



# LogoTool User's Guide



## **Please Read**

### **Important**

Please read this entire guide. If this guide provides installation or operation instructions, give particular attention to all safety statements included in this guide.

# Notices

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# About This Guide

## Introduction

The LogoTool application, created by Cisco, is a Macintosh-capable application that allows you to create MSO (Multiple System Operator) and service (channel) logos. These logos are created using Adobe Photoshop (Photoshop) and then exported from Photoshop into formats that are required for use with the Cisco Resident Application (SARA), as well as the Digital Network Control System (DNCS).

The information within this guide describes the requirements for creating MSO and service logos that are used on the DNCS. This guide also includes the procedures for exporting the logos into the appropriate files needed for the DNCS.

## Purpose

This guide provides an outline of the requirements and procedures required to create custom logos and to export those logos from Photoshop using LogoTool plug-in software. This guide also provides information about system requirements and installation.

## Scope

The contents of this user's guide apply to logos that will be used with Cisco software. The contents of this user's guide do not include instructions for loading the logos onto the DNCS. For instructions on loading logos onto the DNCS, refer to *Configuring Logos on the DNCS* (part number 738163).

## Audience

This guide is written for graphic designers who create logos for cable service providers.

## Document Version

This is the second release of this document.



# 1

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## Overview

LogoTool is a software application that allows you to create MSO and service logo files that are SARA-compatible. When using LogoTool with MSO logos, it creates a file during the Photoshop export process that can be loaded onto the DNCS. When using LogoTool with service logos, it inserts multiple exported service logos into a combined, indexed file that can also be loaded onto the DNCS. Once these files are on the DNCS, they can be transported to Digital Home Communications Terminals (DHCTs) in the Digital Broadband Delivery System (DBDS) network.

This chapter describes the LogoTool application, as well as the system requirements and installation procedures. This chapter also describes the requirements for creating MSO and service logos.

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## System Requirements

The following list identifies the components that are required for your system to run the LogoTool application:

- **A Macintosh computer running Mac operating system X 10.3 or later**
- **Adobe Photoshop version 7.0 to CS2**  
**Important:** Adobe Photoshop version CS3 has not been tested; therefore, we advise that you do not attempt to use this version with the LogoTool application.
- **logotool.dmg**  
**Note:** This executable file is licensed to you by Cisco, Inc., and contains the following Photoshop plug-in software (with Cisco license):
  - **SARA Export**
  - **SARA Format**
  - **SARA Picker**

# Software Installation

## Installing Photoshop

**Important:** To see what versions of Photoshop are compatible with LogoTool, refer to *System Requirements* (on page 2).

If the appropriate version Photoshop is not yet installed on your computer, install or upgrade it now. To install Photoshop on your computer, refer to the instructions that came with your Photoshop software.

## Installing LogoTool

Complete the following steps to install the LogoTool application.

**Important:** Adobe Photoshop 7.0 or later should already be loaded on your computer. If it is not, load or upgrade it now by using the instructions that were provided with the Photoshop package.

- 1 Insert the **LogoTool** CD into your CD drive.
- 2 Create a directory called **SA LogoTool**.
- 3 Move the **LogoTools.dmg** file into the SA LogoTool directory and uncompress it.
- 4 Drag the following files into the Adobe Photoshop 7.0/Plug-Ins/Adobe Photoshop Only/Import/Export/ folder:
  - **SARA Export**
  - **SARA Format**

## Logo Requirements and Options

This section describes the requirements for MSO and service logos that will be used with the LogoTool application. It also describes the transparency options that you can apply to each of your logos.

### Dimensions

When creating new logos or editing existing logos, you must size them *within* the following dimensions:

Logo Type	Dimensions (maximum size in pixels)
MSO logos	54 x 47
Service logos	25 x 25

### Logo IDs

Although logo IDs are only required for service logos on the DNCS, an ID for both MSO and service logos is required during the SARA export process. These IDs must be within the following numeric ranges:

Logo Type	ID Range
MSO logos	256 – 32767
Service logos	$\geq 256$

#### Important:

- The ID for a service logo should match the ID assigned; make sure that the ID matches the ID that you defined in the service logo index. Go to *Create a Service Logos Index* (on page 21) for details.
- Logo IDs must be sequentially numbered.

## Transparency Options

### Overview

This section describes the various methods that may be used to apply transparency to MSO and service logos. Applying a transparency layer to a logo image allows the logo to seamlessly integrate into the design of any screen that is viewed by the subscriber. There are several ways to create transparency effects in Photoshop. The method you choose will depend on the logo you are exporting, as well as your specific needs.

### Types of Transparency Methods

If the original artwork does not use the Photoshop transparency feature, there are several methods for achieving a transparency layer. Transparency methods are explained within this section and include the following options:

**Note:** The transparency layer is defined during the "SARA Export" process. Review these transparency options to see which method will best suit your needs.

- No transparency
- Photoshop transparency
- Color range transparency

#### No Transparency

If the logo does not need any transparency, you must set all minimum and maximum values for the red, green, and blue (RGB) colors to zero. These color values will be applied to the logo during the export process. Go to *Export MSO Logos* (on page 13) or *Export Service Logos* (on page 24) for more details.

**Note:** Setting each RGB value to zero works well with rectangular or square-shaped logos.

### Photoshop Transparency

The easiest method for applying transparency to a logo is to use Photoshop tools. Creating the logo artwork on a transparent background in Photoshop allows the edges of the logo to fade into transparency over any color background. This fading effect provides a very smooth look on the screen.

**Note:** Do not select the parts of the logo that should be transparent.

Complete the following steps to apply a transparency layer to a logo.

- 1 Select the image by clicking the **Select** menu and clicking **All**.
- 2 From the File menu, click **New**. The New window opens.



- 3 From the Name field, enter a name that describes the logo.
  - 4 Retain the image size as it will be exactly the same as the copied image.
  - 5 Click **OK**. A new window opens.
  - 6 From the Edit menu, click **Paste**. A copy of the image appears in the new window.
- Note:** The image will be floating on a transparent background on a separate layer.
- 7 Ensure that the area remains transparent by dragging the background layer to the small trash can icon in the **Layers** palette (this deletes that layer).
  - 8 Go to *Export MSO Logos* (on page 13) or *Export Service Logos* (on page 24).

### Color Range Transparency

The color range transparency option allows you to specify a specific color range that is applied to the logo during the export process. Go to *Export MSO Logos* (on page 13) or *Export Service Logos* (on page 24) for more details.

#### Tips:

- Pixels within the logo that have RGB values between the minimum and maximum ranges become transparent in the exported file.
- To achieve a white transparency, set the RGB ranges between 220 (Min) and 255 (Max). Because the RGB values for white are all 255, white falls within the 220 to 255 range. The minimum value of 220 allows pixels that are almost white (for example, R=245, G=250, B=240) to become transparent as well. This helps to eliminate the halo from the non-transparent areas in the logo.



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## MSO Logos

This chapter describes the procedures necessary to prepare MSO logos for use with LogoTool, as well as the procedures for exporting the logos into a SARA-compatible format.

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## Introduction

A MSO logo is the logo that identifies the service provider. It is a single graphic file (.rle file) that is stored and mapped on the DNCS. The MSO logo can appear in a screen or banner as defined by the following list:

- **IPG Logo:** appears at either the top left or top right corner of the Interactive Program Guide (IPG). This logo can also be used as a screen saver for services that use the bfs://resapp/music URL
- **Not IPG Logo:** appears on other screens, such as the recorded list for the Digital Video Recorder (DVR) service and the HDTV setup wizard
- **Spin-Down Logo:** appears when the DVR enters a power save mode (the hard drive "spins down" and the DVR displays a moving logo as a screen saver)

# Prepare MSO Logos for Export

This section includes the procedures for placing an MSO logo into the appropriate format to use with the LogoTool SARA export process. The dimensions of the MSO logo must be 54 pixels x 37 pixels.

**Note:** If the MSO logo is not sized to the required dimensions, display problems may be seen by subscribers.

## Preparing MSO Logos

When preparing MSO logos for export to SARA, you can either create a new logo or use an existing logo. Go to *New MSO Logos* (on page 11) or *Existing MSO Logos* (on page 12), as needed.

### New MSO Logos

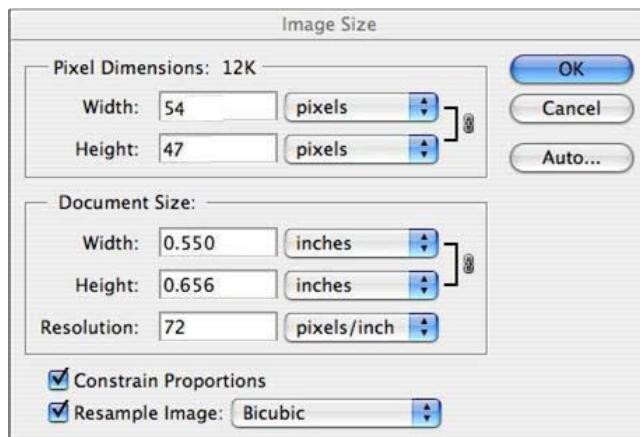
- 1 From the File menu, click **New**. The New window opens.
- 2 From the New window, complete the following steps to create an MSO logo.
  - a From the Name box, type a name that describes the MSO logo (for example, victory).
  - b Enter the appropriate dimensions in the **Width** and **Height** text boxes.  
**Note:** The dimensions of the MSO logo must be 54 x 37 pixels.
  - c From the Mode file, select **RGB Color**.
  - d From the Contents field, select the appropriate background option.
  - e Click **OK**. The new file opens.
- 3 Create your logo, as needed.
- 4 Click **Save** and save the file in a Photoshop (PSD) format.
- 5 Repeat steps 1–4, as needed, to create other MSO logos.
- 6 Keep the MSO files open and go to *Export MSO Logos* (on page 13).

### Existing MSO Logos

- 1 From Photoshop, click the **File** menu and select **Open**.
- 2 Navigate to the appropriate directory and select the MSO logo that you want to open.
- 3 Click **Open**. The logo image is displayed.



- 4 From the image menu, click **Mode** and select **RGB**. When selected, a check mark will appear next to the RGB option.
- 5 Click **Image** and select **Image Size**. The Image Size window opens.



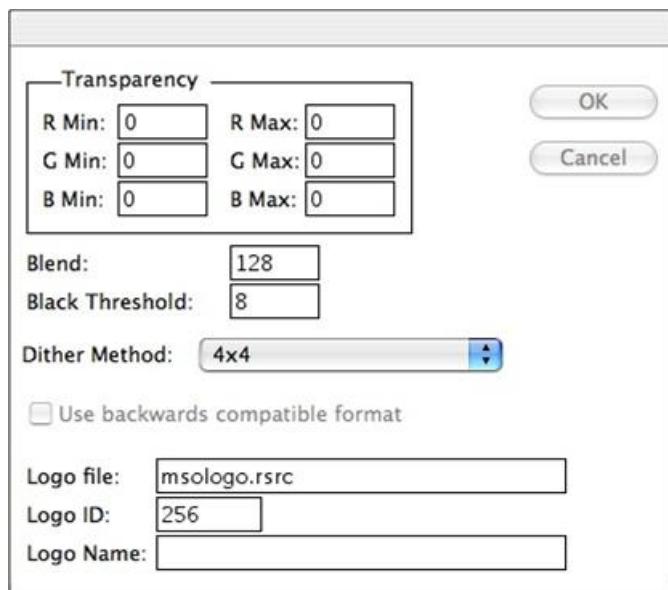
- 6 From the Pixel Dimensions area, enter the appropriate dimensions for the MSO logo that you have opened.
- Note:** Refer to *Prepare MSO Logos for Export* (on page 11) for details about the MSO logo size requirements.
- 7 Click **OK**.
  - 8 Modify the file name to identify the MSO logo, as appropriate (for example, name the file victory.psd).
  - 9 Click **Save As** to save the logo as a new file.
  - 10 If necessary, repeat steps 1–9 to create additional MSO files for export.
  - 11 Keep the MSO files open and go to *Export MSO Logos* (on page 13).

# Export MSO Logos

This section includes the procedures for exporting MSO logos into SARA-compatible formats.

## Exporting the MSO Logo

- 1 From the File menu, select **Open**.
  - 2 Select an MSO logo from the appropriate directory and click **Open**.
  - 3 From the File menu, click **Export** and select **Sara Export**.
  - 4 From the Save As field, type a name that describes the MSO logo (for example, msologo.rle).
- Note:** The .rle file is the name of the SARA graphics object (SGO) file that will be exported for the MSO logo.
- 5 Navigate to the appropriate folder where you want to export the logo and click **Save**. The SARA export to file window closes and the following window opens.



- 6 What type of transparency will the logo require?
  - If **no transparency**, enter 0 (zero) for each minimum and maximum RGB value and then go to step 7.
  - If **Photoshop transparency**, go to step 7.
  - If **color range transparency**, enter a value (0-255) for each minimum and maximum RGB value, as desired. Then go to step 7.
- 7 Verify the following values within this window:

Field	Value
Blend	128
Black Threshold	8
Dither Method	4x4

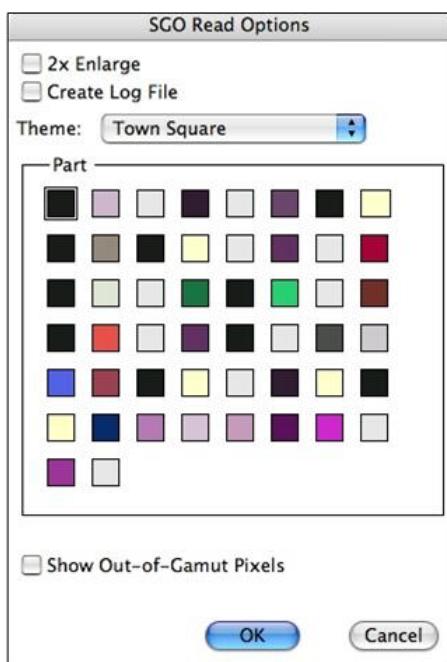
- 8 Are these values present?
  - If **yes**, go to step 9.
  - If **no**, modify the values to match those in step 7.
- 9 From the Logo file field, type the name for the MSO logo (for example, msologo.rsrc).
- 10 From the Logo ID field, type a value that is greater or equal to 256.
- 11 Leave the Logo Name field blank.
- 12 Click **OK**. The system exports the following four file types to the directory you defined in step 2.

**Important:** The RLE file is the file that you will send to the cable service provider.

  - **RLE:** the final logo
  - **RSRC:** final Macintosh resource file
  - **SGO:** final exported SARA graphics file
  - **SGP:** final exported SARA graphics parameters file
- 13 Repeat steps 1-12 to export any other MSO logos, as needed.

## Viewing Exported MSO Logos

- 1 Open an exported MSO logo using one of the following methods:
  - Drag the SGO file onto the **Photoshop** icon in the Finder and press the **Option** key as the file is opening. The SGO Read Options window opens. Go to step 4.
  - From the Photoshop toolbar, click **File** and select **Open**. Then go to step 2.
- 2 Navigate to the appropriate directory and select the SGO file you want to view.
- 3 Press the **Option** key on your keyboard and, simultaneously, click **Open**. The SGO Read Options window opens.



- 4 Modify any of the following options, as desired:
  - **2x Enlarge:** select this option to expand the logo to twice its size when importing it into Photoshop. This is similar to what SARA does when displaying logos on a TV screen.
  - **Create Log File:** select this option to build a text-based log file when opening the SGO file. The log file will contain the settings used to build the SGO file.
  - **Theme:** choose from one of seven color themes available within SARA.
  - **Part:** select a color to assign as the background color for an SGO file that you are importing. The color swatches reflect the color theme selected in the Theme menu. Transparent areas within the SGO file will be the color you select here.
  - **Show Out-of-Gamut Pixels:** select this option to highlight pixels in the SGO logo that will not display properly on a TV screen. The default highlight color is bright green. To select another highlight color, click the color sample that appears *after* you have selected this option.
- 5 Click **OK**. The image in the SGO file opens in Photoshop.
- 6 View the image, as needed.
- 7 From the File menu, click **Close** to close the file.

## Send MSO Logos to Cable Service Providers

Logo files are delivered via email. When sending logos to cable service providers, make sure you include the RLE file for each MSO file that was requested.

**Important:** Cisco recommends that you make copies of all logo files. This is especially useful if you need to export the same logo in the future.



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## Service Logos

This chapter describes the procedures necessary to prepare service logos for use with LogoTool, as well as the procedures for exporting the logos into a SARA-compatible format.

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## Introduction

Service logos, such as the HBO logo, are used to enhance a service's identity and are created for local or custom services. All custom service logos are placed into one indexed resource file and stored on the DNCS.

**Notes:** Each channel can have its own service logo or a service logo can be shared among several channels.

A service logo can appear in either of the following locations:

- **IPG Logo:** appears at either the top left or top right corner (opposite the MSO logo) on the IPG
- **Channel Banner:** appears in the channel banner of the TV screen when a subscriber tunes to a service or presses the Info button on the set-top or remote control

## Create a Service Logos Index

Before you begin creating service logos, you must create an index of desired service logos.

**Important:**

- Service logos require the following attributes:
  - Logo IDs greater than 256
  - Logos IDs must be sequentially numbered
- When updating the service logos, do *not* change the IDs for existing services. This requires changes to the service-to-logo mapping on the DNCS. If this is not done correctly, the wrong logo could be displayed.

## Prepare Service Logos for Export

This section includes the procedures for placing a service logo into the appropriate format to use with the LogoTool SARA export process. The dimensions of the service logos must be 25 pixels x 25 pixels.

**Note:** If the service logos are not sized to the required dimensions, display problems may be seen by subscribers.

### Preparing Service Logos

When preparing MSO logos for export to SARA, you can either create a new logo or use an existing logo. Go to *New Service Logos* (on page 22) or *Existing Service Logos* (on page 23), as necessary.

#### New Service Logos

- 1 From the File menu, click **New**. The New window opens.
- 2 From the New window, complete the following steps to create a service logo file for export to SARA.
  - a From the Name box, type a name that describes the service logo (for example, hbo).
  - b Enter the appropriate dimensions in the **Width** and **Height** text boxes.  
**Note:** The dimensions of the service logos must be 25 pixels x 25 pixels.
  - c From the Mode file, select **RGB Color**.
  - d From the Contents field, select the appropriate background option.
  - e Click **OK**. The new file opens.
- 3 Create your logo, as needed.
- 4 Click **Save** and save the file in a Photoshop (PSD) format.
- 5 If necessary, repeat steps 1–4 to create additional service logo files for export.
- 6 Keep the files open and go to *Export Service Logos* (on page 24).

### Existing Service Logos

- 1 From Photoshop, click the **File** menu and select **Open**.
- 2 Navigate to the appropriate directory and select the appropriate service logo file that you want to open.
- 3 Click **Open**. The logo image is displayed.



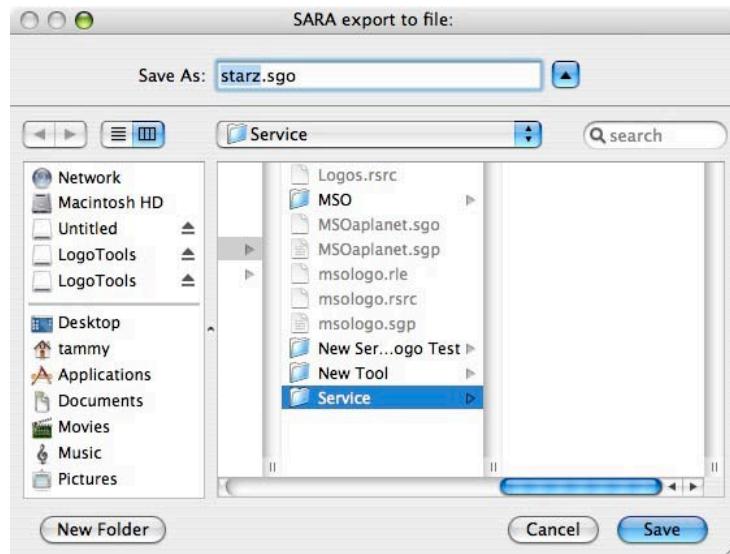
- 4 From the **Image** menu, click **Mode** and select **RGB**. When selected, a check mark appears next to the RGB option.
- 5 Click **Image** and select **Image Size**. The **Image Size** window opens.
- 6 From the **Pixel Dimensions** area, enter the appropriate dimensions for the service logo file.  
**Note:** The dimensions of the service logos must be 25 pixels x 25 pixels.
- 7 Click **OK**.
- 8 Modify the file name to identify the service logo, as appropriate (for example, hbo.psd).
- 9 Click **Save As** to save the logo as a new file.
- 10 If necessary, repeat steps 1–9 to create additional service logo files for export.
- 11 Keep the files open and go to *Export Service Logos* (on page 24).

## Export Service Logos

This section includes the procedures for using LogoTool to export service logos into SARA-compatible formats.

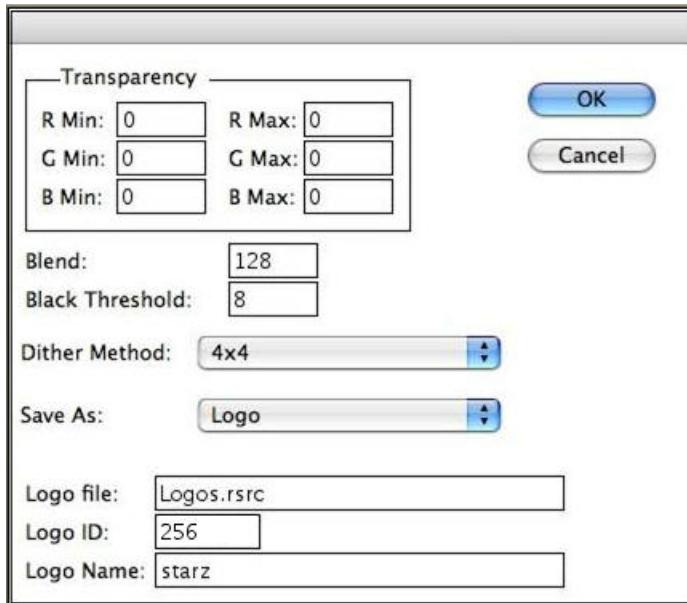
### Exporting a Service Logo

- 1 From the File menu, select **Open**.
- 2 Select a service logo file from the appropriate directory and click **Open**.
- 3 From the File menu, click **Export** and select **Sara Export**.



- 4 From the Save As field, verify that the name is the same as the service logo you opened and is in the SGO format (for example, starz.sgo).
- 5 Navigate to the folder where you want to export the logo.

- 6 Click **Save**. The SARA export to file window closes and the following window opens.



- 7 What type of transparency will the logo require?
- If **no transparency**, enter 0 (zero) for each minimum and maximum RGB value and then go to step 8.
  - If **Photoshop transparency**, go to step 8.
  - If **color range transparency**, enter a value (0-255) for each minimum and maximum RGB value, as desired. Then go to step 8.
- 8 Verify that the following values exist in the window:

Field	Value
Blend	128
Black Threshold	8
Dither Method	4x4

- 9 Are these values present?
    - If **yes**, go to step 10.
    - If **no**, modify the values to match those in step 8. Then go to step 10.
  - 10 From the Logo file field, verify that the file name is **Logos.rsrc**.
  - 11 From the Logo ID field, type the **logo ID number** that you defined in your service logo index.

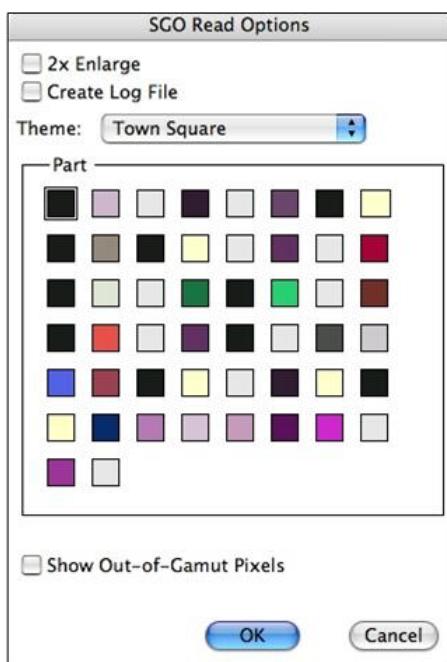
**Important:** It is critical that the logo ID number that you enter agrees with the service logo index you created. This will be a number greater than 256.

**Note:** This is also the ID number that the DNCS and DHCT will use to map the logo to a service.
  - 12 In the Logo Name field, type the name of the logo you are exporting (for example, starz).
  - 13 Click **OK**. The system exports the following four file types to the directory you defined in step 5:
    - **RSRC:** final Macintosh resource file
    - **RES:** (Logos.res) SARA-compatible logo data file
    - **SGO:** final exported SARA graphics file
    - **SGP:** final exported SARA graphics parameters file
- Notes:**
- If you are creating logos for several customers, it is a good idea to rename the file to identify the customer with the logo file.

**Example:** CableCo\_Logos.res
  - Each subsequent channel logo you export is added to this file.
  - The Logos.res file is the file that you will send to the cable service provider.
- 14 Repeat steps 1-13 for each service logo in the index.
  - 15 Go to *Viewing Exported Service Logos* (on page 27).

## Viewing Exported Service Logos

- 1 Open an exported service logo using one of the following methods:
  - Drag the SGO file onto the **Photoshop** icon in the Finder and press the **Option** key as the file is opening. The SGO Read Options window opens. Go to step 4.
  - From the Photoshop toolbar, click **File** and select **Open**. Then go to step 2.
- 2 Navigate to the appropriate directory and select the SGO file you want to view.
- 3 Press the **Option** key on your keyboard and, simultaneously, click **Open**. The SGO Read Options window opens.



- 4 Modify any of the following options, as desired:
  - **2x Enlarge:** select this option to expand the logo to twice its size when importing it into Photoshop. This is similar to what SARA does when displaying logos on a TV screen.
  - **Create Log File:** select this option to build a text-based log file when opening the SGO file. The log file will contain the settings used to build the SGO file.
  - **Theme:** choose from one of seven color themes available within SARA.
  - **Part:** select a color to assign as the background color for an SGO file that you are importing. The color swatches reflect the color theme selected in the Theme menu. Transparent areas within the SGO file will be the color you select here.
  - **Show Out-of-Gamut Pixels:** select this option to highlight pixels in the SGO logo that will not display properly on a TV screen. The default highlight color is bright green. To select another highlight color, click the color sample that appears *after* you have selected this option.
- 5 Click **OK**. The image in the SGO file opens in Photoshop.
- 6 View the image, as needed.
- 7 From the File menu, click **Close** to close the file.

## Send Service Logos to Cable Service Providers

Logo files are delivered via email.

**Important:** Cisco recommends that you make copies of all logo files. This is especially useful if you need to export the same logo in the future.



# 4

## Customer Information

### If You Have Questions

If you have technical questions, call Cisco Services for assistance. Follow the menu options to speak with a service engineer.

Access your company's extranet site to view or order additional technical publications. For accessing instructions, contact the representative who handles your account. Check your extranet site often as the information is updated frequently.



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