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PROGRAM DESIGN SPEC S

DESIGN CHECKLIST

- ☐ Large Header
- ☐ Medium Header
- ☐ Small Header
- ☐ Email Banner
- ☐ Default Post Image
- ☐ Prize Images
- ☐ Hex Colors
- ☐ Logo

Sign Up Page

This is what your Superfans will see first! The Sign Up Page is an opportunity for you to reel in your Superfan and capture their attention. It's a place to share the perks of joining your program, what they can get and an easy call-to-action for sign up!

1320 px

200 px

400 px

A LARGE HEADER
1320 x 200
Your header image represents your brand and stays at the top of your page throughout the program.

Choose a hex highlight color that will tie your program together nicely.

B CUSTOM BLOCKS
Blocks can be 1 or 2 wide in Desktop view & will stack with responsive design. These are best utilized to showcase prizes or program info.

1 - 285 x 400px
2 - 600 x 400px

(350px tall with headers)

*Program blocks like Facebook likes, Pic Share and Leaderboard, (plus much more!) are conveniently pre-populated for you in the app factory

Aa When you create your program you can choose from the following fonts to customize your page!

Raleway
Open Sans Condensed
Open Sans
Montserrat
Roboto Slab
Arial
Georgia
Lato
Oswald
Playfair Display
Oxygen

Art Files (for our designers to pull from)
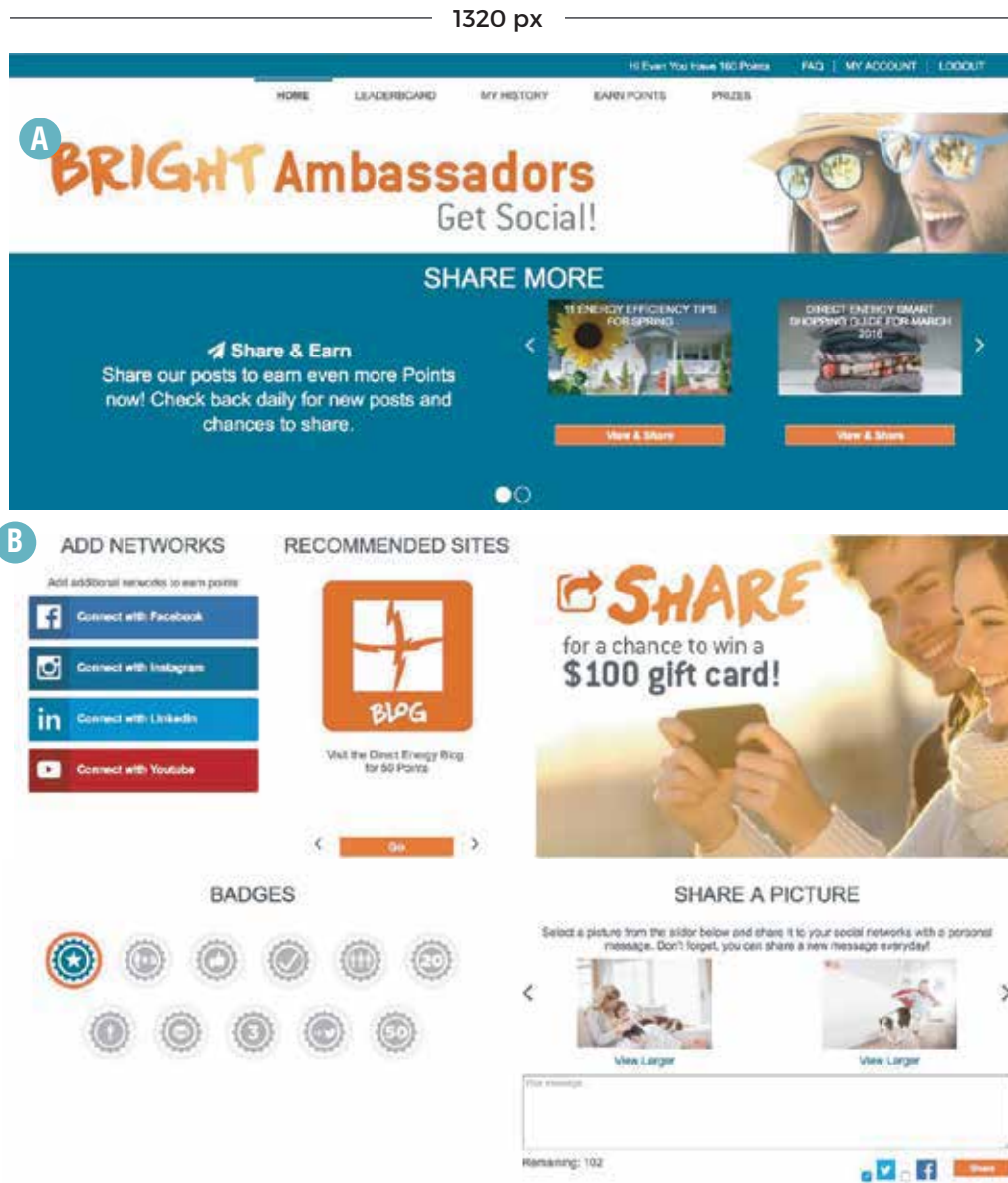72 dpi — PNGs, JPGs, Illustrator files, Photoshop files, PDF & .eps

Final Art Files (files used to build the program)
72 dpi — PNGs and JPGs only!

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Logged In Superfan Page

Once you've recruited SuperFans, they will log in to see the how to earn more, how to win, and other elements of your program! This is where the Superfan magic happens

1320 px

200 px

A LARGE HEADER IMAGE
1320 x 200

Your header image
represents your brand

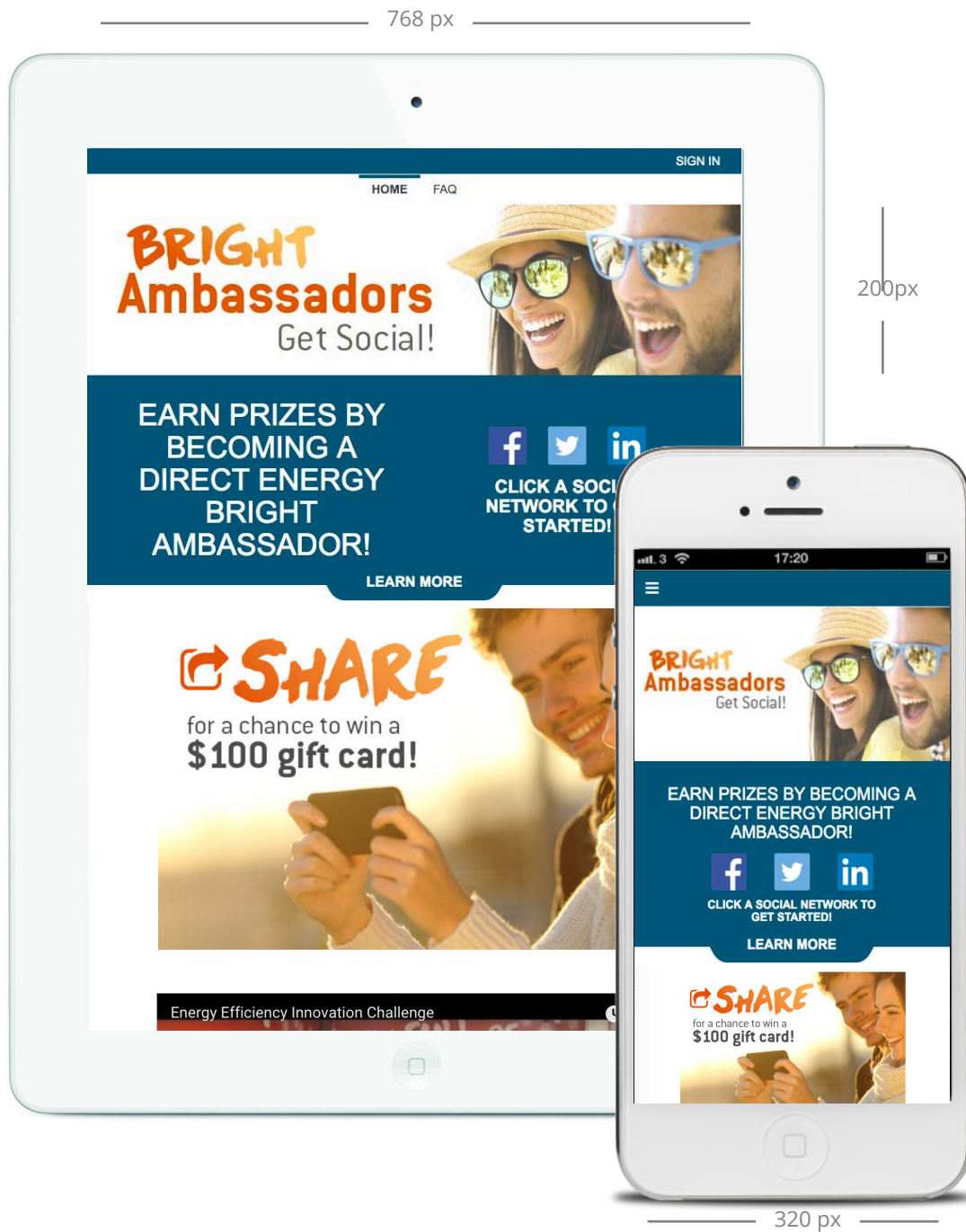Choose a hex color that
will tie your program
together nicely

B PROGRAM BLOCKS

Blocks can be 1, 2 or 4
columns wide in Desktop
view & will stack with
responsive design

1 - 285 x 400px
2 - 600 x 400px

*Program blocks like
Facebook likes, Pic Share and
Leaderboard, (plus much
more!) are conveniently pre-
populated for you in the app
factory

PROGRAM DESIGN SPECS

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Responsive SuperFan Page Design

For your SuperFans on the go! They can conveniently sign up and log in from any device to keep up with your program, check their stats and share.

768 px

200px

150 px

320 px

C Blocks can be 1 or 2 wide blocks and adjust from the custom blocks in Desktop

PROGRAM HEADER
Medium - 768 x 200px
Small - 320 x 150px

Choose a hex highlight color that will tie your program together nicely

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Supplemental Design

Your new Superfan will start to share and receive news from you! This will come in the form of emails and shared posts. Use it for spreading the word, recruitment and to keep your ambassadors engaged!

600 px

115 px

D EMAIL BANNER
600 x 115

Your email header is at the top of all of your emails. This includes Ad hoc, Welcome, and Post emails.

E DEFAULT POST IMAGE
1200 x 630

This image acts as a cover photo for your program. It shows up alongside recruitment links posted by your ambassadors, as well as any time you create a post that lacks an image. However, you are able to upload your own 1200 x 630px image for any post as well.

F EMAIL FOOTER
600 x 250

Optional. Your email footer is space for you to incorporate additional designs like ads and announcements. We suggest 250px tall for aesthetics but it doesn't have a set height max.

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