



mercy

Graphic Uploading guide

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# Policy and Checklists

## WHAT THIS DOCUMENT PROVIDES

This document is a set of specifications and general guidance for images submitted to Smercy Video. Smercy Video reserves the right to determine the appropriateness of images and to accept or reject any images because they are offensive or otherwise at our discretion. This document will be updated over time.

## POLICY

Please adhere to the following key graphic restrictions.

**Image will be rejected if this policy is not met.**

### Weapons

We avoid using violence in promotions. If an image contains weapons, use discretion and avoid imagery in which a weapon is pointing at the viewer or other figures within the image.

### Violence

Limit the use of vivid imagery/blood/gore as part of the image.

**Images containing realistic/non-stylized or life-like depictions of deceased human characters (actual or fiction) are not permissible for cover graphic or primary marketing graphics.**

### Sex & Drugs

Avoid images that depict drug usage, alcohol, nudity, or are sexually explicit.

## EPISODIC GRAPHICS

**Key Graphic 16:9**  
1920px by 1080px | .JPG or .PNG

**Key Graphic 4:3**  
1600px by 1200px | .JPG or .PNG

**Background Image 16:9**  
1920px by 1080px | .JPG or .PNG

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## STANDALONE GRAPHICS

**Key Graphic 16:9**  
1920px by 1080px | .JPG or .PNG

**Key Graphic 3:4**  
1600px by 1200px | .JPG or .PNG

**Background Image 16:9**  
1920px by 1080px | .JPG or .PNG

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## Graphic Uploading guide

# Key Graphic

Key graphic (also known as cover or title graphic) represents your title on Smery Video.

Key graphic is required in two aspect ratios for episodic and standalone titles.

## EPISODIC TITLE GRAPHIC (REQUIRED)

16:9 (1920px by 1080px)



4:3 (1600px by 1200px)



## EPISODIC TITLE GRAPHIC (REQUIRED)

16:9 (1920px by 1080px)



3:4 (1200px by 1600px)

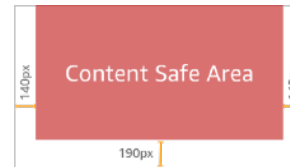


## CONTENT SAFE ZONE

16:9

4:3

3:4



Examples



# Key Graphic: Design Considerations (1 of 2)

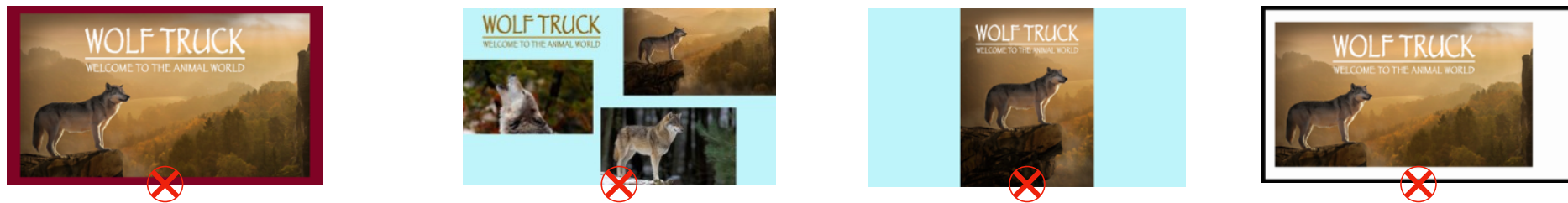
## CONSISTENT IMAGERY

Key graphic is ideally consistent across asset sizes to provide familiar visual cues across platforms.



## IMAGES WITHIN THE IMAGE

Key graphic background should appear as one cohesive image to communicate a singular visual message.



Avoid using borders. Box graphic/ key graphic ideally extends to the edge of the image.

Avoid using multiple images, particularly stills, resulting in odd empty spaces.

Do not place one key graphic into the frame of another key graphic leaving odd borders or padding.

# Key Graphic: Design Considerations (2 of 2)

## STRETCHING/SKEWING

Do not stretch/skew/distort graphic to create another graphic



## TITLE LEGIBILITY AND PLACEMENT

Key graphic title should be legible even when scaling to smaller sizes. There should be enough contrast to separate the title from the background. Keep text to a minimum.



The title logo must never be placed over an actor's face. However, in cases where artwork makes such placement unavoidable, it is important that any faces covered are not those belonging to main characters.



Not enough contrast to separate the title.