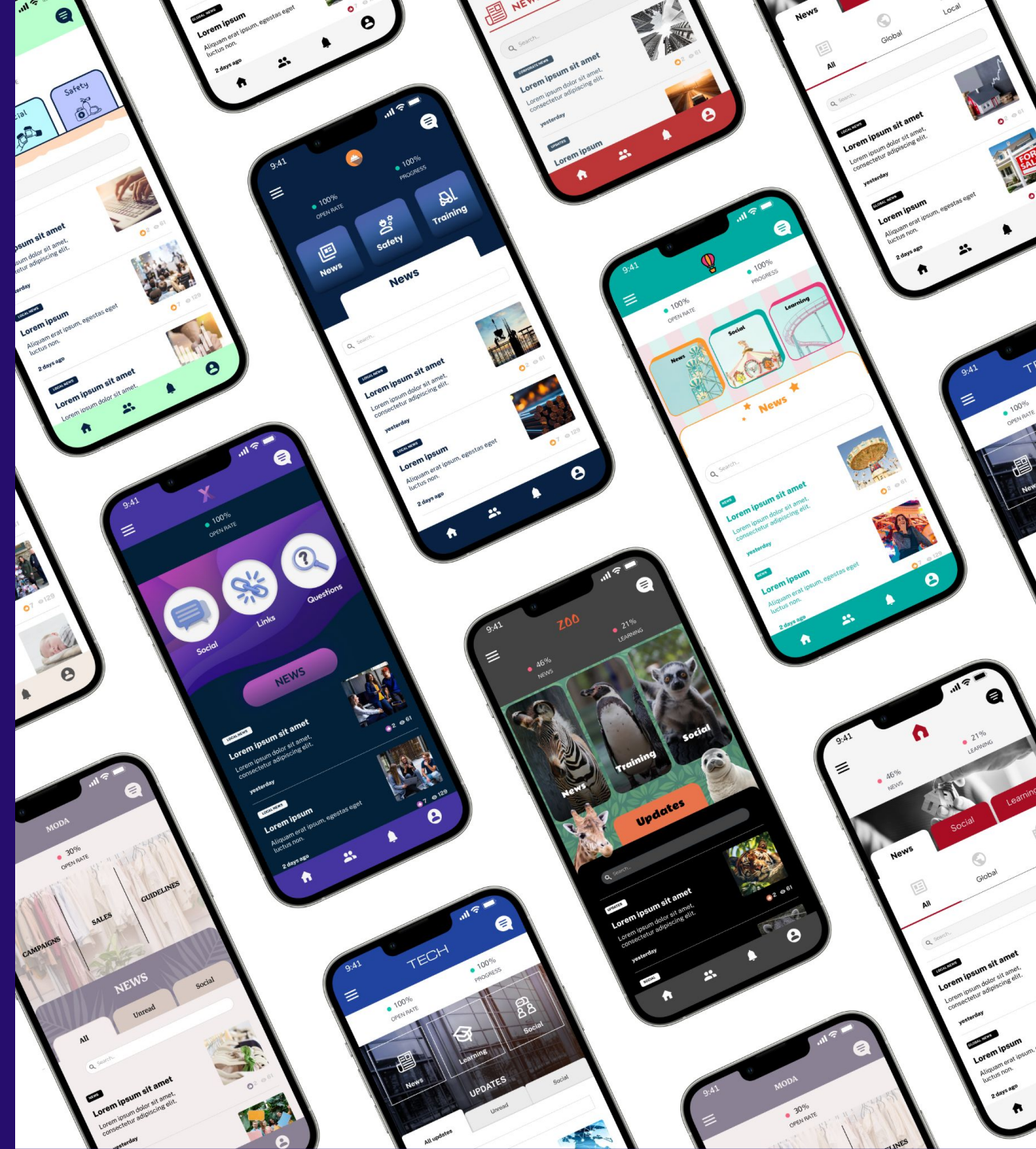


# Actimo Design Guide

Tips for building a beautiful  
customized app



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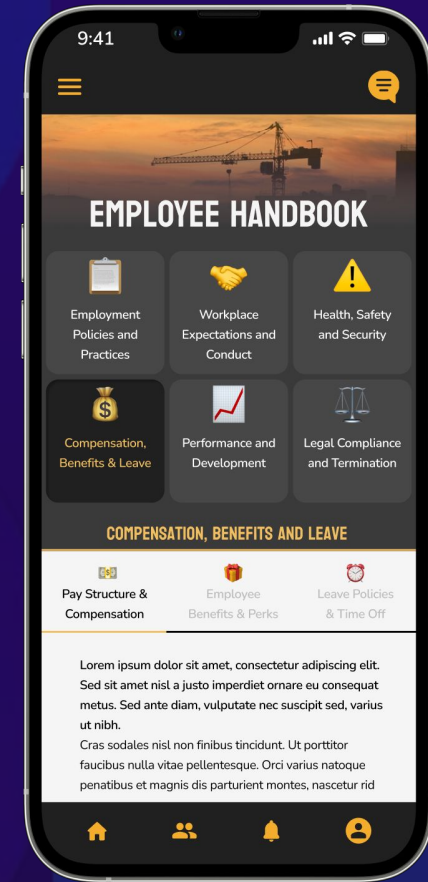
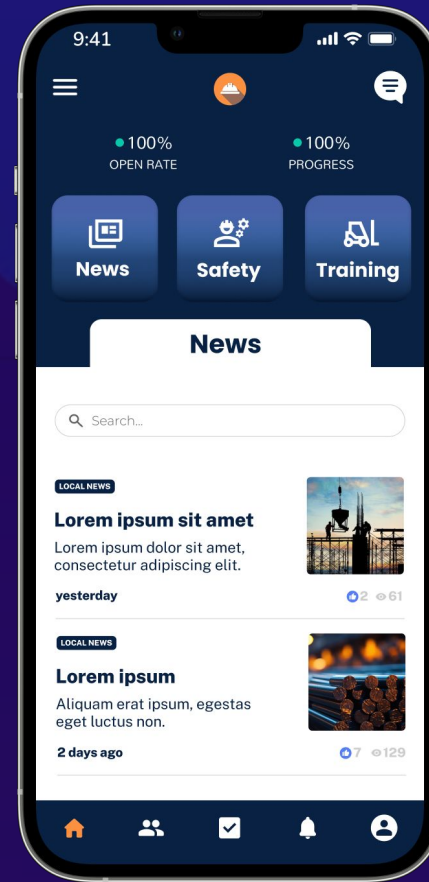
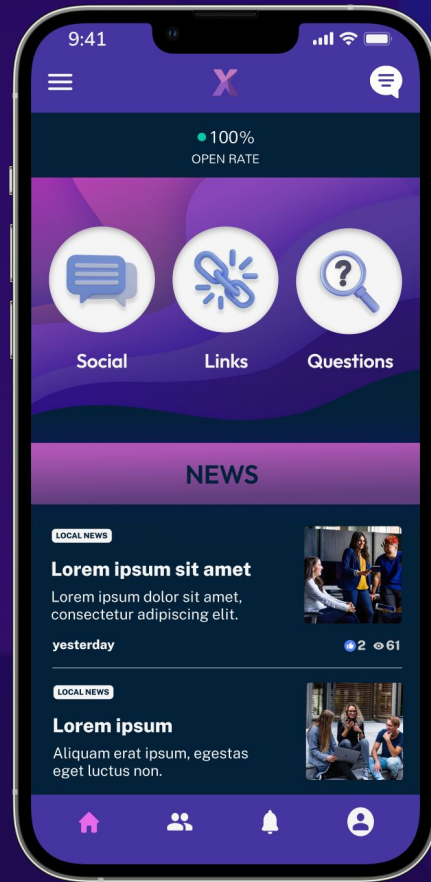
# Introduction

*Create a beautiful customized app that will help boost your employee activation and engagement by:*

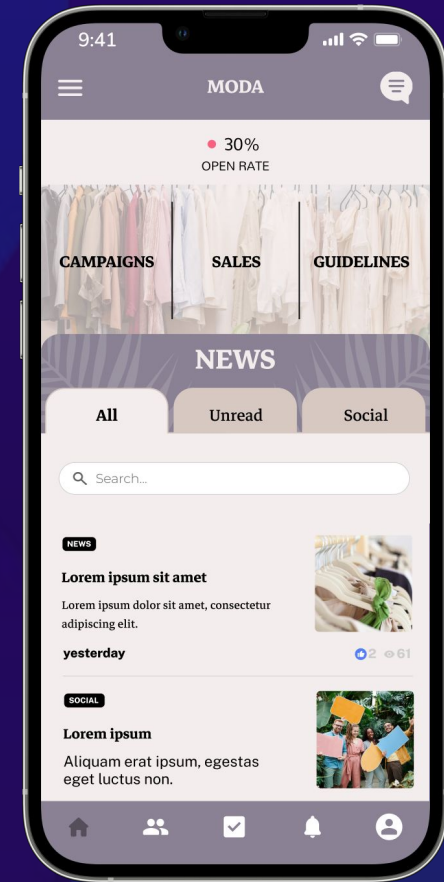
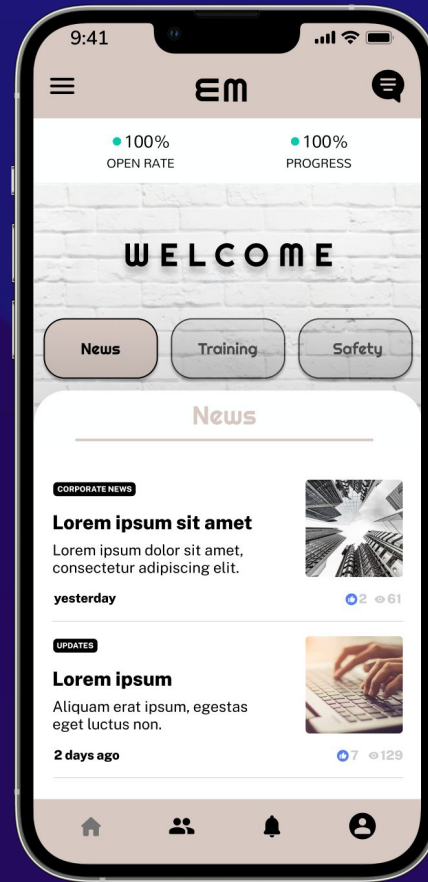
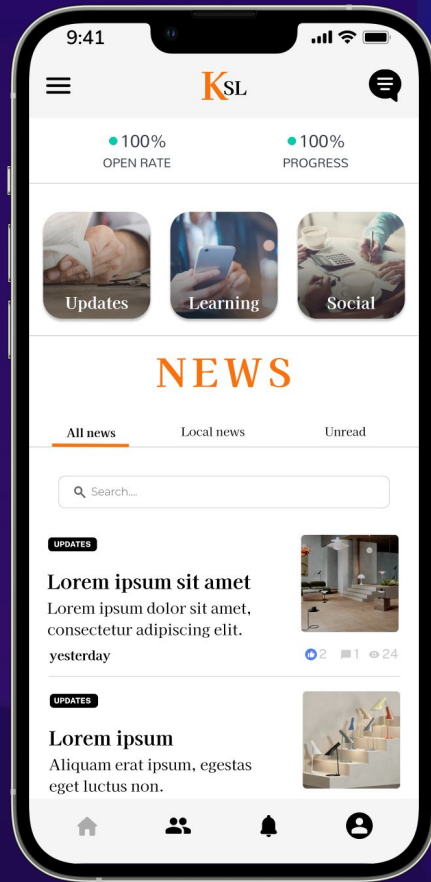
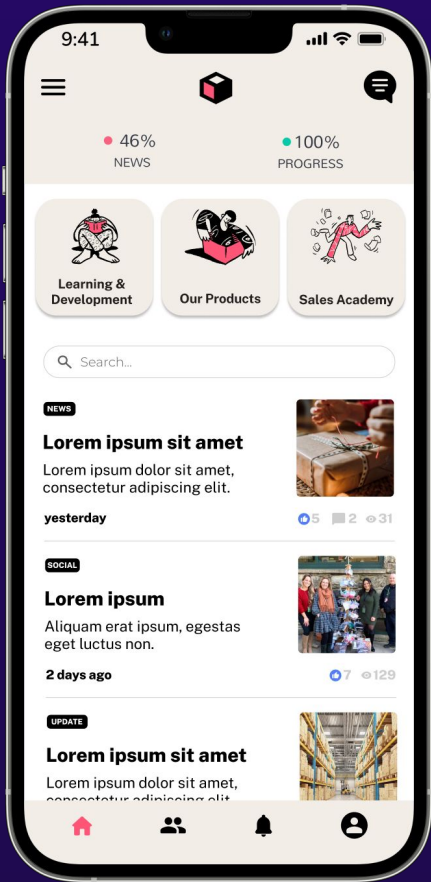
- Enhancing your employees' app experience*
- Enabling your employees to retain information better and faster*
- Increasing your employees' feeling of belonging to your company*

*In this guide you will **learn how to build your app design in Actimo** and find some **cool generic designs for your inspiration.***

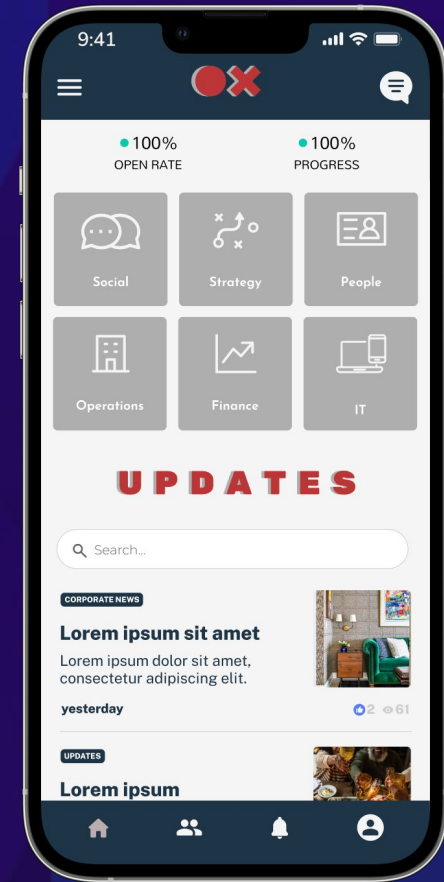
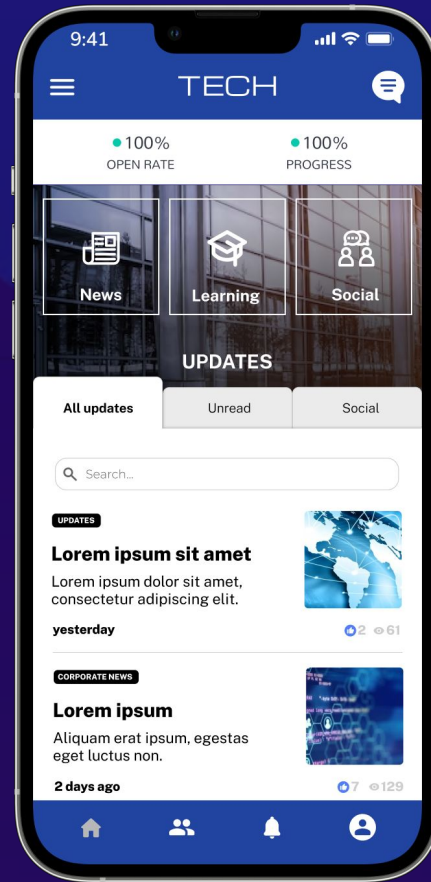
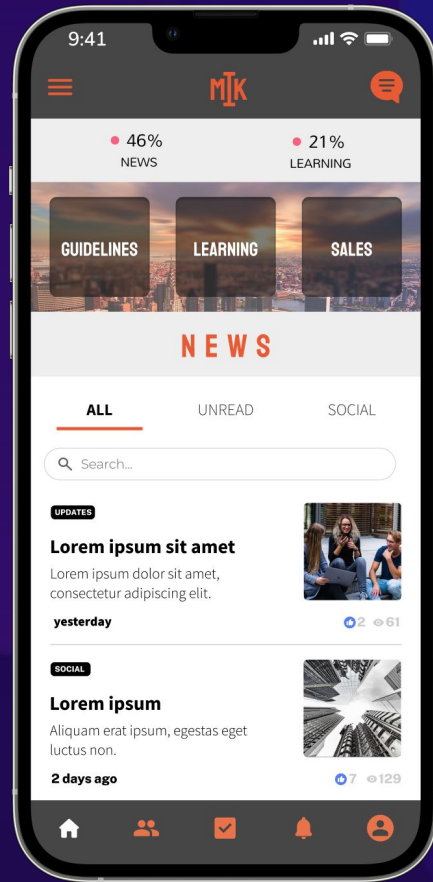
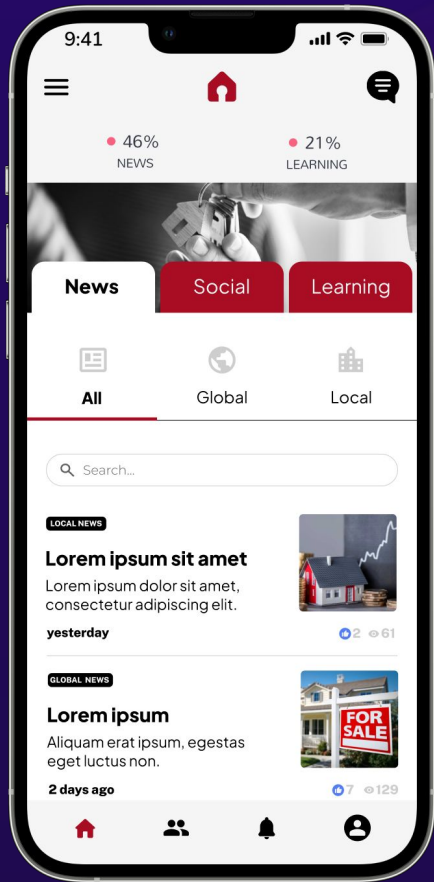
# App Inspiration



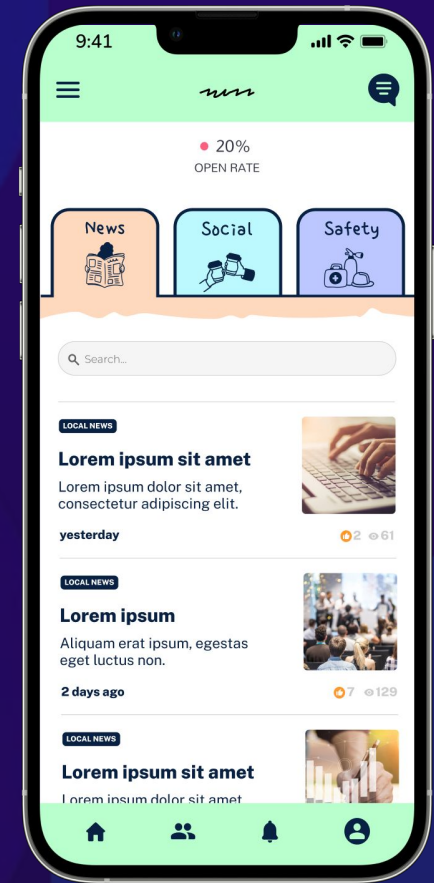
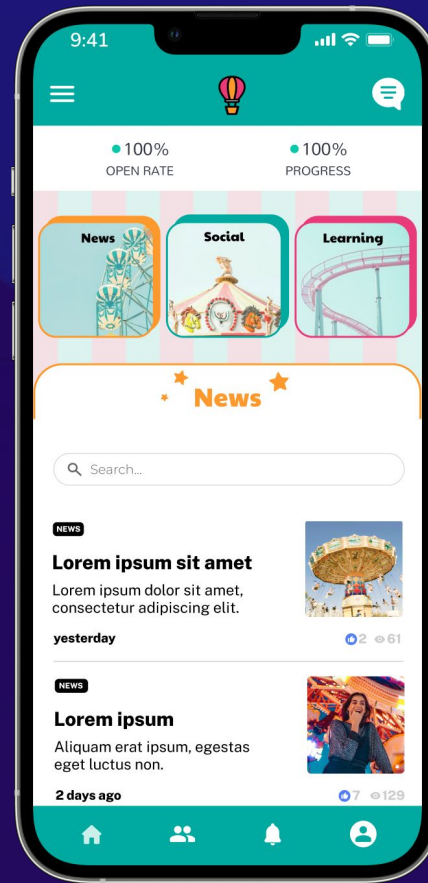
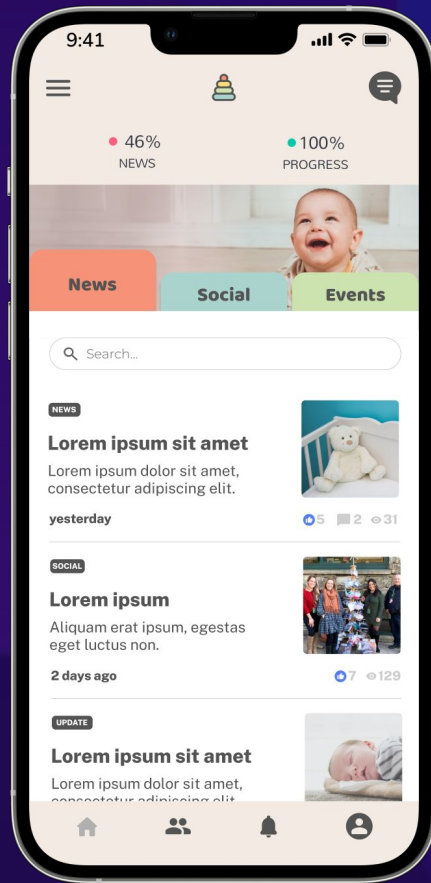
# App Inspiration



# App Inspiration



# App Inspiration



K!

# App Theme

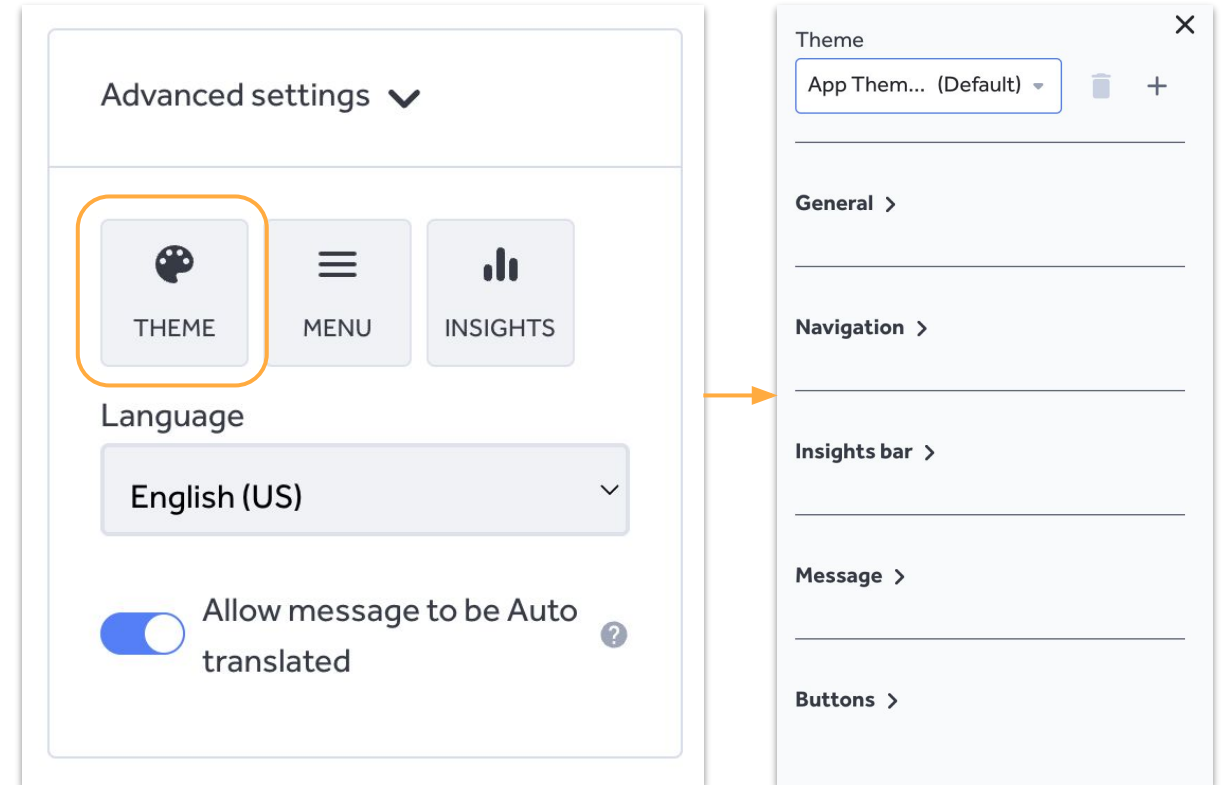
*Set the colour of header, bottom bar, icons, buttons, message background and add your own font - all of this to get a **100% customized app following your company branding.***

## Theme settings

# How to get there

★ Navigate to a random message and scroll to **Advanced settings** in the bottom of the message to open the theme settings:

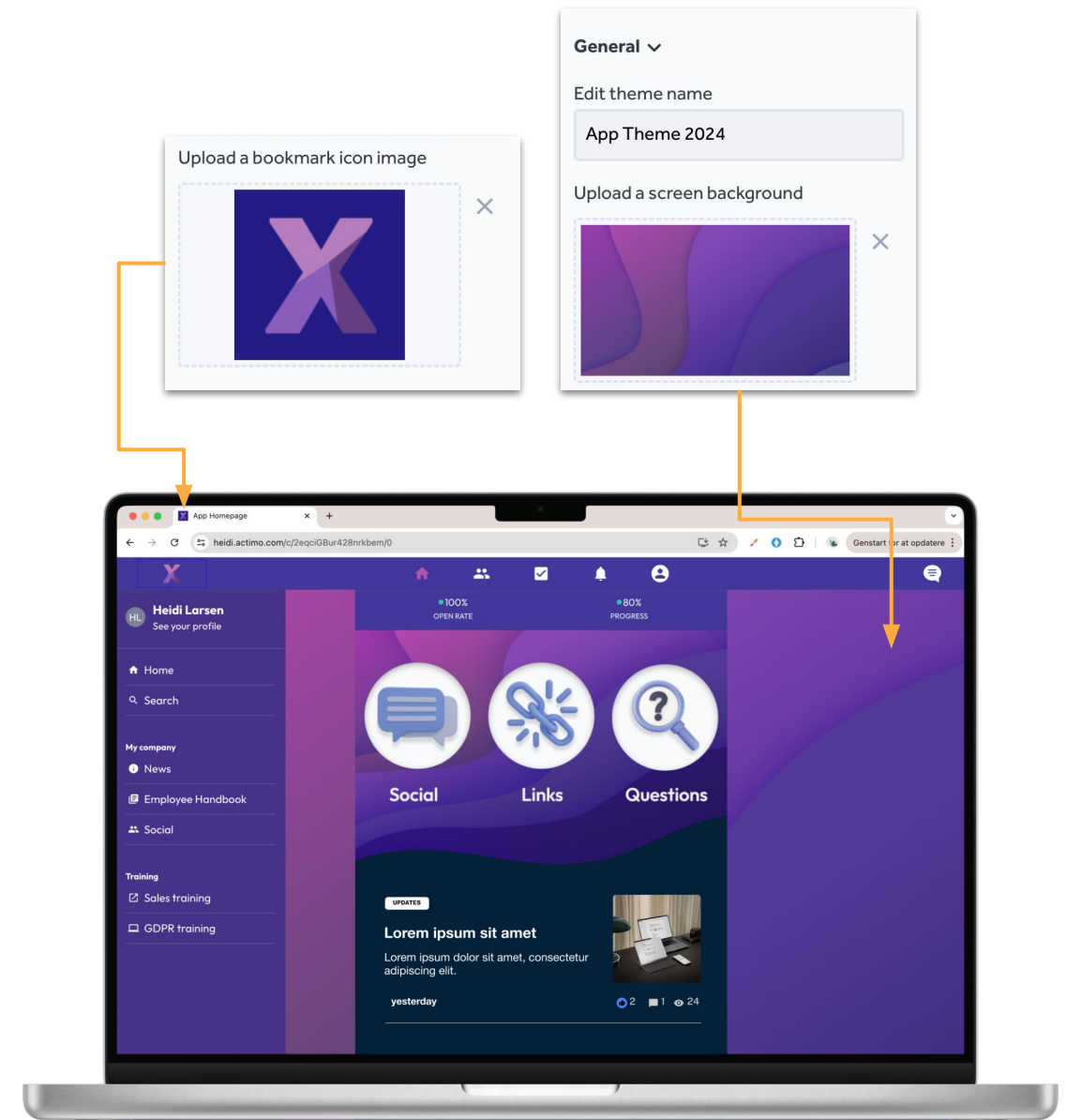
- **General settings**
- **Navigation**
- **Insights bar**
- **Message**
- **Buttons**



## Theme/General settings

# Customize the screen background on desktop

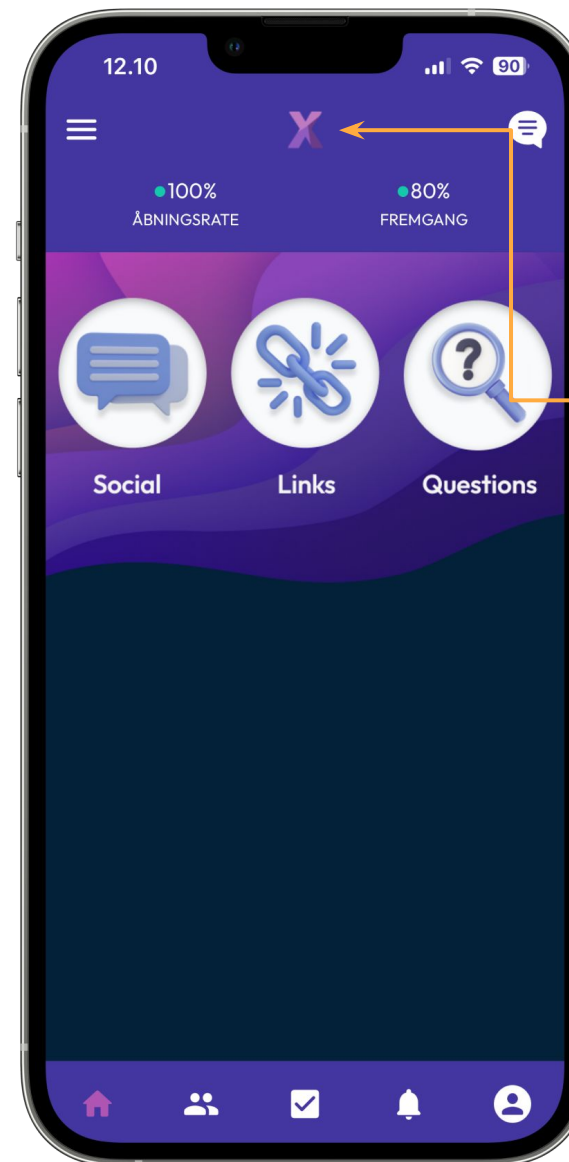
- ★ Add a **Theme name**
- ★ Upload a **screen background**
  - Recommended size: 1920 x 1080 px
  - The screen background appears as the background when the app is opened in a browser on desktop
- ★ Upload a **bookmark icon**
  - Recommended size: 300 x 300 px



## Theme/Navigation

# Customize your App Header and Bottom Bar

- ★ Add your **header logo**
  - Maximum size: 300 x 100 px
- ★ Set the **background colour** of header and bottom bar
- ★ Set the **icons colour**
- ★ Set the **icons highlight colour**




**Navigation** ▾


Hide header

Hide header logo


Header logo





Homepage <sup>?</sup>


1235204 - App Homepage  ▾

Header background on mobile



Background color 

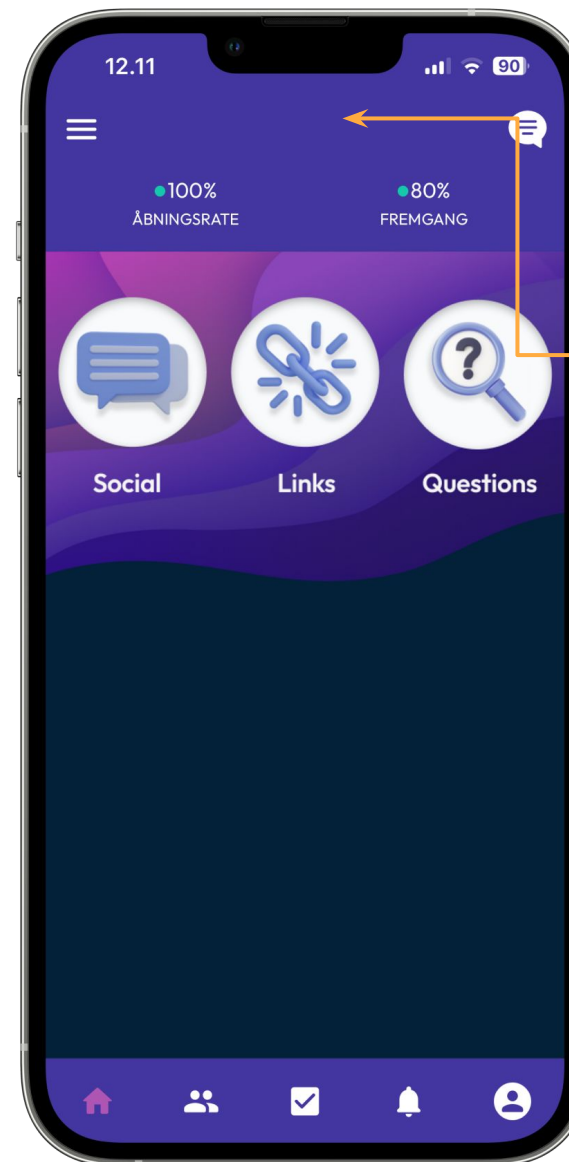
Icons color 

Icons highlight color 

## Theme/Navigation

# Hide logo & set the App homepage

- ★ **Hide header and logo** if you do not want this to be visible. If you do not add a logo, the default logo will be “actimo” - but in that case you can tick on “hide logo”
- ★ Set the **homepage of the app** - that is the navigation from the home button and header logo
- ★ Add a **header background image** if you prefer an image instead of a solid colour
  - Recommended size: 1160 x 102 px to fit on all screen sizes (mobile, ipad and desktop)



**Navigation** ▾

Hide header

Hide header logo

Header logo

Upload image

Homepage ?

1235204 - App Homepage 🏠 ▾

Header background on mobile

Upload image

Background color

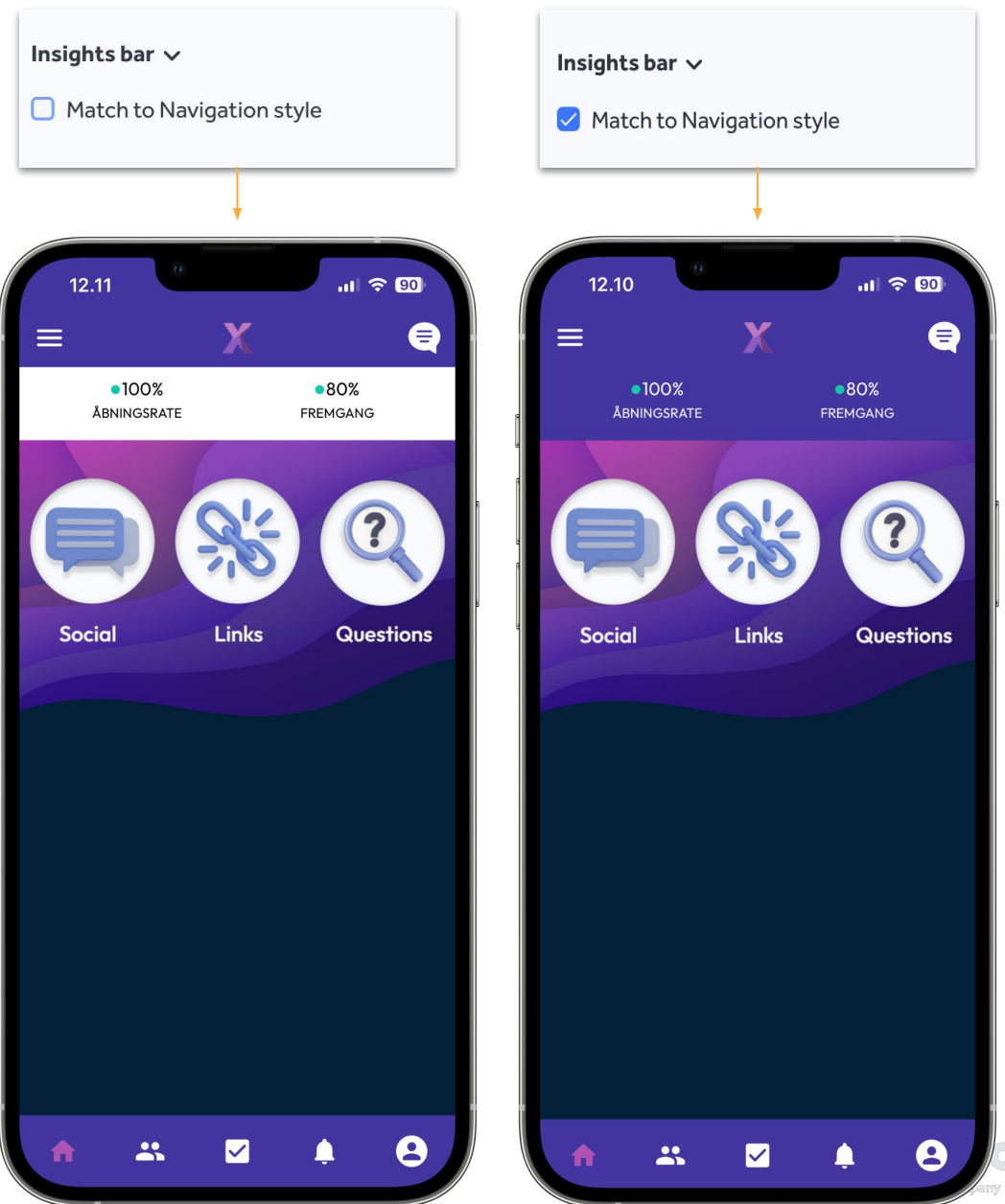
Icons color

Icons highlight color

## Theme/Insights bar

# Customize your Insights bar

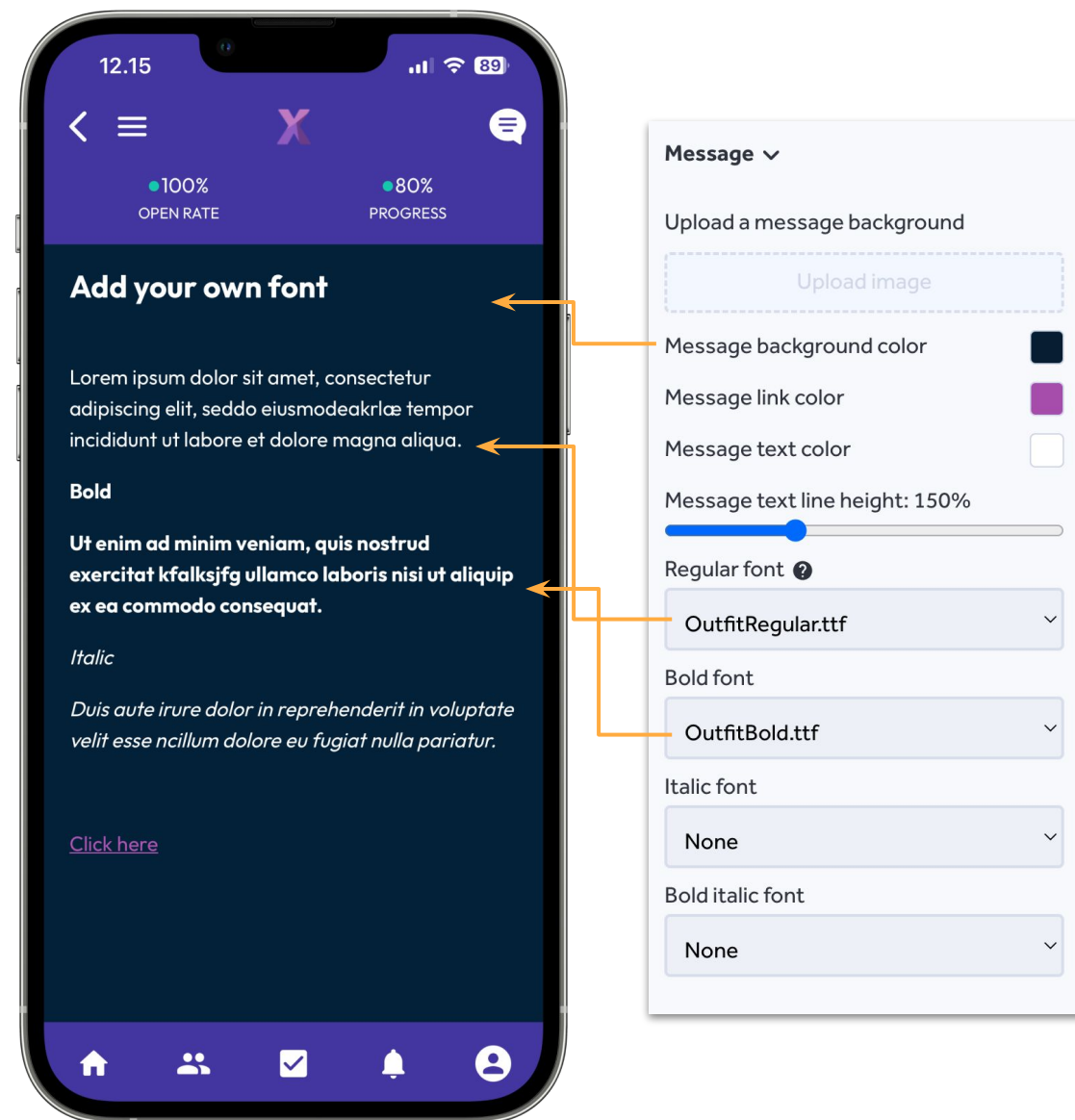
- ★ The **insights bar is default white**, but it is possible to adjust the color of the insights bar to match the header background color.
- ★ Tick on **“Match to Navigation style”** and the background color of the insights bar will adjust to the same color as the header background color.
- ★ The **text in the insights bar** will appear as white or black depending on the color of the insights bar. The text color is not adjustable.



## Theme/Message

# Customize your message layout

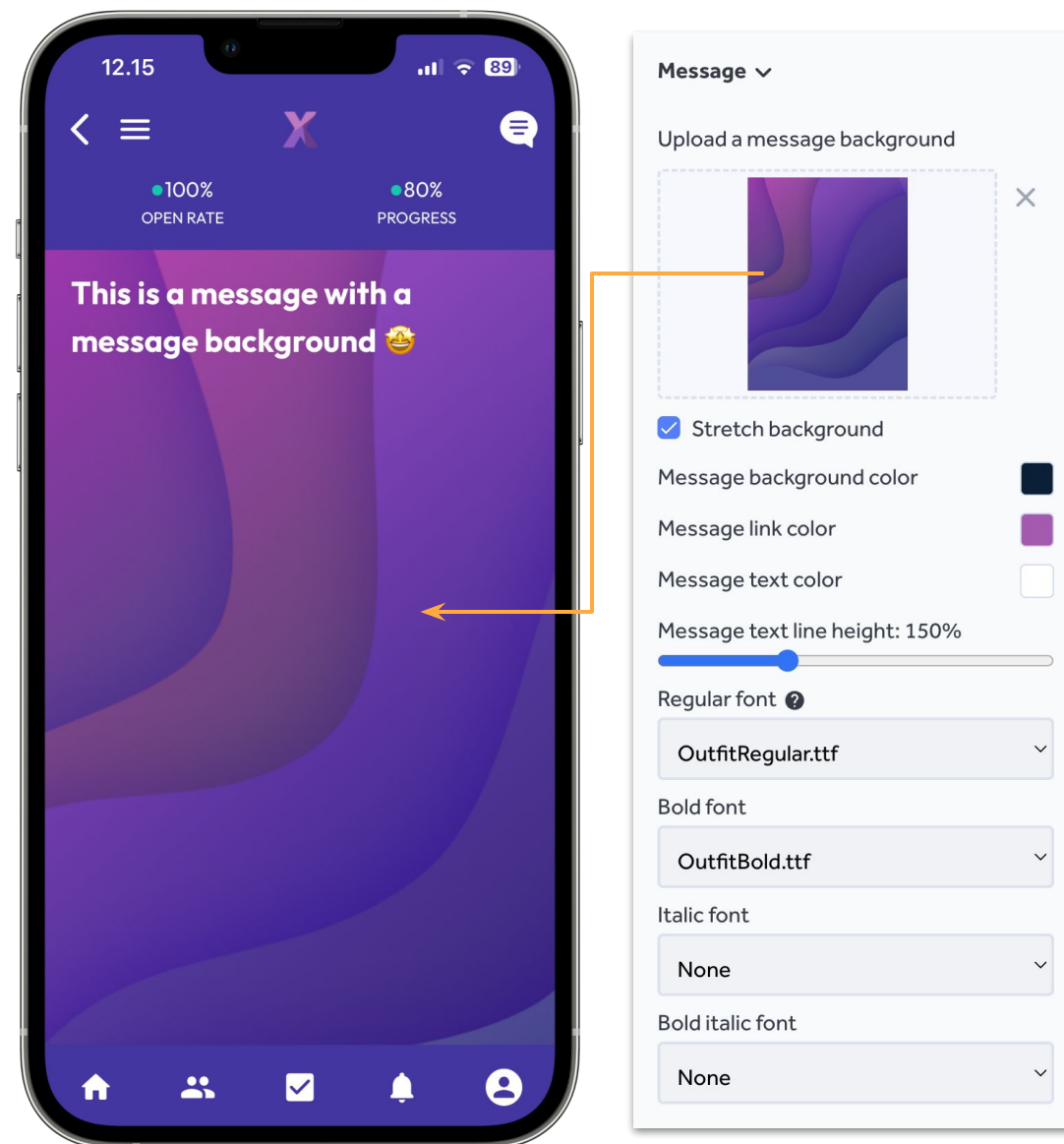
- ★ Set the **message background colour**
- ★ Set the **message link colour**
- ★ Set the **message text colour**
- ★ Set the **message text line height**
- ★ Add your own **font**
  - Upload the font to the media library and then chose the font in the theme settings
  - Your font will appear everywhere in the app (in messages, feeds, Insights bar, profile page, social wall etc.)



## Theme/Message

# Add a message background

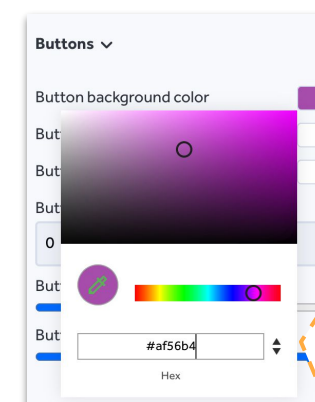
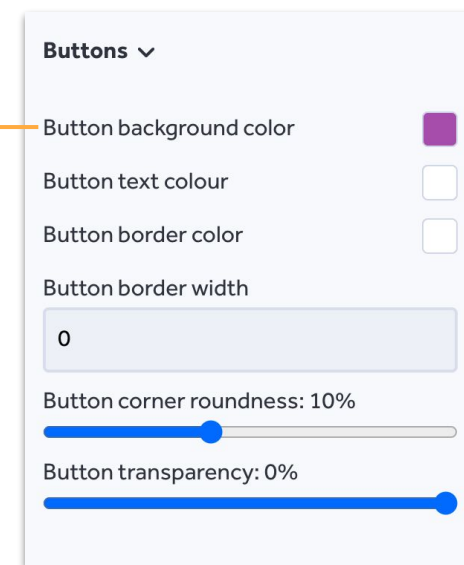
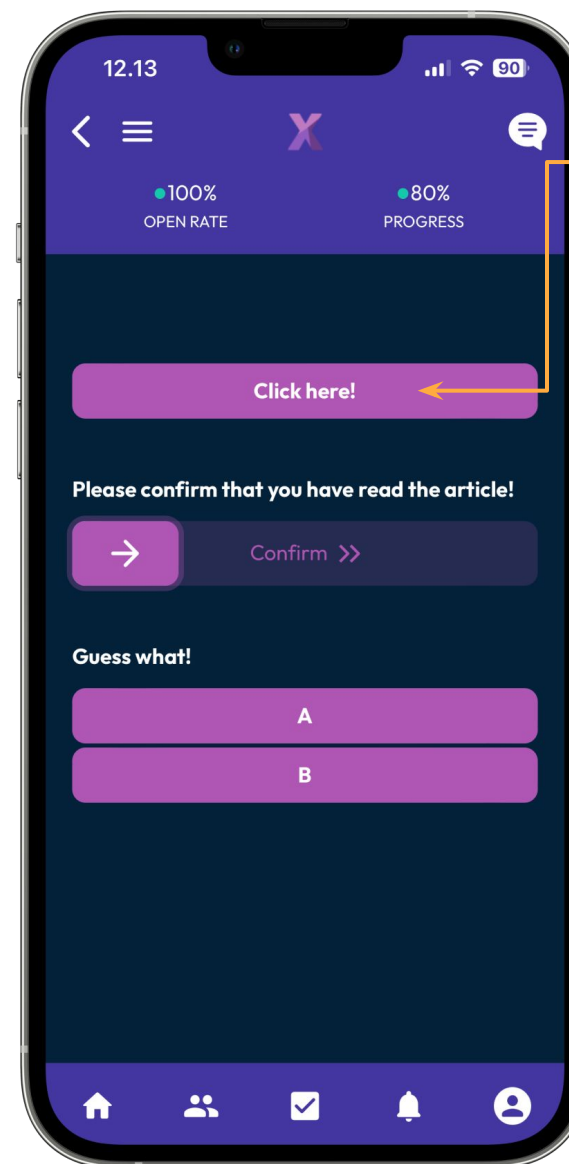
- ★ Add a **message background** instead of a solid colour.
  - Recommended size: 1080 x 1920 px
- ★ The message background is often used on **campaign / events messages** to create some extra awareness / stand out from the regular content in the app
- ★ Tick on the **“stretch background”** to get the message background to adapt to the message



## Theme/Buttons

# Customize your buttons

- ★ Set the **button background colour**
- ★ Set the **button text colour**
- ★ Set the **button border colour & width**
- ★ Set the **button corner roundness**
- ★ Set the **button transparency**



! Use the arrows to switch between Hex RGB & HSV colour code

# App Menu

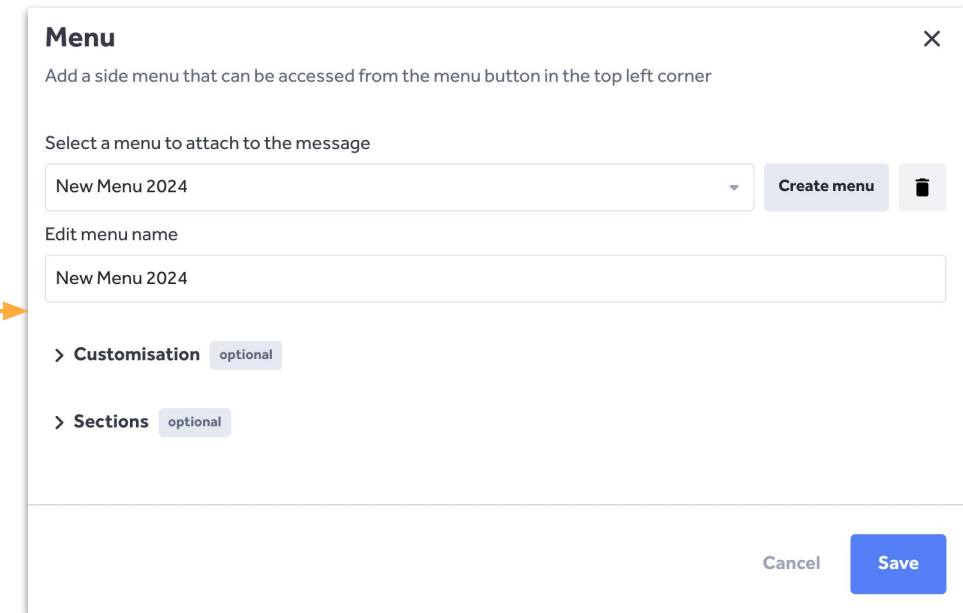
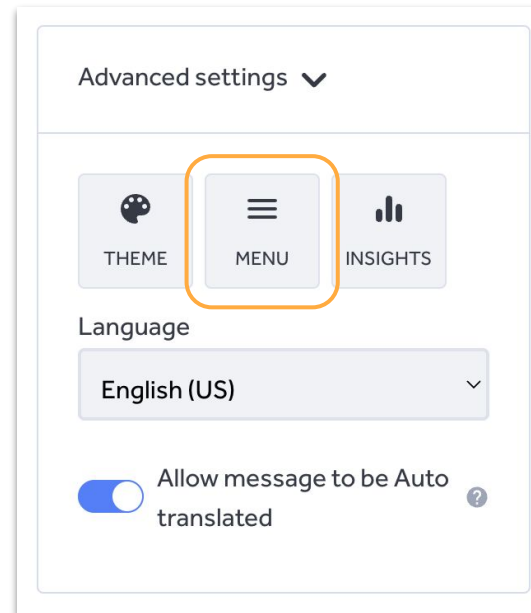
*Set the colour of your the menu background and text and add a menu header - and **add sections in your menu to ease the navigation in the app.***

## Menu settings

# How to get there

★ Navigate to a random message and scroll to **Advanced settings** in the bottom of the message to open the menu settings:

- **Customization**
- **Sections**



## Menu/Customization

# Customize your menu with background and text colour

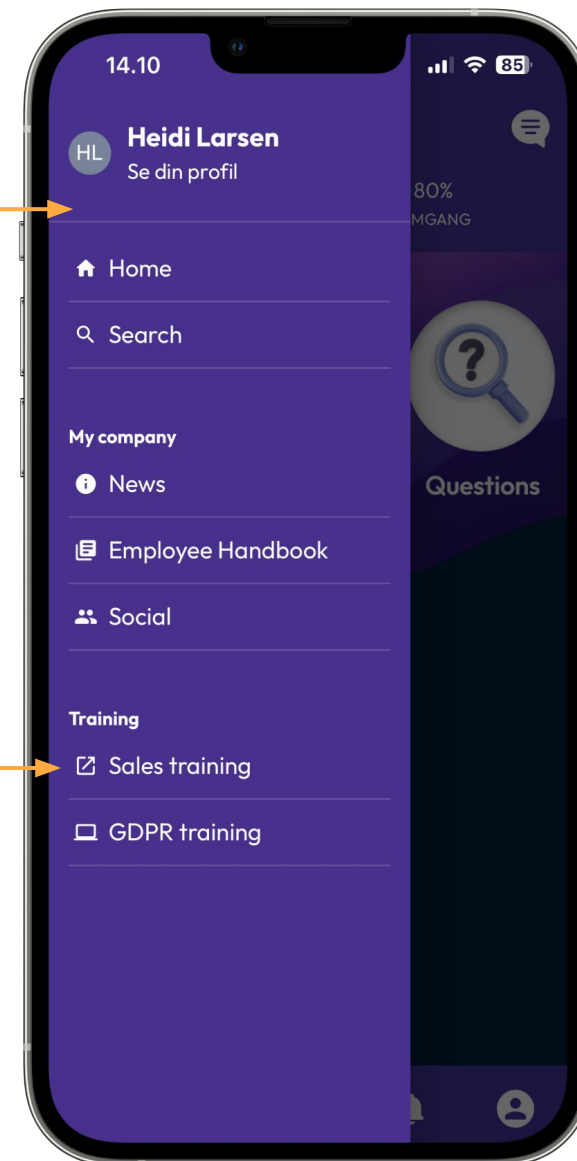
- ★ Set the **background colour** of the menu
- ★ Set the **text and icon colour**

Customisation optional

Background color

Text color

Apply branding in header



## Menu/Customization

# Apply a branding header to the menu

- ★ Add a **header text**
- ★ Set the **background colour** of branding header
- ★ Or add a **header background image**
  - Minimum size:  
272 x 90 px

Customisation optional

Background color

Text color


Apply branding in header

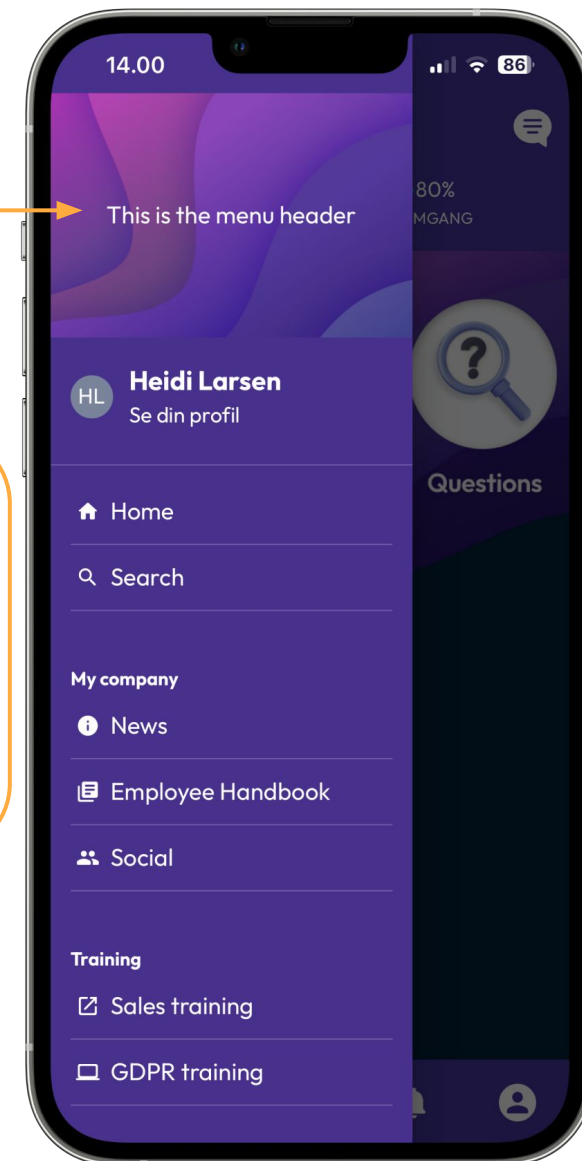
Header text

This is the menu header

Header background color

Upload image as header background ⓘ





## Menu/Sections

# Divide your menu into sections and ease the navigation in your app

- ★ **Add sections** - not clickable “headlines” in your menu
- ★ Add **menu items** that navigates to your content
- ★ Spice up the menu items with **illustrating icons**

Sections optional

Section 2

Section title (optional)

Section 3

My company

Section's item

News

Section's item

Employee Handbook

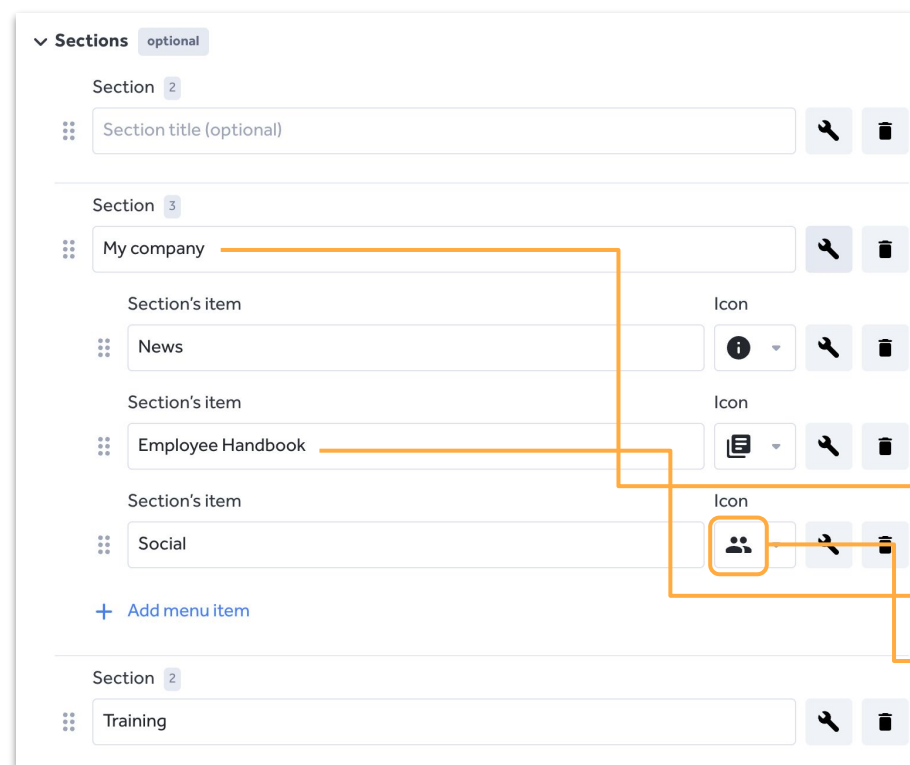
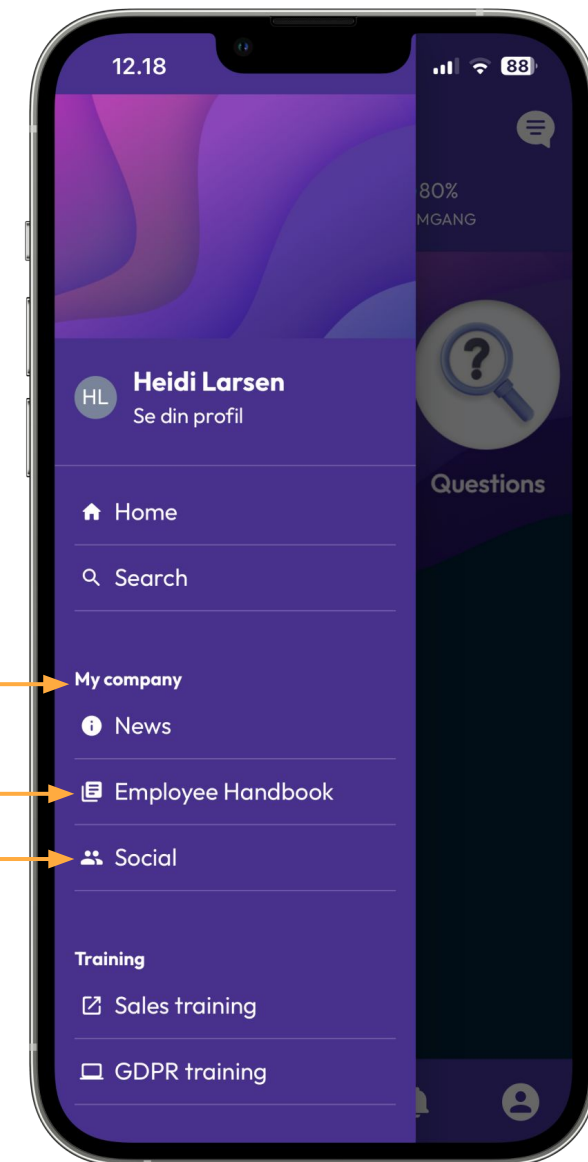
Section's item

Social

+ Add menu item

Section 2

Training

The image shows a configuration interface for a mobile app menu. It is organized into sections. The first section, labeled 'Section 2', contains a single item 'Section title (optional)'. The second section, labeled 'Section 3', contains three items: 'My company', 'News', and 'Employee Handbook'. The third section, labeled 'Section 2', contains one item 'Training'. Each item has a text input field, a selection of icons, and edit/delete controls. Orange arrows point from the 'My company' item in the configuration to the 'My company' menu item in the app preview, and from the 'Social' item's icon to the 'Social' menu item's icon.

# App Homepage

*Use the grid module to build a clear **App Homepage** with **tiles and tabs** navigating your employees to the most important areas in your app.*

## Grid Module

# Add a grid module to your App Homepage

- ★ Click on the **Grid module** to add a grid to your app homepage
- ★ Chose between **1, 2 or 3 tiles per row**
- ★ The tiles will always be **quadratic** - that is, the height of the tiles will be adjusted depending how many tiles you have in a row

The image shows a two-step process for adding a grid module to an app homepage. In the first step, a 'NAVIGATION' menu is shown with three options: 'GRID' (highlighted with an orange box), 'BUTTON', and 'FEED'. An orange arrow points from the 'GRID' option to the second step. The second step is a 'Grid' configuration window. It has a title 'Grid' and a subtitle 'Add and customise a grid and its tiles'. Under the 'Tiles' section, there are three options for 'Tiles per row': '1 tile per row', '2 tiles per row', and '3 tiles per row' (which is selected and highlighted with a blue border). Below these options, there are fields for 'Tile text' (containing 'Title') and 'Icon'. Three orange arrows point from the '1 tile per row', '2 tiles per row', and '3 tiles per row' options to three smartphone screens below. Each screen shows a grid of tiles with a purple header and two data points: '#65% OPEN RATE' and '53% PROGRESS'. The first screen shows one large tile, the second shows two medium tiles side-by-side, and the third shows three small tiles in a row.

## Grid/Module customization

# Basic design options

- ★ You can do some **basic design** in the grid module itself
- ★ Add **text and icons** to the tiles
- ★ Add a **border colour**
- ★ Add an **overlay colour** of the tiles

Module customisation

Border color ■

Overlay color ■

Upload image as grid background ⓘ

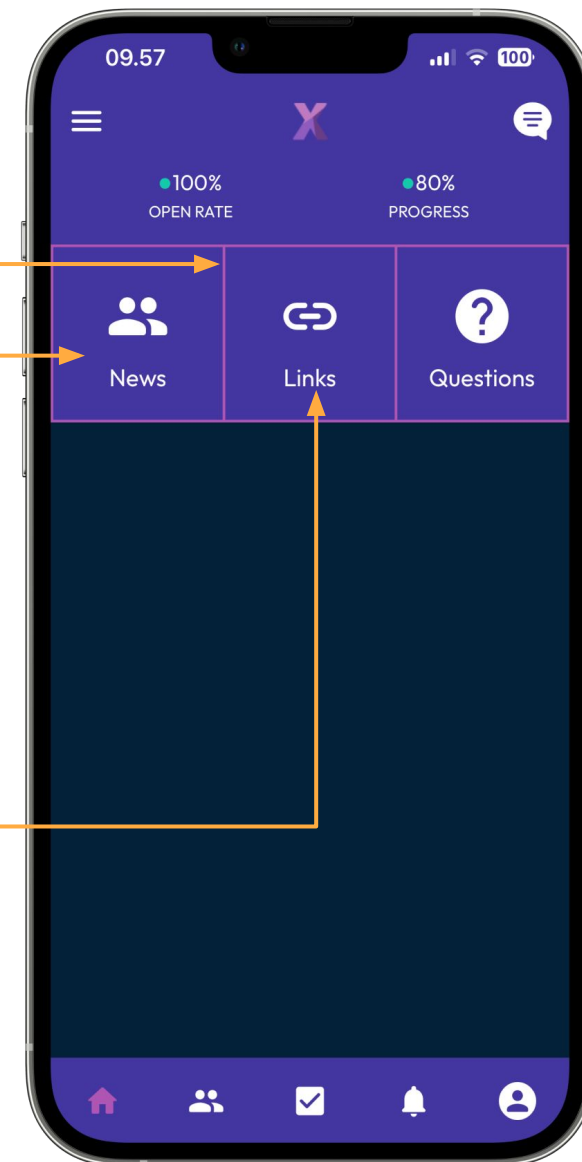
Drop files here or [upload file](#)

[Add from Media Library](#) [Browse free image](#)

JPG, PNG, and GIF images are accepted.

Cancel [Save](#)

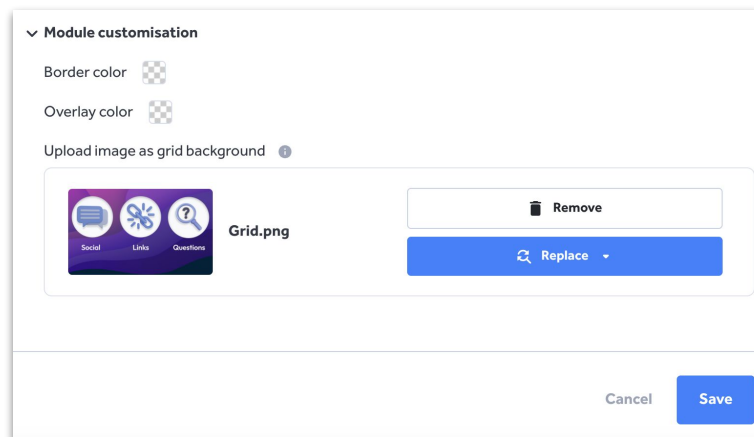
Tile text	Icon
News	  
Tile text	Icon
Links	  
Tile text	Icon
Questions	  



## Grid/Module customization

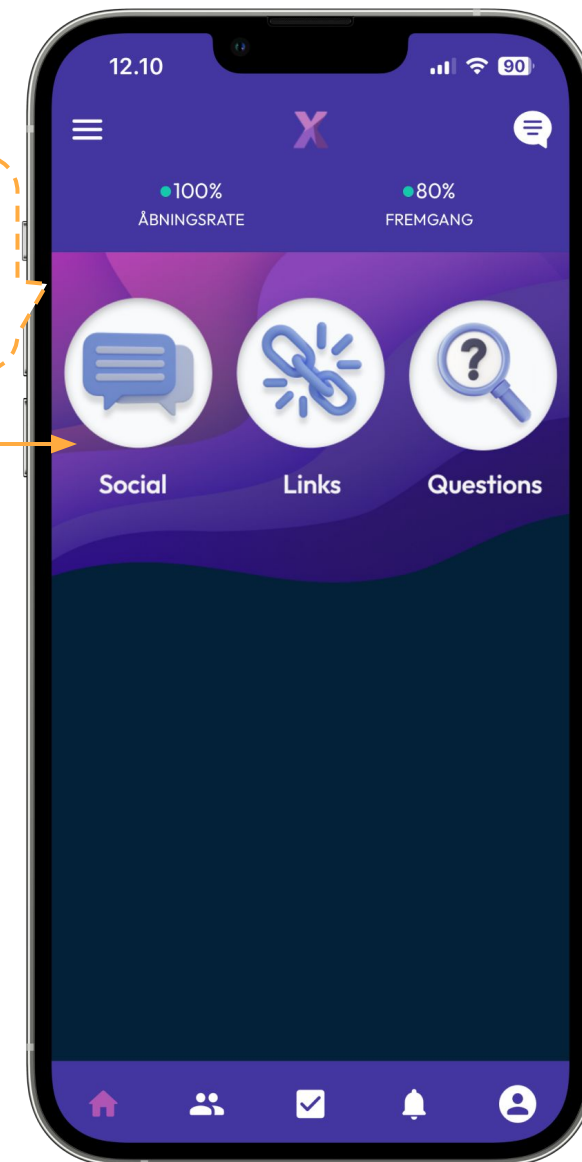
# Advanced design options

- ★ You can add a more advanced design to the tiles by **adding an image as the grid background**



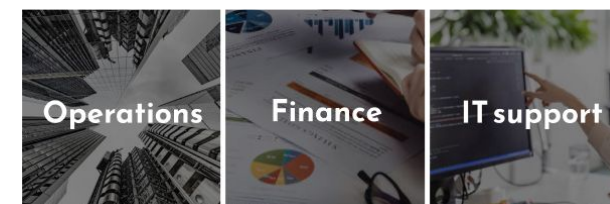
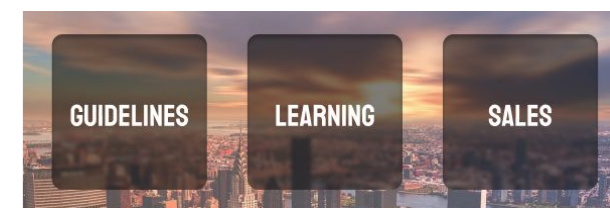
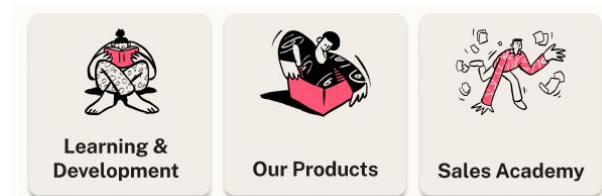
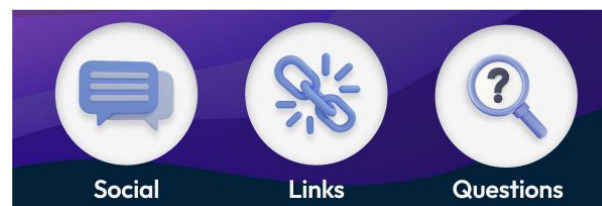
!

In this case we have selected 3 tiles per row and 2 rows (6 tiles in total).



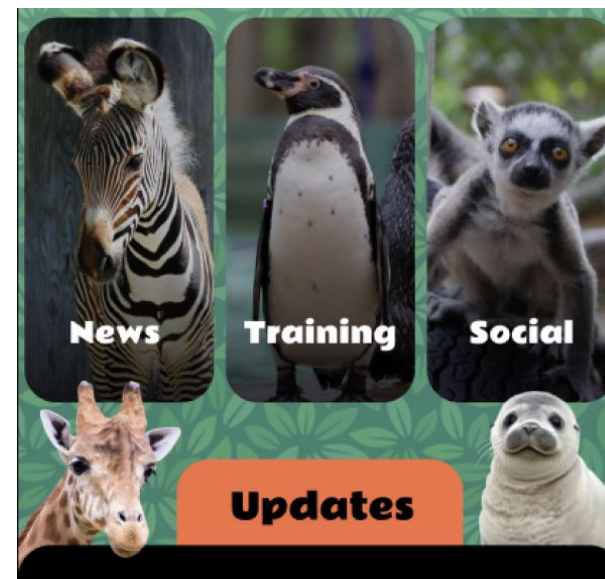
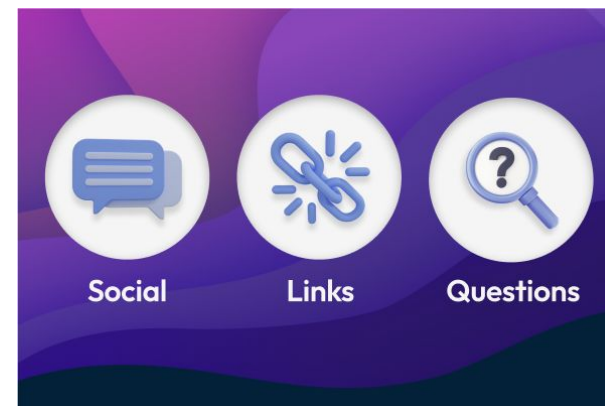
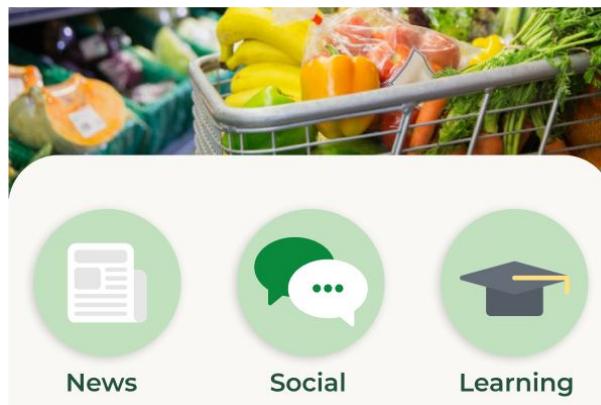
## Grid/Layouts Inspiration / 3 tiles

- ★ Design a image for your tiles that **corresponds with your overall branding guidelines and visual identity**



## Grid/Layouts Inspiration / 3-9 tiles

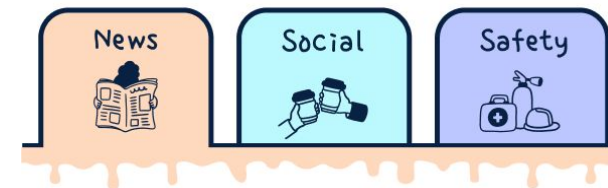
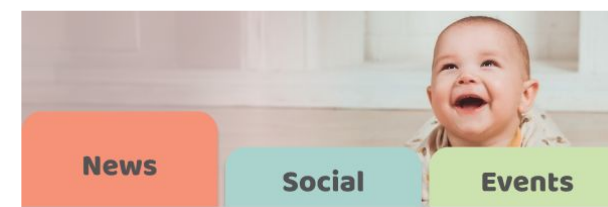
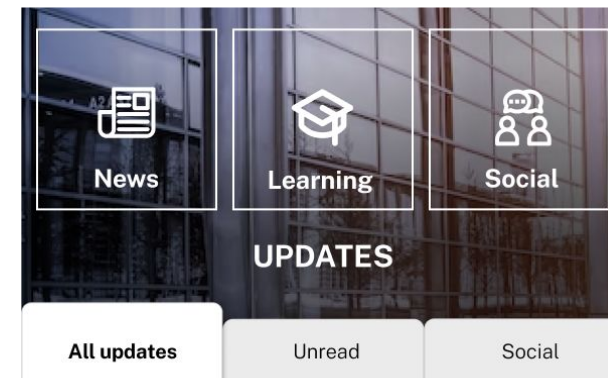
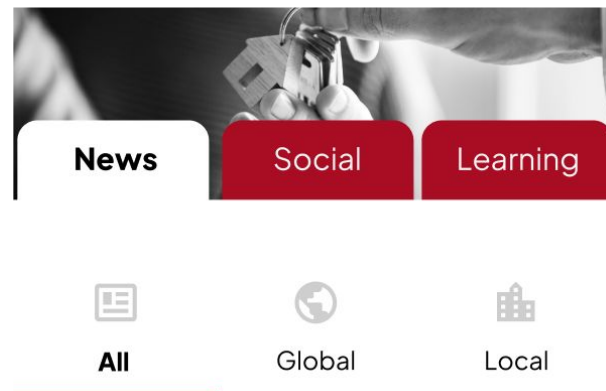
- ★ Design a image for your tiles that **corresponds with your overall branding guidelines and visual identity**



## Grid/Layouts

# Inspiration / Tab design

- ★ Implement a **tab design** on the app homepage **tab between different feeds** - eg. News, Unread News and Social





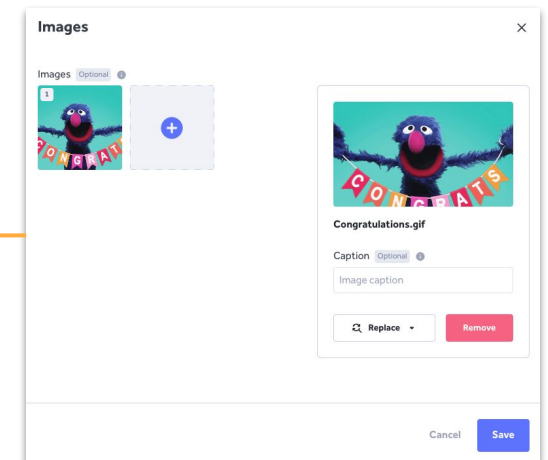
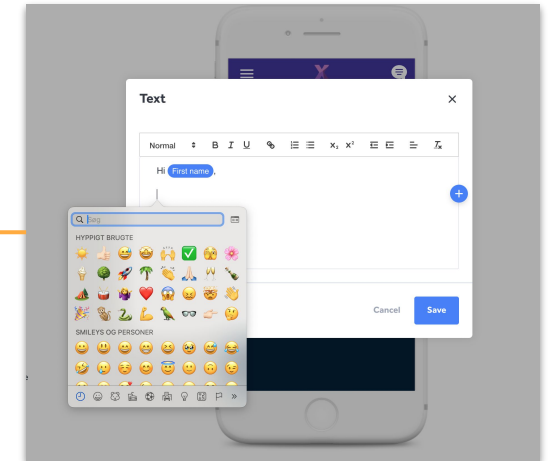
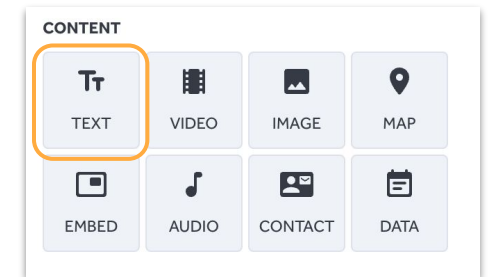
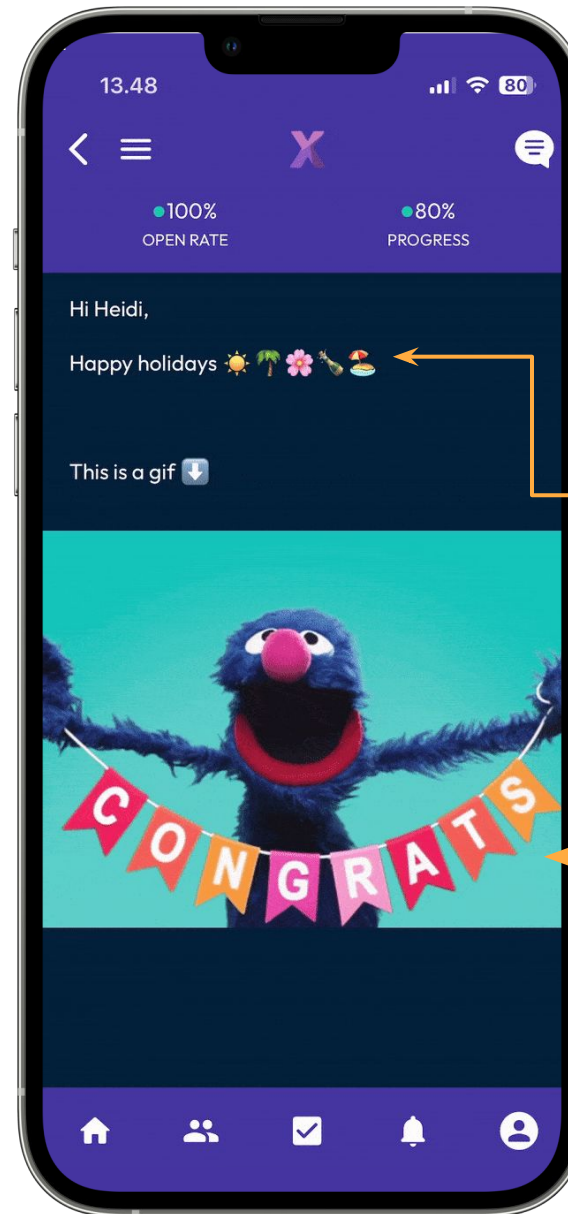
# Message design tips

Spice up your messages with **emojis**, **gifs**, **image buttons**  
and **landing page headers**.

## Message design tips

# Spice up your content with emojis & gifs

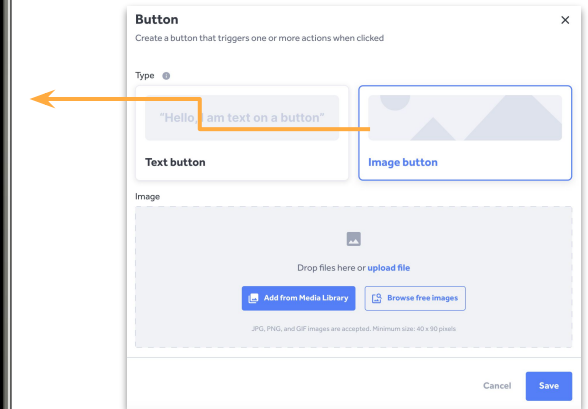
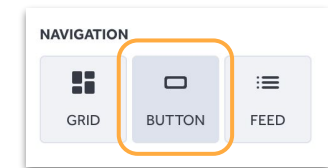
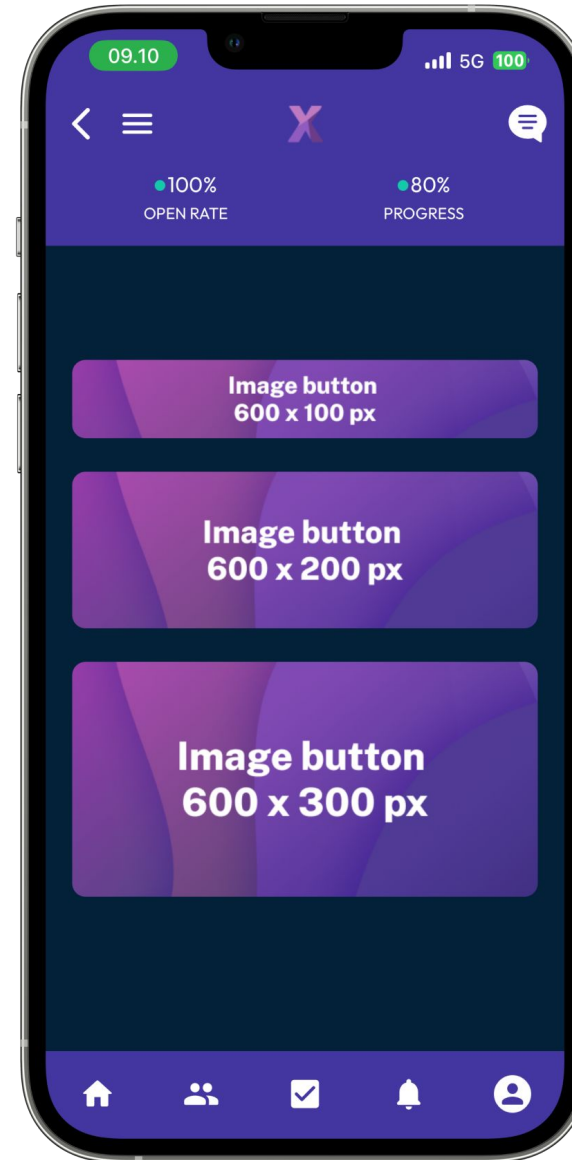
- ★ Add **emojis** in your messages to create **fun and catchy content** and **and eye catching headlines**
- ★ Add **gifs** to your messages to create **fun and engaging content**
- ★ **Tip:** Download gifs from [www.giphy.com](http://www.giphy.com) and use the image module to add them to your message



## Message design tips

# Design your own image buttons

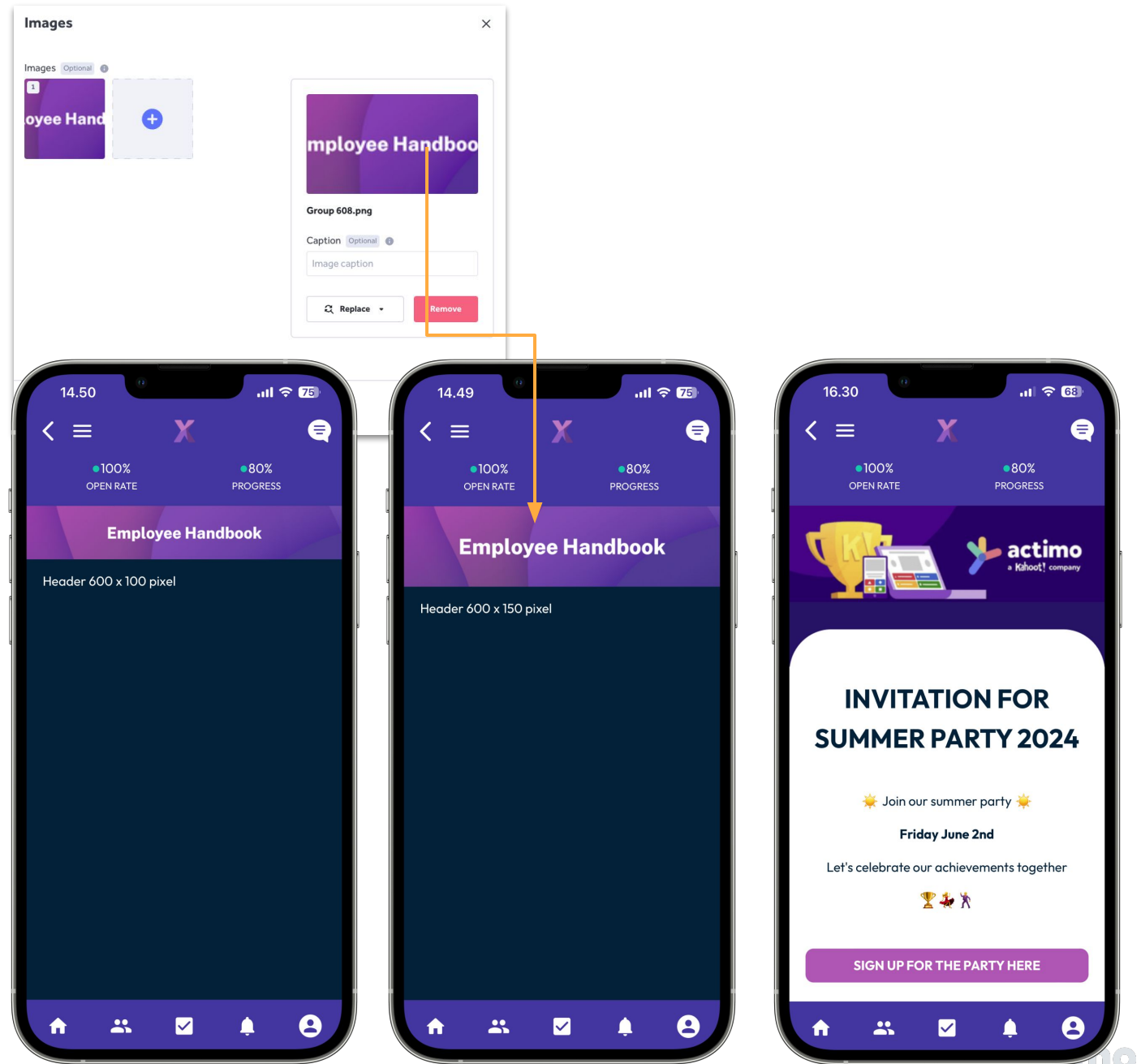
- ★ If you need to add buttons that are different from the default buttons designed in the theme, you can design and add **image buttons**
  - Recommended sizes:  
600 x 300/200/100 pixel



## Message design tips

# Add headers on your landingpages

- ★ Design **headers** for your content landing pages or campaign/event landing pages
  - Recommended sizes:  
600 x 300/200/150/100 pixel
- ★ Use the **image module** to add the headers



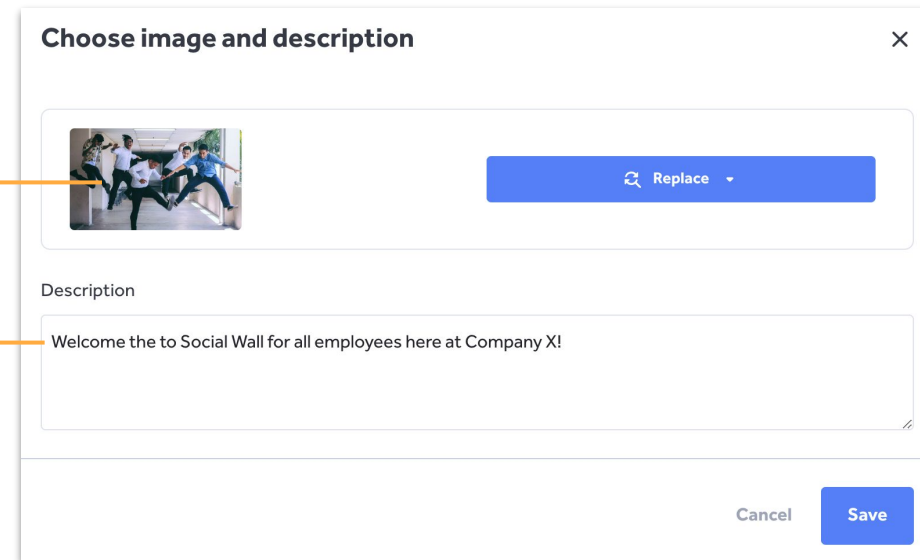
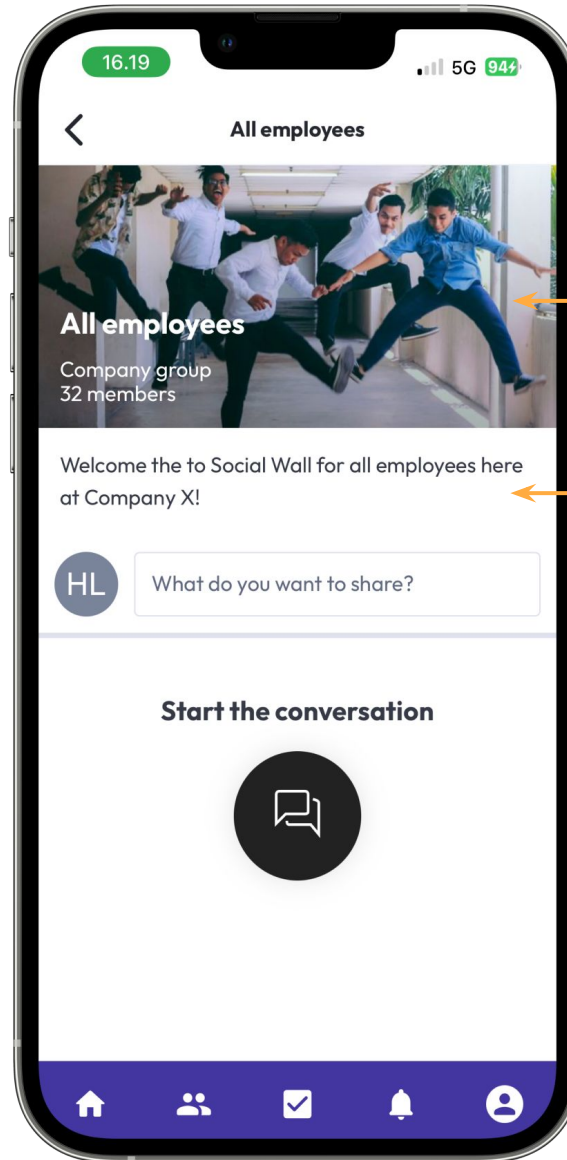
# Social Wall & Academy

Customize your Social Wall and Academies with **branding headers** and **description**.

## Social Wall

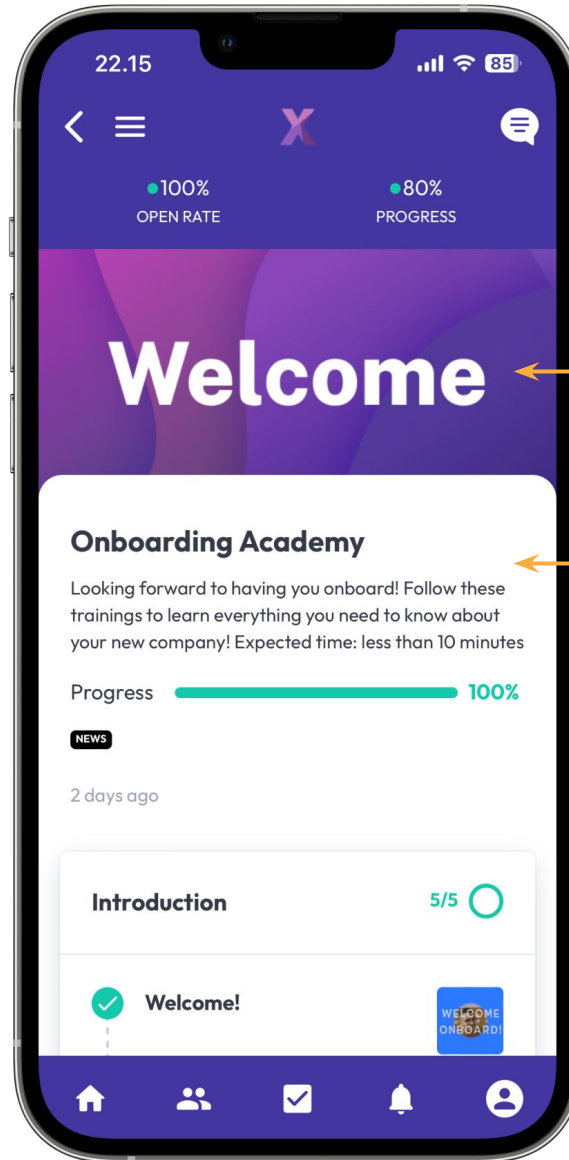
# Customize your Social Walls

- ★ Add a **Social wall header** and **description** to each social wall



# Academy Customize your Academies

- ★ Add an **Academy Header** and **description** to your academies



The 'Edit academy details' form is shown with the following fields and options:

- Details**
  - Academy title: Onboarding Academy
  - Academy header: Welcome (with a 'Remove' button and a 'Replace' button)
  - Academy description: Looking forward to having you onboard! Follow these trainings to learn everything you need to know about your new company! Expected time: less than 10 minutes
- Settings**

Buttons for 'Cancel' and 'Save' are located at the bottom right of the form.

# App Login page

Add your **logo** and **branding colors** to your app login page on web.


## App login page

# Customize your Login page on web

- ★ Add your **company logo**
  - Minimum size: 100 x 100 px
- ★ Choose between **dark og light layout**
- ★ Choose between **sharp, soft or rounded style** on button and input field
- ★ Add a **login page colour or background**
  - Recommended size: 1980 x 1020 px

→ **App login**  
Configure the access and appearance settings for your login page.

Logo



Primary color

Link color

Layout

Light  Dark


Style

Sharp  Soft  Rounded

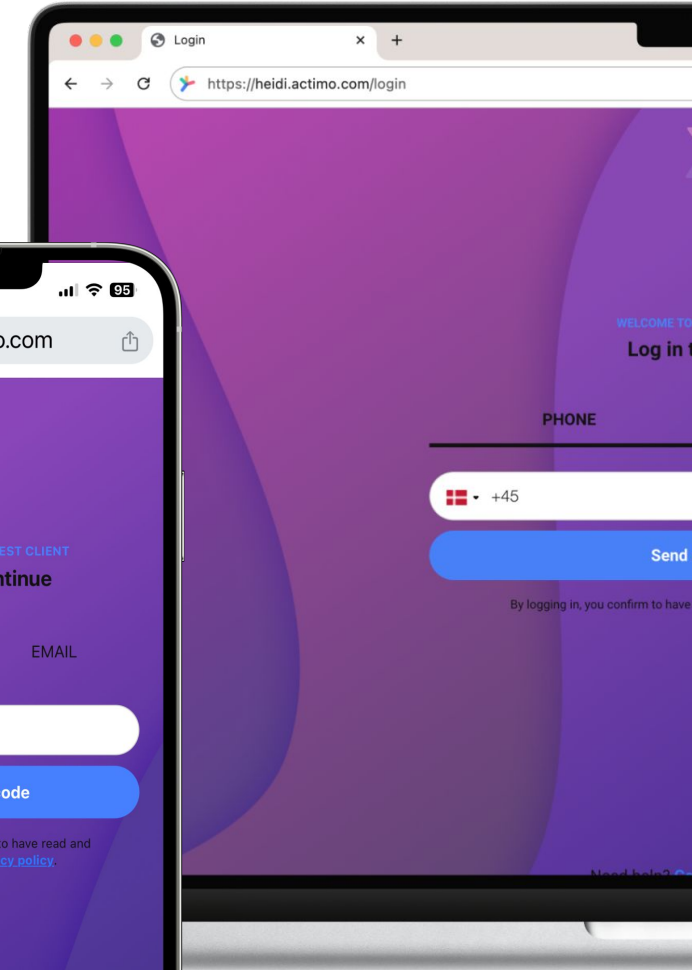
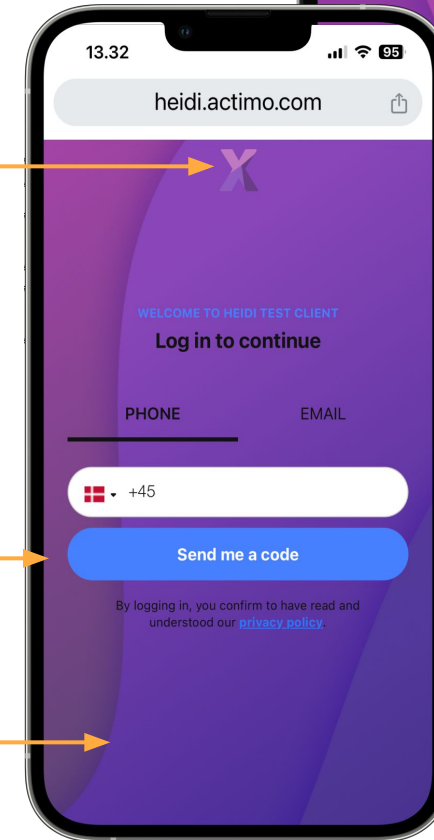
Background Optional

Color

Image



Background Image Transparency: 100%





# Recommended formats of design elements

## Recommended sizes

# Design elements

- ★ **Header logo:** Max. 300 x 100 pixel
- ★ **Bookmark icon:** 300 x 300 pixels
- ★ **Screen background:** 1920 x 1080 pixels
- ★ **Message background:** Min. 1080 x 1920 pixels
- ★ **Landingpage header:** 600 x 100/150/200/300 pixels
- ★ **Image button:** 600 x 100/200/300 pixels
- ★ **Menu branding header:** Min. 272 x 90 pixels
- ★ **Academy header:** 600 x 300 pixels
- ★ **Social wall header:** 600 x 300 pixels
- ★ **Logo - app login page:** 100 x 100 pixels
- ★ **Background - app login page:** 1920 x 1080 pixels

Recommended sizes

## Grid design elements

- ★ **1 tile:** 1200 x 1200 pixels
  
- ★ **2 tiles - 1 row:** 1200 x 600 pixels
- ★ **2 tiles - 2 rows:** 1200 x 1200 pixels
- ★ **2 tiles - 3 rows:** 1200 x 1800 pixels
  
- ★ **3 tiles - 1 row:** 1200 x 400 pixels
- ★ **3 tiles - 2 rows:** 1200 x 800 pixels
- ★ **3 tiles - 3 rows:** 1200 x 1200 pixels

# Need more help?

Please go to our [help desk](#) for instructions, tips, tricks and inspirational articles - or reach out to your [support@actimo.com](mailto:support@actimo.com)