



YQme Images Guide



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1. Summary

Your logo and images are a great opportunity to really personalise your YQme website, promotional flyers, posters, email communication and custom-branded app.

This document outlines the various areas we might use your logo and images and what you will need to supply so that we can present your brand at it's best.

We have also included some third-party resources that might help you with sizing and cropping your photos if that process is not familiar to you. This document should be supplied to anyone who is providing you with artwork so they have a clear understanding of what formats and sizes we will need.

We know this process can be daunting for some people and we are here to help you so don't worry! If at any stage you're unsure of what something means or what you need to do, please contact us and we will walk you through it or **simply supply us with the best quality version of your logo and images that you have and we'll do the rest.**

2. Sizes and Formats

2a. Printed Flyers and Posters



When you launch online ordering we will supply flyers and posters that will help you explain to your customers how YQme works and where they can find your online menu. If you have supplied your logo, we will brand your printed documents.

We ask that you supply a **vector** (scalable) version of your logo in Illustrator (.ai, .eps), PDF (.pdf) or layered Photoshop (.psd) format if you have access to one. A high resolution JPG (.jpg) file will most likely be ok if you don't have the above.

If you're not sure what that means, just send through what you have and we will let you know if there is a problem.

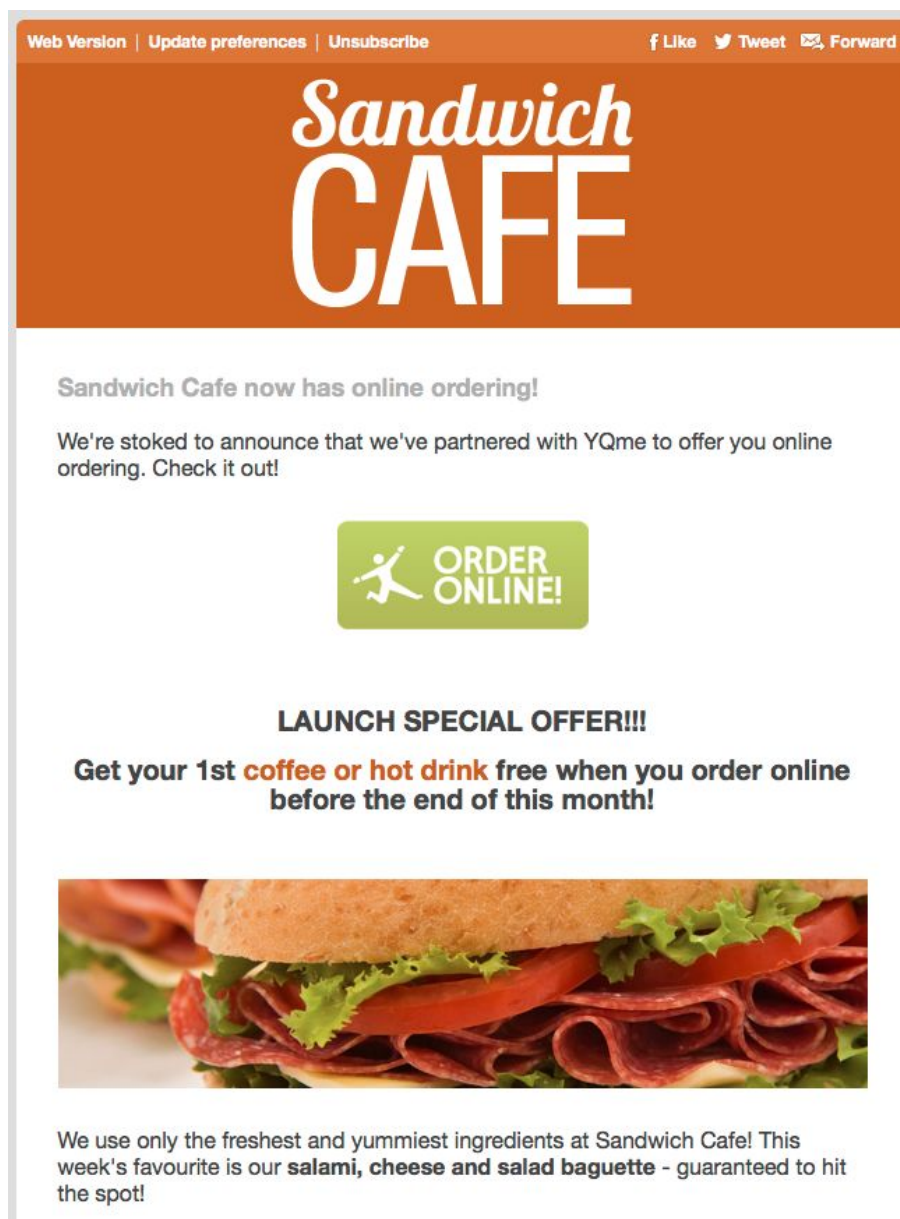
| Printed Flyers and Posters | | |
|----------------------------|---|--------------------------|
| | Size | Format |
| Logo | Vector (scalable format) if possible. If supplying a Photoshop file it should be high resolution (300dpi) and layered if a transparent background is required. Minimum size for jpg or psd would be around 10cm or 1000px. | .ai .eps .psd, .pdf .jpg |
| Promotional Images | If we are doing a custom promotional flyer or poster for you, you'll need to supply all images at high resolution (300dpi). Anything larger than 1000px wide will normally be fine depending on how big the image needs to be printed. If in doubt, supply the biggest version you've got and we'll scale it if we need to. Anything smaller than 600px may not be able to be used. | .ai .eps .psd, .pdf .jpg |

2b. Website and Email Communication



The image shows a mobile app interface for Sandwich Cafe. At the top is a large, close-up photograph of a sandwich filled with lettuce, tomatoes, and salami. Below the photo, the logo "Sandwich CAFE" is displayed in a stylized font. To the right of the logo, the text "SANDWICH CAFE" is written in a bold, sans-serif font. Below this, the address "210 King St, Newtown ph: 02 9876 5432" and a "MAP" icon are shown. A status box indicates "OPEN" with a clock icon and "7am - 4pm", and "No delivery available today (min order \$40)". Payment logos for CASH, YQme, VISA, and Mastercard are visible, along with the text "ORDER ANONYMOUSLY!".

Logos are currently displayed on your website at maximum 190px high but we recommend supplying them at around 600px wide regardless of height so that they display nicely on narrower screens and emails.



The image shows an email newsletter layout for Sandwich Cafe. At the top, there is a navigation bar with links for "Web Version", "Update preferences", "Unsubscribe", and social media icons for "Like", "Tweet", and "Forward". The main header features the "Sandwich CAFE" logo in a large, white, serif font on an orange background. Below the header, the text "Sandwich Cafe now has online ordering!" is followed by a paragraph: "We're stoked to announce that we've partnered with YQme to offer you online ordering. Check it out!". A green button with a white icon of a person running and the text "ORDER ONLINE!" is centered. Below this, the text "LAUNCH SPECIAL OFFER!!!" is followed by "Get your 1st coffee or hot drink free when you order online before the end of this month!". A photograph of a sandwich is shown below the text. At the bottom, a paragraph reads: "We use only the freshest and yummiest ingredients at Sandwich Cafe! This week's favourite is our salami, cheese and salad baguette - guaranteed to hit the spot!".

A 300px x 300px image is required for creating an icon for your site in our directory or for use with a custom-branded app.

Banner images are 1000px x max height 360px. Images taller than 200px will be cropped at the bottom on smaller screens so make sure the image looks ok at the smaller height. If you would like your whole image to display on all screens, supply them at 1000x200px.

| Website, Email | | |
|----------------------|--|-----------|
| | Size | Format |
| Logo | Around 600px wide. (72dpi) | |
| Directory/App Image | Must be square 300px x 300px. We will create this from your logo if you don't want to supply this. Keep in mind that this needs to look good at the size of an app icon on your phone so make this simple. (72dpi) | .jpg .png |
| Banner/Slider Images | If more than one banner image is uploaded, images will display in a slider. Banner width = 1000px. Banner height = 200-360px. Images taller than 200px will be cropped at the bottom on some screens. (72dpi) | .jpg .png |

If you don't have the tools or technical knowledge to create these images please see the resources below for some free image-editing tools.

If you would prefer to leave your banner image creation in our hands, simply provide your images at the biggest size you have and let your YQme sales rep know what style of banner or slider you would like to have on your site. Check out the examples below for inspiration.

2. Examples

Banners and Slides



You can even incorporate your logo into your banner.



Directory / App



4. Resources

We know not everyone has access to the latest, greatest image editing software out there so here are some tools that might help you crop, resize or adjust your images.

Pixlr (Browser) - FREE

<http://pixlr.com/>

As close to Photoshop as you'll get in a free image editor. Works within your browser - no software download necessary.

Gimp (Mac/Windows + more) - FREE

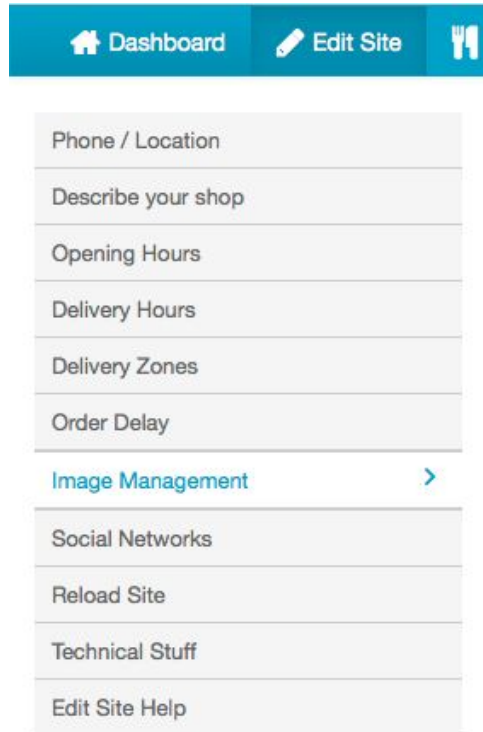
<http://www.gimp.org/>

Downloadable application which allows you to enhance, retouch, crop, rotate, add text and much more.

5. Uploading Images To Your YQme Website

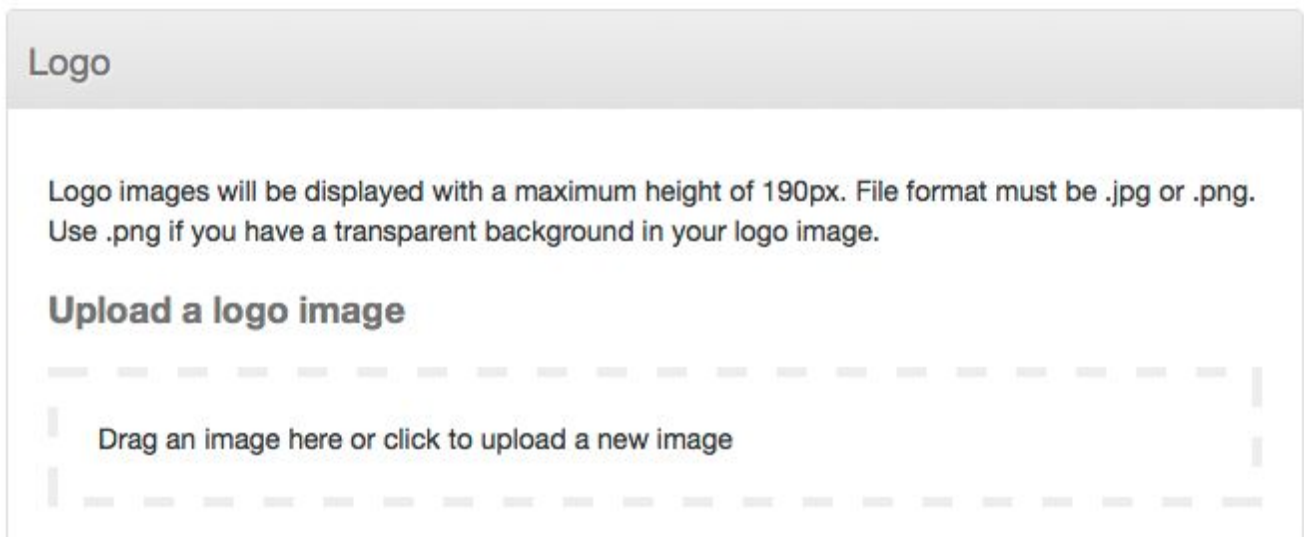
Once you have gathered your images together you'll need to email us your logo and any other files required for use on printed flyers and posters. You can then easily manage the images that appear on your website using our extremely simple Image Management Tool.

After logging into your **YQme Control Panel**, go to **Edit Site**, then **Image Management**.



Your Logo


Simply drag your logo image from your computer to the area indicated by the dashed border Or click anywhere within to browse your computer's files and select the desired image.



Your logo will then preview on the screen.

Logo

Logo images will be displayed with a maximum height of 190px. File format must be .jpg or .png. Use .png if you have a transparent background in your logo image.



Upload a logo image


Drag an image here or click to upload a new image

Banner/Slider Images

Using the same process as outlined above, upload your banner images. If more than one is uploaded they will display in a slider. You can upload up to 6 slides.

Banner Images

If more than one banner image is uploaded, images will display in a slider.
Banner width = 1000px. Banner height = max 360px. Images taller than 200px will be cropped at the bottom on some screens.




Directory/App Images

Your directory image needs to look good at the size of an app icon on your mobile phone or tablet so make it fairly simple. Upload your directory image as outlined above.

Directory and App Thumbnail

Thumbnail images must be square and minimum 300 x 300px.
Directory images can be replaced but not deleted.



Upload a directory image

Drag an image here or click to upload a new image

If you have any problems please don't hesitate to contact us.

Happy image making!

The YQme Team