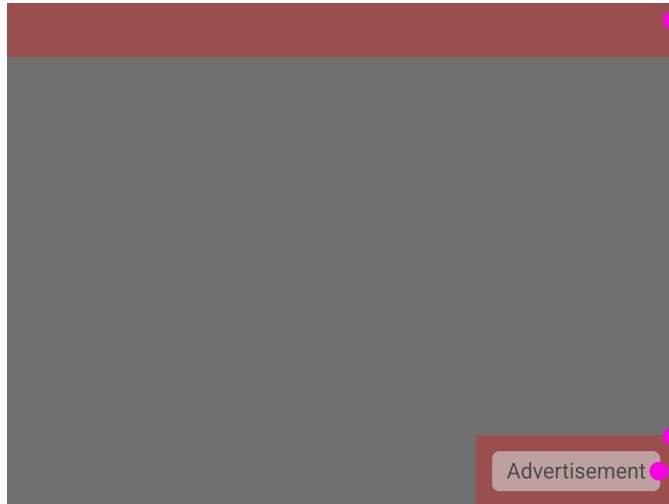


## Asset type 1 - For mobile platforms

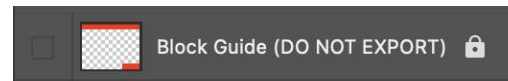
**Ps** Template file name: **mewatch Masthead Banner Asset - Mobile.psd**



### Block guide layer (reference)

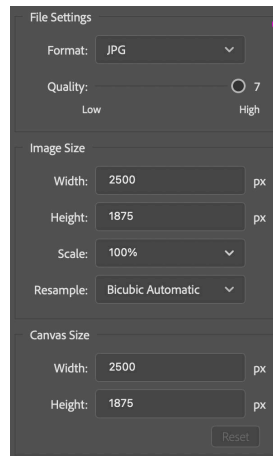
Areas marked in translucent red are not within the view safe-zone. It is recommended to **avoid placement of key visuals or information** within these areas.

This layer acts as a guidance only and **must be hidden** during the export of the finalised asset.



### Advertisement tag (required)

The Advertisement tag design is provided in the design file and **must be included as is during the export** of the finalised asset.



### Export settings

1. Format: JPG
2. Quality: High
3. Image Size/Canvas Size: 2500 px width, 1875 px height
4. Scale: 100%

## Asset type 1 - For mobile platforms

### Samples



✗ Not ideal

- Key visual/branding/text overlap the block zones indicated in red
- Advertisement tag design and position are modified



✓ Ideal

- Key visual/branding/text safely avoid the block zones indicated in red
- Advertisement tag design and position are not modified



✓ Ideal

- Subtle non-key visuals like patterns or background image can overlap with the block zones indicated in red

## Asset type 2 - For desktop platforms

**Ps** Template file name: **mewatch Masthead Banner Asset - Desktop.psd**



### Block guide layer (reference)

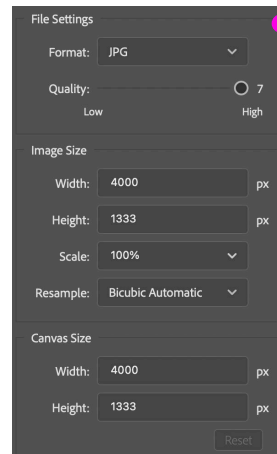
Areas marked in translucent red are not within the view safe-zone. It is recommended to **avoid placement of key visuals or information** within these areas.

This layer acts as a guidance only and **must be hidden** during the export of the finalised asset.



### Advertisement tag (required)

The Advertisement tag design is provided in the design file and **must be included as is during the export** of the finalised asset.



### Export settings

1. Format: JPG
2. Quality: High
3. Image Size/Canvas Size: 4000 px width, 1333 px height
4. Scale: 100%

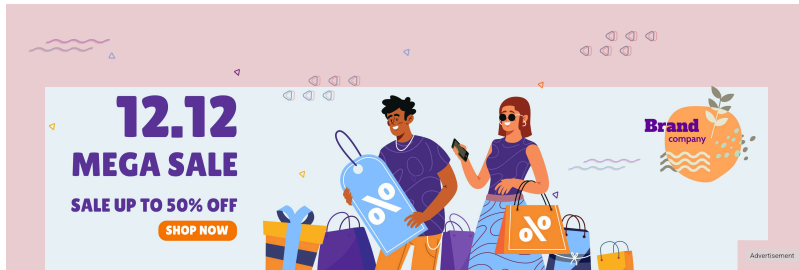
## Asset type 2 - For desktop platforms

### Samples



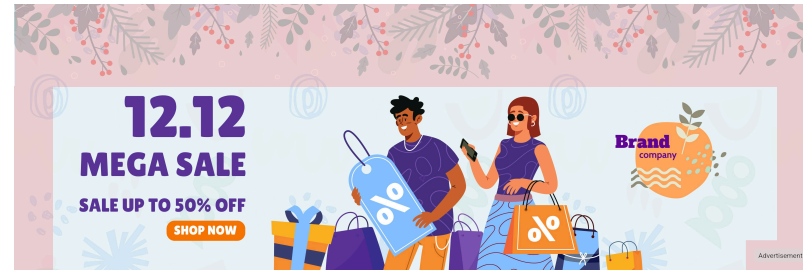
✗ Not ideal

- Key visual/branding/text overlap the block zones indicated in red
- Advertisement tag design and position are modified



✓ Ideal

- Key visual/branding/text safely avoid the block zones indicated in red
- Advertisement tag design and position are not modified



✓ Ideal

- Subtle non-key visuals like patterns or background image can overlap with the block zones indicated in red

## Asset type 3 - For TV platforms

Ps Template file name: **mewatch Masthead Banner Asset - TV.psd**



### Block guide layer (reference)

Areas marked in translucent red are not within the view safe-zone. It is recommended to **avoid placement of key visuals or information** within these areas.

This layer acts as a guidance only and **must be hidden** during the export of the finalised asset.

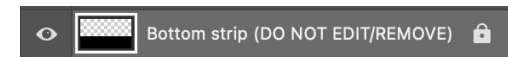


### Advertisement tag (required)

The Advertisement tag design is provided in the design file and **must be included as is during the export** of the finalised asset.

### Bottom strip (required)

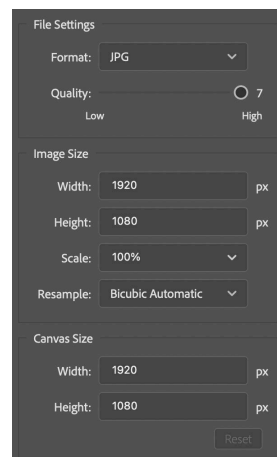
This layer must sit above the visual asset layer and **must be included as is during the export** of the finalised asset. This is an opaque black layer and will cover any overlapping design beneath it.



### QR code (optional)

Recommended:

- opaque white border around the code
- size 250x250 px



### Export settings

1. Format: JPG
2. Quality: High
3. Image Size/Canvas Size: 1920 px width, 1080 px height
4. Scale: 100%

## Asset type 3 - For TV platforms

### Samples



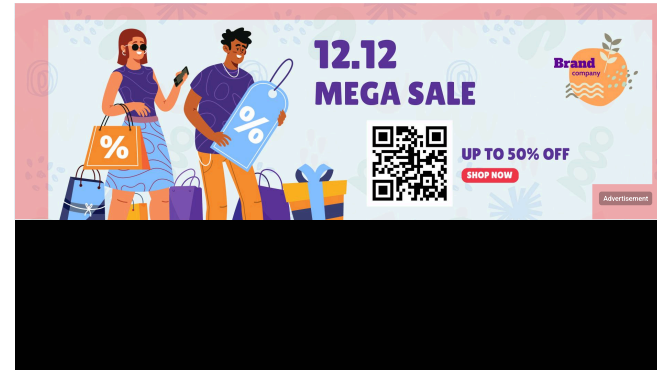
✗ Not ideal

- Key visual/branding/text overlap the block zones indicated in red
- Advertisement tag design and position are modified
- Bottom strip design is modified



✓ Ideal

- Key visual/branding/text safely avoid the block zones indicated in red
- Advertisement tag and bottom strip designs are not modified



✓ Ideal

- Subtle non-key visuals like patterns or background image can overlap with the block zones indicated in red