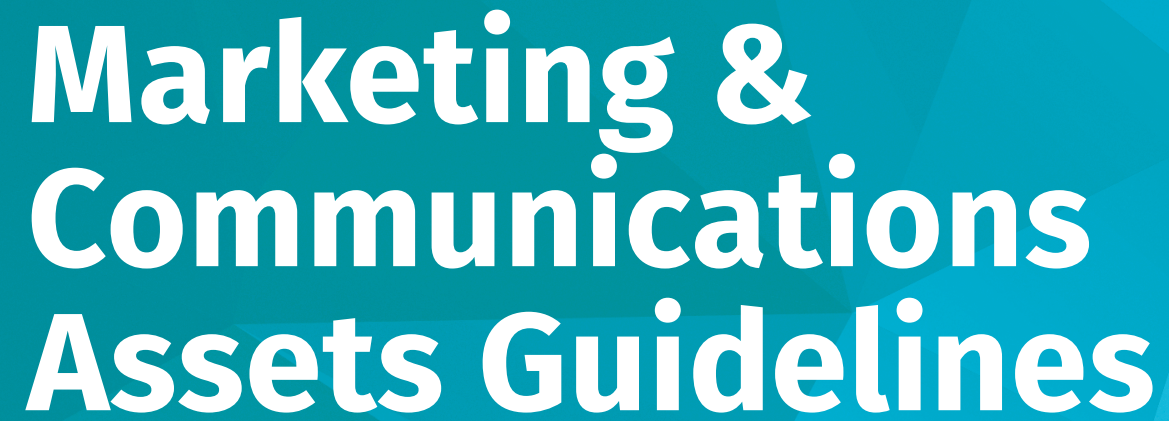


The RTÉ logo is displayed in white, consisting of the letters 'RTÉ' in a bold, sans-serif font. The background of the entire slide is a teal color with a low-poly, geometric pattern of various shades of blue and green.The title 'Marketing & Communications Assets Guidelines' is written in a large, bold, white sans-serif font. It is positioned to the right of the RTÉ logo, separated by a vertical dotted white line. The text is centered vertically on the page.

Marketing & Communications Assets Guidelines

Why do we need these assets?

In the current competitive landscape, it is now more important than ever to have compelling creative to reach audiences in the right way.

We need top quality imagery and footage to ensure yours stands out from the rest and reach as many people as possible.

By sending us these assets, we can look to promote your programme on TV, radio, online, press and social media, and also on the likes of Sky, Virgin and Eir.

This document outlines what we need – it is essential that we receive these in order to promote the great content you've created.

This is what we need from you:

General Information

1. Programme/Series Description

- **Series blurb**
- **Episodic information** (blurb per episode)
- **Target audience** (what audience do you expect to bring in)

Imagery

2. Hero Images (min 2 images)

- No titles/text
- 16:9 (min 1920 x 1080px) and 1:1
- High-res (.jpg, .png, .psd, .tif, .ai files only)
- Compelling images
- Must communicate show narrative
- Must feature lead cast members
- No images with nudity, smoking or violence
- Avoid too many characters

In addition to the above specs, please supply:

- One version with the subject matter positioned to the right of the image
- One version with the subject matter positioned in the centre of the image

3. Portrait with Title Art (boxsets only)

- 3:4 (min 600 x 800px)
- High-res .jpg
- Must include show title/logo
- Compelling image
- Must communicate show narrative
- Must feature leading cast members

4. Episodic Images (min 3 per episode)

- 16:9 (min 1920 x 1080px)
- High-res (.jpg, .png, .psd, .ai files only)
- Feature leading cast
- Depict plotline of episode (except spoilers)
- Include major guest stars/cameos
- Be visually enticing
- No titles/text
- Avoid too many characters
- No images with nudity, smoking or violence

5. Press Imagery

Cast imagery, press shots (e.g. photo call images) and any other imagery available.

Example Images

Good

- 16:9
- High-res
- Compelling images
- Communicate the show narrative

Hero Images



Press Images



Against These Guidelines

- Low-res
- Dark/blurry



Graphics

6. Logo/Series Title

- Vector logo or high-res PNG
- Include font in .ttf or .otf format and font name
- Brand guidelines (where available)

7. Audio Visual Footage

You should be in a position to provide the below footage if contacted by RTÉ.

For use in programme trailers.

Promos/Creative

Please send full programme file – unmixed – delivered as full res OP1a MXF (if delivered on Drive, then it must be for PC).

This is the optimum delivery to allow programmes to be understood in their full context.

OR

In instances where due to production schedules the full programme cannot be supplied:

Please send a minimum of 10-15 minutes, **full res OP1a MXF quality clips, from at least the first three episodes (where applicable). The clips can be graded or ungraded but must have unmixed audio** and be delivered as MXF (if supplied on Drive, then it must be for PC).

- Clean footage/images (no captions)
- Clean dialogue to be embedded into the MXF (not by WAV)
- Clean opening sequence and opening sequence elements

In both cases:

- If possible, 30 secs of theme music, clean with music details.

Social

Access to full programme 1 week pre-TX.

- MP4/downloadable Vimeo
- Graded

If sharing clips, we need MP4 files without graphics and without commercial music.

No endboards (these are created internally).

Checklist

Have you supplied the below?

- ☐ 1. **Programme/Series Description**
- ☐ 2. **Hero Images**
- ☐ 3. **Portrait with Title Art**
- ☐ 4. **Episodic Images**
- ☐ 5. **Press Imagery**
- ☐ 6. **Logo/Series Title**
- ☐ 7. **Audio Visual Footage**

Please ensure you supply the above assets as part of your contracted deliverables.

Note: The Marketing and Communications team work 16 weeks out from air date and it would be optimum to receive the above assets at that point. Our team may then get in touch with you regarding your campaign.

We may require talent/set access – please let us know your shoot date in advance.