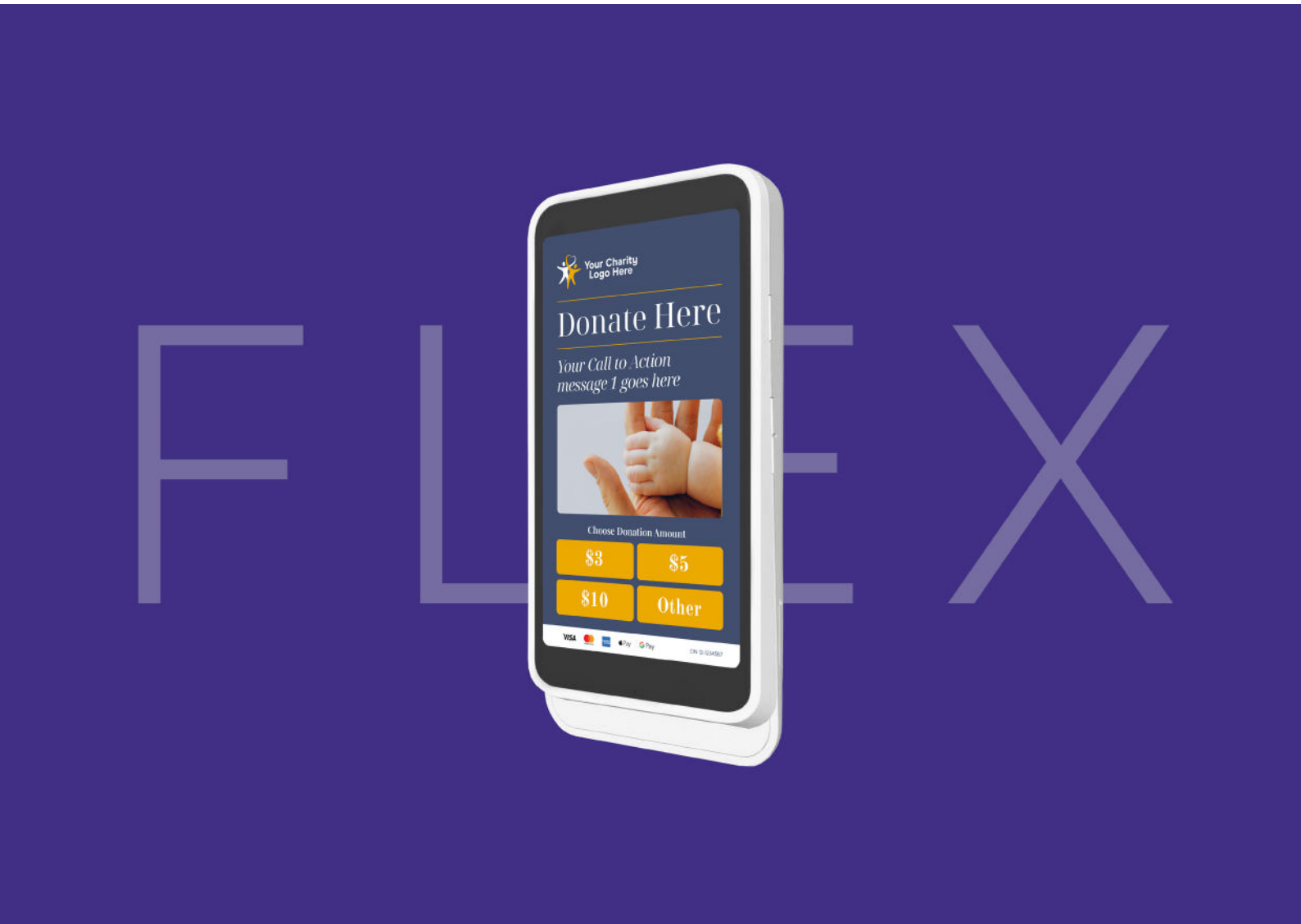
DIY Artwork Guidelines

GBx Flex

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 Flex Screens





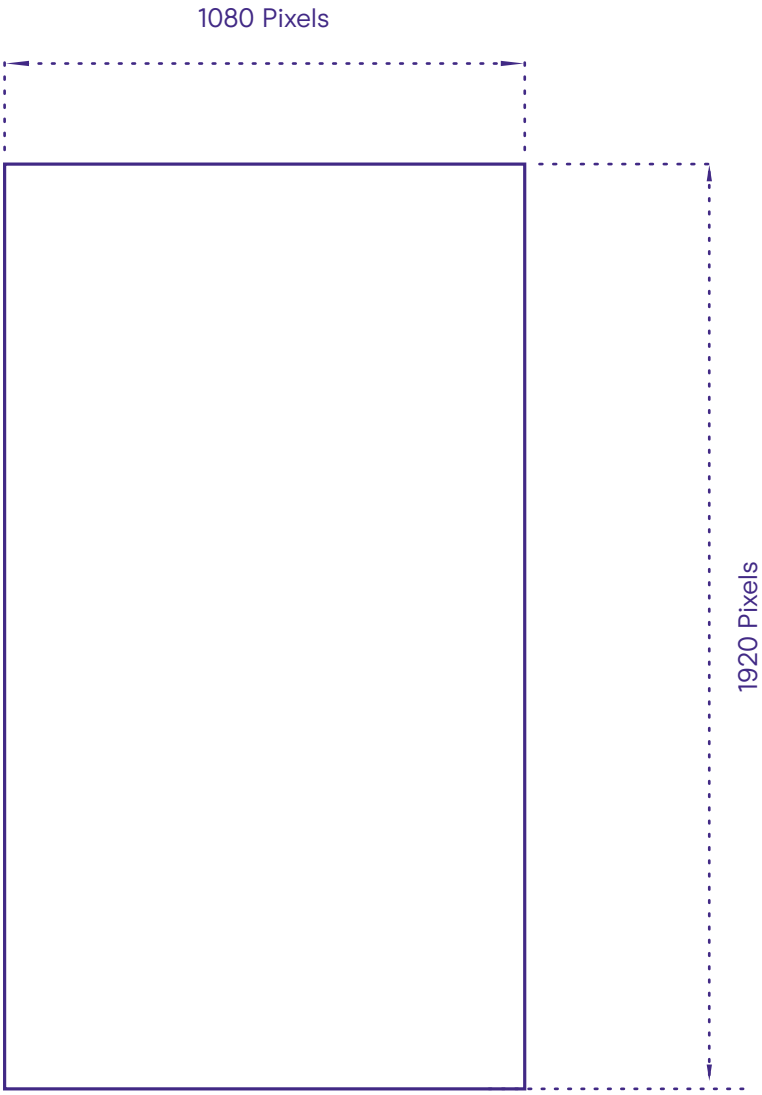
GBx Flex Guidelines

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 customercare@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.

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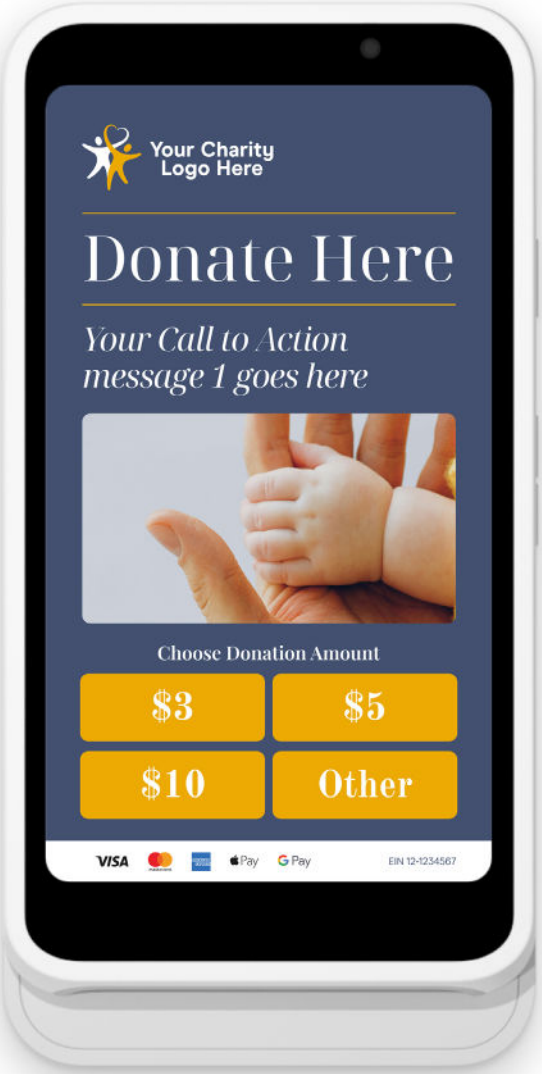
GBx Flex Guidelines

Screen Specifications

Resolution: 1080x1920px
DPI: 300
Colour space: RGB

The screen on the GBx Flex 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 Flex Guidelines

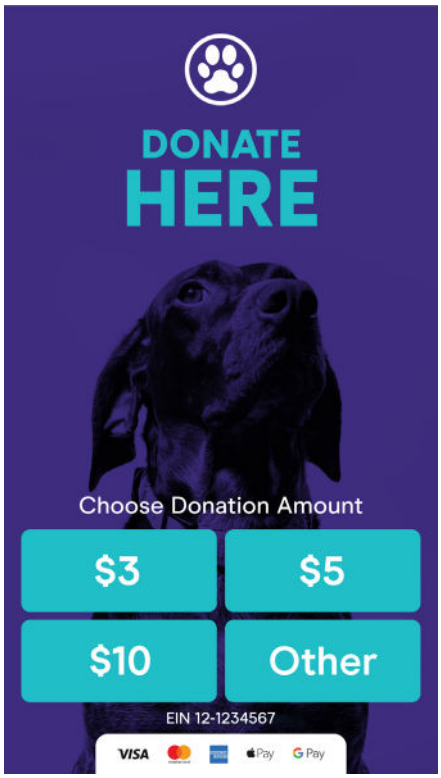
Screen Slides

Requirements

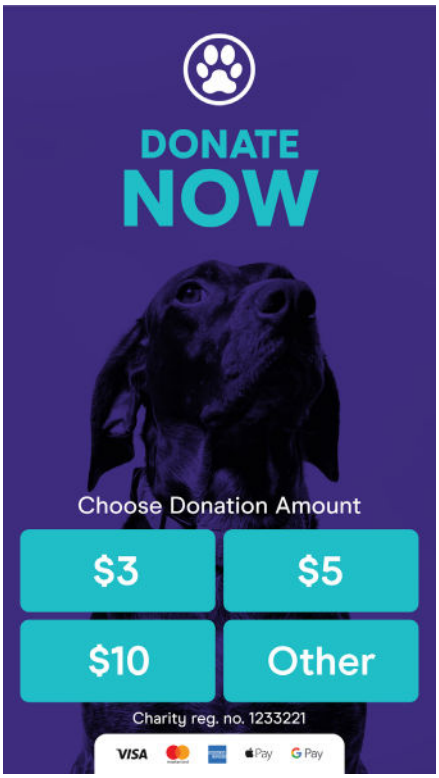
- "Call to Action" slides: a minimum of 2 pcs
- "Thank You" slide: 1 pcs

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



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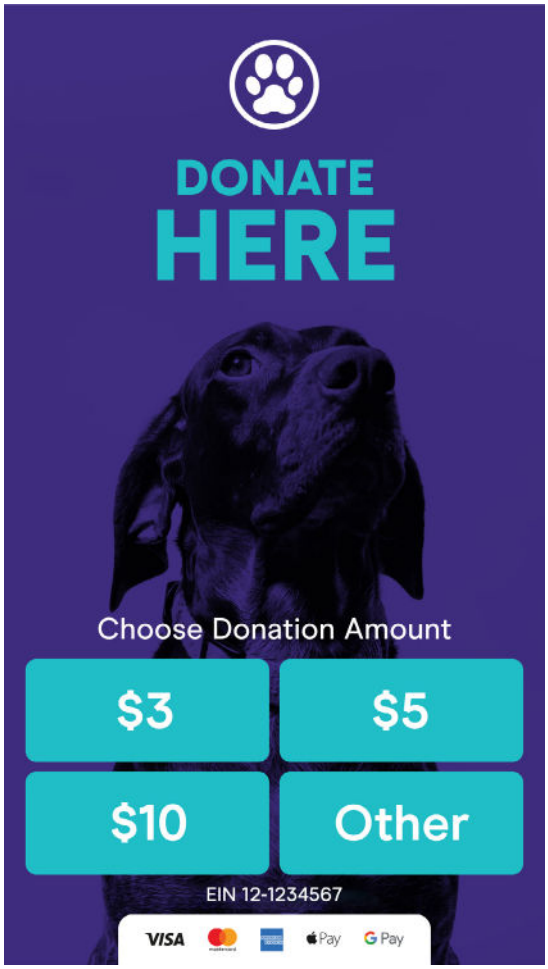
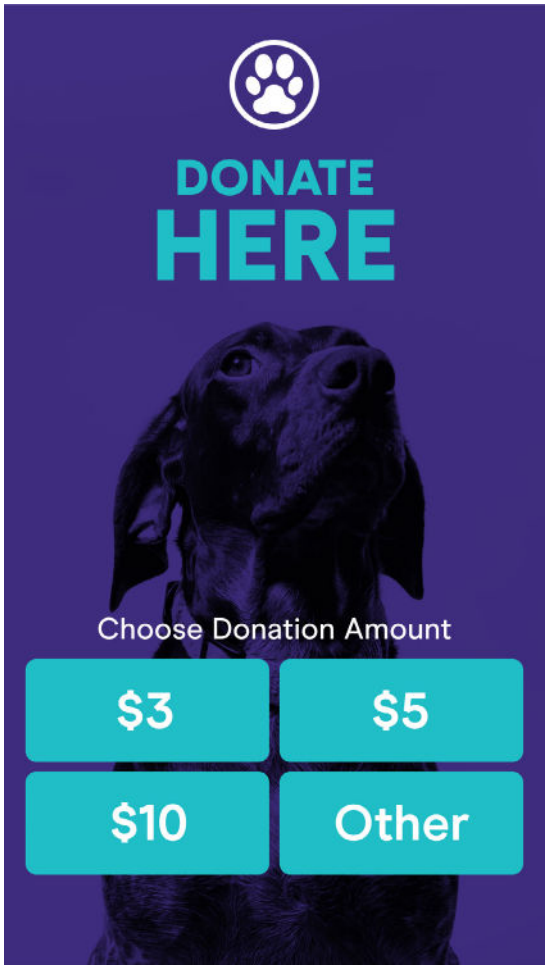
GBx Flex Guidelines

Must Have Assets

General items to be included:
It is required that accepted card scheme logos, the EIN number and the donation amounts 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.



all necessary assets included

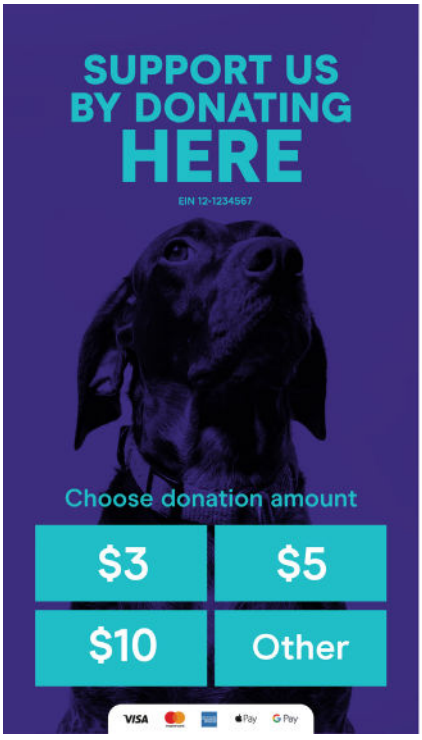


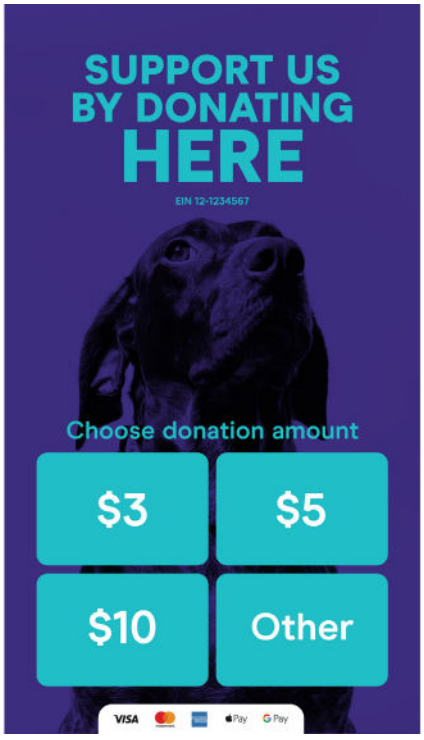
missing EIN number & card scheme

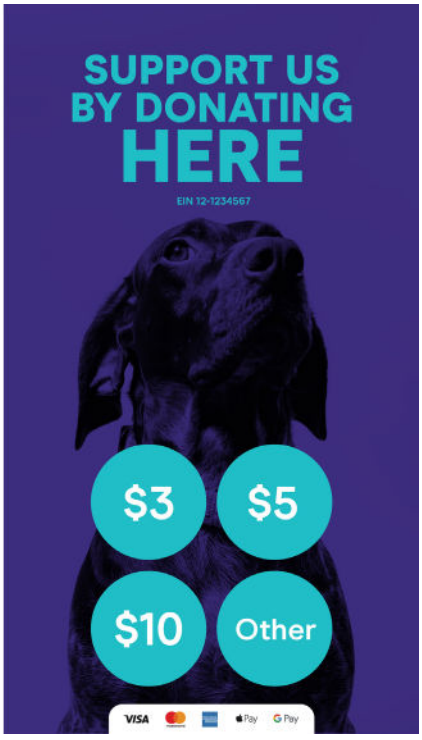
GBx Flex Guidelines

Donation Buttons Setup

Setting up the donation amount:
The donation amounts need to appear on rectangular buttons. You are free to change the size and corner rounding of the buttons, however shapes other than rectangles are not supported.







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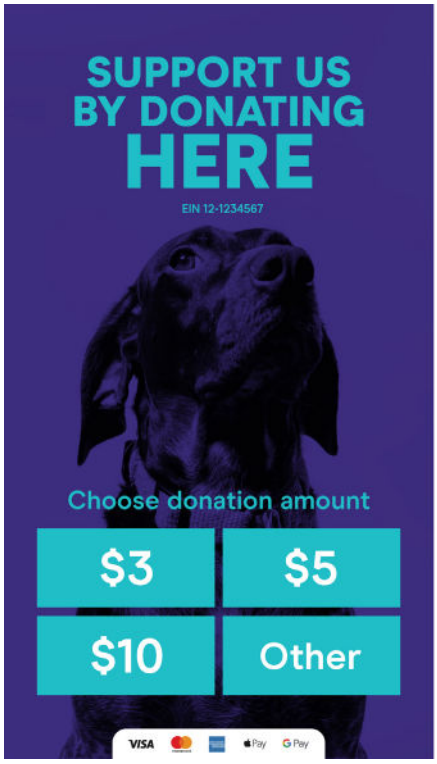
GBx Flex Guidelines

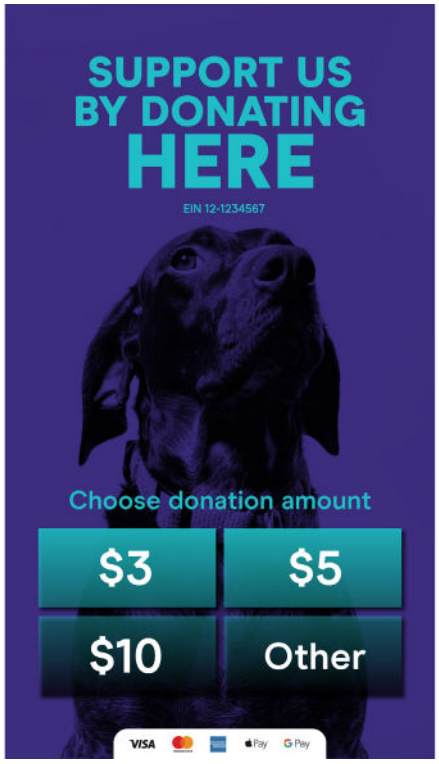
Donation Buttons Setup

Colors and effects:

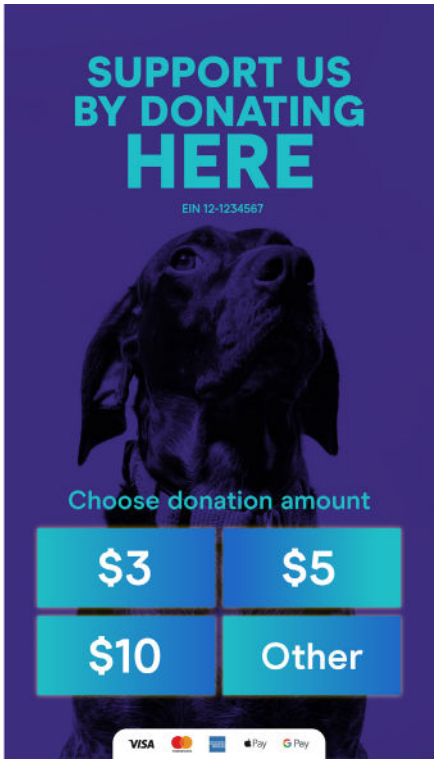
Feel free to choose any colour for the donation buttons in combination with any typeface that matches your brand identity but please note that the button and the donation amount cannot have any special graphical effects applied to them, such as transparencies, gradients, drop shadows, etc.



flat color
without effects



transparency,
drop shadow



outer glow,
gradient

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GBx Flex Guidelines

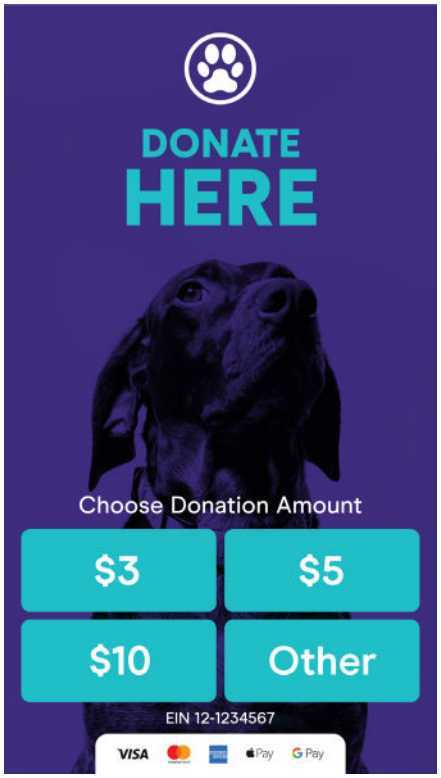
Device Payment Messaging

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

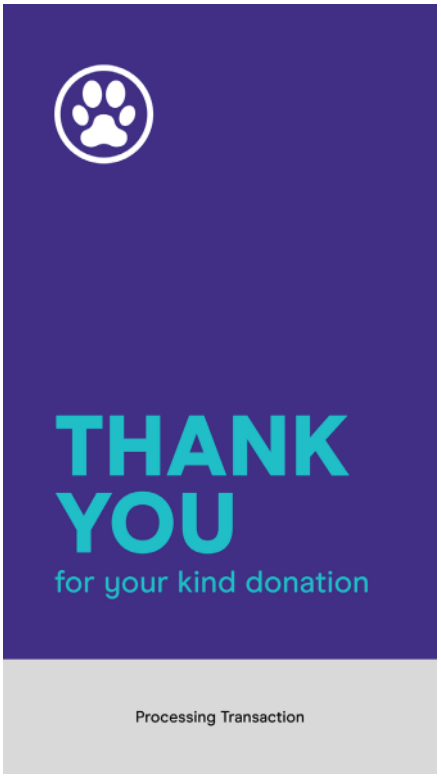
Transaction Status Bar:
A transaction status bar of 288px will appear for 1 second on “Call to Action” slides.

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



GBx Flex 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

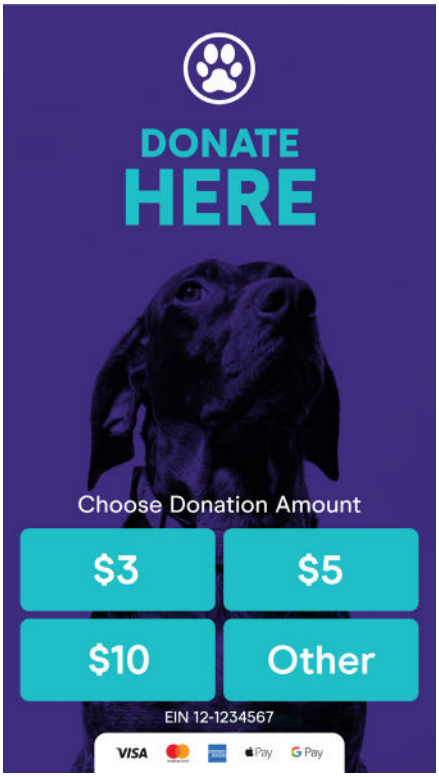
Mock up and production ready export:

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

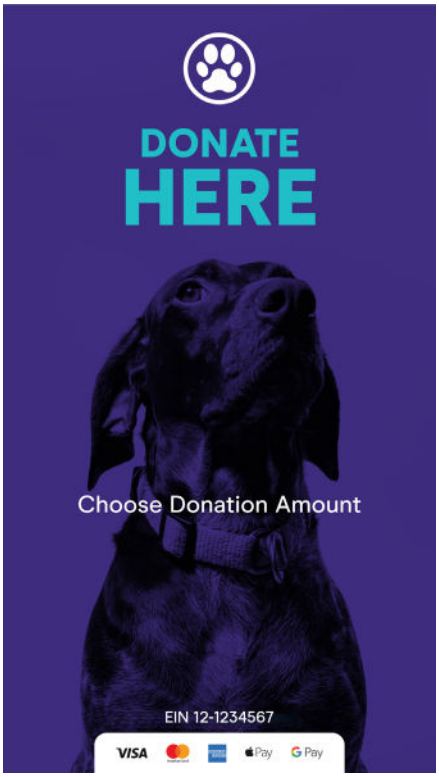
- Export the artwork with the buttons and the donation amount
- Export the artwork without the buttons and the donation amounts*
- Provide the used font to match the rest of the design when hard-coding the donation buttons

Please send all artwork to customercare@goodbox.com

Mockup



Production ready



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DIY Artwork Guidelines

GBx Countertop

The Countertop Stand offers a stable and professional display solution for the Flex, ensuring the device remains accessible and securely positioned. Designed with durability and functionality in mind, this stand integrates seamlessly into any setting, providing a refined and organised presentation for effective donation collection.
The Flex Countertop Stand can be customised to complement the artwork displayed on your Flex device.



Artwork Examples

GBx Countertop



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GBx Countertop Guidelines

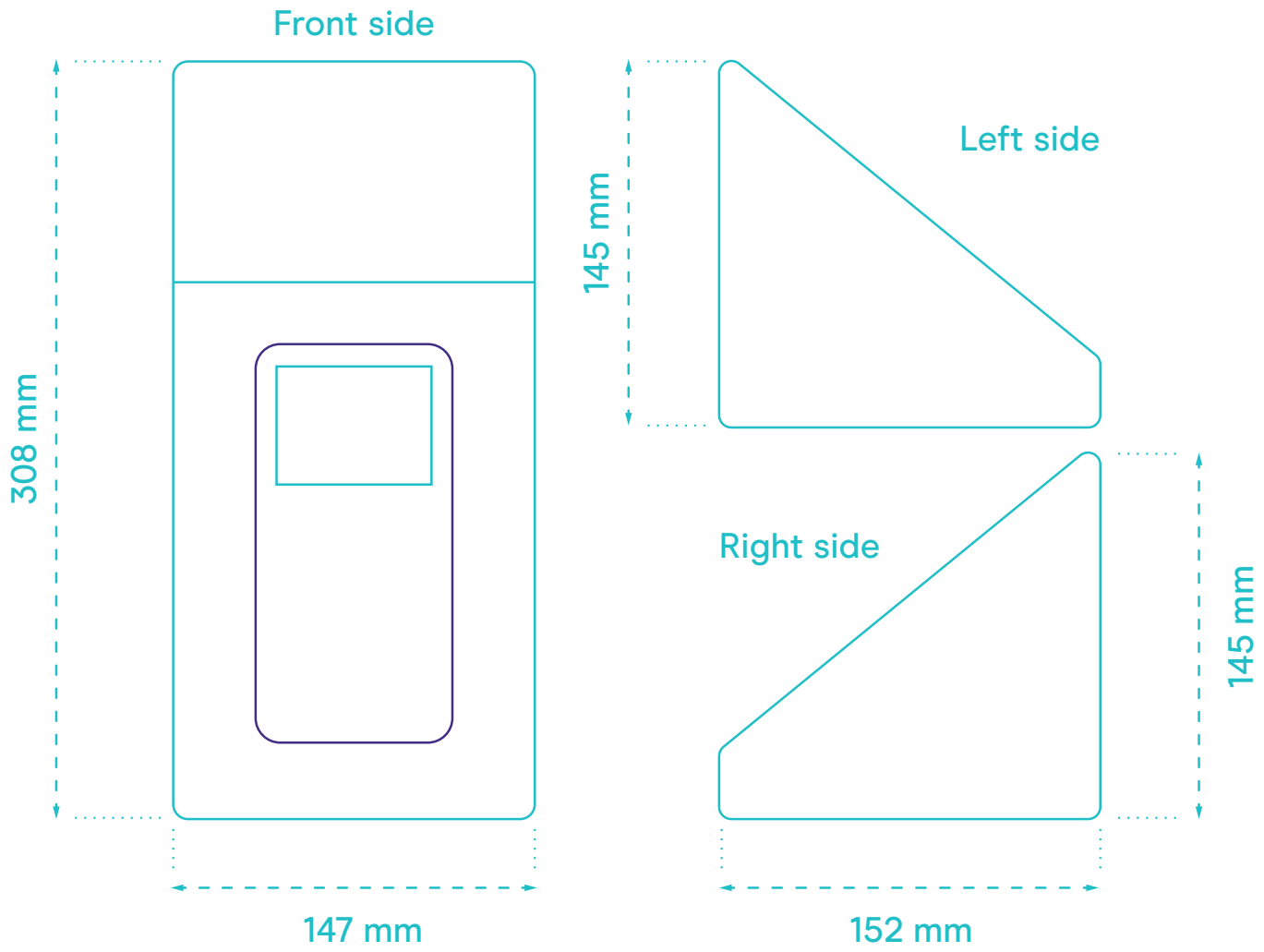
DOWNLOAD

DIY Countertop Templates

General Information

- Download the templates by clicking Download in the top right corner.
- Create your artwork by adding your logo and shapes.
- Export the print file in .PDF format. The maximum size restriction for artwork is 20mb.

Please note that fonts need to be outlined ie turned from an editable text line into a vector outlined path and all links need to be embedded..



Send artwork to customercare@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.

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GBx Countertop Guidelines

Must Have Assets

General items to be included:
It is required that the “Donate Here” call to action and the contactless indicator icons are shown somewhere on the countertop, as seen below.



all necessary assets included



missing contactless indicator & “Donate Here”

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DIY Artwork Guidelines

GBx Podium

The GBx Podium provides an opportunity to showcase your GBx Flex device and engage with your donors in large spaces. It includes a slot to accept cash donations and can be supplied with an optional battery pack to provide an additional 48 hours of power. The backboard and body of the GBx Podium can be completely customised and can be re-branded at a later date to accommodate changing campaigns or messaging.



GBx Podium Guidelines

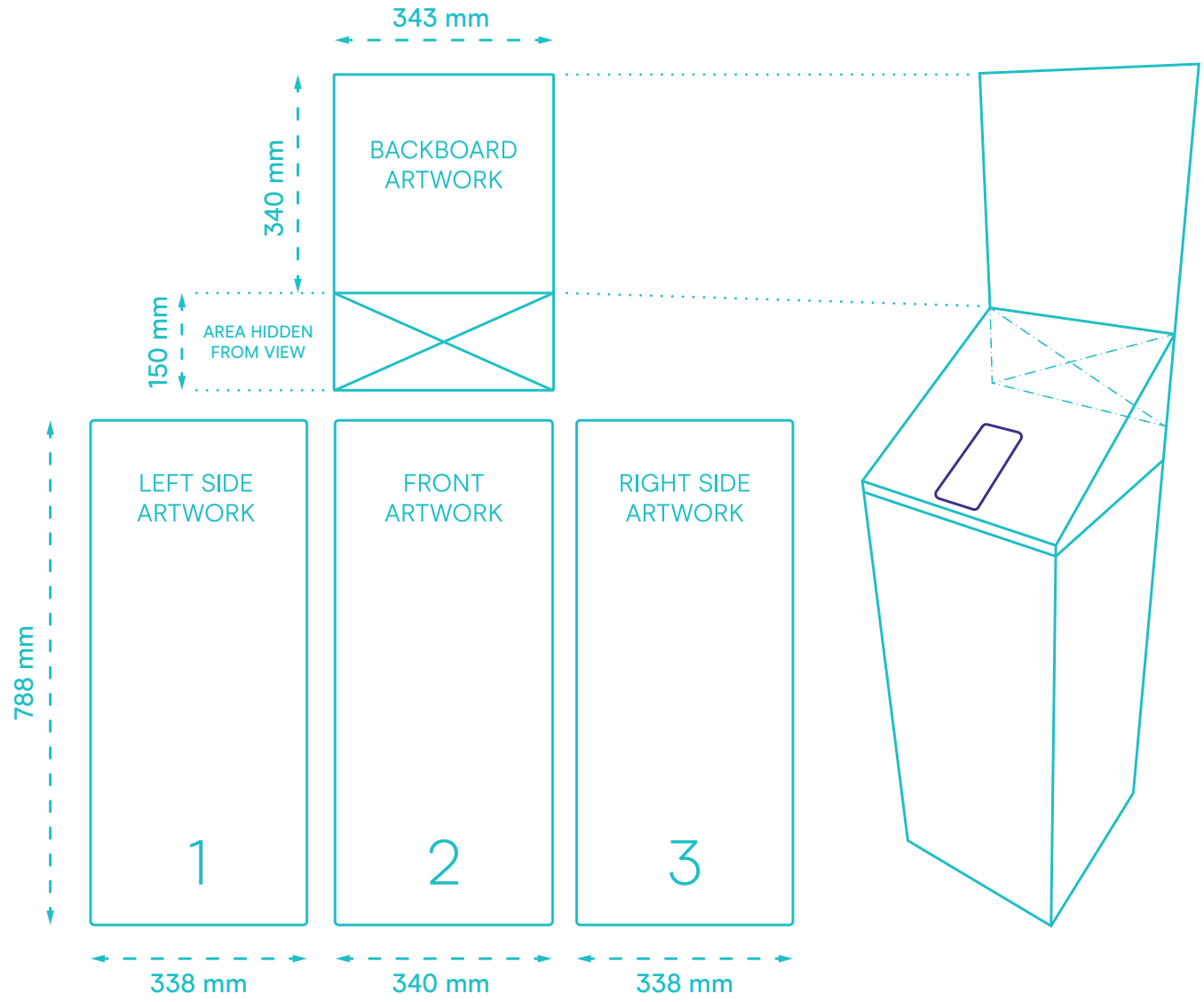
DOWNLOAD

DIY Podium Templates

General Information

- Download the templates by clicking Download in the top right corner.
- Create your artwork by adding your logo and shapes.
- Export the print file in .PDF format. The maximum size restriction for artwork is 2.5mb.
- The podium top (the angled portion that houses the device) will be colormatched to your artwork.

Please note that fonts need to be outlined ie turned from an editable text line into a vector outlined path and all links need to be embedded.



Send artwork to customercare@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.

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GBx Podium Guidelines

Must Have Assets

General items to be included:
It is required that the “Donate Here” call to action and your EIN number (if available) are shown somewhere on the podium, as seen below.



all necessary assets included



missing call to action and EIN number

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DIY Artwork Reprint

GBx Countertop and Podium

Please note that it is possible to reprint the vinyl's and backboards to suit your changing campaigns, these will be supplied for you to attach, the costs are detailed below.

Countertop Reprint: **$70**

Podium Reprint: **$140**





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 Card scheme logos

DOWNLOAD GBx Flex Design Templates

*Disclaimer: Please note that aside from ensuring the artwork provided is compliant, GoodBox takes no responsibility for DIY artwork.

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