

Off Paper

- Powered by Tokeniser

Identity sheet
Cover art, thumbnails, opening sequence

COLOUR

Slate
#343740 · base, every background

Light Blue
#C9DBF1 · secondary text, photo backdrop

Mint
#A2FFC8 · accent, sub line, tiles

Blue
#323B70 · light in motion, panels

Light Mint
#DAFDE5 · show name, titles

Teal
#009C9C · accent on light grounds

Orange
#FF9A81 · not used in show art

Roughly 60 Slate, 22 Light Mint, 10 Mint, the rest Blue and Light Blue. Only the Tokeniser palette is used. Orange stays out of show art so nothing reads as an alert or a price move.

TYPE: MONTSERRAT ONLY

ExtraBold 800	Episode titles	show name, episode titles, EP number
SemiBold 600	- Powered by Tokeniser	sub line, labels
Bold 700	Guest Name	guest name
Medium 500	Organisation	organisation, body copy

Sentence case. Thumbnail titles are 84 to 112 px on a 1920 px canvas, at most three lines, so they stay at least 16 px tall on a 360 px wide phone thumbnail.

PHOTOS



Supplied photo



Treated for the show

Guest photos are always grayscale with a 30 percent Slate overlay, and tiles on a photo sit at 60 percent, so any headshot sits in the palette. Cut out photos sit on Light Blue. The thumbnail maker applies this automatically.

SHOW NAME

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Stacked: cover, opening, square formats

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Inline: thumbnail header, small spaces

Always exactly **Off Paper - Powered by Tokeniser**: a plain hyphen with a space each side. Never "Off-Paper", "OffPaper", all capitals or a different dash. The first line carries the weight; the second line is always present.

TOKENISER LOGO



On dark: Slate, Blue, photos



On light: Light Mint, Light Blue



Square avatar

- Use the supplied PNG as is, scaled evenly.
 - Sits on the same left margin as the show name, or centred under it.
 - Clear space: the height of the logo on every side.
- No recolouring, outlines, shadows or redrawing.
 - No stretching, rotating or cropping.
 - Not smaller than 200 px wide at 1920 px.

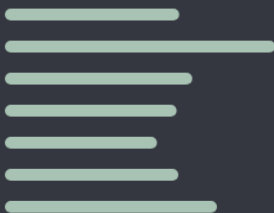
Graphic devices

Paper becoming tokens

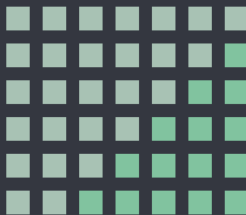
Devices 70 percent on solid colour, 60 percent on photos
Photos: grayscale plus a 30 percent Slate overlay



Cut sheet. A page outline with the top right corner cut at 45 degrees. Also the shape of the thumbnail photo panel.



Ledger lines. Rounded bars that read as a printed page, never as words.

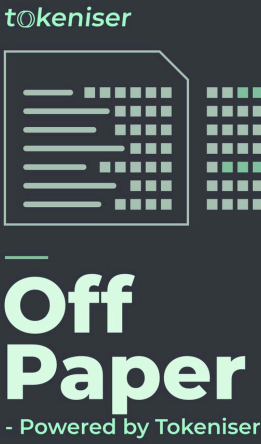


Token tiles. Squares on a strict grid. Light Mint while moving, Mint once they lock in.



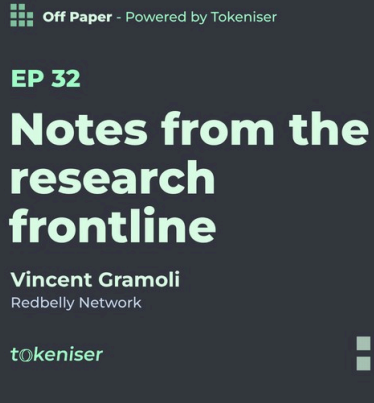
Emblem. 3 x 3 tiles with the top right tile missing, the same corner the sheet is cut at.

APPLICATIONS



tokeniser

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EP 32

Notes from the research frontline

Vincent Gramoli
Redbelly Network

tokeniser

Thumbnail template: EP number, title, guest name, guest photo



EP 31

What's new at Tokeniser

Matt Mills
Tokeniser

tokeniser

Same template, new episode: only the four slots change



EP 26

Redbelly and Tokeniser in conversation

Alan Burt & Matt Mills
Redbelly Network and Tokeniser

tokeniser

Two guests: optional second photo slot

Cover art, 3000 x 3000

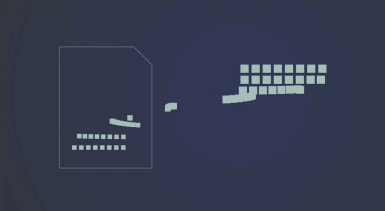
OPENING SEQUENCE, 15 SECONDS, LANDSCAPE AND VERTICAL



0 to 2.5 s: a page draws in



2.7 s: a scan turns lines into tiles



4 to 7 s: tiles leave the page



7 to 9 s: grid links, verified in Mint



9 to 10 s: grid folds into the emblem



10 to 14 s: name and logo, then fade to Slate



9:16 layout

Motion is calm and exact: ease in and out, no bounce, no shake, one slow push in. Sound is original synthesised music: a D minor pad that resolves to D major as the name lands, with a fine tick for each line and a soft click for each locked row. No voice, no words, and the only on screen text is the show name and the Tokeniser logo.