



# GUIDELINES SCREENS & EMAIL

# FILES & INFO TO PROVIDE

| File             | File extension | Dimensions     | Maximum weight | Need      | Page |
|------------------|----------------|----------------|----------------|-----------|------|
| logo             | .png           | 1920 x 640 px  | 2Mo            | mandatory | p.3  |
| header           | .png           | 1160 x 300 px  | 2Mo            | optional  | p.4  |
| output           | .png           | -              | 2Mo            | optional  | p.5  |
| screensaver      | .png           | 1920 x 1920 px | 2Mo            | optional  | p.6  |
| background image | .png           | 1920 x 1920 px | 2Mo            | optional  | p.7  |
| background color | hexa           | #XXXXXX        | -              | mandatory | p.8  |
| primary color    | hexa           | #XXXXXX        | -              | mandatory | p.8  |
| secondary color  | hexa           | #XXXXXX        | -              | mandatory | p.8  |
| font1            | .ttf           | -              | 1Mo            | optional  | p.9  |
| font2            | .ttf           | -              | 1Mo            | optional  | p.9  |
| font3            | .ttf           | -              | 1Mo            | optional  | p.9  |

01.

## LOGO

Logo will be used by default on the screensaver(A) automatically at the bottom right of the screens(B) (see examples below).

This file can be disabled from the screensaver and replaced with the screensaver file if you want a more customized screensaver.

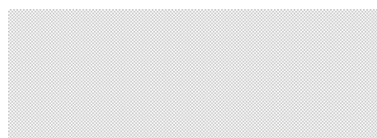
We recommend you to center the logo in the template and make sure the safe area of your logo is respected.

**Logo must be placed on a transparent background.**

**Template to use :** logo.psd

**File size :** 1920 x 640 px

**File extension :** .png



**Template**  
logo.psd

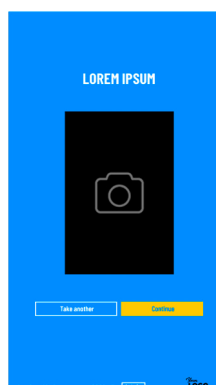


**Final File**  
logo.png



**Render on the screensaver (A)**

The logo appears in the middle of the screen.



**Render on the the others screens (B)**

The logo appears in the bottom right corner.

02.

## HEADER

Header will be used on top of the emails received by users.

**Template to use :** header.psd

**File size :** 1160 x 300 px

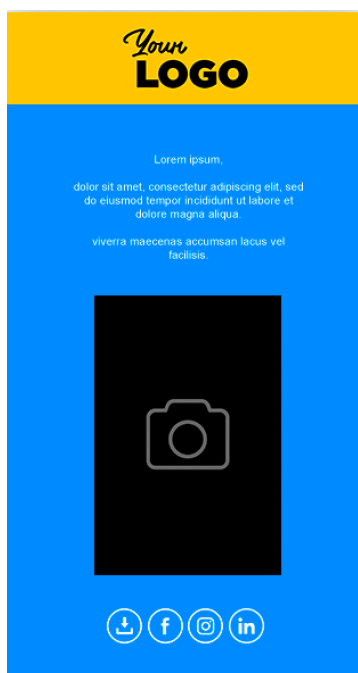
**File extension :** .png



**Template**  
header.psd



**Final file**  
header.png



### Render on the email

The header appears on top of the email.

03.

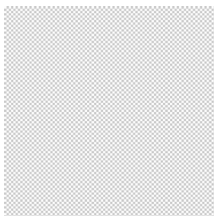
## OUTPUT

Output will be used to give you a preview of what the photo will look like on the screens. Put your photo design on, whatever format you picked, to get this preview. The photo design needs to contrast from the background.

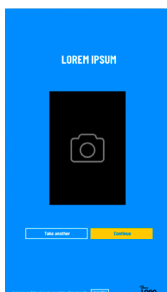
**This file is for preview purposes only. It does not exempt you from choosing a photo layout for your client and designing it.**

**Template to use:** output.psd

**File size:** 246 x 246 px

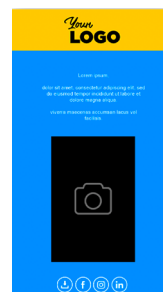


**Template**  
output.psd



**Render on the screen**

The output appears in the middle of the screens.



**Render on the email screen**

The output appears between the text and the photo share/download icons in the received email.

04.

# SCREENSAVER

The screensaver will be used as the first screen visible to users, prompting them to touch it to begin the experience.

This file is optional. Your logo file is used by default as a screensaver with your background color.

In case you want to customize it, we recommend leaving the “touch the screen” text and making sure it is legible and quickly understandable by the user.

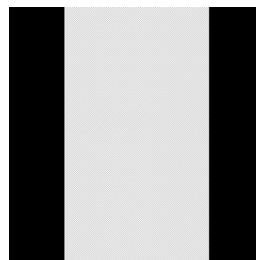
You can customize this screen with a background image or color.

**Do not delete or edit the black strips all around the file.**

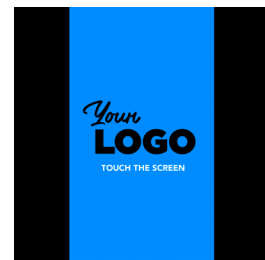
**Template to use :** screensaver.psd

**File size :** 1920 x 1920 px

**File extension :** .png



**Template**  
screensaver.psd



**Final file**  
screensaver.png



### Render on the screensaver

The design appears in the first screen, without the black stripes.

05.

# BACKGROUND IMAGE

Background image will be used as the background color/image that the user will see throughout the user experience (except on the screensaver). We recommend to be careful on the readability of the information. If possible, opt for a simple color.

This file is optional. The background color is used by default for all screens.

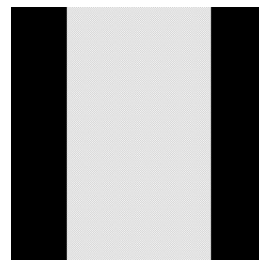
If you want to customize it, we recommend ensuring the information is legible. If possible, opt for a simple color.

**Do not delete or edit the black strips all around the file.**

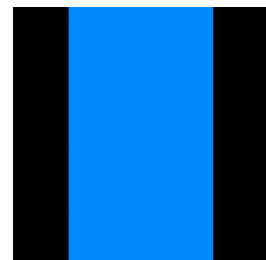
**Template to use :** background\_image.psd

**File size :** 1920 x 1920 px

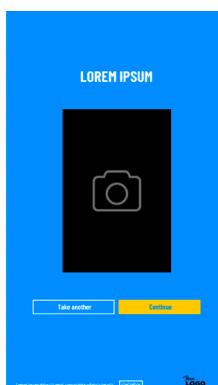
**File extension :** .png



**Template**  
background image.psd



**Final file**  
background image.png



### Render of the background image on the screens

The background image appears in the background of every screen of your event (except on the screensaver).

**Your logo file always appears on top in the lower right corner of screens.**

06.

## COLORS

You need to define 3 colors for the user experience.

Use the look&feel.psd document to visualize the render.

### Background color

Default color background for the screens and the email.

In the exemple : **#008aff**

### Primary color

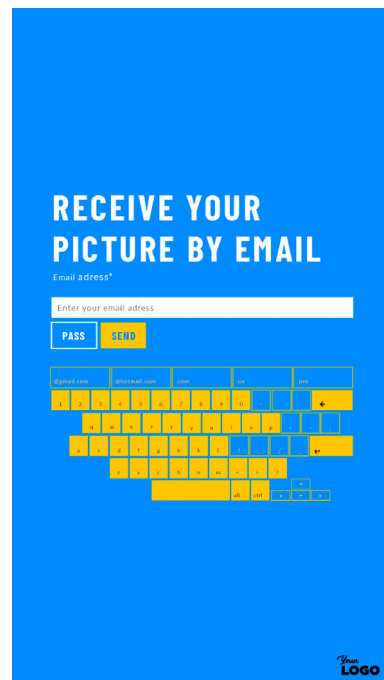
Color of the validate buttons.

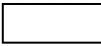
In the exemple : **#ffcc00**

### Secondary color

Color for the texts and the cancel buttons.

In the exemple : **#ffffff**



|                                                                                     |                             |
|-------------------------------------------------------------------------------------|-----------------------------|
|  | Background color<br>#008aff |
|  | Primary color<br>#ffcc00    |
|  | Secondary color<br>#ffffff  |

### Render of the colors on the Look&Feel

These three colors will appear on every screen of the event.



07.

## FONTS

You can customize the fonts of your event.

Three options are available: one for titles, one for paragraphs, and one for the user tag, allowing users to add customized text to their photos.

You have to rename the two selected fonts “font 1”, “font 2” and “font 3” (A).

**The fonts must be in .ttf format.**

### font1

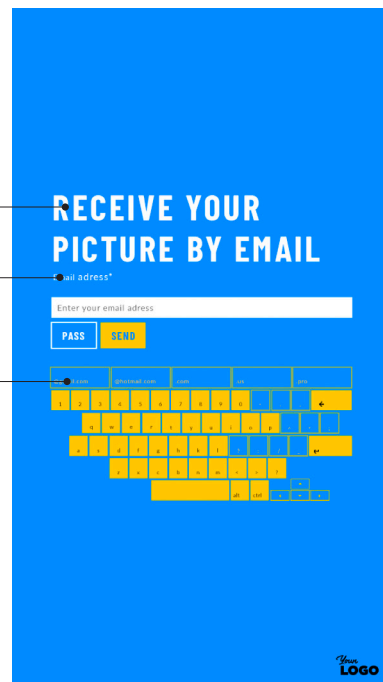
This is the font use for the main texts (titles).

### font2

This is the font use for explanation text (paragraphs & legends).

### font3

This font is used to allow the user to add text to their photo (provided you have configured the user tag option).



### Fonts before/after renaming (A).

You have to copy/paste your fonts and rename them.