

Web: Door Example 1: CBS Evening News

Seen at representative device widths:



1. background image



JPG
3200x900px

- Not displayed at the smallest breakpoint.
- No text.
- The top edge and left side of the image should be relatively dark and monochromatic.
- The brand color will be automatically applied to the bottom, left, and right sides of the background image (see above for implementation), so there is no need to do so in the image.

2. logo image



SVG
500px wide

- Not displayed at the smallest breakpoint.
- Background: transparent.
- Color: #F2F2F2
- Fills only (no strokes).
- May be any height, but wide logos are best.

3. brand color



hexadecimal value
(e.g. #103156)

- Choose a dark color, against which white text and the logo will be legible.

Live URL: <https://www.cbsnews.com/evening-news/>

Responsive example: <https://cossmancbs.github.io/web/show/evening-news-sticky-v4b.html>

Web: Door Example 2: CBS News Sacramento

Seen at representative device widths:



1. background image



JPG
3200x900px

- Not displayed at the smallest breakpoint.
- No text.
- The top edge and left side of the image should be relatively dark and monochromatic.
- The brand color will be automatically applied to the bottom, left, and right sides of the background image (see above for implementation), so there is no need to do so in the image.

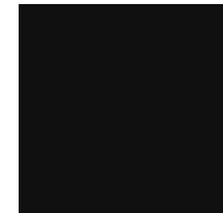
2. logo image



SVG
500px wide

- Not displayed at the smallest breakpoint.
- Background: transparent.
- Color: #F2F2F2
- Fills only (no strokes).
- May be any height, but wide logos are best.

3. brand color



hexadecimal value
(e.g. #101010)

- Choose a dark color, against which white text and the logo will be legible.

Live URL: <https://www.cbsnews.com/sacramento/>

Web: Door Other Considerations



← **Main Nav**
Displayed atop the header.

← **Subheading**
Optional. Intended for very short copy.
Can not be styled. No links.

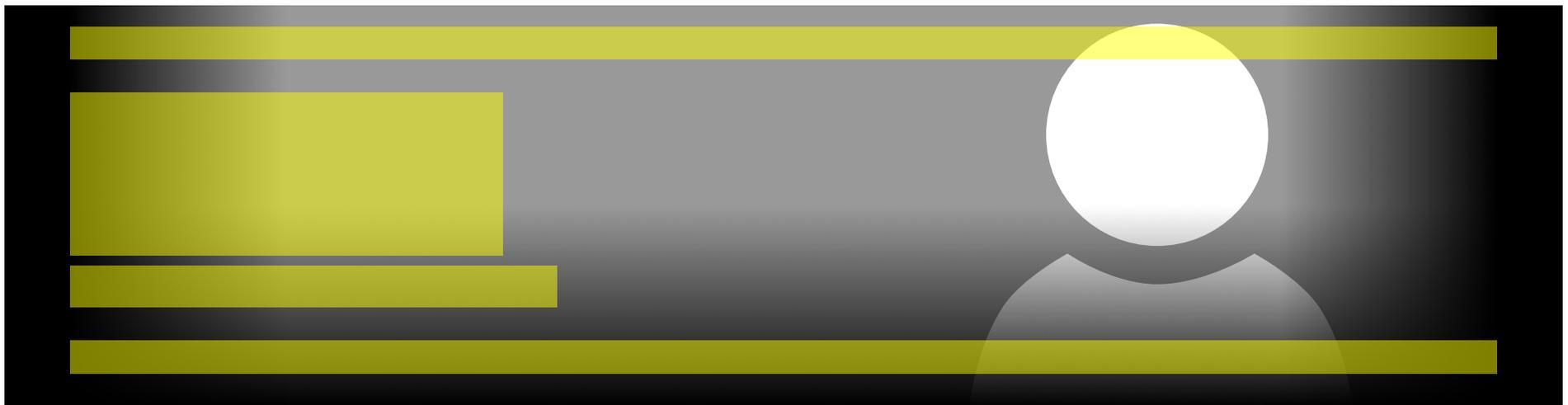
← **Subnav**
Optional.
Displayed atop the header.
Unlimited tabs supported, but use discretion.

Web: Door Approximate safe area for the background image

At 1024 browser width:



At 1440 browser width:



Key:  background image  CSS gradient overlay  headshot or key imagery  logos & navigation

Web: Additional Assets

Web Chip:



SVG

32x32 px

- Fills only (no strokes)
- Background: brand color
- Logo color: #F2F2F2

Web Video Shelf:



SVG

160x160 px

- Fills only (no strokes)
- Background: transparent
- Logo color: #F2F2F2
- Position logo to the bottom left

Apps: Assets

Android Video Shelf:



PNG
120x120 px

- Background: transparent
- Logo color: #F2F2F2
- Logo opacity: 65%
- Position logo to the bottom left
- Export at MDPI, HDPI, XHDPI, XXHDPI, XXXHDPI

iOS Video Shelf:



PNG
120x120 px

- Background: transparent
- Logo color: #F2F2F2
- Logo opacity: 65%
- Position logo to the bottom left
- Export @1x, @2x, @3x

Android Shows:



PNG
200x200 px

- Background: brand color
- Logo color: #F2F2F2
- Export at MDPI, HDPI, XHDPI, XXHDPI, XXXHDPI

iOS Shows:



PNG
200x200 px

- Background: brand color
- Logo color: #F2F2F2
- Export @1x, @2x, @3x

Legacy Apple TV:



PNG
255x255 px

- Background: brand color
- Logo color: #F2F2F2
- Export @1x