

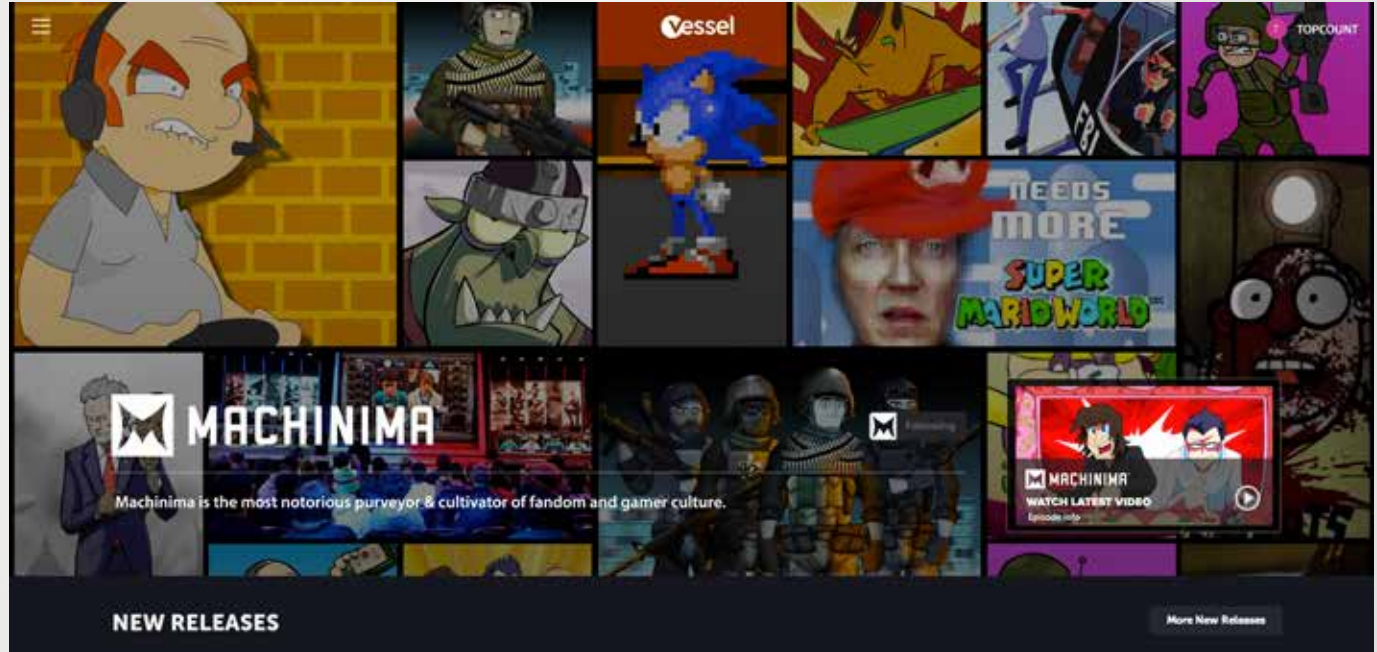
vessel

CHANNEL STYLE GUIDE



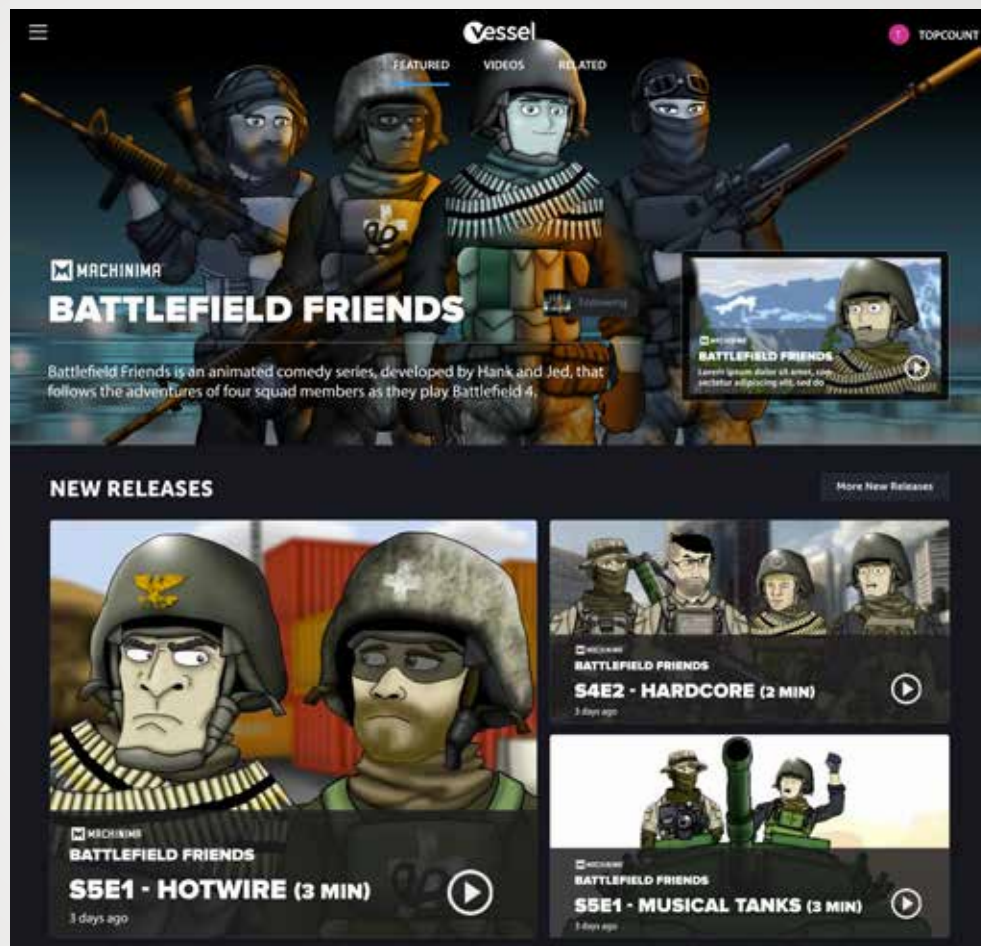
COVER ART

- 4000px X 2500px
- Use actual screen shots.
- Display characters, action & provocation.
- No logos
- Avoid words of any kind
- Images must have backgrounds (no transparency)



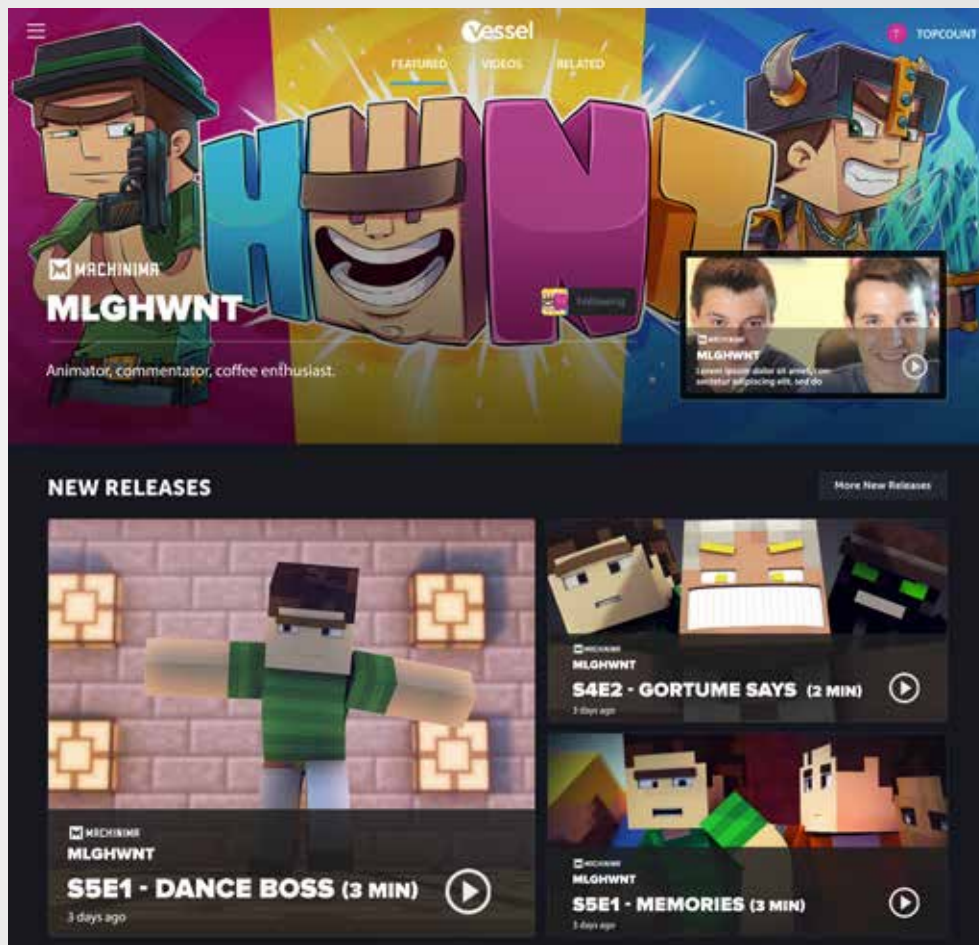
SHOW PAGE

- Show Cover Image: 4000px X 2500px
- Use actual screen shots.
- Display characters, action & provocation.
- No logos
- Avoid words of any kind
- Images must have backgrounds (no transparency)



TALENT PAGE

- Show Cover Image: 4000px X 2500px
- Use actual screen shots.
- Display characters, action & provocation.
- No logos
- Avoid words of any kind
- Images must have backgrounds (no transparency)



THUMBNAIL

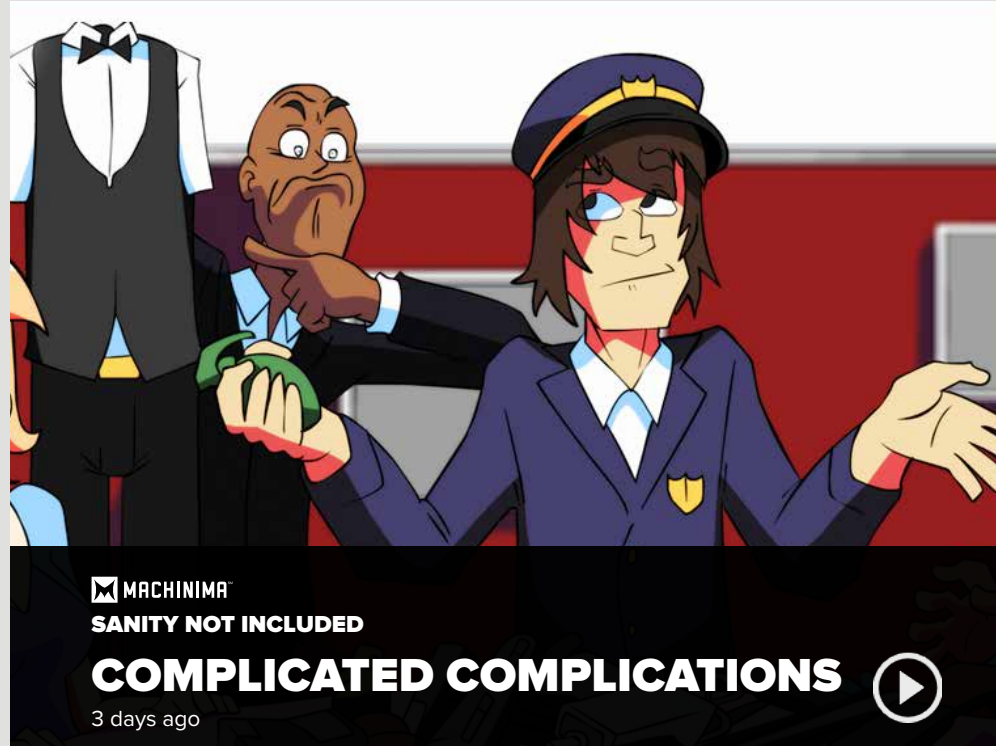
- 1024px X 768px
- Some devices/screen sizes will crop the photo – makes sure **live area** contains content you want
- Use actual screen shots.
- Display characters, action & provocation.
- No logos
- Avoid words of any kind
- Images must have backgrounds (no transparency)



**LIVE
AREA**

THUMBNAIL (CONT'D)

- Machinima bug above Headline (40% Opacity)
- Black background behind meta data (95% Opacity)
- All text to be Proxima Nova (if possible)
- Headline all-caps, Proxima Nova Black
- All thumbnails must strictly follow this style (no deviations)



THUMBNAIL (CONT'D)



Bad Images

- No Logos
- Avoid words of any kind.
- Mind cropping



Good Images

- Energetic, colorful
- Tells a story

AVATAR

- 600px X 600px
- Will mainly displayed on Vessel at a very small size

