

Phonak

Production info.

Requirements for accessing Sonova systems and for asset creation.

Digital tools

Access to Sonova's digital asset management (MAM)

The following points must be fulfilled in order to grant external read access to MAM:

- the external parties need regular access to MAM, so that an exchange via an object collection is not efficient.
- There is a work order or a PO
- An "external 99 account" can then be requested by the respective Sonova project owner. Please read the following Instruction: <https://one.sonova.com/sites/it/SitePageModern/121823/request-new-account-process>

Access to Phonak's brand guidelines

Signed NDA needs to be provided to grant access to the brand platform. Download the form here:

[https://brand.sonova.com/phonak/ph-toolbox/#:~:text=Non%20disclosure%20agreement%20\(NDA\)](https://brand.sonova.com/phonak/ph-toolbox/#:~:text=Non%20disclosure%20agreement%20(NDA))

In addition, also provide:

- Full contact and address details of user
- Email address of user(s)
- Contact person at Sonova

After a mandatory Phonak guideline training has been completed, access to the platform will be granted for the time of a project or the collaboration.

Visual formats		
Video formats Native files need to be provided as - Adobe Premier - Adobe After Effects	Native Adobe Premier (proj) Adobe After Effect (aep) Tracks need to be clearly named in English and grouped	Output formats (going on MAM) - MP4, 3840 x 2160px Codec: Video: AVC, bit-rate: 70.9 Mb/s, Audio: AAC LC, bit-rate: 317 kb/s - MOV, Video: ProRes, bit-rate: 341 Mb/s, Audio: PCM, bit-rate: 1 536 kb/s
Image formats Images need to be provided as	Native Adobe Photoshop PSD or PSB in RGB Layers need to be clearly named in English and grouped	Output formats (going on MAM) - Tiff, 300 dpi, CMYK, 8268 x 7367 pix flat (no layers), transparent background - PNG, 72 dpi, RGB, min. 4252 x 3735 pix, transparent background
Illustrations (vecto) need to be provided as	Adobe Illustrator AI or EPS (no outlines) Layers need to be clearly named in English and grouped (Figma only upon approval)	- EPS (no outlines), CMYK - SVG, RGB
Social media formats		
Format/Channel	Feed	Upload
 Animated GIF	1080 x 1080 (1:1) Max. file size: 5 MB	
 LinkedIn	1080 x 1080 (1:1)	
 Instagram		Videos: 1080 x 1080 (1:1) Images: 1080 x 1080
 Facebook		Video stories: 1080 x 1080 (1:1)
 Youtube		Videos: 1920 x 1080 (16:9) Shorts: 1080 x 1920 (9 : 16) Recommended video lenght: up to 10 min
DTP formats		
Image formats Art work need to be provided as	Adobe InDesign (indd) Including all links according to Sonova file naming convention. Links all processed correctly in CMYK and in a printable format such as TIFF, EPS, AI in a 300 dpi resolution. No embedded assets (exception Barcode), no PNGs or SVGs Layers need to be clearly named in English	