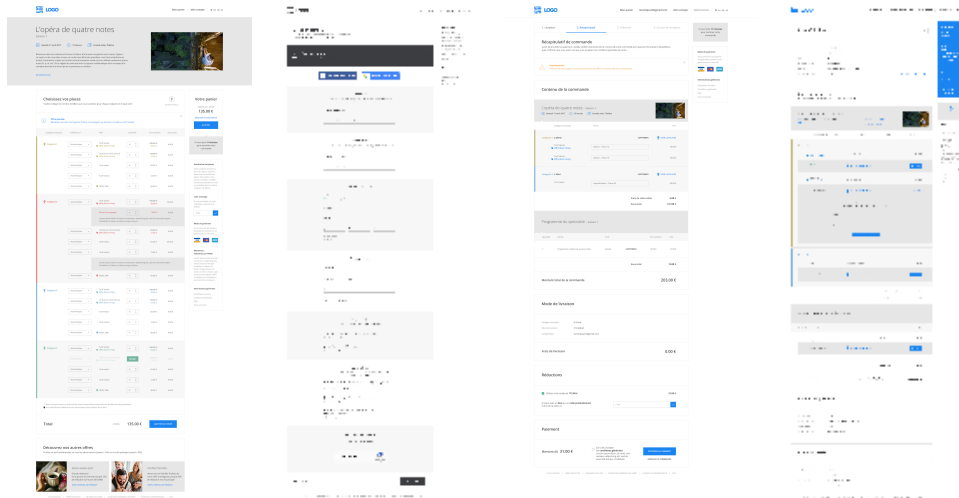# Equilibrium

SecuTix online sales has a whole new look! Fresher, simpler and more contemporary, the new grahpics theme is right on trend. We present **Equilibrium**, a fully harmonised, balanced theme that will change the online visitor experience for the better.

A contemporary, balanced theme

Equilibrium is much more than a graphics layer. This new theme is intended to enhance the user experience. We've completely redesigned the on-screen information for more impact and a clearer hierarchy to achieve a balanced look. The new, harmonised imagery conveys all the information while significantly reducing page complexity. We've increased the spacing between elements to place more emphasis on the pace of the page content and on giving your content room to breathe. The result: improved readability. This line of thinking was also an opportunity to create more minimalist visuals, especially by utilising white space, making embedded content easier to see.

So *Equilibrium* is more contemporary. It takes its inspiration from flat design and particularly *Material Design*, the set of design rules expounded by Google. In line with this, *Equilibrium* is built on Steve Matteson's **Open Sans** typeface which is available free from Google Fonts. Optimised for web and mobile, this interface provides excellent readability and comes with five layers.


To solve the problem of the base width of the current theme, which was becoming increasingly insufficient, we've increased the centre content column from 700px to 970px. The overall page layout is now 1,220px on large screens.

The end result is a more contemporary ticket shop for your online visitors.

Graphic customisation is changing

Just like the Classic SecuTix theme, *Equilibrium* can be graphically adapted to reflect your corporate identity as closely as possible.
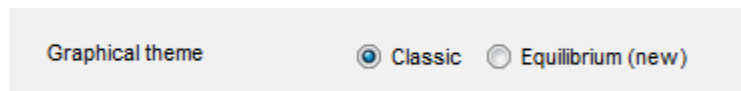
For as long as PizBernina V1 runs, you'll be able to choose between the classic theme and *Equilibrium*. To make your selection, go to the "Internet theme" page for the point of sale concerned, where you'll find two radio buttons that allow you to switch. To maintain backwards compatibility, the customisable fields shown (such as colour, background image, rounded borders, etc.) are still the same in the settings window. However, they now produce slightly different results, so before switching to *Equilibrium*, we recommend that you do a *reset* (link at top right of page).

> ⓘ Please note that the Classic theme will only be available for a limited time, so we'd encourage you to migrate to the new theme during PizBernina V1.

Usage recommendations

Here's a list of usage recommendations to help you make the most of *Equilibrium*'s elegance while also conveying your visual identity.

Typeface
Layout is now more flexible thanks to the larger centre column: you can now change the font of any text – not just headings.

Unified background colours
One of the best features of the new theme is the unified colour selection. So we'd encourage you to use the same background colour for the main area and the heading background. If you change the main background colour but leave the heading backgrounds blank, they will automatically adapt to the main background.

It's important to note that there are three content background colours: "Body background colour", "Background colour" and "Embedded area background colour". These three variables allow you to define:

- the main background colour for the content
- the colour used for alternation (e.g. where the background alternates between two seat categories, which is sometimes called the *pyjama effect*)
- the colour of embedded content.

For best results we think it's preferable to choose three different colours that progress in one direction: for example, the *Equilibrium* base colours are pure white, very light grey and a slightly more solid grey. Note that the embedded content colour can also be used for borders. Ideally this should contrast slightly with the main background colour.

Background images
You can still choose the same background image for the whole page. However, if you use an image with too high a contrast or add transparency effects to the internal background colours, you may find that the content is harder to read.
The background image for the centre area is no longer available.

Buttons and links
Equilibrium also has more granularity in terms of call to action buttons.

Key actions are still represented by buttons in distinctive colours. Secondary actions, on the other hand, are now available with three levels.

- The most important are in a distinctive colour and are accompanied by an icon.
- Simple actions have no icon.
- Actions that you would rather customers avoided (such as cancellation) are not in colour and appear in the default text colour.

We'd also like to highlight that rounding is now applicable to other features as well as buttons.

Default text colour
The default text colour variable applies to lots of elements, but sometimes with a moderate lightening effect (slightly opaque). So don't be surprised if certain elements appear a little lighter or darker – it's a deliberate nuance that we've built into *Equilibrium*.

Colour mapping

The image below shows a detailed view of the variables that influence *Equilibrium*'s visual impact. You can consult these in: equilibrium-colour-mapping.pdf.

Internet theme

General structure | Content | Mobile | Custom | Advanced

Graphical theme   ○ Classic   ○ Equilibrium (new)

Header and footer

Logo	Please select...	...
	Maximum width 400px, max height 100px	
Favicon	Please select...	...
	Square ratio, min 16x16, extension .ico or .css (icoconverter.com)	
Languages	Please select...	
Header background color		transparent ☐
Header background image	Please select...	...
Header text color		Full width ☐
Footer background color		transparent ☐
Footer background image	Please select...	...
Footer text color		Full width ☐

Body

Body outer color		transparent ☐
Body outer image	Please select...	...
Body outer image position	Please select...	Fixed ☐
Body outer image repeat	Please select...	
Body background color		transparent ☐
Body background image	Please select...	deprecated
	The image will be resized to a width of 1100px. The background of the image should be close to the background color.	
Main area	○ left ○ right	
Box rounded corner radius		A 0px radius will produce squared corners.
Background color		Semi transparent ☐
Embedded area background color		

General structure | **Content** | Mobile | Custom | Advanced

○ Display titles as blocks   ○ Display titles as transparent and underlined   deprecated

Main title

Background gradient color		deprecated
Text color		transparent ☐

Secondary title

Background gradient color		deprecated
Text color		transparent ☐

Buttons

Button gradient color		Gradient also used for icons' background
Button text color		

Advantages

Tab gradient color		deprecated
Tab text color		
Advantage background color		Also used for highlighting text when no background
Advantage text color		

Texts

Main font	Please select...	All caps ☐
Use this font for all texts	☐	
Title size	Please select...	
Title width	Please select...	
Standard text color		
Standard links color		
Product name color		

Message

Instruction Background Color		Transparency Please select...
Instruction text color		
Show Icons	☑	
Information Color *		Success Color *
Warning Color *		Error Color *

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