LEDBANGERS FIELD GUIDE · EPISODE 5 DELIVERABLE

Motion Rules Sheet

The one-page standard that keeps a whole screen network on-brand while it moves. Fill it once, then hand it to anyone who makes a frame.

BRAND _____ OWNER _____ VERSION / DATE _____

1 Tempo how the brand uses time

Default tempo tier ☐ Calm / premium ☐ Standard / confident ☐ Energetic / youth

Loop duration _____ to _____ seconds

Minimum anchor hold _____ seconds

Max transitions / 10 s _____

Preferred transitions ☐ fade ☐ dissolve ☐ slide other _____

Easing ☐ soft ☐ linear ☐ snappy

Zone: window _____

Zone: interior _____

Zone: checkout / queue _____

2 Typography behavior

Typeface(s) _____

Case (choose one) ☐ ALL CAPS ☐ Title ☐ Sentence

Max words anchor _____ support _____

Weight rule anchor _____ support _____

Safe zone critical text inside _____ % inset

Edges ☐ no text on edges

Seam avoidance (corner screens) _____

Enter / exit style enter _____ exit _____

Max movement / speed distance _____ speed _____

Minimum readable hold anchor _____ s support _____ s

3 Color behavior

Background strategy ☐ dark-base ☐ light-base ☐ mixed-base (controlled)

Allowed backgrounds _____

Accent rules allowed _____ max at once _____

Accent timing ☐ pulse ☐ moment

Reserved signal color color _____ means _____

Color transitions ☐ gradual ☐ pulse ☐ none ☐ fast hue cycling ☐ high flicker other

Forbidden transitions _____

Brightness limits outdoor / after sunset _____

Seasonal variant rule _____

Seasonal = motif layer + palette variants + background shift. Same system.

4 Forbidden effects cross out what you allow

— Glitch spam
— Strobe / flash frames
— Wipe presets nobody chose
— Fake HUD / tech overlays
— 3D bevel or drop-shadow text
— Random particle explosions
— Rapid zoom / shake
— Other _____
— More than _____ moving layers at once
— Hard cut more often than every _____ seconds

Everything left standing is banned network-wide.

5 System notes operational

Export spec codec / res / fps _____

Master / delivery order _____

Color metadata ☐ Rec.709 other _____

Naming convention _____

Versioning rule _____

Approval owner _____

Processor test before go-live ☐ yes ☐ no

Filled once, this sheet is the contract every screen in the network obeys. Want it filled for your screens? Start a brief at ledbangers.com.

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