

STORYBOX

Content Guidelines & Specifications

Storybox
Screen dimensions:
672 x 672 px
(Type shown here is
60 pt Bold type)

30 pt Medium type looks like this.

This looks like a minimum type size: 14 pt type in a 72 DPI psd file 672px x 672px. This looks like a minimum type size: 14 pt type in a 72 DPI psd file 672px x 672px. This looks like a minimum type size: 14 pt type in a 72 DPI psd file 672px x 672px. This looks like a minimum type size: 14 pt type in a 72 DPI psd file 672px x 672px.

Contributor Credit
(Where applicable)



(These positions are interchangeable)

Watermark
position

Screen Dimension: 672 x 672 px
Video Codec: h264 / .mp4 / .mov
Still images: .jpg .png .gif

Please use above image as a guide for designing type. Ensure there is a safety margin between type and the outer edge of the screen.

Storybox Specifications

Format: **Moving image:** h264 .mp4 .mov

Frame rate: @25fps

Stills: .jpg .png .gif

**Best media delivery size is square format at 672px x 672px.
We can crop existing media to this format if necessary.**

Naming files: All files to be clearly named as follows:

Moving image: ContentPartner_StoryName_Duration-30sec
(please insert correct duration)

Stills: ContentPartner_StoryName_ImageTitle

If you require content to be played at a specific time of day please include in title.

Eg: Moving image: ContentPartner_StoryName_Duration-30secAM

We will endeavour to play your content as close to the specified time as possible.

Submission timeframes: 14 September Storybox Launch: Please submit content at least 3 x weeks prior.

During pilot period (September to December 2020) additional content can be delivered one week in advance.

Content Guidelines: **Duration:** Moving image content for Storybox should fit into the following durations: **30 sec / 1 minute / 2 minute / 5 minute.** The same piece of content can be adapted to fit into several different durations.

Audio: Storybox does not play live audio. Captions may be used for piece to camera (PTC) footage or for narration purposes.

NOTE: Audio may be specified as an augmented audio experience. In this case, we will include a link/QR code for access to streamed audio-visual content via storybox.co. In addition, we will also feature audio as part of special event programming. In these cases audio will be delivered via internal speakers, or silent disco headsets, or similar.

Time of day: Consider time of day opportunities. Shorter pieces for commute times, longer for lunch time and/or evening when dwell times are longer.

Editing: Fast, choppy editing can be overly distracting for public spaces. However, you are welcome to experiment with different styles.

Font sizes: Min size 14pt. Refer to information on the previous page.

Font style (captions): Not specified. You are welcome to use fonts associated with your branding.

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Credits: Logos: Watermark. Bottom left / right only

Content Licence: All Submissions will need to sign a Content Release Form, providing a bio, headshot and still for use on website.

Honorary Payments: All content published on Storybox will receive a \$100 honorarium payment. Content selected as a Fortnightly Feature will receive a \$300 honorarium payment.

How to submit work: Go to <https://form.jotform.com/Storyboxco/Release-Form-Creatives>

How to invoice: All invoices addressed to:
Michael Killalea
ESEM Projects
Suite 2.11C 75 Mary St
Precinct 75
St. Peters NSW 2044
michael@esemprojects.com

Storybox Specifications



Examples of Storybox videos, showing LED screens alongside solar panels. Please note 2 x sided LED screens will play the same content - there is no variation planned at this stage.