YOUR XUMO CREATIVE GUIDE

ON-BOARDING & DISCOVERY

XUMO | 2019

INDEX

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.
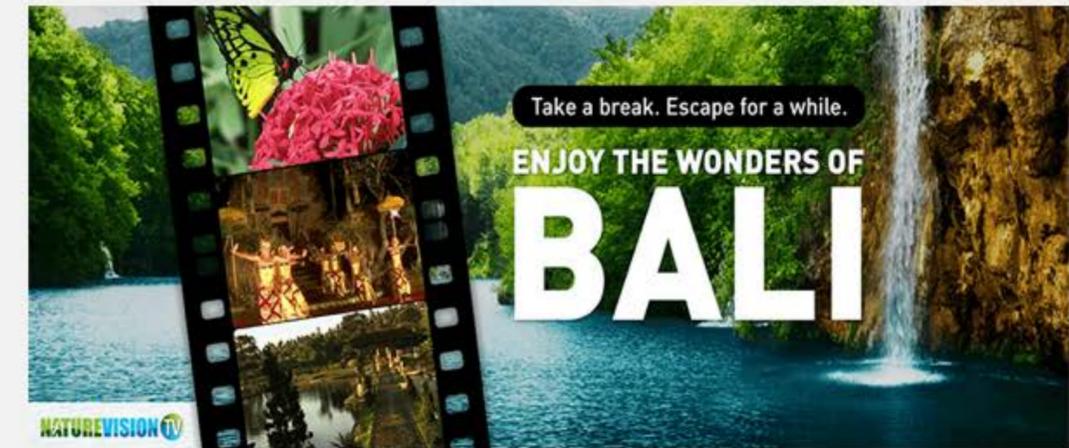
HERO UNIT

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.**
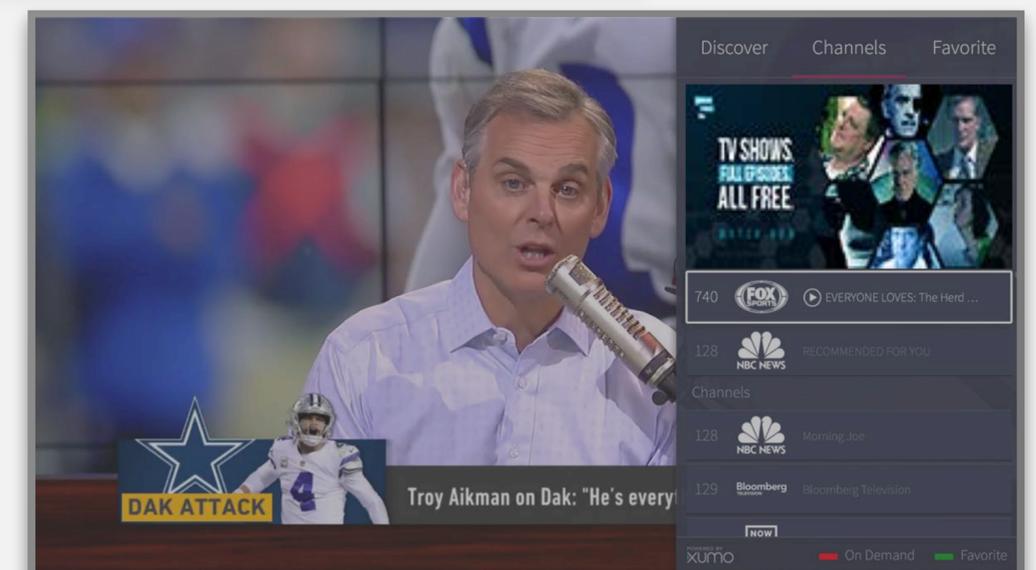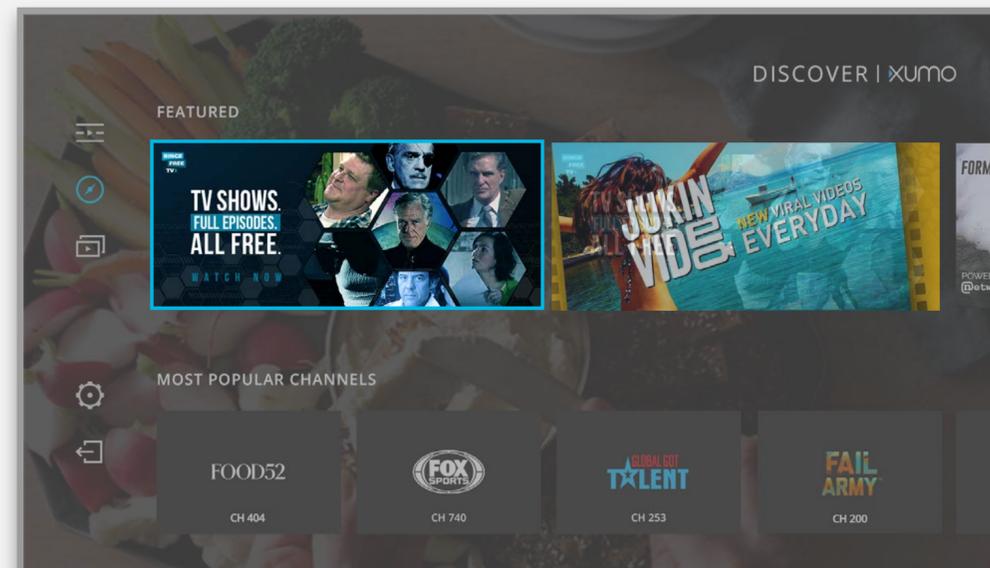
HERO UNIT

DOS

Include Channel's Logo


Legible Text/Minimal Font Size

Clear Hierarchy

Contrasting Background and Text
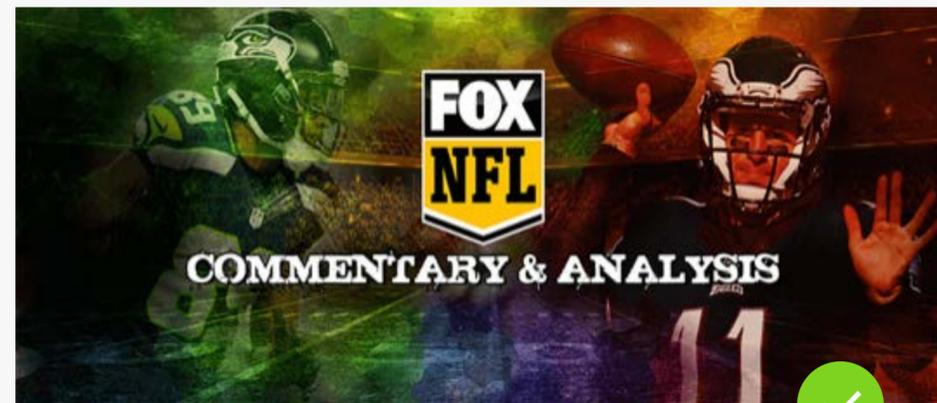
Clear and Concise Message
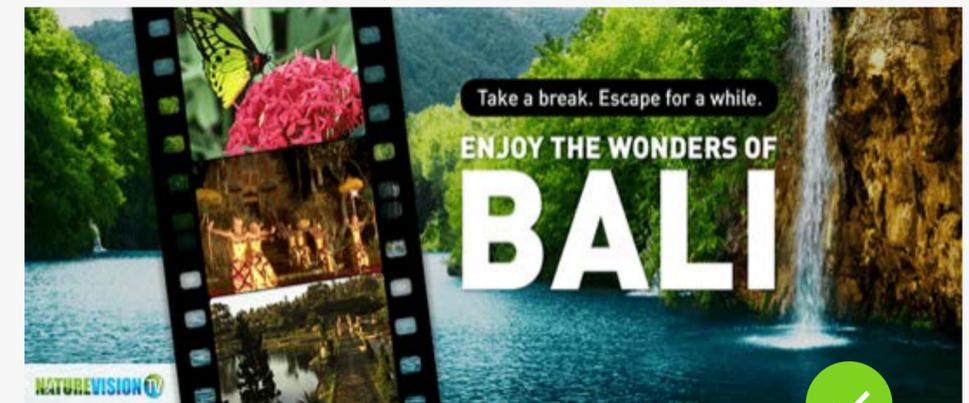
Visually Exciting Vibrant Imagery

HERO UNIT

DON'TS

Too Much Text

Busy Layout

Stretching Fonts

Poor Resolution Images

Poor Placement of Key Elements

YOUR CREATIVE DELIVERABLES

INTRODUCTION
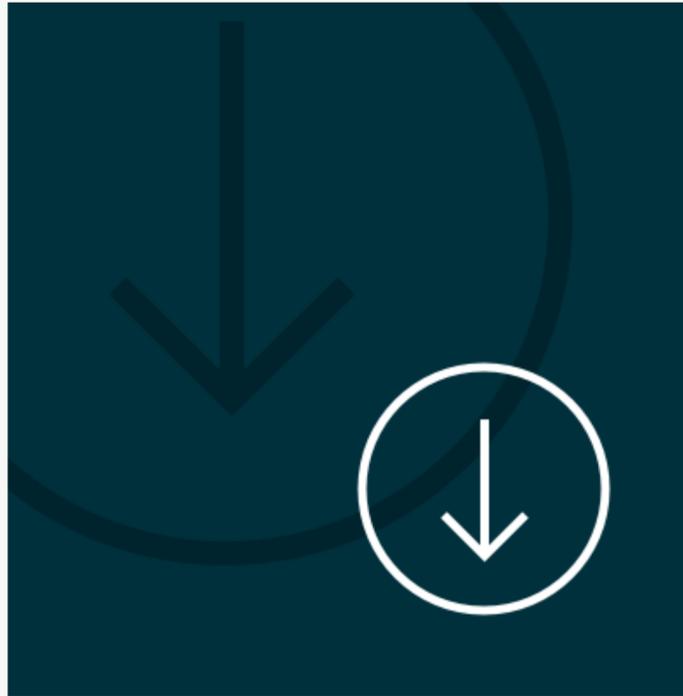
Download the PSD

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
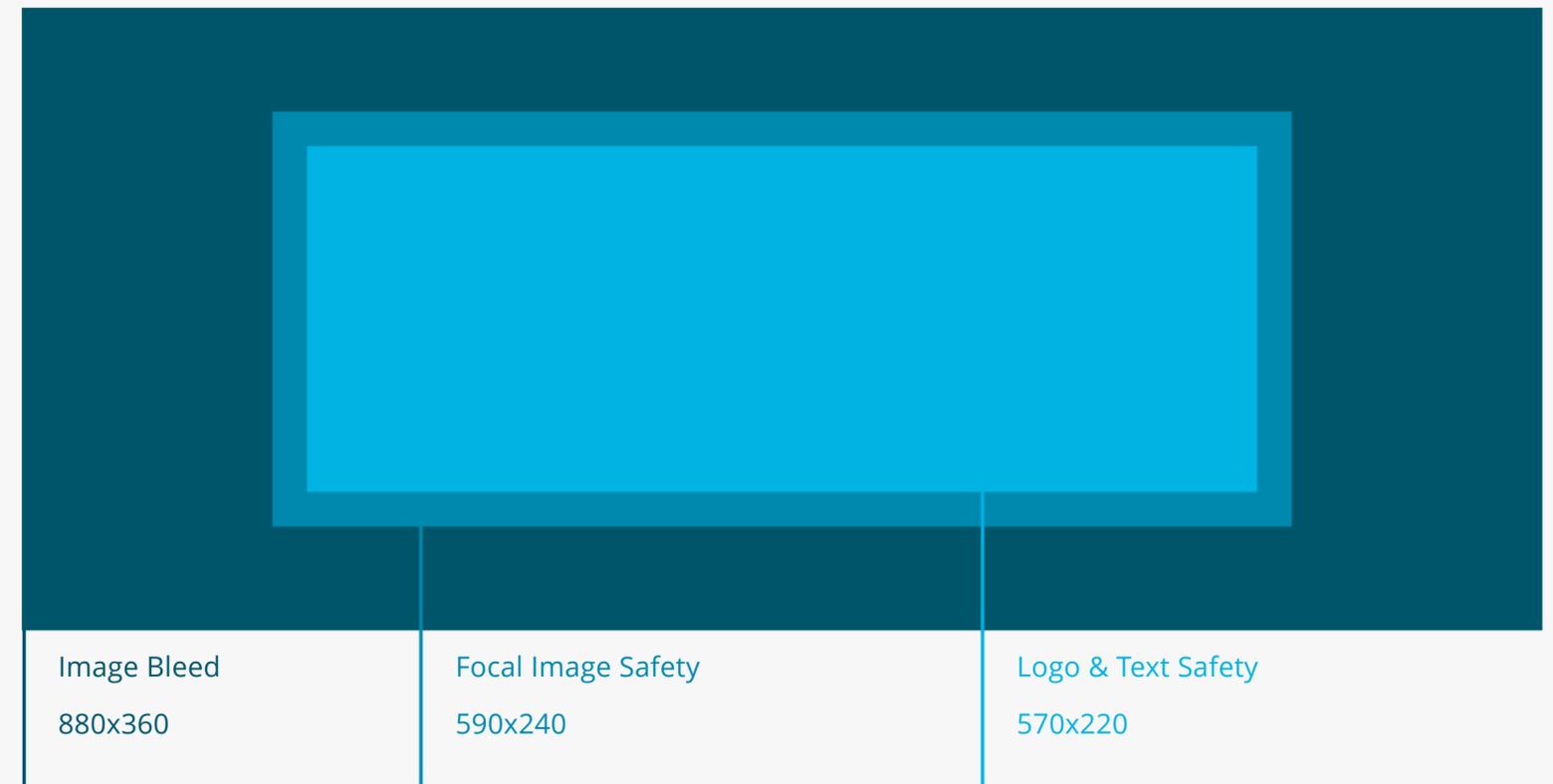
PROMOTIONAL VIDEO

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