This guide provides a framework for TiVo Video Service (f/k/a MAX) partners providing image assets for use in the UI. The TiVo Video Service application will be evolving and sometimes that means changing image sizes / aspect ratios. Rather than continuously requesting new images and logos from our partners, this document aims to reduce that churn by covering best practices and outlining ‘kits’ that our team can use and repurpose in our UI as the application matures.

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High quality imagery is essential in any modern 10’ experience. TiVo Video Service is no exception and needs rich imagery to draw users into our partners’ content. The UI has a few types of images with specific requirements. Page down through the next few screens to see how partner imagery is integral in the UI. *Please note that all content and images are fictional and used for illustrative purposes only.*
A featured tile showcases a prominent channel logo and branding imagery. This should be eye-catching and descriptive of the channel's programming.
A channel logo is a small image with transparency, optimized for dark backgrounds that clearly identifies a channel.
An atmospheric image displays in the background when a channel or featured content is highlighted. This image should display relevant brand imagery or representative content imagery without text or branding.
A source icon is used to indicate when the highlighted content will be played in an external application.
Channel tiles are very similar to featured images in that they showcase a prominent channel logo over branding imagery. It’s important that these tiles are a clear representation of the channel.
It would be difficult to provide the exact size images needed for the TiVo Video Service UI, especially since it will see changes over time. The proposed solution is for partners to provide imagery in a kit, or in a layered file format with the highest quality possible (clarity and resolution) for each channel. By providing a wider gamut of assets up-front, TiVo will not need to request more imagery as the UI changes.

By providing a kit, Adobe Photoshop, Illustrator or layered TIFF files, we will be able to create images for your channels regardless of the aspect ratio (within reason, of course). The benefit of providing a layered file rather than a kit is that you have set an example of how these elements should be combined.

Here's an example of an ideal kit using our fictitious channel “Destination Station”. We can repurpose these images to make this channel look great in any occasion:

1. 1920x1080 image for atmospheric
2. Horizontally oriented vector logo
3. 1000x1000 Photoshop Document & Layers therein
Here are the assets created from the three files provided:

1:1 Channel Image

4:3 Channel Image

16:9 Channel Image

16:9 Atmospheric Image

21:9 Cinematic Channel Image

Channel Logo in a 7:2 area
On the other hand, if we were provided with a flatted PNG or JPG images, the options are more limited and results are often undesirable. Here’s an example of another fictitious channel that only provided a 1:1 image and PNG logo. We’ll do the best we can:

1. 600x600 raster image
2. PNG logo
With these images, we can easily create a channel logo and 1:1 Channel image. But there's no way to create an atmospheric and the wider image formats will have to utilize stretching in order to avoid cropping off the logo, which is not ideal. We may need to request more imagery from this partner.

1:1 Channel Image
4:3 Channel Image
16:9 Channel Image
16:9 Atmospheric Image
21:9 Cinematic Channel Image
Channel Logo in a 7:2 area
Channel & Featured tiles are prominently displayed in the UI. Each channel tile should include the channel's logo and branding elements.

**NO**

- The logo is colorful, but the tile looks cheap. Use branding in the tile as well.
- The first logo is too small and the second doesn't leave any margin, making it look crowded. Also, the logo blends with the background too much.
- These tiles are too similar and the differentiation between 'Kids' and 'Movies' needs to be more obvious. This can make browsing confusing for users.

**YES**

- The tile imagery corresponds with the brand and the content on the channel.
- This logo is prominent and has adequate margins.
- The brand behind these channels is still obvious, but channel genres are much clearer to the user.
It is essential that we receive quality logos for your channels. Here are some guidelines:

**SHAPE**

168x48 is 7:2 ratio. Logo should aim to proportionally fill this space as much as possible.

- ✗ This logo has extraneous detail that inhibits its proportions
- ✓ This simplified version will appear much better
- ✓ This logo will be much more visible in the UI

**COLOR**

Our UI has a dark background, so logos need to be optimized for that, otherwise they will be colored white.

- ✓ FoodLove
- ✓ FoodLove
- ✗ FoodLove
- ✗ FoodLove

**FORMAT**

Logos need to be vector for the highest quality but quality PNGs with transparency can work as well.

- ✗ This JPG or PNG without transparency cannot be used.
- ✓ This JP or PNG without transparency cannot be used.
- ✗ This logo has extraneous detail that inhibits its proportions
- ✓ This simplified version will appear much better

Utilizing secondary brand colors allows this logo to avoid being white-washed.

- ✓ FoodLove
- ✓ FoodLove

Using an all-white version of your logo is a safe bet.

- ✓ FoodLove
- ✓ FoodLove

Putting a raster image into a vector file does not make it a vector file.

- ✗ Putting a raster image into a vector file does not make it a vector file.

If providing a raster image, make sure it includes transparency.

- ✓ By far the most preferred method is to send a vector file. This allows us to make your channel logo look as good as possible.

- ✗ By far the most preferred method is to send a vector file. This allows us to make your channel logo look as good as possible.
Atmospheric images fill the background of the UI. There is a black overlay at 80% opacity over the atmospheric image. This ensures consistently legible text as well as keeping the user’s attention on the content.

**NO**

- **This image is too dark. It will not be visible in the UI. Caution should be taken with light images as well.**

- **It is unacceptable to have any text or logos on an atmospheric. Also, the image is too dark and would not display well.**

- **Caution must be taken when using gradients. (this is an exaggerated example of the banding that may occur) Images may be compressed for file size / loading time. This will affect banding.**

**YES**

- **Notice how the levels cover the full spectrum. This image will look great in the UI.**

- **This image has no text, and is not too dark.**

- **If a gradient must be used, make sure to address the banding issue with 32-bit dithering.**
If your content must be played outside of the TiVo Video Service application in your own app, we will display a source icon as an indicator.

**NO**

- Don’t use pure white in your icon (#FFFFFF). TVs don’t like this.
- Don’t make your logo too small; this icon will typically be only 50x50 pixels.
- Don’t round the corners; we will do that to ensure consistency.
- Don’t use a black background; this will get lost in a dark UI and will be unseen by the user.

**YES**

- Use off-white (#EBEBEB) instead of white; it will still display brightly on screen.
- Keep the text simple and large enough with adequate margins. Don’t round the corners.
- Keep things simple and avoid small or descriptive text.
In future iterations of the TiVo Video Service UI individual movies and TV shows will be shown in a browse UI. Accompanying this box art should always be a corresponding atmospheric image. If our metadata does not match the program, we will rely on our partners to supply the program imagery. These are the aspect ratios that should be delivered for each program.

- 2:3 Program Art with title
- 4:3 Program Art with title
- 16:9 Program Art with title
- 16:9 Atmospheric no text

Unlike channels, it is unlikely that this type of imagery can be delivered in kits or layered files. With that in mind, please provide the highest resolution available. The dimensions above are adequate; bigger is always better.
Thank you