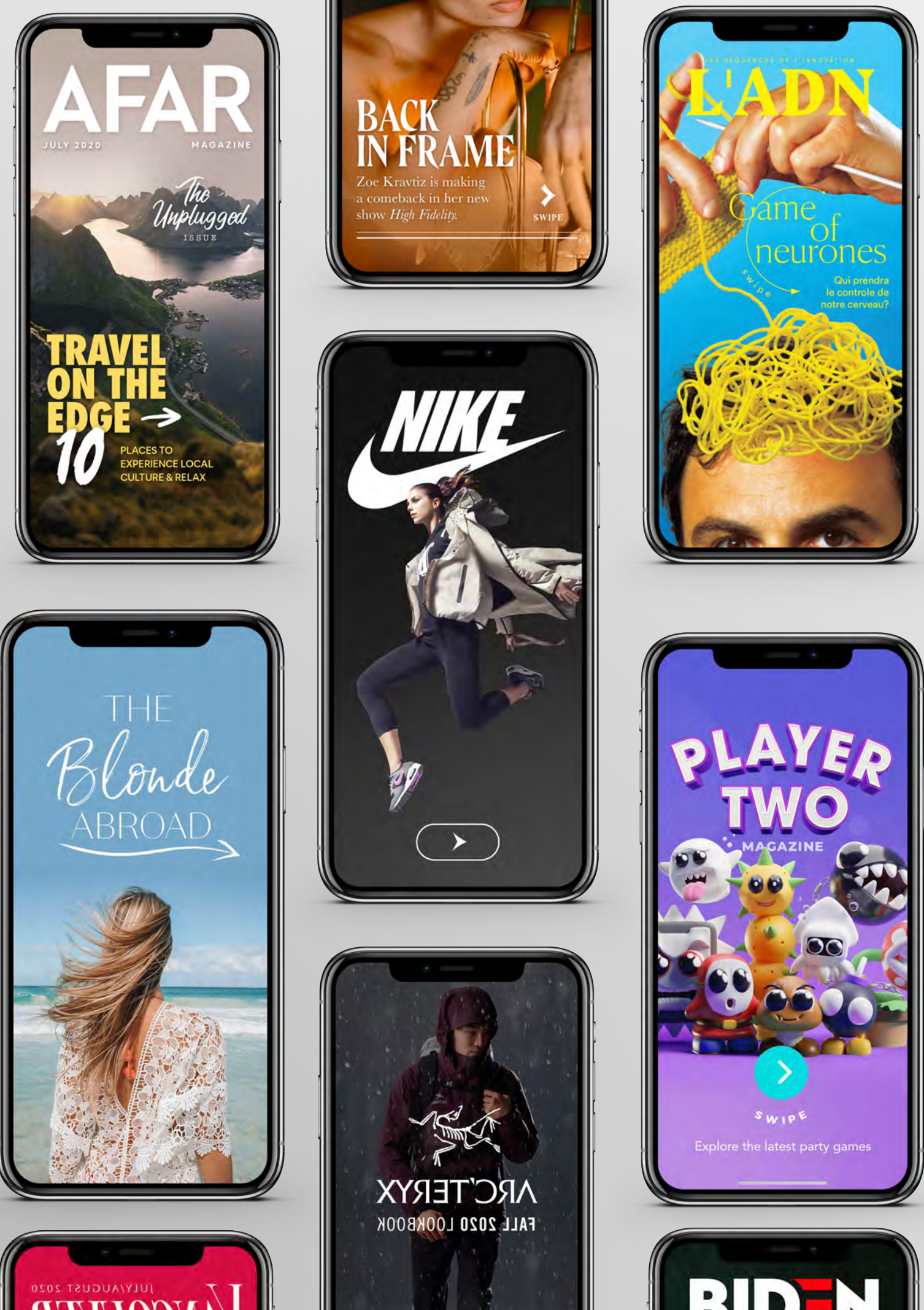# folio

graphic standards.

Requirements VS Recommendations

Folio offers any user the creative freedom to produce whatever they want, for whoever they want. To ensure the Folio user experience is as simple as possible, there are a few requirements for your assets that you will see in the next pages.

Other than a few requirements, 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!

file type:
jpg   gif
png   mp4

color mode:
RGB

image size:
300 kb

GIF size:
5 mb

video size:
50 mb (max)

1920 PX

1080 PX

Requirements:

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

File Orientation: **Portrait**

File format: **JPG, PNG, GIF and MP4**

Color mode: **RGB**

Recommendations:

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

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

MP4 File size: max **50 mb**

folio

Safe Zone

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

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

Graphic Standards
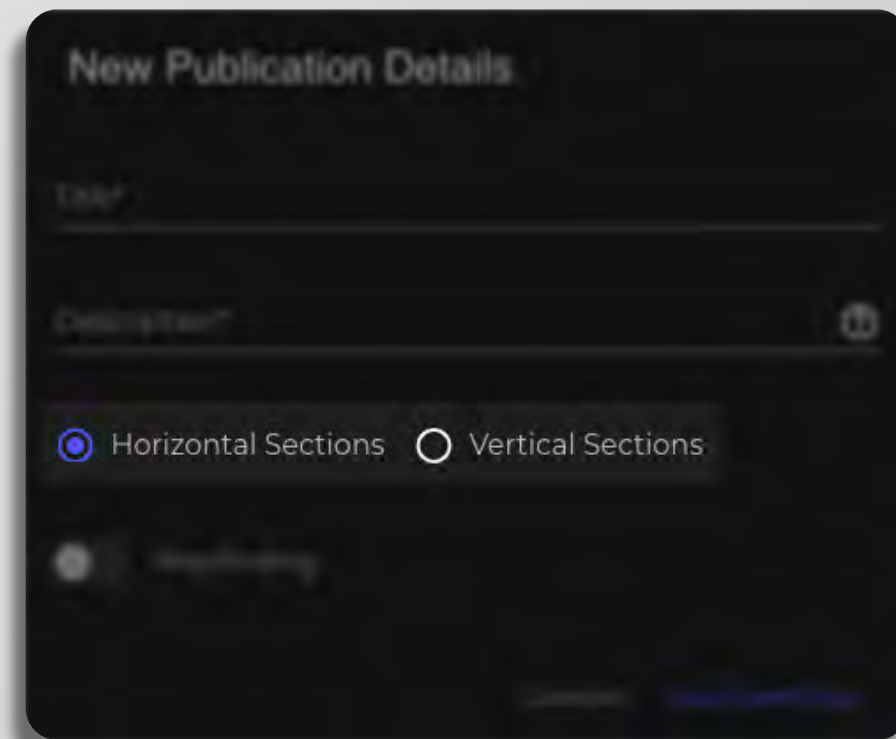

100 PX

150 PX

150 PX

100 PX

No safe zone –

Orientations

When creating a new Folio you can choose from either:

Horizontal Sections

Vertical Sections

If you choose Horizontal Sections you can lay out your Folio in two orientations:

Horizontal

Across and Down

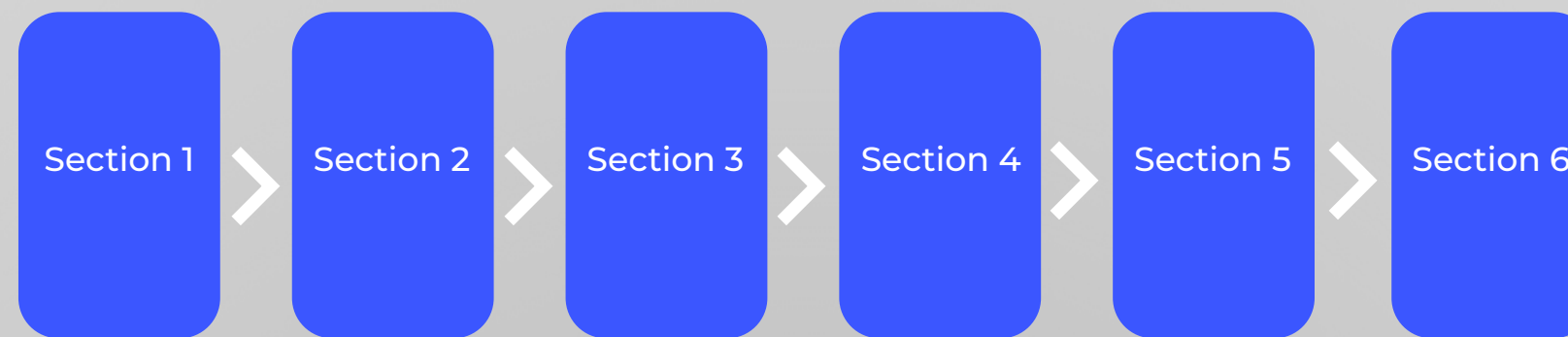If you choose Vertical Sections you can lay out your Folio in two orientations:

Vertical

Down and Across

folio

Horizontal

If you choose **Horizontal Sections** you can lay out your assets across the top of all sections. This means pages are organized to be swiped by the viewer horizontally, 100% of the time.
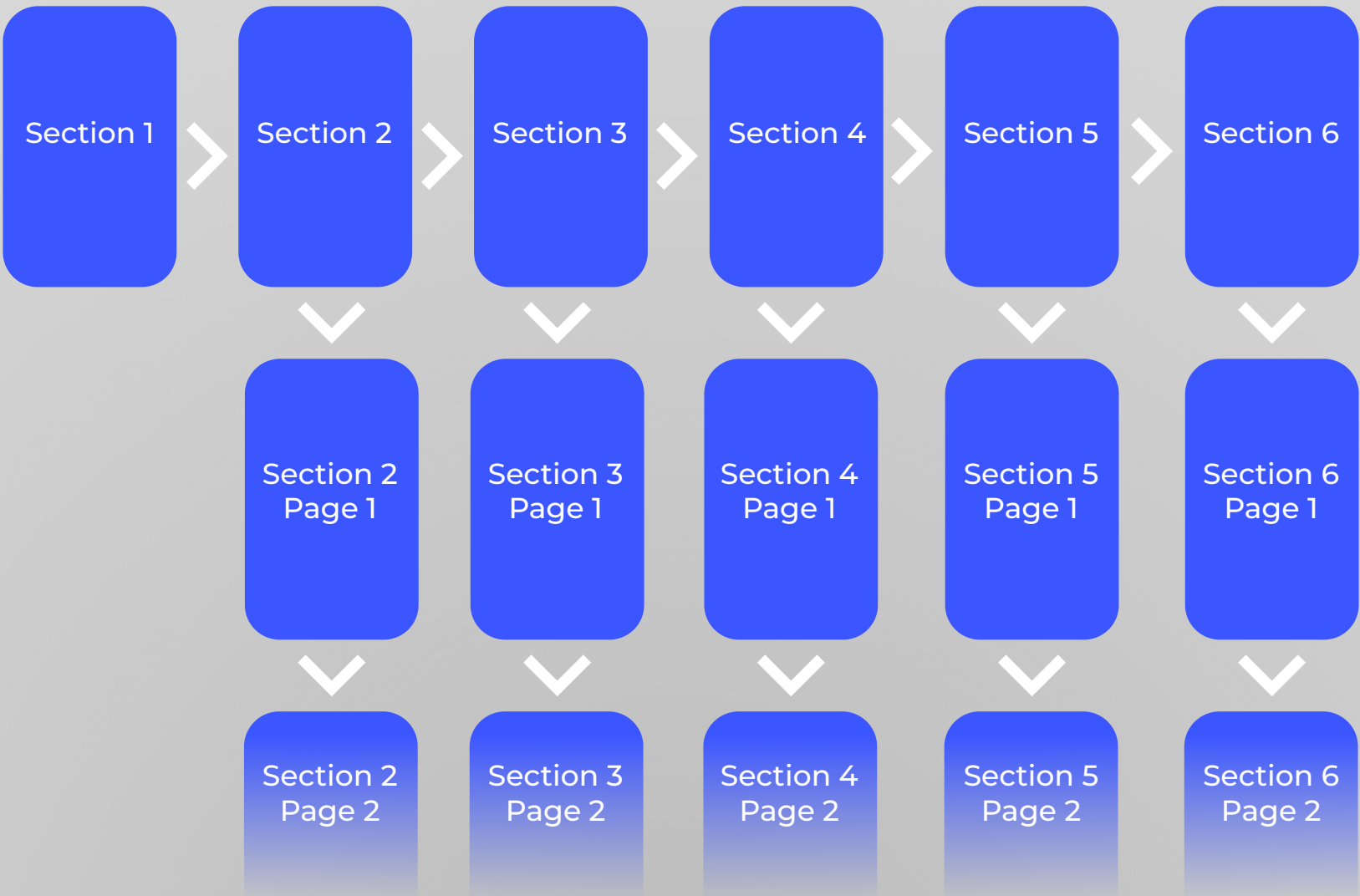
Horizontal

| Section 1 | > | Section 2 | > | Section 3 | > | Section 4 | > | Section 5 | > | Section 6 |

Across and Down

If you choose **Horizontal Sections** you can lay out your assets both at the top of the sections and vertically in the pages. Pages are organized to be swiped down into when the reader gets to a new section.
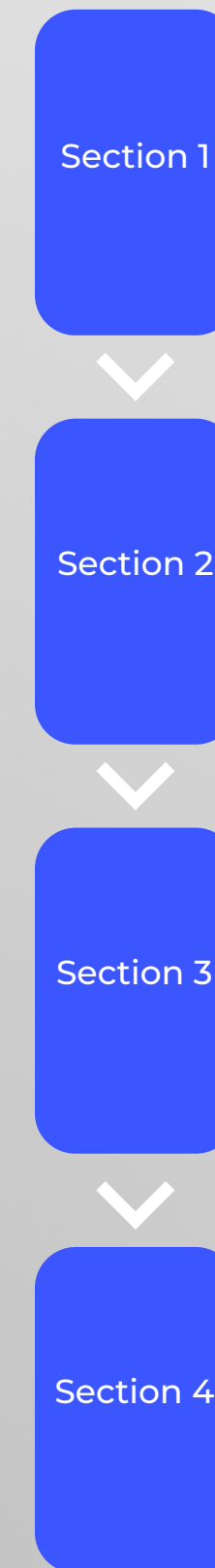
Across and Down

Section 1	Section 2	Section 3	Section 4	Section 5	Section 6
	Section 2 Page 1	Section 3 Page 1	Section 4 Page 1	Section 5 Page 1	Section 6 Page 1
	Section 2 Page 2	Section 3 Page 2	Section 4 Page 2	Section 5 Page 2	Section 6 Page 2

Vertical

If you choose **Vertical Sections** you can lay out your assets vertically in each section. Pages are organized to be swiped by the viewer vertically, 100% of the time.
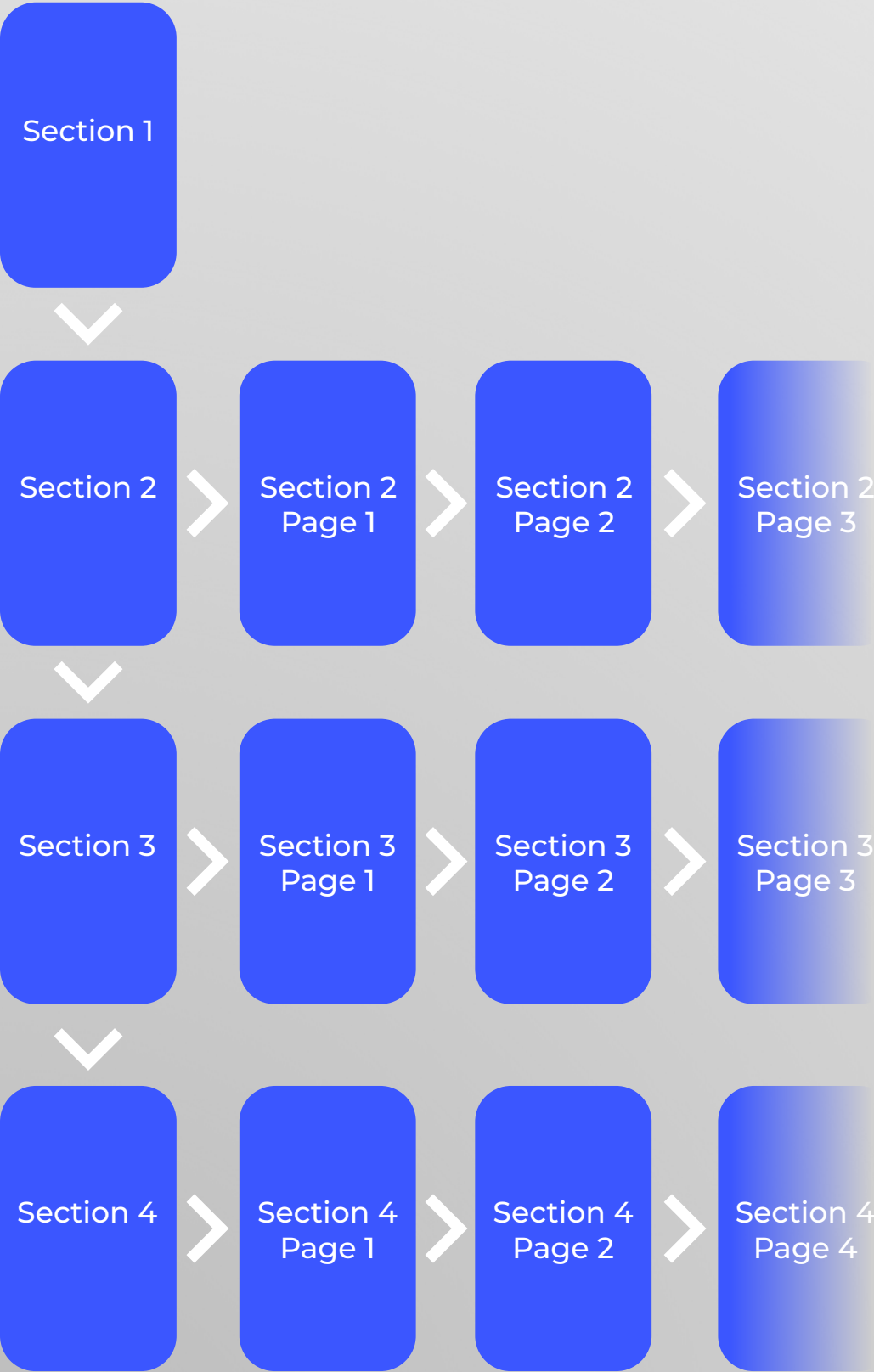
Section 1

Section 2

Section 3

Section 4

folio

Down and Across

If you choose **Vertical Sections** you can lay out your assets Down and Across. Pages are organized to be first swiped down past the covers of different sections, and swiped across into the content of individual sections.

Section 1			
Section 2	Section 2 Page 1	Section 2 Page 2	Section 2 Page 3
Section 3	Section 3 Page 1	Section 3 Page 2	Section 3 Page 3
Section 4	Section 4 Page 1	Section 4 Page 2	Section 4 Page 4

Graphic Standards

folio

Wayfinding

There are two different wayfinding options
to guide viewers through your Folio.

Embedded wayfinding

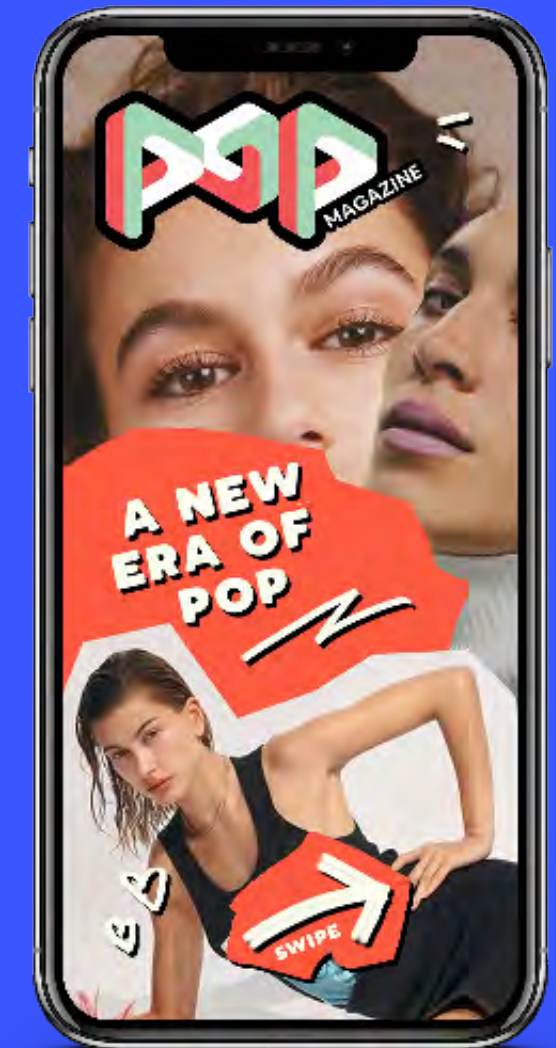**Designed wayfinding**

Embedded wayfinding
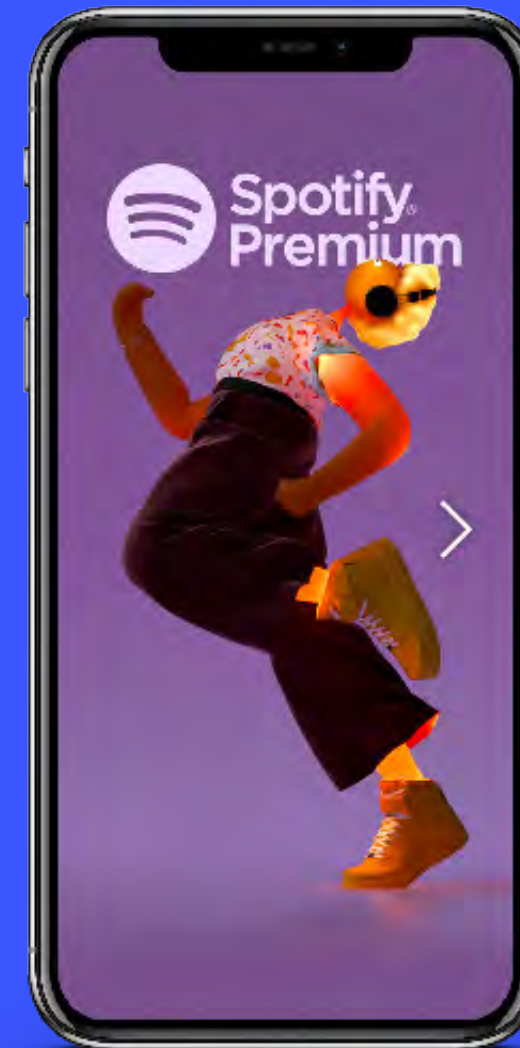
Designed wayfinding

Embedded Wayfinding

Toggle on embedded wayfinding in the Folio settings if you want automated arrows to appear on your Folio to guide the user through. The arrows will disappear two seconds after swiping.
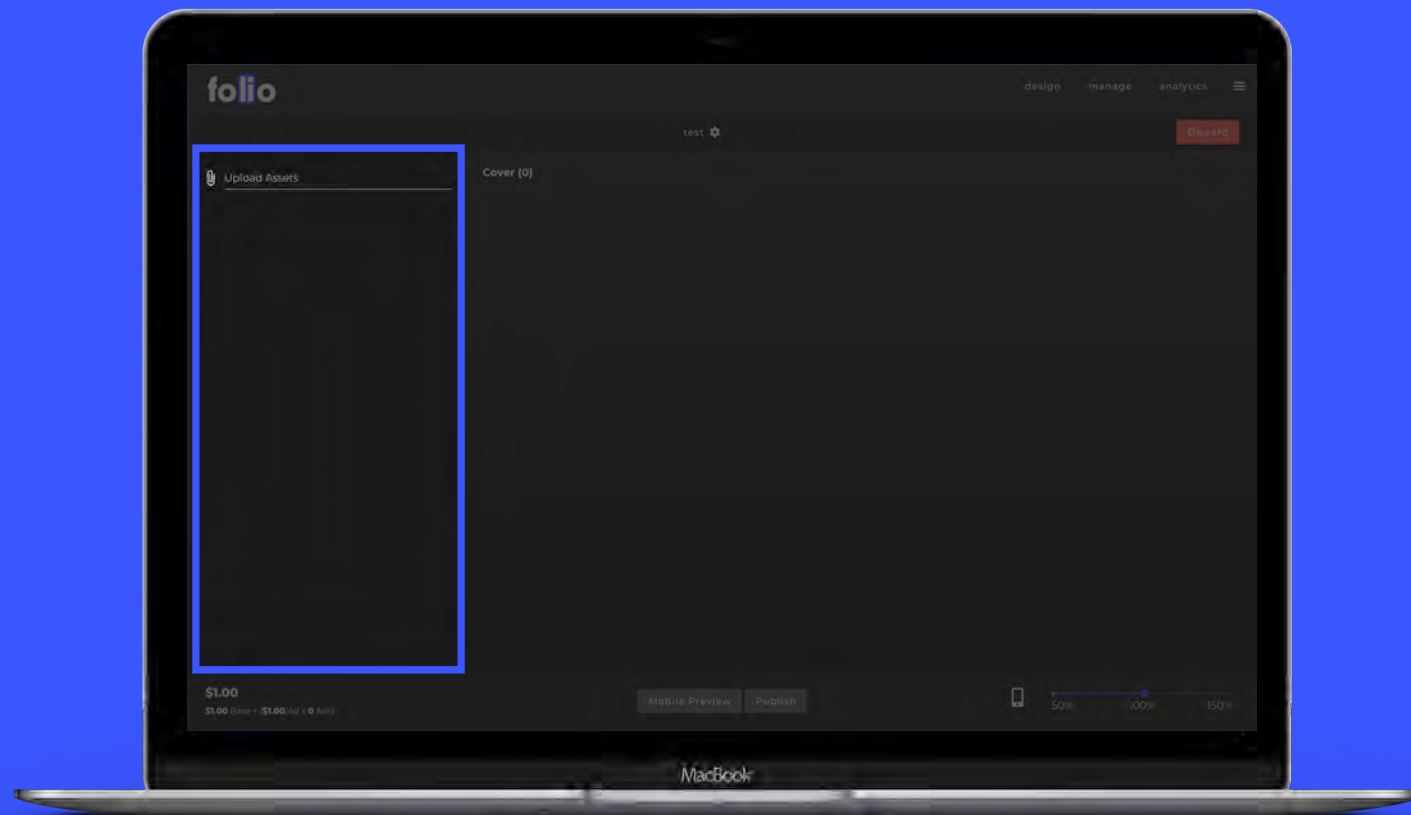
Designed Wayfinding

If you choose to design your own wayfinding directly into your assets, keep in mind the Safe Zone is 150 px on sides and 100px top and bottom. If your wayfinding designs are outside of this area, it is unlikely the user will see them.
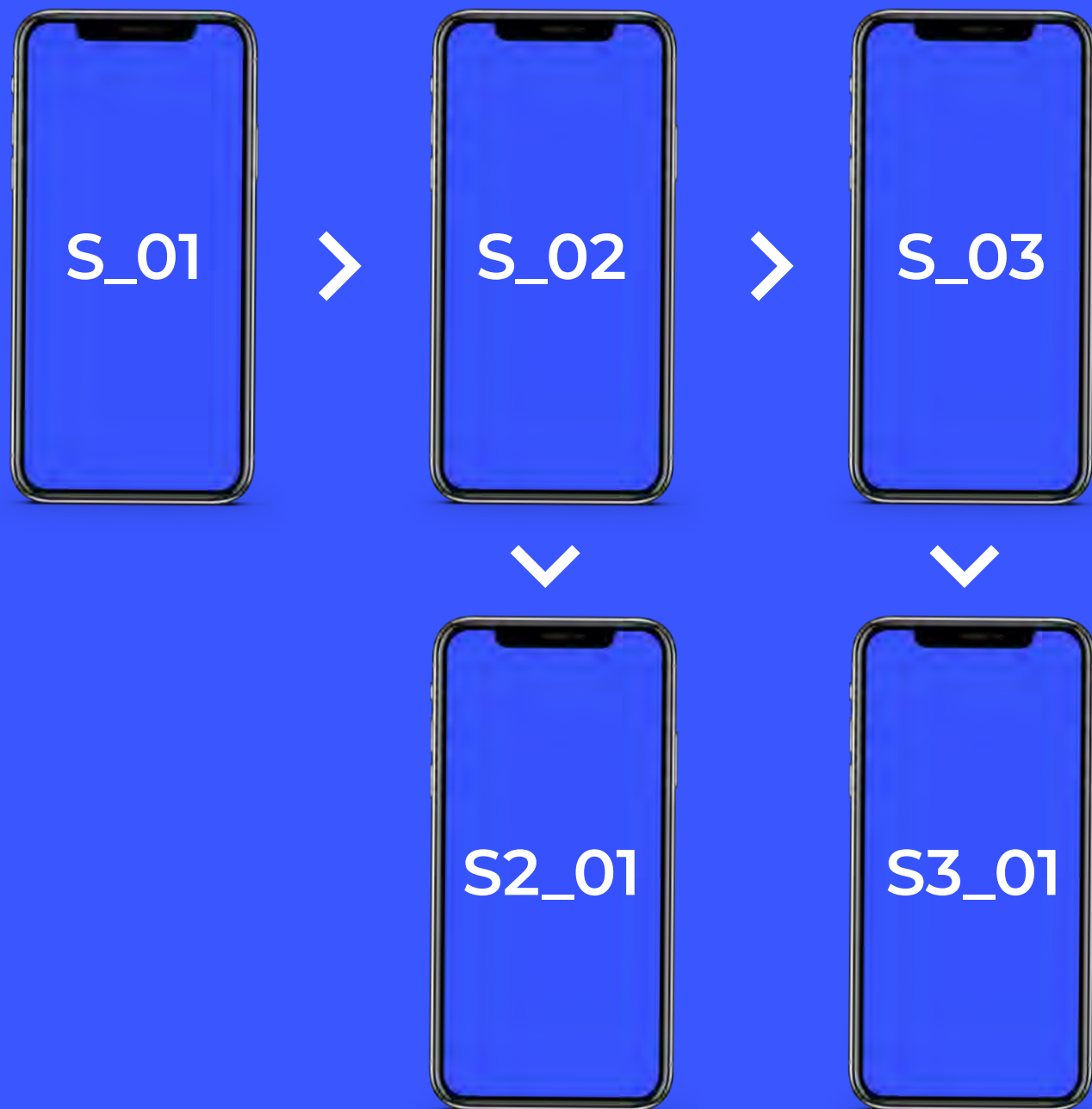
Uploading Assets to Folio

Once you've exported your files (jpg, png, gif or mp4) at the required dimensions (1920 px tall X 1080 px wide) there are two options for uploading your assets into Folio:

Auto Populate

Manual Organization

Auto Populate

Auto Populate is a process using a specific file naming sequence that represents the order in which the user wants their assets to upload on the Project Canvas.

First, rename your assets in the order which you want them to upload on the canvas and put them in a folder. Then click the "Upload Assets" button on the Project Canvas and select all the files you'd like to upload. If they are named correctly, they should automatically populate the canvas.

The following sequence can be used to ensure your files are auto populated in order:
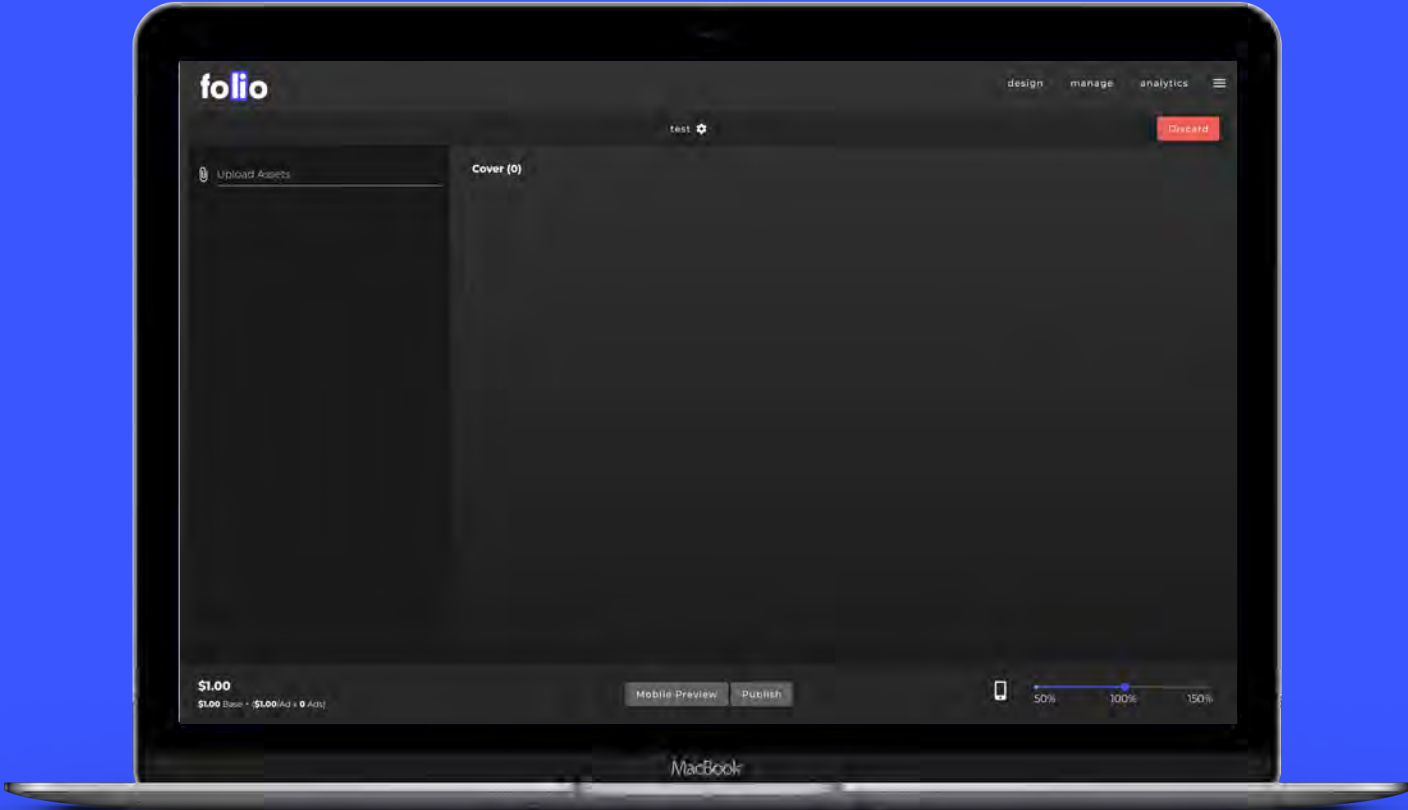
S_01 = Section 1

S_02 = Section 2

S2_01 = Section 2, Page 1

S2_02 = Section 2, Page 2

S_01 > S_02 > S_03

S2_01   S3_01

folio

Manual Organization

If you would like to manually organize your assets on the project canvas, you do not need to follow any sequence in the names of your files. This process is as simple as uploading your assets to Folio and clicking and dragging your assets into the frames.

folio

Happy Designing!