

A LoyaltyStream Guide To...

Creative and Branding

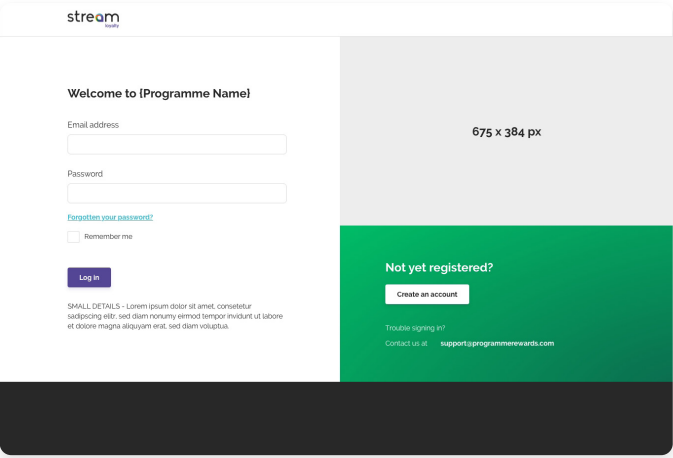
Creative and Content

Listed below is a list of the minimum required assets and content for your loyalty programme website. We have set our recommendations for image sizes and content character length to optimise the viewport for the member.

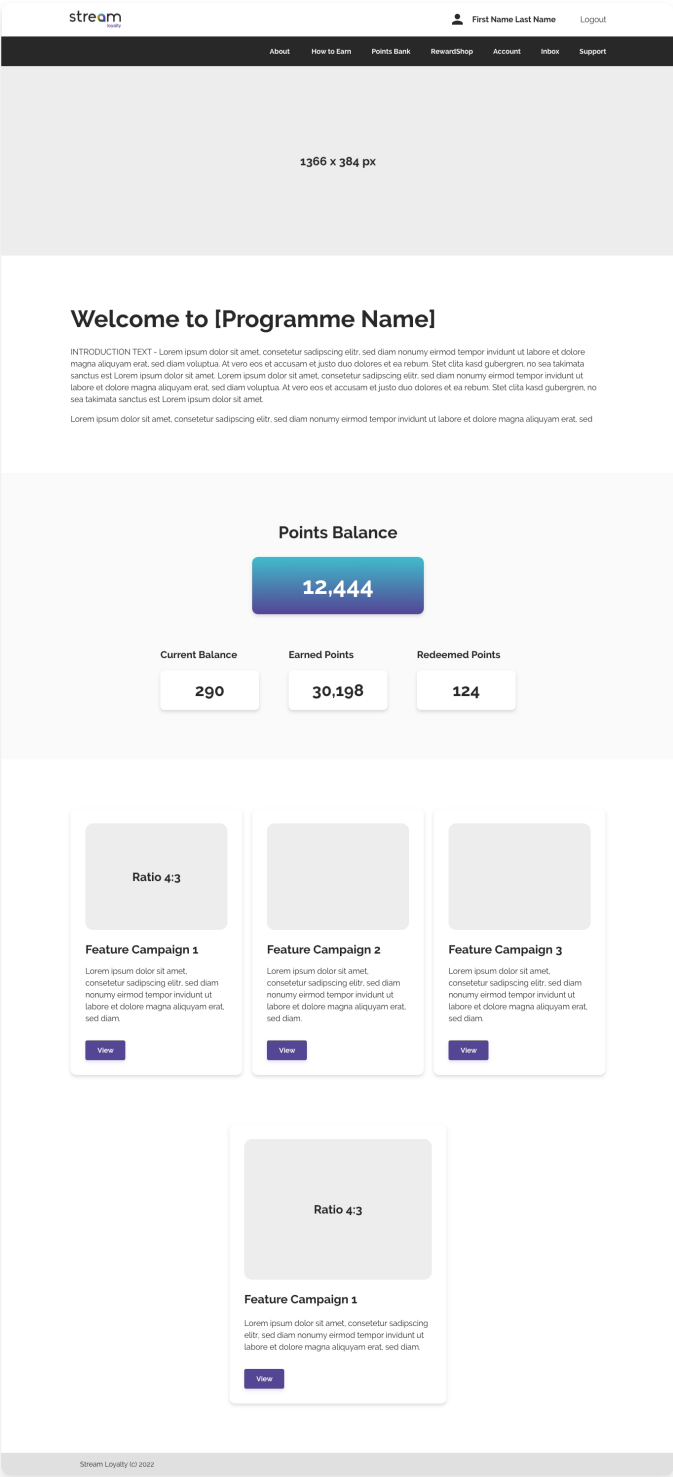
Page / Section	Image (Recommended Size)		Text (Recommended Character Count)			
	Banner	Thumbnail	Title	Intro Text	Main Body Text	Other
Not Logged In- Home	1366 x 384 px		30	500		Text below login button: 75 Text above register button: 175 Register button: 20 Text below register button: 175
Login	675 x 384 px		30			
Register	1366 x 384 px		30	500		
Home	1366 x 384 px		30	500	1000	
How To Earn	1366 x 384 px	750 x 375 px	30	500		
About	1366 x 384 px		30	500	500 / 1000	
My Account	1366 x 384 px		30	500		
My Inbox	1366 x 384 px		30	500		
Points Bank	1366 x 384 px		30	500		
My Invoices / Delivery Notes	1366 x 384 px		30	500		
Rewards	1366 x 384 px		30	500		
My Basket	1366 x 384 px		30	500		
Order History	1366 x 384 px		30	500		
Support	1366 x 384 px		30	500		Contact text: 50 FAQs: As required Question: 100 Answer: 750
Campaigns		Displayed on Home and How To Earn: 400 x 250 px				Home page: 250 How to Earn page: 1000

Standard Wireframes

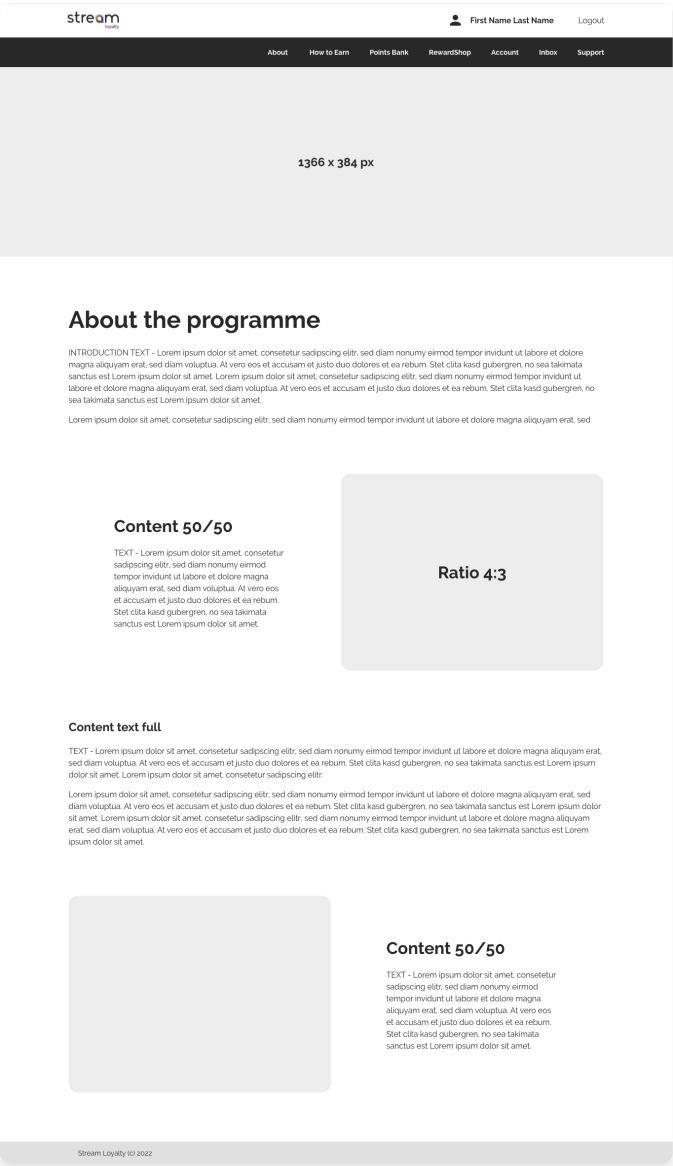
Login Page



Home Page

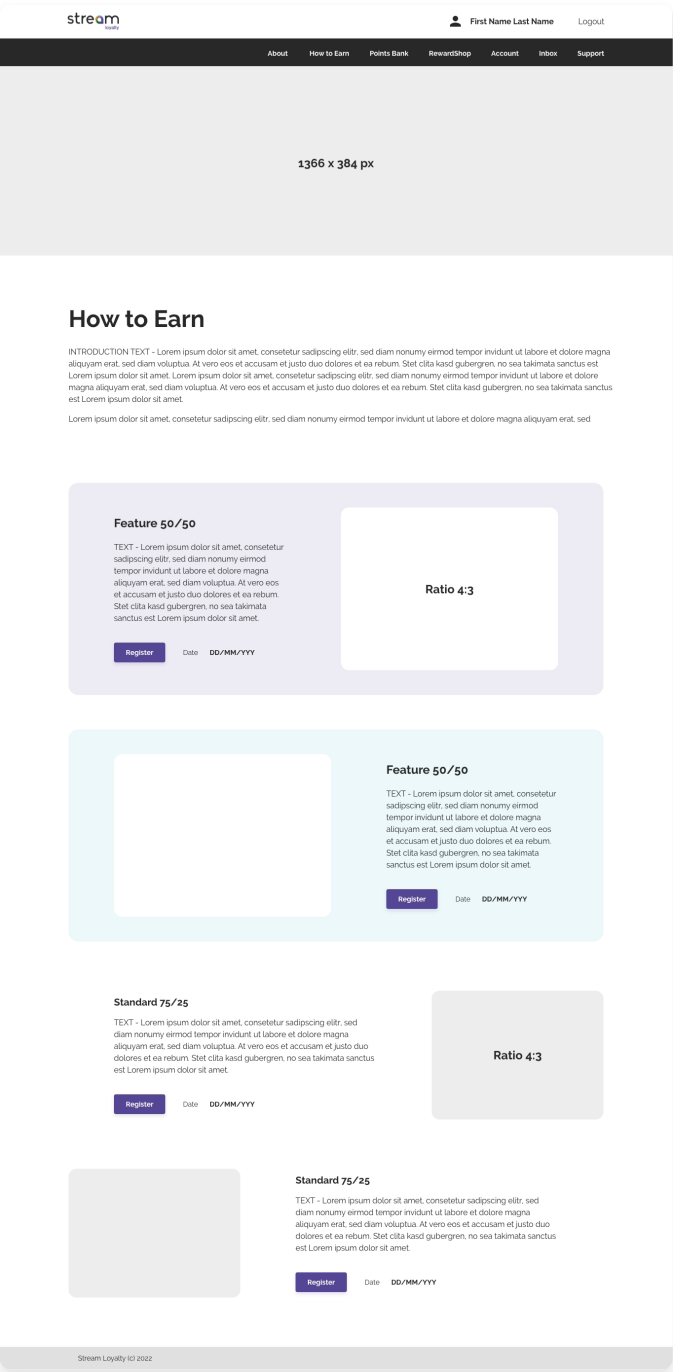


About the Programme Page

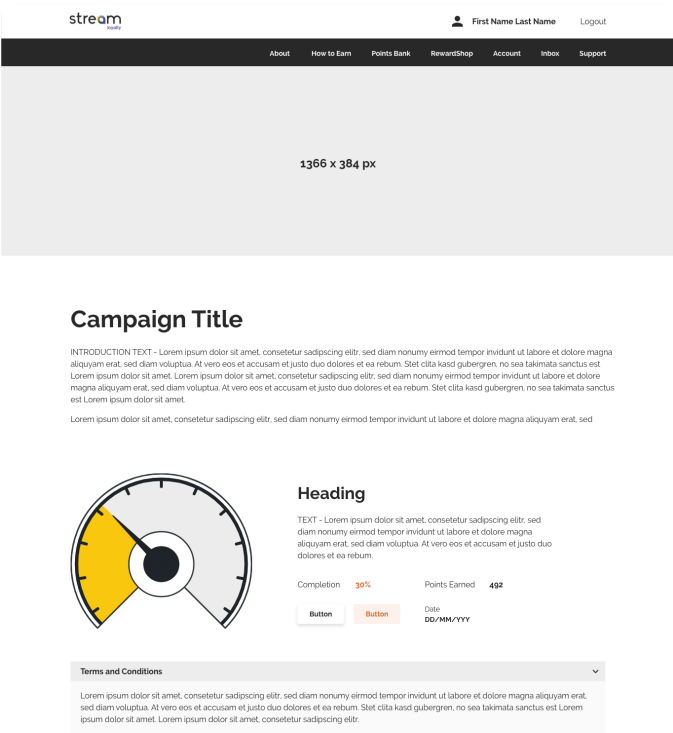


Standard Wireframes

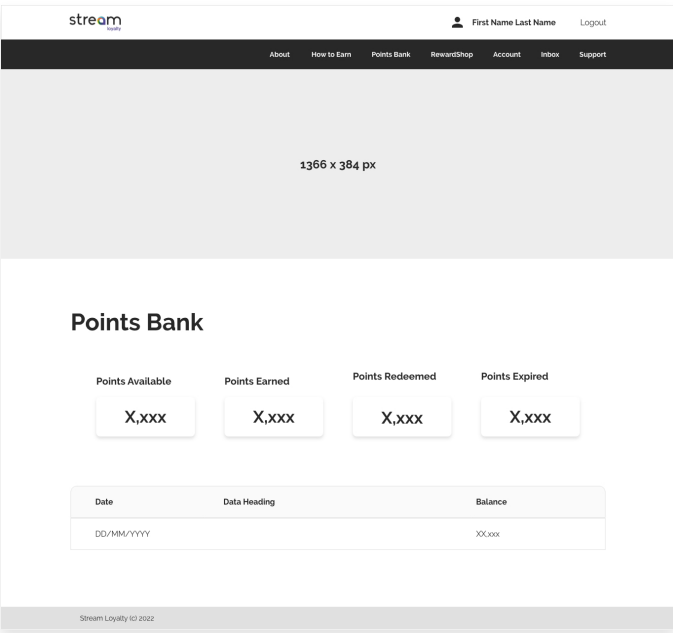
How To Earn Page



Campaign Page

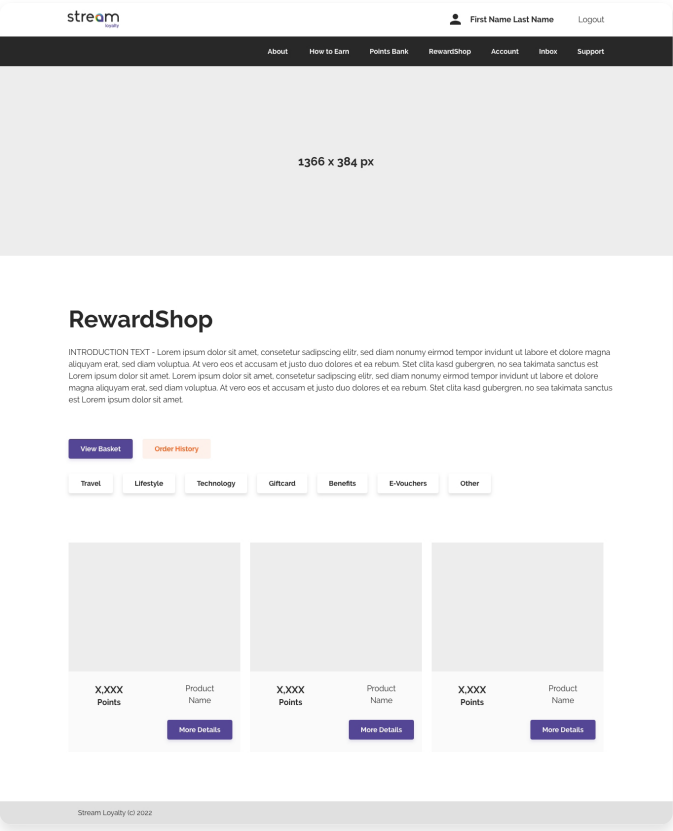


Points Bank Page

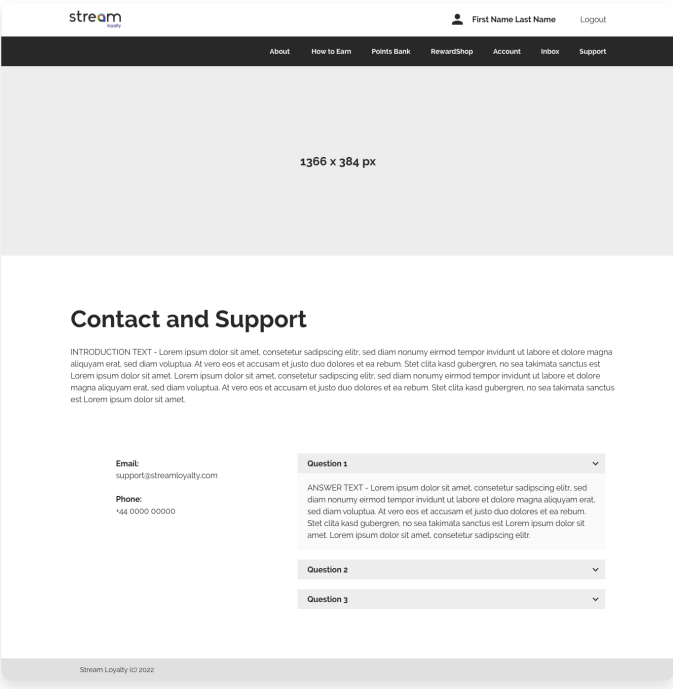


Standard Wireframes

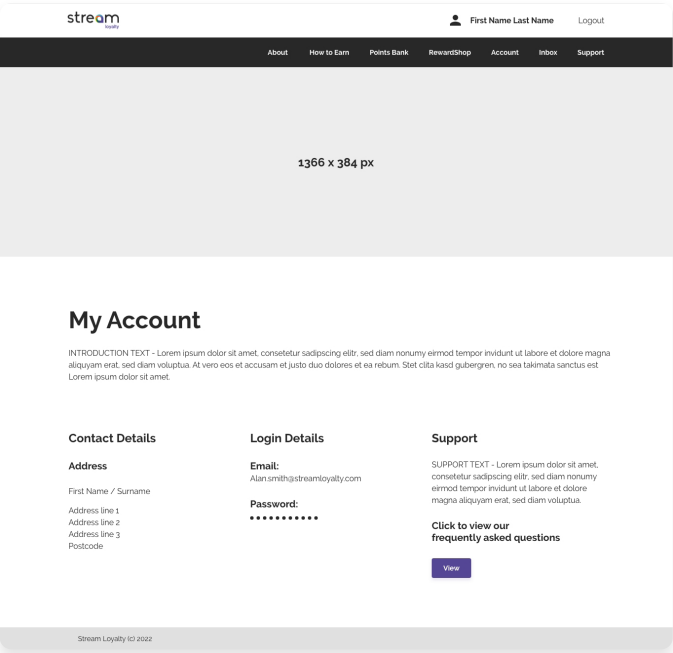
RewardShop Page



Contact and Support Page



My Account Page



Branding Options

You will have access to edit the following branding elements within the admin area.

Logo and Favicon



Please ensure that images have a maximum size of 5GB.
Formats jpg, png, svg




















This will be displayed in the browser tab when viewing your site and should be either 32x32px or 16x16px in .ico format.

Text

Primary Font	Calibri Regular
Heading Font	Calibri Bold
Text Size	1.00 em
Primary Header Size	4.00 em
Secondary Header Size	3.00 em
Tertiary Header Size	2.00 em

The main font size for your text is defined in em units. This is a scalable unit which helps keep your site readable on screens of all size. 1em is usually 16px in most standard browsers. All the other font sizes are defined using rem. This means that their size is relative to the main font size, so for example, 2em is twice as big as the main text.

Colours

Primary Button		#544595
Primary Button Text		FFFFFF
Secondary Button		#D9D6E7
Secondary Button Text		#544595
Primary Header		#282828
Secondary Header		#544595
Tertiary Header		#888888
Text		#282828
Menu Background		FFFFFF
Menu Text		#282828
Submenu Background		#544595
Submenu Text		FFFFFF
Link		#43BCCD
Footer Background Colour		#282828
Footer Text Colour		FFFFFF
Footer Link Colour		#43BCCD
Footer Link Hover Colour		#1D858F

We love talking about all things loyalty.

if you fancy a loyalty chat, we'd love to hear from you!

About Stream

Stream are passionate about loyalty – we are the experts after all!

As a tech-enabled consultancy, we seek to understand your business challenges and your audience and work with you to craft a loyalty solution that delivers value. We are both consultants and implementers and use our extensive expertise and software capability to deliver proven, lasting results.

Loyalty is not 'one size fits all' and our team of commercial experts work to ensure that your loyalty strategy is right for you.

Whether you need to increase revenue, grow breadth of spend, or create a referrer programme, we have the experience to help sculpt the right solution. Our proprietary loyalty software- LoyaltyStream® helps to: retain customers, change buying behaviours, build brand loyalty and drive referrals.

Our LoyaltyStream® software is deployed globally, helping our clients to build trust that delivers brand loyalty and commercial rewards.

We guarantee to be able to help you Keep, Grow and Win customers for life.



Contact Us

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