

# App Design Mockup

Your App Name | Vimeo OTT

This mockup provides a first look at how your brand's graphics will be integrated on your apps powered by Vimeo OTT.

*Note: The video thumbnails and metadata in this document are placeholders, as these will be dependent on your uploaded content and site configuration.*

## Have revisions?

Provide feedback to your Implementation Manager, referencing the screen, **Brand element(s) used**, and the requested revision. Your IM and our designers will provide you with a revised mockup.

## App Icon




Mobile Platforms



TV Platforms

# Splash Screen

Your App Name | 

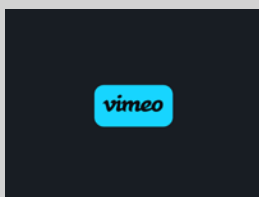
Mobile iOS, Android + Fire Tablet



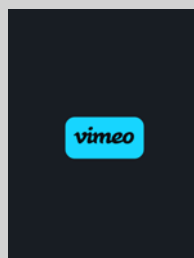
The **Splash Screen** appears briefly when a user launches your mobile app.

**Best Practice:** Striking, simple graphics drawing focus to your logo make the most of this loading screen. Users often have only a second to view the **Splash Screen**.

## Brand elements used




Landscape splash



Portrait splash

The Landscape and Portrait splashes are cropped to display fullscreen on all supported devices and orientations.

# Splash Screen

Your App Name | 

TV tvOS, Android TV, Fire TV, Roku, Tizen, LG + Vizio

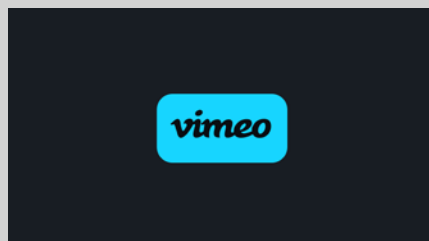


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The **Splash Screen** appears briefly when a user launches your tv app.

**Best Practice:** Striking, simple graphics drawing focus to your logo make the most of this loading screen. Users often have only a second to view the **Splash Screen**.


## Brand elements used



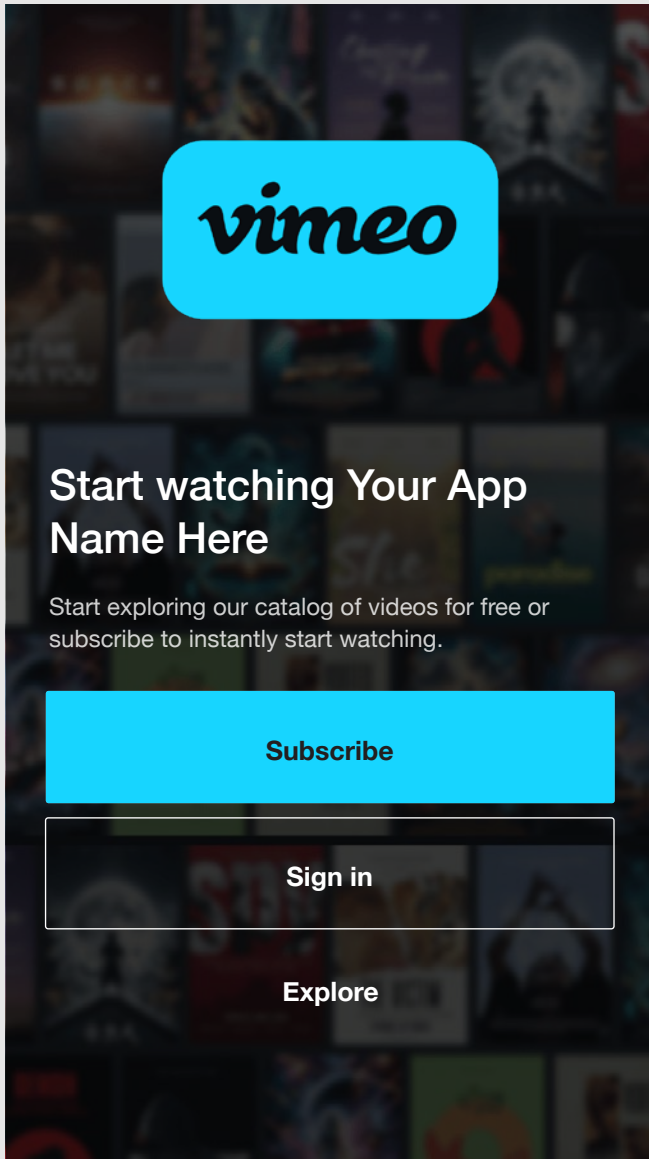
TV splash

The TV splash is cropped to display fullscreen on all devices. TV display settings (such as overscan) can cause edge cropping.

# Log-In Gate

Your App Name | 

Mobile iOS, Android + Fire Tablet



The **Log-In Gate** appears after the **Splash Screen** the first time users open your app.

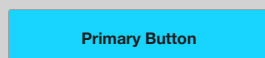
Users can create an account, log-in to their existing account, or be directed to the **Explore Interface**.

*Note: This mockup uses placeholder text, and is intended simply for you to review the app design with your provided brand graphics. Please share feedback or questions with your Implementation or Account Manager.*

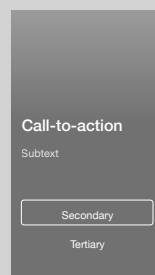
## Brand elements used



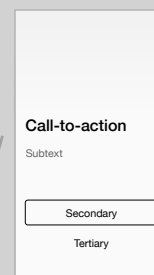
Gate logo



Button color

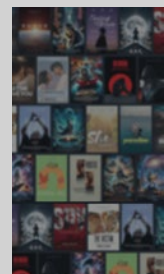


Dark (Default)




Light

Default theme

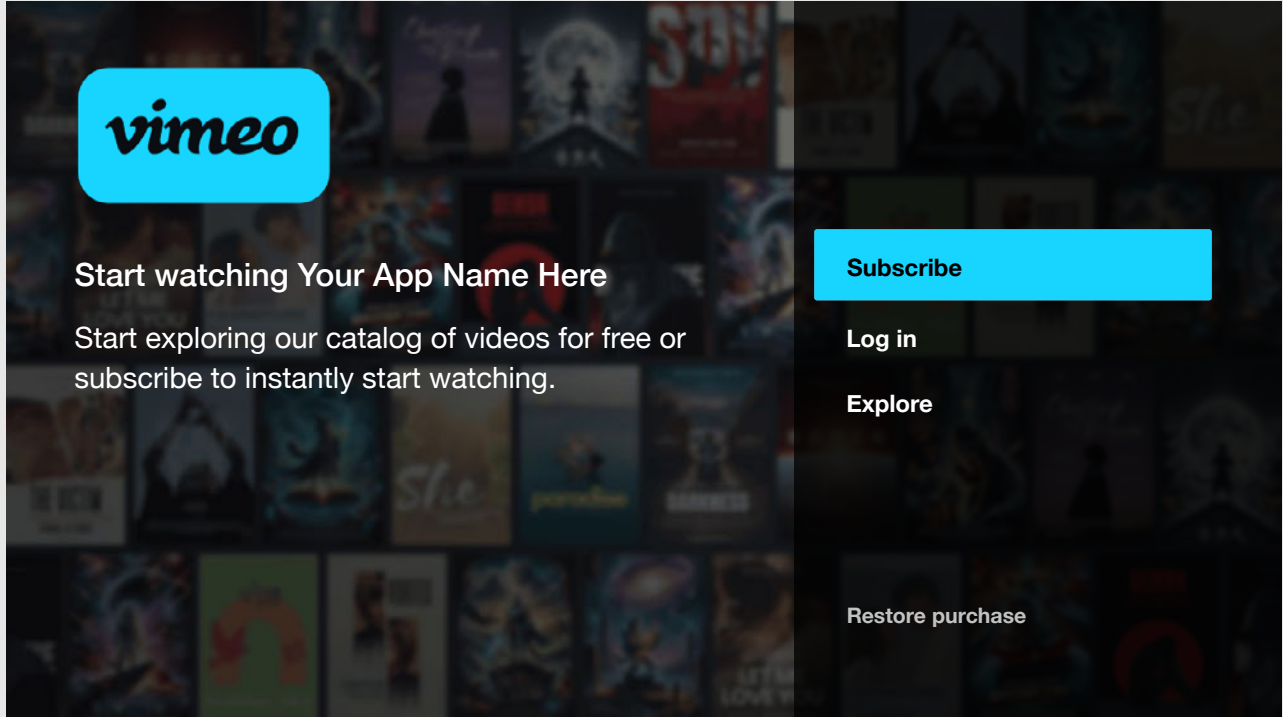


Gate background

# Log-In Gate

Your App Name | 

TV tvOS, Android TV, Fire TV, Roku, Xbox, Tizen, LG + Vizio

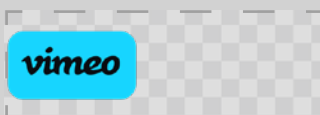


The **Log-In Gate** appears after the **Splash Screen** the first time users open your app.

Users can create an account, log-in to their existing account, or be directed to the **Explore Interface**.

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## Brand elements used



Gate logo

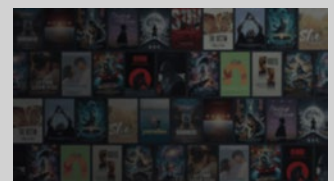


White

Text color




Button color

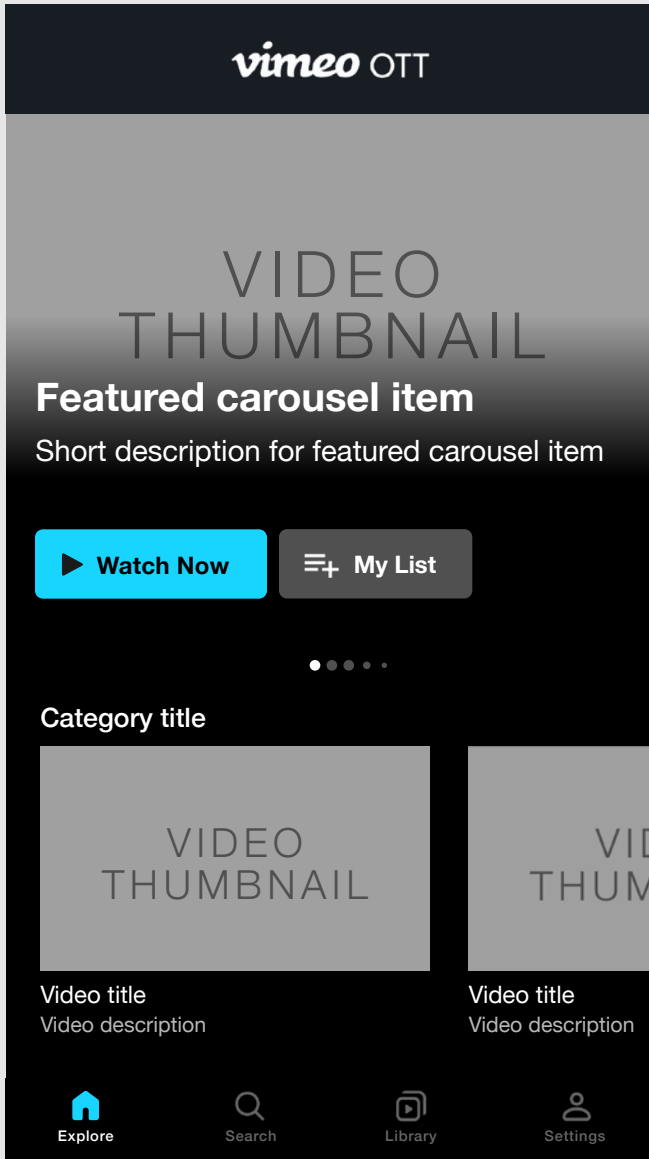


Gate background

# Explore Interface

Your App Name | 

Mobile iOS, Android + Fire Tablet

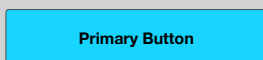


The **Explore Interface** is how users browse your video content.

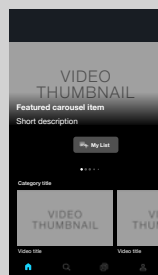
Users can tap into videos, Collections, or Categories to see details and to start watching, if they have access to the content. There are many different screens within the **Explore Interface**, but your branding elements remain consistent throughout.

*Note: This mockup uses placeholder text, and is intended simply for you to review the app design with your provided brand graphics. Please share feedback or questions with your Implementation or Account Manager.*

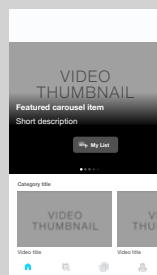
## Brand elements used



Button color



Dark (Default)



Light

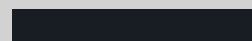
Default theme



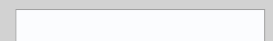
Dark Top Bar logo



Light Top Bar logo



Dark Top Bar color




Light Top Bar color

Dark (Default)

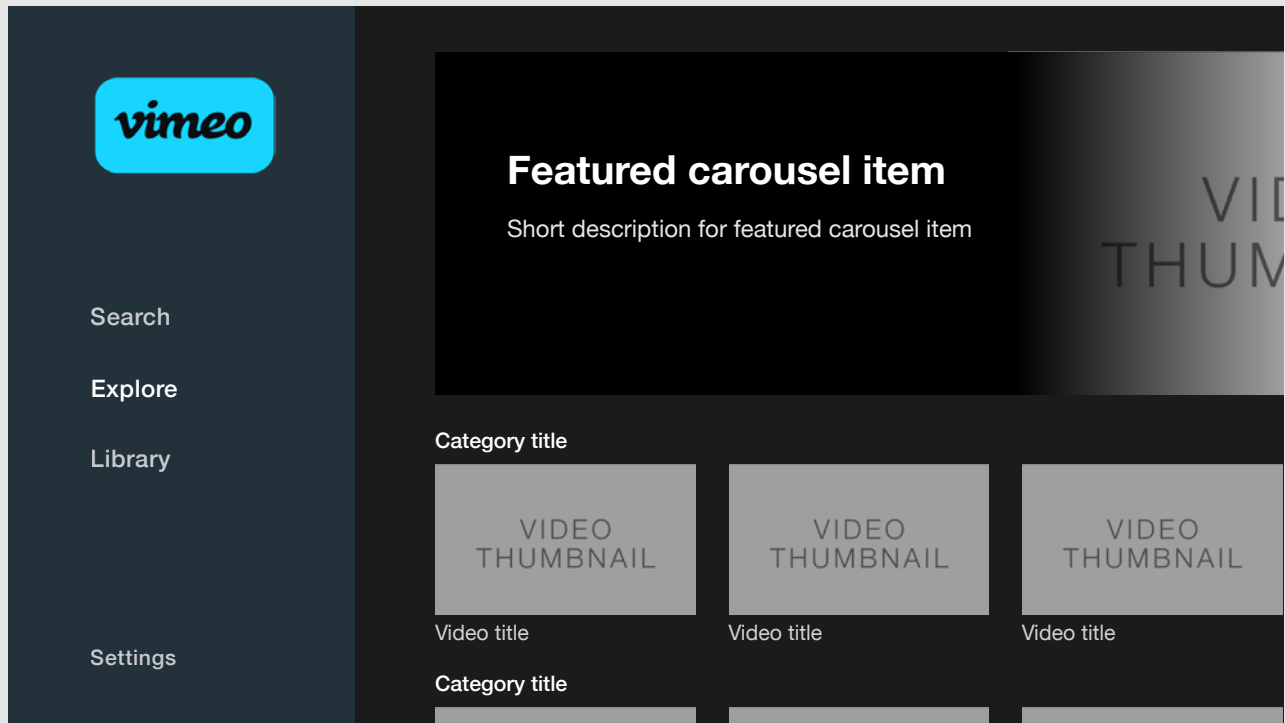
Light

Default theme

# Explore Interface

Your App Name | 

TV Android TV, Fire TV, Roku, Xbox, Tizen, LG + Vizio

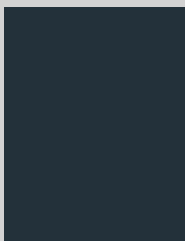


The **Explore Interface** is how users browse your video content.

Users can tap into videos, Collections, or Categories to see details and to start watching, if they have access to the content. There are many different screens within the **Explore Interface**, but your branding elements remain consistent throughout.

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## Brand elements used



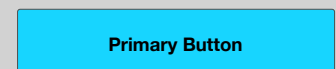
Side Bar color



Side Bar logo



White



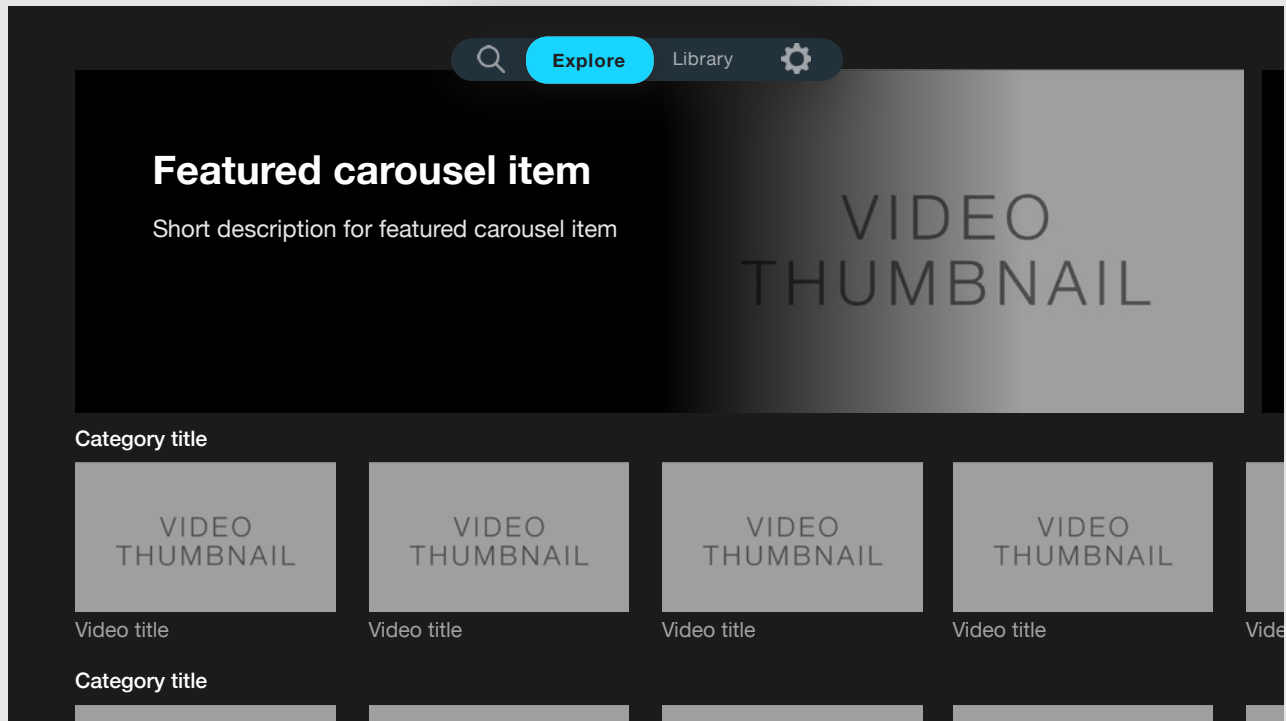
Primary Button

Button color

# Explore Interface

Your App Name | 

TV tvOS

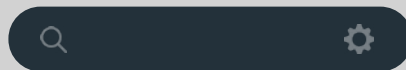


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Users can tap into videos, Collections, or Categories to see details and to start watching, if they have access to the content. There are many different screens within the **Explore Interface**, but your branding elements remain consistent throughout.

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## Brand elements used



Top Bar color



Button color