



SNIPE PRODUCTION MANUAL

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GENERAL ATTRIBUTES

PICTURE FORMAT: FullHD 1920 x 1080 px

COLOR RANGE: sRGB

A mandatory part of each snipe is the presence of the headline **SPONZOR POŘADU**.

The position, size, and color of the headline **SPONZOR POŘADU** is defined by TV Prima.

This manual includes preview

STATIC SNIPE

Total length of snipe: 5 sec

Client does not supply a static snipe, it is always supplied by TV Prima

SPECIFIC REQUIREMENTS FOR THE PRODUCTION OF A STATIC SNIPE

1. Logo has to be in one of the following formats: *.ai, *.eps, *.pdf, or *.psd, *.tiff, *.tga.
2. The logo will be placed on color background following client's brand standards.
3. At least a brief manual for use of the logotype **must** be included (protected zone, color palette).

