

# webMOBI- Branding Guide



# webMOBI- Branding Guide

## Branding Guide

webMOBI offers multiple design templates, and branding options for your upcoming event. In addition, multitude choices are available for customization, which includes,

- Logo customization
- Selection of specific branding options
- Theme color for the overall app design, and complementary colors
- Choice for icons

## Design Template

There is an availability of two design templates for branded, and enterprise plan. For the standard premium with default picture, a design template is available.

The detailed description of each is mentioned as,

1. Icon Design Template
2. Picture Design Template

Contact [support@webmobi.com](mailto:support@webmobi.com) to provide ideal right design for your upcoming event.

# webMOBI- Branding Guide



App icon



Splash screen



Picture Design Template



Icon Design Template

## Branding Guidelines

Which elements can be branded?

Customizing and revamping the app is the key to brand recognition and memorability. Our guide shall help you to understand the elements that can be branded in an event app.

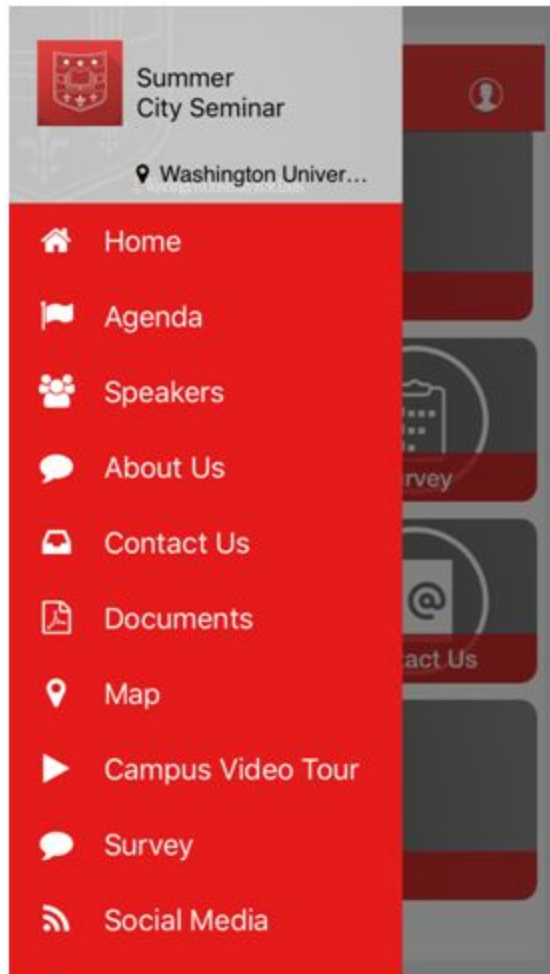
### ***App Icon***

App icon will be displayed on different platforms, which includes the device, the play store/app store, on the website, and in the event list in case, there are multiple events in your application.

# webMOBI- Branding Guide

## *Design Template*

Below is a sample of the Picture Design Template in the App icon



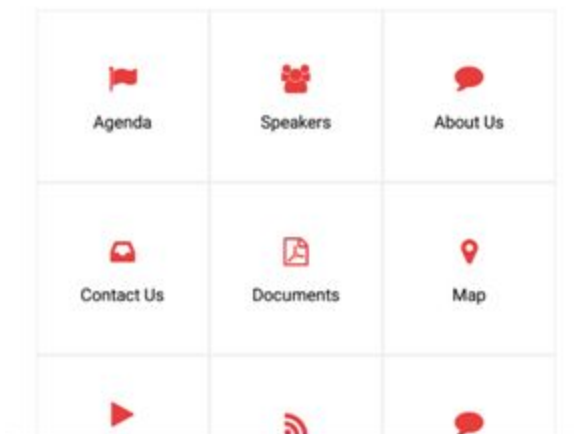
# webMOBI- Branding Guide

## Design Template

Below is a sample of the Icon Design Template in the App icon



Summer City Seminar



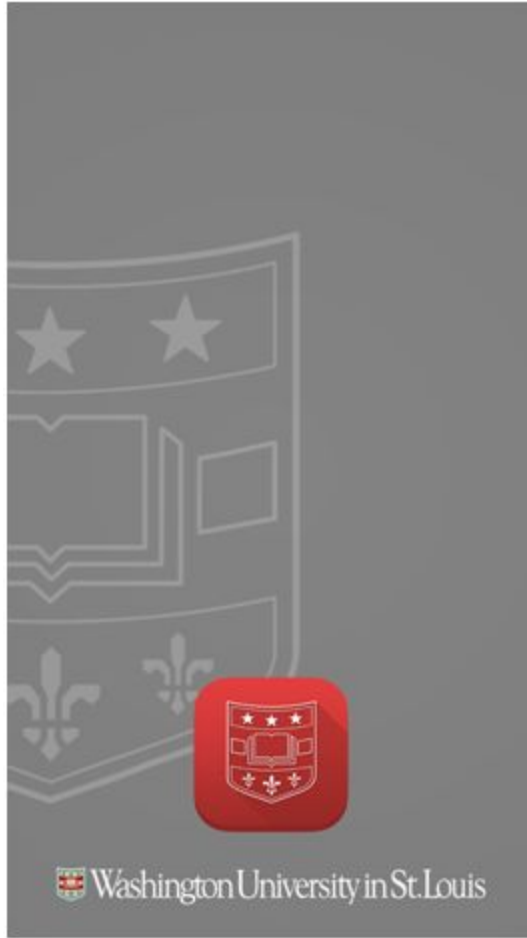
Template	Dimension (pixels)	Format
Picture Design Template	256px*256 px	PNG, JPG
Icon Design Template	200px*72 px	PNG, JPG

Note: To publish the app in Play store and/or App store, the icon size should be of 1024px size.

# webMOBI- Branding Guide

## *Splash Screen*

This screen will be displayed while the app is being loaded.



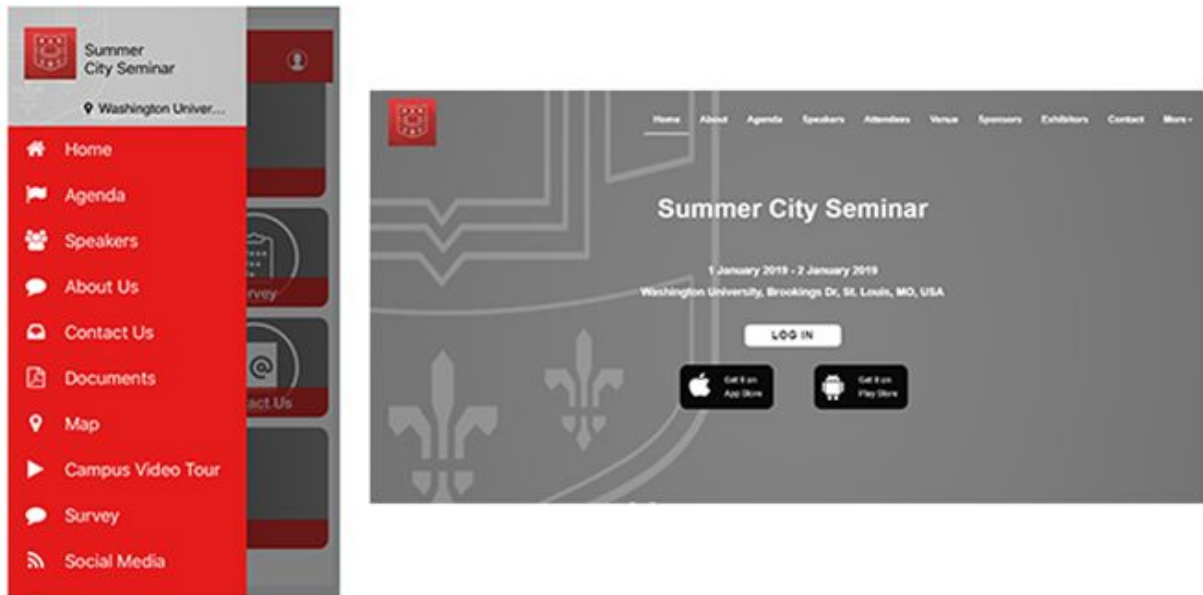
<b>Device Type</b>	<b>Dimension (pixels)</b>	<b>Format</b>
iPhone	1242px*2208px	PNG, JPG
iPad	2048px*2732px	PNG, JPG

Note: Photo transparent/translucent images cannot be added as the splash screen

# webMOBI- Branding Guide

## ***Banner Image***

Banner image is primarily used in Picture Design Template and website.



<b>Dimension (pixels)</b>	<b>Format</b>
860px*360px	PNG, JPG

Note: Photo transparent/translucent images cannot be used for the banner image

## ***Picture Design Template***

Multiple images are used to showcase your app. It contains multiple grid systems which can be customized for an aesthetic look.

There are two types of grid system:

# webMOBI- Branding Guide

1. Single grid in a row
2. Dual grid in a row



<b>Grid System</b>	<b>Dimension (pixels)</b>	<b>Format</b>
Single grid	720px*240px	PNG, JPG
Dual Grid	360px*240px	PNG, JPG

Note: Photo transparent/translucent images cannot be used



# webMOBI- Branding Guide

## Icon Design Template

Carousel images and the icons in the home screen can be used for this template. Icons can be selected from the dashboard for the respective sections.



Summer City Seminar

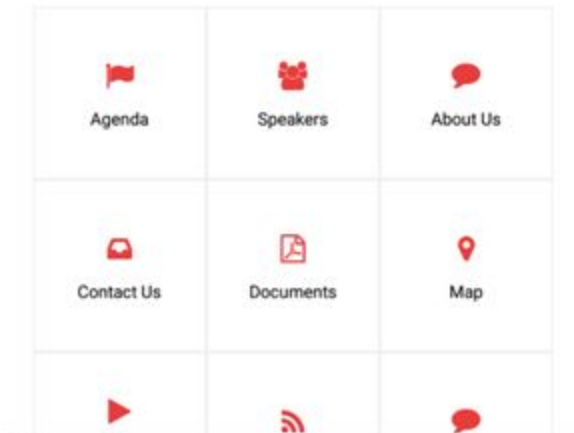


Image dimension for the carousel as follows:

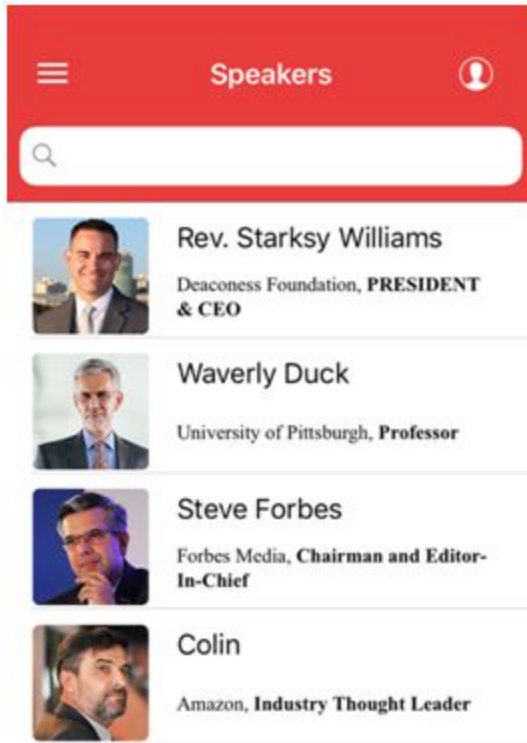
Dimension (pixels)	Format
1080px*525px	PNG, JPG

Note: Photo transparent/translucent images cannot be used.

# webMOBI- Branding Guide

## Speakers' Information

Speaker's bio and their image can be uploaded to facilitate facial recognition to help the attendees.



Dimensions (pixels)	Format
256px*256px	PNG, JPG

# webMOBI- Branding Guide

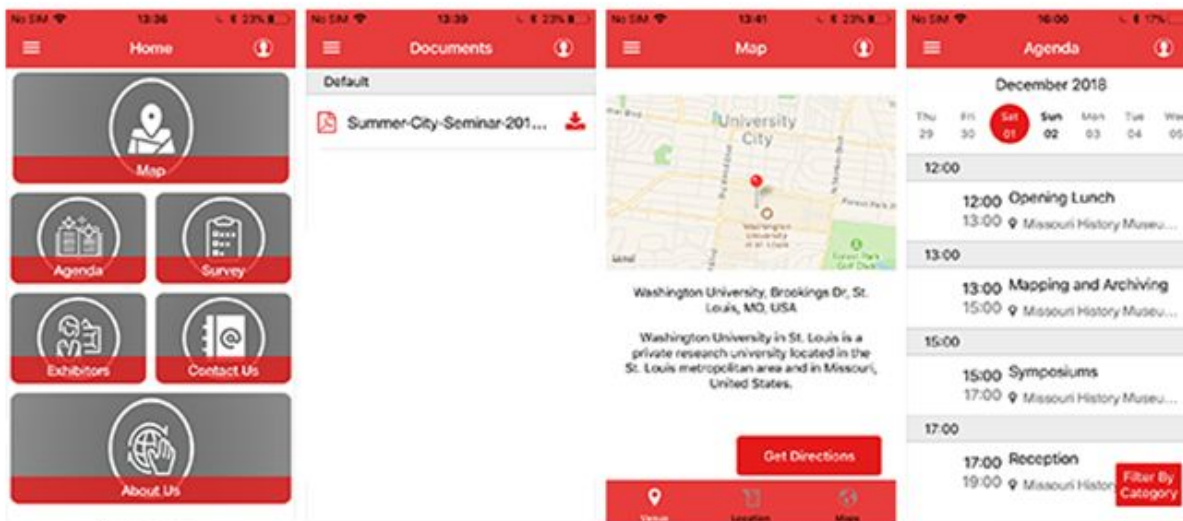
## Exhibitors and Sponsors

The details of exhibitors and sponsors with their branding logo can be displayed.

Dimensions (pixels)	Format
240px*180px	PNG, JPG

## Theme Color

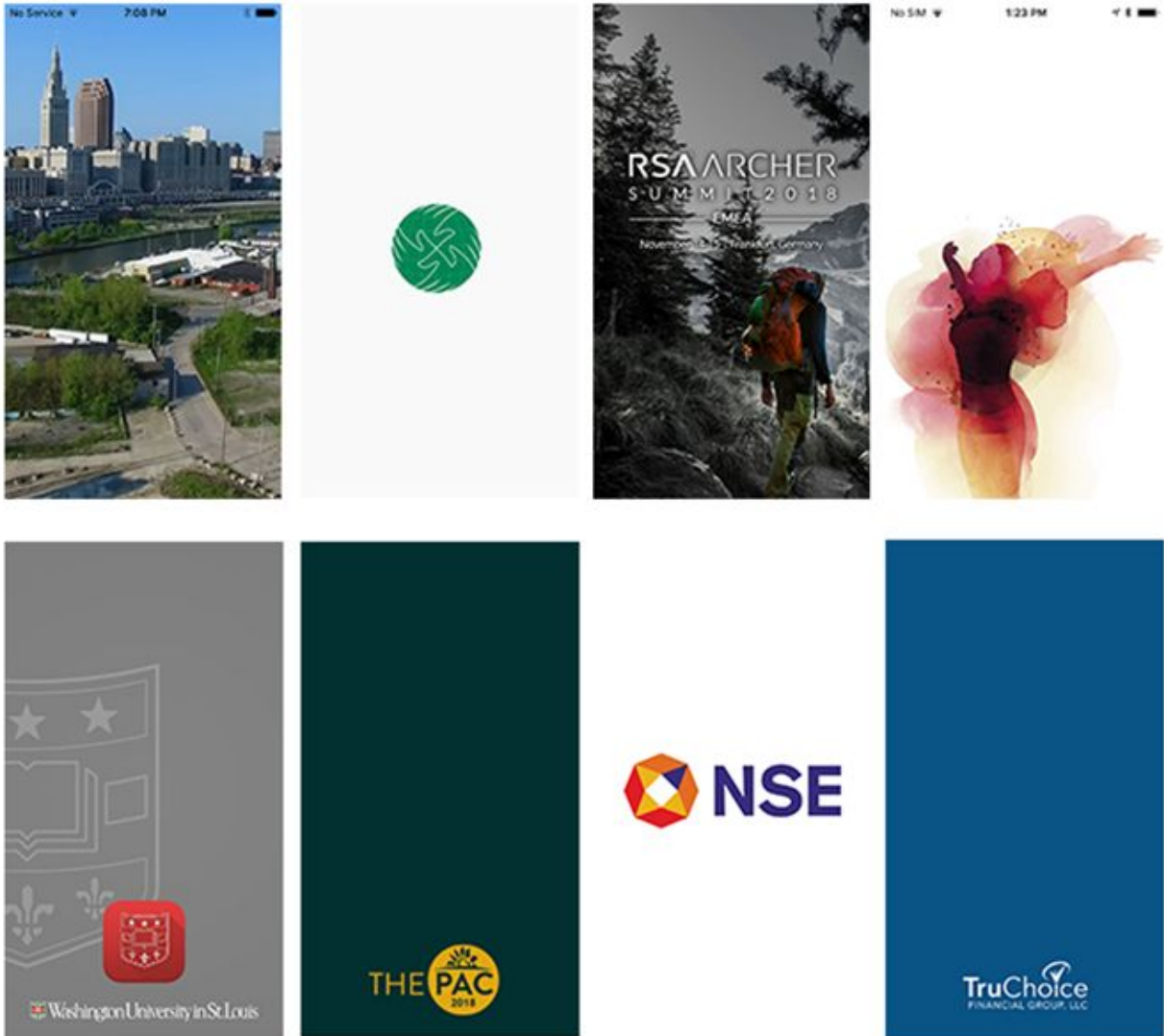
The choice of theme color can be updated from the dashboard, either by using the color picker option or by writing HEX code in the respective section. It will be reflected in the home page, left panel, right panel, button colors, and in the inner pages.



# webMOBI- Branding Guide

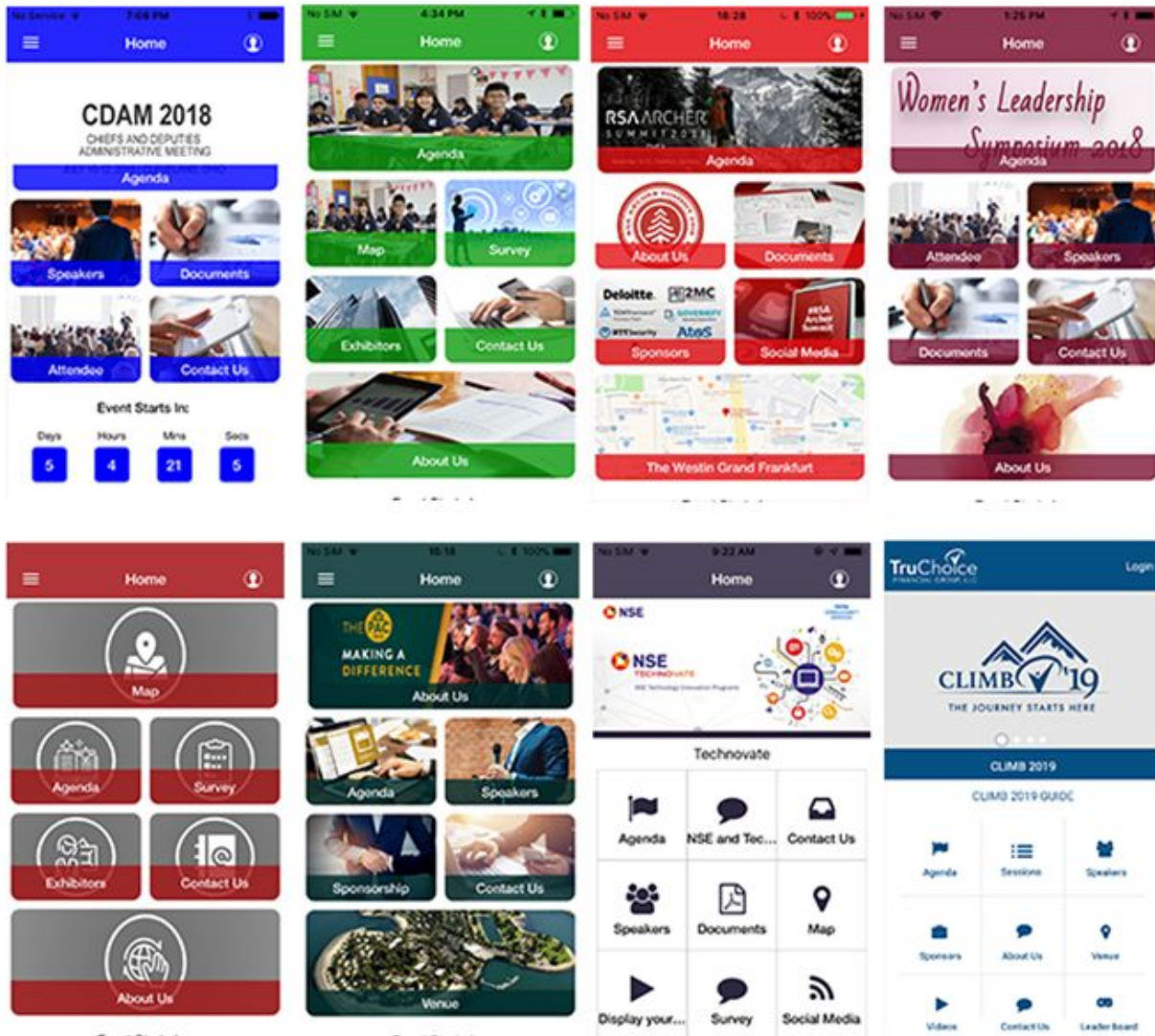
Below are the few design samples for Splash screen, home page designs and icons in customized colors.

- Splash Screen



# webMOBI- Branding Guide

- Home-Page Design/ Color



# webMOBI- Branding Guide

- Icons Color

