

hi

CONTENT

StyleGuide

Vocabulary

1.

Article

Each unique piece of content

2.

Cover Page

The first page of the article which is a short animated video, a GIF or a static image

3.

Layouts

The visual presentation of the content within the article

“ DON'T BE AFRAID OF LOOKING GOOD.
BE AFRAID OF NOT ”

AYOUTS

We will be supporting 3 layouts at launch.



Cover page only

HOW NIKE BRILLIANTLY RUINED OLYMPIC MARKETING FOREVER

August 10, 2016, 10:19 AM EDT



Unless you happen to be a company like GE, Coca-Cola or McDonald's—a brand that can afford the reported \$100 million to \$200 million it costs to be an official Olympic sponsor—you'd better not mention the Rio games in your marketing.

READ

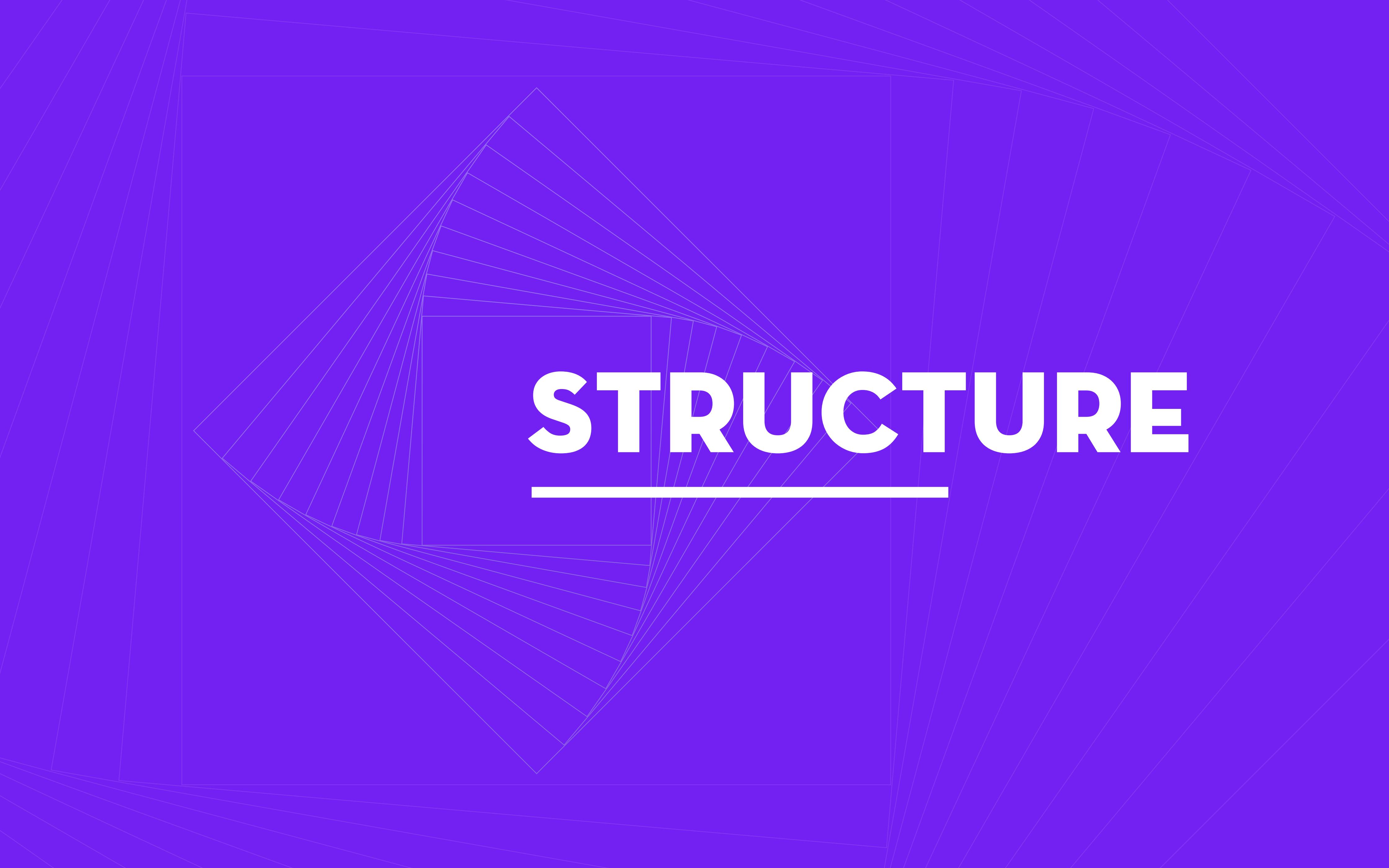
Cover page + HTML



0:01 / 2:32

READ

Cover page + Video



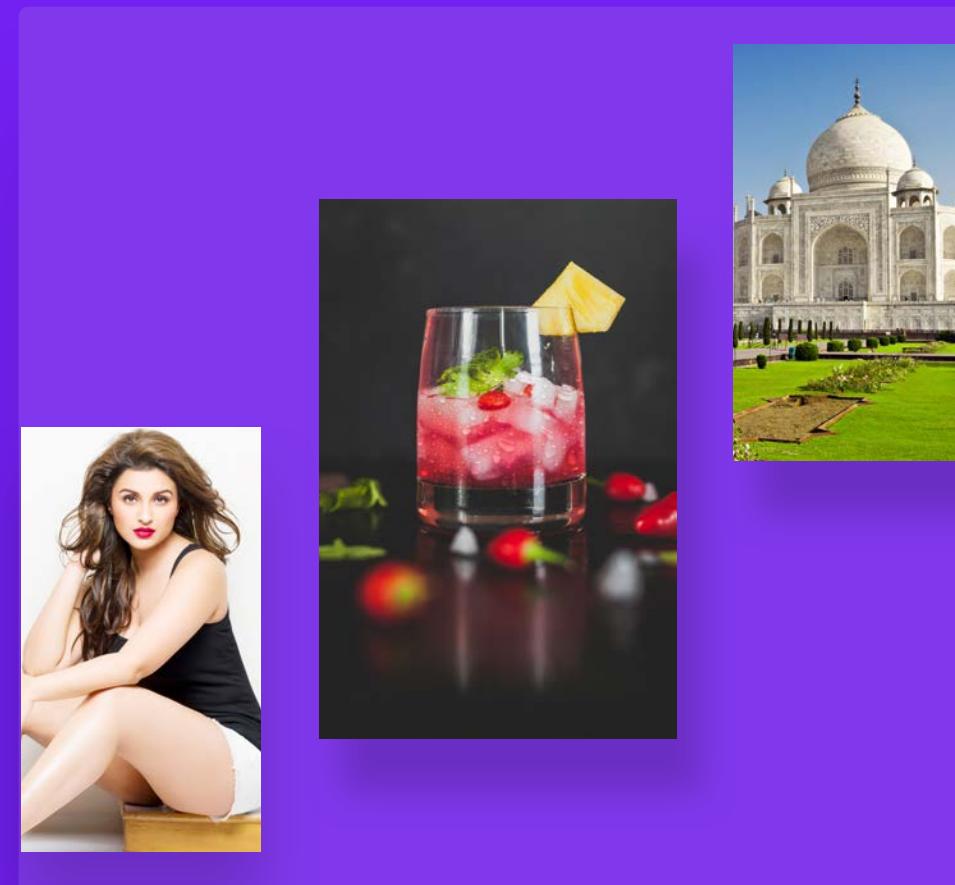
STRUCTURE

WHY STRUCTURE ?

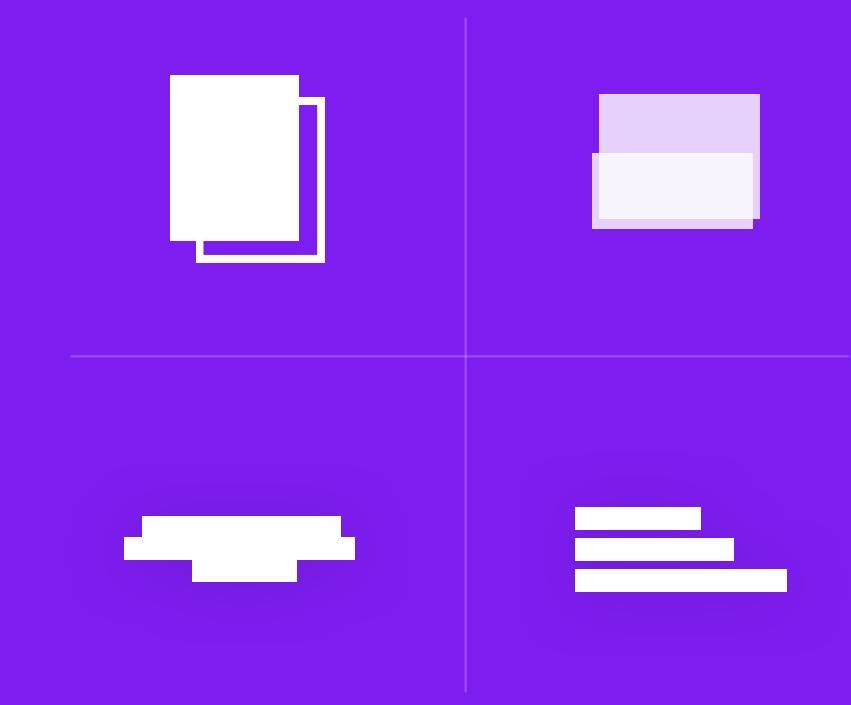
Structure encourages consistency by repeating visual elements, structural grids, and spacing across platforms and screen sizes. Having fixed set of components simplifies the process of creating scalable content much faster. Most importantly it makes the user feel at home when they consume the content.

Every cover page of the article is made out of 3 sets of visual elements.

BACKGROUND



ELEMENTS



FONTS

Google FONTS

Bold, graphic, and intentional imagery helps to engage the user.

These are some of the elements you can play with in the layouts

Always use licensed fonts or the fonts you are using in your brand. (We prefer using the Google fonts to make better combinations.)

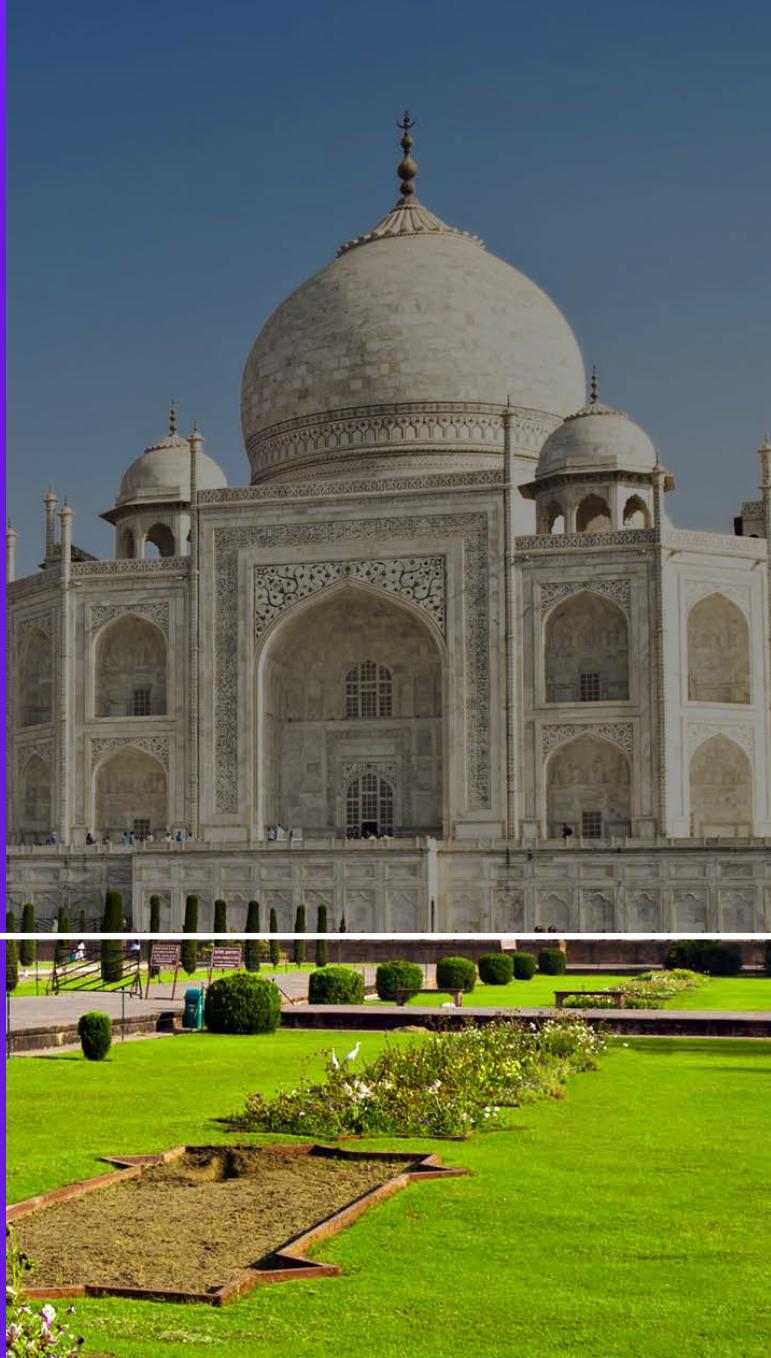
1. Bold, graphic, and intentional imagery helps to engage the user.
2. Always use high resolution images or videos (Full HD or better) in cover pages so that they don't get blurred on high resolution screens.



Always give importance to imagery in the cover page. Follow the 70-30 rule in your creatives.

Example 1

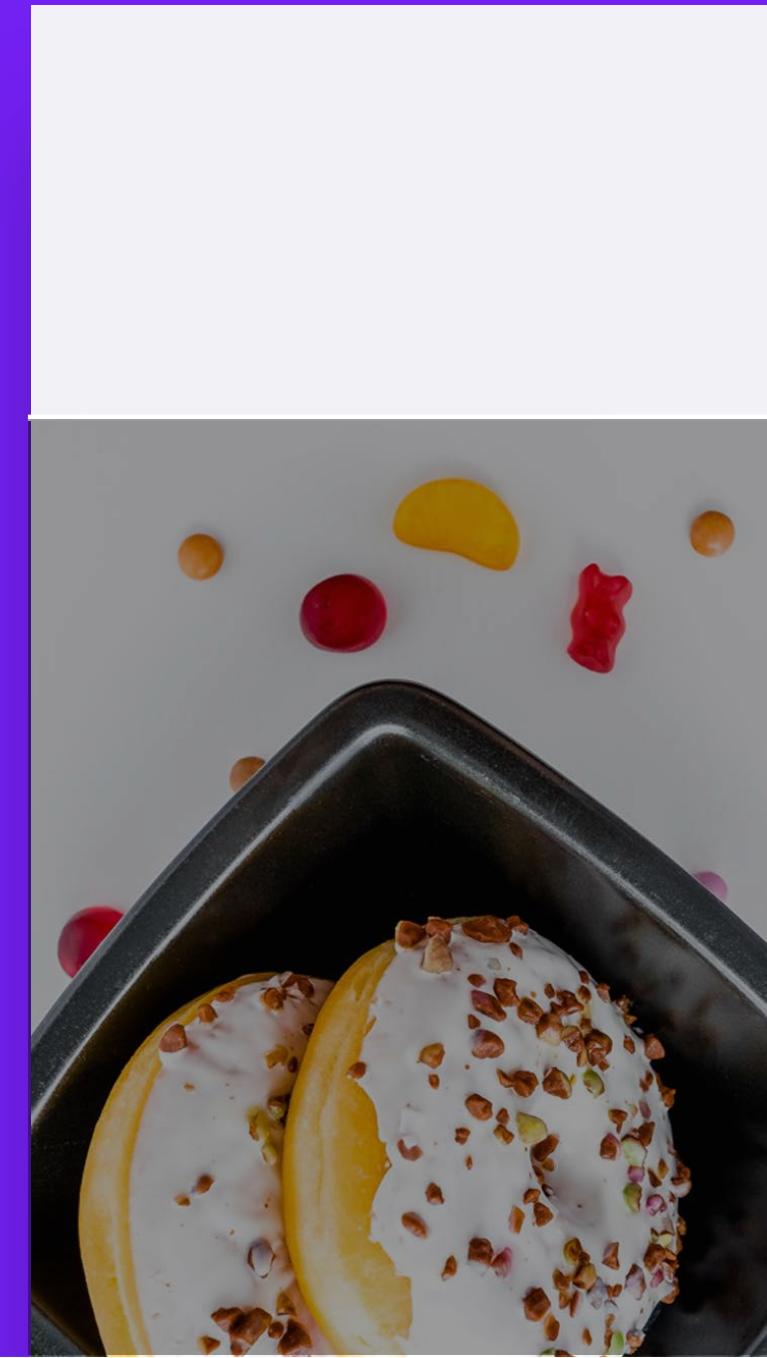
70%
Imagery



30%
Text

Example 2

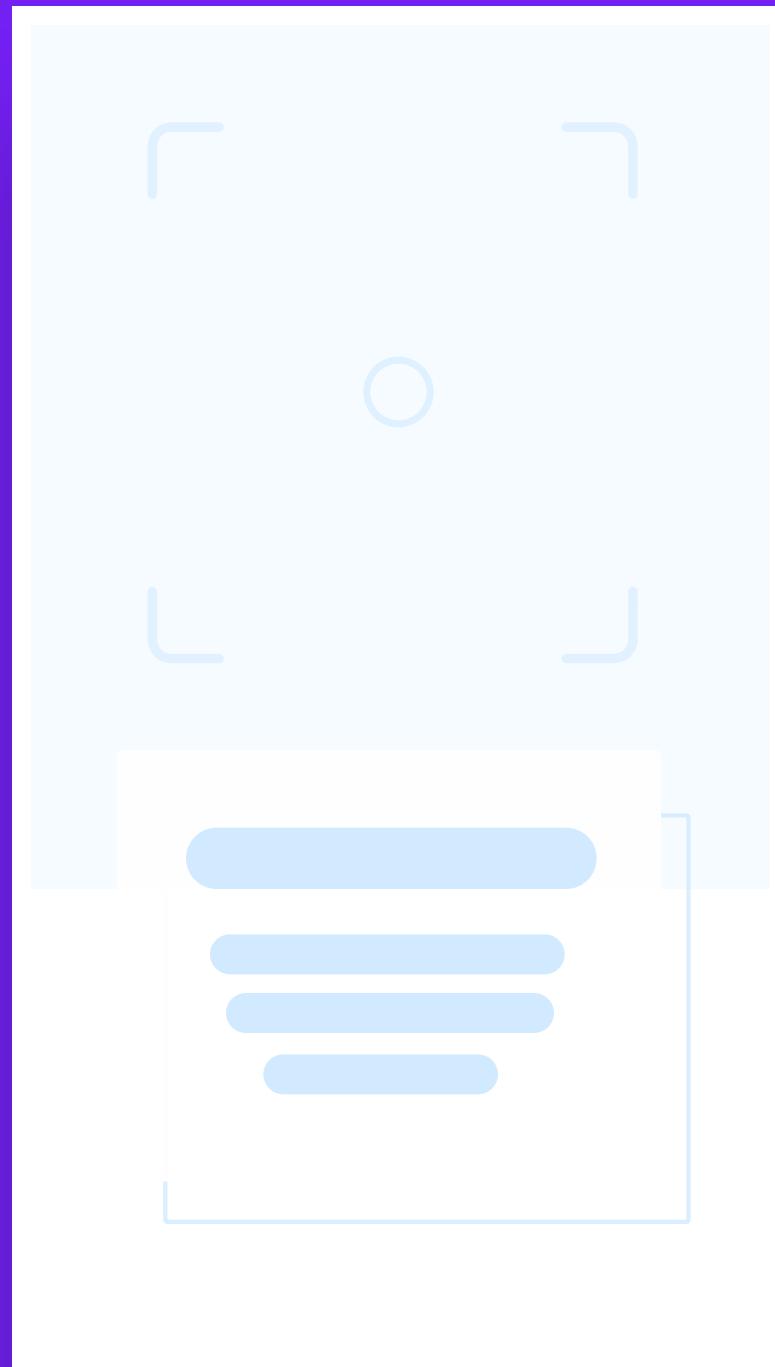
30%
Text



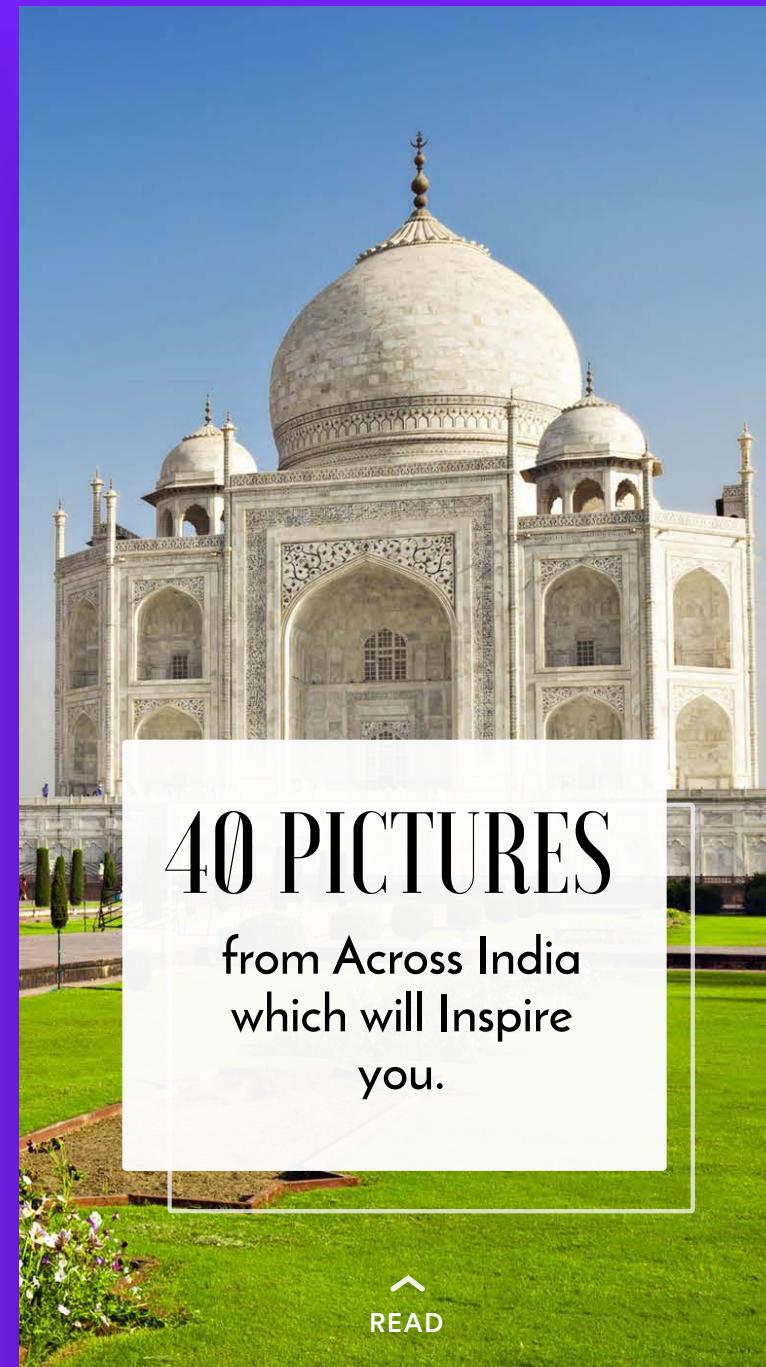
70%
Imagery

Imagery should be placed such that it always covers 70% of the central focus area.

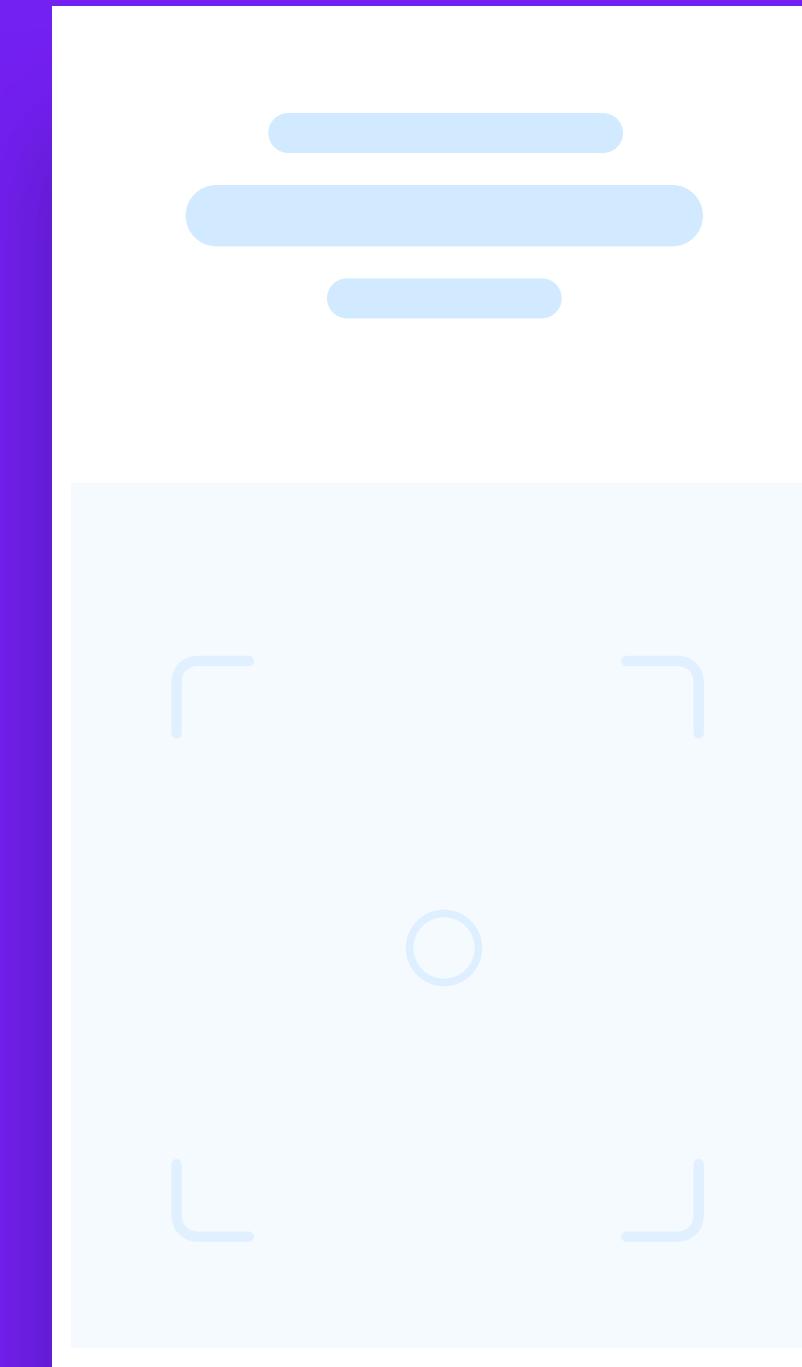
Wireframe



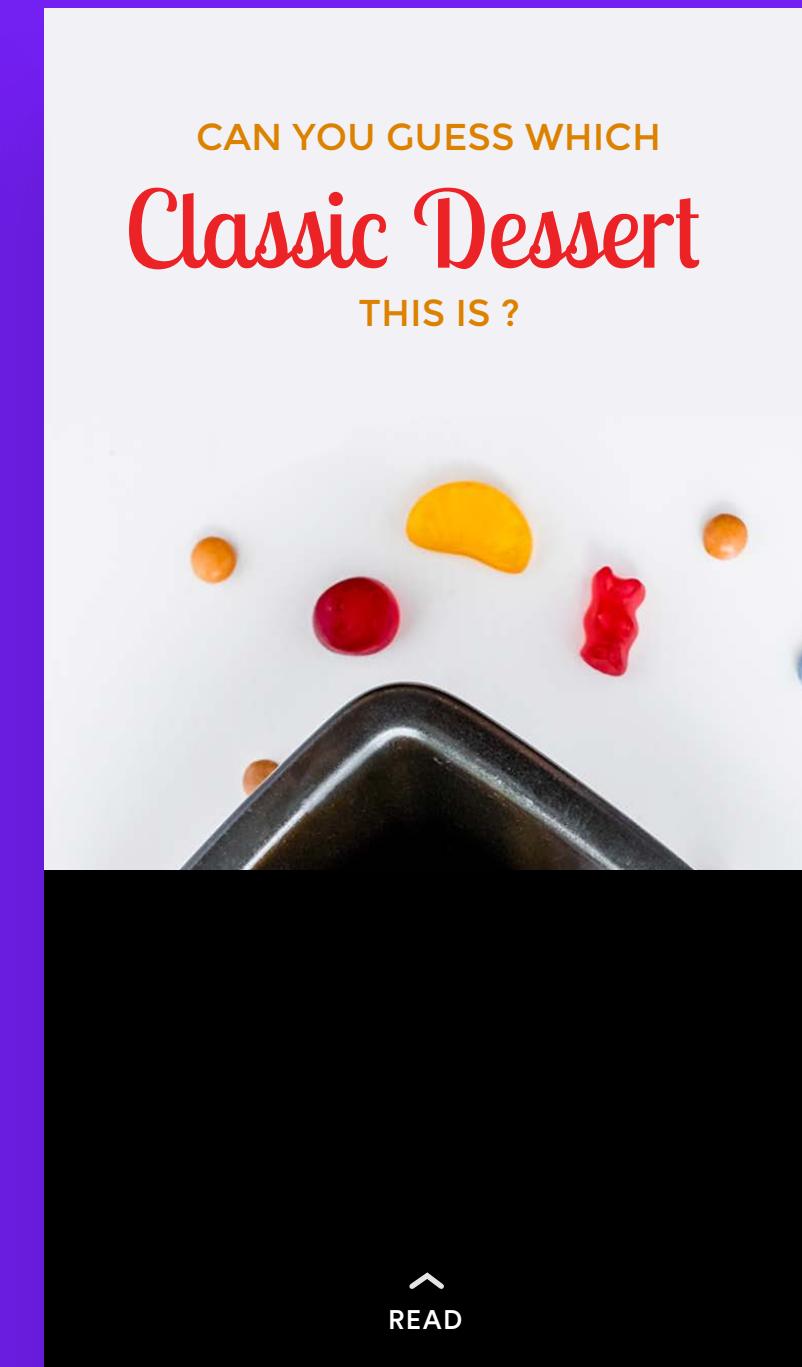
Example 1



Wireframe

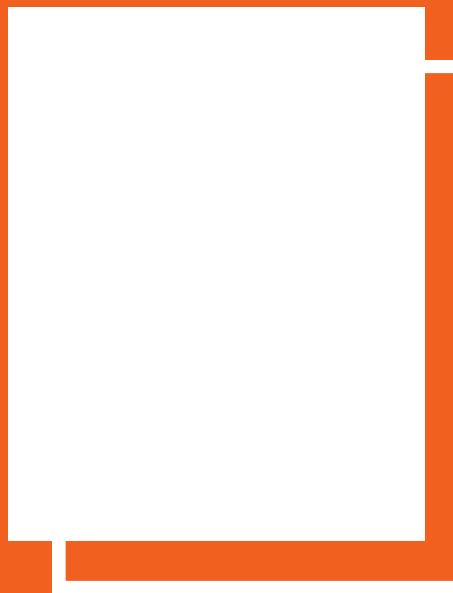


Example 2

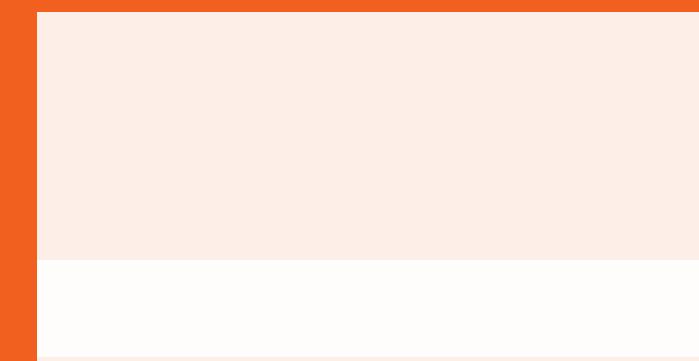


ELEMENTS

A few sample elements that we recommend are below.
Feel free to add more elements depending on the
content.



Stylized



End to end



Layered



Highlight

Here are some examples of how you can use these elements with your styles.



You can play with styles as well.
Here are some examples.

Example 1



Example 2



Example 3



FONTS

You can use your licensed fonts or we recommend you use the free Google fonts.

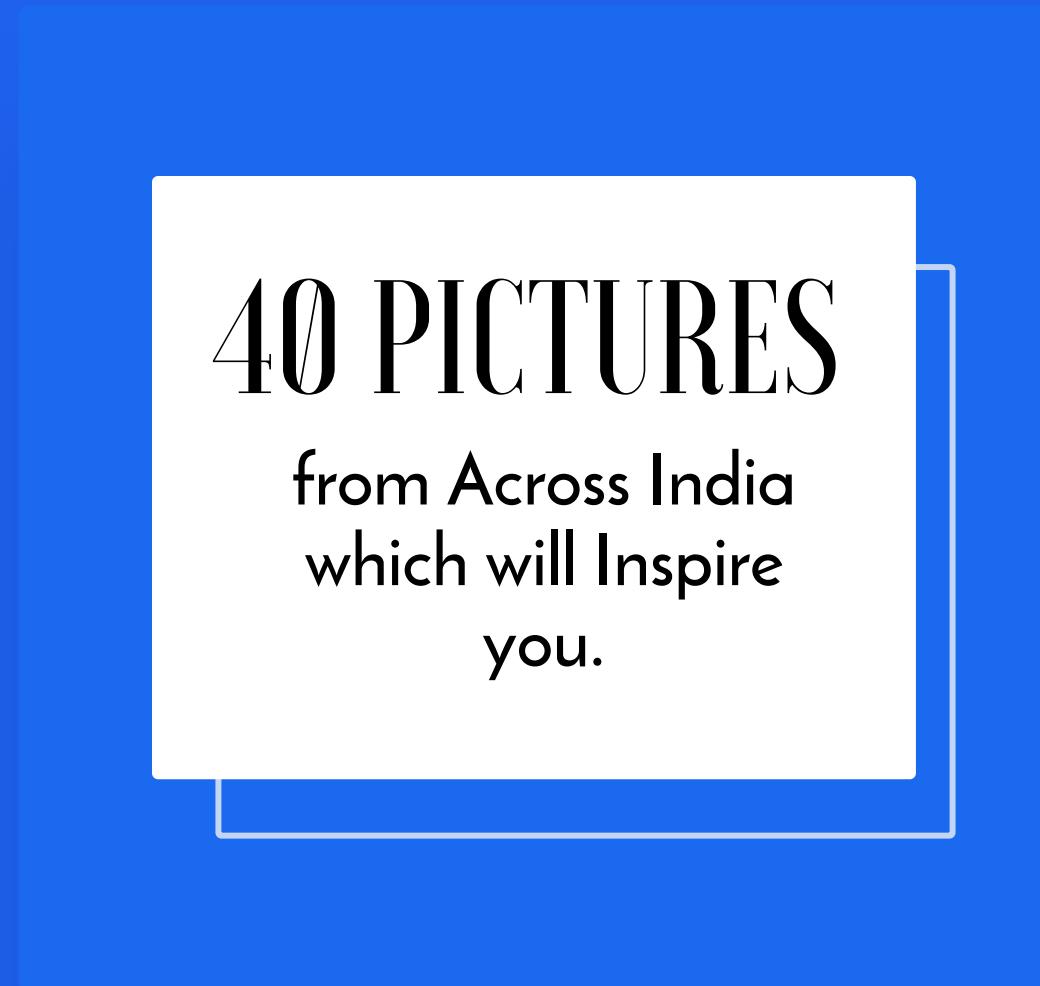
<https://fonts.google.com/>

Some free Google fonts you can use in your designs.

Avenir	lato	Sacramento	Playfair Display	Josefin Sans
V0GA	Raleway	Lobster	Varela round	Abel
OldStandard	Covered by your Grace		Arapey	Suranna

Font combinations : Here are some examples of how you can mix and match fonts.

Example 1



Font Used:

VOGA
JOSEFIN SANS

Example 2



Font Used:

SACRAMENTO
PLAYFAIR DISPLAY (BLACK)

Example 3



Font Used:

Montserrat
Abriel fatface



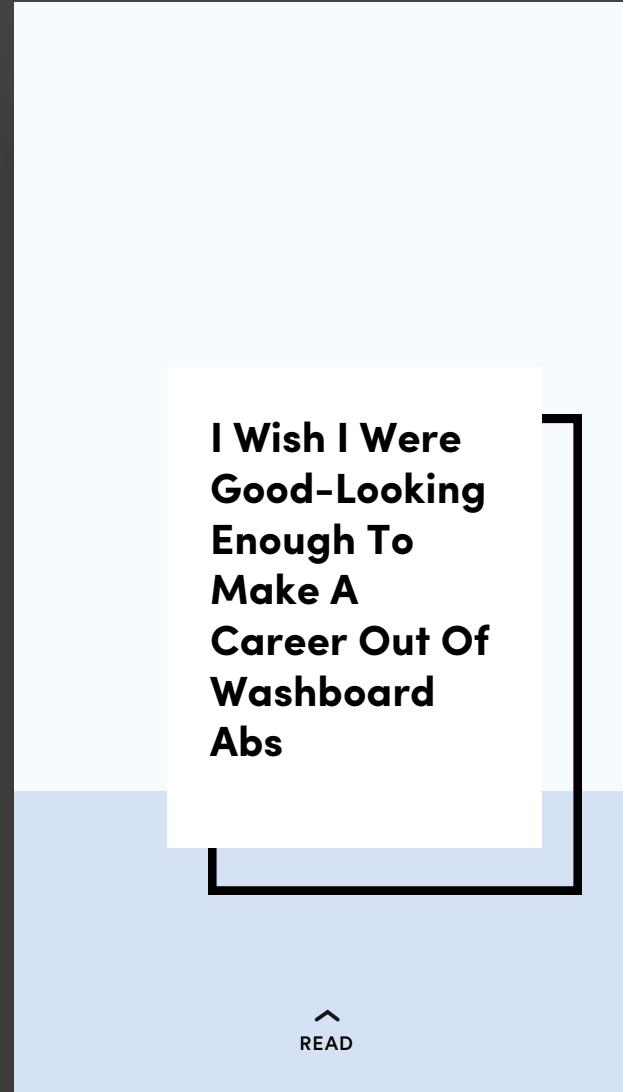
MORE EXAMPLES



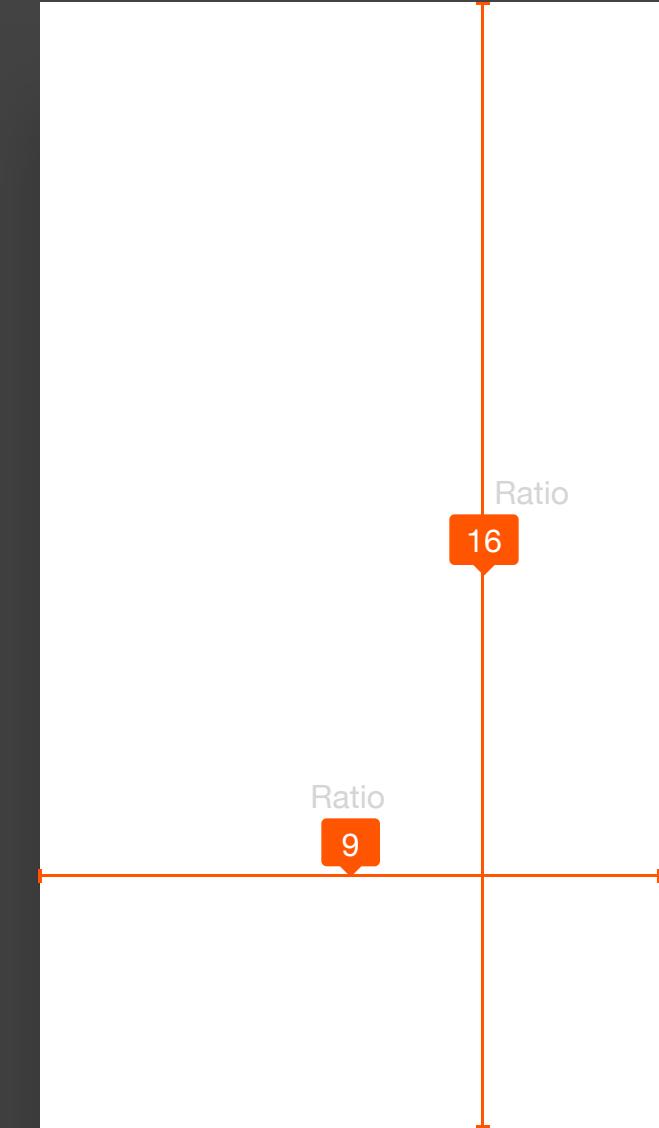
TECH SPECS

Specifications that every piece of content HAS to meet.

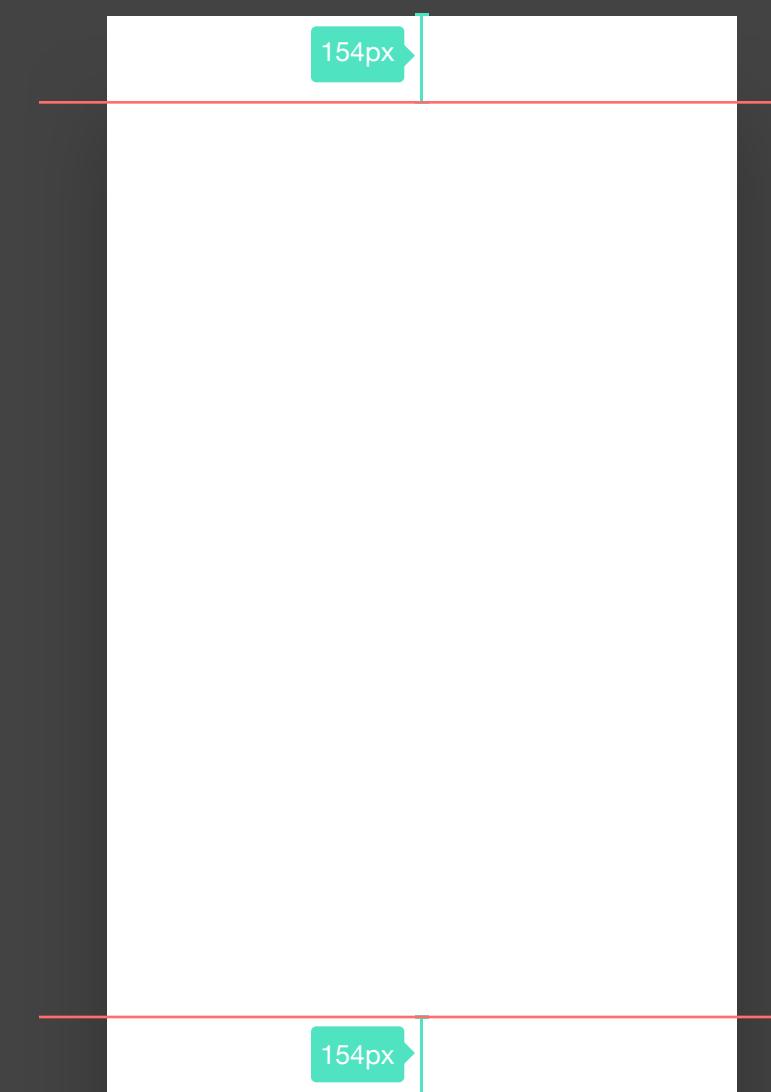
Cover Page Specifications



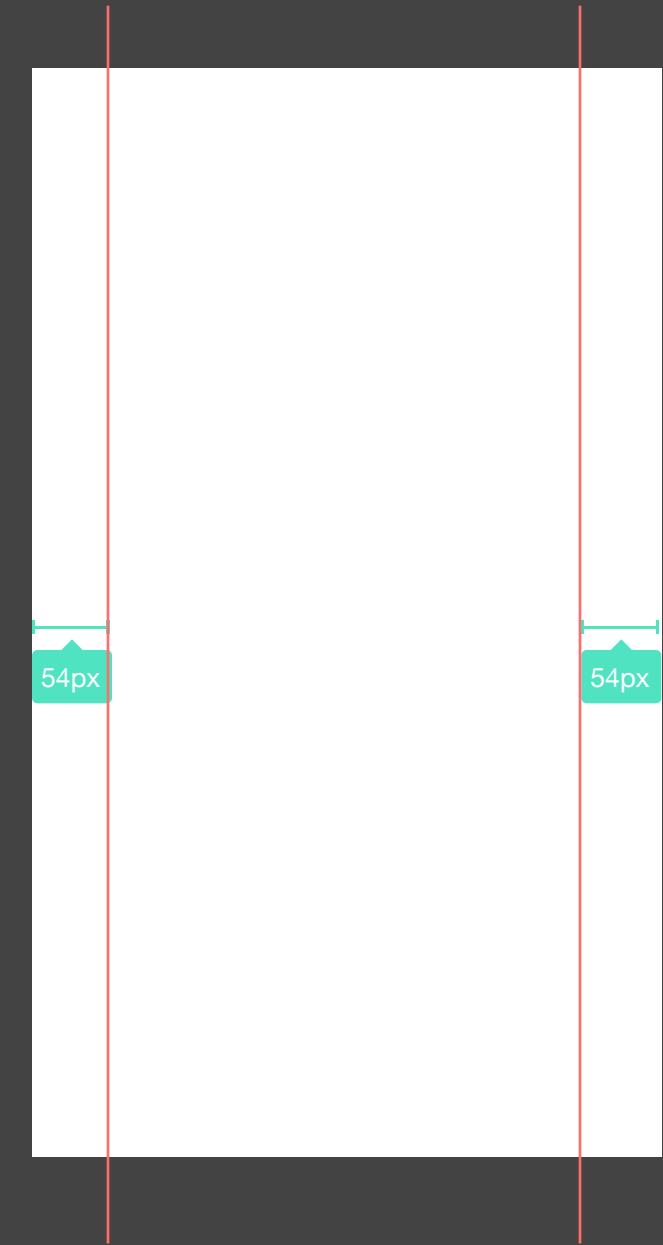
The cover page is mandatory for all articles



It should be created in portrait mode in the 9:16 aspect ratio



Vertically, leave 8% safe-space on the top and bottom edges of the cover page (154 pixels for 1080X1920).



Horizontally, please leave 5% safe-space each on both left and right edges of the cover page (54 pixels for 1080X1920)

*The safe space should never have content that would impact the meaning or the design of the cover page if cropped out. This is to ensure cover pages are rendered correctly on all device resolutions and ensure it does not stick to edges on devices with smaller screens.

Cover Page Specifications

1.

Cover page videos & images should be captured in 1080 X 1920 resolution (portrait mode)

2.

The video format should be H-264/MPEG-4 encoding and be available in MP4 format

3.

The maximum length for cover page videos is 10 seconds

4.

If using images, they should be in GIF, JPEG or PNG format

HTML Content Specifications

1.

All HTML content
within the <body>
tag needs to be
passed to Hike via
the API

2.

Please do not include embedded
content from other websites such as
Twitter, Facebook and Instagram.
These can be used as images though
(by inserting cropped screen grabs).

3.

YouTube & Vimeo video
embeds are supported in the
HTML and is the only
exception right now (These
videos can be horizontal)

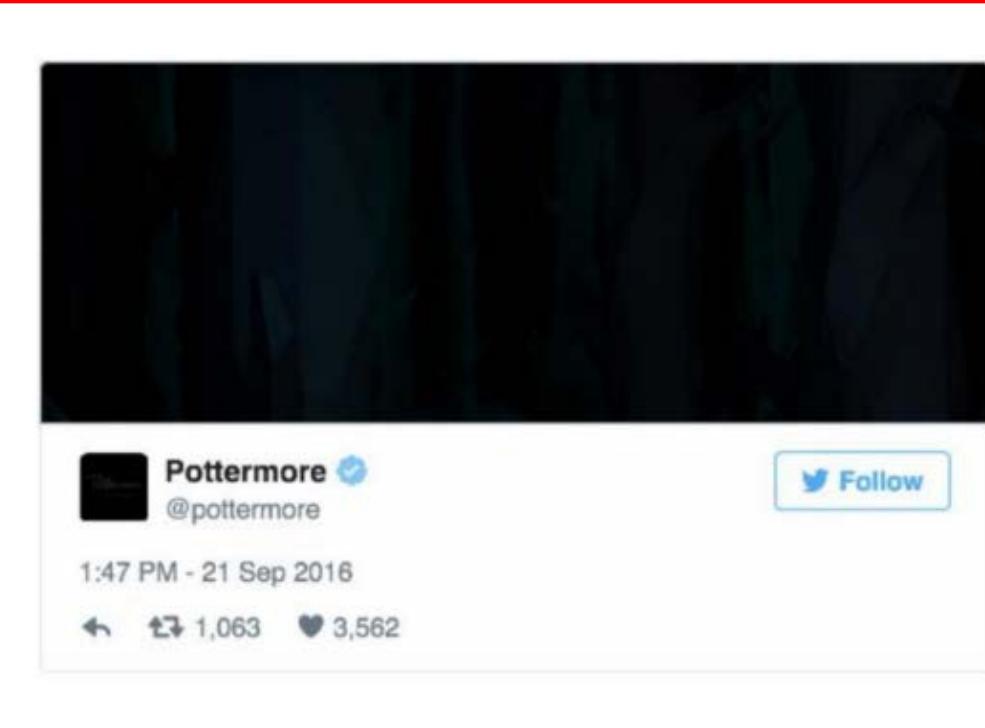
*Hike may apply some changes via CSS to ensure content is presented in a consistent format to the users

HTML Content Specifications

**POTTERMORE'S GOT A
BLANK SPACE, BABY**

August 10, 2016, 10:19 AM EDT

Harry Potter fans are a smart, Canny, Obsessive, smart, obsessive bunch.



So when the official @Pottermore Twitter account tweeted what smeed to be a picture of a black space on wednesday, everyone pretty

This is a screen grab that is inserted in the HTML as an image.

Not a tweet that is directly embedded.

Video Content Specifications

1.

Videos should be maximum 1 minute in duration

2.

They should be shot vertically in 9:16 aspect ratio in 1080X1920 resolution

3.

Videos should be shot at 24 or 30 fps

4.

The video format should be H-264/MPEG-4 encoding and be available in MP4 format

*Hike may transcode this video into multiple bitrates and resolutions and serve it to users based on their device and network conditions