

PLATFORM FEATURES

Character Counts & Image Sizes

Organization & Branding

Organization contact info	25 lines
Logo 1 / Logo 2	Min size: 1000 (w) x 425px (h)* Max file size: 3MB
Background image	Min size: 2500 (w) x 1500px (h)* Max file size: 10MB

Title Bar, Intro & Progress

Application name	60 characters
Organization name	60 characters
Introduction text	250 characters (MH HRAs only)

Legal & Compliance

Consent button label	25 characters
User agreement statement	120 characters
Marketing opt-in checkbox	80 characters
Phone call opt-in checkbox	80 characters

Splash Screen

Header text	45 characters (MH HRAs only)
Text headline (top)	50 characters
Text headline (middle)	100 characters
Images (middle)	Min size: 380 (w) x 235px (h)*
Bullets (middle)	70 characters each (MH HRAs only)

Social Sharing

Twitter message	117 characters
Pinterest message	117 characters

Calls-to-Action

Content boxes	130 characters
Action labels (buttons)	30 characters

Emails

Max image size 3MB each

Banner image	Min size: 1200px (w), maximum of 600px (h)*
Two-image column	Min size: 250 (w) x 350px (h)*
Three-image column	Min size: 225 (w) x 175px (h)*
Dual-image column	Min size: 240 (w) x 200px (h)*
Sidebar image	Min size: 240 (w) x 200px (h)*

* All images must be JPEG or PNG