1495 UNIVERSITY OF ABERDEEN

DESIGN SERVICES JOB REQUEST FORM

CONTACT DETAILS

Date Submitted

Date Required

Name (Full)

Tel / Extension

E-mail Address

Your Department

Uni   **NHS**   **External**

PLEASE NOTE: Proofs may not represent exact appearance. All colors displayed may look different in person than on your computer screen due to the individual monitor or screen color settings.

It is your responsibility to ensure that the proof is correct in all areas. Please be sure to double check spelling, grammar, layout, and design content. If the proof containing errors is approved, the responsibility for reprint costs will not lie with the design team.

Signature

DESIGN WITH STYLE

DESIGN WITH A SMILE

FAO UNIVERSITY STAFF & STUDENTS ONLY

Before you proceed with filling in the form about the job you require, please take a moment to read through the process for assets in relation to the Beyond Boundaries branding for the University.

Do you require this in the new branding?

Yes   No

Have you been given approval by Brand/Marketing for this to be created in the new branding?

We **will not** proceed with working on any asset until approval has been given for any assets to be created in the new branding.

Has Brand/Marketing given approval to the content that is to be used?

When asking for approval, please find out if they want to approve the content of your asset.

Once approval is given, then please send on the form along with the **final text** and any images, figures etc that you require.

We will be sharing a proof of the asset to Brand/Marketing for approval. Once the design team has given approval, we shall send it on to you for approval also.

Please be aware that you will have to factor in time for brand approval* once a proof has been made as well the design and if necessary the printing of the asset too.

*   The timescale for brand approval will be given by Brand and not by Design, similar to Uniprint we would not dictate how long other departments processes take.

NEW DESIGN JOB

Poster	Booklet	**MUST HAVE PAGE MULTIPLES OF 4 FOR PRINT**

Flyer	Plasma	Other	Description

A6	A5	A4	A3	A2	A1	A0
105x148mm	148x210mm	210x297mm	297x420mm	420x594mm	594x841mm	841x1189mm

Pull-Up	**IF IT'S A RESKIN - PLEASE TELL US THE SIZE**	A4	A3
800x2300mm		210x297mm	297x420mm

Custom Size	Portrait	Landscape

FINAL Text Supplied	**IF NOT - THIS WILL IMPACT ON YOUR DEADLINE**

PLEASE SUPPLY FINAL TEXT IN A WORD DOCUMENT

Images Supplied	**PLEASE PUT ALL IMAGES IN A FOLDER FOR SENDING**
Images Required	**PLEASE SUPPLY IDEAS FOR IMAGES TO BE USED**

What Do You Need Designed? (Please Describe As Fully As Possible)

EDITS TO PREVIOUS DESIGN JOB

Job Name

WHEN POSSIBLE PLEASE SUPPLY EDITS IN AN ANNOTATED PDF

Images Supplied	**PLEASE PUT ALL IMAGES INTO A FOLDER FOR SENDING**
Images Required	**PLEASE SUPPLY IDEAS FOR IMAGES FOR USE IN ASSET**

UNIVERSITY OF ABERDEEN
1 4 9 5

NEW DESIGN JOB - SOCIAL MEDIA

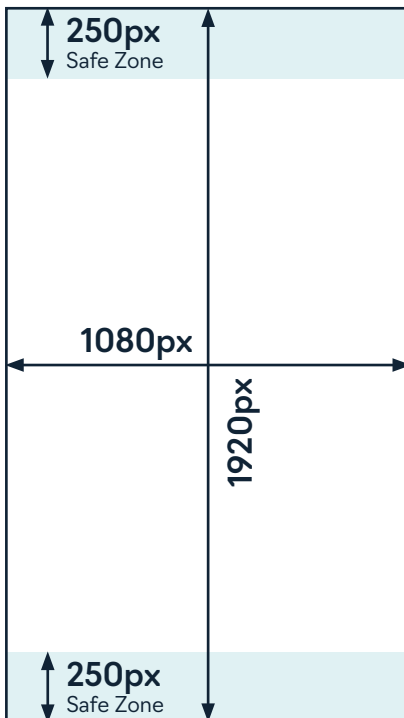### Facebook

200px

200px

850px

315px
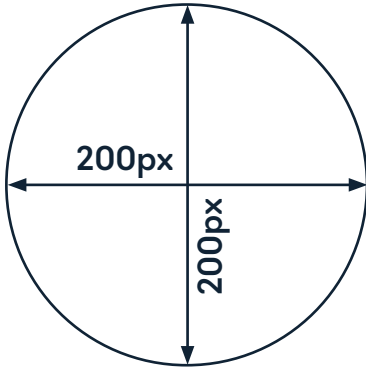
Profile Picture

Recommended: **200 x 200**
Minimum: **180 x 180**
Aspect Ratio: **1:1**
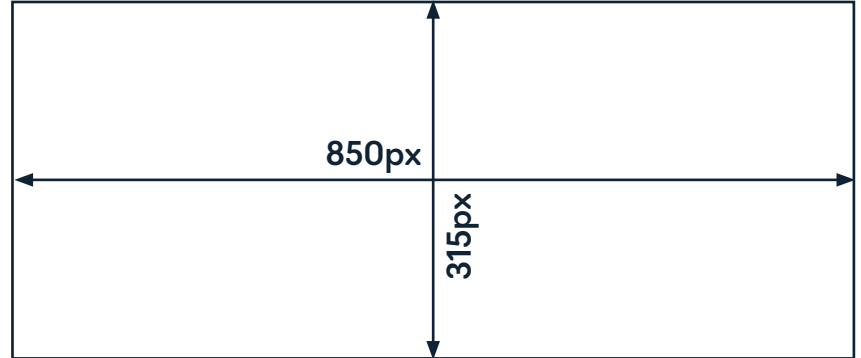
Cover Picture

Recommended: **850 x 315**
Minimum: **400 x 150**
Aspect Ratio: **170:63**

250px
Safe Zone

1080px

1920px

250px
Safe Zone

1200px

630px

Shared Image & Shared Link Photo

Recommended: **1200 x 630**
Minimum: **600 x 315**
Aspect Ratio: **40:21**

Facebook Story

Recommended: **1080 x 1920**
Aspect Ratio: **9:16**

Safe Zone is required for
the buttons and actions at
the top and bototm and
can't have text on these
areas at all.

NEW DESIGN JOB - SOCIAL MEDIA
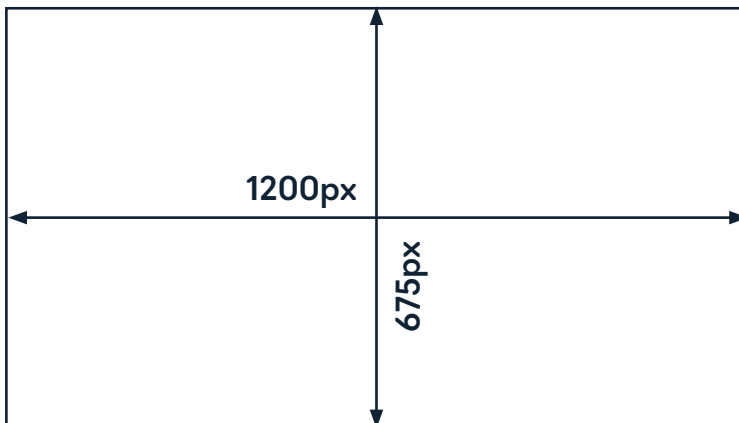
X (Formerly Twitter)

400px

400px

1500px

500px
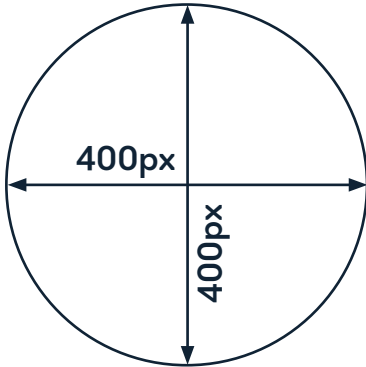
Profile Picture

Recommended: **400 x 400**
Minimum: **200 x 200**
Aspect Ratio: **1:1**
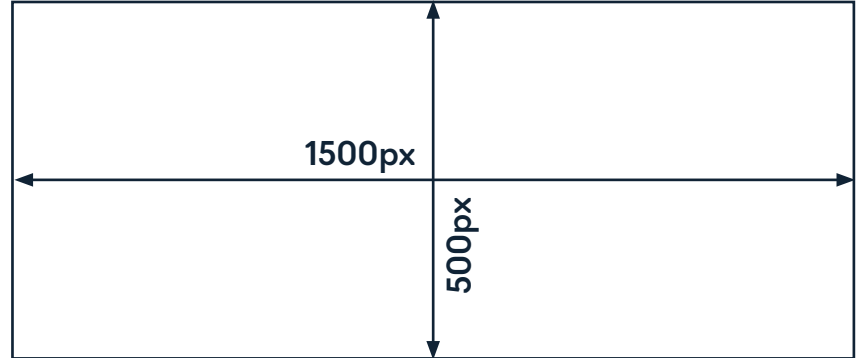
Cover Picture

Recommended: **1500 x 500**
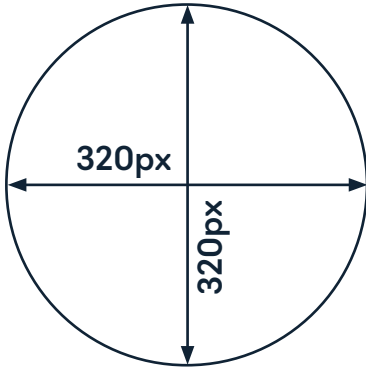Minimum: **1263 x 421**
Aspect Ratio: **3:1**

1200px

675px

X (Formely Twitter) Timeline Photo

Recommended: **1200 x 675**
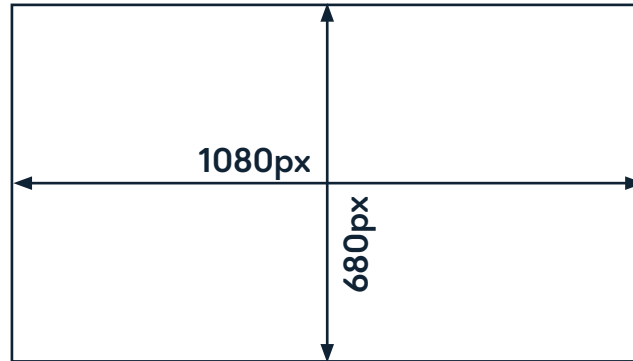Minimum: **600 x 335**
Aspect Ratio: **16:9**

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NEW DESIGN JOB - SOCIAL MEDIA
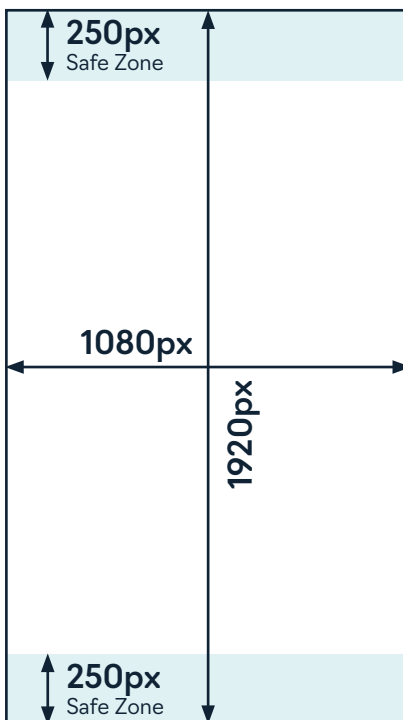
Instagram

320px

320px

Profile Picture

Recommended: **320 x 320**
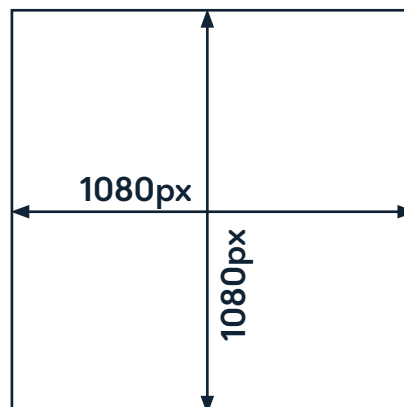Minimum: **110 x 110**
Aspect Ratio: **1:1**

1080px

680px

Landscape Image

Recommended: **1080 x 680**
Minimum Width: **600**
Aspect Ratio: **1.91:1**

250px
Safe Zone

1080px

1920px

250px
Safe Zone

Instagram Story

Recommended: **1080 x 1920**
Aspect Ratio: **9:16**

250 pixel safe zone is required for the buttons and actions at the top and bototm and can't have text on these areas at all.
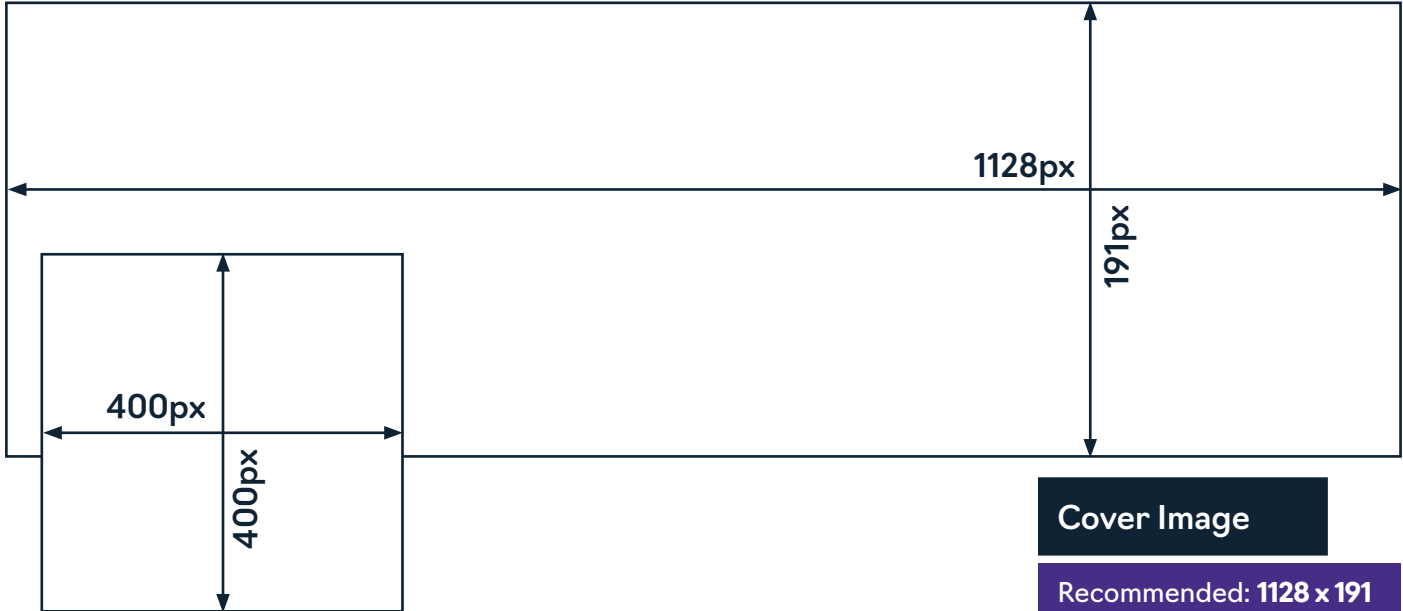
1080px

1080px

Square Image

Recommended: **1080 x 1080**
Minimum: **600 x 600**
Aspect Ratio: **1:1**

NEW DESIGN JOB - SOCIAL MEDIA

LinkedIn

1128px

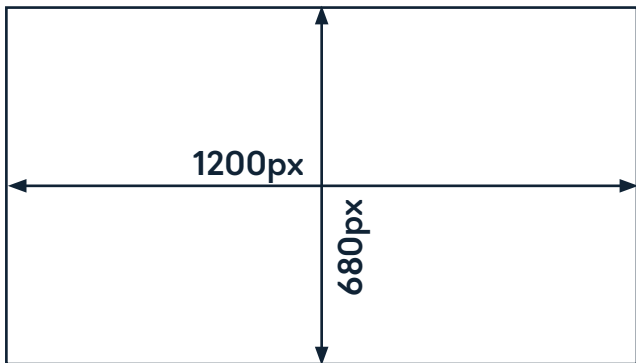191px

400px

400px

Cover Image

Recommended: **1128 x 191**
Minimum Width: **200**
Aspect Ratio: **1.91:1**

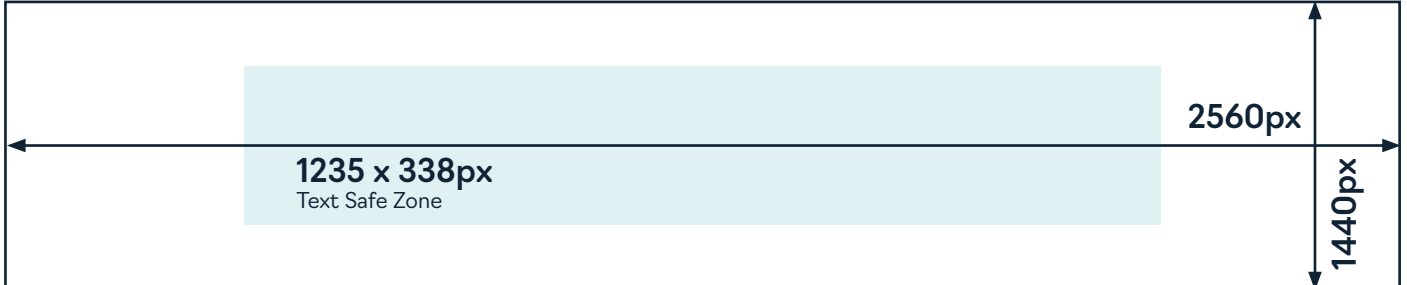Please be aware that part of your cover image will be covered by the profile.

Profile Picture

Recommended: **400 x 400**
Minimum: **268 x 268**
Aspect Ratio: **1:1**

1200px

680px

Landscape Image

Recommended: **1080 x 680**
Minimum Width: **600**
Aspect Ratio: **1.91:1**

NEW DESIGN JOB - SOCIAL MEDIA

YouTube

2560px

1440px

1235 x 338px
Text Safe Zone
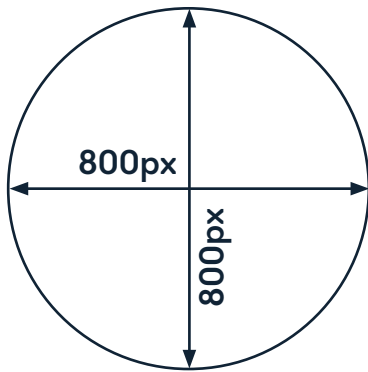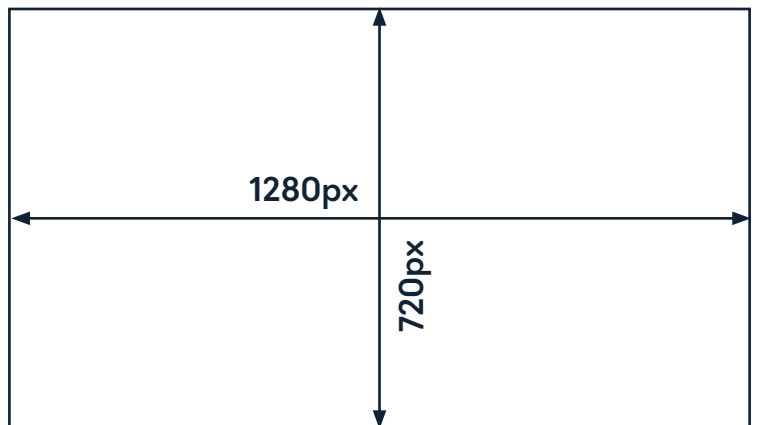
Channel Artwork

Recommended: **2560 x 1440**
Minimum: **2560 x 1440**
Text Safe Area: **1235 x 338**
Aspect Ratio: **16:9**

All of the important elements are right in the center to ensure they aren't cropped out on smaller screens.

800px

800px

Channel Icon

Recommended: **800 x 800**
Aspect Ratio: **1:1**

1280px

720px

Video Thumbnail

Recommended: **1200 x 675**
Minimum: **640**
Aspect Ratio: **16:9**