



**Corporate design**

# Artwork Styleguide

Design requirements for ZDF image material

August 2017

# Contents

## **General artwork** 3

Target audience  
Categories

## **Set photos** 6

1. Photos from start of shooting
2. Scene photos
3. Character portraits
4. Cover pictures
5. Production pictures
6. Staged snapshots
7. Special requested pictures
8. Autograph card pictures

Technical requirements  
Delivery scope for images  
Delivery scope and deadlines  
Captions and IPTC  
Handover of image material  
Usage rights

## **Programme logo** 26

1. What needs to be remembered?
2. Examples
3. Design bases
4. Examples with background
5. Forms of use

# General artwork

## General artwork

### **What is the artwork style guide, what does it contain, and who is it aimed at?**

- The artwork style guide sets the rules for designing and preparing press and promotional image material, including the programme logo. It is intended to help clarify the requirements for the various uses, and harmonise these where necessary.
- The artwork style guide covers a wide range of images: In addition to the requirements for the eight different categories of set photos, it also stipulates specifications for the programme logo and cover. The set photos will be produced to a high quality to ensure they are suitable for promotional and press purposes.
- The artwork style guide explains how to use all of the broadcaster group's production-related images across all media.
- The artwork style guide is aimed at anyone involved in the production processes.

## General artwork

### The artwork style guide's categories

#### Set photos



1. Photos from start of shooting



2. Scene photos



3. Character portraits



4. Cover picture (USP/key visuals)



5. Production pictures



6. Staged snapshots



7. Special requested pictures



8. Autograph card pictures

#### Programme logo



# Set photos

## Set photos

### **What needs to be remembered for set photos?**

- The set photos can be divided into eight different categories: Photos from start of shooting, scene photos, character portraits, cover picture (USP image, key visual), production pictures, stated snapshots, special requested pictures, and autograph card pictures.
- The set photos are used to advertise the production and ZDF programme, and must be capable of being used on all media platforms.
- Set photos are created during production on set. They seek to portray the characters in keeping with the production theme, and document the work on set.
- High-quality, professional images representing the production content must be provided.
- Images should always be shot in landscape format, sometimes also in portrait format, and, for cover images, also in panorama format.

## Set photos

### 1. Photos from start of shooting (examples)



These should be representative photos from the start of shooting, featuring the main characters. In special cases, they can also include other creative professionals from the production team.

**Delivery scope:** Approx. 2-4 pictures in landscape format are expected.

**Delivery deadline:** Accompanying shooting during the first week.



## Set photos

### 2. Scene photos (examples)



Images must be chosen based on the film's key scenes. The scene photos must be authentic, and must fit with the staging for television cameras in terms of expression and mood. They must be situative and evocative, and provide an understanding of the film's content.



Depending on content, scenes with important imagery may also have to be readjusted for the scene photos if the camera angles cannot capture the scene clearly enough.

**Delivery scope:** Photos of all characters in landscape and portrait format.

**Delivery deadline:** 3 weeks after shooting finishes, at the latest.

## Set photos

### 3. Character pictures (examples)



Photos of the main characters and episode actors looking at the camera, which may be enhanced with appropriate props if necessary. The photographs must show the character in their typical costume and surroundings. They must reflect the set's atmosphere.



**Delivery scope:** Individual photos and group photos in landscape and portrait format.

**Delivery deadline:** 3 weeks after shooting finishes, at the latest.

## Set photos

### 4. Cover picture (USP image/key visual)



Background separate (setting)



Individual characters as knock-outs  
(portraits and full-length pictures)



Cover picture

The cover picture converts the film's USP (Unique Selling Point) into an image. It is therefore not a normal scene photo, but instead presents a specific arrangement of characters designed to convey the film's/series' USP. This may also be enhanced by a prop if necessary.

The setting (hospital corridor as per example, or mountains for regional films) can be an important feature of the USP.

The cover picture must be shot in such a way that adequate space is allowed on all sides. This prevents the need for any laborious background extensions or editing for extreme landscape (e.g. panorama) and portrait formats.

The cover picture is particularly necessary for websites, as a campaign image for marketing, and for press and programme advertising.

In addition to the background picture, portraits and full-length pictures of the main characters must also be created against a neutral, grey background, with the possibility of making knock-outs.

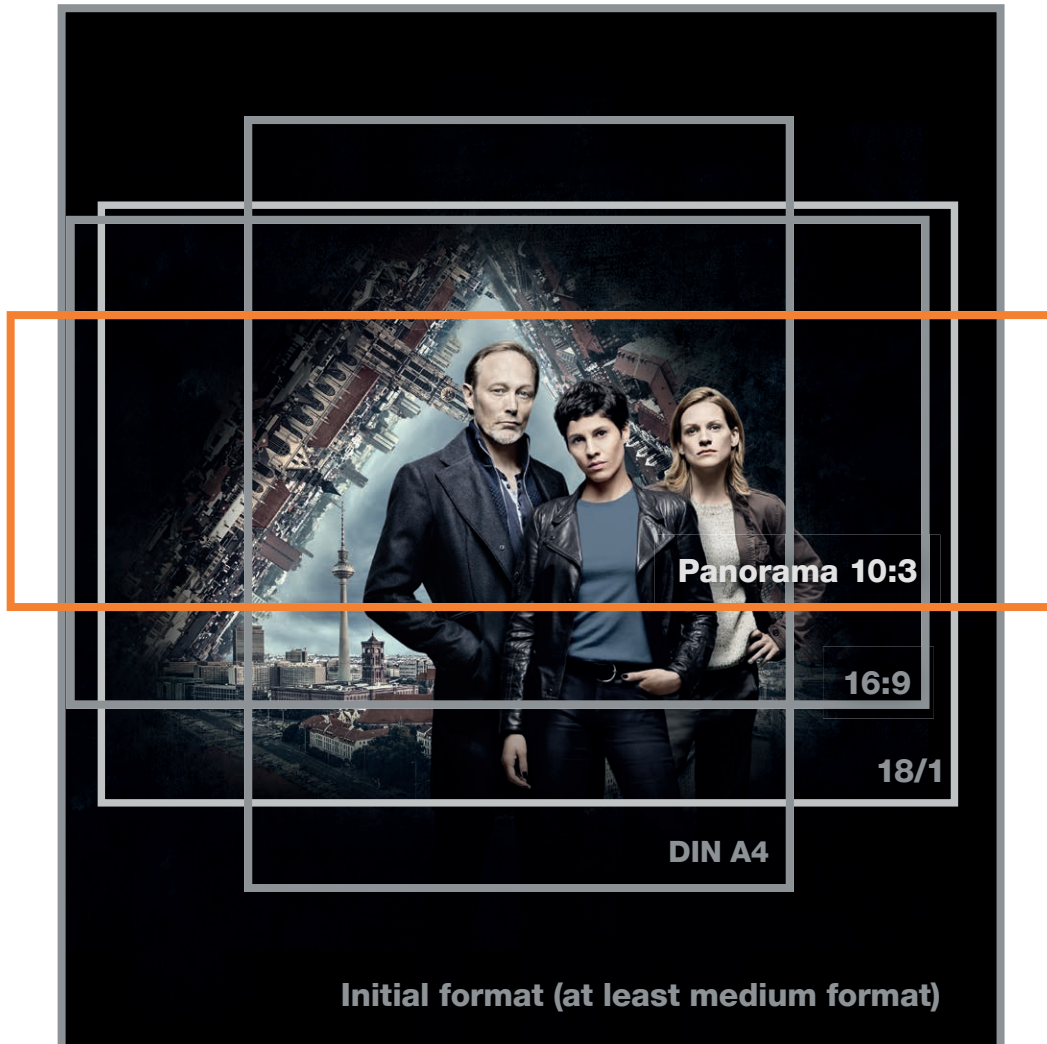
**Delivery scope:** Picture in landscape and portrait format, and additionally in panorama format.

**Delivery deadline:** 3 weeks after shooting finishes, at the latest.



## Set photos

### 4. Cover picture (design regulations)



#### Cover picture used in

- Programme subpages
- Social media formats
- Stretchboards
- Press kits
- Promotion (particularly online and print)
- Press backing
- General teaser images

It must also be possible to generate a “**panorama format**” out of the cover picture – if necessary with additional image editing – for the ZDF.de and press portal (2016) programme pages. This can be created in panorama format through “stitching” or additionally shot image material.

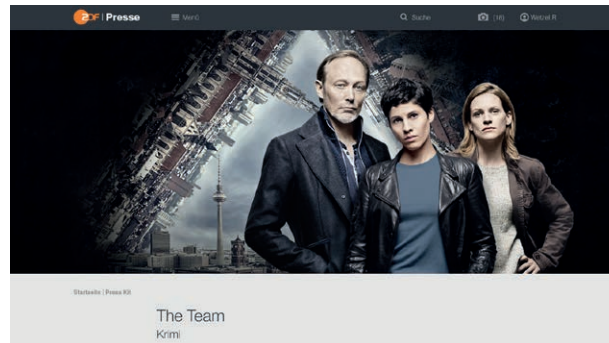
The cover picture requires special co-ordination with the editorial team, the format managers from the Press and Information department, and the project managers from the Marketing department.

# Set photos

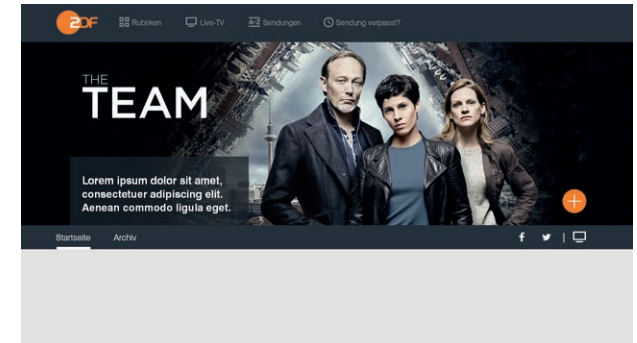
## 4. Cover picture (Online usage)



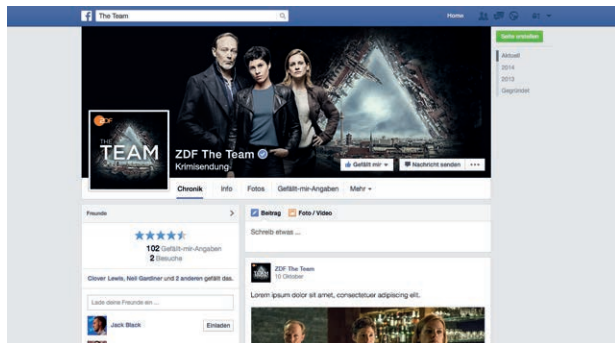
Online promotion



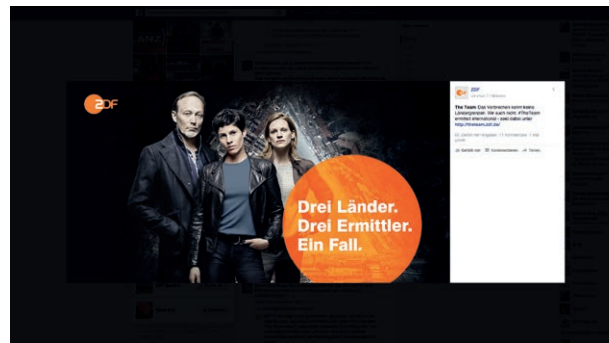
Press portal



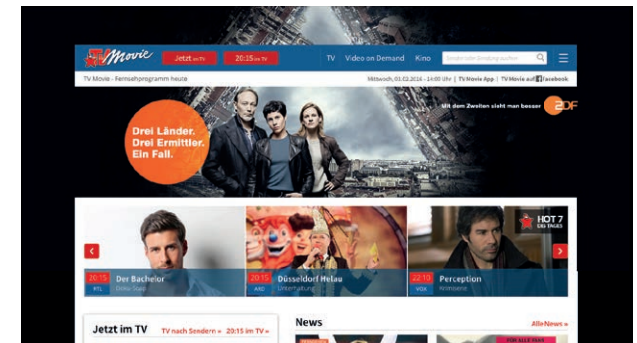
ZDFmediathek – Broadcasting pages



Social media headers



Social media posts



Online banners

For all image use online and in print, it is important to remember that ZDF's “branding features” (family brand and promo circle) must be incorporated into the cover pictures.

## Set photos

### 4. Cover picture (Print usage)



Press events



Stretchboards/Posters

For large-format press and campaign advertising in particular, it is important to remember that the image resolution must be of a sufficiently high quality.



## Set photos

### 5. Production pictures (examples)



“Making-of” photos are also required in addition to scene photos and portraits. The photos are expected to show unusual and typical set constructions, mask or costume work, shots of the cameraman and director on set, and the film crew at work with the actors.



**Delivery scope:** Approx. 2-4 pictures in landscape format are expected.

**Delivery deadline:** 3 weeks after shooting finishes, at the latest.

Set photos

## 6. Staged snapshots (examples)



“Staged snapshots” are photos of the main characters which are ideally spontaneous, unusual and funny, and which are designed to constitute marketable added value for third-party platforms such as Facebook, Twitter, Instagram, general social media and the yellow press.



If these photos are not taken by the still photographer (e.g. crew members or other third parties), the respective photographers must be credited separately, and must sign an agreement to transfer the usage rights to the photos.

**Delivery scope:** In landscape and portrait format.

**Delivery deadline:** 3 weeks after shooting finishes, at the latest.



Set photos

## 7. Special requested pictures



Special requested pictures are taken if specifically required by the press in the event that the other categories do not meet this need (e.g. the author visits the set).



**Delivery scope:** approx. 2–4 pictures.

**Delivery deadline:** 3 weeks after shooting finishes, at the latest.

## Set photos

### 8. Autograph card pictures



Portraits of the actors in their typical costume and environment to be used on autograph cards must be created in consultation with the editorial team, the ZDF Press and Information department, and the Marketing department.



A calm, typical background image without the actors is also required for the programme pages. Specific requirements are established in the ZDF style guide for autograph cards.

**Delivery scope:** Individual persons in portrait format only, groups in landscape format.

**Delivery deadline:** 3 weeks after shooting finishes, at the latest.

Set photos

## 8. Autograph card pictures (Usage)



When it comes to the autograph card pictures, the aim is to have a background which is as pale, calm and homogenous as possible.

The background should be blurred so as to intensify the depth of field and distinction with the protagonist – if necessary through post-editing.



## Set photos

### Technical requirements for the image material

- Images must be delivered in digitised format. They require a system camera with at least 10 million pixels, and which enables high-quality print-outs in DIN A3 format.
- The photos to be delivered must be at least 2848 x 4288 pixels, and 24 x 36 cm with 300 dpi in an 8-Bit Adobe RGB colour space. The cover picture must be at least 4961 x 3508 pixels and 42 x 29.7 cm with 300 dpi in an 8-Bit Adobe RGB colour space.
- The pictures must be shot in RAW format.
- The images files should be delivered to ZDF as lossless compressed (LZW compression) TIFF files or uncompressed. If they cannot be compressed as TIFF files, JPG files with minimal compression losses can also be delivered as exceptions (Photoshop: compressed to factor 12). A JPG file saved from a RAW file cannot, however, be resaved, as repeated saving of JPG files worsens picture quality.
- The original RAW files must be able to be delivered at any time at ZDF's request.
- The image material must display flawless exposure and sharpness. It is important to ensure that the scene's lighting is reflected in the photo. If the set light is not adequate for technically acceptable photographs (brightness, colour, depth of focus), sensible use of flashes is permitted.
- For screenshots and stills from HDTV productions, the relevant image material must be delivered in a format of at least 2848 x 4288 pixels with 300 dpi, or clipped using an HD editing suite, edited with the relevant colour corrections, and delivered as a TIFF or, in exceptional cases, JPG file.
- It is important to ensure correct image reproduction for 16:9 and HDTV. The cameras must be programmed so that the exact shot date can be traced.

## Set photos

### Delivery scope for images

ZDF must be provided with at least the following number of different image motifs (not image recordings):

- Production lengths up to 15 minutes (incl. portmanteau films): 3 motifs;
- Production lengths up to 30 minutes: 3 motifs;
- Production lengths between 30 and 60 minutes: Image material as per ZDF artwork style guide (see point A. II.), which permits 7 scene motifs to be selected;
- Production lengths up to 90 minutes: Image material as per ZDF artwork style guide (see point A. II.), which permits 15 scene motifs to be selected;
- Pilot episodes of new series (fiction): Image material as per ZDF artwork style guide (see point A. II.), which permits 15 scene motifs to be selected;
- Special rules for documentaries/reports (up to 45 minutes): at least 5 motifs.

The requirements stipulated by the ZDF artwork style guide for the image material (set photos) generally apply to production lengths of between 30 and 60 minutes, and up to 90 minutes, as well as to pilot episodes of new series (fiction).

For productions of up to 15 minutes and 30 minutes, as well as for documentaries/reports (up to 45 minutes), it is necessary to consult the editorial team and Press and Information department regarding which image material is delivered to ZDF. If in doubt, and if no such consultation occurs, image material as per the ZDF artwork style guide, which permits at least 5 motifs to be selected, must be provided.

## Set photos

### Delivery scope and deadlines

The following image material must be delivered for production lengths between 30 and 60 minutes, and up to 90 minutes, as well as pilot episodes of new series (fiction):

- The photos from the start of shooting must be delivered straight to the Press and Information department in the first week of shooting as an accompaniment (by FTP transfer or, in exceptional cases, by We-Transfer link).
- Approx. 10 photos must also be sent to the Press and Information department for quality control during the first half of production to accompany the shooting.
- ZDF must be provided with a selection of the best, most informative motifs chosen by the photographer out of all the image material (set photos), but no more than 50 shots. This image material must be sent to ZDF – either to the Press and Information department or the editorial team, depending on what has been agreed – as quickly as possible, but no later than three weeks after shooting is finished. Different delivery deadlines may be agreed on with the Press and Information department and editorial team for image material intended for autograph cards.
- Image motifs must be delivered in landscape format, sometimes also in portrait format, and, for cover pictures, in panorama format

## Set photos

### Captions and IPTC (File information)

Every image provided to ZDF must be captioned as follows:

- Scene photos: Role name (Actor's name: First name, last name) with correct capitalisation, i.e. **not** only in upper or lower case
- Portraits: Actor's name: First name, last name (role:...)
- Every photo must bear the complete copyright sign.
- Screenshots/Stills may only be delivered in exceptional cases, and only after consultation with ZDF's Press and Information department. They cannot replace the still photographer. The name of the chief cameraman must be provided to ZDF's Press and Information department.

The IPTC (file information) must be completed by the photographer, and the data sent to ZDF. This data is imperative.

## Set photos

### Handover of image material

The image material may only be delivered to ZDF via FTP by the stipulated deadlines, and cannot be shared with third parties!

The login details for the FTP server are the same as for the ZDF press portal (<http://presseportal.zdf.de>). If not already accredited, this is required (Accreditation menu item on the home page of the ZDF press portal) in order to receive the authorised login details (user name and password).

In order to send images via FTP, you will need an FTP program. Below are instructions on how to configure this. The relevant login details must be entered into the connection settings for the FTP client program:

#### Login details

- Server/Host/Host name: [presseportal.zdf.de](http://presseportal.zdf.de)  
Protocol: FTP  
Encryption: Explicit FTP via TLS (FTPS)
- User name:  
User name authorised via <https://presseportal.zdf.de>
- Password: Password for the relevant authorised user

#### Provision instructions:

- After logging in using your FTP program, you will find yourself in your personal FTP directory, where you will have two options for providing images:
- Option 1): If we have emailed you an order folder, please store the images in this folder.
- Option 2): You can also create folders yourself in your FTP home directory, and store your images in them.
- When it comes to folder names, please particularly ensure these do not contain any special characters!
- In the event of any aborted FTP transfers, we recommend setting the mode to passive FTP transfer mode.

#### Delivery via CD/DVD:

ZDF reserves the right to request a CD/DVD of all production images (in RAW, TIFF, JPG or other formats) for press photos if required. Creating and sending the CD/DVD is included in the fixed price; it is sent to the editorial team. An additional CD/DVD of all production images must be delivered for the still photography.



## Set photos

### Usage rights

The image material serves to advertise the production and ZDF programme. It is important to ensure the image material can be used on all media platforms for these purposes.

In addition to ownership of the image material provided, ZDF must also be assigned the comprehensive usage rights, and must be exempt from any third-party claims. The rights granted cover the rights to use the images on third-party platforms, including social networks (such as Facebook, Twitter etc.).

The consent of all subjects photographed (i.e. including that of the film crew, if they are in shot) regarding appropriate, comprehensive use of the images must also be obtained – before the image material is sent to ZDF. This includes clarifying any “first-look” rights (i.e. the one-off “approval” of individual shots by the person photographed), which must always be done beforehand, i.e. the approvals must be obtained before the image material is sent – especially for photos from the start of shooting.

# Programme logo

## Set photos

### Delivery scope and deadlines

ZDF must be provided with at least the following number of different image motifs (not image recordings):

- Production lengths up to 15 minutes (incl. portmanteau films): 3 motifs;
- Production lengths up to 30 minutes: 3 motifs;
- Production lengths between 30 and 60 minutes: Image material as per ZDF artwork style guide (see point A. II.), which permits 7 scene motifs to be selected;
- Production lengths up to 90 minutes: Image material as per ZDF artwork style guide (see point A. II.), which permits 15 scene motifs to be selected;
- Pilot episodes of new series (fiction): Image material as per ZDF artwork style guide (see point A. II.), which permits 15 scene motifs to be selected;
- Special rules for documentaries/reports (up to 45 minutes): at least 5 motifs.

The requirements stipulated by the ZDF artwork style guide for the image material (set photos) generally apply to production lengths up to 90, 60 and 45 minutes.

For productions of up to 30 minutes, up to 15 min., and for documentaries/reports, it is necessary to consult the editorial team and Press and Information department regarding which image material is delivered to ZDF.

If in doubt, and if no such consultation occurs, image material as per the ZDF artwork style guide, which permits at least 5 motifs to be selected, must be provided.

The following image material must be delivered for production lengths of up to 90 / 60 / 45 minutes:

- The photos from the start of shooting must be delivered straight to the Press and Information department in the first week of shooting as an accompaniment (by FTP transfer or, in exceptional cases, by We-Transfer link).
- Approx. 10 photos must also be sent to the Press and Information department for quality control during the first half of production to accompany the shooting.
- ZDF must be provided with a selection of the best, most informative motifs chosen by the photographer out of all the image material (set photos), but no more than 50 shots. This image material must be sent to ZDF – either to the Press and Information department or the editorial team, depending on what has been agreed – as quickly as possible, but no later than three weeks after shooting is finished. Different delivery deadlines may be agreed on with the Press and Information department and editorial team for image material intended for autograph cards.
- Image motifs must be delivered in landscape format, sometimes also in portrait format, and, for cover pictures, in panorama format.

## Programme logo

### **What needs to be remembered for the programme logo?**

- The programme logo represents the content or genre of the respective programme, and comes under the umbrella of the ZDF broadcasting group.
- The programme logo is used on all media platforms (especially for online promotion, social media, print and press).
- The programme logo is the programme title designed using the typographic corporate design specifications.
- The programme logo can be combined with various background images, e.g. the final image of the opening credits, an image motif – generally the cover picture – or graphic elements, to match the theme and mood of the programme.

## Programme logo

### Examples



Exception

## Programme logo

### Design rules

The programme logo is the customised programme cover, generally featuring a simple, plain-coloured design. The base colour is white or dark grey, depending on the background. 3D effects, gradients or similar effects are avoided. The programme's character must be recognisable from the logo.

Programme logos for pure ZDF productions must be designed using the typographic corporate design specifications.

**Exceptions** to this rule (e.g. for partially financed productions) must be co-ordinated with the corporate design.

Helvetica Bold Helvetica Thin  
**Helvetica Heavy**  
Helvetica Medium Helvetica Light  
Helvetica Roman **Helvetica Black**

## Programme logo

### Design rules

The logo must be able to be adjusted to the media requirements, to ensure it is properly legible both in 16:9 format and in a square (e.g. Fav icon). If this is not possible due to display reasons, an alternative form of display tying in closely with the programme logo's basic character must be created (keyword: responsive logo).

Two or multi-lined programme logos must be set out as asymmetrically as possible. The logo must also always be available as a vector. It is also important to ensure the logo works with and without endorsement – or broadcaster label –, and is created in both versions.



#### Rules for ZDF endorsement:

- The endorsement is generally always in the top right corner.
- The endorsement is only ever omitted from the programme logo if the orange ZDF logo is visibly in the vicinity (e.g. social media profiles or in the ZDFmediathek).

## Programme logo

### Design rules

The programme logo incorporates the programme's or film's mood through the background image. The focal point is the programme logo, which is combined with a background image (photo, graphic etc.). The background image must be at least 2848 x 4288 pixels, 24 x 36 cm with 300 dpi resolution in an 8-Bit Adobe RGB colour space.

The programme logo with background must work for various purposes (e.g. opening credits, trailers, as well as press, ZDFmediathek, social media), or be adapted accordingly.

It must also be capable of being displayed in a square here.



Programme logo



Background image (e.g. final image of opening credits or cover picture)



Programme logo with background



# Programme logo

## Examples with background

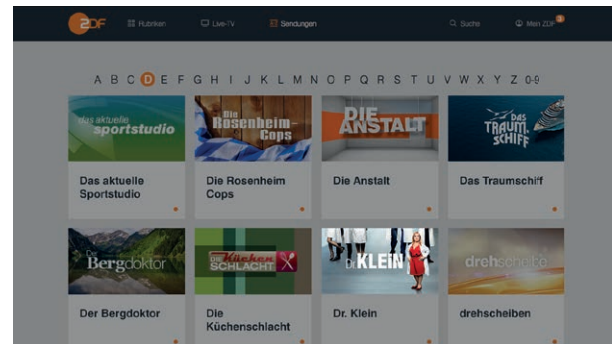


# Programme logo

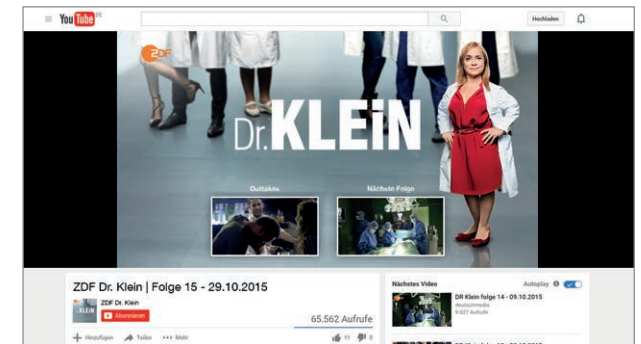
## Forms of use



Programme information



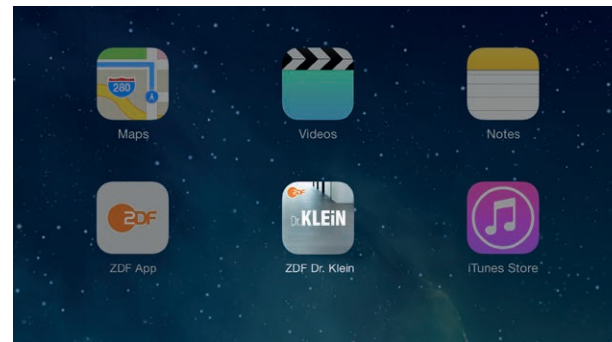
Teaser in the ZDFmediathek



Credits panel online for videos



Social media



App

# Credits

Photos:

ZDF / Petro Domenigg

ZDF / Stefanie Kulbach

ZDF / Markus Fenchel

ZDF / Matthias Bothor

ZDF / Frank Dicks

ZDF / Conny Klein

ZDF / Moritz Brucker

## **Zweites Deutsches Fernsehen**

Anstalt des öffentlichen Rechts

Postfach, 55100 Mainz

Press and Information Dept.

Marketing Dept.

## Set photos

### Delivery scope and deadlines

ZDF must be provided with at least the following number of different image motifs (not image recordings):

- Production lengths up to 15 minutes (incl. portmanteau films): 3 motifs;
- Production lengths up to 30 minutes: 3 motifs;
- Production lengths between 30 and 60 minutes: Image material as per ZDF artwork style guide (see point A. II.), which permits 7 scene motifs to be selected;
- Production lengths up to 90 minutes: Image material as per ZDF artwork style guide (see point A. II.), which permits 15 scene motifs to be selected;
- Pilot episodes of new series (fiction): Image material as per ZDF artwork style guide (see point A. II.), which permits 15 scene motifs to be selected;
- Special rules for documentaries/reports (up to 45 minutes): at least 5 motifs.

The requirements stipulated by the ZDF artwork style guide for the image material (set photos) generally apply to production lengths up to 90, 60 and 45 minutes.

For productions of up to 30 minutes, up to 15 min., and for documentaries/reports, it is necessary to consult the editorial team and Press and Information department regarding which image material is delivered to ZDF.

If in doubt, and no such consultation occurs, image material as per the ZDF artwork style guide, which permits at least 5 motifs to be selected, must be provided.

The following image material must be delivered for production lengths of up to 90 / 60 / 45 minutes:

- The photos from the start of shooting must be delivered straight to the Press and Information department in the first week of shooting as an accompaniment (by FTP transfer or, in exceptional cases, by We-Transfer link).
- Approx. 10 photos must also be sent to the Press and Information department for quality control during the first half of production to accompany the shooting.
- ZDF must be provided with a selection of the best, most informative motifs chosen by the photographer out of all the image material (set photos), but no more than 50 shots. This image material must be sent to ZDF – either to the Press and Information department or the editorial team, depending on what has been agreed – as quickly as possible, but no later than three weeks after shooting is finished. Different delivery deadlines may be agreed on with the Press and Information department and editorial team for image material intended for autograph cards.
- Image motifs must be delivered in landscape format, sometimes also in portrait format, and, for cover pictures, in panorama format.