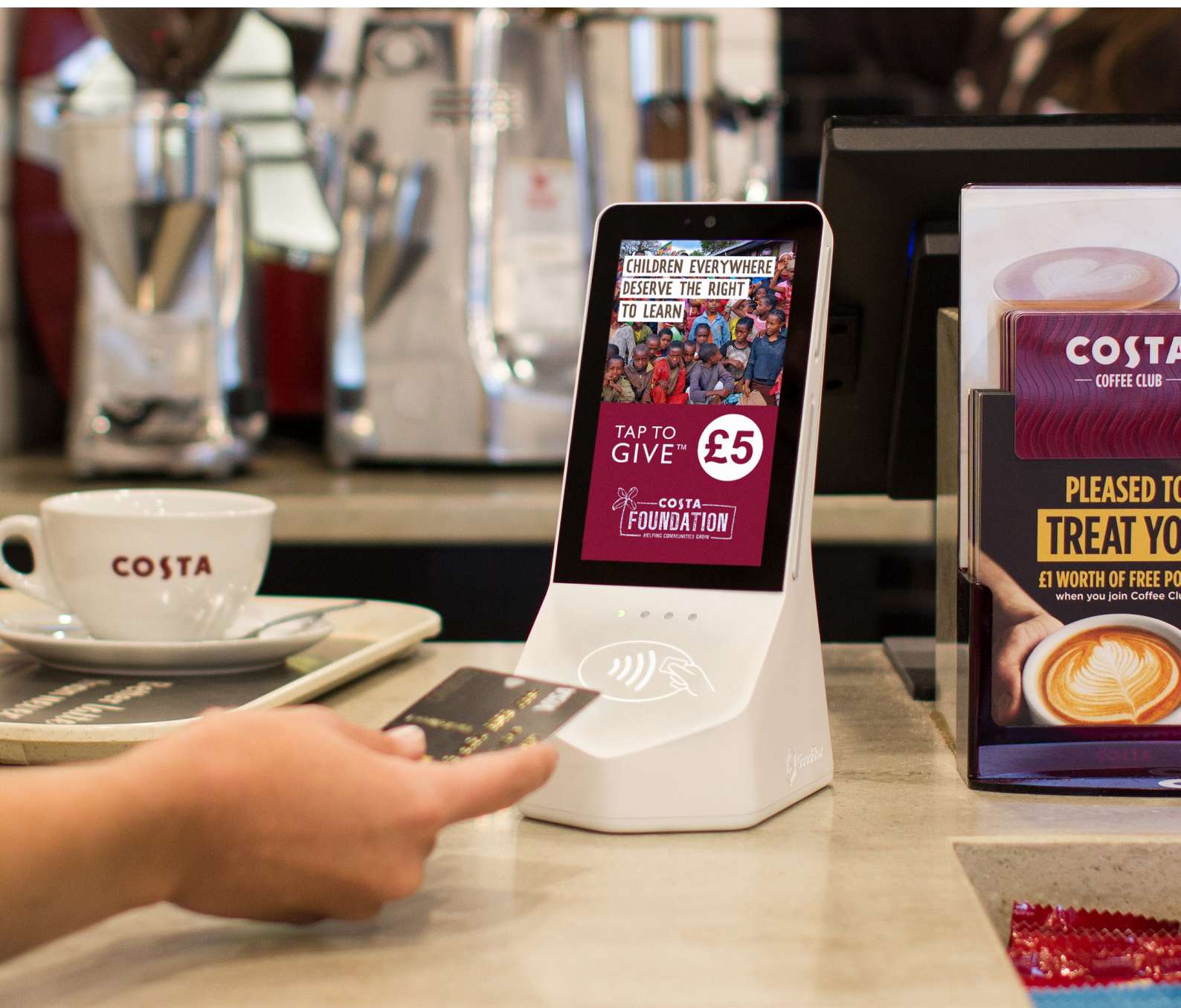


# DIY Artwork Guidelines

At GoodBox, we pride ourselves on creating better connections between donors and causes. One of the best ways to facilitate this connection is compelling, emotive artwork showcasing the incredible work your organisation does. Your artwork is vital in forging an instant connection with a passer-by and encouraging them to support the work you do. In this document, you'll find all of the guidelines and resources your design team will need to create captivating artwork your donors will resonate with.





# Artwork Examples

## GBx Core Screens

**TEENAGE  
CANCER  
TRUST**

**HELP US REACH  
EVERY YOUNG PERSON  
WITH CANCER**

**DONATE**  
**£5**

Press to change amount

**FR** Registered with  
FUNDRAISING  
REGULATOR

VISA Mastercard American Express Apple Pay G Pay

**Queen Elizabeth  
Hospital Birmingham  
Charity**

**Help us to go  
'over and above'**  
for patients at the Queen Elizabeth  
Hospital Birmingham by making a  
donation today

Charity Number: 456 654 456

**FR** FUNDRAISING  
REGULATOR

VISA Mastercard American Express Apple Pay G Pay

# Artwork Examples

## GBx Podium Back Panel



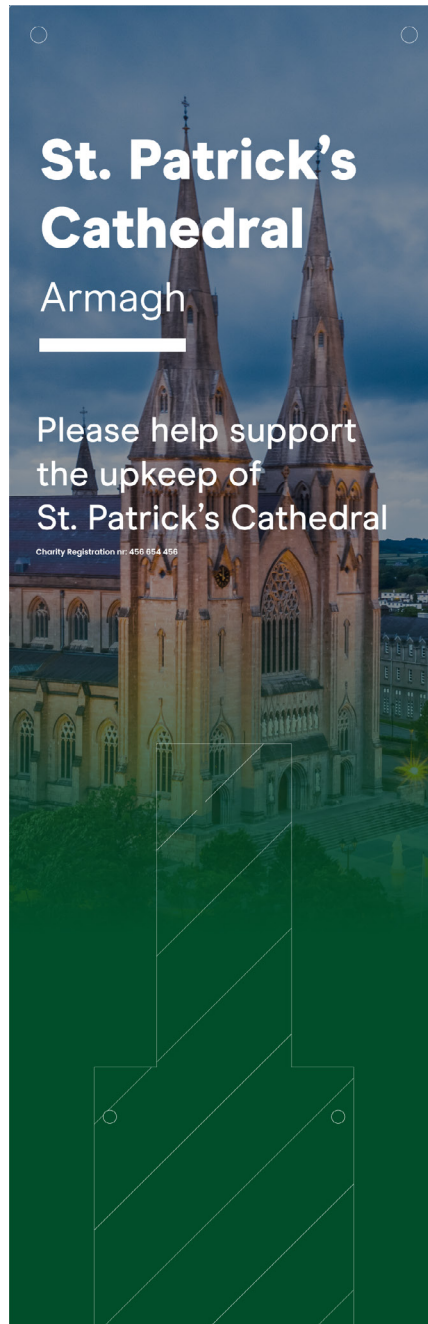
 **ocean**  
conservation  
trust

If you choose to **tap now**,  
you will be supporting  
our Ocean charity

**DONATE**

**£3**

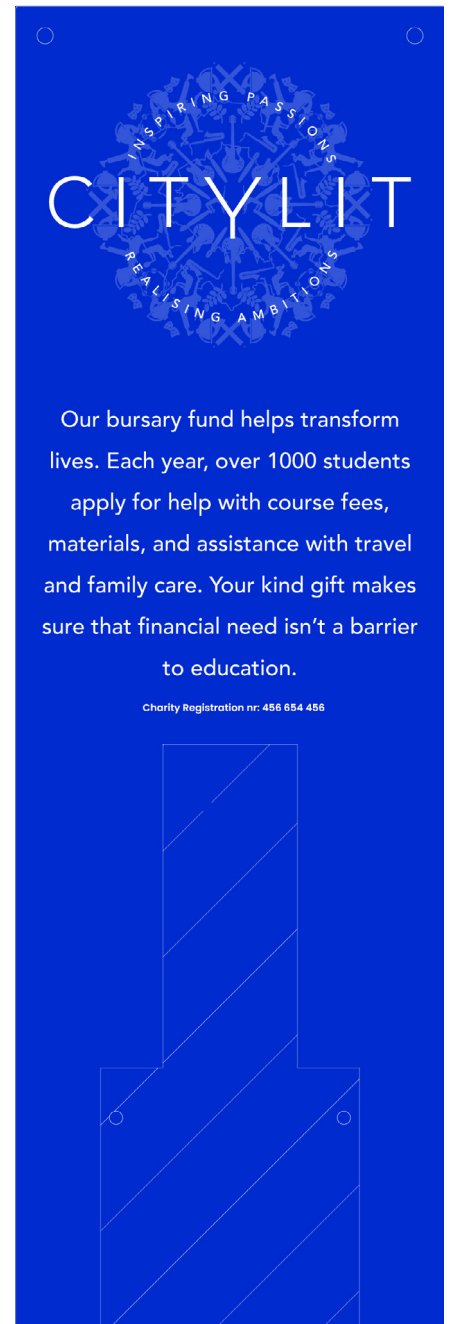
100% of your donation will go to  
supporting Ocean conservation



**St. Patrick's  
Cathedral**  
Armagh

Please help support  
the upkeep of  
St. Patrick's Cathedral

Charity Registration nr: 456 854 456



**CITYLIT**

INSPIRING PASSIONS  
REALISING AMBITIONS

Our bursary fund helps transform  
lives. Each year, over 1000 students  
apply for help with course fees,  
materials, and assistance with travel  
and family care. Your kind gift makes  
sure that financial need isn't a barrier  
to education.

Charity Registration nr: 456 854 456

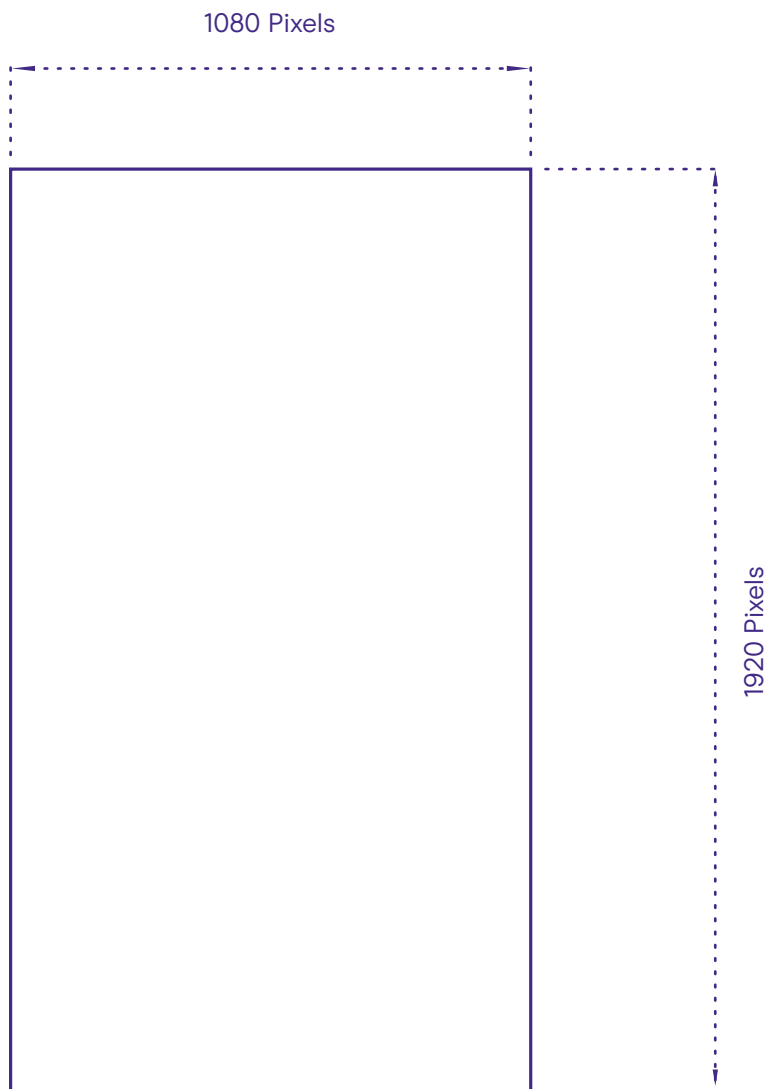
# GBx Core Guidelines

[✓ DOWNLOAD](#)

## DIY Screen Templates

### General Information

- Download the templates by clicking Download in the top right corner.
- Create your artwork by adding images, text and key messages.
- Create at least two images which will rotate as your “Call to action”.
- Create an image as a “Thank you” message which will appear after a donation is made.
- Export each artboard as a separate file
- The maximum size restriction for artwork is 2.5mb



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.

# GBx Core Guidelines

## Screen Specifications

**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 (or at least over 1mb in size).



# GBx Core Guidelines

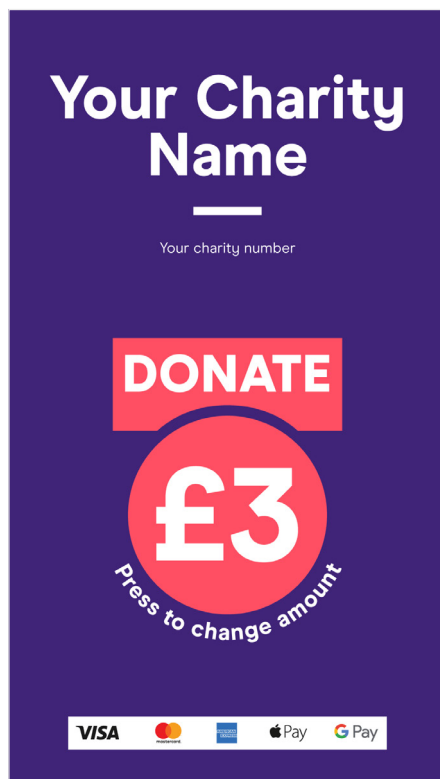
## Screen Slides

### 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



# GBx Core Guidelines

## Donation Amount Setup

### 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.

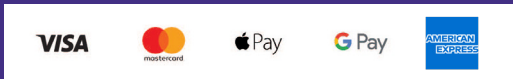


# GBx Core Guidelines

## Device Payment Messaging

### Card Scheme Logos:

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

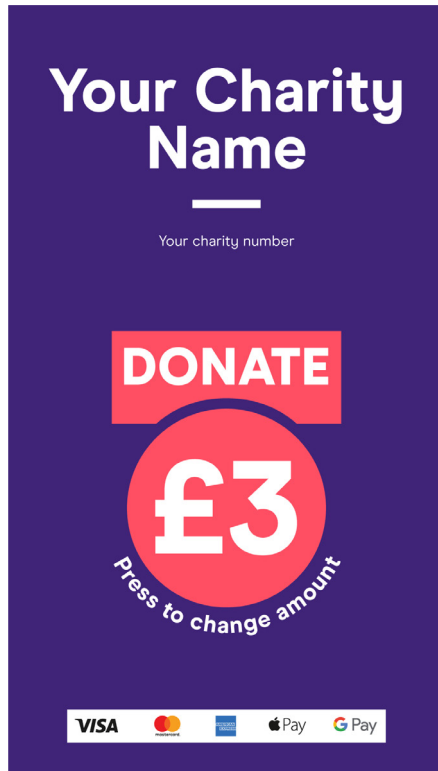


### Transaction Status Bar:

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



Processing transaction



# GBx Core Guidelines

## Export Settings

### 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:

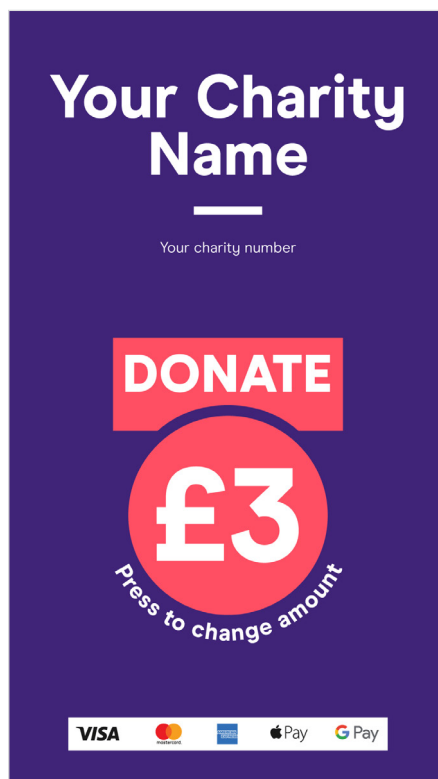
As we hard-code the donation amount on top of your artwork you will have to:

- 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

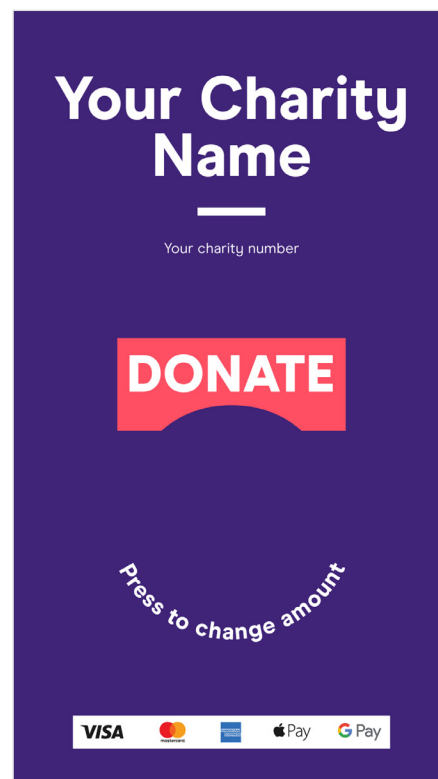
Please send all artwork to [design@goodbox.com](mailto:design@goodbox.com)

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

### Mock up



### Production ready

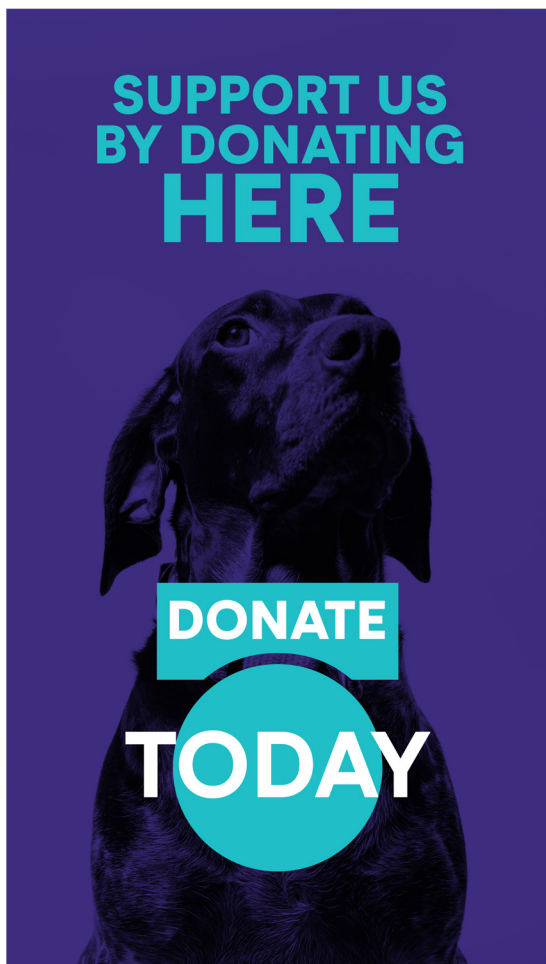


# GBx Core Guidelines

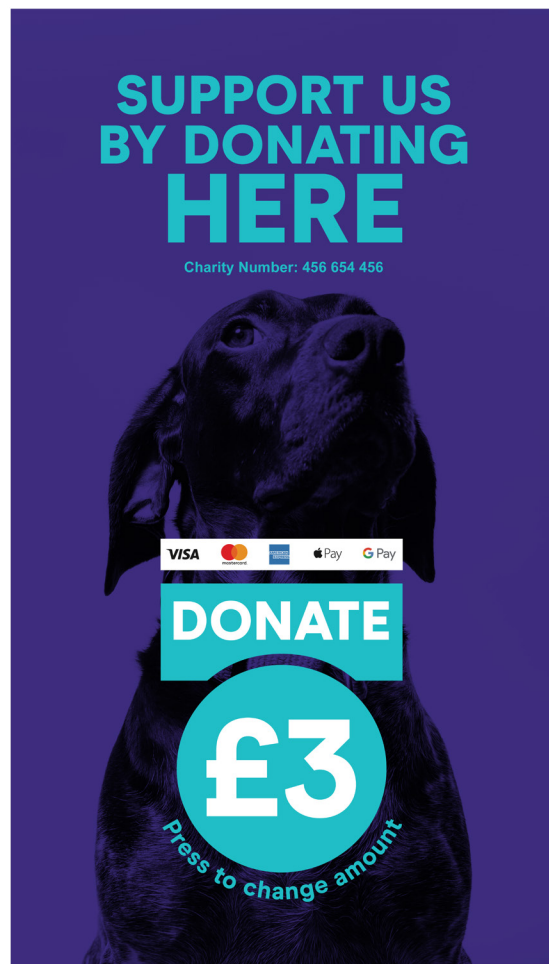
## Must Have Assets

### General items to be included:

It is required that accepted card scheme logos, the charity number and the donation amount are shown somewhere on the “Call to action” screens, as seen below. The “Thank You” slide can be personalized any way you wish and including these elements is up to your discretion.



missing donation amount & card scheme



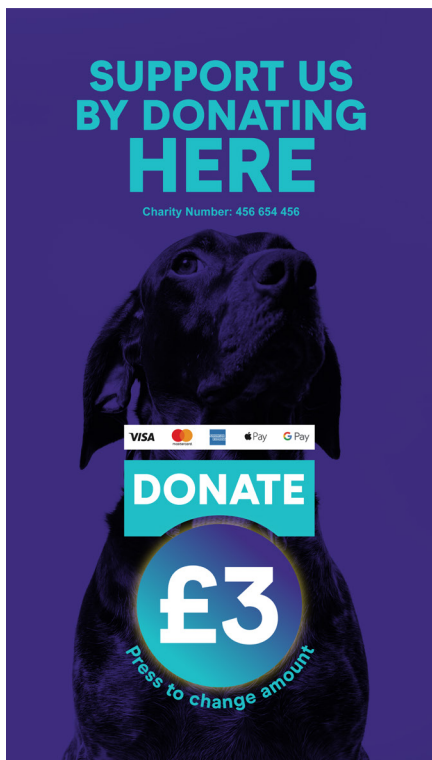
all necessary assets included



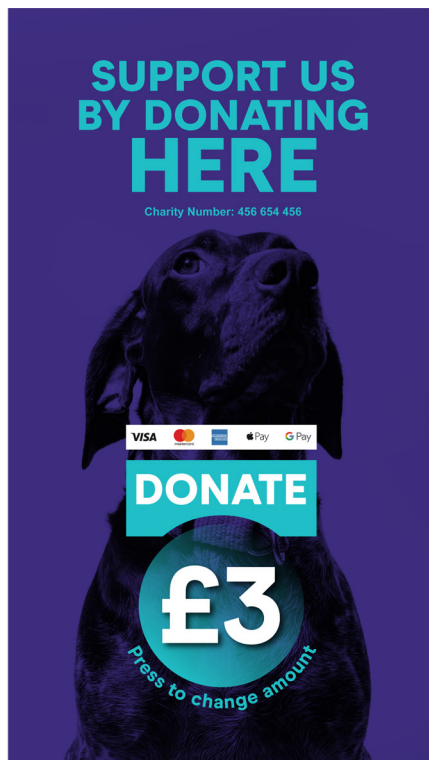
# GBx Core Guidelines

## Donation Circle & Amount

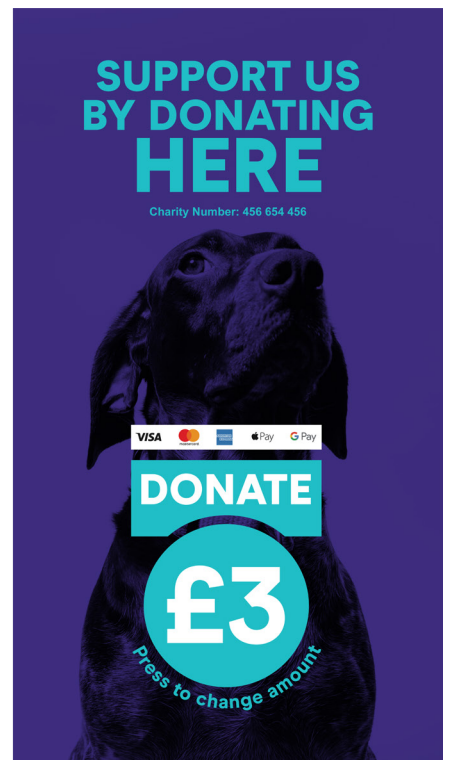
Feel free to choose any colour for the donation circle in combination with any typeface that matches your brand identity but please note that the circle and the donation amount cannot have any special graphical effects applied to them, such as transparencies, gradients, drop shadows, etc.



outer glow,  
gradient



transparency,  
drop shadow



flat color  
without effects



# GBx Podium Guidelines

## Back Panel Specifications

Resolution: 3780x10984px

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.





# GBx Podium Guidelines

[✓ DOWNLOAD](#)

## DIY Back Panel Template

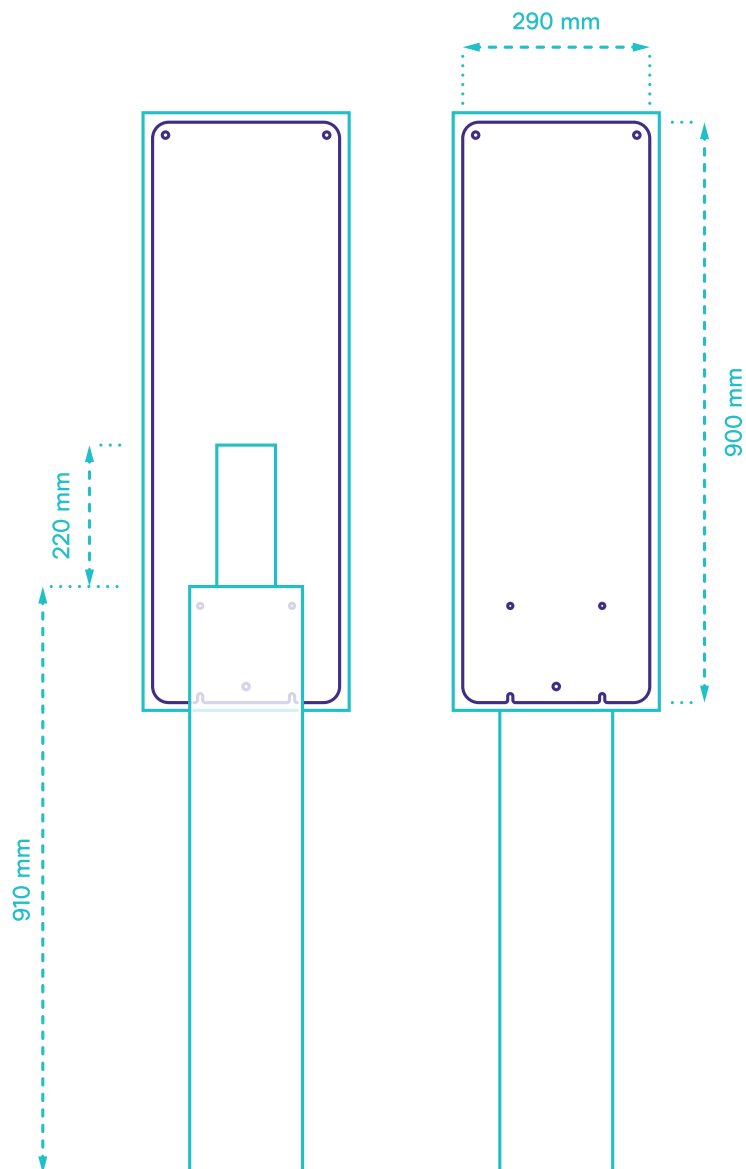
### General use case:

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

### Export specifications:

- 15mm 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)



# GBx Podium Guidelines

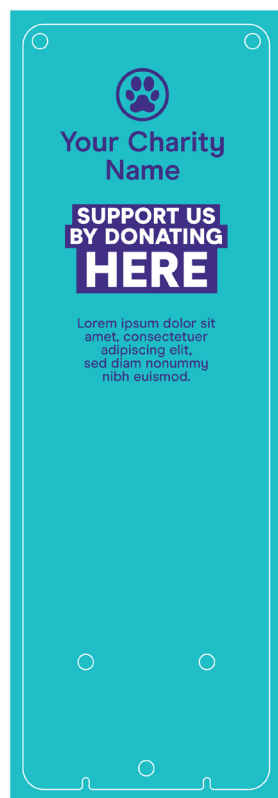
## Must Have Assets

### General items to be included:

It is required that accepted card scheme logos, the charity number, the GoodBox logo and the Tap to Give™ are shown somewhere on the podium, as seen below.



missing card scheme, charity number & logos



all necessary assets included

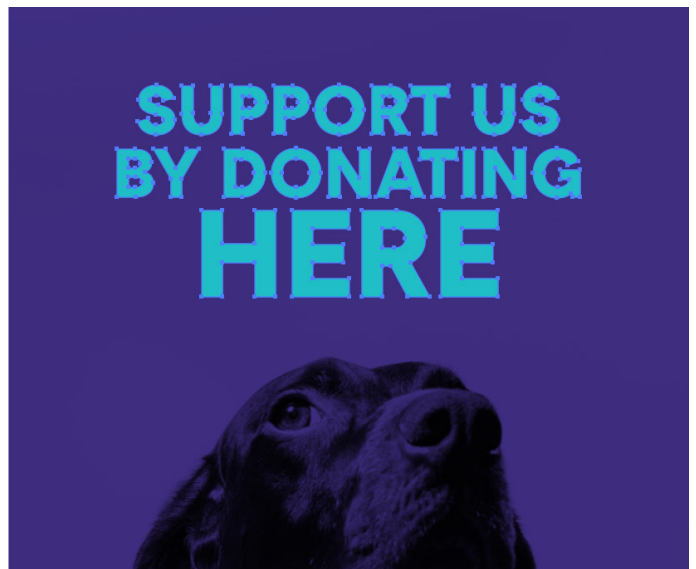
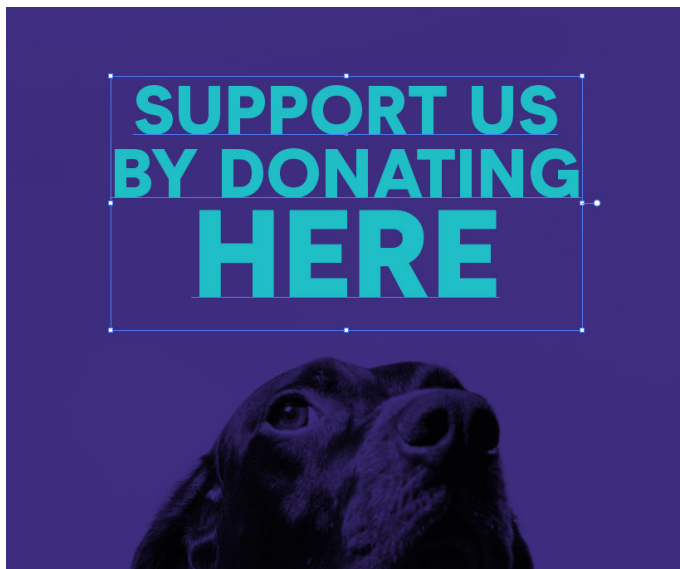


# GBx Podium Guidelines

## Typography

### Preparing your design for pre-production:

Please make sure that all typographical elements are outlined and converted to curves before submitting your artwork for production. This ensures all text will remain in place and unaltered during the production process.

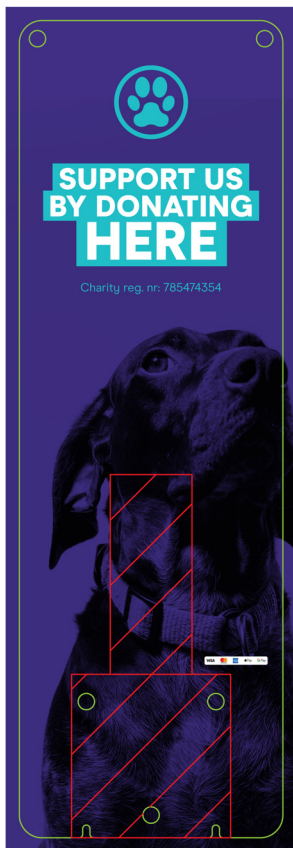


# GBx Podium Guidelines

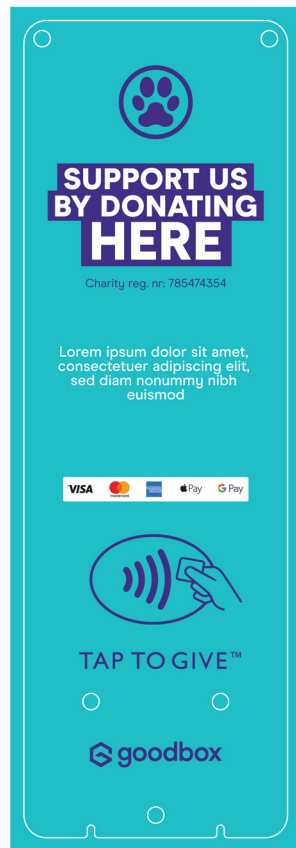
## Cut lines & Podium outlines

### Preparing your design for pre-production:

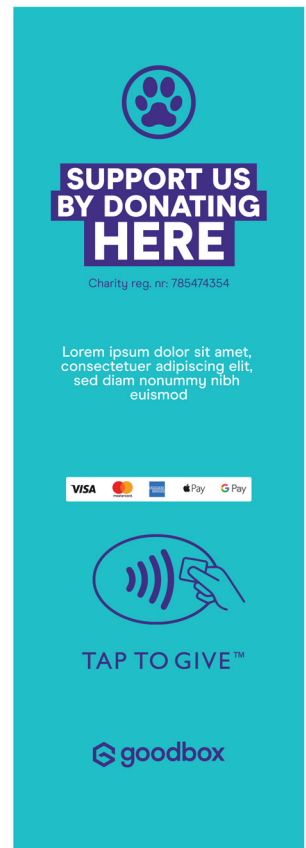
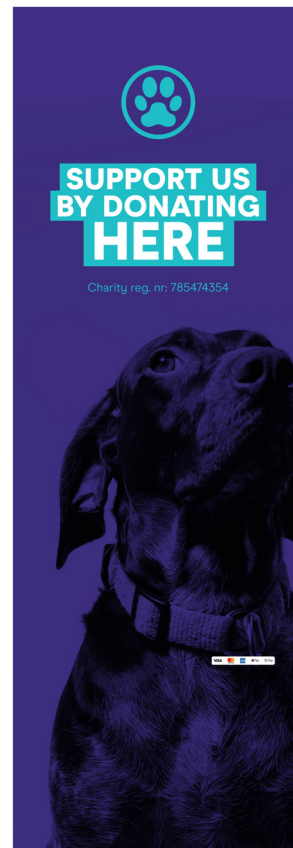
Please make sure that all cut lines (green) and the additional guides outlining the podium and the core device (red) are hidden before submitting your artwork for production.



Cut lines and podium guidelines showing in the print document



All guidelines hidden in the print document





# Extra Resources

## 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](#) [Card scheme logos](#)

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

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