



Welcome, Cosmos Community Design & Media Contributors!

Thank you, fellow Cosmonaut, for being an active media contributor to our ecosystem! We have laid out this document with guidelines to follow when creating Cosmos-related media. **Please note that these guidelines should be followed in order to be eligible for media microgrant payments.** Let us know if you have any questions.

1. Visual Design Guidelines

- a. Refer to the following pages to find our existing design assets:
 - i. cosmos.network/design
 - ii. cosmos.network/assets

2. Media/Design Asset Quality and Format

- a. All submitted media assets should have a resolution where the smaller dimension is **no less than 1080 pixels**.
- b. Unless specified otherwise, media assets should use one of the following aspect ratios:
 - i. **16:9 (default)** - minimum resolution of 1920×1080
 - ii. 4:3 - minimum resolution of 1440×1080
 - iii. 1:1 - minimum resolution of 1080×1080
 - iv. 4:5 - minimum resolution of 1080×1350
- c. **Media/Design** assets should utilize logos, typography, and other assets specified in (1).
- d. **Videos**
 - i. Should have a minimum of 30 frames per second
 - ii. Should be submitted in one of the following formats:
 - mp4 (codec H.264 or MPEG-4)
 - mov (codec MPEG-4)
- e. **Images**
 - i. Should be submitted in one of the following formats:
 - jpg
 - png
 - svg
 - ii. You may also be asked to share source files (ai, psd etc)

3. Requests for Promotional Clips/ Animations

Examples: <https://twitter.com/cosmos/status/1290656292927922176>
<https://twitter.com/cosmos/status/1284069967307198464?s=20>

- a. Unless stated otherwise, Promotional Clips should be 15-30 seconds long (based on judgment).
- b. The turnaround time after the initial request for a Promotional Clip should be **no longer than 3 business days**, and revisions should take **no longer than one business day**.

4. Requests for Marketing Videos

- a. The turnaround time after the initial request for a Marketing Video should be **no longer than 5 business days**.

5. Request for Social Media Cards

Example: <https://twitter.com/cosmos/status/1299011229785247753>

- a. Unless stated otherwise, all images should use a **16:9 aspect ratio**.
- b. The turnaround time after the initial request for a Card should be **no longer than 1 business day**.

6. Media/Design Submissions

- a. When submitting the media, you should:
 - i. Upload the asset to your shared Google drive folder. If you do not yet have one, Brian will create one for you.
 - ii. Inform the requester that the task was completed, and provide a link to the asset in the Google drive folder. Our Director of Design, Nass, will review it and inform you directly or indirectly of any required revisions.
- b. We may request up to 3 revisions for each request, up to two business days after they have been submitted.

7. KYC for payments

If all the steps have been completed, then you are eligible for receiving a grant for your media contributions.

For us to be able to pay you this grant you must be KYC'd with Tendermint Inc. If you are not a US entity or person, then a [W-8BEN](#) (for individuals) or a [W-8BEN-E](#) (for businesses) is required. If you are a US entity or person, please complete the [W-9 form](#). (Boxes 1, 3, 5 & 6 Part 1 & 2 are most important).