

Digital Marketing Asset Guidelines

Photography

High quality images, minimum 1920 x 1080 at 72 dpi (larger assets will be accepted and allow use for print promotions within Boatyard)

Images should not have logos or secondary graphics added to them.
Provide logos in separate file (see below)

Best Practices:

Please provide Images devoid of signage, interiors, or crowd shots that clearly indicate a venue other than Boatyard unless these elements could potentially be cropped for usage.

Video

Whenever possible, please provide editable .mp4 video files so that we may package video content with our graphics and event specific information into 10-20 second clips for social media. Links to Youtube can be utilized, but not for short form social media posts like Reels/Stories

Logos & Supporting Graphics

Whenever possible, please provide logos or graphics in vector format, separate from your photography assets, unless logos and photographs exist in separate layers in a digital file.

- Non vector files should be in high resolution.
- Preferred raster/vector formats:
- .ai / .eps for vector art
- .png for images with no background
- .psd for layered photoshop or .jpg for flat images

Third Party Graphics / Intellectual Property

Boatyard will distribute at its own discretion promotional materials that include third party imagery/artwork if it is not clear the distributor has been granted license to produce and distribute said content

Asset Delivery

Preferred: Contact Stephen Fowler stevedesign@gmail.com and you will be provided a shared Dropbox Folder for your assets

Alternate: You may provide your own shared Dropbox or Google Drive link with your assets

Boatyard Logo & Usage Guidelines

Please visit www.bydlkn.com/brand

Contact

Stephen Fowler 303.519.5072 stevedesign@gmail.com