

Actimo Design Guide

Tips for building a beautiful
customized app

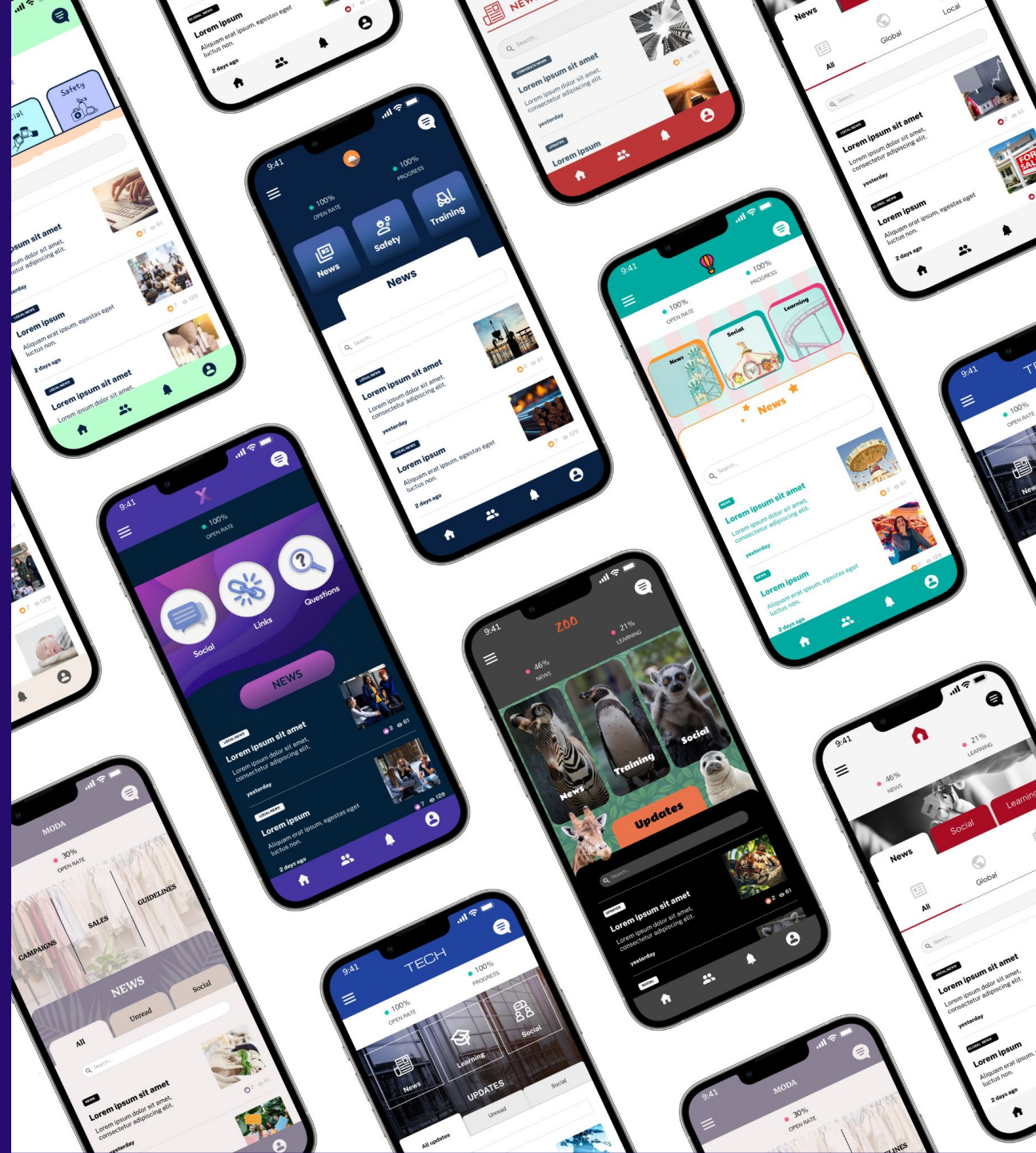


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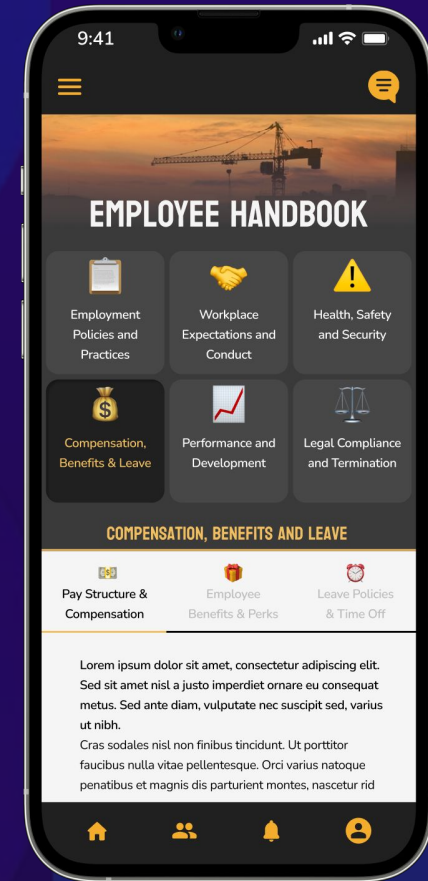
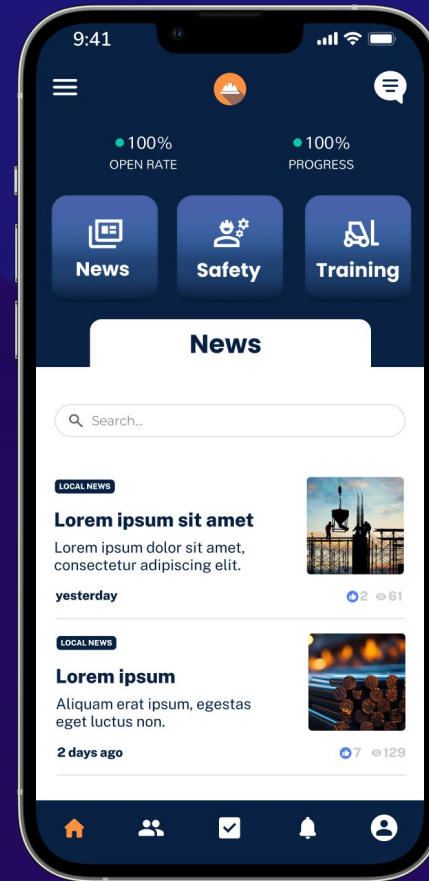
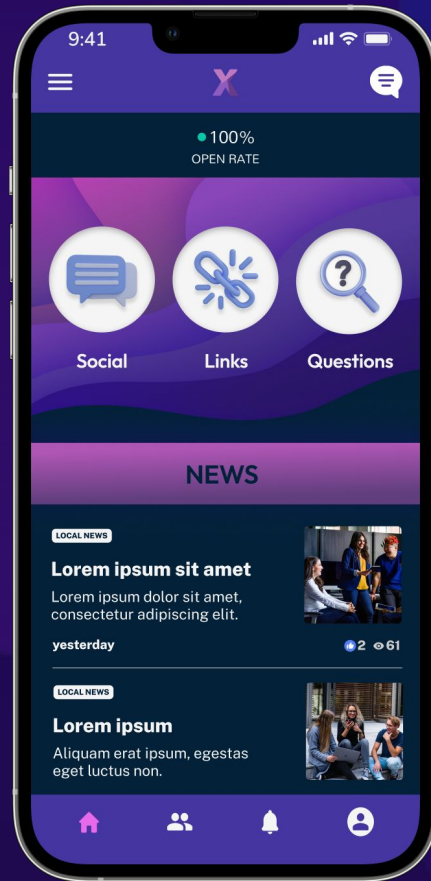
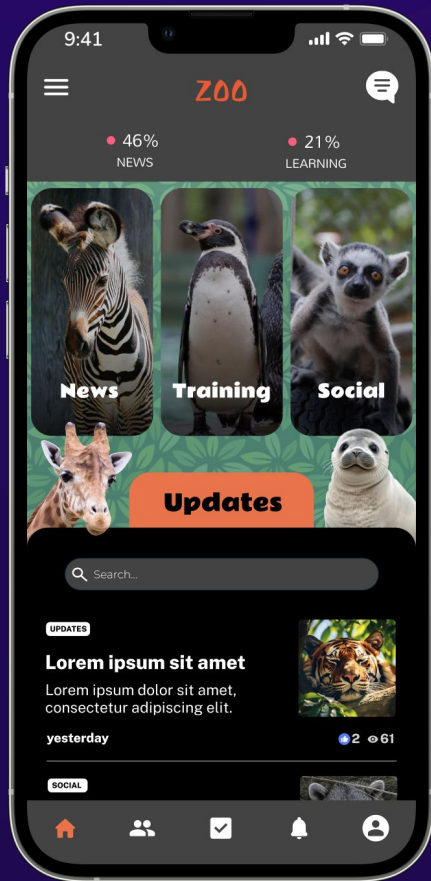
Introduction

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

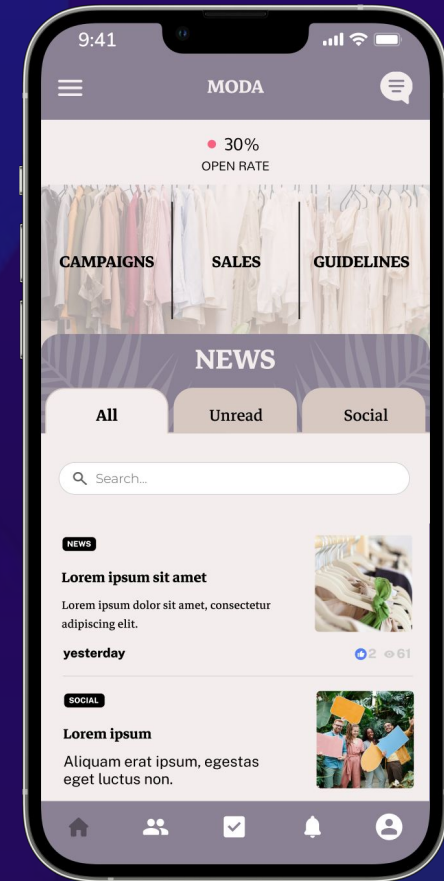
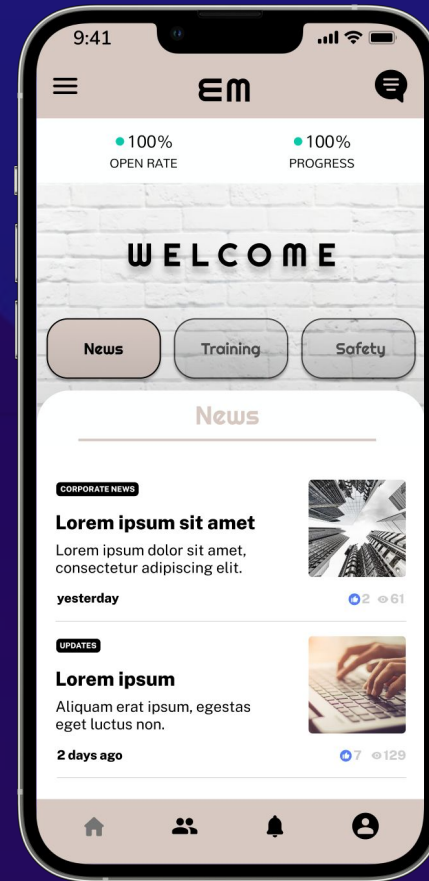
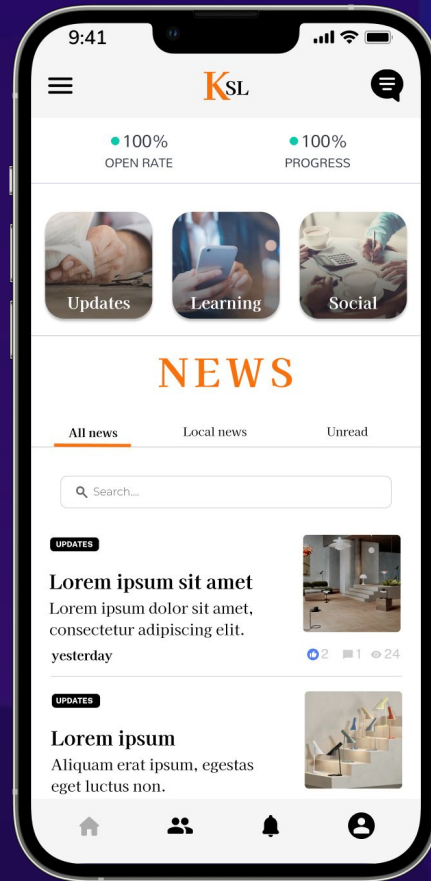
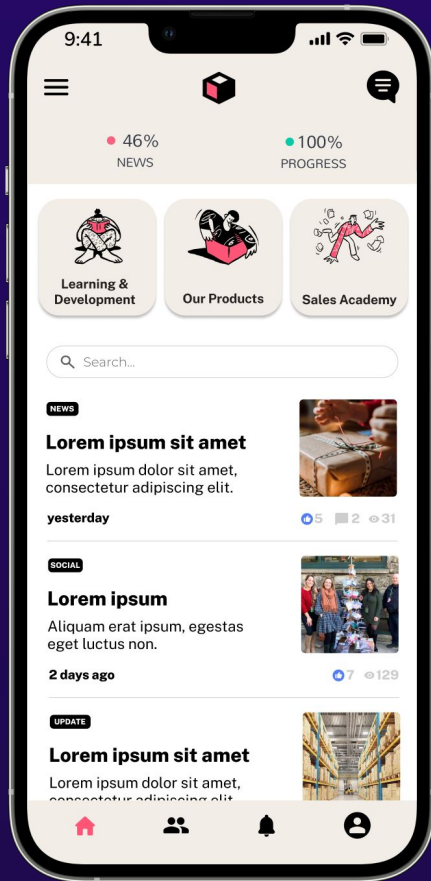
- *Enhancing your employees' app experience*
- *Enabling your employees to retain information better and faster*
- *Increasing your employees' feeling of belonging to your company*

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

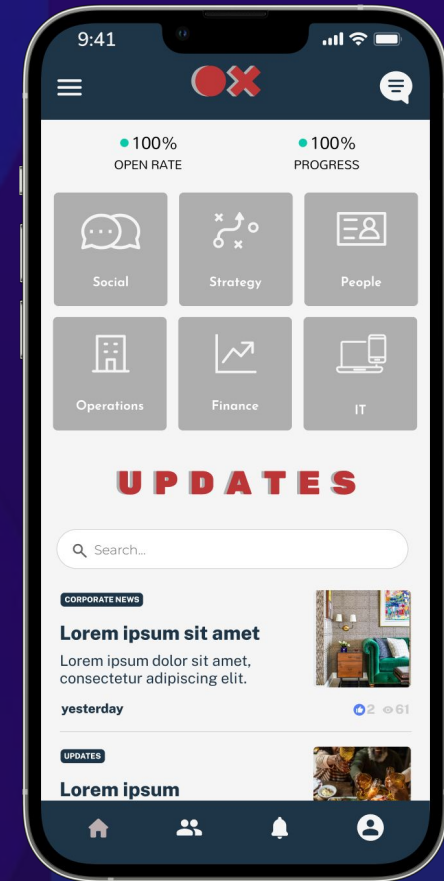
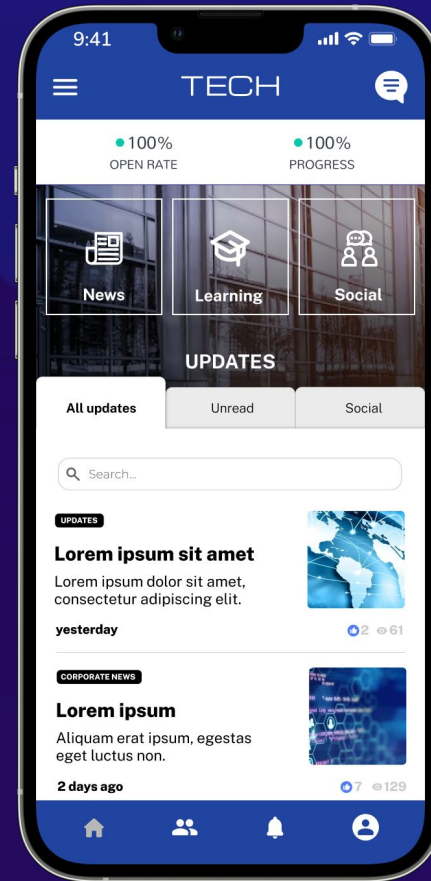
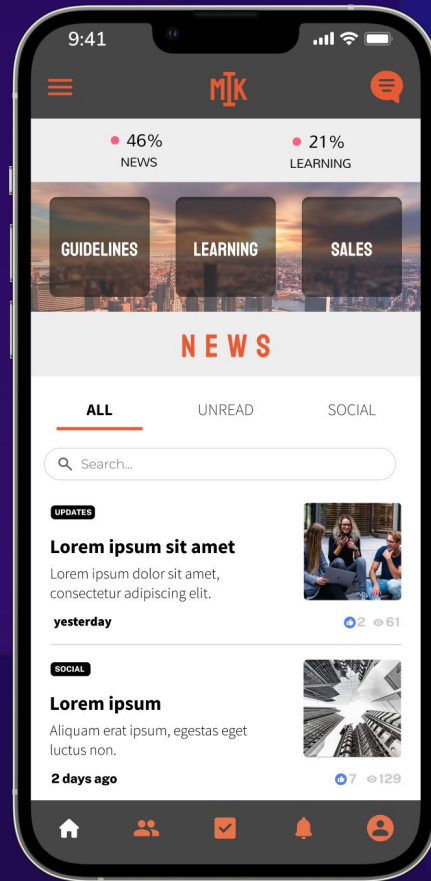
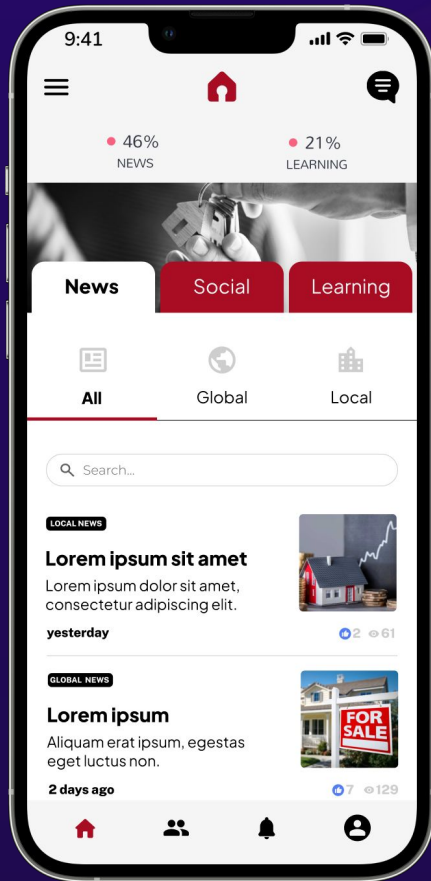
App Inspiration



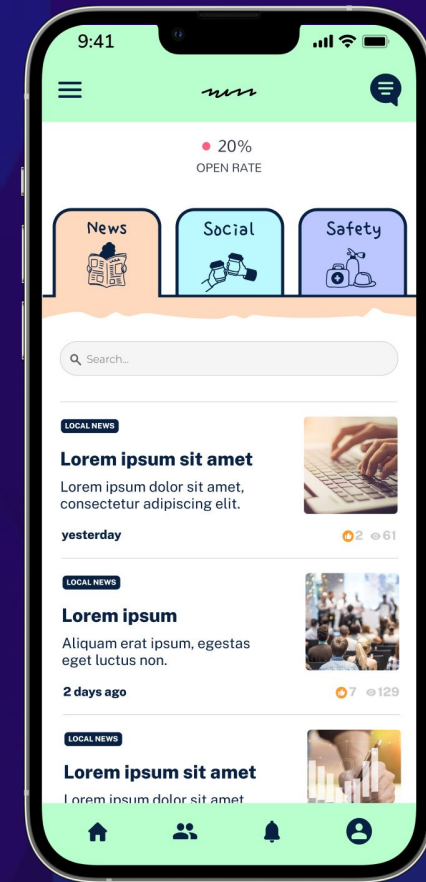
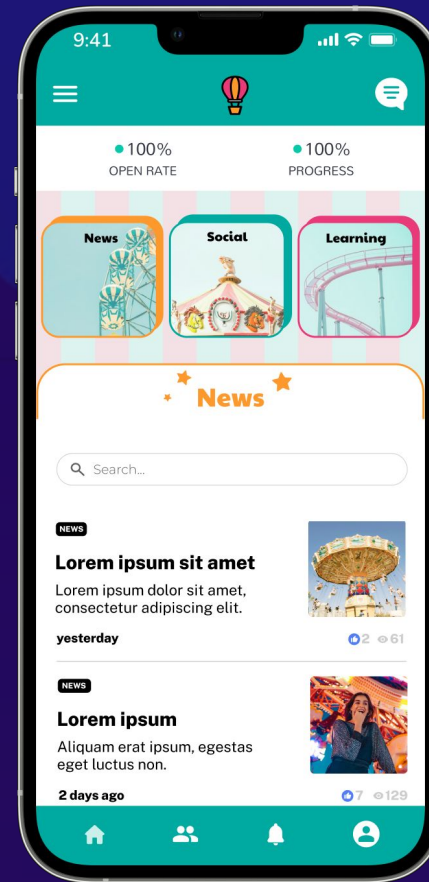
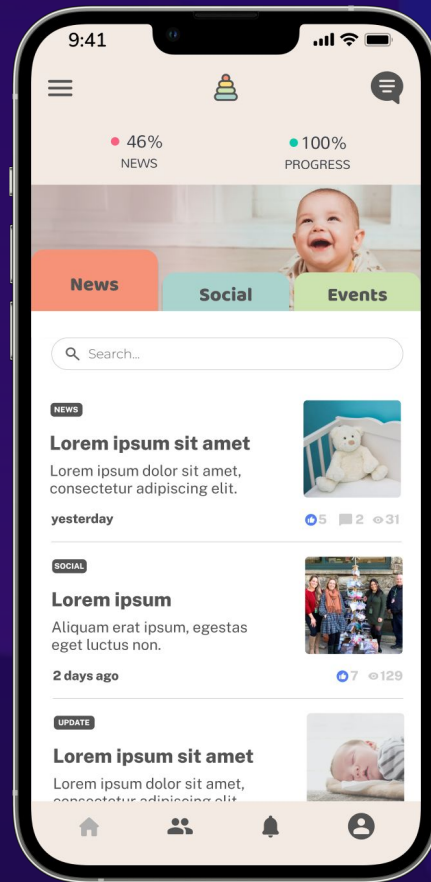
App Inspiration



App Inspiration



App Inspiration



App Theme

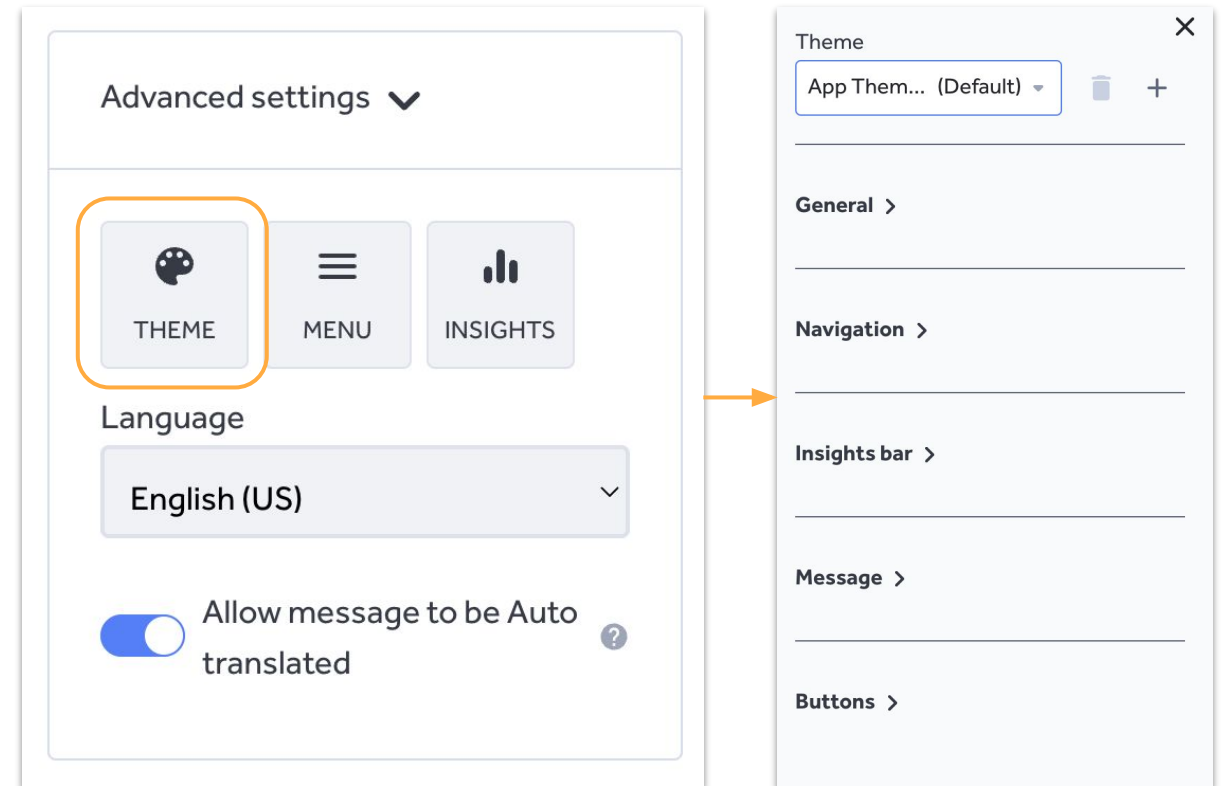
*Set the colour of header, bottom bar, icons, buttons, message background and add your own font - all of this to get a **100% customized app following your company branding.***

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:

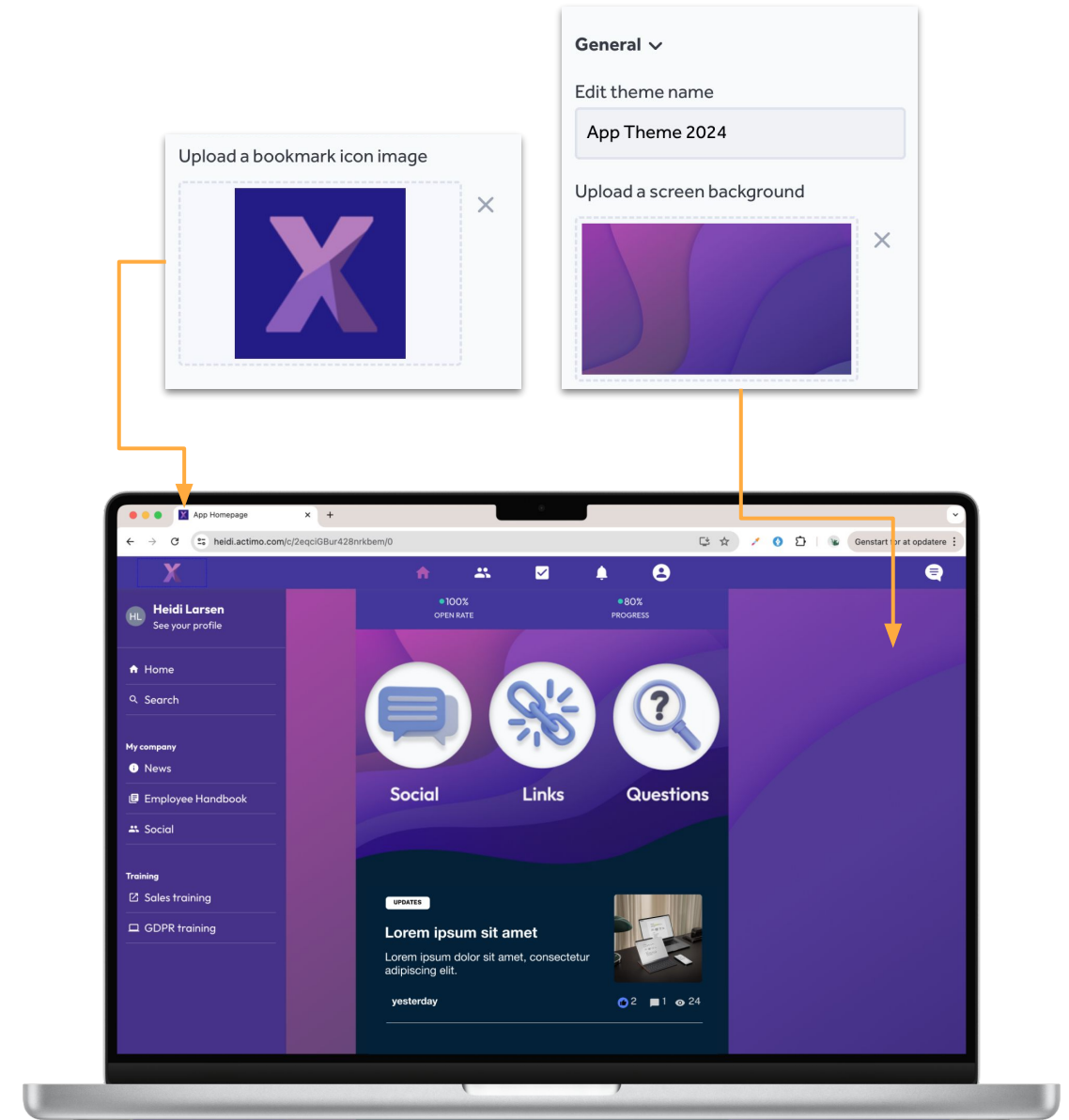
- **General settings**
- **Navigation**
- **Insights bar**
- **Message**
- **Buttons**



Theme/General settings

Customize the screen background on desktop

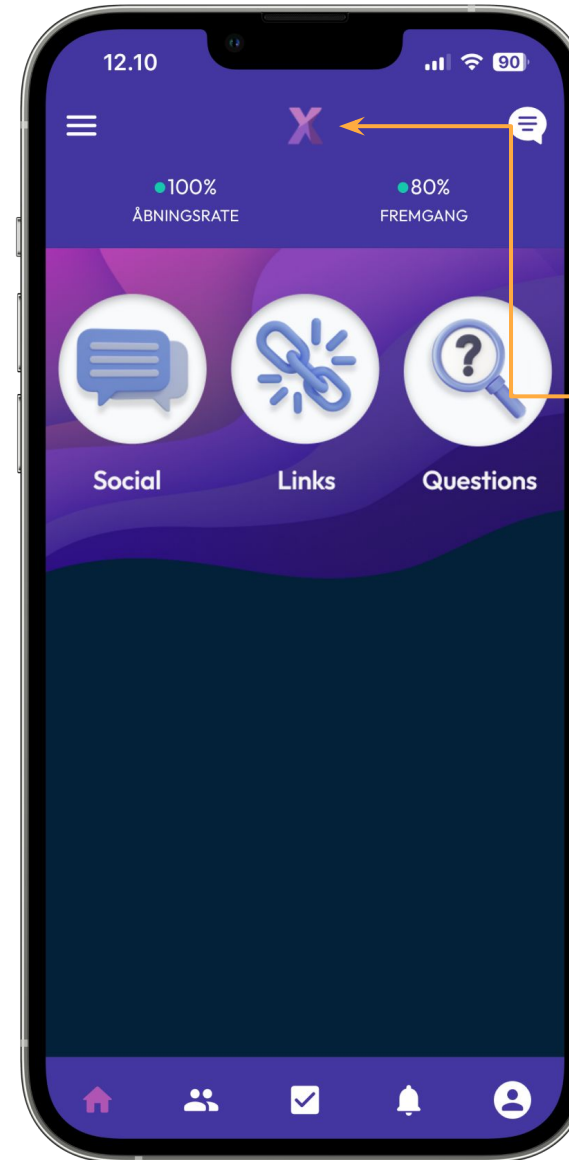
- ★ Add a **Theme name**
- ★ Upload a **screen background**
 - Recommended size: 1920 x 1080 px
 - The screen background appears as the background when the app is opened in a browser on desktop
- ★ Upload a **bookmark icon**
 - Recommended size: 300 x 300 px



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 ?

1235204 - App Homepage 

Header background on mobile



Background color 

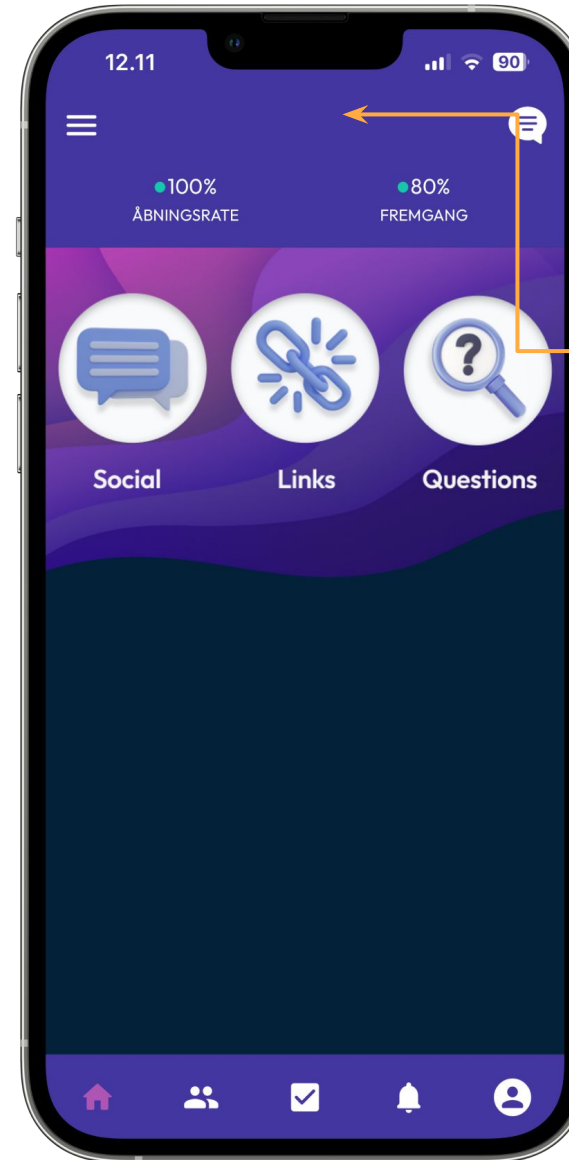
Icons color 

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

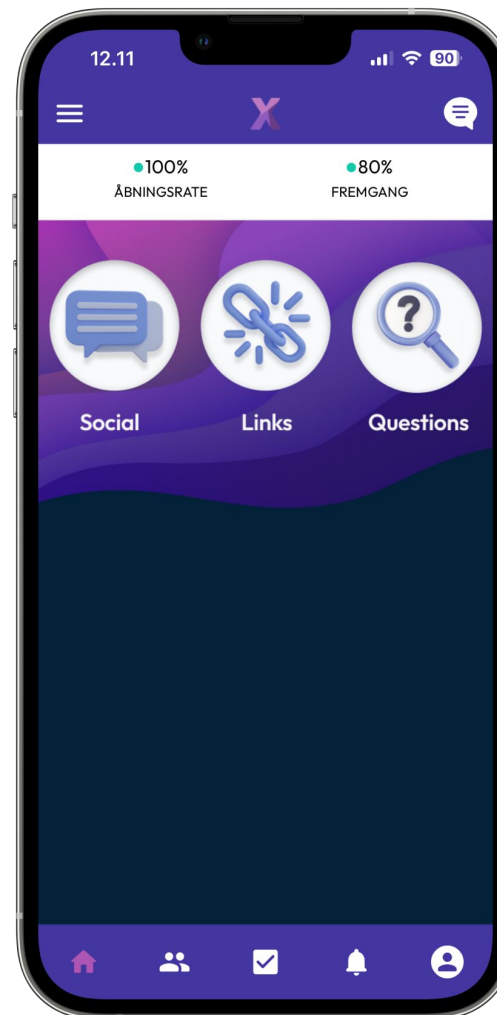
Theme/Insights bar

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.

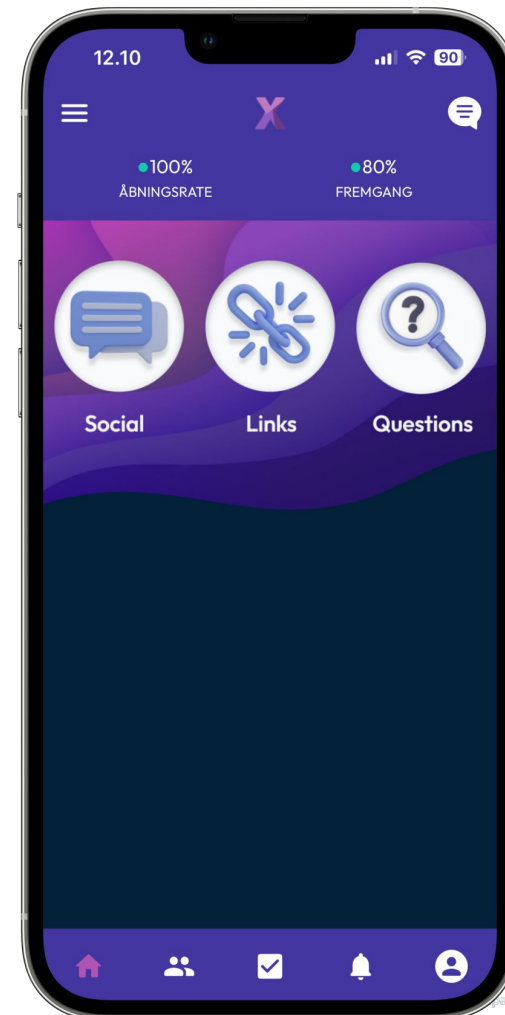
Insights bar ▾

☐ Match to Navigation style



Insights bar ▾

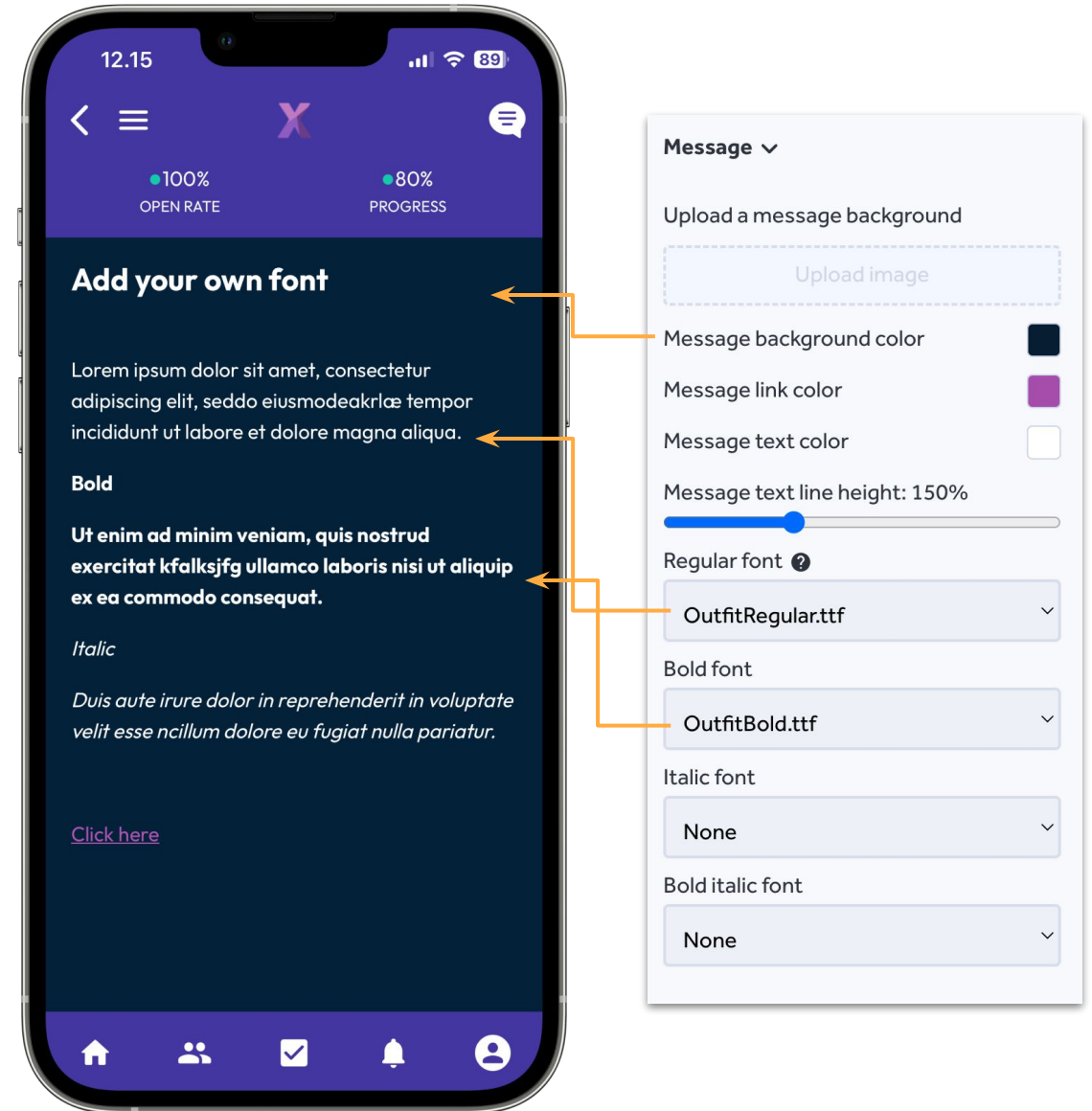
☒ Match to Navigation style



Theme/Message

Customize your message layout

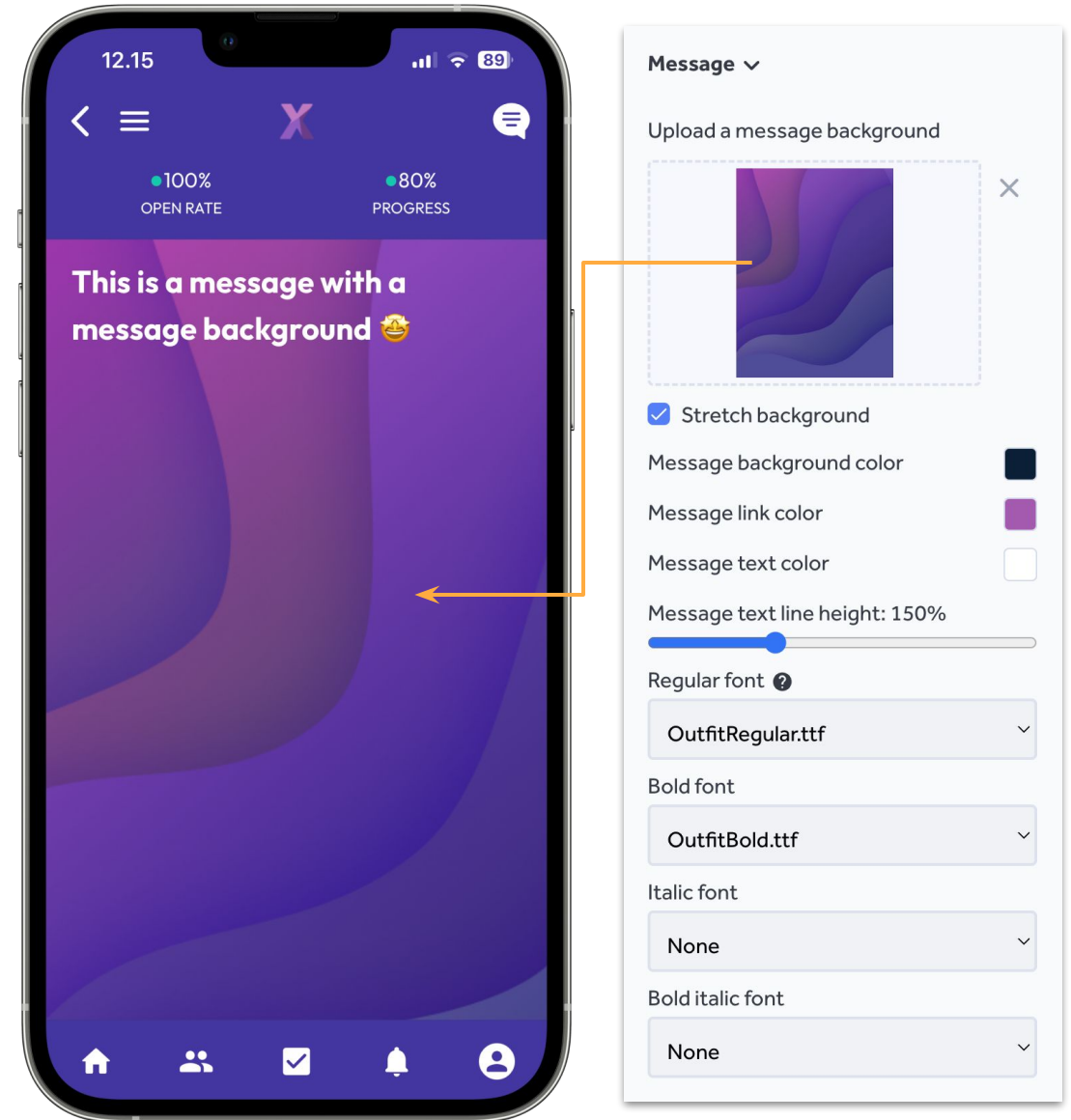
- ★ Set the **message background colour**
- ★ Set the **message link colour**
- ★ Set the **message text colour**
- ★ Set the **message text line height**
- ★ Add your own **font**
 - Upload the font to the media library and then chose the font in the theme settings
 - Your font will appear everywhere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



Theme/Message

Add a message background

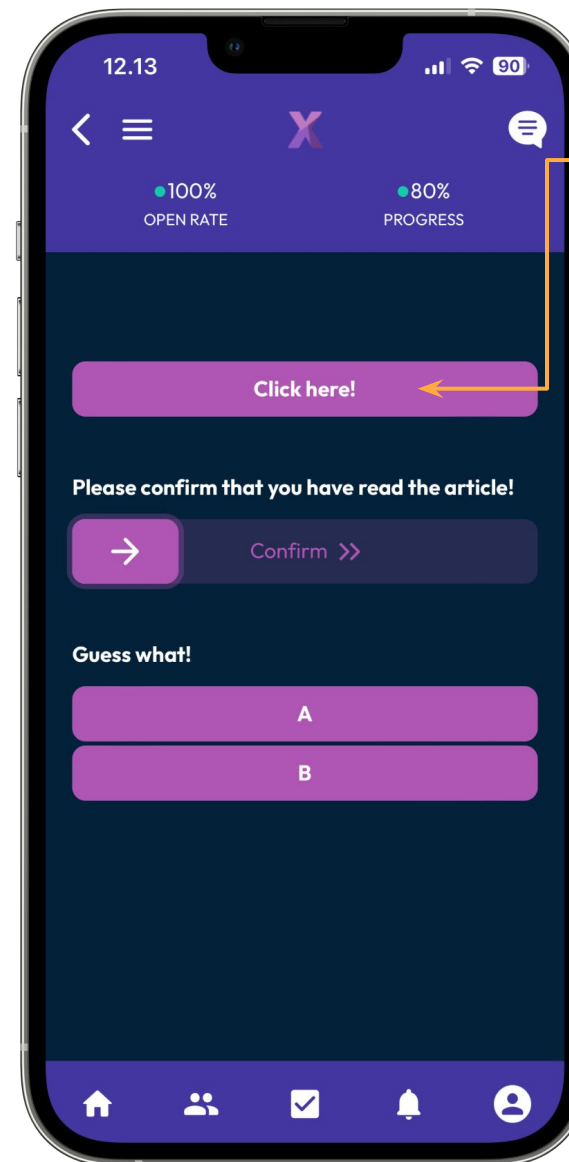
- ★ Add a **message background** instead of a solid colour.
 - Recommended size: 1080 x 1920 px
- ★ The message background is often used on **campaign / events messages** to create some extra awareness / stand out from the regular content in the app
- ★ Tick on the **“stretch background”** to get the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



Buttons ▾

Button background color

Button text colour

Button border color

Button border width

Button corner roundness: 10%

Button transparency: 0%

Buttons ▾

Button background color

Button text colour

Button border color

Button border width

Button corner roundness: 10%

Button transparency: 0%

Hex

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

App Menu

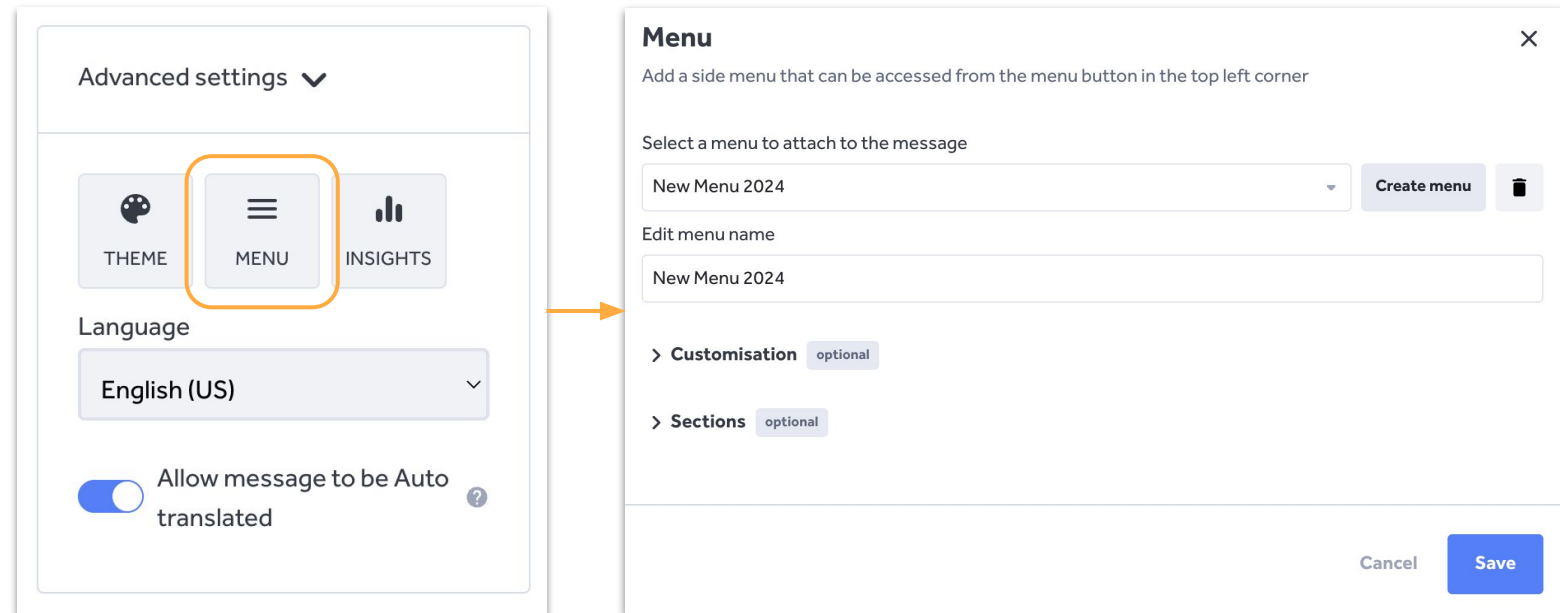
*Set the colour of your the menu background and text and add a menu header - and **add sections in your menu to ease the navigation in the app.***

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**



The image shows two screenshots from a software interface. The left screenshot displays the 'Advanced settings' panel with three options: 'THEME', 'MENU' (highlighted with an orange box), and 'INSIGHTS'. Below these is a 'Language' dropdown set to 'English (US)' and a toggle for 'Allow message to be Auto translated'. An orange arrow points from the 'MENU' option to the right screenshot. The right screenshot is a 'Menu' settings modal. It has a title 'Menu' and a subtitle 'Add a side menu that can be accessed from the menu button in the top left corner'. It contains a dropdown 'Select a menu to attach to the message' with 'New Menu 2024' selected, a 'Create menu' button, and a trash icon. Below is an 'Edit menu name' field with 'New Menu 2024'. There are two expandable sections: '> Customisation optional' and '> Sections optional'. At the bottom are 'Cancel' and 'Save' buttons.

Menu/Customization

Customize your menu with background and text colour

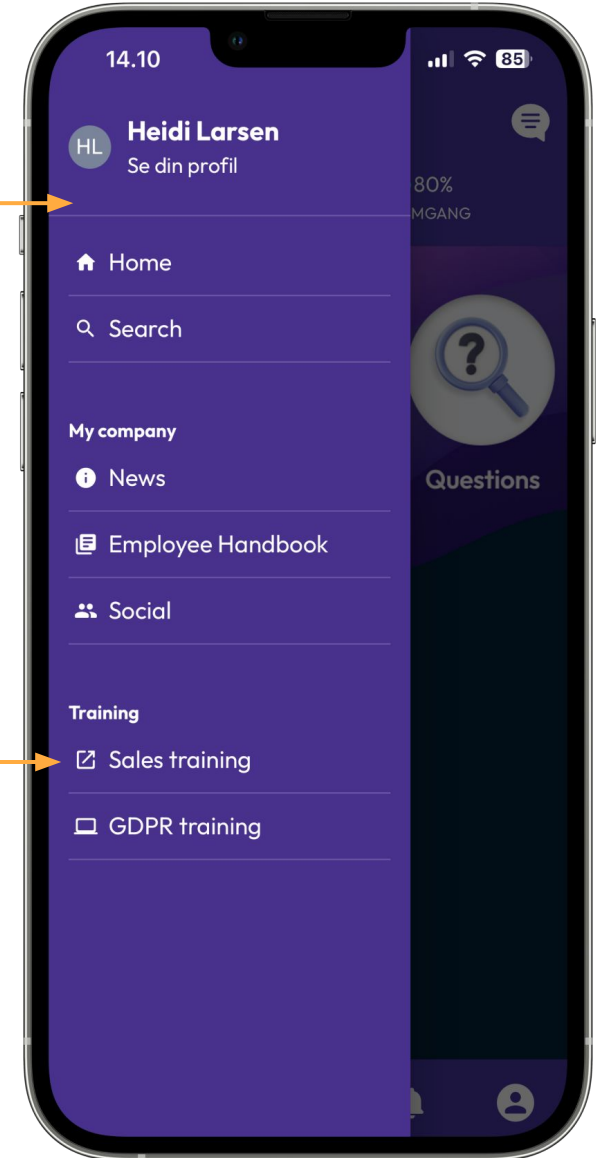
- ★ Set the **background colour** of the menu
- ★ Set the **text and icon colour**

Customisation optional

Background color

Text color

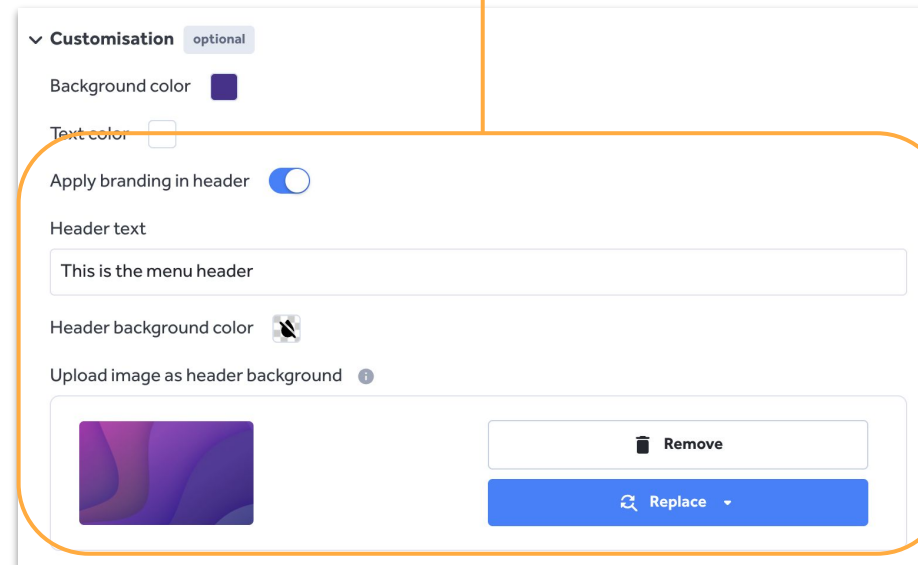
Apply branding in header ☒



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 ☒

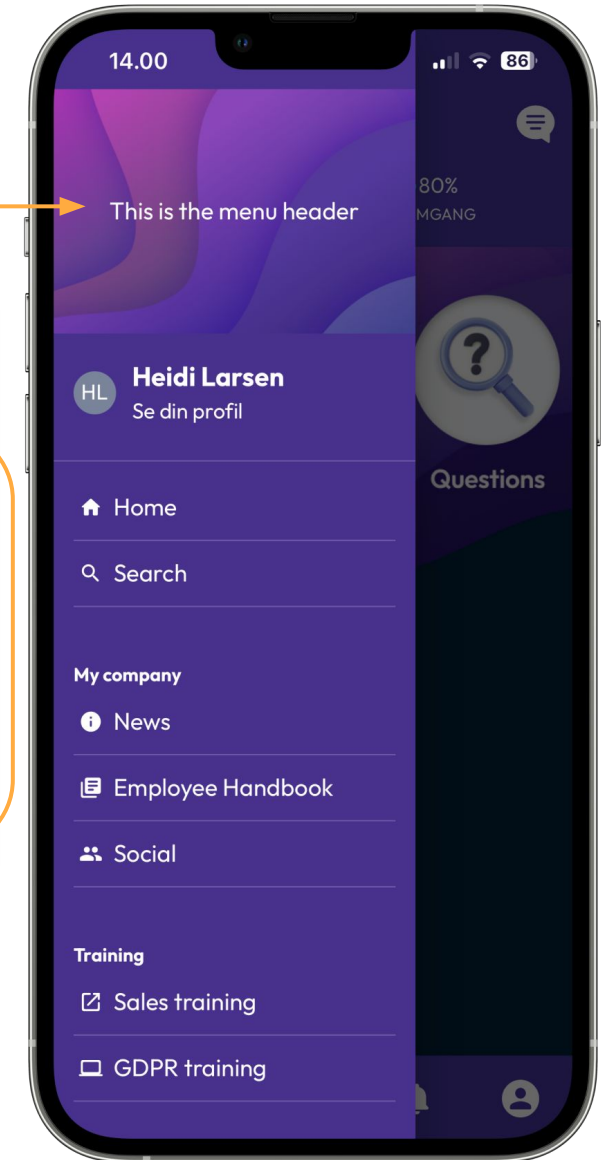
Header text

This is the menu header

Header background color ☒

Upload image as header background ⓘ



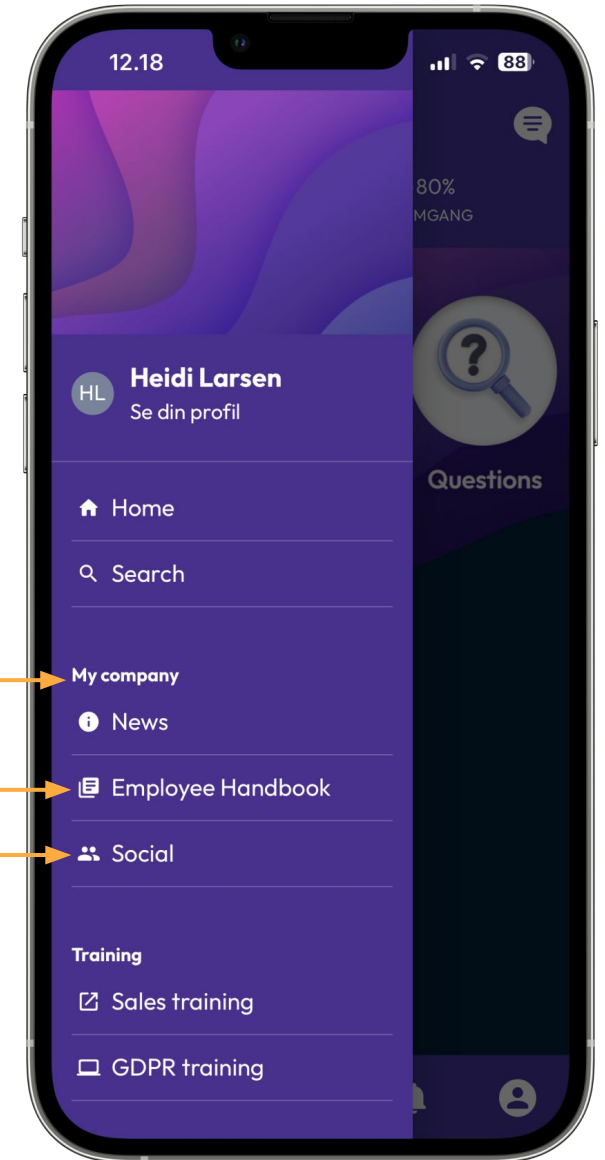


Menu/Sections

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**

The screenshot shows the 'Sections' configuration interface. It has a 'Sections' header with a 'optional' tag. Below it, there are three sections. The first section is titled 'Section 2' and has a text input field for 'Section title (optional)'. The second section is titled 'Section 3' and has a text input field for 'My company'. Below this, there are three 'Section's item' rows. The first item is 'News' with an icon of an 'i'. The second item is 'Employee Handbook' with an icon of a document. The third item is 'Social' with an icon of two people. Each item has a corresponding 'Icon' dropdown menu and a trash icon. The third item 'Social' has an orange box around its icon, and an orange arrow points from this box to the 'Social' item in the mobile app preview on the right. Below the items, there is a '+ Add menu item' button. The third section is titled 'Section 2' and has a text input field for 'Training'.



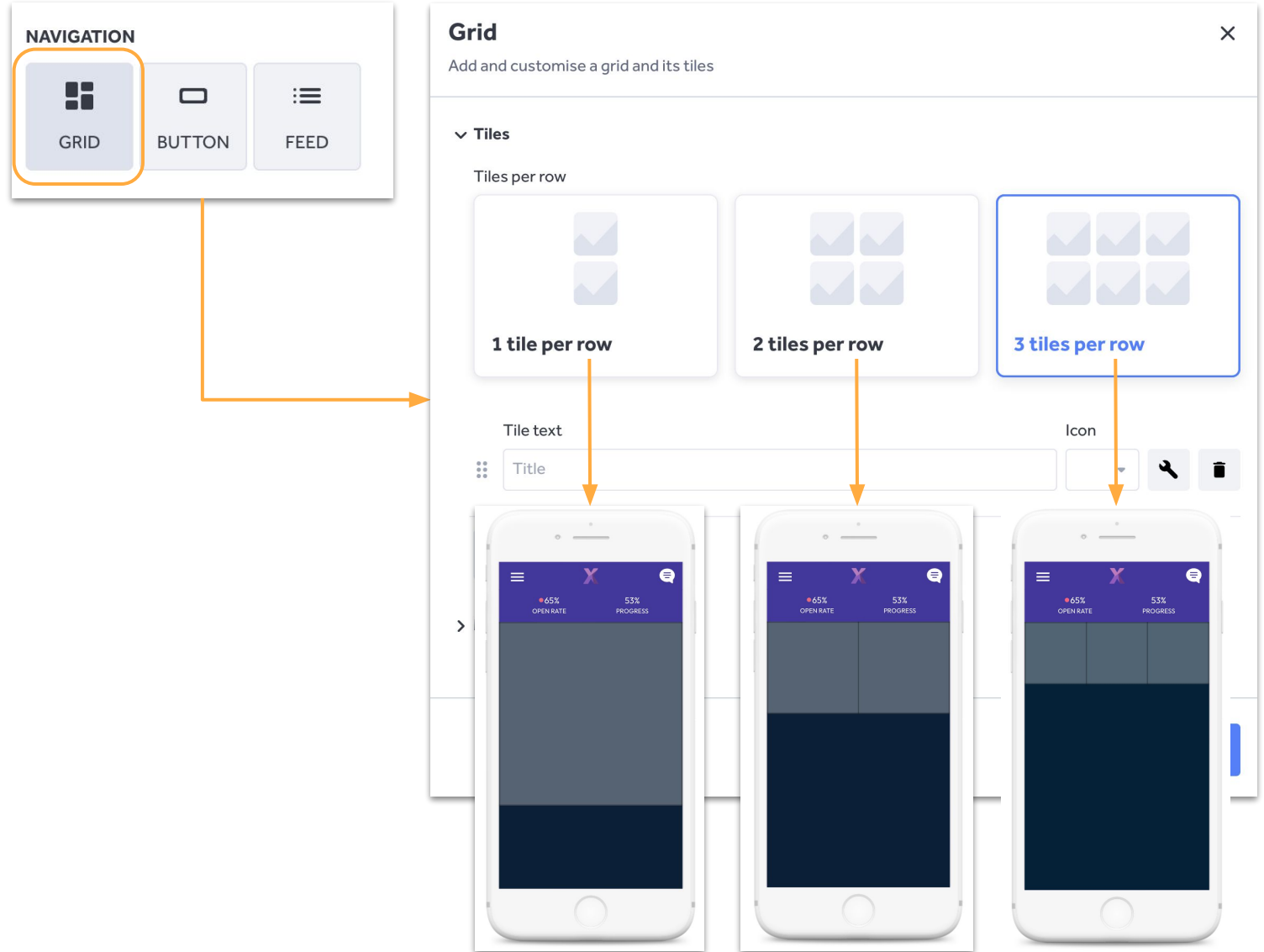
App Homepage

*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



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 

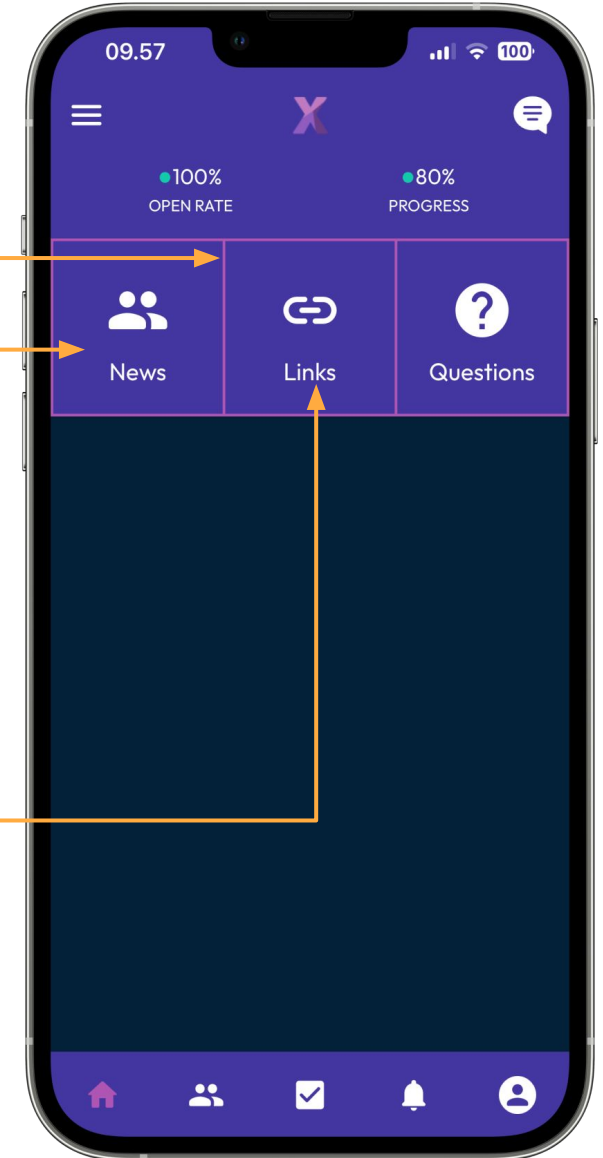
Drop files here or [upload file](#)

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

JPG, PNG, and GIF images are accepted.

Cancel Save

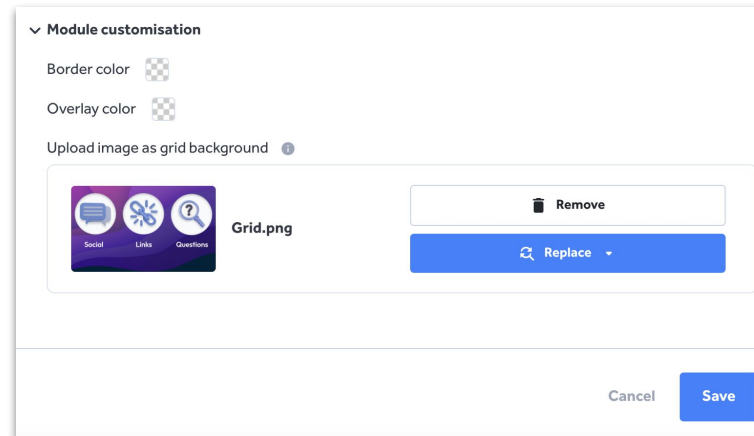
Tile text	Icon
 News	  
Tile text	Icon
 Links	  
Tile text	Icon
 Questions	  



Grid/Module customization

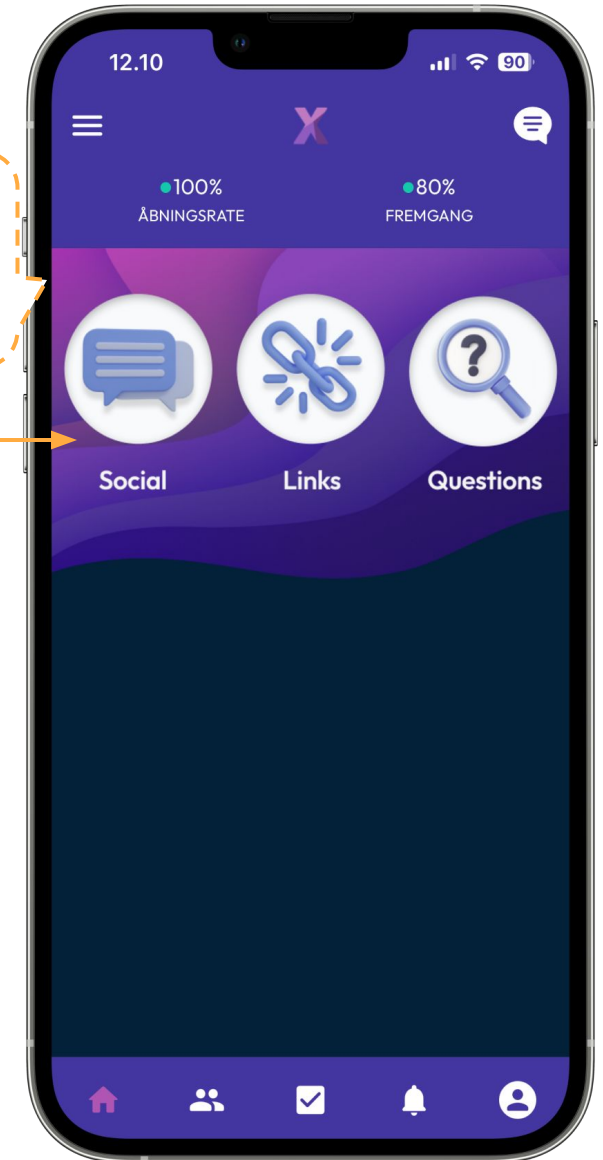
Advanced design options

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



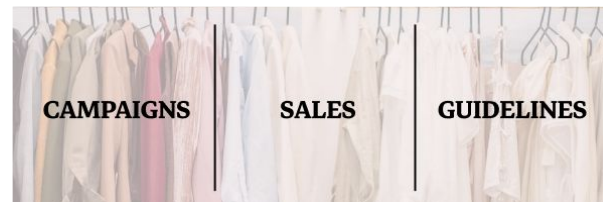
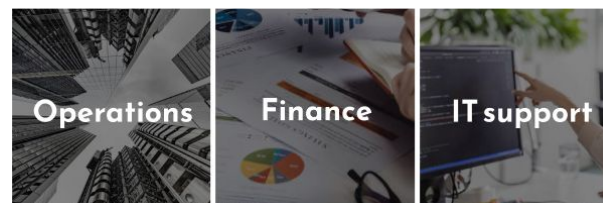
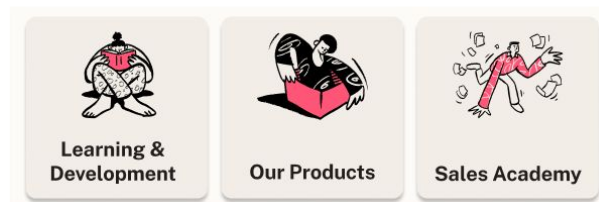
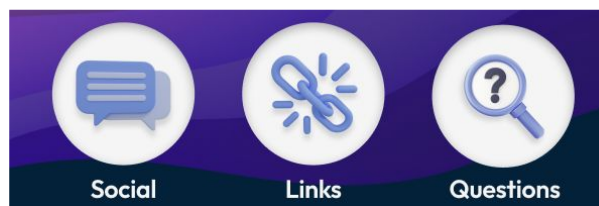
!

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



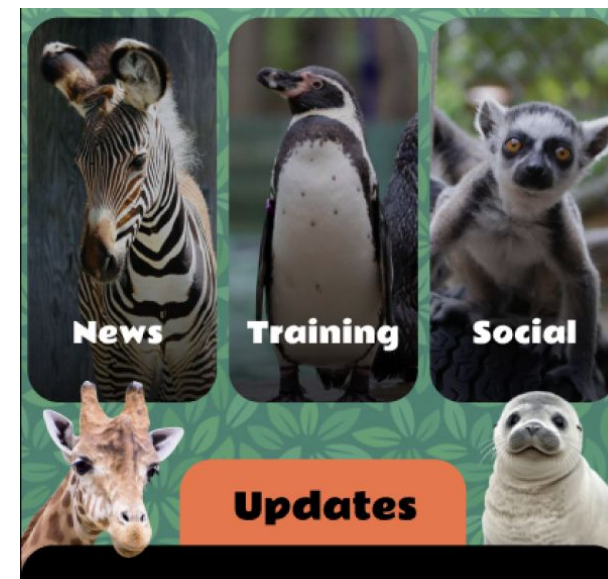
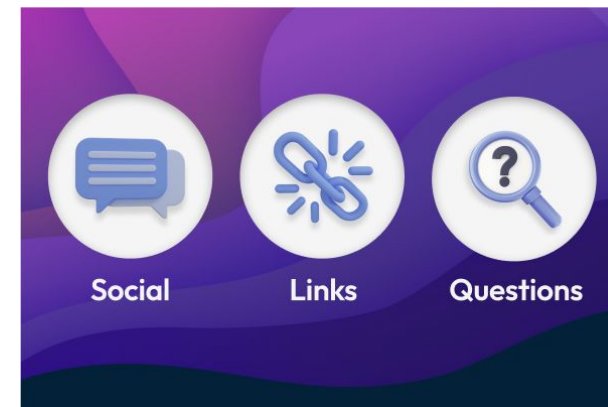
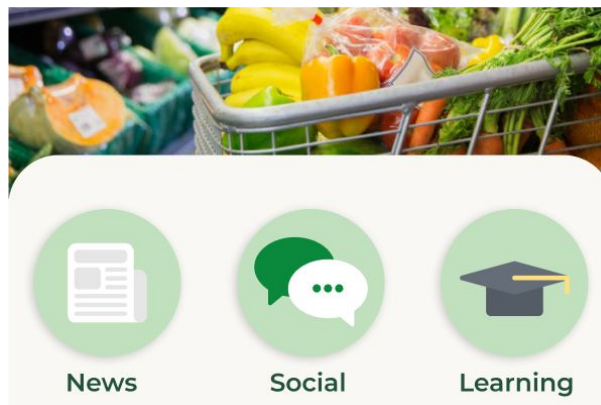
Grid/Layouts Inspiration / 3 tiles

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



Grid/Layouts Inspiration / 3-9 tiles

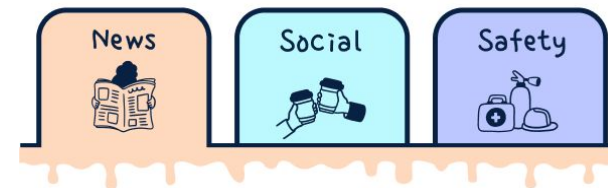
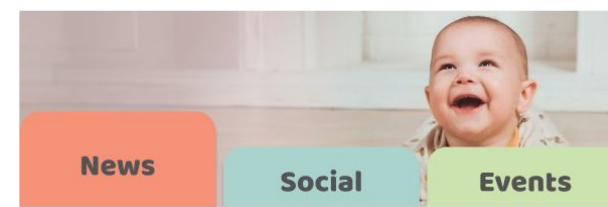
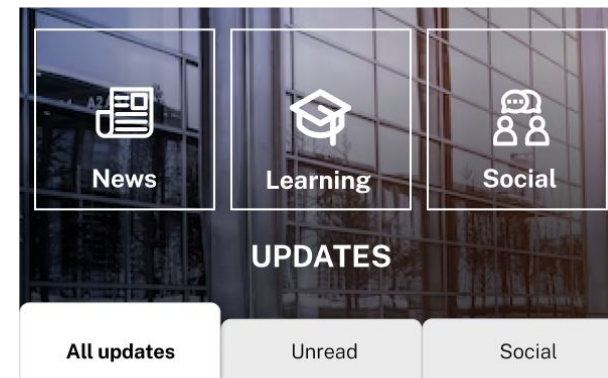
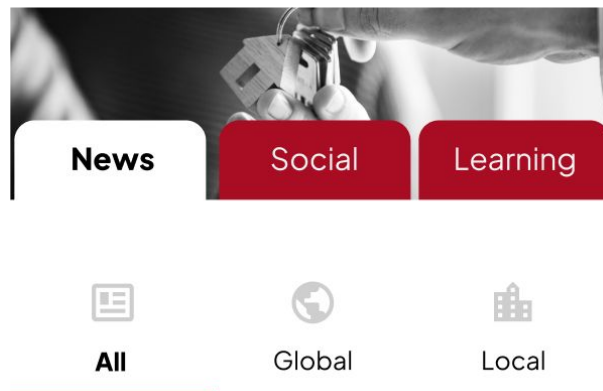
- ★ Design a image for your tiles that **corresponds with your overall branding guidelines and visual identity**



Grid/Layouts

Inspiration / Tab design

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



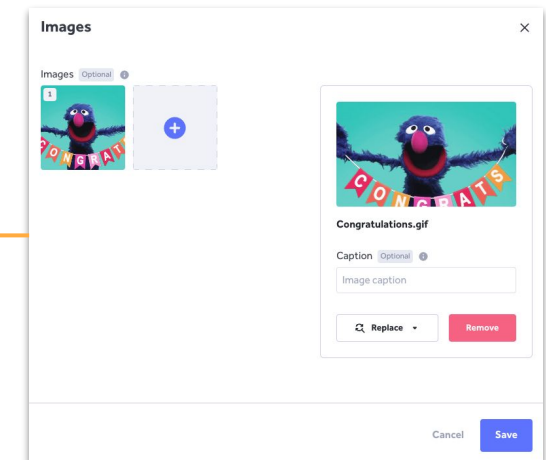
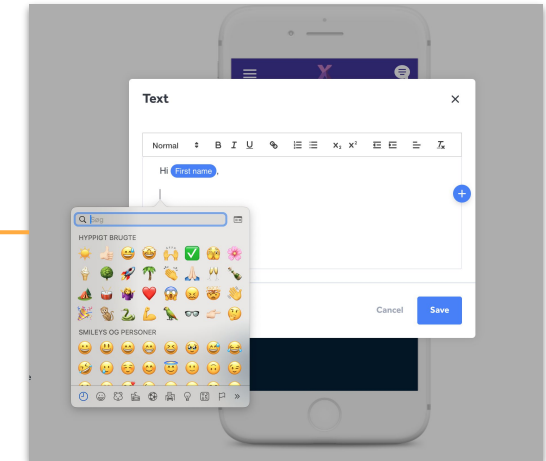
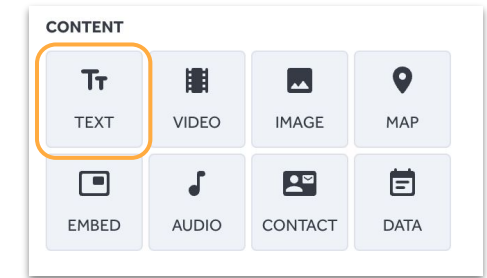
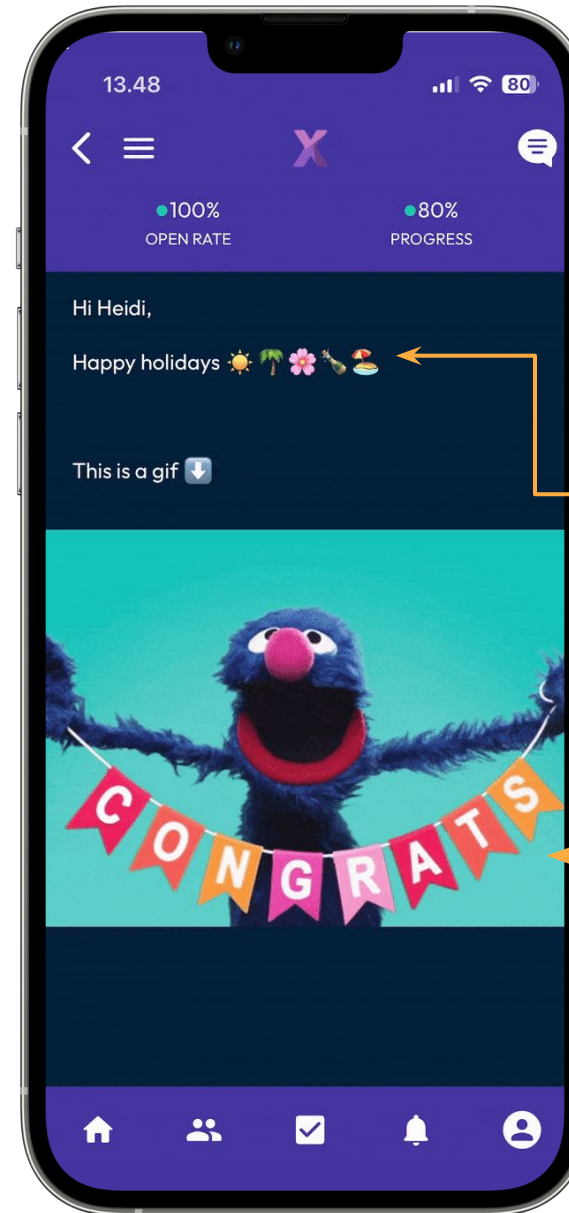
Message design tips

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

Message design tips

Spice up your content with emojis & gifs

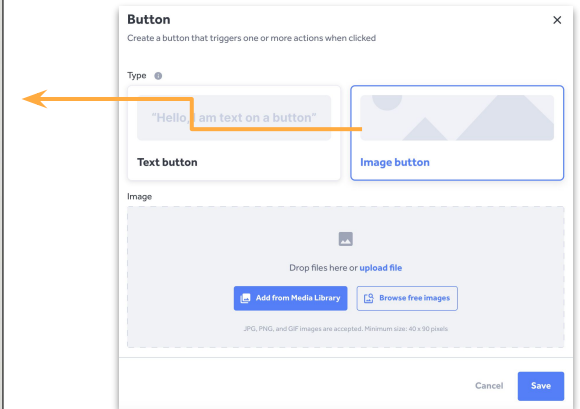
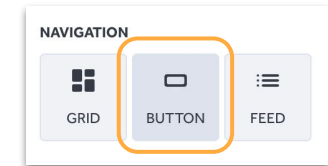
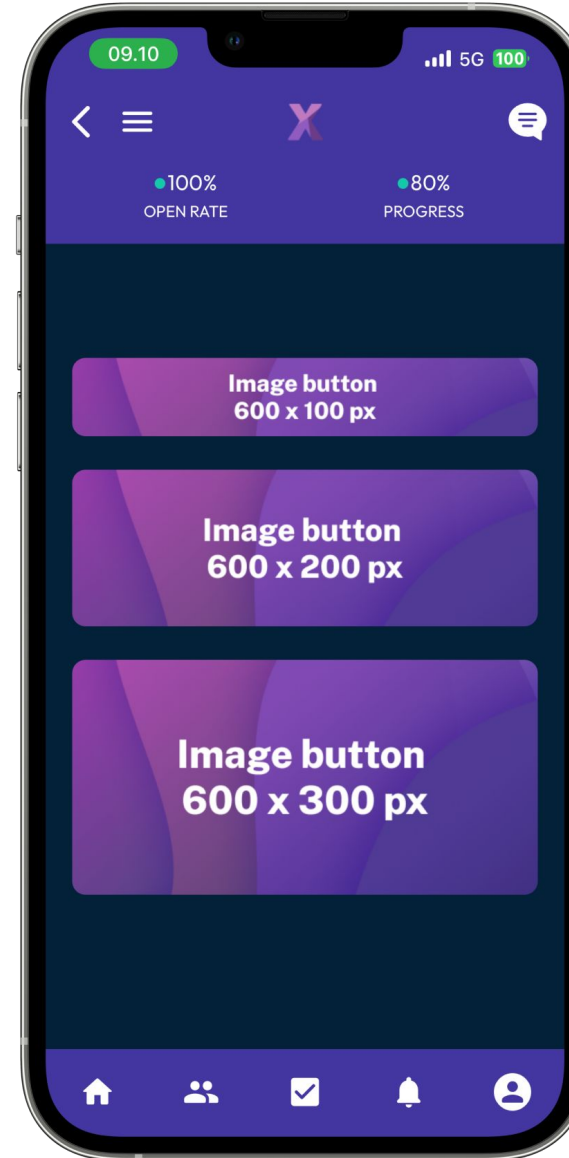
- ★ Add **emojis** in your messages to create **fun and catchy content** and **and eye catching headlines**
- ★ Add **gifs** to your messages to create **fun and engaging content**
- ★ **Tip:** Download gifs from www.giphy.com and use the image module to add them to your message



Message design tips

Design your own image buttons

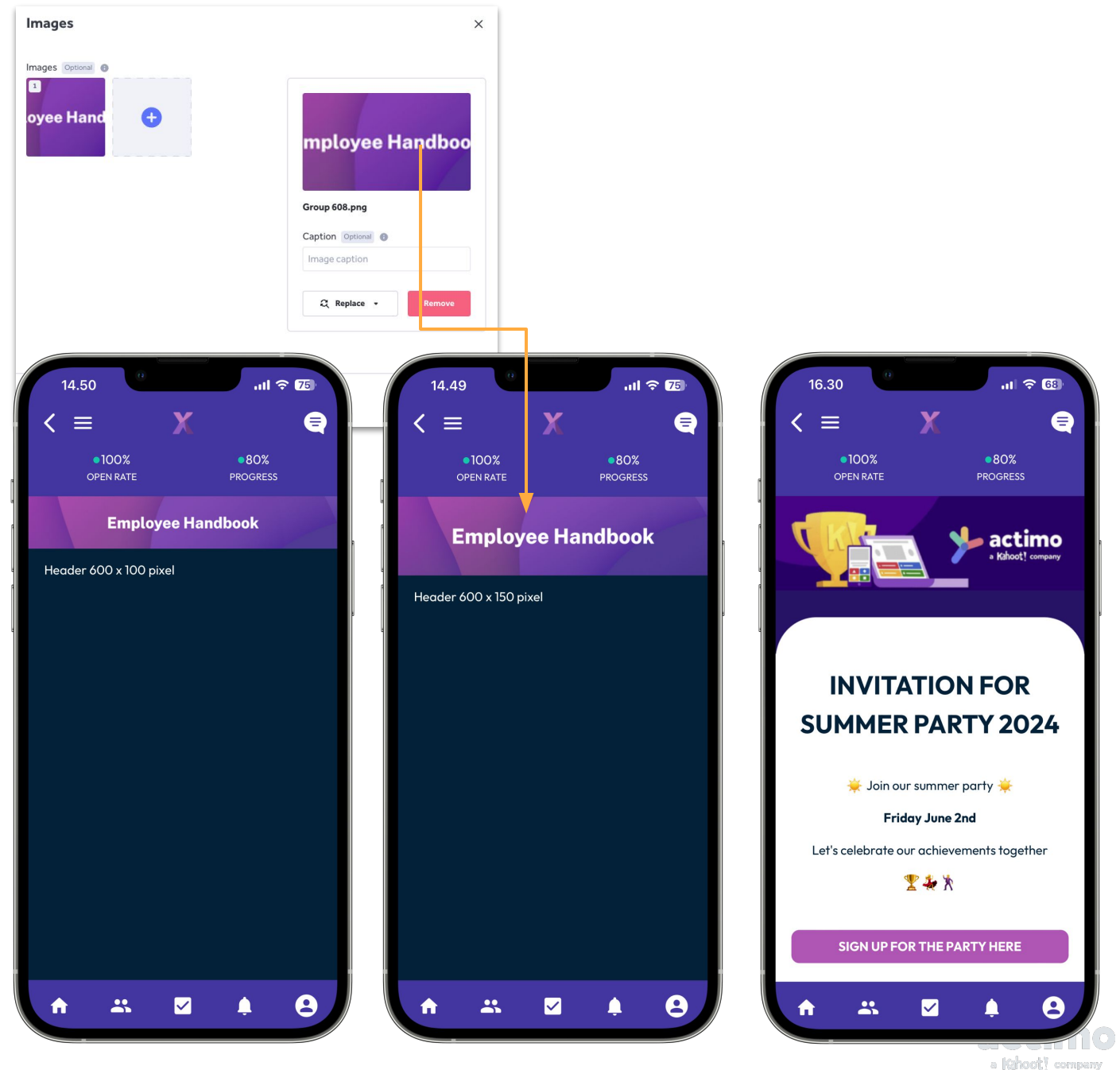
- ★ If you need to add buttons that are different from the default buttons designed in the theme, you can design and add **image buttons**
 - Recommended sizes:
600 x 300/200/100 pixel



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



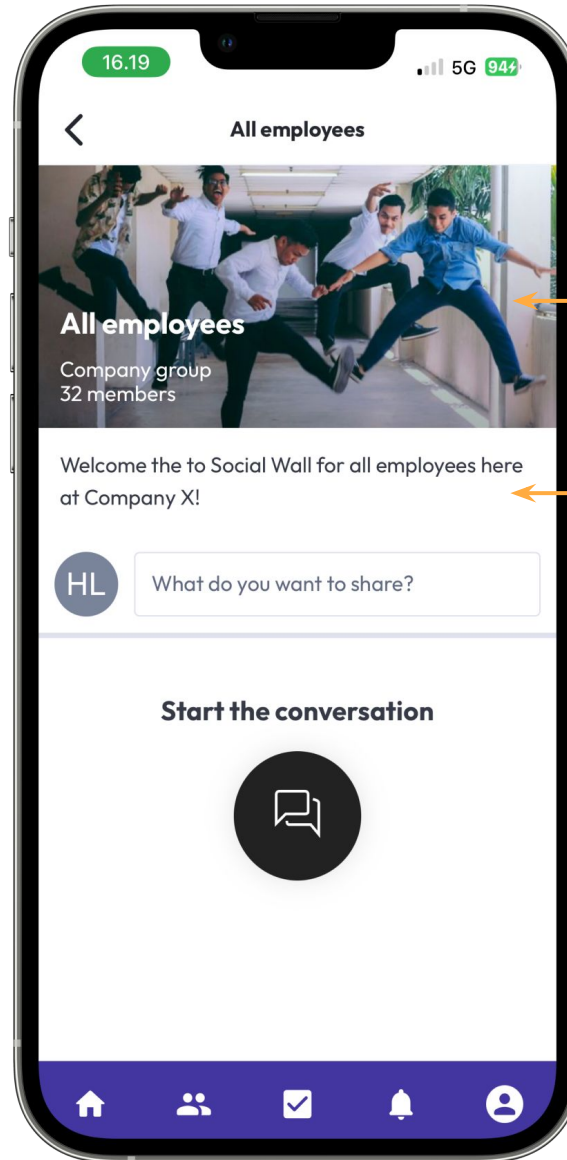
Social Wall & Academy

*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



×

Choose image and description



Replace

Description

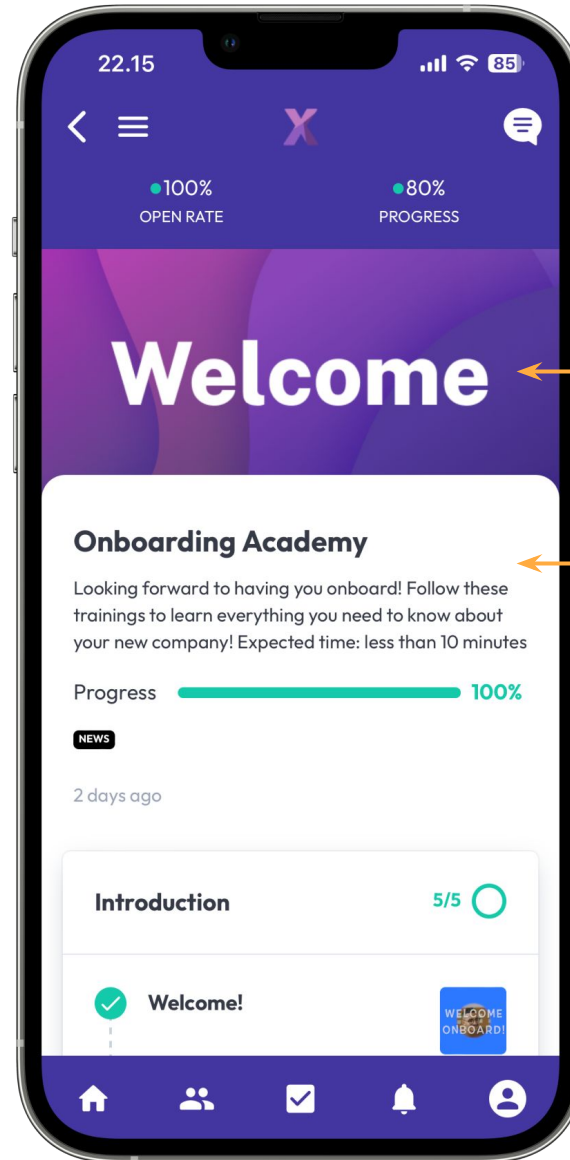
Welcome the to Social Wall for all employees here at Company X!

Cancel Save

Academy

Customize your Academies

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



Edit academy details

✕

▼ Details

Academy title

Onboarding Academy

Remove

Replace

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

Cancel Save

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

 Remove Replace

Primary color 

Link color 

Layout

☒ Light ☐ Dark

Style

☐ Sharp ☐ Soft ☒ Rounded

Background Optional 

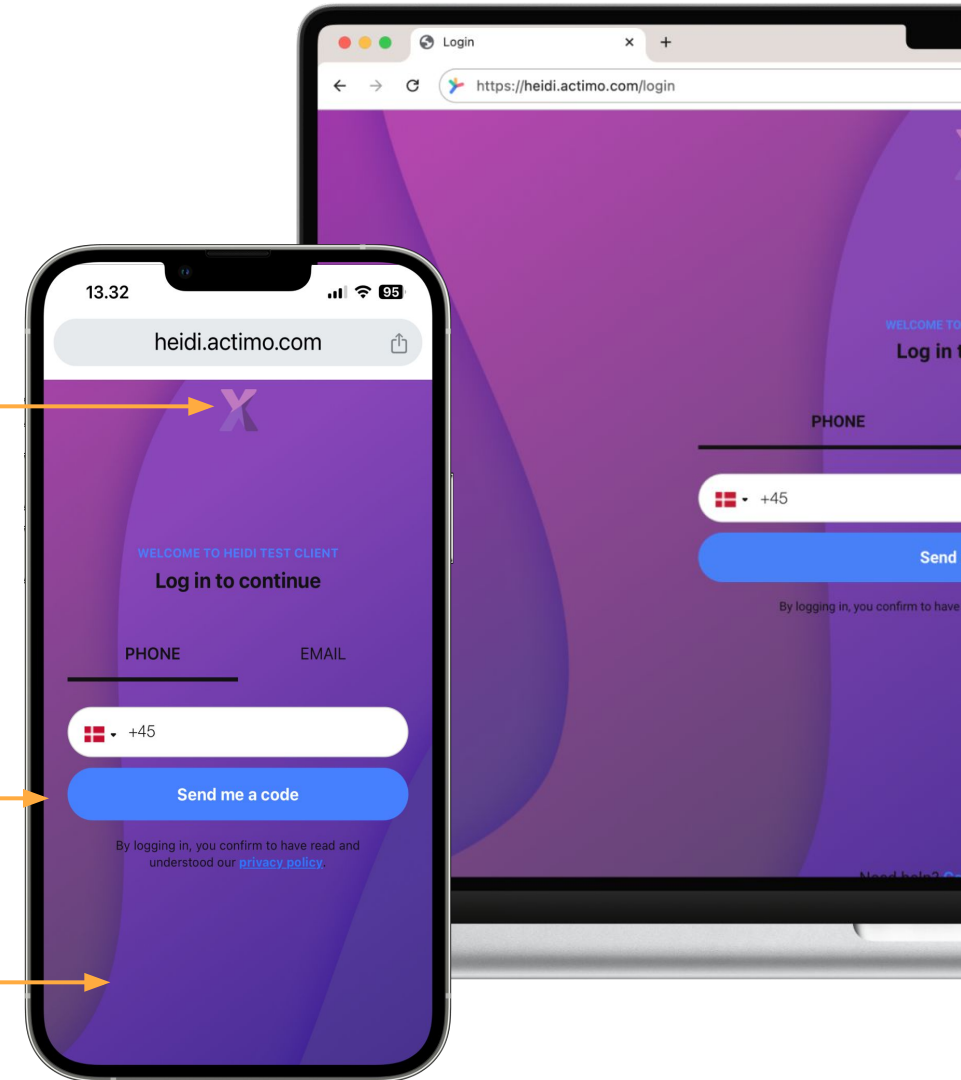
Color ☐

Image

 Remove Replace

Background Image Transparency: 100%





The background of the slide features a photograph of two individuals in a casual setting, likely a workshop or classroom. In the foreground, a person with long dark hair, wearing a light blue denim shirt, is holding a smartphone and looking at the screen. Behind them, another person in an orange sweater is also holding a tablet. The scene is softly blurred, focusing attention on the mobile devices. The right side of the slide is a solid dark blue with large, faint, overlapping circular shapes.

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

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