

Style Guide - Sony Screen Gems

Channel Art Director
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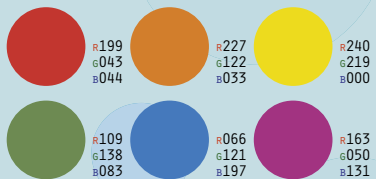
On Screen Logo System

This logo system has three elements: 1) a coloured background, 2) animated Colour Discs, and 3) a logotype. A properly branded Screen Gems promo (or ident, sting, web banner ad, IPTV list screen, etc) always has these elements together. Examples of Colour Disc animations, which express some of the fun, energy, nostalgia, and variety of the Screen Gems classics, are on the Screen Gems Channel Package CD. They move in specific ways, described as Fizz, Float, Swarm, and Queue, illustrated below. An optional line reading "a Sony Pictures Entertainment company" is a fourth element that can be added to the logo system where appropriate.

Colour Discs

Colour Disc Colours

100% opacity



70% opacity



30% opacity



15% opacity



Sample Screen Shot



Logotype

Logotype Colours



Colour Disc Animation Styles

Fizz



Chaotic Behaviour

Float



Swarm



Queue



Orderly Behaviour

Backgrounds

Background Colours



Fonts

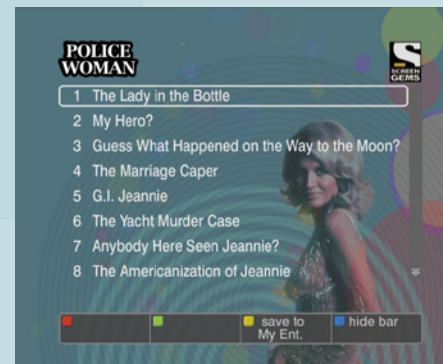
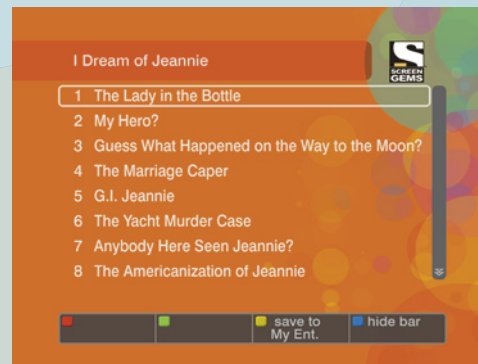
Cooper Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ !?*@£%
abcdefghijklmnopqrstuvwxyz 123456789

Cooper Old Style Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ !?*@£%
abcdefghijklmnopqrstuvwxyz 123456789

IPTV Samples



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Promo Package

Every promo includes a front graphic which animates into a bug, and an endboard. These bookend and brand the content. There are 2 different endboards, a channel wide one (3a) and a series specific one (3b). A transition link is an option that can be used to wipe from one section of a promo to the next, if it makes sense to divide the body into sections, or just re-enforce the branding. The design is for a wide screen television, with all text kept in the 4 by 3 safe areas. (Edit: In the After Effects project "MN_promoPack(ITA).aep" look for the precomp "MOVIE NAME" and replace the type on layer 4 with the name of the film you are promoting (use the overflow line by switching on and retyping the text on layer 3 if you run out of room in the 4:3 safe area). This will update the frontboard and endboard compositions (FB, EB1, EB2). Render out FB, EB1, and EB2 with alpha channels and import the renders into your editing software.)

Screen Gems - Voice Over Guide

Accent: The Screen Gems voice is delivered with an American accent. It is between a mid-western and a west coast accent. It does not use strong accents: Not a New Yorker. Not a Southern drawl Not a Bostonian.

Sex: It can be male or female. Male is preferable due to the dominant use of male voices on TV from 50s through to the 80s.

Style: Promotional scripts are to be read in a classic golden age of American TV style. It is not to be delivered in an over the top cheesy way. The Content is fun and should sound like the VO artist has a genuine affinity for the channel/program he/she is promoting.

1
Front Graphic

2
Bug
Opacity: 30%

3
Transition Link

Endboard

I DREAM OF JEANNIE
series one

watch now

Cooper Black 43 px.
All upper case.

CooperOldStyURWTDem
Regular 57 px. All lower case.

Availability Message.
CooperOldStyURWTDem 60 px.

1
Front Graphic

2
Transition Link

3a
Endboard 1

3b
Endboard 2