

ASSET BRIEF

MARKETING AND TICKETING

FATHOM
ENTERTAINMENT

CONTENT OVERVIEW

Key Art:

Full Title:

Logos (must include Fathom's wordmark):

Dates:

Copyright (if applicable):

Rating Block (if applicable):

Billing Block (if applicable):

IMPORTANT DETAILS

- **Please provide layered files of the key art** (PSD, INDD, TIFF or IA)
- Provide all still assets in **high quality JPEGs and/or PNGs/EPS**
- **Provide all elements that need to be included in the assets**
 - Billing Block (if applicable)
 - Logos (vector)
 - Correct Copyright
 - Desired Font (if applicable)
 - Rating Block (if applicable)

IN THEATRE ASSETS

DIGITAL POSTER

Displayed on digital cases in movie theatres lobbies.

1080x1920px

Safe area: 980x1810px

Include:

Key Art

Full Title

"In Theatres (Dates) Only"

Logos

Copyright

Rating Block (if applicable)

Animated poster (optional)

This asset can be animated if desired as it will be displayed digitally.

Video Format: MP4

Video Length: 10 seconds

Frame Rate: 23 – 60 fps

Visual Example



PRINT POSTER

Displayed on physical cases in movie theatres lobbies.

27x40in

Safe area: 24.75x38in

Bleed: 0.125in (1/8in)

Include:

Key Art

Full Title

"In Theatres (Dates) Only"

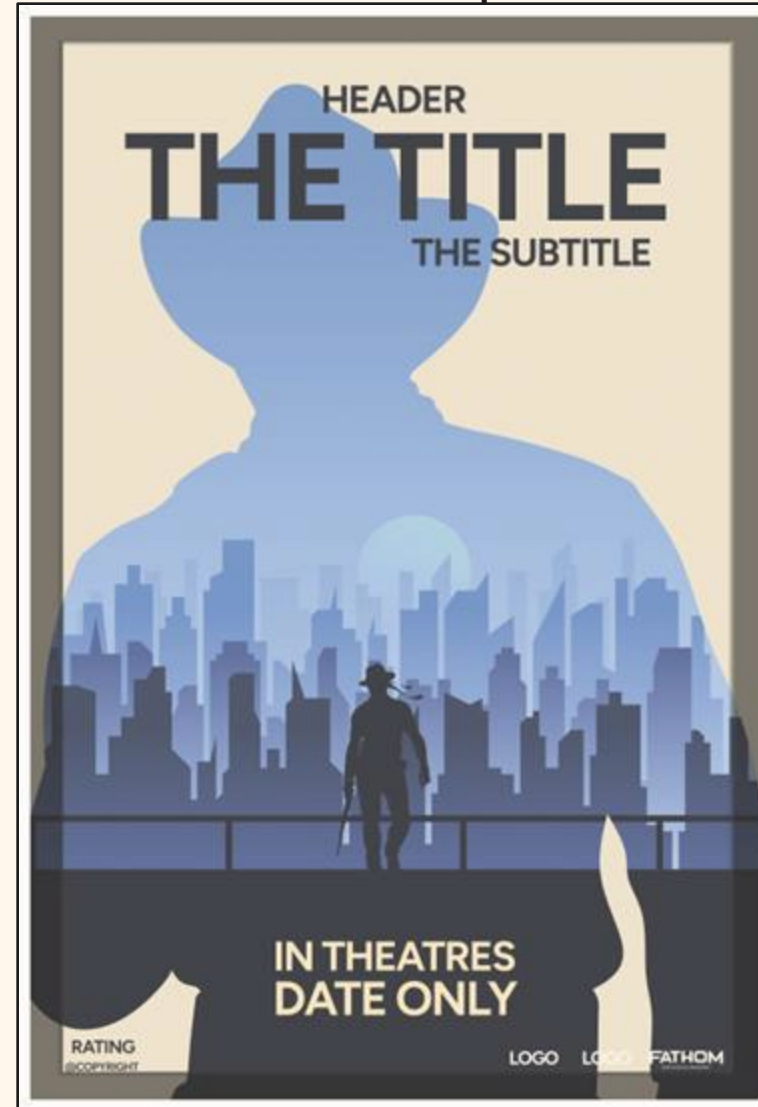
Logos

Copyright

Rating Block (if applicable)

CMYK (color mode)



Visual Example



FATHOM WEBSITE




TICKETING PAGE

A dedicated page will be set up on our website to act as the ticketing hub for the release as well as highlight the theatrical release dates, information, etc.

Size	Name	Notes	Visual Example
1920x1080	Event Page Background Image (Hero Image)	Needs to be 10MB or less. Unsafe Area = 120px (Bottom) Keep important graphics to the right Only Includes: Key art Copyright	
1000x1480	FE Website Thumbnail (Poster)	Needs to be 10MB or less. Only Includes: Key Art and Title Treatment Title should take up at least 20% of the image	

ADDITIONAL ASSETS

Additional elements can be added to the page to make it more robust.

Size	Name	Notes	Visual Example
360x360	Optional - Cast & Crew Headshots	Bios should not be longer than 600 characters (with spaces)	
800x800 minimum	Title Treatment Art	PNG/EPS files preferred (300ppi) Layered files accepted Must be less than 100 MB	TITLE TREATMENT Title Treatment
500x200 minimum	Client Logos	PNG/EPS of each separate logo, No padding needed. Logos must be white	
500x200 minimum	Rating Block (if applicable)	PNG/EPS No padding needed. Rating must be white	

SOCIAL MEDIA

SOCIAL CHANNELS

Please create these assets with the consideration that they will be displayed on mobile devices.

Size	Name	Notes	Visual Example
1080x1080	Social Ad (FB, Twitter, IG)	Include: Key Art, Full Title, “(Dates) Only ”, Logos, Copyright, Rating Block (if applicable)	
1080x1350	Social Ad (FB, IG)	Include: Key Art, Full Title, “(Dates) Only ”, Logos, Copyright, Rating Block (if applicable)	
1080x566	Social Ad (FB, Twitter)	Include: Key Art, Full Title, “ In Theatres (Dates) Only ”, Logos, Copyright, Rating Block(if applicable)	
1080x1920	IG Story	Include: Key Art, Full Title, “ In Theatres (Dates) Only ”, Logos, Copyright, Rating Block(if applicable) Unsafe Area = 190 (Top); 306 (Bottom)	

SPECIAL CONTENT

Footage/clips are a great way to engage with our audience. We ask that you provide approved clips and content to be shared on our social media channels that are **distinct from the key art assets and trailers**.




Size	Name	Notes
1080x1350 or 1080x1920	Social Feed	Please make sure the all your video is centered to frame and no important content is cut off. Video Format: MP4 Video Length: 3sec to 5min Frame Rate: 23 – 60 fps
1920x1080	Social Feed	Video Format: MP4 Video Length: 3sec to 5min Frame Rate: 23 – 60 fps
minimum: 600x315	Stills	Provide 10 – 15 stills (3-6 will be used on the website)

Examples: Cast interactions and/shoutouts, behind the scenes content, exclusive clips, fan interactions, fun facts

TICKETING ASSETS





PARTNER ASSETS

For our partners at AMC, Cinemark, Regal, Atom Tickets, Fandango, etc.

Size	Name	Notes	Visual Example
1000x1480	Ticketing Thumbnail (Poster)	Include: Key Art, Full Title, "(Dates) Only ", Logos (No Fathom), Copyright, Rating Block (if applicable) Include Fathom Exhibitor Border	
1920x1080	Video Card (Trailer Placeholder)	Include: Key Art, Full Title, "In Theatres (Dates) Only" , Logos, Copyright, Rating Block (if applicable) Safe area is 1536x864px	
832x444	Homepage Banner (Exhibitor Homepage)	Include: Key Art, Full Title, "In Theatres (Dates) Only" , Logos, Copyright, Rating Block (if applicable)	





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832x444	Homepage Banner (Exhibitor Homepage)	Include: Key Art, Full Title, "In Theatres (Dates) Only ", Logos, Copyright, Rating Block (if applicable)	
3840x1080	Homepage Carousels (Exhibitor Homepage)	Include: Key Art, Full Title, "In Theatres (Dates) Only ", Logos, Copyright, Rating Block (if applicable)	

EXHIBITOR ASSETS




Cinemark, Regal and Fathom specific assets.

Size	Name	Notes	Visual Example
768x432	Mobile App (Cinemark)	Include: Key Art, Full Title, "In Theatres (Dates) Only ", Logos, Copyright, Rating Block (if applicable)	
1600x686	Homepage Banner (Landmark)	Include: Key Art, Full Title, "In Theatres (Dates) Only ", Logos, Copyright, Rating Block (if applicable)	
560x260	Email Banner (Generic)	Include: Key Art, Full Title, "(Dates) Only ", Logos, Copyright, Rating Block (if applicable)	
560x260	Email Banner (Regal)	Include: Key Art, Full Title, "(Dates) Only ", Logos, Copyright, Rating Block (if applicable) *Add Regal Logo	

* Regal Logo ([HERE](#))

MEDIA BANNERS

Used on third-party websites for event promotion and ticketing.

Size	Name	Notes	Visual Example
300x250	Media Banner	Include: Key Art, Full Title, "In Theatres (Dates) Only", Logos, Copyright	 A square banner with a blue silhouette of a person's head and shoulders against a light background. The text "THE TITLE" is prominently displayed in the center, with "THE SUBTITLE" below it. At the bottom, it says "IN THEATRES DATE ONLY".
728x90	Media Banner	Include: Key Art, Full Title, "In Theatres (Dates) Only", Logos, Copyright	 A horizontal banner featuring a blue silhouette of a person's head on the left. The text "THE TITLE" is in the center, with "THE SUBTITLE" below it. On the right, it says "IN THEATRES DATE ONLY".
970x90	Media Banner	Include: Key Art, Full Title, "In Theatres (Dates) Only", Logos, Copyright Include "Buy Tickets" Button	 A horizontal banner featuring a blue silhouette of a person's head on the left. The text "THE TITLE" is in the center, with "THE SUBTITLE" below it. On the right, it says "IN THEATRES DATE ONLY". A blue button with white text "BUY TICKETS" is located on the far right.

GROUP SALES

Asset will be used on our partners group sales platform for ticket purchase of parties of 20 or more.

Visual Example:

1920x1080

Unsafe Area:

100px (Bottom)

800x (Right)

Include:

Key Art

Full Title

Logos (Including Fathom)



Art/Title/Main Content should be left-justified (*see above*)

FATHOM BRAND ASSETS

FATHOM
ENTERTAINMENT

LINKS TO DOWNLOAD

FATHOM BRAND BOOK

Please read through for specific directions on how to incorporate our brand.

FATHOM LOGO

3D OBJ available for intro creation only, please let our team know if you need it.

EXHIBITOR BORDER



FATHOM SOCIAL MEDIA AND CONTACT INFORMATION

WEBSITE

FathomEntertainment.com

X

[@FathomEnt](https://twitter.com/FathomEnt)

FACEBOOK

[@FathomEntertainment](https://www.facebook.com/FathomEntertainment)

INSTAGRAM

[@fathomentertainment](https://www.instagram.com/fathomentertainment)

TIKTOK

[@fathomentertainment](https://www.tiktok.com/@fathomentertainment)

Director of Marketing:
email

Marketing Coordinator:
email

**BE ANIMATED.
BE INSPIRED.
BE ENTERTAINED.**

FATHOM
ENTERTAINMENT

The background of the image is a dark charcoal grey, featuring a repeating pattern of various geometric shapes in a slightly lighter shade of grey. These shapes include circles, hexagons, squares, and rectangles, some of which are partially cut off by the edges of the frame. The shapes are arranged in a non-uniform, overlapping manner, creating a textured, modern aesthetic.

FATHOM

ENTERTAINMENT