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# Specifications Wetransfer

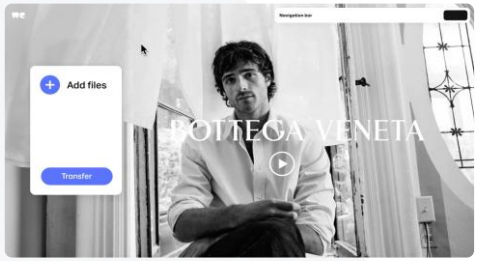
# Wetransfer – Base Formats

## STATIC



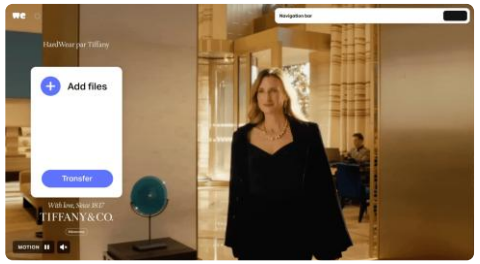

Zur Demo

## CLICK-TO-PLAY




Zur Demo

## AUTOPLAY




Zur Demo

## CAROUSEL




Zur Demo

## IMAGE COMPARE



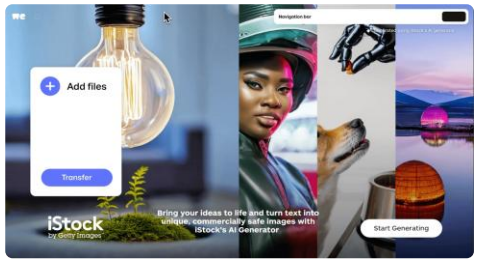

Zur Demo

## SCRATCH OFF




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## ACCORDION




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# Static

## Technical specs

- A loading static visual
- Any graphic text or logo you'd like to add over the key visual should be provided as separate assets.
- Included in our design templates, or
- Provided as high-quality RGB, uncropped, 2560x1600 px minimum, 150 dpi
- Included in our design templates, or
- Provided as vector files (SVG) or images with transparency (PNG)
- A visual reference of the desired layout.

# Click-to-Play

## Technical specs

- A loading visuals (images or videos)
- A video assets (without length limits)
- Any graphic text or logo you'd like to overlay
- Images
    - High-quality RGB, uncropped versions
    - 2560x1600 px minimum, 96 dpi
    - Recommended 8x5 landscape ratio
- Videos (30 seconds max)
    - As for Autoplay
- Full resolution as captured: 1920x1080 (HD) or higher
- High quality bitrate (max. 30 Mbps for HD, 60 Mbps for 4K)
- Included in our design template, or
- Provided as vector files (SVG) or images with transparency (PNG)
- A visual reference of the desired layout.

# Autoplay

## Technical specs

- A max 15-second video, without overlays
- A static visual for the end of the video (otherwise, we'll use the last frame)
- Any graphic text or logo you'd like to overlay
- Full resolution as captured: 1920x1080 (HD) or higher
- High quality bitrate (max. 30 Mbps for HD, 60 Mbps for 4K)
- If available, provide captions as SRT files
- Included in our design template, or
- Provided as vector files (SVG) or images with transparency (PNG)
- Included in our design template, or
- Provided as vector files (SVG) or images with transparency (PNG)
- A visual reference of the desired layout.

# Compare Scratch Off

## Technical specs

- Two images
- Any graphic text or logo you'd like to overlay
- Images
    - High-quality RGB, uncropped versions
    - 2560x1600 px minimum, 96 dpi
    - Recommended 8x5 landscape ratio
- Included in our design template, or
- Provided as vector files (SVG) or images with transparency (PNG)
- A visual reference of the desired layout.

# Carousel Accordion

## Technical specs

- 4-6 visuals (images or videos)
- Any graphic text or logo you'd like to overlay
- Images
    - High-quality RGB, uncropped versions
    - 2560x1600 px minimum, 96 dpi
    - Recommended 8x5 landscape ratio
- Videos (3 seconds max)
    - As for Autoplay
- Included in our design template, or
- Provided as vector files (SVG) or images with transparency (PNG)
- A visual reference of the desired layout

# General Specifications – For All Formats

**Photoshop/Figma File**

- Use our template files for all layouts (Figma .fig or Photoshop .psd)
- Layered file in RGB. All design elements (logo, text, images, backgroung) should be on seperated layers.
- Provide a separate preview image for quick reference

**Images**

- Hi-res, 2.560 x 1.600px (minimum), .tiff or .jpeg
- Landscape orientation preferred (portrait images will be cropped)

**Videos**

- .mp4 or .mov, 1920x1080px (min), H.264 or ProRes codec.
- High quality
- If **cinemagraph** or **intro**, no logo and supers in video

**Logos**

- Vector files (.svg, .ai)
- High quality RGB with transparency

**Font Files**

- .ttf, .otf, .woff . Live text for multiple translations and text heavy wallpapers

**Copy**

- Plain text, 140 character limit (in all languages) excluding logo or wordmark with English translations
- Editable text or outlined layer when font file is not available

**Links and trackers**

- The URL where the wallpaper will click out to
- Trackers GDPR comliant and approved by our legal departement

**Please separate all data in following folders**

- briefing
- fonts
- assets
- tags

# General Specifications – For All Formats

- **Wetransfer Mockup Template** needs to be used for the layout (or Figma template)
- Layout is 2560 x 1600px and assets are in high quality (including background image)
- Only one logo per wallpaper
- Copy does not include discounts, prices, or ‘free’
- Copy does not include a URL
- Copy is less than 140 characters, including spaces
- Elements are placed in a manner that will work with resizing
- Legal lines will be placed at 8px font in the bottom left corner at 50% opacity, when hovered over, the copy will change to 100% opacity

# General Specifications – Key Requirements

Our ads seamlessly adapt to different screen sizes and orientations, from mobile devices to large desktops. This ensures your logo, call-to-action (CTA), and key elements remain clear, visible, and perfectly positioned on any device.

For responsiveness, elements like logos or CTAs must be separate from the background to adjust properly on all screens. You can choose whether to

- Provide layered files using templates (.psd, .fig )
- Supply separate elements (logo, text, background) as individual files.

# Creative Principles

**We believe that simple, clean ads lead to higher engagement from our audience.**

**Clean, simple, beautiful**

Minimal design leads to higher engagement. A clear and focused ad helps users quickly understand the message without distractions, increasing brand recall.

**Delightful experiences**

Ensure your ad enhances the user's experience without interrupting their task. Ads that align with the user's flow perform better, building a stronger connection with the brand.

**Authenticity over promotions**

Highlight the value your brand offers rather than relying on discounts or pricing tactics. Authentic ads that reflect your brand's true values create stronger engagement and trust.

# Create Performing Ads

**Capture attention, drive interaction, and achieve your goals by focusing on what matters most—engaging your audience.**

**Engaging, concise copy**

Keep copy under 140 characters to make your message clear and impactful. Short, direct text helps users quickly grasp your value, boosting engagement.

**Clear actions, clear results**

Keep copy under 140 characters to make your message clear and impactful. Short, direct text helps users quickly grasp your value, boosting engagement.

**Visuals that stand out**

Use high resolution images and optimized videos that load quickly. Visuals should be sharp and aligned with your brand to capture attention and create a smooth user experience.

# Inclusive Ads

**Ensure your ads are inclusive, legally compliant, and create the best possible experience for your audience.**

**Easy on the eyes**

Make your text and CTAs easy to read by using sufficient contrast. This enhances accessibility, ensuring your ad is clear for all users, including those with visual impairments.

**Ads for all**

Your ad should be suitable for all audiences and comply with local regulations. This includes necessary legal disclaimers and ensuring your content meets all required standards.

**Keeping it smooth**

Avoid jarring effects or interruptions. A seamless, smooth experience ensures better engagement and avoids discomfort like motion sickness, keeping the user focused.