Page Layouts

Version 1.0

itv

00 **Contents**

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Page Layouts

01 Introduction

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Welcome...

This document is a working repository of the different page layouts in the ITV.com site. It's purpose is to set the positions of each different component on each type of page.

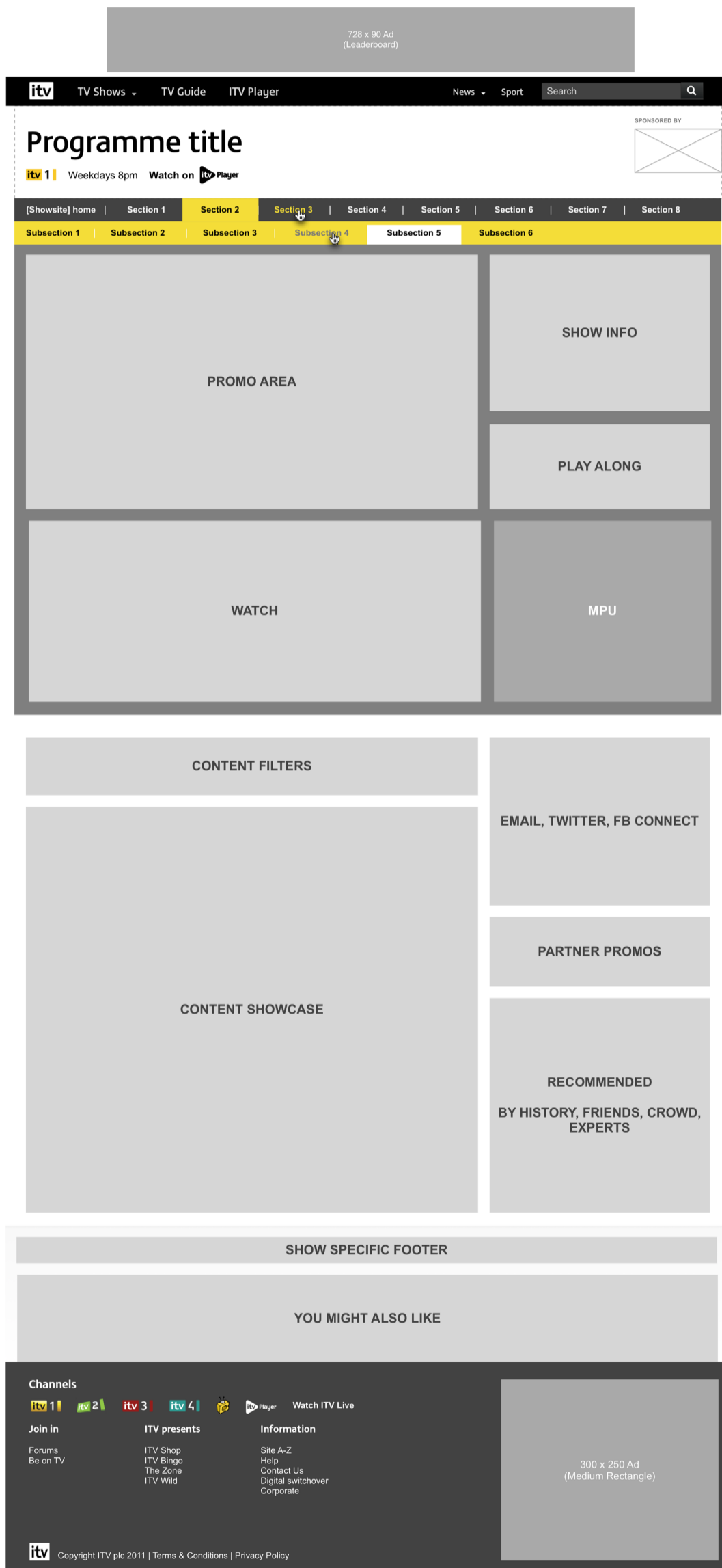These layouts are organized in four main types of pages:

- Home pages

- Content pages

- Navigation pages

- Hub pages

02 **Home pages**
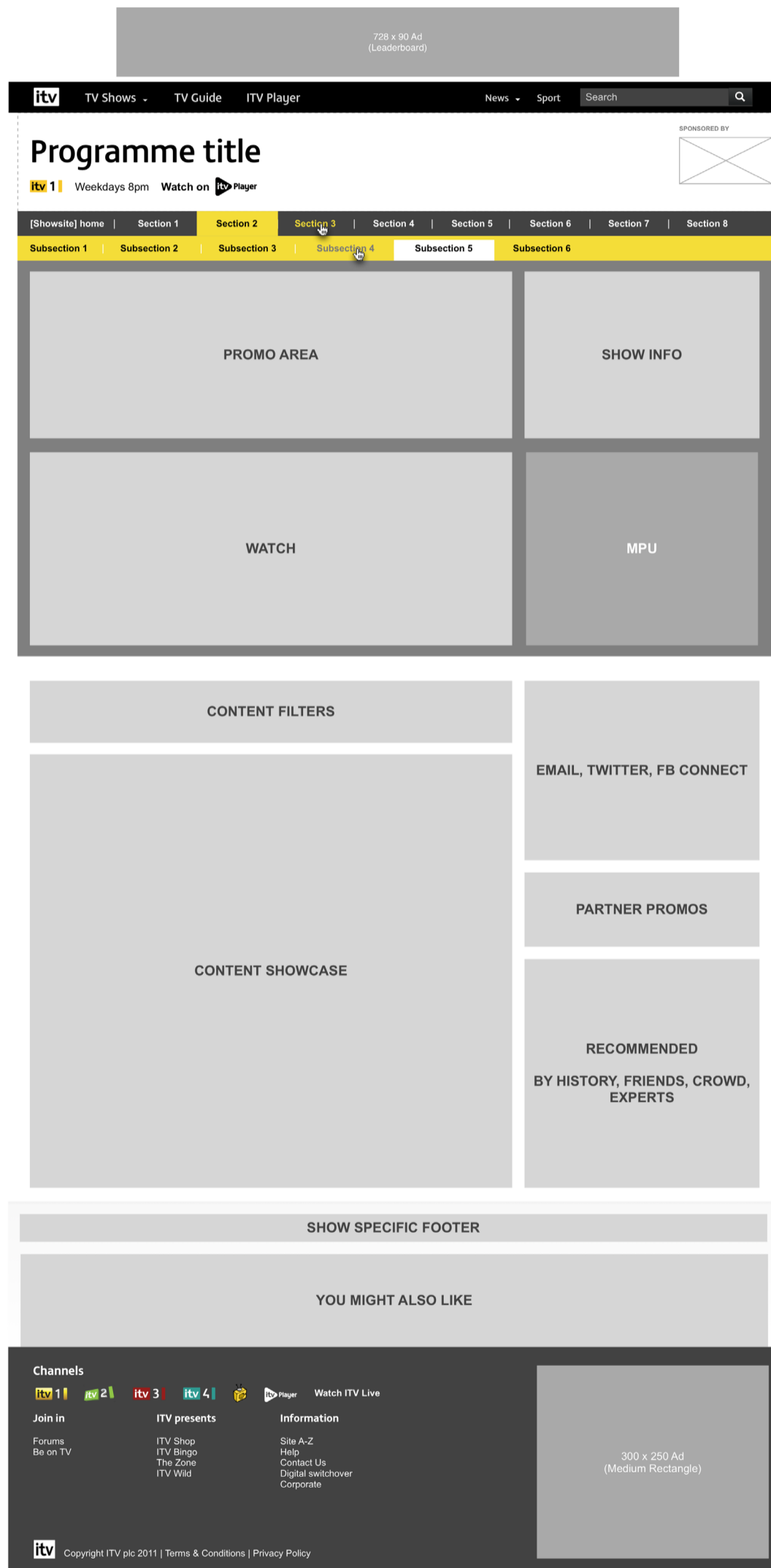
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Large promo page layout

The home pages define how the first look of the website will be for a user.

The purpose of a page with a large promotional area is to maximise the exposure of editorial content that is visually engaging i.e. a large show carousel for The Only Way Is Essex.

Small promo page layout

The smaller promotional area in the home page is defined by the use of smaller pieces of content. i.e. I Am A Celebrity, Loose Women.
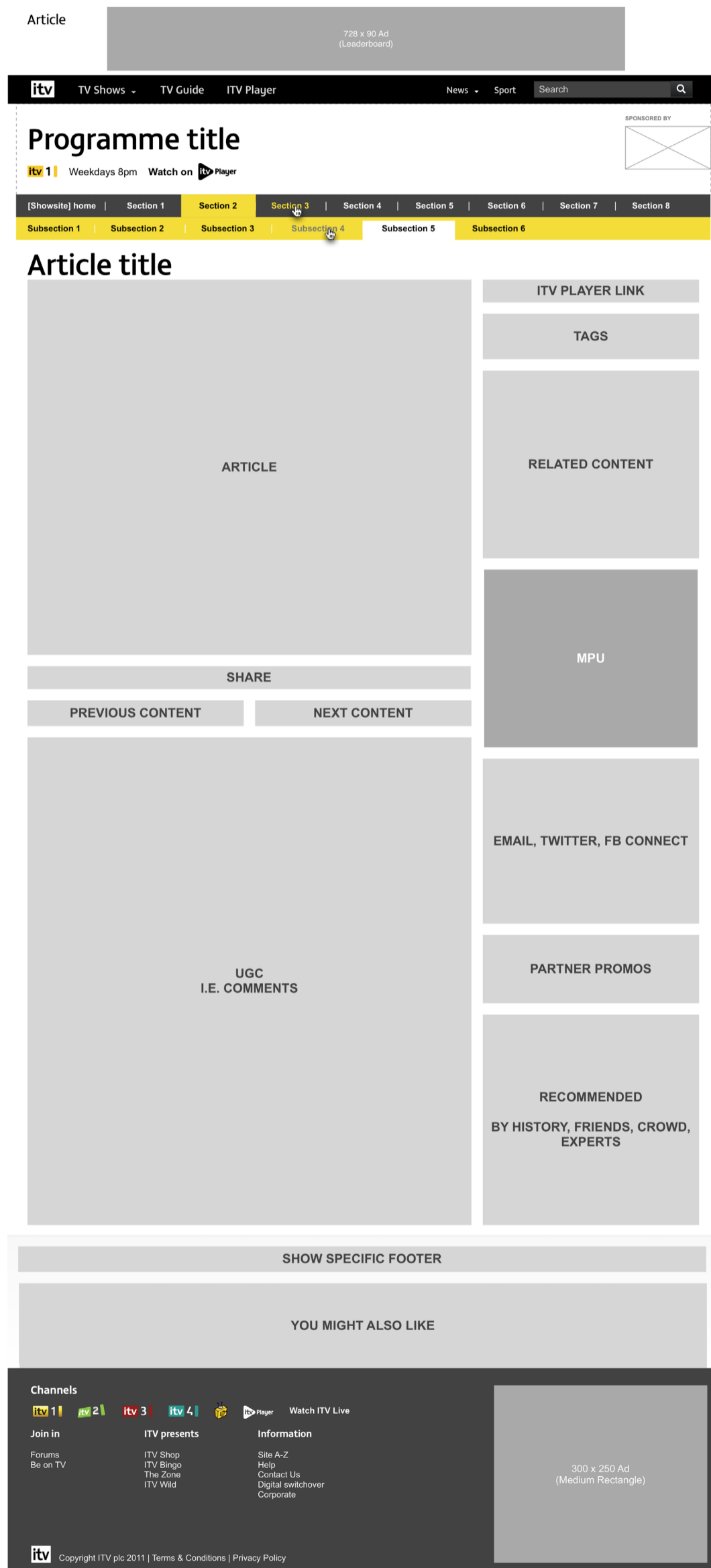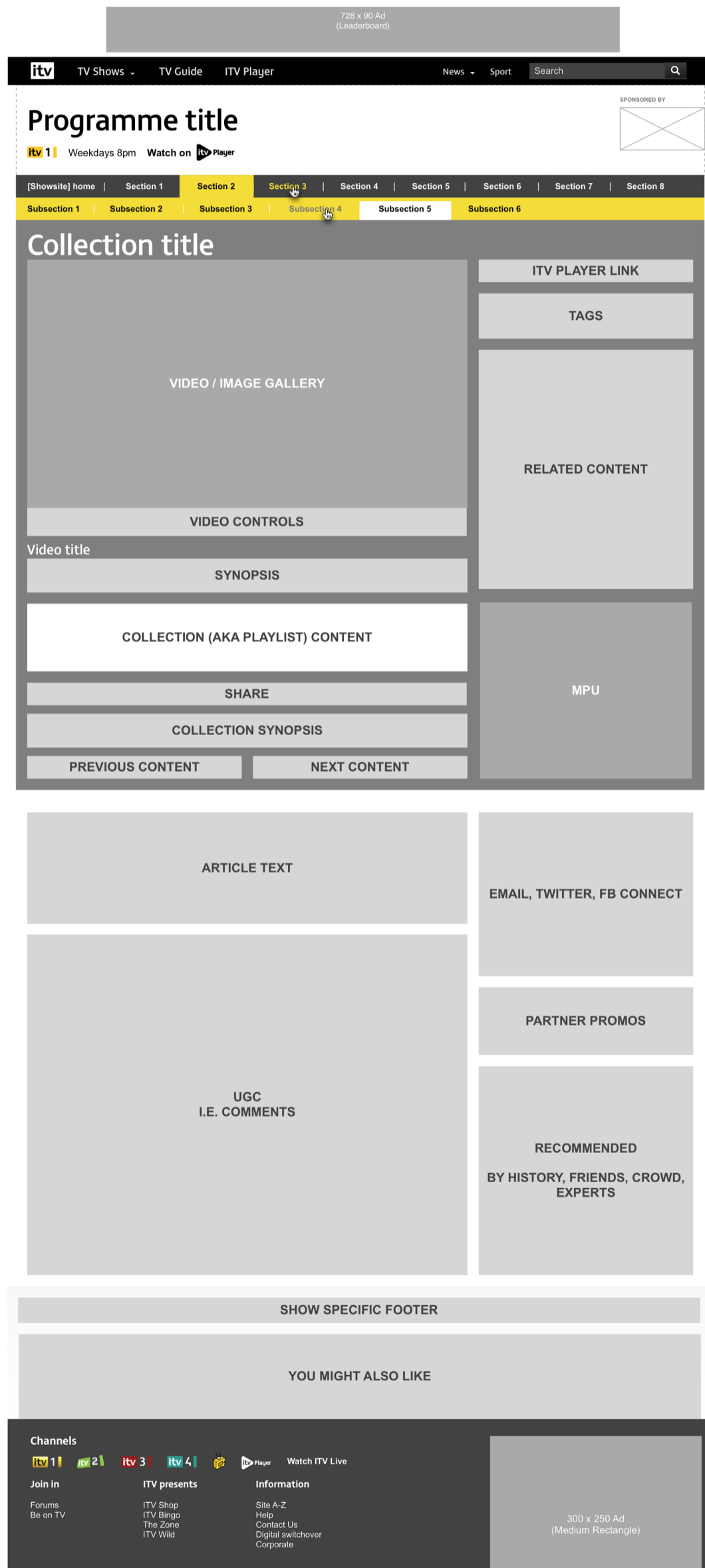
03 **Content pages**

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Article page layout

The content pages hold the different pieces of media available.

Article

728 x 90 Ad
(Leaderboard)

itv | TV Shows ▾ | TV Guide | ITV Player | News ▾ | Sport | Search 🔍

Programme title

itv 1 | Weekdays 8pm | Watch on itv Player

SPONSORED BY

| [Showsite] home | Section 1 | Section 2 | Section 3 | Section 4 | Section 5 | Section 6 | Section 7 | Section 8 |

| Subsection 1 | Subsection 2 | Subsection 3 | Subsection 4 | Subsection 5 | Subsection 6 |

Article title

ARTICLE

ITV PLAYER LINK

TAGS

RELATED CONTENT

SHARE

PREVIOUS CONTENT | NEXT CONTENT

MPU

UGC
I.E. COMMENTS

EMAIL, TWITTER, FB CONNECT

PARTNER PROMOS

RECOMMENDED

BY HISTORY, FRIENDS, CROWD, EXPERTS

SHOW SPECIFIC FOOTER

YOU MIGHT ALSO LIKE

Channels

itv 1 | itv 2 | itv 3 | itv 4 | 🎬 | itv Player | Watch ITV Live

Join in
Forums
Be on TV

ITV presents
ITV Shop
ITV Bingo
The Zone
ITV Wild

Information
Site A-Z
Help
Contact Us
Digital switchover
Corporate

300 x 250 Ad
(Medium Rectangle)

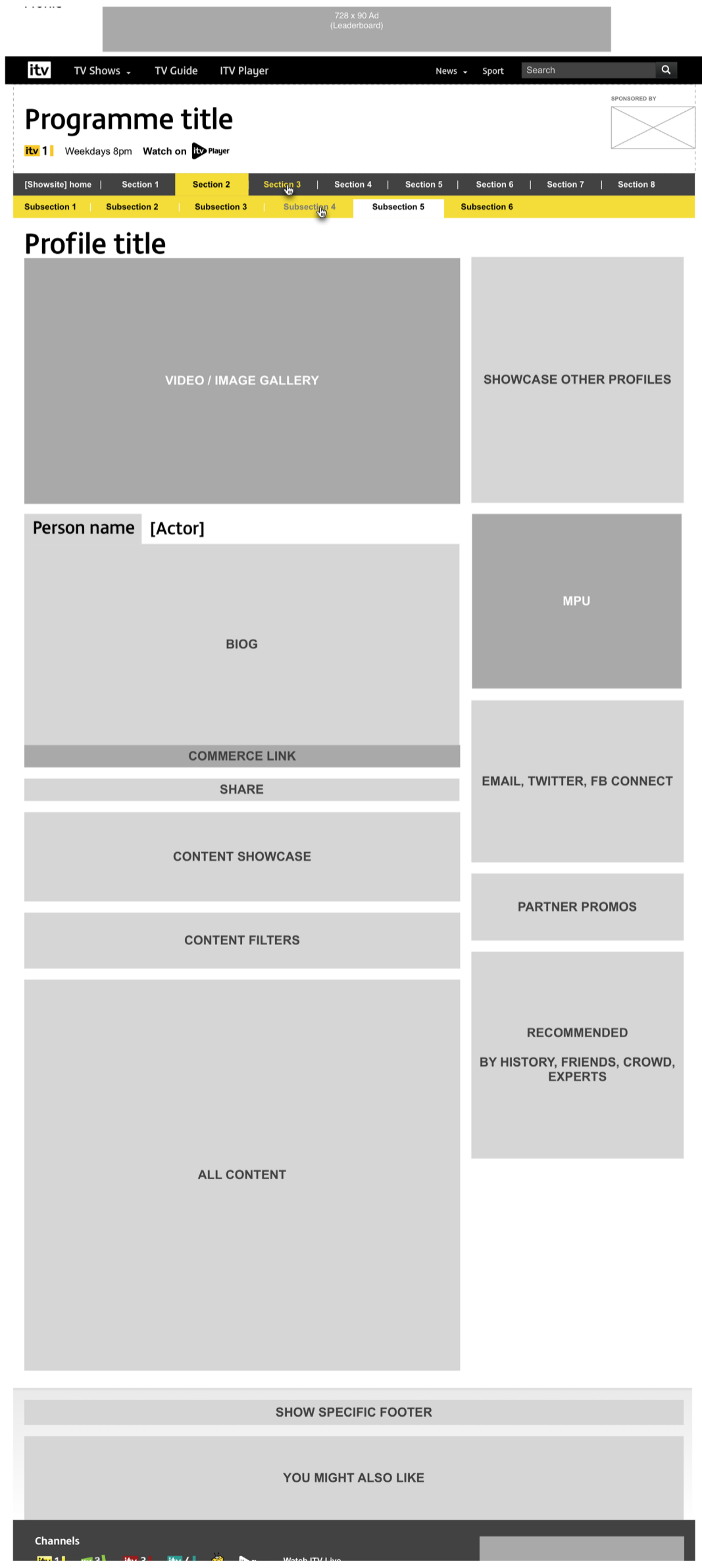itv Copyright ITV plc 2011 | Terms & Conditions | Privacy Policy

Collection page layout

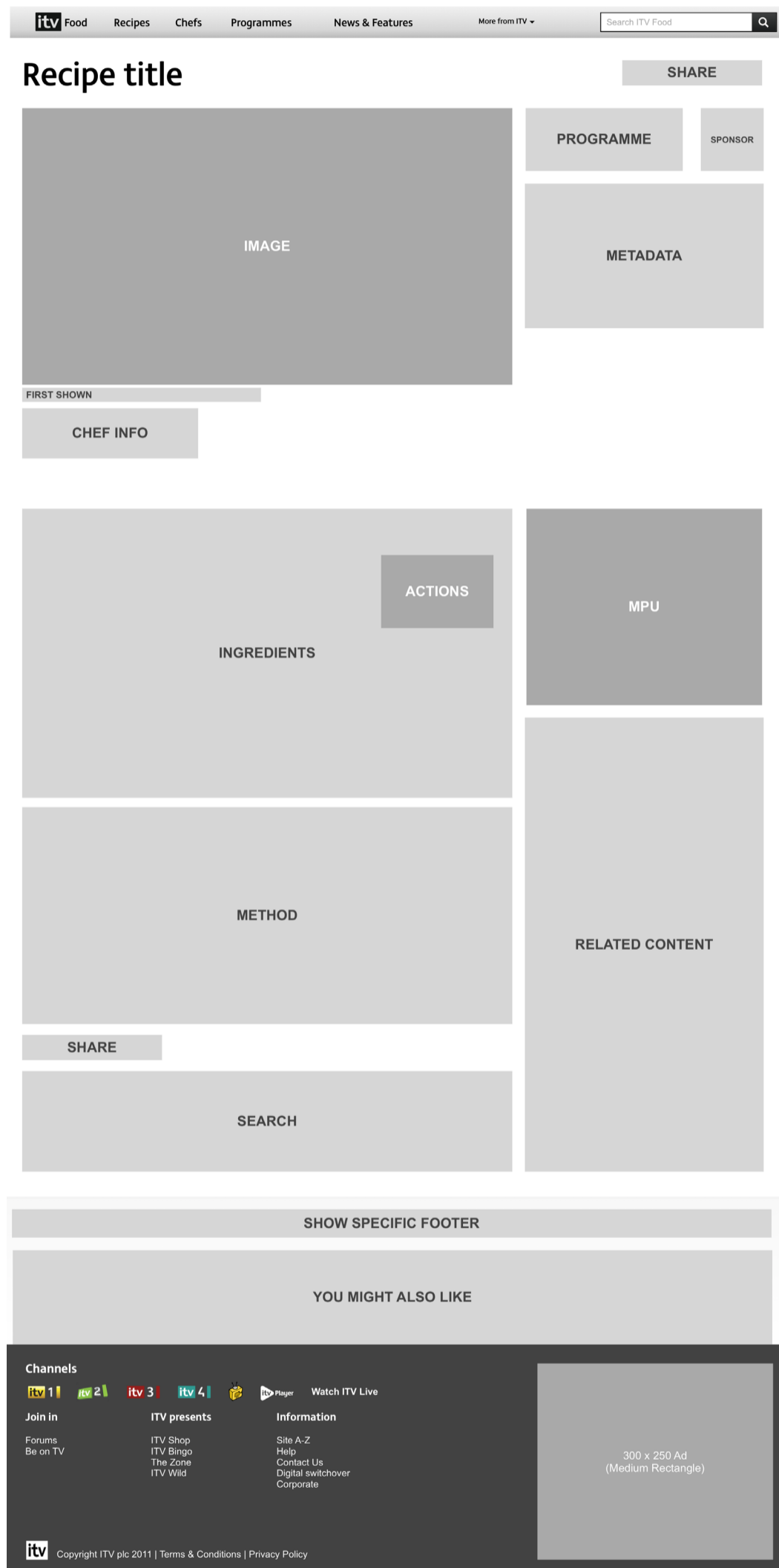This type of page holds sets of either videos or images.

Profile page layout

A profile page holds information on different components of a program or show: Presenters, characters, actors...
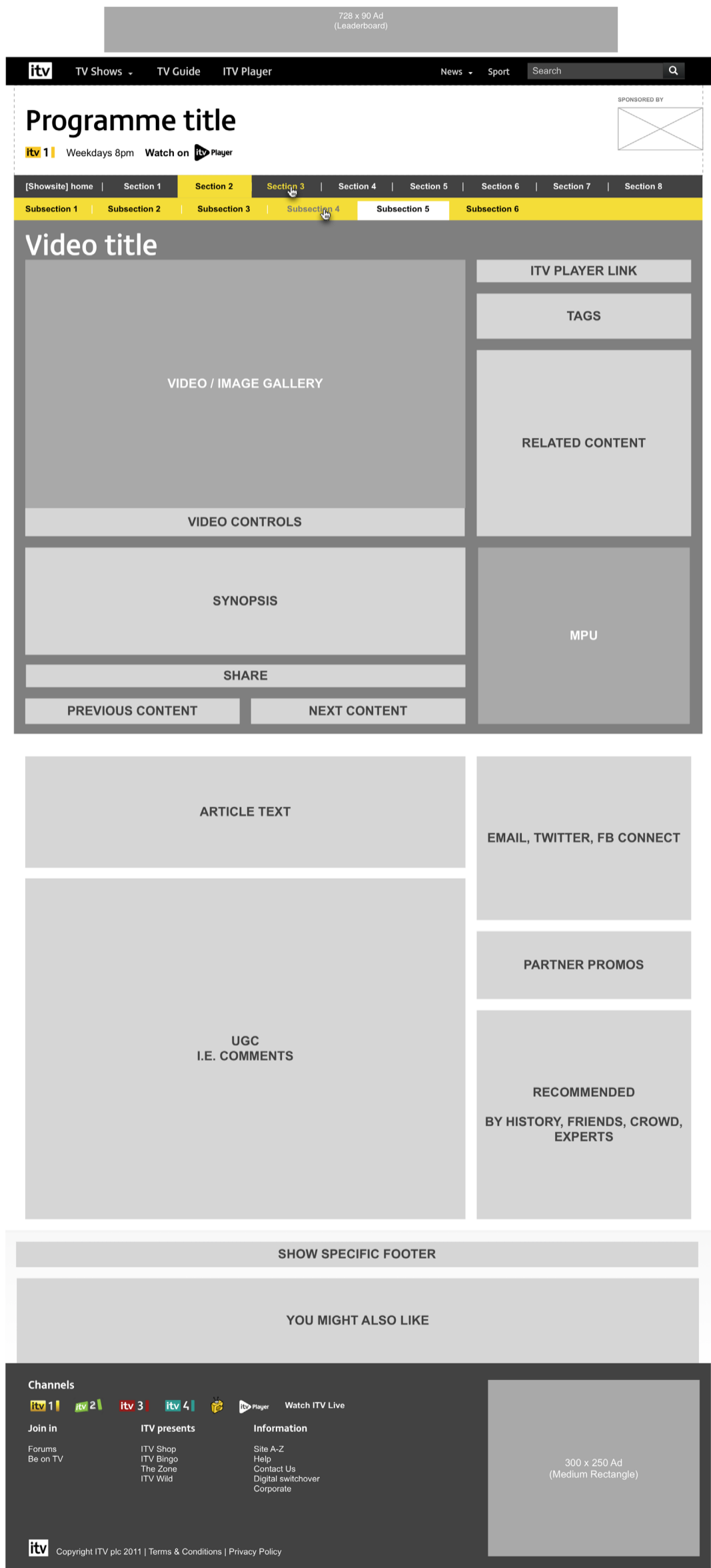
Recipe page layout

The recipe page displays recipe instructions such as ingredients and method.
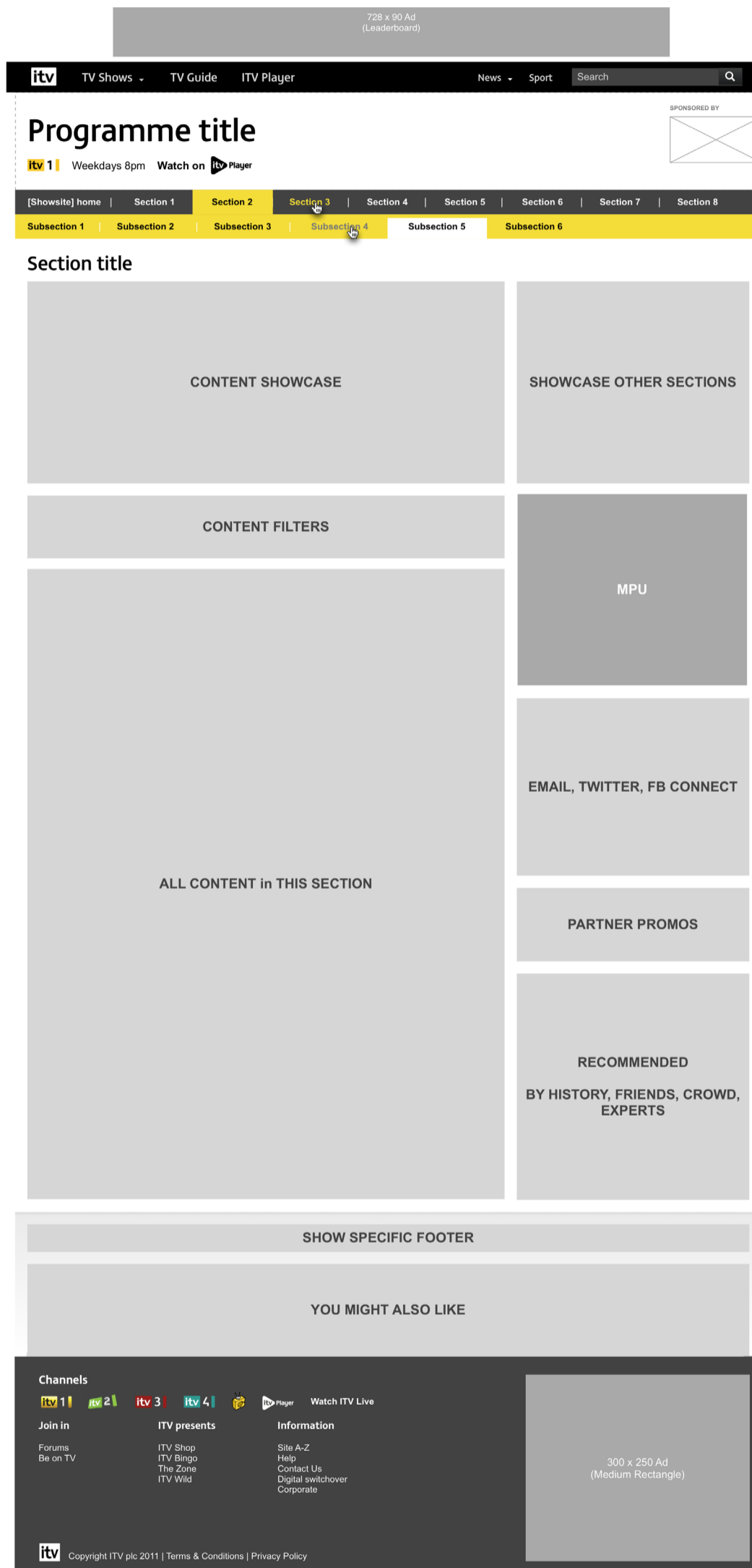
Video page layout

The video page showcases a single piece of video.

04 **Navigation page**

Navigation page layout

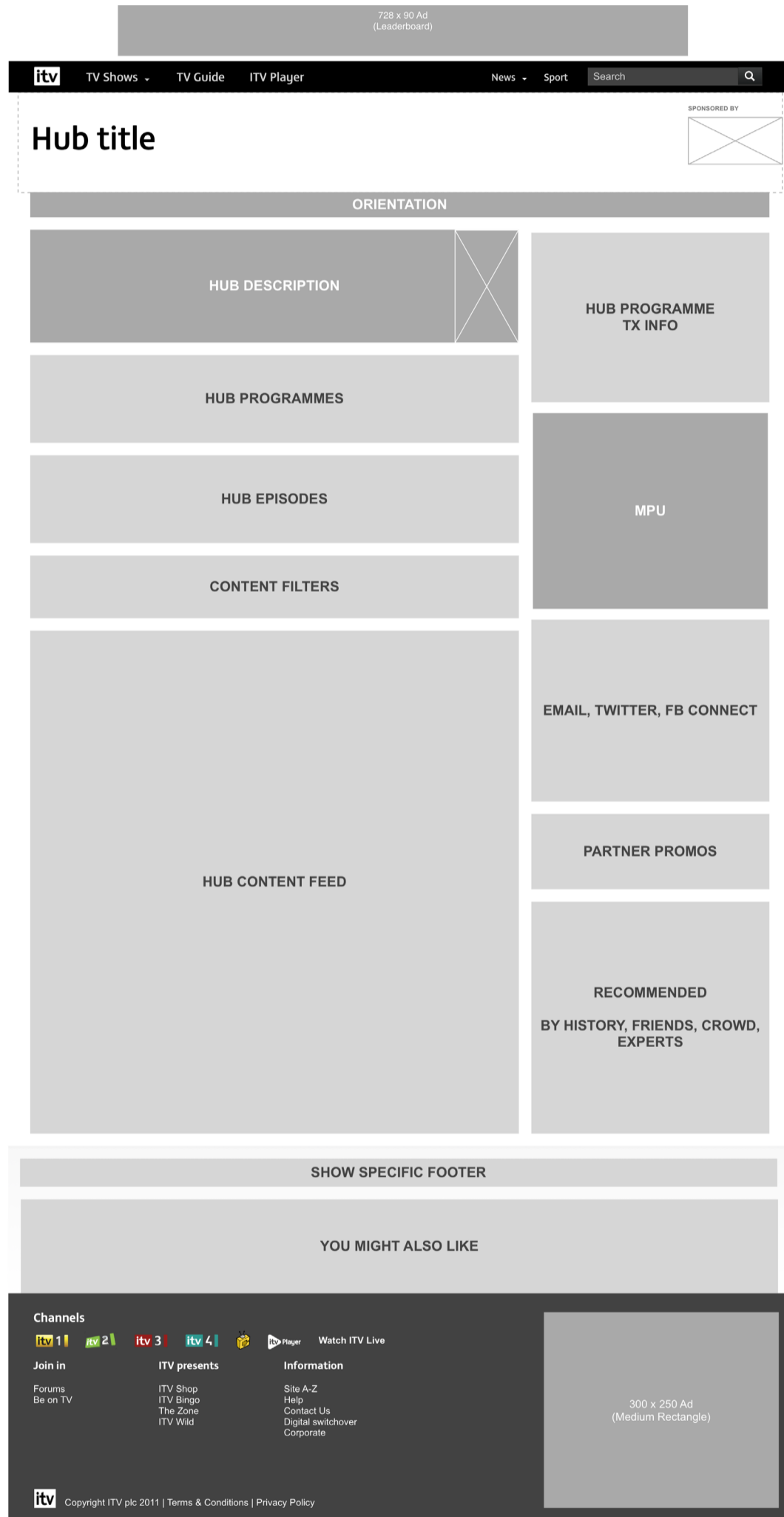Navigation pages group pieces of content relating to one section.

05 **Hub page**

Hub page layout

A hub page showcases content across different categories.

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ITV Page Layouts