

Creating your Final Kiosk Design

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First Things Firsts

What application to use?

Different graphic design applications can be used to create your final kiosk design. The key element is to select an application that will create high quality images as the end result, respecting the specifications described in this guide.

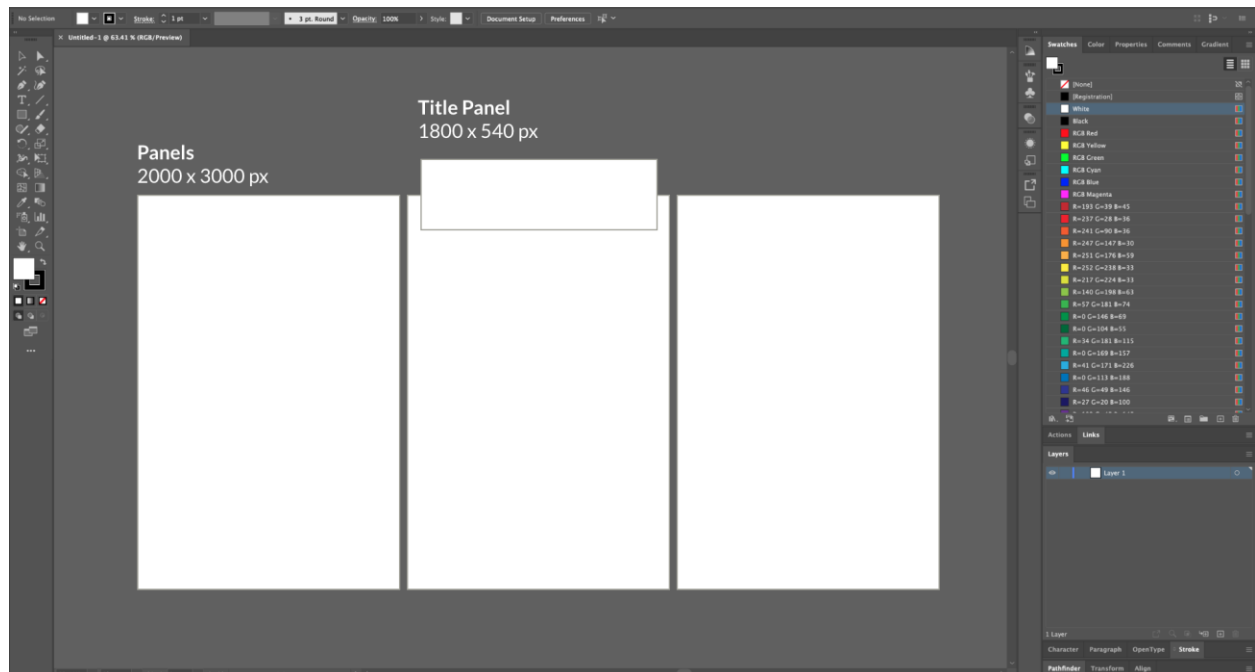
Good options include: Adobe Illustrator, Adobe Photoshop, Adobe XD, Sketch, Figma, Canva, etc.

How to layout your canvas?

Panels

A typical kiosk is composed of 3 panels and a title panel. Depending on the application you use, the layout could vary, but the end result will need to allow you to produce all panels as high resolution images.

A general suggestion is to layout 4 canvases in the following configuration: 3 content panels and 1 title panel.



Respecting the specific panel sizes is very important for the final design files.

Panel specifications:

- Kiosk panel dimensions: 2,000 px (width) X 3,000 px (height)
- Title panel dimensions: 1,800 px (width) X 540 px (height)

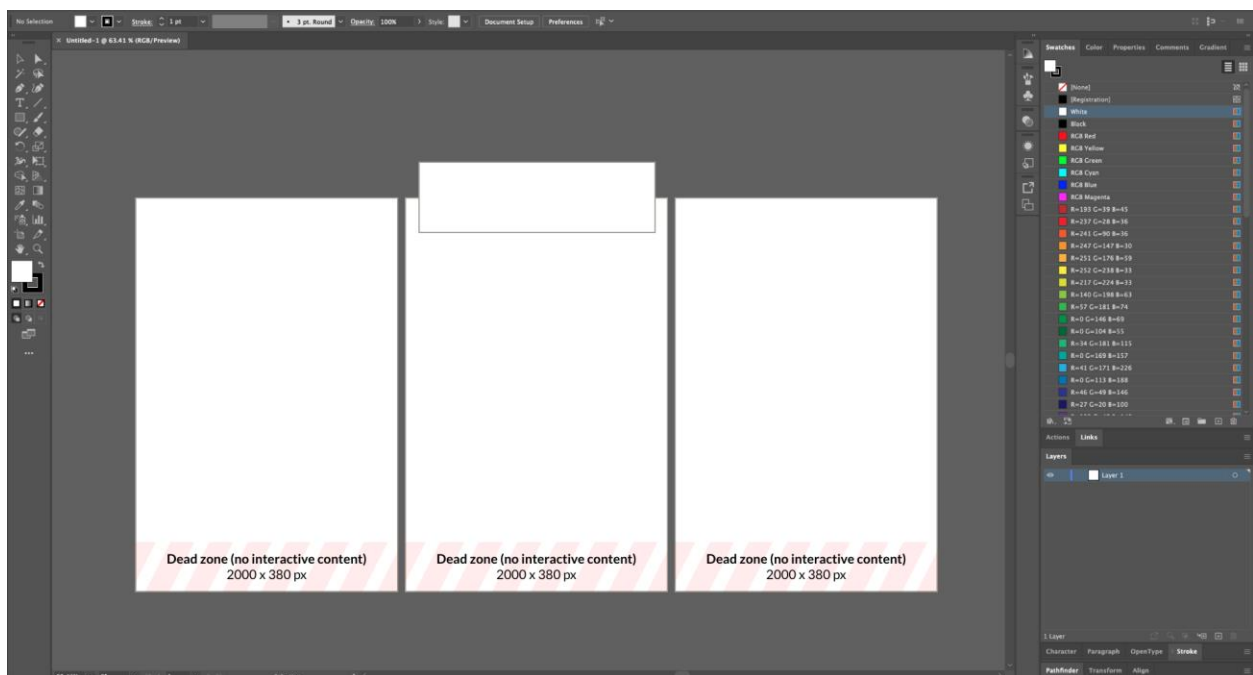
Note: by default, only 1 title panel is included in the kiosk. It is, however, possible to include a title panel on each kiosk panel.

Dead zone

The Dead zone appears at the bottom of each kiosk panel. This space is reserved for the description card that appears when hovering over the kiosk hotspots. No interactive elements (i.e. hotspots) can be placed in the dead zone, only decorative design elements are allowed.

Dead zone specifications:

- Dimensions: 2,000 px (width) X 380 px (height)



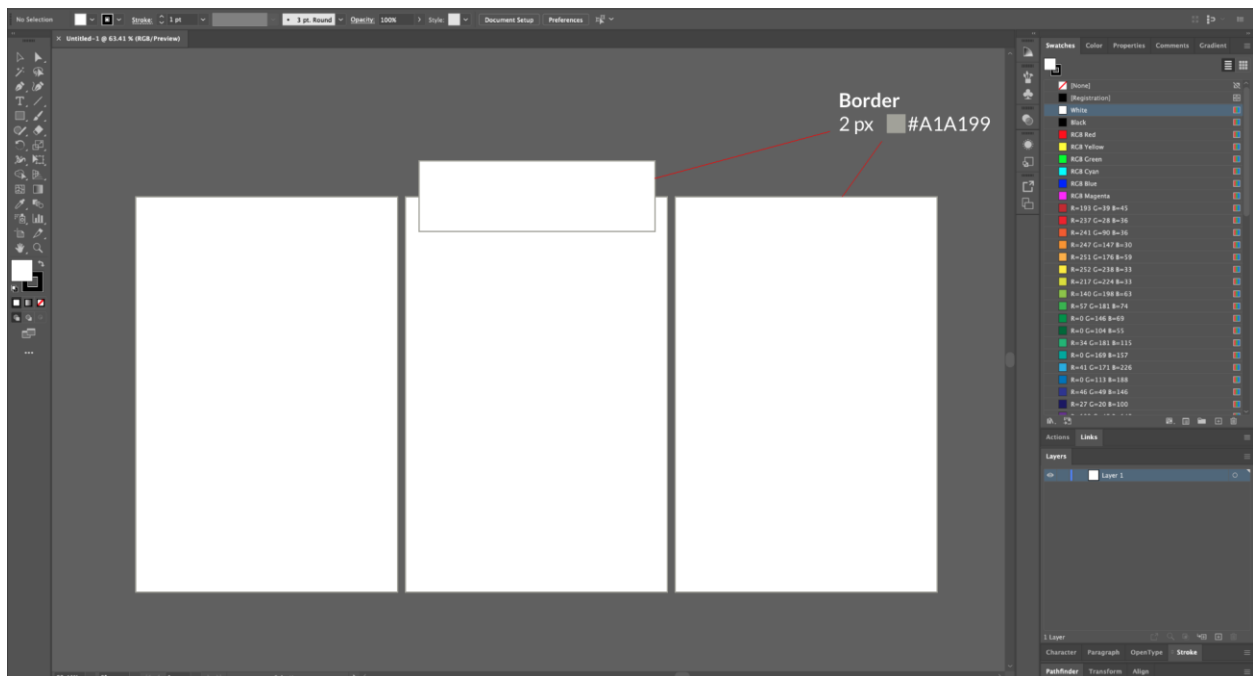
Panel border

In the canvas, each panel must have a border, which is required for the 3D Kiosk player.

Panel border specifications:

- Dimensions: 2 px wide
- Color: #A1A199

Note: When creating your design, make sure that the border on each panel is on top of everything else in the layers stack.

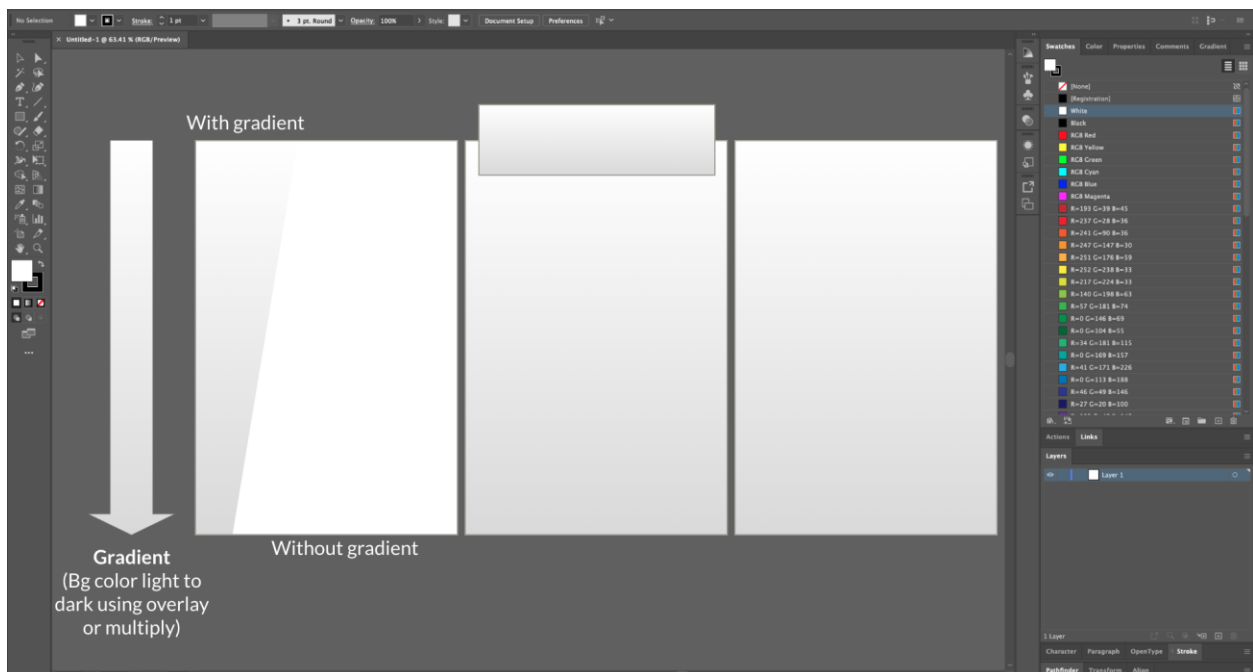


Gradient

An important, yet subtle element to the kiosk design is the gradient. Gradient helps to complete the illusion of a 3D kiosk when viewing the live kiosk in 3D mode.

Gradient specifications:

- Color: white to gray, with overlay or multiply layer blending option.
Note: In some cases the gray can be replaced with the dominant background color.



Kiosk Specifications Summary

Panels:

- 3 Kiosk panels of 2,000 pixels wide by 3,000 pixels high
- 1 Title Panel of 1,800 pixels wide by 540 pixels high

Note: by default, only 1 title panel is included in the kiosk. It is, however, possible to include a title panel on each kiosk panel.

Dead zone (bottom part of each panel):_

2,000 pixels wide by 380 pixels high.

Border:

- 2 pixels wide
- Color: #A1A199

Fonts:

- Font family: Easy to read (e.g., Helvetica, Arial)
- Size: Min of 70 pts size for text and average 100 pts ~ 150 pts for titles is recommended.

Colours / Accessibility: The text color contrast must pass at WCAG AA, at minimum.

Color contrast checker: WebAIM.org (<https://webaim.org/resources/contrastchecker/>)

Images

- Use high resolution images only, with appropriate copyrights.
- Stock image website example: Adobe Stock

Key Design Principles

When creating a kiosk design there are key **design principles** to follow to ensure a balanced and consistent overall composition.

Consistency

Consistency in the design will enhance the overall user experience. Your design should guide the user through the kiosks, from start to finish, as if it was a book with chapters.

To help create consistency in your design, think about design patterns to establish a mood or tone in your design. Incorporate the use of your department's or program's **brand or visual identity** (if applicable). Be sure to follow the organization's guidelines and work with your Communications team to validate the final design. .

Colour and font

As a general rule, avoid using more than two (2) font types in the entire design. When applying colours, select one primary colour and a secondary color (following the brand guidelines, where applicable). Based on those, use different tones playing with transparency and contrast.



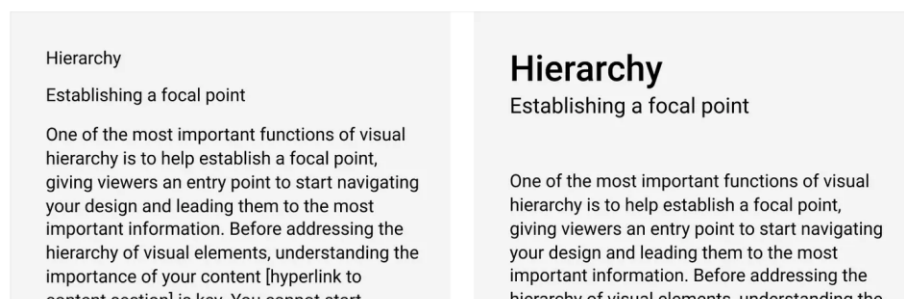
Hierarchy

What is Hierarchy? The organization of elements in a way that suggests importance.

The arrangement of elements will influence the way people will interact with the design and consume the content.

Start by establishing a focal point.. This will provide viewers with an entry point to start navigating your design, leading them to the most important information.

You can create hierarchy through the use of **contrast** and **proximity**. As shown in the example below, using bold text and font size to create contrast, and adding space between elements will help establish the hierarchy, making it easier for the viewer to understand where to start reading.



Alignment and Balance

Proper alignment and balance are keys to creating a cohesive, readable, and visually interesting design.

Alignment

Take into careful consideration how the various elements on your kiosk are placed in relation to each other. This will help make your design look organized and have a structure that is easy for people to follow.

When aligning the elements, think about the frames, margins and guidelines, as well as the measurements of the elements (i.e. logo, headline, text and images).

Balance

Create a balanced design by carefully distributing the elements evenly across the kiosk and within the kiosk panels.

Symmetry is key when it comes to creating a balanced design. A balanced composition is easy on the eyes and this attention to details will make a big impact on the overall design. The layout should be similar on each side of the kiosk to imply order and balance.



Step by Step Guide to Designing Your Kiosk

1. Transfer your mockup

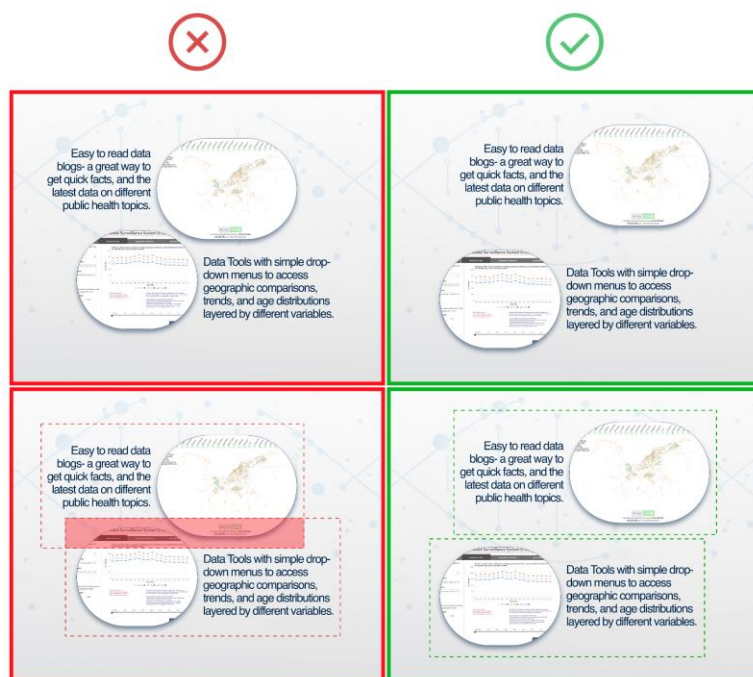
Using your kiosk mockup, place all the elements in your canvas, as laid out in the mockup.

Note: A [blank kiosk canvas](#) is available to use as a template and help get you started.



For this, simply drag and drop all the visual assets and create the required text boxes.

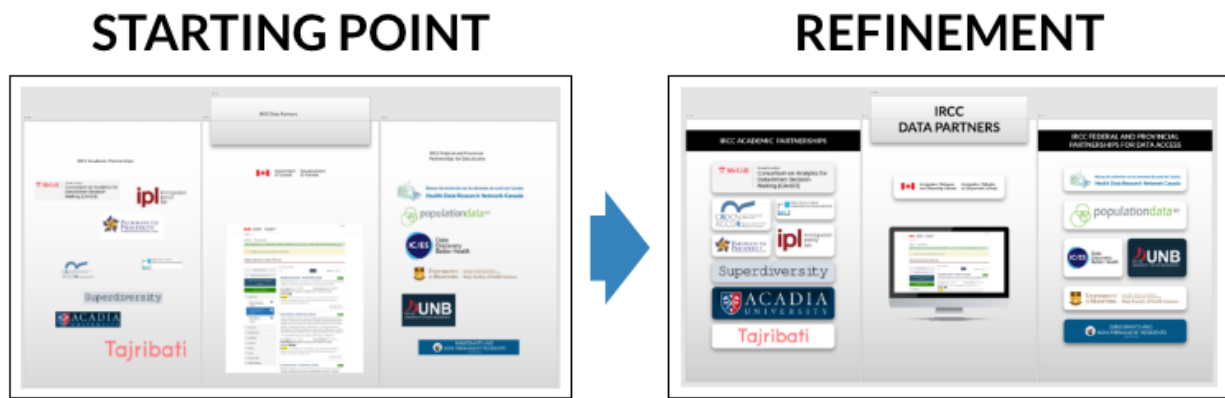
2. Create hotspots and avoid overlap



Identify which elements will be used to create hotspots. Make sure there is enough space between hotspots to avoid rectangular perimeter overlap.

3. Refine the composition

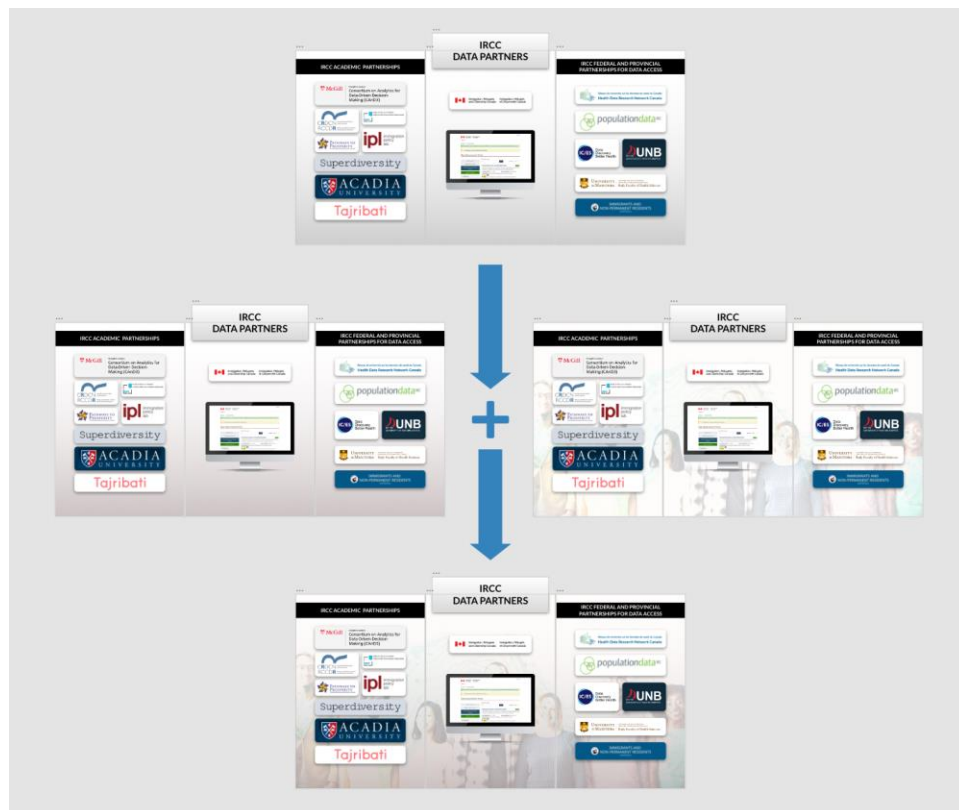
Using grids, proper font sizes and accessible color contrast, creates a balanced, coherent and engaging composition.



Take a look at other kiosks developed as a reference - See [vExpo Kiosk Catalog](#).

4. Add a background

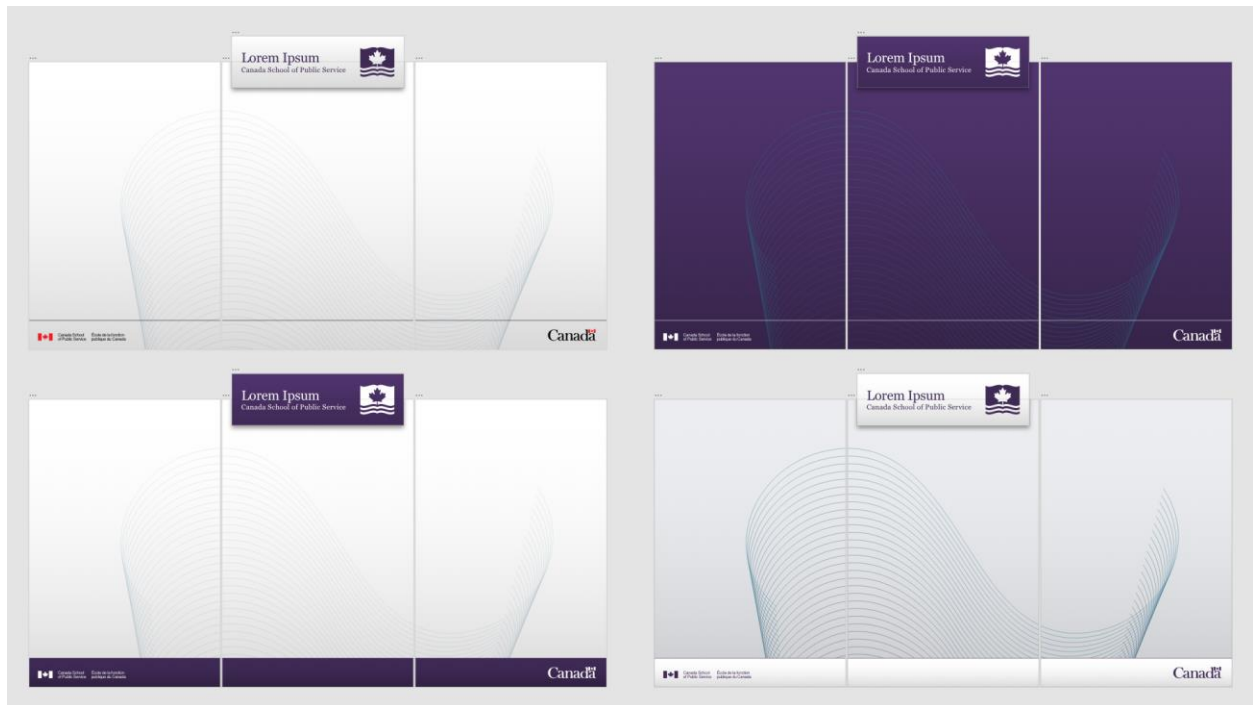
Select a background for your kiosk. You can choose one for the whole kiosk or a different one for each kiosk panel. The background should be subtle and use a gradient to help with the 3D illusion.



5. FIP

If you need to include elements from the federal identity program (FIP), like Canada wordmark and departmental signature, we recommend placing this at the bottom of the kiosk. Because these are not interactive elements (not a hotspot), using the dead zone area works perfectly. It's also aligned with how the FIP elements are applied to web pages and other media visuals.

Here are some examples:



Remember: Always respect the [Federal Identity Program Manual](#) and work with your communications team to validate the final redesign and use of FIP elements and/or departmental visual identity guide.

6. Create your design in both official languages

Every kiosk must be done twice: an English and a French version. Adjusting the text will sometimes represent a challenge because of the different amount of characters. Make sure the hotspots are located in the same position for both the English and French versions of the kiosk as this will facilitate the integration process.

7. Do an internal review

ENGLISH

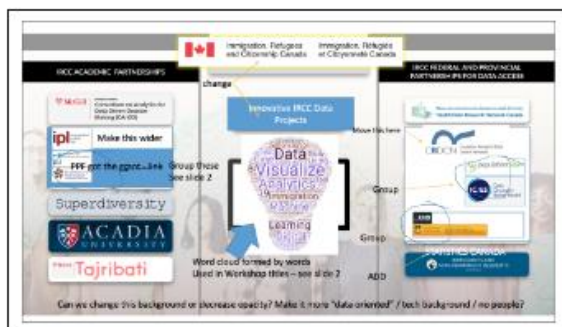


FRENCH



After generating the final version of the kiosk design, share the design with the appropriate members of your management team and your Communications team for internal validation.

CORRECTIONS



FINAL VERSION



Remember: it is always better to catch changes at the design stage rather than once it's in development, or worse, once it's published live! 🤖