

# Movie Marketing

Trailer Rating Tag and Movie Poster Photoshop Templates



# Getting Started

## Download

To download PremiumBeat Movie Marketing, simply visit the download page on Premiumbeat.com. If you are reading this, then odds are you've probably already completed this step. If not, navigate to the corresponding blog post and click the download link near the bottom of the post.

Your files will download as a .zip file, simply unzip and you will see a folder titled 'PremiumBeat Movie Marketing'.

There will be two Photoshop .psd files titled 'PremiumBeat\_4K\_Movie\_Trailer\_Rating' and 'PremiumBeat\_Movie\_Poster\_Template'.

## Using the 4K Movie Trailer Rating Template

You will need the fonts **Montserrat**, **Arial Bold**, and **Charis**. Each of these fonts are free. If you do not have them installed, simply visit the blog post for links to download them.

Open the template with Adobe Photoshop. The Trailer Rating template is optimized for customization. You can easily change any of text in the Layers tab.

The template is set to a custom rating as a default. Under the Layers tab - Open the Rating Box folder. There you will see all available options.

To make a custom rating, just open the Rating Custom folder and adjust the Rating Letter text layer as necessary. You can also adjust the text in the Rating Box to insert your own rating notes, the White Box to adjust the text above the Rating Letter, and the Lower Box to adjust the text at the bottom.

You can easily turn off the Rating Custom folder and turn on any of the available ratings. The ratings box will also change shape automatically. All standard ratings are included; G, PG, PG-13, R, and NC-17.

You can also make your Green trailer a Red Band trailer. In the layers tab, just open the Background Color folder and turn off the Green Background.

## Using the Movie Poster Template

You will need the fonts **Arial Bold** and **Tall Dark and Handsome**. Each of these fonts are free. If you do not have them installed, simply visit the blog post for links to download them.

Open the template with Adobe Photoshop. The Movie Poster template does not come with a background image. Insert your own image to the ADD YOUR PHOTO HERE layer.

Under the Main Text Layers folder, you will find the Movie Title and Actor Names. Using the Text Tool, you can adjust the text, font, and color.

The Movie Quote folder has the text layers for the Quote and Critic. Use the Text Tool to adjust the text, font, and color. If you do not want to use a quote, simply hide the layer. If you need multiple quotes, you can select the folder - go to Layers - select Duplicate Group. The file will create a second layer on top of the existing one. Simply move it with the Move Tool.

The 4 Stars folder includes the star shape elements and Critic. Use the text tool to adjust the text, font, and color of the Critic.

The Film Festival Laurels folder contains three subfolders. The subfolders have the laurels and text files for you to edit. Use the Text Tool to adjust the text, font, and color of the festival.

All other layers are fully customizable. Simply move them around as needed. You can even duplicate groups to add additional quotes or 4 star ratings.

The Lower Credits folder contains the credits, release date, and Coming Soon tag. Use the Text Tool to adjust the text, font, and color of the credits and date. Simply hide the layers you don't want to use.

*Note: You may use the templates in any way, but please do not distribute without written approval from PremiumBeat.com*

