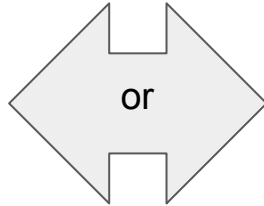EventPro
- Experiential Branding software guide -
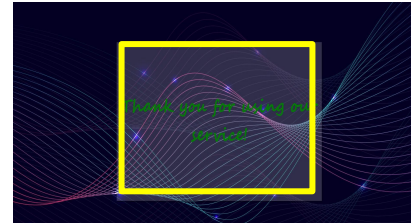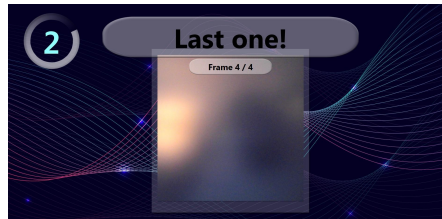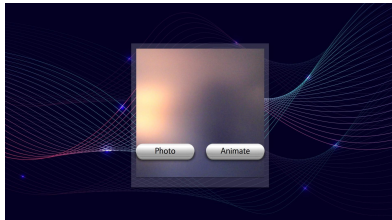Guide to branding the screens

Three branded screens in the photo booth capture process:

IDLE / Start screen
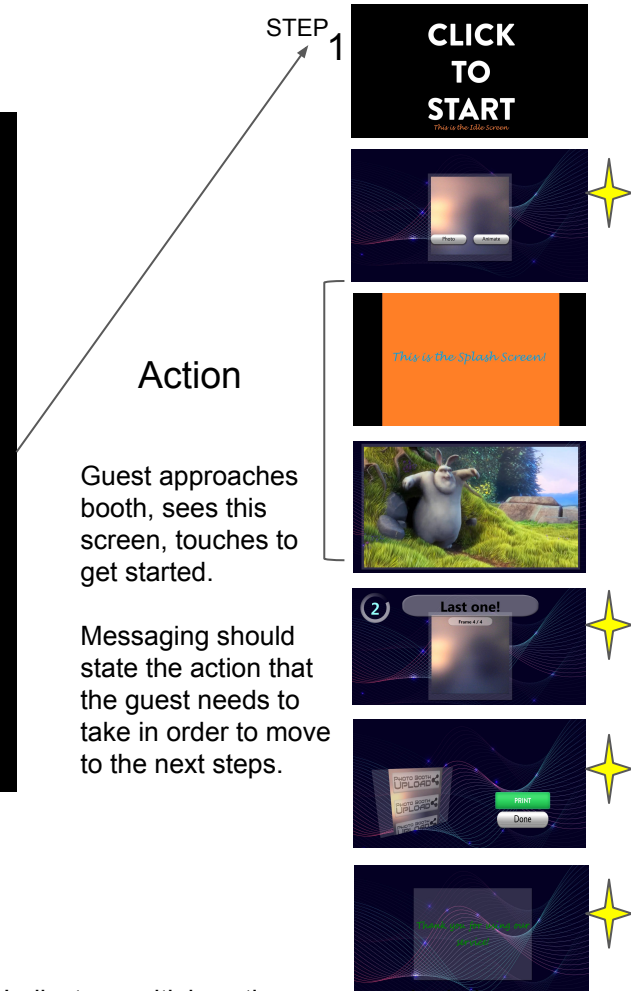
Promotional
Splash screen / or / Video screen

BACKGROUND IMAGE /
during software actions,
and the final

"thank you" message.

1- Optional - Branded Idle screen - This screen displays when the phooth is not in use after x minutes.

Idle Screen Sized 1920px x 1080px, .jpg or .png

STEP 1

Action

Guest approaches booth, sees this screen, touches to get started.

Messaging should state the action that the guest needs to take in order to move to the next steps.
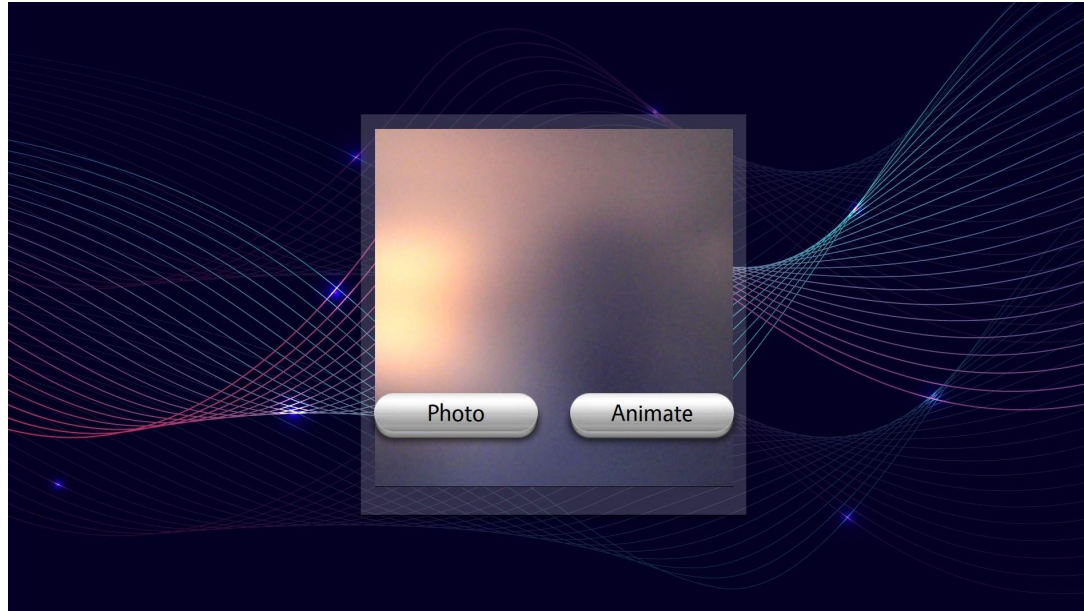
Indicates multiple actions on one single image file. These are not separate files

2 - Activation Selection Screen.
The Branded Custom background will first appear here.
This background will also appear in steps 2, 4 5 and 6

STEP 2

Action

Guest or attendant is presented with the photo options available for this activation. In this scenario the choices are Photo>stills <or> Animate>GIF etc.

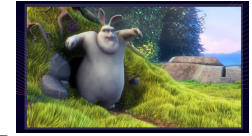Photo   Animate

Background Sized 1920px x 1080px, .jpg or .png
Buttons are customizable using any common graphic file in a rectangular shape. They will be automatically resized
NOTE: This image is linked to steps 2, 4, 5 and 6

Indicates multiple actions on one single image file. These are not separate files

3A -Optional - Branded Splash screen - This screen displays after the activation has been selected

Splash Screen Sized 1920px x 1080px, .jpg or .png

Action

Guest or attendant is presented with the " promotional splash screen" - This is an optional branded screen that falls between the photo selection and the capture- No Guest-Action here
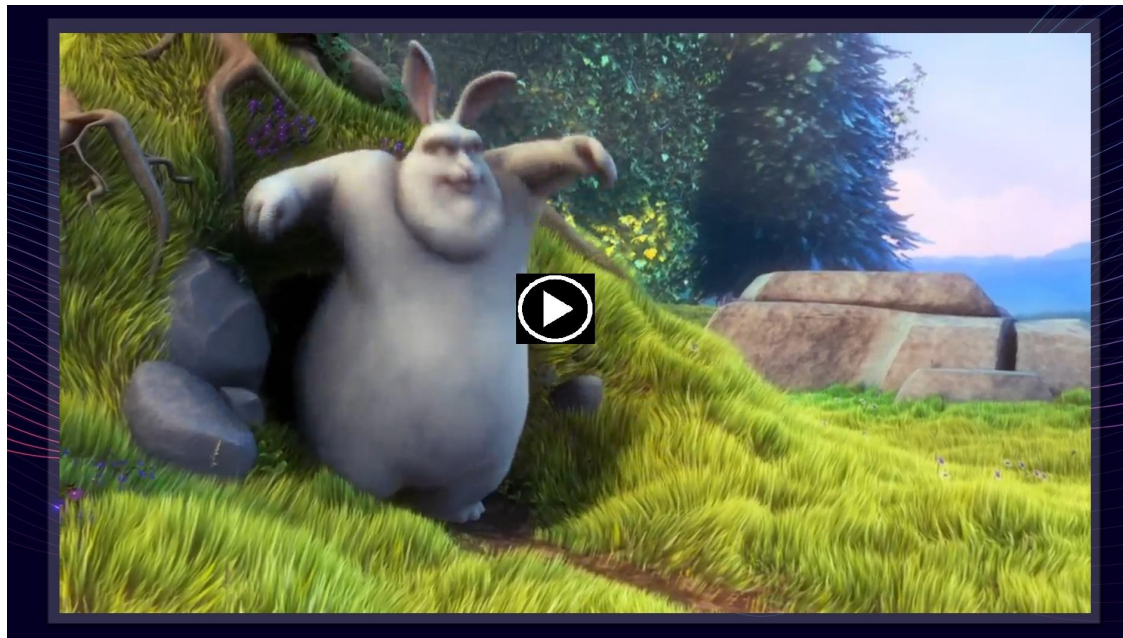
 - This branded screen might display "Photobooth brought to you by…."

Indicates multiple actions on one single image file. These are not separate files

3B -Optional - Branded Welcome Video Screen. This video auto plays after or in place of the Splash Screen.

The following formats are accepted: .avi, .wmv, .mpeg, .mp4, .mov

The video will automatically stretch to your screen, but if possible

match this video to your monitor resolution. Example: A 1920 x

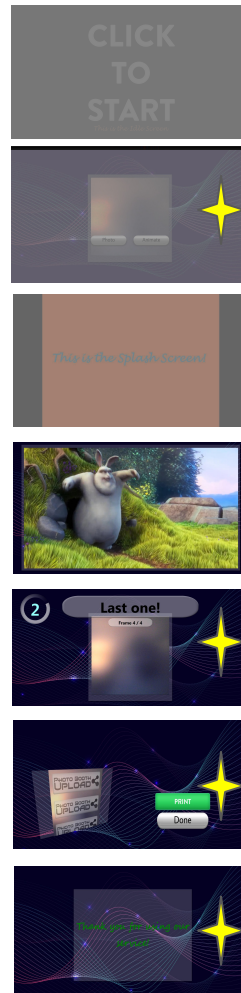1080 screen should have a video quality of 1080p.

Action

STEP
3B

Guest or attendant is presented with the " promotional video screen" - This is an optional branded video display that falls between the photo selection and the capture-

No Action here - This branded video screen might display. Users would have to watch this screen before moving forward.
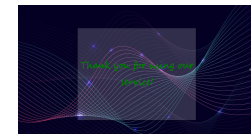
Indicates multiple actions on one single image file. These are not separate files

4 - Photo/GIF Capture screen.
The Branded Custom <u>background</u> will also appear in steps 2, 4 5 and 6

Action

Guest or attendant is now taking their photo or GIF.

This is the countdown/capture screen.
.

2

Last one!

Frame 4 / 4

STEP
4

Photo Frame Branded Text shows on top. Here it is 'Last one!'.
These are customizable for each photo or GIF shot
NOTE: This image is linked to steps 2, 4, 5 and 6

Indicates multiple actions on one single image file. These are not separate files

5- Share Screen after photo or GIF is captured.
The Branded Custom background will also appear in steps 2, 4 5 and 6

Action

Guest or attendant is now prompted for the onscreen sharing options. Any or all options may be utilized here. This display shows all options turned on.

This is the background from the countdown/capture screen.
.

STEP

5

Buttons are customizable using any common graphic file in a rectangular shape. They will be automatically resized

NOTE: This image is linked to steps 2, 4, 5 and 6
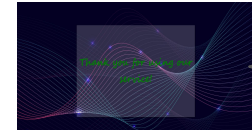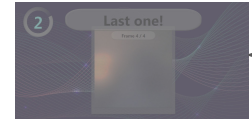
Indicates multiple actions on one single image file. These are not separate files

6 - Optional - Final Message Screen over Branded Background

Thank you for using our service!
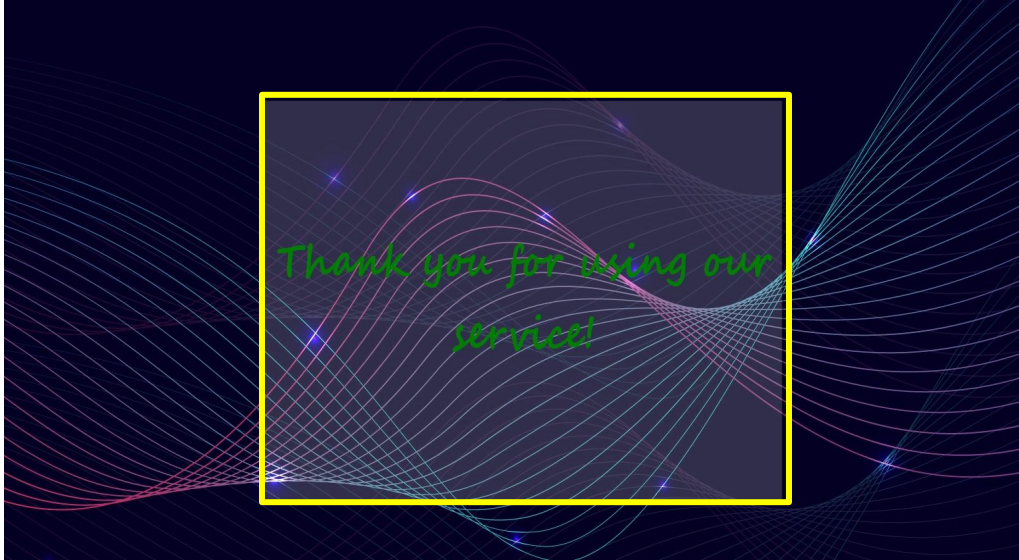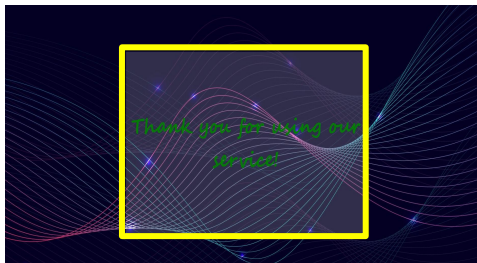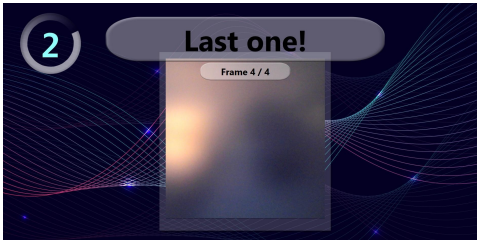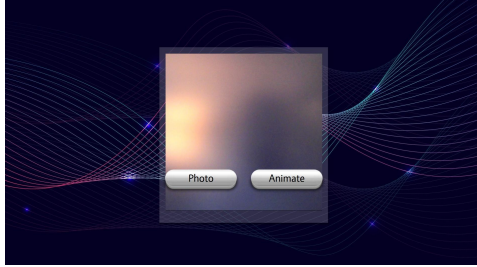
Font size, style and color are customizable

NOTE: The background image is linked to steps 2, 4, 5 and 6
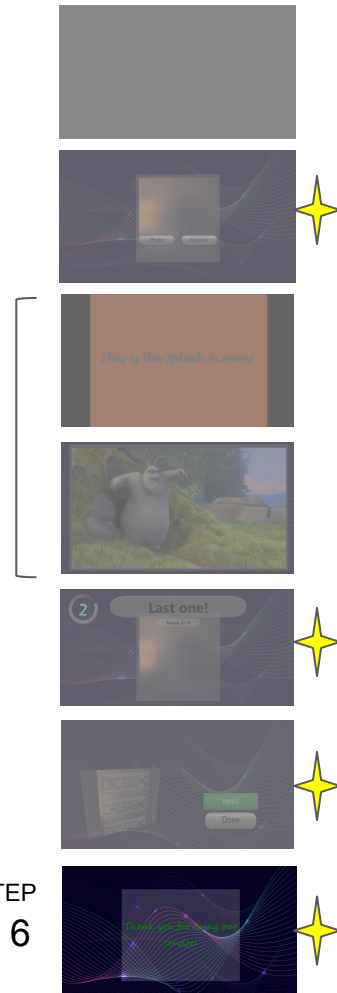
STEP
6

Indicates multiple actions on one single image file. These are not separate files

Take care in creating the background image that appears in multiple steps.

Steps 2, 4, 5 and 6 are from one single graphic. This means that your branding design needs to consider the program overlays that will take place on these steps.

Your brand design could look fine in step 2 and 4, but then be covered in step 5 and 6 by the programming offering.

Don't forget that you also "own" the Thank you message overlay that lays on top of the branded background.
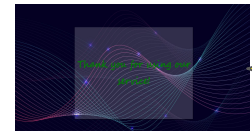
Instructions on how to implement the artwork assets into PBU

Please visit the Hootbooth Photobooth support knowledgebase for instructions
on how to implement the artwork assets listed in this tutorial overview.

https://hootboothphotobooth.freshdesk.com/support/solutions/articles/17000074953-how-to-custom-branding-of-pbu-interface-guest-experience