PROMOTION DESIGN
GUIDE

easypromosapp.com

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easypromos

CREATE

PROMOTIONS

WITH 100% RESPONSIVE DESIGN

The design of the Easypromos campaigns is **100% responsive** and will always adapt to the screen resolution of the device. The Design Template will enable you to create a design that is mobile optimized, responsive, flexible and highly customizable, and that requires no programming knowledge.

This guide explains the structure of the Design Template, its different elements, as well as the specification of the different images you can use to customize the template.

CONTENTS OF THE GUIDE:
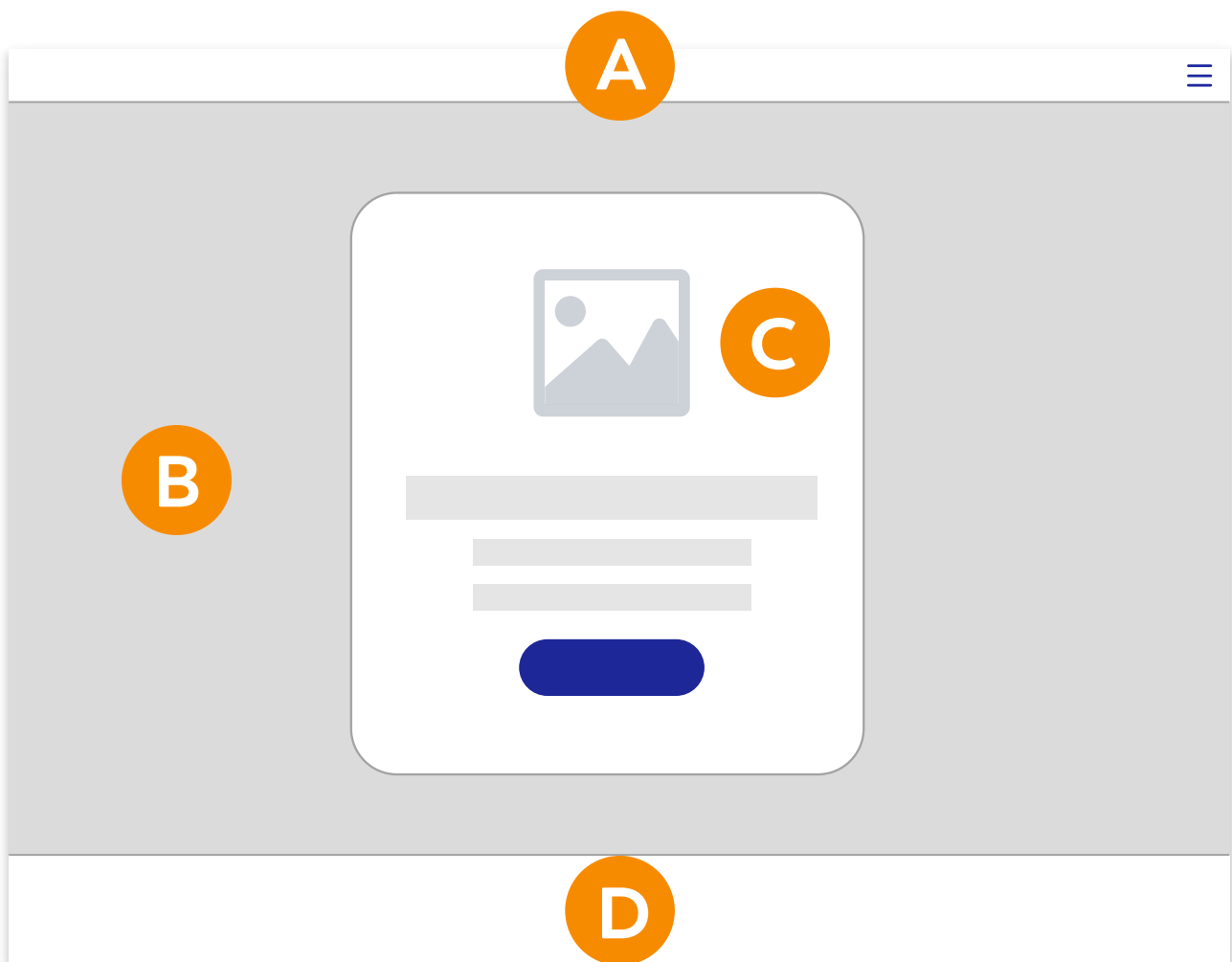
1

STRUCTURE OF THE DESIGN TEMPLATE

The same structure applies to all pages of the promotion (in both mobile and desktop versions) and presents the following elements:

A   Header and menu

B   Background

C   Main container. You'll find the contents (images, block texts, buttons) of each page inside this container.
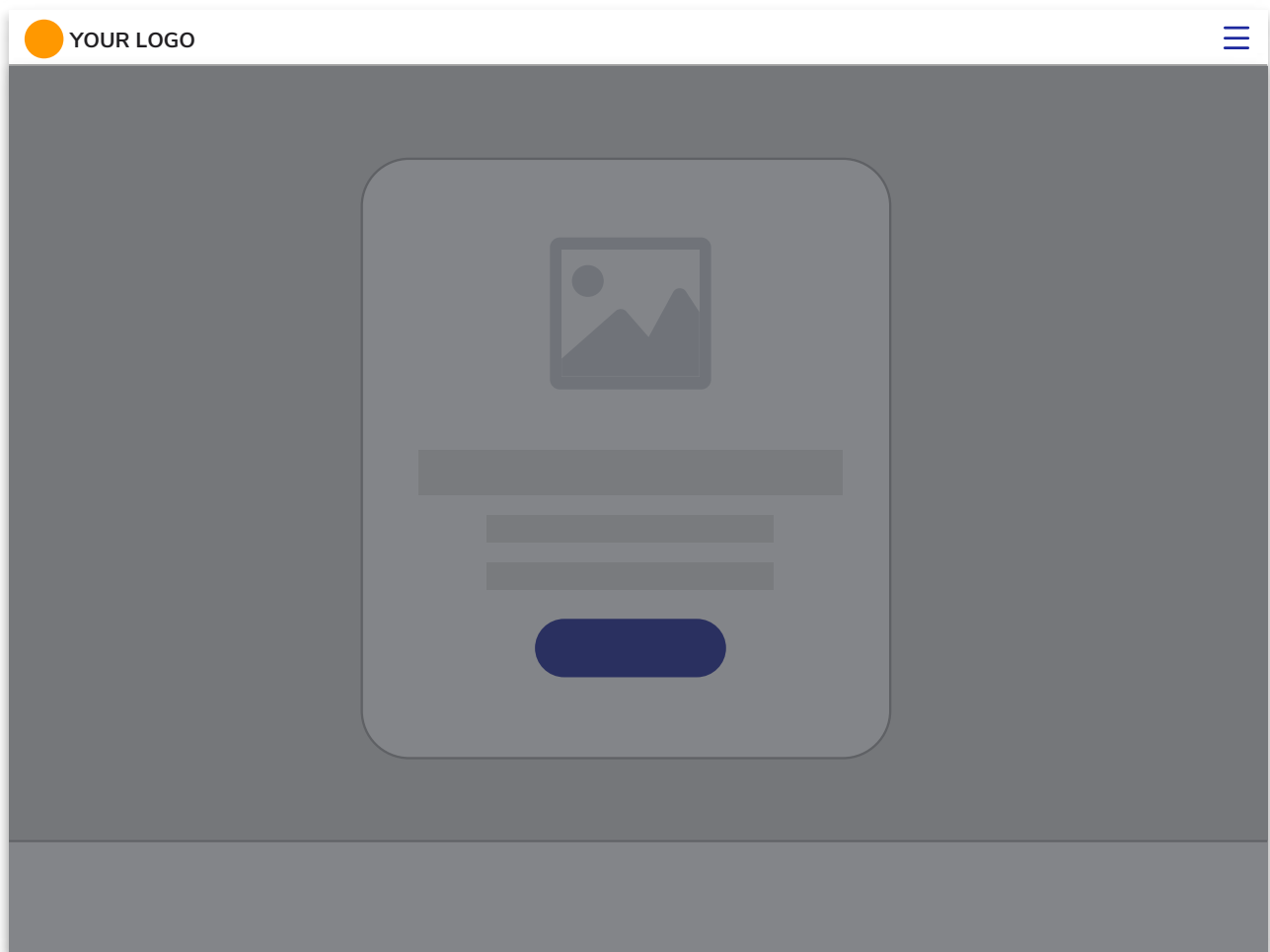
D   Footer

A

HEADER AND MENU

The menu can be configured to include the logo of the brand organizing the promotion in the header:

Size: 120px high

Location: It can be placed in the right or left corner.

Optional: The header can be completely disabled.

Customizable: You can customize the color, border, transparency and you can pin it on top or keep it fluid
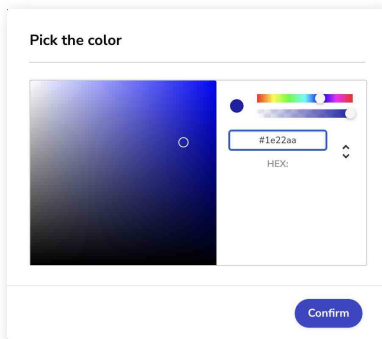
120px high

🟠 **YOUR LOGO** ☰

B

BACKGROUND

The same background will be used for all the promotion pages. The background can be customized with the following options:

1

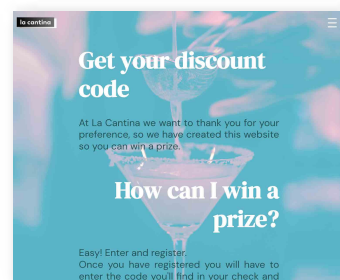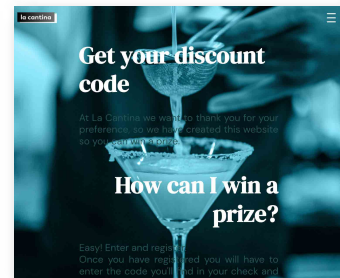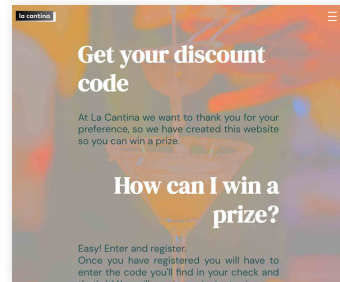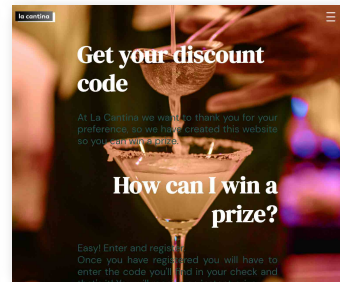### Single solid color

RGB
Hexadecimal colors

2

Image

Two tipes of background images can be uploaded:
a)Horitzontal background: 1400x788px
b)For mobile devices: 675x1200px

3

Ink color

It allows you to apply an ink color to the background with the possibility of applying different effects (multiply, darken, overlay, etc.)

TIPS!

- Design a background that illustrates and embellishes your promotion, but you should never use it to provide important information to users because when viewed from some devices the whole background may not be shown and information may be lost.

Examples: Don't post logos, texts, advertising or information that you want users to read.

Tip: The platform includes a full-screen feature that automatically adapts the image to the screen space available. It works like magic and always looks great!

- Design the promotion background so that it presents a visual contrast with the other elements of the template (colors, fonts and container image), and choose a color combination that makes is easy for users to read the promotion texts.

Tip: You can also play with the level of opacity of the container to achieve a perfect visual balance between the background and the other elements of the template.

C

MAIN CONTAINER

The contents of each screen are located within this container and it is made up of the following elements:

1. Image, GIF, or video

2. HTML text block

3. Other page elements

4. Container design

1. Image, GIF, or video

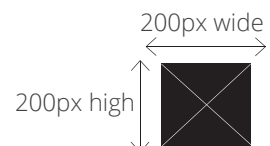The main container can always contain an image or a video. This image can be different for each page.

The image will be displayed in the original size up to a maximum of 1000px wide. For larger sizes it is automatically scaled to 1000px wide.

RECOMMENDED SPECIFICATIONS:

Is this your first promotion and you're not sure where to start? Design an image with the following specifications and upload it as a header image for all pages:

Size: 200 x 200px

Format: PNG with transparent background

200px wide

200px high

2. HTML text block

The text blocks form the text content of the different screens of the promotion. Text blocks can contain the following HTML elements:

- Heading H1
- Heading H2
- Heading H3
- Paragraphs
- List of items

The following text element properties can be customized:

- Font.
- Color.
- Font size and widh.
- Alignment.

3. Other page elements

A) Form fields:
The following elements of the form fields can be customized:

- Field text style: font type, color, size and style.
- Field style: typography, font style, text color, field background color and transparency, and rounding, border color and position.

B) Buttons:
The following elements of the promotion buttons can be customized:

- Colors: background and text of the button. You can also customize the transparency.
- Text: font, size, width.
- Border: width, color, rounding.
- Size
- Hover: Customize the style on hover.

C) Links:
The following elements of the promotion links can be customized:

- Font color, font size, and style.
- Underlined.
- Hover: Customize the style on hover.

4. Container design

You can customize the style of the main container itself through the following options:

- Color and transparency.
- Border: Create a border, and set its width, color, and rounding.
- Margin and padding.
- Positioning.

Tip! Put 100% transparency and no border to create promotions with the content perfectly integrated with the background.

TIPS!

- You can upload a different container header image for each page of the promotion (Welcome, Quiz questions, Registration Form, Thank You, Winners, Gallery and Ranking).

- Use transparencies for your images to achieve greater background integration.

- The header image is ideal to include the logo of your company, brand or campaign.

- You can also use a video instead of an image. This is ideal to present a video on the Landing Page or to end the promotion with a video on the Thank You Page.

D

FOOTER

The promotion footer can be configured to include an image that represents the sponsors or collaborators of the promotion. It also includes a link to the legal bases and the privacy policy. A customizable link can be added.

Location: It will be centered in the footer of the promotion, and if it is larger than the screen where it is displayed, it will fit the total width of the window.

Optional: The footer can be completely disabled.

Customizable: You can customize the color, border and transparency
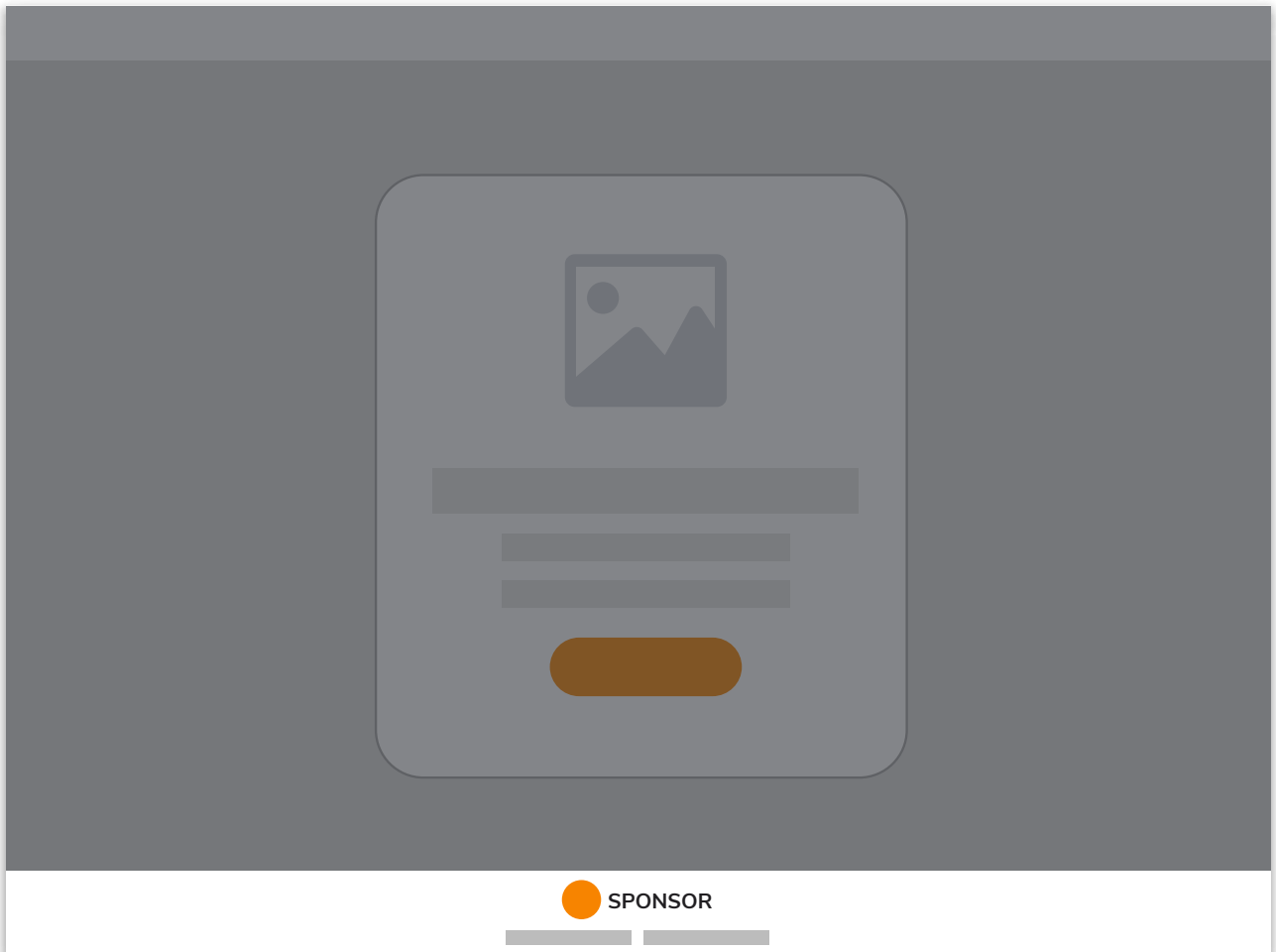
2

LAYERS

A promotion can display content in popup windows such as legal bases, sharing window, age restriction window, voting window, etc.

These popup windows appear centered in the middle of the screen and have a fixed width. They have a header that only includes the close button. The windows can have a scroll depending on the content.

All the popup windows of a promotion have the same style. You can configure the following styles:

- **A.** Window background color.
- **B.** Window text color.
- **C.** Window action color, which applies to buttons and text.
- **D.** Window header color.
- **E.** Background mask color.

The font styles are inherited from the styles of the general text blocks of the promotion.
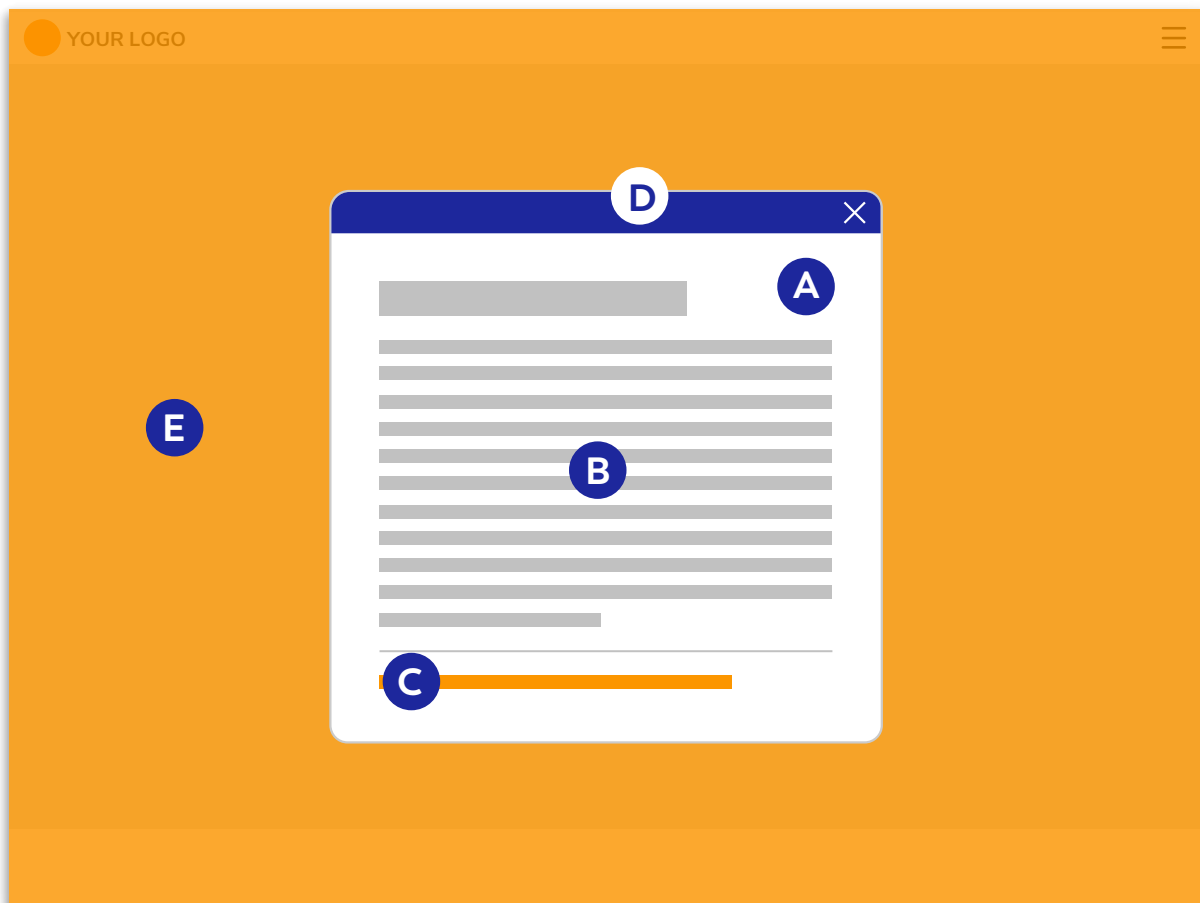
3

VIRAL IMAGE

Size: 1200px wide x 630px high

Location: This is the image that will be displayed when the promotion is shared.

630px high × 1200px wide

SHARE ON FACEBOOK

PUBLISH ON FACEBOOK
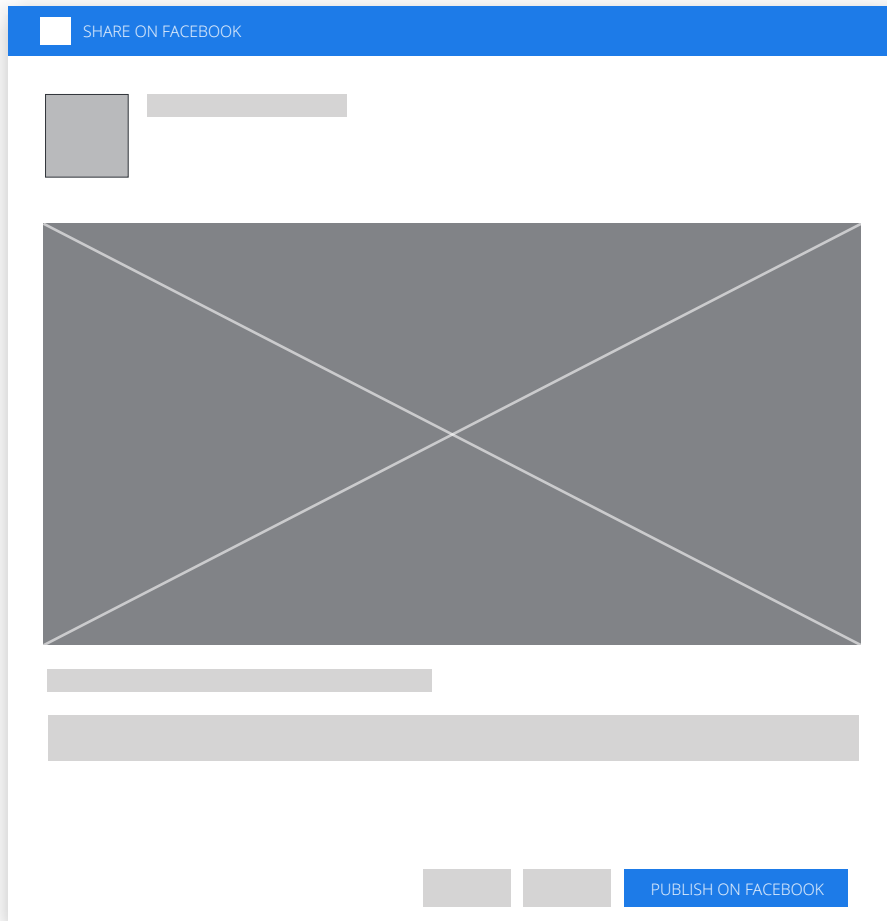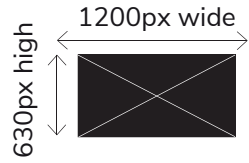
4

QUIZ IMAGES

(Quizzes, Multiple Choice Tests, Surveys, Pools & Prod. Recommender)

The questionnaire system enables you to create a page with questions and answers. Each question can be accompanied by an image that corresponds to the header image of the container.

Here are **two recommendations for designing the images** to accompany the answers:

1. **All answer images should be the same size.**

2. **Make all the images 400px wide. The system will scale them automatically.**
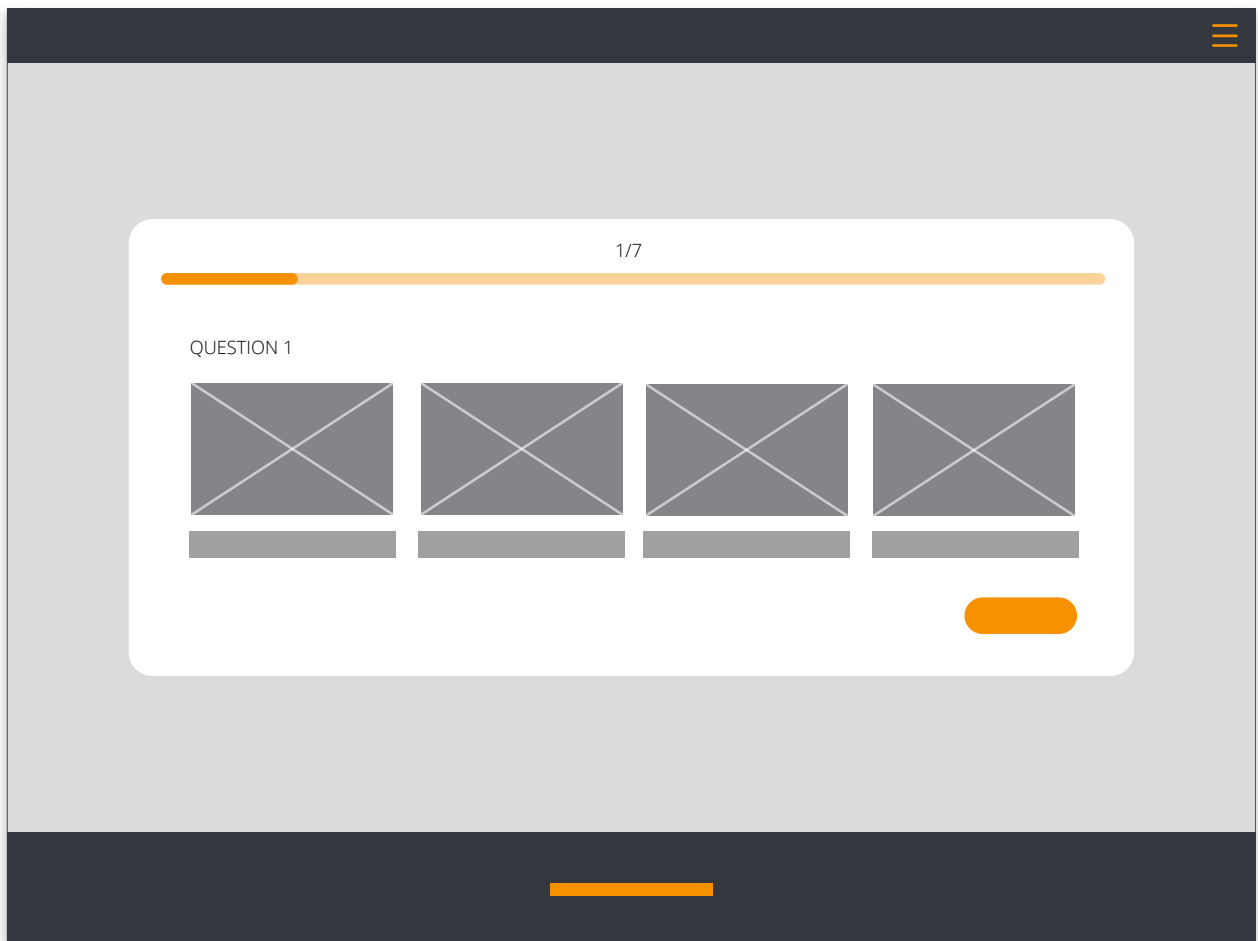
4.1 Build your team

Team's image: max widht 200px

Background image: 800x1200px

Players' images: 240x288px

Players' positions background image: 240x288px

200px wide

1200px wide / 800px high

240px wide / 288px high

240px wide / 288px high

YOUR TEAM

Goalkeeper

Defenders
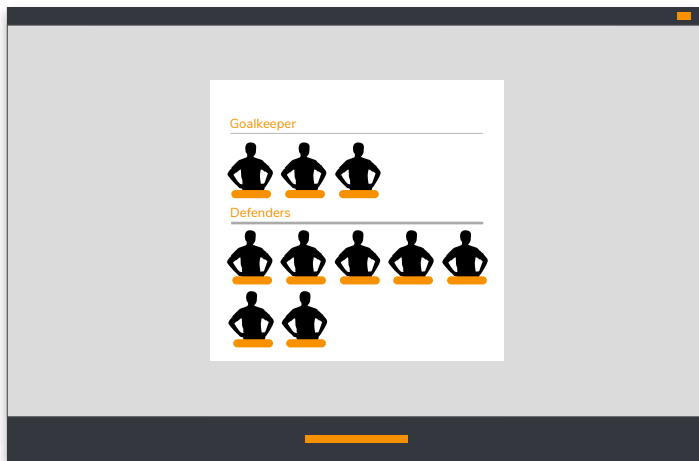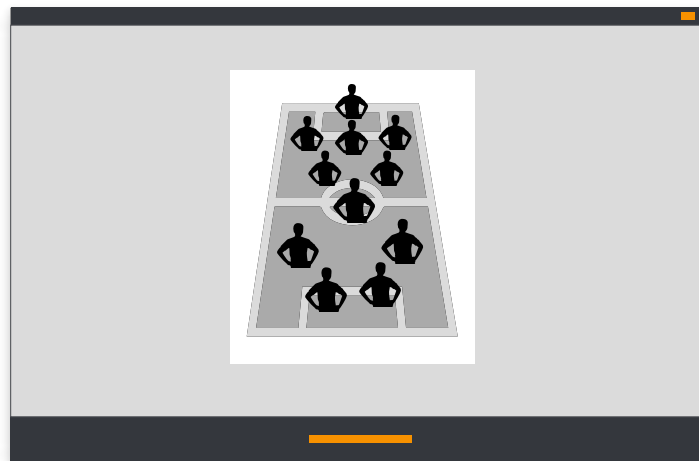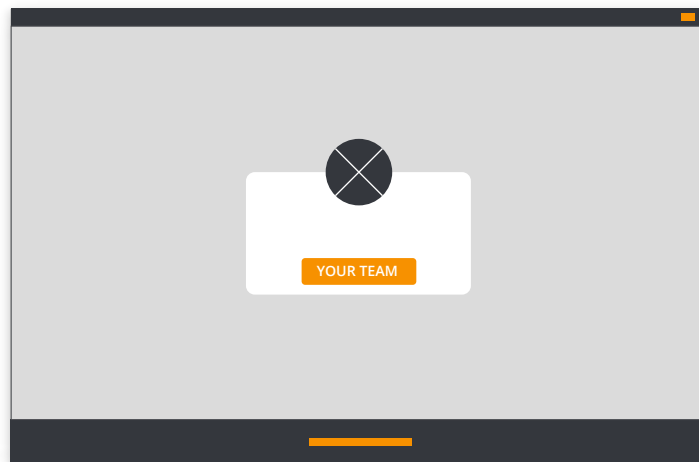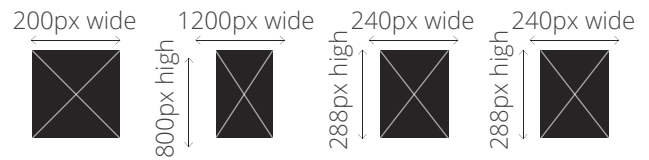
5

GAMES IMAGES

5.1 Puzzle

Puzzle image: 800x800px
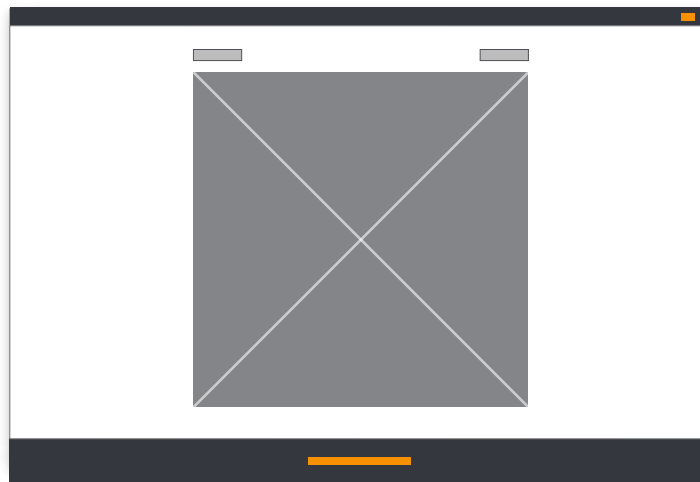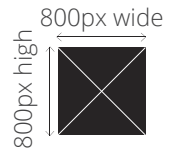
5.2 Memory

Card images: 250x250px
Background: 250x250px
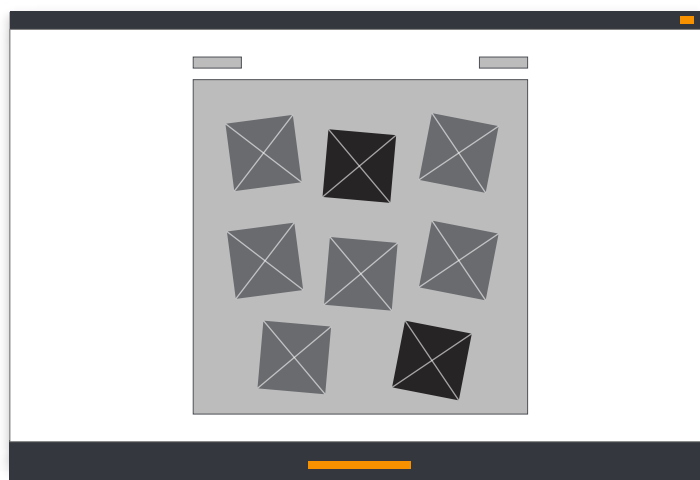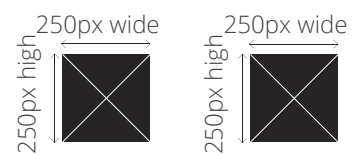
5.3 Match It

Card images: 250x250px
Background: 800x800px
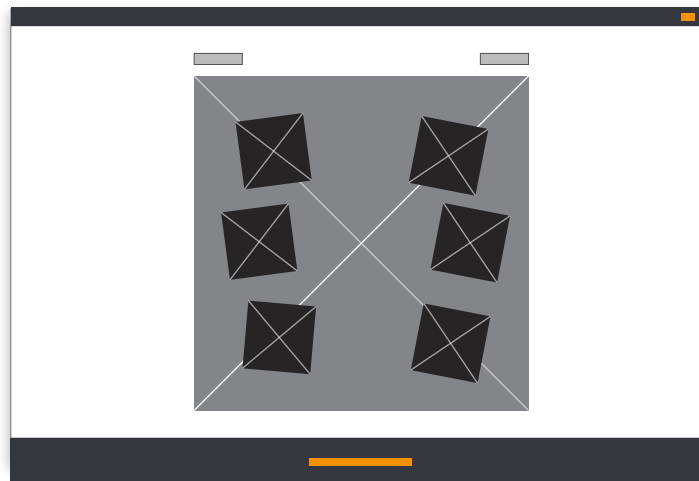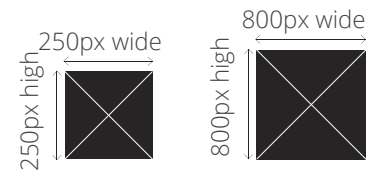
5.4 Hidden objects

Game image: 800x800px
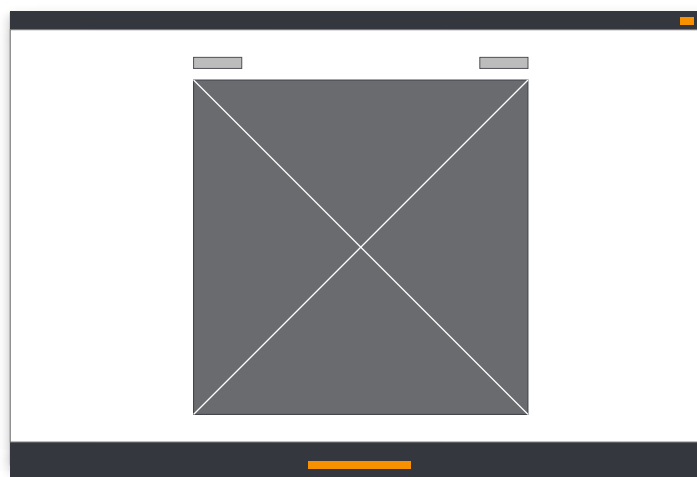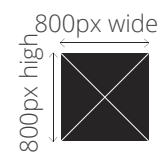
5.5 Minesweeper

Mine icon: 250x250px
Flag icon: 250x250px
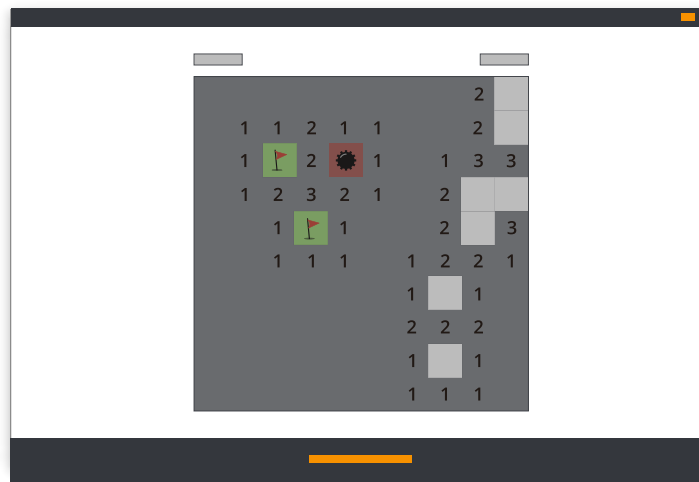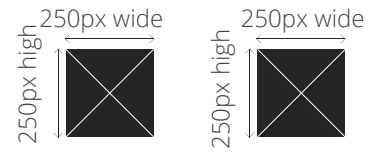
5.6 Slide & Match

Icon image: 100x100px
(Up to 5 different icons)
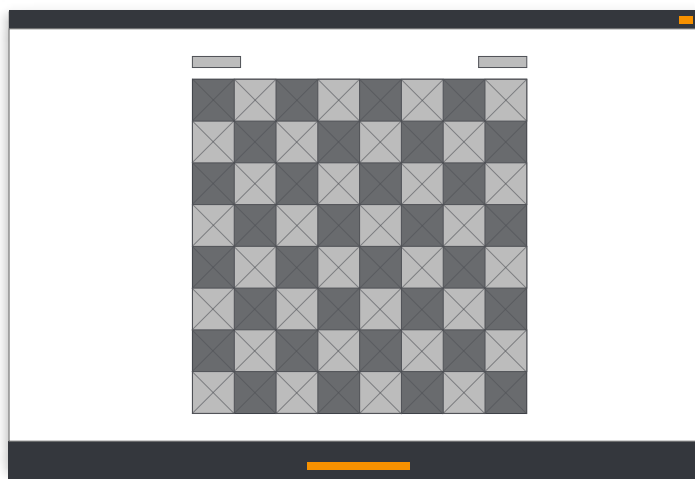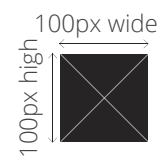
5.7 Word Shuffle

Clue image: 800x400px
Background image: 800x800px
Instructions image: max width 1000px
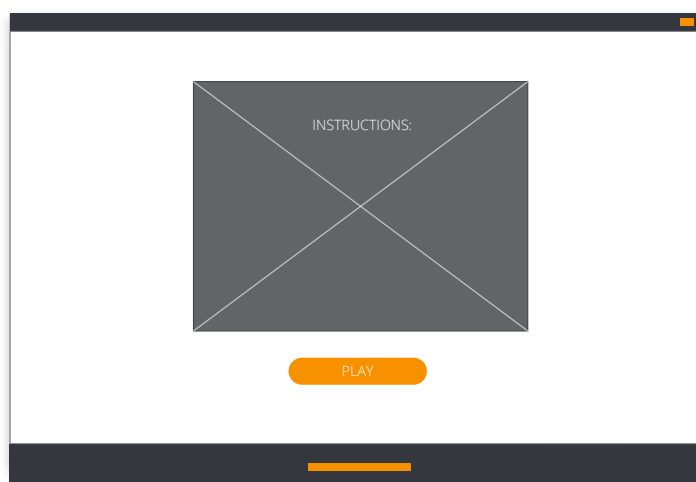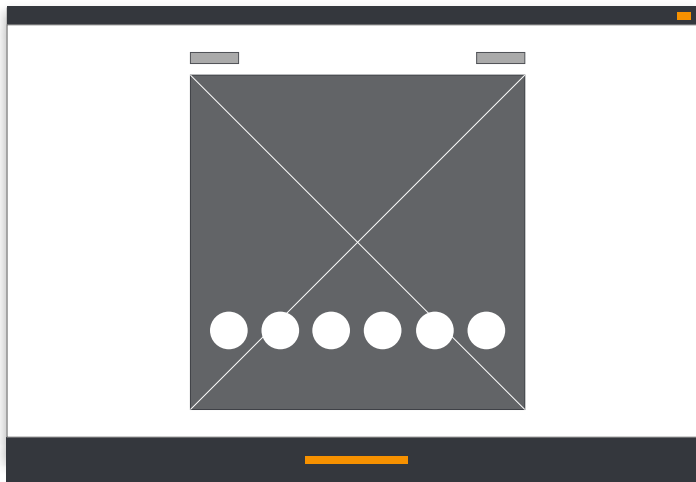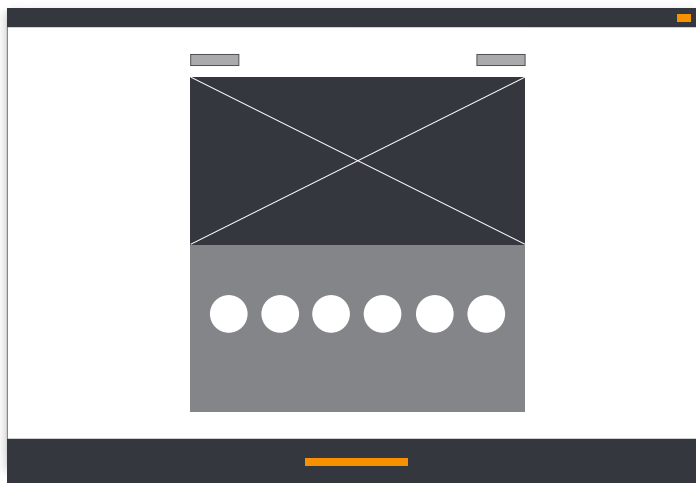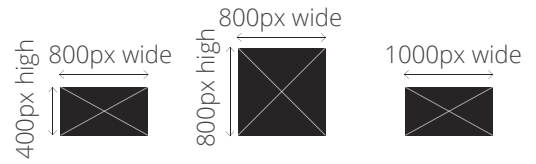
5.8 Other Game images

Instructions image: 800x800px

INSTRUCTIONS:

START GAME
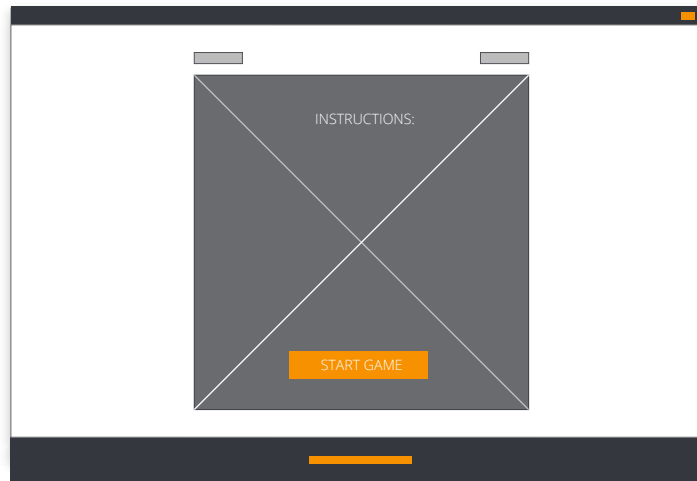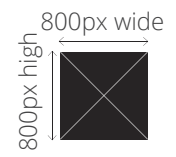
6

PHOTOFUN AND SCENES IMAGES

6.1 Customized frames

Recommendations:

Image format: .Png with transparency format.
The file name will be displayed as the frame's public name.
Frame size:

A) Square (800x800px)

B) Post (1200x630px)

C) Stories (1127x2008px)

800px wide
800px high

1200px wide
630px high

1127px wide
2008px high

A)

B)

C)
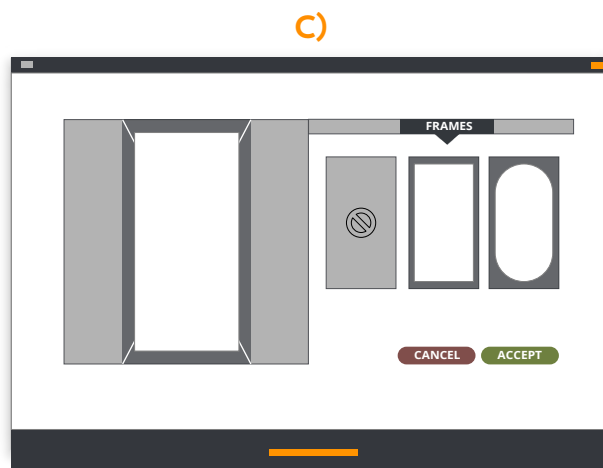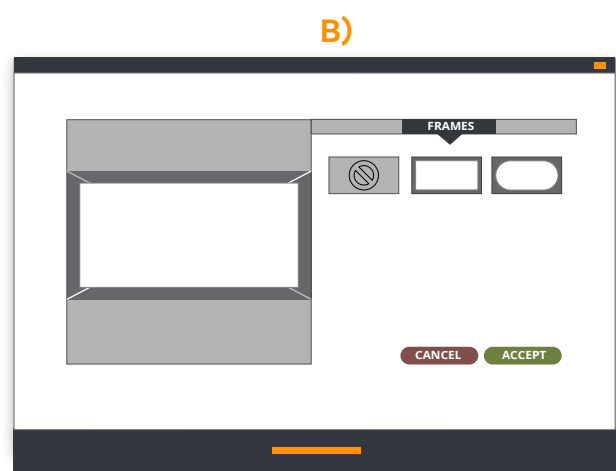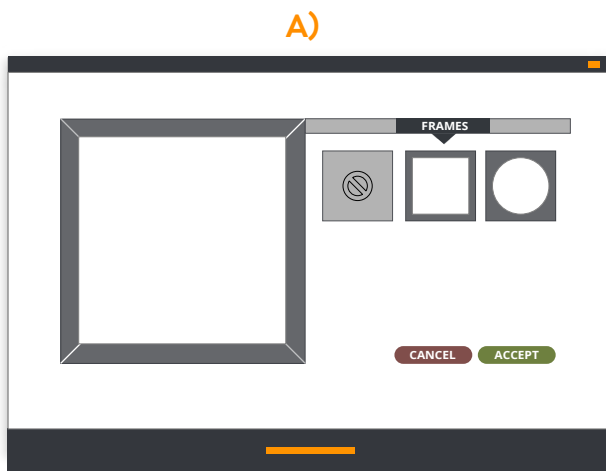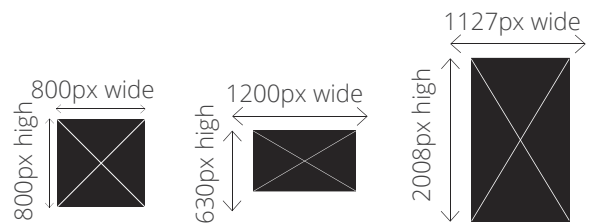
6.2 Customized Stickers

Recommendations:

Image format: .Png with transparency format.
The file name will be displayed as the sticker's public name.
Sticker size: 450x450px

450px wide
450px high
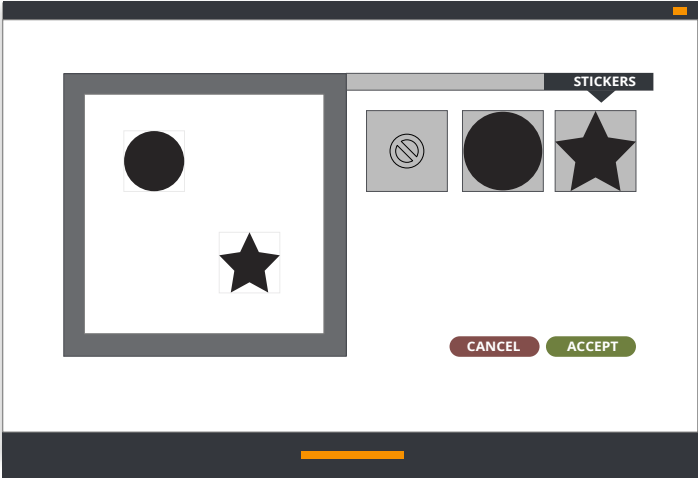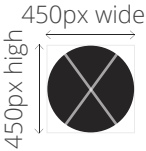
7

IMAGES FOR INSTANT PRIZES

### 7.1 Spin the Wheel

Background images: 1600x1200px

Logo: 300x300px in .png format (circle).

Segment image: The size depends on the number of segments on the wheel. A PNG template is provided in the Editor that can be used as a guide.

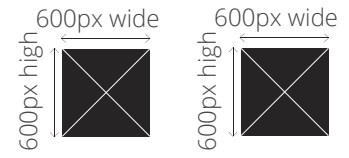**Final image when winning the prize:** The image will appear inside the spinner.

300px wide — 300px high

1600px wide — 1200px high

600px wide — 600px high
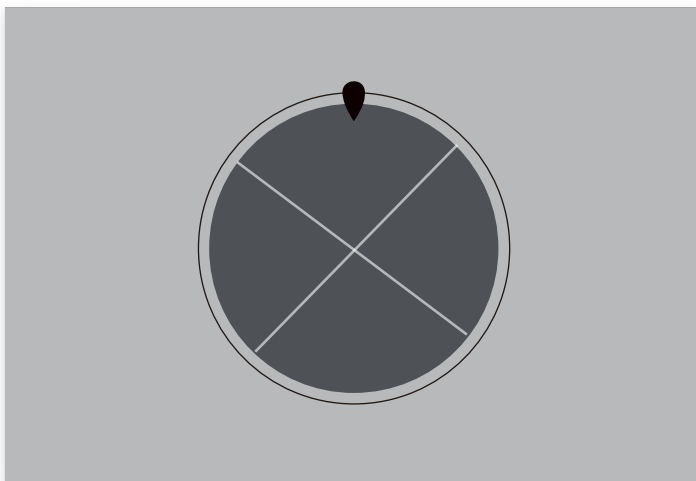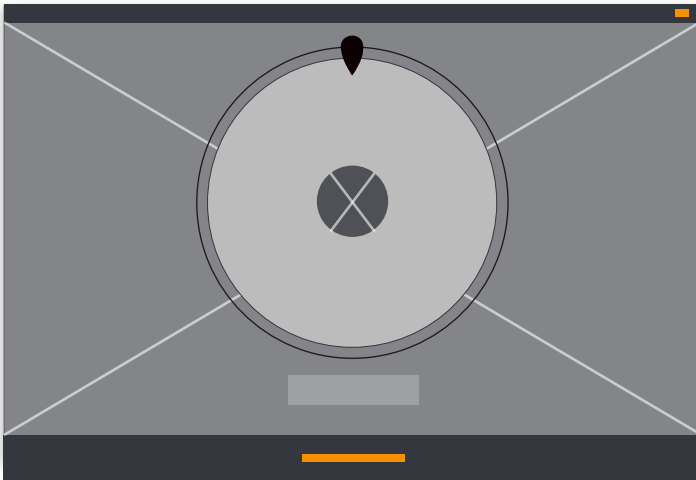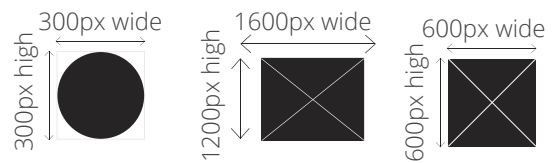
Example of final image
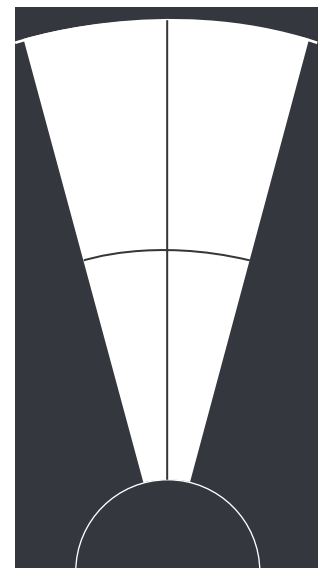
Example of template to design the segment image.

7.2 Scratch & Win

Image screen 1: 600x600px
Image screen 2: 600x600px

600px wide 600px high

600px wide 600px high
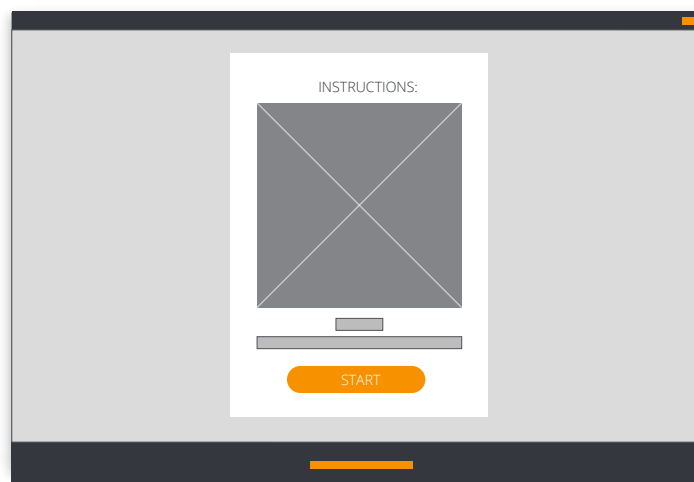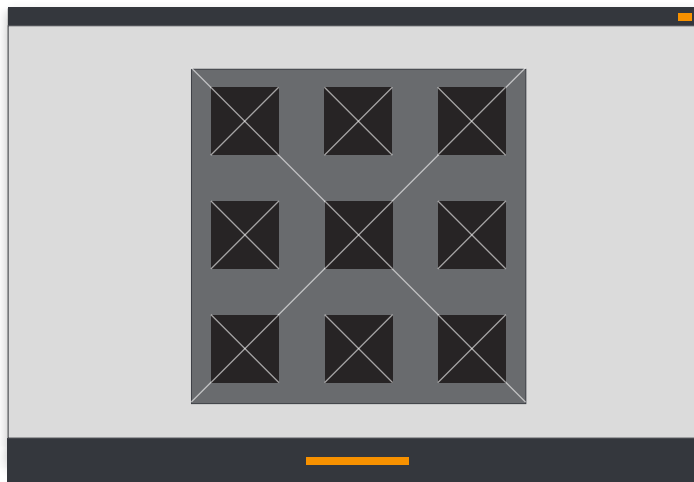

IMAGE SCREEN
1

IMAGE SCREEN
2

PRIZE
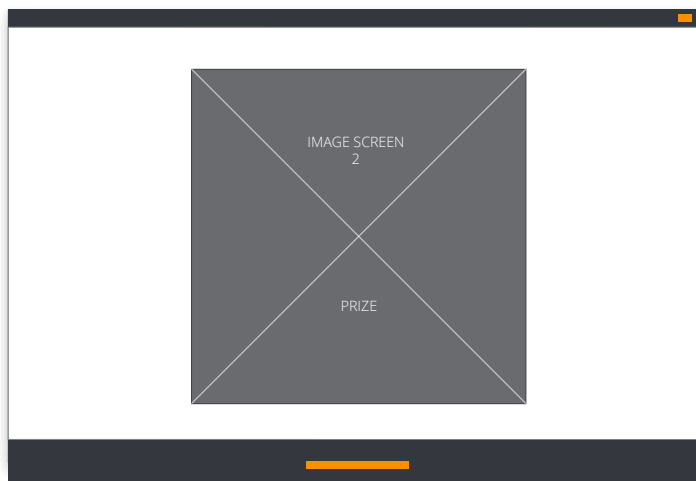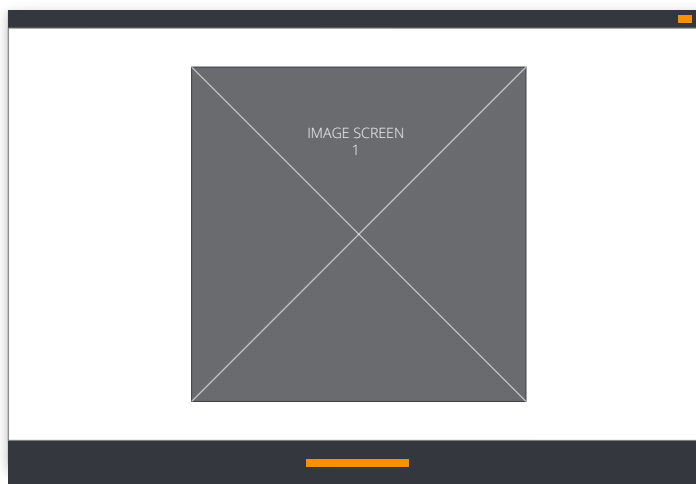
7.3 Reveal & Win

Item images: 120x120px
Background images: 600x600px
Instructions image: max. width 400px

120px wide
120px high

600px wide
600px high

400px wide
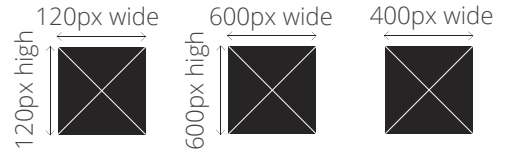
7.4 Instant Win / Distribute Coupon Codes / Check-in

Recommendations:

Image format: .Png with transparency format, video or GIF (just like the container header image on the other pages of the promotion).

Size: 200 x 200px.
The image will be displayed in its original size up to a maximum width of 810px. Bigger images will be scaled automatically to a width of 810px.
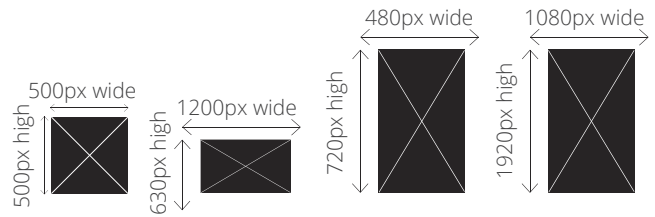
200px high   200px wide
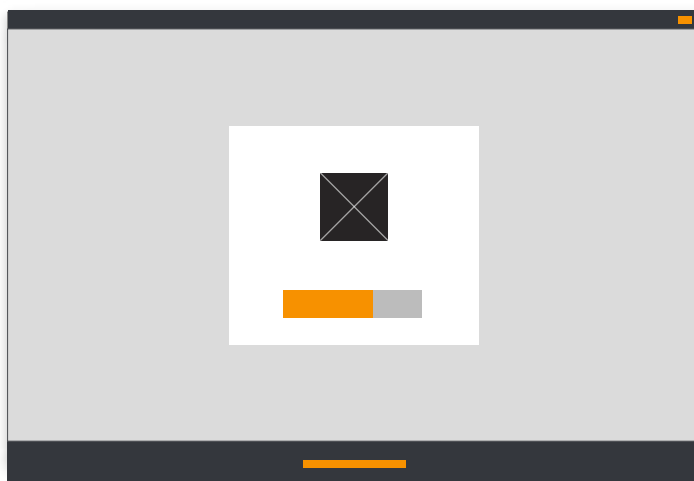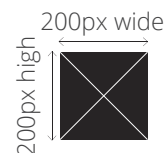
8

MULTI-STAGE PROMOTIONS IMAGES

Logo: 200x200px

Stage image
The specifications of the image will depend on the proportion selected:
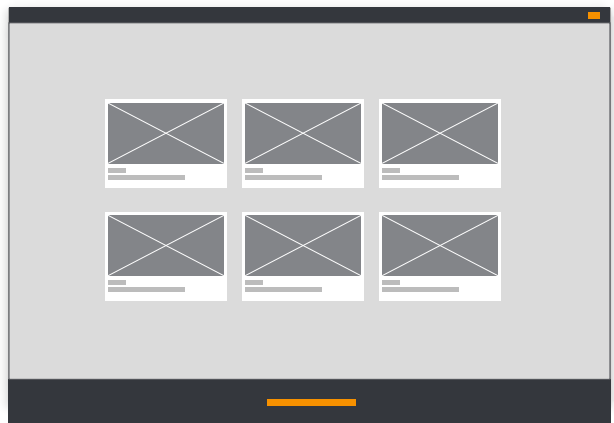
A) Square (500x500px)

B) Lanscape (1200x630px)

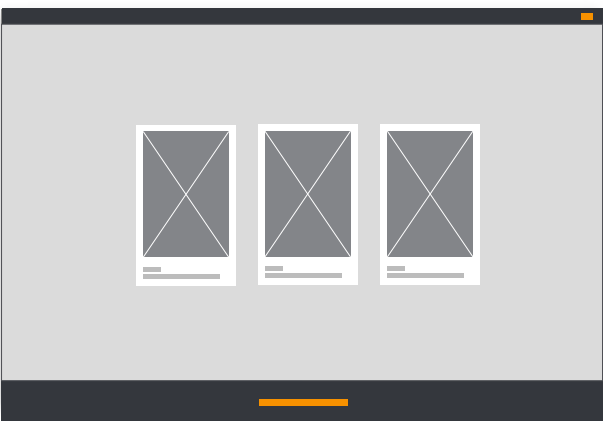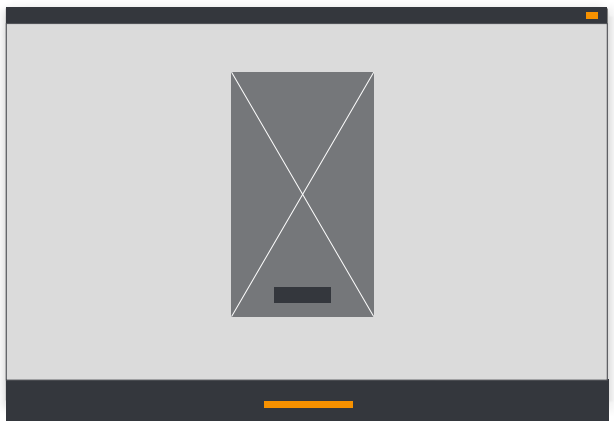C) Portrait (480x720px)

D) Descriptive content (1080x1920px)

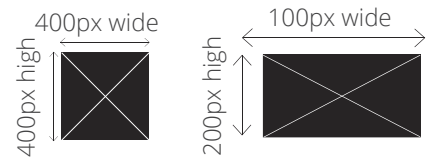

A)
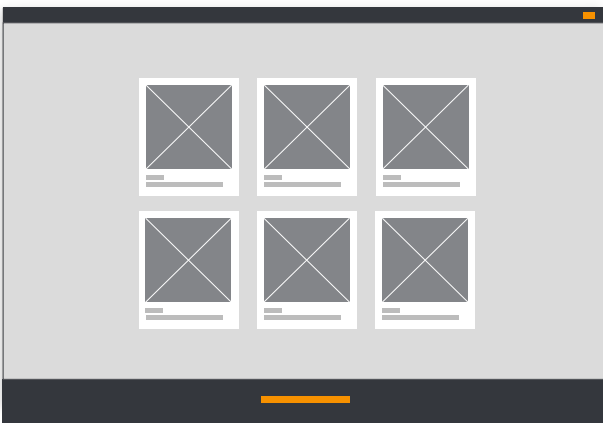
B)

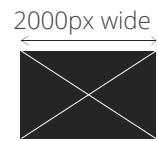
C)

D)

9

IMAGES FOR TOURNAMENT BRACKET

Candidates image:

Candidate image with text: 400x400px
Candidate image without text: 200x100px

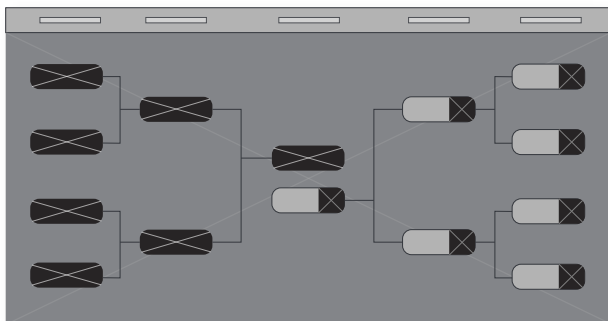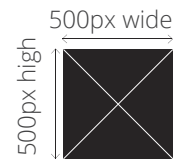400px wide
400px high

100px wide
200px high

Brackets background image:
2000px width, variable height depending on the design
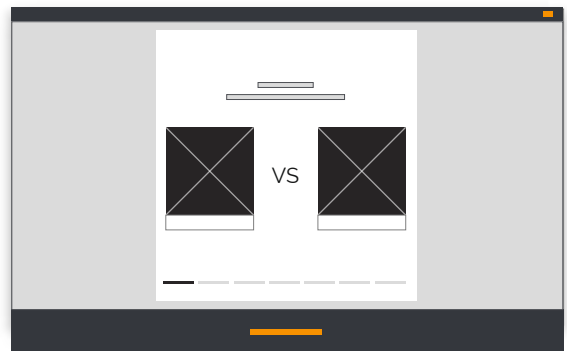of the Tournament (specified in the Editor itself depending on each case).

2000px wide

Stage image (displayed on voting page):
500×500px
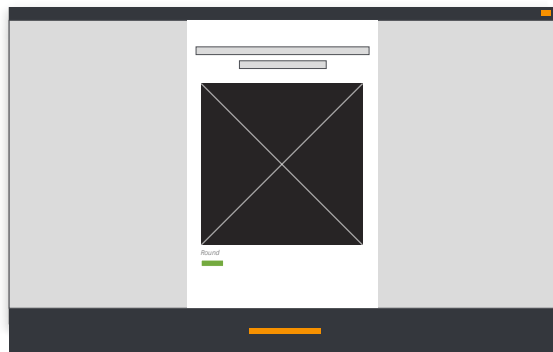
500px wide
500px high

Candidates image (200x100px or 400x400px)
+ Brackets background image.

Candidates images displayed
on voting page.

Satge image (500x500px).

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