

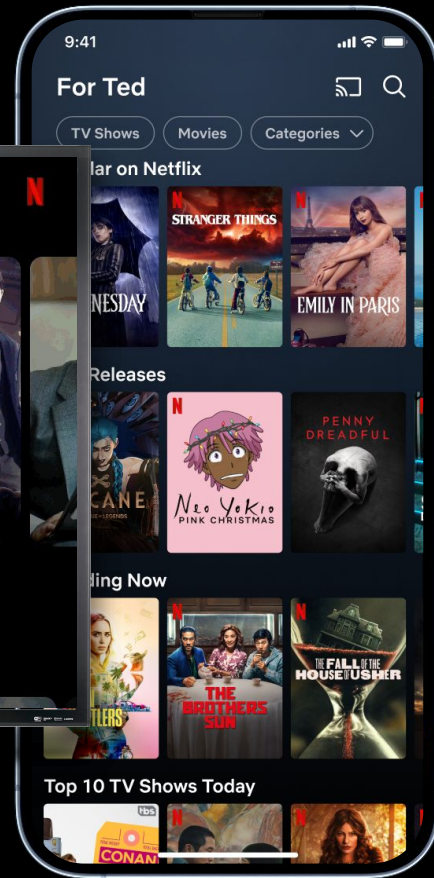
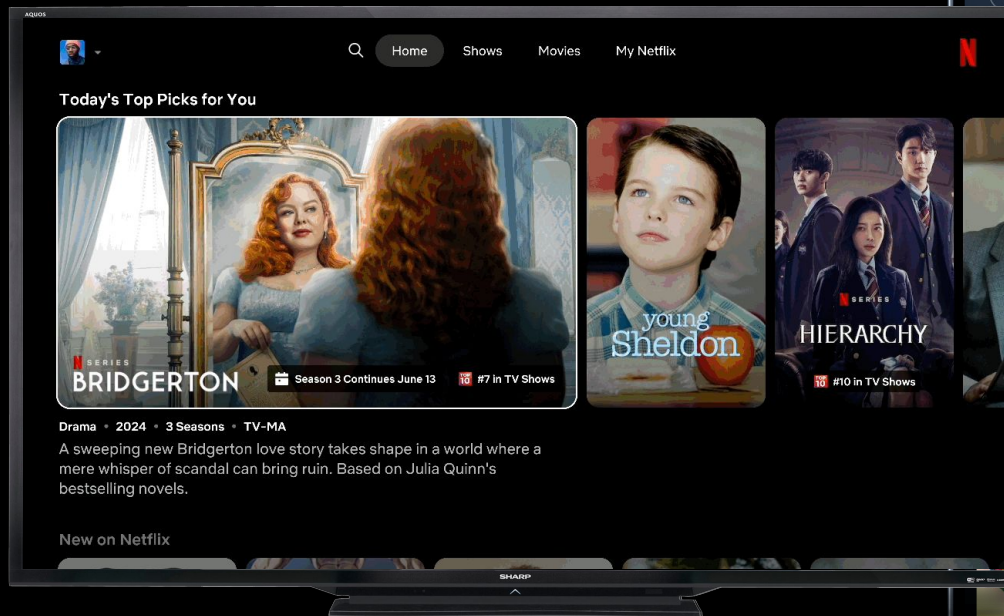
Title Treatment Legibility

For Product

The problem

On product, title treatments can be hard to read.

When legibility of our show or movie titles is difficult, members will not be able to quickly and easily choose the best content for them.

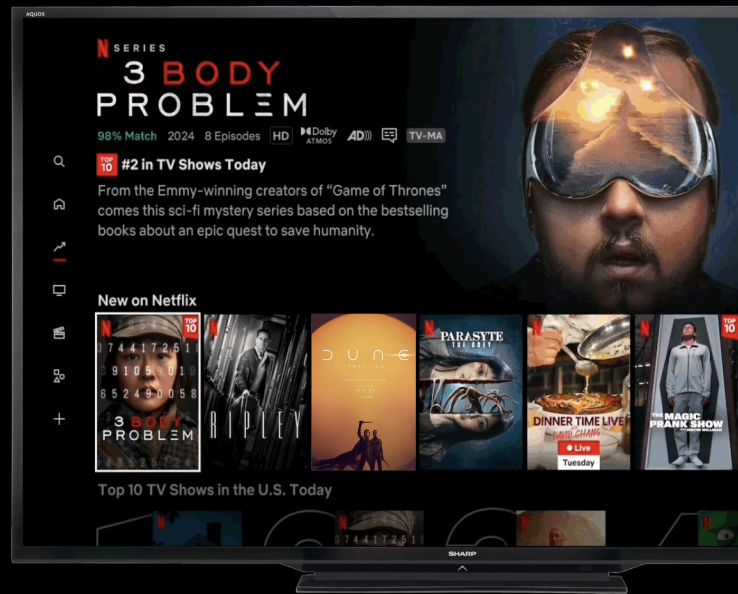


The approach

Title Treatments need to be designed for the Product experience.

The *Dune* artwork and title treatment is beautifully designed. Unfortunately, when it is placed and scaled to fit the various canvases in the Product experience, the title disappears and is hard to read.

This deck will equip creatives and those involved in Title Treatment creation to better understand how to design Title Treatments for legibility on Product.



The good

Better legibility of titles treatments.

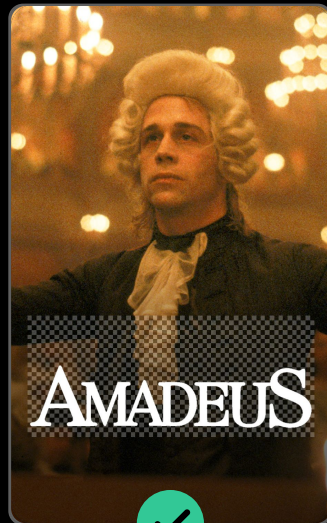
It's important to keep the title treatment a readable size, simplify the design, and make sure the text stands out against the artwork with contrast.



Good text scale.



Minimal stylization.



Clear visibility & contrast.

The bad

Poor legibility of title treatments.

There are three main reasons titles are hard to read: they are often too small, too stylized, and lack contrast against the artwork.



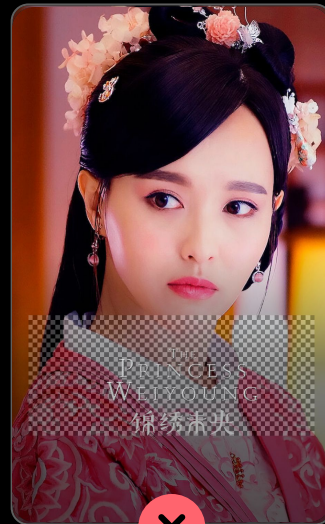
Too small.

Title treatment is not scaled to fit the logo bounding box.



Too stylized.

This Typography is too complex: multi-color gradients, outlines, and variety of font sizes.



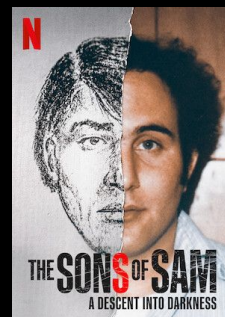
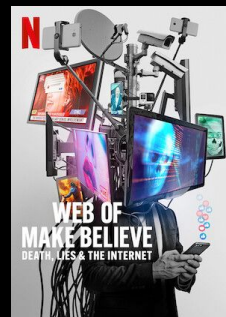
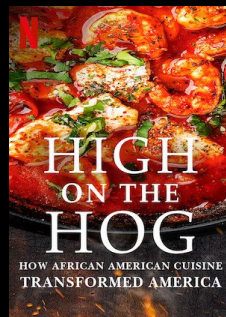
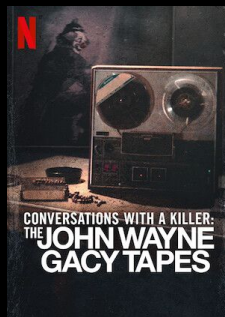
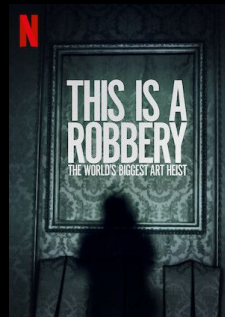
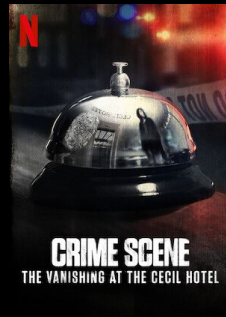
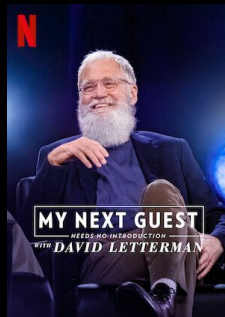
Lacks contrast.

Low opacity and grey colored text makes the title treatment disappear into the image.

The bad

Too high a character count

Subtitles with a large character count impacts legibility on some UIs, particularly on mobile.



Guidance: Design Tactics, Scale

The background of the slide features a series of vertical bars of varying heights and shades of blue, creating a textured, architectural effect. The bars are positioned on the left side of the slide, with the tallest bar on the far left and the shortest bar on the far right. The colors range from a deep navy blue to a lighter, almost white blue.

60/40 scale rule for multiple lines

Action item

When including more than one line of text, the supporting titles should be scaled to fill the maximum length of the title treatment.

The additional supporting title is minimum 40% of the entire logo.

% are approximations to ensure correct scale and legibility of multi-line logos. Following slides detail this further.

Stacked Logo

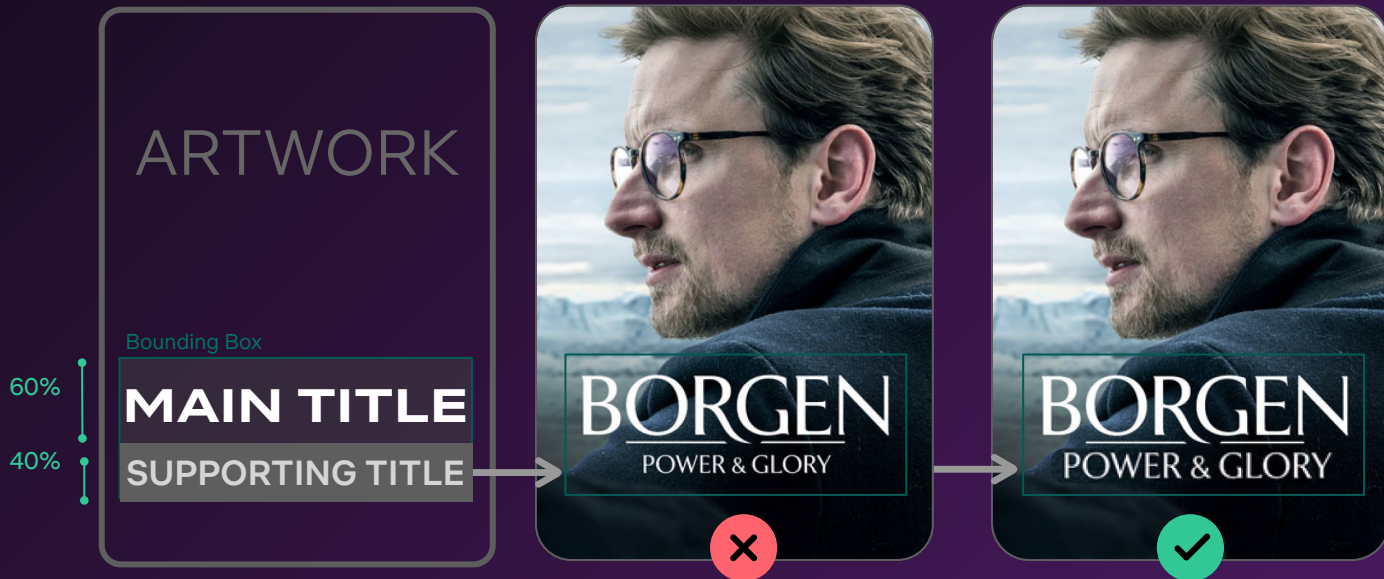


Two line Logo

Action item

With a two line title treatment use the [60/40 ratio](#) rule.

The logo should still be a minimum 25% of the artwork



The supporting title POWER & GLORY, is too small to read quickly.

Scaled up the supporting title POWER & GLORY, to fit the 60/40 ratio guidance.

[Original Title Treatment]

Three line Logo

Action item

We do not recommend more than three lines of text in a title treatment and follow recommended 3-line logo ratios.

[See additional guidance for Franchise Hierarchy & Partner Logos]

40%
30%
30%

Bounding Box

ARTWORK

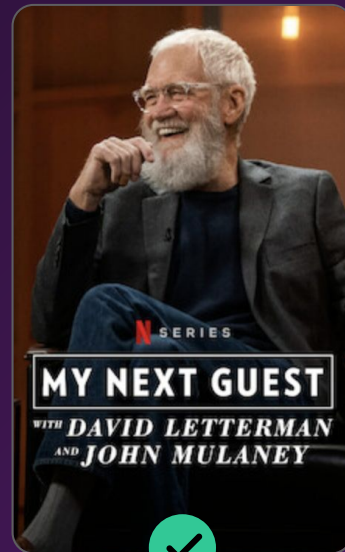
MAIN TITLE

1 SUPPORTING TITLE

2 SUPPORTING TITLE



The third line *NOTHING IS IMPOSSIBLE* is too small to read.



The two supporting titles *DAVID LETTERMAN* and *JOHN MULANEY* are correctly scaled for legibility.

Thank You

A series of vertical bars of varying heights and shades of blue, creating a decorative pattern on the left side of the slide. The bars are set against a dark blue background.