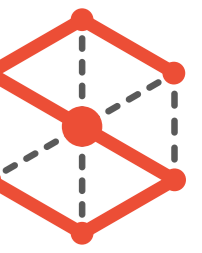


# springboard VR

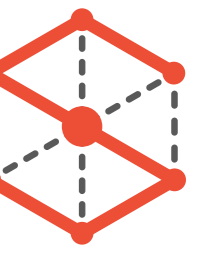
LAUNCHER ANNOUNCEMENTS GUIDELINES



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1. Aspect Ratios
2. Copy
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# ASPECT RATIOS

**FULL**

BEFORE YOU LEAVE TODAY

Don't forget to schedule your next game session!

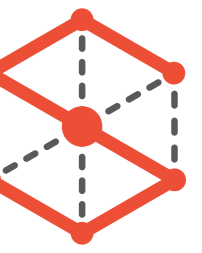
400 x 800

**HALF**

EVERY FRIDAY

50% off all drinks from 5pm to 7pm

400 x 380



# COPY

---

Keep it short and straight to the point.  
(no long paragraphs)

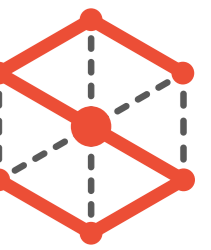
For example: 

1st line: "February 3rd"

2nd line: "All merchandise is 50% off!"

FEBRUARY 3RD

**All merchandise  
is 50% off!**

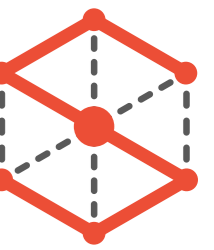


# BACKGROUNDS

Use solid dark colors, dark gradients or dark images.  
(or images with a dark overlay so that the copy is easy to read)


Avoid using white or light color backgrounds as it will be too bright in the launcher and will hurt your eyes.

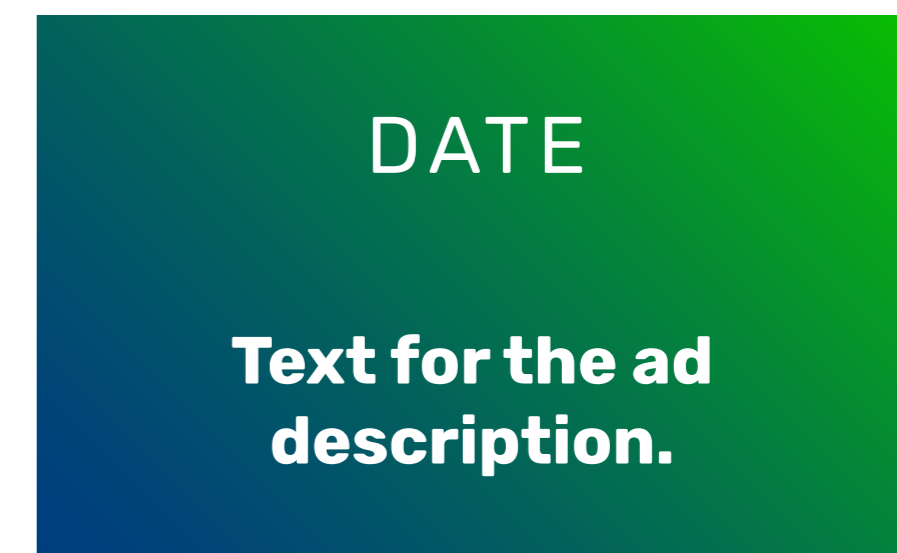
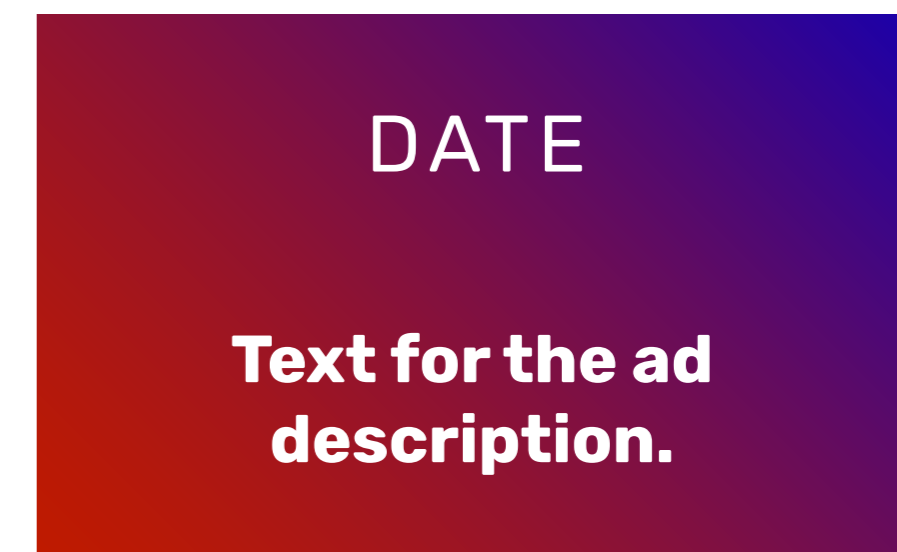


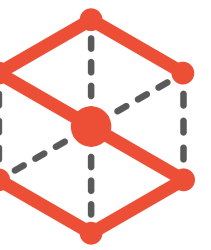


# LAYOUT

Use the same layout & composition across all announcements.  
(this will retain consistency for the customer)

For example:  →  
Date at top with description below,  
all copy centered on announcement.





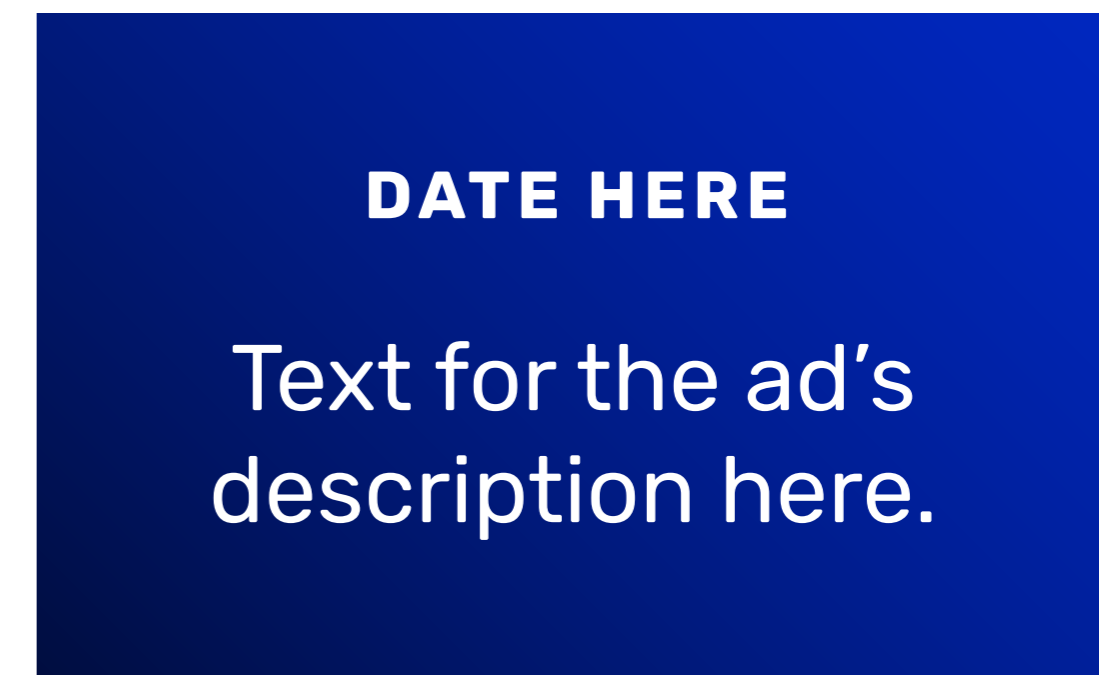
# FONTS

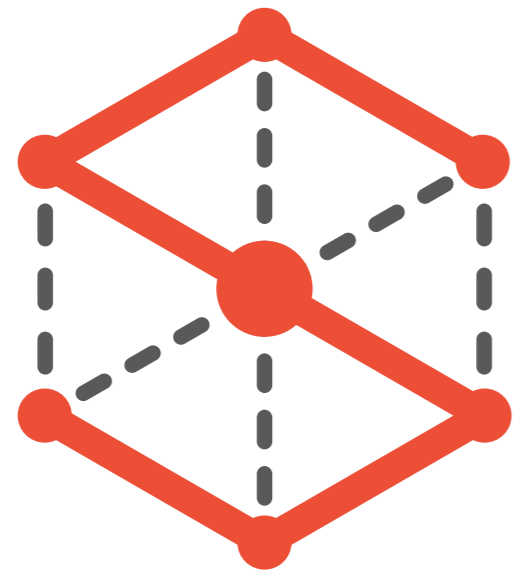
---

- Use the same fonts and styles for consistency.
- Use a font that is easy to read (sans serif, not too thin, simple).
- Fonts should be big enough to be easily readable.
- Watch the contrast between the font color and the background color.  
(the 2 colors shouldn't be too close to each other to be easy to read)

For example: 

Caps & bold for date, regular & bigger font for description, in white on dark blue background.





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