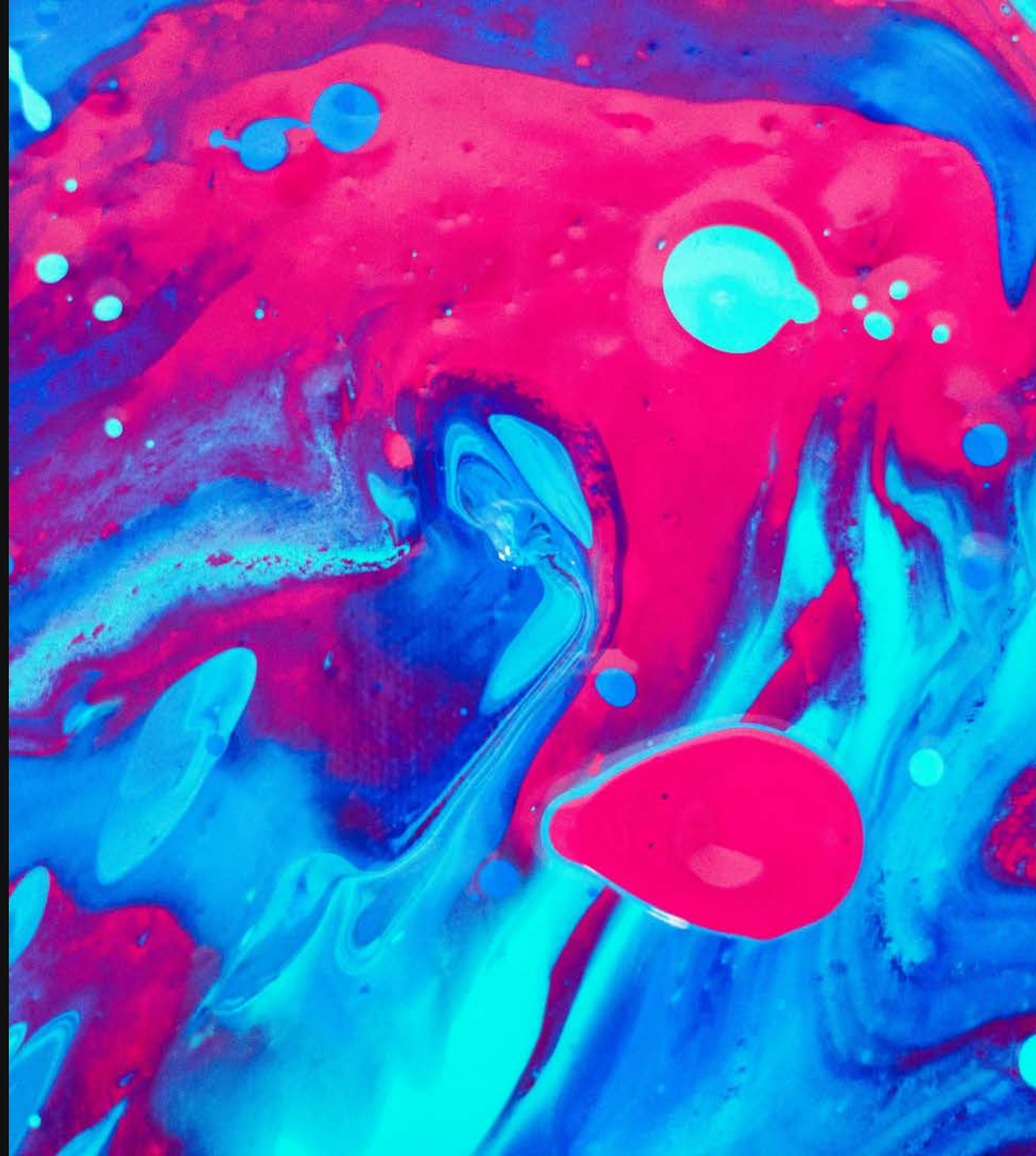


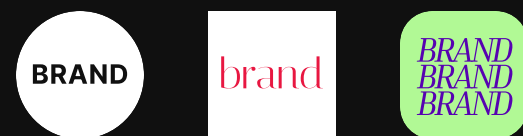
Theming Guide Book 2024



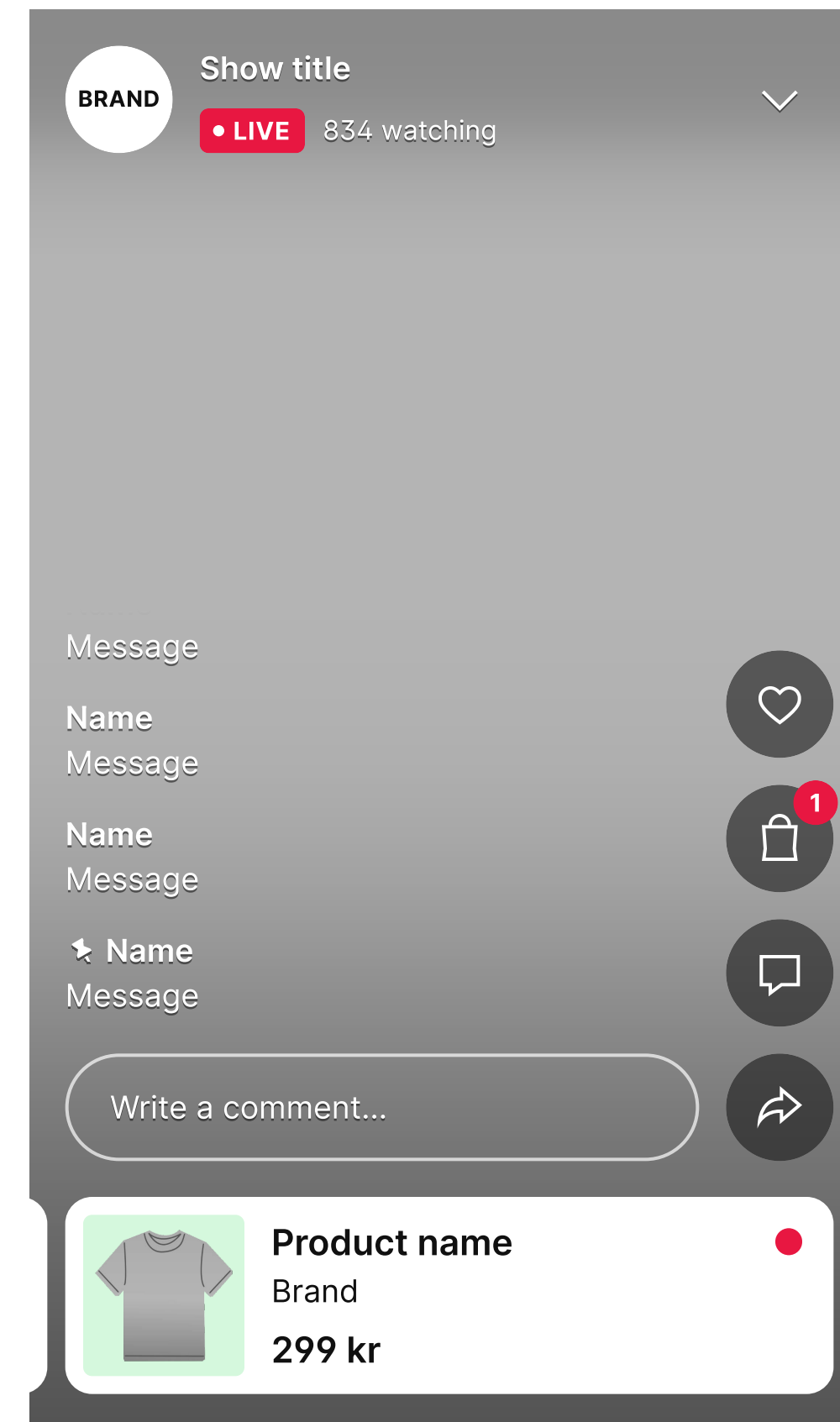
Logo

- Any shape that fits within 48x48 px
- Remember to include the background in the image
- The best option is a vector image (.svg)
- A light background will give good contrast to the video stream behind it

Examples



logo →

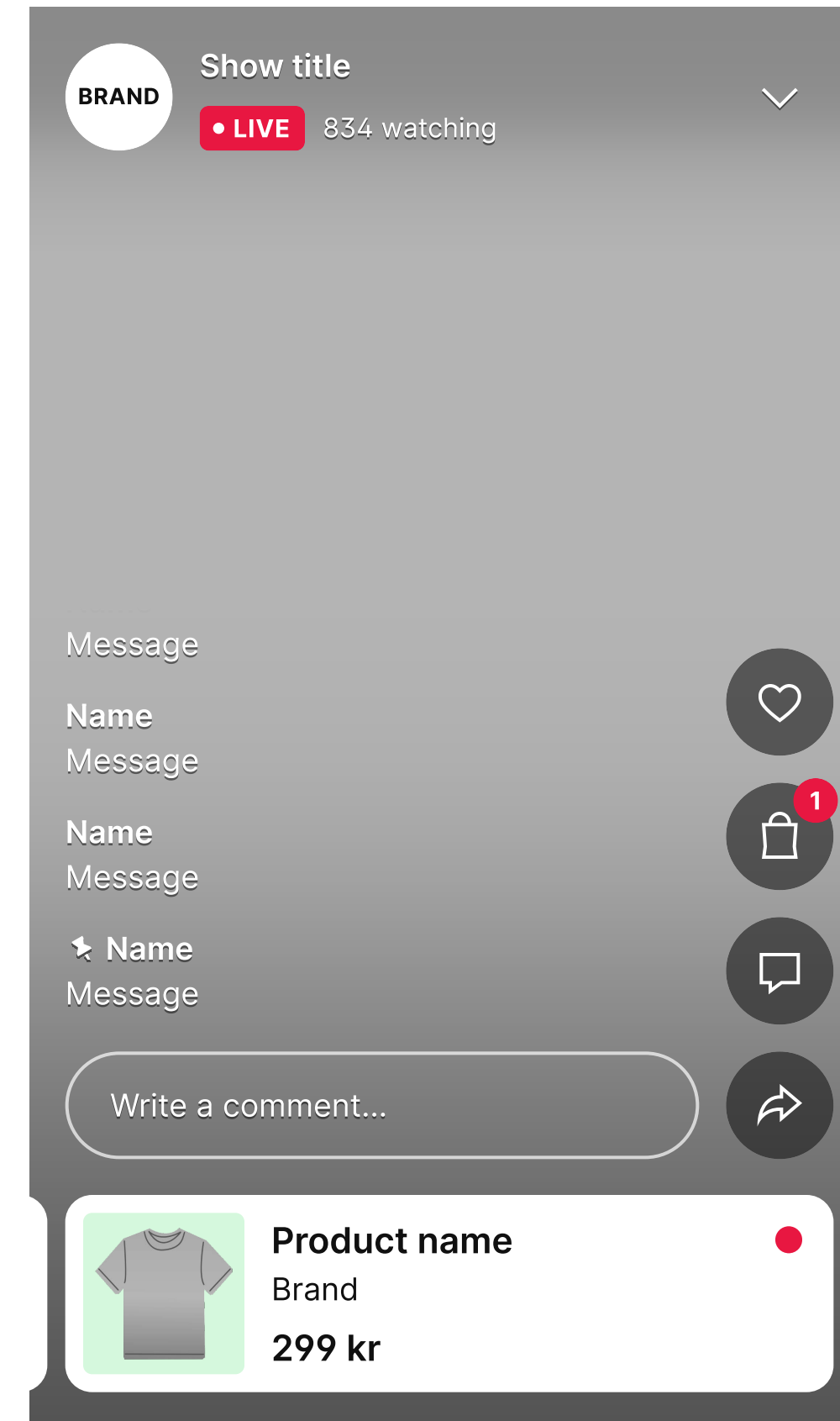


Icons

- Icons can be any shape within a 24x24 px frame
- Vector images (.svg) looks the best
- White icons will look the best
- The default icons have a stroke of 1.5 px

These are the icons you can change:

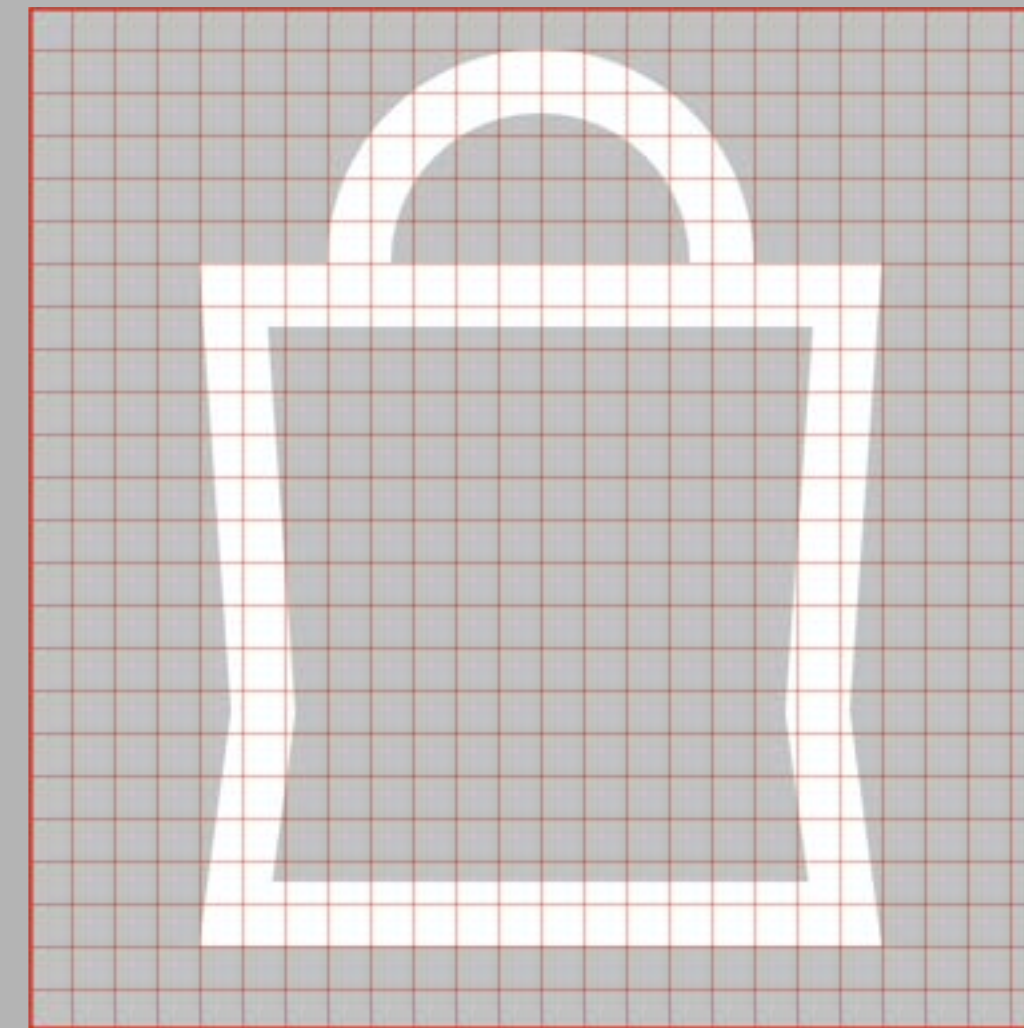
- ♡ like
- ♥ floating like
- 🛒 cart & featured products
- 💬 chat on
- 🚫 chat off
- ➦ share
- ⚙️ settings or menu
- 📅 add to calendar
- 🔄 replay
- 🔊 sound on
- 🔇 sound off
- 📺 closed captions on
- 🚫 closed captions off
- 🗣️ audio description on
- 🚫 audio description off



← icon

Icons

When drawing an icon, make sure the icon fits well and looks balanced within the 24x24 px frame. Leave some space around it.



24 px

24 px

Enabled

Values you can change:

- Background color #7A11BE
- Foreground color #FFFFFF
- Border color #FFFFFF 0%
- Border width 0px
- Border radius 0px

To change the font settings edit the style Label-20.



← enabled button

Hover

Values you can change:

- Background color #5703B1
- Foreground color #FFFFFF
- Border color #FFFFFF 0%
- Border width 0px
- Border radius 0px

To change the font settings edit the style Label-20.



← hovered button

Disabled

Values you can change:

- Background color #BC88F5
- Foreground color #FFFFFF
- Border color #FFFFFF 0%
- Border width 0px
- Border radius 0px

To change the font settings edit the style Label-20.



← disabled button

Colors

Curtains is what the audience can see before, after and during the pause of a show.

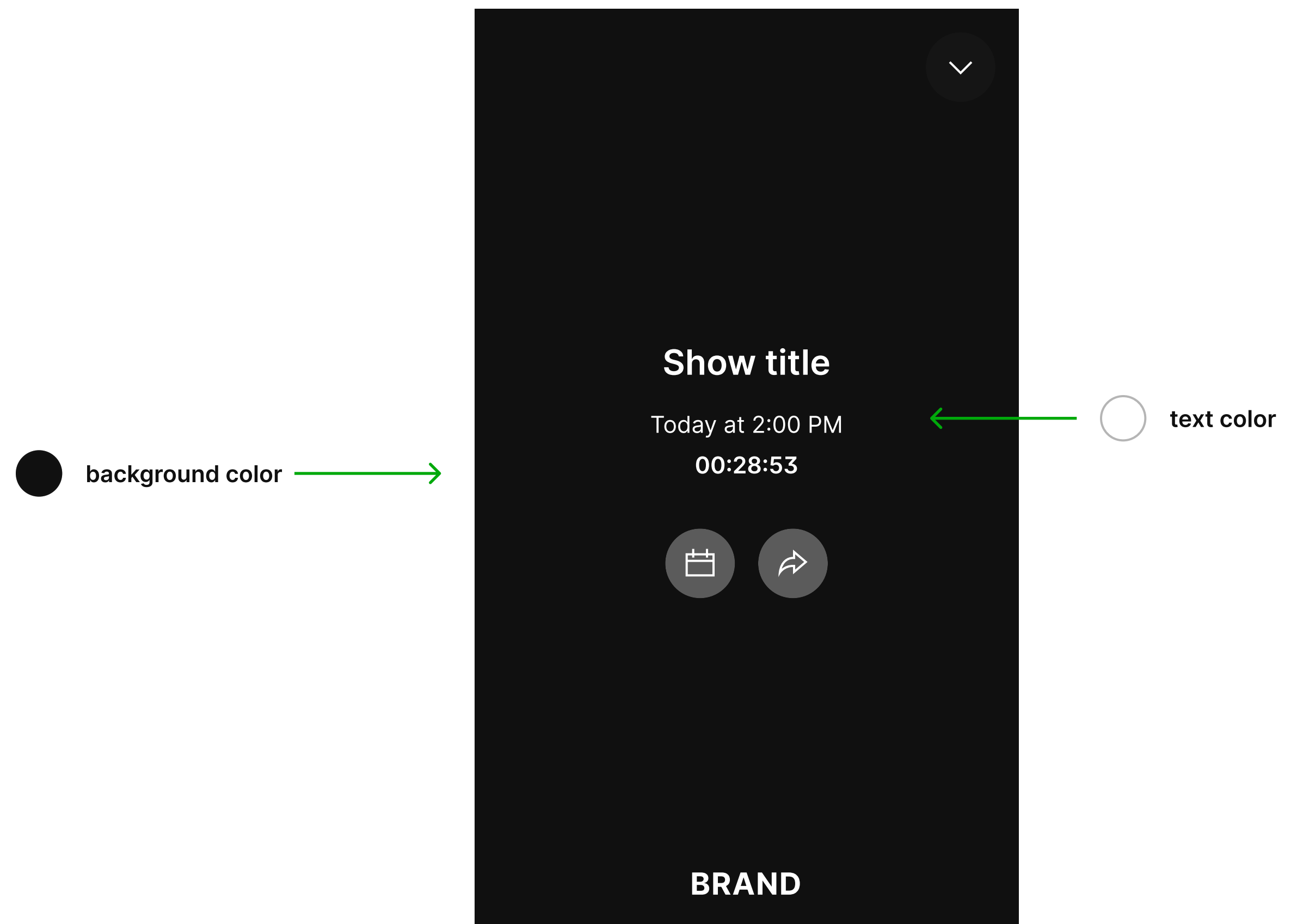
These colors will be the default colors for all of your curtains. You can override these colors later from the show settings.

The background color for the buttons are automatically set to 32% opacity of the foreground color.

Values you can change:

- Background color #1D1D1D
- Text color #FFFFFF
- Error (over the background color) #E81741

Please note, the error color is utilized to highlight any errors that may occur and need attention in the curtains. It will be displayed on top of the background color (not image), so it's important to ensure that there is a good contrast between the two.



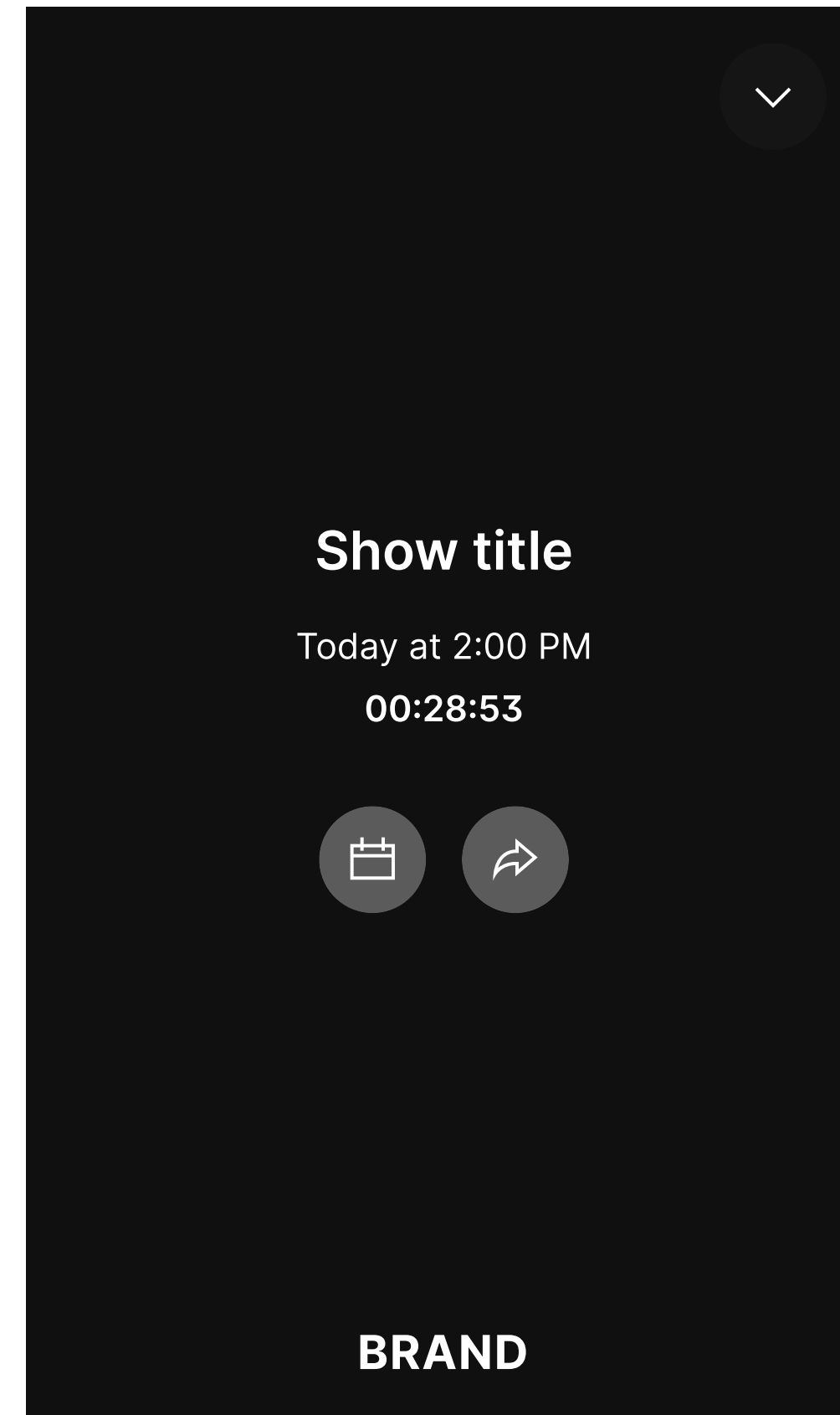
Logo

- Any shape that fits within 80x50 px
- The best option is a vector image (.svg)
- It can be any color, but a white logo without any background always looks good
- The placement of the logo changes when you upload an image to the curtain

Examples

BRAND brand *BRAND*

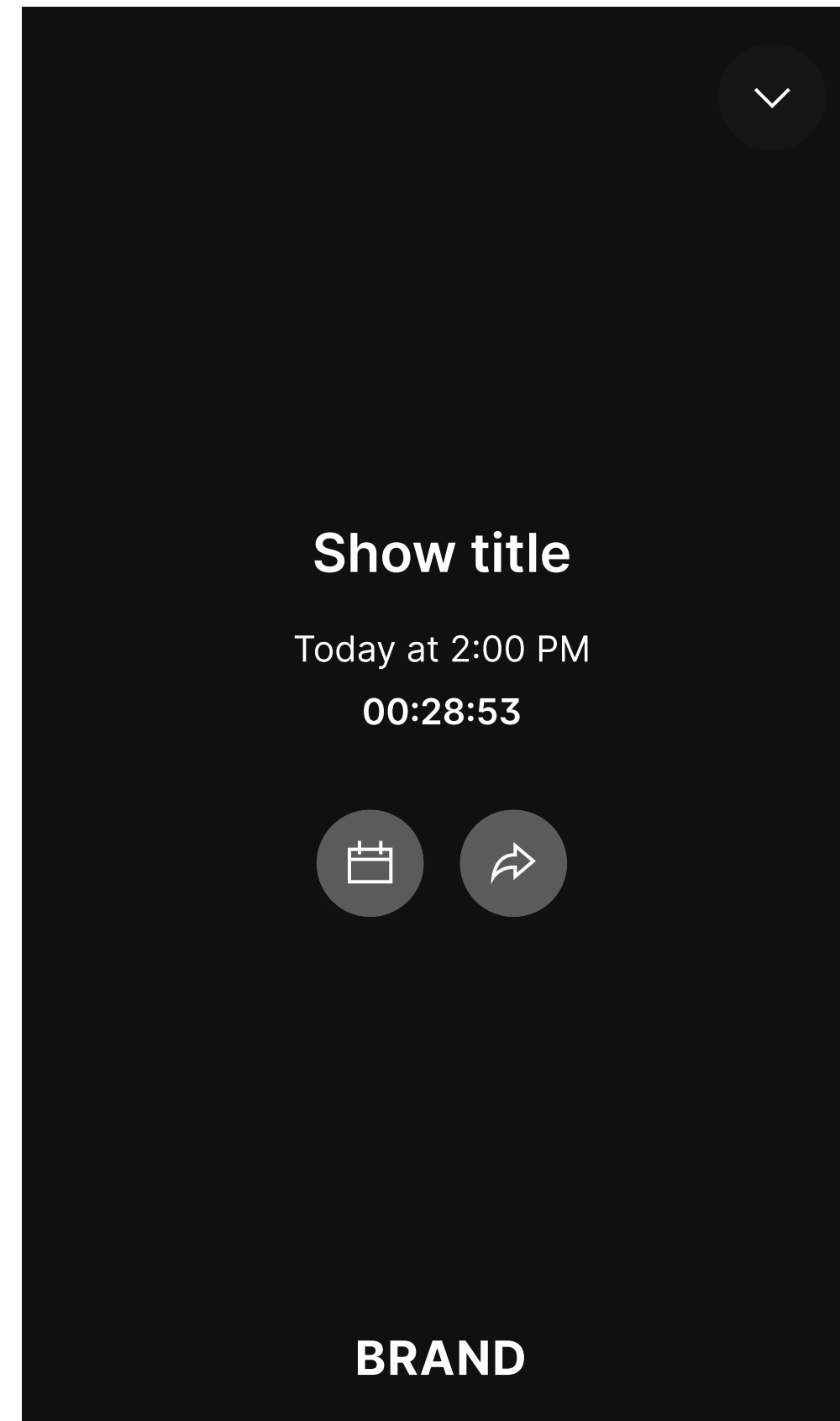
logo 



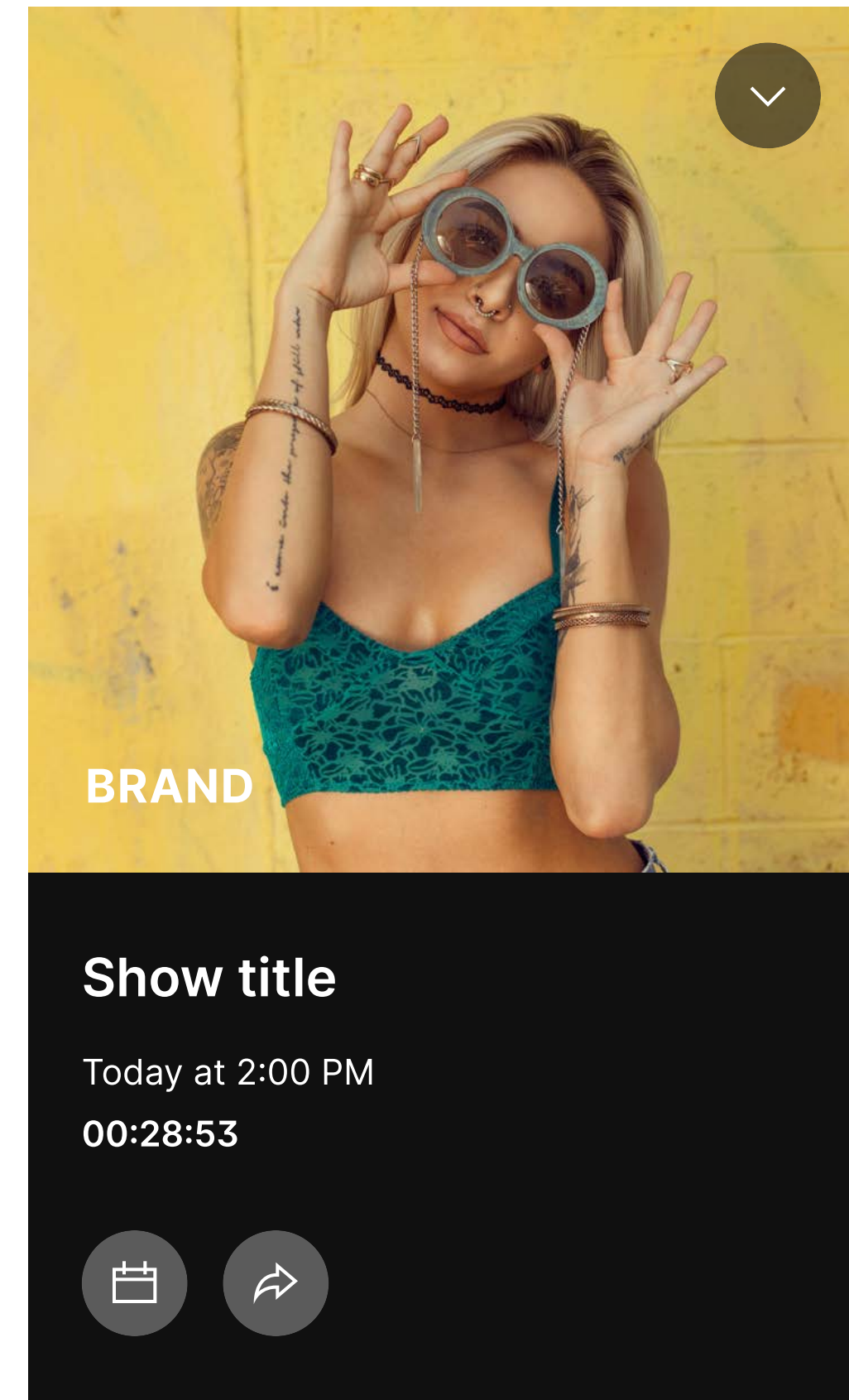
Before

Upload a default image for the **before** curtain. You can override this image later from the show settings.

Example:



without image

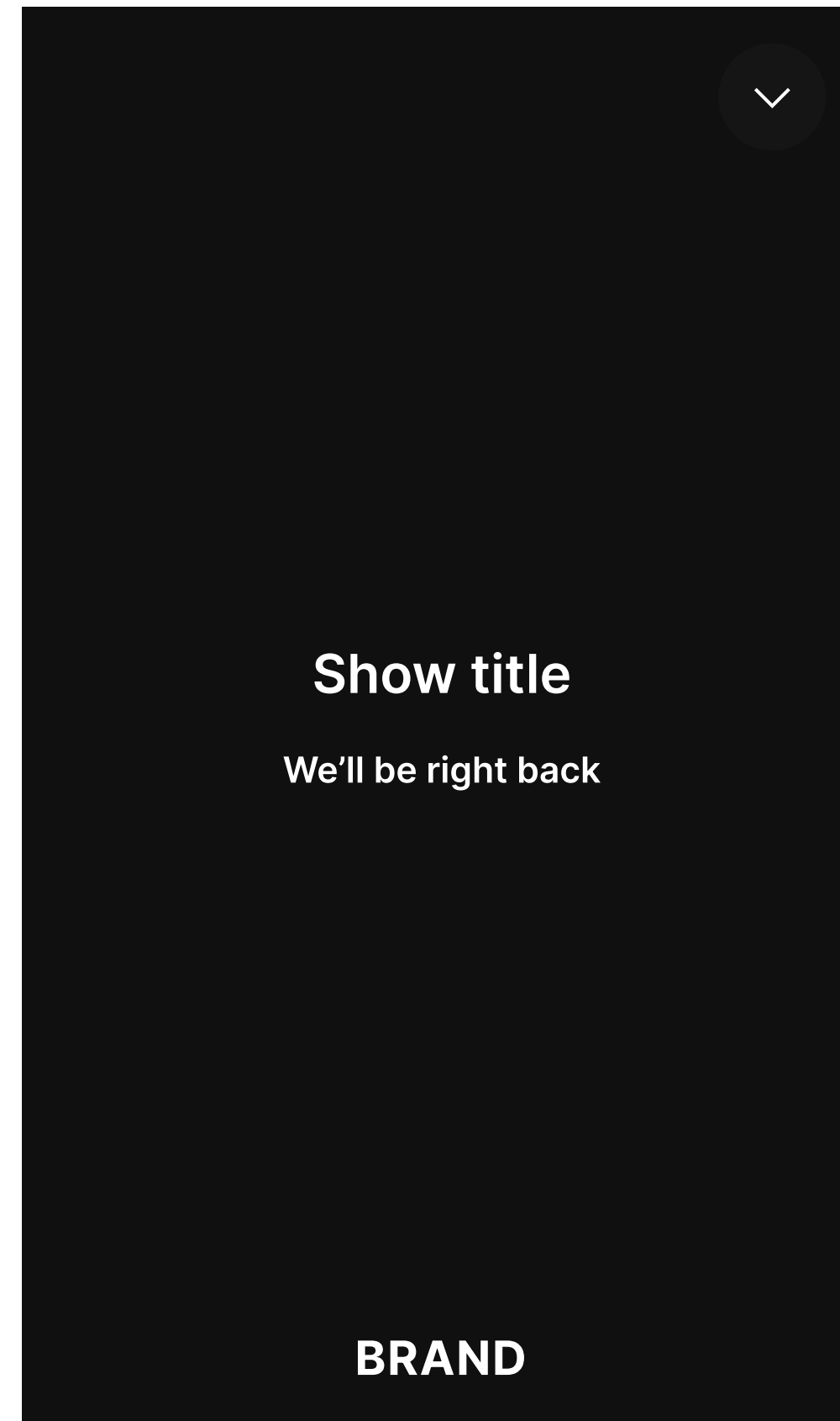


with image

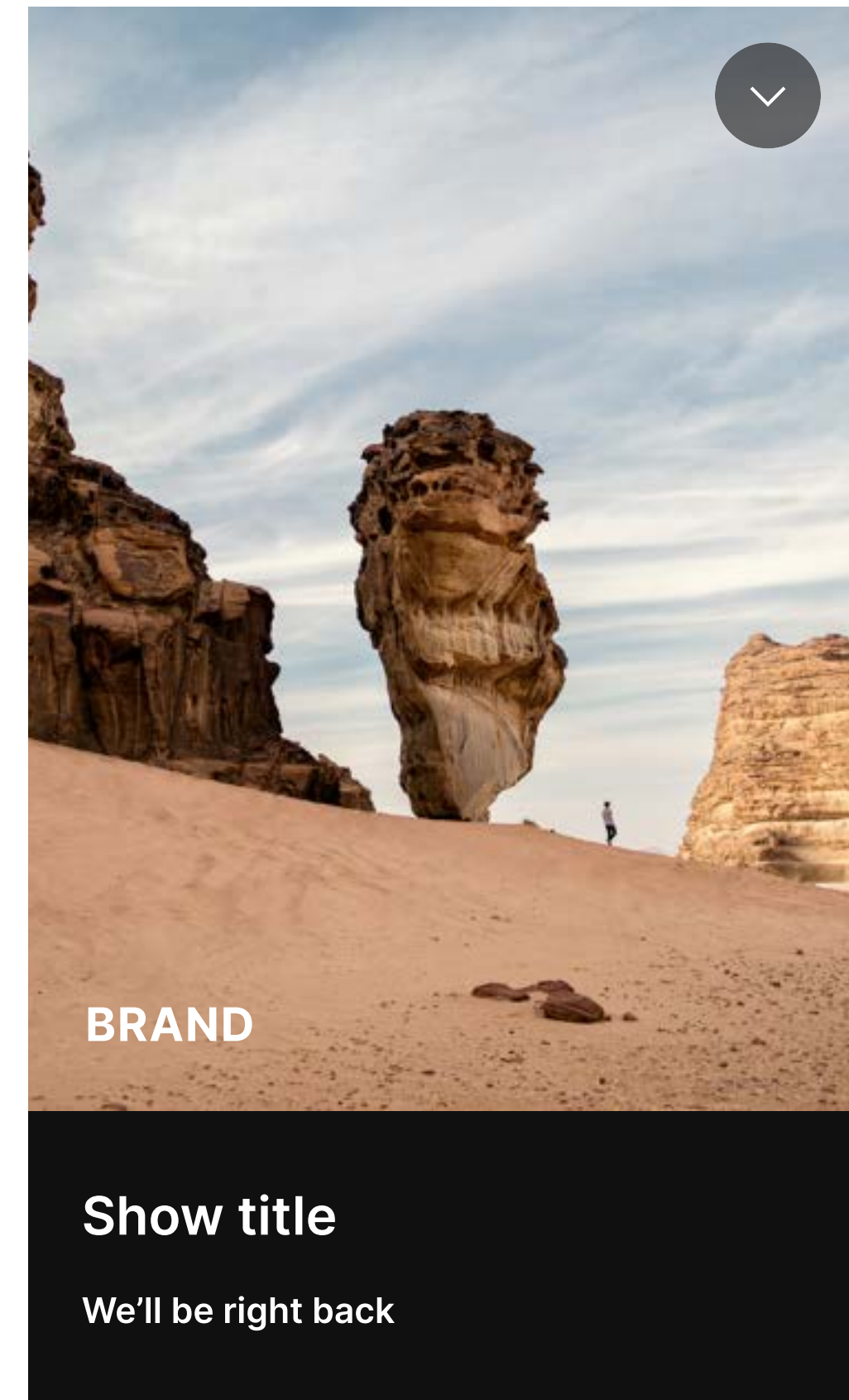
Pause

Upload a default image for the **pause** curtain. You can override this image later from the show settings.

Example:



without image

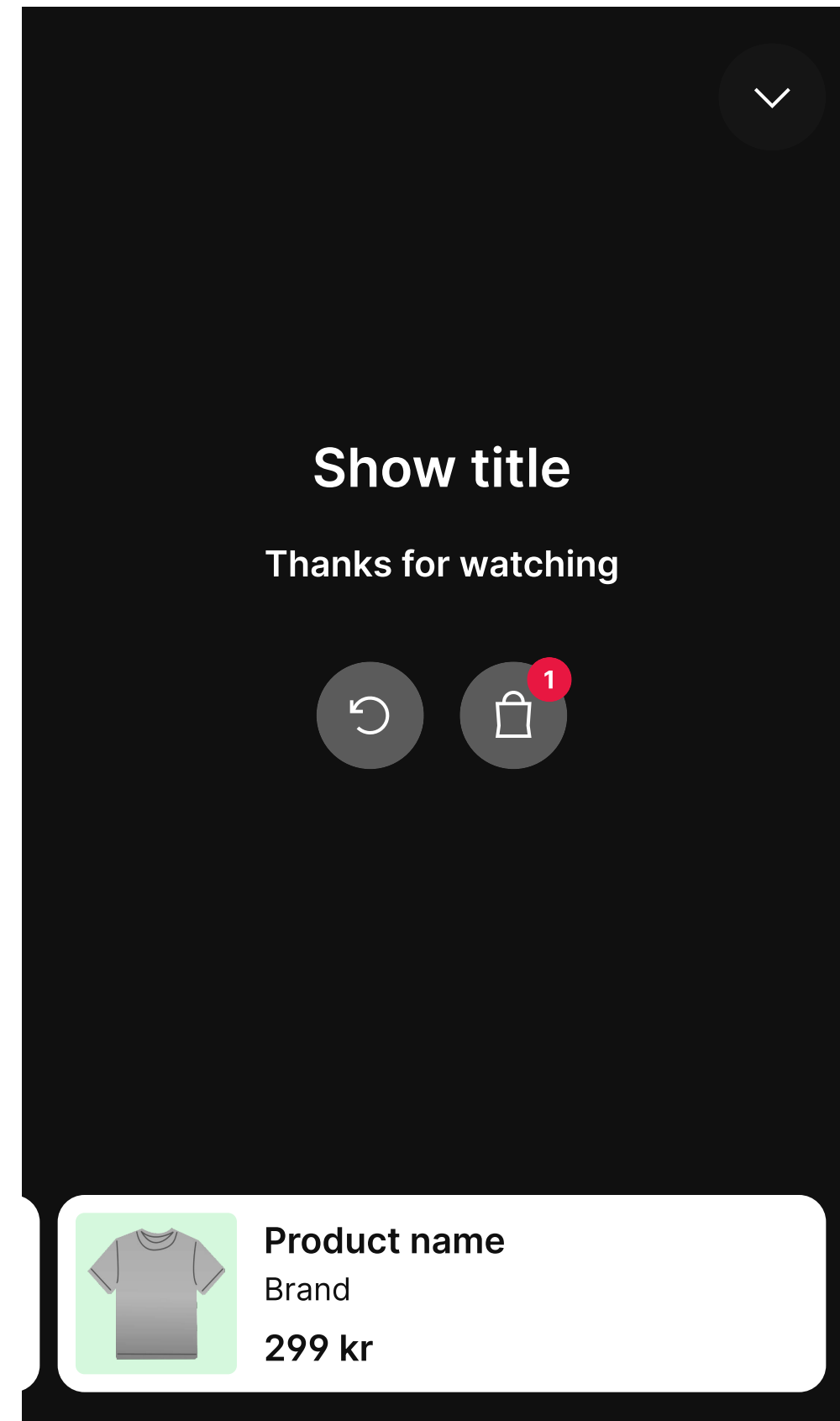


with image

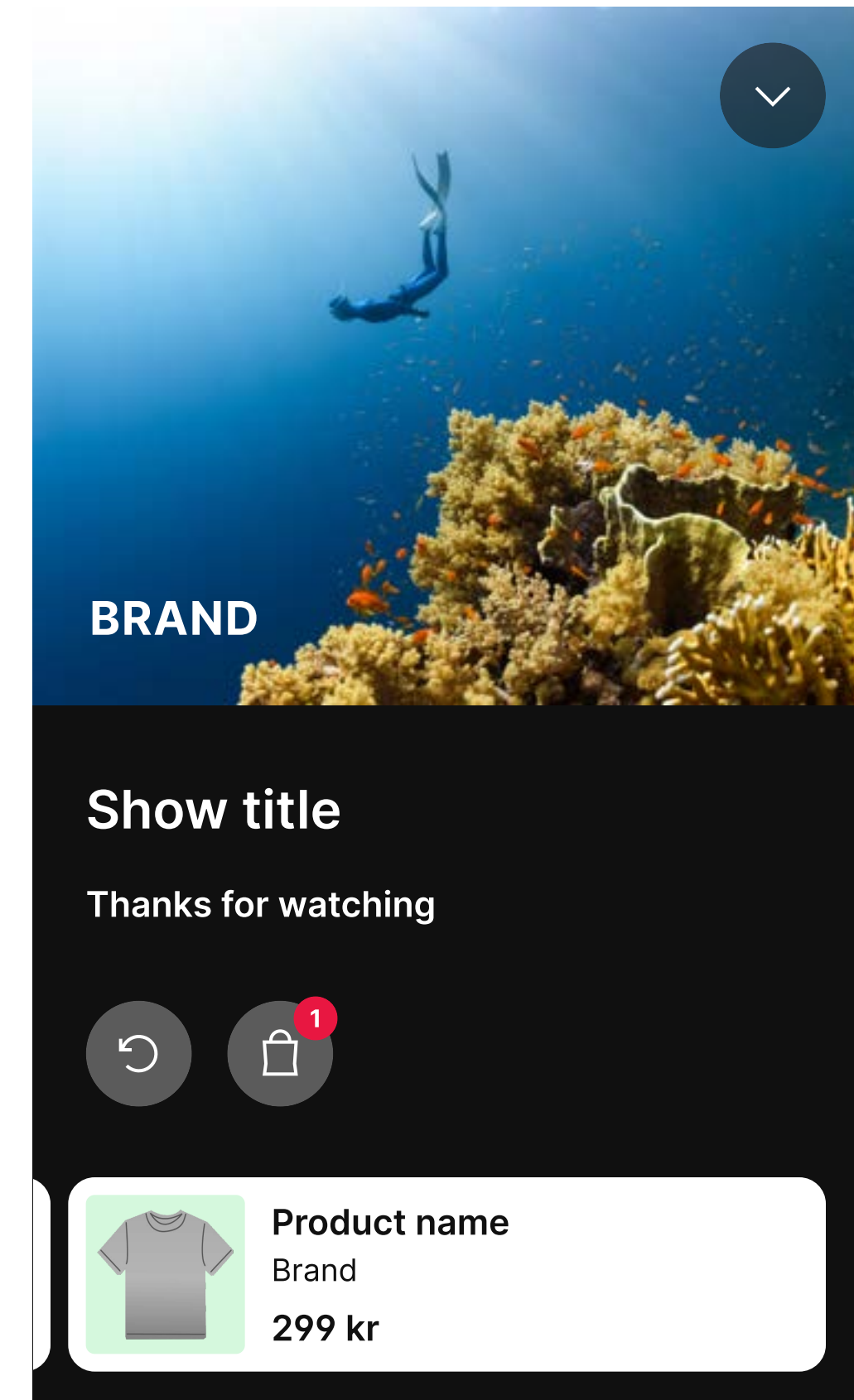
End

Upload a default image for the **end** curtain. You can override this image later from the show settings.

Example:



without image

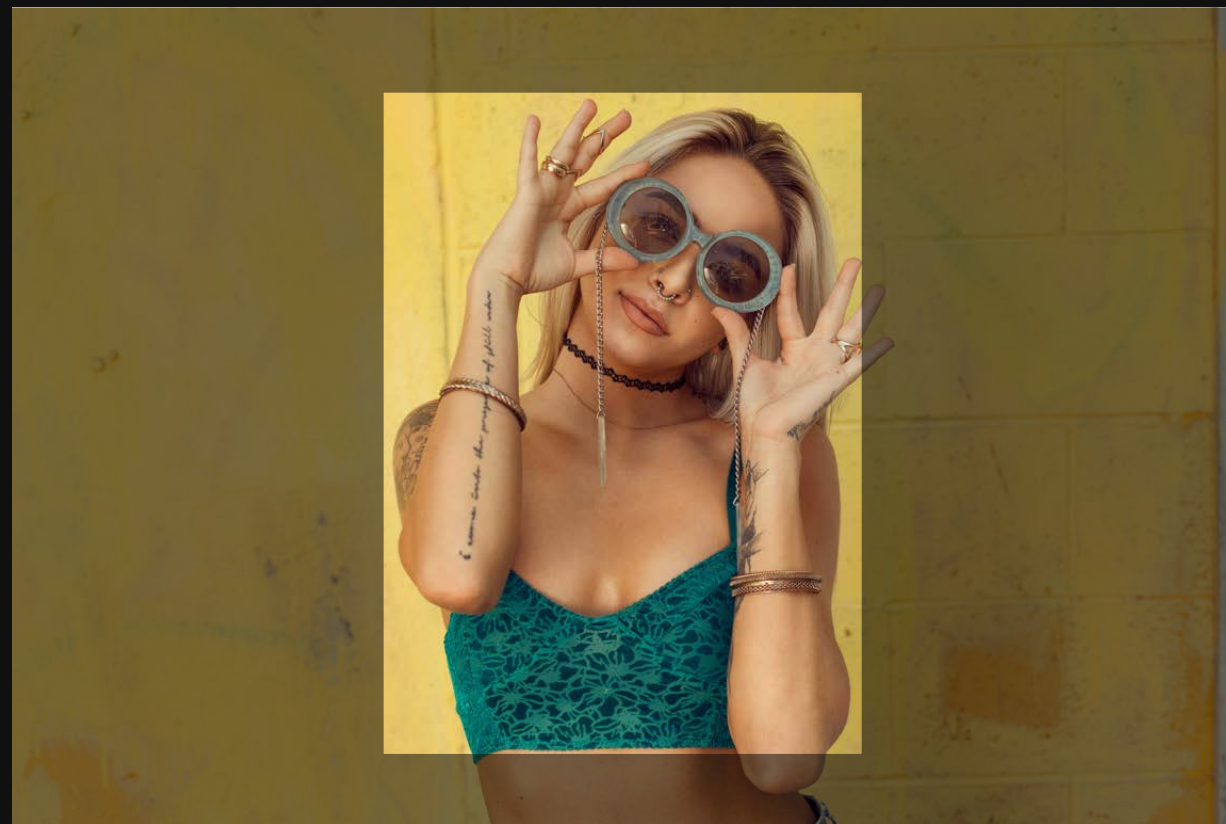


with image

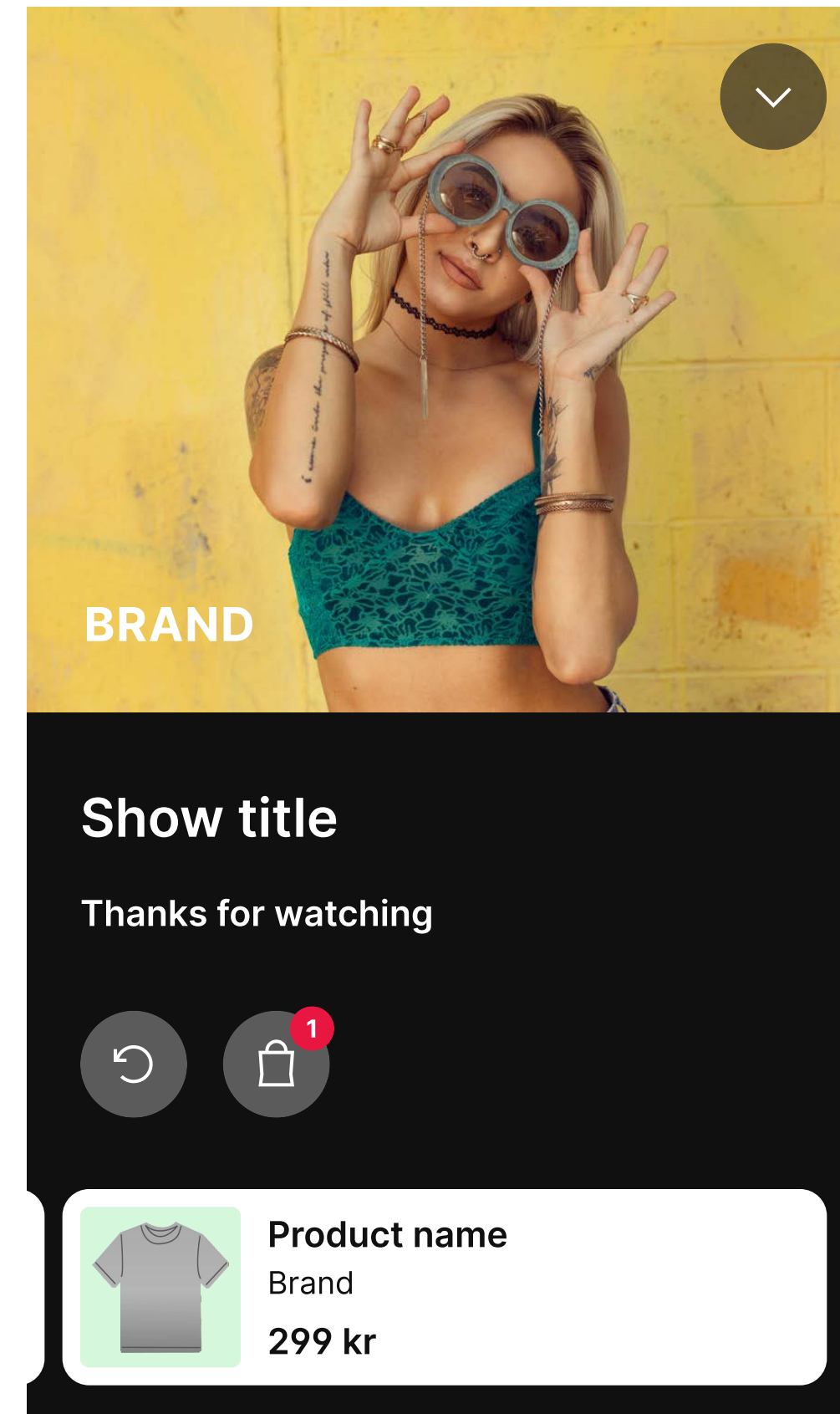
Images

- Ideal image ratio: 3:2 (landscape)
- Supported formats: png, jpg, gif
- Maximum 1.5 MB

Good example:



The middle of the image is a safe area and will never be cropped




narrow layout













Show title

Thanks for watching

↻

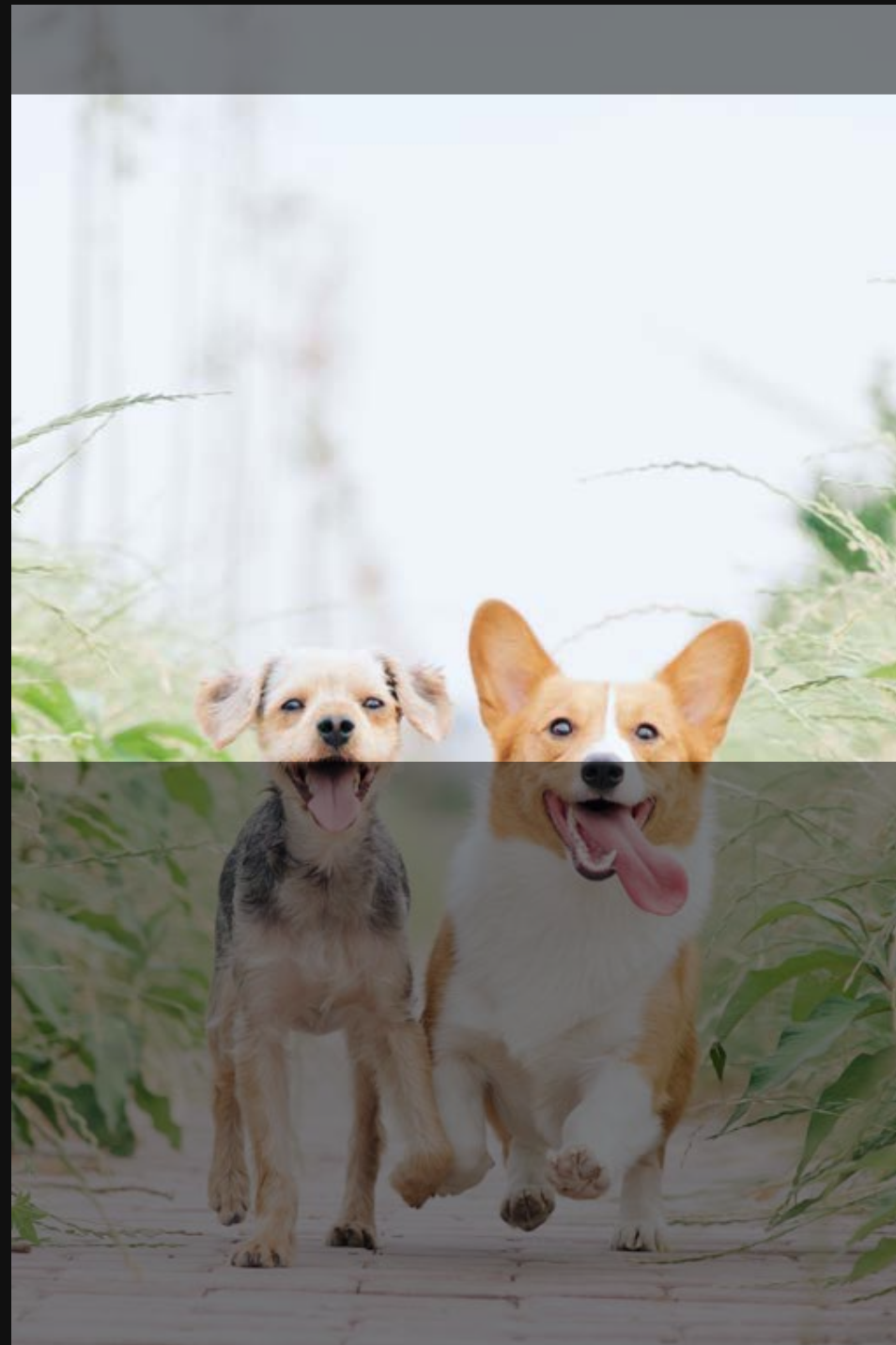
Timeline 

-  Brand
299 kr 
-  **Product name**
Brand
299 kr 
-  **Product name**
Brand
299 kr 
-  **Product name**
Brand
299 kr 
-  **Product name**
Brand
299 kr 

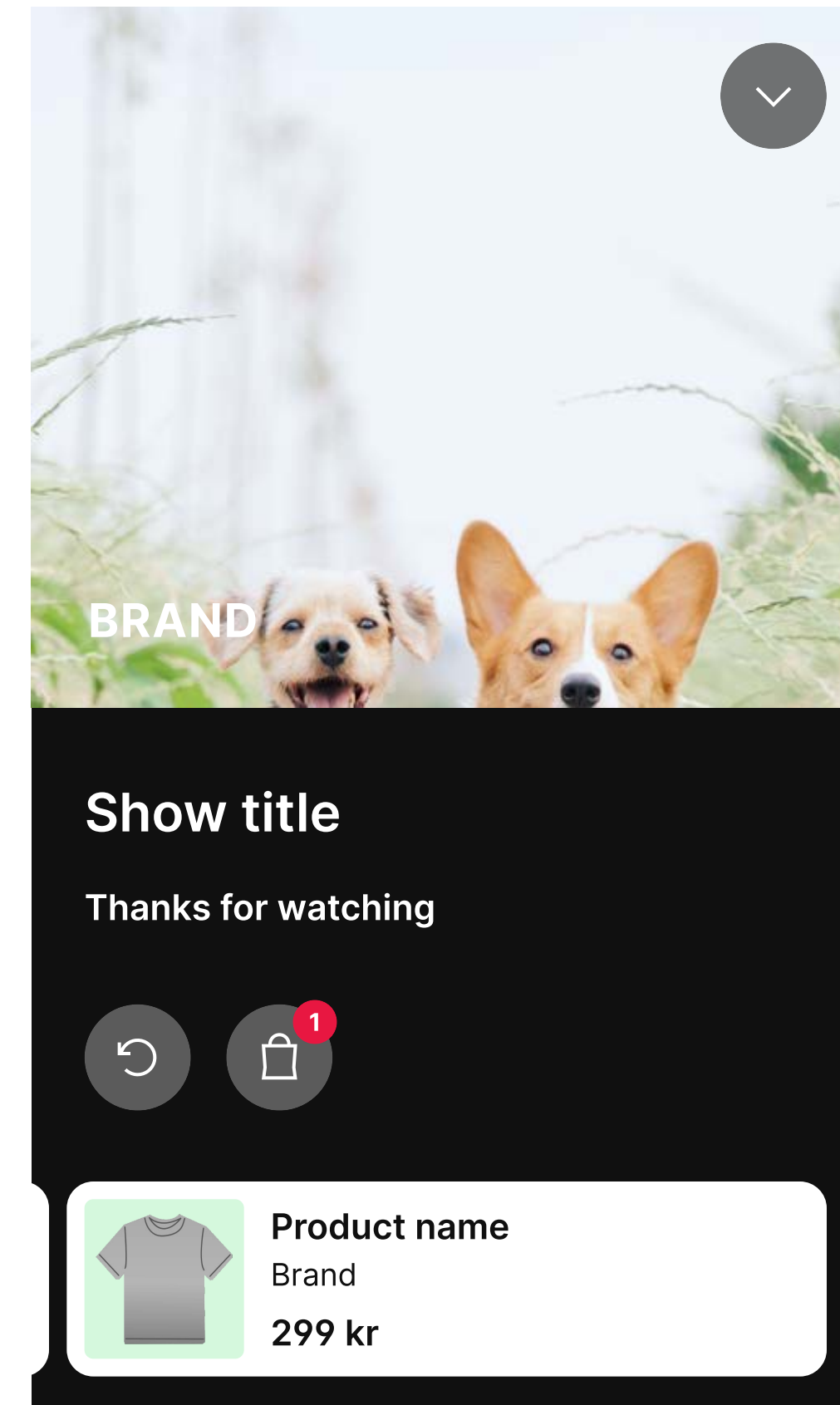
Good example image in wide layout

Images

Bad example:



Please notice that if you upload an image with portrait image dimensions, the bottom section will be cropped on some screens.




narrow layout













Show title

Thanks for watching

↺

Timeline 

-  Brand
299 kr 
-  **Product name**
Brand
299 kr 
-  **Product name**
Brand
299 kr 
-  **Product name**
Brand
299 kr 
-  **Product name**
Brand
299 kr 

Bad example image in wide layout

Inverted

Inverted is used for text, icons, labels and selected states on pickers.

We advice you to choose black or a dark grey for highest readability.

Keep contrast to white at minimum 4.5:1 for accessibility

Value you can override:

- Inverted #1D1D1D



● inverted →

Product name

199 kr

Brand

~~299 kr~~

● inverted →

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

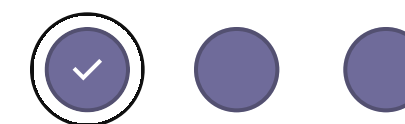
● inverted →

▶ Shown at 01:53

● inverted →

Color Purple

● inverted →



● inverted →

Size

Small Medium Large

Buy

Product details +

Inverted subdued

Inverted subdued is used for text on disabled states.

Keep contrast to white at minimum 4.5:1 for accessibility

Value you can override:

- Inverted subdued #757575

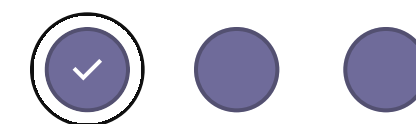


Product name **199 kr**
Brand ~~299 kr~~

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

▶ Shown at 01:53

Color Purple



Size

Small Medium Large ← inverted subdued

Buy

Product details +

Inverted soft

Inverted soft is used for borders on buttons and pickers.

Keep contrast to white at minimum 3:1 for accessibility

Value you can override:

- Inverted soft #949494



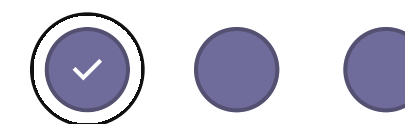
Product name **199 kr**
Brand ~~299 kr~~

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

● inverted soft →

▶ Shown at 01:53

Color Purple



Size

Small Medium Large ←

● inverted soft

Buy

Product details +

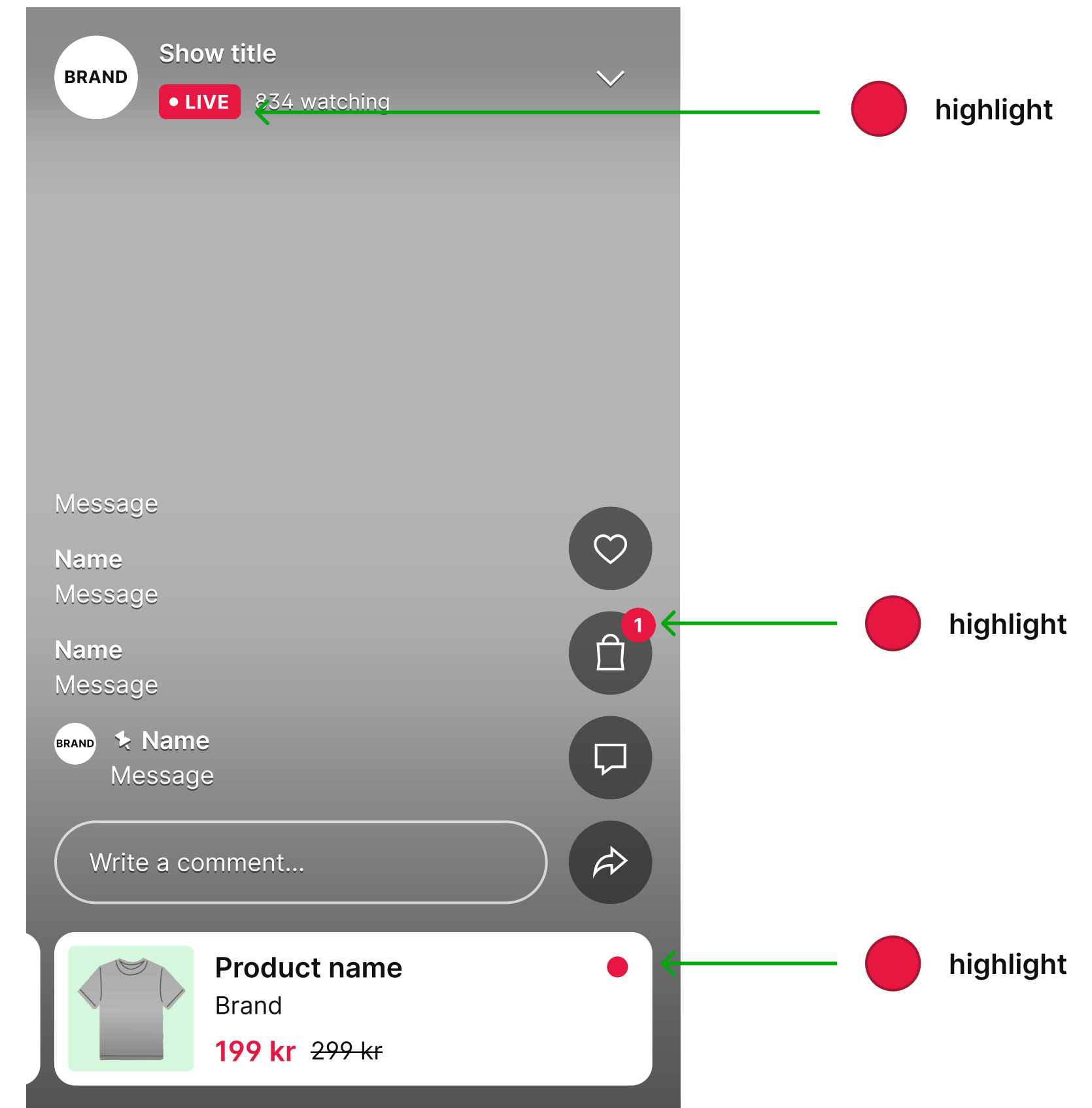
Highlight

Highlight is used to indicate that something is important or happening right now.

Keep contrast to white at minimum 4.5:1 for accessibility

Value you can override:

- Highlight #E81741



Discount

Discount is used for discount prices.

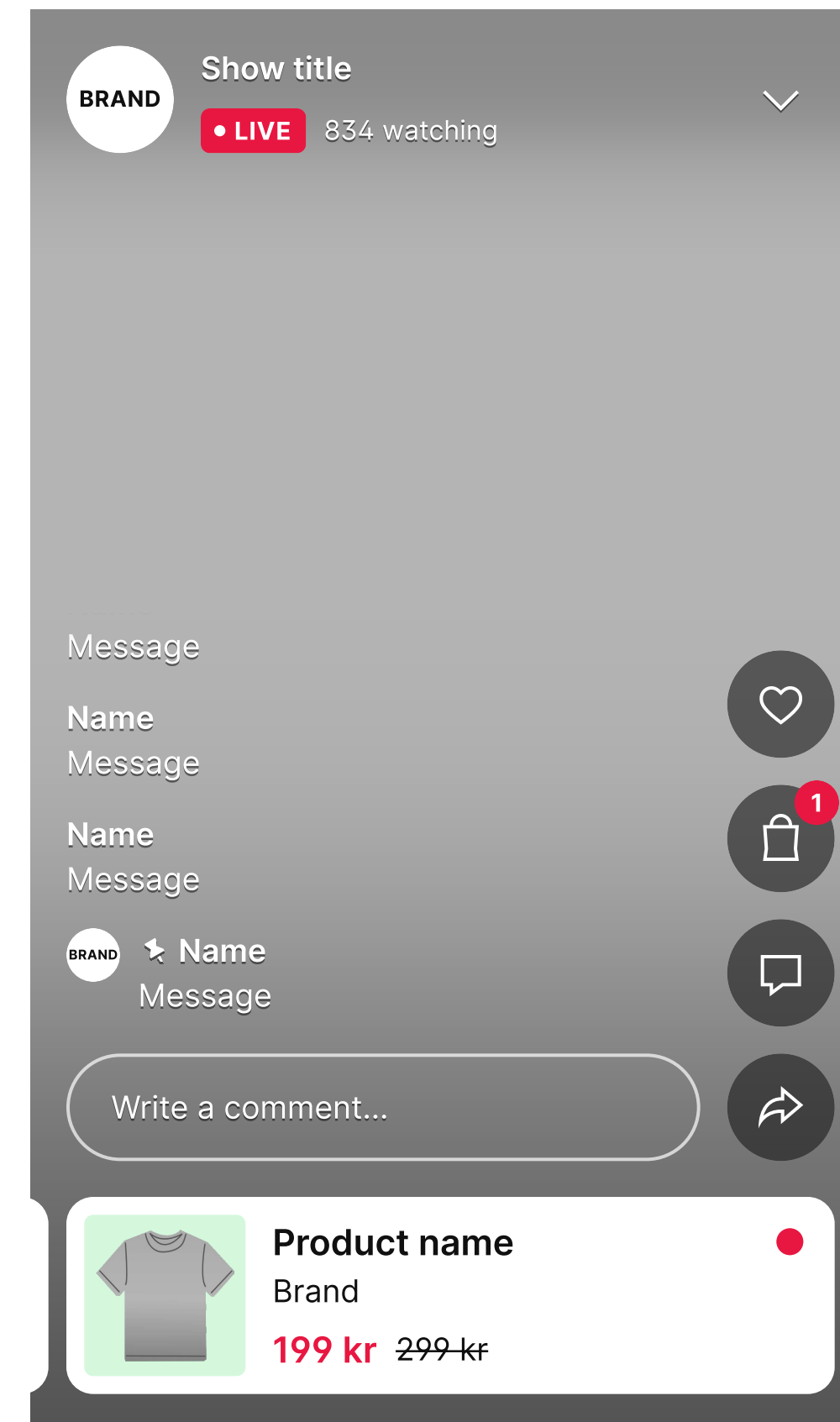
Keep contrast to white at minimum 4.5:1 for accessibility

Note that prices can only be displayed if you have full integration.

Value you can override:

- Discount #E81741

● discount →



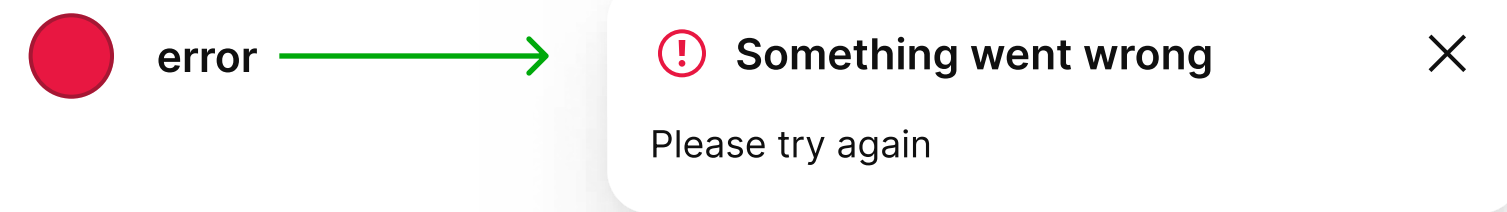
Error

Error is used to indicate that something went wrong.

Keep contrast to white at minimum 4.5:1 for accessibility

Value you can override:

- Error #E81741



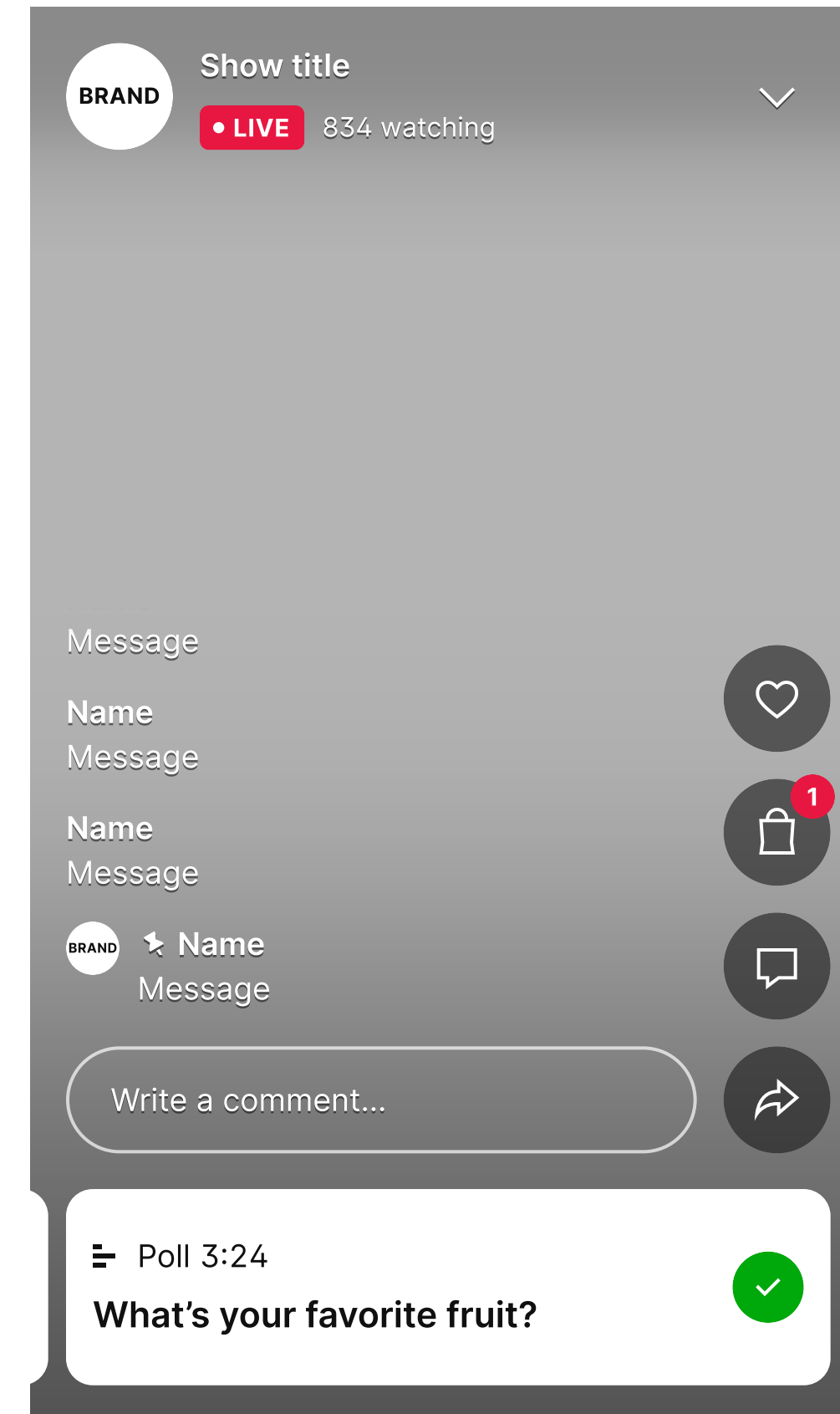
Success

Success is used to indicate that something went right.

Keep contrast to white at minimum 4.5:1 for accessibility

Value you can override:

- Success #E81741



← ● success

Poll

Poll is a decorative color.

Keep contrast to Dark grey at minimum 4.5:1 for accessibility

Value you can override:

- Poll #E81741



poll



🕒 00:16

Question?

Option 4	50%
Option 1	✓ 20%
Option 2	20%
Option 3	10%

100 votes

Typography styles

- You can not change where a specific typography style is applied in the player
- For quick editing, you can choose to set one font family (=one font file) for all the typography styles
- Font files should be in woff2 and include the weight in the file name
- We recommend that you keep to one or two font families
- Please make sure at least one of the font families is UI friendly and easily readable in small sizes

Example:

Inter-Regular.woff2

Inter-Medium.woff2

Inter-Bold.woff2

Heading-10

Title-30

Title-20

Title-10

Price-30

Price-20

~~Originalprice-30~~

~~Originalprice-20~~

Body-30

Body-20

Body-10

Label-20

LABEL-10

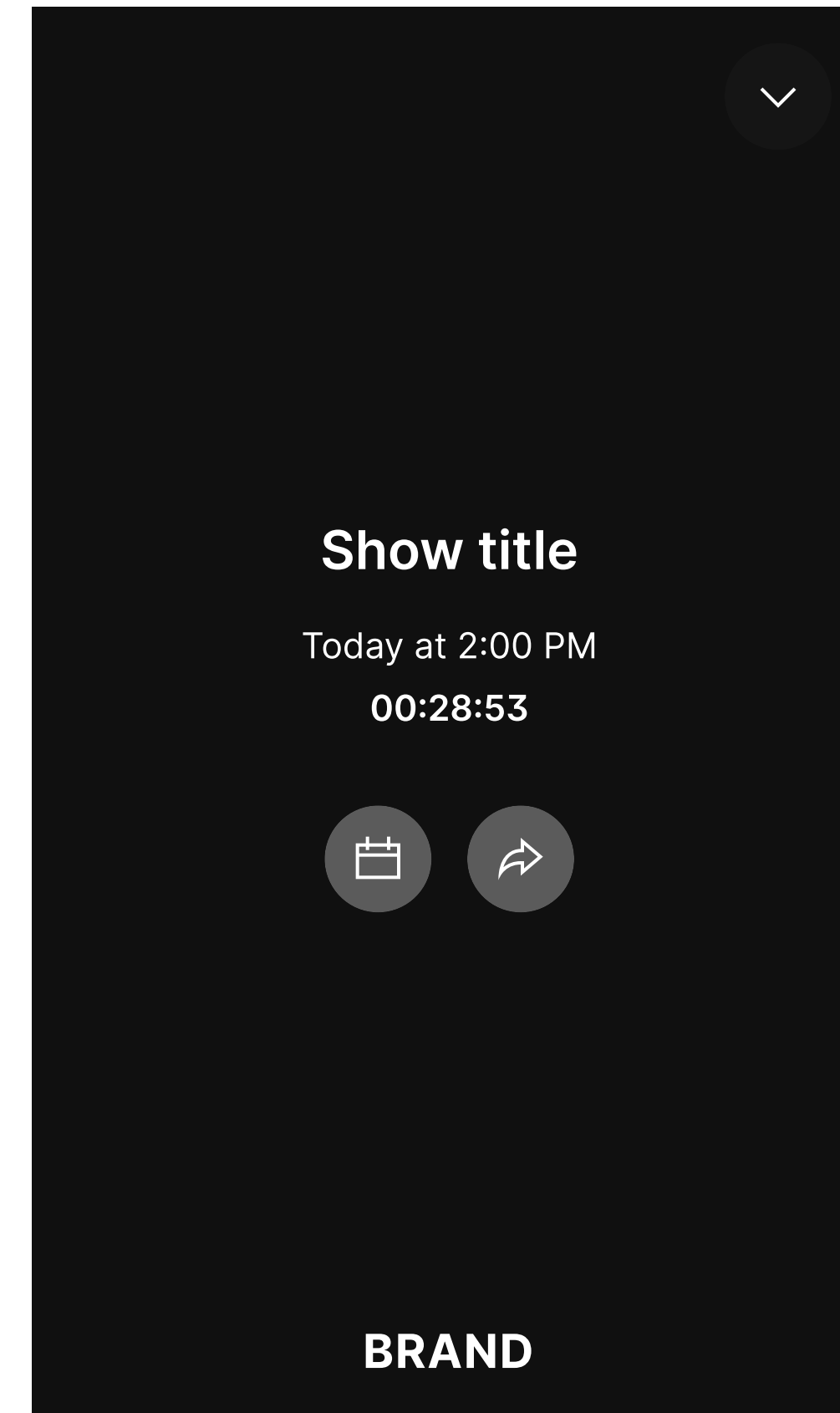
Heading-10

Heading-10 is applied on the video name on curtains. It's the biggest style and you can use a decorative font family that expresses your brand.

Values you can override:

- Font family Inter
- Font size 24px
- Font style normal
- Font weight 600
- Letter spacing normal
- Line heigh 32 px
- Text transform none

Heading-10 



Title-30

Title-30 is applied to the product name on PDP, the question of a poll, and title of sheets where you can view the cart and select size.

Values you can override:

- Font family Inter
- Font size 20px
- Font style normal
- Font weight 600
- Letter spacing normal
- Line height 28 px
- Text transform none



Title-30 →

Product name

199 kr

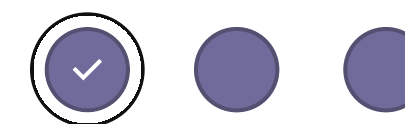
Brand

~~299 kr~~

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

▶ Shown at 01:53

Color Purple



Size

Small

Medium

Large

Buy

Product details

+

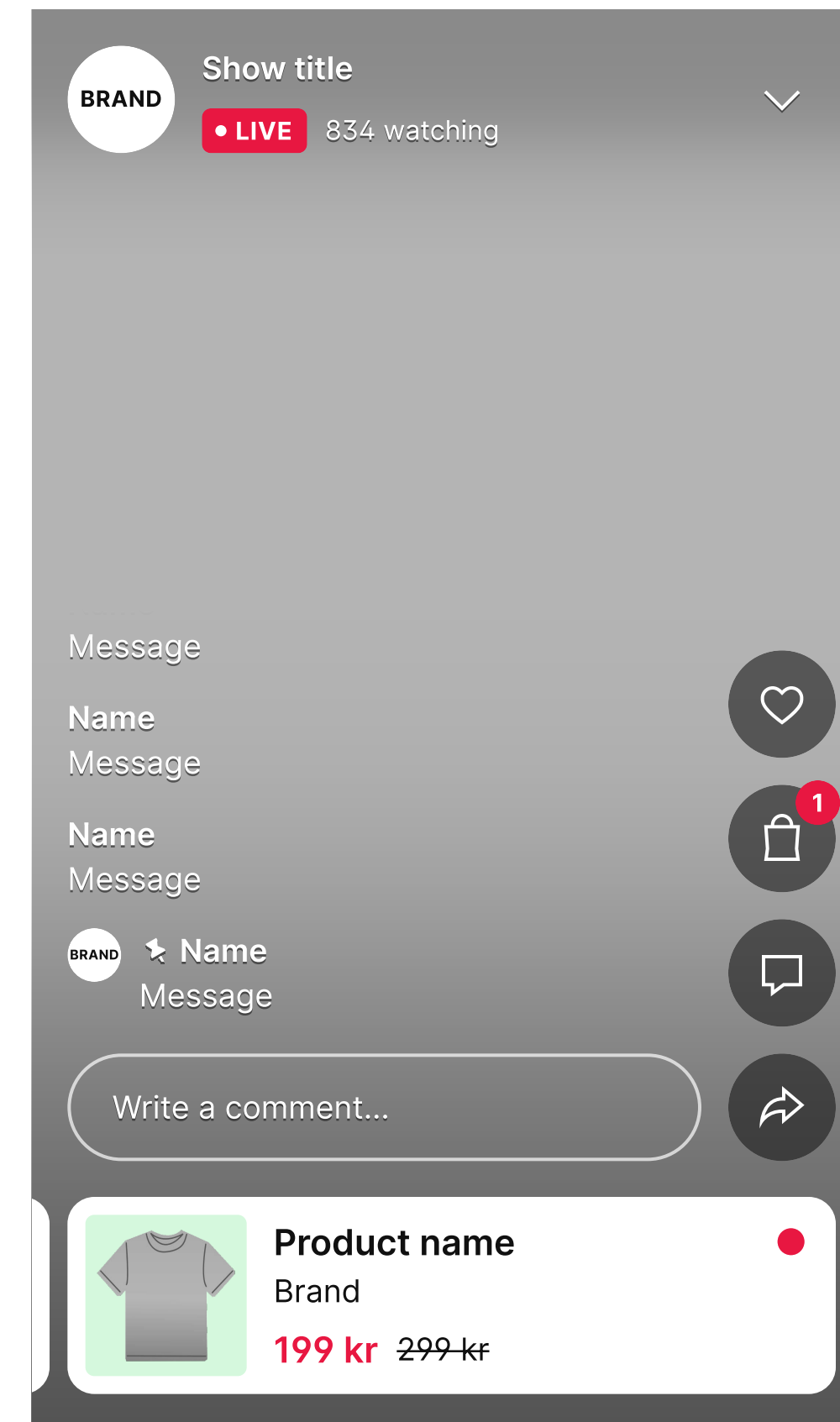
Title-20

Title-20 is applied to all product names on product highlights, cart items, list items and for time left on curtains. It's the most commonly used title style in the player.

Values you can override:

- Font family Inter
- Font size 16px
- Font style normal
- Font weight 600
- Letter spacing normal
- Line height 24 px
- Text transform none

Title-20 →



Title-10

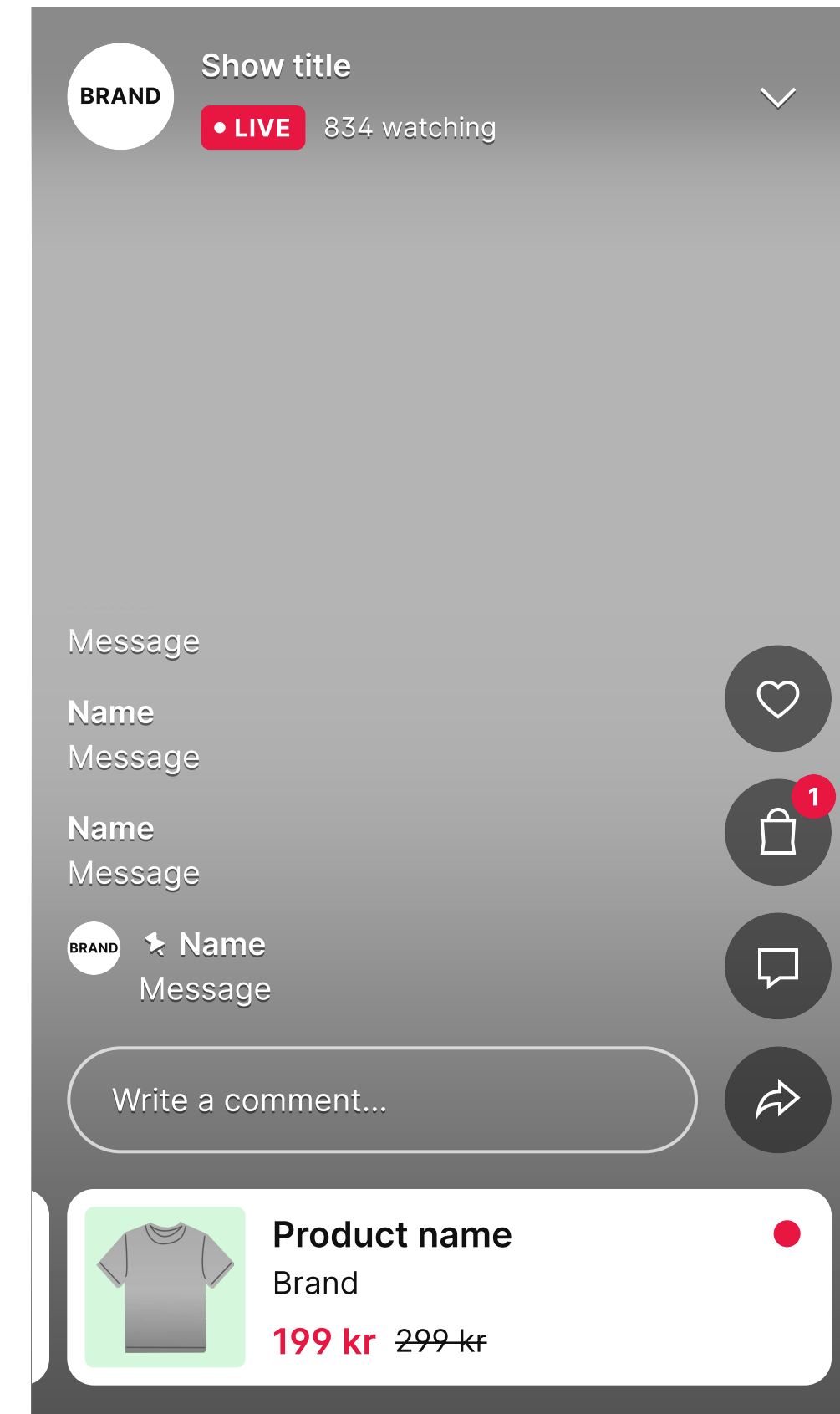
Title-10 is applied to chat names and to the title of the video in the top left corner.

Values you can override:

- Font family Inter
- Font size 14px
- Font style normal
- Font weight 600
- Letter spacing normal
- Line heigh 20 px
- Text transform none

Title-10 →

Title-10 →



Price-30

Price-30 is applied to the price of the product on the PDP.

Note that prices can only be displayed if you have full integration.

Values you can override:

- Font family Inter
- Font size 20px
- Font style normal
- Font weight 600
- Letter spacing normal
- Line heigh 28 px
- Text transform none



Product name

199 kr

← Price-30

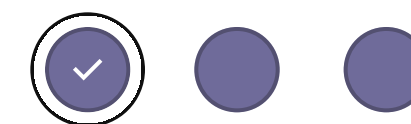
Brand

~~299 kr~~

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

▶ Shown at 01:53

Color Purple



Size

Small Medium Large

Buy

Product details

+

Price-20

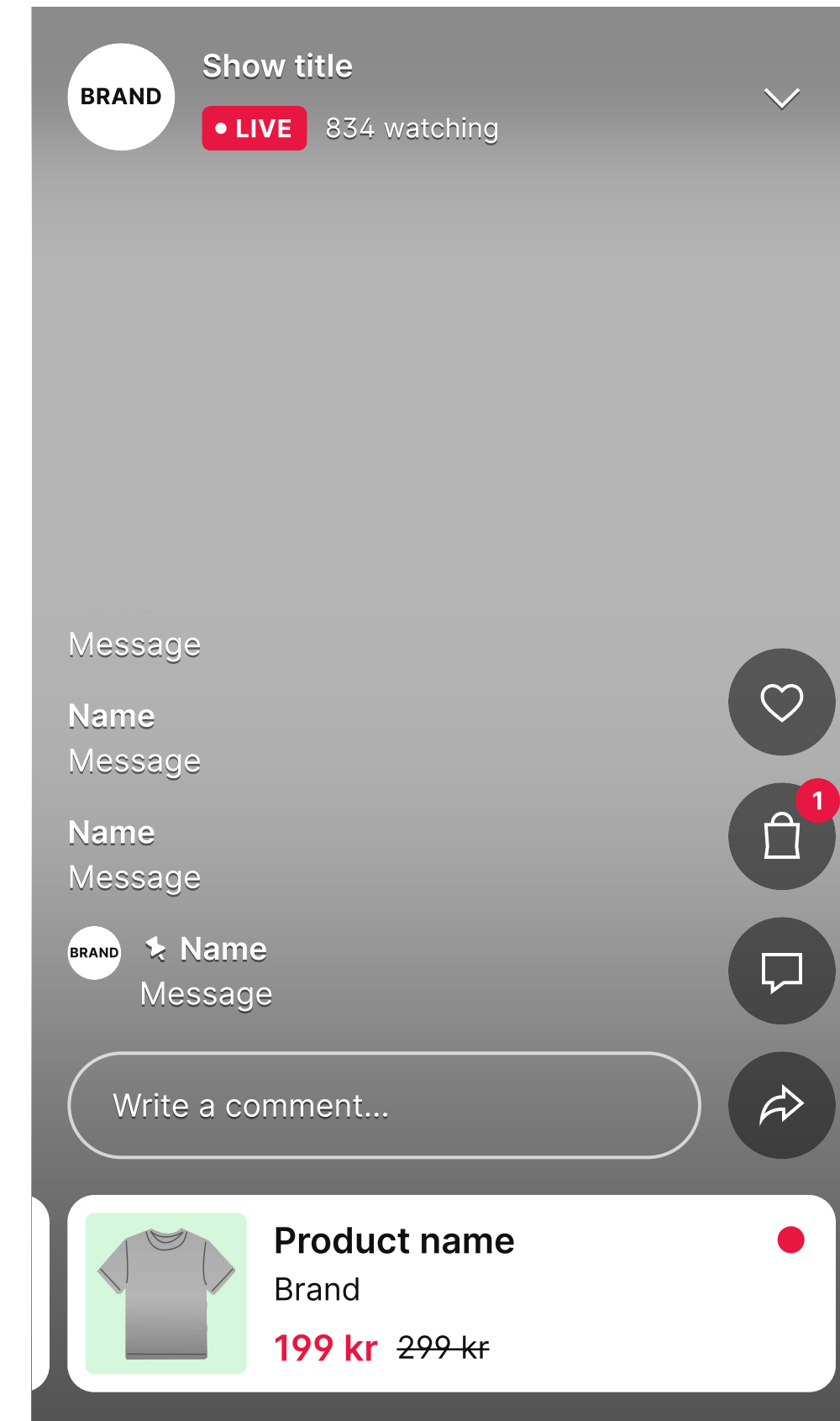
Price-20 is applied to prices of products on product highlights, cart items and list items.

Note that prices can only be displayed if you have full integration.

Values you can override:

- Font family Inter
- Font size 16px
- Font style normal
- Font weight 600
- Letter spacing normal
- Line heigh 24 px
- Text transform none

Price-20 →



Originalprice-30

Originalprice-30 is applied to the original price of the product on the PDP.

It always has a strike over it.

Note that prices can only be displayed if you have full integration.

Values you can override:

- Font family Inter
- Font size 16px
- Font style normal
- Font weight 400
- Letter spacing normal
- Line heigh 24 px
- Text transform none



Product name

Brand

199 kr

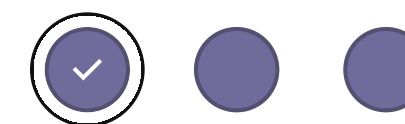
~~299 kr~~

← Originalprice-30

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

▶ Shown at 01:53

Color Purple



Size

Small

Medium

Large

Buy

Product details

+

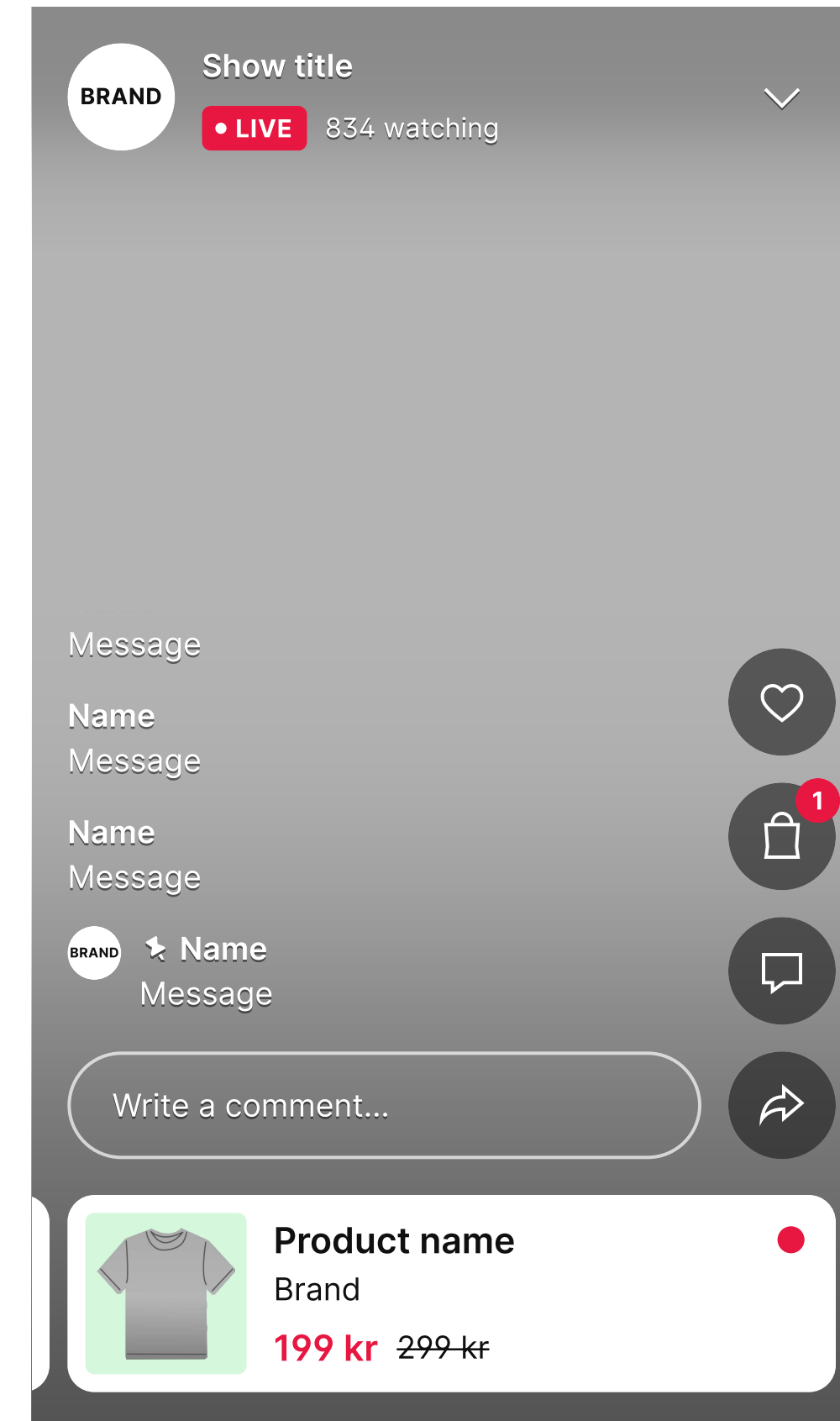
Originalprice-20

Originalprice-20 is applied to the original price of products on product highlights, cart items and list items.

Note that prices can only be displayed if you have full integration.

Values you can override:

- Font family Inter
- Font size 14px
- Font style normal
- Font weight 400
- Letter spacing normal
- Line heigh 20 px
- Text transform none



← Originalprice-20

Body-30

Body-30 is applied wherever the body needs to be slightly bigger than the default. For example it's applied to the date on curtains, chat terms, and for the brand name and introduction on the PDP.

Values you can override:

- Font family Inter
- Font size 16px
- Font style normal
- Font weight 400
- Letter spacing normal
- Line heigh 24 px
- Text transform none



Body-30 →

Product name

199 kr

Brand

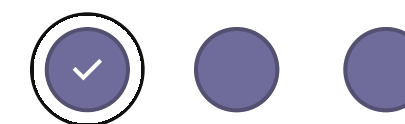
~~299 kr~~

Body-30 →

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

▶ Shown at 01:53

Color Purple



Size

Small

Medium

Large

Buy

Product details

+

Body-20

Body-20 is the main body font used in the player. Choose a legible font that is easy to read and make sure it's not too small.

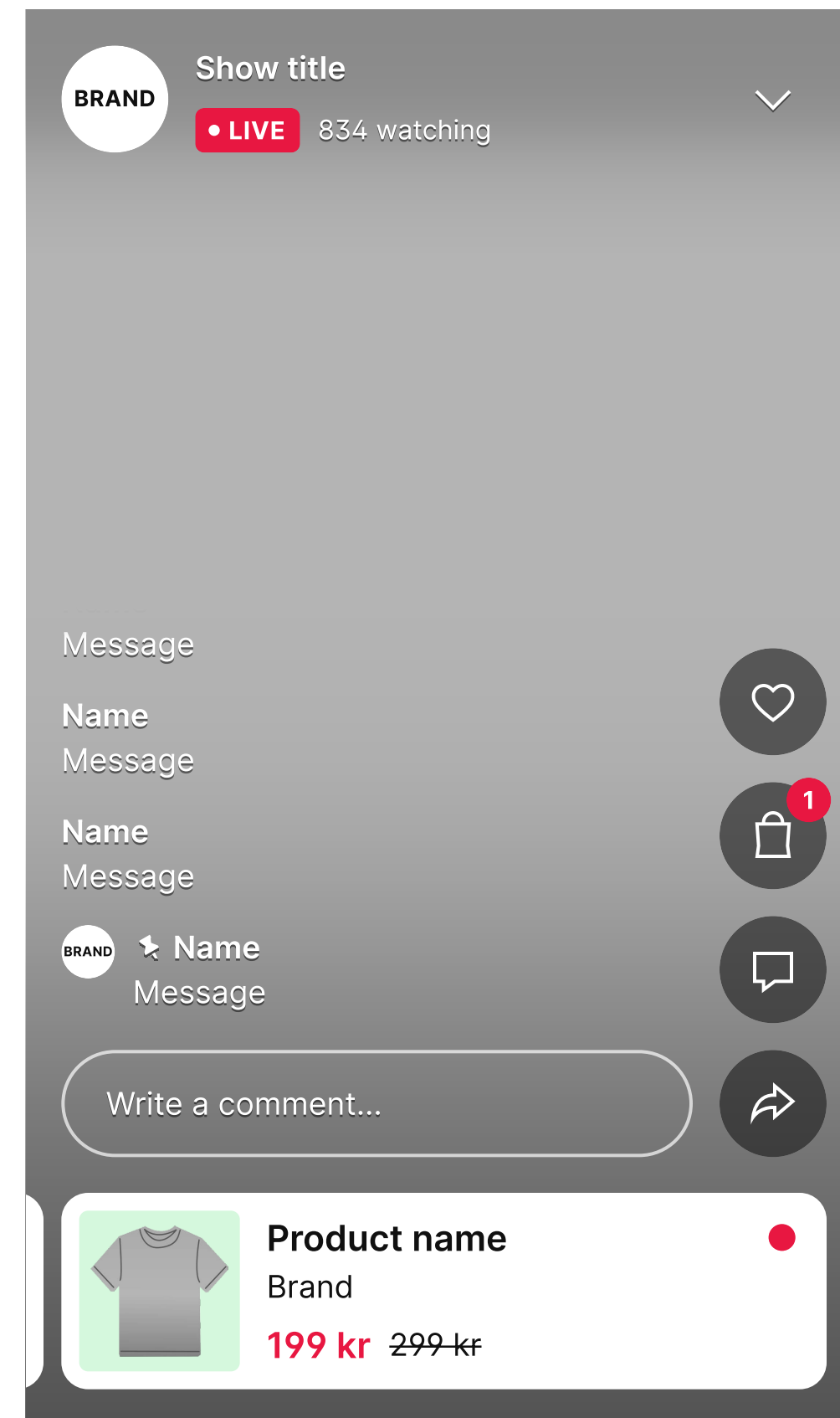
For example it's applied to chat messages, brand names for products on product highlights, cart items and list items.

Values you can override:

- Font family Inter
- Font size 14px
- Font style normal
- Font weight 400
- Letter spacing normal
- Line heigh 20 px
- Text transform none

Body-20 →

Body-20 →

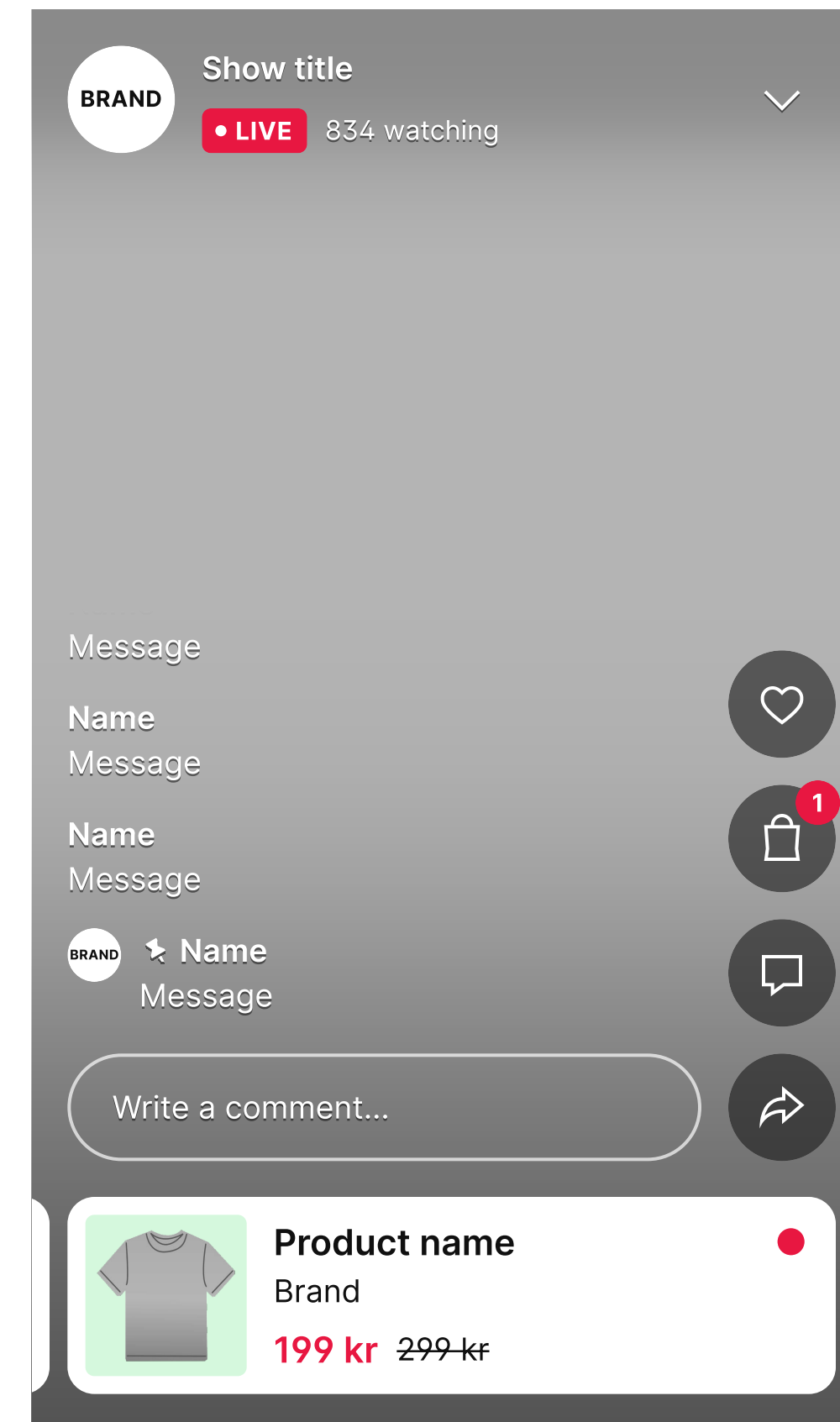


Body-10

Body-10 is applied to very few things. It will say how many shoppers are watching the video live and for the input field when they choose their chat name.

Values you can override:

- Font family Inter
- Font size 12px
- Font style normal
- Font weight 400
- Letter spacing normal
- Line height 16px
- Text transform none



← Body-10

Label-20

Label-20 is applied to the cta button, radio button and pickers for size and color.

Labels are always placed within boxes. If you choose a font that is not designed for digital user interfaces it can look like the label sits too high or too low within the box. If this happens, choose another font family.

Values you can override:

- Font family Inter
- Font size 16px
- Font style normal
- Font weight 600
- Letter spacing normal
- Line height 24px
- Text transform none



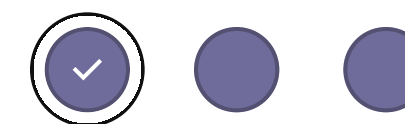
Product name **199 kr**
Brand ~~299 kr~~

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Label-20 →

▶ Shown at 01:53

Color Purple



Size

Label-20 →

Small Medium Large

Label-20 →

Buy

Product details +

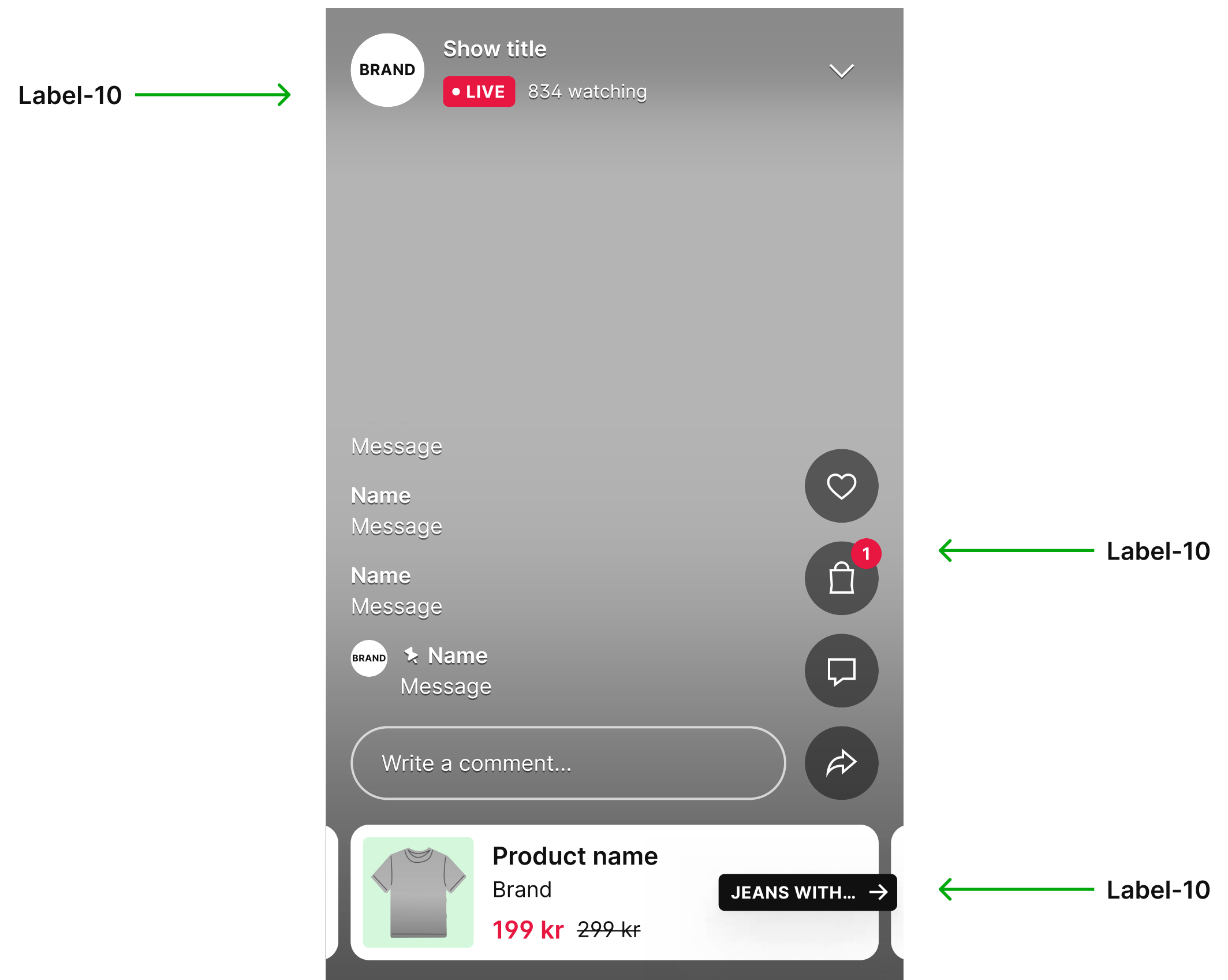
Label-10

Label-10 is applied to badges that indicate that the video is live, that the shopper has items in their cart and that a new product is highlighted.

Labels are always placed within boxes. If you choose a font that is not designed for digital user interfaces it can look like the label sits too high or too low within the box. If this happens, choose another font family.

Values you can override:

- Font family Inter
- Font size 11px
- Font style normal
- Font weight 600
- Letter spacing 0.03em
- Line heigh 16 px
- Text transform uppercase

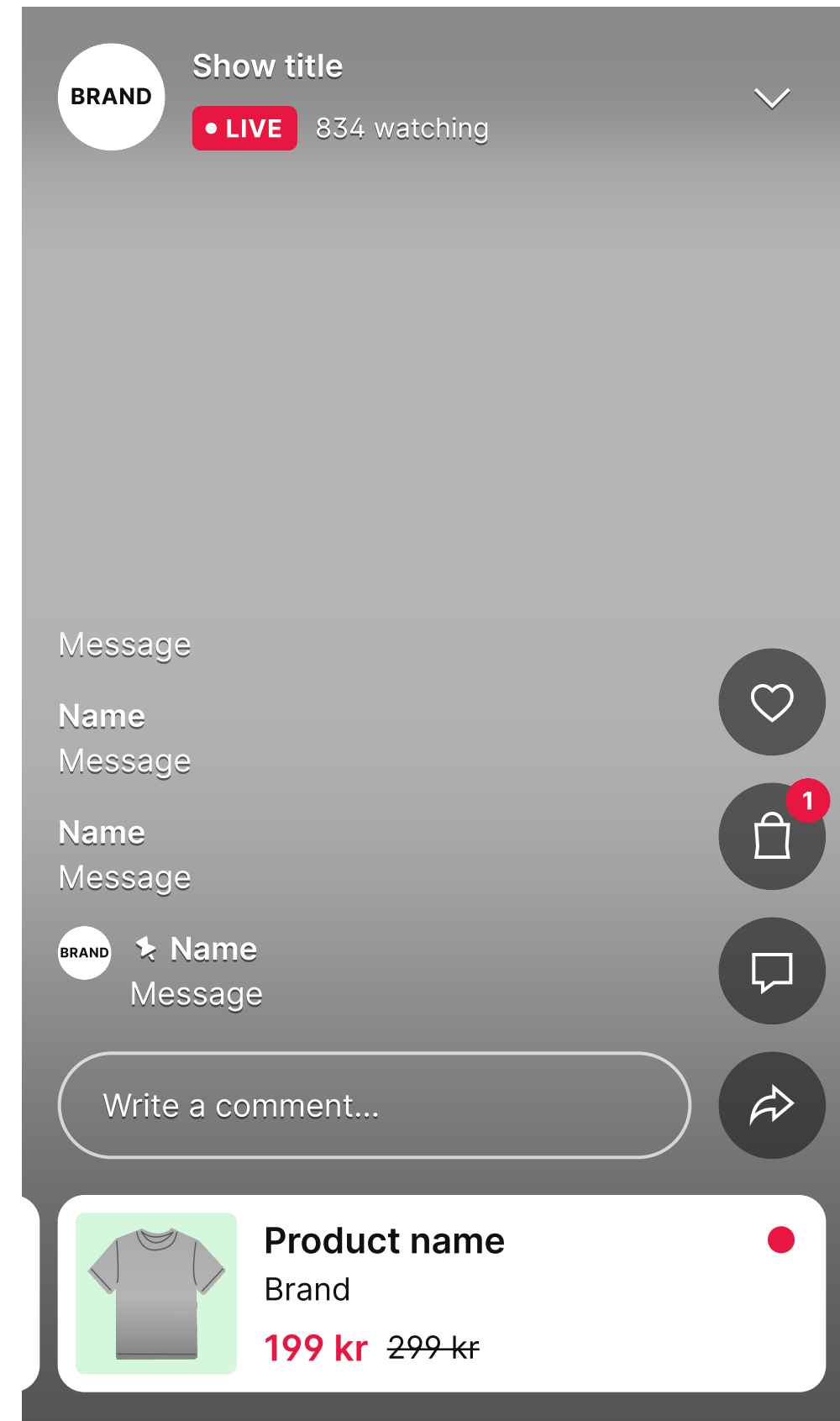


Highlight style

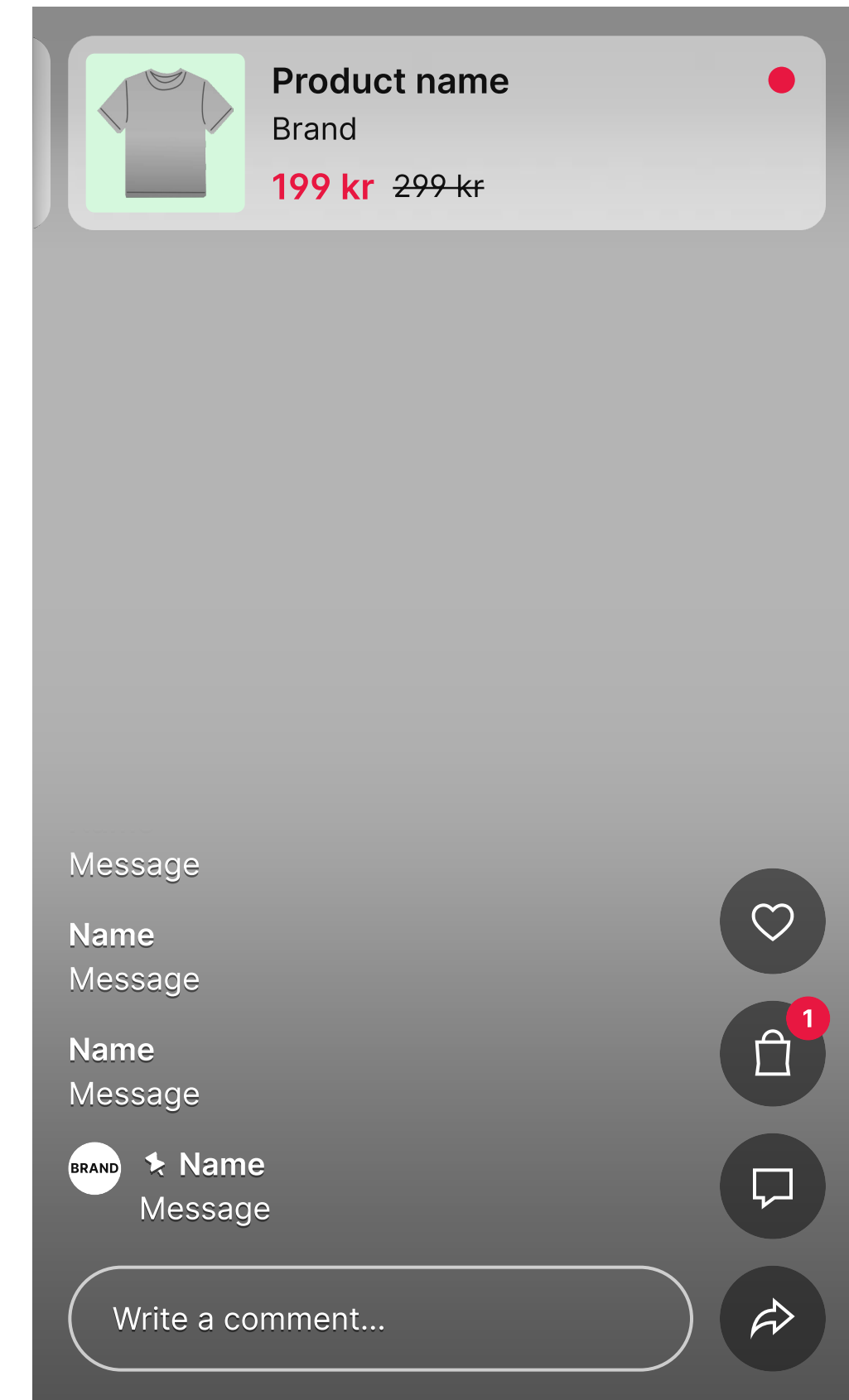
Tailor the style of your product highlights.

Values you can override:

- Placement bottom
- Style solid



solid / bottom



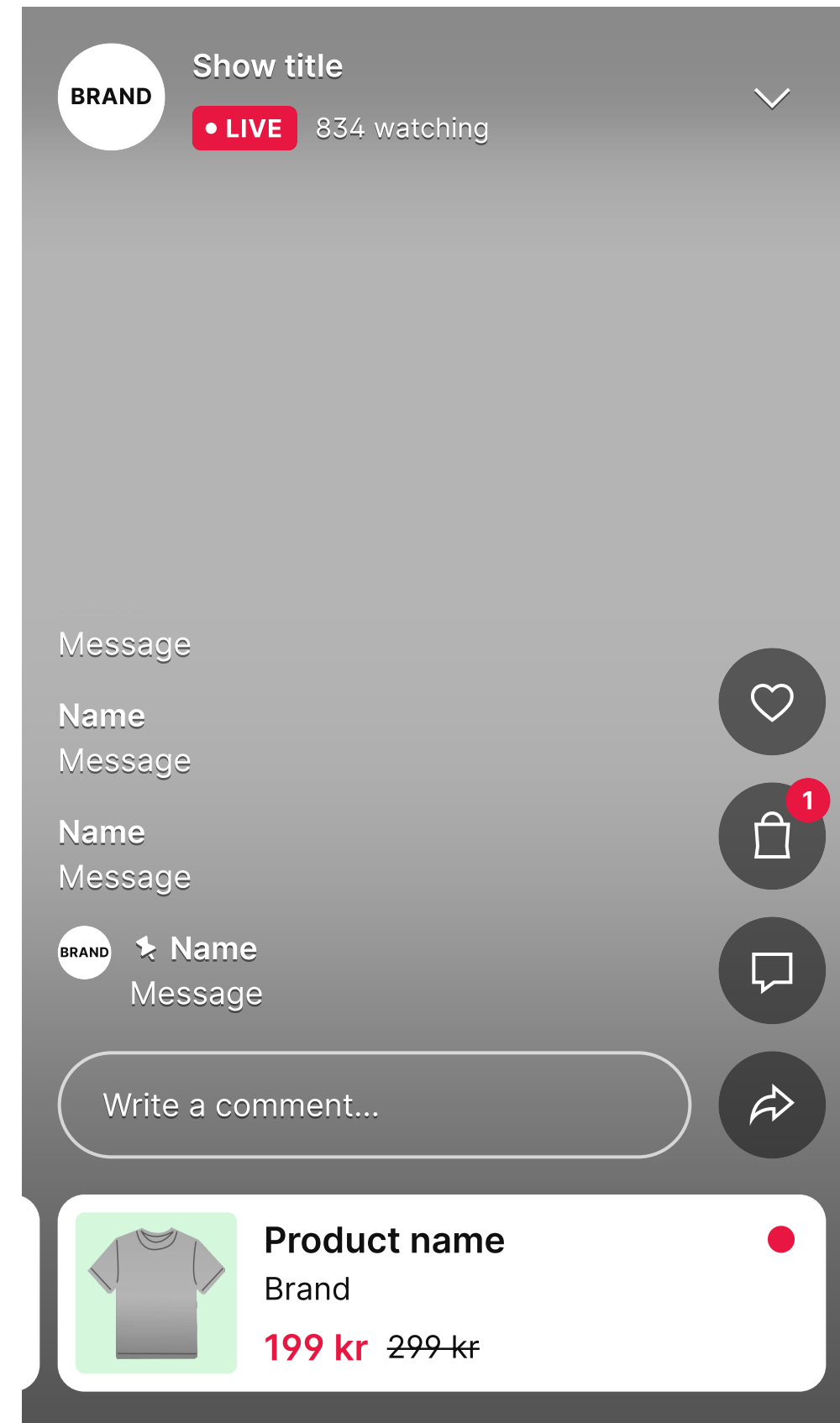
burred / top

Chat

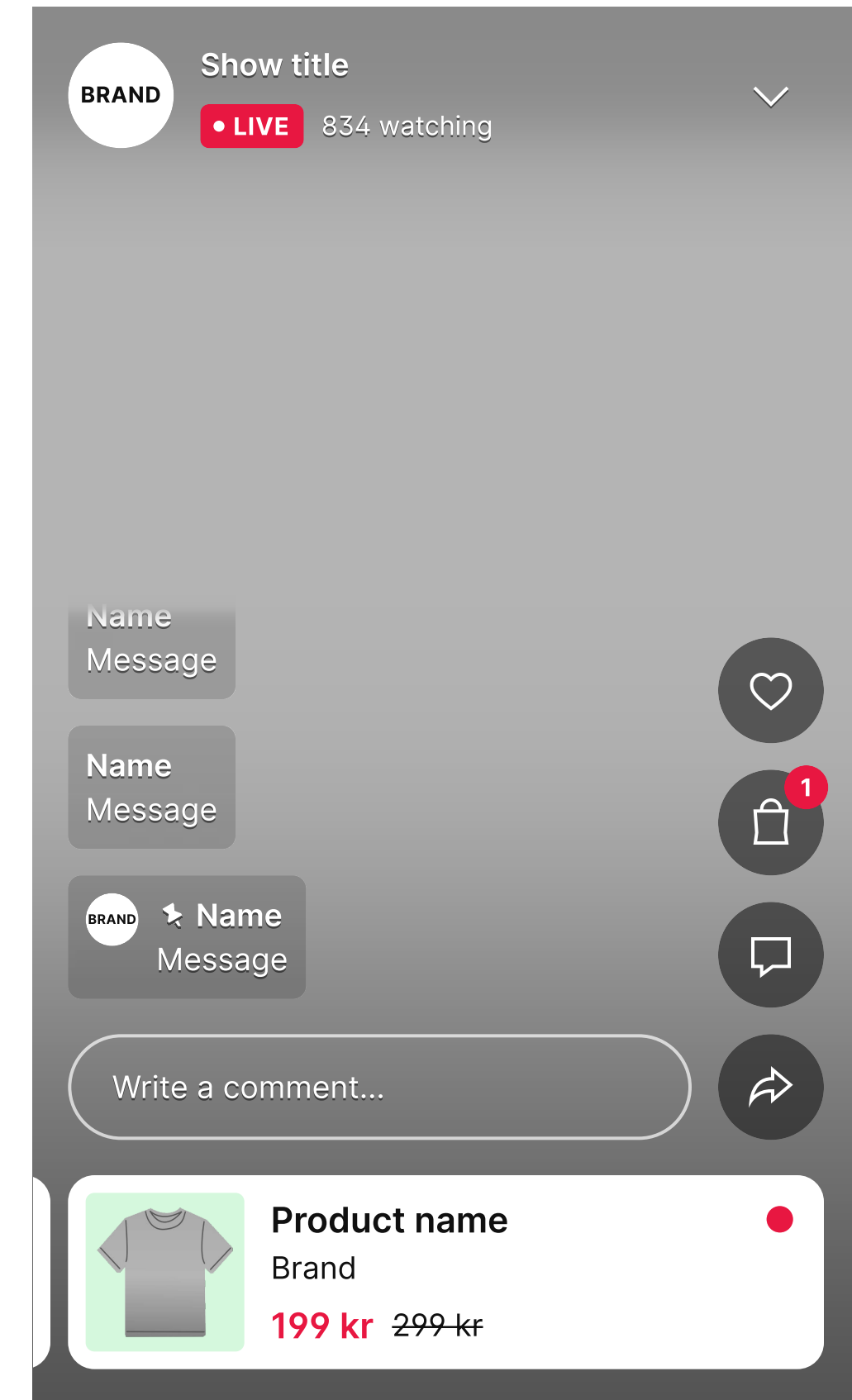
Customize the chat's appearance by selecting between having a background or not.

Values you can override:

- Style no background



no background



bubble

Product image

Customize the sizing of your product images to best suit your preferences.

Values you can override:

- Image sizing fill

If you opt for 'Fill,' you also have the option to change the background color within the frame.

Please be aware that choosing the 'Fill' option may result in instances where the product image is cropped to fit the frame.



fill



fit