Sign In Iconography

RATIONALE

Research indicates that iconography used pre-and post-Sign In is important in communicating whether the programming is available for viewing online or through an app, or to indicate whether the customer is signed in to see TV Everywhere programming.

RECOMMENDATIONS

Pre-Sign In   Post-Sign In

The key is the preferred icon to indicate that programming is "locked, not currently viewable, or that the consumer needs to Sign In to view TV Everywhere content.

- The colors of the orange to red color palette are best for the key (see examples).
- It is recommended to NOT place a key icon on all of the programming assets on the screen. Rather, have the icon appear as the consumer is hovering over the asset or artwork.
- Place the key icon adjacent to all Sign In access points and have it change to the white check-mark in green circle (see below) when the consumer has successfully entered his/her credentials.

The check-mark in a green circle is the preferred icon to indicate that the consumer has successfully signed in to view TV Everywhere programming.

- The color of the check mark should be white, inside of a green circle.

- It is recommended that the icon appear as the consumer is hovering over the asset or artwork, rather than placing the check mark icon on all the programming assets on the screen.
- Place the check mark icon adjacent to all Sign In access points and have it change to the red or orange key when the consumer no longer has access to view TV Everywhere programming.

Please note: In qualitative testing the padlock icon (vs. key) was polarizing among consumers. While some liked the icon, others were confused. Also, the meaning of the lock was deemed vague and had a negative connotation. Some respondents didn't like the idea that they were being "locked out" of something, while others had a strong feeling that the padlock was more closely associated with parental controls. For these reasons, the padlock was not included in the final round of iconography testing.