LEDBANGERS FIELD GUIDE · EPISODE 11 DELIVERABLE

Ratio Recomposition Standard

One message, built as modules, recomposed for every screen shape. Cropping is not design.

1 The modules write them once, per campaign

ANCHOR (2 TO 3 WORDS, MUST SURVIVE EVERYWHERE)

SUPPORT (ONE LINE, CAN BE SWITCHED OFF)

MARKER (LOGO OR SIGNATURE, SMALL)

TEXTURE (THE MOVING GROUND THAT CARRIES THE BRAND)

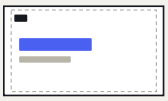
- [ ] Anchor reads alone
- [ ] Layout survives with support off
- [ ] Same palette, type and motion grammar in every ratio

2 Safe area one rule for the whole network

- Keep everything critical at least **5%** in from every edge (graphics-safe, EBU R 95); **8 to 10%** on LED walls and bands
- Treat the outer margin as texture only: it may be cut, covered or bent
- Corner screens: add the seam buffer from Episode 7
- Test it: a 1-pixel frame at the very edge must be visible on the screen

3 Placement by ratio where the modules go

Anchor · Support · Marker · 5% safe area (dashed)

RATIO	ANCHOR	SUPPORT AND MARKER	TEXTURE MOTION	AVOID
 **9:16** totem, pillar	Stacked, upper third, biggest	Under the anchor; marker at the bottom of the safe area	Vertical: light from above	Long lines, grids
 **16:9** wall, lobby	One line, left of centre	Under the anchor; marker top-left	Diagonal or lateral	A tall stack in the middle
 **1:1** door, counter	Centred, two lines	Under the anchor; marker small	Slow and centred	Wide phrases
 **3:1 to 8:1** band, canopy	Held whole in the left safe core	Travel as a ribbon to the right, marker every cycle	Conveyor, steady speed	A centred poster, letterboxing

4 Export and naming no surprises in the player

- [ ] One file per native resolution, never scaled by the player
- [ ] Player overscan and "fit to screen" switched off
- [ ] Never stretch: a circle must stay a circle
- [ ] Name: **brand_campaign_ratio_WxH_v01.mp4**
- [ ] e.g. **elara_afterdark_9x16_1080x1920_v01.mp4**
- [ ] All ratios approved together, as one set

5 Test in the store before the campaign goes live

- [ ] Anchor readable at the real distance, every ratio
- [ ] Edge frame visible: nothing cut by the player
- [ ] Seen from the side and from below
- [ ] Staff and one customer can repeat the message

Same brand, different canvases.

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