

Visual Design Guide

Version 1.1

Visual Design Guide

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01 Introduction

Welcome...

to the ITV Visual Design Guide (VDG), a production guide for the ITV website to establish:

Brand assets specific useage

Consistency of user experience

Shared design conventions

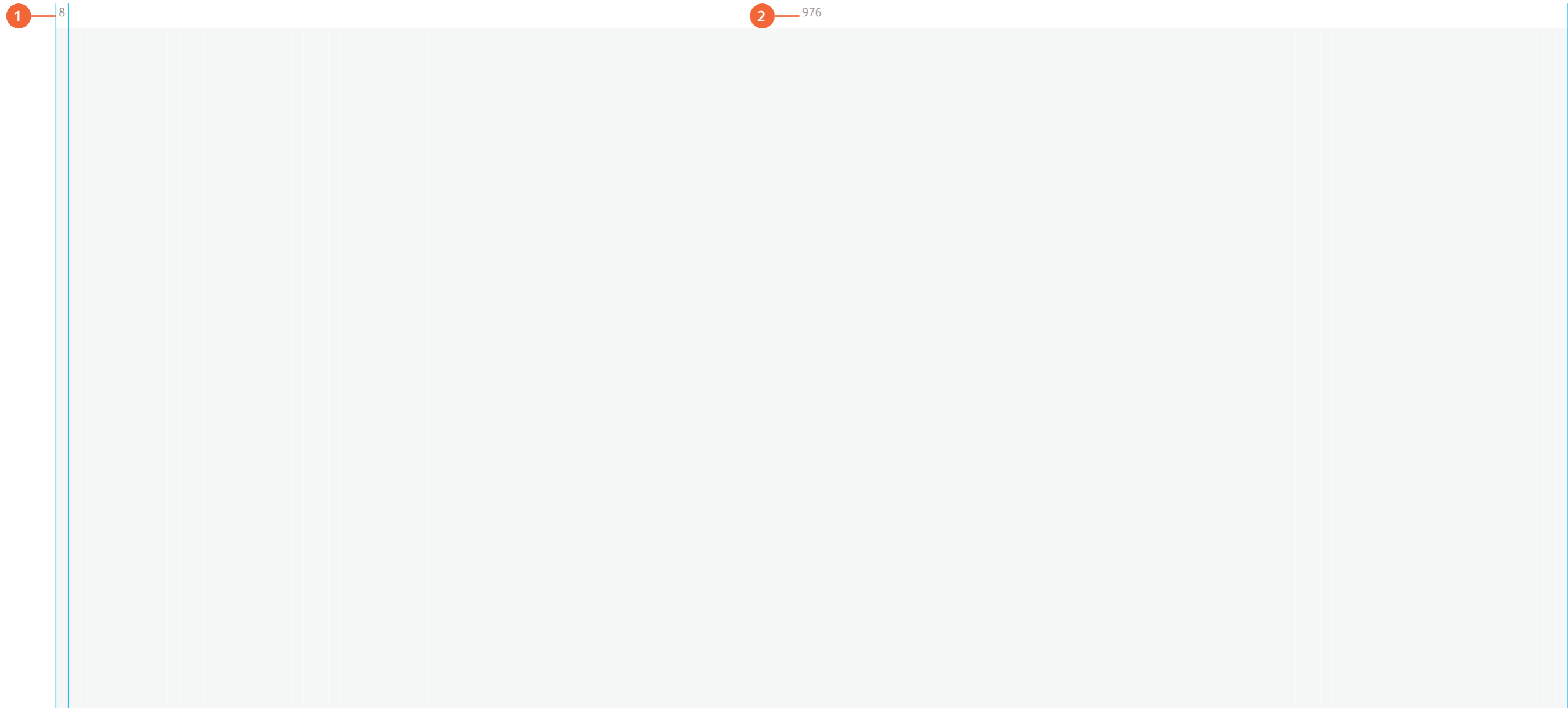
Simplicity of production

Guidelines for flexibility across all our web pages

02 Grid structures

976px page width

The stage...



1 8px column

— a base grid unit of 122 8px column units enables a versatile and flexible grid structure for a plethora of layouts ...

2 976px page width

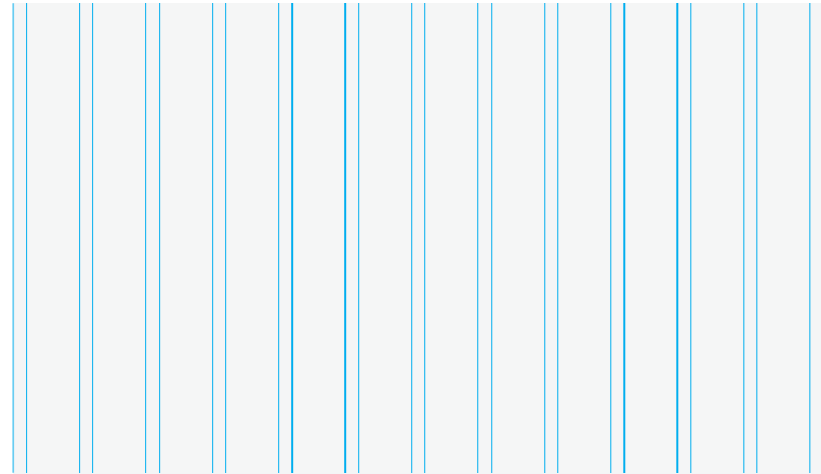
— a 976px page width enables an optimum stage for ITV's portfolio of websites

976px page width

Grid variations

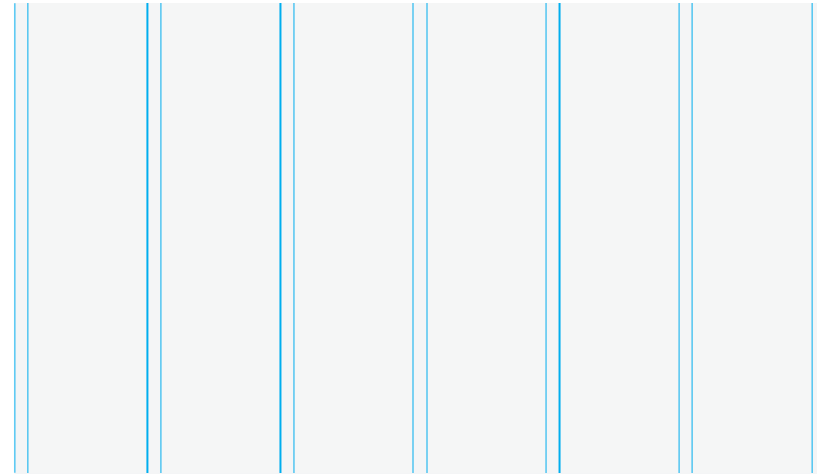
12 Column

64px columns with 16px gutters



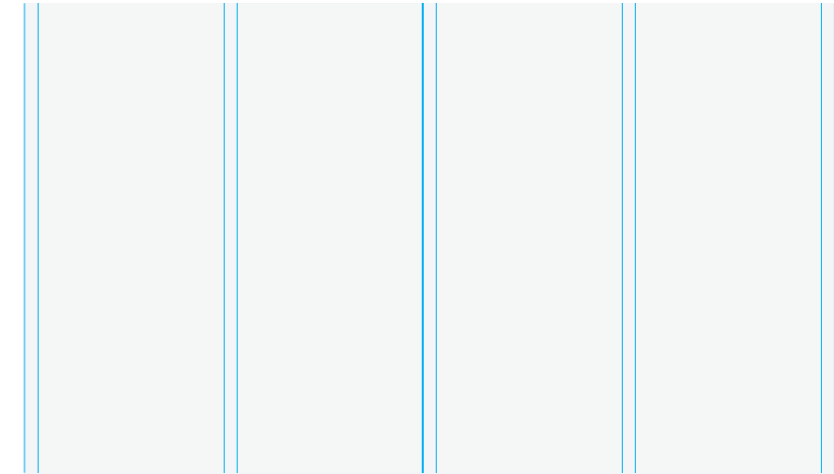
6 Column

144px column with 16px gutters



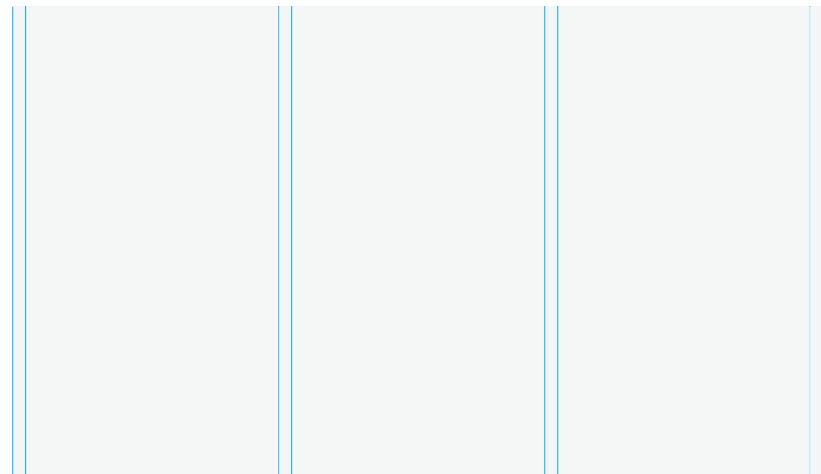
4 Column

224px column with 16px gutters



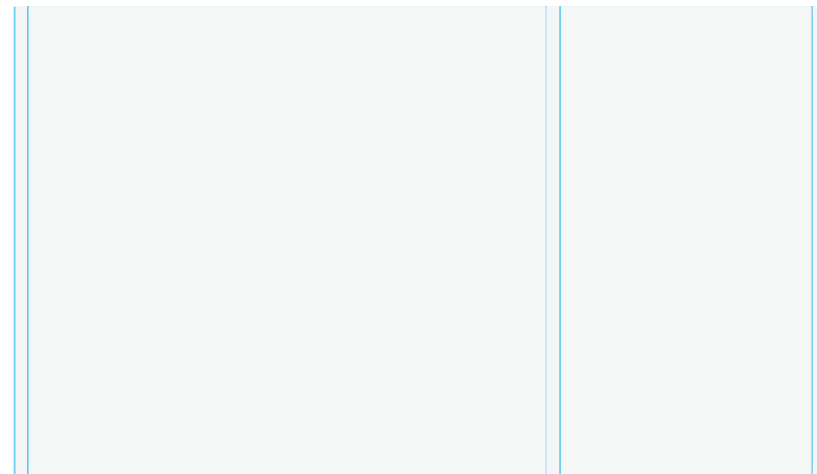
3 Column

304px columns with 16px gutters



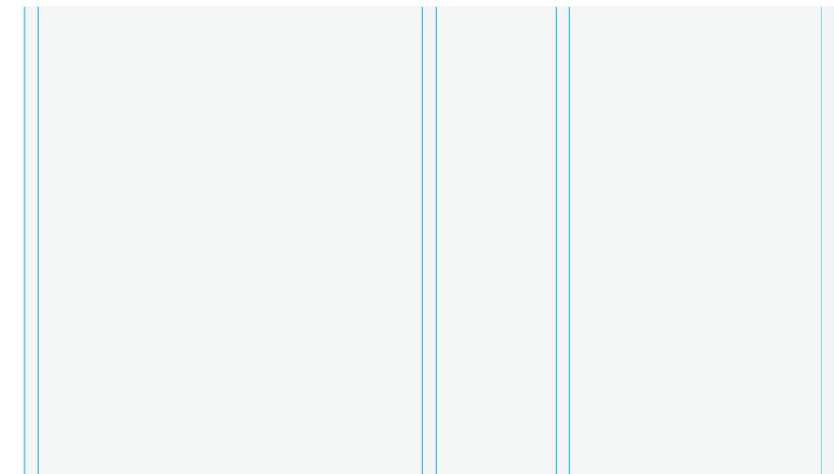
2 Column

624px column and a 304px column with 16px gutters



3 Column

A 144px column, 464px column, a 304px column with 16px gutters



03 Global masthead

Global Masthead variations

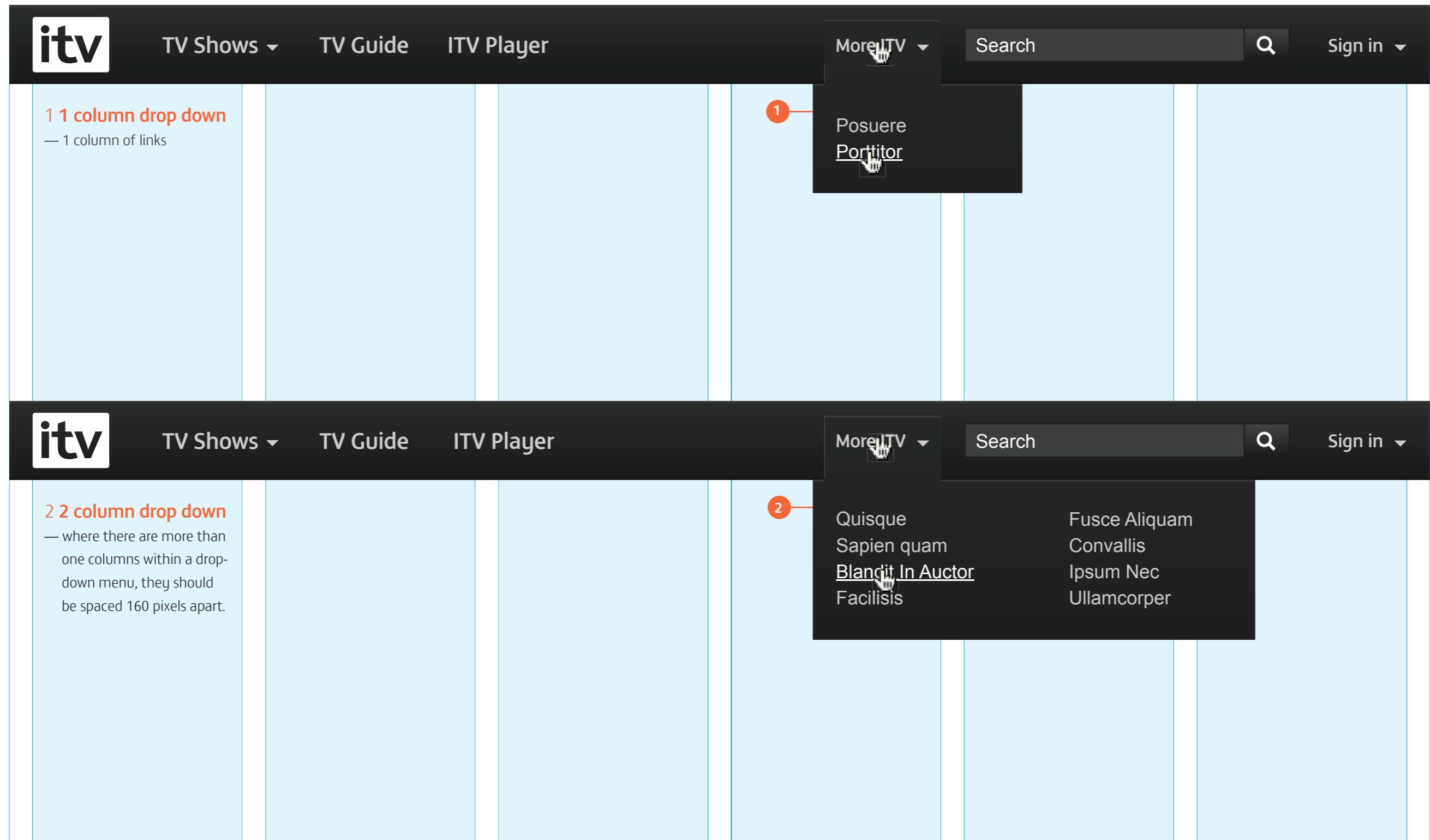
Containing top level navigation

The image displays three variations of the ITV global masthead, each with a numbered callout (1, 2, or 3) on the left side. Each variation features the ITV logo, navigation links for 'TV Shows', 'TV Guide', and 'ITV Player', a search field, and a 'Sign in' link. The background is a dark grey/black bar, and the content area below is a light blue grid.

- 1 With 'Verticals'**
 - aligned right 24px from search field
- 2 Without 'Verticals'**
- 3 Signed in**
 - username maximum 9 characters the use an ellipsis
 - align right 16px minimum from search field

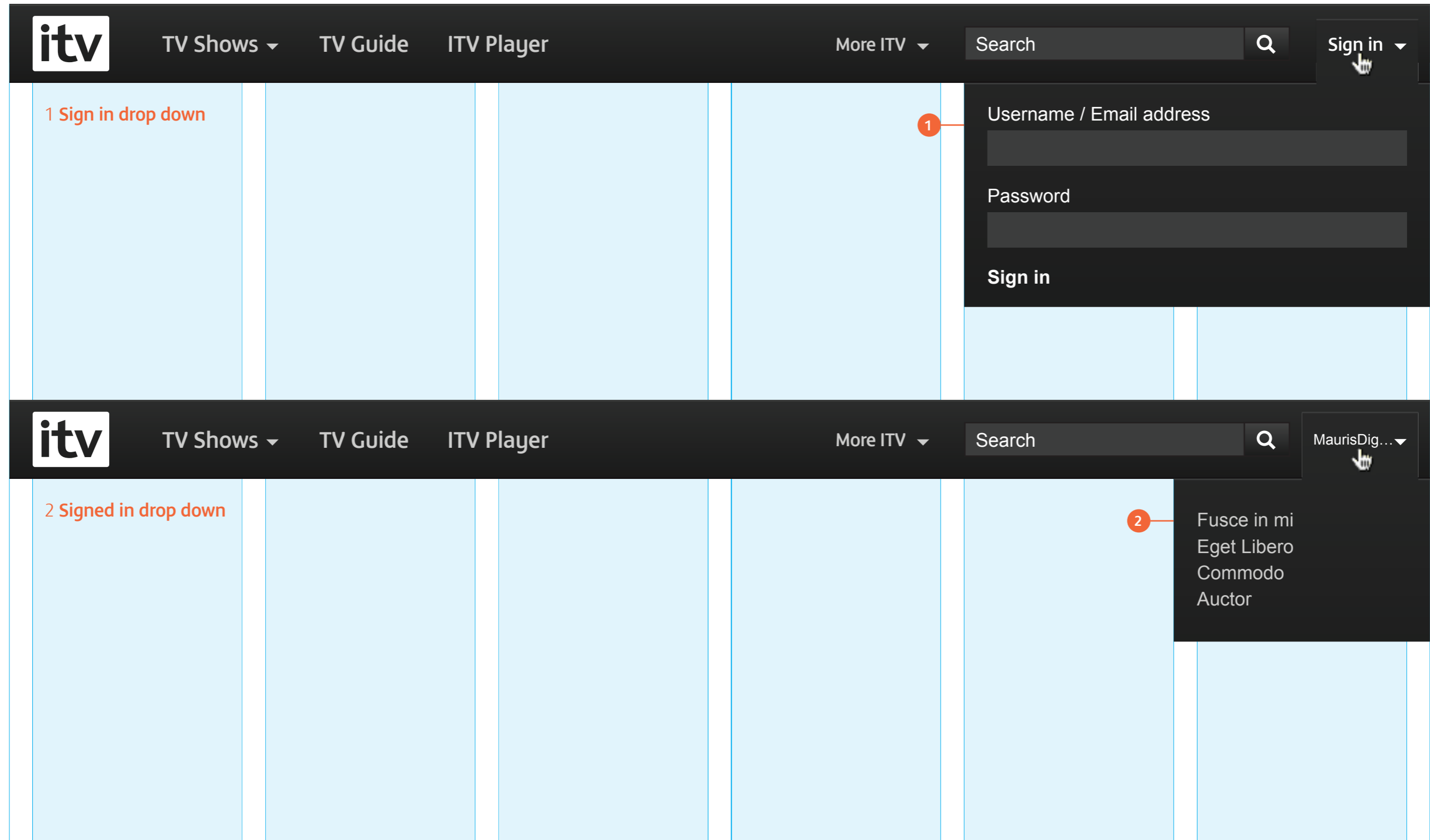
Global Masthead

News drop downs



Global Masthead

Sign in drop downs



Global Masthead

Detailed specification

1 Navigation 01

- ITV Medium 16px except ITV Player where 18px is acceptable
- hex #CCCCCC
- on rollover change to hex #FFFFFF
- 28px horizontal spacing between navigation links to allow for drop down
- drop down arrow is 8 x 4
- vertically centred, 21px spacing above and below

2 Navigation 02

- ITV Medium 13px
- hex #CCCCCC
- on rollover change to hex #FFFFFF
- 24px horizontal spacing between navigation links and search to allow for drop down
- drop down arrow is 8 x 4
- vertically centred, 22px spacing above and below

3 Search

- Arial 13px
- hex #FFFFFF
- search box background colour is hex #3D3D3D with 1px #000000 rule
- search button gradient hex #434343 to hex #282828
- 8px spacing left and right, above and below

4 Sign in

- ITV Medium 13px
- hex #CCCCCC
- on rollover change to hex #FFFFFF

5 Background

- background gradient hex #3B3B3B to hex #252525
- 1px hex #4B4B4B rule at the top
- 1px hex #1B1B1B rule at the bottom

1 Navigation 02 drop down

- ITV Medium 13px
- hex #FFFFFF
- 8px horizontal spacing between link and drop down tab

2 Links

- Arial 13px hex #CCCCCC
- on rollover underline and change to hex #FFFFFF

3 Drop down background

- background gradient hex #2C2C2D to hex #1C1C1C
- 1px hex #3C3C3C rule located at the top of the tab and between the global navigation and drop down
- 16px horizontal space to the left and right of links
- 24px vertical space between last link and end of drop down

Global Masthead

TV Shows drop down specification

<p>1</p>	<p>2</p>	<p>3</p>	<p>4</p>	<p>5</p>		
<p>24</p> <p>16</p> <p>32</p>	<p>16</p> <p>16</p>	<p>16</p> <p>16</p>	<p>16</p> <p>16</p>	<p>16</p> <p>16</p>	<p>16</p> <p>16</p>	<p>16</p>
<p>1 Drop down tab</p> <ul style="list-style-type: none"> — ITV Medium 16px — hex #FFFFFF — single pixel top rule hex #3C3C3C — background colour gradient hex #1C1C1C to hex # 2D2D2D 	<p>2 List header</p> <ul style="list-style-type: none"> — ITV Medium 16px — hex #FFFFFF — 24px vertical spacing between baseline and global navigation 	<p>3 Links</p> <ul style="list-style-type: none"> — Arial regular 13px on 18px line height — underline on rollover and change to hex # FFFFFFF 	<p>4 Logic</p> <p>a maximum of 7 items should be contained within a single column in a drop-down menu (with or without a header).</p> <ul style="list-style-type: none"> — 8-14 items should be spread equally between 2 columns. — 15-21 items should be spread equally between 3 columns. — 22-28 items should be spread equally between 4 columns. 	<p>5 Promo with image</p> <ul style="list-style-type: none"> — 144 x 81 — hex #282828 — 16px vertical spacing between image and link 		

04 Footer

Footer

Core navigational elements

The footer area is dark grey and contains the following elements:

- Channels:** Logos for itv 1, itv 2, itv 3, itv 4, and a TV icon.
- Watch:** itv Player logo and a link to Watch ITV Online.
- Text columns:** Three columns of placeholder text: **Quisque** (Quisque, Elementum, Massa Venenatis, Neque Gravida), **Rhoncus** (Donec, Vel Ligula, Vitae, Tortor Suscipit), and **Vivamus vel nunc** (Vestibulum, Eget Interdum, Tellus Etiam, Tristique eros).
- Placeholder:** A large grey box with the text "MPU — 300 x 250".
- Footer:** itv logo and copyright information: © Copyright ITV plc 2011 | Terms & Conditions | Privacy Policy.

Footer

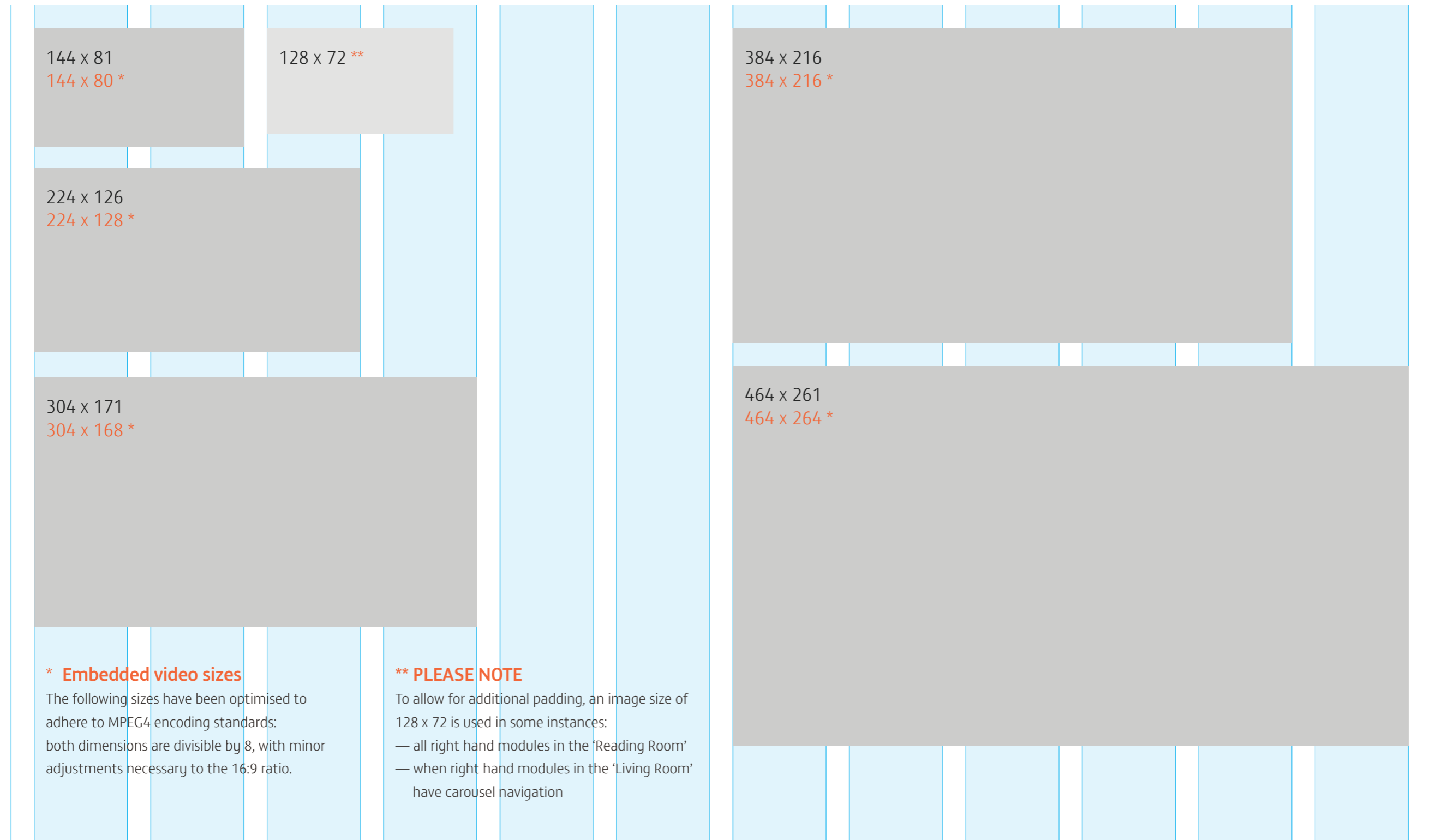
Detailed specification

	<p>1 Titles</p> <ul style="list-style-type: none"> — ITV Medium 16px — hex #FFFFFF 	<p>2 Channel logos</p> <ul style="list-style-type: none"> — channel logos are optimised for 16px vertical height — 16px horizontal spacing between logos 	<p>3 Links</p> <ul style="list-style-type: none"> — text links are Arial 13px on 18px line height — hex #E9E9E9 — 24px vertical height between the baseline link to baseline on header — underline on rollover 	<p>4 Corporate</p> <ul style="list-style-type: none"> — 1px rule hex #7C7C7C 16px vertical spacing above ITV logo — Arial 10px — hex #E9E9E9 — 16px spacing above and below 	<p>5 MPU</p> <ul style="list-style-type: none"> — 300 x 250 — 2px horizontal spacing left and right of the MPU — 24px vertical spacing from top of footer 	
16	16	16	16	16	16	16
24					304	24
1	Channels		Watch		MPU — 300 x 250	
2			Watch ITV Online			
3	Quisque	Rhonus	Vivamus vel nunc			
	Quisque Elementum Massa Venenatis Neque Gravida	Donec <u>Vel Ligula</u> Vitae Tortor Suscipit	Vestibulum Eget Interdum Tellus Etiam Tristique eros			
4	© Copyright ITV plc 2011 Terms & Conditions Privacy Policy					

05 Image sizes

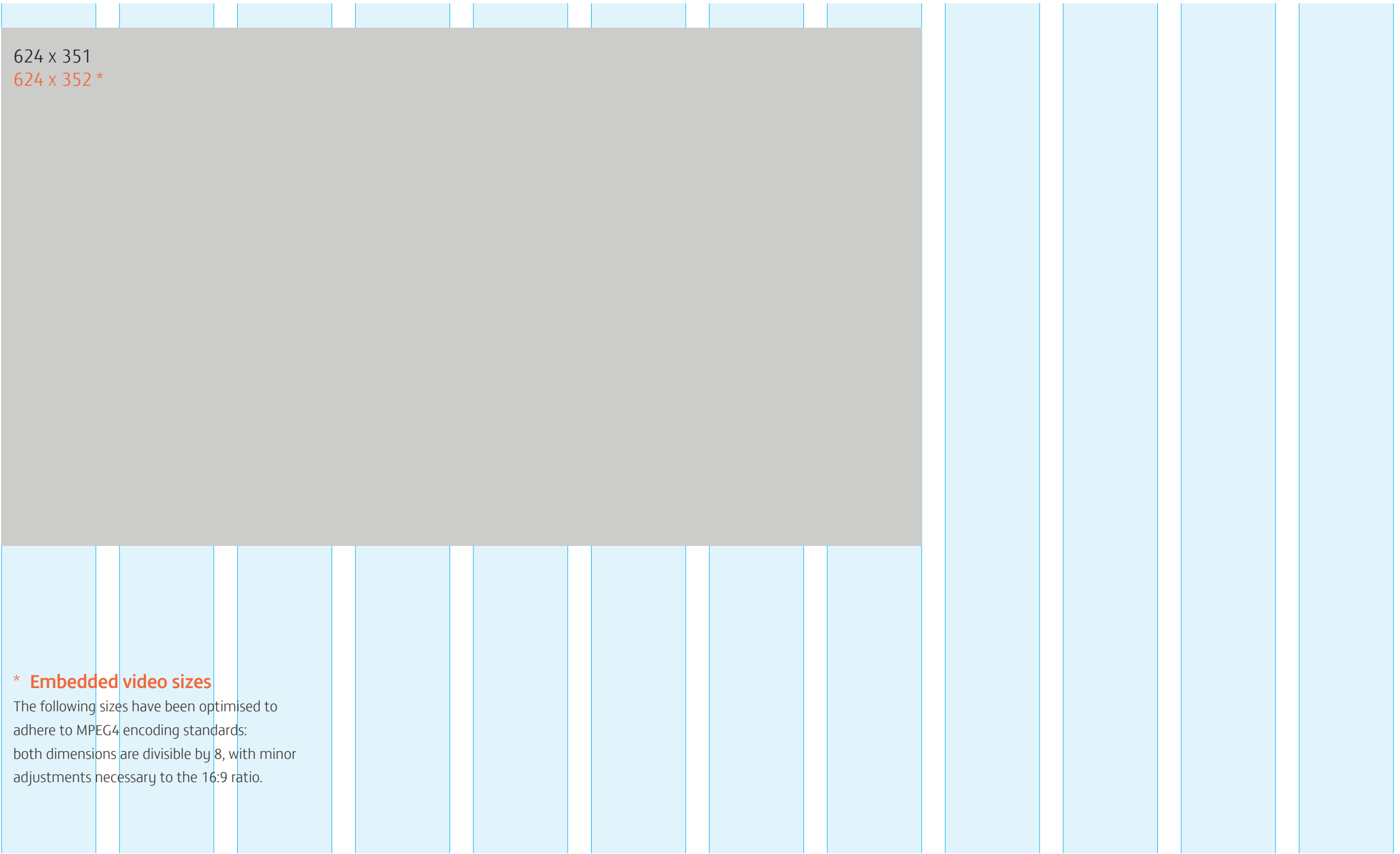
16:9 image and video sizes

All landscape images must be 16:9 image ratio and adhere to the grid



16:9 image and video sizes (continued)

All landscape images must be 16:9 image ratio and adhere to the grid



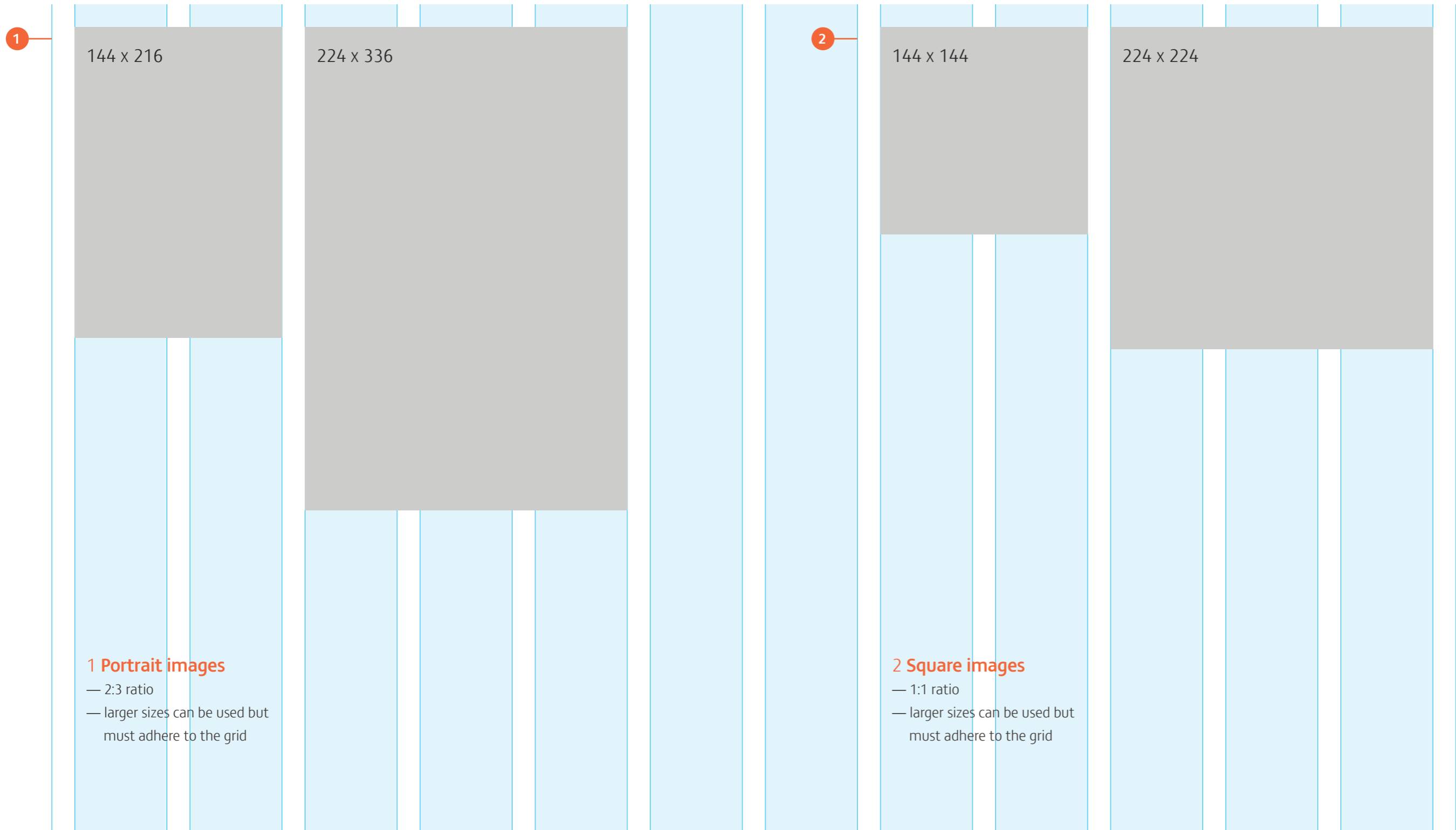
624 x 351
624 x 352 *

*** Embedded video sizes**

The following sizes have been optimised to adhere to MPEG4 encoding standards: both dimensions are divisible by 8, with minor adjustments necessary to the 16:9 ratio.

Portrait & square image orientation

Where used, portrait and square images must adhere to the grid



06 Typography

Approved typefaces for use on ITV websites

All text on ITV websites should use one of the following typefaces

ITV Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@£\$%^&*()?

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@£\$%^&*()?

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@£\$%^&*()?

Typographic hierarchy

These type sizes should be used in all circumstances

ITV Medium

1 — **ITV Med 55px**

4.23077em / 55px
1.23636em / 68px line height

2 — **ITV Med 42px**

3.23077em / 42px
0.95238em / 40px line height

3 — **ITV Med 34px**

2.61538em / 34px
0.94118em / 32px line height

4 — **ITV Med 26px**

2em / 26px
0.92038em / 24px line height

5 — **ITV Med 20px**

1.61538em / 20px
0.85714em / 18px line height

Arial Regular

6 — **Arial Regular 16px**

1.23077em / 16px
1em / 16px line height
1.125em / 18px line height

7 — **Arial Regular 13px**

1em / 13px
1em / 16px line height

8 — **Arial Regular 10px**

0.76923em / 10px
1.125em / 18px line height

9 — **ARIAL REGULAR CAPITALS 10PX**

0.76923em / 10px
1.125em / 18px line height

Arial Bold

10 — **Arial Bold 16px**

1.23077em / 16px
1em / 16px line height
1.125em / 18px line height

11 — **Arial Bold 13px**

1em / 13px
1em / 16px line height

12 — **ARIAL BOLD CAPITALS 10PX**

0.76923em / 10px
1.125em / 18px line height

Examples of usage:

1 **ITV Med 55px**

H1

2 **ITV Med 42px**

H1 / Page or programme title

3 **ITV Med 34px**

H1 / Promo module title / article title

4 **ITV Med 26px**

H2 / Promo module title

5 **ITV Med 20px**

H3

6 **Arial 16px**

List of links / standfirst / sidebar links list title /
overlay title / synopsis text

7 **Arial 13px**

Body text / link text / list of links / overlay
summary text / sidebar link text

8 **Arial 10px**

Small body text (e.g. Tooltips) / tags

9 **Arial Capitals 10px**

Date stamp / duration / author / location

10 **Arial Bold 16px**

Promo module call to action

11 **Arial Bold 13px**

List of links / subheader

12 **Arial Bold Capitals 10px**

Tags list title / text labels for links (e.g. 'LIVE')

* **PLEASE NOTE**

Based on global font spec of 13px (81.25%)

WYSIWYG styling

Examples of how articles will be styled using the WYSIWYG editor

Headings / Copy

Heading 1 - H1

ITV Medium 34px / 32px line height #282828

Heading 2 - H2

ITV Medium 26px / 24px line height #282828

Heading 3 - H3

ITV Medium 20px / 18px line height #282828

Paragraph

Arial Regular 13px / 16px line height #282828

Unordered List

24px ■ Aliquam lorem ante dapibus in viverra quis feugiat a tellus

Bullet Point - Windings n 8px (4px square) #282828

Text - Arial Regular 13px / 16px line height #282828

Ordered List

24px 1. Phasellus viverra nulla ut metus varius laoreet

Numbers - Arial Bold 13px / 16px line height #282828

Text - Arial Regular 13px / 16px line height #282828

Promo Links

Follow us on Twitter

Arial Bold 16px / 16px line height #Accent Colour

Q&A or FAQ

Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem?

Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim.

Question - Arial Bold 16px / 16px line height #282828

Answer - Arial Regular 13px / 16px line height #282828

Dialogue Emphasis Text

Dec: Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae.

Name - Arial Bold 13px / 16px line height #282828

Dialogue - Arial Regular 13px / 16px line height #282828

Pull Quote

Praesent leo velit, sollicitudin at vehicula non, porta et tellus. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae. Aenean eu sem metus, at rhoncus lorem.

Etiam rhoncus. Mate cenas tempus, teluse get comentum rhoncus, sem qua semper libero sit.

Quisque tempor turpis sed felis gravida posuere venenatis erat congue. Donec sed porta metus.

Morbi dignissim nisl at eros mollis cursus. Mauris ligula nunc, porttitor a egestas et, fermentum non felis. Vestibulum a ipsum a mauris posuere com-

modo non eu augue. Quisque erat dui, tempus utultrices quis, tincidunt ut est. Mauris ligula nunc, porttitor a egestas et, fermentum non felis.

Pull Quote - ITV Medium 20px / 20px line height #7C7C7C

Pannel - Background colour #E9E9E9 / 4px strip on left #7C7C7C.

There should always be at least 2 lines of copy under the pull quote

Colour guide

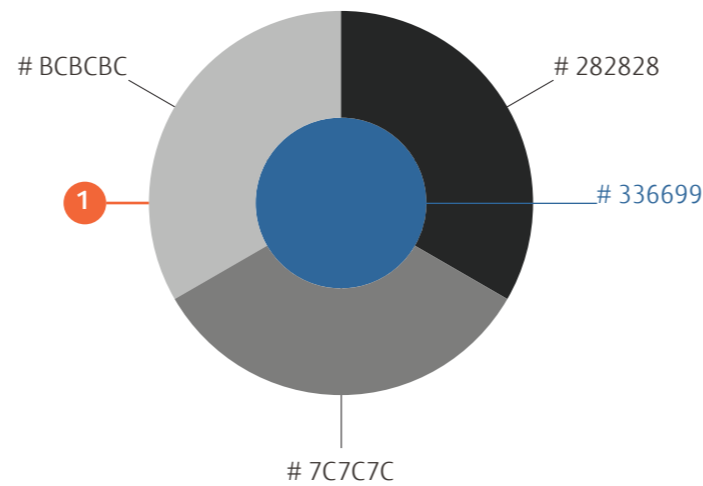
Accent colours

1 Greys

The specified greys should be used for type against white and dark backgrounds throughout the ITV website.

2 Accent colours

The accent colours (blue; hex #336699 and yellow; hex #F7D41E) should be used as default accent colours. Alternative accent colours may be chosen, but restricted for any given page to one accent colour for a white background, one for a dark background.



Module Title

Duis ut arcu turpis

7:00pm, MON 6 JUN 2011

Vestibulum at risus quis felis consequat mollis non sed felis.

Module Title

Duis ut arcu turpis

7:00pm, MON 6 JUN 2011

Vestibulum at risus quis felis consequat mollis non sed felis.

07 Linking conventions

Linking on white

A module can contain the following links

* PLEASE NOTE

All links underline on rollover

1 Module titles

— linked and non linked Module Titles are hex #282828

2 Promo title

— adopt the accent colour
— Arial bold 16px on 18px line height
— icons must be used alongside relevant calls to action
— 8px horizontal spacing between icon and link

3 Textual link

— adopt the accent colour
— Arial regular 13px on 18px line height

4 Inline link

— adopt the accent colour

5 Annotation

— Arial regular 13px on 16px line height
— hex #7C7C7C

1 Module Title



2 Promo title link

DATE STAMP

Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Aenean eu sem metus, at rhoncus lorem. Quisque tempor turpis sed felis gravida posuere venenatis erat congue.

3 Textual link 01 Textual link 02

5 TAGS Fusce aliquam • convallis • ipsum

4 **Promo title** Vestibulum [#Inline link](#) in faucibus orci luctus et ultrices posuere cubilia Curae; Aenean eu sem metus, [@Inline link](#). Quisque tempor turpis sed felis gravida posuere venenatis erat congue.

Linking on dark background

A module can contain the following links

* PLEASE NOTE

All links underline on rollover

1 Module titles

— linked and non linked Module Titles are hex #FFFFFF

2 Promo title

— adopt the accent colour
— Arial bold 16px on 18px line height
— icons must be used alongside relevant calls to action
— 8px horizontal spacing between icon and link

3 Textual link

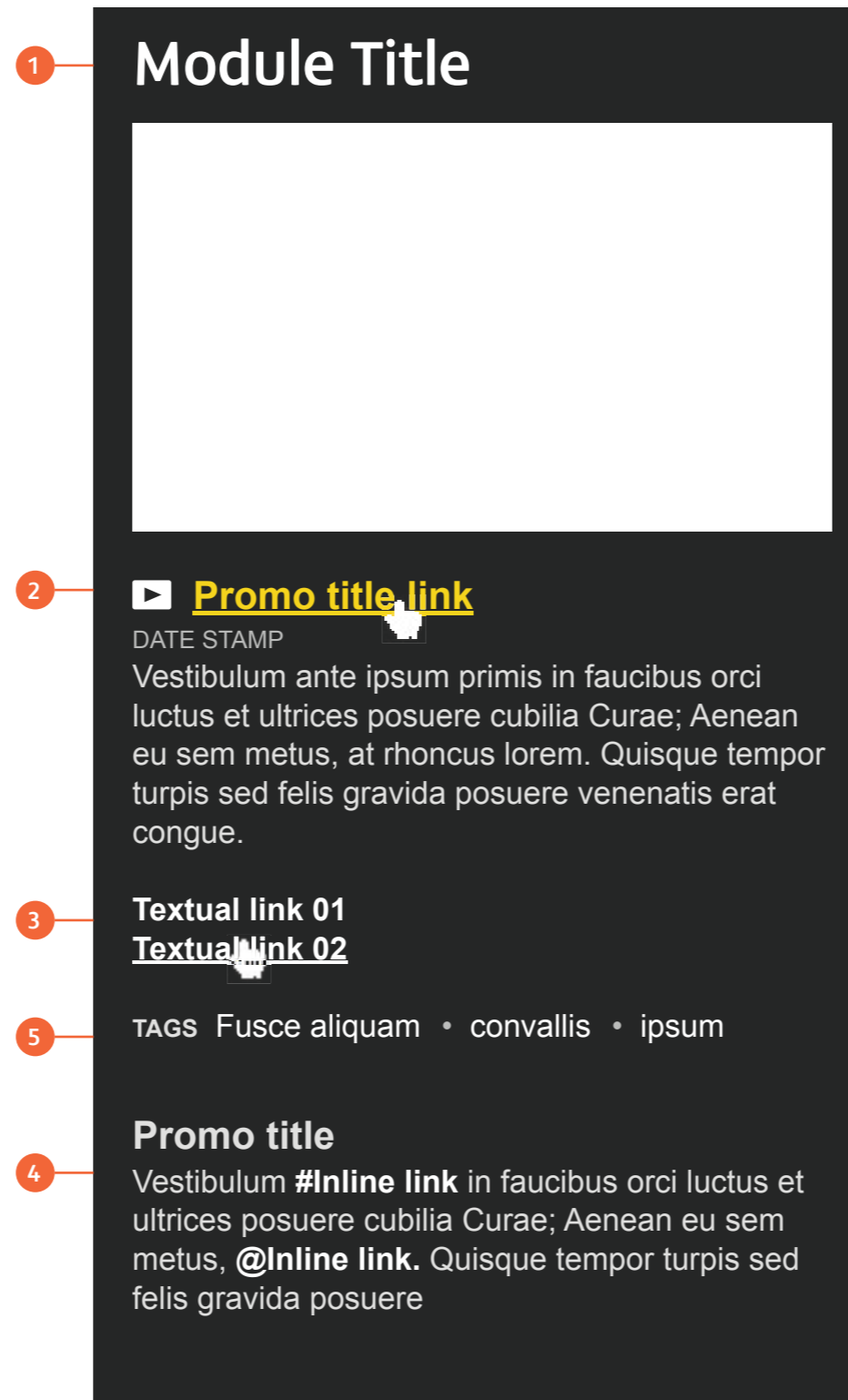
— Arial bold 13px
— hex #FFFFFF

4 Inline link

— Arial bold 13px
— hex #FFFFFF

5 Annotation

















— Arial bold 13px
— hex #FFFFFF

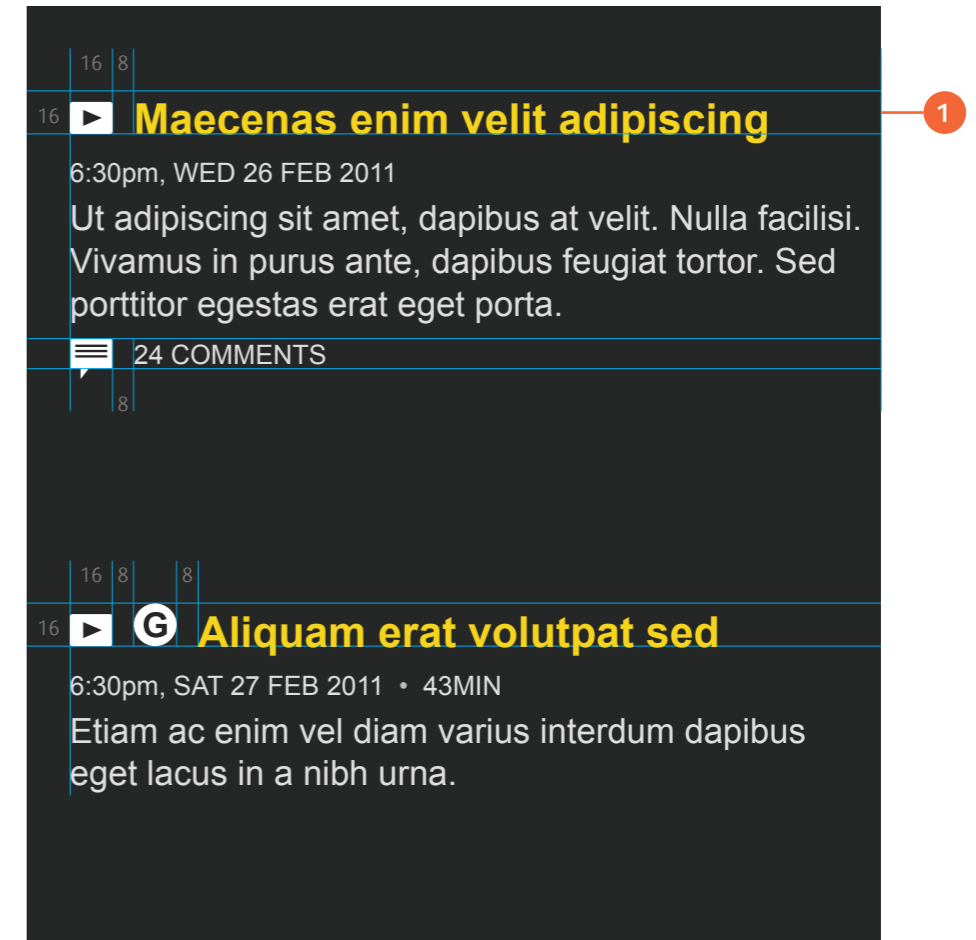


08 Iconography

Icon suite

Optimised for 16px

- 1  Embedded video / Play
-  Audio
-  Photo gallery
-  Pop up
-  Print
-  Previous
-  Next
-  Facebook
-  Twitter
-  RSS
- 2  Share
-  Comments
-  Email this page
-  Newsletter
- AA** Increase / decrease text size
-  Parental guidance
-  Help
-  External link



1 Icons

- all icons have been optimised for 16px height and for use alongside Arial bold 16px
- on white icons are always hex #282828, on black hex #FFFFFF, except in the share module.

2 Share icons

- please refer to page 62 for detailed specification on usage

3 Spacing

- the bottom of the icon always aligns to the baseline of the promo title
- 8px horizontal spacing between icon and promo title

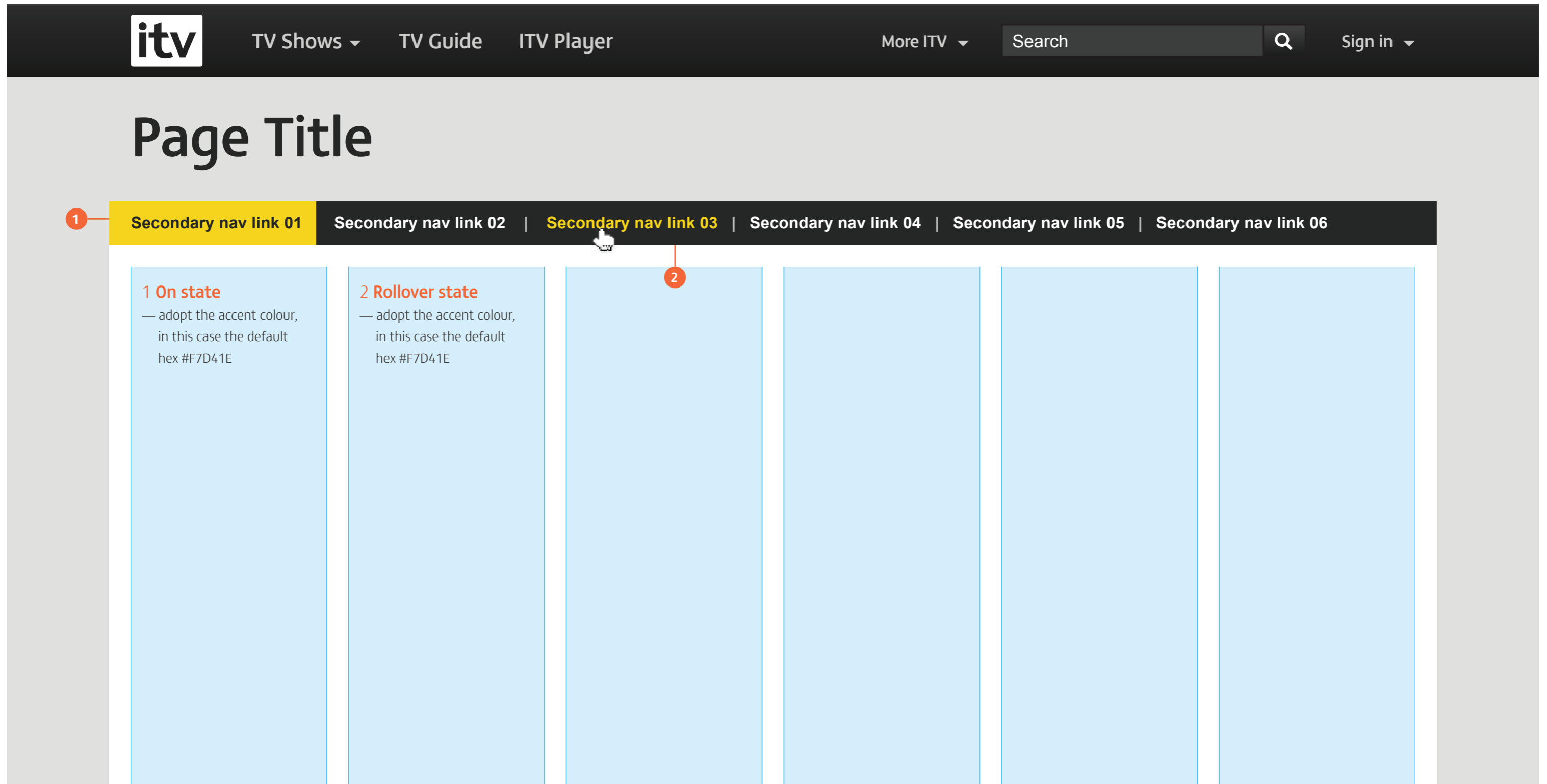
4 Comments

- allow 18px line height space between descriptor text and comments icon
- Arial regular 10px capitals
- #7C7C7C

09 Navigational patterns

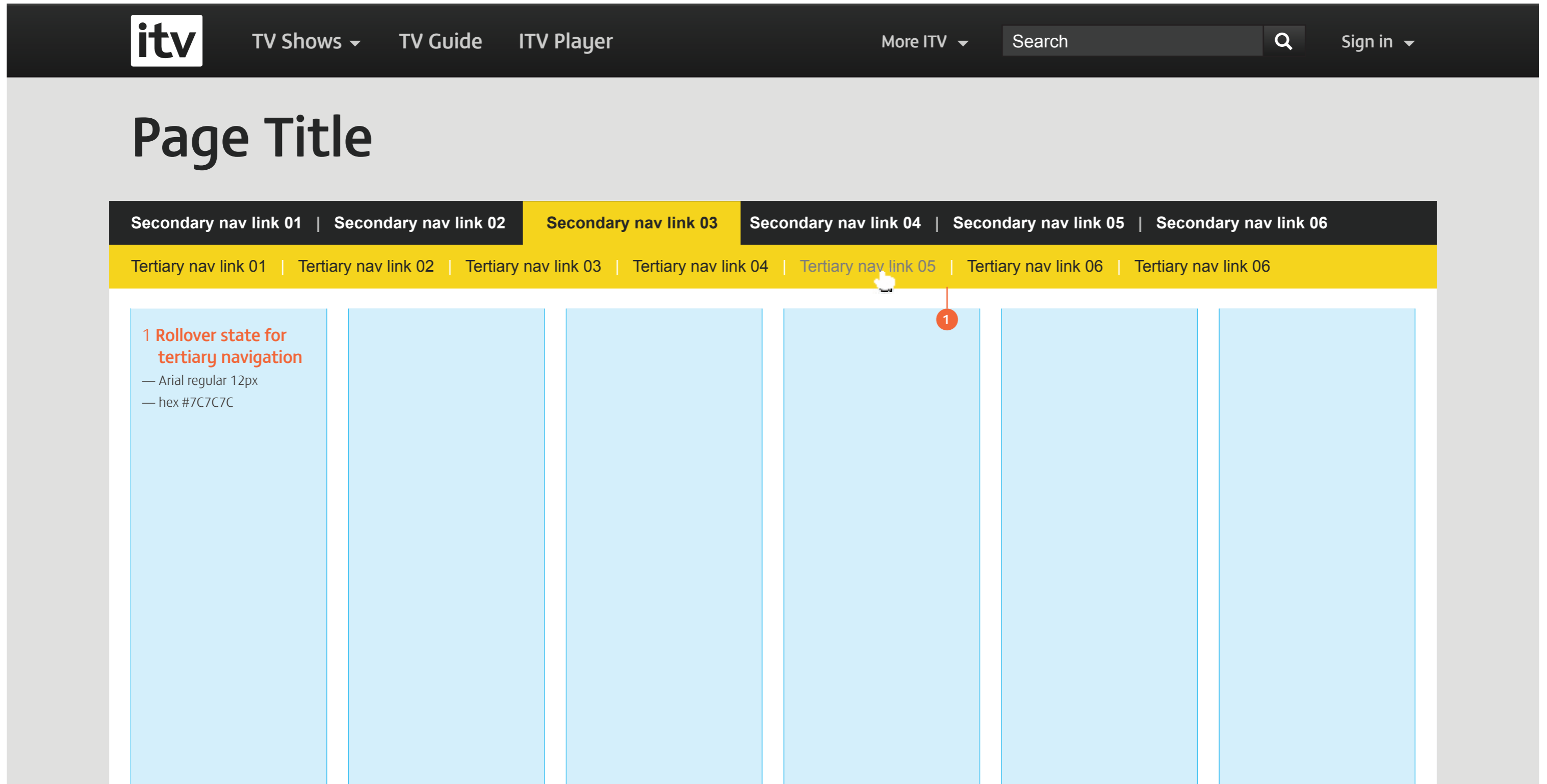
Secondary navigation

On state and rollover



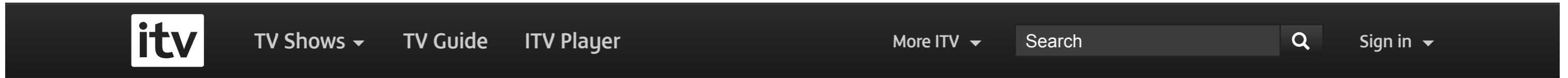
Tertiary navigation

On state and rollover

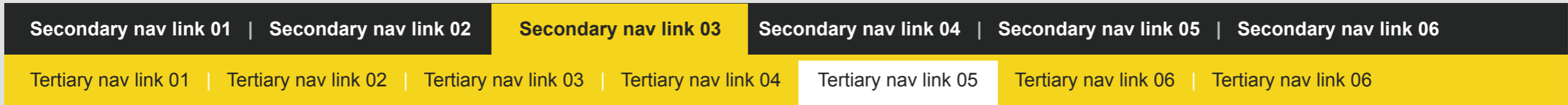


Tertiary navigation

On state



Page Title



1 Tabbed 'on' state

- Arial regular 12px
- hex #E9E9E9
- 16px horizontal spacing left and right of link
- background hex #FFFFFF
- 4px vertical space divider between secondary and tertiary navigation

Navigational patterns

Detailed specification

The wireframe shows a dark header bar with the ITV logo on the left, navigation links (TV Shows, TV Guide, ITV Player, More ITV), a search bar, and a sign-in link on the right. Below the header is a large grey area for the page title. Underneath are two rows of navigation links: a secondary navigation bar (black) and a tertiary navigation bar (yellow). Dimensions are indicated by numbers and lines: 16px for the header bar, 24px for the page title height, 32px for the secondary navigation bar height, and 88px for the tertiary navigation bar height. Callouts 1-4 point to the page title, secondary navigation, tertiary navigation, and header depth respectively.

1 Page title

- ITV Medium 42px
- hex #282828
- align to the left rule
- 24px vertical spacing from the global navigation
- 32px vertical spacing from secondary navigation bar

2 Secondary navigation

- Arial bold 12px
- hex #FFFFFF
- navigation bar hex # 282828
- 32px vertical depth
- centrally align navigation links
- 32px horizontal spacing between links
- 16px mid point between links is divider pipe hex # BCBCBC
- on tab is accent colour
- 16px horizontal spacing either side of link

3 Tertiary navigation

- Arial regular 12px
- hex #282828
- navigation bar hex # F7D41E
- 32px vertical depth
- centrally align navigation links
- 32px horizontal spacing between links
- 16px mid point between links is divider pipe hex # FFFFFF
- on tab is hex #FFFFFF
- 16px horizontal spacing either side of link
- tab height is 28px, with 4px vertical spacing at the top

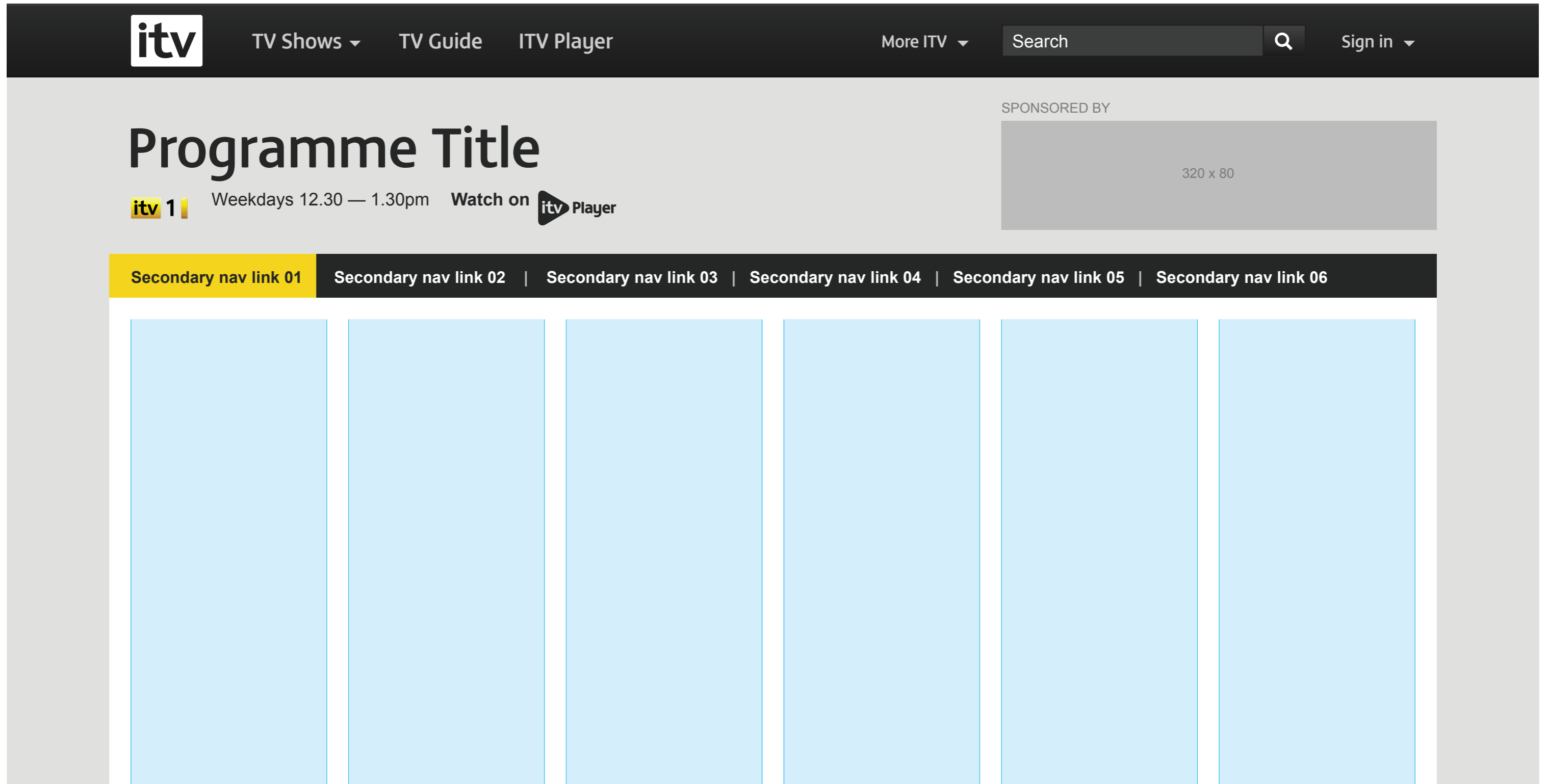
4 Header depth

- 88px vertical depth is the minimum height for header without programme branding

10 Headers / show logo

Header height 128px

With maximum sponsor image size 320 x 80



The image shows a mockup of an ITV website header and content area. The header is a dark grey bar with the ITV logo on the left, followed by navigation links: TV Shows, TV Guide, ITV Player, and More ITV. On the right side of the header are a search bar and a Sign in link. Below the header, the main content area has a light grey background. On the left, there is a large heading 'Programme Title' in bold black font. Below the title, it says 'itv 1 Weekdays 12.30 — 1.30pm Watch on itv Player'. To the right of the title, there is a 'SPONSORED BY' section with a grey rectangular placeholder containing the text '320 x 80'. Below the main content area, there is a dark grey navigation bar with six yellow links: 'Secondary nav link 01', 'Secondary nav link 02', 'Secondary nav link 03', 'Secondary nav link 04', 'Secondary nav link 05', and 'Secondary nav link 06'. Below the navigation bar, there are six vertical light blue rectangular placeholders representing content columns.

Header height 128px

Detailed specification

1 Programme title

- ITV Medium 42px
- hex #282828 or hex #FFFFFF depending on background colour
- 32px vertical spacing between X height of programme title and global masthead
- 24px vertical spacing between programme branding and TX details

2 TX Details

- channel logos have vertical height of 16px
- TX times Arial regular 13px hex #282828 or hex #FFFFFF depending on background
- 16px horizontal spacing between TX elements
- watch on ITV Player hex # 282828
- 24px vertical spacing between TX and secondary navigation

3 Header height

- 128px
- this header height is the default for programmes without a bespoke logo

4 Sponsored By image

- sponsored by is in Arial regular 10px hex # 7C7C7C
- 16px vertical spacing from global masthead and secondary navigation
- 8px vertical spacing from sponsored by text
- sponsorship images can vary between the maximum 320 x 80 and minimum 120 x 60
- always align to the right of page width
- allow 16px safe zone from background graphics

Header height 128px

With programme logo

1 656 x 128

2 24

3 320 x 80, 120 x 60

SPONSORED BY

SPONSORED BY

16

8

16

32

16

Secondary nav link 01 | Secondary nav link 02 | Secondary nav link 03 | Secondary nav link 04 | Secondary nav link 05 | Secondary nav link 06

1 Programme logo

- 656 x 176 programme logo “Safe area”
- the logo graphic can extend behind the programme data, but the logo should not
 - be obscured by the programme data
 - render the programme data illegible

2 TX Details

- 24 px vertical spacing between programme logo and TX details
- channel logos have vertical height of 16px
- TX times Arial regular 13px hex #282828 or hex #FFFFFF depending on background
- 16px horizontal spacing between TX elements
- watch on ITV Player hex #282828 or hex #FFFFFF depending on background
- 16px vertical spacing between TX and secondary navigation

3 Sponsored By image

- sponsored by is in Arial regular 10px hex #7C7C7C
- 16px vertical spacing from global masthead and secondary navigation
- 8px vertical spacing from banner
- sponsorship images can vary between the maximum 320 x 80 and minimum 120 x 60
- always align to the right of page width
- allow 16px safe zone from background graphics

Header height 176px

With programme logo

The screenshot shows the ITV website header with a height of 176px. It includes the ITV logo, navigation links (TV Shows, TV Guide, ITV Player, More ITV), a search bar, and a sign-in link. A programme banner for 'itv 1' is shown with a 'Watch on itv Player' button. Two sponsored by images are present, one 320 x 80 and one 120 x 60. A secondary navigation bar contains six links. The design guide below provides specifications for these elements.

16	16	16	16	16	16	16	16
32	Secondary nav link 01 Secondary nav link 02 Secondary nav link 03 Secondary nav link 04 Secondary nav link 05 Secondary nav link 06						16

1 Programme logo
— 656 x 176 programme logo “Safe area”
— the logo graphic can extend behind the programme data, but the logo should not
a) be obscured by the programme data
b) render the programme data illegible

2 Sponsored By image
— sponsored by is in Arial regular 10px hex # 7C7C7C
— 16px vertical spacing from global masthead and secondary navigation
— 8px vertical spacing from banner
— sponsorship images can vary between the maximum 320 x 80 and minimum 120 x 60
— always align to the right of page width
— allow 16px safe zone from background graphics

3 Background graphics
— ensure that background graphics are the same colour as logo background

Header height 296px

With programme logo

The screenshot shows the ITV website header with a dark background. The left side contains the 'itv' logo, 'TV Shows', 'TV Guide', 'ITV Player', and 'More ITV' links. The right side contains a search bar and a 'Sign in' link. A large white area in the center is annotated with a red circle '1' and the dimensions '656 x 296'. To the right, there are two 'SPONSORED BY' boxes, one larger (320 x 80) and one smaller (120 x 60), both annotated with a red circle '2'. Below these is a large grey area annotated with a red circle '3'. At the bottom of the header, there is a programme banner for 'itv 1' with the text 'Weekdays 12.30 — 1.30pm' and 'Watch on itv Player'. Below the banner is a secondary navigation bar with six links: 'Secondary nav link 01' (highlighted in yellow), 'Secondary nav link 02', 'Secondary nav link 03', 'Secondary nav link 04', 'Secondary nav link 05', and 'Secondary nav link 06'. Below the screenshot is a table with three columns and three rows, providing design guidelines for the elements annotated in the screenshot.

1 Programme logo	2 Sponsored By image	3 Background graphics			
<ul style="list-style-type: none">— 656 x 176 programme logo “Safe area”— the logo graphic can extend behind the programme data, but the logo should not<ul style="list-style-type: none">a) be obscured by the programme datab) render the programme data illegible	<ul style="list-style-type: none">— sponsored by is in Arial regular 10px hex # 7C7C7C— 16px vertical spacing from global masthead and secondary navigation— 8px vertical spacing from banner	<ul style="list-style-type: none">— sponsorship images can vary between the maximum 320 x 80 and minimum 120 x 60— always align to the right of page width— allow 16px safe zone from background graphics	<ul style="list-style-type: none">— ensure that background graphics are the same colour as logo background		

Broadcast variations

TX details

1 Pre TX

- Channel logo
- Coming Spring 2011...

2 During TX

- Channel logo
- TX details
- itv Player

3 Post TX

- Channel logo
- itv Player

4 TX Archive

- Channel logo

* PLEASE NOTE

If a programme has more than one channel use only one channel logo.

The image displays four variations of a broadcast header for an ITV programme, each with a red circle and number (1-4) on the left side. All variations share a common dark grey navigation bar at the top with the 'itv' logo, 'TV Shows', 'TV Guide', 'ITV Player', 'More ITV', and a 'Search' button. The main content area is light grey and contains the programme title 'Programme Title' in large black font. Below the title, the 'itv 1' logo is shown. Variation 1 includes the text 'Coming Summer 2011'. Variation 2 includes 'Weekdays 12.30 — 1.30pm' and a 'Watch on itv Player' button. Variation 3 includes 'Watch on itv Player' with a play button icon. Variation 4 only shows the 'itv 1' logo.

11 Backgrounds

ITV Generic backgrounds

ITV has a set of branded generic background imagery to use which incorporates the ITV 'Swoosh'.

1 Background

- Width: 1600px
- Height: 768px to 1200px

2 Safe zone

- 16px wide safe zone between advertisement and content area

3 Safe zone

- 24px wide safe zone between advertisement and edge of screen at 1280

4 Flat colour zone

- 16px flat background colour

5 Gradient zone

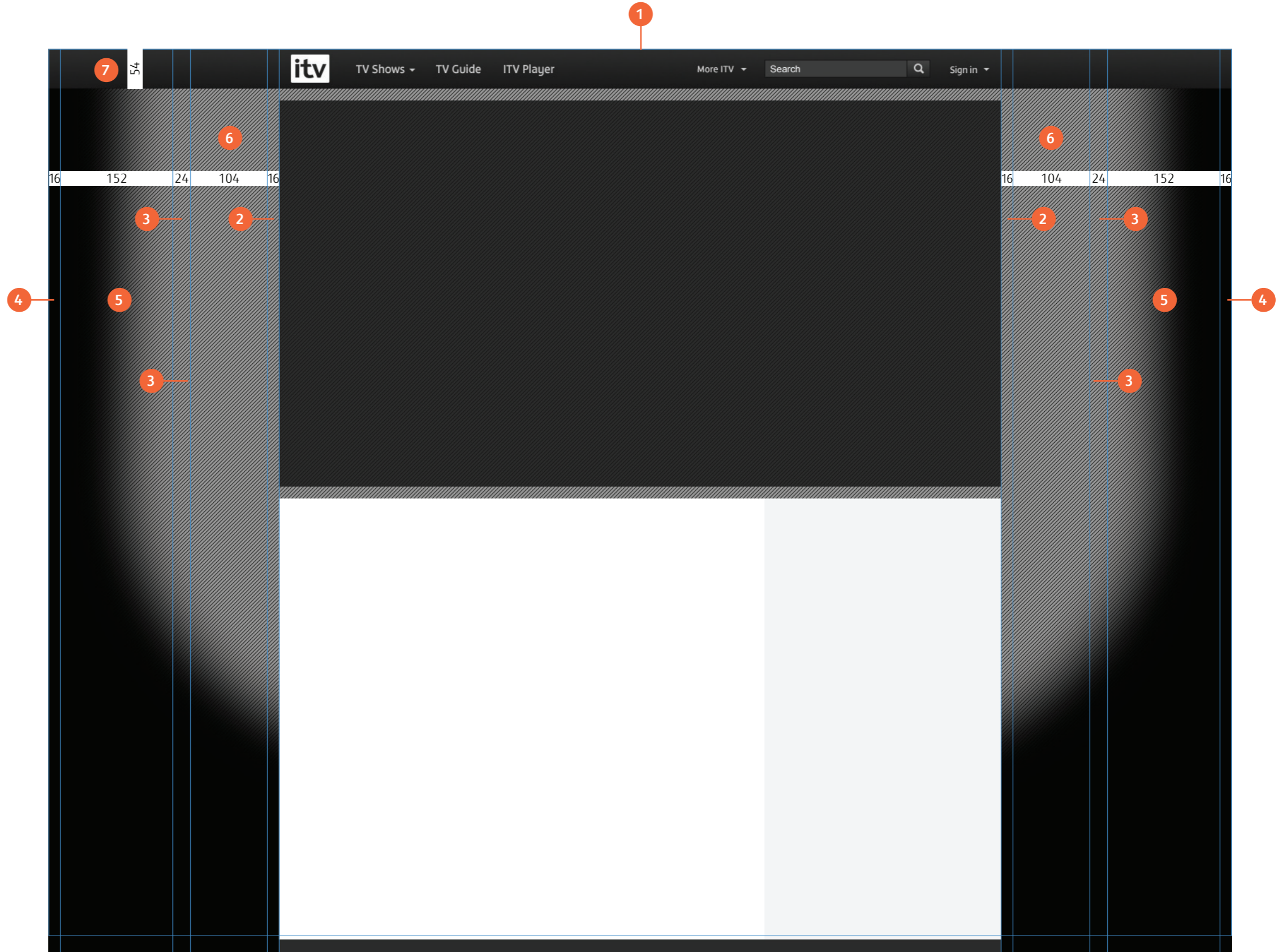
- 152px gradient area into background colour

6 Safe area

- 104px wide
- prominent area can house core brand assets

7 Top navigation

- Hides top 54px of background



Show backgrounds

Shows can use bespoke background imagery to create a narrative that communicates the essence of the show.

1 Background

- Width: 1600px
- Height: 768px to 1200px

2 Safe zone

- 16px wide safe zone between core show elements and content area

3 Safe zone

- 24px wide safe zone between core show elements and edge of screen at 1280

4 Flat colour zone

- 16px flat background colour

5 Gradient zone

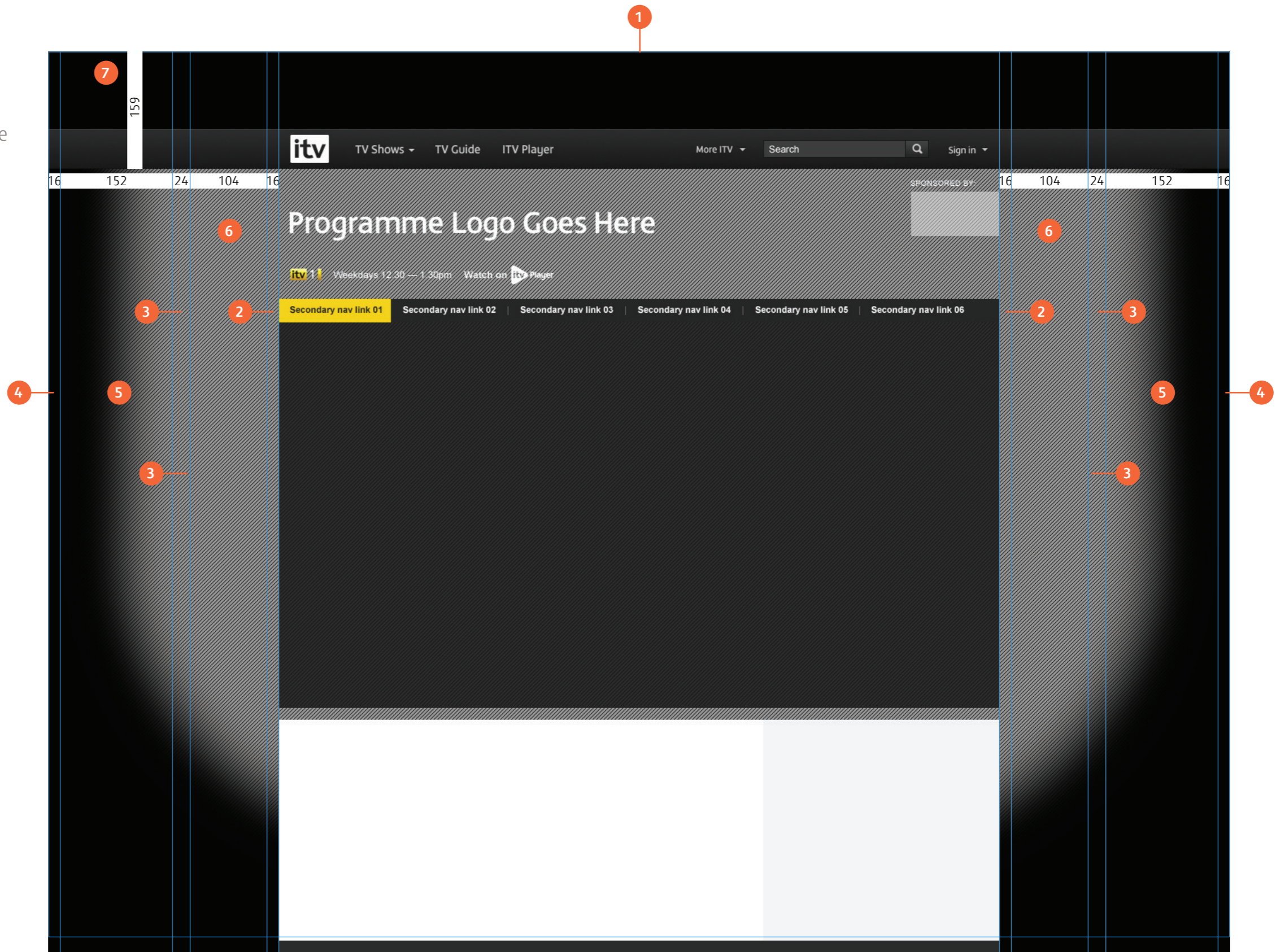
- 152px gradient area into background colour

6 Safe area

- 104px wide
- prominent area can house core show assets

7 Top navigation and banner ad

- Hides top 159px of background



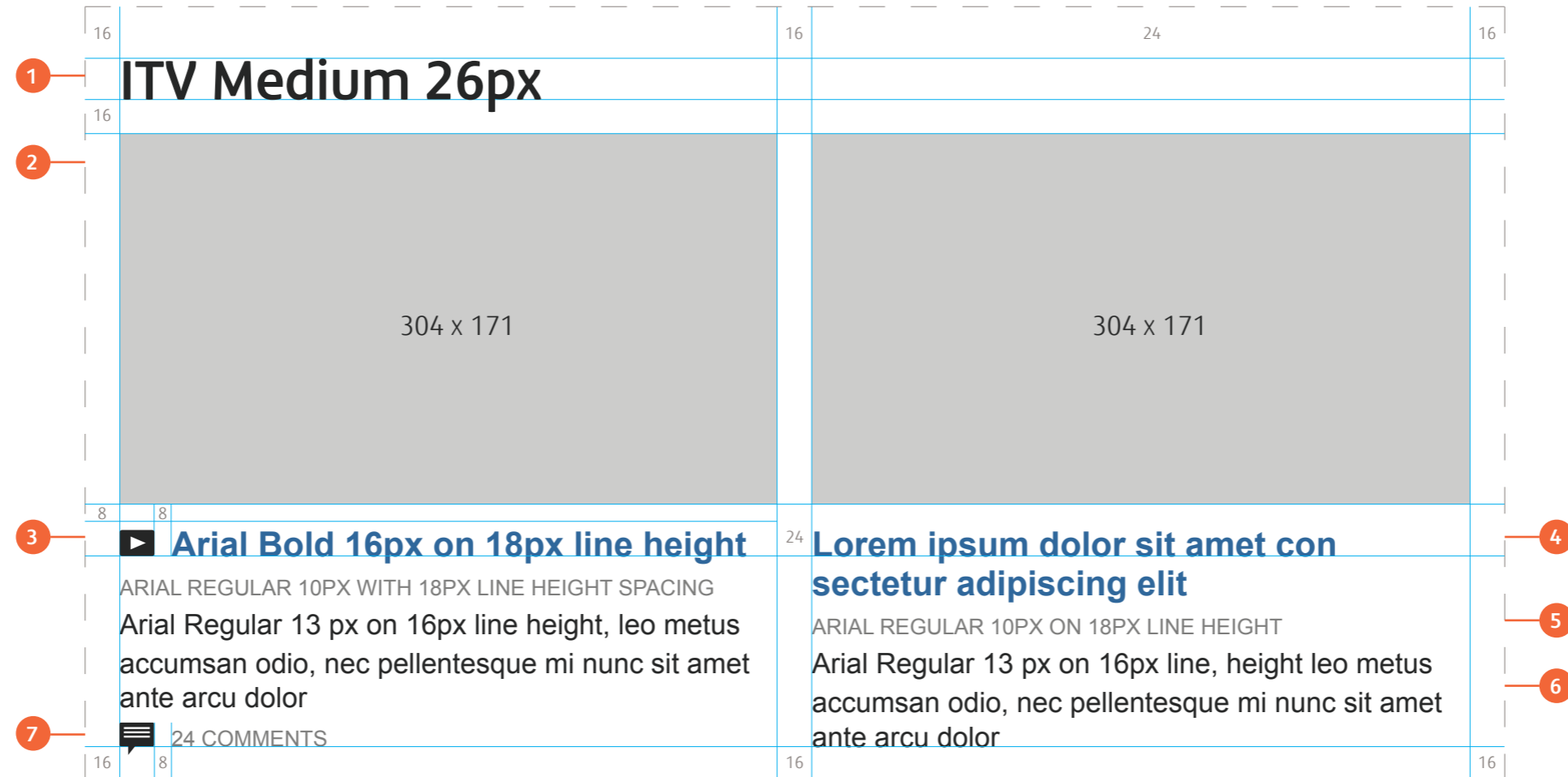
12 Module designs

12 Module designs

Main column

Rules for module design

Image top



1 Module titles

- ITV Medium 26px on the assumption that they are H2.
- adopt H1 sizes if placed at the top of the page
- hex #282828
- underline on rollover if links
- 16px spacing above and below
- make module titles links wherever possible

2 Images

- adhere to the grid
- 8px vertical spacing between image and icon
- 24px spacing between text baseline and image

3 Icons

- all icons are optimised for 16px height
- 8px spacing from image
- align to the baseline of the promo title
- align to the left of the image
- hex #282828

4 Promo title link

- text baseline always 24px from image
- Arial bold 16px on 18px line height
- it always adopts accent colour
- 8px in from icon
- underline on rollover

5 Date stamp

- Arial regular 10px capitals
- hex #7C7C7C
- allow 18px line height space between date and descriptor text
- always used abbreviated date i.e. Wed 6 Jun 10:30am

6 Descriptor

- Arial regular 13px on 16px line height
- hex #282828
- for truncated text use space before ellipsis if between words, ellipsis with no preceding space if mid-word.

7 Comments

- allow 18px line height space between descriptor text and comments icon
- Arial regular 10px capitals
- #7C7C7C

Rules for module design

Image left



1 Module titles

- ITV Medium 26px on the assumption that they are H2.
- adopt H1 sizes if placed at the top of the page
- hex #282828
- underline on rollover if links
- 16px spacing above and below
- make module titles links wherever possible

2 Images

- adhere to the grid
- 16px horizontal spacing between image and icon / text

3 Icons

- align to the top of image
- align to the baseline of the promo title
- all icons are optimised for 16px height
- hex #282828

4 Promo title link

- text baseline always 16px from image top
- Arial bold 16px on 18px line height
- adopts accent colour
- 8px in from icon
- underline on rollover

5 Date stamp

- Arial regular 10px capitals
- hex #7C7C7C
- allow 18px line height space between date and descriptor text
- always used abbreviated date i.e. 10:30am, WED 6 JUN 2011

6 Descriptor

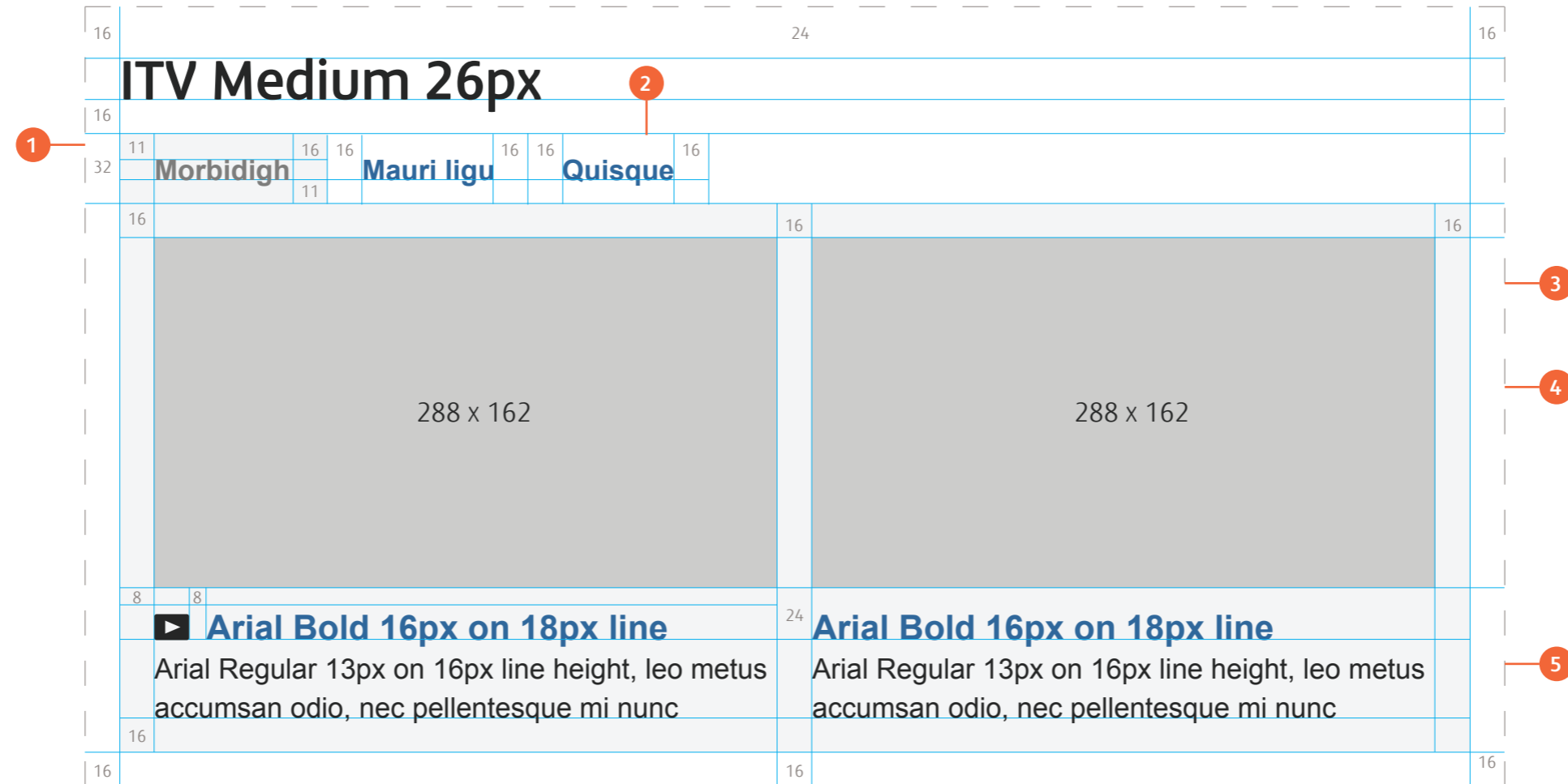
- Arial regular 13px on 16px line height
- hex #282828
- for truncated text use space before ellipsis if between words, ellipsis with no preceding space if mid-word.

7 Comments

- allow 18px line height space between descriptor text and comments icon
- Arial regular 10px capitals
- #7C7C7C

Rules for module design

Tabbed module



1 Tab 'on' state

- tab background colour
hex #F2F2F2
- Arial bold 16px
— hex #7C7C7C
- centred horizontally
- 11px above and below of title link

2 Tab 'off' state

- tab colour background
hex #FFFFFF
- 32px deep background with 16px spacing each side of title link
- Arial bold 16px
- adopts accent colour
- centred horizontally
- 11px above and below
- underline on rollover

3 Tab background

- colour hex #F2F2F2
- 16px spacing around image and text

4 Images

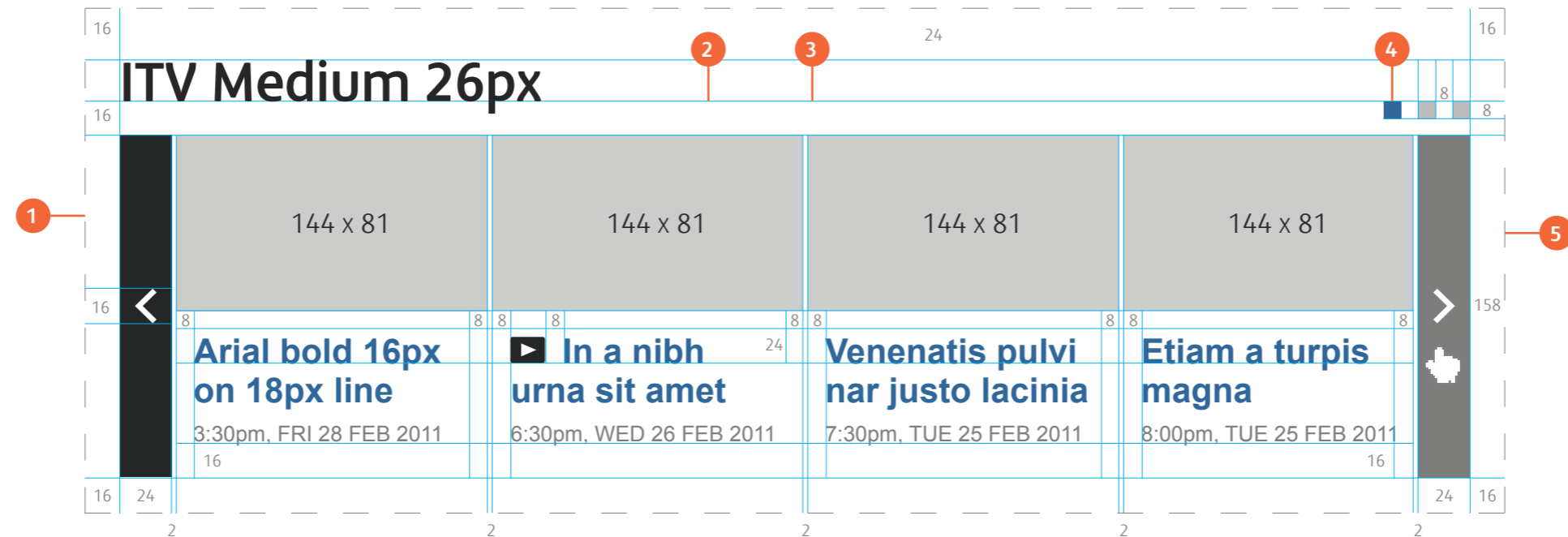
- adhere to the grid

5 Descriptor

- Arial regular 13px on 16px line height
- hex #282828
- for truncated text use space before ellipsis if between words, ellipsis with no preceding space if mid-word.

Rules for module design

Image carousel



1 Carousel arrows

- carousel navigation bar colour hex #282828
- 24 x 158
- centred arrow icon 10 x 16px
- on rollover background changes to hex #7C7C7C

2 Images

- images 144 x 81
- 2px horizontal spacing between images and carousel navigation bar
- 8px vertical spacing between image and icon
- last image is full size but rightmost 10 px are hidden behind carousel navigation bar

3 Promo title

- internal 8px spacing on the left and right of the text column
- baseline of text is 24px from the bottom of the image
- Arial bold 16px on 18px line height
- 16px spacing at the bottom of text

4 Pagination

- squares are 8px
- 'on' square is accent colour
- 'off' square hex #BCBCBC

5 Interaction pattern

- on clicking the arrow bar the carousel moves to the next 4 promos

Rules for module design

Promo carousel large



1 Carousel arrows

- background hex #282828
- 40 x 40
- 116px from image top
- 100px from text background

2 Promo title

- ITV Medium 26px
- adopts accent colour
- text Arial regular 13px on 16px line height
- vertical spacing between descriptor text and promo title is 24px line height

3 Text background

- hex #000000 with 80% opacity
- 95px vertical height
- 16px spacing top, bottom and left
- text column width 528px

4 Pagination

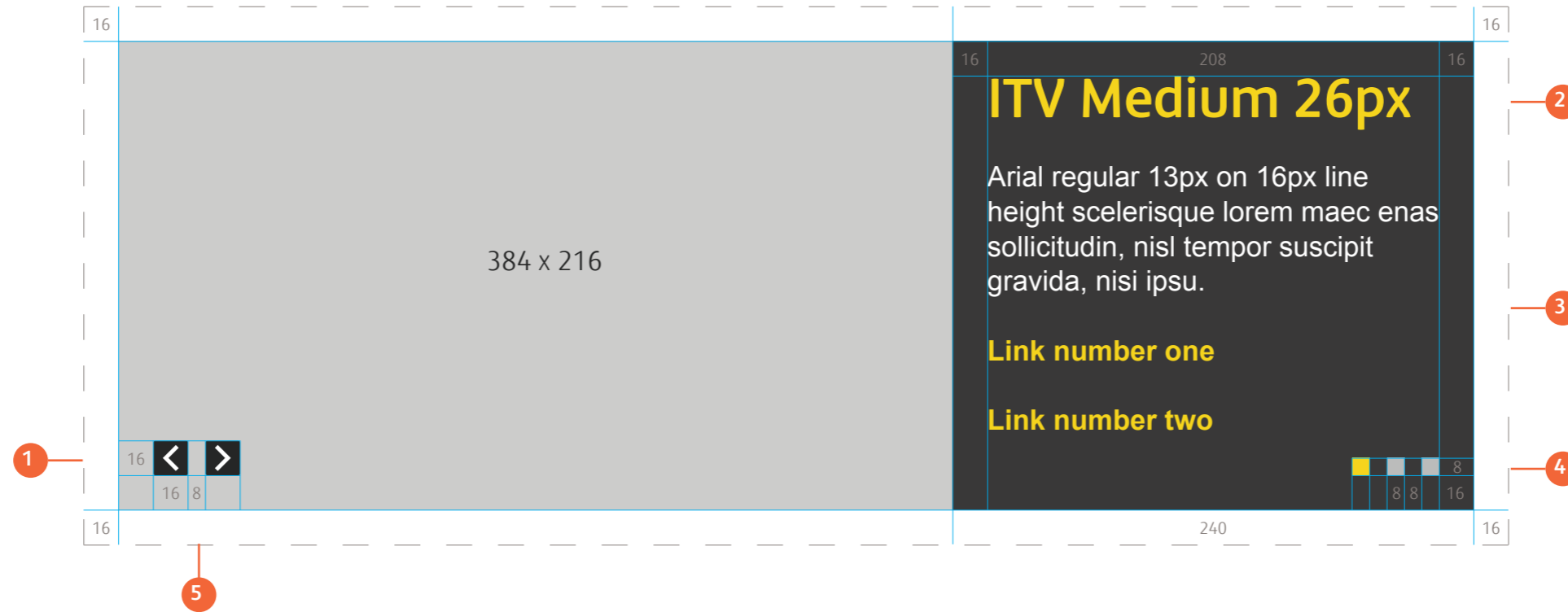
- squares are 8px
- 'on' square is accent colour
- 'off' square hex #BCBCBC

5 Interaction pattern

- on clicking the arrow the carousel moves to the next promo image and text
- on rollover background changes to hex #7C7C7C

Rules for module design

Promo carousel small



1 Carousel arrows

- background hex #282828
- 16 x 16 px
- 16px from bottom and left

2 Promo title

- ITV Medium 26px
- adopts accent colour
- text Arial regular 13px on 16px line height

3 Text background

- hex #282828
- 16px spacing on all sides
- text column width 208px

4 Pagination

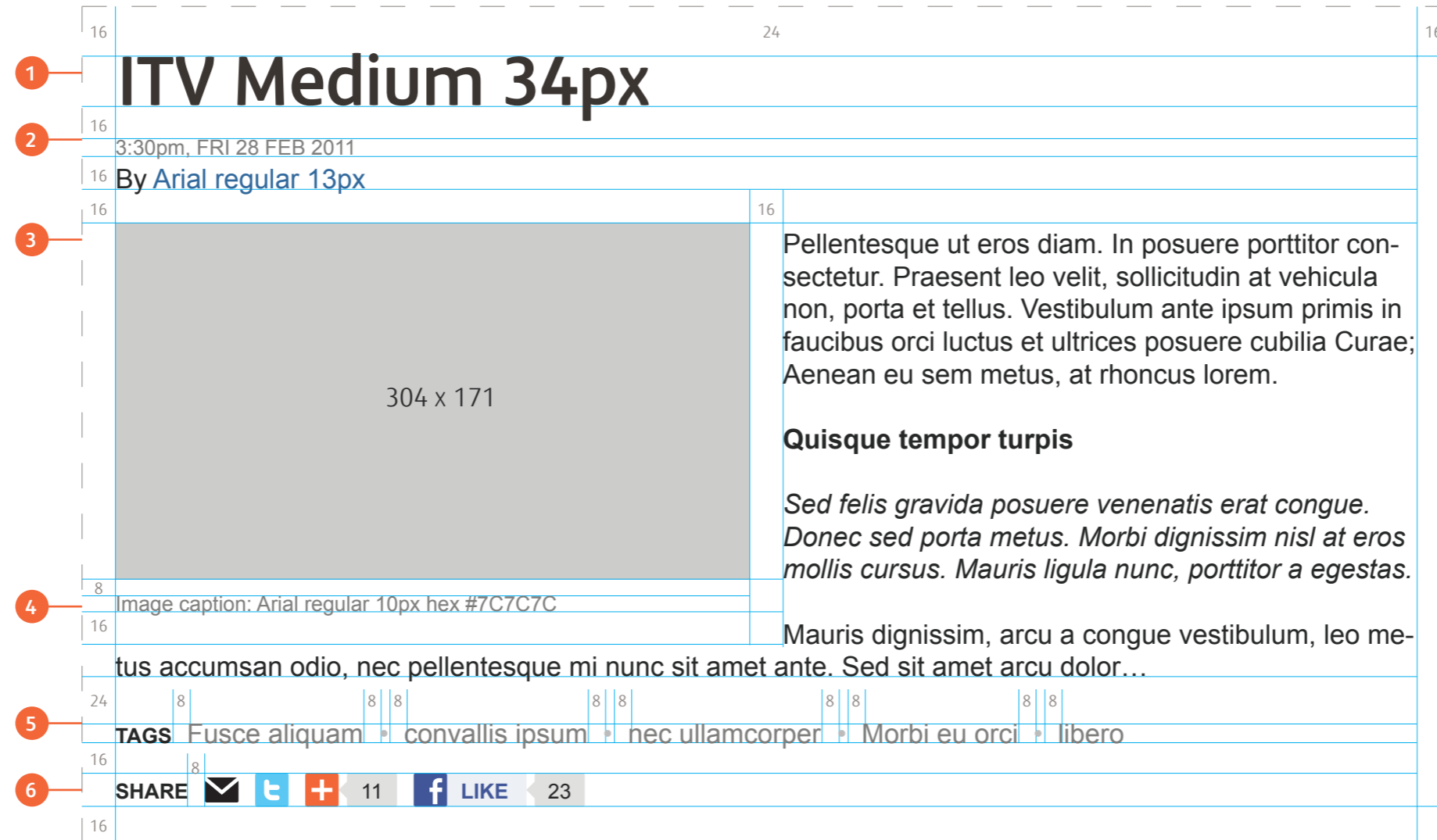
- squares are 8px
- 8px spacing between
- 'on' square is accent colour
- 'off' square hex #BCBCBC

5 Interaction pattern

- on clicking the arrow the carousel moves to the next promo image and text

Rules for module design

Article page



1 Artical title

- ITV Medium 34px
- hex #282828
- 16px vertical spacing between artical title baseline and X height of time stamp

2 Time stamp

- Arial regular 10px captials
- hex #7C7C7C
- 16px from the baseline of the time stamp to the author name

3 Image

- 304 x 171
- Always positioned top left
- 16px horizontal spacing between image and text
- 8px vertical spacing between image bottom and image caption

4 Image Caption

- 8px vertical spacing between image bottom and image caption
- align left of image
- Arial Regular 10px hex #7C7C7C
- 16px vertical spacing between baseline of text and article text

5 Tags

- 24px vertical spacing between tags and artical copy
- Arial bold 10px captials
- hex # 282828
- tag links Arial 13px on 16px line height
- 8px horizontal spacing between tag and bullet point
- bullet point hex # BCBCBC

6 Share

- 16px vertical spacing between article and share module
- Arial bold 10px captials
- hex # 282828
- 16 x 16 icons
- 8px horizontal spacing between icons

Rules for module design

Lightbox



1 Lightbox

- background colour hex #000000 with 85% opacity

2 White background

- 16px horizontal and vertical spacing around image

3 Arrows

- centrally aligned to image
- 16px boxed arrows
- hex #2E2E2E
- on rollover change to hex #7C7C7C

4 Image title and caption

- 8px vertical spacing from image to X height of image title
- 16px vertical space at the bottom of text
- image title is Arial bold 13px on 16px line height hex #282828
- image caption is Arial regular 13px on 16px line height hex #282828

5 Image number

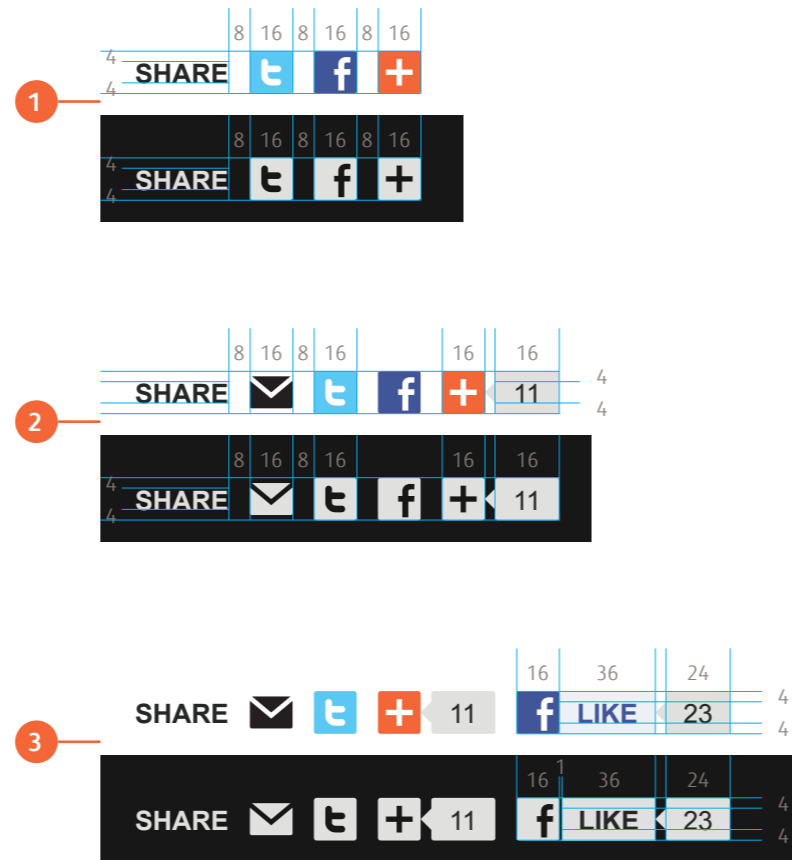
- image title is Arial bold 13px on 16px line height hex #282828

6 Close button

- 24 x 24px icon with 2px white border

Rules for module design

Share module



Share elements

- Arial bold 10px capitals
- vertically centred
- 4px above
- 4px below
- on white hex #282828
- on black hex #E9E9E9
- all icons 16 x 16
- vertically centred
- 8px horizontal spacing

Colour options

- on white background use colour icons
- on black background use hex #E9E9E9 icons

Module location

- the share module always appears beneath the article content be it text, video, photogallery.
- always give 16px vertical spacing

1 Small

- Twitter
- Facebook
- Add This

2 Medium

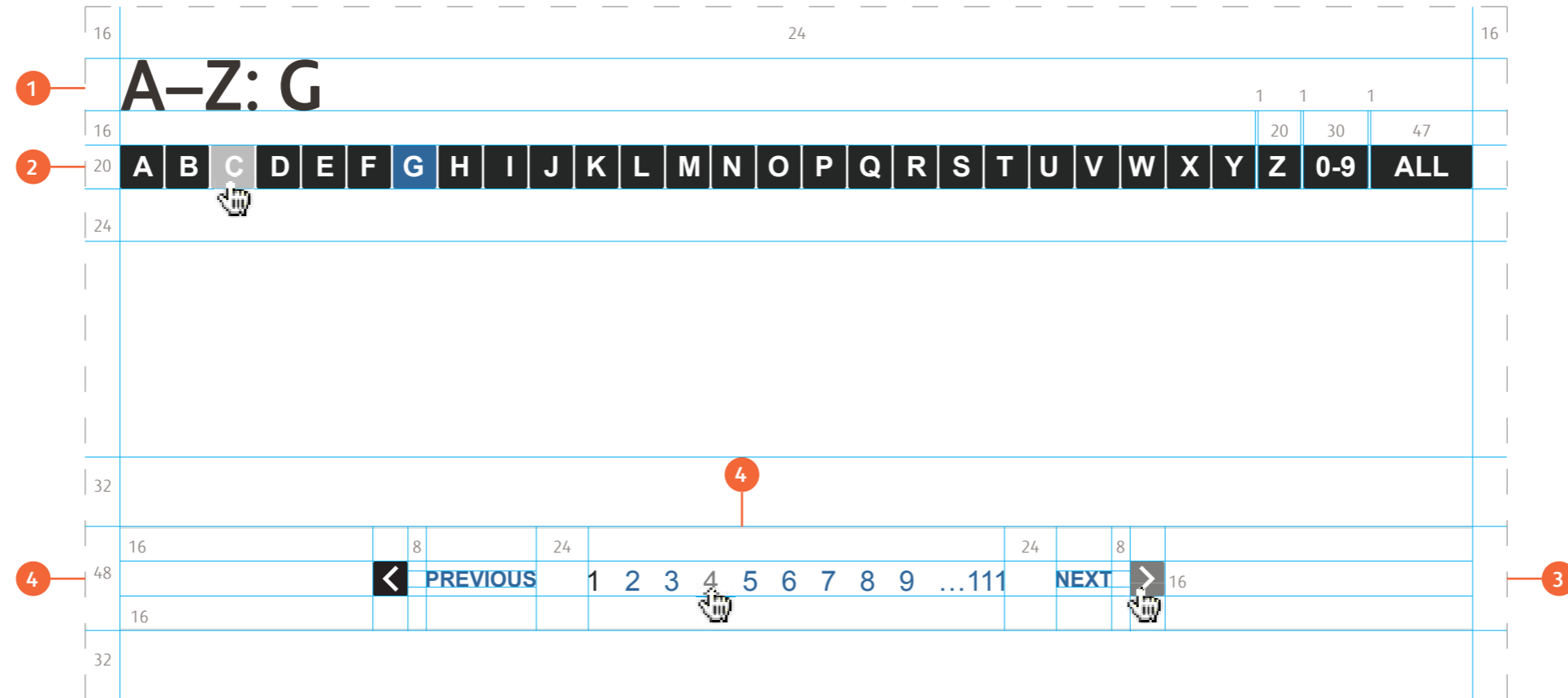
- Email
- Twitter
- Facebook
- Add This
- Total Added

3 Large

- Email
- Twitter
- Add This
- Total Added
- Facebook like

Rules for module design

A-Z and pagination module



1 A-Z module title

- ITV Medium 34px
- hex #282828
- 16px vertical spacing above and below

2 A-Z boxes

- 20 x 20 boxes with 1px horizontal spacing between each box
- Arial bold 13px hex #FFFFFF
- rollover colour hex #7C7C7C
- onstate is accent colour
- 24px spacing between content and baseline of boxes

3 Pagination

- 1px rule hex #E9E9E9 16px vertical spacing above and below pagination
- centre pagination to central column width
- previous and next are Arial bold 10px accent colour
- on rollover change colour to hex #7C7C7C

4 Numbers

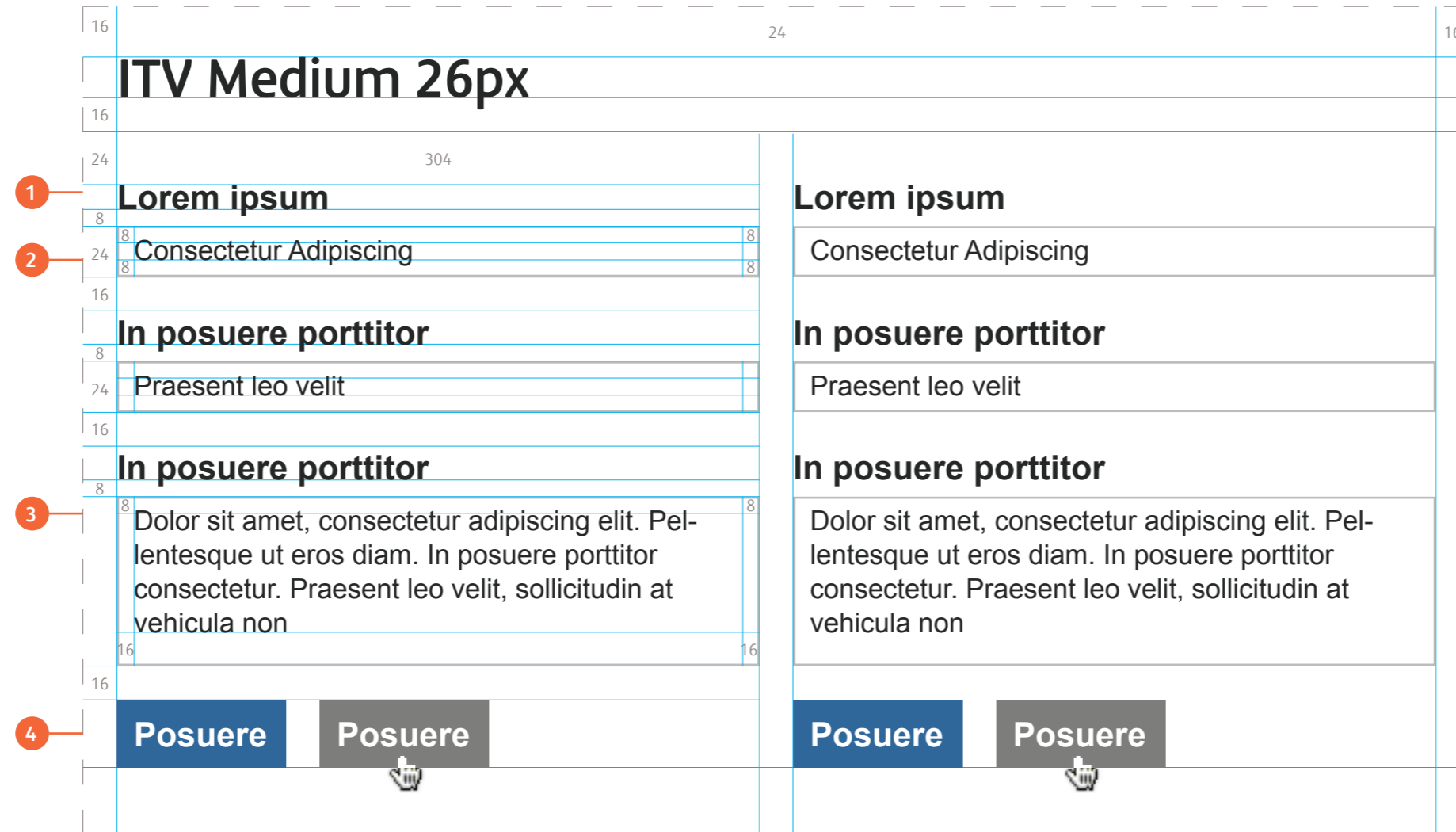
- Arial regular 13px accent colour
- 'on' number is hex #282828, rollover is hex #7C7C7C
- numbers are spaced by 3 character spaces
- maximum 9 numbers then ellipsis to last page number

5 Spacing

- allow 32px vertical space between content and pagination 1px rule
- allow 32px space between bottom pagination 1px rule and end of page

Rules for module design

Forms



1 Text field title

- text field title is Arial bold 13px hex #282828
- 8px vertical space between baseline of title and text field

2 Text field

- 24 x 304
- 1px border hex #BCBCBC
- internal 8px spacing
- field text is Arial regular 13px hex #282828
- 16px vertical spacing between each text field

3 Text field long

- 304px
- 1px stroke hex #BCBCBC
- internal 8px spacing
- field text is Arial regular 13px hex #282828
- 16px vertical spacing at the between end of text and border

4 Buttons

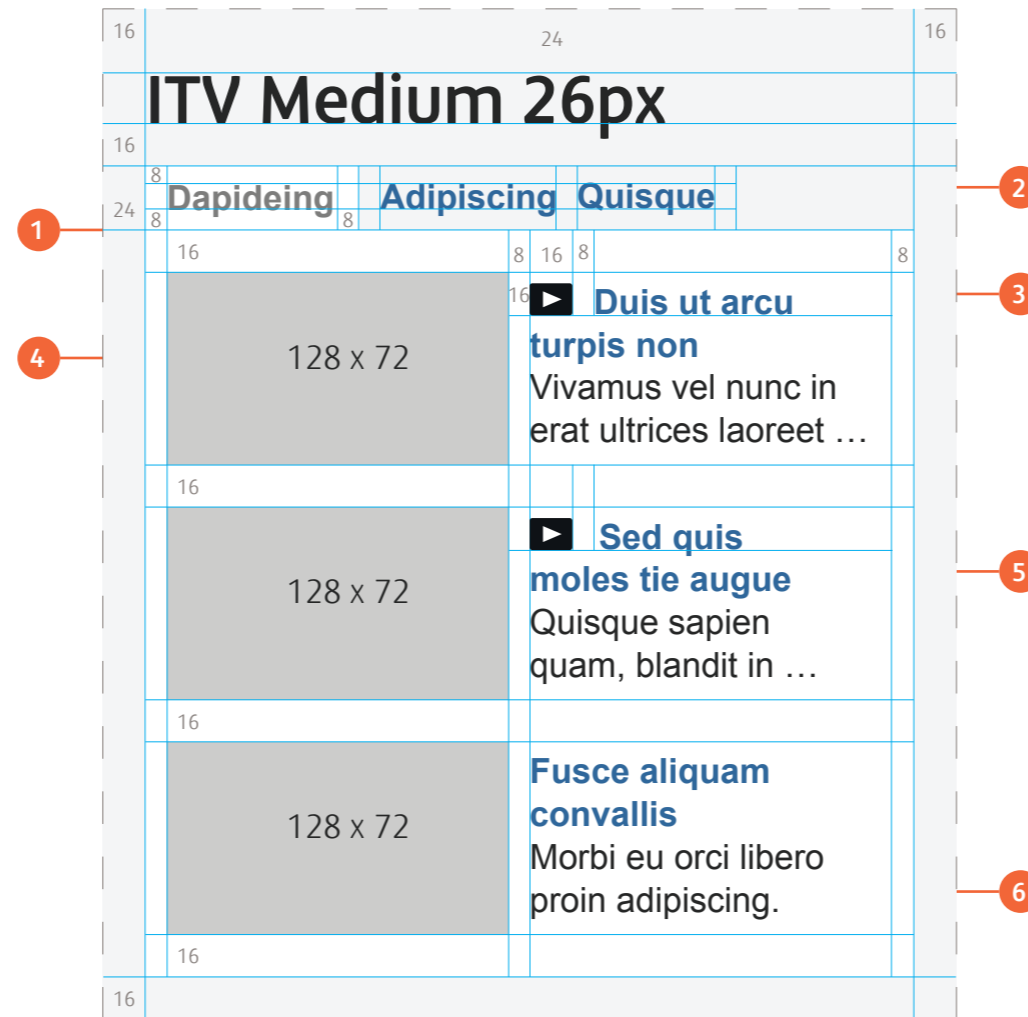
- Arial bold 16px hex #FFFFFF on accent colour background
- 8px internal spacing
- on rollover hex #7C7C7C
- HTML buttons can be replaced by graphics if they follow spacing rules

12 Module designs

Right hand column

Rules for module design

Right hand column tab



1 Tab 'on' state

- tab colour hex #FFFFFF
- Arial bold 13px
- hex #7C7C7C
- centred horizontally
- 8px above and below of title line

2 Tab 'off' state

- tab colour #F2F2F2
- 24px deep background with 8px horizontal spacing each side of title link
- Arial bold 13px
- adopts accent colour
- centred horizontally
- 8px above and below

3 Tab / promo background

- tab background colour hex #000000
- 8px spacing around image / text
- promo background hex #F2F2F2
- 16px spacing left, right, top and bottom of module

4 Images

- 128 x 72
- adhere to the grid
- 16px vertical spacing between promos

5 Promo title

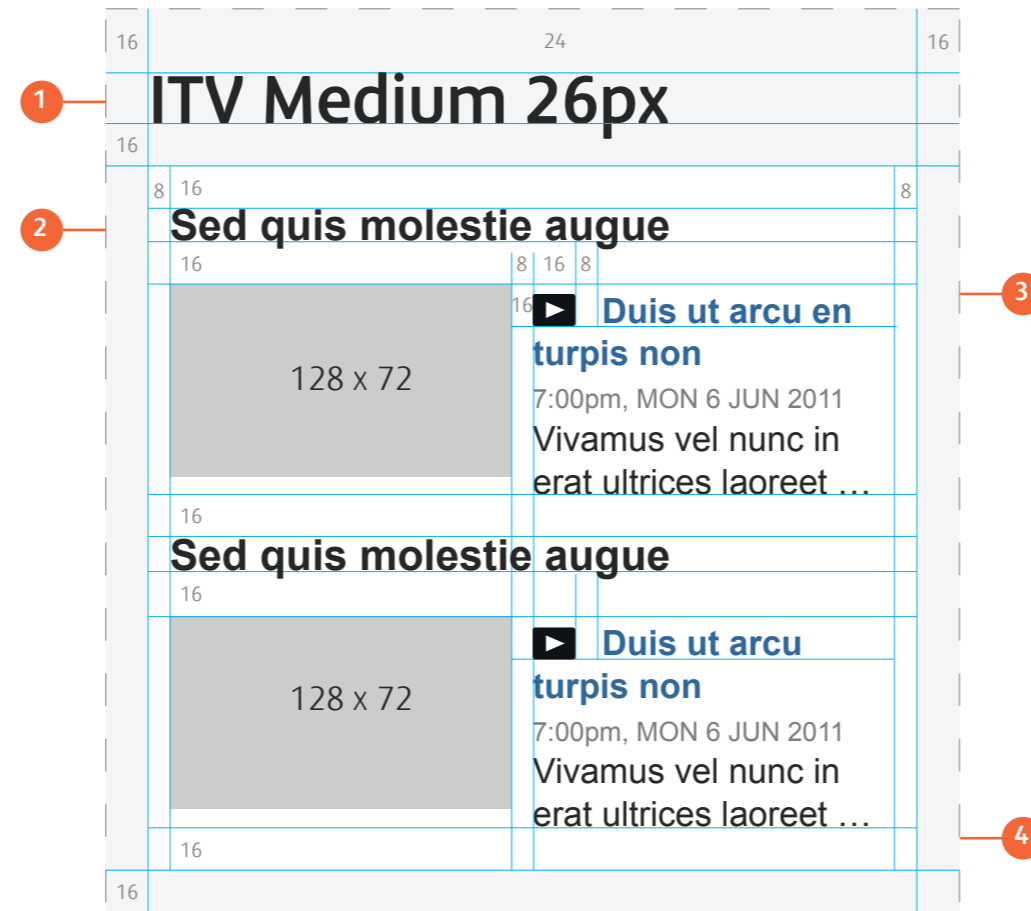
- internal 8px spacing on the left and right of the text column
- text baseline always 16px from image
- Arial bold 13px on 16px line height

6 Descriptor

- Arial regular 13px on 16px line height
- hex #282828
- for truncated text use space before ellipsis if between words, ellipsis with no preceding space if mid-word
- 16px spacing at the bottom of text

Rules for module design

Right hand column promo



1 Promo background

- hex #F2F2F2
- 16px spacing left, right, top and bottom of module

2 Promo title

- hex #282828
- Arial 16px bold on 18px line height
- 16px vertical spacing above and below

3 Promo link

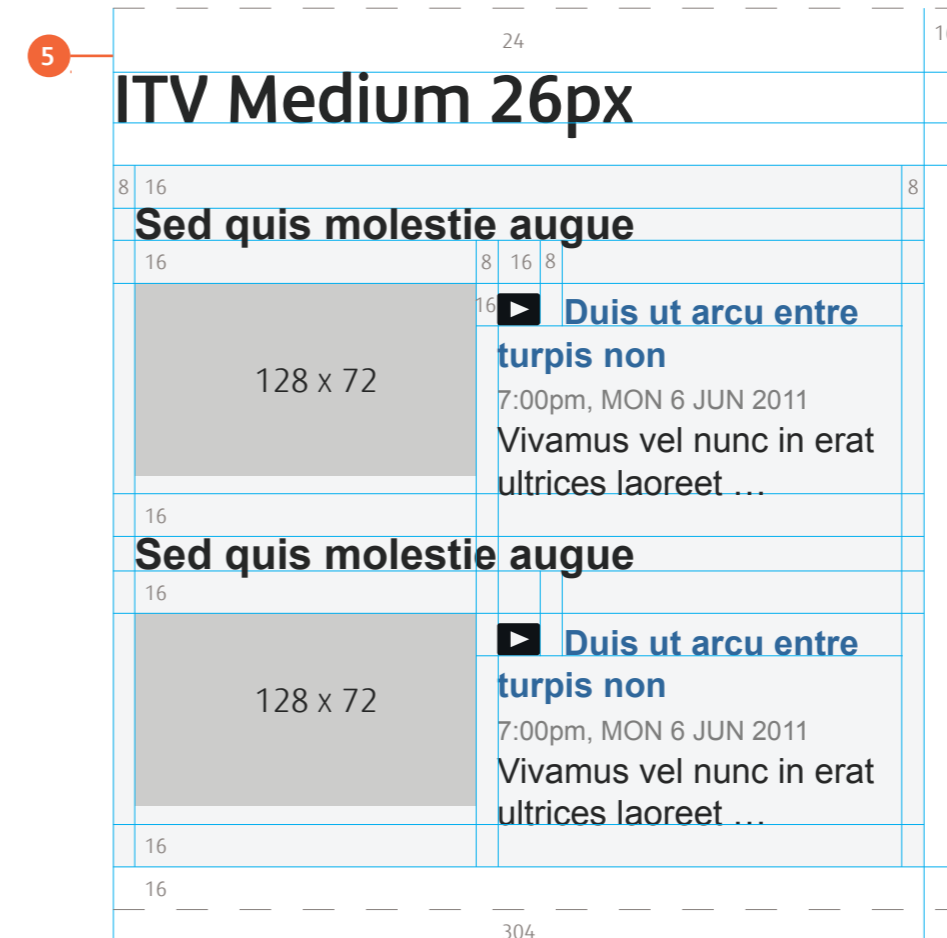
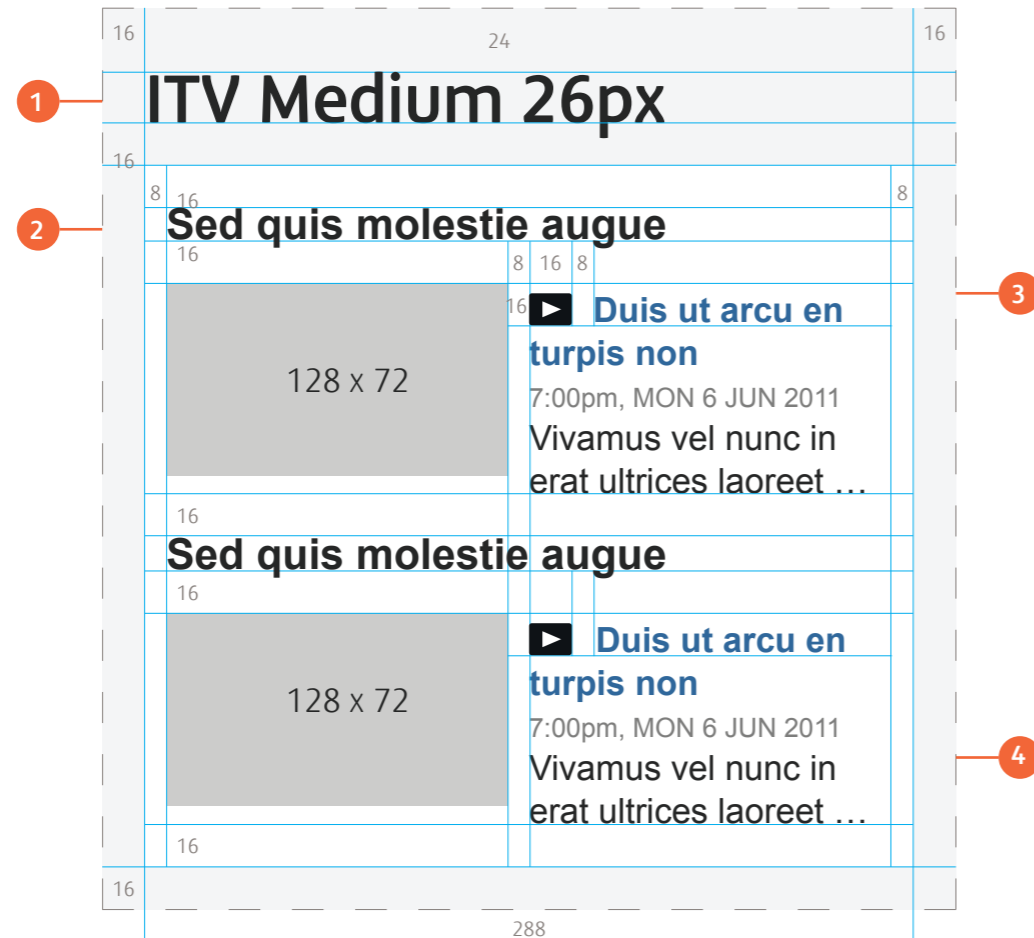
- internal 8px spacing on the left and right of the text column
- Arial bold 13px on 16px line height

4 Descriptor

- Arial regular 13px on 16px line height
- hex #282828
- for truncated text use space before ellipsis if between words, ellipsis with no preceding space if mid-word
- 16px spacing at the bottom of text

Rules for module design

Right hand column promo



1 Promo background

- hex #F2F2F2
- 16px spacing left, right, top and bottom of module

2 Promo title

- hex #282828
- Arial 16px bold on 18px line height
- 16px vertical spacing above and below

3 Promo link

- internal 8px spacing on the left and right of the text column
- Arial bold 13px on 16px line height

4 Descriptor

- Arial regular 13px on 16px line height
- hex #282828
- for truncated text use space before ellipsis if between words, ellipsis with no preceding space if mid-word
- 16px spacing at the bottom of text

5 On white

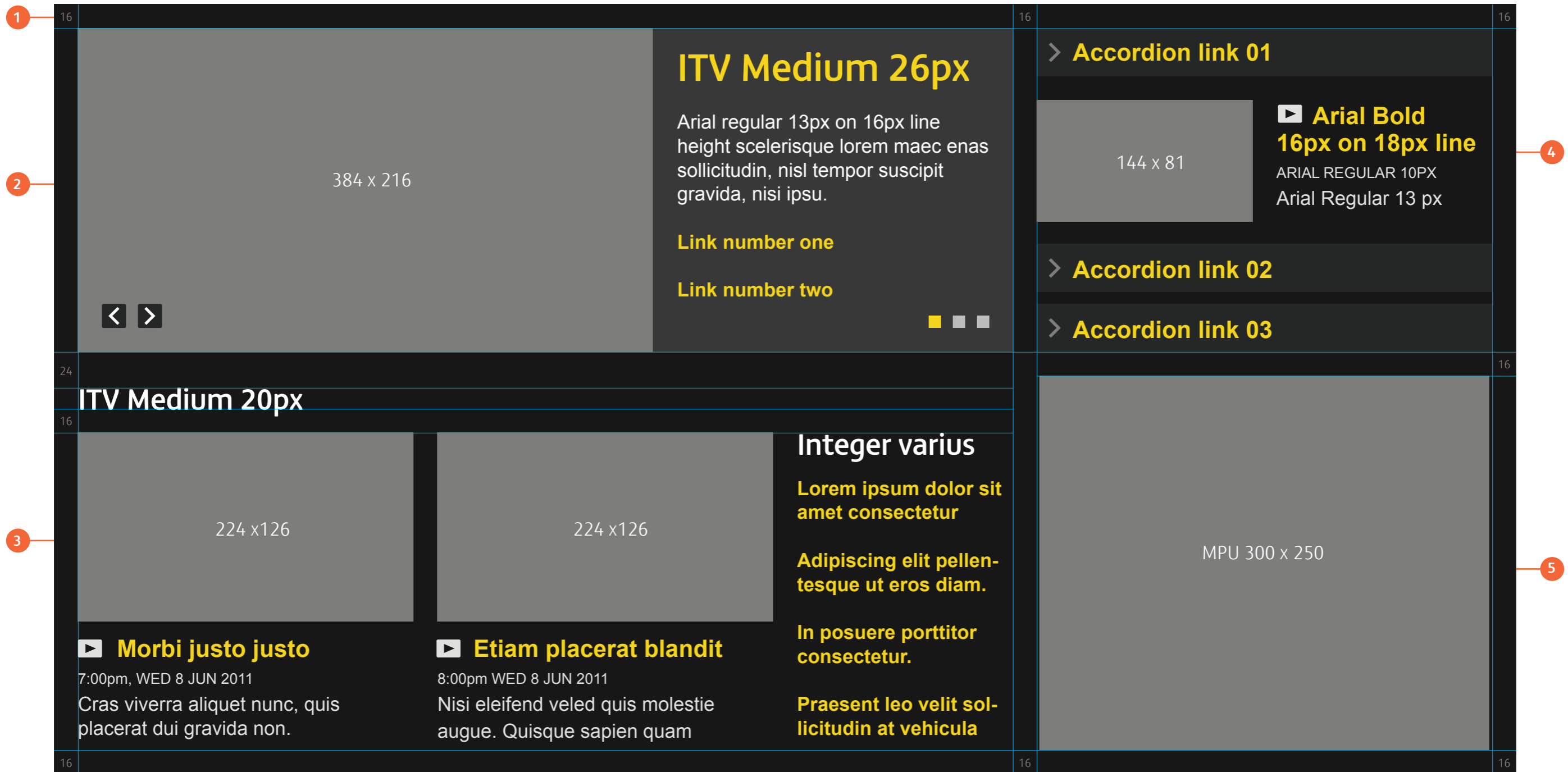
- right hand column module can be reversed out
- retain 16px horizontal and vertical spacing
- promo background hex #E9E9E9
- module widens by 16px to remove double spacing created by having a white background

12 Module designs

‘Living room’

Rules for module design

'Living room' with carousel



1 'Living room'

- 976 x 514
- vertical height is set by promo and MPU
- hex # 1A1A1A
- 16 px spacing on all sides

2 Promo carousel

- 624 x 216
- text background hex #282828
- detailed spec can be found on page 59

3 Promos

- 24px vertical spacing between promo header and promo carousel
- detailed spec can be found on page 74

4 Accordion

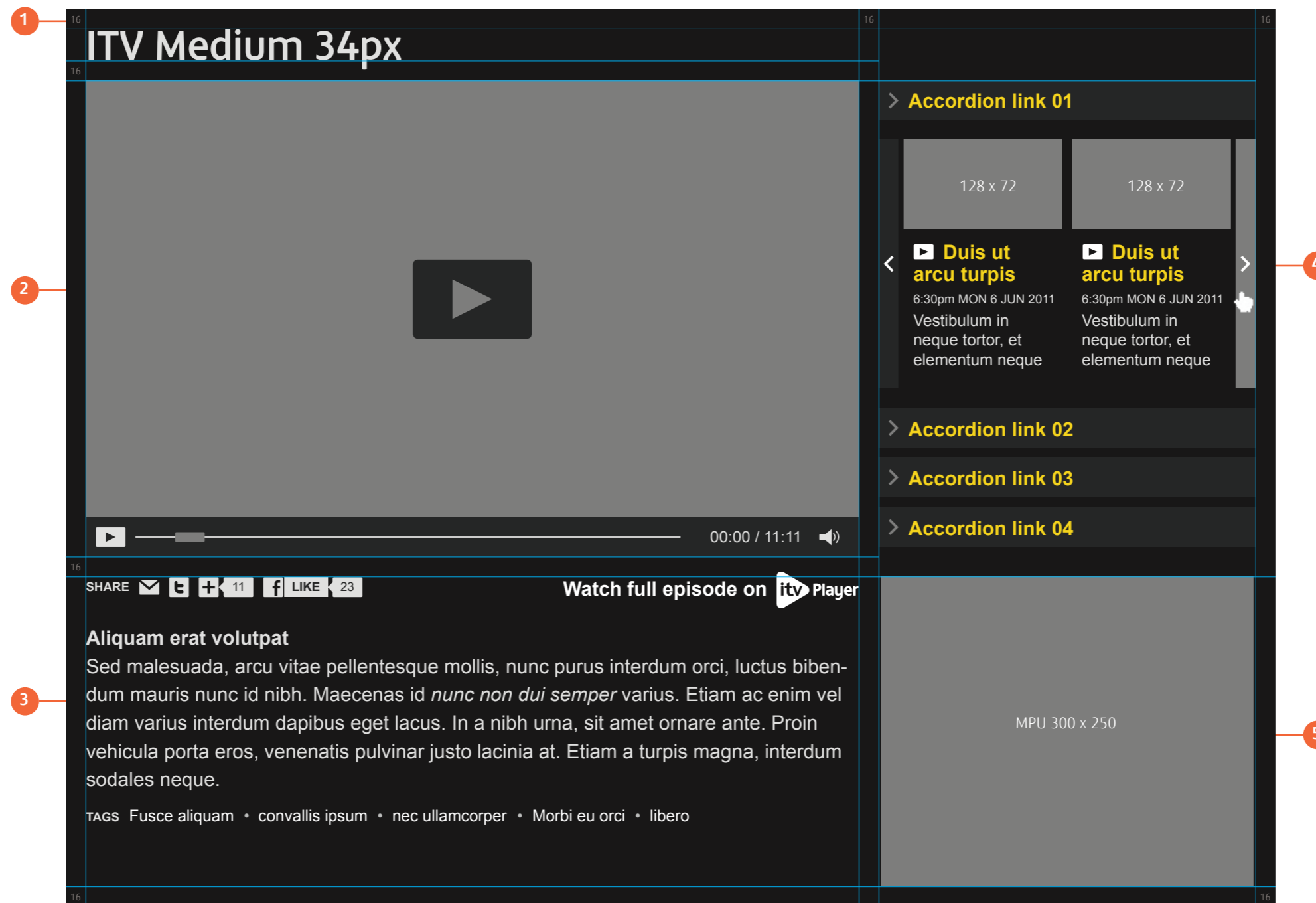
- 304 x 216
- 16px vertical spacing between accordion module and MPU
- detailed spec can be found on pages 72 and 73

5 MPU

- 300 x 250
- align to the bottom of promo carousel
- 2px horizontal spacing left and right

Rules for module design

'Living room' with video *



* PLEASE NOTE

- the 'Living room' illustration above has been reduced in scale by 70%

1 'Living room'

- 976 x 724
- vertical height is set by video and MPU
- hex #1A1A1A
- 16px spacing on all sides

2 Embedded video

- 624 x 352
- video title ITV Medium 34px
- 16px vertical space between video and title
- 16px vertical space between video and share / watch

3 Related information

- 16px vertical spacing between promo header and video
- allow 16px vertical spacing last line of copy and end of living room background
- detailed spec can be found on page 75

4 Accordion

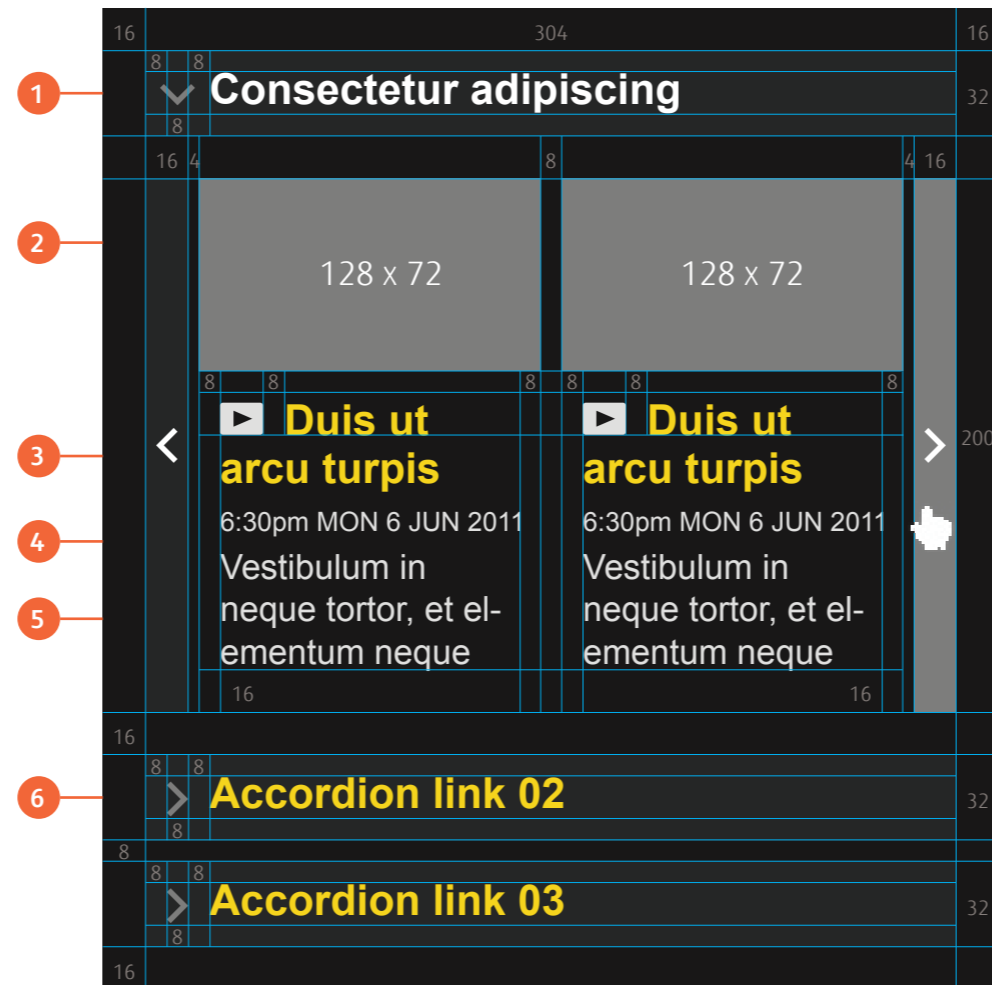
- 304 x 376
- align top of first accordion tab with top of video
- 16px vertical spacing between accordion module and video
- detailed spec can be found on pages 72 and 73

5 MPU

- 300 x 250
- align to the top of share
- 2px horizontal spacing left and right

Rules for module design

'Living room' accordion 01



1 Accordion link 'on'

- Arial bold 16px
- hex #FFFFFF
- vertically aligned with 8px spacing above and below
- arrow colour accent colour

2 Images

- 128 x 72
- 4px horizontal spacing between image and carousel bar
- 8px internal spacing left, right and top of the text
- 8px spacing between images

3 Carousel bar

- hex #282828
- 200 x 16
- arrow icon vertically centred
- 8 x 13
- 0n rollover background change accent colour

4 Promo Title

- Arial 16px on 18px line height
- accent colour

5 Promo text

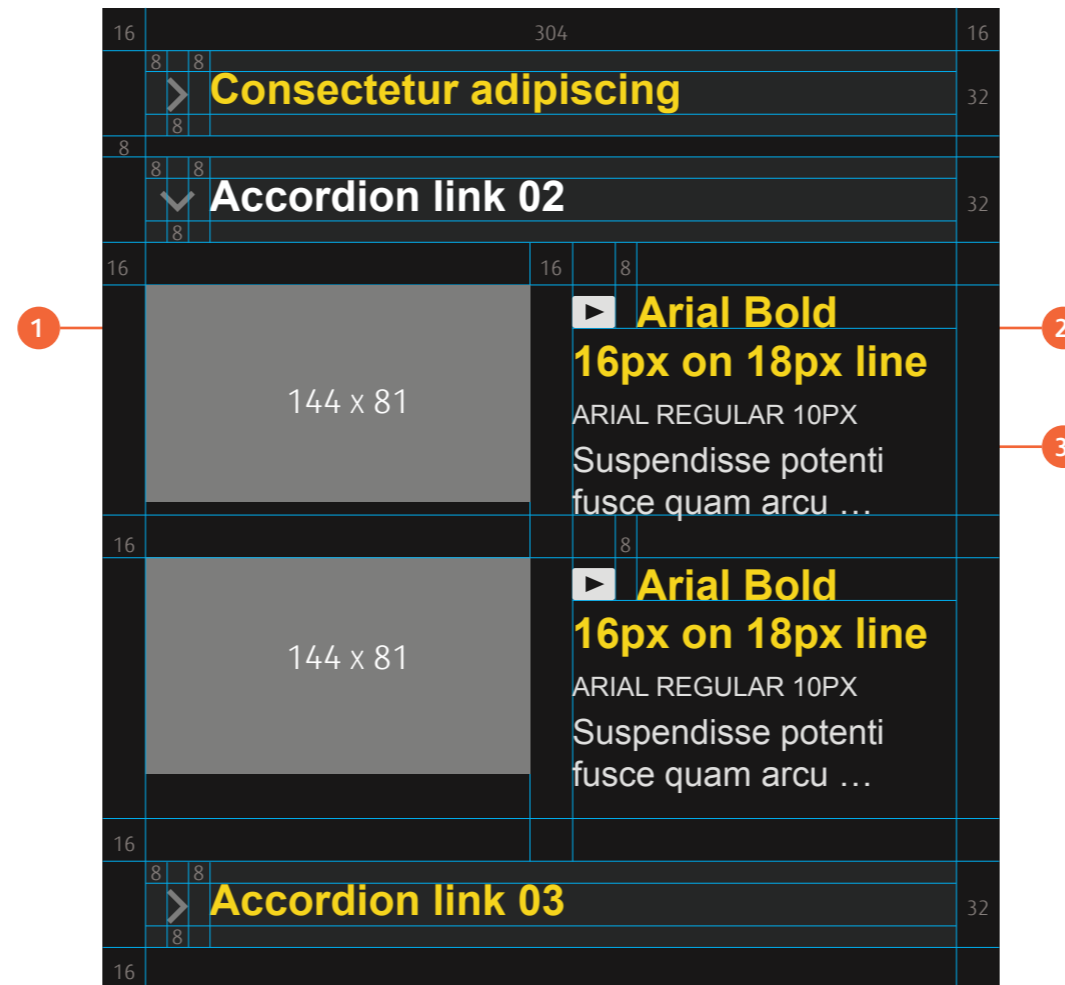
- time stamp 10px capitals with 18px line height spacing between header and text
- promo text 13px Arial regular hex #FFFFFF
- 16px spacing at the bottom of text

6 Accordion link 'off'

- Arial bold 16px
- accent colour
- vertically aligned with 8px spacing above and below
- arrow colour hex #7C7C7C

Rules for module design

'Living room' accordion 02



1 Images

- 144 x 81
- 16px horizontal spacing between image and text
- 16px between promos

2 Promo Title

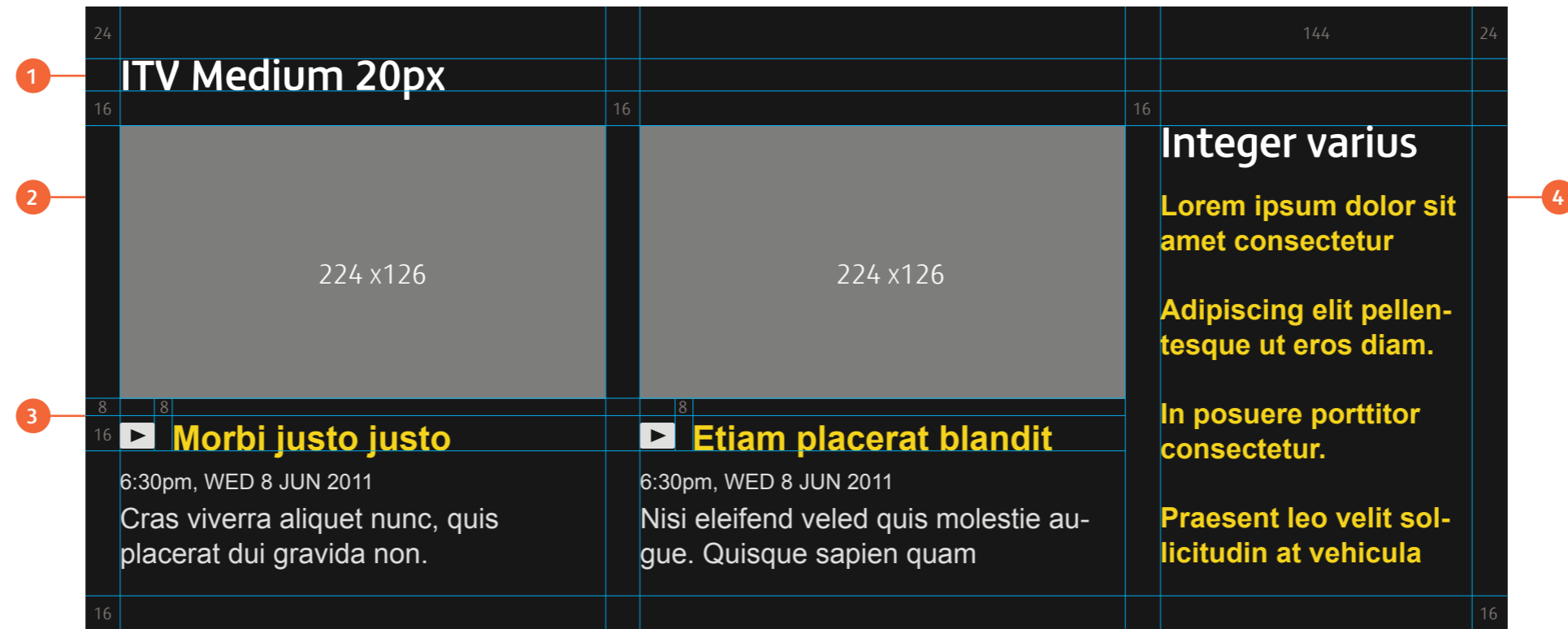
- Arial 16px on 18px line height
- accent colour

3 Promo text

- time stamp 10px capitals with 18px line height spacing between header and text
- promo text 13px Arial regular hex #FFFFFF
- 16px spacing at the bottom of text

Rules for module design

'Living room' promos



1 Content title

- ITV Medium 20px
- hex #ffffff
- 24px vertical spacing above
- 16px vertical spacing below

2 Image

- 224 x 126
- 16px spacing left and right

3 Promo text

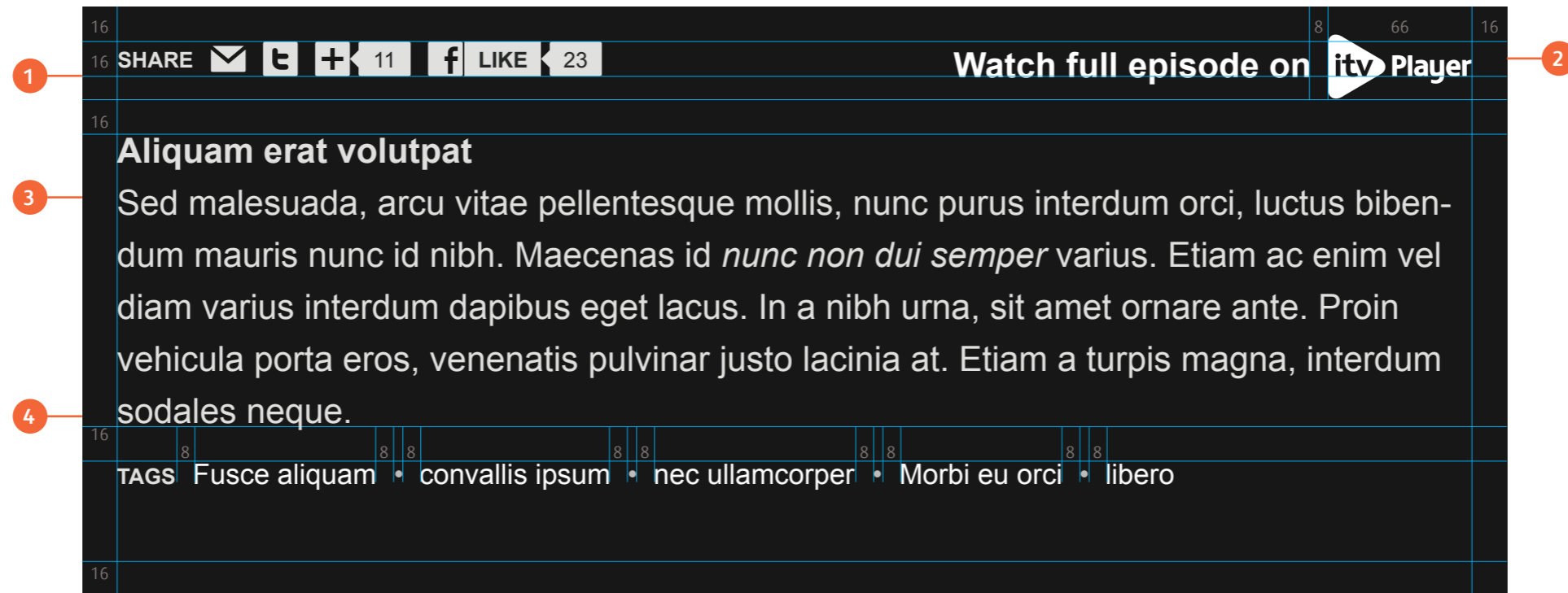
- 8px vertical spacing between image and icon.
- baseline of text is 16px from the bottom of the image

4 Single column links

- 144 wide
- content title ITV Medium 20px
- Arial bold 13px on 16px line height
- hex # accent colour

Rules for module design

'Living room' programme information



1 Share module

- left aligned
- use hex # E9E9E9 icon suite
- 16px vertical spacing between icons and embedded video

2 ITV Player

- Arial bold 16px
- hex #FFFFFF
- 8px horizontal spacing between text and ITV Player logo
- ITV Player logo is 66 x 29
- hex #FFFFFF
- 16px vertical spacing bottom of ITV Player logo and article

3 Text

- Arial regular 16px on 18px line height
- hex #E9E9E9
- limited to 6 lines of copy

3 Tags

- 16px vertical spacing between tags and article copy
- Arial bold 10px capitals
- hex # E9E9E9
- tag links Arial 13px on 16px line height hex # FFFFFFFF
- 8px horizontal spacing between tag and bullet point
- bullet point hex # BCBCBC

Module spacing

Rules for the spacing of modules

ITV Medium 26px

Sed quis molestie augue

128 x 72

▶ **Duis ut arcu turpis non**
7:00pm, MON 6 JUN 2011
Vivamus vel nunc in erat ultrices laoreet ...

Sed quis molestie augue

128 x 72

▶ **Duis ut arcu turpis non**
7:00pm, MON 6 JUN 2011
Vivamus vel nunc in erat ultrices laoreet ...

ITV Medium 26px

Dapideing Adipiscing Quisque

128 x 72

▶ **Duis ut arcu turpis non**
Vivamus vel nunc in erat ultrices laoreet ...

128 x 72

▶ **Sed quis moles tie augue**
Quisque sapien quam, blandit in ...

1

24

ITV Medium 26px

Sed quis molestie augue

128 x 72

▶ **Duis ut arcu turpis non**
7:00pm, MON 6 JUN 2011
Vivamus vel nunc in erat ultrices laoreet ...

Sed quis molestie augue

128 x 72

▶ **Duis ut arcu turpis non**
7:00pm, MON 6 JUN 2011
Vivamus vel nunc in erat ultrices laoreet ...

Sign up for the newsletter

[More details](#)

2

16

1 Spacing between modules when there is text

— 24px of vertical space

2 Spacing between modules when there isn't text

— 16px of vertical space

13 Social networks

Facebook avatars

Facebook allows you to upload one avatar, which it displays at different sizes on the site, to brand your profile.

1 Profile display size

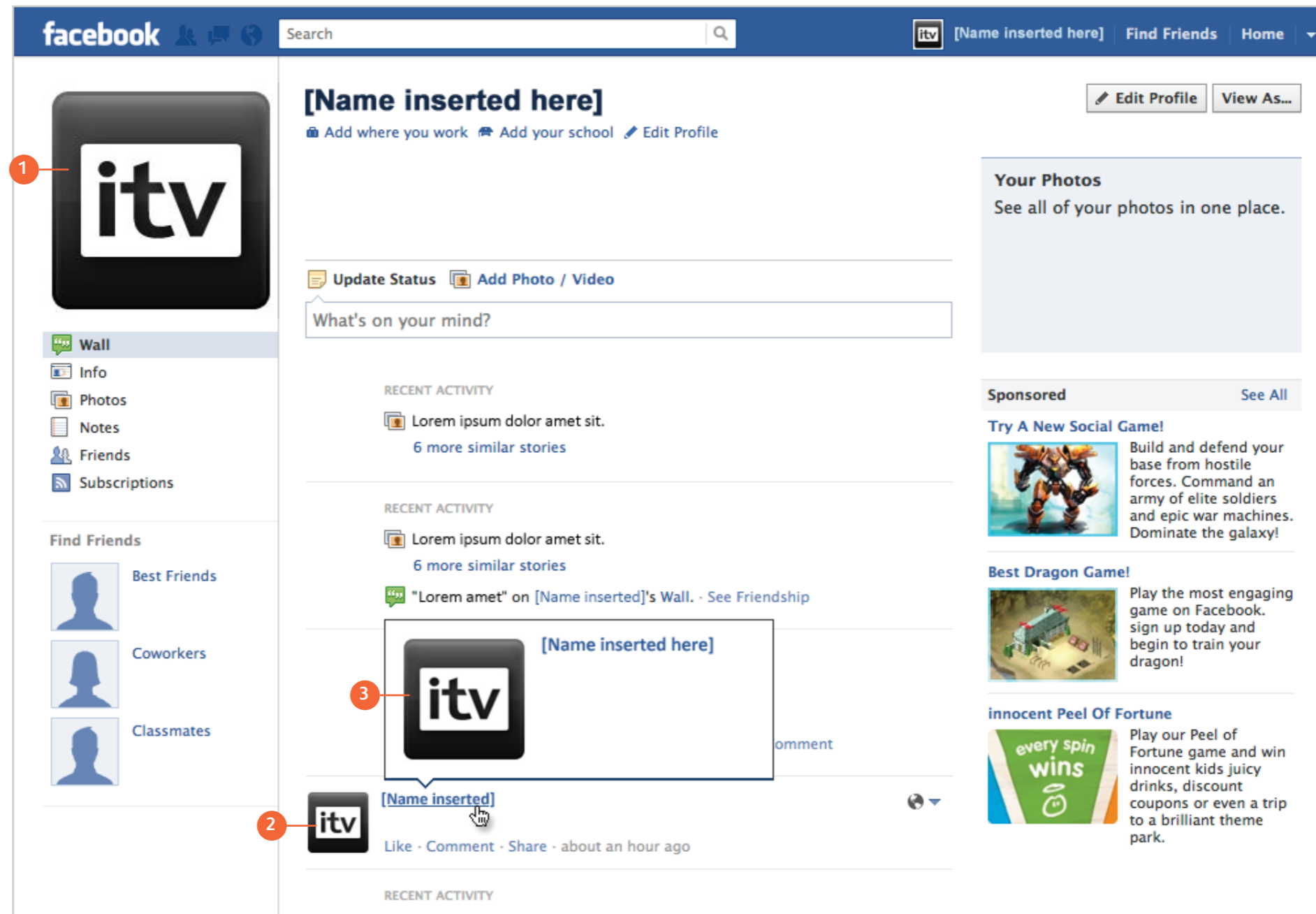
— W: 180px, H: 180px

2 Feed display size

— W: 46px, H: 46px

3 Rollover display size

— W: 92px, H: 92px



Facebook avatars: Channels

It's important that our Channel avatars embody our design principles and appear as an 'ITV family'.

Ensure that the Facebook avatar matches the Twitter avatar for that Channel.

1 Size

— W: 180px, H: 180px

2 Background

— The avatar background always sits 7px in from each edge and uses the dark grey-gradient background with rounded corners as in the template.

3 Logo

— Ensure that the logo component looks crisp at Facebook's various display sizes.

4 Format

— Save as a transparent PNG-24

5 Adding to Facebook

— To add the avatar to Facebook click:
Change picture > Choose file > [Select the file] > Edit Thumbnail > Check the 'Scale to fit' box > Save.



Facebook avatars: Shows

Our Show avatars also need to appear as part of the 'ITV family' and use the same gradient style, rounded corners and stroke as the Channel avatars, but also need to incorporate the Show branding.

Ensure that the Facebook avatar matches the Twitter avatar.

1 Size

— W: 180px, H: 180px

2 Background

— The avatar background uses the gradient background with rounded corners, as in the template, but can be coloured to reflect the Show branding. An image can be incorporated over the gradient **but the gradient should still be visible through the image.**

3 Logo

— Ensure that the logo component looks crisp at Facebook's various displays sizes.

4 Channel logo

— Ensure that the correct channel logo is included from the template.

5 Format

— Save as a transparent PNG-24

6 Adding to Facebook

— To insert the avatar into Facebook click:
Change picture > Choose file > [Select the file] > Edit Thumbnail > Check the 'Scale to fit' box > Save

Show avatar with no image incorporated



Show avatar with incorporated image



Twitter designs

Twitter allows you to upload an avatar and a background and choose a palette to brand your profile.

1 Avatar

— W: 128px, H: 128px

2 Avatar in feed

— W: 48px, H: 48px

3 Background image

— W: 1600px, H: 1200px
— Must be less than 800k

4 Background colour

— This colour can be customised to match the background image

5 Text colour

— The text colour in the sidebar can be customised inline with the brand

6 Link colour

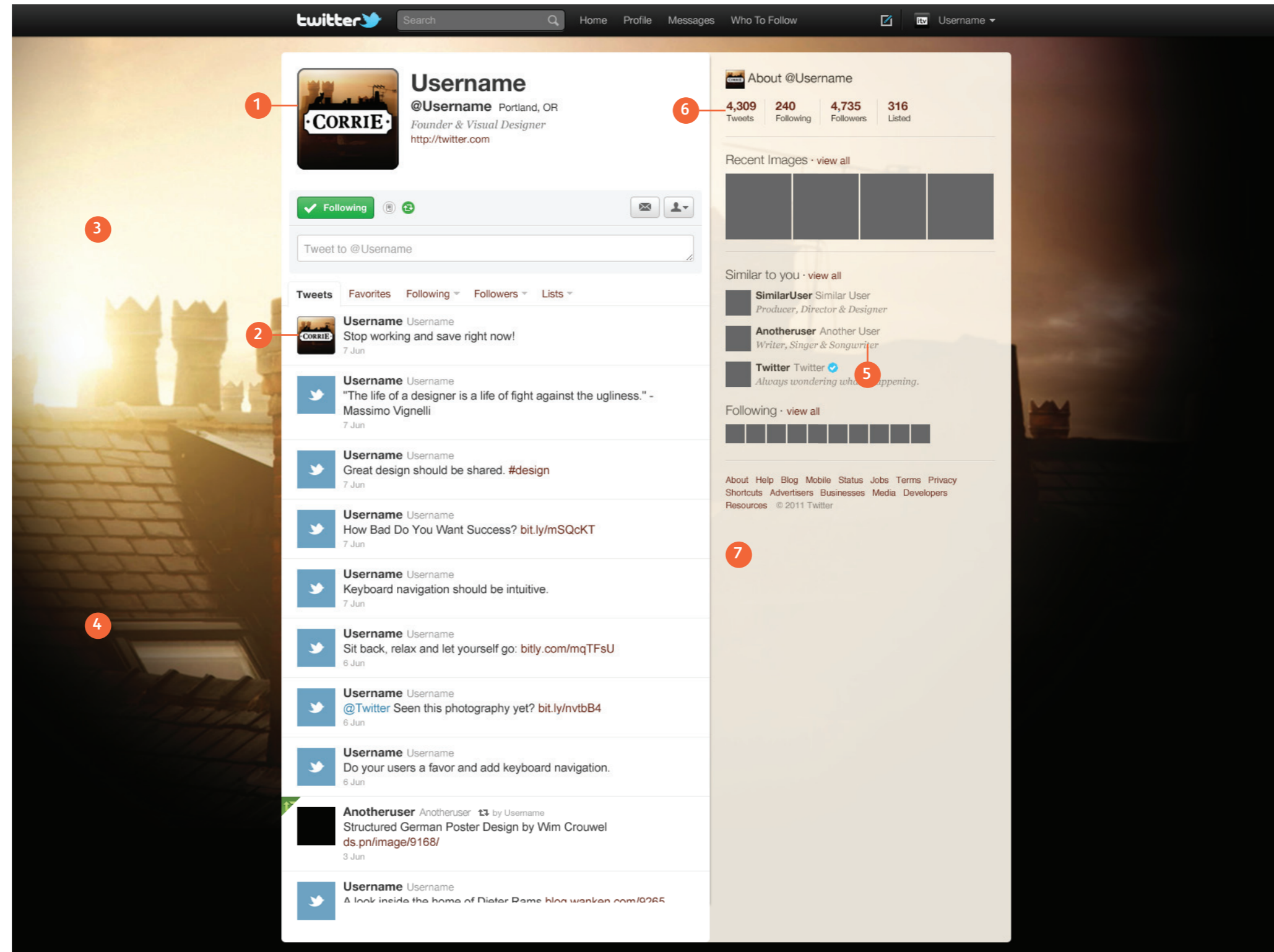
— This can be customised inline with the brand

7 Sidebar colour

— This can be customised inline with the brand. It is displayed at 87% opacity.

8 Sidebar border

— This can be customised inline with the brand
— This border does not appear on core pages



Twitter elements: Channels

It's important that our Channel Twitter elements embody our design principles and appear as an 'ITV family'.

Avatars

Ensure that the Twitter avatar matches the Facebook avatar.

1 Size

— W: 128px, H: 128px

2 Background

— The avatar background uses the dark grey-gradient background with rounded corners as in the template.

3 Logo

— Ensure that the logo component looks crisp at Twitter's two display sizes.

4 Format

— Save as a transparent PNG-24
— Must be less than 700k

5 Adding to Twitter

— To add the avatar to Twitter click:
Profile > Picture > Choose file > [Select the file] > Save changes.



Backgrounds

1 Size

— W: 1600px, H: 1200px

2 Imagery

— Channels utilise the ITV 'Swoosh' background

3 Fade mask

— Imagery must fade to a background colour
— Imagery need sto sit behind the fade mask in the template

4 Format

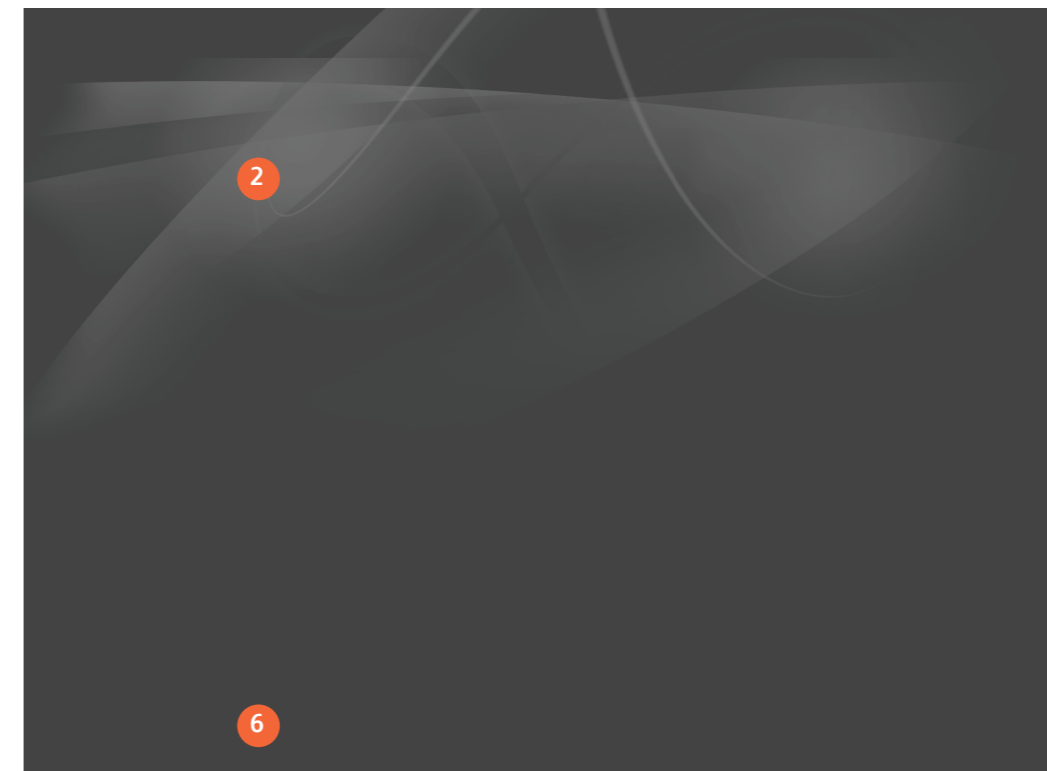
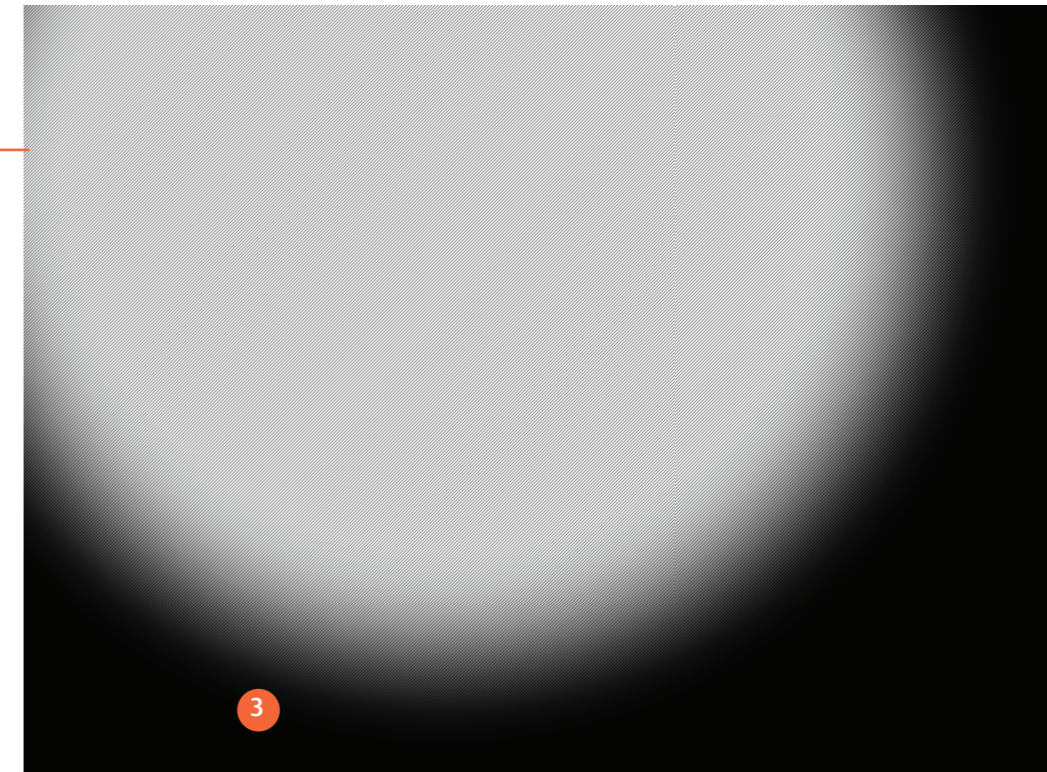
— JPEG
— Must be less than 800k

5 Adding to Twitter

— To add the background image to Twitter click:
Profile > Edit your profile > Design > Change your background > Choose file > [Select the file] > Save changes.

6 Background colour

— The background colour needs to be customised to match the image background:
Profile > Edit your profile > Design > Change background image > [Specify background colour] > Save changes.



Twitter elements: Channels

It's important that our Channel Twitter elements embody our design principles and appear as an 'ITV family'.

Palette

Ensure that the palette works inline with any existing brand palettes used digitally.

1 Specifying colours in Twitter

- To specify palette options in Twitter click:
 - Profile > Edit your profile > Design > Change design colours > [Specify text, links, sidebar and sidebar border colours] > Save changes.

1 Text colour

- The text colour in the sidebar should be set to #282828.

2 Link colour

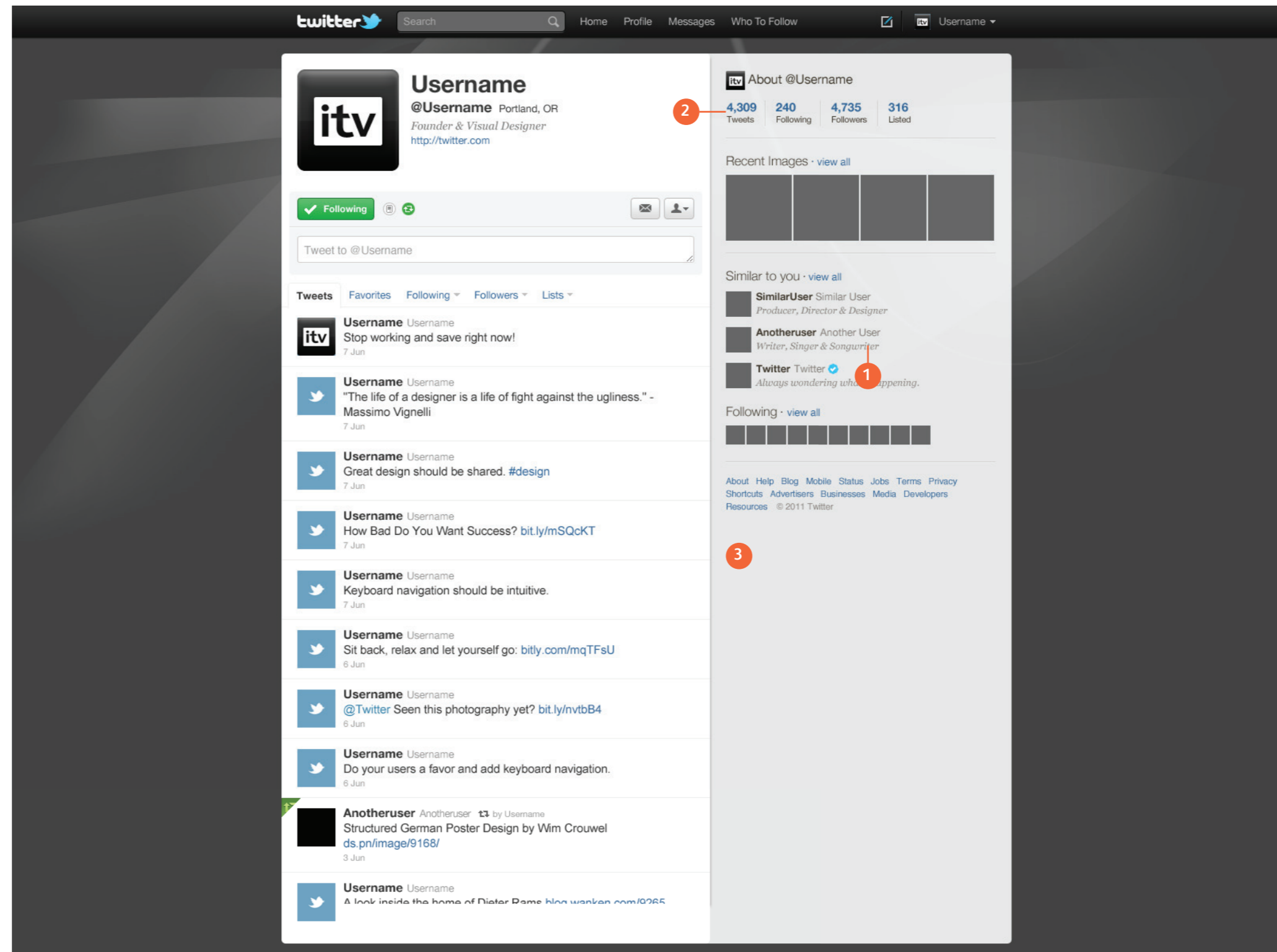
- The link colour should use the link colours from our ITV Brand palette and comply with accessibility guidelines.

3 Sidebar colour

- The sidebar background colour should use colours sympathetic with Channel brand palettes and comply with accessibility guidelines. Note that it is displayed at 87% opacity.

4 Sidebar border

- The sidebar border should be set to match the sidebar colour.



Twitter elements: Shows

Our Show Twitter elements also need to appear as part of the 'ITV family' and use the same styles as the Channel avatars, but also need to incorporate the Show branding.

Avatars

Ensure that the Twitter avatar matches the Facebook avatar.

1 Size

— W: 128px, H: 128px

2 Background

— The avatar background uses the gradient background with rounded corners, as in the template, but can be coloured to reflect the Show branding. An image can be incorporated over the gradient **but the gradient should still be visible through the image.**

3 Logo

— Ensure that the logo component looks crisp at Twitter's two display sizes.

4 Channel logo

— Ensure that the correct channel logo is included from the template.

5 Format

— Save as a transparent PNG-24
— Must be less than 700k

6 Adding to Twitter

— To add the avatar to Twitter click:
Profile > Picture > Choose file > [Select the file] > Save changes.

Show avatar with no image incorporated



Show avatar with incorporated image



Backgrounds

1 Size

— W: 1600px, H: 1200px

2 Imagery

— Shows utilise the background imagery from the Show website

3 Fade mask

— Imagery must fade to a background colour
— Imagery need sto sit behind the fade mask in the template

4 Format

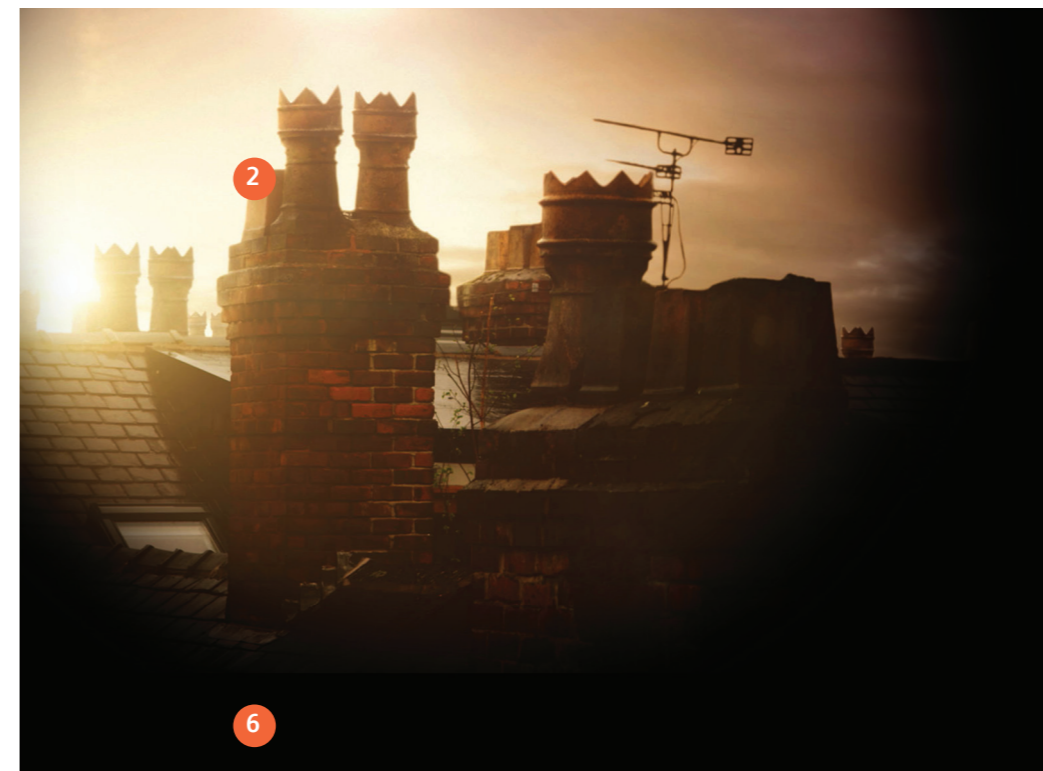
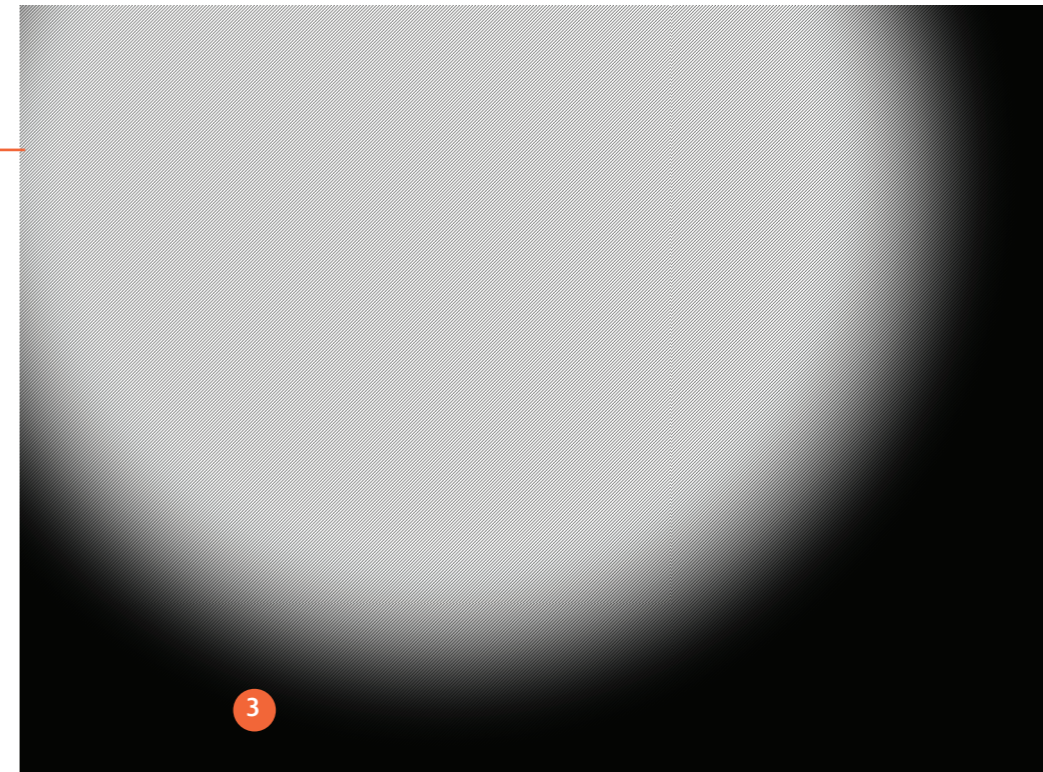
— JPEG
— Must be less than 800k

5 Adding to Twitter

— To add the background image to Twitter click:
Profile > Edit your profile > Design > Change your background > Choose file > [Select the file] > Save changes.

6 Background colour

— The background colour needs to be customised to match the image background:
Profile > Edit your profile > Design > Change background image > [Specify background colour] > Save changes.



Twitter elements: Shows

Our Show Twitter elements also need to appear as part of the 'ITV family' and use the same styles as the Channel avatars, but also need to incorporate the Show branding.

Palette

Ensure that the palette works inline with any existing brand palettes used digitally.

1 Specifying colours in Twitter

- To specify palette options in Twitter click:
 - Profile > Edit your profile > Design > Change design colours > [Specify text, links, sidebar and sidebar border colours] > Save changes.

1 Text colour

- The text colour in the sidebar should be set to #282828.

2 Link colour

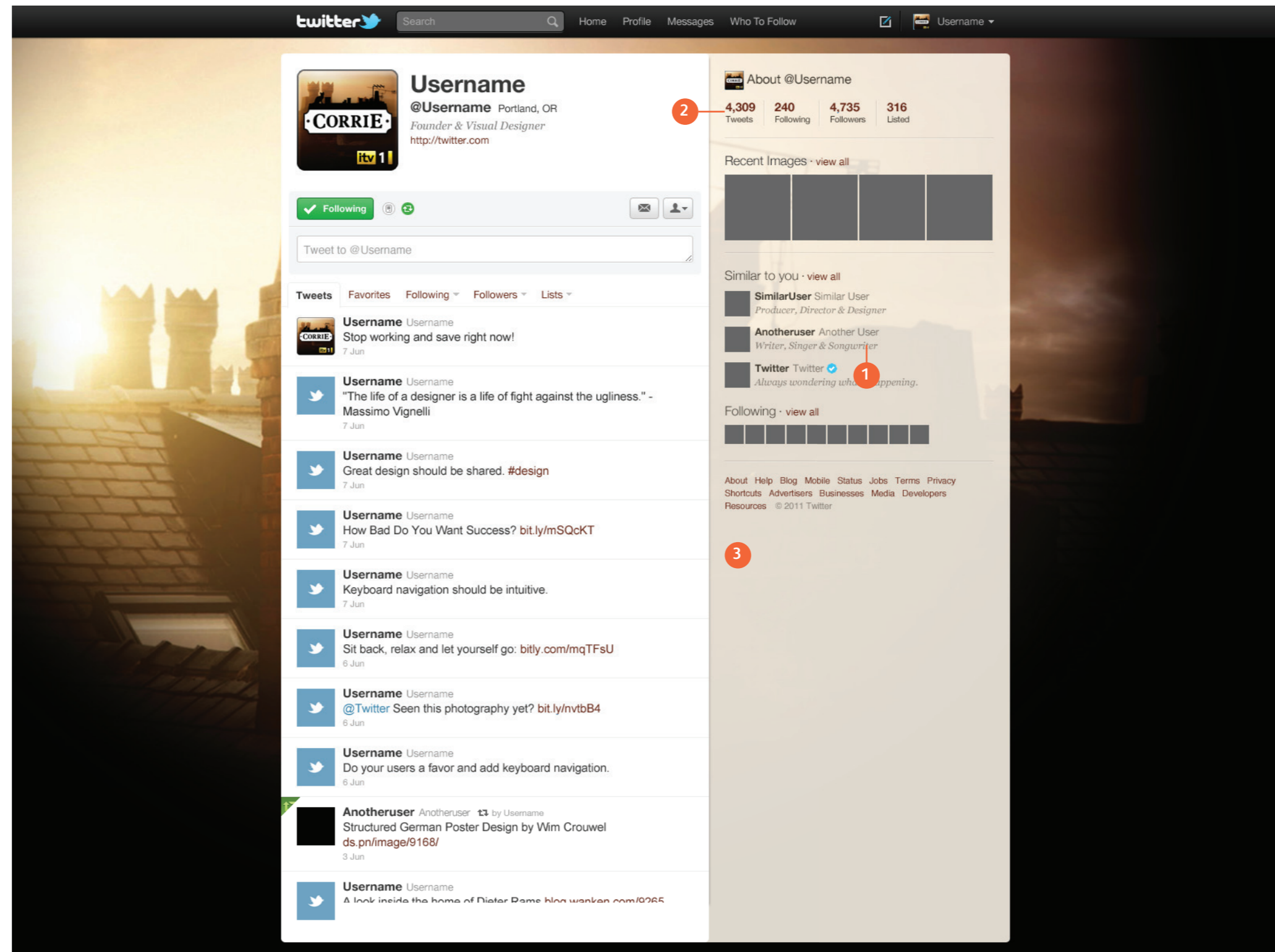
- The link colour should use the link colours from the Show palette and comply with accessibility guidelines.

3 Sidebar colour

- The sidebar background colour should use the colours sympathetic with the Show palette and comply with accessibility guidelines.

4 Sidebar border

- The sidebar border should be set to match the sidebar colour.





ITV Visual Design Guide