

# Creative Guidelines

## Digital Branding at EuroAirport Basel

In our experience, you'll achieve the best results within the 10-second FIM exposure time if your spots are:

### 1 Simple and clear

- Reduce to the max
- Focus on key idea and key message
- If you have more than one message, divide them across several spots; you can insert a number of different slots into one loop; rely on the repetition effect of having transmissions on numerous screens

### 3 Easy to read

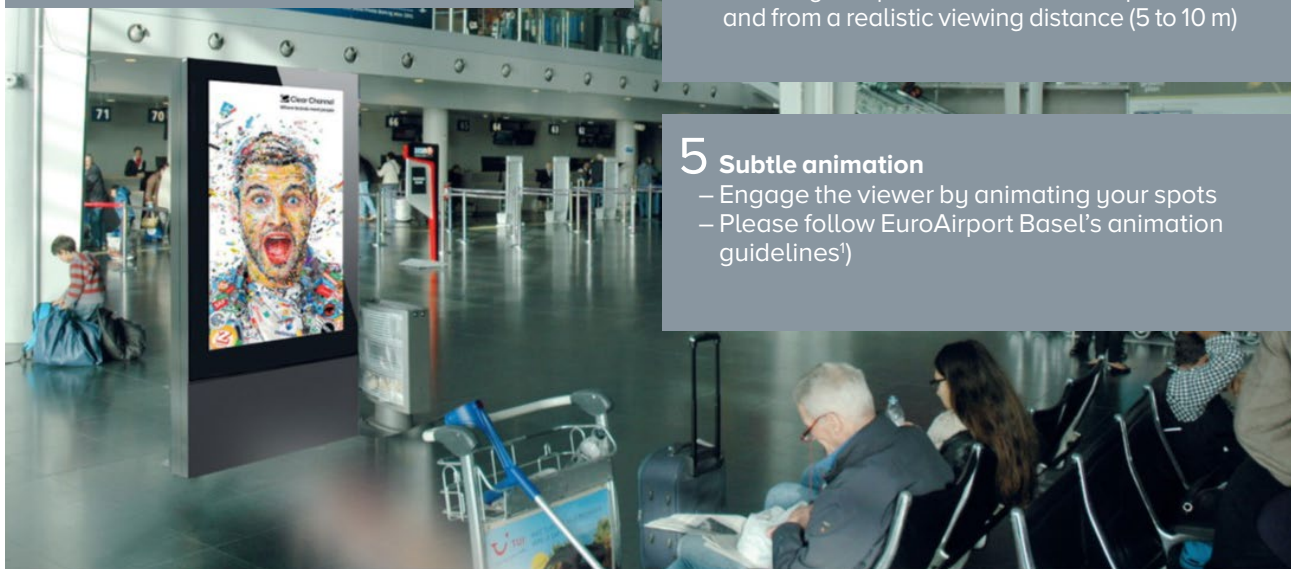
- Large font sizes
- Easily legible type
- Make your brand visible during the whole spot length

### 2 Short and simple

- Keep your message as short as possible
- We recommend max. of 10 short words for quick comprehension
- Verwenden Sie je Spot ein einziges Key Visual

### 4 Easy to understand

- Make small objects large, not large objects small
- Check that your target group will be able to see and take in the entire message within 10 seconds max. – important, given the airport environment
- Look at your spot on a screen of comparable size and from a realistic viewing distance (5 to 10 m)



### 5 Subtle animation

- Engage the viewer by animating your spots
- Please follow EuroAirport Basel's animation guidelines<sup>1)</sup>

#### <sup>1)</sup> EuroAirport Basel guidelines on spot animation

##### Animation permitted

- Slow fade-in/out of text blocks
- Slow fade-in/out of images
- Slow colour change of images and text blocks
- Slow zoom into/out of images, drifting images
- Slow scrolling of full screen images or single cut-out elements

##### Animation prohibited

- Full motion video
- Rapid or busy animations
- Fast movement of image or text elements
- Flashing or strobe effect
- More than one take per spot