



# RNZ VIDEO SERIES **ARTWORK SPECS**

November 2022

Please provide all final design files (eg PSD or packaged INDD / AI file) via FTP

## SQUARE GRAPHIC 'TILE / COVER'

Size: 3000 × 3000px

For RNZ website and other shared spaces.

These square tiles are the primary graphic identity for the series. They appear at very small sizes so must work at 150 × 150 pixels.

Two versions should be supplied, one with the red RNZ tohu badge in the bottom left and one without the badge. A PNG template is provided.



## BANNER ON DEDICATED RNZ.CO.NZ PAGE

Artwork size: 1440 × 720px

Banner appears at the top of the video series' own page on RNZ.co.nz.

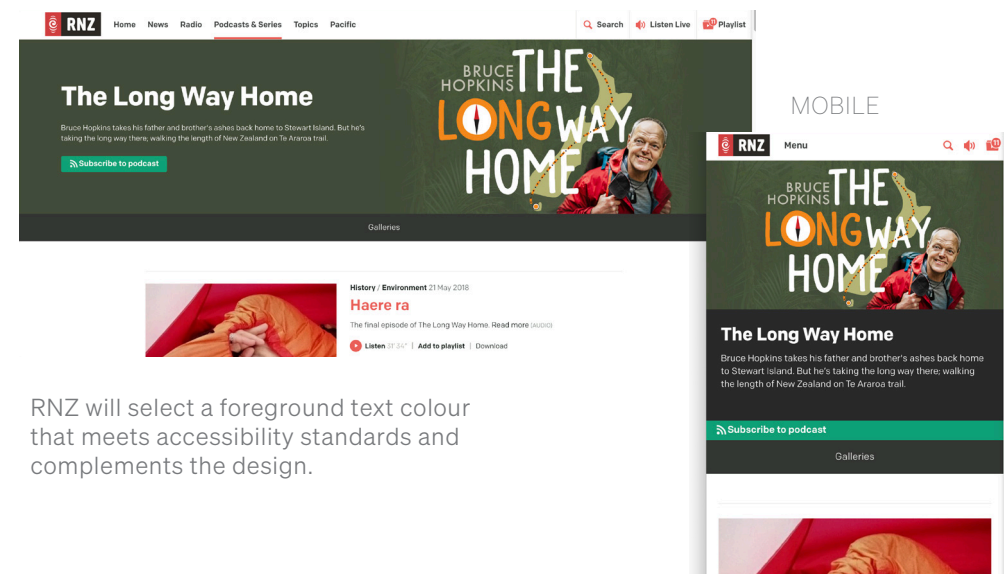
On desktop the banner image sits in banner with a flat colour background either side. **Please provide hexcode colour with artwork.** A seamless match with edges of the artwork generally works best.

Title and description are on the left and are HTML text.

On mobile the image will stack above the title and description (which are always white over charcoal in mobile view).



DESKTOP (with hexcode colour applied left and right)



RNZ will select a foreground text colour that meets accessibility standards and complements the design.

## 16:10 VERSION OF PRIMARY GRAPHIC

Artwork size: 16:10  
eg 1920 × 1200

Used on RNZ.co.nz in articles about the video series, as the teaser episode image on the video series' dedicated page etc. Episode images are also this size.



## HOMEPAGE BANNERS FOR RNZ.CO.NZ

Not always required.

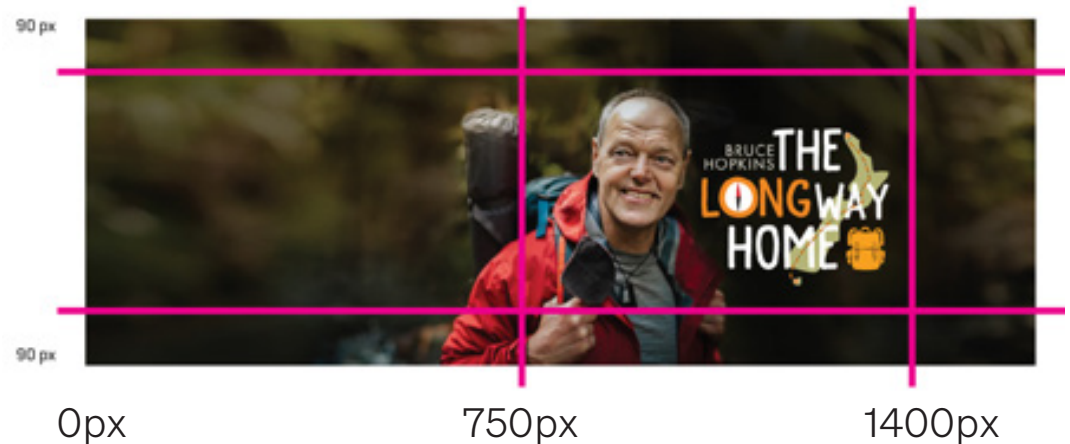
Size: 1600 × 594px

This full width banner appears part way down the RNZ.co.nz home page.

Edges of all banners will be cropped automatically on smaller screens, so it's important to avoid including critical visual information here. Suggested guides shown.

The left 50% of the area needs to allow for html text overlay - this may be up to 100 words of title and description of RNZ system-generated font.

The stacked mobile image is shown as it currently appears note the image sits off centre to the right.



DESKTOP - showing different crops / text placement

