folio

design recommendations.

Requirements VS Recommendations

Folio offers any user the creative freedom to produce whatever they want, for whomever they want. To ensure that the Folio you produce is as effective and engaging as possible, we have compiled a list of design recommendations for you to refer to while producing your assets.

Other than a few requirements shown in the graphic standards section of our website, you are free to produce whatever you want. Reported illegal content will be removed.

You can download this document to keep with you while creating your assets. Happy designing!
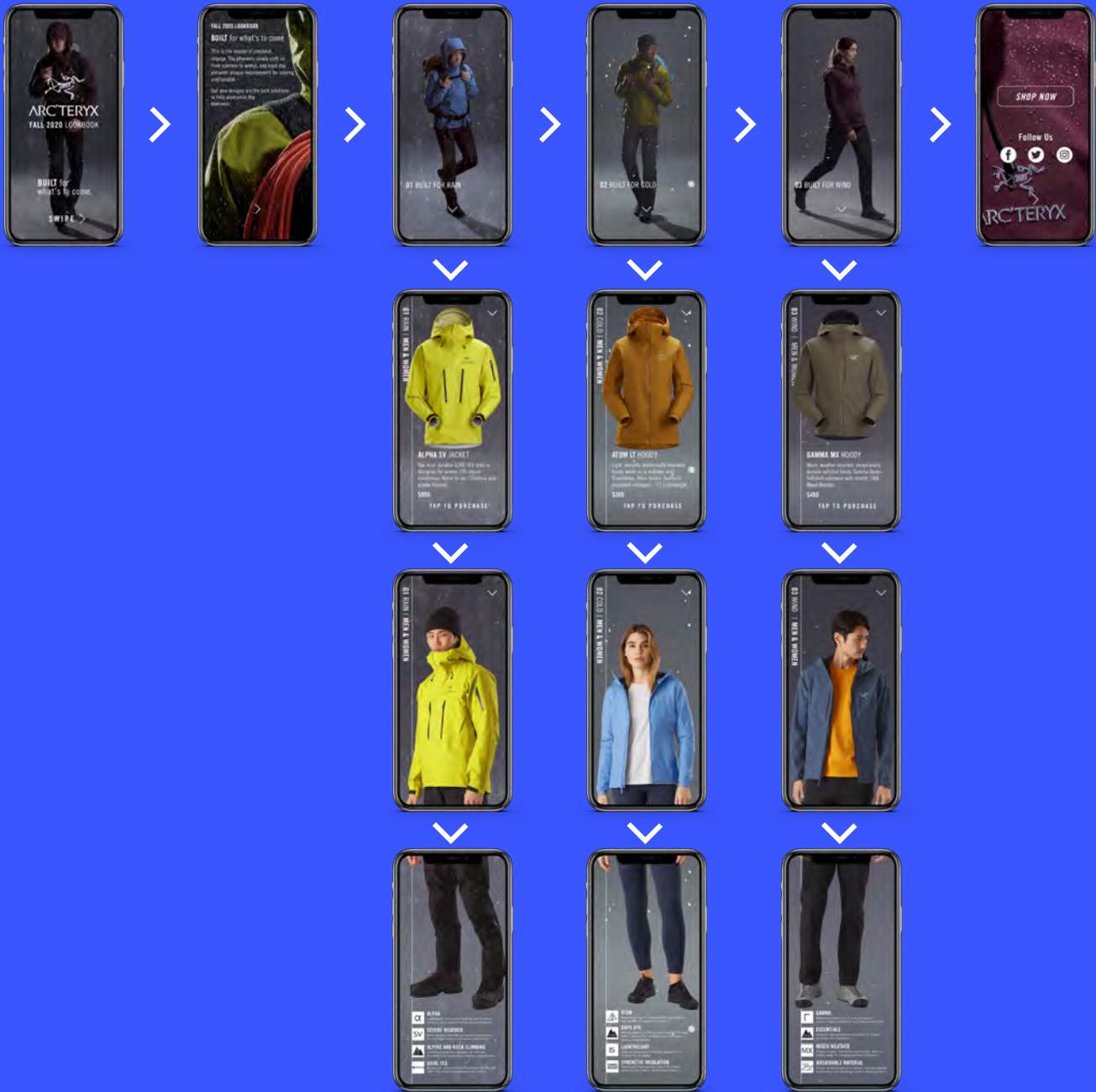
Design Recommendations

Folio Orientations

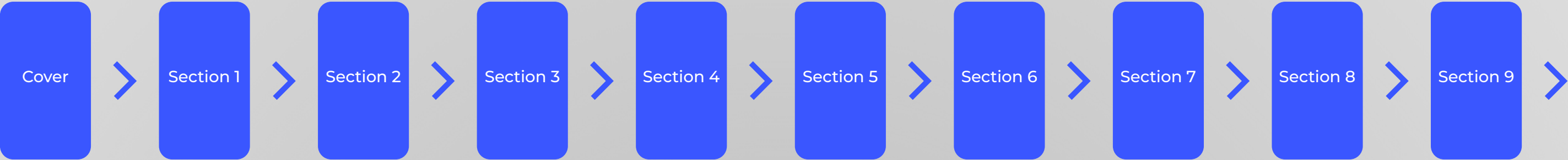When starting to design a Folio, the first thing to consider is the orientation.

If your Folio is smaller and doesn't require sections to help guide the viewer through your content, consider a one-way Folio (100% horizontal or 100% vertical). If you have a lot of content that is easily compartmentalized into sections, consider a two-way Folio (across & down or down & across).

One-Way Orientation

The one-way Folio orientations are most suited for shorter and more visual Folios. This quick orientation allows users to swipe through the pages and get the information they need without diving deeper into sections.

| Cover | > | Section 1 | > | Section 2 | > | Section 3 | > | Section 4 | > | Section 5 | > | Section 6 | > | Section 7 | > | Section 8 | > | Section 9 | > |

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Two-Way Orientation

The two-way Folio orientations are most suited for longer, more text-heavy Folios. This sophisticated orientation allows users to choose sections of information to read and then explore a given section for further details.
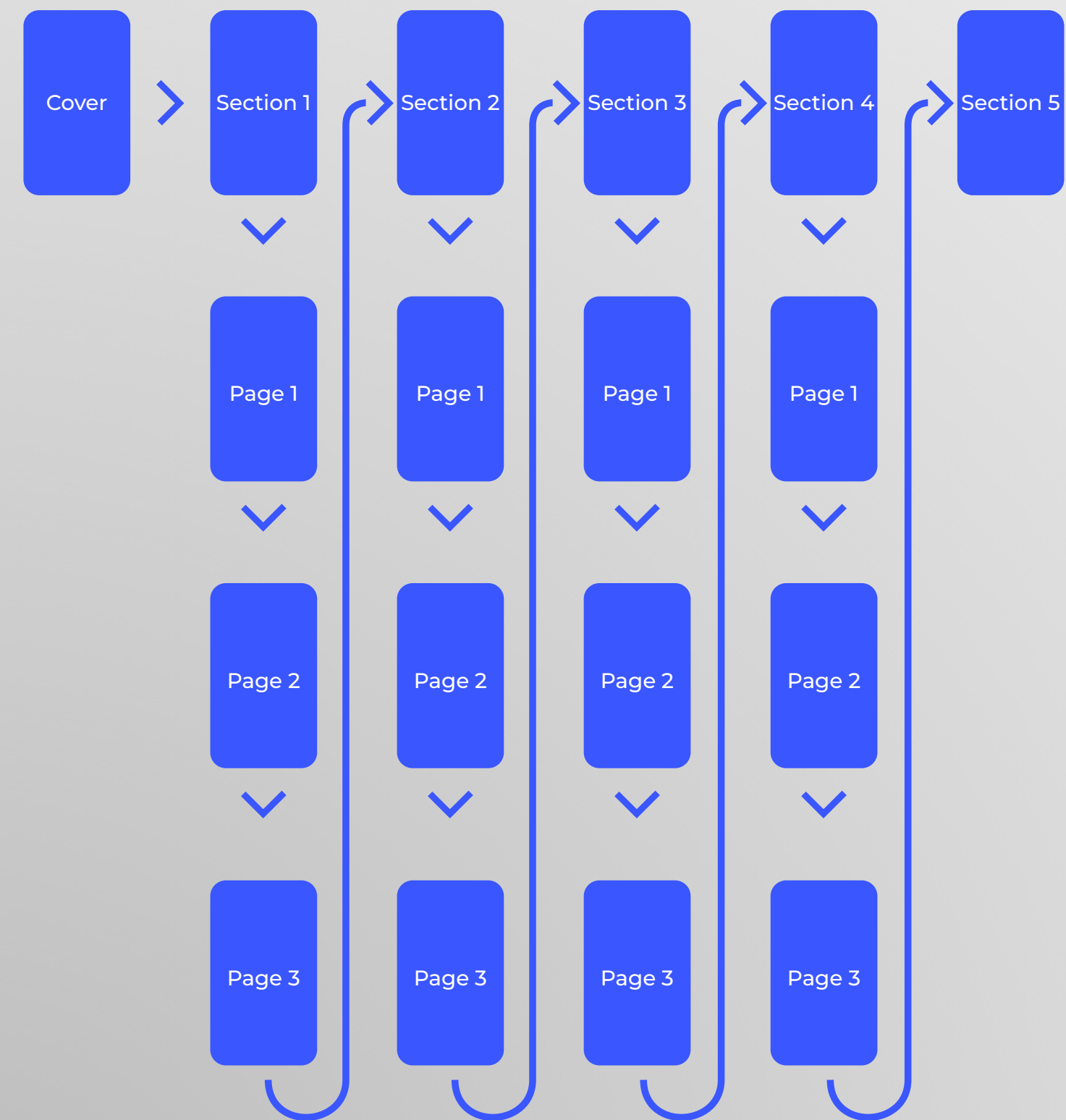
folio

Folio Rhythm

Folio rhythm refers to how easily a viewer can navigate through your Folio design. It's an important consideration for all orientations but it becomes especially important in two-way Folios.

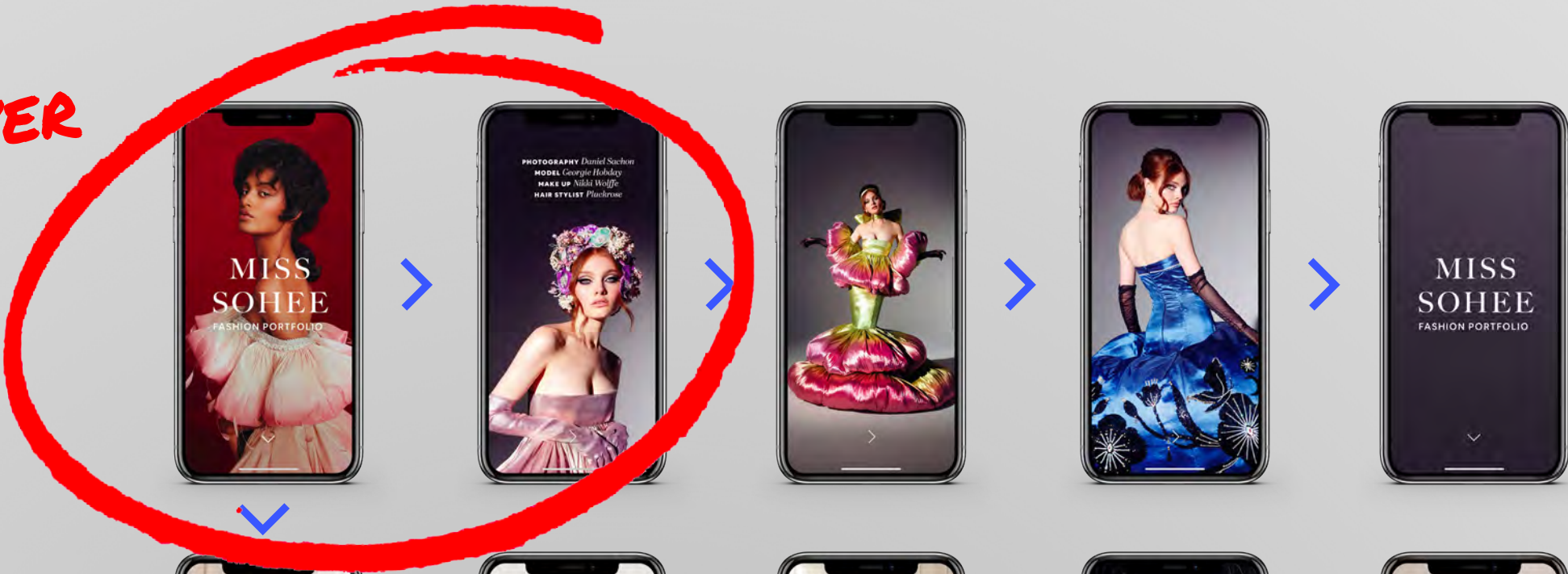Learn the rules then break the rules! A Folio that is purposefully disorienting can be very impactful.
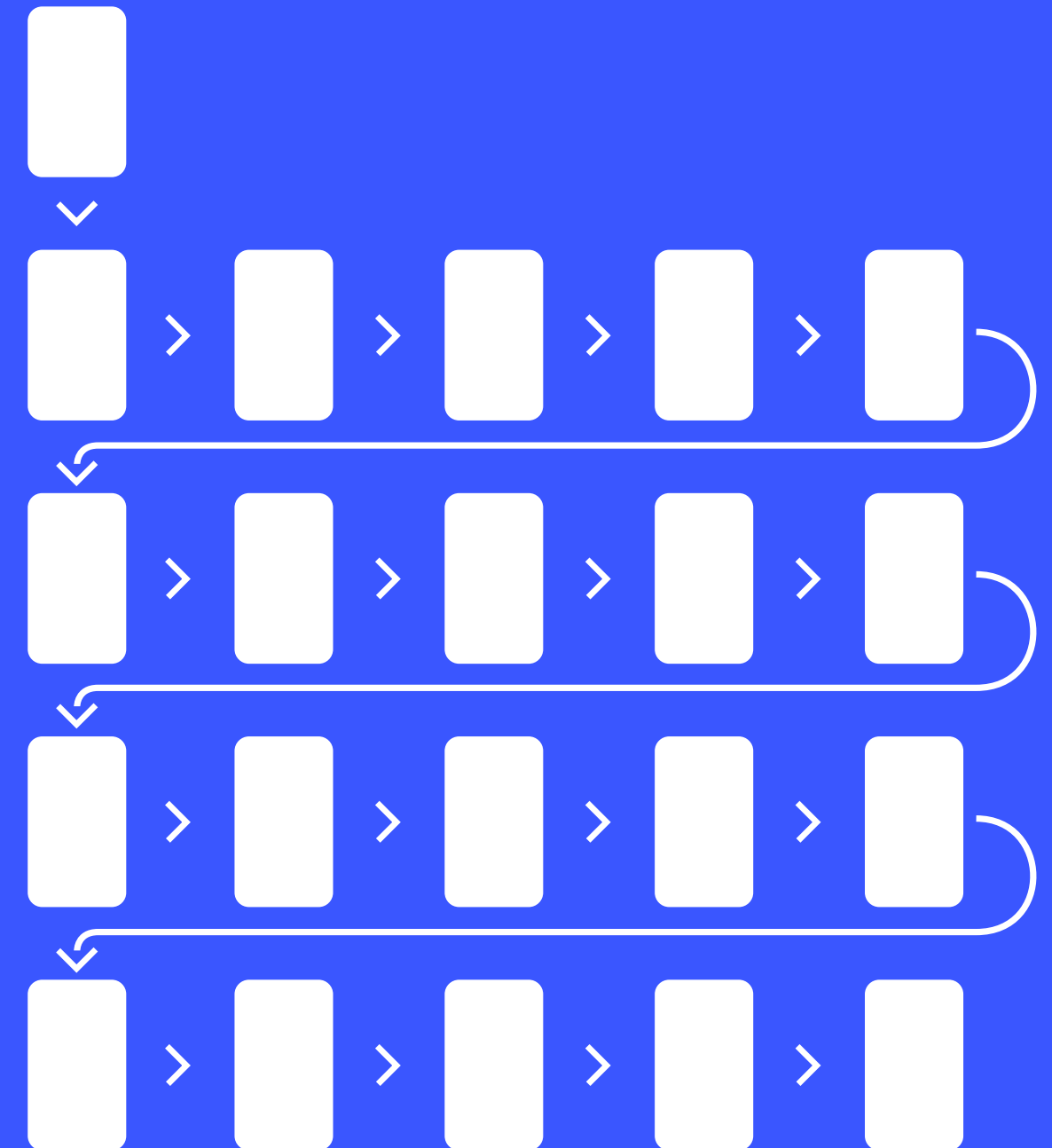
Folio Rhythm

Have a clear cover and subcover that swipes in the direction of your orientation. Don't turn your cover into a section; it's disorienting for your viewers.

NO DISTINCT COVER OR SUBCOVER
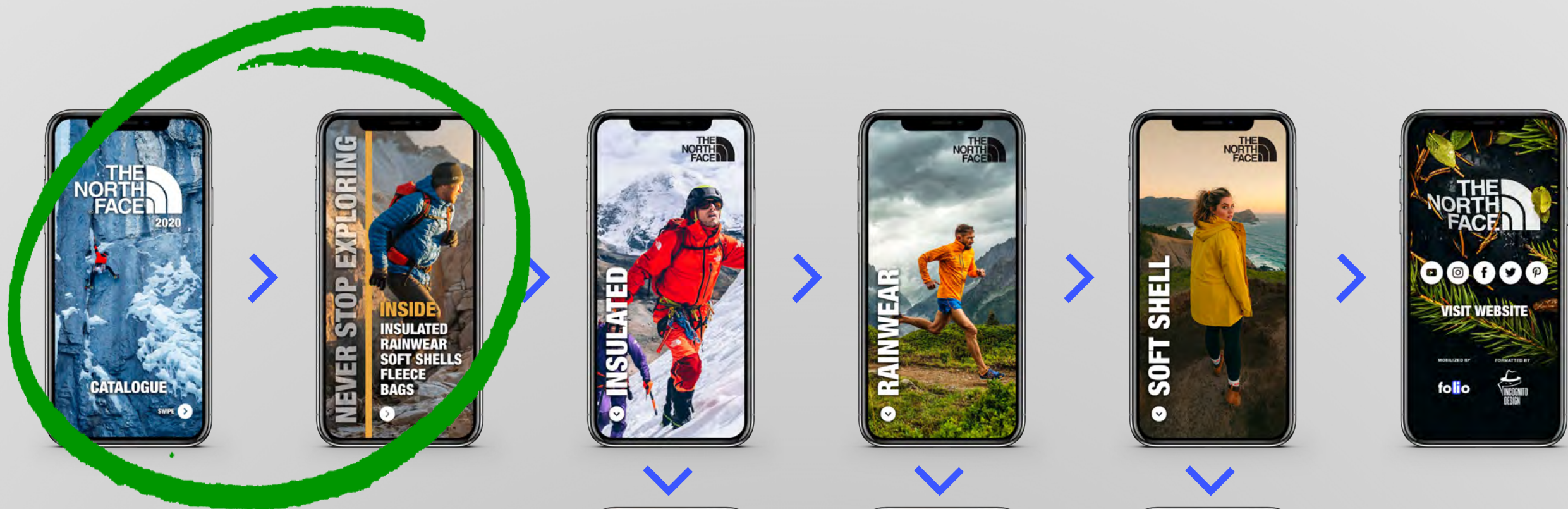
Design Recommendations

folio

Folio Rhythm

Design Recommendations

CLEAR COVER AND SUBCOVER ✓
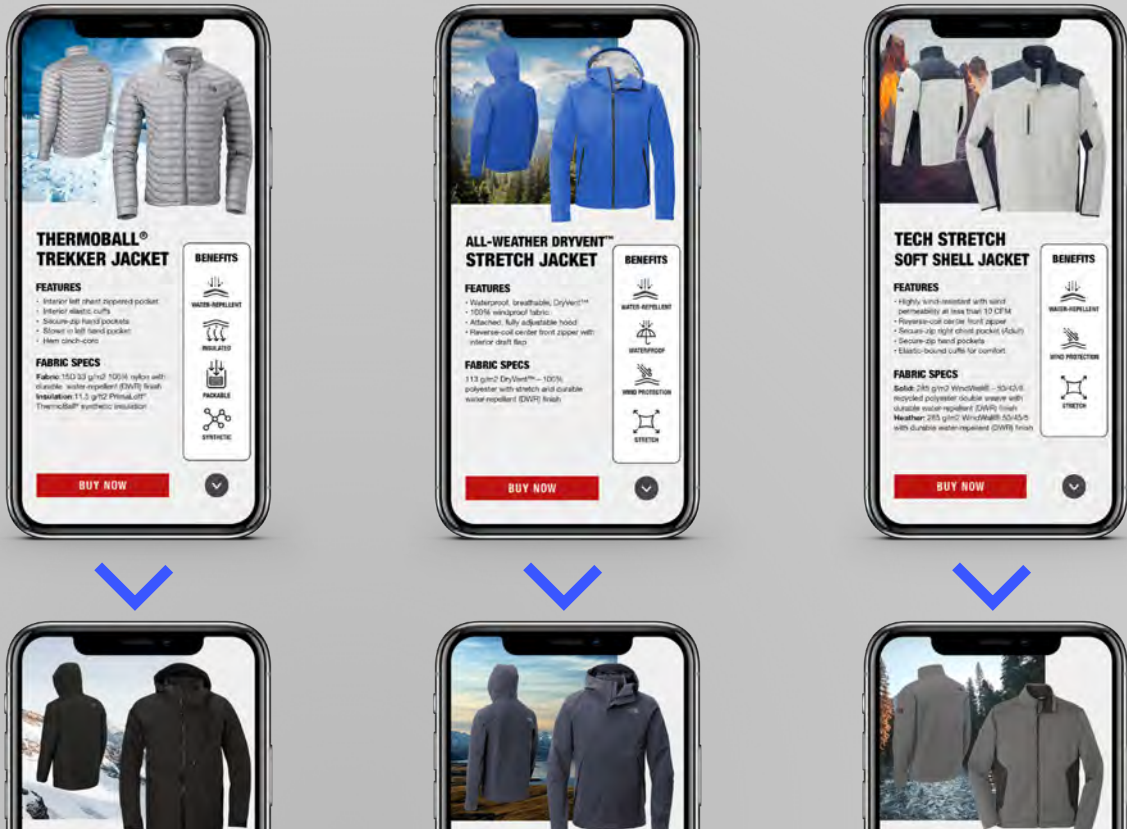
Folio Rhythm

Provide **consistent section lengths**. If one section has 3 pages and the next one has 15, it can be disorienting for the viewer.

INCONSISTENT SECTION LENGTHS

EQUAL SECTION LENGTHS CREATE BETTER RHYTHM
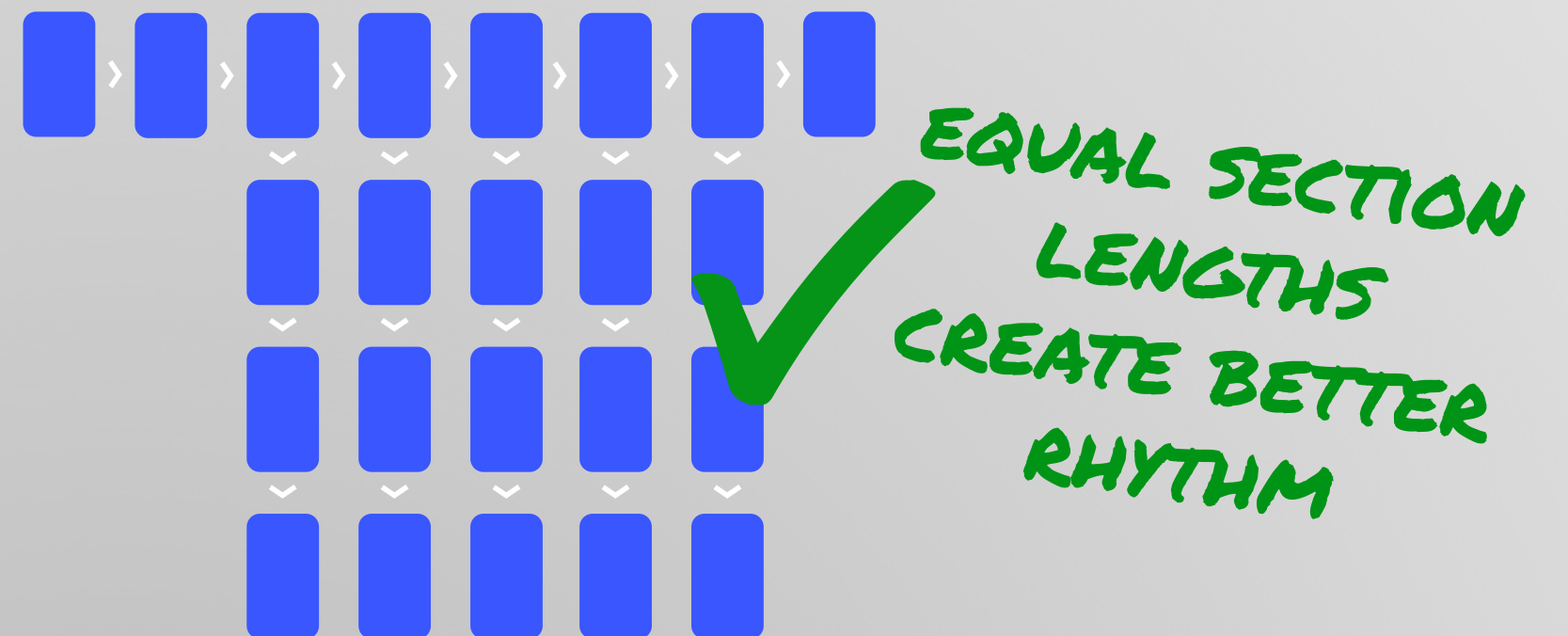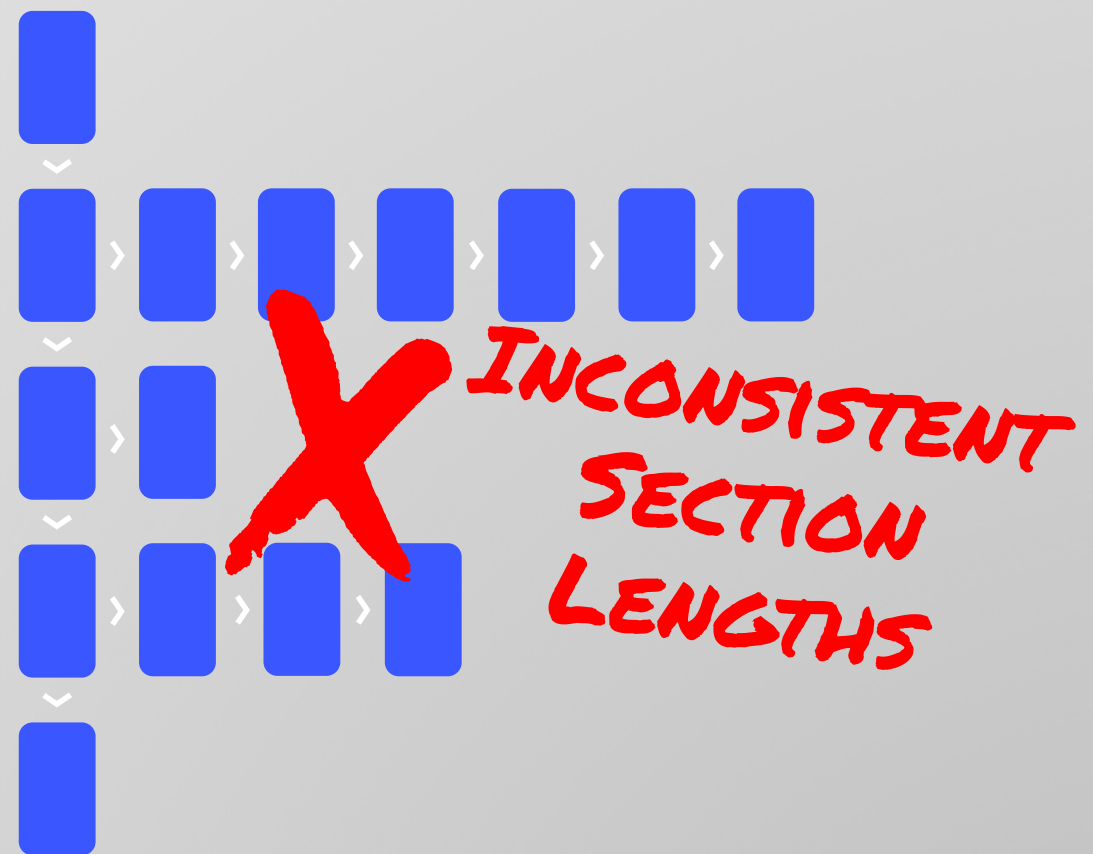
folio

Folio Rhythm

Have a **clear back cover that swipes in the direction of your orientation** to show your reader they've reached the end. Don't turn your back cover into a section; it's disorienting for your viewers.

END PAGE USED AS SECTION COVER

Folio Rhythm

BACK COVER
CREATES CLEAR
FINALE TO FOLIO ✓
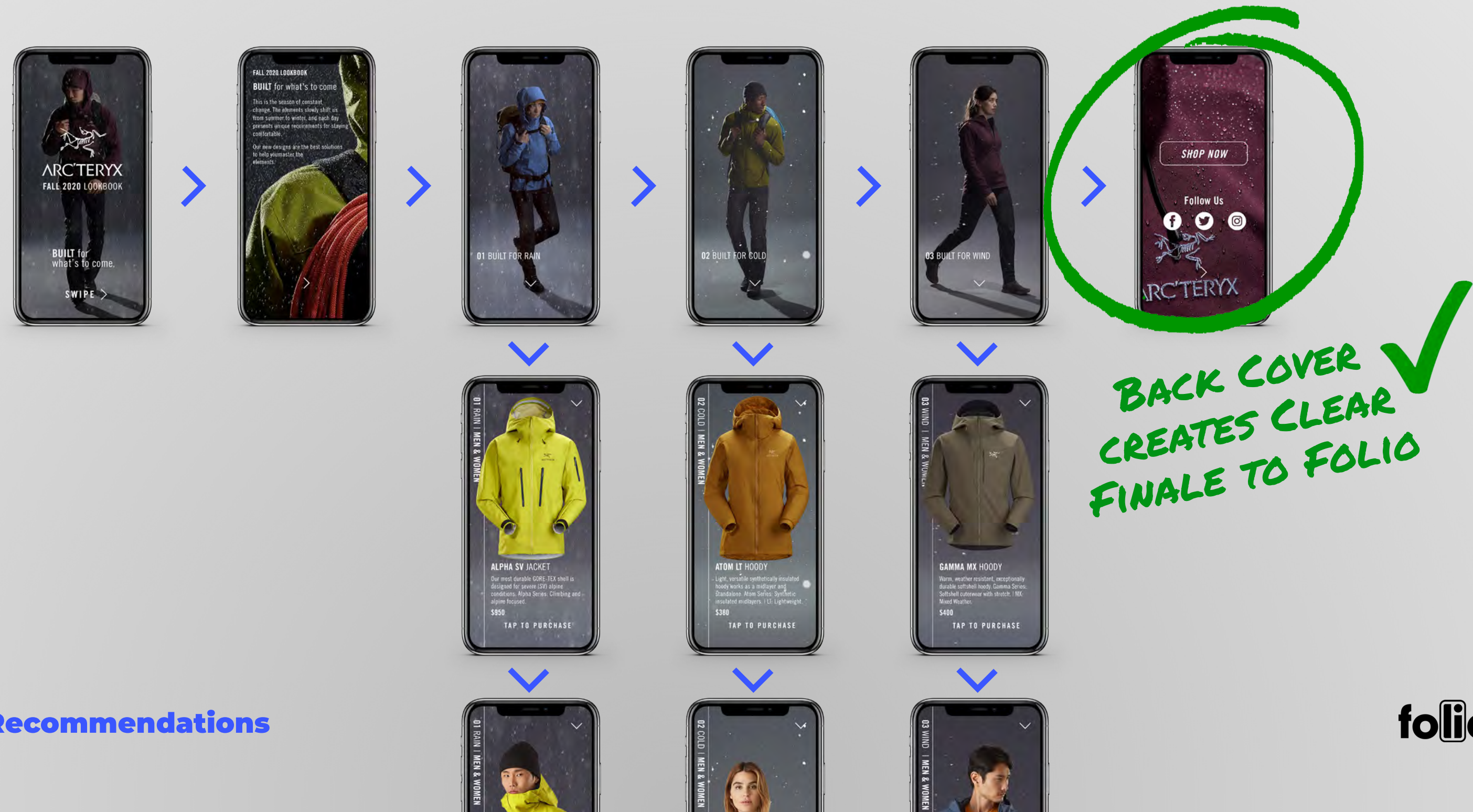
Design Recommendations

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Vibrancy

The treatment of your design assets will determine the engagement level of the viewer and therefore the effectiveness of your Folio design.

Some elements you will want to consider while designing your Folio are **bold color choices, contrast, and open space.**
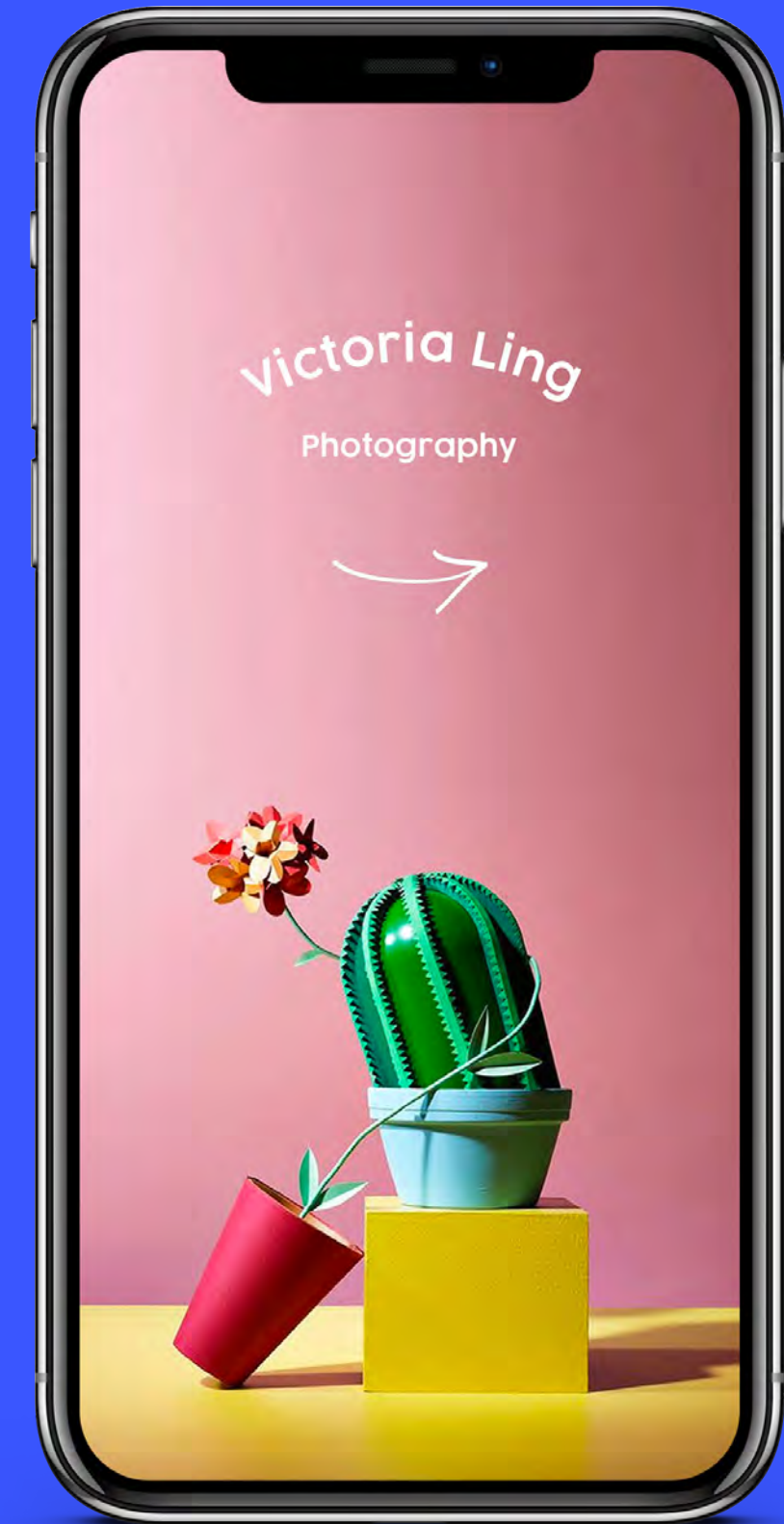
Vibrancy

Choosing bold, vivid color is one easy way to make a striking Folio design.

Use contrasting colors and text sizes to add a level of dynamism to your design.

Allowing open space in your design brings balance to your layout and prevents eye fatigue.

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Covers

All Folios start with a cover page. This page usually contains the brand's logo/name and an evocative fullscreen image which conveys important information about the content of the Folio.
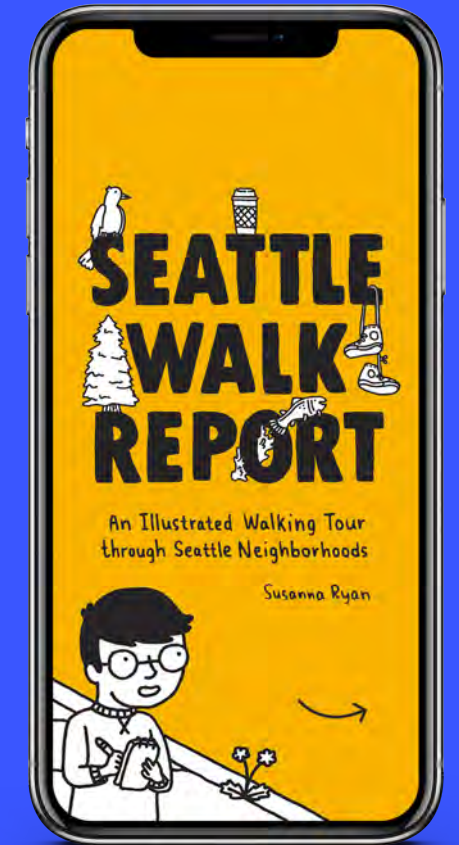
Transition Pages

At the end of each Folio section, we include a section transition page. This page tells the user that this section has ended and provides some information about what they can read in the next one.

It is Important to include **open space** in these pages. Keep these screens uncluttered to allow the viewer's eyes to rest and also signal the end of a section.

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End Pages

At the end of all Folios, we include an end page. This page usually contains the contact information for the brand and any final messages before the user ends the Folio experience.

End Pages

Try to use photography assets that are consistent with the rest of your Folio as a background. It helps make your page pop.

An end page design using background imagery that interacts with logos and text creates a dynamic final message.

folio

End Pages

Your company's logo should be prioritized over social media buttons. Choose a smaller size for buttons as they are recognizable at a small scale.

Use variations of text size and color to place emphasis on more important elements of your end page's hierarchy.
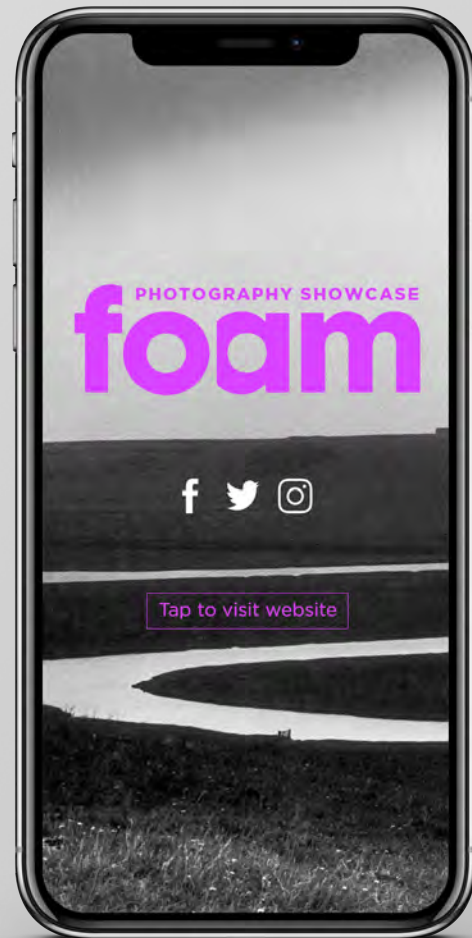
folio

Wayfinding

Providing visual signs that help users navigate easily through a Folio will enhance their experience.

Having explicit wayfinding in a consistent place is key to getting users started.
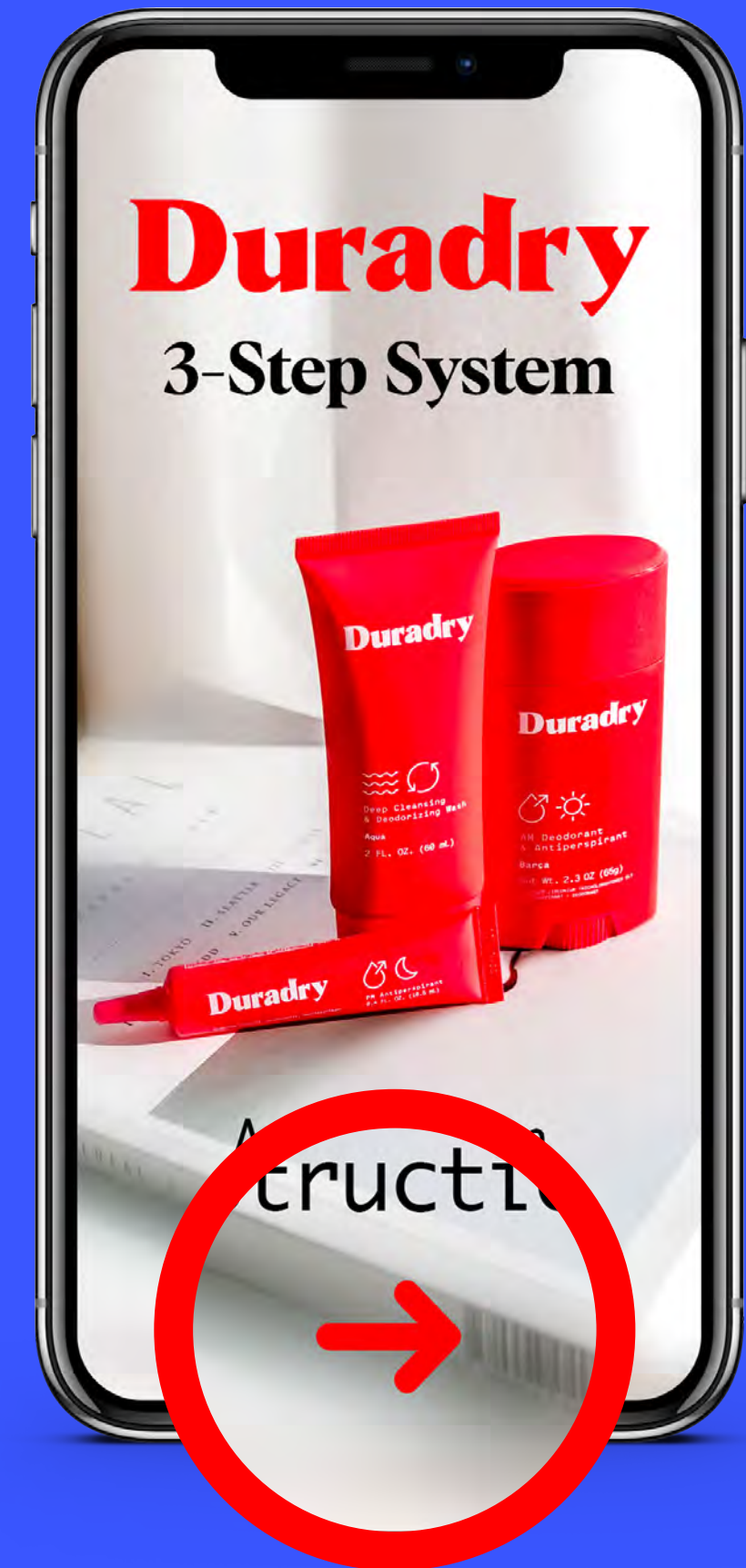
Wayfinding

The wayfinding signs and text on the cover are the most crucial way to set up a user's positive experience. Consider a graphic that explicitly says "swipe" with an arrow.

folio

Wayfinding

Place the wayfinding sign/text in the same location on each slide for a smoother user experience.
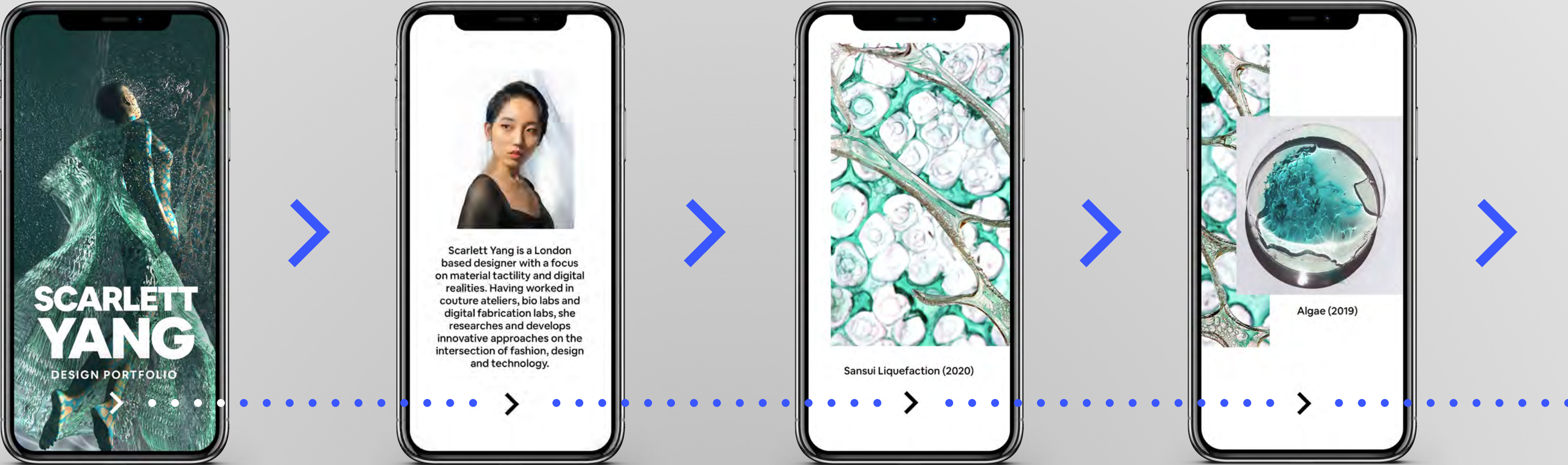
folio

Wayfinding

If there is a change in the direction of your wayfinding, such as at the end of a section, **be very explicit about it.**

METHOD
Mix it all together, give it a shake, pour & strain into your glass.

METHOD
Time to spice things up! Top your glass with ice, add all the ingredients, simply stir and en-JOY!

NEXT RECIPE
FIRE DANCER

NEXT RECIPE
PINA FIESTA

DRAW ATTENTION BACK TO WAYFINDING ON DIRECTIONAL CHANGE ✓

Design Recommendations
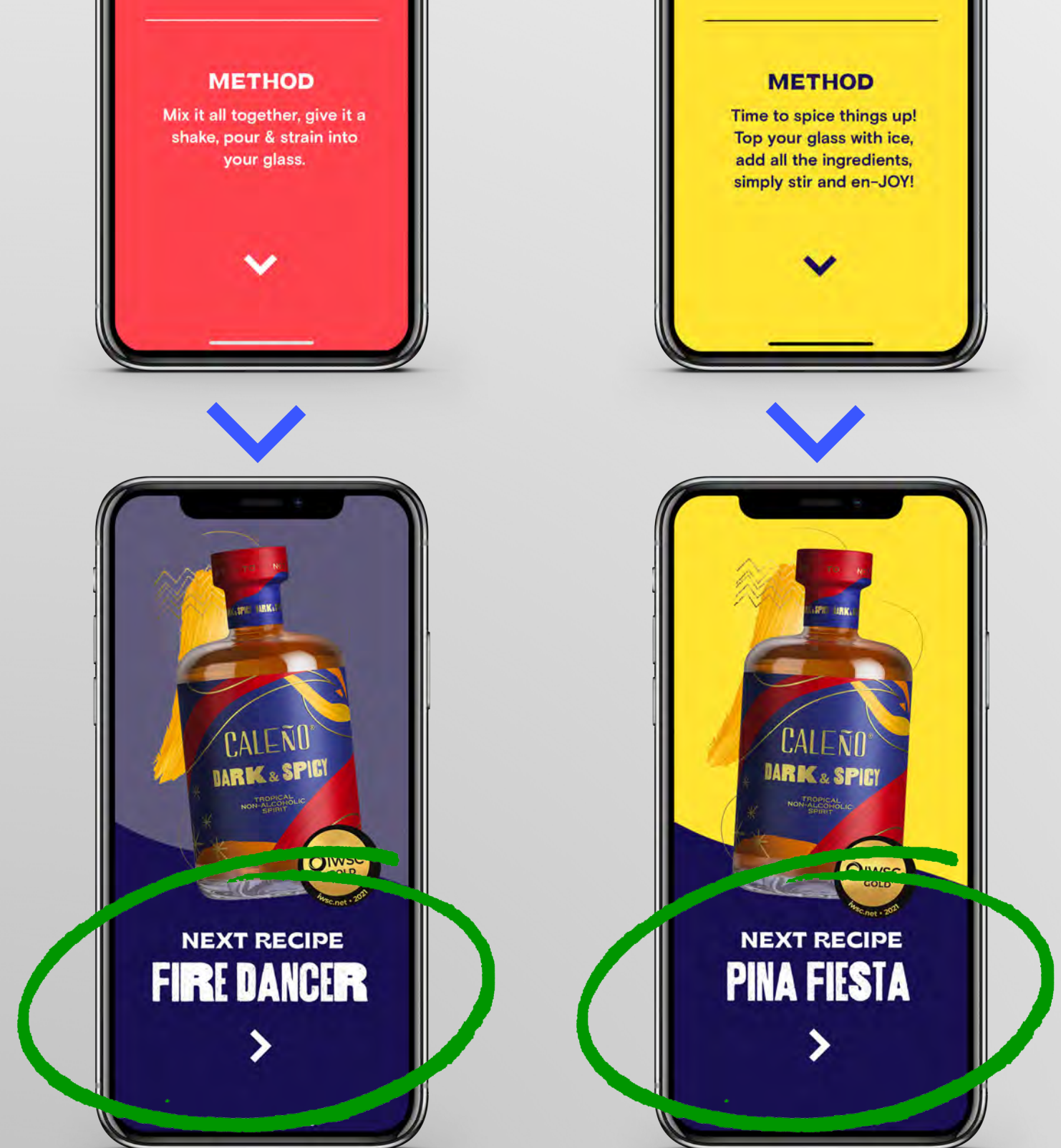
folio

Images in Folio

When choosing images for your Folio, you want to make sure they are high quality and take up as much of the screen as possible.

The portrait shape of the phone screen can be a limiting format when it comes to implementing existing photography assets into your Folio design. Luckily, there are a number of solutions to accommodate most image formats.

Design Recommendations

Images in Folio

The best solution for using images that are longer than the phone screen format is to spread the image across two pages so you can see the entire picture without compromise.

Using long vertically formatted images can help tie vertical sections together.

folio

Images in Folio

Using a framing device to crop wider landscape images can help you incorporate them into your Folio design. Use the frame to prioritize the area of importance you wish to highlight

28 JULY 2020
TRAVEL · DESTINATIONS

WHAT WILL THE NEXT VACATIONS BE LIKE IN TIMES OF ISOLATION?

Inspired by
Iceland

A GUIDED TOUR
OF GEOGRAPHICAL
WONDERS
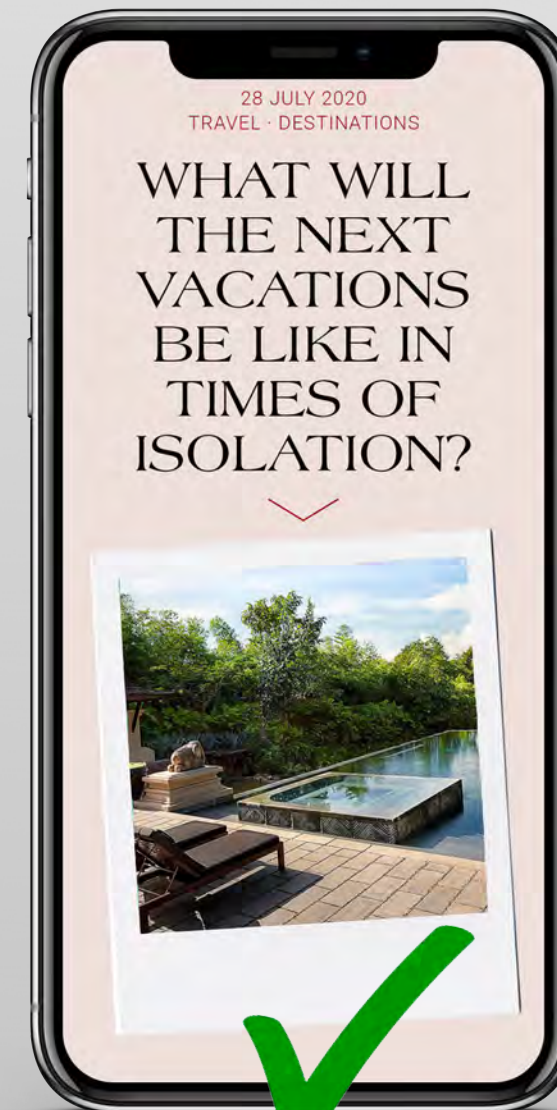
✔ USE FRAMING DEVICE TO CREATE FOCAL POINT

✗ BETTER PART OF IMAGE LOST BY STRETCHING TO FIT SCREEN

Design Recommendations

folio

Images in Folio

When it comes to including portrait images in your design, use close-cropped images of faces to increase the intimate feel of your Folio.

folio

Gifs in Folio

Adding GIFs to your Folio can create a more dynamic and compelling viewing experience. The following are some important recommendations that will make the viewing experience as seamless as possible.

GIF File Size:

- GIFs around 5 to 6 MB allow for efficient asset loading.

- GIFs larger than 10 MB will have significant loading time.

- Maximum GIF length 5 seconds for efficient loading.

Gifs in Folio

To keep GIF file sizes low and create the best viewing experience possible for your viewers, follow these recommendations: **choose flat vector animations rather than high resolution raster video.** GIF size is directly related to the number of colours and frames in a file. By using flat vector animations rather than video footage, you can significantly reduce the size of your GIF.

USE FLAT VECTOR ANIMATIONS

AVOID HIGH RESOLUTION RASTER VIDEO

folio

Gifs in Folio

To significantly reduce GIF file size, **create a stop-motion-style animation with only 5 or 6 frames.**
Using raster footage for this approach is very easy.

folio

Videos in Folio

Using videos in your Folio design can create a more engaging and immersive viewing experience. Video is effective because it is a progressive loading experience. This means that your viewers don't have to wait for the file to load to begin viewing the video. Although you can upload longer videos, shorter videos (under 2 mins) will retain your viewers' attention. MP4s can also include sound, allowing you to create an even more dynamic Folio.

folio

Videos in Folio

How videos work in Folio:

- Portrait videos work best to utilize the full screen.

- Videos auto-play in the Folio Reader app.

- Viewers press play in the browser.

- Videos loop, making rewatching easy.

- Videos play with audio.

- No adding links to your video.

Design Recommendations

Cupped mini tea dress with godet

$46   Tap to shop
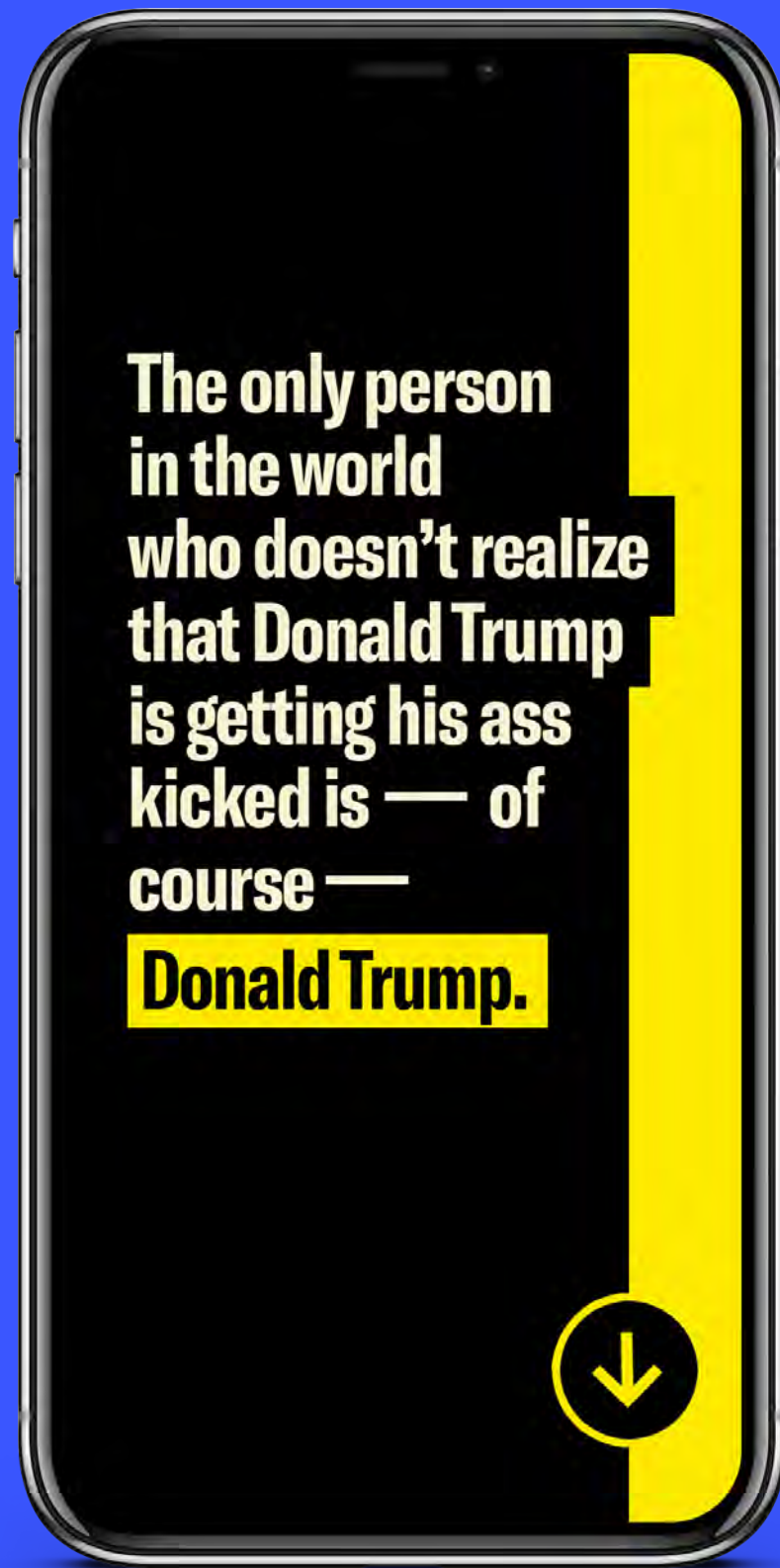
Text in Folio

We want to make the viewing experience as easy as possible for our audience, so using a large font and spreading text out over more pages will help. This tactic also helps to bring open space to the screen which can reduce eye fatigue and balance your design.

folio

Text in Folio

DECOR

Sculptural, surprising or swanky, objets are always a posh touch.

The death rate due to Covid has come down to 1.3 while the recovery rate...

according to their skill set. A labour employment commission was set up for the social and economic security of labourers. Over 800,000 MSME units were made functional, with over 5.1 million labourers employed. INR 107.44 billion of loans were distributed among 435,000 industrial units under Atmanirbhar Yojana. In addition to this, over 581,000 new units were started and loans worth over INR 155.41 billion was distributed under Atmanirbhar Yojana and over 2.5 million jobs were created. Loans worth INR 24.47 billion were distributed online to 98,743 units on a single day on May 14, 2020. The government came up with a new StartUp Policy to motivate youth towards self-employment. About

50,000 persons are get direct and indirect employ... During the phases, things streamlined...

Low Death Rate and High Recovery Rate
The death rate due to Covid has come down to 1.3 while the recovery rate has shot up too close to 94%. Prime Minister Mr Narendra Modi recognised the deft handling of Corona crisis by the UP Gover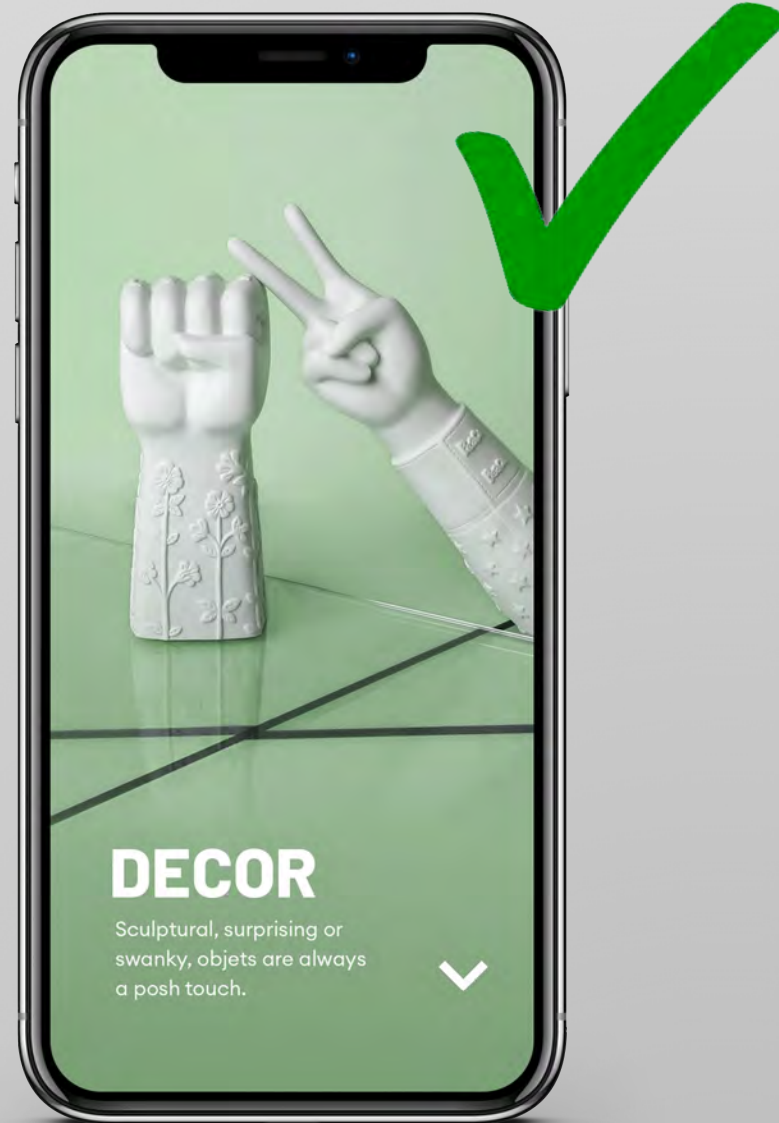nment when he said "The vast preparations made by Uttar Pradesh Chief Minister saved at least 85,000 lives, something unthinkable before 2017".

It was all about marshalling available resources to optimum levels. As on date there are over 234 labs in the state including 131 government labs which conduct testing of about 175,000 samples every day

Innovative Approach
Many innovative steps have helped the state to keep the spread of infection under control. Focussed testing of hospital staff, street vendors, staff employed in shopping malls, taxi & bus drivers, etc. has helped to contain the spread as these are potential super spreaders. Mapping of cases on digital maps of districts, focussed surveillance and testing based on this information has proved helpful. IT interventions in different areas have made various steps undertaken by the government citizen friendly.

Design Recommendations

folio

Text in Folio

Women and
people of color
**are fired up
for change**
(white men, wake up)

**NON-ALCOHOLIC
TROPICAL RUM**

A distilled golden and
spicy blend, packed
with dark pineapple
tropical notes, ginger &
kola nut spices.

>

WINTER WRAPPEP UP

Hibernation is not an option in New
Zealand this season – our adventure
playgrounds are back to their best,
and from ski field to seascape there is
something for everyone.

STORY **CATH BENNETT**

SWIPE

JOE'S STORY

From Scranton to Wilmington to
the White House—with thousands
of train rides in between.

swipe
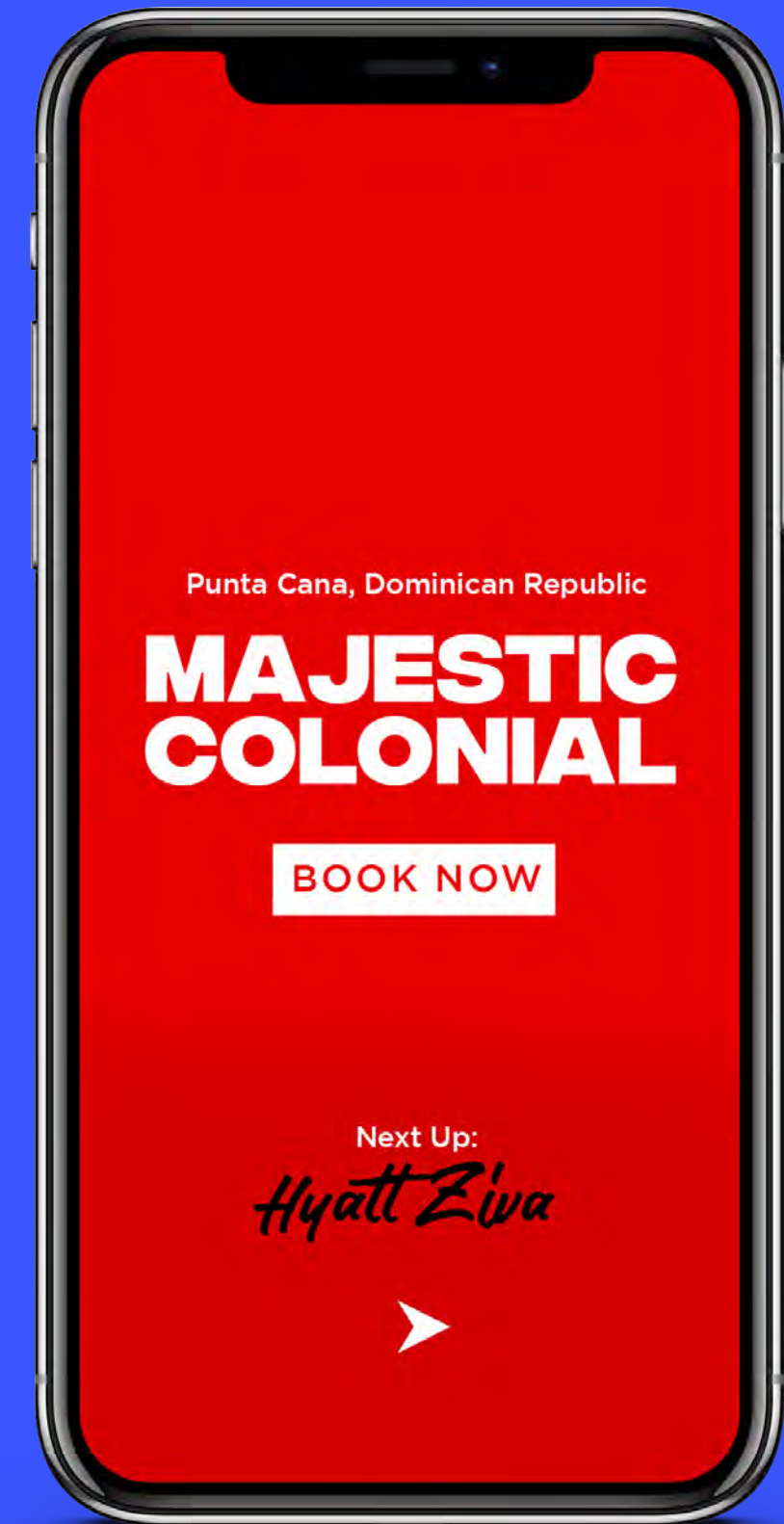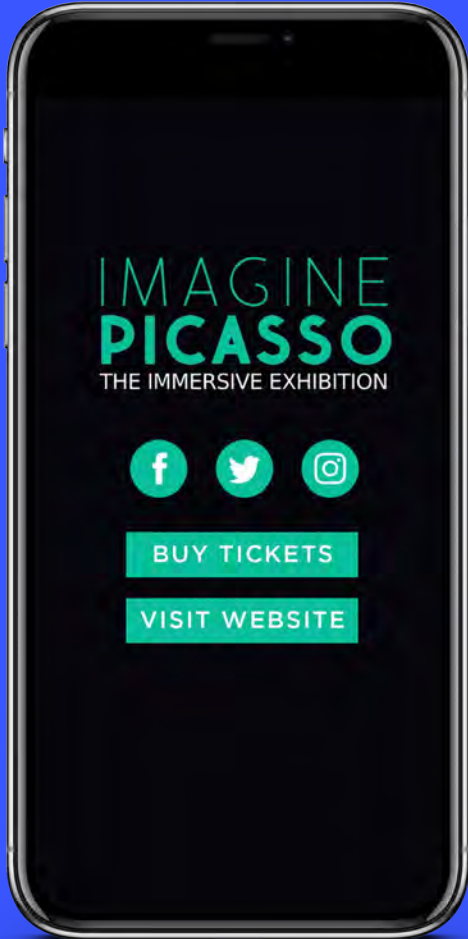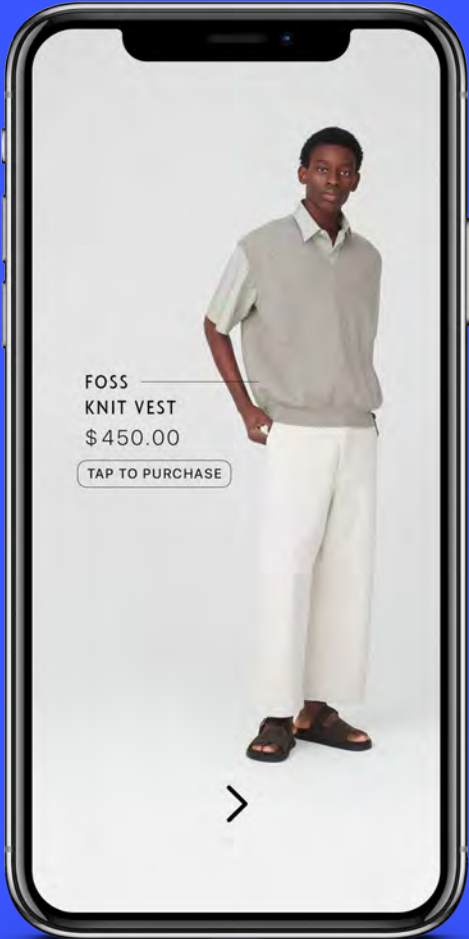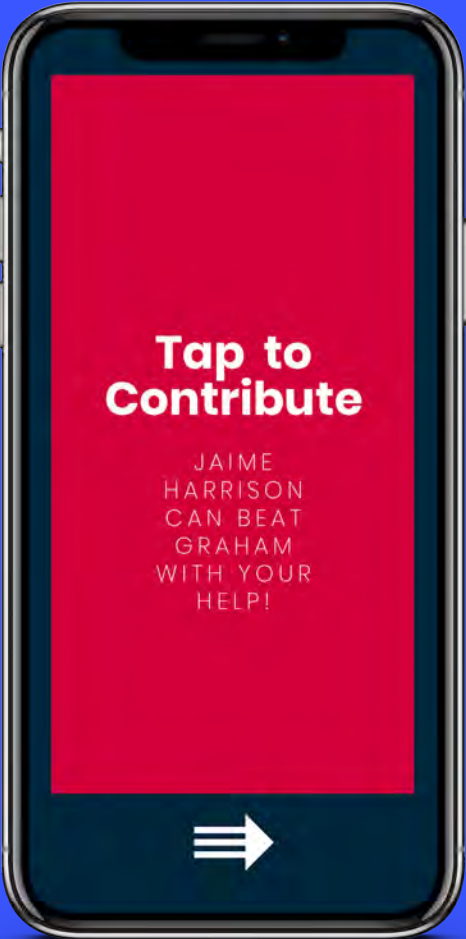→

Links and Buttons

You can also add links to websites, phone numbers, or emails in your Folio. This is an excellent opportunity to increase user engagement with your brand. Add buttons and calls to action in your Folio.

Punta Cana, Dominican Republic

MAJESTIC COLONIAL

BOOK NOW

Next Up:

Hyatt Ziva

Links and Buttons

Tap to Contribute

JAIME HARRISON CAN BEAT GRAHAM WITH YOUR HELP!

FOSS KNIT VEST
$450.00
TAP TO PURCHASE

IMAGINE PICASSO
THE IMMERSIVE EXHIBITION

BUY TICKETS
VISIT WEBSITE

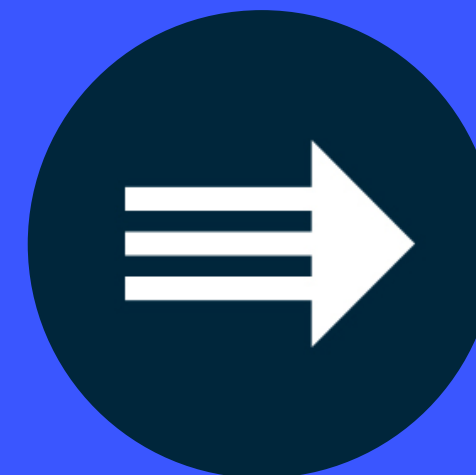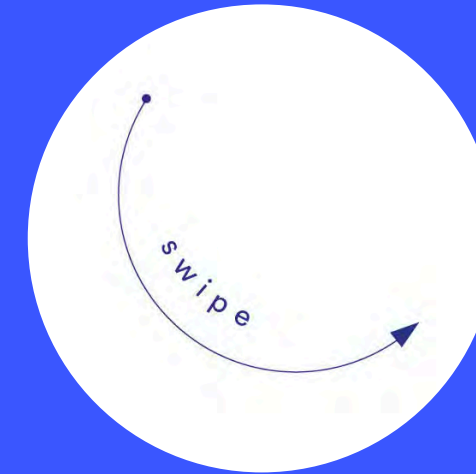MENS

Garrett Leight
DOUGLAS
$330

Available in 3 colours

TAP TO PURCHASE

Creative Wayfinding

It's simple to just add a small chevron arrow or use Folio's embedded wayfinding, but creating your own integrated navigation makes a big difference in your page design.

Creative Wayfinding

Tying your Folio screens together with creative wayfinding elements not only enhances your Folio's visual appeal but also guides the viewer efficiently through your layout.

TAP TO PURCHASE

TAP TO PURCHASE

SECTION 03/PATRIOT JACKET
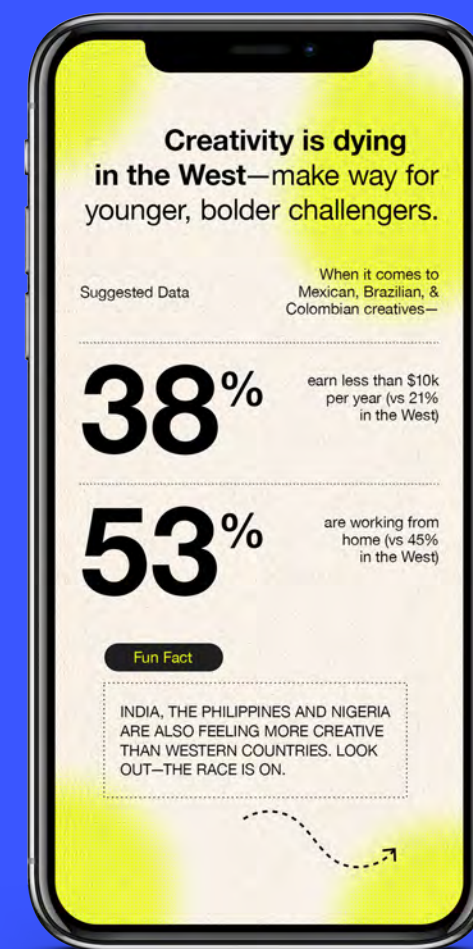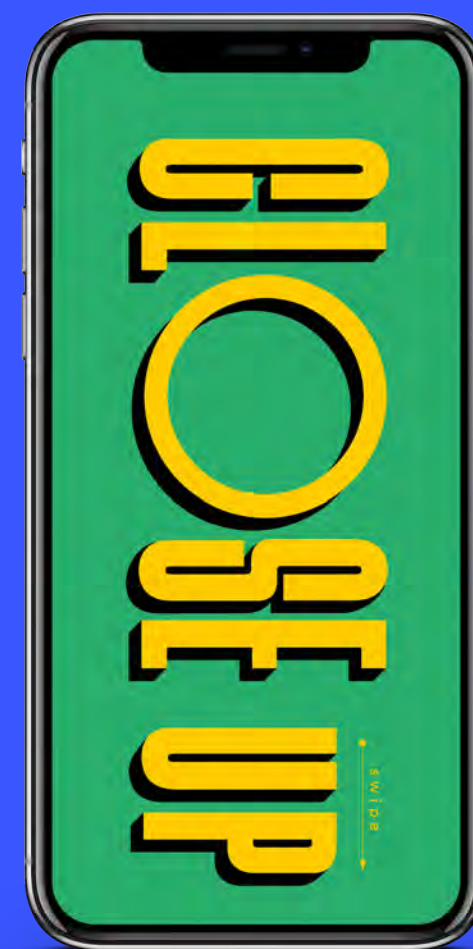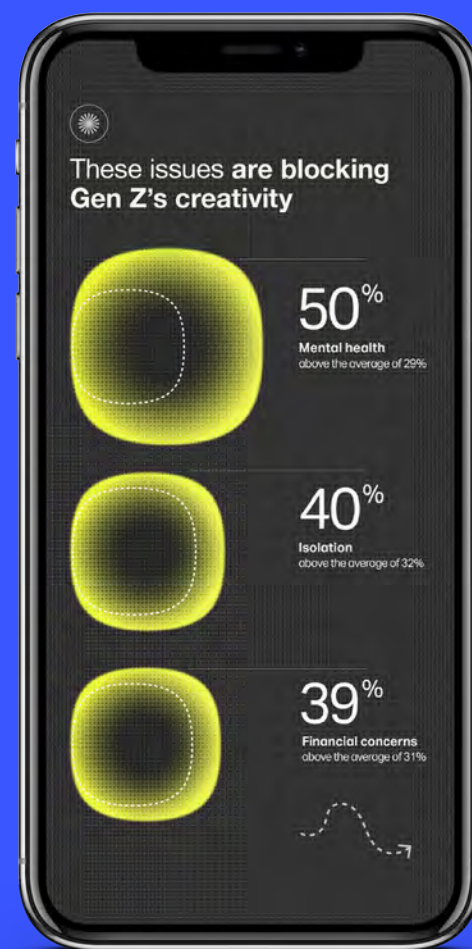
SECTION 02/CHARGE TROUSERS
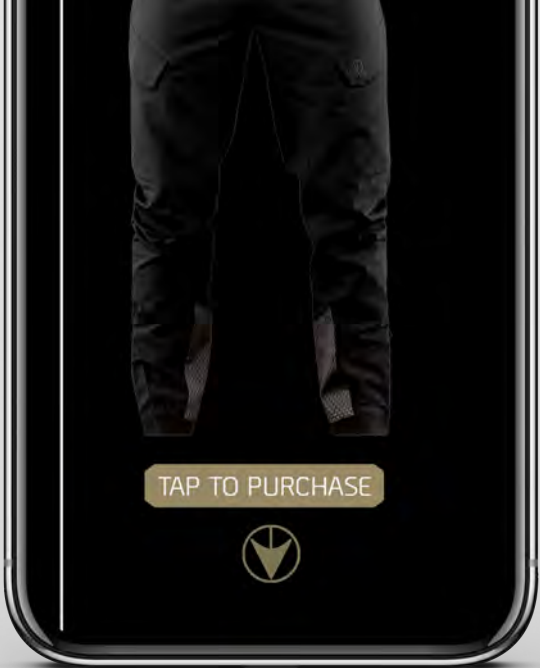
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Supergraphics and Infographics

Another **very effective** way to elevate your Folio's look is with the use of supergraphics and infographics. Large visuals and bright colors make your Folio pop. This is a great way to show information without the use of too much text.

Supergraphics and Infographics

braintech

Le business huteux du cerveau

Par — Beatrice Sutter

Photographie — Marco-verch

swipe

These issues are blocking Gen Z's creativity

50%
Mental health
above the average of 29%

40%
Isolation
above the average of 32%

39%
Financial concerns
above the average of 31%

CLOSE UP

swipe

Creativity is dying in the West—make way for younger, bolder challengers.

Suggested Data

When it comes to Mexican, Brazilian, & Colombian creatives—

38% earn less than $10k per year (vs 21% in the West)

53% are working from home (vs 45% in the West)

Fun Fact

INDIA, THE PHILIPPINES AND NIGERIA ARE ALSO FEELING MORE CREATIVE THAN WESTERN COUNTRIES. LOOK OUT—THE RACE IS ON.

Happy Designing!

folio