

ONE-TO-MANY
PLAYER
THEMING

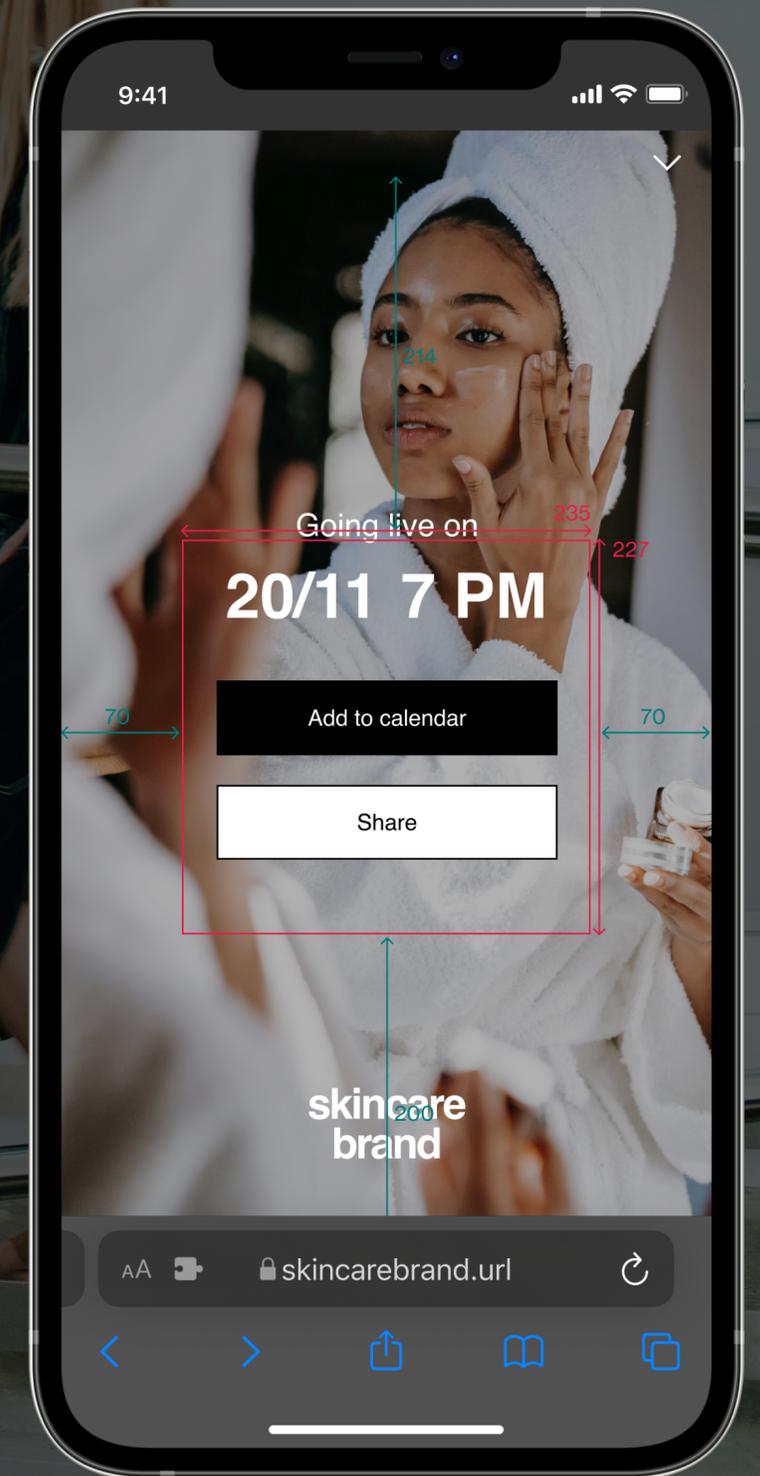
Your Brand, Your Player

A fully branded video player for a native, seamless feel; a shopping experience aligned with your branding

→ One-to-Many

bam
buser

CONFIDENTIAL MATERIAL





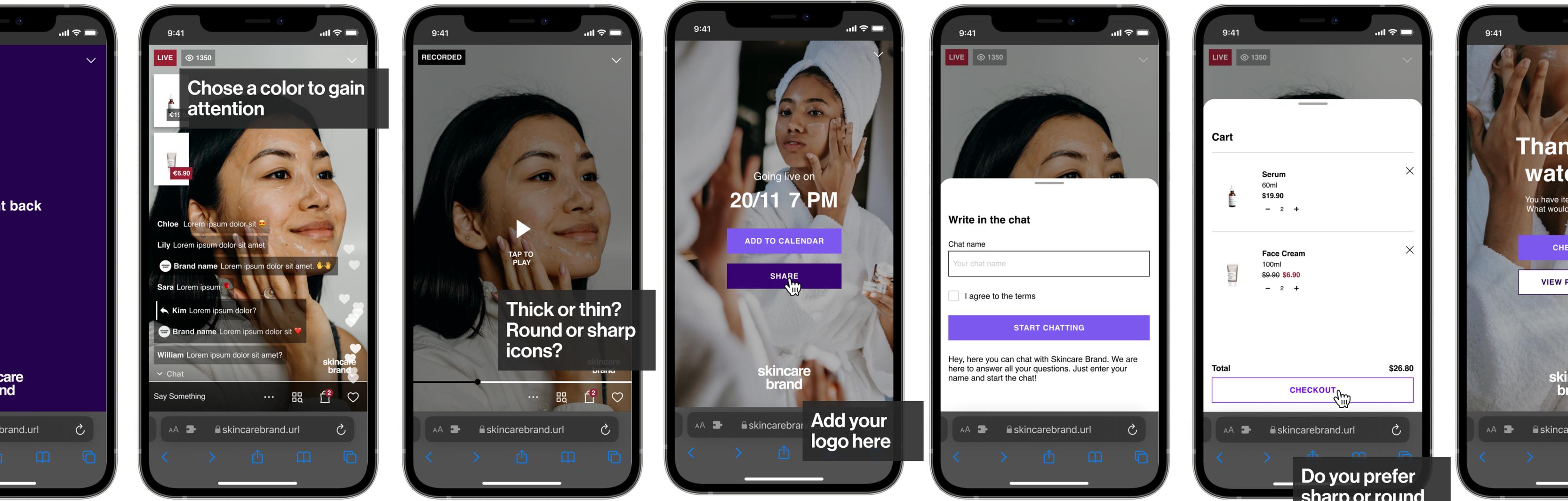
ONE-TO-MANY
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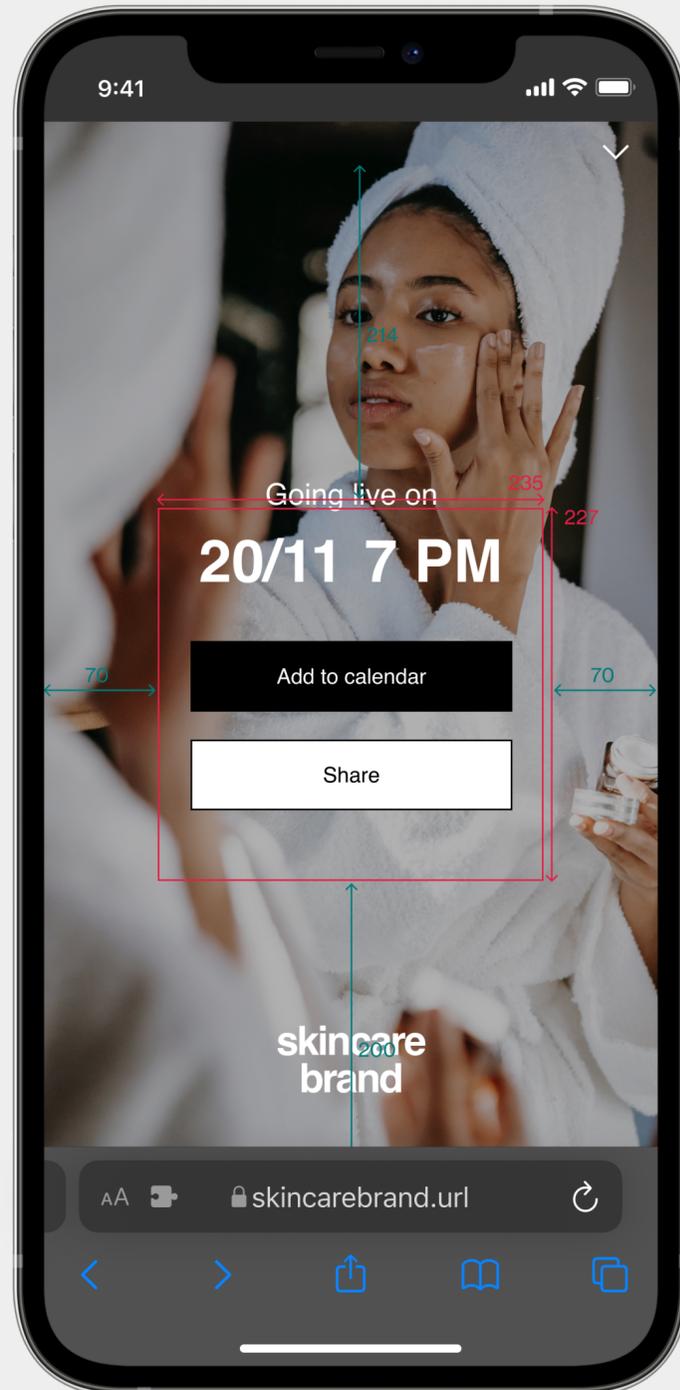
Summary

The player is where your viewers interacts with you, your community, and your brand. Create the experience and feeling that is intertwined with your appearance.

This guidebook will navigate what elements you can customize, recommendations by our designers, and how you submit your choice.

Brand your player





Implement your choice

- Once decided, fill in the form in our Knowledge Base
- Implementation time **5-6 business days**
- Explore the design directly in your dashboard

Follow this guide and create your branded player!

BRANDING YOUR PLAYER

Design your player

Player design process

1. Read this guide

- What you can customize
- Requirements

2. Decide your design

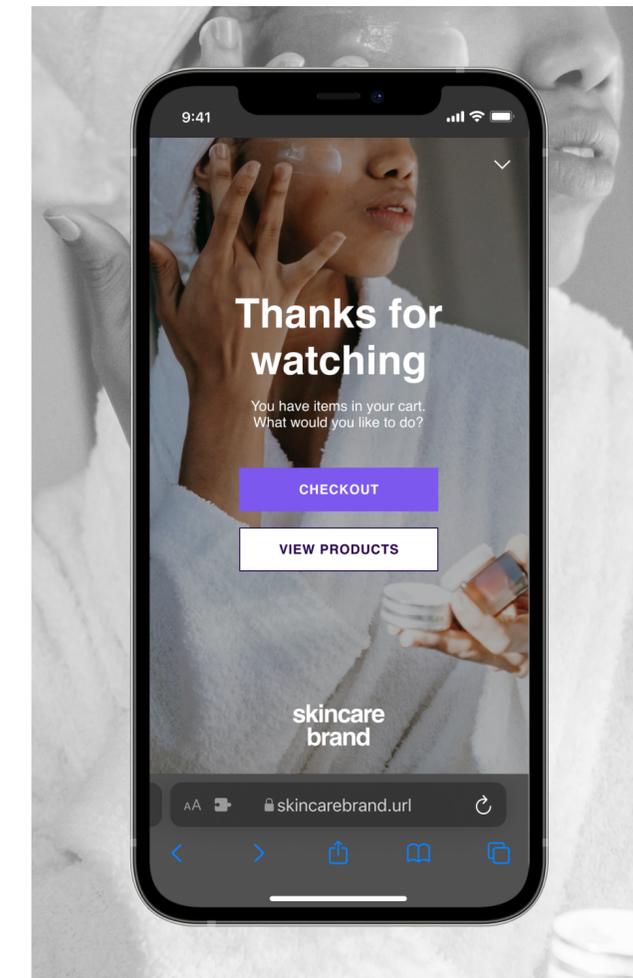
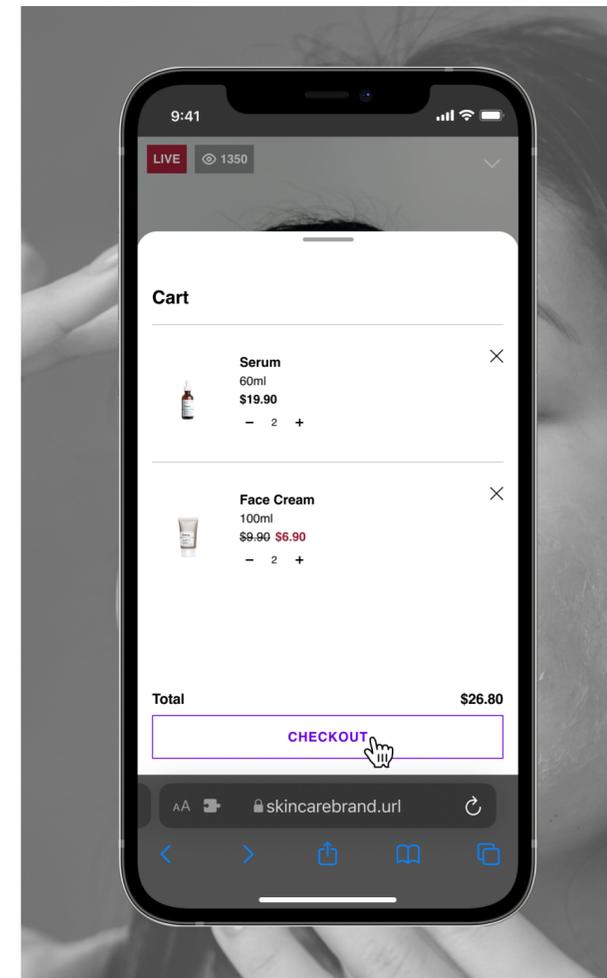
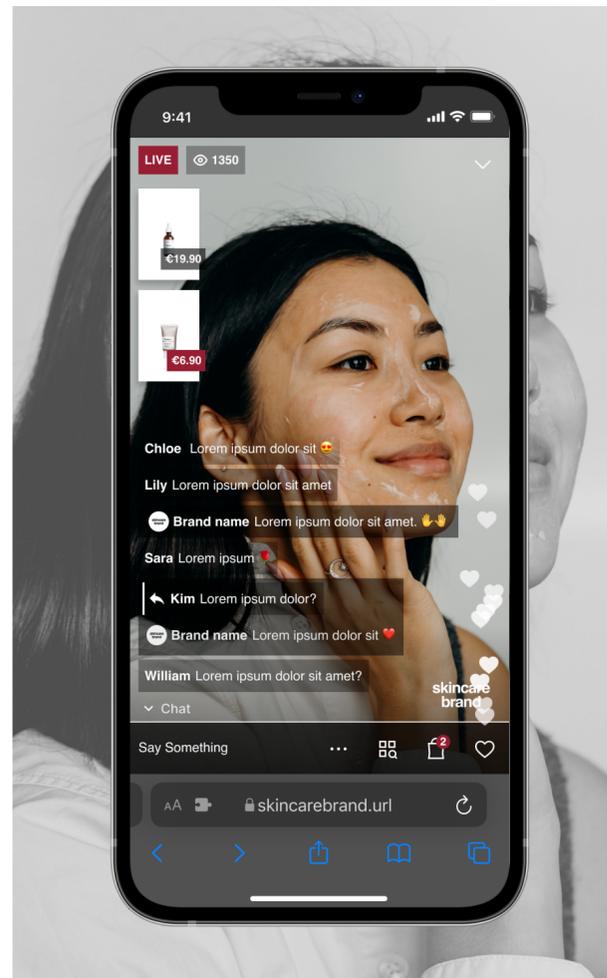
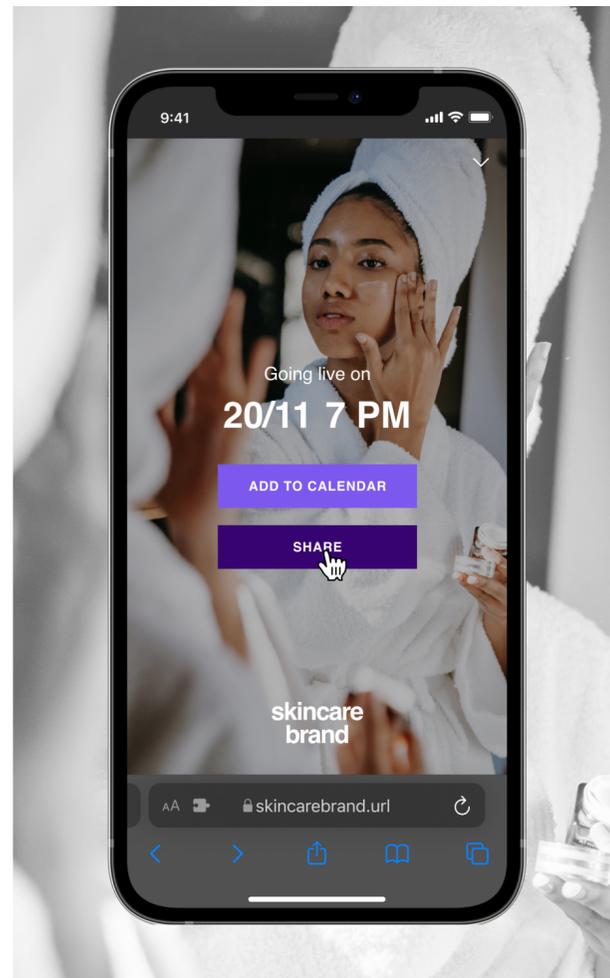
- Hex codes
- SVG logo
- Icons

3. Submit your request

- Pre written form
- Attach logo
- Attach curtains

4. Explore

- 5-6 business days for implementation
- Directly in your dashboard



Elements to brand

→ Logo

→ Curtains

→ Icons

→ Buttons

→ Other colors

→ Create your design

→ How to test your design

ONE-TO-MANY PLAYER THEMING

1. Logo

Add your Logo

You can add your LOGO, which will be visible in:

- Pre Screen
- Live Screen
- End Screen

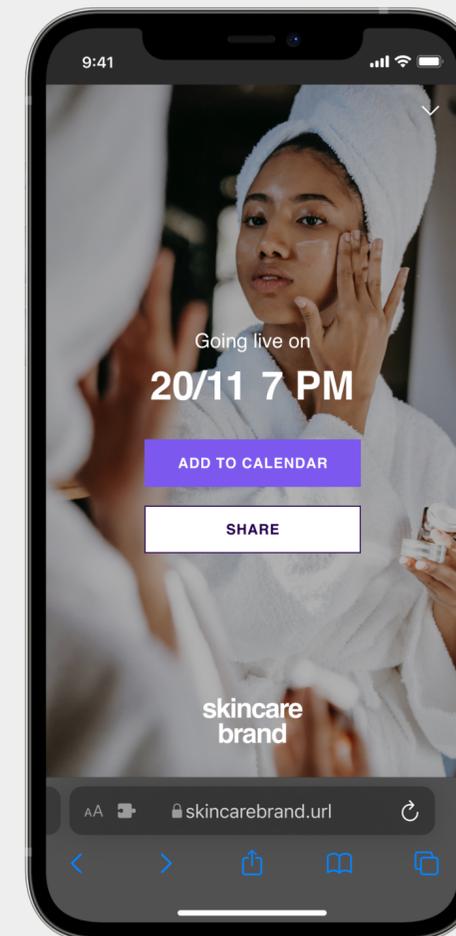
Requirements:

- SVG format for the logo
- Black and white logo

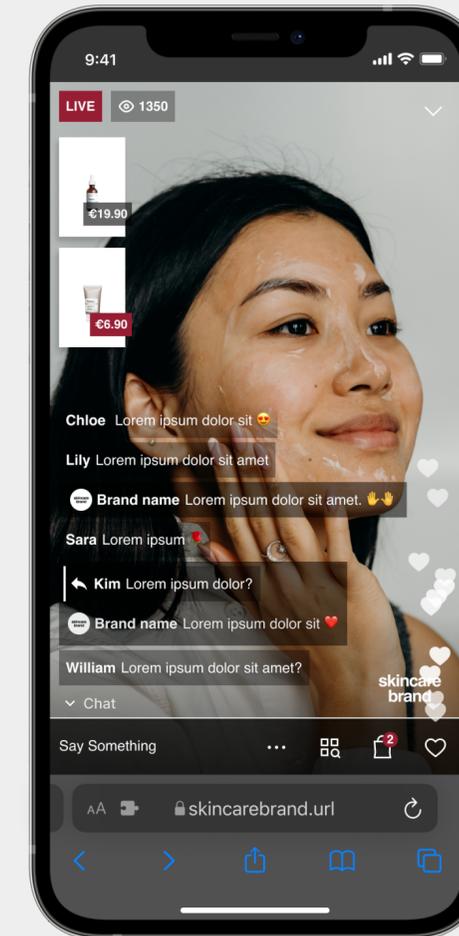
Optional:

- Original logo (logo with color)

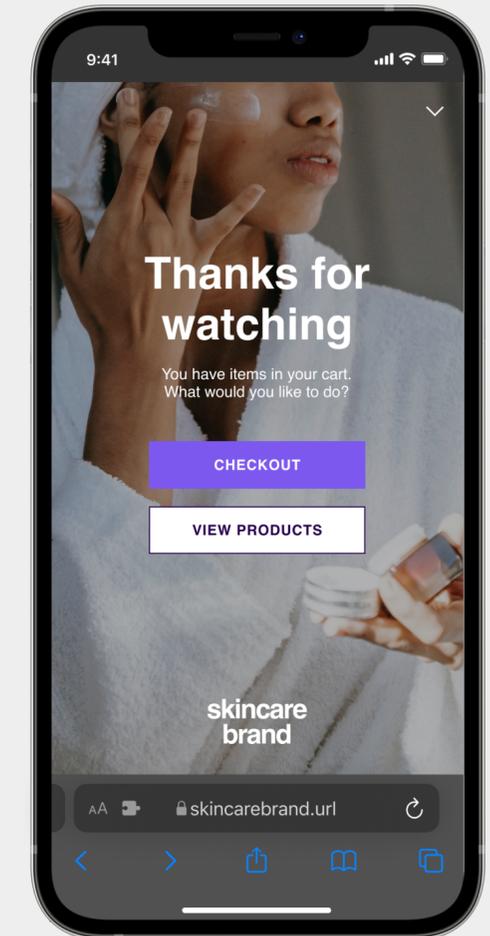
The logo placement is not changeable



PRE SCREEN



LIVE SCREEN



END SCREEN

ONE-TO-MANY PLAYER THEMING

2. Curtains

Curtains

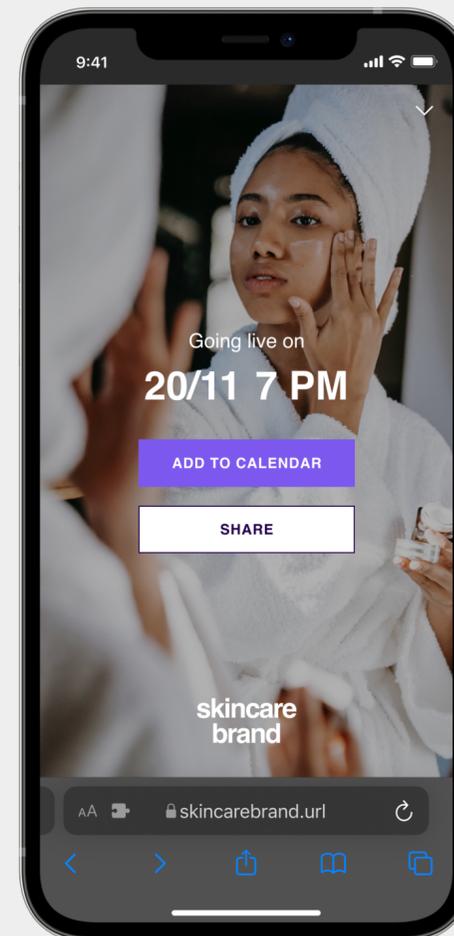
The curtains are the screens visible when you open the player in three different stages. In the order form, send standardised picture for each stage that are suitable for most shows.

You can change curtains for each show in the dashboard.

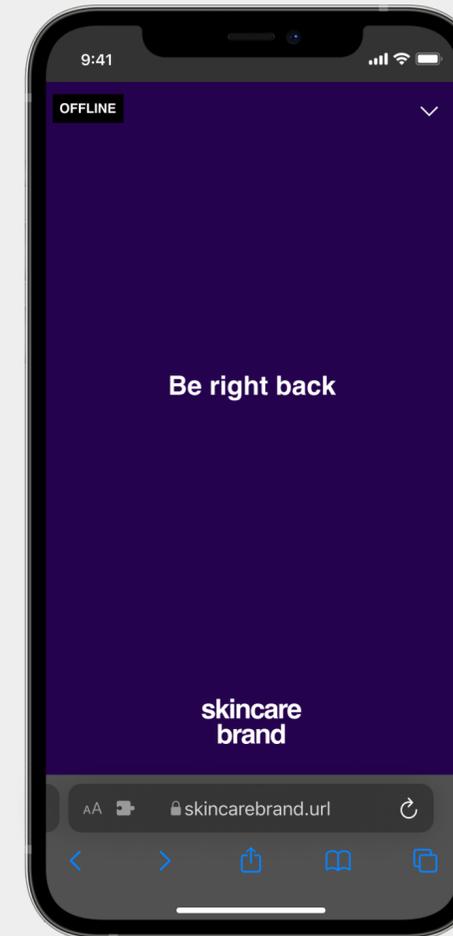
- Pre Screen
- Pause Screen
- End Screen

Requirements:

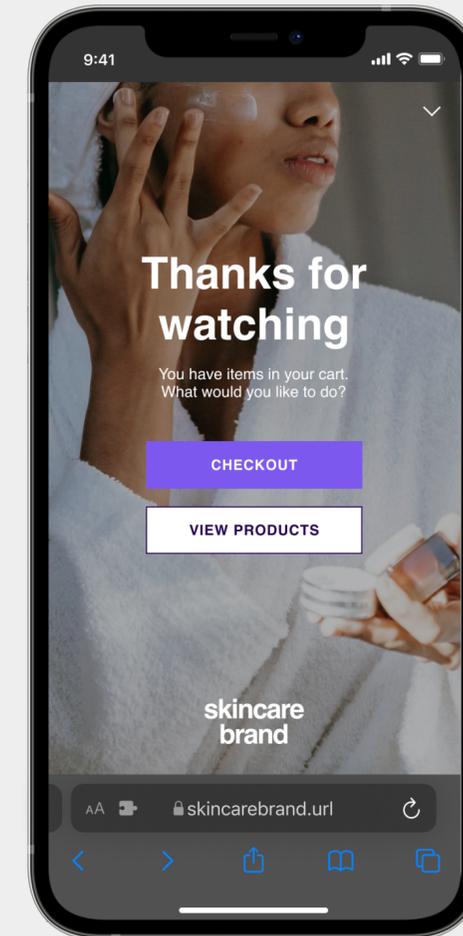
- Picture size 9:16
- Max file size 1.5MB



PRE SCREEN



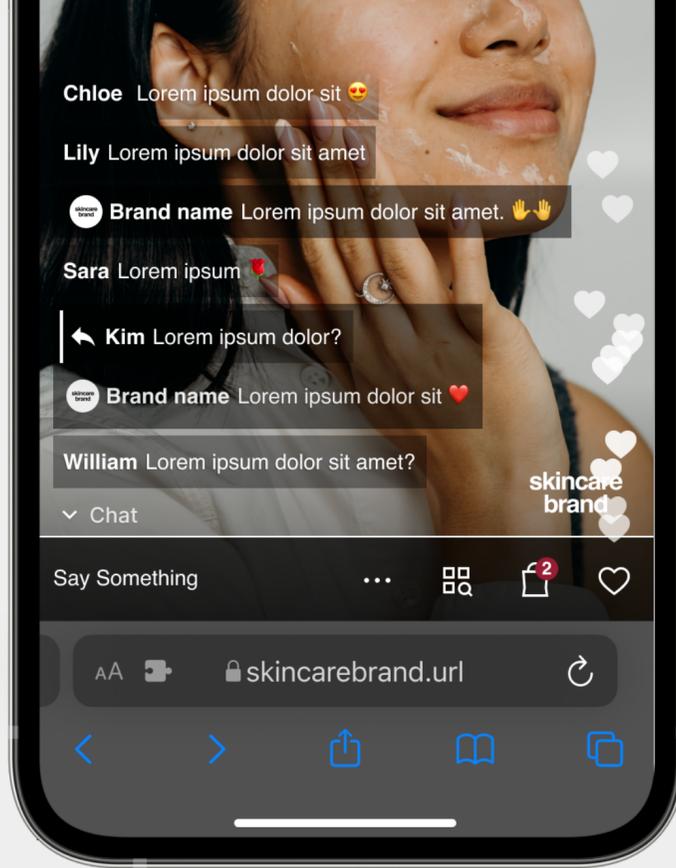
PAUSE SCREEN



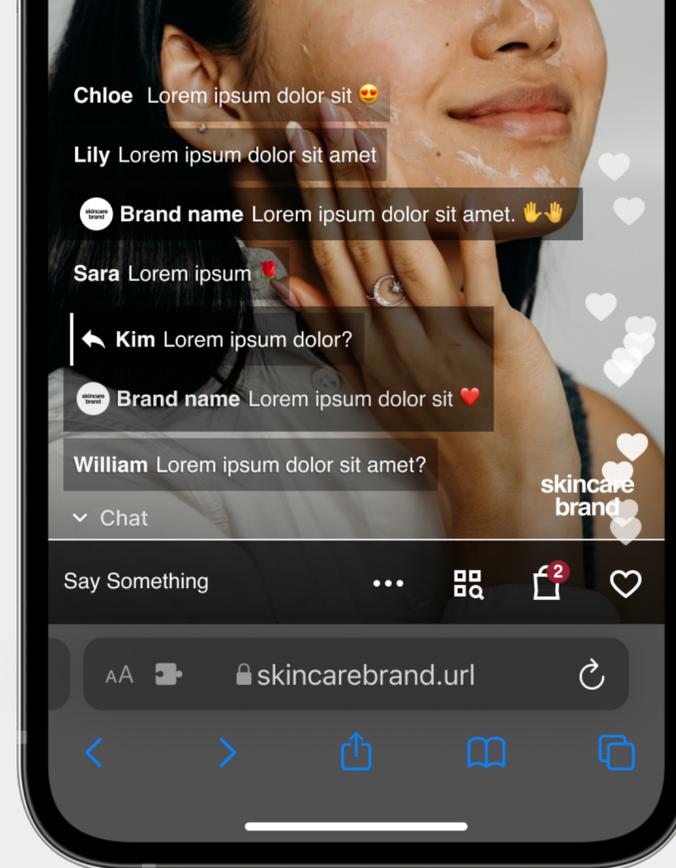
END SCREEN

ONE-TO-MANY PLAYER THEMING

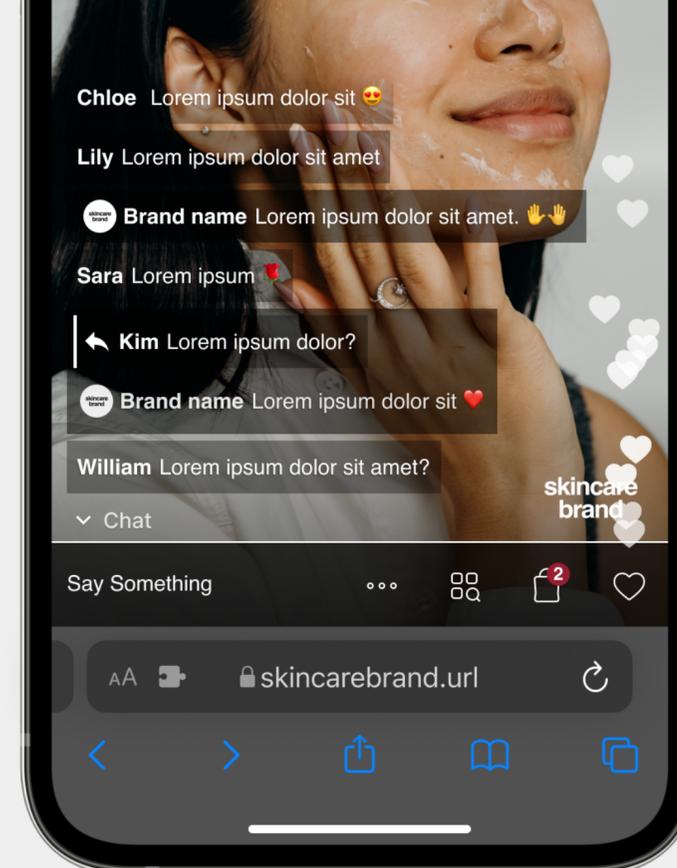
4. Icons



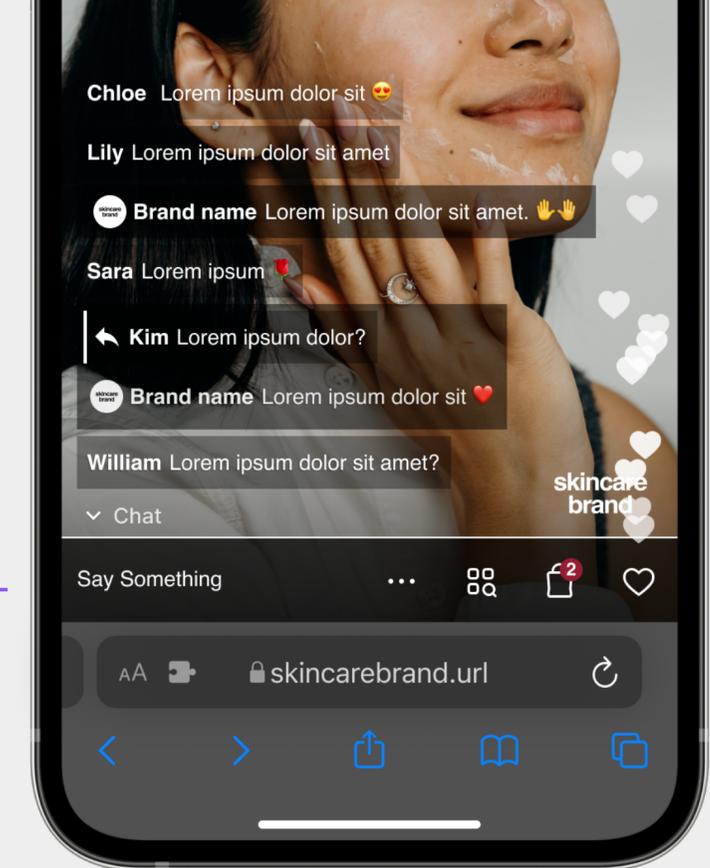
SHARP 1.5PX



SHARP 2PX



ROUND 1PX



ROUND 1.5PX

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Icons

Chose the icons that fit your brand the best.

→ Shape (Sharp, Round)

→ Thickness (1px, 1.5px, 2px)

icon 2px sharp	×	×	∨	∧	<	>	⋯	🔊	🔊	🔊	🔊	▶	⏸	♥	📺	📦	➡	💬	🗑️	📄	🗑️	🔍	🕒	📄	🔄
icon 2px round	×	×	∨	∧	<	>	⋯	🔊	🔊	🔊	🔊	▶	⏸	♥	📺	📦	➡	💬	🗑️	📄	🗑️	🔍	🕒	📄	🔄
icon 1.5px sharp	×	×	∨	∧	<	>	⋯	🔊	🔊	🔊	🔊	▶	⏸	♥	📺	📦	➡	💬	🗑️	📄	🗑️	🔍	🕒	📄	🔄
icon 1.5px round	×	×	∨	∧	<	>	⋯	🔊	🔊	🔊	🔊	▶	⏸	♥	📺	📦	➡	💬	🗑️	📄	🗑️	🔍	🕒	📄	🔄
icon 1px sharp	×	×	∨	∧	<	>	⋯	🔊	🔊	🔊	🔊	▶	⏸	♥	📺	📦	➡	💬	🗑️	📄	🗑️	🔍	🕒	📄	🔄
icon 1px round	×	×	∨	∧	<	>	⋯	🔊	🔊	🔊	🔊	▶	⏸	♥	📺	📦	➡	💬	🗑️	📄	🗑️	🔍	🕒	📄	🔄

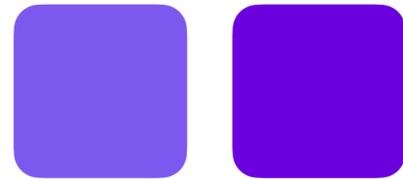
ONE-TO-MANY PLAYER THEMING

5. Buttons

Button Colors

You can add **4** HEX-codes divided in **2** areas; primary and secondary color. This guide have applied the following color scheme for the player buttons.

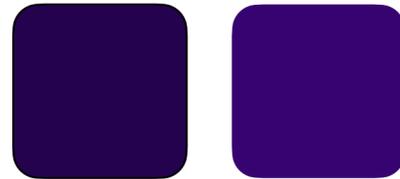
Primary Color



MAIN

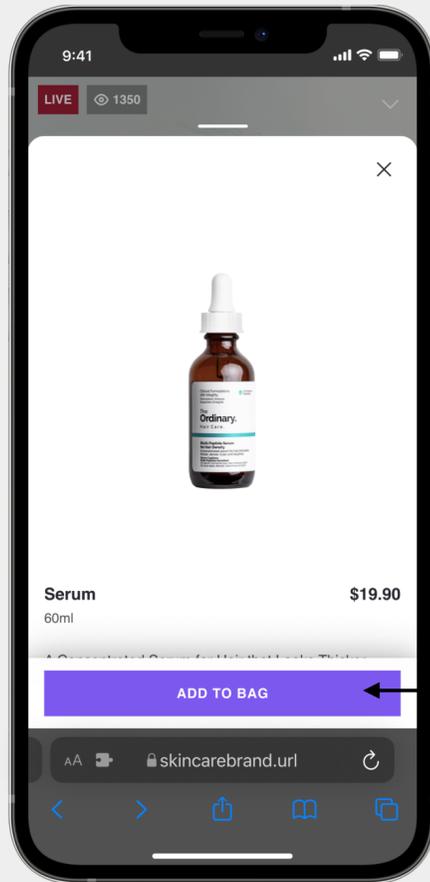
HOVER

Secondary Color

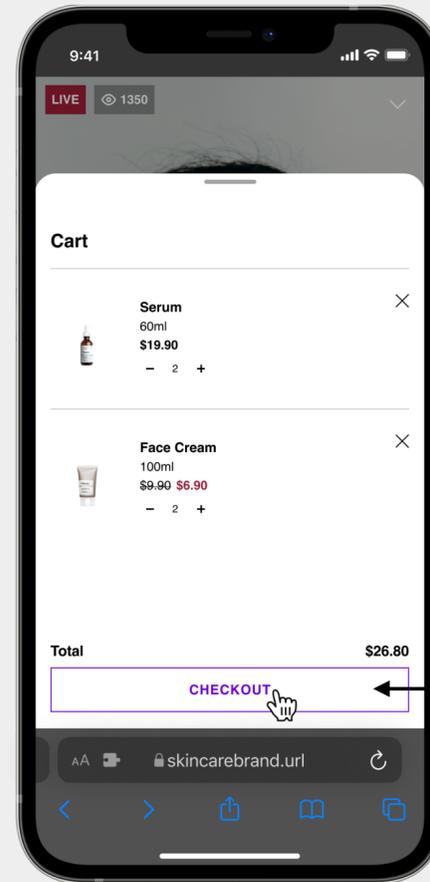


MAIN

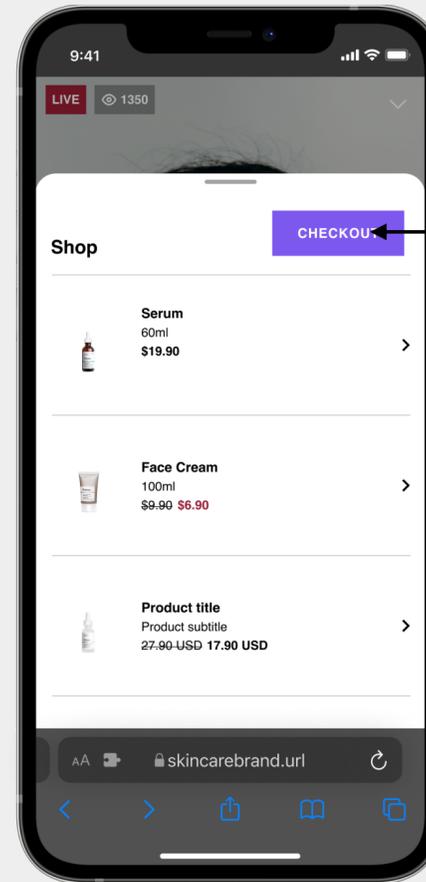
HOVER



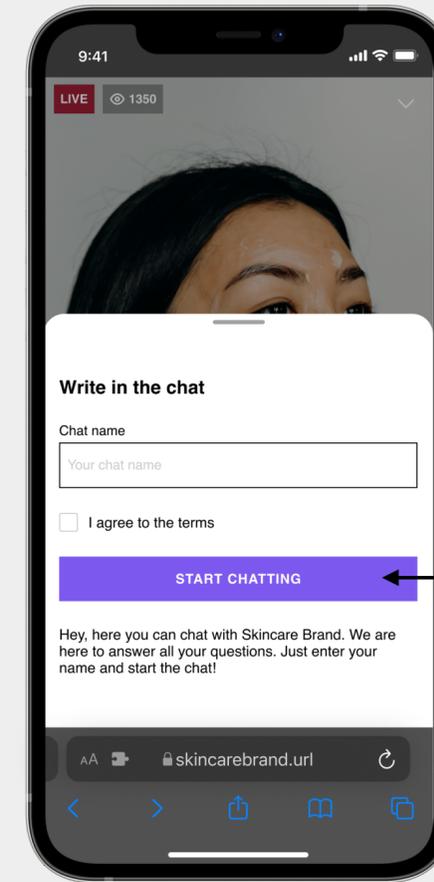
ADD TO BAG



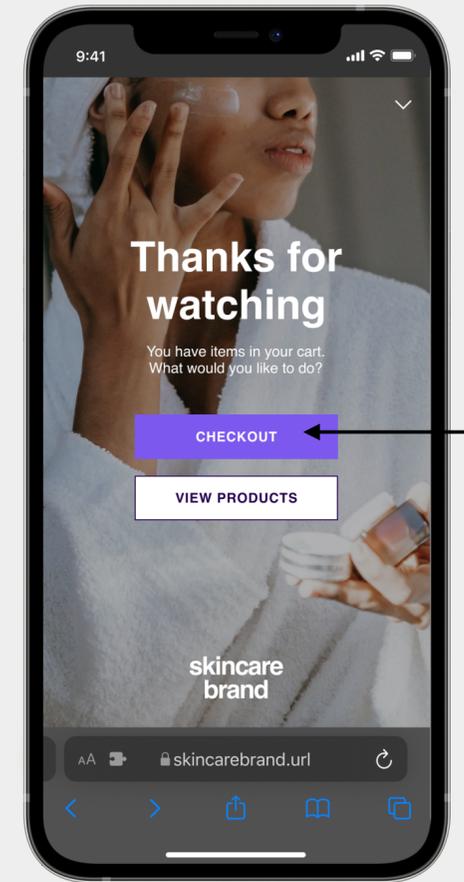
CART (HOVER)



SHOP



TERMS



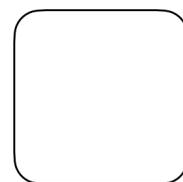
PRE/END SCREEN

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Primary Button Background Colors



MAIN



HOVER

This color will be visible once you interact with the main CTAs in the player, such as:

- Add to bag (only with cart integration)
- Cart (only with cart integration)
- Shop (only with cart integration)
- Terms
- Pre Screen & End Screen

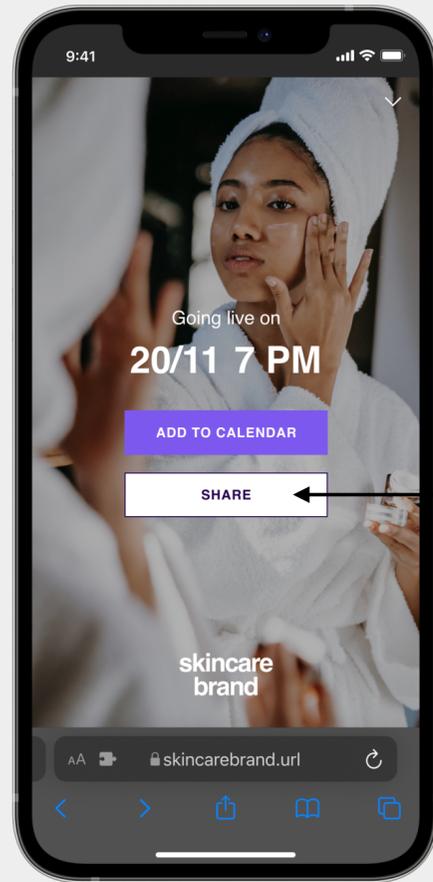
ⓘ Guided example

The example player guide have applied:

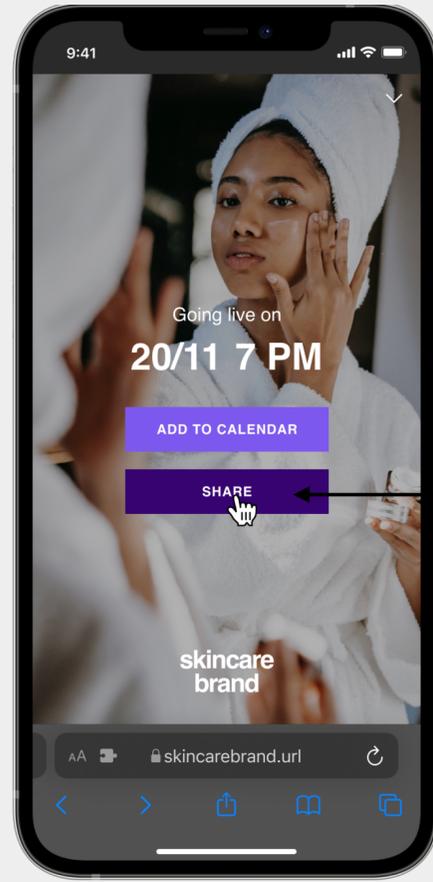
- Button shape: SHARP
- Border line weight: 1px
- Border color: Hover color

We recommend to use:

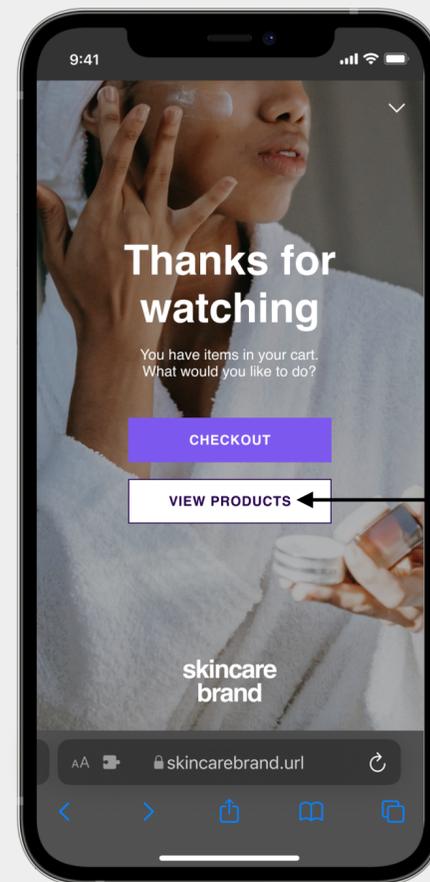
- A prominent and highly saturated color that guides the user through the main flow



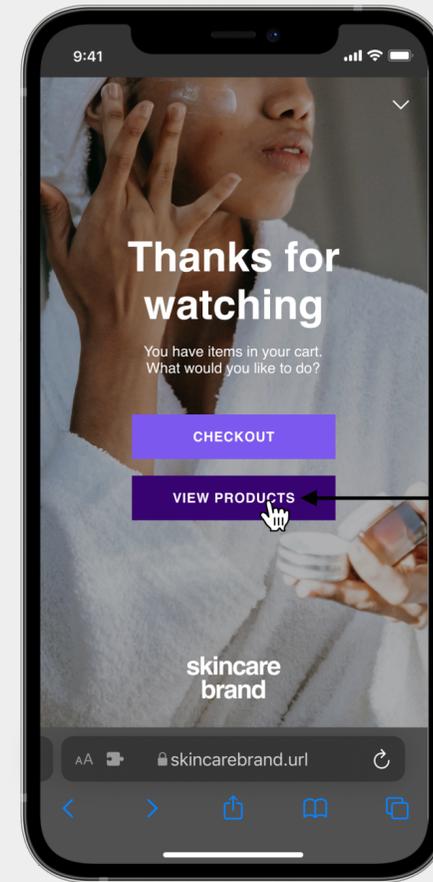
PRE SCREEN



PRE SCREEN (HOVER)



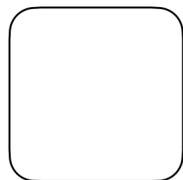
END SCREEN



END SCREEN (HOVER)

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PLAYER
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Secondary Button Background Colors



MAIN



HOVER

These colors will be visible once you interact with the secondary CTAs in the player, such as:

- Pre Screen
- End Screen

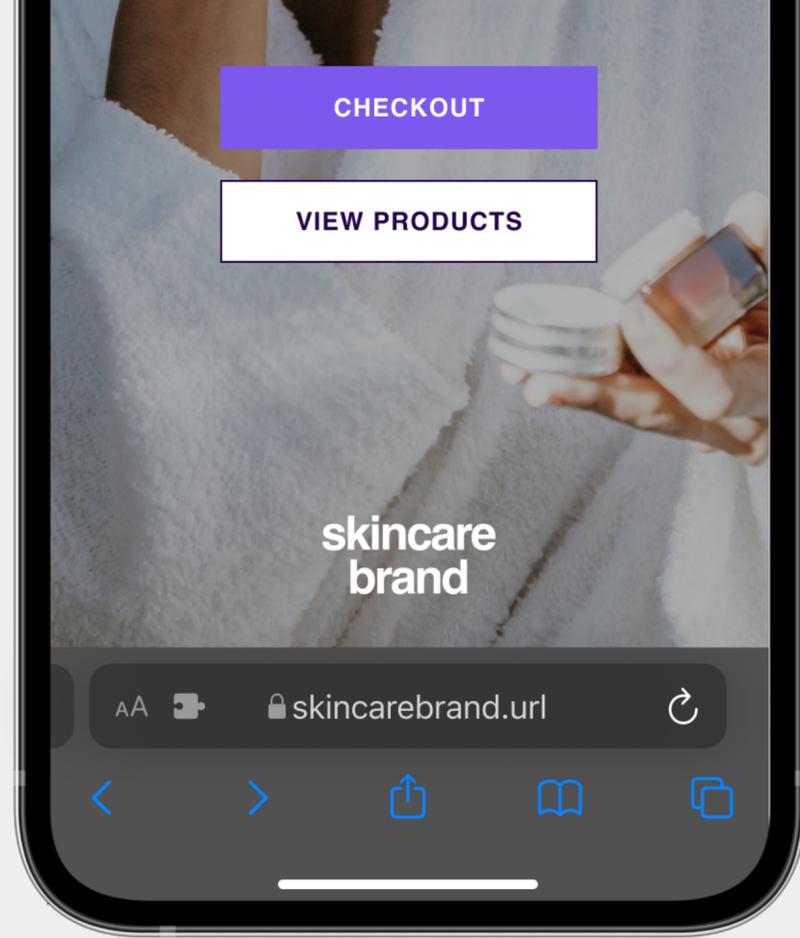
ⓘ Guided example

The example player guide have applied:

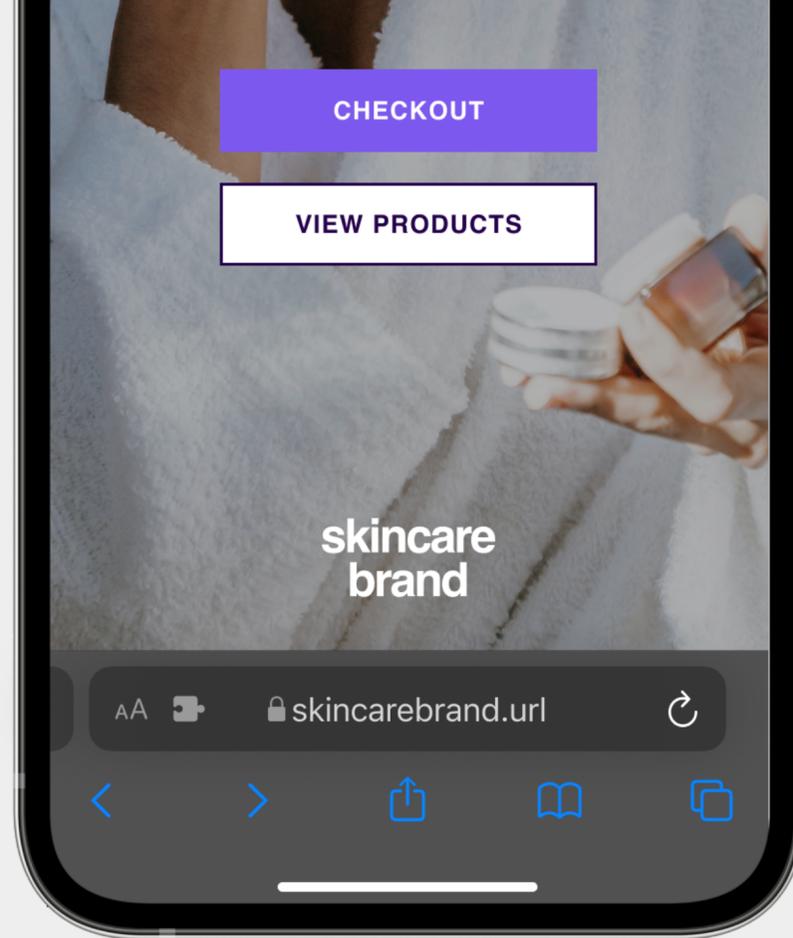
- Button shape: SHARP
- Border line weight: 1px
- Border color: Main color

We recommend to use:

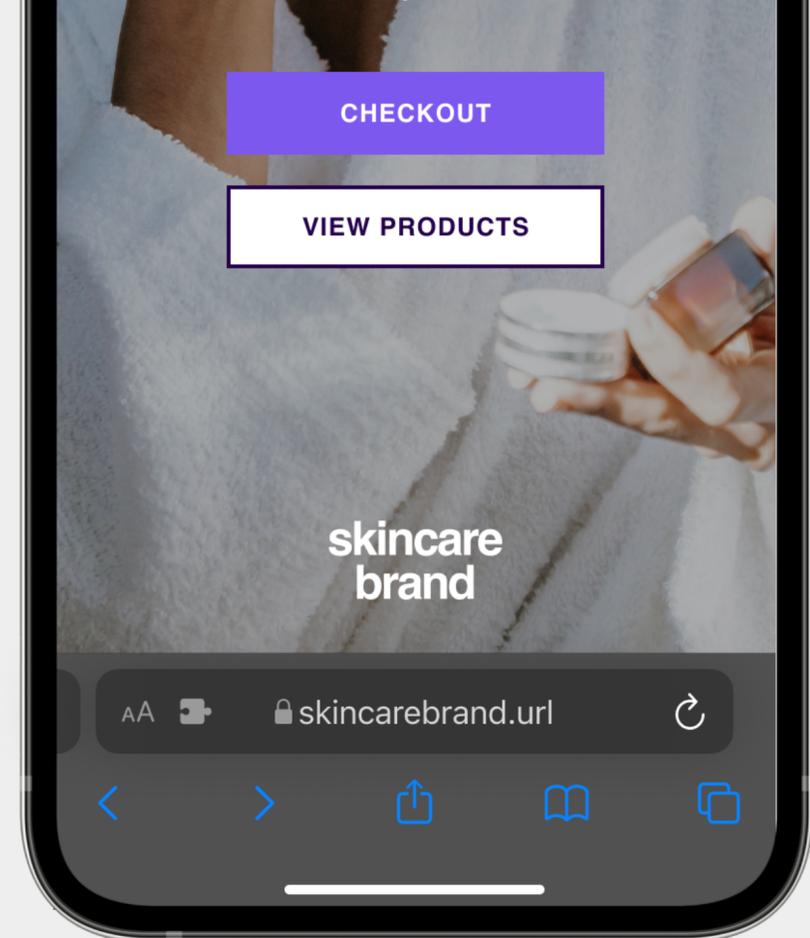
- A color that doesn't compete with the primary color you chose



1PX



1.5PX

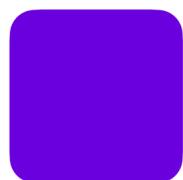


2PX

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Button Border

Optional step, not mandatory to have



PRIMARY
STROKE



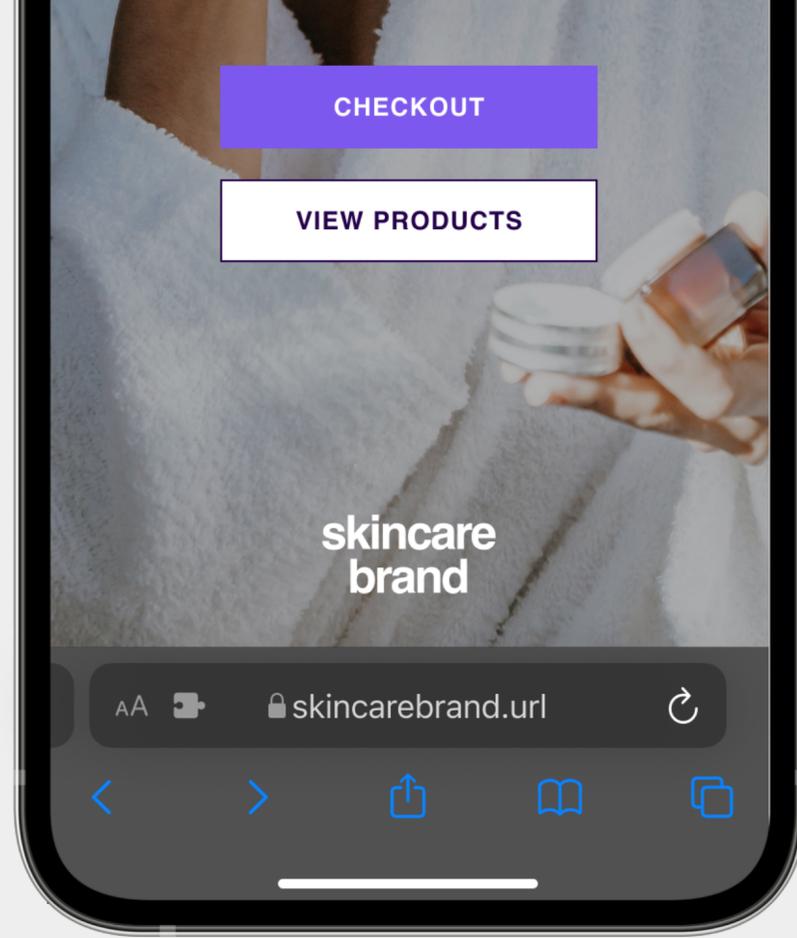
PRIMARY
STROKE

Border (Line Weight)

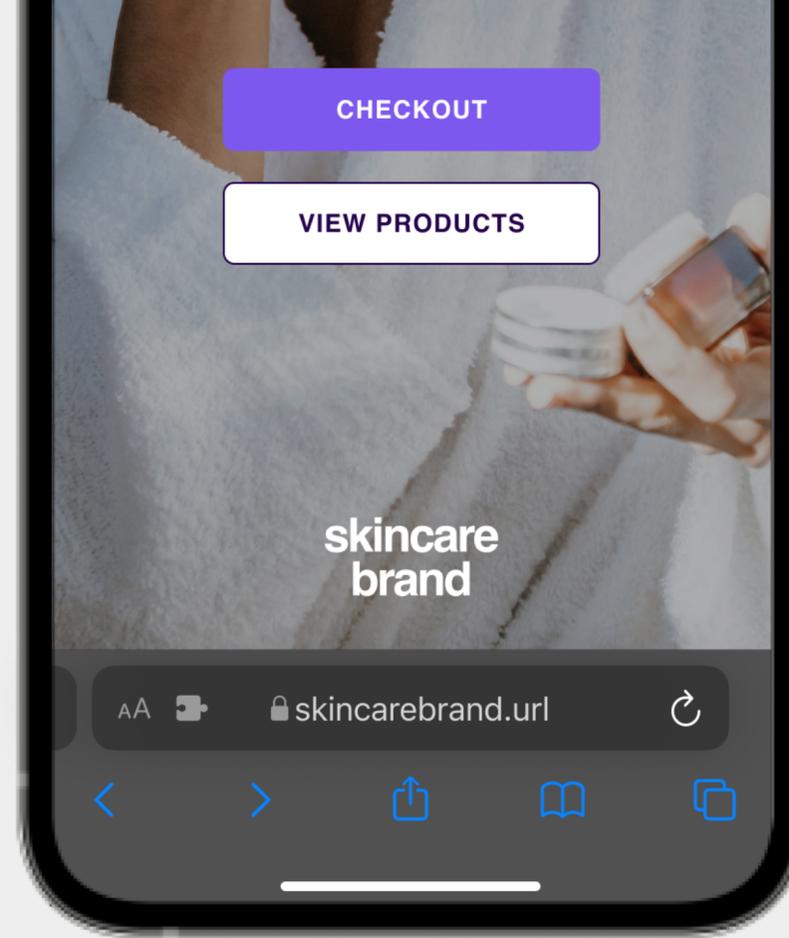
- 1px
- 1.5px
- 2px

Border color

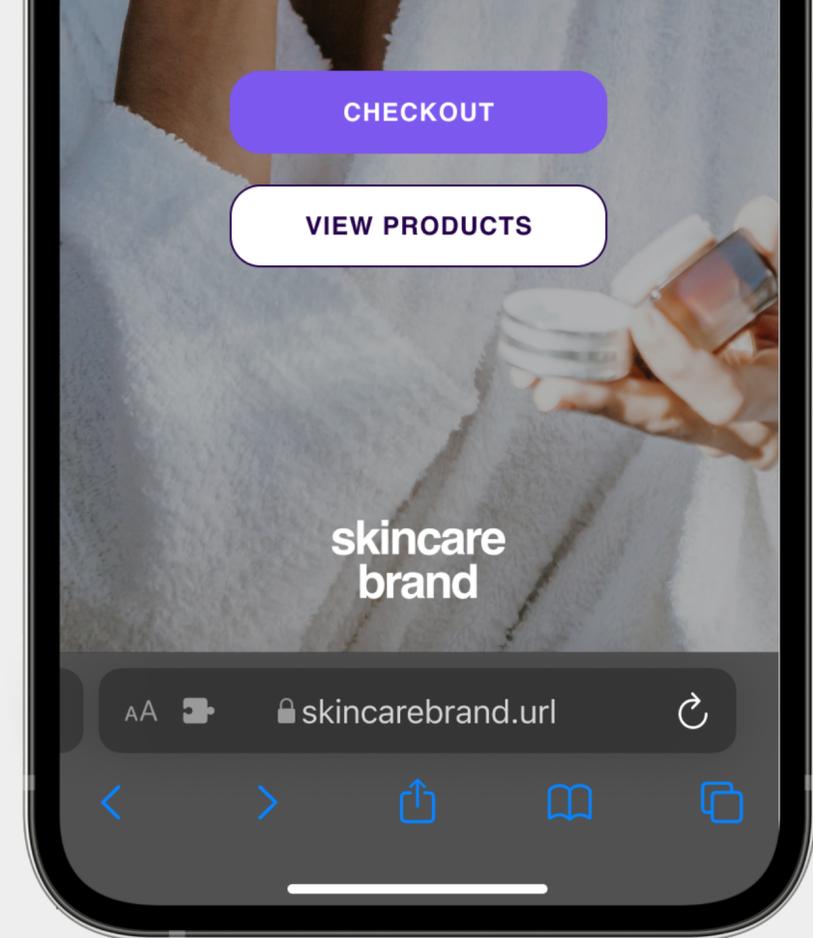
- Primary
- Secondary



SHARP



ROUND



SUPER ROUND

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Button Shape

The buttons will look great by default, so this step is completely optional.

Border radius

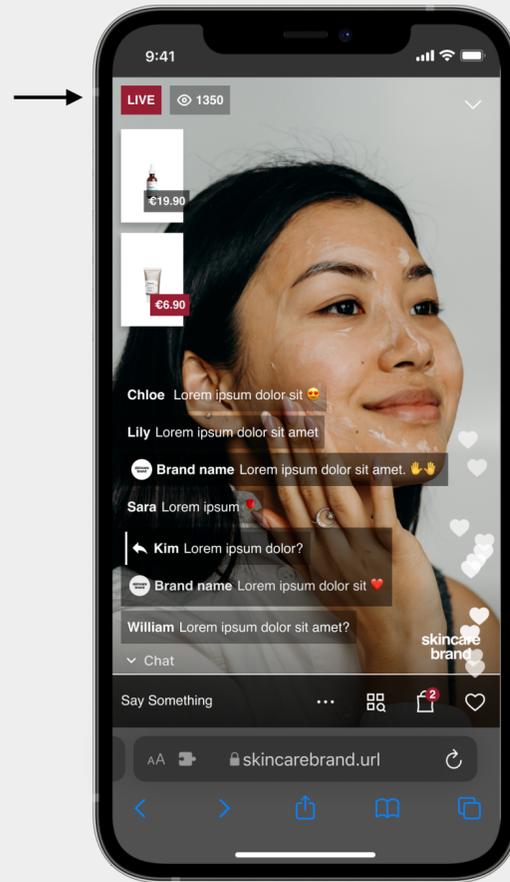
- Sharp (0px)
- Round (6px)
- Super round (16px)

ⓘ Guided example:

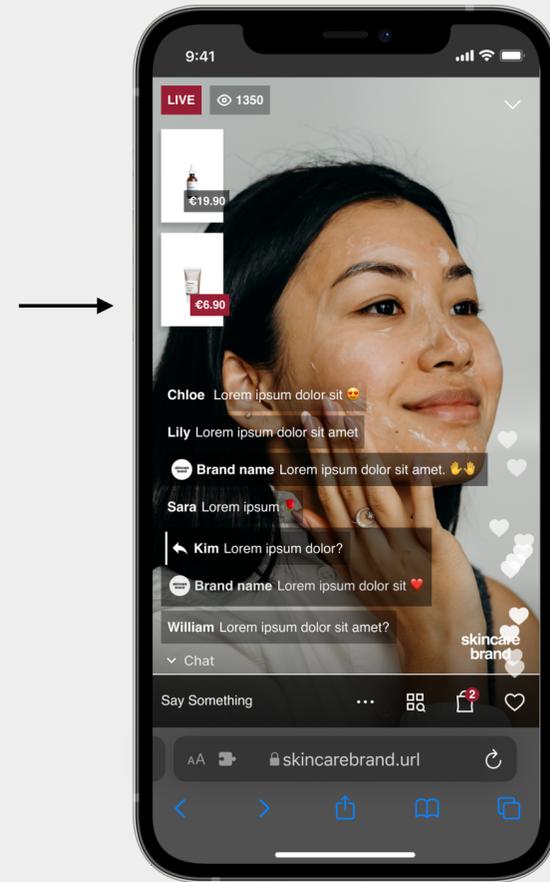
The example player during this guide have applied "SHARP"

ONE-TO-MANY PLAYER THEMING

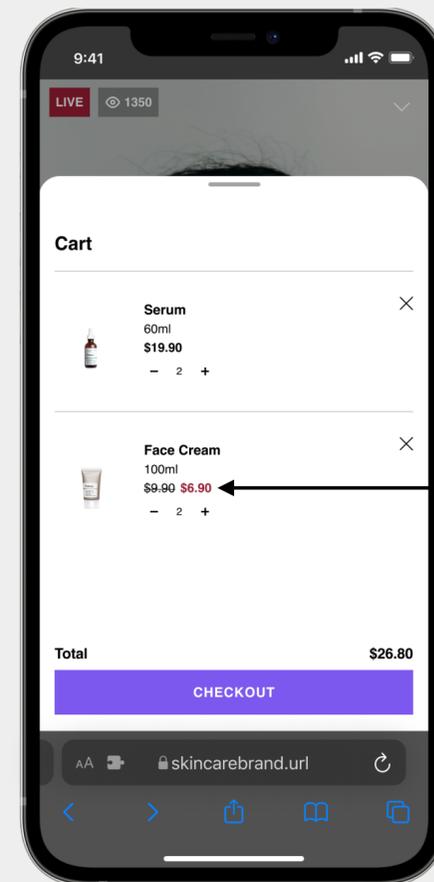
3. Other colors



LIVE LABEL



DISCOUNTED PRICES (LABEL)



DISCOUNTED PRICES



PRODUCTS IN CART

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Attention Color



Used to draw attention and interest, such as:

- Indicate that there is a LIVE going on
- To make users aware of how many products they've added to their cart
- Discounted prices
- Error messages

ⓘ **Guided example**

The example player guide have applied:

- Attention color: Red

We recommend to use:

- Choose a red, dark orange or pink color to increase awareness

ONE-TO-MANY PLAYER THEMING

6. Create your design

Example:

Chose Five Colors

PRIMARY MAIN	#7D58EE
PRIMARY HOVER	#6B00DE
THIRD	#25024D
FOURTH	#370370
ATTENTION	#971D33

Non Customizable Colors

WHITE
BLACK
GRAY

Icon Options

BORDER SHAPE	SHARP/ROUND
BORDER THICKNESS	1PX/1.5PX/2PX

Primary Button Colors

BACKGROUND COLOR	FIRST	HOVER BACKGROUND COLOR	WHITE
TEXT COLOR	WHITE	HOVER TEXT COLOR	SECOND
BORDER COLOR	-	HOVER BORDER COLOR	SECOND

Secondary Button Colors

BACKGROUND COLOR	WHITE	HOVER BACKGROUND COLOR	FOURTH
TEXT COLOR	THIRD	HOVER TEXT	WHITE
BORDER COLOR	THIRD	HOVER BORDER COLOR	-

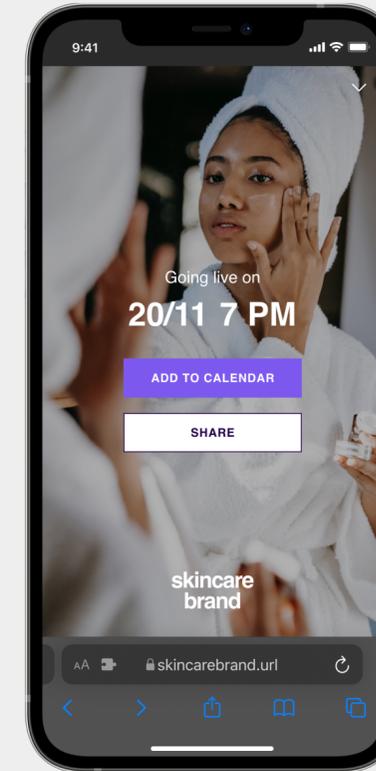
Attention Color

COLOR	FIFTH
-------	-------

Icons

BORDER SHAPE	SHARP
BORDER THICKNESS	1.5PX

PRIMARY & SECONDARY
BUTTON



ATTENTION COLOR
ICONS IN SHARP & 1,5PX



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Add your choice

Chose the colors & icons you would like to have in your player.

- Chose your five main colors
- Chose background color, text color and border color (if you want a border) for your Primary and Secondary buttons
- Chose your Attention color
- Chose the shape and weight of your icons
 - Attach logo in SVG format both in white and black
 - Attach three pictures for the curtains

⚠ How do I submit my design?

Submit your design via our pre-made Bambuser Design Order Form at knowledge.bambuser.com and follow the instructions

ONE-TO-MANY PLAYER THEMING

Appendix

→ **A. Features**

Floating Action Button

You can customise the FAB-icon. The two customizable parts are connected, meaning if you chose e.g., green for the LIVE icon, the minimized circle will be green as well

- LIVE icon
- The circle (once minimized)

We recommend to use:

- Same color as attention color
- No choice? The button will appear in RED

