



gracenote.
A NIELSEN COMPANY

IMAGES STYLE GUIDE

Marketing Art/Banner - Specifications

- Art with show title that ties to a specific program/season of a program
- Preferred sizes (in pixels, @ 72dpi)
 - Horizontal (4:3) 1440x1080, (16:9) 3840x2160, (2:1) 2048x1024
 - Square (1:1) 3000x3000
 - Vertical (3:4) 2160x2880
- Layered files are preferred, high-resolution jpgs acceptable
 - If sending a jpg, include a version of the art without the title



Vertical banners: Leave 130px of space on the left and right sides of the logo (this area will be cropped out for some EPGs)

- Art with airdates/times will not be accepted
- Channel branding should not appear on these images
- Graphics are automatically resized for various platforms once they're added to the system
- Artwork with nudity, excessive gore, obscene words/gestures, or sexually explicit content cannot be used

Iconic

- Art with no show title that ties to a specific program/season of a program
- Preferred sizes (in pixels, @ 72dpi)
 - Horizontal (4:3) 1440x1080, (16:9) 3840x2160, (2:1) 2048x1024
 - Square (1:1) 3000x3000
 - Vertical (3:4) 2160x2880



We can receive images by almost any method: press site, email, file-transfer sites, mailed CDs, FTP etc.

FTP credentials available upon request

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
- Right-justified subject matter
- If possible, leave empty space on the left-hand side
- Art does not need to match marketing or iconic art

These two image types appear together; the title treatment color must be legible if 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

- On-set photo that represents a specific episode
- Preferred sizes (in pixels, @ 72dpi)
 - Horizontal (4:3) 1440x1080, (16:9) 3840x2160, (2:1) 2048x1024
 - Square (1:1) 3000x3000
 - Vertical (3:4) 2160x2880
- Feature a guest stars when applicable
- Should not be posed or looking into the camera
- Behind-the-scenes photos (green screens, visible microphones, directors on-set) cannot be used
- Free of channel branding and text

