

# **NGTV DESIGN DOCUMENTATION V 2.6**

# ABOUT THIS DOCUMENT

This guide provides the most important design and interaction principles exclusively for NGTV. It documents the structure of planning, layouts, modules and elements to ensure consistency across the product.

Aim of this (emerging) documentation is to collect stylistic definitions during this project and give guidance and advice for further development.

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01 Design Basics

02 Layout

# 01 DESIGN BASICS

Design Basics define the core elements and principles. They provide a clear communication of subtle brand recognition to ensure consistent use across the product.

# 01 DESIGN BASICS

## SCREEN SIZES

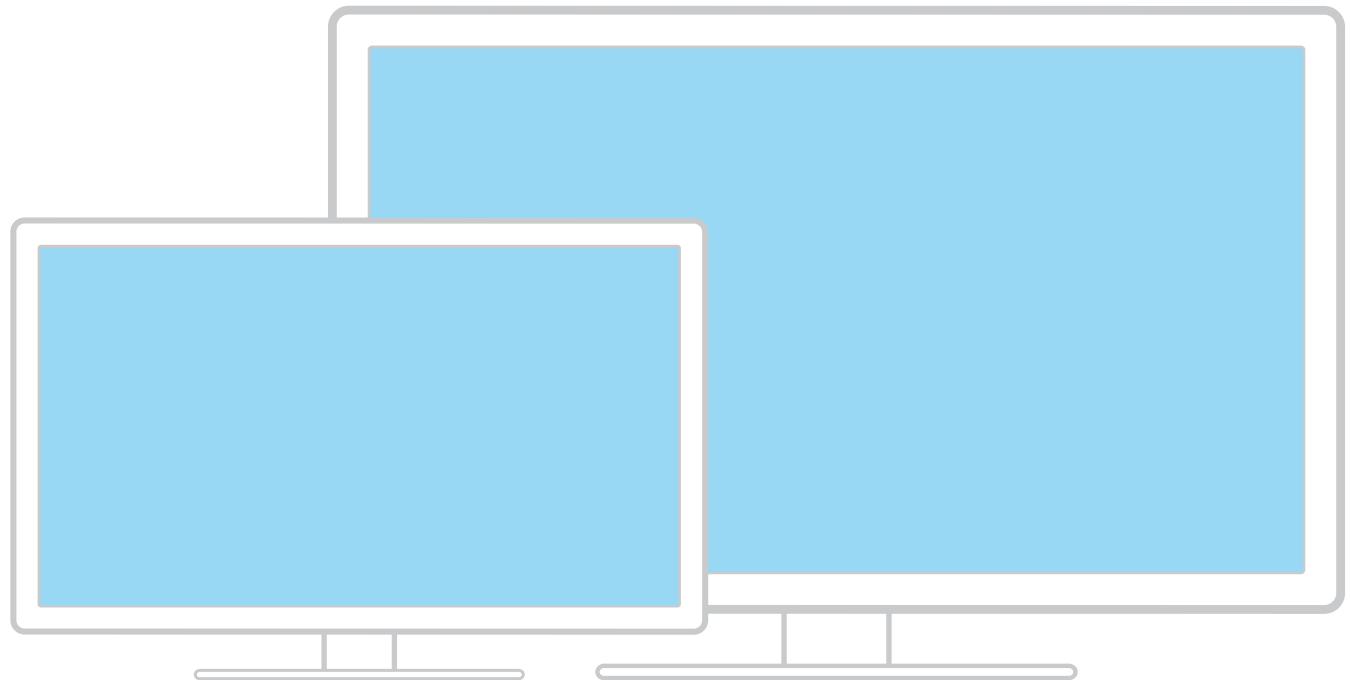
### DESCRIPTION

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The study from 23.12.2014 “The overall Usage of TV Screens in Europe” says that 83 % of the people are using Full HD screens. However, we are designing for both Full and Standard HD.

<u>1280 x 720 px</u>	<u>HD, 16:9</u>
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<u>1920 x 1080 px</u>	<u>Full HD, 16:9</u>
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# 01 DESIGN BASICS

## SCREEN SIZES

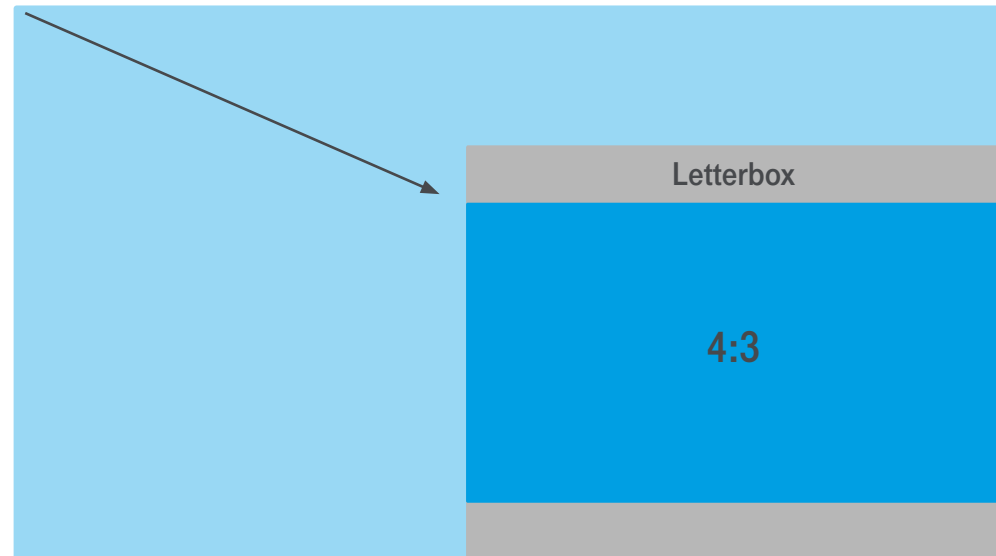
### DESCRIPTION

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All layouts are based on a resolution of 1280 x 720 px, HD. Other resolutions are achieved by percentage scaling and using letterbox if necessary. To develop other ratios and sizes all layouts and elements are scaled by the following factors.

1280 x 720 px	HD, 16:9
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1920 x 1080 px	Full HD, 16:9
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# 01 DESIGN BASICS

## COLOURS

### DESCRIPTION

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Colors are a key factor to identify the products of Deutsche Telekom. The chapter colors defines their application. It further enlarges the color spectrum to enhance usability and to support specific usage scenarios across all products.

\* Due to the fact that the STB (limited RGB Colorspace) renders the colors different to Full RGB definition (Hifis), DT and Huawei decided on 24.09.2015 to change the Full RGB color definitions. The new Values (in blue) are valid.

\*\* Pure Black is only to be used for gradients and background transparencies.

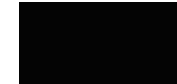
### PRIMARY



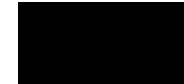
new Safe White\*  
#FCFCFC



Magenta  
#E20074



new Safe Black\*  
#040404



Pure Black\*\*  
#000000

### SECONDARY



new Grey 1\*  
#969696



Grey 2  
#7c7c7c



new Grey 3\*  
#474747



Grey 4\*  
#303030

### FUNCTIONAL



#52baf2



#fdca00



#6bb323



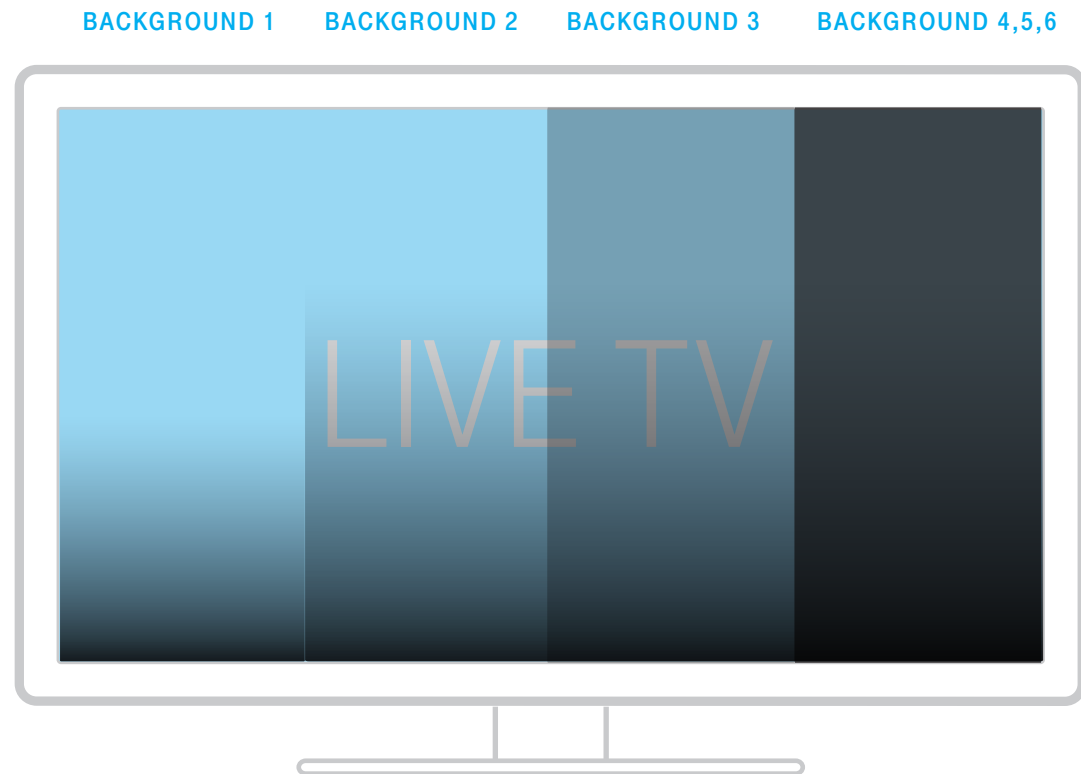
#d90000

# 01 DESIGN BASICS

## BACKGROUND TRANSPARENCIES

### DESCRIPTION

The transition from lean back to lean forward mode, marked by consumption of information rather than just TV content, is marked by a progressive darkening of the moving image in the background. This is in following with the afore mentioned principal of focus, establishing a clear difference between background and foreground.





# 01 DESIGN BASICS

## BACKGROUND TRANSPARENCIES

### DESCRIPTION

The transition from lean back to lean forward mode, marked by consumption of information rather than just TV content, is marked by a progressive darkening of the moving image in the background. This is in following with the afore mentioned principal of focus, establishing a clear difference between background and foreground.

\* The new Values (in blue) are a commitment out of a worksession where we tweaked the Transparencies for Backgrounds and Focus on different TV sets. (Worksession between DT and HW 24.09.2015 - 29.09.2015)

### BACKGROUND VARIATIONS

#### BACKGROUND 1

Gradient, covering 1/3 rd height of the screen

Bottom to Top, 50 %

#000000, 100 % Opacity to #000000, 0 % Opacity

#### BACKGROUND 2

Gradient, covering 2/3 rd height of the screen

Bottom to Top, 50 %

#000000, 100 % Opacity to #000000, 0 % Opacity

#### BACKGROUND 3\*

Solid Layer

#000000, 55 %

#### BACKGROUND 5\*

Solid Layer

#000000, 90 %

#### BACKGROUND 4\*

Solid Layer

#000000, 75 %

#### BACKGROUND 6\*

Solid Layer

#000000, 95 %

#### FOCUS\*

Solid Layer

#FCFCFC, 30 %

## 02 LAYOUT

Design Basics define the core elements and principles. They provide a clear communication of subtle brand recognition to ensure consistent use across the product.

## 02 LAYOUT

### BUILDING UNIT

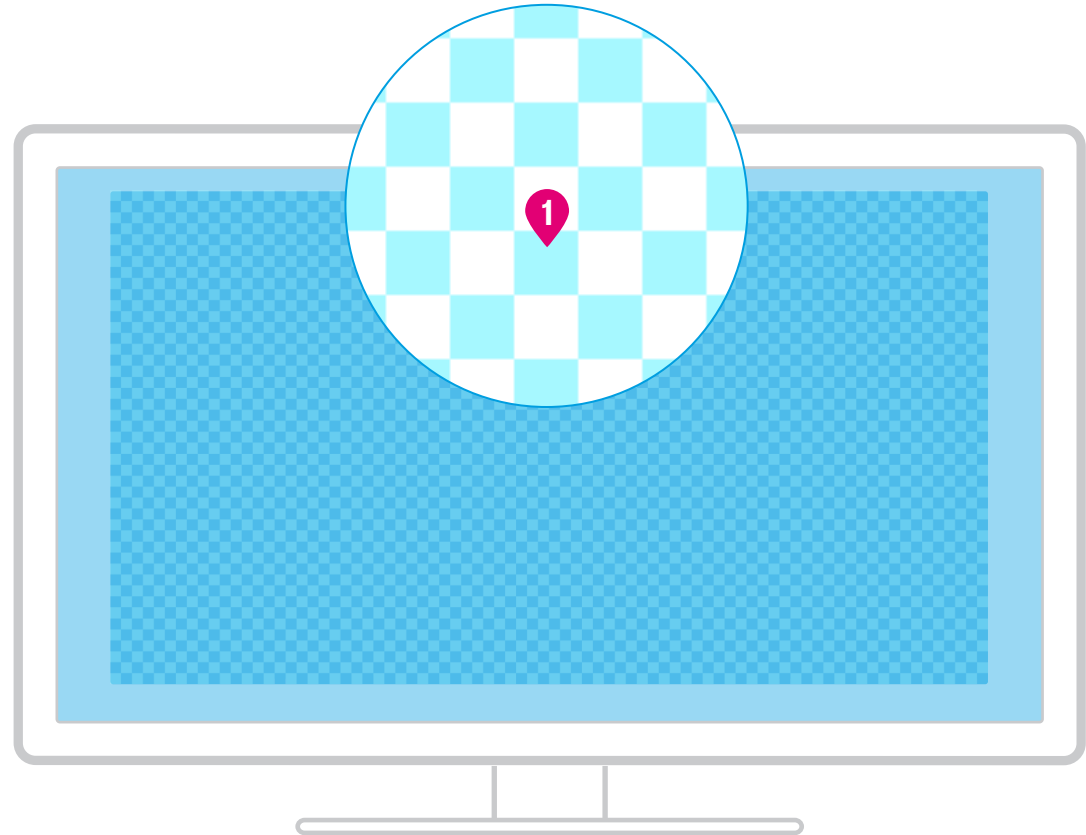
#### DESCRIPTION

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The Building Unit has to be applied to all fundamental visual elements and definitions. The size of the NGTV Building Unit has been based on the overall Deutsche Telekom Screen Guide.

HD 1280 x 720 px      1 BU = 16 px

Full HD 1920 x 1080 px      1 BU = 24 px



## 02 LAYOUT

### CONTENT SIZE

#### DESCRIPTION

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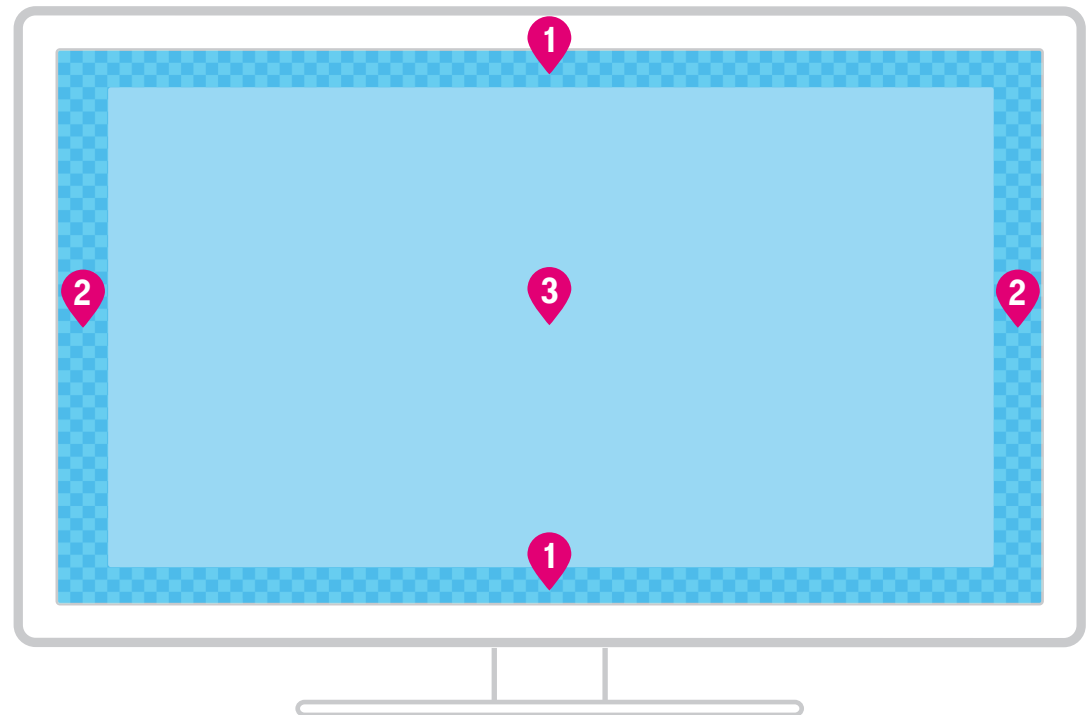
In order to build a reliable Grid, we need to adapt the calculated safe area onto our Building Unit system.

#### HD

- 1) Safe area top, bottom  
40 px
- 2) Safe area left, right  
72 px
- 3) Content size  
1136 x 640

#### FULL HD

- 1) Safe area top, bottom  
60 px
- 2) Safe area left, right  
108 px
- 3) Content size  
1704 x 960



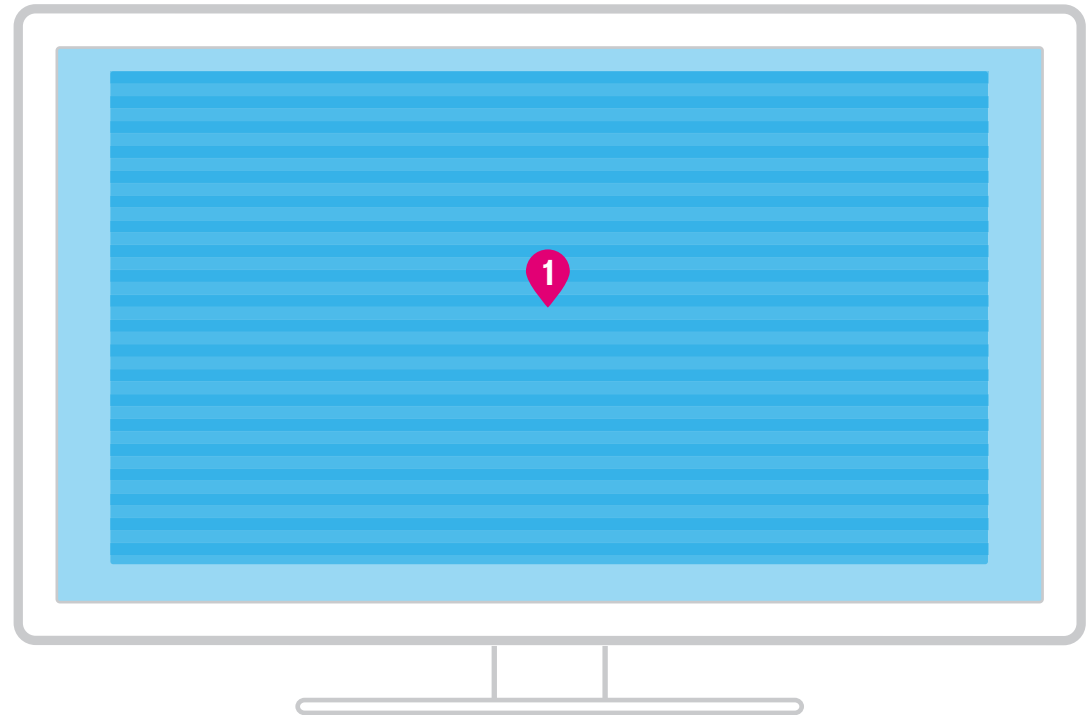
## 02 LAYOUT

### BASELINE GRID

#### DESCRIPTION

The baseline grid is based on the Basic Unit system as well.

- 1) Baseline grid  
1 BU



## 02 LAYOUT

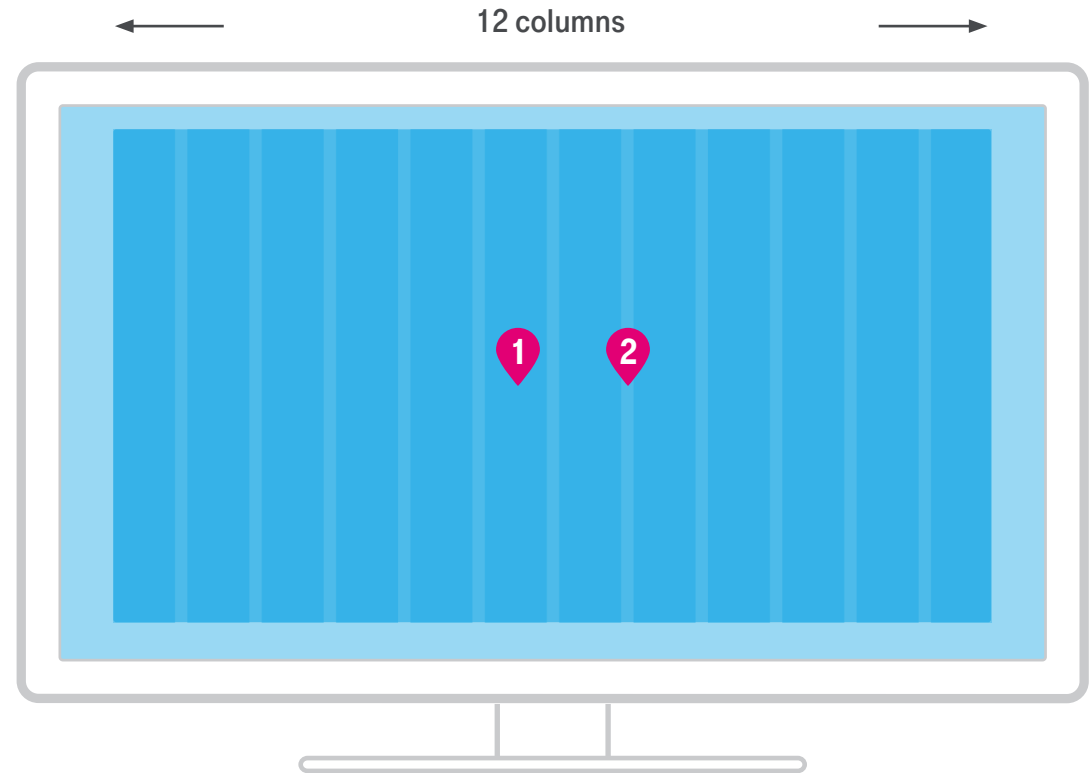
### COLUMN GRID

#### DESCRIPTION

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In order to build a valid Grid, we need to adapt the calculated safe area onto our Building Unit system. As defined in the overall Styleguide, we are using a 12 columns grid.

- 1) Column width  
5 BU
- 2) Gutter width  
1 BU



# TYPOGRAPHIE

## TELEGROTESK HD

### H1 - Big Content Title / Main Menu

Nor 32px K: 25 L: 32px

TV-Programm

### H2 - Small Content Title

Nor 28px K: 50 L: 32px

Tom Cruise

### H3 - Page Title

Headline 24px K: 75 L: 32px

SUCHE

### H4 - Content Subhead

Hal 20px K: 100 L: 22px

INHALT

### H5 - Teaser Big

Headline Ultra 40px K: 25 L: 40px

**SPIELFILME**

### H6 - Teaser Small

Headline Ultra 26px K:50 L:28px

**SPIELFILME**

### H7 - Teaser Hints

Headline Ultra 20px K:50 L:22px

**SPIELFILME**

### H8 - Article Title / System Feedback

Nor 40px K: 25 L: 32px

TV-Programm

### H9 - Teaser Price

Fett 28px K:50 L:30px

**19,95 €**

### H10 - System Feedback

Nor 36px K: 50 L: 32px

0001

### H11 - Teaser Metadata

Headline Reg 20px K: 100 L: 64px

SERIE

### H12 - Number Catalogue

Headline Reg 56px K: 100 L: 64px

123.

# TYPOGRAPHIE

## TELEGROTESK HD

### B1 - Big Body Copy

Nor 24px K: 75 L: 32px

Der Superschurke Gru  
lebt inmitten einer  
wunderschönen Vorstadt.

### B2 - Small Body Copy

Nor 20px K: 100 L: 28px

Der Superschurke Gru lebt  
inmitten einer wunderschönen  
Vorstadtidylle. Seine Lieb...

### M1 - Metadata Subhead

Hal 20px K: 100 L: 22px

Genre/ GENRE

### M2 - Metadata

Reg 20px K: 100 L: 22px

Genre / GENRE

### M3 - Metadata Price

Fett 20px K: 100 L: 22px

**9,99 €**

### L1 - Labels / Hints

Hal 18px K: 100 L: 20

OPT

RTL NOW



# TYPOGRAPHIE

## TELEGROTESK FULL HD

### H1 - Big Content Title / Main Menu

Nor 48px K: 25 L: 48px

TV-Programm

### H2 - Small Content Title

Nor 42px K: 50 L: 46px

Tom Cruise

### H3 - Page Title

Headline 36px K: 75 L: 48px

SUCHE

### H4 - Content Subhead

Hal 30px K: 100 L: 32px

INHALT

### H5 - Teaser Big

Headline Ultra 60px K: 75 L: 60px

SPIELFILME

### H6 - Teaser Small

Headline Ultra 38px K:50 L:40px

SPIELFILME

### H7 - Teaser Hints

Headline Ultra 30px K:75 L:32px

SPIELFILME

### H8 - Article Title / System Feedback

Nor 60px K: 50 L: 48px

TV-Programm

# TYPOGRAPHIE

## TELEGROTESK FULL HD

### H9 - Teaser Price

Fett 42px K:75 L:44px

19,95 €

### H10 - System Feedback

Nor 54px K: 50 L: 46px

0001

### H11 - Teaser Metadata

Headline Reg 30 px K: 100 L: 96 px

SERIE

### H12 - Number Catalogue

Headline Reg 84px K: 100 L: 96px

123.

### B1 - Big Body Copy

Nor 36px K: 75 L :48px

Der Superschurke Gru  
lebt inmitten einer  
wunder-schönen Vorstadt.

### B2 - Small Body Copy

Nor 30px K: 100 L: 42px

Der Superschurke Gru lebt  
inmitten einer wunder-  
schönen Vorstadt.

# TYPOGRAPHIE

## TELEGROTESK FULL HD

### M1 - Metadata Subhead

Hal 30px K: 100 L: 32px

INHALT

### M2 - Metadata

Nor 30px K: 100 L: 32px

Genre / GENRE

### M3 - Metadata Preis

Fett 30px K: 100 L: 32px

9,99 €

### L1 - Labels / Hints

Hal 26px K: 120 L:28

