



## **In-Service Creative Guidelines and Specifications**

Version Date: June 05, 2020

# Change Log

VERSION DATE	EDITS	NOTES	PAGE
06/05/2020	<b>Updates to Full-Width Carousel Hero</b> <b>Added Disney+ Originals Notes</b>	Removed Web from platforms supported Clarified color requirements	18, 41 15
05/19/2020	<b>Updated Brand Landing Video Specs</b>	Added Editing Notes section, including notes for PSE	59
04/01/2020	<b>Updated Brand Landing Video Specs</b>	Added delivery instructions and requirements	57
02/19/2020	<b>Added CTA Specifications</b>	Home screen carousel “Call To Action” best practices	44
9/11/2019	<b>P.75 Removed from Partner Section</b>	LG requested P.75 but will accept our existing D+ P.71 asset.	110
9/4/2019	<b>Originals Section Updated</b>	Updated usage of Disney Originals Logo and added details on Safe Areas and Placement of branding elements. Updated Templates	69-104
8/22/2019	<b>Partner Search Table Updated</b>	Added notes to clarify series level artwork is required and season level artwork is preferred	110-113
8/16/2019	<b>Template Package Updated</b>	Added links to updated asset template repository	68, 104
8/15/2019	<b>Partner Image Specs</b>	Reformatted asset matrix based on updated Apple Requirements. Redefined Required and Desired Assets to better reflect LTS delivery.	110-113



# Product Vision

Disney+ brings together brands with the unparalleled mindshare and emotional value of Disney, Pixar, Marvel, Star Wars, and National Geographic into a single immersive experience.

**Document Purpose:**

**“What will make your assets look their absolute best and most engaging on Disney+?”**

**For Editorial, Marketing & Programming**

Representing the spirit and meaning of the Disney+ brands and their respective properties

**For Art Production**

Image size, resolution, and file format requirements

**For Internal Audience**

Standards for delivering on the Product Vision

# Contents

01

## Introduction

02

## Title-Specific Asset Specs

03

## Asset Guidelines

Tile Art

Detail View Hero

Home Screen Hero Carousel

Home Screen Hero Full

Width

Brand Landing Hero Image

Brand Landing Hero Video

Post Play View Hero

Unauthenticated Detail Hero

Title Treatments

Thumbnails

Template Link

Disney+ Originals Branding

Originals Template Link

04

## Partner Image Guidelines

# 01 Introduction

## Product Definition

The user experience (UX) for Disney+ is different from other streaming platforms because users are deeply invested in its content. **Users have deep affinities to these brands, and each brand is its own universe.** The Disney+ UX is therefore about more than navigating by genre, personal whim, familiarity, search results, or popularity.

**This document's technical specifications and art direction are for the talented and inspiring people who already work closely with these brands and handle their content and marketing.**



# Creative Direction

Disney+ users come from all generations, and the newest CGI heroes will live alongside classic hand-drawn villains.

Users should be presented with a clear, modern experience that honors and respects the characters, stories, and classic moments that shaped their memories and passions.

# General Considerations:



An **ASSET** refers to artwork or user interface element: a 2D digital still or moving image used for brand and title identification, tone-setting, or navigation.

Assets will be viewed at attention-grabbing, tone-setting, “heroic” scales, *and* as elements arranged in a grid where small details can get lost.

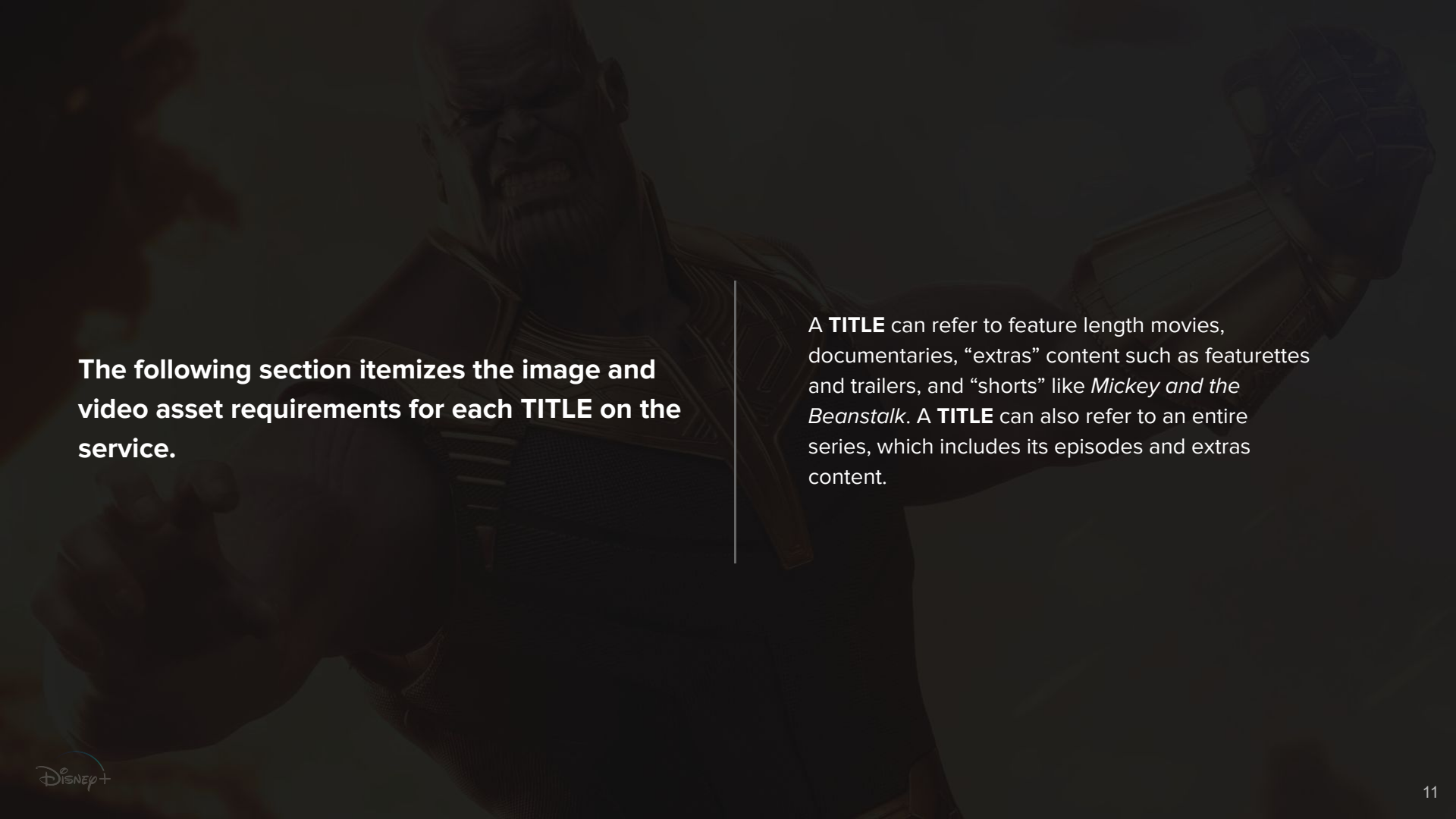
Assets will be viewed at a wide range of scales on various television screens and mobile devices.

Assets set the stage and prompt interaction, but also accommodate informational and interface overlays.

**In most cases the Disney+ platform will use several versions of each asset to provide a range of emphases: heroes, ensembles, action shots, villains, iconic moments, etc.**



## **02 Title-Specific Asset Overview and Specs**

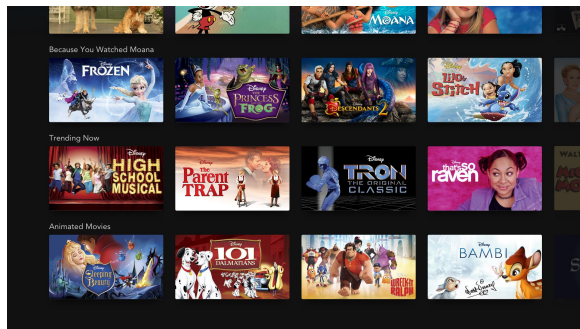


The following section itemizes the image and video asset requirements for each **TITLE** on the service.

A **TITLE** can refer to feature length movies, documentaries, “extras” content such as featurettes and trailers, and “shorts” like *Mickey and the Beanstalk*. A **TITLE** can also refer to an entire series, which includes its episodes and extras content.

## TILE ART

Primary representation of the content that identifies the title and motivates the guest to explore and eventually watch.

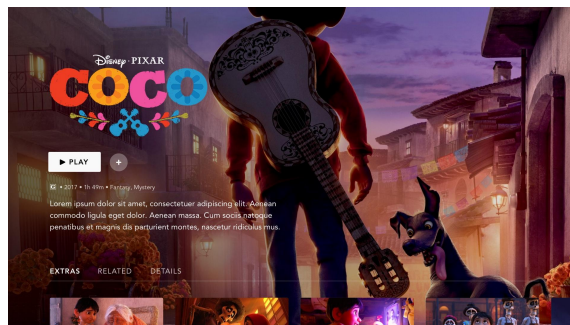


**Content Rows** feature **Tile Art** representing Disney+ titles, organized according to promotions, recent views, user viewing history, genres, etc. Selecting a content row image takes the user to the title's corresponding **Detail View Page**.

## MAIN ASSETS AND THEIR USE CASES

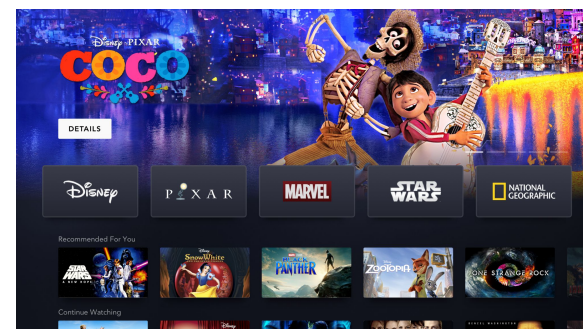
### DETAIL VIEW HERO

Background image for specific titles that displays premium representative artwork and elevates the mood of the content.



### HOME PAGE CAROUSEL FULL-WIDTH HERO

Full-width background image that promotes featured and premium content.



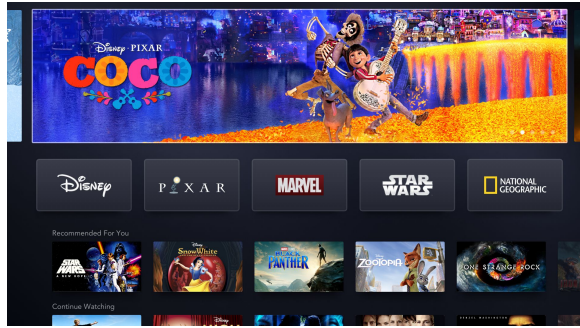
**The Hero Carousel** promotes awareness of content in a rotating sequence of images. Selecting a carousel image takes the user to the corresponding **Detail View Page**.

**The Brand Row** features **Tile Art** for Disney+ brands. The images turn from still to animated when the Guest hovers over it. Selection takes the user to the corresponding **Brand Landing Page**.

## MAIN ASSETS AND THEIR USE CASES

### HOME PAGE CAROUSEL HERO

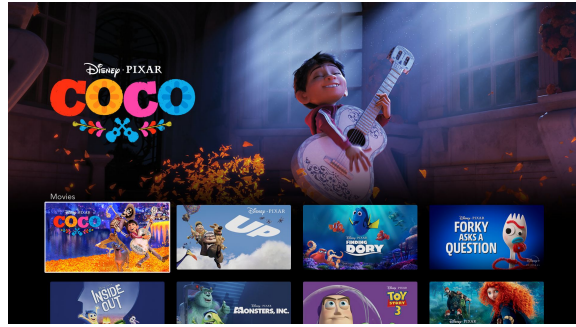
Top of the Marquis rotating banner image that promotes featured and premium content.



The **Home Page** is the Guest's point of departure for engaging the Service. It is divided into four sections: the **Main Navigation Section**, the **Hero Carousel**, the **Brand Row**, and the **Content Row**. The Home Page is populated with **Home Screen Carousel Hero images** (fixed-size and full-screen), and **Tile Art Images**.

### BRAND LANDING HERO IMAGE

Storefront image for the brand that showcases premium brand content to drive the affinity of explorers and fans.

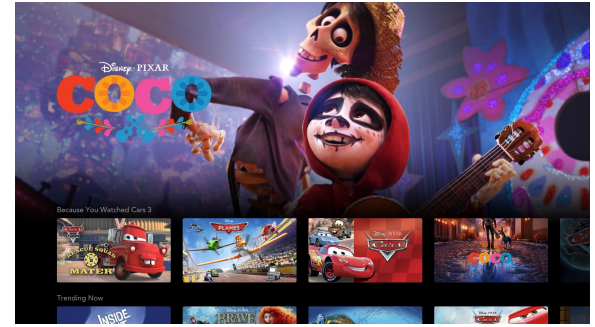


The **Brand Landing View** showcases the given brand's content through an Introductory Video, a Hero Image, and Tile Art for the view's content rows. Hovering over tile art switches the Hero Image to its Hero Video.

**NOTE:** Other Landing Views are the **Title**, **Originals** and **Collection Landing Views**. Each showcases the selected title through a Hero Image, and features Tile Art for Content Rows.

### BRAND LANDING HERO VIDEO

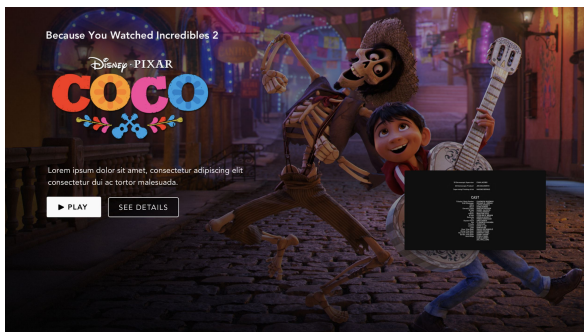
Representative video clip that highlights the content without revealing plot details or themes. Should stoke guest's interest and drive viewership.



## MAIN ASSETS AND THEIR USE CASES

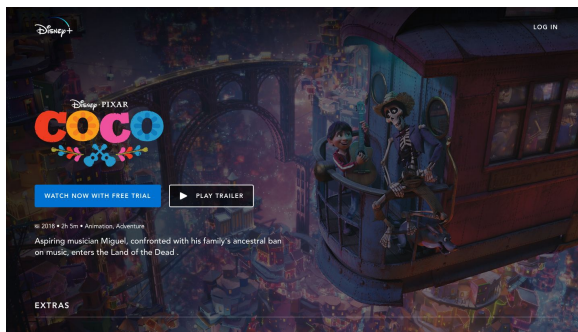
### POST PLAY VIEW HERO

Background image for the next episodic, watch list, or recommended title. Presented to the guest as the currently playing title is ending.



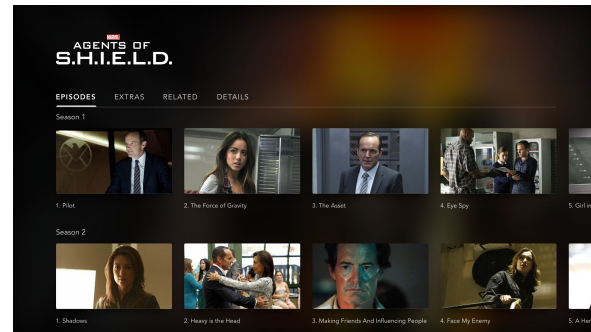
### UNAUTHENTICATED DETAIL HERO

Background image for a web search destination page, displayed to a non-subscriber, who has searched for a specific title available on the service.



### THUMBNAIL

Content tiles that capture the spirit of episodic and related content such as Extras and Trailers.



## MAIN ASSETS AND THEIR USE CASES

### TITLE TREATMENT

Official and primary standalone content titles on alpha channel that immediately identify titles.



### Disney+ Originals Badge

Appears on Tile Art and Home Screen Carousel Heros for Originals.

**Is displayed exclusively in white, color should never be changed.**



# The Title-Specific Asset Package - 1 of 3

ASSET TYPE	ASPECT RATIO	REQUESTED SIZE	MINIMUM SIZE	NUMBER	FORMAT	PLATFORM(S)	NOTES
Tile Art	L1.78	1920x1080	1920x1080	Requested:5 Minimum: 1	PNG, Layered PSD	Connected TV, Web, & Tablet	Assets are unique to this view.  Composed promotional art, or still frame. Character focus.
	P.71	2000x2818	767x1080	Requested: 5 Minimum: 1	PNG, Layered PSD	Mobile Handset	Composed promotional art, or still frame. Character focus.
Thumbnail	L1.78 or L1.33	L178 (Preferred) 4K 3840x2160  L133 (if 16x9 unavailable) 4K 2880x2160	L178 (Preferred) HD 1920x1080  L133 (if 16x9 unavailable) HD 1440x1080 or SD 640x480 (best avail)	1	PNG	All platforms	Assets are unique to this view.  Still frame. Character focus.  For Episodes, Extras, and Trailers.  16:9 is desired. 4:3 is minimum allowed.  No black bars, based on content dimensions
Detail View Hero	L1.78	3840x2160	1920x1080	Requested: 5 Minimum: 1	PNG, Layered PSD	Connected TV, Web, & Tablet	Assets are unique to this view.  Composed promotional art, or still frame. Character focus.  For Series titles, should represent the entire Series (does not need to be episode or season specific).
	L1.33	2880x2160	1440x1080	Requested: 5 Minimum: 1	PNG, Layered PSD	Mobile Handset	Composed promotional art, or still frame. Character focus.  For Series titles, should represent the entire Series (does not need to be episode or season specific).

Constrain assets to 40mb max - >10mb preferred



# The Title-Specific Asset Package - 2 of 3

ASSET TYPE	ASPECT RATIO	REQUESTED SIZE	MINIMUM SIZE	NUMBER	FORMAT	PLATFORM(S)	NOTES
Post Play View Hero	L1.78	3840x2160	1920x1080	Requested: 5 Minimum: 1	PNG, Layered PSD	Connected TV, Web, & Tablet	Assets are unique to this view.  Composed promotional art, or still frame. Character focus.  For Series titles, should represent the entire Series (does not need to be episode or season specific).
Unauthenticated Detail Hero	L1.78	3840x2160	1920x1080	1	PNG, Layered PSD	Web	A unique asset for this view is preferred.  Composed promotional art, or still frame. Character focus.  For Series titles, should represent the entire Series (does not need to be episode or season specific).
Brand Landing Hero Image	L1.78	3840x2160	1920x1080	Requested: 5 Minimum: 1	PNG, Layered PSD	Connected TV	Assets are unique to this view.  Composed promotional art, or still frame. Character focus.  For Series titles, should represent the entire Series (does not need to be episode or season specific).
Brand Landing Hero Video	L1.78	3840x2160	1920x1080	1	Delivery format is Quicktime ProRes HQ 4:2:2, 4:4:4  After Effects Project Source	Connected TV	<b>Codec</b> : ProRes HQ 4:2:2, 4:4:4 <b>Source Frame Rate</b> : 23.976 or 29.97 fps <b>Length</b> : up to 15 seconds <b>Output</b> : WITHOUT scrim for production pipeline (will be added at encode). <b>Fade in length</b> : 1 sec, Curve: EaseInQuart <b>Fade out length</b> : 1 sec, Curve: EaseOutQuart <b>Edit/Cuts</b> : can include hard cuts, but should mostly be fade in & out to black. <b>Audio</b> : No Audio, if it comes with it will be removed at encode. <b>After Effects Template</b> : <a href="#">LINK</a>

Constrain assets to 40mb max - >10mb preferred

# The Title-Specific Asset Package - 3 of 3

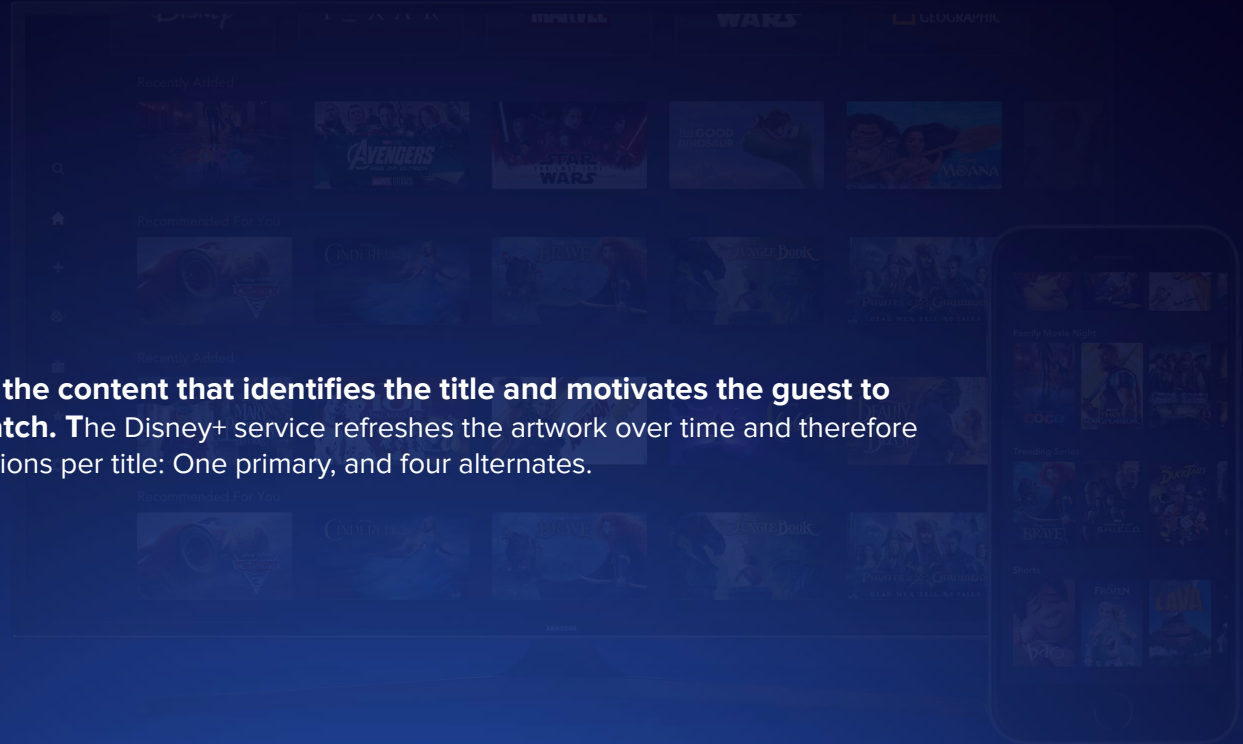
ASSET TYPE	ASPECT RATIO	REQUESTED SIZE	MINIMUM SIZE	NUMBER	FORMAT	PLATFORM(S)	NOTES
Home Screen Carousel Hero	L3.91	3840x982	TBD	Requested: 5 Minimum: 1	PNG, Layered PSD	Connected TV, Web, & Tablet	<b>General note:</b> Home Screen Carousel Heroes are ideally derived from a single source asset.  Tile Carousel Composed, promotional Image preferred.
	L3.0	3840x1280	1920x640	Requested: 5 Minimum: 1	PNG, Layered PSD	Connected TV	Full-Width Carousel Composed, promotional Image preferred.
	L1.78	1920x1080	TBD	Requested: 5 Minimum: 1	PNG, Layered PSD	Phone	Tile Carousel Composed, promotional Image preferred.
Home Screen Hero Title Treatment Layers	L3.91	3840x982		1	PNG with Alpha, Layered PSD	Connected TV, Web, & Tablet	For use with Tile Carousel Prioritize 225 title scoped for launch day. Post Launch Scope TBD.
	L3.0	3840x1280	1920x640	1	PNG with Alpha, Layered PSD	Connected TV	For use with Full-Width Carousel Prioritize 225 title scoped for launch day. Post Launch Scope TBD.
	L1.78	1920x1080		1	PNG with Alpha, Layered PSD	Phone	For use with Tile Carousel Prioritize 225 title scoped for launch day. Post Launch Scope TBD.
Title Treatment	L1.78	1920x1080	1344x756	TBD	PNG with Alpha, Layered PSD	All	Prefer high-contrast white/light; free of decorative graphics (frames, plaques); free of shadows or glow effects. <b>As Title Treatments vary in aspect ratio, title art should be placed in a 16x9 frame and Left Justified and Vertically Centered.</b>

Constrain assets to 40mb max - >10mb preferred

## **03 Asset Guidelines**

# Tile Art

**Primary representation of the content that identifies the title and motivates the guest to explore and eventually watch.** The Disney+ service refreshes the artwork over time and therefore requires five (5) Tile Art variations per title: One primary, and four alternates.



# Tile Art

## Purpose

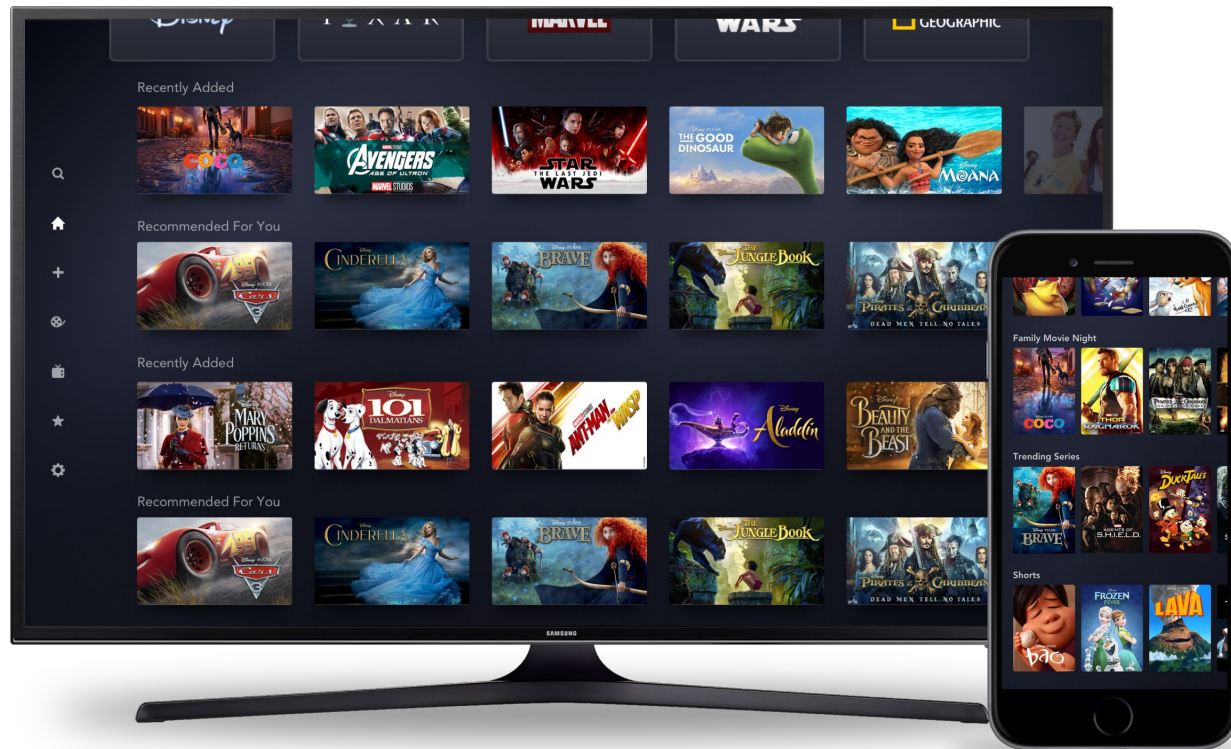
A TILE ART asset is the primary representation of a title, appearing throughout the service in rows that may be fixed or dynamically generated by searches, watchlists, recommendations, recent adds, etc.

Tile Art images aid in navigation, communicating functionality, and motivating the guest to explore and eventually watch the associated title.

Selecting a tile takes the guest to a Detail screen.

## Art Direction

Tile Art should clearly feature characters and Title Treatments, with the expectation that they will create a visual dialogue with their adjacent peers when arranged in content rows.



# Tile Art Specs



## Connected TV, Web, Tablet

Ratio: **1.78**

Requested Resolution: **1920x1080**

Minimum Resolution: **1920x1080**

Format: **PSD (Layered) & PNG**



## Mobile

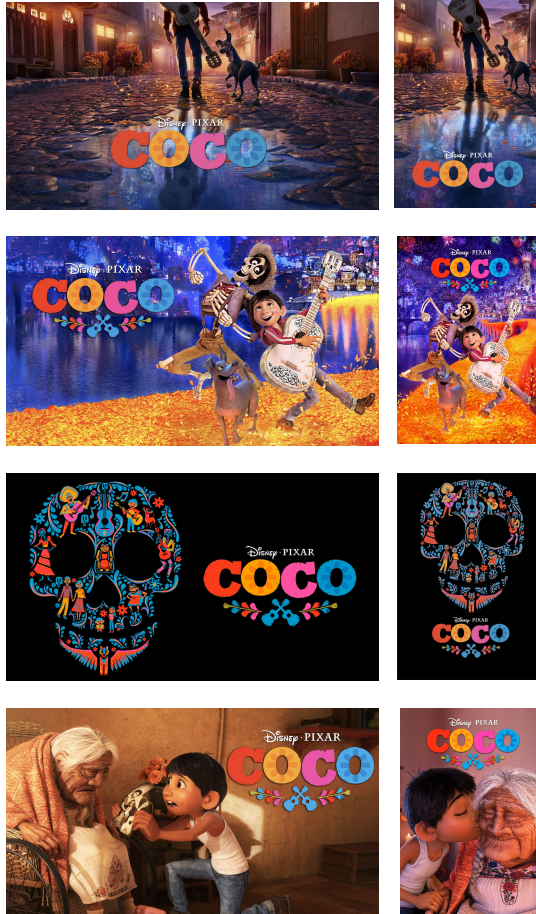
Ratio: **.71**

Requested Resolution: **2000x2818**

Minimum Resolution: **767x1080**

Format: **PSD (Layered) & PNG**

# Tile Art Design: Formal Considerations



Tile Art should be legible, immediately recognizable, impactful, and easy to understand. It should be simple and focused, avoiding visual crowding where characters compete with backgrounds, or too many elements dilutes the overall impact. Avoid covering or cropping the faces and hands of featured characters.

## Tile Art design should be:

**Simple and Focused.** Tile Art should be impactful and easy to understand.

**Avoid visual crowding.** Do not cover or crop faces and hands. Backgrounds should not visually compete with characters.

**Avoid use small elements** that are hard to see and that distract from the overall impact.

**Readable.** Optimize title treatments for readability, through sizing, placement, and visual contrast.



# Tile Art Design: Subject Matter



Tile Art should also be created with an understanding of title and action safe areas that accommodate Service badges (“new” indicators).

**Tile Art imagery should always focus on one of the following:**

- **Key character attributes** (personality, activity, skill)
- **Key characters** and their **relationship**
- **Key story point**
- **Key design element** or **locale**

**Variations should be limited to:**

- Image (e.g., main character, ensemble, alternate characters and scenes, design elements)
- Title Treatment (full color, single color)
- Layout (relative positioning of Title Treatment and Image focus)

# Tile Art Design: Layered Source Construction

Source artwork is required to have the Title Treatment on a separate layer (and on alpha) to allow for localization of Tile Art images.



Connected TV, Web, Tablet Artwork

+



# Tile Art Design: Title and Action Safe Area



Connected TV, Web, Tablet




Safe Zones

Ideal zone for title treatment and Image focus



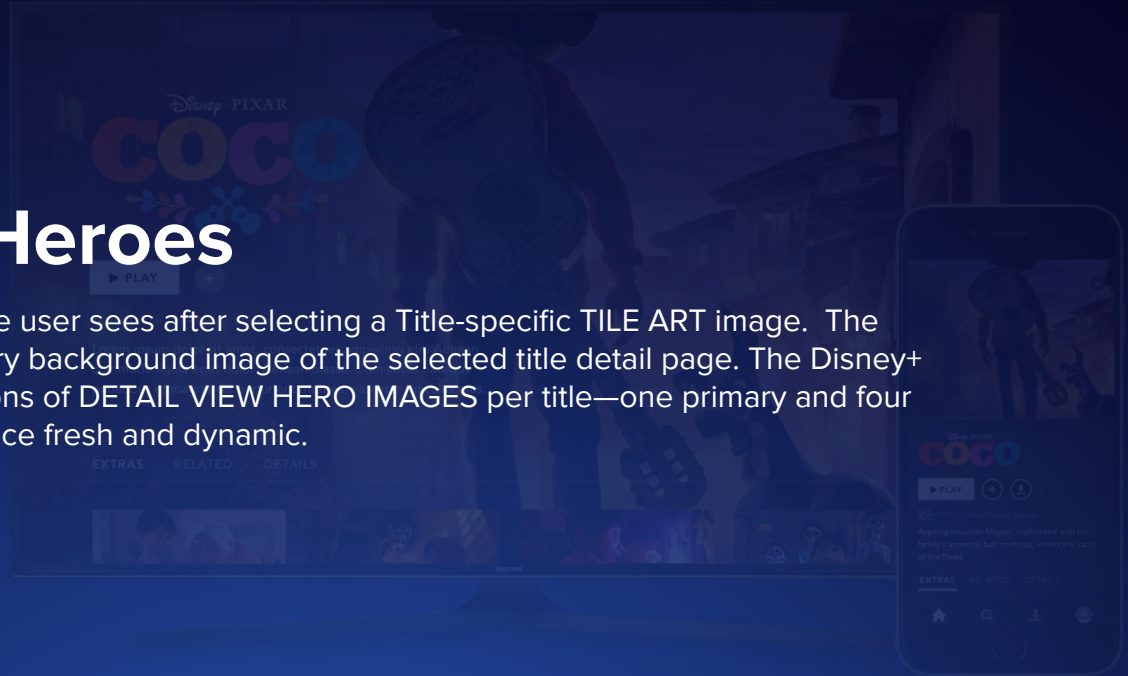
Mobile

Safe Zones

-  Safe Zone
-  Image Focus
-  Overlay Elements

# Detail View Heroes

A DETAIL VIEW HERO is what the user sees after selecting a Title-specific TILE ART image. The DETAIL VIEW HERO is the primary background image of the selected title detail page. The Disney+ interface requires five (5) variations of DETAIL VIEW HERO IMAGES per title—one primary and four alternates—to keep the experience fresh and dynamic.





# Detail View Hero

## Purpose

A DETAIL VIEW HERO image is what the user sees after selecting a Title-specific TILE ART image. The detail view hero is the primary background image of the selected title's detail page and serves as a home page for the selected title.

## Art Direction

HERO IMAGES take up the entire width of the viewing area and set the stage for the presentation of metadata, interface elements, and rows of associated content.

Hero Images must reserve enough open but not dead space to accommodate the dynamic overlay of other visual elements (see page 45). They must also make use of a gradient overlay to insure the visual impact of the Detail View's Content Row is not disrupted (see page 46).

The Detail View Hero Image should be promotional in nature and have high production value. The Detail View Hero should be unique from the Title's TILE ART image.



# Detail View Hero Spec



## Connected TV, Web, Tablet

Ratio: **1.78**

Requested Resolution: **3840x2160**

Minimum Resolution: **1920x1080**

Format: **PSD (Layered) & PNG**



## Mobile

Ratio: **1.33**

Requested Resolution: **2880x2160**

Minimum Resolution: **1440x1080**

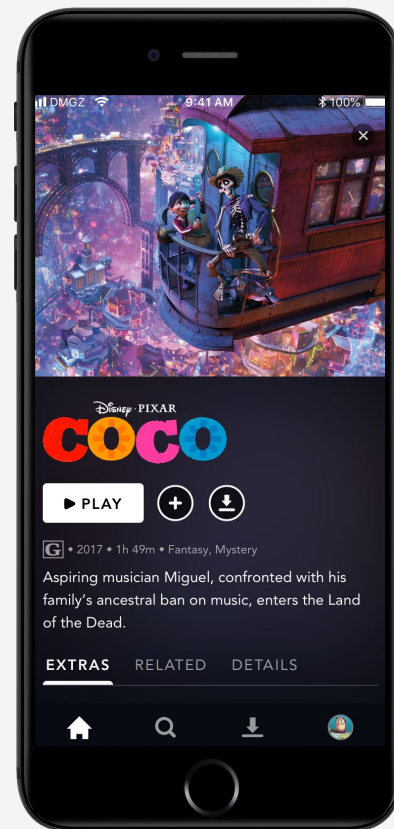
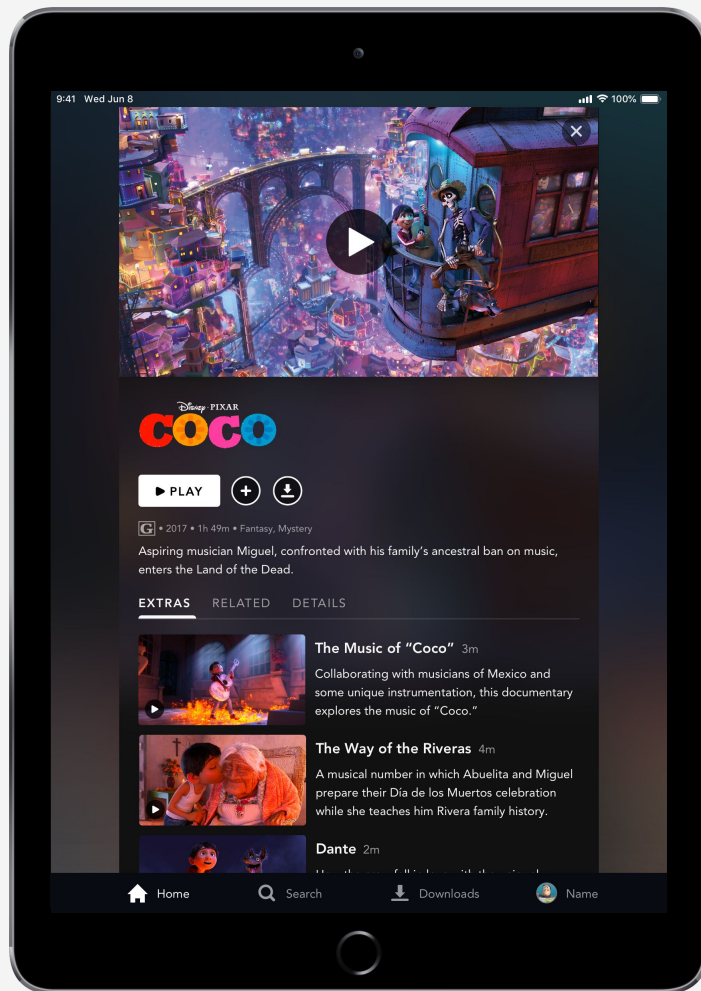
Format: **PSD (Layered) & PNG**



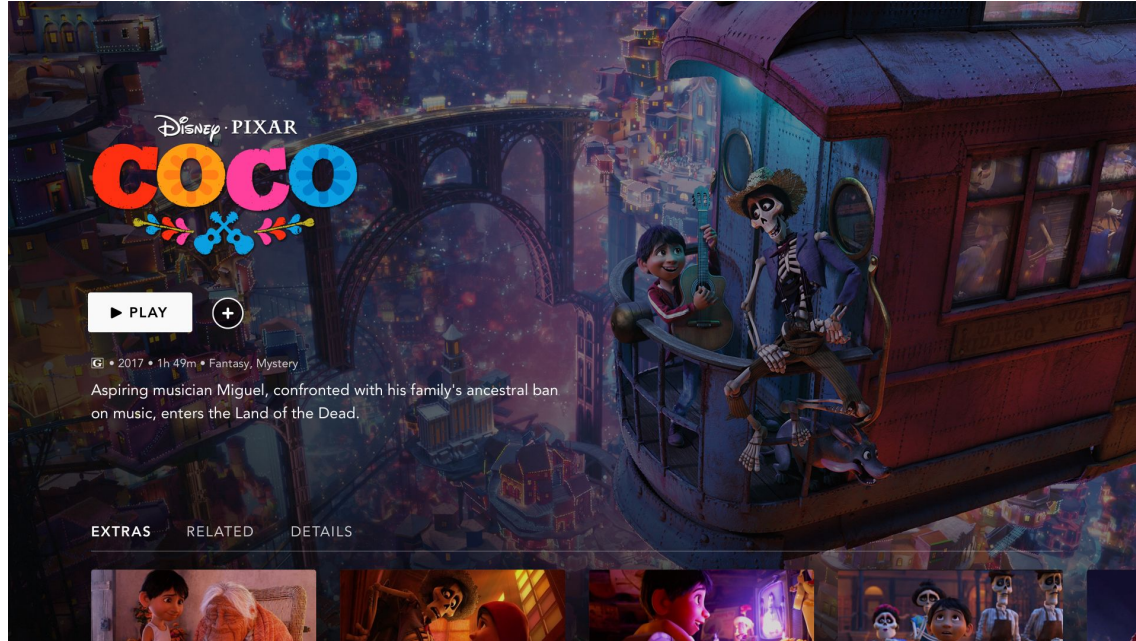
## Title Treatment on Alpha







# Detail View Hero: Subject Matter



Detail View imagery is an extension of the narrative associated with each title.

Detail View imagery should always focus on one of the following:

- **Key character attributes** (personality, activity, skill)
- **Key characters** and their **relationship**
- **Key story point**
- **Key design element** or **locale**




**Note:** The Detail View Hero Image should not be the same as the Title's Tile Art image.

## Detail View Hero: Title and Action Safe Area



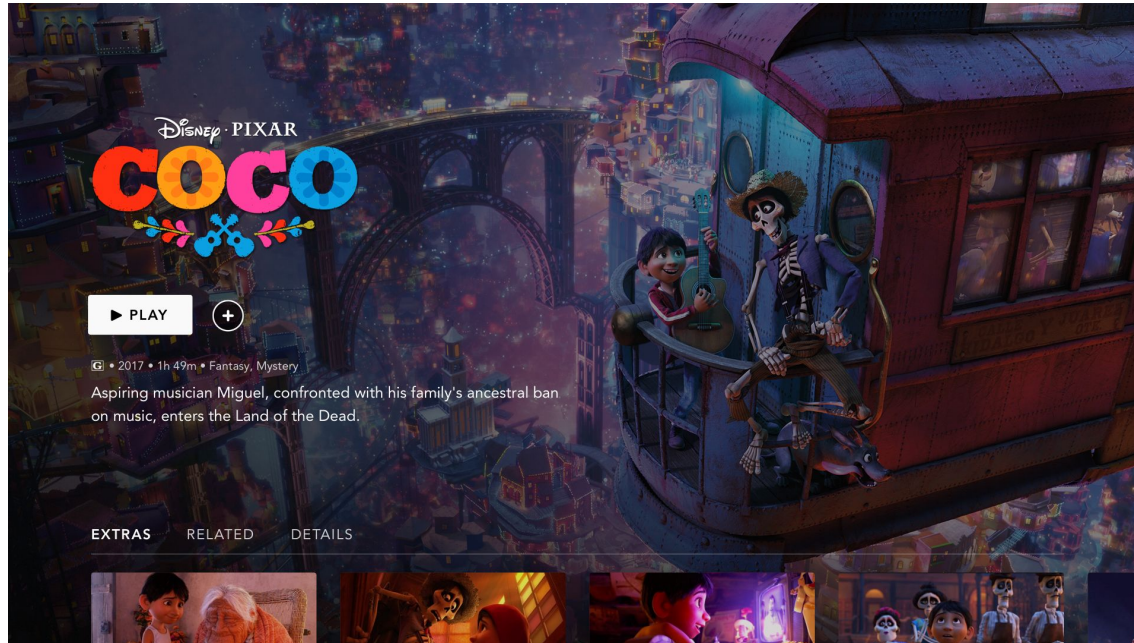
Image focus

Details designs should take in to account the various safe zones and croppings for each platform to ensure the design presents correctly across all placements

-  Safe Zone
-  Image Focus
-  Overlay Elements



## Detail View Image: Contrast



An overlay will be added programatically to ensure contrast and readability of UI elements.



+

Programmatic  
Overlay

+



# Detail View Hero: Variations

Variations should be limited to:

## Image

1. Main Character
2. Alternate character(s)/scenes
3. Ensemble
4. Environments
5. Design Elements

**Title Treatment** (full color, single color)





# Home Screen Hero Carousel

## Purpose

The Home Screen Hero Carousel promotes awareness of fresh content on the service by showcasing exclusive artwork, or introducing a story to a new audience.

## Art Direction

Both types of Hero Images must reserve enough open but not dead space to accommodate the title treatment. The two types of Hero Images should not be created from the same source asset.

The title treatment overlays on the left side of the image. It will sit vertically centered over the image and has dedicated safe areas and title size guides outlined in the specs section. The title should be left justified and align to the left edge of the safe area.

These Hero images can be dynamic scenes from the feature, or showcase an ensemble cast of characters. It should be different than the Tile Art image for a given title.





# Home Screen Hero Carousel Spec



## Connected TV, Web, Tablet

Ratio: **3.91**

Requested Resolution: **3420x874**

Minimum Resolution: **TDB**

Format: **PSD (Layered) & PNG**



## Mobile

Ratio: **1.78**

Requested Resolution: **1920x1080**

Minimum Resolution: **TDB**

Format: **PSD (Layered) & PNG**



## Title on Alpha

Ratio: **3.91** and **1.78 (mobile)**

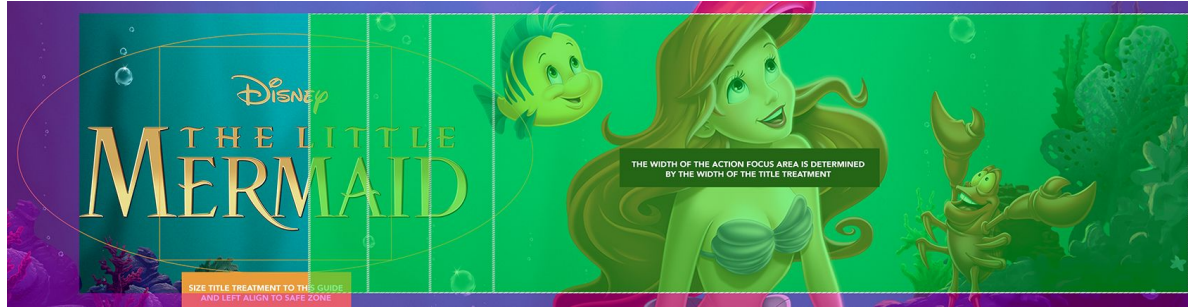
Requested Resolution: 3420x874  
and **1920x1080 (mobile)**

Minimum Resolution: **TDB**

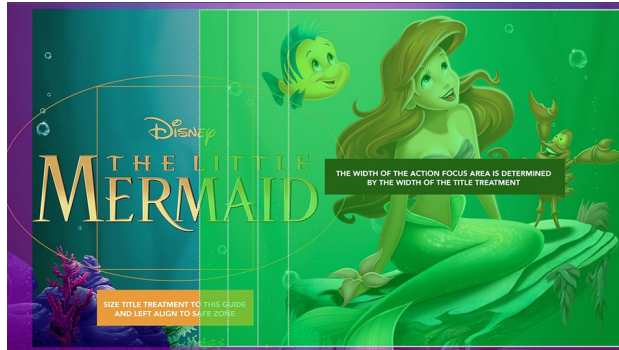
Format: **PSD (Layered) & PNG**

**Must be vertically centered and  
left aligned to safe area.**




# Home Screen Hero Carousel Safe Zones



Connected TV, Web, Tablet  
Ratio: **3.91**

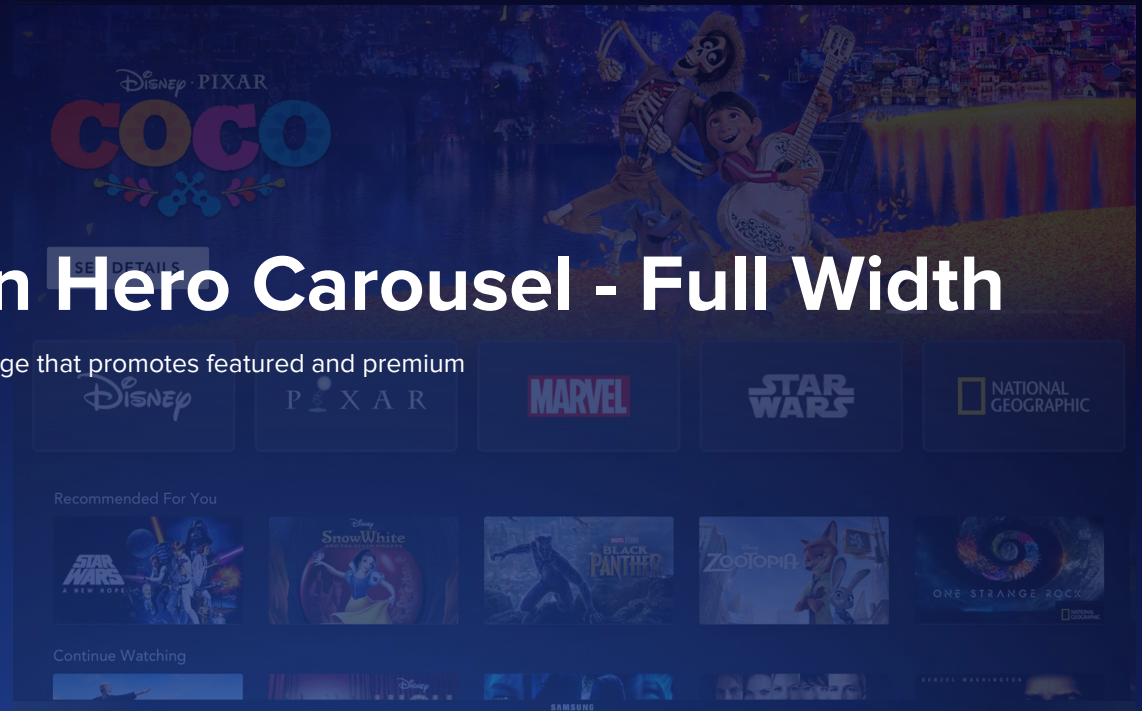


Mobile  
Ratio: **1.78**

-  Safe Zone
-  Image Focus
-  Overlay Elements

# Home Screen Hero Carousel - Full Width

Top of the Marquis rotating banner image that promotes featured and premium content.



# Home Screen Hero Carousel: Full Width

## Purpose

A Home Screen Hero Carousel - Full Width captures the essence of a title in a bold, visually engaging way—not unlike a movie poster—by featuring main characters, ensembles, exclusive art, and references to iconic moments.

**The Full Width Hero Carousel is only used on Connected TV**

## Art Direction

Full Width Carousel images take up the entire width of the viewing area of the Main Navigation Page and make use of a gradient overlay to fade behind the Tile Art Images of the Brand Row.

The Home Screen Hero Full Width image should ideally be the same as the standard Carousel.



## Home Screen Hero Carousel Spec: Full Width



### Connected TV

Ratio: **3.00**

Requested Resolution: **3840x1280**

Minimum Resolution: **1920x640**

Format: **PSD (Layered) & Transparent PNG**

Note: Within the Photoshop template, there is an alpha mask. The mask must be applied to the output image asset.



### Title on Alpha

Ratio: **3.00**

Requested Resolution: **3840x1280**

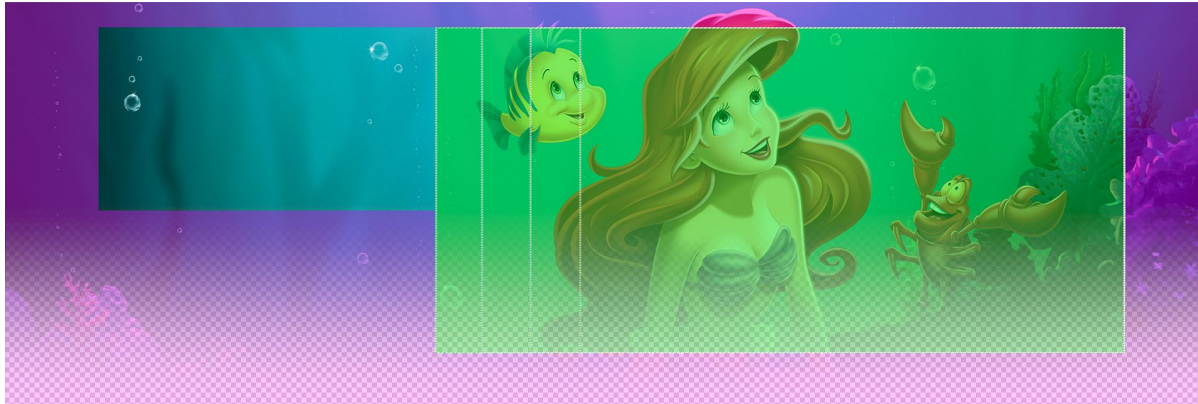
Minimum Resolution: **TDB**

Format: **PSD (Layered) & PNG**

**Must be vertically centered and left aligned to safe area.**






# Home Screen Hero Carousel Safe Zones: Full Width



## Connected TV

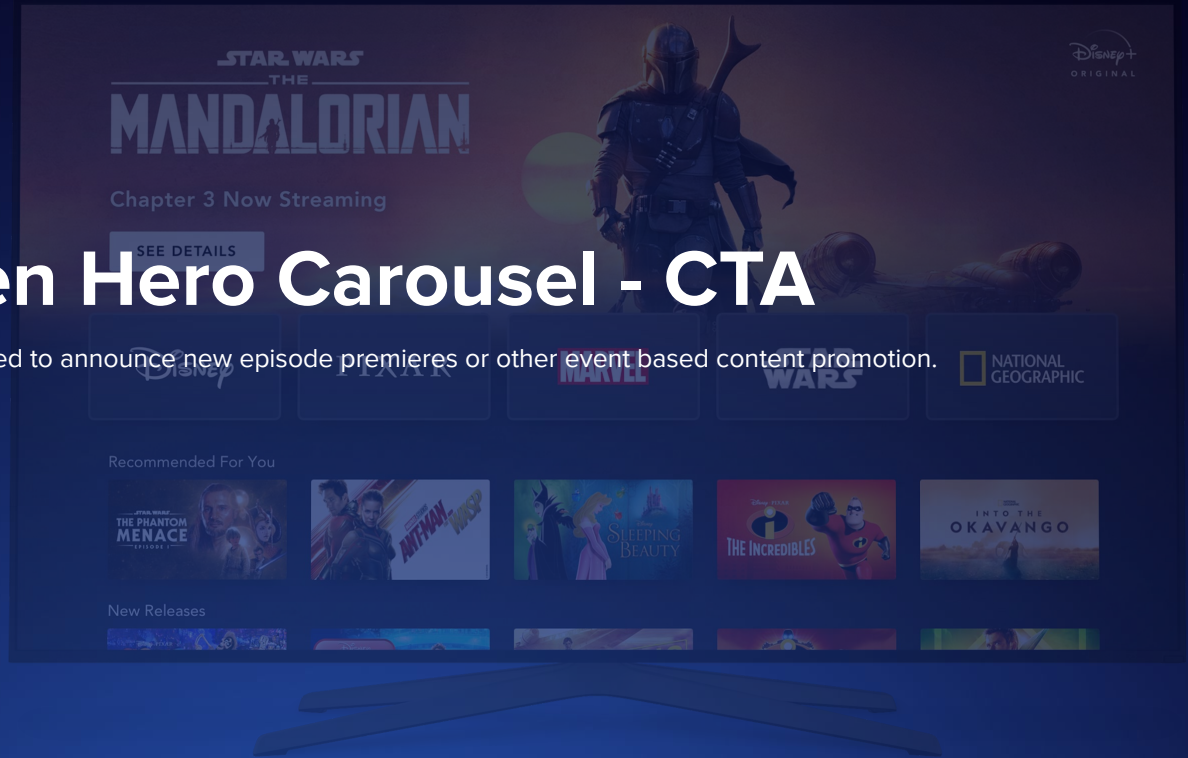
Ratio: **3.00**

At minimum, the image should fill the safe area (3840x1280) but can vary in height beyond the safe area.

-  **Safe Zone**
-  **Image Focus**
-  **Overlay Elements**

# Home Screen Hero Carousel - CTA

Custom “Call to Action” message used to announce new episode premieres or other event based content promotion.





# Home Screen Hero Carousel: CTA Messaging

## Purpose

CTA Messaging is the most basic level of user notification to notify users of new and noteworthy content.

## Art Direction

Both types of Hero Images must reserve enough open but not dead space to accommodate the title treatment. The two types of Hero Images should not be created from the same source asset.

The title treatment overlays on the left side of the image. It will sit vertically centered over the image and has dedicated safe areas and title size guides outlined in the specs section. The title should be left justified and align to the left edge of the safe area.

These Hero images can be dynamic scenes from the feature, or showcase an ensemble cast of characters. It should be different than the Tile Art image for a given title.



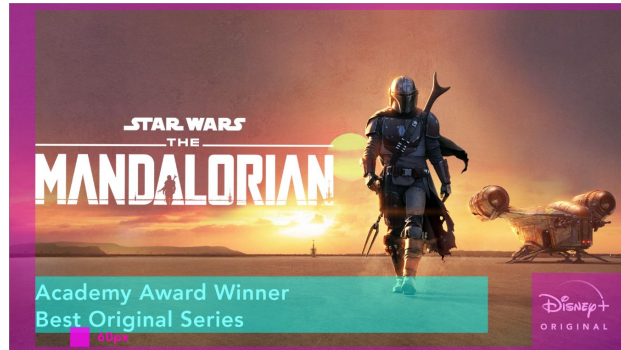
# Home Hero Carousel CTA Placement



**3.91**

*Placement:* **80px** below Title treatment, **left** aligned to the safe area

*Title Treatment/Copy Lock-up:* Once the CTA copy is set, the group of the Title and copy should then be **vertically centered** in the layout.



**1.78**

*Placement:* **60px** from the bottom of the safe area

-  **Safe Zone**
-  **Title/Text Zone**

# Home Hero Carousel CTA Placement

## Episodic

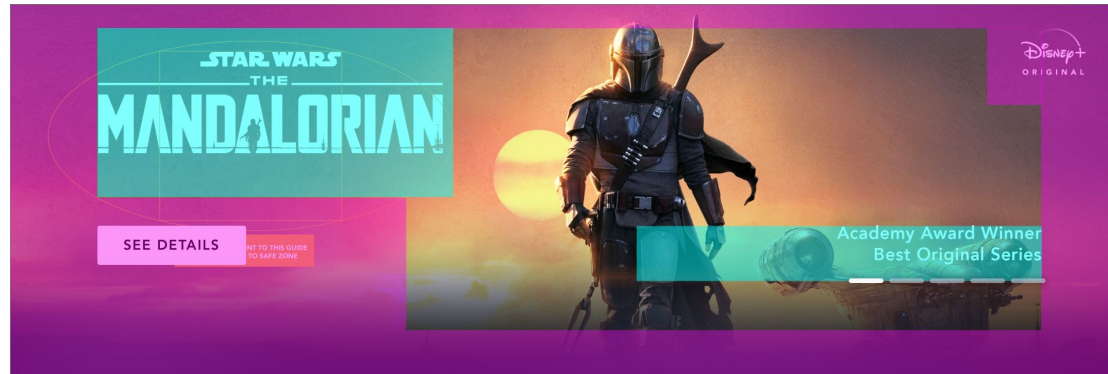


3.00

Placement: **Bottom-Left** aligned to the safe area

Title Treatment: **Resize** to fit safe zone and sit **80px** above the CTA

## Attributed



3.00

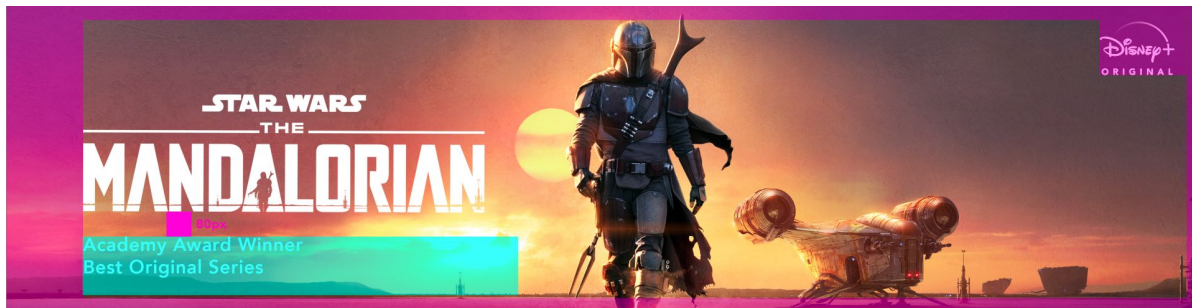
Placement: **Right** aligned to the safe area

**Top-Aligned** to the “See Details” CTA

 **Safe Zone**

 **Title/Text Zone**

# Home Hero Carousel CTA Text Spec



**3.91**

*Text Weight: **60pt, Avenir Heavy**, Title-Case*

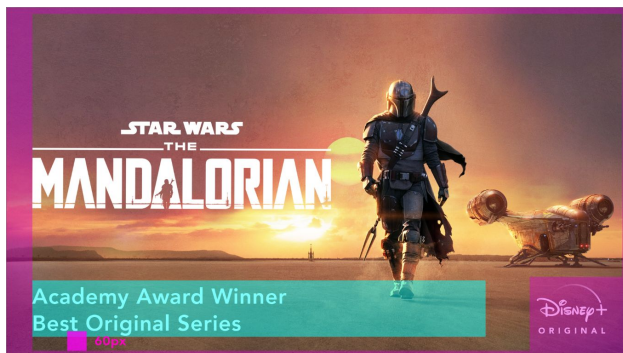
*Layout: **72pt** Line-height, **Left** Justified*

*Max Width: **1400px** text box*

*Color: **#f9f9f9** on dark backgrounds*

***#000000** on Light Backgrounds*

*Text Style: Drop Shadow*



**1.78**

*Text Weight: **50pt, Avenir Heavy**, Title-Case*

*Layout: **62pt** Line-height, **Left** Justified*

*Max Width: **1400px** text box*

*Color: **#f9f9f9** on dark backgrounds*

***#000000** on Light Backgrounds*

*Text Style: Drop Shadow*

 **Safe Zone**

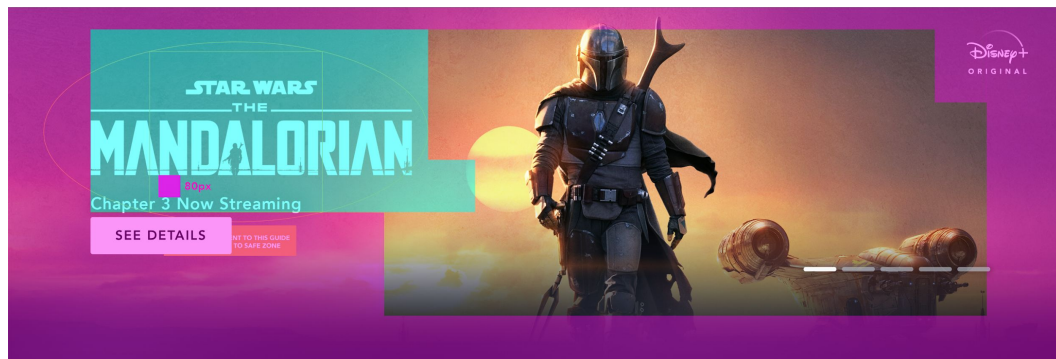
 **Title/Text Zone**

**NOTE:** Line-breaks should be appropriate for the content and/or translation of the text. NOT solely based on the width of the textbox



# Home Hero Carousel CTA Text Spec

## Episodic



**3.00**

*Text Weight:* **60pt, Avenir Heavy**, Title-Case

*Layout:* **72pt** Line-height, **Left** Justified

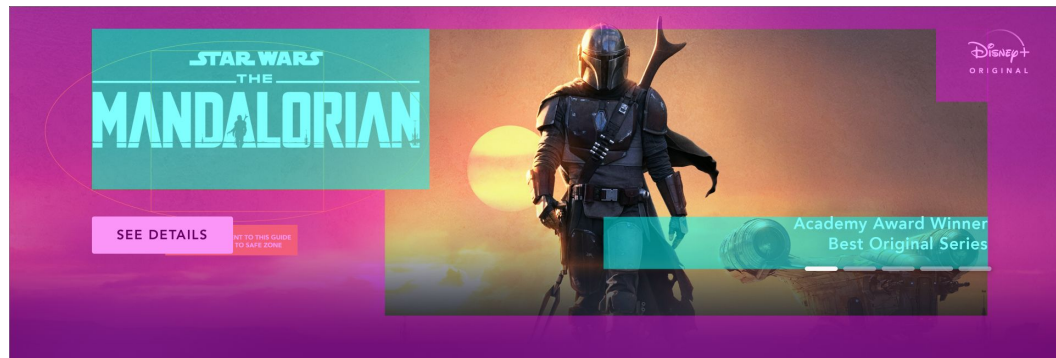
*Max Width:* **1400px** text box

*Color:* **#f9f9f9** on dark backgrounds

**#000000** on Light Backgrounds

*Text Style:* Drop Shadow

## Attributed



**3.00**

*Text Weight:* **60pt, Avenir Heavy**, Title-Case

*Layout:* **72pt** Line-height, **Right** Justified

*Max Width:* **1400px** text box

*Color:* **#f9f9f9** on dark backgrounds

**#000000** on Light Backgrounds

*Text Style:* Drop Shadow

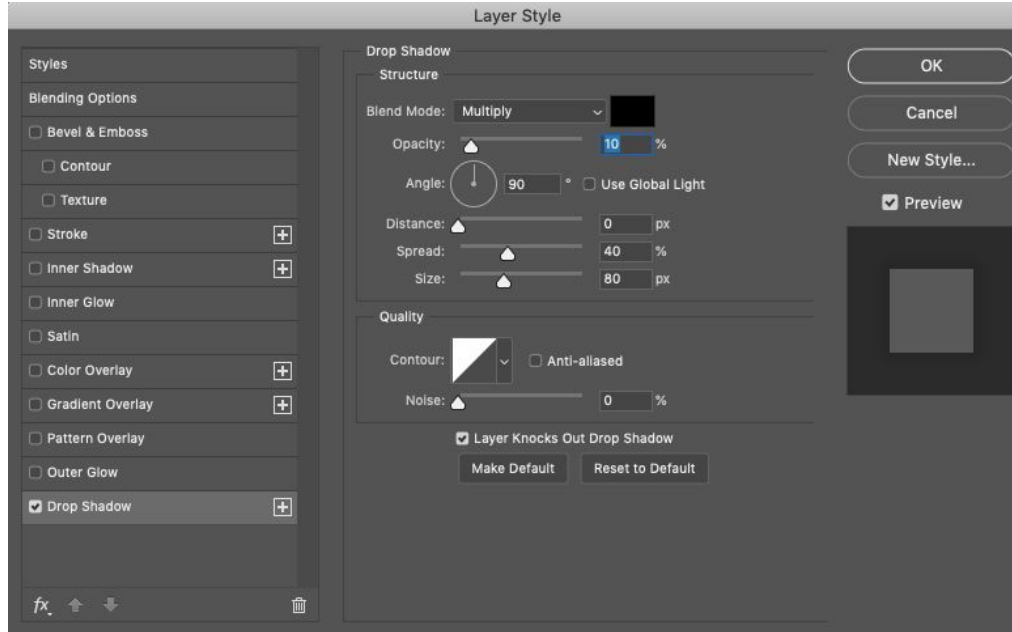
 **Safe Zone**

 **Title/Text Zone**

**NOTE:** Line-breaks should be appropriate for the content and/or translation of the text. NOT solely based on the width of the textbox

# Home Hero Carousel CTA Text Spec

## Drop Shadow Details



The drop shadow is there to protect legibility when there is not enough contrast between the background image and the text CTA.

# Home Hero Carousel CTA Export



## Title and CTA on Alpha

The CTA lives on the title layer

Ratio: **3.91**, **3.0** and **1.78** (mobile)

Requested Resolution: **3420x982**, **3840x1280** and **1920x1080** (mobile)

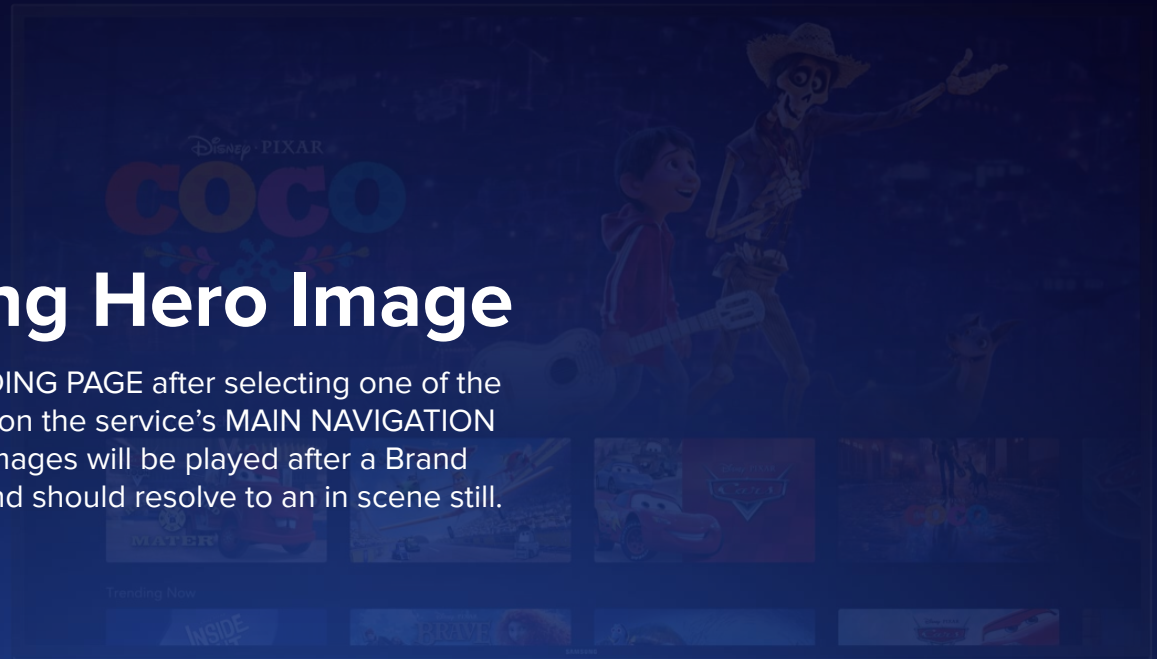
Format: **PSD (Layered) & PNG**

**Must be left aligned to safe area**



# Brand Landing Hero Image

Users arrive at the BRAND LANDING PAGE after selecting one of the Brand-specific TILE ART Images on the service's MAIN NAVIGATION SCREEN. Brand Landing Hero images will be played after a Brand Landing Intro video of the title and should resolve to an in scene still.





# Brand Landing Hero Image

## Purpose

Within the Connected TV user experience, the Brand Landing Hero is a content showcase that is displayed behind content rows. Keep in mind that still images do not necessarily capture the energy or impact of animated production logos the audience may be used to.

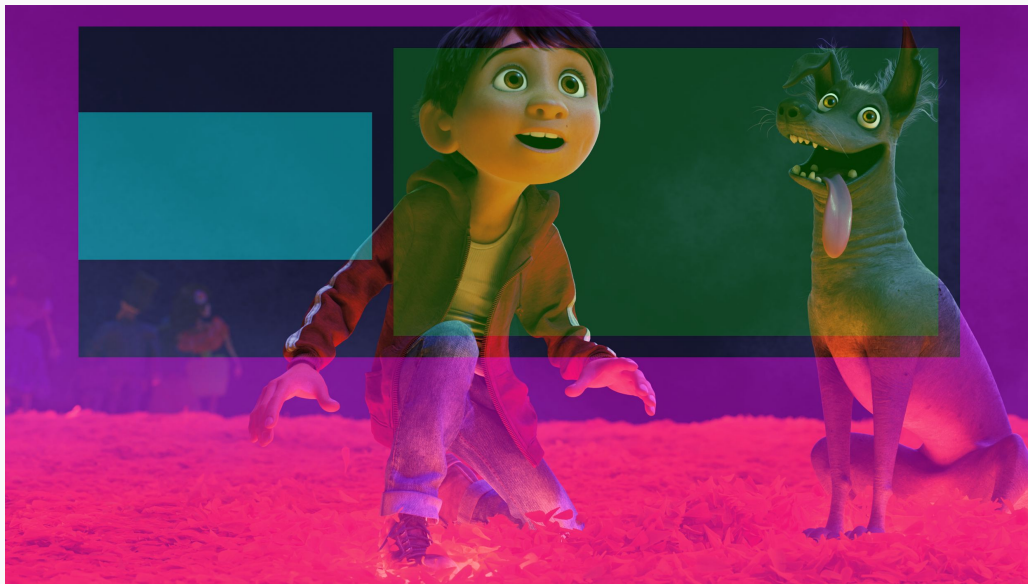
## Art Direction

The Brand Landing Hero image takes up the entire width of the viewport, and captures the essence of the associated brand. Unlike other Hero Images, The Brand Landing Hero Image does not require the reservation of space for dynamic overlays. However, its content and impact should not be diluted by the required gradient overlay that fades it into the background behind the content rows.

**Unlike Detail Heroes which are more promotional images, the Brand Landing Hero should be more of an In Stream image that resolved naturally from the Brand Landing Video.**



## Brand Landing View Hero Spec & Title Treatment






Ratio: 1.78

Resolution: 1920X1080 (minimum); 3840x2160 (requested)



Title on Alpha

-  Safe Zone
-  Image Focus
-  Overlay Elements

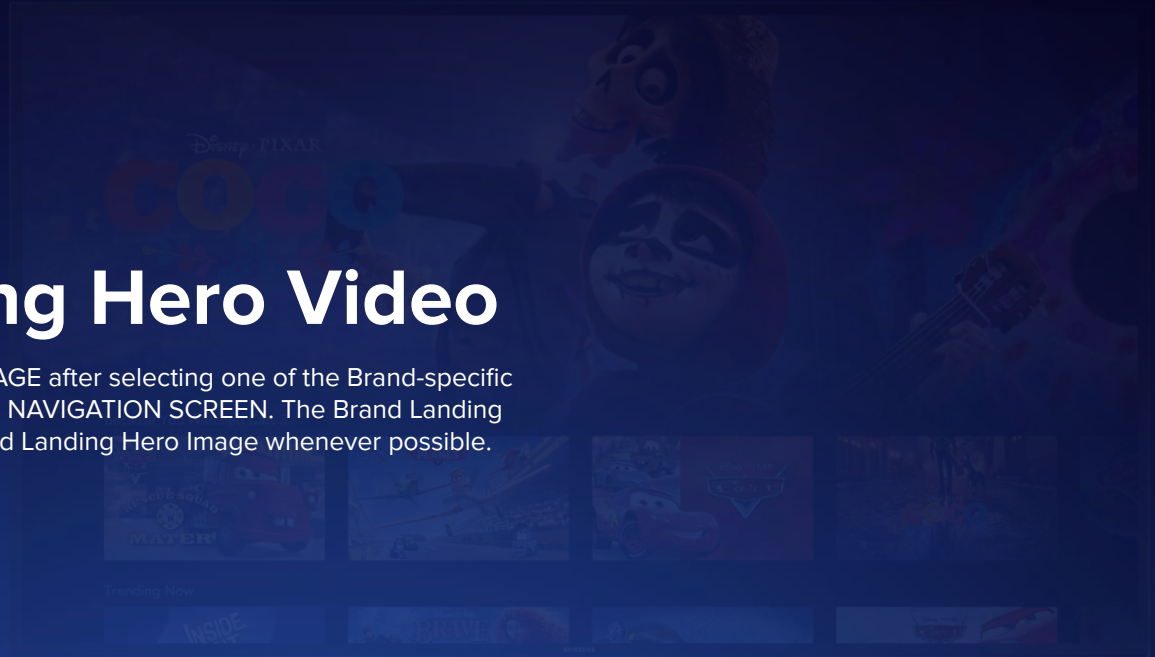


## Brand Landing Variations



# Brand Landing Hero Video

Users arrive at the BRAND LANDING PAGE after selecting one of the Brand-specific TILE ART Images on the service's MAIN NAVIGATION SCREEN. The Brand Landing Hero Video takes priority over the Brand Landing Hero Image whenever possible.





# Brand Landing Hero Video

## Purpose

On Connected Devices and Web, the Brand Landing Hero Image transitions to Brand Landing Hero Video when a content tile remains in-focus for several seconds. The purpose of the video is to generate anticipation for the content.

## Art Direction

The video takes up the entire width of the viewport, and captures the essence of the associated title. The video does not require the reservation of space for dynamic overlays. However, its content and impact should not be diluted by the required gradient overlay that fades it into the background behind the content rows.

The video should not start with the same shot as the Hero Image. This will prevent a visual “jump” as the Image fades into Video.



# Brand Landing Hero Video - Editing Notes

## General

The Title-specific, 15 second videos are non-narrative visual teasers that are triggered when user focuses on content tiles. Videos will have no audio, or visible dialog. Characters and action should be positioned in the safe zone shown above. Avoid scenes that show characters talking as well as any written signage, logos, or language specific elements.

Note to editors: Cuts within the clips should mainly fade in & out to black, to help avoid fast , choppy edits. There are links to example clips in the app UI to help provide direction included in the AE template.

The following template should be used when composing video. It can be found in the Templates folder that was shared with your agency via our Operations Group:

**Brand-Landing-Title-Specific-Video-Template-3-20.zip**

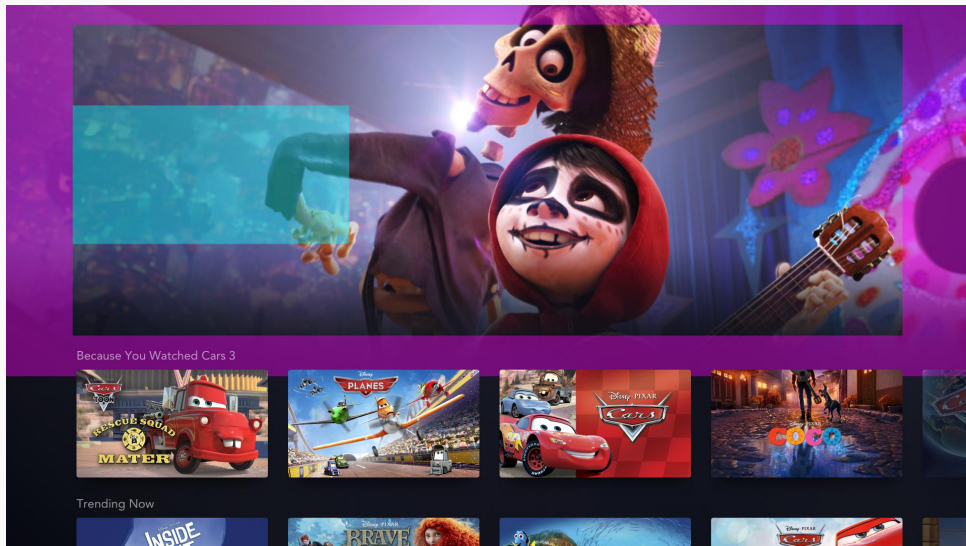
<https://aspera.pub/GtruFXI>

## PSE (Photosensitive epilepsy)




During editing, try to avoid sequences with more than 3 consecutive brightness flashing / saturated color flashing effects that occupy 25% or more of the active image in a one second duration. Also, avoid stark patterns (stripes, polka dots, cross-hatching, etc), especially patterns that flash, oscillate, change direction or reverse in contrast.



# Brand Landing Hero Video Specs



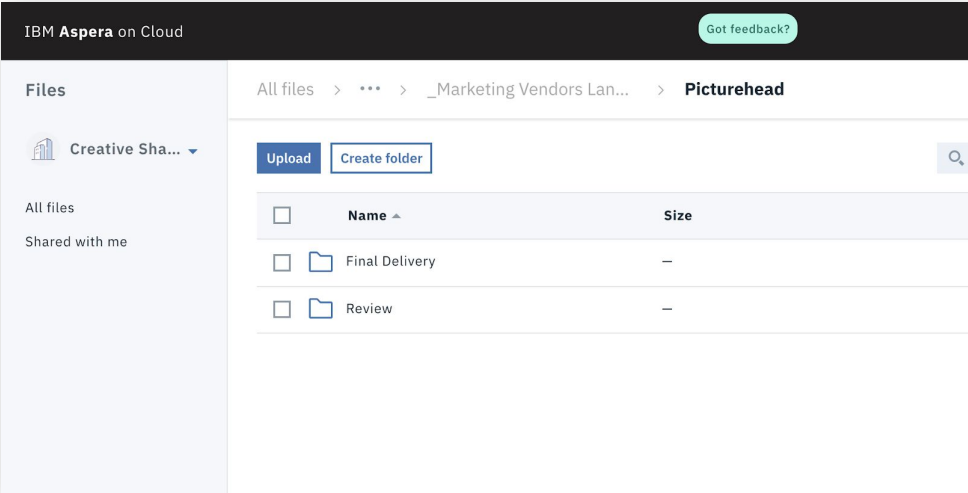
Title on Alpha

-  Safe Zone
-  Image Focus
-  Overlay Elements

Ratio: 16:9 / 1920x1080 / TV

- **Delivery Formats:** Quicktime ProRes HQ 4:2:2, 4:4:4
- **Codec :** ProRes HQ 4:2:2, 4:4:4
- **Source Frame Rate:** 23.976 or 29.97 fps
- **Length:** 15 seconds
- **Output: 2 files**
  - **1:** include scrim and tile overlay for UI review.
  - **2:** with no scrim / overlays, @full rez to check for QC.
- **Fade in length:** 1 sec, Curve: EaseInQuart
- **Fade out length:** 1 sec, Curve: EaseOutQuart
- **Edit/Cuts** can include hard cuts, but should mostly be fade in & out to black. Please refer to the live product to see the direction.
- **Audio:** No Audio, if it comes with it will be removed at encode

# Brand Landing Hero Video Specs



Inside your vendor folder for videos

### For Review

- Output: **WITH SCRIM**/tile overlay for review process.
- Output: **WITHOUT SCRIM** for QC & Encoding.

After Effects template with guides, scrims, overlays and notes is here:  
<https://aspera.pub/GtruFXI>

### For Final Delivery

- **Output:** WITHOUT SCRIM.
- Can have black space on bottom if clips were adjusted vertically to optimize safe zone.
- The scrim is added dynamically during encoding.

## Delivery Specifications & Requirements

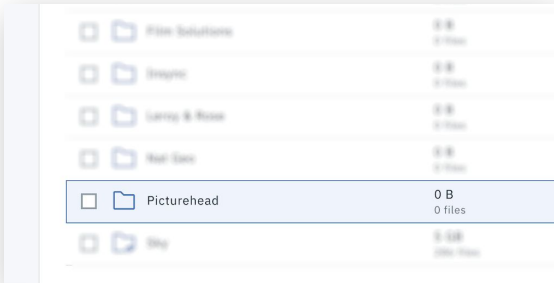
For review and delivery of final video assets, the following process should be followed. All videos are to be reviewed by the Product Design team to ensure the overall specifications and guidelines are followed. Your agency should be provided credentials for accessing our file repository landing pad, called “Aspera.” Your agency will also be provided a preset folder with your name and appropriate folders to deliver both files for REVIEW and FINAL DELIVERY. **Contact information can be found below if you do not have access yet.**

In the Review process, two versions of your video are requested - one with the “Scrim” & tile overlays, and one without. Both should be in high-resolution. There are notes in the template project.

For Final Delivery, only a single file in high-resolution (without a Scrim) should be submitted.

### Operations Contacts

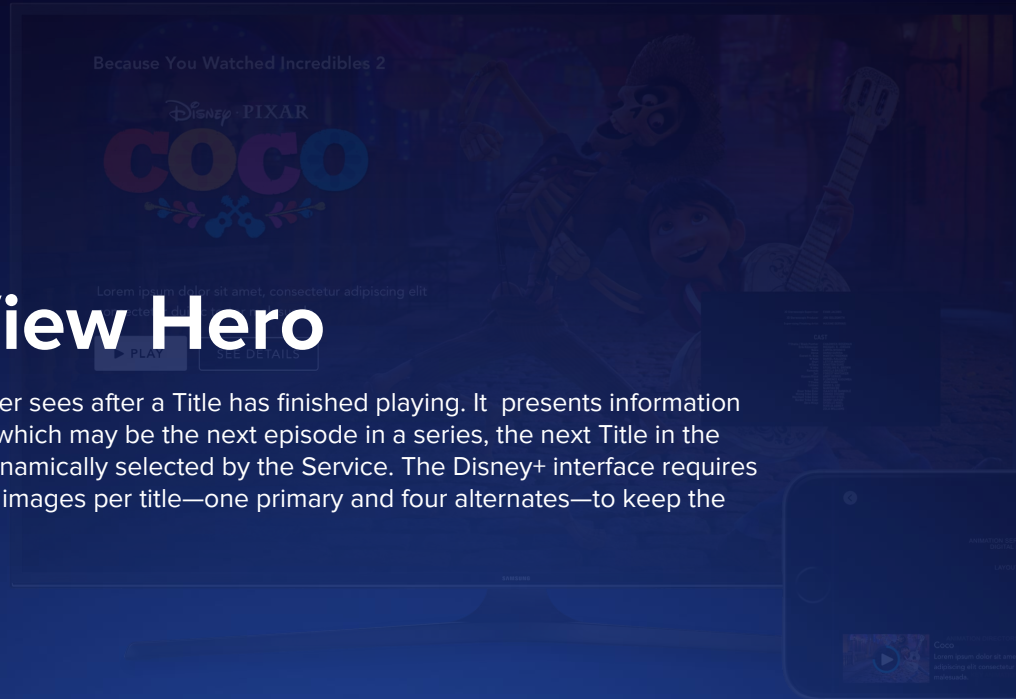
- Set up “Landing Pad” access, contact:  
**Robert.X.Albano.-ND@disney.com**



Vendor folder on Aspera “Landing Pad”

# Post Play View Hero

A POST PLAY VIEW is what the user sees after a Title has finished playing. It presents information about the next Title to be played, which may be the next episode in a series, the next Title in the user's watchlist, or a Title that is dynamically selected by the Service. The Disney+ interface requires five (5) variations of post play hero images per title—one primary and four alternates—to keep the experience fresh and dynamic.





# Post Play View Hero

## Purpose

A DETAIL VIEW HERO IMAGE captures the essence of a title in a bold, visually engaging way—not unlike a movie poster—by featuring main characters, ensembles, and references to iconic moments.

## Art Direction

The Post Play Hero image should be distinct from the Detail Hero.

The Post Play layout is distinct due to the PIP video window that is displayed in the lower right of the screen.

HERO IMAGES take up the entire width of the viewing area and set the stage for the presentation of metadata, interface elements, and rows of associated content.

Hero Images must reserve enough open but not dead space to accommodate the dynamic overlay of other visual elements.



# Post Play View Image Spec



**Connected TV, Web, Tablet, Mobile**

Ratio: **1.78**

Requested Resolution: **3840x2160**

Minimum Resolution: **1920x1080**

Format: **PSD (Layered) & PNG**






**Title on Alpha**

# Post Play View: Title and Action Safe Area



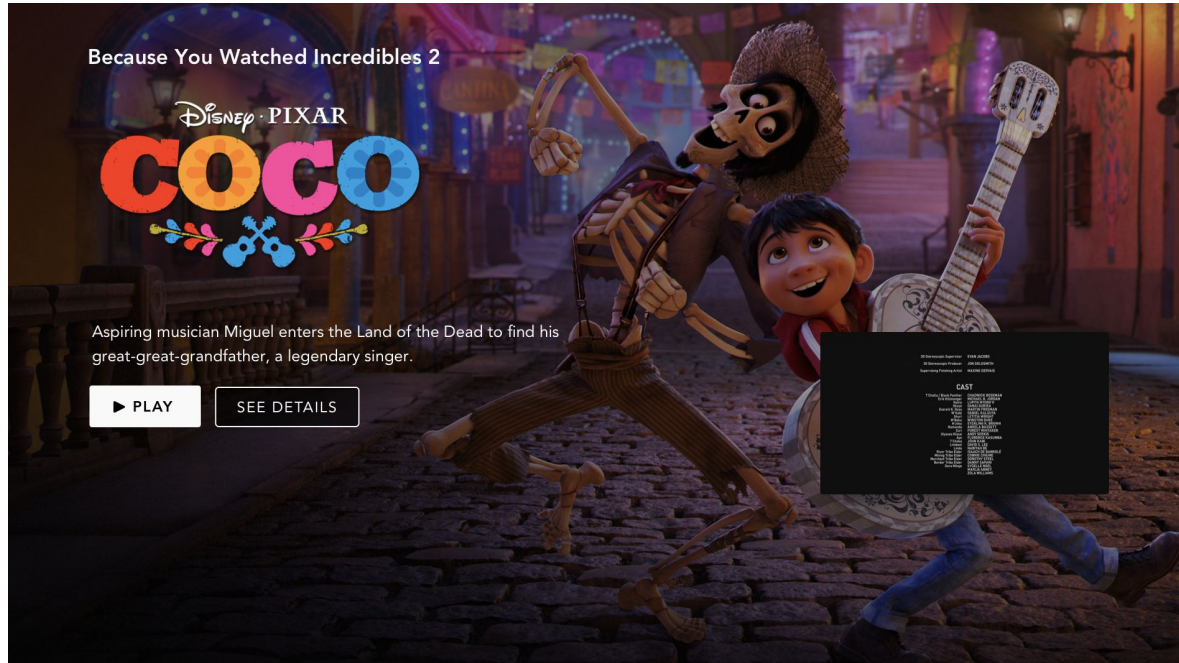
The presence of the small, in-line player requires special consideration for the Post Play View Hero.

Select images that avoid obstruction of characters' faces and hands, and obstruction of the focus of the scene.

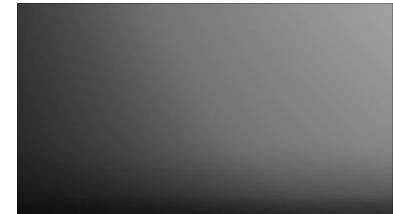
-  **Safe Zone**
-  **Image Focus**
-  **Overlay Elements**



# Post Play View Image: Layered Source Construction



Post Play Hero: Ratio: 1.78



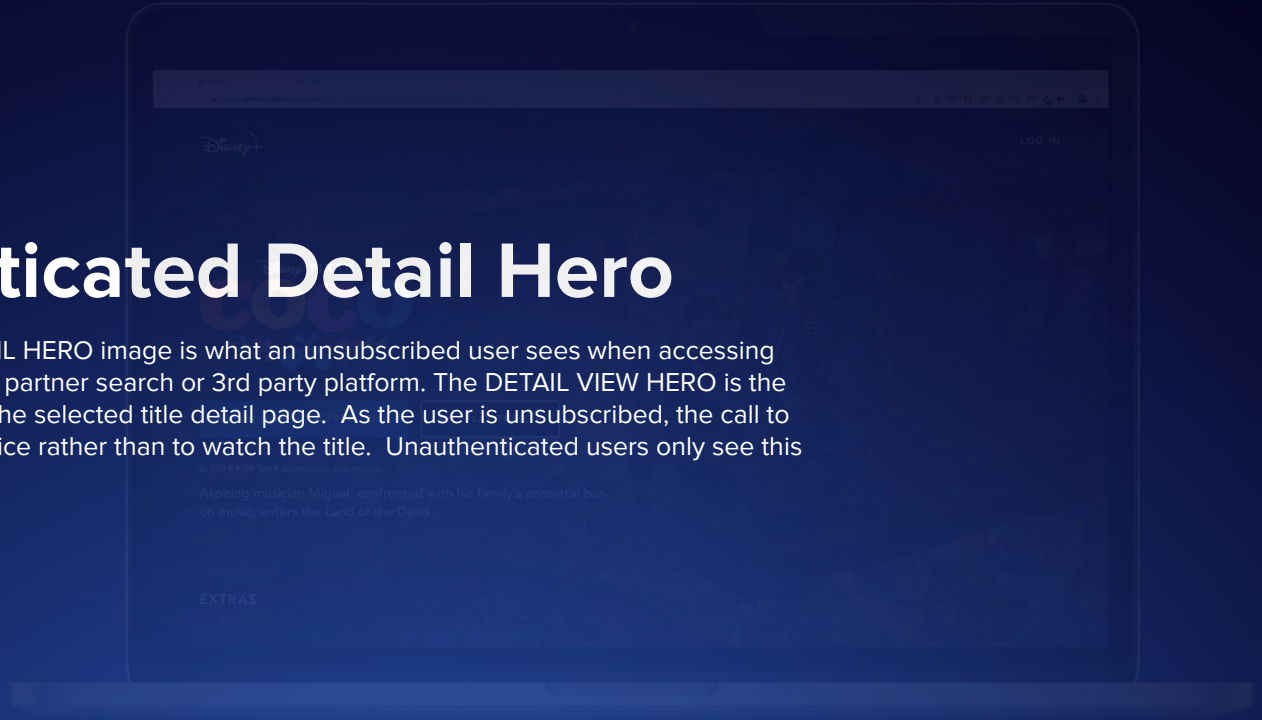
Scrim



Title on Alpha

# Unauthenticated Detail Hero

An UNAUTHENTICATED DETAIL HERO image is what an unsubscribed user sees when accessing the Detail View of a title from a partner search or 3rd party platform. The DETAIL VIEW HERO is the primary background image of the selected title detail page. As the user is unsubscribed, the call to action is to sign up for the service rather than to watch the title. Unauthenticated users only see this on web browsers.





# Unauthenticated Detail Hero

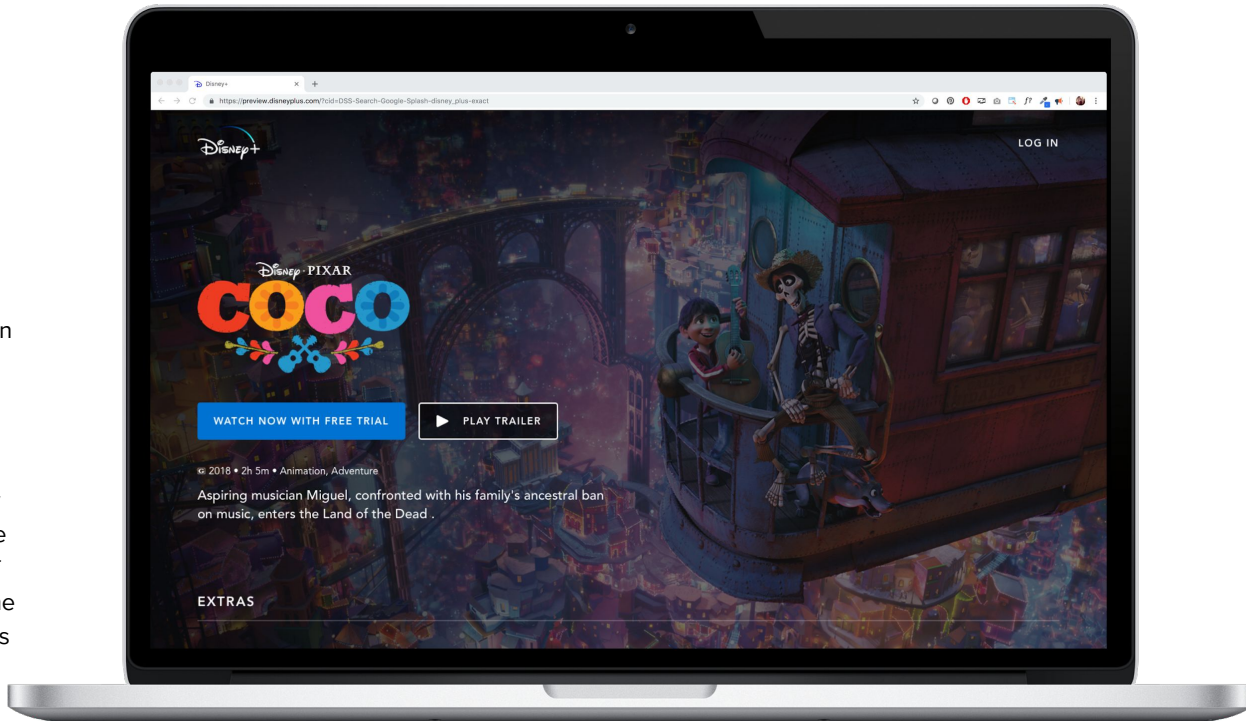
## Purpose

An UNAUTHENTICATED DETAIL VIEW HERO is displayed to unsubscribed users when a title is selected. As they are unsubscribed, the video is not available. The image should capture the essence of a title and encourage the user to sign up for the service.

## Art Direction

HERO IMAGES take up the entire width of the viewing area and set the stage for the presentation of metadata, interface elements, and rows of associated content.

Hero Images must reserve enough open but not dead space to accommodate the dynamic overlay of other visual elements. They must also make use of a gradient overlay to insure the visual impact of the Detail View's Content Row is not disrupted. The Detail View Hero Image should not be the same as the Title's TILE ART image.



# Unauthenticated Detail View Hero Spec



## Connected TV, Web, Tablet

Ratio: **1.78**

Requested Resolution: **3840x2160**

Minimum Resolution: **1920x1080**

Format: **PSD (Layered) & PNG**



## Mobile

Ratio: **1.33**

Requested Resolution: **2880x2160**

Minimum Resolution: **1440x1080**

Format: **PSD (Layered) & PNG**



## Title Treatment on Alpha

# Unauthenticated Detail View Hero: Title and Action Safe Area



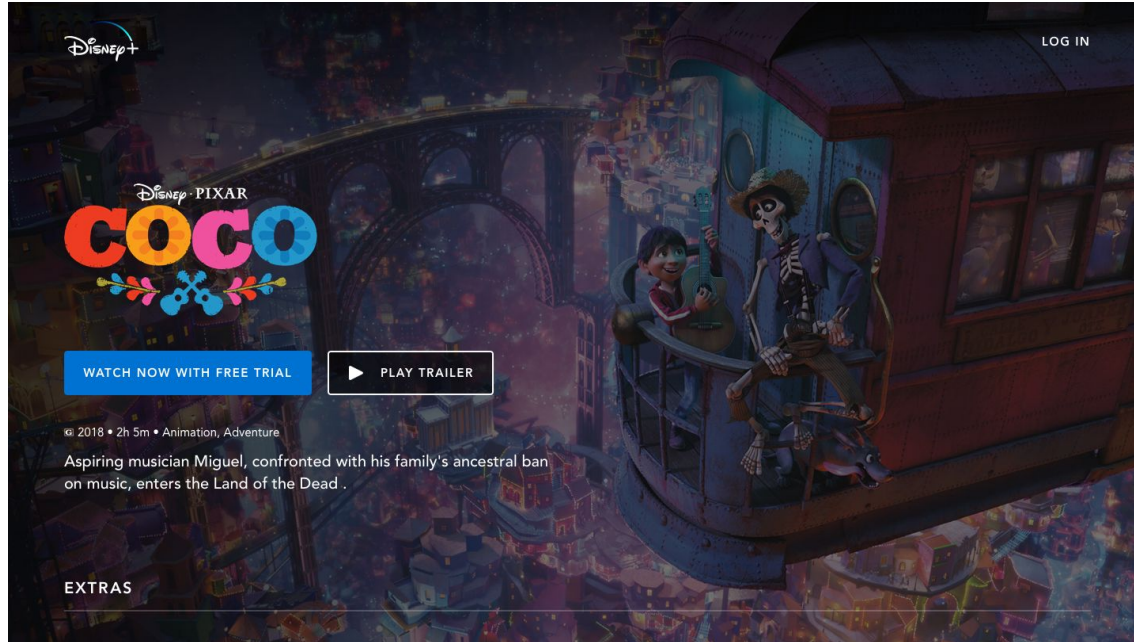
Image focus

Details designs should take in to account the various safe zones and croppings for each platform to ensure the design presents correctly across all placements

- Safe Zone
- Image Focus
- Overlay Elements



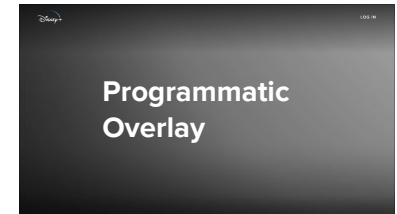
# Unauthenticated Detail View Image: Contrast



An overlay will be added programatically to ensure contrast and readability of UI elements.



+



+



# Title Treatments

Title Treatments are the “icons” associated with a title or series, and they should be considered as separate elements from the images that they might be superimposed on.



# Title Treatments

## Purpose

Title Treatments are the “icons” associated with a title or series, and they should be considered as separate elements from the images that they might be superimposed on. They are consistent, clear, concise, impactful references to their titles that will be deployed in a wide range of visual scenarios.

## Art Direction

Title Treatments should reflect the design and aesthetics of their titles, likely drawing from existing branding or marketing solutions.

However, the Disney+ interface has specific requirements for modernity that provide an equal visual treatment for new and old titles, eliminate effects such as drop-shadows and glows, and work well in conjunction with other items. Title Treatments should not simply be repurposed from other communications contexts.



Ratio: 1.78 (16x9) / Max Width: 1920 / Height: 1080 / All Platforms

# Title Treatments: Examples

## Size

- Constrain Artboard/Canvas to minimum desired size of 1920 by 1080 pixels.
- Size title artwork to max height or max width depending on which is greater.
- Left Justify and Horizontally Center the title art within the image.
- Export entire Artboard/Canvas including alpha channel.

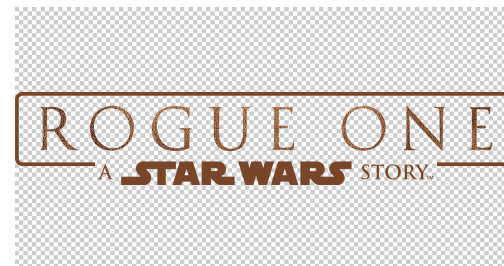
## Format

PNG on alpha.

## Additional Requests

If artwork is black & white, supply two treatments: one for placement over light backgrounds and one for placement over dark backgrounds.

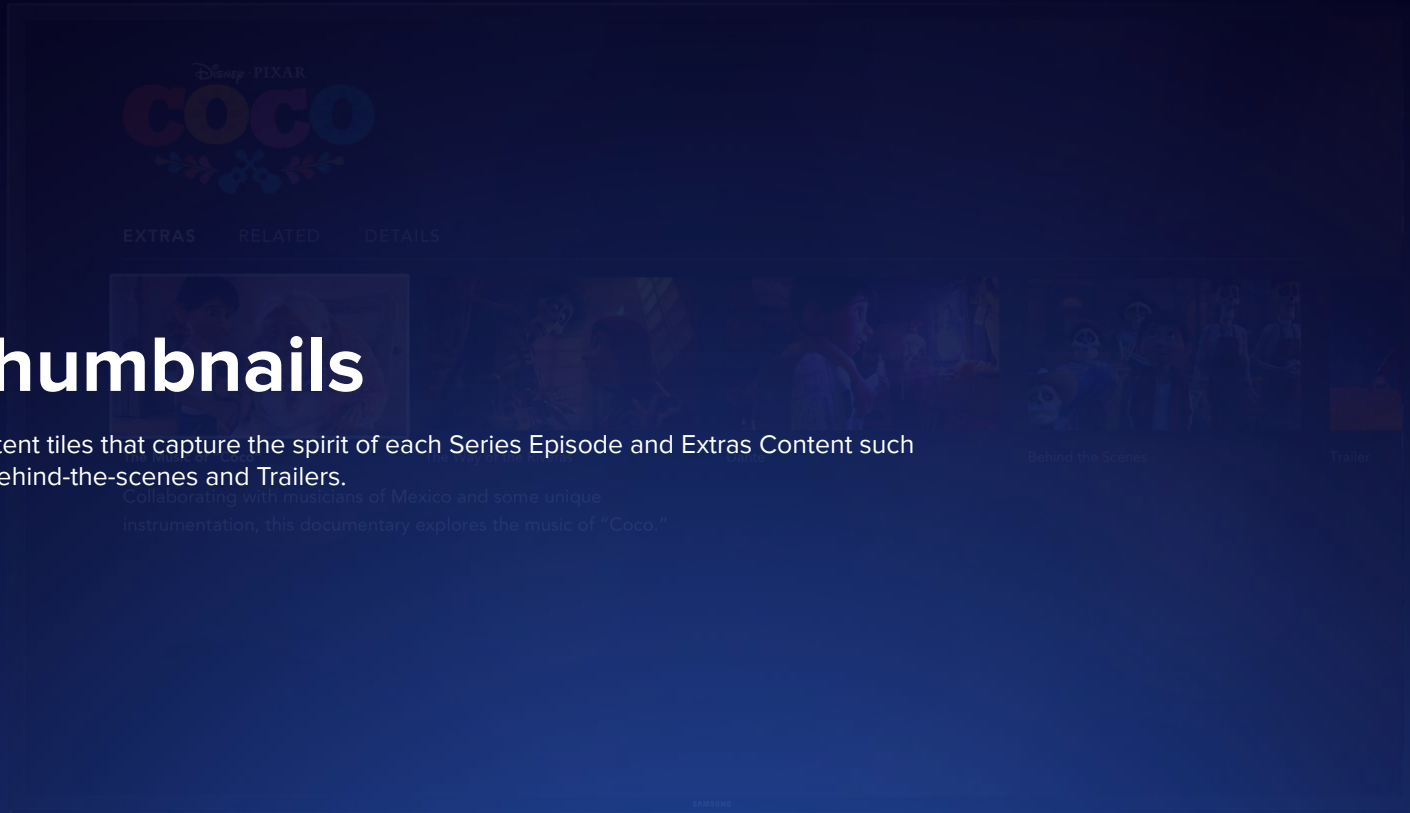
Prefer high-contrast white/light; free of decorative graphics (frames, plaques); free of shadows or glow effects.



# Thumbnails

Content tiles that capture the spirit of each Series Episode and Extras Content such as Behind-the-scenes and Trailers.

Collaborating with musicians of Mexico and some unique instrumentation, this documentary explores the music of "Coco."



# Thumbnails

## Purpose:

A THUMBNAIL is an impactful, recognizable image used as an interface element and key visual index for episodic content, extras, and trailers. The thumbnail should pique interest and curiosity and motivate the user to watch. Thumbnails are often the first and only visual representation a viewer has of the associated content.

## Notes:

**Thumbnails are only used for Episodes, Extras and Trailers.**

## Art Direction:

A thumbnail should represent the Title by encapsulating its story, plot, or content in a single spoiler-free image featuring characters or situations. They do not feature title treatments or branding because their presentation is in the context of a selected title.



# Thumbnails Spec



**Connected TV, Web, Tablet, Mobile**

Ratio: **1.78**

Requested Resolution: **3840x2160**

Minimum Resolution: **1920x1080**

Format: **PNG**



**Connected TV, Web, Tablet, Mobile**

Ratio: **1.33**

Requested Resolution: **1440x1080**

Minimum Resolution: **Source**

Format: **PNG**



## Asset Creation Templates

# Disney+ Originals Branding

This section outlines how to produce image assets for Disney+ Original Content. Each Disney+ Original title **requires the standard list of image assets** with special considerations for the display of the Disney+ Original logo and branding.

# Disney+ Originals Branding Intro



This section covers in-service presentation of the Disney+ Original identifier (logo) across the various screens and user interface elements. **In all cases, the Disney+ Original logo will be added after delivery.**

Like most UI elements (including text), the Disney+ Original logo is 100% white, and designed to be displayed over medium to dark images and colors.

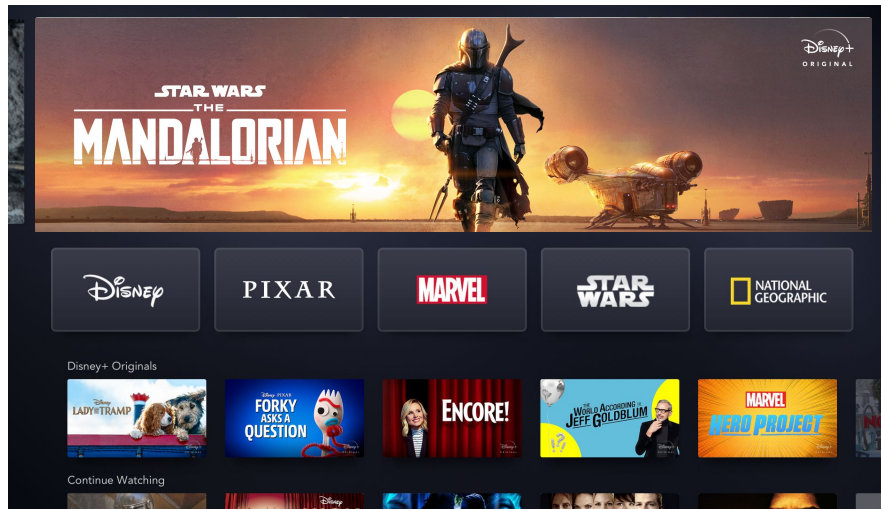
This section also introduce an additional post-play screen, unique to Disney+ Original series content. This new post-play screen - “Sneak Peek/Next Episode” specifically promotes the upcoming episode for serial releases.



# Disney+ Originals Branding Intro

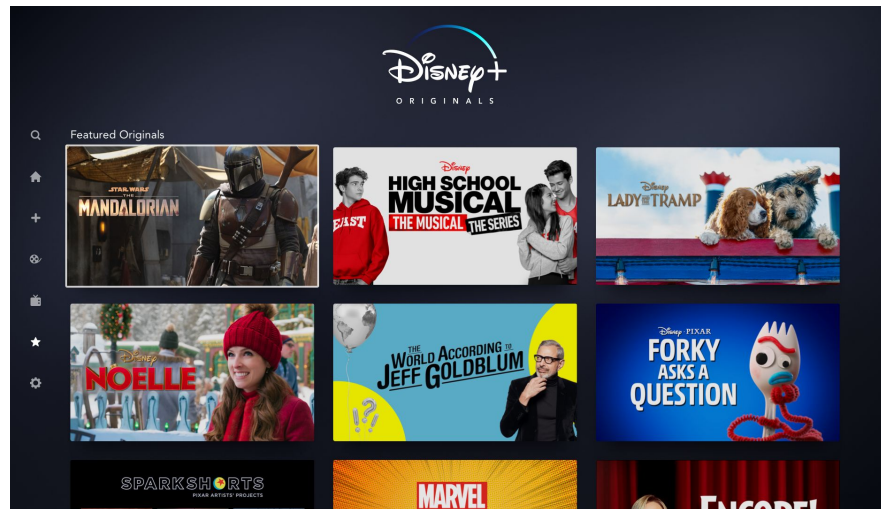


For Disney+ Original titles on the service, image assets are presented with the Disney+ Original logo in all cases except for when displayed on the Originals Landing Page. As the logo will be branded programmatically with the Disney+ Original logo, **artwork and assets should be delivered without the Originals logo**.



DISNEY+ HOME SCREEN

Branded Originals Tiles



ORIGINALS LP

Non-Branded Originals Tiles

# Disney+ Originals Tile Art



## Purpose

A TILE ART asset is the primary representation of an Disney+ Original title, appearing throughout the service in rows that may be fixed or dynamically generated by searches, watchlists, recommendations, recent adds, etc.

Tile Art images aid in navigation, communicating functionality, and motivating the guest to explore and eventually watch the associated title.

Selecting a tile takes the guest to a Detail screen.

## Art Direction

Tile Art should clearly feature characters and Title Treatments, with the expectation that they will create a visual dialogue with their adjacent peers when arranged in content rows.

**ORIGINAL LOGO TO BE ADDED  
PROGRAMMATICALLY**





# The Disney+ Originals Asset Package - 1 of 3

ASSET TYPE	ASPECT RATIO	REQUESTED SIZE	MINIMUM SIZE	NUMBER	FORMAT	PLATFORM(S)	NOTES
Tile Art	L1.78	1920x1080	1920x1080	Requested:5 Minimum: 1	PNG, Layered PSD	Connected TV, Web, & Tablet	Assets are unique to this view.  Composed promotional art, or still frame. Character focus.
	P.71	2000x2818	767x1080	Requested: 5 Minimum: 1	PNG, Layered PSD	Mobile Handset	Composed promotional art, or still frame. Character focus.
Thumbnail	L1.78 or L1.33	L178 (Preferred) 4K 3840x2160  L133 (if 16x9 unavailable) 4K 2880x2160	L178 (Preferred) HD 1920x1080  L133 (if 16x9 unavailable) HD 1440x1080 or SD 640x480 (best avail)	1	PNG	All platforms	Assets are unique to this view.  Still frame. Character focus.  For Episodes, Extras, and Trailers.  16:9 is desired. 4:3 is minimum allowed.  No black bars, based on content dimensions
Detail View Hero	L1.78	3840x2160	1920x1080	Requested: 5 Minimum: 1	PNG, Layered PSD	Connected TV, Web, & Tablet	Assets are unique to this view.  Composed promotional art, or still frame. Character focus.  For Series titles, should represent the entire Series (does not need to be episode or season specific).
	L1.33	2880x2160	1440x1080	Requested: 5 Minimum: 1	PNG, Layered PSD	Mobile Handset	Composed promotional art, or still frame. Character focus.  For Series titles, should represent the entire Series (does not need to be episode or season specific).

Constrain assets to 40mb max - >10mb preferred

# The Disney+ Originals Asset Package - 2 of 3

ASSET TYPE	ASPECT RATIO	REQUESTED SIZE	MINIMUM SIZE	NUMBER	FORMAT	PLATFORM(S)	NOTES
Post Play View Hero	L1.78	3840x2160	1920x1080	Requested: 5 Minimum: 1	PNG, Layered PSD	Connected TV, Web, & Tablet	Assets are unique to this view.  Composed promotional art, or still frame. Character focus.  For Series titles, should represent the entire Series (does not need to be episode or season specific).
<b>NEW:</b> Post Play Sneak Peek/Next Episode Hero	L1.78	3840x2160	1920x1080	Requested: 5	PNG, Layered PSD	Connected TV, Web, & Tablet	Specific to Series content.  Each episode requires a unique image asset associated with the Sneak Peek/Next Episode. Assets are unique to this view. Character focus. Images should not include any spoilers.
Unauthenticated Detail Hero	L1.78	3840x2160	1920x1080	1	PNG, Layered PSD	Web	A unique asset for this view is preferred.  Composed promotional art, or still frame. Character focus.  For Series titles, should represent the entire Series (does not need to be episode or season specific).
Brand Landing Hero Image	L1.78	3840x2160	1920x1080	Requested: 5 Minimum: 1	PNG, Layered PSD	Connected TV	Assets are unique to this view.  Composed promotional art, or still frame. Character focus.  For Series titles, should represent the entire Series (does not need to be episode or season specific).

Constrain assets to 40mb max - >10mb preferred

# The Disney+ Originals Asset Package - 3 of 3

ASSET TYPE	ASPECT RATIO	REQUESTED SIZE	MINIMUM SIZE	NUMBER	FORMAT	PLATFORM(S)	NOTES
Brand Landing Hero Video	L1.78	3840x2160	1920x1080	1	Delivery format is Quicktime ProRes HQ 4:2:2, 4:4:4  After Effects Project Source	Connected TV	<b>Codec</b> : ProRes HQ 4:2:2, 4:4:4 <b>Source Frame Rate</b> : 23.976 or 29.97 fps <b>Length</b> : up to 15 seconds <b>Output</b> : WITHOUT scrim for production pipeline (will be added at encode). <b>Fade in length</b> : 1 sec, Curve: EaseInQuart <b>Fade out length</b> : 1 sec, Curve: EaseOutQuart <b>Audio</b> : No Audio, if it comes with it will be removed at encode. <b>Video Template</b> : <a href="#">LINK</a>
Home Screen Carousel Hero	L3.91	3840x982	TBD	Requested: 5 Minimum: 1	PNG, Layered PSD	Connected TV, Web, & Tablet	<b>General note</b> : Home Screen Carousel Heroes are ideally derived from a single source asset.  Tile Carousel Composed, promotional Image preferred.
	L3.0	3840x1280	TBD	Requested: 5 Minimum: 1	PNG, Layered PSD	Connected TV, Web	Full-Width Carousel Composed, promotional Image preferred.
	L1.78	1920x1080	TBD	Requested: 5 Minimum: 1	PNG, Layered PSD	Phone	Tile Carousel Composed, promotional Image preferred.

# The Disney+ Originals Asset Package - 3 of 3

ASSET TYPE	ASPECT RATIO	REQUESTED SIZE	MINIMUM SIZE	NUMBER	FORMAT	PLATFORM(S)	NOTES
Home Screen Hero Title Treatment Layers	L3.91	3840x982		1	PNG with Alpha, Layered PSD	Connected TV, Web, & Tablet	
	L3.0	3840x1280	1920x640	1	PNG with Alpha, Layered PSD	Connected TV	
	L1.78	1920x1080		1	PNG with Alpha, Layered PSD	Phone	
Title Treatment	L1.78	1920x1080	1344x756	TBD	PNG with Alpha, Layered PSD	All	<p>Prefer high-contrast white/light; free of decorative graphics (frames, plaques); free of shadows or glow effects.</p> <p><b>As Title Treatments vary in aspect ratio, title art should be placed in a 16x9 frame and Left Justified and Vertically Centered.</b></p>

## Tile Art L1.78



L1.78 Branded



L1.78 Non-Branded



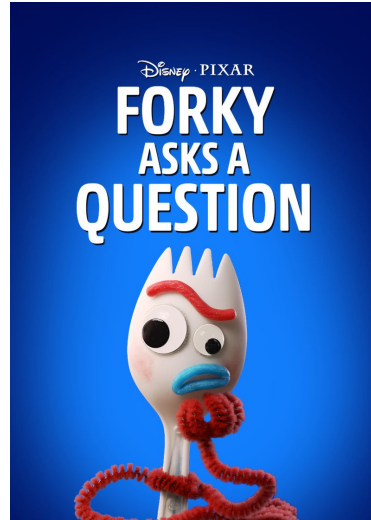
L1.78 Safezones



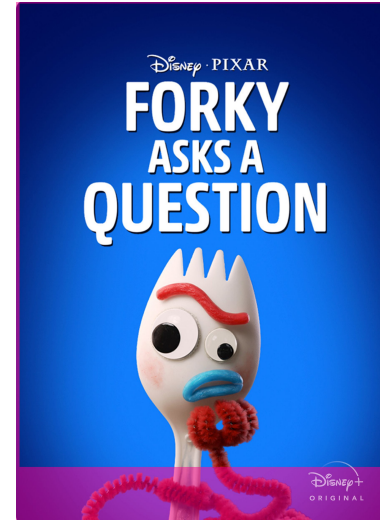
## Tile Art P.71



P.71 Branded



P.71 Non-Branded



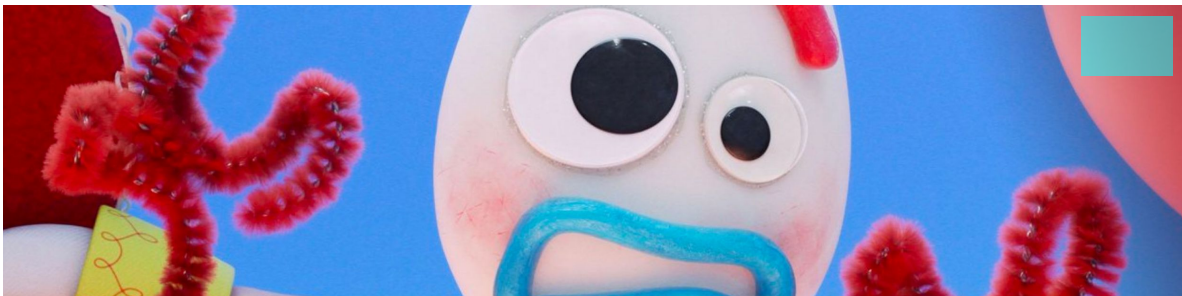
P.71 Safezones

CD, Web & Tablet

# Disney+ Originals Home Hero Carousel 3.91 Spec

Hero full bleed asset to be delivered according to the standard specs and guidelines, with the additional consideration of the Disney+ Original logo placement.

ARTWORK TO BE PROVIDED BY STUDIOS



ORIGINAL LOGO TO BE ADDED  
IN PRODUCTION



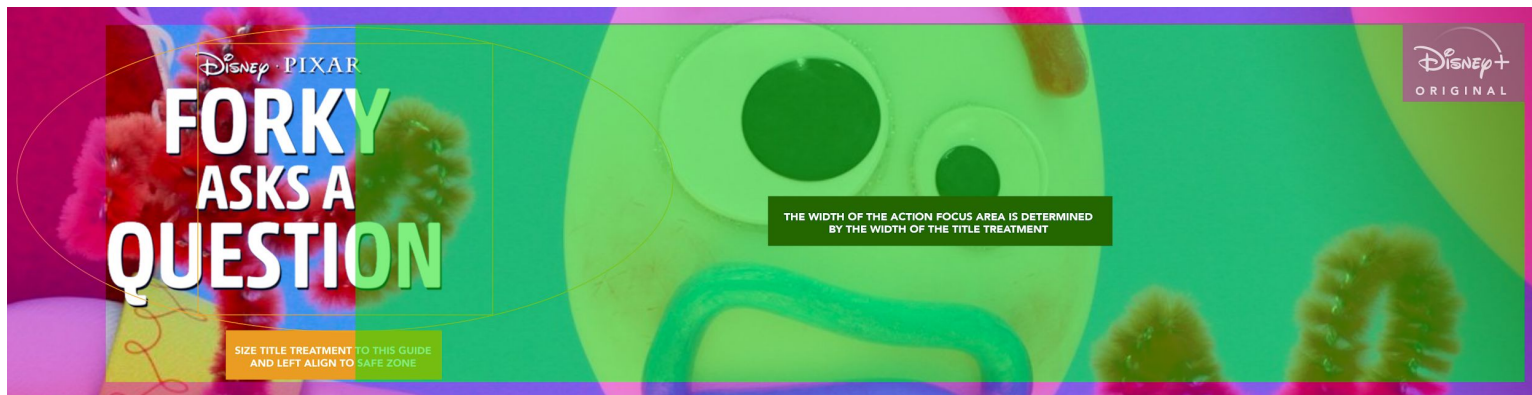
## Considerations:

- 100% White Originals logo will be added in production.
- The artwork needs to create enough contrast on the top right corner so the logo is legible.

## Disney+ Original logo

100% White, No Scrim

# Disney+ Originals Home Hero Carousel 3.91 **Safe Area and Logo**



**Safe Zone**



**Image Focus**



# Disney+ Originals Home Hero Carousel 3.0 (Full Width)

## Purpose

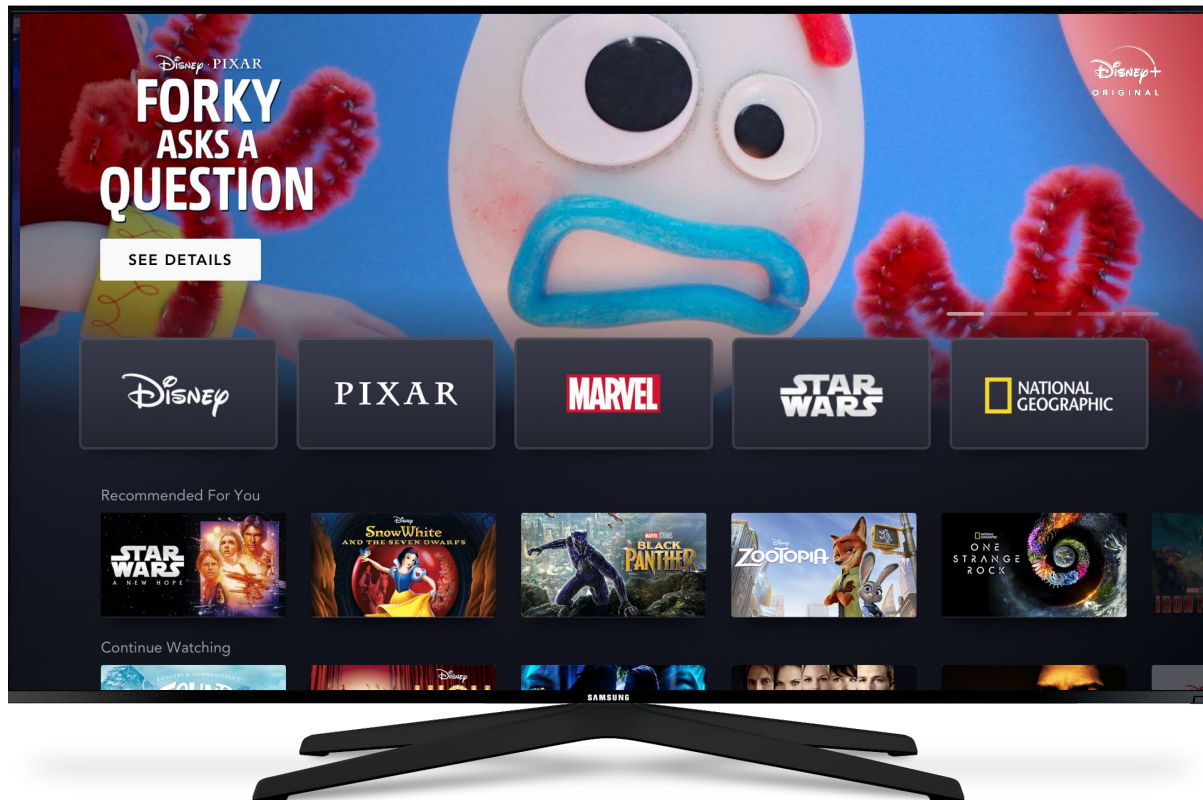
Originals titles will also be promoted in the Full Width version of the Homepage Hero. The most dramatic of the Home Heroes, this image captures the essence of a title in a bold, visually engaging way by featuring main characters, ensembles, exclusive art, and references to iconic moments.

## Art Direction

Homepage Hero Full Screen images take up the entire width of the viewing area of the Main Navigation Page and make use of a gradient overlay to fade behind the Tile Art Images of the Brand Row.

The Full Width image should ideally be the same as the standard Carousel.

**ORIGINAL LOGO TO BE ADDED IN PRODUCTION**

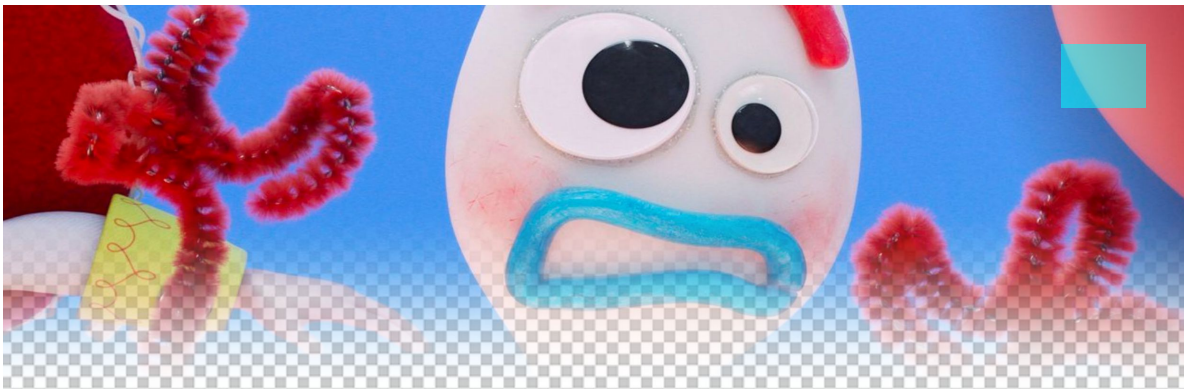


CD

# Disney+ Originals Home Hero Carousel 3.0 Spec

Hero full bleed asset to be delivered according to the standard specs and guidelines, with the additional consideration of the Disney+ Original logo placement.

ARTWORK TO BE PROVIDED BY STUDIOS



ORIGINAL LOGO TO BE ADDED  
IN PRODUCTION



## Considerations:

- 100% White Originals logo will be added in production.
- The artwork needs to create enough contrast on the top right corner so the logo is legible.

**Disney+ Original logo**  
100% White, No Scrim



# Disney+ Originals Home Hero Carousel 3.0 Logo and Safe Zones

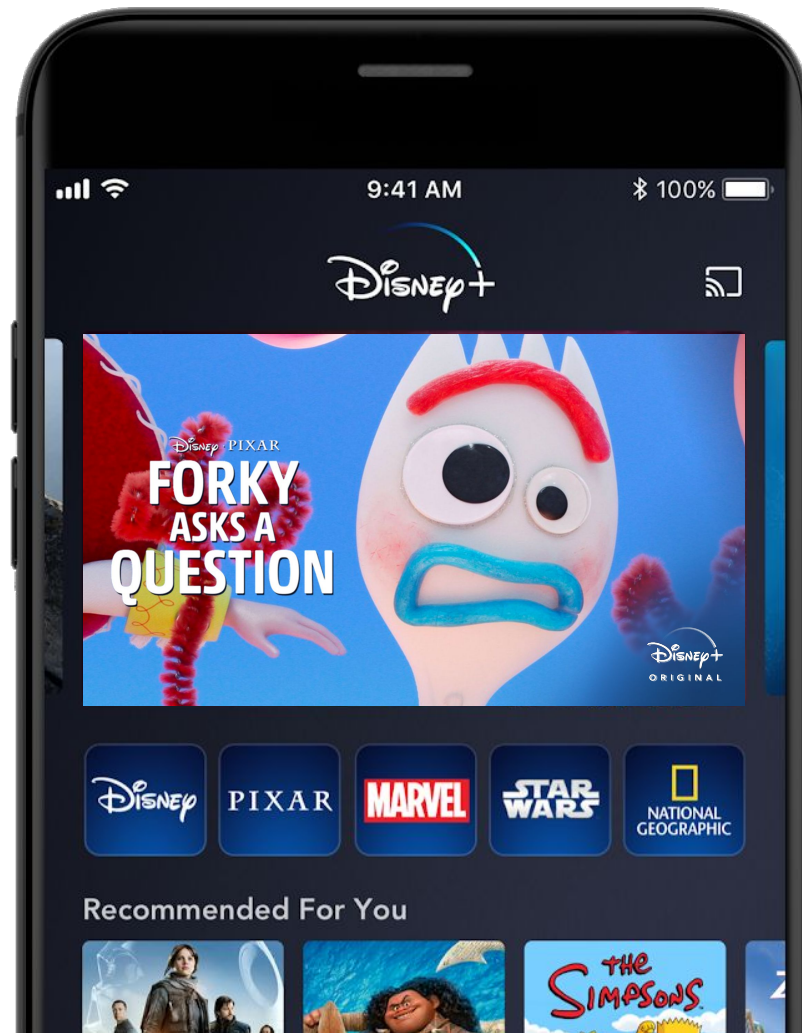


 **Safe Zone**

 **Image Focus**

Mobile

## Disney+ Originals Home Hero Carousel 1.78



Mobile

# Disney+ Originals Home Hero Carousel 1.78 Spec

Mobile hero asset to be delivered according to the standard specs and guidelines, with the additional consideration of the Disney+ Original logo placement.

ARTWORK TO BE PROVIDED BY STUDIOS



## Considerations:

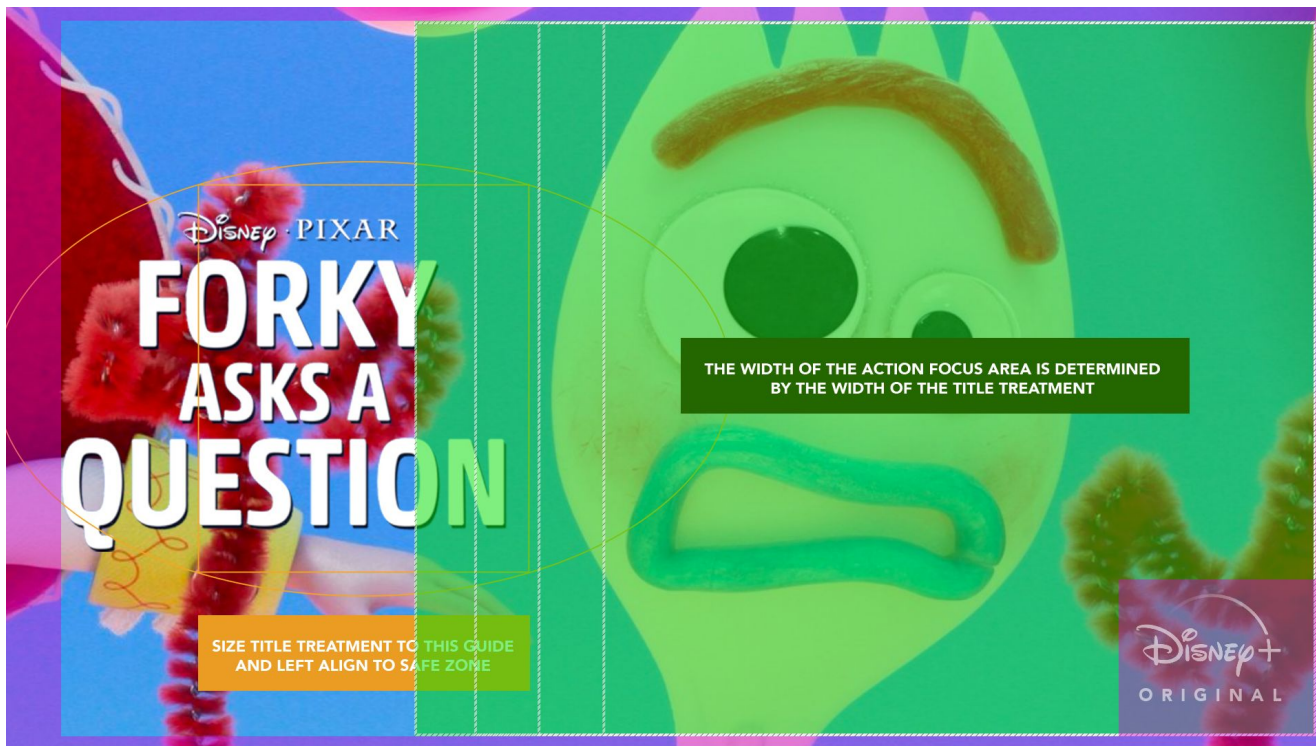
- 100% White Originals logo will be added in production.
- The artwork needs to create enough contrast on the lower right corner so the logo is legible.

ORIGINAL LOGO TO BE ADDED  
IN PRODUCTION



**Disney+ Original logo**  
100% White, No Scrim

# Disney+ Originals Home Hero Carousel 1.78 Logo and Safe Zones



Safe Zone

Image Focus



CD

# Disney+ Originals Brand Landing Hero 1.78

## Purpose

Within the Connected TV user experience, the Brand Landing Hero is a content showcase that is displayed behind content rows. Keep in mind that still images do not necessarily capture the energy or impact of animated production logos the audience may be used to.

## Art Direction

The Brand Landing Hero image for Originals takes up the entire width of the viewport, and captures the essence of the associated Original title.

Originals logo will be added in production. Title Treatments have dedicated safe areas and title size guides outlined in the specs section.



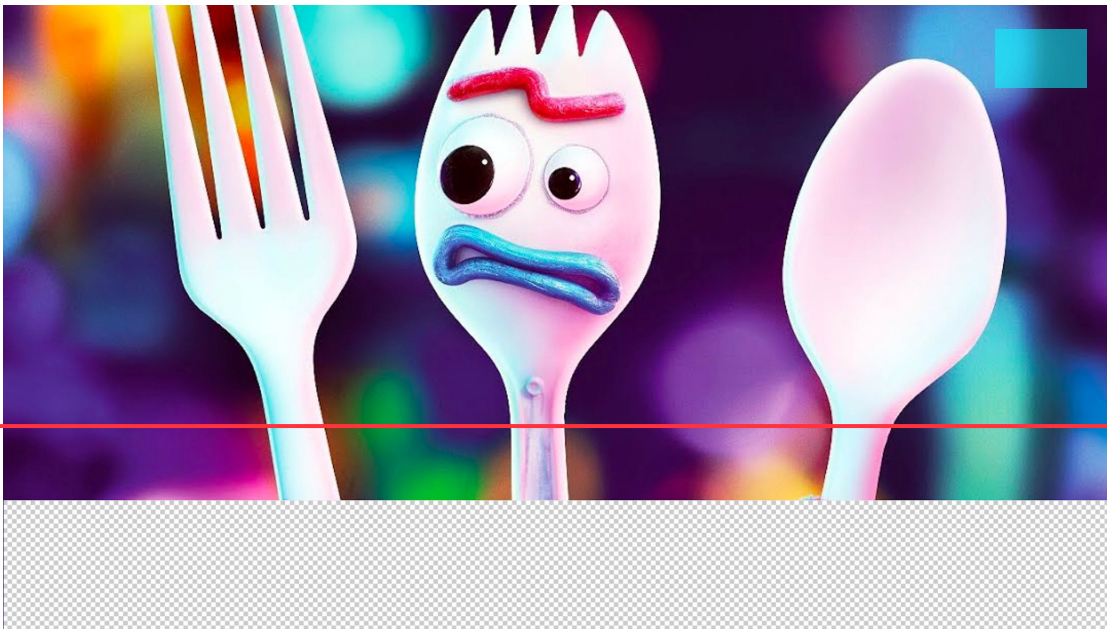


CD

# Disney+ Originals Brand Landing Hero 1.78 Specs

Brand Landing Page asset to be delivered according to the standard specs and guidelines, with the additional consideration of the Disney+ Original logo placement.

ARTWORK TO BE PROVIDED BY STUDIOS



ORIGINAL LOGO TO BE ADDED  
IN PRODUCTION






**Disney+ Original logo**  
100% White, No Scrim

## Considerations:

- 100% White Originals logo will be added in production.
- The artwork needs to create enough contrast on the top right corner so the logo is legible.

# Disney+ Originals Brand Landing Hero 1.78 Title and Safe Zones



-  Safe Zone
-  Image Focus
-  Overlay Elements

# Disney+ Originals Detail View 1.78

## Purpose

A DETAIL VIEW HERO image is what the user sees after selecting a Title-specific TILE ART image. The detail view hero is the primary background image of the selected title's detail page.

## Art Direction

HERO IMAGES take up the entire width of the viewing area and set the stage for the presentation of metadata, interface elements, and rows of associated content.

The Hero can be composed art or a still frame.

**Hero Images must reserve enough open but not dead space to accommodate the dynamic overlay of other visual elements. They must also make use of a gradient overlay to insure the visual impact of the Detail View's Content Row is not disrupted.**

**The Detail View Hero Image should not be the same as the Title's TILE ART image.**



CD, Web & Tablet

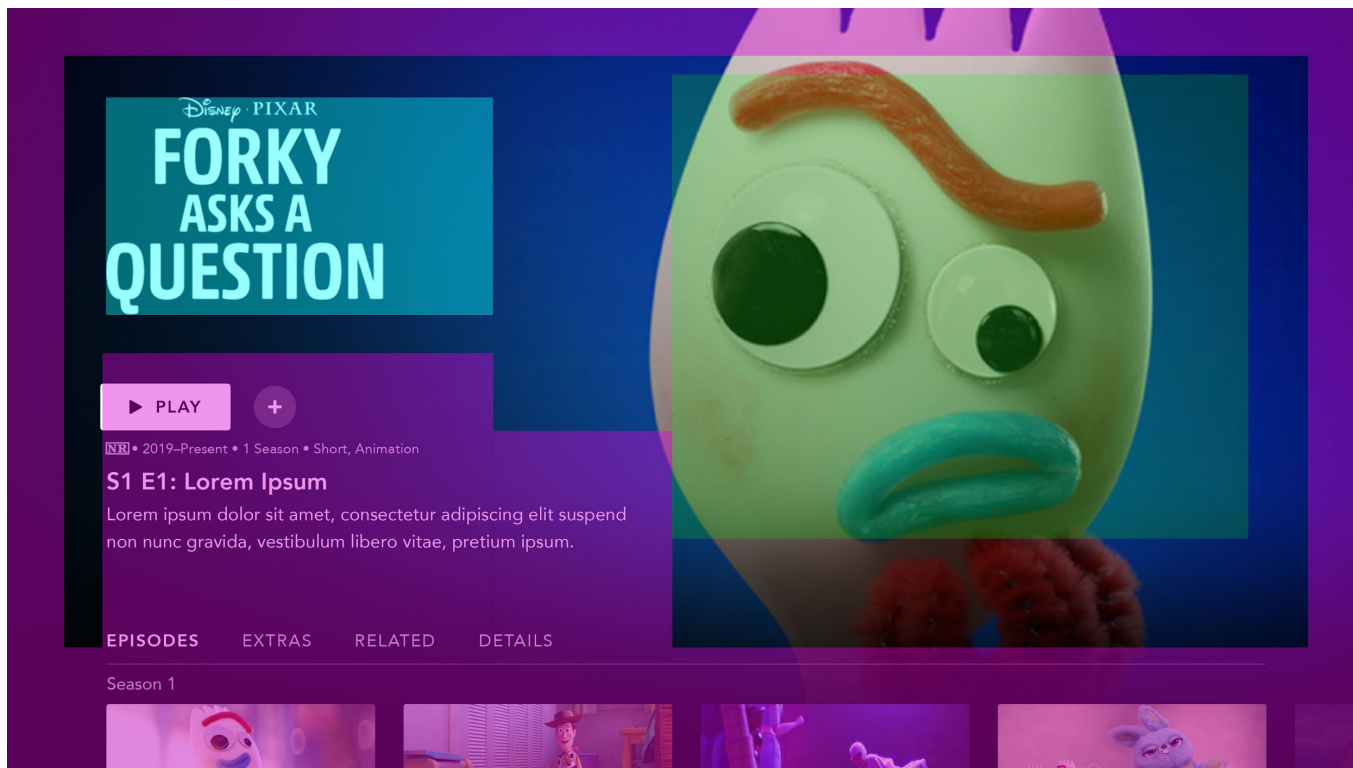
# Disney+ Originals Detail View 1.78 Specs




Detail Page asset to be delivered according to the standard specs and guidelines.

ARTWORK TO BE PROVIDED BY STUDIOS



# Disney+ Originals Detail View 1.78 Title and Safe Zones



-  Safe Zone
-  Image Focus
-  Overlay Elements

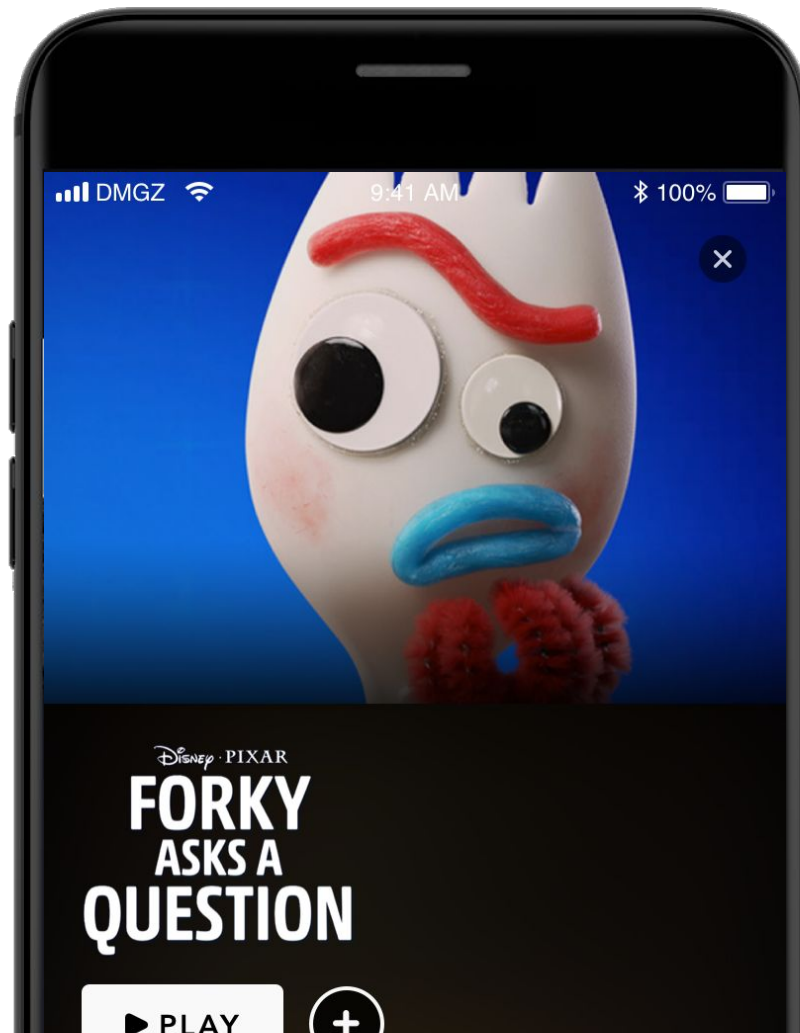


Mobile

# Disney+ Originals

## Detail View 1.33

Disney+  
ORIGINAL



Mobile

# Disney+ Originals Detail View 1.33 Specs

Detail Page asset to be delivered according to the standard specs and guidelines.

ARTWORK TO BE PROVIDED BY STUDIOS



Mobile

# Disney+ Originals Detail View 1.33 Title and Safe Zones

Detail Page asset to be delivered according to the standard specs and guidelines.

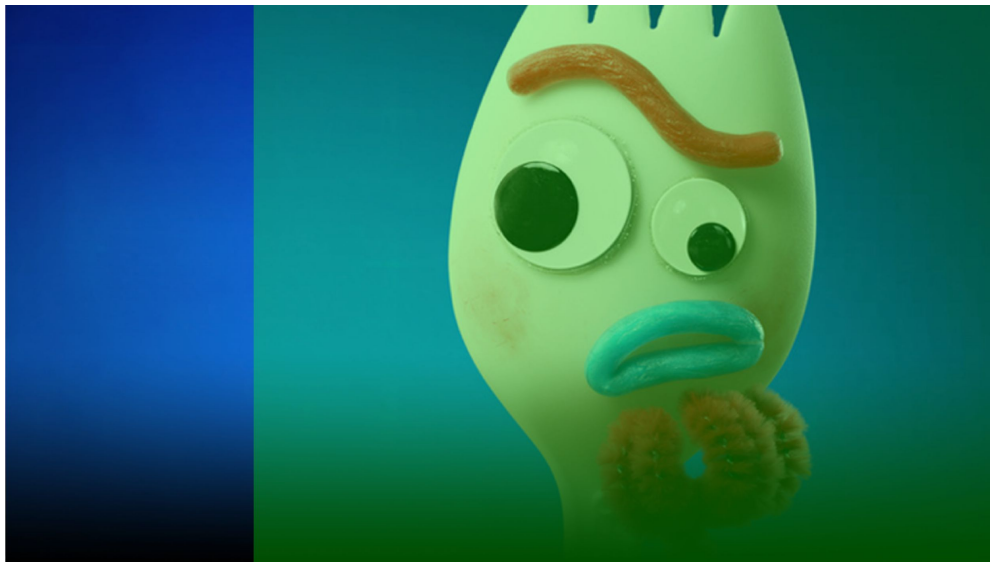


Image Focus

# Disney+ Originals Post Play 1.78

## Purpose

A POST PLAY VIEW HERO IMAGE is displayed when the viewer reaches the credits roll for a movie or episode they are about to complete, as a recommendation for what to watch next.

## Art Direction

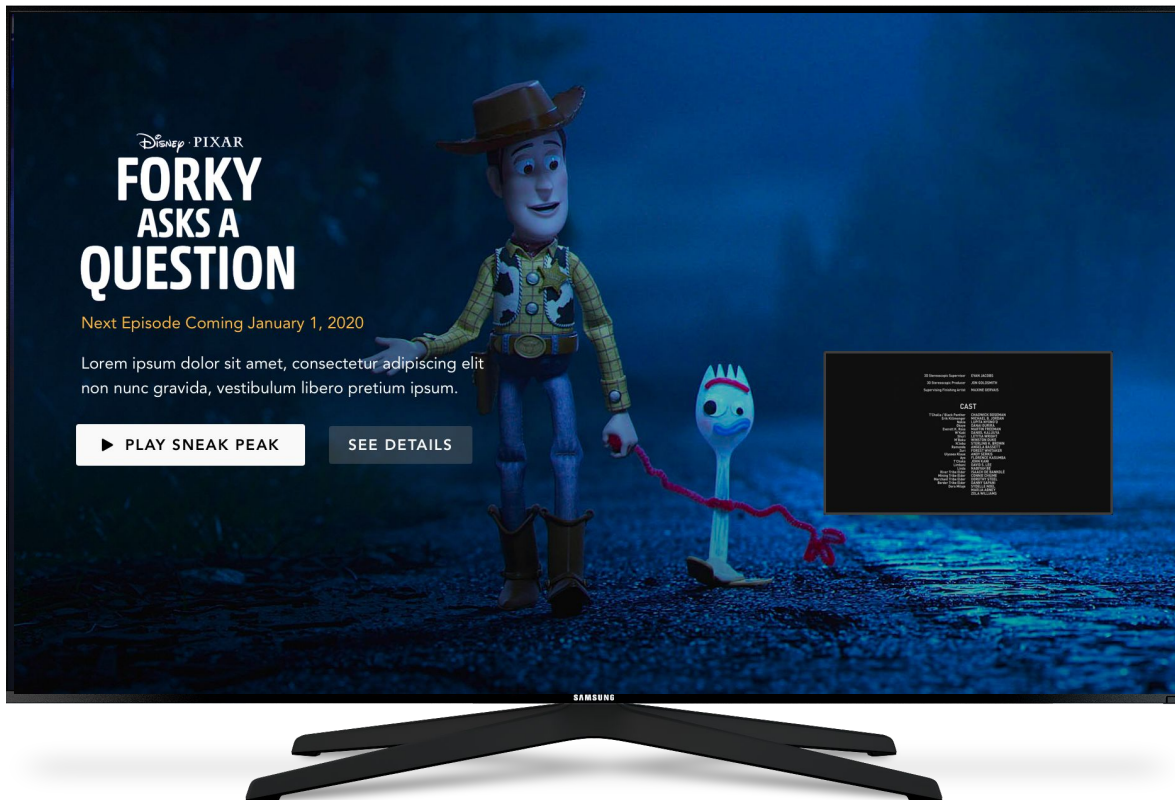
The Post Play Hero image should be distinct from the Detail Hero.

The Post Play layout is distinct due to the PIP video window that is displayed in the lower right of the screen. There are three Post Play screen variants possible for Disney+ Original content:

**Standard/Default:** This is a movie or series level asset. It can be composed art or a still frame.

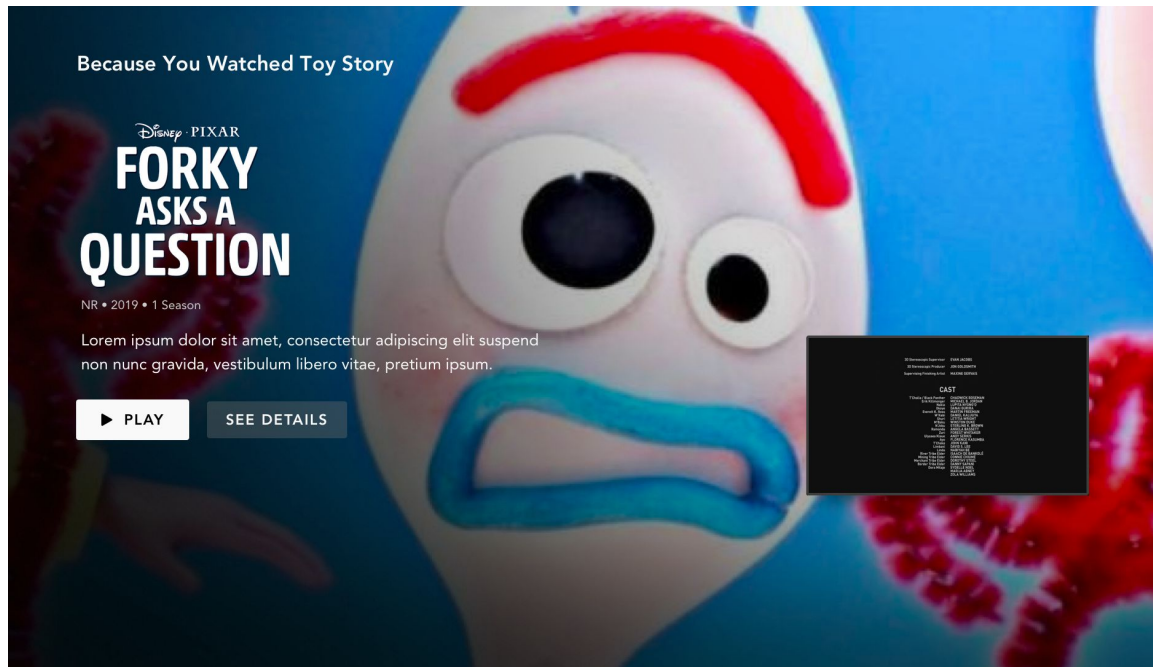
**Sneak Peek/Next Episode:** For serialized content, this is an *episode-specific asset*. Should be a still frame.

**Extra:** For display when the last episode of serialized content has been watched, the viewer can be recommended an associated Extra content title. Should be a still frame.



CD &amp; Web

# Disney+ Originals Post-Play 1.78 Standard

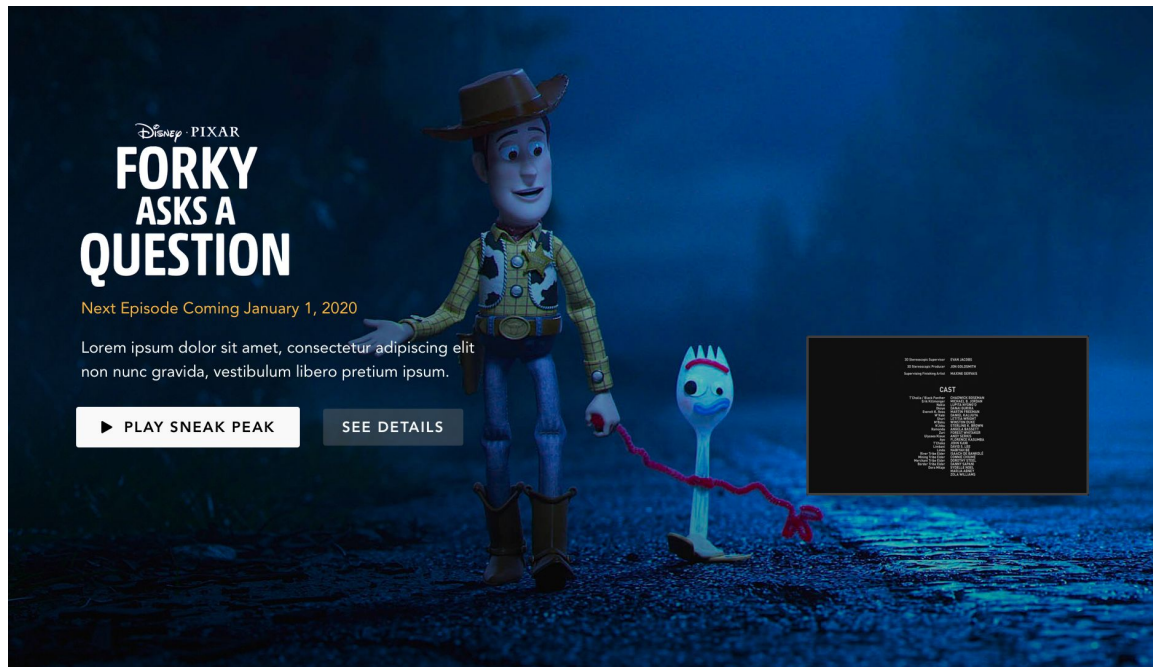


## Considerations:

- This is a movie or series level asset.
- Art or still frame.



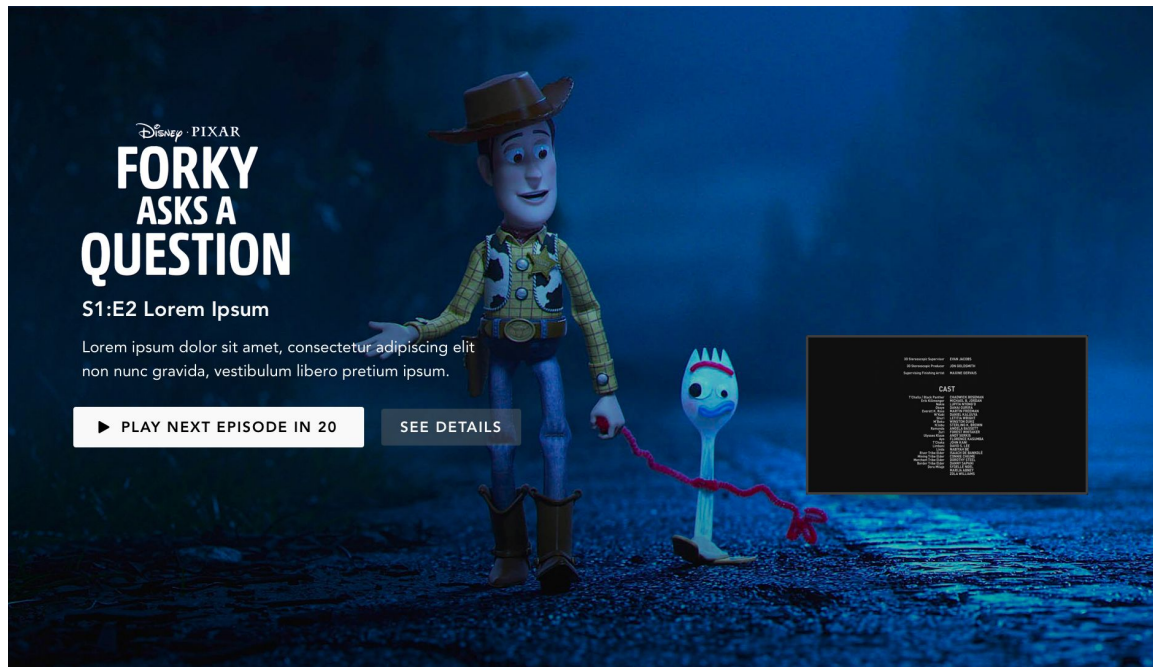
# Disney+ Originals Post-Play 1.78 Sneak Peek



## Considerations:

- The Sneak Peek Post Play Image is an episode-level asset
- Still frame.

# Disney+ Originals Post-Play 1.78 Next Episode



## Considerations:

- The Next Episode Post Play Image is an episode-level asset
- It should be the same asset used for Sneak Peek
- Still frame.



# Disney+ Originals Post Play 1.78 Spec

Post Play asset to be delivered according to the standard specs and guidelines.

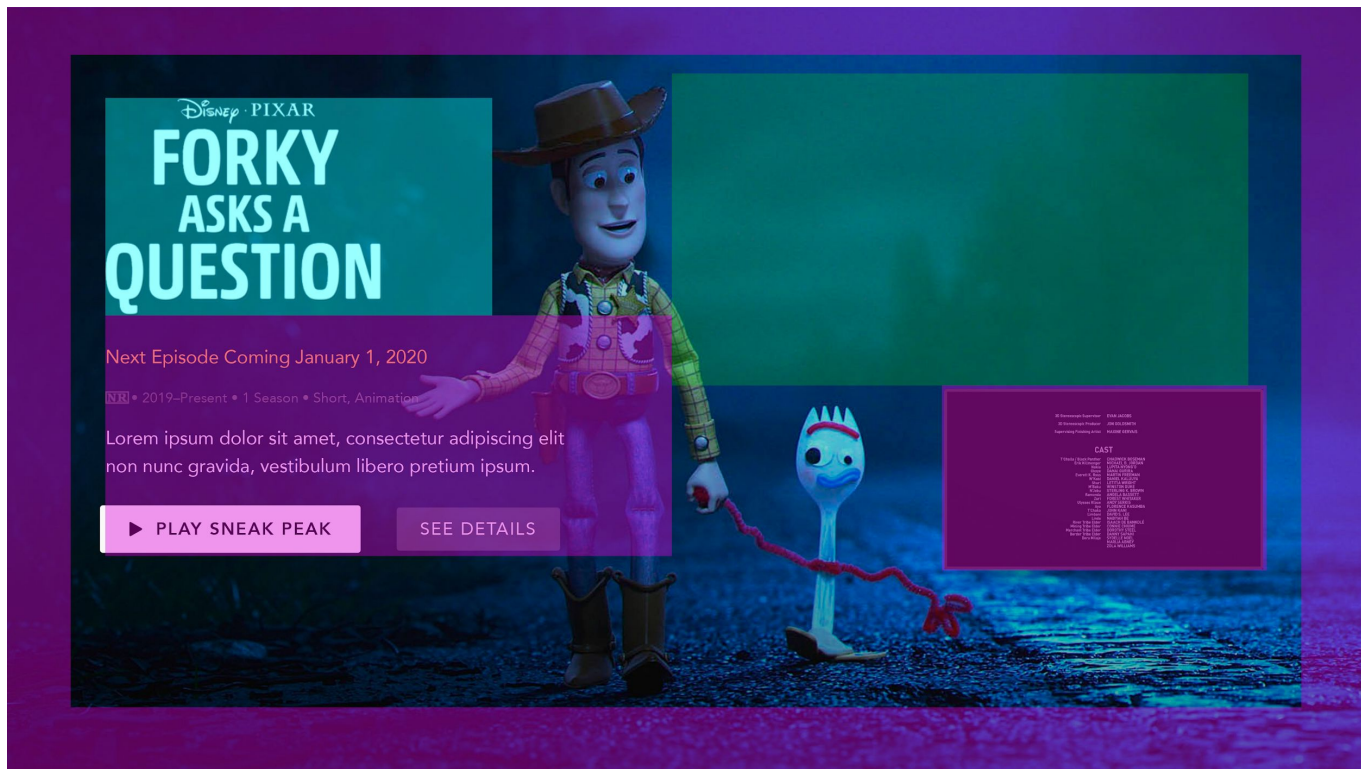
ARTWORK TO BE PROVIDED BY STUDIOS



## Considerations:

- The standard Post Play Image is a movie or series-level asset.
- Composed art or a still frame.

## Disney+ Originals Post Play 1.78 Title and Safe Zones



- Safe Zone
- Image Focus
- Overlay Elements



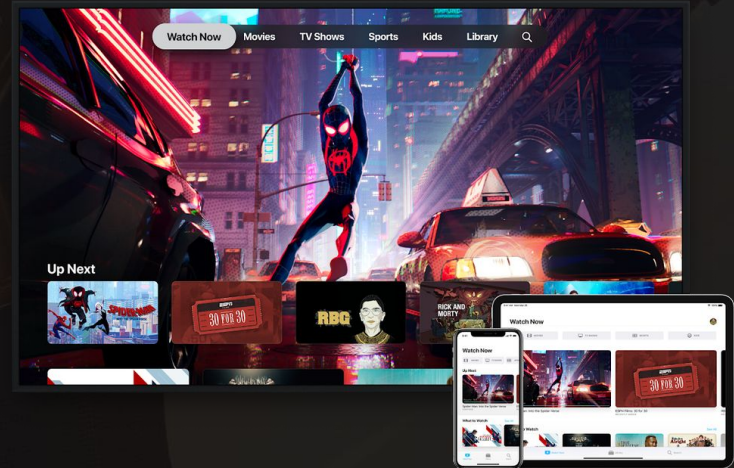
## Originals Partner Tiles Templates

## 04 Partner Images - Title-Specific Asset Guidelines



**“PARTNERS”** refers to third party video streaming apps, content delivery platforms, devices, and services. Links to Disney+ properties appear in partner search results and promotional contexts.

A **PARTNER IMAGE ASSET** is a representative image of a Disney+ Movie, Series, Season or Episode. While AppleTV, Smart Televisions, Amazon and other partners have different size requirements for these assets, their design standards should align with native counterparts on the Disney+ service.

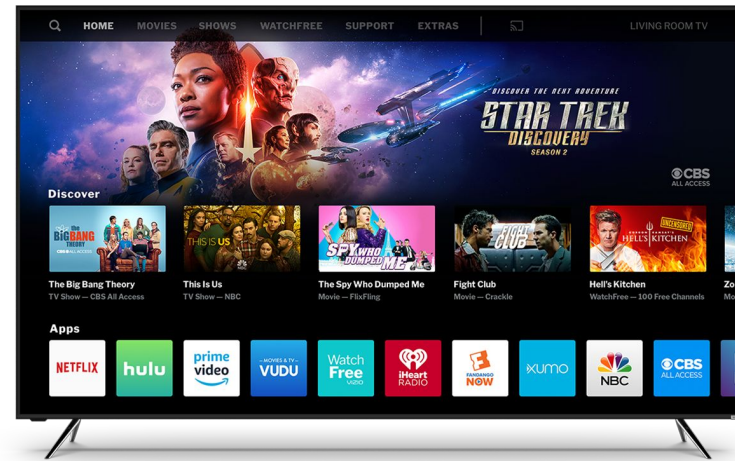


**Purpose:**

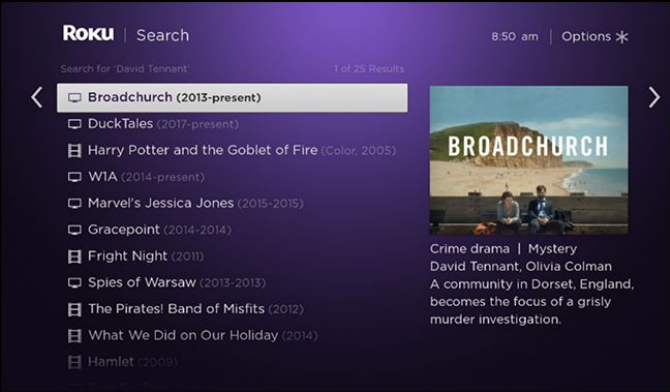
PARTNER IMAGES are the interface between Partner services and Disney+, typically launching the Disney+ app. Partner images are only used for Movies, Series, Seasons or Episodes. The most common type of partner assets are TILE ART and HERO IMAGES. Used on the Apple, Google, Roku, Samsung, LG, and Vizio platforms.

**Art Direction:**

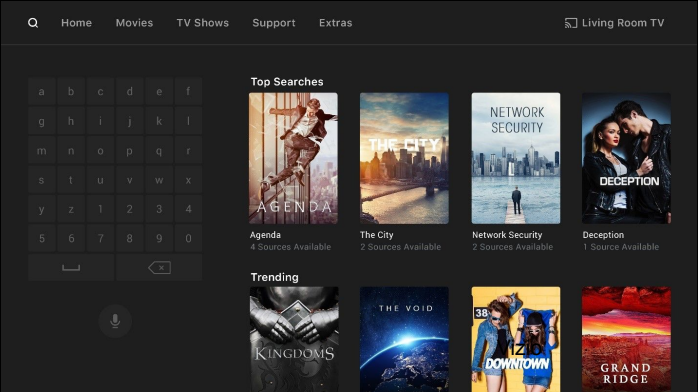
PARTNER IMAGES should clearly feature characters and TITLE TREATMENTS, with the expectation that they will be easily identifiable on a variety of screens sizes.



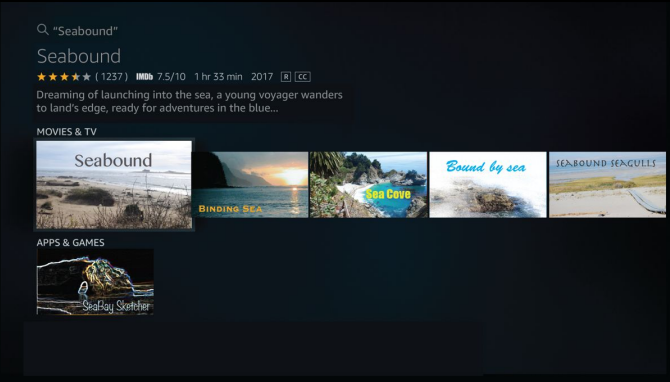
# Additional Partner Image Assets Spec Examples



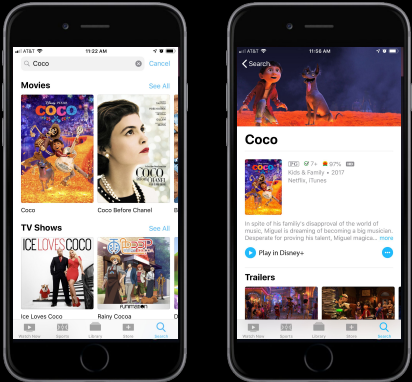
Roku



Vizio



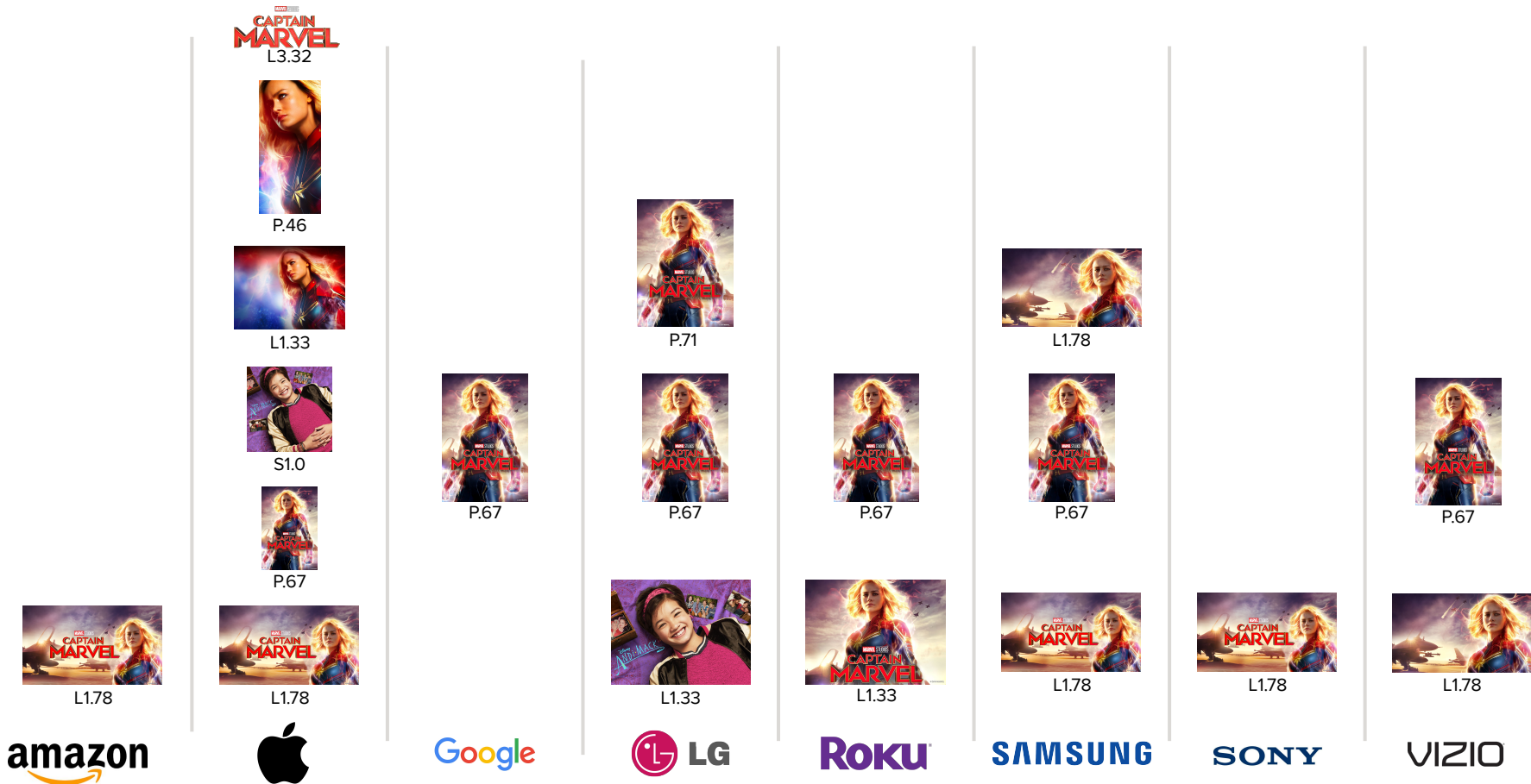
Amazon



IOS



# Required Image Assets by Partner



# Partner Search / Title-Specific Asset Package - Required

CONTENT TYPES	ASPECT RATIO	REQUESTED SIZE	MINIMUM SIZE	IMAGE TYPE	FORMAT	PARTNERS	NOTES
Movie, Series/Show, Season	L1.78	3840x2160	3840x2160 (Apple)	Tile Art	PNG	Apple, Sony,	Apple: LSR (Existing + Future) Apple: Display P3 + 16bit (Future) Series Art Required/Season Level Artwork Preferred
			1920x1080 (All others)		JPG	Samsung, Amazon	
Movie, Series/Show, Episode	P.67	2000x3000	1400x2100	Tile Art	PNG	Apple, Roku,	Apple: Display P3 + 16bit (Future) Series Art Required/Season Level Artwork Preferred
					JPG	Google, Samsung, LG, Vizio	
Movies, Series/Show, Season	P.71	1080x1440	540x720	Tile Art	JPG	LG	<b>Existing D+ asset.</b> LG is requesting P.75 but will accept P.71
Series/Show, Season	S1.0	3000x3000	1400x1400	Tile Art	PNG	Apple	Apple: Display P3 + 16bit (Future) Series Art Required/Season Level Artwork Preferred
Movie, Series/Show, Season, Episode	L1.33	1440x1080	720x540	Tile Art	PNG	Roku	Series Art Required/Season Level Artwork Preferred
					JPG	LG	Series Art Required/Season Level Artwork Preferred

Constrain assets to 40mb max - >10mb preferred

# Partner Search / Title-Specific Asset Package - Required

CONTENT TYPES	ASPECT RATIO	REQUESTED SIZE	MINIMUM SIZE	IMAGE TYPE	FORMAT	PARTNERS	NOTES
Movie, Series/Show, Season	L1.78		1920x1080	Hero/Tile (No Title)	JPG	Samsung, Vizio	Need to confirm image type with Samsung Series Art Required/Season Level Artwork Preferred
Movies, Series/Show	P.46		1680x3636	Hero	PNG Layered PSD	Apple	Apple: "Backdrop Tall" template available Apple: Display P3 + 16bit (Future) <b>Bespoke asset for Apple</b>
Movies, Series/Show	L1.33		4320x3240	Hero	PNG	Apple	Apple: "Backdrop Wide" template available Apple: Display P3 + 16bit (Future) <b>Bespoke asset for Apple</b>
Movies, Series/Show	L3.32		4320x1300	<b>Title Treatment</b> (Full Color)	PNG	Apple	Apple: "Full Color Content Logo" template available Apple: Display P3 + 16bit (Future) <b>Bespoke asset for Apple</b> Top Left Justified

# Partner Search / Title-Specific Asset Package - Highly Desirable

CONTENT TYPES	ASPECT RATIO	REQUESTED SIZE	MINIMUM SIZE	IMAGE TYPE	FORMAT	PARTNERS	NOTES
Movie, Series/Show, Season, Episode	L1.78	3840x2160	1920x1080	Thumbnail	PNG, Layered PSD	Apple	Must not have title treatments. Apple Only.
Movies, Series/Show	L3.32		4320x1300	Title Treatment (White)	PNG, Layered PSD	Apple	Apple: "Single Color Content Logo" template available Apple: Display P3 + 16bit (Future) Top Left Justified <b>Bespoke asset for Apple</b>
Movie	P.67	2000x3000	2000x3000	Tile Art	<b>LSR</b> Layered PSD	Apple	Apple: LSR (Existing + Future) Apple: Display P3 + 16bit (Future)
Movies, Series/Show, Season	P.75	1080x1440	540x720	Tile Art	Layered PSD	LG	
Series/Show, Season	S1.0	3000x3000	1400x1400	Tile Art	<b>LSR</b> Layered PSD	Apple	Apple: LSR (Existing + Future) Apple: Display P3 + 16bit (Future)

# Partner Search / Title-Specific Asset Package - Highly Desirable

CONTENT TYPES	ASPECT RATIO	REQUESTED SIZE	MINIMUM SIZE	IMAGE TYPE	FORMAT	PARTNERS	NOTES
Movie, Series/Show, Season	L1.78	3840x2160	3840x2160 (Apple) 1920x1080 (All others)	Tile Art	<b>LSR</b> Layered PSD	Apple,	Apple: LSR (Existing + Future) Apple: Display P3 + 16bit (Future)
Movie, Series/Show, Season, Episode	L1.33	1440x1080	720x540	Tile Art	PNG Layered PSD	Roku, LG	
Movie, Series/Show, Season	L1.78		1920x1080	Hero/Tile (No Title)	Layered PSD	Samsung, Vizio	Need to confirm image type with Samsung



# Partner Image Assets Spec



## Apple

Ratio: **1.33**

Requested Resolution:

Minimum Resolution: **4320x3240**

Type: **Hero (No Title)**

Format: **PNG, Layered PSD**



## Apple

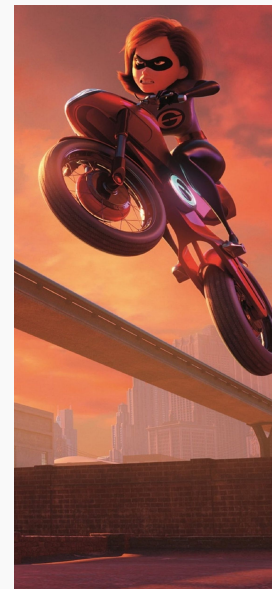
Ratio: **1.78**

Requested Resolution: **3840x2160**

Minimum Resolution: **1920x1080**

Type: Thumbnail

Format: **PNG, Layered PSD, Apple LSR**



## Apple

Ratio: **.46**

Requested Resolution:

Minimum Resolution: **1680x3636**

Type: **Hero (No Title)**

Format: **PNG, Layered PSD**

## Artwork Best Practices

- Artwork should use the full size of the canvas.
- Avoid abrupt crops of heads or other body parts.
- If the art features talent, keep eyes and chin within the art safe area.
- Don't upscale artwork.

# Partner Image Assets Spec Cont

## Artwork Best Practices

- Content Logo have to be white on a transparent background
- Place your Content Logo top-left in the template.
- Scale the logo until it is either using full width or height of the template. • Avoid drop shadows or any other text effects.

## Required



### Apple

Ratio: **3.32**

Requested Resolution:

Minimum Resolution: **4320x1300**

Type: **Title Treatment**

Format: **PNG with Alpha, Layered PSD,**

## Requested



### Apple

Ratio: **3.32**

Requested Resolution:

Minimum Resolution: **4320x1300**

Type: **Title Treatment**

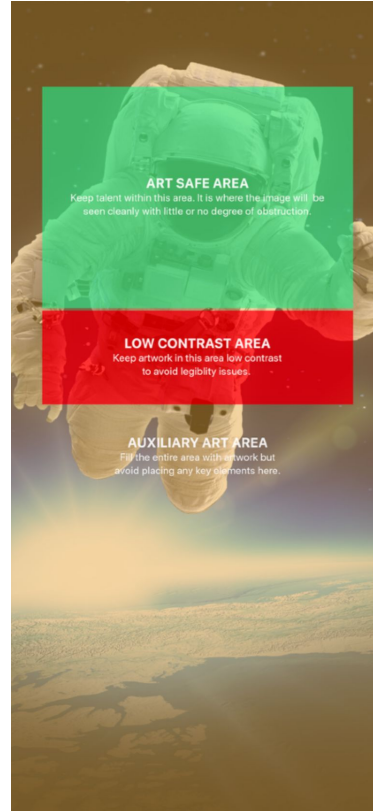
Format: **PNG with Alpha, Layered PSD,**

# Partner Image Safe Zones Apple



**Backdrop Wide**

Ratio: **1.33**



**Backdrop Tall**

Ratio: **.46**

## Safe Areas:

- **Art Safe Area (green)** needs to contain the main portions of talents faces - eyes, nose, mouth, chins, etc.
- **Low Contrast Area (red)** keep artwork in this area low contrast and avoid having any important objects or faces here to ensure maximum legibility.
- **Auxiliary Art Area (yellow)** fill the entire area with artwork but avoid placing any key elements here. However, peoples' foreheads, hair, etc. can occupy this area.

**Thank you.**