

Design Guidelines

Live Trivia



What is Live Trivia?

Our live trivia game gives brands the ability to engage their consumers in immersive experiences.

The principle of **gamification** and **FOMO** drives exceptional commercial outcomes for teams and broadcasters.

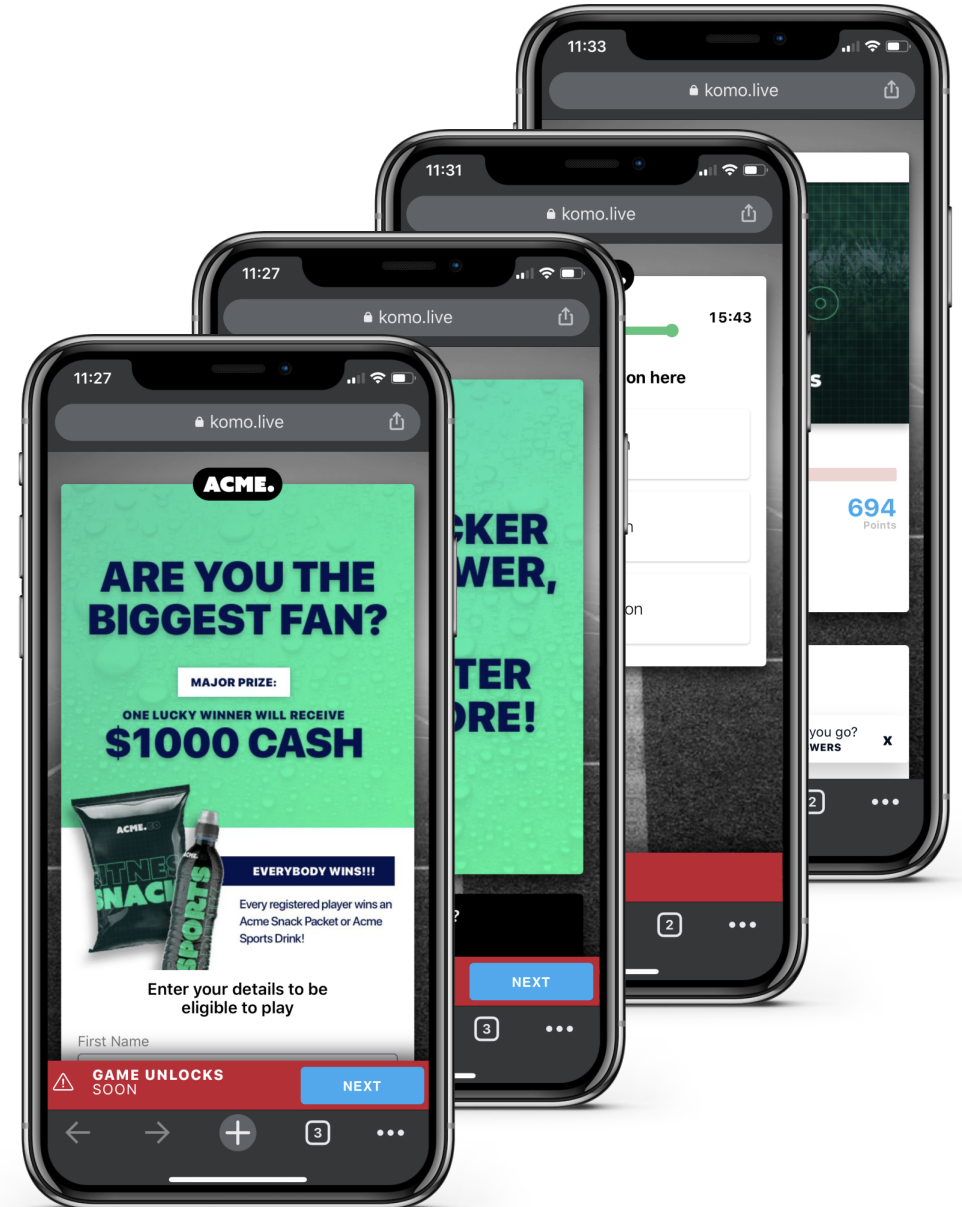


Live Trivia Overview

There are a **total of 9 game play designs** plus the creatives to support the questions that need to be completed for each Live Trivia activation. These include covers, registration, lobby, gameplay/questions and winners screens for mobile devices.

Each screen has a specific purpose and should be designed to maximise visual aesthetics whilst still communicating a number of mandatory key facts.

Some designs can be repeated, however it is not advised to simply copy and paste the same content and visual elements to each artboard



Game Creative

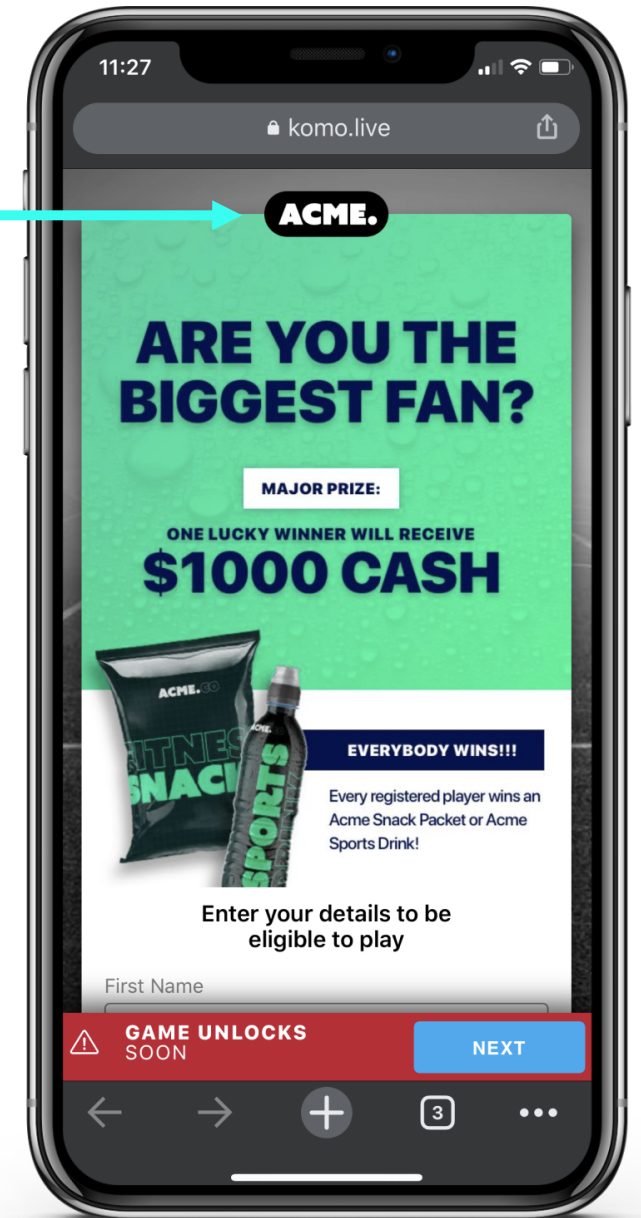
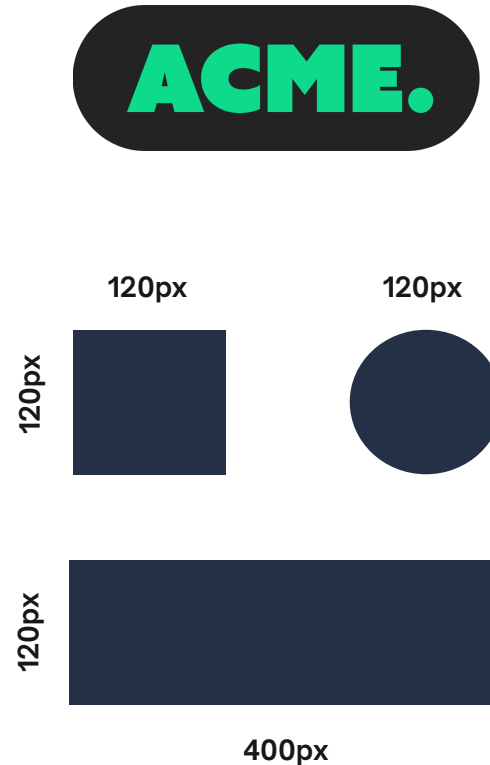
Live Trivia



Brand logo

The brand logo should be contained within a 120px high artboard and is limited to a max width of 400px. We recommend using a square or landscape orientated logo, not portrait as it will resize accordingly. For maximum visual weight the brand logo should feature a transparent background and exported as a .png format file.

This logo sits above all screens throughout the game and does not need to be added in to designs



All brand logos are exported and uploaded at 2x resolution.

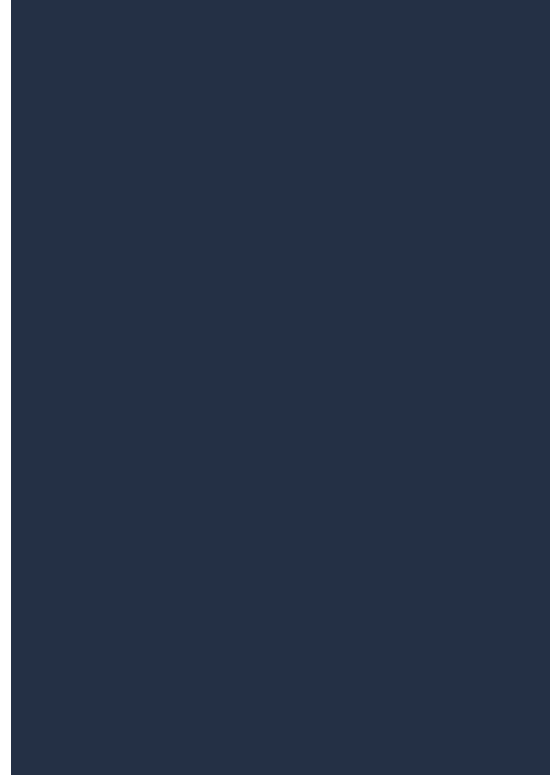


Background

The background screen sits behind the gameplay screens and gives the game a more authentic branded experience.

1920px

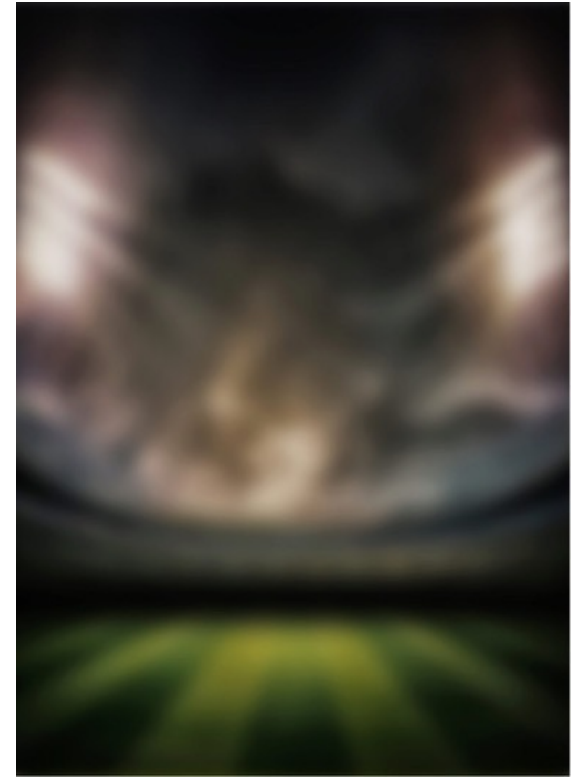
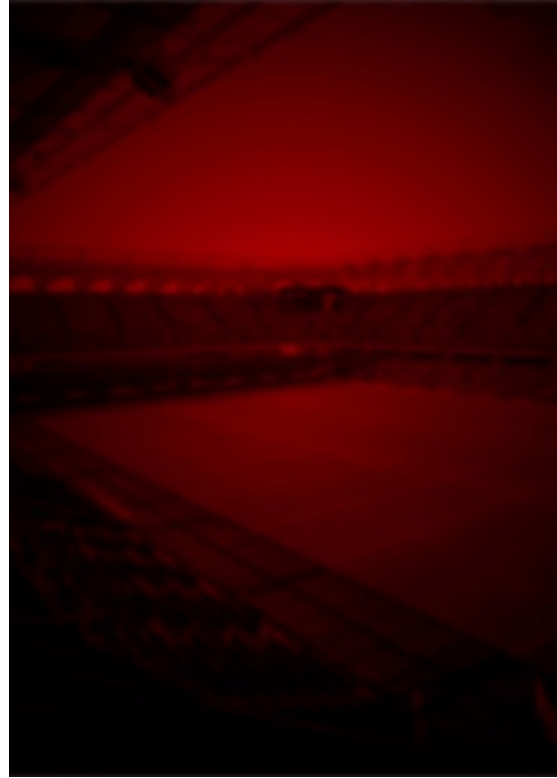
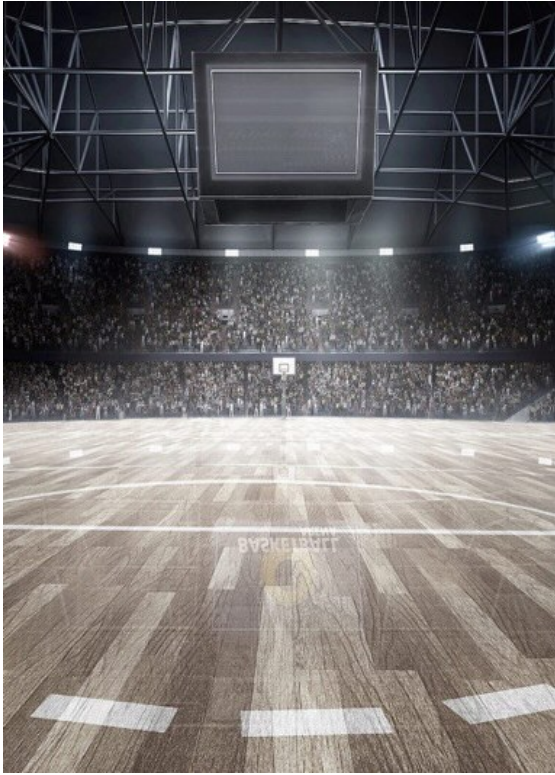
1080px



Background Screen
dimensions



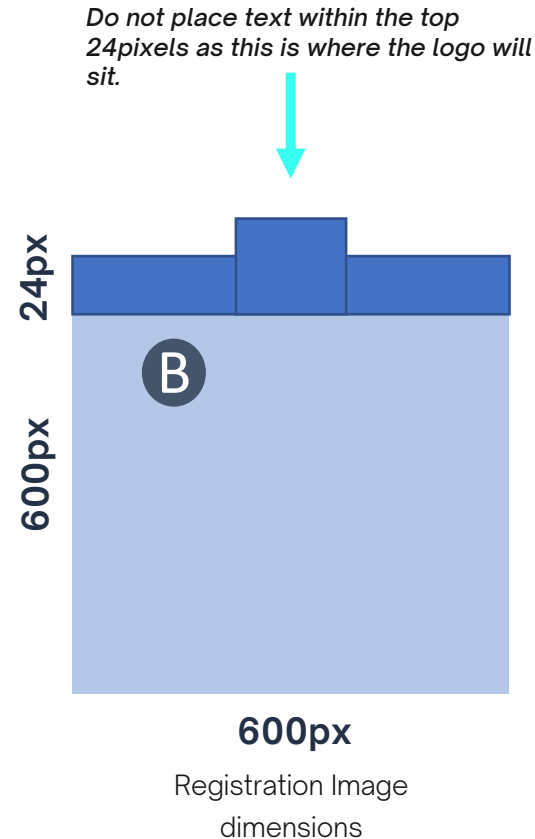
Background Examples



Registration Image

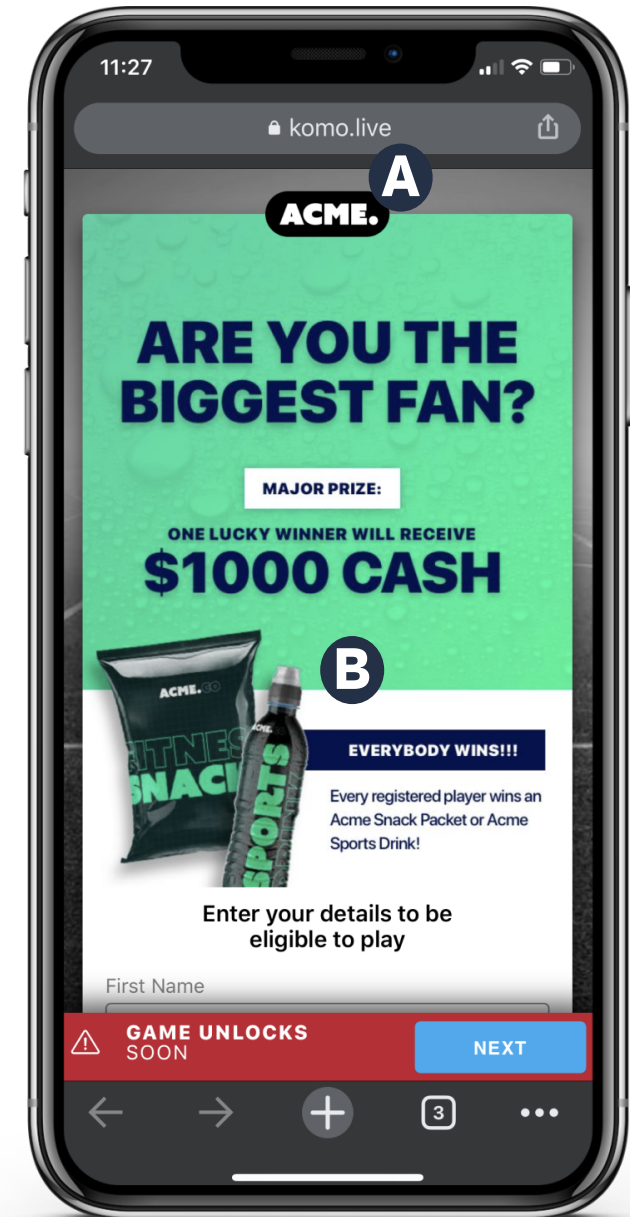
This is the initial screen that users will see when loading your Live Trivia game. The form will be auto generated and sit below the creative. The creative should include:

- Information about the major/minor prize on offer in order to drive the maximum number of registrations.
- Yours and/or your sponsor's branding.

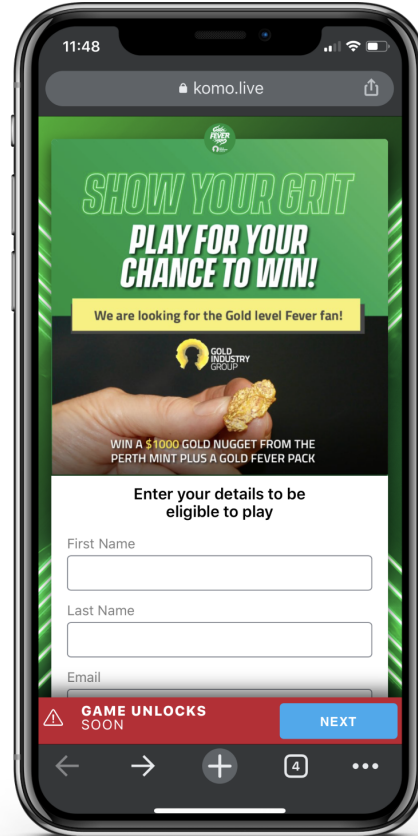
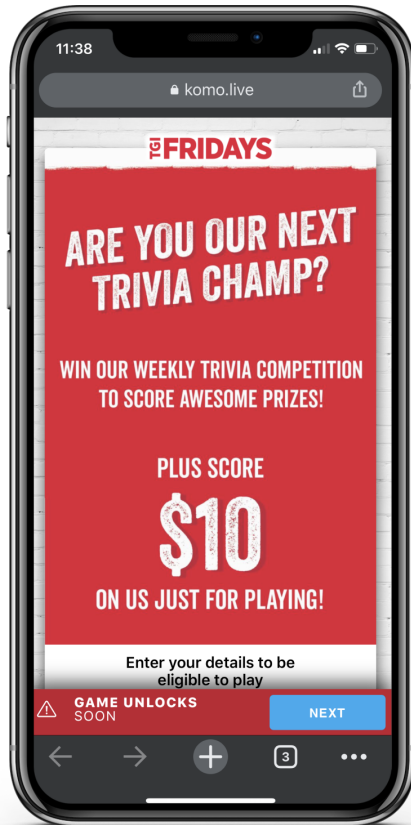


a) Brand Logo – see page 4 for details – this is automatically generated and doesn't need to be included in the design

b) Major and/or minor prize (visual representation)

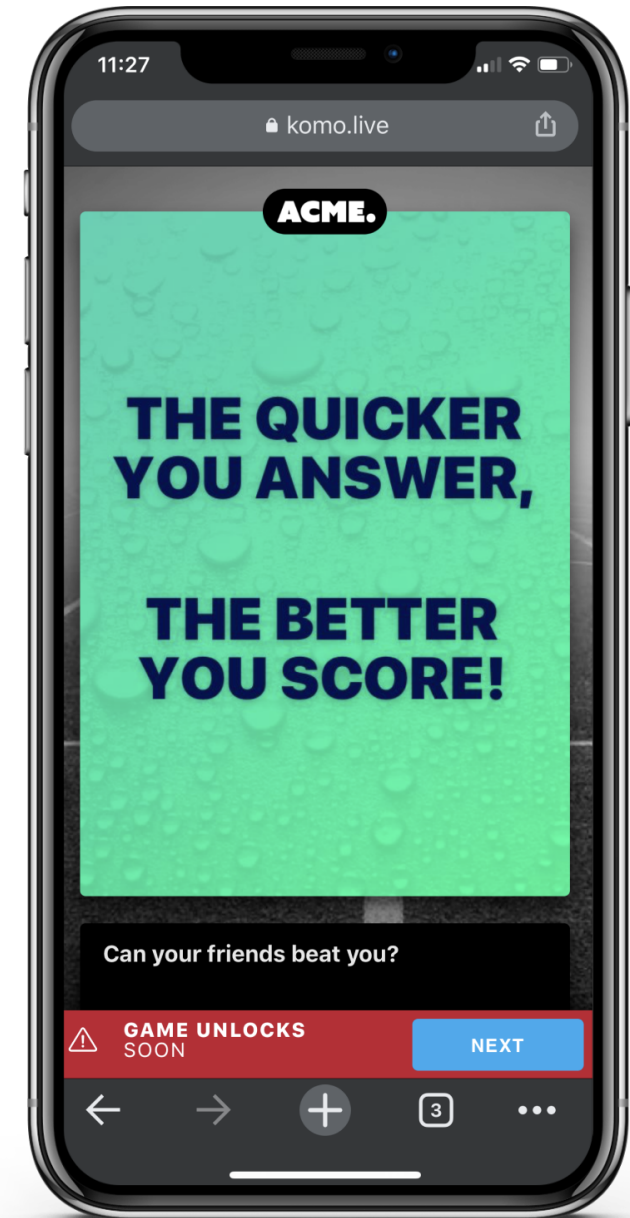
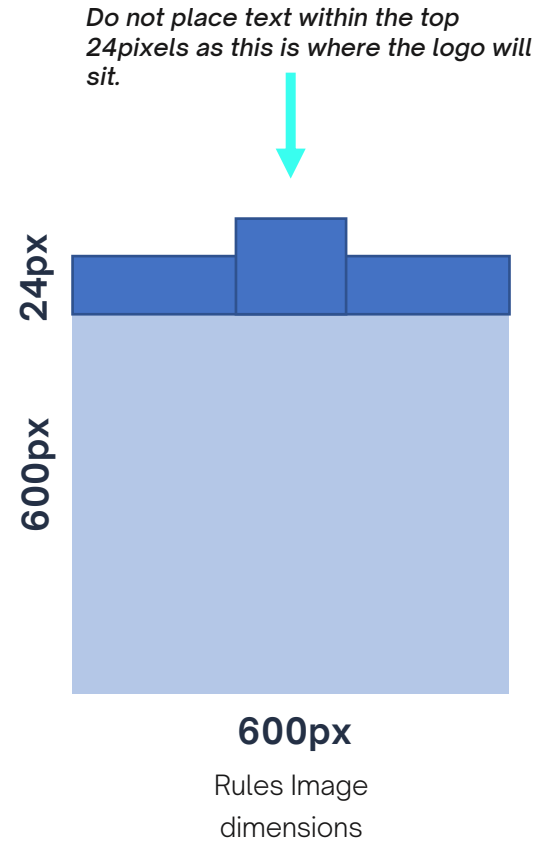


Registration Image Examples

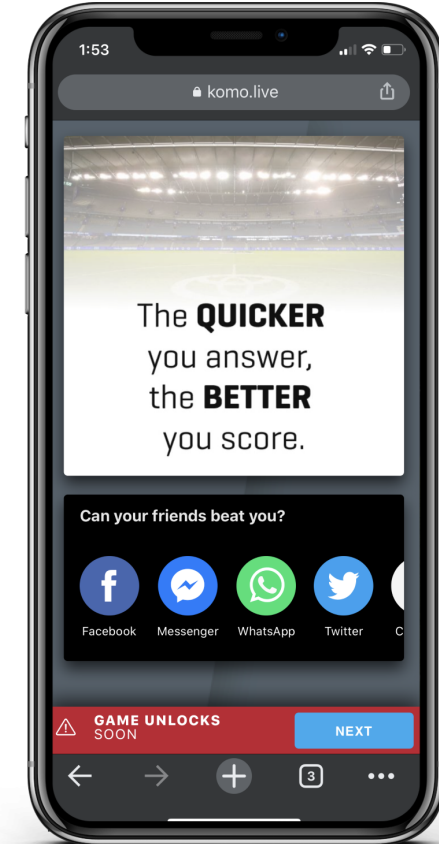
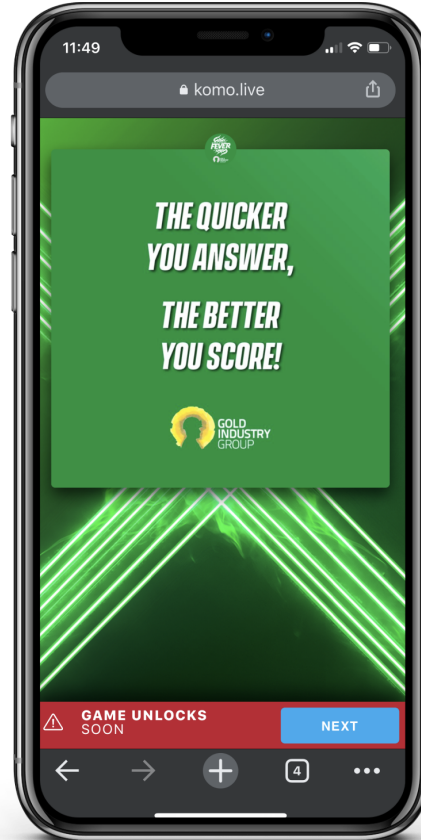


Rules Image

The purpose of this screen is to provide users with the basic instructions on how to play and win. It's also a good opportunity for brand messaging as it's an actively viewed screen.

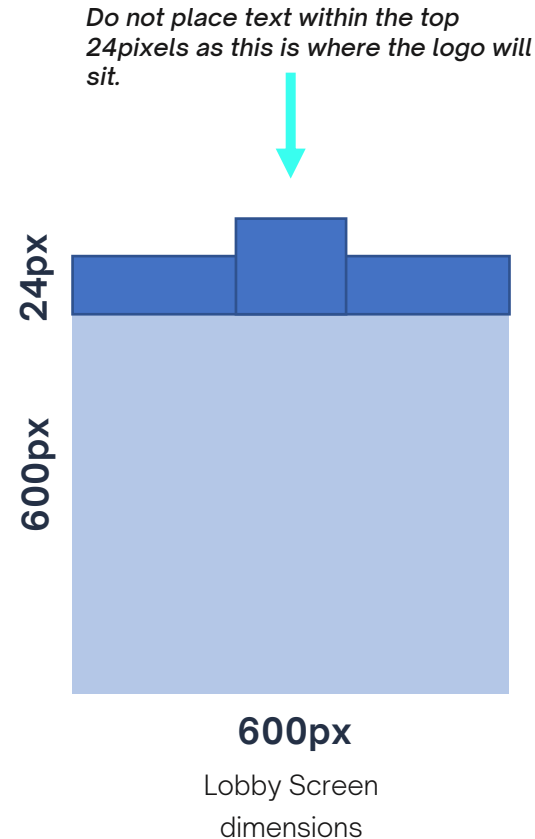


Rules Image Examples

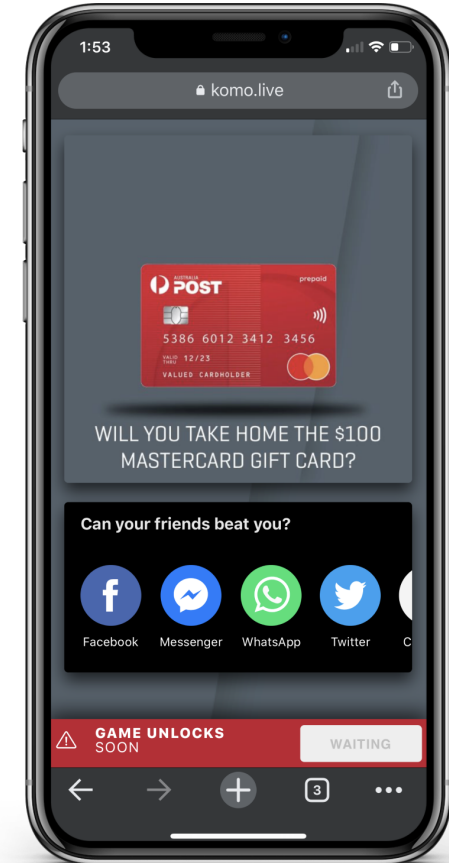
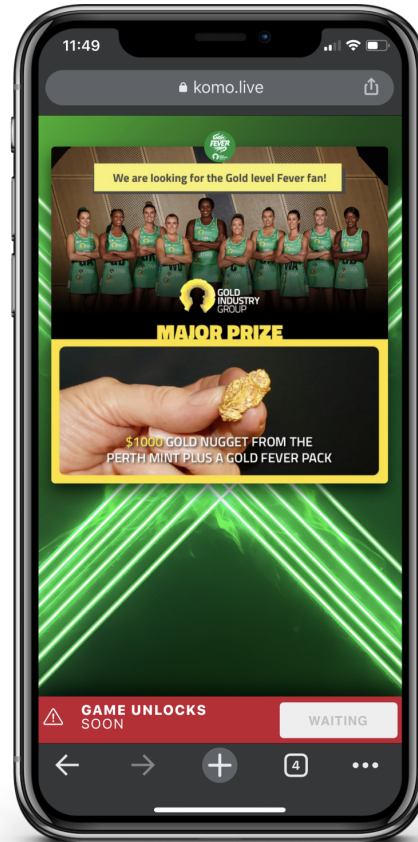
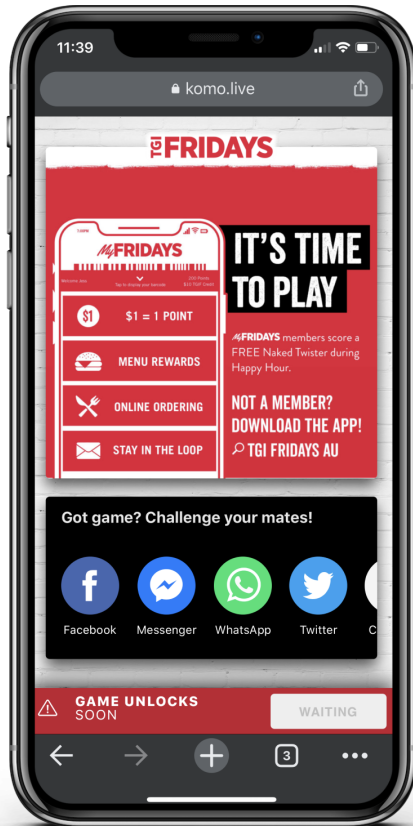


Lobby Screen

Use this screen to make mention of the major and minor prize in a branded Image which is the last screen seen by players before the game opens leading to a large amount of active exposure as players are waiting for the game to open.



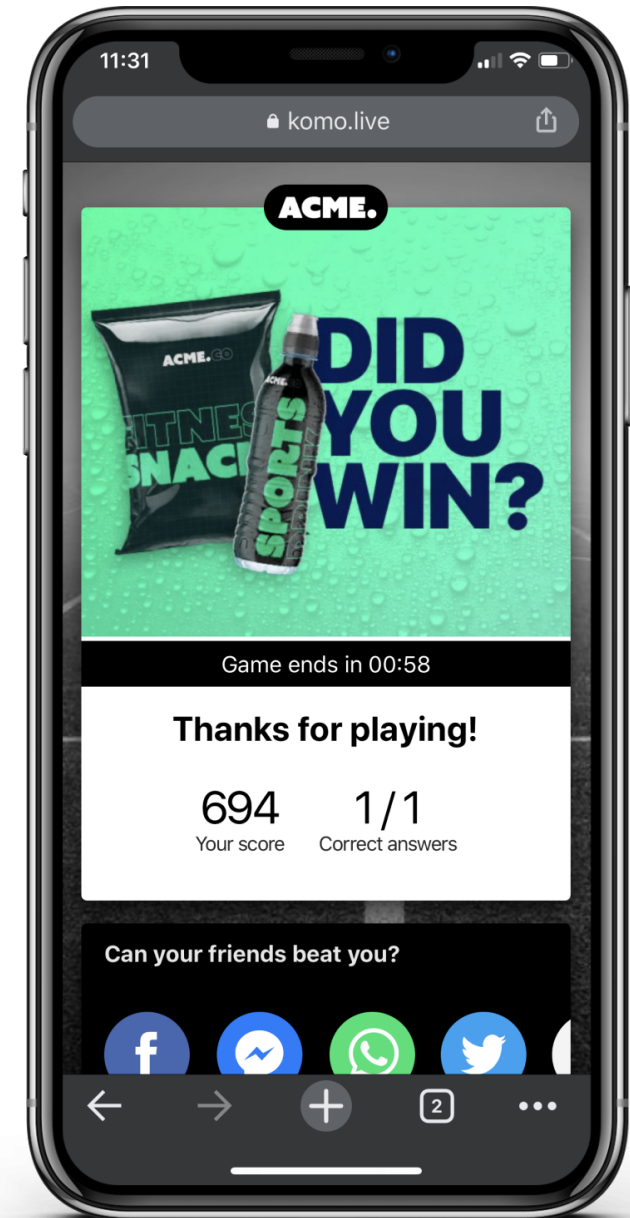
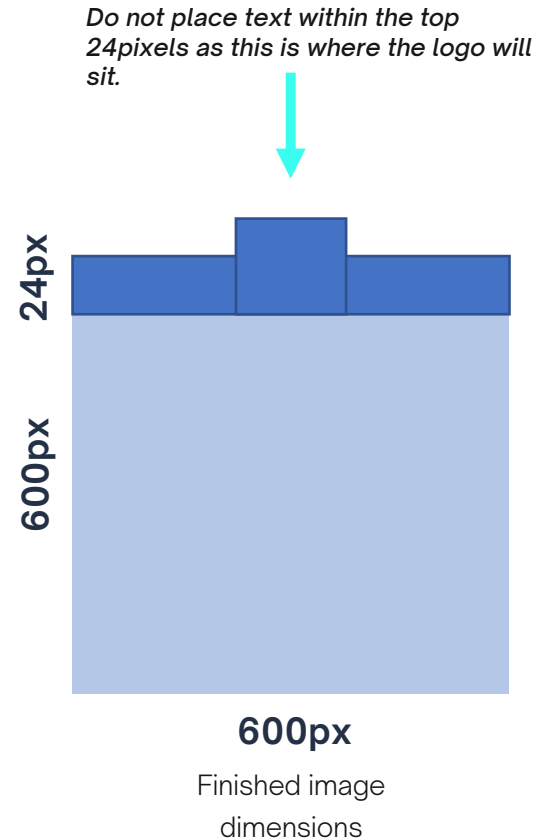
Lobby Image Examples



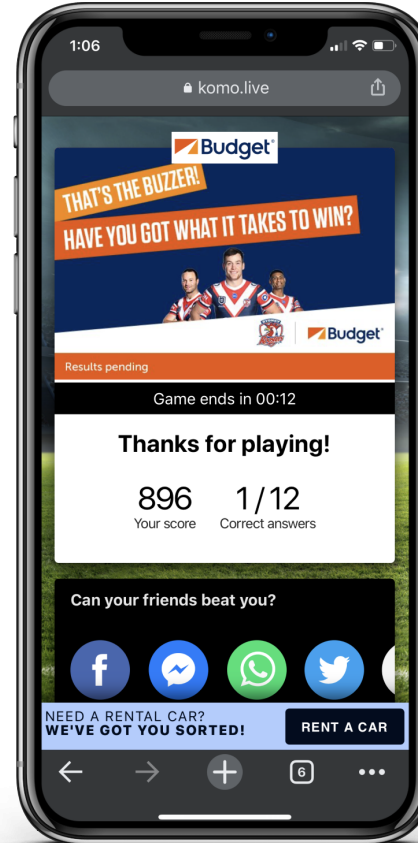
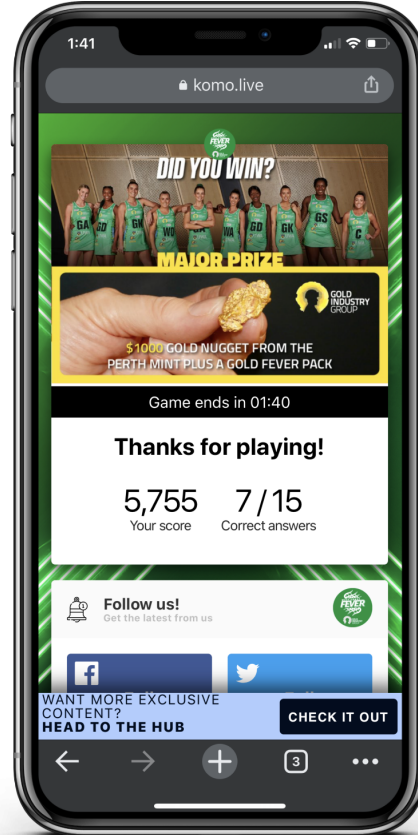
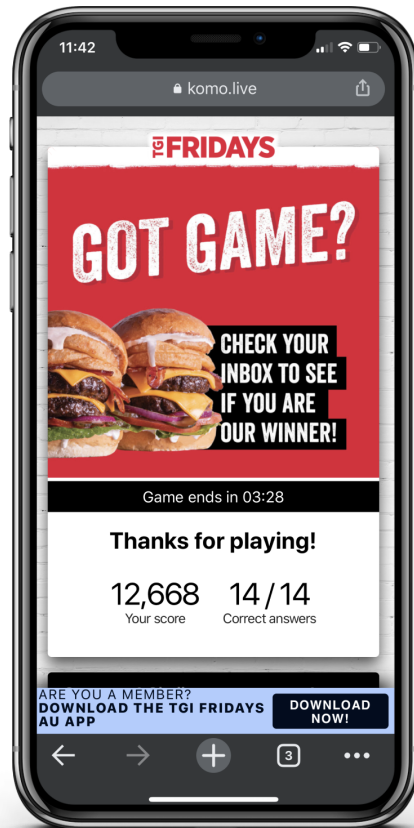
Finished Image

This image is displayed once a user completes the game. This will include their score and the number of questions they've answered correctly.

This screen should include brand messaging as well as a reference to the prizes on offer.



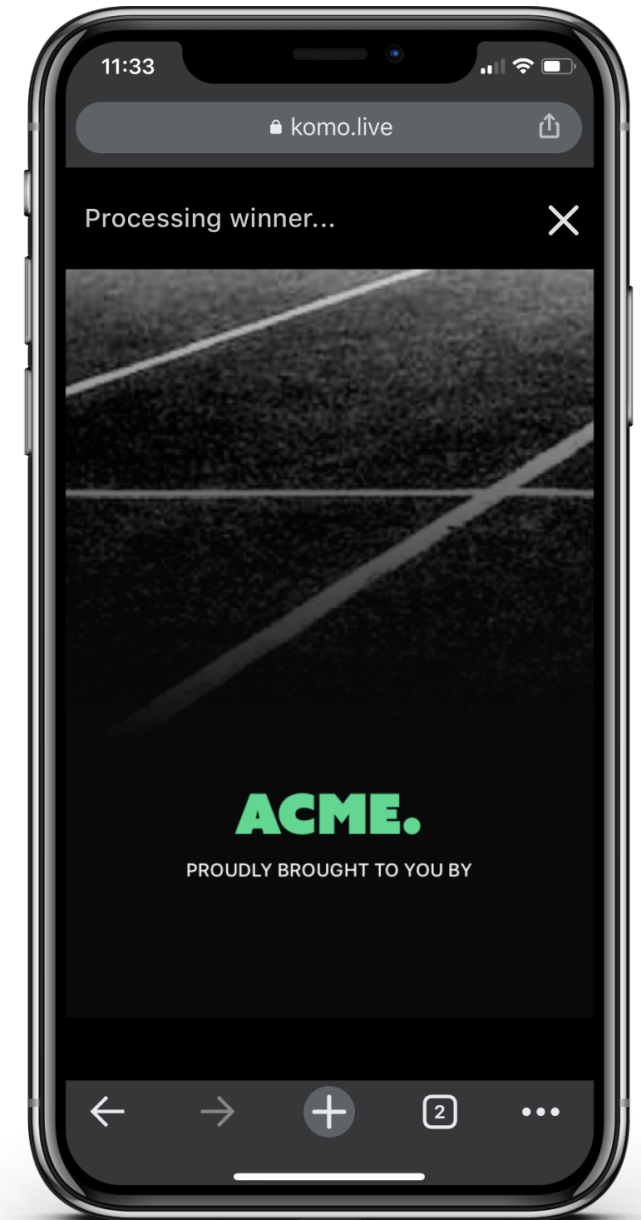
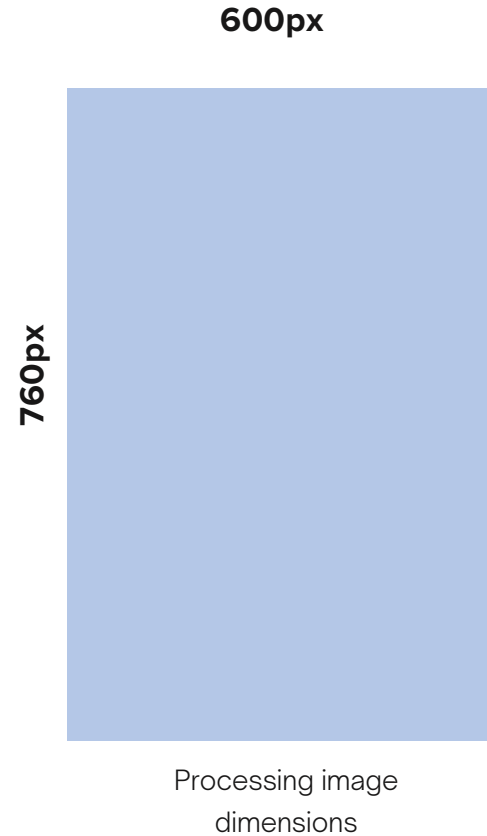
Finished Image Examples



Processing Image

This screen is shown when the game has closed and prizes are being awarded.

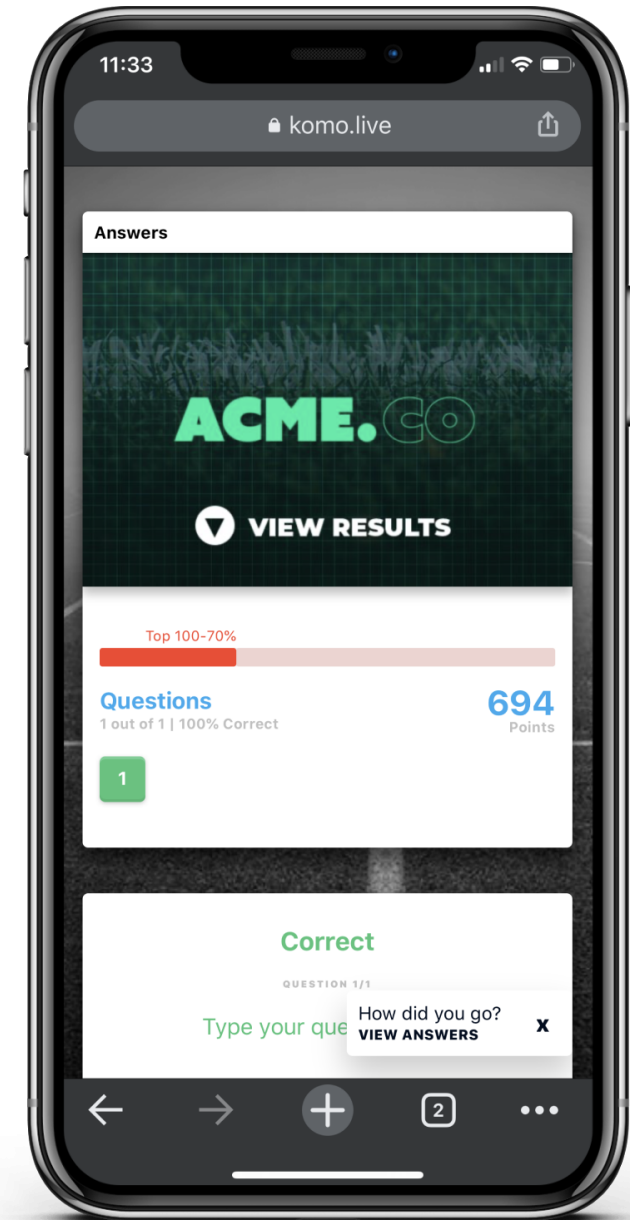
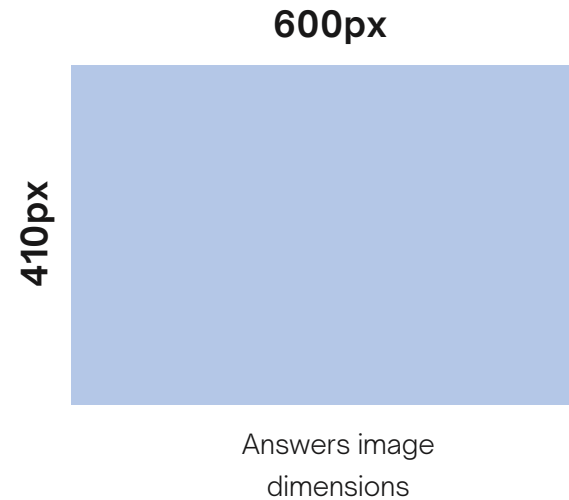
Unlike the previous screens your brand logo will not appear at the top.



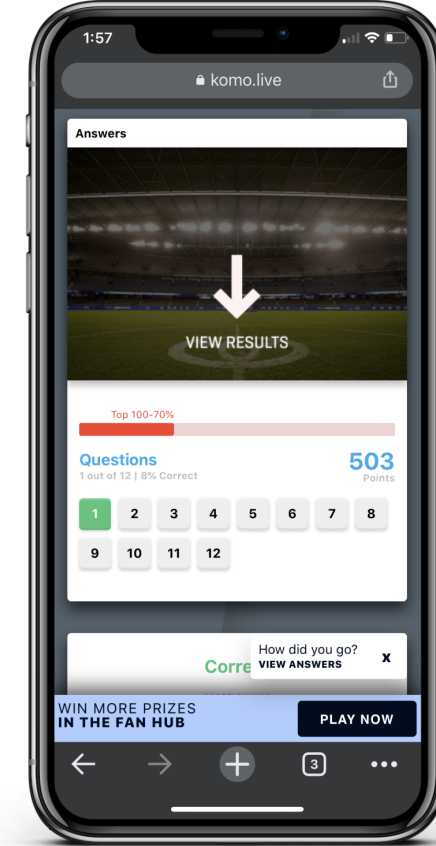
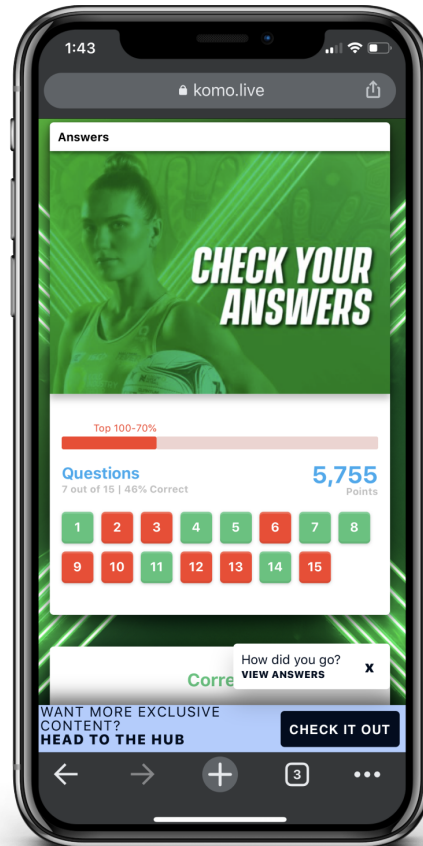
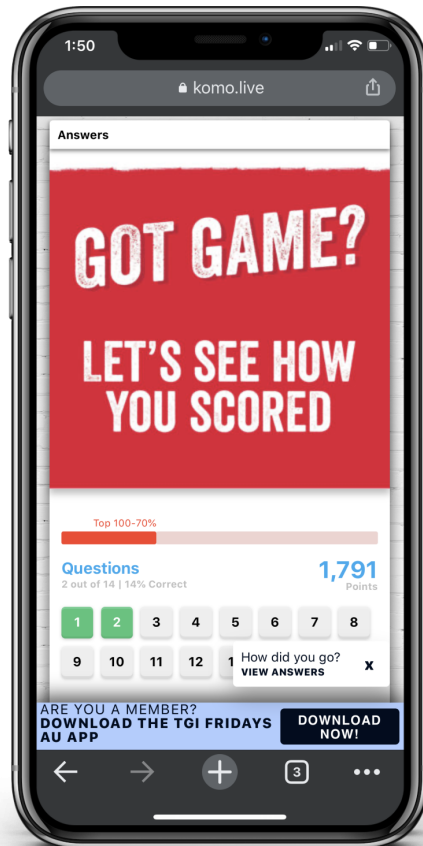
Answers Image

This screen will be shown when the game has closed.

This screen should include a brand message and a prompt for users to see their answers below.



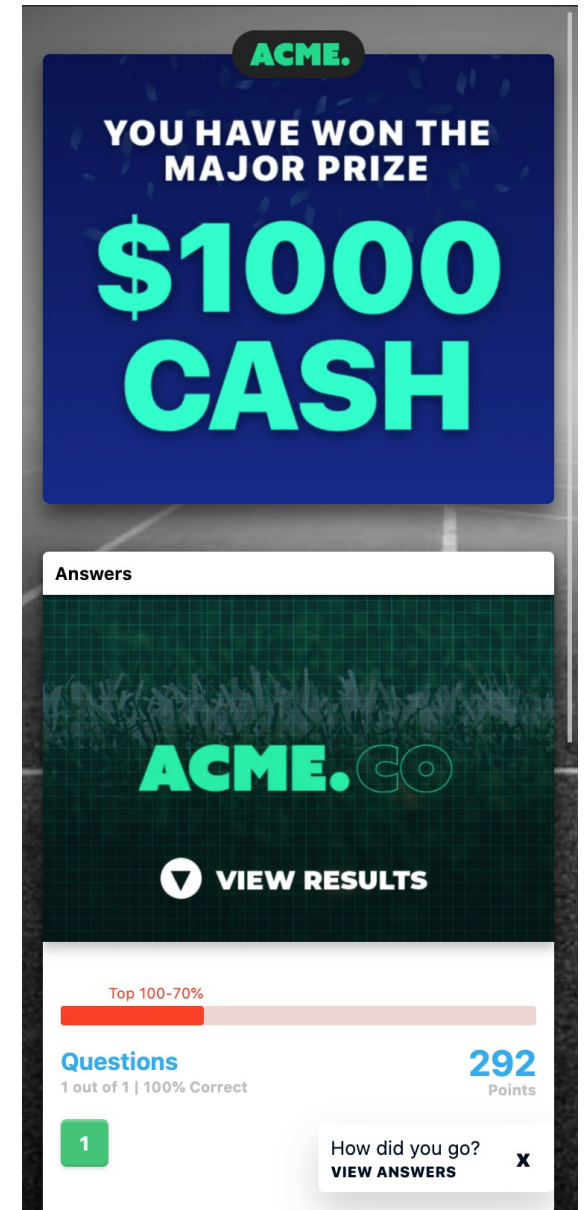
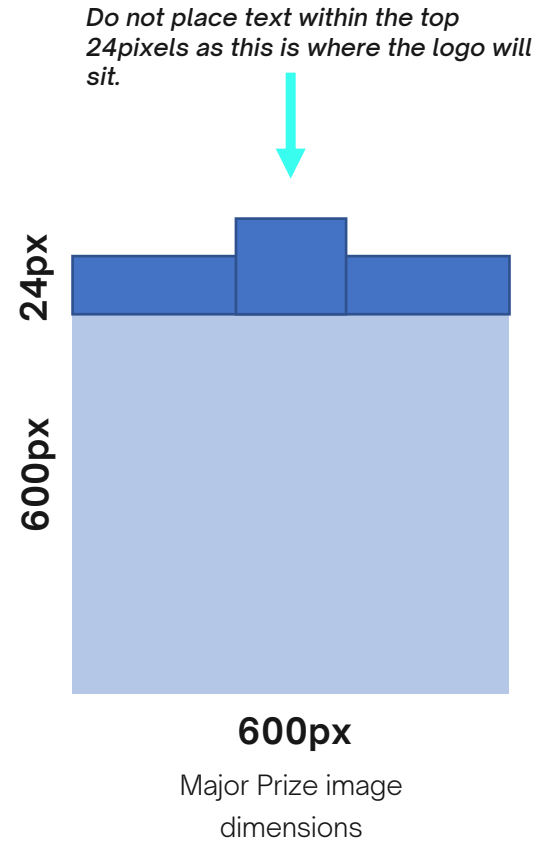
Answers Image Examples



Major Prize Image

This image will only be shown to the major winner.

This should include details of the major prize.

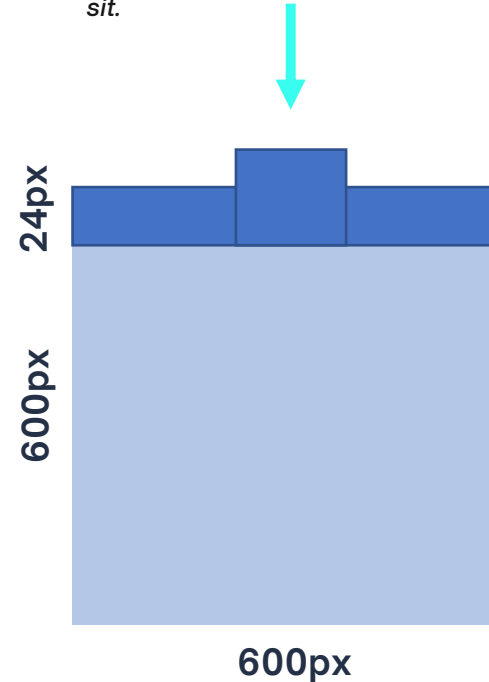


Prize Image (General)

Each prize communication will have an associated prize image.

Each entrant will win a 'prize' even if this is a 'Thanks for playing' image.

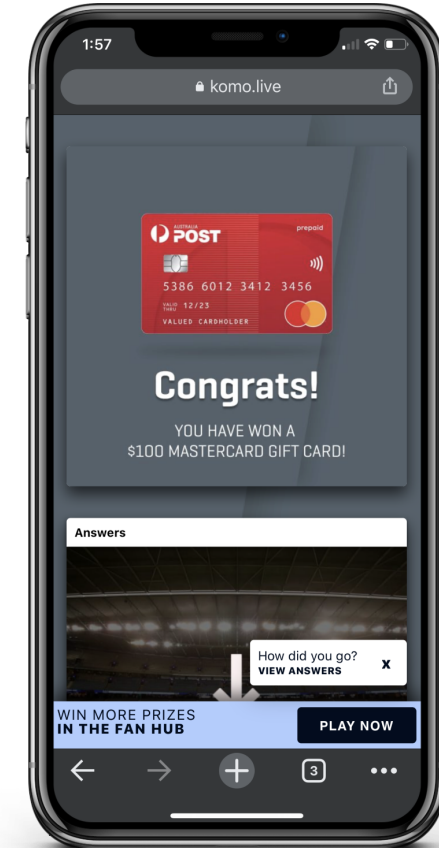
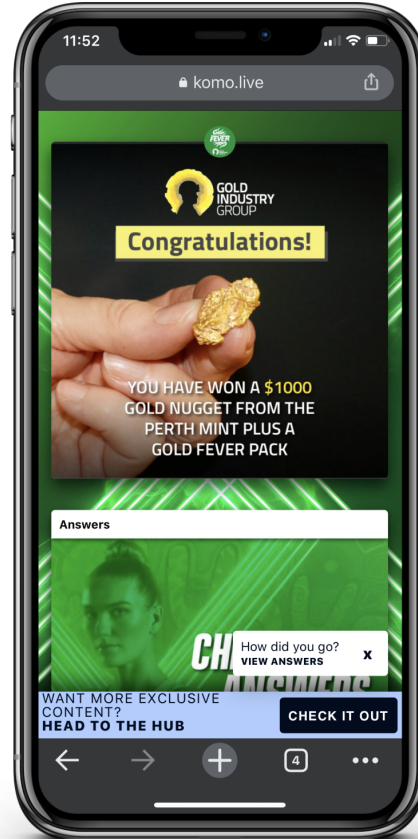
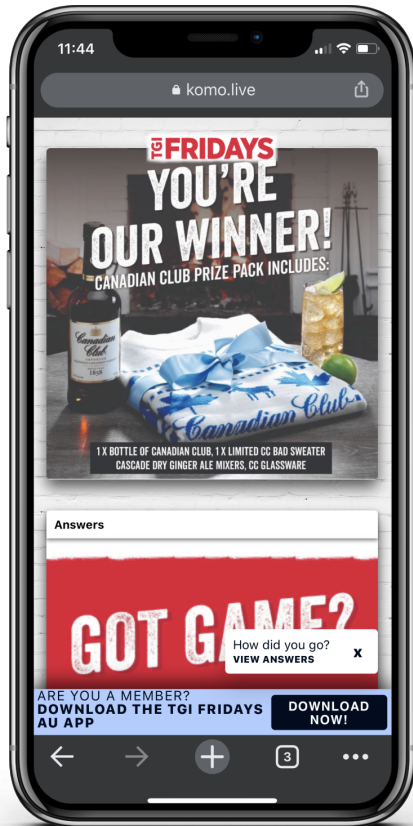
Do not place text within the top 24pixels as this is where the logo will sit.



Major Prize image dimensions



Prize Image Examples



Question Images

Live Trivia



Question Images

Questions can have images applied to them in 2 different ways. Either as a cover image (A). Or as Image answers (B).

Cover images in landscape and image answers as squares will resize automatically within the platform, however to ensure the highest quality of your imagery we suggest sticking to these dimensions.



Question Cover image dimensions

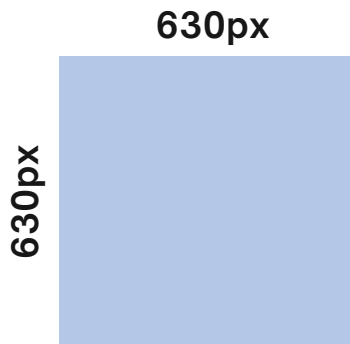
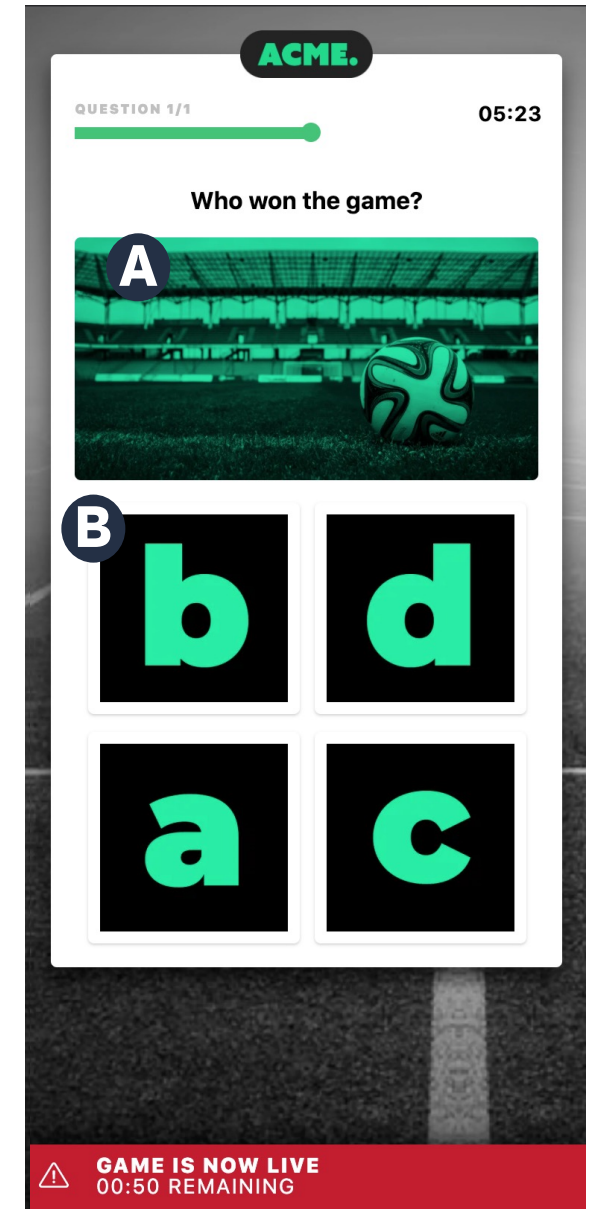
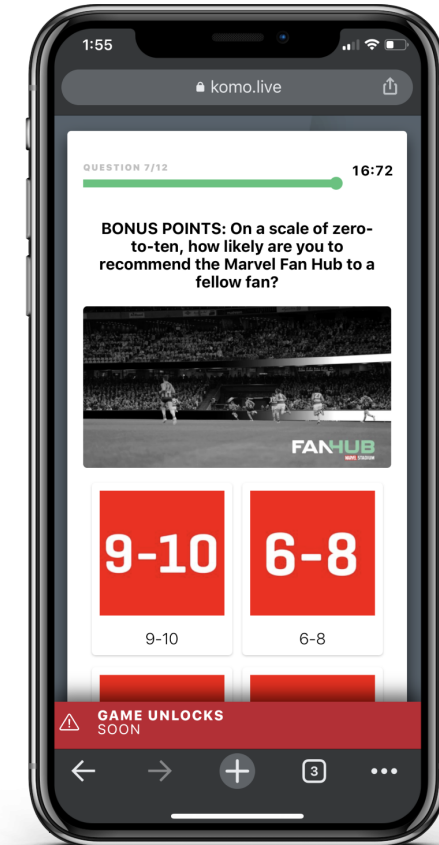
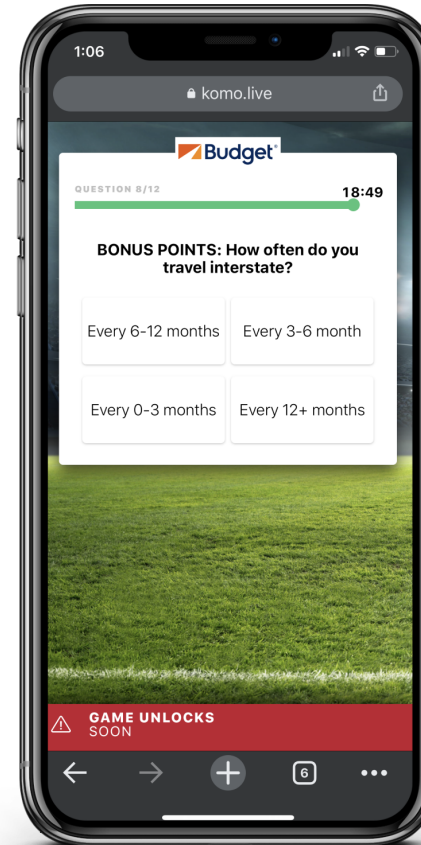
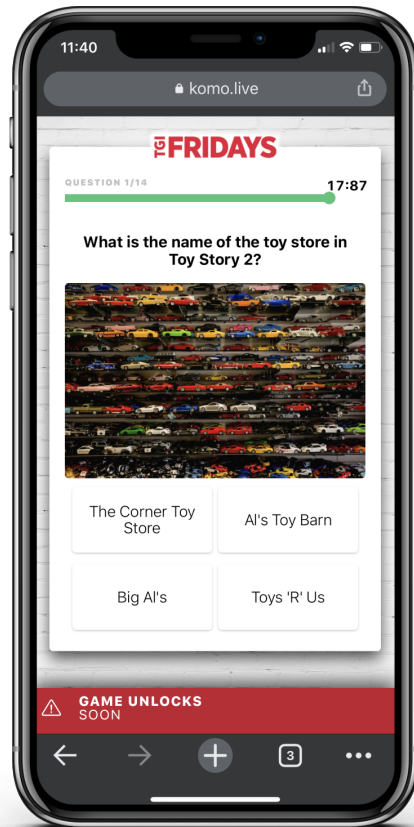


Image Answer dimensions



Question Image Examples



Email Creative

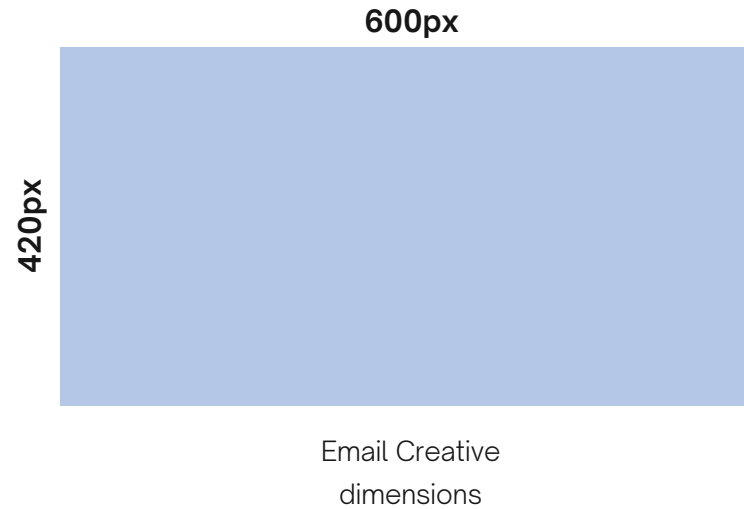
Live Trivia



Email Creative

Email/SMS Communications can be sent out at various points throughout the game including:

- On-registration
- Pre-game scheduled reminders
- On game closing

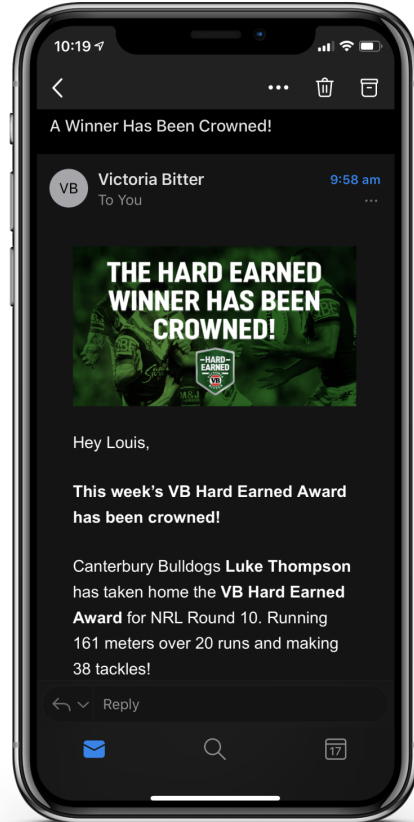
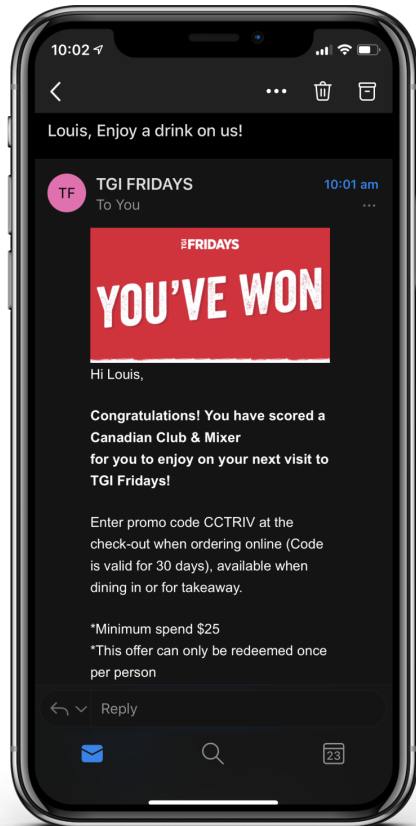


Hi there,
Thanks for playing Komo Live at the Australian Boomers vs USA Basketball game at Marvel Stadium.
Just by playing Komo Live, you have won 2 Weekend Ground Passes to the Melbourne Esports Open next weekend.

[GET YOUR TICKETS](#)



Email Creative Examples



Action Screens

Live Trivia



Action Screens

Action screens can be set up in seconds with the live trivia and allow you to pull live data for easy sharing on big screens or for placement in social posts.

To create these you will need your brand logo, hex colour codes and hub URL.

These require no design work



Select action screen

Leaderboard

Show the top 10 current high scores in your Komo Live game

Beat the expert

Get your players excited at the chance to beat the expert

Question Results

Show the current results to a Komo Live question

VS Smartest team

Pit teams against each other by showing which team has scored the highest

Hardest question

Show the hardest question and the percentage of wrong answers

Edit leaderboard

Name (internal use) *

Name of widget

Header *

Can you beat them?

Brand logo

Upload

Recommended 300 x 300px

Brand colour *

Pick colour

Call to action *

Play now at

URL *

www.komo.live

Save changes

Delete

Big Screens

Live Trivia



How do the Big Screens work?

The 'Big Screens' allow you to host your game through any big screen and share live game progress with big crowds.

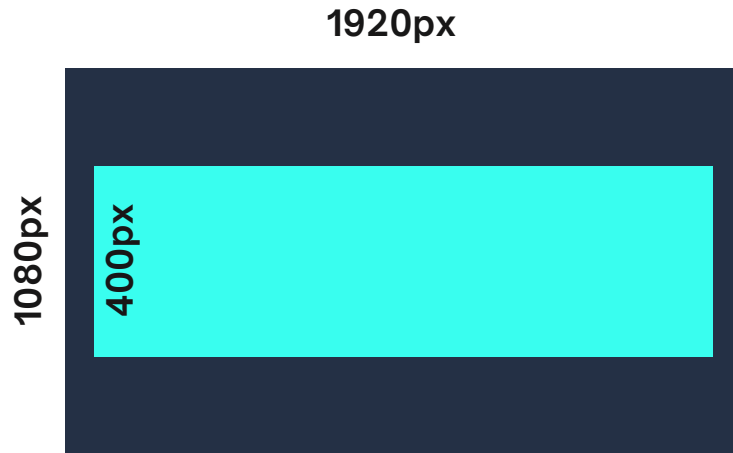


Game In Progress Screen

This screen will countdown how long is left in the game.

The light blue indicates area that wordy or heavily designed artwork should be avoided as this is where the countdown clock will sit.

It is recommended to include a brand logo and any other related content on this screen.



Game In Progress
Screen dimensions



Processing Screen

This screen will be shown when the game is finished and prizing is being awarded.

The light blue indicates area that wordy or heavily designed artwork should be avoided as this is where the processing winner text will sit.

It is recommended to include a brand logo and any other related content on this screen.



Processing Screen
dimensions



Winner Screen

This screen will show the winners name.

The light blue indicates area that wordy or heavily designed artwork should be avoided as this is where the winners name will sit.

It is recommended to include a brand logo and any other related content on this screen.



Processing Screen
dimensions



Contact Us

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