

AutovistaX

Branding Guide

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Autorista Branding Guide

1. Introduction

Thank you for purchasing your new Autorista coffee barista system with us. As well as getting the latest Swiss designed espresso brewer you can change the look and feel of your machine by adding your own personal touch. You can change the look and feel of:

- Screen colours and wallpaper designs
- Change menu page logo
- Change the wallpaper on media screens
- Change the wallpaper on vending screens
- Change the videos played while making a drink.
- Change the Billboard media
- Change the Menu media
- Change how the Media is played on the screen and how often
- Change the standard cups to your branded versions or add extra information such as allergens or nutrition information.
- Change the extra shot options like strength ,milk ,sugar and flavour shots

This guide will introduce you to the branding elements on the screen and explain the various ways you can use it to customise your machine.

If your machine did not come with the Branding Generator Software then for additional information, up to date support or to contact our Technical Support Team call +44(0) 1626 323100 or visit Westomatic at: www.westomatic.com

1.1 Key Features

- Change company logo
- Stylized menu page
- Add media screens and define the times that the video is played
- Change Drinks Cups to match your brand
- Promotion screens to up sell syrup shots
- Generate income from selling advertising space
- Very simple installation procedure – Blank size templates are available on request.

2. Installing Software

Goto WeSupport and download the Autorista branding editor file

installBrandingEditor.exe



After downloading the file double click the icon to start the installation process.

The program will unpack ready for installation

When it is ready to begin click INSTALL to begin the installation process.

Tick the Westomatic branding Generator component to install, and then click NEXT

Select the folder you would like to install the program. To accept the default click NEXT

Once complete click NEXT to exit the installer.

Congratulations, you have now successfully installed the Westomatic Autorista branding generator software you are now on your way to customising the look and feel of your machine.

3. Customisable Screens

You are now going to be presented with the screens that can be customised with the corresponding file type and size. Using any form of graphics software to create a PNG (Portable Network Graphics) file or JPEG (Joint Photographic Experts Group).

PNG image supports palette-based images with palettes of 24-bit RGB, grayscale images with or without alpha channel, and full-colour non-palette-based RGB images with or without alpha channel.

JPEG image supports palette-based images with palettes of 24-bit RGB, grayscale images without alpha channel, and full-colour non-palette-based RGB images without alpha channel.

JPEG images tend to produce a more lossy image due to the way the file is compressed that may or may not show on the final branded images due to their size.

The touch screen has a main menu, and any additional menus can be made to display all the available products on offer to the customer.

The main menu is made up of several branding resources and can be represented by the images that follow.

When designing artwork for your screens you must be careful in understanding the layers above and below your artwork to avoid messy or hidden information or clashes of colour and text.

Note as part of the branding all text by default is white and this can also be changed in the branding editor to interact with any wallpaper colours.

It is important to know when designing the branding images of potentially hidden messages or items not currently used. This will all be highlighted in this document, but you may not have these elements enabled on your machine or need them.

If your brand has a colour this can be set in the branding pack as a default brand colour and can be used as a single colour throughout the design and on the RGB led display in the cup station.

A single brand colour can be saved in the following location.

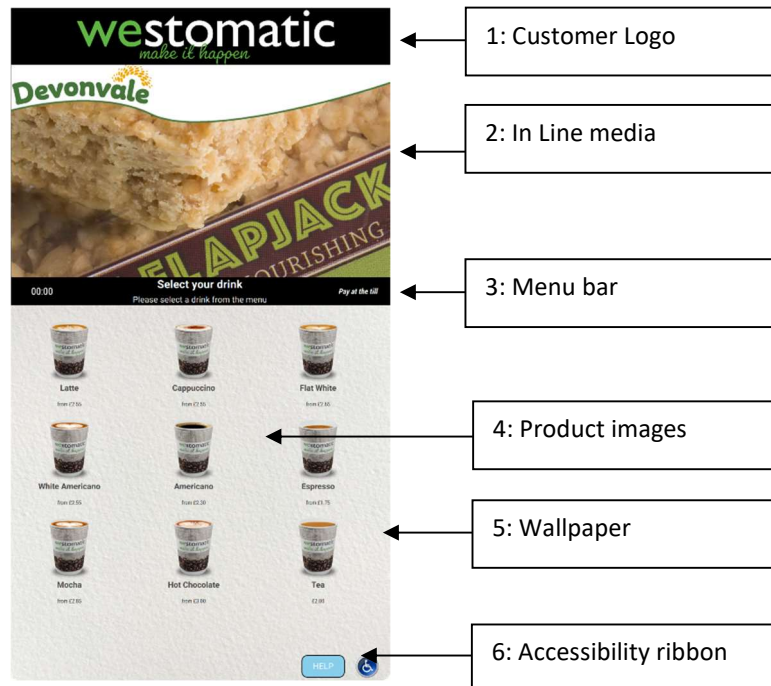
Branding File Location: [Colours] – [BrandColour]

If you require more brand colours you can press the yellow button at the bottom “Add new entry to Colours” and create additional colours as required.

Add new entry to Colours

3.1. Main Menu

Here is a typical example of the main menu with all the branding elements in place as seen on the screen.



3.2. Customer Logo

Positioned at the top of the menu is where you can place a logo or display message. This is a static image which is displayed on all menu screens as shown below:



Image type:

Size: 1080 pixels wide x 160 pixels high

File Type: PNG or JPEG

Branding File Location: [User images] – [CustomerLogo]

3.3. In Line media

Located under the customer logo is the media panel. This panel is optional and may not be used, if it is not used then a background wallpaper is used instead.

The media can be a still photo image or full audio visual MP4 media using the stereo speakers.

Images and videos can be 720p or 1080p in size the screen will scale the media to fit on the screen.

In Line media is stored on the screen , see media manual on how to do this.



Image type:

Size: 1080 pixels wide x 720 pixels high also known as 720p or

Size: 1920 pixels wide x 1080 pixels high also known as 1080p

File Type: PNG or JPEG or MP4 Video H.262 codec

If you do not want to use the inline media a media wallpaper will be required to fill the space.

A default grey image is provided as standard.

Image type:

Size: 1080 pixels wide x 607 pixels high

File Type: PNG or JPEG

Branding File Location: [Menu - Video] – [MMVideoBgnd]

3.4. Menu Bar

The menu bar gives the customer information relating to:

The location of the menu they are on with a menu title displayed.

The menu they are on for example decaf coffee or cold drinks.

The option to pay at till or credit available on the machine

The current time in case a free vend is imminent.



The branding of this item is limited to only colours which can be connected to a branding colour and used throughout the branding of the machine as shown earlier.

Branding elements to colour are:

Clock background	- Branding File Location: [Main Menu] – [MMClockBgnd]
Clock text	- Branding File Location: [Main Menu] – [MMClockText]
Credit background	- Branding File Location: [Main Menu] – [MMCreditBgnd]
Credit exact change text	- Branding File Location: [Main Menu] – [MMCreditExactChange]
Credit text	- Branding File Location: [Main Menu] – [MMCreditText]
Info top line text	- Branding File Location: [Main Menu] – [MMInfoPrimeText]

Info bottom line text - Branding File Location: [Main Menu] – [MMInfoSecondaryText]
Info line text background - Branding File Location: [Main Menu] – [MMInfoTextBgnd]

In addition to this you can also change the font size and colour to suit your needs which can be found in the location.

3.5. Product images

The product images portray to the customer the visual enticement of the products available and should represent a good pictorial representation as a photo or digital image.

Product images represent the buttons the user will interact with which includes the product, any special products and menu options as shown in the examples below.

It is important to create not only the drink on offer but any included options as well to inform the customer of the selected option.

Product Examples:

Café Latte

From this image I can take a cup which looks the same as this image and get a latte drink from the machine. The next step I can the offer to the customer a selection of options shown in this manual.



Vanilla Café Latte

From this image I can take a cup which looks the same as this image and get a latte with a vanilla shot from the machine. The next step is for the customer to pay and continue to make the drink.



Optional OAT milk drinks

Special drink that can include oat milk can be displayed with the oat milk brand to inform the customer of their choice in milk selection.



Menu option

The machine comes with as menu menus as you desire to create. You may need to create a menu to display only the cold milkshakes. This will require a menu button to be created to show the customer that a selection of drinks are available if you touch the button like this.



Other examples

Some other examples of product branding.



An image will be required for all drinks on offer including anywhere an optional flavour shot is pre-selected for the customer, in addition any menus buttons required to navigate to extra pages for Special coffees , Milkshakes Soup etc. need to be created with the following format.

Image type:

Size: 400 pixels wide x 672 pixels high

File Type: PNG or JPEG

Branding File Location: [Product Menu] – Add your entry to the product available or create your own by pressing the “Add new entry to Product Menu” button.

Add new entry to Product Menu

3.5.1. Drink selection glow

When a drink is selected a glow can be created around the product to indicate it has been selected. The halo effect can be changed in the branding file using a colour or brand colour:



Branding File Location: [Menu – Selection screen] – [SelectionGlowWhilePressed]

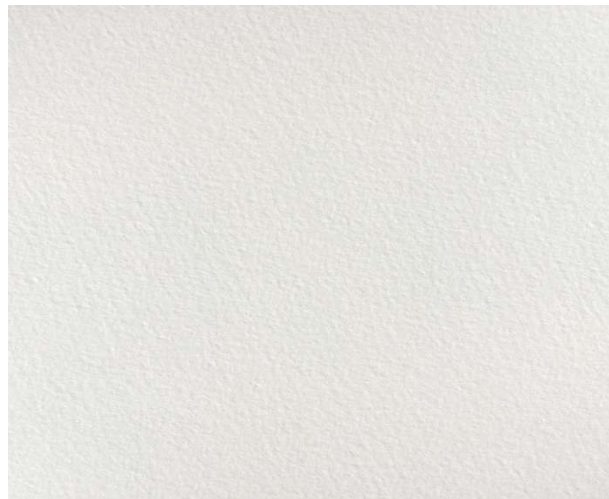
3.6. Wallpaper

Behind the product and menu images on all menu pages there is a wallpaper which can be changed, the default is the grey textured paper shown here. Note that any dark colours or patches will not show any drink names in that area. If your background must be a dark colour, then you will have to change the font colour for the products prices and options shown here:

Allergen Info Text	- Branding File Location: [Menu – Selection screen] – [AllergenInfoText]
Allergen Text	- Branding File Location: [Menu – Selection screen] – [AllergenText]
Product Name	- Branding File Location: [Menu – Selection screen] – [ProductSelectionName]
Product Price	- Branding File Location: [Menu – Selection screen] – [ProductSelectionPrice]
Product Information	- Branding File Location: [Menu – Selection screen] – [ProductSelectionInfo]
Not Available text	- Branding File Location: [Menu – Selection screen] – [NonAvailabilityText]
Nutritional info	- Branding File Location: [Menu – Selection screen] – [NutritionalInfoHeading]

This is a short list of items that can be changed , the full list of text can be found in

Menu - Selection screen



At the bottom of the wallpaper there is the accessibility ribbon and space must be provided to allow the ribbon to show , any images or text in the lower area of the screen will be hidden from view.

The menu wallpaper file is to be saved as the following image type.

Image type:

Size: 1080 pixels wide x 1073 pixels high

File Type: PNG or JPEG

Branding File Location: [Main menu] – [MenuAreaBgnd]

3.7. Accessibility ribbon

At the bottom of the screen menu there is a reserved section for system buttons , language selection , help information and accessibility menus.

The accessibility ribbon is automatically generated from the cup images supplied in [1.4: Product images](#)



3.7.1. Language Button

The language button can be an icon like this example . This image has a special feature whereby the image can be created at 1080 x 1073 and then scaled to size in the branding editor.



Image type:

Size: 64 pixels wide x 64 pixels high

File Type: PNG or JPEG

Branding File Location: [Menu navigation] – [LanguageSelectButton]

3.7.2. Accessibility Button

The accessibility button can be an icon like this example . This image has a special feature whereby the image can be created at 1080 x 1073 and then scaled to size in the branding editor.



Image type:

Size: 64 pixels wide x 64 pixels high

File Type: PNG or JPEG

Branding File Location: [Accessibility] – [AssistanceModeButton]

Within the same setting to change the button icon is the ability to change the colour of the left and right navigation arrows.

3.7.3. Help Button

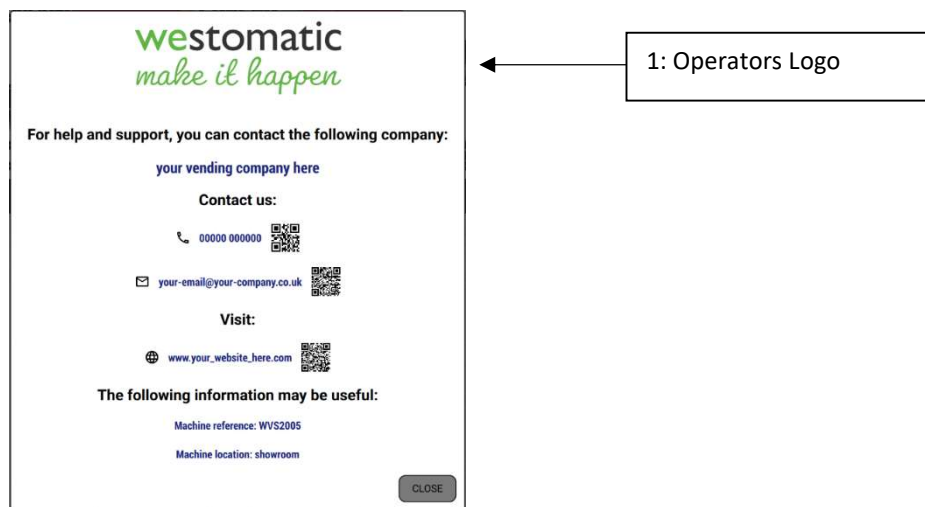
The rectangular HELP button used to give the user details of the operator's name and contact details can have its default colour changed as below:



- Help button background - Branding File Location: [Menu navigation] – [ActionHelpButtonBgnd]
- Help button border - Branding File Location: [Menu navigation] – [ActionHelpButtonBorder]
- Help button text - Branding File Location: [Menu navigation] – [ActionHelpButtonText]

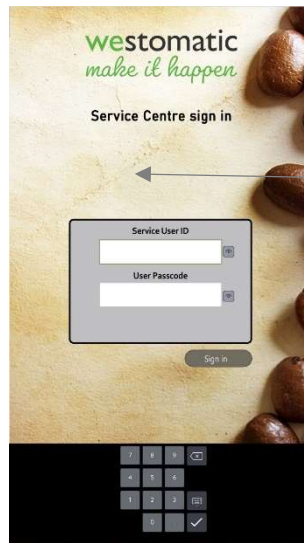
On pressing the help button the user is presented with the screen below which all the text information can be changed in the machine settings. QR codes are automatically generated in Service Mode.

The top logo is part of the branding pack and this along with another scaled version play a part in the branding of service mode as the operator's logo.



4. Service mode

Service mode sign in page consists of two brandable objects.



1: Operators Logo

2: Service Wallpaper

4.1. Operators logo

The operator's logo is used for the service mode login page and the help information page. Both images come from the same logo as shown.



Image type:

Size: 554 pixels wide x 184 pixels high

File Type: PNG or JPEG

Branding File Location: [Service centre] – [OperatorLogo]

4.2. Operators Sign in wallpaper

The operator's Sign in page can have the wallpaper image changed to brand the machine as shown in the examples below. This image is only seen on the login page when the door is opened.



Image type:

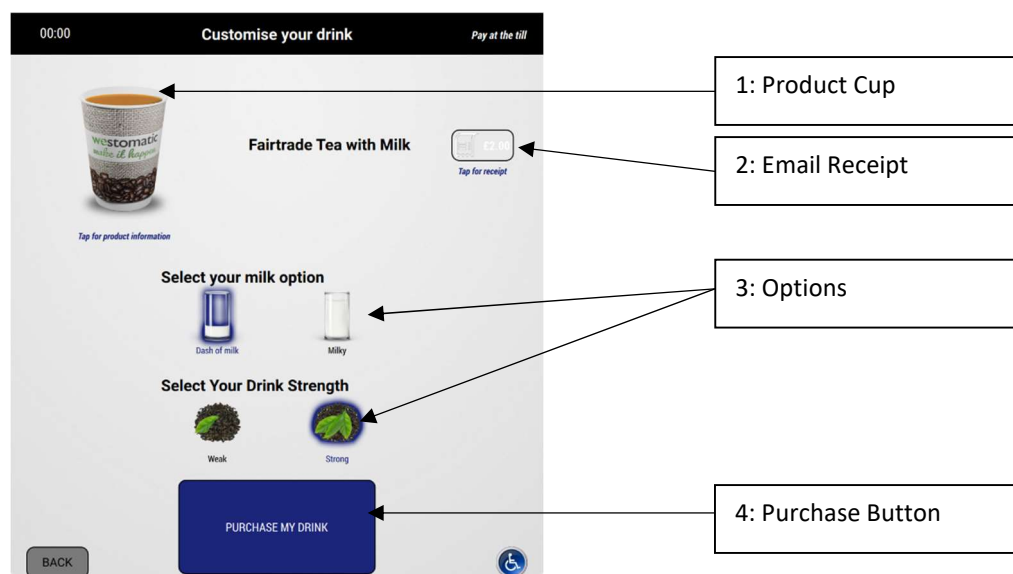
Size: 1080 pixels wide x 1920 pixels high

File Type: PNG or JPEG

Branding File Location: [Service centre] – [ServiceCentreLoginBgnd]

5. Drink Customising

After selection a product the customer can change the drink by adding a flavour shot , extra sugar , extra strength and extra milk as required. All these elements require a branding image as below.



5.1. Product Cup

This image is created from the product cup designed in section 3.5 on page 7 and is a scaled version of the same image.

5.2. Email / Print receipt

If the machine is connected to VendConnexion you have the ability to email a receipt to the customer if they choose by pressing the receipt button. You can change the logo for the receipt to suit your brand as well as other options to change the colours as below.



Image type:

Size: 978 pixels wide x 980 pixels high

File Type: PNG or JPEG

Branding File Location: [Receipt] – [ReceiptButtonImage]

Receipt Address text	- Branding File Location: [Receipt] – [ReceiptAddressText]
Receipt background colour	- Branding File Location: [Receipt] – [ReceiptBgnd]
Receipt border colour	- Branding File Location: [Receipt] – [ReceiptBorder]
Receipt button background colour	- Branding File Location: [Receipt] – [ReceiptButtonBgnd]
Receipt button border colour	- Branding File Location: [Receipt] – [ReceiptButtonBorder]
Receipt button text colour	- Branding File Location: [Receipt] – [ReceiptButtonText]
Receipt entry text colour	- Branding File Location: [Receipt] – [ReceiptEntryText]
Receipt footer text colour	- Branding File Location: [Receipt] – [ReceiptFooterText]

The receipt for the customer can be displayed on the printer and as an email. Both can be customised to the end user to see.

5.3. Email Receipt Logo

The logo which can be emailed can be in full colour of the size as below:



Image type:

Size: 180 pixels wide x 48 pixels high

File Type: PNG or JPEG

Branding File Location: [Receipt] – [ReceiptLogo]

5.4. Printed Receipt Logo

For VAT receipts or Pay at Till payment options you can print a black and white thermal payment receipt. The logo should be in grey scale where possible and be of the type as below:



Image type:

Size: 345 pixels wide x 115 pixels high

File Type: PNG or JPEG

Branding File Location: [Receipt] – [ReceiptLogo-Print]

5.5. Product options

Every product can have optional extras or drink changes to suit the customer using the machine, these options can be any of the following depending on how the drink recipes and menus are setup.

Flavour shots

Extra Milk

Extra Strength Beans

Extra Strength Tea

Extra Sugar

Extra Strength instant decaf

Extra Oat Milk

Each one of the options can have as many intermediate options as required, However Westomatic recommend a maximum of three.

You will be required to make a branding image for each extra option and each Subdivision of an extra option as shown in the examples below.

Flavour shots

Enjoyment of a hot beverage can include some indulgent options such as adding a caramel shot to a hot chocolate or hazelnut to a Cappuccino. The machine can run up to 3 flavour shots at any one time, an image has to be created for each flavour. Note that the branding pack can include other flavours that you intend on using in the future, they can remain dormant in the branding pack and then reanimated when the time suits and added to a recipe.



Image type:

Size: 288 pixels wide x 432 pixels high

File Type: PNG or JPEG

Branding File Location: [Category options] – Replace one in use or add your own.

In the options section you can change one that is already in use or add your own using the “Add new entry to category options” at the bottom of the branding page.

Add new entry to Category options

Extra Milk

An everyday use of the machine will require more or less milk than the recommended amount of milk which can be represented by three icons to show more milk, less milk and recommended milk. Depending on how you set up the drink recipe you can also have an option for no milk to have black tea.



Option_Milk_Max

Option_Milk_Mid

Option_Milk_Min

Option_Milk_None

Image type:

Size: 288 pixels wide x 432 pixels high

File Type: PNG or JPEG

Branding File Location: [Category options] – Replace each of the following images:

Option_Milk_None

Option_Milk_Min

Option_Milk_Mid

Option_Milk_Max

Extra Beans

An everyday use of the machine may require more or less coffee strength than the recommended amount of coffee which can be represented by three icons to show more , less and recommended coffee.



Option_beans_Max



Option_beans_Mid



Option_beans_Min

Image type:

Size:288 pixels wide x 432 pixels high

File Type: PNG or JPEG

Branding File Location: [Category options] – Replace each of the following images:

Option_beans_Min

Option_beans_Mid

Option_beans_Max

Extra FreshBrew tea

An everyday use of the machine will require more or less tea strength than the recommended amount of tea as tea drinkers are more particular over there typical brew which can be represented by three icons to show more , less and recommended fresh brew tea.



Option_Tea leaves_Max



Option_Tea leaves_Mid



Option_Tea leaves_Min

Image type:

Size:288 pixels wide x 432 pixels high

File Type: PNG or JPEG

Branding File Location: [Category options] – Replace each of the following images:

Option_Tea leaves_Min

Option_Tea leaves_Mid

Option_Tea leaves_Max

Extra Sugar

The machine is designed to allow customers to help them selves to sugar from the side of the machine. You may as an alternative use the spare canister inside the machine to deliver sugar. Shown below is a typical four option sugar selection.



Option_Sugar_Max

Option_Sugar_Mid

Option_Sugar_Min

Option_Sugar_None

Image type:

Size: 288 pixels wide x 432 pixels high

File Type: PNG or JPEG

Branding File Location: [Category options] – Replace each of the following images:

Option_Sugar_None

Option_Sugar_Min

Option_Sugar_Mid

Option_Sugar_Max

Any Additional Extras

The machine can have complex recipes and ingredient and so any additional ingredients like Oat milk , Instant decaf , hot chocolate will all have to have any optional icons produced like the examples below.



Option_Instant_Max

Option_Instant_Mid

Option_Instant_Min



Option_OAT_Milk_Max

Option_OAT_Milk_Mid

Option_OAT_Milk_Min



Option_OAT_Milk_Max

Option_OAT_Milk_Mid

Option_OAT_Milk_Min

5.6. Purchase Button

The purchase button on the bottom of the screen can have the background , text and border colour changed to any colour including a preset branding colour.



Purchase button background - Branding File Location: [Menu navigation] – [ActionSelectButtonBgnd]

Purchase button text colour - Branding File Location: [Menu navigation] – [ActionSelectButtonText]

Purchase button border colour - Branding File Location: [Menu navigation] – [ActionSelectButtonBorder]

6. Media Player

The autoXpress machine doubles up as a digital media signpost that can be used to advertise items for sale within the machine and entice customers to buy a hot milkshake or Latte or can be for the display of paid advertisements for local businesses and products, as an option some of the media screens can be turned off if not used or media is not available.

If enabled and available, the media on the screen can be remotely controlled and edited using VendConnexion, machines can be grouped, and media sent to groups as required. Using remote media allows you to change the media without having to visit the machine. However, all the features of remote media are also available on the machine itself you must manually load the media onto the machine with a USB stick.

A media playlist will control how and when the media is played, the media can consist of a still photo image or a video with sound or a combination of both depending on the media provider. Every time a media file is played the number of times it is displayed is recorded to allow you to charge per view or provide feedback of how many times the media file has been played. This information is available at the machine and VendConnexion.

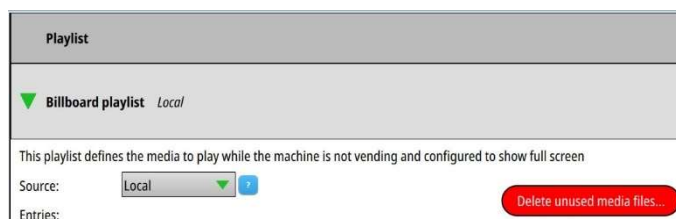
The machine has three distinct media players which can be used playing media in portrait and / or Landscape modes. The three players found in Service Centre that are used are described in more detail next.

Each playlist will display a source message next to the playlist to indicate the source of the media. This cannot be changed remotely and must be set up during installation of the machine.



6.1. Media player – Source

Each playlist has a source location as to where the media is playing from.



The closed menu will show you where the current source is set to (*local*). To change this open the playlist and change the Source to one of three selections

6.1.1. Local Source

With the source set to Local all the media is played from the machine. The playlist , media files and any campaigns must be done at the machine including loading and digital media onto the screen with a USB stick.

6.1.2. Remote Source

With the source set to Remote all the media is played from the VendConnexion. The playlist , media files and any campaigns are all done online and sent to any or all connected machines. On each heartbeat of the machine the playlist and media files are checked for any changes, should the machine loose communication with VendConnexion then the machine will continue to play media until the connection is reestablished.

6.1.3. No playlist

With the source set to No Playlist any media from this section is not played, playlists may still exist for local and remote you are simply choosing not to play them.

Depending on which playlist is disabled this will change the look of the machine.

6.1.4. No playlist – Billboard

With the Billboard set to no playlist the full screen adverts will not run. The menu screen and in-menu media will play, then menu will always be on the screen.

6.1.5. No playlist - In-menu

With the In-menu set to no playlist the top screen will display only the background colour or image set in the branding pack with the menu.

Image type:

Size:1080 pixels wide x 607 pixels high

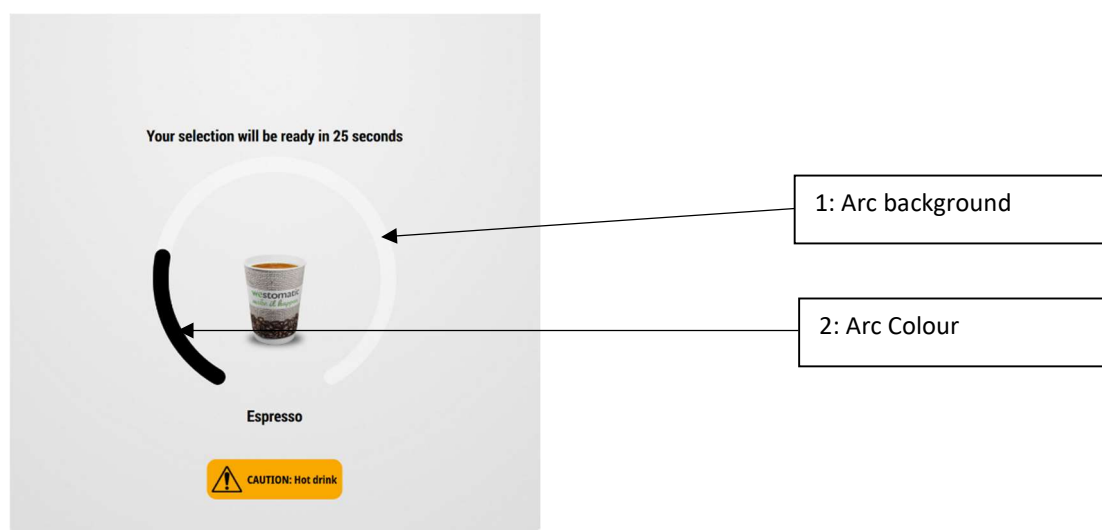
File Type: PNG or JPEG

Branding File Location: [Menu - Video] – [MMVideoBgnd]

As the in-menu is set to no playlist when the customer selects a drink the full screen is used to replace the absence of the in-menu media not playing giving more space for drink options.

6.1.6. No playlist – Vend

The vend playlist is used to directly advertise to the customer knowing what product the customer used and display media specific to that product. Alternatively, you can set the playlist to No playlist and the screen will show a count down clock which can be customised as below:



You cannot change the background of the vending page however you can change the arc and the arc background colours to suit you branding colours.

1: Arc Background = Branding File Location: [Vending] – [ProgressArcBgnd]

2: Arc Colour = Branding File Location: [Vending] – [ProgressArcColour]

6.2. Media Player – Billboard playlist

The billboard playlist will display MP4 videos and JPG / PNG Images at the same time.

The billboard is the full screen media player used when no one is using the machine , this screen is used to draw attention to the machine or entertain customer who are nearby.

Media displayed on the screen should ideally be full screen 1080p portrait however should this type of media not be available then the media can be 1080p landscape, this will display in the centre of the screen , any space around the media can have a customised wallpaper of the type as below.

Image type:

Size:1080 pixels wide x 1920 pixels high

File Type: PNG or JPEG

Branding File Location: [Menu - Video] – [FSVideoBgnd]



Billboard photo image type: High resolution 1080p Size:1080 pixels wide x 1920 pixels high or Size:1920 pixels wide x 1080 pixels high File Type: PNG or JPEG Lower resolution 720p Size:720 pixels wide x 1280 pixels high or Size:1280 pixels wide x 720 pixels high File Type: PNG or JPEG	Billboard Video type: High resolution 1080p Size:1080 pixels wide x 1920 pixels high or Size:1920 pixels wide x 1080 pixels high File Type: MP4 H.264 codec Lower resolution 720p Size:720 pixels wide x 1280 pixels high or Size:1280 pixels wide x 720 pixels high File Type: MP4 H.264 codec
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6.3. Media Player – In-menu playlist

The In-menu playlist will display MP4 videos and JPG / PNG Images at the same time above the drinks menu and can also be displayed during the drink customisation pages as well depending on the machine configuration.

The in-menu playlist is the media player used when someone is using the machine , this screen is used to draw attention to drink you may not have known about or entertain customer with paid advertisements.

Media displayed on the screen should ideally be full resolution landscape, should you not have any media to display or the media you have is smaller than the recommended size then this will display in the centre of the screen , any space around the media can have a customised wallpaper of the type as below.

Image type:

Size:1080 pixels wide x 607 pixels high

File Type: PNG or JPEG

Branding File Location: [Menu - Video] – [MMVideoBgnd]



In-menu photo image type:

High resolution 1080p

Size:1920 pixels wide x 1080 pixels high

File Type: PNG or JPEG

Lower resolution 720p

Size:1280 pixels wide x 720 pixels high

File Type: PNG or JPEG

In-menu Video type:

High resolution 1080p

Size:1920 pixels wide x 1080 pixels high

File Type: MP4 H.264 codec

Lower resolution 720p

Size:1280 pixels wide x 720 pixels high

File Type: MP4 H.264 codec

6.4. Media Player – Vend playlist

The vend playlist will display full screen MP4 videos and JPG / PNG Images at the same time and will display only while a drink is being dispensed from the machine. As the machine can dispense different drink types it is possible to set a video to play with a particular drink or group of drinks. For the branding of the screen, you may have to create a single vend video or several to run for different drinks. This means that you can play tea media when the customer selects a tea drink and run coffee media when the customer selects a coffee drink or run any media for any drink.

The vend playlist does not have to be used and a countdown timer is used.

Media displayed on the screen should ideally be full screen 1080p portrait however should this type of media not be available then the media can be by 1080p landscape, this will display in the centre of the screen, any space around the media can have a customised wallpaper of the type as below.

Image type:

Size: 1080 pixels wide x 1920 pixels high

File Type: PNG or JPEG

Branding File Location: [Menu - Video] – [FSVideoBgnd]



Vend photo image type: High resolution 1080p Size: 1080 pixels wide x 1920 pixels high or Size: 1920 pixels wide x 1080 pixels high File Type: PNG or JPEG Lower resolution 720p Size: 720 pixels wide x 1280 pixels high or Size: 1280 pixels wide x 720 pixels high File Type: PNG or JPEG	Vend Video type: High resolution 1080p Size: 1080 pixels wide x 1920 pixels high or Size: 1920 pixels wide x 1080 pixels high File Type: MP4 H.264 codec Lower resolution 720p Size: 720 pixels wide x 1280 pixels high or Size: 1280 pixels wide x 720 pixels high File Type: MP4 H.264 codec
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