



# A guide to creating the assets required to launch a channel across the XUMO platforms.

## **XUMO shows content on many platforms.**

The following document explains which assets need to be created to enable a channel to appear across all the platforms used by XUMO; even those not represented in this document.

All channel assets should be supplied to XUMO as layered Photoshop files. This is to allow any necessary adjustments that may be needed to accommodate the platforms that are not detailed in this document.

To make the process as easy as possible, we have created a media kit of Photoshop templates that you can use as the basis for your designs.

## **A summary of the assets to be supplied:**

- A channel brand tile for the smart TV platform.
- A duplicate brand tile with a "NEW" corner label.
- A channel brand color for the smart TV platform.
- Where necessary, an alternative brand color.
- A channel ident.
- A branded bar for the head of a channel area on the smart TV platform.
- A secondary branded bar for inside the channel area on the smart TV platform.
- A default content image for missing thumbnails.
- A logo to brand content tiles on the smart TV platform.
- A color logo set inside a 4:3 frame suitable to be placed over a light background.
- A color logo set inside a 4:3 frame suitable to be placed over a dark background.
- A white logo set inside a 20:11 frame.
- A white logo cropped to its edges.
- Channel box art.
- A brand bar for the channel area on the Roku platform.
- A channel brand tile for the Vizio SmartCast platform.
- A duplicate brand tile with a "NEW" corner label.



# XUMO for Smart TVs

## Hero Unit

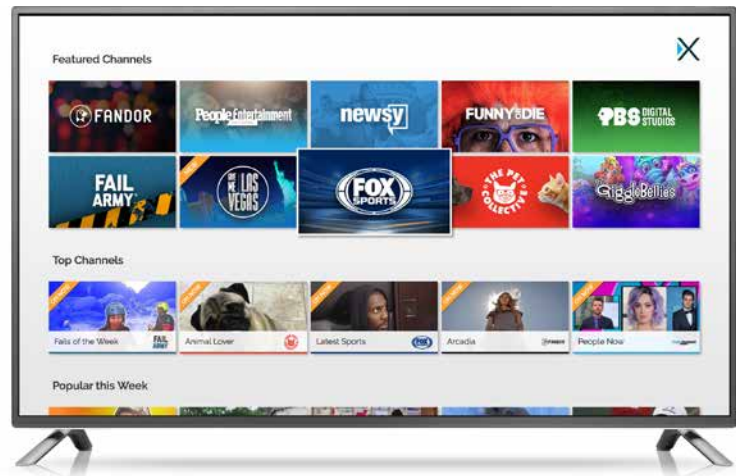
The large image that promotes channels, content or events on the service is called the 'Hero Unit'. The design guidelines for this will be dealt with in a separate document.



## Brand Tile

Each channel can be accessed by the user selecting its brand tile from amongst its neighbors.

Two versions are required: one with a "NEW" label in the corner and one without.



## Channel Ident

The XUMO platform places a channel ident between individual items of content to inform the user which channel they are watching.

## Brand Color

Each channel needs a brand color, which is used within the service. It needs to be dark enough to allow white text to be legible on top of it.



# XUMO for Smart TVs

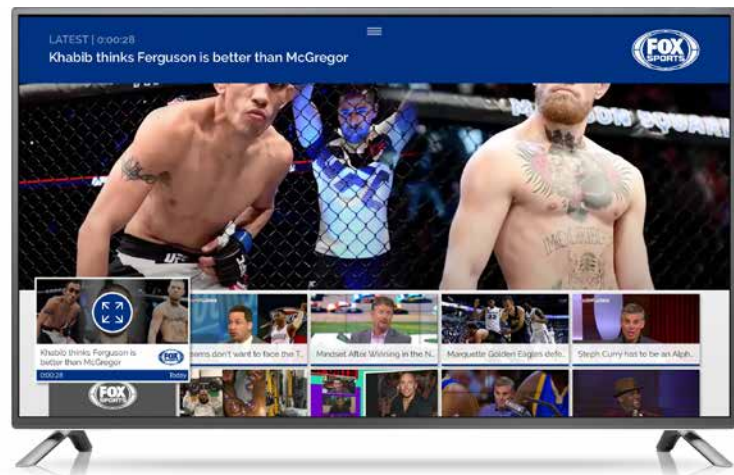
Continued

## Brand Bar (Above the Line)

Each channel has a colored and branded banner across the top of its own content library.

## Content Tile Logo

A highlighted content tile has a channel logo placed to the right of the content title.

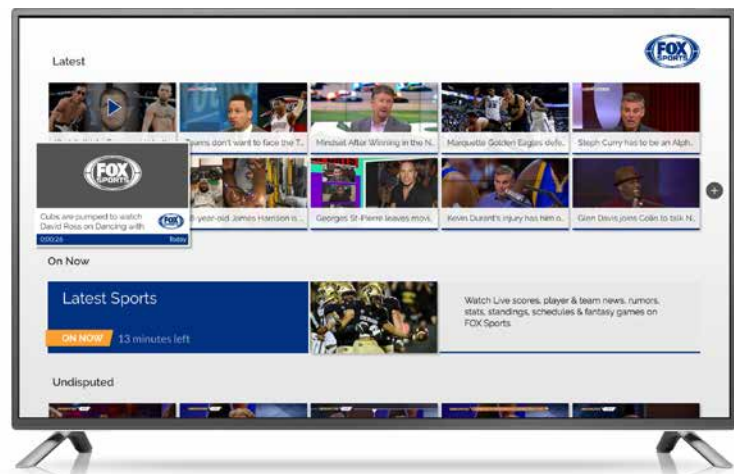


## Brand Bar (Below the Line)

As the user scrolls down to explore a channel's content the colored banner is replaced with a colored logo on a white background.

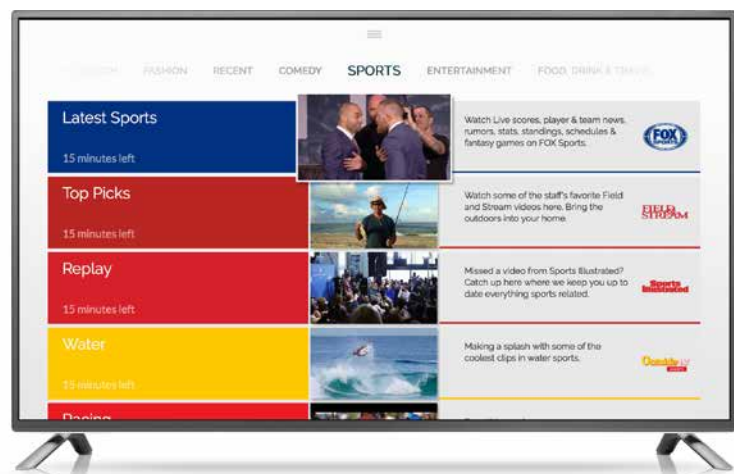
## Default Content Image

If a thumbnail is not available for an item of content, a default image is put in its place.



## Channel Logo on Light Background

The directory that shows what is playing live on each channel requires a colored logo set inside a 4:3 frame.

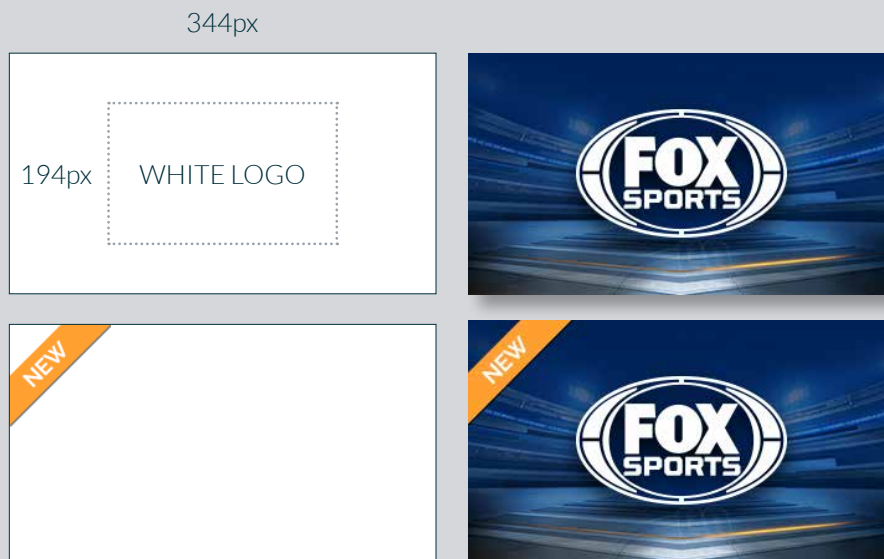


# XUMO for Smart TVs

## Asset Specifications

### Brand Tile

- 344px by 194px.
- White channel logo placed in the center of the tile.
- Two versions: one with and one without the "NEW" tag.
- See the diagram opposite for a guide to show the proportion of the tile that should be taken up by the logo.

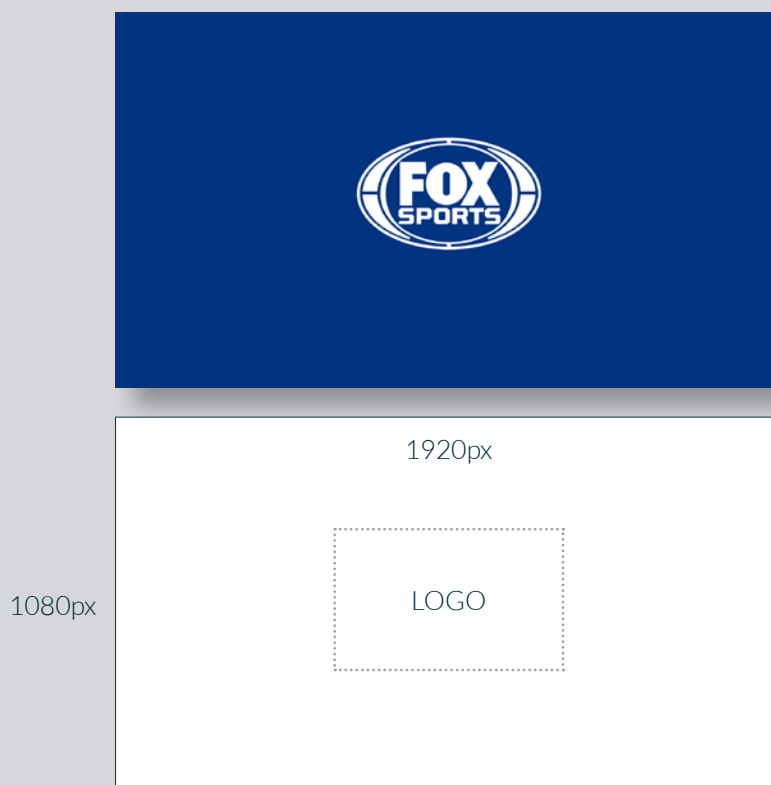


### Channel Brand Color

- This color is used through out the user interface on many platforms.
- This color needs to be dark enough to allow white text to be legible on top of it.
- Expressed as rgba(x,y,z,1).

### Channel Ident

- 1920px by 1080px.
- Channel brand color as background color.
- Logo is centered 20px above the center of the ident.
- See the diagram opposite for a guide to show the proportion of the ident that should be taken up by the logo.

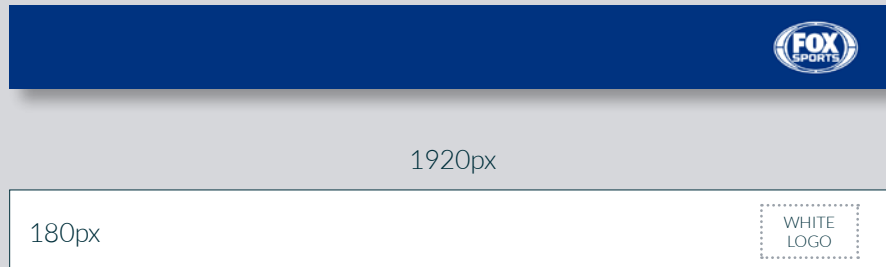


# XUMO for Smart TVs

## Asset Specifications Continued

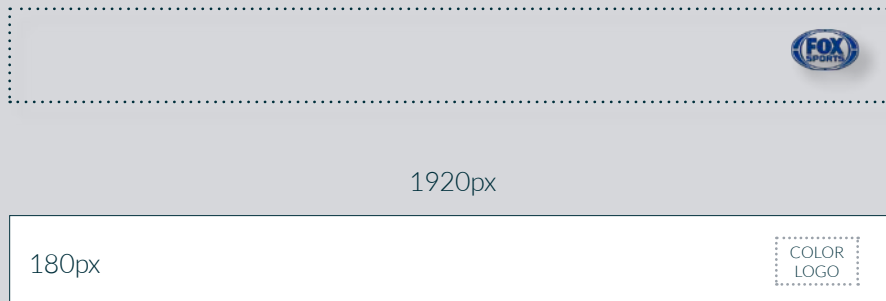
### Brand Bar, Above the Line

- 1920px by 180px.
- A white channel logo is vertically centered and 80px from the right-hand edge.
- See the diagram opposite for a proportional guide for the logo.



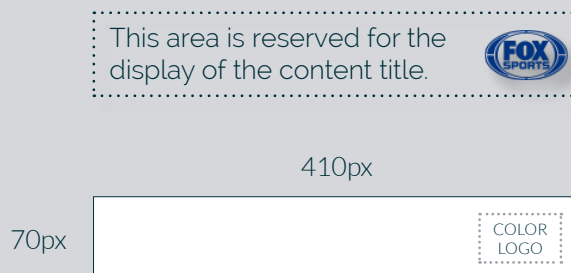
### Brand Bar, Below the Line

- 1920px by 180px.
- A colored channel logo is set 80px from the right-hand edge, at an appropriate height above the tiles to work with the title.
- See the diagram opposite for a proportional guide for the logo.
- Transparent background color.



### Content Tile Logo

- 410px by 70px.
- A colored channel logo is centered vertically on the right-hand side.
- It is horizontally centred around a point 46px from the right-hand edge.
- Transparent background color.



# XUMO for Smart TVs

## Asset Specifications Continued

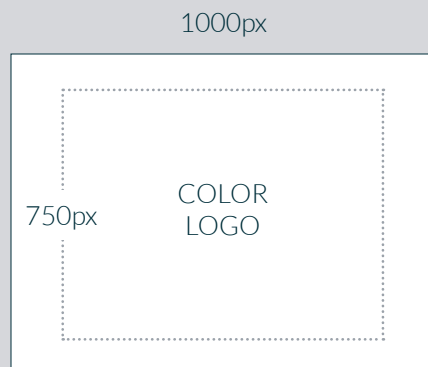
### Default Content Image

- 344px by 194px.
- A white channel logo is horizontally centered and vertically centered in the top 134px of the tile.
- Background color is rgb(84,84,84).
- See the diagram opposite for a proportional guide for the logo.



### Channel Logo on Light Background

- 1000px by 750px.
- A colored channel logo is horizontally and vertically centered.
- Transparent background color.
- See the diagram opposite for a proportional guide for the logo.





# Hisense

## Asset Specifications for Channels Powered by XUMO

### Channel Logo on Dark Background

The Hisense platform requires that channel logos are legible over a dark background. This may require adjusting the colors for a logo designed to appear over a white background.

### Hero Unit

Note that the hero unit, initially seen at the top of this document has been cropped to appear here in a 16:9 format.



### Channel Logo Specifications

- 1000px by 750px.
- A channel logo is horizontally and vertically centered.
- The logo can be colored.
- Transparent background color.
- See the diagram opposite for a proportional guide for the logo.



# Channel Plus

Powered by XUMO

## Logo Set in a 20:11 Frame

Every channel's logo appears in the channel list on the Home Screen as a white logo set inside a 20:11 frame.

Note the horizontal stripe across the screen is set to the brand color.



## Logo Cropped to its Edges

A white channel logo appears on a banner when the user changes channel.



## Channel Box Art

Each channel on the Channel Plus platform needs box art.

## Brand Color

Each channel needs a brand color. This should be the same as that specified for the smart TV platform unless it would fade into the dark grey Home Screen background (see above). In this case an additional alternative color should be set.





# Channel Plus

## Asset Specifications

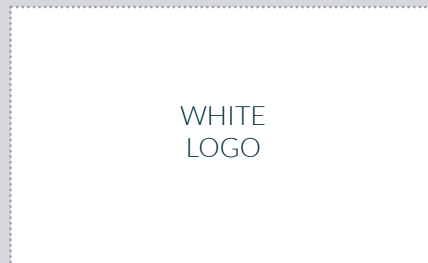
### Logo Set in a 20:11 Frame

- 1000px by 550px.
- A white channel logo is horizontally and vertically centered.
- Transparent background color.
- See the diagram opposite for a proportional guide for the logo.



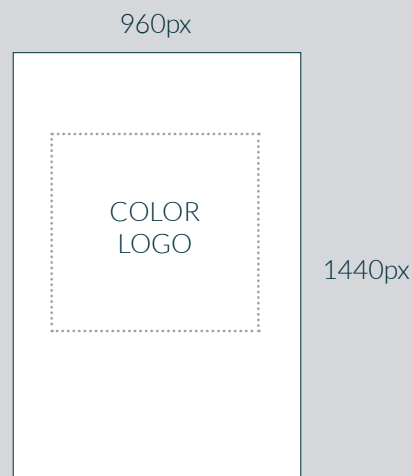
### Logo Cropped to its Edges

- 1000px on longest edge.
- Transparent background color.



### Channel Box Art

- 960px by 1440px.
- A channel logo is centered horizontally and vertically centered around a point 600px from the top edge.
- The logo can be colored.
- Brand color in background.
- See the diagram opposite for a proportional guide for the logo.

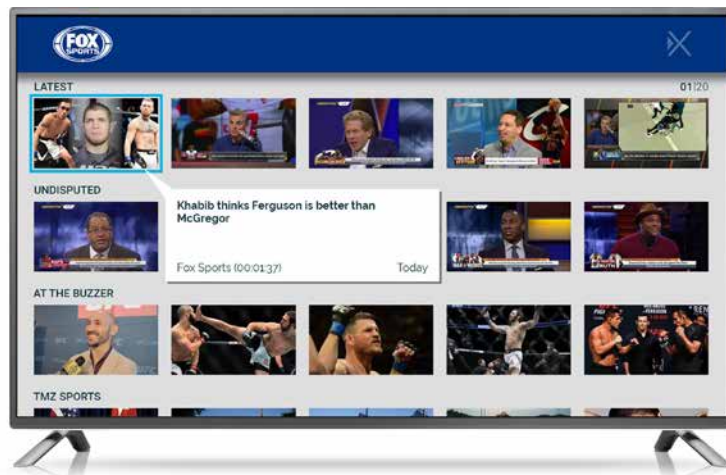


# XUMO for Roku

## Asset Specifications

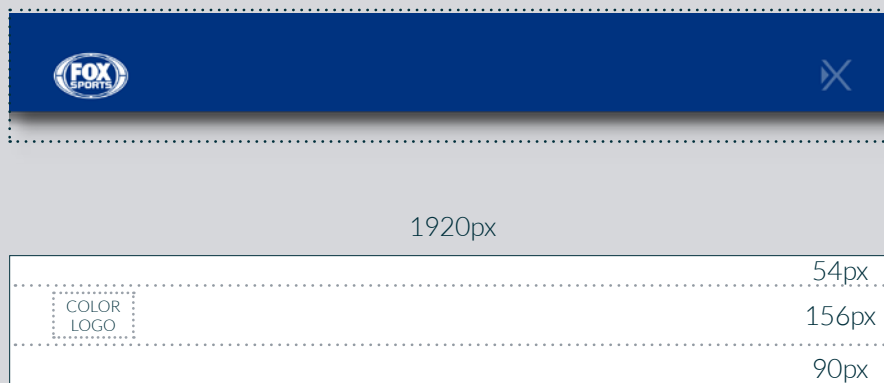
### Brand Bar

Each channel area within the app has a branded bar across the top of the screen.



### Brand Bar Specifications

- 1920px by 300px.
- Allow a safe area of 54px along the top edge.
- A channel logo is set 96px from the left-hand edge on top of the channel brand color.
- The logo can be colored.
- The channel logo is vertically centered in the 156px middle section over the brand color.
- A drop shadow is placed below the middle section over a transparent background.
- A XUMO 'X' is placed 90px from the right-hand edge.
- See the diagram opposite for a proportional guide for the logo.



# Vizio SmartCast

Asset Specifications for Channels Powered by XUMO

## Brand Tile for the Vizio SmartCast App

The Vizio SmartCast tablet app uses a square tile for each of the channels.

Two versions are required: one with a "NEW" label in the corner



## Brand Tile Specifications

- 960px by 960px.
- A white channel logo is centered in the tile.
- Two versions: one with and one without the "NEW" tag.
- See the diagram opposite for a proportional guide for the logo.

960px

