

kontest

Design Guidelines

Customize the look of your promotion
in a snap

kontestapp.com

The visual appearance of your promotion will impact its success. Focus must be placed on this part to lend credibility to this operation.

With Kontest Live Preview, edit the appearance of your application in a snap! It doesn't require technical knowledge.

For users comfortable with CSS, the CSS Editor will allow you to go further in customizing your operation.



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3



Background image
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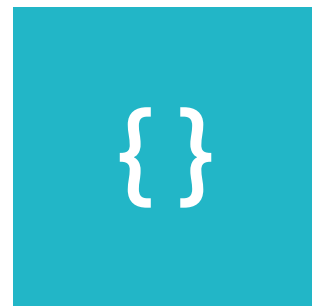
Colors
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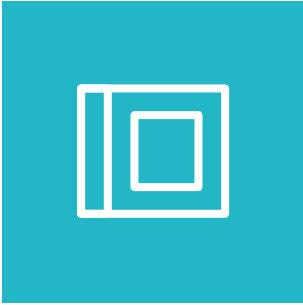
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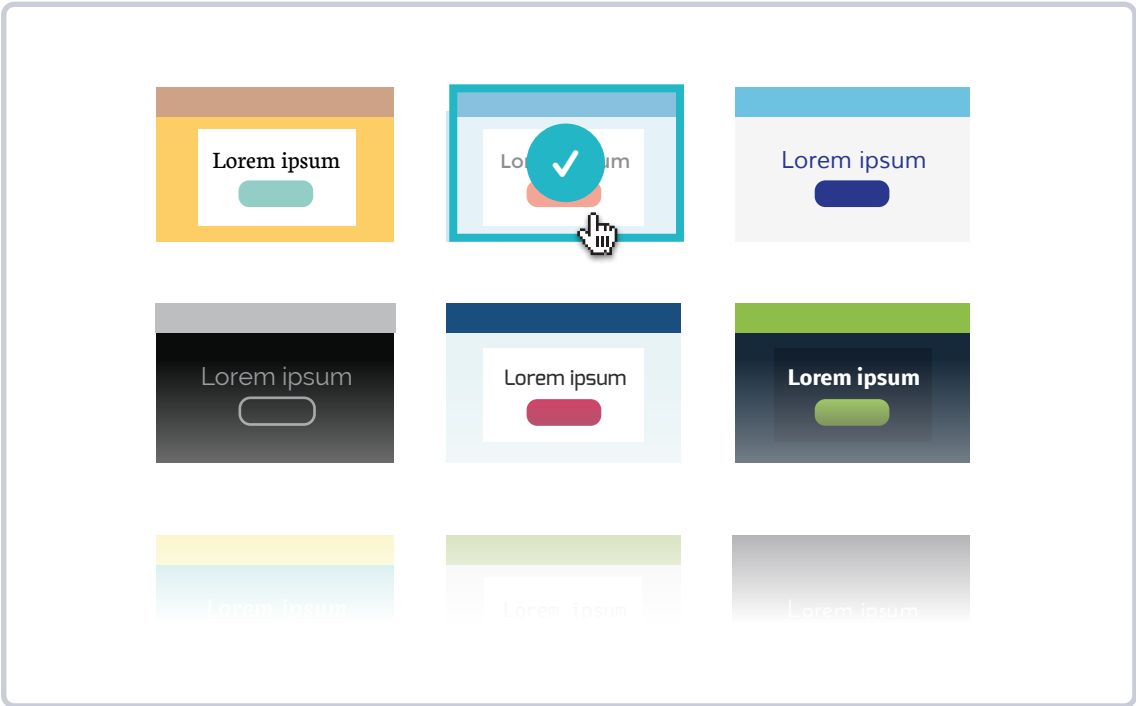


CSS Editor
14 - 15

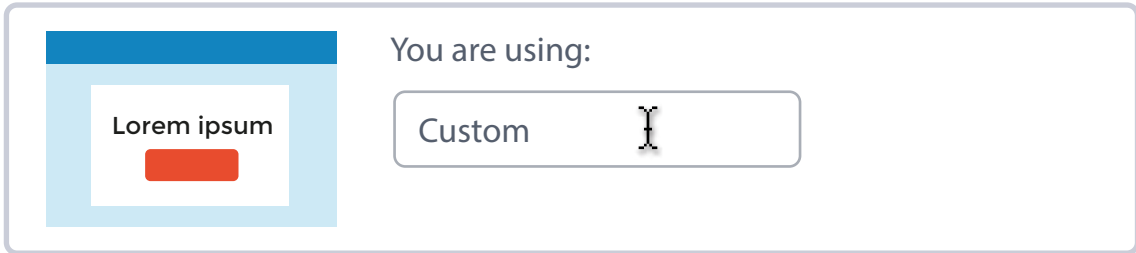


Appearance Layout

Select a default theme in the list.



You can rename it before customizing and saving it.

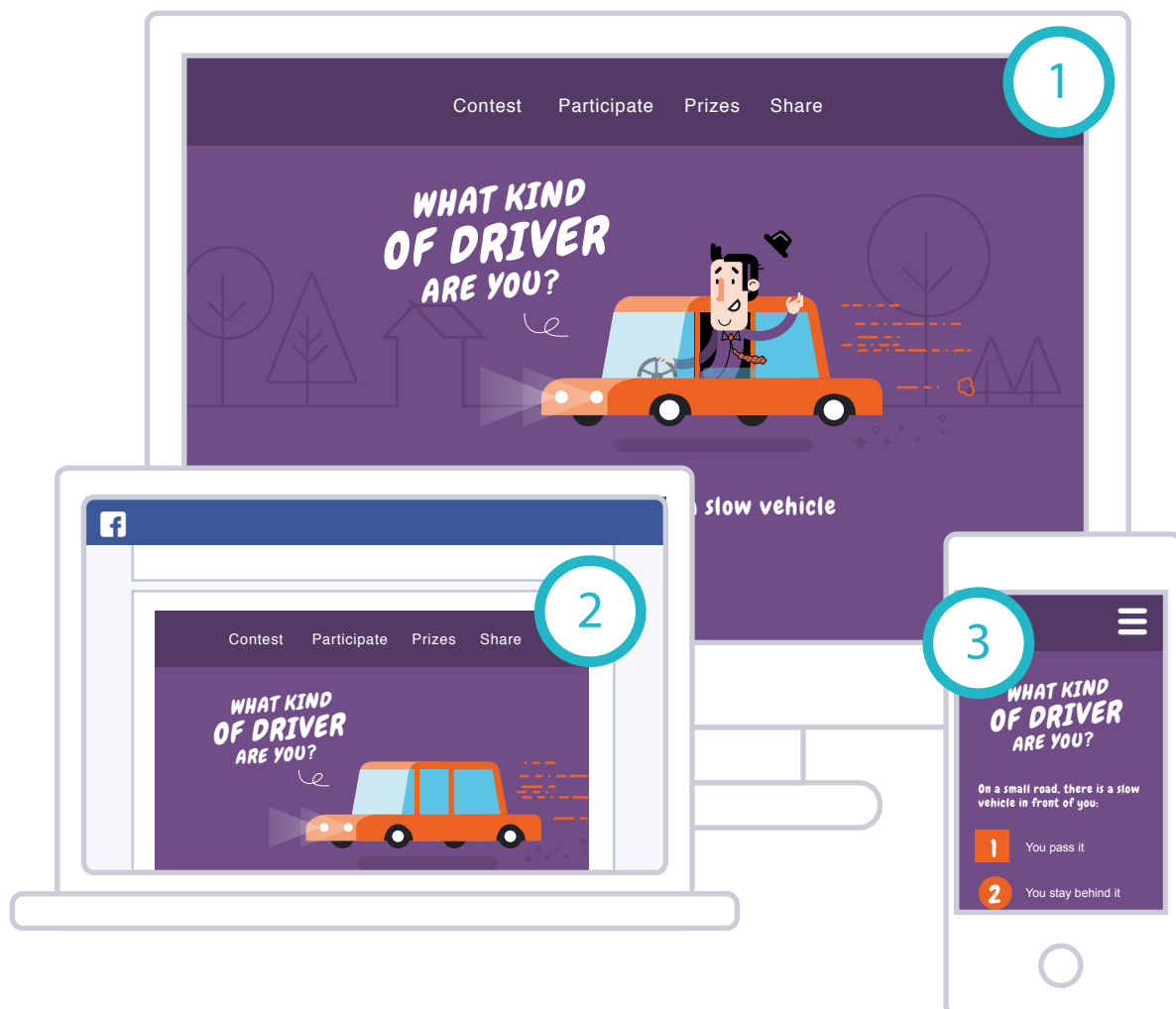




Appearance

Background image

3 sizes of background image can be used so you can adapt your design to any devices.



1

Web version

Width: 2000px - Height: 1500px

The first image size is 2000 x 1500px max. It will be displayed on every device up to 810px of width.

2

Facebook version

Width: 810px - Height: 1000px

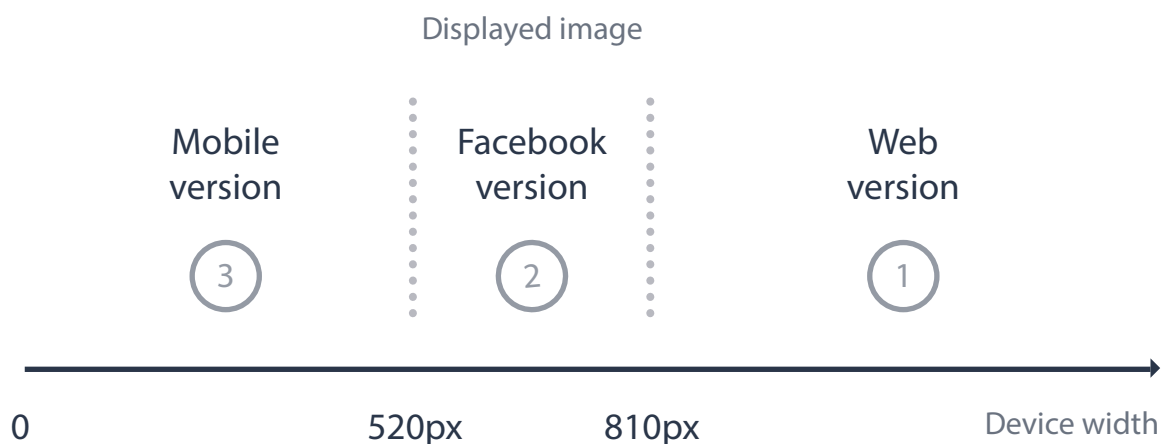
The second image size is 810 x 1000px max. It will be displayed on every device with a width between 520 and 810px (it includes Facebook).

3

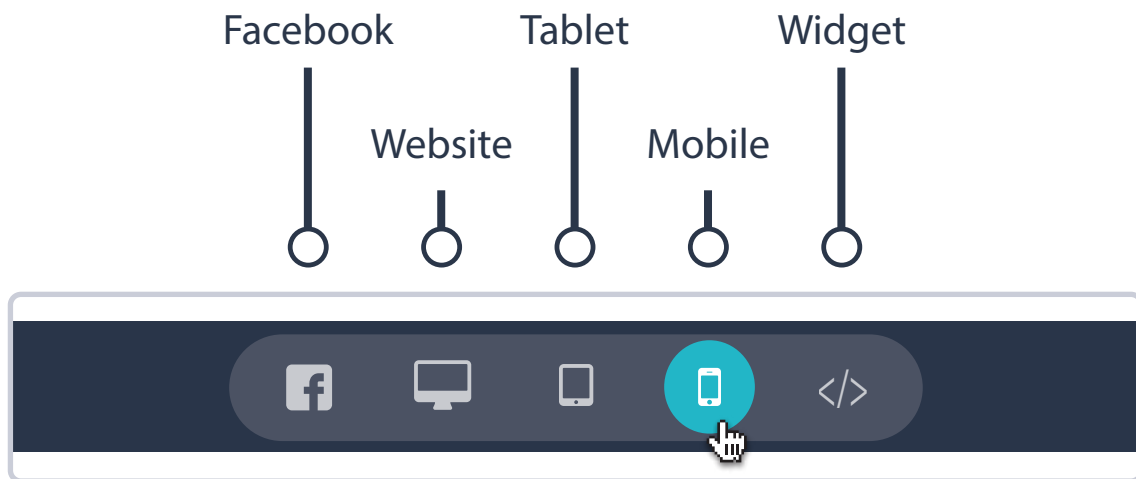
Mobile version

Width: 520px - Height: 1000px

The third image size is 520 x 1000px max. It will be displayed on every device with a width below 520px (most mobile phones).

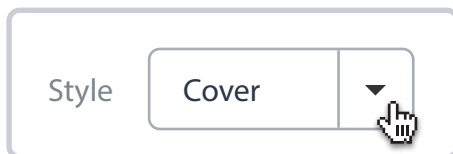


The Live Preview gives you an immediate preview on the result of each version (Facebook, website, tablet, mobile and widget).



Background settings

You can choose a style for your background:



Center

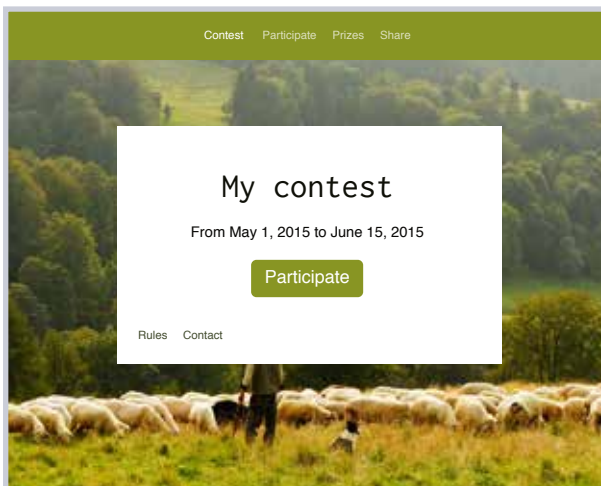
Adapt

Cover

Mozaic

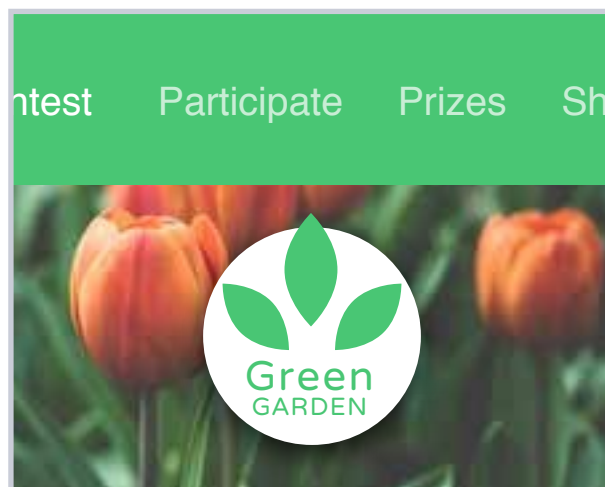
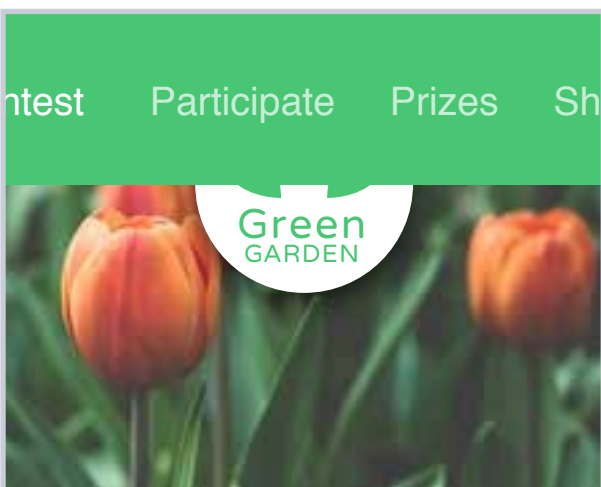
Background position

The default position of the background image is centered and at the top of the screen so you can add transparency to the menu if you wish.



75px

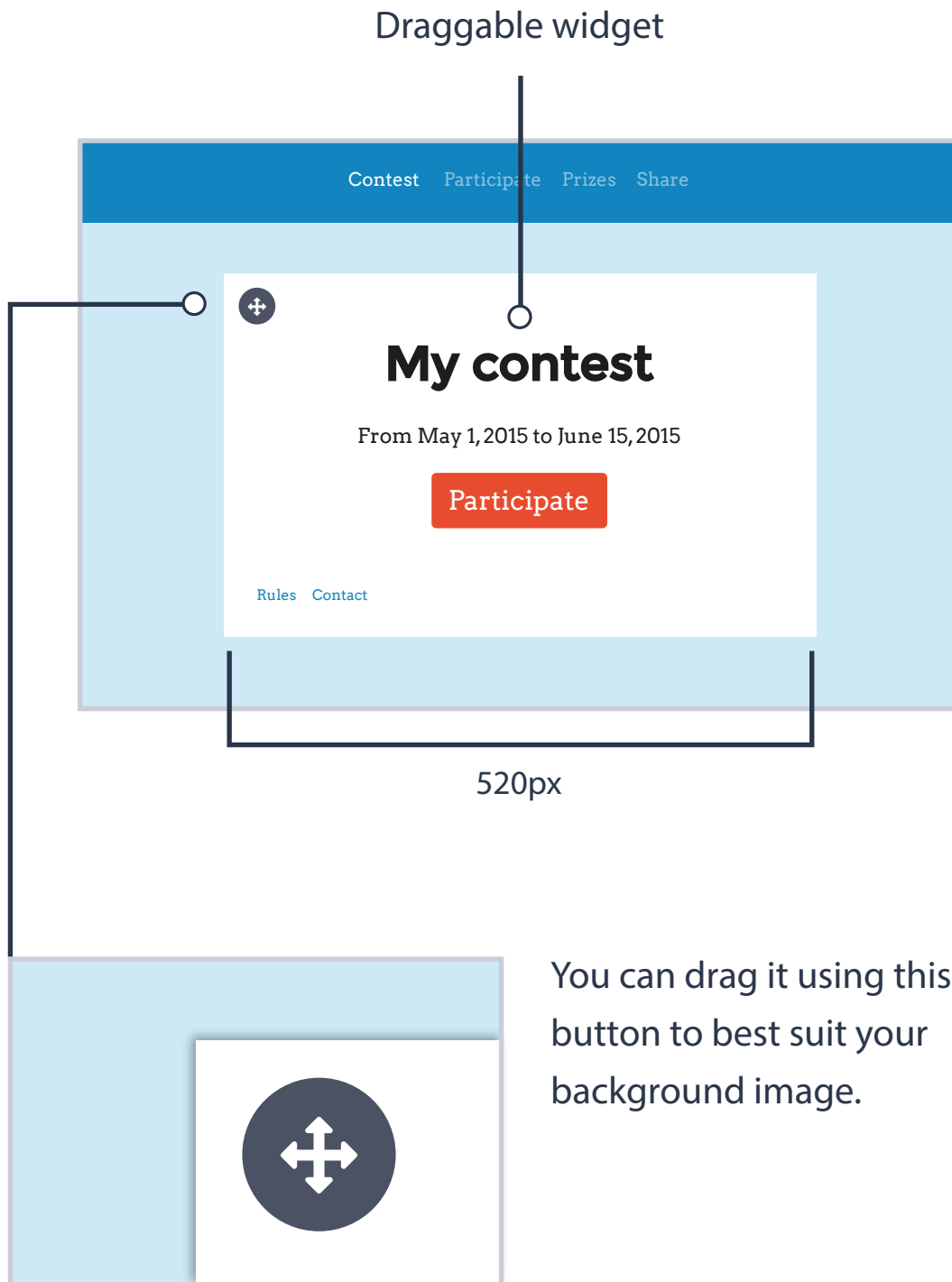
If you don't want a transparent menu, don't forget to place your elements below the menu in your image.



75px

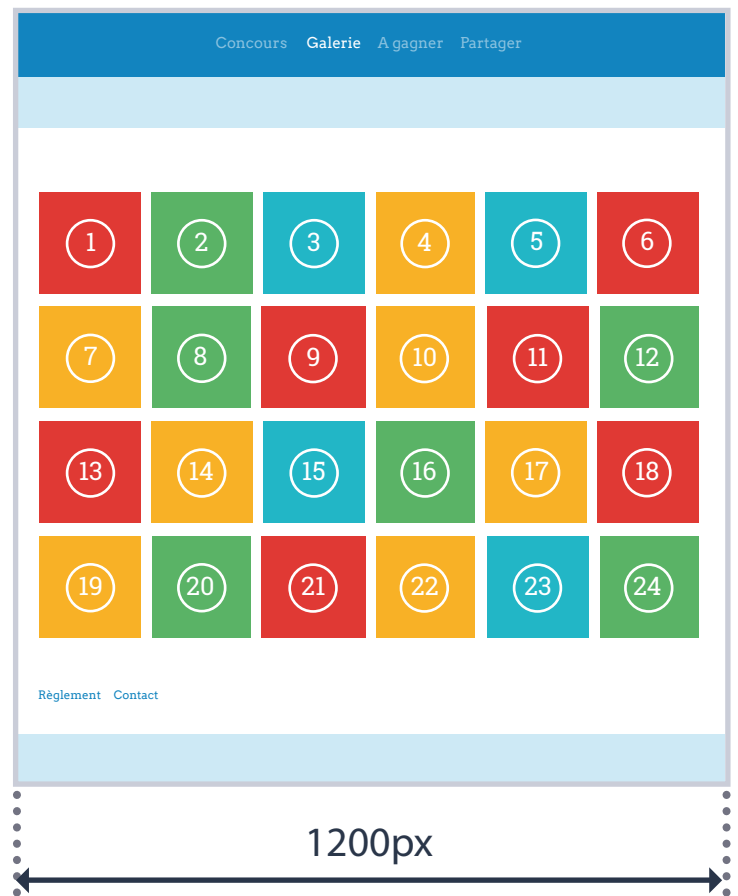
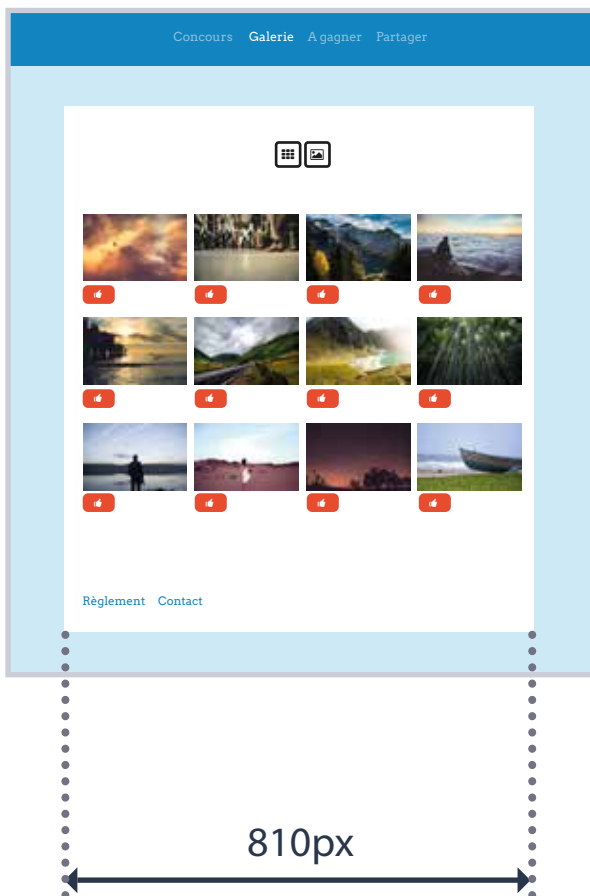
Dimensions

The participation widget is up to 520px in width, its height will adjust to its content.



Galleries and calendars specifications

For an optimized display, the size of the participation widget for promotions with a gallery (Photo contests, video, Pinterest) is up to 810px of width and for calendars it is up to 1200px of width.

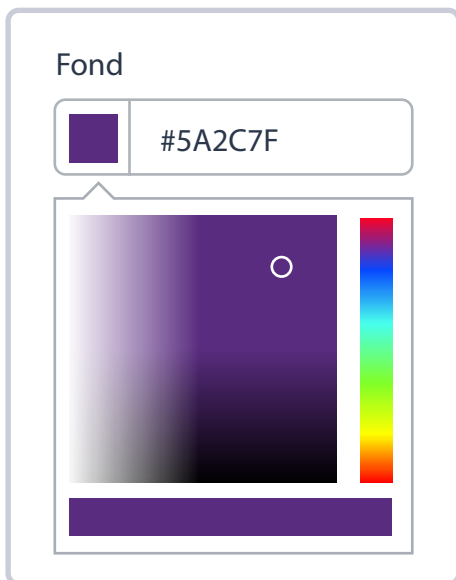


TIP : We advise you to put important graphic elements on the upper section of the background image so it won't be covered by the widget.



Appearance Colors

In this tab, you can easily customize the colors of your promotion.



Enter directly the hexadecimal code of your color or select it with the cursor.

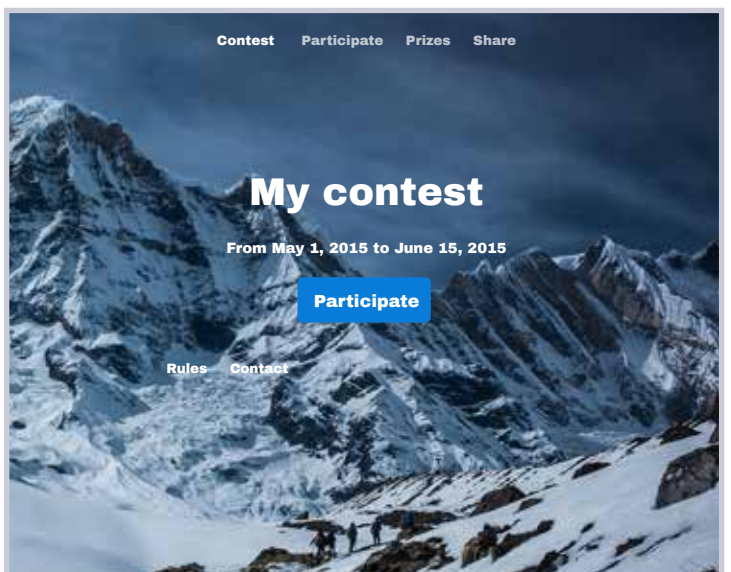
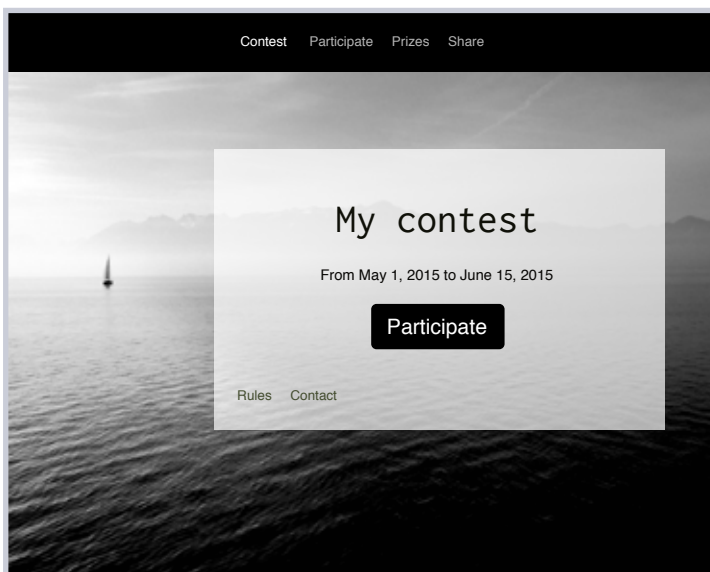
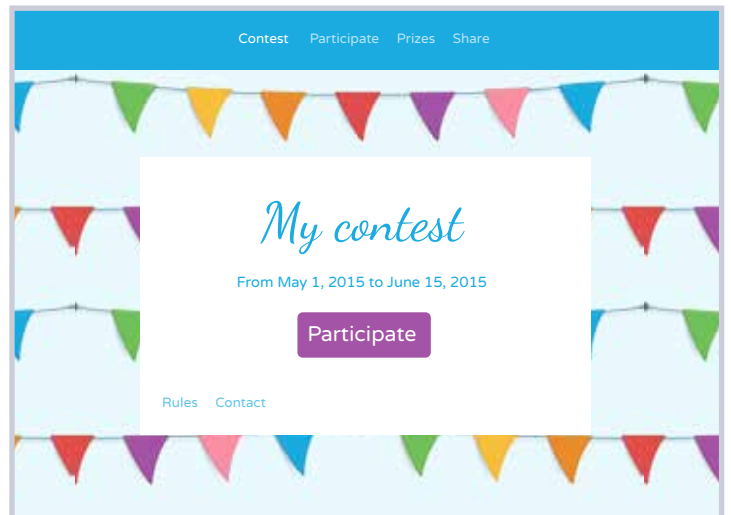
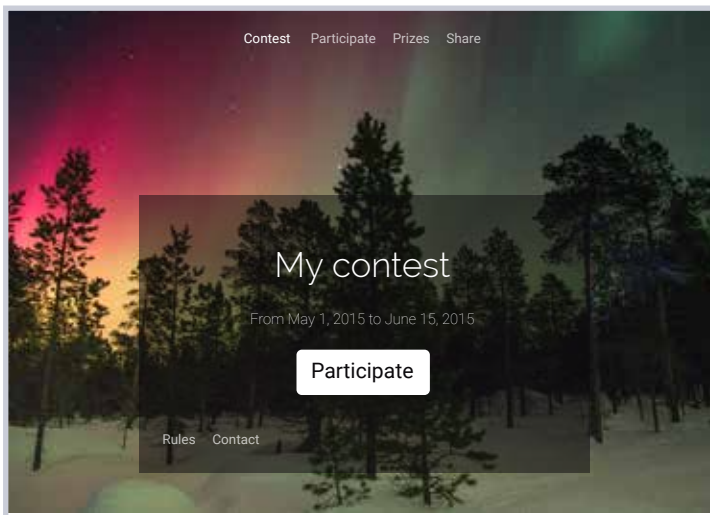


TIP : Choose colors that match your background image or which are in your style guide.



You can also change the opacity of the menu and of the participation widget.

Examples

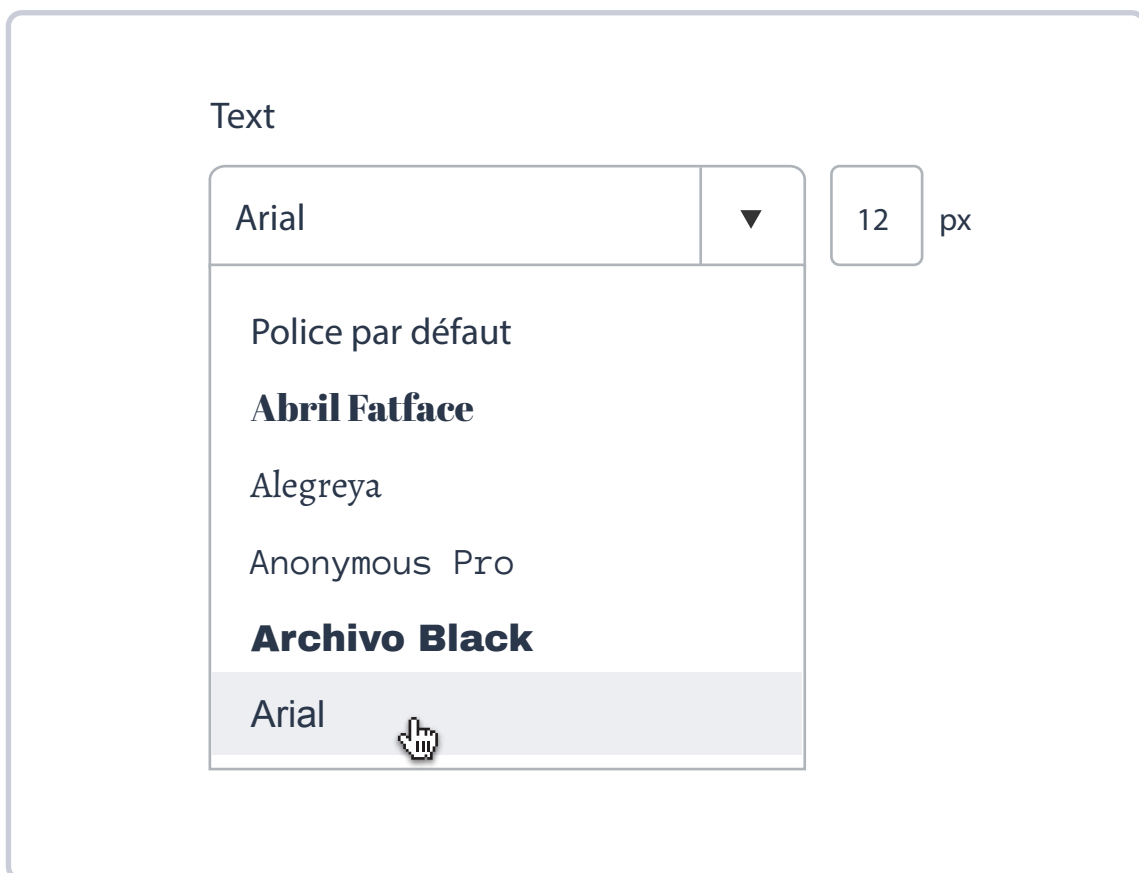




Appearance Fonts

In this tab, you can choose between 65 fonts for the text, the main title and secondary titles.

You can change the default size as well.





Appearance

Advanced options

The default tab option will let you choose the tab to display when the user first enter the promotion.

Default tab

Participate

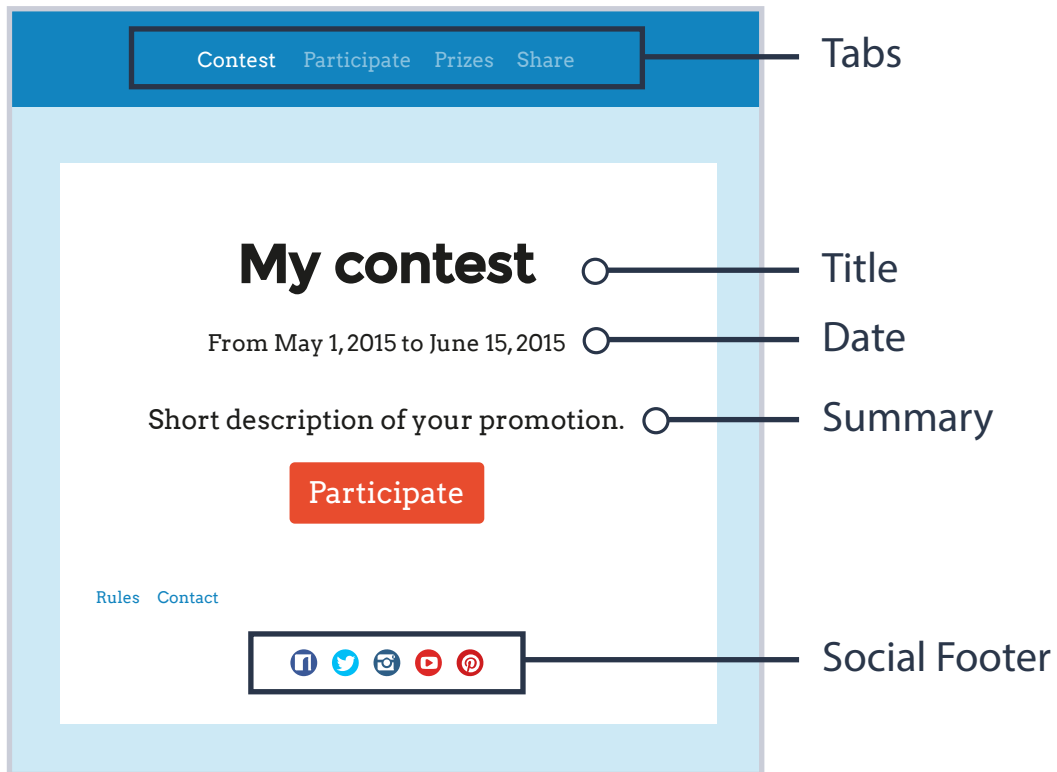


Languages' abbreviation will allow you to display the flags or not:



FR EN

You can also choose to hide entirely some menu tabs or other elements of the promotion:





CSS Editor

With the CSS Editor, depending on your technical knowledge in CSS, you can modify the whole style of your promotion and immediately preview the changes.

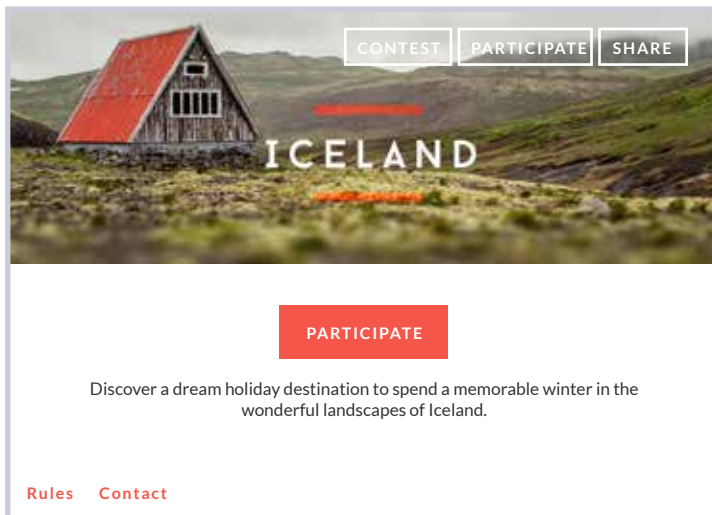
```
1 body {
2   background-color: #730B50;
3   color: #333333;
4   font-family: Open Sans;
5   font-size: 16px;
6 }
7
8 h1 {
9   color: #730B50;
10  font-family: Merienda;
11  font-size: 44px;
12 }
13
14 h2 {
15  color: #730B50;
16  font-family: Merienda;
17  font-size: 24px;
18 }
19
```

From the widget size, the position of each elements, the colors to the buttons or image options, possibilities are infinite!



TIP : Use the media queries for a perfect display of your promotion in all devices.

Examples



CONTEST PARTICIPATE SHARE

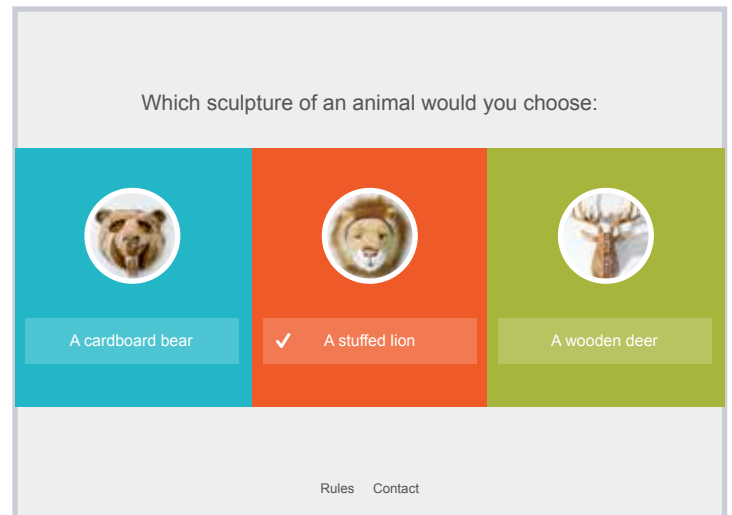
ICELAND

PARTICIPATE

Discover a dream holiday destination to spend a memorable winter in the wonderful landscapes of Iceland.

Rules Contact

This widget features a scenic background image of a wooden cabin with a red roof in a mountainous landscape. At the top right, there are three buttons: 'CONTEST', 'PARTICIPATE', and 'SHARE'. The word 'ICELAND' is prominently displayed in the center. Below the image, a large red 'PARTICIPATE' button is centered. Underneath, a short paragraph of text describes the promotion. At the bottom left, there are links for 'Rules' and 'Contact'.



Which sculpture of an animal would you choose:

A cardboard bear A stuffed lion A wooden deer

Rules Contact

This widget has a light gray background with the question 'Which sculpture of an animal would you choose:' at the top. Below the question are three colored columns, each with a circular image of an animal and a corresponding button. The first column is teal with a bear image and a button labeled 'A cardboard bear'. The second column is orange with a lion image and a button labeled 'A stuffed lion', which has a checkmark icon and is highlighted. The third column is green with a deer image and a button labeled 'A wooden deer'. At the bottom, there are links for 'Rules' and 'Contact'.



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