Graphic Design Document
Advertisers / Agencies
Product: Explora

DStv Media Sales

PAUSE SCREEN STYLE GUIDE

June 2020

Table of Contents

1. DESIGN PARAMETERS FOR PAUSE SCREEN ADVERTS

The Explora full screen size is 1280 x 720. Colour space / mode: RGB.

1.1 Colour

Variations in colour reproduction should be expected. RGB values used on a PC / Mac look substantially different when displayed on a TV. Graphics will appear approximately two shades lighter on TV.

- o Vibrant colours tend to bleed.
- o Browns translate as reds.
- o Red bleeds badly on-screen.
- o Burgundy displays red.
- o Oranges are inclined to display redder than anticipated.
- o Pure white shimmers and must be toned down to shades of grey.

1.2 Contrast

Avoid using drastically contrasting colours side by side. If the contrast is too high then the image will appear "warped" (the left / right sides of a rectangle will not necessarily appear straight or will "flicker". Use in-between colours to soften the transition or blur hard edges by using a blur filter. Alternatively, lower colour saturation by reducing the RGB values e.g. White R255 G255 B255 reduced to R220 G220 B220, which appears grey on screen, actually displays white on a television screen.

1.3 Fonts / Text

Sans serif fonts tend to display better on television than serif fonts. However, serif fonts can be used as long as lines and strokes are at least 2 pixels thick. Use fonts that are evenly rounded in weight. Light and Regular font weights (thinner than 2 pixels) will flicker on-screen. Do not use fonts smaller than 16pt. There is no restriction on larger font size, as long as it fits inside the ad space. Set text tracking to 30%. Light text on dark backgrounds are generally easier to read.

1.4   16:9 Title and Action Safe Zones (Explora wide screen format)

Full screen adverts are designed to fit full screen size 1280 x 720 pixels (16:9 format).

All titles and content should be placed inside the Title Safe zone (shown in image below).
If this is not taken into consideration, some titles in the content could have their edges chopped off when viewed on-screen.

1.5   Borders and Border Colours

Light coloured Square and Banner adverts should be designed with the following border specifications:

Stroke: 4px

Colour: R60, G60, B60 (#3c3c3c)

Dark coloured Square and Banner adverts should be designed with the following border specifications:

Stroke: 4px

Colour: R220, G220, B220 (#dcdcdc)

Borders are aligned to the inside of the graphic.

1.6   Square and Banner Adverts Inside Margins

Light coloured Square and Banner adverts should be designed with the following border specifications:

Stroke: 4px
Colour: R60, G60, B60 (#3c3c3c)

Dark coloured Square and Banner adverts should be designed with the following border specifications:

Stroke: 4px
Colour: R220, G220, B220 (#dcdcdc)

Borders are aligned to the inside of the graphic.

1.7   Square and Banner Adverts Inside Margins

Margins inside the adverts should be 22px all around.

2. CREATING PAUSE SCREEN ADVERTS

2.1   Full Screen Advert

The full screen size is 1280 x 720 pixels, high resolution. Colour space / mode: RGB.

Please use Action and Title safe zones as specified in 1.5 on pages 3 and 4 of this document.
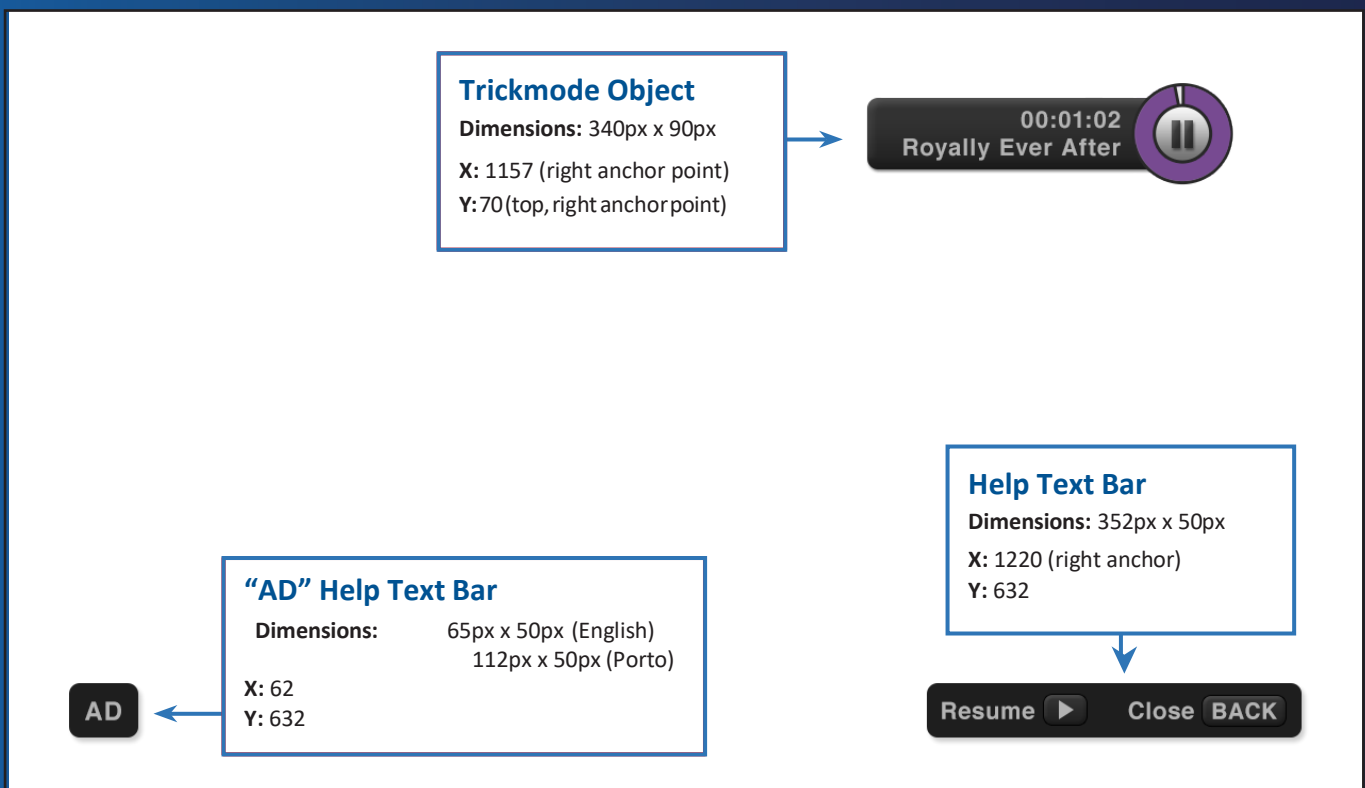
Example:

EXAMPLE ADVERT ONLY

2.2   Full Screen Advert Overlay

Note - the on-screen play/pause/rewind/forward/slomo icon, "AD", "Resume" and "Close" help text will be applied by the set-top box and does not need to be applied in the ad design. Overlay specs provided below.

Trickmode Object
Dimensions: 340px x 90px

X: 1157 (right anchor point)
Y: 70 (top, right anchor point)

00:01:02
Royally Ever After

Help Text Bar
Dimensions: 352px x 50px
X: 1220 (right anchor)
Y: 632

"AD" Help Text Bar
Dimensions: 65px x 50px (English)
                       112px x 50px (Porto)
X: 62
Y: 632

AD

Resume ▶   Close BACK

2.3   Square, Right Aligned Advert

Size: 340 x 334 pixels, high resolution. Colour space / mode: RGB. Example:

(Note - the on-screen play/pause/rewind/forward/slomo icon will be applied by the set-top box and does not need to be applied in the ad design.)

EXAMPLE OF PAUSED VIDEO WITH ADVERT ONLY

2.4   Banner, Right Aligned Advert

Size: 828 x 198 pixels, high resolution. Colour space / mode: RGB. Example:

(Note - the on-screen play/pause/rewind/forward/slomo icon will be applied by the set-top box and does not need to be applied in the ad design.)
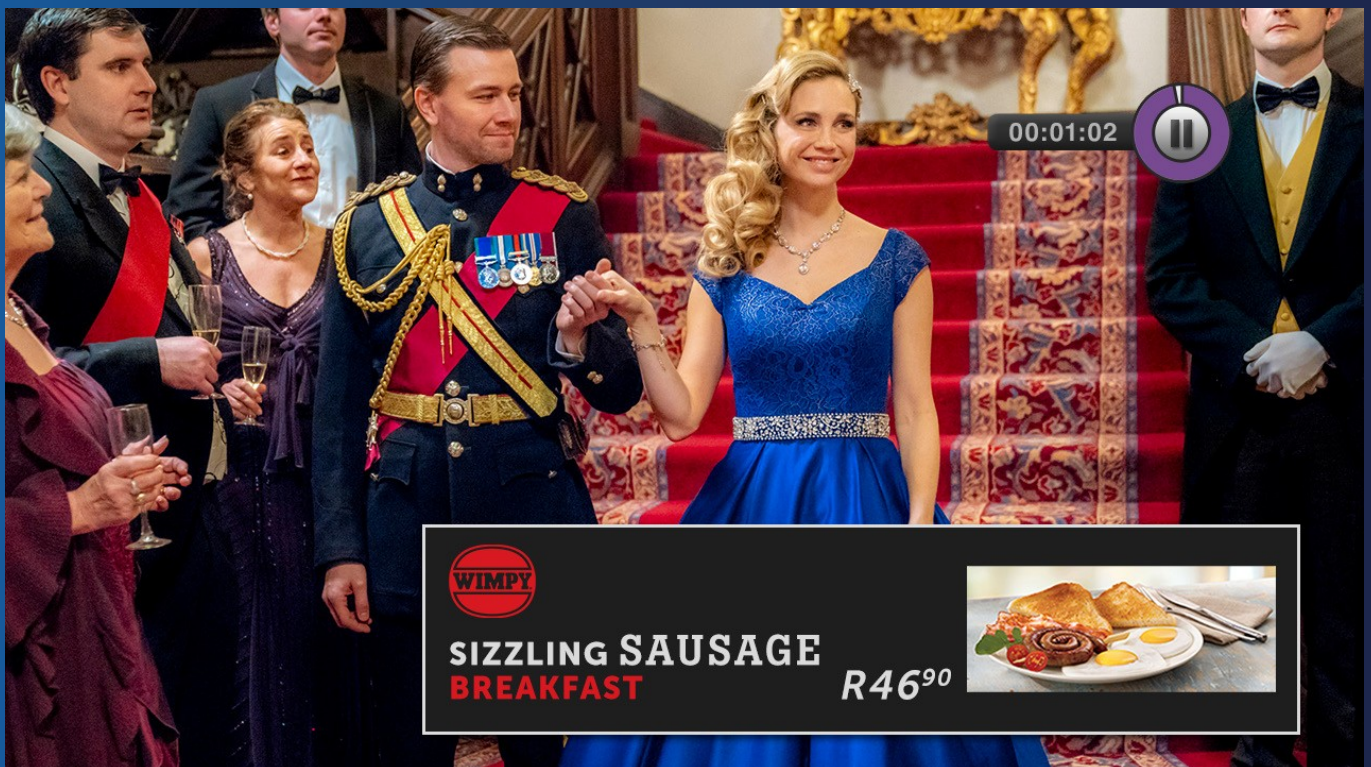

EXAMPLE OF PAUSED VIDEO WITH ADVERT ONLY

3. LAYER STYLES AND EFFECTS

Do not apply any layer styles or effects, like drop shadows, to the completed advert graphic itself. These effects could be processed and act unexpectedly on set-top boxes and different brands of televisions.

Do not apply any opacity to the finished graphics. You should not be able to see anything through the adverts and they should be 100% opaque.

4. ANATOMY OF FLIGHTING CODE / NAMING CONVENTION

Flighting Code:	**PPRT_999_001_E_BV1** (COMPANY_DURATION_NUMERICALSEQUENCE_LANGUAGE_FORMAT) Fields should be separated with an underscore " _ " character. A forward slash in file names " / " will cause operating system interoperability problems. The Pause-Screen flighting code is generated as per your agency's standard TV codes protocol.
Company 4 Letter Code:	**PPRT** (Pick n Pay - example)
Duration:	**999** Set to 999 for Images. This would normally be a duration indicator for standard TVCs. However due to the nature of Pause Screen which has no set duration, DStv has decided to use the duration indicator "999" as an additional safety device for indicating a static pause screen artwork.
Numerical Sequence 3 Digit Code:	**001** (1st image in sequence – example)
Language:	**E** (" E " for English or " A " for Afrikaans etc.)
Format:	These format codes are unique to Pause Screen Sizes. **BV1** (Square layout - example) Image layout type: "BV1" = Square Layout (3.2 - Square, Right Aligned Advert) "BV2" = Banner Layout (3.3 - Banner, Right Aligned Advert) " BV3 " = Full Screen (3.1 - Full Screen Advert)
Image File Name:	**PPRT_999_001_E_BV1.PNG** Flighting Code + Image file type extension

5.   PAUSE SCREEN CONTENT DELIVERY

Kindly deliver Pause Screen content to DStv via Adstream or Adsend following standard print delivery processes by selecting "DStv Pause Screen" under publication options as content does not follow TVC delivery methods. Sizes are checked against named options prior to delivery to DStv through these delivery tools and allow for easy ingestion into the playout systems

Although airing on a video based platform the content is fixed and as such follows print and not TVC based delivery workflows.

Adstream Contact: print@mediahost.co.za

DSTV MEDIA SALES CONTACTS

Kamo Gqaji (kamogelo.gqaji@dstvdm.com) or **Huzaifah Abrahim** (huzaifah.abrahim@dstvmedia.com) should you have any queries.