YOUR XUMO CREATIVE GUIDE

ON-BOARDING & DISCOVERY

XUMO | 2019

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ONBOARDING & DISCOVERY

HERO UNIT
INTRODUCTION

A hero unit is a promotional image featured on several of the XUMO platforms that a user can click on to view one of the following:

• A library of content specific to a channel
• A live stream
• A curated playlist or program

All hero unit creatives should be supplied to XUMO as layered Photoshop files. This is to allow any necessary adjustments that may be needed to accommodate the platforms detailed in this document.

To make the process as easy as possible, we have created a Photoshop template that you can use as the basis for your design.

3

HERO UNIT

ONE HERO UNIT, MANY PLATFORMS

The hero unit is featured across a number of the XUMO app environments. Each platform has a unique user interface, and some will crop the original image to fit the respective interface.

To accommodate the various environments, the hero unit has defined safe areas for each of the major elements, such as logos and messaging, to be confined to. **Logos and text placed outside of the safe area risk being cropped.**
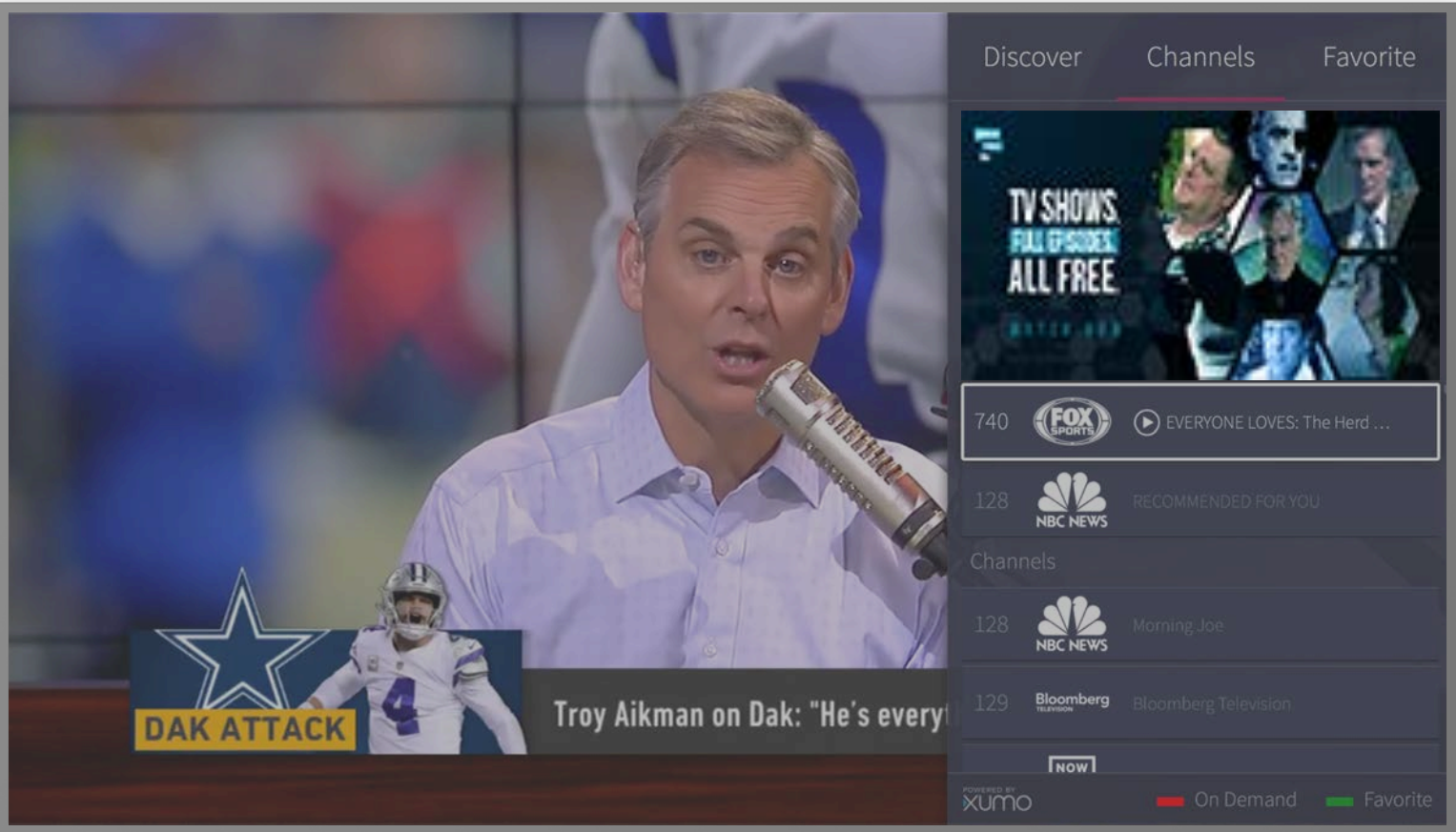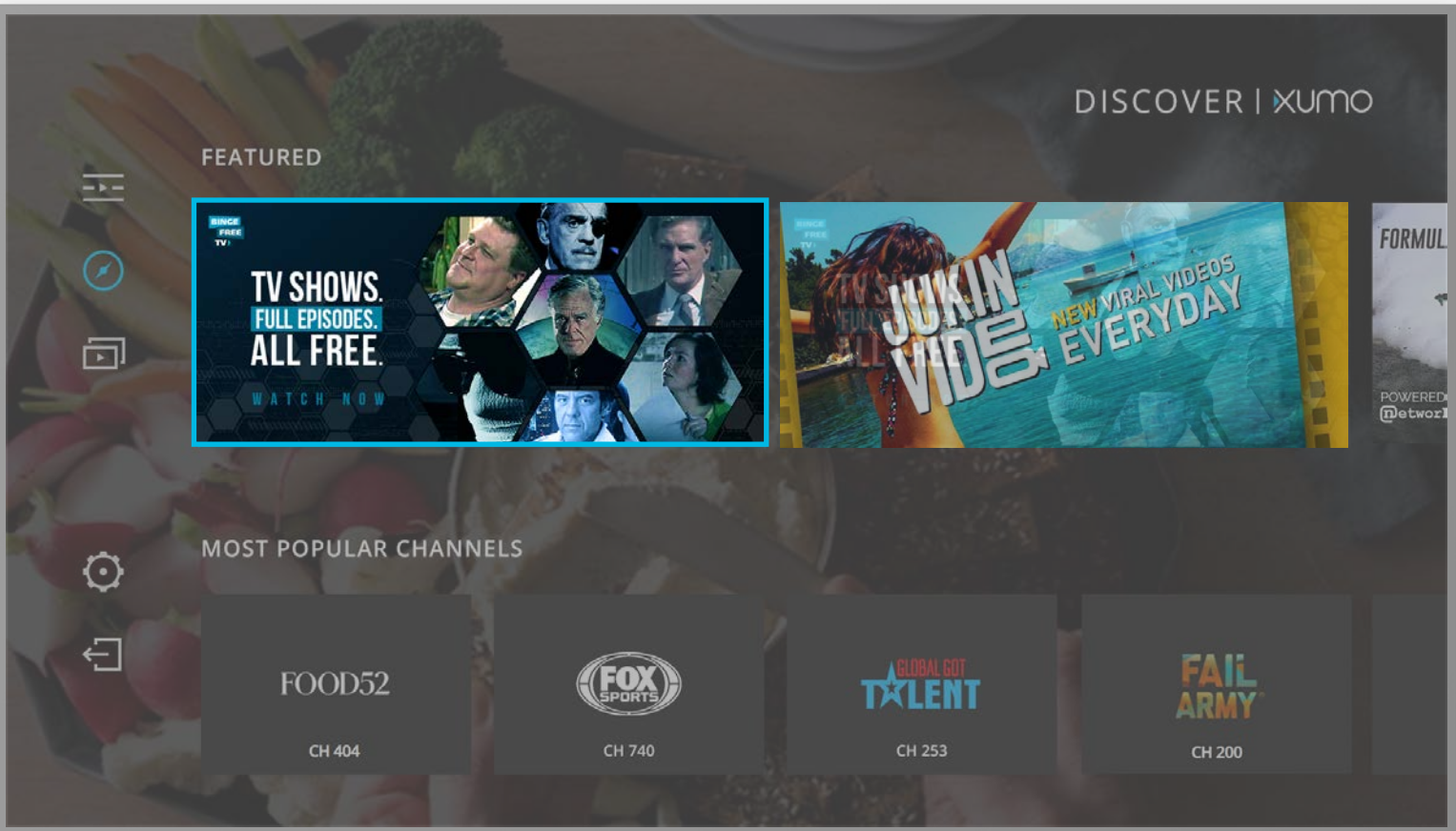
HERO UNIT
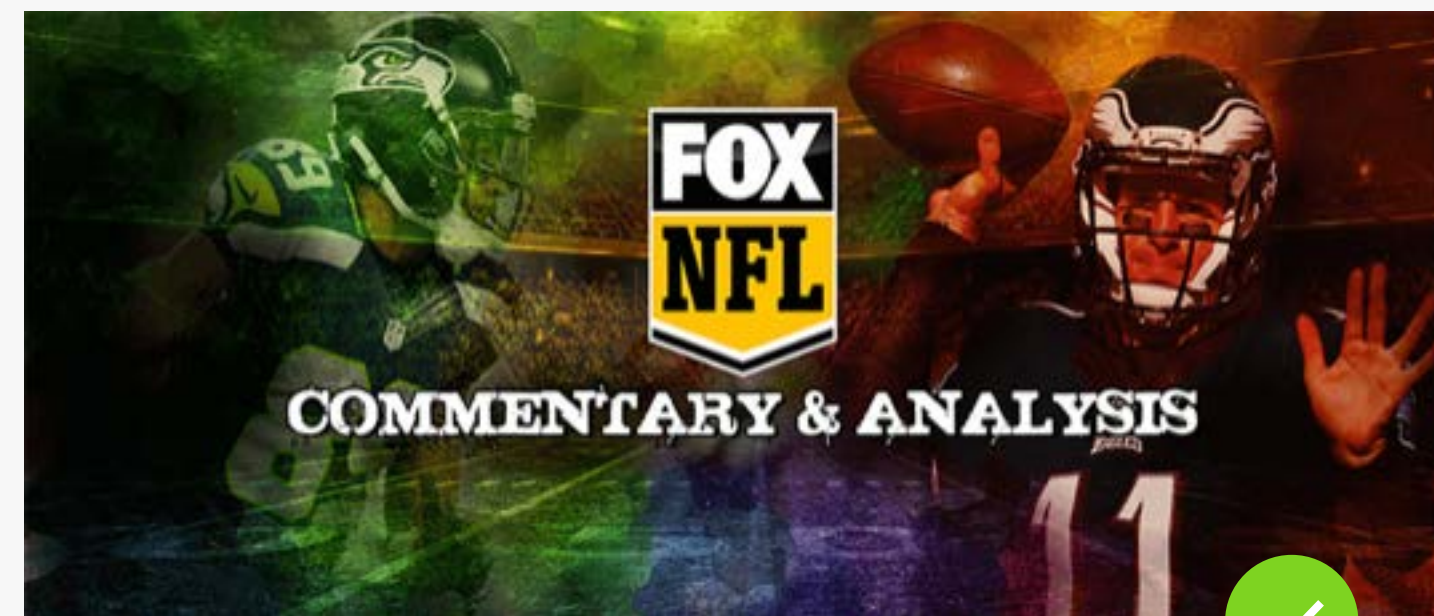
DOS

Include Channel's Logo

Legible Text/Minimal Font Size

Clear Hierarchy

Contrasting Background and Text

Clear and Concise Message

Visually Exciting Vibrant Imagery

HERO UNIT

DON'TS

Too Much Text

Busy Layout

Stretching Fonts

Poor Resolution Images

Poor Placement of Key Elements

YOUR CREATIVE DELIVERABLES

INTRODUCTION

Download the PSD

Download the template here.

Include Fonts

Locate your font folder on your preferred operating system and extract fonts used in your hero unit. Include the font package in a Zip format.

Saving Out

Save as you normally would. Replace the 'ChannelName' in the file name to your channels name.

HERO UNIT ANATOMY

USING THE TEMPLATE

Logo & Text Safety

Keep the logo and text within this zone so it does not get cut off. Text height should not be less than 16px.

Focal Image Safety

Keep important characters and elemental images within the zone. Elements not within this zone will likely be cropped.

Image Bleed

Images should extend to the very edge to ensure white pixels are not added to empty border space.

Image Bleed

880x360

Focal Image Safety

590x240

Logo & Text Safety

570x220
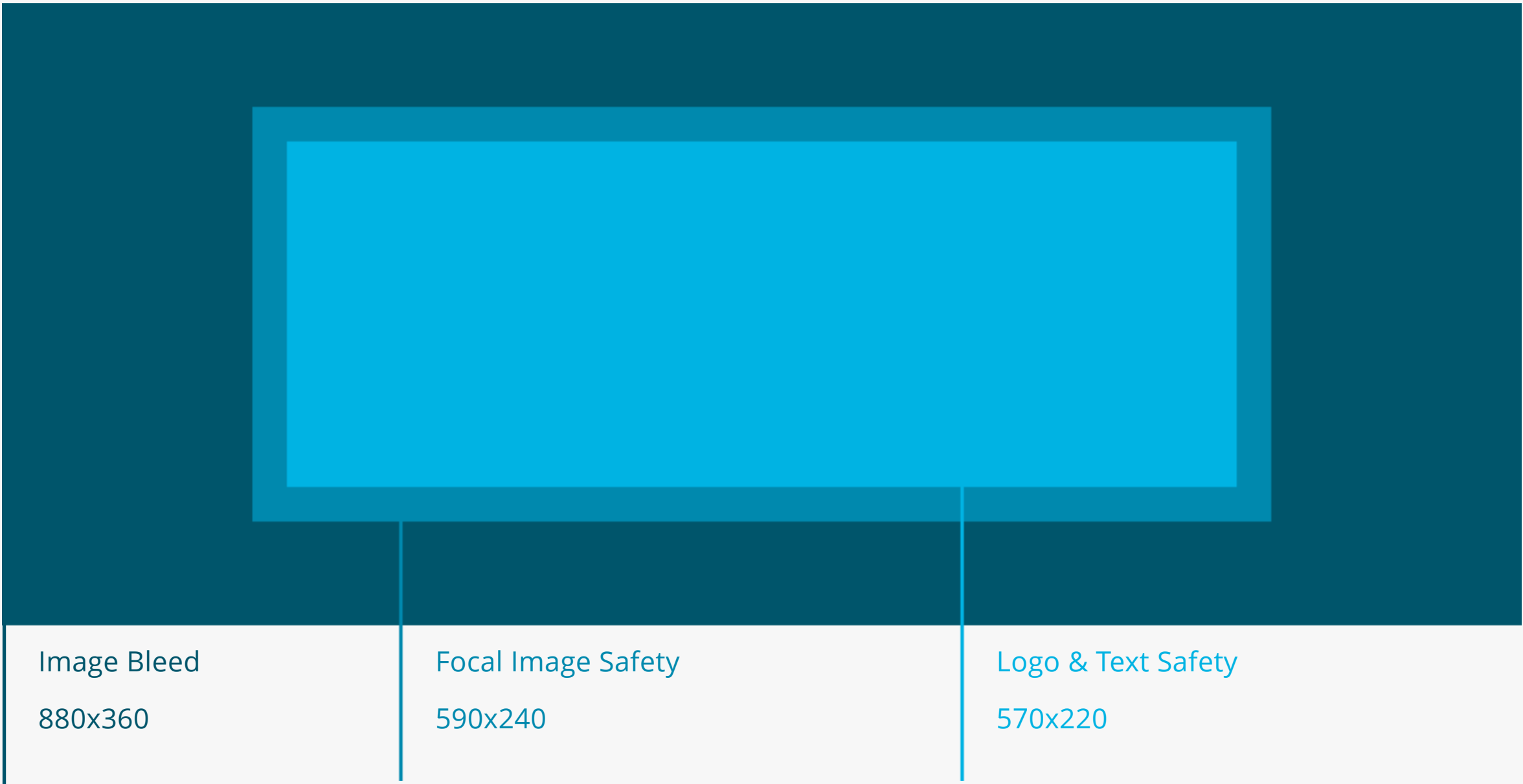
PROMOTIONAL VIDEO

REQUIREMENTS

The promotional video could be a sizzle reel, informational content, brand highlights or content clips.

• Content must be cleared for use on web, social or within the XUMO platform to promote your content

• 15-30 seconds in length

• MP4 format

• Hi-res; 1080p

• 20MB or less

CHECKLIST
PROMOTIONAL UNITS

HERO UNITS
Format: PSD

- ⭕ Hero unit representative of the channel

- ⭕ Hero unit representative of each program available on the channel

PROMOTIONAL VIDEO
Format: MP4

- ⭕ 15-30 seconds in length

OPTIONAL: APPROVED IMAGERY
Format: PNG

- ⭕ 1920X1080

CHANNEL ASSETS

ON-BOARDING

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CHANNEL ASSETS

INTRODUCTION

Channel Assets are comprised of two components:
a logo and a background image. It is mandatory to
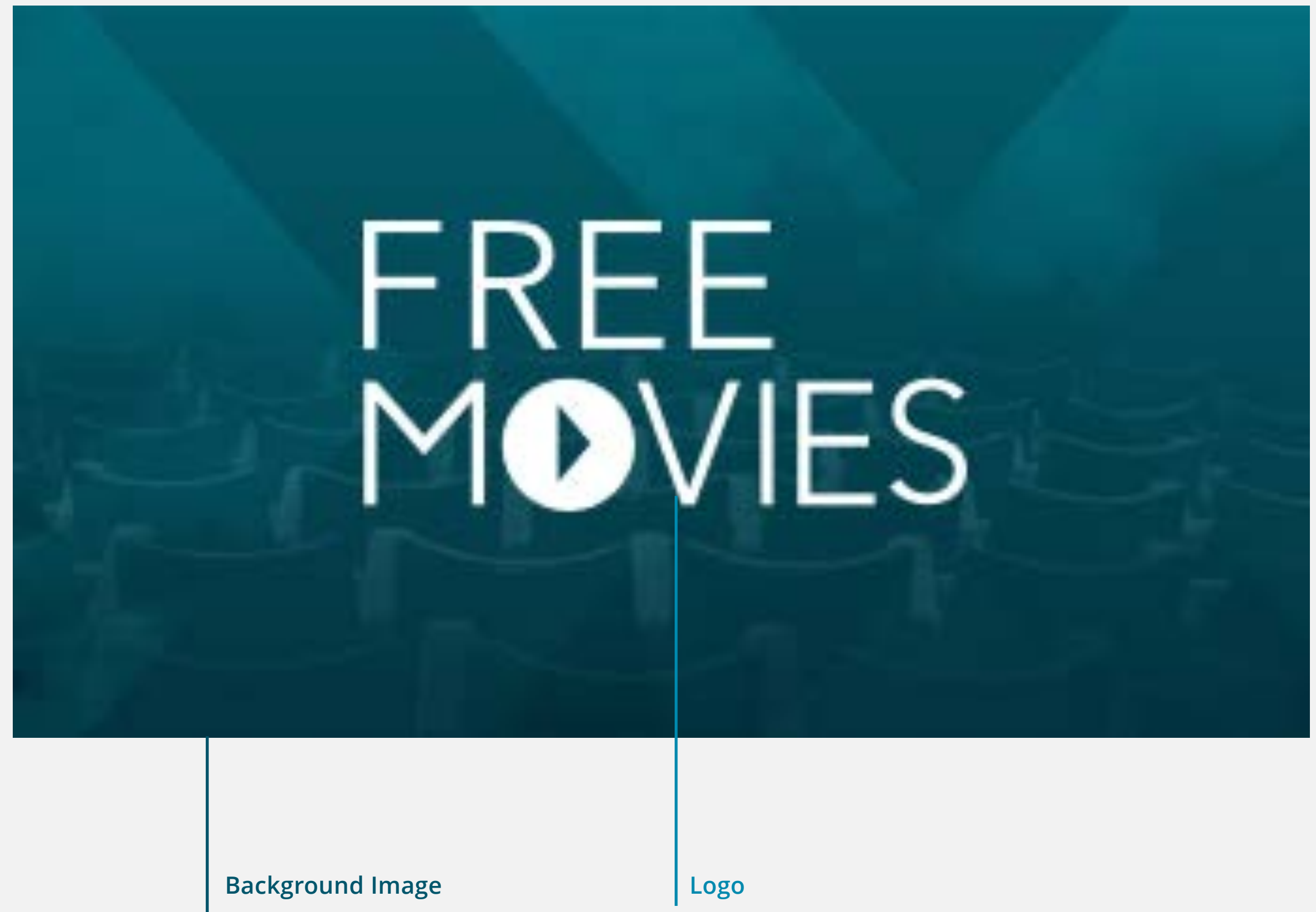provide the following:

Channel Logo
Format: AI or EPS

- One color version of logo

- Colored logo that contrasts well on dark background

- Colored logo that contrasts well on white background

Background Image
Format: PSD

- 344x194

- 960x960

Background Image   Logo

CHANNEL ASSETS

1

White One Color Logo

Logo should be in #FFFFFF (white).

Please make sure that vector is unified. Click here to learn more.

If logo is still in font form, please be sure to outline fonts before delivering. Learn more, here.

2

Colored Logo on Dark Background

The colored logo must contrast well against #000000 (black) background.

If no actual colored logo is available, then it will default to #FFFFFF for maximum contrast and vice versa

3

Colored Logo on White Background

Colored logos must contrast well against #FFFFFF (white) backgrounds. Use your designated brand colors to create optimal contrast.

CHANNEL ASSETS

ALTERNATIVE LOGOS

narrow | fits within 4:3 ratio

fits within 4:3 ratio | narrow

If a Logo is too Narrow

If a logo is too narrow, the logo may become illegible. To determine if your logo is too narrow, check if the height is less than 1/3 of the width. If it is, then the logo is considered horizontally narrow.

If your logo is too narrow based on the formula, please create a 4:3 version. This will be considered a fourth logo in addition to the three from previous page.
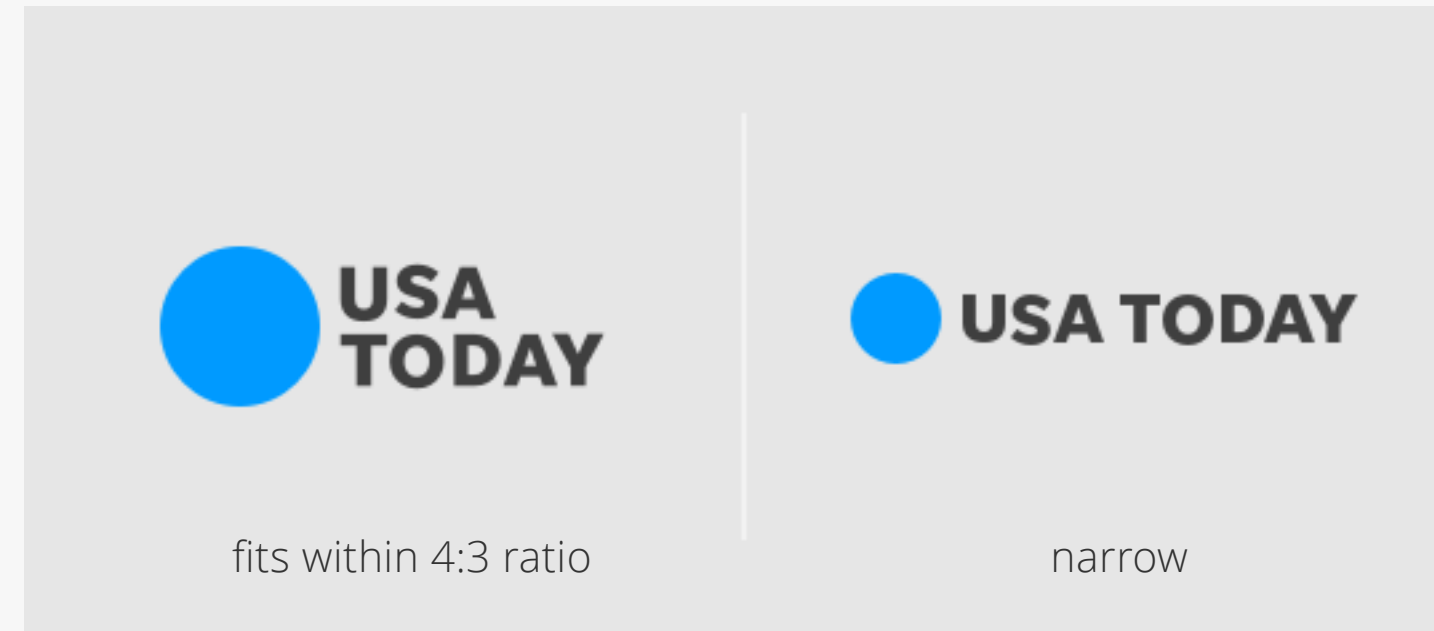
If a Logo Can be Narrow

There are some instances on our platforms where a narrow logo is preferable. If a version of your logo exists that is more narrow, please include as this will greatly help discoverability.

If available, please provide this in addition to the 3 required logos on the previous page.

CHANNEL ASSETS

LOGO DONT'S

unified in outline mode   disjointed in outline mode

Disjointed Vectors

Please make sure that vector is unified. Click here to learn more.

Toggle outline mode in Adobe Illustrator to inspect vector. Learn more, here.

VAGABONDTV

adventure is out there

No Taglines

Do not include taglines or marketing messages in your logo.
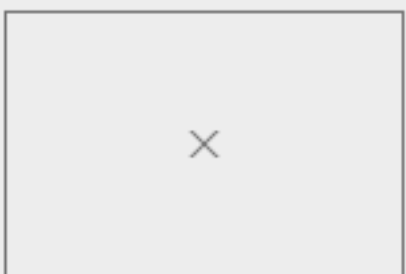
image in outline mode   vector in outline mode

PNG

Vectors should be saved as either an AI or EPS. Do not put a PNG or JPEG version of your logo inside of an AI. Only vectors should be included.

Toggle outline mode in Adobe Illustrator to inspect vector. Click here to learn more.

CHANNEL ASSETS

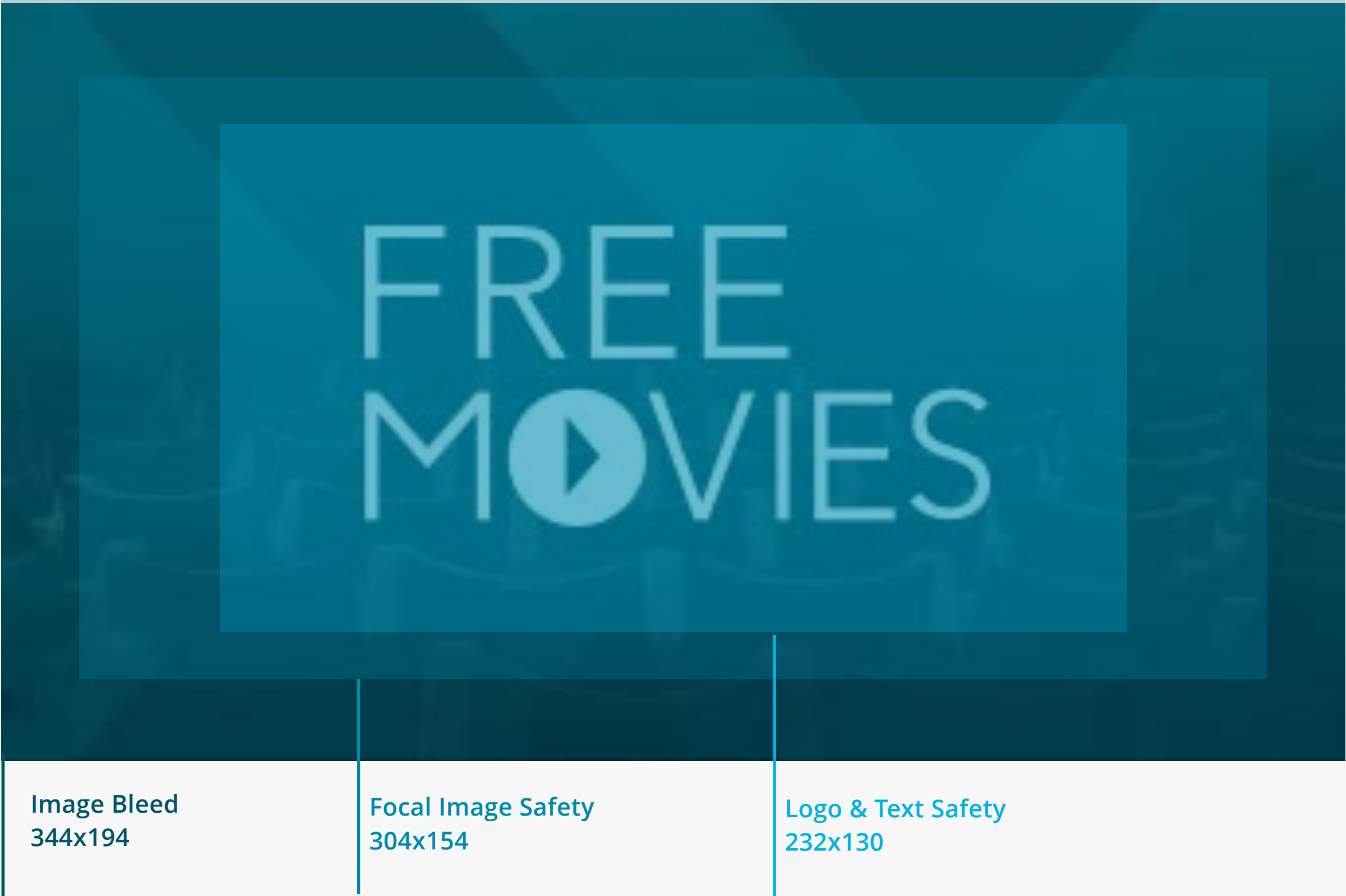HOW TO APPLY THE BACKGROUND IMAGE

Logo & Text Safety

Be sure to account for logo placement on top of your background image. Logo sizing will vary from asset to asset, and does not need to be included in background image PSD.

Focal Image Safety

Keep important characters and elemental images within the zone. Be sure that these elements are not obstructed by the logo.
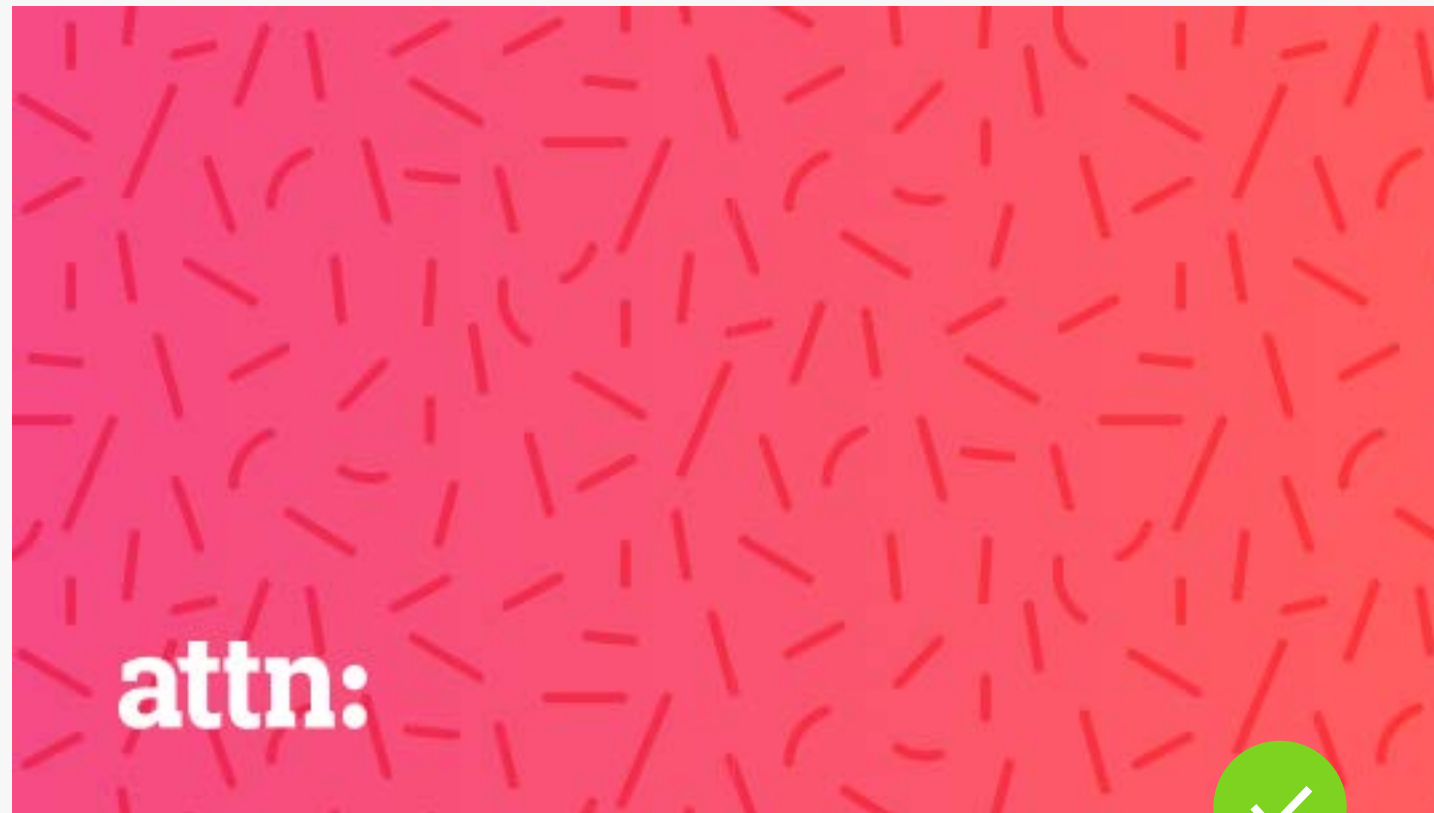
Image Bleed

Images should extend to the very edge.

Image Bleed
344x194

Focal Image Safety
304x154

Logo & Text Safety
232x130

CHANNEL ASSETS

BACKGROUND IMAGE DOS

Simple

Background images should be simple and representative of the channel. Stay away from contrasting elements. The background is secondary to the logo and should not take away from the prominence of the logo.

Attn: combines their established brand gradient with a subtle sprinkle pattern to create a simple yet effective background image.

Indicative of the Content or Branding

Background images should represent the overall content branding.

FailArmy's camouflage, halftone, geometrical blend can be found across their streaming branding.

Evergreen

Use images or patterns that are not dependent on seasonality.

Food52 uses cookies instead of food that is attached to a holiday such as a turkey.

CHANNEL ASSETS

BACKGROUND IMAGE DON'TS

Block out Key Characters with Logo

If a channel asset background image includes a character, be sure that the characters are not obstructed by the channel logo

Add Borders

Do not add any borders to the background image. This can be mistaken for highlighted state on our platforms.

CHECKLIST
CHANNEL ASSETS

Channel Logo
Format: AI or EPS

○ One color version of logo

○ Colored logo that contrasts well on dark background.

○ Colored logo that contrasts well on white background.

○ Any Alternate logos*

Background Image
Format: PSD

○ 344x194

○ 960x960