

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



Contents

GoodBox Products

Artwork Examples	Page 4-9
------------------------	----------

Option 1: Creating the Artwork

GBx Payer 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

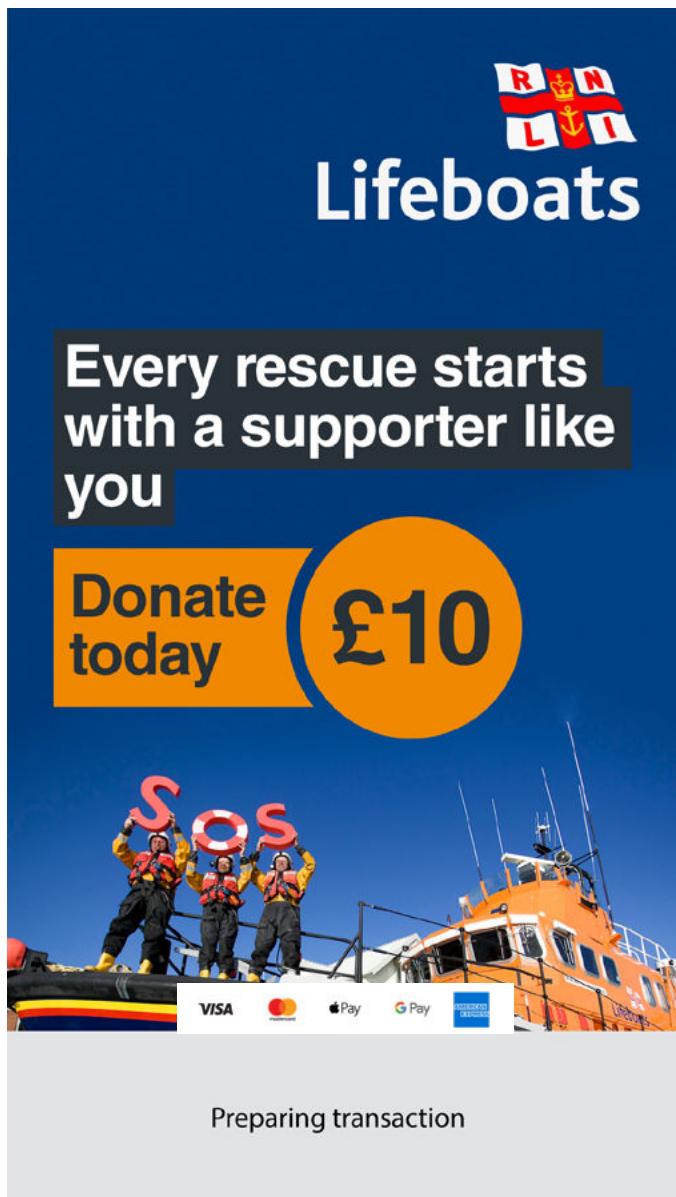


GBx Mini Stand Back Panel



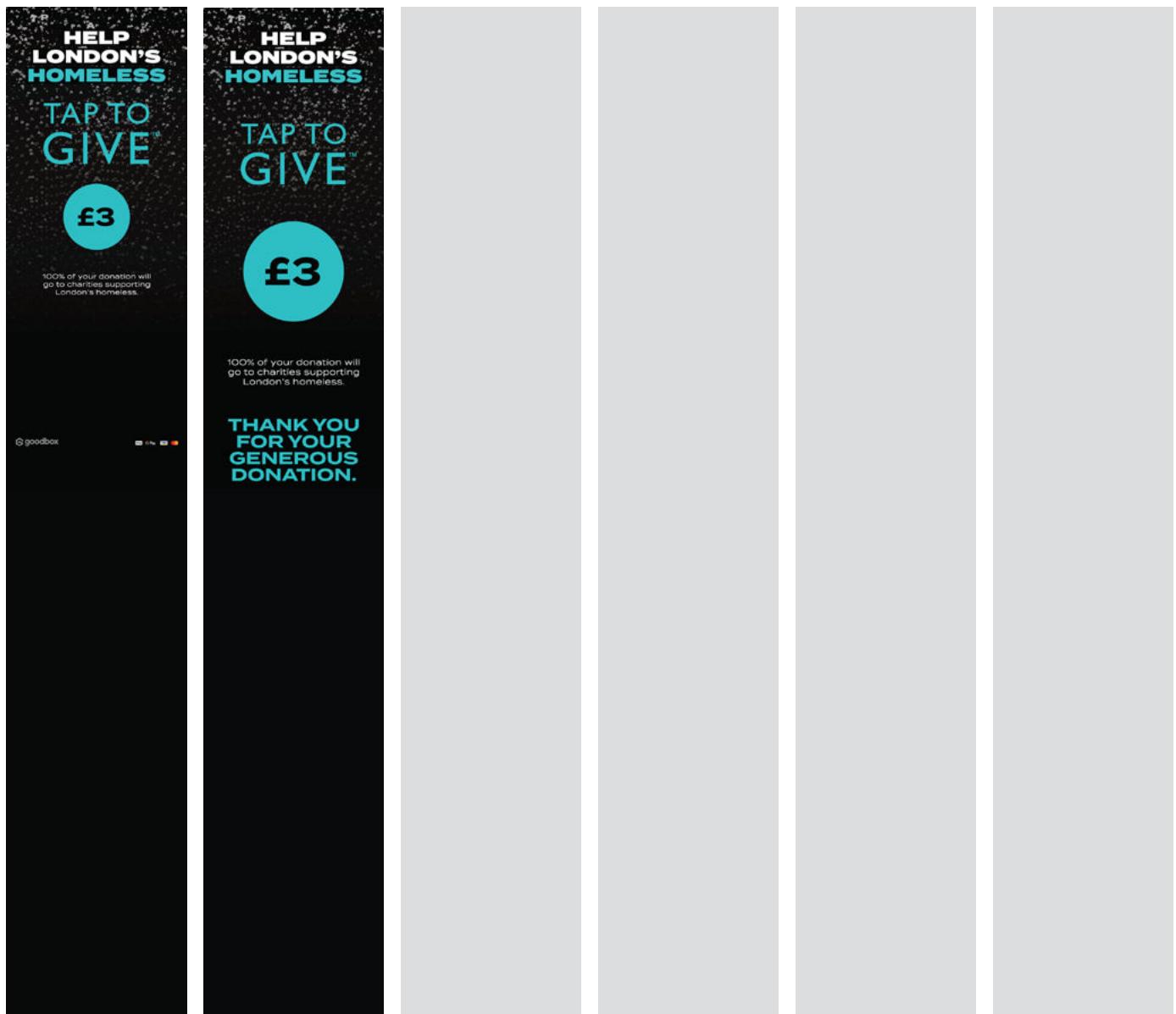
GBx Mini Case Back Panel

Artwork Examples

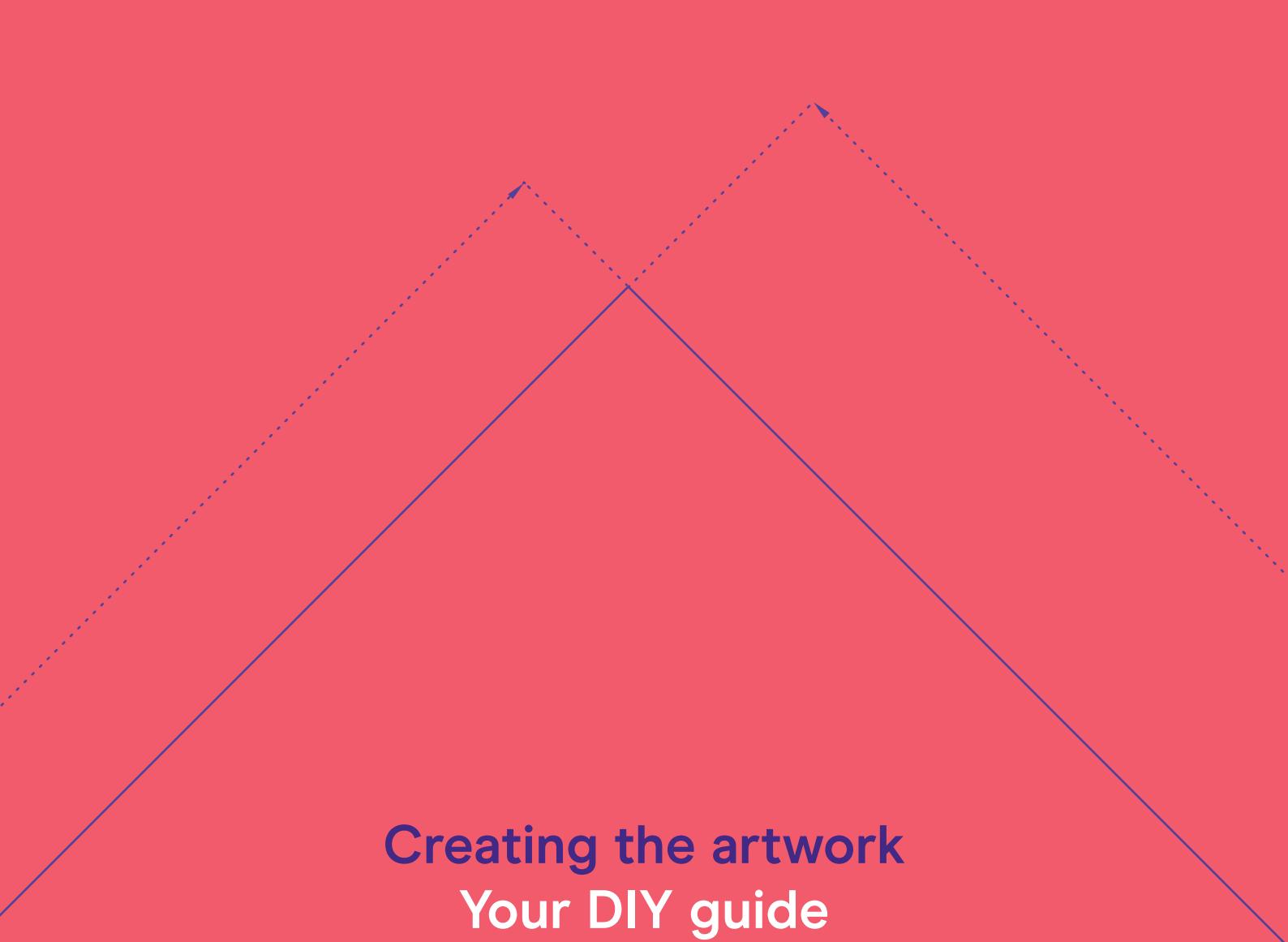


GBx Core Screen

Artwork Examples



GBx Podium Back Panel



Creating the artwork

Your DIY guide

DIY Shield Template

[▼ DOWNLOAD](#)

GBx Payter Guidelines

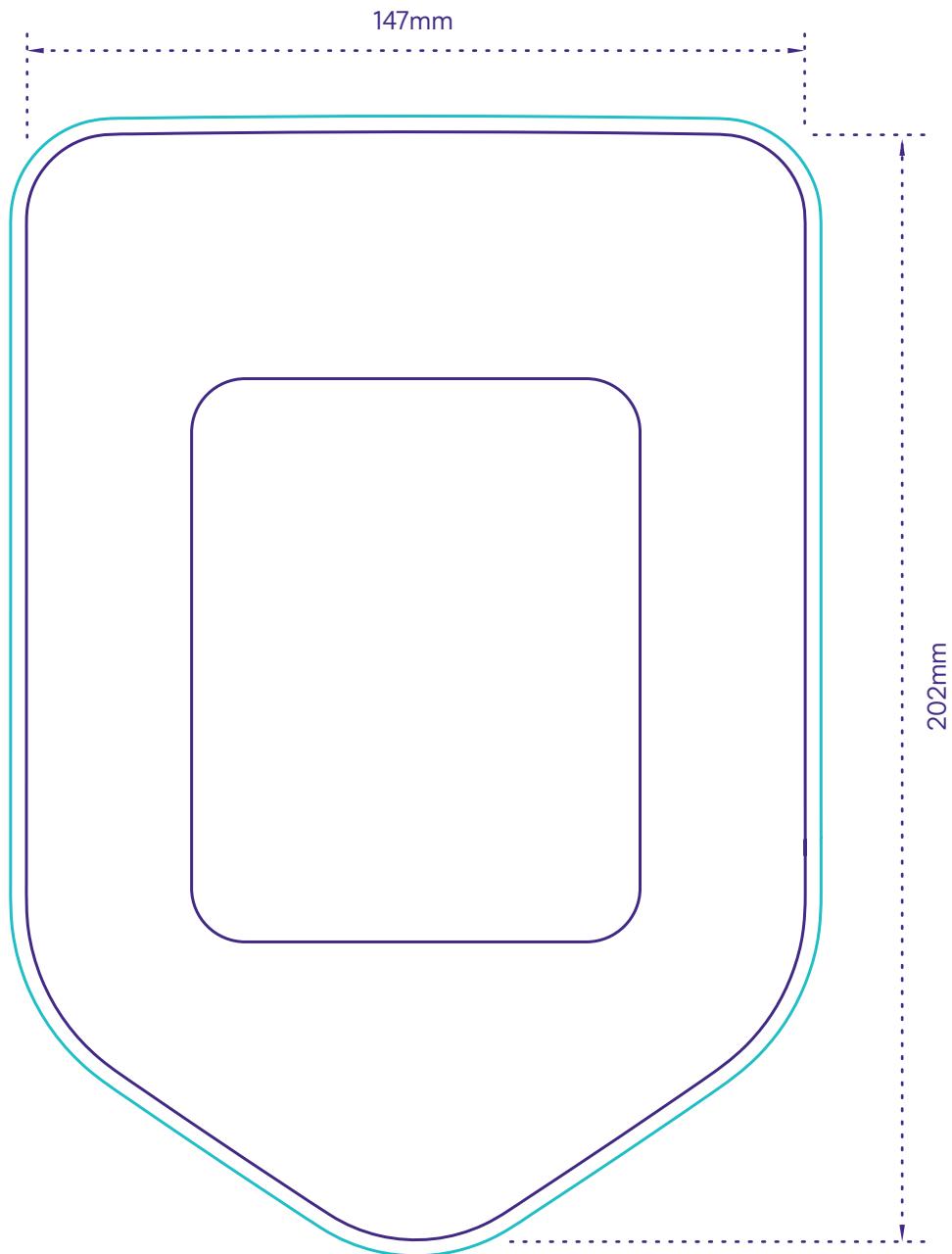
General use case:

- 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



DIY Case Back Panel Template

[▼ DOWNLOAD](#)

GBx Mini Guidelines

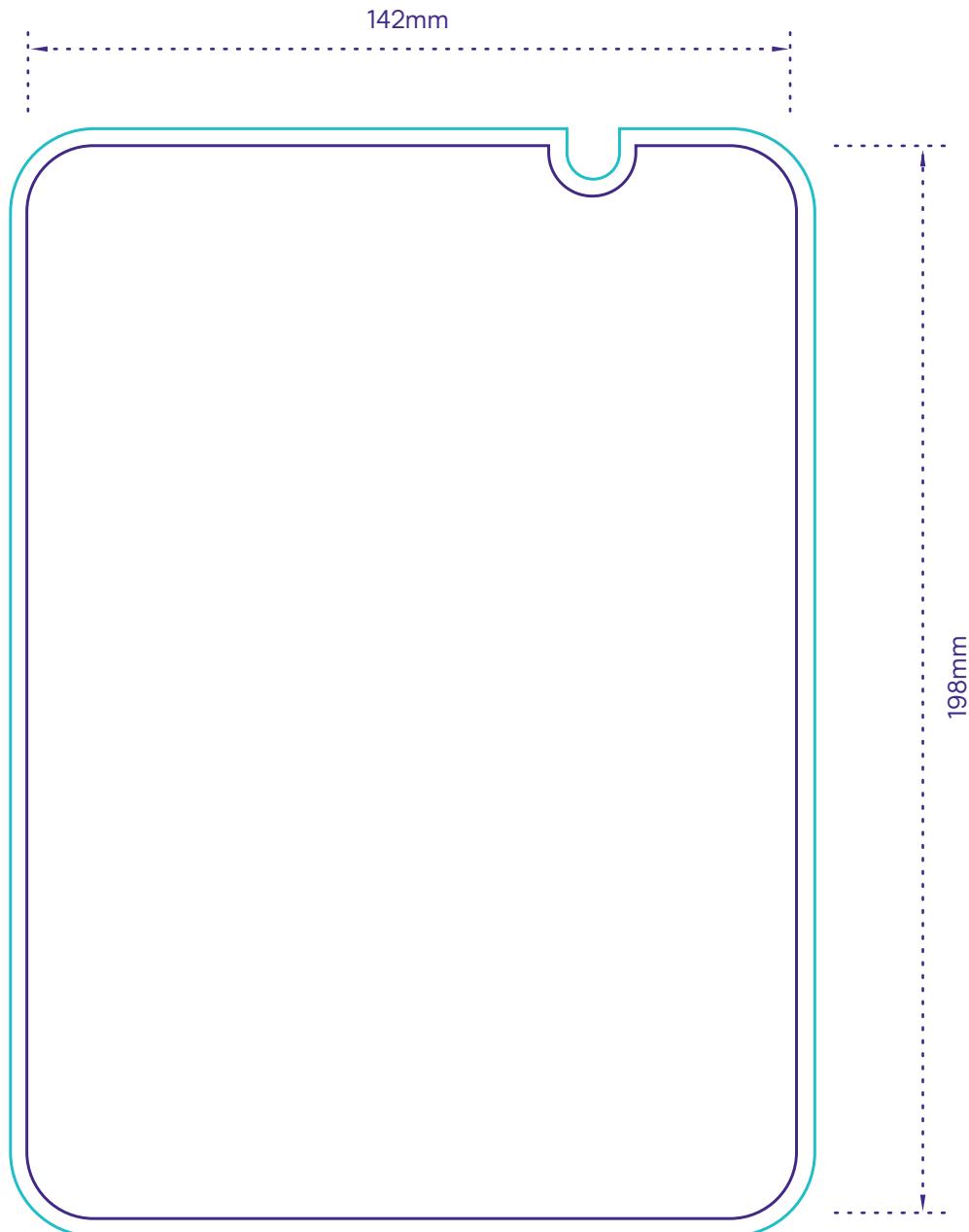
General use case:

- 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



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

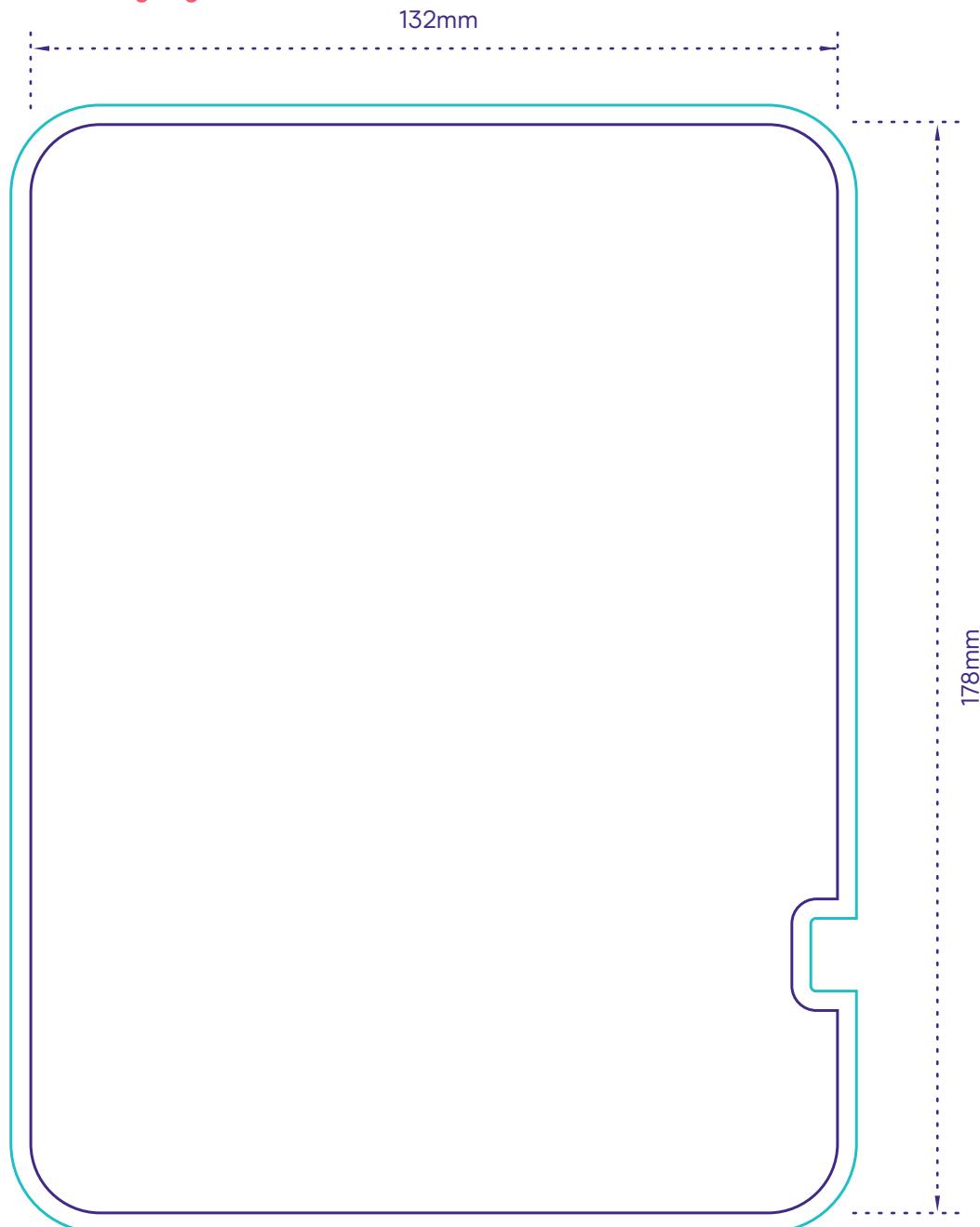
General use case:

- 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



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

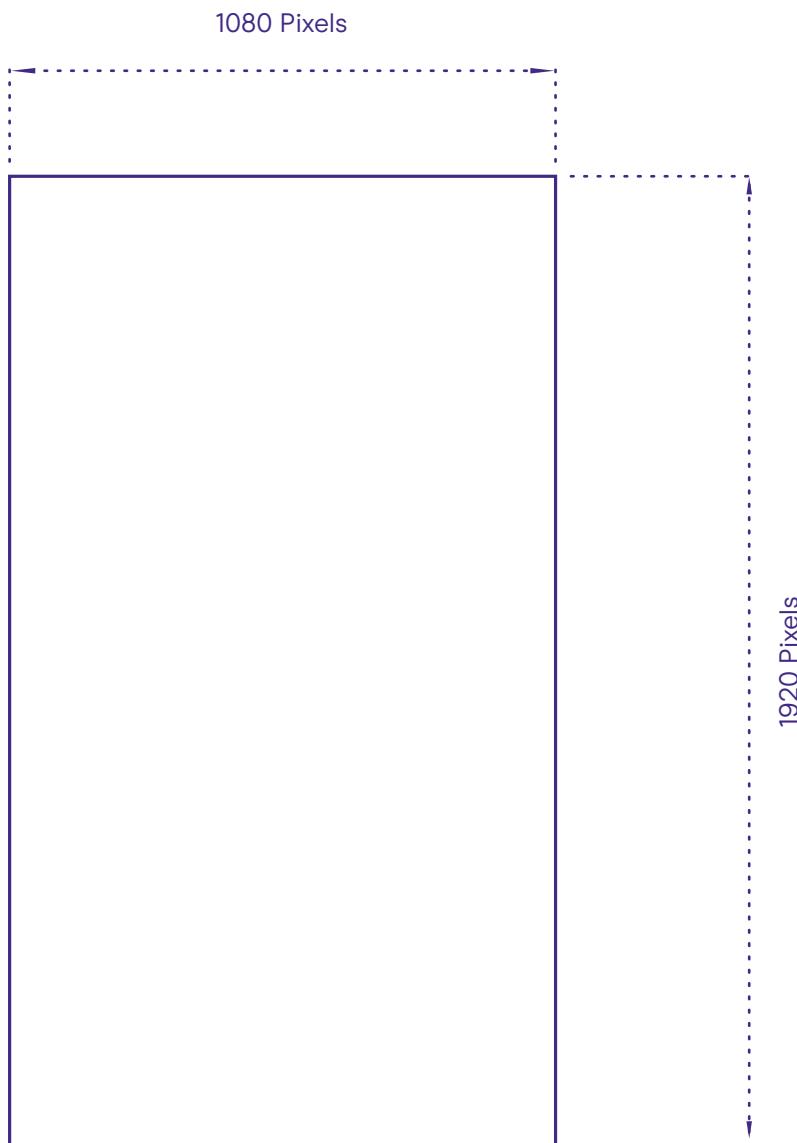
DIY Screen Templates

[▼ 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 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.

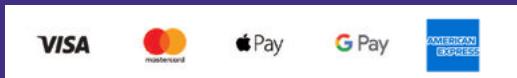


Device Payment Messaging

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

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

Mock up and production ready export:

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

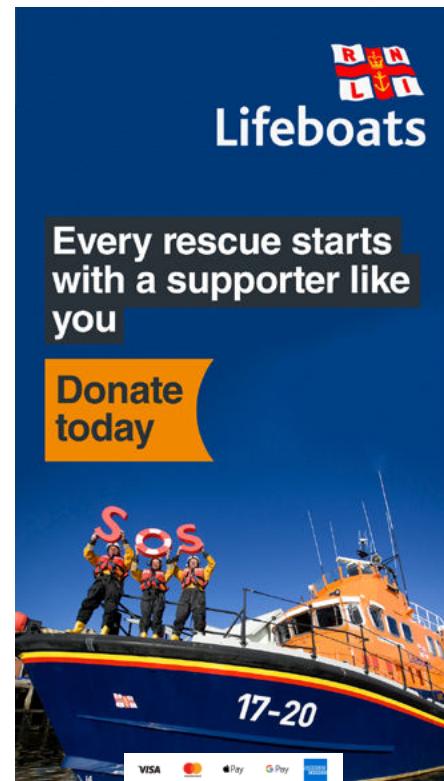
- Export the artwork with the bubble and the donation amount
- Export the artwork without the bubble and the donation amount*
- Provide the used font to match the rest of the design when hard-coding the donation amount

Please send all artwork to design@goodbox.com

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

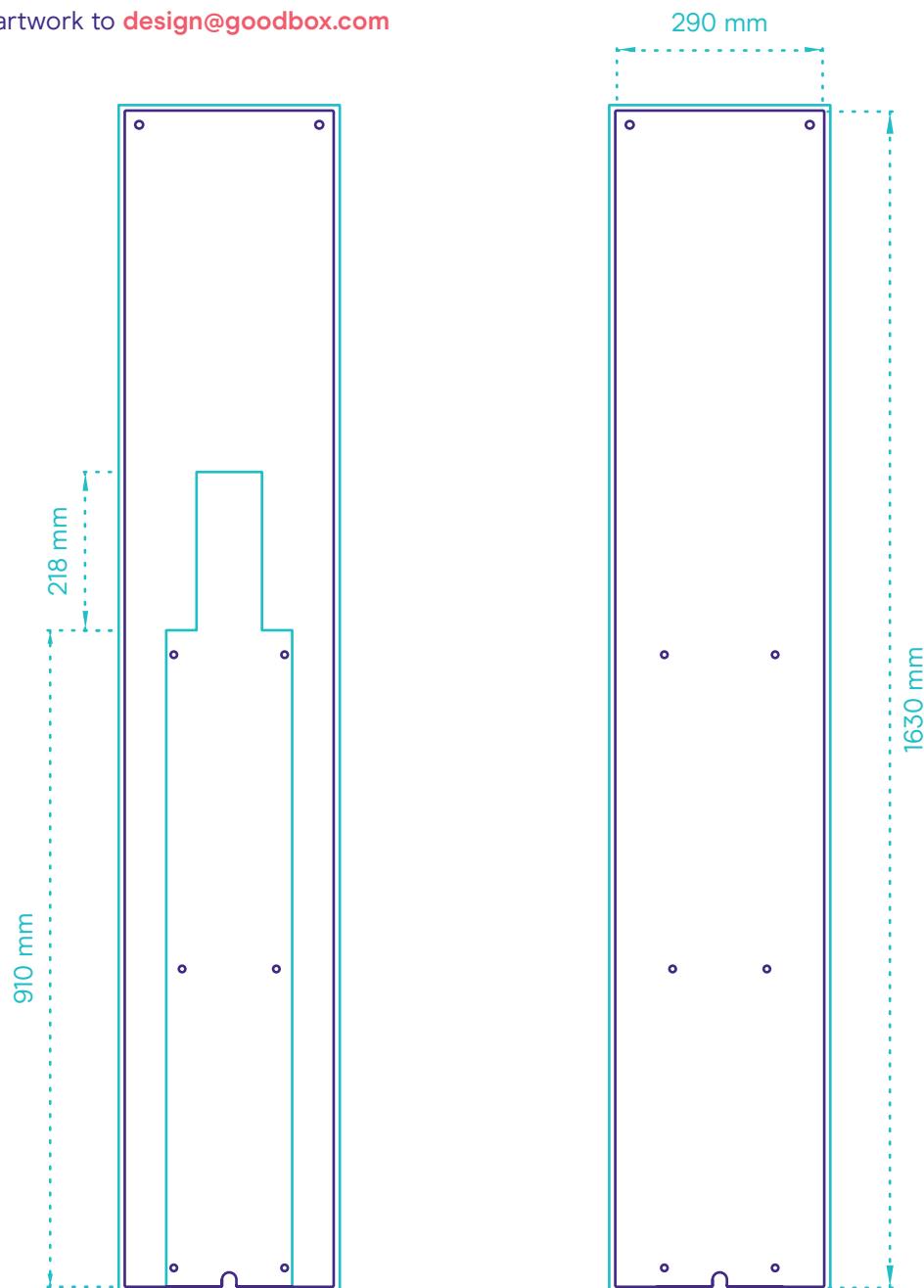
General use case:

- 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



DIY Magnetic Artwork Template

[✓ DOWNLOAD](#)

GBx Podium Guidelines

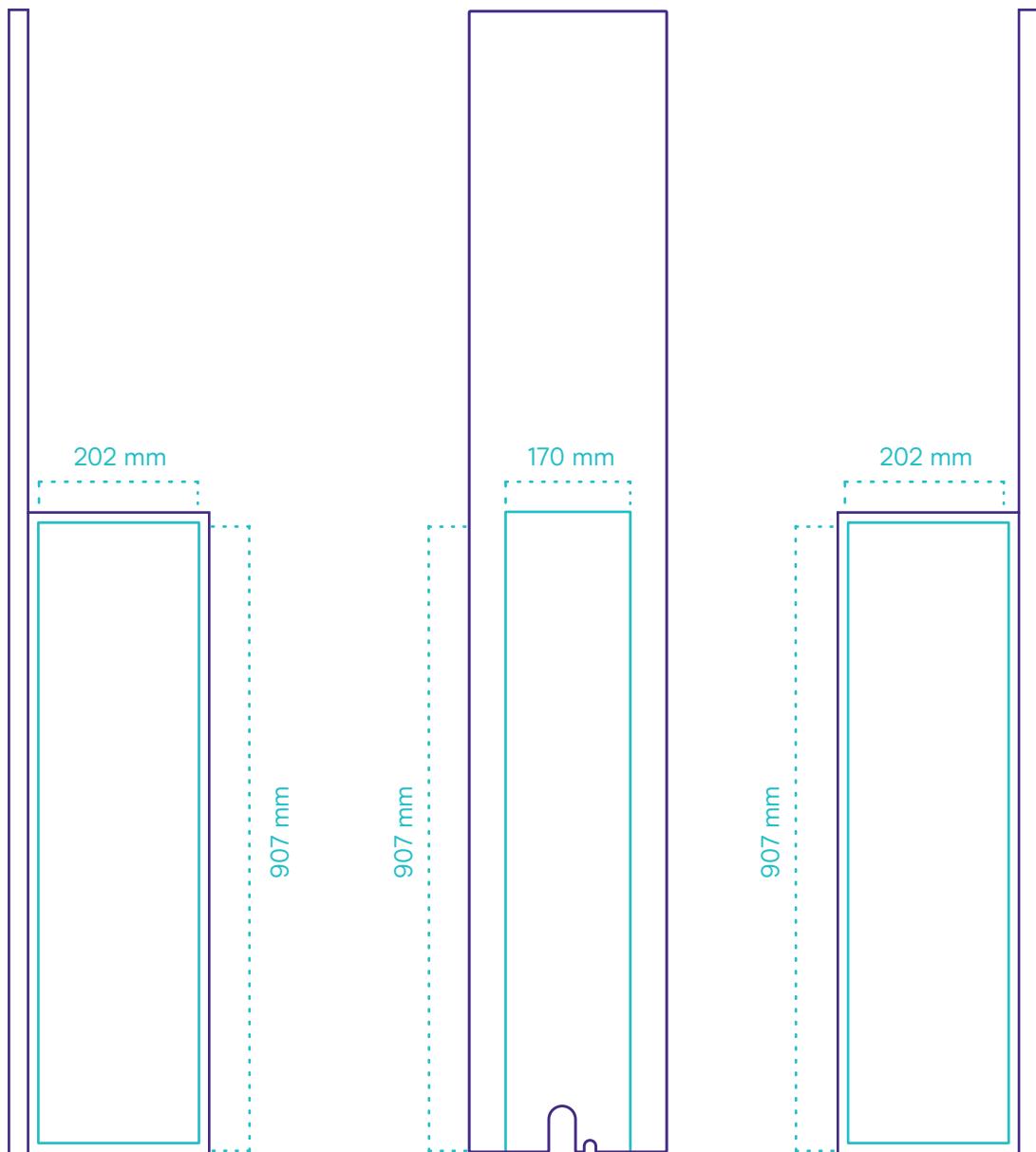
General use case:

- 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



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:

 [TAP TO GIVE assets](#)

 [GBx Payer \(Shield\) Design Template](#)

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

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

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

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

 [GBx Podium DIY Magnetic Artwork Template](#)



For more information, please contact:
design@goodbox.com