Rules and SOP - Overlays

Type 01 Overlay - Effects and Textures

[Example of Effect and Textures Overlay](#)

These are simple overlays. Drop it over footage and blend it using screen or overlay mode.

Duration of Overlays

Minimum - 15 seconds
Maximum - 30 seconds
Recommended - 20 seconds

Blending Options

- The overlay should blend properly using blend modes such as Screen, Overlay, or Multiply.
- The contrast or properties of the main footage should not change too much.
- The overlay effect should feel subtle and balanced.
- If the theme requires a darker overlay, that is acceptable — as long as it complements the footage and maintains visual clarity..

Type 02 Overlay - Frames

[Example of Frames Overlay](#)

These are overlays with only frame effects. Main frame is left transparent [alpha channel].

Duration of Overlays

Minimum - 15 seconds
Maximum - 30 seconds
Recommended - 20 seconds

Blending Options
- No blending type.
- These should be drag and drop.
- Footage should get the frame and main footage should remain untouched.

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AI-USAGE RULES

AI tools may be used only as assistance, not for direct commercial output.

AI outputs you use must be heavily edited and must not include or resemble:
- nudity/explicit content
- minors
- celebrities or public figures
- copyrighted characters/IP
- logos or branded products
- political/religious
- sensitive material

ORIGINALITY & PROHIBITED SOURCES

- All work you deliver must be 100% original, created by you.

- You must **NOT**:

  - Download or use any direct elements from stock / commercial websites.
  - Import ready-made elements from any source.
  - Use unlicensed images, textures, vectors, or motion assets.
  - Deliver copied, traced, or minimally modified stock content.

References / usage of stock assets from other websites are allowed ONLY if:

- Used solely for inspiration.
- Recreated and redesigned by you transformed by at least 50–70% to make them completely original.

Any element suspiciously similar to a stock asset or trademarked content will be rejected.

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Friendly Reminder:

- AI tools or stock website assets are allowed and can be a great part of your workflow.
- Just ensure the outputs you use are license-safe, originally edited by you, and do not include any copyrighted or sensitive content.
- As long as you use AI and stock assets responsibly, we have no problem with AI assistance in your creation process.
- Make sure that no directly downloaded stock asset can be extracted from your project files.
- You must not place any unmodified or standalone stock elements inside the project. If you use stock or reference material for inspiration, you must transform it significantly (30–50% or more), create new elements from it, render your own version, and only use your original output. The final files you deliver must contain YOUR creation, not the original downloadable asset.

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