# OPINARY *tool specs*

premium

## Design requirements for Opinary tools

For your bespoke branded poll designs we need
(at the latest 3 days before the campaign start):

- **Logo**
  - Vector logo file
  - File format: .ai, .eps. or .svg
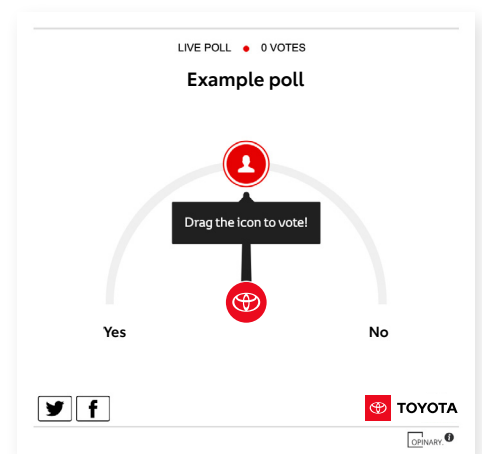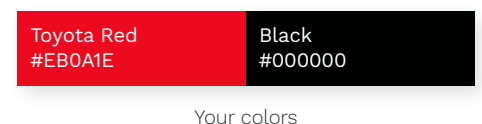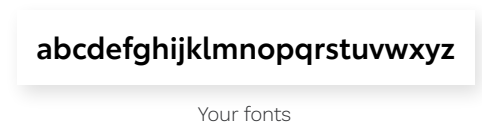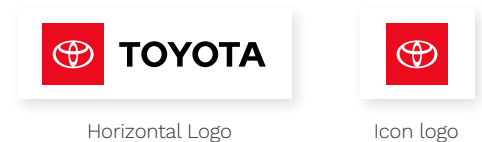  - Both horizontal & icon versions for better readability

- **Fonts**
  - Two different variants recommended (bold & normal)
  - File format: .otf or .ttf

- **Colors**
  - Format: RBG values or HEX Codes

- **CI-Guidelines**
  - Our design team can ensure that your Opinary tool is fully brand compliant through the use of a brand guidelines document.

TOYOTA

Horizontal Logo

Icon logo

**abcdefghijklmnopqrstuvwxyz**

Your fonts

| Toyota Red #EB0A1E | Black #000000 |
|---|---|

Your colors

LIVE POLL ● 0 VOTES

**Example poll**

Drag the icon to vote!

Yes          No

TOYOTA

Example of a branded speedometer

## The Speedometer

The speedometer offers the possibility to represent a whole spectrum of opinions and is therefore our 'most engaging' format.

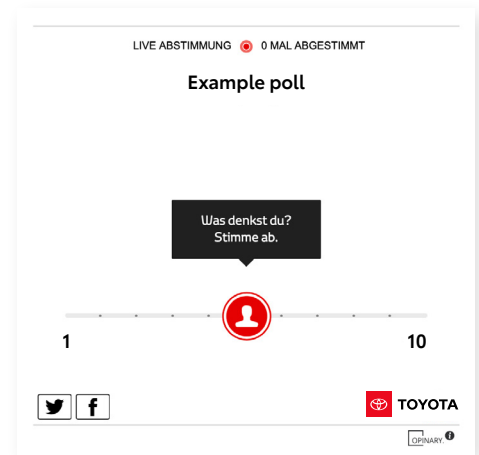- **How many characters can you use?**
  - Question: 75 characters or less
  - Answer A: 60 characters or less
  - Answer B: 60 characters or less

## The Slider

The slider is the best way to address debates, which can be answered on a scale.

- **How many characters can you use?**
  - Question: 75 characters or less
  - Further requirements: Create numeric minimum and maximum fixed values
  - Possible units: €, CHF, Fr.,$,£,%, km/h, mp/h, °C,♥, ★



Example of a branded slider

## The Multiple Choice Tool

The (vertical) Multiple Choice Tool is the most visual variant of our tools. Here you can insert images and segment them, for example, by target groups.
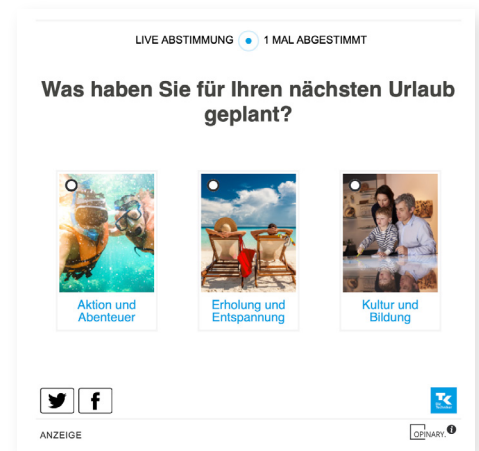
- **How many characters can you use?**
  - Question: 75 characters or less
  - Answers: 30 characters or less
  - Image requirements: 160 x 186 px
  - Supported formats: .png and .jpeg

There is also a horizontal variant of the Multiple choice tool.

- **How many characters can you use?**
  - Question: 75 characters or less
  - Answers: 35 characters or less
  - Image requirements: 126 x 94 px (4:3)
  - Supported formats: .png and .jpeg



Vertical



Horizontal

## Stories

**The story** is the most visual and emotional version of the Opinary Post-Vote content due to the integration of large visuals, videos and short text. You can use pictures, gifs, videos as well as in-tool-sign-up.

- **Contents:**
  - Heading (in picture): 30 characters or less
  - Text block: 95 characters or less
  - CTA: 20 characters or less

- **Visuals:**
  - Supported formats: .png, .jpeg, .gif
  - Image ratio: 1080x1080 px (1:1)
  - File size: max. 500KB
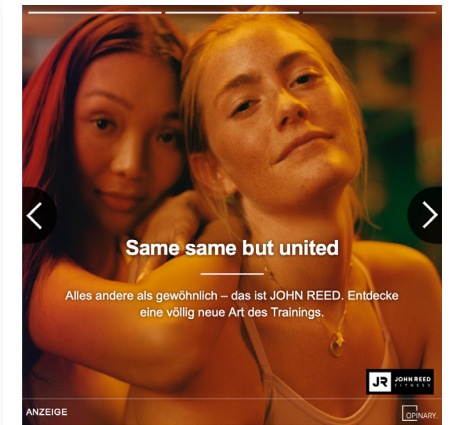
- **Videos:**
  - Supported formats: .mp4
  - Image ratio: 1080x1080 px (1:1)
  - File size: max. 4MB
  - Length: max. 15 seconds

  Note: Videos are initially played silently. For this reason, we recommend that subtitles be included if possible. Furthermore, the shorter the video, the better.
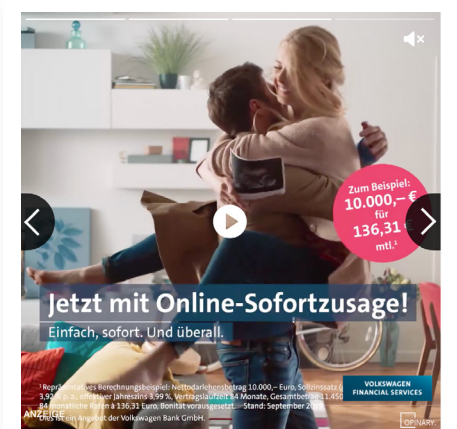
- **In-Tool-Sign-Up:**

  What does your landing page need to have to be able to use One Click-Sign Up?
  - Your site has to allow CORS so that our Iframe works.
  - It has to be responsive so that it can fit the 500x500 format.


Card with static image


Card with video


Card with In-Tool-Sign-Up