



TECHNICAL SPECIFICATIONS WETRANSFER

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ADVERTISING PRINCIPLES FOR WETRANSFER.COM

01

CLEAN, MINIMAL, BEAUTIFUL

Beautiful advertising speaks for itself. We believe in the importance of a clean, well balanced composition with a focus on a single key message per creative.

02

FLOW FIRST, ADVERTISING SECOND

People come to WeTransfer.com to share their ideas. WeTransfer strives to bring them delight and avoid tactics designed to disrupt their flow.

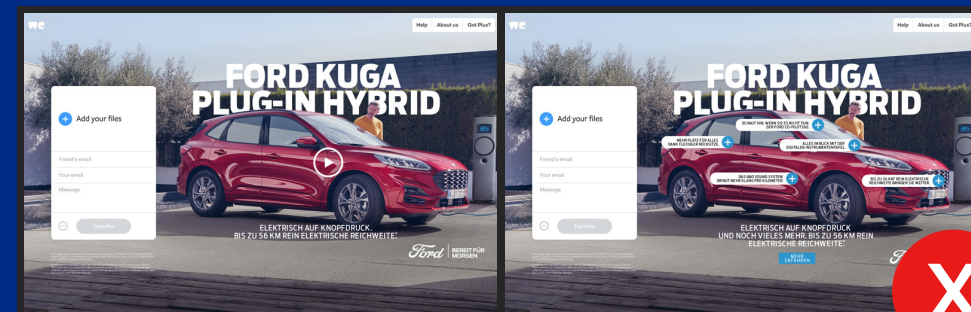
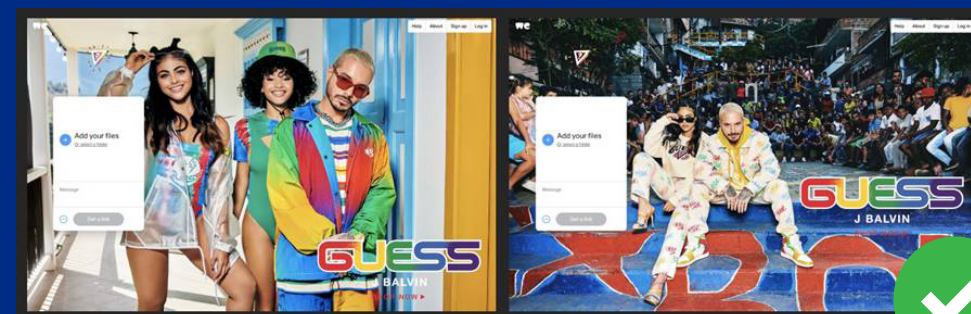
03

INCLUSIVE DESIGN





The platform is used by millions of people a day, all around the world. We keep the diversity and uniqueness of people in mind by ensuring creative is readable on a wide range of screen sizes and is appropriate for all ages.

IMPORTANT NOTICE FOR TAKEOVER CAMPAIGNS

- Please make sure that there are **two visually different wallpapers** in the files and that all wallpapers have all correct materials included
- One special wallpaper format per takeover day only, a minimum of one static wallpaper is always required
- WeTransfer will not start demo production for campaigns until we have received all materials in perfect condition and all outstanding questions regarding the brief have been confirmed by the client



TECHNICAL SPECIFICATIONS FOR WETRANSFER.COM

- ✓ WeTransfer Mockup Template needs to be used for the layout
- ✓ Layout is 2560 x 1600px and assets are in high quality (including background image)
- ✓ PSD has separated layers for each element (background image, copy, logo, CTA button, play button, etc.)
- ✓ Only one logo per wallpaper
- ✓ Copy does not include discounts, prices, or 'free'
- ✓ Copy does not include a URL
- ✓ Copy is less than 140 characters, including spaces
- ✓ Elements are placed in a manner that will work with resizing ([Download WeTransfer Mockup Template here](#))
- ✓ Logo file as a vector or PNG file
- ✓ Please separate all data in following folders:
 briefing |  fonts |  assets |  tags

LEAD TIME

The lead time is 7 working days before campaign start. If the creative is complex or if we have multiple creatives the lead time is 10 – 20 working days (tbd)

LEGAL LINES

- Legal lines will be placed at 8px font in the bottom left corner at 50% opacity, when hovered over, the copy will change to 100% opacity

TRACKERS

- Please provide trackers upfront, when delivering wallpaper materials
- Please clearly label in the brief which tracker belongs to which wallpaper
- At the latest, please send trackers 2 business days before the campaign goes live – this allows us proper time to check that the trackers are working and ask any outstanding questions we may have.

LINKS

[DOWNLOAD MOCKUP TEMPLATE](#)[SEE CREATIVE GUIDELINES](#)

STATIC / STILL

DELIVERY CHECKLIST

- A creative brief and English translation of all copy
- 2560 x 1600 px open Photoshop file in RGB
- Any vector files are preferred for copy and logo's
- All linked files and fonts
- The URL you want the wallpaper to link to
- Any 3rd party trackers in https format

EXAMPLE >



SIMPLE ANIMATION



DELIVERY CHECKLIST

- A creative brief and English translation of a copy
- 2560 x 1600 px open Photoshop file in RGB
- Any vector files are preferred for copy and logo's
- All linked files and fonts
- Animation storyboard and assets
- The URL you want the wallpaper to link to
- Any 3rd party trackers in https format

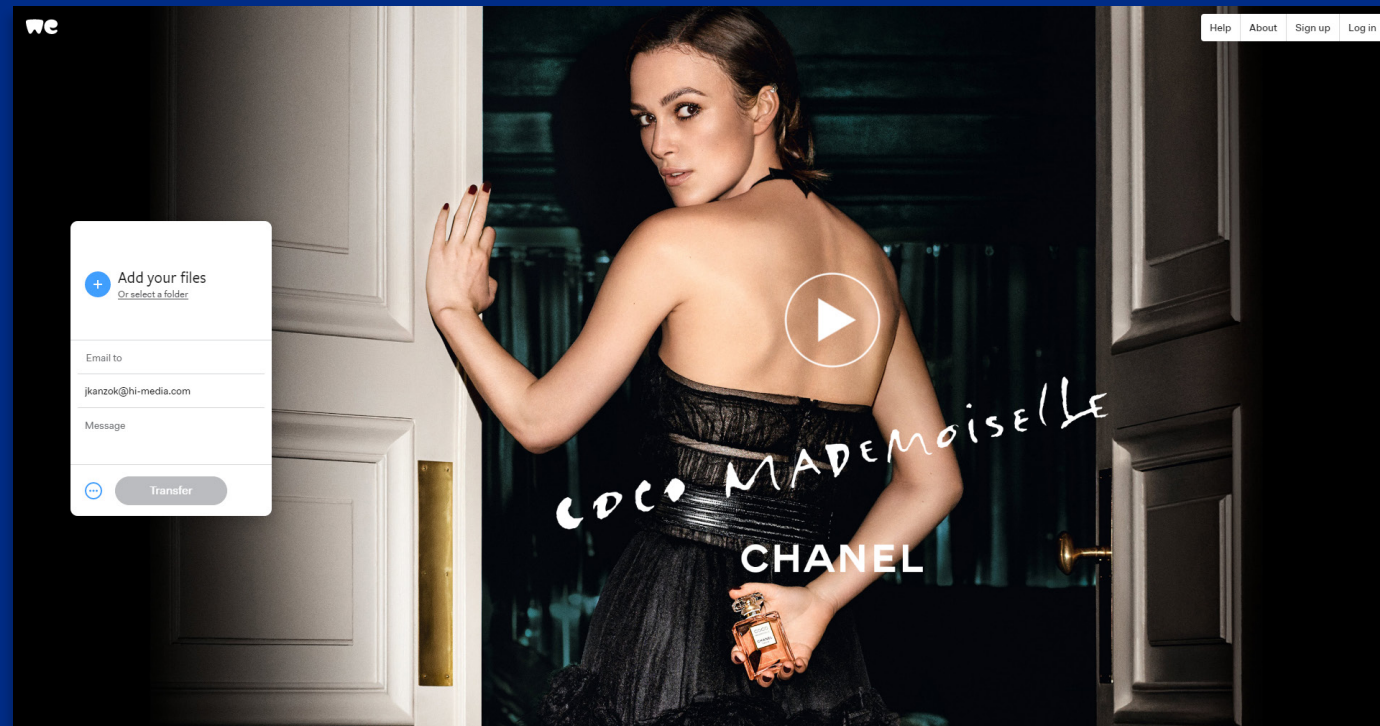
EXAMPLE >

VIDEO CLICK TO PLAY CREATIVES

DELIVERY CHECKLIST

- Play button is included in the PSD. If it is not included, please include in the brief that it is OK for WeTransfer to add our play button and position it where we see fit
- Video files in .mp4 format
- Video files in HD (mp4 at 1920 x 1080px (UHD preferable))
- If there are multiple video wallpapers, **clearly state in the brief** which video should be placed behind which wallpaper

EXAMPLE >



INTRO VIDEO CREATIVES



DELIVERY CHECKLIST

- Intro videos may only contain one scene (no scene changes)
- Intro video wallpapers must be a long and smooth clip. 3 seconds maximum. Preferably longer clips that are 5 - 10 seconds
- No logos or copy in this video - we will add copy and logos back onto the wallpaper in a separate layer so they all stay in view during resizing
- Include a PSD in our WeTransfer PSD mockup of what copy & logo should be placed in the wallpaper + positioning (the background image should be a still from the intro video, as the intro video will be the background of this wallpaper)
- Font files & logo
- Max file size for videos is 2 MB

EXAMPLE >

CINEMAGRAPH VIDEO CREATIVES

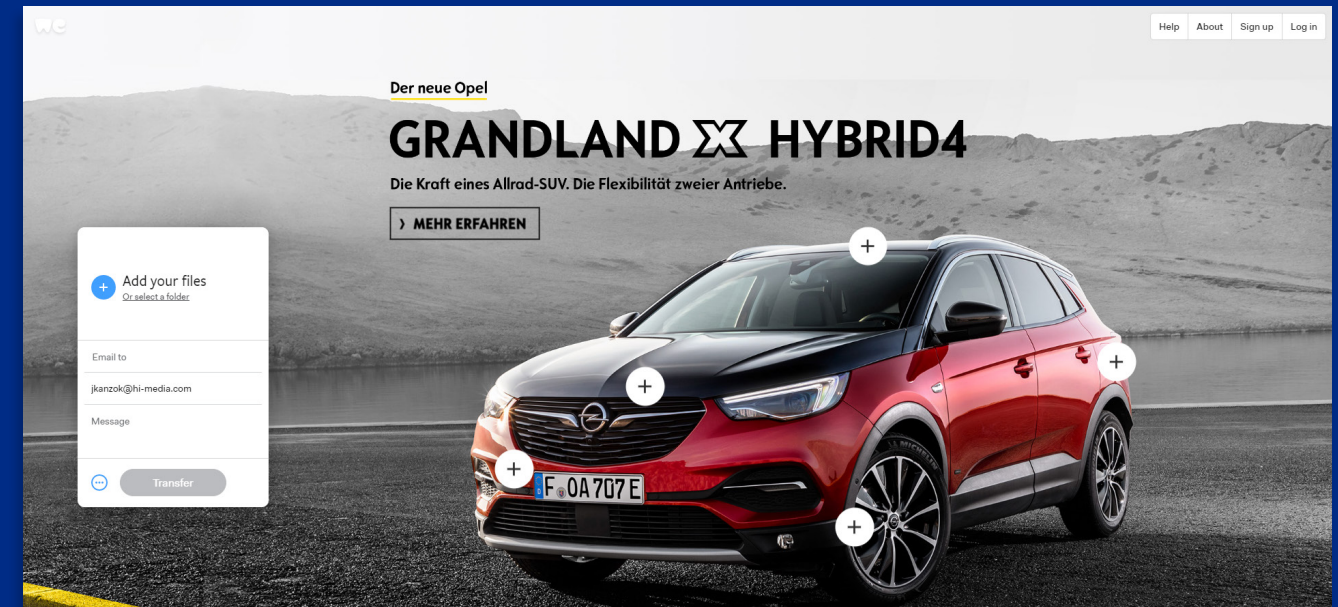
DELIVERY CHECKLIST

- Cinemagraph wallpapers may only contain one scene that is on a continuous loop (no gifs!). Where the loop stops/re-starts should not be visible to the user
- Video should be as long and smooth a cut as possible, without camera movement or zoom
- **No logos or copy in this video** – we will add copy and logos back onto the wallpaper in a separate layer so they all stay in view during resizing
- Include a PSD in our WeTransfer PSD mockup of what copy & logo should be placed in the wallpaper + positioning (the background image should be a still from the cinemagraph video, as the cinemagraph video will be the background)
- Font files & logo
- Max file size for cinemagraph is 2 MB

EXAMPLE >



CONFIGURATOR AD / AD SELECTOR



DELIVERY CHECKLIST

- A creative brief and English translation of all copy
- 2560 x 1600 px open Photoshop file in RGB
- Any vector files are preferred for copy and logo's
- All linked files and fonts
- For video – mp4 at minimum 1280 x 800 px (HD preferable)
- The URL you want the wallpaper to link to
- Any 3rd party trackers in https format
- For Specials like Configurator AD / Ad Selector a close coordination with the client/agency and WeTransfer is needed!

EXAMPLE CONFIGURATOR >

EXAMPLE AD SELECTOR >

SCRATCH-OFF (STANDARD)

DELIVERY CHECKLIST

- Interactive wallpaper where users 'scratch' off a static image to reveal another static image with logos and CTAs fixed above
- Webfonts / outlined copy
- 2 JPGS, min 1920x1080. Ideal 4k
- Logo SVG / High resolution PNG
- We keep our wallpapers light and quick to load so please minimize asset sizes Font files & logo
- Logo and CTA are placed above scratch off layers

EXAMPLE >



ASSET CHECKLIST:



Open Photoshop file

Layered file in RGB | page 20



Images

Hi-res, 2560 x 1600px (minimum), .tiff or .jpeg.
Landscape orientation preferred (portrait images will be cropped)



Videos

.mp4 or .mov, 1920x1080px (min), H.264 or ProRes codec.
If cinemagraph or intro, no logo and supers in video



Logos

Vector files (.svg, .ai)



Font files

.ttf, .otf, .woff. Live text for multiple translations and text heavy wallpapers



Copy

Plain text, 140-200 character limit (in all languages) excluding logo or wordmark with english translations



Link

The URL where the wallpaper will click out to



Trackers

GDPR compliant and approved by our legal department

WALLPAPER DESIGN GUIDELINES ^{1/2}

140 CHARACTER LIMIT

WeTransfer has set a character limit of 140 characters (excluding logos or wordmarks) on their wallpapers. Characters on products or packshots will go towards the character count limit. An allowable exception is where typography is a key aspect of the wallpaper design but adheres to their clean design principles. Mandatory legal disclaimers do not count towards the character limit.

1 LOGO PER CREATIVE LIMIT

Generally speaking WeTransfer has a limit of 1 logo per creative. Allowable exceptions include wallpapers for technology or creative tooling advertisers that may require the display of multiple logos. These will always be assessed by the studio on a case by case basis.

WeTransfer does not allow the positioning of a logo next to the WeTransfer logo at the top left corner. We recommend client logos are placed close to the main message or in another corner of the screen.

NO DISPLAY OF PRICES OR DISCOUNTS

WeTransfer believes that any key message can be conveyed without the need for a price or discount. They may consider the display of prices and/or discounts on user interaction (hover/click) over an element on a wallpaper, however these will always be assessed by the studio on a case by case basis. When referring to discounts this also includes the use of the word “sale” to imply limited time discount(s).

NO USE OF THE WORD “FREE” TO IMPLY COMMERCIAL BENEFIT

WeTransfer does not allow the use of the word free on their wallpapers if it is intended to imply the user will gain a fiscal or commercial benefit (eg. “Free for a limited time”).

NO PLAY-TO-WIN MESSAGING

WeTransfer does not allow messaging simulating or encouraging the user to take part in a play-to-win experience where a commercial reward is obtained purely by chance.

1 CALL TO ACTION (CTA) PER CREATIVE RECOMMENDED

WeTransfer recommends 1 CTA per creative to ensure the wallpaper is clear and focused on one message. They will consider multiple CTAs in a creative when it is a critical part of the concept. Furthermore they recommend using 2 to 4 words in a CTA. CTAs should be direct with a clear action or verb. Full sentences are not allowed. They do not allow the display of URL’s in the CTA.

They recommend positioning the CTA close to the main message or close to the WeTransfer box, where it is clearly visible to the user.

COPY PROVIDED IN ENGLISH WITH TRANSLATIONS

Advertiser’s must provide all copies in english, accompanied with the corresponding translation in the required language(s).

WALLPAPER DESIGN GUIDELINES ^{2/2}

DISPLAY OF MANDATORY LEGAL DISCLAIMERS ONLY

Mandatory legal disclaimers will be positioned at the bottom left or right corner of the wallpaper, set at 50% opacity. The opacity will transition to 100% on hover of the copy and/or CTA. The total area that includes the disclaimer can never be more than 15% of the creative space.

CHANGE OF CURSOR ALLOWED WITH RESTRICTIONS

WeTransfer does not allow a product, price or discount to follow or replace the cursor. They may consider cursor changes only after consultation with the studio to understand its purpose and ensure the result is subtle and unobtrusive.

NO USE OF QR CODES

WeTransfer respects their users flow, so we do not allow the display of QR codes on wallpapers intended to redirect them to another device.

KEEP IT ACCESSIBLE

When reviewing a creative, they can provide guidance on the adequate contrast ratio to ensure the message and key elements (copy, CTA, play button and/or logo) are accessible.

RE-USE WALLPAPERS FOR MULTIPLE MARKETS

For campaigns run across multiple markets, WeTransfer allows the same creative to be used (with translation changes when needed).

MINIMAL PACKSHOTS

Any packshots will be no bigger than 8% of the total creative space. Any readable copy other than the product or brand name will be counted towards the character limit. We will consider exceptions to the packshots relative size if the way it's displayed is a critical part of the creative concept. In these instances the studio will review on a case by case basis.

3 DIFFERENT WALLPAPER DESIGNS MINIMUM PER TAKEOVER MANDATORY

During a takeover, the Advertiser must provide at least 3 visually different creatives. This means imagery must vary and if possible the copy and layout are also different.

WeTransfer recommends structuring takeovers as an ad set – where each creative is targeted for a specific purpose or goal (eg. product awareness, brand awareness, engagement). They recommend the ad set is executed as a combination of static or click to play executions. Their studio can make recommendations based on provided assets and propose a design when 3 different designs are not available.

APPROPRIATE CONTENT

It is the Advertiser's responsibility, first and foremost, to ensure their wallpapers follow all applicable local laws, regulations and industry codes for any region their wallpaper will be displayed. Advertiser's must also follow the standard advertising guidelines of WeTransfer as well as any country specific guidelines.

ANIMATION & INTERACTION GUIDELINES ^{1/2}

SLIDESHOWS AND ANIMATIONS EVERY 3-4 SECS

Any creative involving a change in background or a significant change in animation must trigger every 3-4 seconds (at a minimum – this can be slower at Advertiser's request) to avoid disturbing our users flow.

SURVEYS OR POLLS ARE ALLOWED

Questions can be designed and incorporated into a wallpaper. WeTransfer does not offer detailed survey analysis – we will only provide data based on the interaction with the survey. Standard character limits apply. They recommend redirecting users to a survey provider if the survey is lengthy.

IN-WALLPAPER GAMES ARE ALLOWED

As a highly interactive and custom creative, games will be discussed with the Advertiser on a case by case basis. Standard design guidelines and principles apply.

NO FLICKERING OR GLITCHY EFFECTS

WeTransfer respects their user's flow so effects, animations or videos that flash, flicker, glitch or jitter are not permitted.

NO ALTERING, AMENDING OR PLAYING WITH THE WETRANSFER INTERFACE

The WeTransfer logo, the WeTransfer box, and other standard UI-Elements can not be moved. They do not allow wallpaper animation or interaction to "play" with the WeTransfer UI. The change in spot illustration and colors on the WeTransfer interface will only be considered on a case by case basis for special campaigns.

SUDDEN ANIMATIONS TRIGGERED BY USER INTERACTION MAY BE CONSIDERED

These will always be reviewed by the studio on a case by case basis, with the WeTransfer standard principles in mind.

DOWNLOADS VIA WETRANSFER LINK ARE ALLOWED

Advertisers can offer a download in their creative that directs users to a WeTransfer download link. Any other type of download that is saved directly to the user's computer is not permitted.

360 VIEWS, AND 3D EXECUTIONS ARE ALLOWED

360 view and 3D wallpapers will be discussed with the Advertiser on a case by case basis. Standard design guidelines and principles apply. Be aware of the 2.8MB maximum weight limit on a wallpaper (on initial load).

LIVE STREAMING ON WALLPAPER IS ALLOWED

This will be reviewed and assessed on a case by case basis and WeTransfer will work with the Advertiser to ensure that the creative meets their guidelines and is performing optimally.

ANIMATION & INTERACTION GUIDELINES ^{2/2}

VIRTUAL REALITY IS POSSIBLE BUT UNLIKELY TO PERFORM

The service of WeTransfer is not currently optimised for VR, therefore Advertiser's who would like to include this functionality in their wallpaper will need to review their idea with the studio to determine if it is suitable.

INCLUDING A SOCIAL MEDIA SHARE BUTTON MAY BE CONSIDERED

This will be reviewed on case by case basis and WeTransfer will give design recommendations based on the purpose of the campaign. The button will only direct the users to the Advertiser's social media page. We do not allow direct share pop up screens or iframe's directly within the wallpaper.

ANIMATING WITH LOTTIE

To ensure compatibility on their wallpapers, Advertiser's who supply their own animations (via AE) are asked to provide files that adhere to the [Lottie supported features](#).

NO EMBEDDED EXTERNAL SERVICES

WeTransfer does not allow external services such as social media feeds or chat services to be embedded to their wallpapers.

ENSURING OPTIMUM BROWSER PERFORMANCE

In some instances where the weight of a coded animation is too heavy WeTransfer may recommend the use of a video rather than animation to ensure the optimum performance of a wallpaper. In these cases WeTransfer will always discuss with the Advertiser before they start a build.

ENSURING BROWSER COMPATIBILITY

Depending on the level of interaction and animation required, some browsers may not allow full support. WeTransfer may need to simplify the creative on some browsers (usually Internet Explorer) to ensure the optimum performance of the wallpaper. They also support IE11+.

INTERACTION BASED ON ACTIVITY (DOWNLOAD OR UPLOAD) MAY BE CONSIDERED

WeTransfer may consider an interaction or message that is based on whether the user is downloading or uploading a file, provided the message does not mention WeTransfer's business or actions. This will always be reviewed by the studio on a case by case basis.

NO INTERACTION OR MESSAGES DEPENDENT ON THE PERCENTAGE OF DOWNLOAD OR UPLOAD

They do not allow messaging or interactions that are based on the percentage of a transfer or download. Due to our privacy and security measures this is technically not possible.

VIDEO GUIDELINES

AUTOPLAY VIDEO ON LOAD IS ALLOWED

For cinemagraphs and intro videos WeTransfer allows auto playing of videos.

LIGHT INTRO VIDEO AND CINEMAGRAPH FILE WEIGHT

WeTransfer has a strict 1.5MB maximum file weight for intro videos and cinemagraphs on initial load (note, total wallpaper weight limit is 2.8MB). This means that an intro video will usually be cut to between 3 to 8 seconds maximum, at a minimum resolution of 1920x1080. Once a user clicks to play a video, file weight restrictions do not apply.

VIDEOS SHOULD BE COLOUR CORRECTED AND ADJUSTED

Generally speaking WeTransfer will not make any colour adjustments to an Advertiser's video. They request all video assets are delivered colour corrected and colour graded at the highest resolution (1920x1080 minimum).

NO LOGOS OR SUPERS ON VIDEOS FOR INTRO VIDEO / CINEMAGRAPH

The Advertiser must supply videos without logos and/or opening and closing supers baked into footage that are intended to be used as intro videos or cinemagraphs.

NO THIRD PARTY VIDEO EMBEDDING

WeTransfer does not allow YouTube, Vimeo or any direct video player embedding into our wallpapers.

NO HARD CUTS OR SUDDEN SCENE CHANGES

Intro videos should generally contain a single scene with no jarring effects or hard cuts. WeTransfer may consider a subtle cut (eg. fade in/out) to another scene provided it is visually similar and is not visually disruptive to the user.

NO SOUND ON INITIAL LOAD

WeTransfer does not allow sound on load. The user must be given the option to decide whether to play the audio.