



THE CUBE @ FLANNELS X

London Lites



ARTWORK GUIDELINES

CONSIDERATIONS

DAYLIGHT HOURS

With the format encased in glass, daylight reflections can be seen on the format but not to the detriment of the creative on display, unless the underlying tone of the creative on screen is dull or dark. Consider the use of contrast and colour within the creative to ensure cut-through during daylight hours.

LOOP POLICY

- 60s slot in a 360s loop
- Duration of video content must be **10, 15, 20, 30** or **60** seconds. (A single duration must be used across all screens)



QR CODES

To be used at ground level only



NUMBER OF SCREENS

Can be used as one whole screen or 37 individual screens



DURATION OF COPY

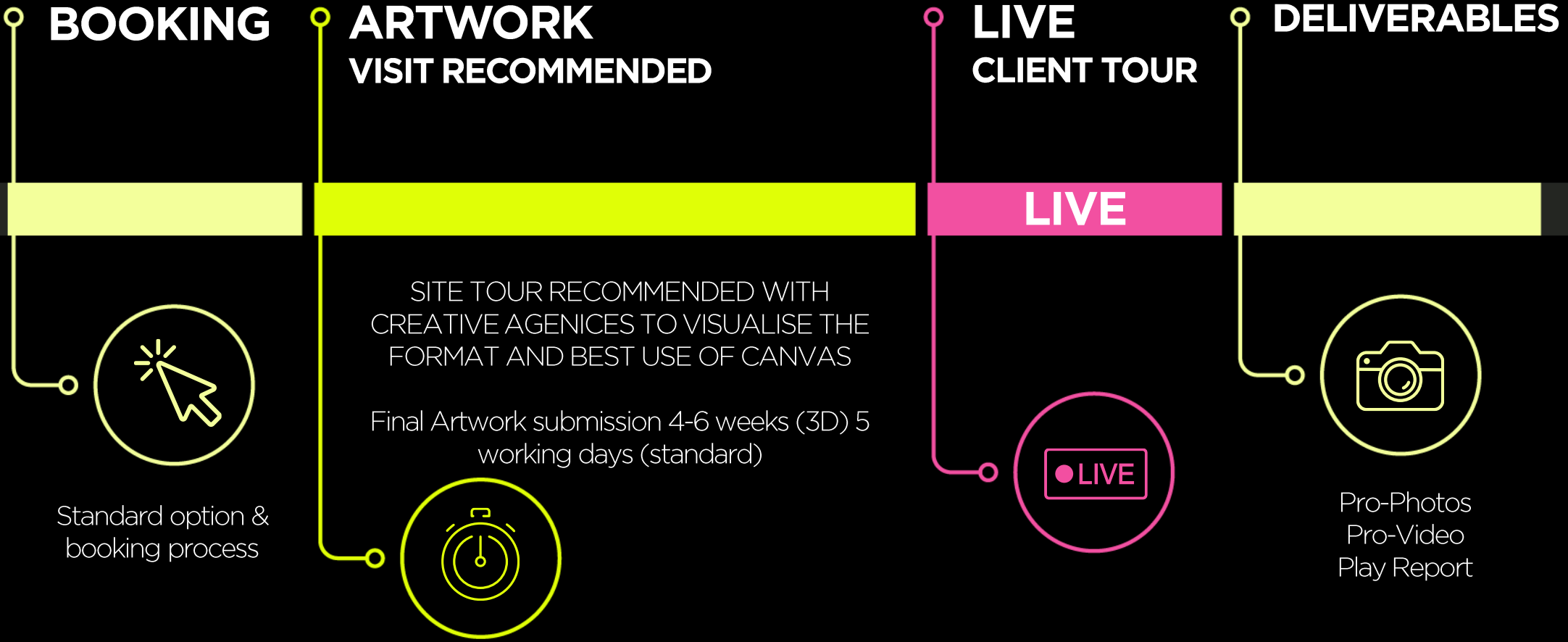
All screens run in unison 60s. Single duration used across all screens



45°

Key viewing to view the facade

THE PROCESS



ARTWORK FORMAT

AFTER EFFECTS PROJECT.

Supplied via WeTransfer.
Final artwork to be submitted in .AEP template provided packaged with all dependencies.

FILE TYPE: **AEP**

RESOLUTION REQUIRED: **HIGH**

FRAME RATE: **30 FPS**

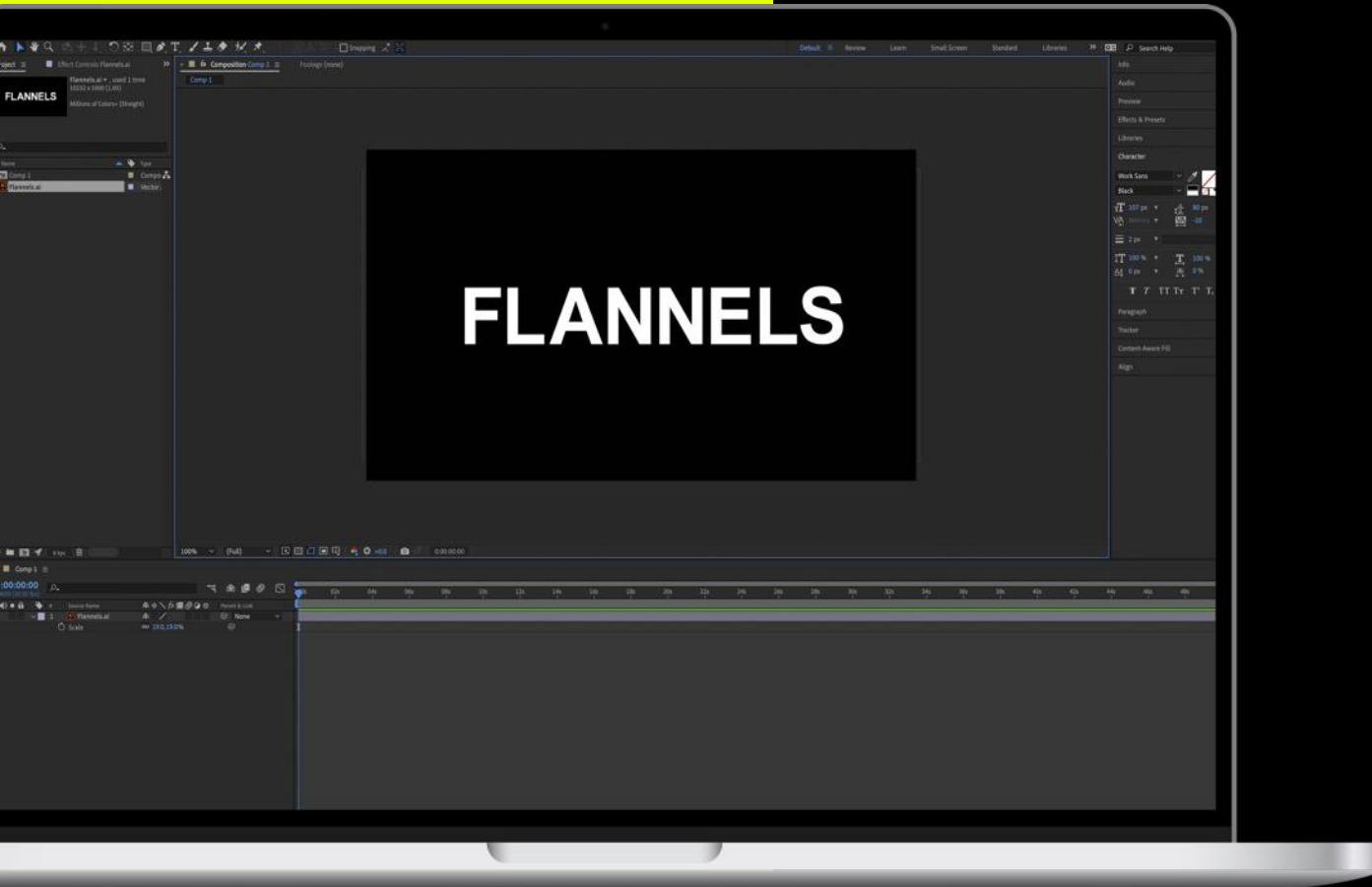
FULL MOTION

SCREENS: **37**

SIZE: **215M²**

SCREEN QUALITY: **8K**

RESOLUTION: **14306PX (W) x 3868(H)**



37
SCREENS

215 M²
TOTAL AREA

RESOLUTION
14306px (w) x 3868px (h)

ACCEPTABLE CREATIVE TYPES



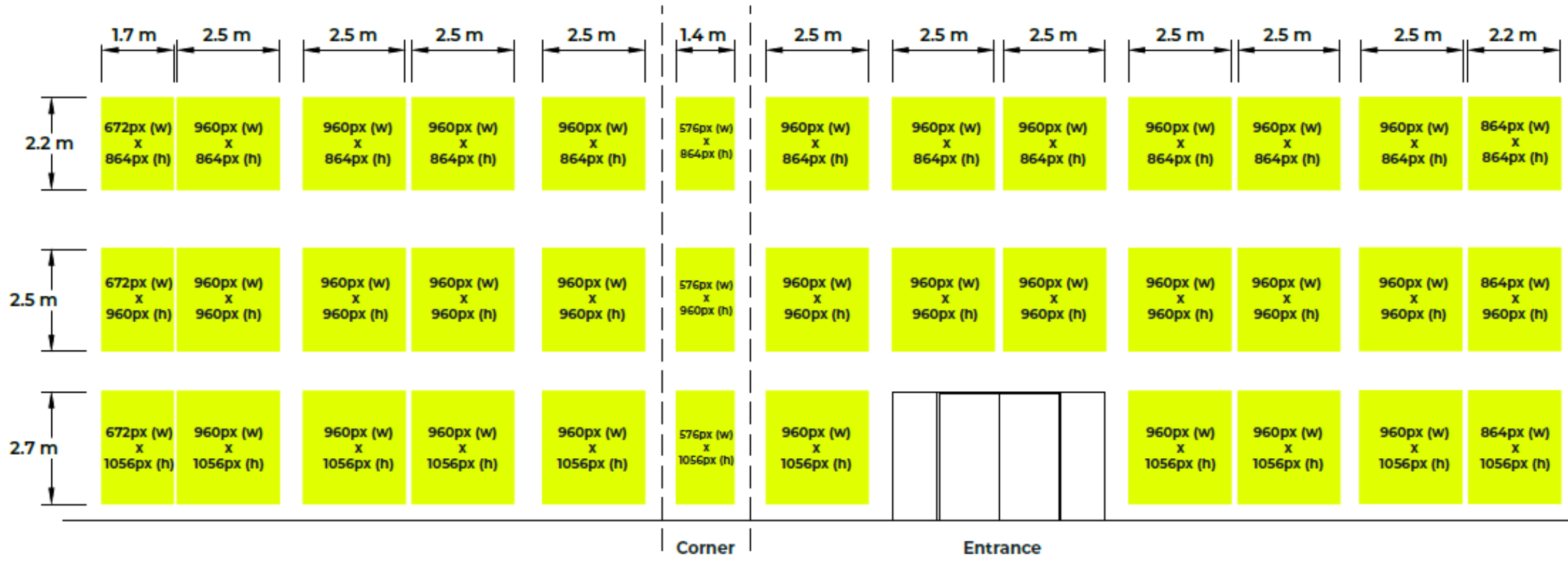
**STATIC &
FULL MOTION**

FORMAT FOR CREATIVE

After Effects layout files will be supplied via WeTransfer.

All video content should be the same frame rate. **30 frames per second**

The duration of video content must be **10, 15, 20, 30 or 60** seconds.
(A single duration must be used across all screens.)



Send completed artwork through to your Account Manager and to artwork@londonlites.co.uk