DESIGN GUIDE

ADVENT CALENDAR

RECOMMENDATIONS AND GRAPHIC RESOURCES FOR DESIGNING EACH ELEMENT OF YOUR PROMOTION.

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ADVENT CALENDAR STRUCTURE

The Advent Calendar lets you customize different visual elements to adapt the design to your brand or campaign identity.

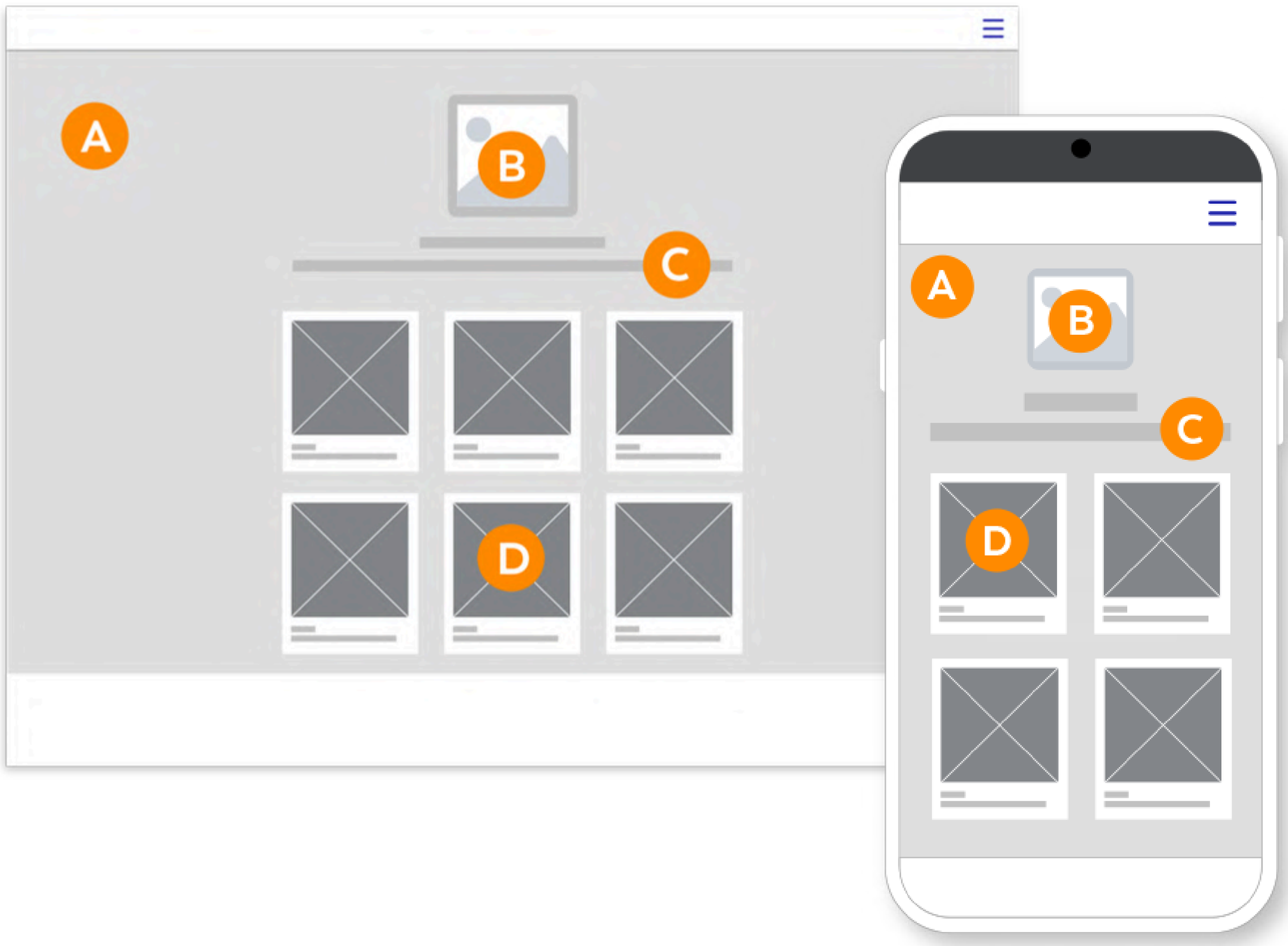
These are the main elements you can prepare:

A **Background Image:** Static image or GIF displayed across all Advent Calendar screens.

B **Header Image:** Optional image displayed at the top of the stage list page.

C **Introductory Text:** Optional text displayed at the top of the stage list.

D **Stage Images:** Images representing the different doors or windows of the calendar.



A

BACKGROUND IMAGE

The background image is the visual base of the Advent Calendar and remains visible across all screens.

You can use a static image or animated GIF to create a festive look and reinforce your campaign’s visual identity.

RECOMMENDATION

Make sure the background does not distract from the calendar doors or windows or make the content difficult to read.

Size:

- **Desktop:** 1400x788px
- **Mobile:** 675x1200px



B

HEADER IMAGE

The header image is an optional element displayed at the top of the stage list page.

You can use it to include your logo, campaign name, or a visual introducing the Advent Calendar.

Recommended specifications:

Size: 200x200px
Format: .PNG with a transparent background



C

INTRODUCTORY TEXT

The introductory text is an optional element displayed at the top of the stage list.

You can use it to welcome participants, explain how the calendar works, or provide brief participation instructions.



D

STAGE IMAGES

Stage images represent the different doors or windows of the Advent Calendar. You can customize their design and choose from three aspect ratios depending on the layout you want to use.

Available proportions:

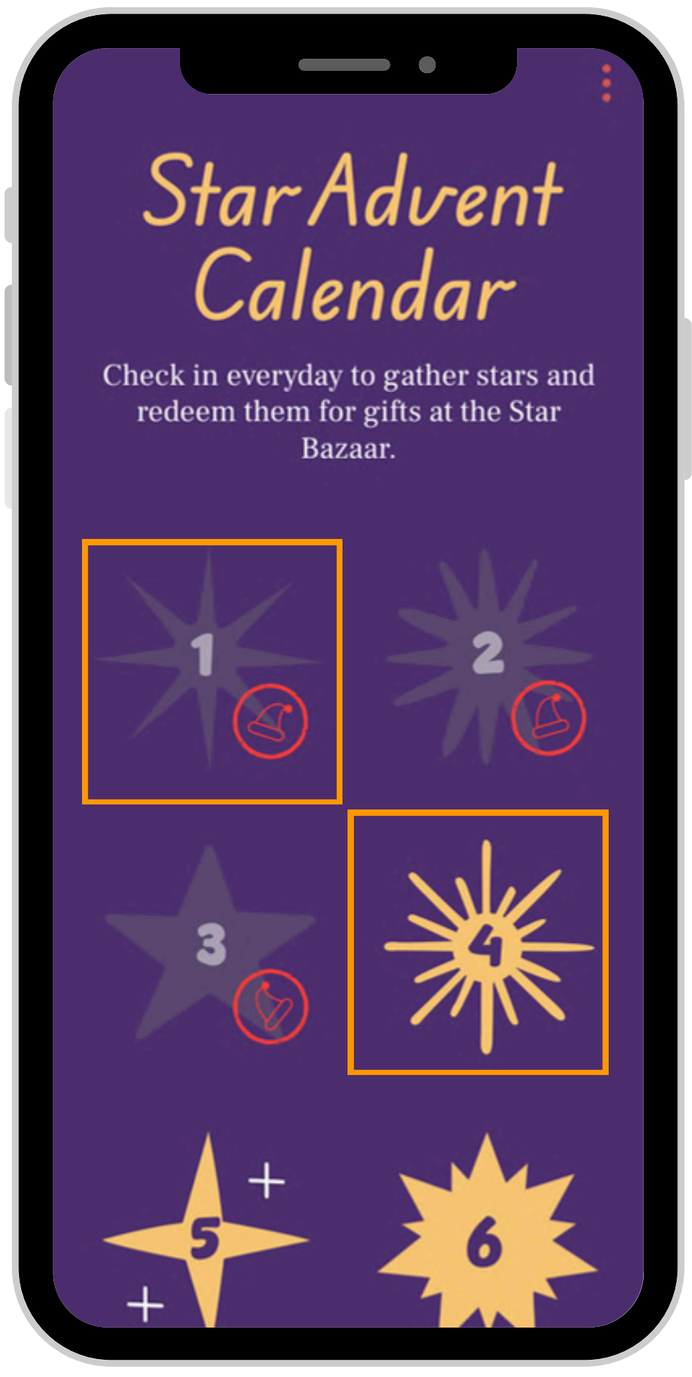
A) **Square:** 500x500px
B) **Horizontal:** 800x420px
C) **Vertical:** 480x720px

Customization by Stage Status

You can prepare two different images for each stage:

- **Main Image:** Displayed when the stage is open
- **Closed Stage Image:** Displayed when the stage is closed based on its dates





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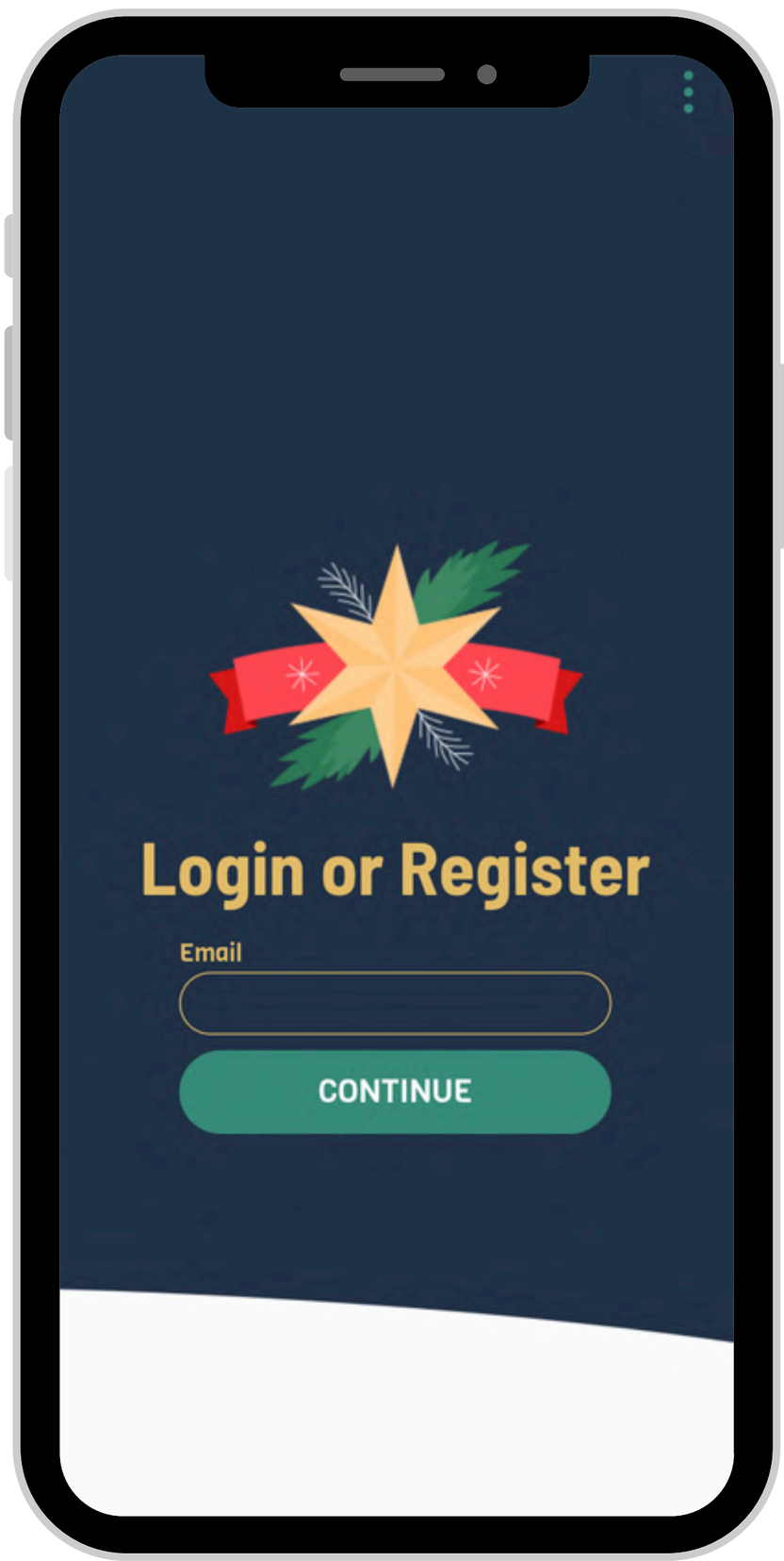
DESIGN OF ADDITIONAL SCREENS

A. Login and Registration Screens

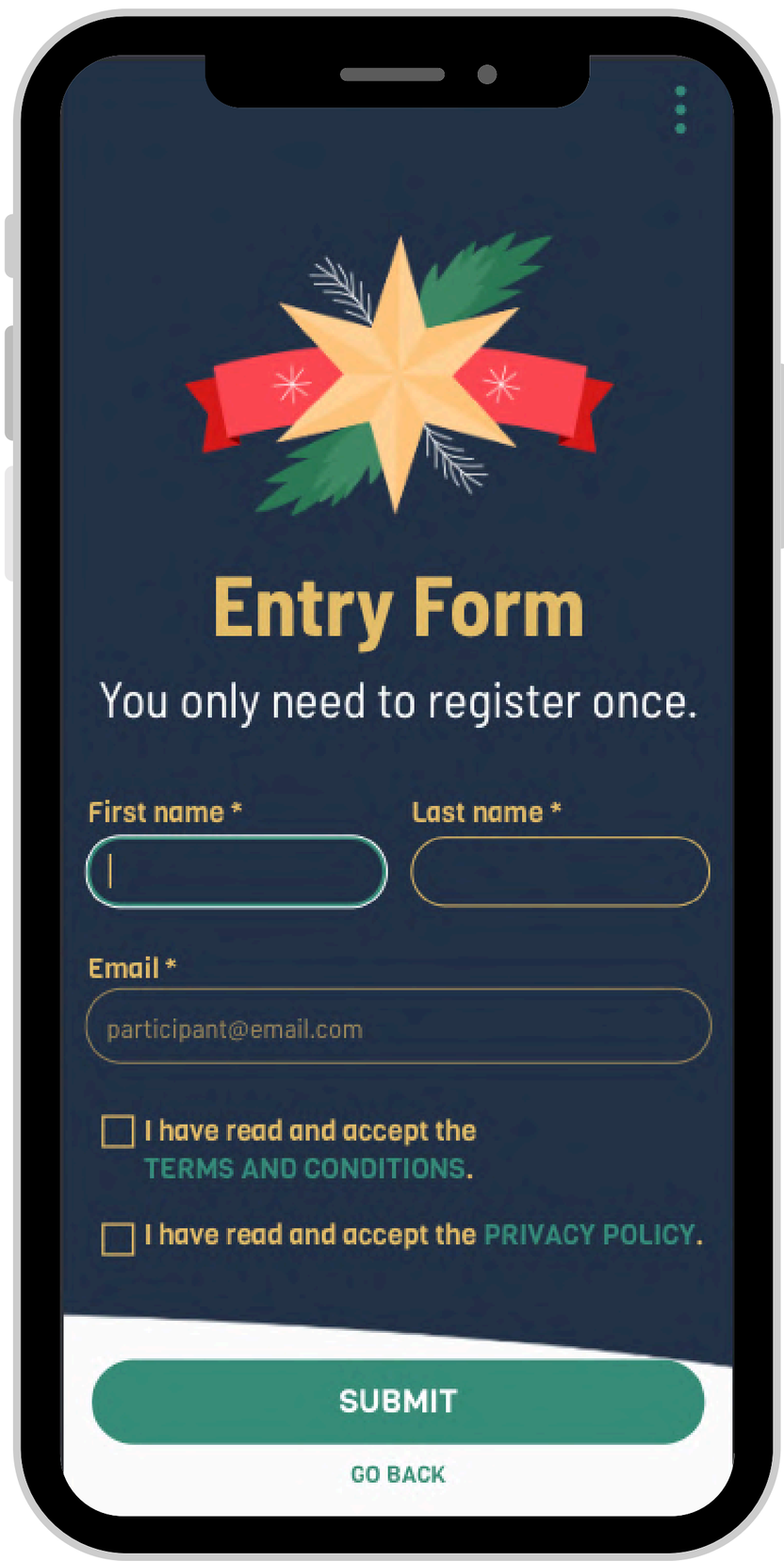
The login and registration screens can include a header image to maintain the campaign’s visual identity throughout the participant identification process.

Recommended specifications:

Size: 200x200px
Format: .PNG with a transparent background



Login Screen



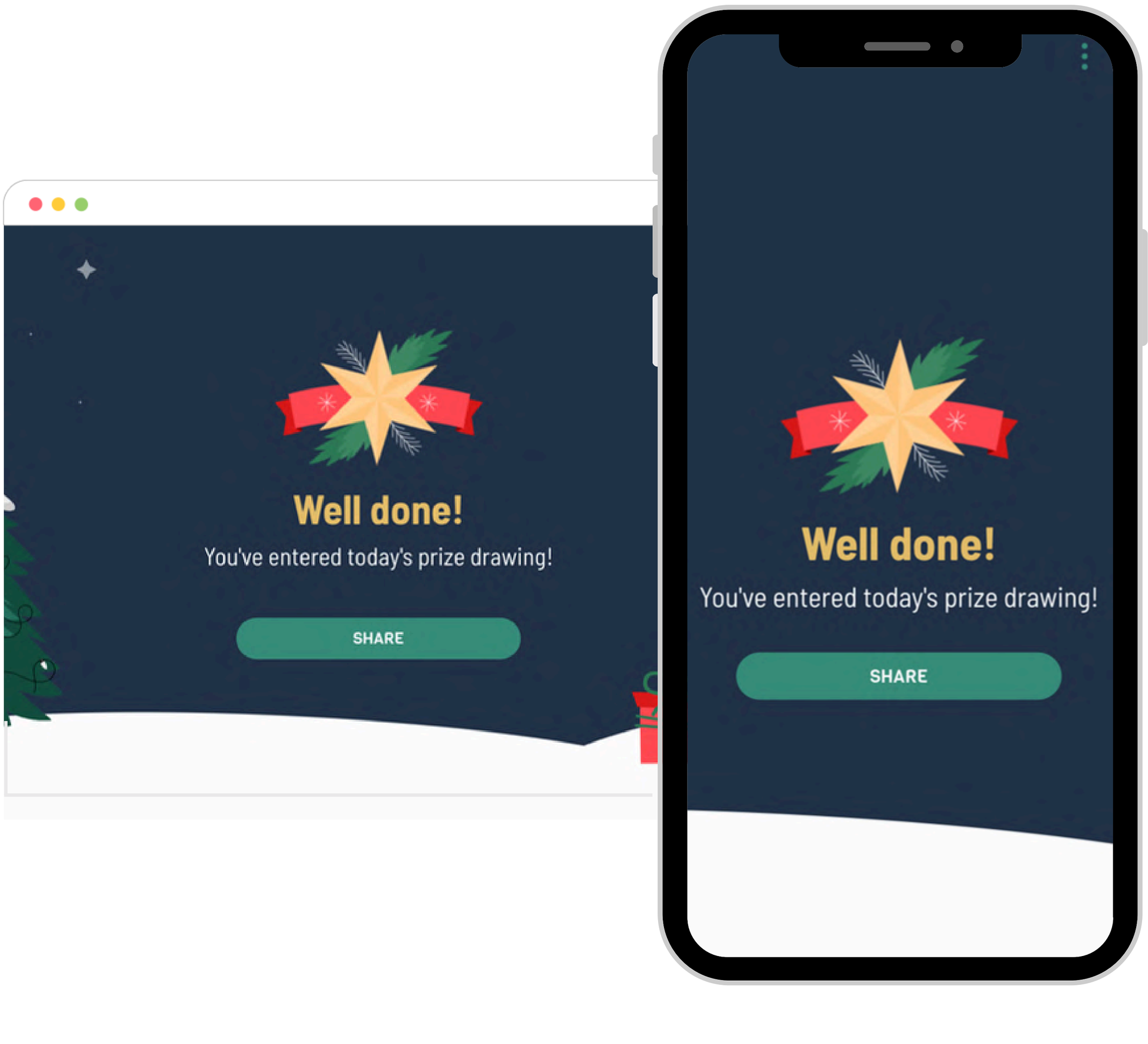
Registration Screen

B. Final Screen

The final screen can include a custom image displayed when participants complete the Advent Calendar experience.

Recommended specifications:

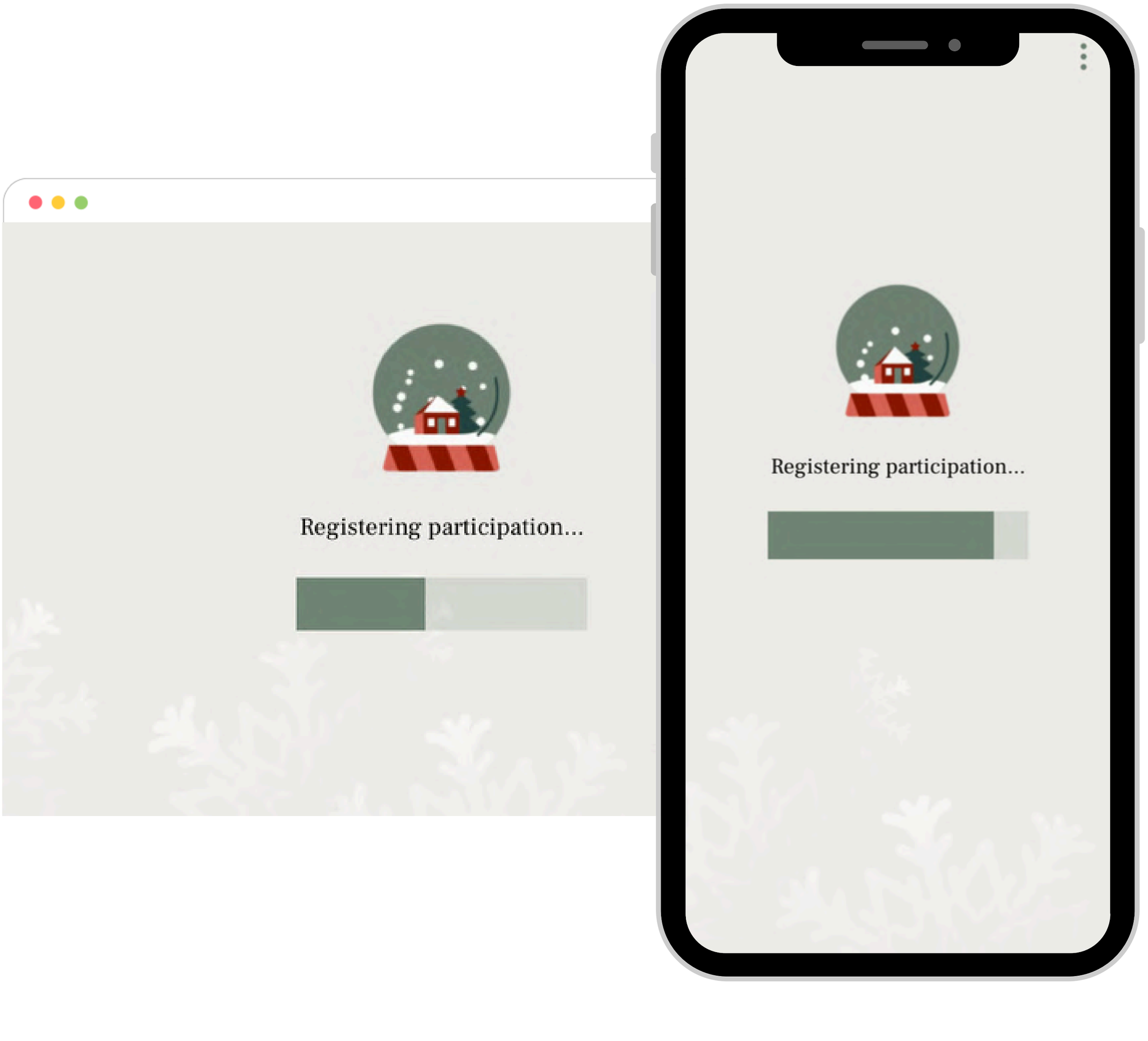
Size: 200x200px
Format: .PNG with a transparent background



C. Check-in Screen

The Check-in Screen appears before the participant’s entry is registered. You can customize it with an image or GIF and text. You can also choose how the transition works: with a spinner, a progress bar, or by clicking a button.

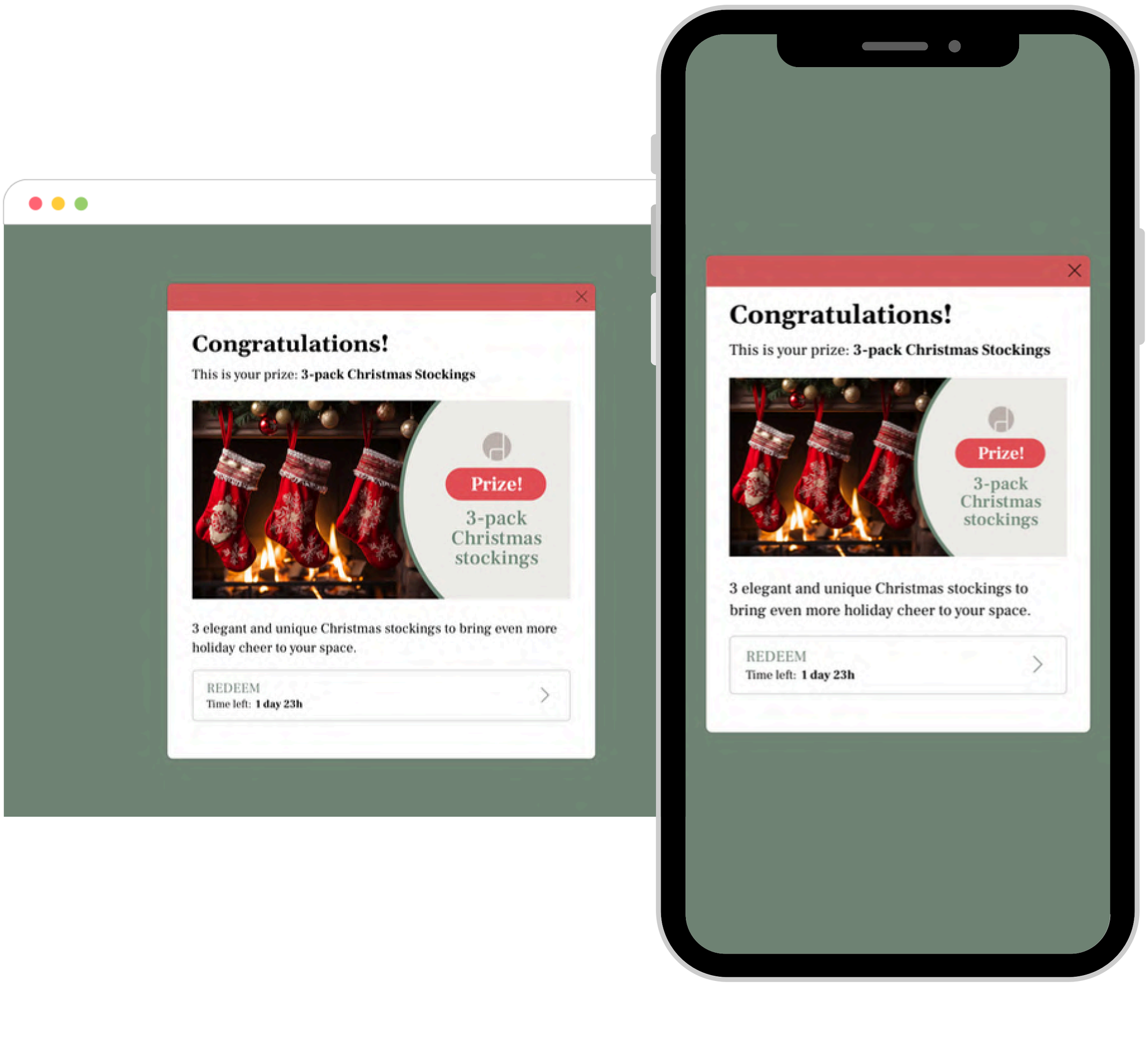
Size: 175×175px
Format: .JPG, .PNG with a transparent background, or .GIF



D. Winner Message Pop-up

When a participant wins a prize, a pop-up appears to notify them. You can include an image of the prize they have won.

Size: 1200×630px
Format: .JPG, .PNG or .GIF



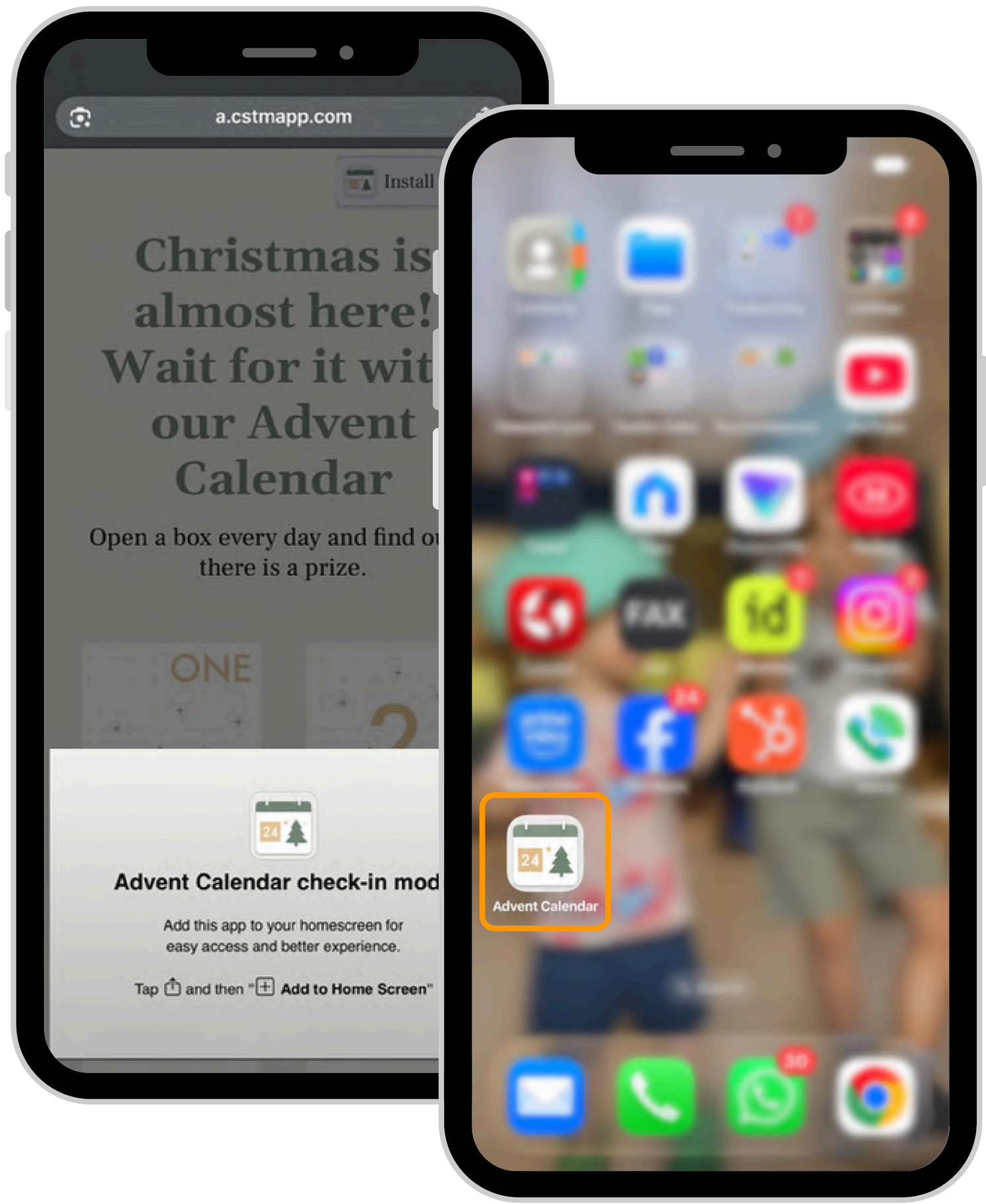
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PUBLISHING THE PROMOTION AS A PWA

For longer-running promotions such as Advent Calendars, we recommend publishing the promotion as a PWA. This allows participants to add a shortcut to their mobile home screen and access the calendar directly each day.

App Icon Size: 512x512px

Format: .JPG or .PNG with a transparent background





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