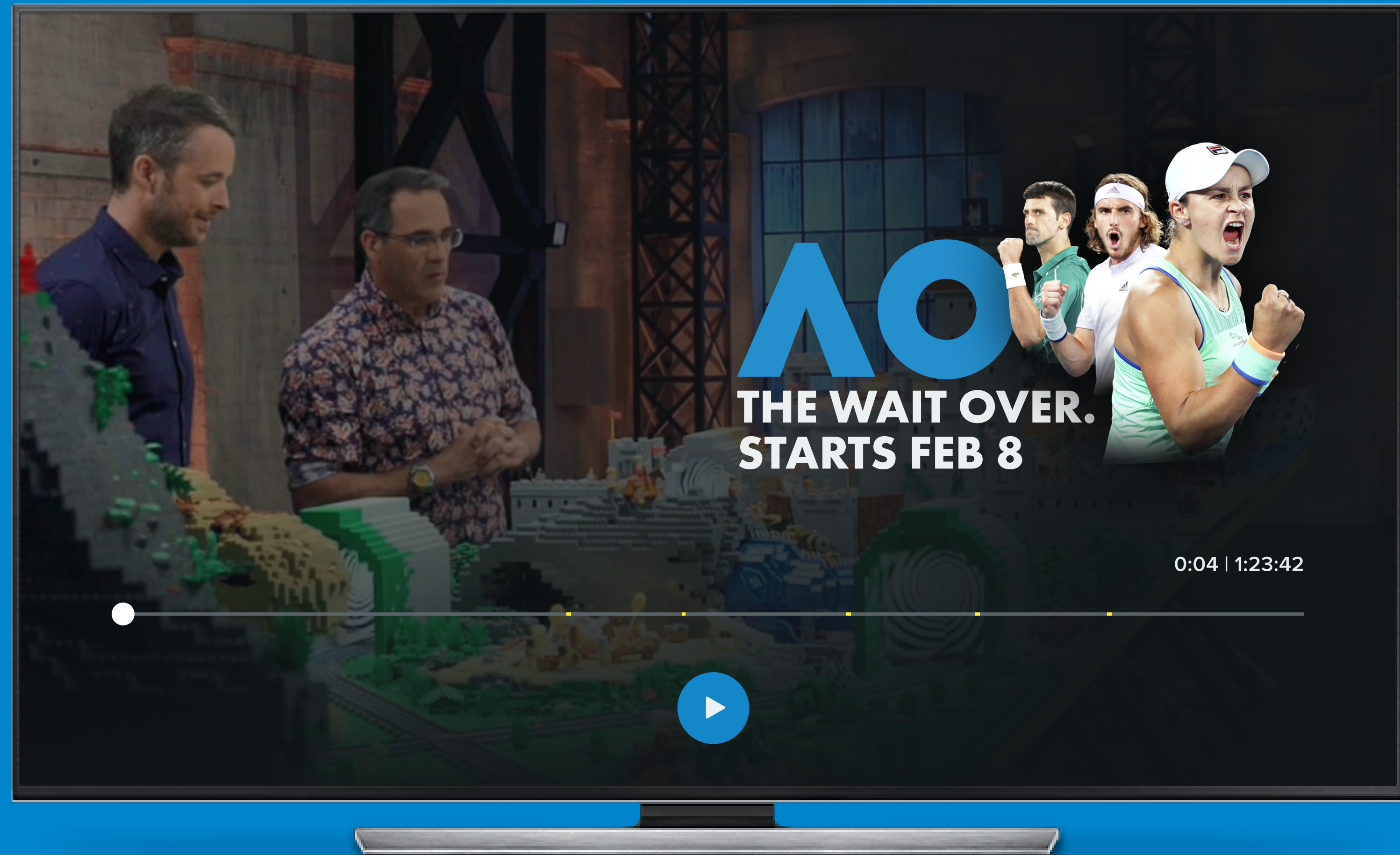




Pause Ad Usage Guide





Balance the text and transparent visual elements hamoniously. Use negative space for an appealing composition.



Do not fill the frame with a full rectangular image. Use elements on a transparent background.



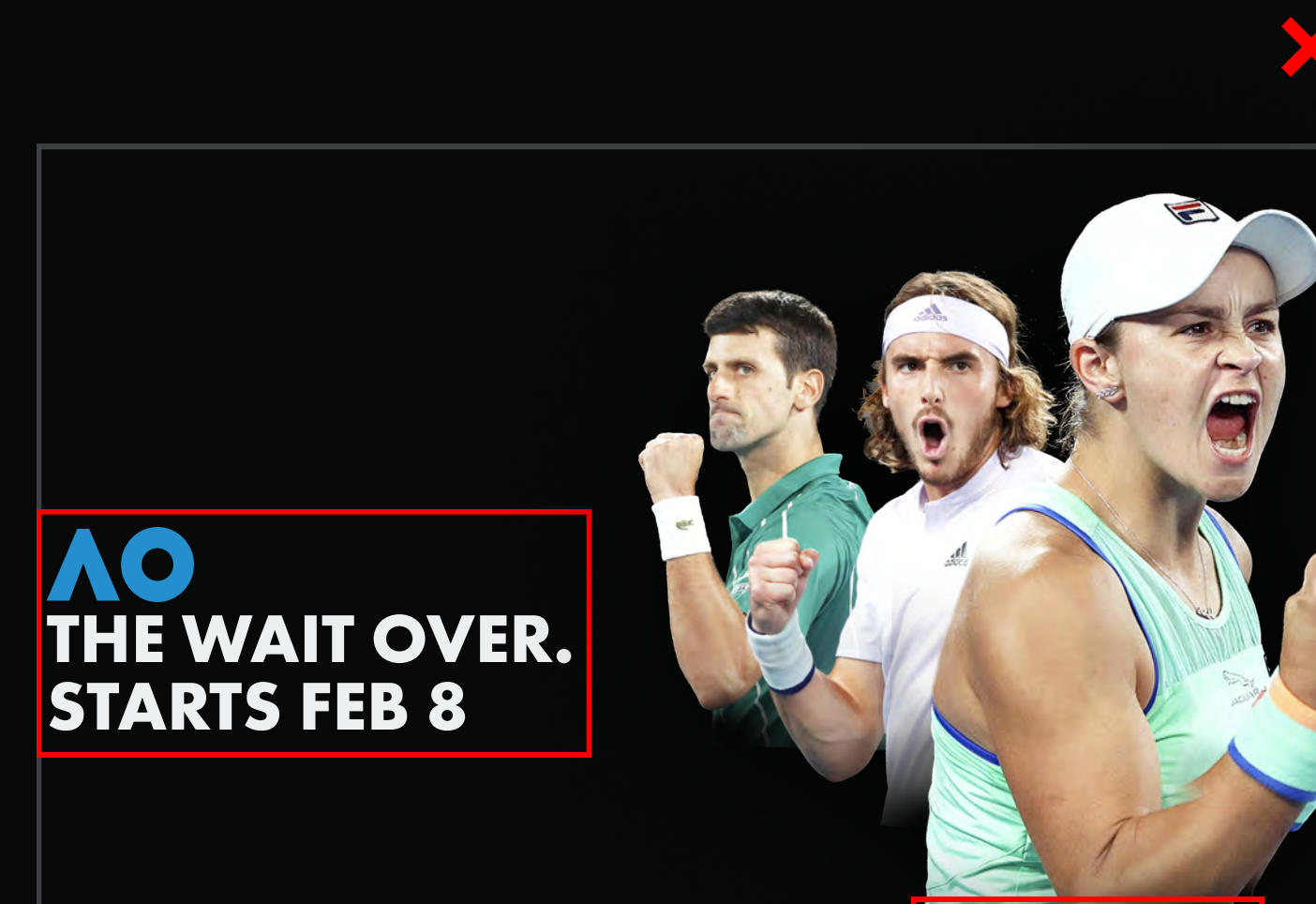
Do not allow the logo to exceed the 400px x 240px boundary within the canvas.



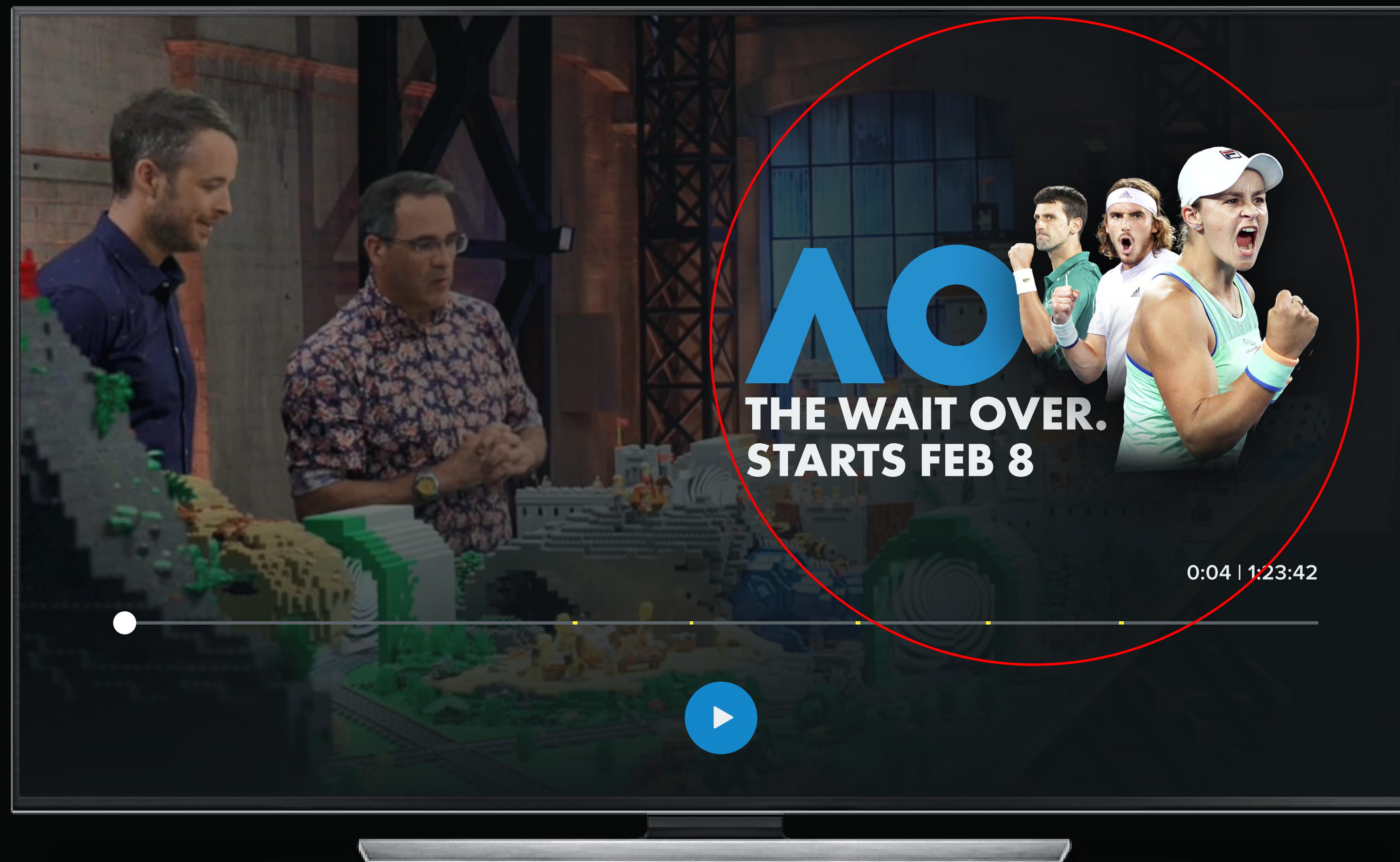
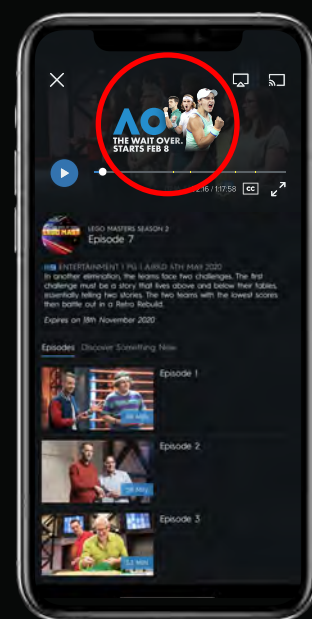
Keep the supporting text within a character limit of 40.



Do not re-colour the supporting text as it may not be readable. Use the standard colour value: #ECF0F1



Do not reduce the type size (including logo) below 60pts as it may not be readable on smaller mobile screens.
Do not cut an image off the edge of the canvas.



Pause Ad Usage Guide

Note: The same asset will be implemented across a variety of screen sizes, from TV to mobile devices. Please be mindful that any text and logo under 60px in size will be difficult to view on small mobile screens.