



MobieTrain
Change Behaviour. Boost Performance.

Branding Best Practices



Stay connected during the event



Chat
General
chatbox



Q&A
Ask your
questions
here



People
See who
else is in
this session



Messages
Privately
message other
attendees



Receive
The
recording
and PDF



Respond
To our
survey



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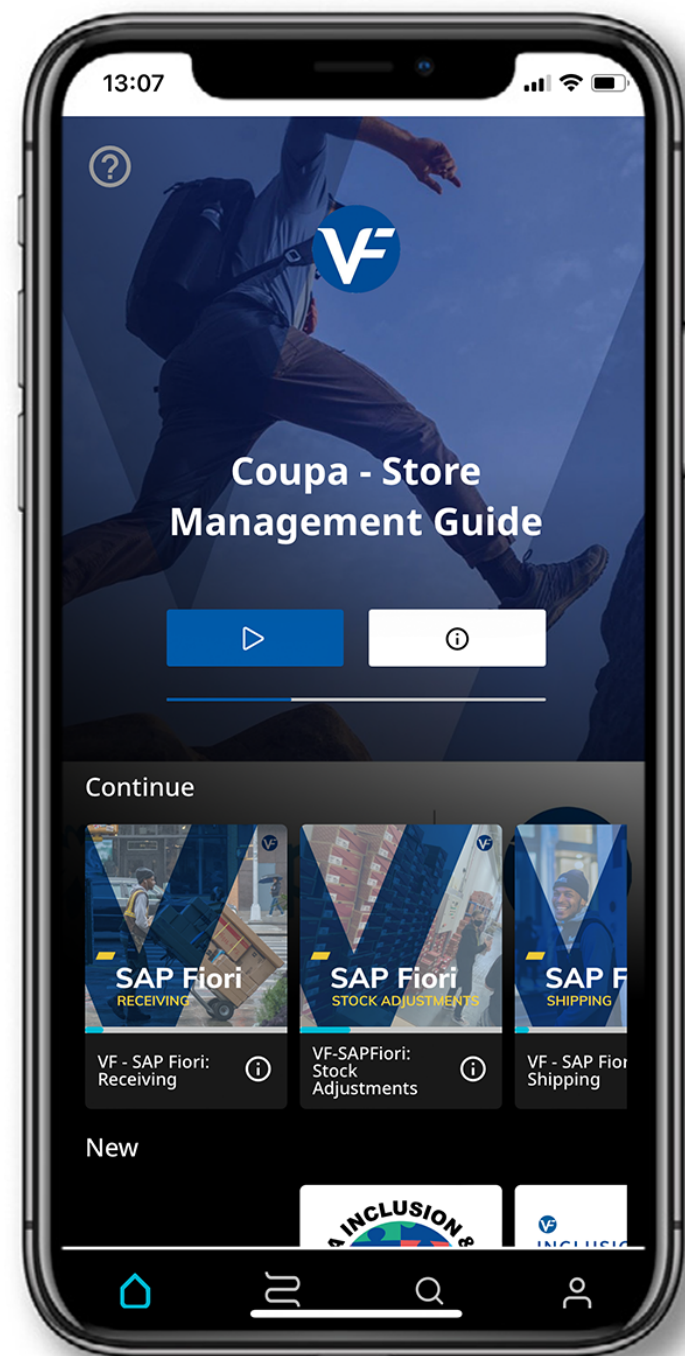
Today's agenda

- ✓ What branding you can impact
- ✓ Branding your Skillflix homepage
- ✓ Do's & Dont's in practice
- ✓ Resources



What impact's your branding

Skillflix homepage
(Avatar + color button)



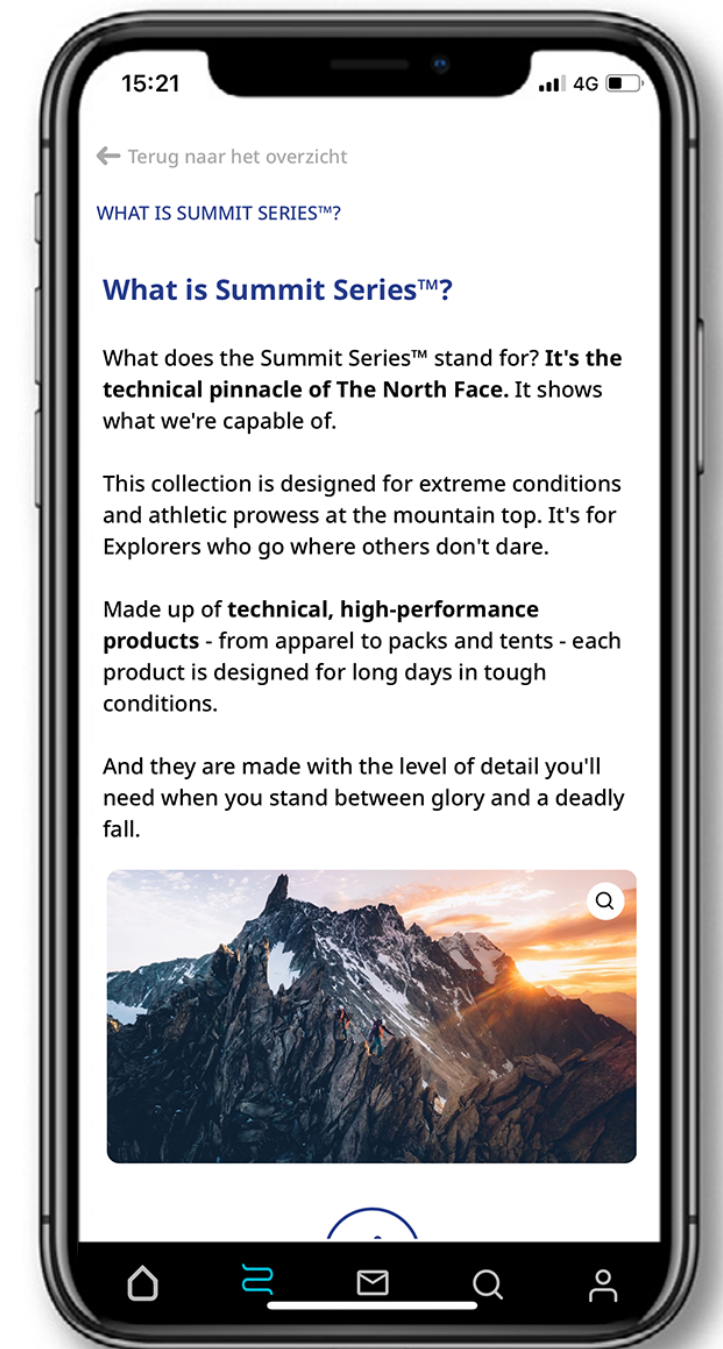
Splashscreen



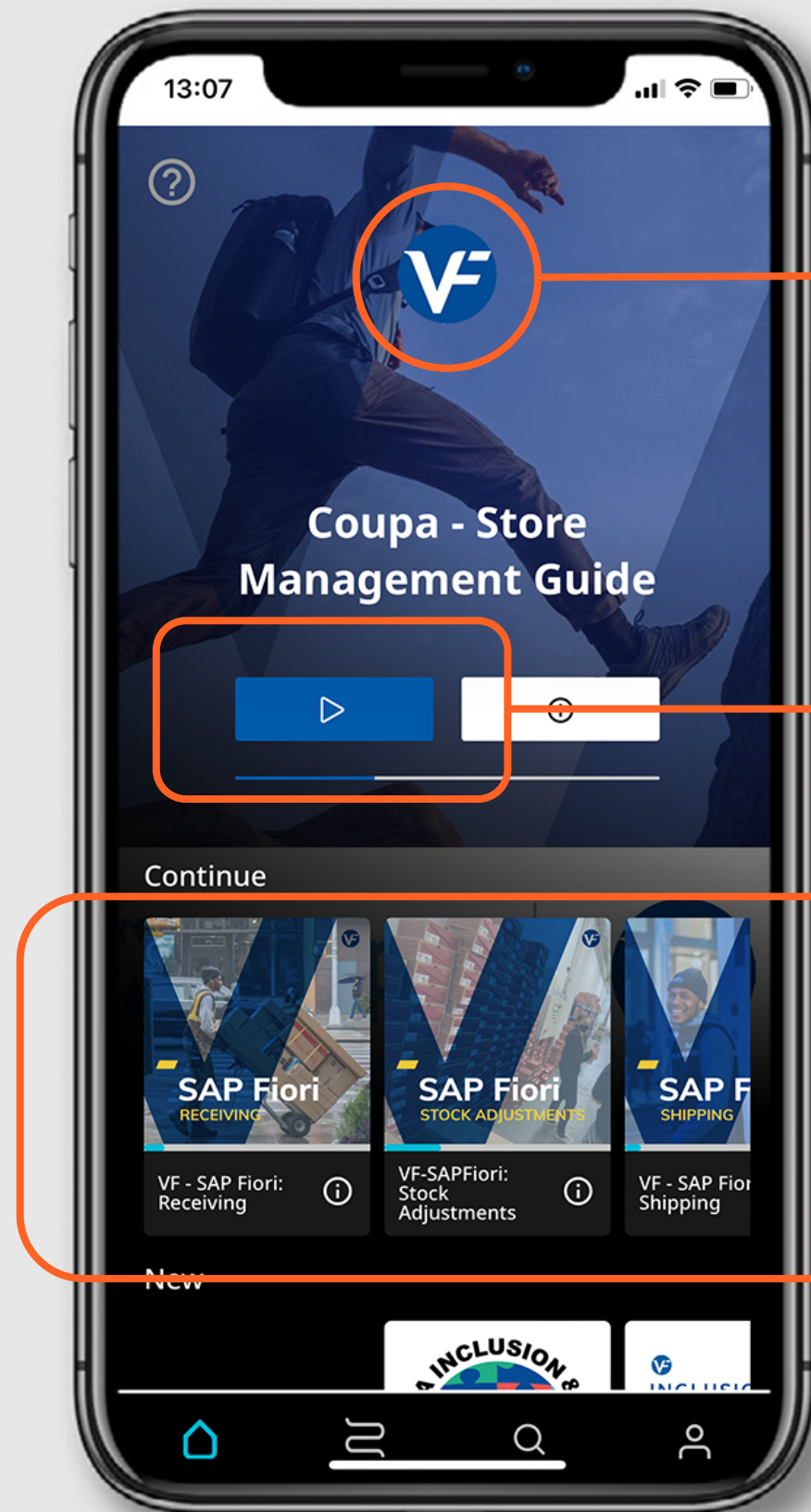
Color of your
track and
background



Images inside
your learning
moment



Skillflix & Avatars

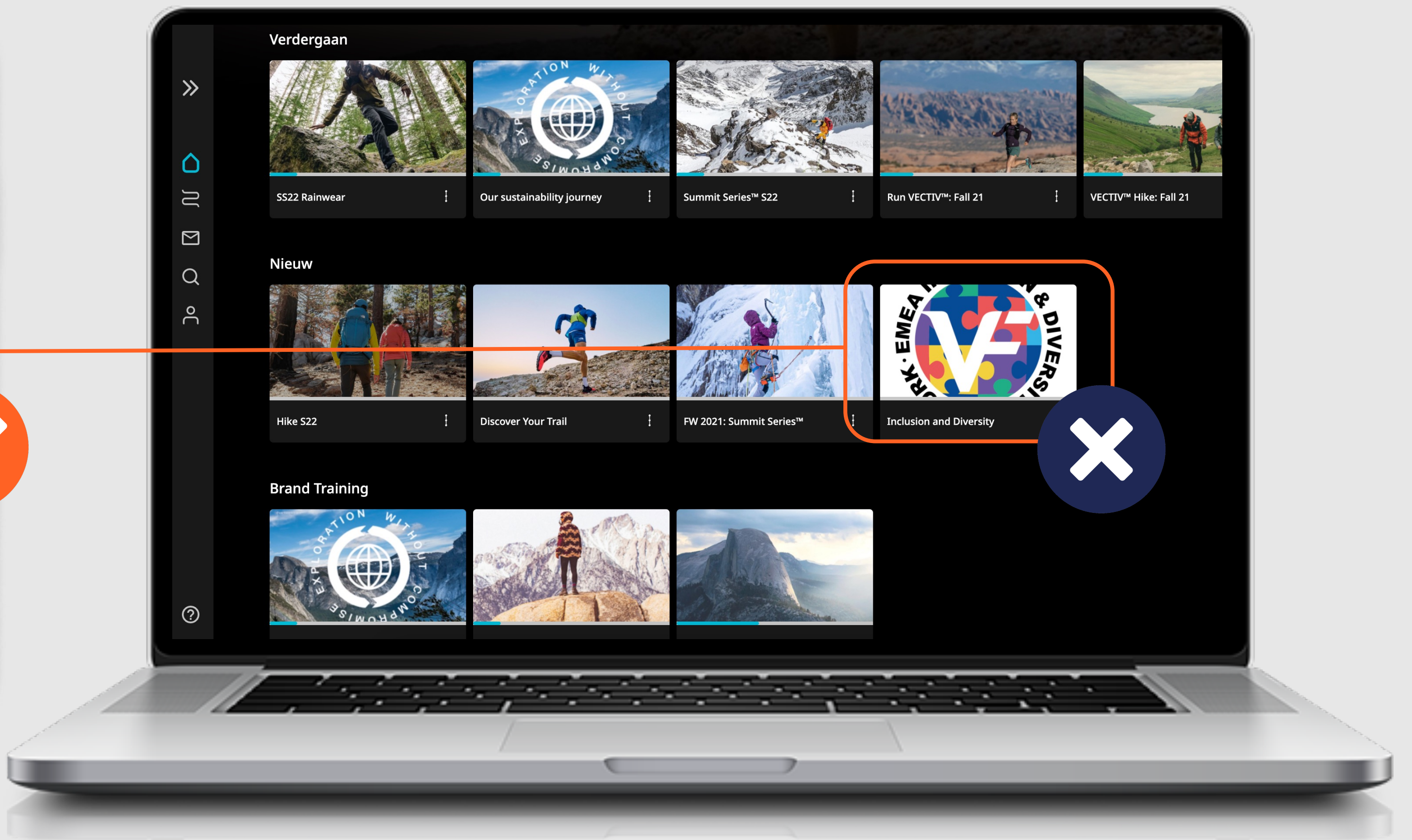
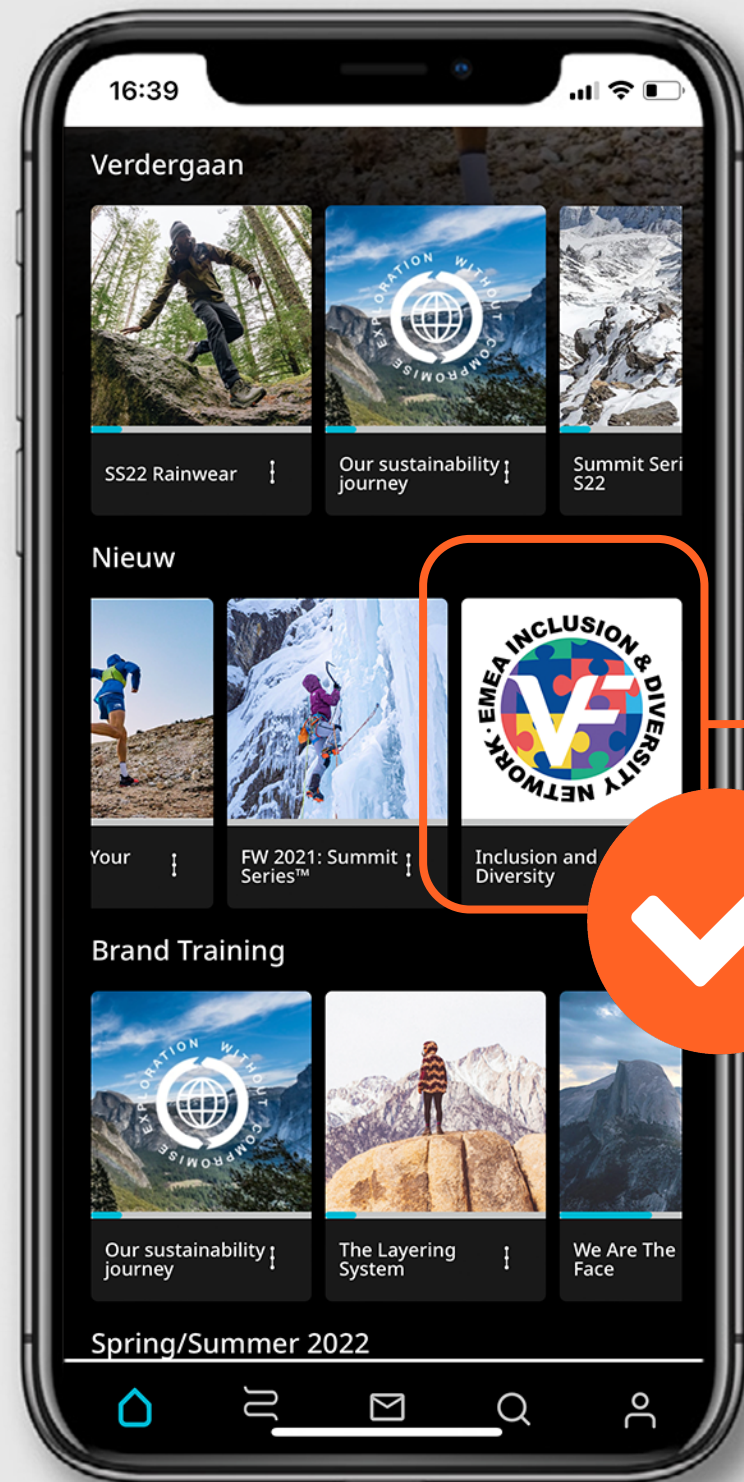


○ Make sure to upload a Transparent logo in .PNG format for the best result

○ Consider the play button for creating a cohesive look & feel

○ Avoid text on your Avatars, if you use text please consider the responsiveness

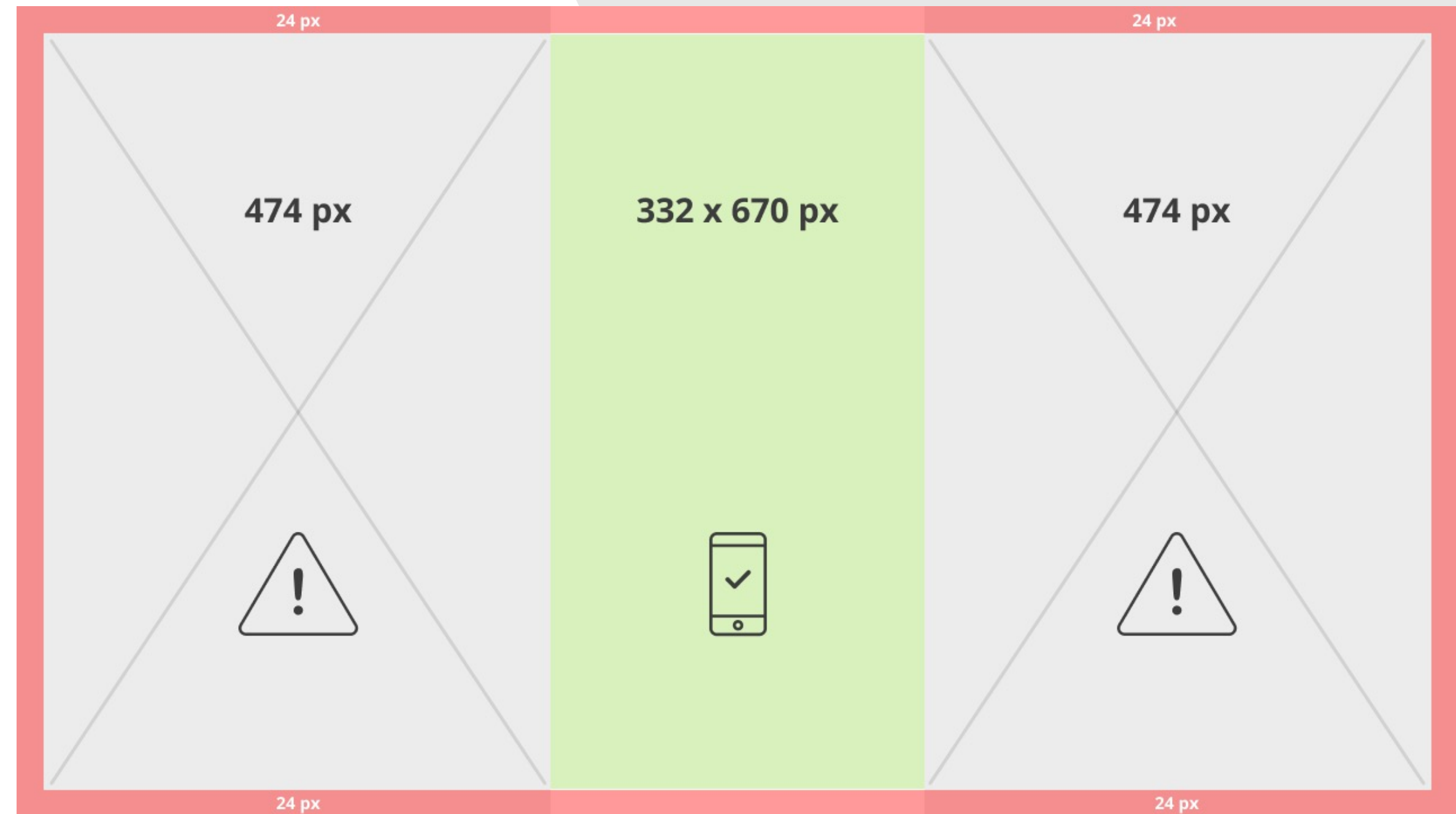
Skillflix & Avatars



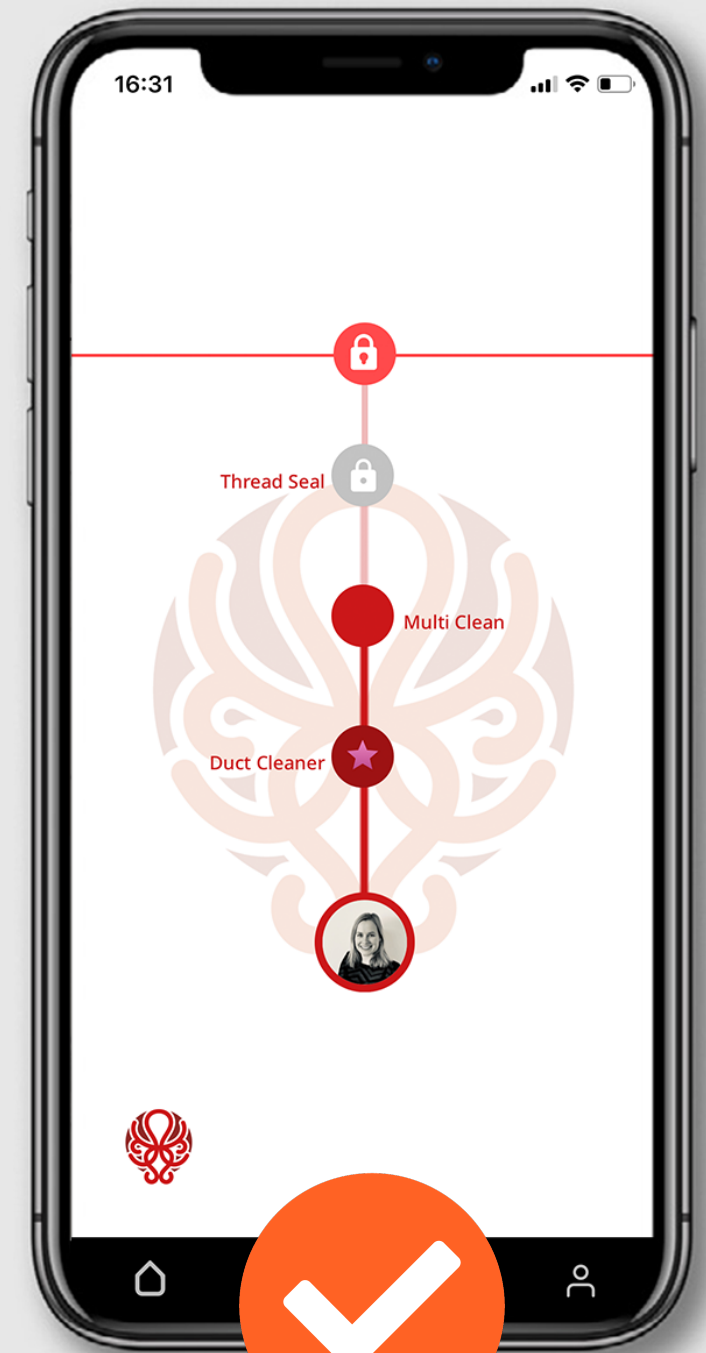
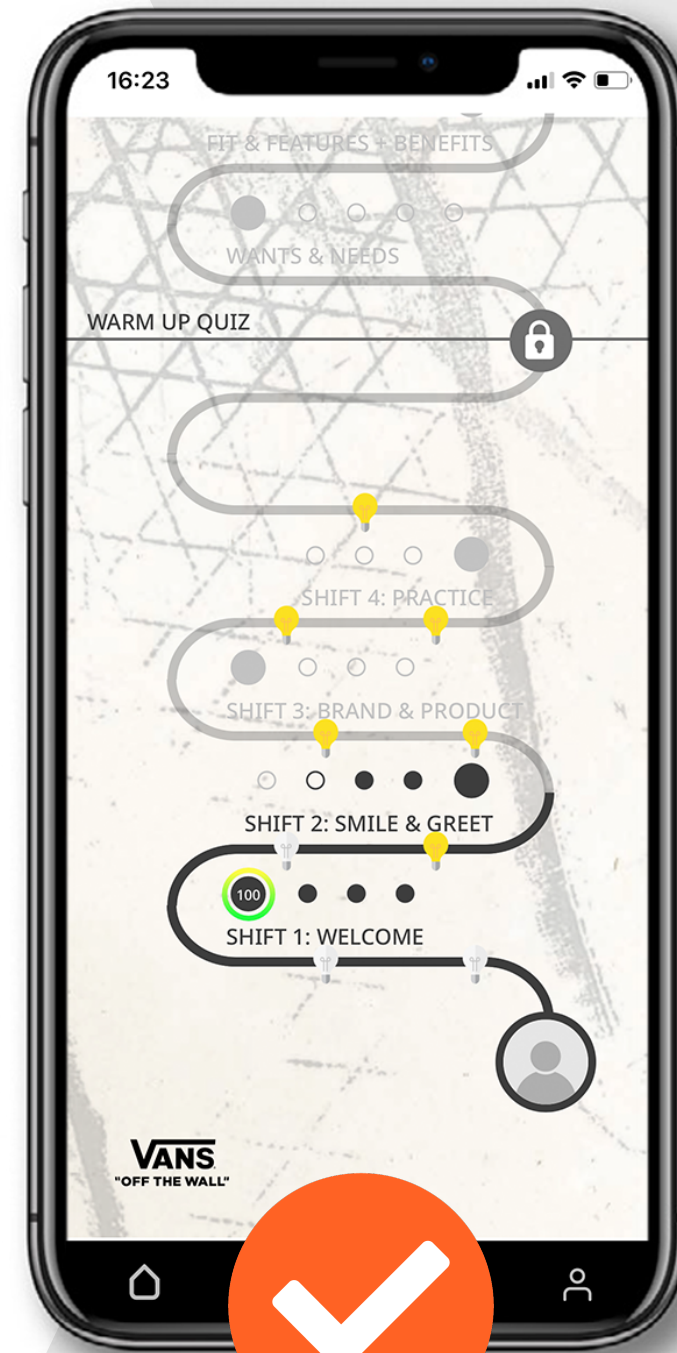
Splashscreen



Splashscreen



Learning path color & background



The branding pack



- Save time
- Involve your communication or marketing department
- Have the basics ready

branding pack executions

BACKGROUNDS AND SPLASHSCREENS

COLORS AND LOGO'S

MAIL HEADER & FOOTER

MOBIETRAIN TRACK STARTER PACKAGE

Backgrounds and Splashscreens

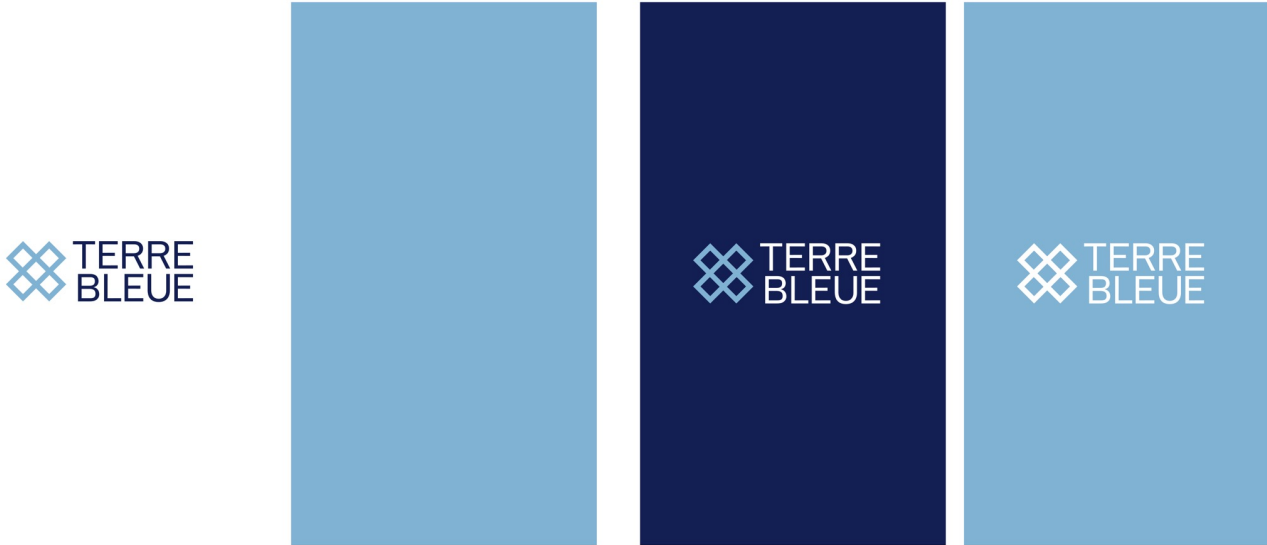
Colors and logo's

Mail header & footer

Mobietrain track starter package

branding pack executions

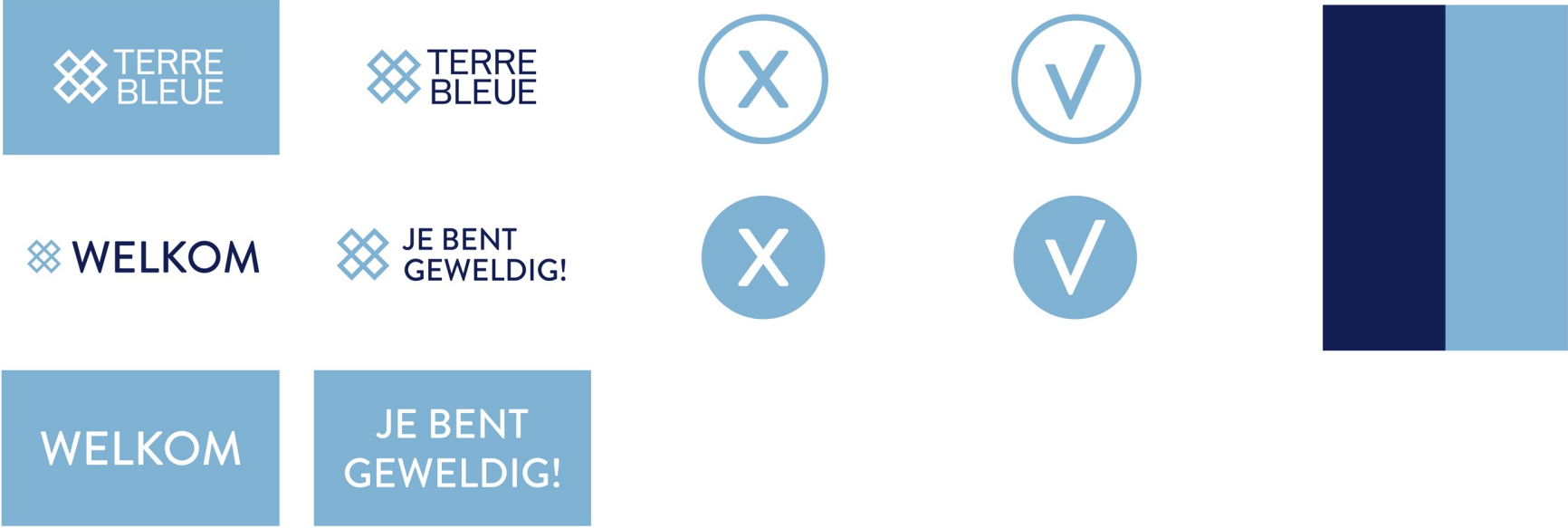
Backgrounds and Splashscreens



Colors and logo's



Mobietrain track starter package



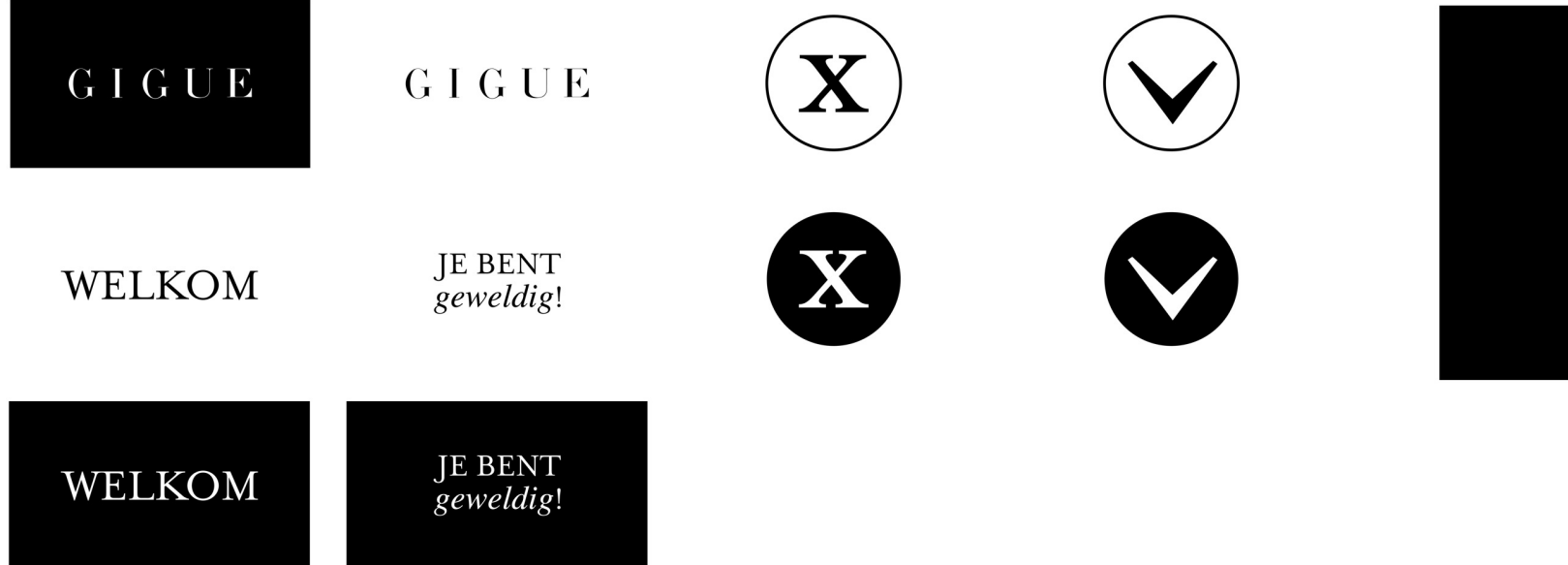
Backgrounds and Splashscreens



Colors and logo's

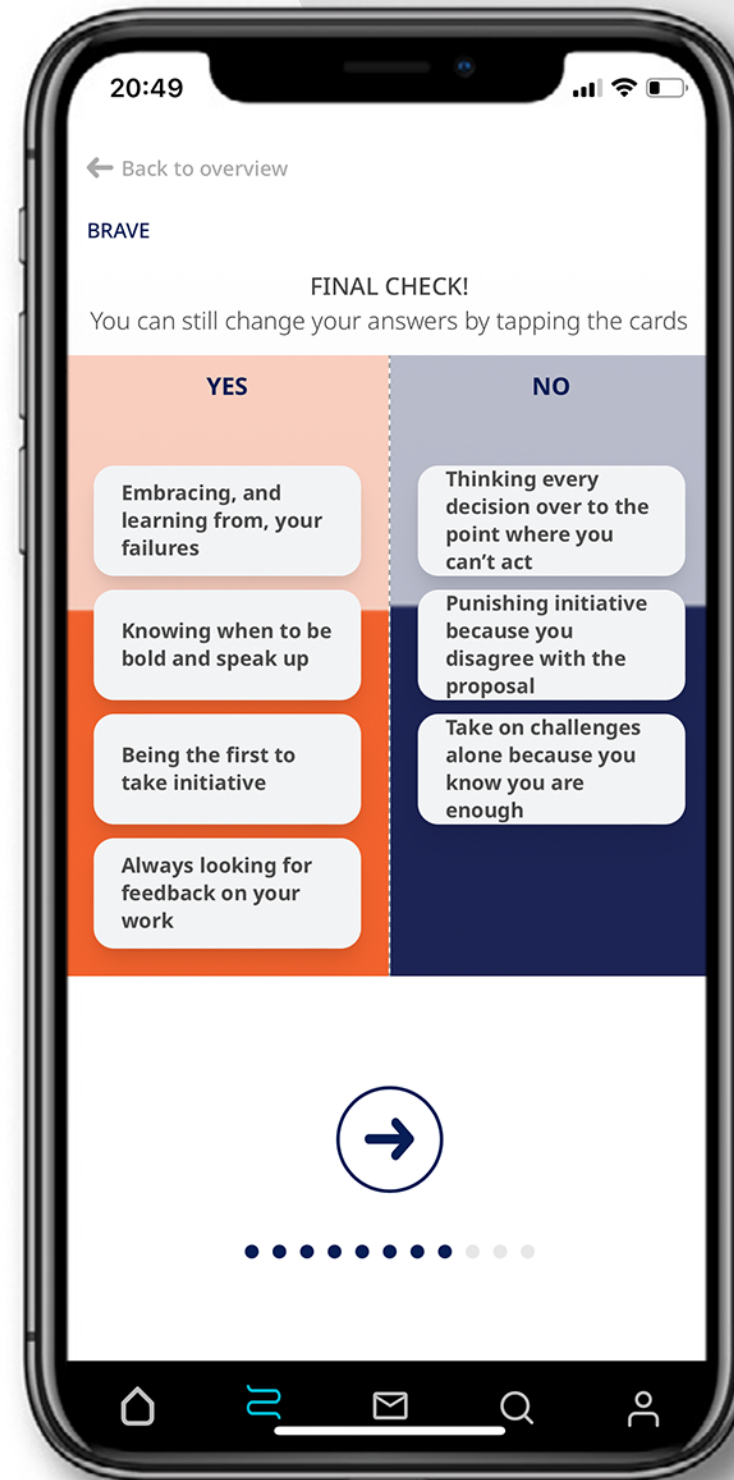
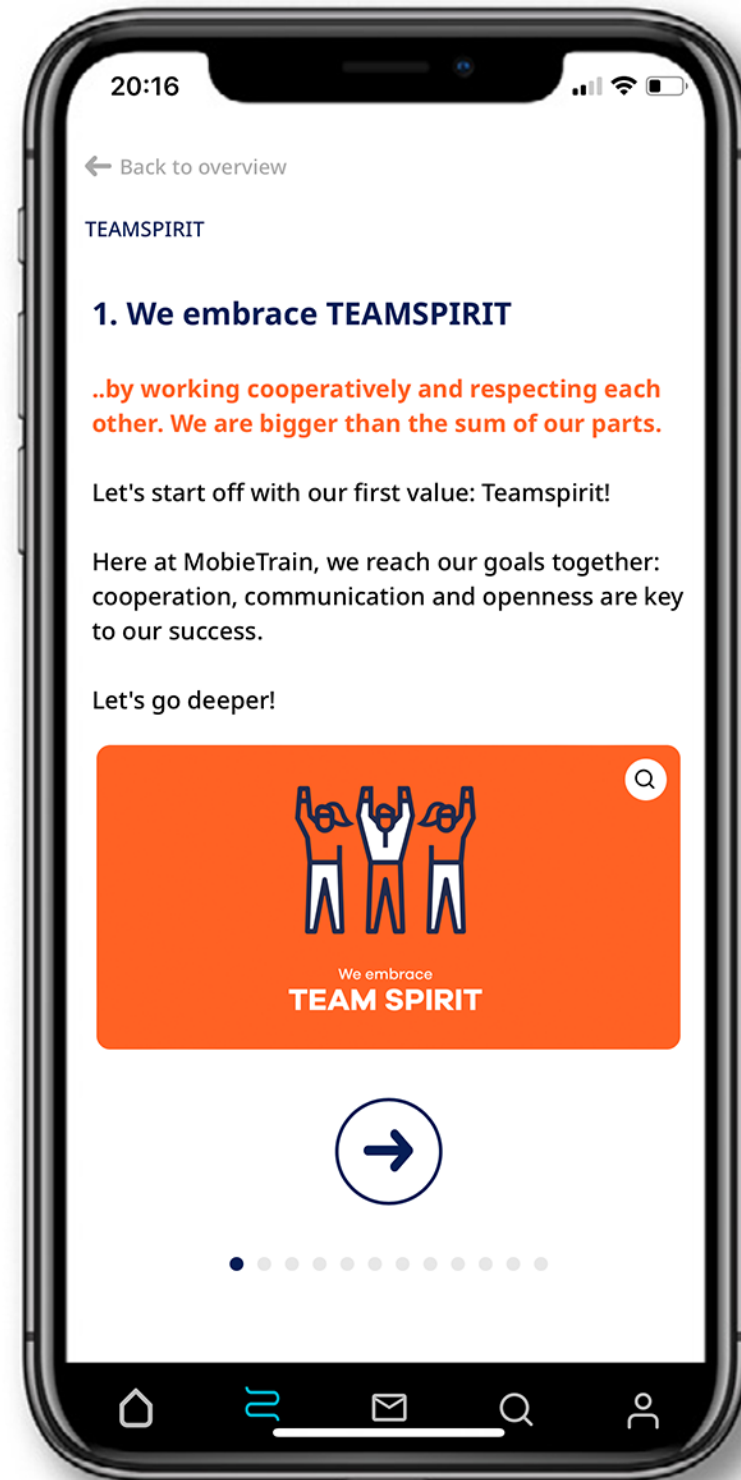
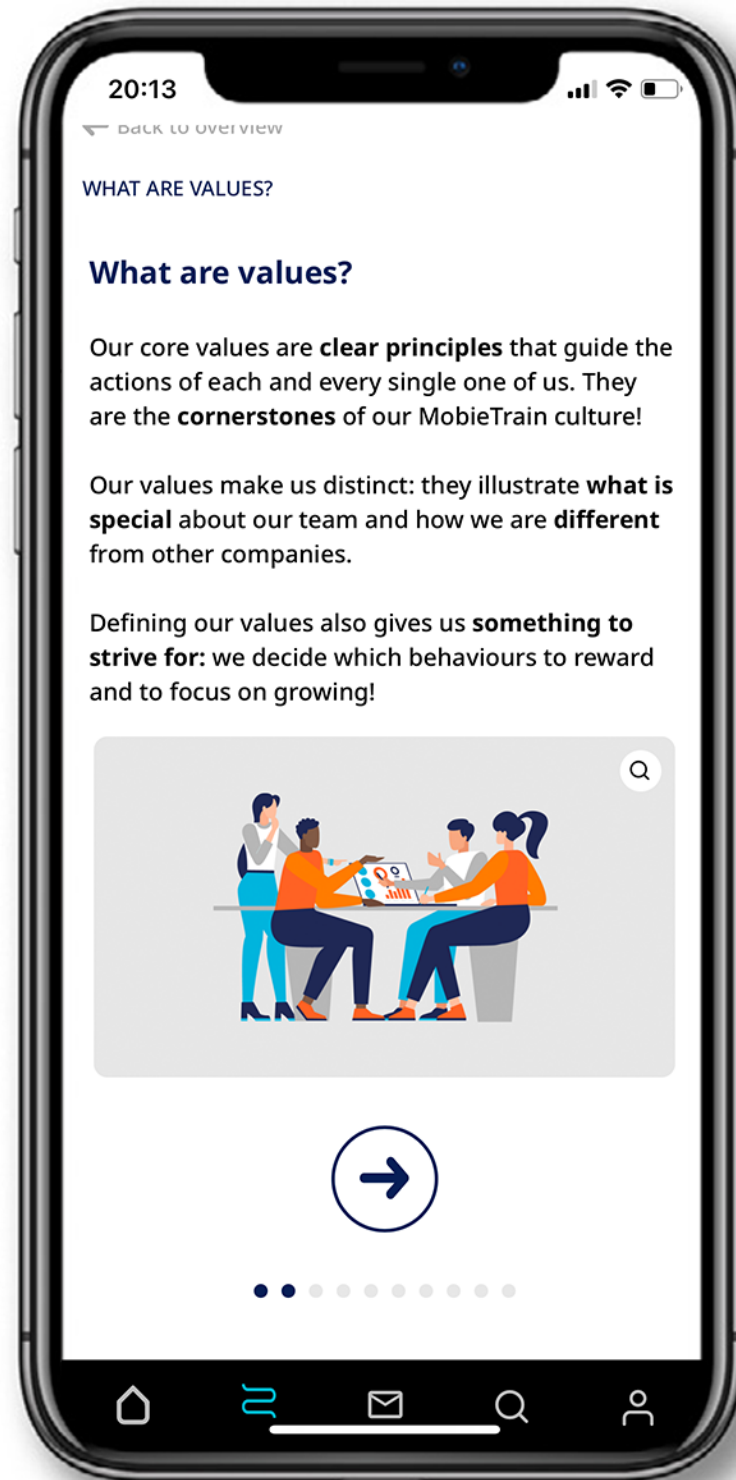


Mobietrain track starter package

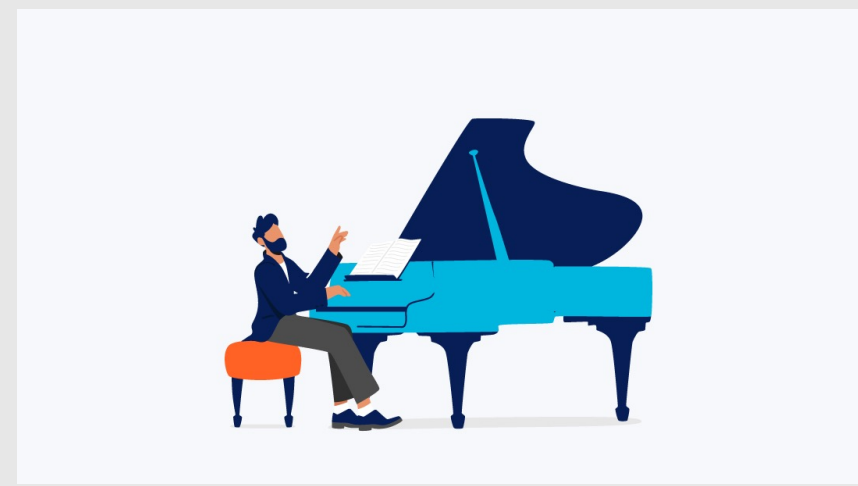


Branding your Learning Moment





- Use the text editor
- Make sure the branding does not distract from the content (no overkill)
- Create a consistent look & feel with your images
- Respect image sizing when you can



Let us give you some closure...



Look & feel matters



Have a strategy for your homescreen



Get help from your Creative departments



Be consistent in your look & feel



Let's SHARE!



LOUNGE

We send you
back to the
lounge with
networking
tables



TABLE

You received
the number of
your table in
the private
chat



PRIVATE

The
discussions
in the tables
will not be
recorded



SHARE

Join the
table and
start
SHARING

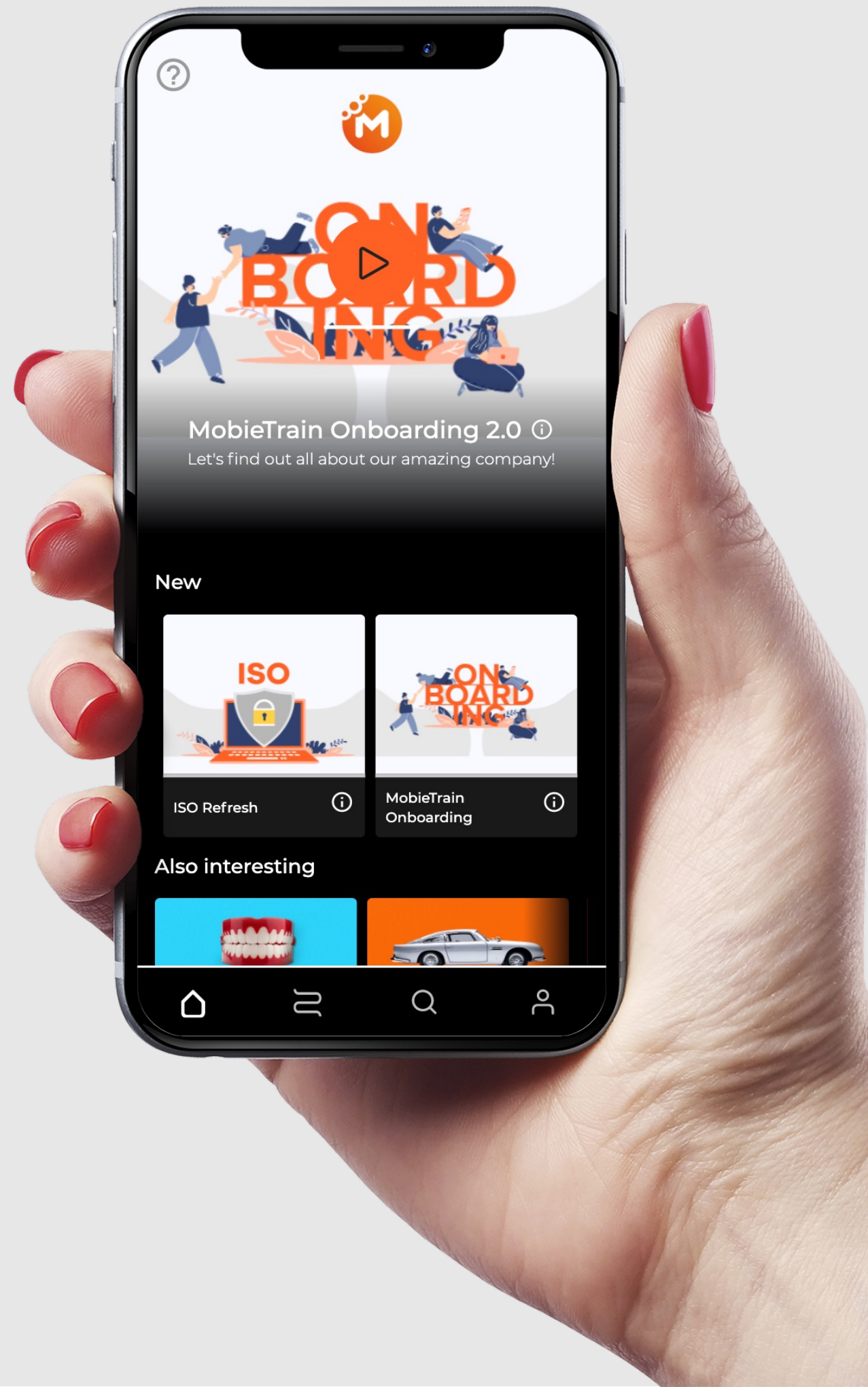


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Resources

- [Article making content better: https://www.mobietrain.com/microlearning/make-learning-content-better/](https://www.mobietrain.com/microlearning/make-learning-content-better/)
- Branding pack
- MobieTrain image sizes
- CMS reference guide
- Image sizes in the CMS



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