Honeycommb

A Custom Social Network For Your Audience That You Own & Control

Honeycommb Asset Document

Your community is fully custom and your brand should be the focal point

In-App Asset Specifications

Like Icon

Control Center Key: like_icon

The "fist bump" is the default like icon for most communities
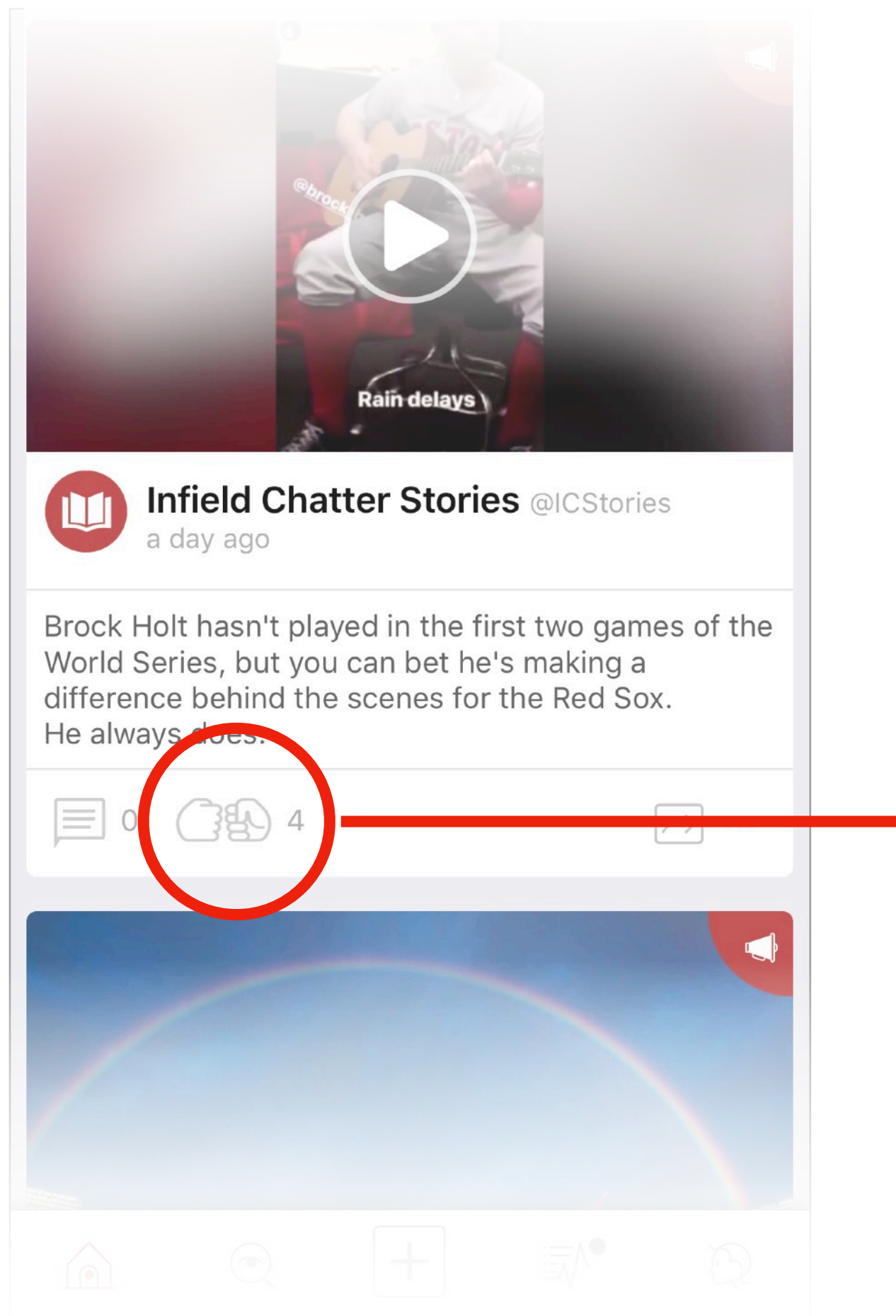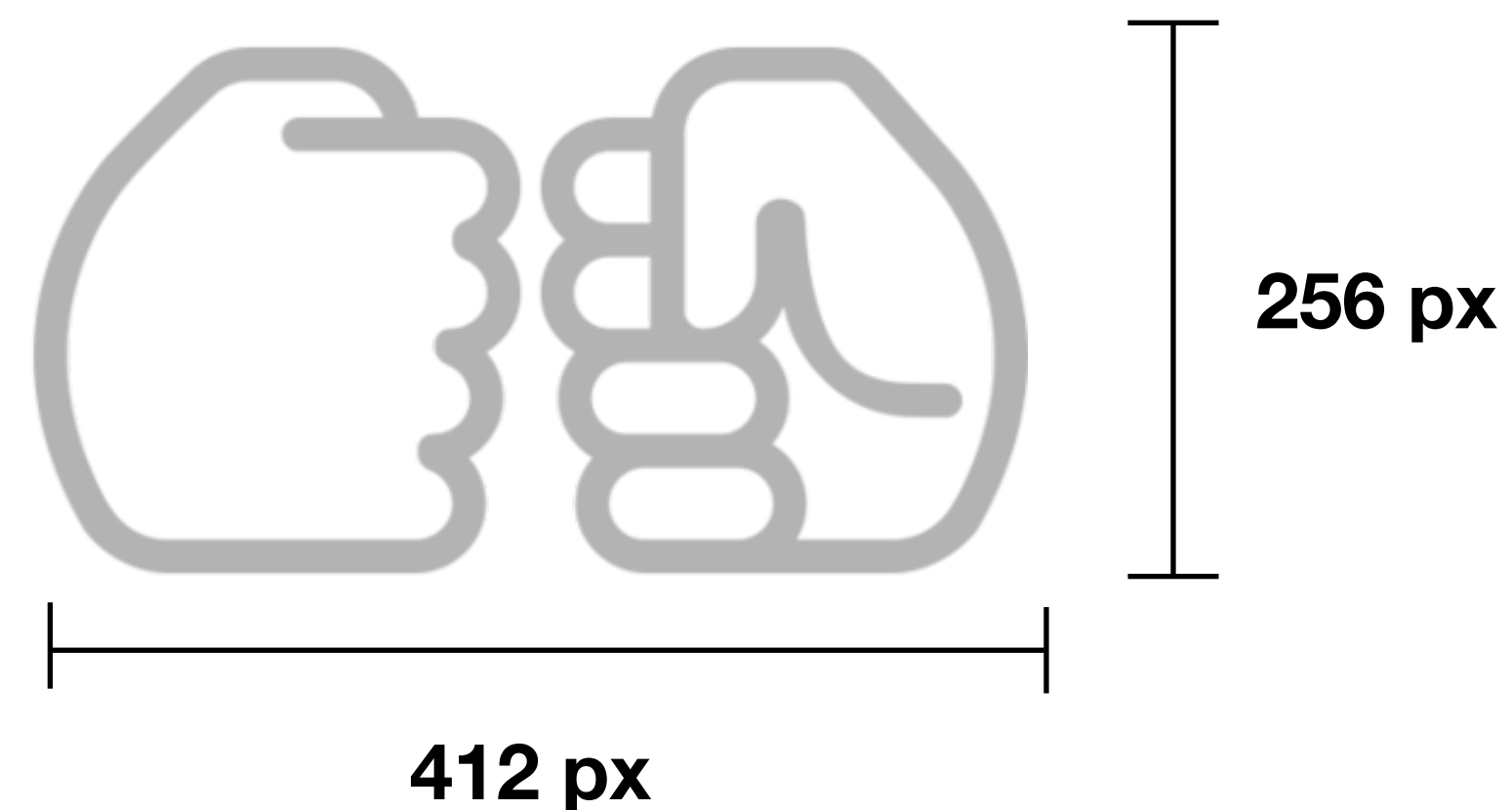
256 px

412 px

About

The "Like Icon" is your opportunity to further customize the experience your members have in your community.

Each brand and industry has symbols and marks that signify some kind of reward or congratulatory note.

Use your like icon to get your community excited about engaging with content and other members.
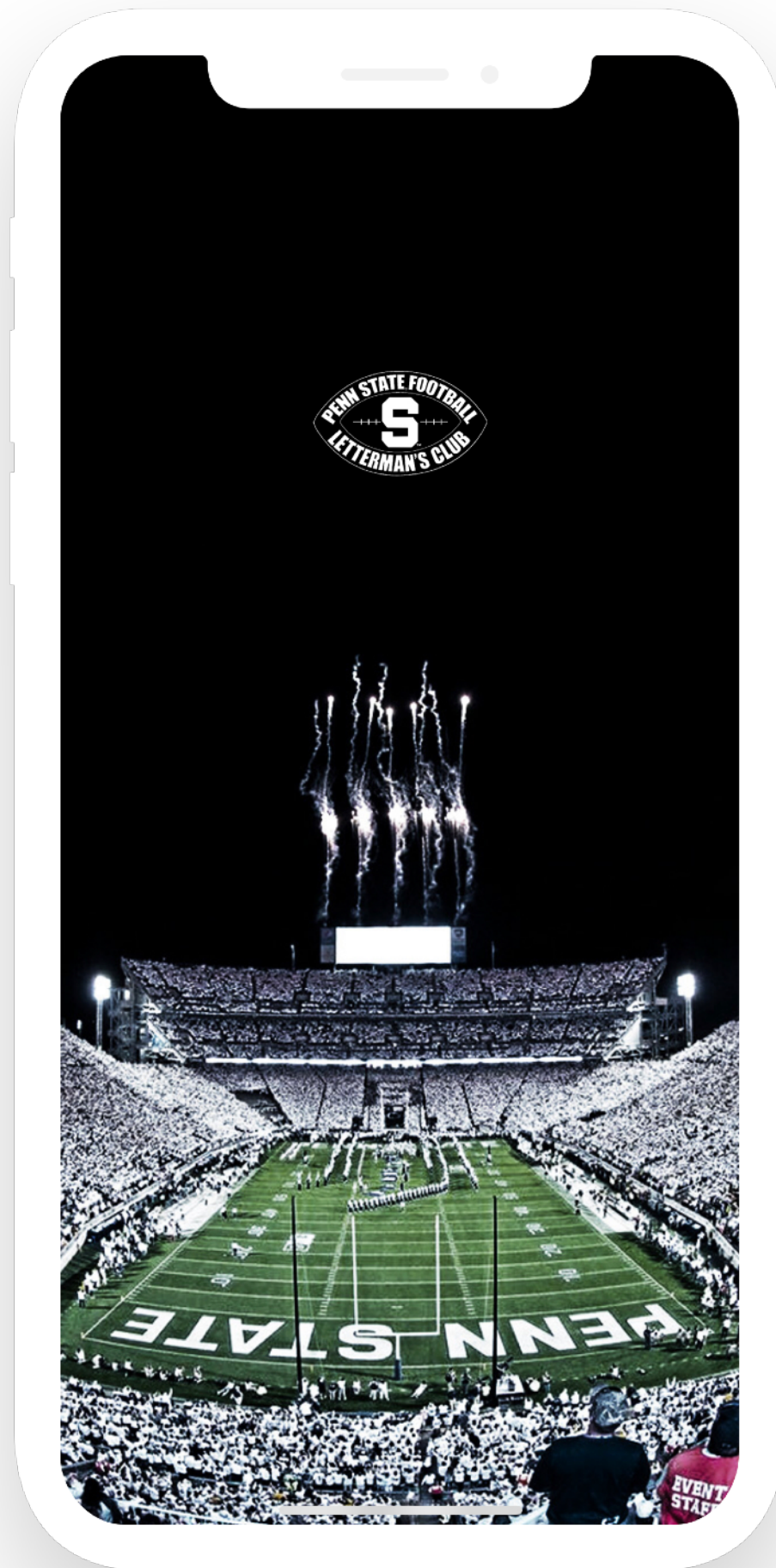
Don't limit yourself with a thumbs up!

Infield Chatter Stories @ICStories
a day ago

Brock Holt hasn't played in the first two games of the World Series, but you can bet he's making a difference behind the scenes for the Red Sox. He always does.

0   4

Loading Image

Control Center Key: loading_image

1280 px

800 px

Rendered in iPhone X
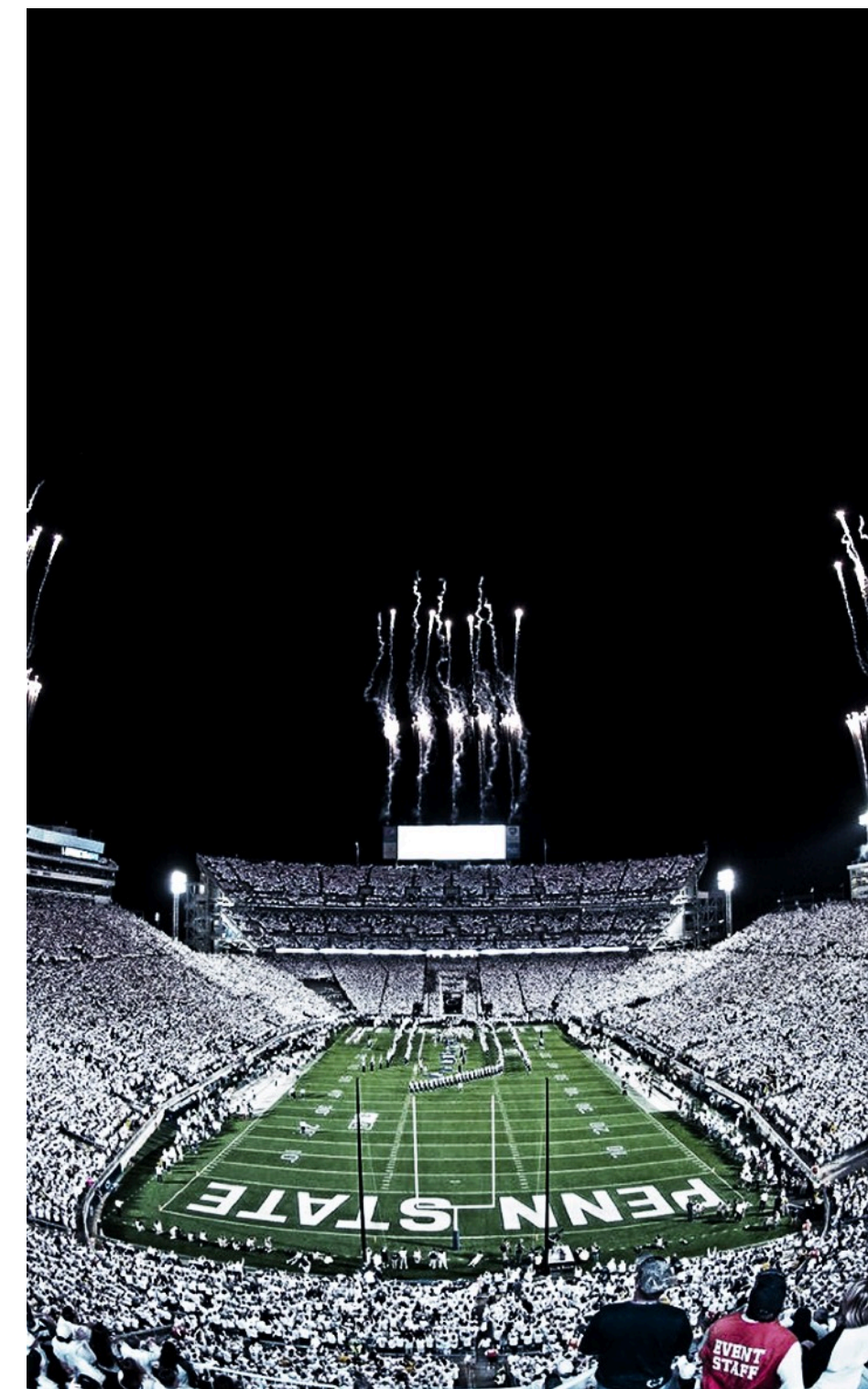
About

Your loading image is the continued experience that your members see upon their "app open" so it's an opportunity to re-enforce the feel and vibe that you want your community to be.

Because each device renders the load image different, you'll want to make sure that the meat of the image is in the center of the graphic and content on the ends is less important.

The loading image is behind the Splash Image (splash_image) on the load experience, so you'll want to be conscious about the contrasting images, colors, etc..

Default Profile Picture

Control Center Key: default_avatar
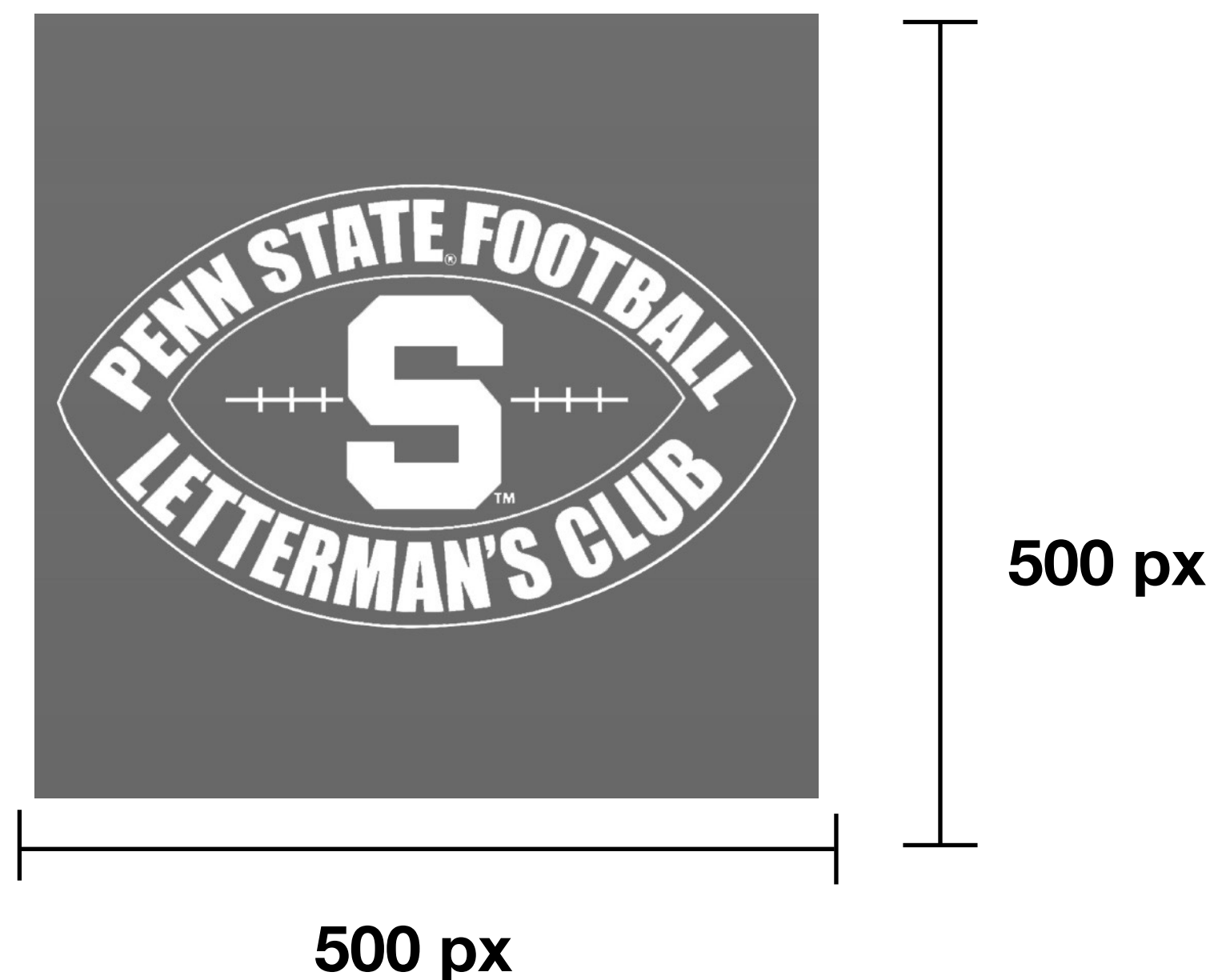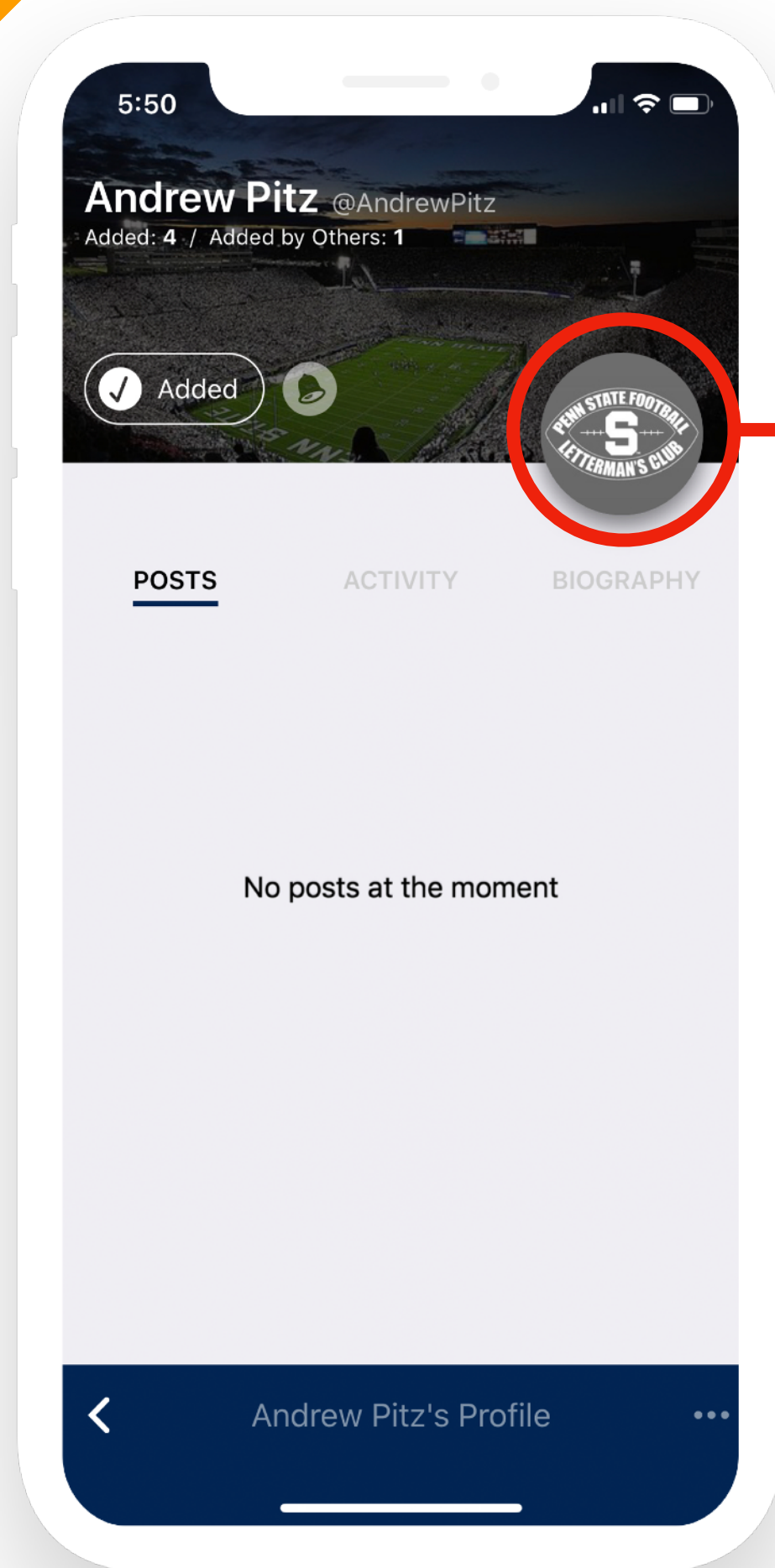
About

The default profile picture is the auto-populated profile picture for users who opt to not upload a profile picture when creating an account.
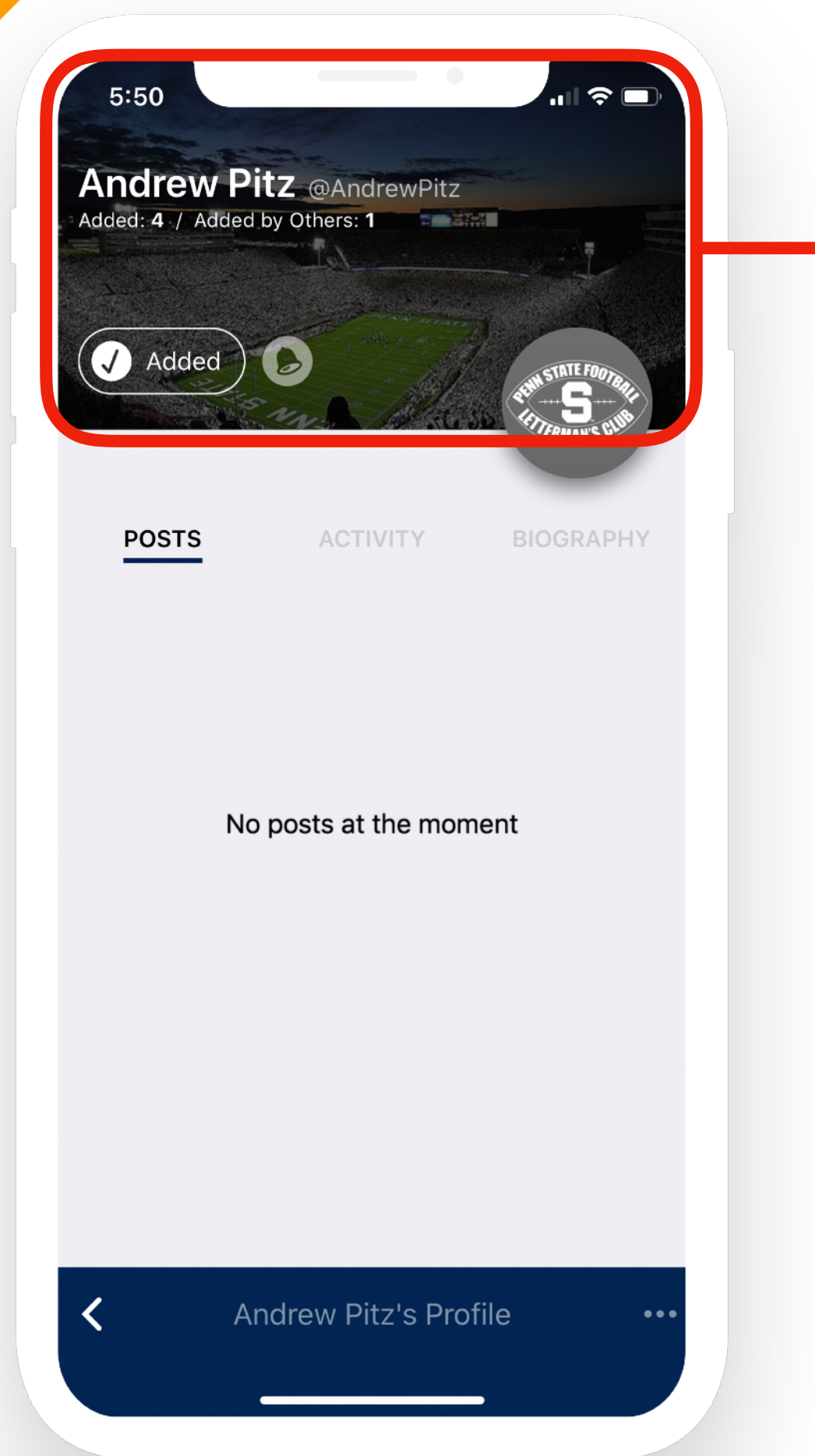
This asset is fully custom based on community.

Often, the strategy with this asset is to use a gray-scale asset so that users want to upload a custom picture of themselves for their profile.

500 px (height)

500 px (width)

Default Cover Photo

Control Center Key: default_cover_image

840 px

1600 px

About

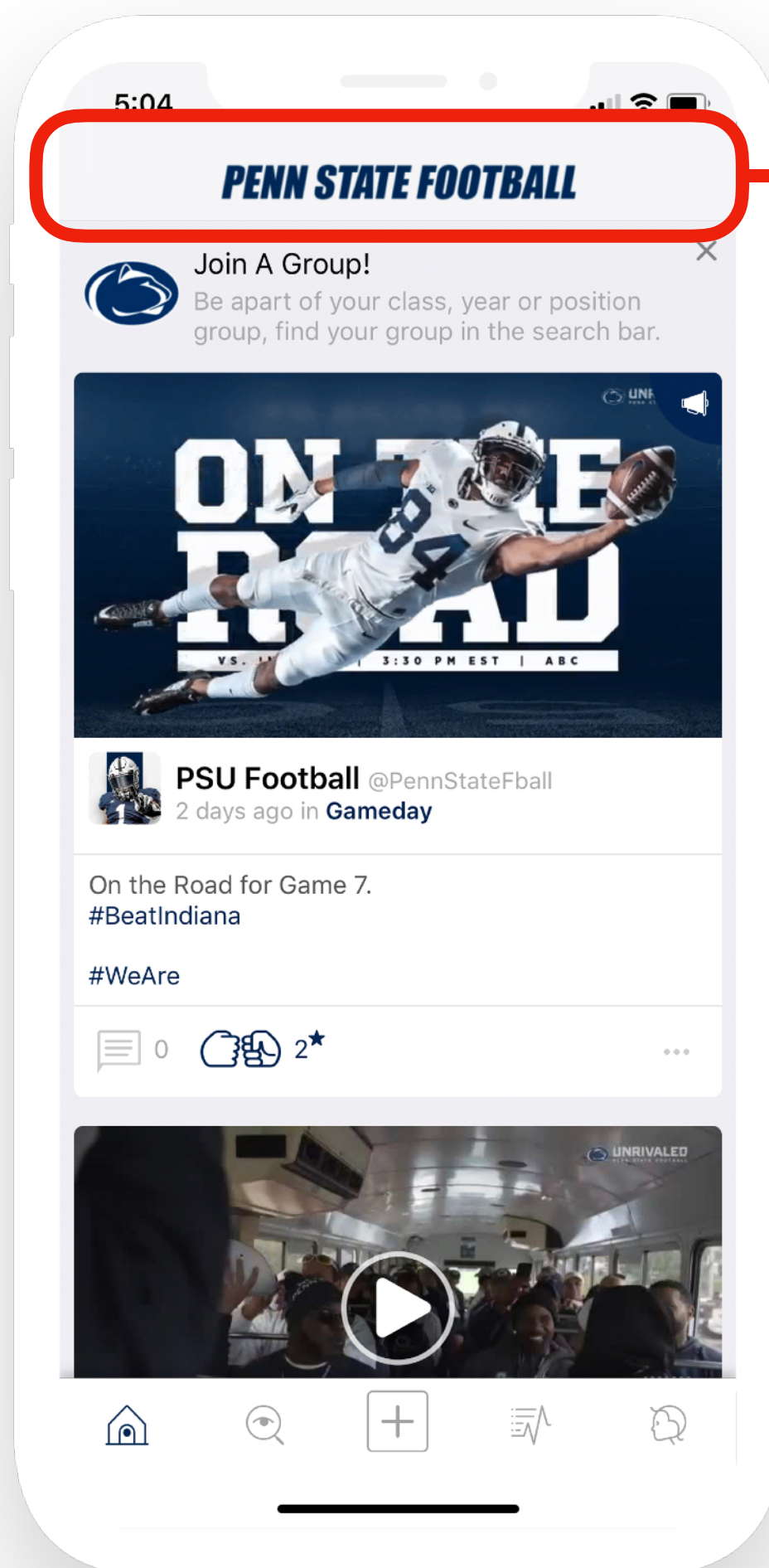The default cover photo is the auto-populated cover picture for users who opt to not upload a cover picture.

This asset is fully custom based on community.

Often, the strategy with this asset is to use an general image that represents the brand positively.

Navigation Bar

96 px

800 px

NOTE:
• This item should have a fully transparent background and be saved as a PNG (portable networks graphic) format.

About

The Navigation Bar is an asset that lives at the top of your home feed. This item is a continued presence of the brand as users scroll and engage with content in their feed.

Because this asset is horizontal in nature, it is often times a secondary logo or brand mark that fits better in the space above the feed.

Share Default Image

Control Center Key: share_default_image

500 px

500 px

About
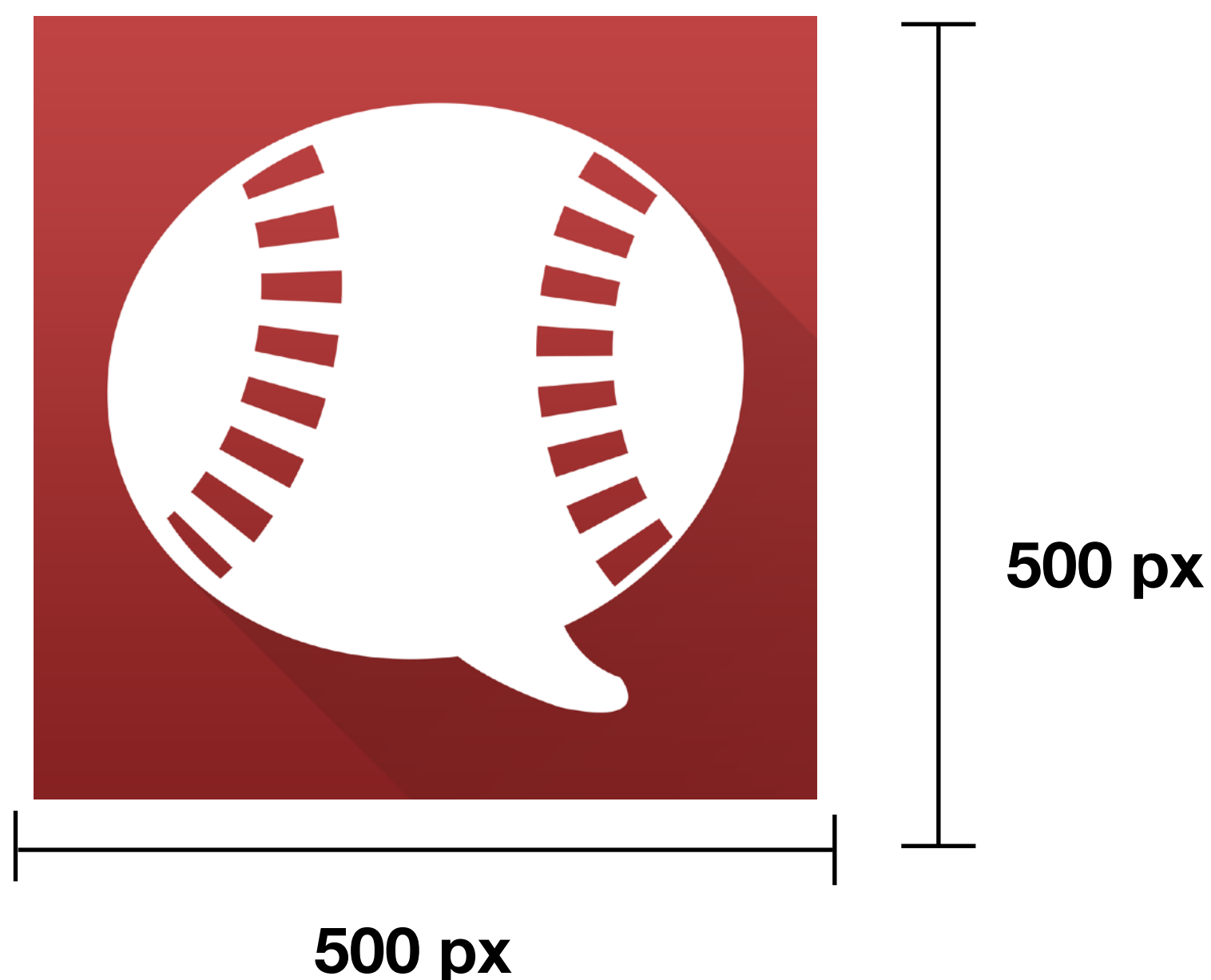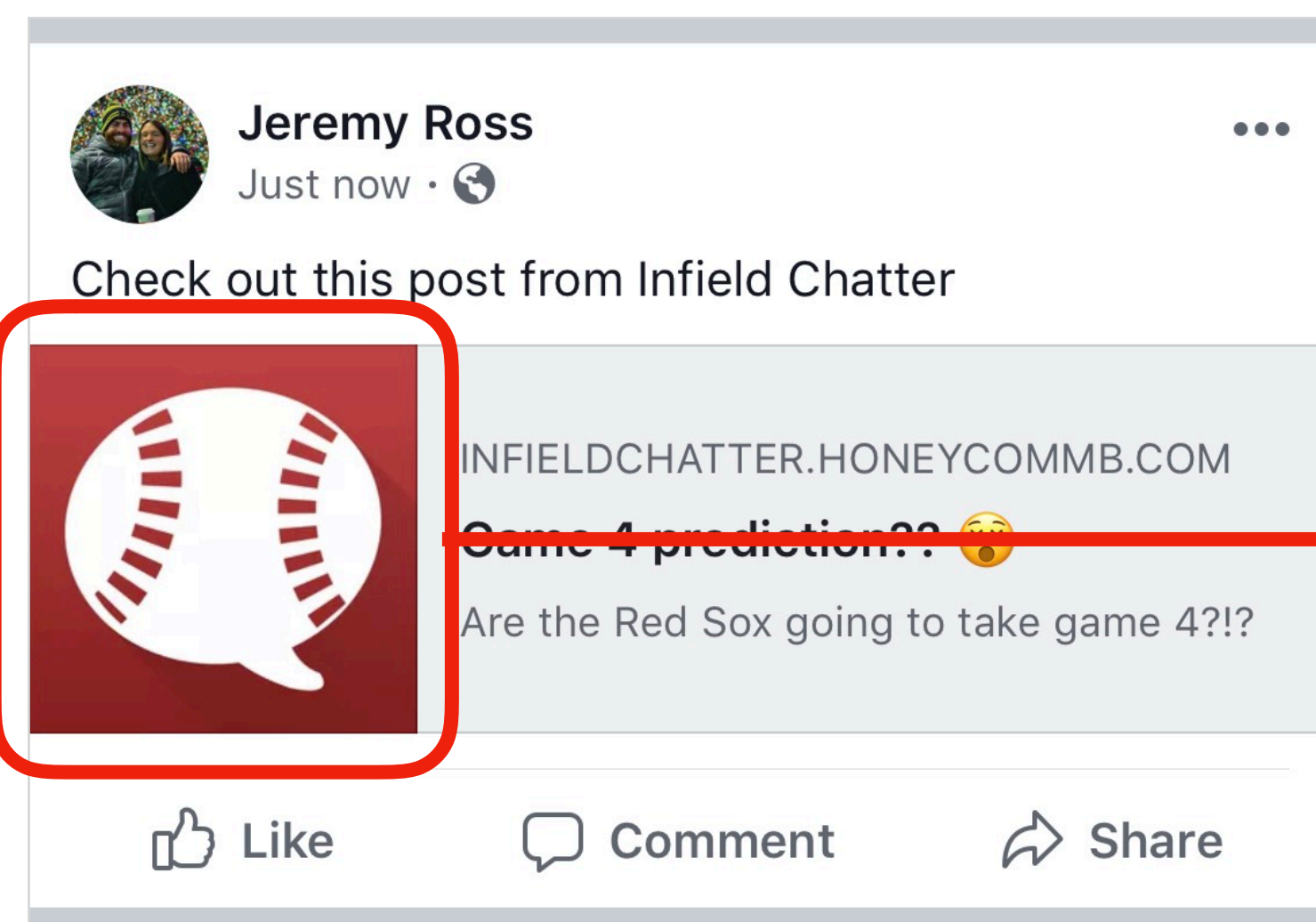
If your community is open, content posted in your community may be shared on external social platforms like Facebook or Twitter.
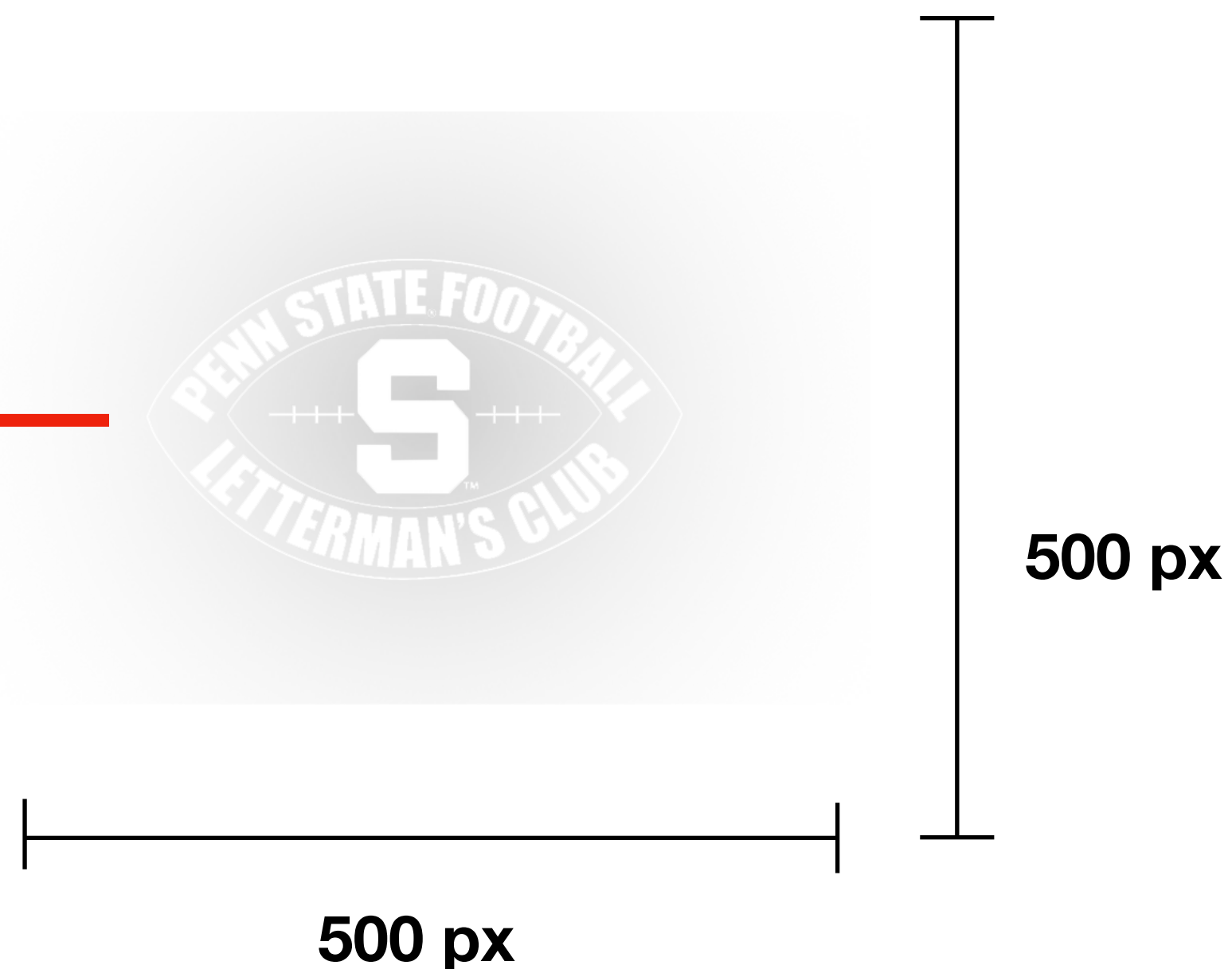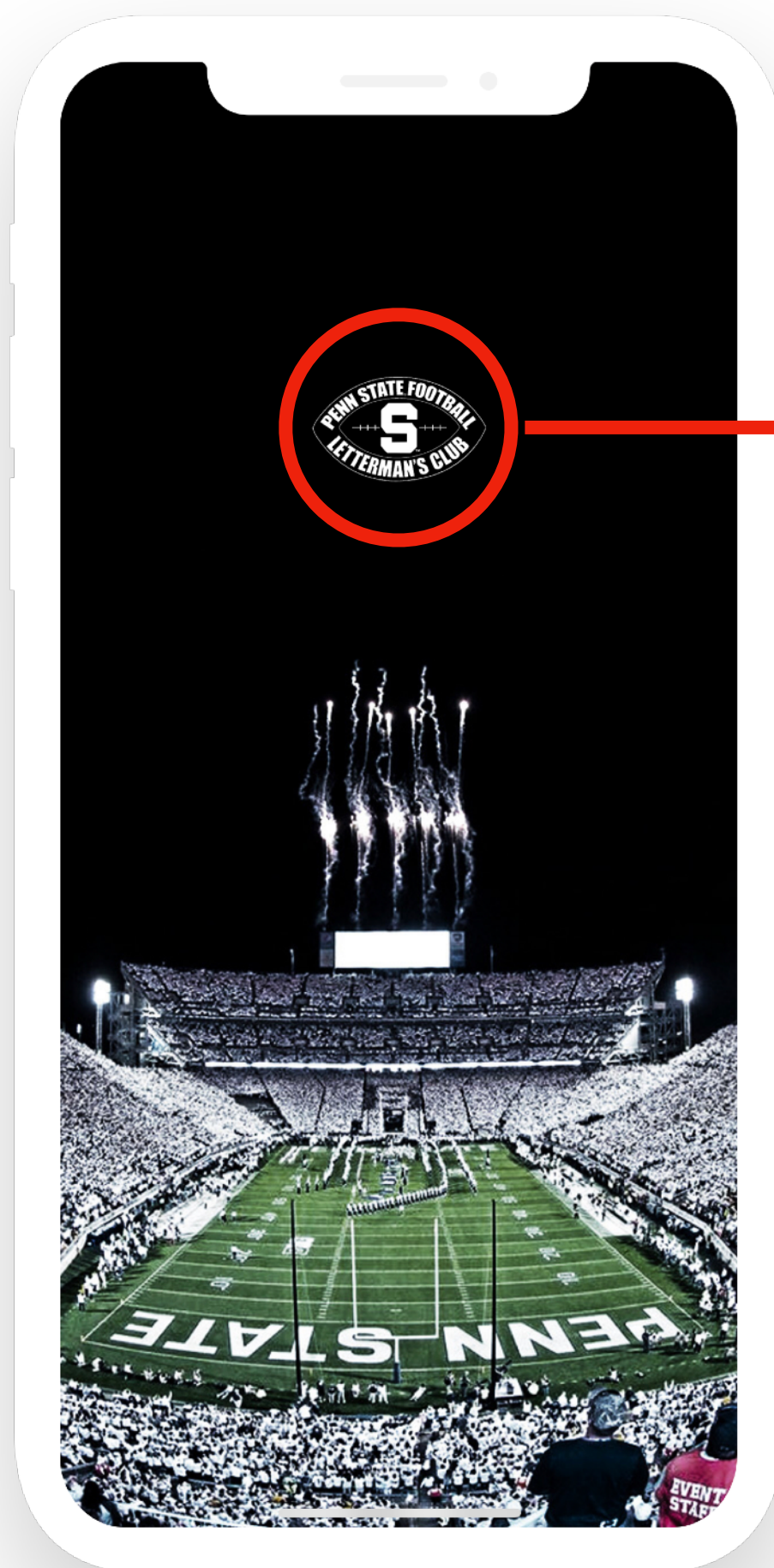
If a user creates a text post in your community and shares that content on another social platform, the Share Default Image is used as the default thumbnail for that content.

In the case that a user shares a video or image from your community, that content will act as the thumbnail for the post.

NOTE: If your community is closed/private then sharing content in-app is disabled and you don't need to worry!

Splash Image

500 px

500 px

About

The Splash Image is the asset on the second layer of the loading experience. Typically, your splash image is branded using a primary logo or brand mark.

Because we suggest using a darker, simple background for the loading image (background layer) your splash Image is well represented if the item uses a transparent background.
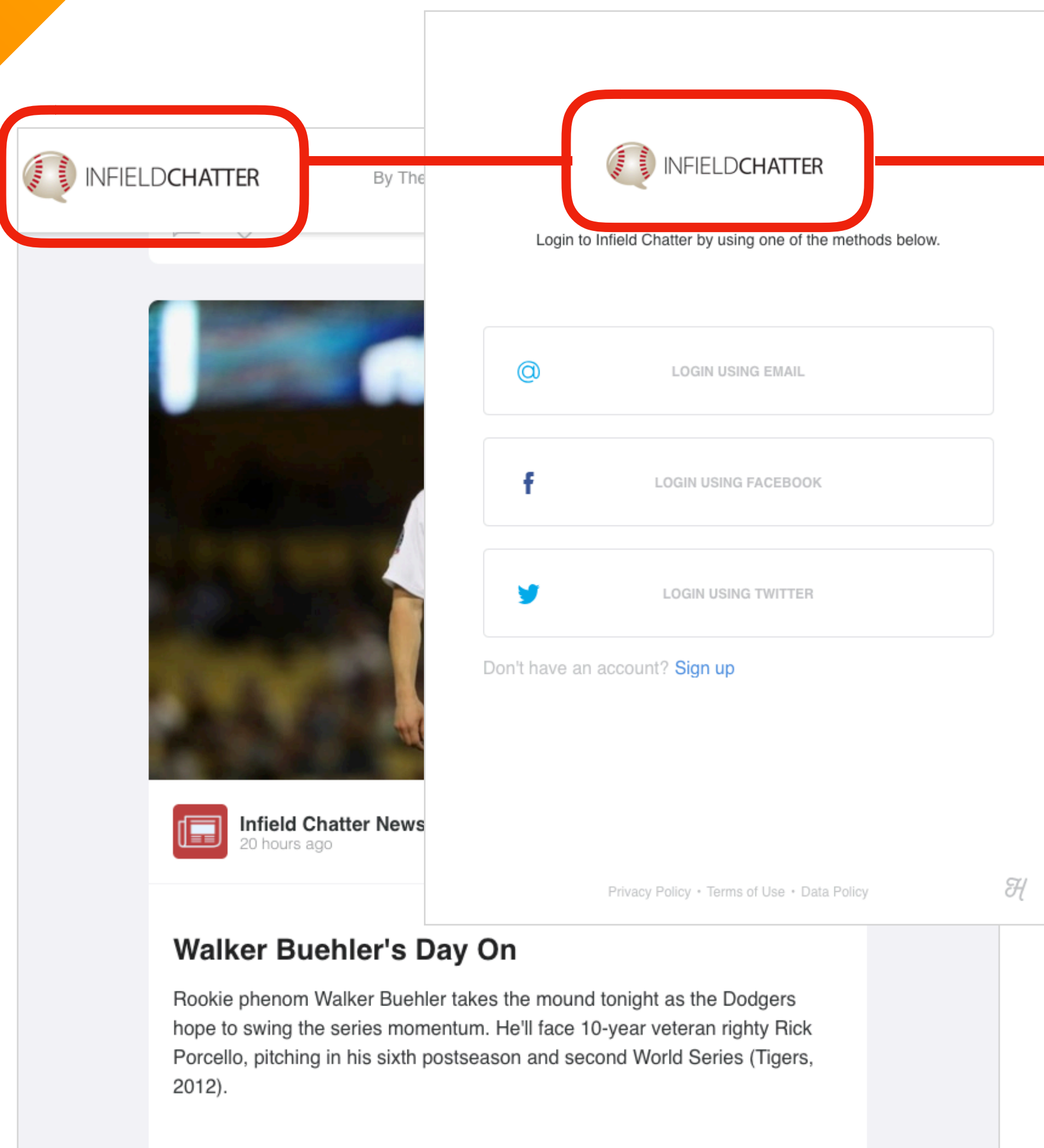
NOTE:
• This item should have a fully transparent background and be saved as a PNG (portable networks graphic) format.

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Web Navigation Bar

Control Center Key: web_navigation_bar_image

184 px

520 px

About

The Web Navigation Bar asset is used as the main branding element on the following pages:

- Sign Up Experience
- Login Experience
- Main Home Feed (logged in)
- Discover Experience (logged in)
- Profile Experience (logged in)

Typically, this mark is a primary or secondary logo or brand mark.

Web Description

Example URL: infieldchatter.honeycommb.com/login

Web Description
The web description is a bold title that allows you to have a strong message to prospective members. Recommended length is 30 characters or less.

Description
The description is a where you can describe your community to prospective members. In this space, there is no character limit however, we recommend limiting the description to approximately 350 total characters.
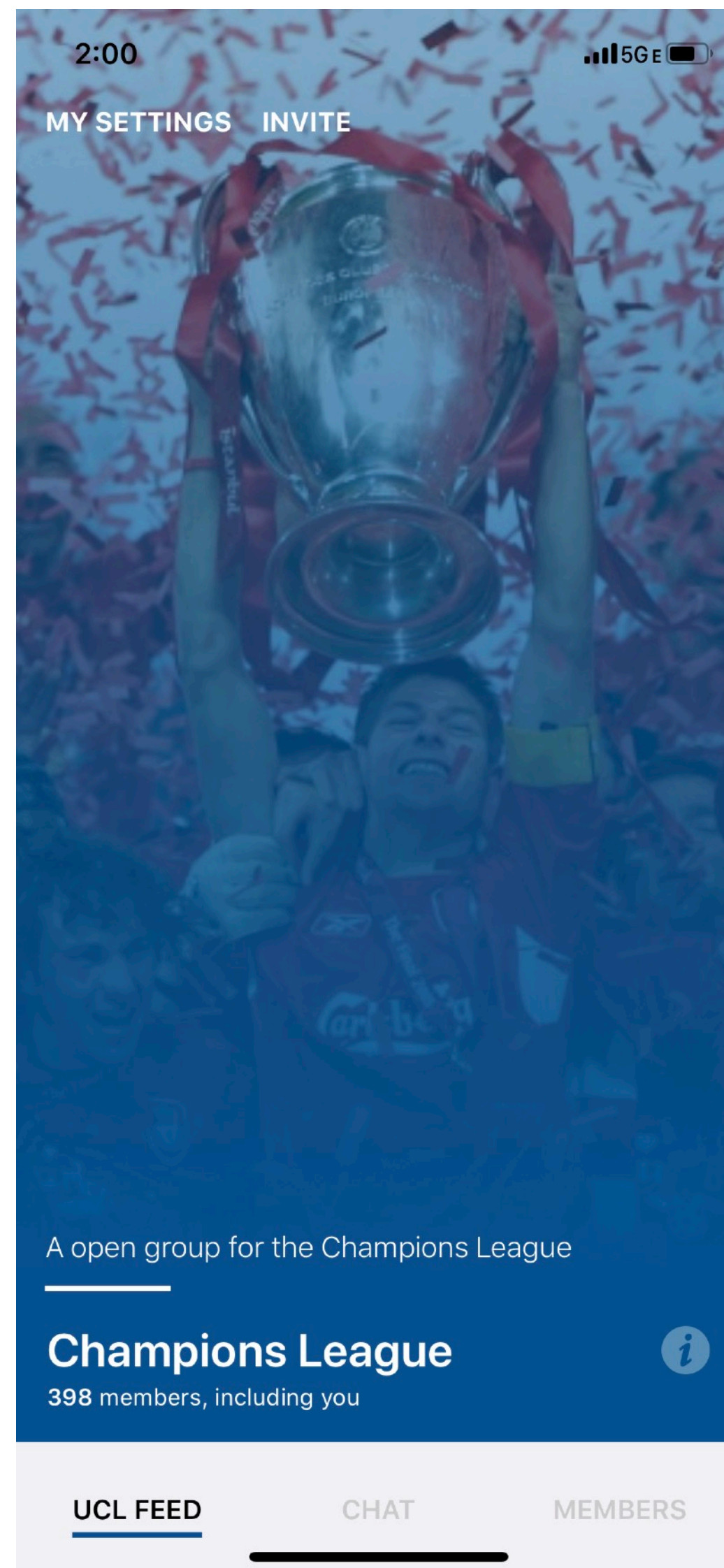
About

The web is another storefront, like the Apple App Store or Google Play Store for you to bring members to your community.

The web description is used on the "sign up" page and "registration page."

Use this space to customize the message that you send to new and prospective users of your community.

Group Background Art

About

The group background artwork is an additional (optional) asset you can add to each group in which you'd like to add some more creative to the user experience.

The artwork is visible on the pull down menu from your group and on the web registration page for your group.

The suggested dimensions are 2:1 ratio size with a minimum of 500 pixels in width.
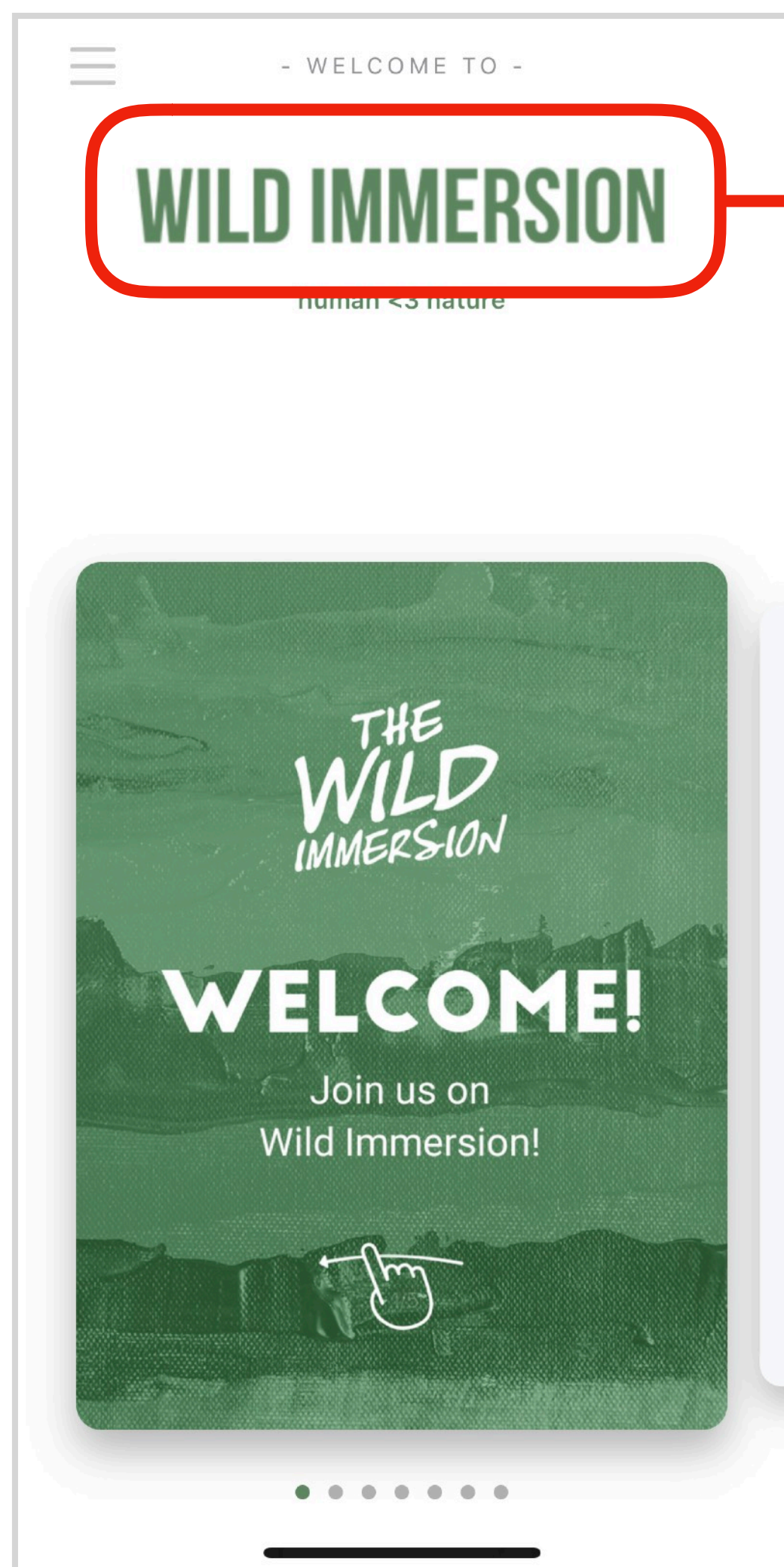
Group Icon
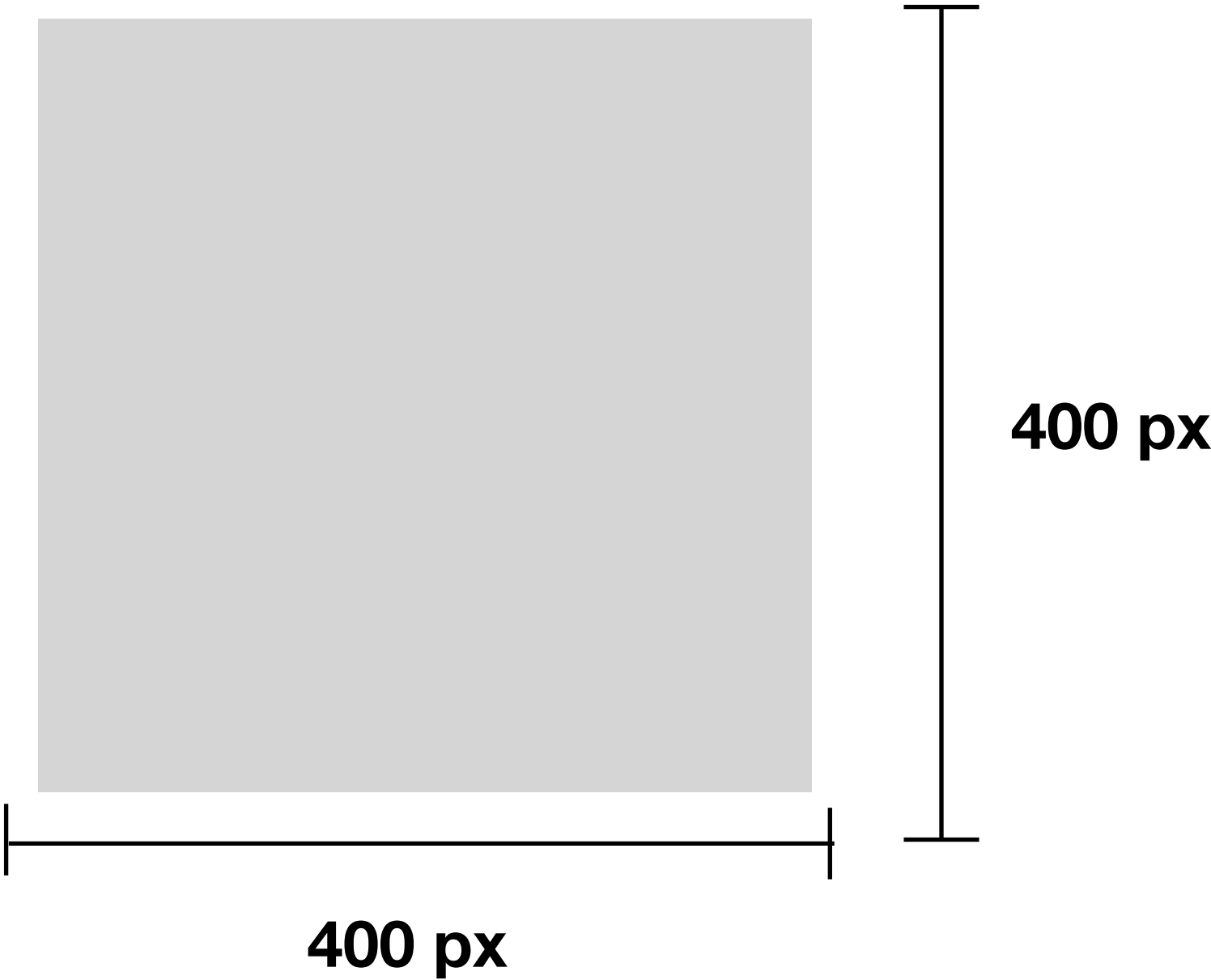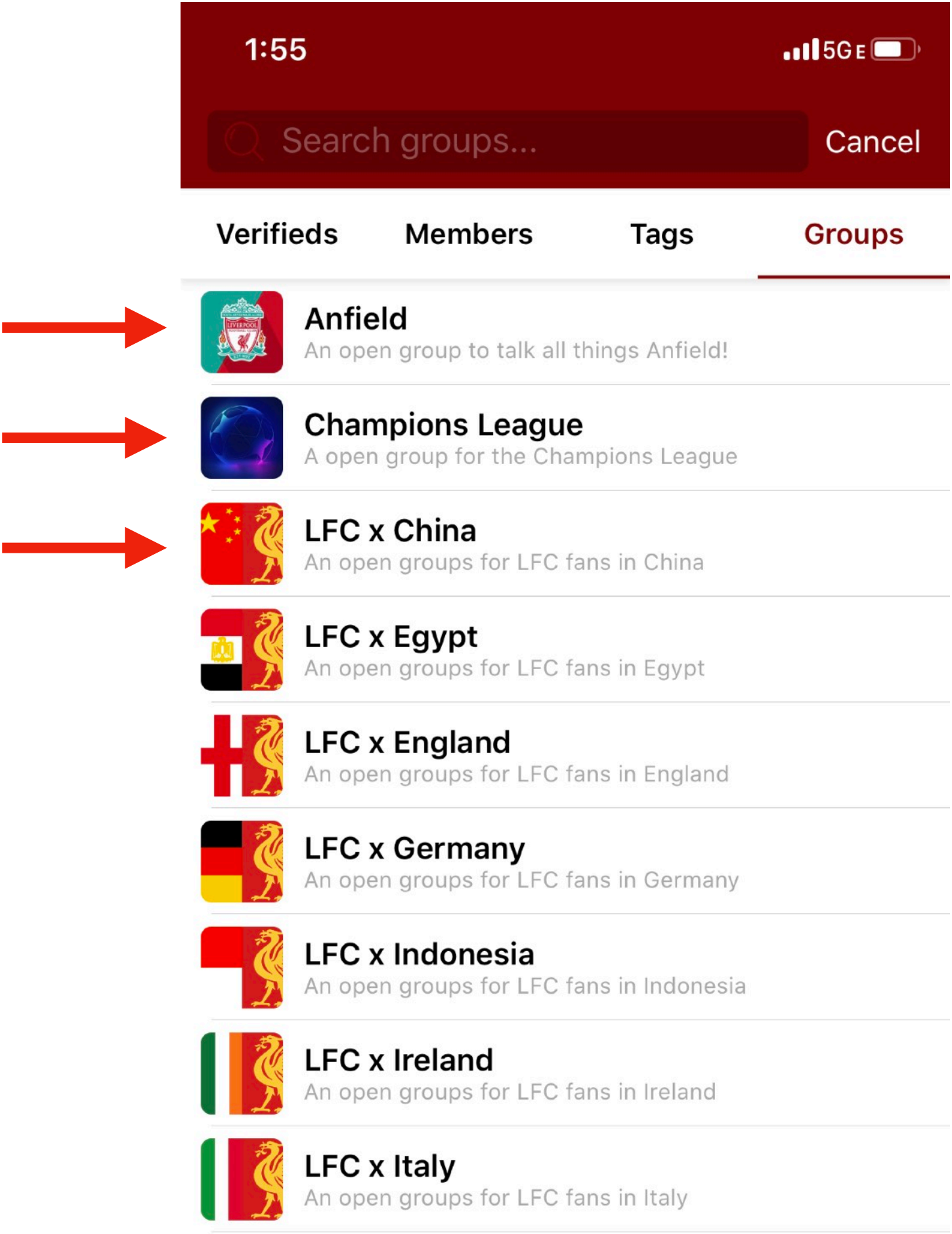
About

Group Icons can exist at any size. However the recommended size for each piece of artwork is a 1:1 ratio piece of art with a minimum 400x400 size dimension.

400 px

400 px

Onboarding Logo

Control Center Key: onboarding_logo

77 px

350 px

About

The onboarding logo is the logotype used in the onboarding workflow when new user joins or logs into the community.

Users are presented with the onboarding logo when swiping through the onboarding cards on initial app download.

NOTE: it is recommended that you have about 10 pixels of white space on both sides of the onboarding logo.
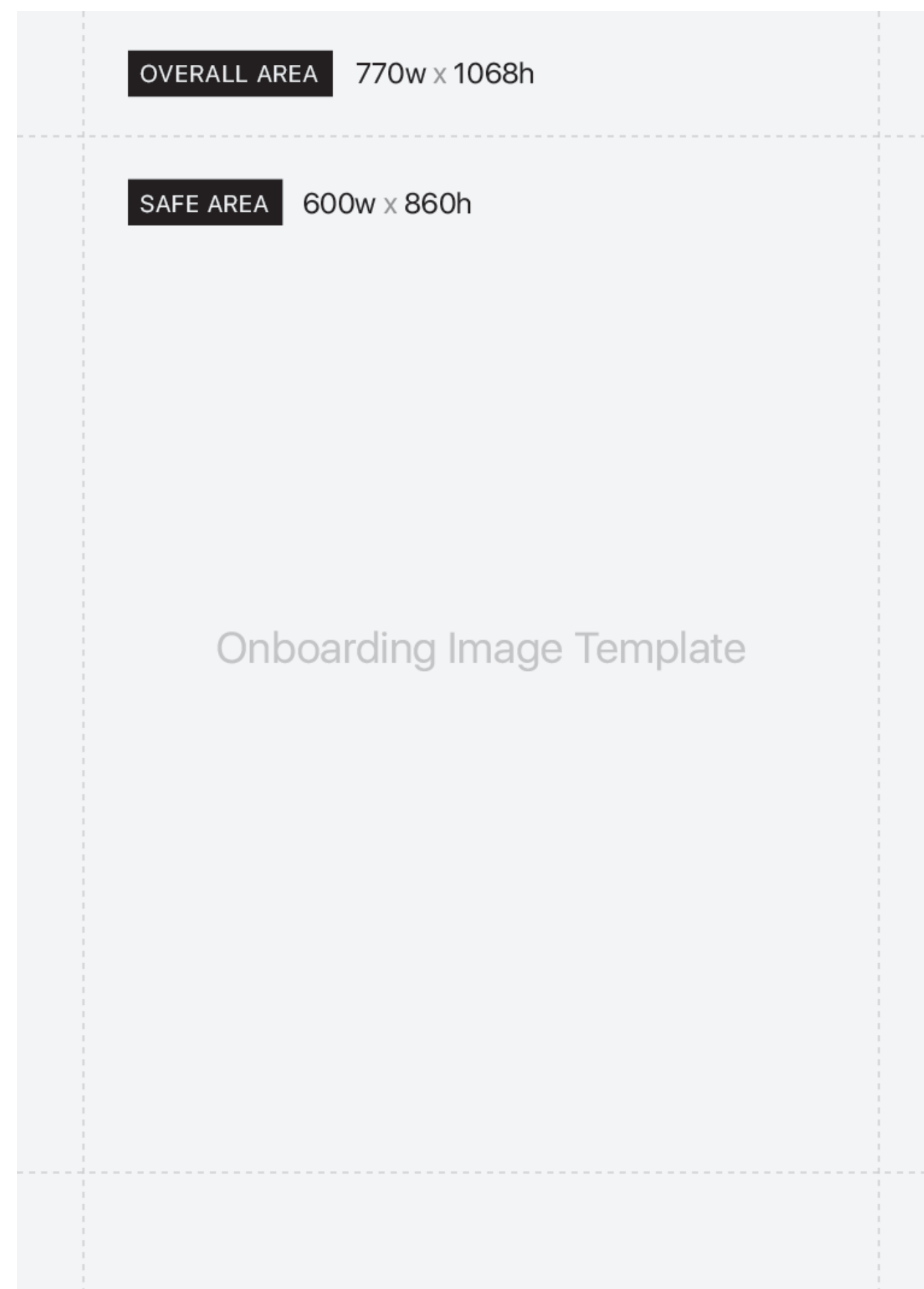
Onboarding Card

Control Center Key: Onboarding-#

OVERALL AREA 770w x 1068h

SAFE AREA 600w x 860h

Onboarding Image Template

About

Partners have the ability to customize the onboarding experience for their community with custom messaging.

In the case that you would like to create the artwork yourself, the specs can be found to the left!

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Have further questions? Reach out to your success manager for help!