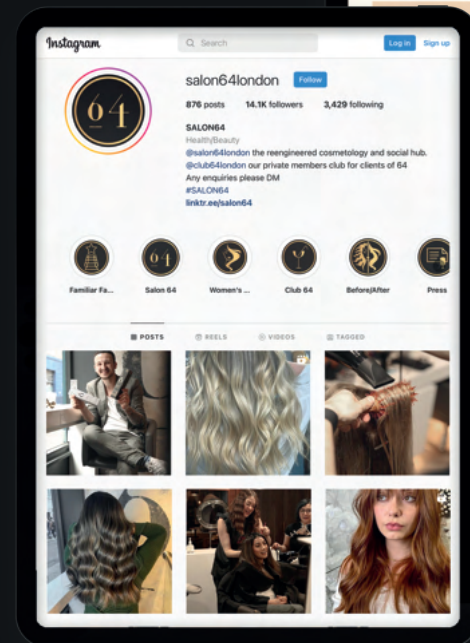


DIGI-MAGS CUSTOM: A How to Guide

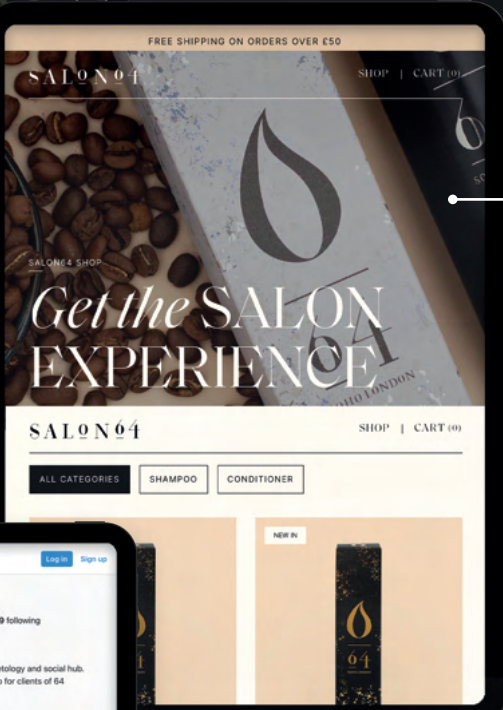
URL LINKS & ATTACHMENTS



Link your promo pods to PDF files. Send us the PDF file & we'll upload it to your platform for you.



Example URL link to Salon's Instagram Account.



Example URL link to salon shop.

SALON 64

LOGO

We will need a transparent PNG of your brand logo.



COLOURS

Your platform colours are generally the same as your branding colours. Please send us the RGB or Hex code from your branding pack or website.

PROMO PODS

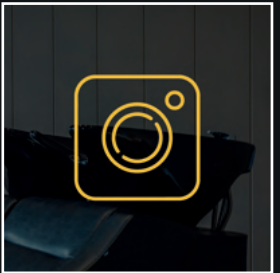
Creating a coloured bar under, above or through the image to place the text.



Using an image relating to your pod or business with text overlayed. Be careful to use images with negative spacing so that the text doesn't get lost.



Using a plain coloured background or coloured background with slight dropped opacity. Text or icon to sit on top.



Artwork Check List:

- Branding Pack including Logos (PNG or EPS) brand Fonts, & brand Colours
- Up to 4x Images for Scrolling Banner - 1280px X 500px.
- Up to 4x URL for each scrolling Banner image
- Up to 4x Images for 4x Promo Pods - 1080px X 1080px
- Up to 4x URL links or PDF's for 4x Promo Pods - 1080px X 1080px

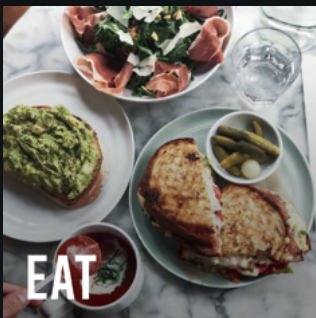
PROMOTIONAL PODS

Your 4 Promotional Pods are the areas you want your readers to visit most - so think about your readers journey here.

We can link these pods to:

- PDF's (including Menus, Room Directories, T&CS etc)
- URL links to pages associated with your business or promotion.

DESIGN OPTIONS



TEXT OVER IMAGE

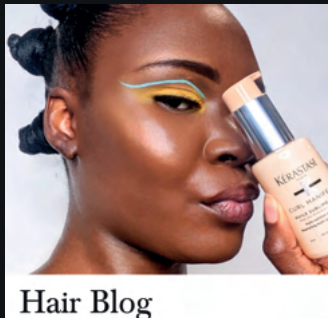
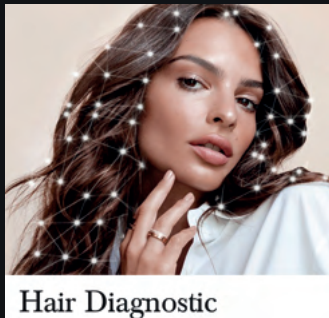
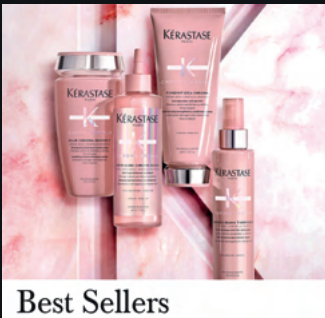
! Be careful to use an images with negative spacing or a contrast colour text so that the text doesn't get lost in the image.

(In example above this coffee shop has linked their pods to their Food & Drinks Menu, the URL link to their night bar & a link to their Instagram account)

WE LOVE TO SEE CREATIVITY IN YOUR PLATFORM!

These examples below are simply a guide to help you deisgn your 4 promo-tional pods.

If you've got some other fun ideas on how you would like to design them then please don't hesitate to get creative!
The only thing we ask you to bear in mind is to make it as clear to your readers as possible.



TEXT IN A BANNER

This can be a good option if you're working with a fine font & you want to include imagery.

(In example above this haircare brand has linked their pods to separate links within their website to products they want to promote and engagement pages i.e their hair quiz & blog)

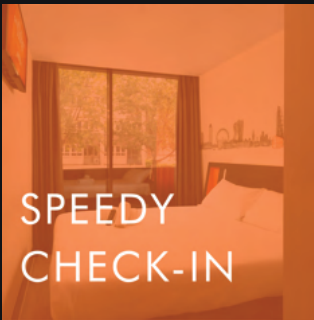
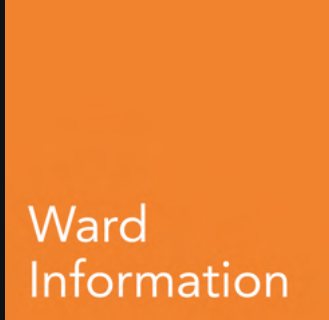
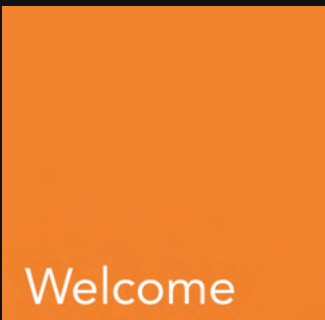


IMAGE WITH DROPPED OPACITY

Combine imagery & simplicity with images with a dropped opacity & include overlaying text. Here we have included this hotel chains' branding colour.

(In example above this hotel chain has linked their pods to their Check-In Platform & URL links to local guide & help page and their history brochure PDF)



PLAIN COLOUR & TEXT

Keep things simple with a plain colour from your branding pack & simple overlayed text.

(In example above this hospital has linked their pods to separate links within their website including hospital services, Mom & baby information, their services page & a welcome link to their homepage).