

NGTV DESIGN DOCUMENTATION V 1.9

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

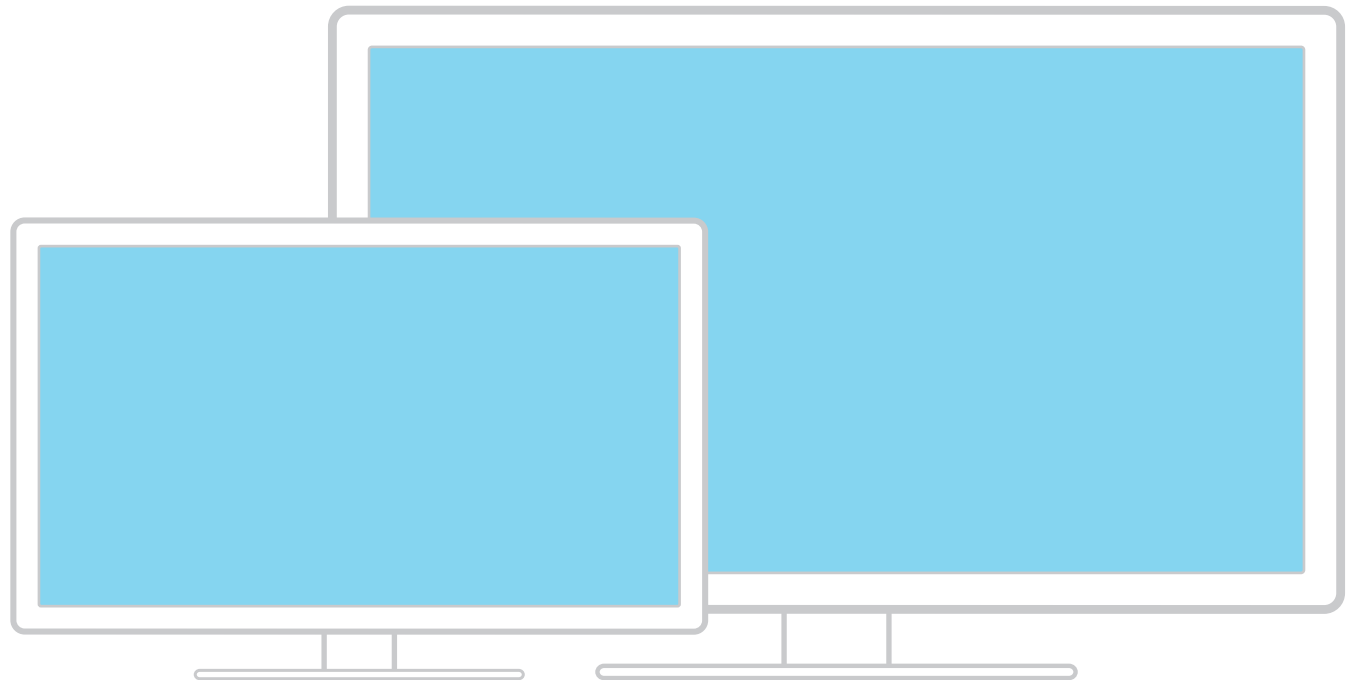
SCREEN SIZES

DESCRIPTION

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

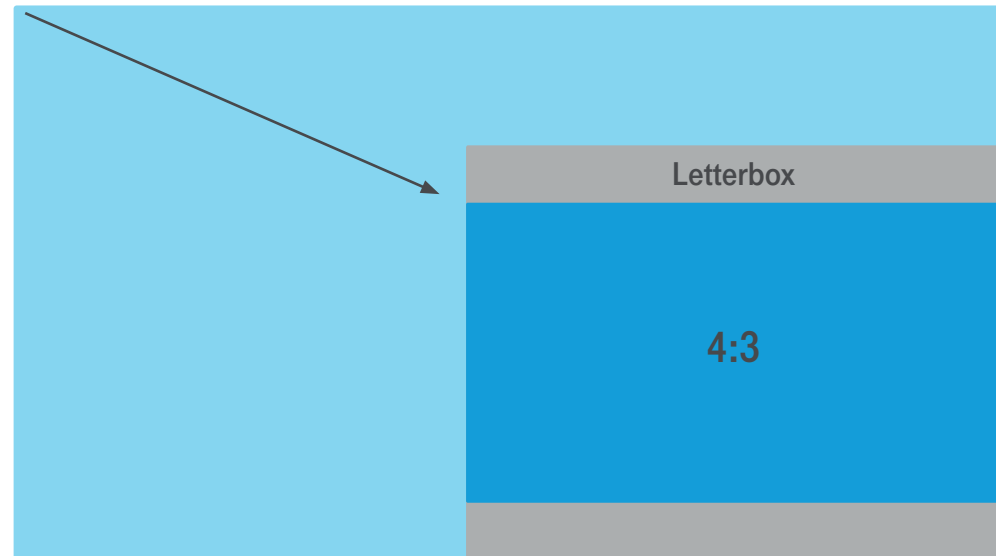
SCREEN SIZES

DESCRIPTION

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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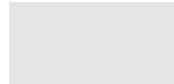
01 DESIGN BASICS

COLOURS

DESCRIPTION

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.

PRIMARY



SafeWhite
#EBEBEB



Magenta
#E20074



Safe Black
#101010

SECONDARY



Grey 1
#8f8f8f



Grey 2
#7c7c7c



Grey 3
#4b4b4b

FUNCTIONAL



#52baf2



#fdca00



#6bb323



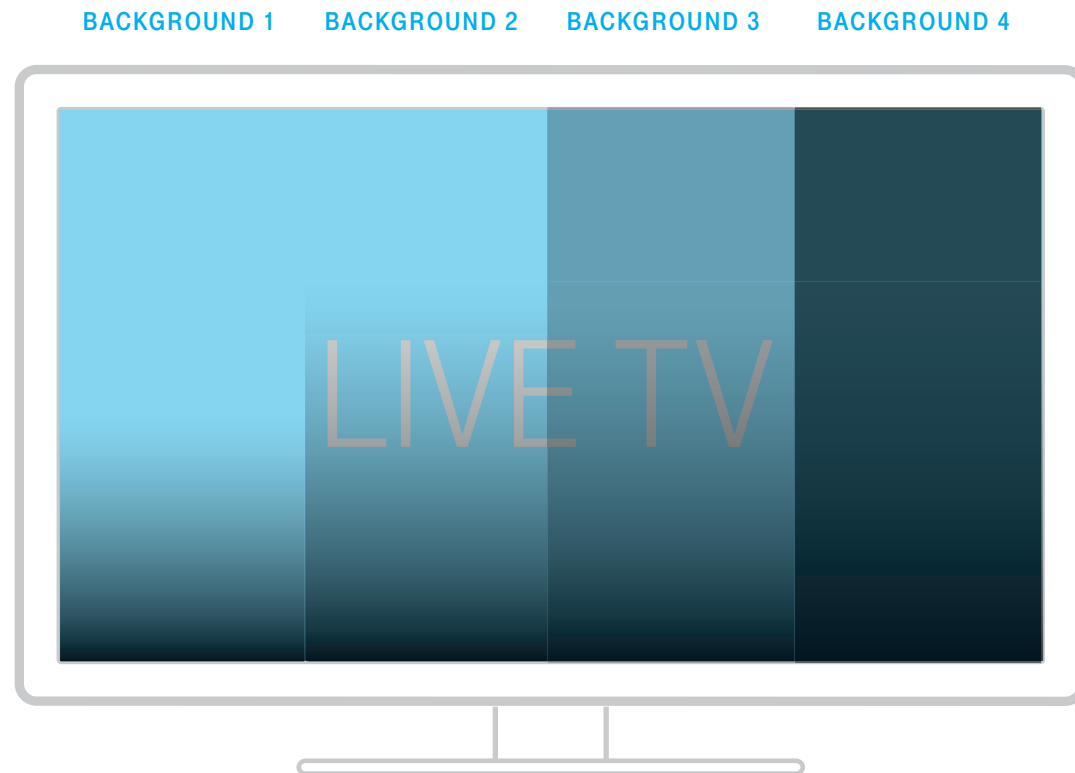
#d90000

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.

BACKGROUND VARIATIONS

BACKGROUND 1

Gradient, covering 1/3 rd height of the screen

Bottom to Top, 50 %

#101010, 100 % Opacity to #101010, 0 % Opacity

BACKGROUND 2

Gradient, covering 2/3 rd height of the screen

Bottom to Top, 50 %

#101010, 100 % Opacity to #101010, 0 % Opacity

BACKGROUND 3

Solid Layer

#101010, 55 %

BACKGROUND 4

Solid Layer

#101010, 85 %

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

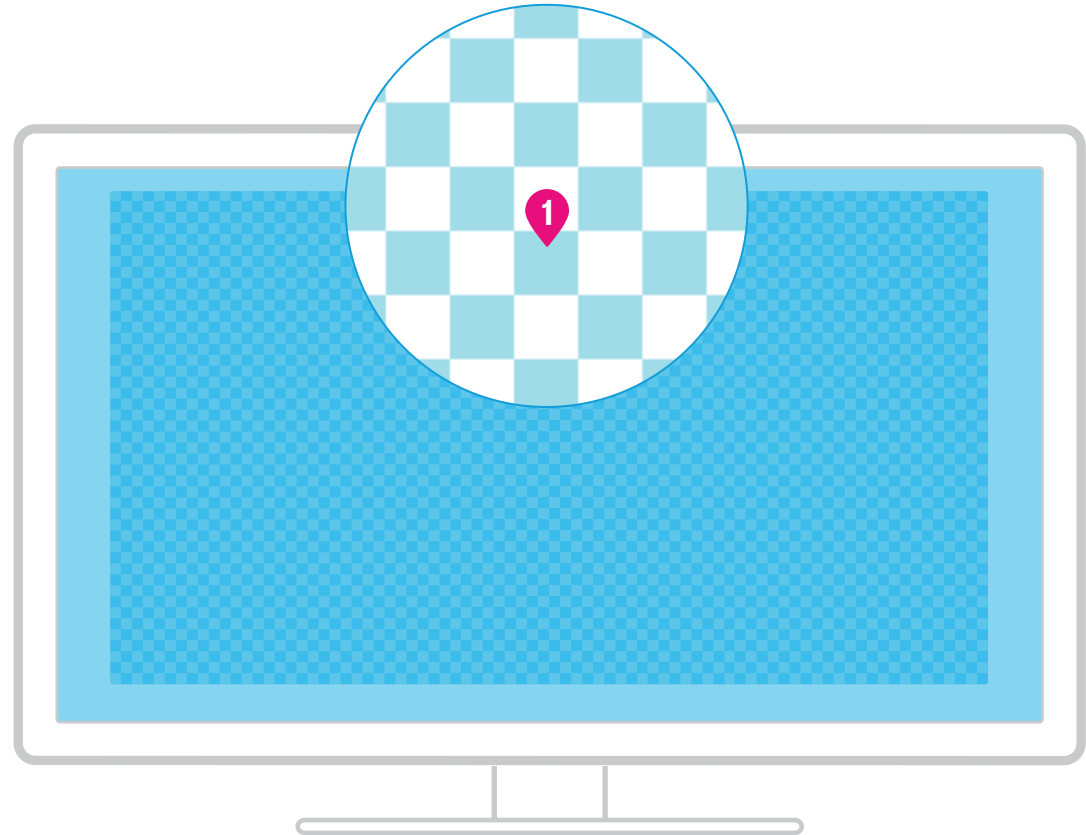
BUILDING UNIT

DESCRIPTION

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

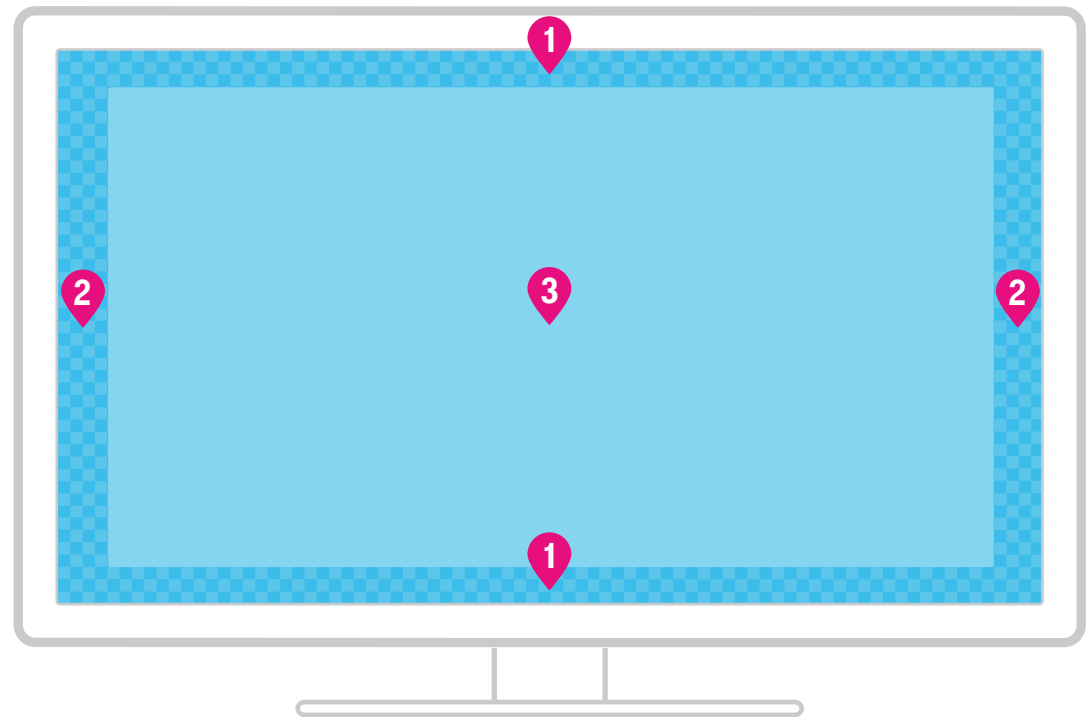
In order to build a reliable Grid, we need to adapt the calculated safe area onto our Building Unit system.

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



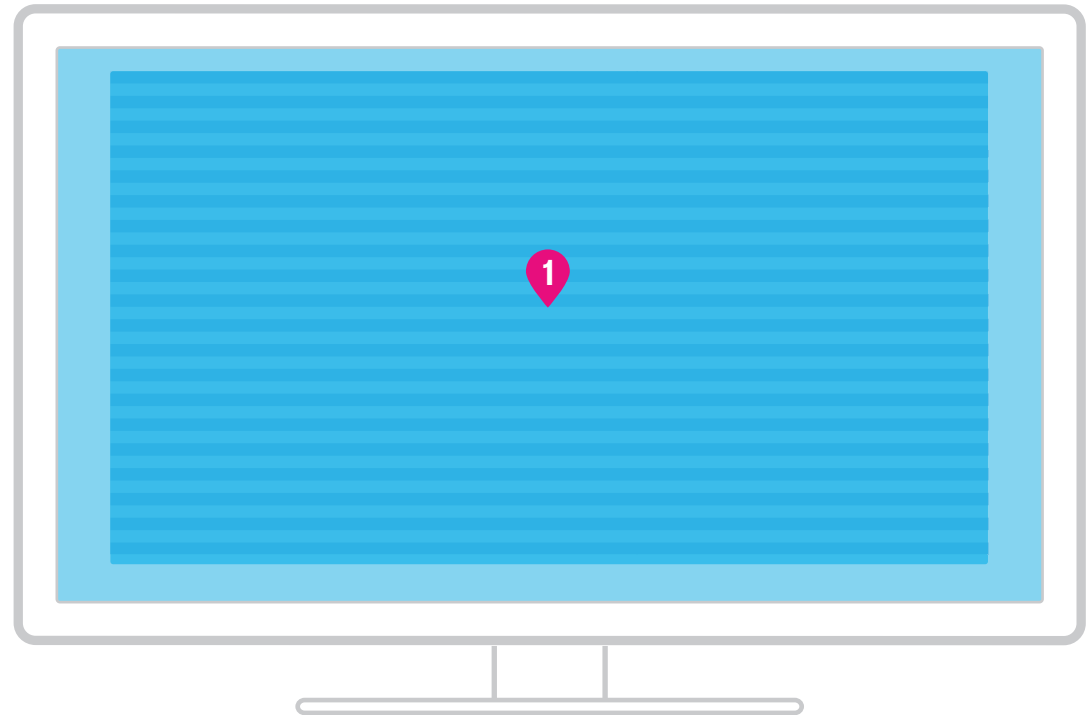
02 LAYOUT

BASELINE GRID

DESCRIPTION

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

- 1) Baseline grid
1 BU



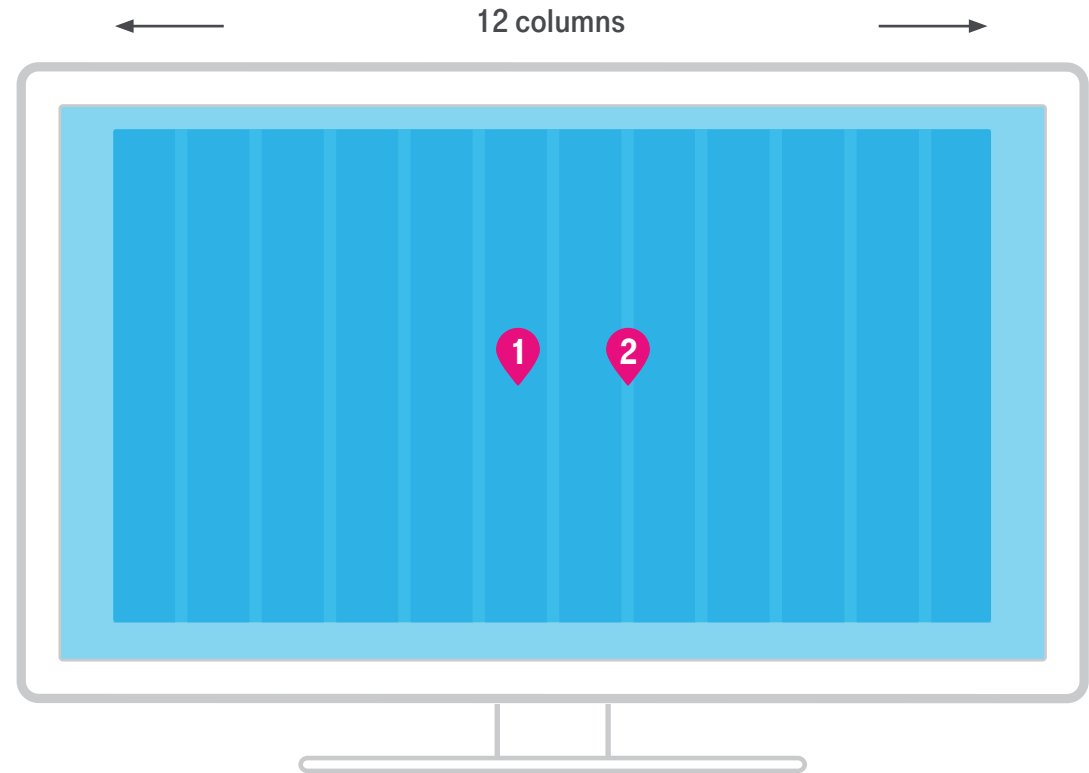
02 LAYOUT

COLUMN GRID

DESCRIPTION

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 €

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 €

B1 - Big Body Copy

Nor 36px K: 75 L :48px

Der Superschurke Gru
lebt inmitten einer
wunder-schönen Vorstadt.

B2 - Small Body Copy

Nor 28px K: 100 L: 40px

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

OPT

RTL NOW