



CREATIVE SPECS FORM



HTML5 Form	Form is developed in-house – Gameloft’s expertise
ASSETS TO PROVIDE:	Mood board of the campaign/brand/product TV or print ads, a link to watch them
	Logo in PSD/PNG/JPG
	Product in PSD/PNG/JPG & in High Definition
	Texts and copies in English Fonts (if any, with legal clearance)
	Specific background images (psd/png-transparent background) to use in design.
FORM SCREENS’ BACKGROUND REQUIRED ON:	
	Screen 1 / Start Screen /Full Screen Interstitial Screen 2 / End Screen / Full Screen interstitial
DESIGN REQUIREMENTS	Call to action text on end screen (default: "Check it out")
OTHER REQUIRED ELEMENTS	Assets in other Languages if to be supported. Redirection link (optimized for mobile) 3 RD Party tracking link(s) (if applicable)
PLATFORM	 