

Agency Requirement Guide

MSA Design File Requests



This document provides outside creative and marketing agencies with detailed requirements around delivering files and creative assets to the MSA Creative Services Team.

General

- **Brand Standards** must be followed: MSAsafety.com/VBL
- **Nondestructive editing** techniques should be exercised to preserve assets and allow for easy editing for future use. Examples: use adjustment layers instead of direct edits, and masking instead of erasing/deleting.
- **Preserve original images** in asset folders and/or hidden layers within artwork files.
- **Use naming convention** with underscores (_) and dashes (-) to separate works instead of spaces, and include dates, shot numbers, other helpful attributes, and file extensions.
- **Package all artwork** files and preserve original content by using ZIP folders and PDF previews in an organized way that is easy for other designers to navigate and edit.

Print

- **File types:** PDF, EPS, PSD, ID (InDesign), or AI (Illustrator)
- **Resolution:** At least 300 dpi for raster images
- **Fonts:** Outline fonts in print files and include fonts in package
- **Render:** Flatten and convert final images to CMYK, 300dpi, and PDF format
- **Text Styles:** For text-heavy documents, use paragraph and character styles to ensure consistency and ease of editing
- **Package:** Provide all packaged working files to include a link folder of fonts and images in addition to final print-ready files, including any Photoshop or Illustrator files with all layers intact

Digital

- **Render:** Flatten and convert final assets to RGB in PNG or JPEG format, depending on transparency and compression needed
- **Size:** Optimize images for web performance by reducing file size and using appropriate dimensions
- **Package:** Provide all packaged working files to include a link folder of fonts and images in addition to final assets, including all Photoshop or Illustrator files with all layers preserved and intact

Photography

- **File types:** JPG, PNG, or TIFF for photos, with RGB color mode, 300 ppi resolution
- **Preservation:** Avoid loss of quality by saving photos at maximum quality or using lossless compression
- **Image Cropping:** Preserve main images with minimum cropping for future use in multiple campaigns and applications
- **Full Body Images:** Full length (head to toe) model shots are preferred, but defer to on-site creative direction
- **Model releases:** Include copies of any model releases
- **Stock photography:** Include documentation for approved usage of any acquired stock or non-stock photography, and include original, unretouched non-stock photography used
- **Package:** Provide all full resolution raw photos of approved shots in addition to final edited photos. Working files for edited photos must be layered with nondestructive edits and preserve the original photo in a separate layer.

Video

- **File types:** MP4 (preferred), MOV, AVI, WMV, etc.
- **Resolution:** At least 720p for web, 1080p for HD, 4K for UHD
- **Frame Rate:** At least 24 fps, 30 fps for HD, 60 fps for UHD
- **Stock assets:** Include documentation for approved usage and/or necessary credits of any acquired stock or non-stock footage, music, or sound effects used
- **Model releases:** Include copies of any model releases
- **Package:** Provide all raw footage, audio tracks, graphics, scripts, and transcripts in addition to final edited video files, including the native working files (e.g. Premiere Pro, etc.) and any effects files (e.g. After Effects, etc.)

Upon completion, all final working files are to be supplied to MSA Creative Services.

Please coordinate the transfer of files with respective MSA project manager or contact Creative Services: creative.services@MSAsafety.com