Style Guide

Discovery Bar Promotions

30 Mar 2016

Overview

This document outlines the guidelines for the Discovery Bar tile and flyout banner graphics and explains how to create them.

There are 2 types of approaches to creating the graphics:

- Standard
- Stunt

The standard approach uses a Photoshop plugin (called 'Discovery Bar Package Maker') that generates the graphics quickly, easily, efficiently and to strict rules. An editor fills in a form, presses the 'Create' button and Photoshop will assemble the graphics for them. As the name suggests most of the Discovery Bar Promo graphics created should be created with the plugin.

The 'Stunt' approach is for special occasions when it makes sense to break out of the standard template. This document suggests a few rules of thumb when creating them, but really anything can be done when doing a stunt and the idea is to get creative with the graphics so that they stand out. The standard tiles should now be very quick to create using the Photoshop plugin, so this should free up more time to create stunt tiles for special promotions.
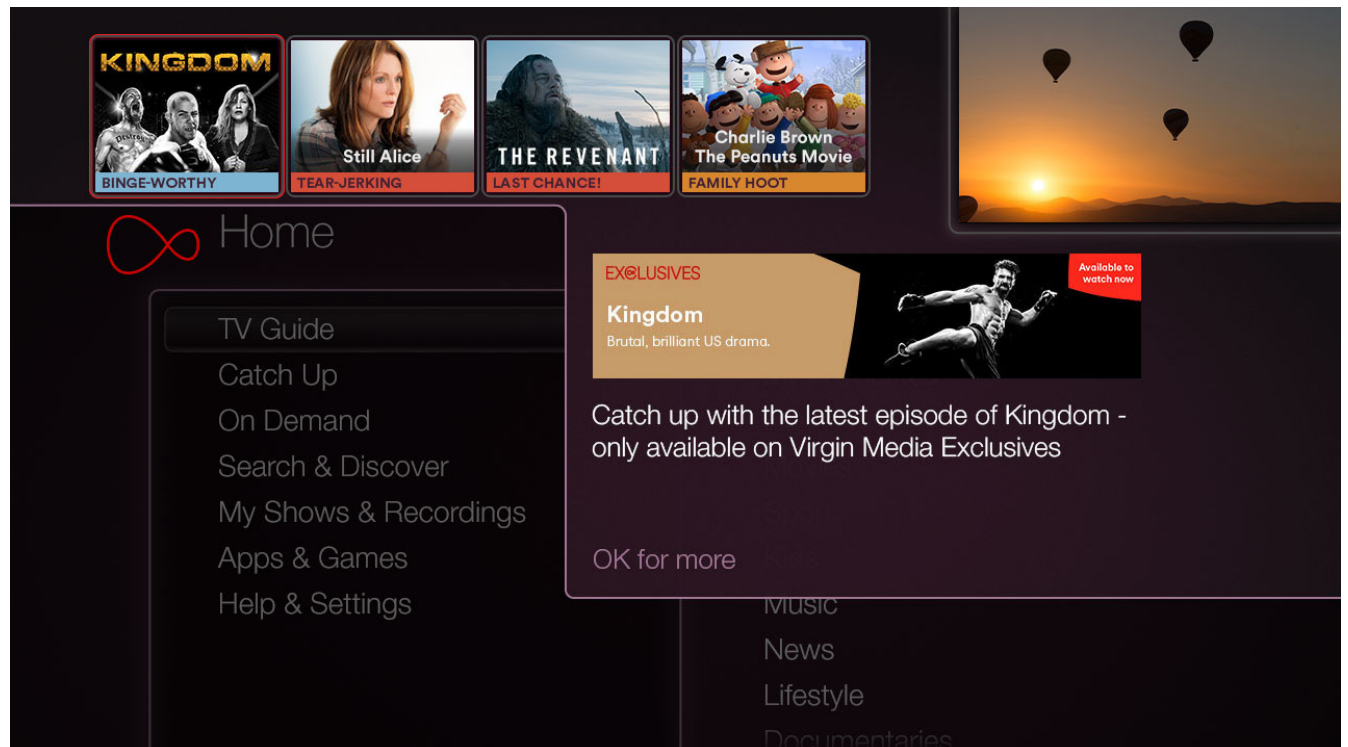
Discovery Bar with tiles and flyout banner

Discovery Bar Tile

Standard (created using Photoshop plugin)

A standard tile is created with a Photoshop plugin and is composed of 4 elements:

1 Footer bar foreground (a phrase or logo)

2 Footer bar background

3 Artwork

4 Show (or Collection) Title

Footer foreground: The information here suggests why a viewer should press OK on a tile. The editor can choose from these preset phrases in the plugin from a dropdown list:

Generic Shouts	Trending	Controversial	Hilarious!	Shocking!
New Movie	In Cinema & At Home	Critically Praised	In-Depth	Side-Splitting!
New Series	Also in Cinemas!	Crowd Pleasing	Inspirational!	Spine-Chilling!
New Episode		Dazzling	Kick Back & Chill	Star-Studded
New Box Set	**Evocative Adjectives**	Don't Miss	Kid-tastic!	Tear-Jerking
New Collection	Absorbing	Familiy Friendly	Knee-Slapping	Thought-Provoking
New Music	Action-Packed!	Family Fun!	Mind-Bending!	Thrill-Ride!
New Video	Award Winning	Fast-Paced!	Mind-Blowing!	Thrilling!
New Channel	Awe-Inspiring!	Feel-Good	Must See	Totally Epic!
New Trailer	Binge-worthy	Gripping!	Nail-Biting!	True Original
Featured	Blood-Curdling!	Hair-Raising!	Non-Stop Action!	Unmissable
Exclusive	Breathtaking!	Heart-Warming	Off-Beat	Uplifting
Last Chance	Captivating!	Heart-Wrenching	Powerful	Wacky!
Coming Soon	Compelling	Heartbreaking	Riveting!	Worthwhile

If a preset isn't suitable an editor can write an original phrase. This original phrase must complete this sentence (written from the viewer's point of view):

"I should press OK on this now because this show is (a / an / my) _____ "

The editor may also choose a logo from the dropdown list (indicated with a service mark superscript [SM]) if they feel a channel brand is a bigger draw than a phrase.

Footer background: The footer bar is color-coded according to genre (blue for TV, orange for movies, etc), except if a logo is in the foreground, in which case it changes to black.

Artwork: The artwork is a 4:3 image (regardless if it's for a movie or TV show). The plugin will place and centre the artwork for you on import, but this may need to be scaled or positioned manually in Photoshop. Zooming in close to the subject's face is usually a good starting point for placement with most artwork.

Show Title: The show title may be placed on the artwork in plain text if there is no show logo (but the show logo **should** be used if it's available, in which case it may need to be imported manually and placed over the artwork).
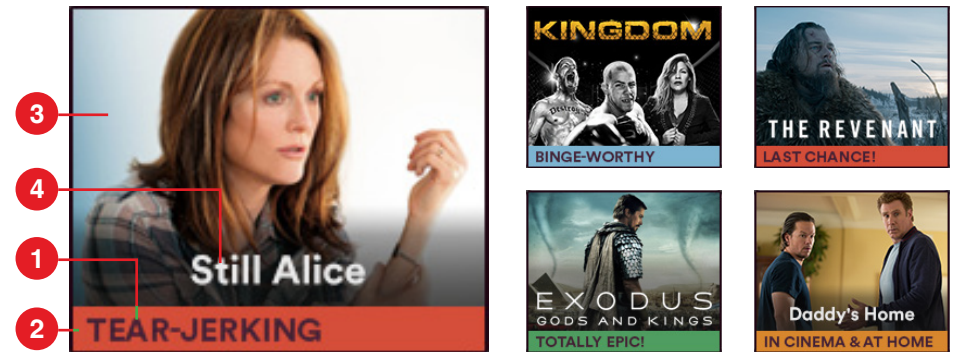
Some of the standard tiles above have a generic shout on the footer (eg. 'Last Chance!') while others use evocative adjectives ('Tear-jerking'). Note also that some have branded show titles (like 'Kingdom') while others have the show title written in plain text because the branded name wasn't available.

Variations on tiles. The footer can have a footer message, a footer logo, and the content title can be written in plain text or have a branded title (which has to be placed throughtfully 'by hand' in Photoshop without the help of the plugin).

Discovery Bar Tile

Stunt (created 'by hand' without Photoshop plugin)

Anything can be done with a stunt tile because the idea is to break away from the template and do something special. But there are some do's and dont's that should be adhered to:

DO
• Minimise clutter. Best to stick with 1 subject and 1 short line of text (as additional info can go on the flyout).
• Endeavour to have 1 stunt tile on the Discovery Bar at a time. Remember, they are meant to be special and can only stand out by being different from the rest.
• Make sure text is legible. Place the text carefully over a flat part of the artwork or use colour washes over the artwork to achieve this effect (this is better than using graphic backgrounds to make the text legible).
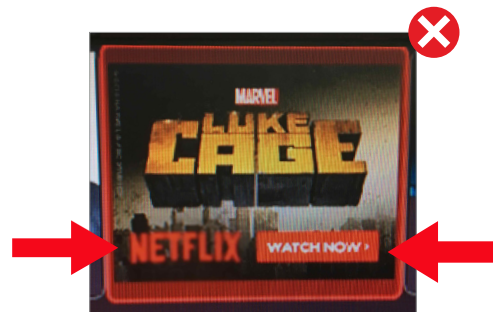
DON'T
• Use large areas of red or plum (these are the colours of surrounding UI, so they'll blend in too much).
• Put light text on a light background, or dark text on a dark background. It's hard to read.
• Use thin reddish lines (tends to bleed on many TVs. Small red text can become illegible).
• Use too many logos (There's room on the flyout banner for more branding/attribution).
• Put text too close to the edge. There should be about 10px padding all round.
• Make the text too small. 18px is comfortable; no smaller than 10px (depends on the font, though).
• Use web-style buttons like seen on web banners.
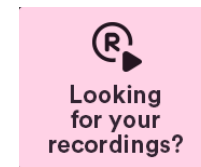
Stunt tile examples. There is no strict template to follow, but all stunt tiles should be legible, clean-looking and simple, generally with 1 image and 1 or 2 lines of text. Stunt tiles are appropriate for customer news & education, competitions, teasers for big film or TV show releases or third party adverts.


Don't put text too close to the edge. There should be about 10px padding all round.

Don't use pure red and thin text together as red can bleed on TV and the text difficult to read (especially if the saturation is turned up on some TVs). Also avoid web-style buttons that suggest pointing and clicking.

Don't use similar coloured text on similar coloured backgrounds as the text becomes difficult to read. Use subtle colour washes over the image to darken it (for light text) or lighten it (for dark text).
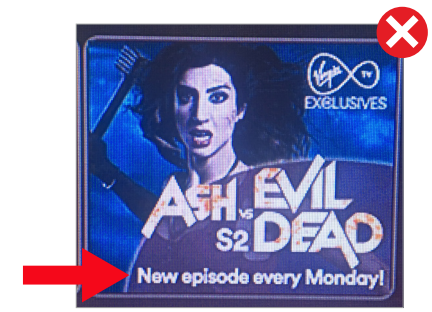
Don't make the text too small. 18px is comfortable; no smaller than 10px (depends on the font, though).

Discovery Bar Flyout Banner

Standard

A standard banner is created with a Photoshop plugin and is composed of 7 elements:

4   Show (or Collection) Title [must be the same as the tile]

5   Banner colour (choice of 6 presets)

6   Banner layout (wide or square)

7   Channel logo (optional, from a set of presets)

8   Call to action (optional, from a set of presets)

9   Banner artwork

10   Subtitle (optional tagline / metadata / call to action / etc)

The artwork on the tile may be re-used on the banner, but it's best if a second image is used to add some variety. After picking the artwork the next step for the editor is to choose the colour and the layout. The editor is free to choose a colour that best suits the image, as the colour is not tied to a genre (like on the tile). The layout depends on the subject in the artwork image. A wide layout is better suited to landscape images and the square layout suits portraits. Optional elements can be added like a channel logo, a call to action, and a subtitle line which could highlight of something important about the promotion.

Stunt

When there is more time to spend on crafting a flyout banner for special promotions the editor can opt to not use the template a create a custom stunt banner. This might mean making full use of the assets supplied by content partners to create attrative collages or magazine-style layouts with carefully placed text.
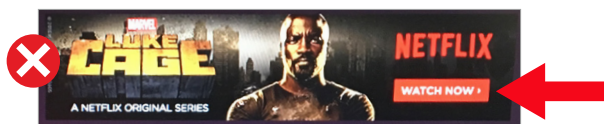
Don't use web-style buttons as they suggest pointing and clicking on the banner

Don't use areas of the plum colour (this is reserved for the TiVo UI background).
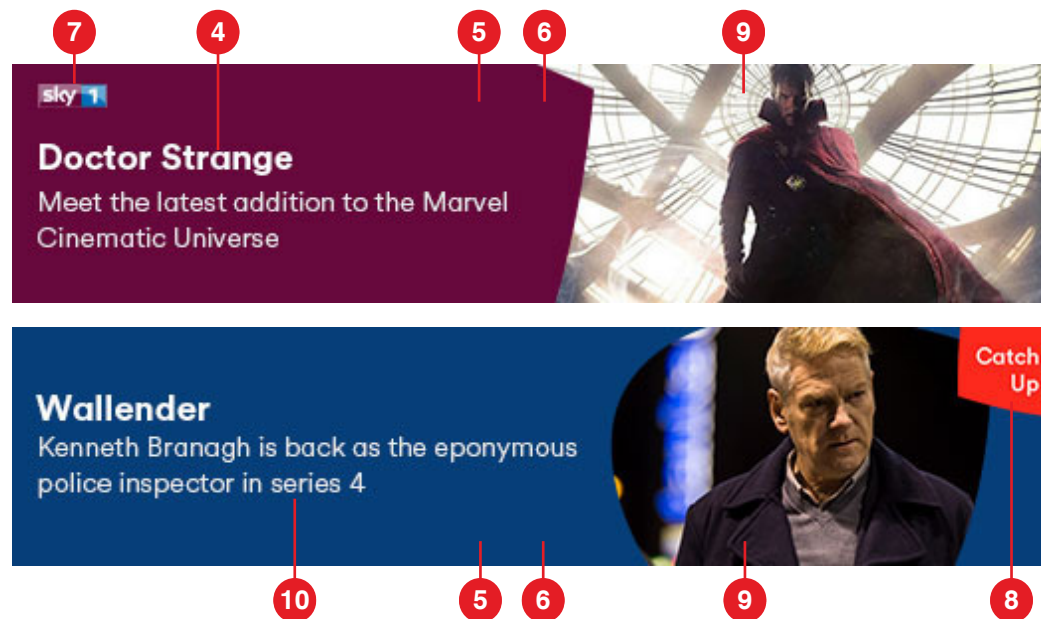
Standard banner. The shape and colour can be chosen to match the artwork. For example the 'redberry' colour was chosen because it was similar to Dr. Strange's cape (top) and the wider layout was chosen to show the wide movie image in landscape. The blue colour was chosen to echo the blue hues in the Kenneth Branagh image (above) and the square layout was more suited to frame a close-up portrait.

Stunt banner. Stunts are for special promotions that deserve more time, thought and effort.

Photoshop Plugin Controls

Input
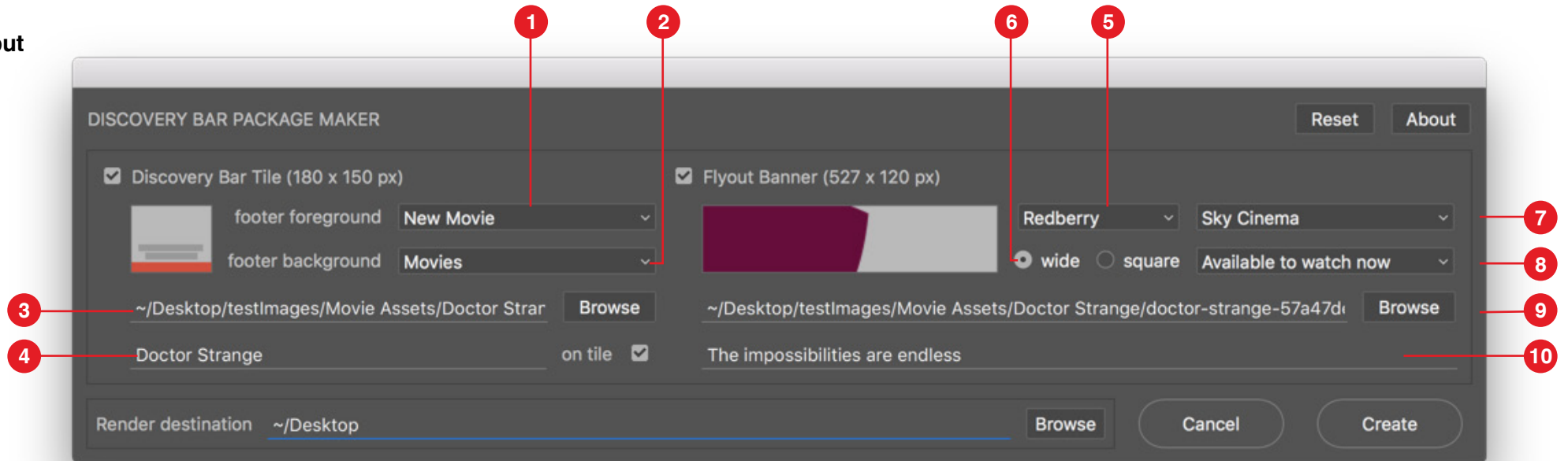
Output
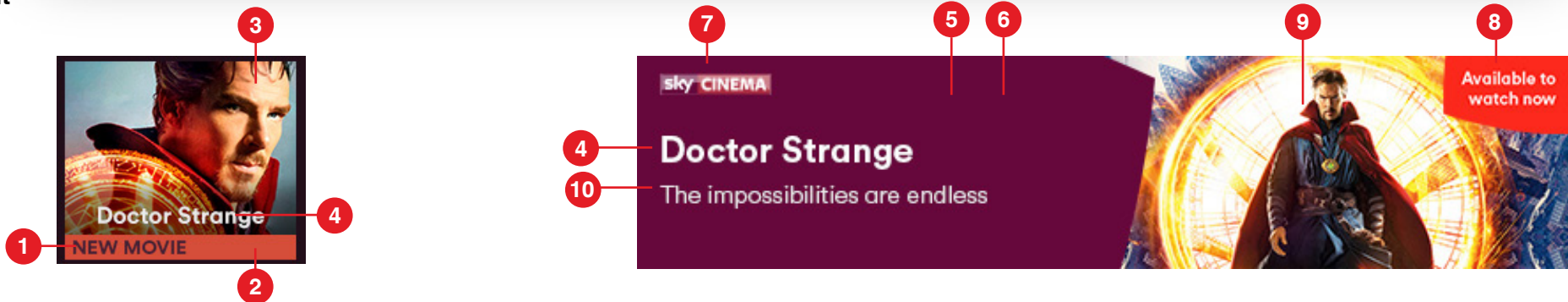
1. Footer message (from a preset list)
2. Footer colour (based on genre from a preset list)
3. Artwork file path
4. Show / Collection Title (note 'on tile' is checked. Displaying it in plain text on the tile is optional as the artwork may already have a branded show title on it)

5. Banner colour (editor's choice from a list of presets)
6. Banner layout (choice of 2 shapes to best fit the subect in the artwork)
7. Logo (optional, from a list of presets)
8. Call to action (optional, from a list of presets)
9. Artwork file path
10. Subtitle (Optional subtitle, tagline, metadata, or call to action)

Photoshop Plugin Controls

Input

5

▢	Gold
■	Redberry
▮	Violet
▮	Lapis
▮	Seagreen
▮	Charcoal

2

[Required phrase / logo]
New Movie
New Series
New Episode
New Box Set
New Collection
New Music
New Video
New Channel
New Trailer
Featured
Exclusive
Last Chance
Coming Soon
Trending
In Cinema & At Home
Also in Cinemas!

BT Sport℠
Sky Cinema℠
Sky Sports℠
Virgin Media Exclusive℠
Virgin Media Store℠
Virgin Movies℠

Absorbing
Action-Packed!
Award Winning
Awe-Inspiring!
Binge-Worthy
Blood-Curdling!
Breathtaking!

Logos are
indicated
with a ℠

7

[Optional logo]
ABC Studios
Alibi
Alibi HD
BBC
Box Sets
BT Sport
Cartoon Network
CBBC
CBeebies
Comedy Central
Curzon
Dave
Discovery
Disney Channel
Disney Junior
Disney XD
E!
Eurosport
Fox
Fox HD
GOLD
hayu
History
ITV
MTV
Nick Jr
Nat Geo
Nat Geo Wild
Netflix
Nickelodeon
Nickelodeon HD

DISCOVERY BAR PACKAGE MAKER   Reset   About

☑ Discovery Bar Tile (180 x 150 px)   ☑ Flyout Banner (527 x 120 px)

footer foreground   Sky Sports℠ ▾   Lapis ▾   Sky Sports ▾

footer background   ▾   ◯ wide ◉ square   Watch it live! ▾

~/Desktop/testImages/TV Assets/Sport/QPR vs. [Browse   ~/Desktop/testImages/TV Assets/Sport/QPR vs. Derby County.jpg   Browse

QPR v Derby   on tile ☑   Will the Rangers keep their winning streak?

Render destination ~/Desktop   Browse   Cancel   Create

1

▮ TV
■ Movies
■ Collection
▮ Kids
▮ Sport
▮ Music
▮ Adult

Note: The footer background turns
black if a footer logo is chosen, and
this drop down menu is disabled.

8

[Optional call to action]
Also in cinemas
Available to watch now
Catch Up
Record it here
Watch it live!
Watch now

Output

7   **5**   **8**

1   **2**

Discovery Bar Examples

The Fight Against ISIS — NEW EPISODE
The Jungle Book — FAMILY FUN!
Spike Channel 154 — NEW CHANNEL
sky SPORTS MIX Channel 517 — NEW CHANNEL

Ellie Goulding — TRENDING
Mission 88 — NEW MOVIE
RIP Gene Wilder — NEW COLLECTION
Series Link+ is such a clever idea, you'll wonder how you lived without it

WWII Lost Films — NEW COLLECTION
Mission 88 — NEW MOVIE
In the Night Garden — FAMILY FUN!
STAR WARS THE FORCE AWAKENS — NEW COLLECTION

Red Hot Chili Peppers — TRENDING
Florence Foster Jenkins — IN CINEMA & AT HOME
CHAMPIONS LEAGUE — TRENDING
Steve Jobs — NEW MOVIE

vevo
New Music Videos
Concerts & Original Shows
Watch now

VIRGIN MOVIES
Florence Foster Jenkins
Enjoyable, sentimental & ultimately wonderful
Watch now

BT Sport
UEFA Champions League
Watch on TV Anywhere
Watch it live!