Graphics Guide

Mobile Event App

Design your event app according to your individual wishes. Adapt the app to your corporate design and use the company colors to ensure a consistent visual appearance and to get an app that suits you!

This guide shows you which design possibilities are offered to you. You will also receive all useful information for the selection of graphics that you can use in your event app to optimally represent your company.

Graphics Guide

Table of Content

Startscreen, Overlaying Logo, App Icon

1. Startscreen

Choose a meaningful and inviting start image. Users will see this first when opening the app. A full-surface key visual with a low text content is the best choice here.

Dimensions: 1600 x 3400 px (trim at top or lower)
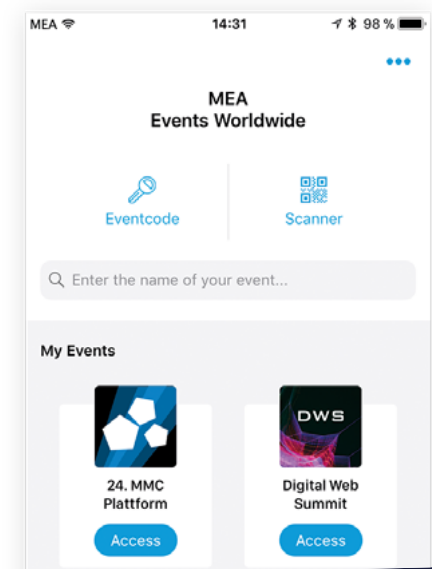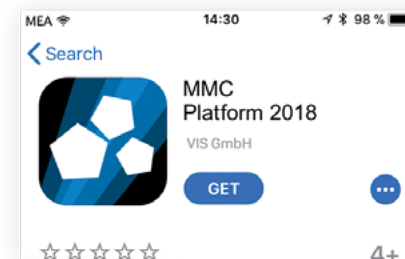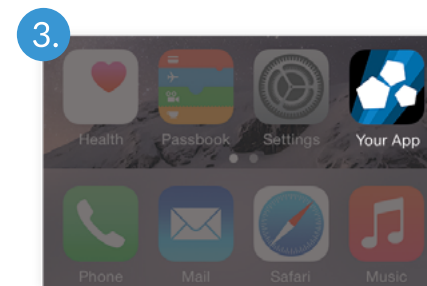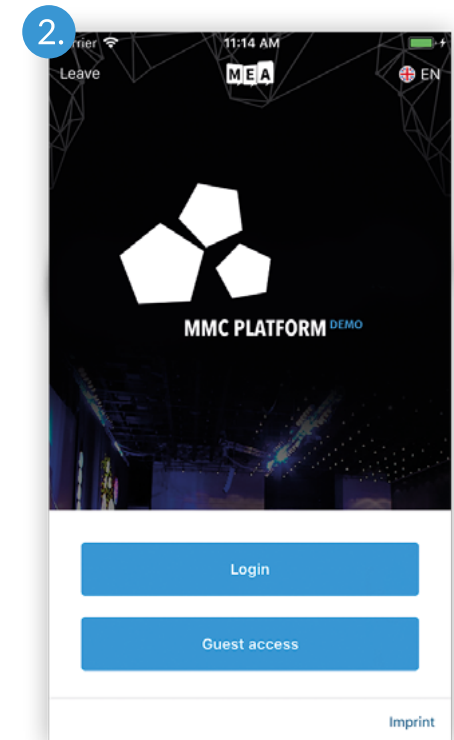1707 x 2560 px (lateral cutting)

2. Overlaying Logo

If desired, your logo can be displayed over a large area at the start of the login process. This gives you the opportunity to present yourself to the user again as the organizer.

Dimensions: 1600px width, png-format

3. App Icon

Choose a memorable and easily identifiable design for the app icon. For the sake of readability, avoid too much text and use e.g. a matching logo. This ensures that users can easily recognize and find your app.

Dimensions: 1600 x 1600px, jpg-format, without rounded corners

Convention Cover & Dashboard Header

1. Convention Cover

The convention cover appears as a header in the app menu and in the event list. Your key visual, for example, can be used for this purpose. This increases the recognition value of your event for the users.
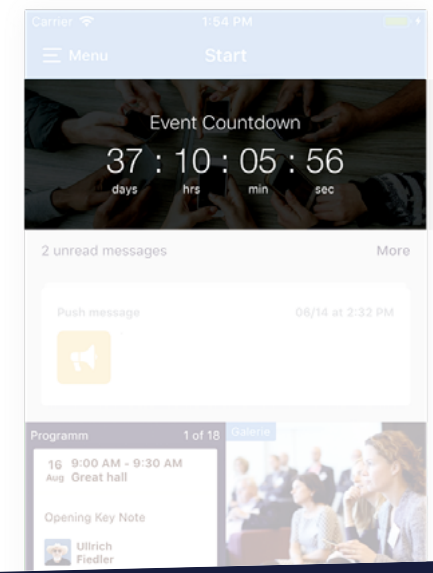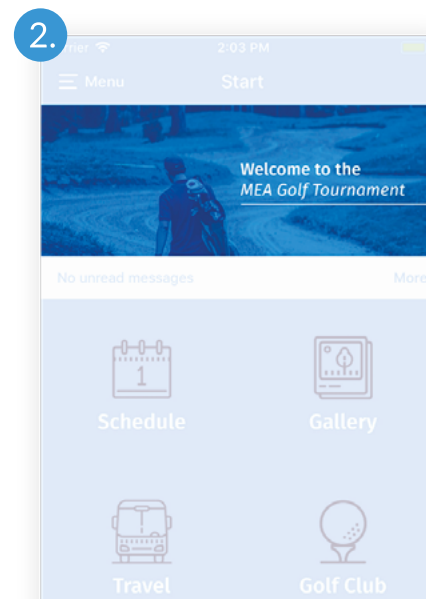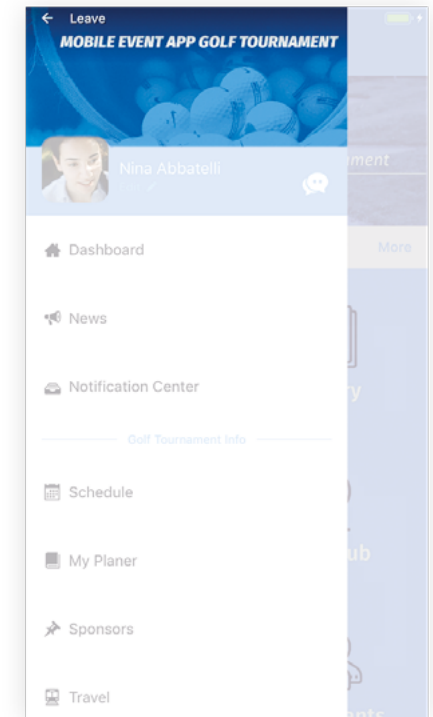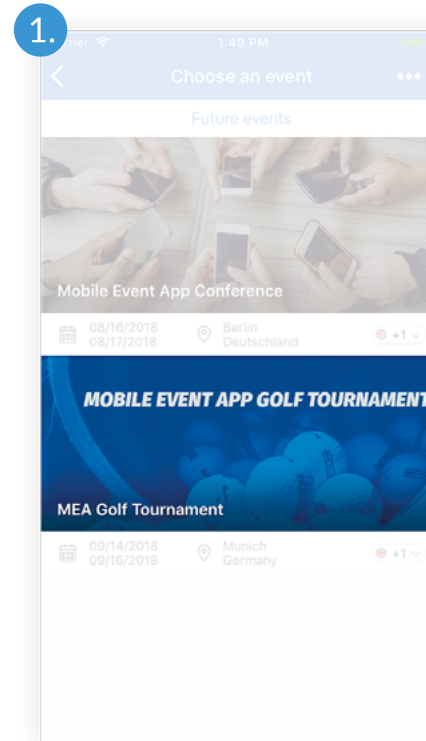
Dimensions: 1242 x 544px, jpg/png-format

2. Dashboard Header

For the header graphic on the dashboard you can either choose one of our sample images or use an individual image, to which you can also add a suitable text, such as the title of the event or a greeting.

You can customize the latter with the help of the individual dashboard header and greet each guest personally with first and/or last name. Before the event there is the possibility to include a countdown for the time until the event.

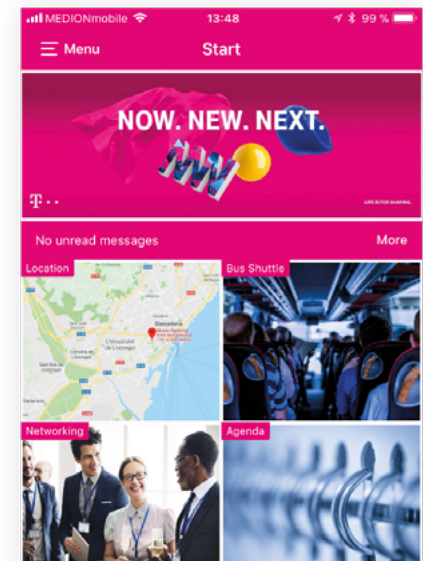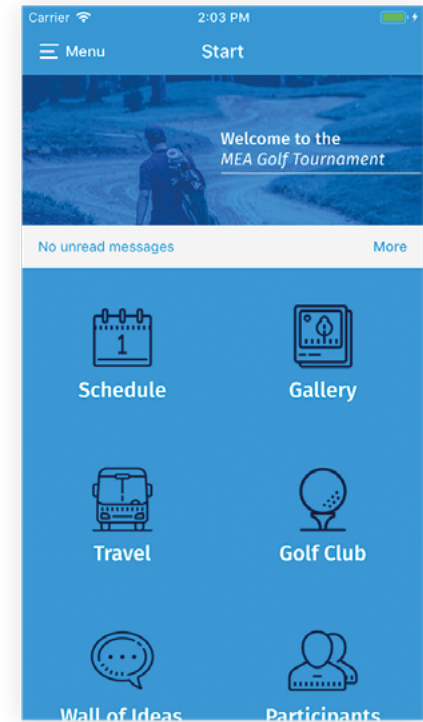**Dimensions:** 2304 x 855px, jpg-format

Custom Tiles on the Dashboard

1. Custom Kacheln

The tiles on the dashboard, which direct to different menu items, can be designed according to your ideas. The tiles are arranged either below each other (2x1 tiles) or next to each other (1x1 tiles).

It is up to you whether you use the given tiles or ask your graphics department to create individual tile graphics.

Dimensions: 2304 x 930px, jpg-format (2x1 tile)
1152 x 930px, jpg-format (1x1 tile)

Picture Gallery & Participants / Pictures of Speakers

1. Picture Gallery
Add the highlights of your event as photos in the gallery and make them accessible to everyone.

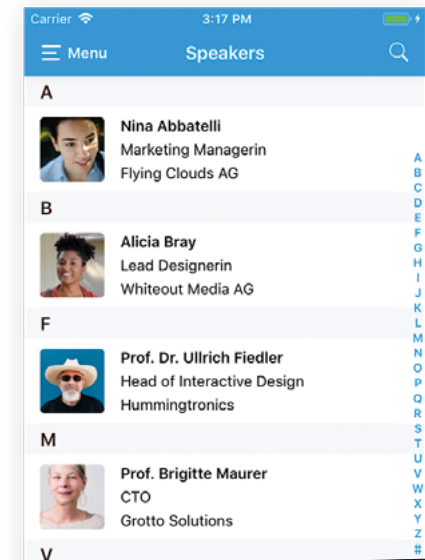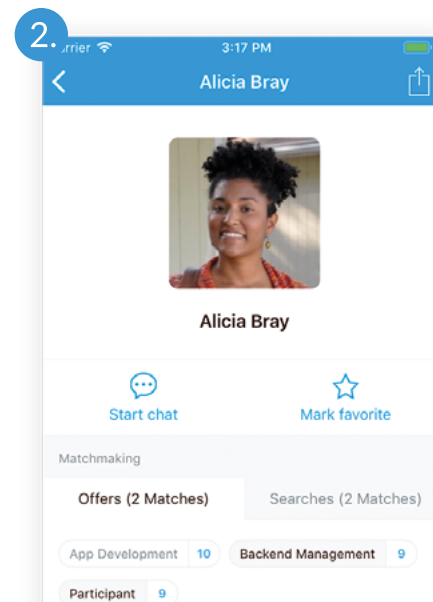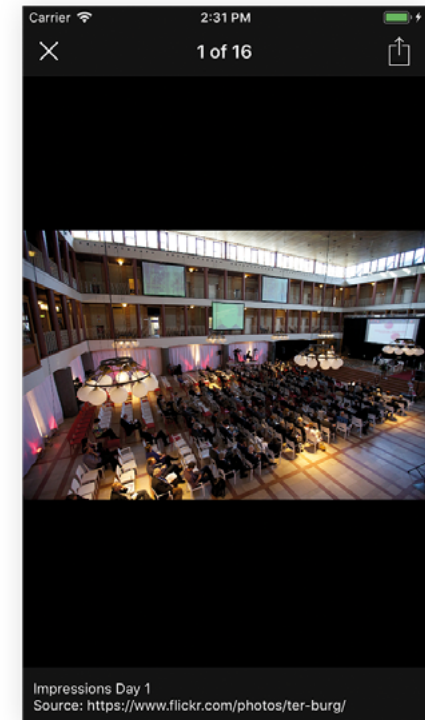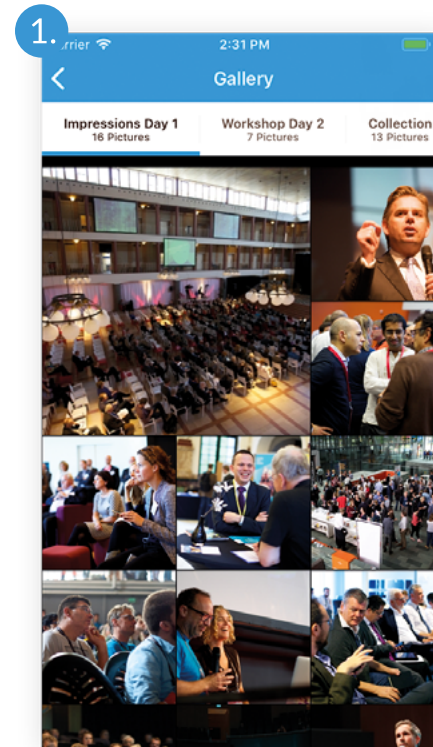**Dimensions:** max. 3000px width, jpg/png-format, max. 10MB per picture

2. Participants/Pictures of speakers
The users of the app can add a profile picture to their participant profile in addition to information about themselves.
This means that they are shown with their photo in the list of participants or speakers and can be identified more quickly by other users.

The pictures of participants and speakers can be stored in advance during the import to ensure a uniform presentation.

Dimensions: 512 x 512px, jpg/png-format, max. 512kb per picture

Sponsors' Logos & Exhibitors' Logos
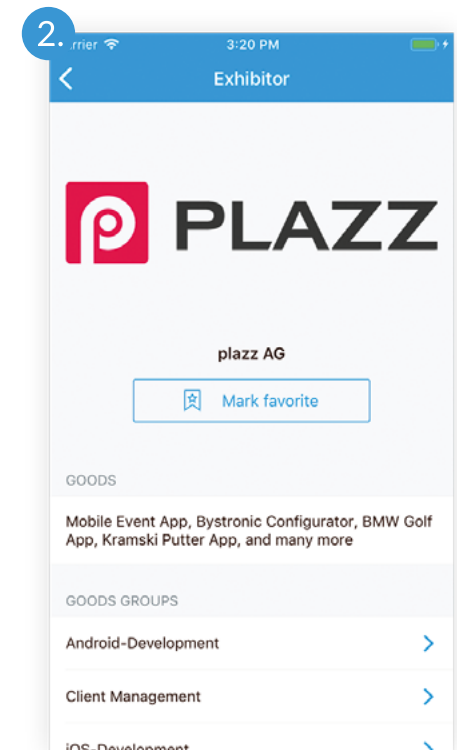
1. Sponsors' Logos
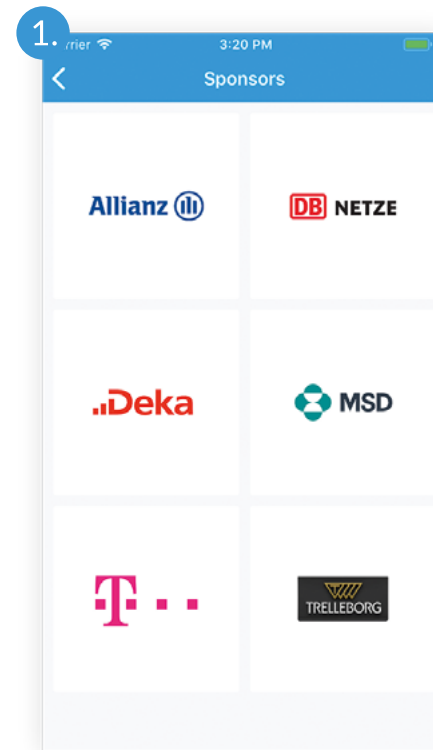Add your sponsors' logos to show who is supporting your event. This is also an ideal opportunity for your partners to present themselves to the participants.

Dimensions: ca. 768 x 768px, jpg/png-format

2. Exhibitors' Logos
The exhibitors' logos will also find a place in the app. This gives app users a good overview of the exhibitors at the event.

Maße: ca. 960 x 540px, jpg/png-Format

Area Map, Pictures on Custom Pages & Weather View

1. Area Map

Area maps make it easier for your participants to find their way around the event location. Upload the necessary maps and provide them with interactive Points of Interest, which are linked on the map and give users information about the location as well as linked agenda items when clicking on them. The horizontal format is best suited for this purpose.

Dimensions: max. 3000 x 3000px, jpg/png-format
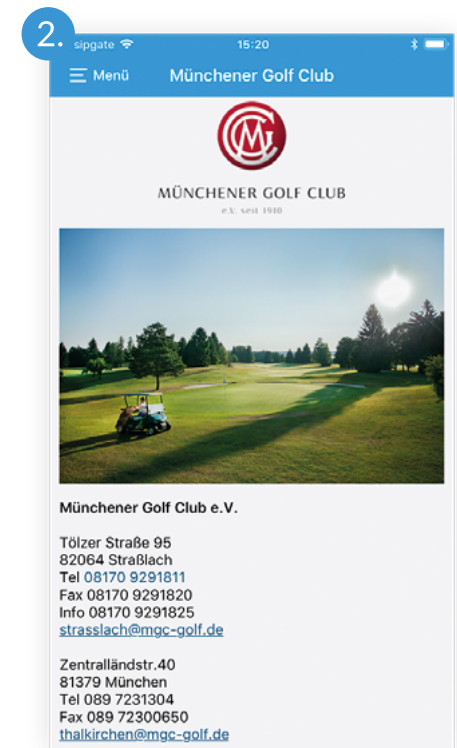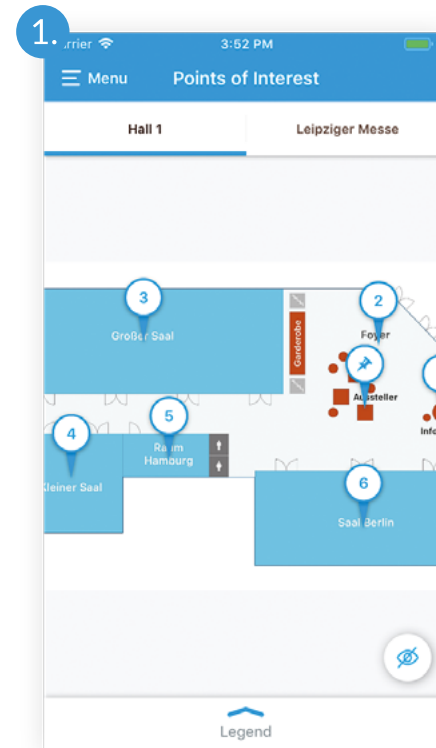
2. Pictures on Custom Pages

You can design custom pages individually: For example, provide maps, information about the event location or other additional information for your participants. Of course, you also have the option of integrating graphics.

Dimensions: max. 2000 x 2000px, jpg-format, maximum 1MB

3. Weather View

Illustrate the weather forecast with a suitable picture of the event location or the surroundings.

Dimensions: 3000 x 1286px, jpg/png-format

PDF Documents & Videos

1. PDF Documents

Use the possibility to store documents like handouts, annual reports, brochures etc. in the app to save printing costs.

Dimensions: pdf-format, maximum 2-3MB

2. Videos

In addition to images and documents, videos can also be stored in the app. Whether tutorials, a corporate video or the highlights of the event – with videos you can make your app even more informative!

Dimensions: mp4-format or Youtube-ID, maximum 10MB