



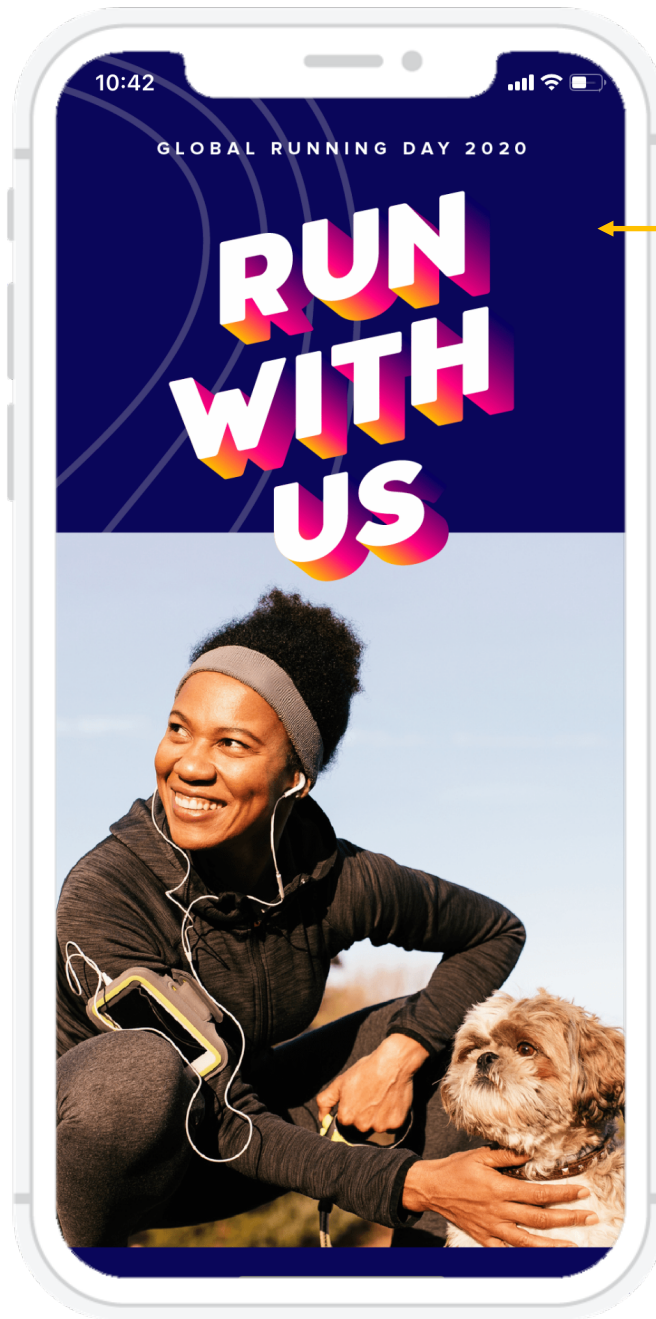
EXPERIENCE App

Asset Guidelines





SPLASH SCREEN

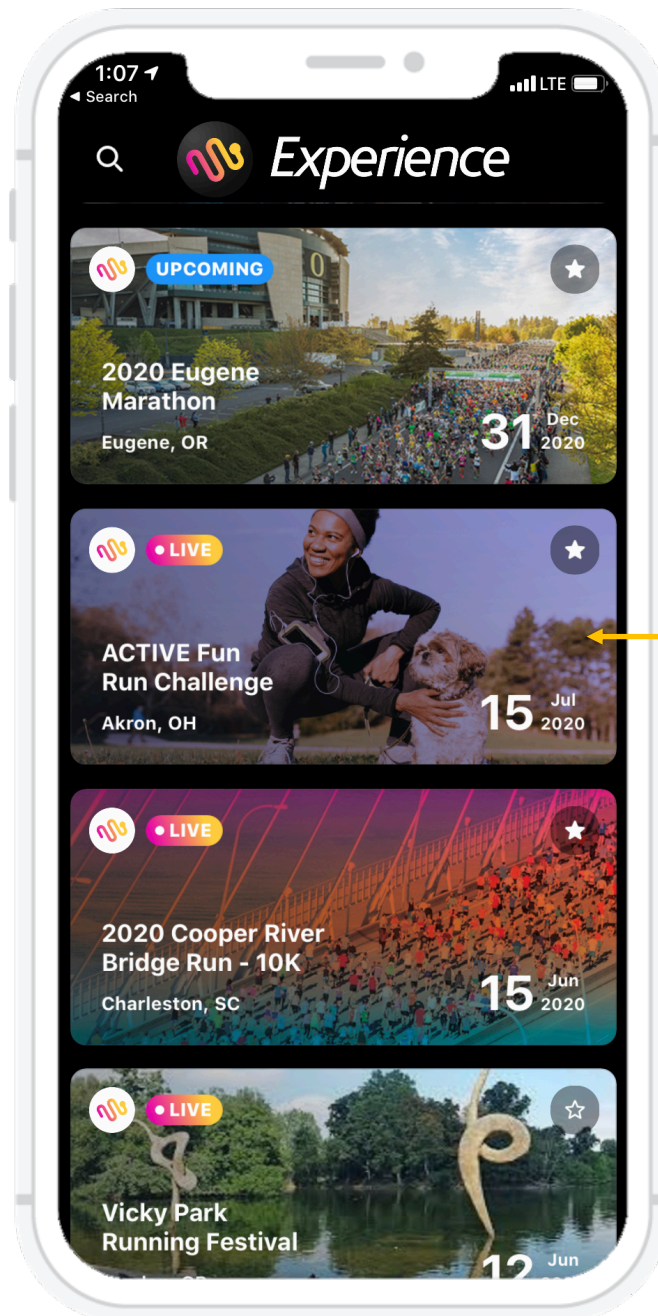


Splash Screen Image

- **Description:**
 - The full screen image that displays briefly when the app is opened.
- **Format:**
 - PNG, 1080px width x 1920px height.
 - **Max Image Size: 1mb**



LISTING IMAGE

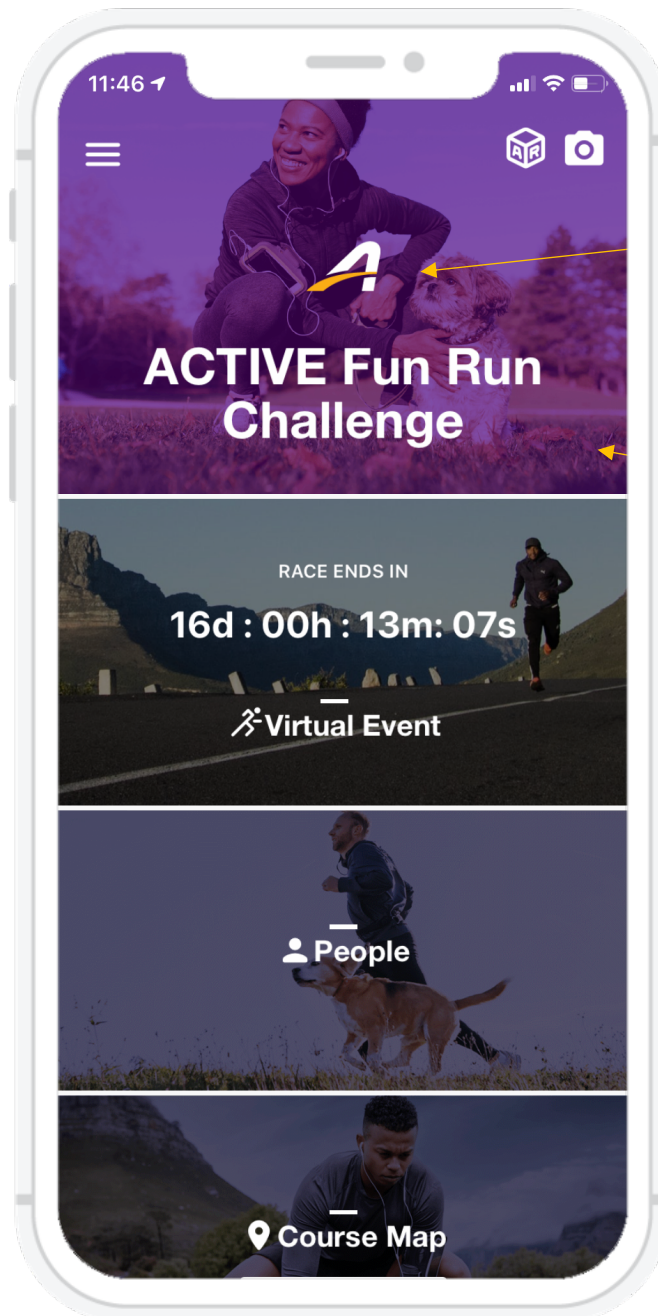


Listing Image

- **Description:**
 - The image displayed alongside your event info, when a user searches for their event.
- **Format:**
 - PNG, 640px width x 320px height.
 - **Max Image Size: 500kb**



HOME SCREEN



Logo Icon

- **Description:** This logo displays at the top of the homepage, above the event name. It should be a simplified version of your event logo that is readable when small.
- **Format:**
 - PNG, 480px width, 144px height. The background must be transparent.
 - File Size: Max 500 KB

Homepage Header Image

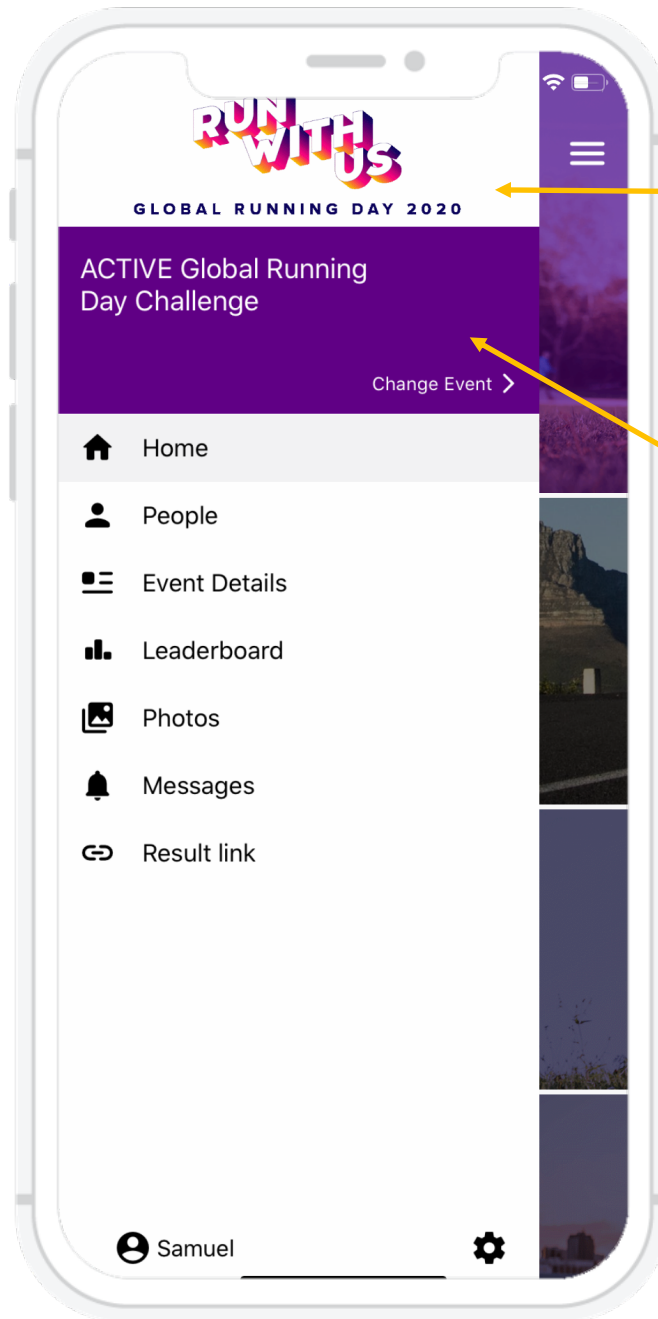
- **Description:**
 - The image that displays at the top of the homepage. This image displays behind the Logo Icon and the event name. You can choose to add a colored transparent overlay to this image to improve contrast.
- **Format:**
 - PNG, 1080px width x 720px height.
 - **File Size: Max 500 KB**

Homepage Cover Images

- **Description:**
 - The images that display adjacent to each other on the homepage of the app navigation tiles. One image for each of the following components you enable: Virtual Event, Course Map, Leaderboard, Event Details, Messages, plus any of the 5 available Custom Link components you wish to use.
- **Format:**
 - PNG, 1080px width x 462px height
 - File Size: Max 500 KB



LOGO IMAGE



Logo Image

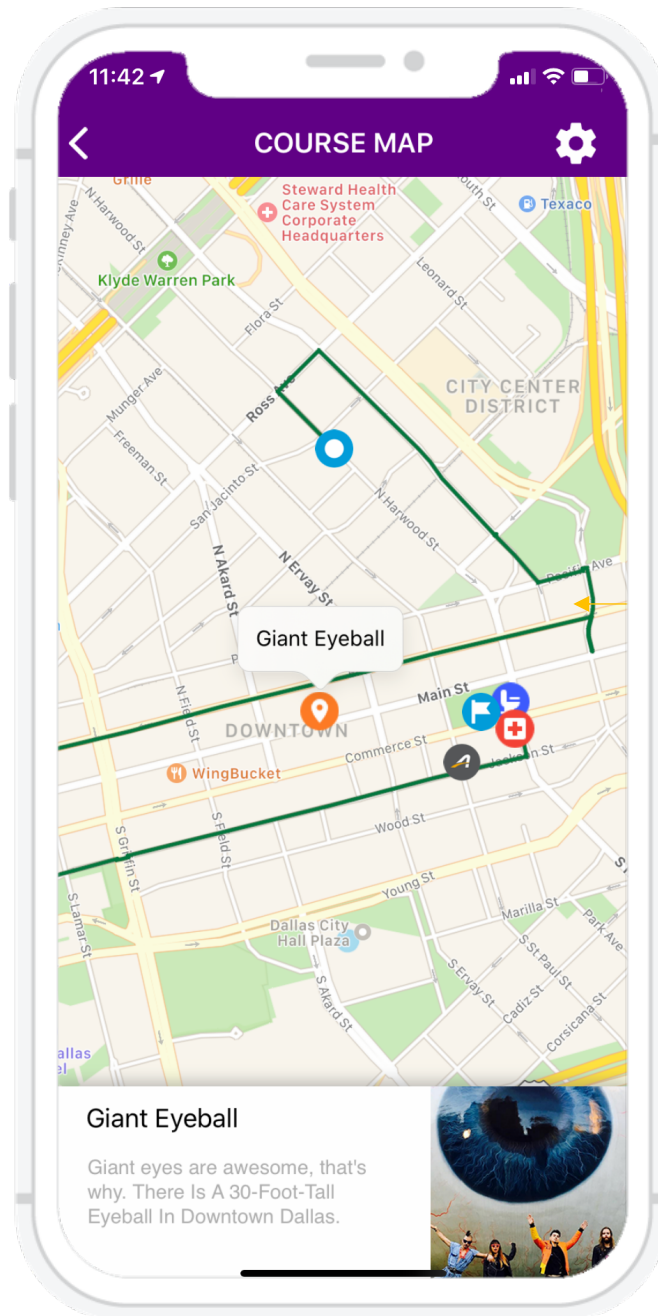
- **Description:** The event logo that is displayed at the top of the app menu.
- **Format:**
 - PNG, 927px width x 326px height.
 - **File Size: Max 500 KB**

Primary Color & Font Color

- **Description:** Use Color Picker or insert HEX code to match event app to your brand.



COURSE MAP



Course Map

- **Description:** The detailed course map route and landmarks that will be overlaid on a map. The map can contain a simple course route with start and finish markers, or it can contain multiple landmarks with accompanying photos and text content.
- **Format:** The course map is configured within ACTIVEWorks Endurance Event App Tools

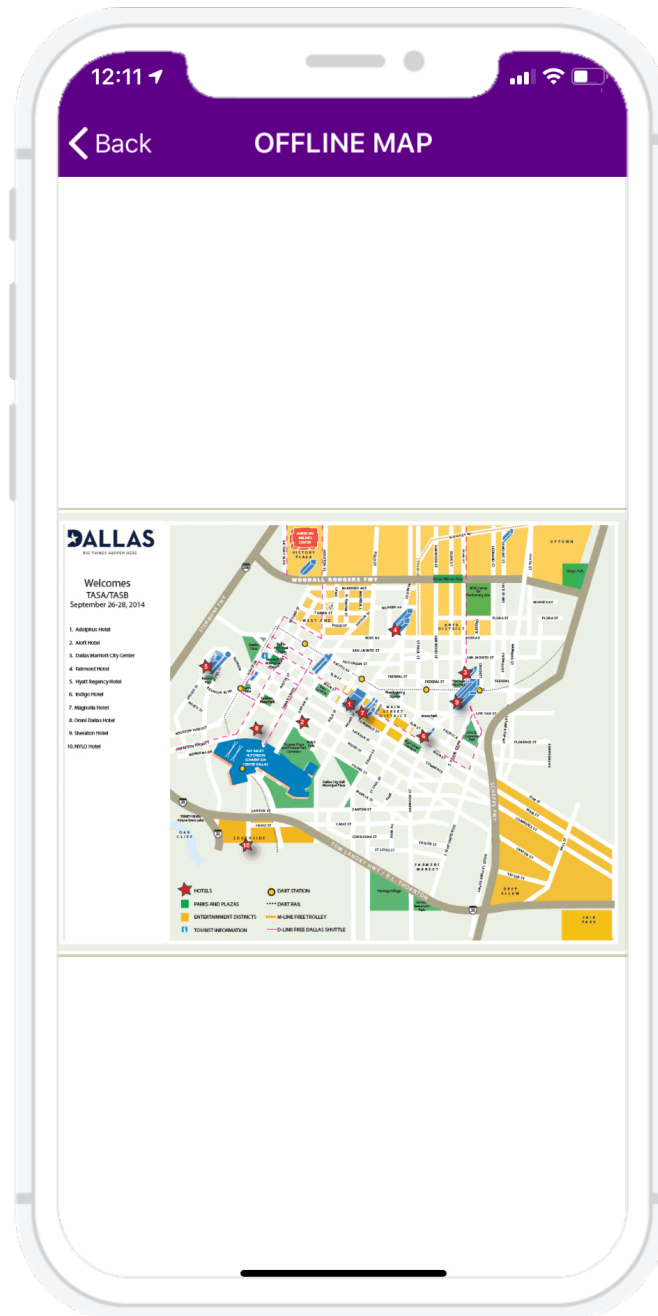
Landmark Image

- **Description:** A photo depicting a landmark added to the Course Map.
- **Format:** PNG or JPG, less than 1MB.



OFFLINE MAP

(IMAGE)

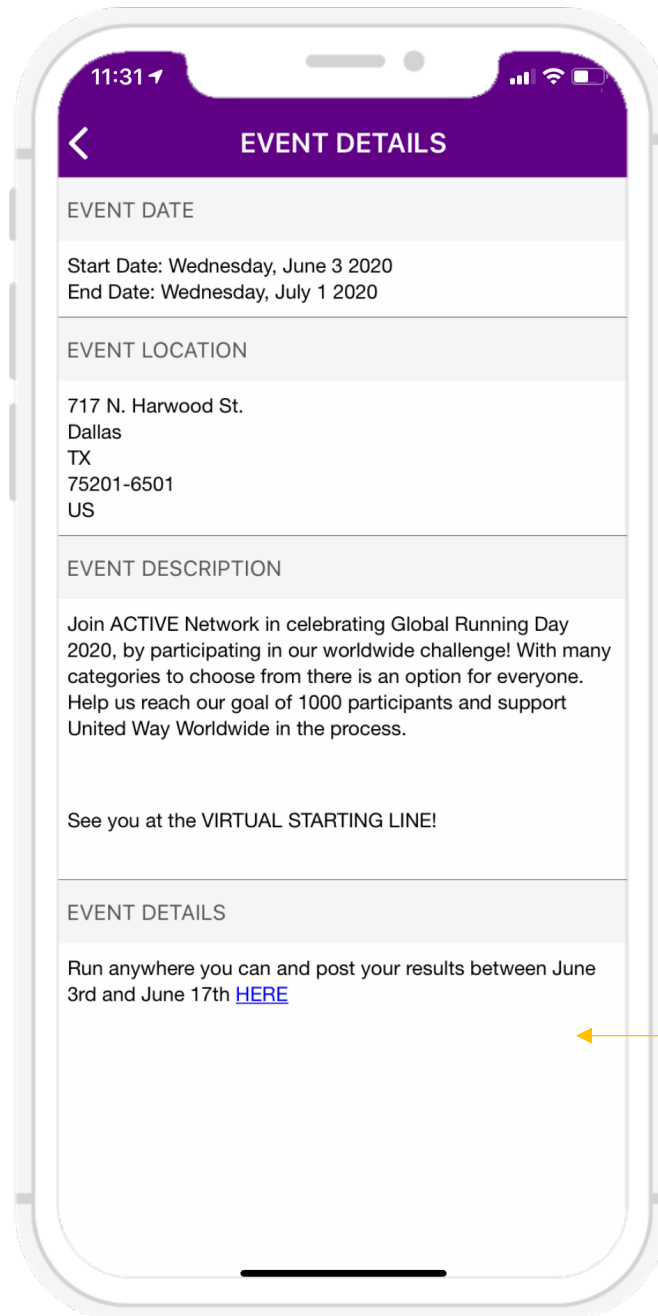


Offline Map (Image)

- **Description:** A simple image map of the event route or site. This image can be uploaded directly within ACTIVEWorks Endurance.
- **Format:** JPG, less than 5MB.



EVENT DETAILS



Event Description

- **Description:** The text description and details of the event that you wish to be available within the Event Details section of the app.
- **Format:** Plain text. Can be added within the ACTIVE Works Endurance ACTIVE.com Event Setup step

Event Details

- **Description:** The text description and details of the event that you wish to be available within the Event Details section of the app.
- **Format:** Plain text. Can be added within the ACTIVE Works Endurance ACTIVE.com Event Setup step



ASSET LIST

IMAGES

Images

Splash Screen Image

- Description: The full screen image that displays briefly when the app is opened.
- Format: PNG, 720px width x 1280px height.

Home Page Header Image

- Description: The image that displays at the top of the Home Page. This image displays behind the Event Logo and the Event Title. You can choose to add a transparent overlay to this image to improve contrast.
- Format: PNG, 1080px width, 720px height.

Logo Image

- Description: This event logo displays at the top of the app menu.
- Format: PNG, 927px width, 336px height. The background must be white or transparent.

Logo Icon

- Description: This event logo displays at the top of the Home Page, above the Event Title. It should be a simplified version of your event logo that is readable when small.
- Format: PNG, 480px width, 144px height. The background must be transparent.

Home Page Tile Images

- Description: The images that display adjacent to each on the Home page of the app navigation tiles. One image for each of the following tiles: Course Map, Event Details, Photos, People, Leaderboard (if using ACTIVE Timing and IPICO), Messages, plus any of the 5 available Custom Link tiles you wish to use.
- Format: PNG, 1080px width, 462px height.

Offline Map (Image)

- Description: A simple image map of the event route or site.
- JPG, less than 5MB. This image can be uploaded directly within ACTIVEWorks Endurance.



ASSET LIST

IMAGES

| Image | Description | Format | Dimensions | File Size | Notes |
|---------------------|---|---------|--------------------|-----------|--|
| Splash Screen | The full screen image that displays briefly when the app is opened | PNG | 720px W x 1280px H | > 1 MB | |
| Homepage Header | Displays at the top of the event homepage. This image displays behind the Logo Icon and the event name | PNG | 1080px W x 720px H | > 500 KB | |
| Logo Image | Displays at the top of the app menu | PNG | 927px W x 336px H | > 500 KB | |
| Listing Image | Displayed alongside your event info, when a user initially searches for their event | PNG | 640px W X 320px H | > 500 KB | |
| Logo Icon | Displays at the top of the homepage, above the Event Title. It should be a simplified version of your event logo that is readable when small | PNG | 480px W x 144px H | > 500 KB | Must have transparent background |
| Homepage Components | images that display adjacent to each on the homepage of the app navigation tiles. One image for each of the following tiles: Course Map, Event Details, Photos, People, Leaderboard (if using ACTIVE Timing and IPICO), Messages , plus any of the 5 available Custom Link components if you wish to use | PNG | 1080px W x 462px H | > 500 KB | Virtual Events: Images for the People, Course Map, & Leaderboard components are <u>not needed</u> as these are not supported. We recommend adding a Custom Link component pointing to your Results page |
| Offline Map | Simple image map of the event route or site | JPG/PNG | | > 5 MB | |



ASSET LIST

OTHER

Other Course Map

- Description: The detailed course map route and landmarks that will be overlaid on a Google map. The map can contain a simple course route with start and finish markers, or it can contain multiple landmarks with accompanying photos and text content.
- Format: The course map is configured within ACTIVEWorks Endurance.

Event Details & Description

- Description: The text description and details of the event that you wish to be available within the Event Details section of the app.
- Format: Plain text
- Configured withing the ACTIVE.com Listing step up Event Set-Up



EDITING APP ASSETS

STEP 1

OPEN EVENT AND CLICK
"TOOLS"

The screenshot shows the ACTIVE Global Running Day Challenge dashboard for June 3, 2020. The top navigation bar includes links for HOME, PEOPLE, VOLUNTEER, FINANCIALS, EMAIL, GLOBAL MERCHANDISE, GLOBAL DISCOUNT, RACE PASS, and DOCUMENT. The main header displays the event title and date. Below the header, a secondary navigation bar contains links for Dashboard, Setup, Participants, Invitations, Teams, **Tools** (circled in orange), Reports, Express registrations, Virtual event, and Quick links. The dashboard features several key metrics and charts:

- Gross sales:** \$0.00
- Net revenue:** \$0.00
- Registrations:** 124 (0 (0%) in last 7 days)
- REGISTRATION TRENDS:** A chart showing 124 Registrations and a 0% Fill rate. It includes a goal of 200 and a capacity of 0. The chart also displays 0 Cancellations, 0 Transferred categories, and 0 Unsigned waivers.
- REPEAT VS NEW PARTICIPANTS:** A chart showing 107 Total participants, with 3 Repeat and 104 New participants.
- Registrations Table:** A table showing the breakdown of registrations by category and revenue.

| | Participants | Revenue |
|--------|--------------|---------|
| Total | 107 | \$0.00 |
| Repeat | 3 | \$0.00 |
| New | 104 | \$0.00 |



EDITING APP ASSETS

STEP 2

IN TOOLS, CLICK
“EVENT APP”

ACTIVEworks

Welcome Samuel | Help | Settings | Choose logout


HOMEPEOPLEVOLUNTEERFINANCIALSEMAILGLOBAL MERCHANDISEGLOBAL DISCOUNTRACE PASSDOCUMENT


ACTIVE Global Running Day Challenge


June 3, 2020


DashboardSetupParticipantsInvitationsTeamsToolsReportsExpress registrationsVirtual event


Save time, grow your event and improve participant experience with these tools.


[Custom buttons](#)
Create custom buttons for your website to help increase online registration.


[Email](#)
Send emails to event participants.


[Social media](#)
Promote your event using social media and configure your settings to optimize usage by your participants.


[Website widgets](#)
Embed these widgets into your website to help participants manage their registration.


[Multiple languages](#)
Create your event form in other languages.


[Event App](#)
Configure styles of function modules and manage user notifications in Event App.


[Bib tool](#)
Assign bib numbers to your participants.

[Discounts](#)
Create discount codes for your participants.

[Instant Ads](#)
Use Instant Ads to promote your event to thousands of ACTIVE.com visitors in minutes.

[Membership benefits](#)
Create a membership benefit discount for your event.

[Custom analytics](#)
Create, view, and remove custom tags.

[Custom fees](#)
Customize charges of additional taxes or surcharges you need to collect from participants.



EDITING APP ASSETS

STEP 3

CONFIGURE EVENT APP
IMAGES, COURSE MAP,
AND MORE

ACTIVE works

Welcome Samuel | Help | Settings | Choose logout

HOMEPEOPLEVOLUNTEERFINANCIALSEMAILGLOBAL MERCHANDISEGLOBAL DISCOUNTRACE PASSDOCUMENT

ACTIVE Global Running Day Challenge

June 3, 2020

DashboardSetupParticipantsInvitationsTeamsToolsReportsExpress registrationsVirtual event

Event App

Event App is an event interaction mobile app provided and supported by Active. This page allows you to configure the theme and styles of function modules in Event App, and manage notifications to the app users.

CONFIGURATIONCOURSE MAPPHOTOSNOTIFICATIONS

Virtual event configuration

Participants can use the event app to time their participation in a virtual event. Please specify the distance and unit for each registration category in the event (only running events are supported at this time):

Global Running Day Challenge *

5

KM

1K *

1

KM

5K *

5

KM

10K *

10

KM

User interface configuration

BASIC INFO

Multi-event app

None

Your selection will include this event into the selected Multi-Event App. Go to Admin Settings > Multi-Event App for details.

Primary color

#600086

Font color

#FFFFFF

Logo image *

Choose file

OOA-78174_logo-927x336.png

Format: PNG. Size: Less than 500 KB. Dimensions: 927 px width, 336 px height.
The image background must be white or transparent.

Logo icon *

Choose file

OOA-78174_icon-100x100.png

Format: PNG. Size: Less than 500 KB. Dimensions: 480 px width (max), 144 px height (max).
The image background must be transparent.

Homepage header image *

Choose file

homepage header image - active.png

Format: PNG. Size: Less than 500 KB. Dimensions: 1080 px width, 720 px height.

Header mask