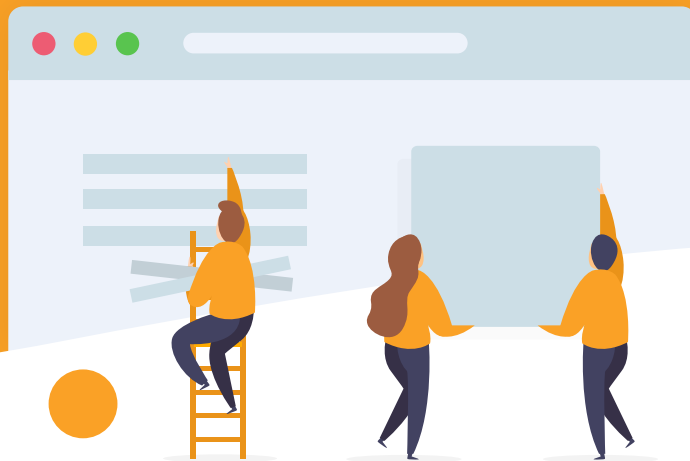


Studio guidelines



Because our main objective remains your satisfaction and the respect of your deadlines, we have listed the specificities of Qualifio below. It is important to understand that we are a generic tool and therefore, there are some technical limitations related to the Qualifio platform and to responsive interfaces (desktop/tablet/mobile).

It is necessary to **send us your design layouts for validation before sending them to your customer**. We must ensure that everything is feasible in Qualifio before final validation by your client.

1 We will integrate the design as closely as possible, but we can not guarantee a 100% compliant integration. Reproducing an identical design would require custom integration. Qualifio is a generic tool, which implies some implementations that can not be modified, such as the placement of certain buttons or margins.

2 **If your campaign is intended to be both on desktop and mobile, just send us a desktop design.** Qualifio is a responsive tool: based on the desktop version of your campaign, we will create the mobile version. It will be a direct result of the desktop version; it is not necessary to provide us with an additional mobile version.

Conversely, **if your campaign is exclusively available on mobile, it is imperative to provide a layout designed for mobile devices.**

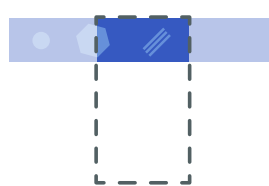
3 If you want to display your campaign on both desktop and mobile, please note that **a graphic or image that appears in full on a desktop will also appear in full on mobile (and vice versa)**. In the same way, a visual that appears cut off (for example a character slightly outside the field) will appear cut in the same way on any device.



Desktop



Mobile case 1



Mobile case 2



4

If you add **text to an image**, keep in mind that the same image will be displayed on desktop and mobile. It is therefore important to make sure that **this text is large enough to be read on any screen size**.

To illustrate your campaign, we recommend the use of a **banner** and/or **footer**.

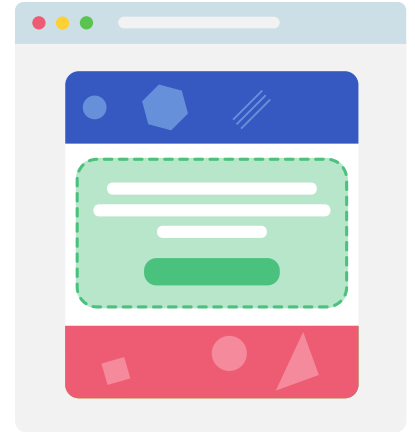
The banner is the first visible element at the very top of your campaign. Its position never changes; your banner will be included in all stages of your campaign. It is not possible to have several different banners in a single campaign.

5

Below the banner is the "**game zone**", which contains all the elements of your campaign: texts, CTA, form, etc.

Finally, below the game zone, you find the **footer**. It can be followed by your legal notices and logos of your partners, for instance.

For more information, [click here](#).



The visual background of the campaign

Save in exceptional cases that require analysis, **it is necessary to provide a background that is "flexible" or "permissive", such as a texture or repetitive pattern**.

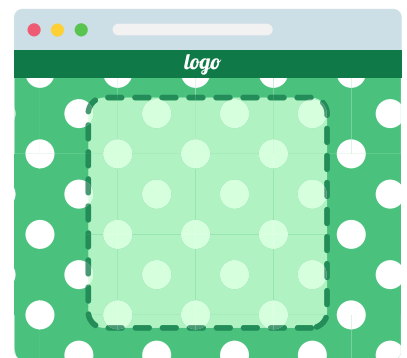
The content of the campaign is independent of the background image. Do not expect an element of the content (for example a prize in the exit screen, an image illustrating a question, a call to action) to be placed in a specific place on your background image.

6

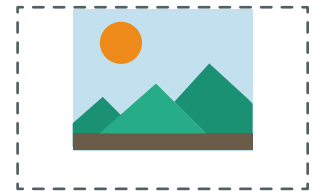
As an example, your background image cannot contain a floor on which any element of your game zone would rest. The two elements evolve freely and unconditionally.

Regarding the background image, you should always prefer a repetitive texture or pattern. If it is not the case, here is some information on how we work with the background image:

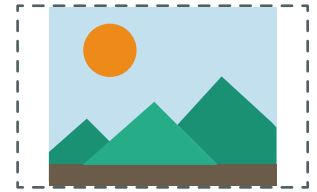
[We use four different positions for the background image.](#)



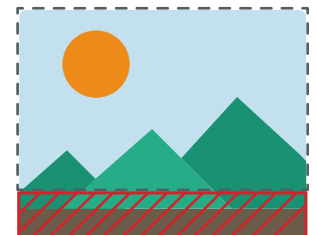
The position we use most often is the “filled” one. (Technically, this corresponds to a “background-position: cover” in CSS.) It allows for the background image to cover the entire background, regardless of the screen resolution. Without this setting, when the content of a campaign step is longer than the background image, it would overflow under the image. The “filled” background position prevents that, as explained below:



Centered



Adapted



Filled



Mosaic

7

If your background image is 1000x1000, but your form requires a height of 1500px to display, the background image will be stretched to cover the whole background and avoid leaving a blank area below. In order to maintain the aspect ratio of the image (and thus avoid its deformation), if it has to be stretched in height, it will also be stretched in width. But your campaign is not 1500px wide, so the image will be truncated on the sides. It will appear slightly zoomed and pixellated, with both sides trimmed, which is far from being an optimal rendering.

To avoid this, think of providing a visual of 1000px wide and minimum 1500px high, even a little more – just to be sure.

When the content of the campaign is shorter, only the first 1000 pixels of your background image will be visible. When the content is longer, the extra height will cover the entire bottom area. **That's why it's essential to think about this “buffer” zone!**

8

Please note that, with the exception of images, which automatically resize, the **elements of the game zone** (text, form) **will be the same size on all devices**. We do not work with dynamic units (eg. rem).

[Here is a demo campaign](#) that will allow you to visualise the behaviour of texts and a form on desktop and on mobile. As you can see, labels move, but all other elements keep the same size.

9

If the source file is a .psd, it is important to ensure that **no layers are left with a merge mode** (product, transfer, overlay, etc.)

A layer with a merge mode is dependent on the image behind it, making web integration impossible. Putting a layer back in “normal” mode often has major consequences on its rendering and will need to be reworked by the graphic designer.

10

Just like the merge masks, be careful **not to pixelise a layer**. If any adaptation of our part is necessary, it is important that all your layers are dynamic and that we can enlarge them without losing in quality.