



Design Starter Kit for **Social Flash** KIOSK

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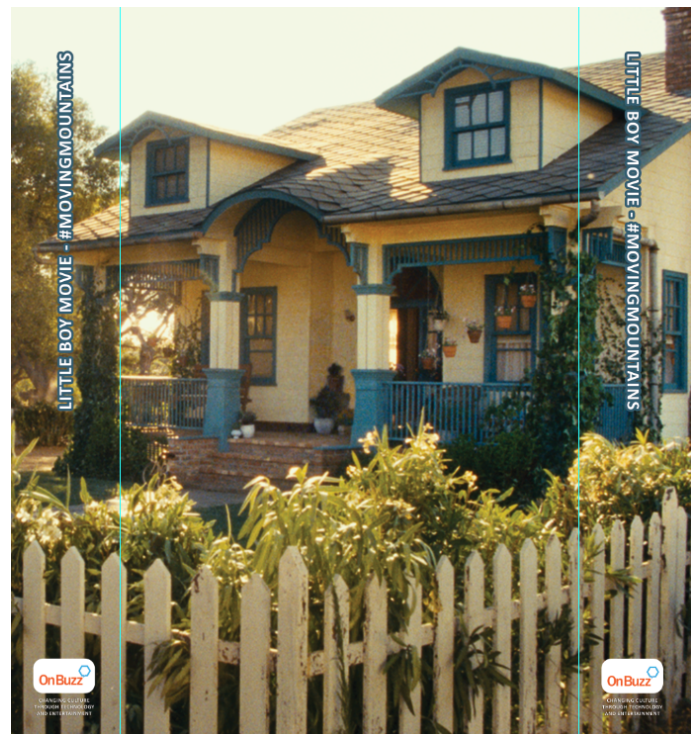
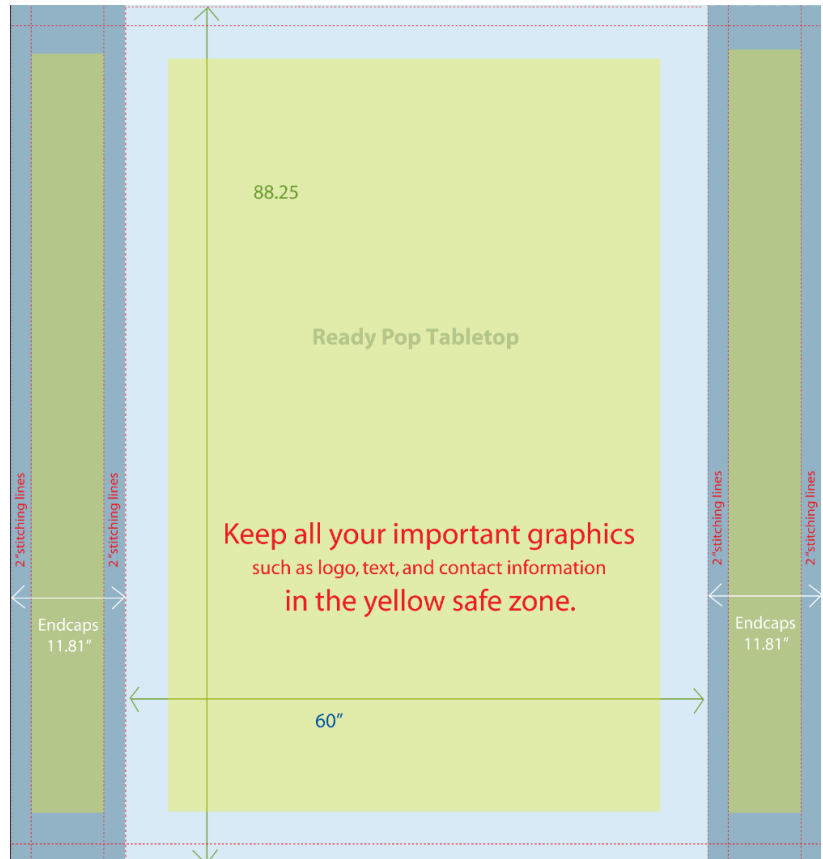
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Specs for Backdrop

- Use the included Adobe PDF starter file titled "5x7.5 Backdrop Template" that is for a 2x3 HOPUP Stretch Fabric Frame. Follow the instructions and markers within the file for placement of images (i.e. end cap space vs. front photo space). The stretching of the fabric is minimal and will not distort images, logos, text, etc.
- Once you have the backdrop completed, you will be able to copy the front section to use within your print design mock-up file to gauge a better understanding of what the final product will look like. See below.



Graphics Specs for Print Design

- Use the included PSD starter file titled "SFM-FR Print Design Starter" (Portrait or Square). The guides turned on to see where the approximate printer trim lines are (if using portrait and printing). Design with full bleed to the edge but do not include any critical graphics or text on the outside of the crop or safe lines. Square frames are for digital share promotions ONLY and can not be printed. They can be designed to the edges without any consideration of safe zones. The raw photo will overlay on top of the background and cover anything behind where it lays out. You can then design the overlay layer(s) (will be a PNG file) that will overlay on top of the photo, mainly on the footer area and bottom edge of the photo.
- We will separate out the layers that will fall behind the raw image to be saved as the **background (JPG)** and layers that will fall on top of the raw image will be saved as the **Overlay/Foreground (PNG)** file. Please send the **layered PSD file** back to us when complete.

Finished Photo (output)

Overlay/Foreground



Photo Frame Template Options

- Below are several available layout options for the photos. We include the starter file for each of the following within our design kit resource page.

Footer Standard Portrait - 1 Up



Borderless Portrait - 1 Up



Borderless Square - 1 Up



Borderless Portrait - 3 Pose



Footer Portrait - 4 Pose

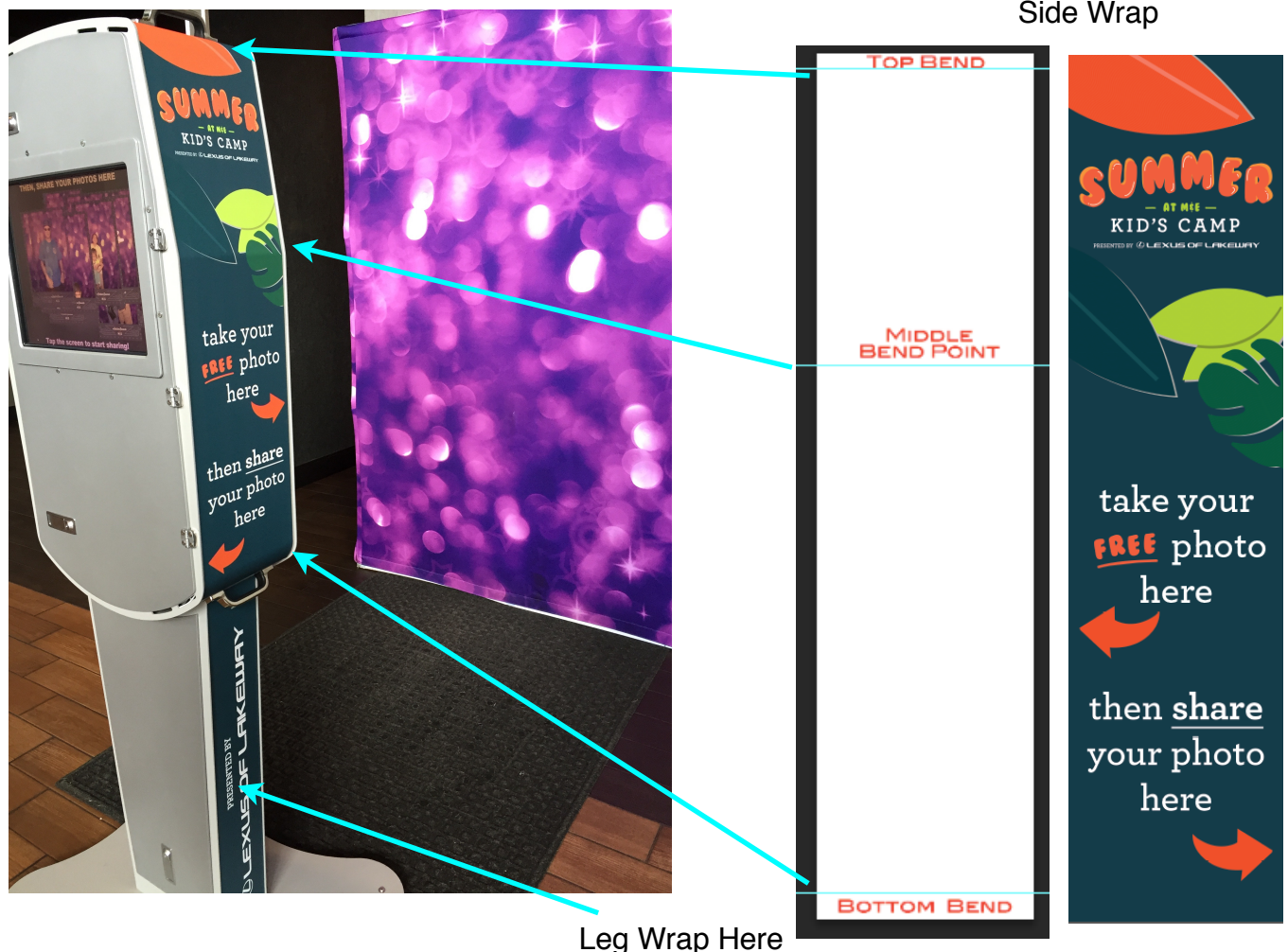


Borderless Square - 4 Pose



Specs for Side Wrap Graphics

- Use the included PSD starter file for the top cabinet of the system titled "SFM-FR Side Wrap Starter" that is 9" wide by 36" tall, CMYK color mode at 300dpi resolution. And the side panels of the leg cabinet titled "SFM-FR Leg Wrap Starter" that is 5" wide by 31" tall, CMYK color mode at 300dpi resolution. Turn GUIDES ON to see where the approximate "bend" lines are. Design with full bleed to the edge but do not include any critical graphics or text above the top bend line or underneath the bottom bend line. There is no cropping on the right or left side of the top cabinet wrap or the entire leg wrap... all graphics to the right and left side will show on the booth wrap. An included reference layer will show you where bends are located for proper graphic and logo placement. Hide this layer when ready to save your file. You may also build this file using Illustrator or any other program as long as we can scale it up to full size at 300dpi. Flatten and save as a Press Quality PDF before sending to us.
- See below for a sample of what this looks like on the file and when applied to the booth.



Specs for Logo Screens

- Use the included PSD starter file titled "SFM-FR Start Screen Starter" that will be placed on front screen at the start of every session and after their photo taking session is finished, just before they move to the sharing side of the system. The logo screen that shows behind the taking photo countdown can be created using PSD starter file titled "SFM-FR Photo Taking Screen Starter". This is designed to be a subtle background image (often with opacity) that will fall behind text and countdown during the photo taking process. Save all screens with background transparent, PNG files when complete and send to us.
- You will also be able to specify an "end screen" logo using the PSD starter file titled "SFM-FR End Screen on Sharing Monitor". Same theory of use as the logo screens above but will take up more of the monitor. It is the last thing a guest will see after sharing their photo(s) and stays on the screen for about 5 seconds at the end of their sharing session.

**Start Screen Logo (PNG logo/image only)
over a light gray background**

**Taking Logo Screen (PNG, whole window)
over a light gray background**



**End Screen Logo (PNG logo/image only)
over a dark gray background**



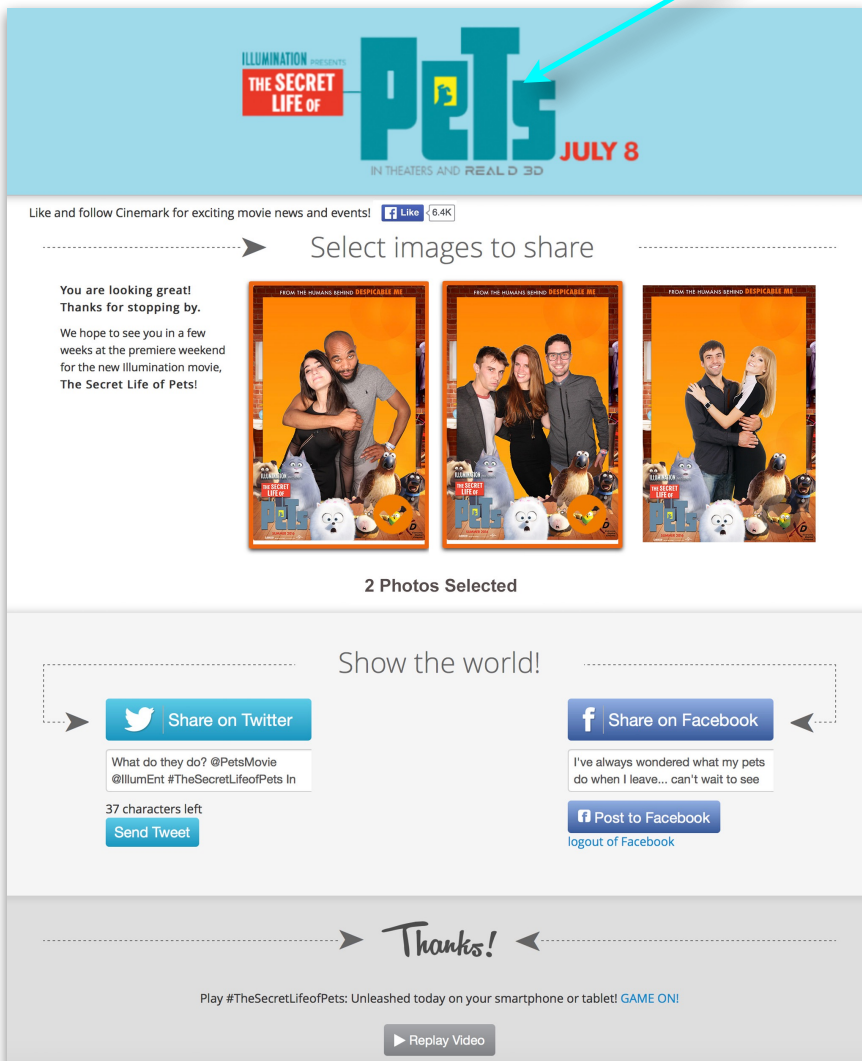
Specs for Landing Page

- Use the included PSD starter file titled "SFM-FR Landing Logo Starter" that will be placed into the header banner of every email message and landing page created. The logo/image should be stand alone and fill as much of the starter file space as possible. Save the file as a transparent PNG (no background) file and can be titled anything you wish. The sample below shows the image on a white header. You can specify the RGB (hex) color you would like to assign to the header bar that falls behind the logo file.

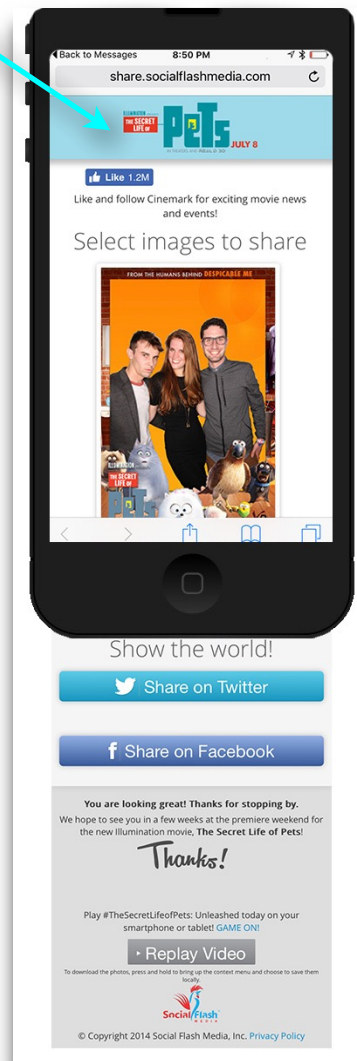
PNG Logo/Image for Banner (example)



desktop browser



mobile device



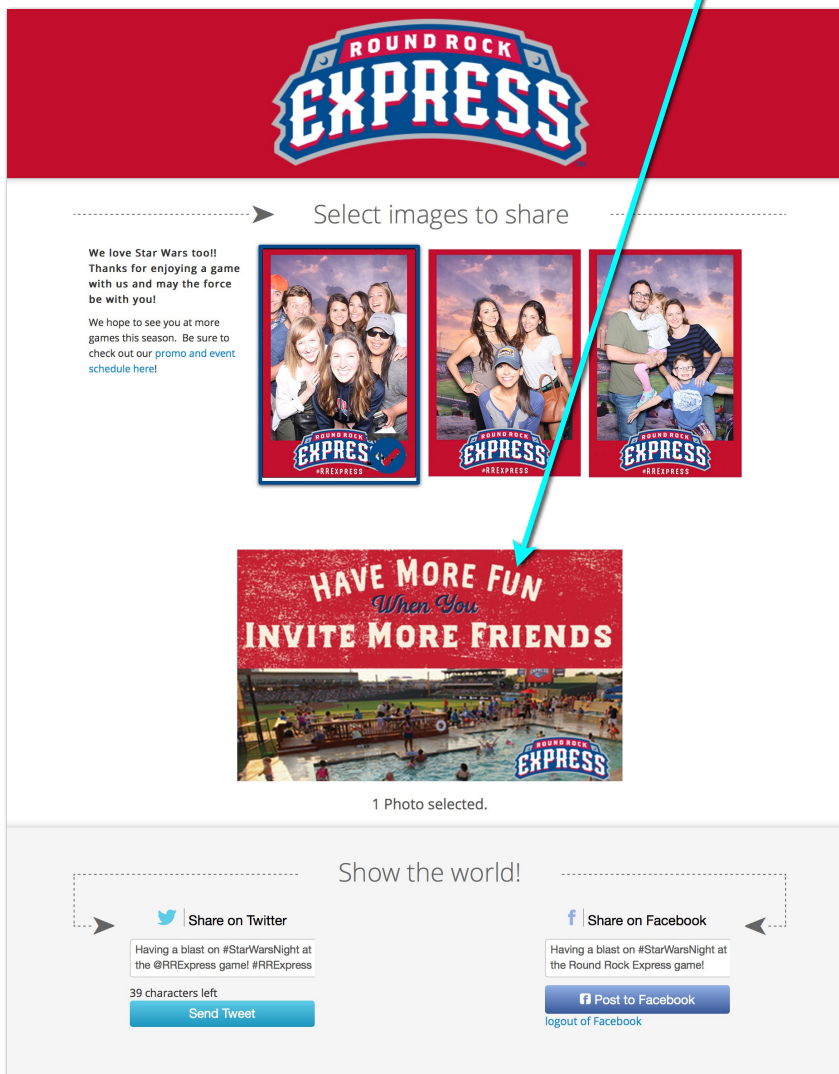
Specs for Landing Page Ad

- Use the included PSD starter file titled "SFM-FR Landing Logo Ad" that will be placed below the photos on desktop or above the photos on mobile devices. The file will show exactly as saved, edge to edge, no cropping. This file can be clickable to allow customers to flow to a pre-set URL when needed. A great call to action. Save the file as a PNG, JPG or even create as an animated GIF file that loops.

Landing Page Ad (example)



desktop browser



mobile device



Completed File Delivery & Notes

- When completed, please leave all PSD files **Layered (do not flatten)** in case we need to nudge anything to not crop upon testing.
- To **send the files to us**, place all assets into a single folder and compress. Send using any large file sharing account you may have, sending to derick@socialflashmedia.com **or to your account rep directly if working with one.**