



TEMPLATES OR CUSTOM?

OVERVIEW

Custom design and programming can increase a Digital Signage project budget significantly. In order to help keep costs and timelines under control we are proposing using existing templates for your project.

Here's a few things you should know about our templates.



One Template, many uses!
Insteo's 6 item combo menu Template can be used in a variety of settings.

What's a Digital Signage Template (or App)?

Insteo Digital Signage Templates (or Apps) are a combination of graphic design and computer programming connected to cloud based services and data. All of this comes together to make static or interactive digital signage presentations that allow you to make quick and easy content updates with any web browser.

Call them Templates, Apps, or whatever you'd like - the expensive programming work is already done and we can deliver the project much faster at a lower budget.

What you can edit?

As you can see in the examples of our 6 item combo menu, you can change a lot!
Colors, text, and images can be changed to give you the right look and feel for your brand. Some of our newer Templates include the ability to change fonts and animation styles, but for the most part templates offer the ability to change Colors, Text and Images.

We will let you know if your project uses a newer template that offers font and animation edits. For these templates, you can select fonts from the Google Fonts Library.

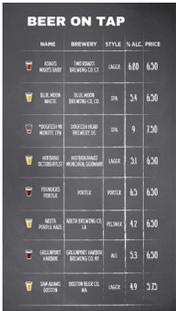
Custom Changes

In the examples above, if your combo-menu needs 7 items we would need to quote your project with customization. Edits to layout, animation style, font sizing, design elements or anything else requires custom programming. If your project was quoted to use templates only, these types of edits will require a change order and we will prepare a new quote. Please keep in mind, custom programming can be significantly more time consuming that you may expect - because this work is much more complicated than editing a print graphic (for example). Even moving something over a few pixels could take hours of additional work, with debugging and testing.

We want you to be happy!

Digital Signage is all we do and we only want happy clients! We are recommending templates because they can reduce your project budget by 5 to 10 times the cost.

It's a trade-off between using existing templates vs. fully custom layout and programming. We want you to be happy and understand these trade-offs now. If you truly need custom work, we're happy to quote that.



Template Version



Custom Version

Ready to go Digital Beer Chalkboard. Designed for maximum legibility and shows 8 beers at a time and can be setup quickly.

This custom version shows beer pairing requiring 50+ hours to design and program.