



# handbid

Digital Seen Handbook

Customize your event's digital presence

# Welcome to the Digital Seen Theme Editor!

Ready to build a customized event presence on top of Handbid’s powerful platform? Let us introduce you to Digital Seen, our highly configurable theme editor for your auction and event landing page. When we say “configurable”, we really mean it. Logos, fonts, colors, labels: all of it is open for you to customize. Yes, we spelled it “Seen” because this is the way your website will be “seen” from your guests perspective.

However, with such power comes great responsibility! There is so much to customize that you need to be meticulous about it. While we want your site to match your brand, we want your end users to find it visually appealing and most of all: usable.

This guide will help you accomplish just that; a website that reflects the beauty of your brand displayed over the power of Handbid’s interface.

Please reference this guide while you work through each element you wish to customize. The first sections will discuss the best practices for your design. The end of the handbook explains how to edit each element within the theme editor.

Let’s get started!



# Establish Your Color Palette

We want to first discuss the concept of Color, but we are not going to turn this guide into a design class. If you are starting with a blank slate, it may help to first determine your palette (the set of colors you intend to use). However, you may not need to worry about this if someone at your organization has already provided you with a palette of “approved” colors to use. There are a variety of approaches to selecting your colors, starting with an understanding of the color wheel to help determine your primary and secondary colors:

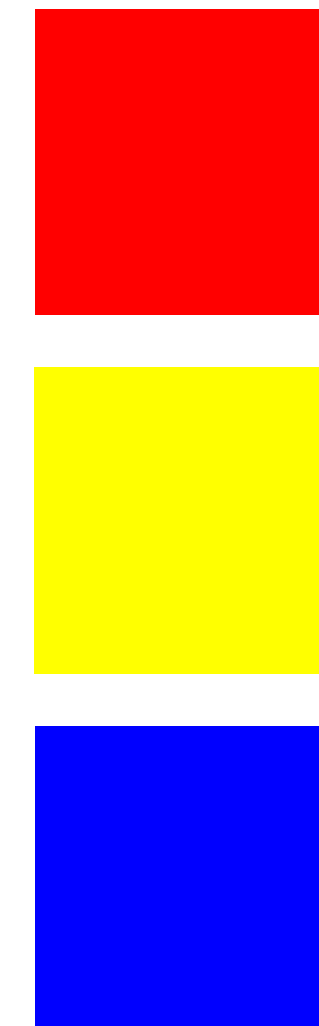
Primary colors are red, yellow\* and blue and secondary colors are colors that are made with a mix of these primary colors. These colors provide the most contrast, which is why you often see them combined: Blue and Yellow, Red and Blue, Red and Yellow.

- \*Yellow: Yellow is a primary color, but not in computers. Instead, it's Green hence the reference to RGB (Red/Green/Blue).

Secondary colors are Purple (Blue and Red), Orange (Red and Yellow), and Green (Blue and Yellow). We recommend pairing secondary colors with primary colors because opposites attract. These secondary colors are also often combined with primary colors because of their contrast: Blue and Orange, Red and Green, Purple and Yellow.

There is bound to be a company brand or a sports team that comes to mind that uses most of these combinations!

Primary



Secondary



# RGB Vales vs Hex

## Understanding Color values

Before we dive into palettes, we should probably cover how colors are recorded on computers. Then, when you see weird values, you will have some idea of what they mean!

As we mentioned before, the primary colors on a computer are RED, GREEN, and BLUE. Most colors are represented with 8 bits (11111111) which range in decimal terms from 0 (0%) to 255 (100%). If you wanted yellow, which happens to be 100% Red, 100% Green and 0% blue, that would be shown on a computer as 255,255,0 (for the R, G, and B values).

Another way colors are represented are with Hex values. Most websites use Hex over RGB values. Why? Mainly because they are shorter. For our purposes, hex values will range from 00 to FF. So FF = 255 and 0 is? Yep, you guessed it... 00. We won't ask you to do any decimal to HEX calculations (computers will handle that), but in our case earlier, pure Yellow RGB (255,255,0) would be #FFFF00.

Why are we telling you all this? When you see the Digital Seen color editor, you will need to work with these notations like in the example.

### Main Colors

Default Font Color

rgba(110,130,139,1)

Footer Text Color

rgba(255,255,255,1)

Footer Font Hover Color

rgba(255,255,255,1)

Hyperlink Text Color

rgba(233,77,112,1)

Top Navigation Color

rgba(121,27,247,1)

Top / Bottom Menu BG Color

rgba(255,255,255,0.1)

### Button Colors

Cancel

rgba(187,179,179,1)

Continue

rgba(5,6,0,1)

MaxBid/Edit

rgba(179,184,187,1)

### Bidding Colors

Winning / Success Color

rgba(74,185,85,1)

Losing / Cancel / Alert Color

rgba(233,214,77,1)

Purchased Color

rgba(102,30,229,1)

Primary Color

rgba(102,30,229,1)

Broadcast Color

rgba(102,30,229,1)

LiveStream "On" Color

rgba(69,176,206,1)

Secondary Color

rgba(111,38,227,1)

### Social Icons / Share

Base Social Icon

rgba(69,176,206,1)

Base Social Icon (active/hover)

rgba(233,77,112,1)

# Understanding the Handbid Palette

If you are ready to start diving in, skip this page and get going! Otherwise, we thought it would be helpful to start with the Handbid palette, which will be the defaults inside of the editor until you change them. This palette may be a useful guide as you work on building your own.

HERO GRADIENT

Orange

CMYK 0 67 78 0

HEX #FF7843

Pink

CMYK 13 46 0 0

HEX #E896E3

Purple

CMYK 55 52 0 0

HEX #8681FB

SUNSET GRADIENT

Dark Purple

CMYK 72 71 0 0

HEX #694AFF

Purple

CMYK 57 38 0 0

HEX #8681FB

Yellow

CMYK 0 20 92 0

HEX #FFCA2A

Orange

CMYK 0 59 72 0

HEX #FF7843

SUNRISE GRADIENT

PRO TIP

Not sure how to build a palette? Consider using Adobe's Color tool to help you. The tool is available at [color.adobe.com](https://color.adobe.com)

Apply Color Harmony Rule

Analogous

Monochromatic

Triad

Complementary

Split Complementary

Double Split Complementary

Square

Compound

Shades

Custom

A

B

C

D

E

#3F8C6A

#78468C

#398B37

#8C382A

#728C31

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# Brand Your Event Site with the Digital Seen Theme Editor!

## 1. Digital Seen Theme Editor Overview

### 1. Enabling Digital Seen

### 2. Welcome!

### 3. Toolbar

### 4. Settings

## 2. Digital Theme Editor Settings

### 1. Contact

### 2. Logos/photos/fonts

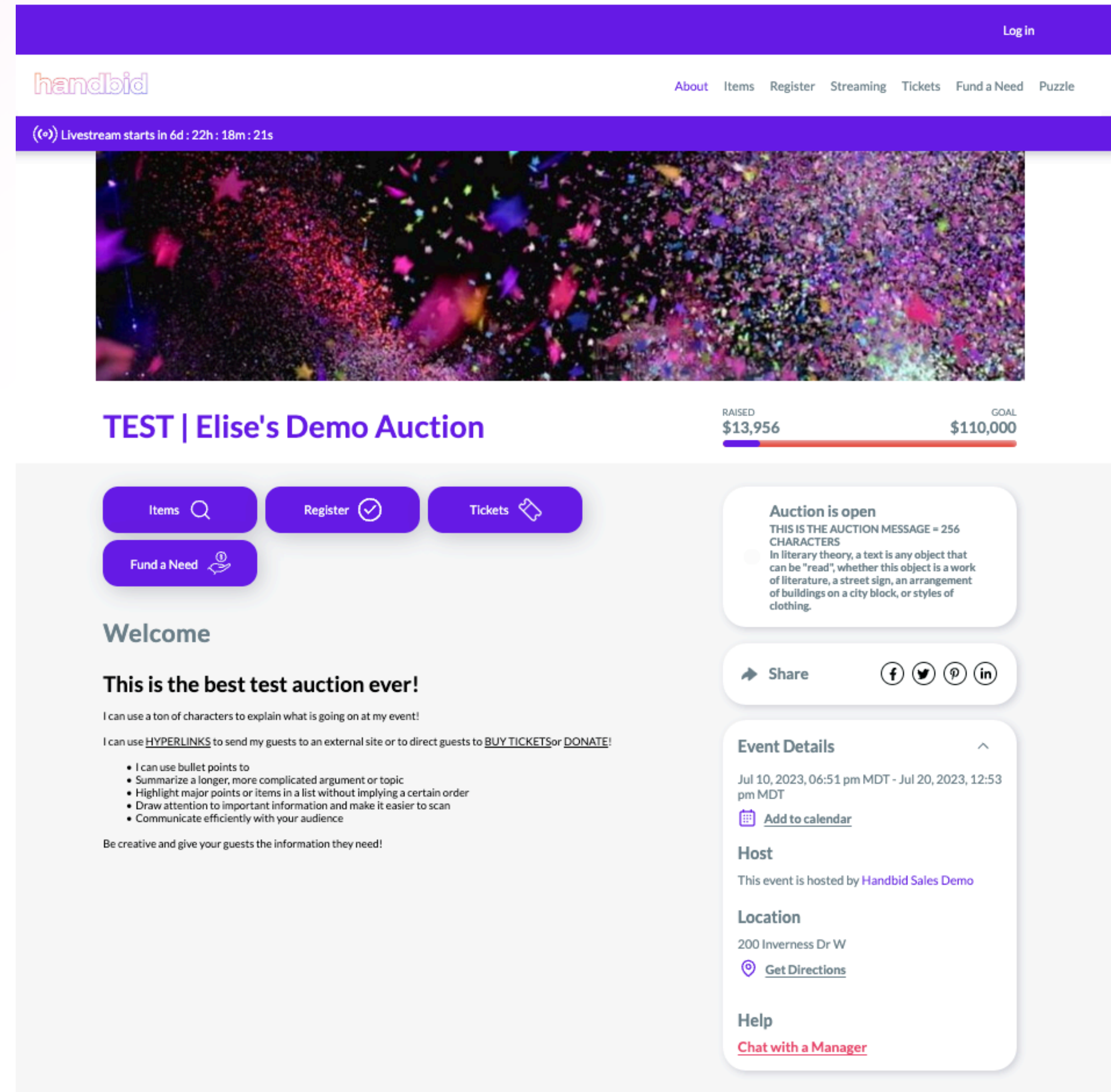
### 3. Colors

### 4. Labels

### 5. Fundraising

### 6. Mobile

## 3. Theme Editor Tool Box




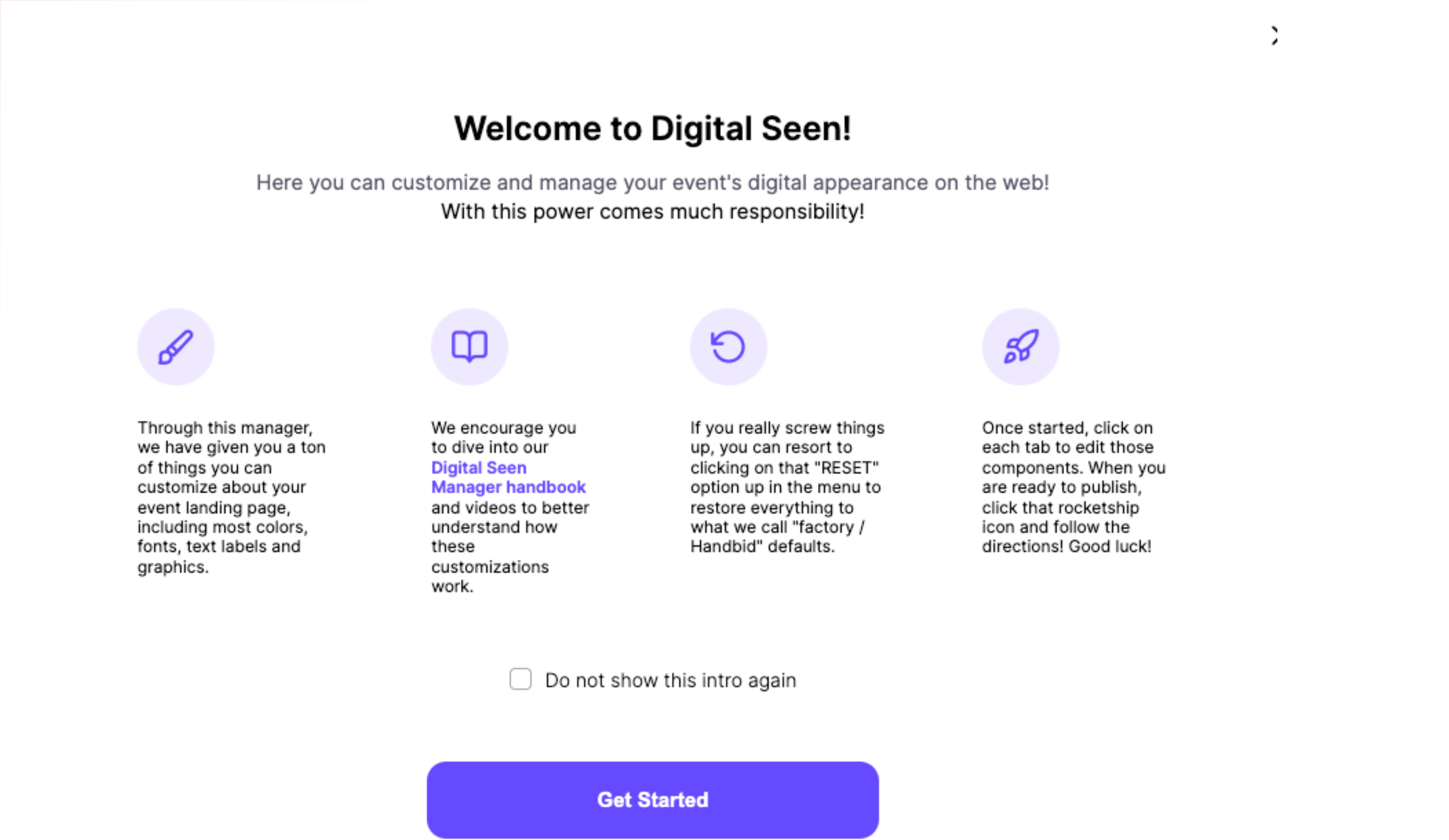
# 1 - Digital Seen Theme Editor Overview : Enabling Digital Seen

To edit your settings, click on the paintbrush “Theme” icon . If you do not see this icon, it may not be a part of your plan. If you have the icon and receive an error message, please email us at [service@handid.com](mailto:service@handid.com).



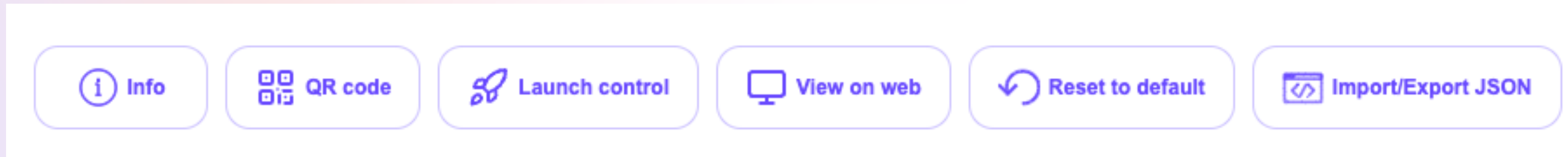
# 1 - Digital Seen Theme Editor Overview: Welcome!

Once you click on the Theme icon in the toolbar, you will see a Welcome screen appear. This screen will appear every time you open Digital Seen, unless you check the box below “Do not show this intro again.” You can always link back to this Handbook in this greeting by clicking the  icon in the toolbar



# 1 - Digital Seen Theme Editor: Toolbar

Let's dive into the toolbar menu and what each option does. These options are critical to the final stages of your website, so please read these carefully.



**Info** - This will take you back to the “Welcome to Digital Seen” pop-up.

**QR code** - This QR code will provide a direct link to the landing page from the web or Handbid Apps. You can also find the QR code found in your Event Site Settings.

**Launch control** - This allows you to control the visibility and readiness of your page! Toggle to “site published” and your changes will be visible.

**View on web** - Go directly to your event site URL and view your event site in real-time. Remember, you must change the auction status from setup to preview, presale or open to view your event site!

**Reset to default** - RESET all of your current settings back to the default colors and settings. You will lose your saved work. Enter the word RESET to confirm. Remember, you can always unpublish the changes.

**Import/Exports JSON** - Are you a coding wizard? If so, quickly import your brand settings through code. If this looks foreign to you, skip and update your settings manually in each tab. Do not erase the information in this tab unless you are familiar with code.

# 2 - Digital Seen Theme Editor: Settings

These five tabs are where you can rebrand your event site. These tabs will highlight in purple as you click on them. You can come back anytime to change these settings, so save your work each time with the purple UPDATE button!

We will dive into each of these tabs together!



# 2 - Contact

The first tab will be the CONTACT tab. Enter the information you want to populate on the footer at the bottom of the site.

Don't forget to UPDATE!

*Note: If you add a phone number, Handbid will complain if you do not put in a valid phone number.*

Theme Editor

Manage your event's digital presence

Info

QR code

Launch control

View on web

Reset to default

Import/Export JSON

Contact

Logos/photos/fonts

Colors

Labels

Fundraising

Mobile

Support Information

This information will be put in the footer for end users to contact you

Footer Email

hello@handbid.com

Contact Information

This information will be put in the footer for end users to contact you

☒ Footer Show Phone Number

Footer Country Code

United States (+1)

Footer Phone Number

3035555555

Footer Address

9707 East Easter Lane , Centennial CO, 80112

Close

Update

A screenshot of a website footer with a dark blue background. On the right side, the text "CONTACT US" is displayed in white. Below it, the contact details are listed: an email icon followed by "hello@handbid.com", a location pin icon followed by "9707 East Easter Lane , Centennial CO, 80112", and a phone icon followed by "+1(303)555-5555". At the bottom center, there is a logo consisting of a stylized white 'h' followed by the text "Powered by handbid" in white.

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# 2 - Logos/Photos/Fonts

## Site Logo

The logo will appear in the top left (header).The logo should be 200x60 pixels or an equivalent aspect ratio 3.33:1

## Footer Logo

The Footer Logo will be placed at the bottom of the page on the left side. Note that the logo is 1699 x 273. In the example below it was decided NOT to add a footer, however, it would have appeared in the red box.

## Site Font

Handbid has provided over 20 Google Fonts to choose from when developing your site. You can also preview the selected font in the text box.

## Footer Image

The Footer Image will appear at the bottom of the site. If a gradient is selected it will override any uploaded photo.

## Loading Gears


This image will appear when the site is loading data.

ContactLogos/photos/fontsColorsLabelsFundraisingMobile

Site Logo

200 px wide by 60 px tall


Appears at the top left in the header and bottom left in footer



Loading Gears

These will appear when the site is loading data.

Strongly recommended an animated GIF from [loading.io](#)



Site Font

Select from one of the approved Google Fonts for the Site

Font


Lato


Almost before we knew it, we had left the ground


Footer Image

1699 px wide by 273 px tall

This image will be placed at the bottom of the page



 rgba(102,30,229,1)

 rgba(102,30,229,1)

This gradient will override any image uploaded on the left. You can use this as an overlay on the image by adjusting the alpha value.

Footer Logo

200 px wide by 60 px tall

This image will be placed at the bottom of the page

+ Choose an image

2

# 2 - Logos/Photos/Fonts

Throughout the Digital Seen, you can click on any color icon square, revealing a color picker where you can select a color from the left side. You can also set the transparency from the right vertical slider bar.

## The Alpha Channel

You will notice that when you slide the “transparency slider” up and down, the value in the box may switch from hex (#AABBCC) to a rgba value. We talked about “rgb” (red, green, blue) values earlier. The “a” represents an “alpha” channel which will tell the website how much of the color to make transparent. An alpha of 1.0 would be 100% opaque and an alpha of 0 would be 100% transparent. In this example, we have set the alpha to .78, or 78% of the color would show.

For any of the images to show up under the gradient, you need to drop this value below 1.0.


Remember to press the purple UPDATE button each time you make a change. Some trial and error will need to happen, but once updated, you should get the desired effect.

ContactLogos/photos/fontsColorsLabelsFundraisingMobile

Site Logo

200 px wide by 60 px tall


Appears at the top left in the header and bottom left in footer



Loading Gears

These will appear when the site is loading data.

Strongly recommended an animated GIF from [loading.io](https://loading.io)



Site Font

Select from one of the approved Google Fonts for the Site

Font


Lato

Almost before we knew it, we had left the ground

Footer Image

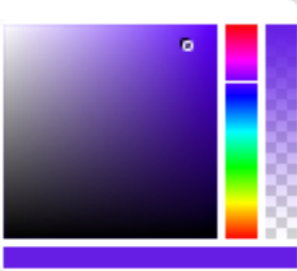
1699 px wide by 273 px tall

This image will be placed at the bottom of the page



rgba(102,30,229,1)

This gradient will override any image uploaded on the this as an overlay on the image by adjusting the alpha



Footer Logo

200 px wide by 60 px tall

This image will be placed at the bottom of the page

+ Choose an image

Close

Update

Transparency slider

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# 2 - Colors

The Colors tab allows you to change the colors to match your brand on the event site!

The Colors will carry over to the other pages on the site - Items, Tickets, Register, LiveStream, Donate, Puzzle etc.

Be sure to check the entire site to ensure you like the colors on the different pages.

*Note: While you can use any combination of colors, you need to be aware of how it impacts usability and accessibility. Accessible websites require a minimum contrast ratio, meaning there needs to be enough difference between your text colors and their background for the visually impaired to see it. Accessibility in your custom website is your responsibility. Please consider this.*

The following pages will show examples of Main Colors, Button Colors, Bidding Colors and Social Icons/Share.

ContactLogos/photos/fontsColorsLabelsFundraisingMobile

Main Colors

Default Font Color

rgba(110,130,139,1)

Footer Text Color

rgba(255,255,255,1)

Footer Font Hover Color

rgba(255,255,255,1)

Hyperlink Text Color

rgba(233,77,112,1)

Top Navigation Color

rgba(200,27,247,1)

Top / Bottom Menu BG Color

rgba(255,255,255,0.1)

Bidding Colors

Winning / Success Color

rgba(74,185,85,1)

Losing / Cancel / Alert Color

rgba(233,77,112,1)

Purchased Color

rgba(102,30,229,1)

Primary Color

rgba(102,30,229,1)

Broadcast Color

rgba(102,30,229,1)

LiveStream "On" Color

rgba(102,30,229,1)

Secondary Color

rgba(111,38,227,1)

Button Colors

Cancel

rgba(187,179,179,1)

Continue

rgba(5,6,0,1)

MaxBid/Edit

rgba(179,184,187,1)

Social Icons / Share

Base Social Icon

rgba(0,4,5,1)

Base Social Icon (active/hover)

rgba(102,30,229,1)

# 2 - Colors: Main Colors

Main Colors

Default Font Color1

rgba(110,130,139,1)

Footer Text Color2

rgba(255,255,255,1)

Footer Font Hover Color3

rgba(100,250,7,1)

Hyperlink Text Color4

rgba(232,142,78,1)

Top Navigation Color5

rgba(255,255,255,1)

Top / Bottom Menu BG Color6

rgba(102,30,229,1)

CONTACT US2

3

hello@handbid.com

9707 East Easter Lane , Centennial CO, 80112

+1(303)555-5555

Powered by

handbid

6

5

Log in

handbid

1

AboutItemsRegisterStreamingTicketsFund a NeedPuzzle

TEST | Elise's Demo Auction

RAISED

\$1,775

GOAL

\$110,000

Items

Register

Tickets

Fund a Need

1

Welcome

This is the best test auction ever!

I can use a ton of characters to explain what is going on at my event!

I can use HYPERLINKS to send my guests to an external site or to direct guests to BUY TICKETS or DONATE!

I can use bullet points to

Summarize a longer, more complicated argument or topic

Highlight major points or items in a list without implying a certain order

Draw attention to important information and make it easier to scan

Communicate efficiently with your audience

Be creative and give your guests the information they need!

Auction is open

THIS IS THE AUCTION MESSAGE = 256 CHARACTERS

In literary theory, a text is any object that can be "read", whether this object is a work of literature, a street sign, an arrangement of buildings on a city block, or styles of clothing.

Share

f

Event Details

Jul 10, 2023, 06:51 pm MDT - Jul 20, 2023, 12:53 pm MDT

Add to calendar

Host

This event is hosted by Handbid Sales Demo

Location

200 Inverness Dr W

Get Directions

Help

Chat with a Manager4

# 2 - Colors: Button Colors

Button Colors

Cancel 1

Continue 2

MaxBid/Edit 3

rgba(232,142,78,1)

rgba(102,30,229,1)

rgba(233,77,112,1)

0 BIDS

Concerts | 111

Ed Sheeran LIVE! for 4

VALUE

CURRENT PRICE

INCREMENT

-

\$400

+

3

SET MAX BID

BID NOW

2

BUY NOW FOR \$400

1

Question about this item?

f

1 Select Tickets

ADMITS 2 PEOPLE

Couples Ticket

1 @ \$130

More +

1 ticket for \$130.00

Edit order

3

1

Cancel

Next

2

The cancel color will show on a button that reverses an action.

A continue color will show on a button that moves forward an action.

# 2 - Colors: Bidding Colors

### Bidding Colors

Winning / Success Color 1

rgba(74,185,85,1)

Losing / Cancel / Alert Color 2

rgba(233,77,112,1)

Purchased Color 3

rgba(102,30,229,1)

Primary Color 4

rgba(102,30,229,1)

Broadcast Color 5

rgba(102,30,229,1)

LiveStream "On" Color 6

rgba(102,30,229,1)

Secondary Color 7

rgba(111,38,227,1)

The secondary color will change buttons and LiveStream Banner

The Primary Color selected will affect the Success (if no other color is selected), Register Now, Buy Now, Donate Now (event site only), Add To Cart (event site only), Broadcast, and Purchased (if no other color is selected) buttons.

1 Yay, you're winning!

You're winning Item #111 Ed Sheeran LIVE! for 4 at \$400

read more

2 Oh no! You're losing.

You've been outbid on Item Cabo Wabo Experiene #5000

Go to item

Bidder Message

Auction is closing in 10 minutes - this is a test!

read more

3

1 Status: winning

Experiences | 5000

Cabo Wabo Experiene 4

VALUE	CURRENT PRICE	INCREMENT
	\$1,000	\$100

\$1,100

SET MAX BID

BID NOW 7

Question about this item?

f

t

p

in

e

Tickets Fund a Need Puzzle

f

t

p

in

e

PADDLE 1005

WINNING 2

LOSING 0

TICKETS 0

JOIN NOW

6

# 6 - Labels: Menu Labels

Handbid allows you to change the titles of your Menu, Event Page, and App Button labels. For example, you could say “Auction Items” if you are hosting an auction instead of our generic “Browse Items” header for your event page labels. Choose labels that make sense for your guests to click on. Please keep them short!

## Menu Labels

These are located on the top right of your site, and the buttons are in the center. All Menu Labels will be in your chosen font under logos/photos/fonts.

*Note: If you have Puzzle enabled for your event, this will show on the Menu Label as “Puzzle” and is not customizable since it is a Handbid branded product.*

Contact | Logos/photos/fonts | Colors | Labels | Fundraising | Mobile

Menu Labels

Overview  
About

Browse Items  
Items

Live Stream  
Streaming

Buy Tickets  
Tickets

Register  
Register

Donate  
Fund a Need

Sponsorships

Title Sponsor

A screenshot of the Handbid website interface. At the top, there is a purple navigation bar with a 'Log in' link on the right. Below this, the 'handbid' logo is on the left, and a menu bar on the right contains links: 'About', 'Items', 'Register', 'Streaming', 'Tickets', 'Fund a Need', and 'Puzzle'. The 'Puzzle' link is highlighted with a red box. The main content area features a large banner image of colorful confetti. Below the banner, the event title 'TEST | Elise's Demo Auction' is displayed. To the right of the title is a progress bar showing 'RAISED \$12,956' and 'GOAL \$110,000'. Below the title, there are four buttons: 'Items' with a magnifying glass icon, 'Register' with a checkmark icon, 'Tickets' with a ticket icon, and 'Fund a Need' with a person icon. These buttons are grouped together and highlighted with a red box. To the right of the buttons is a text box titled 'Auction is open' containing a message: 'THIS IS THE AUCTION MESSAGE = 256 CHARACTERS' followed by a paragraph of text. At the bottom left, there is a 'Welcome' section with the text 'This is the best test auction ever!'. At the bottom right, there is a 'Share' button with social media icons for Facebook, Twitter, Pinterest, and LinkedIn.

40

# 6 - Labels: Event Page

## Event Page Labels

These labels are located throughout the Overview Tab of your website.

### Event Page Labels

Welcome  
Welcome

1

Event Details  
Event Details

2

Featured Items  
Featured Items

3

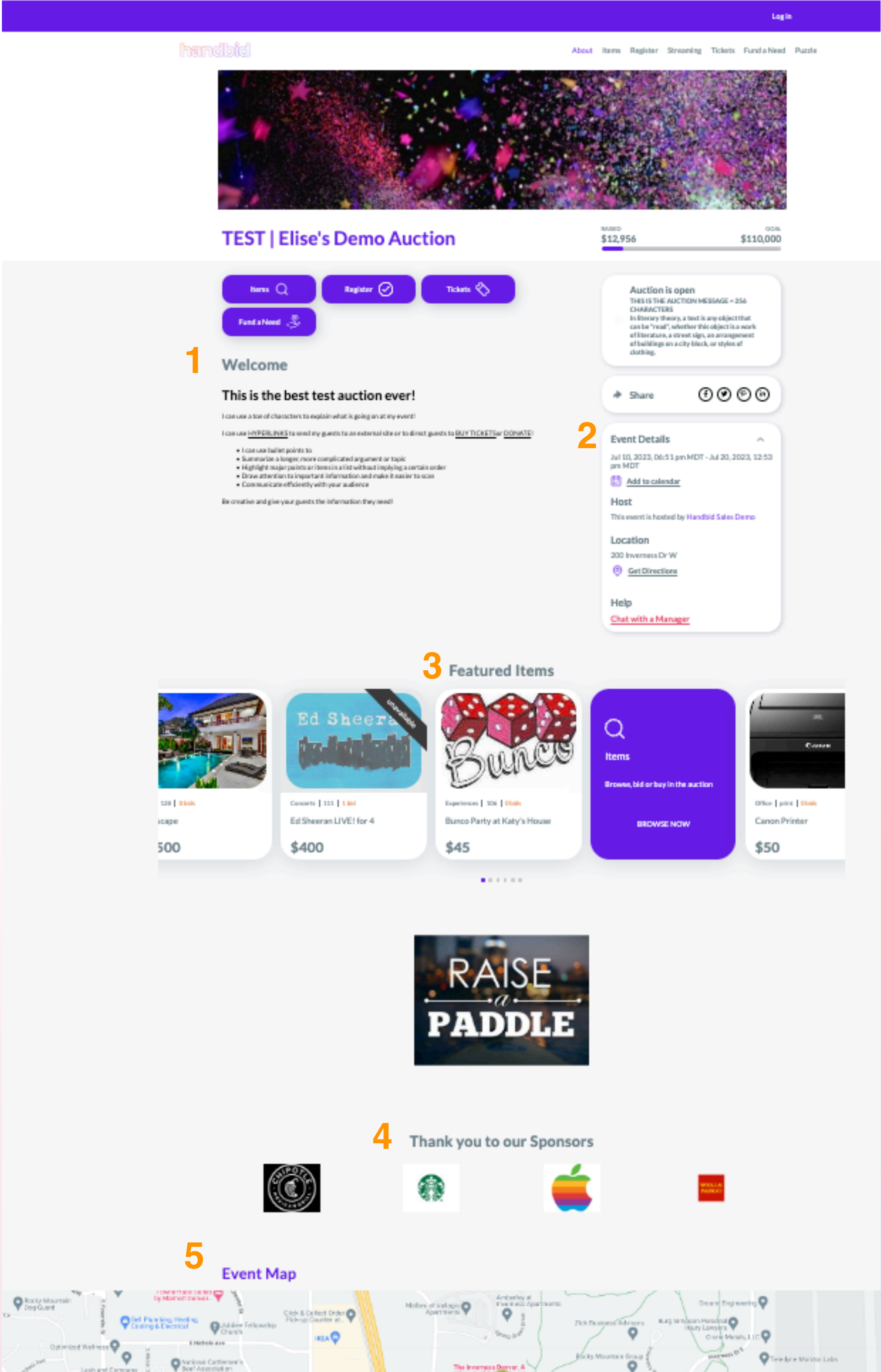
Sponsors  
Thank you to our Sponsors

4

Event Map  
Event Map

5

Live Stream Header  
Live Stream



# 6 - Labels: Button

## Button Labels

These labels can be found on the browser and app for Appeal Items and For Sale Items.

### Button Labels 1

Donate Button  
Donate Now!

ForSale Button  
Buy Now!



0 SOLD

Art | 696787

The Starry Night





PRICE \$500 | LEFT 4

- 1 +

add 1 for \$500

BUY NOW! 1

[Question about this item?](#)





The Starry Night



INCREMENT \$1 | ITEM# #696787 | BIDS 0

- 1 +

QTY TOTAL

For Sale

\$500 unit price



1 Buy Now!

# 2 - Fundraising

Change your fundraising thermometer colors. Thermometers can be seen on your Donate tab when you enable this setting in your Settings Gear Wheel.

*As people purchase items, donate, and give to your organization, the thermometer will fill with the “Success Color” seen in purple.*

Once your goal is reached, your thermometer will change into your “Primary Color" which is green in the example.

ContactLogos/photos/fontsColorsLabelsFundraisingMobile

Thermometers

Thermometer Color

rgba(229,43,30,0.97)

Mercury Color (goal incomplete)  
This uses the "Success Color" set on the Colors Tab


Mercury Color (goal complete)  
This uses the "Primary Color" set on the Colors Tab

CloseUpdate

handbid

AboutItemsRegisterStreamingTicketsFund a NeedPuzzle

Livestream starts in 6d : 22h : 59m : 32s



RAISED  
\$1,000

GOAL  
\$5,000

TEST | Elise's Demo Auction

1 Donation Amount

\$25\$50\$100

\$250\$500\$1,000

\$ Custom Amount

Next

2 Your Information

3 Payment (to occur after review)

4 Review and Purchase

# 2 - Mobile: Logo and Homepage Images

## Mobile Logo

200 px wide by 200 px tall

Appears in the top header of the Mobile app for your event

1



## Mobile HomePage Image

828 px wide by 1792 px tall

Background image on your Event Home Page in the App



rgba(110,28,176,0.4)



rgba(100,28,194,0.73)

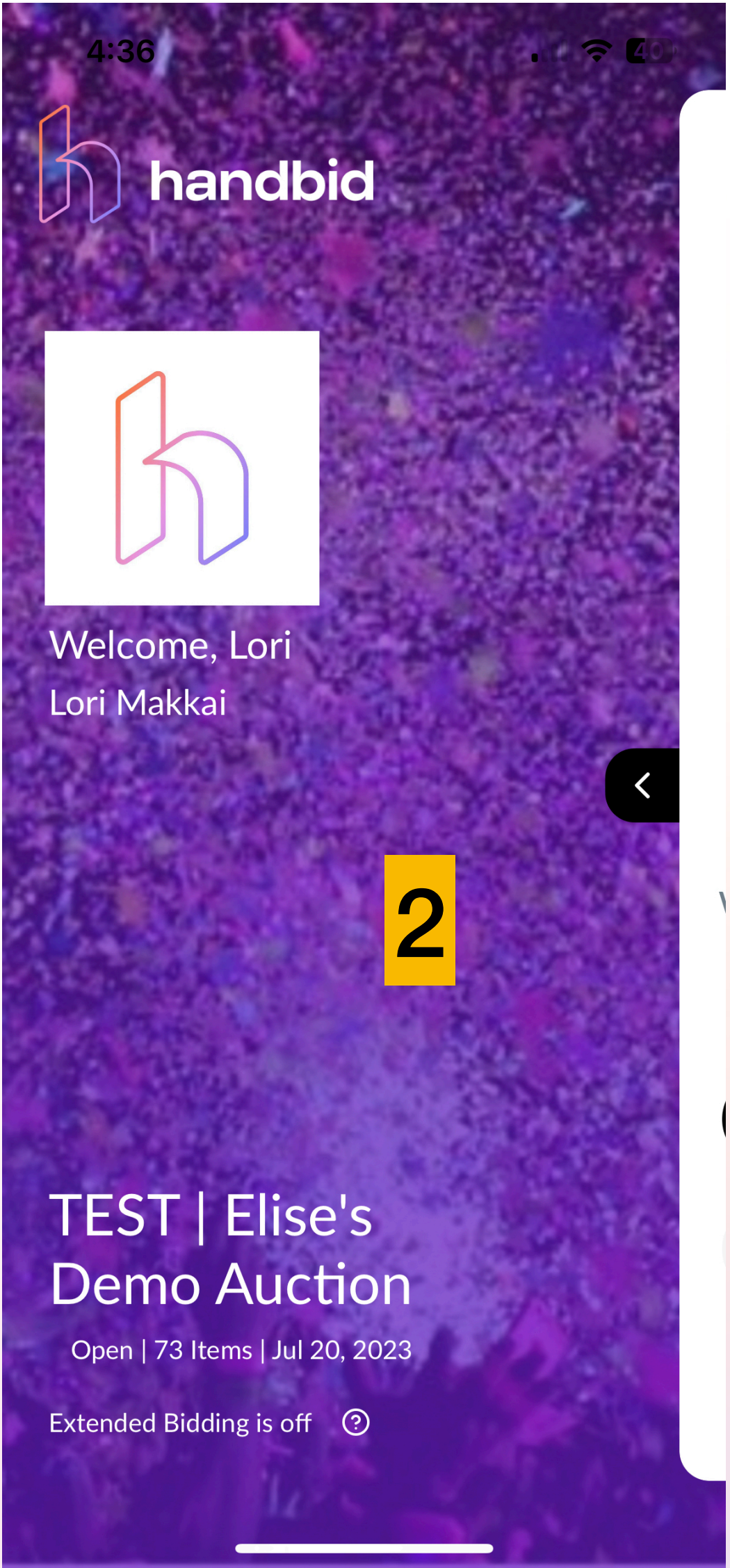
This gradient will override any image uploaded on the left. You can use this as an overlay on the image by adjusting the alpha value.



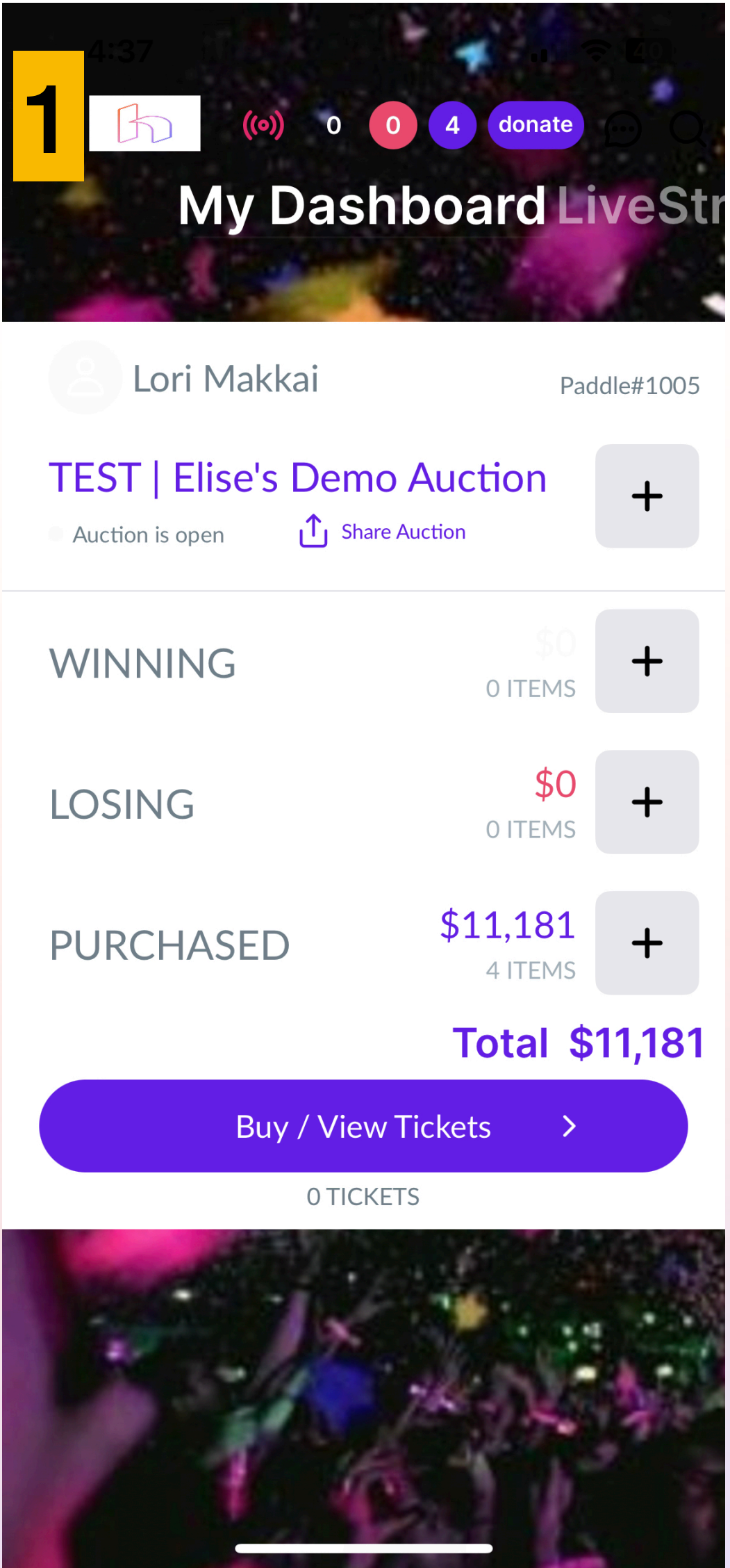
The purple gradient overrides the image that was uploaded. You can use the gradient to make the font appear more clearly. Play around with it a little bit!

1

The logo at the top left is the site logo that was uploaded from "Logos/Photos/Fonts"



2



1

# 2 - Mobile: iOS Font and Background Image

## Mobile iOS Font

Android will use the Font selected on the "Logos/Photos/Fonts" tab

Mobile Font

Lato

Almost before we knew it, we had left the ground

## Mobile Background Image

828 px wide by 1792 px tall

Background image on your Mobile Event in the App

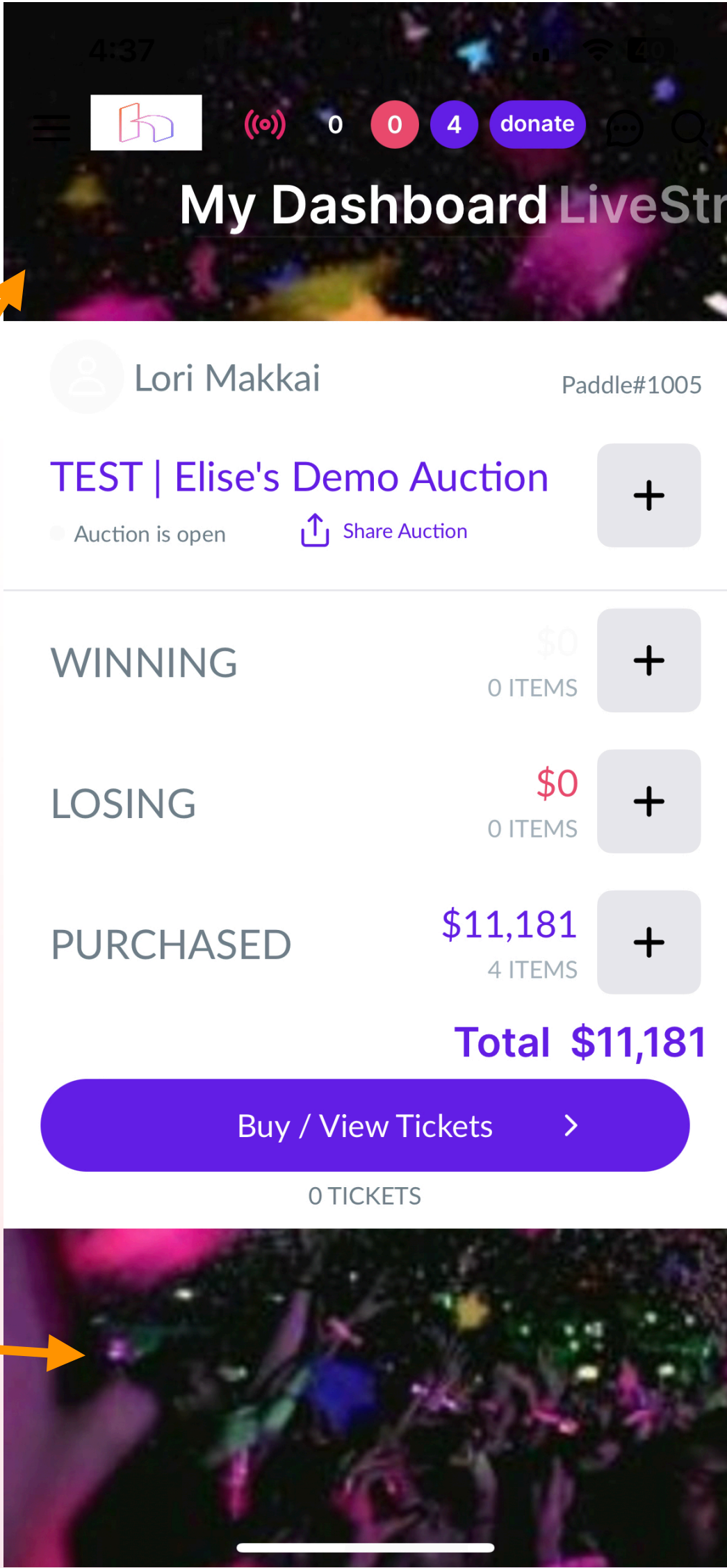
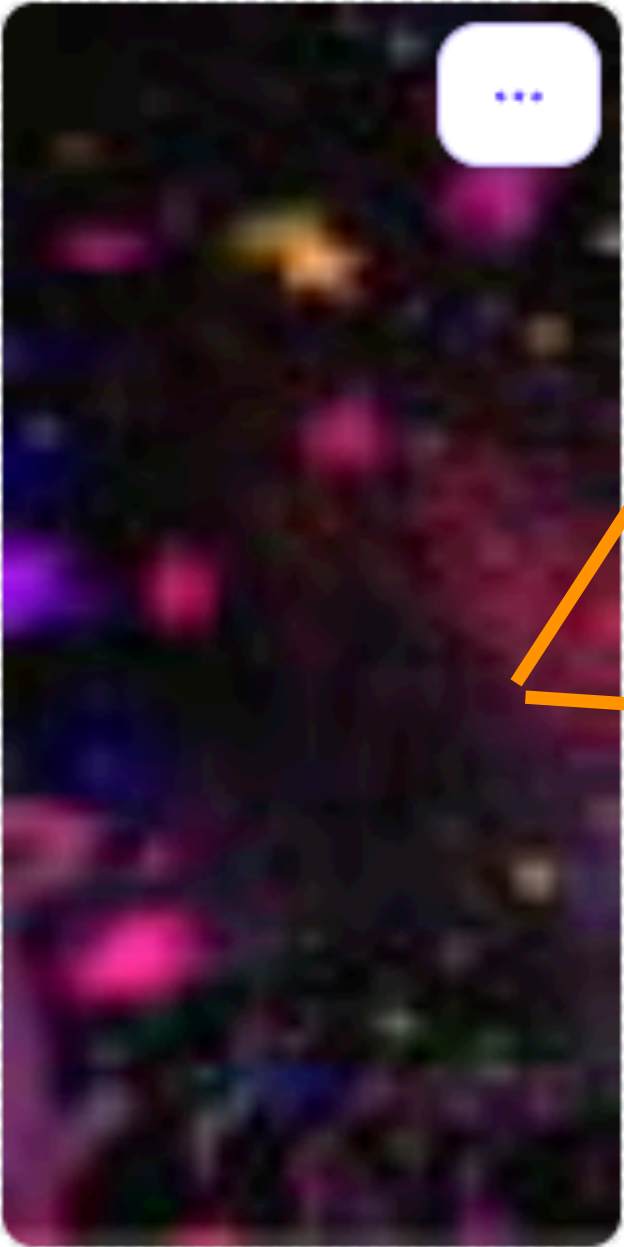
☐

rgba(66,176,28,0)

☐

rgba(66,176,28,0.04)

This gradient will override any image uploaded on the left. You can use this as an overlay on the image by adjusting the alpha value.



# 2 - Mobile: Category Label Color and Button Label Color

Category Label Color **1**

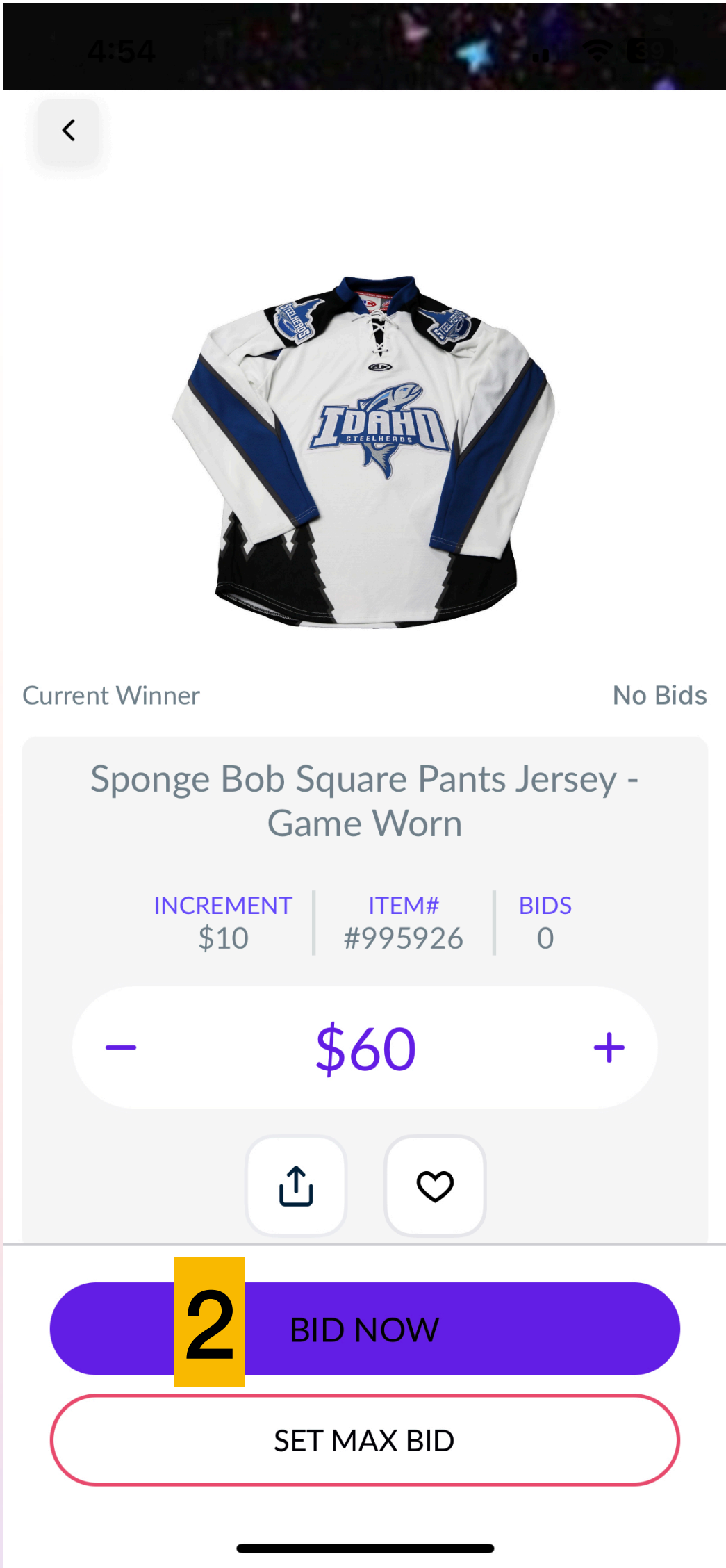
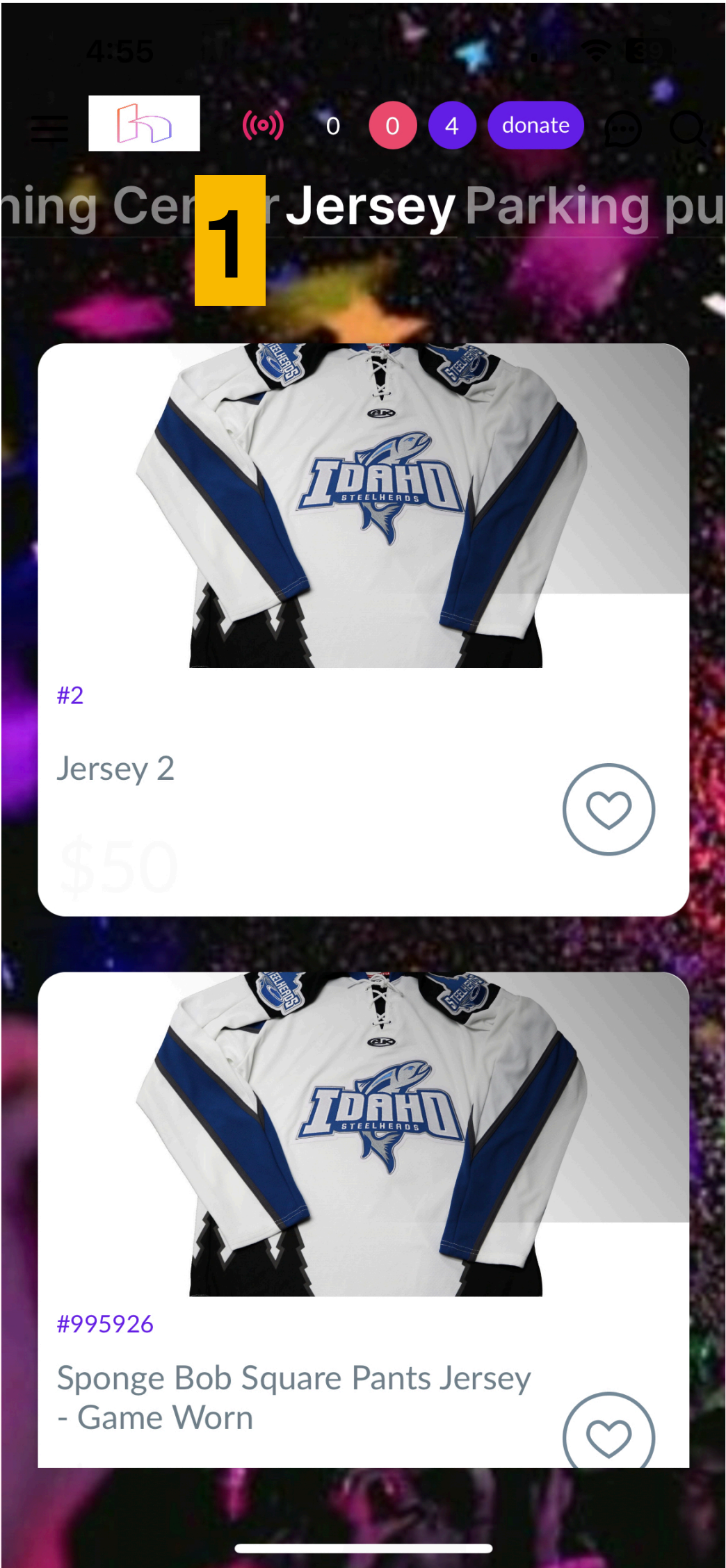


The Category Label Color will change the font color of the categories shown at the app's top. This is useful when changing between a dark and light background.

Button Label Color **2**



The Button Label Color will change the color of the font of the buttons in the app.



# 2 - Mobile: iPad Background Color

## iPad Header Image

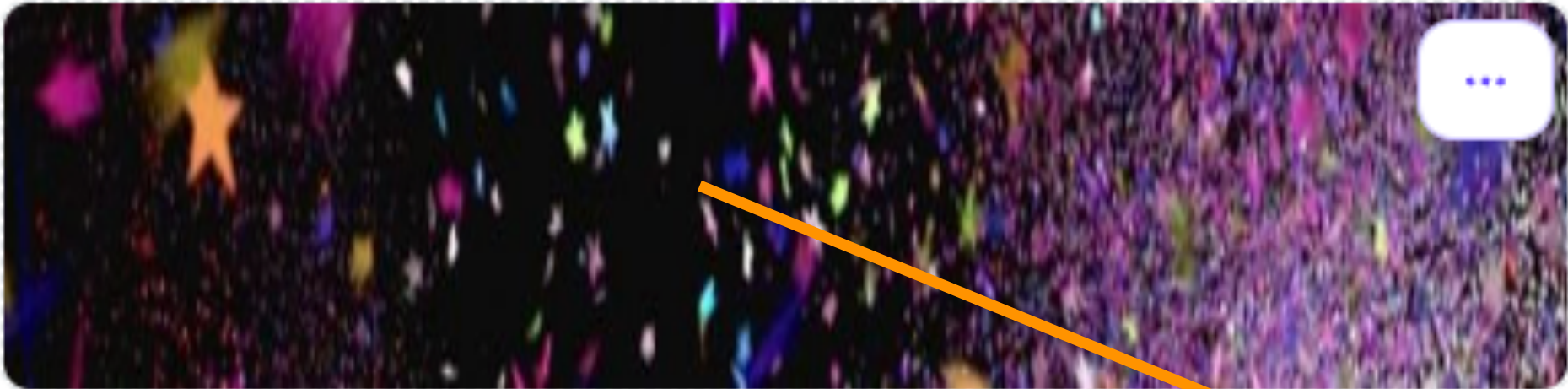
2048 px wide by 172 px tall


Header Image on the iPad App

☐ rgba(66,176,28,0.03)


☐ rgba(66,176,28,0.04)


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TEST | Elise's Demo Auction  
Jul 24, 2023 | Open

PADDLE


RESYNC

MY BIDS

SEARCH


MANAGER

Adventure Activities




BUY NOW \$350

One day of Paddleboard Lessons...  
\$350  
#122




BUY NOW \$50

Pottery Class for 4  
\$50  
#123



BUY NOW \$200


White Water Rafting for 4  
\$200  
#131



BUY NOW \$1,500


Whitetail Deer or Turkey Hunt for 2  
\$1,500  
#132

Concerts



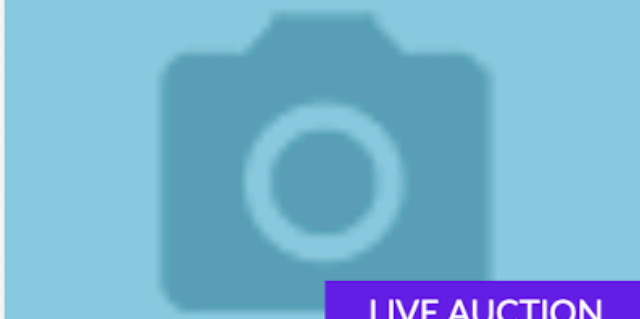
BUY NOW \$113

Ed Sheeran Tickets for 2  
\$113  
#110




SOLD OUT

Ed Sheeran LIVE! for 4  
\$400  
#111 | 1 BIDS



LIVE AUCTION

Carolina Country Music Cruise for 2  
\$2,500  
#112



\$350

Kenny Chesney and Eric Church Tickets f...  
\$350  
#115

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