

DeskAlerts Skin Guidelines

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DeskAlerts Skins and their purpose

DeskAlerts skins are pre-defined designs applied to pop-up notifications you send via DeskAlerts. Many companies implement their own communication strategies which involve using the different message skins for:

- Indicating the message severity, like using reddish colors for more urgent messages and greenish for less important ones
- Sending messages to/from different departments, like having separate design for messages from Management, HR or other people involved in the employee notification process
- Employing a color-coded system to indicate the message nature in its appearance

DeskAlerts skins are implemented by the DeskAlerts in-house design/development team and stored in order to be included in any software updates requested by the customer.

DeskAlerts Skin Service levels

By default, any purchased package includes the branding of message skins with the customer's logo – so you can ask us to remove the DeskAlerts logo from the pop-up messages and replace it with yours.

However, if you purchased the product branding service, you gain access to more advanced set of customizations – like creating several skins, changing the look and feel of publisher (content sender) user interface, styling scrolling ticket tapes etc. Please consult with Customer care manager to find out what level of branding is available to you.

Skin mockups requirements

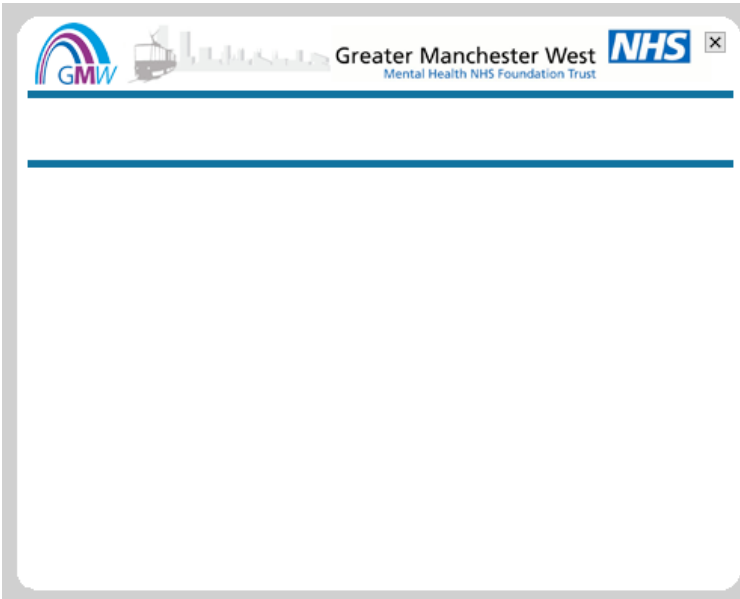
When requesting a skin service, you are likely to be asked for a mockup. The mockup is a simplified design of how you expect your messages to look like. You can doodle it on a napkin, but usually we expect a **.PNG or .PSD file** presenting the desired alert message appearance - maybe even with some placeholder content, preferably the size of a real alert – **500x400px by default**.


From your mockup, it should be clear:

- Where the **message title** (the subject) should be placed;
- Where the **message body** (its content with images, tables and everything else) goes;
- How user interacts with it, i.e. where the **control buttons** (“X” to close the message, “Postpone” to remind you later) are placed if the user is presented with these choices
- Where the **message creation date** should be placed (we can hide it if your use cases aren't involving tracking the message time)

If you have any additional requirements, like using certain corporate colors or imagery, using custom fonts and/or setting up default font sizes – be sure to let us know. If you have a brandbook – make sure you send us a copy so we won't break any branding rules.

Next three pages contains some simple skin mockups submitted by our other customers:





Sample Alert

Creation Date:
Wednesday, July 15, 2016 11:23:55 AM


Creating Alerts

Record video message

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Selecting Skin

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Coffee Break ...

Creation date:
Friday, July 22, 2016 6:05:01 PM


IFR Common room, 10:30 – 11:00h

- Director's Update
- **Paolo Biancheri:**
Proteolytic degradation of anti-tumour necrosis factor (TNF) agents and other biologic agents: correlation with response to treatment in inflammatory bowel disease (IBD).
- **Norihito Kawasaki:**
Dectin-2 recognises mannosylated O-antigens of human opportunistic pathogens and augments lipopolysaccharide activation of myeloid cells.
- IFR News

It is hoped that everyone will attend these sessions.

[More](#)

INLAND VALLEY MEDICAL CENTER
Rancho Springs Medical Center



Sample Alert

Creation Date:
Wednesday, July 15, 2016 11:23:55 AM

Creating Alerts

Record video message

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Selecting Skin

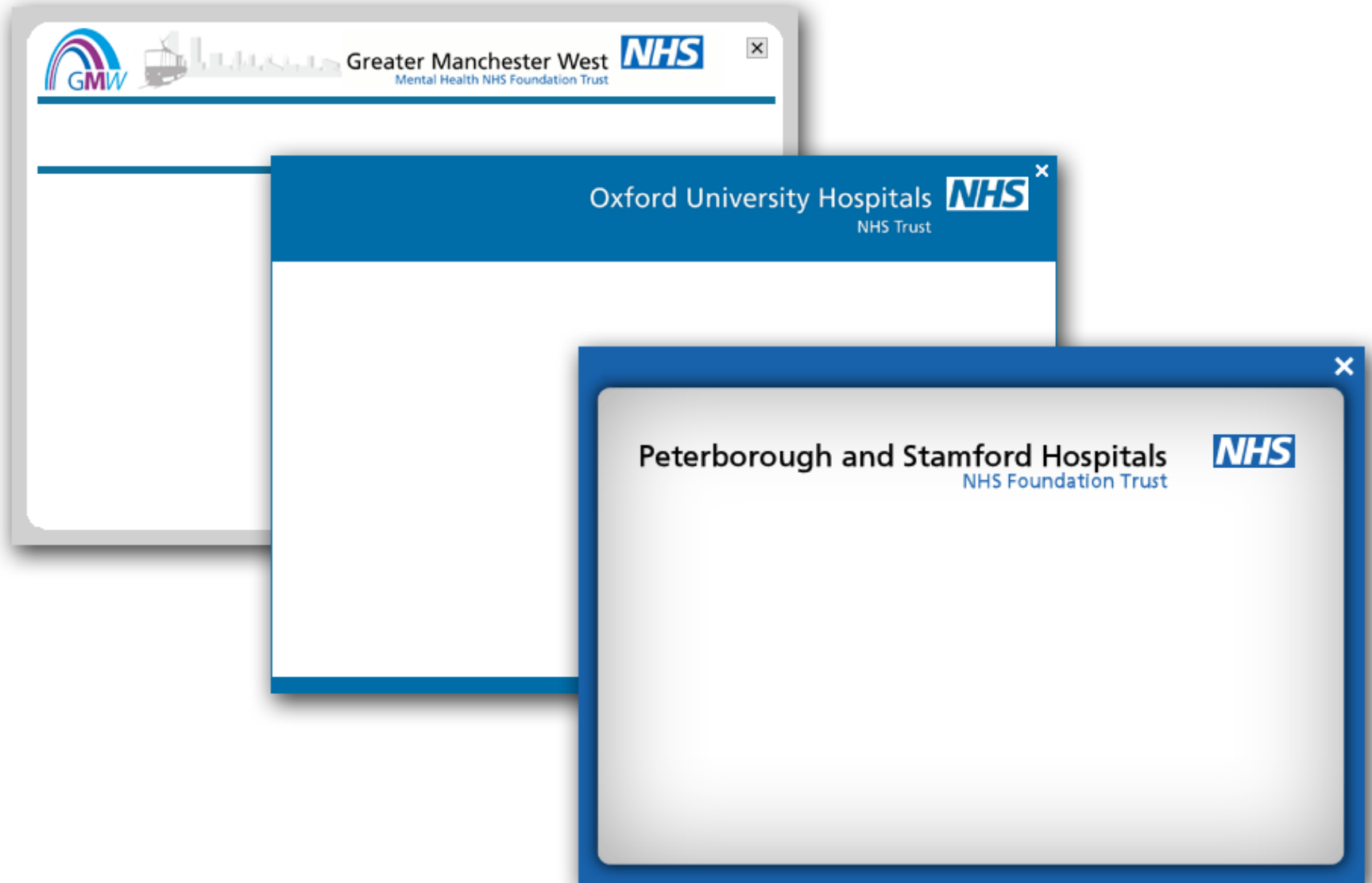
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Expertise Applied | Answers Delivered



Questions? +1 773-628-0628 or helpdesk@littelfuse.com



Skin mockups – advanced tips

Every skin is designed in a way the messages using it will be resizable and will match any user's screen resolution if sent as fullscreen notifications. This is achieved by embedding some easily repeatable patterns in the borders of the skin which allow to stretch it in any direction without losing the quality. The image below demonstrates the anatomy of a skin – which parts of it stay fixed size, and which ones are used for the stretching effect.

The areas tinted in **red** are the skin's **header and footer** – these stay fixed in height, but can stretch horizontally. They are often used to display some static information – in this case, the company's logo and the helpdesk contacts. The informative elements always stay the same in size and are aligned to the left/center/right inside their section.

The areas tinted in **blue** are the skin's **side borders** – these stay fixed in width, but can stretch vertically.



Some DO-s and DON'T-s

To summarize, the good message skin is simple and informative enough not to drag attention from the message content, while being resizable to potentially fit any content and screen resolution.

DO use the corporate logo to support the company's brand

DON'T use large images or photos that scale poorly as a background – you might end up with a template that is not resizable

DO use the corporate colors to build trust and make the notifications fit right into the corporate environment

DON'T use the distinctive bright or irritating colors unless you really need it (if you're creating a template for fire notifications – it makes sense to use plain **RED** color, in other cases it's a bit too hard on end user's eyes)

DO use repetitive patterns or plain color on the template borders to easily scale it.

DON'T use gradient patterns or non-repetitive images on the template borders – making these scalable is usually impossible.

DO place some static information in the message template when that makes sense provide the department name, or helpdesk contents if that suits the use case you plan to implement with the help of that skin template.

DON'T put the information that frequently changes in the skin design. These are usually being composed once and are being altered only in case of company re-branding. Any dynamic information usually goes to messages content.