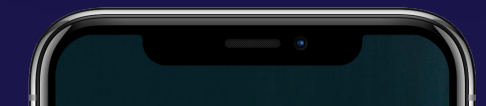
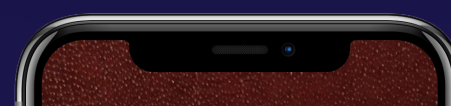
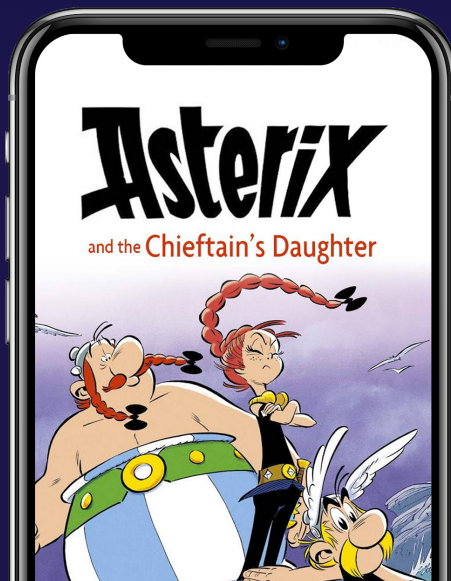
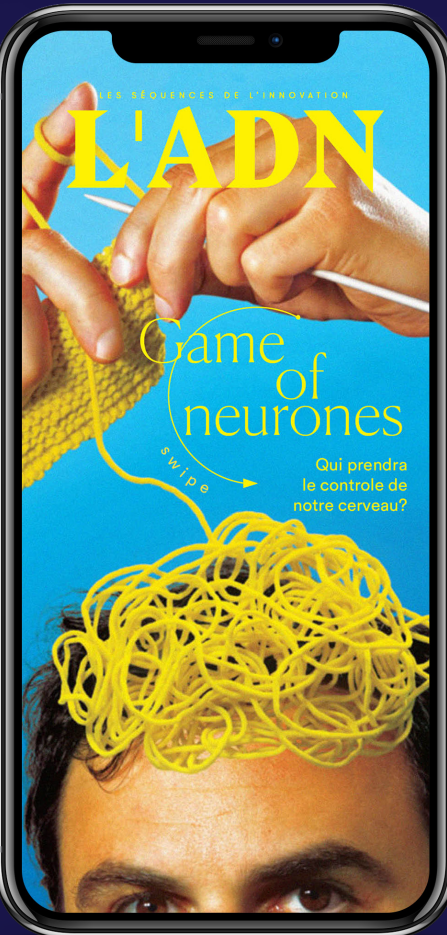


**folio**

for design  
agencies.







## What is Folio?

Folio is a full-screen presentation format for the smartphone.





## Why mobile all the time?

Because 90% of the world gets 90% of its information on the mobile phone screen.

Because mobile content created specifically for the full screen is more effective than content created for multiple devices.





## Designing for Folio.

Use image files designed for 100% of the phone screen, uncontaminated by third party interruptions. Upload and organize your content on our design portal. Your clients can share the Folio link anywhere, no code required. Their viewers open the link and swipe to move through your content.

The viewer experience is singularly focused, immersive, and highly engaging, with zero distractions and minimal eye fatigue. The design process is simple, reliable and very fast.





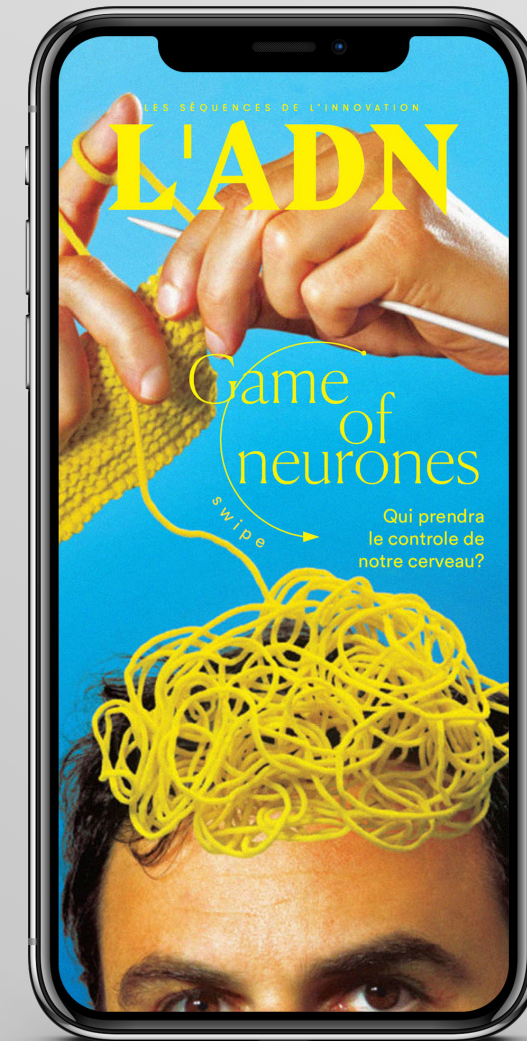
# What can you mobilize with Folio?



**Portfolios**



**Lookbooks**

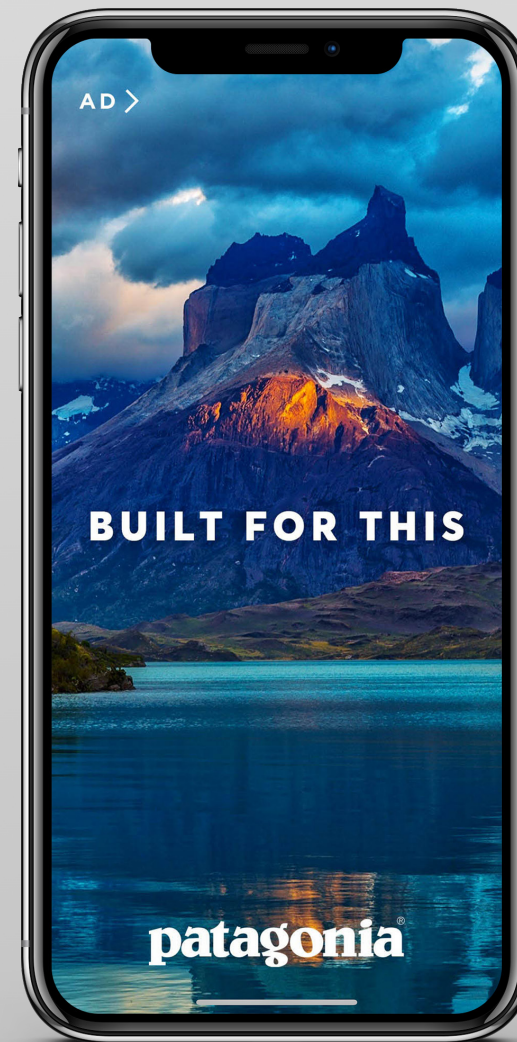


**Magazines**





Newsletters



Ads

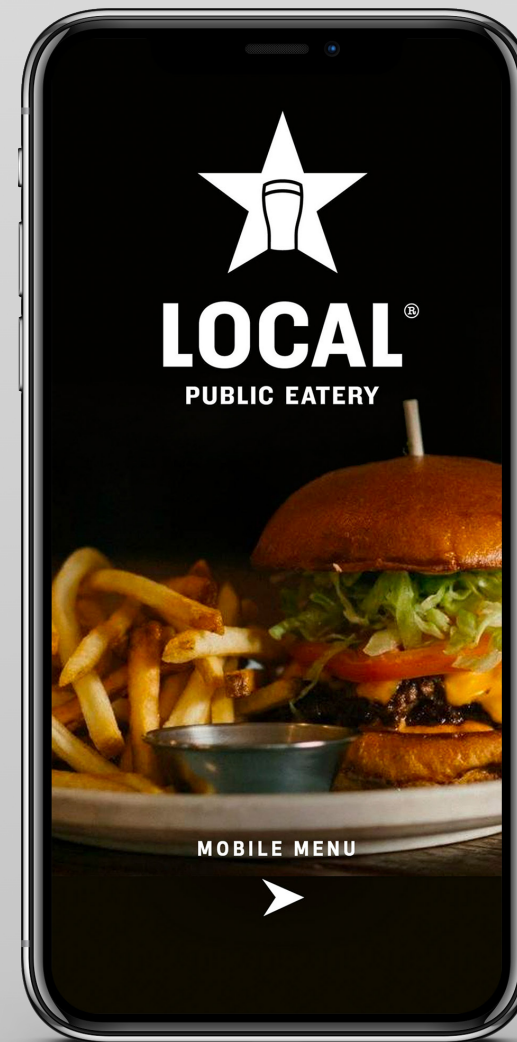


Influencers

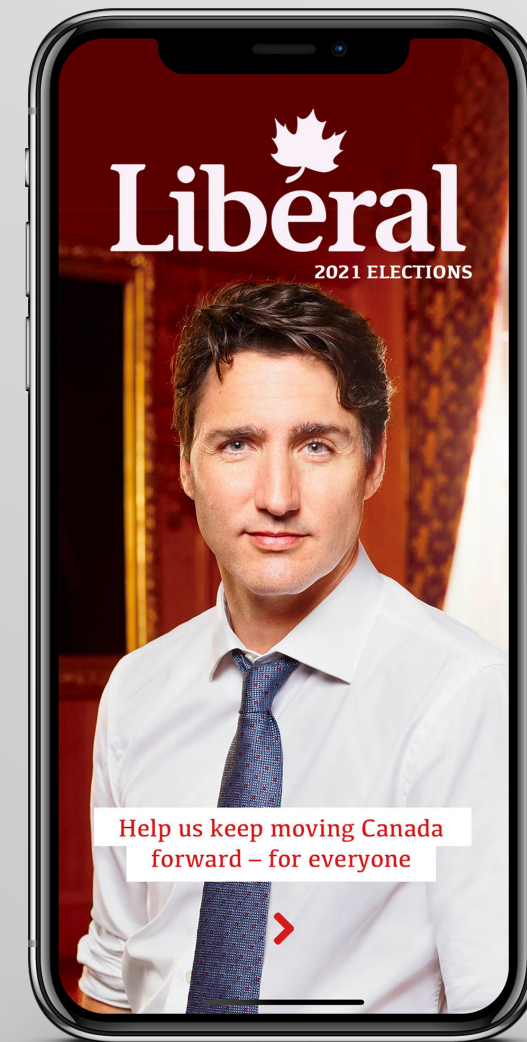




**Real Estate**



**Menus**

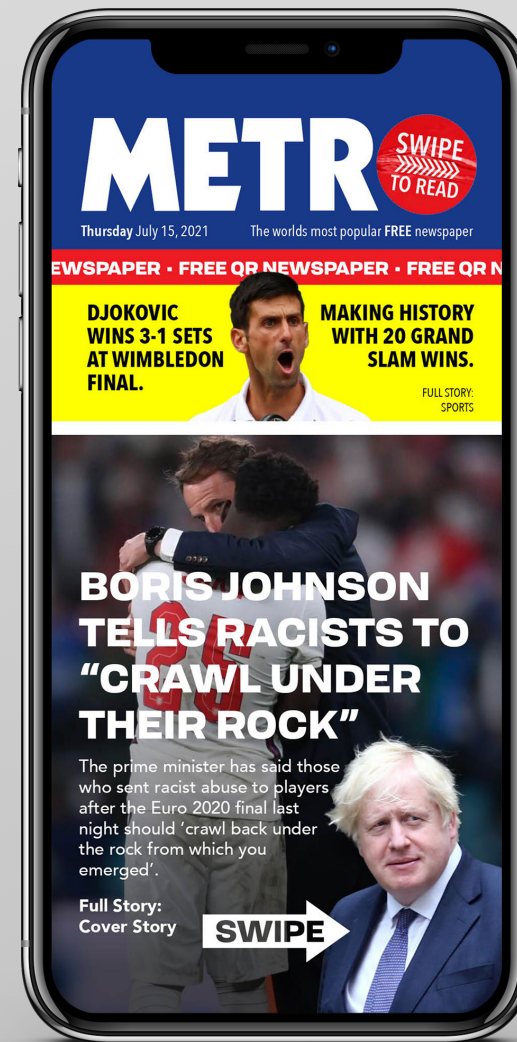


**Politics**





Newspapers

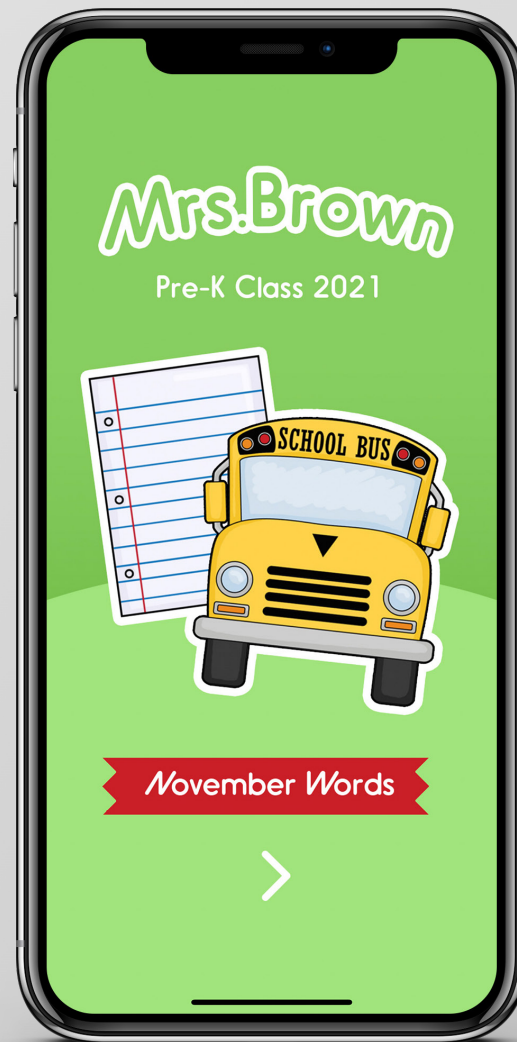


Transit Publications

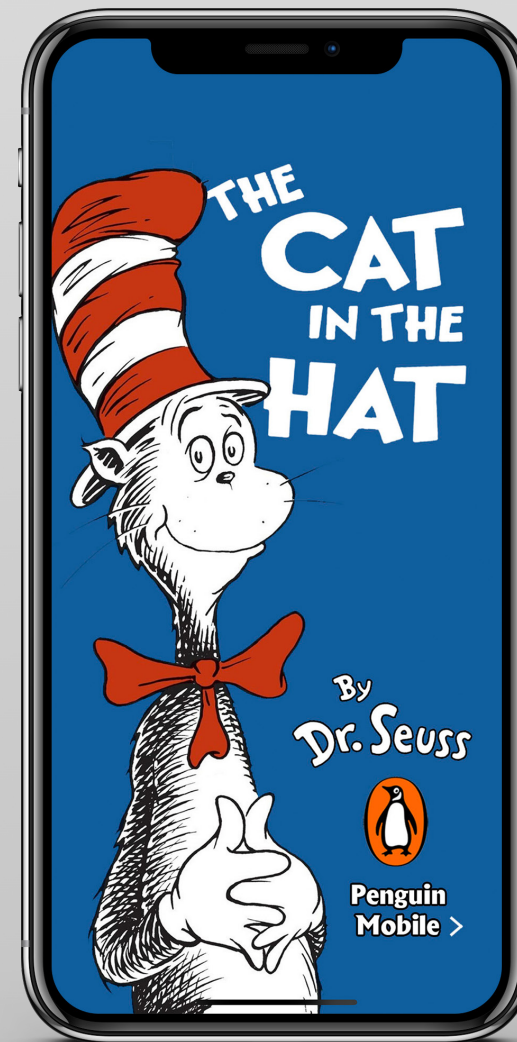


Travel





Education

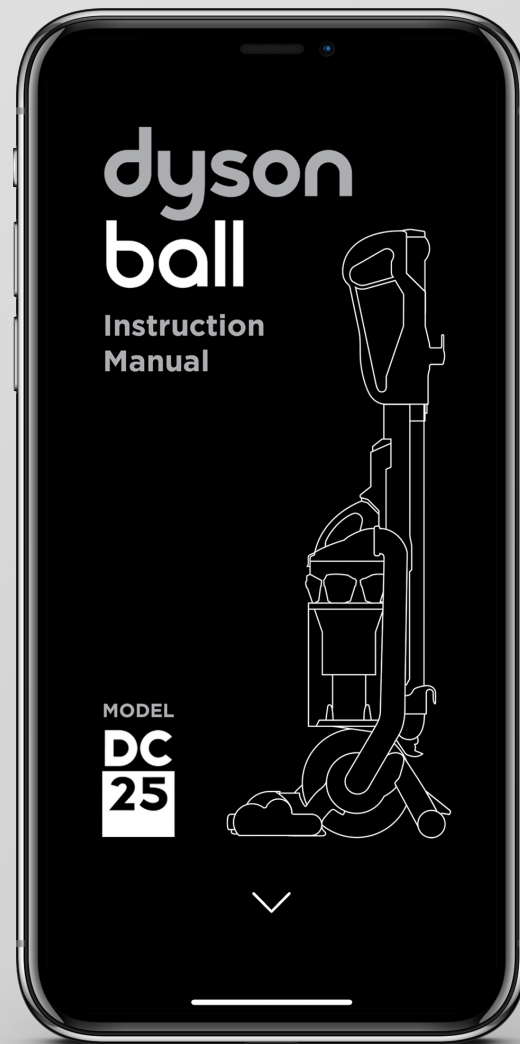


Stories

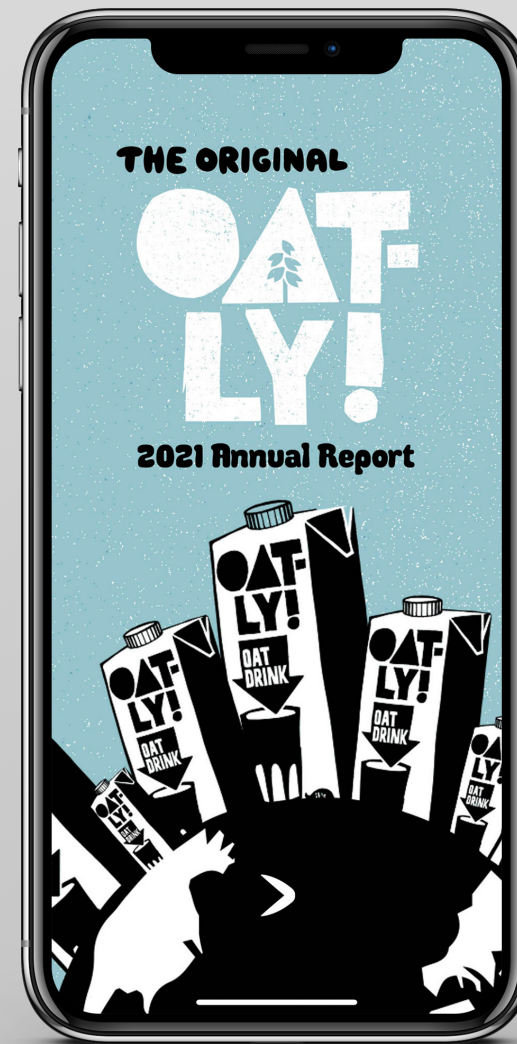


Culture

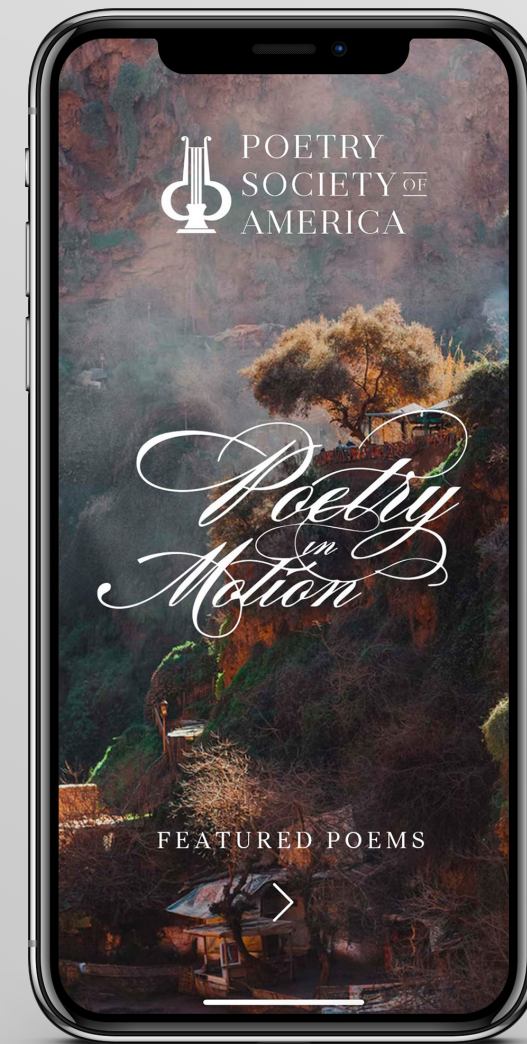




Technical



Corporate



Poetry



# Build a Folio.

Creating a Folio couldn't be more simple. Follow Folio's graphic standards on our website for the best result.

**Folio file specs:**

**File Types:** JPG, PNG, GIF, MP4

**File dimensions:** 1920 px tall X 1080 px wide

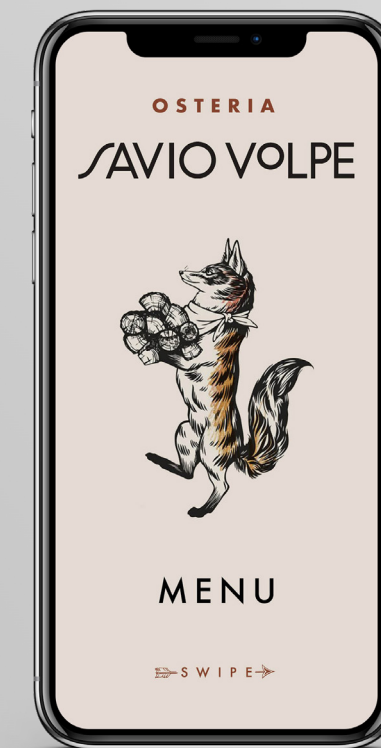
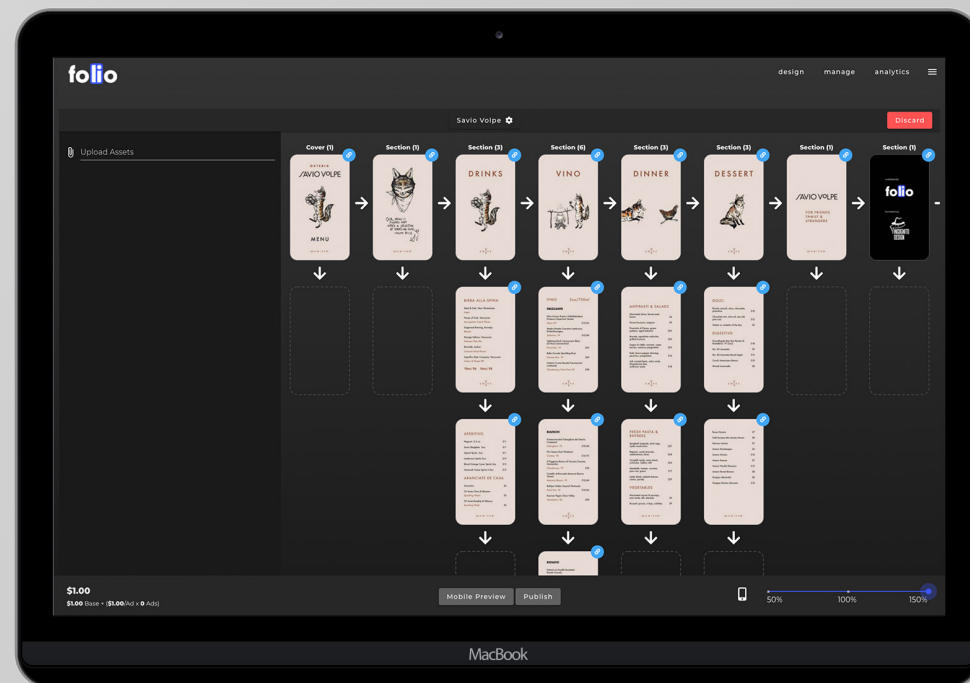
Once your design assets are ready, publish in 4 easy steps:

**Step 1:** Enter your Folio settings in the design portal.

**Step 2:** Upload your images, videos, or .GIFs.

**Step 3:** Lay out your assets on the Folio design canvas.

**Step 4:** Publish and generate your Folio link or QR code.



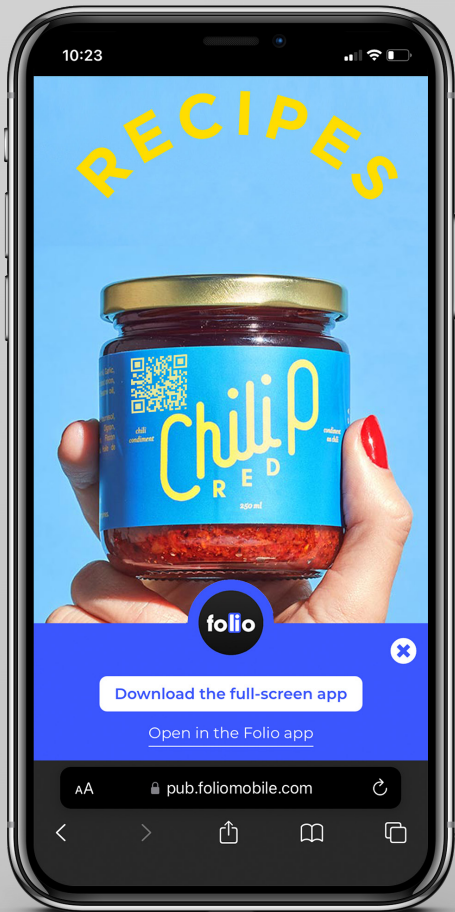


# How does Folio work?



## Step 1

The viewer opens a Folio link, or scans a Folio QR code.



## Step 2

The viewer can immediately experience a Folio on their browser.

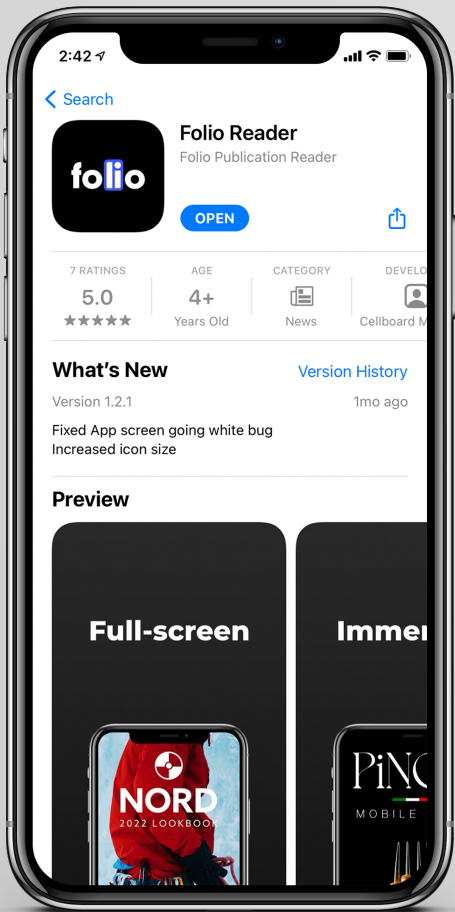


## Step 3

The viewer swipes smoothly in any direction while being guided by intuitive wayfinding.

## Optional

Viewers can download the free full-screen Folio Reader App to save or share Folios.





## **Benefit your Clients**

- **Help clients dramatically improve their digital mobile presence.**
- **Help clients publish quickly by distributing content affordably, anywhere.**
- **Help clients be first and private with the next logical evolution of mobile content.**
- **Help clients retain 100% control of the viewer experience, including internal links and click throughs.**



## Benefit your Business

- **Be first, and be faster.**
- **Compress production cycles.**
- **Pay as you go. There are no monthly licensing fees.**
- **Maximize mark ups.**
- **Do work to be proud of.**
- **Add a new, profitable service, efficiently.**
- **Use Folio to attract and win new clients.**
- **Be credited on each Folio published, and publicize your design firm.**
- **Simple, relevant and easy to understand Folio analytics will tell you what is working.**

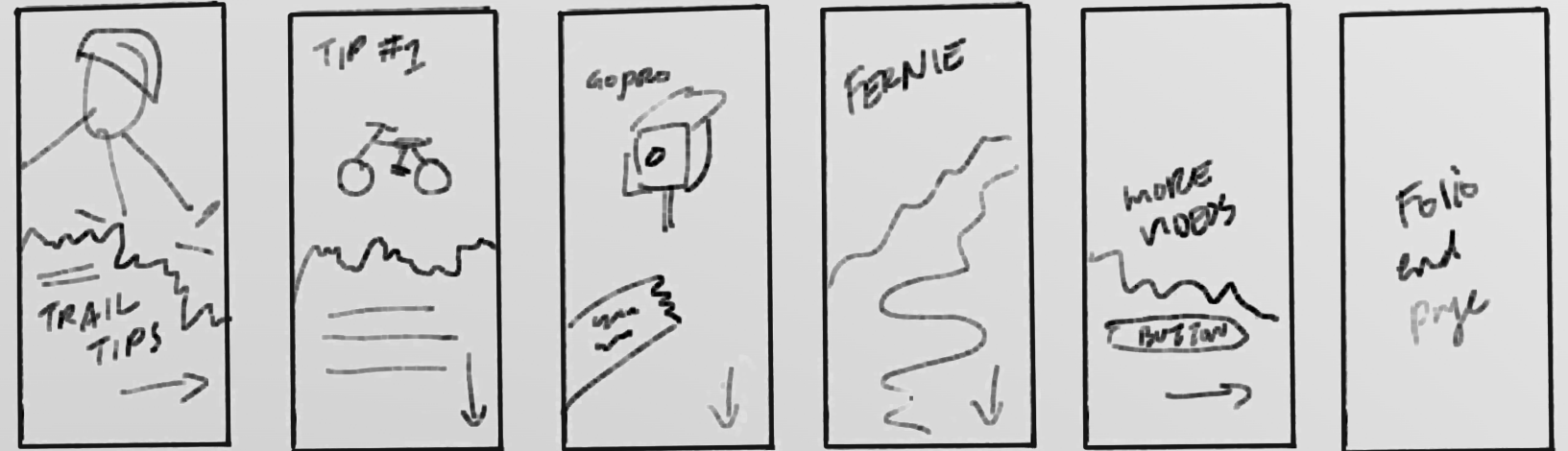
## **Benefit your Design Career**

- **Design without compromise.**
- **Do great work fast.**
- **Get ahead quickly by becoming an expert early adopter.**
- **Profit from a perfect service for freelancing.**



## Planning a Folio

Before publishing your Folio, there are a few things to consider. What is the purpose of your Folio? What orientation will you use? What design assets do you need? What kind of way-finding will work best?



HIGH-RES  
IMAGES

ARROW WAYFINDING

KIPPED  
CARDBOARD



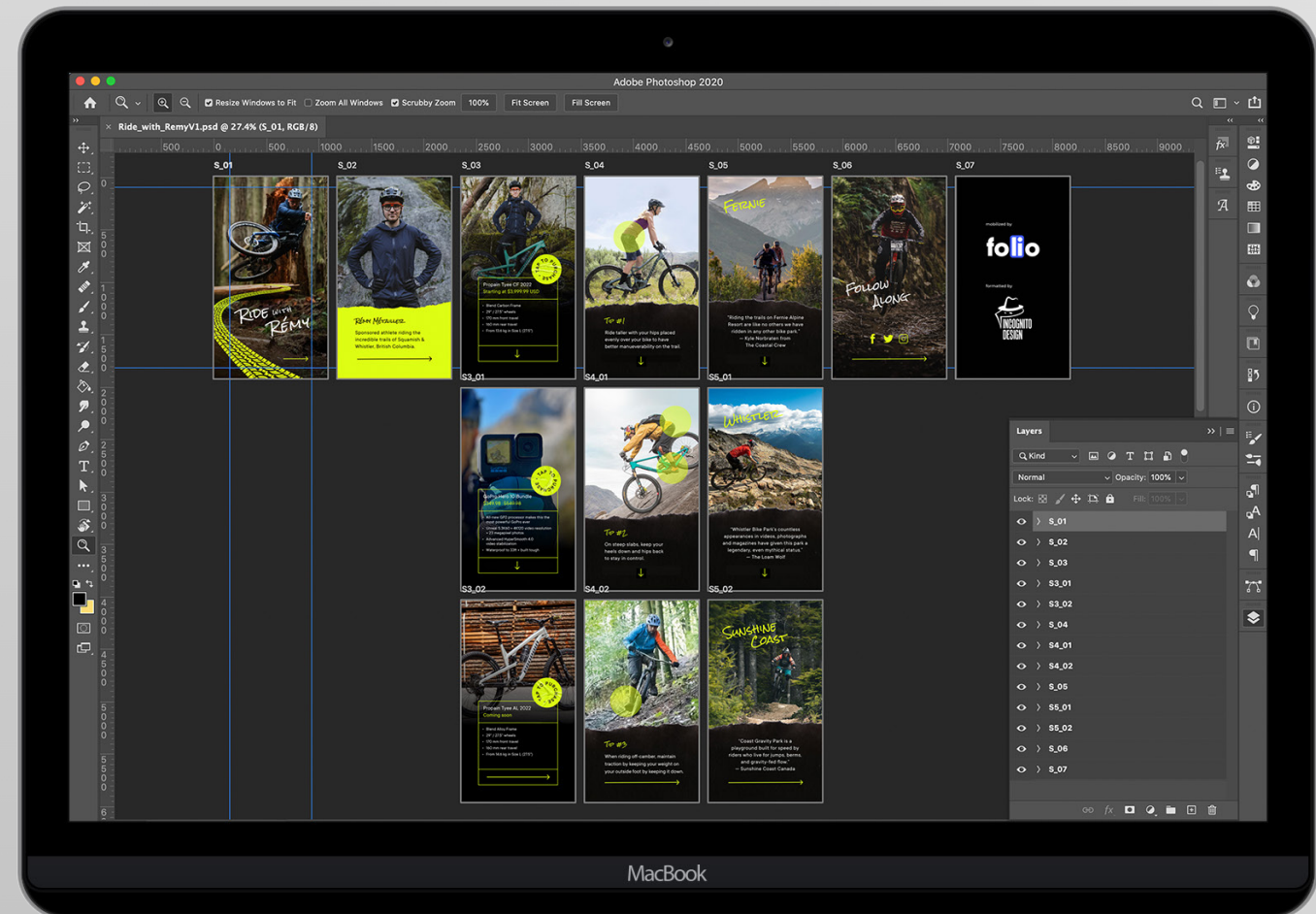
BRIGHT  
COLOURS

TRY STICKERS  
FOR CTA's

ACROSS & DOWN  
ORIENTATION

# Designing a Folio

Once you've planned out your Folio, collect your design assets and use whichever software you're most comfortable with.

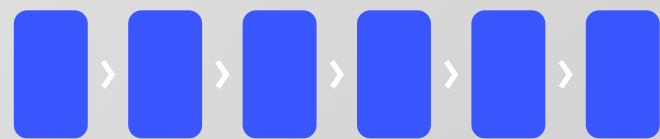




# 4 Orientations

## Horizontal

Viewers swipe horizontally 100% of the time.



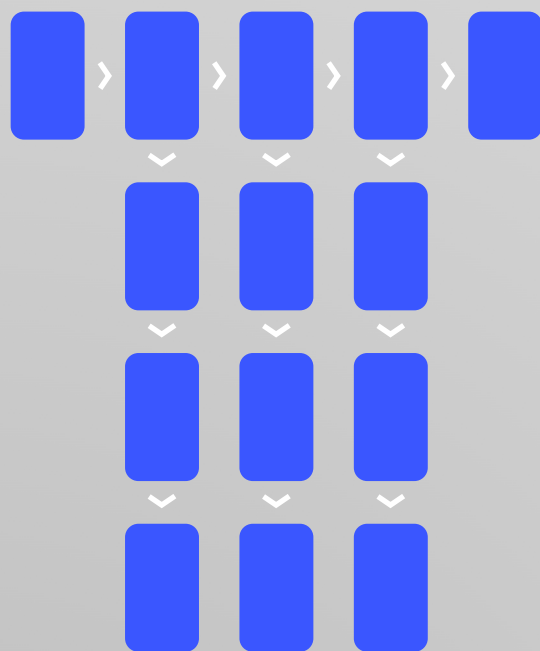
## Vertical

Viewers swipe vertically 100% of the time.



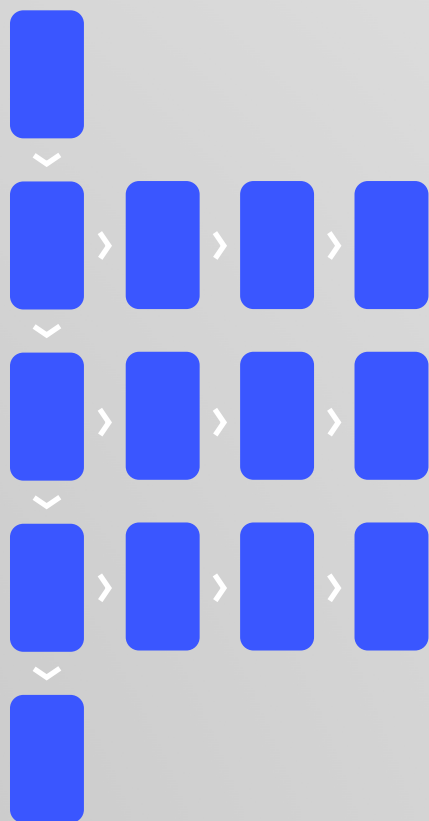
## Across and Down

Viewers swipe across the top of sections and down to view the pages in the section.



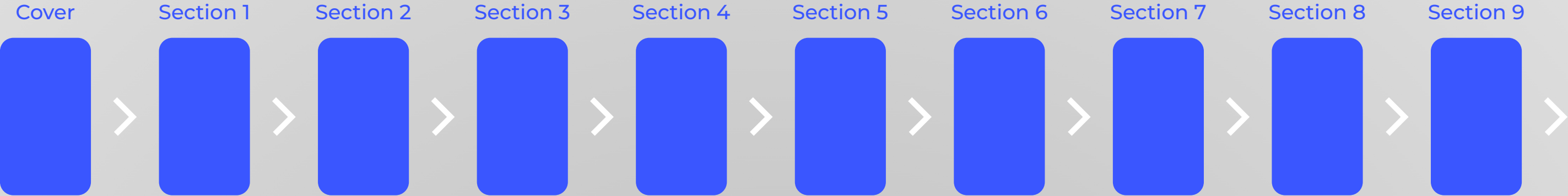
## Down and Across

Viewers swipe down into sections and across into the pages.

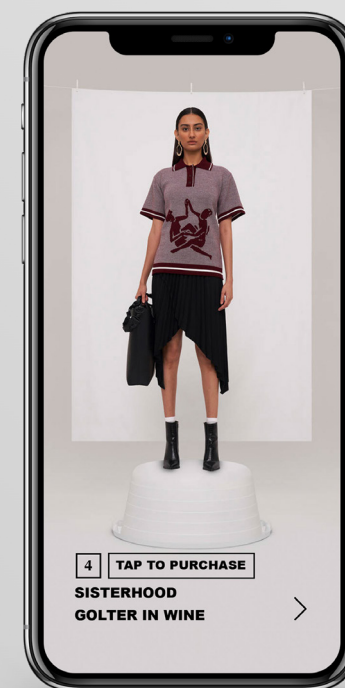
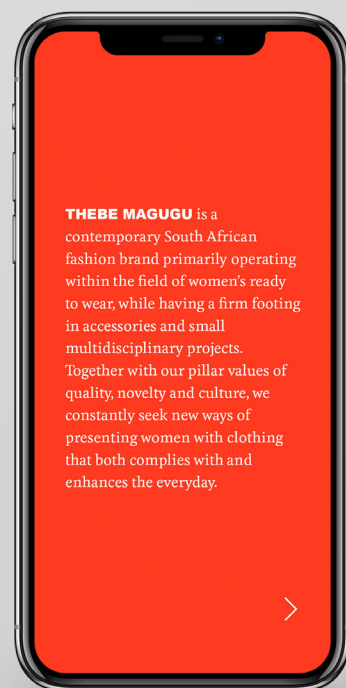
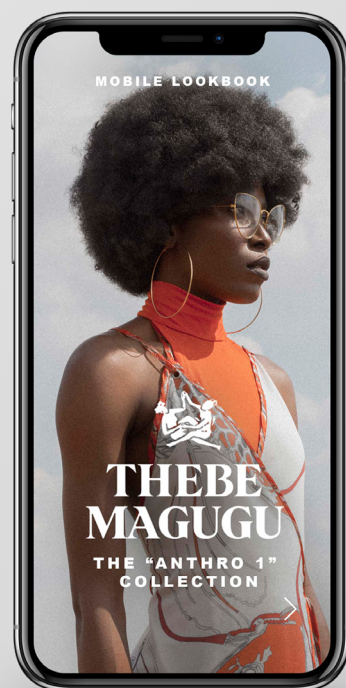


# Horizontal

Viewers swipe horizontally 100% of the time.

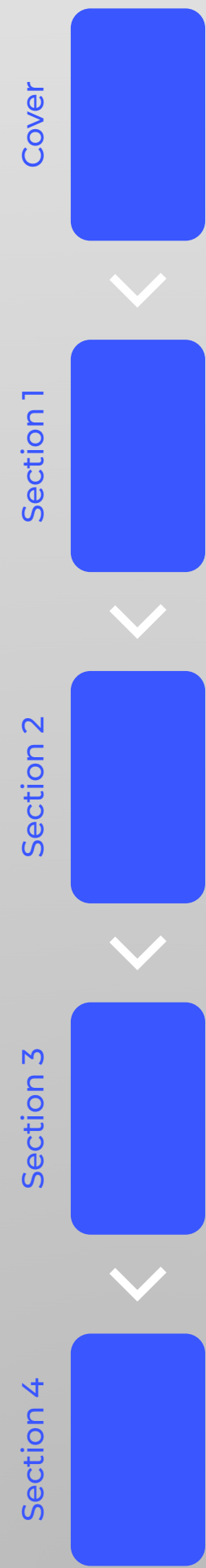




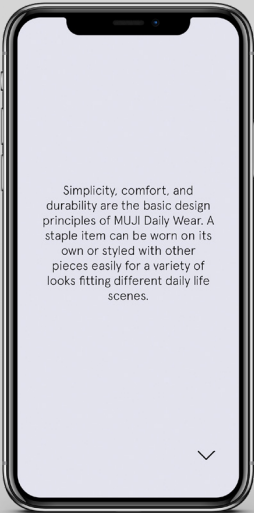


# Vertical

Users swipe vertically 100% of the time.

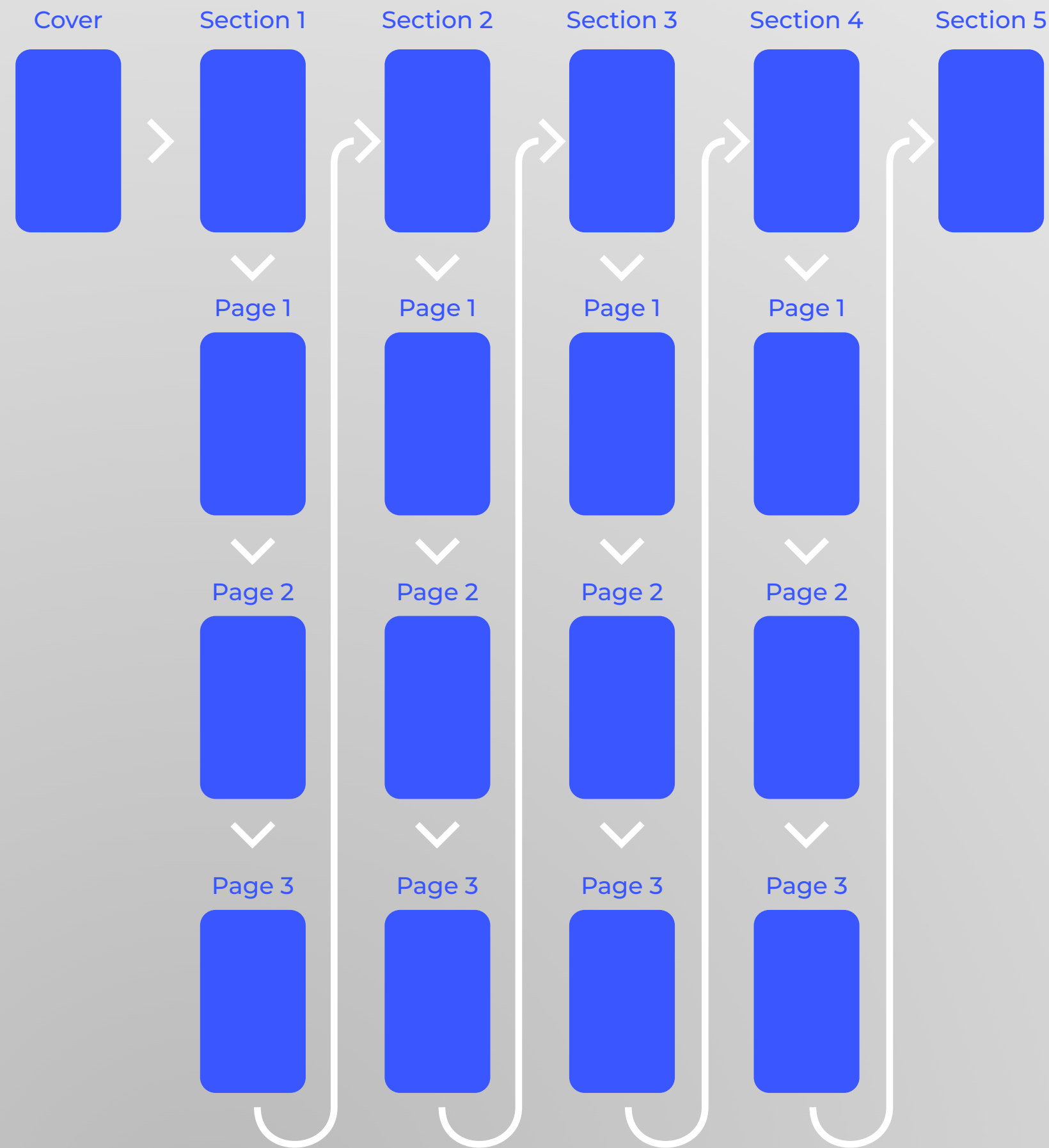




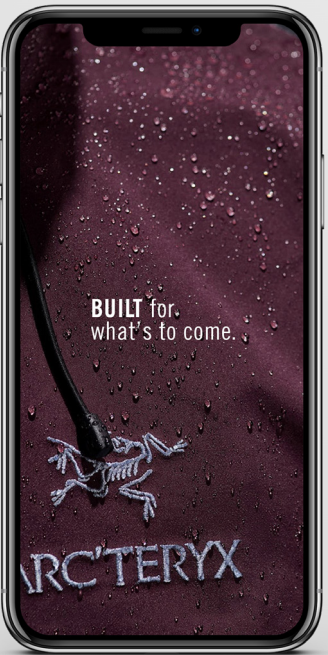


# Across and Down

Viewers swipe across the top of sections and down to view the pages in the section.

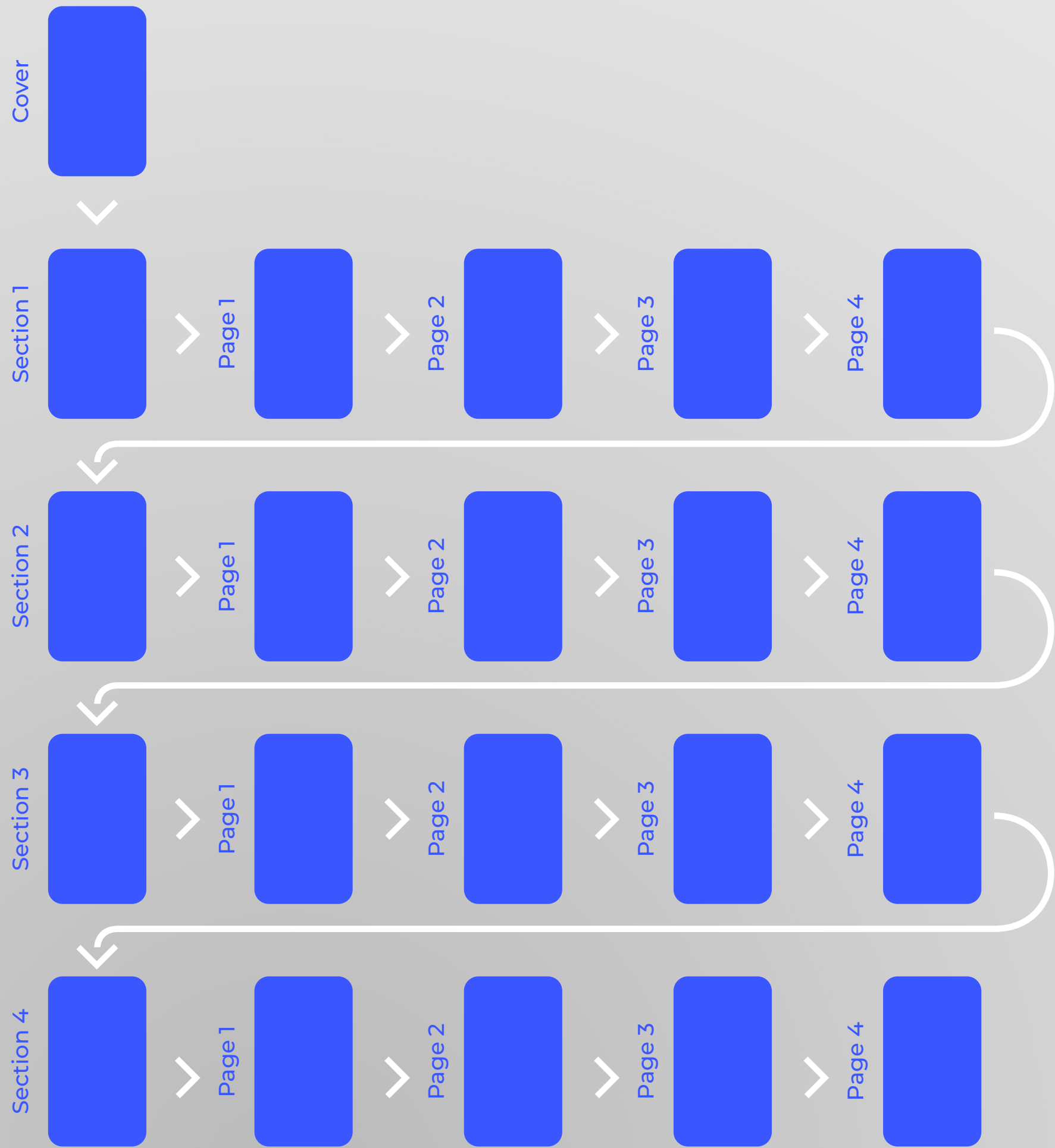




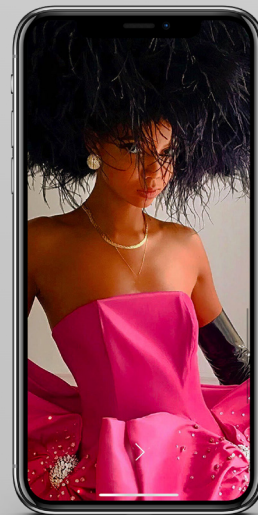
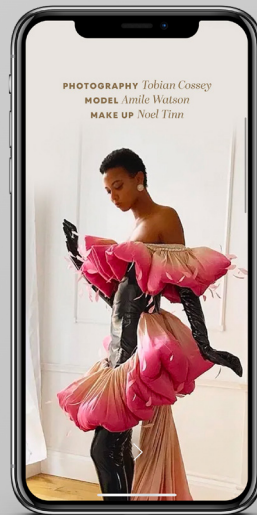


# Down and Across

Viewers swipe down into sections and across into the pages.



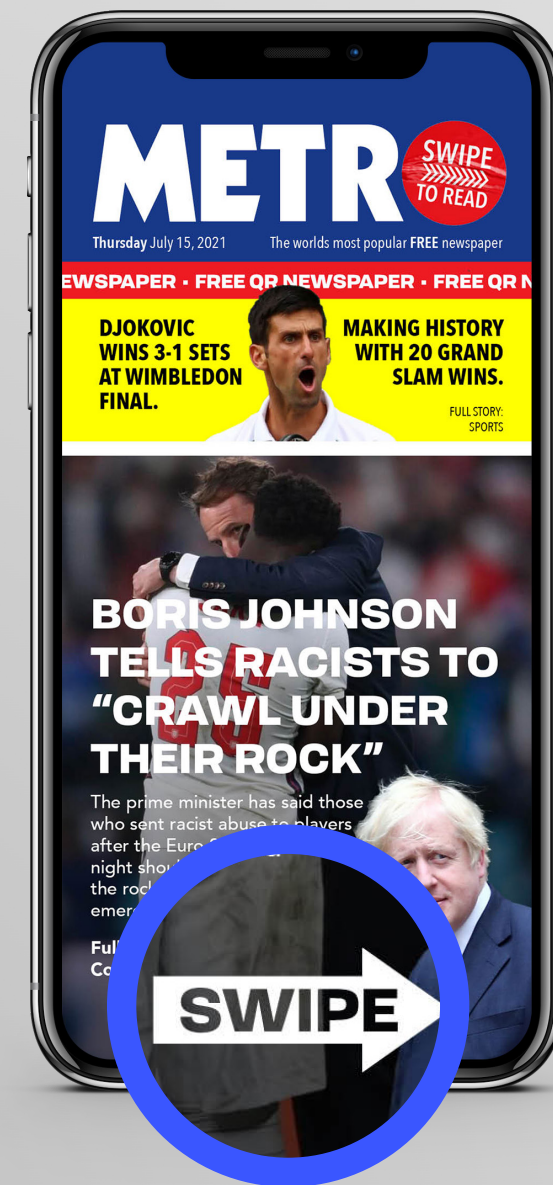






# Wayfinding

Consider what wayfinding you're going to use, it's integral for guiding your viewers through the Folio.





# Design

You can design with any software you like as long as it can export image, video or .GIF files.



Photoshop



Illustrator



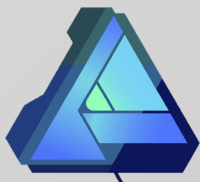
Indesign



Premier



Sketch



Affinity Designer



Canva



After Effects



Procreate



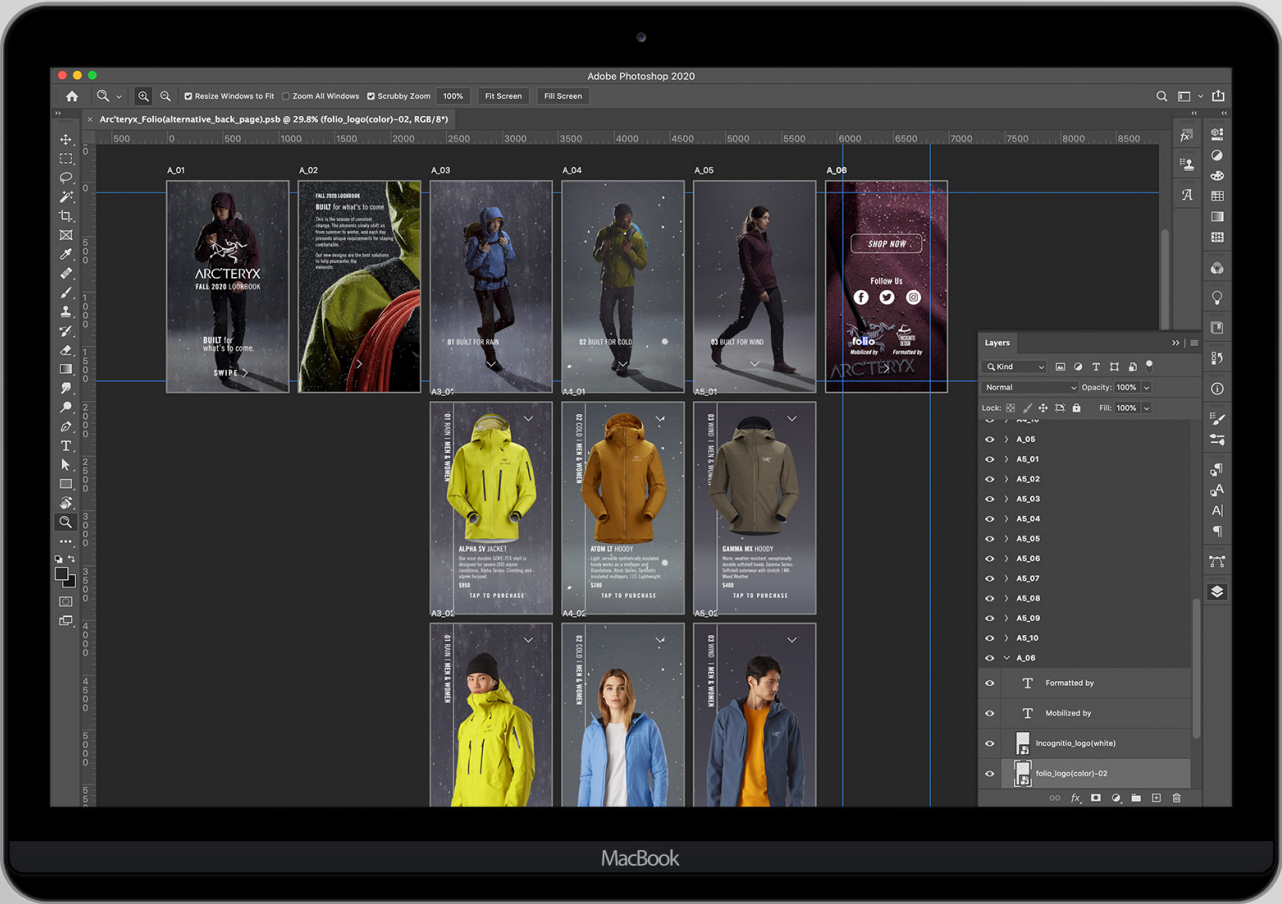
Corel Draw



Microsoft Paint



Final Cut Pro



A Folio design in Photoshop

# Folio Graphic Standards

## Requirements:

Dimensions: **1920px tall X 1080px wide**

File Orientation: **Portrait**

File format: **JPEG, PNG, GIF, MP4**

Color mode: **RGB**

## Recommendations:

Image File Size: approx. **300 kb**

GIF File Size: approx. **5 mb**

Video File Size : approx. **50 mb (max)**

[For more details visit our website.](#)

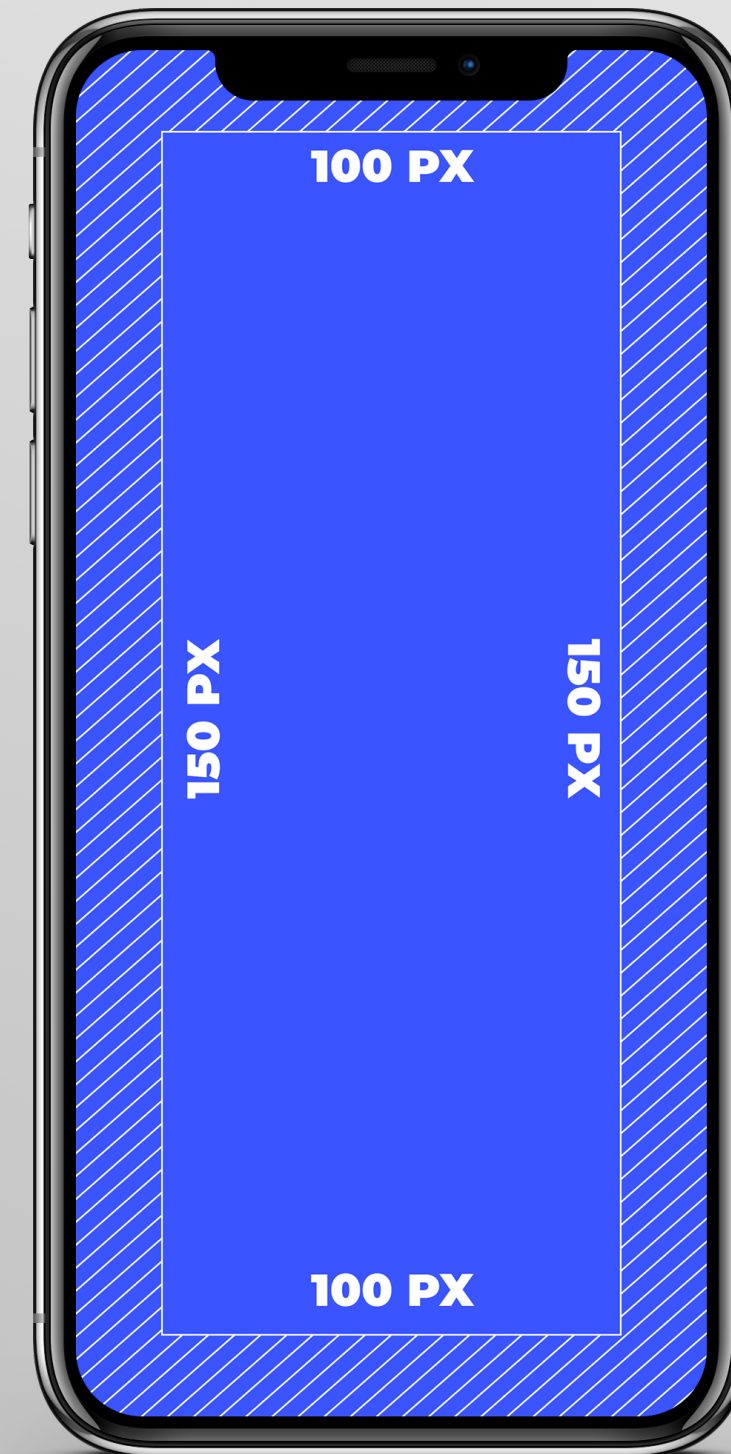




## Safe Zone

To avoid important design elements being cut off the mobile screen, follow the Safe Zone recommendations.

The Safe Zone is 150 px on the sides, and 100 px on the top and bottom of the design. Setting margins on the layout during your design process ensures all your work is seen clearly when published.



# Analytics

## Folio Completion Rate

The percentage of viewed Folios that were completed.

## Folio Completed / Viewed

The number of times a Folio was viewed and the number of times a viewer completed the Folio.

## Most Viewed Sections

Sections viewers spent the most time on.

## Most Clicked Ads

Advertisements viewers clicked on the most.

## Most Clicked Safe Domain Links

The most Safe Domain links viewers clicked on.

## Top Traffic Sources

The sources that generated the most traffic to Folio.

## Visits in time Frame

Visits to your Folio in a defined period of time.

## Total Visits

Total visits to the Folio.

## Total Sent

You can enter how many Folios' you sent to your CRM and calculate the open rate percentage.

## Open Rate

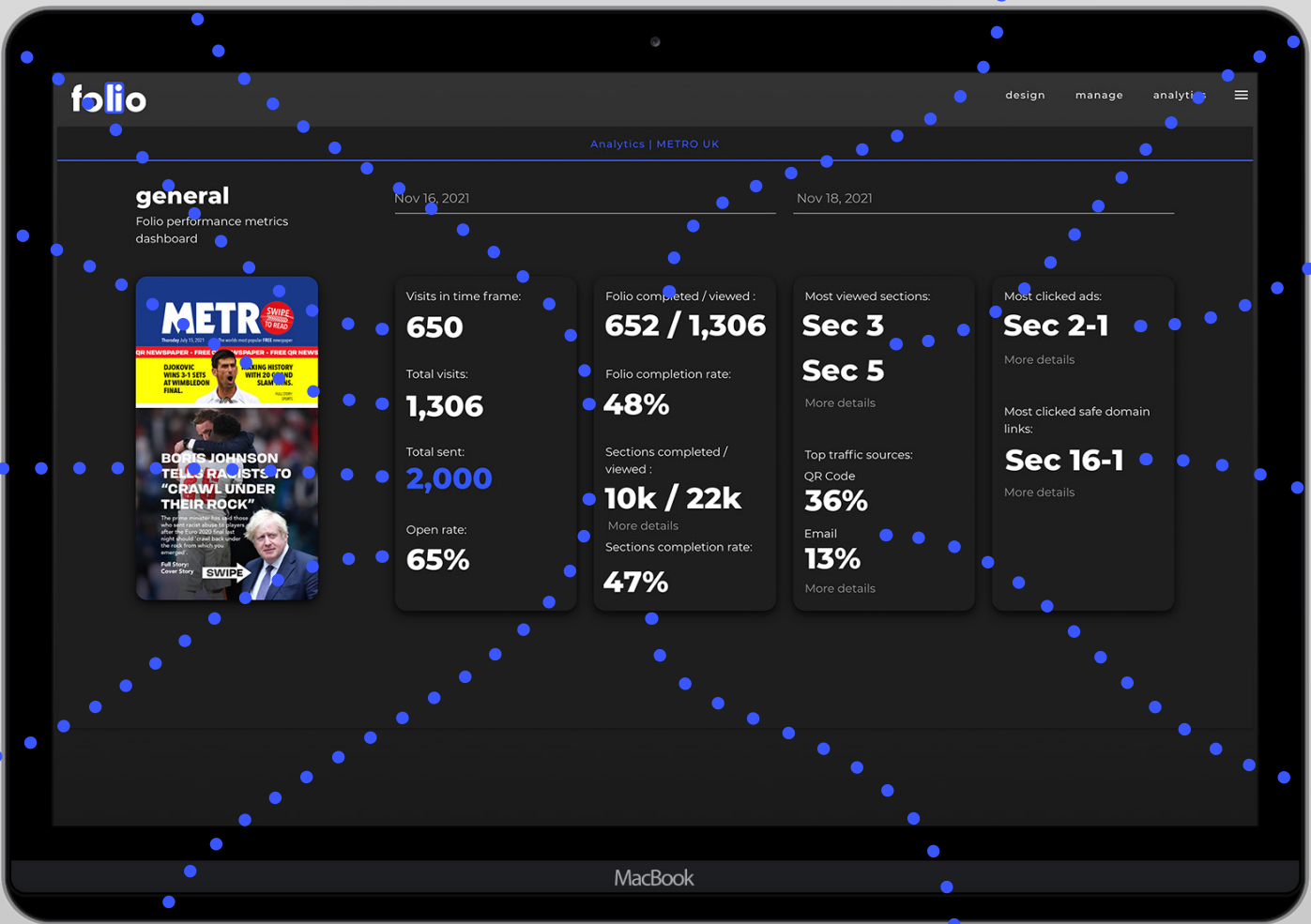
The total percentage of viewers that received the Folio and opened it.

## Section Completed / Viewed

The number of times a section was viewed and the number of times a viewer got to the end of the section.

## Section Completion Rate

The percentage of viewed sections that were completed.





## **Folio Cost**

**To publish a Folio with any number of embedded links costs:**

**\$5.00 USD.**

**To publish a Folio costs:**

**\$1.00 USD.**

**Folios are extremely cost effective to produce in house, so you can mark up your labour significantly, and grow revenue dramatically.**

**Remember, your clients can send a Folio to as many people as they want, because with Folio there is unlimited distribution.**

## Why Folio?

- **Immerse viewers in full-screen content.**
- **Viewable on mobile browsers or with great extra features in the Folio Reader App.**
- **Most engaging mobile-only experience available.**
- **Pay per publish.** No monthly subscriptions or fees.
- **Create Folios using image, gif and video files. No code or web development needed.**
- **100% control** of design, distribution and data.
- **Extremely simple and affordable** to produce and monetize.
- **Eliminate print costs.**
- **Free from programmatic ads and data harvesting.**
- **Increases profitability** for designers, agencies, publishers, and advertisers.



## Why Folio?

- **Access free, Insightful analytics.**
- **Distribute your Folio anywhere you put a link or QR code.**
- **No competing for attention with crowded, distracting social media feeds.**
- **Create the closest thing to the printed page available in the mobile format.**
- **Eye fatigue-reducing format.**
- **Create a singularly focused viewing experience.**
- **Benefit from early adopter status.**
- **Edit Folios and maintain their existing QR codes and URLs.**

# FAQs

- **Do viewers need an app?**

**No. Any Folio can be viewed in a browser. The free Folio Reader App is for viewers who want to save or share full-screen Folios.**

- **Are there monthly costs or subscription fees?**

**No. Pay as you publish.**

- **How much do analytics cost?**

**Nothing. Folio performance analytics are included at no extra cost.**



# FAQs

- **Are there limits on how many people can receive a Folio?**

**No. A Folio can be distributed to ten people, a thousand people, or a million people. Same cost.**

- **Where can Folios be distributed?**

**Folios can be published and distributed on any platform which allows links to be shared, or wherever you can place a QR code.**

- **How long do Folios last?**

**As long as you want them to.**

# FAQs

- **Can the content behind an existing Folio QR code or link be revised?**

**Yes. A published Folio's content can be changed using the edit feature in the Folio Design Portal.**

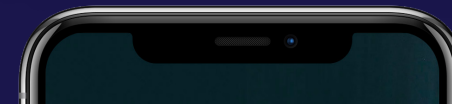
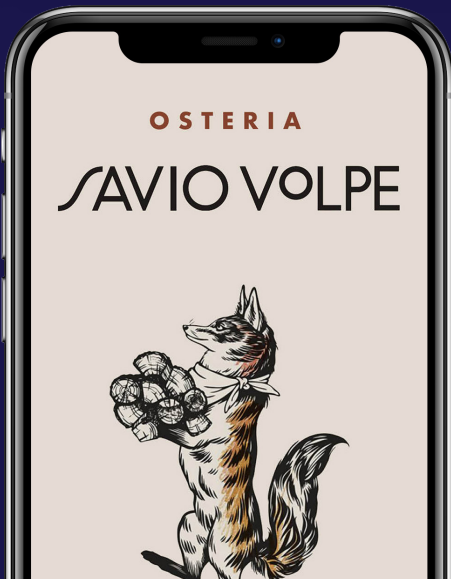
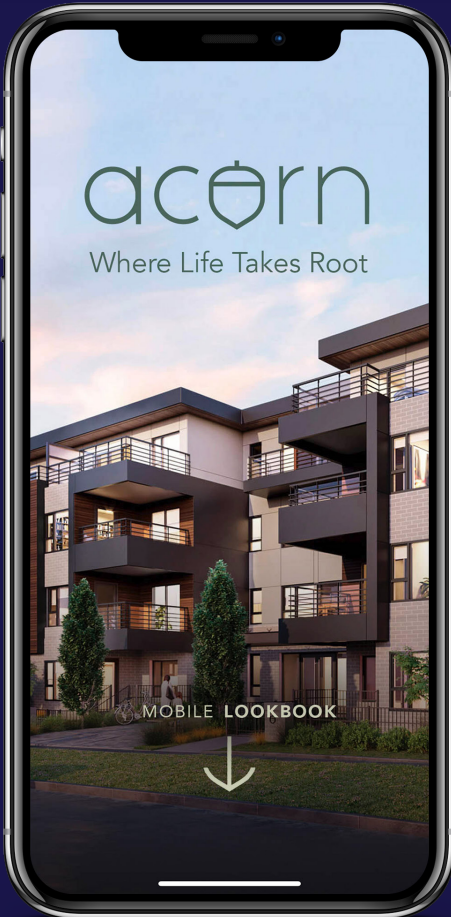
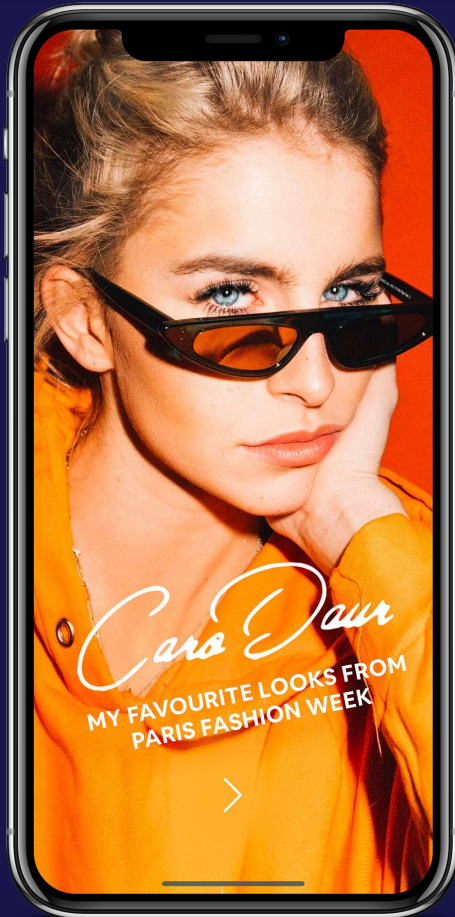
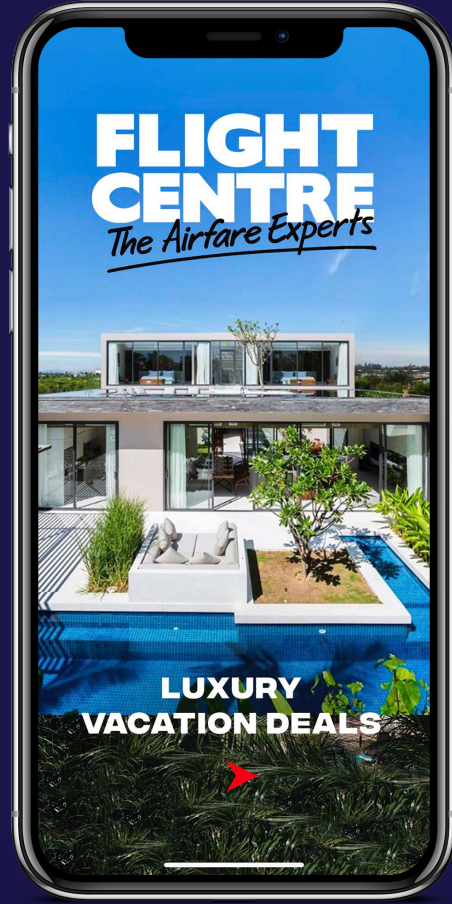
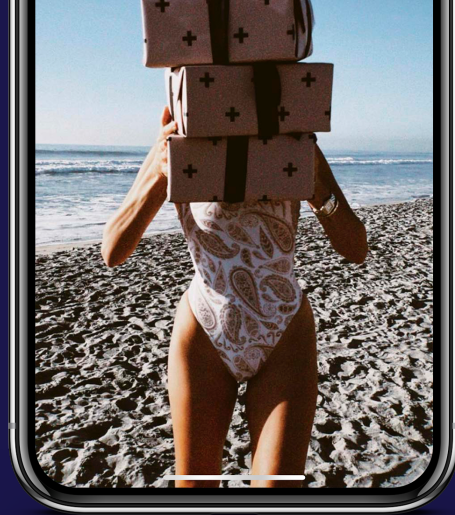
- **Will Folio product upgrades affect existing Folios?**

**No. Any published Folio will look the same regardless of updates.**

- **Are there any limits on the size of a Folio?**

**No. Make a Folio as long as you want.**







**Mobilize now!**

**folio**

**foliomobile.com**