



FREQUENTLY ASKED QUESTIONS

Please take a moment to read through our most frequently asked questions. If you have a question not mentioned here, please connect with us and we'd be happy to provide answers.
(303) 593-1252 | content@pinghd.com

- **How do I reach someone on the Ping HD design team?**
You can reach our creative staff through email: content@pinghd.com, or by calling (303) 593-1252 and asking to speak to someone in the design department.
- **What is the resolution of my screen?**
Unless otherwise specified, your screen has a resolution of 1920 x 1080 pixels (16:9 aspect ratio), or 1080 HD.
- **What format and resolution should I send my logos and images?**
Logos are best in vector formats (.ai, .eps, .svg), which are resolution independent. Images can be sent in most any format, but .jpg, .png, .pdf and .tiff are the most common. Images should be sent in the highest resolution possible, and may not be useable under a resolution of 1920 x 1080 pixels.
- **What is the best format for video files?**
Our software requires videos to be in .mp4 format. We can gladly assist in encoding your videos should you have them in another format.
- **Does Ping HD provide templates to use?**
Our design team develops custom content unique to each client. We do not use pre-made templates, which allows maximum flexibility when creating your designs. Your content is catered to your specific needs. Once the layouts are finalized, they can be copied and saved as templates in your network within the Engage PHD software.
- **What are Mood Boards? (Ping HD Creative Process)**
Mood Boards are a design deliverable consisting of fonts, colors, and design elements.





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- **What are Wireframes? (Ping HD Creative Process)**

Wireframes are a skeletal model consisting of lines and vertices to determine layout structure.

- **What is Adobe Sign?**

Adobe Sign is a cloud-based, e-signature service we use to sign off phases of the design process. With it, we can easily communicate where we're at with our client. The design process only proceeds once signed approval is received.

- **I seem to be having technical difficulties, what do I do?**

We're very sorry to hear this. We have 24/7 support to help get you back up and running as soon as possible. Please reach out to: helpdesk@pinghd.com or +1(888) 386-4545. Also, we now have Live Chat! Select "Help" in your Engage PHD network under the Support tab to receive assistance from our Live Support department.

- **Can you explain what a flow map is?**

A flow map is a step by step diagram of a sequence of movements or actions that you wish to communicate to your target audience.

- **When do we get trained? How long will it take?**

Training begins once the creative portion of the project has come to completion. Training typically takes an hour depending on how in-depth the session gets.

For all content requests, please complete a creative request form at:

<https://pinghd.com/creative-request-form/>

Your request will then be added to our production queue. We look forward to creating the best possible content for your company and appreciate the opportunity to work with you!

Thank you for reading