

For the  
future  
good

# Artwork Guidelines

# Introduction

Across our products we have the option for custom branding and messaging. Creating engaging artwork and campaigns is a vital part of the GoodBox proposition. Here we give you the complimentary tools to produce your own artwork, or offer bespoke consultancy as a helping hand. If ever you need further support or advice, please do not hesitate to get in touch.

[design@goodbox.com](mailto:design@goodbox.com)



# Contents

**GoodBox Products**

Artwork Examples ..... Page 4-9

**Option 1: Creating the Artwork**

GBx Payter Guidelines ..... Page 11

GBx Mini Guidelines ..... Page 12 -13

GBx Core Guidelines ..... Page 14-19

GBx Podium Guidelines ..... Page 20-22

Resources ..... Page 23-25

# GoodBox Products



GBx Payter



GBx Mini Case



GBx Mini Stand

# GoodBox Products



GBx Core



GBx Podium

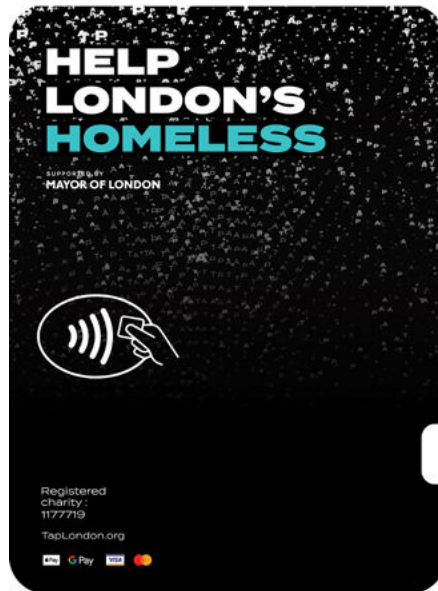


# Artwork Examples



## GBx Payter Shield

# Artwork Examples



## GBx Mini Stand Back Panel



## GBx Mini Case Back Panel

## Artwork Examples



## GBx Core Screen



# Artwork Examples



GBx Podium Back Panel



# **Creating the artwork** **Your DIY guide**

# DIY Shield Template

[✓ DOWNLOAD](#)

## GBx Payter Guidelines

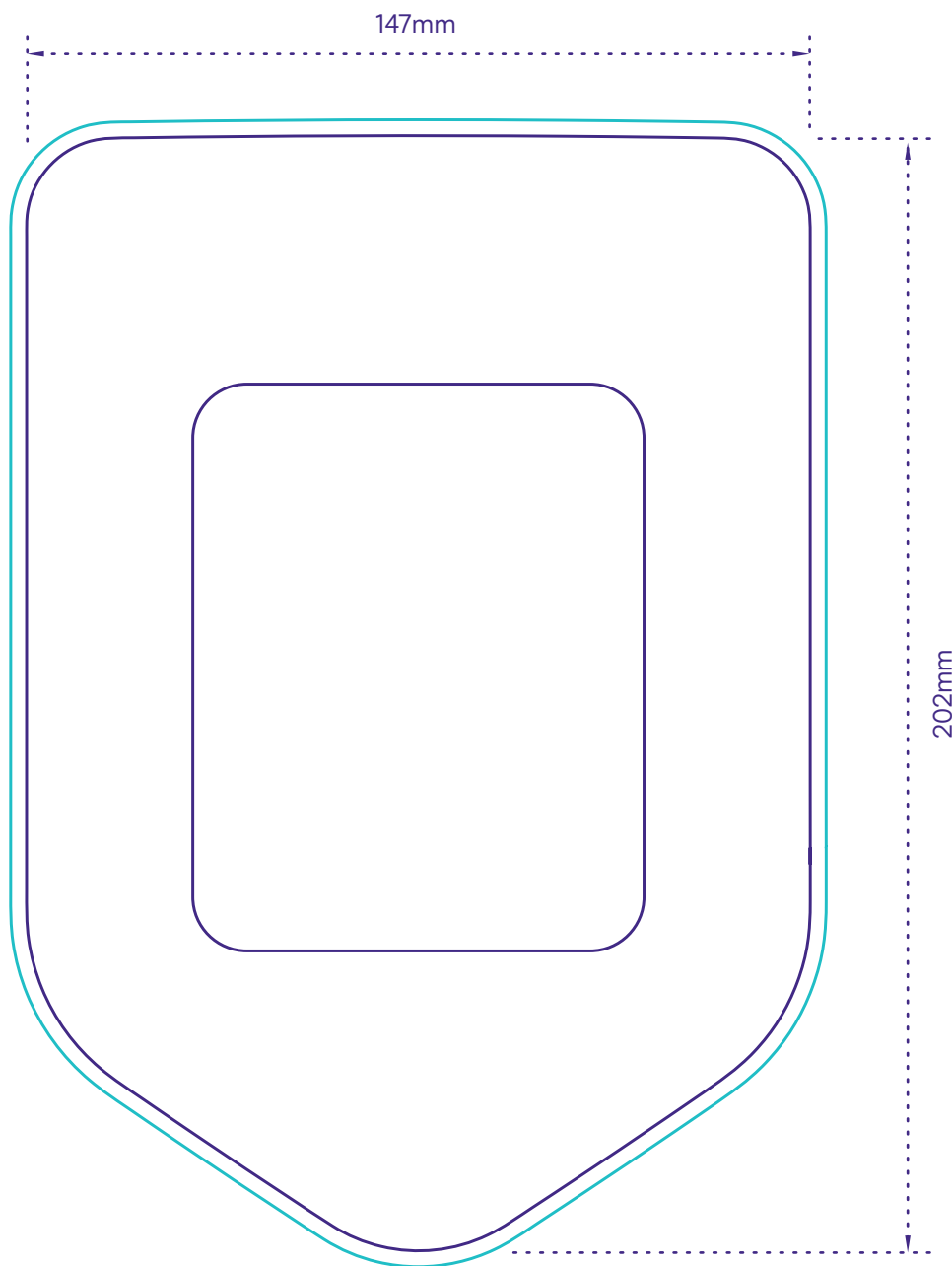
### General use case:

- Please download the template
- Create your artwork by adding images, text and key messages

### Export specifications:

- 3mm outer bleed
- 3mm inner safe zone
- CMYK colour space
- Save as PDF (PDF/X-4:2008)
- Maximum of 2.5mb artwork limit

Please send all artwork to [design@goodbox.com](mailto:design@goodbox.com)



# DIY Case Back Panel Template

[▽ DOWNLOAD](#)

## GBx Mini Guidelines

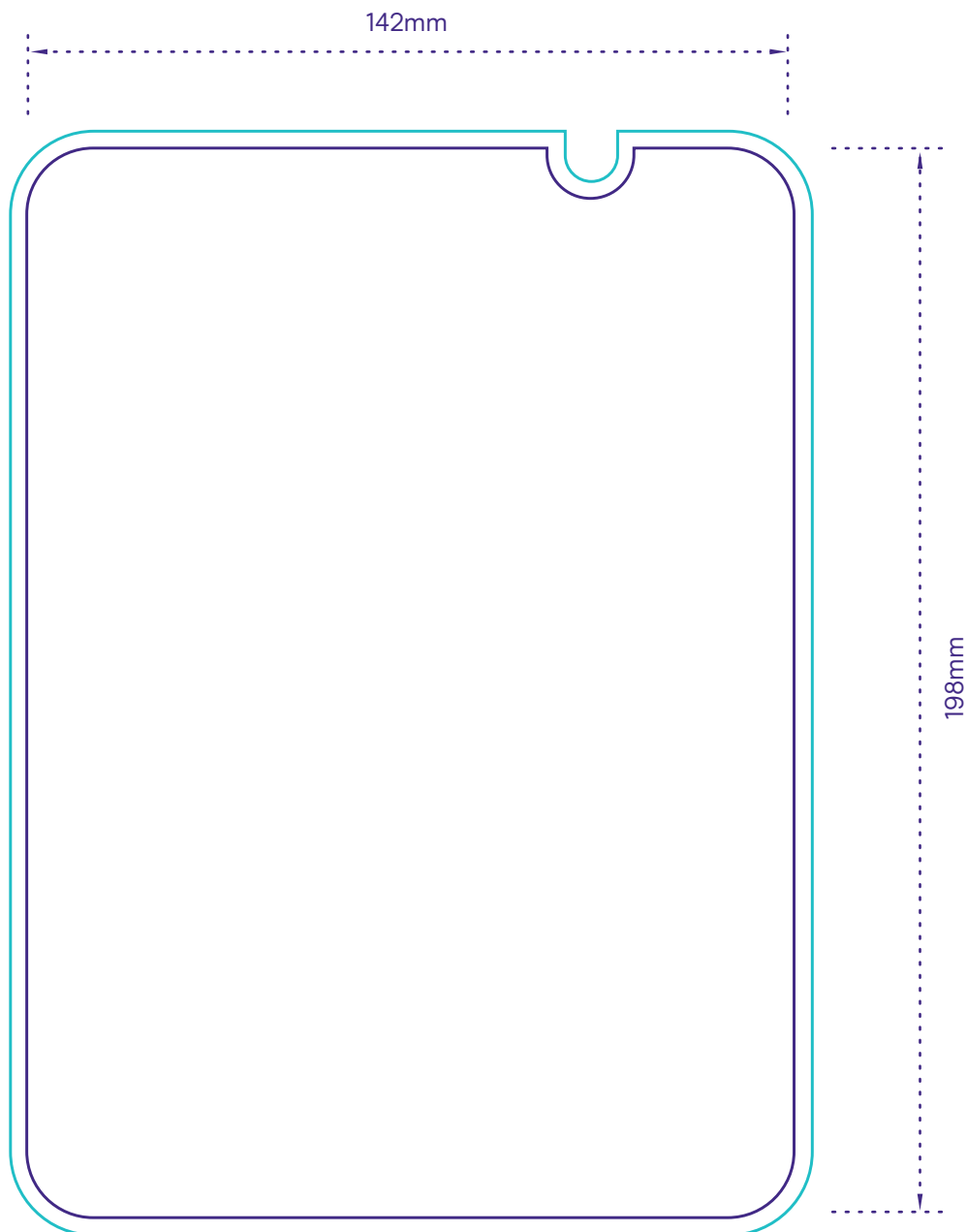
### General use case:

- Please download the template
- Create your artwork by adding images, text and key messages

### Export specifications:

- 3mm outer bleed
- 3mm inner safe zone
- CMYK colour space
- Save as PDF (PDF/X-4:2008)
- Maximum of 2.5mb artwork limit

Please send all artwork to [design@goodbox.com](mailto:design@goodbox.com)



Please note: The artwork is only for the back panel.  
This device is unable to display artwork on screen.

# DIY Stand Back Panel Template

[✓ DOWNLOAD](#)

## GBx Mini Guidelines

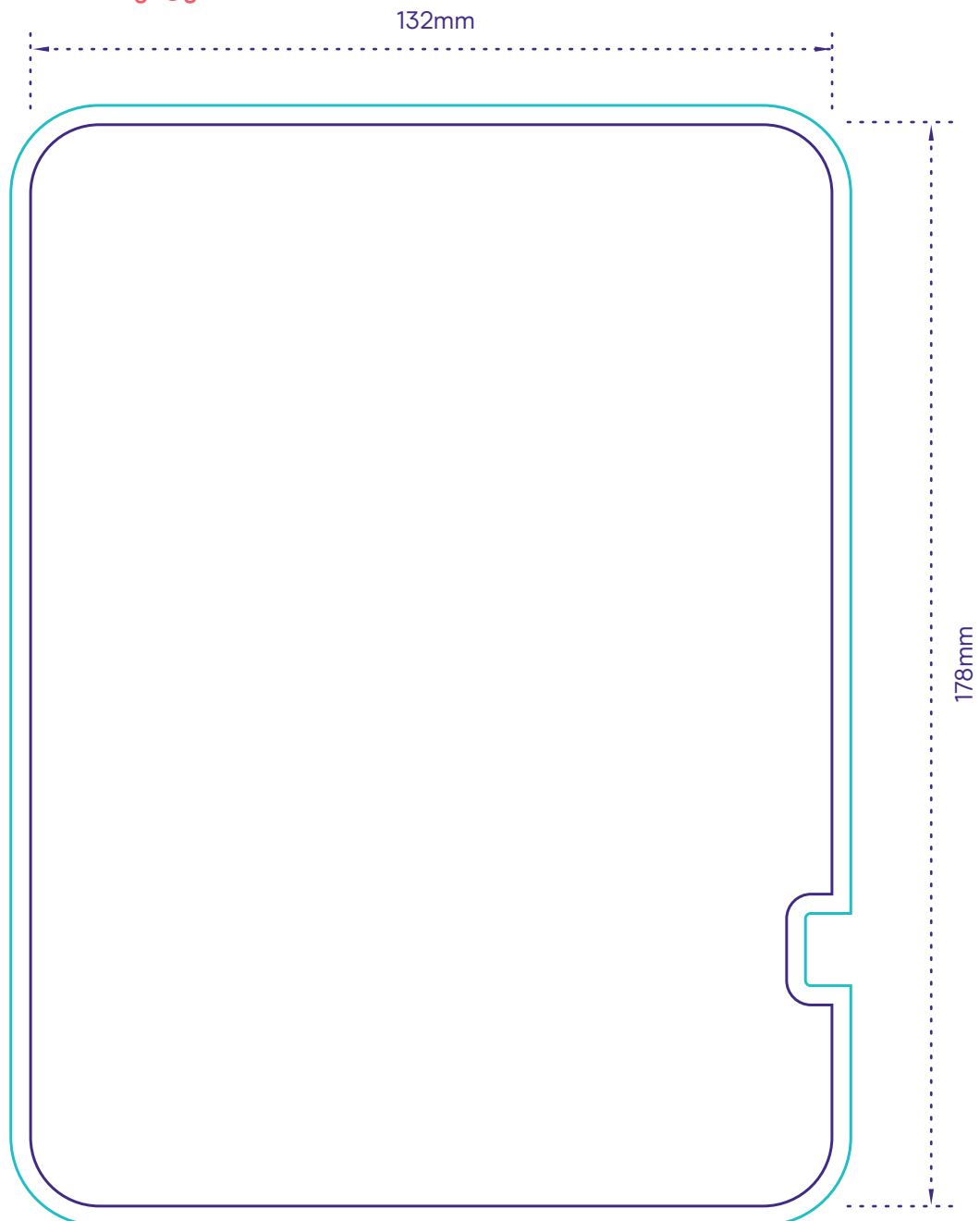
### General use case:

- Please download the template
- Create your artwork by adding images, text and key messages

### Export specifications:

- 3mm outer bleed
- 3mm inner safe zone
- CMYK colour space
- Save as PDF (PDF/X-4:2008)
- Maximum of 2.5mb artwork limit

Please send all artwork to [design@goodbox.com](mailto:design@goodbox.com)



Please note: The artwork is only for the back panel.  
This device is unable to display artwork on screen.



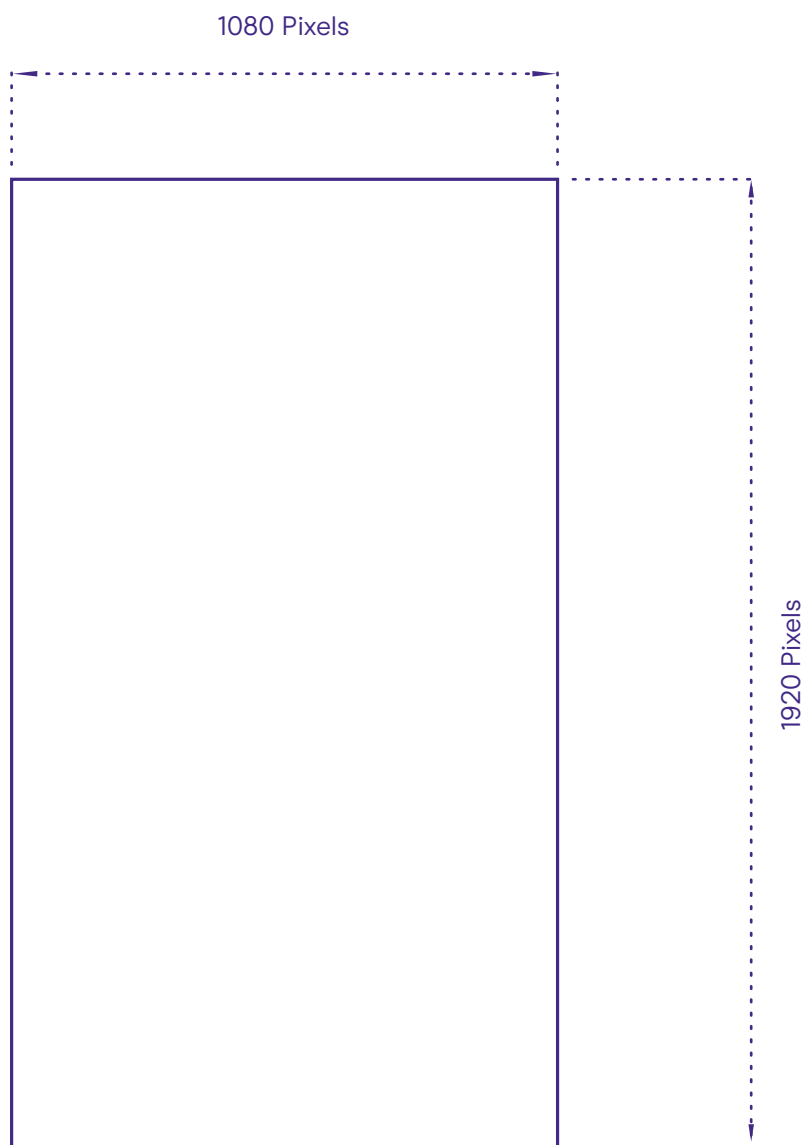
# DIY Screen Templates

[✓ DOWNLOAD](#)

## GBx Core Guidelines

### General Information

- Please download the template
- Create your artwork by adding images, text and key messages
- Create at least two images to go on rotation as a call to action
- Create an image as a “Thank You” message, this will appear after a donation is made
- Export each artboard as a separate file - maximum of 2.5mb artwork limit
- Maximum of 2.5mb artwork limit



Send artwork to [design@goodbox.com](mailto:design@goodbox.com) along with any fonts you want used for the payment amount and any brand guidelines for colour palate in which you wish the payment amount to be shown.

# Screen Specifications

## GBx Core Guidelines

**Resolution:** 1080x1920px

**DPI:** 300

**Colour space:** RGB

The screen on the GBx Core is portrait and runs a standard full HD resolution. It is indicated that any raster based image embedded into the design should have 300 DPI.



# Screen Slides

## GBx Core Guidelines

### Requirements

- “Call to Action” slides: a minimum of 2 pcs
- “Thank You” slide: 1 pcs

At least two screen artwork slides are necessary to avoid any possible screen burn effect. These will cycle up until a donation has been made. After a donation has been made the “Thank You” slide will automatically transition.

Slide 1: Call to Action



Slide 2: Call to Action



Slide 3: Thank You



# Donation Amount Setup

## GBx Core Guidelines

### Setting up the donation amount:

You are free to design your artwork as you see fit but please note that the donation needs to appear in a circle (bubble) on the screen as shown on the left hand side example.

Every “Call to Action” slide must have the donation amount present on it in a circle.

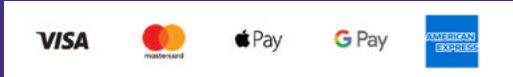


# Device Payment Messaging

## GBx Core Guidelines

### Card Scheme Logos:

It is recommended that accepted card scheme logos are shown somewhere on the “Call to Action” screens, as seen below



### Transaction Status Bar:

A transaction status bar of 288px will appear for 1 second on “Call to Action” slides.

A transaction status bar will be seen at all times on the “Thank You” slide, please do not design anything in that area as it will overlap with the status bar.

Slide 1: Call to Action



Slide 2: Thank You





# Export Settings

## GBx Core Guidelines

### General use case:

- Use the “Save for Web” feature
- Save as a PNG
- Save the file at its native resolution
- Use 300 DPI
- Maximum of 2.5mb artwork limit

### Mock up and production ready export:

As we hard-code the donation amount on top of your artwork you will have to:

- Export the artwork with the bubble and the donation amount
- Export the artwork without the bubble and the donation amount\*
- Provide the used font to match the rest of the design when hard-coding the donation amount

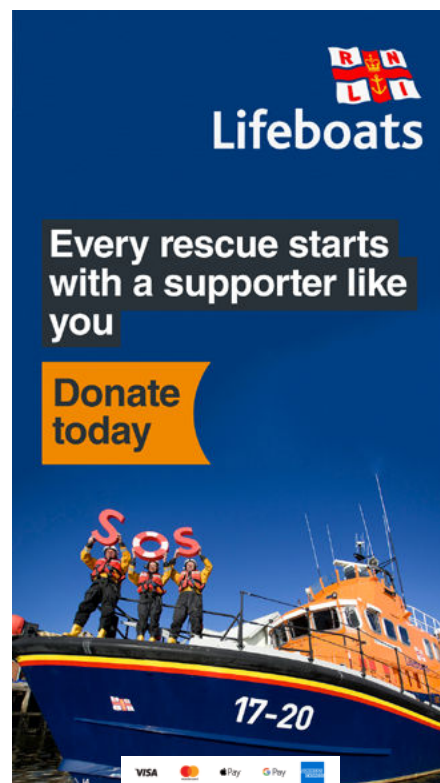
Please send all artwork to [design@goodbox.com](mailto:design@goodbox.com)

\*Please note that the donation amount **CANNOT** be hard-coded in the artwork.

Mock up



Production ready



# Back Panel Specifications

## GBx Podium Guidelines

**Resolution:** 822x4620px

**DPI:** 300

**Colour space:** CMYK

The GBx Podium Back-panel is double-sided. Please note the Podium body and Core device block an area of the backboard - this is marked on the artwork guidelines.



# DIY Back Panel Template

[✓ DOWNLOAD](#)

## GBx Podium Guidelines

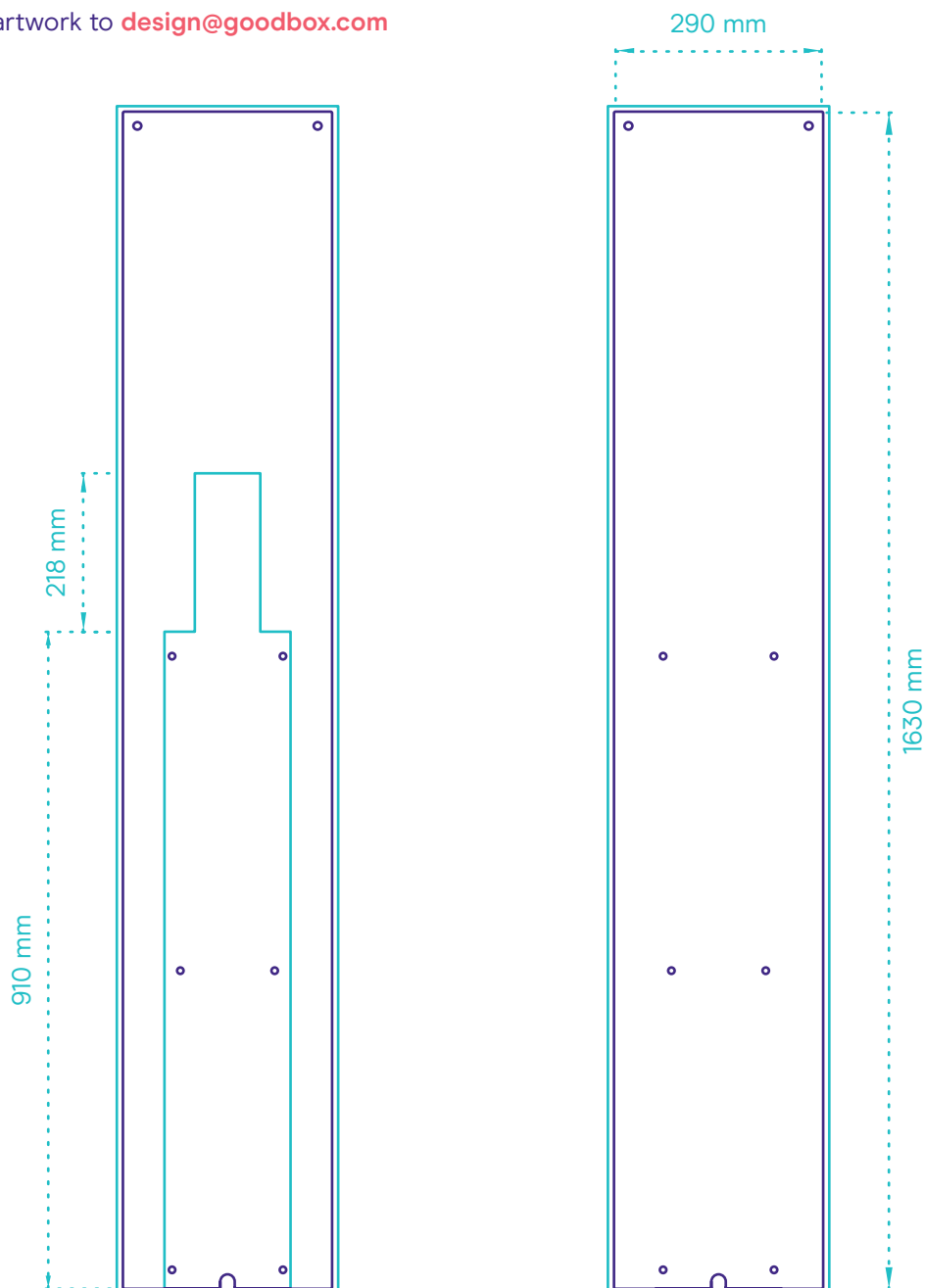
### General use case:

- Please download the template
- Create your artwork by adding images, text and key messages

### Export specifications:

- 3mm outer bleed
- 3mm inner safe zone
- CMYK colour space
- Save as PDF (PDF/X-4:2008)
- Maximum of 2.5mb artwork limit

Please send all artwork to [design@goodbox.com](mailto:design@goodbox.com)



# DIY Magnetic Artwork Template

[▽ DOWNLOAD](#)

## GBx Podium Guidelines

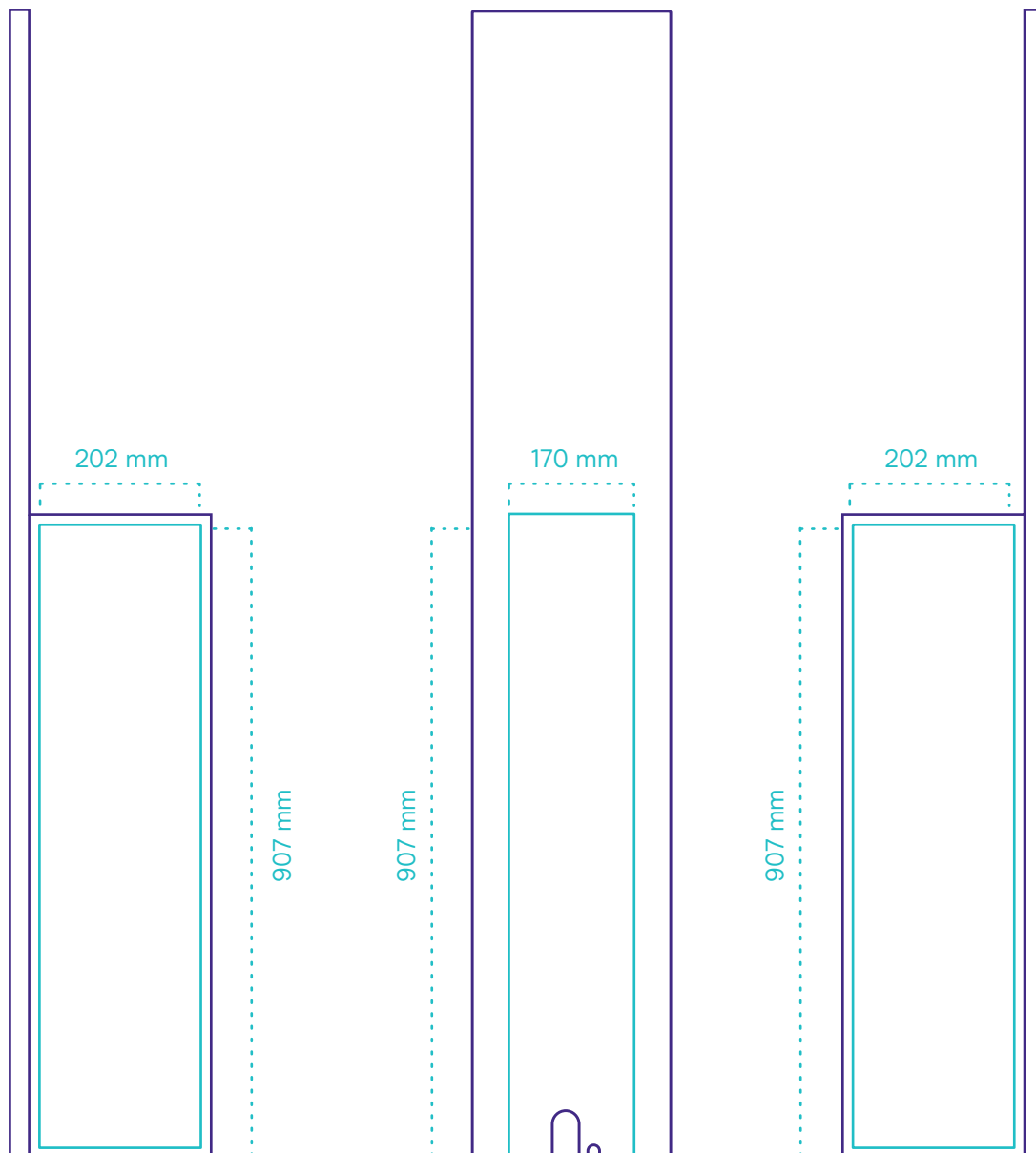
### General use case:

- Please download the template
- Create your artwork by adding images, text and key messages

### Export specifications:

- 3mm outer bleed
- 3mm inner safe zone
- CMYK colour space
- Save as PDF (PDF/X-4:2008)
- Maximum of 2.5mb artwork limit

Please send all artwork to [design@goodbox.com](mailto:design@goodbox.com)



# Resources



# TAP TO GIVE™

## General information

GoodBox owns the TAP TO GIVE Trademark and has chosen to open license it to charities and companies performing fundraising functions who meet the criteria set out in the licensing agreement.

Please note this licensing agreement has not been created to inhibit fund-raisers, but rather to provide comfort that the trademark will not be misused for non-fundraising purposes. GoodBox's role will be to promote and protect the value of the brand, thereby increasing consumer trust and ultimately the funds raised through contactless giving.



# Download our resources

To easily create your desired artwork and to match our requirements please download the following resources:

▼ DOWNLOAD [TAP TO GIVE assets](#)

▼ DOWNLOAD [GBx Payter \(Shield\) Design Template](#)

▼ DOWNLOAD [GBx Mini \(Case Back Panel\) Design Template](#)

▼ DOWNLOAD [GBx Mini \(Stand Back Panel\) Design Template](#)

▼ DOWNLOAD [GBx Core \(Screen\) Design Templates](#)

▼ DOWNLOAD [GBx Podium \(Back Panel\) Design Template](#)

▼ DOWNLOAD [GBx Podium DIY Magnetic Artwork Template](#)



For more information, please contact:  
[design@goodbox.com](mailto:design@goodbox.com)