



Phase 4 to Phase 5 reskin

General Principles

19 May 2014

Title

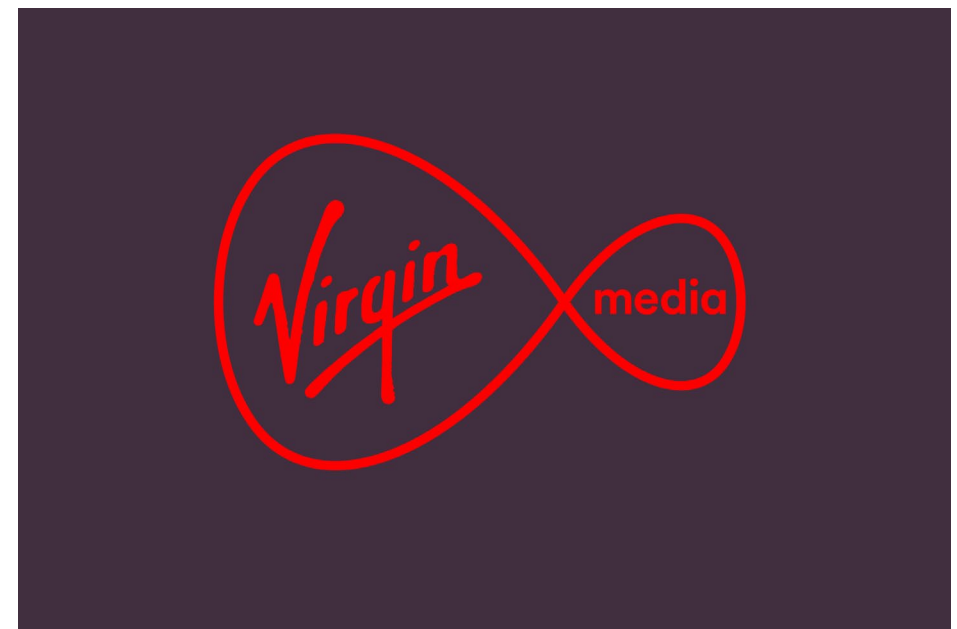
- √ Font
 - √ Colours
 - √ icons (almost the same)
 - √ Background
 - √ Logos
 - √ text focus - highlight & ghost (arrows)
 - √ image focus -
 - √ text field
 - scrolling pills
 - √ discovery bar
 - √ pig
- dotted line

Branding Changes at Virgin Media

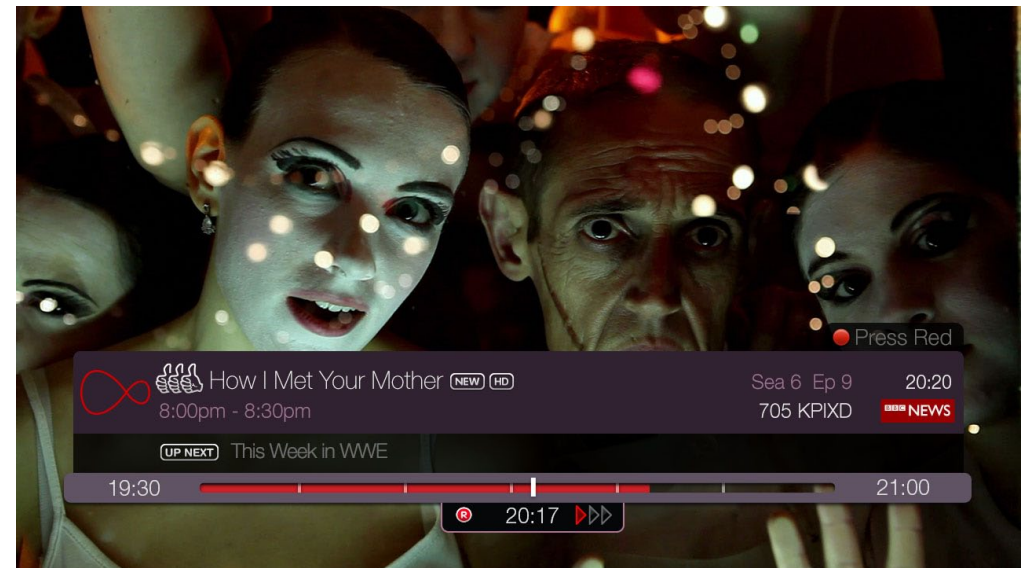
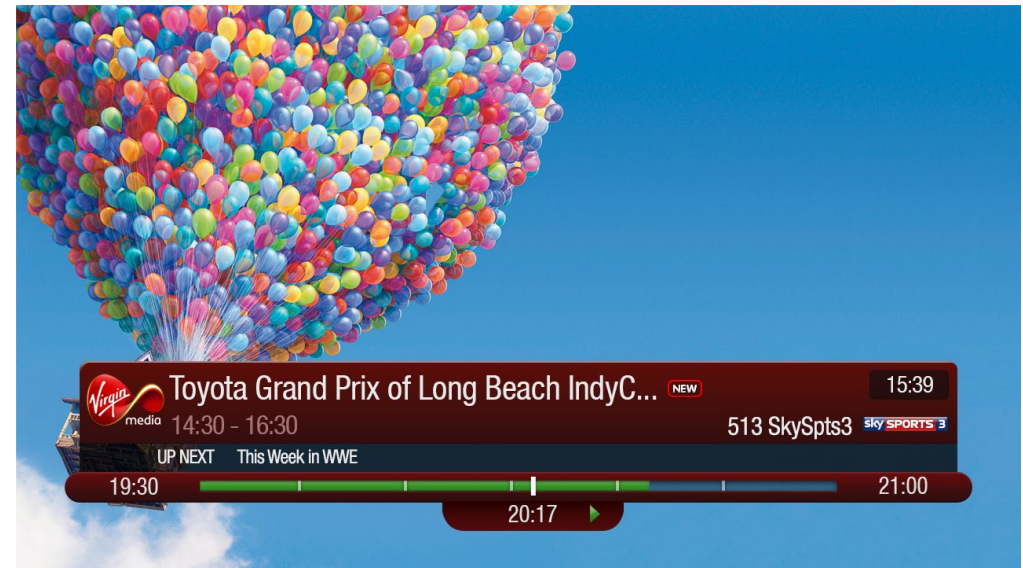
In late 2013 Virgin Media underwent a branding refresh, and we are gradually bringing our products in line with the new brand expression. The redefined ethos is “We don’t just play the game, we change it for good,” and our redefined brand values are “Open Minded, Fun & Generous” (OMFG!).

The new expression is now simpler as it tends to appear flat, but it also is more flexible in that it can employ a larger palette of colours and a variety of treatments. The infinity mark is now the shorthand symbol for Virgin Media, which can be shown on it’s own, rendered in different colours, and be drawn out of different objects and materials.

This document outlines the general changes to the TiVo UI that should be applied throughout, including to the Flash extensions built in-house by Virgin Media.



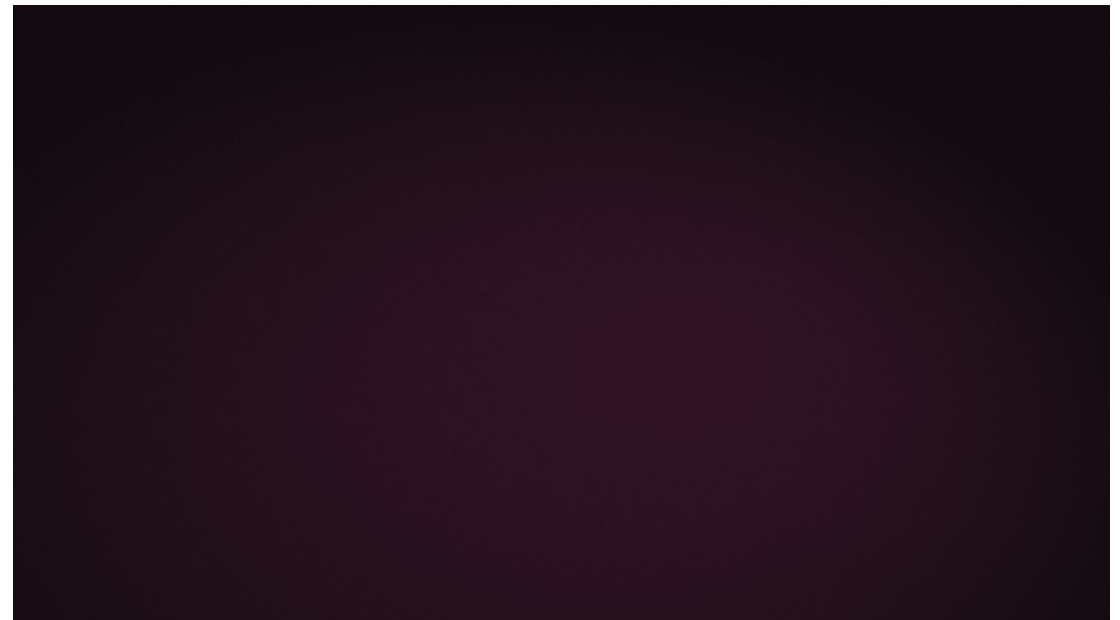
Reskin of the Virgin Media TiVo Service



The new TiVo skin has a flatter look, uses thinner fonts, and has its elements surrounded by thin borders. The logo has been replaced with the simple infinity mark.

Background

The background is now a simple plum gradient.



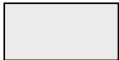
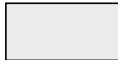

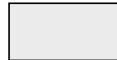


Fonts

The fonts have been replaced with a thinner face that show off the capabilities of HD televisions. This is in harmony with modern trends that take advantage to higher resolution screens on all devices.

The font colours have been slightly tweaked to match the plum background.







Titles and Headers Helvetica Condensed Bold

Body Copy Helvetica Condensed

title	highlight	search	primary	secondary	tertiary
					
#EBEBEB	#EBEBEB	#E8C343	#EBEBEB	#B18E8E	#808080

Titles and Headers Helvetica Neue Thin

Body Copy Helvetica Neue Light

title	highlight	search	primary	secondary	tertiary
					
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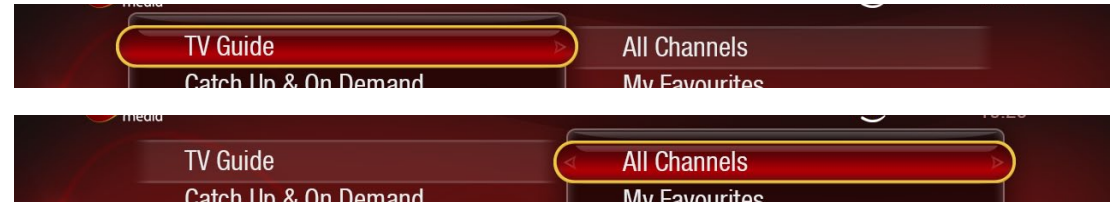
Icons



The shapes of the icons have changed very little, but the colour has generally been removed in favour of white, or they've been changed to lillac or purple to fit with the plum background. Green elements on the Trickplay Bar have been changed to red.

Text Focus

The primary focus is the red highlight which marks an actionable line or single letter of text. The ghosted highlight marks either the last text button or the next button in a journey. The secondary focus is a panel which surrounds the primary focus and marks an actionable section on the screen.



The new primary and secondary foci are flat. The red highlight has smaller rounded corners, and has altered arrow hints based on the shape of the infinity mark. The ghosted highlight now has capped ends, looking more like a faint button.

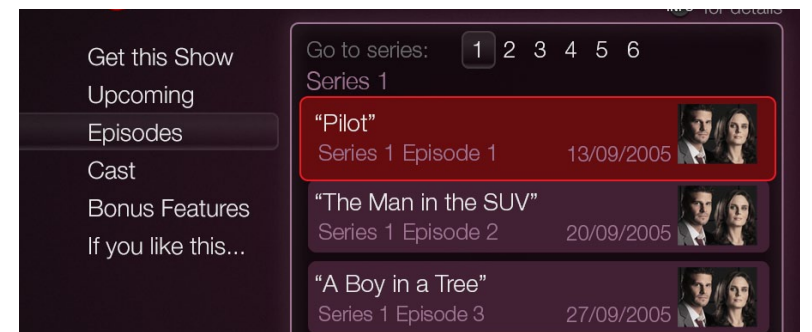
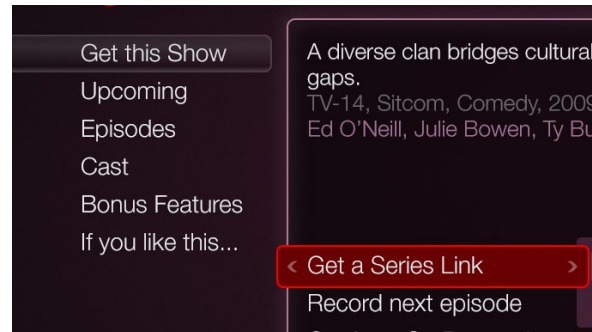
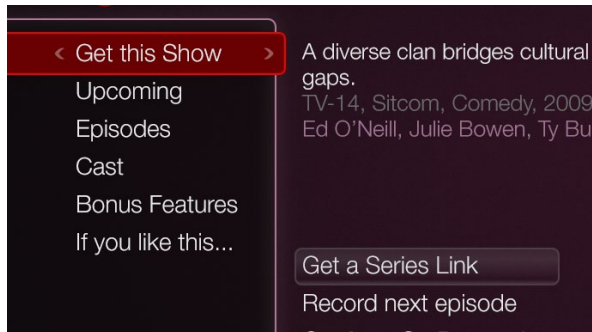
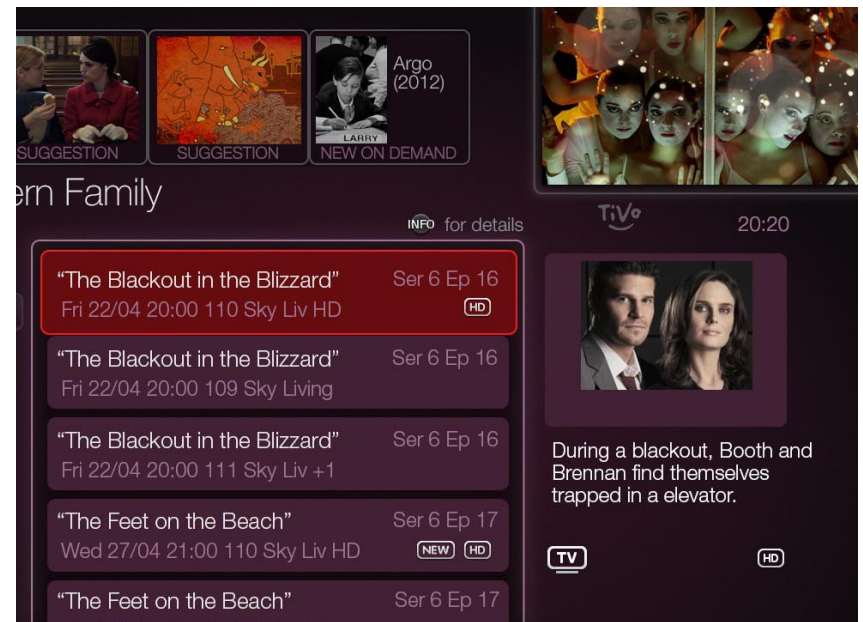
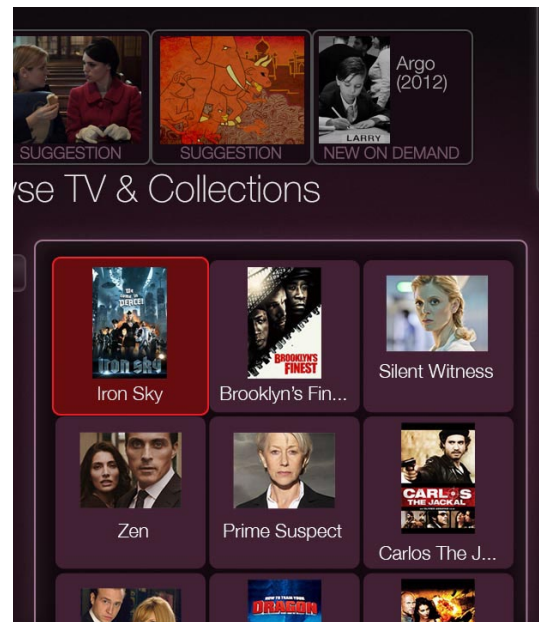
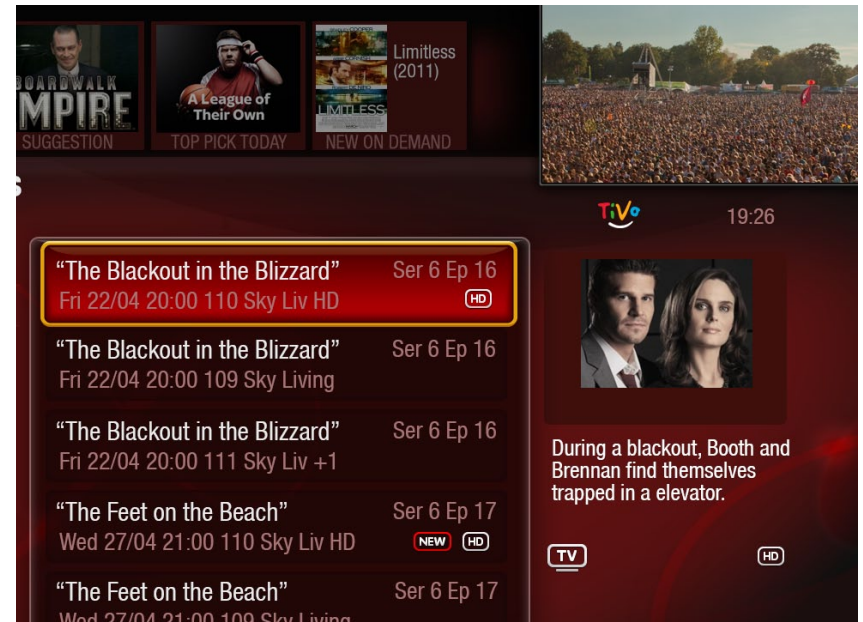
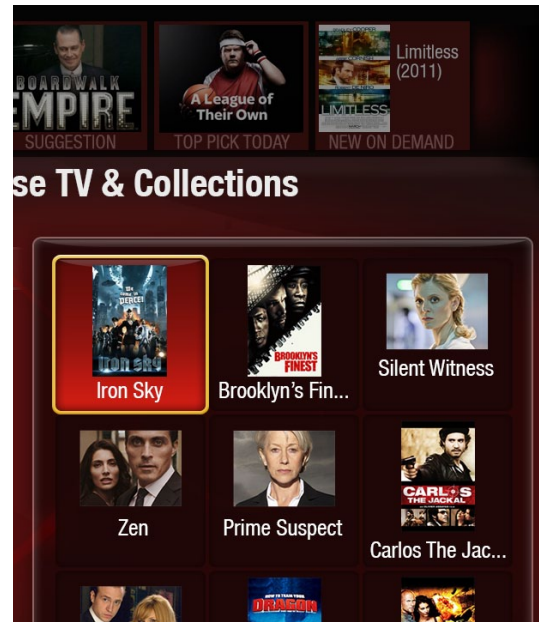


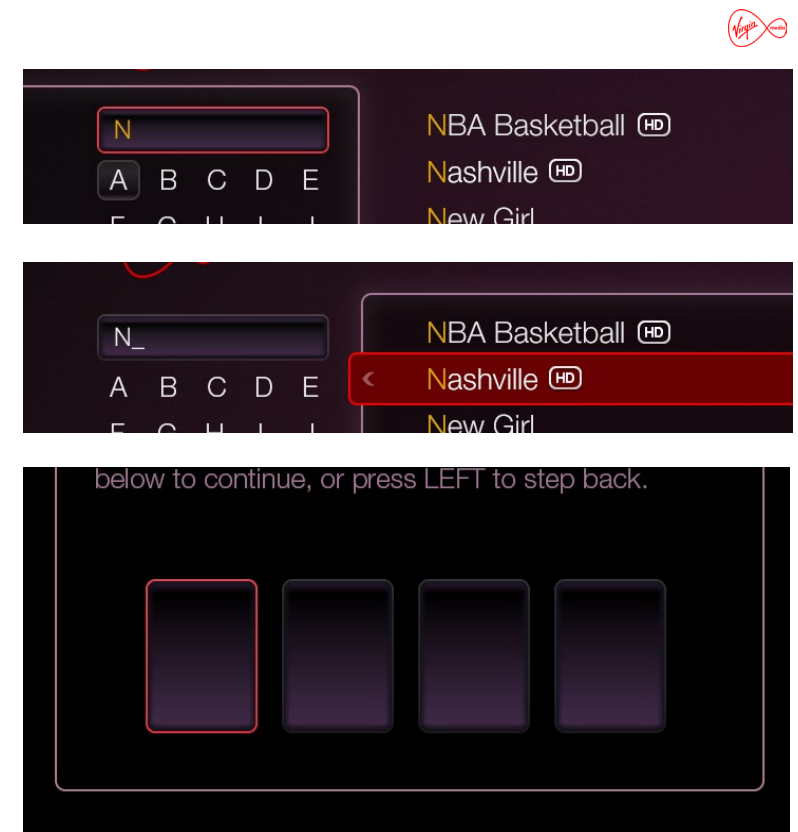
Image Focus and Containers

Images and blocks of content in containers have changed from dark red to purple.



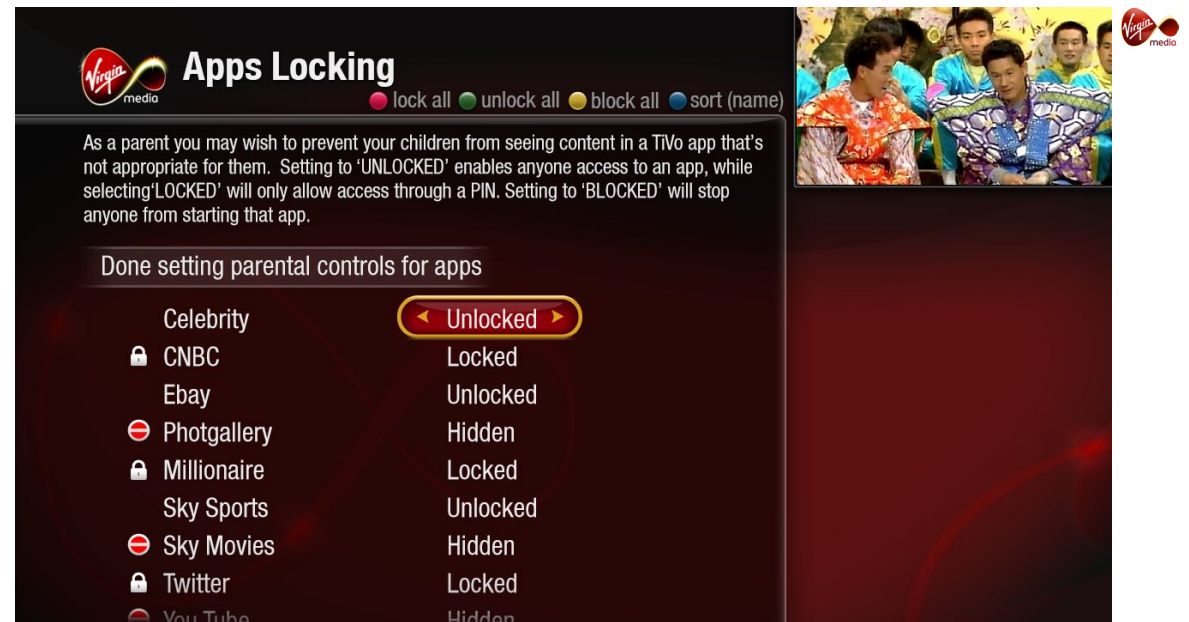
Text Entry Fields

Text entry fields that were black with some transparency (and appeared dark red when they mixed with the red background) are now purple with a grey outline.



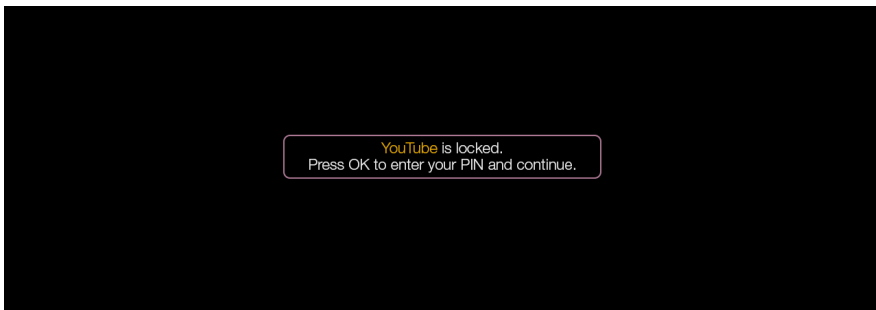
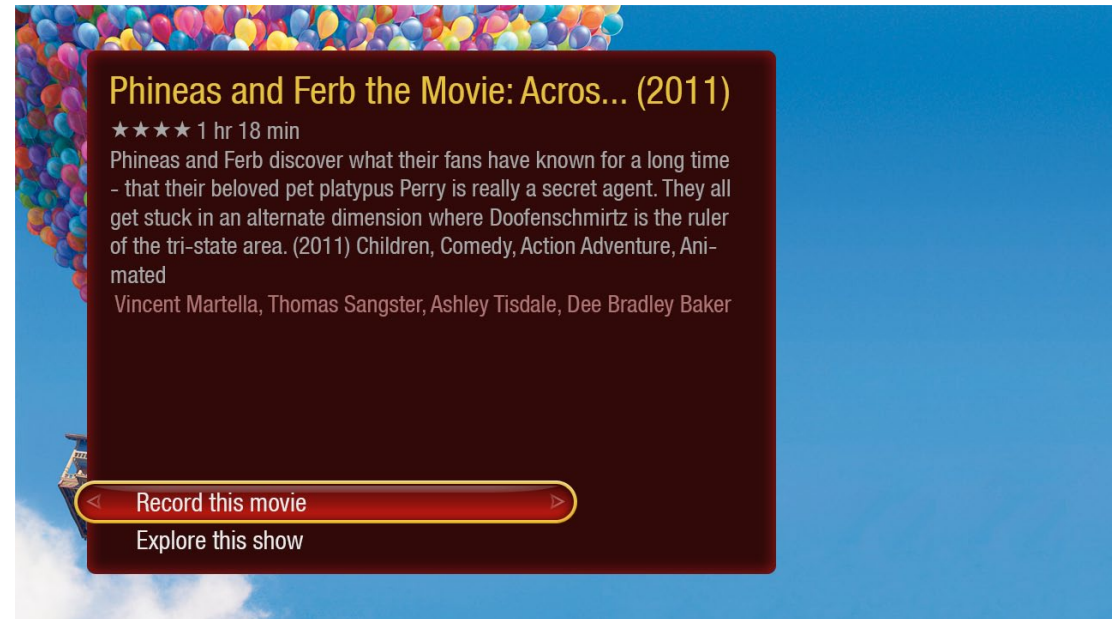
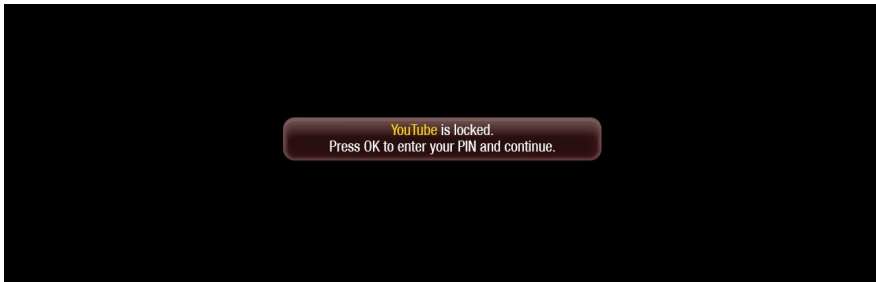
Scrolling Pills

These look like the common highlight, but with more prominent arrows. In Phase 5 they have been changed to white.



Pop-up Overlays

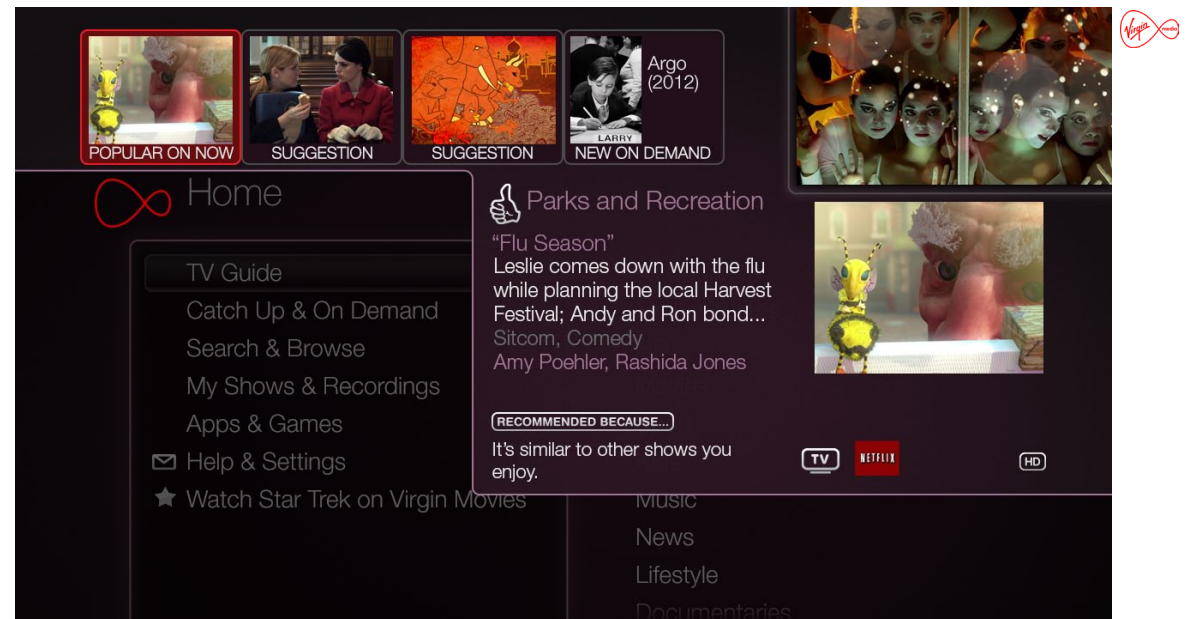
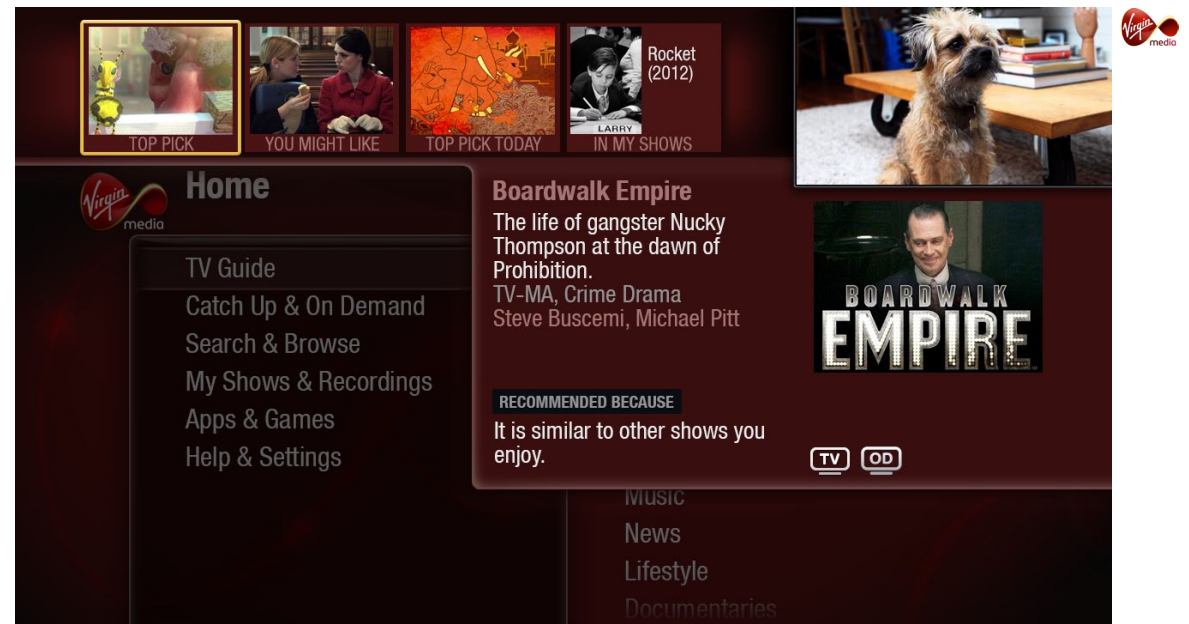
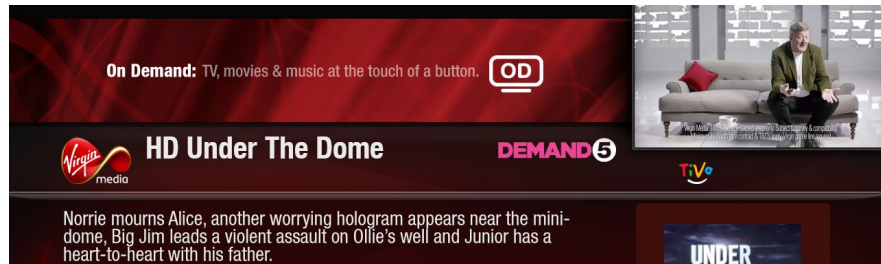
Overlays that were dark red are now black with a pink outline, and the black is 90% opaque so that some of the video playing behind it is visible.



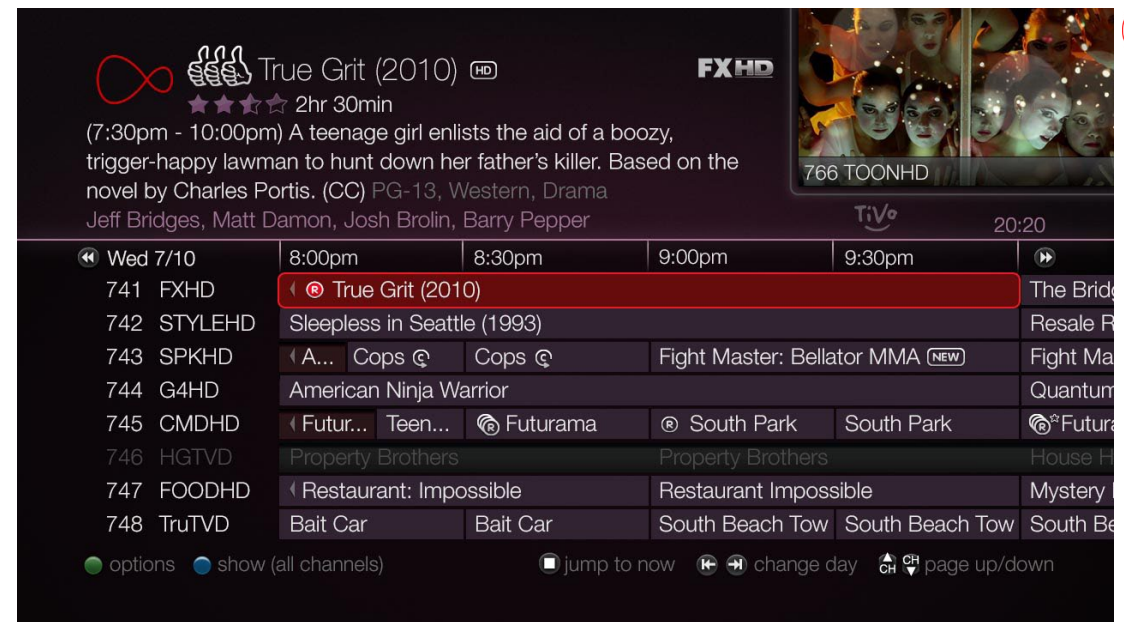
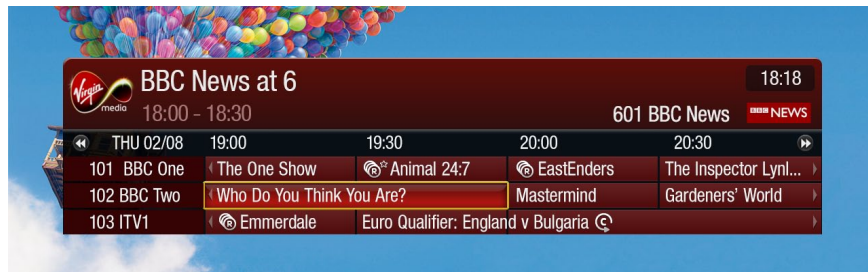
Discovery Bar and Picture in Graphic

Discovery Bar items and the PIG now have grey outlines around them. The highlight on the Discovery Bar now looks more like other image items when in focus, with more of the red showing instead of just the outline of the focus. The background of the Discovery Bar is simplified, with no highlights or shadows.

The BOD placeholder (when it's turned off) has also been changed (below).



Guide and Mini-guide



Status Bar

The left panel on the Live TV Status Bar was changed to continue the theme of a red primary focus and a black secondary focus throughout.

