

# Commercial Guidelines: Standard Takeovers

Version 1.1

# Welcome...

to the ITV Commercial Guidelines, a guide to delivering campaign assets for ITV.com. This framework will help you to supply deliverables which make optimum use of these campaign opportunities:

01 Homepage takeovers

02 Show page takeovers

Close adherence to these guidelines will facilitate approval; please do read them carefully to ensure this.

# What are takeovers?

Takeovers provide a powerful platform to showcase your brand on ITV.com.

Takeovers comprise the background image (not clickable) behind the ITV.com homepage or show page (such as X-Factor) and can provide extra impact for accompanying clickable banners that you may own on the site.

**Takeovers need to be carefully designed to ensure maximum impact and integrate and balance with the ITV brand.**

# 01 Homepage takeovers - specification

# Homepage takeovers specification

## 1 Background takeover

- 1600px wide
- 1200px high (max)
- Size: <100k

## 2 Unsafe zone

- 16px wide unsafe zone not to contain essential parts of design

## 3 Unsafe zone

- 24px wide unsafe zone not to contain essential parts of design

## 4 Flat colour zone

- 16px flat background colour

## 5 Gradient zone

- 152px gradient area into background colour

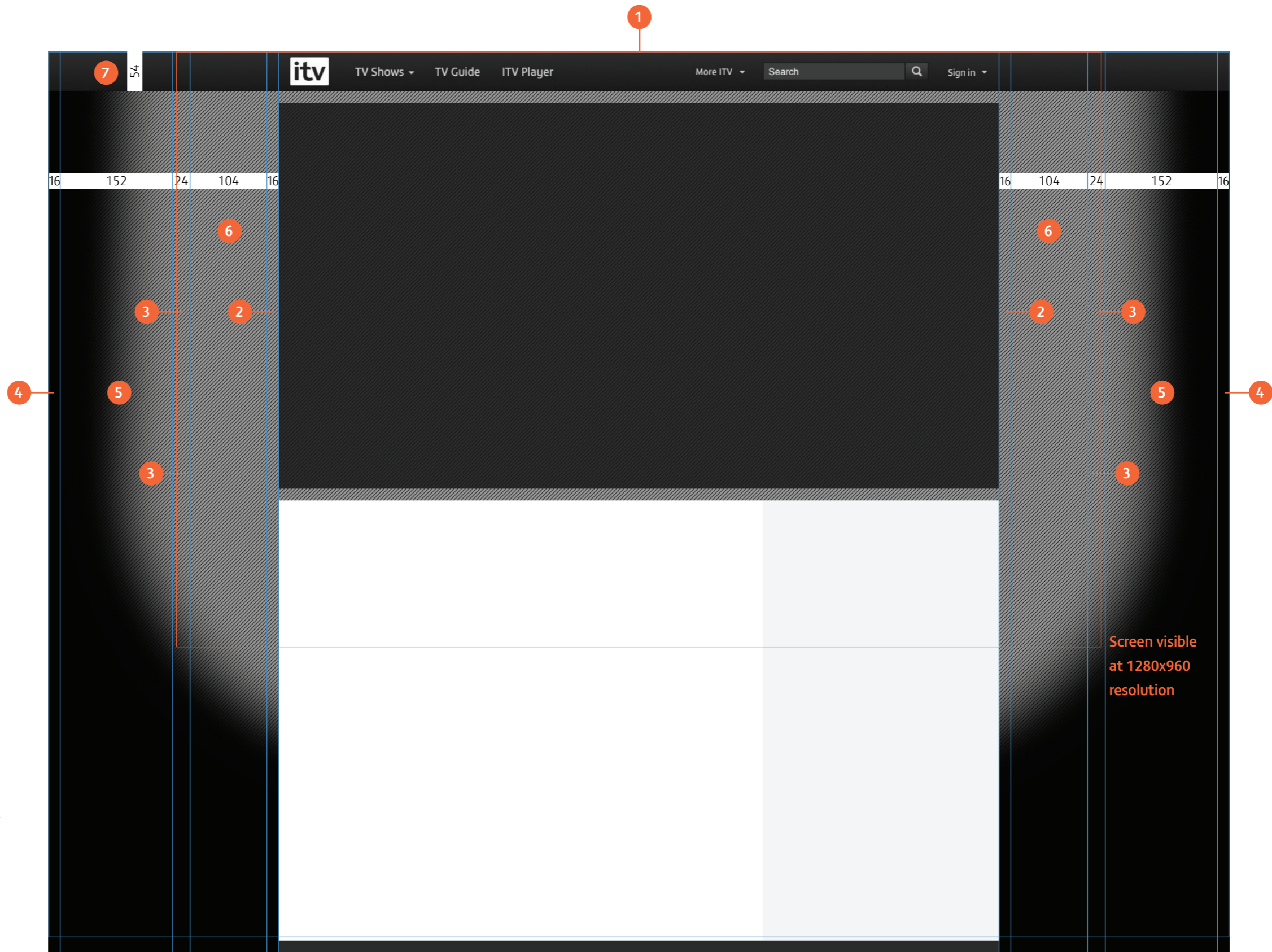
## 6 Safe areas

- 104 x 718px
- prominent area can house core brand assets

## 7 Top navigation

- Hides top 54px of background

A Photoshop document of this template is available.



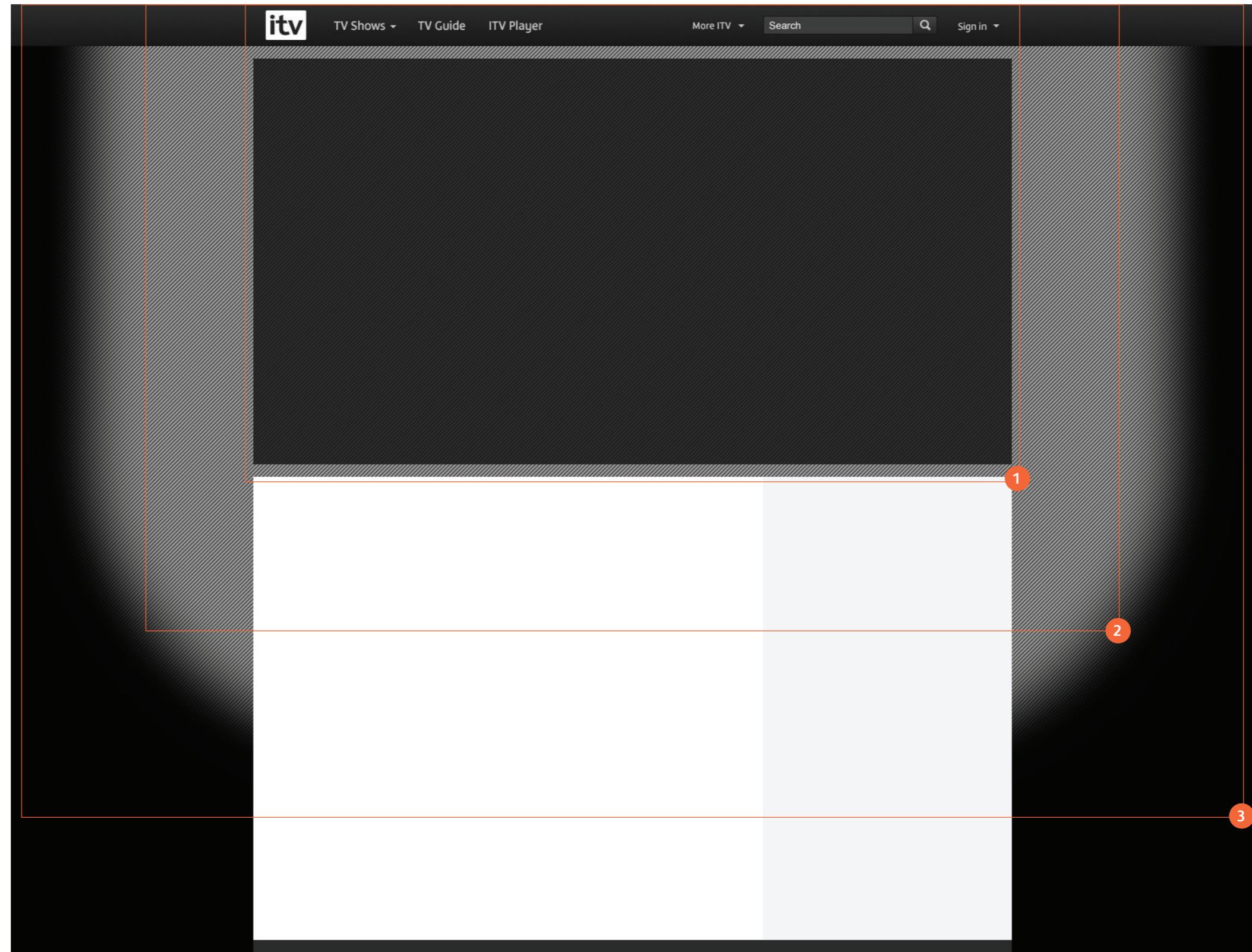
## Screen resolutions

Different parts of the background are visible at different screen resolutions. Please consider this when creating the design.

**1 Resolution at 1024x768**

**2 Resolution at 1280x960.** This is the resolution that most of our users will have their screens set at.

**3 Resolution at 1600x1200**



# 02 Show page takeovers - specification

# Show page takeovers specification

## 1 Background takeover

- 1600px wide
- 1200px high (max)
- Size: <100k

## 2 Unsafe zone

- 16px wide unsafe zone not to contain essential parts of design

## 3 Unsafe zone

- 24px wide unsafe zone not to contain essential parts of design

## 4 Flat colour zone

- 16px flat background colour

## 5 Gradient zone

- 152px gradient area into background colour

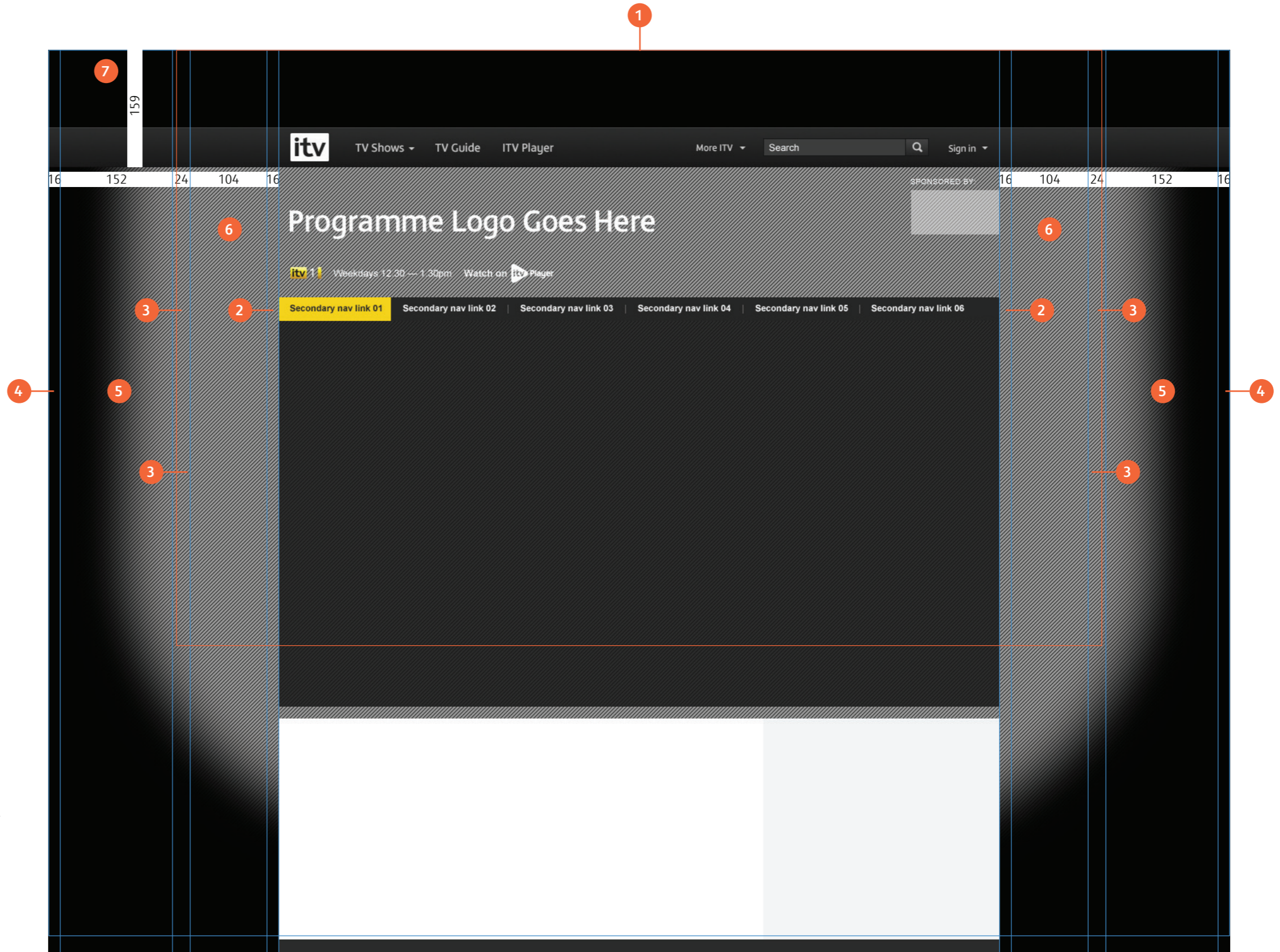
## 6 Safe areas

- 104 x 611px
- prominent area can house core brand assets

## 7 Top navigation and banner ad

- Hides top 159px of background

A Photoshop document of this template is available.





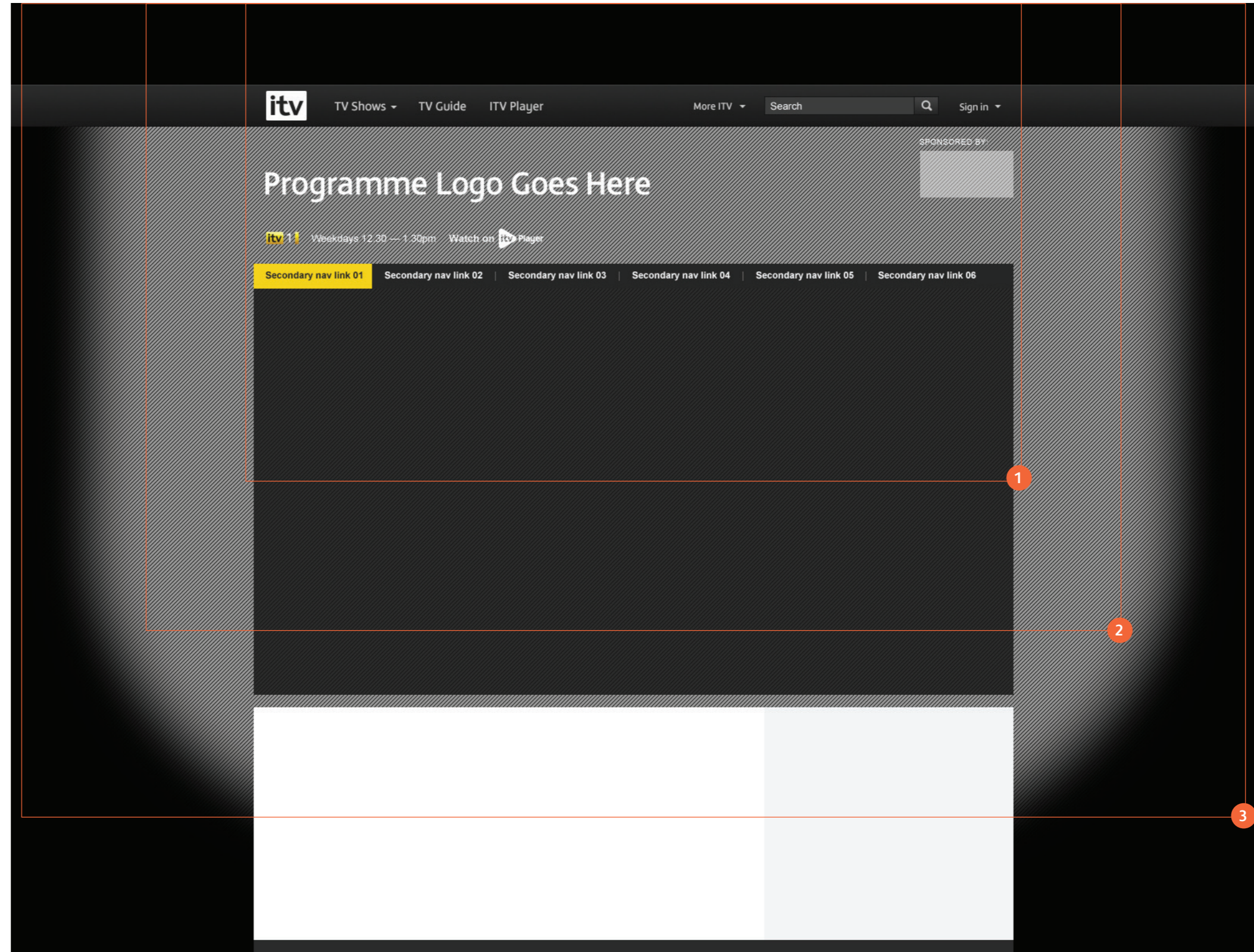
## Screen resolutions

Different parts of the background are visible at different screen resolutions. Please consider this when creating the design.

**1 Resolution at 1024x768**

**2 Resolution at 1280x960.** This is the resolution that most of our users will have their screens set at.

**3 Resolution at 1600x1200**



# 03 Design guidelines

# Design considerations

The following considerations apply to both homepage and show page takeovers.

It is important to note that the background space offers brand marketing opportunities rather than detailed, direct response marketing, which should be reserved for banner adverts.

Remember also that backgrounds are static and do not contain any buttons.

## The background colour

Please use the background fade mask layer from the Photoshop template which has the following specifications:

### 1 Flat colour zone

— 16px flat background colour

### 2 Gradient zone

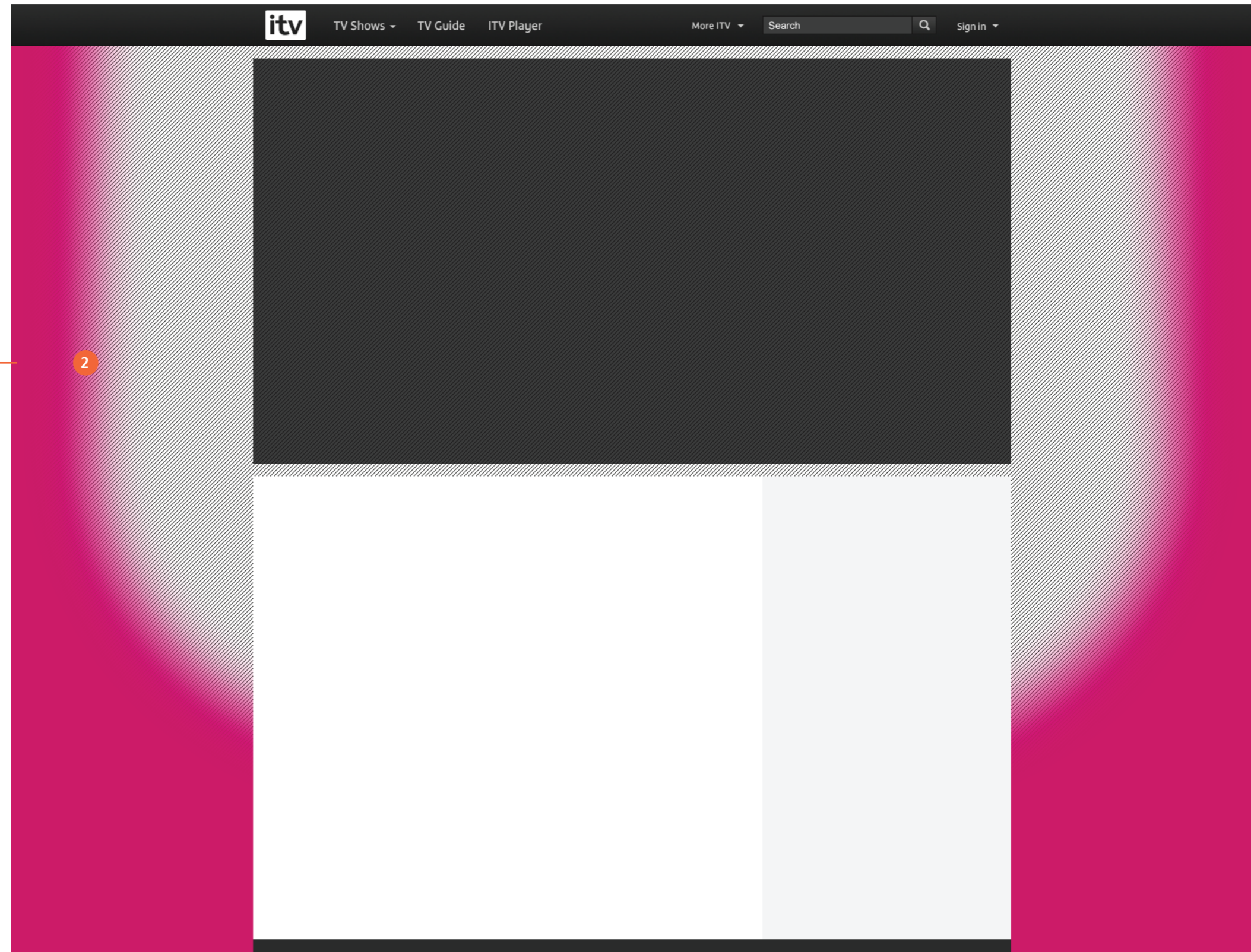
— 152px gradient area into background colour

The background image needs to fade to a solid colour of your choice that complements the campaign.

For example, if the brand palette uses mainly reds, you might choose a dark red to fade the background image to. Black and white also work well as background fade colours, depending on the brand assets.

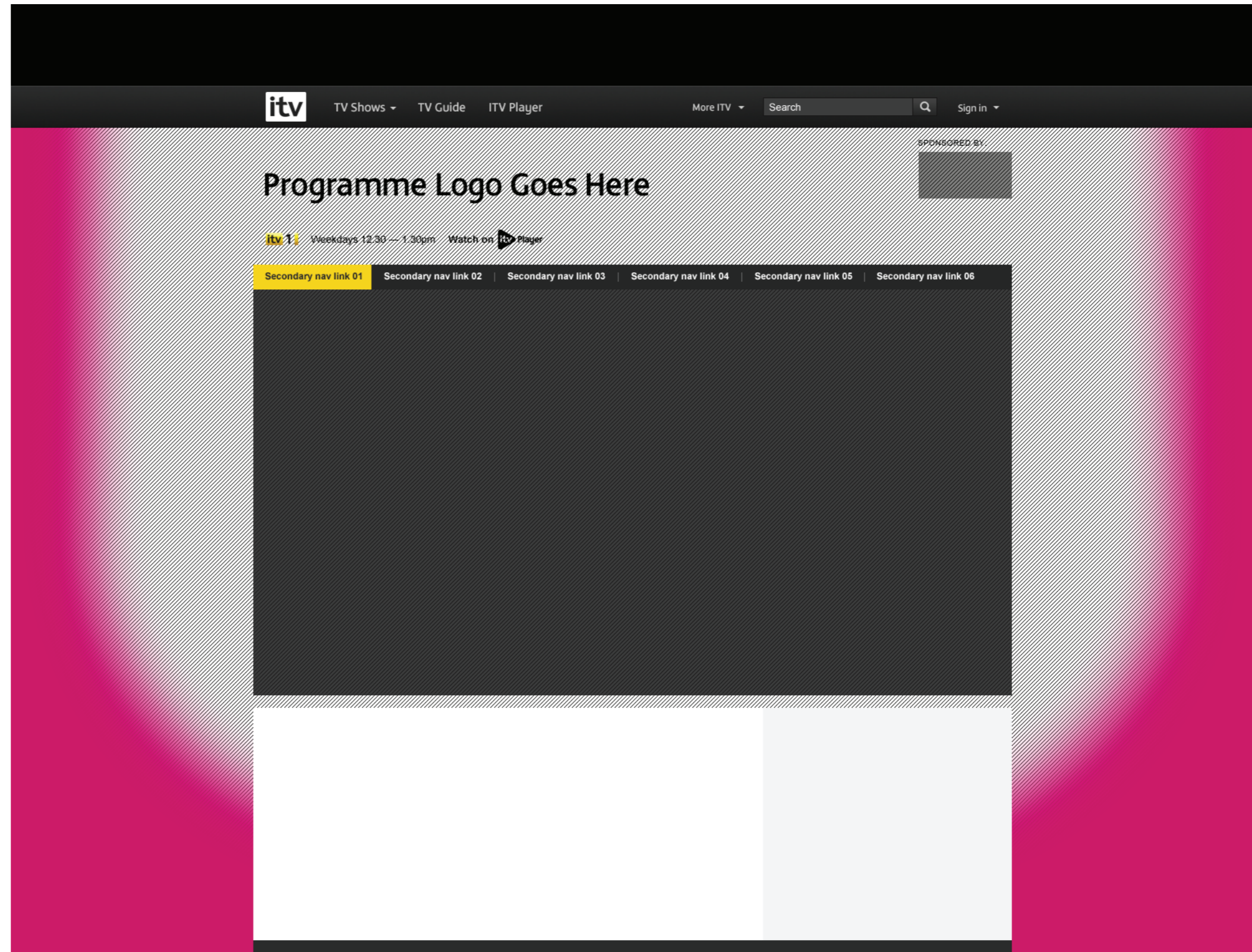
Here the fade mask is highlighted on a homepage takeover.

Please provide the hexadecimal code for the colour that you choose.



## The background colour

Here the fade mask is highlighted on a show page takeover.



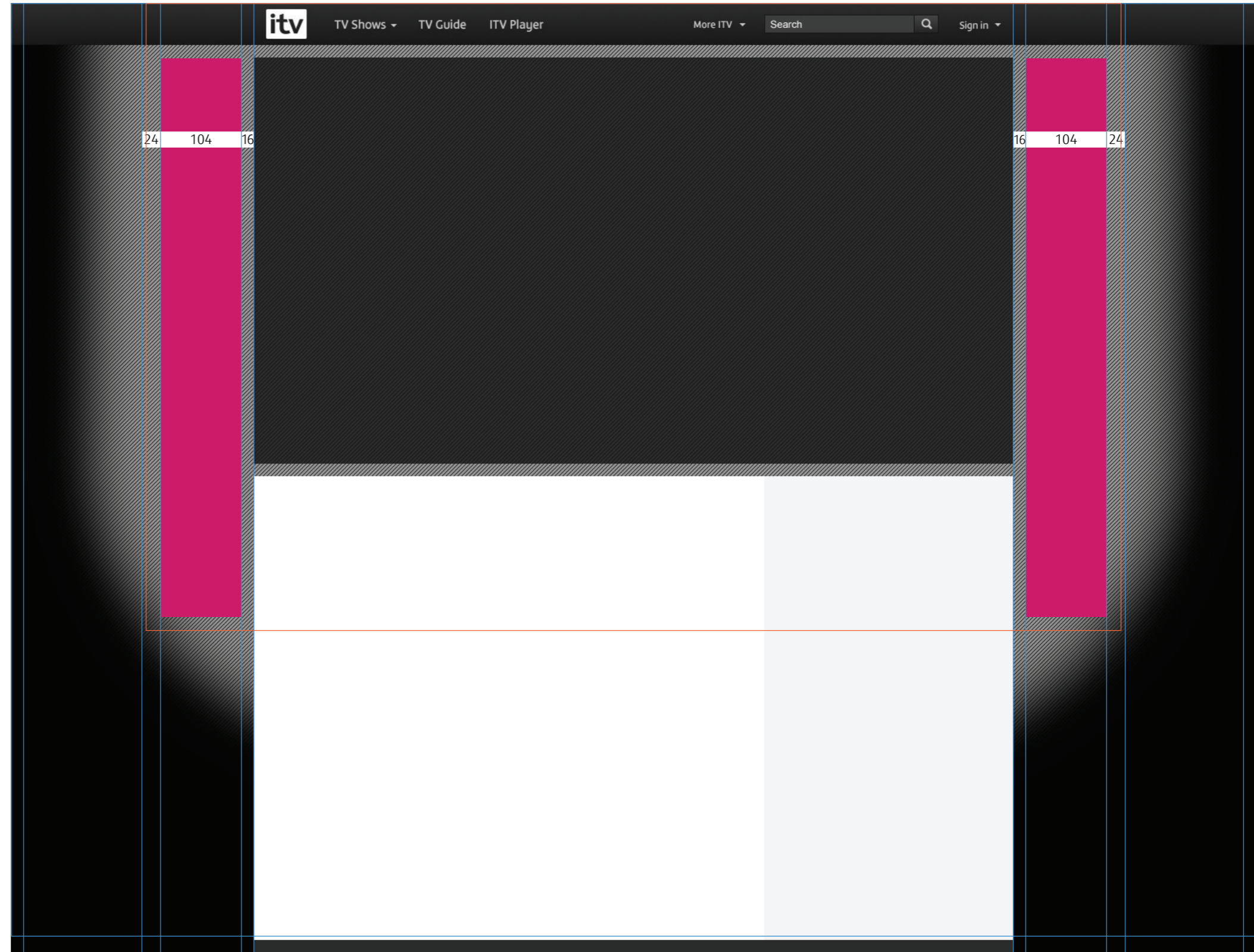
## Safe areas

Ensure that the logo and/or core brand elements of your design sit inside the safe areas.

Here the safe areas are highlighted on a homepage takeover.

### Safe areas (homepage)

- 104 x 718px
- prominent area can house core brand assets

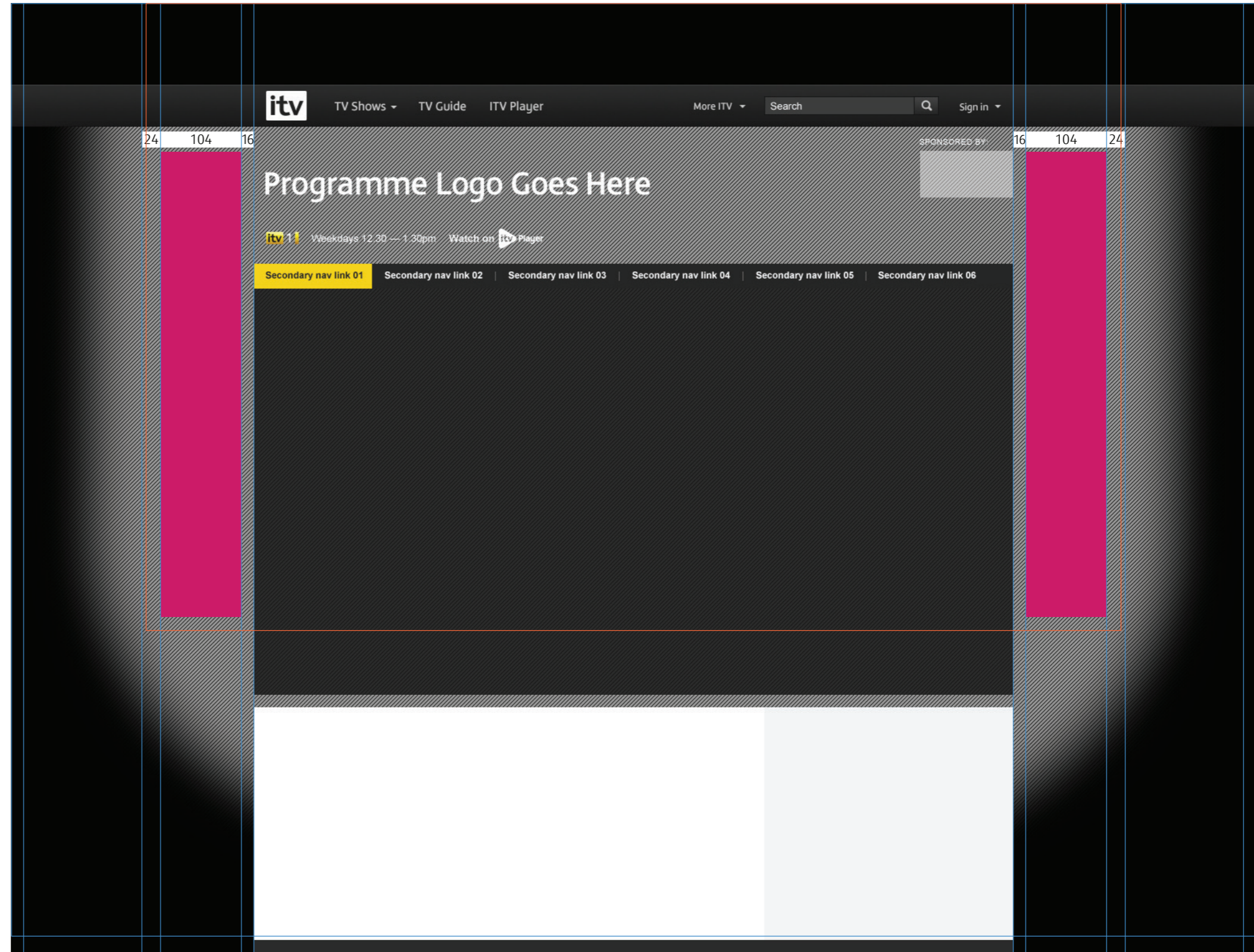


## Safe areas

Here the safe areas are highlighted on a show page takeover.

### Safe areas (show page)

- 104 x 611px
- prominent area can house core brand assets

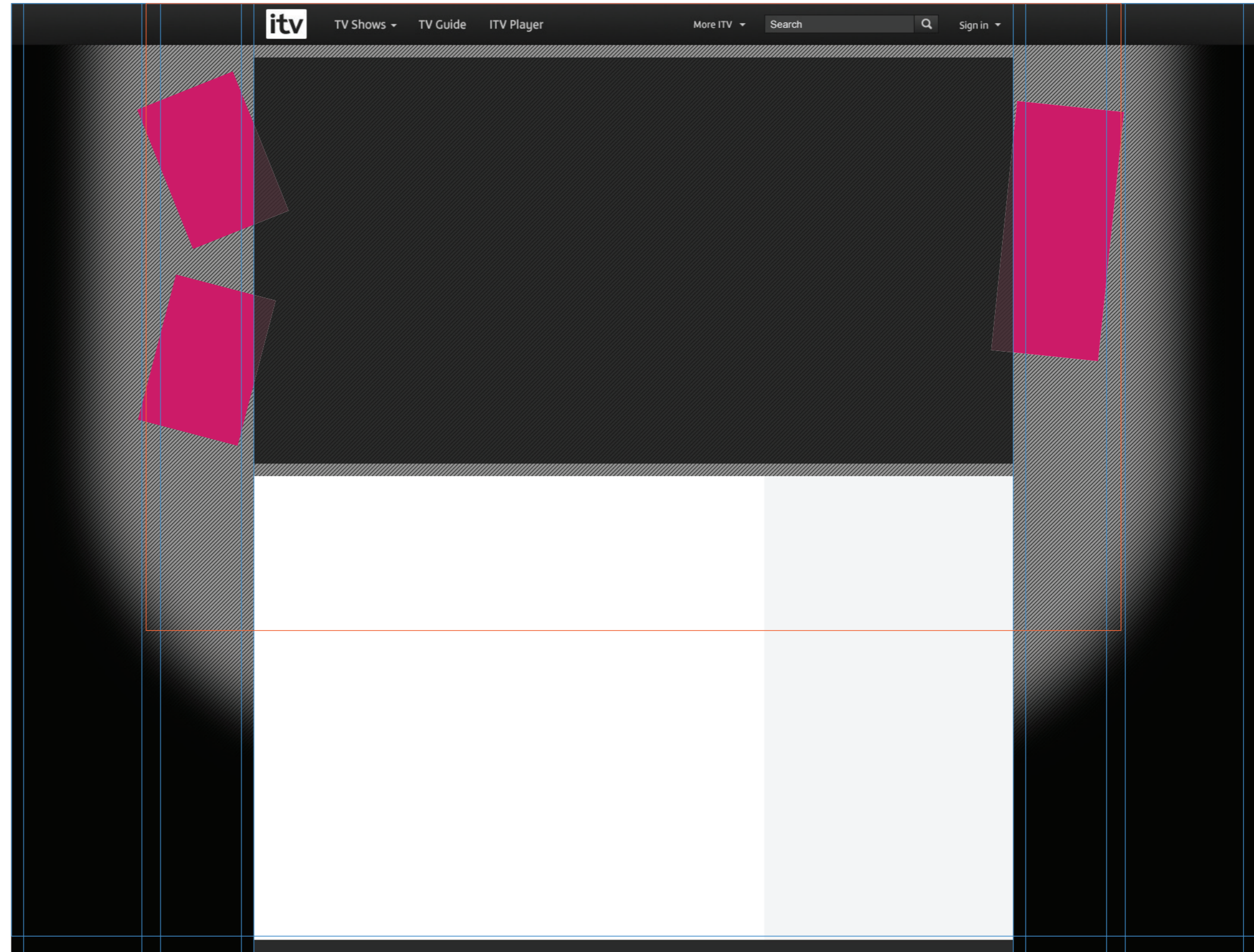


## Simplicity

Ensure that the placement of brand elements within the background remains simple and uncluttered.

The pages have been carefully designed to create a visual hierarchy that helps our audience find their way through our site. Do not overload the design and create confusion for them.

It is also advisable to avoid repeating brand elements symmetrically, in both left and right safe areas, as these areas can then appear to look like clickable skyscraper banners.

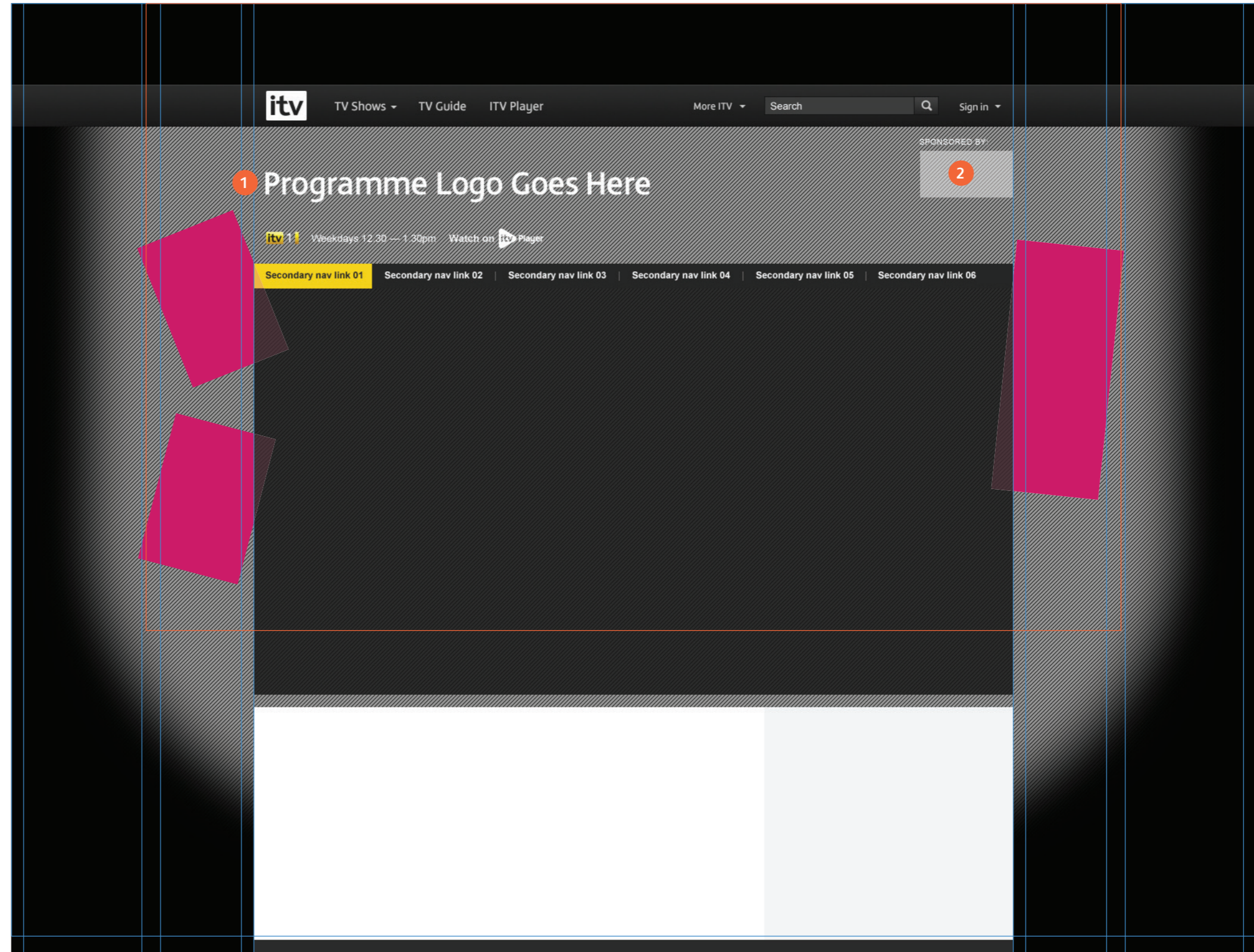




## Simplicity

It is essential that simplicity is key on a show page takeover especially considering the programme branding.

Ensure that the placement of brand elements within the background **do not conflict** with the show programme logo (1) or sponsor logo (2).



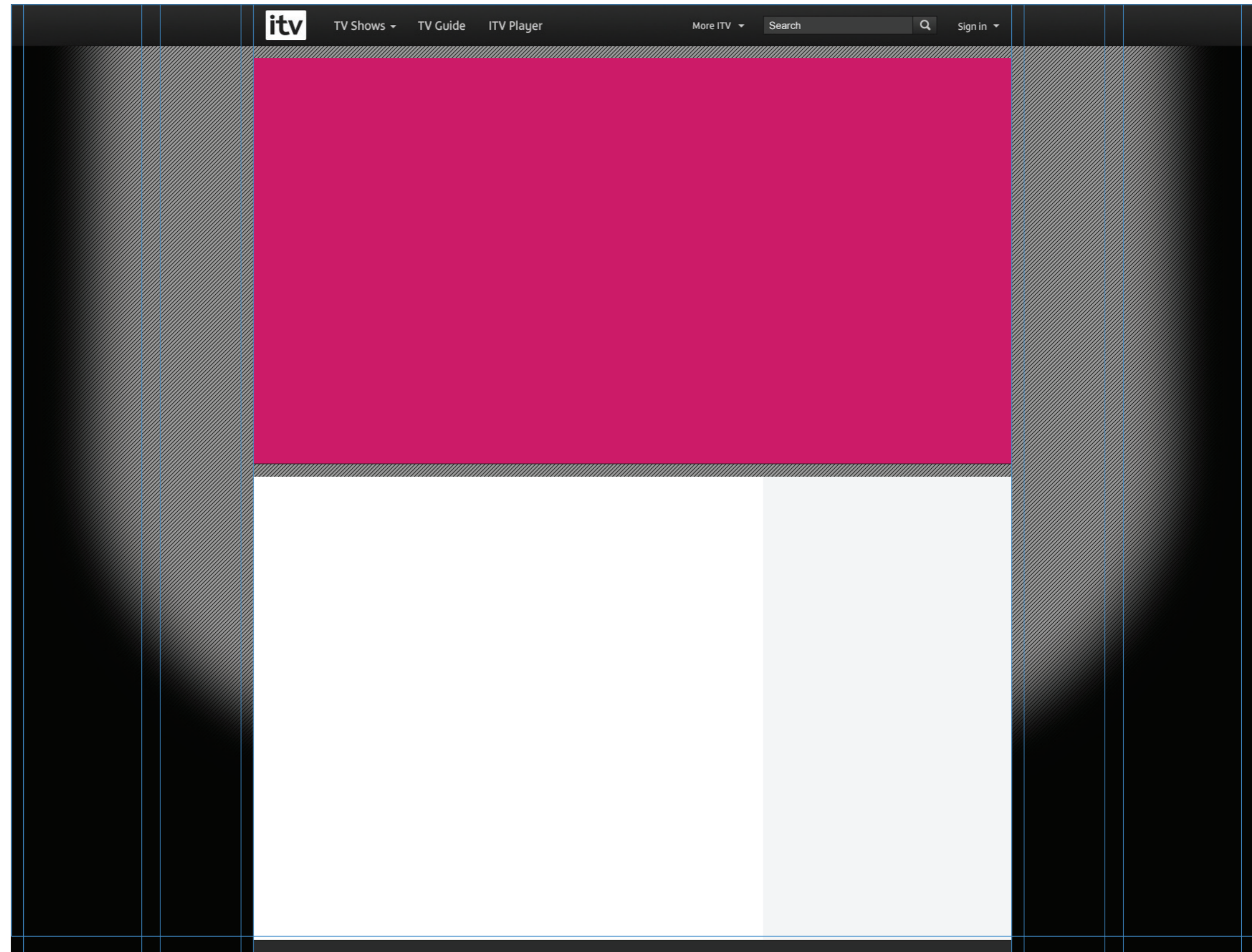
## The 'Living Room'

The 'Living Room' is a part of the site that is dedicated to media content: video and photo galleries. In show pages it also displays highlights carousels, EPG information and ITV Player content promotions.

The background of this area is semi-transparent which allows for the background to be partly visible through it.

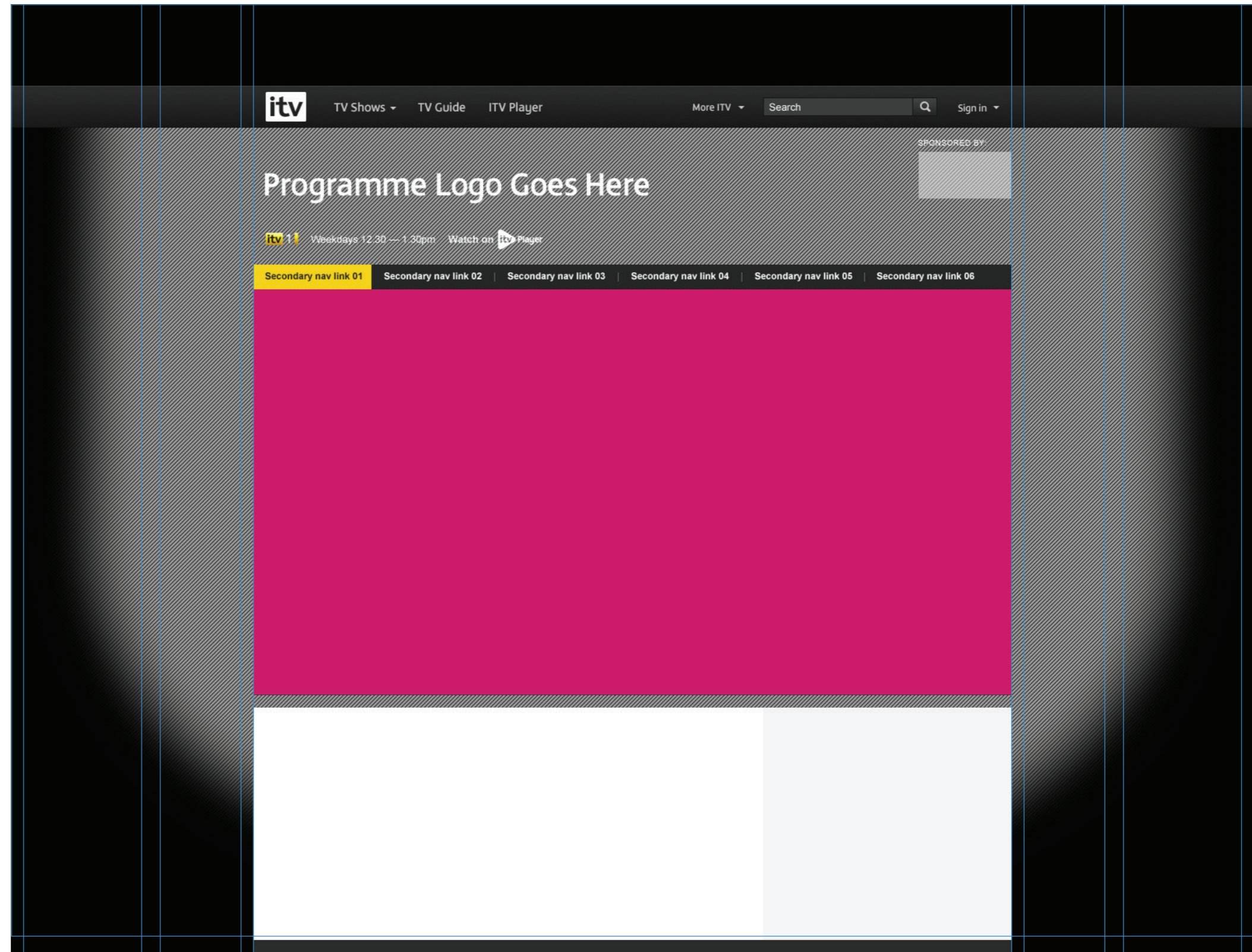
Artwork should be sufficiently dark such that all content is still clearly visible on the layer above in accordance with accessibility guidelines which stipulate a contrast of 4.5:1 between content and background.

Visit <http://www.colorsontheweb.com/colorcontrast.asp> for more information.



## The 'Living Room'

Here the 'Living Room' is highlighted on a show page takeover.



## Essential checklist

- ✓ The background image fades to a **solid colour** inline with the specifications
- ✓ Core brand elements sit inside the **safe areas**
- ✓ The layout of brand elements is **simple and uncluttered**
- ✓ Brand elements **do not compete** with page content
- ✓ Brand elements **are not arranged symmetrically**
- ✓ Brand elements on show takeovers **do not compete with the programme logo**
- ✓ Brand elements **do not look clickable**
- ✓ The background does **not include promotional copy or pricing**
- ✓ The design considers the '**Living Room**' element
- ✓ The final file is a **1600x1200 jpeg under 100k**
- ✓ A **hexidecimal colour code** for the background fade colour has been specified.

# 04 Dos and dont's

## What not to do

This example demonstrates how not to feature an ITV DVD collection on a show page background. The result is overbearing, does not adhere to technical specifications, and is confusing and cluttered.

### 1 Items that look clickable X

Background is not clickable and should not contain buttons or elements that look clickable

### 2 No background fade X

Background does not include the specified fade to one colour (page 13)

### 3 Marketing copy X

The background should not contain marketing or promotional messages

### 4 Pricing information X

Backgrounds should not contain pricing information

### 5 Items placed outside of the safe areas X

Elements are not sitting within the safe areas (page 15)

### 6 Competing logos X

Brand elements should not compete with the programme show logo or sponsor logo (page 17)

### 7 Clutter X

Brand elements overbearing and complex (page 16)



## What to do

This example demonstrates how to feature an ITV DVD collection on a show page background. The result is impactful and effective in communicating branding and contextualising the banner adverts.

### Items do not look clickable ✓

Background is not clickable and does not contain buttons or elements that look clickable

### Background fade ✓

Background correctly fades to one colour as specified (page 13)

### No marketing copy ✓

Background does not contain marketing or promotional messages

### No pricing information ✓

Background does not contain pricing information

### Items placed inside the safe areas ✓

Core elements sit within the safe areas (page 15)

### No competing brand elements ✓

Brand elements do not compete with the programme show logo or sponsor logo (page 17)

### Clarity ✓

Brand elements used sparingly and simply (page 16)



# 05 Delivery guidelines



## Delivery schedule

AF to complete.



## ITV Commercial Guidelines