

OLD TILES



NEW TEMPLATE (examples to illustrate structure and are not live tiles)

'Cut-outs' / white background



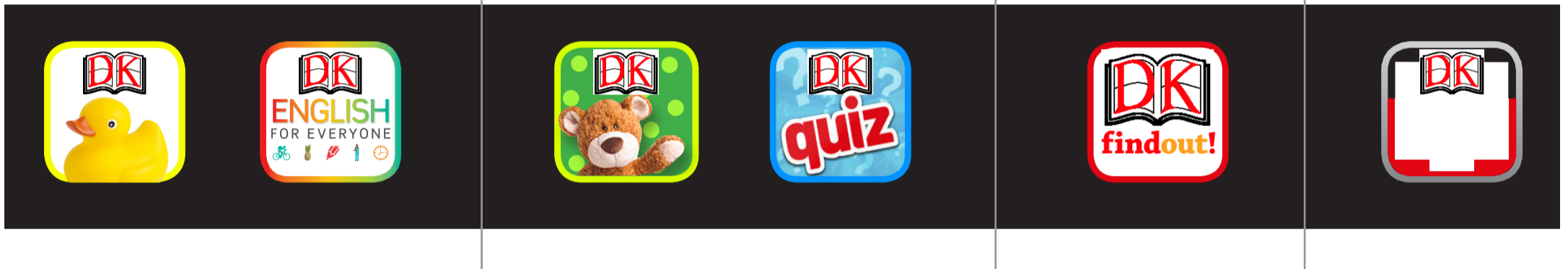
'Full-bleed'



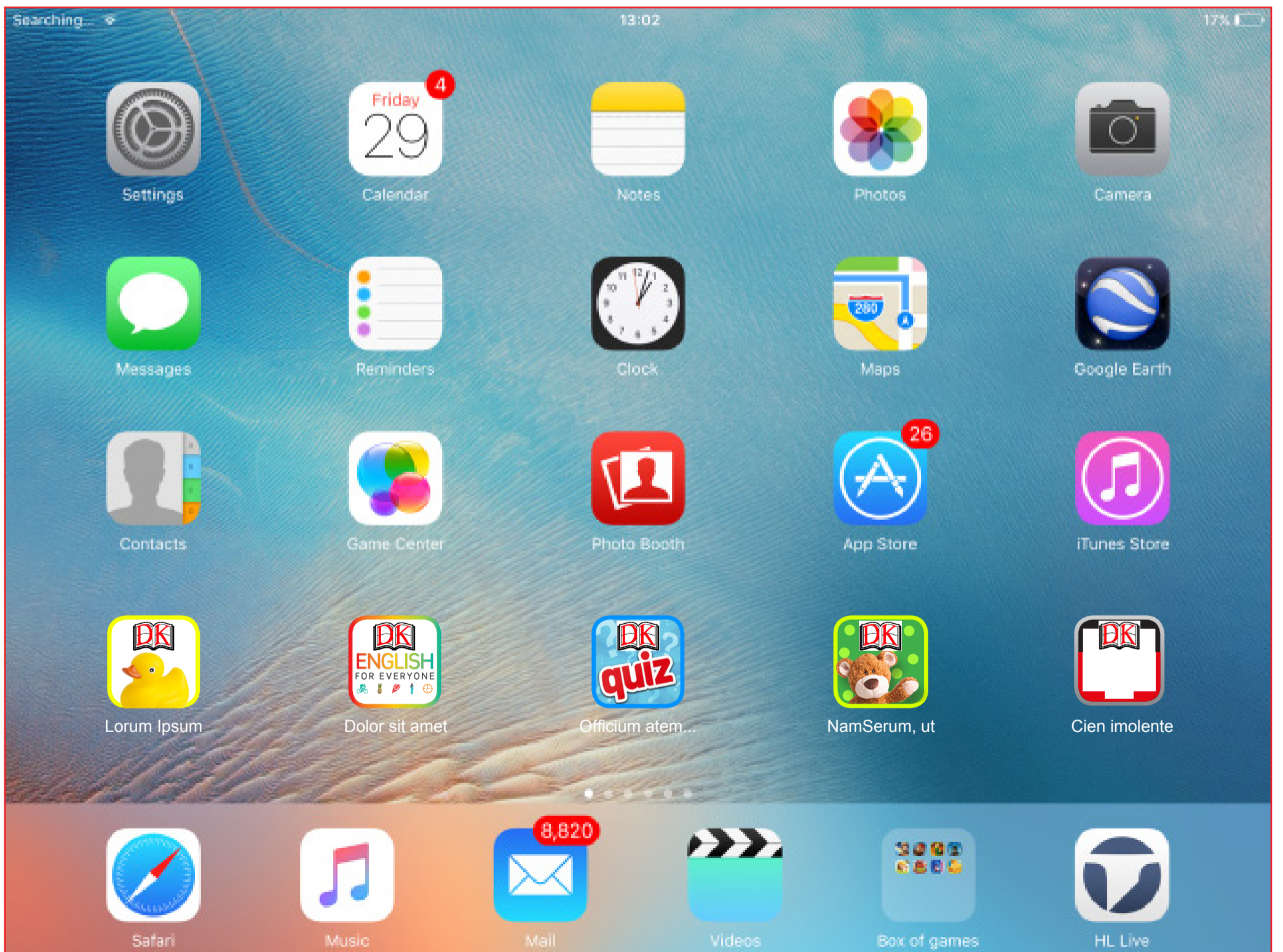
'Sub-brands'



Audio app



Placed on a iPad homescreen



NEW TILE TEMPLATE (examples to illustrate structure and are not live tiles)

Simple cut-outs / images / logotypes

- DK Logo size / position is consistent
- Use simple, graphic, clear images with shadows as appropriate
- Images can bleed-off to sides and bottom
- Any logo / image overlap needs careful consideration



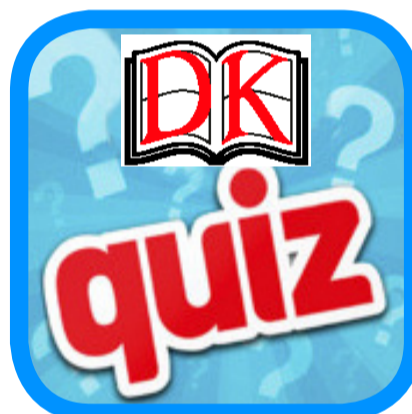
Border

Use of **solid** or **graduated** colour border is an option.



'Full-bleed' images or squared-up backgrounds

- DK Logo size / position is consistent
- Images may breakout into the border area



'Sub brands' using an existing logo lock-up

- DK logo may be used bigger if part of an existing lock-up and sub-brand



DK red in RGB

Always specify anything in DK red using the correct RGB values. These are:

R 227

G 6

B 19

NOTE: It is generally preferable to avoid text inside tile itself as labels always appear beneath on-screen.

NEW TEMPLATE APPLICATIONS

Use the Photoshop template [DK_app_tile_template.psd](#), available on www.dkhandbook.com, to create versions for different uses. Final processing of your app tile psd to generate PNG assets should be carried out by your digital producer using the relevant photoshop action.

iOS tile

- Tile supplied as a square and outer rounded mask is applied by Apple



Android tile

- DK applies a rounded mask (unlike Apple, Google does not do this)



Marketing tile

- Drop shadow is applied by template

