



Video Production Guidelines

The following is a guideline of preferred artwork specifications for video production. Please inquire if you have artwork in a format not listed below, as not all workable specs are listed.

LOGOS:

Vector format is best: .ai, .eps, or .pdf
Include all fonts or convert fonts to outlines.
Include CMYK and RGB versions.

If no vector file is available, these files are preferred, in this order:

1. Layered Photoshop
2. Image file with alpha channel (.png, .tga or .tif)
3. Image file with no alpha channel (.jpg). JPG files should be high quality, no compression.

Image files should be minimum 1000 pixels high, more than that is better. If the files are going to be used in print, they should be minimum 300dpi.

VIDEO:

These specifications are “best practice” for video production:

Dimensions: 1920 x 1080
Frame Rate: 29.97 fps
Field Order: Upper First (1080i)
Compression: 50 Mbps preferred
Codec: DNxHD 145
Wrapper: .mxf
Audio: AAC at 48kHz

A video file that is 1920x1080 in a mainstream codec, with a minimum compression rate of 35Mbps will most likely work. Many people also work in H.264 codecs with .mp4 or .mov wrappers.