## OVERVIEW

This guide is to help you get ready to build a LogoBar player. It will give you a brief overview of the LogoBar Configurator and help you assemble a few assets that will ensure your build process goes smoothly.

Building a LogoBar takes up to 3 brand elements, 2 if you choose to transition your Intro Logo into the Anchor or Scrubber.

Here's a quick visual of where each of these elements lives in a LogoBar player.

We've developed some guidelines for each of the possible sizes for these logos, and also created a set of Photoshop boilerplates for each of the possible options (download files here).

INTRO LOGO

ANCHOR LOGO

0:02 / 0:29

SCRUBBER LOGO

LOGOBAR
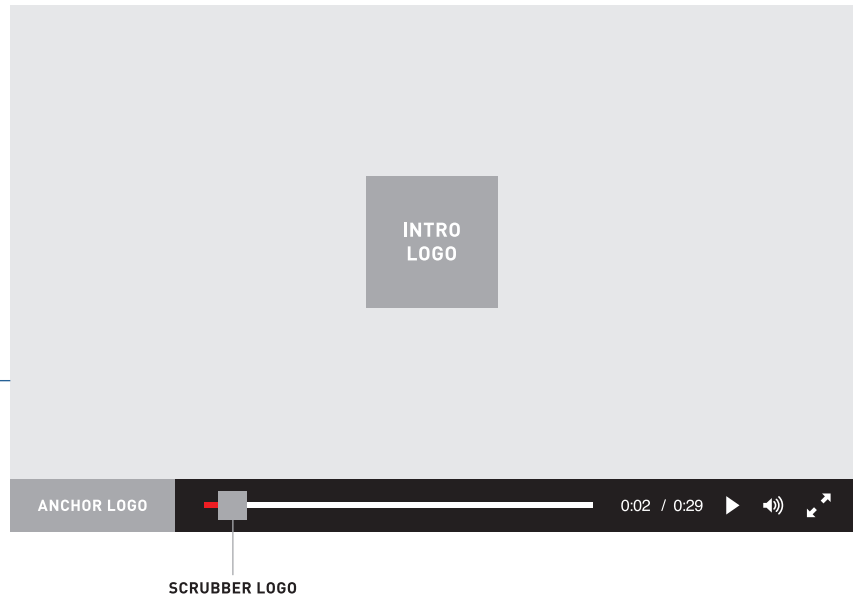
INTRO LOGO OPTIONS

Your intro logo can be displayed in four different formats, depending on which works best for your brand / campaign. Note that the intro logo doesn't have to actually be a logo, it can be any brand or messaging element you'd like!
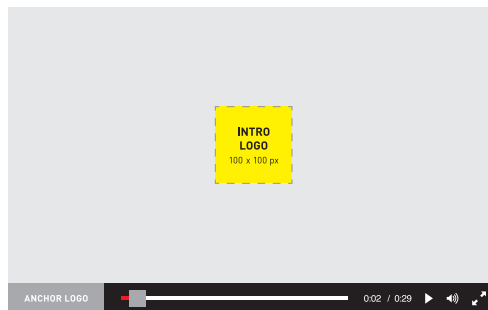
Intro Logo Options:

1) Circle—100 x 100 px
2) Square—100 x 100 px
3) Horizontal—200 x 100 px
4) Vertical—100 x 200 px

We recommend that you save the logo as a jpg or png at one of the sizes listed above. If the logo does not fully use the the selected space, you can choose a white or black background in our configurator. The logo will automatically be centered within the designated space.
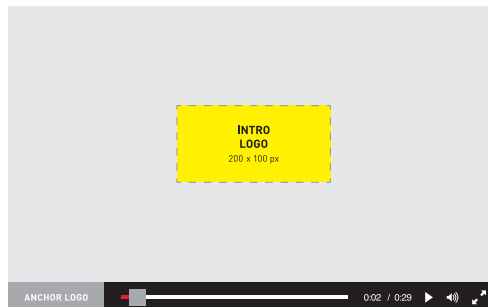
** Note that if you choose to have the intro logo transition into the anchor or scrubber positions, you won't need to provide an additional logo for that location.
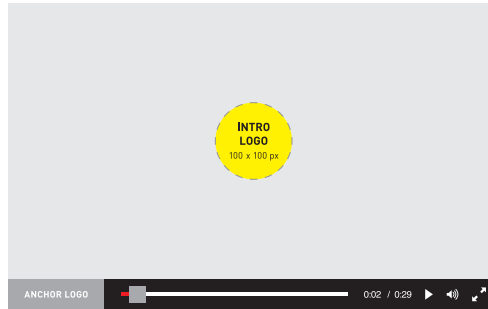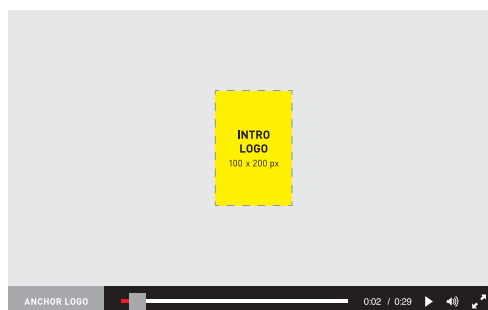

OPTION 1
Circle—100 x 100 px

OPTION 2
Square—100 x 100 px
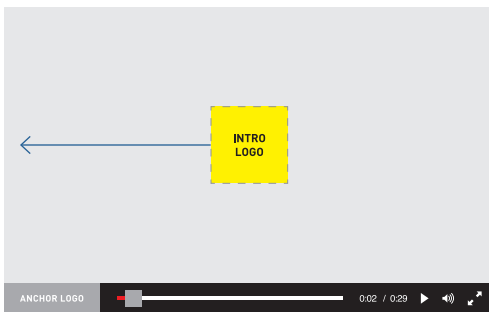

OPTION 3
Horizontal—200 x 100 px

OPTION 4
Vertical—200 x 100 px

LOGOBAR

INTRO LOGO TRANSITION OPTIONS

1) Slide left off screen
2) Slide right off screen
3) Slide down off screen
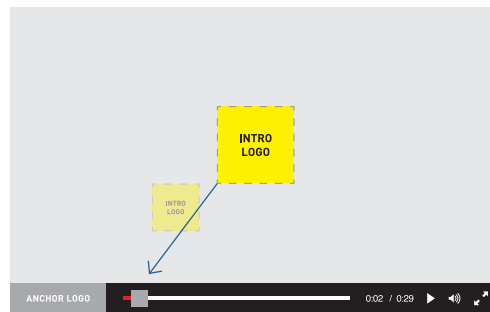4) Transition into scrubber
5) Transition into anchor
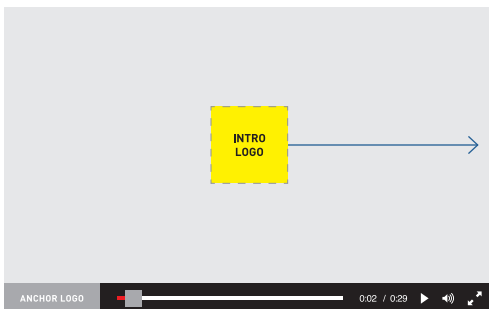
OPTION 1
Slide left off screen

OPTION 2
Slide right off screen

OPTION 3
Slide down off screen

OPTION 4
Transition into scrubber

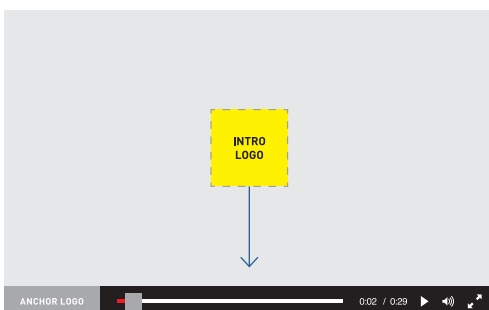### OPTION 5
Transition into anchor

LOGO⏵BAR
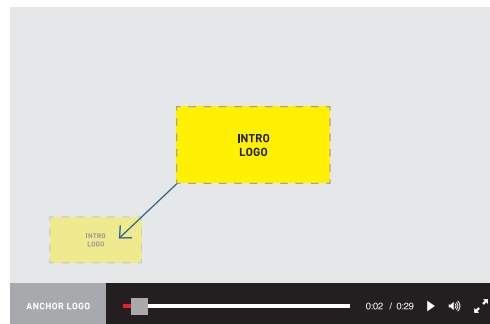
ANCHOR LOGO / MESSAGING SPACE

There are two sizes in which to place a secondary logo and/or messaging, this is determined based on whether you choose the tall control bar or short control bar option in step 2 of the configurator. This graphic will also be the call-to-action for the player and will be linked to a page of your choice.
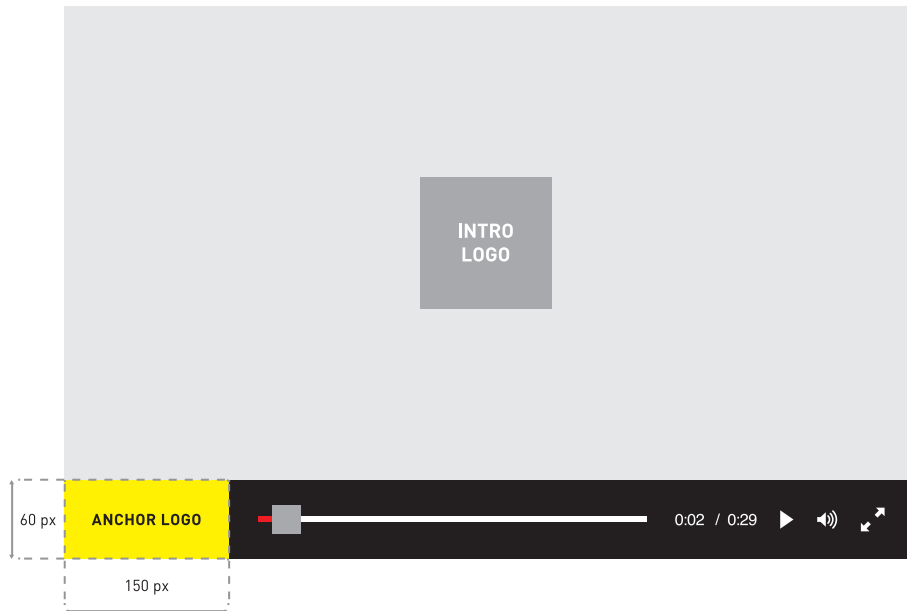
Anchor Logo Options:

1) Tall Control Bar—150 x 60 px
2) Short Control Bar—150 x 40 px

** Any logos and/or messaging used in this area should be be legible at 100 percent when saved as a jpg or png. If your png has a transparent background, the selected color for the player chrome will be visible.
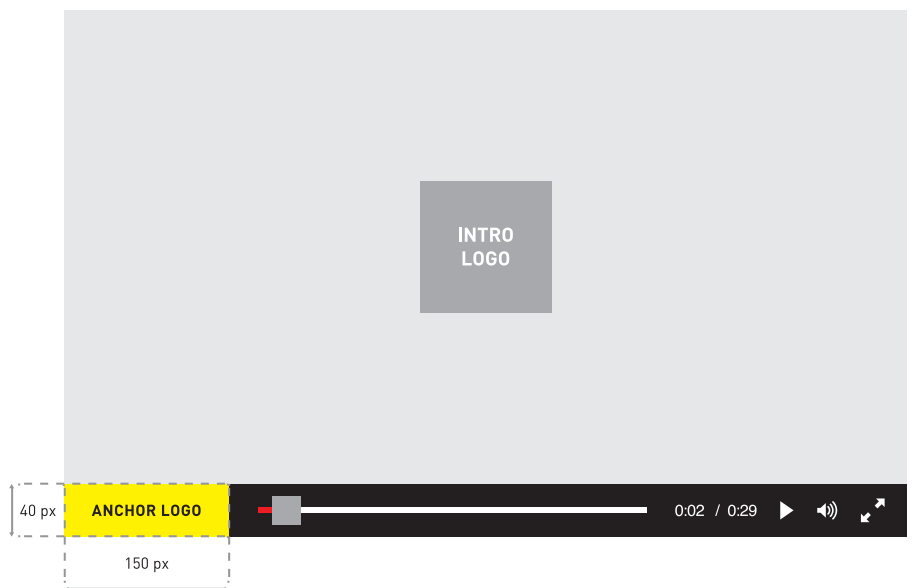
OPTION 1
Tall Control Bar—150 x 60 px

INTRO LOGO

60 px ANCHOR LOGO 0:02 / 0:29

150 px

OPTION 2
Short Control Bar—150 x 40 px

INTRO LOGO

40 px ANCHOR LOGO 0:02 / 0:29

150 px

SCRUBBER OPTIONS

There are four options for the scrubber logo, they vary slightly depending on the height of the control bar:

1) Small Square—25 x 25 px
2) Large Square— 60 x 60 px
   (40 x 40 px for short control bar)
3) Horizontal Rectangle—120 x 60 px
   (80 x 40 px for short control bar)
4) Vertical Rectangle—30 x 60 px
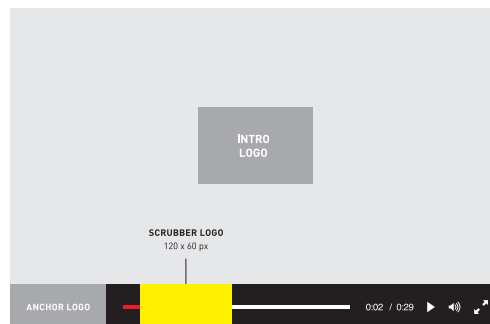   (20 x 40 px for short control bar)

** Graphics used for the scrubber should be saved as a jpg or png and be legible at 100 percent. Remember that with certain transitions, the intro logo will also be used as the scrubber logo.
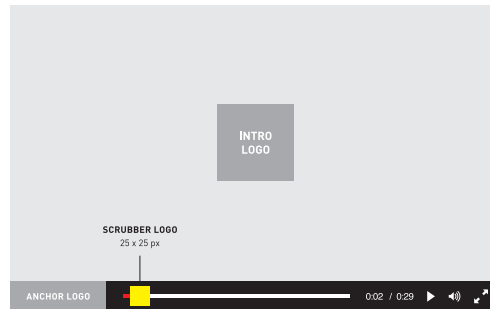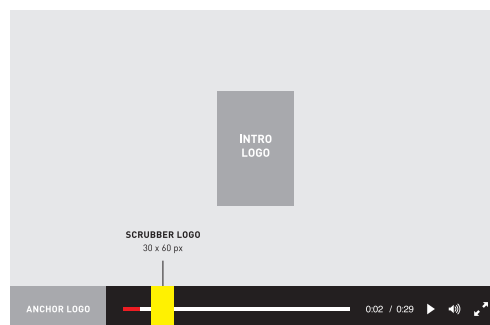
OPTION 1
Small Square—25 x 25 px
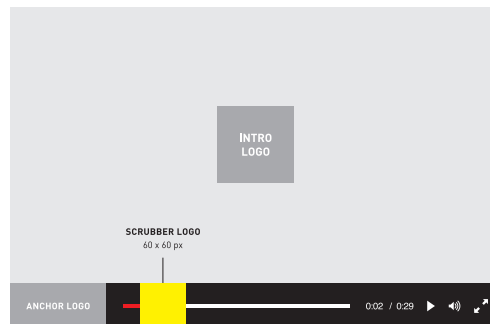
OPTION 2
Large Square—60 x 60 px
40 x 40 px for short control bar

OPTION 3
Horizontal—120 x 60 px
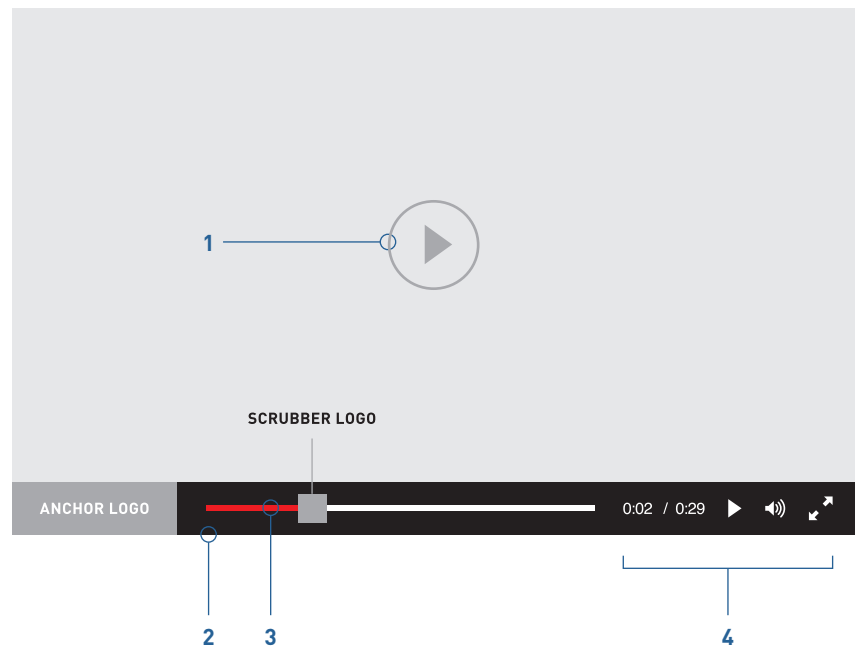80 x 40 px for short control bar

OPTION 4
Vertical—30 x 60 px
20 x 40 px for short control bar

COLOR OPTIONS

There are 4 different places to add color
to your LogoBar:

1)   Intro play button color—this is what
      the user will click to start playback
      of the video
2)   Control bar background
3)   Progress bar fill
4)   Player controls

We hope this guide was helpful in giving
you an overview of how to build a LogoBar
in the LogoBar Configurator, head over
to members.logobar.tv to get started!