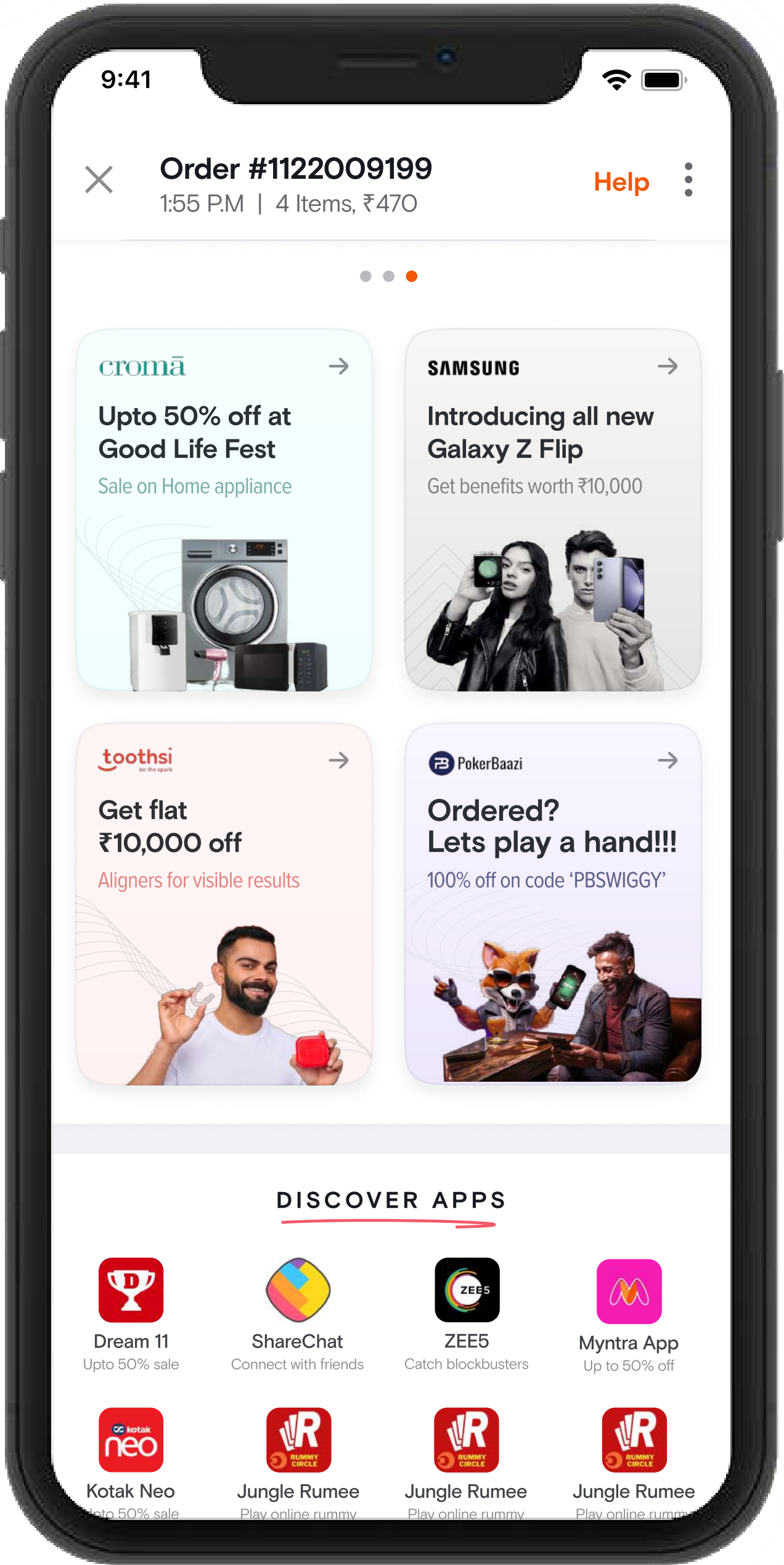
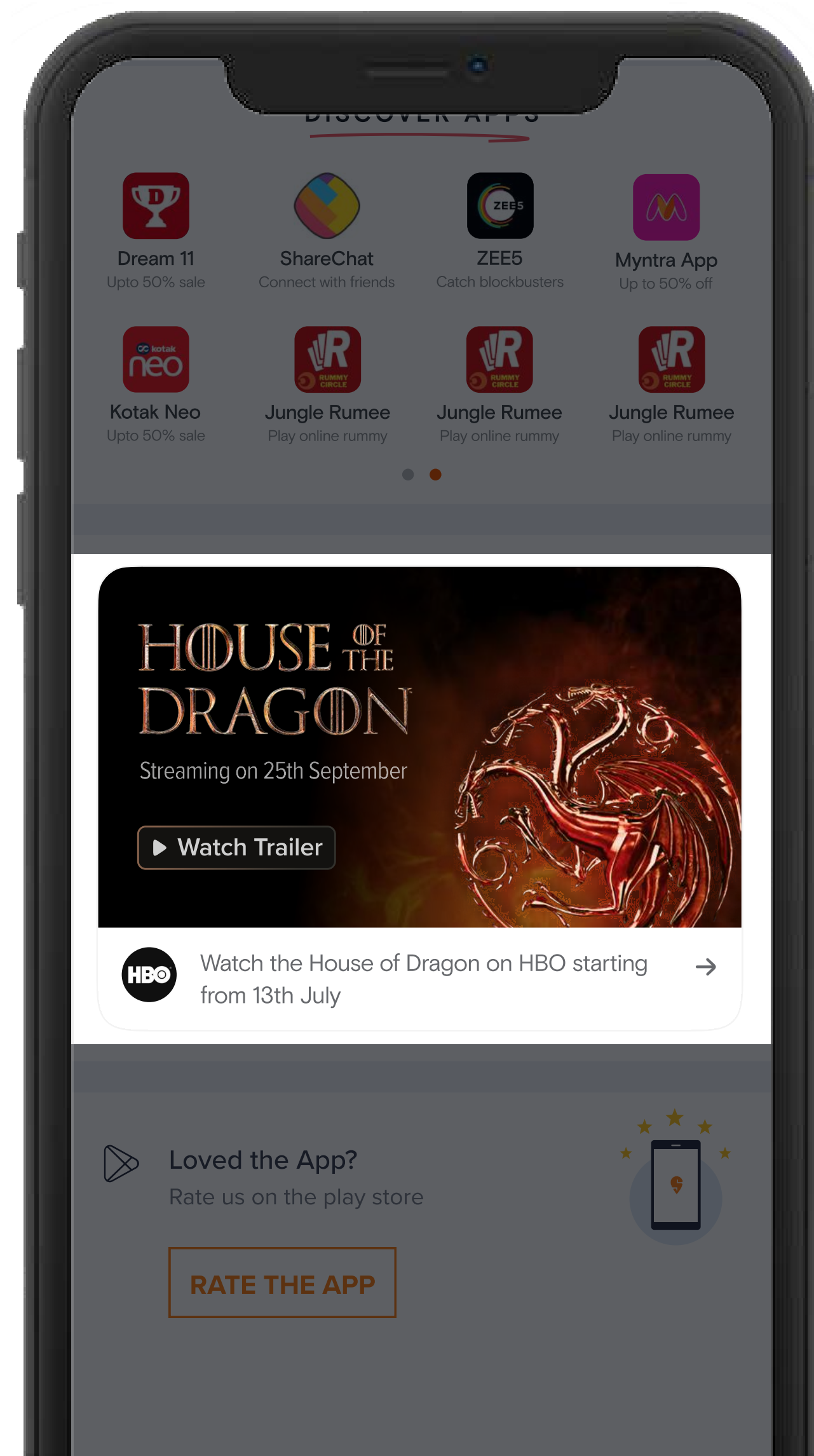


3P ads on Track Screen

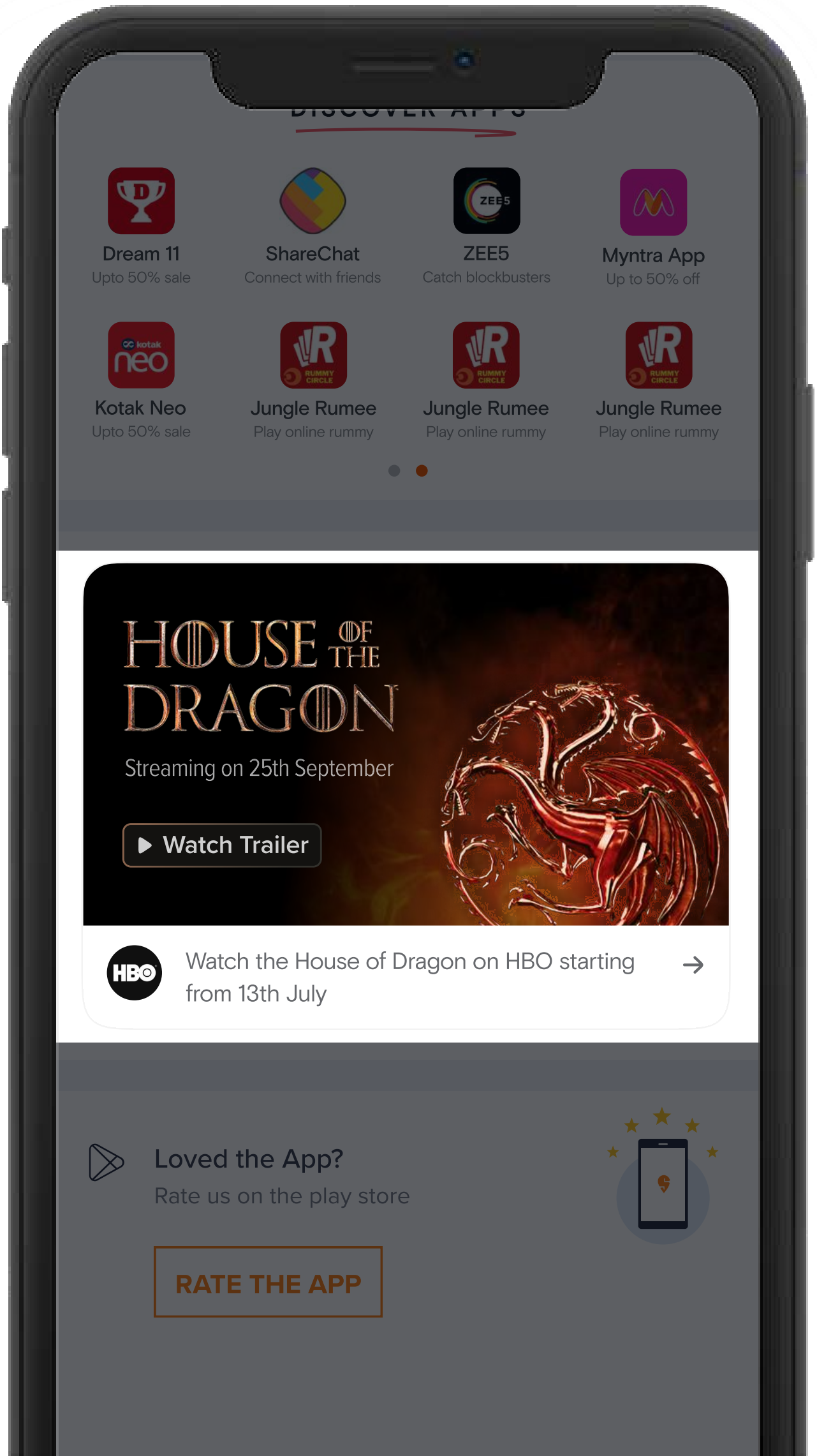
Design Guidelines





The video widget for 3P ads on the track screen is for the brands to integrate their videos and highlight any campaigns using videos.

The widget co-exist in a with other 3P ads so they all need to look harmonious and for that it's important to stick to the guidelines for **design of the thumbnail as mentioned in this document.**



Behaviour of the widget

The widget autoplays once it enters the viewport after a delay of few seconds. Till those few seconds the thumbnail would be visible to the consumer.

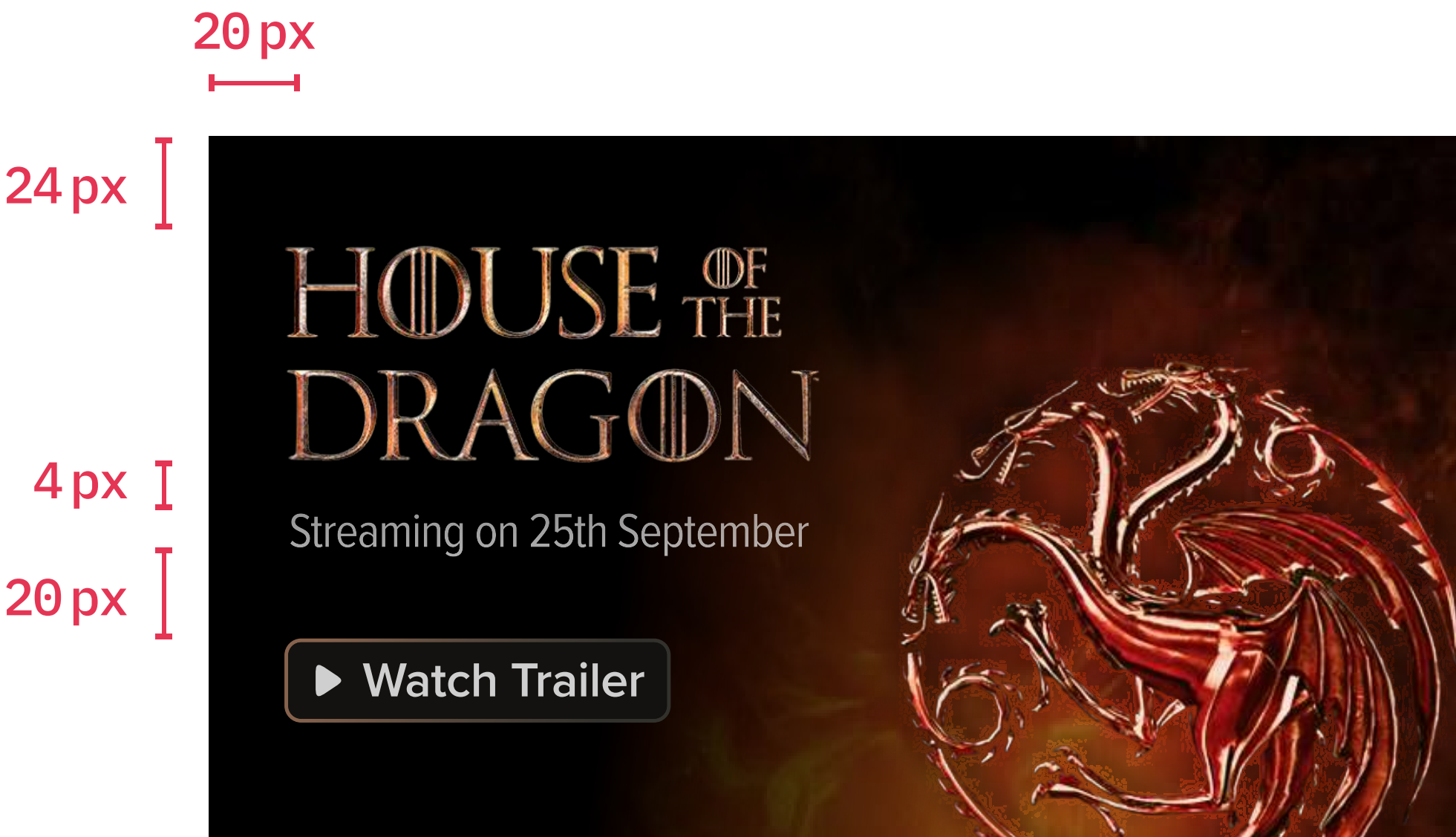
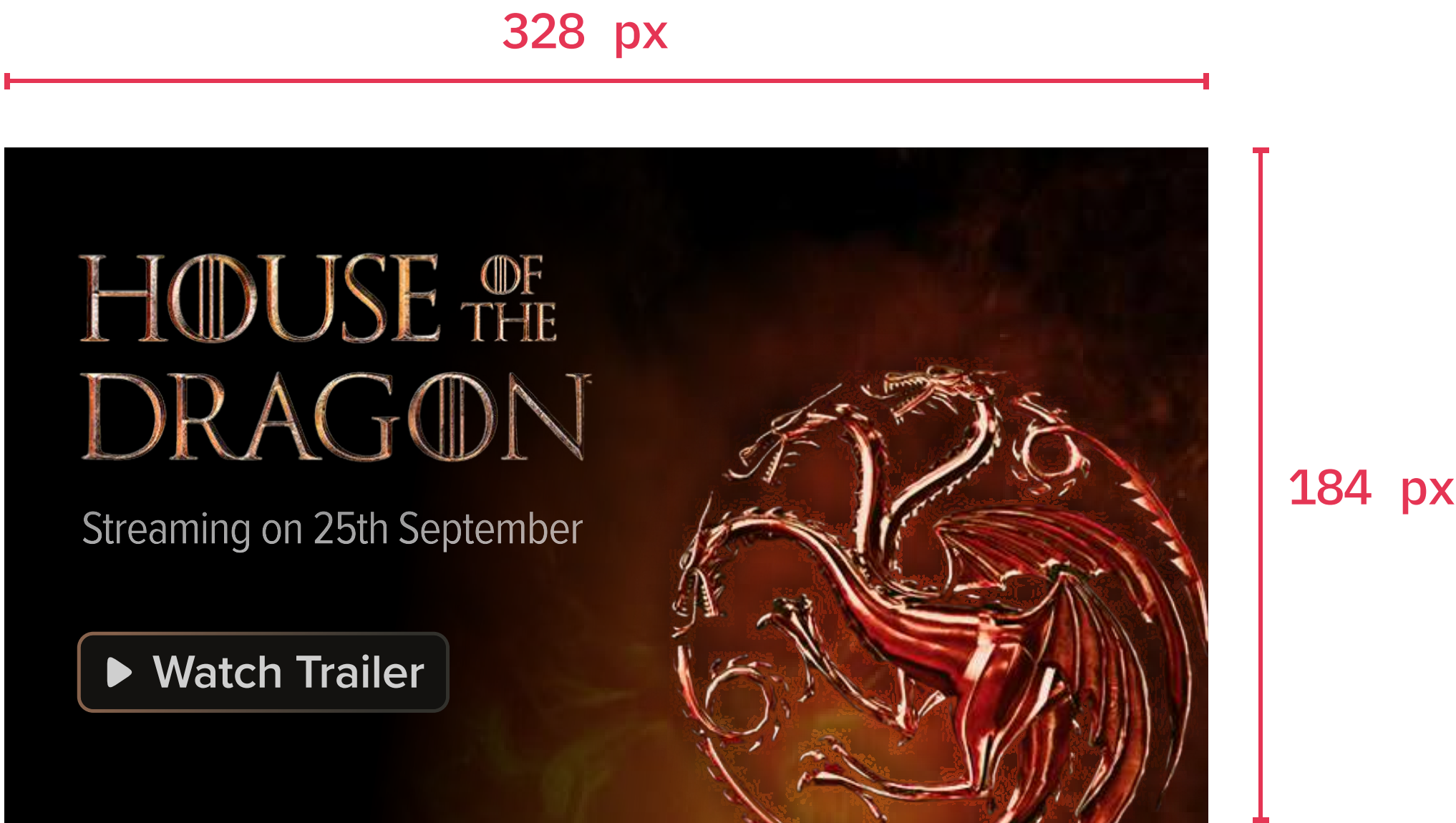
Structure of the thumbnail

Overall there are two assets:

- 1. Thumbnail
- 2. Info strip
- 3. Video file



Dimensions and Spacing for thumbnail



Building the image base

1 Background

Pick a gradient or solid color which complements the brand visuals.

2 Focal area

A visual element relevant to the brand can be used here, making sure it complements the background.

1 Background

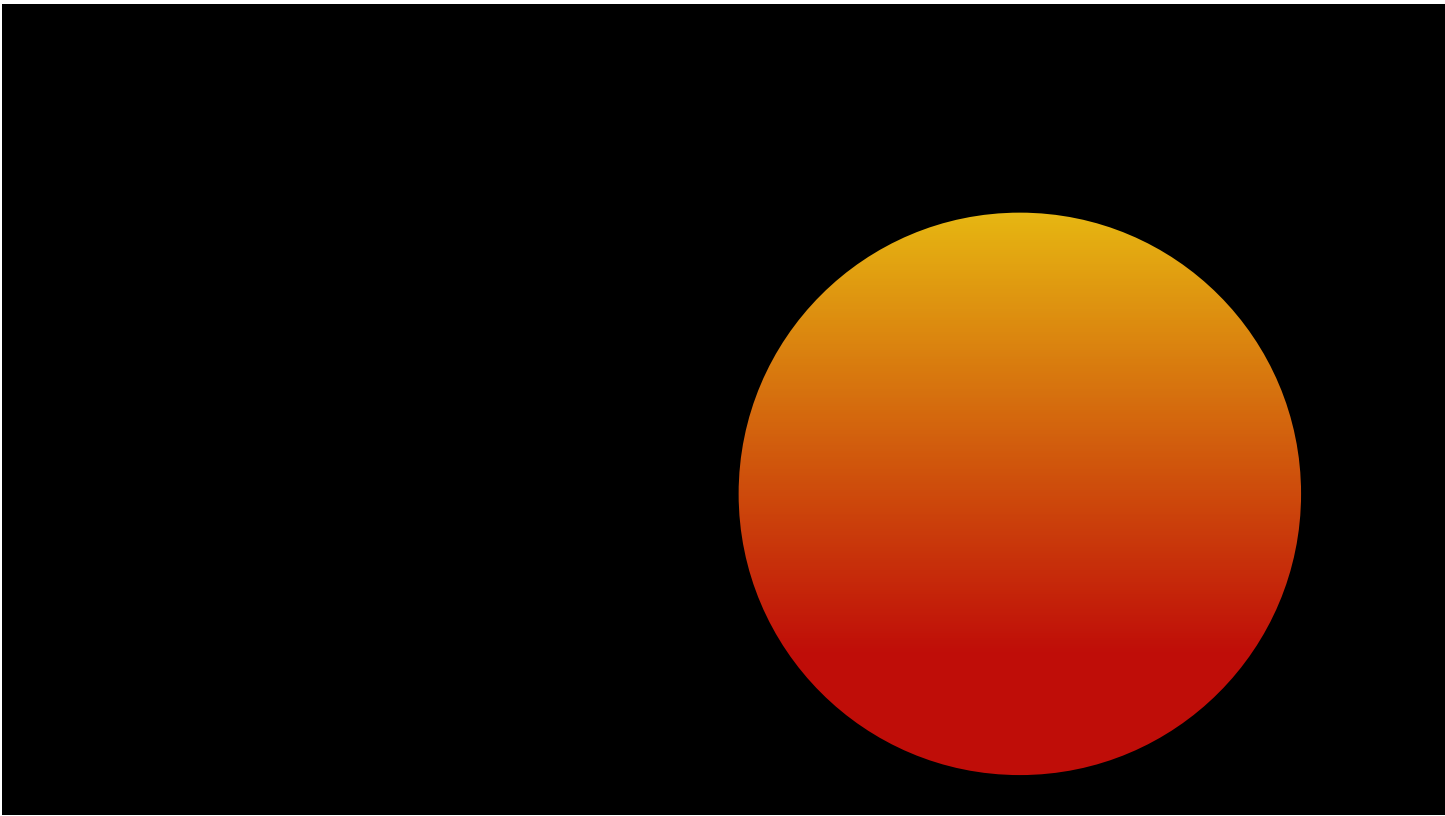


2 Focal area

Samples of image base



House of dragons



Guns & Gulabs

Image content

1 Title

Cut-out of custom stylised typography that shows the brands/ campaigns personality.

2 Subtext

Font = Proxima Nova Condensed / Regular
Size = 13
Line height = 100%
Letter spacing = 0.2 px
Colour = Complimenting the background



3 Button

The button largely needs to be consistent across thumbnails with only the customisation of the stroke.

Button border = Gradient from dark to light based on the primary colour of the thumbnail

Icon = This play icon

Button Text

Font = Proxima Nova / Semibold

Size = 13

Line height = 100%

Letter spacing = 0.2 px

Colour = Complimenting the background

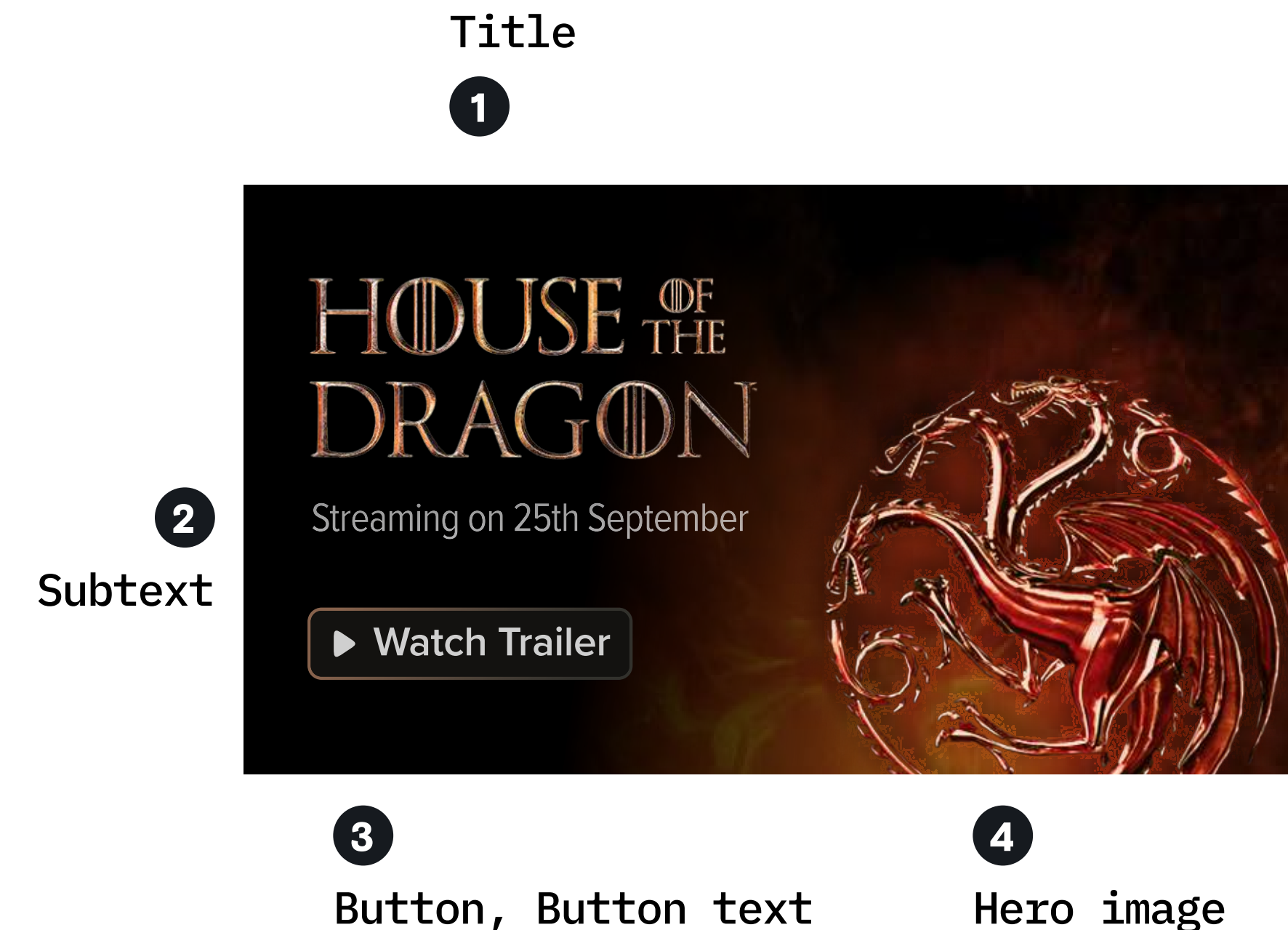


Image content

4 Hero image

The image should be placed on bottom right and should extend beyond the edges.



Thumbnails Export Guidelines

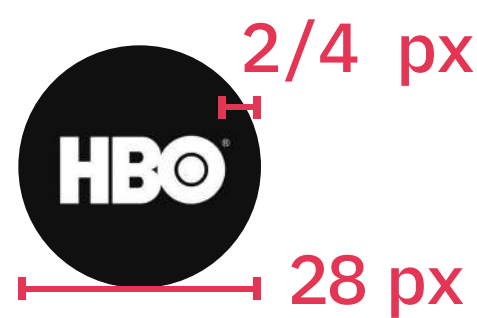
- The assets should be exported with **3x quality** in **PNG format**
- Dimensions exported asset should
 - Total Width = 984 px
 - Total Height = 552 px



Specs for the info strip

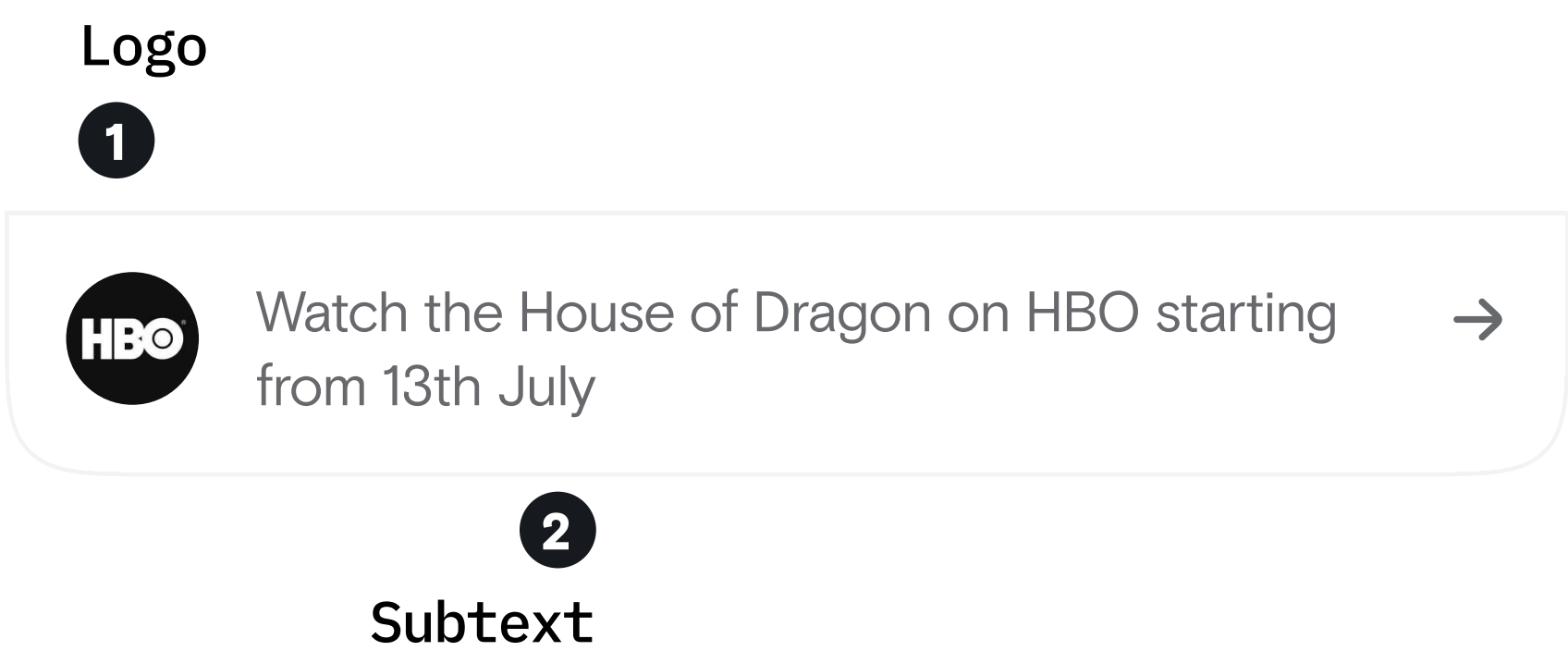
1 Logo

Padding around logo = 2/4 px (depending on logo type)
Overall dimension = 28 px circular



2 Subtext

Relevant text can be added here
Characters = 25



Specs for the video

1. Aspect ratio: 16:9
2. Quality of video: 1080p
3. Format: MP4, H264

