

Hi,

Thanks for accepting this gig. In addition to this project, my goal is to develop a fruitful relationship where we can do more work together in the future.

In this document, I'll outline the video requirements and a detailed explanation what I'm sending you. *PLEASE* do not hesitate to ask me any questions before you start (or even after). I'll do my best to be as specific as possible.

I see you are in Pakistan and I'm near New York City so you are 9 hours ahead of me. I'll be mindful of this. Thanks again!

Zubin Doshi

Marketing Automation Specialist

[Optimize Health](#)

Requirements:

- Narration must be done with an American accent.
- Characters will be a doctor & nurses in a medical office and elderly patient at home.
 - Equal amounts of men/women and people of all skin colors ([like this](#))
 - All characters must look like the one on our website (faceless, similar design, etc.):



What I'm Sending:

1. **Script and Narration (.pdf):** An in-depth description of what I want in the video. Please ask questions if you have any.
2. **Brand Guidelines (.pptx):** This explains our brand colors, font, iconography, etc. I don't know how much will apply to you. Not everything in the animation needs to be our brand colors. Use as a general guideline however you wish. Please ask questions if you have any.
3. **Logos (.png):** 8 different versions of our logo.
4. **Infographic (.pdf):** an example of our preferred aesthetic, especially with people (like on our website).
5. **RPM Equipment (.png):** an image with all 4 pieces of equipment (mentioned in the script during Scene 2)