

TEASER ART - DELIVERABLES



Teaser Art Due: [1/25/22](#)

RESOURCES

Finishing Templates to be downloaded [here](#)
 Password: {dRt+[9,Z7ECsXW(

Brand Assets to be downloaded [here](#)
 Password: Y84=S5b\+mPs[Aq#

[Get Started with Display P3 - Shorter Workflow Intro](#)

[Working with Wide Color - Technical Deep Dive](#)

[Parallax Exporter and Previewer](#)

Show: [Slow Horses](#)

Show Code (season): [SLO](#) Art Name: [FeetUp](#)

Final Comp Reference: [See thumbnail below](#)

All Files delivered MUST utilize the correct ShowCode denoted here and maintain the folder structure provided to in your AGENCY BOX FOLDER



ASSET	DESCRIPTION	FILE TYPE	SIZE	DPI	COLOR PROFILE	NAMING CONVENTION	GUIDELINES
GUIDELINES CALLOUT SHEET	Key Art Callouts (Shot Map)	Keynote				(ShowCode)_Teaser_(ArtName)_GuidelinesCallout_MMDDYY	This asset must be delivered at time of asset deliverables. Complete sections appropriate to assets noted below.
TEASER ART (DISPLAY)	2x3	Layered PSD/PSB PNG with bleed PNG to trim	27"x40"	300	Display P3	(ShowCode)_Teaser_(ArtName)_Display_2x3_RGB.psb (ShowCode)_Teaser_(ArtName)_Display_2x3_RGB.png (ShowCode)_Teaser_(ArtName)_Display_2x3_Trim_RGB.png	The template advises on a universal bleed but please ensure that all priority assets are finished in their entirety beyond the bleed - no partial face, head, shoulders, etc.
	4x1	Layered PSD/PSB PNG with bleed PNG to trim	14"x48"	300	Display P3	(ShowCode)_Teaser_(ArtName)_Display_4x1_RGB.psb (ShowCode)_Teaser_(ArtName)_Display_4x1_RGB.png (ShowCode)_Teaser_(ArtName)_Display_4x1_Trim_RGB.png	ART and TT ONLY. No pedigree, taglines or CTA unless specifically requested. Please include all callouts and summary page in the Guidelines Keynote. Please include one png full bleed no crop marks and one png cropped to trim/view.
	1x1	Layered PSD/PSB PNG with bleed PNG to trim	27"x 27 "	300	Display P3	(ShowCode)_Teaser_(ArtName)_Display_1x1_RGB.psb (ShowCode)_Teaser_(ArtName)_Display_1x1_RGB.png (ShowCode)_Teaser_(ArtName)_Display_1x1_Trim_RGB.png	
TEASER ART (SCREENS)	16x9	Layered PSD PNG (flattened)	3840x2160	72	Display P3	(ShowCode)_Teaser_(ArtName)_Screen_16x9.psd (ShowCode)_Teaser_(ArtName)_Screen_16x9.png	The template advises on a universal bleed but please ensure that all priority assets are finished in their entirety beyond the bleed - no partial face, head, shoulders, etc. Please include all callouts and summary page in the Guidelines Keynote. A flattened PNG must be included as part of the final delivery.
	9x16	Layered PSD PNG (flattened)	2160x3840	72	Display P3	(ShowCode)_Teaser_(ArtName)_Screen_9x16.psd (ShowCode)_Teaser_(ArtName)_Screen_9x16.png	ART and TT ONLY. No pedigree, taglines or CTA unless specifically requested.
	x - Wide	Layered PSD PNG (flattened) PNG (review)	5885x1480	72	Display P3	(ShowCode)_Teaser_(ArtName)_Screen_X-Wide.psd (ShowCode)_Teaser_(ArtName)_Screen_X-Wide.png (ShowCode)_Teaser_(ArtName)_Screen_X-Wide_safe.png	Important: Include review PNG that has the safe guide references turned on.
	x - Tall	Layered PSD PNG (flattened) PNG (review)	1500x3850	72	Display P3	(ShowCode)_Teaser_(ArtName)_Screen_X-Tall.psd (ShowCode)_Teaser_(ArtName)_Screen_X-Tall.png (ShowCode)_Teaser_(ArtName)_Screen_X-Tall_safe.png	
DOT COM	Home Page Tile	Layered PSD PNG (flattened) PNG (review)	2524x1160	72	Display P3	(ShowCode)_ (ArtName)_homepage_tile_2524x1160.psd (ShowCode)_ (ArtName)_homepage_tile_2524x1160.png (ShowCode)_ (ArtName)_homepage_tile_2524x1160_safe.png	No title Treatment. Important: Include review PNG that has the safe guide references turned on.
EMAIL	Top Feature	Layered PSD JPG (flattened) - 2mb max JPG (review)	4320x1080	72	Display P3	(ShowCode)_ENG_TopFeature_4320x1080.psd (ShowCode)_ENG_TopFeature_4320x1080.jpg (ShowCode)_ENG_TopFeature_4320x1080_safe.jpg	ART and TT ONLY. No pedigree, taglines or CTA unless part of the logo lockup. Fit content within cropping boundaries in PSD template (1690x913). Important: Include review PNG that has the safe guide references turned on.
	Blurb	Layered PSD JPG (flattened) - 2mb max JPG (review)	4320x1080	72	Display P3	(ShowCode)_ (ArtName)_ENG_Blurb_4320x1080.psd (ShowCode)_ (ArtName)_ENG_Blurb_4320x1080.jpg (ShowCode)_ (ArtName)_ENG_Blurb_4320x1080_safe.jpg	
	Top Feature	Layered PSD JPG (flattened) - 2mb max	1480x800	72	Display P3	(ShowCode)_ (ArtName)_ENG_TopFeature_1480x800.psd (ShowCode)_ (ArtName)_ENG_TopFeature_1480x800.jpg	ART and TT ONLY. No pedigree, taglines or CTA unless part of the logo lockup.
	Blurb	Layered PSD JPG (flattened) - 2mb max	1480x495	72	Display P3	(ShowCode)_ (ArtName)_ENG_Blurb_1480x495.psd (ShowCode)_ (ArtName)_ENG_Blurb_1480x495.jpg	
	Locker	Layered PSD JPG (flattened) - 2mb max	600x338	72	Display P3	(ShowCode)_ (ArtName)_ENG_Locker_600x338.psd (ShowCode)_ (ArtName)_ENG_Locker_600x338.jpg	

HERO ART - DELIVERABLES



Hero Art Due: **XX/XX/XX**

RESOURCES

Finishing Templates to be downloaded [here](#)
 Password: {dRt+[9,Z7ECsXW(

Brand Assets to be downloaded [here](#)
 Password: Y84=S5b\+mPs[Aq#

[Get Started with Display P3 - Shorter Workflow Intro](#)

[Working with Wide Color - Technical Deep Dive](#)

[Parallax Exporter and Previewer](#)

Show: [Slow Horses](#)

Show Code (season): [SLO](#) Art Name: [Glance](#)

Final Comp Reference: [See below](#)

All Files delivered MUST utilize the correct ShowCode denoted here and maintain the folder structure provided to in your AGENCY BOX FOLDER



ASSET	DESCRIPTION	FILE TYPE	SIZE	DPI	COLOR PROFILE	NAMING CONVENTION	GUIDELINES
GUIDELINES CALLOUT SHEET	Key Art Callouts (Shot Map)	Keynote				(ShowCode)_Hero_(ArtName)_GuidelinesCallout_MMDDYY	This asset must be delivered at time of asset deliverables. Complete sections appropriate to assets noted below.
HERO ART (DISPLAY)	2x3	Layered PSD/PSB PNG with bleed PNG to trim	27"x40"	300	Display P3	(ShowCode)_Hero_(ArtName)_Display_2x3_RGB.psb (ShowCode)_Hero_(ArtName)_Display_2x3_RGB.png (ShowCode)_Hero_(ArtName)_Display_2x3_Trim_RGB.png	The template advises on a universal bleed but please ensure that all priority assets are finished in their entirety beyond the bleed - no partial face, head, shoulders, etc.
	4x1	Layered PSD/PSB PNG with bleed PNG to trim	14"x48"	300	Display P3	(ShowCode)_Hero_(ArtName)_Display_4x1_RGB.psb (ShowCode)_Hero_(ArtName)_Display_4x1_RGB.png (ShowCode)_Hero_(ArtName)_Display_4x1_Trim_RGB.png	ART and TT ONLY. No pedigree, taglines or CTA unless specifically requested.
	1x1	Layered PSD/PSB PNG with bleed PNG to trim	27"x 27 "	300	Display P3	(ShowCode)_Hero_(ArtName)_Display_1x1_RGB.psb (ShowCode)_Hero_(ArtName)_Display_1x1_RGB.png (ShowCode)_Hero_(ArtName)_Display_1x1_Trim_RGB.png	Please include all callouts and summary page in the Guidelines Keynote. Please include one png full bleed no crop marks and one png cropped to trim/view.
HERO ART (SCREENS)	16x9	Layered PSD PNG (flattened)	3840x2160	72	Display P3	(ShowCode)_Hero_(ArtName)_Screen_16x9.psd (ShowCode)_Hero_(ArtName)_Screen_16x9.png	The template advises on a universal bleed but please ensure that all priority assets are finished in their entirety beyond the bleed - no partial face, head, shoulders, etc.
	9x16	Layered PSD PNG (flattened)	2160x3840	72	Display P3	(ShowCode)_Hero_(ArtName)_Screen_9x16.psd (ShowCode)_Hero_(ArtName)_Screen_9x16.png	Please include all callouts and summary page in the Guidelines Keynote. A flattened PNG must be included as part of the final delivery.
	x - Wide	Layered PSD PNG (flattened) PNG (review)	5885x1480	72	Display P3	(ShowCode)_Hero_(ArtName)_Screen_X-Wide.psd (ShowCode)_Hero_(ArtName)_Screen_X-Wide.png (ShowCode)_Hero_(ArtName)_Screen_X-Wide_safe.png	ART and TT ONLY. No pedigree, taglines or CTA unless specifically requested.
	x - Tall	Layered PSD PNG (flattened) PNG (review)	1500x3850	72	Display P3	(ShowCode)_Hero_(ArtName)_Screen_X-Tall.psd (ShowCode)_Hero_(ArtName)_Screen_X-Tall.png (ShowCode)_Hero_(ArtName)_Screen_X-Tall_safe.png	Important: Include review PNG that has the safe guide references turned on.
DOT COM	Home Page Tile	Layered PSD PNG (flattened) PNG (review)	2524x1160	72	Display P3	(ShowCode)_Hero_(ArtName)_homepage_tile_2524x1160.psd (ShowCode)_Hero_(ArtName)_homepage_tile_2524x1160.png (ShowCode)_Hero_(ArtName)_homepage_tile_2524x1160_safe.png	No title Treatment. Important: Include review PNG that has the safe guide references turned on.
EMAIL	Top Feature	Layered PSD JPG (flattened) - 2mb max JPG (review)	4320x1080	72	Display P3	(ShowCode)_ENG_TopFeature_4320x1080.psd (ShowCode)_ENG_TopFeature_4320x1080.jpg (ShowCode)_ENG_TopFeature_4320x1080_safe.jpg	ART and TT ONLY. No pedigree, taglines or CTA unless part of the logo lockup. Fit content within cropping boundaries in PSD template (1690x913). Important: Include review PNG that has the safe guide references turned on.
	Blurb	Layered PSD JPG (flattened) - 2mb max JPG (review)	4320x1080	72	Display P3	(ShowCode)_Hero_(ArtName)_ENG_Blurb_4320x1080.psd (ShowCode)_Hero_(ArtName)_ENG_Blurb_4320x1080.jpg (ShowCode)_Hero_(ArtName)_ENG_Blurb_4320x1080_safe.jpg	
	Top Feature	Layered PSD JPG (flattened) - 2mb max	1480x800	72	Display P3	(ShowCode)_Hero_(ArtName)_ENG_TopFeature_1480x800.psd (ShowCode)_Hero_(ArtName)_ENG_TopFeature_1480x800.jpg	ART and TT ONLY. No pedigree, taglines or CTA unless part of the logo lockup.
	Blurb	Layered PSD JPG (flattened) - 2mb max	1480x495	72	Display P3	(ShowCode)_Hero_(ArtName)_ENG_Blurb_1480x495.psd (ShowCode)_Hero_(ArtName)_ENG_Blurb_1480x495.jpg	
	Locker	Layered PSD JPG (flattened) - 2mb max	600x338	72	Display P3	(ShowCode)_Hero_(ArtName)_ENG_Locker_600x338.psd (ShowCode)_Hero_(ArtName)_ENG_Locker_600x338.jpg	

TVApp EARLY UP NEXT - DELIVERABLES



TVApp - Early Up Next Art Due: [1/25/22](#)

RESOURCES

Finishing Templates to be downloaded [here](#)

Password: {dRt+[9,Z7ECsXW(

Brand Assets to be downloaded [here](#)

Password: Y84=S5b\+mPs[Aq#

[Get Started with Display P3 - Shorter Workflow Intro](#)

[Working with Wide Color - Technical Deep Dive](#)

[Parallax Exporter and Previewer](#)

Show: [Slow Horses](#)

Show Code (season): [SLO](#) Art Name: [FeetUp](#)

Final Comp Reference: [See thumbnail below](#)

All Files delivered MUST utilize the correct ShowCode denoted here and maintain the folder structure provided to in your AGENCY BOX FOLDER



ASSET	DESCRIPTION	FILE TYPE	SIZE	DPI	COLOR PROFILE	NAMING CONVENTION	GUIDELINES
GUIDELINES CALLOUT SHEET	Key Art Callouts (Shot Map)	Keynote				(ShowCode)_TVApp_(ArtName)_GuidelinesCallout_MMDDYY	This asset must be delivered at time of asset deliverables. Complete sections appropriate to assets noted below.
TV APP SUMMARY - IN SITU	In Situ Keynote	Keynote				(ShowCode) - TVApp_Summary_EarlyUpNext.key	This asset must be delivered at time of asset deliverables. Please provide final assets in situ as a summary deck and callouts per piece of art.
TILE	Tile	Layered PSD PNG (flattened) PNG (review)	3840x2160	72	Display P3	KF-TVA-WW-(ShowCode)_(ArtName)_EN_US.psd KF-TVA-WW-(ShowCode)_(ArtName)_EN_US.png KF-TVA-WW-(ShowCode)_(ArtName)_EN_US_safe.png	Please review template and account for UI reference or safe area noted. Important: Include review PNG that has the safe guide references turned on.
COVER ART	16x9 Cover Art w/ # TV+ attribution	Layered PSD PNG (flattened) PNG (review)	3840x2160	72	Display P3	CVR169_w_Attribute-TVA-WW-(ShowCode)_(ArtName).psd CVR169_w_Attribute-TVA-WW-(ShowCode)_(ArtName).png CVR169_w_Attribute-TVA-WW-(ShowCode)_(ArtName)_safe.png	Review link above for LSR construction. Please make sure your file structure retains layers in template for LSR build PSD and ensure that content is parsed into the appropriate folders. Please do not include copy line or pedigree unless part of the logo or otherwise noted. Important: Include review PNG that has the safe guide references turned on.
	2x3 Cover Art w/ # TV+ attribution	Layered PSD PNG (flattened) PNG (review)	2000x3000	72	Display P3	CVR23_w_Attribute-MV-WW-(ShowCode)_(ArtName).psd CVR23_w_Attribute-MV-WW-(ShowCode)_(ArtName).png CVR23_w_Attribute-MV-WW-(ShowCode)_(ArtName)_safe.png	
	1x1 Cover Art w/ # TV+ attribution	Layered PSD PNG (flattened) PNG (review)	3000x3000	72	Display P3	CVR11_w_Attribute-TV-WW-(ShowCode)_(ArtName).psd CVR11_w_Attribute-TV-WW-(ShowCode)_(ArtName).png CVR11_w_Attribute-TV-WW-(ShowCode)_(ArtName)_safe.png	
CHANNEL SPLASH	TV Dot Com Web (CSW)	Layered PSD PNG (flattened) PNG (review)	4320x1800	72	Display P3	CSW-TVA-WW-(ShowCode)_(ArtName).psd CSW-TVA-WW-(ShowCode)_(ArtName).png CSW-TVA-WW-(ShowCode)_(ArtName)_safe.png	No title Treatment. Important: Include review PNG that has the safe guide references turned on.
	TV Dot Com Mobile (CST)	Layered PSD PNG (flattened) PNG (review)	1680x3636	72	Display P3	CST-TVA-WW-(ShowCode)_(ArtName).psd CST-TVA-WW-(ShowCode)_(ArtName).png CST-TVA-WW-(ShowCode)_(ArtName)_safe.png	
COMING SOON BRICK	Coming Soon Brick	Layered PSD PNG (flattened) PNG (review)	4320x1080	72	Display P3	SF_TVA_WW_(ShowCode)_(ArtName)_ComingSoon.psd SF_TVA_WW_(ShowCode)_(ArtName)_ComingSoon.png SF_TVA_WW_(ShowCode)_(ArtName)_ComingSoon_safe.png	Important: Include review PNG that has the safe guide references turned on.
BACKDROP WIDE & TALL	Backdrop Wide	Layered PSD PNG (flattened) PNG (review)	4320x3240	72	Display P3	BDW-TVA-WW_(ShowCode)_(ArtName).psd BDW-TVA-WW_(ShowCode)_(ArtName).png BDW-TVA-WW_(ShowCode)_(ArtName)_safe.png	Please review template and account for UI reference or safe area noted. Important: Include review PNG that has the safe guide references turned on.
	Backdrop Tall	Layered PSD PNG (flattened) PNG (review)	1680x3636	72	Display P3	BDT-TVA-WW_(ShowCode)_(ArtName).psd BDT-TVA-WW_(ShowCode)_(ArtName).png BDT-TVA-WW_(ShowCode)_(ArtName)_safe.png	
BANNER UBER	Banner Uber	Layered PSD PNG (flattened) PNG (review)	4320x1080	72	Display P3	BU-TVA-WW_(ShowCode)_(ArtName).psd BU-TVA-WW_(ShowCode)_(ArtName).png BU-TVA-WW_(ShowCode)_(ArtName)_safe.png	Important: Include review PNG that has the safe guide references turned on.

TVApp COMING SOON - DELIVERABLES



TVApp - Coming Soon Art Due: [2/8/22](#)

RESOURCES

Finishing Templates to be downloaded [here](#)
Password: {dRt+[9,Z7ECsXW(

Brand Assets to be downloaded [here](#)
Password: Y84=S5b\+mPs[Aq#

[Get Started with Display P3 - Shorter Workflow Intro](#)

[Working with Wide Color - Technical Deep Dive](#)

[Parallax Exporter and Previewer](#)

Show: [Slow Horses](#)

Show Code (season): [SLO](#) Art Name: **ENSEMBLE AND KRISTIN**

Final Comp Reference: [See below](#)

All Files delivered MUST utilize the correct ShowCode denoted here and maintain the folder structure provided to in your AGENCY BOX FOLDER



ASSET	DESCRIPTION	FILE TYPE	SIZE	DPI	COLOR PROFILE	NAMING CONVENTION	GUIDELINES
GUIDELINES CALLOUT SHEET	Key Art Callouts (Shot Map)	Keynote				(ShowCode)_TVApp_(ArtName)_GuidelinesCallout_MMDDYY	This asset must be delivered at time of asset deliverables. Complete sections appropriate to assets noted below.
TV APP SUMMARY - IN SITU	In Situ Keynote	Keynote				(ShowCode) - TVApp_Summary_ComingSoon.key	This asset must be delivered at time of asset deliverables. Please provide final assets in situ as a summary deck and callouts per piece of art.
SPOTLIGHT - "ENSEMBLE"	Featured Content Spotlight	Layered PSD PNG (flattened) PNG (review)	4320x1080	72	Display P3	SF_TVA_WW_(ShowCode)_(ArtName).psd SF_TVA_WW_(ShowCode)_(ArtName).png SF_TVA_WW_(ShowCode)_(ArtName)_safe.png	Please review template and account for UI reference or safe area noted. Important: Include review PNG that has the safe guide references turned on.
EPIC SHOWCASE (WATCH NOW TAB) - "KRISTEN"	Epic Showcase Wide-B, LTR No title treatment	Layered PSD PNG (flattened) PNG (review)	4320x1800	72	Display P3	ESW-TVA-WW_(ShowCode)_(ArtName)_WNT-ENG_LTR.psd ESW-TVA-WW_(ShowCode)_(ArtName)_WNT-ENG_LTR.png ESW-TVA-WW_(ShowCode)_(ArtName)_WNT-ENG_LTR_safe.png	Please review template and account for UI reference or safe area noted. Important: Include review PNG that has the safe guide references turned on. If the same art will be used for both the Watch Now and TV+ tabs, please use -WNT_TVPT- in the file name instead of just -WNT- or -TVPT-
	Epic Showcase Wide-B, RTL No title treatment	Layered PSD PNG (flattened) PNG (review)	4320x1800	72	Display P3	ESW-TVA-WW_(ShowCode)_(ArtName)_WNT-ENG_RTL.psd ESW-TVA-WW_(ShowCode)_(ArtName)_WNT-ENG_RTL.png ESW-TVA-WW_(ShowCode)_(ArtName)_WNT-ENG_RTL_safe.png	
	Epic Showcase Medium-B, LTR No title treatment	Layered PSD PNG (flattened) PNG (review)	4320x2040	72	Display P3	ESM-TVA-WW_(ShowCode)_(ArtName)_WNT-ENG_LTR.psd ESM-TVA-WW_(ShowCode)_(ArtName)_WNT-ENG_LTR.png ESM-TVA-WW_(ShowCode)_(ArtName)_WNT-ENG_LTR_safe.png	
	Epic Showcase Medium-B, RTL No title treatment	Layered PSD PNG (flattened) PNG (review)	4320x2040	72	Display P3	ESM-TVA-WW_(ShowCode)_(ArtName)_WNT-ENG_RTL.psd ESM-TVA-WW_(ShowCode)_(ArtName)_WNT-ENG_RTL.png ESM-TVA-WW_(ShowCode)_(ArtName)_WNT-ENG_RTL_safe.png	
	Epic Showcase Tall-B, LTR No title treatment	Layered PSD PNG (flattened) PNG (review)	1680x3636	72	Display P3	EST-TVA-WW_(ShowCode)_(ArtName)_WNT-ENG.psd EST-TVA-WW_(ShowCode)_(ArtName)_WNT-ENG.png EST-TVA-WW_(ShowCode)_(ArtName)_WNT-ENG_safe.png	
	Epic Showcase Flat-B, LTR No title treatment	Layered PSD PNG (flattened) PNG (review)	4320x1800	72	Display P3	ESF-TVA-WW_(ShowCode)_(ArtName)_WNT-ENG.psd ESF-TVA-WW_(ShowCode)_(ArtName)_WNT-ENG.png ESF-TVA-WW_(ShowCode)_(ArtName)_WNT-ENG_safe.png	
EPIC SHOWCASE (TV+ TAB) - "ENSEMBLE"	Epic Showcase Wide-B, LTR No title treatment	Layered PSD PNG (flattened) PNG (review)	4320x1800	72	Display P3	ESW-TVA-WW_(ShowCode)_(ArtName)_TVPT-ENG_LTR.psd ESW-TVA-WW_(ShowCode)_(ArtName)_TVPT-ENG_LTR.png ESW-TVA-WW_(ShowCode)_(ArtName)_TVPT-ENG_LTR_safe.png	
	Epic Showcase Wide-B, RTL No title treatment	Layered PSD PNG (flattened) PNG (review)	4320x1800	72	Display P3	ESW-TVA-WW_(ShowCode)_(ArtName)_TVPT-ENG_RTL.psd ESW-TVA-WW_(ShowCode)_(ArtName)_TVPT-ENG_RTL.png ESW-TVA-WW_(ShowCode)_(ArtName)_TVPT-ENG_RTL_safe.png	
	Epic Showcase Medium-B, LTR No title treatment	Layered PSD PNG (flattened) PNG (review)	4320x2040	72	Display P3	ESM-TVA-WW_(ShowCode)_(ArtName)_TVPT-ENG_LTR.psd ESM-TVA-WW_(ShowCode)_(ArtName)_TVPT-ENG_LTR.png ESM-TVA-WW_(ShowCode)_(ArtName)_TVPT-ENG_LTR_safe.png	
	Epic Showcase Medium-B, RTL No title treatment	Layered PSD PNG (flattened) PNG (review)	4320x2040	72	Display P3	ESM-TVA-WW_(ShowCode)_(ArtName)_TVPT-ENG_RTL.psd ESM-TVA-WW_(ShowCode)_(ArtName)_TVPT-ENG_RTL.png ESM-TVA-WW_(ShowCode)_(ArtName)_TVPT-ENG_RTL_safe.png	
	Epic Showcase Tall-B, LTR No title treatment	Layered PSD PNG (flattened) PNG (review)	1680x3636	72	Display P3	EST-TVA-WW_(ShowCode)_(ArtName)_TVPT-ENG.psd EST-TVA-WW_(ShowCode)_(ArtName)_TVPT-ENG.png EST-TVA-WW_(ShowCode)_(ArtName)_TVPT-ENG_safe.png	
	Epic Showcase Flat-B, LTR No title treatment	Layered PSD PNG (flattened) PNG (review)	4320x1800	72	Display P3	ESF-TVA-WW_(ShowCode)_(ArtName)_TVPT-ENG.psd ESF-TVA-WW_(ShowCode)_(ArtName)_TVPT-ENG.png ESF-TVA-WW_(ShowCode)_(ArtName)_TVPT-ENG_safe.png	

TVApp LAUNCH - DELIVERABLES



TVApp - Launch Art Due: [3/2/22](#)

RESOURCES

Finishing Templates to be downloaded [here](#)

Password: {dRt+[9,Z7ECsXW(

Brand Assets to be downloaded [here](#)

Password: Y84=S5b\+mPs[Aq#

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[Working with Wide Color - Technical Deep Dive](#)

[Parallax Exporter and Previewer](#)

Show: [Slow Horses](#)

Show Code (season): [SLO](#) Art Name: [Glance](#)

Final Comp Reference: [See below](#)

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ASSET	DESCRIPTION	FILE TYPE	SIZE	DPI	COLOR PROFILE	NAMING CONVENTION	GUIDELINES
GUIDELINES CALLOUT SHEET	Key Art Callouts (Shot Map)	Keynote				(ShowCode)_TVApp_(ArtName)_GuidelinesCallout_MMDDYY	This asset must be delivered at time of asset deliverables. Complete sections appropriate to assets noted below.
TV APP SUMMARY - IN SITU	In Situ Keynote	Keynote				(ShowCode) - TVApp_Summary_Launch.key	This asset must be delivered at time of asset deliverables. Please provide final assets in situ as a summary deck and callouts per piece of art.
TILE	Tile	Layered PSD PNG (flattened) PNG (review)	3840x2160	72	Display P3	KF-TVA-WW-(ShowCode)_(ArtName)_EN_US.psd KF-TVA-WW-(ShowCode)_(ArtName)_EN_US.png KF-TVA-WW-(ShowCode)_(ArtName)_EN_US_safe.png	Please review template and account for UI reference or safe area noted. Important: Include review PNG that has the safe guide references turned on.
COVER ART	16x9 Cover Art w/TV+ attribution	Layered PSD PNG (flattened) PNG (review)	3840x2160	72	Display P3	CVR169_w_Attribute-TVA-WW-(ShowCode)_(ArtName).psd CVR169_w_Attribute-TVA-WW-(ShowCode)_(ArtName).png CVR169_w_Attribute-TVA-WW-(ShowCode)_(ArtName)_safe.png	Review link above for LSR construction. Please make sure your file structure retains layers in template for LSR build PSD and ensure that content is parsed into the appropriate folders. Please do not include copy line or pedigree unless part of the logo or otherwise noted. Important: Include review PNG that has the safe guide references turned on.
	2x3 Cover Art w/TV+ attribution	Layered PSD PNG (flattened) PNG (review)	2000x3000	72	Display P3	CVR23_w_Attribute-MV-WW-(ShowCode)_(ArtName).psd CVR23_w_Attribute-MV-WW-(ShowCode)_(ArtName).png CVR23_w_Attribute-MV-WW-(ShowCode)_(ArtName)_safe.png	
	1x1 Cover Art w/TV+ attribution	Layered PSD PNG (flattened) PNG (review)	3000x3000	72	Display P3	CVR11_w_Attribute-TV-WW-(ShowCode)_(ArtName).psd CVR11_w_Attribute-TV-WW-(ShowCode)_(ArtName).png CVR11_w_Attribute-TV-WW-(ShowCode)_(ArtName)_safe.png	
CHANNEL SPLASH	TV Dot Com Web (CSW)	Layered PSD PNG (flattened) PNG (review)	4320x1800	72	Display P3	CSW-TVA-WW-(ShowCode)_(ArtName).psd CSW-TVA-WW-(ShowCode)_(ArtName).png CSW-TVA-WW-(ShowCode)_(ArtName)_safe.png	No title Treatment. Important: Include review PNG that has the safe guide references turned on.
	TV Dot Com Mobile (CST)	Layered PSD PNG (flattened) PNG (review)	1680x3636	72	Display P3	CST-TVA-WW-(ShowCode)_(ArtName).psd CST-TVA-WW-(ShowCode)_(ArtName).png CST-TVA-WW-(ShowCode)_(ArtName)_safe.png	
BRICK ROW TAKEOVER (5)	Brick Row Takeover w/TV+ attribution	Layered PSD PNG (flattened) PNG (review)	4320x1080	72	Display P3	SF_TVA_WW_(ShowCode)_(ArtName)_BrickX.psd SF_TVA_WW_(ShowCode)_(ArtName)_BrickX.png SF_TVA_WW_(ShowCode)_(ArtName)_BrickX_safe.png	Please review template and account for UI reference or safe area noted. Important: Include review PNG that has the safe guide references turned on per brick. Brick 1 must include tt and ATV+, brick 5 must include the CTA (ie "Watch now.")

TYPOGRAPHY - DELIVERABLES



Typography Due: [XX/XX/XX](#)

RESOURCES

Finishing Templates to be downloaded [here](#)
Password: {dRt+[9,Z7ECsXW(

Brand Assets to be downloaded [here](#)
Password: Y84=S5b\+mPs[Aq#

[Get Started with Display P3 - Shorter Workflow Intro](#)

[Working with Wide Color - Technical Deep Dive](#)

[Parallax Exporter and Previewer](#)

Show: [Slow Horses](#)

Show Code (season): [SLO](#)

Final Comp Reference: [TBD](#)

All Files delivered MUST utilize the correct ShowCode denoted here and maintain the folder structure provided to in your AGENCY BOX FOLDER

Tagline TBD

ASSET	DESCRIPTION	FILE TYPE	SIZE	DPI	COLOR PROFILE	NAMING CONVENTION	GUIDELINES
GUIDELINES CALLOUT SHEET	Key Art Callouts (Shot Map)	Keynote				(ShowCode)_Typography_GuidelinesCallout_MMDDYY	This asset must be delivered at time of asset deliverables. Complete sections appropriate to assets noted below. Please include any stock images and all fonts used. Only needed for typography if the files below include stock images.
TAGLINE	ONE COLOR - LIGHT (WHITE)	EPS, PSD, and PNG	1920x1080 artboard for vector	Vector or 8000px wide	Display P3	(show code)_Tagline_1color_Lt	Please provide with type outlined. Please include all typeface callouts and safety details in the Guidelines Keynote.
	ONE COLOR - DARK (BLACK)	EPS, PSD, and PNG	1920x1080 artboard for vector	Vector or 8000px wide	Display P3	(show code)_Tagline_1color_Dk	
	FULL COLOR	EPS, PSD, and PNG	1920x1080 artboard for vector	Vector or 8000px wide	Display P3	(show code)_Tagline_Full	