



DEFINITIONS AND USES

KEY ART GUIDE

This guide identifies the frequently requested art elements by metadata aggregation platforms and content partners. Exact size, aspect ratio, file type specifications will vary.



SIGNATURE KEY ART

A visual representation of the Series Title and/or Program Title.

- Tells the viewer who's featured, and possibly a setting or time period.
- Most requested type of artwork by content platforms.
- Can change from season to season.
- Does not contain station or network brand logo.



ICONIC ART

Used by platforms to overlay runtime, synopsis, genre text.

- A textless version of the signature key art.
- Does not contain text.
- Does not contain station or network logo.



BACKDROP

Right justified image used by platforms to overlay text.

- Space must be provided on the left-most side of the image.
- Left-side is colored black so that descriptive metadata is not obstructed.
- Left side is colored black so that text overlay does not clash with font colors.
- Can reuse a resized version of the iconic art for this purpose.



SHOW IMAGE

An image of a specific, episodic scene with actors in character.

- Do not include scenes with spoilers.
- Actors cannot pose.
- Actors cannot look directly into camera.
- Not to be confused with behind-the-scenes shots.
- No production elements such as lighting setups, camerawork, or director cameo.
- Does not contain text or station logo or network brand logo.

TITLE TREATMENT

A series or program logo.

- May be requested in addition to key art.
- Some partners only request a title treatment over key art.

NETWORK LOGO/BRANDING

Used on electronic program guides and interactive menus.

- When a network is known, some platforms provide a logo search for Viewers to find content quickly.

TIMELINE

Greatly increase the chances of content discoverability! Make sure you prioritize creative elements along with descriptive metadata by following these best practices:

- Prioritize the creation of artwork early-on in the production life cycle.
- Be prepared to submit your artwork/images as early as 4-6 weeks before a show's release date.
- Before each new season, update the artwork to maintain relevancy.

PREPARATION

Specifications are significant! Each platform has varying requirements for sizes, aspect ratio, number of assets needed and types.

DO



Request an image style guide from each platform where your content is found.

Expect a platform to request various artwork sizes for different purposes (menu guide, background, thumbnail images),

Be proactive by creating images in different aspect ratios (horizontal, vertical and square).

Make sure your artwork and images capture the true essence of your program.

Expect exact size, aspect ratio and file type specification to vary.

DON'T



Don't expect for platforms to conform to your organization's needs.

