

Collateral Builder

Welcome Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis id diam sed elit iaculis imperdiet. Proin tristique, sapien a aliquet scelerisque, elit nisi dapibus sem, quis vestibulum lacus odio sed libero. In hac habitasse platea dictumst.

MY LIBRARY

[Uploaded images >](#)
[Saved messaging >](#)

1

REVIEW AND ACCEPT TERMS & CONDITIONS

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis id diam sed elit iaculis imperdiet. Proin tristique, sapien a aliquet scelerisque, elit nisi dapibus sem, quis vestibulum lacus odio sed libero. In hac habitasse platea dictumst. Etiam et odio eros, molestie ultricies quam. Nam id eros eu risus vehicula luctus. Aenean iaculis dui quis turpis varius volutpat in ut mi. Donec arcu eros, iaculis sit amet elementum eu, imperdiet a lacus. Donec rutrum lorem id metus ultricies pretium. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Aliquam ultrices massa id turpis placerat vel lobortis enim blandit. Duis consequat, metus consequat mattis facilisis, enim tortor porta sapien, sed tempus leo libero sed arcu. Donec auctor lacinia eros nec ultrices. Suspendisse faucibus lectus ut quam semper dictum. Curabitur ultricies, felis a consectetur accumsan, odio velit sodales felis, non aliquet ligula felis in enim. Praesent cursus, justo nec laoreet tincidunt, turpis ipsum lobortis eros, eget consequat odio turpis in nulla.

Nulla gravida venenatis metus pulvinar volutpat. Aenean tincidunt venenatis ligula, nec pharetra nisi faucibus ac. Etiam vel lorem risus. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Aliquam at risus vel justo pharetra venenatis.

☐ I have read and agree to these terms and conditions
[print >](#)

Continue

Web banner
[Preview >](#)

?

Continue

Submit & export

ACTIVITY

Month DD, 2010
[<collateral name> approved](#)
Intel Admin

Month DD, 2010
[<collateral name> created](#)
user name

Export
Edit
Duplicate
Delete
Activity log

Month DD, 2010
[<collateral name> created](#)
user name

Month DD, 2010
[<collateral name> approved](#)
Intel Admin

Month DD, 2010
[<collateral name> created](#)
user name

Month DD, 2010
[<collateral name> created](#)
user name

Month DD, 2010
[<collateral name> created](#)
user name

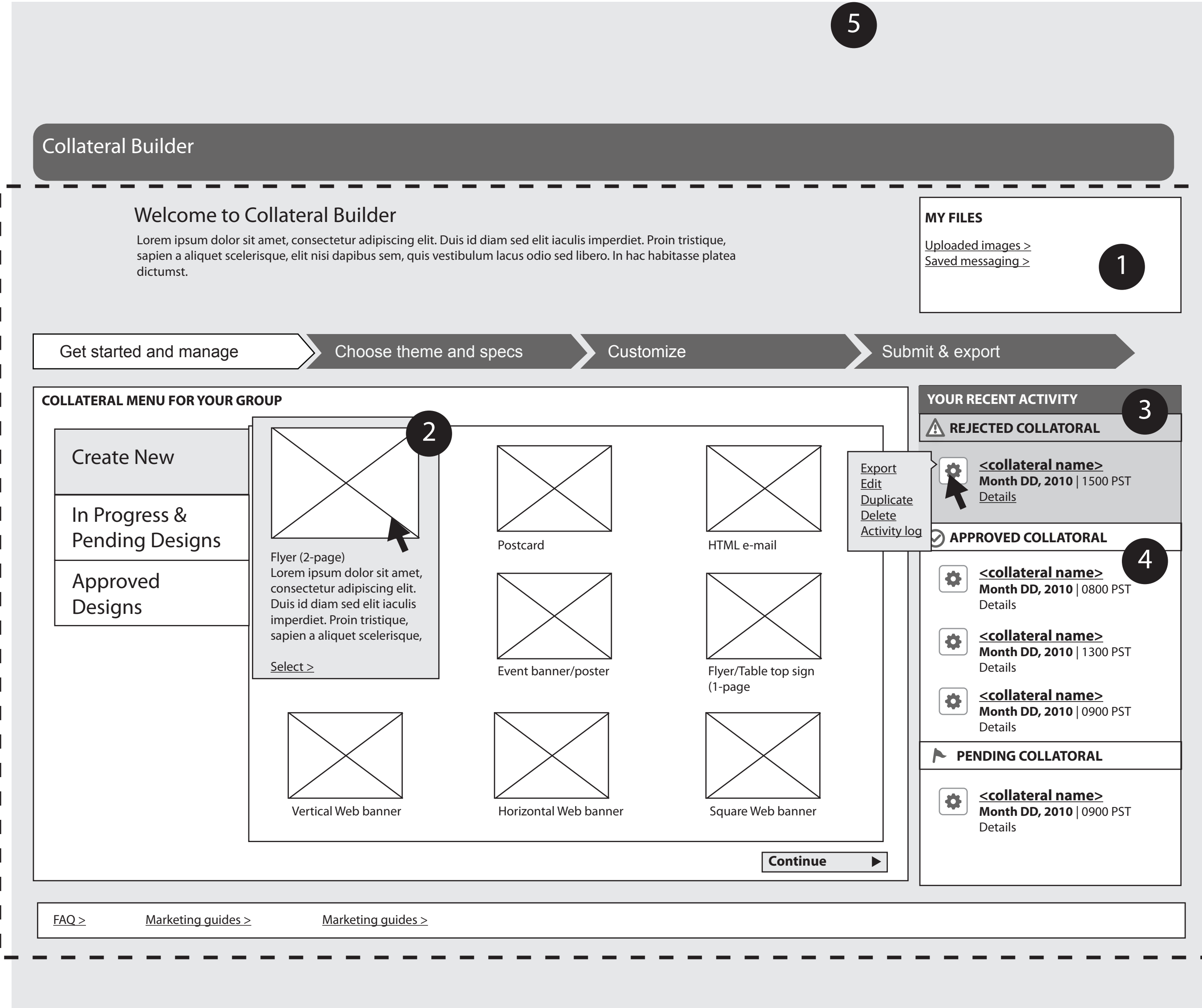
[View all >](#)

1 Users accept the T&Cs on their first time to the site before gaining access to the tool. T&Cs are not displayed afterward unless required by Intel (annual check in, change in terms, etc)

Tool access is tied to the ISPP company account. Each member of a company can access the same stored designs & images.

Each member of a company must accept the T&Cs.

Start page: New collateral



- 1 From the main page, users can access the messaging and imagery created/added by anyone in their company
- 2 On mouseover, the designs increase in size and expose additional information about the collateral type (suggested uses, etc)
- 3 The activity feed shows when designs have been created, edited and approved - and by whom. Notification of Intel approval is always bold in the activity feed
- 4 Clicking the collateral edit button exposes a contextual menu, with the following actions/responses:
Export = Export page
Edit = customize page
Duplicate = modal for rename/notes
Delete = confirm delete modal
Activity Log = log modal
- 5 Language of the tool content is chosen via ISPP nav - should carry over from existing user preferences/settings.

Start page: Saved designs

Collateral Builder

Welcome to Collateral Builder

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis id diam sed elit iaculis imperdiet. Proin tristique, sapien a aliquet scelerisque, elit nisi dapibus sem, quis vestibulum lacus odio sed libero. In hac habitasse platea dictumst.

MY FILES

Uploaded images >

Saved messaging >

Get started and manage

Choose theme and specs

Customize

Submit & export

COLLATERAL MENU FOR YOUR GROUP

Create New

In Progress & Pending Designs

Approved Designs

Filter by type

Filter by status

Filter by created by

Collateral name <Type>

3

Status: Pending

Intel notes: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis id diam sed elit

Last Activity: Month DD, 2010

View all >

Notes: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis id diam sed elit iaculisProin

Collateral name <Type>

Status: Approved

Intel notes: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis id diam sed elit

Last Activity: Month DD, 2010

View all >

Notes: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis id diam sed elit iaculisProin

Actions:

Export

Edit design

Edit info

Duplicate

Delete

Preview

Export

Edit

Duplicate

Delete

Activity log

Continue

YOUR RECENT ACTIVITY

REJECTED COLLATORAL

<collateral name>

Month DD, 2010 | 1500 PST

Details

APPROVED COLLATORAL

<collateral name>

Month DD, 2010 | 0800 PST

Details

<collateral name>

Month DD, 2010 | 1300 PST

Details

<collateral name>

Month DD, 2010 | 0900 PST

Details

PENDING COLLATORAL

<collateral name>

Month DD, 2010 | 0900 PST

Details

FAQ >

Marketing guides >

Marketing guides >

1 Filter by type of collateral (flyer, banner, etc)

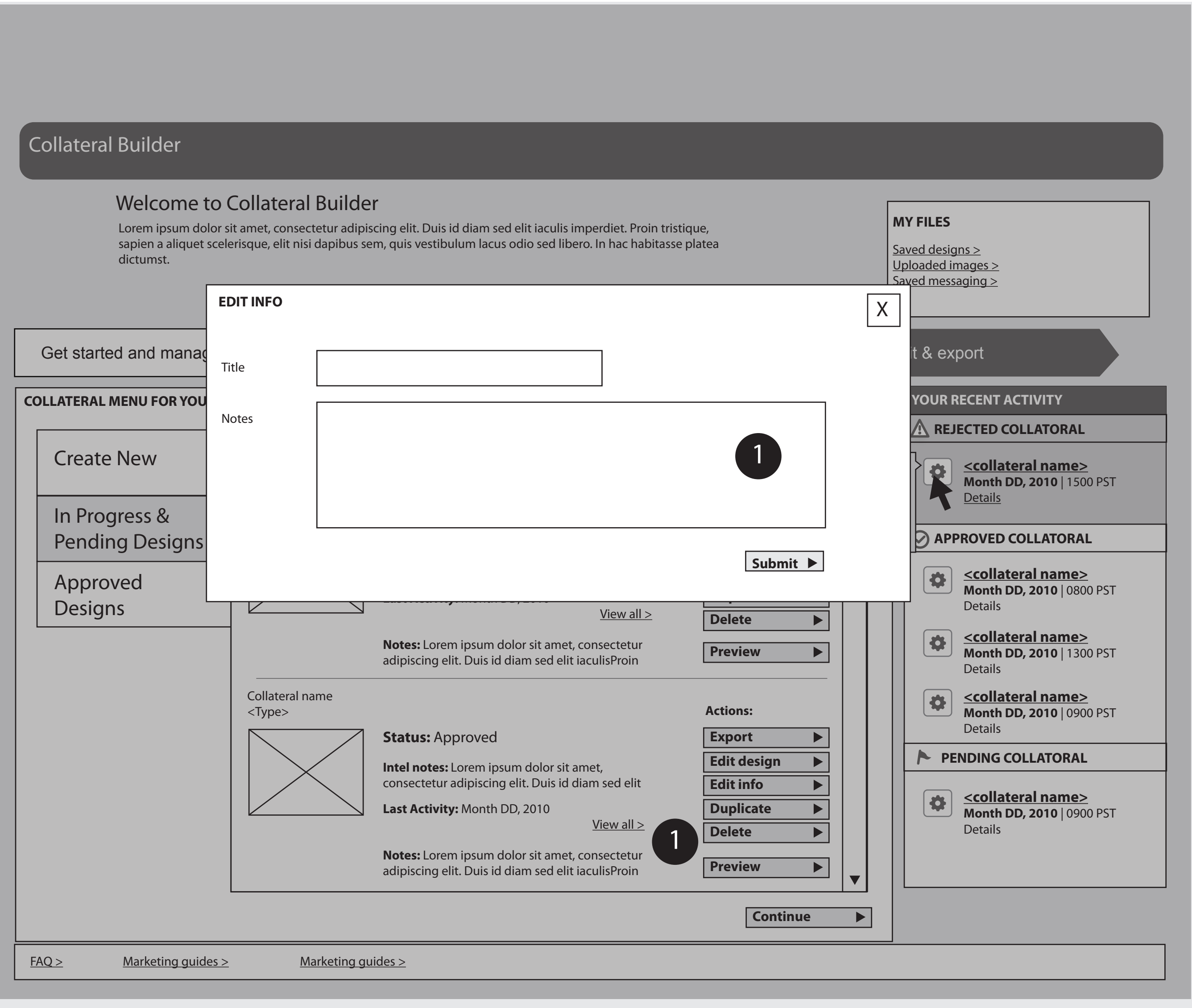
2 Filter by status: Approved, Rejected, Pending, In-Progress

3 Image should be a thumbnail of the saved design.

4 Export button is only active for approved designs

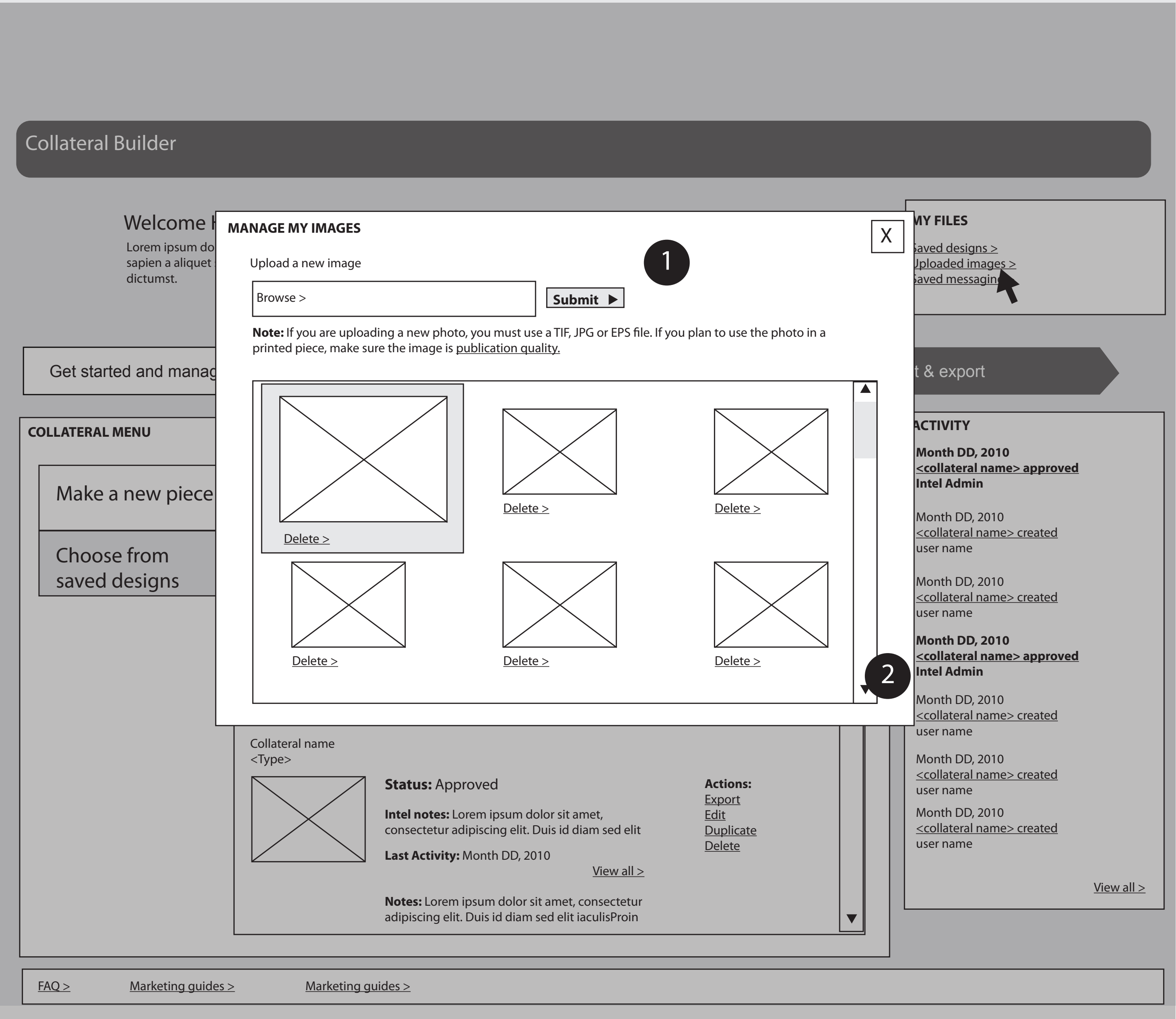
Modal: Edit Info

1 Clicking “Edit info” enters this modal state

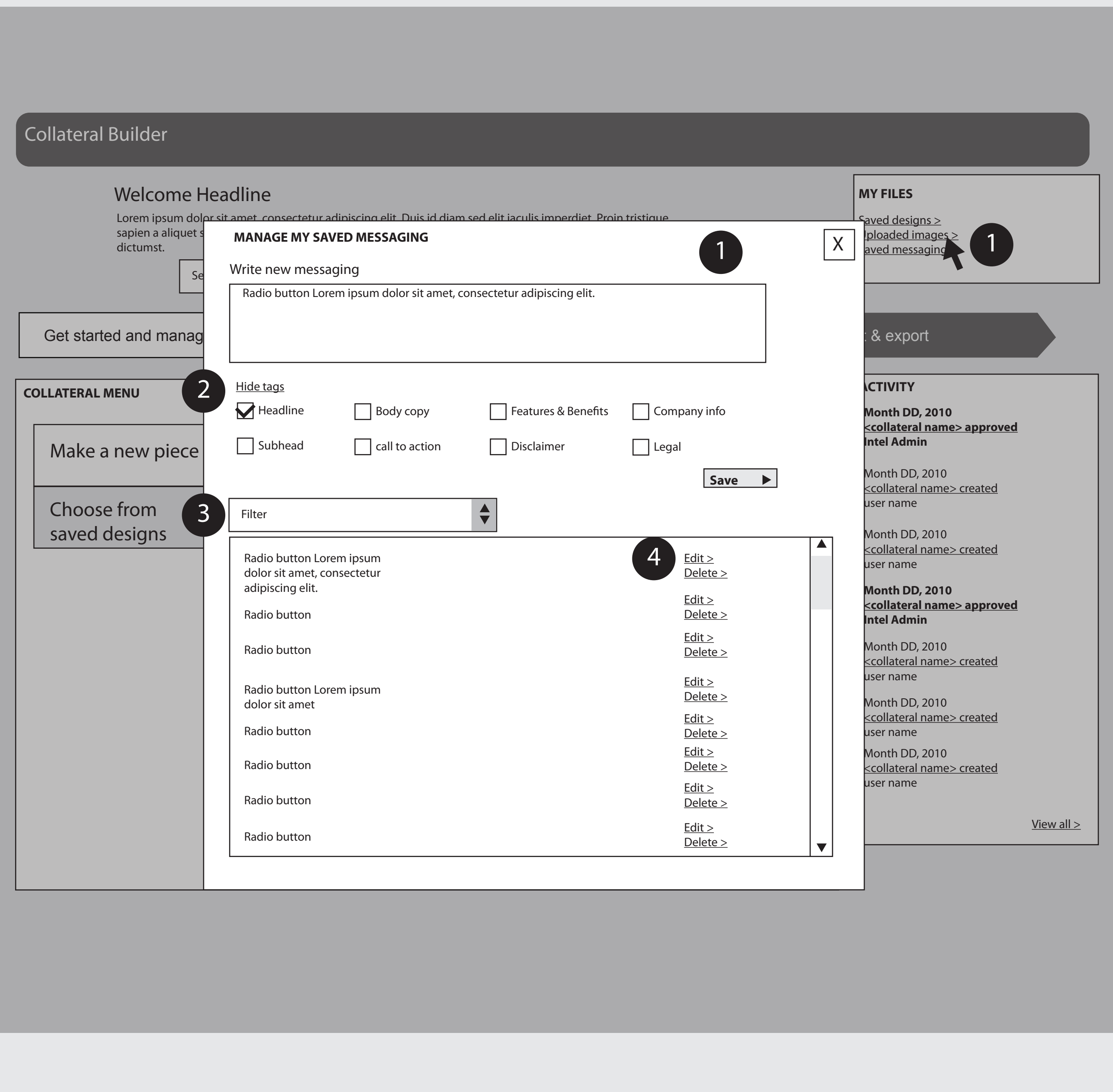


Modal: Uploaded images

- 1 Clicking “Uploaded Images” initiates modal
- 2 Scroll is infinite for as many images as a company has.



Modal: Saved messaging



- 1 Clicking “Saved messaging” initiates modal
- 2 Tags are open by default. User can assign tags to messaging. When messaging is saved from the customize stage, it is auto tagged with the type of content it was made for (Headline, body, etc)
- 3 Filter by the content type (shown in above tags)
- 4 When clicking “Edit” for saved messaging, it appears in the “New messaging” field at the top of the modal.

Choose theme & specs

Collateral Builder

8

Get started and manage

Choose theme and specs

Customize

9

Submit & export

STEP 1

PICK YOUR THEME

1

2

Select >

View sample >

Select >

View sample >

STEP 2

ADD TITLE AND NOTES

Title

6

Notes (optional)

CUSTOMIZE SIZE

3

Select size

4

Dimensions

##

X

##

height

width

Units

in

mm

px

Height range: XX - XX

Width range: xx - XX

STEP 3

FILTER INTEL LIBRARIES (OPTIONAL)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis id diam sed elit iaculis imperdiet. Proin tristique, sapien a aliquet scelerisque, elit nisi dapibus sem, quis

☐ Intel® Multi-core technology

☐ Intel® Graphics technology

☐ Media Acceleration

☐ Power Efficiency

☐ Manageability and Security

COLLATERAL LANGUAGE

5

Language

Language can also be changed in the Customize phase on an item by item basis

7

Continue

FAQ >

Marketing guides >

Marketing guides >

1

Arrows will not be used at launch, but are how the tool will function as more design themes are added

2

Image size increases on mouseover and is highlighted. Clicking either the image or the “Select” link keep the image in this state while the user edits other controls.

3

Sizes available for selection are determined by the selected format (postcard, e-mail, etc). Selecting a size from the dropdown enters the values in the dimension fields.

4

Dimension values are editable within restrictions (TBD Intel). Customizing these values changes the dropdown selection to “custom”

5

Specifies a default language for all text in the collateral piece.

6

Title is mandatory.

7

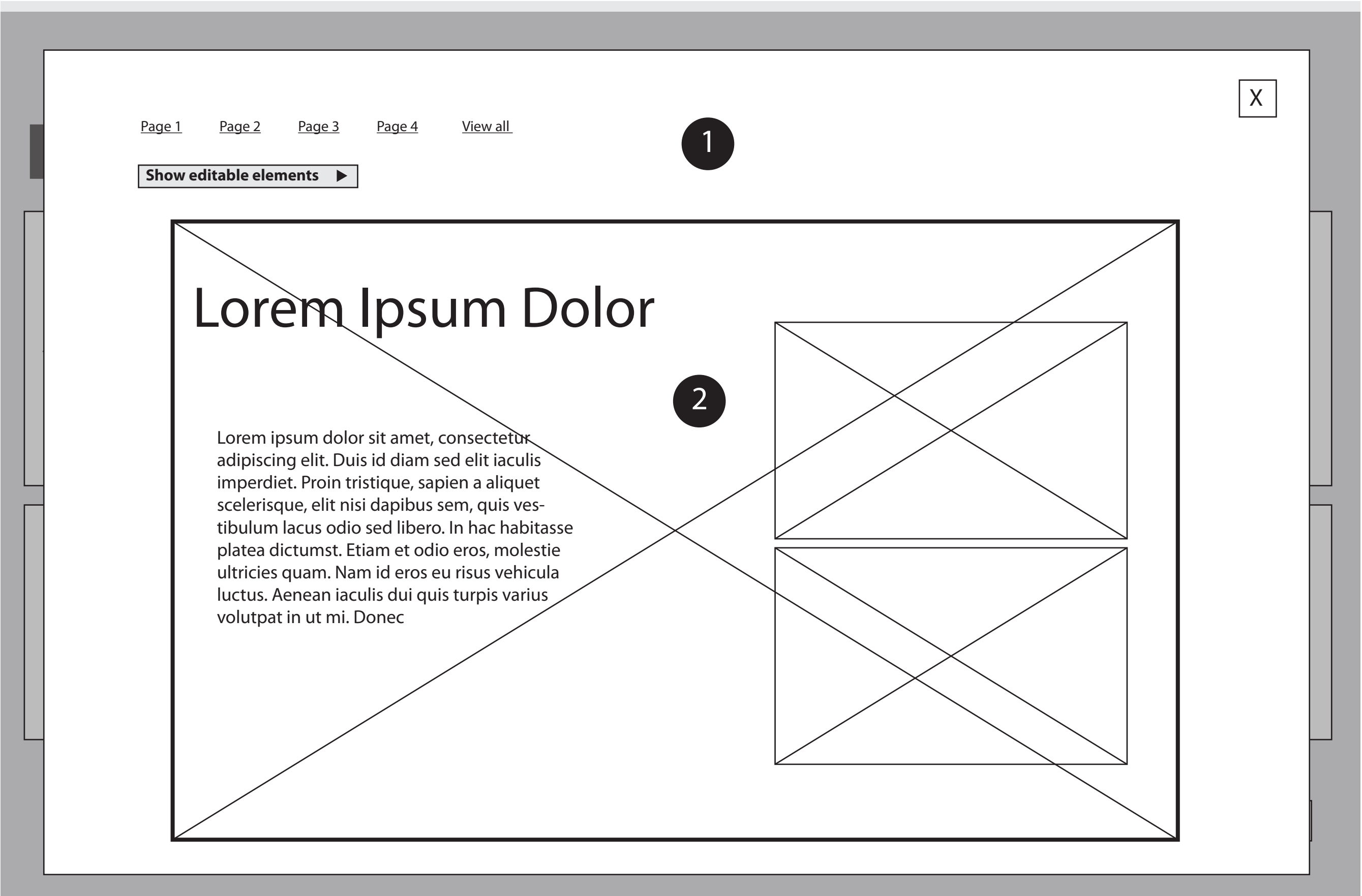
If a user has not entered mandatory information, an error modal informs them of what needs to be completed.

8

Navigation bar links only become active once a user moves to the next step (previously completed steps)

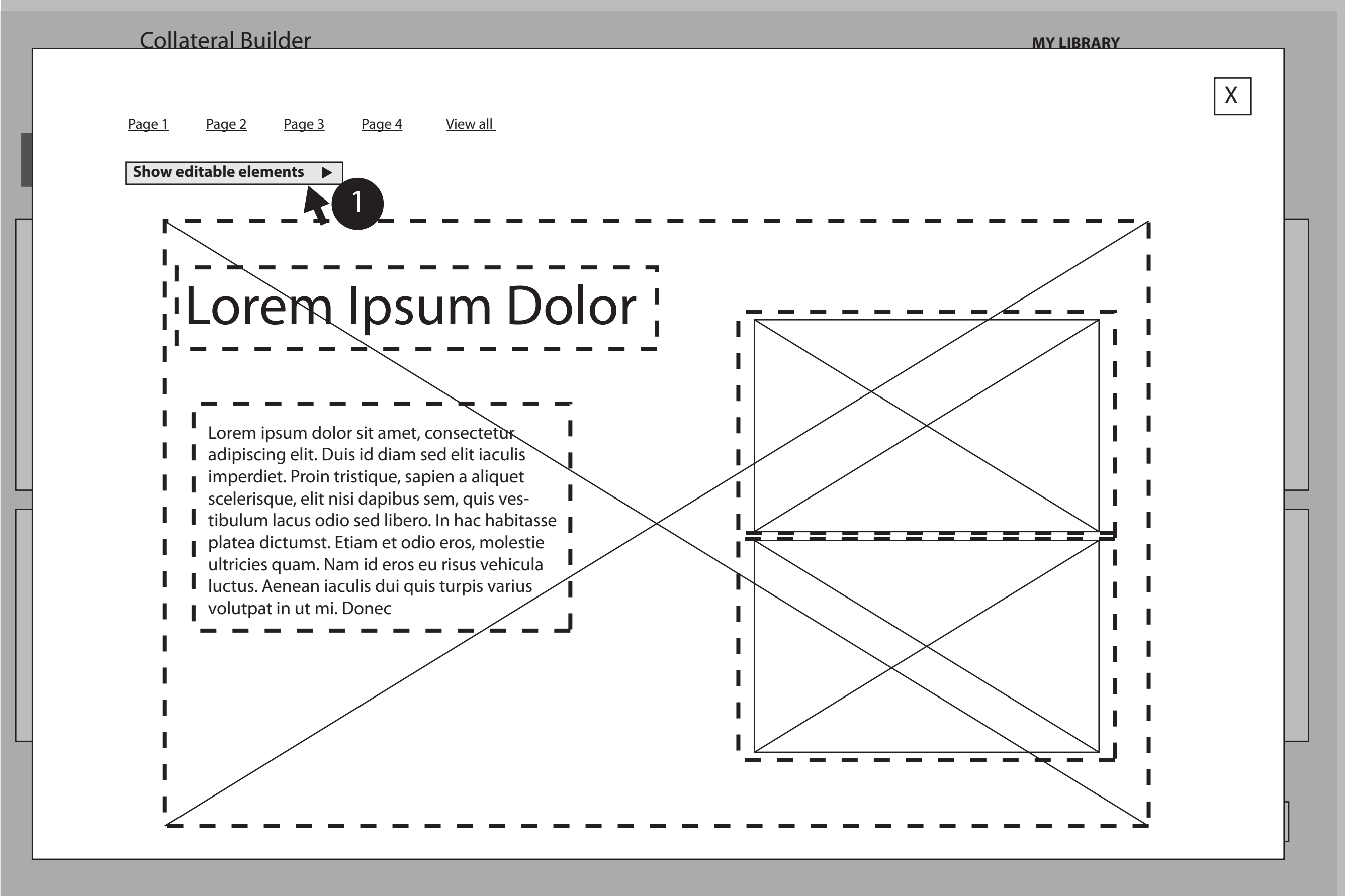
9

Messaging and account links disappear for Steps 2 & 3 to provide screen real estate and focus user on the task of creation.



- 1 Modal appears on click of “Preview” for selected design. The collateral displayed matches the user selection (postcard, e-mail, etc)
- 2 Previews are static image files

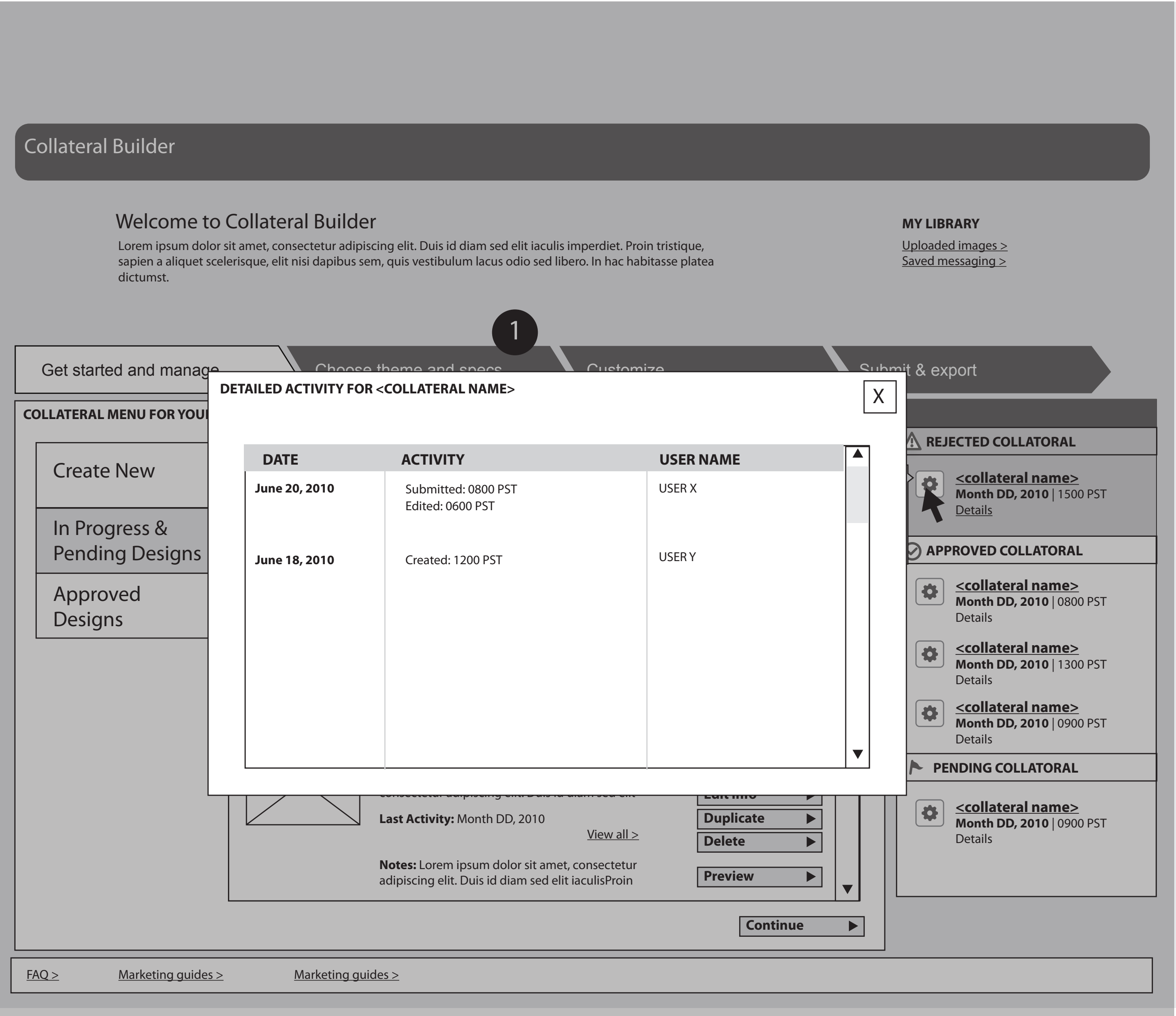
Modal: Theme preview, annotated



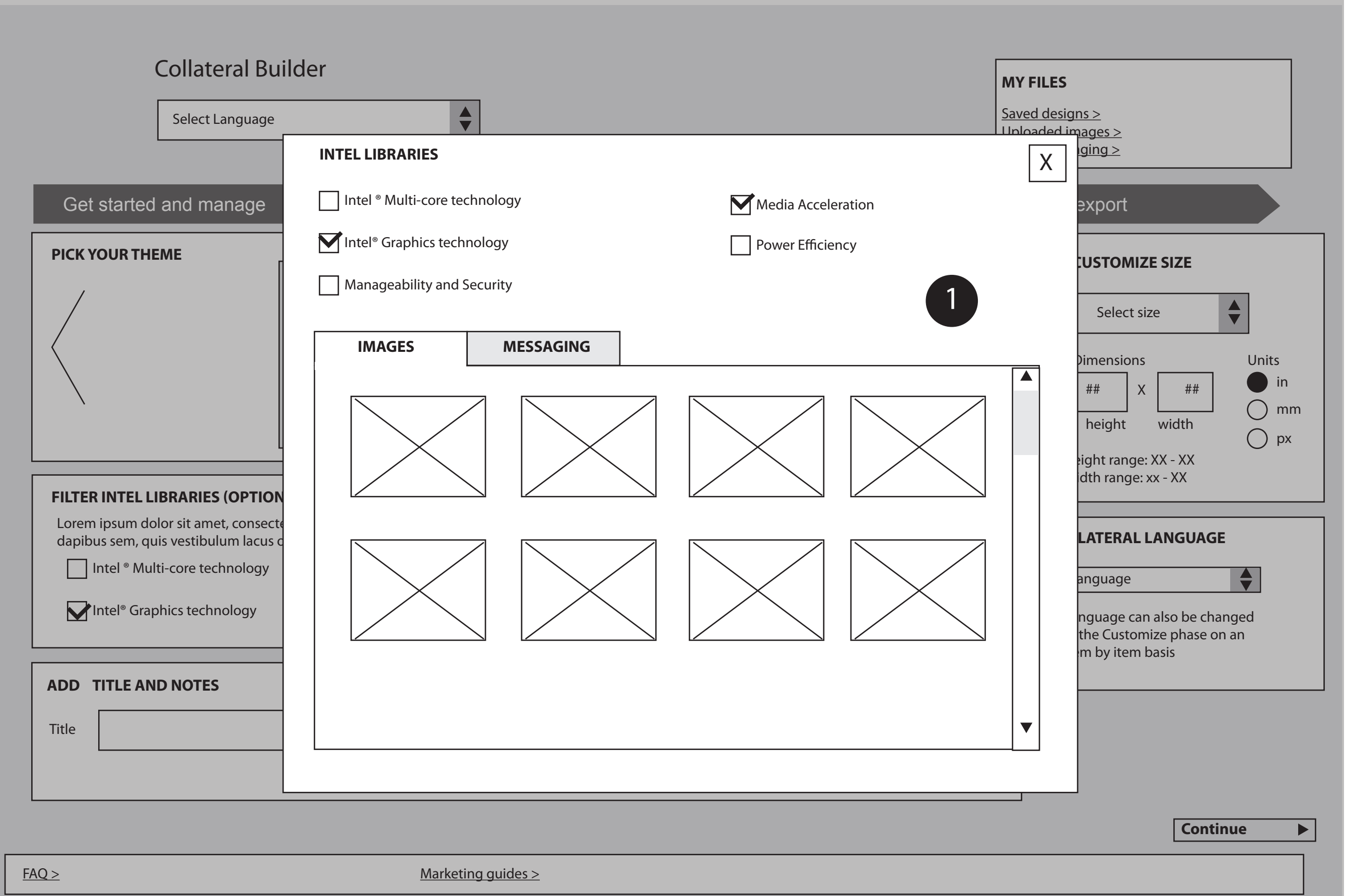
1 Editable elements of the collateral design are shown/highlighted on click.

Modal: Activity feed for specific saved design

1 The activity history for an item does not contain links. It is just an accountability feature.

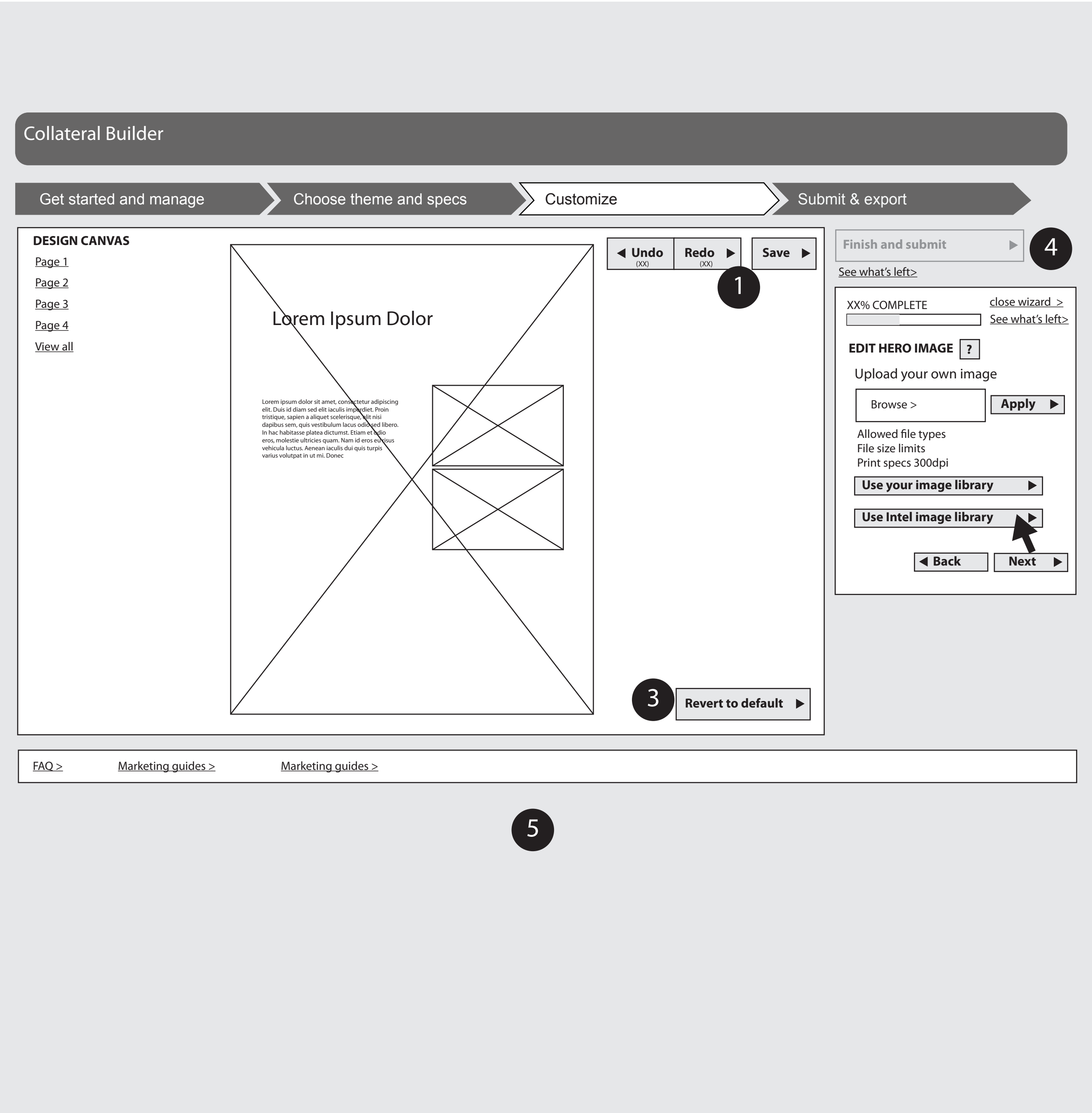


Modal: Preview Intel libraries



1 In the second step, users can preview the messaging and images available via Intel libraries for more context/better expectations.

There are no editable/selectable elements attached to the messaging/images, but the user can add/subtract filters to see more content.



- 1 We will store a selected number of save states through XML. As this will not be infinite, the user will see the number of available undos via this number - which constantly updates as they are added/used.
- 2 Before a user clicks editable element, this instructional text appears. Once a user clicks something, it is replaced with the edit tools and can not be seen again.
- 3 Each collateral format/design theme will have a default configuration of colors, images & fonts (not messaging). Clicking this button pops a modal to revert back to these defaults.
- 4 The button to complete designing is not clickable until certain elements have been customized (TBD Intel - contextual to each collateral format)
- 5 Vertical designs take up the maximum amount of real estate in the canvas, but the canvas must all be able to be seen on a 650 px vertical space.
- 5 To prevent page timeout, we recommend having an autosave on the back end at regular intervals (5,10 minutes)

Customize: Horizontal format

1 Horizontal pieces take up as much real estate as possible, extending past undo/revert buttons if able.

Collateral Builder

Get started and manage

Choose theme and specs

Customize

Submit & export

DESIGN CANVAS

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[Page 2](#)
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[View all](#)

◀ Undo (XX)

Redo ▶ (XX)

Save ▶

1

◀ Revert to default ▶

◀ Finish and submit ▶

Use wizard ▶

CUSTOMIZE YOUR COLLATERAL

Cick the element on the canvas you want to edit. Use the editing tools that appear in this space.

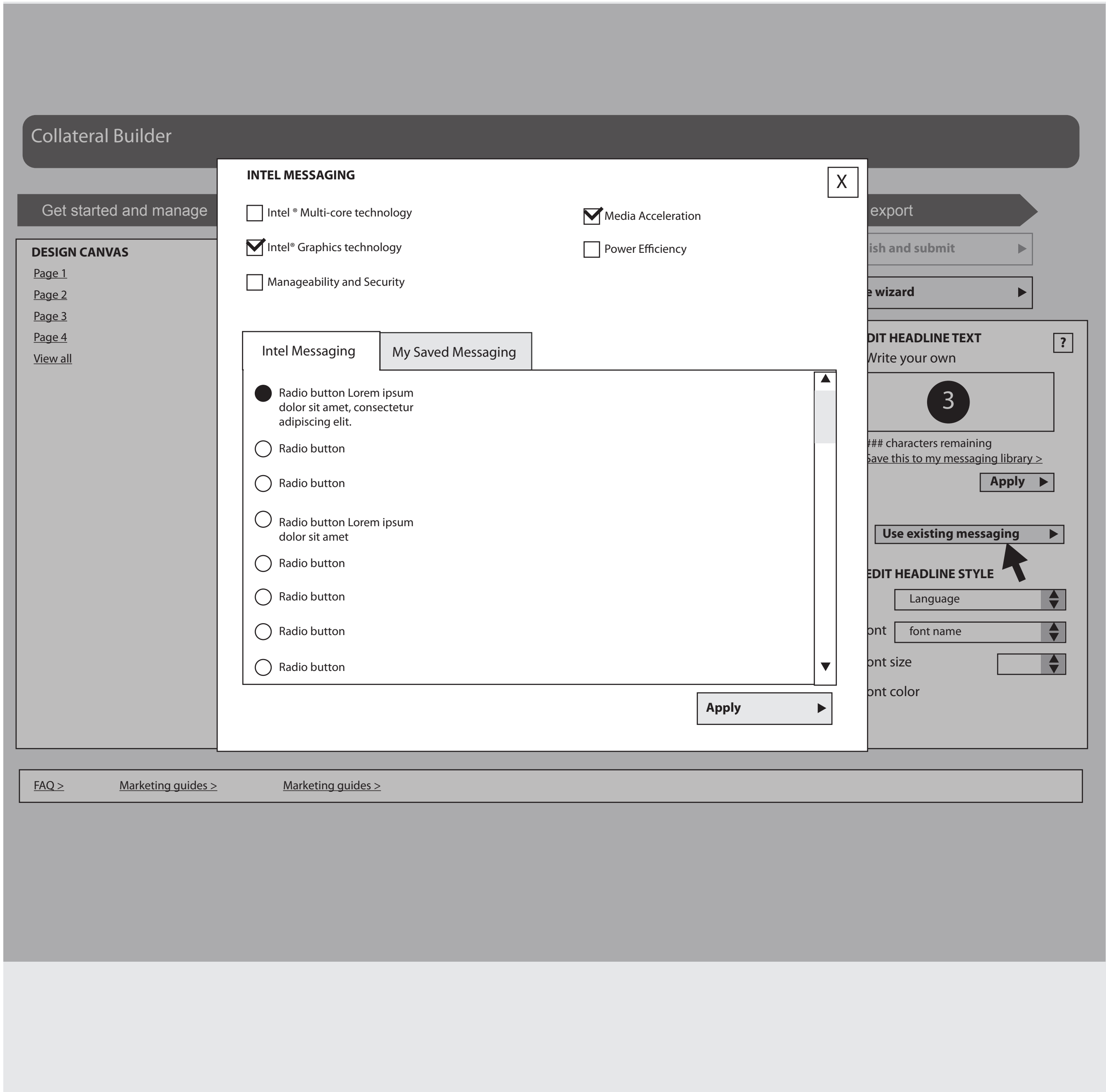
If you want more help, turn on the wizard by clicking the button above.

◀ FAQ >

Marketing guides >

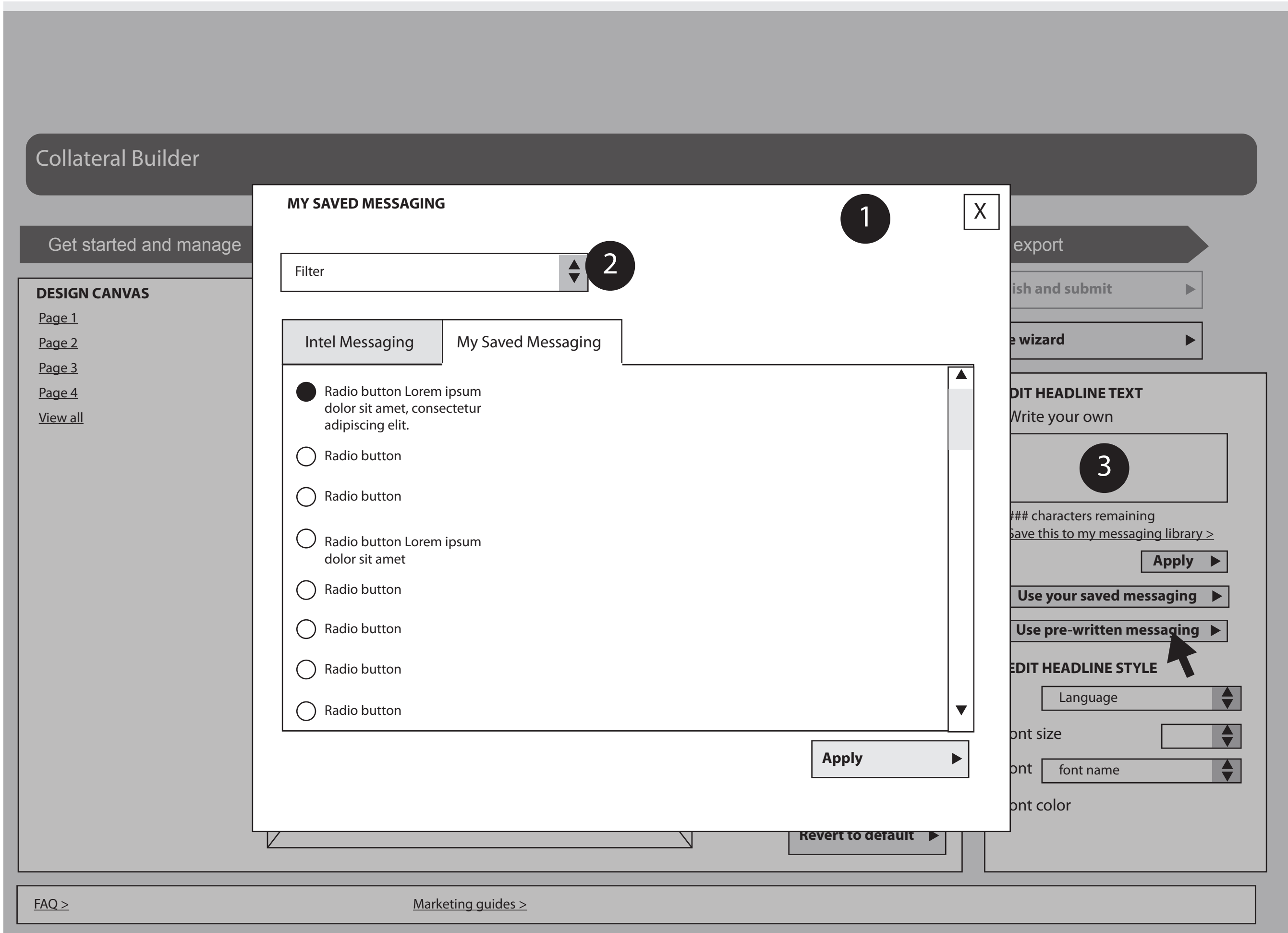
- 1 On clicking an editable element, it stays highlighted until a new element is selected.
- 2 Any text written in this field can be saved to the library. It is automatically tagged as the type of text being edited.
- 3 Font size will be limited to a range TBD.
- 4 The color customization options appear on click.
- 5 The color module displayed is a jquery component recommended by Ascentium. We will customize the component to include CMYK values.
- 6 The title of the edit section changes to match the element that is being edited (IE "Edit body copy," "Edit subhead text," etc.

Modal: Select Intel messaging



- 1 Modal opens when users opts to use pre-written messaging
- 2 Any Intel library filters pre-selected are already applied. Users can add/remove filters and messaging below changes in real time.
- 3 Once a user selects messaging, it is placed in the design, and also in the “write your own” editable text area - where users can easily customize the messaging.

Modal: Select saved messaging

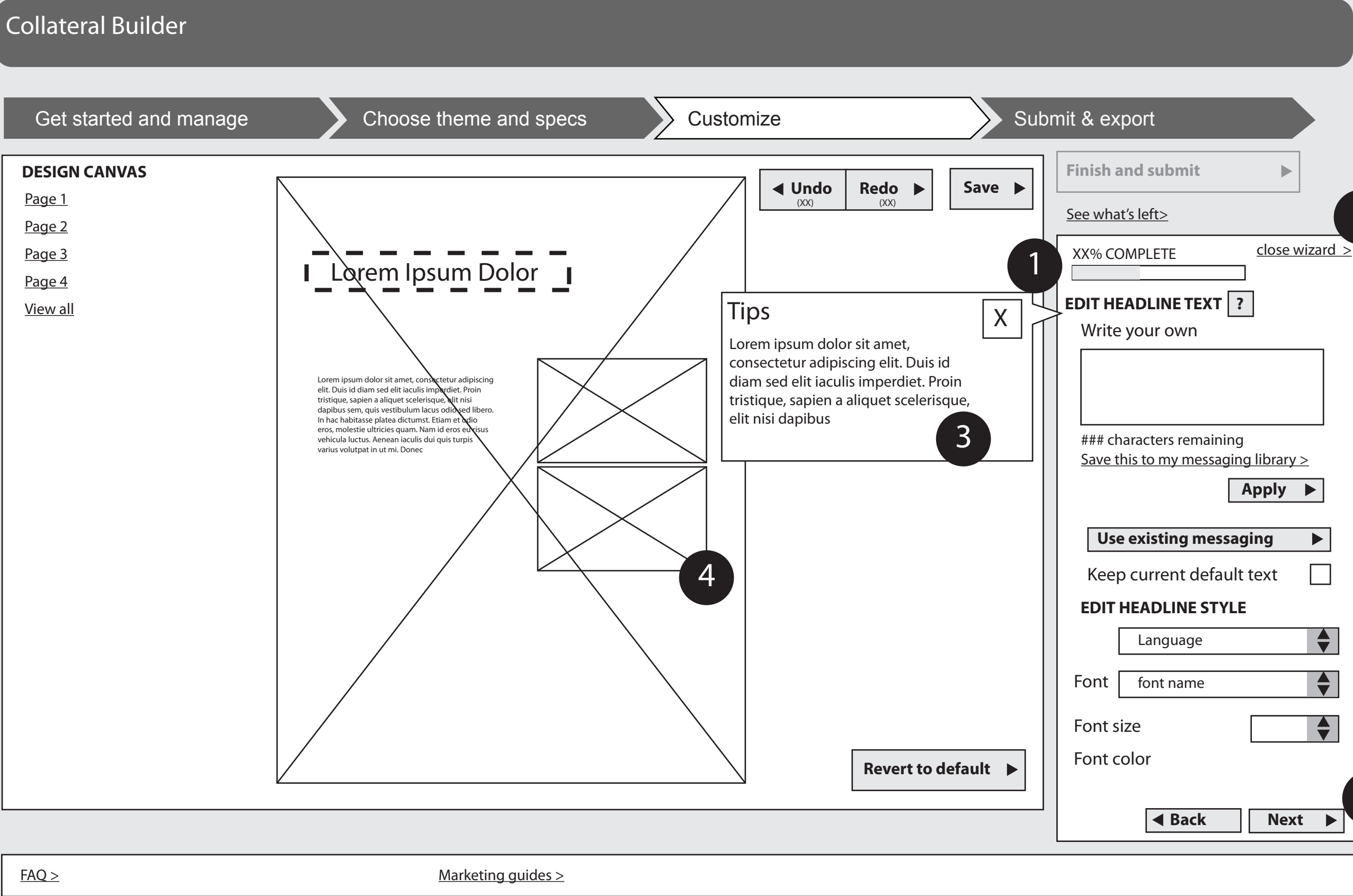


1 Modal opens when users opts to use saved messaging

2 The filter corresponding to the text element being edited (headline, body, etc) is pre-applied. User can change filters in this modal.

3

Customize: Wizard (text)



- 1 Once a user turns on the wizard, the button integrates with the tool pane - providing a progress bar & back/next buttons.
- 2 Selecting “close wizard” returns the tools to their default state.
- 3 With the wizard turned on, a “tips” box appears at the beginning of each step with additional context/guidance on what the user should do. Close on “X.” Show on “?”
- 4 Editable elements are still clickable in the Canvas - however, with the wizard turned on, the assumed behavior is navigation via the back/next buttons.
- 5 Back/Next buttons move users through the customizable elements of a design based on business logic TBD. As a user can have customized elements outside of this sequence, the system must check to see what steps have been completed, and help users fill the gaps without repeating steps they’ve completed.

Customize: Edit text (bullets)

1 If collateral elements contain bullet points (IE key benefits), they are each an editable element, following the same text edit tools.

Collateral Builder

Get started and manage

Choose theme and specs

Customize

Submit & export

DESIGN CANVAS

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[Page 4](#)

[View all](#)

Undo (XX)

Redo (XX)

Save

Revert to default

1

1

2

3

4

1

2

3

4

1

2

3

4

Finish and submit

See what's left>

Use wizard

EDIT HEADLINE TEXT

Write your own

characters remaining

Save this to my messaging library >

Apply

Use existing messaging

EDIT HEADLINE STYLE

Language

Font

font name

Font size

Font color

FAQ >

Marketing guides >

Customize accent image

1 Editing pane for accent images

Collateral Builder

- Get started and manage
- Choose theme and specs
- Customize
- Submit & export

DESIGN CANVAS

Page 1

Page 2

Page 3

Page 4

View all

Undo (XX)

Redo (XX)

Save

Finish and submit

See what's left>

EDIT HERO IMAGE

1

Upload your own image

Browse >

Apply

Allowed file types

File size limits

Print specs 300dpi

Use your image library

Use Intel image library

Revert to default

FAQ >

Marketing guides >

The design canvas displays a large rectangular area with a dashed border. Inside, the text "Lorem Ipsum Dolor" is centered at the top. Below it, there is a block of placeholder text. A dashed rectangular box is positioned on the right side of the canvas, with a circular callout containing the number "1" pointing to its top-right corner. An arrow points from the "Use Intel image library" button in the right-hand editing pane to this dashed box.

Customize product/logo image

1 For images that must be submitted by users, there is no “intel library” button

Collateral Builder

- Get started and manage
- Choose theme and specs
- Customize
- Submit & export

DESIGN CANVAS

Page 1

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Page 4

View all

Undo (XX)

Redo (XX)

Save

Finish and submit

See what's left>

EDIT HERO IMAGE

1

Upload your own image

Browse >

Apply

Allowed file types

File size limits

Print specs 300dpi

Use image library

Revert to default

1

FAQ >

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Collateral Builder

- Get started and manage
- Choose theme and specs
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DESIGN CANVAS

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Page 3

Page 4

View all

Undo (XX)

Redo (XX)

Save

Finish and submit

See what's left>

EDIT HERO IMAGE

1

Upload your own image

Browse >

Apply

Allowed file types

File size limits

Print specs 300dpi

Use image library

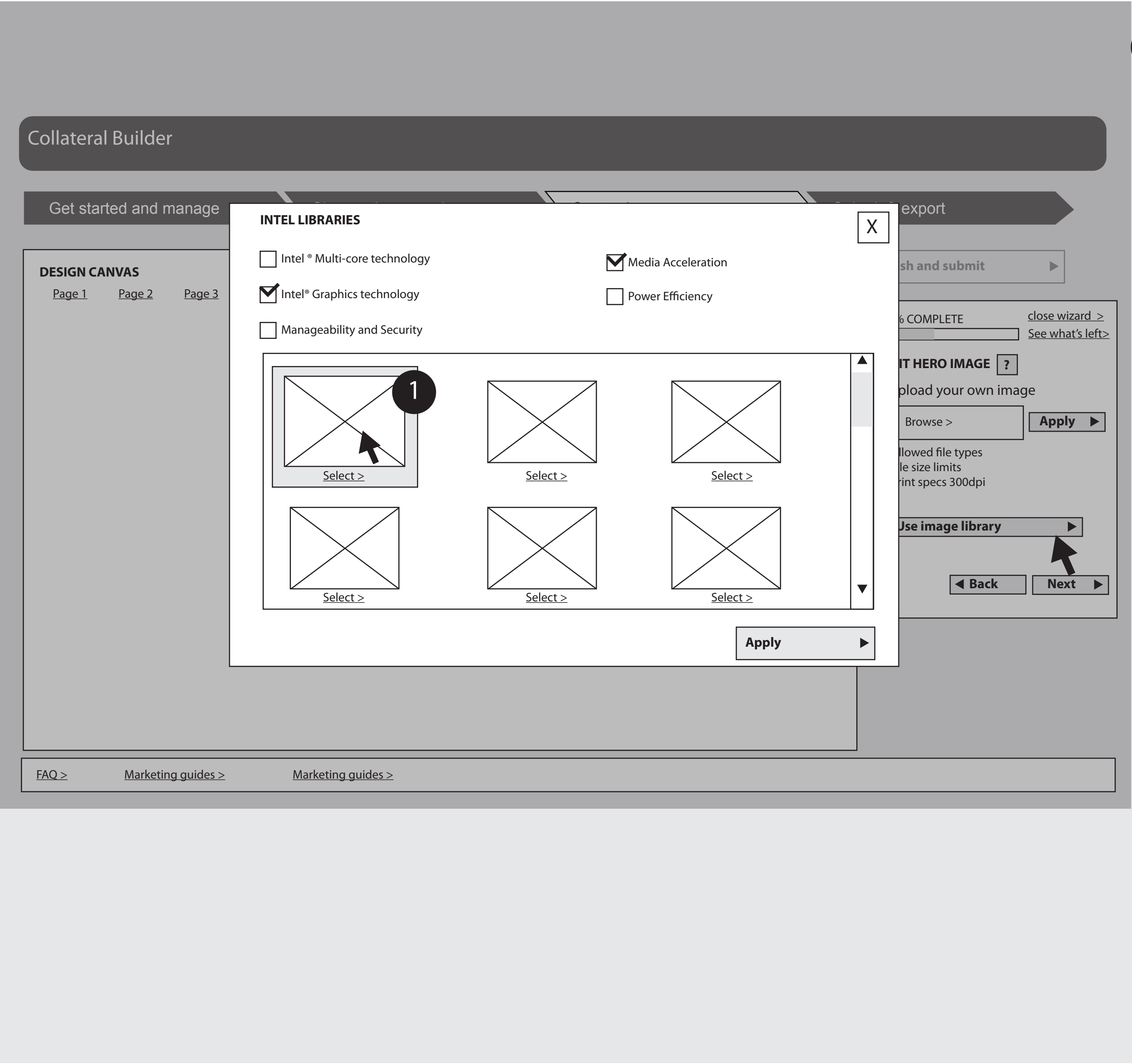
Revert to default

1

FAQ >

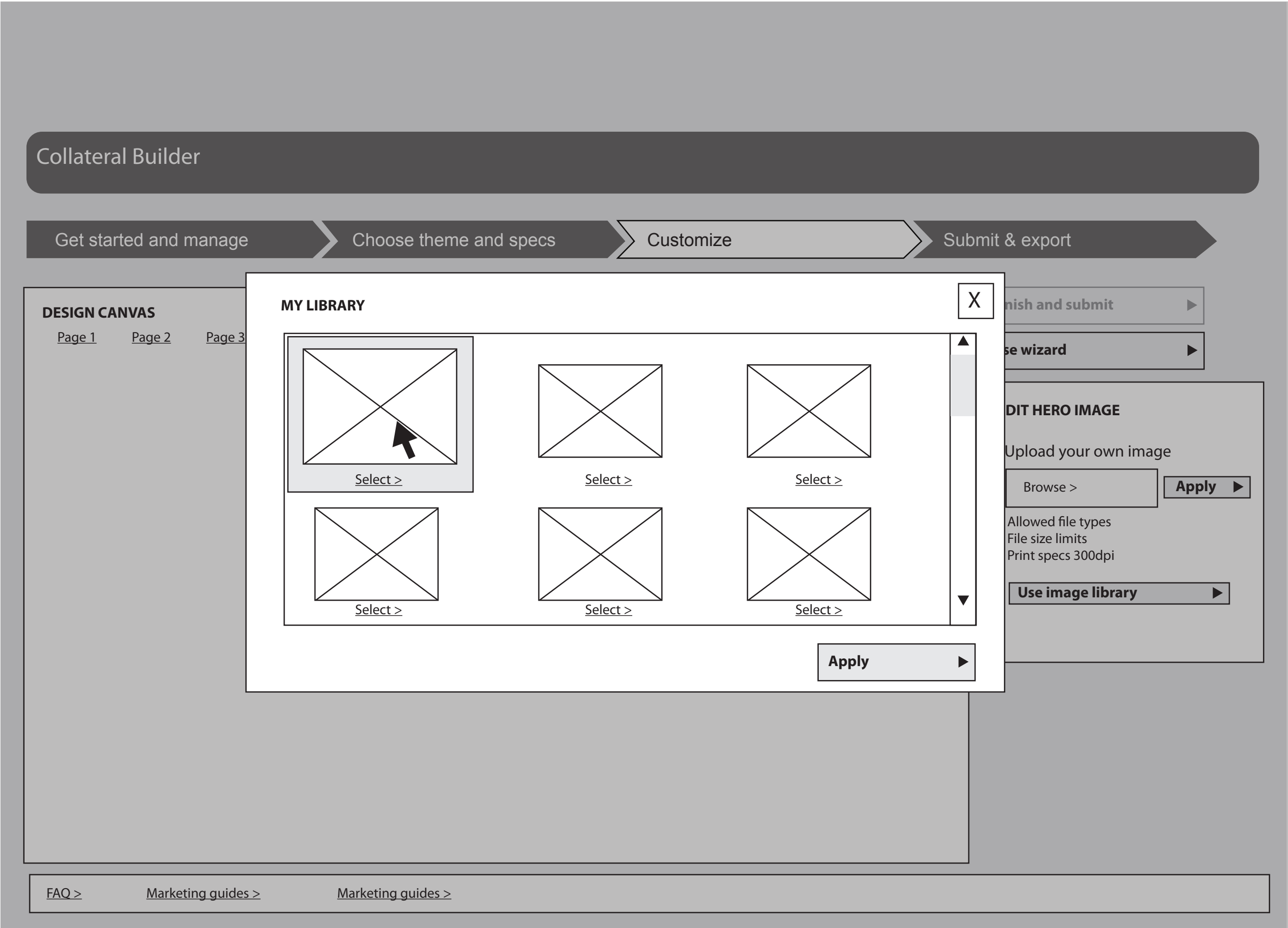
Marketing guides >

Modal: Add Intel image

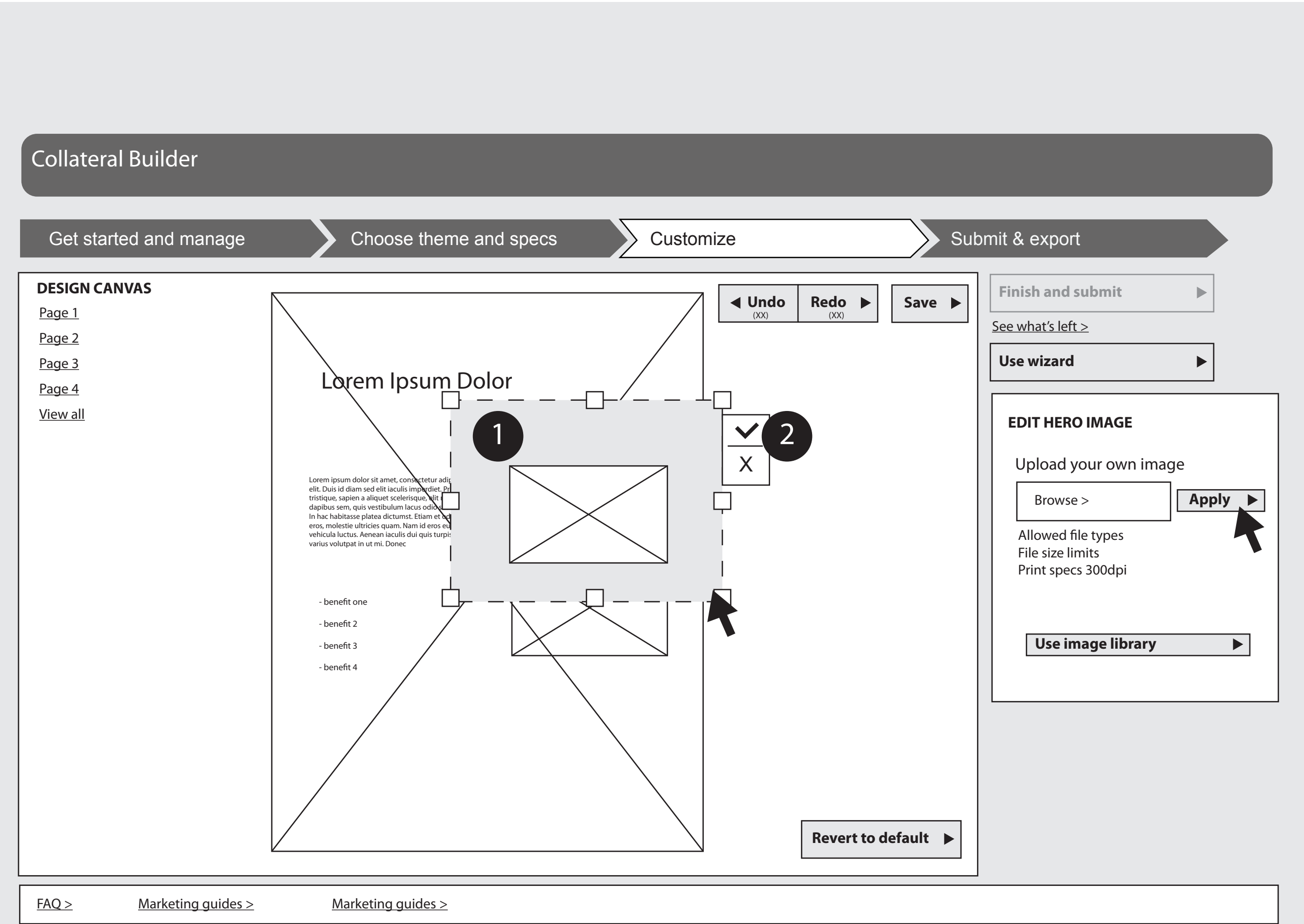


1 Users will see the full image here from the Intel library, however, all images will be pre-cropped/sized optimally for the selected design template. Users will not have additional control over Intel images for scale/crop.

Modal: Add image from your library



Customize: Scale & crop image



1 After selecting an image from a personal library, or uploading an image, the image appears in the canvas, masked by the shape where it is to be placed. Users can see the edgest of the photo to move and resize it to achieve the desired crop.

2 These contextual controls appear attached to the image border. Clicking the checkmark takes the user out of the edit state - hiding the image outline beyond the crop. Clicking the X removes the image from design, and reverts back to the default state.

Customize: Edit color (background, accent, etc)

1 Each design theme will have a certain amount of customizable colors - each is edited individually.

Collateral Builder

Get started and manage Choose theme and specs Customize Submit & export

DESIGN CANVAS

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1

↑

Undo (xx)

Redo (xx)

Save ▶

Revert to default ▶

Lorem Ipsum Dolor

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis id diam sed elit iaculis imperdiet. Proin tristique, sapien a aliquet scelerisque, ut nisi dapibus sem, quis vestibulum lacus odio sed libero. In hac habitasse platea dictumst. Etiam et odio eros, molestie ultricies quam. Nam id eros eu visus vehicula luctus. Aenean iaculis dui quis turpis varius volutpat in ut mi. Donec

Finish and submit ▶

See what's left >

Use wizard ▶

EDIT COLOR

Or

PICK A PRE-DEFINED PA

C

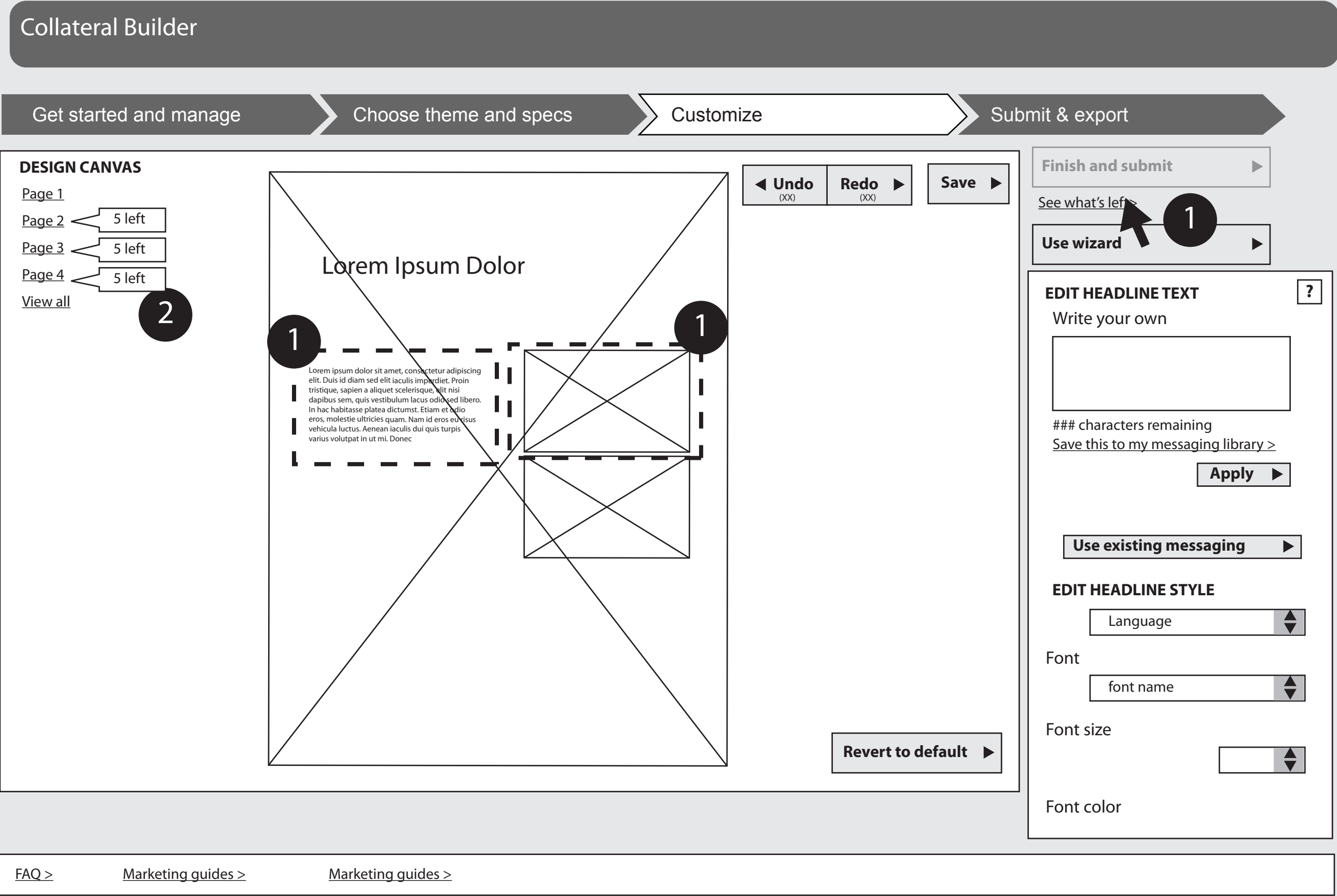
M

Y

K

[FAQ >](#)[Marketing guides >](#)[Marketing guides >](#)

Customize: See what's left tool



- 1 Clicking “See what’s left” exposes elements the user has not yet customized.
- 2 If a document has multiple pages, the number of editable elements are called out with “flags” on select of “See what’s left”

Collateral Builder

Get started and manage

Choose theme and specs

Customize

Submit & export

DESIGN CANVAS

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Lorem Ipsum Dolor

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis id diam sed elit iaculis imperdiet. Proin tristique, sapien a aliquet scelerisque, elit nisi dapibus sem, quis vestibulum lacus odio sed libero. In hac habitasse platea dictumst. Etiam et odio eros, molestie ultricies quam. Nam id eros eu orcus vehicula luctus. Aenean iaculis dui quis turpis varius volutpat in ut mi. Donec

◀ Undo (XX)

Redo ▶ (XX)

Save ▶

Revert to default ▶

Finish and submit ▶

What's left to do >

Use wizard ▶

EDIT COLOR

Collateral Builder

Get started and manage

Choose theme and specs

Customize

Submit & export

DESIGN CANVAS

Page 1

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View all

1

Undo

(XX)

Redo

(XX)

Save

Finish and submit

See what's left >

Use wizard

EDIT COLOR

Revert to default

1

1

1

1

1

1

1

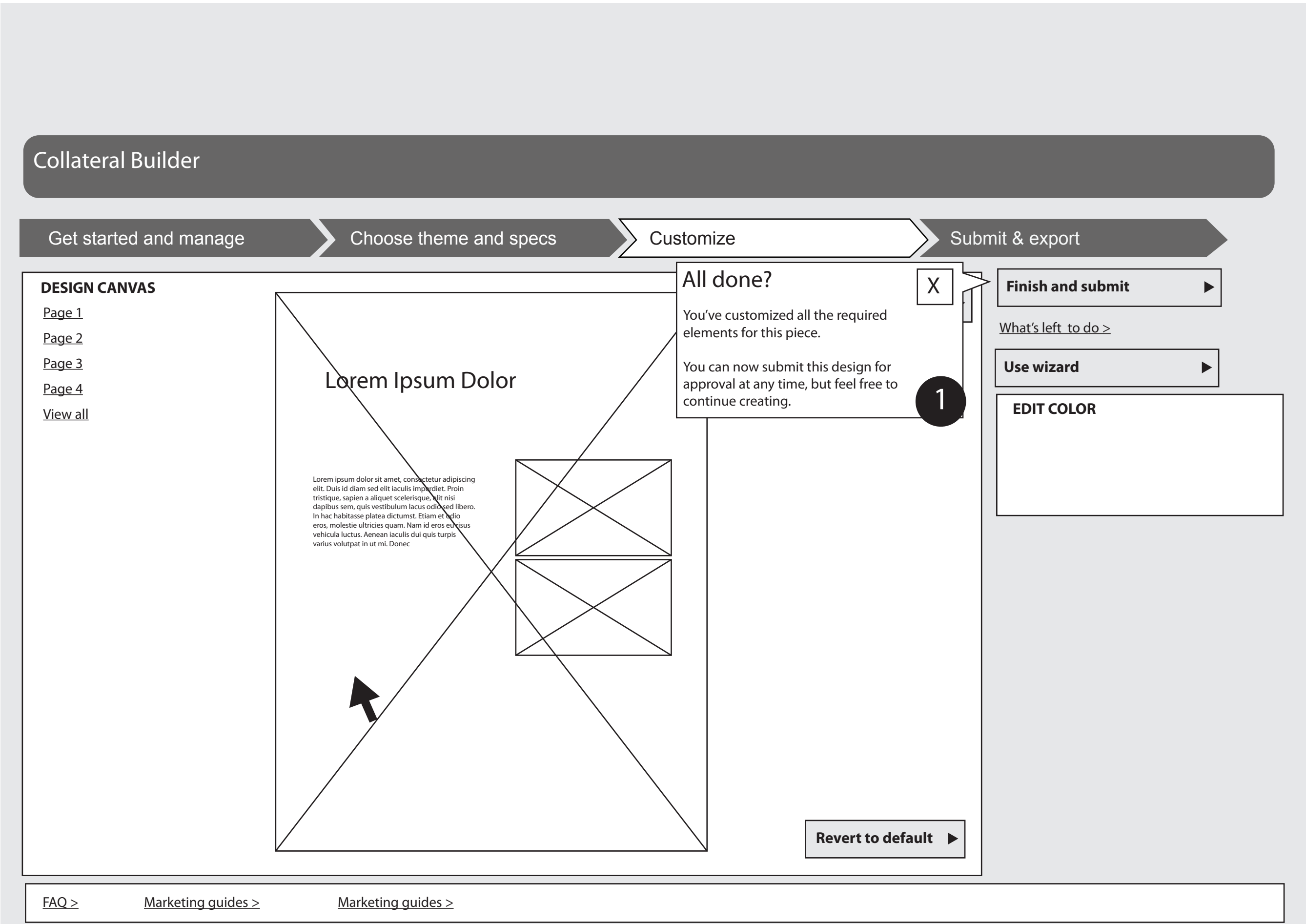
1

FAQ >

Marketing guides >

1 Clicking “view all” exposes all pages/sides of a collateral element. These thumbnails should reflect as many user customizations as possible (color, images, headline, etc) - however, these elements will not be editable at this state. If adding custom elements create significant load times, this feature should be re-evaluated.

Customize: Submit button activated



1 Once all required elements have been customized on all pages, the “Finish & submit” button becomes clickable and is called out with a notification.

Collateral Builder

We have recieved your submission

Thank you for using the Intel® Software Partner Program Collateral Builder.

An Intel representative will review your submission and you should receive a response by email within XX days.

MY FILES

[Saved designs >](#)

[Uploaded images >](#)

[Saved messaging >](#)

Get started and manage

Choose theme and specs

Customize

Submit & export

Next Steps

1

<Insert contextual instructions to prepare them for what to do with their collateral is approved. IE Find a printer. Ask your printer if you need crop marks. etc

>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis id diam sed elit iaculis imperdiet. Proin tristique, sapien a aliquet scelerisque, elit nisi dapibus sem, quis vestibulum lacus odio sed libero. In hac habitasse platea dictumst. Etiam et odio eros, molestie ultricies quam. Nam id eros eu risus vehicula luctus. Aenean iaculis dui quis turpis varius volutpat in ut mi. Donec

Edit title and notes

Download a comp

Create another piece

Exit the tool and return to my dashboard

UPCOMING INTEL® SOFTWARE PARTNER PROGRAM EVENTS

3

Increase your market presence by using your collateral at one of the following events.

Event title

Date

Location

Event title

Date

Location

SPOTLIGHTS FROM ISPP

>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi commodo, ipsum sed pharetra gravida, orci magna rhoncus neque, id pulvinar

[FAQ >](#)

[Marketing guides >](#)

[Marketing guides >](#)

- 1
- Dynamic text on prepping for print or web distribution (contextual to the type of file created)
- 2
- Download a low resolution pdf of the design with embedded watermark to prevent distribution.
- 3
- Sidebar can be used to promote other ISPP/Intel resources. We recommend an events feed, as many users create collateral for live events.

Collateral Builder

Almost done

Context for what the user is getting done here, etc.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis id diam sed elit iaculis imperdiet. Proin tristique, sapien a aliquet scelerisque, elit nisi dapibus sem, quis vestibulum lacus odio sed libero. In hac habitasse platea dictumst. Etiam et odio eros, molestie ultricies quam. Nam id eros eu

MY FILES

[Saved designs >](#)
[Uploaded images >](#)
[Saved messaging >](#)

Get started and manage

Choose theme and specs

Customize

Submit & export

FINAL DESIGN REVIEW

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2

Lorem Ipsum Dolor

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis id diam sed elit iaculis imperdiet. Proin tristique, sapien a aliquet scelerisque, elit nisi dapibus sem, quis vestibulum lacus odio sed libero. In hac habitasse platea dictumst. Etiam et odio eros, molestie ultricies quam. Nam id eros eu iaculis vehicula luctus. Aenean iaculis dui quis turpis varius volutpat in ut mi. Donec

Resolution

Print files are generated at 300 dpi.

Web files are 72 dpi, RGB color.

Color Mode

Print materials are generally CMKY

Check with your printer to determine their preferred method.

Formatting

Crop marks

Full bleed

5

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis id diam sed elit iaculis imperdiet. Proin tristique, sapien a aliquet scelerisque, elit nisi dapibus

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CUSTOMIZE EXPORT SPECIFICATIONS

Resolution

Print

Optimized for Web and download

Color mode

CMYK

RGB

Production formatting

☒ Include crop marks

☐ Full bleed

Download file

[FAQ >](#)
[Marketing guides >](#)
[Marketing guides >](#)

- 1 If users come here from email/dashboard notifications, they should be taken directly to this screen.
- 2 Designs are not editable at this state.
- 3 Similar to the wizard, each step has a tool tip for more information.
- 4 Color and Production options are only shown if the user selects “Print” as their export
- 5 Formatting tips show representations of crop and bleed - not customized graphics of the user design.

Collateral Builder

Almost done

Context for what the user is getting done here, etc.

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MY FILES

[Saved designs >](#)
[Uploaded images >](#)
[Saved messaging >](#)



FINAL DESIGN REVIEW

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[Page 2](#)
[Page 3](#)
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Format

Print files are generated at 300 dpi.

Web files are 72 dpi, RGB color.

CUSTOMIZE EXPORT SPECIFICATIONS

File format

Gif

Png

jpeg

Download file

1 There are no customization options before downloading the email zip file.

Collateral Builder

Almost done

Context for what the user is getting done here, etc.

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MY FILES

[Saved designs >](#)
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FINAL DESIGN REVIEW

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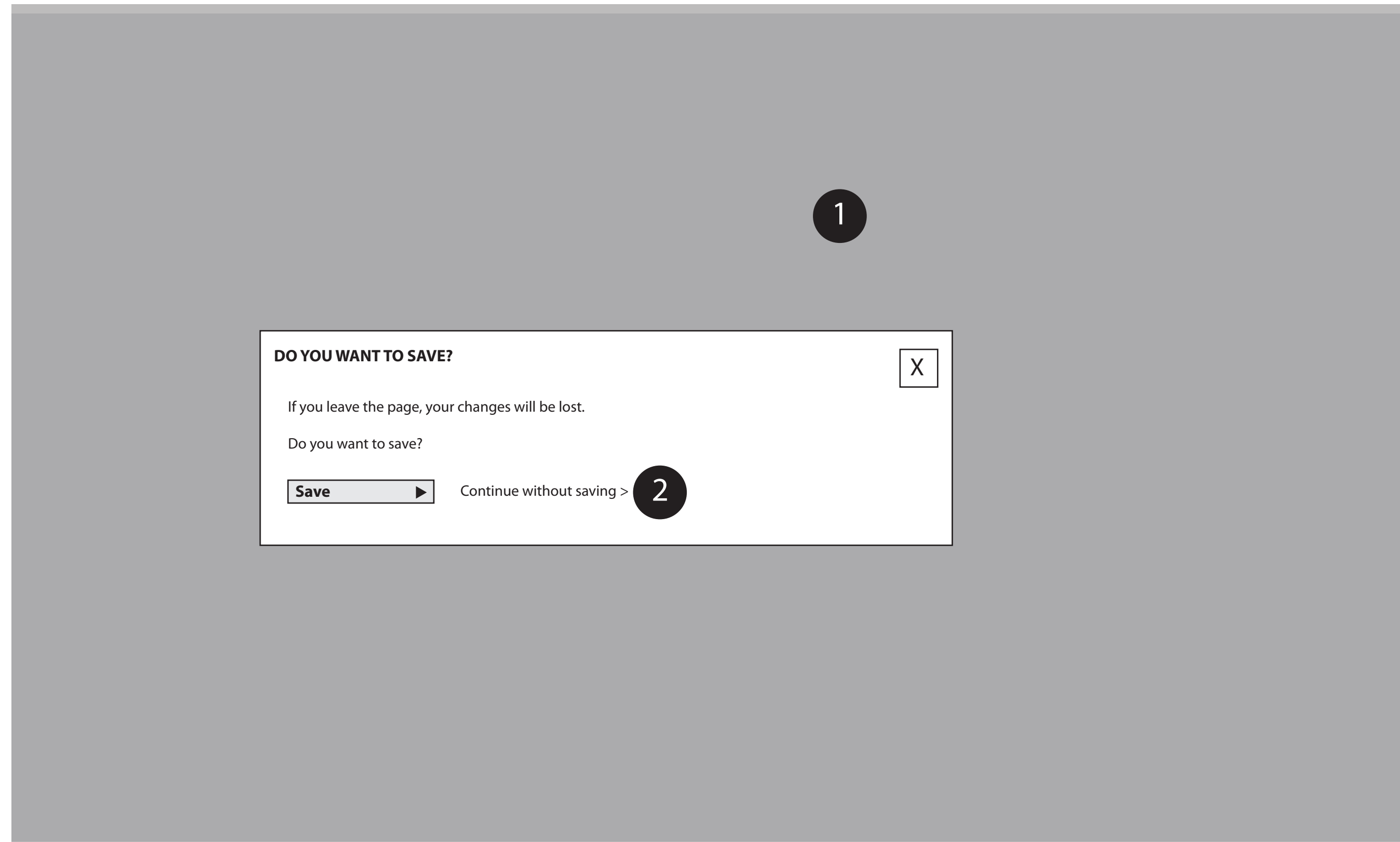
Download file

1

DOWNLOAD FILES INCLUDE:

Etiam eu ante non leo egestas
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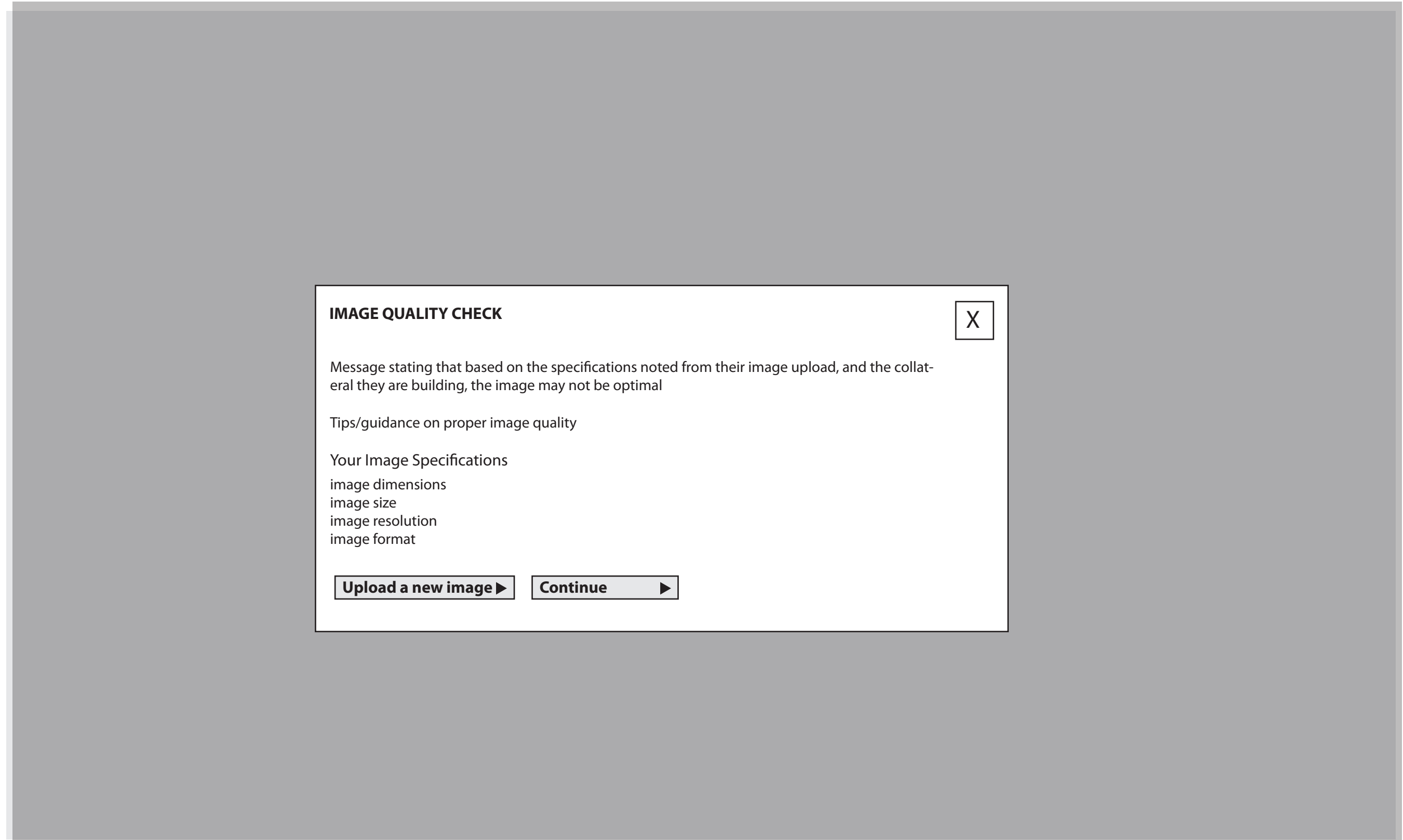
Modal: Save reminder



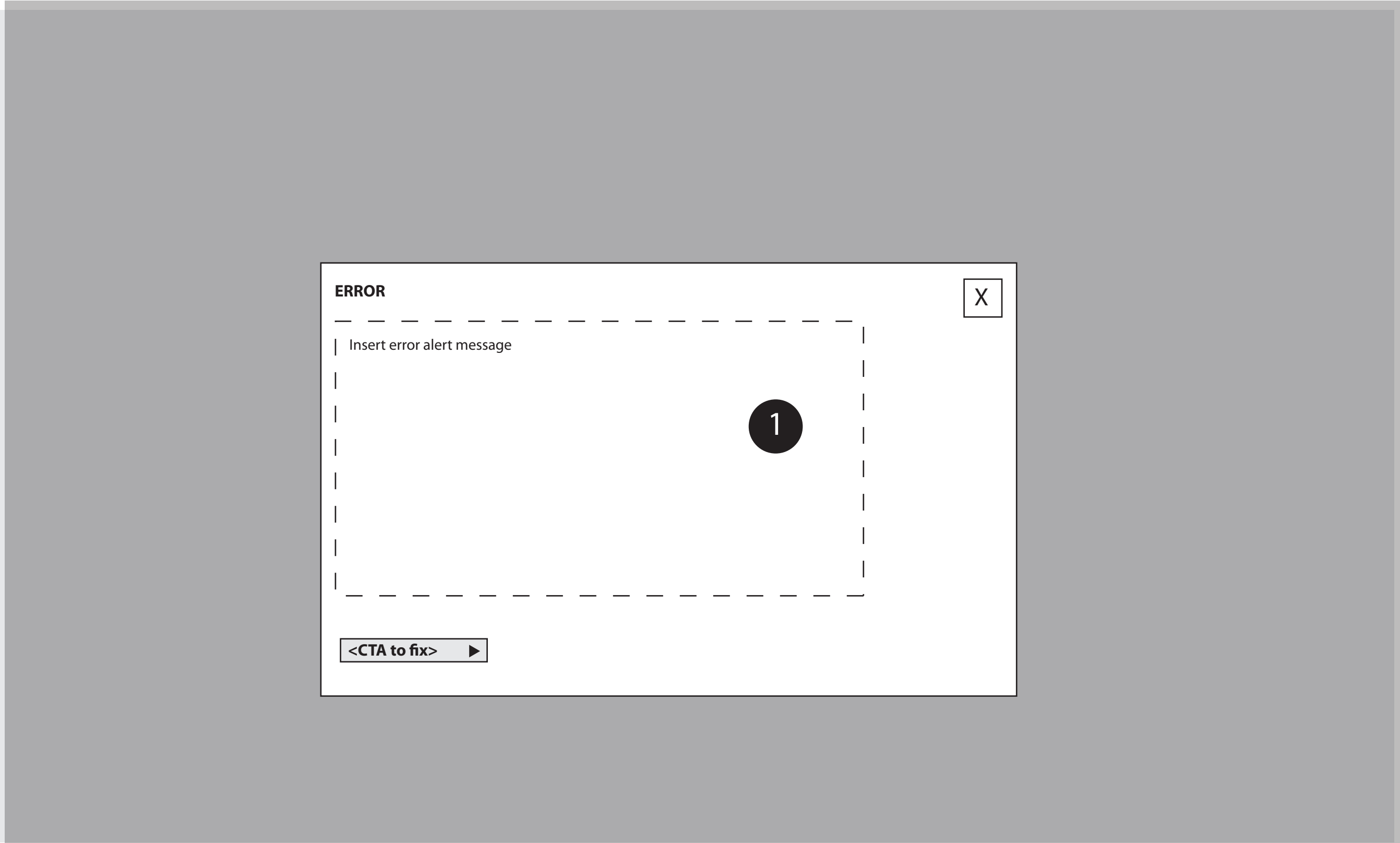
1 When a user is in the Customize step, if the user tries to navigate somewhere that would risk losing design changes, this modal appears.

2 Text link for lower priority. There's no reason we don't want them to save.

Modal: Image quality

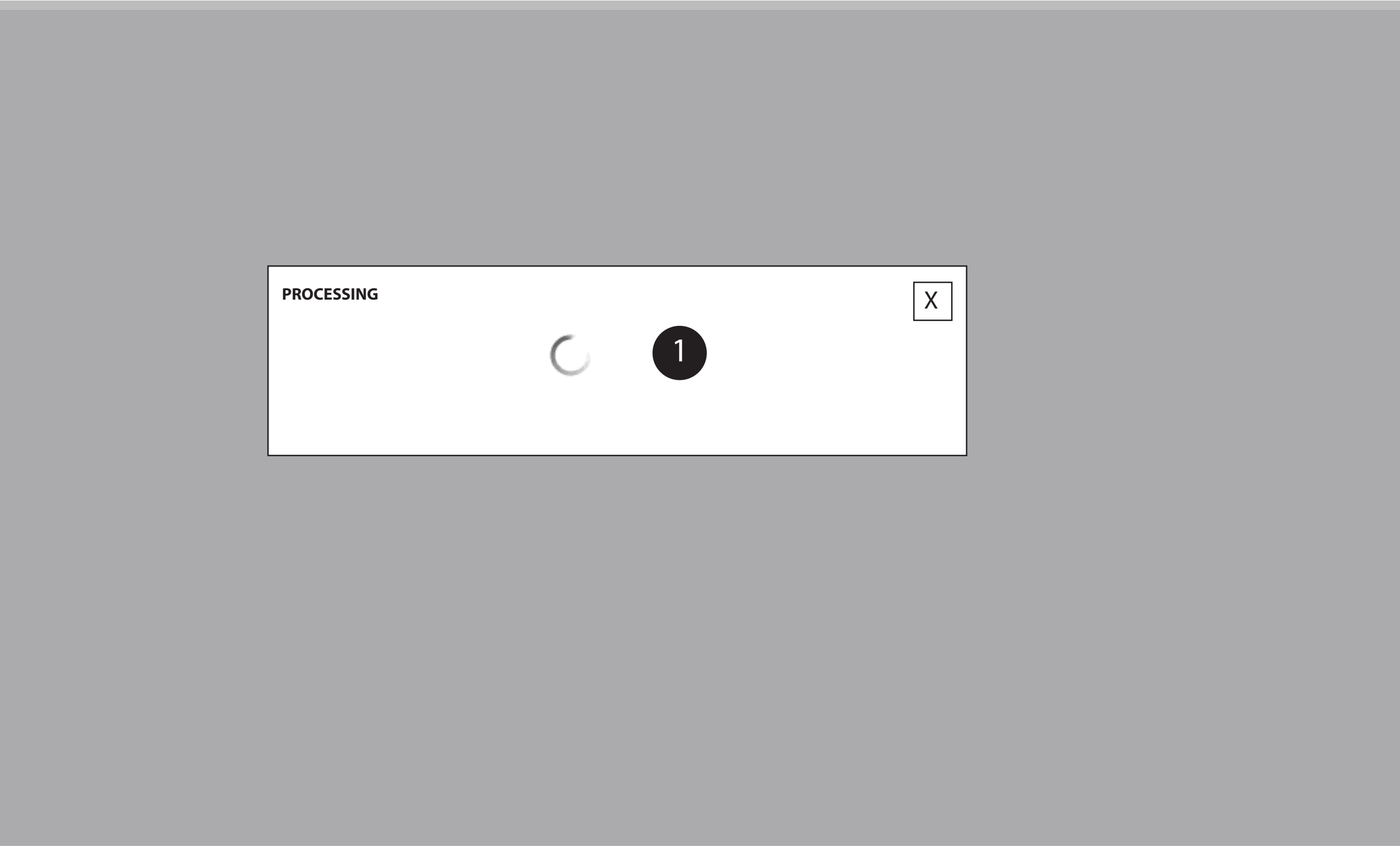


Modal: Error template



1 Dynamic text based on the error/alert

Modal: Processing



PROCESSING

1

X

1 “Timeless” processing indicator for load times - common instances will be image uploads, and possibly changing pages

Modal: Delete

1

2

DO YOU WANT TO DELETE?

X

Are you sure you want to delete the selected file?

☐ Don't show me this message again during this session.

Return▶

Delete▶

- 1 Used for managing user saved designs, messaging and images.
- 2 If we choose to support this feature, we recommend it reset for every user on each session of using the tool.

Modal: Revert design controls

REVERT TO DEFAULT?

X

Select the elements you want to revert to defaults.

☒

images

☒

background colors

☒

text colors

☒

fonts

Go back to editing ▶

Revert ▶

1

After selecting an image from a personal library, or uploading an image, the image appears in the canvas, masked by the shape where it is to be placed. Users can see the edgest of the photo to move and resize it to achieve the desired crop.