

GUIDE BANNERS

GENERAL CREATIVE GUIDELINES

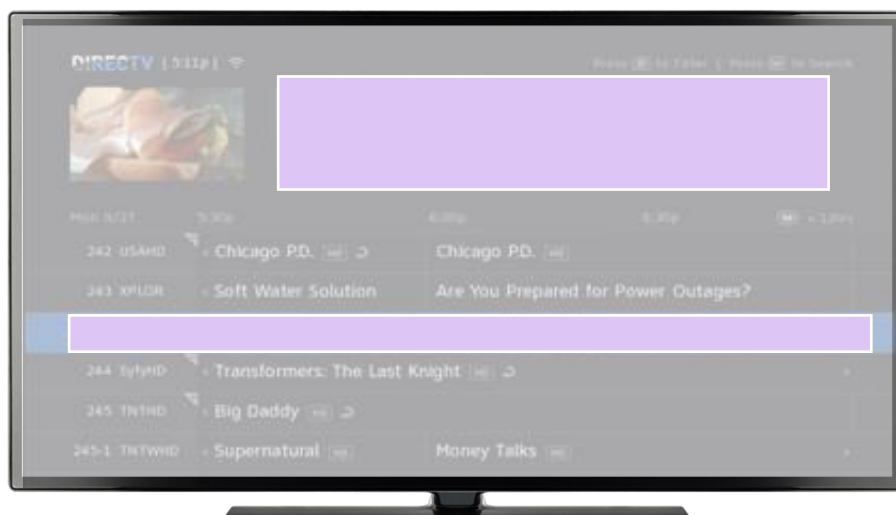
Overview

A Guide Banner is a row in the guide on the set top box. It serves as an interactive ad to promote movies, shows, programs, sports, and events to the customer.

All graphical requirements within this document are strictly limited to the construction of DIRECTV Guide Banners on the set-top-box. Please read these guidelines carefully and ensure that they are implemented as rigorously as possible.

NOTE: The Guide Banner template PSD files provided by DIRECTV should be used when designing and delivering all final Guide Banner assets. Guide banner assets should be delivered to AT&T/DIRECTV in layered PSD format.

Guide Banner



Checklist

Checklist	
	Use the provided PSD template
	HD size: 1920 x 68px
	Format Layered PSD, RGB, 72 dpi
	Minimum font size: HD 24pt – SD 14pt
	Adhere to the rules of margins and paddings page 6 & 7

GUIDE BANNERS

GENERAL ANATOMY

There are 5 main visual components that make up a Network Guide Banner:

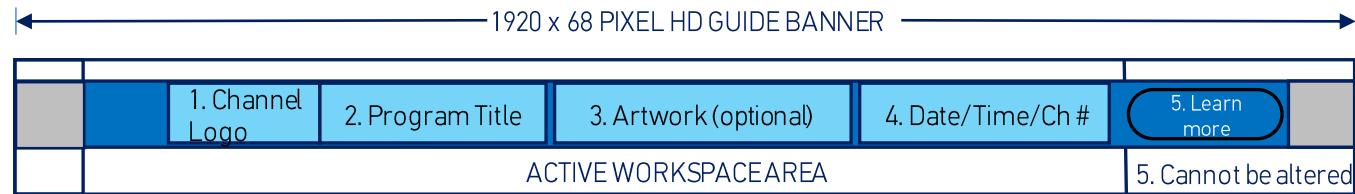
- 1. Channel Logo
- 2. Program Title
- 3. Artwork (Optional)
- 4. Date/Time/Channel Number
- 5. Call to Action or CTA
e.g., Record Now, cannot be changed

NOTE: The visual order of the 5 components within the Guide Banner cannot be altered or changed. For example, you may not move the program title to the left of the channel logo.

The gray bars on either side of the banner cannot be altered, and their position cannot be changed



Guide Banner

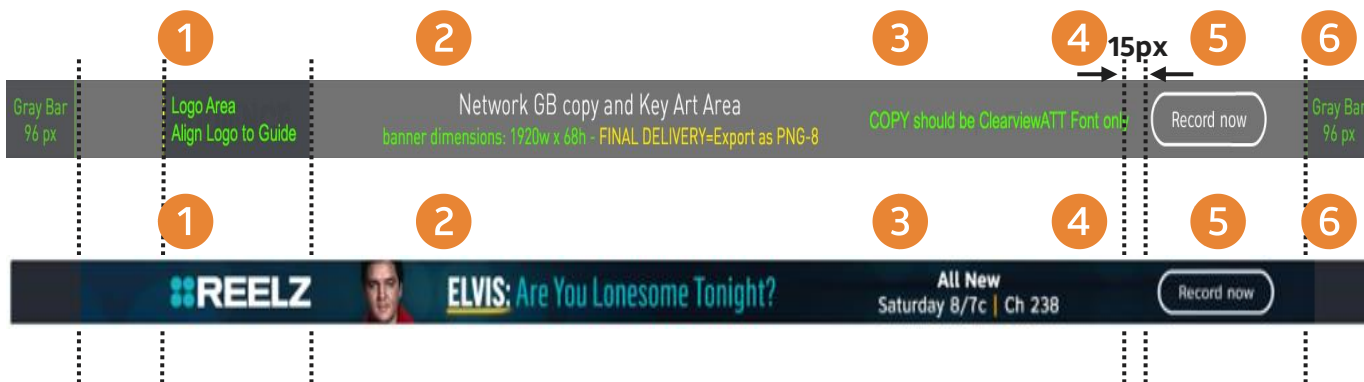


GUIDE BANNERS TEMPLATE

Network Guide Banners Template
Guide banner template/fonts can be accessed
here:
<https://app.box.com/folder/91155299273?s=cnxlut3iuscfor0q9zgtciq0eurng5jn>

The template contains a guide for Network
Logo alignment.

➡ The CTA in a template CAN'T be altered. Choose the correct CTA in the CTA folder (Record now, Watch now, Learn more, Browse now). All CTAs come in a Dark or Light option dependent on artwork background.



1. Left-align channel logo to guide
2. Main copy (title treatment area)
3. Featured episode info area. Find editable copy in "copy" folder in template
4. Maintain a minimum of 15px padding between CTA area and any text
5. CTAs: Record now/Learn more/Watch now/Browse now. Spanish versions of CTAs also in template
6. Gray Bars stay in banner. Do not change or remove.

GUIDE BANNERS

USER INTERFACE

- Strict margin rules must be observed to ensure no important information is covered up by the user interface.
- Some Network banners will require more than one logo
 - All Pay Per View Wrestling/Boxing Live Event Banners must use the **DTV PPV Logo** in the LOGOS folder; the size and position cannot change.
 - If there is more than one logo required, left align the first logo to the Logo Guide and keep all other logos to the right of the first logo.

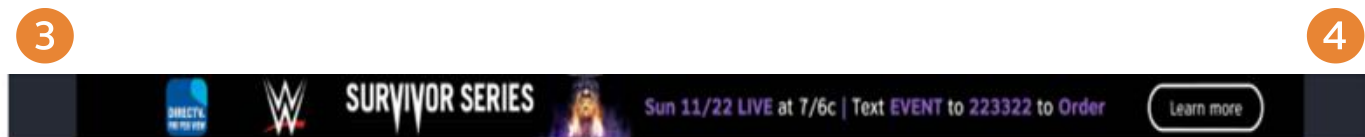
Pro Tip

- Space is tight and you must include all pertinent information and required logos
 - The Channel/Event Logo and Date/Time/Ch. Number are most important.
 - Use your best judgment in what can fit and still be legible.

Banner Padding



Banner with Safe Areas



1. Channel logos vary in size, always include a minimum of 60px padding between logo and program title
2. Maintain a minimum of 15px padding between CTA area and any text
3. Left safe area on STB in Guide is 96px on and cannot be altered
4. Right safe area on STB in Guide is 96px on and cannot be altered

GUIDE BANNERS

CALL TO ACTION (CTAs)

Channel logo
goes here

Add event logos
when required

Event information area (Find editable
copy in Copy folder in template)

CTA: Learn more
CTA Spanish version
in template.



Network Banners with the Call to Action (CTA) “Learn more” are:

- UFC and fight banners
- Free Trial Banners



Network Banners with the Call to Action (CTA) “Record now” are:

- Featured Episode banners
- Featured Sports event banners
- Featured Series banners



Network Banners with the Call to Action (CTA) “Watch now” are:

- Free Preview banners
- New channel banners
- Channel number-change banners



Network Banners with the Call to Action (CTA) “Browse now” are:

- On Demand TV series
- Movie Collections

GUIDE BANNERS

COPY RULES AND DETAILS

- ClearviewATT Book is our standard Guide font. Use it for all copy in Network banners excluding any Title Treatment. When copy alludes to a past movie or TV show, use ClearviewATT Book Italic font for the name of the movie or TV show only.
- Use **Sentence Case** (upper and lowercase) for copy.
- There are four CTA options: **Record now**, **Watch now**, **Learn more**, **Browse now**. Only the first word should be initial capped (e.g., "Watch now" not "Watch Now")
- Tune-in copy: The **day** should be used when the airdate is 7 days or less after the start of the banner's flight; the **date** should be used when the airdate is 8 days or more after the start of the banner's flight. **Example:** for a banner promoting a Monday 3/15/21 event:
 - If the banner's flight begins on Tuesday 3/9 or after, the tune in would be "Monday at 9/8c"
 - If the banner's flight begins on Monday 3/8 or before, the tune in would be "March 15 at 9/8c"
- Dates should not be followed by "th" – "March 15" is correct.
- Airtime format is "10/9c" per industry standard. Do not include PM or ET.
- The vertical line/pipe in the tune-in copy should only be used when separating day/date/date and time from a channel number. Example: May 23 at 9/8c | Ch 125
- Phrases like "Season Premiere" and "Limited Series" should be initial capped.
- For guide banners promoting **live events**, LIVE may be written in all-caps and we can include "AM" if the broadcast begins before Noon ET.
- Copy may be stacked in two lines if necessary, but **NEVER** more than two lines.
- All copy must not extend past the 15px padding to the left of the CTA
- If there is Main copy in lieu of a title treatment, use **ClearviewATT Book 33pt**. For any Tune-in information such as date and channel number, use **ClearviewATT Book 24pt**.
- If a banner has no main copy and only tune-in, use the **ClearviewATT Book font 24pt** for all Tune-in information.



GUIDE BANNERS

DESIGN GUIDELINES

Imagery & Use of Color

- High-resolution imagery should always be used.
- All artwork needs to be framed properly in the given space and adhere to the margin and padding guidelines.
- The 96px gray bars on the left and right must remain in place for all banners created.
- Guide Banner designs should avoid the overuse of both pure white and red colors.

Channel Logo

- In order to preserve consistency and legibility across all Guide Banners, the channel logo padding guidelines must be strictly followed, and the Channel Logo must be correctly aligned with the Channel Logo Guide. Below are some examples of incorrect channel logo placement.

Note: The Specs layer in the template can be used for reference of the correct logo placement.

CORRECT
Follows all padding and alignment guidelines.



Typography

- ClearviewATT is our standard Guide font to use for copy and event/show/ episode information.
- When possible, keep copy on one line. Editable copy in one and two lines are available in the Network template.
- No longer creating copy in ALL-CAPS. Use **Sentence Case** (upper and lowercase) for all copy with the exception of select words for emphasis e.g., "Text **EVENT** to" (see Wrestling banners on page 4 & 5 of document).
- **Legibility is key.** Use the best weight to achieve legibility without going overboard on bold.

General Tips

- In general, guide banner creative should be interesting but not overly busy, so the viewer can focus on Title Treatment and copy.
- Creative behind logos and copy should be simple/not busy. Lay out creative so the scene behind the logo/copy is naturally simple. Place busy creative in the empty areas free of copy and logos.
- Don't overlap design elements with logos; logos should be surrounded by a bit of empty space.
- Don't stack text or Title Treatment in more than 2 lines

INCORRECT
Channel logo does not have enough left padding (Title too far left).



INCORRECT
Channel logo is not aligned to guide.



GUIDE BANNERS

FINAL ASSETS

Guide Banner File Naming

1. Air Date
 - Add air date to PSDs and PNGs. Convention MM_DD.
2. Show/Movie Name
3. Extension
 - Three-character extension such as “psd” or “png” determining file type.

Guide Banner Naming Example

Network Banner
03_16_NFL Sunday_Ticket.psd

Delivering Final Assets

- Please deliver to DIRECTV one ZIP file containing the PSD source file and an 8-bit PNG file for each Guide Banner.
 - Deliver to [Guide Banner Inbox](#) and [Kelley Carrillo](#)
 - PSD files must contain all layers and match the HD template size of 1920px x 68px.
 - When exporting PNGs please use the following settings:
PNG-8, Perceptual/Diffusion, 256 colors, 100% Dither

GUIDE BANNERS

NETWORK BANNER EXAMPLES



**ELIMINATION
CHAMBER**



Sun 2/21 **LIVE** at 7/6c
Text **EVENT** to **223322** to **Order**

Learn more

PPV BANNER EXAMPLE (ENGLISH)



UFC
192

CORMIER vs GUSTAFSSON



Sabado 10/3 **EN VIVO** a las 10/9c
Textea **"EVENT"** al **223322** para ordenar

Obtén detalles

PPV BANNER EXAMPLE (SPANISH)



Free Preview, 1/18 to 1/24
Tune to channels 750-768

Watch now

SPORTS FREE PREVIEW EXAMPLE



NBA TV is back in **4KHDR**



Miami @ Toronto
March 28 at 8/7c | Ch 106

Learn more

SPORTS EVENT IN 4K EXAMPLE

TOM & JERRY

IN THEATERS AND ON HBOMAX. SAME DAY
HBOMAX SUBSCRIBERS STREAM AT NO EXTRA COST. STREAM FOR A LIMITED TIME.

Watch
Trailer

Watch now

MOVIE TRAILER BANNER EXAMPLE

HBO SHOWTIME STARZ CINEMAX

¡Sáciate de los Paquetes de Canales
de Películas con una **Muestra Gratuita!**

Nov 23-26 | Canales 501-557

Disfruta ahora

PREMIUM PACKAGE EXAMPLE (SPANISH)

MOVIES EXTRA PACK

Get 9 premium channels of movies and more



Free Preview 2/14 - 2/21
Ch 564 - 573

Watch now

PREMIUM CHANNEL FREE PREVIEW EXAMPLE

SHOWTIME

shameless



YOUR HONOR



1917
Now Playing



Upgrade Today

Learn more

PREMIUM UPGRADE EXAMPLE

SHOWTIME

Limited Series Finale

YOUR HONOR



Sunday at 10/9c | Ch 545

Record now

Main copy + Tune-in Copy 1-Line

HGTV

BROTHER vs BROTHER



Season Premiere
May 23 at 9/8c | Ch 229

Record now

Title Treatment + Tune-in Copy 2-Lines