Design Set-up Process Service Level Agreement

Overview:

CrowdComms offers an included standard design service to help ensure that your platform looks great and is visually continuous with the theme of your event or brand.

The CrowdComms platform allows you to choose from one of our user-friendly, tried, and tested homepage designs. Simply follow the below steps, provide us with the required assets and we will apply the initial branding and completed homepage to your platform within five (5) working days.

If you require something other than the available page builder templates, you have the option to create a custom design yourself and provide CrowdComms with the vector assets to implement. If you have an idea of what you want the homepage to be but do not have a designer, our design team can also help with this. This custom design is an additional service, so please contact your Account Manager to discuss options and associated pricing.

Please note: CrowdComms offer a limited design service to take your assets and apply these to the platform. CrowdComms are not a design agency and assets will be applied as received. Once your design is in place, you will have the opportunity to review and request one (1) round of changes within the design service included. Additional rounds of changes will be charged at £100 per request or £100 per hour providing you are able to communicate all changes at the same time.

1. Homepage

Most platforms look best with a homepage to welcome visitors, highlight the platform features, and showcase the brand.

Use this link to browse through our available templates: View our templates or create a page builder module within your app and pick the template you would like to use from there.

Once you have chosen the template please supply the relevant images for the template, the asset guide is here: Sizing Guide.pdf

These can include:

Platform Logo

• This has no set dimensions because all logos are different shapes, but we recommend that it's at least 600px in width and is supplied as a transparent .png file that will be visible over the page's background.

• If you are unsure about this, please provide us with a vector file of the logo (.ai .svg .eps) and we will do the rest.

Homepage Background

• If you would like your homepage to have a background that is different from the rest of your platform, please supply a background image at 1920 x 1080 px (.png .jpg) We recommend that this is a file size of under 1MB.

• We recommend that your background image doesn't contain any text, logos, or elements that need to be shown in full. As this is a background image, other elements will sit in front of it and it will be cropped at different screen sizes. We also suggest using a background that will sit nicely behind your homepage logo and text, often a busy background can make the homepage text illegible.

• If you are unsure about this, please provide us with the image at the highest resolution you have, and we will size it and adjust it for you.

• If you would like this to just be a solid colour or gradient, we can also do this for you. Please send us the Hex code or RGB colour in this instance.

Widget Images

• If your template has widget which use images, please supply these. The recommended size is for widget image are different for each template, and you can find these recommendations in the page builder module, by opening the page editor. We recommend that this is a file size of under 1MB.

• We recommend that your background image doesn't contain any text, logos or elements which need to be shown in full. As this is a background image for the widget, other elements will sit in front of it and it will be cropped at different screensizes.

• If you are unsure about this, please provide us with the image at the highest resolution you have, and we will size it.

Video

• If your chosen homepage template includes a video please upload this to your app's video library, found under Libraries > Videos.

2. Platform Branding

We also theme the rest of the platform to ensure that every page is visually continuous with your homepage and event.

Visual/Brand Guidlines

• Please send us a copy of your brand guidelines for the theme you would your platform to match. Sometimes these are not the company guidelines but may be specific to the event.

• These should contain guidance on Logos, Colours, fonts, and general visual style.

Platform Background

• This appears behind all pages of your platform. This can be a solid colour, image or gradient.

• If you would like to use an image please supply a background image at 1920 x 1080 px (.png .jpg) we recommend that this is a file size of under 1MB

• We recommend that your background image doesn't contain any text, logos or elements which need to be shown in full. As this is a background image, other elements will sit in front of it and it will be cropped at different screen sizes.

• If you are unsure about this, please provide us with the image at the highest resolution you have, and we will size it and adjust it for you.

• If you would like this to just be a solid colour or gradient, we can also do this for you. Please send us the Hex code or RGB colour in this instance.

Font Files

• If the fonts you wish to use are available on Google Fonts, Adobe Fonts or is a Websafe font. We can use them without any additional files.

• If your font is not on any of the above however and you own a licence for it, we can add it to the platform, please supply your font files as either .ttf, .otf, .woff or .woff2 file. Please supply files for each weight and style you would like to use. Multiple font families can be added.

Revision #11
Created 30 June 2022 10:22:19
Updated 20 March 2024 11:14:04 by Kim Proctor