Eluvio Marketplaces
Visual Customization Guide

Last Updated April 2023

Setting Up Your Marketplace

Eluvio offers two modes of customization: **basic and advanced**. The basic mode includes a dark mode and light mode option, centered or left justified, button and text accent color, and NFT face color. The advanced mode allows for finer detail customization in addition to the basic mode, including uploaded background image, specification of fonts, card background and stroke colors. Both modes allow for custom images to be uploaded. We recommend beginning with the basic mode and then stepping up to the advanced mode if desired.

Start here: Basic Customization

1. Light or Dark Mode
2. Center or Left Justified
3. Marketplace Item Layouts
4. Redeemable Collections
5. Additional Media in NFTs
6. Upload Custom Images & Logos
7. Specify a Button & Text Accent Color
8. Specify NFT Face Colors

Light or Dark Mode

Light Mode Example: Dollyverse

Dark Mode Example: Maskverse
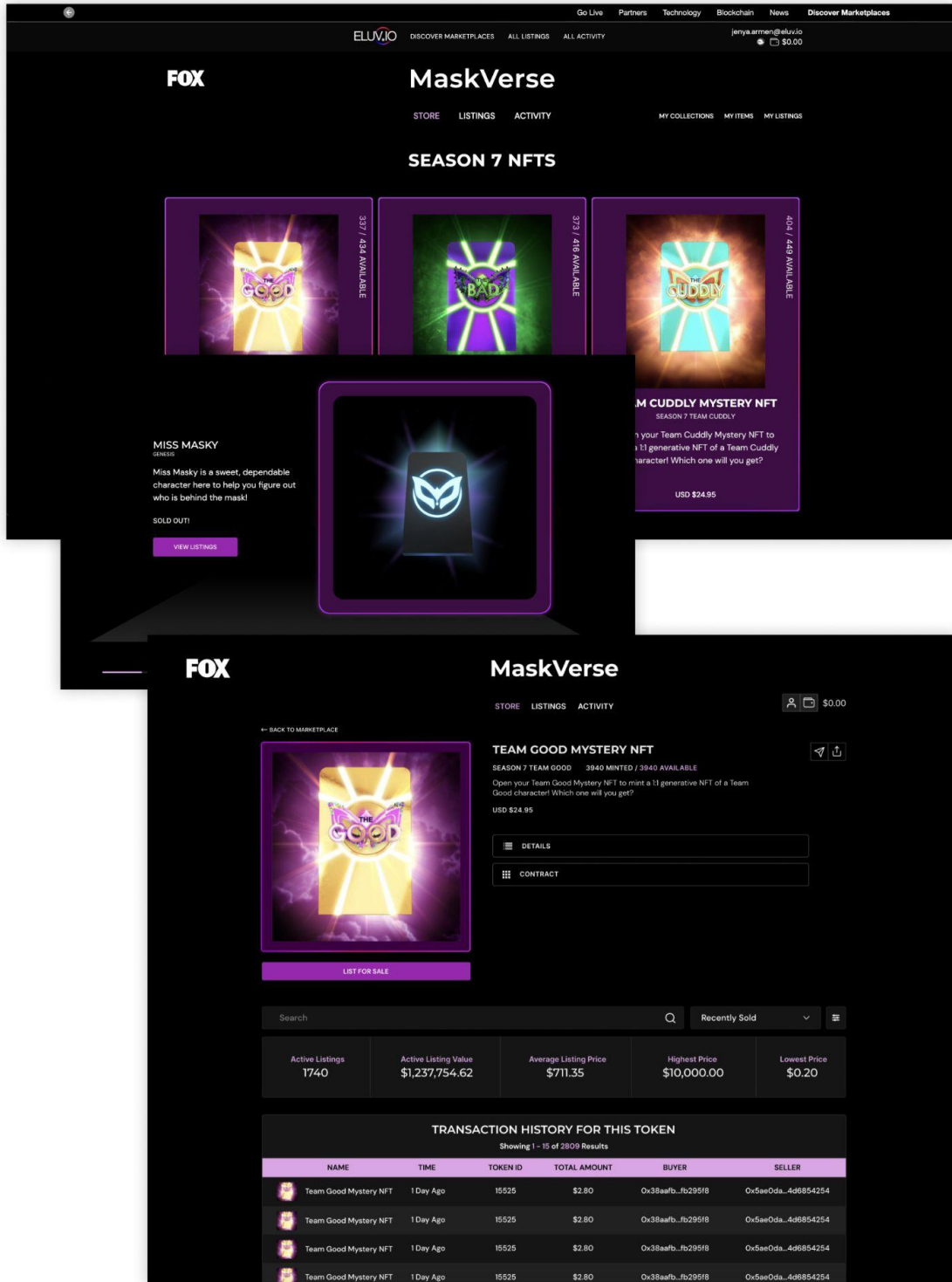
Centered or Left Justified

The alignment theme that you choose will carry through the whole marketplace. The most significant effect this choice has is on the NFT face and on the relative placement of items in the marketplace.

NFT Title

EDITION

Description Lorem ipsum dolor sit amet, consectetur adipiscing elit. A a imperdiet ornare lectus cras accumsan consequat bibendum. a imperdiet ornare lectus cras accumsan consequat bibendum...

USD $0.00

NFT Title

EDITION

Description Lorem ipsum dolor sit amet, consectetur adipiscing elit. A a imperdiet ornare lectus cras accumsan consequat bibendum. a imperdiet ornare lectus cras accumsan consequat bibendum...

USD $0.00

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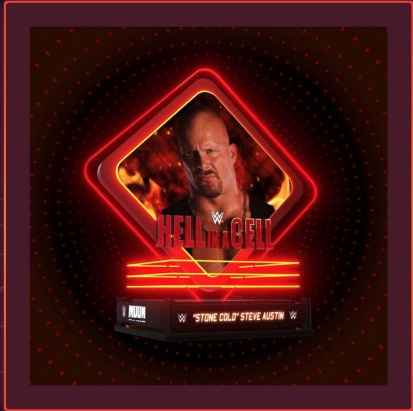
USD $0.00

Marketplace Item Layouts

The layout of the items in the Marketplace, their section headers, and the section order are all configurable. Illustrative configurations are shown below.

Section 2 is a Featured Item with an optional gallery below. The position of the featured item can be on left side or right side. Section 3 is a standard "shelf" configuration.

Redeemable Collections

A popular feature are redeemable "collections" of NFT items. Upon collecting (owning) a complete set of the configured NFTs, the collection holder is automatically prompted with an option to redeem the collection for one or more reward NFTs (which can burn the container and mint the reward, or other combos).
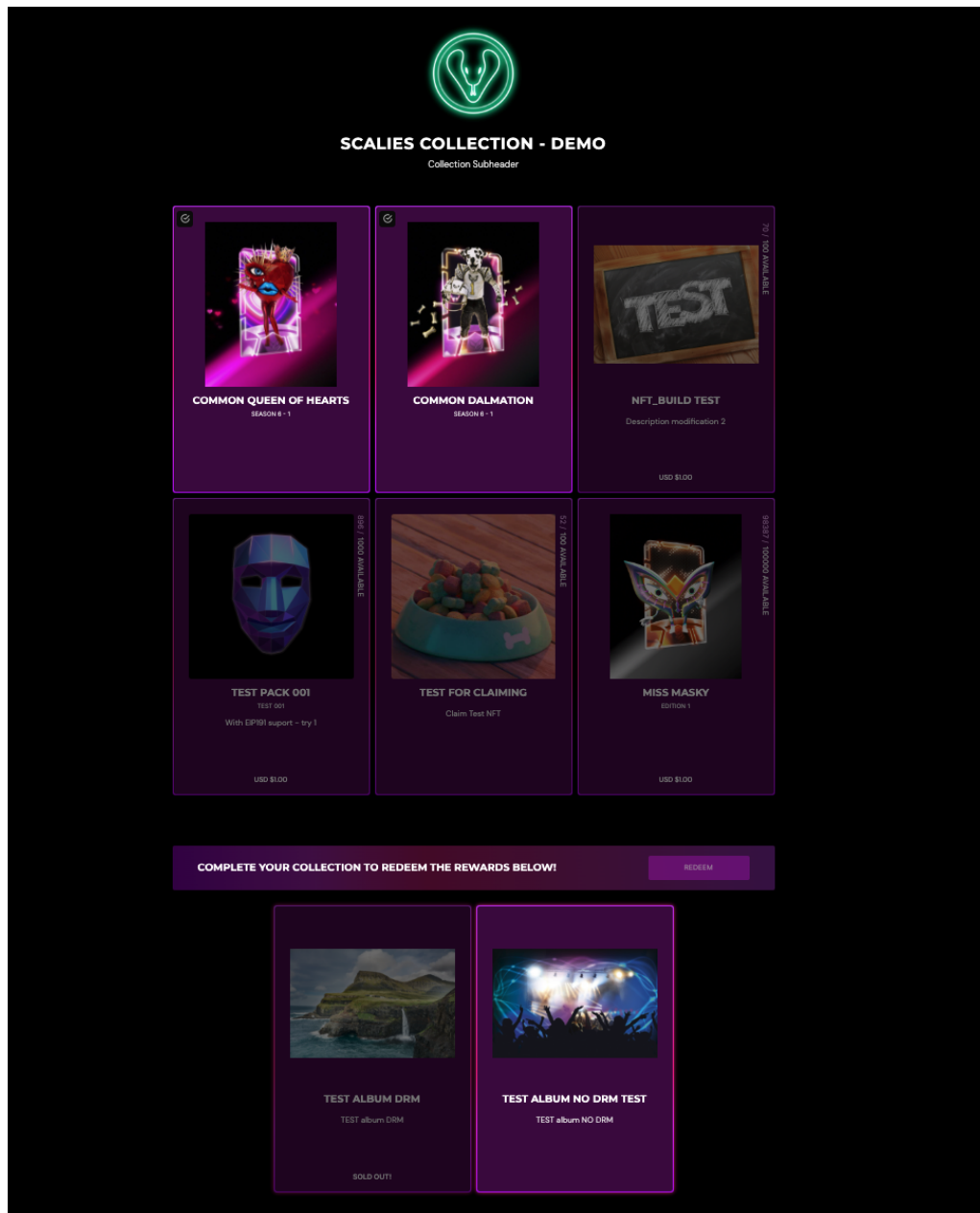
NFT Additional Media Options

NFTs can have any main media type from (video, audio, image, document/ebook or HTML embed app), and can have any combination of alternate media types. NFTs can also have metadata properties, with percentage rarities, and the face of the NFT can be moving or static (any of the types).

Alternate media view modes: List, Sectional; Available in both light/dark and advanced customization.

List

The List mode is used by an NFT that has only 1 set of additional media items. There is no need to use multiple media carousels. The "Media" tab on the NFT detail view brings you directly into the viewing screens.

List modes: Multimedia Gallery, Music Album
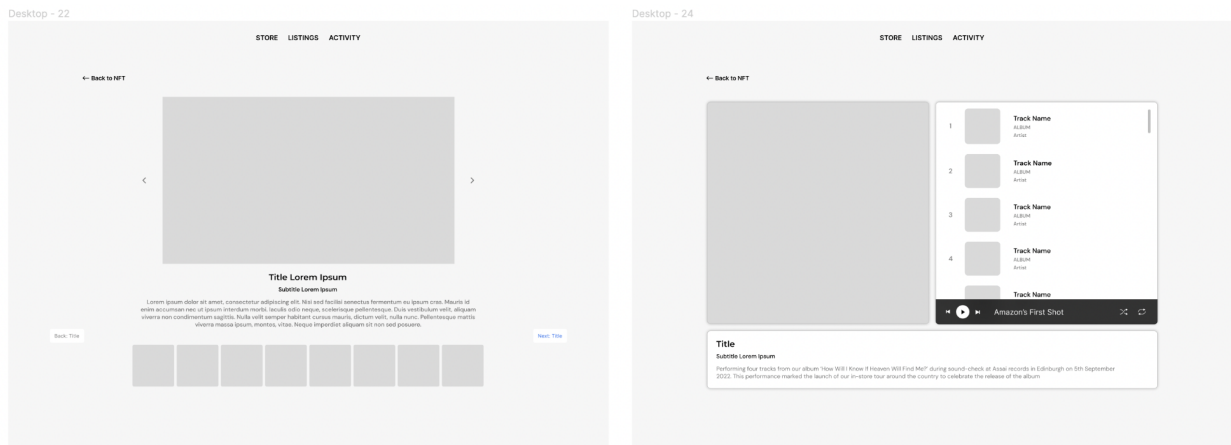
The Multimedia Gallery can contain any media type, media plays out above the title, description and carousel of thumbnails below.
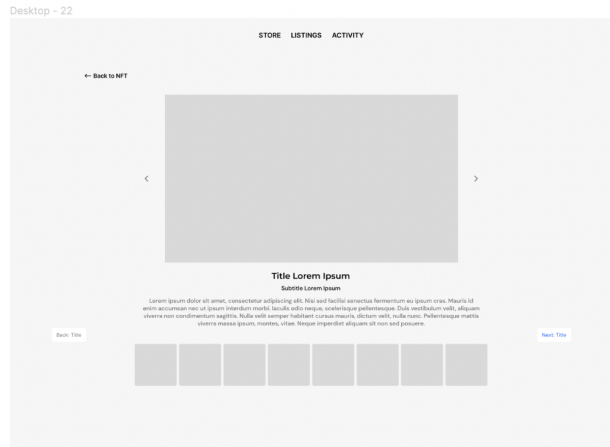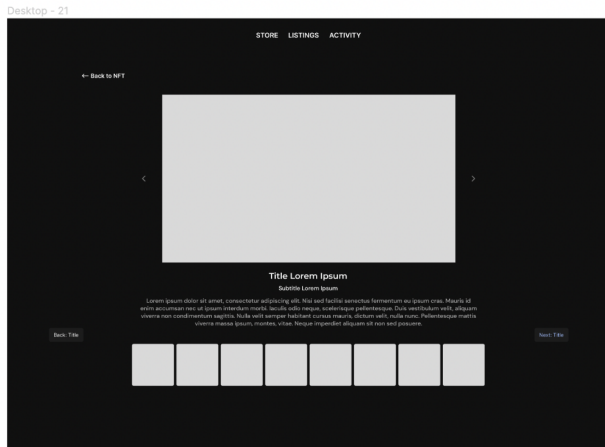
Music Album active video or track cover displays on the left with the tracklist on the right and title/description below.
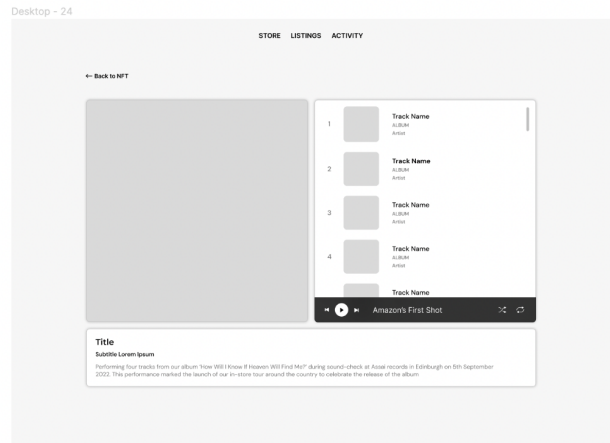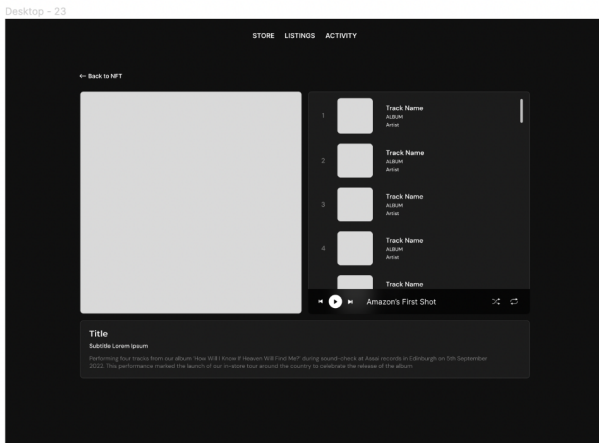
Sectional

The Sectional mode is used by an NFT that has multiple carousels of additional media. Items within the top level carousels may also contain sets of items. The "Media" tab on the NFT detail view scrolls the user to the "Media" section of "Media/Trading" that sits below the NFT details. Selecting one of the items within a carousel brings up the viewing modes.

Sectional modes: Multimedia Gallery, Music Album
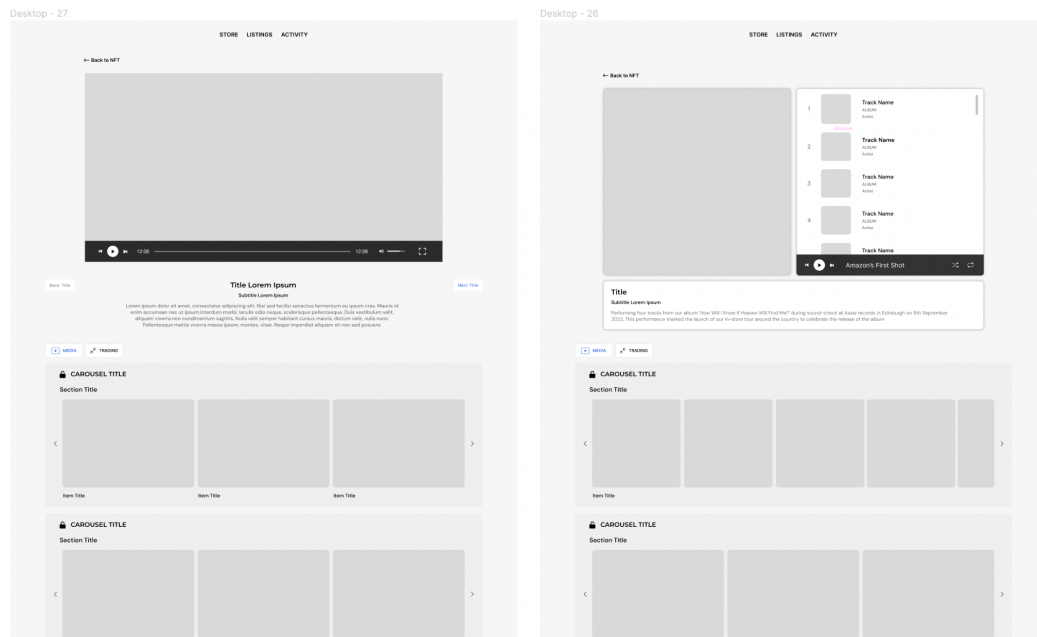
Multimedia Gallery plays out the media as expected - the active item displays with previous/next controls. If the carousel item contains additional nested items, the additional items display below within a small form gallery.
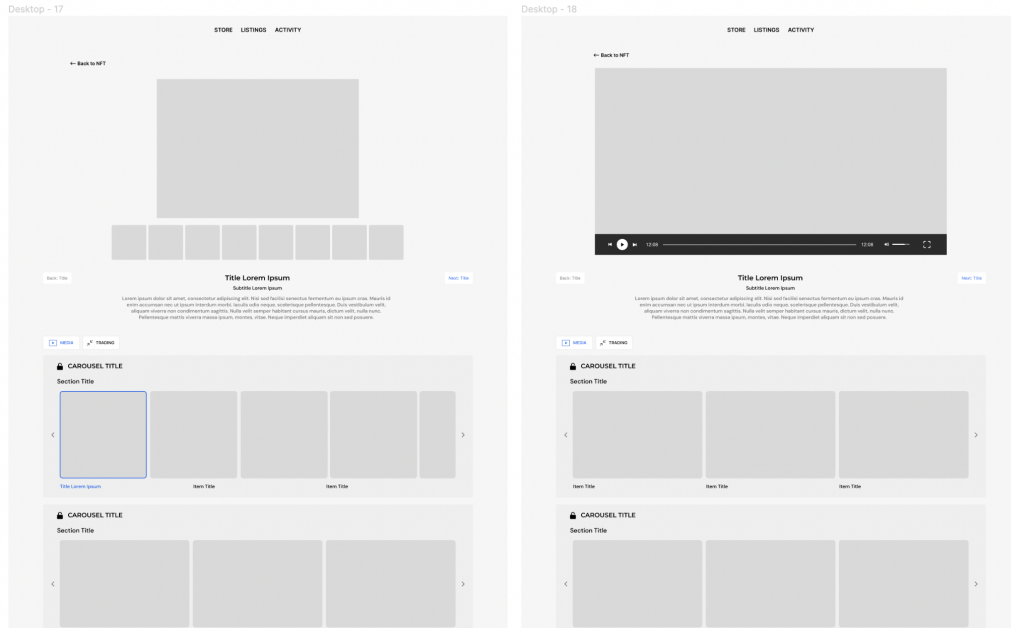
The Music Album is the same design as it exists in the list mode. It plays out on the left with the tracklist on the right and title/description below.
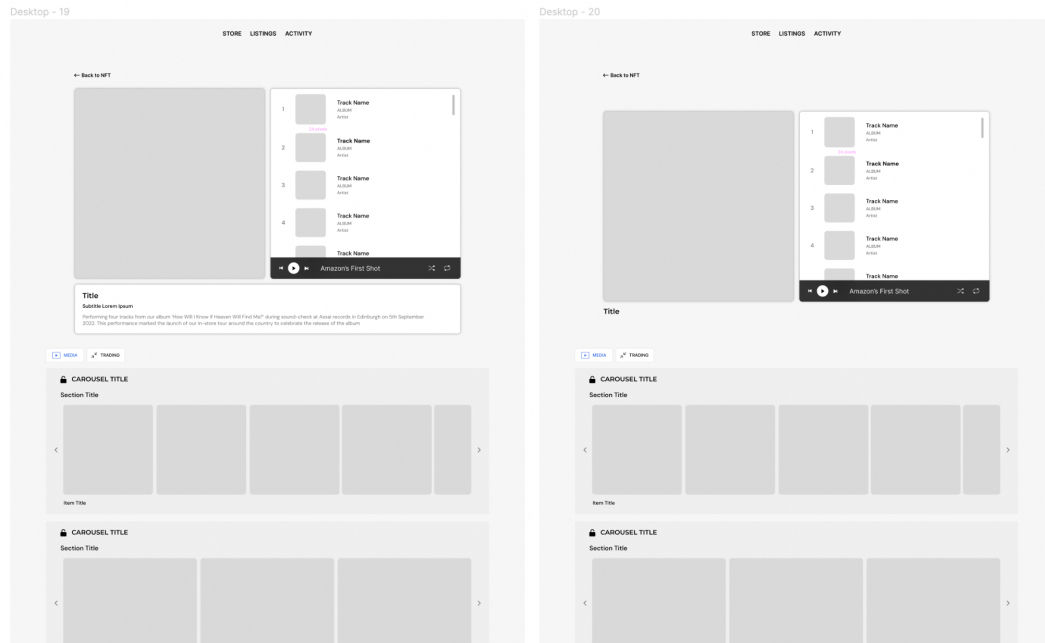
Upload Custom Images & Logos Checklist

Discover Marketplaces Page

☐ Discover Marketplaces front is a flat image - .jpg or .png; 500 x 500 pixels

☐ Discover Marketplaces card back includes your round Logo: .jpg or .png; 70 x 70 pixels. The text is configurable.
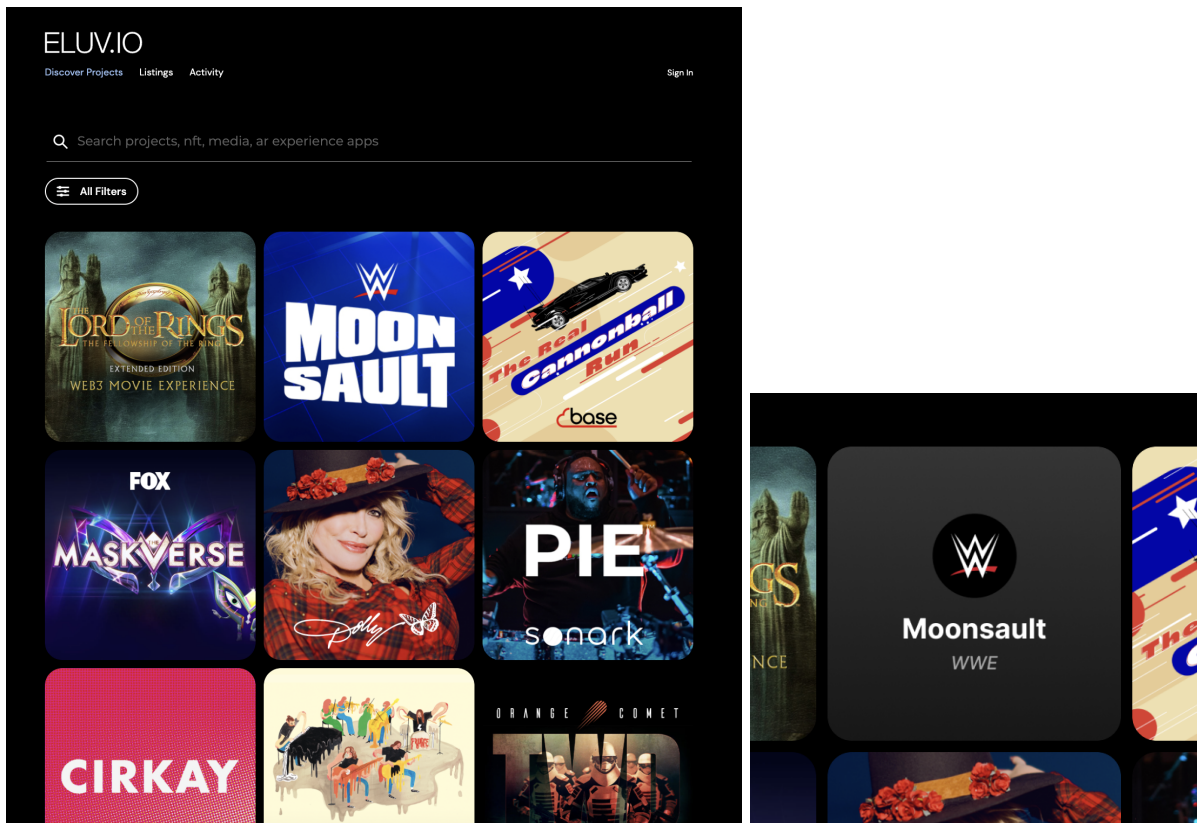
Header

☐ Logo: .png, legible on chosen dark or light mode
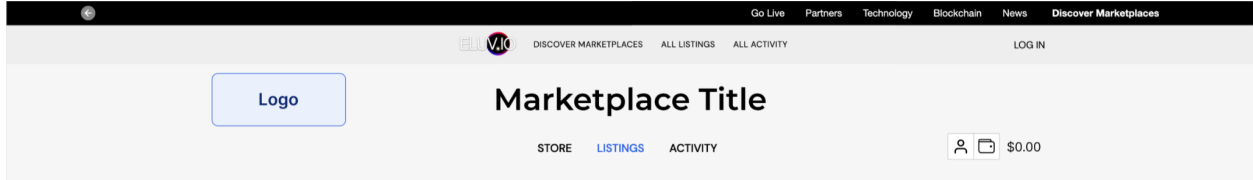
Marketplace Banner Image

☐ Banner: .png or .jpg, variable height
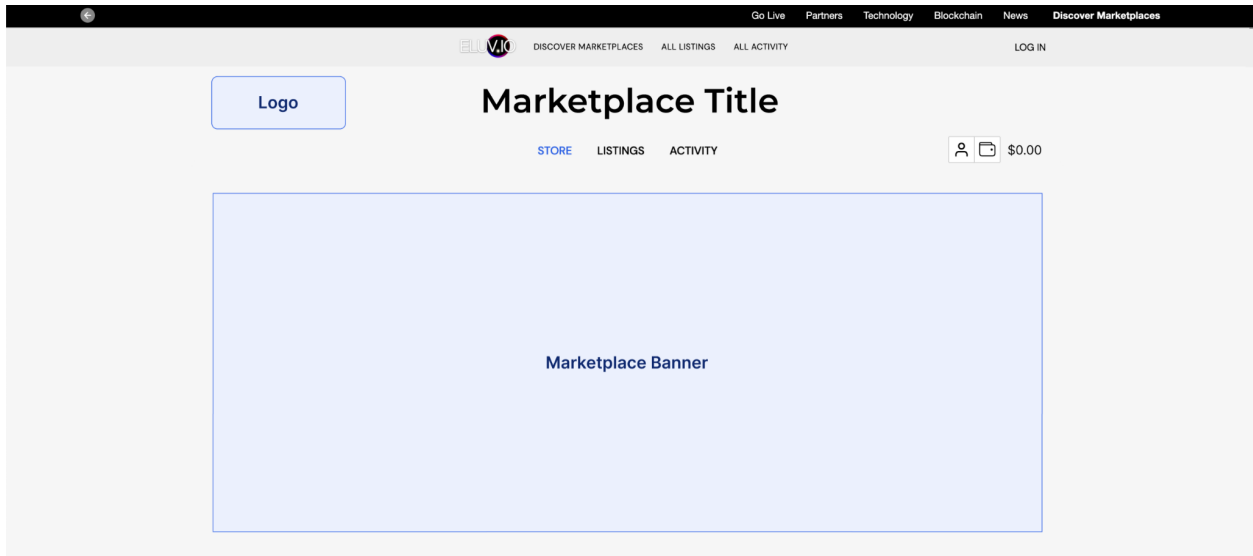
Additional Media Tile

☐ Tile thumbnail image at 300 pixels
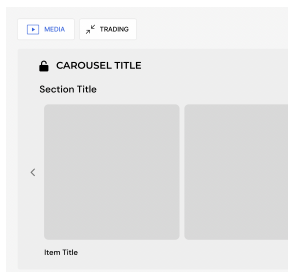
Button & Text Accent Color

The HEX button color will be used throughout the marketplace on all CTAs, secondary buttons and table headers.

The HEX text accent color will be used throughout the marketplace and navigation. Be sure that this color has enough contrast for legibility.

Specify NFT Face Colors

Both the NFT background and stroke HEX colors are customizable if desired. Be sure that the background color has enough contrast for legibility.

NFT Title
EDITION

Description Lorem ipsum dolor sit amet, consectetur adipiscing elit. A a imperdiet ornare lectus cras accumsan consequat bibendum. a imperdiet ornare lectus cras accumsan consequat bibendum...

USD $0.00

NFT Title
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Description Lorem ipsum dolor sit amet, consectetur adipiscing elit. A a imperdiet ornare lectus cras accumsan consequat bibendum. a imperdiet ornare lectus cras accumsan consequat bibendum...

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USD $0.00

Advanced Customization

Our advanced customization builds upon the foundations of the basic mode, with additional options:

1. Background Image Upload
2. Card Background and Stroke Colors
3. Custom Font System: Header, Subtitle, Body, Button
4. Pack Opening and Minting Animation

Moonsault will be used as an example of this rich customization level.
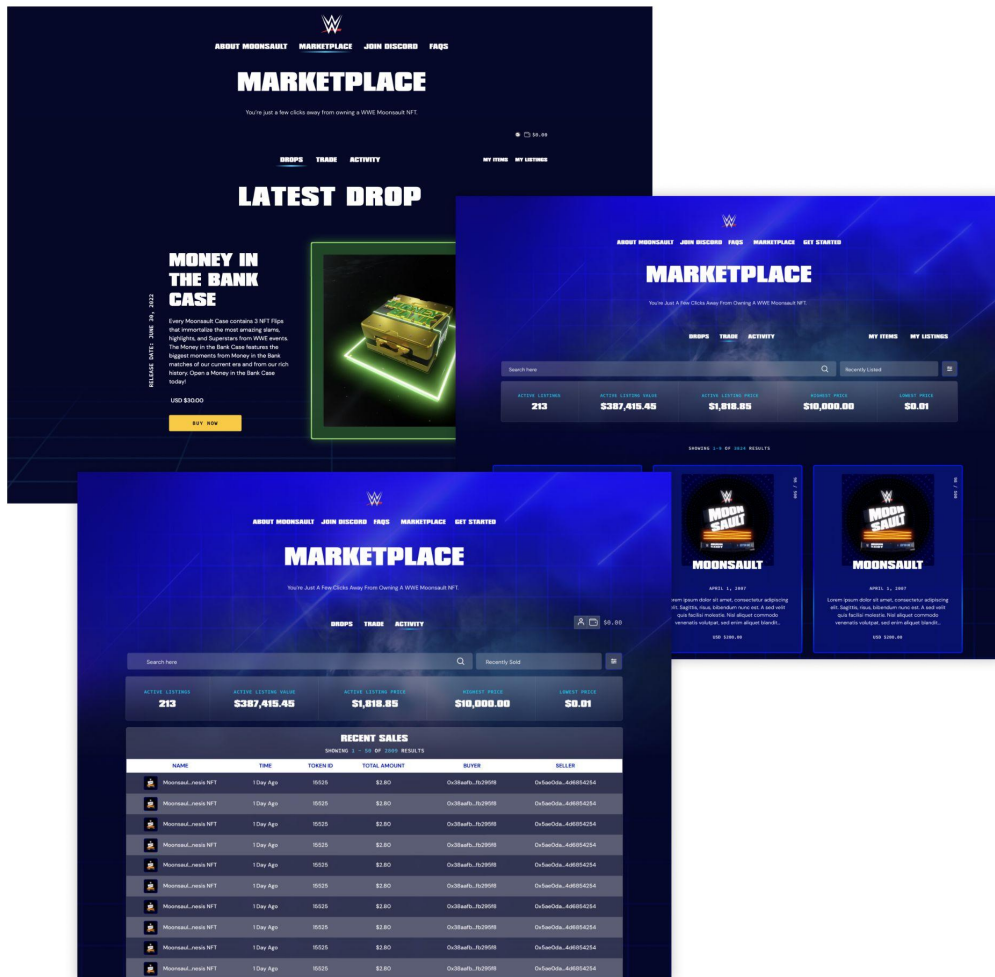
Background Image Upload

The advanced mode allows for a background image to be uploaded that carries through the whole marketplace. Be mindful that this background image should be relatively neutral and not disrupt legibility.

Card Background and Stroke Colors

Color and transparency of each card can be specified. Moonsault used white and gray with transparency and background blur. The transparency allowed the background color to come through, giving a consistent feel to the whole site.
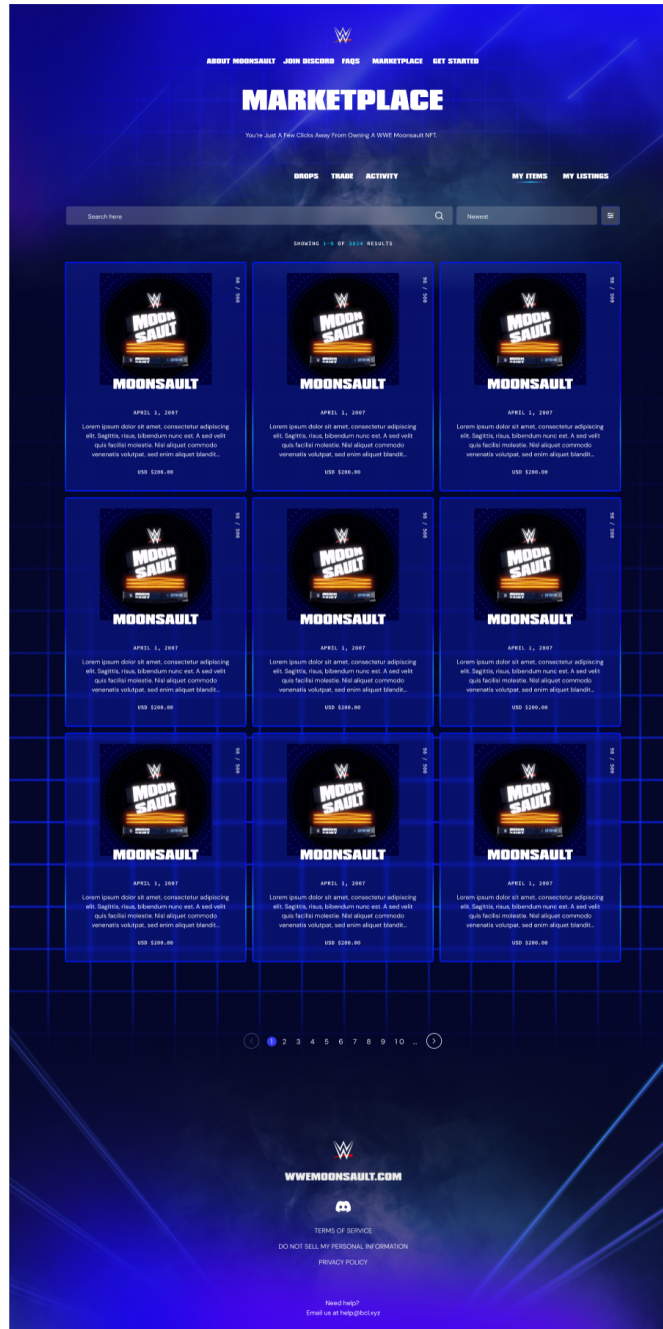
Custom Font System: Header, Subtitle, Body, Button

The default Eluvio font system uses Montserrat for all headers and titles, Inter for subtitles, buttons and navigation, and DM Sans for body text. Moonsault uses Compacta Blk BT for all headers and navigation, Source Code Pro for subtitles and buttons, and DM Sans for body text.
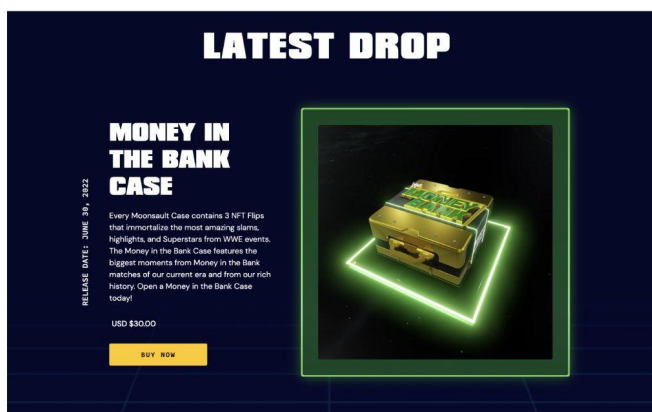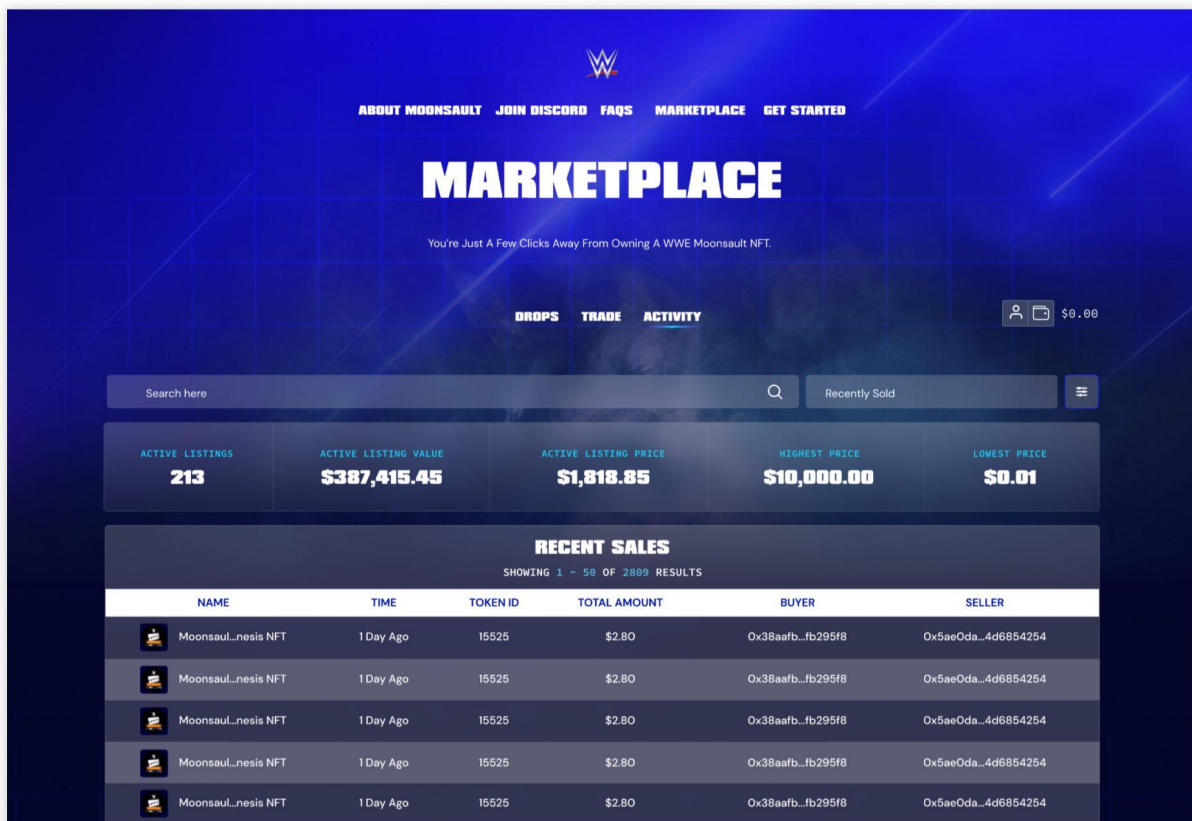
Moonsault: Design System Hand Off

Font System

FONTS

COMPACTA BLK BT
USED FOR HEADLINES

SOURCECODE PRO SEMIBOLD
USED FOR EYEBROW COPY

DM sans
USED FOR BODY COPY

DESKTOP

HEADER ONE 64PT

HEADER TWO 32PT

HEADER THREE 24PT

SUBHEADER ONE 16PT

SUBHEADER TWO 14PT

Body one 16PT

Body two 14PT

Body three 12PT

MOBILE

HEADER ONE 48PT

HEADER TWO 24PT

HEADER THREE 18PT

HEADER FOUR 16PT

SUBHEADER ONE 16PT

SUBHEADER TWO 14PT

Body one 16PT

Body two 14PT

Body three 12PT

LINE HEIGHT

Headings use 100%

Bodycopy uses 130%

Buttons

DESKTOP

SIGN UP — Primary
SIGN UP — Secondary
SIGN UP — Primary hover
SIGN UP — Secondary hover
SIGN UP

MOBILE — FULL WIDTH

SIGN UP — Primary
SIGN UP — Secondary
SIGN UP — Primary Disabled
SIGN UP — Secondary Disabled

MOBILE — NOT FULL WIDTH

WHAT'S AN NFT ANYWAY? — Primary
WHAT'S AN NFT ANYWAY? — Secondary
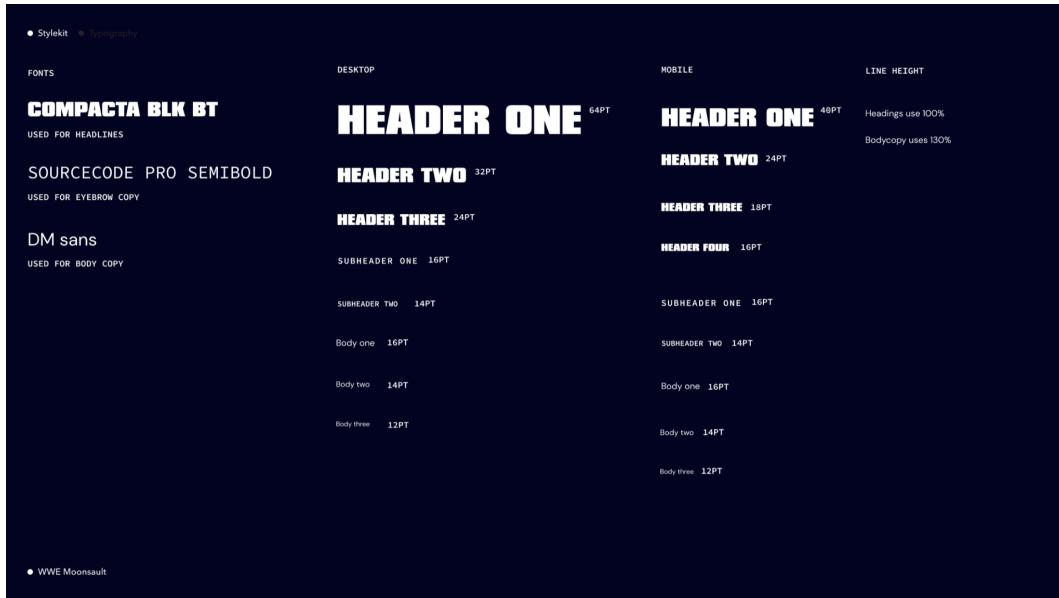WHAT'S AN NFT ANYWAY?

DESKTOP

Chevron left default
Chevron left hover
Chevron right default
Chevron right hover

MOBILE

Chevron left default
Chevron left hover
Chevron right default
Chevron right hover

DESKTOP & MOBILE

Minus default
Plus default
Plus default
Plus selected

Mobile: Default
Mobile: Selected
Desktop: Default
Desktop: Selected

Default
Hover

MOBILE   DESKTOP

play blue
Pause blue
play red
Pause red
play green
Pause green

Form Fields

DESKTOP & MOBILE

| Enter e-mail address | Default |

| marc.weiss.team.rehab | Error |
Please enter a valid Email address

| marc.weiss@team.rehab | Success |

| Enter e-mail address | Active |

Credit Card — Select option – Default

Credit Card — Select option – Selected

☐ Checkbox — Default
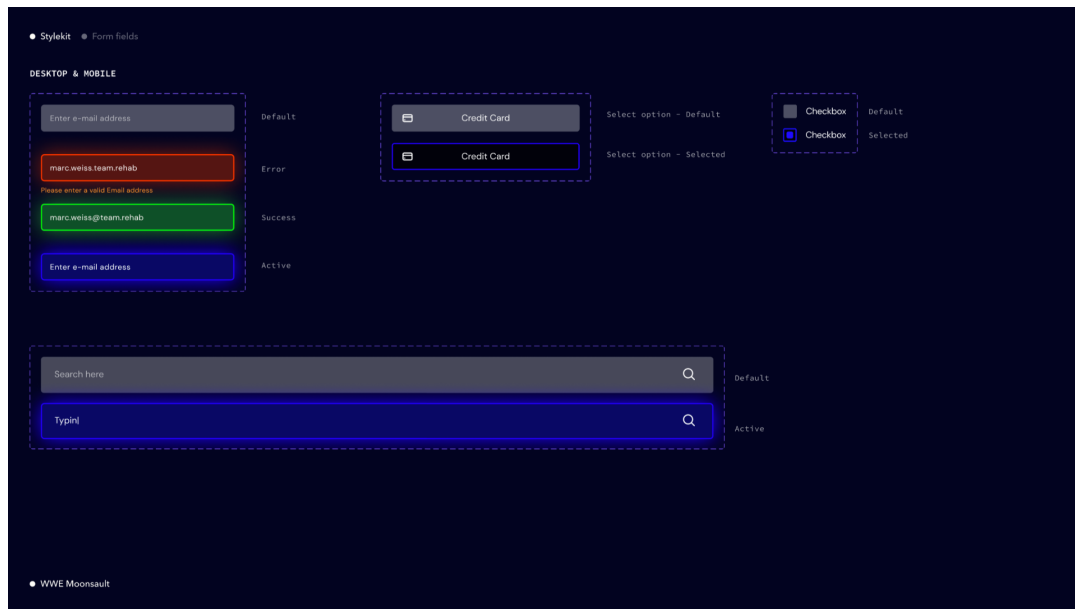☑ Checkbox — Selected

| Search here 🔍 | Default |

| Typin| 🔍 | Active |

● WWE Moonsault

Pack Opening and Minting Animation

Eluv.io supports dynamic "packs" of NFTs that mint contained NFTs on demand when the packs are "opened" according to configurable pack filling algorithms. (The default algorithm fills the pack slots based on a configurable probability and sets of content objects). The pack can have custom animation videos that will play when the pack is opened and when the containing NFTs are minted, and a custom js/HTML animation effect when the new NFTs "fly" into view.

Case Open Animation:
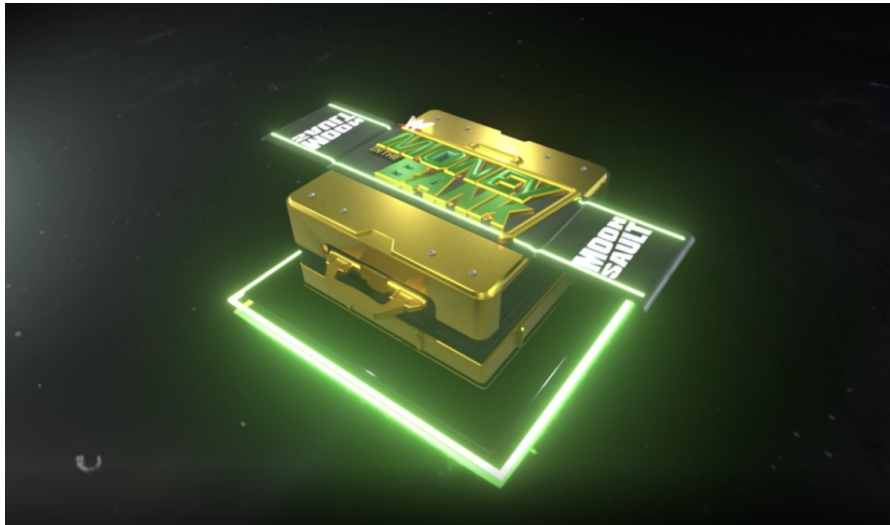
Case Open Animation Video:
https://embed.v3.contentfabric.io/?net=main&p&ct=h&vid=hq__CtWPamEjDXrBwrtsdjB1LnwJKMXnr86uaJQrg5XNRxRBMTkyuFa1N1qZhej3aaLberSE7vGMyZ
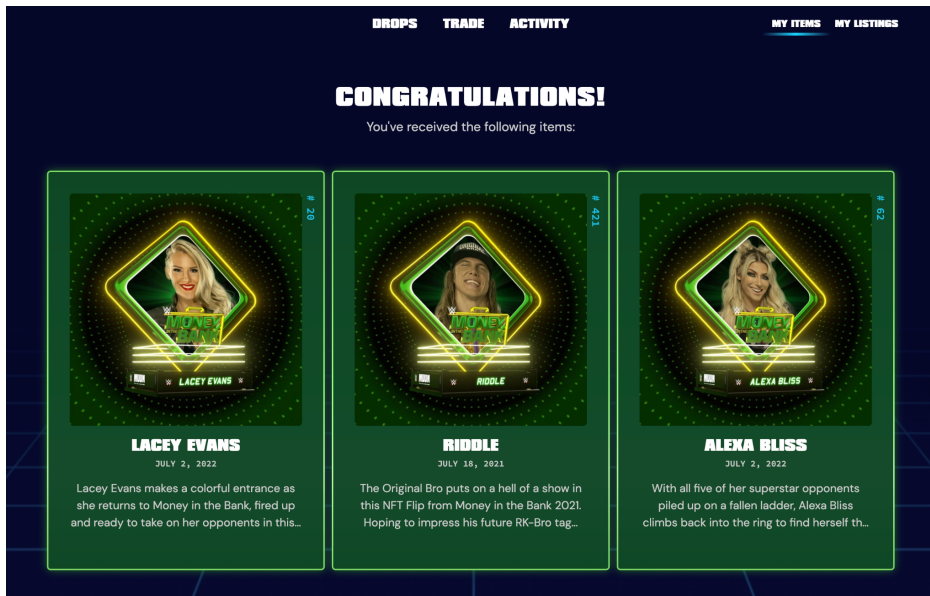
Minting Animation:

Minting Animation Video:

https://embed.v3.contentfabric.io/?net=main&p&ct=h&vid=hq__4v8Ppr6xo9cNAyDhkTaBvW4sg f4p5KpckAt5CsAi8eytDhrmzsLovU7T9ZZxdpK63141QGHYoX

NFT Reveal:

NFT Reveal Animation:

https://embed.v3.contentfabric.io/?net=main&p&ct=h&vid=hq__JXGJeQ15yvuQCgjGwb8p33Ek N9WY2pigajr478qZjt21Six5EtKgZ4ms5zQnC7fweWQWmdkxXB