



everydayhero

CAMPAIGN DESIGN GUIDELINES

BANNER

815px wide x 226px high. JPEG or PNG file format.

MENU LINKS

Links to additional pages of your microsite or external links such as charity/event websites.

ADDITIONAL IMAGES

Include up to 5 additional images to scroll through as a slideshow on the microsite homepage.

PRIMARY CONTENT COPY

Ensure the copy in this section is engaging by using bullet points and typography such as bold and italics to emphasise key points to the reader.

BASEPLATE

815px wide x 100px high. JPEG or PNG format.

CUSTOM BUTTONS

235px wide x 50px high. JPEG or PNG file format.

YOUTUBE VIDEO

Insert YouTube Video URL

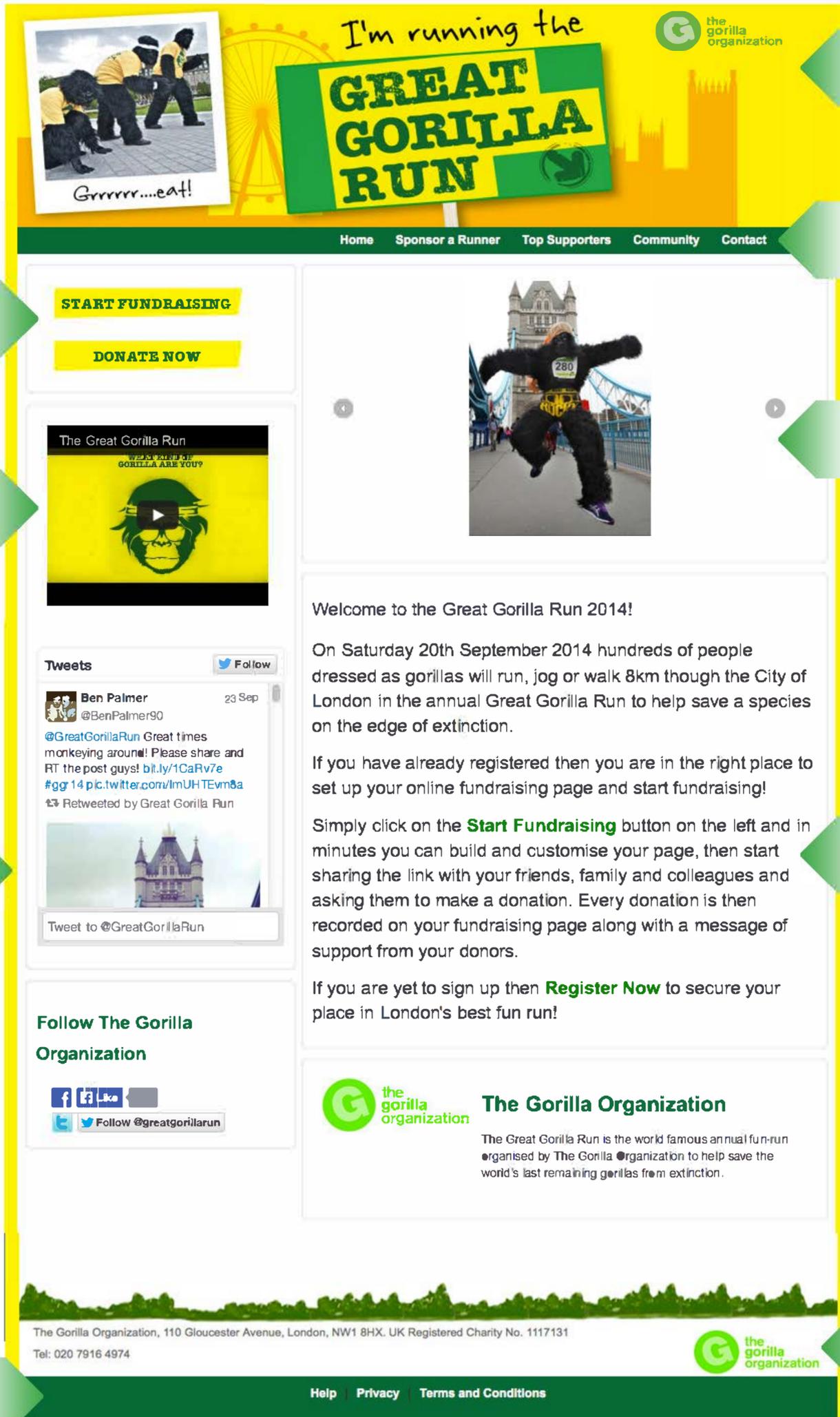
BACKGROUND IMAGE

Image to sit behind microsite that is centered and top-aligned.

Recommended width is 1680px and 2000px

COLOUR SCHEME

Choose from over 270 template options or choose your own using Hexadecimal codes to customise the campaign to match charity/event branding.





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SUPPORTER PAGE GUIDELINES

NAV BAR

Positioned at the top of the screen and contains the 'Campaign Name' that is set in Campaign Details in everydayhero.

SUPPORTER PHOTO

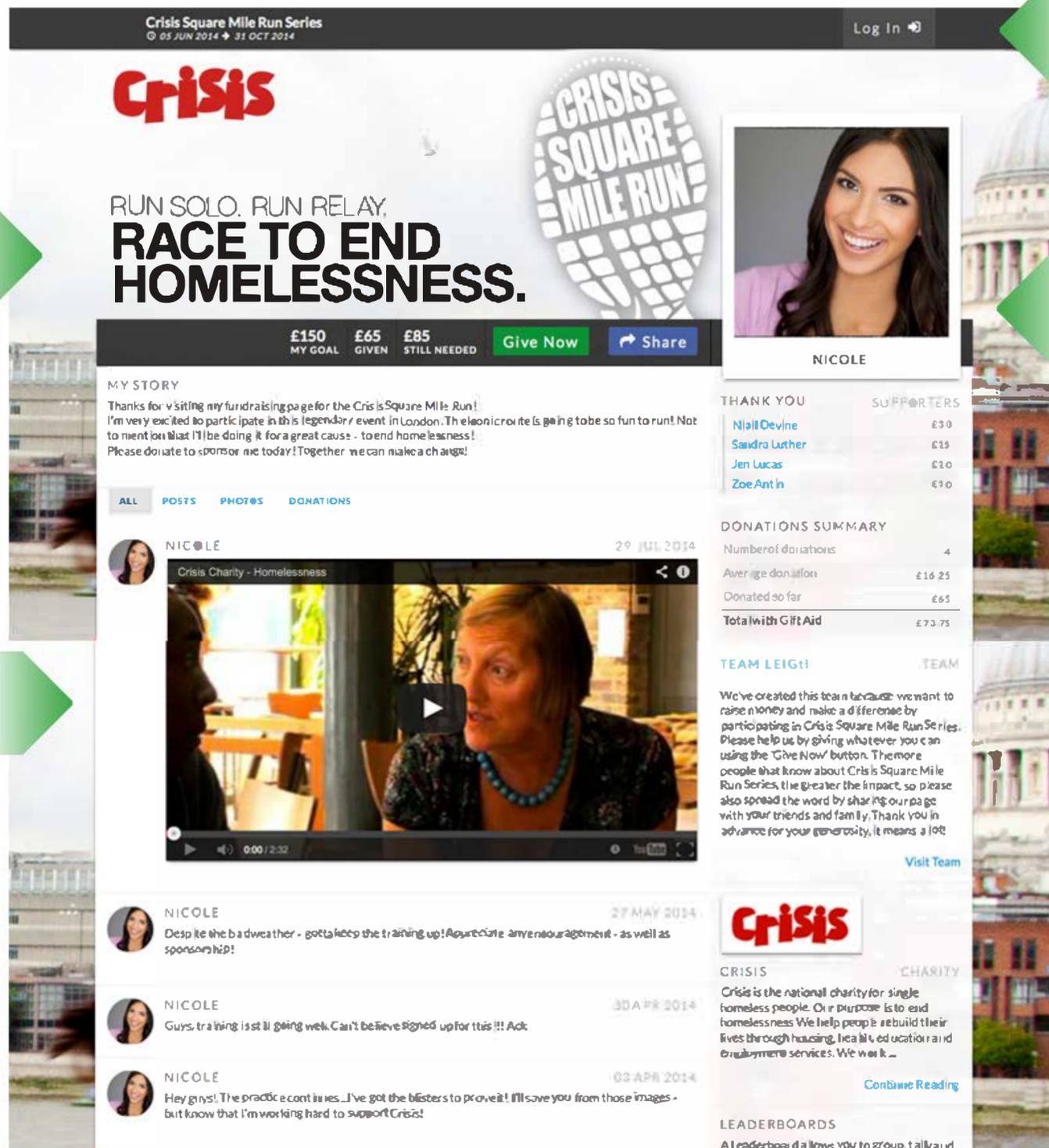
Profile picture in fixed position.

271px wide x 180px high with 20 px to the right.

Please consider this when designing a banner image and positioning logos/imagery.

BANNER

940px wide x 290px high
JPEG or PNG file formats, can be transparent.



BACKGROUND IMAGE

The inclusion of a background is not compulsory but will enhance the look and feel of the page if included.

If a background image is not uploaded the primary colour set for the campaign microsite within everydayhero will carry across.

Note: The file size for the background image should not exceed 300kb.

Recommended background image size
1680px wide x 2000px high