Social Flash
M E D I A

LET THEM EXPERIENCE YOUR BRAND

Design Starter Kit for
Social Flash *BANTAM*

Prepared by: Social Flash Media, Inc.

March 5, 2018
Revision: 01-01

Specs for Backdrop

There are two types of backdrops that we recommend, each with their benefits and best use cases. See below for options:

TUBE FRAME - 5' Wide x 7.5' Tall

The Tube Frame backdrop is easy to set-up and looks very sleek and polished when set up. The backdrop can be used INDOORS only as it does not have as strong of a structure for weighting the backdrop down in windy conditions. It will fall over easily with just about any amount of wind. The pros are the refined and clean look and smaller footprint on-site.

HOP-UP FRAME - 5' Wide x 7.5' Tall

The Hop-up Frame backdrop is easy to set-up and can be used Indoors AND Outdoors with the proper sand bag weighting on the bottom of the frame. It will fall over easily with just about any amount of wind if not weighted, though. The pros are the ability to use outdoors and ease of moving around. Simply un-latch and fold down to move. The cons are that it does take up approx. 12" of space off of the wall it sits against due to the shape of the frame.

Specs for HOP-UP Backdrop

- Use the included Adobe PDF starter file titled "5x7.5 Backdrop Template" that is for a 2x3 HOPUP Stretch Fabric Frame. Follow the instructions and markers within the file for placement of images (i.e. end cap space vs. front photo space). The stretching of the fabric is minimal and will not distort images, logos, text, etc.

- Once you have the backdrop completed, you will be able to copy the front section to use within your print design mock-up file to gauge a better understanding of what the final product will look like. See below.

88.25

Ready Pop Tabletop

Keep all your important graphics
such as logo, text, and contact information
in the yellow safe zone.

2 "stitching lines

Endcaps
11.81"

60"

LITTLE BOY
moving mountains with kindness

I accepted the LITTLE BOY "acts of kindness" challenge
#MoveMountains

OnBuzz

LITTLE BOY MOVIE - #MOVINGMOUNTAINS

LITTLE BOY MOVIE - #MOVINGMOUNTAINS

OnBuzz

OnBuzz
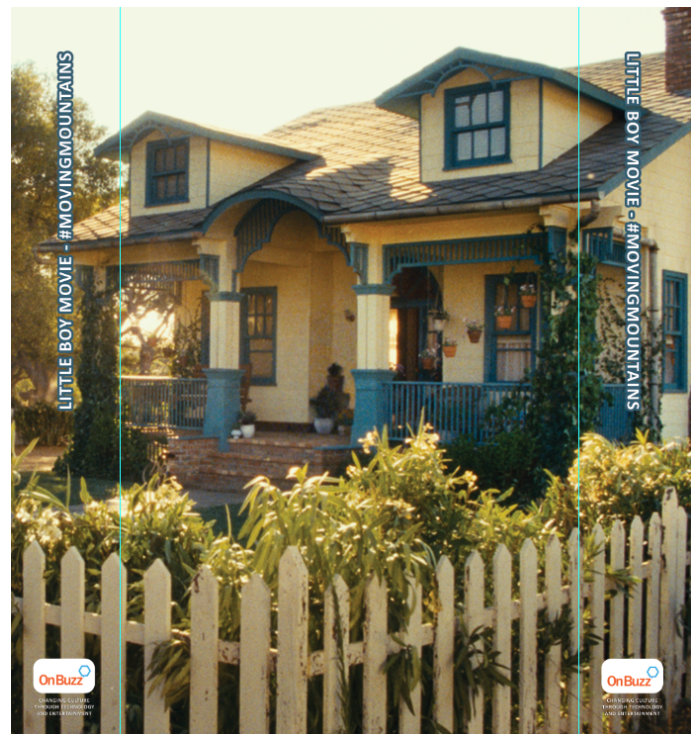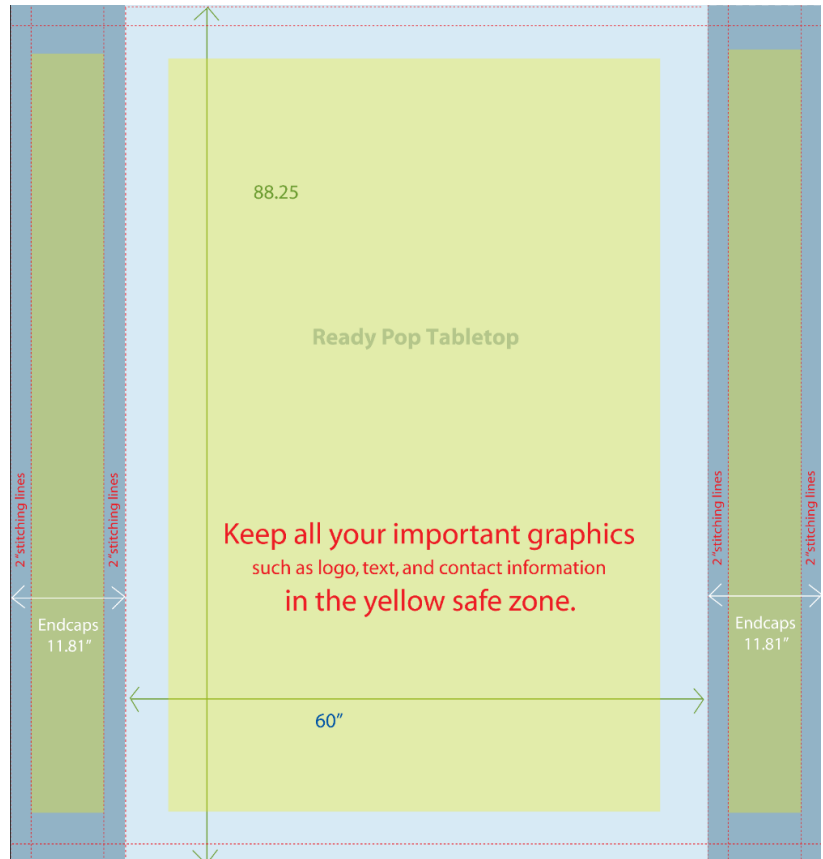
Specs for TUBE FRAME Backdrop

- Use the included PSD starter file titled "5x7.5 TUBE FRAME Backdrop Template" that is for a Stretch Fabric Straight Tube Frame. Follow the instructions and markers within the file for placement of images (i.e. avoid the rounded corners and edges with important graphics). The stretching of the fabric is minimal and will not distort images, logos, text, etc.

- Once you have the backdrop file completed, you will be able to copy the front section to use within your print design mock-up file to gauge a better understanding of what the final product will look like. See below.

Top corners will be rounded

5' x 7.5'
Straight Tube Display

Your file dimensions: 62" x 90"

Visible area: 60" x 88"

(Please include full color bleed)

Keep all your important graphics such as logo, text, and contact information in the green safe zone.

Safe zone area 52" x 83"
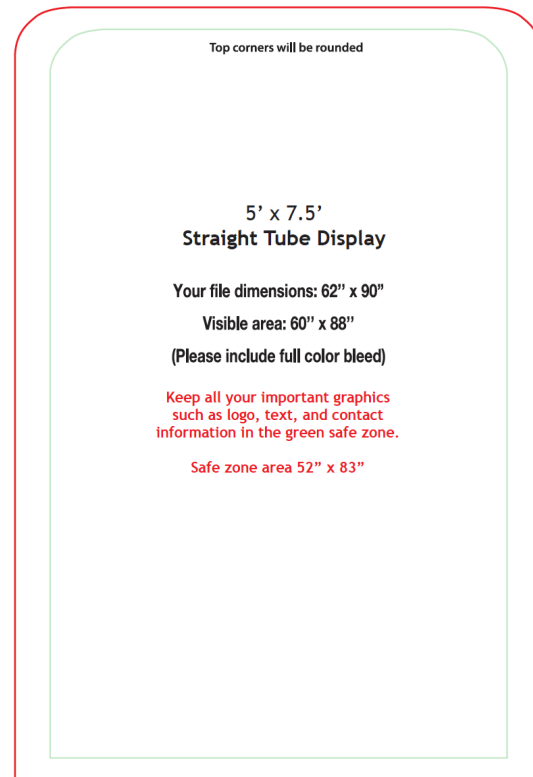
Graphics Specs for Print Design

- Use the included PSD starter file titled "SFM-FR Print Design Starter" (Portrait or Square). The guides turned on to see where the approximate printer trim lines are (if using portrait and printing). Design with full bleed to the edge but do not include any critical graphics or text on the outside of the crop or safe lines. Square frames are for digital share promotions ONLY and can not be printed. They can be designed to the edges without any consideration of safe zones. The raw photo will overlay on top of the background and cover anything behind where it lays out. You can then design the overlay layer(s) (will be a PNG file) that will overlay on top of the photo, mainly on the footer area and bottom edge of the photo.

- We will separate out the layers that will fall behind the raw image to be saved as the **background** (**JPG**) and layers that will fall on top of the raw image will be saved as the **Overlay/Foreground** (**PNG**) file. Please send the **layered PSD file** back to us when complete.

Finished Photo (output)

Overlay/Foreground

Starter File - Raw Image

Background

Photo Frame Template Options

- Below are several available layout options for the photos. We include the starter file for each
of the following within our design kit resource page.

Footer Standard Portrait - 1 Up
MOST POPULAR LAYOUT

Borderless Portrait - 1 Up

Borderless Square - 1 Up

Borderless Portrait - 3 Pose
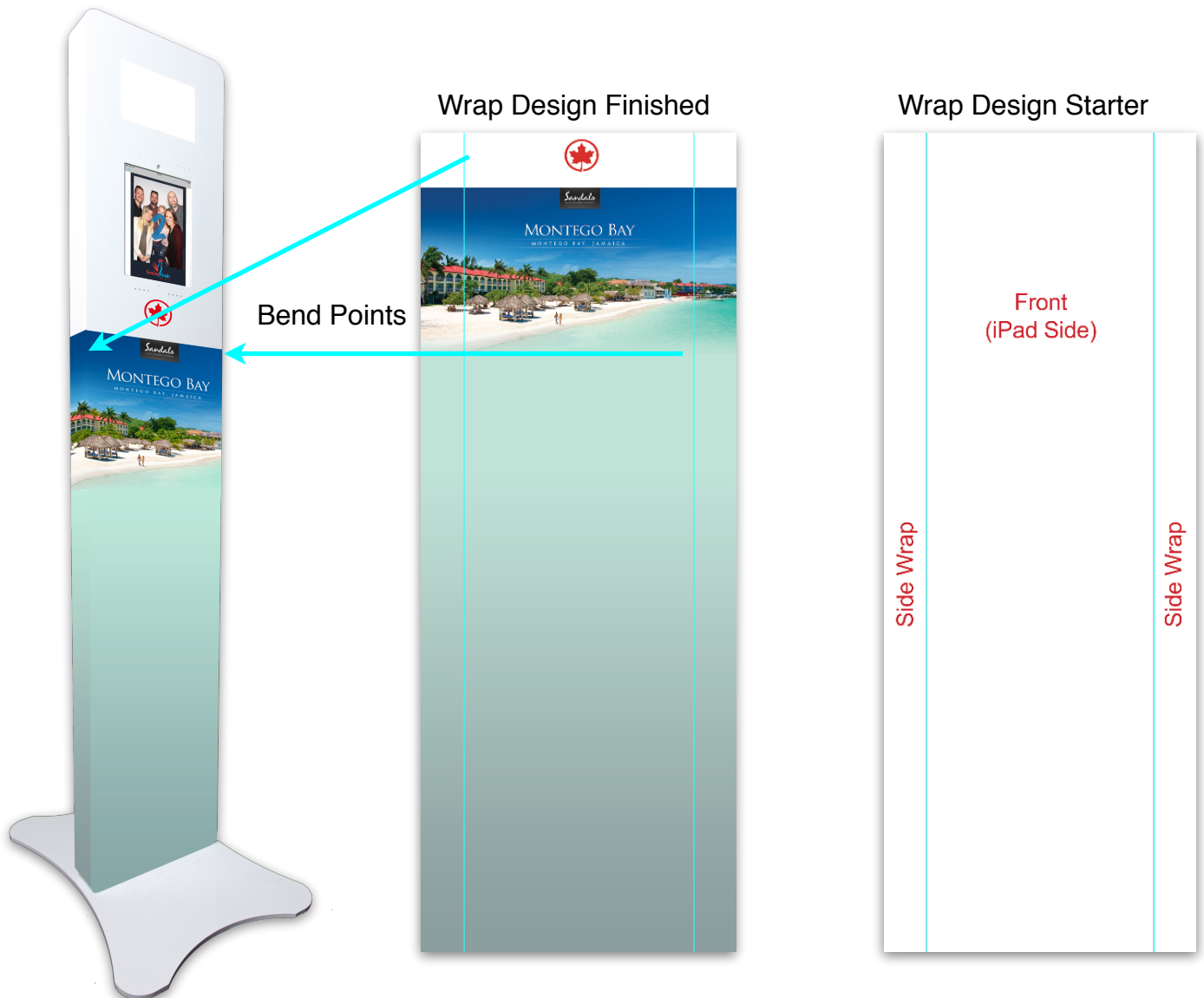

Footer Portrait - 4 Pose

Borderless Square - 4 Pose

Specs for Side Wrap Graphics

- Use the included PSD starter file for the Front & 2 Sides "SFM-BANTAM Wrap Starter" that is 18" wide by 47" tall, CMYK color mode at 300dpi resolution. Turn GUIDES ON to see where the approximate "bend" lines are, transitioning from the front to the sides of the kiosk. Design with full bleed to the edge but do not include any critical graphics or text on the bend lines. An included reference layer will show you where bends are located for proper graphic and logo placement. Hide this layer when ready to save your file. You may also build this file using Illustrator or any other program as long as we can scale it up to full size at 300dpi. Flatten and save as a Press Quality PDF before sending to us.

- See below for a sample of what this looks like on the file and when applied to the kiosk.

Wrap Design Finished

Wrap Design Starter

Bend Points

MONTEGO BAY
MONTEGO BAY, JAMAICA

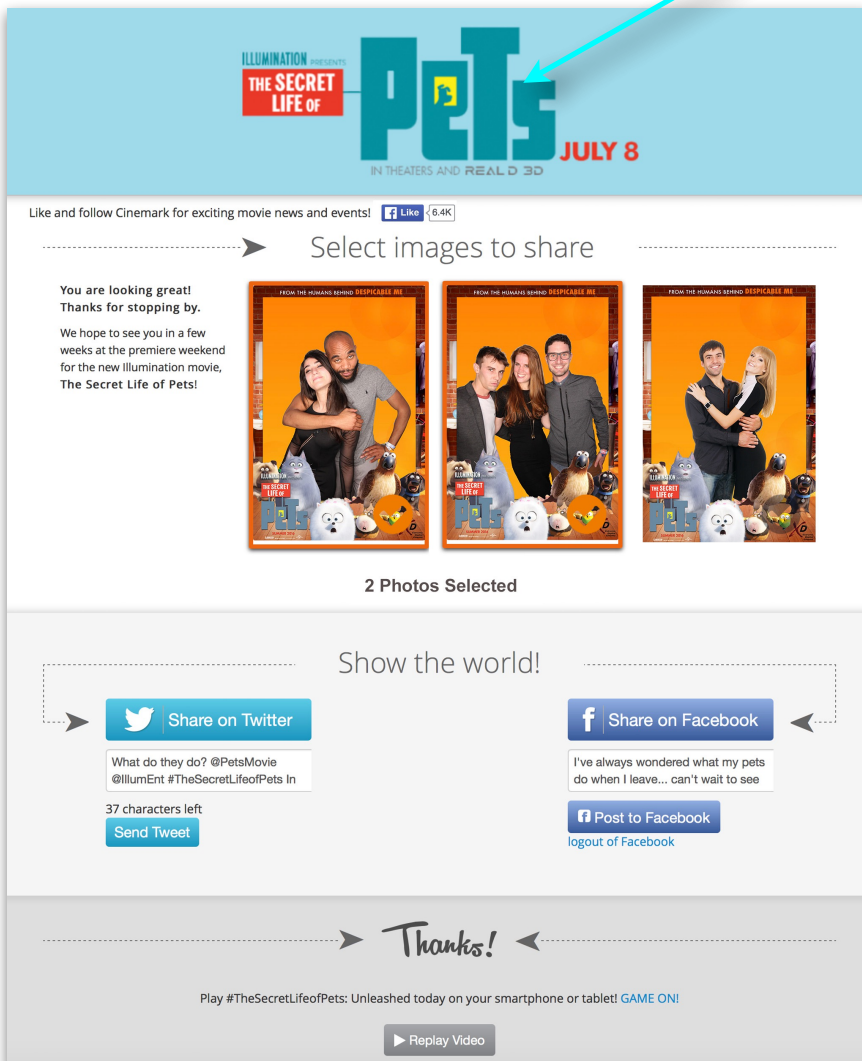Front
(iPad Side)

Side Wrap

Side Wrap

Specs for Landing Page

- Use the included PSD starter file titled "SFM-FR Landing Logo Starter" that will be placed into the header banner of every email message and landing page created. The logo/image should be stand alone and fill as much of the starter file space as possible. Save the file as a transparent PNG (no background) file and can be titled anything you wish. The sample below shows the image on a white header. You can specify the RGB (hex) color you would like to assign to the header bar that falls behind the logo file.
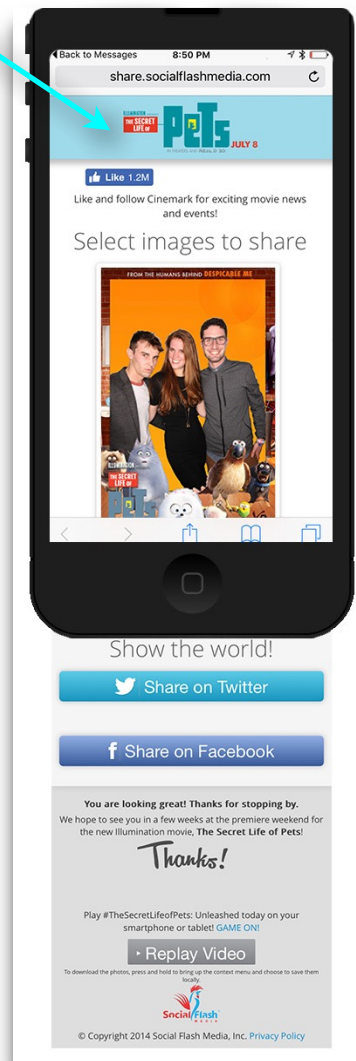
PNG Logo/Image for Banner (example)

desktop browser

mobile device

Like and follow Cinemark for exciting movie news and events!

Like and follow Cinemark for exciting movie news and events!

Select images to share

You are looking great! Thanks for stopping by.

We hope to see you in a few weeks at the premiere weekend for the new Illumination movie, **The Secret Life of Pets!**

2 Photos Selected

Show the world!

Share on Twitter

Share on Facebook

What do they do? @PetsMovie @IllumEnt #TheSecretLifeofPets In

I've always wondered what my pets do when I leave... can't wait to see

37 characters left

Send Tweet

Post to Facebook

logout of Facebook

Thanks!

Play #TheSecretLifeofPets: Unleashed today on your smartphone or tablet! GAME ON!

▶ Replay Video

Like 1.2M

Select images to share

Show the world!

Share on Twitter

Share on Facebook

You are looking great! Thanks for stopping by.
We hope to see you in a few weeks at the premiere weekend for the new Illumination movie, **The Secret Life of Pets!**

Thanks!

Play #TheSecretLifeofPets: Unleashed today on your smartphone or tablet! GAME ON!

▶ Replay Video

To download the photos, press and hold to bring up the context menu and choose to save them locally.

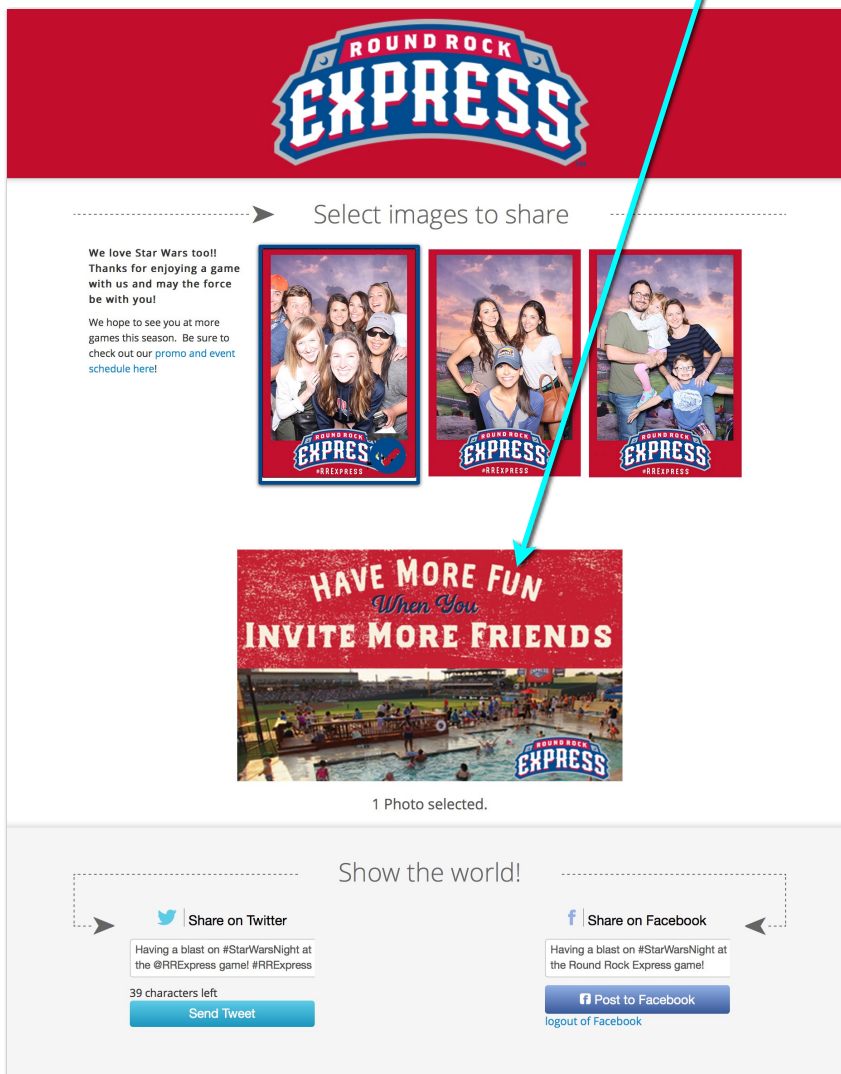© Copyright 2014 Social Flash Media, Inc. Privacy Policy

Specs for Landing Page Ad

- Use the included PSD starter file titled "SFM-FR Landing Logo Ad" that will be placed below the photos on desktop or above the photos on mobile devices. The file will show exactly as saved, edge to edge, no cropping. This file can be clickable to allow customers to flow to a pre-set URL when needed. A great call to action. Save the file as a PNG, JPG or even create as an animated GIF file that loops.

Landing Page Ad (example)

mobile device

desktop browser

Completed File Delivery & Notes

- When completed, please leave all PSD files **Layered (do not flatten)** in case we need to nudge anything to not crop upon testing.

- To **send the files to us**, place all assets into a single folder and compress. Send using any large file sharing account you may have, sending to **promotions@socialflashmedia.com or to your account rep directly if working with one.**