

Publisher Onboarding

Crafting the Right User Experience

This guide was developed to help publishers to represent and deploy their branding in a way that meets the audiences expectations and meets our mission to fix the journalism climate.

To create a consistent user experience across the platform, we've highlighted key elements needed to begin publishing on Spotlight and increase readership.



In-Article Graphics

Here are the graphics and information we need to accurately represent your newsroom in the Article view.

1 Publisher banner logo

File type: PNG

Dimension: 1,746px X 270px

DPI: 72

Background color: please provide your primary branding color in the HEX format (#FFFFFF).

2 Article and Default Image

File type: JPG

Dimension: 618px X 412px

DPI: 300

The default image you provide is what will be shown whenever an article has no image of its own.



Publisher Profile Graphics

Here are the graphics and information we need to accurately represent your newsroom in the Publisher Profile page.

1 Publisher banner logo

File type: PNG

Dimension: 1,746px X 270px

DPI: 72

Background color: please provide your primary branding color in the HEX format (#FFFFFF).

2 Publisher Icon

Dimension: 1024px X 1024px

DPI: 72

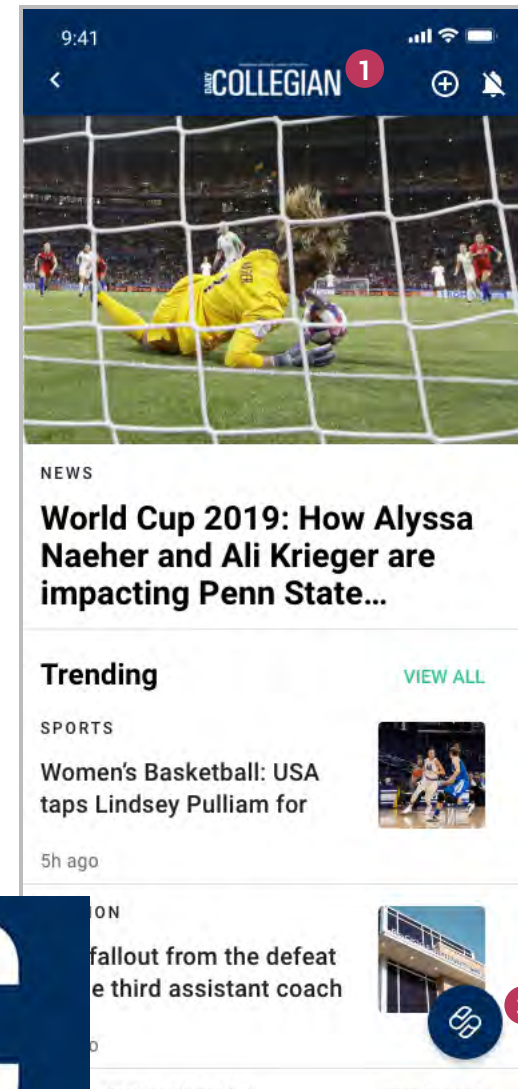
Background color: Transparent

Icon should not be the full logo but a icon/mark that represents your brand

3 Primary Color

Background / FAB color: please provide your primary branding color in the HEX format (#FFFFFF).

The FAB is how a user goes between different categories within your publisher profile.



Publisher Channel Selector

Publishers will have their channels (categories) listed in the “Channels” tab. Publiashers will have a short introduction about your newsroom.

1 Publisher's Channel Selector

Color: HEX Value

2 Publisher Bio

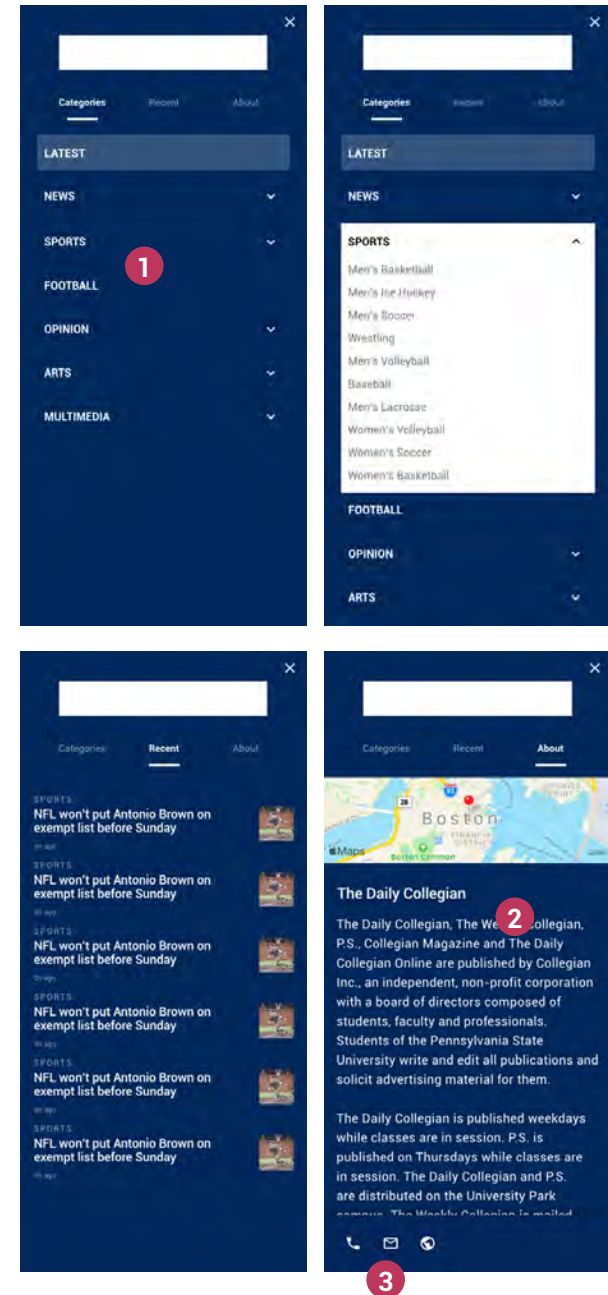
Character Limits: 1,200

Please provide us a short introduction about your newsroom. This will help users to decide to follow your feed.

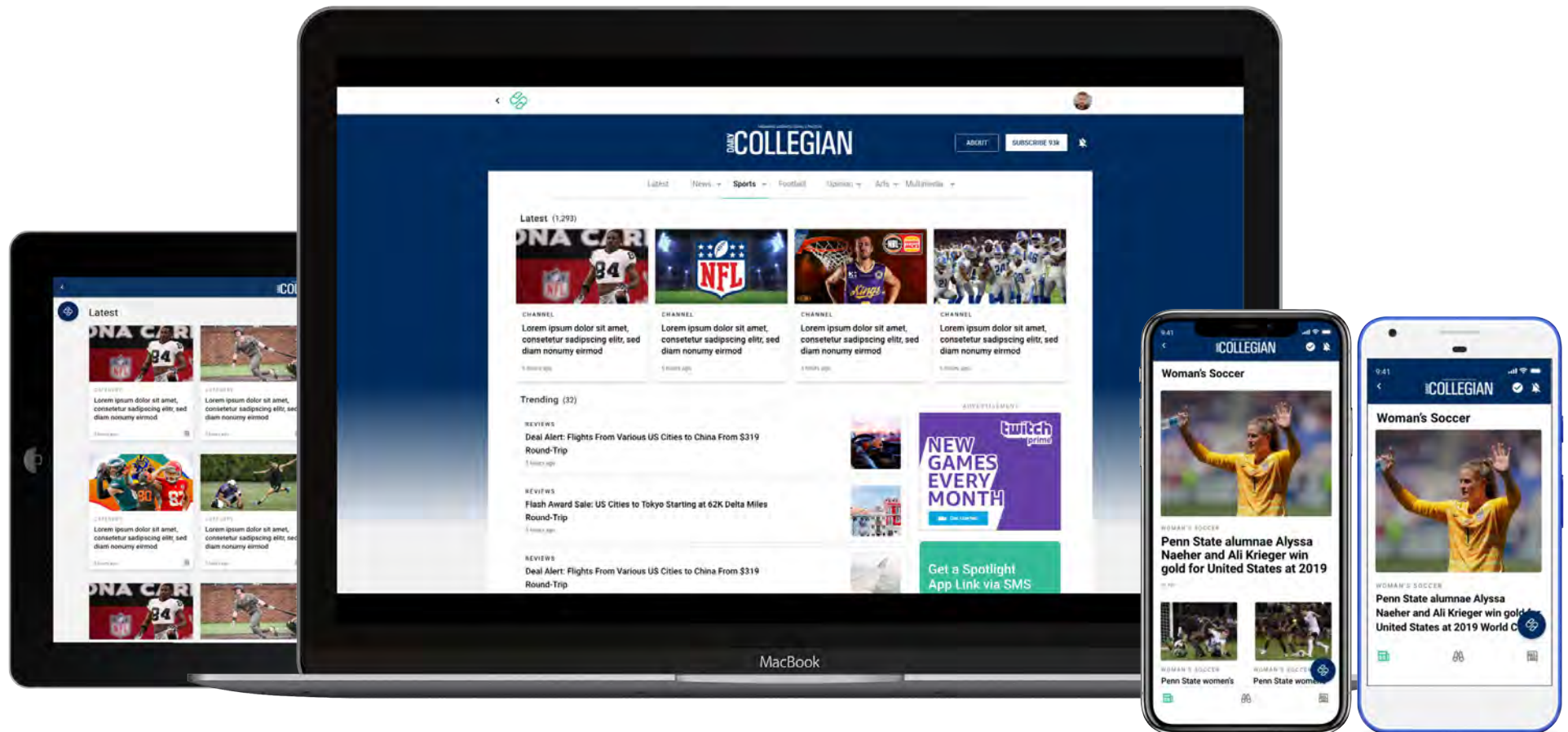
3 Publisher Contact Information

Character Limits: 1,200

Please provide Website address, Email & Phonenumber



Publisher Onboarding Guide



Other Information

We will also need the following basic information to set you up in our system.

RSS Feed

We utilize your RSS feeds to bring quality news to our readers.

Email address to associate with account

The email address is required so readers can reach out to your newsroom directly with feedback, news sources, and much more.

Branding Guideline Document

If your newsroom has a guideline on how we should handle your branding assets, please provide that to us as well.

