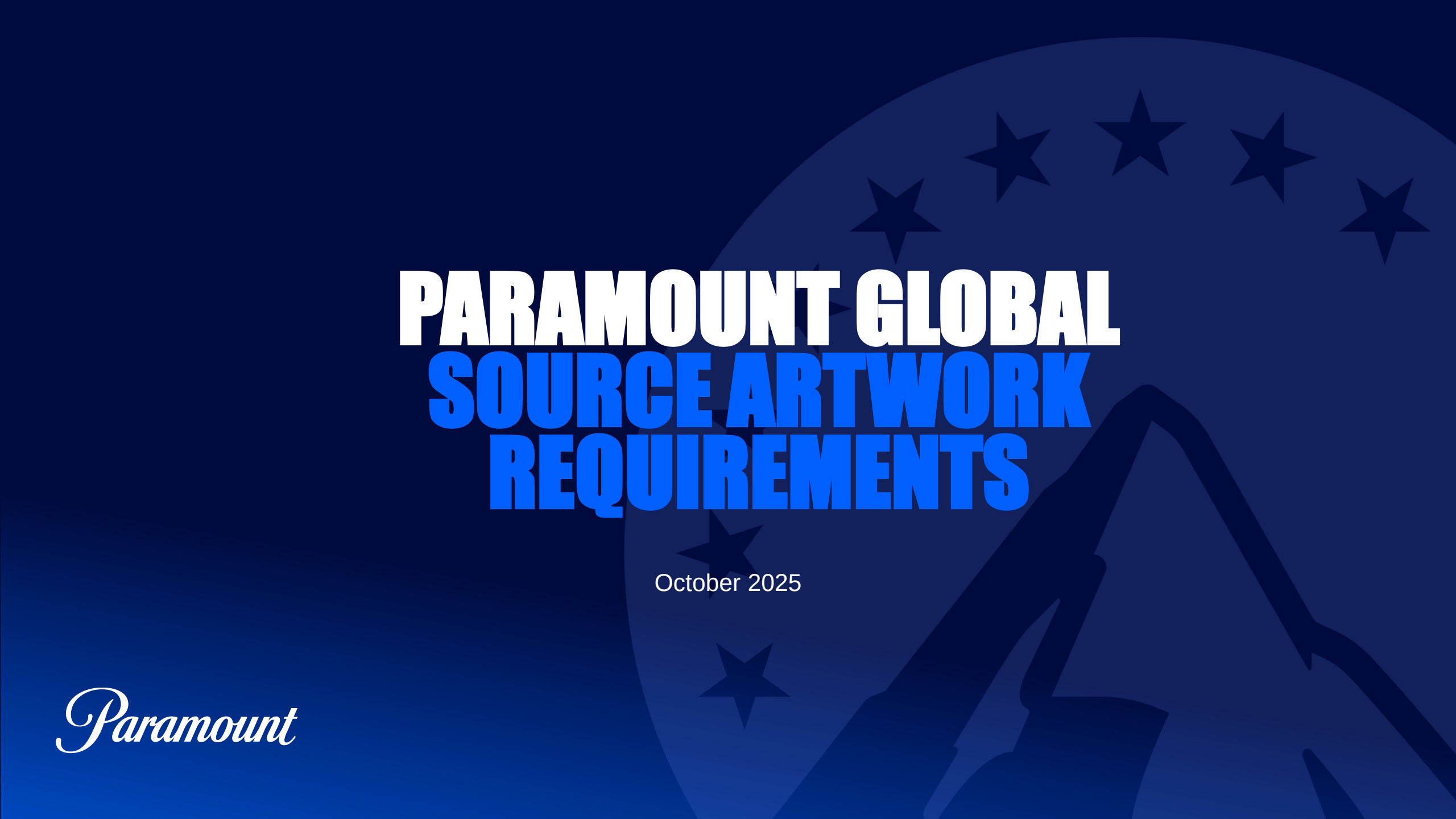




PARAMOUNT GLOBAL **SOURCE ARTWORK** **REQUIREMENTS**

October 2025

Paramount

Source Artwork Requirements

This document outlines examples of ideal source artwork and details our specific requirements to ensure we deliver the highest-quality results efficiently. Each component's requirements are explained on its dedicated page.

1. Key Art

- High resolution PSD or PSB format 9000x6000 (ideal Digital Master template [here](#))
- Portrait version (min pixel size 3800x5700) & Landscape version (min pixel size 7111x4000)
- Layered files including the main subjects, fore and background, adjustment/effect and mask layers
- Series level & Seasonal level
- Font(s) rasterized or in a smart object
- Key art using talent/main subject other than logo
- Avoid solid white backgrounds

2. Episodic Images

- JPG or PSD format
- Horizontal asset – 3840x2160 (or minimum 1920x1080)
- Preferably central composition and close ups
- Diversity in composition and facial expressions

3. Logo

- AI, SVG or EPS vector-based format
- Original logo & all available localized logos
- Full white & full color version

4. Supporting Gallery/Unit Photography

- Horizontal asset – 3840x2160 in JPG or PSD format
- Preferably on seamless and in landscape showing as much of the character's body as possible
- Preferably central or right-aligned composition
- Main character(s) present

5. Episodic Image File Name Convention

- SeriesName_SeasonNo_EpisodeNo_UGI1
- Example: TheLWord_s1_105_UGI1

Note: Specifics regarding the use of key art (e.g., restrictions and obligations) must be addressed and finalized at the point of delivery. Revisions due to information received after delivery may not be feasible.



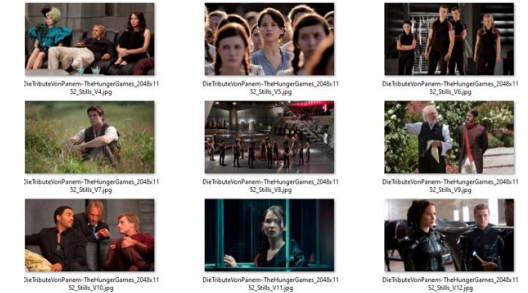
Main Characters / Large background



Large background



Main Character / Close-up episodic selection



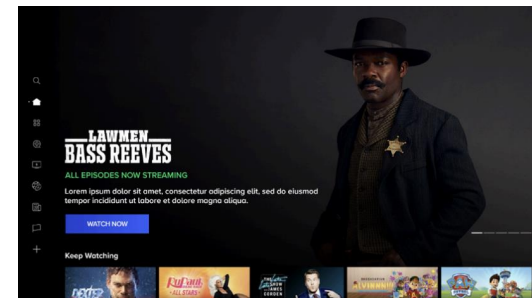
Diversity in composition



Logo colors



Logo stacked and horizontal



Example of unit photography used on the Homepage



Example of good unit photography

1. Key Art

Ideal source series & seasonal key art meets the following specifications:

- ✓ Unique Series & Season key art in PSD or PSB format
- ✓ Layered files (including the main subject(s), background, foreground, adjustment/effect, and mask layers, plus any other essential design elements)
- ✓ Vertical asset - min pixel size 3800x5700
- ✓ Horizontal asset - min pixel size 7111x4000
- ✓ In the case of delivering multiple series image identify which image should be used
- ✓ Font(s) as smart objects
- ✓ No links to outside elements
- ✓ Logo positioning on the left side (preferably) and logo is not the main subject of key art or integrated as part of the artwork (no plain key art background is allowed)
- ✓ Ensure the artwork is designed with full bleed, extending elements to the edges without using gradients to fill gaps. Gradients can cause solid areas that detract from the intended design due to existing programmatic overlays.
- ✓ Variety in points of interest shots (e.g., action, ensemble cast, iconic scenes)
- ✓ If source artwork features show cast members, please include as much of the actors' full bodies in the artwork as possible, masked with the original background retained
- ✓ If key art features a large cast in a horizontal layout, provide an alt layout with fewer talents for use in vertical sizes
- ✓ Background and foreground extended far beyond the crop of horizontal and vertical key art layouts. Adjustment layers such as masks and color corrections should NOT be baked-in but be included as separate layers
- ✓ Any additional images from the same campaign would also be helpful

[CLICK HERE](#) to download recommended templates



Example of a key art with a complete background, making the placement of portrait and landscape templates easier

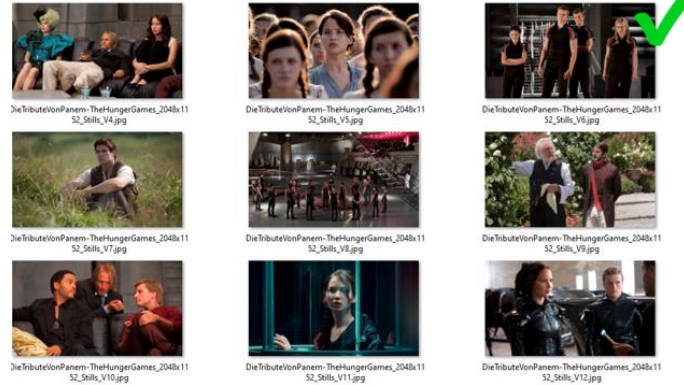
2. Episodic Images

Ideal episodic images meet the following specifications:

- ✓ JPG or PSD format
- ✓ Horizontal asset – 3840x2160 (or minimum 1920x1080)
- ✓ Central composition
- ✓ Brighter colors and variety in facial expressions
- ✓ Main character(s) present
- ✓ Close-ups
- ✓ Connected to the story, representing the specific episode
- ✓ Diversity of episodic image composition across episodes within season
- ✓ File naming convention: SeriesName_SeasonNo_EpisodeNo_UGI1
- ✓ Full frame episodics with no letterboxing or pillarboxing

The below should avoided:

- ✗ No closed eyes
- ✗ Not blurry (no movement)
- ✗ No awkward facial expressions or open mouths
- ✗ No backs of characters
- ✗ No nudity
- ✗ No alcohol, no smoking
- ✗ No spoilers
- ✗ No crowded or too many characters in the image



Diversity



Main Character / Close-up



Crowded / Backs of characters



Eyes closed / Blurred

3. Logo

Ideal logo should meet the following specifications:

- ✓ Please provide a **vector** logo, original and localized, in an **AI**, **SVG**, or **EPS** format
- ✓ If no vector file is available, layered **PSD**, or **TIFF** with transparent background and fonts in smart objects
- ✓ If no PSD file is available, **PNG** with a transparent background and at the highest resolution possible
- ✓ Hi-res logo should be scalable to the 3840x2160 sizing, hence why a vector logo is preferred
- ✓ Full white color and a full-color logo versions
- ✓ Please provide a one-color stacked and horizontal logo if applicable
- ✓ If no vector version of a logo exists, please provide the largest logo size possible in whatever asset type is available. Providing the font files or outlining/rasterizing the font layer under these circumstances is also helpful
- ✓ If no vector file or font files are provided, we will be required to recreate the logo to the best of our abilities using whatever format is available
- ✓ Both vertical and horizontal logo layouts are required to support vertical and horizontal on-platform features

Note: Horizontal layouts will have the logo positioned on the left side. Vertical layouts will have the logo positioned at the bottom



White logo

Colored logo



Logo stacked and horizontal

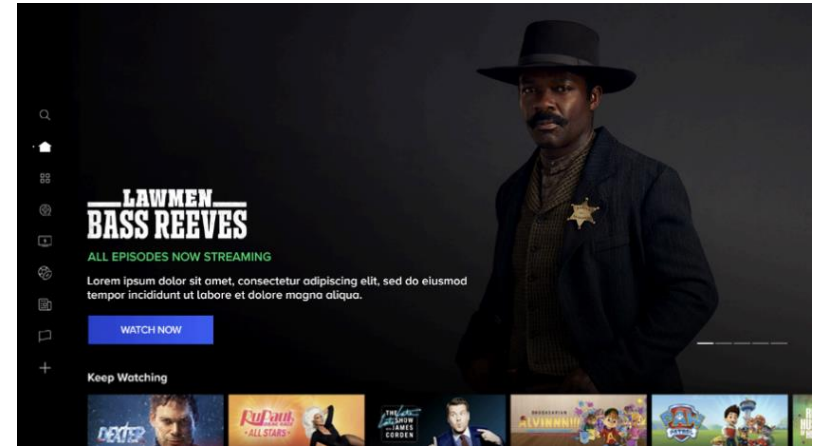
4. Supporting Gallery/ Unit Photography

Ideal supporting Gallery/Unit photography meets the following specifications:

- ✓ JPG or PSD format
- ✓ Horizontal asset – 3840x2160
- ✓ Preferably on seamless and in landscape showing as much of the character's body as possible
- ✓ Extended background padding on all sides
- ✓ Preferably central or right-aligned composition
- ✓ Brighter colors and smiling faces preferred
- ✓ Main character(s) present

The below should be avoided:

- ✗ No nudity
- ✗ No alcohol, no smoking
- ✗ No crowded or too many characters in the image
- ✗ No solid white backgrounds in unit photography



Example of unit photography used on the Homepage



Example of good unit photography

Quick Do's & Don'ts for Key Art

- ✓ Layers
- ✓ Full bodies
- ✓ Large, extended background/foreground
- ✓ Font(s) rasterized or in a smart object
- ✓ Embed all artwork
- ✓ Key art using talent/main subject other than logo
- ✓ Vertical assets - min pixel size 3800x5700
- ✓ Horizontal - min pixel size 7111x4000

- ✗ Flatten layers
- ✗ Main subject(s)/foreground object(s) cropped off
- ✗ Backgrounds blown up instead of extended
- ✗ Disproportionate foreground and background objects
- ✗ Font(s) left as is
- ✗ Linked objects
- ✗ Logo as main subject of key art
- ✗ Solid white or light-colored background



Large background



Main Characters / Large background



Logo as the main subject



Light colored background