

# Design Specs Reference Book

Updated October 22, 2021

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## SIGNAGE

### General frames and toppers

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#### Snap frame specs

Size: 24 x 36 in.

Minimum margin: 2 in.  
Minimum logo: 2.45 in.

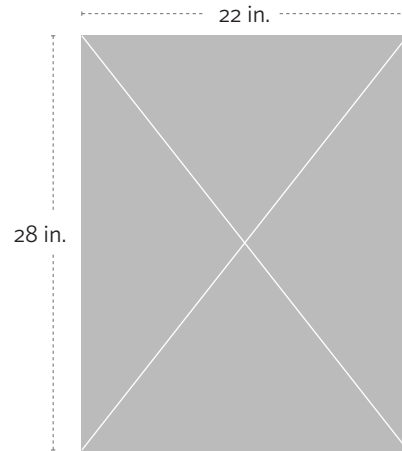


---

#### XL topper specs

Size: 22 x 28 in.

Minimum margin: 2 in.  
Minimum logo: 2.8 in.

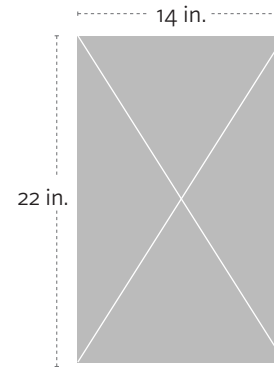


---

#### Most common toppers

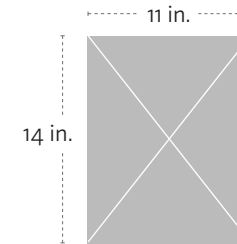
Size: 14 x 22 in.

Minimum margin: 1.5 in.  
Minimum logo: 2.1 in.



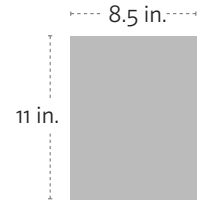
Size: 11 x 14 in.

Minimum margin: 1 in.  
Minimum logo: 1.65 in.



Size: 8.5 x 11 in.

Minimum margin: 1 in.  
Minimum logo: 1.25 in.



## SIGNAGE

### Big Bertha

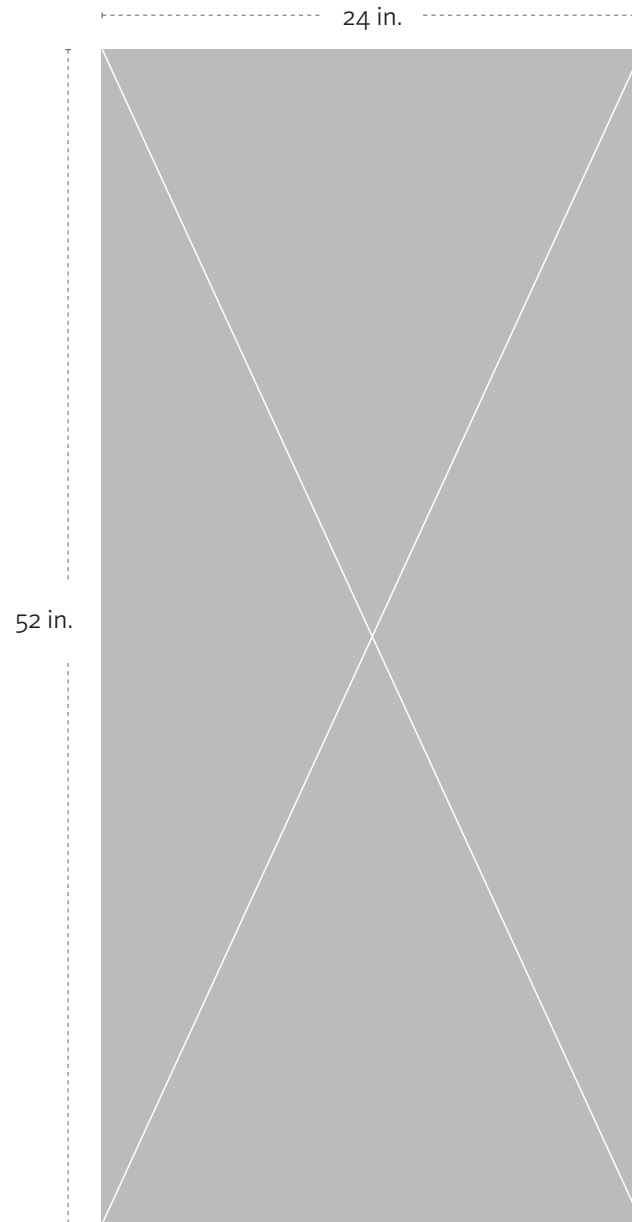
---

#### Big Bertha specs

Size: 24 x 52 in.

Minimum margin: 2 in.

Minimum logo: 3.76 in.



## SIGNAGE

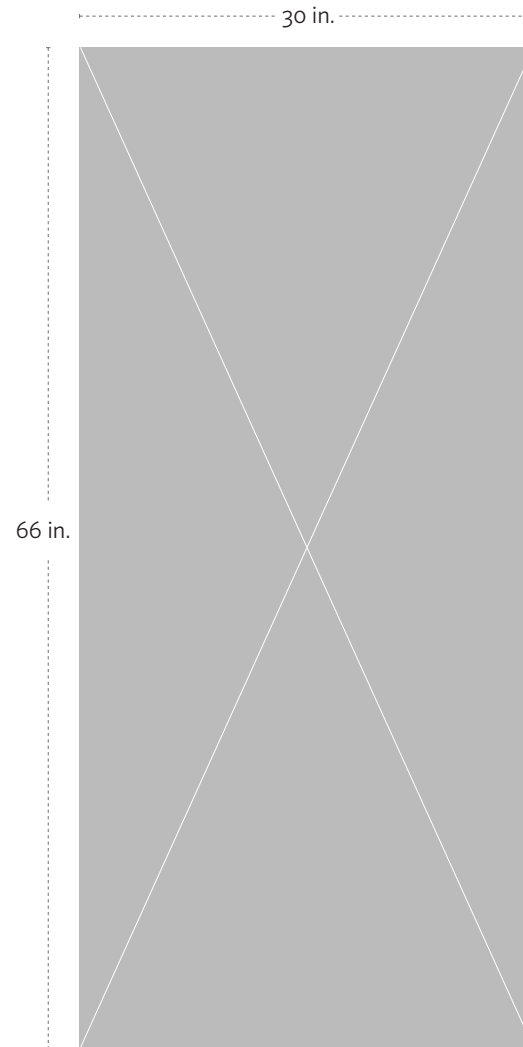
### Construction barriers

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#### Construction barrier specs

Size: 66 x 30 in.

Standard public floor plastic rolling barriers; the “window” in each panel is 66” high and 30” wide



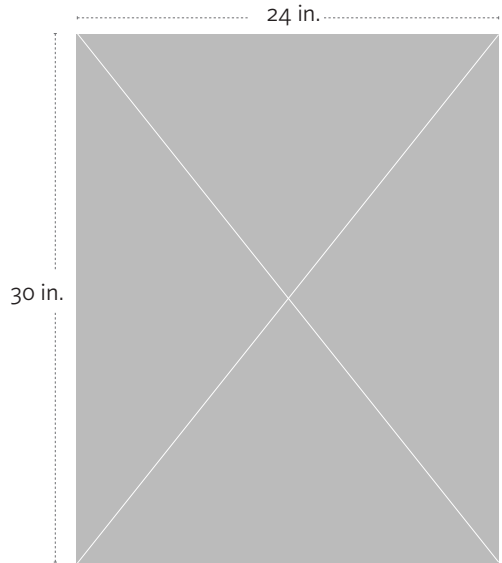
## SIGNAGE

### Specific snap frames

---

#### Carts (Public Programs) large snap frame specs

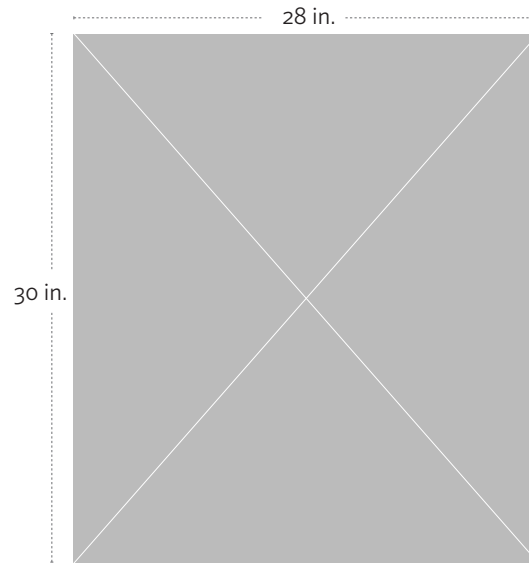
Size: 30 x 24 in.



---

#### Carts (Docents) large snap frame specs

Size: 30 x 28 in.

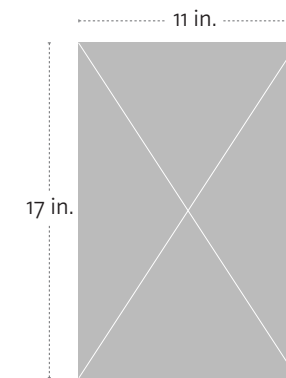


---

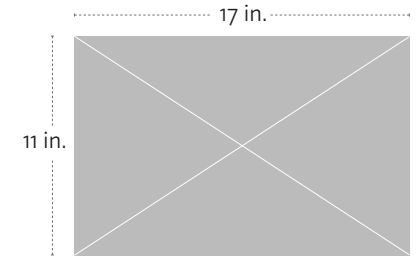
#### Naturalist Center bathroom and elevator snap frame specs

Size: 11 x 17 in.

##### Small vertical



##### Small horizontal



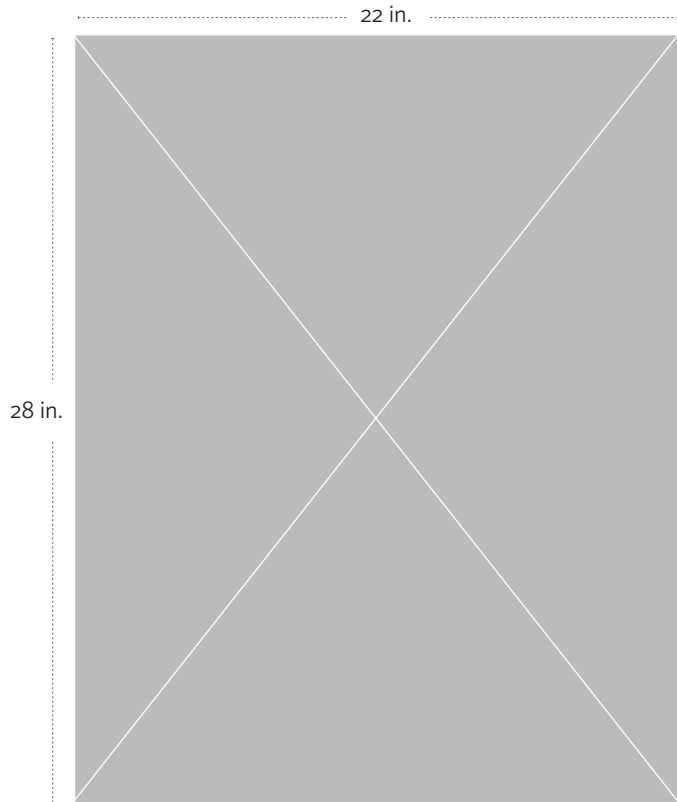
## SIGNAGE

### Specific snap frames

---

#### Cafe large snap frame specs

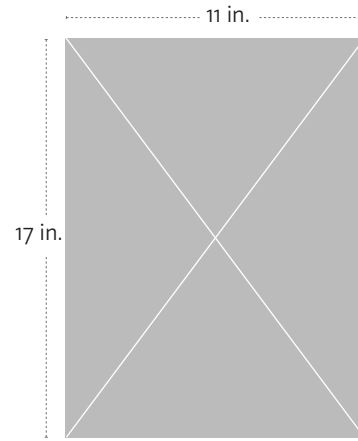
Size: 22 x 28 in.



---

#### Curiosity Grove small snap frame specs

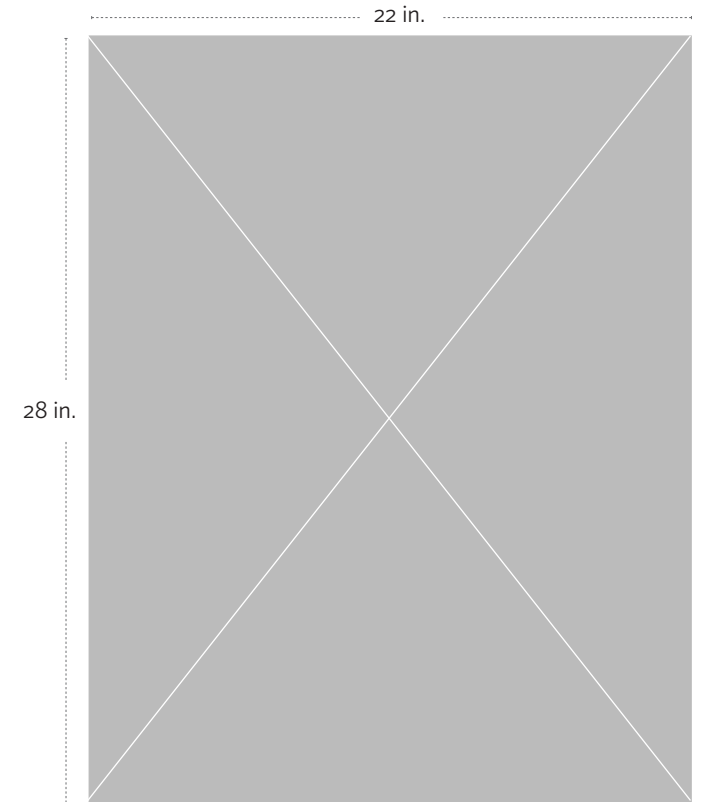
Size: 17 x 22 in.



---

#### Curiosity Grove large snap frame specs

Size: 22 x 28 in.



## PLASMAS

Lobby plasmas

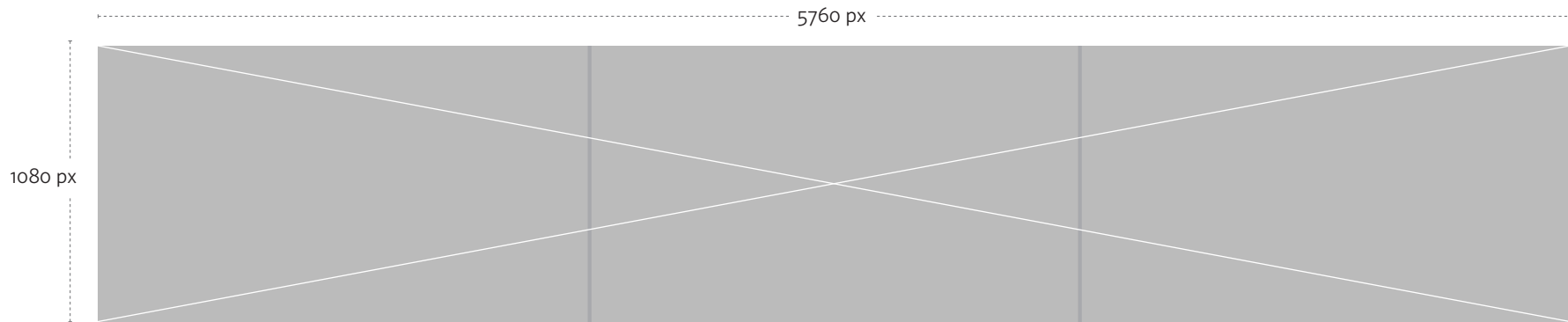
Due to AVEE three days before go-live date.  
Collaborate with Viz Studio for animations to  
solve transcoding challenges.

---

### Static and animated lobby plasmas

Static graphics upload specs: 5760 x 1080 px (one graphic spanning  
all three screens), 72 ppi, single jpeg (each screen 1920 x 1080 px)

Animations upload specs: h.265 (HEVC), .mp4 wrapper, encoded  
at CRF of 18, 5760 x 1080 px @ 30 fps





## PLASMAS

Other plasmas

Due to AVEE three days before go-live date.  
Collaborate with Viz Studio for animations to  
solve transcoding challenges.

---

### Vertical plasmas

Upload size: 1080 x 1920 px  
72 ppi

Accepted file types: jpeg

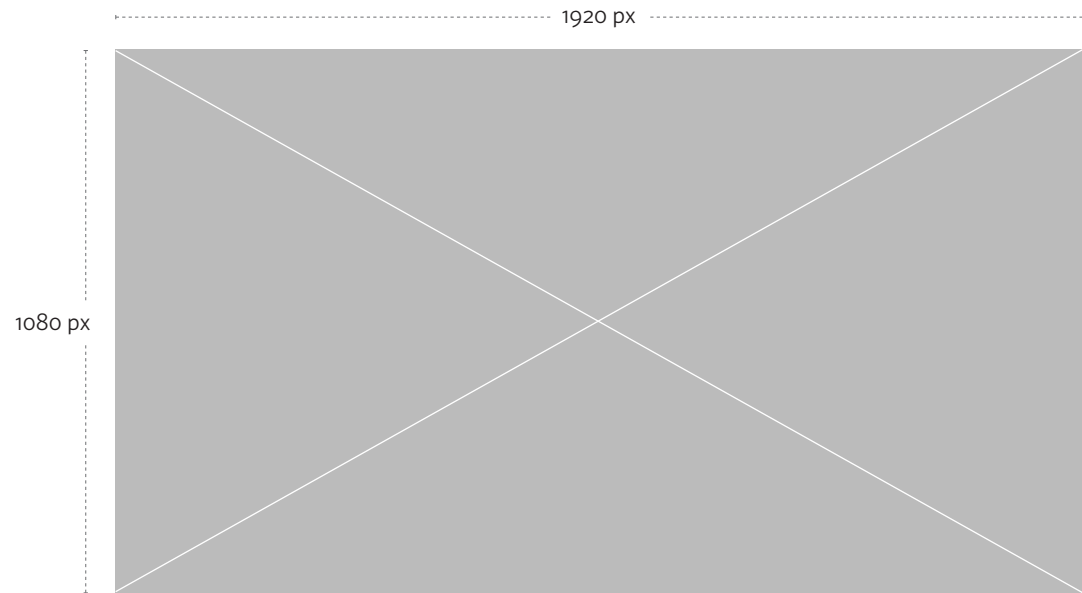


---

### Horizontal plasmas

Upload size: 1920 x 1080 px  
72 ppi

Accepted file types: jpeg



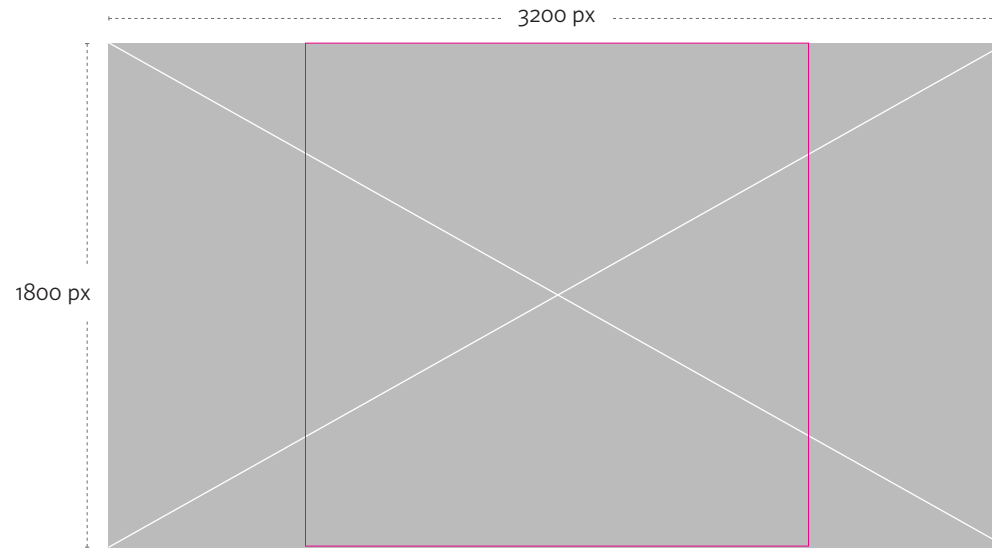
## DIGITAL IMAGES

### Universal

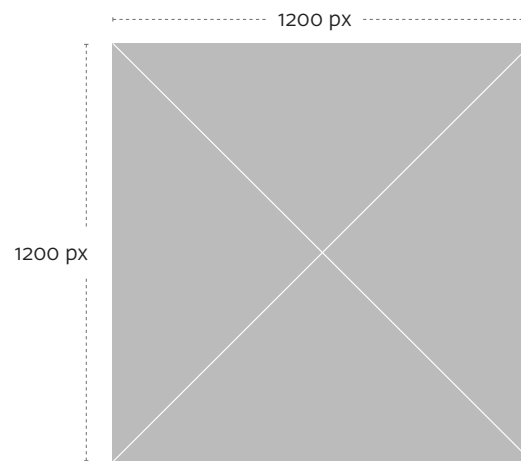
---

#### Universal images for website, email, and social

Upload size: 3200 x 1800 px (size down to 650 x any height greater than 300 px for email),  
maximum 5 MB



Notice how the image will  
auto-crop to the center square



Provide a square crop (minimum 1200  
x 1200 px) if the auto-centered square  
isn't suitable.

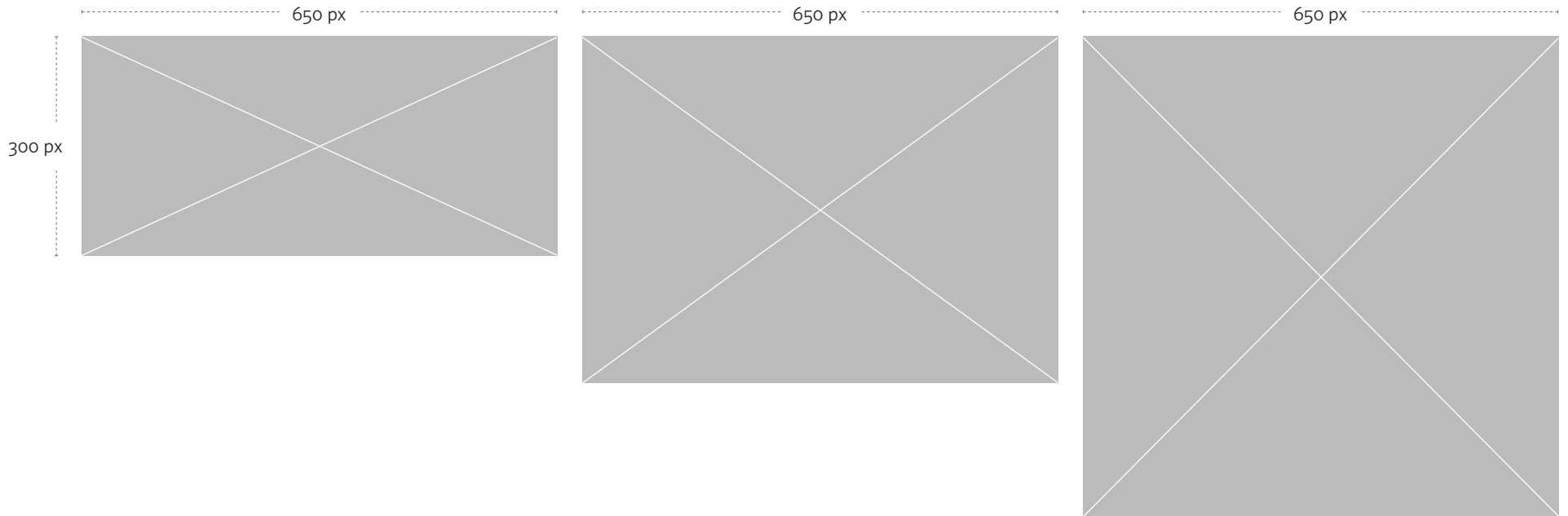
## DIGITAL IMAGES

Emails (Membership and more)

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### Email hero image specs

Upload size: 650 x any height greater than 300 px (recommended maximum height of 500 px)



## DIGITAL IMAGES

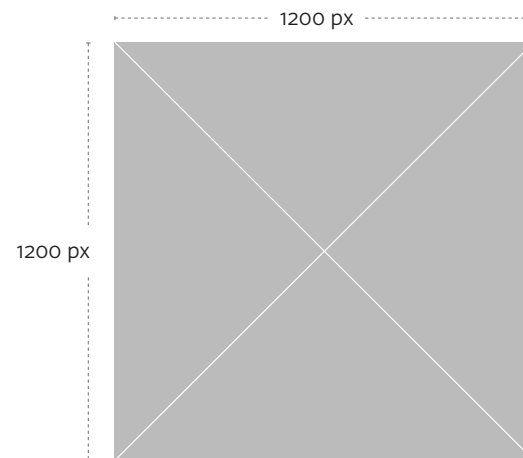
### Facebook

---

#### Facebook post images

Minimum upload size: 1200 x 1200 px

Do not allow text to take up more than 20% of the total area



## DIGITAL IMAGES

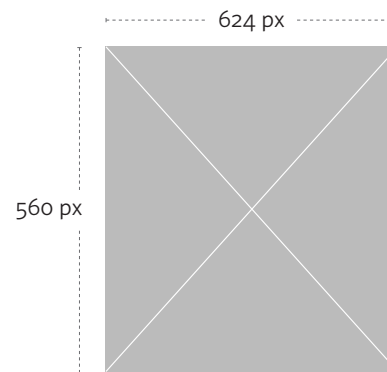
### Lightbox

#### Standard lightbox images

Upload sizes: 860 x 1200 px (desktop) and 560 x 624 px (mobile)



Logo is in upper left corner



Mobile-sized asset  
Logo is in upper right corner

Note: These modules should simply be photographs. They will sit next to a module of a solid background, text, and CTA button, as shown in the examples below.



## WEB PAGES

### Homepage tiles

#### Homepage tile specs

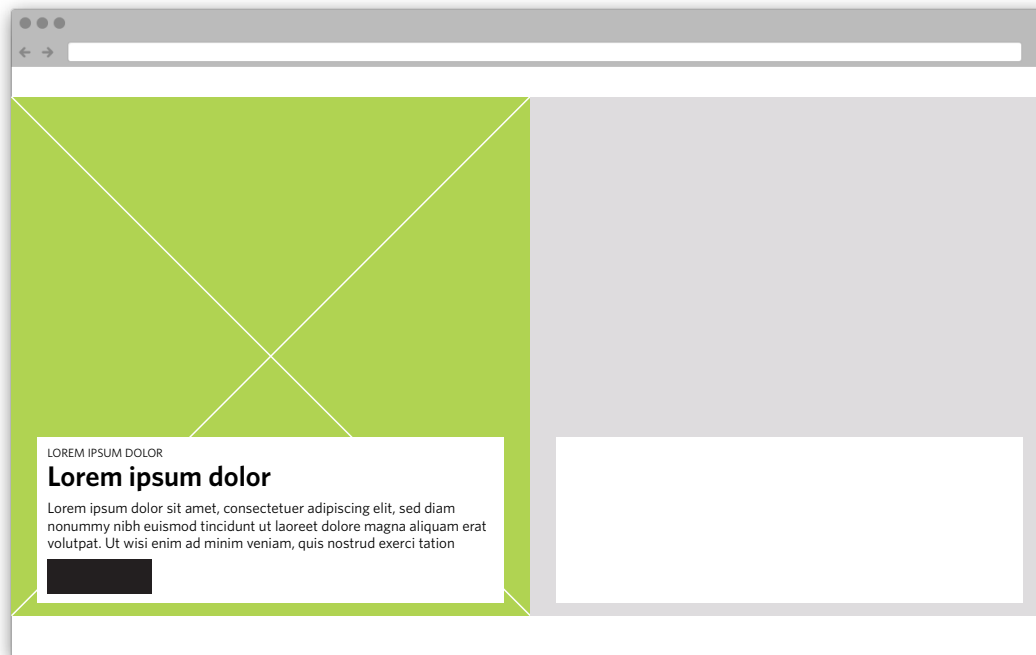
Recommended upload size: 1920 x 1080 px  
Images must be larger than 828 x 828 px (less than 10 MB)  
Note that the lower 1/3 of image is obscured by text box.

Accepted file types: jpg (preferred), jpeg (preferred), png

#### Crops

No crops. Displays as uploaded.

Optional smartphone upload field.



## WEB PAGES

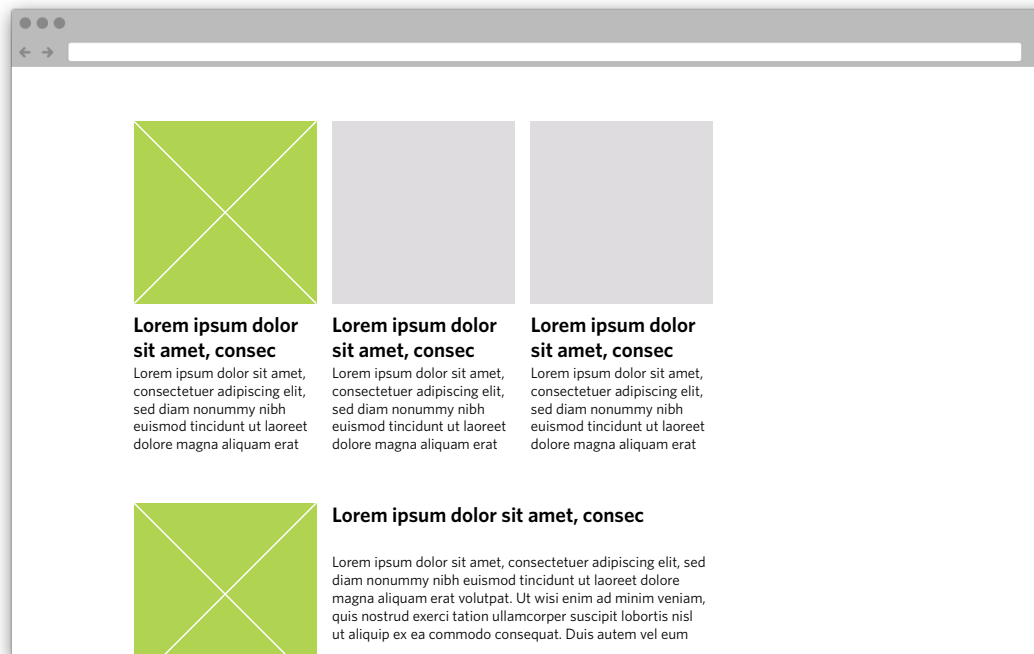
### Small thumbnails

#### Small thumbnail specs

Recommended upload size: 1920 x 1080 px  
Images must be larger than 900 x 900 px (less than 5 MB)

Accepted file types: png, gif, jpg, jpeg

**Crops**  
Square: 900 x 900 px



## WEB PAGES

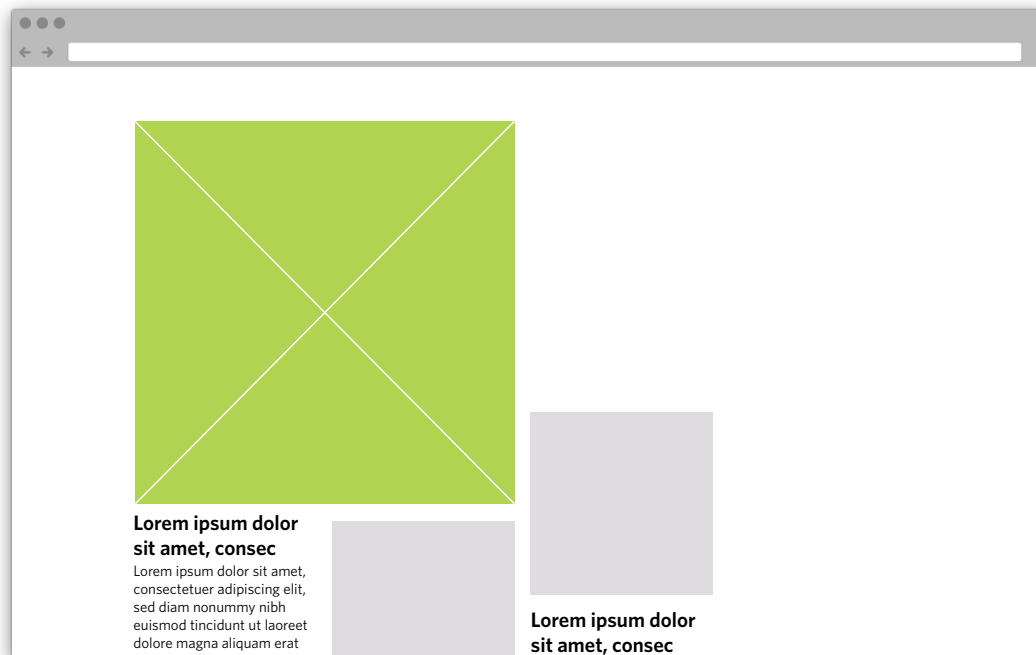
### Large thumbnails

#### Large thumbnail specs (some landing page templates)

Recommended upload size: 1920 x 1080 px  
Images must be larger than 900 x 900 px (less than 10 MB)

Accepted file types: png, gif, jpg, jpeg

**Crops**  
Square: 900 x 900 px





## WEB PAGES

### Rectangular tiles

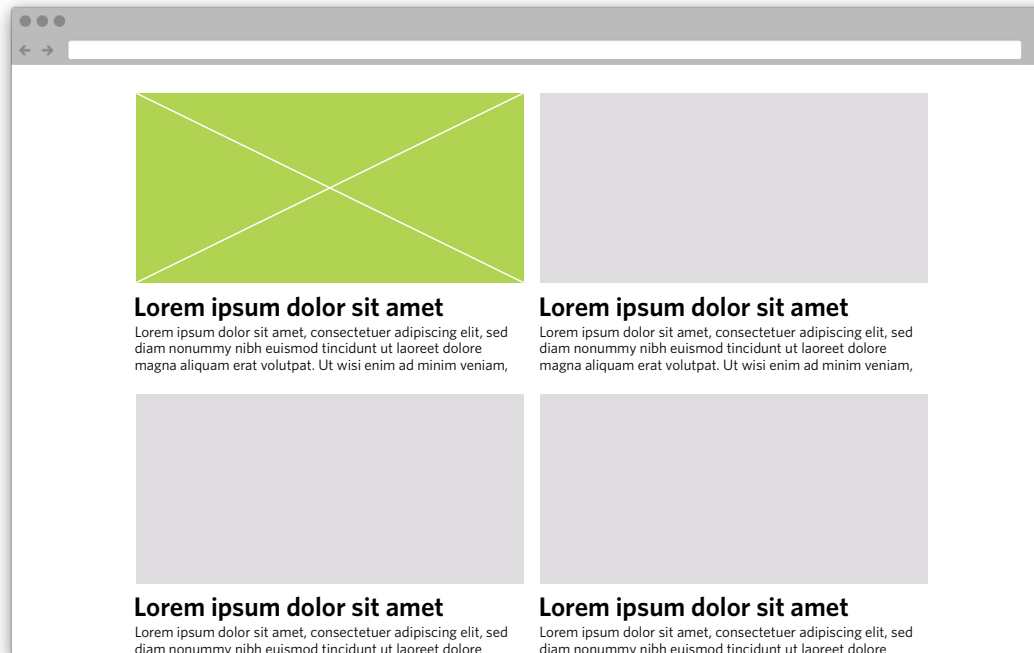
#### Rectangular tile specs (hub template only)

Recommended upload size: 1400 x 900 px  
Images must be larger than 960 x 540 px (less than 10 MB)  
Note: This template crops top and bottom slightly.

Accepted file types: png, gif, jpg, jpeg

#### Crops

Square: 900 x 900 px  
Rectangle: 1200 x 900 px  
Not required to select a 900 x 900 crop. Square crops don't need to be saved as separate assets



## WEB PAGES

### Single-image hero

#### Single-image hero specs

Recommended upload size: 1920 x 1080 px  
Images must be larger than 1200 x 900 px (less than 10 MB)

Accepted file types: png, gif, jpg, jpeg

#### Crops

Square: 900 x 900 px  
Rectangle: 960 x 540 px



## WEB PAGES

### Slideshow hero

#### Slideshow hero specs

Upload size: 1920 x 1080 px

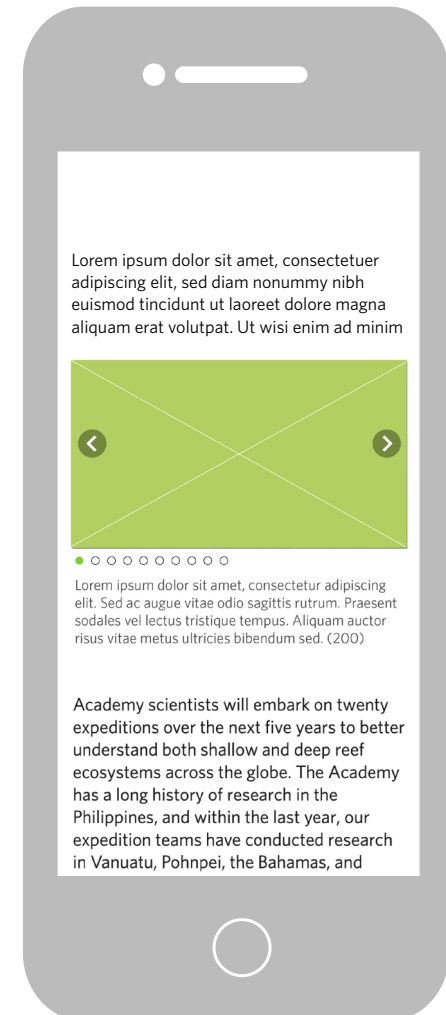
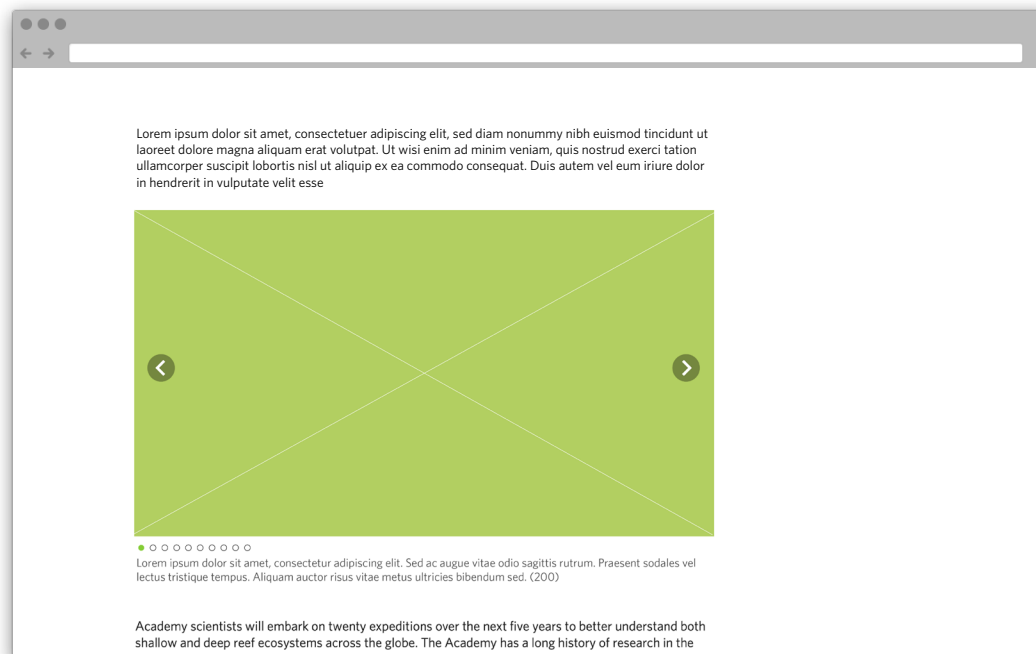
Images must be larger than 1200 x 900 px (less than 10 MB)

Accepted file types: png, gif, jpg, jpeg

#### Crops

Square: 900 x 900 px

Rectangle: 960 x 540 px



## WEB PAGES

### Slideshow hero large

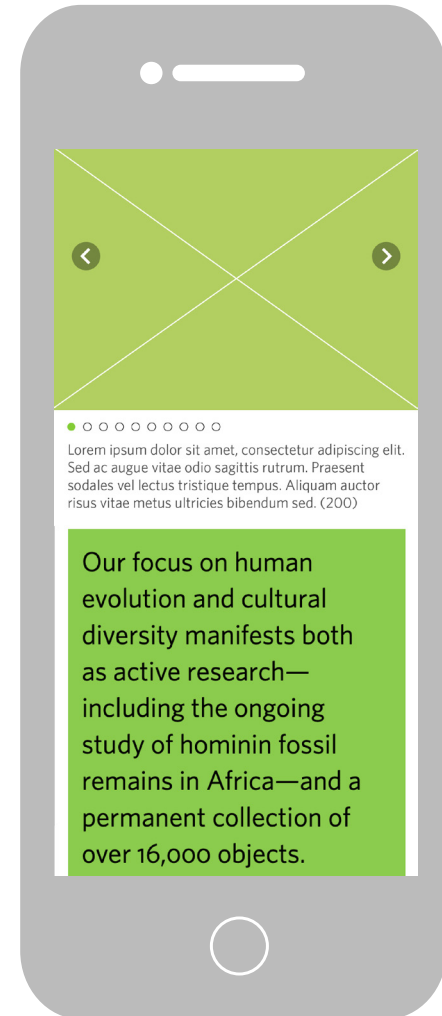
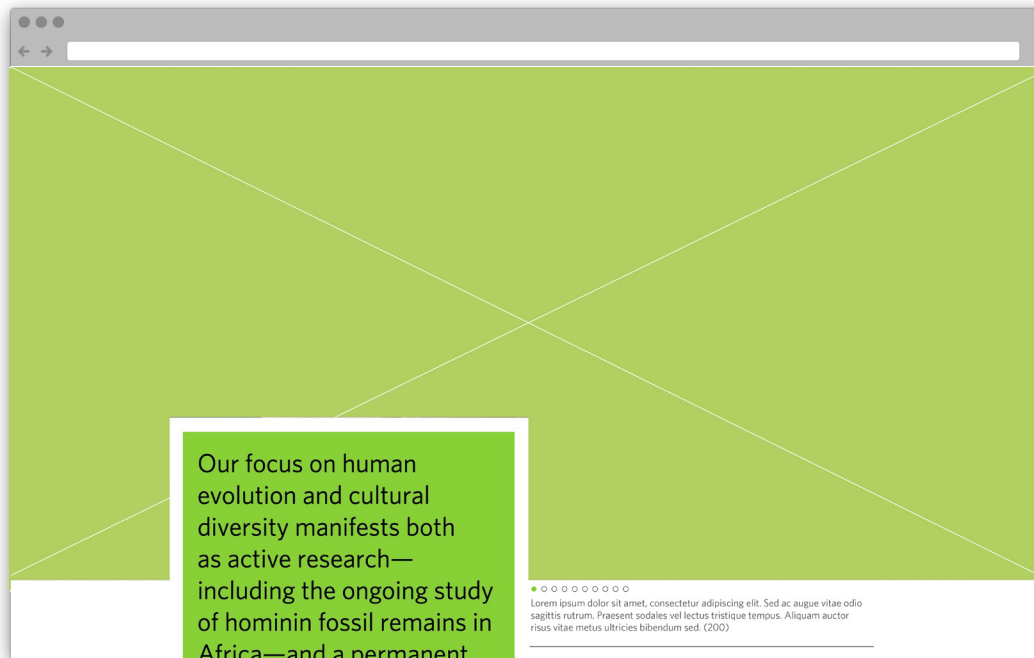
#### Slideshow hero large specs

Recommended upload size: 1920 x 970 px  
Images must be larger than 1400 x 900 px (less than 6 MB)

Accepted file types: png, gif, jpg, jpeg

#### Crops

Square: 900 x 900 px  
Rectangle: 1920 x 970 px



## WEB PAGES

Page hero large in hub page

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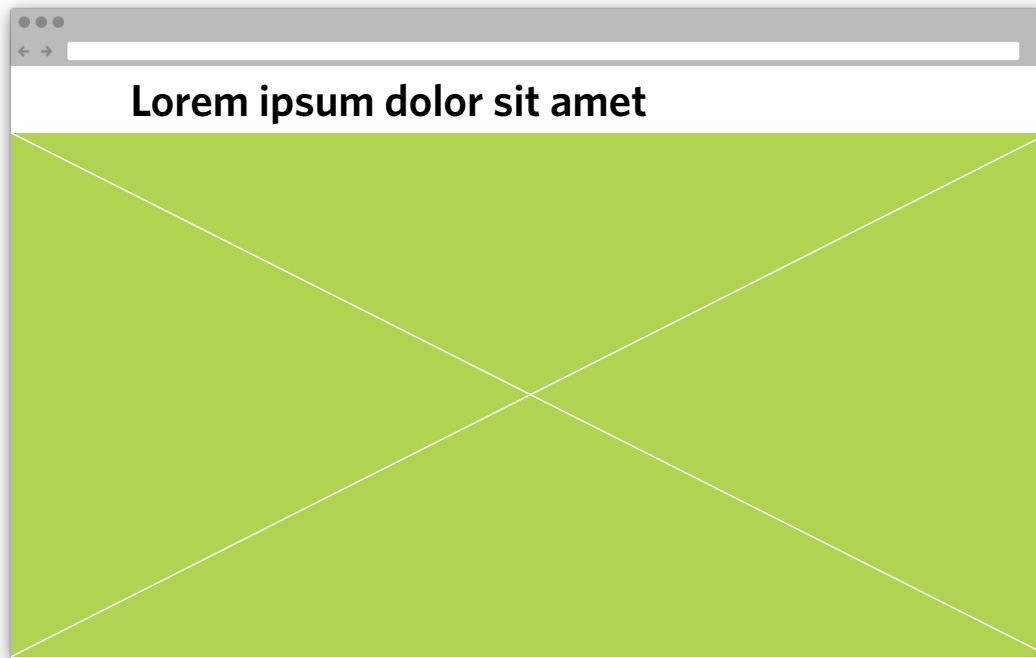
### Page hero large in hub page template specs

Recommended upload size: 1920 x 970 px  
Images must be larger than 1400 x 900 px (less than 6 MB)

Accepted file types: png, gif, jpg, jpeg

#### Crops

Square: 900 x 900 px  
Rectangle: 1920 x 970 px



## VIDEO

### Titles

Refer to the full Brand Guidebook for details on usage.

#### Title slides for 1920 x 1080 frames

##### Inner margin

96 px

##### Title

Whitney Semibold

Size: 140 px

Leading: 142 px

Color: Academy Green, Sky (only for Planetarium videos), and Light Gray (for interview topics)

##### Subtitle

Whitney Medium

Size: 70 px

Leading: 74 px

Color: White

##### Our name

Whitney Medium, small caps

Size: 52 px

Leading: 52 px

Tracking: +50

Color: Light Gray

##### Eyebrow

Specs same as "Our name"

Color: Light Gray and white



##### Top margin

216 px

##### Circle mask

Diameter: 1324 px

Center horizontally in frame

Position widest part 1036 px from left edge

##### Space between Title and Subtitle

84 px

##### Bottom margin

108 px



Text begins 216 px from the top

Space between Eyebrow and Title: 84 px

## VIDEO

### Outros

Refer to the full Brand Guidebook for details on usage.

#### Logo and copyright for 1920 x 1080 px frame

##### Top margin

300 px

##### Logo

Horizontal logo in Academy Green

Size: 768 x 302 px (0.4x the frame width)

Alignment: Centered horizontally

##### Background color

Black

##### Space after logo

300 px

##### Copyright

Whitney Book

Size: 44 px

Color: Academy Green

Alignment: Centered

Oldstyle numerals

##### Bottom margin

142 px



© 2020 California Academy of Sciences



## VIDEO

### Lower thirds

Refer to the full Brand Guidebook for details on usage.

#### Lower thirds for 1920 x 1080 px frame

##### Name

Whitney Semibold  
Size: 51 px  
Color: White

##### Details

Whitney Medium  
Size: 43 px  
Color: Academy Green

##### Bars

Black, 100% opacity. If video area is black, the bars should be colored #393939  
Top inner margin: 17 px for name bar, 6 px for detail bars  
Bottom inner margin: 18 px for name bar, 21 px for detail bars  
Left inner margin: 19 px  
Right inner margin: 19 px

##### Inner margin

96 px (1/20 the frame width)



Position next to face, when possible

Do not place in bottom 1/3 of frame

#### Animation sequence





## VIDEO

Text

Refer to the full Brand Guidebook for details on usage.

Long text in 1920 x 1080 px frame:

### General Academy videos

#### Inner margin

170 px

All sides except bottom



#### Text

Whitney Medium  
Size: 130 px  
Leading: 150 px  
Color: White  
Alignment: Left  
Oldstyle numerals and curly punctuation

#### Bottom margin

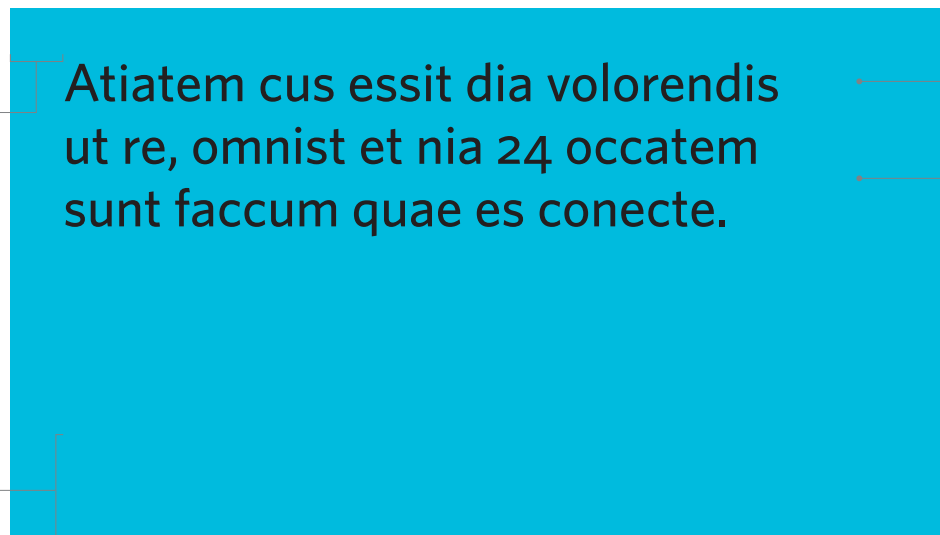
210 px

### Planetarium videos

#### Inner margin

170 px

All sides except bottom



#### Background color

Sky

#### Text

Whitney Medium  
Size: 130 px  
Leading: 150 px  
Color: Black  
Alignment: Left  
Oldstyle numerals and curly punctuation

#### Bottom margin

210 px

## VIDEO

### Interview questions

Refer to the full Brand Guidebook for details on usage.

#### Interview question in 1920 x 1080 px frame:

##### No person

**Inner margin**  
96 px (minimum)



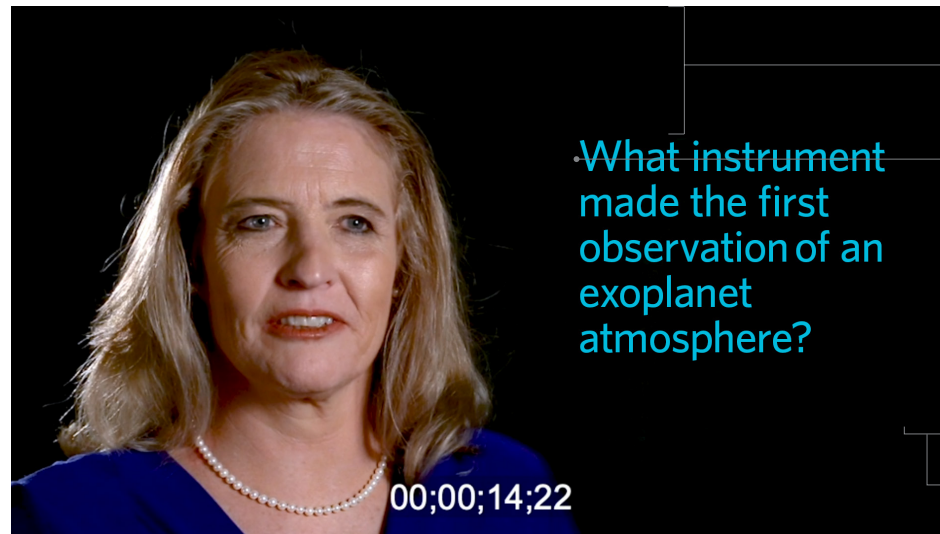
**Top margin**  
325 px

**Interview question**  
Whitney Medium  
Size: 90 px size  
Leading: 92 px leading  
Color: White (or Sky, for Planetarium videos)  
Alignment: Centered

When possible, do not end lines with single words.

##### With person on left

If person is on the right of the frame, position text on the left. The top margin stays the same. The text start point reverses to 1152 px in from right edge. Maintain a 96 px inner margin.



**Top margin**  
270 px

**Text start point**  
1152 px in from left edge

**Inner margin**  
96 px

**VIDEO**

Captioning

Refer to the full Brand Guidebook for details on usage.

---

**Caption specs**



**Caption**

Whitney (or else Corbel)

Color: White

Background: Black

Centered on screen, in bottom third portion

**VIDEO**  
Credits

Refer to the full Brand Guidebook for details on usage.

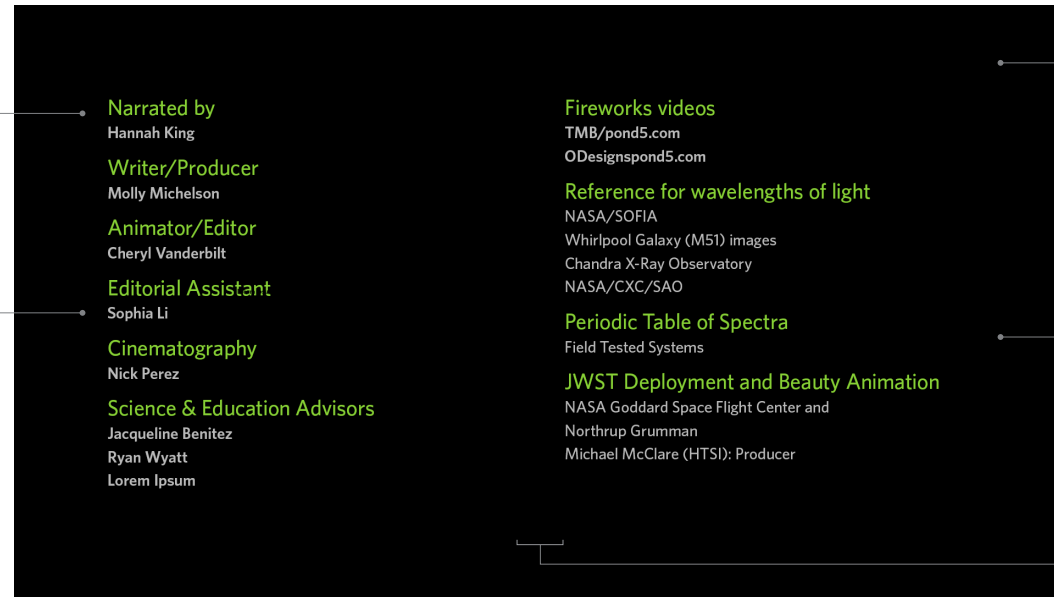
**Two-column credits, no list title**

**Header**

Whitney Medium  
Size: 30 px  
Leading: 50 px  
Color: Academy Green  
Alignment: Left

**Name**

Whitney Semibold  
Size: 22 px  
Leading: 32 px  
Color: Light Gray  
Alignment: Left



**Margin**  
170 px  
All sides

**Background color**  
Black

**Column gutter**  
80 px

**VIDEO**  
Credits

Refer to the full Brand Guidebook for details on usage.

---

**One-column credits, with list title**

**Title**

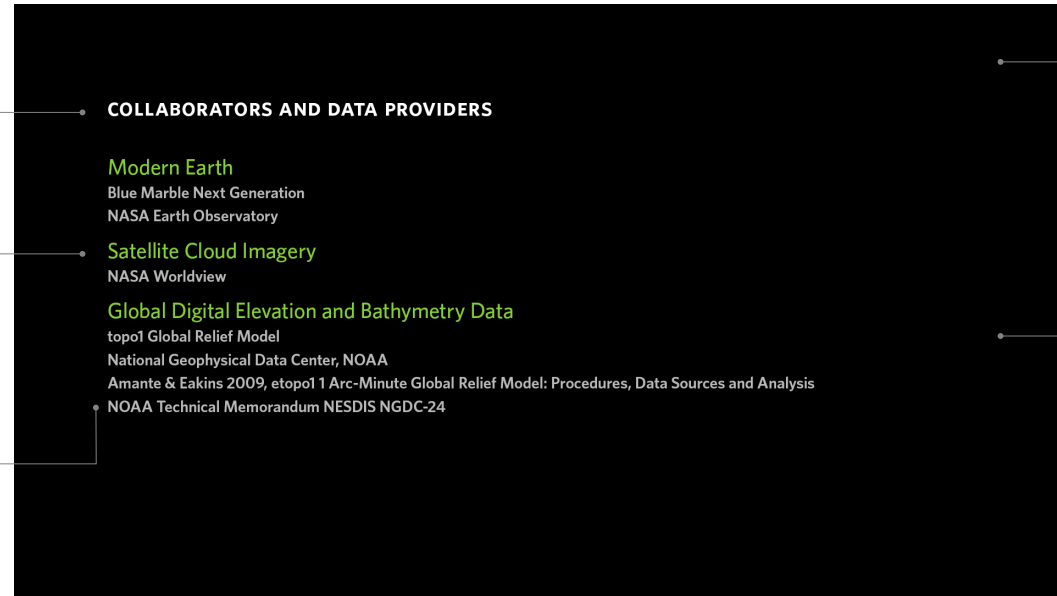
Whitney Semibold  
Small caps  
Size: 34 px  
Leading: 46 px  
Tracking: +20  
Color: White  
Alignment: Left

**Header**

Whitney Medium  
Size: 30 px  
Leading: 50 px  
Color: Academy Green  
Alignment: Left

**Name**

Whitney Semibold  
Size: 22 px  
Leading: 32 px  
Color: Light Gray  
Alignment: Left



**Margin**  
170 px  
All sides

**Background color**  
Black

**VIDEO**  
Credits

Refer to the full Brand Guidebook for details on usage.

**Two-column credits, with one list title**

**Title**

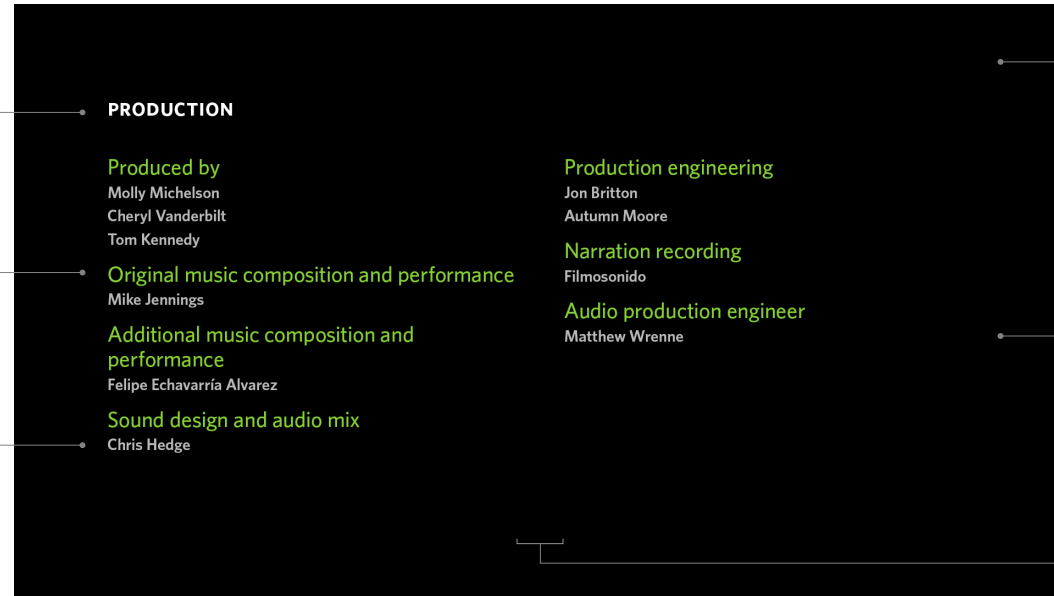
Whitney Semibold  
Small caps  
Size: 34 px  
Leading: 46 px  
Tracking: +20  
Color: White  
One line space after

**Header**

Whitney Medium  
Size: 30 px  
Leading: 50 px  
Color: Academy Green

**Name**

Whitney Semibold  
Size: 22 px  
Leading: 32 px  
Color: Light Gray



**Margin**  
170 px  
All sides

**Background color**  
Black

**Column gutter**  
80 px

**VIDEO**  
Credits

Refer to the full Brand Guidebook for details on usage.

---

**Two-column credits, with two list titles**

**Title**

Whitney Semibold  
Small caps  
Size: 34 px  
Leading: 46 px  
Tracking: +20  
Color: White  
One line space after

**Header**

Whitney Medium  
Size: 30 px  
Leading: 50 px  
Color: Academy Green

**Name**

Whitney Semibold  
Size: 22 px  
Leading: 32 px  
Color: Light Gray



**Margin**  
170 px  
All sides

**Background color**  
Black

**Column gutter**  
80 px

**VIDEO**  
Credits

Refer to the full Brand Guidebook for details on usage.

**Four-column credits**

**Title**

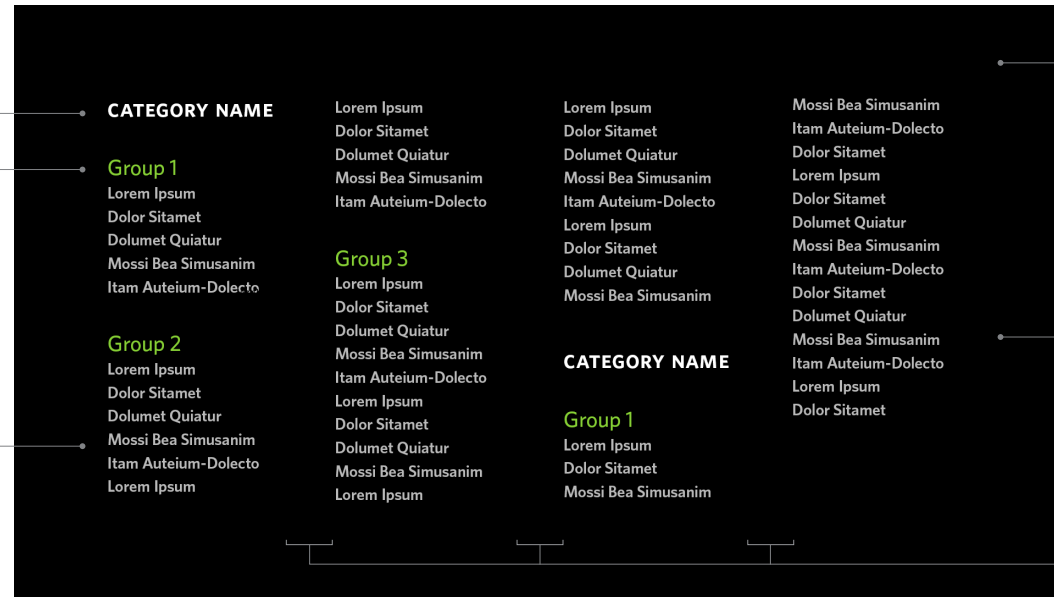
Whitney Semibold  
Small caps  
Size: 34 px  
Leading: 46 px  
Tracking: +20  
Color: White  
One line space after

**Header**

Whitney Medium  
Size: 30 px  
Leading: 50 px  
Color: Academy Green

**Name**

Whitney Semibold  
Size: 22 px  
Leading: 32 px  
Color: Light Gray



**Margin**  
170 px  
All sides

**Background color**  
Black

**Column gutter**  
80 px



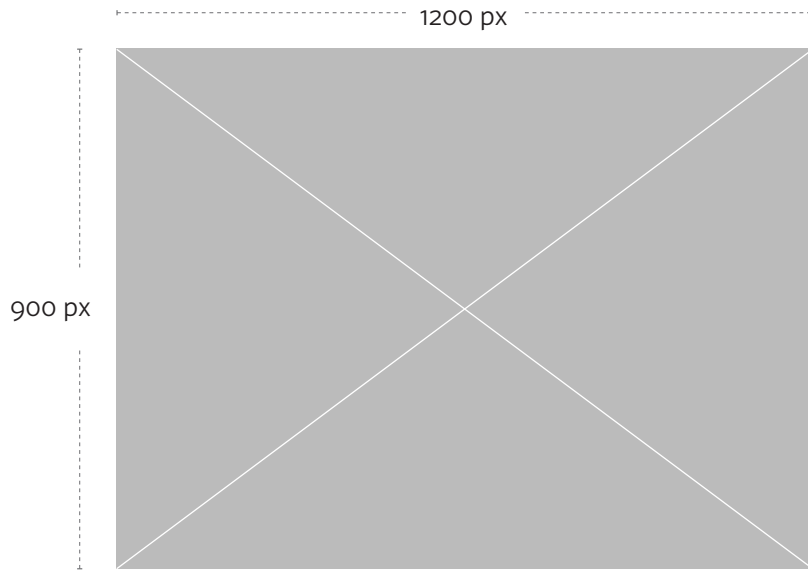
## STREAMYARD

Event page graphics

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### Event page graphic specs

Upload size: 1200 x 900 px



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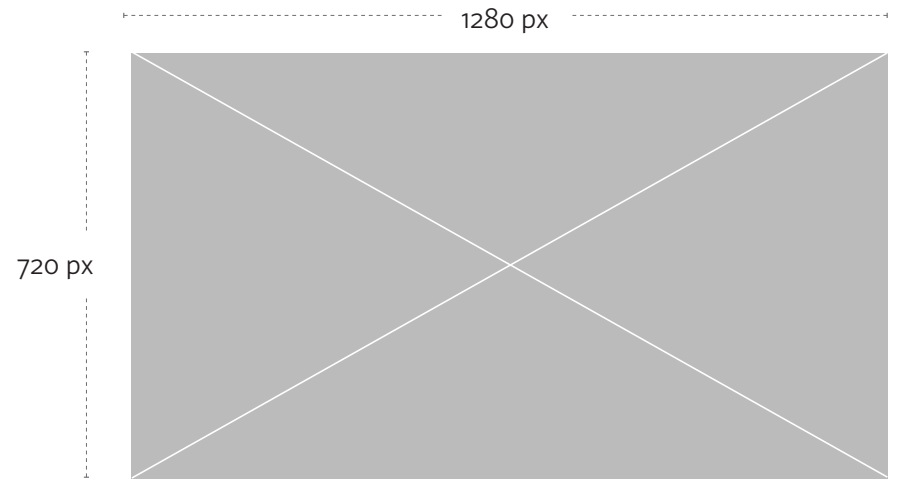
### Waiting room video, countdown, transition specs

Upload size: 1280 x 720 px

Waiting room video: MP4, 3 minutes, less than 100 MB

Countdown: MP4, 3 minutes, less than 100 MB

Transition: MP4, ~20 seconds, less than 100 MB



## ZOOM

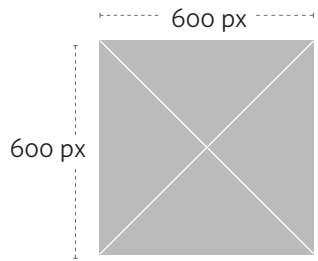
### Assets and graphics

---

#### Logo specs

Upload size: 600 x 600 px

Accepted file types: jpg, 24-bit png

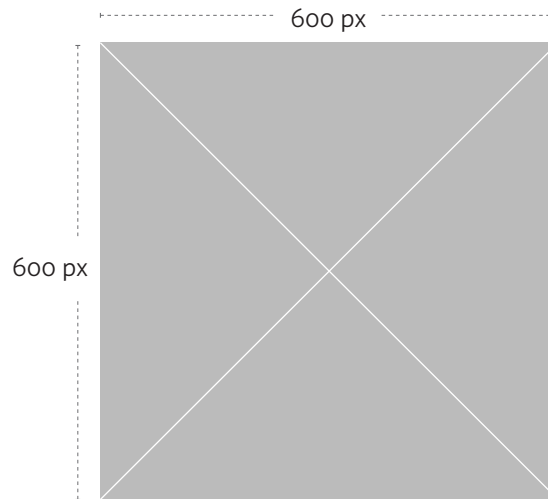


---

#### Landing page graphic specs

Upload size: 1280 x 1280 px (less than 1024kb)

Accepted file types: gif, jpg, 24-bit png



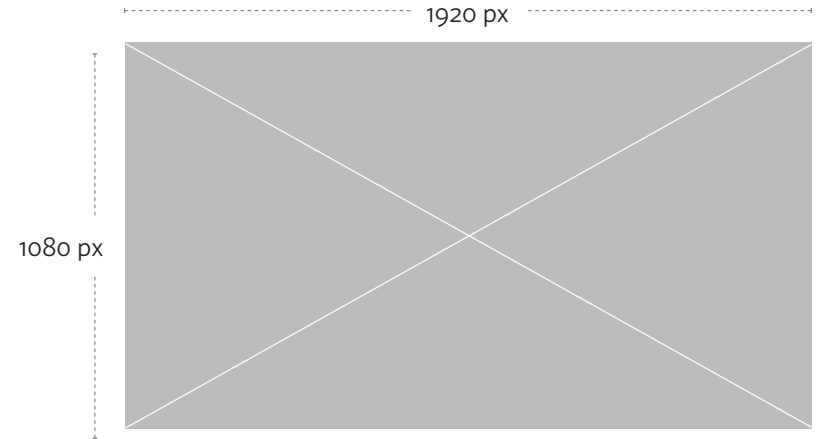
---

#### Streaming graphics and custom backgrounds specs

Upload size: 1920 x 1080 px

Accepted file types for animated waiting room graphic, animated countdown, intrographic, speaker frames/lower thirds, transition graphics between speakers: transparent gif and transparent png

Accepted file types for custom backgrounds: jpg



# TYPOGRAPHY

## Accessibility

Refer to the full Brand Guidebook for details on usage.

### Accessible digital color combinations

BACKGROUND COLOR	TEXT COLOR															
	ACADEMY GREEN	DARK TEAL	WHITE	BLACK	RED	ORANGE	YELLOW	GRASS	LIGHT TEAL	SKY	BAY	OCEAN	PURPLE	DARK GRAY	MEDIUM GRAY	LIGHT GRAY
ACADEMY GREEN		AA18		AAA									AA18	AA		
DARK TEAL	AA18		AA	AA18			AA18									AA18
WHITE		AA		AAA	AA18						AA18	AA	AA	AAA	AA18	
BLACK	AAA	AA18	AAA		AA	AAA	AAA	AAA	AAA	AAA	AA	AA18	AA18		AA	AAA
RED			AA18	AA												
ORANGE				AAA										AA18		
YELLOW		AA18		AAA									AA18	AA		
GRASS				AAA										AA18		
LIGHT TEAL				AAA										AA		
SKY				AAA										AA18		
BAY			AA18	AA										AA18		
OCEAN			AA	AA18												
PURPLE	AA18		AA	AA18			AA18									AA18
DARK GRAY	AA		AAA			AA18	AA	AA18	AA	AA18	AA18					AA
MEDIUM GRAY			AA18	AA												
LIGHT GRAY		AA18		AAA									AA18	AA		

## TYPOGRAPHY

### Styling

Refer to the full Brand Guidebook for details on usage.

#### Case, letterspacing, and leading

Always set type to create a comfortable reading experience. Especially when setting longer portions of text, use sentence case and set leading at 120 percent of the text point size.

#### Case

**Sentence case:** Body text, subheader copy, titles unless requested in Title Case.

**SMALL CAPS:** ACRONYMS, OUR NAME, SOME SUBHEADERS (LIMITED USE).

Always add 50 points of letterspacing to small caps.

**X ALL CAPS: NEVER USE**

#### Letterspacing and kerning

Apply optical letterspacing to all of our text. When setting Whitney at very large sizes, apply manual letterspacing (kerning) between letters.

✓ Optical letterspacing, with manual kerning (preferred)

Academy

X Default metric letterspacing (not preferred)

Academy

#### Leading

Leading should, in general, be 120% the point size of the text.

X 100% (11/11)

This is set in Whitney Book at 11 point size and 11 points of leading, which is too tight.

✓ 120% (11/13)

This is set in Whitney Book at 11 point size and 13 points of leading, which helps to create a comfortable reading experience.

X 136% (11/15)

This is set in Whitney Book at 11 point size and 15 points of leading, which is too loose.

## TYPOGRAPHY

### Styling

Refer to the full Brand Guidebook for details on usage.

In general, align text flush left. Rarely may text be centered. Never align text flush right.

Style bullets as hanging sideways double chevrons.

Do not underline text. Italics may be used sparingly, and are always applied to exhibit titles and the Latin names of organisms.

Use curly punctuation in our communications. Use oldstyle numerals, which flow better within text. However, lining figures can be used in charts and tables, and as page numbers.

Exhibit titles and Latin names, like *Homo sapiens*, should always be italicized.

**X** Please do not underline text.

List with chevron-style bullets hanging to left of column and oldstyle numerals:

- » 76 butterflies
- » 25 flowers
- » 49 beetles
- » 38 caterpillars
- » 101 ants

“Use OpenType Stylistic Set 17 for curly punctuation, which includes commas, semicolons, apostrophes, and quotation marks.”

**X** This is “straight punctuation,” which is not part of our brand style.

## TYPOGRAPHY

### Setting in software

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#### Setting type in Photoshop

For a tutorial with screenshots, [click here](#).

Photoshop doesn't allow the selection of only particular stylistic alternates for OpenType fonts, but applies either all or none. [Here's a Photoshop file \(curly.psd\)](#) that can be used to import the styles needed. Download that file, then take these steps:

1. Open a Photoshop file with your artwork in it (not curly.psd).
2. Go to Window > Paragraph Styles, open up the options (click the 4-bar menu icon at the top right), and select Load Paragraph Styles.
3. Find curves.psd on your computer and select it. This loads a style called Whitney Book zopt black + optical kerning + oldstyle figures. Double click to make changes as needed to the font style, font size, and color, then rename the style to match.  
**NOTE:** In OpenType Features, **do not** check Stylistic Alternates, as that will universally apply undesirable alternative letterforms.
4. Go to Window > Character Styles, open the options to select Load Character Styles.
5. Find curves.psd on your computer and select it. This will load a style called curly punctuation. If you look in the OpenType Features, you'll see that Stylistic Alternates is checked.
6. Apply the paragraph style to your text: Select your text layer. Then in the Paragraph Styles dialog, click the new style to apply it to the layer. If a little + sign appears, click the curved back arrow button on the bottom to clear overrides.
7. Apply the character style to your punctuation: Using the Type Tool, highlight the punctuation mark. Then in the Character Styles dialog, click the new style to apply it to the punctuation.  
**NOTE:** Do not to apply the character style to the entire text block, as that will apply undesirable alternative letterforms to the entire text block and not just the punctuation.

#### Setting type in InDesign

For a tutorial with screenshots, [click here](#).

The easiest way to set type correctly in InDesign is to set the Basic Paragraph style when you first create the file.

1. Go to Window > Styles > Paragraph Styles.
2. Double click to edit [Basic Paragraph].
3. In Basic Character Formats, set the font to Whitney Book with Optical kerning.
4. In Indents and Spacing, set the alignment to Left.
5. In Hyphenation, make sure that Hyphenate is unchecked.
6. In OpenType Features, enable Contextual Alternates.
7. Set the Figure Style to Proportional Oldstyle.
8. Click the arrow next to Stylistic Sets, and choose 17.

**COLOR**  
Codes

Refer to the full Brand Guidebook for details on usage.

**Primary palette**

<p><b>Academy Green</b> PMS 2299 U C35/Mo/Y86/Ko  PMS 2299 C C38/Mo/Y94/Ko  R135/G208/B54 #87D036</p>	<p><b>Dark Teal</b> PMS 3295 U C100/Mo/Y55/K28  PMS 3295 C C/100/Mo/Y61/K28  R22/G101/B114 #166572</p>	<p><b>White</b> Co/Mo/Yo/Ko R255/G255/B255 #FFFFFF</p>	<p><b>Black</b> Co/Mo/Yo/K100 Ro/Go/Bo #000000</p>
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**Secondary palette**

When setting text on secondary colors, use white text on the colors as shown.

<p><b>Red</b> PMS 2347 U Co/M89/Y100/Ko  PMS 2028 C Co/M86/Y100/Ko  R235/G51/Bo #EB3300</p>	<p><b>Orange</b> PMS 151 U Co/M50/Y99/Ko  PMS 151 C Co/M54/Y100/Ko  R240/G112/B58 #F0703A</p>	<p><b>Yellow</b> PMS 122 U Co/M16/Y97/Ko  PMS 1235 C Co/M25/Y94/Ko  R255/G184/B28 #FFB81C</p>	<p><b>Grass</b> PMS 2271 U C66/Mo/Y90/Ko  PMS 2271 C C74/Mo/Y99/Ko  R37/G189/B89 #25BD59</p>	<p><b>Light Teal</b> PMS 3285 U C100/Mo/Y56/K9  PMS 3285 C C/100/Mo/Y57/K1  Ro/G194/B166 NOT USED ON WEB</p>	<p><b>Sky</b> PMS 2199 U C77/Mo/Y4/Ko  PMS 2199 C C73/Mo/Y7/Ko  Ro/G187/B222 #00BBDE</p>
<p><b>Bay</b> PMS 2925 U C78/M26/Yo/Ko  PMS 2925 C C75/M18/Yo/Ko  Ro/G156/B222 #009CDE</p>	<p><b>Ocean</b> PMS 3005 U C99/M45/Yo/K1  PMS 2935 C C100/M63/Yo/K2  Ro/G120/B191 #0078BF</p>	<p><b>Purple</b> PMS 2745 U C86/M95/Yo/Ko  PMS 7670 C C76/M75/Yo/Ko  R97/G85/B154 #61559A</p>	<p><b>Dark Gray</b> 433U C63/M50/Y32/K57  PMS 7540C C67/M54/Y46/K40  R65/G65/B65 #414141</p>	<p><b>Medium Gray</b> COOL GRAY 11U C47/M36/Y29/K26  COOL GRAY 9C C50/M40/Y34/K17  R125/G125/B125 #7D7D7D</p>	<p><b>Light Gray</b> COOL GRAY 4U C25/M18/Y16/K3  COOL GRAY 4C C24/M17/Y15/Ko  R186/G186/B186 #BABABA</p>

## GRAPHIC MOTIF

### Construction

#### Building the motif



**Step 1:**  
Draw a rectangle filled with a brand color.



**Step 2:**  
Curve one corner of the rectangle.



**Step 3:**  
Repeat steps 1 and 2 to create a second shape and place it so that it is horizontally reflected from the first shape but is not symmetrical.



**Step 4:**  
Adjust the opacity of the curves so that the intersected area is visible.

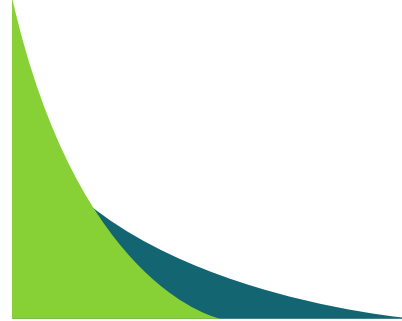
#### Building the corner motif



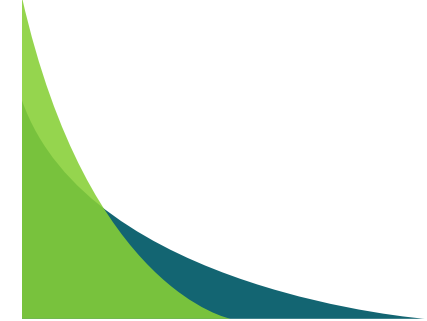
**Step 1:**  
Draw a triangle filled with a brand color.



**Step 2:**  
Curve one corner of the triangle.



**Step 3:**  
Repeat steps 1 and 2 to create a second shape and place it upon the first shape so that together they create a corner shape.



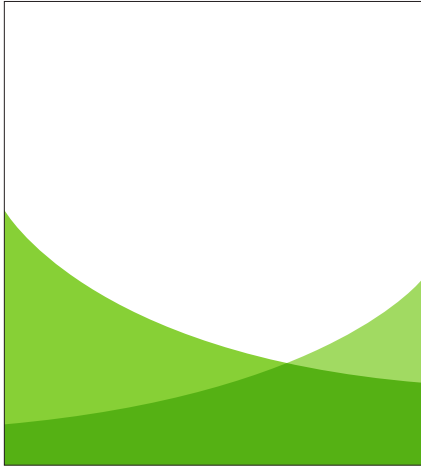
**Step 4:**  
Adjust the opacity of the curves so that the intersected area is visible.



## GRAPHIC MOTIF

### Placement

#### Placement of motif



Bottom



Top

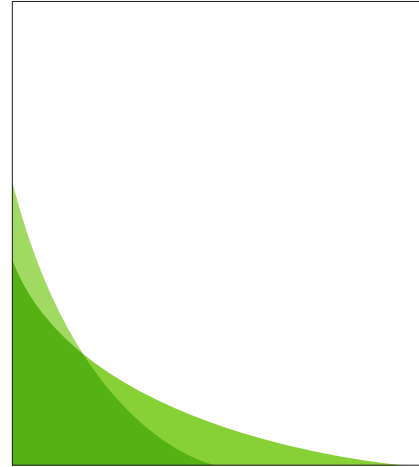


Left

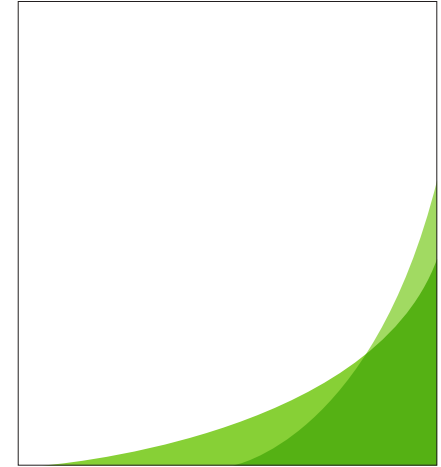


Right

#### Placement of corner motif



Bottom left



Bottom right



Top left



Top right

## ELEMENT

QR codes

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### QR code specs

Size: 1 x 1 in.

Ensure high visual contrast between graphic and background  
Use transparent background, solid QR artwork  
Include headline and call-to-action text, small URL and QR code as a unit

Body shape: small dots

Eye frame shape: standard share

Eye ball shape: single circle

Save as .svg

Create code at [qrcode-monkey.com](https://qrcode-monkey.com)

