# The Eventure Website Builder

A working manual for the person who builds the sites

Written for Eventure.

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# Contents


1 What this is

2 The mental model

3 Drafts and variants keep you safe

4 How to study the six tabs

5 Tab 1 - Appearance

6 Tab 2 - Header

7 Tab 3 - Homepage

8 Tab 4 - Pages

9 Tab 5 - Menu

10 Tab 6 - Footer

11 Knobs every section shares

12 The section catalog

13 The three launchers

14 Glossary

15 Appendix - the community builder

CHAPTER 1

# What this is

The website builder turns an organization on Eventure into a **real public website**: its own address, its own look, its own pages. Not a profile page inside Eventure. An actual website, of the kind you would otherwise pay an agency to make.

This manual is for the person who *builds* those sites. It assumes you have never opened the builder before. It does not assume you can write code, and it will never ask you to.

You will find the builder on an organization at `Website Builder`. Everything in this manual happens on that one screen.

### The one habit worth forming early

The builder saves as you type. There is no Save button to hunt for, which is a relief once you trust it and unnerving before you do. Chapter 3 explains the safety net that makes this fine: you are almost always editing a **draft**, and the live website does not change until you say so.

CHAPTER 2

# The mental model

Before any control makes sense, this does. Every website the builder makes has exactly three parts.

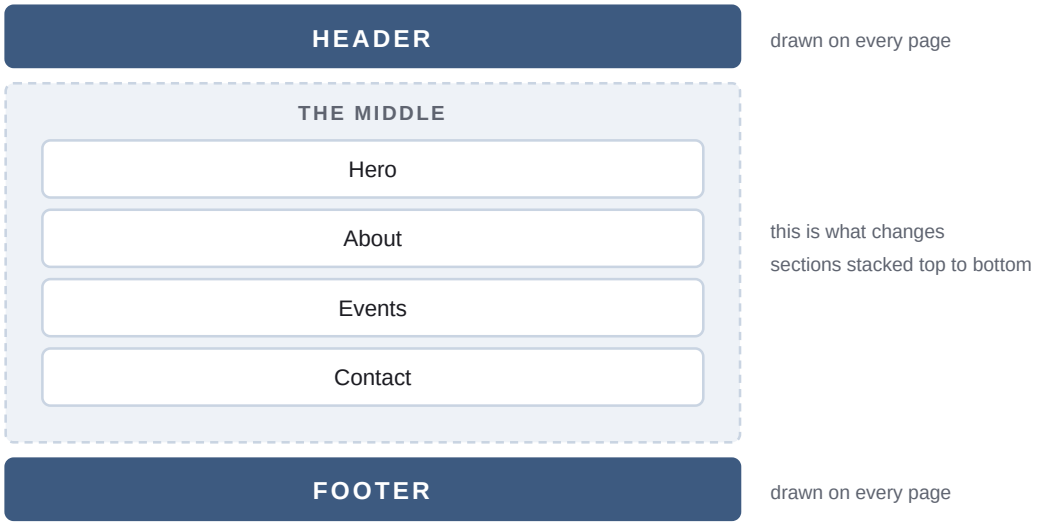



**Figure 1.** Every site: a frame that never changes, and a middle that does.

The **header** is drawn at the top of every single page. The **footer** is drawn at the bottom of every single page. You build each of them once, and they follow the visitor everywhere.

Between them sits the part that changes. On the front door, that is the **homepage**. Everywhere else, it is a **page**. And whichever it is, it is built the same way: out of **sections**, stacked one under another, top to bottom, in the order you put them.

A section is a horizontal band across the page: a hero, a photo gallery, a list of events, a contact form. You pick which ones, you drag them into order, you fill in their settings. That is the whole job.

### Why this matters for the six tabs

Every one of the six tabs is one of those three parts, or the rules they all obey. Once you see that, the tab bar stops being six mysteries and becomes a checklist:

- **Appearance** sets the rules everything obeys.
- **Header** and **Footer** build the frame.
- **Homepage** and **Pages** build the middle.
- **Menu** connects them to each other.

CHAPTER 3

# Drafts and variants keep you safe

Read this before you touch anything. It is the difference between experimenting freely and being afraid of the tool.

An organization can hold several versions of its website. These are called **variants**. Exactly one of them is **live** - the one the public sees. The rest are **drafts**, visible only to you.

When you edit a draft, nothing you do reaches the public. You can delete every section, choose colors that clash, and reorder the whole site. The live website carries on unchanged. It only changes when you deliberately **activate** a draft, which swaps it into place.

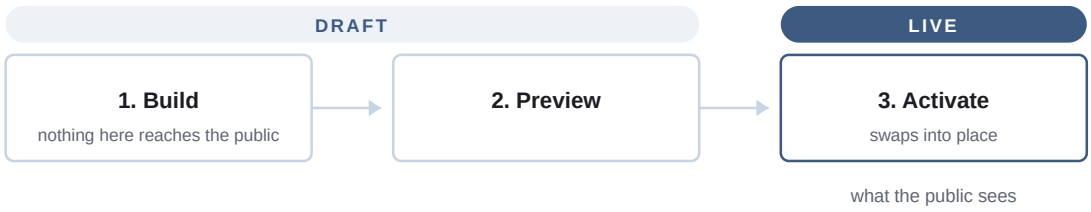



**Figure 2.** The draft lifecycle. The live site only changes at step three.

This is also why the builder can save automatically without it being reckless. It is saving your draft.

> **The one case where you are editing live**
>
> A brand new organization with no site yet has nothing to protect, so its first build goes straight live. From then on you are in draft territory. If you are unsure which you are in, look for the small **Draft preview** pill in the bottom-left corner of the preview. Click it to see which variant you are previewing and which one visitors see. No pill means you are editing the live site, so take the extra second to think.

Every one of the automatic builders in chapter 13 obeys this rule. They all produce a draft and hand it to you to review. None of them can overwrite a live site behind your back.

## The variant bar, part by part

Everything to do with variants happens in one strip above the tabs. It changes shape depending on what you are editing, which is the point: it only offers you what makes sense right now. Left to right, this is everything it can show.

- **Custom website** - a switch, not a variant control, but it belongs to the variant you are editing rather than to the organization. On means this one variant serves an uploaded custom-code project instead of builder sections. Chapter 4 says a little more about that.
- **The switcher** - the wide button naming the variant your edits are landing in. Click it for the full list. It is the fastest way to move between versions, and the next heading explains everything it puts in front of you.

- **live: `name`** - appears only while you are editing a draft, and names the variant the public is actually seeing. Click the name to move your editor there.
- **Activate**, **Share** and **Delete** - the three things you can do to a draft, shown only when the variant you are editing is one. They are absent when you are on the live variant, because activating what is already live is meaningless and deleting it is not allowed.
- **Variants** - the menu that makes new variants and opens the manage list. Both are covered below.
- A quiet line of reassurance at the end, plus a green **Non-destructive** pill. It is there to be believed: nothing in this menu touches the live site.

## Keeping the variant in view

Under the page title, a small line always names the *full* variant you are editing, with a **Live** or **Draft** pill. The switcher button shortens a very long name to fit, so this line (or hovering the button) is where you read it whole.

Scroll down past that line and the site header's main menu makes way for a compact bar that follows you: the site name (click it to jump back to the top) and a second copy of the switcher, so you can change variant from anywhere on the page. While you are editing a draft, small **Activate**, **Share** and **Delete** buttons sit beside it and do exactly what their twins in the variant bar do. The bar grows to fit the name but never past the header's right-hand icons; on a tight screen the button labels, then the status badges, then the header search field (down to its icon) give way before the variant name is ever shortened. The site name always stays. Full-screen mode shows the same bar inside the tab strip. On tablets and phones the header is only a logo and a menu button, so there the line under the title is your reminder.

**Finding your way around.** Press `Ctrl`+`K` (or `/`) and start typing. On the builder the search shows an *In this builder* group on top: type a few letters to jump to a tab, a section, a page or a menu item (it opens and flashes), switch to another variant, activate or share a draft, add a section by type or go fullscreen. It works in fullscreen too.

## Reading the switcher

Open the switcher and each variant gets a two-line row. The first line is what it *is*, the second is what it *holds*. Learn to read it and you will stop opening variants just to find out what is in them.

- A green **Active** badge marks the variant the public sees. A blue **Editing** badge marks the one your changes are going into. Early on these are usually two different rows, and that is exactly the safety net working.
- A **Builder** or **Custom Site** badge tells you which kind of site that variant serves.
- Three small counts show what is inside: homepage sections, pages, and menu items. A count of zero is dimmed, so an empty variant is obvious at a glance.
- **Created** and **Modified** give a short age. Hover either one for the full phrase and the exact date and time.

A Custom Site variant shows no counts at all. Its content sits in an uploaded bundle rather than in builder sections, so a tally would read a misleading zero. Silence is more honest than a wrong number.

## Three ways to make a new variant

The **Variants** menu opens with three entries, and the difference between them is the single most useful thing in this chapter.

- **Duplicate current** - makes a *new* variant that is a complete copy of the one you are editing: pages, menu, homepage sections, header, footer, appearance, and the custom-code upload if there is one. The name is pre-filled with the next version in the family, so duplicating "Main" offers "Main v2", and duplicating that offers "Main v3". Use it when you want to try something on top of what you already have.
- **Start blank** - makes a *new* variant with nothing in it. The name is pre-filled with today's date and time so successive blanks stay apart. Use it when the existing site is not the starting point you want.
- **Copy content** - does *not* make a variant. It copies chosen parts of the variant you are editing onto another variant that already exists, replacing what was there.

> **Duplicate and Copy content are opposites**
>
> **Duplicate current** creates something new and leaves everything else alone. **Copy content** overwrites something that already exists, and cannot be undone. If you are unsure which one you want, you want Duplicate.

Copy content earns its extra caution with an extra form. You pick a **Copy to variant** target from a list that shows the same badges and counts as the switcher, so you can see what you are about to overwrite before you do it. Then you tick which parts to carry over, each one labelled with how many items the source holds:

- Homepage sections, Pages, Menu, Appearance, Footer, Header, Languages - seven choices on an organization site.
- Homepage sections, Pages, Menu, Footer, Appearance, Languages - six on a community, which has no Header tab to copy.

Nothing happens until you tick **I understand this replaces the target variant's content**, which is what unlocks the button. Unticked parts are left exactly as they were on the target.

All three offer one optional switch before you commit. On Duplicate and Start blank it reads **Go live - activate this variant after creating it**, and it is off by default, because a new variant is normally meant to be a draft. On Copy content the same switch reads **Go live** when the target is a draft, and quietly becomes **Switch to this variant after copying** when the target is already live - going live is moot in that case, so it offers to move your editor there instead.

Whichever you use, the builder moves your editing into the variant you just made, so your next change lands where you expect. There is no limit on how many variants an organization or a community may keep.

## Manage variants

Below a divider in the same menu sits **Manage variants**, which opens the full list: one row per variant, with its name, its badges, when it was created and last updated, and the same content counts.

- **Click a row** - anywhere that is not a button - to move your editing into it. The **Edit** button does the same thing, and is greyed out on the row you are already in.
- **Set live** appears on every row that is not already live. It asks for confirmation first, because it replaces the public website.
- The **...** button on each row holds **Rename**, **Duplicate**, **Copy preview link**, and **Delete**.

- Renaming happens in place. Pick Rename, or just double-click the name. Enter saves, Escape cancels, and clicking away saves.
- The modal's footer has a **Start blank** shortcut, so you can add a variant without closing the list first.

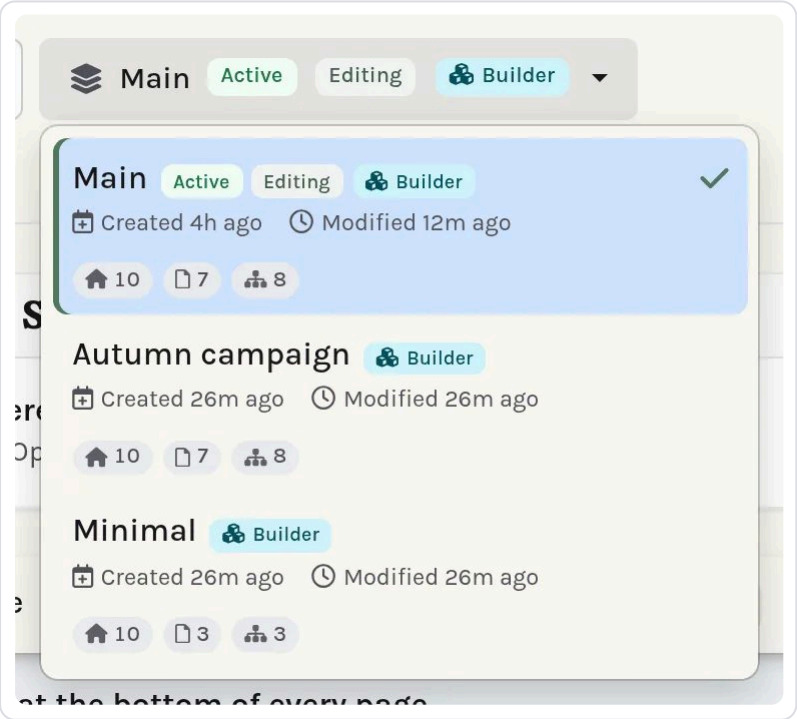
Delete is deliberately hard to reach and refuses two cases outright. It will not delete the live variant - the tooltip tells you to activate another one first - and it will not delete the last one you have, because a website with no variants is not a state the builder allows.

### Sharing a draft before it is live

A draft is invisible to the public, which is a problem when the whole point is to show it to a colleague for approval. **Share** on the variant bar, and **Copy preview link** in the manage list, solve it: both put a link on your clipboard that opens the draft as a visitor would see it, with no login required.

Both are offered for drafts only. The live variant does not need one, because anybody can already open the real site.

> **Communities work exactly this way**
>
> The variant bar, the switcher, the three ways to create, the manage list, and the preview links are all the same in the community builder. Only three things differ: Copy content offers six choices instead of seven, since only the Header tab has nothing to copy; only One-Click Page can be launched automatically, not Site Wizard or Guided Setup; and there is no Save as template. Chapter 15 covers the community builder in full.




**Screenshot 3.1.** The variant list: your drafts and the live site.

CHAPTER 4

# How to study the six tabs

The tabs are already in the right order. Study them left to right. That is not a coincidence, and the reasons are worth knowing, because they are also the reasons a site goes wrong when you work out of order.

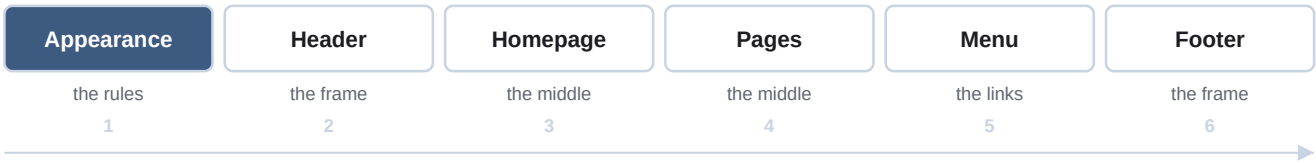
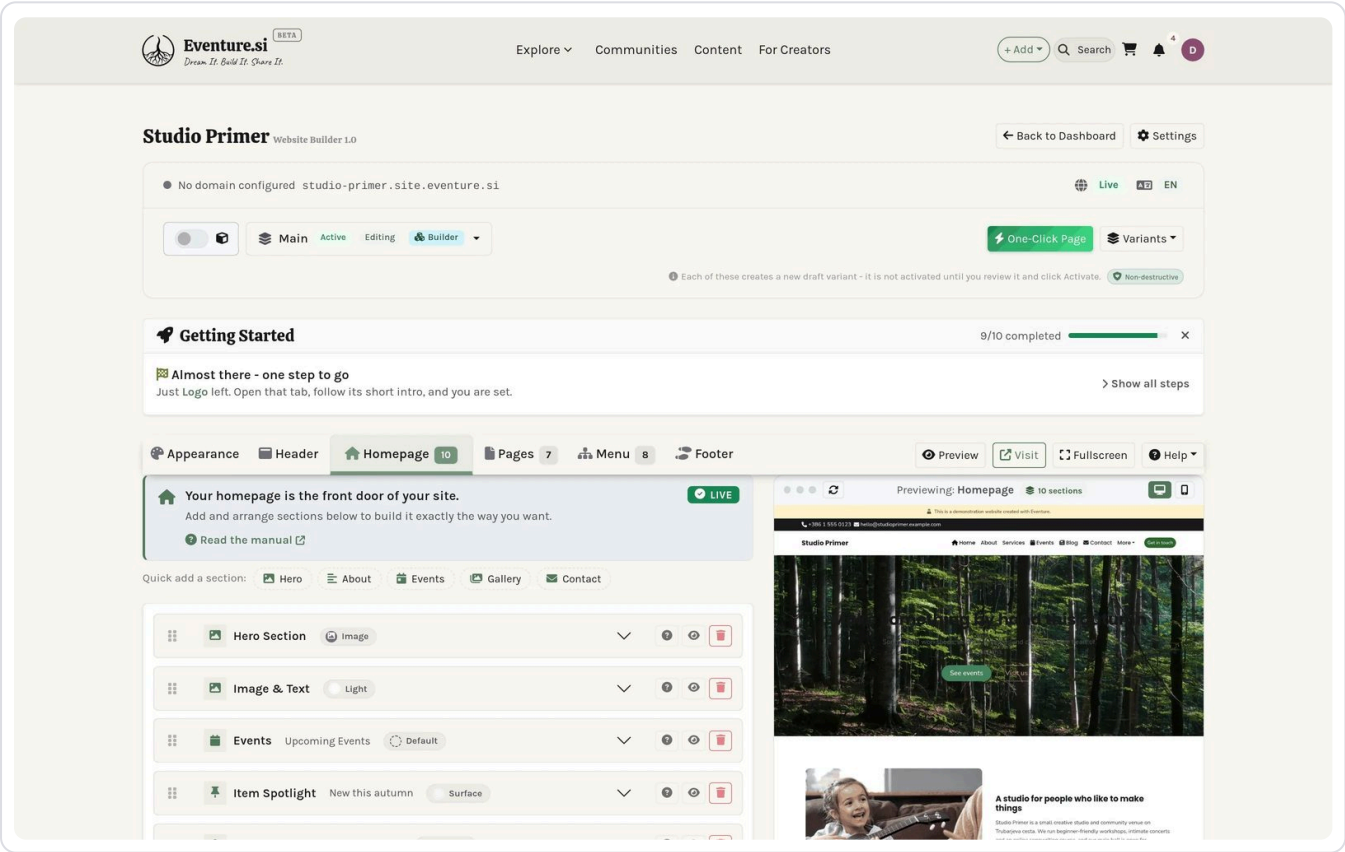



**Figure 3.** The tab bar is the study order.




**Screenshot 4.1.** The builder with the six tabs across the top.

1. **Appearance first**, because it sets rules the other five inherit. Your colors, your fonts, your corner roundness. Choose them here and every section obeys them automatically. Skip this and you will hand-tune forty sections that could have followed one setting.
2. **Header and Footer next**, because they are the frame drawn on every page. They are also finite: build each once and you are done with it for the whole site.

3. **Homepage third**, because it is where you learn sections. Everything you learn here works identically on pages, so learn it once on the page that matters most.
4. **Pages fourth**, because it is the same skill again, applied more times.
5. **Menu last**, and this one is not a preference. The menu links to pages. If the pages do not exist yet, there is nothing to link to. Build the rooms, then hang the signs.

If you only have an hour, spend it on Appearance and Homepage. Those two carry most of what a visitor actually experiences.

### Two tabs you may or may not see

**Custom Site** appears only for organizations on a plan that includes it, and it replaces the normal page rendering entirely. **JS/CSS** is switched off. Neither is part of the normal job, and neither is covered here.

## The preview is a map, not a picture

The large preview on the right is not just a rendering to admire. It is the fastest way to reach a control: **click anything in it and the panel on the left jumps straight to the form that owns it**. The right tab opens, the matching row expands, and the exact field flashes so you cannot miss it. Once you know this, you stop scrolling the left panel hunting for the right accordion and just point at the thing on the page instead.

Nearly every part of the page answers a click:

- A **section** - opens that section's form on the Homepage or Pages tab.
- A single **item inside a section** - one gallery photo, one menu entry, one pricing card - opens the section and highlights that item's row, not just the section as a whole.
- A **button** - a Call to Action, a Hero button, a pricing plan's button, a "View all" link - goes one step further still and highlights the exact label field that produces its text, not just the item or section it lives in.
- The **header**, the **brand or logo**, and the **menu** - each lands on its own tab and setting.
- A section's **background** - opens that section's background editor.
- The **footer** and its individual blocks - opening hours, social links, the newsletter box, the copyright line - each jumps to the setting that controls it.

To make it obvious what a click will do, the preview marks blocks as you work, in two different ways:

- **Green** is a light touch: a thin dashed outline on the block you are hovering, or the row your cursor is over in the left panel. It says "this is what a click would affect".
- **Hazard tape** is where your edits land right now: the section whose form is currently open is framed in a marching yellow-and-black striped band, like tape around a work zone. The stripes keep crawling so your eye keeps finding it.

You can have more than one section's form open at a time, and the tape always follows the one you are actually working in - the section you last clicked in the preview, or the form you last clicked into to type. So if two forms are open and the tape looks like it is on the wrong block, click the block you mean (or click into its form) and it moves there at once.

Hovering a block also shows a small label naming what a click will open, so you can check before you commit to it. Everything here works the same in the community builder.

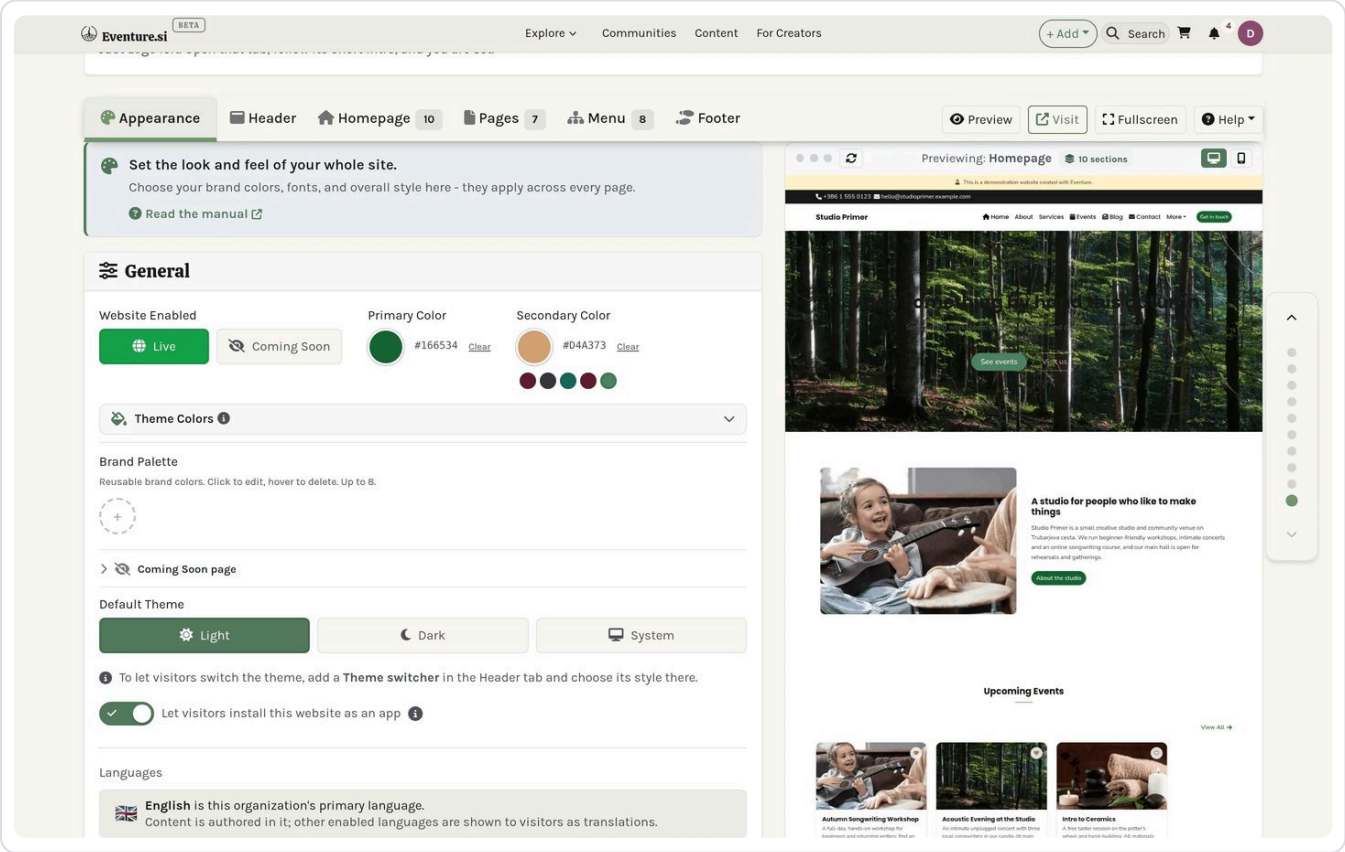
CHAPTER 5

# Tab 1 - Appearance

The look and feel of the whole site. Nothing here belongs to a single page. Every setting on this tab is a rule that every page, every section and both frame pieces will follow unless something overrides it locally.

**Scan to watch the video** https://eventure.si/en/website-manual#video-ch5-appearance

This is the highest-leverage tab in the builder. A good ten minutes here saves an hour of fiddling later.



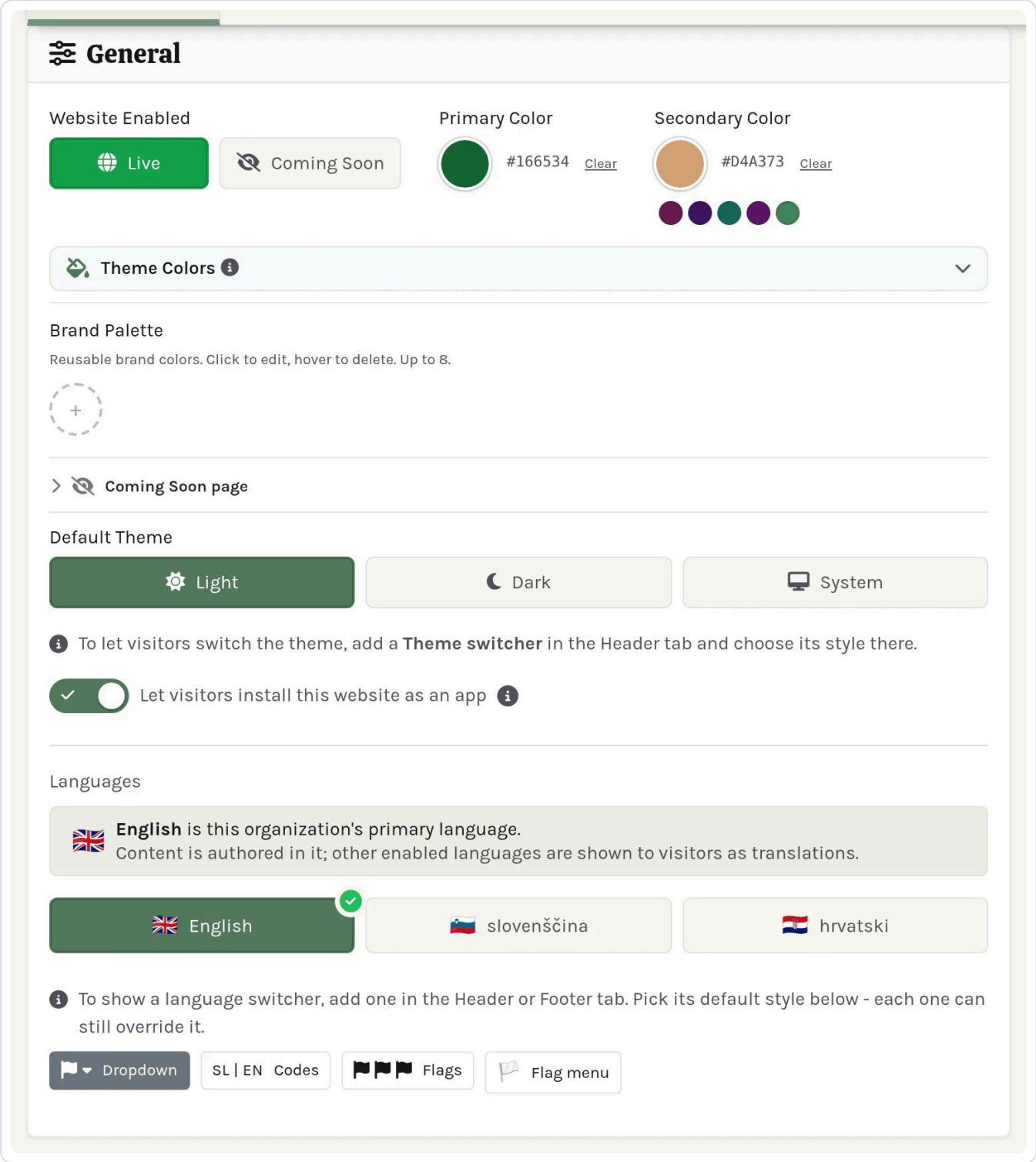

**Screenshot 5.1.** The Appearance tab and its cards.

## The cards on this tab

Each card holds one family of settings. Hover a card to reveal its own Reset button, which undoes that card alone and leaves the rest of your work untouched. Every card except General folds down to its title bar to keep the tab short: click

anywhere on that bar to open or close it. A card you have customized opens by itself, and after that each card remembers how you left it.

| CARD | WHAT IT HOLDS |
|---|---|
| **General** | Live or Coming Soon, your primary and secondary color, light or dark default. |
| **Links** | Hover style and color for content, menu and footer links, each on its own. |
| **Buttons** | Background and text color for every button, for its normal and hover state. |
| **Scroll & Navigation** | How the page behaves as the visitor scrolls. |
| **Logos** | Your dark-background logo, a compact icon, and a footer logo. |
| **Media** | Favicon, the image used when your site is shared, card hover image. |
| **Fonts** | A typeface per role: headings, body, brand, menu, tagline, eyebrow. |
| **Layout & Type** | Roundness, shadow, button weight, text size, spacing, alignment. |
| **Section Animations** | The site-wide default entrance animation per scope; Randomize; Custom. |




**Screenshot 5.2.** The General card: Live or Coming Soon, and your two brand colors.

## Live or Coming Soon

The single most consequential switch in the builder sits in the General card. **Coming Soon** shows visitors a holding page instead of your site. **Live** opens it to the world. A half-built site should sit on Coming Soon; there is no prize for publishing early. While it is on, you still see your real site, with a small **Coming Soon mode** pill in the bottom-left corner as a reminder. If you are also previewing a draft, the two pills merge into one **2 notices** pill; open it and each notice has its own button.

## Your two colors

You choose a **primary** and a **secondary** color, and the entire site is built from them. Buttons, links, section backgrounds set to Primary, divider fills, hover states: all of them read these two values. Change the primary color and the whole site shifts at once. This is why choosing them properly here beats choosing them forty times later.

## Theme Colors

Inside the General card sits a collapsible **Theme Colors** bar. Open it and it sets the page itself: a **Surface** color (the page background) and a **Text** color (the default body text), one pair for light mode and one for dark mode. Leave all four alone and the bar stays collapsed and the site keeps its normal light and dark look exactly as before - nothing here is required. Set one and every page, and every card that has not been told otherwise, repaints from it; muted text and borders are worked out from your Text color automatically, so you never tune them by hand. Once you have set a color the bar opens itself the next time you visit, so a real choice is never left hidden behind a click.

Open it and both modes show side by side as two small preview panels, each painted with the pair you have chosen, so you see light and dark at once instead of guessing from swatches. A small badge on each panel reads out the contrast between your Surface and Text colors - a plain check that your text will stay readable before you save anything. Once you have picked a primary color, a handful of matching dots appear beside each field as one-click suggestions.

Surface and Text also join Primary and Secondary as choices everywhere you already pick a color - a section's background, a title, a card - so you can point any of those at "the theme surface" or "the theme text" instead of a fixed color, and have it follow you if you ever revisit this bar.

Two more sit beside them wherever you pick a title or subtitle color: **Always Light** and **Always Dark**. Unlike Surface and Text, these never change with the visitor's mode. Pick Always Light for a title sitting on a background image or video and it stays readable in both light and dark mode - a fixed image can't relight itself the way a plain color background can, so a color that keeps chasing the theme underneath it will eventually land on the wrong side of readable.

Hover any color dot (or tab to it) and a small card explains it before you click: the exact HEX and RGB value, what kind of choice it is - a theme role like Primary, a fixed color like Always Light, a Brand Palette color, or a saved color that has since left the palette - and what that means in practice. A theme role follows your brand when you change it later, while a palette dot is saved as a fixed HEX that later palette edits won't touch. Surface and Text show both their light and dark values, and every color gets a contrast reading against your page background in light and dark mode, graded AAA, AA, AA large or Fail, so you can see at a glance whether a title or icon color will stay readable. A color you haven't set yet shows crossed out, with a nudge to click and choose one.

The section Background color pills get the same card, adapted to what they are: a background mode, not just a color. Besides the fill and its HEX value, the card shows how readable the text will be on it (the text color is chosen for you), whether the fill follows your brand or theme or stays fixed, and what picking it unlocks in the section editor - the Style, Animation and Intensity options for solid colors, Gradient and Mesh, or the Overlay and Animation options for an Image. It also warns when a Gradient, Mesh or Image background hides the shape dividers next to it.

## Design themes

A design theme is a whole-site personality. It sets the spacing rhythm and, more importantly, changes the *default layout* each kind of section reaches for. The same content under a different theme genuinely looks like a different website.

| THEME | HOW IT CHANGES THE SITE |
|---|---|
| **Classic** | Even rhythm, generous padding - the standard balanced look. |
| **Spotlight** | Bold and airy - big figures, large heroes, plenty of breathing room. |
| **Soft** | Warm and rounded - roomy padding, soft cards, friendly people layouts. |
| **Bare** | Minimal and tight - compact rhythm, no dividers, stripped-back chrome. |
| **Slab** | Structured and editorial - hairline dividers between sections, hard-edged grids. |

### Style presets

Where a design theme sets rhythm and layout, a **style** sets palette, fonts and chrome together as one coordinated choice. They are offered while building a new site and are the fastest way to a look that does not feel accidental.

| STYLE | WHAT YOU GET |
|---|---|
| **Professional** | Clean and corporate. Slate and amber, crisp sans-serif, a contact-forward header. |
| **Editorial** | Refined and timeless. Burgundy and cream, an elegant serif, a centered brand. |
| **Bold** | High energy. Indigo and coral, a strong condensed display, a glassy sticky header. |
| **Minimal** | Quiet and modern. Near-black with a lime accent, Inter throughout, mostly white. |
| **Warm** | Friendly and rounded. Forest and sand, soft Poppins headings, a contact-first header. |
| **Playful** | Bright and lively. Teal and pink, an airy Raleway, pill buttons and an animated hero. |
| **Approachable** | Trustworthy and warm. Navy and coral, friendly Montserrat, a contact-first header. |
| **Fresh** | Creative and distinctive. Plum and mint, an ornamental Cinzel display, a centered brand. |

### Links

How a text link looks and behaves on hover, split into three independent surfaces: **content links** (inside pages and sections), **menu links** (the header navigation) and **footer links**. Each surface gets its own hover-style picker - Plain, Underlined, Grow from Center, Grow from Left, Organic Wavy, Organic Brush or Highlight - laid out as an even grid of

tiles, plus its own Link, Hover and Underline color. Leave Theme Default alone and a link keeps the classic subtle underline; pick a style and it takes over completely.

Menu and footer colors are the same values you set on the Header tab's Menu colors card and the Footer tab's Footer colors row - editing either place updates both. Underline color is new here: it colors the hover-style effect independently of the link's own text color, so an Organic Wavy underline can be brand-colored even while the link text stays theme default.

On a community, the footer surface reaches further than the link columns: the small language and theme switchers sitting beside the copyright line dress and behave like every other footer link too - color, hover color and hover style included.

A live "Hover to preview" strip at the bottom of the card shows one sample per surface - hover it to see the chosen style and color together before it goes live.

## Buttons

A **Button Shape** picker sits above the color tabs: **Inherit** (the default), **Sharp**, **Slight**, **Rounded** or **Pill**. Left on Inherit, buttons follow the site-wide Corner Radius set in Layout and Type below; pick anything else and only button corners change, so your cards and inputs can stay one shape while your buttons go fully rounded or perfectly square.

Four tabs across the top of this card - **All**, **Primary**, **Secondary** and **Outline** - let you color buttons broadly or precisely, your choice. Each tab holds the same four knobs: a background, a text color, and the pair each turns into under the pointer. Leave every tab blank and buttons keep following your brand colors exactly as before.

**All** is the broad brush: set it and every button site-wide repaints at once, whatever style it uses. **Primary** and **Secondary** are more specific - set one and only buttons using that style change, while every other style keeps following All (or your brand colors, if All is empty too). **Outline** is its own case, since an outline button starts see-through: its first two fields are labeled **Fill** (the resting background - usually left blank) and **Border & Text** (the border and label color together), and it colors both outline styles at once. Each tab shows its own live sample button at the bottom - hover it to see the hover state before it goes live.

A section's own button, where one exists, can go one step further still. Click the small palette icon next to a button's text field to open **Custom** colors for that one button - the same four knobs, but scoped to it alone. Whatever you set there beats every tab on this card, including its hover state, which a plain color never could. **Reset to site style** at the bottom of that popover clears all four and hands the button back to the cascade above.

## Fonts, layout and type

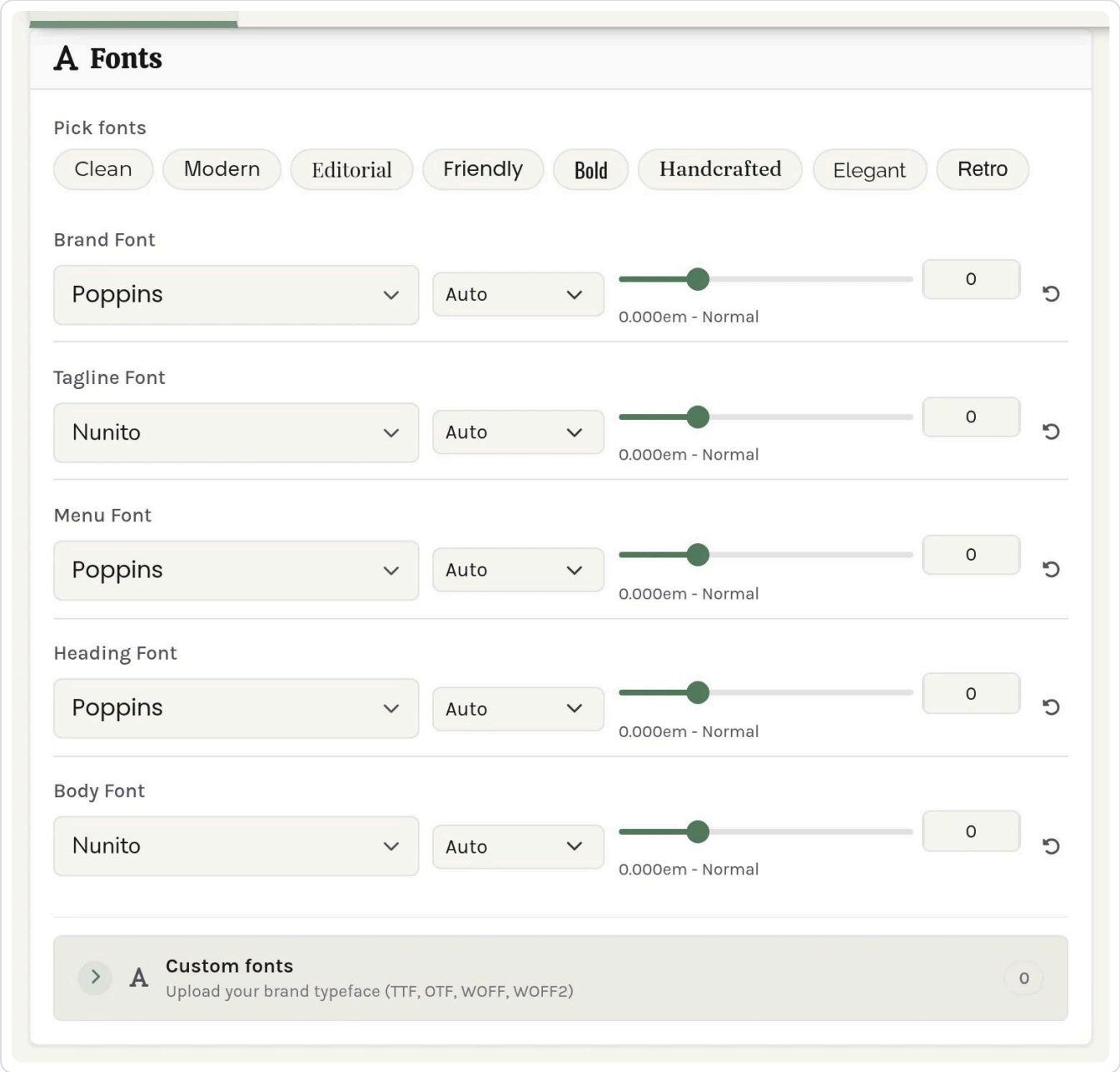
The Fonts card assigns typefaces by role: headings, body, the brand name, the menu, the tagline and the eyebrow. Roles, not places. Set the heading font once and every heading on the site follows. The **Eyebrow font** styles only the small uppercase line above section titles, so you can give it a tidy sans-serif with generous letter spacing while headings stay in a display face. Left on Default, eyebrows keep the body font.

Uploading a custom typeface no longer means one file at a time. **Upload a font family**, next to the ordinary Upload Font button, accepts a whole `.zip` - a family exported straight from Google Fonts, for instance - or several font files picked together. Eventure reads every file, groups the faces into families, and shows what it found before saving anything: correct a wrong guess, type a family name it could not read, or untick a face you do not want. When a family ships a

variable font - one file that already covers every weight - that single file is preselected and its individual-weight files are switched off by default, since they would only duplicate what the variable file already does; tick them back on if you want the separate files too.

Each role also carries its own **Weight** and **Letter spacing**. Weight defaults to **Auto**, which uses whichever face the font actually contains - built-in or uploaded - so a regular-only typeface never gets forced into a fake bold. A family with only one real weight hides the Weight picker entirely instead of offering choices the browser would have to synthesize; pick a family with several weights and it reappears, listing only the weights that family actually has. Letter spacing is a small slider with a live reading underneath it - from **Tight** through **Normal** to **Loose**. While this card is open, the preview on the right swaps from the homepage to a small font sample showing all six roles at once, updating instantly as you change anything; a **Fonts / Site** switch above the preview lets you pin either view.

The Layout and Type card holds the quiet controls with the loudest effect: corner roundness for cards and inputs (buttons can override their own shape from the Buttons card above), card shadow depth, button weight, whether buttons shout in capitals, base text size, how much heading sizes escalate, how much air sits between sections (Section Spacing), how much sits between the cards and columns inside them (Content Spacing - it also sets the padding inside each card), and default text alignment. If a site feels wrong but you cannot name why, the answer is usually on this card.




**Screenshot 5.3.** The Fonts card.

## Layout & Type

Design Theme

- **Classic** — Even rhythm, generous padding - the standard balanced look.
- **Spotlight** — Bold and airy - big figures, large heroes, plenty of breathing room.
- **Soft** — Warm and rounded - roomy padding, soft cards, friendly people layouts.
- **Bare** — Minimal and tight - compact rhythm, no dividers, stripped-back chrome.
- **Slab** — Structured and editorial - hairline dividers between sections, hard-edged grids.

Section Spacing

Theme default | None | Compact | Normal | Spacious | Extra | Extra Large

Content Spacing

Theme default | Tight | Normal | Roomy | Airy

Title Alignment

Default | Left | Center | Right

Text Alignment

Default | Left | Center | Right | Justify

Corner Radius

Sharp | Slight | Rounded | Pill

Card Elevation

Flat | Subtle | Elevated | Dramatic

Button Weight

Normal | Medium | Bold

Uppercase Buttons

UPPERCASE

Base Font Size

Compact | Default | Large

Heading Scale

Compact | Default | Large

**Screenshot 5.4.** The Layout and Type card.

## Section Animations

The Section Animations card sets the **default entrance animation** - how sections ease into view as a visitor scrolls down the page. It is the site-wide answer; a section can still override it individually (see Entrance animation in the shared controls).

The default is set **per scope**, because a home page and an inner page want different pacing. On an organization site you get two rows: **Homepage sections** and **Other pages**. On a community landing there is a single **Landing sections** row. Each row offers the same choices - None, Fade, Fade up, Zoom in, Slide left, Slide right - plus a **Delay** slider that holds the motion back a beat so sections do not all fire at once.

Every section left on **Inherit** follows the row for its scope. Change the row and the whole scope re-animates at once. This is the point of it: you tune the feel of the site from one place instead of section by section.

Two extras deserve care. The **Random** choice is *live*: sections set to it re-roll a different animation on every page load, so the site never arrives the same way twice. The **Randomize** button is different - it is a one-off. It bakes a fixed, different animation onto every section in the scope right now, so each section moves its own way but always the same way. Baking makes the scope **Custom**: the card lights up a Custom marker to tell you the sections no longer follow a single choice. Picking any card again re-applies it to the whole scope and clears Custom - the general choice always wins.

Both of the random paths let you narrow the deck. Choosing **Random** reveals a short list of switches below the cards - the **pool** the live re-roll draws from. Leave them all on for the full set, or turn some off to keep, say, only the two fades in rotation. The **Randomize** button opens the same kind of chooser before it bakes, so a one-off shuffle can be limited to the animations you actually want. On **Other pages** that chooser also lists your pages, so you can shuffle just the ones you name; and a single section's **Apply to all pages** button lets you tick which pages receive its animation. Both offer quick *Select all / none / invert* links.

### Subtle beats busy

One gentle motion, applied consistently, reads as polished. Six different animations on six sections reads as a website that could not decide. Fade or Fade up on Inherit is a safe default for almost any site.

CHAPTER 6

# Tab 2 - Header

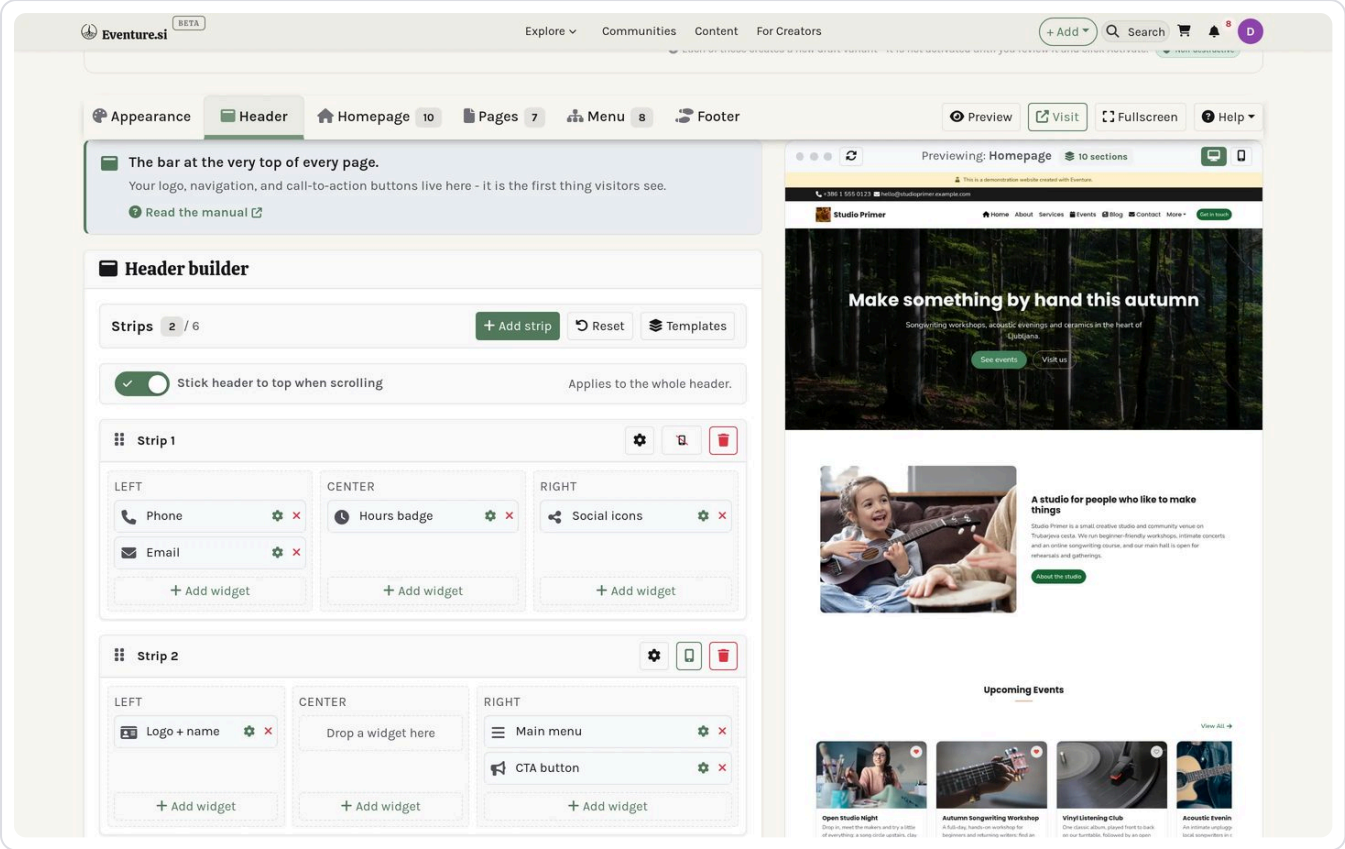
The bar at the very top of every page. Your logo, your navigation, your buttons. It is the most-seen part of the entire website, so it is worth more than the two minutes people usually give it.

**Scan to watch the video** https://eventure.si/en/website-manual#video-ch6-header-menu-footer

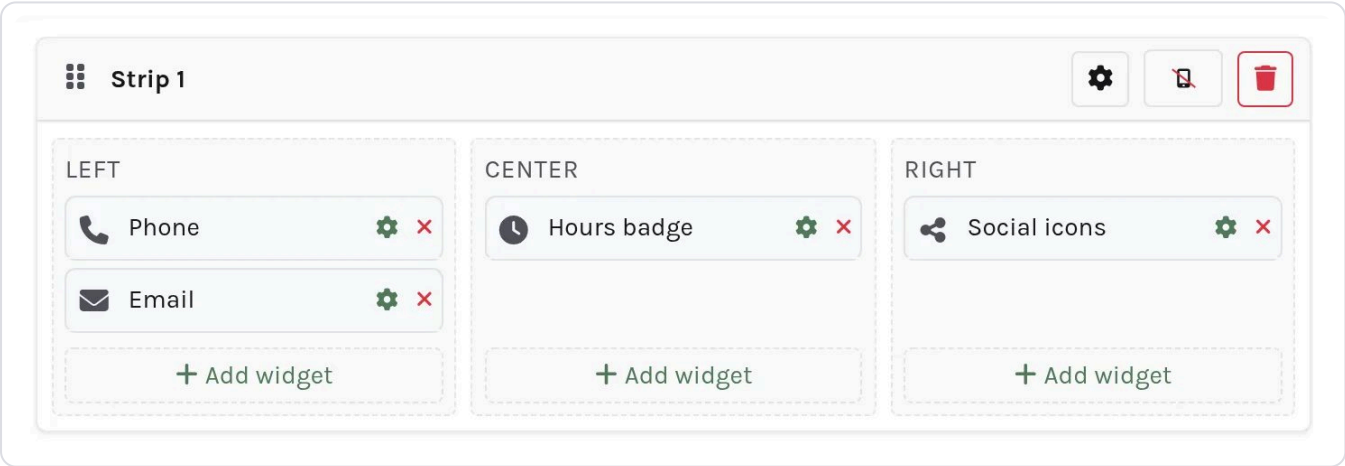
## Strips and zones

A header is made of **strips** stacked on top of each other, up to six. Most sites need one. A site with an announcement bar above a normal header needs two.

Each strip has three **zones**: left, center and right. You drop components into zones. That is the entire model, and it is why headers you have seen everywhere on the web can all be described by it: logo left, menu right, is simply two components in two zones.




**Screenshot 6.1.** The Header tab.



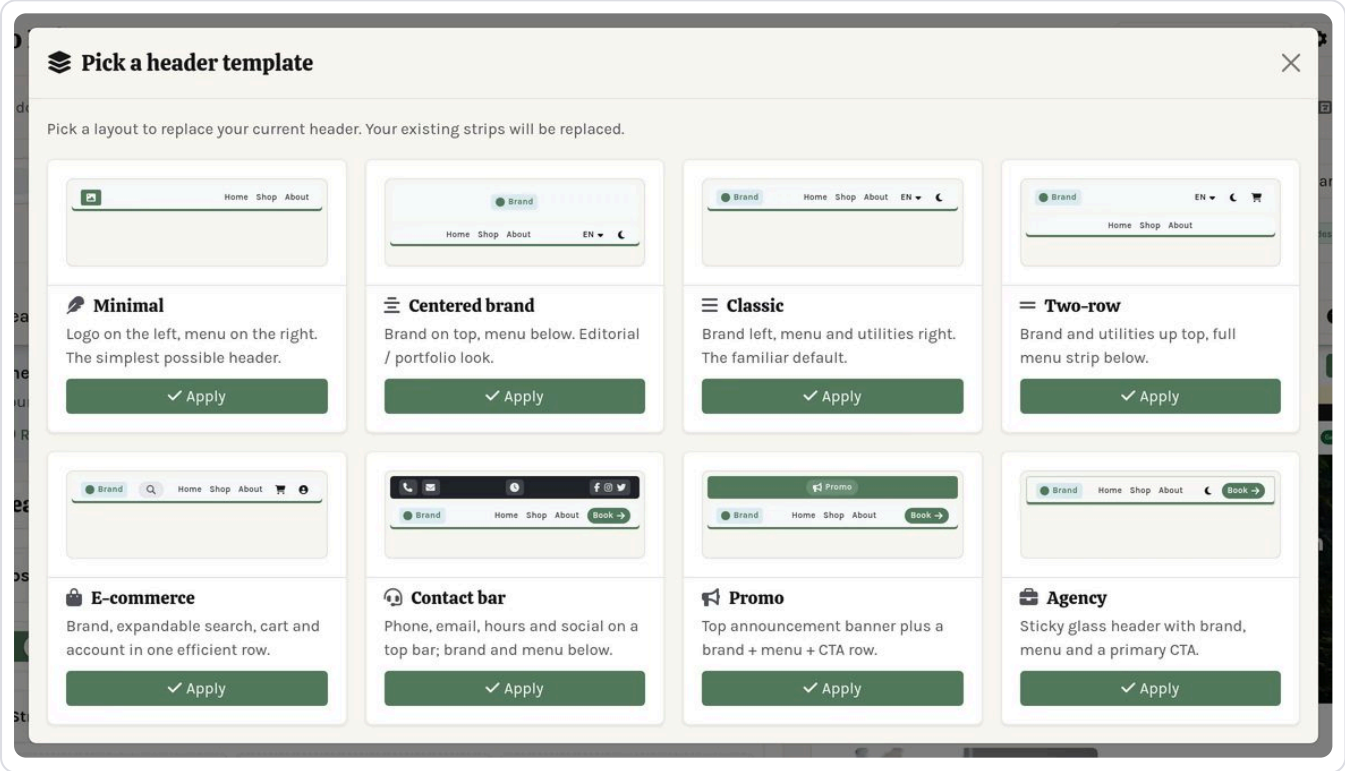

**Screenshot 6.2.** A header strip with its left, center and right zones.

## Start from a template

Rather than assemble a header component by component, start from one of the eight templates and adjust. Each is a known-good arrangement, and they are grouped by how much they carry: **simple** headers are one clean row, **top bar** headers add a strip above, and **rich** headers carry search and cart.

| TEMPLATE | KIND | WHAT IT IS |
|---|---|---|
| **Minimal** | Simple | Logo on the left, menu on the right. The simplest possible header. |

| TEMPLATE | KIND | WHAT IT IS |
|---|---|---|
| **Centered brand** | Top bar | Brand on top, menu below. Editorial / portfolio look. |
| **Classic** | Simple | Brand left, menu and utilities right. The familiar default. |
| **Two-row** | Top bar | Brand and utilities up top, full menu strip below. |
| **E-commerce** | Rich | Brand, expandable search, cart and account in one efficient row. |
| **Contact bar** | Top bar | Phone, email, hours and social on a top bar; brand and menu below. |
| **Promo** | Top bar | Top announcement banner plus a brand + menu + CTA row. |
| **Agency** | Simple | Sticky glass header with brand, menu and a primary CTA. |




**Screenshot 6.3.** The eight header templates.

## The components

These are the pieces you can place in a zone, grouped by what they are for. You do not need most of them. A logo, a menu and one button is a complete, professional header.

### Brand

| COMPONENT | WHAT IT DOES |
|---|---|
| **Logo** | Organization logo, links to the homepage. |
| **Wordmark** | Organization name as text, links to the homepage. |
| **Logo + name** | Logo and organization name side by side. |

### Menu

| COMPONENT | WHAT IT DOES |
|---|---|
| **Main menu** | Primary menu (manage items in the Menu tab). |

### Action

| COMPONENT | WHAT IT DOES |
|---|---|
| **CTA button** | A prominent action button. Label, link, and style configurable per instance. |
| **Search** | Site search input that expands when focused. |
| **Shopping cart** | Shop cart icon with item-count badge. |

### Account

| COMPONENT | WHAT IT DOES |
|---|---|
| **Log in / Account** | Admin-only account dropdown. Invisible to guests; appears once a staff member is signed in (they log in via /login). |
| **Language switcher** | Visitor-facing language picker. Hidden when only one language is active. |
| **Theme switcher** | Light / dark mode toggle for the visitor. |

### Contact

| COMPONENT | WHAT IT DOES |
|---|---|
| **Phone** | Click-to-call phone link with icon. |

| COMPONENT | WHAT IT DOES |
| --- | --- |
| **Email** | Click-to-email link with icon. |
| **Address** | Short address line, optionally linked to Google Maps. |
| **Hours badge** | Compact opening-hours pill. Reads the Hours setting from the Footer card. |

### Marketing

| COMPONENT | WHAT IT DOES |
| --- | --- |
| **Social icons** | Row of social network icons pulled from the organization profile. |
| **Newsletter signup** | Compact email input that adds the visitor to the newsletter list. |
| **Announcement** | Promo message with optional CTA and dismiss button. |
| **Payment & trust badges** | A row of accepted-payment icons, a security seal, and optional app-store buttons. |

### Info chips

| COMPONENT | WHAT IT DOES |
| --- | --- |
| **Moon phase** | Current moon phase with illumination. |
| **13 Moons** | The current seasonal moon name with a link to the 13-moon calendar. |
| **Sunrise / sunset** | Sunrise, sunset, golden hour or day length for your location. |
| **Local time** | Live clock in the organization timezone. |
| **Countdown** | Counts down to a date / time, then briefly shows a "Live now!" message. |
| **Open / Closed** | Live open / closed status with next opening time. Reads the Hours setting. |
| **Day counter** | Counts whole days since (or to) a fixed anchor date. |
| **Weather** | Current weather for your location. Open-Meteo, no API key, 30-minute cache. |
| **Tides** | Next high / low tide. Coastal locations only. Open-Meteo Marine, no API key. |
| **ISS pass** | Approximate time of the next ISS overhead pass. |

| COMPONENT | WHAT IT DOES |
| --- | --- |
| **Visible planets** | Naked-eye planets in tonight's sky, computed for your location. |

### Utility

| COMPONENT | WHAT IT DOES |
| --- | --- |
| **Custom HTML / text** | Free-form text or simple HTML (sanitised). Useful for tagline lines or trust badges. |
| **Audio player** | Mini player with a playlist from your files library. Click to play. |
| **Spacer** | Flexible-width gap. Pushes adjacent sections apart inside a zone. |

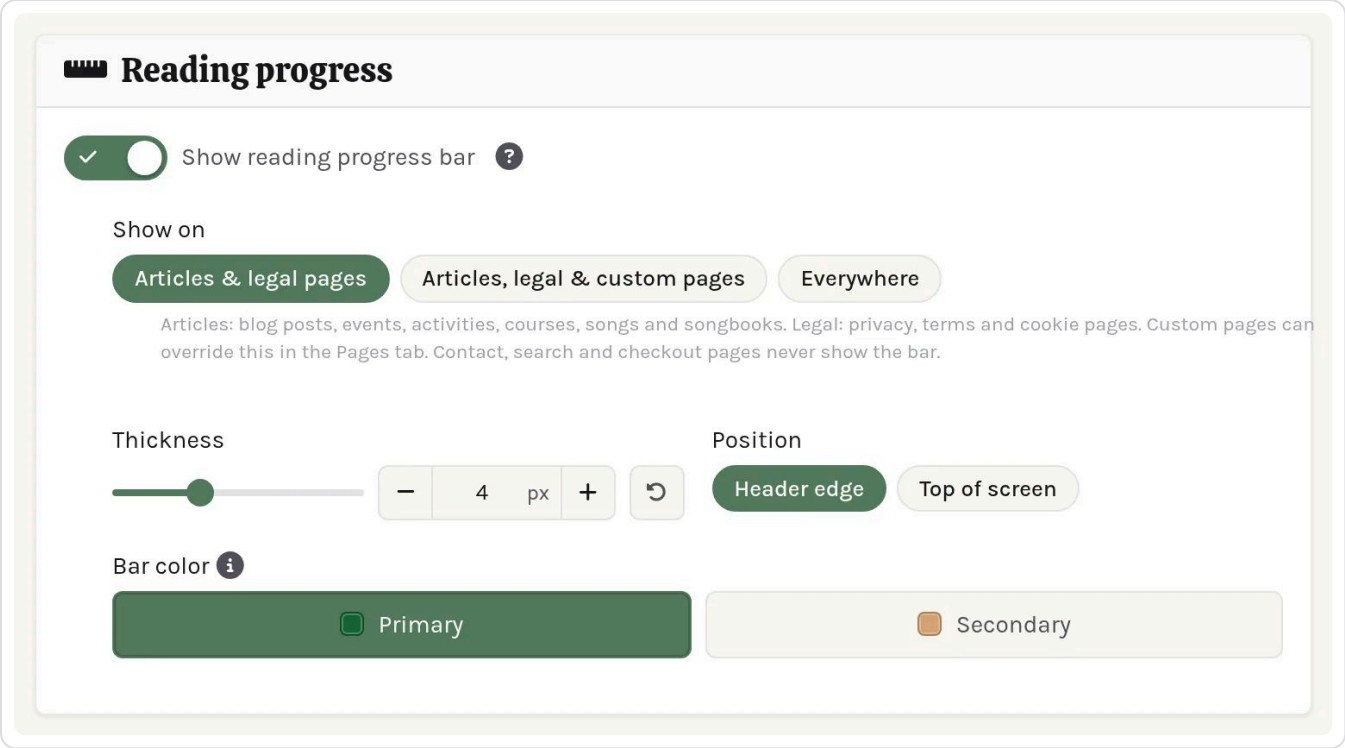
## Overlay: the effect worth understanding

**Overlay** makes the header float transparently over your hero image, gaining a solid background only once the visitor scrolls. It looks expensive and costs nothing. It has exactly one requirement: a hero with a background image dark enough, or light enough, for your header text to read against. That is what the overlay text setting is for, and getting it wrong is the most common way a beautiful header becomes invisible.

The hover tint gently colors the header band when the mouse is over it. Small, and rather nice.

## Reading progress

The **Reading progress** card adds a thin line along the bottom edge of the header that fills from left to right as the visitor scrolls, so a reader always knows how much of a long page is left. **Show on** decides where it appears. **Articles & legal pages** (the default) covers blog posts, events, activities, courses, songs, songbooks and your Privacy, Terms and Cookie pages. **Articles, legal & custom pages** adds the pages you built on the Pages tab, and **Everywhere** adds the homepage, listings, product pages and forms. Contact, search and checkout never show it, whatever you choose, and neither does any page too short to need scrolling. **Thickness**, **Position** (the header's edge, or the very top of the screen) and **Bar color** set the look. A header that scrolls away with the page always shows the bar at the top of the screen instead, since a line on a header nobody can see would be no help. Any single page can overrule all of this from its row on the Pages tab: **Reading progress bar** set to Always or Never.




**Screenshot 6.4.** The Reading progress card: the switch, where the bar shows, its color, thickness and position.

## Brand typography

Below the strip builder, a **Brand typography** card gives the wordmark - and its tagline, once you turn one on - independent **Size**, **Weight** and **Letter spacing** controls, for the header only. Left on **Auto**, both simply follow whatever you set on the Appearance tab; move a control off Auto and it wins there, ahead of both the Appearance role and a widget's own size or weight preset. The **Logo + Name** component gains a matching **Show tagline** switch of its own - the header never carried one before - with an optional line of your own, or a short excerpt of your description when you leave it empty.

## Menus & dropdowns

Next to Menu colors, a **Menus & dropdowns** card controls how a drop-down menu - a header entry with sub-items - looks once it opens. **Menu style** is Automatic by default: the plain list you have always had keeps rendering exactly as it always has, until some sub-item gets a Description on the Menu tab (chapter 9), at which point every row in that drop-down grows a description line underneath its label, and any row with an icon gains a small tinted tile around it. Force **Simple list** or **Rich rows** to override that switch either way, regardless of whether any row has a description. The remaining controls - panel background, corner rounding, shadow and width, plus the icon tile and description colors - shape the open panel itself and apply whichever style is showing, since a plain list still opens inside a panel worth styling.

**Open on** decides how every drop-down in your header opens on a computer - menu entries with sub-items, the More overflow, and the account, cart, language and theme menus alike. **Hover**, the default, opens a drop-down as soon as the mouse rests on it and closes it a moment after the mouse moves away; clicking still works and never snaps an open menu shut under the cursor. **Click** keeps every drop-down closed until it is clicked, and closes it on a second click or a click anywhere else. Phones and tablets always open drop-downs with a tap, whichever you pick.

CHAPTER 7

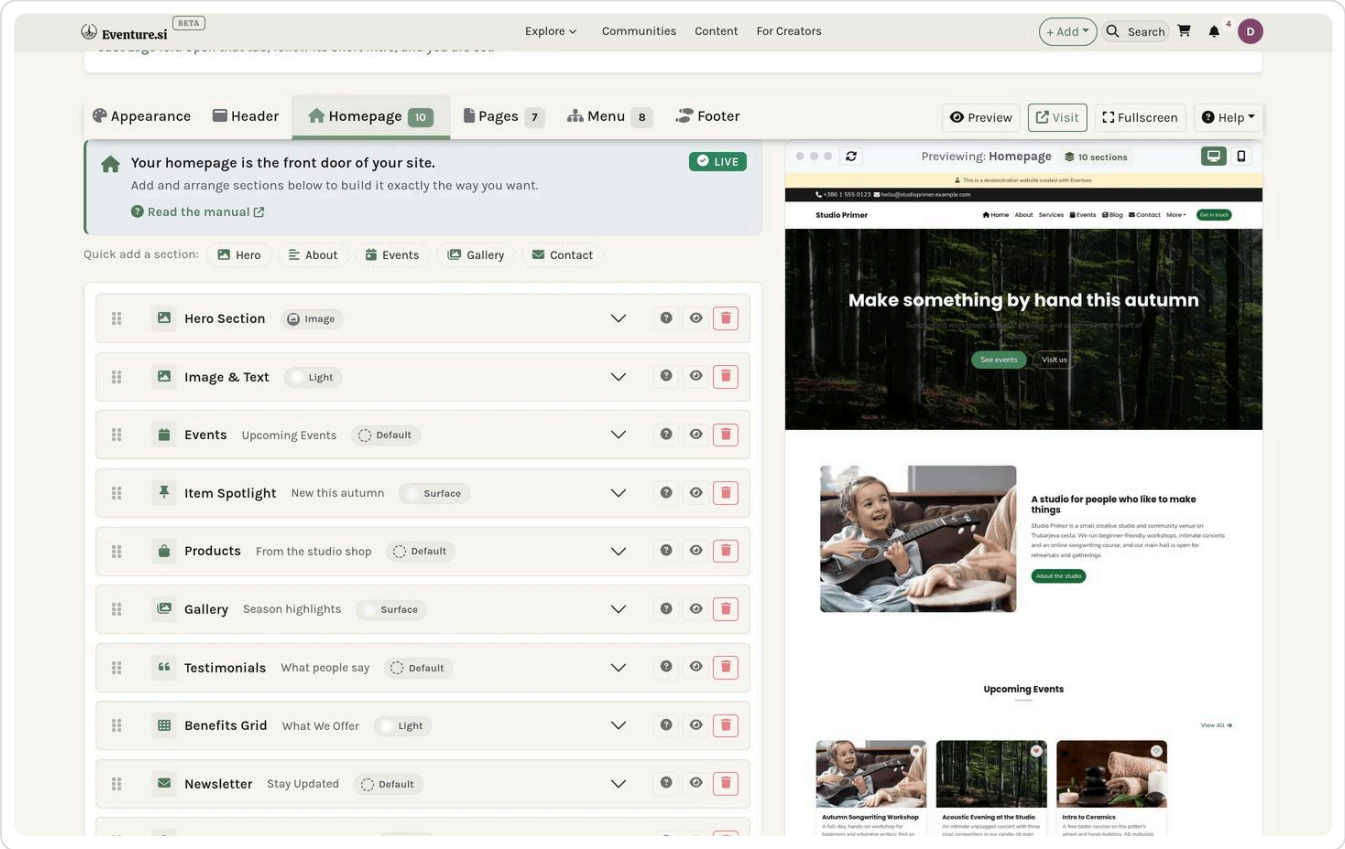
# Tab 3 - Homepage

The front door. This tab is a single vertical stack of sections, in the exact order a visitor will scroll through them. What you see in this list, top to bottom, is what they get, top to bottom.

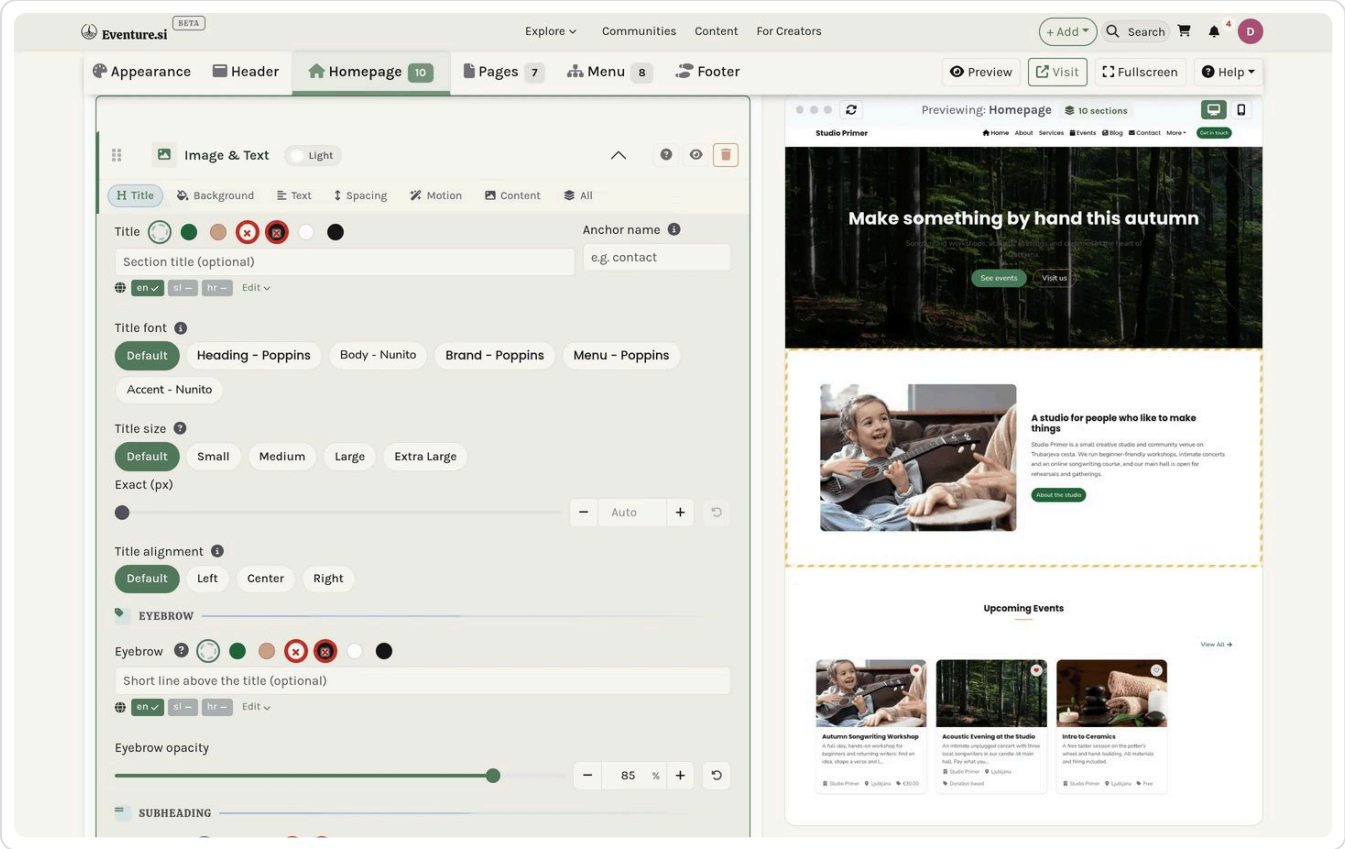
**Scan to watch the video** https://eventure.si/en/website-manual#video-ch7-homepage-sections

## The four things you do here

- **Add** a section, from the picker described in chapter 12.
- **Reorder** by dragging. The list is the page.
- **Hide** without deleting, which is how you park a section you are unsure about.
- **Open** a section to configure it: its own content, its layout, and the shared knobs from chapter 11.




**Screenshot 7.1.** The Homepage tab: the section stack.




**Screenshot 7.2.** One section opened, showing its settings.

## A rhythm that works

Sections are not equal citizens. A page that is all cards is exhausting; a page that alternates a wide visual band with a tighter grid gives the eye somewhere to rest. The reliable shape is: open strong, prove yourself, show the work, ask once.

### Why a section can look dimmed

On the free plan a homepage renders the first five sections publicly. If you build more, the builder still shows you all of them, dimmed, under a divider explaining that they are hidden on the live site. This is deliberate: you can see your own work rather than have it silently disappear. But be clear about what it means. **Dimmed sections are not visible to the public.** If a section you built is not appearing on the real site, this is almost always why.

## An empty Homepage still shows something real

Delete every section here, or never add one, and your live site does not go blank. Visitors see a complete page instead, put together automatically from your logo, your story and your cover photo, plus whatever else you have to show - events, products, gallery photos - and your contact details. It is a real page, not a placeholder.

The builder's own preview handles this differently. Instead of that automatic page - which can read as "already finished" at a glance - it shows a short prompt offering to build your real homepage in one click, with a link underneath to see what visitors currently see. The moment you add a real section here, it takes over.

CHAPTER 8

# Tab 4 - Pages

Everything that is not the front door. This is also the tab where the single most common confusion lives, so we will deal with that first.

**Scan to watch the video** https://eventure.si/en/website-manual#video-ch8-pages-and-publish

## How the homepage relates to pages

**The homepage is not in this list, and that is correct.**

The homepage is the site's front door. It is edited only in the Homepage tab. It has no entry here, no slug of its own, and you cannot create it, delete it, or reorder it among the pages, because it is not one of them. It is the thing visitors land on when they type your address with nothing after it.

Everything in the Pages list lives at an address *after* your domain: the About page, the Services page, and so on. Pages sit beside the homepage, never inside it.

What they share is how they are built. A page made of sections uses exactly the same sections, the same picker and the same settings as the homepage. Learn the Homepage tab and you have already learned most of this one.

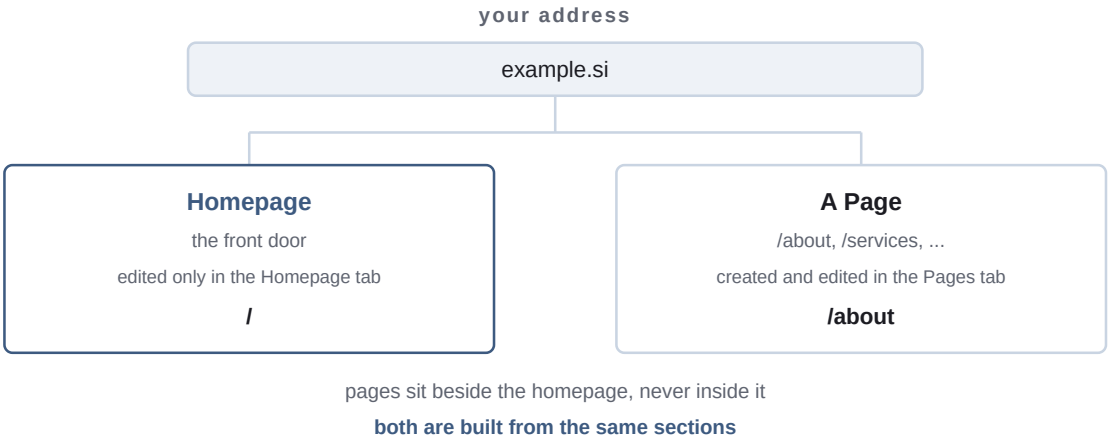
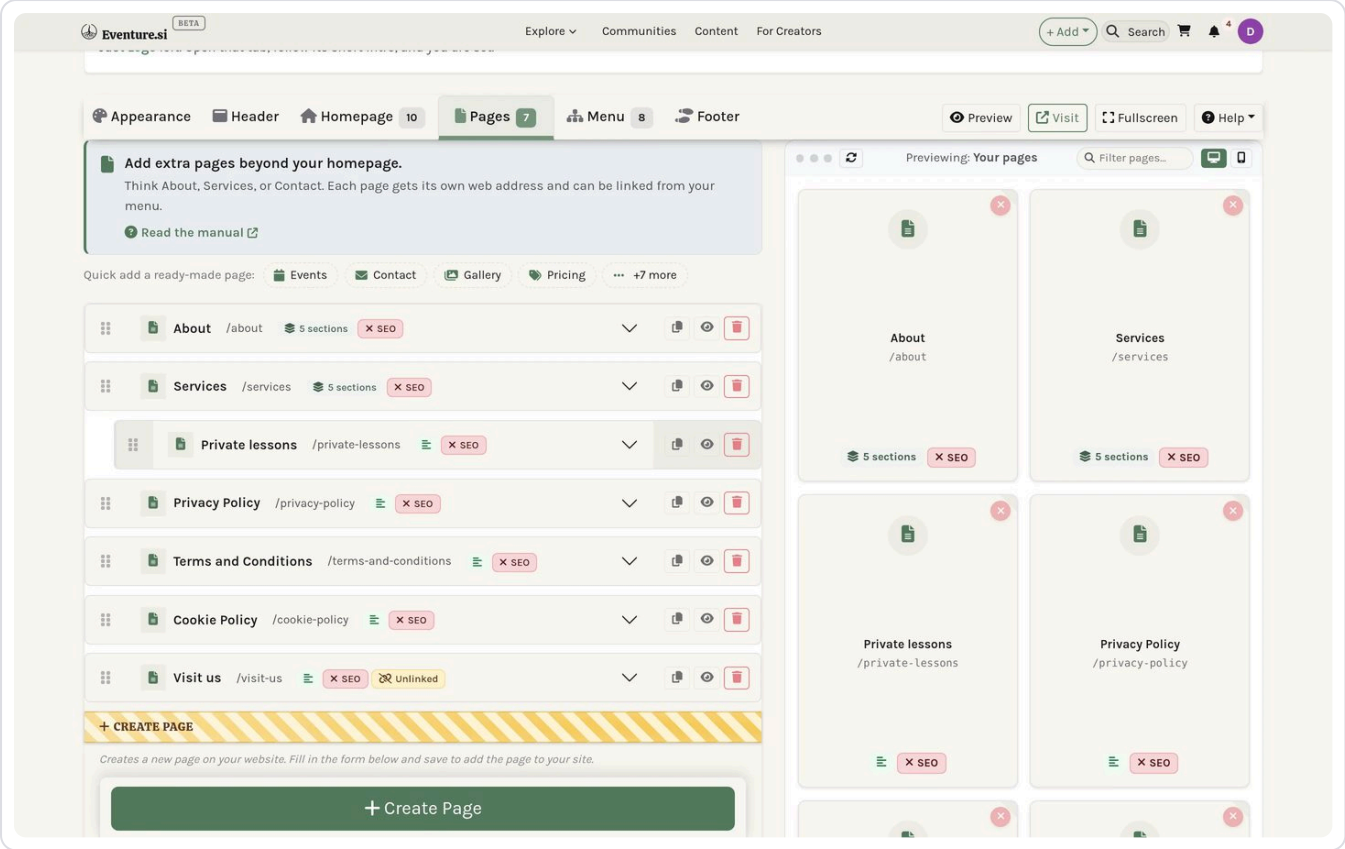



**Figure 4.** The homepage is the front door. Pages sit beside it.




**Screenshot 8.1.** The Pages tab.

## Title and web address

A page's title and its web address sit in one field, the title on top and the address directly under it, because the address is almost always just the title turned into a link. Type "Our Team" and the line below fills in as `our-team` as you go - lowercase, spaces turned to hyphens, accented letters simplified to plain ones.

That only holds while the page is new. Once it exists, editing the title never rewrites its address on its own - a link someone has already shared, printed, or bookmarked keeps working. Change the title afterwards and the address line simply offers to update to match, with one button to accept and one to leave the address exactly as it is.

The address line is also live: a copy icon grabs the full link, and an open icon visits the page in a new tab. Both stay disabled until the address you are looking at is the one actually saved.

## Two kinds of page

When you create a page you choose how it is built, and this decides which editor you get.

| KIND | HOW YOU BUILD IT |
|---|---|
| **Simple page** | You write with the block editor, like writing a document. Text, images, headings. |
| **Section-built page** | You stack sections, exactly like the homepage. |

Choose **simple** for pages that are mostly words: terms, privacy, a long story. Choose **section-built** for pages that need to look designed: a landing page, a services page. When unsure, choose simple. Prose does not benefit from being chopped into bands.

## Layout

Layout controls the page's chrome and width.

| LAYOUT | WHAT IT DOES |
|---|---|
| **Default** | The standard page frame. |
| **Full Width** | Content runs edge to edge. |
| **Sidebar Left** | A column of links on the left. |
| **Sidebar Right** | A column of links on the right. |
| **Landing** | Stripped-back chrome, for a page that sells one thing. |

## Nesting

A page can sit under a parent, one level deep. This groups related pages under one menu entry rather than spilling ten items across your header.

## Starter pages

Rather than start from nothing, add one of the ready-made pages and edit it. On a site with no pages yet they appear as cards grouped under Basics, Offering and Marketing; once you have a page, the same ready-made pages sit in a "Quick add a ready-made page:" row above the list. Each arrives with sections already chosen. Your own details - cover photo, contact details, events, products - are filled in for you, and each page keeps its own heading ("Pricing", "Our Team") instead of taking your organization's name.

Where a ready-made page has to invent example text - FAQ answers, team cards, prices, steps, schedule rows - that text shows while you edit but stays off the live site until you change it, so a page made only of examples never publishes made-up facts by accident. Pages for a module that is switched off (events, shop, pricing, blog, testimonials) are not offered.

The **Feature page** is meant for explaining one service, programme or product: how it works, what you get, a video and common questions. Build one properly, then use **Duplicate** on its row in the Pages tab for each of the others.

| STARTER PAGE | WHAT IT GIVES YOU |
|---|---|
| **About** | Your story, mission, and photos. |

| STARTER PAGE | WHAT IT GIVES YOU |
| --- | --- |
| **Contact** | Your address, hours, and a map. |
| **Team** | The faces behind your organization. |
| **FAQ & Support** | Answers to common questions, plus how to reach you. |
| **Feature page** | Explain one service, programme or product: how it works, benefits, video and questions. |
| **Services** | What you offer, with your products. |
| **Events** | Your upcoming events, kept up to date. |
| **Program** | A schedule with an agenda and event calendar. |
| **Pricing** | Your plans and prices, clearly laid out. |
| **Shop** | Your products, ready to browse and buy. |
| **Gallery** | A photo and video gallery. |
| **Testimonials** | Testimonials from the people you have helped. |
| **Blog** | Your latest articles and news, updated automatically. |
| **Brand kit** | Logos, colors and fonts for press and partners. |
| **Coming Soon** | A teaser page with a countdown and signup. |

+ CREATE PAGE

*Creates a new page on your website. Fill in the form below and save to add the page to your site.*

## H Title

Page title

*Save first to enable translations*

Web Address

`studio-primer.site.eventure.si/`

Parent Page

PARENT PAGE
**Top Level**

Change

Page Mode

**Simple page**
Block-editor content with optional sidebar/landing chrome.

**Section-built page**
Stack reusable sections like the homepage builder.

Layout

**Default**
Standard page layout

**Full Width**
Edge-to-edge content

**Sidebar Left**
Content with left sid...

**Sidebar Right**
Content with right si...

**Landing**
Clean landing page

## Excerpt

Short description of this page

*Save first to enable translations*

## Content

Text size

S M L XL

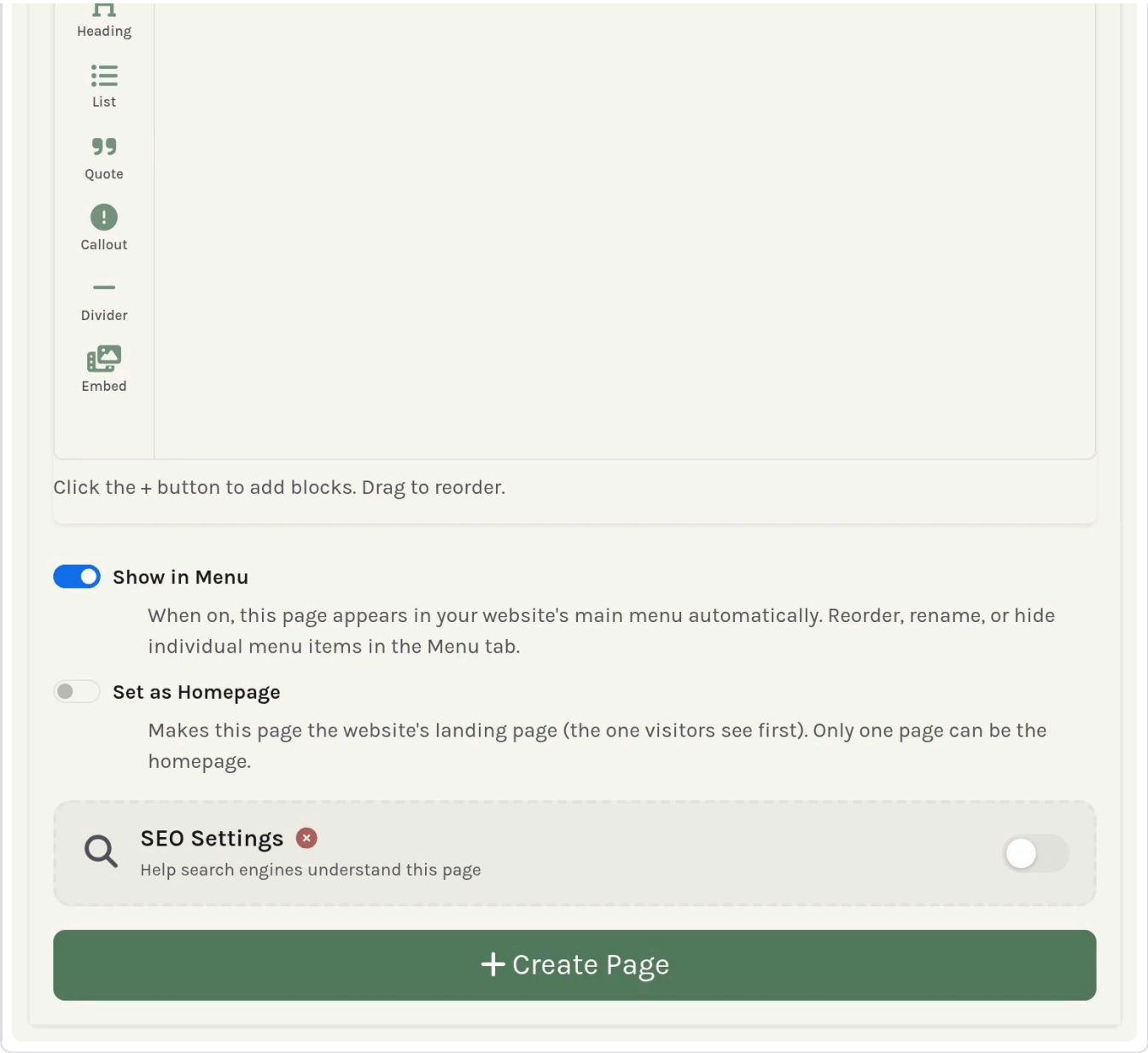
Line spacing

Tight Normal Relaxed Loose

ADD

Text

Enter text...




**Screenshot 8.2.** Creating a page.

CHAPTER 9

# Tab 5 - Menu

The signposts. This tab decides what appears in your header navigation and in what order.

Build this last. The menu points at pages, so the pages have to exist first. Working the other way round means pointing at rooms you have not built.

## The preview becomes a map of your menu

Open this tab with nothing expanded and the preview on the right stops showing your homepage. It shows every menu entry instead, laid out as an indented tree in the same order and nesting as the list on the left - a menu you can read at a glance rather than one you have to open row by row to understand. Three small icons next to a title tell you, without opening it, whether the entry opens in a new tab, is hidden from the header menu, or also appears in the footer sitemap. An entry switched off entirely fades and gets a line through its title, matching how the row itself looks on the left.

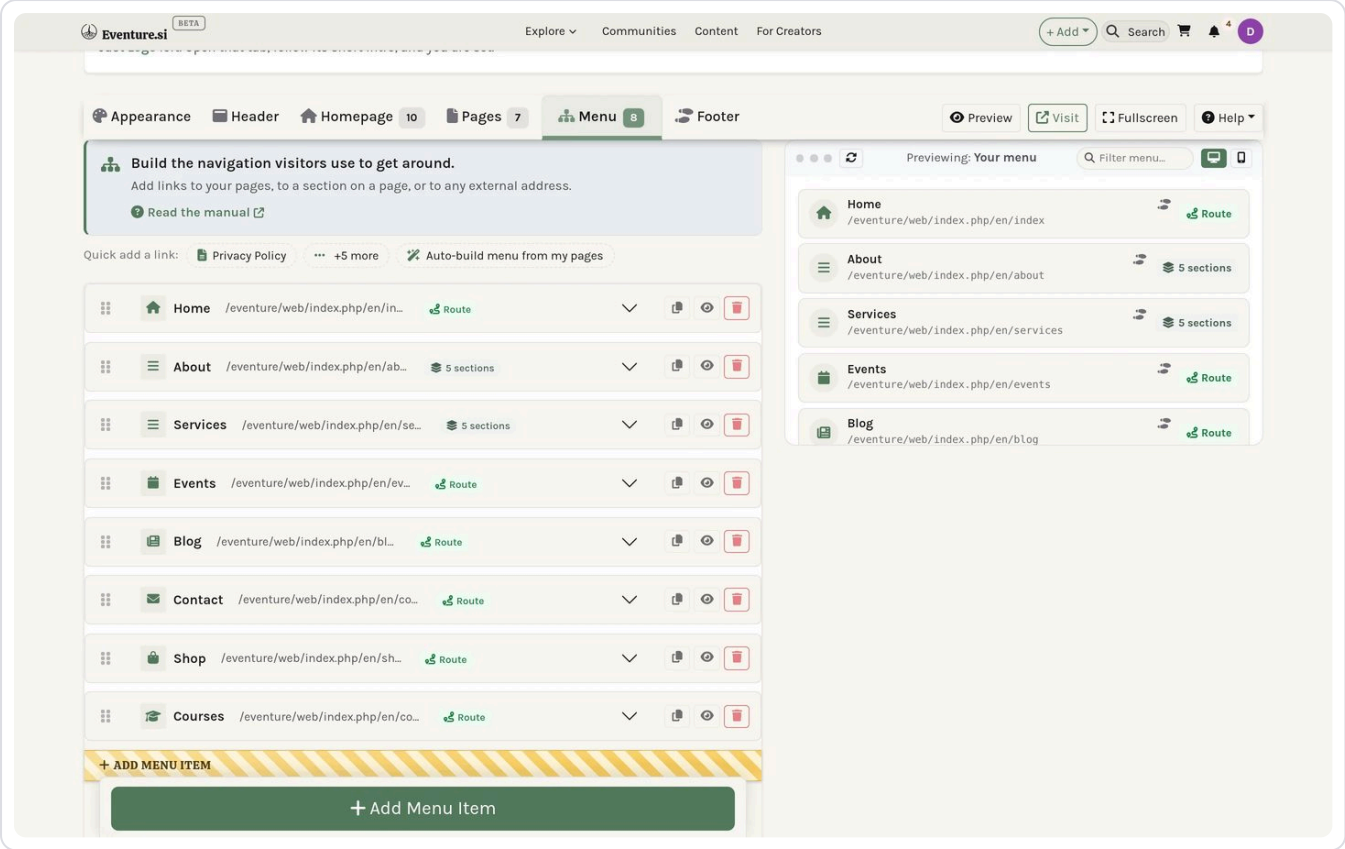
Click any entry in the tree and its row opens on the left - the same jump the Pages tab's card grid makes - and the preview loads whatever that entry actually points to: the page, the route, or the section it scrolls to. A Divider, or an entry with nothing of its own to link to yet, leaves the tree exactly where it is, since there is nothing to show.

### When a target cannot be shown here

An entry pointing at an outside web address never loads inside the preview - no website lets itself be framed inside another one - so a small card takes its place instead, with the address and a button to open it in a real tab. A community menu entry pointing at a platform-wide page - Events, Shop, Blog, Courses, and the rest - now loads inline instead, showing exactly what that page looks like on your own site; only a genuinely external link, such as a Tarok entry pointing at your own separate deployment, still falls back to that same card. The preview only ever shows that route's top-level listing - clicking further inside it, into a single event, a product, another page of results, does nothing there, so you never lose your place by wandering off into the live site by accident.

## What you can point at

Every menu entry is a row, and each row has a type. The type decides what you are asked for next.




**Screenshot 9.1.** The Menu tab.

| ROW TYPE | WHAT IT POINTS AT |
|---|---|
| **Page** | One of your own pages, from the Pages tab. |
| **URL** | Any address, including somewhere off your site entirely. |
| **Route** | A built-in page Eventure provides for you: your events listing, your shop, your blog. You never build these, you only decide whether to link to them. |
| **Anchor** | A section further down the current page. Clicking scrolls there instead of loading anything new. |
| **Divider** | Not a link at all. A separating line, in the header or the footer sitemap, used to group the entries around it. |
| **Item** | One specific thing you have published - an article, an event, a course - given its own page. See below. |

The first three are the ones you will reach for daily. The last three are worth knowing about: **Anchor** turns a long homepage into a navigable one, **Divider** tidies a drop-down that has grown - and, like any row, can be shown in the header, the footer, or both - and **Item** saves you building a page for something you have already written.

A Divider has two style pickers: **Header divider** and **Footer divider**, each shown only while its Visibility switch is on. Choose from **Spacer**, **Solid line**, **Fading line** (a line that fades out at both ends), **Accent bar** (a short bar in your primary color), **Ornament** (a faded line with a small diamond), **Dotted** and **Dot**. The footer starts on **Same as header**, so you only need to pick one when the two should differ, for example a plain line in the header and an ornament in the footer. In the header bar each style is drawn upright; in drop-downs, the mobile menu and the footer it lies flat. Lines take their color from the footer border color (or the text color) and the accents from your primary color, so they follow light and dark mode automatically.

Page | Route | URL | Item | Anchor | Divider

Icon

Link text

e.g. About, Contact, Events

Icon color

#rrggb

Icon on

Choose where this item's icon appears.

Header menu | Footer sitemap

Description

Optional. Shown under the label if this becomes a dropdown item, or as a footer link if it becor

Label style Icon after label, weight, case, color

Select a route

ESSENTIALS

**Home**
Your website homepage
/

**Contact**
Contact form and info
/contact

**Search**
Site-wide search page
/search

BROWSE

**Events**
Upcoming and past events listing
/events

**Activities**
Programs and activities listing
/activities

**Blog**
Blog posts and articles
/blog

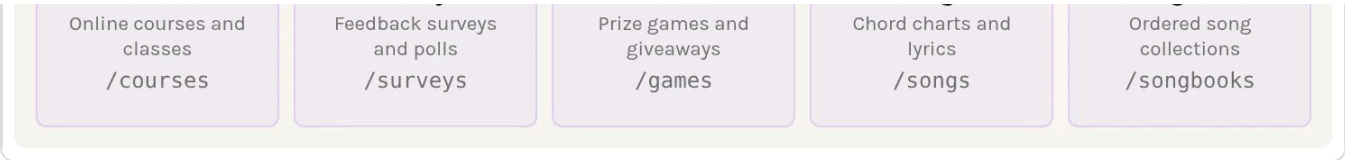
**Shop**
Product catalog and store
/shop

**Spaces**
Venues, studios and gear that can be hired
/spaces

**Resources**
Downloadable files and resources
/resources

ENGAGE & LEARN

Courses | Surveys | Games | Songs | Songbooks




**Screenshot 9.2.** The route picker.

### Dressing a built-in page

A row pointing at a built-in page - your events, your shop, your blog - gets one extra card in the builder: **Page presentation**. It does not change what the page lists. It changes the heading area above the list, and the odd control underneath it.

What makes it worth knowing is where the settings live. They are stored on the *menu row*, not on the page, so the same built-in page can introduce itself differently from two different menus. A row labelled Workshops and a row labelled Full programme can point at the same events listing and still say two different things at the top of it. The plain page follows suit too: dress your main Events row and the ordinary events page wears it, while a curated collection row dresses only its own page.

Every field is optional, and a blank field is not an empty page: leave it alone and the page keeps the wording Eventure would have used anyway.

The same card also appears on two rows that do not point at a listing: a **Map** row on a community site, and a **Page** row. Both can wear the band above their content, so an About page or the member map opens with the same banner as your events or shop. Only the heading part of the card is offered there - title, subtitle, eyebrow, alignment and Banner background. The search box, result count and empty-state text are hidden, because there is nothing listed to search or count. On a page built from sections, the band sits above the first section; a page row you never touch shows no band, exactly as before.

| CONTROL | WHAT IT DECIDES |
|---|---|
| **Custom title** | Replaces the page heading. Blank keeps the menu label. |
| **Subtitle** | One line under the heading. |
| **Title font** | Re-fonts the heading to one of the six site fonts; each pill previews its actual typeface. |
| **Title size** | Preset sizes plus an exact pixel slider. |
| **Band padding** | Vertical space around the heading block. |
| **Search box** | Adds a box that filters the list as the visitor types. |

| CONTROL | WHAT IT DECIDES |
|---|---|
| **Location field** | A second box beside the search box, so visitors can narrow the list by place as well as keyword - with suggestions drawn only from places the listed items actually have. Offered on events, spaces, shop, organizations and communities; shop items and communities match the city of the organization behind them. |
| **Built-in filters** | Shows or hides the controls the page has - event tabs, the spaces filter bar, or the category pills on shop and content listings. Only offered where the page has some. |
| **Header alignment** | Left, centred, or right. |
| **Result count** | Shows how many things are listed. |
| **Empty state text** | What the page says when there is nothing to list. |

The title, subtitle and eyebrow each carry a colour swatch and a translation button, so a bilingual site can give the page its own heading in each language rather than one heading in whichever language you happened to type first. A line break typed into the subtitle box carries through to the live page, so a short two-line intro stays two lines instead of running together. The heading sits centred, left or right - and the subtitle, search box and accent bar move with it.

**Band style** picks the whole heading's composition. *Classic* is the plain, centred heading this page has always had. *Explorer* adds an **Eyebrow** - a short line above the title, translatable like the title and subtitle - enlarges the title itself, widens the search box into a full pill-shaped bar, and lifts the Featured strip below up over the band's bottom edge instead of sitting flush beneath it. A newly created row starts on Explorer; a row built before this control existed keeps rendering as Classic until you switch it. The eyebrow renders slightly muted by default, so its colour swatch sits beside an **Opacity** slider - turn it up for a fully solid colour, or down to fade it further.

Four more controls shape the heading itself. **Title font** re-fonts it to one of the five site fonts from Appearance - Fonts; each pill names the actual typeface that font resolves to and is drawn in it, so you see what you are picking before you pick it. **Title size**, **Band padding** and **Top margin** each pair quick presets with an exact pixel slider - the same slider the section editors use - for when Small, Normal and Large are not quite it. Top margin is the odd one out: it opens a gap above the band, between it and the site header, rather than reshaping the band itself. A **Flush with header** switch does the reverse: it removes that gap altogether, so the band touches the site header directly - handy when a banner should feel continuous with the page chrome above it, though it only does anything once a banner is actually on. It is on by default the moment a banner is set, on new and existing rows alike; switch it off if you would rather keep the gap.

**Banner background** turns that same heading area into a full-width band. *None* keeps the plain heading; *Images from this page* cycles through cover images already on the page - products, events, articles, whatever the route lists; *Custom image* uploads one picture of your own, with a slider to set its vertical focal point; *Brand colour* fills the band with a flat swatch from your palette instead of a photo. **Height** offers Compact, Standard and Tall presets plus an exact-pixel slider that overrides them. **Overlay style** chooses how the band is shaded so the heading stays legible: *Darken* and *Lighten* wash it with black or white, *Gradient* fades from clear at the top to shaded at the bottom - useful when the title sits high

and the search bar low - *Dissolve* fades the band's own bottom edge into the page behind it instead of shading the photo at all, and *Tint Primary*/*Tint Secondary* wash it with your brand colours instead of black or white. **Overlay strength** is the one slider underneath, and it sets how strongly whichever style you picked applies. Whichever background you pick, the band keeps the same height, so switching between images and a colour never changes the shape of the page. The alignment choice above governs the banner too.

### A band never renders empty

Images from this page only has photos to cycle when the page itself does. A shop with no product photos yet, or an events page with nothing published, does not collapse into the plain heading - the band keeps its set height and fills with your brand colour until the photos arrive. Custom image and Brand colour never depend on your content at all.

Two more controls tune the search box itself, once it is switched on. **Content position** moves the title, subtitle and search box together, as one group, to the bottom of the band instead of the middle - *Bottom of band* keeps them flush with its lower edge, *Float below band* lets the search box hang a little past it, the same trick the Search section uses to spill a card onto the photo above it. **Search box background** gives that box its own fill, independent of the band behind it: a light or dark tint, your Surface or brand colours, or Glass, which blurs and tints whatever is behind it instead of pasting a flat colour over the photo. Neither control does anything until a banner is switched on and the search box is showing - a plain heading has no band to position against.

Below the heading, a **Featured strip** switch - offered on events, activities, courses, shop and their siblings - promotes a small row of items above the results. It never asks you to pick anything here. On an organization website it shows whatever you have already marked Featured on each item's own edit page, topping the row up from elsewhere on the site if nothing on the current page qualifies. On a community site the row is headed *Promoted* instead and shows paid Marketplace Boosts from your member organizations first, then fills up with their Featured items; on the main Eventure platform it shows Marketplace Boosts only, so a Featured tick alone never promotes an item platform-wide. It only ever appears on the plain page - a curated collection has already hand-picked its own set, so a second promoted row would just repeat it. On the Communities menu item the row shows communities the Eventure team has marked Featured, since a community has no Featured switch of its own. The Organizations menu item works the same way: its row shows organizations the Eventure team has marked Featured, drawn from your community's own member organizations. The **Our Communities** menu item offers the same strip, but only ever shows your own sub-communities that are already on the page - it never fills the row with communities from elsewhere on the platform. That Communities page lists every community on the platform a page at a time, so its search box is a real search with its own button and type picker, and the strip steps aside while a visitor is searching or filtering. Once it is on, three more controls shape the strip itself, separately from everything above: **Panel background** gives it the same fill choices as the search box - a tint, your brand colours, or Glass; **Panel style** swaps its corners and shadow between Flat, Raised, Sharp corners and Soft corners; and **Overlap the band** decides whether it sits flush below the banner or rides up over its bottom edge - Auto follows the Band style above (Explorer overlaps, Classic does not), while On or Off pin the choice regardless of which style you picked.

Two more controls round out this card. **Default sort order** picks which ordering the page opens with - Newest, Title, Featured first, or a route-specific option such as Price or Most members - and a **Filter sidebar** switch adds a sticky panel

of narrower filters next to the results, offered wherever a route actually has some: tags on articles and the like, level and format on courses, price and availability on shop, access - open, by approval, or invite-only - on communities, and type and city on organizations. Both only ever reorder or narrow what the page already has, so a visitor's choice applies instantly, with nothing fetched again.

One last control sits below those two: a **Marketplace switcher**, offered on events, shop, spaces and courses - the "offer" pages a site tends to have more than one of. Switch it on and a band appears above the results with a pill for every other offer page your menu has - Events, Shop, Spaces, Courses - so a visitor exploring one can jump straight to another instead of hunting through your menu for it. It only shows once your menu actually has more than one; a site that only ever lists one kind of thing sees nothing extra. Its own eyebrow, headline and intro text default to sensible wording and translate and override the same way the heading fields above do. A last control beneath it, **Promote a filter to a pill row**, pulls one of the page's own filters - When for events, Delivery for shop, Level or Format for courses - out of the Filter sidebar and shows it as its own row of pills right under the headline instead, the same idea as the category pills above the results but for whichever filter you pick.

On the Organizations, Communities and Shops menu items the same control is called **Directory switcher**. It adds the same eyebrow, headline and intro above the results, but its pills lead to the directory pages in your menu - Organizations, Communities, Shops - instead of the offer pages, so a visitor browsing organizations can jump straight to your communities. The two families never mix: an Events page never grows an Organizations pill. On Organizations, **Promote a filter to a pill row** can pull City or Type out of the sidebar in the same way.

The **Content** row reuses that same switch for a different job, so there it reads **Section title** instead. Switch it on and the content page shows a title above the results - an eyebrow, a headline, the number of items and a pill for every content type (News, Article, Guide and so on). Left blank, the texts read "Read and explore" and "Latest stories", and the item count sits where the intro would; type your own and they override it. Switch it off and only the sort control stays above the results - visitors can still pick a type from the drop-down in the search bar. A Content row you have never saved keeps the title on.

## Views on this page

The Events route has one more block, and it is the only part of this card that changes what a visitor can *do* rather than what they read. The same events can be offered in up to four ways, with a switcher above them so the visitor picks.

| VIEW | WHAT THE VISITOR GETS |
|---|---|
| **Cards** | The event list itself - one card per event. |
| **Calendar** | A familiar month grid, with every event on its date. |
| **Organic** | A calmer month view - busy dates grow into soft blobs. |
| **Map** | Events plotted on a map by venue. |

Views on this page

Offer the same events as a card list, a month calendar, the organic calendar or a map. Visitors switch between whichever you turn on.

This controls the Events page on your organization's own site. Preview this page

✓ Cards

The event list itself - one card per event.

✓ Calendar

A familiar month grid, with every event on its date.

Variant

Standard | 13 Moons

Events per day

3

✓ Calendar navigation

✓ Moon phases

✓ Sunrise / sunset

✓ Fullscreen button

✓ Organic

A calmer month view - busy dates grow into soft blobs.

Week starts on

Monday | Sunday

Blob shape

Circles | Subtle | Organic | Wild

Opened day layout

Constellation | Ring | List

Multi-day events

On every day | Start date only

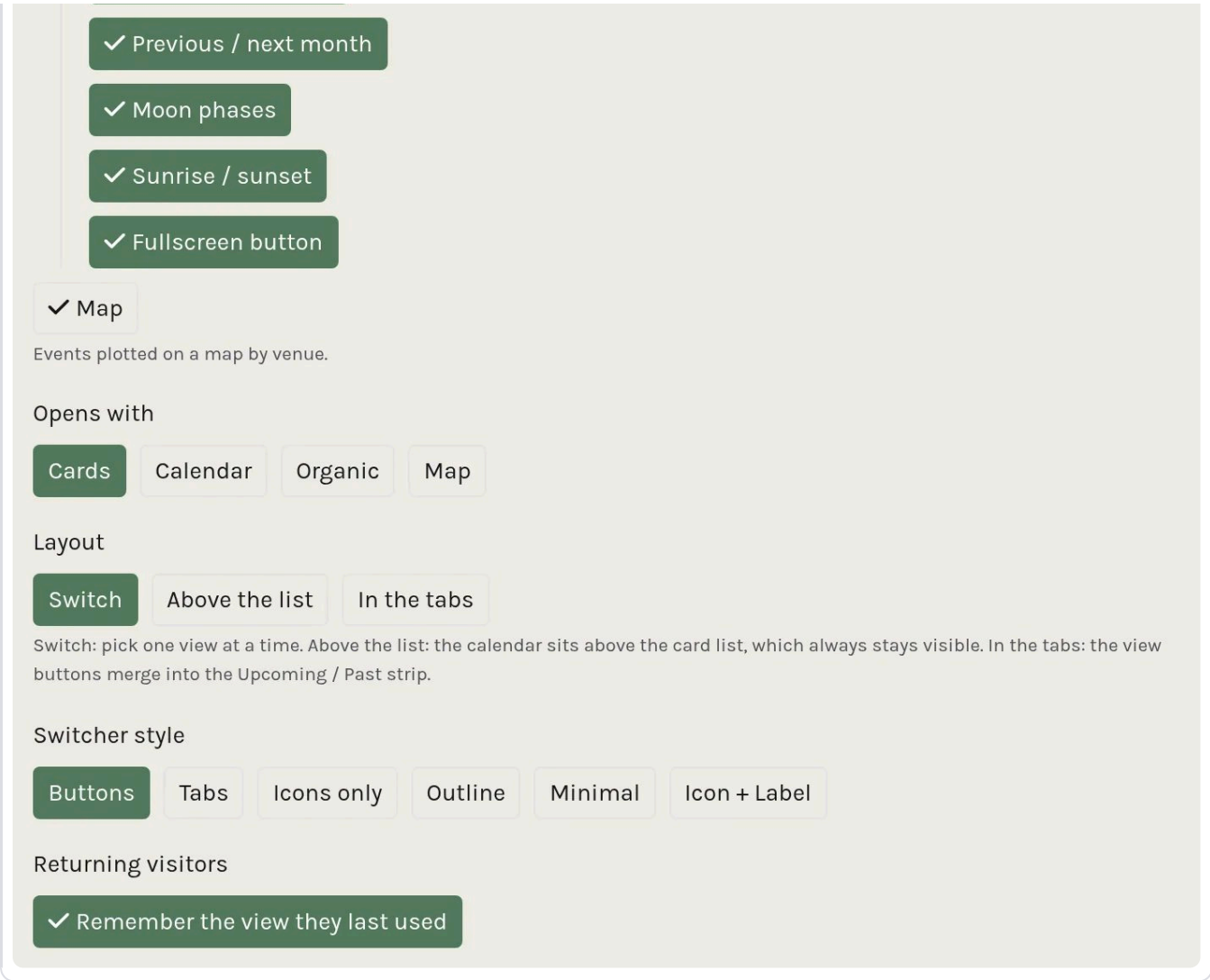
✓ Category legend

Legend position

Above the calendar | Beside the calendar

✓ Filter by tapping a category

✓ Event count badge




**Screenshot 9.3.** The Page presentation card on an Events menu row, with the view switcher open.

LAYOUT

**Switch** **Above the list** **In the tabs**

SWITCHER STYLES

**Buttons** **Tabs** **Icons only** **Outline** **Minimal** **Icon + Label**

CALENDAR

**Variant** **Events per day** **Calendar navigation** **Moon phases** **Sunrise / sunset** **Fullscreen button**

ORGANIC

**Week starts on** **Multi-day events** **Previous / next month** **Moon phases** **Sunrise / sunset** **Fullscreen button**

MAP

**Map height (px)** **Search around a place** **Starting radius (km)**

Turn on the ones that suit your programme. **Opens with** decides which one a first-time visitor lands on, and **Remember the view they last used** hands a returning visitor their own choice back instead of yours. Each view you switch on

reveals its own short list of settings underneath: which day the week starts on, whether a multi-day event shows on every date, how tall the map is.

The Organic calendar shows one soft green circle on every date that has something on, and the circle grows with the number of events - one event is the smallest, ten or more the largest - so a busy week stands out at a glance. The steps are even: every extra event makes the circle a little bigger, up to ten, and ten or more all share the largest circle (the real count is always shown in the day's panel). A small key under the calendar shows what no events, 1, 5 and 10+ events look like. Selecting a date lists that day's events in a panel beside the calendar (below it on a phone): title, category, time, place, price when there is one, and a link to each event. Nothing pops up over the page. In an **Events Explorer** section a row of category buttons sits above Cards, Calendar and Map and filters all three at once: the selection carries over when a visitor switches view, the categories come straight from the platform's own event categories, and switching every category off shows a clear "Show all categories" button instead of an empty page.

The Map view puts the map on the left and a panel on the right (below it on a phone). The panel first lists the events on the map; selecting a pin or a row shows that event's details - date, place, distance, price, a short description and a link - with **Back to nearby events** to return. With **Search around a place** switched on, visitors type any town, city, region or address into **Explore around** and pick it from the suggestions, or use their own location - the browser only asks for it when they press the button. The radius runs from 5 to 100 km in 1 km steps and starts at the value you set; the pins, the list and the count always update together. Events without a usable location are left off the map, and a short note says how many.

**Layout** decides where those extra views sit next to the card list. *Switch* is the default - one view at a time, the cards included as a switchable option themselves. *Above the list* keeps the card list permanently visible and places the active view above it, which suits a calendar you want visible without a click. *In the tabs* drops the separate switcher bar and folds its buttons into the page's own Upcoming / Past strip instead.

### Nothing appears until you turn it on

A menu row you have never touched offers cards only, which is exactly the plain listing you have today. Adding a calendar to one events page does not add it to any other, and it does not touch your homepage. The same holds in reverse: switch every extra view back off and the switcher disappears again, leaving the plain list behind - a genuine choice, not a state to work around.

Two of these views exist as homepage sections too, with a longer list of settings: see Calendar Grid and Organic Calendar in the catalog. The whole switcher is also available bundled into a section of its own - Events Explorer - which additionally lets you search around a place with an adjustable radius on the map, and rename or re-icon each button. The same switcher can also be turned on for the Events tab of your public organization profile, from the organization settings page, which is outside this manual - as is the identical switcher on Eventure's own platform-wide events page, set by platform administrators rather than by any organization.

## Pointing at one item

Most menu entries point at a page you built. An **Item** row points at one specific thing you have already published - a particular article, the next big event, a course - and Eventure builds the page for it. You do not create anything in the

Pages tab, and you do not copy the text across. The item stays the single original; the menu entry is simply another way in.

This matters because the alternative is duplication. If you rewrite your flagship event as an About-style page, you now have two copies to keep in step, and one of them will go stale. Pointing at the item means editing the event edits the page.

The same thing is available anywhere you are asked for a link. Button fields on the Hero, CTA, Benefits, Pricing and similar sections use the same picker as this menu row: pick a type first - Page, Item, Booking, System route, External URL, Phone, Email or Anchor on this page - and the field underneath narrows to just that group, so an **Items on this site** list of published items sits one click away from your pages instead of mixed in with them. Phone and email get their own type too, rather than being an example typed under the field.

**System route** also lists the routes you customized yourself in the Menu tab - for example a filtered Shop entry called "Storitve" - shown as "Storitve (Shop, menu item)". Such a link goes exactly where that menu item goes, follows the visitor's language, and keeps working when you rename the item. If you delete the menu item, the picker shows a warning asking you to pick the route again. Pick these here rather than pasting the address as an External URL.

Changing the type starts the target over: the field underneath empties and the link stays blank until you pick or type the new one, so a button switched from Page to Booking does not quietly keep pointing at the old page. The four typed kinds tidy what you enter. A bare domain under External URL gets *https://* put in front of it, a phone number or e-mail address is stored as a proper phone or mail link, and an anchor needs only the section id without the leading hash. If what you typed does not fit the type - a page path under External URL, say - the field says so underneath and saves nothing until you fix it.

### "This link is malformed"

A link saved before the picker existed, or a booking service that is no longer offered here, shows up under External URL with this warning. The old value is kept exactly as it was, so the button keeps doing whatever it did until you touch it. Pick a type and a target, or rewrite it as a full *https://* address, and the warning goes.

Once you have picked the item, a display panel lets you decide how much of it to show and how it is laid out. The same panel appears on the Item menu row, on any link field pointing at an item, and inside the Item Spotlight section from chapter 12, so learning it once covers all three.

| CONTROL | CHOICES | WHAT IT DECIDES |
|---|---|---|
| **How much to show** | Summary / Summary + Read more / Full text | Summary shows the image, title, and a button through to the item. Summary + Read more adds a button that opens the whole text right on this page. Full text puts the whole item on the page from the start. |

| CONTROL | CHOICES | WHAT IT DECIDES |
|---|---|---|
| **Image** | Above / Left / Right / None | In full text the copy wraps around the image; on phones it always sits on top. |
| **Image size** | Small / Medium / Large | How much room the image takes beside the text. Only applies when the image sits Left or Right. |
| **Image shape** | Auto / 1:1 / 4:3 / 16:9 / 3:2 | Auto keeps the photo as it is. A shape crops it to that proportion, which is how several items end up the same height. |
| **Keep which part** | Top / Middle / Bottom | Which slice of the photo survives the crop. Only applies once you pick a shape. Top is usually right for people. |
| **Page width** | Reading / Wide / Full width | Reading keeps a comfortable line length, best for full text. Wide suits a summary card with a side image or a picture-heavy item. Full width lets it run edge to edge. |
| **Show date, place, and reading time** | Show / Hide | |

The one to understand is **How much to show**. *Summary* gives a card with the image, the title and a button through to the item, which is right when you want the click. *Full text* puts the whole thing on the page, which is how an item becomes a genuine page in its own right. *Summary + Read more* sits between them: the full text is there, tucked behind a button until the reader asks for it.

An item that is not published yet renders nothing, and an item you later unpublish quietly stops resolving rather than showing visitors a broken page.

### The Description field does two different jobs

Every row you can edit - not a Divider - carries a **Description** field under its icon and label. What it does depends on whether the row has children of its own. On a row with no children, it is the short line that appears under the label once that row's parent drop-down switches to rich rows, described in chapter 6's Menus & dropdowns card - leave it blank and the row keeps showing as a plain label. On a row that already has children, the same field means something else: it becomes the label of a link shown at the bottom of that drop-down, pointing wherever that row itself points. Leave it blank there and the drop-down simply closes with no extra link.

### Choosing where the icon shows

Pick an icon for a row and an **Icon on** control appears beside its colour, with two independent switches: **Header menu** and **Footer sitemap**. They decide whether that icon itself renders in the header, in the footer sitemap - and, on a

community's own domain, the Explore column it can take over - both, or neither, regardless of whether the row is shown there. Header menu starts on and Footer sitemap starts off, so an icon picked for the header never turns up next to the same row in the footer unless you switch it on there too.

## Styling a row's label

Every row except a Divider has a folding **Label style** panel, with a live preview chip showing the row exactly as it will look. **Icon after label** adds a second, small icon behind the text - one of about twenty arrows, chevrons and carets (plain, long, bold, in a circle or square, curved, pointing down), or a plus, star or heart - sized to match the label, so you can build a link like *icon Label* >. It is separate from the icon picked on the left, which stays in front of the label. The remaining pills change the label itself: **Font weight** (Regular, Medium, Bold), **Letter case** (Normal, UPPERCASE, Small caps), **Text size** (Small, Normal, Large), **Label color** (Inherit, or the site's Primary, Accent or a Grey), **Font style** (Upright or Italic) and **Highlight** (None, an underline that draws in on hover, a soft pill background, or Link, which makes the label look like a text link - the site's link color, always underlined). **Hide on page** (Show everywhere, Communities page or Organizations page) takes that one row out of the header menu and the footer sitemap while a visitor is on that page, and leaves it everywhere else - handy for a link that would only point back at the page the visitor is already on. The style follows the row into the header, its drop-downs, the More menu and the mobile menu; in a rich drop-down only the label changes, never the description line under it. The footer sitemap ignores it and keeps its plain links.

## Showing only a row's children

A row that has children also carries **Show children only**, again with two independent switches: **Header menu** and **Footer sitemap**. Switch one on and that surface hides the row itself and lists its children in its place, at the same level and position, as if they had been dragged out of it. The row stays in the builder as a folder that keeps them together, and a **Children only** badge on it reminds you why its label never shows there. The typical case is an Explore row that is useful as a header drop-down but redundant in a footer column already titled Explore: switch on Footer sitemap only and the header keeps its drop-down while the footer lists the links directly. Both start off. The control is not offered on a Divider, or on a row that lists its sub-pages automatically, because those entries are added while the page is drawn and would have nowhere to go.

### Keep it short

A menu is not a sitemap. Five or six items is plenty; the footer is where an exhaustive list belongs. If your menu will not fit, that is information: you have either too many pages or too flat a structure, and nesting solves both.

The builder marks routes that will not work, for example a shop link on an organization with no products. Trust the warnings.

CHAPTER 10

# Tab 6 - Footer

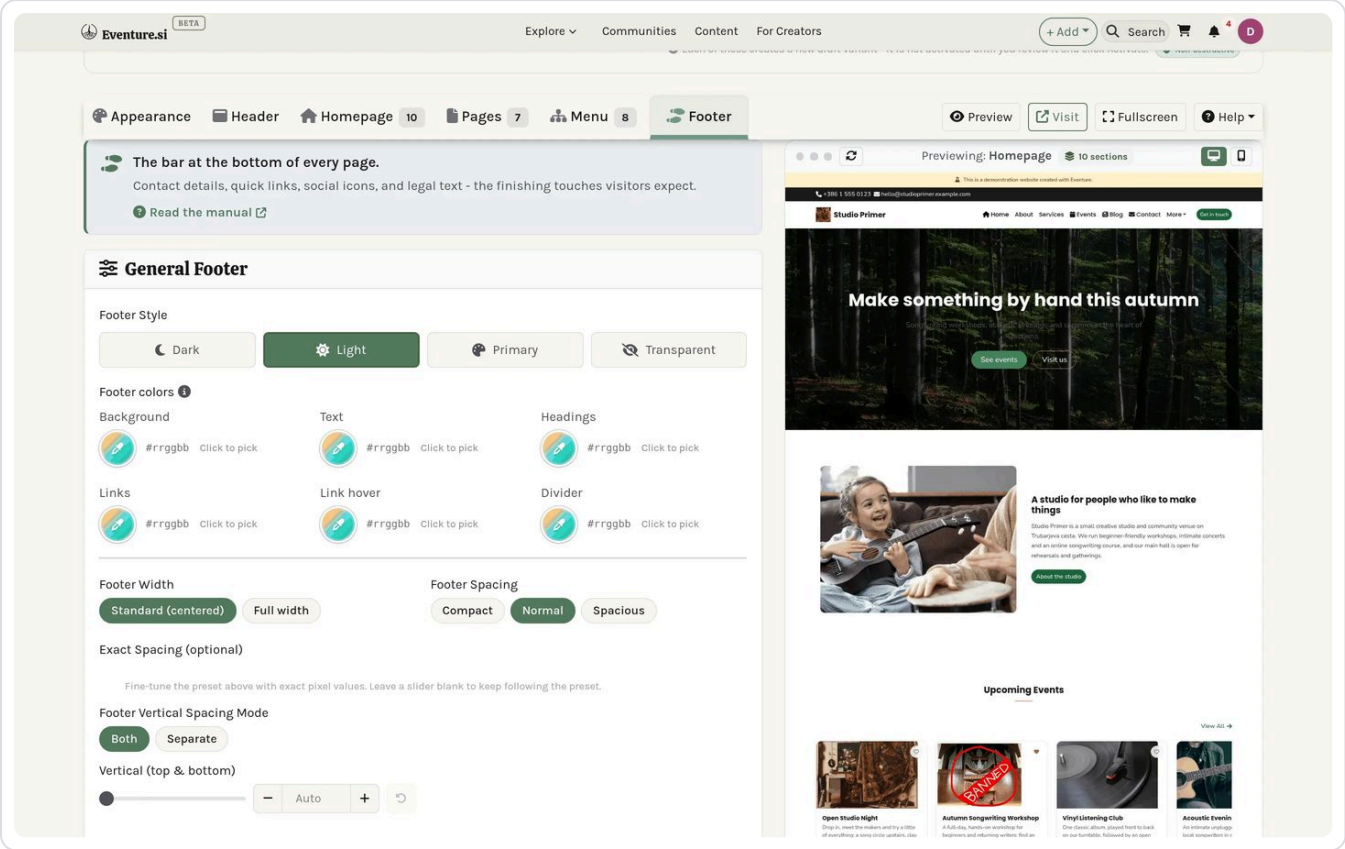
The bar at the bottom of every page. Visitors who reach it are looking for something specific: your address, your hours, your terms, a way to get in touch. The footer is a directory, not a design showcase.

## Columns you switch on

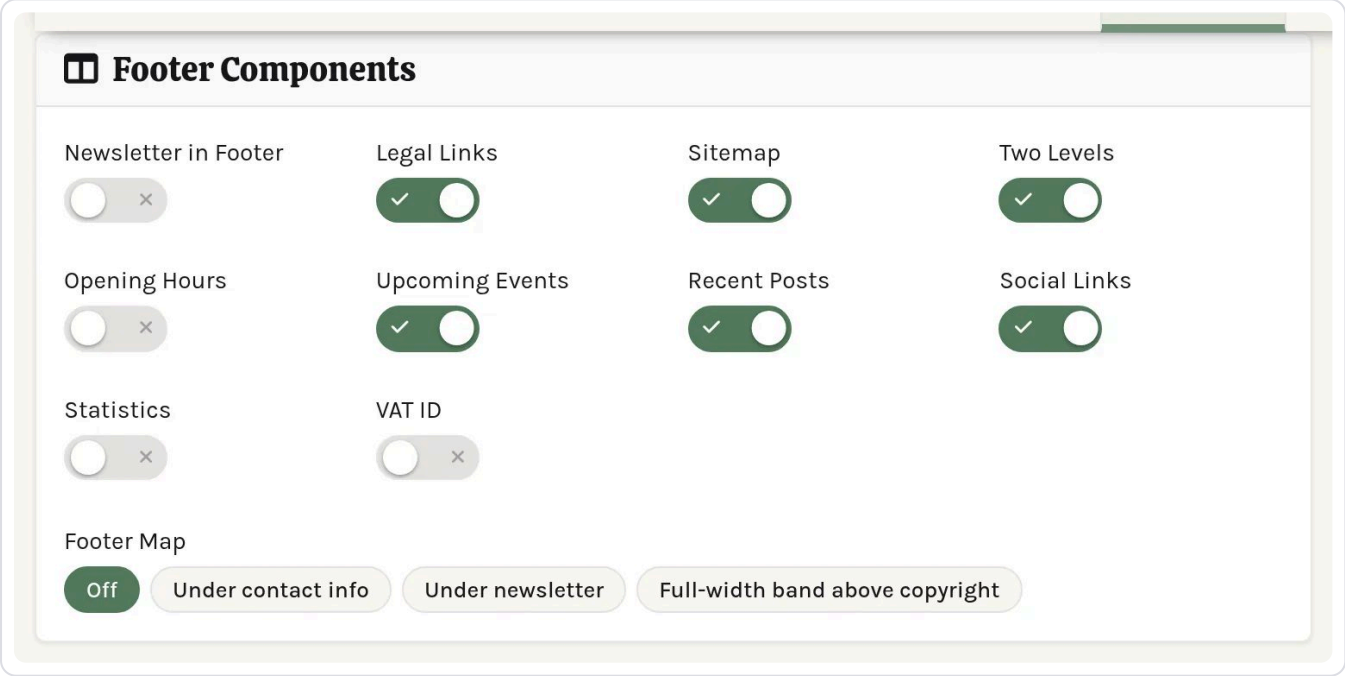
The footer is assembled from toggles. Switch on a newsletter box, your contact details, opening hours, upcoming events, recent news, social links, a sitemap, legal links, an about paragraph, a back-to-top button. Each is a column that appears when you enable it.

The legal links row carries a **Cookie Settings** link automatically, alongside your Privacy Policy and Terms & Conditions - it reopens the site's cookie preferences (Accept All, Decline, or pick categories) so a visitor can change their mind at any time. There's nothing to switch on for it separately; it follows the same legal links toggle.

Above and below the columns sit the **Pre-footer strip** and **Post-footer strip**: rows you fill with components, just like a header strip. Two components exist only here: **Tarok** and **Remi**, small invitations to play a Slovenian card game online - Tarok, or Remi (Slovenian rummy). Both work the same way. Pick a **Strip** (the default: one thin line across the footer, with a playing-card suit that cycles black and red and a soft light sweep), a compact **Chip** or a larger **Card** (title, one-line description and a Play button), change the button label if you like, and choose whether it shows how many people are playing right now. When nobody is, the strip and chip invite visitors to be the first at the table, and the card simply leaves the count out. Each opens the game's own home: tarok.eventure.si or remi.eventure.si. **Open in** decides where: a **New tab** by default, so visitors keep your site open, or the **Same tab**.




**Screenshot 10.1.** The Footer tab.




**Screenshot 10.2.** The footer component toggles with their status pills.

### Why a column can refuse to appear

Some columns depend on real content, and they hide themselves rather than show an empty box. Switch on the upcoming events column with nothing published and the builder tells you plainly:

> > *No upcoming public events. The column hides automatically until you publish one.*
>
> Every toggle carries one of these status notes. Read them. They are the fastest answer to "why is this not showing", and they mean a missing footer column is usually a content problem rather than a settings problem.

### Colors

The footer gets its own background, heading, link, hover, border and text colors, independent of the rest of the site. This is deliberate: a dark footer under a light site is a classic, and it needs its own palette to be legible.

Below the colors, the **Footer Background** card gives the footer an image, a video or an animation of its own, with the same overlay and animation controls as a section background (see Image backgrounds and overlays). An animation plays on top of the footer's background color, not behind it, so a dark footer color stays as the base and the drifting grass, pollen or particles move over it. The columns, links and copyright always sit above the background, so they stay readable and clickable. A community footer uses its own background, never the one of the organization that runs it.

### Width and spacing

**Footer Width** chooses a centered standard column or a full, edge-to-edge band. **Footer Spacing** - Compact, Normal or Spacious - sets how much air surrounds the footer's content. Under it, an **Exact Spacing** block lets you dial in a literal pixel value instead: one slider for the footer's top and bottom padding together, or split them into Top and Bottom and set each independently, plus its own sliders for the side inset and the gap between columns. Leave a slider blank and that dimension keeps following whichever preset you picked above - a slider only takes over once you actually drag it.

### Frame

Two sliders turn the footer into a floating card instead of a flush band. **Top corner radius** rounds its top-left and top-right corners. **Side margin** pulls it in from the page's left and right edges. Both are 0 by default, which is the plain, edge-to-edge footer every site starts with.

### Alignment & scale

**Text alignment** sets whether the footer's columns read left, centered or right. **Text size** steps the footer's body text and links a notch smaller or larger. **Max width** caps how wide the footer's content grows on a large screen and centers it, independent of the Footer Width choice above - useful when Full Width is right for the band's background but the content inside it still wants a tighter column.

### Social icons

Two pill rows style the social links row: **Size** (Small, Medium, Large) and **Shape** (Circle, Square, or Plain - no background at all, just the bare icon).

### Brand typography

A **Brand typography** card gives the footer's brand name and tagline the same independent **Size**, **Weight** and **Letter spacing** controls as the header - on both an organization site and a community. Left on Auto, each follows the Appearance tab's Brand or Tagline role; move a control off Auto and it wins there, for the footer only.

### Organization sites only, for now

Frame, Alignment & scale and Social icons live on the organization Footer tab. A community's Footer tab (see chapter 15) still has Footer Width, Footer Spacing, Exact Spacing and Brand typography, but not these three.

CHAPTER 11

# Knobs every section shares

These controls appear on every section in the catalog. They are explained here once, in full, so the catalog can stay about what each section is *for*.

Reach for these when a section is right but does not sit right.

## How a section's settings are organized

Open any section and its settings are sorted into the same four groups, in the same order, every time: **Content**, **Background**, **Spacing** and **Motion**. A section has no say in this. The point is muscle memory: the background control sits in the same place on a Hero as it does on a Pricing table, so after a few sections you stop hunting for it.

A row of chips sits directly under the section's own title bar, one per group plus **All**. Click a chip to show just that group and the rest fold away, so you work in a short panel instead of scrolling a long one. The bar stays pinned there as you scroll, so you can switch groups from anywhere in the form. **All** puts everything back on screen at once, which is what you want when you are hunting for a setting rather than adjusting one you already know.

Whichever group you opened last is the one that opens next time, on every section - the first time, it opens on Content. If you spend an afternoon on backgrounds, every section you open lands on Background until you pick something else.

**Content** comes first and holds everything the section says, top to bottom in the order a visitor reads it. It opens with a folded **Section text defaults** block - the section-wide body font, body size, line spacing and text alignment every other block starts from - followed by the **Eyebrow**, **Title**, **Subheading** and **Introduction** blocks, then the section's own fields (its items, its layout, its list of plans or steps or benefits). Click a block's name to fold it open or shut; a block that already has text starts open. Block names stay plain - they never show a piece of the text. *Explorer introduction* draws its own heading and text, so it skips the shared Title, Subheading and Introduction blocks unless the section already has them saved; if it does, they sit together in a folded **Extra section header** at the end.

Under each block's text sits one compact style row: **color**, **font**, **size** in px, **alignment** (click the active button again to go back to the default), **space above** and **space below** in px, and a **reset** arrow that puts the whole block back to the template's look. An empty field follows the template; 0 really removes that space. Where two blocks meet, the gap is the larger of the upper block's space below and the lower block's space above, so to close a gap completely set both to 0. The title's divider bar keeps its own settings inside the Title block. Settings a section brings of its own are filed by what they do: its own subtitle sits with the header blocks, its card background under Background.

Sections that draw their own texts list them as blocks too, with the same style row: the Hero's **Heading** and **Subheading**, the **Heading**, **Body** and **Button** of Image & Text, Call to action, Newsletter and Image divider. Sections built from cards - Benefits, Steps, Stats, Team and Media grid - add an **All cards** block above their list: one style row per card text (title, description, value, name...) that every card follows. To change a single card, click the small **Aa** button next to that card's own field; its row applies to that card only, and its reset arrow sends the card back to the All cards style.

Most other sections with text of their own now work the same way - Explorer introduction, Brand kit, Video feature, Countdown, Notice banner, Pricing, Testimonials, Gallery, Chart, Booking, Discover, Comparison table, Downloads, Event agenda, the calendars, Events, Activities, Products, Content, Rentals, Communities and more - each showing one block per visible text (heading, button, caption, card title...). Lists you type yourself (FAQ, Tabs, Promo trio, pricing plans, downloads, agenda sessions, Explorer benefits) get the **All cards** block and the **Aa** button per item. Where the cards come from your data - events, products, rentals, communities, giveaways - one block per card text styles every card at once, and there is no per-card **Aa**. Sections with no text of their own (Marquee, Logo cloud, Divider, Info strip) have nothing to style. In the live preview, click any text or button to jump straight to its block, even when the block was folded shut.

You can also start from the preview: point at any text there - an eyebrow, a title, a card's description - and it gets a dashed outline with its name, such as *Card 2 - Description*. Click it and the section opens on Content with that block unfolded and its text ready to type in; the text stays outlined in the preview while you edit, also after the preview refreshes or you drag the card to another place. On a touch screen a tap does the same.

## Background

The background is the single biggest lever on how a section feels, and it is how you build rhythm down a page. Alternating light and dark bands is what stops a long page from reading as one undifferentiated wall.

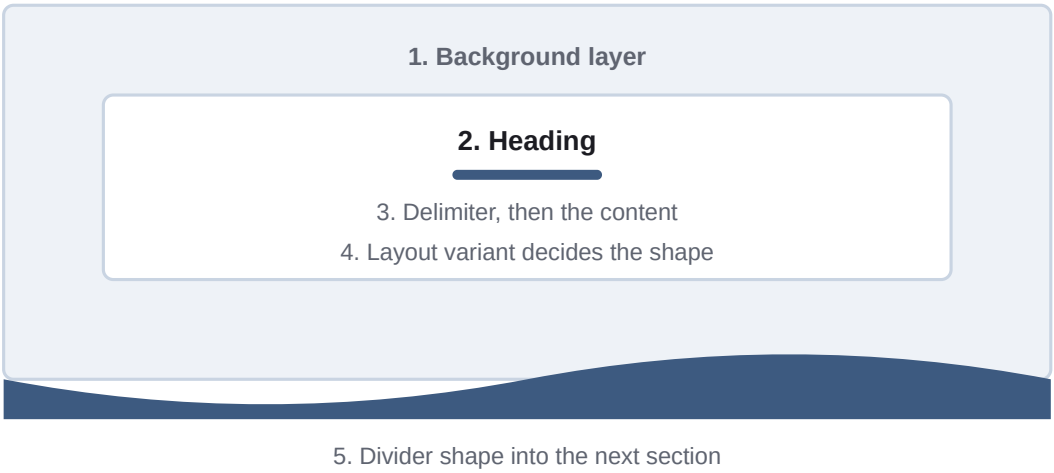



**Figure 5.** The layers every section is built from.

| BACKGROUND | EFFECT |
|---|---|
| **Light** | A pale surface - your Theme Colors Light pair when set, otherwise the platform default. Stays light regardless of visitor mode. |
| **Dark** | A deep surface - your Theme Colors Dark pair when set, otherwise the platform default. Stays dark regardless of visitor mode. |

| BACKGROUND | EFFECT |
| --- | --- |
| **Surface** | Your Theme Colors Surface - follows light/dark mode and your Appearance tab choice. |
| **Primary** | Your primary brand color. |
| **Secondary** | Your secondary brand color. |
| **Gradient** | A blend between your brand colors. |
| **Mesh** | Soft colored clouds. Modern, easy to overdo. |
| **Image** | A photograph. Needs an overlay. |

Light, Dark, Surface, Primary and Secondary are solid fills. Primary and Secondary are drawn from your brand colors in Appearance. Surface, Light and Dark are drawn from the Theme Colors bar in the General card there too (see Appearance) - but Surface tracks the visitor's own light or dark mode, while Light and Dark stay pinned to one reading regardless of it, for when you want a band to read light (or dark) on purpose. Leave Theme Colors untouched and all three keep the platform's plain neutral tones, exactly as before. Gradient, Mesh and Image are richer, and each unlocks its own set of variations.

| SET | CHOICES |
| --- | --- |
| **Solid finishes** | **Flat** **Soft** **Vignette** **Grain** **Spotlight** **Sheen** **Ramp** **Dots** **Stripes** **Frame** |
| **Gradient kinds** | **Deep** **Duo** **Radial** **Sweep** |
| **Mesh kinds** | **Diagonal** **Aurora** **Spotlight** **Twin** |

## Solid style

A solid background - Light, Dark, Surface, Primary or Secondary - is not limited to a flat fill. The Solid finishes above sit on it as a light overlay: a highlight, a shadow, a texture. Two more knobs appear once you pick anything but Flat. **Strength** is a slider from barely-there to bold. **Direction** is a 3x3 grid that aims the finish at a corner, an edge or the center of the section.

Direction reads differently depending on the finish. On **Soft**, **Spotlight** and **Vignette** it is a point the light or shadow gathers around. On **Sheen**, **Ramp** and **Stripes** it is an angle the band or fade runs along. **Grain**, **Dots** and **Frame** skip it entirely - a texture and an edge-hugging ring have no single direction to point at.

## In dark mode

Only three background choices follow a visitor who browses in dark mode: **Default**, **Surface** and **Mesh**. Each carries a small moon on its pill. Every other fill is fixed - a pale Light band or a near-white Brand color stays pale on a dark page, where it can glare.

For Light, Primary, Secondary and any Brand color, an **In dark mode** row lets you decide what that section does for dark-mode visitors. **Keep** (the default) leaves it exactly as it is. **Soften** turns it into a dark band tinted with the section's own color, with light text. **Use Surface** switches it to your dark Theme Surface color. Light-mode visitors see no difference whichever you pick, and a shape divider drawn in that section's color follows it, so the edge stays seamless. A small moon on the section's background badge in the list shows the setting is on. The Search section offers the same row under **Searcher background**, for a Light, Primary, Secondary or Brand color search card.

## Image backgrounds and overlays

An image background almost always needs an **overlay**: a wash of darkness, lightness or brand color laid between the photo and the text. Without one, your text sits on whatever the photo happens to be doing at that spot, and photos are rarely uniform. If text over an image is hard to read, the overlay is your fix, not a different font color. The **Tint** dots offer Black and White first, then the same colors as a section's Title color picker: your Primary, Secondary, Surface and Text colors, Always Light and Always Dark, every color of your Brand Palette, and a rainbow dot at the end for any custom color. The Animation background's **Color A** and **Color B** use that same set. On a community site the dots show the community's own colors.

## Animated backgrounds in light and dark

Your site has a light and a dark theme, and an animation has to read on both. With **Use custom colors** on, your **Color A** and **Color B** are the **Light theme** pair. Turn on **Different colors in dark theme** to pick a second pair just for dark-mode visitors; leave it off and dark mode reuses the light pair. Either way the site keeps every dot, line and shape readable: a color too close to the page background is nudged just enough darker (on light) or lighter (on dark), and colors that already stand out stay exactly as you picked them. Full-area effects such as **Gradient Flow**, **Aurora Veil** and **Silk Waves** keep your colors untouched. The glowing presets - **Fireflies**, **Rising Embers**, **Drifting Mist** and **Pollen Motes** - glow on dark, and on light they turn into soft colored specks, because a glow on a pale page simply disappears.

Check both before you move on: the **Live preview** has a **Light theme** / **Dark theme** switch that shows the animation on your site's real light or dark background. It only changes the preview, not the saved settings.

With **Use custom colors** off, the animation takes your site's brand colors - on a community site, the community's own colors. On an **Image Divider** section the background animation flies *over* the divider's picture (together with the overlay tint), not hidden underneath it. So it never swallows clicks on the divider's link or button, it does not follow the mouse pointer on that section.

To make an animation quieter without changing its colors, lower **Animation intensity**: at 50% the grass, birds or waves are half see-through, so your text stands out more. Turn on **Different intensity in dark theme** to set a separate **Dark theme intensity**, for example a soft effect on a white page and a bolder one on black.

OVERLAYS

None | Darken | Lighten | Tint Primary | Tint Secondary

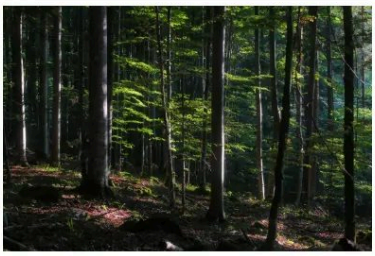
## BACKGROUND

Background color

Default | Light | Dark | Surface | Primary | Secondary

Gradient | Mesh | Image

Image



samouglasevanje_prostor-10.jpg Remove Replace

Overlay

None | Darken | Lighten | Tint Primary | Tint Secondary

Adds a translucent overlay above the image. Opacity slider below.

Motion

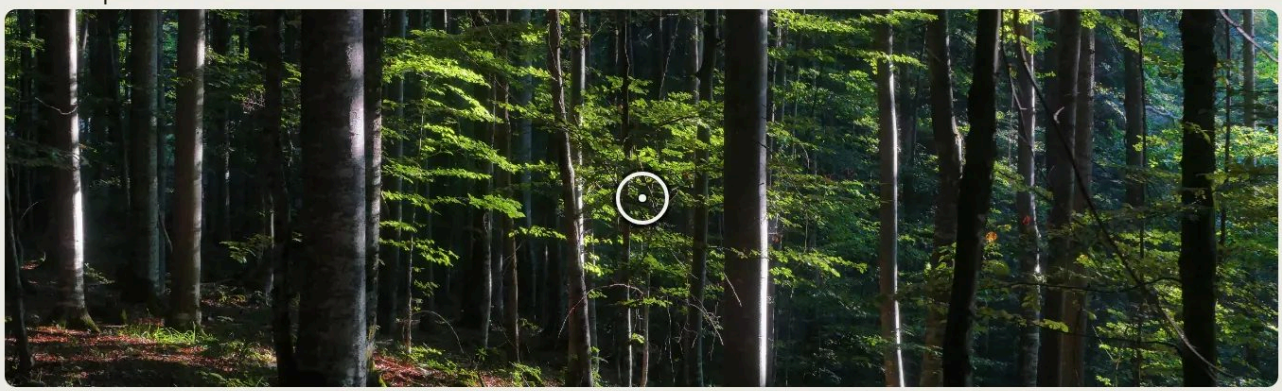
None | Ken Burns | Parallax | Scroll zoom | Scroll drift | Mouse follow

Optional cinematic motion. Scroll zoom and drift follow the visitor's scrolling, Mouse follow the cursor.

Overlay opacity

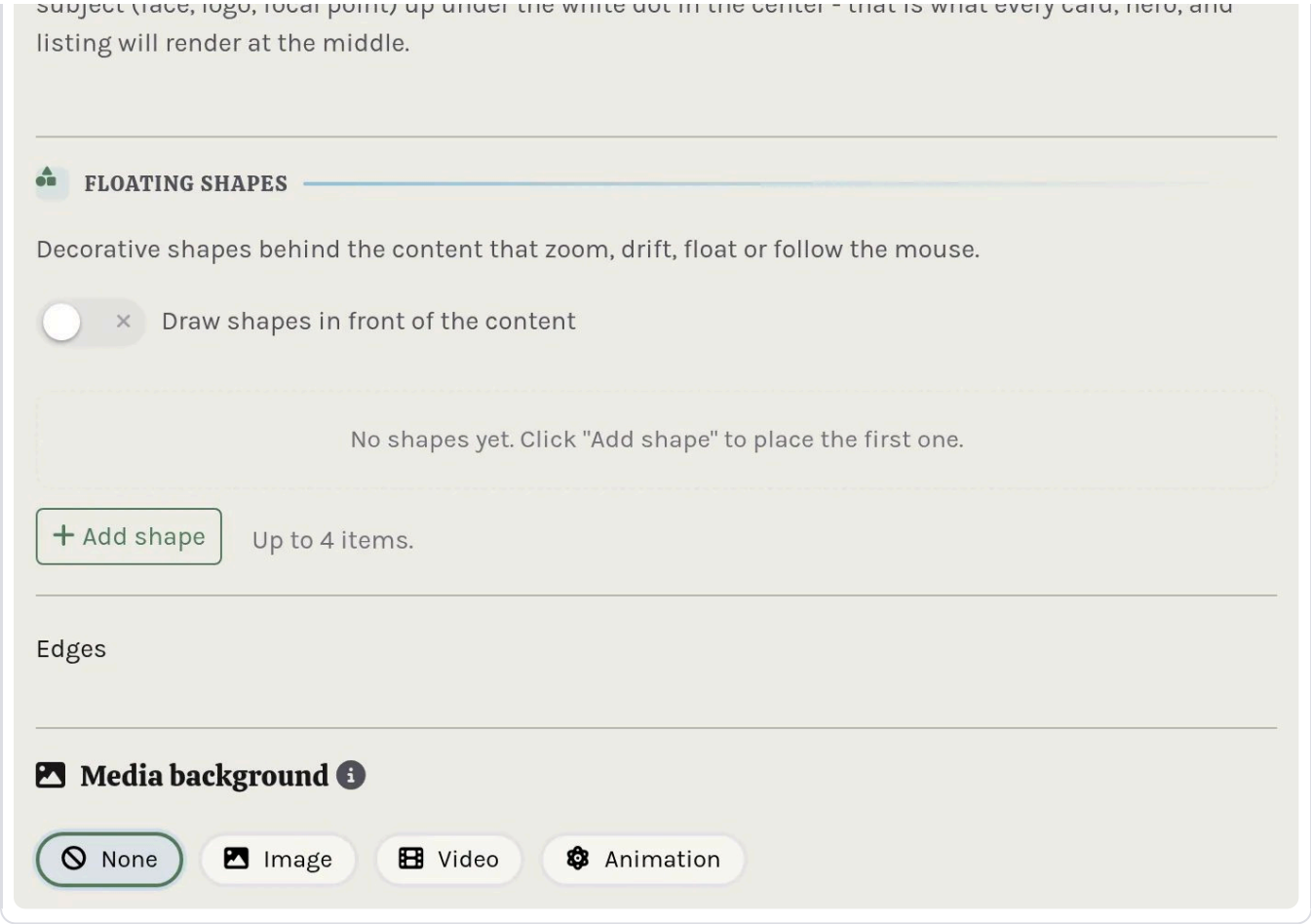
Subtle <-> Strong (black overlay)

Vertical position



Cover Position 50%

Drag the image up or down, or use the slider, to reposition the visible part of your cover. Line the main subject (face, logo, focal point) up under the white dot in the center – that is what every card, hero, and




**Screenshot 11.1.** The background controls shared by every section.

### Entrance animation

Every section can ease into view as the visitor scrolls down to it, instead of simply being there. The choices are **Fade**, **Fade up**, **Zoom in**, **Slide left** and **Slide right** - or **None**, which is a deliberate stillness, not a missing setting. A **Delay** holds the motion back a beat, useful when you want one section to settle before the next begins.

Two choices are special. **Inherit** - the default for a new section - means the section follows the site-wide default set on the Appearance tab (see Appearance), so you tune the whole site from one place. **Random** is live: the section re-rolls a different animation on every page load, so the page never arrives the same way twice.

Keep it subtle. A single gentle motion reads as polished; a different animation on every section reads as busy. When in doubt, leave sections on Inherit and set the tone once for the whole site.

### Animation

| ANIMATION | CHOICES |
|---|---|
| On an image | None · Ken Burns · Parallax · Scroll zoom · Scroll drift · Mouse follow |

| ANIMATION | CHOICES |
| --- | --- |
| **On a gradient** | **None** **Pan** **Rotate** |
| **On a mesh** | **None** **Drift** |

On an image background the **Motion** row also offers two choices that follow the visitor's scrolling instead of playing by themselves. **Scroll zoom** makes the picture grow as the section moves toward the middle of the screen and shrink again as it leaves. **Scroll drift** slides the picture slowly up and down behind the section. **Mouse follow** nudges the picture against the cursor on computers (touch screens keep it still). The **Motion strength** slider appears for these three and sets how far the picture travels: low is a gentle breath, high is a bold sweep (and crops the photo more). The preview moves as you scroll it, and visitors who ask their device for reduced motion see the picture standing still.

Under the background controls, **Floating shapes** lets you scatter up to four decorative shapes behind a section's content, on any background. Each shape is a built-in outline (circle, ring, blob, dots, wave, star, arc, plus) or your own PNG or WebP picture. Set its colour, size, opacity and position, then give it an **Effect**: *Zoom* grows it as the section crosses the screen, *Drift* slides it up and down, *Gentle float* bobs it softly all the time, *Follow mouse* leans it toward the cursor on computers, and *Avoid mouse* nudges it away from the cursor. **Effect strength** sets how far it moves. The switch **Draw shapes in front of the content**, at the top of the group, puts all shapes over the text instead of behind it. On an **Image Divider** the shapes sit between the photo and the headline, and the divider's own **Motion** row offers the same *Scroll zoom*, *Scroll drift* and *Mouse follow* as a section background, with the same **Motion strength** slider. Shapes stay still for visitors who ask their device for reduced motion, and the mouse effect is skipped on touch screens.

The **Animation** section's **Plays** row has a fourth choice, **Scrub with scroll**: instead of playing by itself, the animation is tied to the scrollbar, moving forward as the visitor scrolls down and backward as they scroll up. It suits the built-in pieces marked *(scrub)*, such as a line that draws itself or a ring that fills. With **On scroll** you can also switch off **Replay each time it scrolls into view** so it plays only once. Animations that run on their own now pause while they are off screen, which saves battery on phones.

Animation is seasoning. Ken Burns on a hero is lovely. Ken Burns on six sections is a fairground.

## Dividers

A divider is a shaped edge between one section and the next: a wave, a slant, a curve instead of a straight line. The picker offers ten basics - and **Custom**, where you draw your own edge on a small canvas. Its Start-from buttons load the same basic shapes, so the usual path is to pick the one closest to what you want and reshape it from there. Older sites that chose one of the retired decorative shapes keep it: the shape still renders, and shows as an extra pill while it is in use. The fill decides which color the shape is drawn in, so it can carry the color of the section it points into.

**Style** decides how that color is painted. **Solid** is the classic flat silhouette. **Layers** stacks three copies at falling depth and rising opacity, so the edge fades in soft bands. **Shadow** keeps the solid shape and adds a soft drop shadow for physical depth. **Echo** repeats the silhouette as two soft stripes behind it - the classic striped wave. Every style works with every shape, including one you drew yourself.

DIVIDER SHAPES

None | Wave | Curve | Slant | Triangle | Zigzag | Arch | Rounded Waves | Peaks | Custom

DIVIDER FILL

Primary | Secondary | Light | Dark | Surface | White

DIVIDER STYLES

Solid | Layers | Shadow | Echo

Use one shape family across a site. A wave here and a zigzag there reads as indecision.

## Eyebrow

An eyebrow is the short line of small capitals that sits just above a section heading - "Upcoming", "Our story", "New this season". It tells the visitor what kind of section they are looking at before the headline says what it is about, and it is the same treatment the built-in listing pages use above their titles, so your sections and those pages read alike.

You will find it in the **Title** group of every section, between the title controls and the Subheading. Type a few words into **Eyebrow**, pick a color from the swatches next to it if the default text color is too quiet, and use **Eyebrow opacity** to soften it - 85% is the default and keeps it a touch lighter than the heading. It follows the section's Title alignment, so a left-aligned title gets a left-aligned eyebrow. Leave the field empty and nothing is added. Like the title and subheading, it can be translated into your site's other languages.

Video Feature is the one exception: it has its own kicker line in its Content group, so the eyebrow is not offered there - a section never shows two.

At the bottom of the same Title group, the **Introduction** block adds a **Description** - a short explanatory paragraph, separate from the Subheading - and an **Introduction layout**. *Side by side* keeps the eyebrow and title on the left and puts the description on the right on wide screens, lined up with the bottom of the title; on a phone everything stacks. *Centered* centres the whole group with the description underneath. *Default* leaves the heading exactly as it was. The Description translates like the other title fields, and an empty one adds nothing.

## Delimiters

A delimiter is the small flourish under a section heading: a short bar, a line, a row of dots. Tiny, and one of the cheapest ways to make a site look considered rather than assembled.

Its own **Spacing** knob sets the gap above and below the bar - **Both** links the two sides, **Separate** lets you pull them apart, useful when a hairline delimiter wants to hug the heading but still leave room before the content underneath.

Each preset (None, Tight, Normal, Roomy) has its own **Exact (px)** slider next to it for a literal pixel value, in case a preset is close but not quite right. In **Both** mode the slider previews the top-side number when you pick a preset - above and below the bar are never quite the same distance even for one preset, since they measure different things - while dragging the slider itself sets one identical number on both sides. Type or drag past what any preset offers and the pills simply go quiet, since none of them describes that number anymore.

DELIMITER STYLES

None Bar Line Double Dashed Dotted Gradient Gradient left Gradient both Dots

## Width and spacing

The Spacing group is organised as three rings, from the outside in: **Margin (outside)**, **Padding (band)** and **Content (inside)**. A small **spacing map** at the top of the group draws those rings as nested boxes and shows the current value of every one - Default, a preset name, or the exact number - so you can read a section's spacing at a glance. Click any zone of the map and the builder scrolls to that control and flashes it. The top/bottom edge shape-divider controls that used to live in this group have moved to the **Background** group, next to the controls that gate them off image and mesh backgrounds.

**Margin** is the transparent gap outside the section, above and below its background - the page shows through it. Left on **Default** it follows the section gap of your design theme (usually none). Set it when two sections with different backgrounds should sit apart instead of butting against each other. You can set both sides at once or split them into **Top** and **Bottom**, and the **Exact (px)** slider dials in a literal number. Neighbouring margins overlap rather than add up: a section with a 48px bottom margin followed by one with a 48px top margin sits 48px apart, not 96. The first section under a floating header always stays flush against it, whatever its margin says.

**Section Width** is a five-step scale for how much room a section's content takes: **Full Width** runs edge to edge, **Wide** and **Contained** are roomier bands (Contained is the site's normal column and the default), and **Narrow** and **Reading** tighten the measure for running text. Backgrounds always span the full width regardless of this setting; it only moves the content on top of them. Full Width and Wide suit heroes, images, maps and media grids. Reading is the one to reach for on a section that is mostly paragraphs: it caps the line length at roughly 80 characters, the width people actually find comfortable to read, instead of letting a sentence stretch the full span of a monitor.

**Padding (top / bottom)** is the air inside the section, between the edge of its background and the content above and below - the background fills it. Left on **Default** it inherits the rhythm set by your design theme (or the site-wide Section Spacing on the Appearance tab), which is what you want almost always: it is what keeps the page feeling like one page. Override it when a specific section needs to breathe more, or when two sections belong tight together. You can set both sides at once, or split them and set the top and bottom independently. Its own **Exact (px)** slider, next to the presets, dials in a literal pixel value instead - drag it to any number and the presets deselect, since none of them matches anymore.

**Padding (sides)** is the same idea left and right: an inset between the viewport edge and the content. At **None** (0) content runs flush to the edge; every step up is a real, visible inset, whichever **Section Width** you have chosen - a content-width step like Narrow or Reading still caps how wide the content itself gets, padding just decides how far in from the edge that capped column sits. You can set both sides at once, or split them into **Left** and **Right** and set each independently - the same **Both** / **Separate** choice as Padding (top / bottom) above. Presets run **None** to **Large**; the **Exact** value can be set in **px** or, flipping the unit pill, as a **%** of the section's width - the way page builders traditionally express side margins, and the one that scales with the screen on its own.

**Content spacing** is the third ring: the space between the things inside the section - the cards, columns and icon tiles of a grid - together with the padding inside each card, which follows along so a roomier grid also gets roomier cards. **Tight**, **Normal**, **Roomy** and **Airy** map to 12, 24, 40 and 56 pixels, with an **Exact (px)** slider for anything in between; Normal is the regular grid, so picking it changes nothing. Left on **Default** the section follows the site-wide **Content Spacing** picker

on the Appearance tab, next to Section Spacing, which sets the same thing for every section at once. A section with no card grid - Discover, for instance - uses the same ring for its own single most meaningful gap instead: there, it is the space between the heading block and the search box.

Every exact pixel value in this group scales down on its own on tablets (to three quarters) and phones (to a little over half), so a margin that looks right on a monitor does not swallow a phone screen. Percent values are already relative and are left alone.

**Search sections that float.** A Search section with **Float over previous section** switched on (in its Content group) lifts itself up over the section above - typically a search card spilling onto a hero photo - by the **Overlap (px)** you choose. The float then owns the section's top edge: its Margin (top) and Padding (top) are replaced by the overlap, and a note under both controls says so, so only the bottom values still apply. Any bottom margin on the section above is ignored too, so the overlap is always exactly the number you set, and the gap under the card starts at a compact 32 pixels until you pick your own bottom padding. Only the card lifts, not the section's background: whatever fill you pick for the Search section (a colour, gradient or image) starts at the bottom edge of the section above, so it never covers the hero - it sits behind the lower part of the card and below it. The section's eyebrow, title and subtitle move inside the search card, above the tabs, so they sit on the card rather than on the photo behind it. None of this applies when the Search section is the first on the page - there is nothing above it to float onto.

**Docking the search inside the hero.** The same control has a third choice, **Inside hero**. Instead of overlapping by a fixed number of pixels, the search card moves into the Hero directly above it and sits under the hero buttons, so the hero photo simply grows to fit it - on a phone as well as on a wide screen, and whatever the translated labels do to the card's height. **Gap under the hero buttons (px)** sets the space between the buttons and the card; the space below the card is the Hero's own bottom padding. It only works when the section directly above is a Hero; anywhere else the search stays a normal band.

### Default is a real choice

Leaving these on Default is not laziness, it is inheritance. Every section left on Default follows your theme, so changing the theme later re-spaces the whole site at once. Every section you override is a section that stops listening.

## Title size and Body size

**Title size** and **Body size** work exactly like Padding (top / bottom) above: a row of presets - **Small**, **Medium**, **Large**, **Extra Large** - next to an **Exact (px)** slider for a literal pixel value. Pick a preset and the slider jumps to match it; drag the slider to a number no preset offers and the pills simply go quiet, same as everywhere else this pattern appears. Left on **Default**, Title size follows your site's Heading Scale and Body size follows its Base Font Size (both set on the Appearance tab), so most sections never need to touch either.

Reach for these on the one section that needs to shout louder or read smaller than the rest of the page - a hero headline that wants more presence, or a dense FAQ section whose body copy can afford to run a size down. Title size resizes the section's heading wherever it appears, including sections whose layout draws the headline itself rather than as a plain line of text; Body size resizes the section's running text and inherited copy the same way.

A **Media Grid** section adds its own tile text controls in the same group, split by the kind of tile: **Tile heading color** and **Tile heading size** cover every tile's heading; **Tile body color** and **Tile body size** cover the paragraph on text tiles; **Text-on-image color** and **Text-on-image size** cover the text laid over photos and videos, whether it comes from the tile's Body or its short Caption. The split exists because text on a light card and text on a photo rarely want the same color. Leave Text-on-image size empty and it follows Tile body size.

**Line spacing** sits under Body size and sets how far apart the lines of the section's running text are: **Tight**, **Normal**, **Relaxed** or **Loose**, with **Default** following the theme. It covers everything the section writes as text - the body of an Image & Text, Call to Action or Video Feature section, Accordion answers, Team bios, Tabs bodies, and every block of a Text & Media section - so one pick keeps the whole section reading evenly. Older editors offered this above every text box; it now lives here, once per section.

## Writing rich text

Wherever a section asks for more than a line of text - the body of Image & Text, Call to Action, Video Feature and Before / After, each Accordion answer, Team bio and Tab - you write in a small editor with its own toolbar. The buttons are sorted into groups: undo and redo; bold, italic, underline, strikethrough, superscript and subscript; the four pickers described below; heading, subheading, paragraph, quote and alignment; numbered and bullet lists; link, divider and clear formatting; and, at the far right, an expand button. The toolbar always stays on one row: when the panel is too narrow for every group, the ones that do not fit fold into a **More tools** (...) button next to Expand and work from there exactly as they do on the bar.

The four pickers are what make the text feel like part of your site rather than pasted in. **Text color** offers your theme's Primary, Secondary, Surface and Text colors, every color of your Brand Palette, and a custom picker; pick a theme color and the text keeps following the theme if you ever change it, pick a palette or custom color and it stays exactly that. **Highlight** works the same way behind the text: the classic yellow **Marker**, translucent tints of the same theme colors, palette and custom colors, and a **Soft** / **Strong** switch for how heavy the tint is. **Text size** steps a run of words through S, M, L and XL, which follow the theme, or takes an **Exact (px)** number - type it, or nudge it with the - and + buttons - when a line needs a precise size; sizes above 16px shrink a little on tablets and phones so a big desktop headline never overflows a small screen, while small sizes stay exactly as typed. **Font** lets a phrase borrow any of the five site fonts - Heading, Body, Brand, Menu, Accent - each shown in its real typeface. Every picker has a **Default** that takes the styling off again, and each picker button shows what is in effect where the caret sits: a thin bar in the current color, highlight or font under the icon, and the current size (22, or L) as a small badge on Text size.

Select some words first and the pick applies to just those words. Place the caret without selecting and Text color, Text size and Font style the whole paragraph the caret is in, while Highlight marks the word under it. **Alignment** always works on whole paragraphs - Left, Center or Right for every paragraph the selection touches, Default to hand them back to the section's own Text Alignment. Heading, Subheading and Quote light up while the caret is inside one, and clicking the lit button turns the block back into a plain paragraph.

**Link** opens a small dialog asking for the address and whether it should open in a new tab; put the caret inside an existing link and the same dialog also offers **Remove**. **Divider** inserts a thin horizontal rule and moves you to a fresh paragraph under it. **Clear formatting** strips every style off the selection - emphasis, colors, highlights, sizes, fonts and alignment - back to plain text. **Expand** lifts the editor into a full-screen writing surface for longer copy; press Escape or the same

button to put it back exactly where it was, page scrolled to the same spot. A small line under the editor keeps a running count of words and characters.

Most buttons have a keyboard shortcut, shown in brackets in the button's tooltip: the familiar Ctrl+B, Ctrl+I and Ctrl+U, plus Ctrl+K for a link, Ctrl+Shift+7 and Ctrl+Shift+8 for numbered and bullet lists, Ctrl+Shift+3 / 4 / 0 for heading, subheading and paragraph, Ctrl+Shift+9 for a quote, Ctrl+Shift+L / E / R for left, center and right alignment, Ctrl+. and Ctrl+, for superscript and subscript, Ctrl+\ to clear formatting and Ctrl+Shift+F to expand. On a Mac, read Cmd for Ctrl.

Pasting is cleaned for you. Text copied from Word, Google Docs or another web page arrives as headings, paragraphs, lists, links and emphasis only - fonts, colors, tables and whatever else rode along are dropped - so a pasted paragraph looks like one you typed here.

CHAPTER 12

# The section catalog

Every section you can add, grouped by the job it does. Each entry says what it puts on the page, when it earns its place, and which layouts it offers. The little diagram shows the shape it takes.

Two things are true of all of them, so they are not repeated below: every section carries the shared knobs from chapter 11, and any section can be hidden without being deleted.

+ ADD SECTION

Filter sections...

*Adds a new section to your homepage. Just pick a section type below and it is added to your page.*

**Hero Section**
A bold opening banner with a headline, intro line, and a button.

**Image & Text**
An image beside a block of text.

**Text & Media**
Free-form text you write and format yourself.

**Benefits Grid**
A grid of small cards, each with an icon, title, and text.

**Media Grid**
A mixed grid of images, videos, and text tiles.

**Image Divider**
A full-width image band that breaks up the page.

**Divider**
A decorative separator - an icon, a line, or both.

**Info Strip**
Live sky chips - moon, sun, weather, tides, planets.

**Gallery**
A photo and video gallery that opens in a lightbox.

**Content**
Your latest blog posts or articles, shown automatically.

**Events**
A list of your upcoming events, kept up to date.

**Activities**
A showcase of your activities, kept up to date.

**Products**
A row of featured products from your shop.

**Promo Tiles**
A row of 2 to 4 tall tiles with image and overlay text.

**Steps**
A numbered, step-by-step walkthrough.

**Statistics**
Big animated numbers for your key figures.

**Testimonials**
Customer quotes shown as cards or a moving carousel.

**Collect Testimonials**
A form where visitors leave you a testimonial.

**Scrolling Strip**
A row of logos or cards that glides sideways on its own.

**Logo Cloud**
A neat, still grid of partner or client logos.

**Sponsor Tiers**
Partner or sponsor logos grouped into named tiers.

**Video Feature**
One spotlight video with a headline and short text.

**Item Spotlight**
One item you choose - an article, event, or course - shown on its own.

**Animation**
A looping vector animation - a Lottie accent, loader, or celebration.

**Accordion**
Expandable rows that open to reveal more - great for FAQs.

**Team**
A grid of people with photo, name, role, and bio.

**Contact & Map**
Your address, hours, and contact details beside a map.

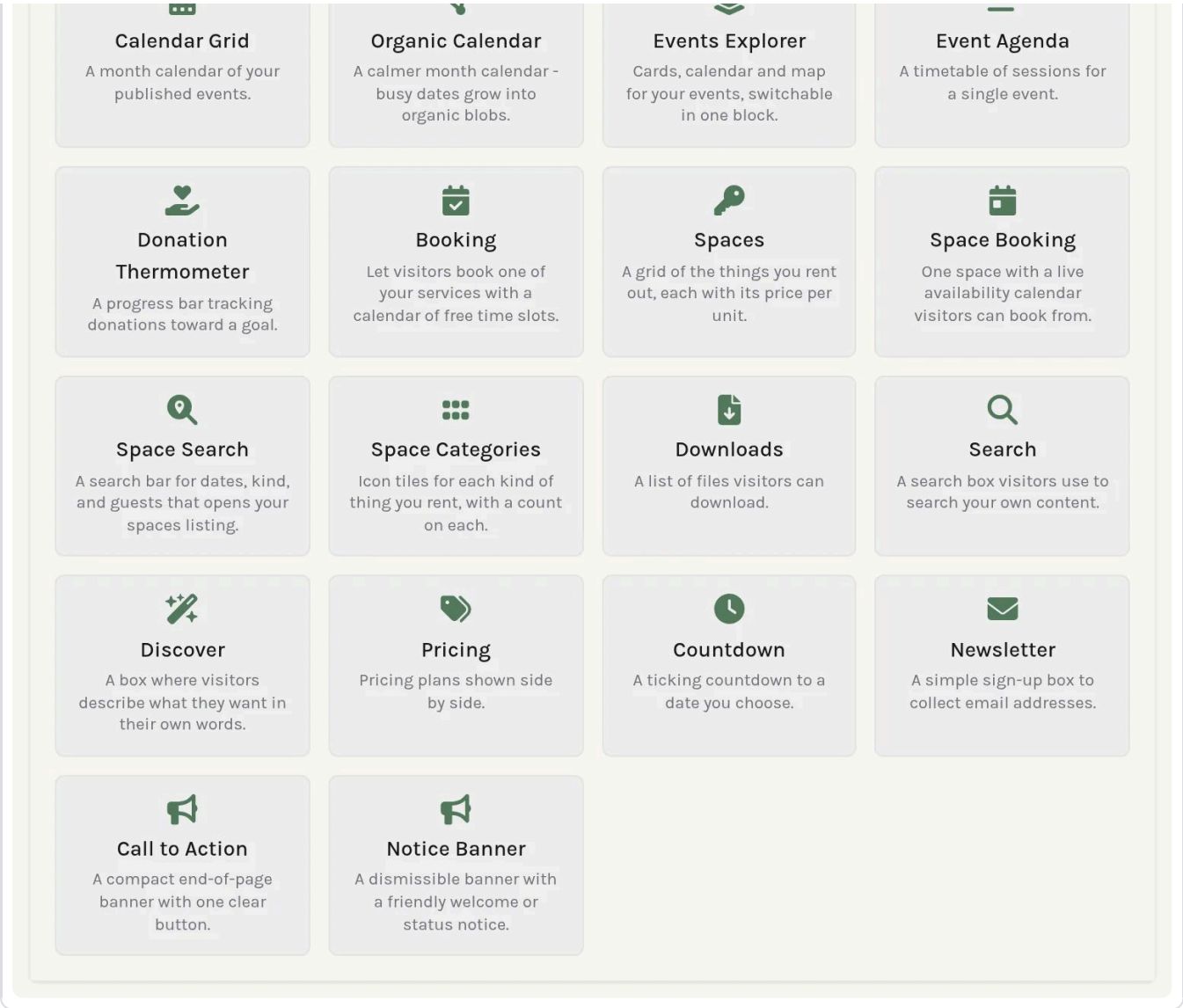
**Chart**
A bar, line, or pie chart that animates into view.

**Table**
A side-by-side table with checkmarks for comparing options.

**Before / After**
Two images with a slider to reveal before and after.

**Tabs**
Tabbed content - click a tab to switch what is shown.

**Survey / Quiz**
A call-out that links to one of your surveys or games.




**Screenshot 12.1.** The Add Section picker.

## Opening the page

These sections go at the very top and set the tone. A visitor decides in about a second whether to keep

scrolling, and these are what they decide on.

---

## Hero Section

The first thing visitors see at the top of the page. Add a big headline, a short welcoming line, a background image, and one or two buttons that send people where you want them to go.

**Use it:** First section on the homepage and on landing pages. One hero per page, always at the top.

**Avoid it:** Internal pages (about, terms, FAQ), blog post bodies, mid-page sections. Never use a second hero further down a page - use a CTA section instead.

**Tip:** How tall this banner is. Auto follows the content and section padding, like today.

**Tip:** Heading size and Subheading size here resize this Hero's own headline and intro line, and take priority over the shared Title size / Body size knob if both are set.

**Tip:** Each button - Primary and Secondary - also gets its own Icon, Icon position (before or after the label), Size and Shape, plus a Full width switch, right below its Style pills.

### LAYOUTS YOU CAN CHOOSE

- **Light** Centered text on a light surface.
- **Dark** Centered text on a dark surface.
- **Primary** Centered text on the brand color.
- **Gradient** Centered text on a brand gradient.
- **Split Media** Text one side, image the other.
- **Minimal Left** Left-aligned headline, lots of whitespace.
- **Overlay Center** Full-bleed image with centered overlaid text.
- **Overlay Left** Full-bleed image with text on the left half.

---

## Image & Text

A two-column block: an image on one side, a heading and text on the other. Choose the image side and shape, align it top, center, or bottom, or let the text wrap around it.

**Use it:** Homepage or About section that pairs one image with a paragraph of copy - an intro, a highlight, a story, a value statement.

**Avoid it:** Copy that has no accompanying image. Use a Text & Media block for text-only descriptions.

---



## Text & Media

A blank canvas with a full text editor. Mix headings, paragraphs, lists and quotes - with your own colors, fonts and highlights - to build exactly the content you need when no preset section fits.

## Showing your work

Visual sections. Use them when the picture argues better than the paragraph would.

---

### Gallery

Show off a collection of photos and videos. Visitors can click any one to view it large in a pop-up, with easy next and previous browsing.

**Use it:** Mid-page on visual / portfolio / hospitality / event sites - any brief where seeing the work matters more than reading about it. Skip on prose-heavy info sites.

**Avoid it:** Above the fold - use a hero. Service-heavy text sites where photos would be filler. Pages where you have no real media yet AND the org has no galleries yet (the empty-state CTA renders, which looks unfinished).

**Tip:** Turn on Random order and it shows a different random selection on every visit, instead of always the same few.

#### LAYOUTS YOU CAN CHOOSE

- **Grid** Even image grid.
- **Masonry** Staggered columns.
- **Carousel** Sliding image carousel.
- **Lightbox** Thumbnails opening a lightbox.
- **Filmstrip** Edge-to-edge sliding strip

---

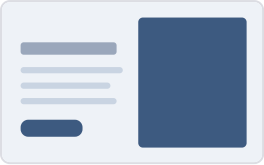
### Media Grid

Arrange photos, videos, and short text blocks together in one tidy grid. A flexible way to show a bit of everything in a single eye-catching layout.

**Use it:** Visual storytelling section that mixes photos, short videos, and short text. Works as an editorial break between text-heavy sections.

**Avoid it:** When you have no media yet. Empty image tiles render as blank rectangles. Use a Steps or Benefits section instead until media is uploaded.

**Tip:** An image tile can hold up to 3 photos (the 2nd/3rd image fields in the Tiles list below), dissolving into the next one on hover - or auto-cycling by itself on a phone. Multi-image animation above picks a plain Crossfade or Ken Burns + crossfade (adds a slow zoom); Speed sets how long each photo is held. The Button under the grid adds an optional button below the tiles: type its text, pick where it goes with the link picker (a page, an item, a menu route or any URL - no typing of codes), and choose Primary, Secondary or an Outline style. Leave the text empty and the button is hidden.



### Video Feature

Put a single video center stage - a welcome message, a tour, or a customer story. It only starts playing when someone clicks, so the page stays fast.

**Use it:** When you have one centerpiece video that deserves the spotlight: a founder intro, a product walkthrough, a customer testimonial. Place mid-page after the hero.

**Avoid it:** Multiple videos in one section (use a Gallery instead) or as a background ambient loop (use the background media editor).

### Before / After

Drag a divider to wipe between a "before" and "after" image. Perfect for showing transformations, makeovers, or results.

**Use it:** Yoga / fitness posture, design agency mockups, renovations, hair / makeup, photo retouching - any "we transformed X" story.

**Avoid it:** When the comparison needs more than 2 images (use Gallery) or when motion / video would tell the story better (use Video Feature).

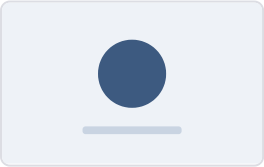


### Image Divider

A wide, edge-to-edge image that acts as a scenic break between sections. You can lay a short message and a button over it for extra impact.

**Use it:** A calm visual breather between two content-heavy sections, or a short atmospheric quote/CTA band over a photo.

**Avoid it:** The top-of-page banner (use Hero) or an inline content image inside prose (use Text & Media).



### Animation

Drop in a lightweight vector animation. Pick one from the built-in pack, paste a LottieFiles link, or upload your own .json or .lottie file. Great as a hero accent, a success burst, or a scroll cue. It stays crisp at any size and barely weighs a thing.

**Use it:** As a tasteful accent: a small looping flourish near a hero or heading, a scroll cue between sections, or a celebratory ping above a call to action.

**Avoid it:** As the only content of a page, for essential information, or several large autoplaying loops at once (it gets noisy and distracting). One subtle motion reads as polished.

## What is happening

These pull from what you already have on Eventure. You do not retype anything: publish an event or an

article, and the section updates itself.

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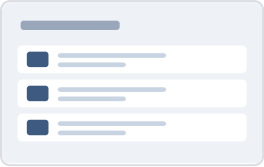


### Events

Automatically shows your upcoming events with dates and details, so visitors always see what is coming next without you editing the page.

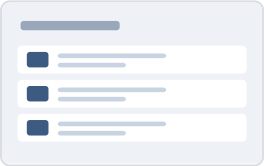
**Use it:** Any org that hosts events - on the homepage to surface what is coming up, or on a landing page tied to a specific theme.

**Avoid it:** Orgs with zero published events. The section short-circuits to nothing, which leaves an awkward gap in the page flow.

### Activities

Automatically shows your published activities as cards. Brand organizations also display the activities they inherit from their parent organization.

**Tip:** Turn on Random order and it shows a different random selection on every visit, instead of always the same few.

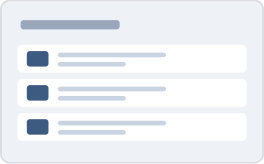


### Content

Pulls in your most recent articles or blog posts and keeps them up to date by itself. Handy for sharing news, stories, or guides.

**Use it:** Lower-mid homepage on orgs that publish regularly. Adds freshness signals and gives visitors a reason to come back.

**Avoid it:** On orgs that have never published content (the section renders empty). Above the fold. As the only section on a page.



### Event Agenda

Lay out the schedule for one event - talks, workshops, and breaks - each with a time, title, speaker, and optional track. Perfect for conferences, festivals, and workshop days.

**Use it:** Conferences, festivals, workshop days, and retreats that want to publish a schedule.

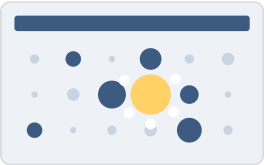
**Avoid it:** Listing multiple separate events (use Events) or a month view (use Calendar Grid).

## Calendar Grid

Show your events laid out on a familiar month grid, with arrows to flip between months. Visitors can spot dates and jump straight to any event.

**Use it:** Event-heavy orgs (yoga studios, retreat centers, schools, theatres). Use grid for full-month overview, agenda for text-forward summaries, week strip for compact sidebars or hero strips.

**Avoid it:** Orgs with fewer than ~5 events per month - the Events section list reads better at low density.

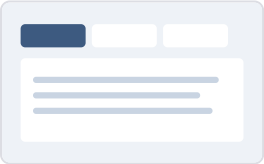


## Organic Calendar

Every date is a circle, and dates with events grow into soft organic shapes sized by how much is happening, with a small badge showing the count. Selecting a date opens it into a constellation of colour-coded events. Stays readable on months where a normal calendar would become a wall of text.

**Use it:** A page whose events are the main draw and where a conventional grid would turn into a wall of text - community landing pages, festival programmes, retreat centres, studios with several sessions a day.

**Avoid it:** An organization with only a handful of events a year. Use the Calendar Grid section or an events list instead - the size encoding needs a busy month to say anything.



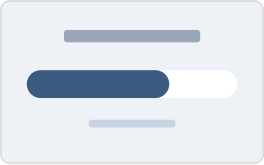
## Events Explorer

One block, three ways to browse: a card grid, a calendar (classic or organic), and a map with pins. Visitors switch between whichever views you turn on, and their choice is remembered.

**Use it:** On sites with several upcoming events, so visitors can browse however suits them - scan a card grid, check a calendar, or find something nearby on a map.

**Avoid it:** A site with only one or two events - a plain Events section is simpler and the calendar/map panels would look sparse.

**Tip:** Only here, each button's icon and label can be replaced - Organic renamed to Calendar, say, with its own icon - and the label is translatable per language, the same way any other text field is.



### Countdown

Build excitement with a live timer counting down to a launch, sale, or event. Great for creating a sense of "do not miss it".

**Use it:** Single concrete deadline that the page is built around: event start, sale end, registration close, product launch.

**Avoid it:** Vague "coming soon" pages without a real date, or pages with multiple competing deadlines.

### Item Spotlight

Pin one specific thing you have already published and give it the whole spotlight. Pick a summary card that links onward, or the full text right here so the item reads as its own page - optionally with that text tucked behind a button until the reader asks for it. Handy for a featured article, the next big event, or a course you want front and centre.

**Use it:** When one specific item deserves its own space: a featured article, the next flagship event, a course you are pushing. Set depth to full on a dedicated builder page to publish that item as a standalone page in the menu.

**Avoid it:** For a LIST of items - use Content, Events, or Activities, which auto-fetch by category and sort. Also not for an item that has not been published yet: the section renders nothing until the pinned item is live.

## Search

Let visitors search across your events, activities, shop, articles, and more - scoped to your own site, never the wider platform.

**Use it:** On listing-heavy sites (many events, activities, products, or articles) so visitors can jump straight to what they want instead of scrolling.

**Avoid it:** On a small, mostly-static site with only a handful of pages - the search box adds clutter with nothing meaningful to find.

**Tip:** Float over previous section lifts this search bar up over the section directly above it - a search card floating onto a hero image, say - by the Overlap (px) amount you set. It has no effect when this is the first section on the page.

**Tip:** Category tabs switches the row of type filters above the search box on or off - it only shows when more than one type is searched. Category tab style then decides how that row looks: Pill chips (rounded buttons, the default), Tab strip (underlined tabs on a thin line), Text links (plain text separated by dots), Segmented (one joined button group) or Dropdown, which drops the row entirely and builds a type selector into the left edge of the search bar - handy when there are many types or little room. For every style except Dropdown you can also pick Icons (Icon + label, Label only, or Icon only with the label as a hover tooltip), Alignment (Left, Center, Right, or Stretch to share the full width equally) and When tabs do not fit: Wrap continues on a second row, Scroll keeps one row visitors swipe sideways, with a soft fade on the edge that still hides tabs.

**Tip:** Location field adds a second box next to the search input, with an Explore button, so visitors can narrow results by place as well as keyword. Suggestions only ever show cities your own events, spaces and services actually use, and while a location is set, results are limited to the types that have one - events, spaces, services and organizations.

**Tip:** Searcher background gives the search bar, its category tabs and the location box a shared card of their own - separate from the section's own Background above it. Pick a light or dark tone that follows your Theme Colors, a brand color, Glass or Glass (dark) for a translucent blurred card, or leave it with no fill at all. Opacity and Padding apply to every choice; Blur only applies to the two Glass options. This card's corners and shadow follow your site's own Corner Radius and Card Elevation settings in Appearance.

### Discover

Instead of guessing keywords, visitors write a sentence - "a quiet room for a small group", "something for beginners on a weekend". Results come back with the reason each one matched, and every filter it understood can be removed with one click. Searches only your own listings.

**Use it:** On a site with a real catalogue - dozens of events, spaces, courses or products - where visitors do not know the exact words you use for things.

**Avoid it:** On a small site with only a handful of listings - most sentences will legitimately return nothing, which reads as broken. A plain Search box or a browse grid serves a small catalogue better.

## Selling and booking

Sections that ask for money or for a slot in your calendar. They read from your shop and your booking services.

### Products

Spotlight items from your shop. Pick favorites or let it feature products automatically, each with an image, price, and a link to buy.

**Tip:** Choose Random from the sort options and it shows a different random selection on every visit.

### Pricing

Lay out your plans or packages for easy comparison, each with its price, features, and a call-to-action button so visitors can choose and act.

**Use it:** Service or subscription orgs (coaching, courses, SaaS, memberships) where price is part of the decision and transparency drives trust.

**Avoid it:** Orgs with a single flat price or pure event/shop orgs where pricing lives on individual product/event pages.

LAYOUTS YOU CAN CHOOSE

- **Cards** Plan cards side by side.
- **Table** Feature comparison table.
- **Minimal** Lean price list, no chrome.

## Booking

Embed a booking calendar for one of your bookable services - visitors pick a date, choose a free time slot, and reserve right on your website. Or show a compact button that leads to the booking page.

**Use it:** Service businesses that take appointments: therapists, studios, consultants, salons. Use inline mode as the main conversion section, cta or modal mode when the page is already long - modal keeps the visitor on the page instead of navigating away.

**Avoid it:** Orgs with no bookable services configured - the section renders nothing until a service exists.

## Spaces

Show what visitors can hire from you - rooms, gear, vehicles, or venues - as cards with a photo, capacity, amenities, and the price per night, day, or hour. Pick them by kind or hand-pick your favourites.

**Tip:** Choose Random from the sort options and it shows a different random selection on every visit.

## Space Booking

Feature a single space and let visitors pick their dates right here - taken days are greyed out, the price adds up as they choose, and they send a request without leaving your site. Nothing is charged. Or show a compact button leading to the space page instead.

**Use it:** When the organization hires out one flagship thing, or when a page is dedicated to a single space. Use inline mode as the main conversion section, cta mode when the page is already long.

**Avoid it:** When the org has several spaces worth equal billing - use the Spaces grid instead. The section renders nothing if the chosen space no longer exists or has been hidden.

## Space Search

A slim search bar - from, to, kind, and how many people - that sends visitors straight to your spaces listing filtered to what they asked for. Sits beautifully right under a hero image.

**Use it:** Directly under the hero on a site whose main business is hiring things out. It gives visitors an immediate way to act on what they came for.

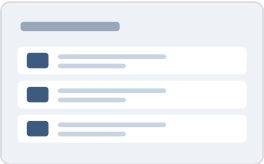
**Avoid it:** On an org with only one or two spaces - a Spaces grid or a single Space Booking section serves them better than a search bar over a tiny set.

### Space Categories

Give visitors a quick way in: one tile per kind of space you offer - rooms, equipment, vehicles, venues - each with its own icon and how many you have. Clicking a tile opens your spaces listing filtered to that kind.

**Use it:** When an org rents out several different kinds of thing and visitors need orienting before they browse. Sits well between a hero and a Spaces grid.

**Avoid it:** When every space is the same kind - the section would show a single tile. Kinds with nothing in them are hidden by default, and the whole section disappears when the org has no spaces.



### Downloads

Offer documents like brochures, price lists, or PDFs for visitors to download. Each file has its own show or hide switch, and it can also appear in your footer or a resources page.

**Use it:** When the organization has handouts a visitor needs to take away: a brochure, menu, price list, registration form, program, or report. Good on an "About", "Resources", or service page.

**Avoid it:** For inline images (use Gallery or Media Grid) or for a single button linking to one external file (use a Call to Action). Not for private or member-only files - everything here is publicly downloadable.

LAYOUTS YOU CAN CHOOSE

**List** One row per file. **Cards** Grid of clickable cards. **Compact** Tight list with minimal chrome.

## Proof and people

Reasons to believe you. Faces, numbers, logos and words from other people carry more weight than anything

you say about yourself.

---

## Testimonials

Show what people say about you. Display testimonials as a tidy set of cards or a gentle sliding carousel, each with a name, photo, and star rating to build trust.

**Use it:** After a benefits or services section, mid-to-lower homepage. Adds trust before the final CTA. One per page is plenty.

**Avoid it:** Above the fold. Twice on the same page. On orgs with zero published testimonials yet (the section renders empty). For fresh orgs with no testimonials yet, prefer the testimonial_submit section type instead - it shows a "Tell us how we did" form that helps the org collect their first reviews.

LAYOUTS YOU CAN CHOOSE

- **Cards** Quote cards in a row.
- **Grid** Even grid of quotes.
- **Carousel** One-at-a-time sliding quotes.
- **List** Stacked rows of quotes.
- **Masonry** Staggered Pinterest-style columns.

---

## Collect Testimonials

Invite visitors to share their own testimonial. Submissions arrive privately for you to approve before they appear anywhere, so you stay in control of what is shown.

---

## Team

Introduce the people behind your organization. Each card shows a photo, name, role, a short bio, and links so visitors can reach them.

**Use it:** Service businesses, schools, retreat centers, agencies, communities - anywhere visitors want to see the humans behind the brand.

**Avoid it:** When you have only 1-2 people (use Split Bio instead) or when you want to show off testimonials (use Testimonials).

**Tip:** Turn on Random order to change who appears first on every visit.

LAYOUTS YOU CAN CHOOSE

- **Grid** Full cards with photo and bio.
- **Compact** Small portraits, name and role only.
- **Spotlight** Large lead person, smaller supporting grid.
- **List** Photo-left rows with bio, editorial feel.
- **Circles** Centered circular avatars, names only.

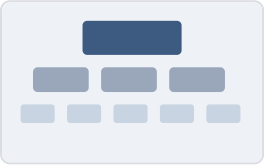
## Logo Cloud

A calm grid of logos that sits still on the page. Perfect for an "as featured in" or "trusted by" row that shows the company you keep.

**Use it:** Mid-page after the hero or just above the footer. Strong choice when you have 4-12 recognizable logos to show off.

**Avoid it:** When you have only 1-2 logos (use a callout instead) or 20+ logos (use the scrolling Marquee). Never invent logos you do not have permission to display.

**Tip:** Turn on Random order to shuffle the wall on every visit.



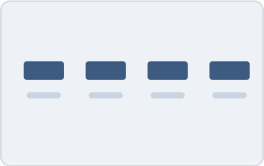
## Sponsor Tiers

Thank the people who back you, ranked by tier. Group sponsor logos into bands like Gold, Silver, and Bronze, with the top tier shown biggest. Great for events, clubs, and non-profits.

**Use it:** Events, festivals, clubs, and non-profits that want to thank backers and rank them by contribution level.

**Avoid it:** When all logos are equal (use Logo Cloud) or when showing product/press mentions rather than sponsors.

**Tip:** Turn on Random order to shuffle sponsors within each tier - the tier ranking itself never changes.



## Statistics

Show off your achievements with large numbers that count up as visitors scroll - members, events held, years running, anything worth celebrating.

**Use it:** Social proof anywhere a quick "we are real and active" signal helps - homepage, about page, or just above a CTA.

**Avoid it:** Brand-new orgs with single-digit numbers. Empty stats undermine trust faster than no stats at all.

**Tip:** Icon position and size can be set once for the whole section, then overridden on any single card that should stand out.

### LAYOUTS YOU CAN CHOOSE

- **Row** Single horizontal strip of counters.
- **Grid** Counters in a divided grid.
- **Cards** Each stat on its own shadowed card.
- **Ribbon** Full-width band, large inline numbers, hairline rules.
- **Big Figures** Oversized numbers over small labels.

### Chart

Turn numbers into a clear visual. Choose a bar, line, pie, donut, or radar chart that draws itself as visitors scroll to it.

**Use it:** Showing growth over time ("Members 2020-2026"), breakdowns ("Where donations went"), or comparisons ("Course outcomes by year").

**Avoid it:** Single metrics ("4,500 members") - use Statistics. Real-time data - this is static only.

## Explaining

Sections that take something complicated and lay it out so it can be skimmed.

---

### Benefits Grid

Highlight what you offer in bite-sized cards. Each one has an icon, a short title, and a line of text - ideal for features, perks, or reasons to choose you.

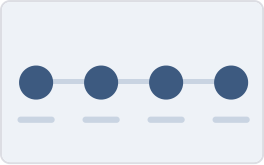
**Use it:** Just below the hero or after a brief intro - "here's what we offer / why we're different". One per page max.

**Avoid it:** Above the fold (use hero), or as the only content on the page. Pair with a CTA section after.

**Tip:** Icon position and size are set once for the whole section and apply the same way to every card. Turn on Alternate icon tint (Options) to give every second icon badge a second color - a tint of your secondary color, or any color picked under Alternate icon color. With Show links on, each card gets a link underneath: set its Link label (empty means Learn more), Link icon and Icon position (Before, After or None to hide the icon) once for the section, and give any single card its own label, icon or position in the Items list - left blank, a card follows the section. To mark a card, pick a Badge in its Items entry - New, Soon, Popular, On sale, Free, Beta, or Custom with your own translatable text. Badge style (Corner ribbon, Pill, Sticker or Next to title) is set once for the section and can be changed per card; Badge color follows the badge's own color until you pick a brand or custom color. The Alternating arrangement always shows badges next to the title. Badge font, Badge size (with an Exact px slider), Letter case, Font weight and Badge text color style the badge text for the whole section, and each card can override any of them - left on Section default, a card follows the section. Badge hover plays an animation on the badge while its card is hovered - Wiggle, Pop, Pulse or Shine, or None to keep it still; left on Default, the sticker tilts straight and other shapes stay still. Each card can pick its own, so one badge can animate while its neighbours do not.

#### LAYOUTS YOU CAN CHOOSE

- **Shadow** Soft shadowed cards.
- **Bordered** Hairline-bordered cells, no shadow.
- **Flat** No shadow, minimal chrome.
- **Icon Top** Large icon above centered text.
- **Icon Card** Large icon in a tinted circle atop each card.
- **Numbered** Numbered sequence, feature-as-step.



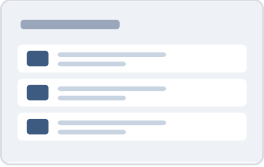
## Steps

Explain how something works in clear, numbered steps. Perfect for a "how it works" overview, a sign-up flow, or a simple guide.

**Use it:** Process: 3-5 sequential steps the user goes through. History: founding milestones with year labels. Pick layout=timeline + use the per-step date field for history mode.

**Avoid it:** Single-step instructions (just write a paragraph) or unordered feature lists (use Benefits Grid).

**Tip:** Icon position and size can be set once for the whole section, then overridden on any single card that should stand out.



## Accordion

Tidy, click-to-open rows that keep long content neat. Ideal for frequently asked questions, "what is included" lists, or any set of question-and-answer pairs.

**Use it:** Near the bottom of a service / pricing / event page to handle the top objections (FAQ use), or anywhere you want to collapse a long list of title-content pairs.

**Avoid it:** When the page is already an FAQ-style article (use a Content section instead) or for one-off items (use a regular paragraph).

LAYOUTS YOU CAN CHOOSE

- **Bordered** Each item in a bordered card.
- **Separated** Spaced cards with gaps.
- **Flush** Edge-to-edge rows with dividers.
- **Minimal** Bare list, no chrome.

## Tabs

Group related content into tabs so visitors click through instead of scrolling. Great for different audiences, topics, or packages in one tidy space.

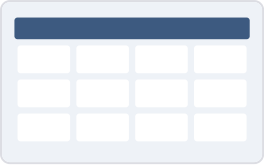
**Use it:** When the page would otherwise scroll forever and the content naturally groups into 2-5 buckets (For Coaches / For Studios / For Schools).

**Avoid it:** When all content is equally important and scanning matters (use sections instead of hiding behind tabs). When you have only 1-2 buckets (just stack them).

**Tip:** Icon position and size can be set once for the whole section, then overridden on any single card that should stand out.

LAYOUTS YOU CAN CHOOSE

- **Pills** Rounded pill tabs.
- **Tabs** Classic underlined tabs.
- **Vertical Pills** Pills stacked down the side.



### Table

Compare options at a glance - plans, packages, or you versus them. Rows of features with tick or cross marks, and you can highlight the column you want to win.

**Use it:** Pricing tiers with feature differences, "us vs competitor" tables, options at a glance before a buying decision.

**Avoid it:** Long-form feature descriptions (use Benefits Grid). Three-or-fewer simple options (a paragraph is enough).

### Promo Tiles

A striking row of tall tiles, each with a background image and a few words on top. Great for guiding visitors to your main offers or categories.

**Use it:** Mid-page sectioning when you want to direct visitors into 2-4 distinct destinations (workshops / shop / about).

**Avoid it:** Without strong photography. Tiles without images render as flat blocks. Also avoid for more than 4 entries - use a Gallery or Media Grid instead.

### Brand kit

A brand guidelines block: your logos on light and dark tiles with download buttons, the app icon, the color palette (click a color to copy it), font samples, do and do-not rules and a press contact. Logos, colors and fonts are read from your live branding.

**Use it:** On a dedicated /brand or Press page, so journalists, partners and sponsors can grab the right assets.

**Avoid it:** On the homepage or as general decoration. It is a reference page, not a marketing section.

### Explorer introduction

An introduction block for a marketplace landing: heading and text with two buttons beside an image, then a block of four profile benefits with a Join button. The buttons change for visitors who are already signed in.

**Use it:** Right after the hero of a community or platform landing, to explain the place and invite visitors to create a personal profile.

**Avoid it:** On org websites without a personal-profile signup, or twice on one page.

## Asking for something

Every page should ask for one thing. These are the sections that ask.

---

### Call to Action

A focused closing banner that asks visitors to take one action - book, sign up, or get in touch. Best placed near the bottom to seal the deal.

**Use it:** End of homepage, end of about / services / event detail page. Whenever the visitor has just finished reading and needs one clear next step.

**Avoid it:** Top of a page (use Hero), middle of a long-form article (use a Newsletter section), or as a duplicate of the Hero CTA (visitors ignore repeated CTAs).

**Tip:** The Panel block controls the card behind the heading and buttons: its fill color, shadow, corner radius and padding. No panel drops the card entirely, on any layout, so the copy sits straight on the section background.

**Tip:** Each button - Primary and Secondary - also gets its own Icon, Icon position (before or after the label), Size and Shape, plus a Full width switch, right below its Style pills.

#### LAYOUTS YOU CAN CHOOSE

- **Split** Text left, button right, in a prominent panel.
- **Centered** Stacked and centered, no panel - reads as page copy.
- **Stacked** Left-aligned text, full-width button on a tinted card.
- **Banner** Thin full-bleed strip, good near the footer.
- **Boxed** Narrow floating card with heavy radius and shadow.
- **Ribbon** Full-bleed edge-to-edge colored band.

---

### Newsletter

Grow your mailing list with a tidy email sign-up form. Visitors pop in their address and join your newsletter in one click.

**Use it:** Bottom of homepage or after a content showcase, as a low-commitment way to stay in touch with visitors who are not ready to buy or book.

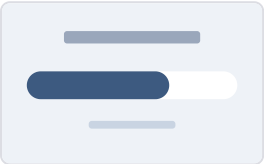
**Avoid it:** Orgs without any intention of sending newsletters. An unattended subscription form damages trust.

### Survey / Quiz

A polished invitation that points visitors to a survey, quiz, or game you have already published, encouraging them to take part.

**Use it:** Lead capture on a landing page (embed your "Find your fit" quiz), gamified promotion (embed an active raffle), or feedback collection mid-funnel.

**Avoid it:** When you don't already have a published survey/game (create one first, then embed). The widget intentionally won't render unpublished content.



### Donation Thermometer

Rally support with a live progress bar that fills toward a fundraising goal. Set the target, and the amount raised is added up automatically from paid donations to your chosen event.

**Use it:** Fundraising campaigns and non-profits that want to show momentum toward a target.

**Avoid it:** Fixed-price sales (use Products/Pricing) or when there is no fundraising goal.

### Contact & Map

Help people find and reach you. Shows your address, opening hours, phone and email next to a map, with a button to send you a message.

**Use it:** Any org with a physical presence: event venues, schools, retreat centers, studios, shops, clinics. Place near the bottom of the homepage or on a dedicated Contact page.

**Avoid it:** Online-only businesses with no address (just use a CTA section pointing to /contact instead).

## Trim

Small sections that decorate or announce. Useful in moderation, tiring in bulk.



### Scrolling Strip

An eye-catching strip that drifts across the screen by itself. Use it for partner logos, or let it auto-pull your latest products, articles, or events.

**Use it:** Social proof bar (logo wall), or a "live feed" of recent content/products that keeps the page feeling active.

**Avoid it:** Pages where every item needs to be read carefully - constant motion is hostile to deliberate reading.

### Notice Banner

A slim banner at the top of the page that greets visitors or tells them what is happening - a warm welcome, a "still building" note, or a custom message. Visitors can dismiss it, and it stays hidden for them afterwards.



### Info Strip

A row of small live sky readings that update themselves: tonight's moon phase, the 13-moon calendar, sunrise and sunset, the weather, the tides, and which planets are up tonight. Each one is worked out for your location - there is nothing to type in. Show them as an inline strip, as tiles, or blow a single one up into a centered feature panel.

**Use it:** Nature, ritual, astrology, gardening, retreat, surf, sailing and fishing sites where the sky is part of the story. Also good as a quiet almanac band under a hero.

**Avoid it:** When the numbers do not relate to what the page is about - a decorative moon on a plumbing site reads as clutter. Do not use it for static text; it only shows values it can compute.



### Divider

A slim ornamental break between sections. Show a centered icon with lines on each side, an icon alone, a simple rule, or a little row of icons. Colors, size, width, and alignment are adjustable; edges and spacing come from the Appearance panel.

**Use it:** A light cosmetic break between two sections, or a small ornamental flourish. Pairs well with the section top/bottom edge shapes.

**Avoid it:** When you need a full-width image break (use Image Divider) or any actual content, heading, or button.

## Nine more, if you are building a community

Nine further sections exist only in the community builder: organizations, a map of them, a map of their events, a shared calendar, discussions, giveaways, other communities to discover, a showcase of sites built on Eventure, and a grid of the community's promoted content - sponsor ads and boosted listings. You will not see them in the picker on an organization site. They are covered in the appendix, chapter 15.

CHAPTER 13

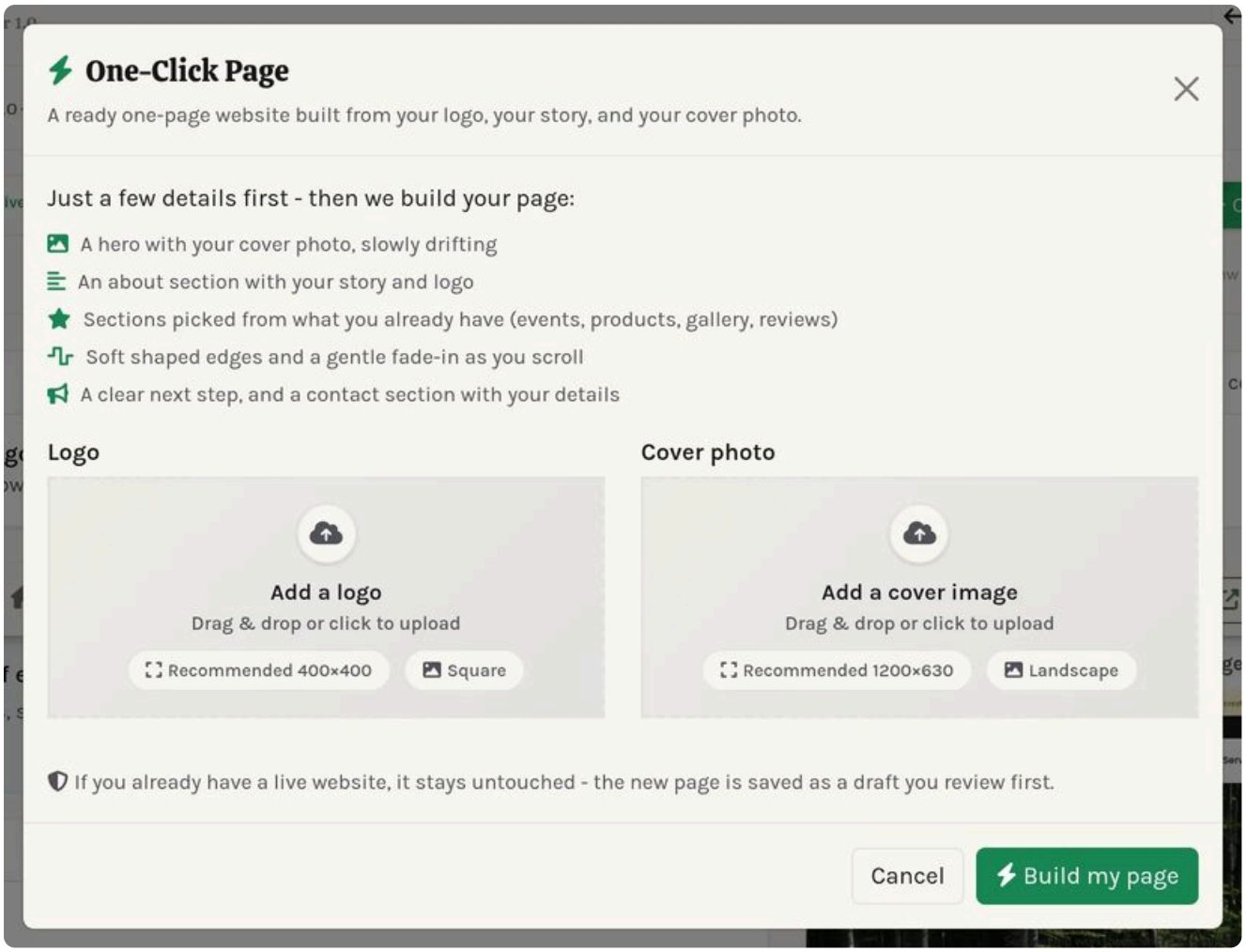
# The three launchers

You do not have to start from an empty page. Three tools will build a whole site for you, and then hand it over as a draft for you to review and adjust.

**Scan to watch the video** https://eventure.si/en/website-manual#video-ch13-one-click-site

They differ only in how much they ask you first.

**Figure 6.** Three ways in, one safe destination.




**Screenshot 13.1.** The One-Click Page dialog.

### Only One-Click Page, for now

Site Wizard and Guided Setup are temporarily switched off, so One-Click Page is the only launcher you will see in the builder right now. The two sections below still describe what they do - useful reference for when they return.

## One-Click Page

Asks nothing. It builds a page from what your organization already has: your logo, your story, your cover photo. It needs those three things, and if any are missing it collects them in the dialog before building.

The result is always the same shape: a hero, an about section, a handful of sections chosen from whatever you actually have content for (events, activities, products, articles, gallery, reviews), a call to action, and a contact section. How many of the middle sections you get follows your plan's page-size allowance, so a bigger plan gets a fuller page rather than the exact same one every time. The hero's cover photo drifts gently, a slow zoom that never stops, the sections fade in as you scroll down the page, soft shaped edges separate them, and the hero and the call-to-action button already point somewhere real - your events, your shop, or your contact section, whichever the page ended up with. Same organization, same page, every time.

### Site Wizard

Asks seven short questions: structure, look, style, fonts, header, footer, and a review of what it is about to do. It is the middle path, and the one to reach for most of the time.

### Guided Setup

Asks about your organization in plain language rather than about design, and infers the site from your answers. Good for someone who knows their organization but not what a hero section is.

> **They all end in the same place**
>
> All three write into a fresh draft. None of them touches your live site. Whatever they produce, you review it, adjust it, and only then activate it. There is no risk in trying one to see what it does.

### Site structures

Wizard and Guided Setup both start by choosing how big the site is.

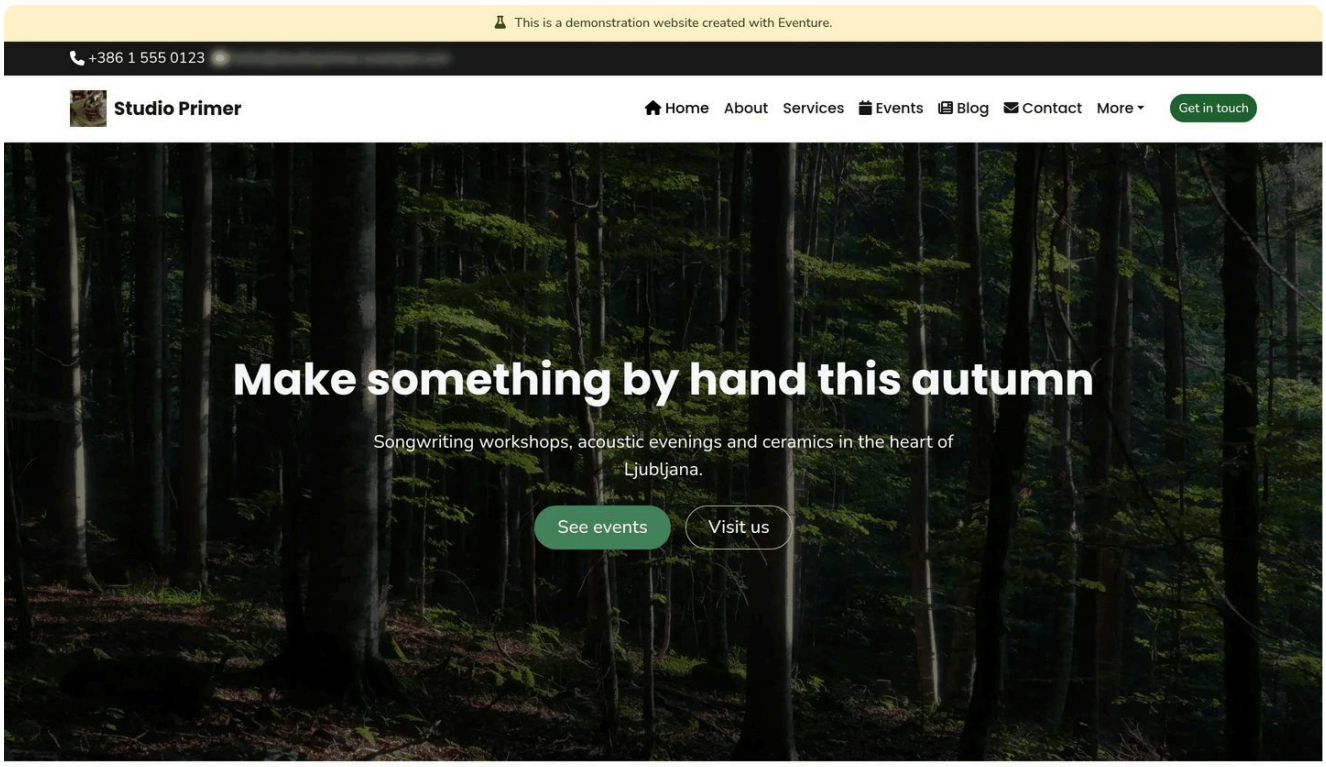
| STRUCTURE | WHAT IT BUILDS |
|---|---|
| **One-Pager** | Everything on a single scrolling page: hero, about, events, and contact. The fastest way to launch. |
| **Simple Site** | A small website: a welcoming homepage plus About, Services and FAQ pages. A complete brochure site. |
| **Full Site** | A complete multi-page site: home, about and services pages, plus events, blog, and contact. |

**SCREENSHOT SLOT 13.2**

The Site Wizard, step one.

`Drop the file in as images/launchers/wizard/steps.en.light.png`

**Screenshot 13.2.** The Site Wizard, step one.




**Screenshot 13.3.** The preview, showing the site as a visitor sees it.

CHAPTER 14

# Glossary

The same control, named in both languages, so an English-configured builder and a Slovenian one can be discussed in the same conversation.

| ENGLISH | SLOVENIAN | WHAT IT IS |
|---|---|---|
| **Appearance** | Videz | The tab holding site-wide rules. |
| **Header** | Glava | The bar at the top of every page. |
| **Homepage** | Domača stran | The front door of the site. |
| **Pages** | Strani | Everything that is not the front door. |
| **Menu** | Meni | The navigation links in the header. |
| **Footer** | Noga | The bar at the bottom of every page. |
| **Hero Section** | Glavni odsek | The opening banner of a page. |
| **Gallery** | Galerija | A set of photos or videos. |
| **Newsletter** | Novičnik | A signup box for your mailing list. |
| **Call to Action** | Poziv k dejanju | A band that asks for one action. |
| **Statistics** | Statistika | A row of numbers worth boasting about. |
| **Team** | Ekipa | The people behind the organization. |
| **Preview** | Predogled | See the site as a visitor would. |
| **Live** | V živo | Visible to the public. |
| **Coming Soon** | Prihaja kmalu | A holding page instead of the site. |

CHAPTER 15

# Appendix - the community builder

Communities have a builder of their own, and it is the same tool wearing a slightly different hat. If you have read this manual, you can already use it. This appendix covers only what differs.

## What is the same

Nearly everything. The Appearance tab, the Menu, the Pages tab, the sections, the shared knobs, drafts and activation: identical. Chapters 1 to 5 and 7 to 12 describe the community builder as accurately as they describe the organization one, and chapter 14 names the same controls. Chapter 6 and the Footer tab are the exceptions - the Header tab is built differently here, and the Footer tab gains a canvas of its own; both are covered below.

The section catalog in chapter 12 applies in full. A community builder is offered every one of those 49 sections, plus nine more of its own, covered below.

Variants work exactly as chapter 3 describes them. A community keeps as many versions of its landing page as it likes, one of them live and the rest drafts, with the same variant bar, the same switcher badges, the same Duplicate current, Start blank and Copy content, the same manage list, and the same no-login preview links. Appearance and Languages belong to the variant here too, so a draft can carry different colors and a different language set from the one that is live. So does the look of the Header tab - Brand typography, Header background, Overlay & effects and Reading progress - so a draft can try out a different header before it goes live. A variant where you have not touched those keeps the header the community already had. Header Widgets and the Community Features switches are the exception: they belong to the community itself and are the same in every variant.

## What is different

Seven things.

### 1. Pages are always flat

The community builder now has **six tabs, the same as an organization site**: Appearance, Header, Homepage, Pages, Menu, Footer. Chapter 8 describes the Pages tab accurately - the same starter templates, the same Simple/Section-built choice, the same per-page settings.

One thing is different: a community page never nests. There is no Parent Page picker, and every page lives at a single bare address on your community domain - `yourdomain.com/about`, never `yourdomain.com/services/pricing`. The Sidebar Left/Right layouts still offer a child-page nav card, but it stays empty here, since there are no child pages to list.

One more consequence of running on a community domain: the title/address field described in chapter 8 has nothing to show until your community has a connected domain. Until then it reads "No custom domain yet" instead of a real address, and its copy and open icons stay away - there is simply nowhere to send them yet. Set the address as normal; it starts working the moment a domain is connected.

The Menu tab's Page link type works exactly as chapter 9 describes it: pick one of your pages, and the menu item goes straight to it.

The System route cards reach further on a community: besides the community's own listings, the picker offers the platform's shared pages - the map, spaces, the moon calendar, the documentation and this manual, the changelog, the create-an-organization page and the template gallery - so a community menu can hand visitors straight to any of them without an External URL row. Two cards switch a game on for the community: adding **Tarok** or **Remi** to the menu switches that card game on for the community's own domain and links to it.

Any other link field works the same way - a button on a Hero or CTA section, say. Choosing the Page type there lists your community's own pages, never the organization's, even when your community is owned by an organization with pages of its own.

One consequence of the addition: Copy content now offers six things to carry over - Homepage sections, Pages, Menu, Footer, Appearance, Languages - rather than the organization builder's seven, since only Header stays out of reach.

### 2. Only One-Click Page is automatic

Of chapter 13's three launchers, only One-Click Page reaches the community builder - its own button in the same spot, its own dialog, landing in a safe draft variant. Site Wizard and Guided Setup stay organization-only.

On a community, One-Click builds more than a page: a full landing in the look of eventure.si's own home page, plus a menu and a footer to go with it. The menu gets an **Explore** item whose dropdown lists what your member organizations actually offer - Events, Activities, Services, Products, Courses, Spaces, Organizations and your own sub-communities - each with an icon and a short description line. Anything with nothing behind it is left out. Next to Explore come **Map** (when at least two member organizations have a location on the map), **Blog** (when there are posts) and an **About** page made from the standard About starter. Each of those pages opens with a photo banner: a listing wears the same picture as its tile on the home page, while Map and About use your community's cover photo, or a stock photo when there is none. The footer lists the Explore items flat, without the Explore row itself, and adds Upcoming events, Latest posts and Member organizations columns when there is something to show in them. Everything it creates is ordinary sections, menu rows and footer settings, so you edit it afterwards exactly as if you had built it by hand.

A few texts only you can write - the short statement under the search bar, the Why join us cards, the line on the wide photo band and, when your community has no tagline yet, the line under its name - arrive as **sample text**. In the builder preview each such section wears a dashed outline and a small **Sample text** label, so you can see what still needs your words. Visitors never see it: on the live site the sample line stays blank, and the statement and Why join us sections stay hidden entirely, until you edit them. Change the wording once and it shows up like any other text.

### 3. There is no Save as template

The Variants menu holds Copy content, Duplicate current, Start blank and Manage variants, but not the organization builder's Save as template. A community landing page cannot be captured as a reusable starter for other sites.

### 4. The Header tab tunes a header rather than composing one

Chapter 6's strip builder - rows, zones, drag-and-drop components - is organization-only. A community site wears the **platform header**, the same bar you see across Eventure, so its Header tab adjusts that bar instead of building one from parts. Six cards:

**Brand** lets you override the header's identity independently of your community's own name and tagline: a **Site Name** field, a **Tagline** line - which the header already draws from your community when you leave this blank - plus the same per-role **Size**, **Weight** and **Letter spacing** controls chapter 6 describes for an organization's header. A **Gap** slider adds up to 24px of space between the brand text and the tagline, and a **Position** switch - **Below** (default) or **Above** - flips which one sits on top; both are ignored while no tagline is set, since there is then nothing to space out or reorder. The header icon is not set here; it still follows Appearance > Logos > Icon Logo (falling back to your main logo, then your favicon).

**Header Widgets** chooses which platform icons appear: Search, Theme Toggle, Cart, Account, Add Menu, Start Free Button, Notifications, Messages. They affect your community's header only, never the main Eventure one. Search, Theme, Cart and Account start on and the rest start off, so a community-branded site reads as its own brand out of the box. Turning Theme Toggle off hides every light/dark switch on the site - the header icon, the theme buttons in the account menu and the footer switch. **Search Position** decides where search sits: **After logo** (the default) shows a wide Search field right after your logo, the same one the main Eventure header has, with its Ctrl K hint; **Right side** turns it back into a compact button among the icons on the right. Either way it opens the same search window. One more switch, **Discover Strip**, shows or hides the dismissible "Discover" strip above the header; it is on until you switch it off. While it is on, **Links** chooses where the strip points. **Your pages** (the default) picks up to three of your own published pages, the ones in your menu first, skipping the homepage and legal pages; the line under it shows which pages it uses right now, and with no pages yet the strip stays hidden. **Custom** opens a list of up to seven links, each with a page or URL, a label, an icon and a color; leave a label empty to use the page's title, translated for each language, or type your own and translate it with the language chips under the field. **Eventure platform** links to Foundation, Philosophy and How it works on eventure.si, opening in a new tab. **Prefix** replaces the word "Discover" in front of the links and has its own language chips. When a visitor closes the strip, it stays closed only on your community's site - the main Eventure strip is remembered separately.

**Header background** colors the bar on *every* page of the site. Header color takes one of your brand colors or any hex, and leaving it empty keeps the theme default; the text color is then chosen for you, so a dark header does not keep dark links. Frosted glass makes the bar translucent and blurs whatever scrolls behind it, and Glass blur sets how strongly - Subtle, Medium or Strong. On phones and small tablets the bar always paints solid whatever the glass setting, because there it sits over the page content and must not show through.

**Overlay & effects** is the transparent header. Turn on Transparent overlay header and the bar floats over the first section of your homepage, with the hero image running full-bleed up behind it, then turns solid the moment the visitor scrolls. Overlay text color - Light or Dark - keeps the menu readable while the bar is see-through: Light over a dark photo, Dark over a pale one. Unlike the two cards above, this one applies to the homepage only, and only over its first section, which is why a hero-style first section is what makes it worth turning on. While the overlay is on, the marketing strips that normally sit above the bar step aside so nothing interrupts the hero.

**Reading progress** works exactly as on an organization site (chapter 6): a line on the header that fills as the visitor reads, on the page kinds you choose. It applies site-wide, and a page on your Pages tab can still set it to Always or Never.

**Menus & dropdowns** begins with **Menu Position**, which sets where your main header menu sits on a computer: Left (next to your logo), Center (the default) or Right (next to the header icons). Phones and tablets always use the slide-out menu, so it has no effect there. After that comes the same **Open on** choice as the organization builder - Hover or Click for every header drop-down, including the account menu - then styles the panel a drop-down menu opens into: Background, Corners, Shadow and Width for the panel itself, then a Tile background and Tile icon color for the small tile a sub-item's icon sits inside, and a Text color for its description line. It always applies to every drop-down, list or rich rows alike. What it does not offer, unlike the organization builder's version of this card, is a Menu style switch or an icon-tile on/off toggle - on a community site, a drop-down grows description lines and icon tiles automatically the moment any sub-item gets a Description on the Menu tab, with no manual override.

### 5. The footer is a slot canvas, not a toggle grid

The organization Footer tab from chapter 10 is a flat list of toggles. A community's Footer tab replaces the two of those that make no sense off-platform - the organization's Create and About Us marketing columns - with a small canvas of its own, above the same General Footer, Pre-footer Strip and Post-footer Strip cards every builder has.

Footer Width, Footer Spacing and the Exact Spacing sliders from chapter 10 work here too - they live in the General Footer card, shared by both builders. On a phone a community footer scales an exact top spacing down to 70% (40 px becomes 28 px), so a generous desktop gap under the accent line does not eat a small screen. The Frame, Alignment & scale and Social icons cards described there do not; those are organization-only for now.

The **Brand column** becomes editable here: the **Name** and **Tagline** each have their own switch plus an optional override text (leave it empty to keep the site name or the community tagline; switch either off to drop that line completely), logo on or off, an optional **About text** blurb under the tagline, and the community's contact info - an email and link, plus optional **phone**, **address** and **VAT ID** lines. The override fields next to a switch only appear while that switch is on. Leave the phone or address field empty to use the owning organization's details; the VAT ID comes from the organization's Tax ID. All three stay hidden while the community's owner is anonymous. While the About blurb is on, the separate About column steps aside so the text never shows twice.

The **Statistics** switch shows live numbers, and the two **Placement** pills pick where they go: **Below support line** (a centered strip under the "Support us" line - the main community's default) or **In brand column** (a compact list under the brand block). The same row of switches picks which numbers appear in either spot. The organization

footer always shows its statistics as a strip below the columns, and its contact block gains the same optional VAT ID line.

Below it, up to eight components compete for four column slots: **About**, **Member Organizations**, **Community Events**, **Community News**, **Contact**, **Custom Text**, **Statistics** and **Custom Links**. Switch one on and it claims the next free slot, in the order you drag the candidates into on the canvas; switch on a fifth and it waits its turn, marked "Not shown" until you free a slot or drag it ahead of one that is filled. Every candidate carries the same self-hiding behavior chapter 10 describes for the organization footer - an About column with no text, or a Contact column with neither an email nor a link, simply does not appear, whatever its switch says. When a switched-on candidate is about to self-hide, its row on the canvas says so: a small yellow warning triangle appears next to the name, with a tooltip naming what is missing - so you never have to guess why a column you enabled is not on the page.

One footer detail is community-only for a different reason. On a community's own domain, Menu items with "Show in footer sitemap" on take over the footer's Explore column too, not just the header links chapter 9 describes - even before you touch the Footer tab. Add at least one such item and both the header and the footer switch away from the platform's standard links; remove them all and both revert.

**Rows below the columns** also holds a **Support Us** switch: the "{your site} is community-powered. Support Us" line above the copyright, linking to your donation page. Until you switch it yourself it follows the **Support Banner** switch in Appearance > Community Features, which is what used to control this line; the banner switch itself now covers only the dismissible support banner for guests and the Support Us link in the mobile menu.

The main platform community's footer has two extra switches under **Rows below the columns**, next to Social, Legal Links, Join Button and Support Us: **Powered by RDNG** and **Hosted by NeoServ**. Each controls its credit in the copyright line, and both are on until you switch them off. Every other community shows a "Powered by Eventure" link there instead, with no switch of its own: it disappears automatically when the organization that owns the community is on the Explorer plan or higher. The same rule removes it from an organization site's footer and from the emails the organization sends. These two switches therefore only appear when you edit the main community.

### 6. Appearance has a Community Features card

The Appearance tab carries one card an organization site does not have. **Community Features** switches on and off what a community offers, in two rows. **Features** covers what members use: **Discussions** (the Discussion tab with posts, questions, polls and announcements - switch it off and posting closes too), **Events & Calendar** (the Events and Calendar tabs on the community page, off until you turn it on), **Private Messages** (members messaging each other inside the community) and **Giveaways**, which unfolds a **Members Only** switch while it is on. **Visitors & owner** covers the **Support Banner** for guests, **Anonymous Owner** and **Hide Owner Content**, which decide how visible the owning organization is on your community pages.

Four more switches in the **Features** row each unfold a setting while they are on. **Discussions** unfolds **Post approval** - Off, New members (joined in the last two weeks) or Everyone - which holds new posts and replies for a moderator before anyone else sees them. **Resources** adds a Resources tab, the community's shared file library,

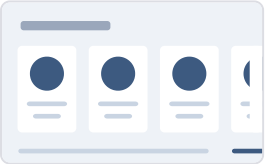
and unfolds **Members can add resources** (off: only moderators and admins add files). **Channels** adds a Channels tab of smaller, ongoing conversations, open to all members or by invitation, and unfolds **Who can create channels**: moderators only, members by request, or members directly. **Meetings** adds a Meetings tab where members arrange a Google Meet, Zoom or Teams call with a few chosen people, and unfolds **Who can arrange meetings**. All four start switched off. How members use them is described in the Communities chapter of the Eventure User Guide.

These switches apply to the whole community, not to one variant, and they are edited only here - community Settings no longer shows them. The same goes for the site name, tagline, colors, theme and favicon: the builder is their one home. A favicon uploaded in Settings before this change keeps working until you upload one in Appearance > Media, which says so while it is in use. The Language Switcher Style in the General card, under Languages, styles the language chip in the account menu (and in the preferences menu logged-out visitors see); until you pick one, the platform default applies.

**7.** Nine sections exist here that an organization site never sees. They are the rest of this appendix.

## Nine sections you will not see on an organization site

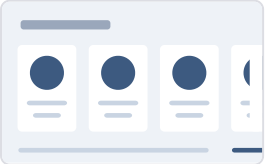
These exist only in the community builder, because they describe things only a community has: member organizations, a shared calendar, a shared conversation. They behave like every other section, including the shared knobs from chapter 11.



### Organizations

Introduce the organizations that make up this community. Show them as informative cards, a strip of logos, or a compact list - all members automatically, or a hand-picked, ordered selection.

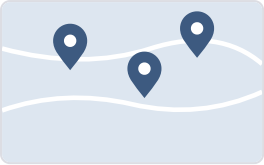
**Tip:** Turn on Random order and it shows a different random selection of members on every visit, instead of always the same few - useful once a community has more members than the section's limit.



### Our Communities

Introduce this domain's own communities - its local chapters - as a row of cards linking to each one's own page. Only shows up once this community has at least one sub-community.

**Tip:** Choose Random from the sort options and it shows a different random selection on every visit - useful once a domain has more communities than the section's limit.



## Organizations Map

Show where the community's organizations are on an interactive map. Each pin opens the organization's details, and visitors can open a full-screen map to explore.

## Events Map

Show where the community's upcoming events are happening on an interactive map. Visitors can search, filter by date and online/in-person, and let the map center on their own location.

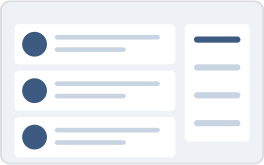
## Community Calendar

Lay the community's upcoming events out on a familiar month grid, pulled from every member organization. Offer a classic view or the 13-moon seasonal framing.

LAYOUTS YOU CAN CHOOSE

**Standard** A familiar month grid of events.

**13 Moons** Adds the seasonal 13-moon band and moon-window markers.

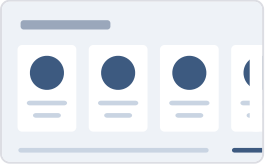


## Discussions

Surface recent conversations from the community feed - questions, announcements, and threads - alongside a sidebar of pinned posts, open questions, active threads, and top contributors.

## Giveaways

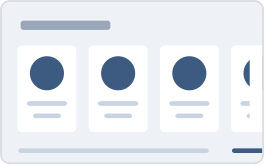
Show the giveaways community members are offering, each as a card, with a button for members to post their own.



## Communities

Invite visitors to explore other communities on the platform. Show them as informative cards, a strip of logos, or a compact list - the most active communities automatically, or a hand-picked, ordered selection.

**Tip:** Turn on Random order and it shows a different random selection on every visit, instead of always leading with the same most-active few.



### Built with Eventure

By default shows the same platform-curated "Built with Eventure" websites as the eventure.si homepage. Hand-pick your own set of organization websites to feature instead, and they take over from the platform picks.

**Tip:** Turn on Random order and it shows a different random selection on every visit.

### Promoted

Showcase the placements advertisers have bought in this community: Sponsor and Supporter ads plus Featured marketplace boosts, each tier as its own row of cards. Choose which tiers appear and how many cards each may show.

**Use it:** Communities that sell ad placements or want to surface the marketplace boosts their members have bought, as a visible block on the landing page.

**Avoid it:** Communities with no active ad placements or boosts - the section renders nothing until placements exist.