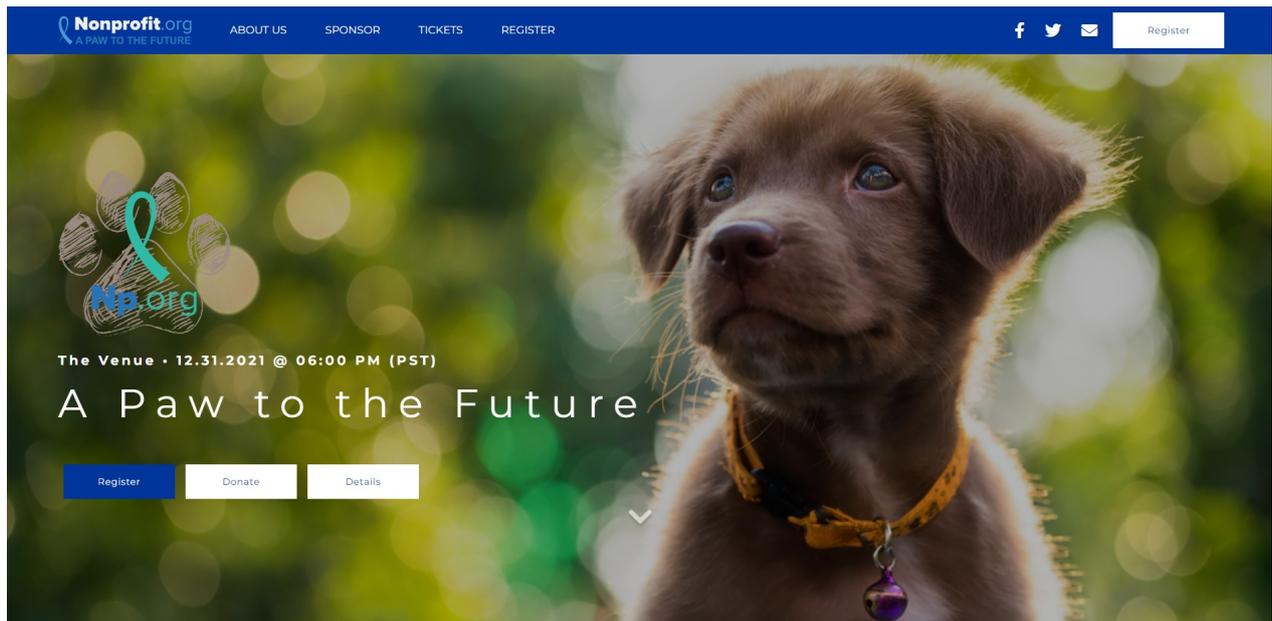


Activity Landing Page Image Hero Section

Last Modified on 09/22/2023 10:13 am PDT

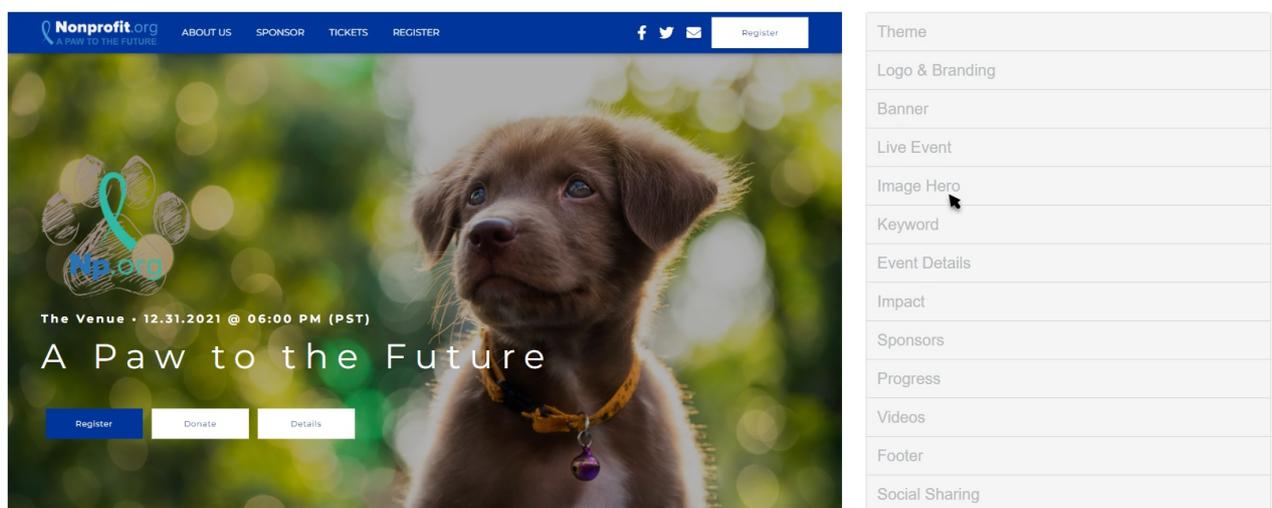
This article will guide you through customizing your Image Hero section on the Activity Landing Page (previously called the Event Page). If you are just starting to design your Activity Landing Page, you will likely want to [start here](#).

The Image Hero section contains a large image or carousel of images, prominently placed on the page. The hero image is often the first visual element seen on the page.



This is your opportunity to highlight the heroes of your story. Add an image, a logo for the Event and up to three action buttons, inviting your guests to take action.

Customize the Image Hero section in the Activity Landing Page designer.



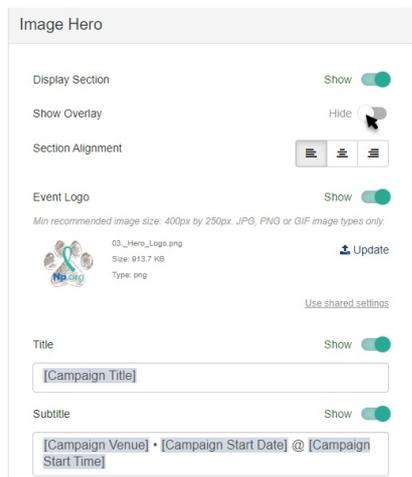
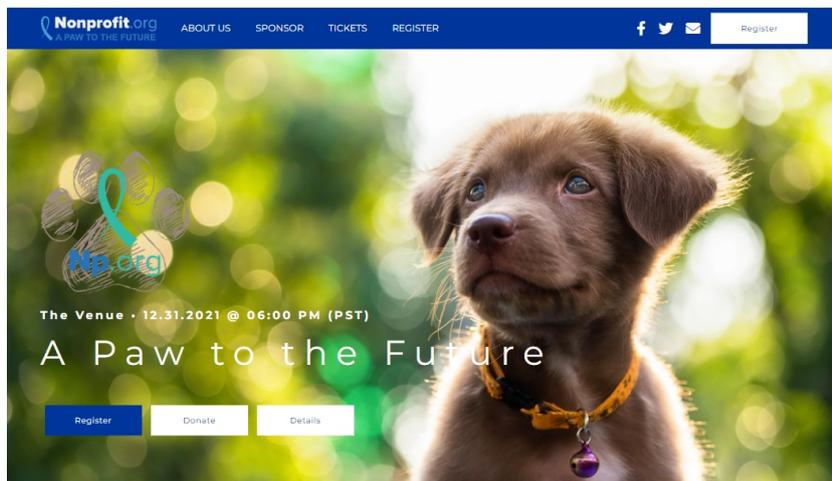
Display Section

If you decide against using the Image Hero section, you can hide the entire section with the

Show/Hide switch.

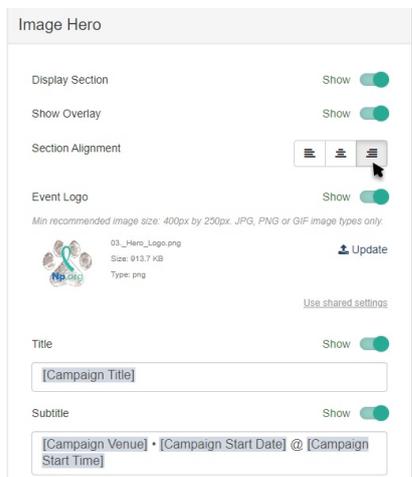
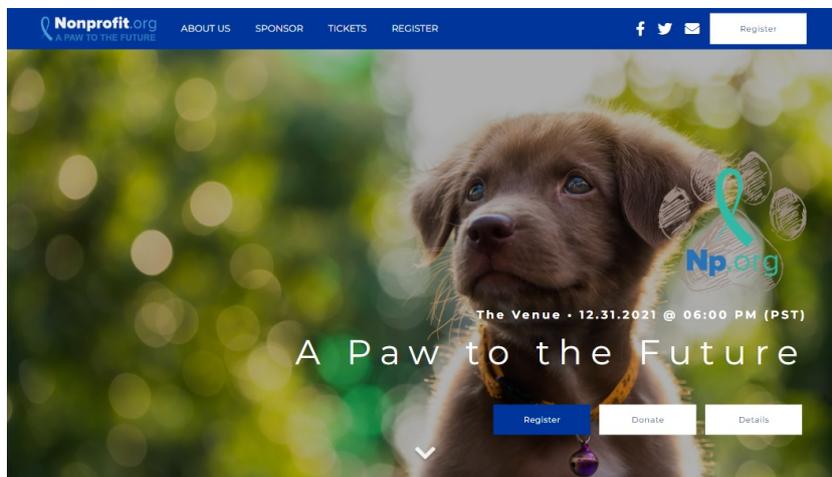
Show Overlay

By default, an overlay will darken your image so the text on your page is not lost in the image. If you prefer to turn off the overlay, toggle the **Show/Hide** switch to hide.



Section Alignment

Click the Left, Center, Right icons to alter the alignment of the text and logo of the Hero section.



Event Logo

By default, the Event Logo in the Hero section is copied from the logo selected in the Logo & Branding section. If you would prefer to have a different logo, such as a unique one for your event, placing it prominently in the Hero section would be a good place to include it. You can change the logo by clicking **Update**.

Select an image from your system to upload.

Crop the image as needed and click **Crop and Save** or select **Use Original**.

Crop Image



Use Original Crop and Save

For best results, the Logo should be at *least* 150px by 150px. It doesn't need to be square, though. For more information on **Image Sizes**, [click here](#).

If you don't want a Event Logo image in the Hero section, you can hide it by clicking the **Show/Hide** switch.

It is recommended to use a logo with a transparent background so it will blend in with the rest of the page.

Title

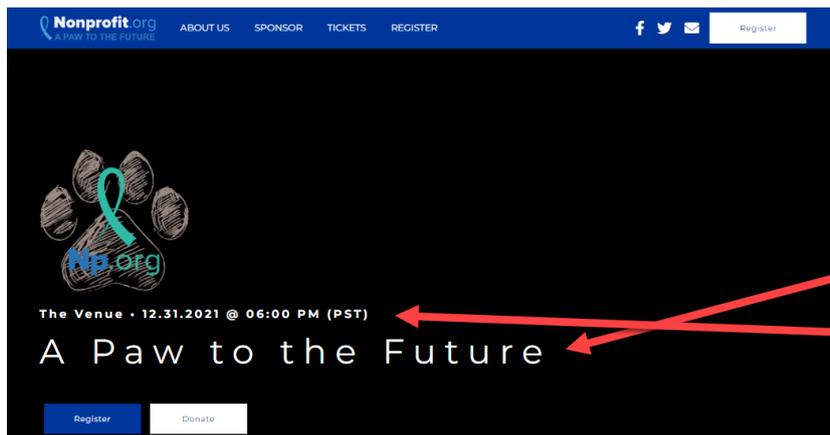
By default, the Title will be the the special variable `[Campaign Title]`. The Title pulls from the Campaign Details. You can change the Title from the **Campaign Details, as described here**, to insure that the Title matches your various activities, such as **Ticketing**.

In the Image Hero section, you can edit the Title to be anything you wish and include different formatting. You can also choose other variables from the drop down list.



Subtitle

The Subtitle is very similar to the Title. It appears above the Title and by default includes the special variables: `[Campaign Venue]` `[Campaign Start Date]` `@ [Campaign Start Time]` from the **Campaign Details as described here**.



Section Alignment ☰

Event Logo Show
Min recommended image size: 400px by 250px. JPG, PNG or GIF image types only.

 03_Hero_Logo.png
Size: 913.7 KB
Type: png Update

[Use shared settings](#)

Title Show
[Campaign Title]

Subtitle Show
[Campaign Venue] • [Campaign Start Date] @ [Campaign Start Time]

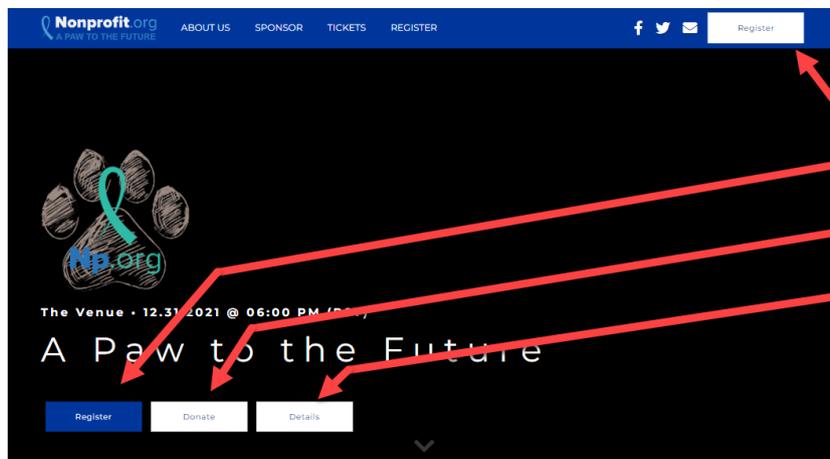
Primary Action Button Show
Button ✎

You can edit the Subtitle to be anything you wish and include different formatting, in the same way as the Title. You can also choose other variables from the drop down list.

Primary/Secondary/Supporting Action Buttons

You can include up to three different Action Buttons in the Hero section. The Primary will always be first, followed by the Secondary and then the Supporting Action Button. If any button is not used (hidden with the **Show/Hide** switch), the next button will shift so they maintain the design.

The Primary button differs from the other two in that it will be the Activity Landing Page Brand Color.



[Campaign Title]

Subtitle Show
[Campaign Venue] • [Campaign Start Date] @ [Campaign Start Time]

Primary Action Button Show
Button ✎

Secondary Action Button Show
Button ✎

Supporting Action Button Show
Button ✎

Background
 Solid Color
#000000 ●

[Use shared settings](#)

Click on the **Edit** icon to change the wording of the Button and link it to an existing form or external link.

Edit Element - Button ×

Display Label *

8 / 20

Reporting Label: Primary Action Button ⓘ

Link

[Use an external link instead](#)

Cancel

Save

Display Label

The Display label will be what appears on the Button. You have up to 20 characters for the Button text.

Link

The Link defaults to a drop down menu where you can directly add the link to any other form *within the campaign* to your Activity Landing Page. You can start typing the name of your form to narrow your selection.

You can also click **Use an external link instead** to direct your supporters to an external URL page. If you change your mind about using an external link, you can click **Use a GiveSmart Fundraise link instead** to revert to the original design.

Note: you do need to include the <http://> or <https://> with external links.

Make sure to **Save** the Button settings after you make changes.

Background

The Background of the Hero section starts as a solid color. This can be changed to a different color or a media carousel.

Solid Color

When in Dark Theme, the Hero Solid Color is a dark grey by default (hex code #333333). In the Light theme, the Solid Color is white (hex code #ffffff).

To change the Solid Color, enter a color's hexadecimal code or click on the color picker and select the color of your choice by using the color bar or dragging the circle around the color field. There are also default colors you can select or use as a starting point. Once you've selected a color on the color picker, click apply.

Background

Solid Color

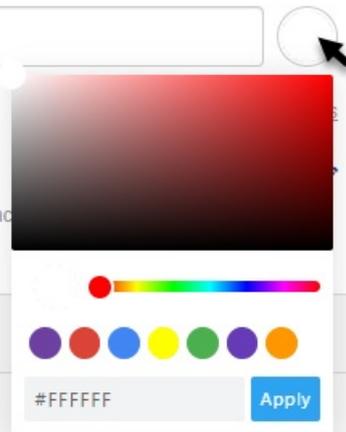
#FFFFFF

Media Carousel

Upload one or more images as section background

Keyword

Event Details



Media Carousel

Instead, you can use one or more images for your Hero section.

Click on the **Edit** icon to add or edit images for your Hero section.

Click **Upload** to add images.

Edit Element

×

Reporting Label: Media Carousel ⓘ

Min recommended image size: 1920px by 1080px. JPG, PNG or GIF image types only.

 Upload



Caption goes here

0/26

04._Hero_1.png



Caption goes here

05._Hero_2.png

Cancel

Save

Note: It is recommended that the images have a minimum size of 1920px by 1080px. The carousel will only take images smaller than 5MB.

Upload failed for file 06. Hero 3.png. Image not created for carousel: Shared img cannot be greater than 5 MB

Click the **Trashcan** to remove an image from the carousel. You will get a warning before it deletes.

fundraise.givesmart.com says

Are you sure you want to remove this item?

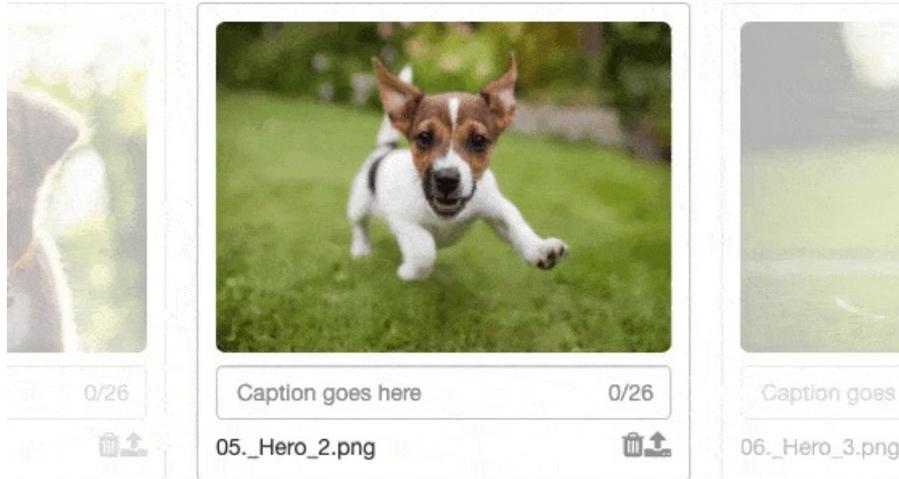
OK

Cancel

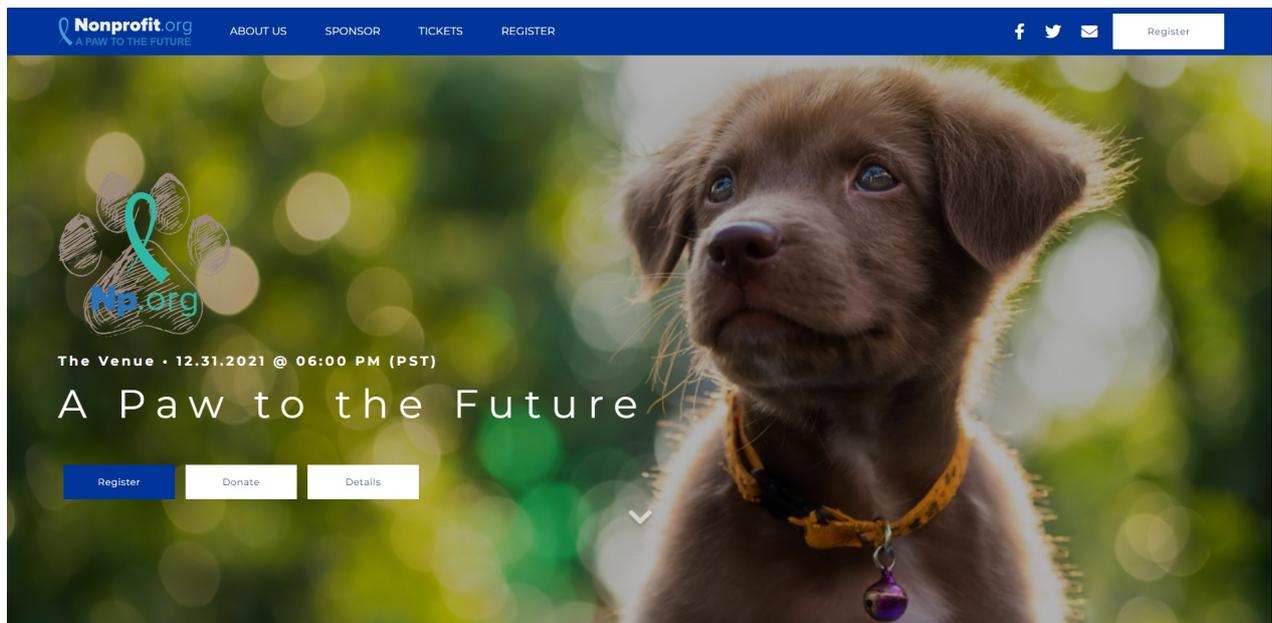
Click the **Upload** icon (the icon next to the Trashcan with the up arrow next to it) to swap out an image.

When you have multiple images, you can click one image and drag it to change the order for the

carousel.



Note: The Captions in the Hero images are there just for reference. They do not appear on the Activity Landing Page.



With your Image Hero section set up, your Activity Landing Page is starting to pull together. Check out the Activity Landing [Page Design](#) article for next steps.