



Attachments

- **Project Logo:** preferable in **SVG, EPS, AI, or PNG** format at a high resolution; if that is not possible, you can send us any format of your logo.
- **Identity Graphic Elements:** brand book or guideline (all the images, illustrations, and icons that we can use to design your creatives)

Background Information

- **Colors:** if you want, you can give us the exact palette of colors that you would like to be used; if not, you can just give us some recommended colors.
- **Font:** the URL path of the font you would like to be used (preferable Google Font URL) or the file containing the font you want to be used.
- **Text:** the text we need to use for each slide and the text for the call-to-action button.
- **Image:** if you want to use a background image for your creatives.

Designer Needs

- **Visual Style:** minimalistic, modern, business;
- **Timing:** what should be the duration of the banner; a specific period of time and instructions for when it ends. E.g. Run the banner for 15 seconds and then stop to a final slide/use an infinite rotation of those slides.
- **Other notes:** any idea or suggestion you have for us; anything that can help us create a good design for you. You can also provide us other banners or materials that you like, and we can use as an inspiration.