NETWORK REBRAND
STYLE GUIDE

eyeball + M

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BRAND OVERVIEW

TV ONE

WHO WE ARE

FOLLOW US
ON TWITTER

TV ONE
REPRESENT.

BMI TRAILBLAZERS
OF GOSPEL MUSIC HONORS

A TV ONE ORIGINAL MOVIE
GIRLFRIENDS GETAWAY 2
A ROYAL FAMILY CHRISTMAS
MON 10/9C

TV ONE
REPRESENT.

TV ONE
REPRESENT.

SERIES PREMIERE
RICKEY SMILEY
FOR REAL
TUE 8/7C

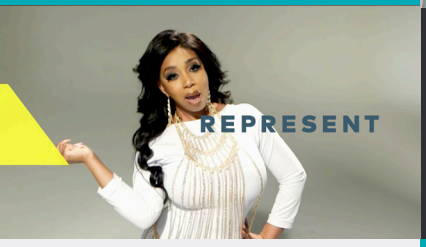
THE DRAMA
IS REAL

TONIGHT

SEASON PREMIERE
UNSUNG
KC AND THE SUNSHINE BAND
THU 9.30/8.30C

TV ONE
REPRESENT.

▶ SET YOUR DVR NOW

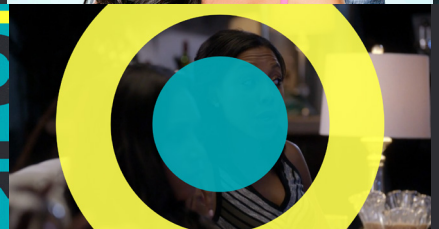


REPRESENT

BACK TO BACK
THE
JEFFERSONS
WED 3/2C

ALL NEW
BORN AGAIN
VIRGIN
TUE 8/7C

WORLD
PREMIERE



TV ONE
SPECIAL
PRESENTATION

BRAND PILLARS

FRESH
SOPHISTICATED
IRREVERENT
DYNAMIC

TV ONE.
RE-PRESENTED.

Our culture is pop culture.
We are cross-generational.
Old & new. Young & mature. Throwback & modern.

We want to influence a positive black culture. We love our loyal fan base of mature women. We are forward-thinking, in step with our viewers. And we know that you have to be quick to keep up.

Youth is an attitude, not a number. You can use the best from the past to make the most of the present (and women don't only wear pink and purple).

So we're re-presenting our content, our talent, and all our messaging in a new way. This is a call to action to our audience: be the best version of yourself.
We are.

This is the new TV One.

TV ONE.
REPRESENT.

OUR TONE

WE TAKE RISKS

WE DEFY EXPECTATION

WE MOVE OUR CULTURE FORWARD

OUR TONE IS DIRECT AND CONFIDENT.

WE KEEP OUR MESSAGE TO THE POINT, WITH A SMILE ON OUR FACE.

**WE PUT STORY FIRST AND CONNECT WITH AUTHENTICITY,
BUT WE DON'T TAKE OURSELVES TOO SERIOUSLY.**

WE'RE MODERN, FRESH, AND HAVING FUN.

THIS IS AN ALL-INCLUSIVE BRAND; EVERYONE IS INVITED.

BRAND ELEMENTS

TV ONE

LOGO

HERO LOGO

The TV One logo is the face of our brand. It is used to identify TV One across all platforms and mediums. The name TV One has been distilled to its simplest graphic form, and the shapes derived from this logo act as device throughout all facets of the brand identity.

TAGLINE LOGO

REPRESENT is the core of our brand. The duality of our tagline, RE-PRESENT/ REPRESENT, applies to our content, our talent, and our messaging. As we introduce our new brand to the world, use the tagline logo whenever possible.

USAGE

HERO LOGO

To ensure clarity at all times, we have two versions of the hero logo. One for large formats, and a small-size logo in which the “TV” letter forms are larger and the “N” has been adjusted to retain legibility.

HERO LOGO

GUIDELINES

For use in larger scale applications. Use this format whenever possible.

APPLICATIONS

- Full Screen Animations
- IDs / Endpages
- Print Advertisements
- Billboards
- Large Digital Formats

HERO LOGO SMALL

GUIDELINES

When the height of the hero logo is less than 1” in print and 72px on screen, use this format.

APPLICATIONS

- On-Air Bugs
- Web Banners
- Small Print Applications

USAGE

TAGLINE LOGO

To ensure clarity at all times, we have two versions of the tagline logo. One for large formats, and a small-size logo in which the "TV" letter forms are larger, the "N" has been adjusted, and "REPRESENT" spans the full width of the logo to retain legibility.

TAGLINE LOGO

GUIDELINES

For use in larger scale applications. Use this format whenever possible.

APPLICATIONS

- Full Screen Animations
- IDs / Endpages
- Print Advertisements
- Billboards
- Large Digital Formats

TAGLINE LOGO SMALL

GUIDELINES

When the height of the hero logo is less than 1.5" in print and 105px on screen, use this format.

APPLICATIONS

- On-Air Bugs
- Web Banners
- Small Print Applications

CLEARANCE AREAS

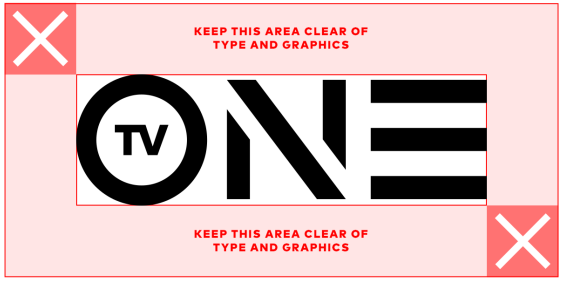
HERO

X-HEIGHT

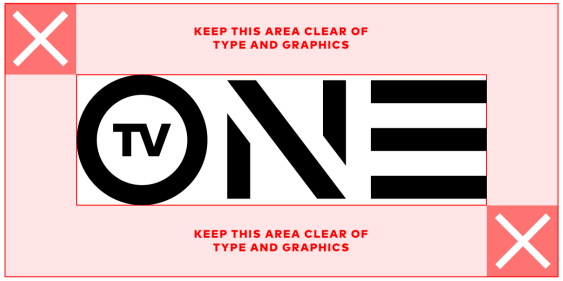
The height of the 2 lower bars of the 'E' in the TV One logo (x-height) is used to establish the clearance area surrounding the logo. This distance is relative to the logo type, therefore, the x-height of the hero and tagline logos is different from that of the small size usage logos.

The clearance area is to ensure the logo always has room to breath and is never cluttered or crowded by other elements or typography.

HERO CLEARANCE



HERO SMALL CLEARANCE



CLEARANCE AREAS

TAGLINE

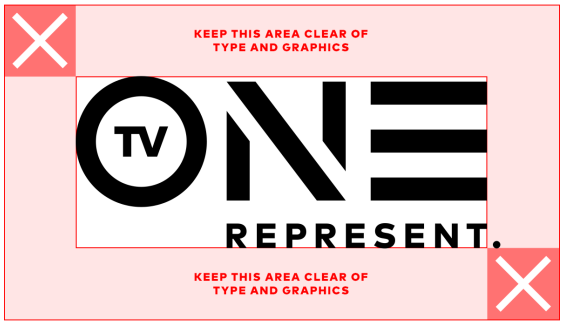
X-HEIGHT

The height of the 2 lower bars of the 'E' in the TV One logo (x-height) is used to establish the clearance area surrounding the logo. This distance is relative to the logo type, therefore, the x-height of the hero and tagline logos is different from that of the small size usage logos.

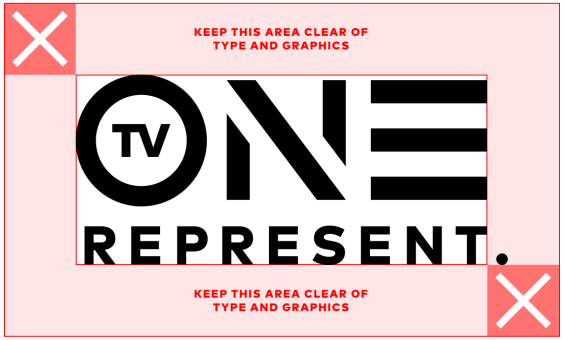
The clearance area is to ensure the logo always has room to breath and is never cluttered or crowded by other elements or typography.

The period of the tagline is treated as an exception and is ignored when defining the inner bounds of the clearance area. It is the only element that may live within the clearance area. This exception is to optically maintain the visual balance of the logo and clearance area.

TAGLINE CLEARANCE



TAGLINE SMALL CLEARANCE



ALIGNING THE TAGLINE LOGO

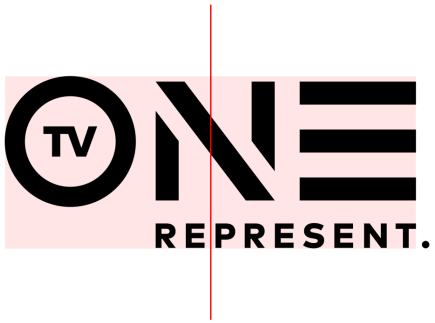
PRETEND THE PERIOD ISN'T THERE

When working with the Tagline Logo in both sizes, the period is not taken into account when aligning the logo. For center alignment, the width of the 'ONE' is used to determine the mid-point. The period will hang off to the right.

For aligning flush right text to the logo, the right edge of the 'E' is used as the guide. Again, the period will hang to the right.

Using these rules will ensure the logo feels right on the page and in relation to type and other graphic elements.

TAGLINE



TAGLINE SMALL SIZE

LOGO DON'TS

WHAT NEVER TO DO WITH THE LOGO

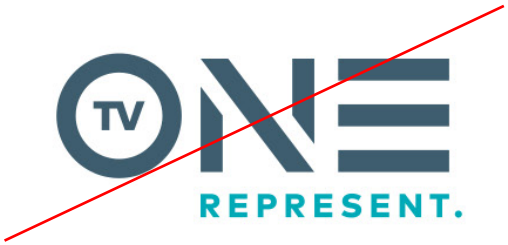
Don't use colors outside of the TV One color palette

Don't alter the tagline lockup

Don't distort the logo

Don't use a drop shadow on the logo

Don't use a gradient to color the logo



Don't use different colors for the logo and tagline

COLOR

PALETTE

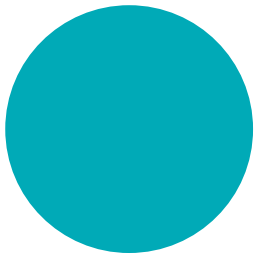
Yellow is our hero color and is most prevalent throughout all branding.

The color palette is gender-neutral and stylish for modern people of all identities.

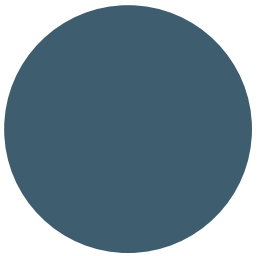
Through different combinations, the colors within the palette provide a range to support all genres of content, from light comedies to dramatic crime shows.

HERO

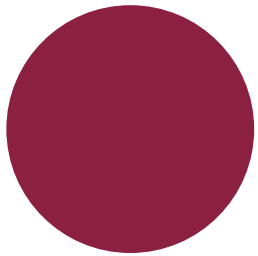
YELLOW
R 255
G 255
B 80
-
C 5
M 0
Y 80
K 0
-
HEX #FFFF4F



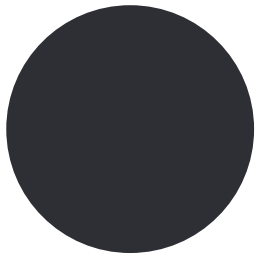
TEAL
R 0
G 170
B 183
-
C 76
M 11
Y 28
K 0
-
HEX #00AAB7



SLATE
R 62
G 93
B 110
-
C 79
M 55
Y 42
K 20
-
HEX #3E5D6E



WINE
R 138
G 30
B 64
-
C 33
M 98
Y 61
K 27
-
HEX #8A1E40



DARK GREY
R 46
G 46
B 53
-
C 74
M 68
Y 57
K 59
-
HEX #2D2D34

OFF WHITE
R 238
G 237
B 239
-
C 5
M 4
Y 3
K 0
-
HEX #EFEFF0

COLOR PAIRINGS

USING THE PALETTE

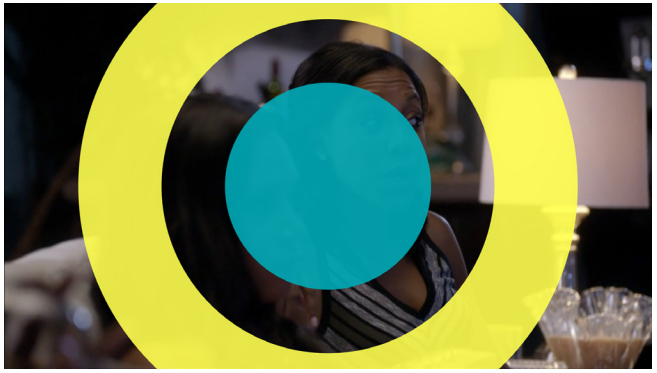
When combining the colors of the palette, restraint is the key. Using too many colors together can feel overly child-like and unfocused.

Never use more than 3 colors together. Adhering to this restraint allows moods and tones to be clearly conveyed through the palette while staying on-brand.

Use these approved combinations when creating new graphics.

COLOR IN USE

EXAMPLES



TYPOGRAPHY

TYPEFACE

FF MARK PRO

FF Mark Pro is a strong and simple typeface. It delivers messaging clearly, yet remains versatile to suit our needs. Using a single typeface, we rely on weight, size, and color to establish hierarchy throughout all brand elements.

FF MARK PRO BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

FF MARK PRO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

FF MARK PRO BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

SYNTAX

CONSISTENCY IN DELIVERING INFORMATION

To make our messaging as clear and coherent as possible to our viewers, we must use the same formats for listing information on-air.

Follow these guidelines to ensure our audience always understands the when and where of TV One.

TUNE-IN TIME

In snipes/endpages/lower thirds, time is listed in the following format:

PM Times:

TONIGHT 8/7C
WED 8.30/7.30C

AM Times:

STARTS AT 10A/9C
TUE 10.30A/9.30C

In title cards and promo opens, display tune-in times on 2 lines:

TONIGHT
8/7C

TUESDAY
10A/9C

Please note, labels for AM (A) and Central Time (C) are ALWAYS capitalized.

DAYS OF THE WEEK

When used in snipes/endpages/lower thirds, 3 letter abbreviations are used:

SUN MON TUE WED THU FRI SAT

When used in title cards and promo opens, use the full word when space allows:

SUNDAY MONDAY TUESDAY WEDNESDAY
THURSDAY FRIDAY SATURDAY

COMBINING DAY, DATE AND TIME

In snipes/endpages/lower thirds, when dates are combined with time, the day is always included. The info is always on the same line and separated by a bullet:

WED FEBRUARY 5 • 11/10C
WED FEB 5 • 11/10C

When space is an issue, months are displayed with 3 letter abbreviations:

JAN FEB MAR APR MAY JUN
JUL AUG SEP OCT NOV DEC

In title cards and promo opens, display date and time on 2 lines:

WED FEBRUARY 5
11/10C

SUN OCT 12
10.30/9.30C

PROGRAM ATTRIBUTES

Examples of program attributes for all brand elements:

ALL NEW
NEW EPISODE
NEW SERIES
SEASON PREMIERE
SEASON FINALE

A TV ONE ORIGINAL
WORLD PREMIERE
EXCLUSIVE
BACK TO BACK

ON-AIR

NAVIGATION

TV ONE

BUGS

BUG OVERVIEW

HERO + TAGLINE

TV One uses 2 different bugs throughout all programming. The 'Hero Bug' and 'Tagline Bug' each sit along the lower right edge of HD title safety and never move from this position.

Each bug state has its own animation-in sequence. When transitioning to another bug state, simply start the next animation-in sequence directly after the hold of the previous state. See the diagram below for a visual guide.

Hero Bug - Ghosted (65% opacity)

Hero Bug - Activated (100% opacity)

Hero Bug - Tune-In (100% opacity)

Tagline Bug - Ghosted (65% opacity)

Tagline Bug - Activated (100% opacity)

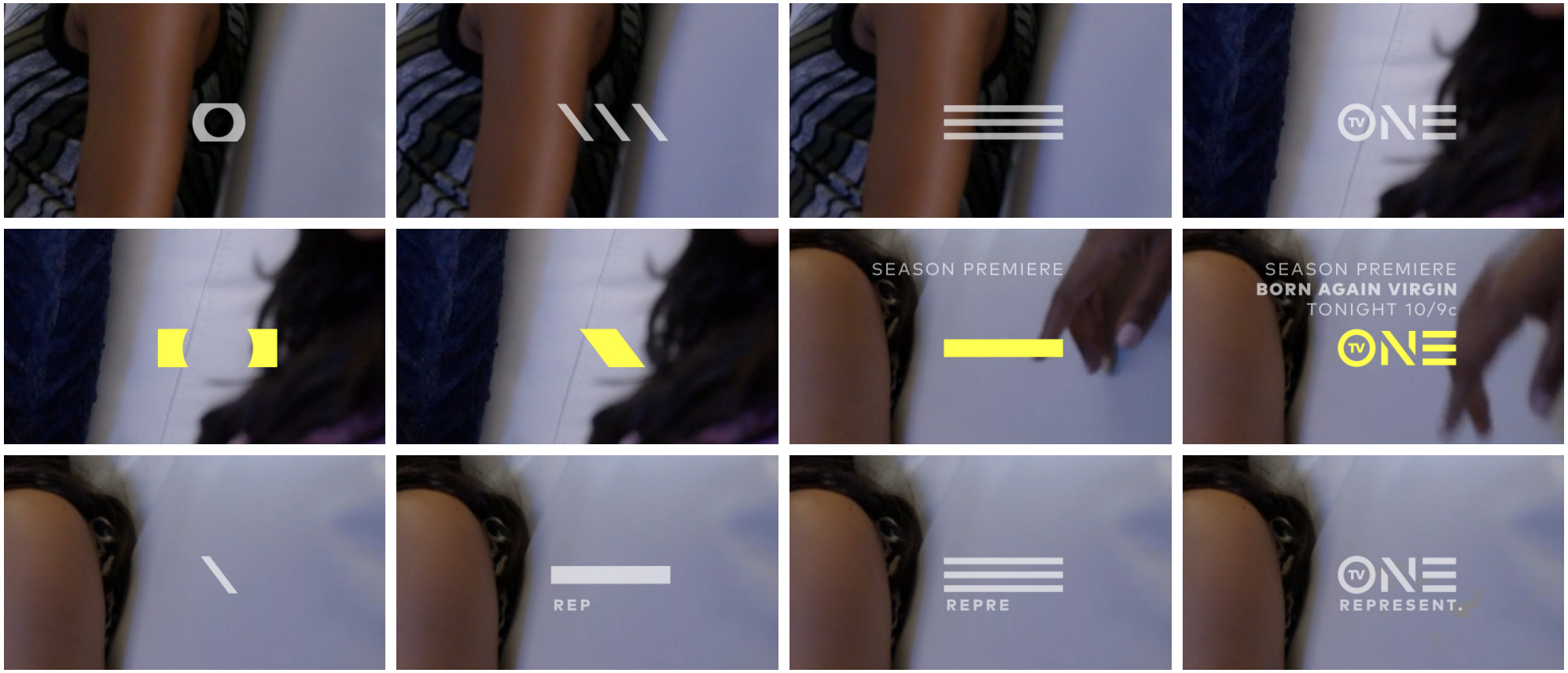
EXAMPLE • SEQUENCING BUG STATES TOGETHER

BUG SEQUENCE

TUNE-IN

When using tune-in text, the ghosted Hero Bug animates in and holds for a beat. The Tune-In Bug animates in directly following this hold and remains on-screen as a static element for the desired duration of time. Next, the ghosted Tagline Bug animates in and holds on-screen until another action is needed or until cutting to commercial.

USING THE TUNE-IN BUG



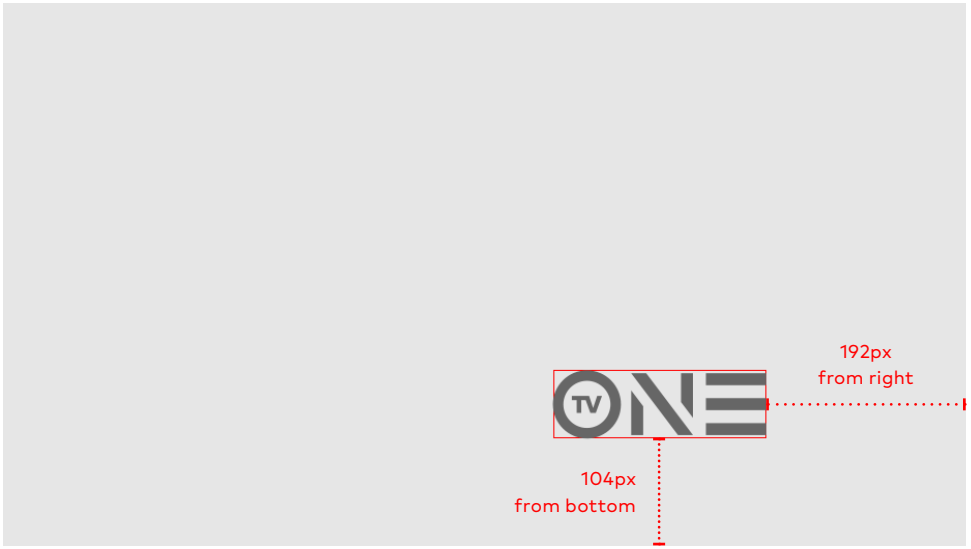
BUG PLACEMENT HD

HERO + TAGLINE

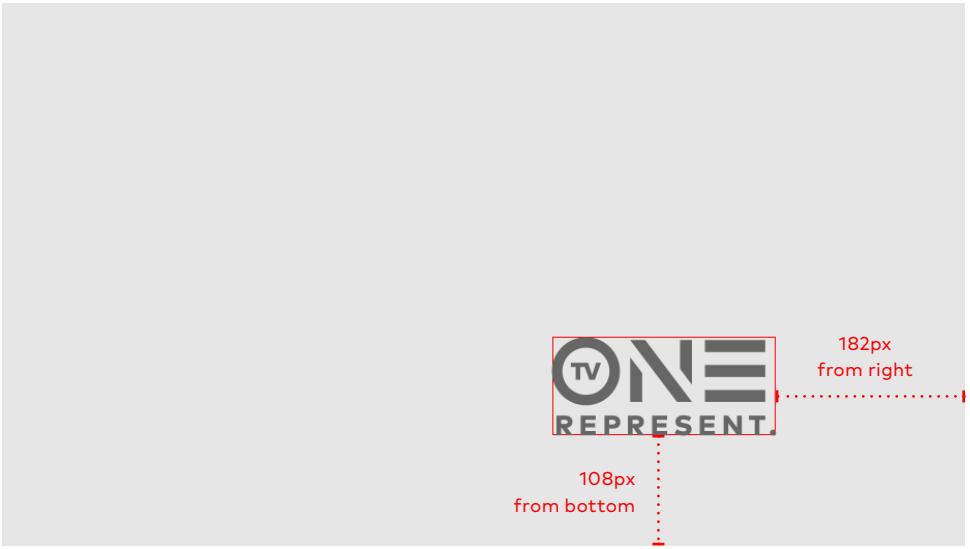
Both forms of the bug are optically positioned in the same place. The placement of each bug is imperative, as their bottom edges are aligned with the bottom edge of all text used within snipes, and the right edge of the 'E' is aligned with all bug tune-in text.

The discrepancies with the placement specs below are to ensure each bug appears correctly. The lower edge of the 'O' in the Hero Bug sits lower than the 'N' and 'E', while the period in the tagline bug hangs further to the right to ensure the 'E' of both bugs have the same horizontal placement.

HERO BUG



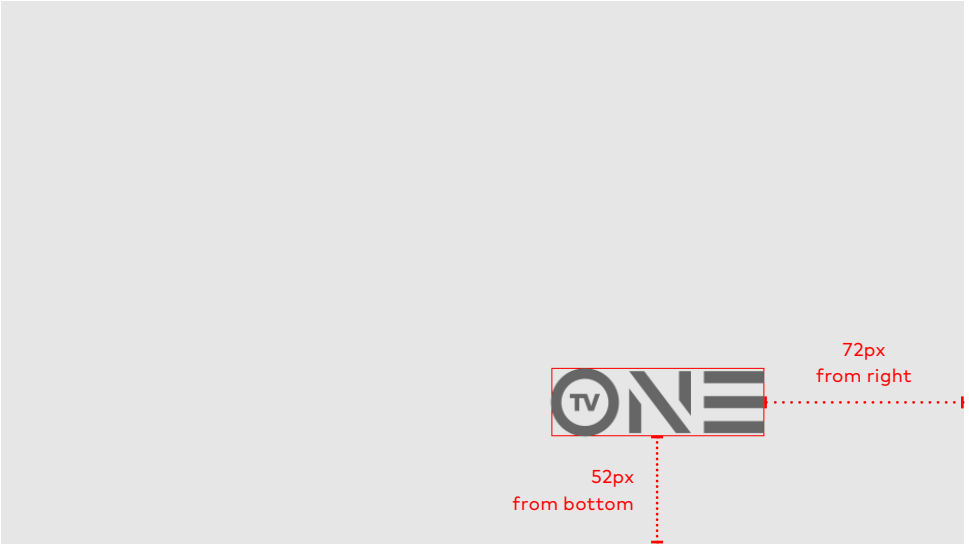
TAGLINE BUG



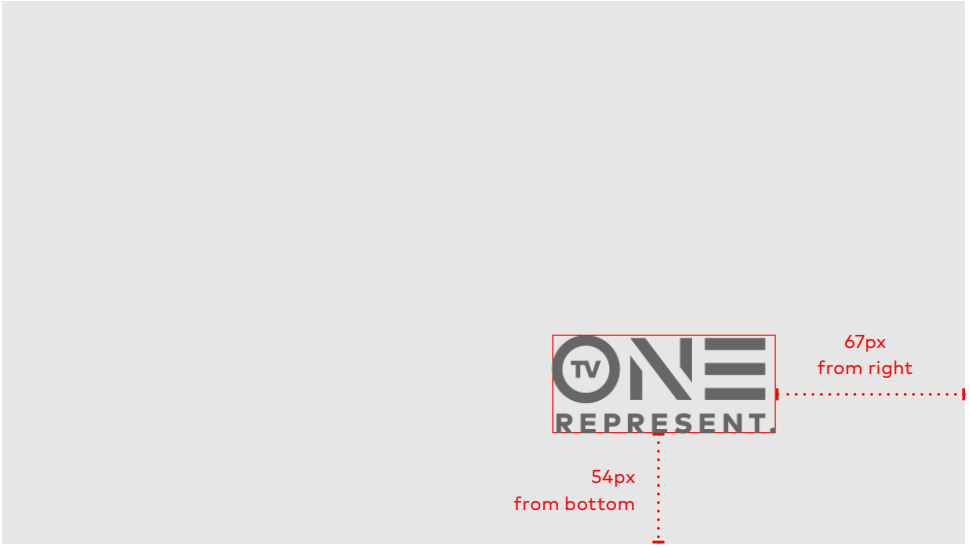
BUG PLACEMENT SD

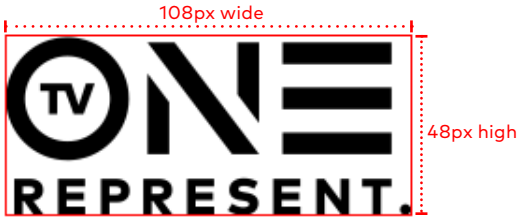
HERO + TAGLINE

HERO BUG SD



TAGLINE BUG SD





BUG TUNE-IN

TYPE SPECS

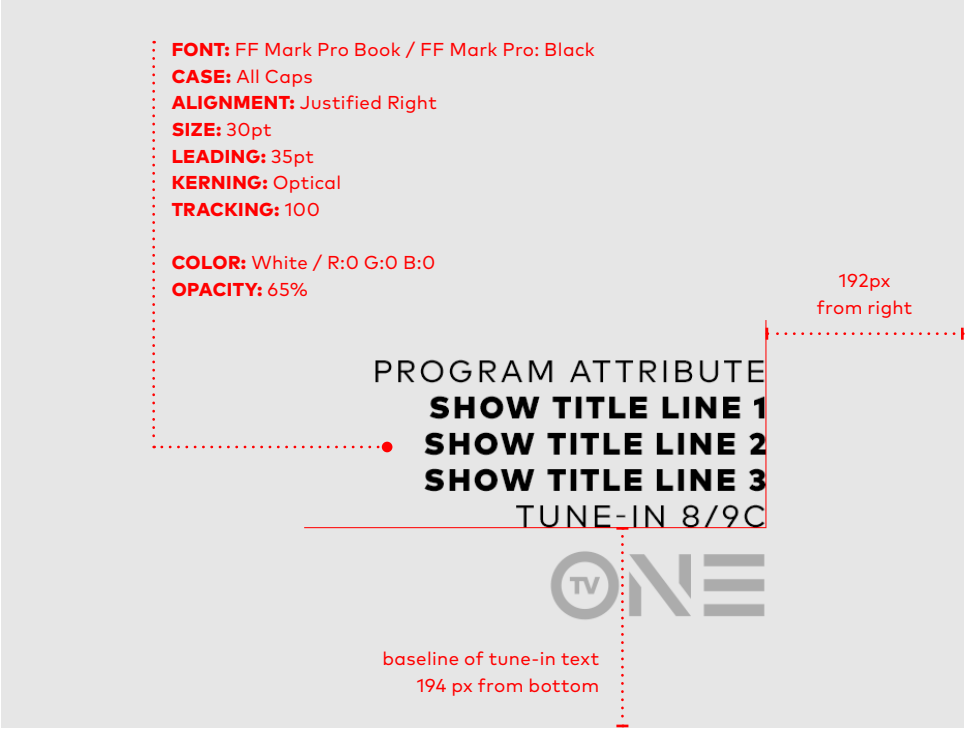
Tune-in text is only used with the Hero Bug to maximize legibility. If tune-in text is paired with the Tagline Bug, it becomes visually busy and loses impact. Never use tune-in text with the Tagline Bug.

When setting the tune-in text, be mindful that it does not extend too far into the frame. Break longer show titles into multiple lines of copy, rather than keeping them on one line. This ensures the type remains as a compact unit that is easy for the viewer to digest, as well as prevent potential overlap with any snipes that may be running during that program.

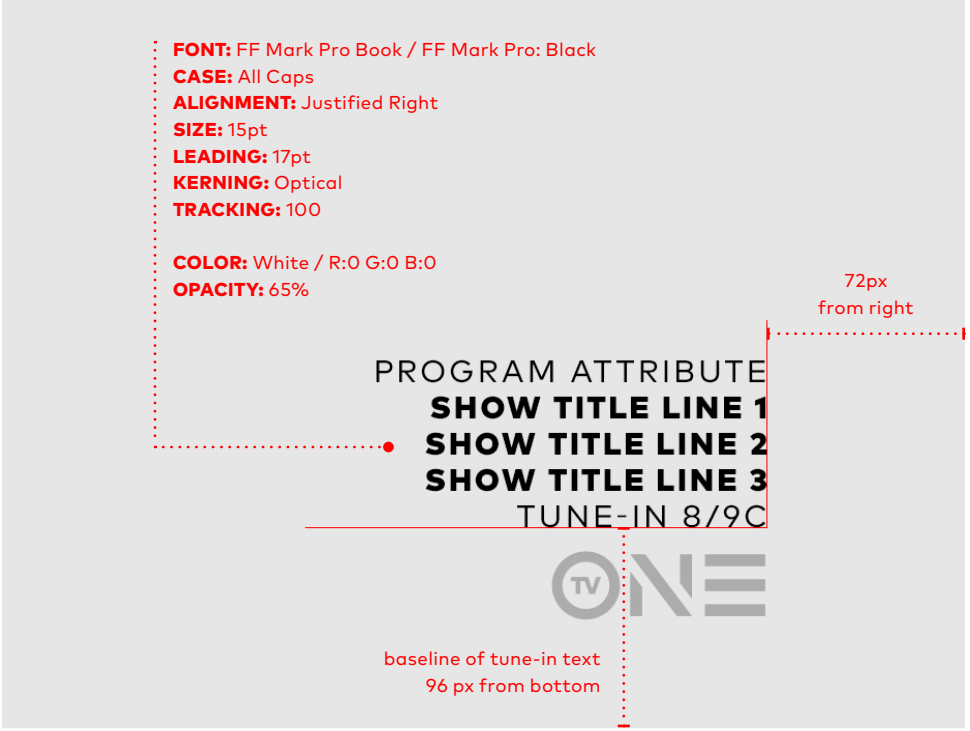
Use the specs below to set and position the type.

Show Titles are ALWAYS set in FF Mark Pro Black to establish a visual hierarchy within the tune-in.

Tune-In Bug text is ALWAYS all caps. Never use lowercase.



HD



SD

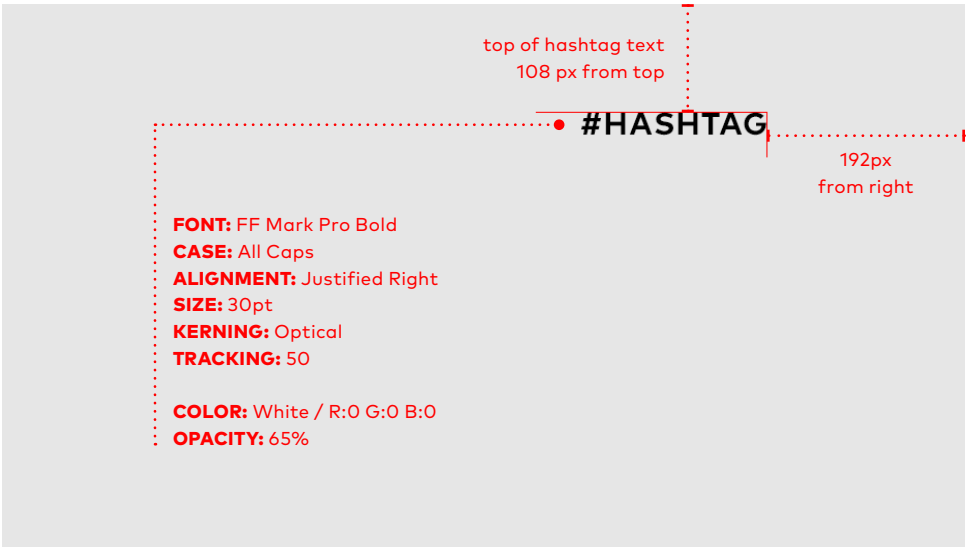
IN-PROGRAM HASHTAG

IN-PROGRAM HASHTAG

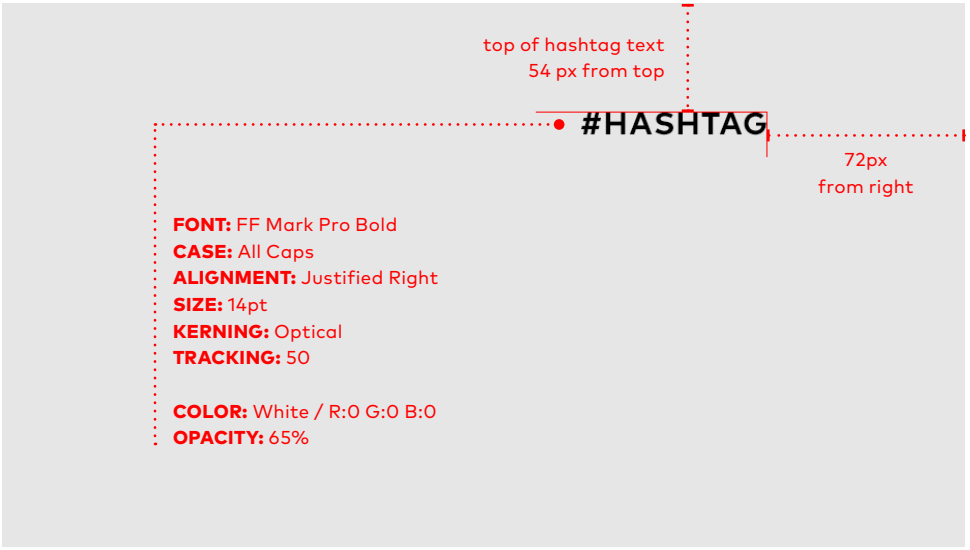
PLACEMENT + TYPE SPECS

The hashtag element is static type and has no animation sequence into or out of the frame. It remains at 65% opacity at all times.

In Context



HD



SD

SNIPES HD

SNIPES OVERVIEW

5 CATEGORIES

Snipes are our main method of delivering information to the viewer during programming. This information includes programming details, social media call to actions, sponsored content, and video footage. A specific snipe exists for each category with a unique color palette and unique features.

Tune-In

Now+Next

Social

Sponsor

Video

SNIPES OVERVIEW

GENERAL SPECS

Each snipe uses the same placement on screen. The left edge of the snipe container sits flush with the left edge of the screen, while the lower edge of the container sits along the lower edge of HD action safety.

Placement

Despite the many categories, every snipe on TV One uses one of 4 container sizes to house the information/images. The height of the container is adjusted according to the amount of information, while the width remains consistent across all categories.

Container A

Container B

Container C

Container D

TUNE-IN SNIPES

ANATOMY (1/3)

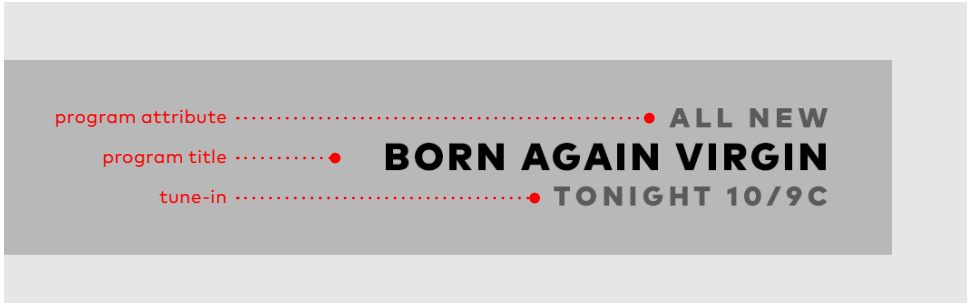
Tune-In snipes always use a date or time for a specific program/event. 3 layouts exist for various program title lengths. Each layout also has the option to include a program attribute, such as 'ALL NEW', 'SEASON FINALE', 'PREMIERE', etc.

Tune-In snipes are always yellow and follow the color settings to the right.

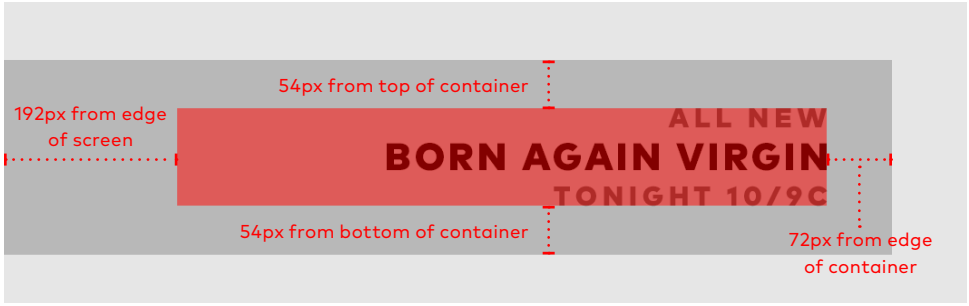
COLOR + (OPACITY)

PROGRAM ATTRIBUTE: DARK GREY (100%)
PROGRAM TITLE: SLATE (100%)
TUNE-IN: DARK GREY (100%)
CONTAINER: YELLOW (90%)

ELEMENTS + PADDING



Snipe Elements



Type Area + Container Padding

LAYOUTS + (CONTAINER SIZE)

1 Line (B)

1 Line w/ Program Attribute (C)

2 Line (C)

2Line w/ Program Attribute (D)

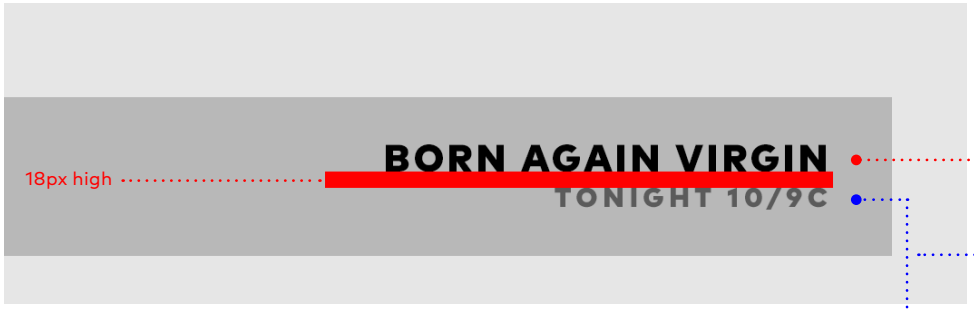
Tiered (C)

Tiered w/ Program Attribute (D)

TUNE-IN SNIPES

ANATOMY (2/3)

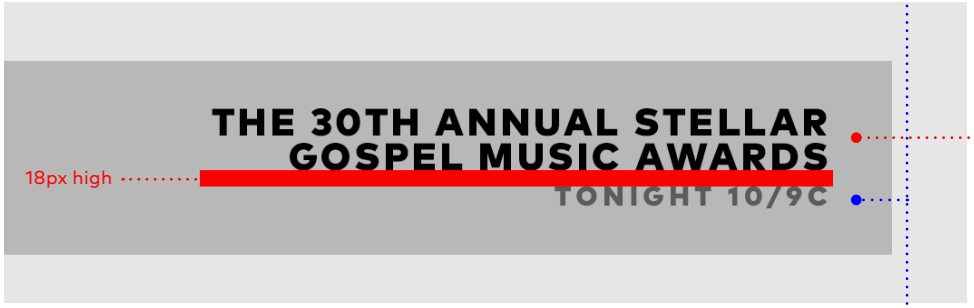
Type and spacing settings.



1 Line

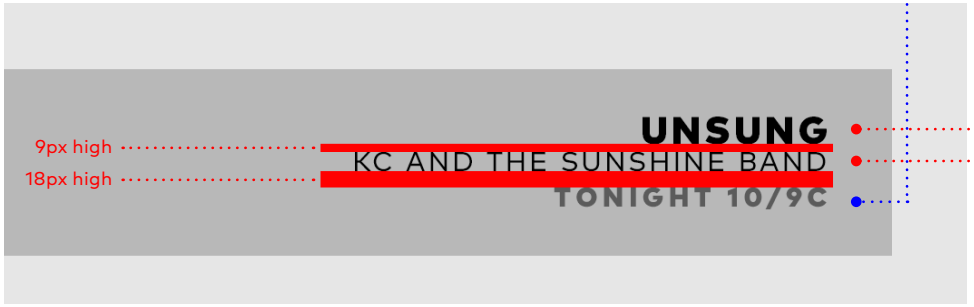
1 LINE PROGRAM TITLE
FONT: FF Mark Pro Black
CASE: All Caps
ALIGNMENT: Justified Right
SIZE: 42pt
KERNING: Optical
TRACKING: 100

TUNE-IN
FONT: FF Mark Pro Black
CASE: All Caps
ALIGNMENT: Justified Right
SIZE: 30pt
KERNING: Optical
TRACKING: 200



2 Line

2 LINE PROGRAM TITLE
FONT: FF Mark Pro Black
CASE: All Caps
ALIGNMENT: Justified Right
SIZE: 42pt
LEADING: 38pt
KERNING: Optical
TRACKING: 100



Tiered

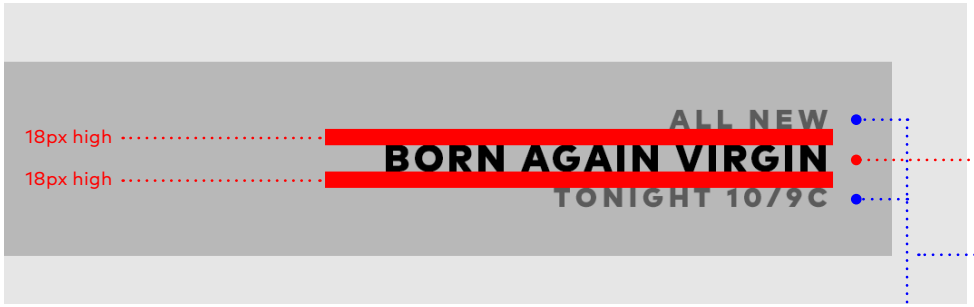
TIERED PROGRAM TITLE 1
FONT: FF Mark Pro Black
CASE: All Caps
ALIGNMENT: Justified Right
SIZE: 42pt
KERNING: Optical
TRACKING: 100

TIERED PROGRAM TITLE 2
FONT: FF Mark Pro Book
CASE: All Caps
ALIGNMENT: Justified Right
SIZE: 30pt
KERNING: Optical
TRACKING: 100

TUNE-IN SNIPES

ANATOMY (3/3)

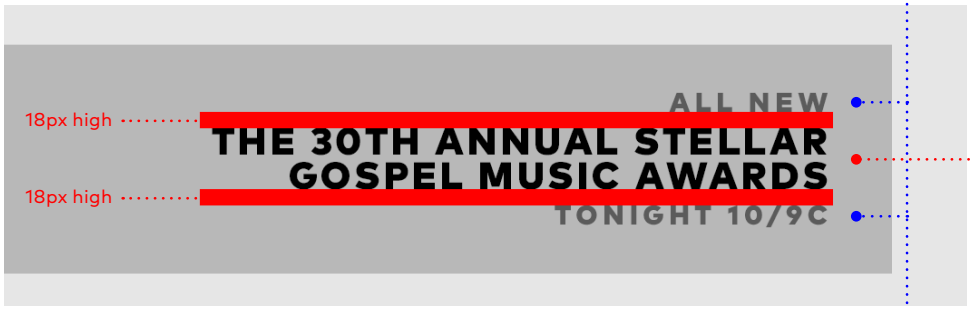
Type and spacing settings.



1 Line w/ Program Attribute

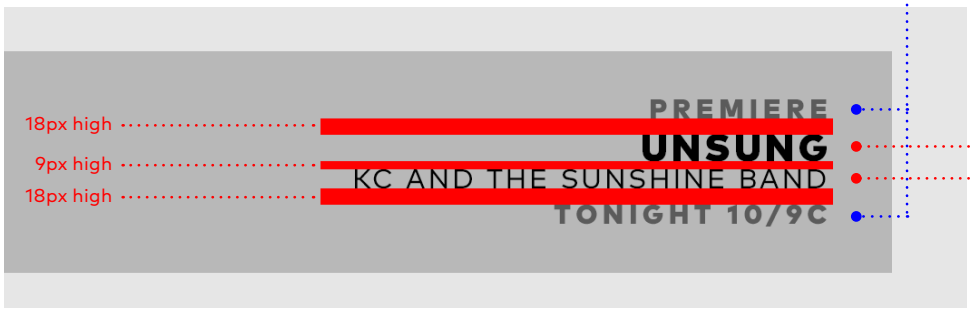
1 LINE PROGRAM TITLE
FONT: FF Mark Pro Black
CASE: All Caps
ALIGNMENT: Justified Right
SIZE: 42pt
KERNING: Optical
TRACKING: 100

TUNE-IN + PROGRAM ATTRIBUTE
FONT: FF Mark Pro Black
CASE: All Caps
ALIGNMENT: Justified Right
SIZE: 30pt
KERNING: Optical
TRACKING: 200



2 Line w/ Program Attribute

2 LINE PROGRAM TITLE
FONT: FF Mark Pro Black
CASE: All Caps
ALIGNMENT: Justified Right
SIZE: 42pt
LEADING: 38pt
KERNING: Optical
TRACKING: 100



Tiered w/ Program Attribute

TIERED PROGRAM TITLE 1
FONT: FF Mark Pro Black
CASE: All Caps
ALIGNMENT: Justified Right
SIZE: 42pt
KERNING: Optical
TRACKING: 100

TIERED PROGRAM TITLE 2
FONT: FF Mark Pro Book
CASE: All Caps
ALIGNMENT: Justified Right
SIZE: 30pt
KERNING: Optical
TRACKING: 100

NOW+NEXT SNIPES

ANATOMY (1/2)

Now+Next snipes always use a qualifier such as 'NOW', 'NEXT,' 'YOU'RE WATCHING', etc.. 3 layouts exist for various program title lengths.

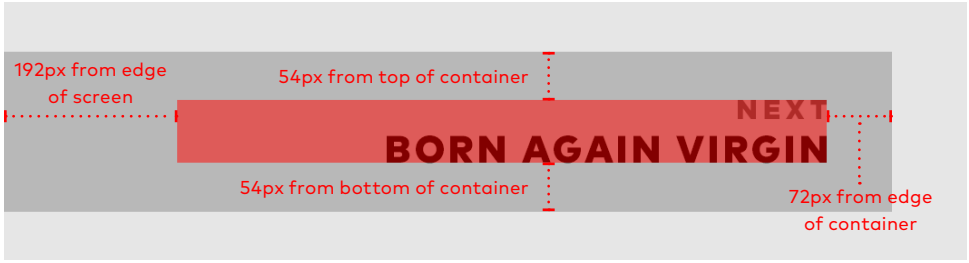
Now+Next snipes are always dark grey and follow the color settings to the right.

COLOR + (OPACITY)

QUALIFIER: OFF WHITE (100%)
PROGRAM TITLE: YELLOW (100%)
CONTAINER: DARK GREY (90%)

ELEMENTS + PADDING

Snipe Elements

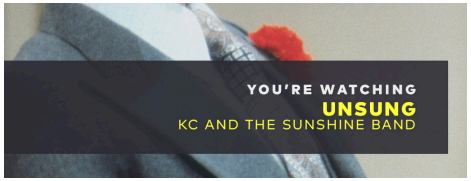


Type Area + Container Padding

LAYOUTS + (CONTAINER SIZE)

1 Line (A)

2 Line (B)

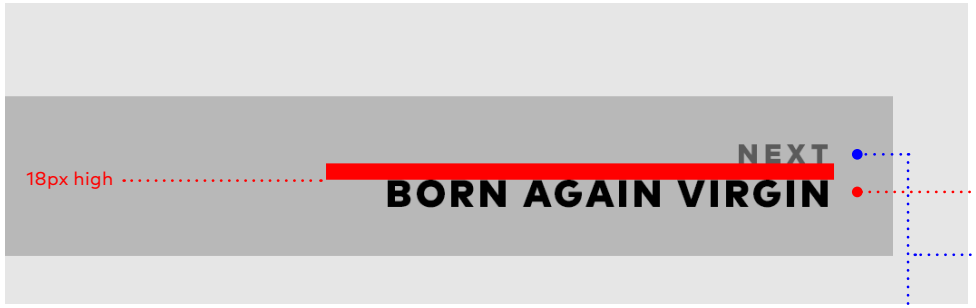


Tiered (B)

NOW+NEXT SNIPES

ANATOMY (2/2)

Type and spacing settings.



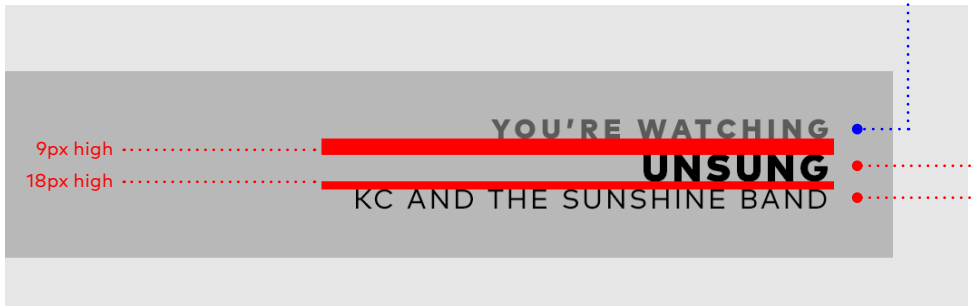
1 Line

1 LINE PROGRAM TITLE
FONT: FF Mark Pro Black
CASE: All Caps
ALIGNMENT: Justified Right
SIZE: 42pt
KERNING: Optical
TRACKING: 100

QUALIFIER
FONT: FF Mark Pro Black
CASE: All Caps
ALIGNMENT: Justified Right
SIZE: 30pt
KERNING: Optical
TRACKING: 200

2 Line

2 LINE PROGRAM TITLE
FONT: FF Mark Pro Black
CASE: All Caps
ALIGNMENT: Justified Right
SIZE: 42pt
LEADING: 38pt
KERNING: Optical
TRACKING: 100



Tiered

TIERED PROGRAM TITLE 1
FONT: FF Mark Pro Black
CASE: All Caps
ALIGNMENT: Justified Right
SIZE: 42pt
KERNING: Optical
TRACKING: 100

TIERED PROGRAM TITLE 2
FONT: FF Mark Pro Book
CASE: All Caps
ALIGNMENT: Justified Right
SIZE: 30pt
KERNING: Optical
TRACKING: 100

SOCIAL SNIPES

ANATOMY (1/4)

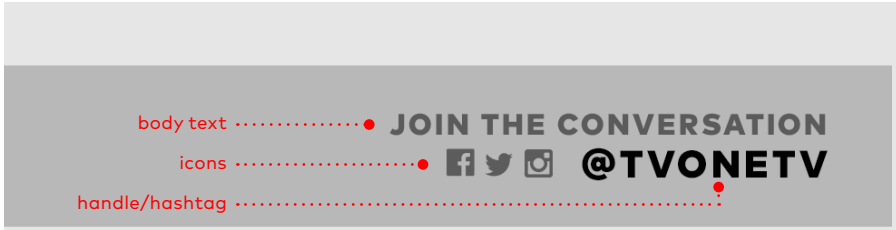
Social snipes are call to actions aimed at engaging the viewer with our digital and social media presence. They include options for showing social media icons, as well as promoting URLs, hashtags, social media handles, and tweets from viewers.

Social snipes are always slate and follow the color settings to the right.

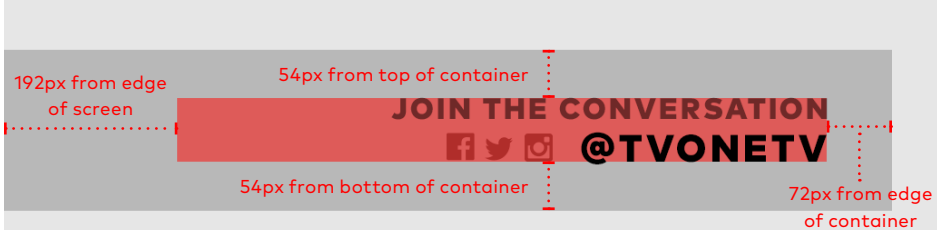
COLOR + (OPACITY)

HANDLE/HASHTAG: YELLOW (100%)
BODY TEXT: OFF WHITE (100%)
ICONS: OFF WHITE (100%)
CONTAINER: SLATE (90%)

ELEMENTS + PADDING

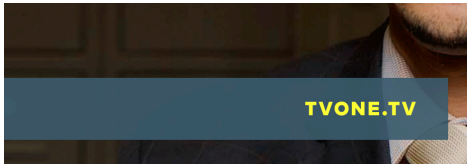


Snipe Elements

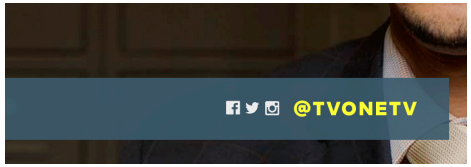


Type Area + Container Padding

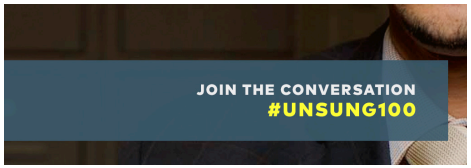
LAYOUTS + (CONTAINER SIZE)



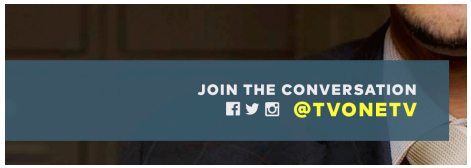
1 Line (A)



1 Line w/ Icons (A)

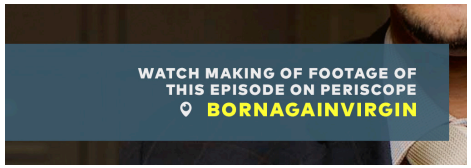


2 Line (B)

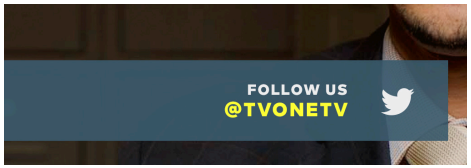


2Line w/ Icons (B)

3 Line (C)



3 Line w/ Icons (C)



2 Line w/Large Icon (B)

Viewer Tweet (D)

SOCIAL SNIPES

ANATOMY (2/4)

Type and spacing settings.

URL / HANDLE / HASHTAG
FONT: FF Mark Pro Black
CASE: All Caps
ALIGNMENT: Justified Right
SIZE: 42pt
KERNING: Optical
TRACKING: 100

1 Line

1 LINE BODY TEXT
FONT: FF Mark Pro Black
CASE: All Caps
ALIGNMENT: Justified Right
SIZE: 32pt
KERNING: Optical
TRACKING: 100

URL / HANDLE / HASHTAG
FONT: FF Mark Pro Black
CASE: All Caps
ALIGNMENT: Justified Right
SIZE: 42pt
KERNING: Optical
TRACKING: 100

2 Line

2 LINE BODY TEXT
FONT: FF Mark Pro Black
CASE: All Caps
ALIGNMENT: Justified Right
SIZE: 32pt
LEADING: 36pt
KERNING: Optical
TRACKING: 100

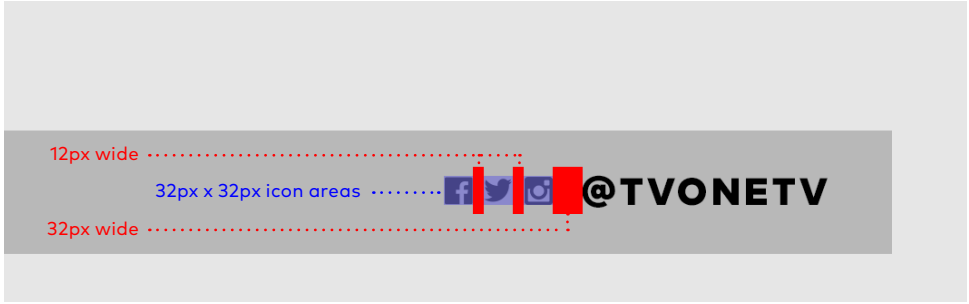
URL / HANDLE / HASHTAG
FONT: FF Mark Pro Black
CASE: All Caps
ALIGNMENT: Justified Right
SIZE: 42pt
KERNING: Optical
TRACKING: 100

Tiered

SOCIAL SNIPES

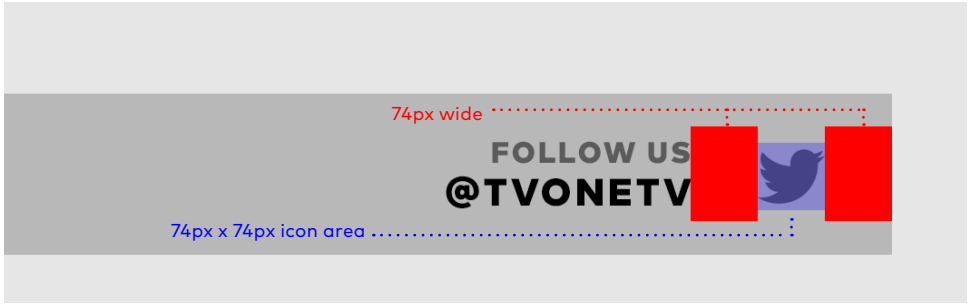
ANATOMY (3/4)

Type, spacing and icon settings.



Small icons size + spacing

Small icons are always on the same baseline as the URL/Handle/Hashtag type. Multiple icons may be used to promote platforms using the same user handle. Follow the spacing guidelines to the left when adding additional icons.



Large icon size + spacing

Large icons may be used to promote a single social media platform. Large icons are only to be used with this setup. The large icon area is centered vertically within the snipe container and shares the same 54px padding above and below as all type areas.

Tiered

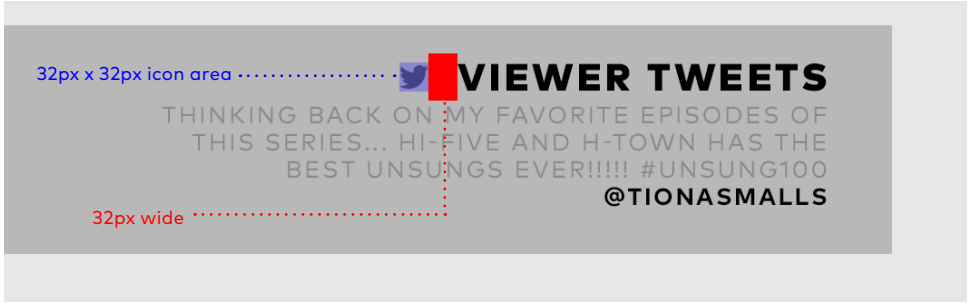
2 LINE BODY TEXT
FONT: FF Mark Pro Black
CASE: All Caps
ALIGNMENT: Justified Right
SIZE: 32pt
LEADING: 36pt
KERNING: Optical
TRACKING: 100

URL / HANDLE / HASHTAG
FONT: FF Mark Pro Black
CASE: All Caps
ALIGNMENT: Justified Right
SIZE: 42pt
KERNING: Optical
TRACKING: 100

SOCIAL SNIPES

ANATOMY (4/4)

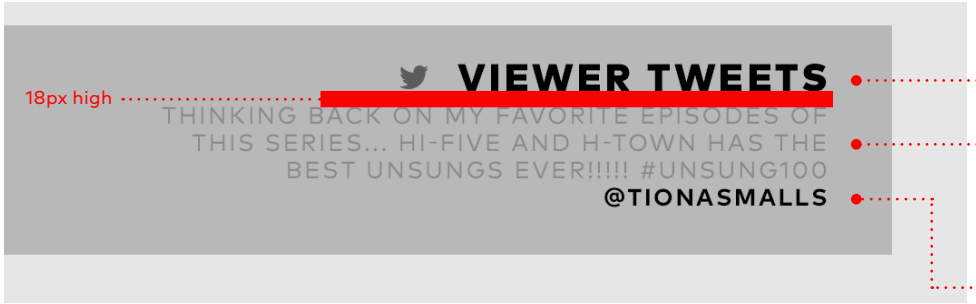
Type, spacing and icon settings.



Viewer Tweet icon size + spacing

When showing viewer tweets on-air, use the Twitter logo next to the 'VIEWER TWEETS' headline.

If the tweet being shown is shorter in length, the size of the container does not change. All text is anchored to the lower edge of title safety and spacing remains consistent. See the example in the lower left for reference.



Viewer Tweet type specs

VIEWER TWEETS
FONT: FF Mark Pro Black
CASE: All Caps
ALIGNMENT: Justified Right
SIZE: 42pt
KERNING: Optical
TRACKING: 100

TWEET TEXT
FONT: FF Mark Pro Book
CASE: All Caps
ALIGNMENT: Justified Right
SIZE: 26pt
LEADING: 30pt
KERNING: Optical
TRACKING: 100

TWITTER HANDLE
FONT: FF Mark Pro Bold
CASE: All Caps
ALIGNMENT: Justified Right
SIZE: 26pt
LEADING: 30pt
KERNING: Optical
TRACKING: 100

Example of shorter length tweet.

SPONSOR SNIPES

3 STAGES

Sponsor snipes are a 3 stage sequence in the following order:
Stage 1 • The sponsored program (this follows the Now+Next snipe layout)
Stage 2 • 'BROUGHT TO YOU BY' text and the sponsors logo
Stage 3 • Sponsors tagline and logo

To avoid potentially unpleasant clashes with the TV One and sponsor brand colors, all sponsor snipes use the off white container.

SNIPE SEQUENCE

Stage 1 Example

Stage 2 Example

Stage 3 Example

SPONSOR SNIPES

ANATOMY (1/2)

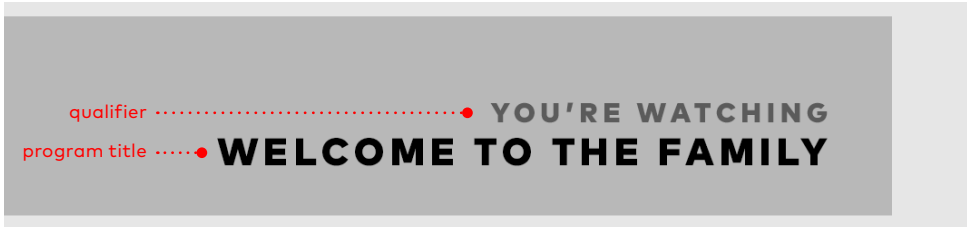
The first stage of the sponsor snipe sequence uses the same layout as the Now+Next snipes, while the following 2 stages provide an area for the sponsor logo to be displayed using their own brand colors. These following 2 stages are exceptions to the rule, and use type vertically centered within the container.

Sponsor snipes always use the C container size for all 3 stages.
Sponsor snipes are always off white and follow the color settings to the right.

COLOR + (OPACITY)

QUALIFIER/TEXT: DARK GREY (100%)
PROGRAM TITLE: TEAL (100%)
CONTAINER: OFF WHITE (90%)
LOGO AREA: SPONSOR DEFINED (100%)

ELEMENTS + PADDING

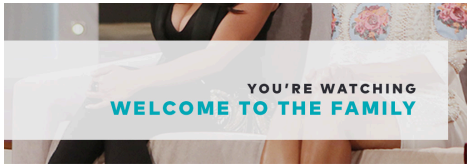


Stage 1 Elements

Stage 2+3 Elements

Stage 1 Type Area + Container Padding

LAYOUTS + (CONTAINER SIZE)

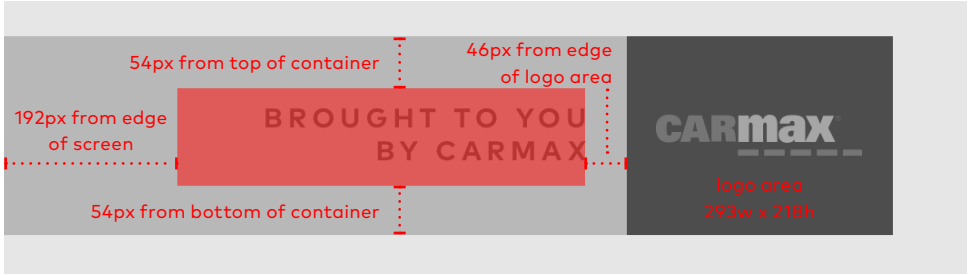


1 Line (C)

2 Line (C)

Tiered (C)

Sponsor Text/Tagline (C)



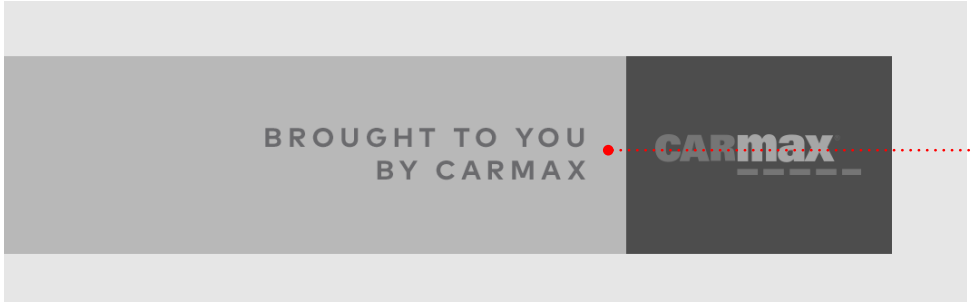
Snipe Stage 2+3 Type/Logo Area + Container Padding

SPONSOR SNIPES

ANATOMY (2/2)

Type and spacing settings.

Stage 1 of sponsor snipes use the type specs from the Now+Next snipes. Refer to pg. 41 for those values.



Stage 2 - Brought To You By text

Stage 2 - Sponsor Tagline text

BROUGHT TO YOU BY / SPONSOR TAGLINE
FONT: FF Mark Pro Bold
CASE: All Caps
ALIGNMENT: Justified Right
VERTICAL ALIGNMENT: Centered Within Type Area
SIZE: 30pt
LEADING: 36pt
KERNING: Optical
TRACKING: 200

Logo Placement

LOGO SIZE
MAX HEIGHT: 154px
MAX WIDTH: 229px

Make logo as large are possible within these dimensions.
Center logo both vertically and horizontally within logo area.
Use sponsor brand colors to color the logo area/maximize logo legibility.

VIDEO SNIPES

4 STAGES

Video snipes are a 4 stage sequence in the following order:
Stage 1 • Program Attribute (ex: ALL NEW, PREMIERE, EXCLUSIVE)
Stage 2 • Program Title or Logo w/ area for footage/image
Stage 3 • Tune-in w/ area for footage/image
Stage 4 • Summary of information (this follows the Tune-in snipe layout)

SNIPE SEQUENCE

Stage 1 Example

Stage 2 Example (w/ logo)

Stage 3 Example

Stage 4 Example

VIDEO SNIPES

ANATOMY (1/4)

The first stage of the video snipe sequence is a program attribute used to grab the viewers attention. The following 2 stages provide an area for related video/ imagery to be used. The final stage uses the layout from the tune-in snipes as a summary of the previous 3 stages.

When possible, use a logo for stage 2.
Video snipes always use the D container size for all 4 stages.

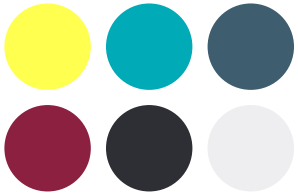
ELEMENTS + PADDING

Stage 1 Elements

Stage 2 Elements

Stage 2+3 Elements

COLOR + (OPACITY)



The color of Video Snipes may be customized to best suit the program being featured. Refer to approved color combinations on pg. 20 and follow the layouts below for application of the pop color.
Video snipes use a graphic container at 90% opacity and all text/logos at 100% opacity.

LAYOUTS + (CONTAINER SIZE)

Stage 1 - Program Attribute (D)

Stage 2 - Title w/ Logo (D)

Stage 2 - 1 Line Title No Logo (D)

Stage 2 - 2 Line Title No Logo (D)

Stage 2 - 3Line Title No Logo (D)

Stage 2 - Tiered Title No Logo (D)

Stage 3 - Tune-In (D)

Stage 4 - Summary (D)

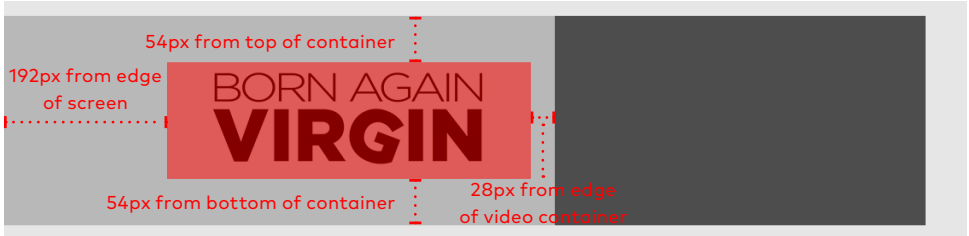
VIDEO SNIPES

ANATOMY (2/4)

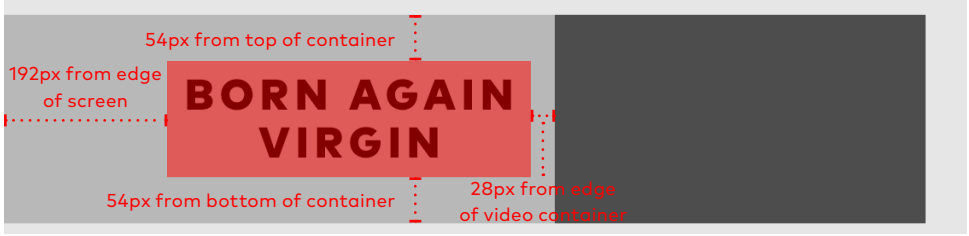
For stages 2 and 3 of the video snipes, a video container is used. The addition of this container extends further into the frame than all other snipes. This is to allow sufficient space for information on the left side of the snipe, while retaining a 16:9 aspect ratio for the video container. See the specs to the right for pixel dimensions when using the video container.

ELEMENTS + PADDING

Stage 1 - Type Area + Container Padding

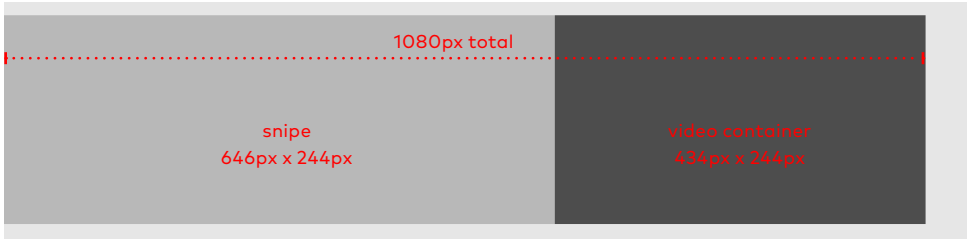


Stage 2 - Logo Area + Container Padding



Stage 2+3 - Type + Container Padding

VIDEO CONTAINER



Stage 2+3 - Snipe + Video Container Dimensions

Stage 2+3 - Using Keyed Footage

When using keyed footage in video snipes, the width of the container remains at 434px, but the keyed footage may break the top of the snipe container (up to 366px high).

When using keyed footage, the color of the snipe container is seen behind the image.

Keyed Footage Example

VIDEO SNIPES

ANATOMY (3/4)

Type, spacing and logo settings.

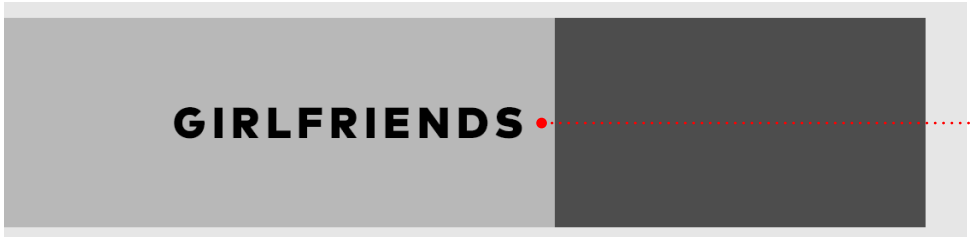
Stage 1 - Program Attribute

PROGRAM ATTRIBUTE
FONT: FF Mark Pro Black
CASE: All Caps
ALIGNMENT: Centered Vertically and Horizontally Within Type Area
SIZE: 84pt
KERNING: Optical
TRACKING: 200

Stage 2 - Logo Area

LOGO SIZE
MAX HEIGHT: 426px
MAX HEIGHT: 136px

Make logo as large are possible within these dimensions.
Center logo both vertically and horizontally within logo area.
Use pop color from chosen palette color the logo to retain consistency.



Stage 2 - 1 Line Title

1 LINE TITLE
FONT: FF Mark Pro Black
CASE: All Caps
ALIGNMENT: Centered Vertically and Horizontally Within Type Area
SIZE: 50pt
KERNING: Optical
TRACKING: 150

Stage 2 - 2 Line Title

2 LINE TITLE
FONT: FF Mark Pro Black
CASE: All Caps
ALIGNMENT: Centered Vertically and Horizontally Within Type Area
SIZE: 50pt
LEADING: 56pt
KERNING: Optical
TRACKING: 150

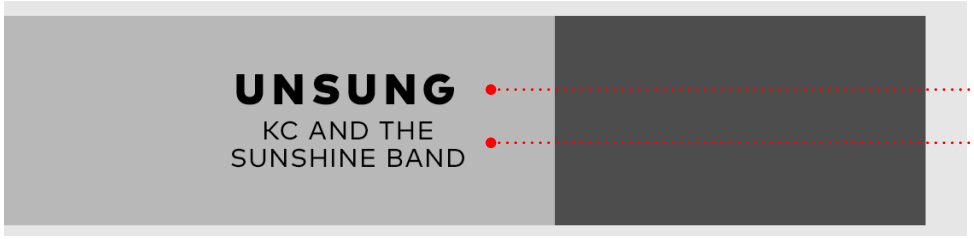
VIDEO SNIPES

ANATOMY (4/4)

Type and alignment settings.

Stage 2 - 3 Line Title

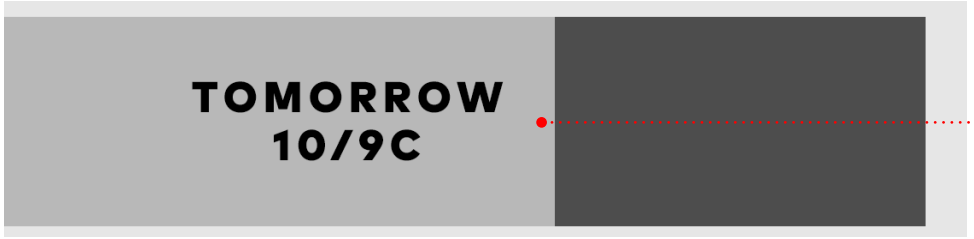
3 LINE TITLE
FONT: FF Mark Pro Black
CASE: All Caps
ALIGNMENT: Centered Vertically and Horizontally Within Type Area
SIZE: 34pt
LEADING: 38pt
KERNING: Optical
TRACKING: 150



Stage 2 - Tiered Title

TIERED PROGRAM TITLE 1
FONT: FF Mark Pro Black
CASE: All Caps
ALIGNMENT: Centered
SIZE: 50pt
KERNING: Optical
TRACKING: 150

TIERED PROGRAM TITLE 2
FONT: FF Mark Pro Book
CASE: All Caps
ALIGNMENT: Centered
SIZE: 30pt
LEADING: 32pt
KERNING: Optical
TRACKING: 50



Stage 3 - Tune-In

TUNE-IN
FONT: FF Mark Pro Black
CASE: All Caps
ALIGNMENT: Centered Vertically and Horizontally Within Type Area
SIZE: 50pt
LEADING: 56pt
KERNING: Optical
TRACKING: 150

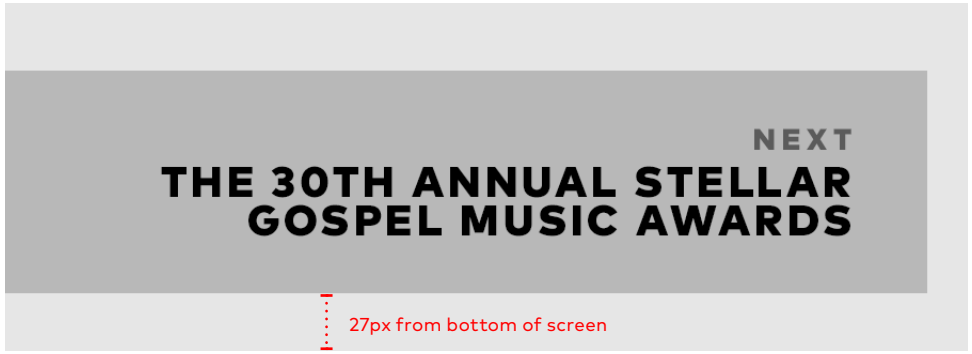
Stage 4 of video snipes use the type specs from the Tune-In snipes.
Refer to pg. 38 for those values.

SNIPES SD

SD SNIPES OVERVIEW

GENERAL SPECS

In the same manner as the HD Snipes, each SD snipe uses the same placement on screen. The left edge of the snipe container sits flush with the left edge of the screen, while the lower edge of the container sits along the lower edge of SD action safety.



SD Placement

Despite the many categories, every SD snipe on TV One uses one of 4 container sizes to house the information/images. The height of the container is adjusted according to the amount of information, while the width remains consistent across all categories.

SD Container A

SD Container B

SD Container C

SD Container D

SD TUNE-IN SNIPES

ANATOMY (1/3)

SD Tune-In snipes always use a date or time for a specific program/event. 3 layouts exist for various program title lengths. Each layout also has the option to include a program attribute, such as 'ALL NEW', 'SEASON FINALE', 'PREMIERE', etc.

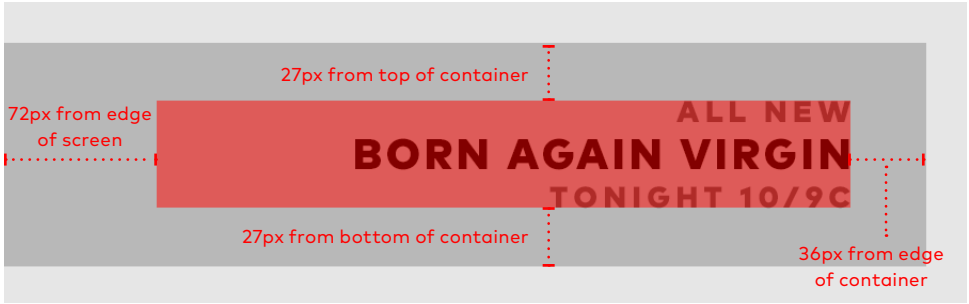
SD Tune-In snipes are always yellow and follow the color settings to the right.

COLOR + (OPACITY)

PROGRAM ATTRIBUTE: DARK GREY (100%)
PROGRAM TITLE: SLATE (100%)
TUNE-IN: DARK GREY (100%)
CONTAINER: YELLOW (90%)

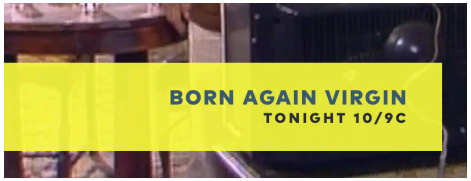
ELEMENTS + PADDING

Snipe Elements

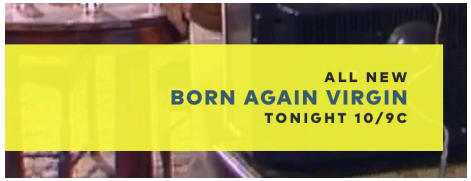


Type Area + Container Padding

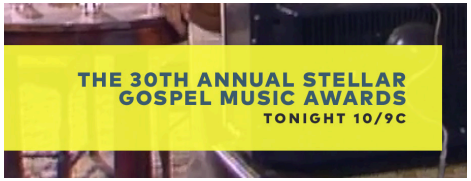
LAYOUTS + (CONTAINER SIZE)



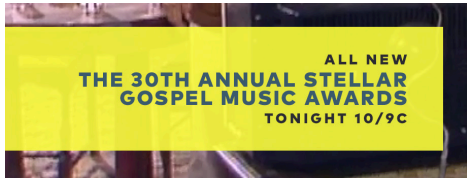
1 Line (B)



1 Line w/ Program Attribute (C)

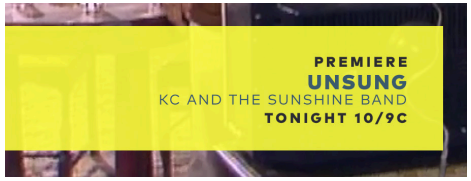


2 Line (C)



2Line w/ Program Attribute (D)

Tiered (C)

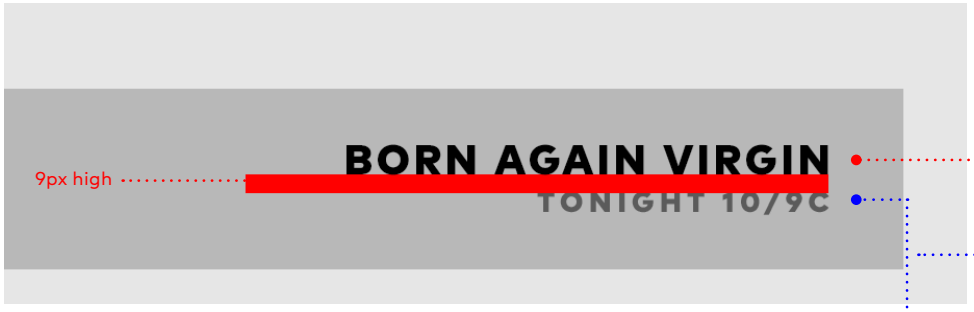


Tiered w/ Program Attribute (D)

SD TUNE-IN SNIPES

ANATOMY (2/3)

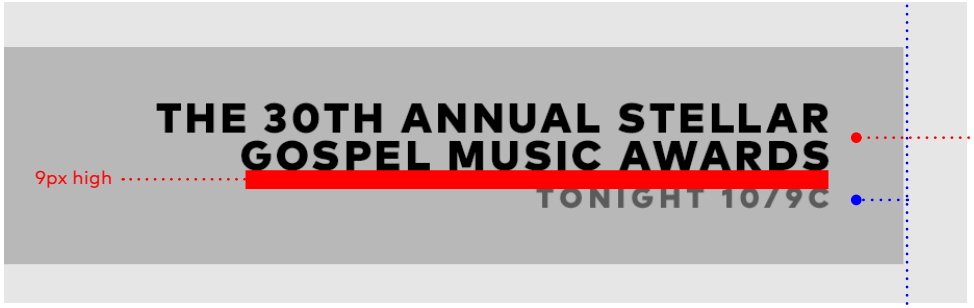
Type and spacing settings.



1 Line

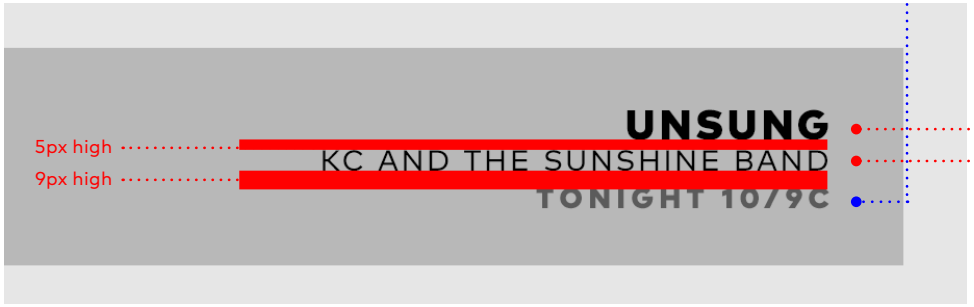
1 LINE PROGRAM TITLE
FONT: FF Mark Pro Black
CASE: All Caps
ALIGNMENT: Justified Right
SIZE: 20pt
KERNING: Optical
TRACKING: 100

TUNE-IN
FONT: FF Mark Pro Black
CASE: All Caps
ALIGNMENT: Justified Right
SIZE: 14pt
KERNING: Optical
TRACKING: 200



2 Line

2 LINE PROGRAM TITLE
FONT: FF Mark Pro Black
CASE: All Caps
ALIGNMENT: Justified Right
SIZE: 20pt
LEADING: 18pt
KERNING: Optical
TRACKING: 100



Tiered

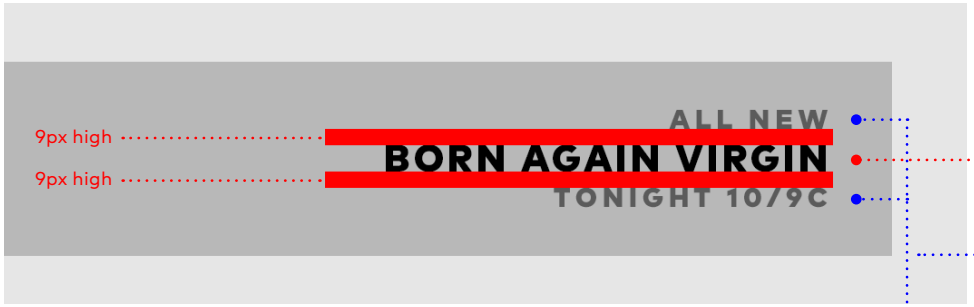
TIERED PROGRAM TITLE 1
FONT: FF Mark Pro Black
CASE: All Caps
ALIGNMENT: Justified Right
SIZE: 20pt
KERNING: Optical
TRACKING: 100

TIERED PROGRAM TITLE 2
FONT: FF Mark Pro Book
CASE: All Caps
ALIGNMENT: Justified Right
SIZE: 14pt
KERNING: Optical
TRACKING: 100

SD TUNE-IN SNIPES

ANATOMY (3/3)

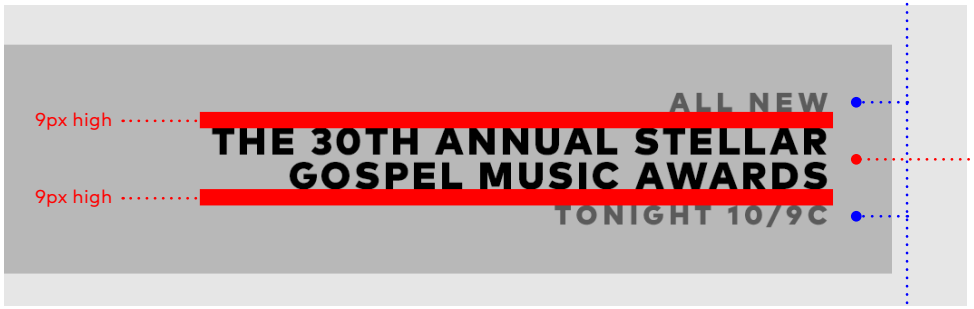
Type and spacing settings.



1 Line w/ Program Attribute

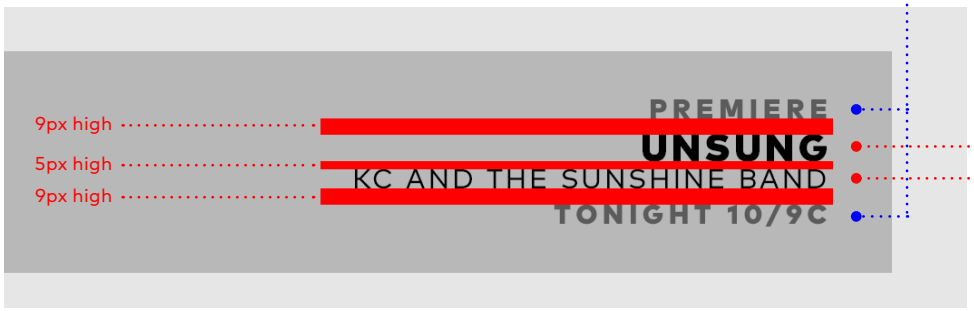
1 LINE PROGRAM TITLE
FONT: FF Mark Pro Black
CASE: All Caps
ALIGNMENT: Justified Right
SIZE: 20pt
KERNING: Optical
TRACKING: 100

TUNE-IN + PROGRAM ATTRIBUTE
FONT: FF Mark Pro Black
CASE: All Caps
ALIGNMENT: Justified Right
SIZE: 14pt
KERNING: Optical
TRACKING: 200



2 Line w/ Program Attribute

2 LINE PROGRAM TITLE
FONT: FF Mark Pro Black
CASE: All Caps
ALIGNMENT: Justified Right
SIZE: 20pt
LEADING: 18pt
KERNING: Optical
TRACKING: 100



Tiered w/ Program Attribute

TIERED PROGRAM TITLE 1
FONT: FF Mark Pro Black
CASE: All Caps
ALIGNMENT: Justified Right
SIZE: 20pt
KERNING: Optical
TRACKING: 100

TIERED PROGRAM TITLE 2
FONT: FF Mark Pro Book
CASE: All Caps
ALIGNMENT: Justified Right
SIZE: 14pt
KERNING: Optical
TRACKING: 100

SD NOW+NEXT SNIPES

ANATOMY (1/2)

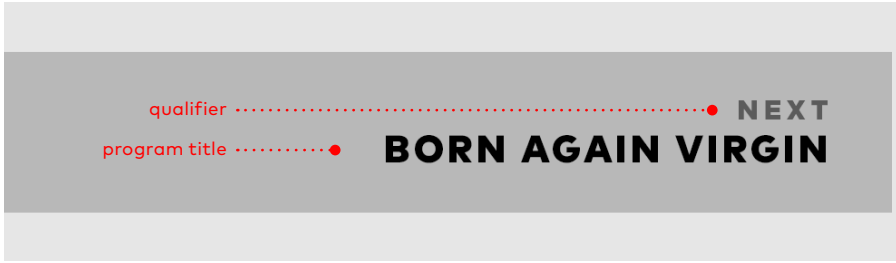
SD Now+Next snipes always use a qualifier such as 'NOW', 'NEXT,' 'YOU'RE WATCHING', etc.. 3 layouts exist for various program title lengths.

SD Now+Next snipes are always dark grey and follow the color settings to the right.

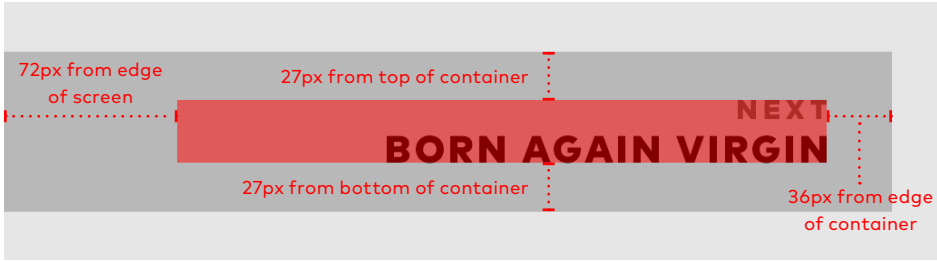
COLOR + (OPACITY)

QUALIFIER: OFF WHITE (100%)
PROGRAM TITLE: YELLOW (100%)
CONTAINER: DARK GREY (90%)

ELEMENTS + PADDING



Snipe Elements

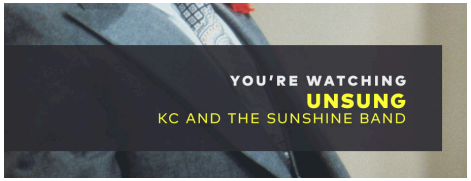


Type Area + Container Padding

LAYOUTS + (CONTAINER SIZE)

1 Line (A)

2 Line (B)

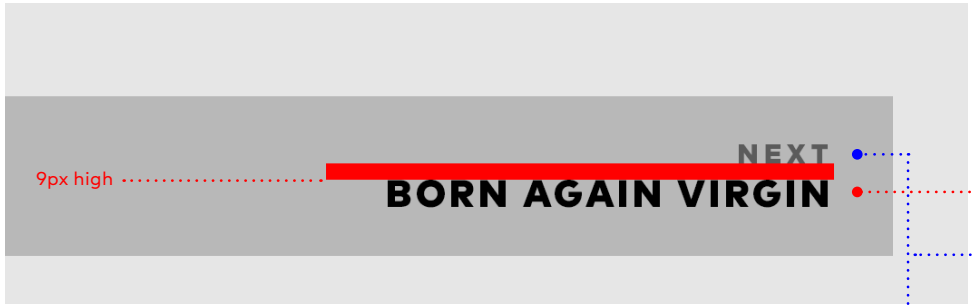


Tiered (B)

SD NOW+NEXT SNIPES

ANATOMY (2/2)

Type and spacing settings.



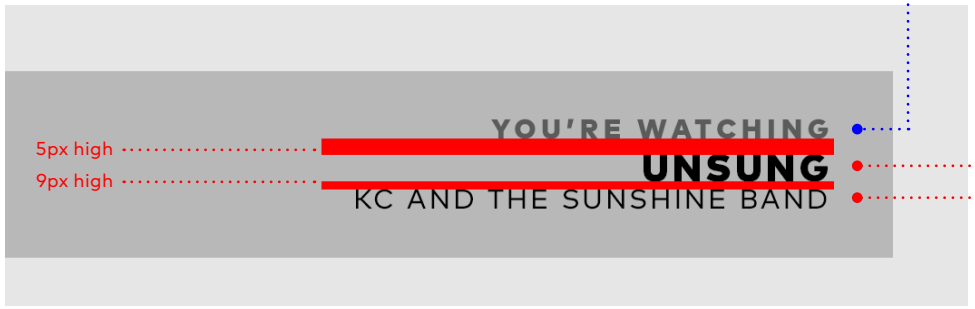
1 Line

1 LINE PROGRAM TITLE
FONT: FF Mark Pro Black
CASE: All Caps
ALIGNMENT: Justified Right
SIZE: 20pt
KERNING: Optical
TRACKING: 100

QUALIFIER
FONT: FF Mark Pro Black
CASE: All Caps
ALIGNMENT: Justified Right
SIZE: 14pt
KERNING: Optical
TRACKING: 200

2 Line

2 LINE PROGRAM TITLE
FONT: FF Mark Pro Black
CASE: All Caps
ALIGNMENT: Justified Right
SIZE: 20pt
LEADING: 18pt
KERNING: Optical
TRACKING: 100



Tiered

TIERED PROGRAM TITLE 1
FONT: FF Mark Pro Black
CASE: All Caps
ALIGNMENT: Justified Right
SIZE: 20pt
KERNING: Optical
TRACKING: 100

TIERED PROGRAM TITLE 2
FONT: FF Mark Pro Book
CASE: All Caps
ALIGNMENT: Justified Right
SIZE: 14pt
KERNING: Optical
TRACKING: 100

SD SOCIAL SNIPES

ANATOMY (1/4)

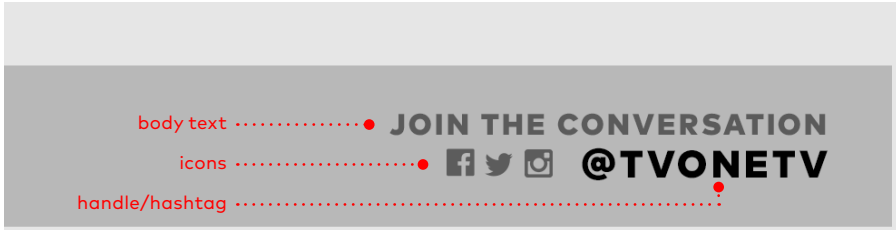
SD Social snipes are call to actions aimed at engaging the viewer with our digital and social media presence. They include options for showing social media icons, as well as promoting URLs, hashtags, social media handles, and tweets from viewers.

SD Social snipes are always slate and follow the color settings to the right.

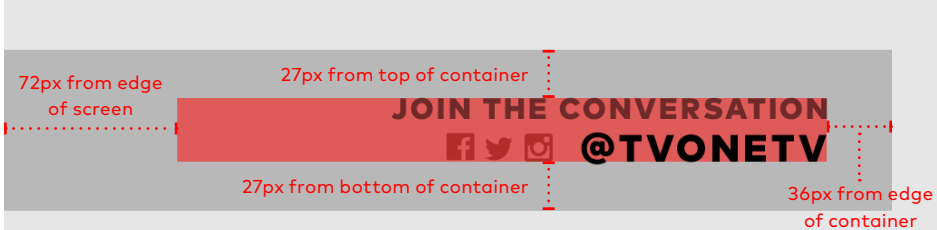
COLOR + (OPACITY)

HANDLE/HASHTAG: YELLOW (100%)
BODY TEXT: OFF WHITE (100%)
ICONS: OFF WHITE (100%)
CONTAINER: SLATE (90%)

ELEMENTS + PADDING

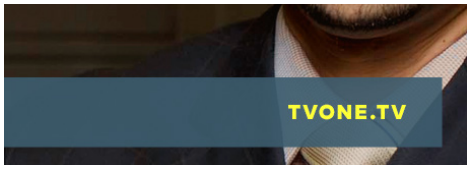


Snipe Elements



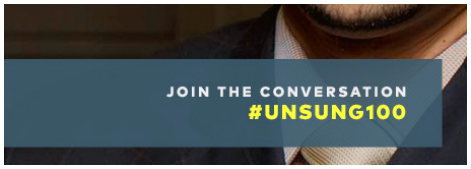
Type Area + Container Padding

LAYOUTS + (CONTAINER SIZE)



1 Line (A)

1 Line w/ Icons (A)



2 Line (B)

2Line w/ Icons (B)

3 Line (C)

3 Line w/ Icons (C)

2 Line w/Large Icon (B)

Viewer Tweet (D)

SD SOCIAL SNIPES

ANATOMY (2/4)

Type and spacing settings.

URL / HANDLE / HASHTAG
FONT: FF Mark Pro Black
CASE: All Caps
ALIGNMENT: Justified Right
SIZE: 20pt
KERNING: Optical
TRACKING: 100

1 Line

1 LINE BODY TEXT
FONT: FF Mark Pro Black
CASE: All Caps
ALIGNMENT: Justified Right
SIZE: 14pt
KERNING: Optical
TRACKING: 100

URL / HANDLE / HASHTAG
FONT: FF Mark Pro Black
CASE: All Caps
ALIGNMENT: Justified Right
SIZE: 20pt
KERNING: Optical
TRACKING: 100

2 Line

2 LINE BODY TEXT
FONT: FF Mark Pro Black
CASE: All Caps
ALIGNMENT: Justified Right
SIZE: 14pt
LEADING: 16pt
KERNING: Optical
TRACKING: 100

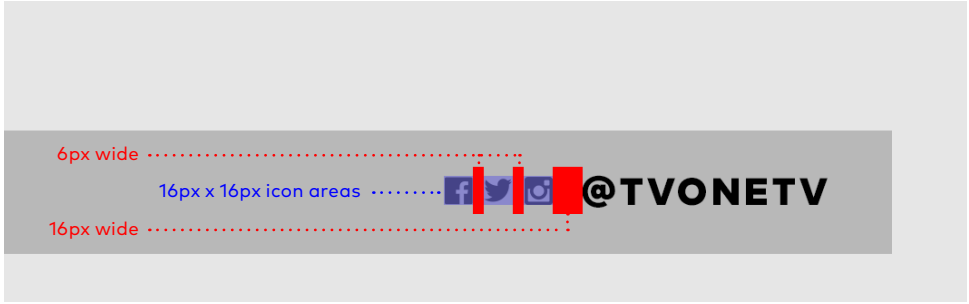
URL / HANDLE / HASHTAG
FONT: FF Mark Pro Black
CASE: All Caps
ALIGNMENT: Justified Right
SIZE: 20pt
KERNING: Optical
TRACKING: 100

Tiered

SD SOCIAL SNIPES

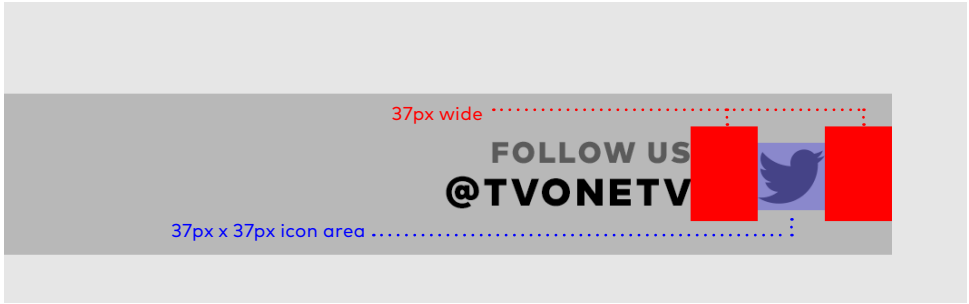
ANATOMY (3/4)

Type, spacing and icon settings.



Small icons size + spacing

Small icons are always on the same baseline as the URL/Handle/Hashtag type. Multiple icons may be used to promote platforms using the same user handle. Follow the spacing guidelines to the left when adding additional icons.



Large icon size + spacing

Large icons may be used to promote a single social media platform. Large icons are only to be used with this setup. The large icon area is centered vertically within the snipe container and shares the same 27px padding above and below as all type areas.

Tiered

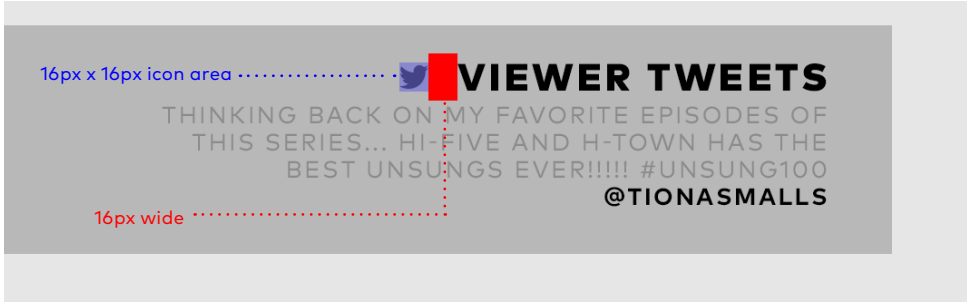
2 LINE BODY TEXT
FONT: FF Mark Pro Black
CASE: All Caps
ALIGNMENT: Justified Right
SIZE: 14pt
LEADING: 16pt
KERNING: Optical
TRACKING: 100

URL / HANDLE / HASHTAG
FONT: FF Mark Pro Black
CASE: All Caps
ALIGNMENT: Justified Right
SIZE: 20pt
KERNING: Optical
TRACKING: 100

SD SOCIAL SNIPES

ANATOMY (4/4)

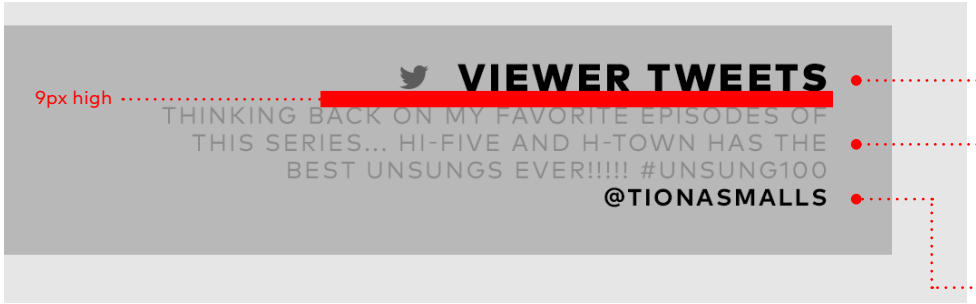
Type, spacing and icon settings.



Viewer Tweet icon size + spacing

When showing viewer tweets on-air, use the Twitter logo next to the 'VIEWER TWEETS' headline.

If the tweet being shown is shorter in length, the size of the container does not change. All text is anchored to the lower edge of title safety and spacing remains consistent. See the example in the lower left for reference.



Viewer Tweet type specs

VIEWER TWEETS
FONT: FF Mark Pro Black
CASE: All Caps
ALIGNMENT: Justified Right
SIZE: 20pt
KERNING: Optical
TRACKING: 100

TWEET TEXT
FONT: FF Mark Pro Book
CASE: All Caps
ALIGNMENT: Justified Right
SIZE: 11pt
LEADING: 13pt
KERNING: Optical
TRACKING: 100

TWITTER HANDLE
FONT: FF Mark Pro Bold
CASE: All Caps
ALIGNMENT: Justified Right
SIZE: 11pt
LEADING: 13pt
KERNING: Optical
TRACKING: 100

Example of shorter length tweet.

SD SPONSOR SNIPES

3 STAGES

SD Sponsor snipes are a 3 stage sequence in the following order:
Stage 1 • The sponsored program (this follows the Now+Next snipe layout)
Stage 2 • 'BROUGHT TO YOU BY' text and the sponsors logo
Stage 3 • Sponsors tagline and logo

To avoid potentially unpleasant clashes with the TV One and sponsor brand colors, all sponsor snipes use the off white container.

SNIPE SEQUENCE

Stage 1 Example

Stage 2 Example

Stage 3 Example

SD SPONSOR SNIPES

ANATOMY (1/2)

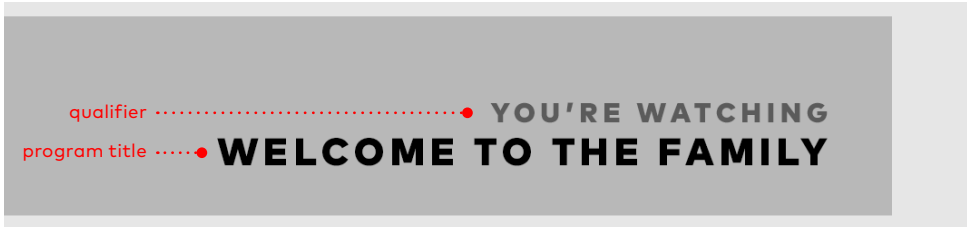
The first stage of the sponsor snipe sequence uses the same layout as the Now+Next snipes, while the following 2 stages provide an area for the sponsor logo to be displayed using their own brand colors. These following 2 stages are exceptions to the rule, and use type vertically centered within the container.

Sponsor snipes always use the C container size for all 3 stages.
Sponsor snipes are always off white and follow the color settings to the right.

COLOR + (OPACITY)

QUALIFIER/TEXT: DARK GREY (100%)
PROGRAM TITLE: TEAL (100%)
CONTAINER: OFF WHITE (90%)
LOGO AREA: SPONSOR DEFINED (100%)

ELEMENTS + PADDING

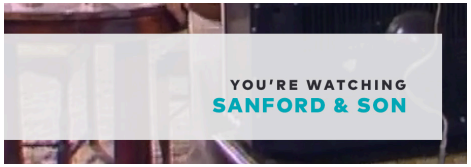


Stage 1 Elements

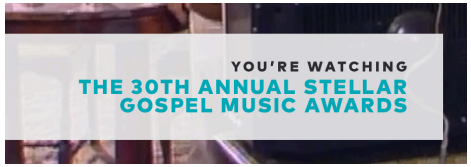
Stage 2+3 Elements

Stage 1 Type Area + Container Padding

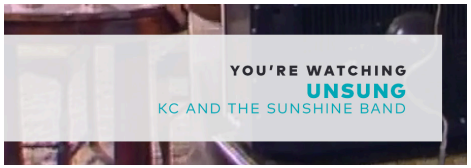
LAYOUTS + (CONTAINER SIZE)



1 Line (C)

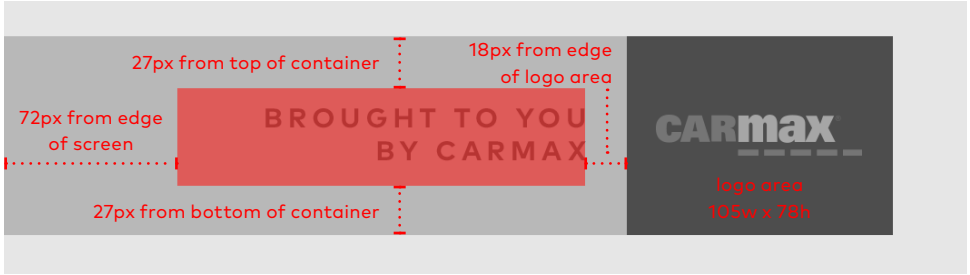


2 Line (C)



Tiered (C)

Sponsor Text/Tagline (C)



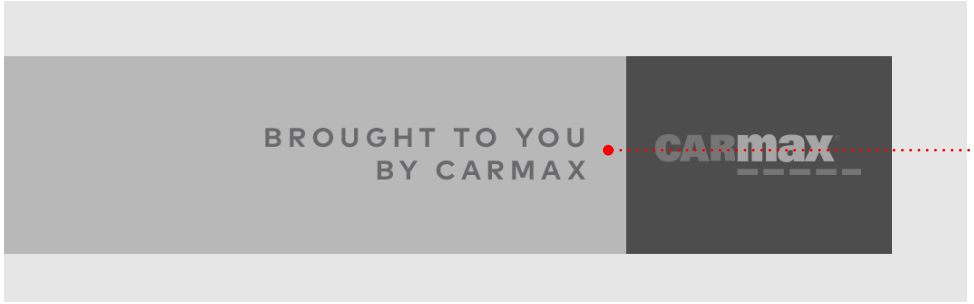
Snipe Stage 2+3 Type/Logo Area + Container Padding

SD SPONSOR SNIPES

ANATOMY (2/2)

Type and spacing settings.

Stage 1 of sponsor snipes use the type specs from the SD Now+Next snipes.
Refer to pg. 60 for those values.



Stage 2 - Brought To You By text

Stage 2 - Sponsor Tagline text

BROUGHT TO YOU BY / SPONSOR TAGLINE
FONT: FF Mark Pro Bold
CASE: All Caps
ALIGNMENT: Justified Right
VERTICAL ALIGNMENT: Centered Within Type Area
SIZE: 11pt
LEADING: 12pt
KERNING: Optical
TRACKING: 200

Logo Placement

LOGO SIZE
MAX HEIGHT: 77px
MAX WIDTH: 114px

Make logo as large are possible within these dimensions.
Center logo both vertically and horizontally within logo area.
Use sponsor brand colors to color the logo area/maximize logo legibility.

SD VIDEO SNIPES

4 STAGES

SD Video snipes are a 4 stage sequence in the following order:
Stage 1 • Program Attribute (ex: ALL NEW, PREMIERE, EXCLUSIVE)
Stage 2 • Program Title or Logo w/ area for footage/image
Stage 3 • Tune-in w/ area for footage/image
Stage 4 • Summary of information (this follows the Tune-In snipe layout)

SNIPE SEQUENCE

Stage 1 Example

Stage 2 Example

Stage 3 Example

Stage 4 Example

SD VIDEO SNIPES

ANATOMY (1/4)

The first stage of the SD video snipe sequence is a program attribute used to grab the viewers attention. The following 2 stages provide an area for related video/imagery to be used. The final stage uses the layout from the tune-in snipes as a summary of the previous 3 stages.

When possible, use a logo for stage 2.
SD video snipes always use the D container size for all 4 stages.

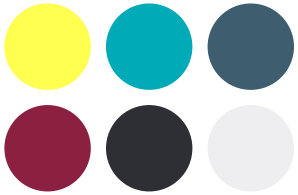
ELEMENTS + PADDING

Stage 1 Elements

Stage 2 Elements

Stage 2+3 Elements

COLOR + (OPACITY)



The color of Video Snipes may be customized to best suit the program being featured. Refer to approved color combinations on pg. 20 and follow the layouts below for application of the pop color.
Video snipes use a graphic container at 90% opacity and all text/logos at 100% opacity.

LAYOUTS + (CONTAINER SIZE)

Stage 1 - Program Attribute (D)

Stage 2 - Title w/ Logo (D)

Stage 2 - 1 Line Title No Logo (D)

Stage 2 - 2 Line Title No Logo (D)

Stage 2 - 3Line Title No Logo (D)

Stage 2 - Tiered Title No Logo (D)

Stage 3 - Tune-In (D)

Stage 4 - Summary (D)

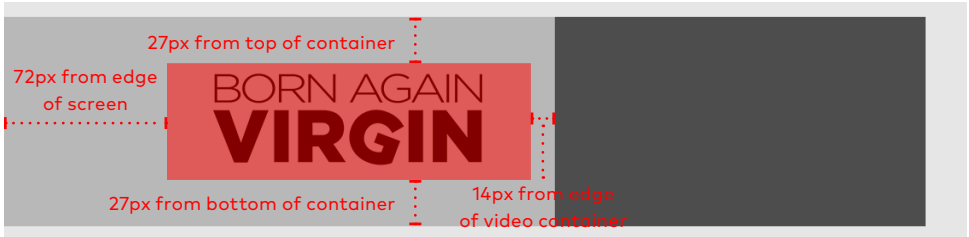
SD VIDEO SNIPES

ANATOMY (2/4)

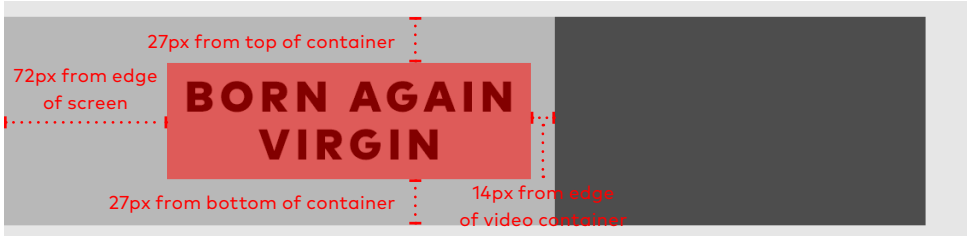
For stages 2 and 3 of the SD video snipes, a video container is used. The addition of this container extends further into the frame than all other snipes. This is to allow sufficient space for information on the left side of the snipe, while retaining a 16:9 aspect ratio for the video container. See the specs to the right for pixel dimensions when using the video container.

ELEMENTS + PADDING

Stage 1 - Type Area + Container Padding

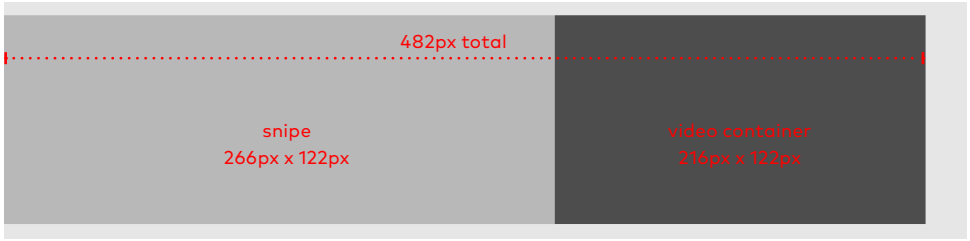


Stage 2 - Logo Area + Container Padding



Stage 2+3 - Type + Container Padding

VIDEO CONTAINER



Stage 2+3 - Snipe + Video Container Dimensions

Stage 2+3 - Using Keyed Footage

When using keyed footage in video snipes, the width of the container remains at 216px, but the keyed footage may break the top of the snipe container (up to 183px high).

When using keyed footage, the color of the snipe container is seen behind the image.

Keyed Footage Example

SD VIDEO SNIPES

ANATOMY (3/4)

Type, spacing and logo settings.

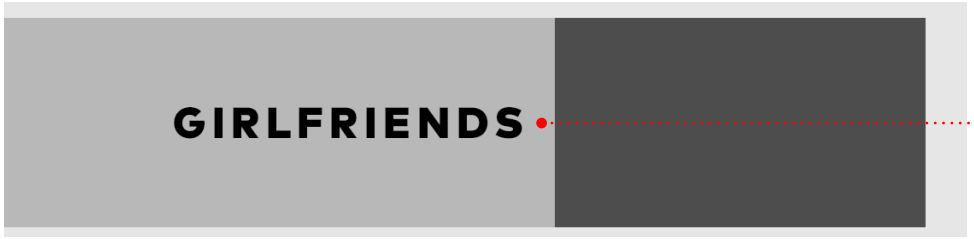
Stage 1 - Program Attribute

PROGRAM ATTRIBUTE
FONT: FF Mark Pro Black
CASE: All Caps
ALIGNMENT: Centered Vertically and Horizontally Within Type Area
SIZE: 42pt
KERNING: Optical
TRACKING: 200

Stage 2 - Logo Area

LOGO SIZE
MAX HEIGHT: 213px
MAX HEIGHT: 68px

Make logo as large are possible within these dimensions.
Center logo both vertically and horizontally within logo area.
Use pop color from chosen palette color the logo to retain consistency.



Stage 2 - 1 Line Title

1 LINE TITLE
FONT: FF Mark Pro Black
CASE: All Caps
ALIGNMENT: Centered Vertically and Horizontally Within Type Area
SIZE: 25pt
KERNING: Optical
TRACKING: 150

Stage 2 - 2 Line Title

2 LINE TITLE
FONT: FF Mark Pro Black
CASE: All Caps
ALIGNMENT: Centered Vertically and Horizontally Within Type Area
SIZE: 25pt
LEADING: 28pt
KERNING: Optical
TRACKING: 150

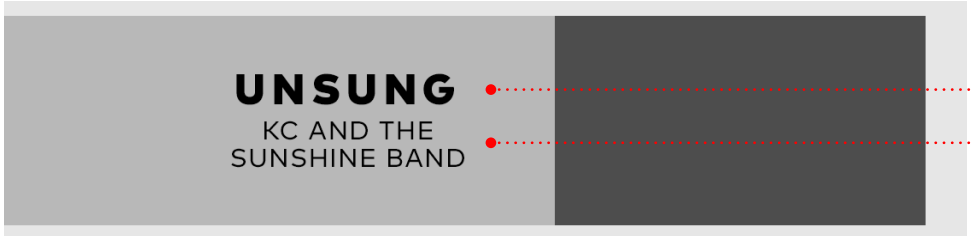
SD VIDEO SNIPES

ANATOMY (4/4)

Type and alignment settings.

Stage 2 - 3 Line Title

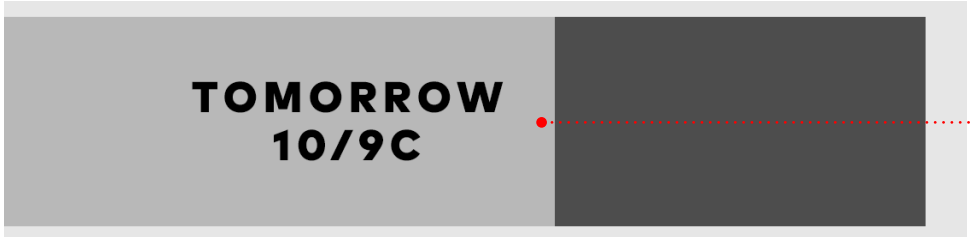
3 LINE TITLE
FONT: FF Mark Pro Black
CASE: All Caps
ALIGNMENT: Centered Vertically and Horizontally Within Type Area
SIZE: 17pt
LEADING: 19pt
KERNING: Optical
TRACKING: 150



Stage 2 - Tiered Title

TIERED PROGRAM TITLE 1
FONT: FF Mark Pro Black
CASE: All Caps
ALIGNMENT: Centered
SIZE: 25pt
KERNING: Optical
TRACKING: 150

TIERED PROGRAM TITLE 2
FONT: FF Mark Pro Book
CASE: All Caps
ALIGNMENT: Centered
SIZE: 16pt
LEADING: 16pt
KERNING: Optical
TRACKING: 50



Stage 3 - Tune-In

TUNE-IN
FONT: FF Mark Pro Black
CASE: All Caps
ALIGNMENT: Centered Vertically and Horizontally Within Type Area
SIZE: 25pt
LEADING: 28pt
KERNING: Optical
TRACKING: 150

Stage 4 of video snipes use the type specs from the Tune-In snipes.
Refer to pg. 57 for those values.

MENUS

MENUS

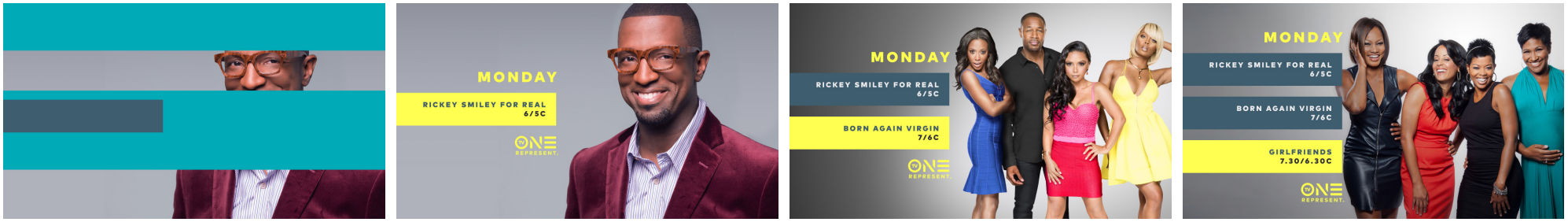
OVERVIEW

Menus are a :10 animation that step through the programming sequentially. Available in 3 show and 2 show formats, each show is highlighted for a portion of the menu.

Only still imagery/key art should be used with menus. Due to the quick pacing of the sequence, including moving footage would become distracting to the viewer. In cases when imagery is not available, there is a graphic option.

Please note - for consistency throughout menus, if one a graphic backplate is used, use this backplate for the entire menu, not for a single program. The rule of thumb of menu imagery is all or nothing.

SEQUENCE



3 Show Menu Example

2 SHOW

Image Backplate

Graphic Backplate-Dark

3 SHOW

Image Backplate

Graphic Backplate-Light

MENUS

STUNTS

Menus also offer a way to label any stunts being run on the network. Instead of the day header at the top of the menu, a 1 or 2 line stunt name can be swapped in.

When using a stunt on a menu, the day is moved onto the same line as the tune-in for each program. See the examples below.

STUNT NAMES

1 Line Stunt Name - (MON moved to tune-in line)

2 Line Stunt Name - (MON moved to tune-in line)

MENUS

TOOLKIT (1/2)*

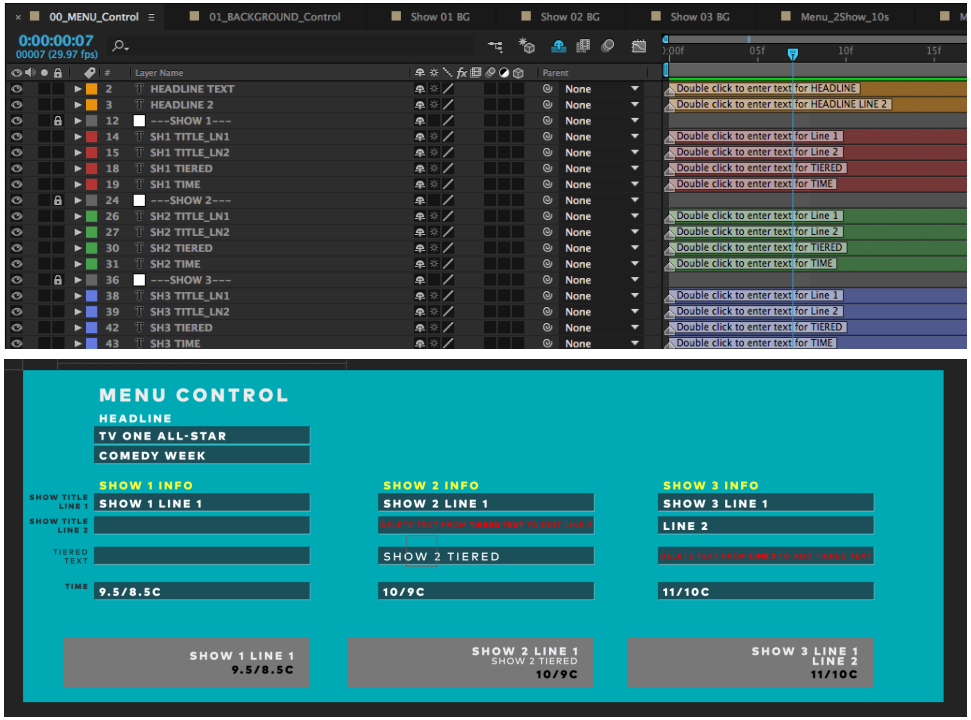
For this walk-through example, we will proceed under the assumption a 3 show menu is being created. For the creation of 2 show menus, the process is the same, except you will render from a different comp for the final output.

STEP 1

Save a copy of TV_One_Menu_01.aep as soon as you open the toolkit. Only work out of the saved copy. Never work out of the master toolkit. This ensures there is always a working project to use as a backup in the event of an error.

STEP 2

Open the comp "00_MENU_Control"
In this comp, use the labeled layers to enter the applicable headline (day or stunt name), show title and tune-in. A preview of your result is shown at the bottom of each shows column in the comp window.



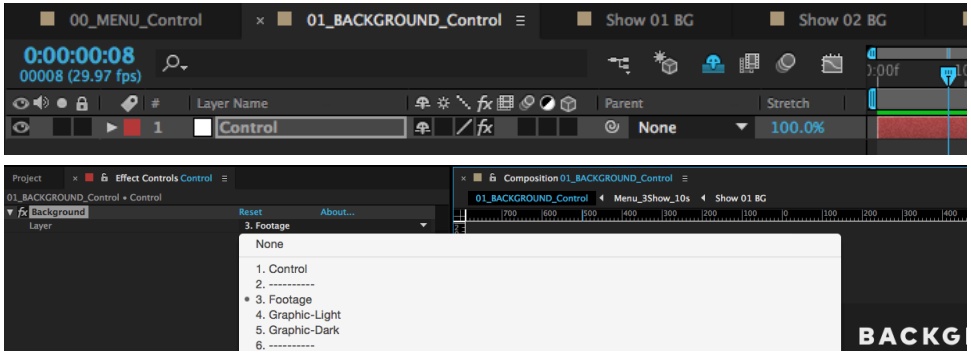
STEP 2 (CONTINUED)

When entering text, please note that text can not be in both the "show title line 2" and "tiered text" fields at the same time. you must use one or the other.

All empty fields must be completely empty. Even a space will cause the toolkit to function incorrectly. Be sure not to delete the layer, only the text. The layers must remain.

STEP 3

Open the comp "01_BACKGROUND_Control"
Select the "Control" layer, then open the effects panel. Here you will find a drop-down menu to select the type of background to use (select only from options 3 - 5.) If you have imagery to use for each stage of the menu, select "3. Footage", otherwise, select "4. Graphic-Light" or "5. Graphic-Dark." A preview of your result will appear in the comp window.



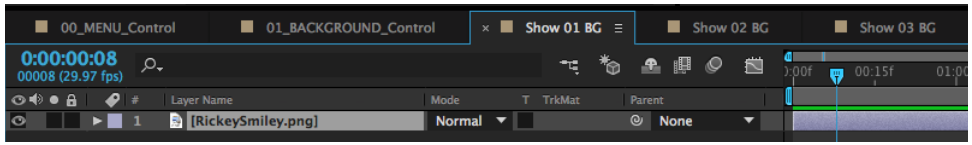
*Examples shown are from HD toolkits. Functionality for SD and HD toolkits are identical.

MENUS
TOOLKIT (2/2)*

*****IF YOU ARE USING A GRAPHIC BACKGROUND, PROCEED TO STEP 5*****

STEP 4

To enter the background images, there is a comp that corresponds with each show number (as labeled in comp "00_MENU_Control"). Open comp "Show 01 BG" and place the image into the timeline. Make sure this layer extends for the duration of this comp. Follow the same process for Show 2 (use comp "Show 02 BG") and Show 3 (use comp "Show 03 BG").

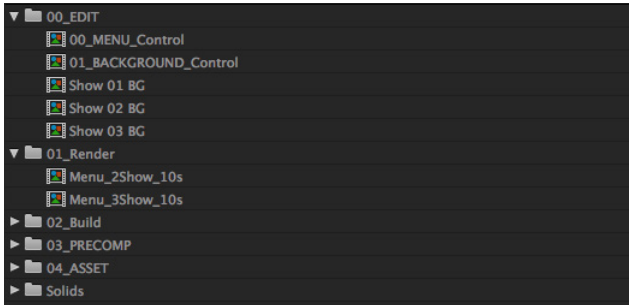


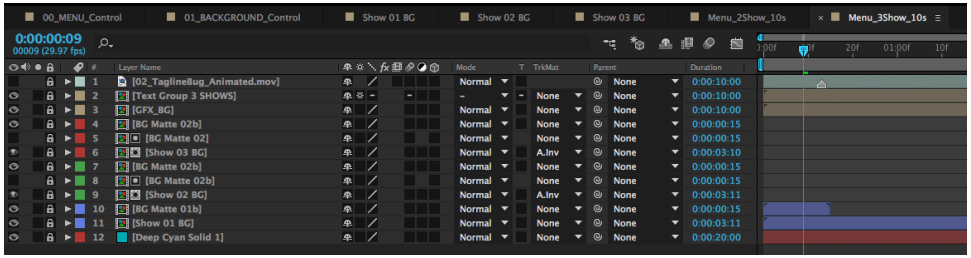
STEP 5

Open the comp "Menu_3Show_10s" Do not change any layer settings or visibility within this comp. Preview and render the final menu from this comp.

For 2 show menus, the process is exactly the same, however, you will preview and render from the "Menu_2Show_10s" comp instead.

Both will result in a :10 menu sequence. Render using the animation codec.





SD WINGS

SD WINGS

AIRING SD CONTENT ON THE HD FEED

When SD content is aired on the HD feed, wings are used to brand the pillar-boxes. Using our dark grey color, they are subtle as to not distract from the content. They are a static element and do not animate.

ON-AIR PROMO

TV ONE

OVERVIEW

PROMO OVERVIEW

3 TYPES OF PROMO PACKAGES

Promos are a highly visible element of the on-air brand. The promo toolkits are modular to allow flexibility in creating an appropriate personality and feel for each show or event.

Specific promo packages have been developed for different programming. Distinct packages for Episodic/General Promos, Movie Promos, and Classics Promos have a look and feel geared towards its content. Within each package, color options allow for further flexibility and customization.

EPISODIC PROMO

MOVIE PROMO

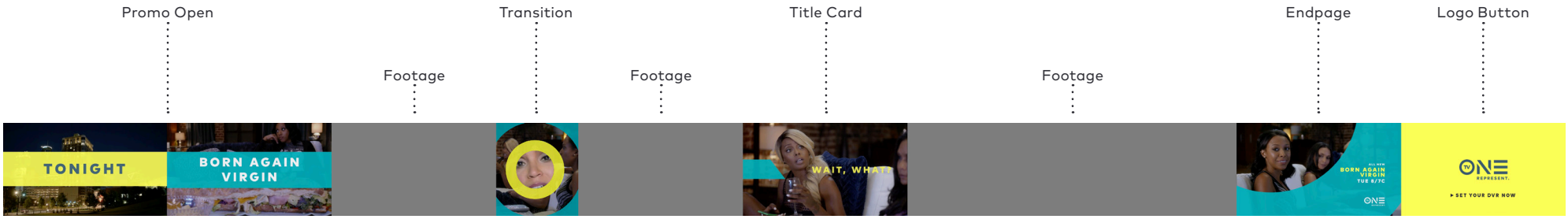
CLASSICS PROMO

PROMO ANATOMY

STRUCTURE + SEQUENCE

Despite the several iterations of promos available, all toolkits incorporate the same set of tools. Meaning that all promos, regardless of category, fall under the same basic structure and can be constructed as needed. Below is a sample of how a promo may be assembled. Transitions, Title Cards and Lower Thirds can be rearranged as needed - but promos always start with Promo Opens and end with Endpages / Logo Buttons.

The Logo Bug is to remain visible over footage within the meat of the promo at 100% opacity. Be mindful to bring it on and off-screen in a manner that keeps it clear from interfering with any transitions (out of the promo open, into the endpage, and any mid-promo footage transitions used). The Bug is not to be used during Title cards.



Lower Thirds can be used used over any piece of footage as needed. Bugs appear alongside Lower Thirds

Bugs are used over all footage within the meat of the promo.

PROMO FOOTAGE

CONSIDERING THE GRAPHICS IN THE EDIT

Above all, TV One content and talent are the focal points of promos. Whenever possible, showcase this front and center. The graphics should work in tandem with the footage to support the content, not obscure it. Striking this balance is the goal of all on-air branding.

Due to the nature of the promo package, type and graphics will often times appear over footage. When editing for a promo, this must be kept in mind. Type cards should never be used over faces of talent, or overly busy pieces of footage. Instead, use wider shots with negative space, landscapes, or any available B-roll footage as backplates to use type over. Additionally, footage may be frozen and re-cropped to allow space for type to live.

The rule of thumb when constructing an edit is to plan for type and graphics. To maintain a consistent messaging system for the viewer throughout all on-air elements, the placement of type within the promo package is fixed and may not be moved. Graphic elements and type are not moved to avoid a face, the promo must be cut to ensure there is no face where graphics need to be.

Using a combination of the various title cards and lower thirds, there are several options available to convey messaging while keeping the promo impactful.

The range of colors and elements available within the promo toolkits allow for various moods and tones to best pair with the shows they accompany. For example, slate and wine lend themselves to dramas and crime shows, while yellow and teal are energetic and youthful for comedies and reality series.

DO

Use lower thirds to label shows

Use the show name title cards

Freeze and re-crop imagery for clarity and contrast

DON'T

Cover talent with type

Adjust placement of type or use over busy footage

Cover the focal point of the footage with graphics

EPISODIC PROMOS

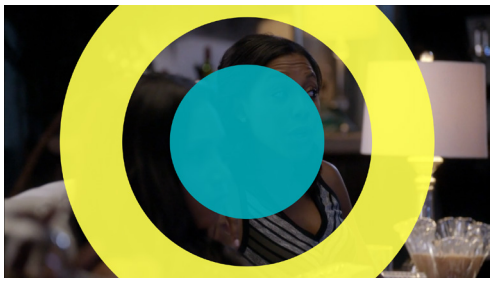
PROMO OPENS

ESTABLISHING WHEN AND WHAT

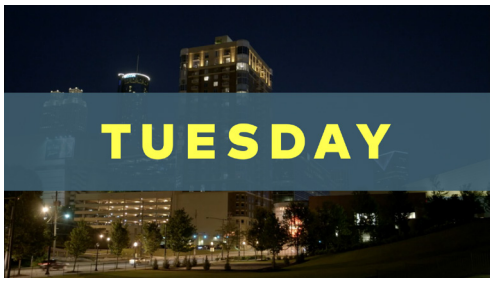
The episodic promo open is a quick animation using branded elements to stamp the start of TV One promos. Several color combinations are available within the toolkit to provide variety.

Use promo opens to establish when a program will be airing. Separate cards exist for denoting the specific day (Tuesday, Friday, etc) or a general time (Tomorrow, Weeknights, etc), and the program title.

ELEMENTS OF THE OPEN



01. Graphic Animation



02. Specific Day

02. General Time

03. Program Title

COLOR OPTIONS

01. Yellow

02. Teal

03. Wine

04. Off White

05. Slate

06. Dark Grey

PROMO OPENS

TOOLKIT*

There are 2 versions of the promo open within this toolkit. Both have the same elements, but V1 is more energetic and fast paced, while V2 is slightly slower paced. Choose the version most appropriate for the tone of the footage.

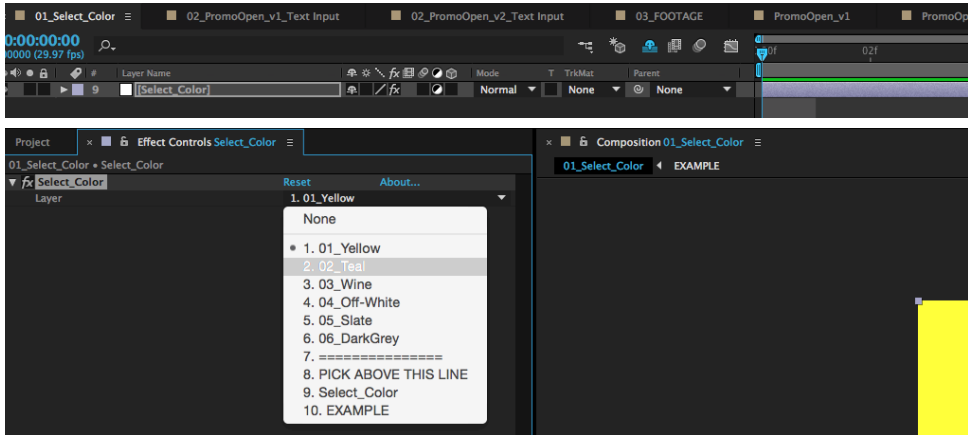
For this walk-through example, we will proceed under the assumption that we are rendering Promo Open V1. The steps for both versions are identical.

STEP 1

Save a copy of TV_One_PromoOpen_20160112_DC.aep as soon as you open the toolkit. Only work out of the saved copy. Never work out of the master toolkit. This ensures there is always a working project to use as a backup in the event of an error.

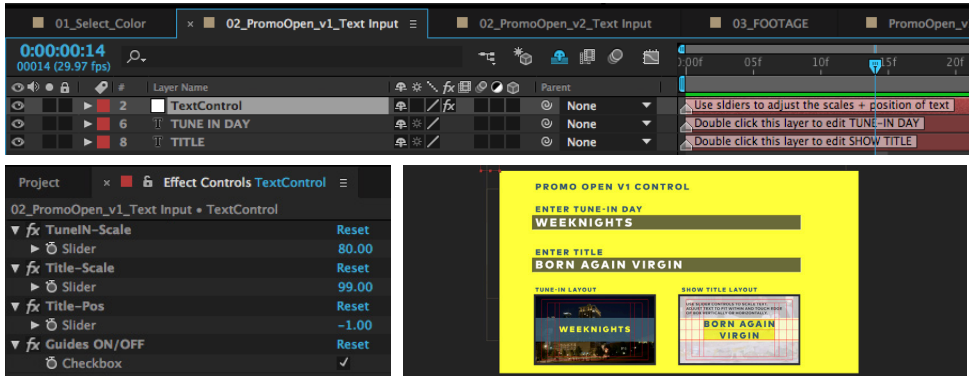
STEP 2

Open the comp "01_Select_Color"
In this comp, with the "[Select_Color]" layer highlighted, use the Effect Controls panel to access a drop-down menu and select from one of the 6 palette options.



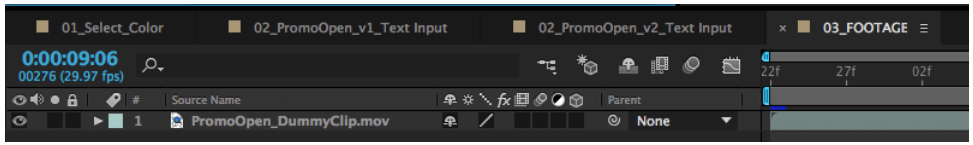
STEP 3

Open the comp "02_PromoOpen_v1_Text Input"
In this comp, enter the tune-in text (day of the week, tomorrow, tonight, etc) as well as the program title. Select the "TextControl" layer, and then use the slider controls in the Effect Controls panel to adjust the size and position of each element. Text should be vertically centered within the graphic bar, and scaled to fit within the guides shown in the comp window.



STEP 4

Open the comp "03_FOOTAGE"
In this comp, add the footage to be used in the promo open. Make sure the footage runs for the entire length of the comp.



STEP 5

Open the comp "PromoOpen_v1". Render from this comp.

For PromoOpen_v2, the process is exactly the same, however, you will edit text in the "02_PromoOpen_v2_Text Input" comp and render from the "PromoOpen_v2" comp instead.

Both will result in a :05 open sequence. Render using the animation codec.

*Examples shown are from HD toolkits. Functionality for SD and HD toolkits are identical.

TITLE CARDS A

LETTING THE BRAND SPEAK (1/2)

CATEGORIES/USAGE

Title cards should be used for interjecting the brand voice into promos, or for language to support/reinforce the VO.

There are 2 categories of title cards and several color options to choose from. Keep things fresh by changing up the color and style of card used throughout a promo.

Title Cards A have a graphic and key-able version, and are used for brand language and VO support. They are not formatted to display program titles.

TITLE CARDS A - GRAPHIC

01. Yellow

02. Teal

03. Wine

04. Off White

05. Slate

06. Dark Grey

TITLE CARDS A

LETTING THE BRAND SPEAK (2/2)

USING FOOTAGE WITH TITLE CARDS

It's important to take title cards into consideration when editing a promo. Both graphics and footage must be taken into account to ensure the two elements live in balance and do not fight each other. When using key-able title cards, choose footage that is not overly busy, and does not feature faces that may be obscured by the type. Landscapes, wide shots with negative space, B-roll, etc are ideal.

The position of the type within all title cards is designed to remain vertically centered and may not be moved. If appropriate footage is not available, use the graphic title cards.

TITLE CARDS A - KEY-ABLE

01. Yellow

02. Teal

03. Wine

04. Off White

05. Slate

06. Dark Grey

TITLE CARDS A

TOOLKIT*

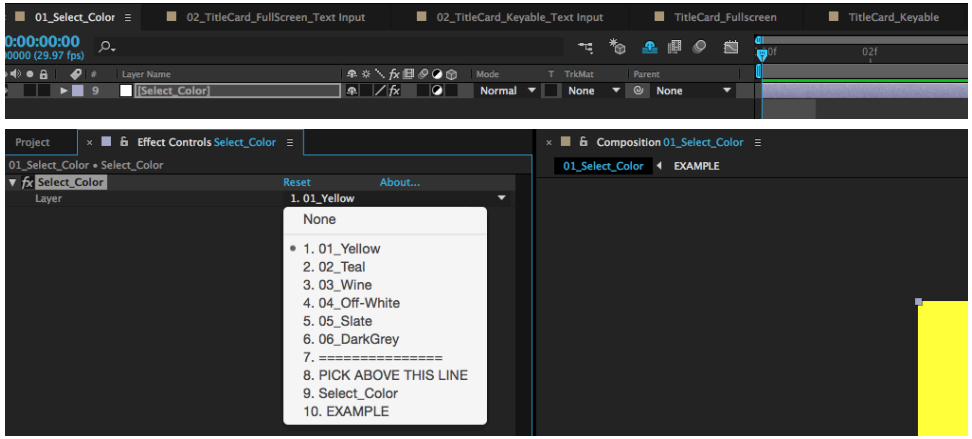
STEP 1

Save a copy of TV_One_PromoTitleCard_20160111_DC.aep as soon as you open the toolkit. Only work out of the saved copy. Never work out of the master toolkit. This ensures there is always a working project to use as a backup in the event of an error.

STEP 2

Open the comp "01_Select_Color"

In this comp, with the "[Select_Color]" layer highlighted, use the Effect Controls panel to access a drop-down menu and select from one of the 6 palette options.



TO CREATE A GRAPHIC TITLE CARD, PROCEED TO "STEP 3 - GRAPHIC"

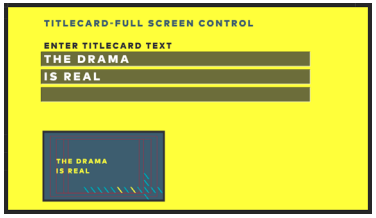
TO CREATE A KEY-ABLE TITLE CARD, PROCEED TO "STEP 3 - KEY-ABLE"

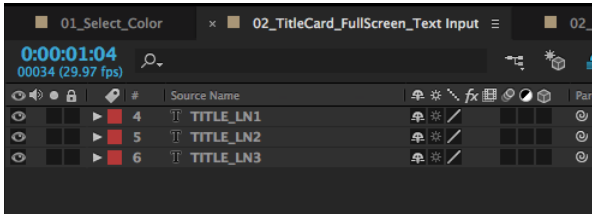
Both methods will result in a :05 title card. After rendering, apply over designated footage within the edit and trim as needed to fit.

STEP 3 - GRAPHIC

Open the comp "02_Titlecard_FullScreen_Text Input"

In this comp, enter the text for the title card. Use the preview provided in the comp window to ensure the text fits within title safety. Use additional lines as needed. Make sure undesired lines of type are free of all text to ensure proper a layout/render.





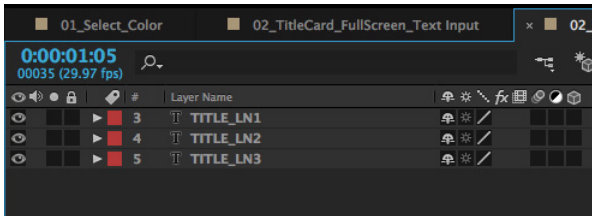
STEP 4 - GRAPHIC

Open the comp "TitleCard_Fullscreen". From this comp, render the title card using the animation codec.

STEP 3 - KEY-ABLE

Open the comp "02_Titlecard_Keyable_Text Input"

In this comp, enter the text for the title card. Use the preview provided in the comp window to ensure the text fits within title safety and does not interfere with the graphic. Use additional lines as needed. Make sure undesired lines of type are free of all text to ensure proper a layout/render



STEP 4 - KEY-ABLE

Open the comp "TitleCard_Keyable". From this comp, render the title card with an alpha using the animation codec.

*Examples shown are from HD toolkits. Functionality for SD and HD toolkits are identical.

TITLE CARDS B

LETTING THE BRAND SPEAK

CATEGORIES/USAGE

Title Cards B should only be used for instances when show footage is not available. They are not formatted for language/brand voice type and should only be used for program titles.

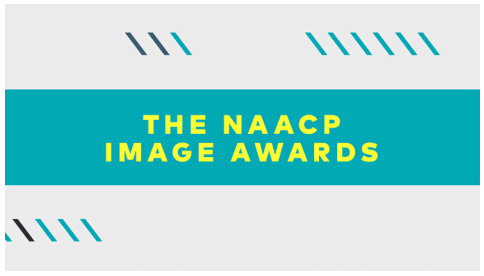
When labeling a program outside of the open and show footage is available, use the lower thirds and let the content be the hero.

TITLE CARDS B - BAR

01. Yellow

02. Teal

03. Wine



04. Off White

05. Slate

06. Dark Grey

TITLE CARDS B - SLASH

01. Yellow

02. Teal

03. Wine

04. Off White

05. Slate

06. Dark Grey

TITLE CARDS B

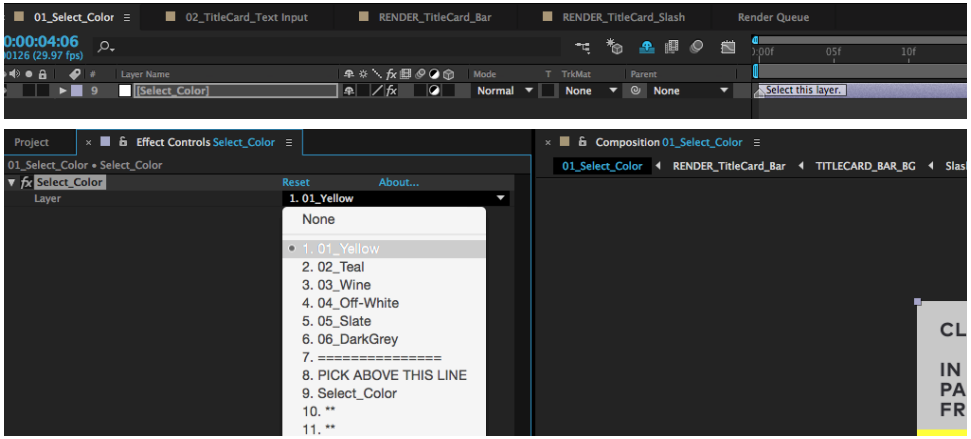
TOOLKIT*

STEP 1

Save a copy of TV_One_PromoTitleCard_B_2016016.aep as soon as you open the toolkit. Only work out of the saved copy. Never work out of the master toolkit. This ensures there is always a working project to use as a backup in the event of an error.

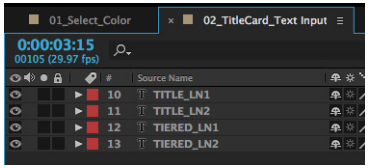
STEP 2

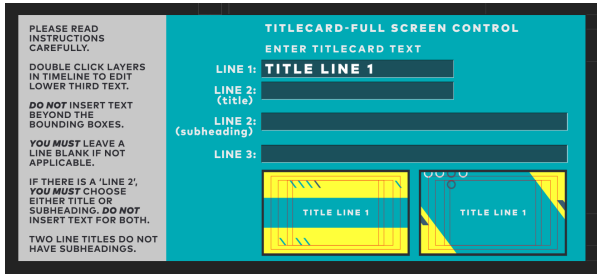
Open the comp "01_Select_Color"
In this comp, with the "[Select_Color]" layer highlighted, use the Effect Controls panel to access a drop-down menu and select from one of the 6 palette options.



STEP 3

Open the comp "02_TitleCard_Text Input"
In this comp, enter the program title. Follow the instructions in the comp window for entering text fields. A preview of your result will be shown.





STEP 3 (CONTINUED)

Make sure the text fields for any unused lines are completely empty. Even a space will cause an error within the toolkit. Also, be sure to not accidentally delete any of the text layers. They must be empty, yet present, to function properly.

STEP 4

Chose the design you wish to use for the title card, the bar or the slash, and open the corresponding comp.

For the bar design, open and render from the comp "RENDER_TitleCard_Bar".

For the slash design, open and render from the comp "RENDER_TitleCard_Slash".

Both will result in a :05 title card.
After rendering, trim as needed to work within the edit. Render using the animation codec.

*Examples shown are from HD toolkits. Functionality for SD and HD toolkits are identical.

LOWER THIRDS

A SUPPORTING VOICE

Lower thirds are versatile elements within the promo toolkit and are available in 5 type configurations, with 6 different color options for each. They occupy the same space on the screen as the snipes.

They can be used to call out attributes like new episodes, a premiere, finale, special events, etc. They can also be used to label shows if multiple titles are included in a single promo.

Content is king on TV One, lower thirds allow the footage to take center stage while still delivering messaging to the viewer.

COLOR OPTIONS

01. Yellow

02. Teal

03. Wine

04. Off White

05. Slate

06. Dark Grey

TYPE LAYOUTS

1 Line

1 Line / 1 Subtext

1 Line / 2 Subtext

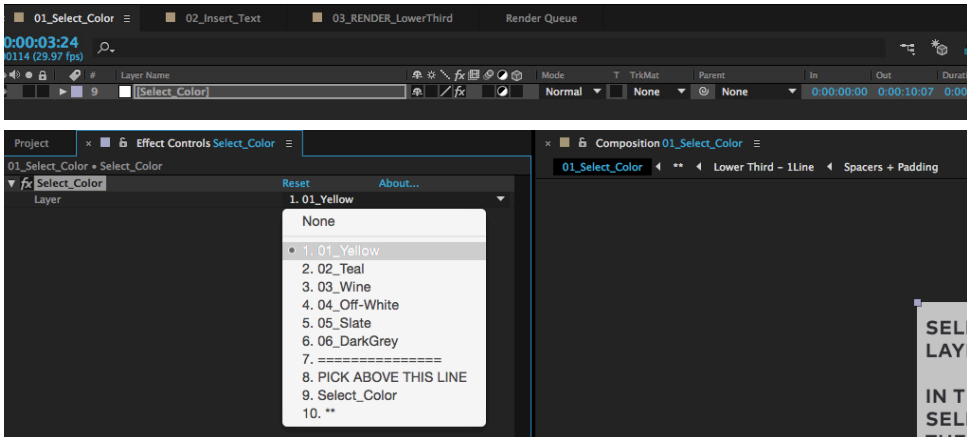
2 Line

2 Line / 1 Subtext

LOWER THIRDS
TOOLKIT*

STEP 1
Save a copy of TV_One_LowerThirds_04.aep as soon as you open the toolkit. Only work out of the saved copy. Never work out of the master toolkit. This ensures there is always a working project to use as a backup in the event of an error.

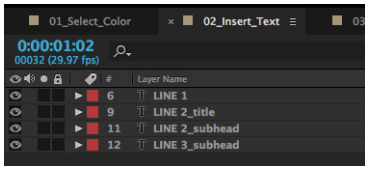
STEP 2
Open the comp "01_Select_Color"
In this comp, with the "[Select_Color]" layer highlighted, use the Effect Controls panel to access a drop-down menu and select from one of the 6 palette options.

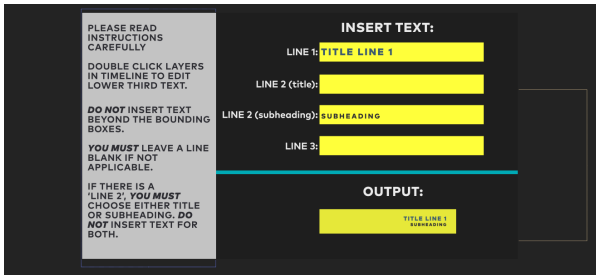


STEP 3
Open the comp "02_Insert_Text"
In this comp, enter the text as needed. Each text field has its own layer. Follow the instructions in the comp window for entering text fields. A preview of your result will be shown.

Make sure the text fields for any unused lines are completely empty. Even a space will cause an error within the toolkit. Also, be sure to not accidentally delete any of the text layers. They must be empty, yet present to function properly.

STEP 3 (CONTINUED)





STEP 4
Open the comp "03_RENDER_LowerThird"
In this comp, scrub through to preview the lower third. Render from this comp with alpha

Render will result in a :10 lower third. After rendering, apply over designated footage and edit as needed to fit within the edit.

Render will result in a :10 lower third. Render using the animation codec.

After rendering, apply over designated footage and edit as needed to fit within the edit. Each lower third has an animation in and out, if trimming within the edit, be sure not to lose the animation out.

*Examples shown are from HD toolkits. Functionality for SD and HD toolkits are identical.

ENDPAGES

SUMMARIZING THE PROMO

Episodic promo toolkits include options for 3 different endpage layouts based on the letter forms of the logo - each available in 6 color-ways. In addition, each configuration also has a purely graphic option for instances when suitable imagery/footage is not available.

When program attributes are present, that element is used in the animation sequence into the resolved endpage (examples below).

When choosing an endpage layout to use, two main factors to consider are title length and available imagery/footage for that program

The 'O' and 'N' endpages are suitable for shorter titles, while the 'E' layout will support any title length.

When selecting imagery, be sure the graphics do not cover/intersect a face or focal element, and the imagery selected contrasts with the color endpage you choose. Footage without a lot of movement or key art stills are ideal for use in endpages. If this is not possible, use the graphic endpage option.

ANIMATION

Endpage w/ Program Attribute

Endpage w/o Program Attribute

ENDPAGES

'O' CONTAINER

Due to the space constraints of the 'O' endpage, programs with shorter titles are ideal. Titles can be stacked to fit, but when more space is needed for the title, or footage is not available to work within the layout, use the 'E' endpage.

TYPE CONFIGURATIONS

1 Line

2 Line

1 Line Tiered

2 Line Tiered

COLORS

01. Yellow - Image

02. Teal - Image

03. Wine - Image

04. Off White - Image

05. Slate - Image

06. Dark Grey - Image

01. Yellow - Graphic

02. Teal - Graphic

03. Wine - Graphic

04. Off White - Graphic

05. Slate - Graphic

06. Dark Grey - Graphic

ENDPAGES

'N' CONTAINER

Due to the space constraints of the 'N' endpage, programs with shorter titles are ideal. Titles can be stacked to fit, but when more space is needed for the title, or footage is not available to work within the layout, use the 'E' endpage.

TYPE CONFIGURATIONS

1 Line

2 Line

1 Line Tiered

2 Line Tiered

COLORS

01. Yellow - Image

02. Teal - Image

03. Wine - Image

04. Off White - Image

05. Slate - Image

06. Dark Grey - Image

01. Yellow - Graphic

02. Teal - Graphic

03. Wine - Graphic

04. Off White - Graphic

05. Slate - Graphic

06. Dark Grey - Graphic

ENDPAGES

'E' CONTAINER

For longer titles that won't fit within the 'O' and 'N' endpages, the 'E' endpage offers more flexibility with title length. This format also allow for use of group photos and wide shots for imagery.

TYPE CONFIGURATIONS

1 Line

2 Line

1 Line Tiered

COLORS

01. Yellow - Image

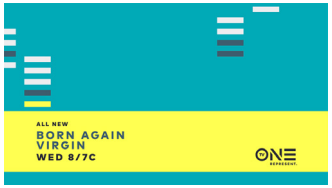
02. Teal - Image

03. Wine - Image

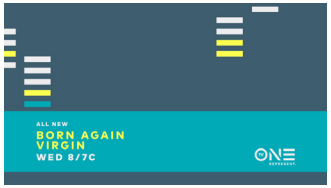
04. Off White - Image

05. Slate - Image

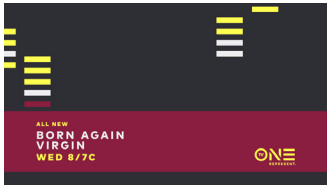
06. Dark Grey - Image



01. Yellow - Graphic

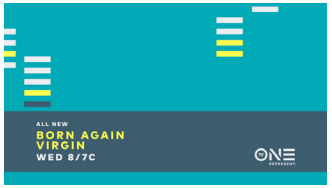


02. Teal - Graphic

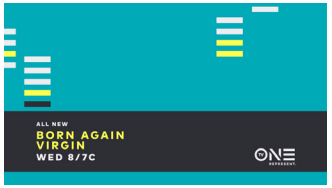


03. Wine - Graphic

04. Off White - Graphic



05. Slate - Graphic



06. Dark Grey - Graphic

ENDPAGES

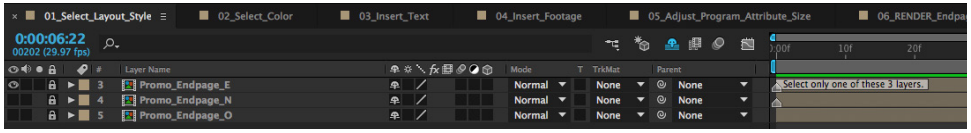
TOOLKIT (1/2)*

STEP 1

Save a copy of TV_One_Promo_Episodic_Endpages_19.aep as soon as you open the toolkit. Only work out of the saved copy. Never work out of the master toolkit. This ensures there is always a working project to use as a backup in the event of an error.

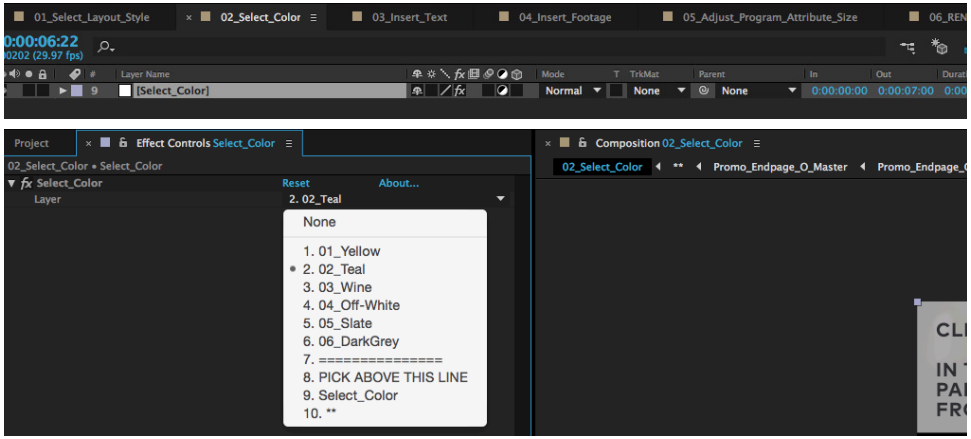
STEP 2

Open the comp "01_Select_Layout_Style"
In this comp, select which layout to use (O, N, or E) and make that layer visible. Be sure only one layer is visible.



STEP 3

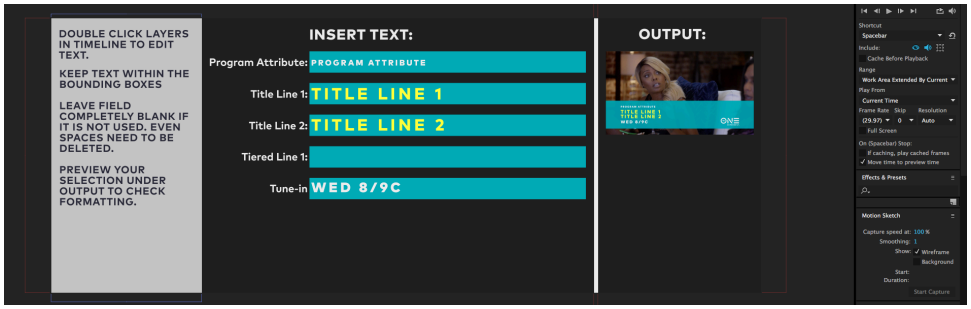
Open the comp "02_Select_Color"
In this comp, with the "[Select_Color]" layer highlighted, use the Effect Controls panel to access a drop-down menu and select from one of the 6 palette options.



STEP 4

Open the comp "03_Insert_Text"
In this comp, enter the text as needed. Each text field has its own layer. Follow the instructions in the comp window for entering text fields. A preview of your result will be shown.

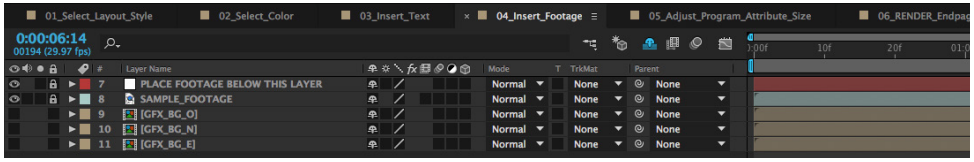
Make sure the text fields for any unused lines are completely empty. Even a space will cause an error within the toolkit. Also, be sure to not accidentally delete any of the text layers. They must be empty, yet present to function properly.



STEP 5

Open the comp "04_Insert_Footage"
Use this comp to add footage for the endpage sequence or select the graphic background option. When using footage, be sure the footage runs for the entire duration of the comp. Follow the instructions in the comp window. When selecting the graphic background option, be sure to turn on the layer that corresponds with the endpage style you've chosen in step 2.

If using footage, make sure none of the GFX_BG comps are turned on. If any of the GFX_BG comps are turned on, even with the footage above it, the opacity of the final graphics will be incorrect.



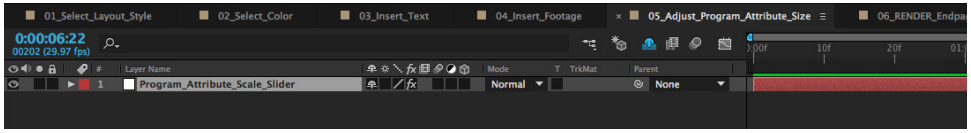
*Examples shown are from HD toolkits. Functionality for SD and HD toolkits are identical.

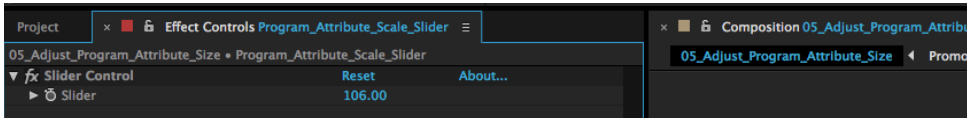
ENDPAGES

TOOLKIT (2/2)*

STEP 6

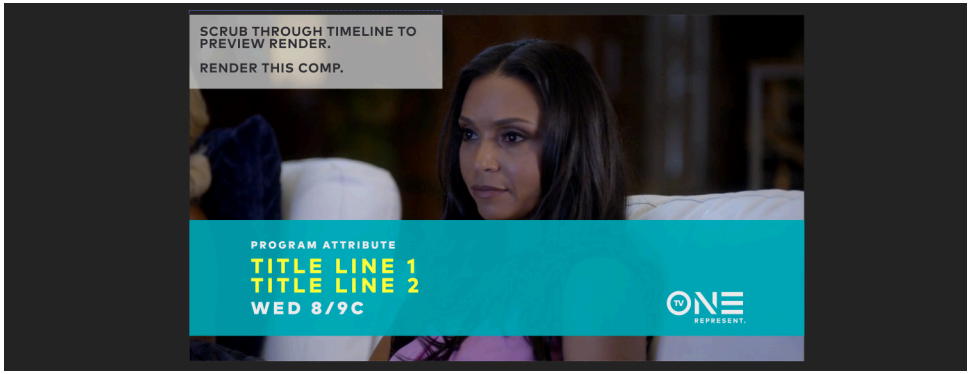
Open the comp "05_Adjust_Program_Attribute_Size"
If no program attribute is used, skip this step. Otherwise, follow the instructions in the comp window to adjust the scale of the program attribute for the start of the endpage animation sequence.





STEP 7

Open the comp "06_RENDER_Endpage"
Scrub through to preview the endpage. Render from this comp with an alpha.



Render will result in a :07 endpage. Render using the animation codec.

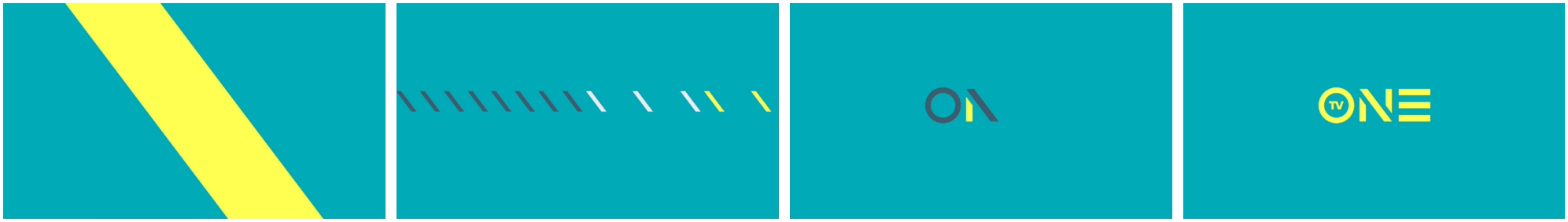
LOGO BUTTON

A BRANDED SIGNATURE

The logo button is the exclamation point at the end of a promo. It brings the logo full frame and provides a “drop the mic” moment to wrap everything up.

These :05 animations are available for the Hero Logo, Tagline Logo, and DVR call to action. There are 6 color options to choose from.

ANIMATION



Hero Button

Tagline Button

DVR Button

LOGO BUTTON

VERSIONS

HERO

01. Yellow

02. Teal

03. Wine

04. Off White

05. Slate

06. Dark Grey

TAGLINE

01. Yellow

02. Teal

03. Wine

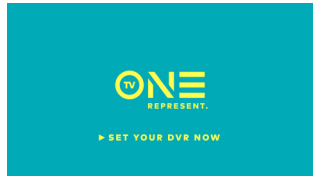
04. Off White

05. Slate

06. Dark Grey

DVR

01. Yellow



02. Teal

03. Wine

04. Off White

05. Slate

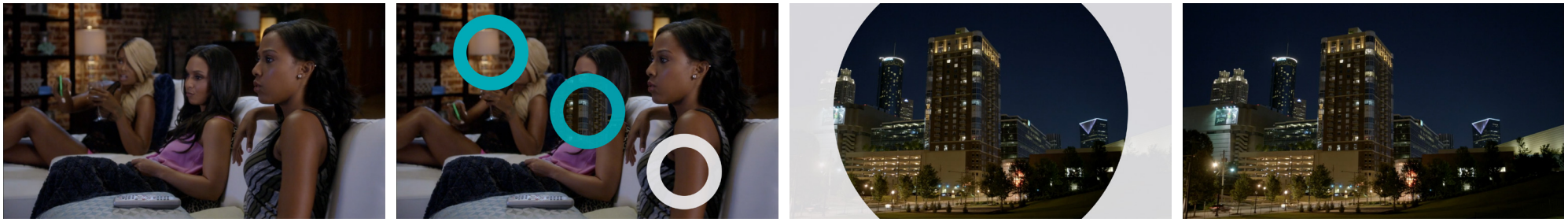
06. Dark Grey

TRANSITIONS

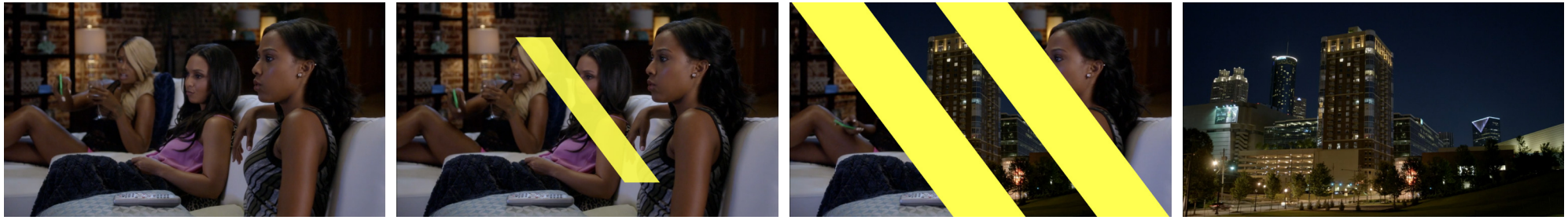
USING THE LOGO AS A WINDOW

Each letter of the logo has a transition based on its shape and is available in all 6 colors of the palette for maximum impact. Use transitions to keep the flow of branded graphics present during promos without leaving the content.

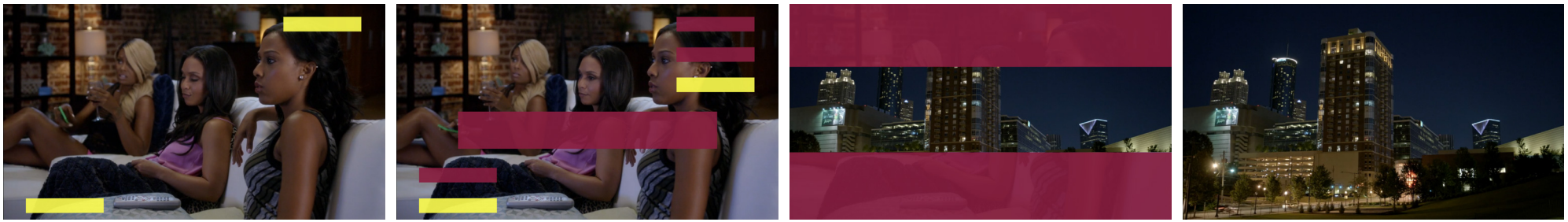
ANIMATION



O Transition



N Transition



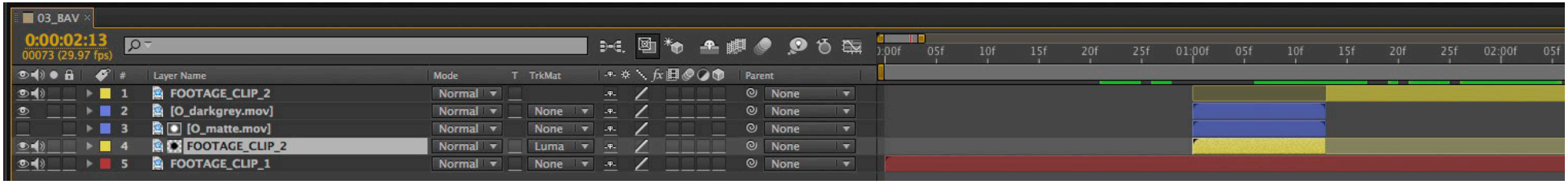
E Transition

TRANSITIONS

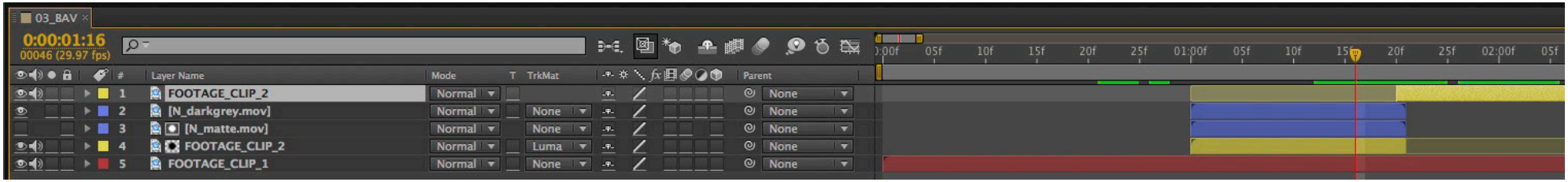
USAGE

Follow the following guide examples for how to set up footage with each of the transitions. Please note, the overlapping frame of footage in the 'N' transition is purposeful and must be set in this manner to work properly.

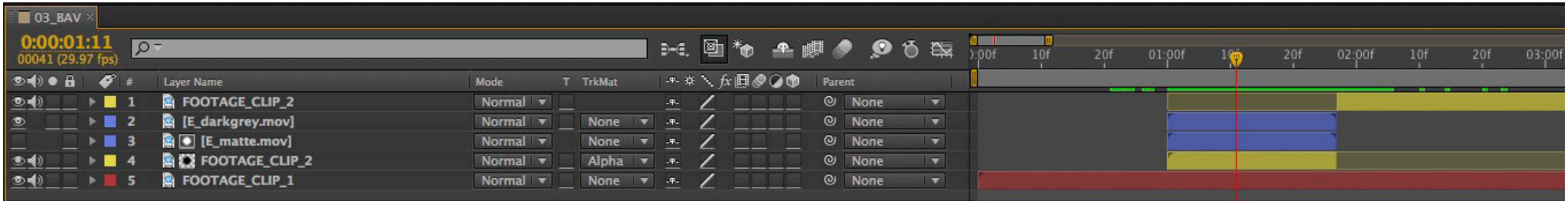
'O' TRANSITION LAYER ORDER



'N' TRANSITION LAYER ORDER



'E' TRANSITION LAYER ORDER



MOVIE PROMO

MOVIE PROMO OPENS

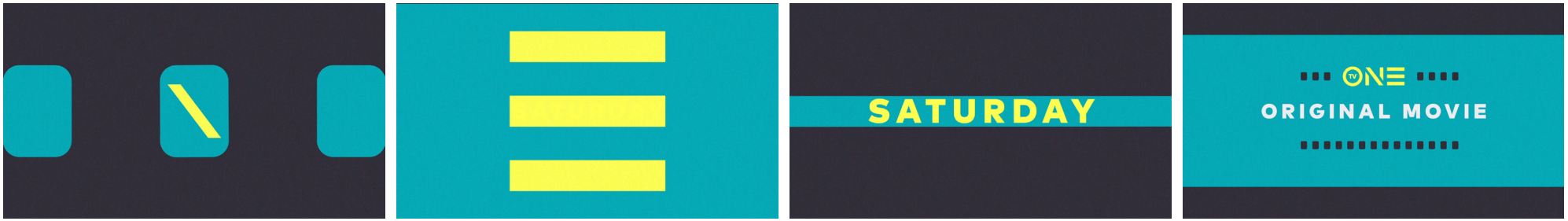
TV ONE ORIGINALS

A promo open animation exists specifically for TV One original movies, in 2 color-ways. While either color-way may be used for any movie, the wine color is included for dramatic or crime-based movies.

The Original Movie open allows a card for the day to be included in the open. A separate title card exists within the Movie Promo toolkit to include the movie name.

Throughout all elements of the movie promos, a film grain texture is present over graphics. For this reason, elements from other promo packages should never be used within a movie promo.

ANIMATION



01. Teal

02. Wine

MOVIE PROMO OPENS

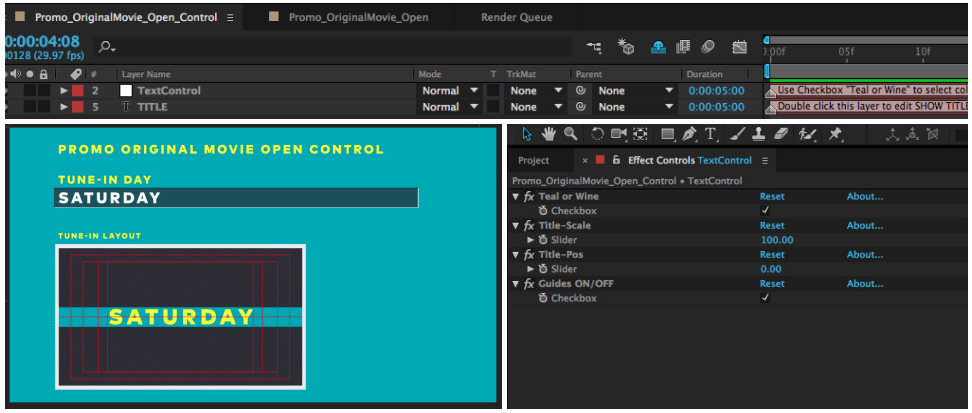
TV ONE ORIGINALS TOOLKIT*

STEP 1

Save a copy of TV_One_Promo_Open_OriginalMovie.aep as soon as you open the toolkit. Only work out of the saved copy. Never work out of the master toolkit. This ensures there is always a working project to use as a backup in the event of an error.

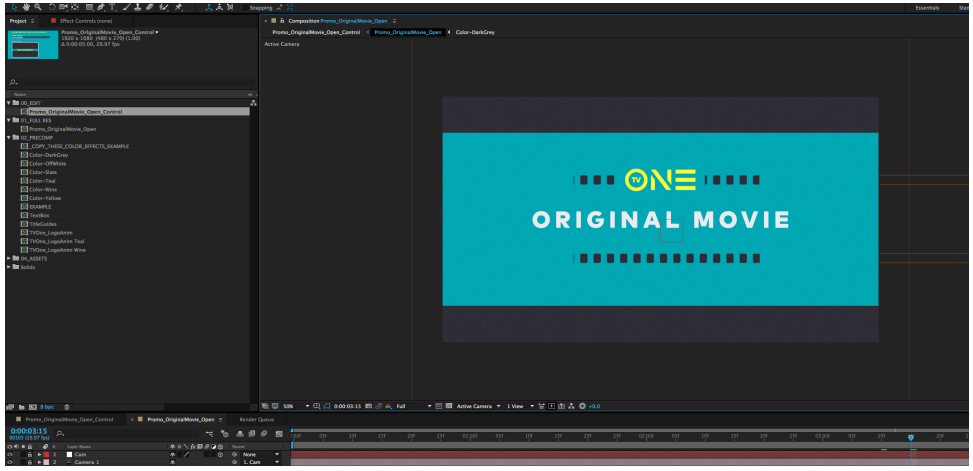
STEP 2

Open the comp “Promo_OriginalMovie_Open_Control”
Double click the “TITLE” later and enter the tune-in day. Next, with the “TextControl” layer highlighted, use the Effect Controls panel to adjust the scale/ position of the text to fit comfortably within the graphic bar. Use the “Teal or Wine” checkbox control to choose your color.



STEP 3

Open the comp “Promo_OriginalMovie_Open”
Preview the open here, and then render from this comp.



This render produces a :05 open. Render using the animation codec.

*Examples shown are from HD toolkits. Functionality for SD and HD toolkits are identical.

MOVIE PROMO OPENS

WORLD PREMIERE

For premiere airings of movies, the World Premiere promo open may be used. It features the same color options as the Original Movie open, however instead of the date of air, the movie title is included at the tail of the open.

Throughout all elements of the movie promos, a film grain texture is present over graphics. For this reason, elements from other promo packages should never be used within a movie promo.

ANIMATION

01. Teal

02. Wine

MOVIE PROMO OPENS

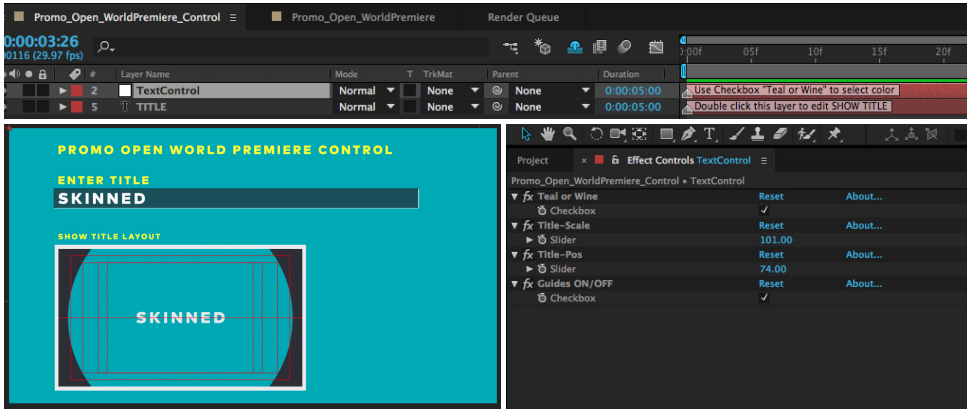
WORLD PREMIERE TOOLKIT*

STEP 1

Save a copy of TV_One_Promo_Open_WorldPremiere.aep as soon as you open the toolkit. Only work out of the saved copy. Never work out of the master toolkit. This ensures there is always a working project to use as a backup in the event of an error.

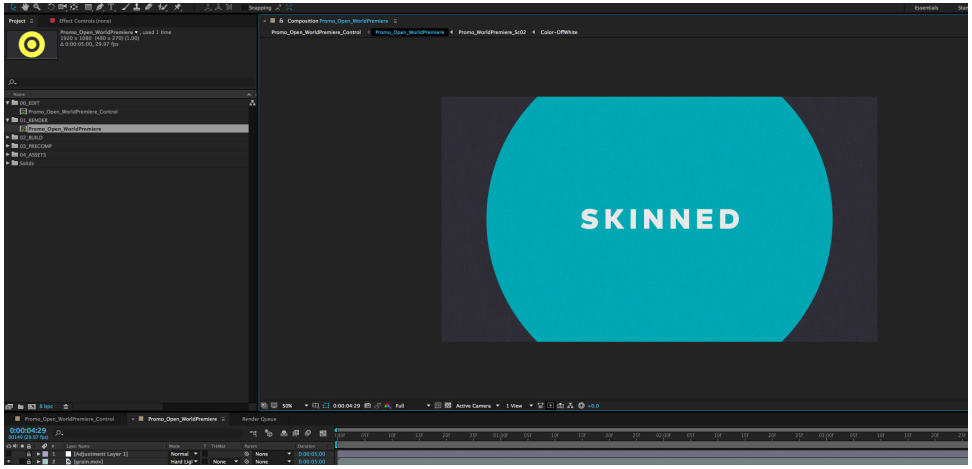
STEP 2

Open the comp “Promo_Open_WorldPremiere_Control”
Double click the “TITLE” later and enter the movie title. Next, with the “TextControl” layer highlighted, use the Effect Controls panel to adjust the scale/ position of the text to fit comfortably within center-cut safety (this ensures proper negative space throughout the animation sequence) Use the “Teal or Wine” checkbox control to choose your color.



STEP 3

Open the comp “Promo_Open_WorldPremiere”
Preview the open here, and then render from this comp.



This render produces a :05 open. Render using the animation codec.

*Examples shown are from HD toolkits. Functionality for SD and HD toolkits are identical.

MOVIE TITLE CARDS

MOVIE TITLE AND LANGUAGE

Title cards within the movie promo package can be used for movie titles, days, or brand language. The type layout is customizable in scale and line count within the promo toolkit.

3 color options exist to allow for flexibility and variety when creating promos for movies. However, when using the Dark-Teal color-ways, do not pair this with the Dark-Wine elements and vice versa.

TYPE LAYOUTS

1 Line

2 Line

3 Line

COLORS

01. Dark - Teal

02. Dark - Wine

03. Light

MOVIE TITLE CARDS

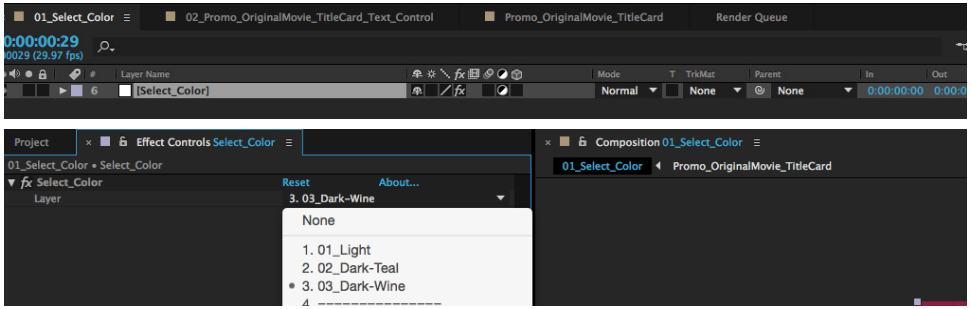
TOOLKIT*

STEP 1

Save a copy of TV_One_Promo_Movie_TitleCard.aep as soon as you open the toolkit. Only work out of the saved copy. Never work out of the master toolkit. This ensures there is always a working project to use as a backup in the event of an error.

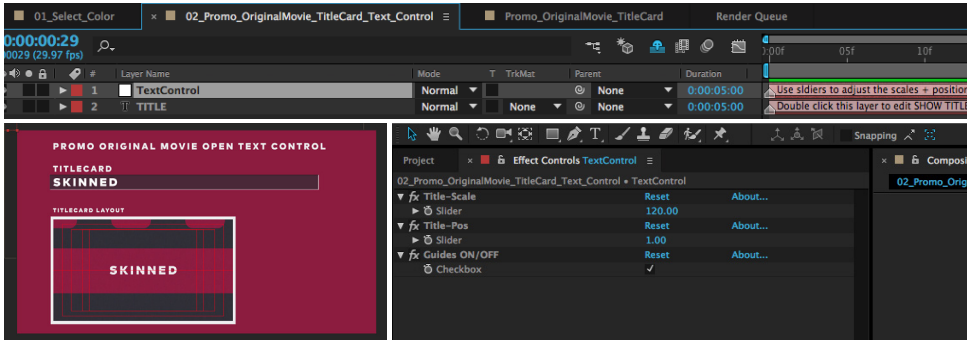
STEP 2

Open the comp "01_Select_Color"
In this comp, with the "[Select_Color]" layer highlighted, use the Effect Controls panel to access a drop-down menu and select from one of the 3 palette options.



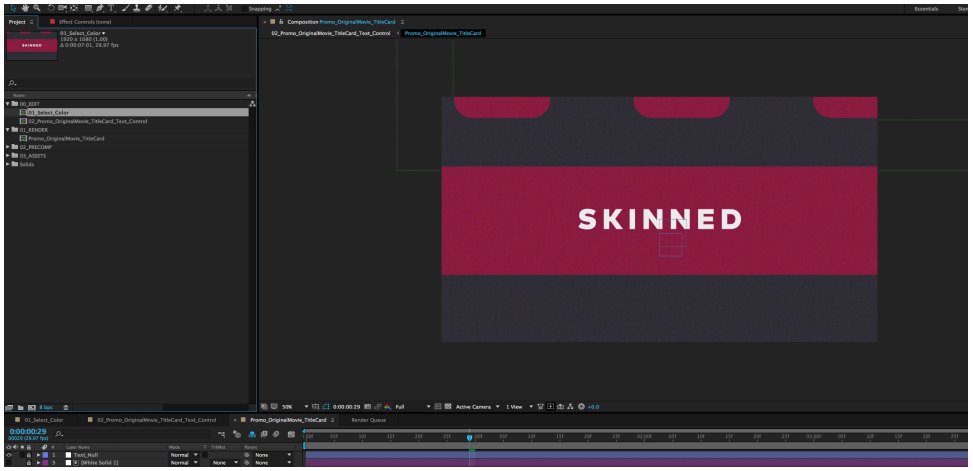
STEP 3

Open the comp "02_Promo_OriginalMovie_TitleCard_Text_Control"
In this comp, enter the text for the title card. Use the preview provided in the comp window to ensure the text fits within title safety. Select the "TextControl" layer, and use the controls in the Effect Controls panel to adjust the scale and position. The text should be centered within the graphic bar.



STEP 4

Open the comp "Promo_OriginalMovie_TitleCard"
From this comp, preview and render the title card.



Both will result in a :05 title card. Render with the animation codec.

*Examples shown are from HD toolkits. Functionality for SD and HD toolkits are identical.

MOVIE LOWER THIRDS

FOR ADDITIONAL INFORMATION AS NEEDED

Lower thirds within the movie promo package are located and behave in the same manner as the episodic promos. There are 5 type configurations, with 3 color options for each.

They can be used to call out movie names, as well as point out any features or attributes about the movies airing.

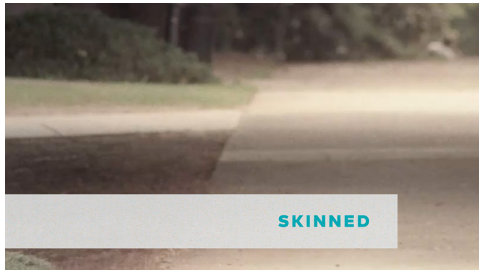
Please note, that while the Teal and Wine lower thirds have the same resolved lockup design, during their animations, elements are colored teal and wine respectively. The teal and wine graphics are never used together.

COLOR OPTIONS

01 + 02. Dark - Teal/Wine

03. Light

TYPE LAYOUTS



1 Line

1 Line / 1 Subtext

1 Line / 2 Subtext

2 Line

2 Line / 1 Subtext

MOVIE LOWER THIRDS

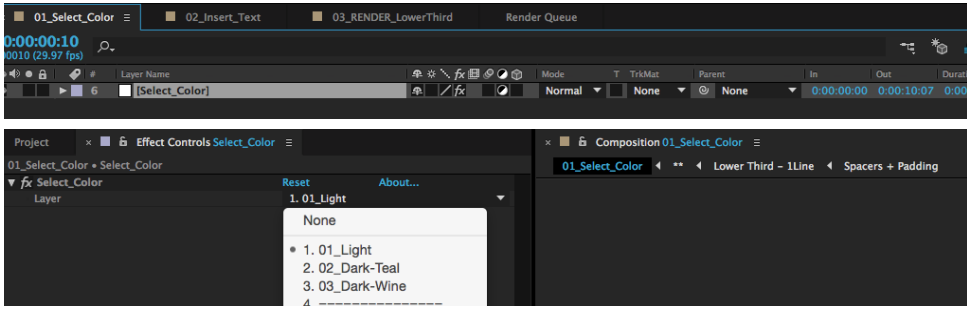
TOOLKIT*

STEP 1

Save a copy of TV_One_Promo_Movie_LowerThirds_08.aep as soon as you open the toolkit. Only work out of the saved copy. Never work out of the master toolkit. This ensures there is always a working project to use as a backup in the event of an error.

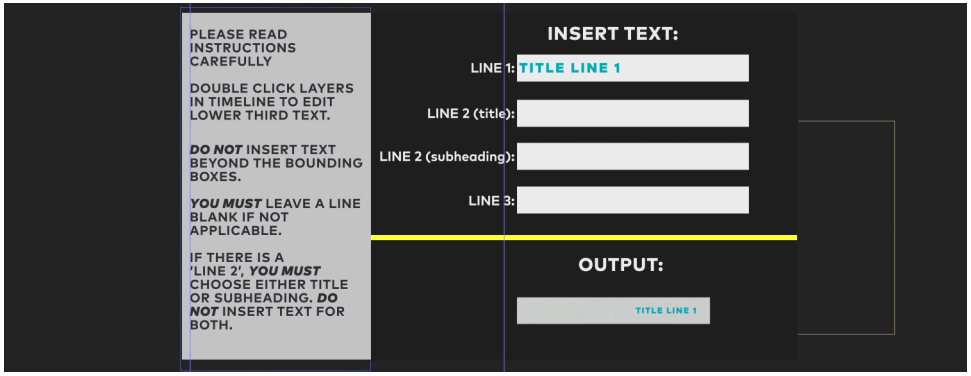
STEP 2

Open the comp "01_Select_Color"
In this comp, with the "[Select_Color]" layer highlighted, use the Effect Controls panel to access a drop-down menu and select from one of the 3 palette options.



STEP 3

Open the comp "02_Insert_Text"
In this comp, enter the text as needed. Each text field has its own layer. Follow the instructions in the comp window for entering text fields. A preview of your result will be shown.

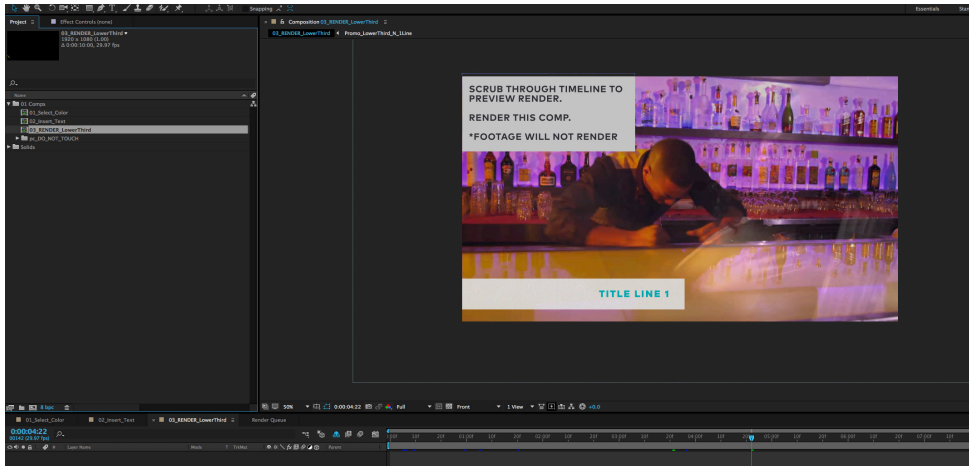


STEP 3 (CONTINUED)

Make sure the text fields for any unused lines are completely empty. Even a space will cause an error within the toolkit. Also, be sure to not accidentally delete any of the text layers. They must be empty, yet present, to function properly.

STEP 4

Open the comp "03_RENDER_LowerThird"
In this comp, scrub through to preview the lower third. Render from this comp with alpha



Render will result in a :10 lower third. Render using the animation codec.

After rendering, apply over designated footage and edit as needed to fit within the edit. Each lower third has an animation in and out, if trimming within the edit, be sure not to lose the animation out.

*Examples shown are from HD toolkits. Functionality for SD and HD toolkits are identical.

MOVIE ENDPAGES

SUMMARIZING THE PROMO

Endpages for the movie promo package have a single design available in 3 colors.

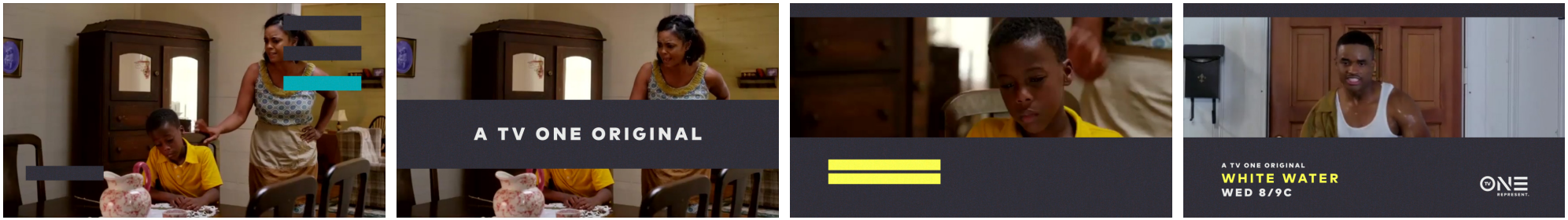
To remain consistent, if using a Dark-Teal open and Dark-Teal title cards, use the Dark-Teal endpage. In the same manner as the lower thirds, Both Dark-Teal and Dark-Wine endpages have the same final lockup, but feature colored elements in the animation.

Throughout all movie endpages, a film grain texture is present over graphics. For this reason, elements from other promo packages should never be used within a movie promo.

The endpage layout is based off of the anamorphic widescreen format. When selecting footage or imagery for the endpage, ensure that faces or any other important focal areas are not cut off by the footage window.

In instances where appropriate footage is not available, fully graphic endpages exist.

ANIMATION



Dark-Teal Endpage w/ Program Attribute

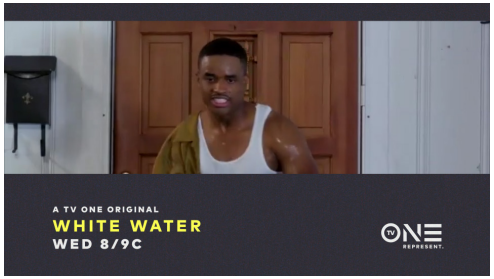
Dark-Teal Endpage

MOVIE ENDPAGES

TYPE AND COLOR

The wide format of the endpages allow room for all titles. 3 type layouts are programmed into the toolkit to chose from.

TYPE LAYOUTS

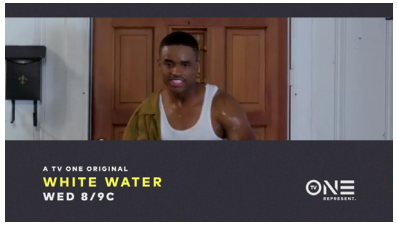


1 Line

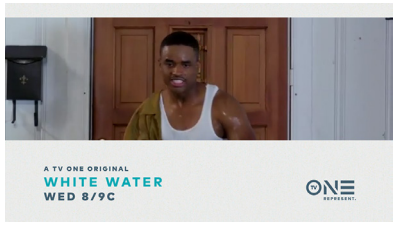
2 Line

Tiered

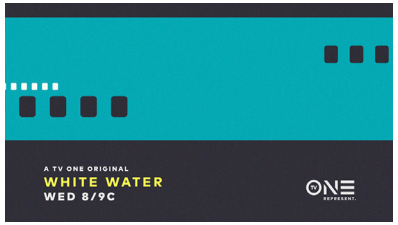
COLORS



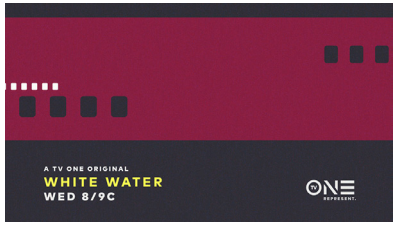
01. Dark - Teal/Wine



02. Light



03. Dark - Teal Graphic



04. Dark - Wine Graphic

05. Light Graphic

MOVIE ENDPAGES

TOOLKIT*

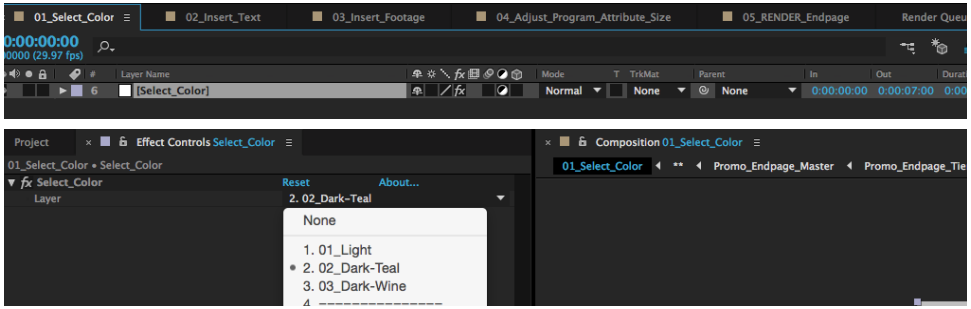
STEP 1

Save a copy of TV_One_Promo_Movie_Endpages_21.aep as soon as you open the toolkit. Only work out of the saved copy. Never work out of the master toolkit. This ensures there is always a working project to use as a backup in the event of an error.

STEP 2

Open the comp "01_Select_Color"

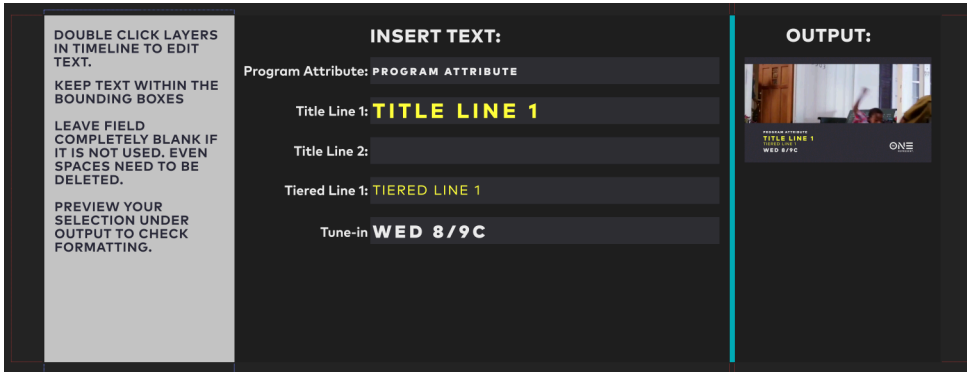
In this comp, with the "[Select_Color]" layer highlighted, use the Effect Controls panel to access a drop-down menu and select from one of the 3 palette options.



STEP 3

Open the comp "02_Insert_Text"

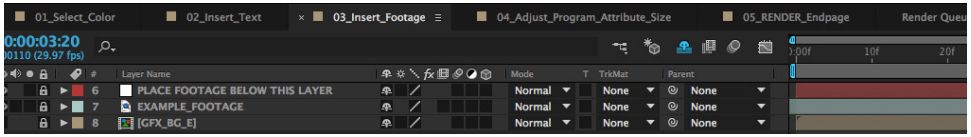
In this comp, enter the text as needed. Each text field has its own layer. Follow the instructions in the comp window for entering text fields. Unused fields must be completely blank. Do no delete unused layers. A preview will be visible.



STEP 4

Open the comp "03_Insert_Footage"

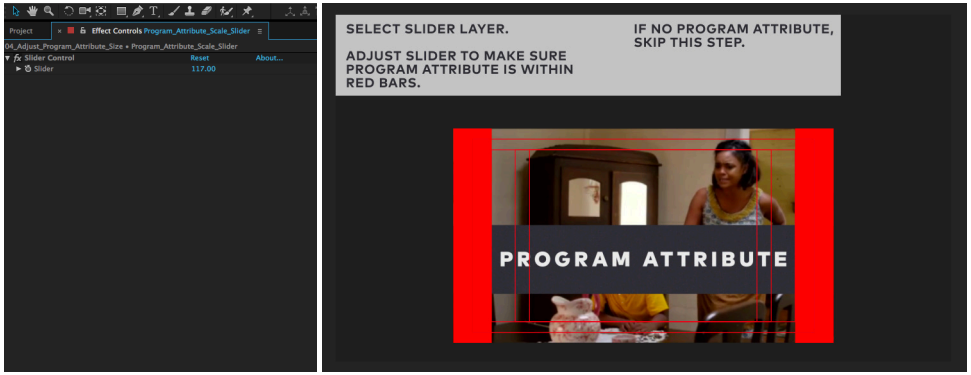
Use this comp to add footage for the endpage sequence. If no footage is available. Select the graphic background option. Follow the instruction in the comp window.



STEP 5

Open the comp "04_Adjust_Program_Attribute_Size"

If no program attribute is used, skip this step. Otherwise, follow the instructions in the comp window to adjust the scale of the program attribute for the start of the endpage animation sequence.



STEP 6

Open the comp "05_RENDER_Endpage"

Scrub through to preview the endpage. Render from this comp with alpha using the animation codec.

Render will result in a :07 endpage. After rendering, apply over edit and position as needed.

*Examples shown are from HD toolkits. Functionality for SD and HD toolkits are identical.

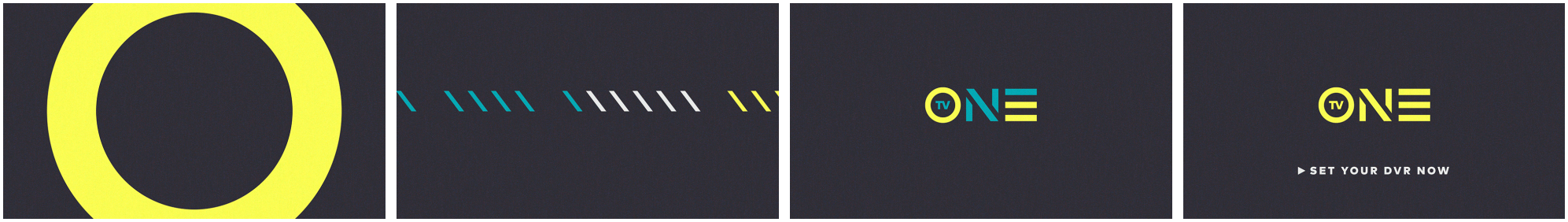
MOVIE LOGO BUTTON

THE SIGN-OFF

Both Hero and Tagline Logo buttons exist in light and dark color-ways for movie promos. All versions of the logo button for movies included the DVR call to action.

These buttons have the same film grain used through all movie promo elements. Do not use logo buttons from other packages with the movie package.

ANIMATION



Hero Button w/ DVR

Tagline Button w/ DVR

MOVIE LOGO BUTTON

VERSIONS

HERO W/ DVR

01. Dark - Teal/Wine

02. Light

TAGLINE W/ DVR

01. Dark - Teal/Wine

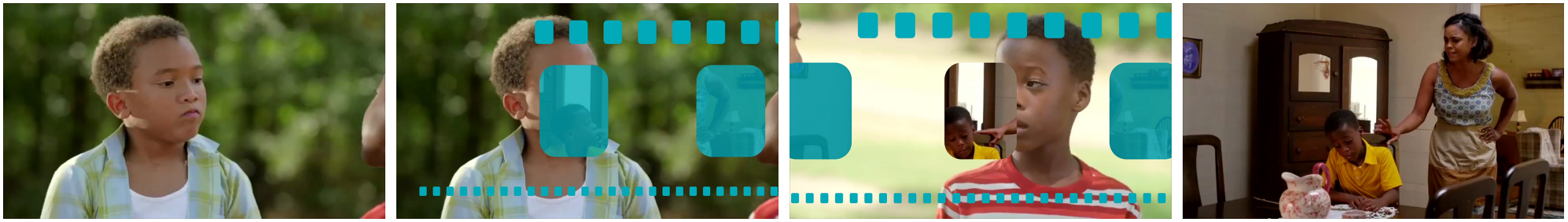
02. Light

MOVIE TRANSITIONS

FROM CLIP TO CLIP

A quick transition exists specifically for the movie promo package. It is based of graphics used only within the movie promos, and therefore should not be used with other promo packages.

ANIMATION



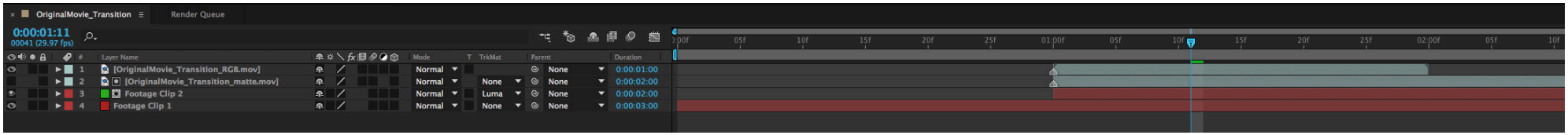
Movie Transition

MOVIE TRANSITIONS

USAGE

Follow the following guide example for how to set up footage with the movie transition.

TRANSITION LAYER ORDER



CLASSICS PROMO

CLASSICS PROMO OPENS

A REFRESH OF THE FAMILIAR

When promoting any of the many classic TV titles TV One currently airs, use the classics promo package. Using a limited palette, texture and color-treated footage, this package makes a nod to the retro graphics of the 70s/80s while keeping the TV One branding present.

While all classics footage is in SD format, for promos, scale the footage up to fill a 16:9 HD frame. When repositioning the vertical placement of the footage, be mindful not to crop out heads or faces of talent.

Use the classics promo open to specify the date/time, as well as the show title. Due to the use of textures and color-treated footage, do not use elements from other promo packages in combination with the classics promo package.

ANIMATION

FOOTAGE TREATMENT

Original Footage

Treated Footage

Due to the quality of some of the classics footage, we use a color treatment in the open and title cards to provide a branded base to use type on. The color treatment gives us contrast and legibility, while smoothing over some artifacts that may be present from SD footage being scaled up to HD size.

The color treatment is automated within the toolkits for opens, title cards, and endpages.

CLASSICS PROMO OPENS

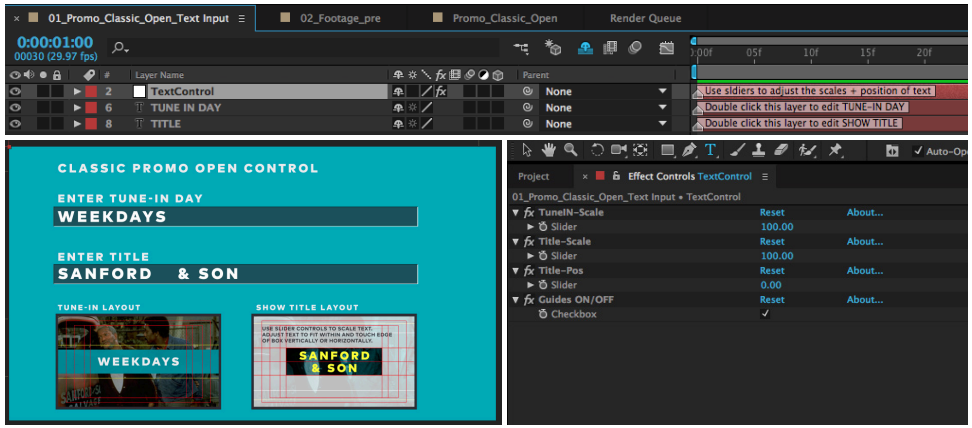
TOOLKIT*

STEP 1

Save a copy of TV_One_Promo_Classic_Open_toolkit.aep as soon as you open the toolkit. Only work out of the saved copy. Never work out of the master toolkit. This ensures there is always a working project to use as a backup in the event of an error.

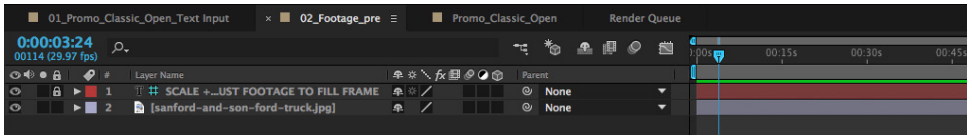
STEP 2

Open the comp "01_Promo_Classic_Open_Text Input"
Enter the tune in day and show title on the text layers labeled as such. The comp window will show preview of the result. Use additional spaces to force line breaks in show title (ex: Sanford & Son). Next, with the "TextControl" layer highlighted, use the Effect Controls panel to adjust the scale/position of the text to fit comfortably within the graphic bar.



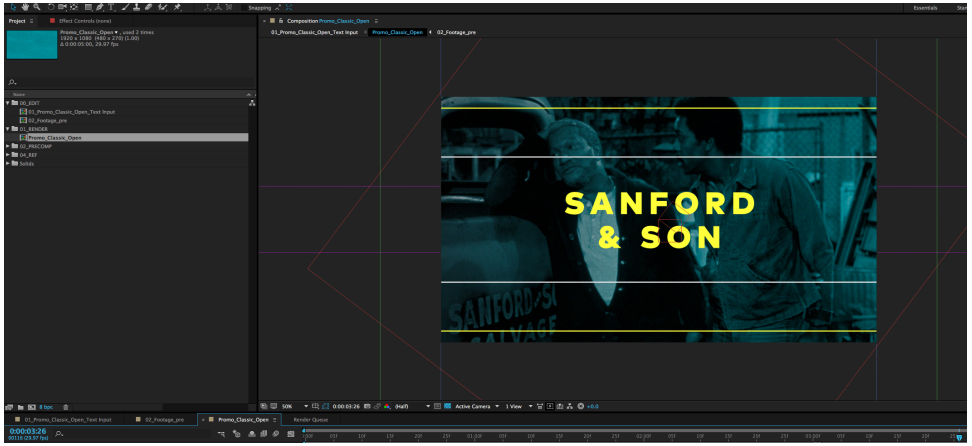
STEP 3

Open the comp "02_Footage_pre"
Add your footage into this comp. Since most classics footage is in SD, scale and position the footage to fill the entire frame.



STEP 4

Open the comp "Promo_Classic_Open"
Preview the open here, and then render from this comp. Do not adjust or move any layers within this comp. This is for preview and rendering only, not editing of any kind.



This render produces a :05 open. Render using the animation codec.

*Examples shown are from HD toolkits. Functionality for SD and HD toolkits are identical.

CLASSICS TITLE CARDS

QUOTABLE PROGRAMMING

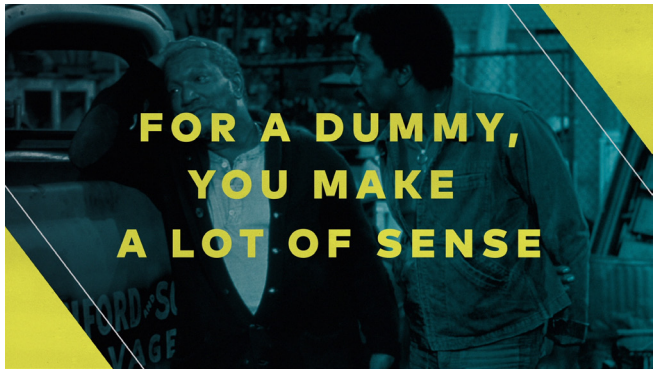
Our classic programming has no shortage of famous quotes and one-liners. Use title cards for these notable phrases, in addition to any other relevant brand language to add flavor throughout promos.

In the same manner as the opens and endpages, title cards automatically treat footage to be a backplate for type. Choose appropriate footage for title cards that is not too active. Still images are also useful for these quick moments.

TYPE LAYOUTS

1 Line

2 Line



3 Line

CLASSICS TITLE CARDS

TOOLKIT*

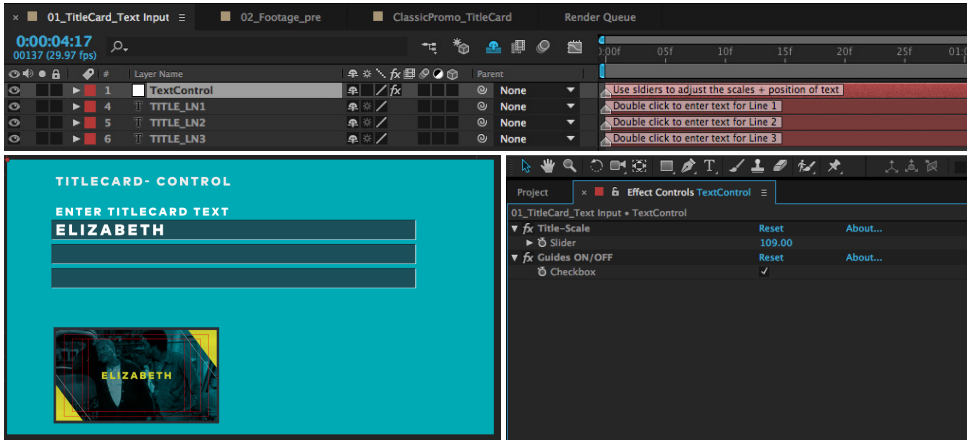
STEP 1

Save a copy of TV_One_Promo_Classic_TitleCard_toolkit.aep as soon as you open the toolkit. Only work out of the saved copy. Never work out of the master toolkit. This ensures there is always a working project to use as a backup in the event of an error.

STEP 2

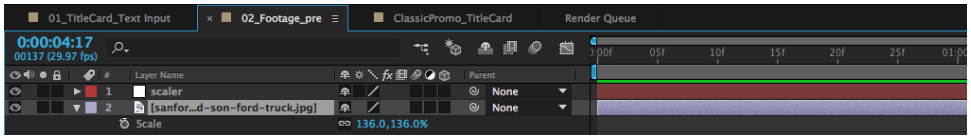
Open the comp “01_TitleCard_Text Input”
In this comp, enter the text for the title card. Use the preview provided in the comp window to ensure the text fits within title safety. Select the “TextControl” layer and use the slider in the Effect Controls panel to adjust the scale of the type as needed.

Make sure the text fields for any unused lines are completely empty. Even a space will cause an error within the toolkit. Also, be sure to not accidentally delete any of the text layers. They must be empty, yet present, to function properly.



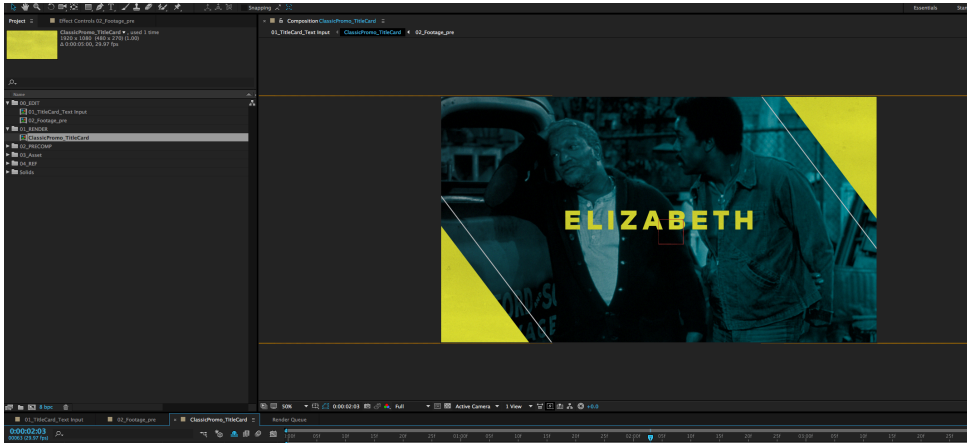
STEP 3

Open the comp “02_Footage_pre”
Add the footage or still to serve as the title card backplate in this comp. Make sure the image is scaled up and positioned to fill the entire frame.



STEP 4

Open the comp “ClassicPromo_TitcleCard”
From this comp, preview the title card and then render.



Renders a :05 title card. Render using the animation codec. After rendering, trim as needed to fit the promo edit.

*Examples shown are from HD toolkits. Functionality for SD and HD toolkits are identical.

CLASSICS LOWER THIRDS

ADDITIONAL INFORMATION

Lower thirds within the classics promo package are located and behave in the same manner as the episodic promos. There are 5 type configurations, with 2 color options for each.

They can be used to call out show names, as well as point out any features or attributes about the shows airing, such as marathons, back to back episodes, etc.

COLOR OPTIONS

01. Yellow

02. Teal

TYPE LAYOUTS

1 Line

1 Line / 1 Subtext

1 Line / 2 Subtext

2 Line

2 Line / 1 Subtext

CLASSICS LOWER THIRDS

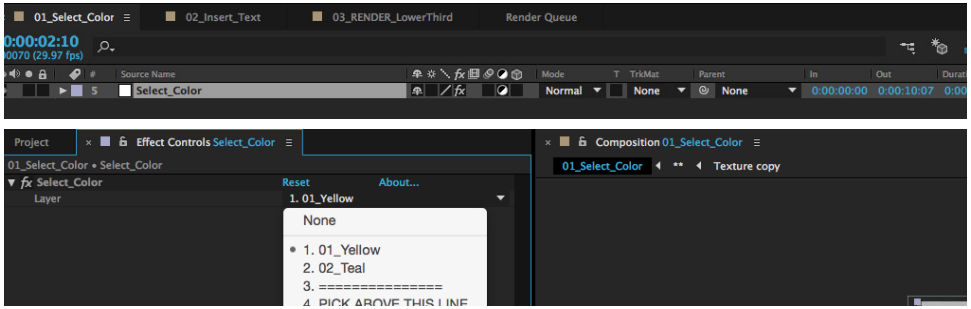
TOOLKIT*

STEP 1

Save a copy of TV_One_Classic_LowerThirds_08.aep as soon as you open the toolkit. Only work out of the saved copy. Never work out of the master toolkit. This ensures there is always a working project to use as a backup in the event of an error.

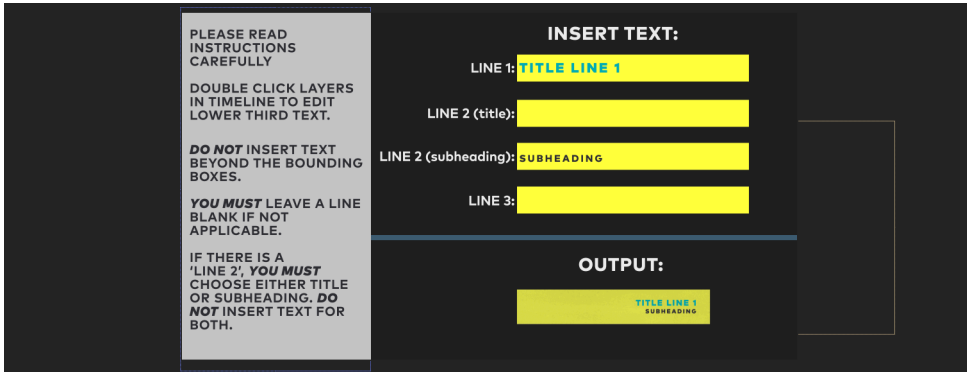
STEP 2

Open the comp "01_Select_Color"
In this comp, with the "Select_Color" layer highlighted, use the Effect Controls panel to access a drop-down menu and select from one of the 2 palette options.



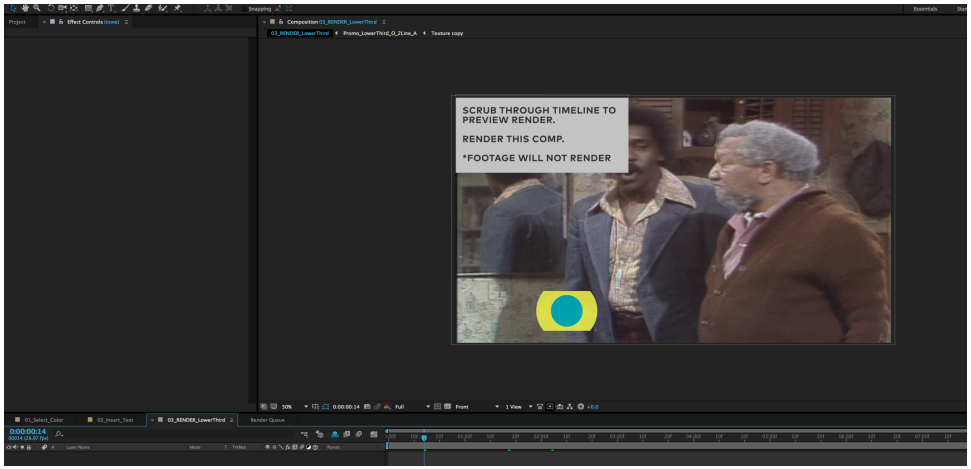
STEP 3

Open the comp "02_Insert_text"
In this comp, enter the text as needed. Each text field has its own layer. Follow the instructions in the comp window for entering text fields. A preview of your result will be shown.



STEP 4

Open the comp "03_RENDER_LowerThird"
In this comp, scrub through to preview the lower third. Render from this comp with an alpha.



Render will result in a :10 lower third. Render using the animation codec.

After rendering, apply over designated footage and edit as needed to fit within the edit. Each lower third has an animation in and out, if trimming within the edit, be sure not to lose the animation out.

*Examples shown are from HD toolkits. Functionality for SD and HD toolkits are identical.

CLASSICS ENDPAGES

SUMMARIZING THE PROMO

Endpages for the classics promo package follow the same basic principals as episodic and movie promos. However, like the other elements within the classics package, footage/imagery is treated with a color-wash both to maintain a branded consistency as well as smooth over the sometimes lower-quality footage.

Classics Endpages have a single layout, with 2 color options and several type layouts available. A graphic option also exists for both color-ways, for instances where suitable footage/imagery is not available.

When selecting imagery, close ups of recognizable talent work best. Due to the almost printed look of this package, still imagery of notable characters works especially well. If footage is used, be sure to choose a clip that stays locked on the talent for long enough to remain in place for the duration of the endpage.

ANIMATION

Yellow Endpage Sequence

ENDPAGES

OPTIONS

Overview of the available type layouts, color-ways, and graphic options.

TYPE LAYOUTS

1 Line

2 Line

1 Line Tiered

2 Line Tiered

COLORS

Teal w/ Image

Teal Graphic

Yellow w/ Image

Yellow Graphic

CLASSICS ENDPAGES

TOOLKIT*

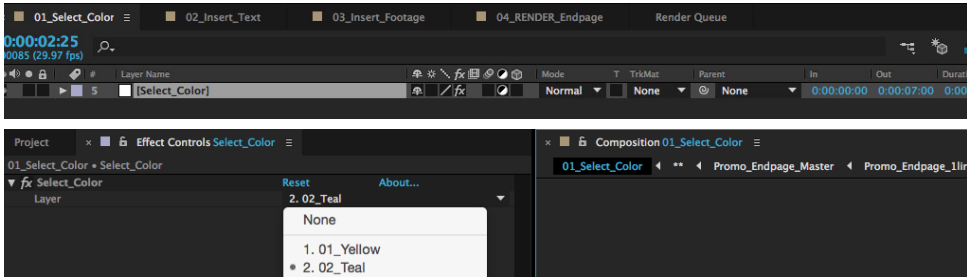
STEP 1

Save a copy of TV_One_Promo_Classic_Endpages_24.aep as soon as you open the toolkit. Only work out of the saved copy. Never work out of the master toolkit. This ensures there is always a working project to use as a backup in the event of an error.

STEP 2

Open the comp "01_Select_Color"

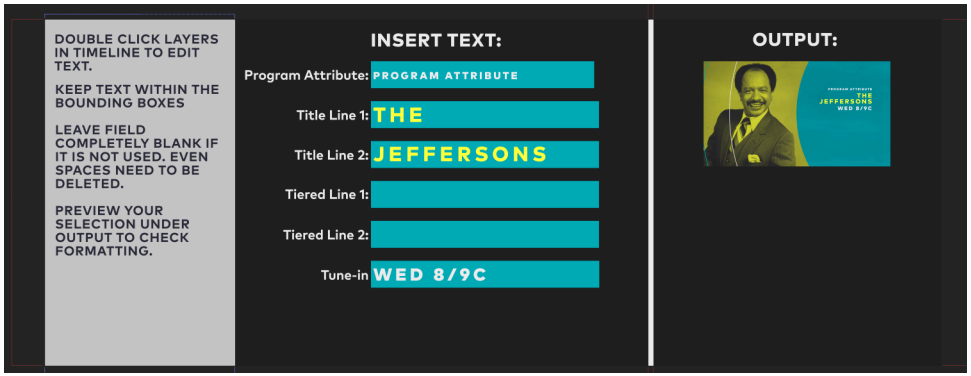
In this comp, with the "[Select_Color]" layer highlighted, use the Effect Controls panel to access a drop-down menu and select from one of the 2 palette options.



STEP 3

Open the comp "02_Insert_Text"

In this comp, enter the text as needed. Each text field has its own layer. Follow the instructions in the comp window for entering text fields. A preview of your result will be shown.

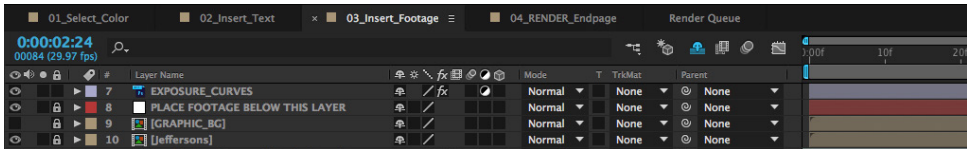


STEP 4

Open the comp "03_Insert_Footage"

Use this comp to add footage for the endpage sequence. If no footage is available. select the graphic background option. Follow the instruction in the comp window.

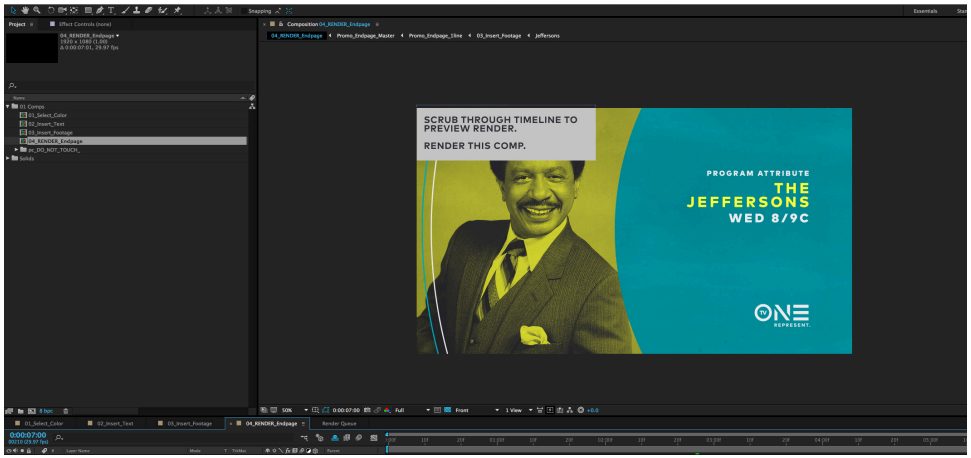
Use the "EXPOSURE_CURVES" layer to adjust the image as needed to appear balanced and crisp within the comp. The image should not appear overly dark or overly bright.



STEP 5

Open the comp "04_RENDER_Endpage"

Scrub through to preview the endpage. Render from this comp with alpha.



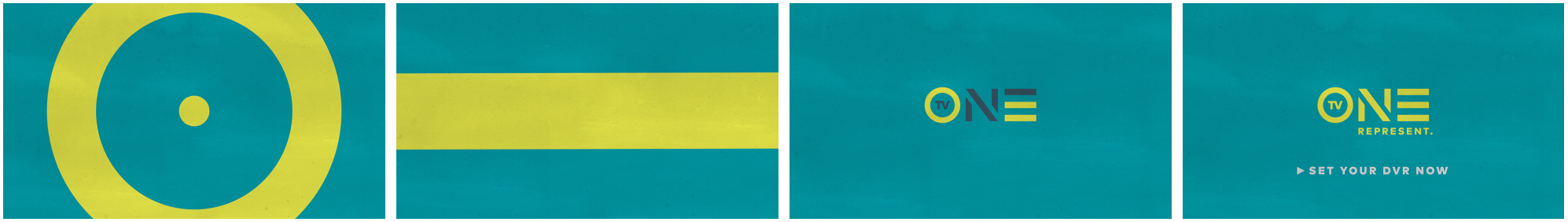
Render will result in a :07 endpage. Render using the animation codec.

CLASSICS LOGO BUTTON

A BRANDED SIGNATURE

As with all TV One promos, the logo button is the exclamation point at the end of the statement. 2 color-ways exist, each using the texture present throughout all classics promo elements. Both logo buttons feature the tagline logo as well as the DVR call to action.

ANIMATION



Teal Button w/ DVR

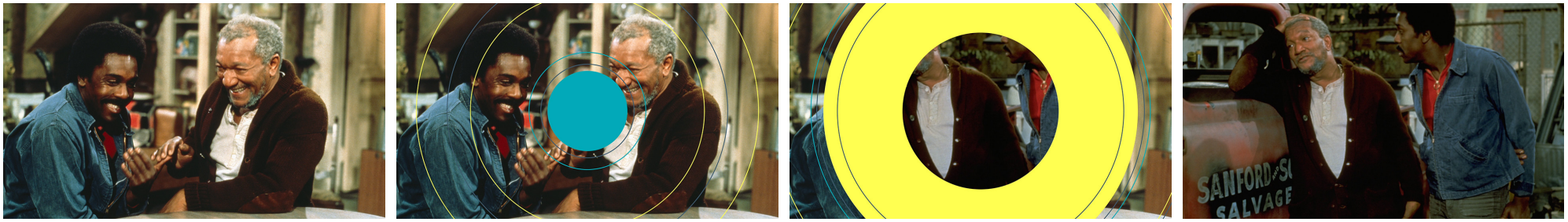
Yellow Button w/ DVR

CLASSICS TRANSITIONS

CONCENTRIC RINGS

The transition for the classics promo is based on the open animation, and behaves in the same manner as all other TV One promo transitions.

ANIMATION



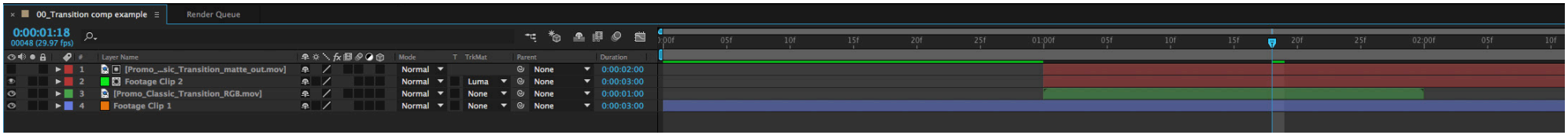
Classics Transition

CLASSICS TRANSITIONS

USAGE

Follow the following guide example for how to set up footage with classics transition.

TRANSITION LAYER ORDER



ON-AIR
BUMPERS

TV ONE

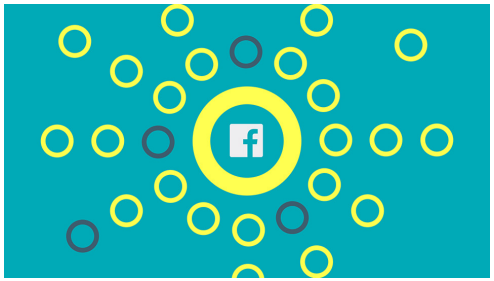
SOCIAL BUMPERS

@TVONETV

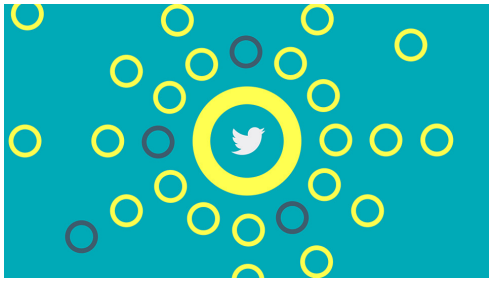
Social bumpers are :05 second animations used to drive our viewers to our presence on various social media platform. Paired with our social snipes, these bumpers help us create a more interactive relationship with our viewers.

We have 3 categories of social bumpers, each designed with a theme relating to specific social media platforms. While, ultimately, each platform would work with any of these animations, these pairings make the most sense on a conceptual level and offer a variety of looks to avoid repetition while promoting our social presence.

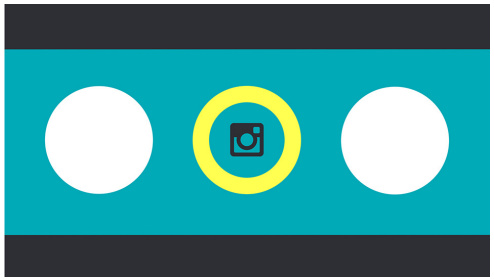
PLATFORMS



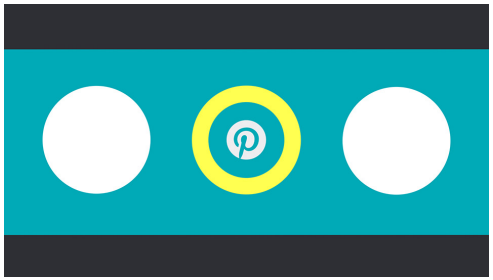
Facebook



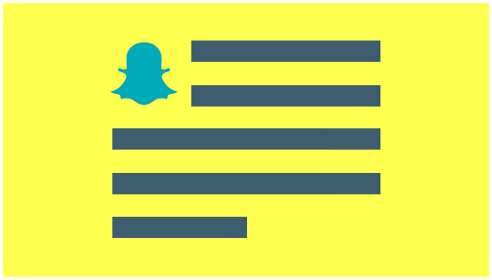
Twitter



Instagram



Pinterest



Snapchat

Periscope

SOCIAL BUMPERS

CONNECTIVITY

These bumpers are based on the concept of connectivity, and how information is shared in an exponential manner within the platform/media.

Though this is a core element of any social media network, due to the scope and user base of Facebook and Twitter, we've paired those platforms with this design.

ANIMATION

Facebook

Twitter

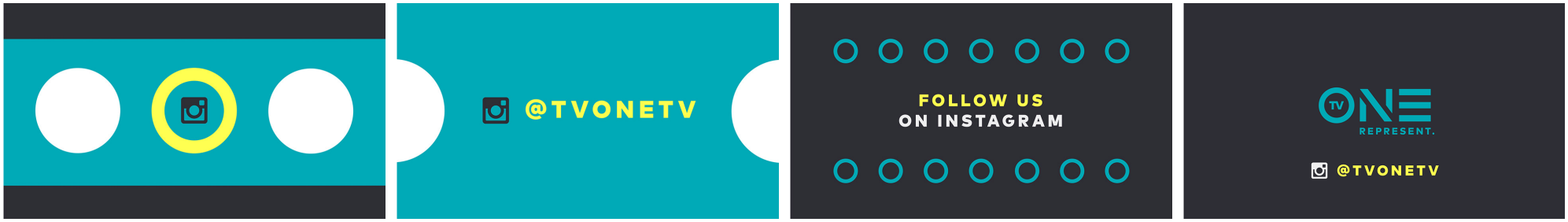
SOCIAL BUMPERS

IMAGERY

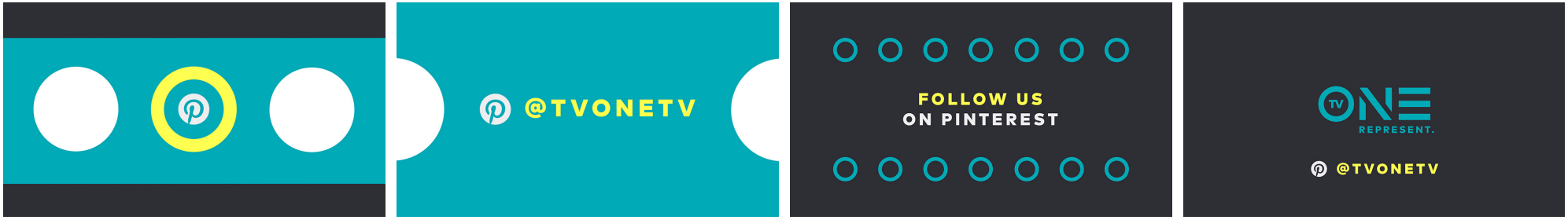
These bumpers play with the idea of camera flashes to allude to the sharing of photography and image.

Again - most platforms allow sharing of imagery in some form, however we've paired this with Instagram and Pinterest as they are the leading image-based networks.

ANIMATION



Instagram



Pinterest

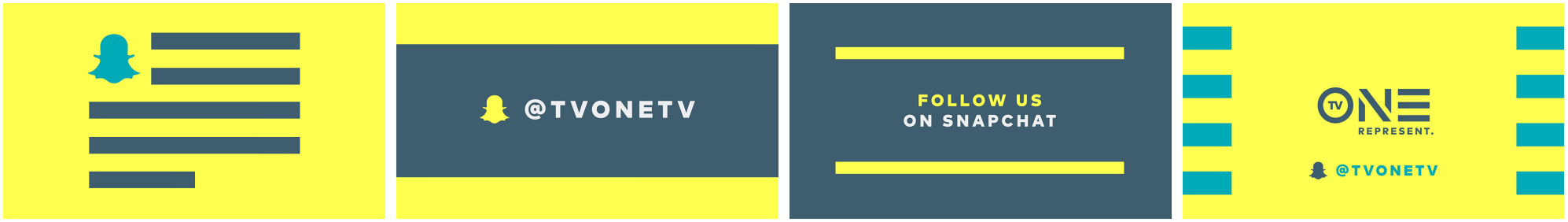
SOCIAL BUMPERS

NARRATIVE

Using the form of the 'E' from the logo to allude to a body of text, this bumper speaks to the idea of a narrative.

The icon serves as a drop cap and is a subtle nod to the story-telling aspect of platforms such as Snapchat and Periscope.

ANIMATION



Snapchat

Periscope

PROGRAMMING BUMPERS

NOTABLE CONTENT

These :05 animations are used before certain programs and call out special attributes such as original productions and special presentations. Paired with sound design, they give an elevated and special feel to the programming they precede.

CATEGORIES

TV One Special Presentation

TV One Original Production

TECHNICAL BUMPERS

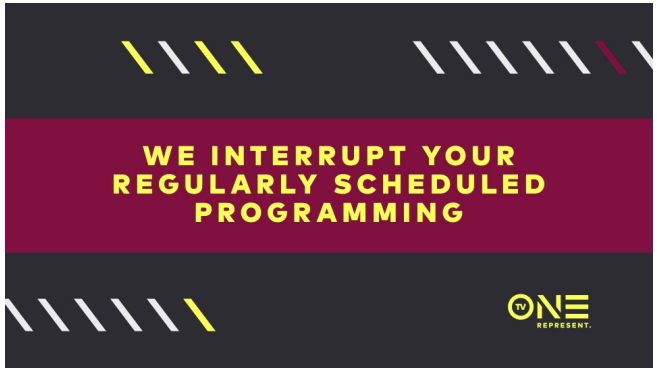
SOMETIMES THINGS GO WRONG

For the rare instances where technical issues interrupt programming, these :05 bumpers can be used to alert viewers of the issues going on.

Wine is used to represent the presence of a technical issue, while the bumper used to note a return to programming used the brand hero colors.

CATEGORIES

Technical Difficulties



Interrupt Scheduled Programming

Return To Scheduled Programming

SPONSOR BILLBOARDS

BROUGHT TO YOU BY

There are 4 types of sponsor billboards to choose from based on what type of logo the sponsor has provided.

A version with an alpha channel is used for sponsor logos provided as a full graphic, while key-able sponsor logos are used over the off white background.

Each version (alpha and key-able) has the option to use "sponsored by" text or not.

Sponsor billboards are dark grey and off white to avoid unfavorable color clashes with sponsor brand colors.

VERSIONS

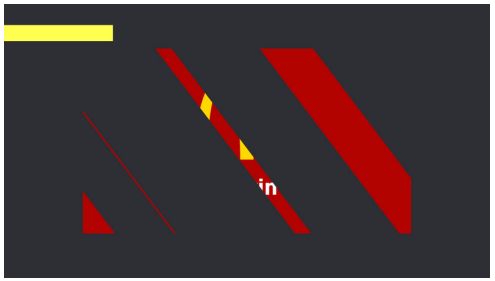
Alpha

Alpha w/ Text

Key-able

Key-able w/ Text

ANIMATION



Example Sequence

ON-AIR
IDENTS
TV ONE

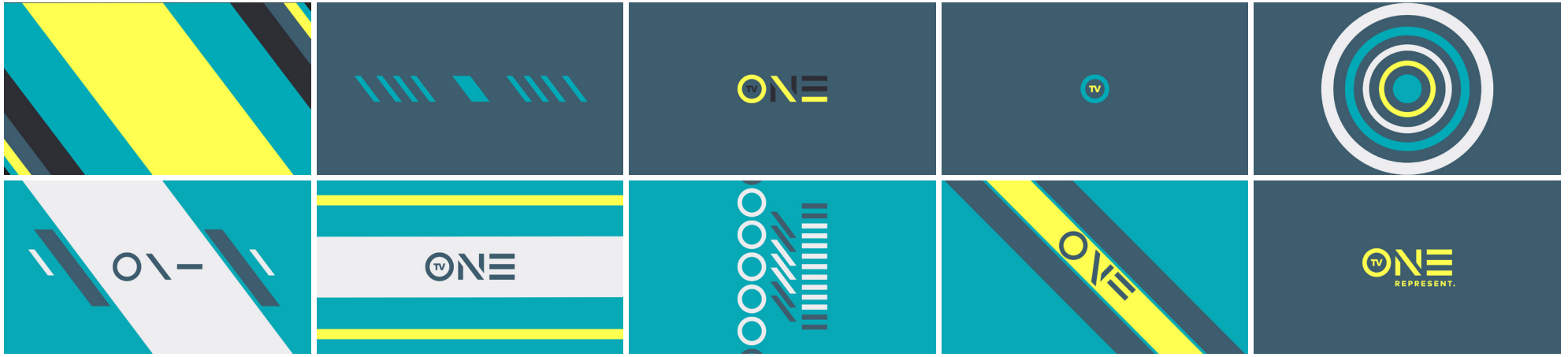
LOGO IDS

:05 + :10

The TV On Logo IDs are fully graphic animations exploring the construction/de-constrcution of our logo while cycling through our color palette. They exist in :05 and :10 second cuts, with variations on color sequence and audio.

EXAMPLE 1

EXAMPLE 2



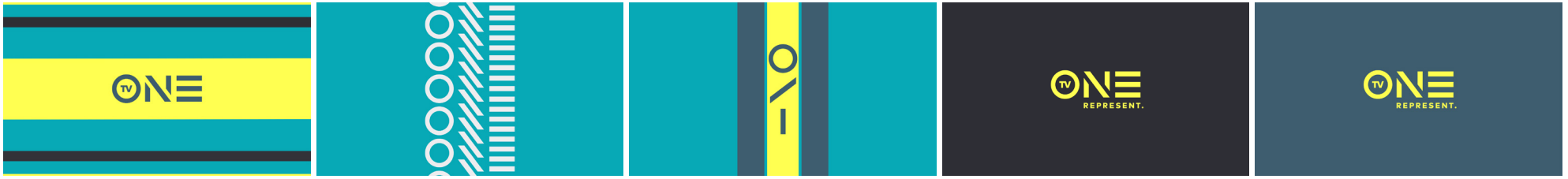
ACCORDION IDS

:06 - :09

Accordion IDs are variations of the Logo IDs. They are cutdowns of the :10 Logo IDs in :06, :07, :08, and :09 second versions. 3 versions are available of each length.

EXAMPLE 1

EXAMPLE 2



OFF-AIR
DIGITAL
TV
ONE

VOD LOGO

DIGITAL BRANDING

Keeping in line with the Hero and Tagline logos, all digital content uses the TV One VOD logo. It follows the same format as the on-air and off-air logos, replacing the tagline with “on demand” and a play button icon.

CLEARANCE AREAS

VOD LOGO

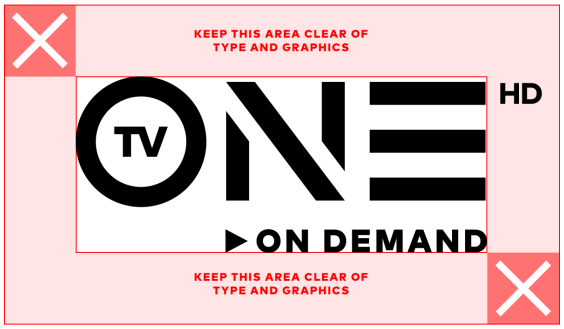
X-HEIGHT

The height of the 2 lower bars of the 'E' in the TV One logo (x-height) is used to establish the clearance area surrounding the logo. This distance is relative to the logo type, therefore, the x-height of the hero and tagline logos is different from that of the small size usage logos.

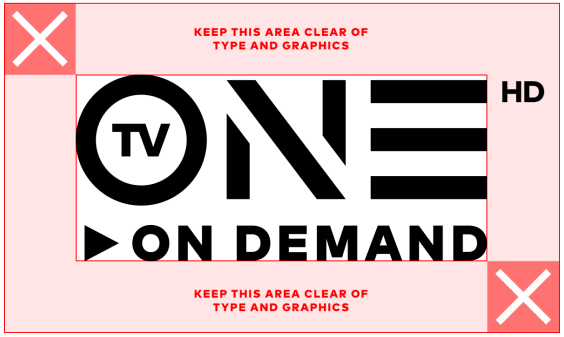
The clearance area is to ensure the logo always has room to breath and is never cluttered or crowded by other elements or typography.

The 'HD' of the VOD Logo is treated as an exception and is ignored when defining the inner bounds of the clearance area. It is the only element that may live within the clearance area. This exception is to optically maintain the visual balance of the logo and clearance area.

TAGLINE CLEARANCE



TAGLINE SMALL CLEARANCE



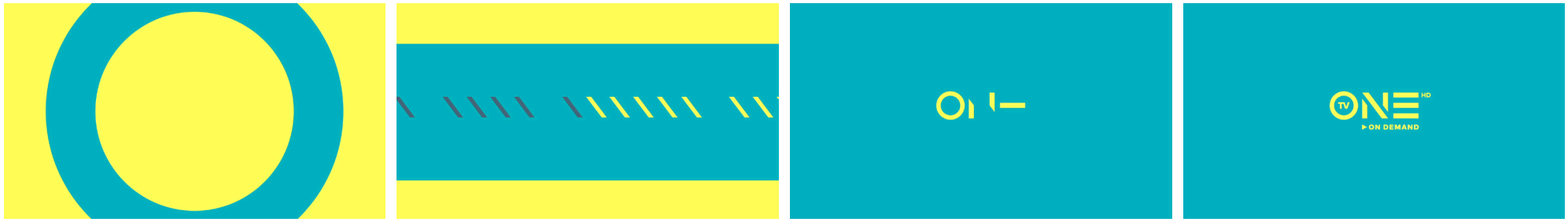
VOD OPEN/CLOSE

BOOK-ENDING DIGITAL CONTENT

The open and close for video on-demand is used to book-end all digital content. A very close extension of the on-air package, it follows the same colors and graphic shapes used throughout the branding to ensure TV One digital content is easily adapted to any format on any platform.

ANIMATION

VOD Open



VOD Close

OFF-AIR

CORPORATE

TV ONE

BUSINESS CARDS

THE PALETTE IN PAPER FORM

Each employee would have their card available in all 4 color-ways to show off the palatte and range of the brand.

COLOR OPTIONS

E-MAIL SIGNATURES

THE LATEST CONTENT

E-Mail signatures are available in 2 color options.
Promotional imagery and tune-in info may be changed to promote current programming or specials.

Re: Call with Angelique
Anna Toyama
Sent: Thursday, January 7, 2016 at 3:10 PM
To: Cheryl Grant; David Edelstein; TJ McCormick; Victor Newman
This message is high priority.

Hi Cheryl-

Nice to meet you and the team as well!

We're ready to chat with Angelique re: ID/ Launch spot at 6:30. Can you let us know if that works for her?

Thanks,

Anna

From: Cheryl Grant <cgrant@tvone.tv>
Date: Thursday, January 7, 2016 at 2:51 PM
To: eyeball <anna.toyama@eyeballnyc.com>, David Edelstein <david@eyeballnyc.com>, TJ McCormick <TJ@eyeballnyc.com>, Victor Newman <victor.newman@eyeballnyc.com>
Subject: Call with Angelique

Hi Team,

It was great seeing you today! Please let me know what time today or Friday are you're available to chat with Angelique about the item you discussed today during your meeting.....

Thanks!

Re: Call with Angelique
Anna Toyama
Sent: Thursday, January 7, 2016 at 3:10 PM
To: Cheryl Grant; David Edelstein; TJ McCormick; Victor Newman
This message is high priority.

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Thanks,

Anna

From: Cheryl Grant <cgrant@tvone.tv>
Date: Thursday, January 7, 2016 at 2:51 PM
To: eyeball <anna.toyama@eyeballnyc.com>, David Edelstein <david@eyeballnyc.com>, TJ McCormick <TJ@eyeballnyc.com>, Victor Newman <victor.newman@eyeballnyc.com>
Subject: Call with Angelique

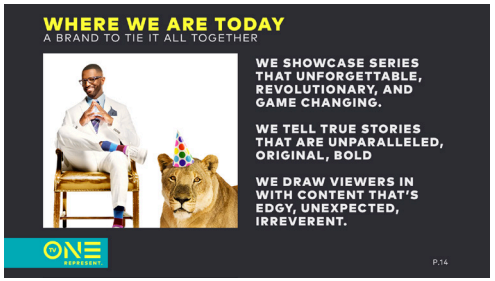
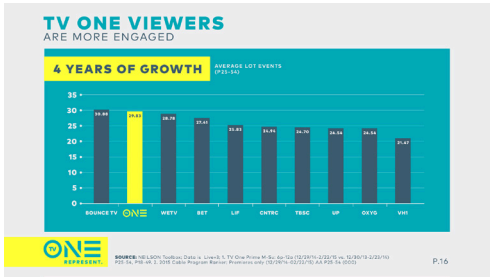
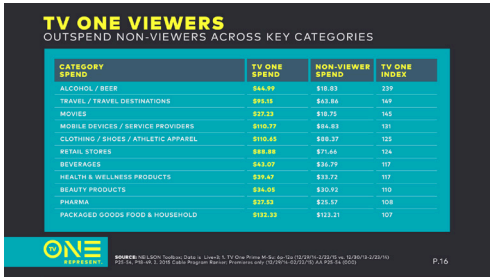
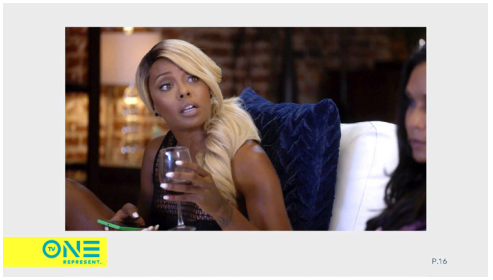
Hi Team,

It was great seeing you today! Please let me know what time today or Friday are you're available to chat with Angelique about the item you discussed today during your meeting.....

Thanks!

POWER POINT

PRESENTATION TEMPLATE

An extensive power point template has been created to provide a wide variety of layouts and color options.

SAMPLE SLIDES