gracenote.

A NIELSEN COMPANY

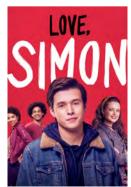# MOVIE IMAGES STYLE GUIDE

VOD and Textless Key Art
• Preferred sizes (in pixels, @ 72dpi)
   • Horizontal (4:3) 1440x1080, (16:9) 3840x2160, (2:1) 2048x1024
   • Square (1:1) 3000x3000
   • Vertical (3:4) 2160x2880, (2:3) 1920x2880
• Layered files preferred; high-resolution JPGs accepted
• If available, send VOD and Key Art together
• Labels, including release dates and versions, are not allowed

*if possible, keep the textless images centered

Backdrop
- Art with no show title that ties to a specific program/season of a program to be used as a large background image within the cable guides
- Preferred size (in pixels, @ 72dpi)
  - Horizontal (16:9) 3840x2160
- Upper Right-justified - subject should be in the upper right quadrant
- Order of preference: key art with no gradient overlays or a high quality scene still with key characters. Last resort, gradients may be used to create.
- Art does not need to match marketing or iconic art

*Backrop and title treatment image types appear together; the title treatment color must be legible when placed on the backdrop

Transparent Title Treatment
- Official logo with no background imagery that ties to a specific movie or program to be used as an image within the cable guides
- Preferred file types:
  - PSD, AI, EPS, SVG or high-resolution PNG
- Should appear without extra effects, as they do not read well on the guides
- Crop size is 1800x1000px

*background added here for visibility

Scene Stills
- Image taken directly from the film, ideally of the leading star(s)
- Behind-the-scenes photos (green screens, visible microphones, directors on-set) cannot be used
- Please provide caption/movie title when submitting images
- We require at least FIVE high-resolution images per film