



Style Guide

# Folder Tile Graphics on Virgin TV

28 Oct 2016

### Summary

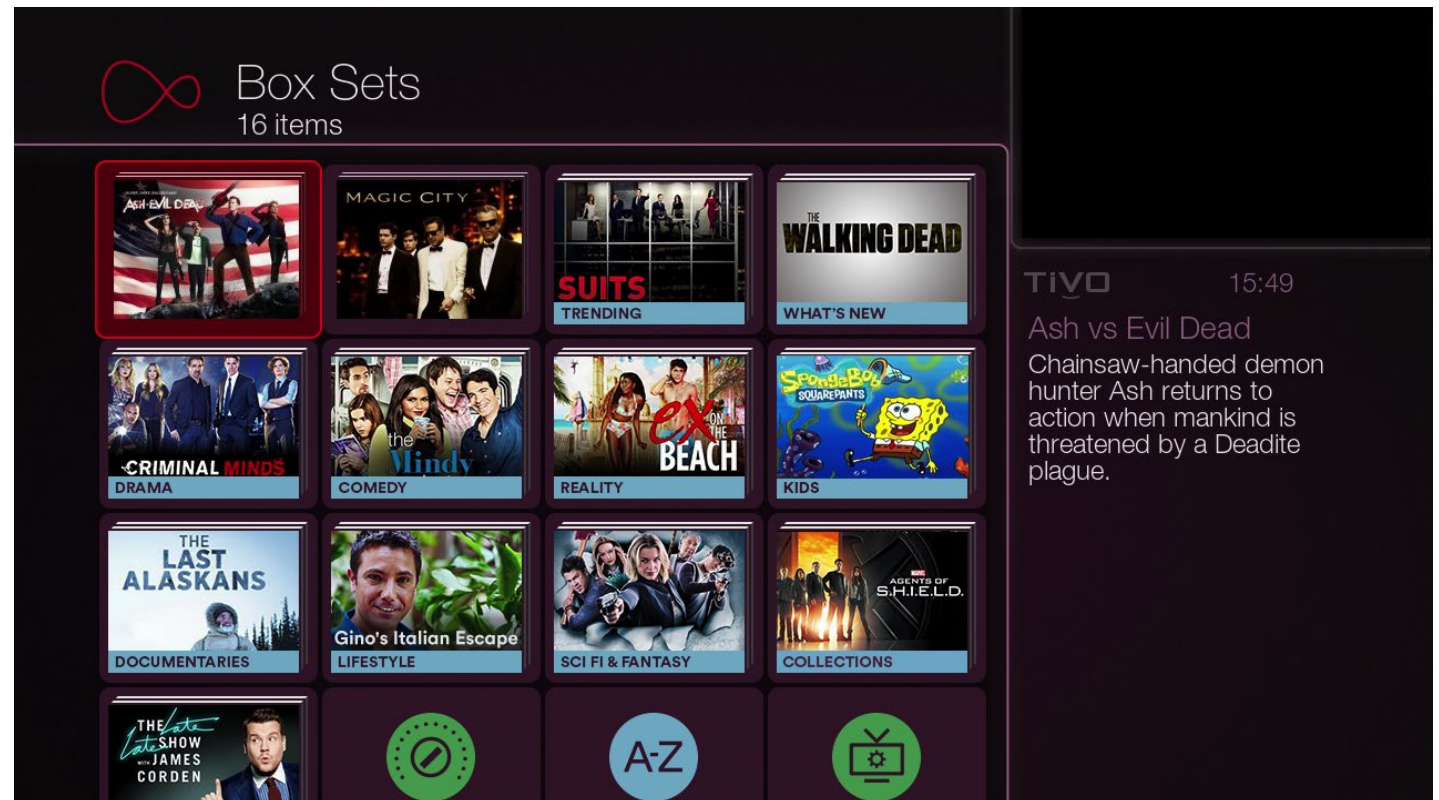
This style guide shows you what form a folder tile graphic should take based on what assets available or based on what an editor wants to promote. There are 10 possible folder tile graphic styles. Adhering to this guide will ensure the Virgin TV UI stays clear and organised as well as consistent and familiar to the user.

### Background

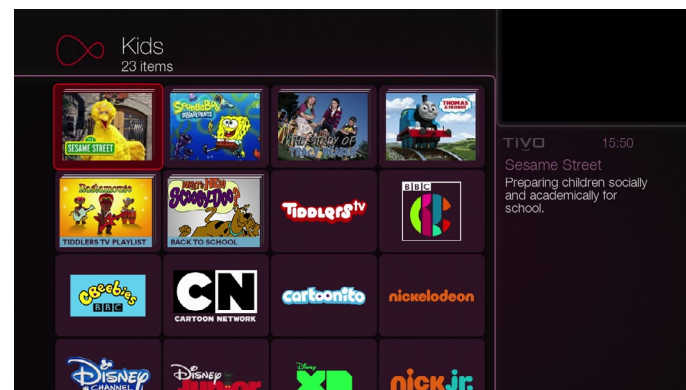
In previous versions of the Virgin TV TiVo UI the catalogue structure of On-Demand content was presented as a series of text lists. Starting in 2015 these were changed to grids of image tiles. Image tiles are more visually appealing than text lists, obviously, but because folder contents and editorial resources are so varied a one-size-fits-all template for tile graphics wasn't feasible. Over time we realised that we needed different folder tile graphic layouts for channels, series, genre folders and collection folders. We also needed fallback designs when content artwork was unavailable or if editors did not have time to create a custom folder tile graphic.

### Consistency on Every Screen

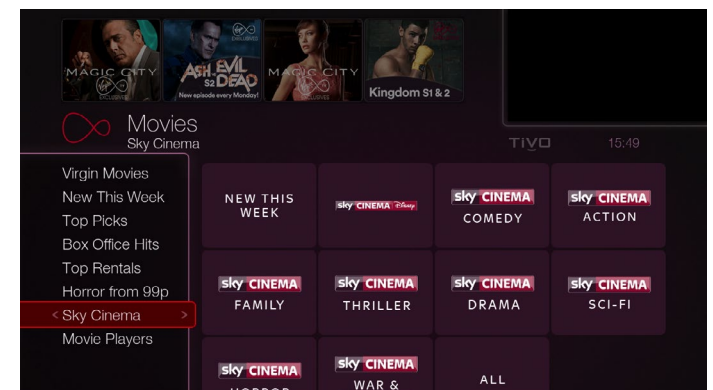
This guide applies to the On Demand area and the 'Search & Discover' area of the service. We'd like all folder tile graphics to follow the same rules no matter where they are.



**TIVO** 15:49  
**Ash vs Evil Dead**  
 Chainsaw-handed demon hunter Ash returns to action when mankind is threatened by a Deadite plague.

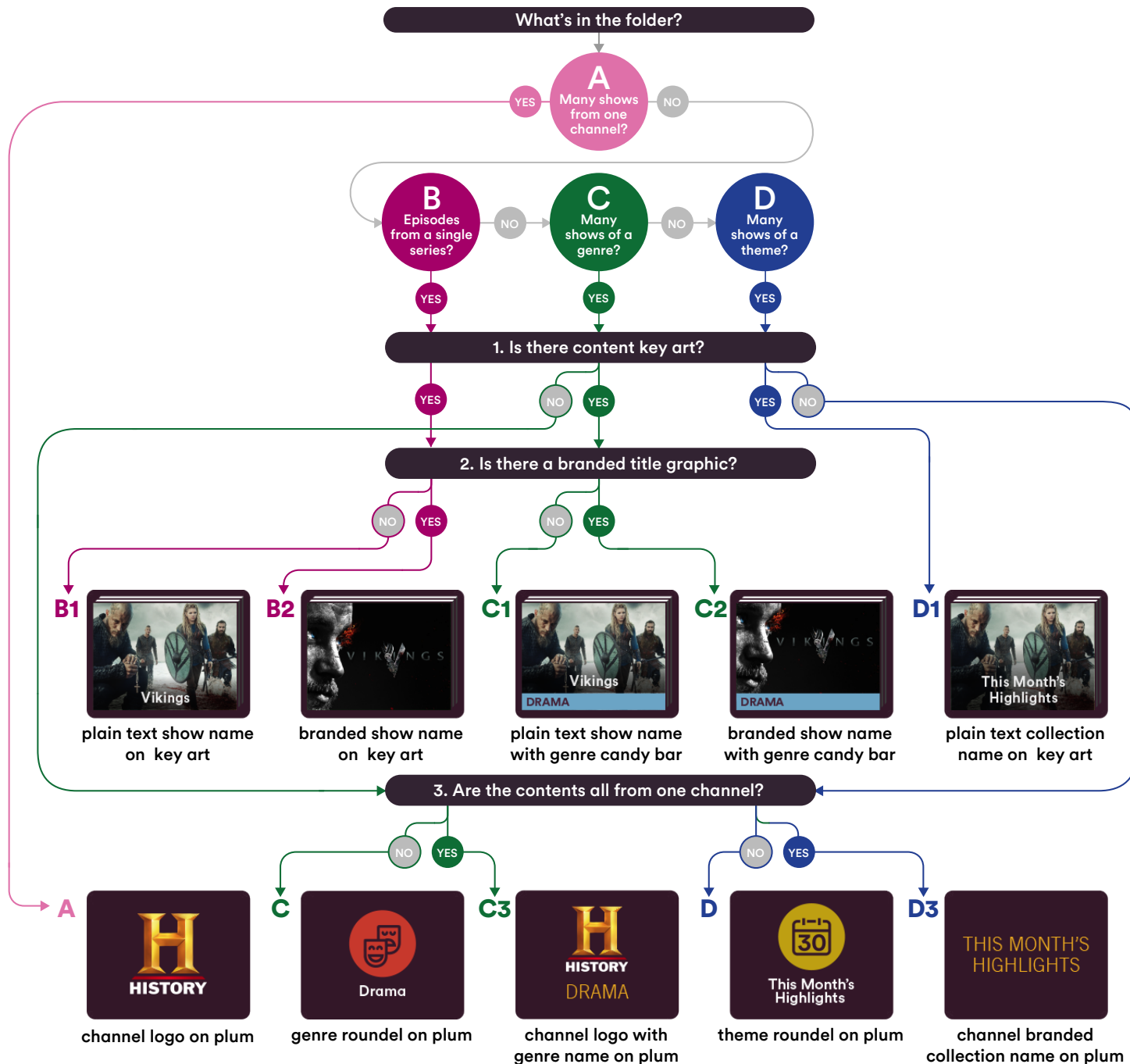


**TIVO** 15:50  
**Sesame Street**  
 Preparing children socially and academically for school.



**TIVO** 15:49

The above shows different types of folder tile graphics in context. Some of the tiles represent a channel, a series, a genre, or a themed collection. Some use content key art and others don't.



### Choosing the right layout

In order to choose the correct layout for a folder tile an editor must answer the questions in the flowchart in turn.

#### What's in the folder?

This is a choice between a channel folder (**A**), a series folder (**B**), a genre folder (**C**) or a collection folder (**D**). Series folder artwork (**B1, B2**) is currently supplied by Gracenote and the 'stacked card' effect is added by the core UI. Other folder types have to be created in-house using Photoshop (the 'stacked card' effect has to be done 'by hand').

There is no absolute distinction between a 'genre' and a 'theme,' so sometimes it's okay to choose either style (**C** or **D**, as long as the collection title fits in the 'candy bar' box (bottom of **C1, C2**) without changing the text size). But generally a 'genre' is a short one or two word classification like 'Drama,' 'Western,' or 'Kids Movies,' (**C1**) while a 'theme' is a longer and more creative description like 'Books that were made into Films' or 'Lesser-known Comic Book Gems' (**D1**)

#### Is there content key art? Is there a branded title graphic?

It's always best to use marketing materials like a show's key art (**C1**) and branded title treatments (**C2**), but sometimes because of time constraints or lack of artwork availability an editor can opt to use a simpler style on plum (**C** or **D**, for example). These are to be created & supplied by a designer).

Note that on themed collections the only text on the tile should be the collection name (**D1**). This keeps clutter to a minimum on the grids.

#### Are the contents all from one channel?

If key art is not being used and all the content is from one channel it's fitting to use channel branding in genre folders (**C3**) or collections (**D3**).

key art on stack

graphic on plum