



A Moment with Hovr

Style Smarter: Elevate Your Moments for Maximum Impact

Takeaways

Engage
more
Convert
more

➤ Master Basic Styling Tips

Build a strong foundation in basic styling for Highlights, Fills, Stories, and Pins, and understand each Moment type's unique styling options

➤ Apply Best Practices

Discover proven techniques to enhance visual appeal, guide user behavior, and drive engagement through thoughtful design

➤ Learn How to Style Moments

Follow *a guided walkthrough* on styling Highlight, Pin, Fill and Story Moments, with an introduction to unique styling and presentation techniques

➤ Real-World Use Cases

Explore real-world use cases and styling examples to understand what works, why it works, and how to apply it to your own site

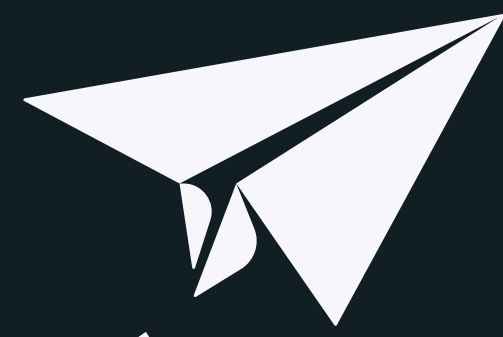
Styling Hovr Moments



Why is styling imperative?

- **Intentional Design:** Styling is about creating Moments with purpose, to guide how users interact with your content
- **Visual Consistency:** Maintain branding to create a seamless, polished experience

- **User Experience Focus:** Thoughtful styling helps direct attention, reduce friction, and make content easier and more enjoyable to explore
- **Performance-Driven:** They don't just look good, they increase engagement, encourage interaction, and drive meaningful action



Did you know?

Visually engaging content can
increase user engagement

by up to 80%

Styling Highlights & Underlines

A Moment that *transforms* text elegantly

The Main Goal

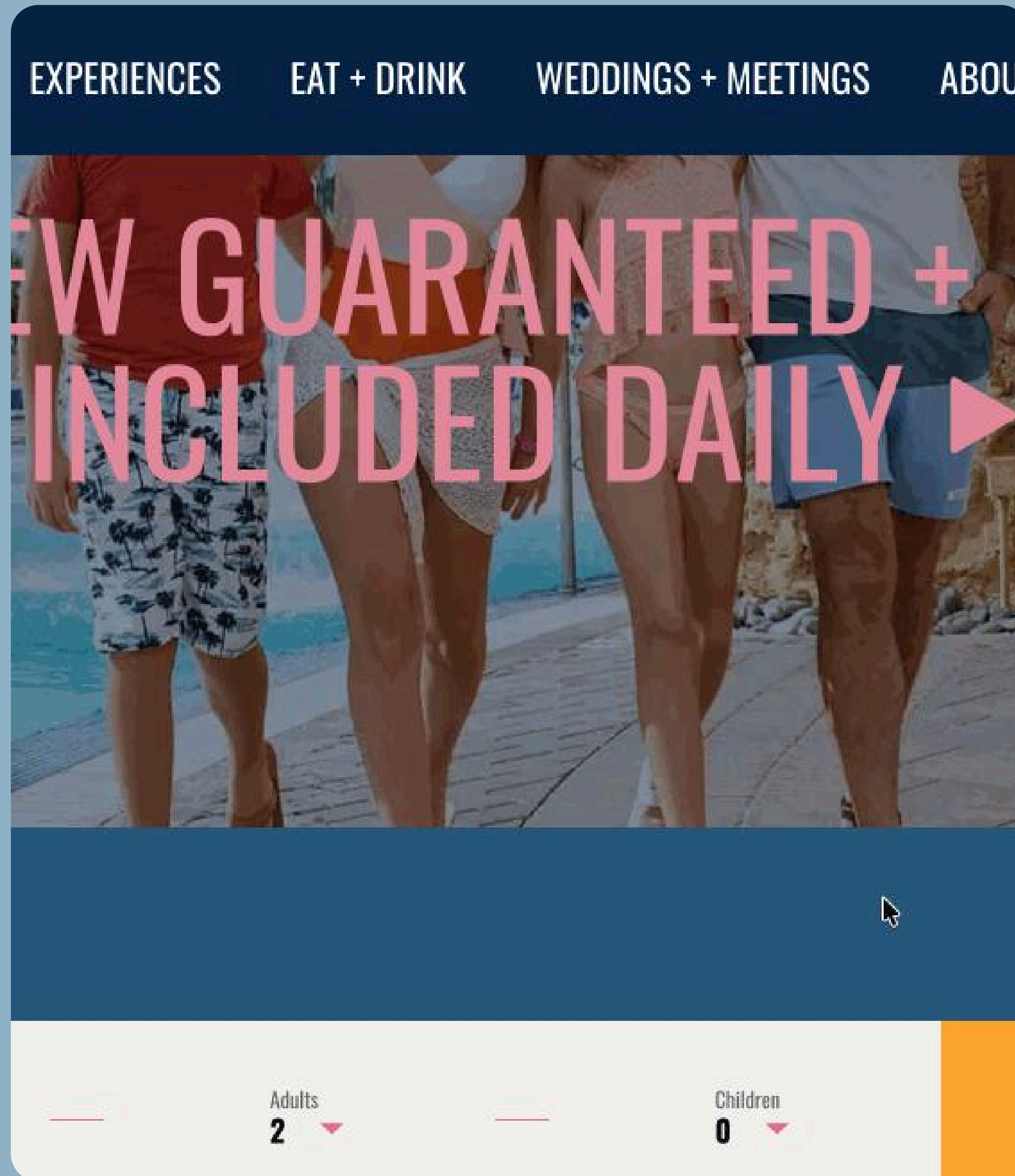
Style highlights and underlines to guide the site visitor's eye to essential header, sub header or paragraph text with key messaging

Basic Styling Tips

- Use brand colors
 - Match to text or use complimentary color to stand out
 - Maintain sufficient contrast between text, underline, and background
- Test line thickness for underlines
 - For differing text sizes
- Add an icon to the end of header
- Test darker and lighter highlight opacity against backgrounds
- Test border width for Highlights
- Wrap highlighted text
- Style for device type
 - If device experiences differ utilize different styling for best user experience
- Consider animations for visual impact

Highlight Unique Uses

Pink Shell Resort

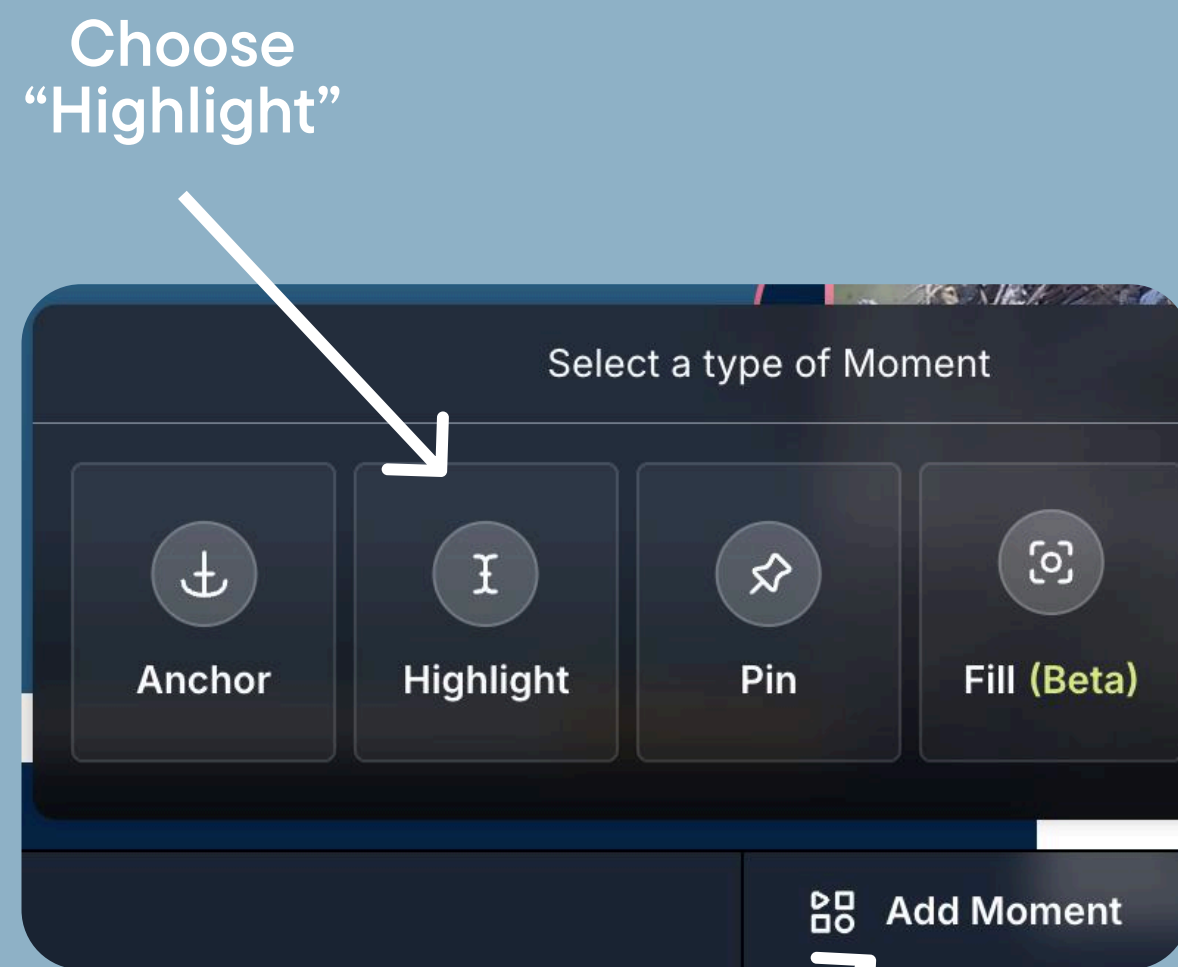


Transparent
Highlight Over
Text

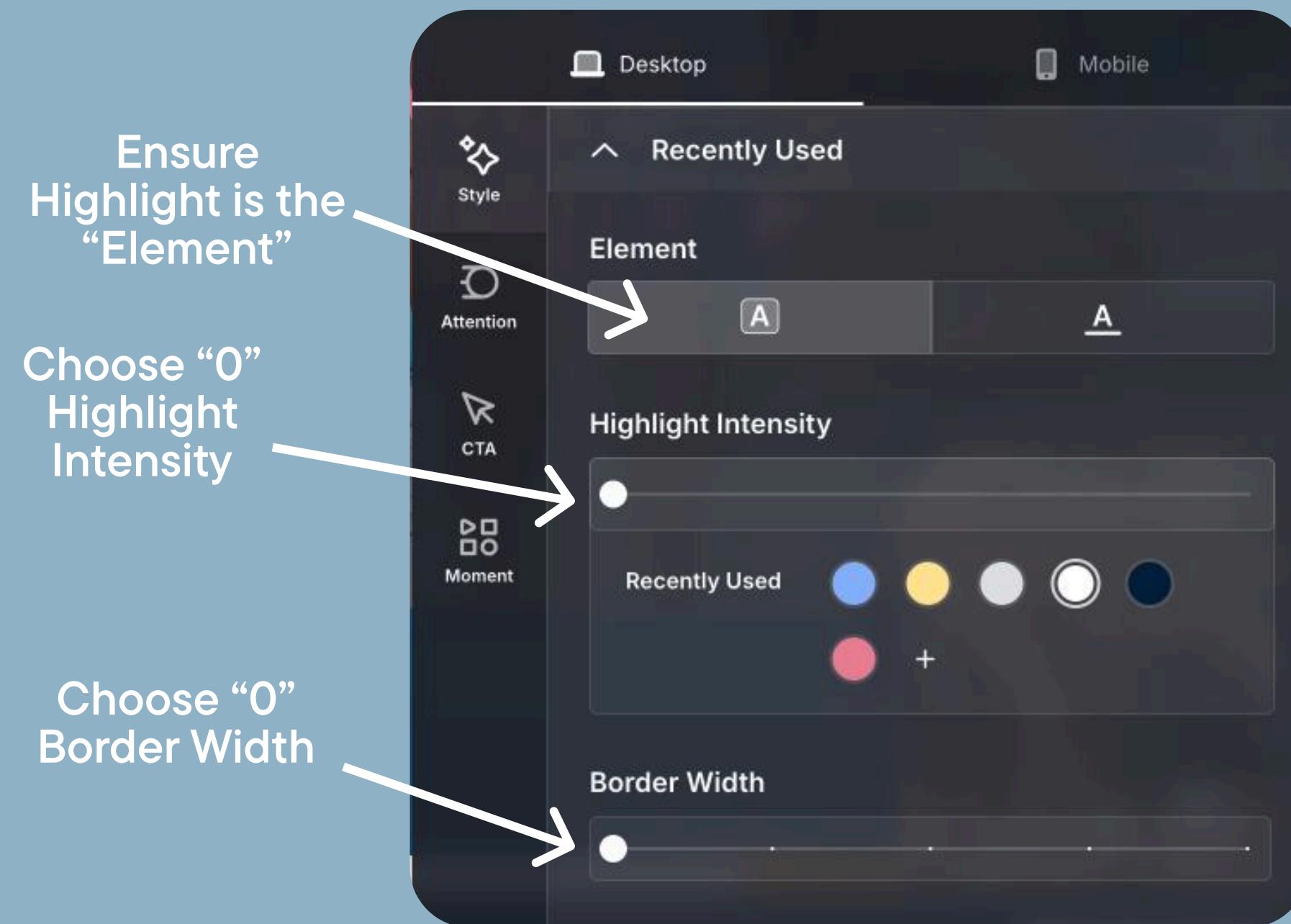
How to Create It

Transparent Highlight over text

Add Moment



Style Tab

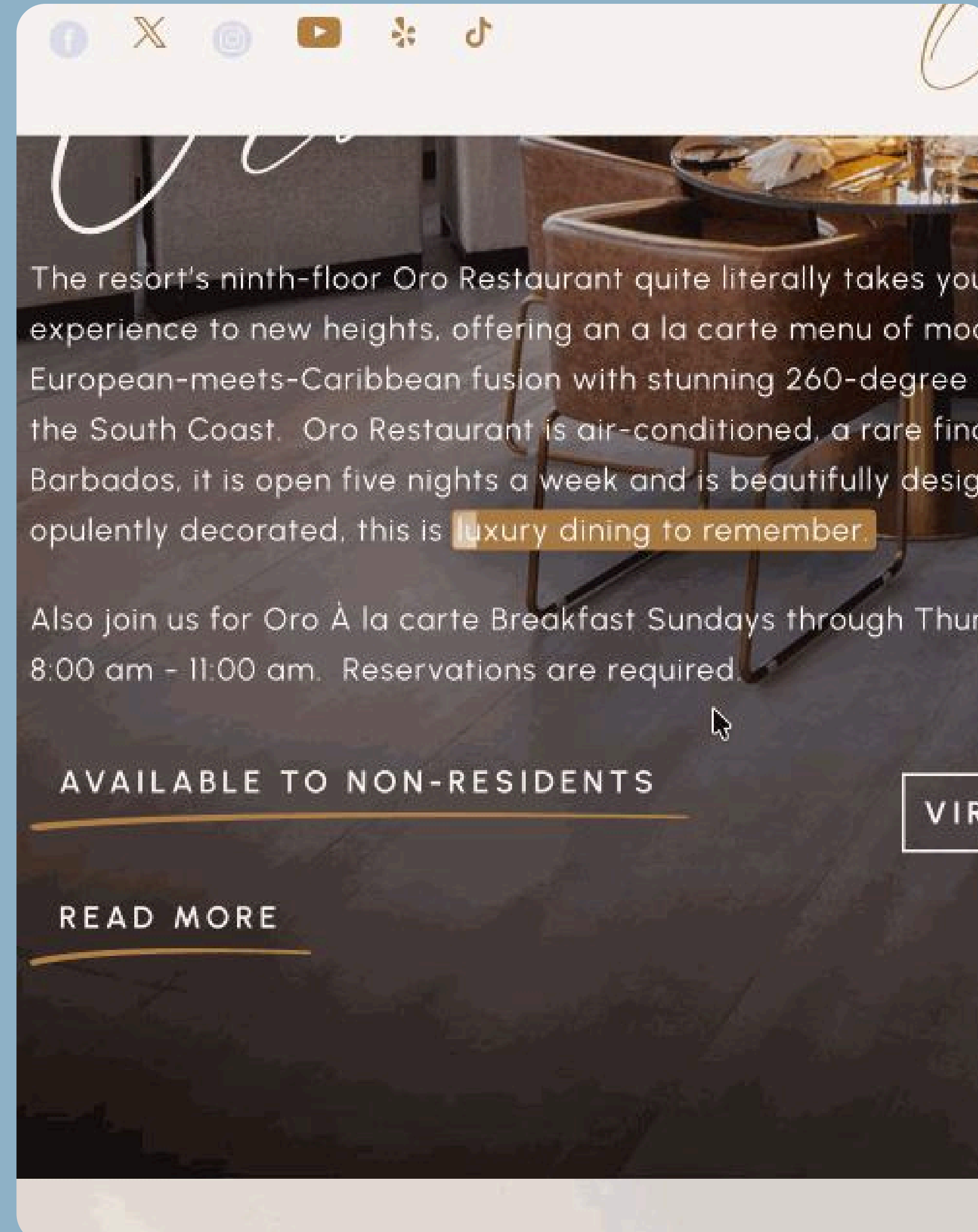


Animation Tab



Highlight Unique Uses

O2 Beach Club & Spa

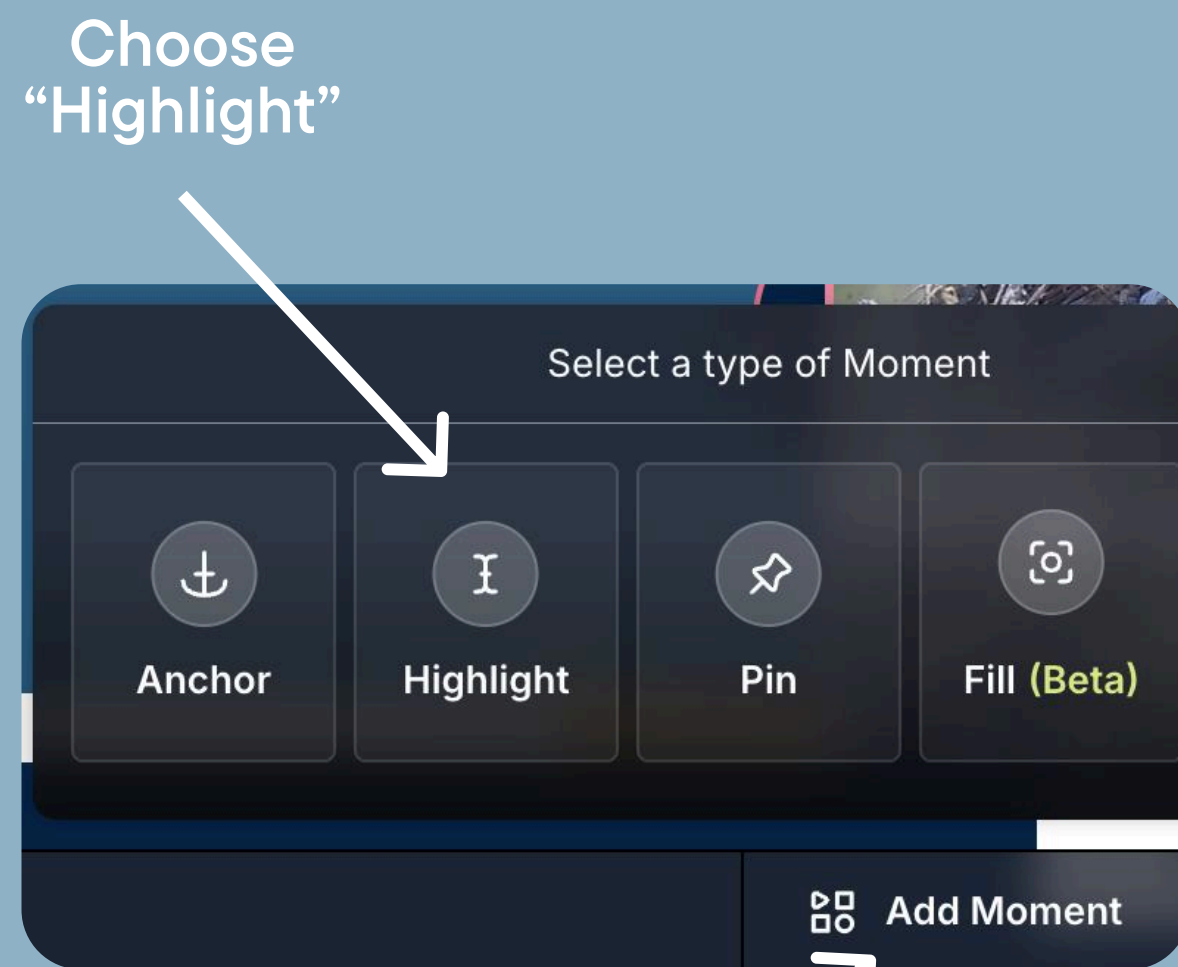


Highlighting Text Over an Image

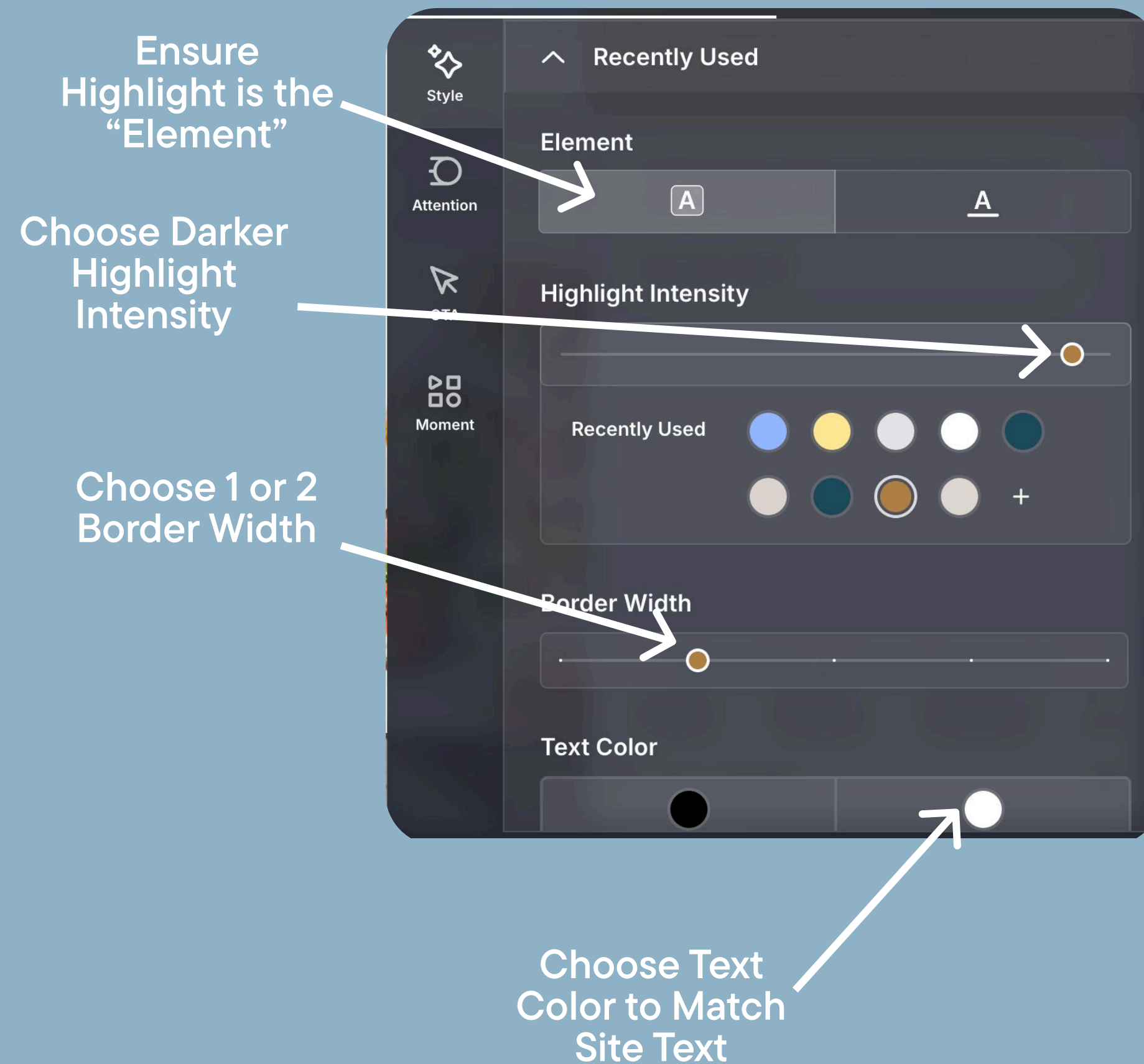
How to Create It

Highlighting Text over an Image - Make it Stand Out

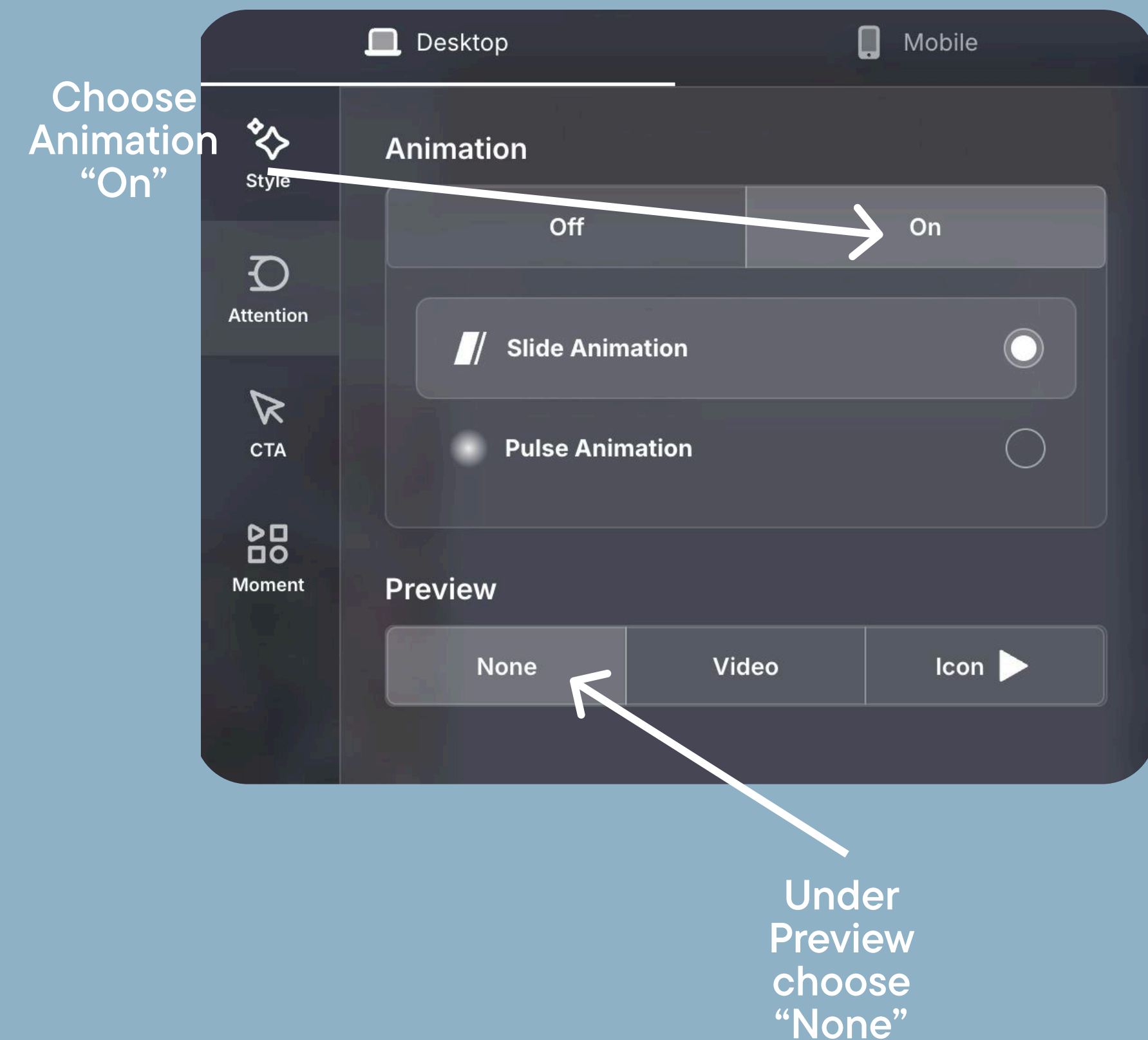
Add Moment



Style Tab

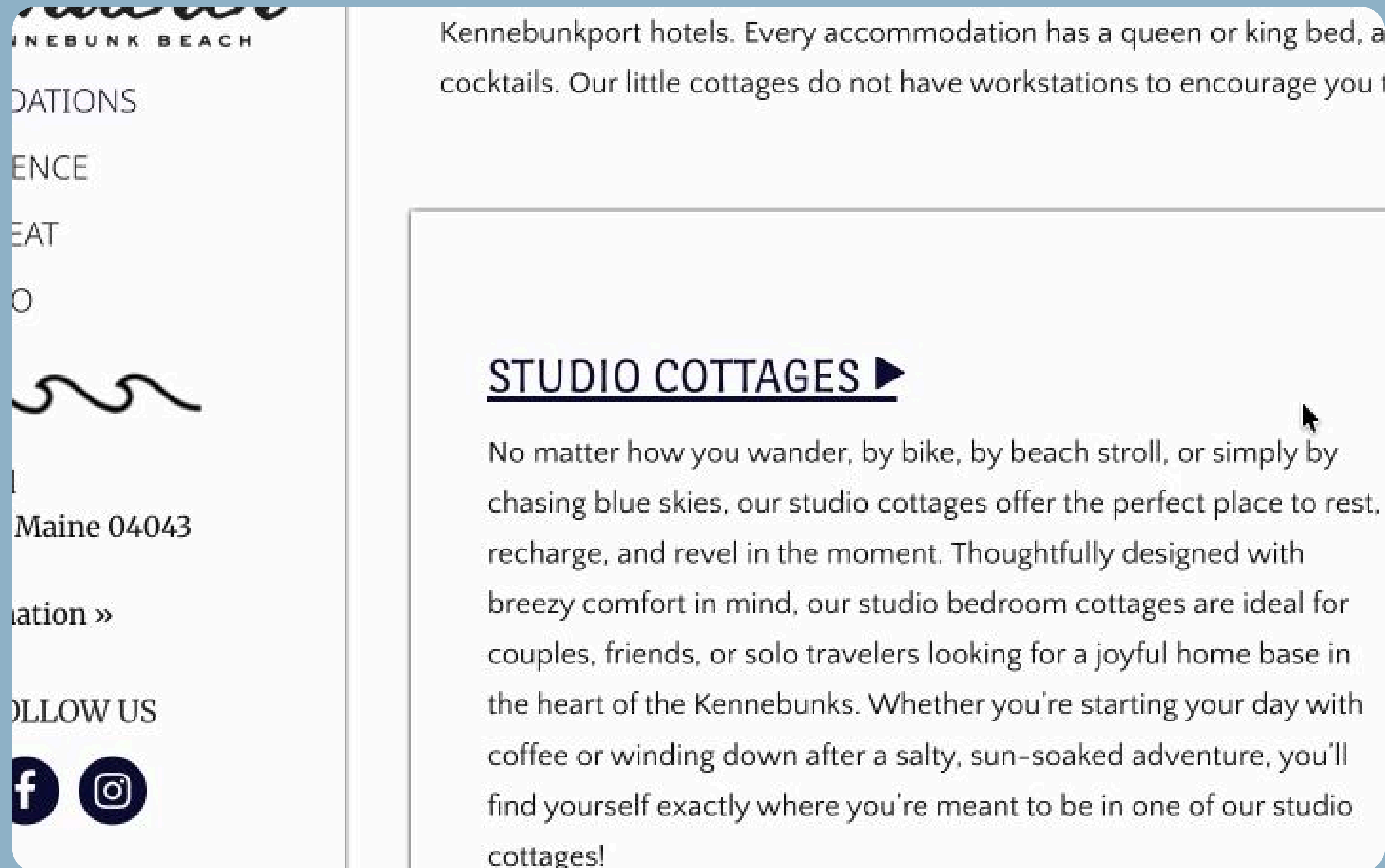


Animation Tab



Underline Unique Uses

The Wanderer



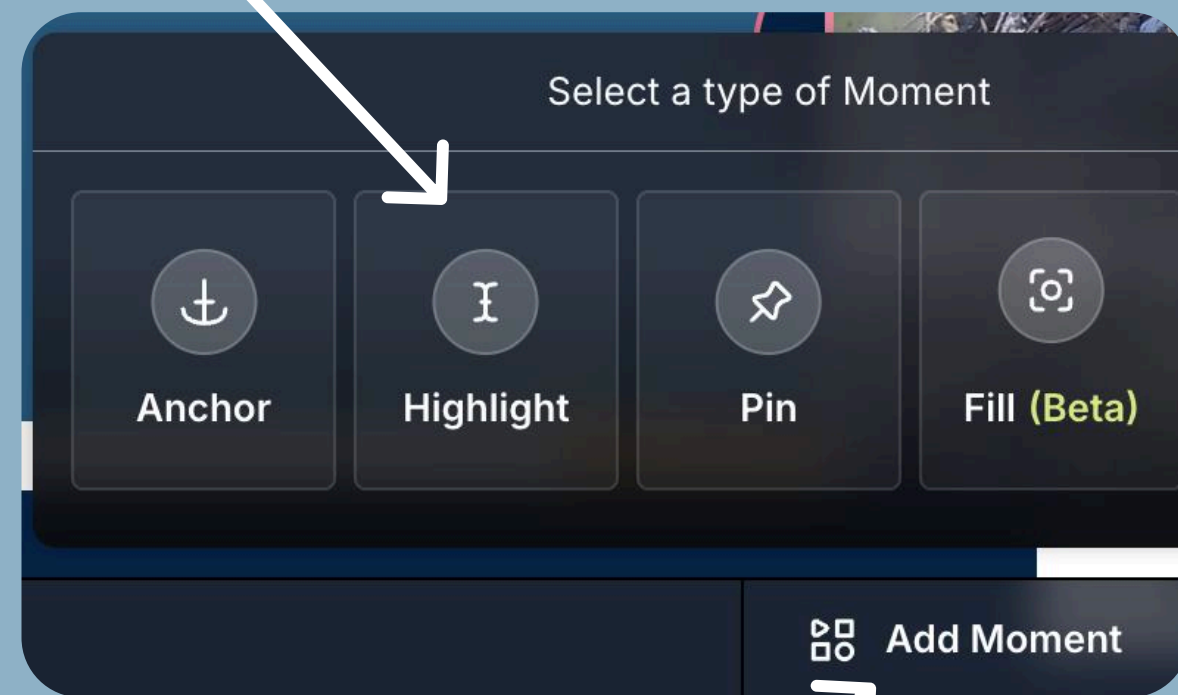
Header Underline
with Animation
and Icon

How to Create It

Header Underline with Animation and Icon

Add Moment

Choose "Highlight"



Click "Add Moment"

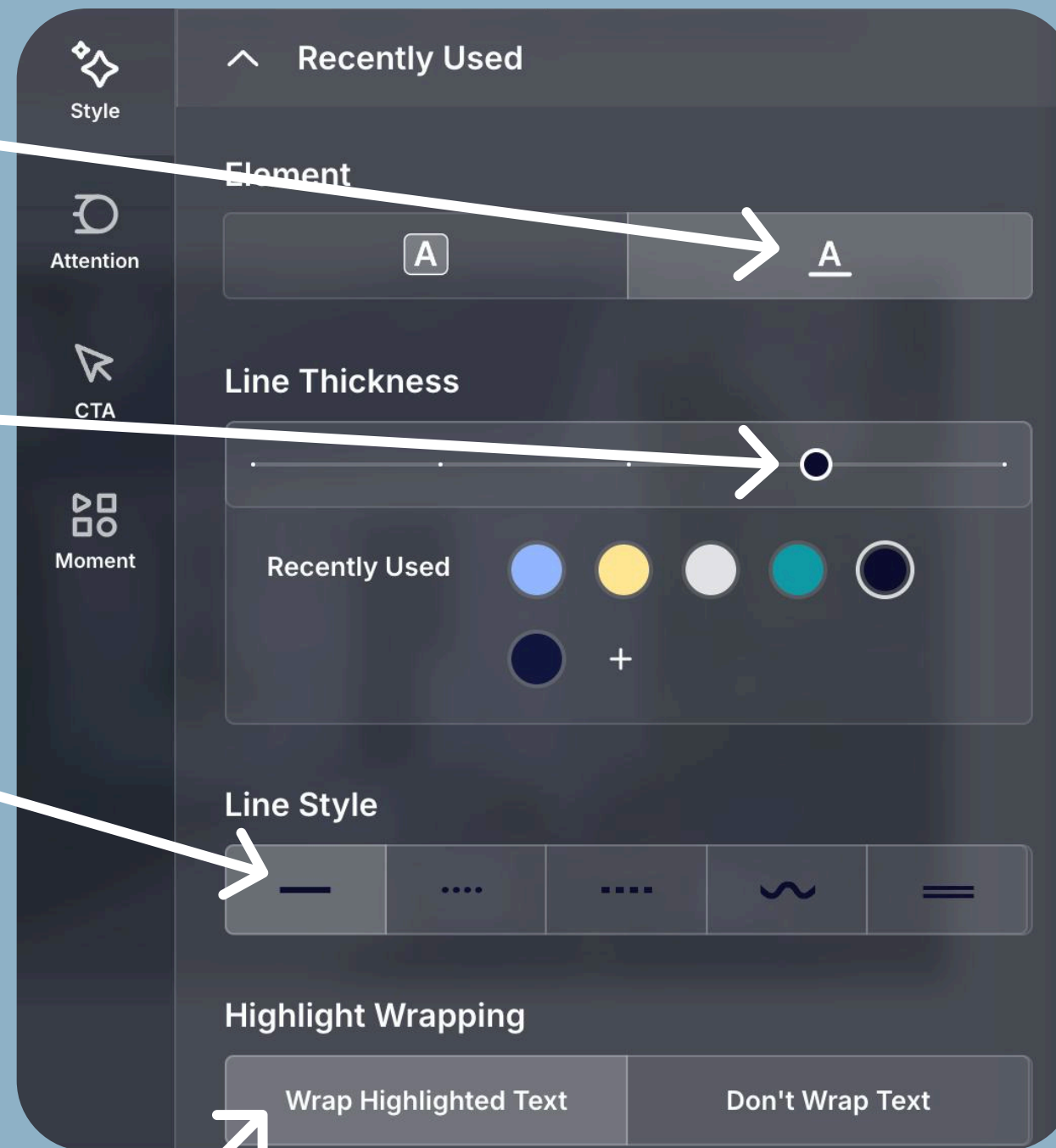
Style Tab

Ensure Underline is the "Element"

Choose Thicker Line Thickness

Choose solid line style

Choose Wrap Highlighted Text



Choose Animation "On"

Animation Tab



Under Preview choose "Icon"

Additional Use Cases

Sandos Caracol

▶ **ECO FUN FOR EVERYONE**

The Nolen

DISCOVER THE NOLEN



Sandy Pines Camping

2026 EVENT WEEKENDS ▶

Styling Pins

Ensure *maximum exposure* with constant visibility



The Main Goal

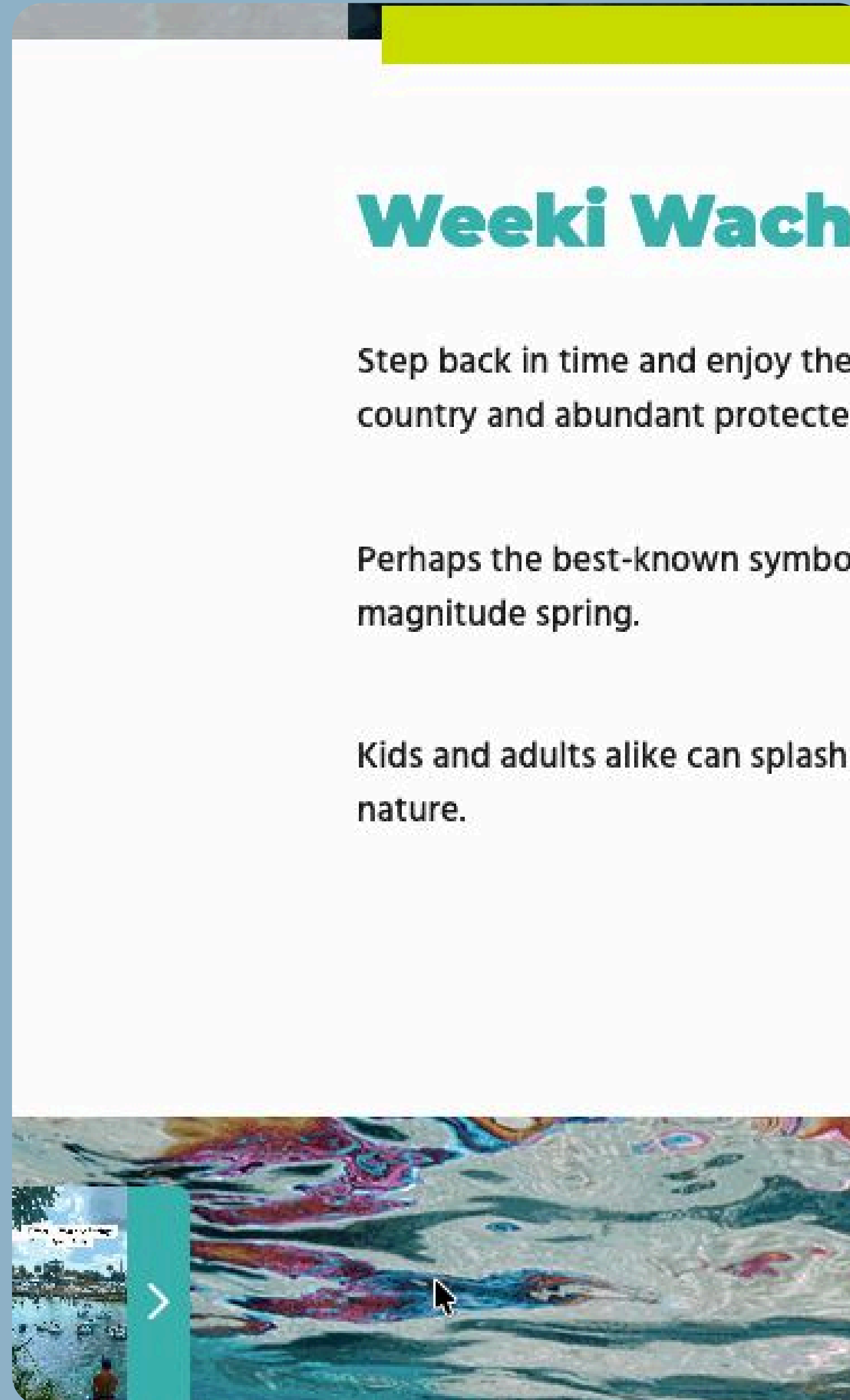
Use intentional Pin styling to keep key content front and center, reinforcing messaging and sustaining engagement throughout the scroll experience

Basic Styling Tips

- Set default style on desktop and mobile
 - This allows for automatic consistency
- Use brand colors for border
- Use a brand color for tab that offsets it from the background when using a minimize or collapsed tab
- Choose size and shape that fits site
- Style for device adaptability
 - Keep mobile placement in mind as native buttons, chat features, etc. sometimes are in different locations
- Override the default style for page specific styling
- Choose different functionalities

Pin Unique Uses

Weeki Wachee

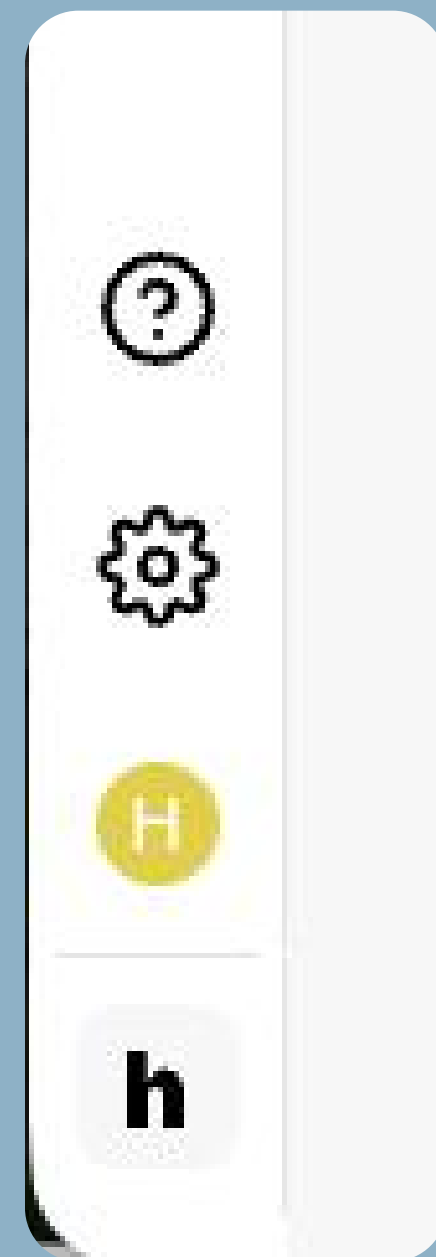


Pin Loading
Collapsed
with Thumbnail

How to Create It

Pin loading collapsed with thumbnail

Set Pin Default

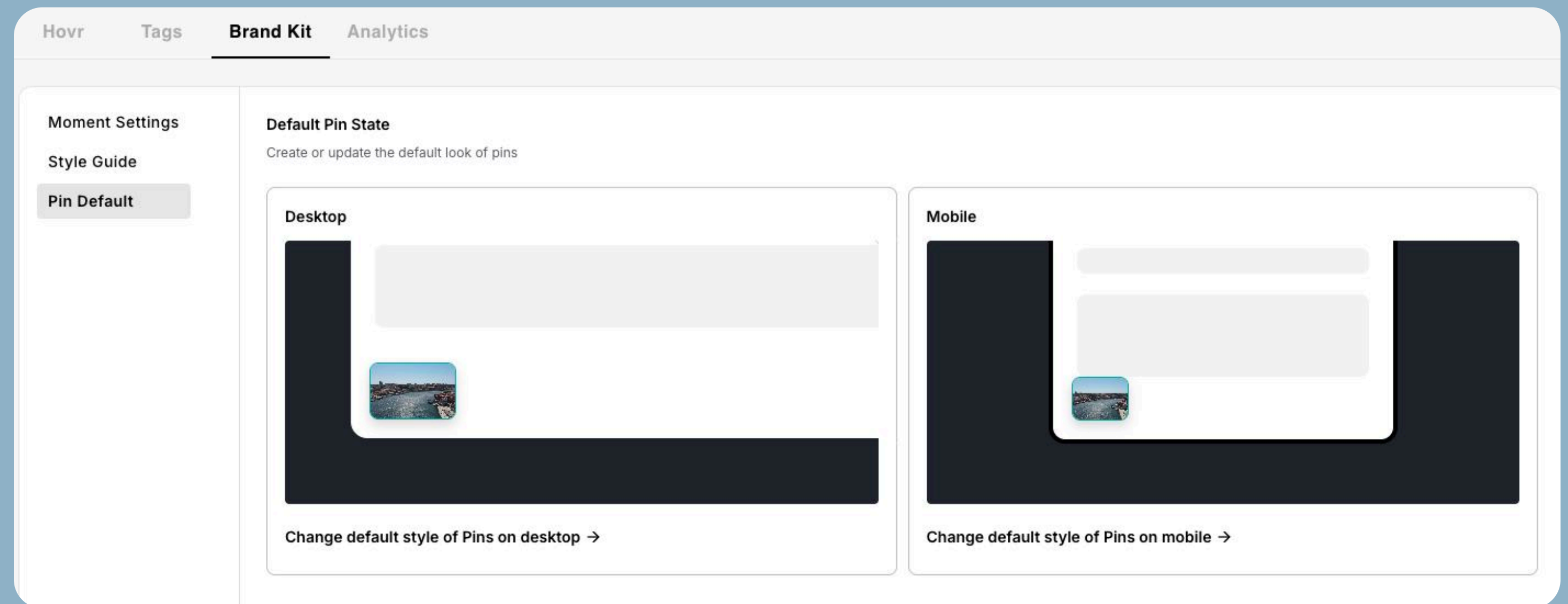


Choose
"Settings" Gear
Icon in Admin

Choose
"Pin Default"

Choose
"Brand Kit"

Brand Kit - Pin Default

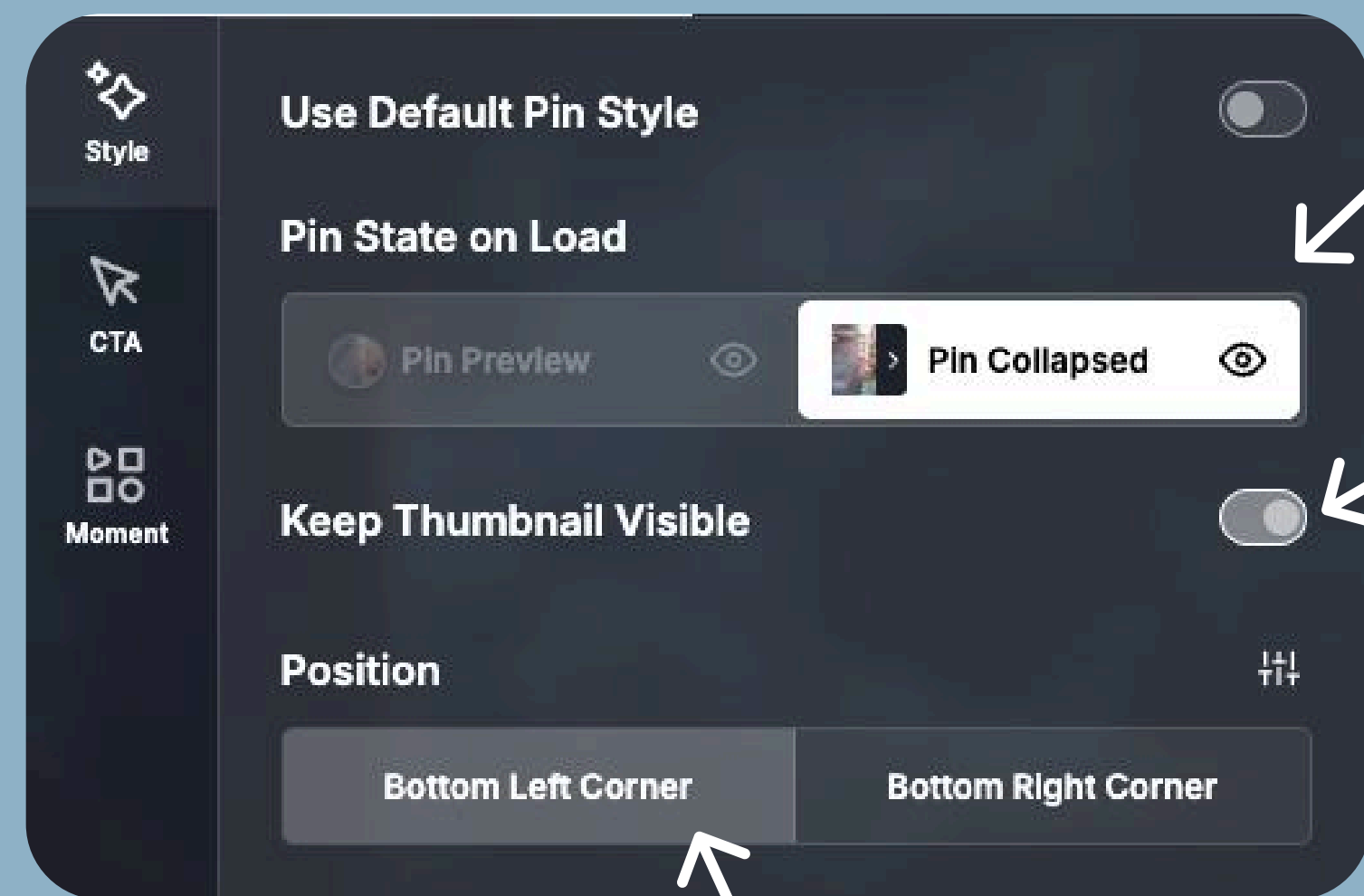


Create separate
defaults for
"desktop" and
"mobile"

How to Create It

Pin loading collapsed with thumbnail

Style Tab

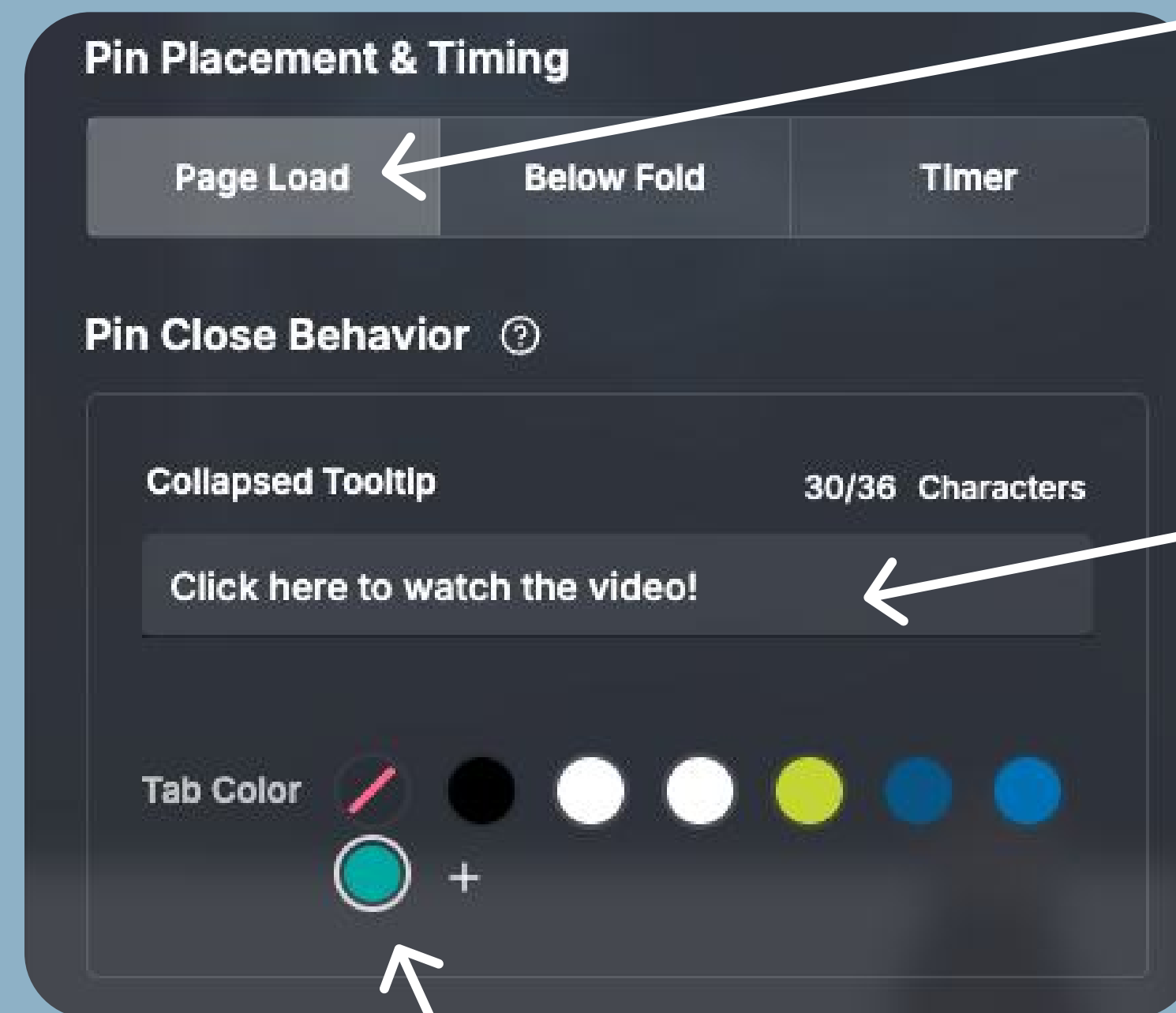


Choose
"Pin Collapsed"

Choose
"Keep Thumbnail
Visible"

Choose
"Bottom Left
Corner"

Style Tab Cont.



Choose
"Page Load"

Add
"Collapsed Tooltip"
verbiage

Choose
"Tab Color"

How to Create It

Pin loading collapsed with thumbnail

Choose
"Brand Kit"



Choose
"Style Guide"



Brand Kit - Style Guide


Hovr Tags **Brand Kit** Analytics

Moment Settings


Style Guide

Pin Default

Logo
Upload to display your brand logo on the Hovr admin page. We recommend 1000x1000px.



Brand Color
Maintain a cohesive and recognizable brand identity across all touchpoints



Font
Add your own brand font. This will change the font used for all text on the site.

Inter

Hovr's Font

Inter

Detected from Site

Hind

Font Awesome 6 Free

Montserrat

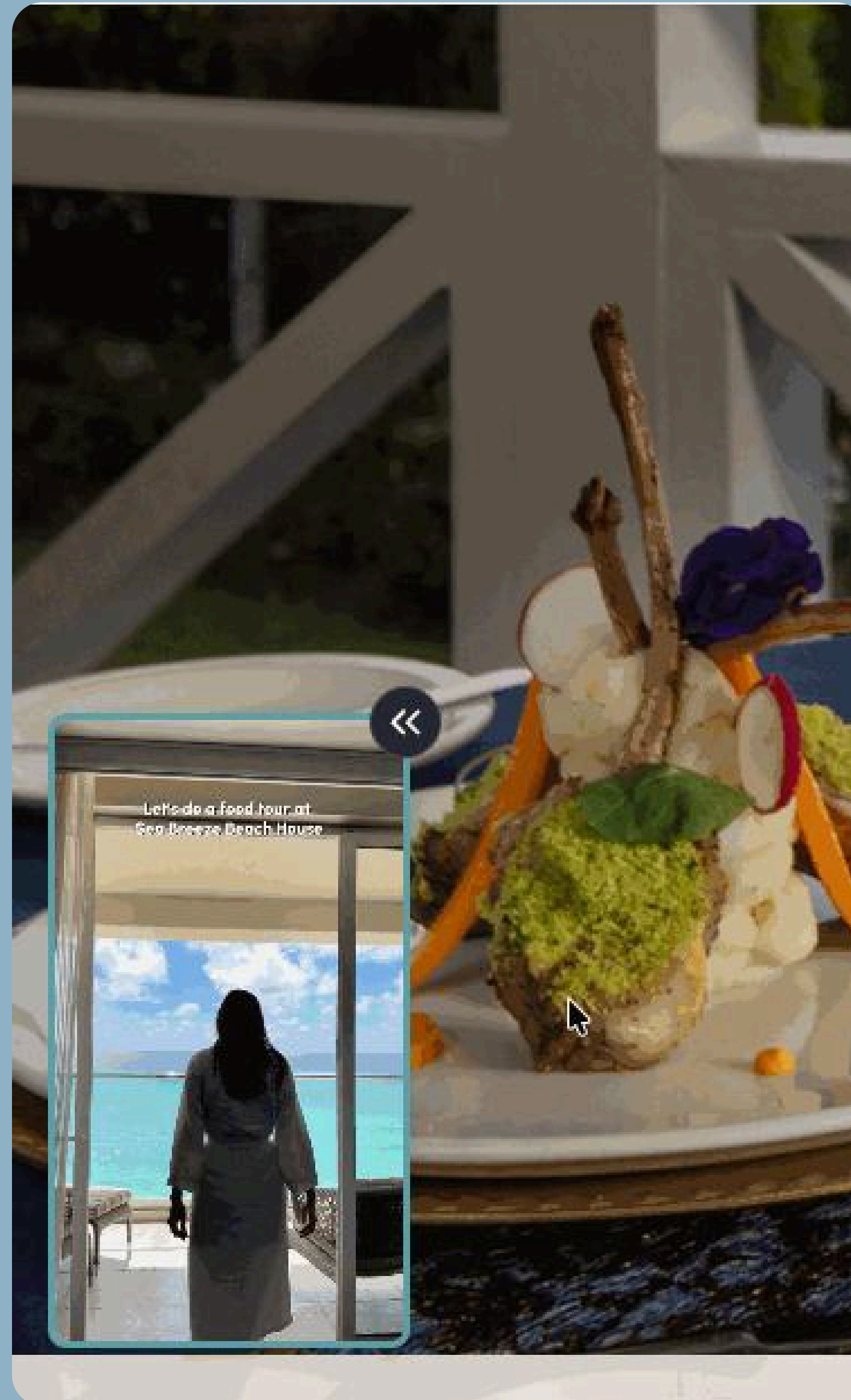
Select Font

Choose
"Select Font"



Pin Unique Uses

Sea Breeze Beach House

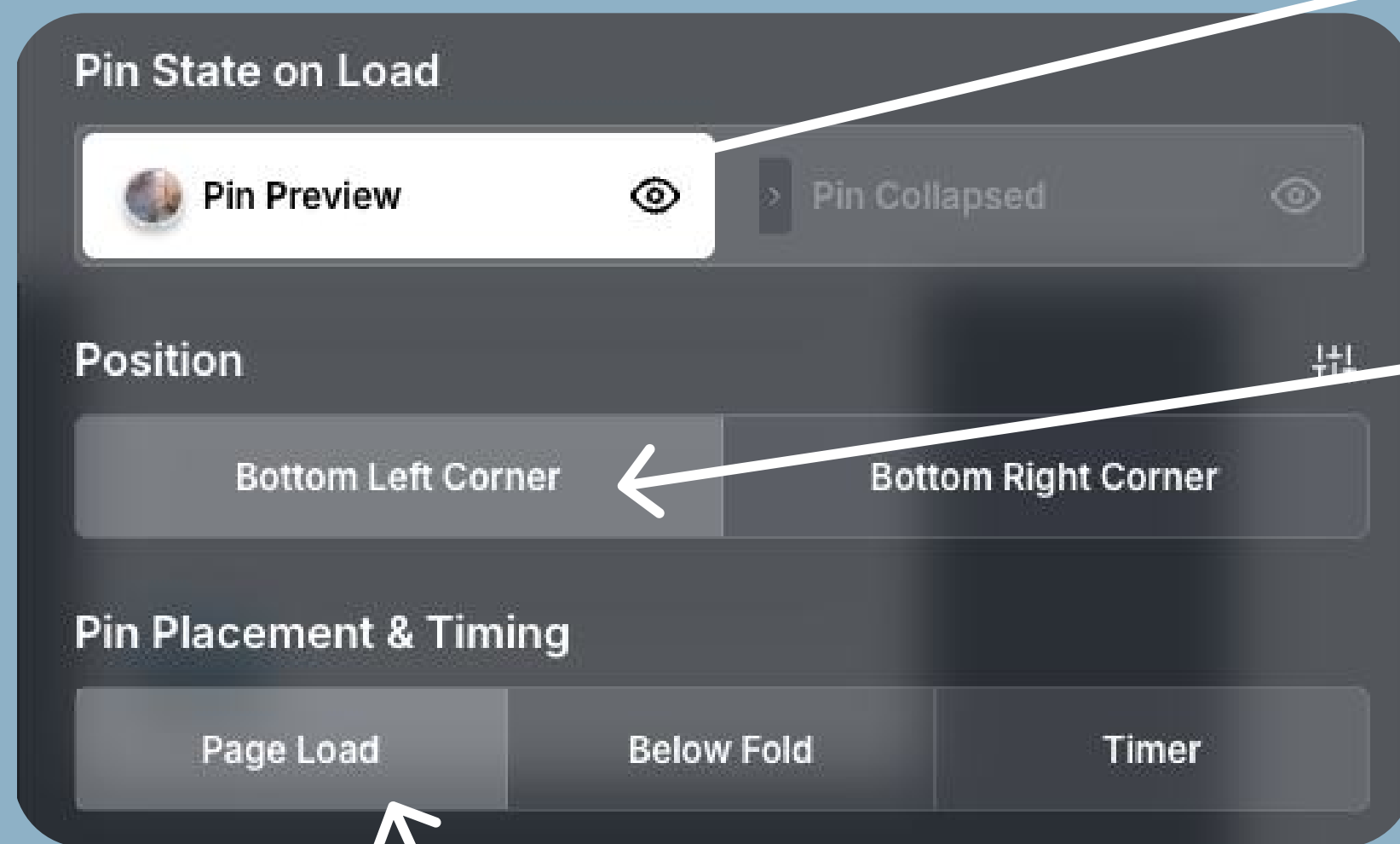


Pin on Page Load,
Minimize with
Tooltip

How to Create It

Pin on page load, minimized with tooltip

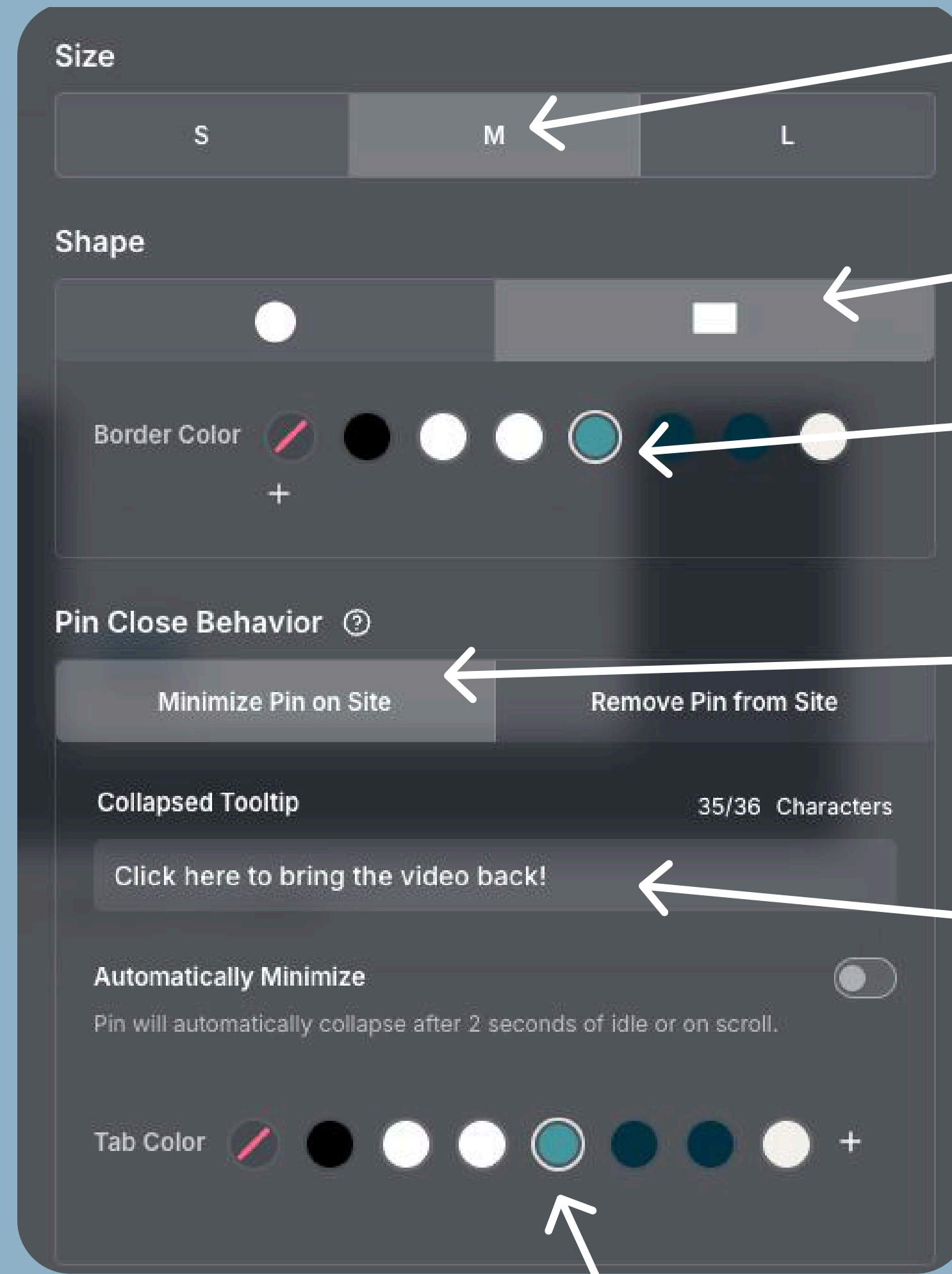
Style Tab



Choose "Page Load"

Choose "Pin Preview"

Choose "Bottom Left Corner"



Choose "Medium" for size

Choose "Rectangle" for shape

Choose an existing color or click + and add hex color for "border"

Choose "Minimize Pin on Site"

Add "Collapsed Tooltip" verbiage

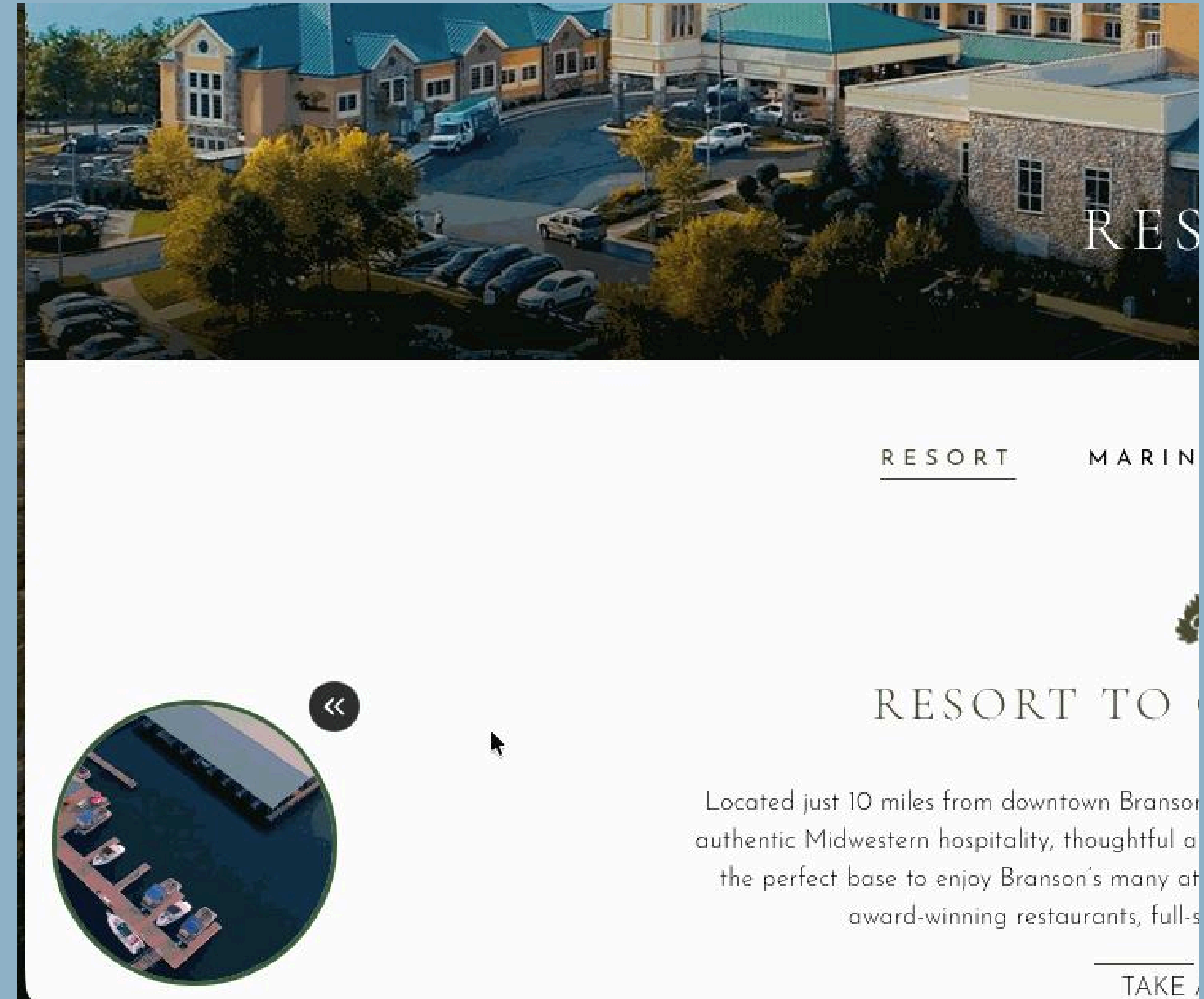
Choose "Tab Color"

Additional Use Cases

Scrub Island Resort



Chateau on the Lake



Styling Fills

Immersive *scroll-stopping* experiences



The Main Goal

Style Fills to feel immersive and seamless, capturing attention while encouraging users to explore and interact naturally with existing static images

Basic Styling Tips

- Use brand colors for launch buttons
- Use colors that stand out from site images but don't overwhelm
- Customize launch button to fit the overall design and feel of your site
 - Size, position and shape should feel native to the site
- Use borders both in the unengaged and engaged state to add definition
- Create different launch buttons and test across site on a variety of images
- Choose to include additional text to a launch button for added context

Fill Unique Uses

Sandy Pines Campground

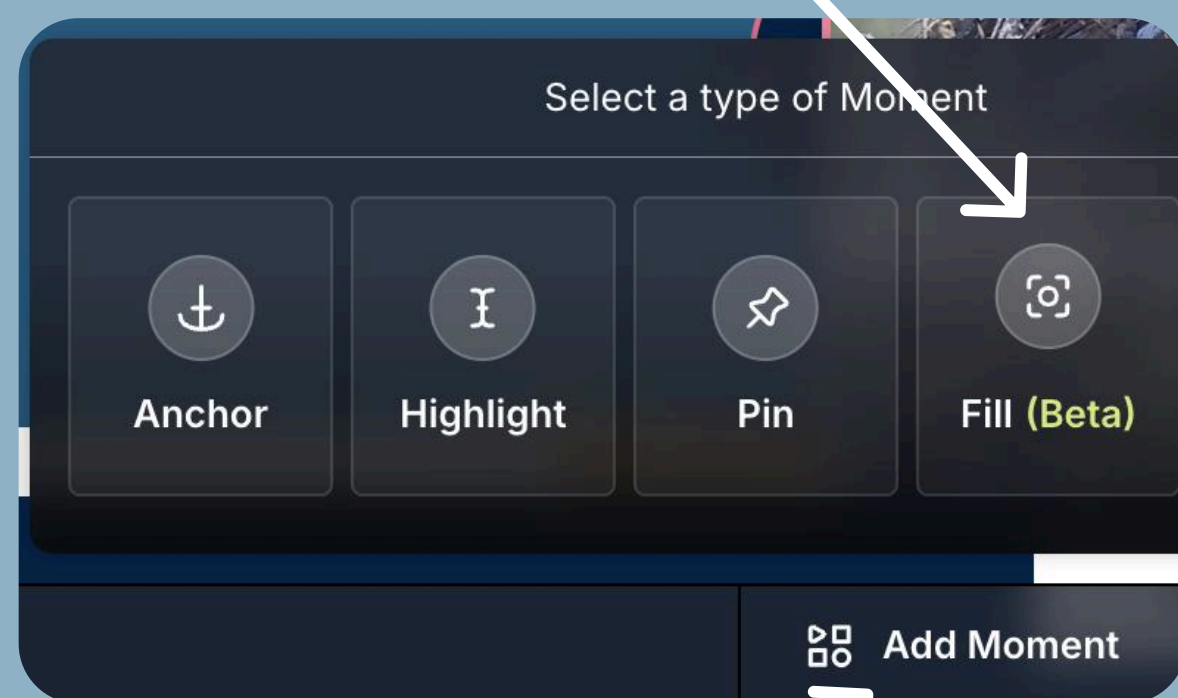


Fill with
Opaque Launch
Button & Colored
Icon

How to Create It

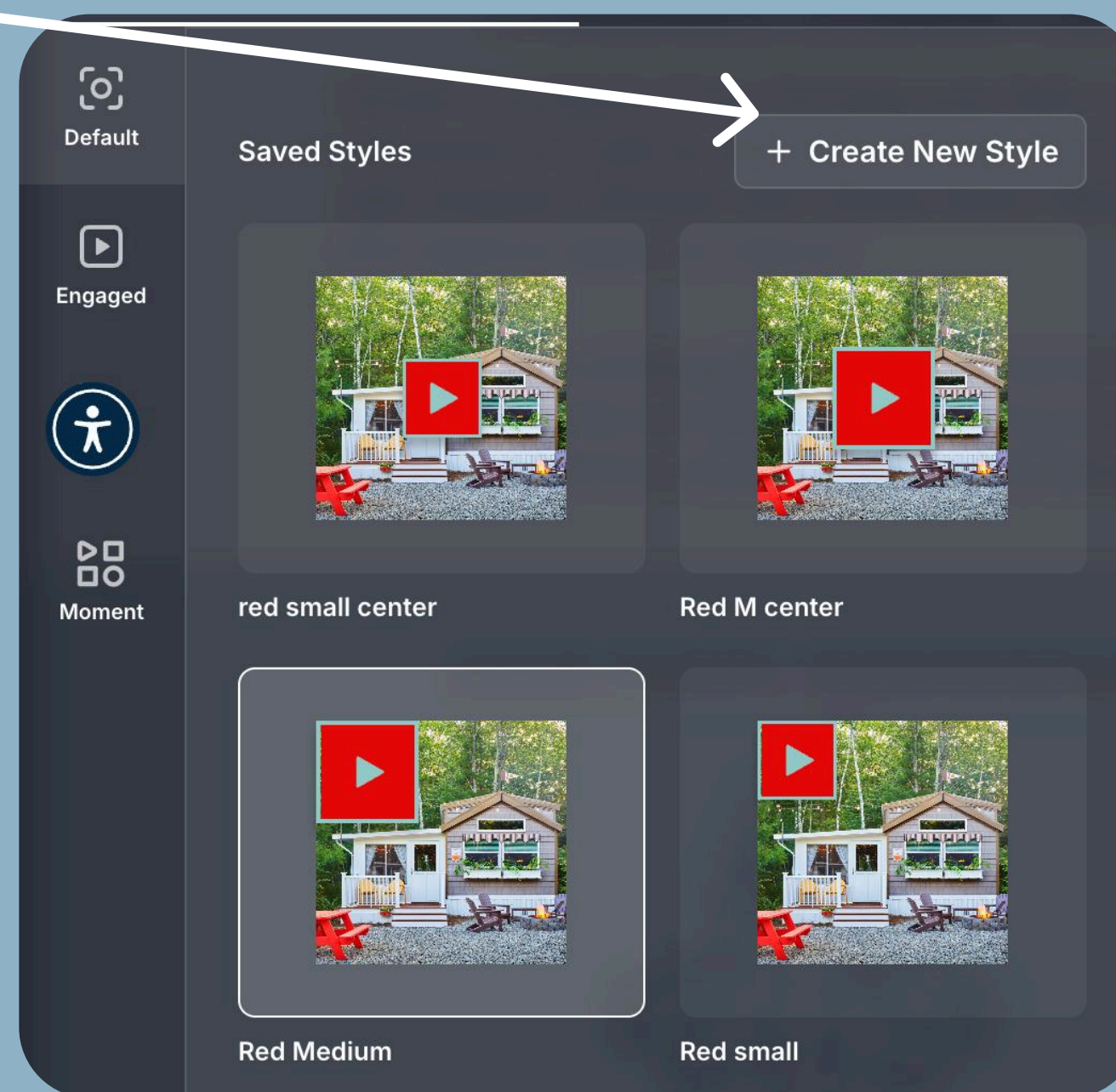
Fill with opaque launch button

Add Moment



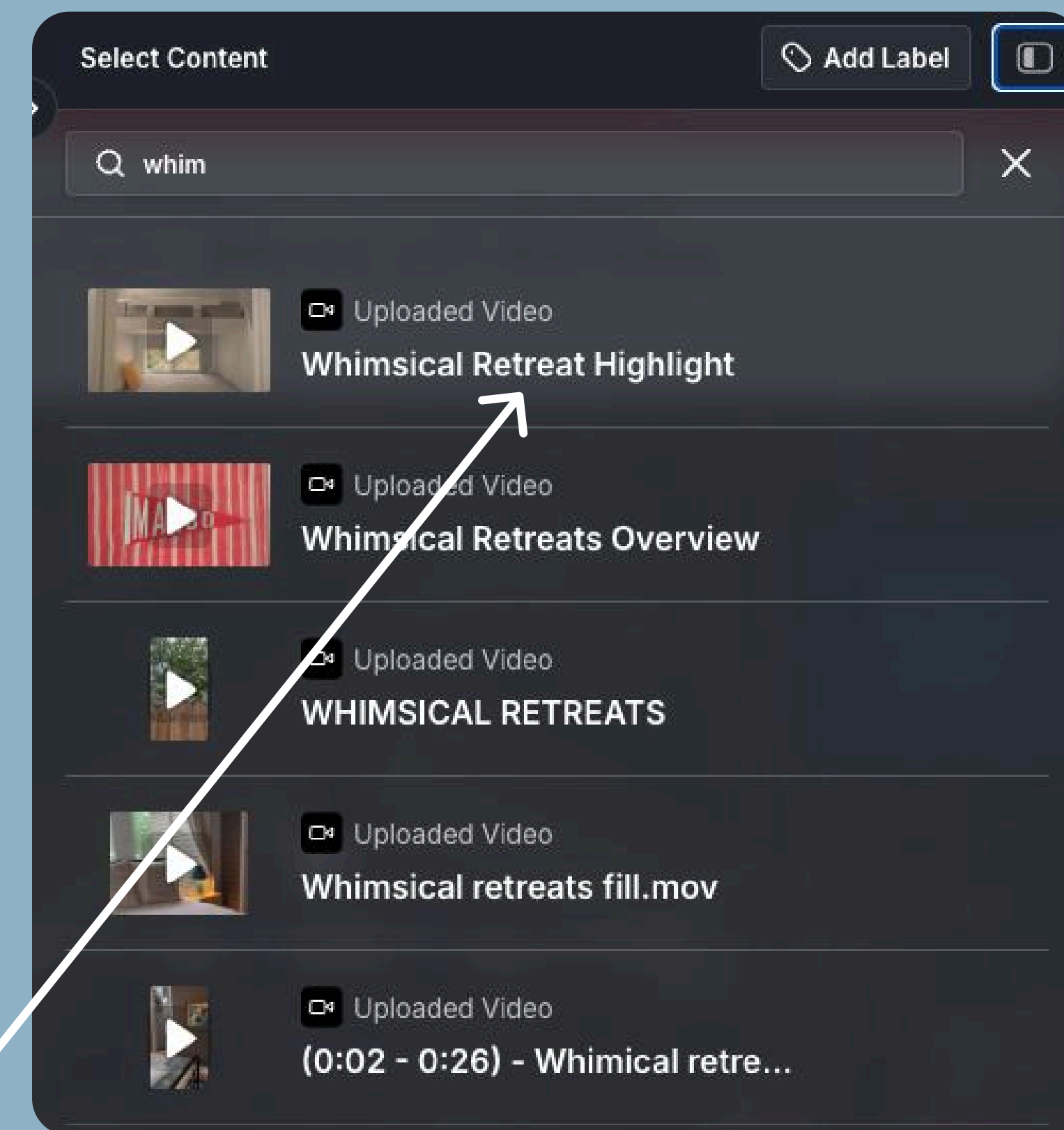
Style Tab

Click
"Create New
Style"



Select Content

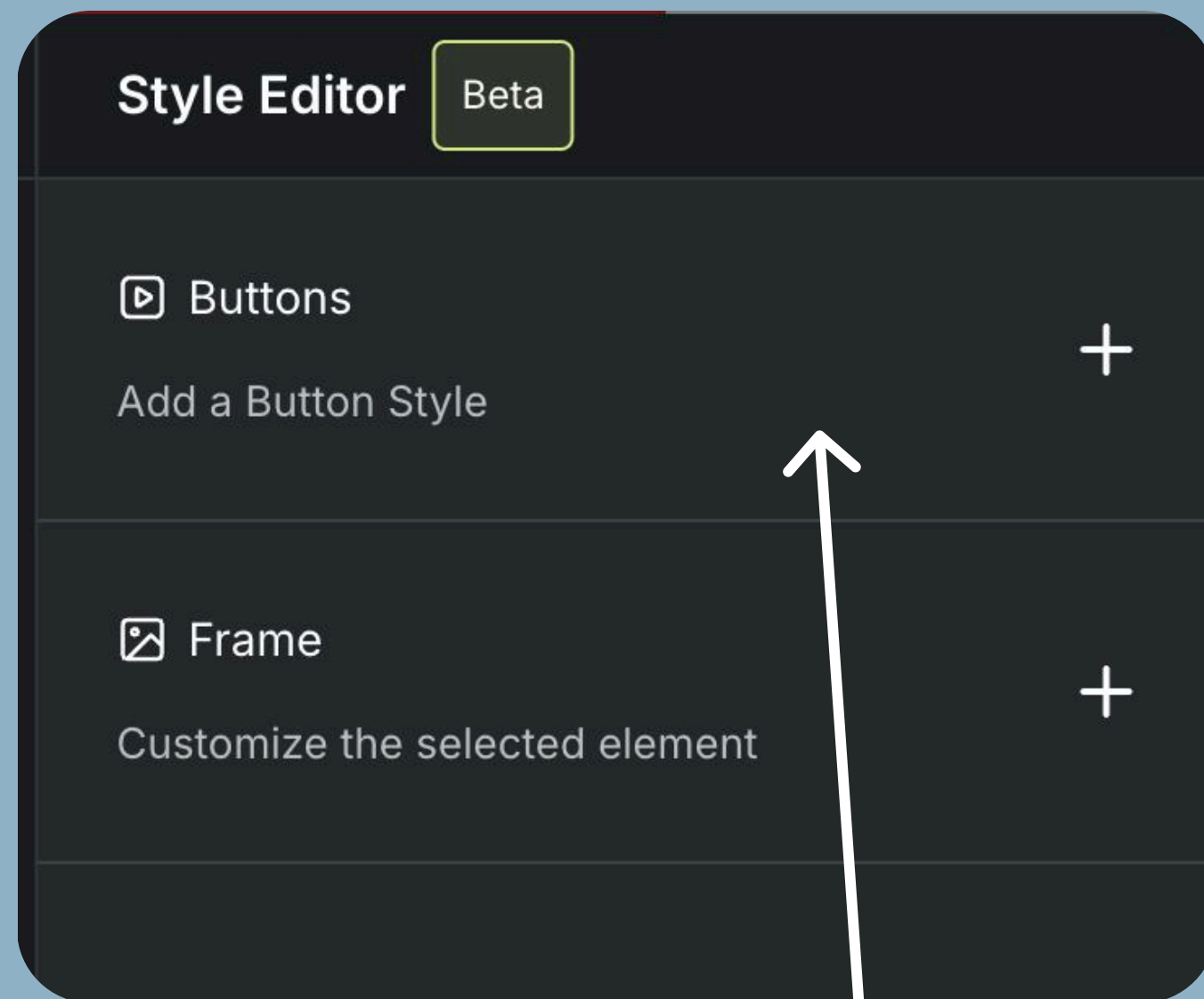
Select
"Content"



How to Create It

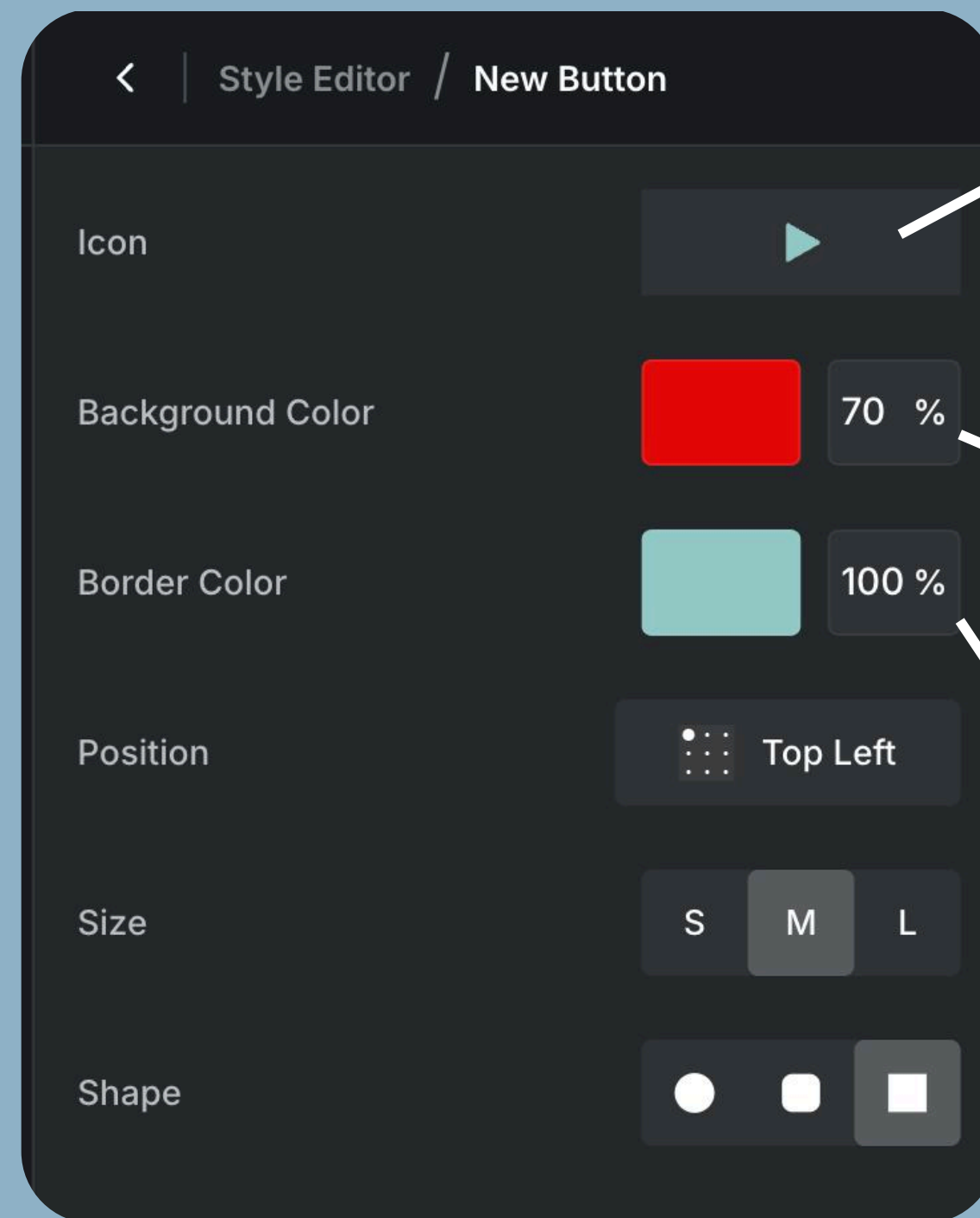
Fill with opaque launch button

Style Editor

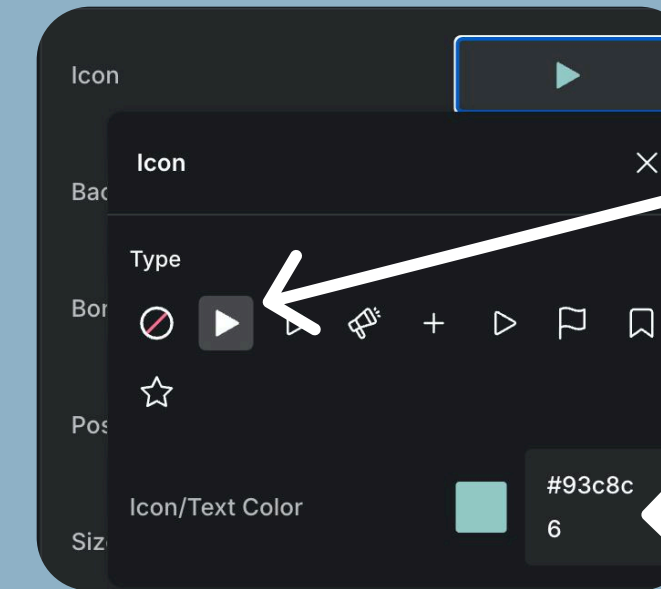


Choose
"Add a
Button Style"

New Button Panel



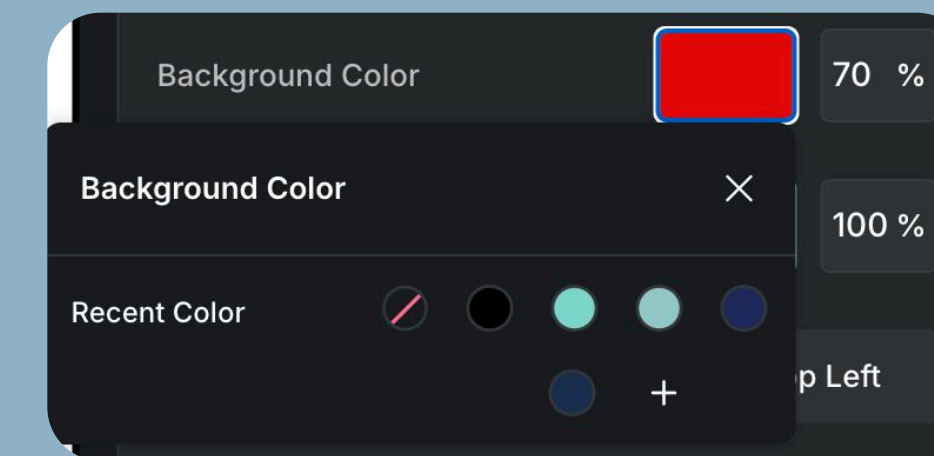
Style Icon



Choose
"Icon type"

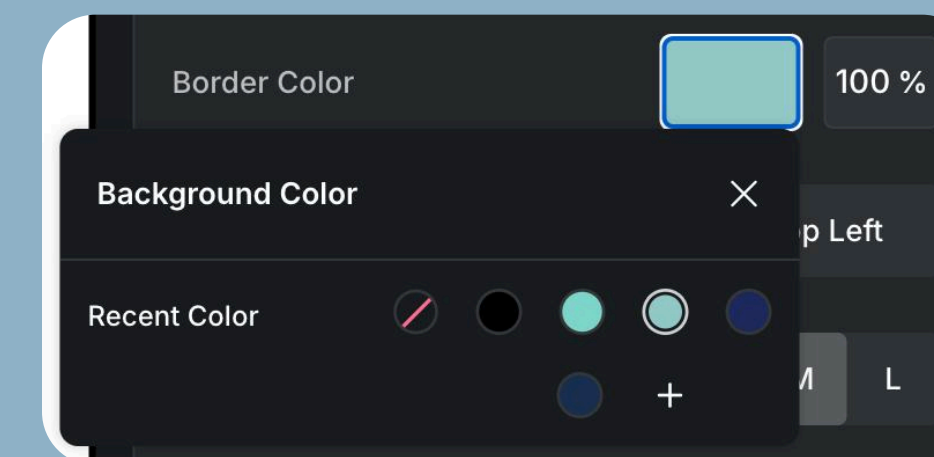
Type in Icon Color
"Hex Code"

Background Color



Type in
"Background Color"
Hex Code
and "Set Opacity"
to 70%

Border Color

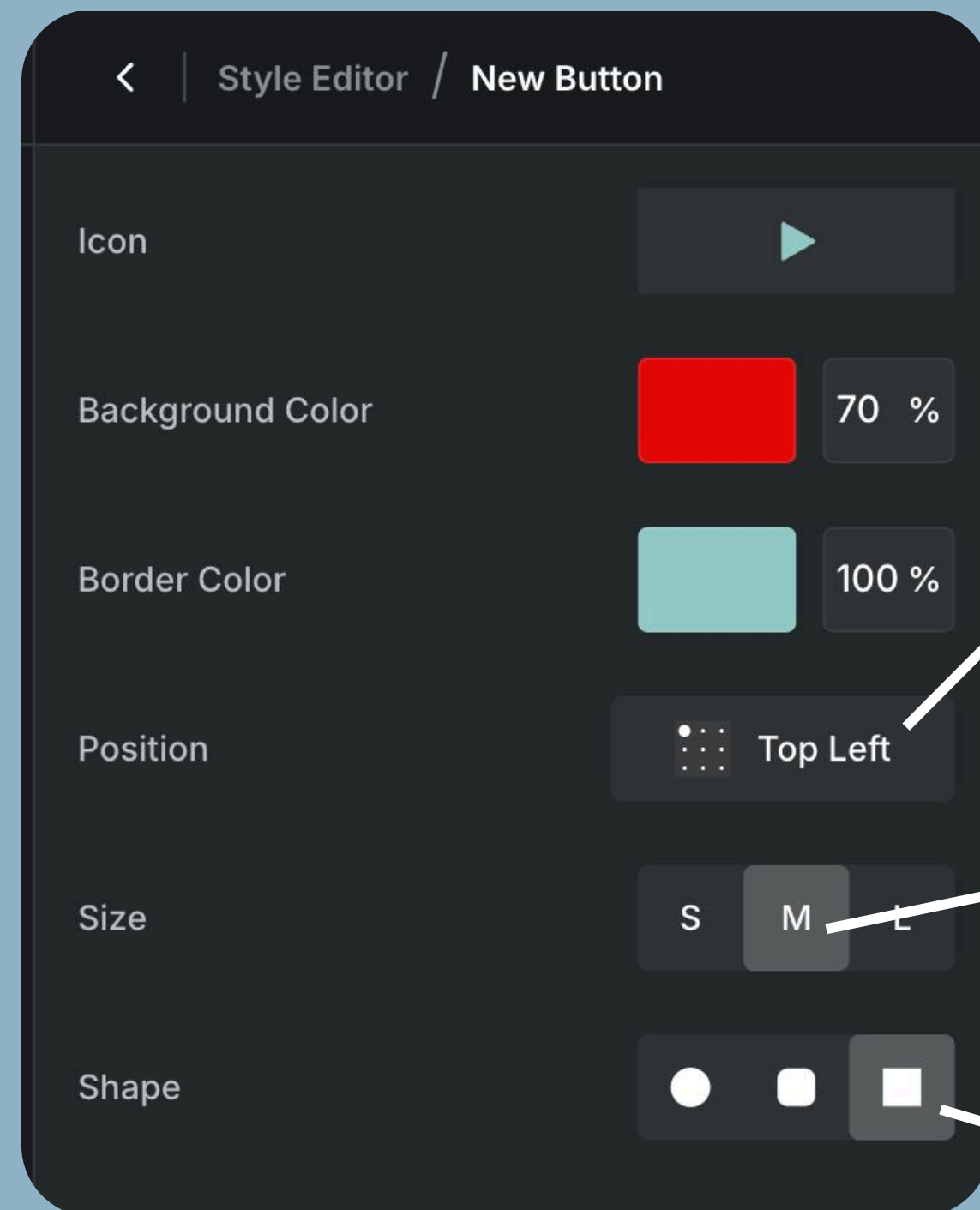


Type in "Border
Color" Hex Code
and "Set Opacity" to
100%

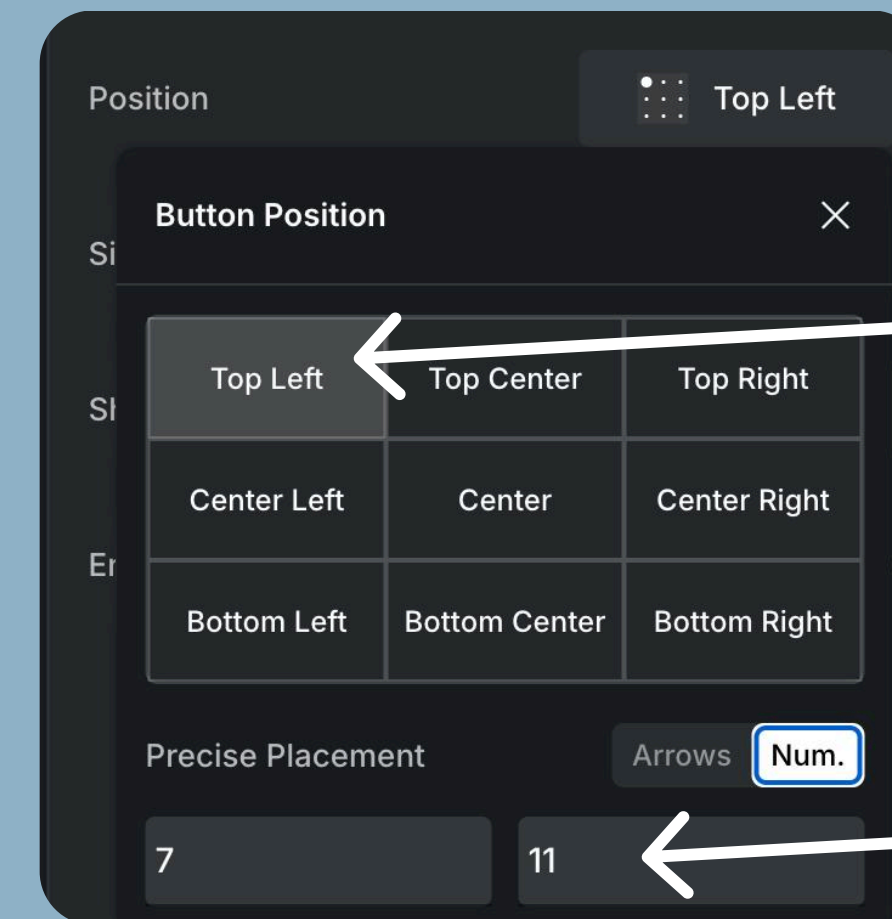
How to Create It

Fill with opaque launch button

New Button Panel



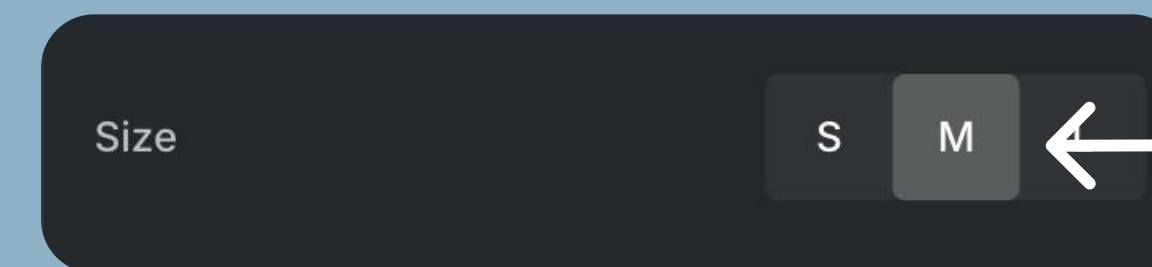
Position



Choose "Location"

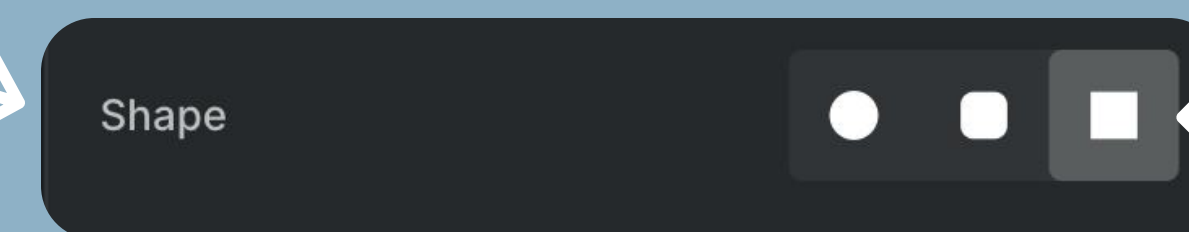
Choose "Number" option
Type in numbers to offset from image edge

Size



Choose Medium

Shape

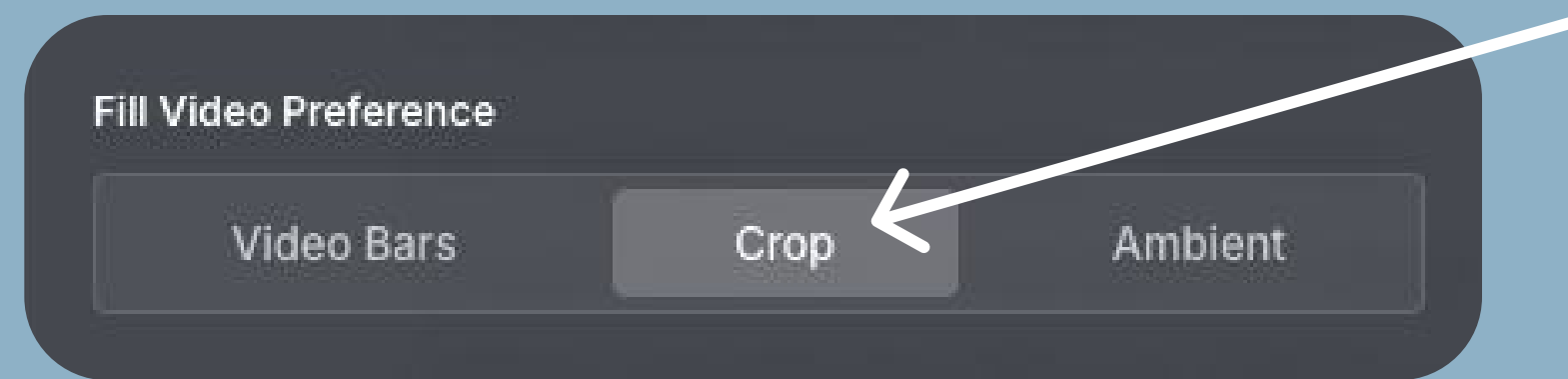


Choose Square

How to Create It

Fill with opaque launch button

Fill Video Preference



Choose "Crop"

No additional styles

How to Create It

Fill with opaque launch button

Add CTA Panel

The screenshot shows a mobile app configuration screen for a Call to Action (CTA) panel. It is divided into two main sections: 'Primary CTA' and 'Secondary Call to Action'. Each section has a 'Has CTA' toggle and a 'Call to action' text field with a character count. The primary CTA has the text 'WHIMSICAL RETREATS' and a 'Destination URL' field with 'https://sandypinescamping.com/whim:' and a 'New Tab' checkbox checked. The secondary CTA has the text 'BOOK YOUR STAY' and a 'Destination URL' field.

CTA Style

The 'CTA Style' selection interface shows two options: 'Overlay' and 'Drawer'. The 'Overlay' option is selected, indicated by a white arrow pointing to it from the text 'Choose "Overlay"'.

Choose "Overlay"

Primary CTA

Type "Call to Action" and URL

Secondary CTA

Type "Call to Action" and URL

Fill Unique Uses

Chateau on the Lake

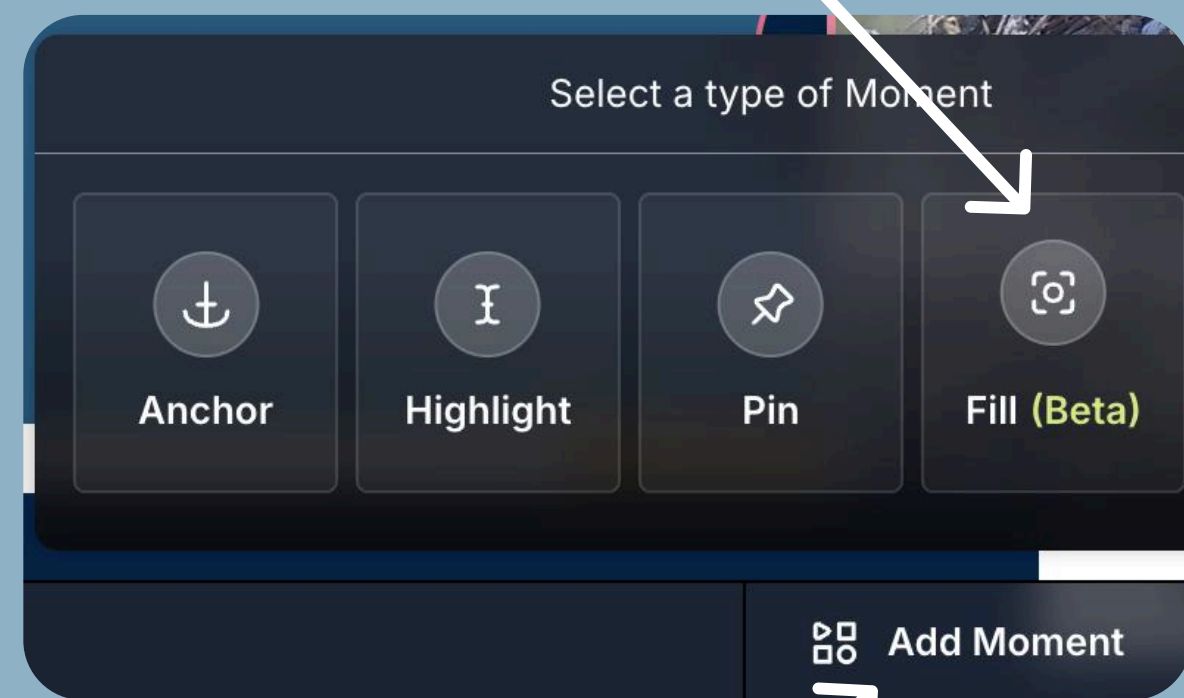


Fill with
Border in
Engaged State

How to Create It

Fill with border in engaged state

Add Moment

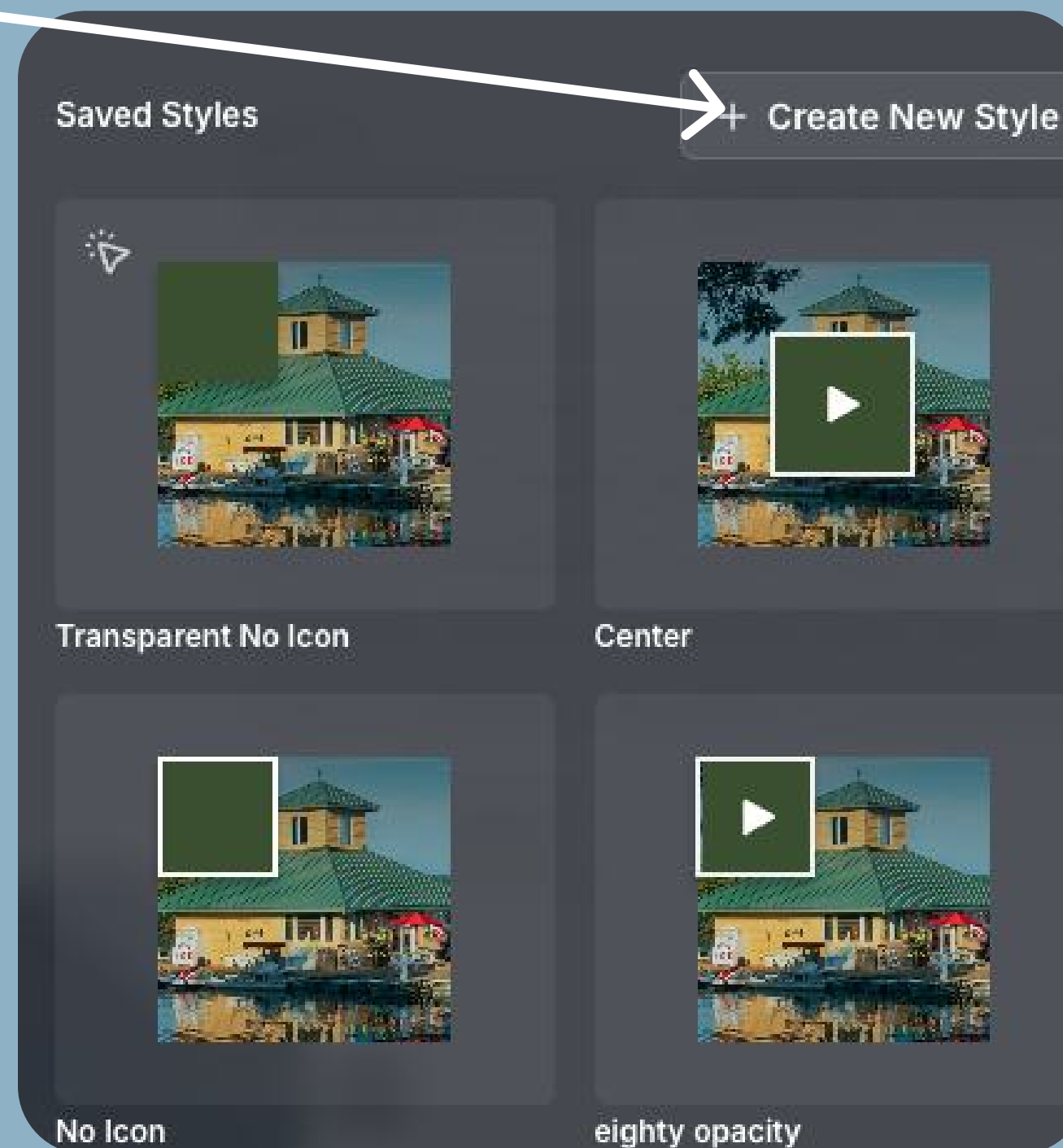


Choose "Fill"

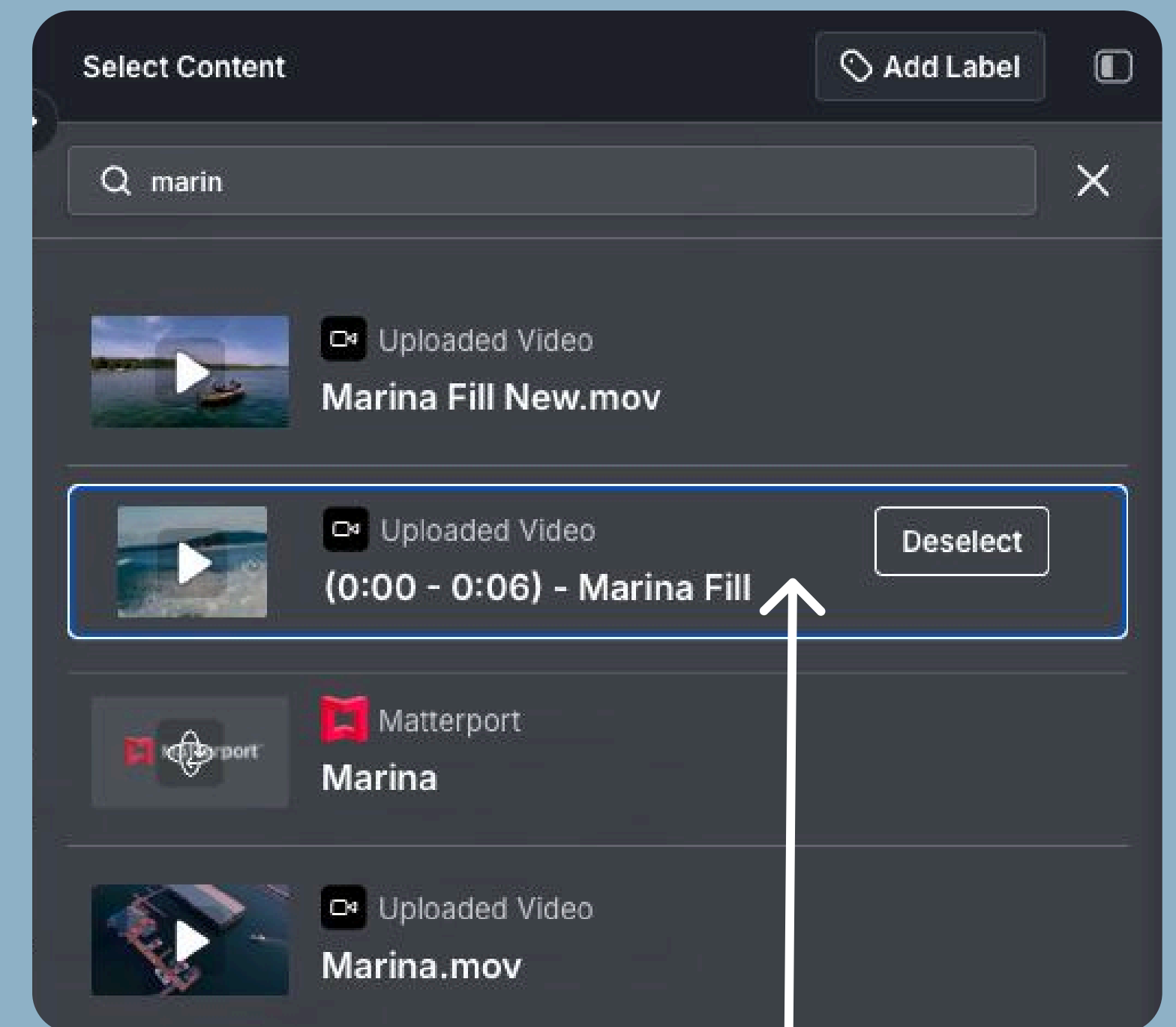
Click "Add Moment"

Style Default State

Click "Create New Style"



Select Content

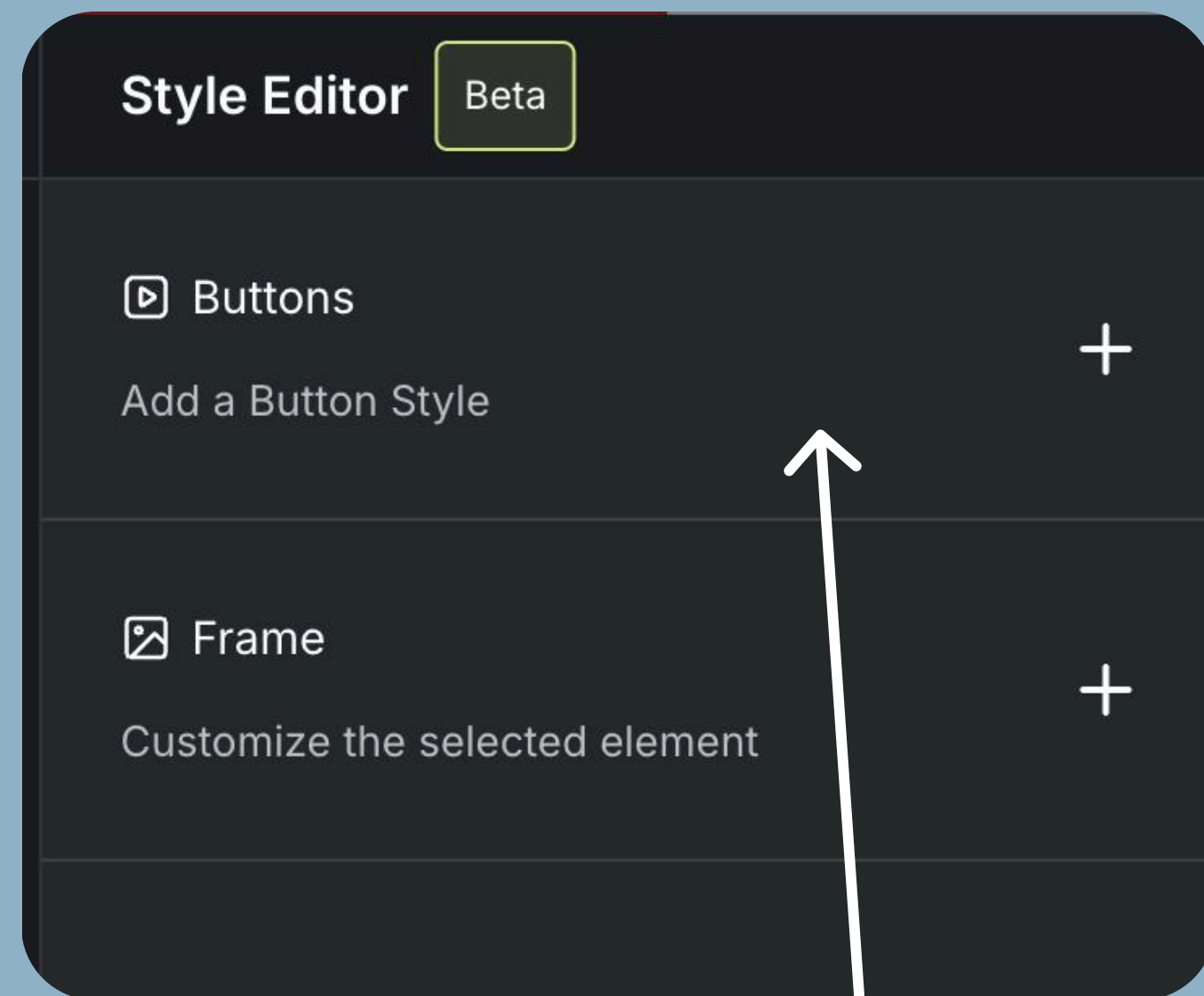


Select "Content"

How to Create It

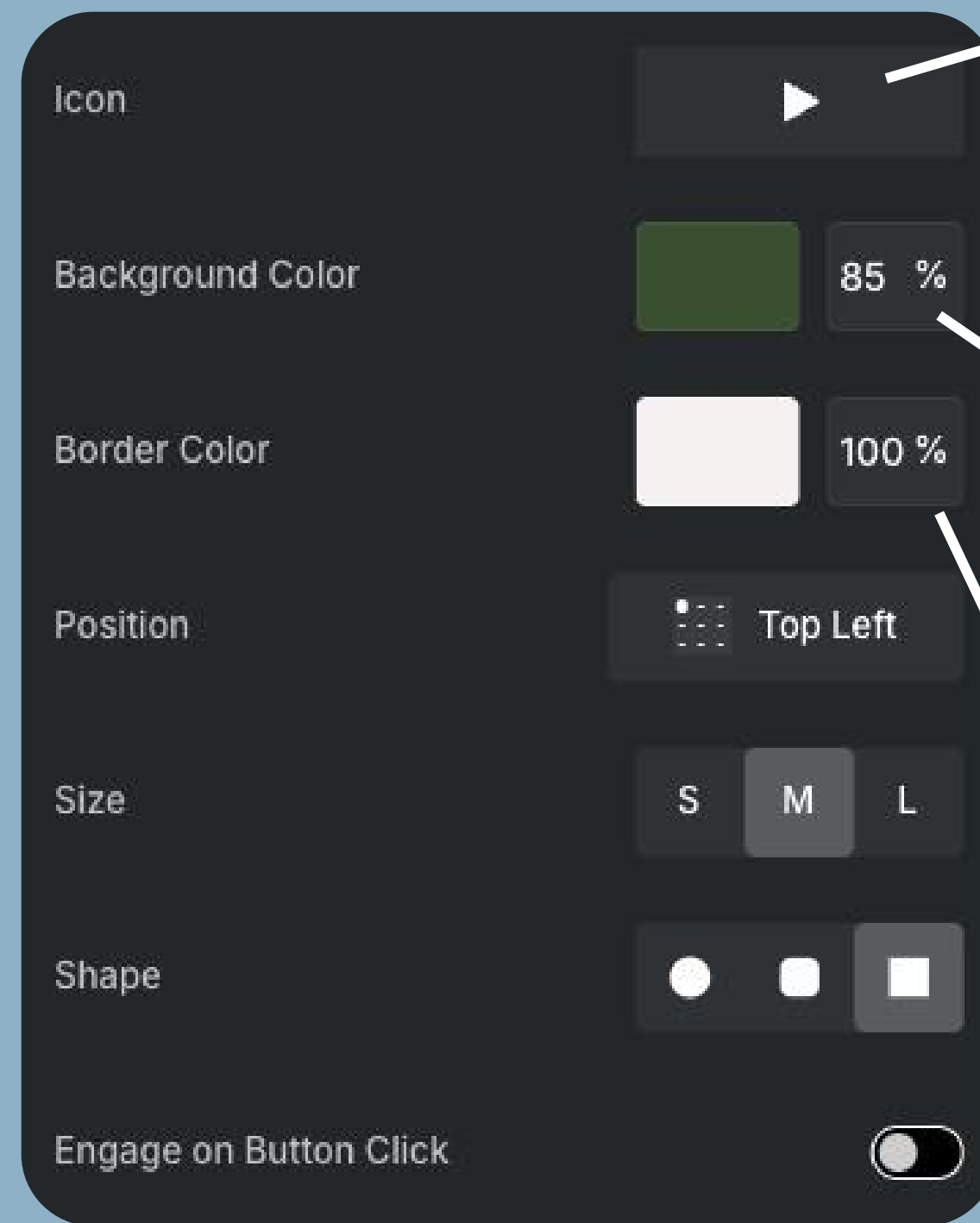
Fill with border in engaged state

Style Editor

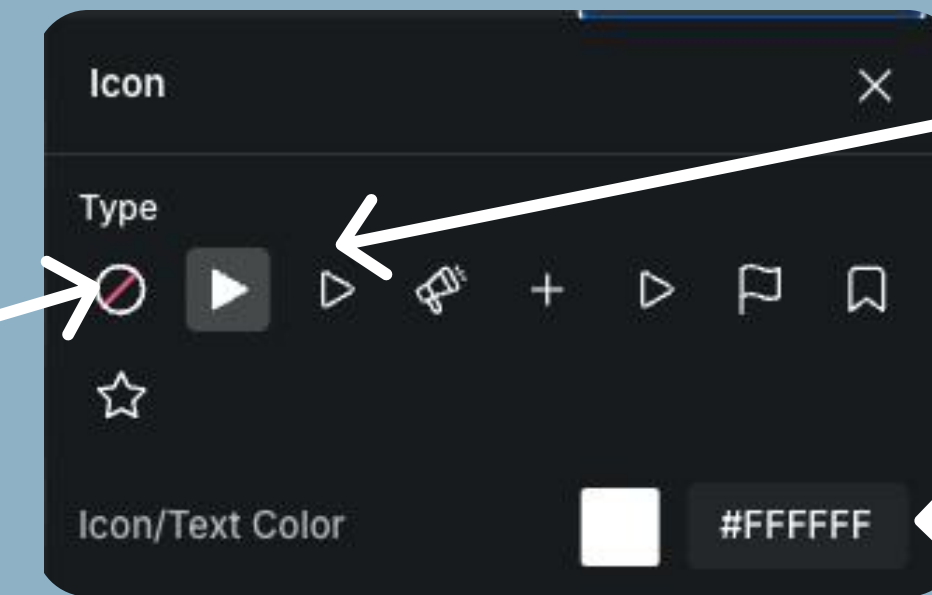


Choose
"Add a
Button Style"

New Button Panel



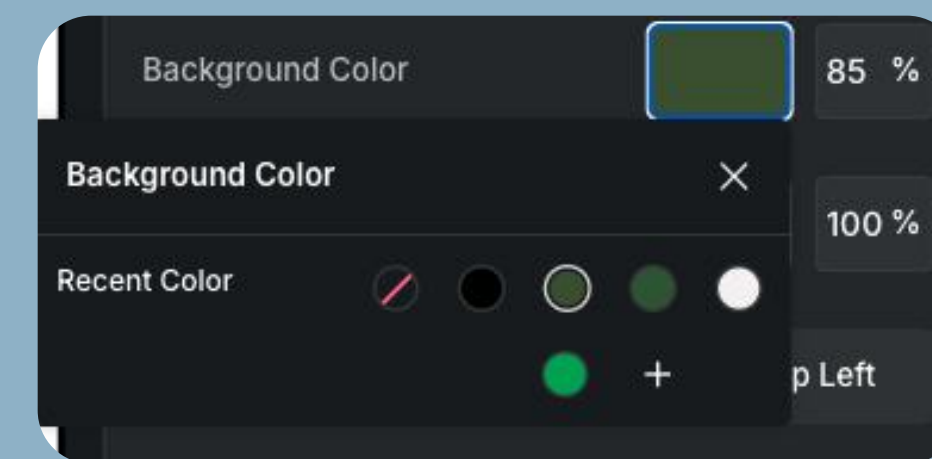
Style Icon



Choose
"Icon type"

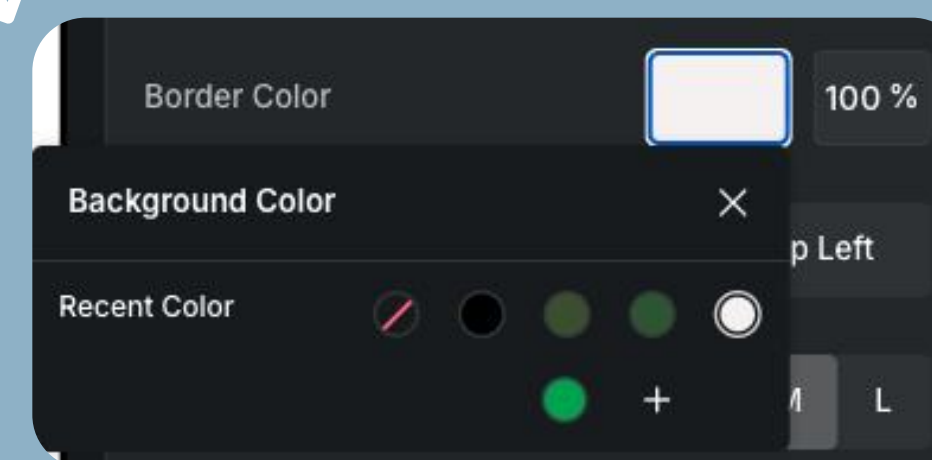
Type in Icon Color
"Hex Code"

Background Color



Type in
"Background Color"
Hex Code
and "Set Opacity"
to 85%

Border Color

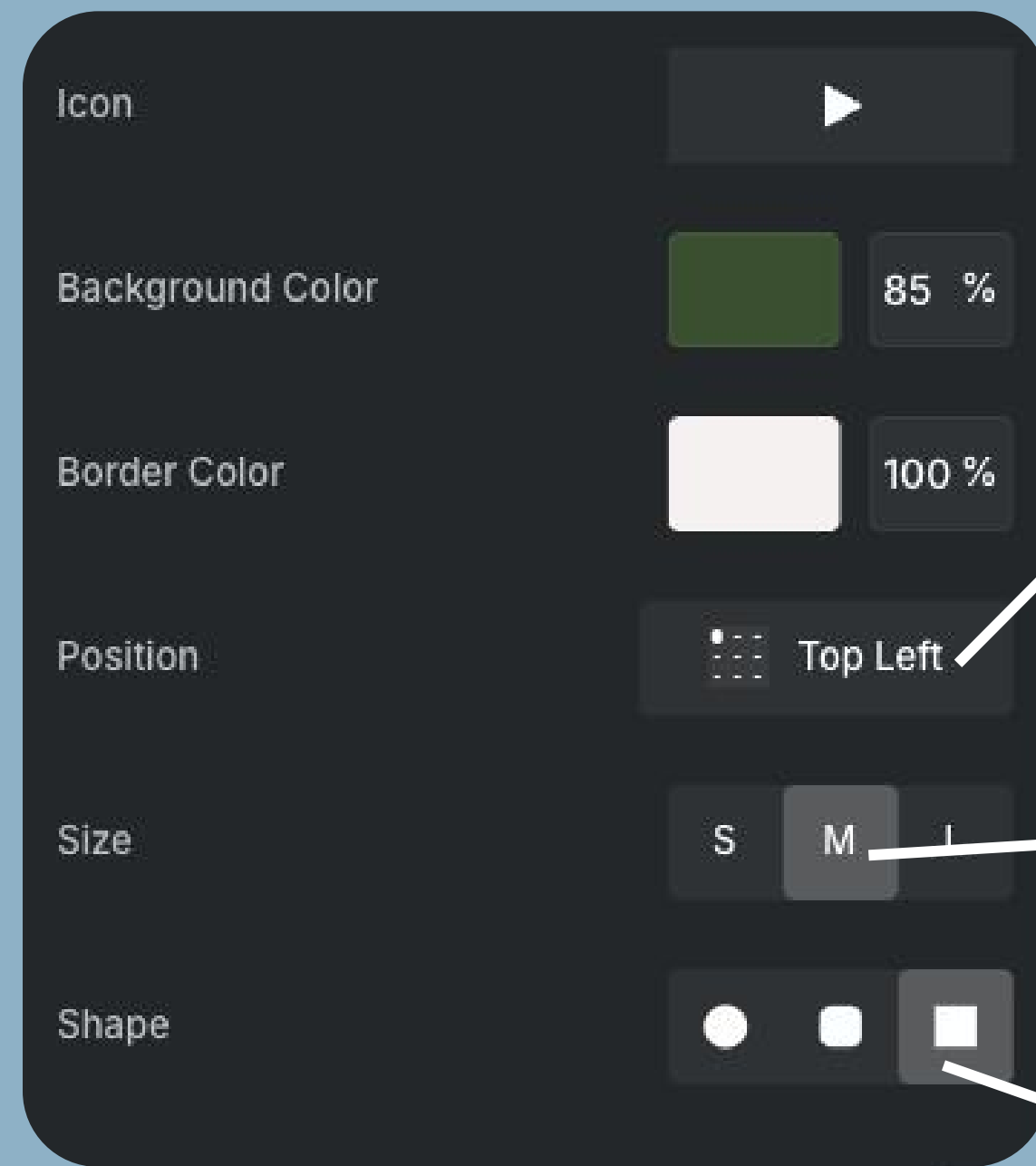


Type in "Border
Color" Hex Code
and "Set Opacity" to
100%

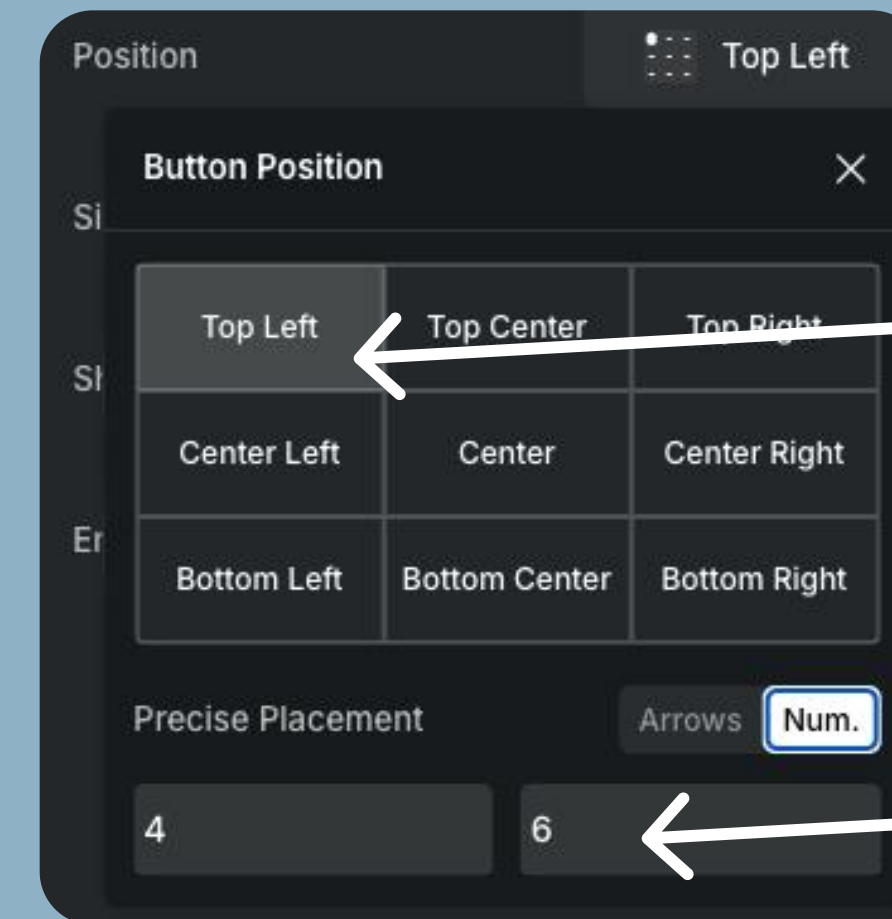
How to Create It

Fill with border in engaged state

New Button Panel



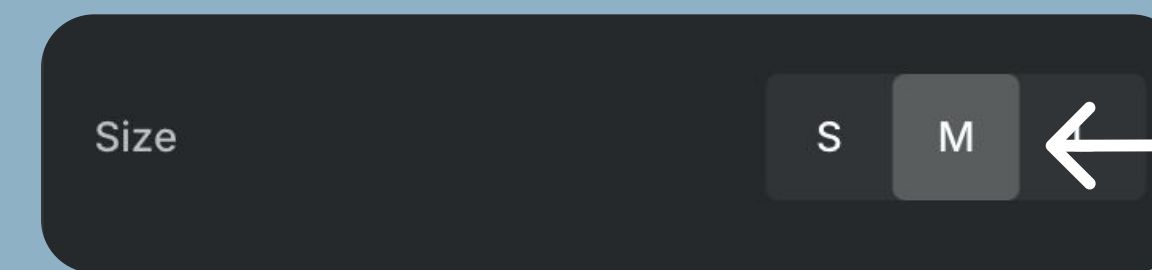
Position



Choose "Location"

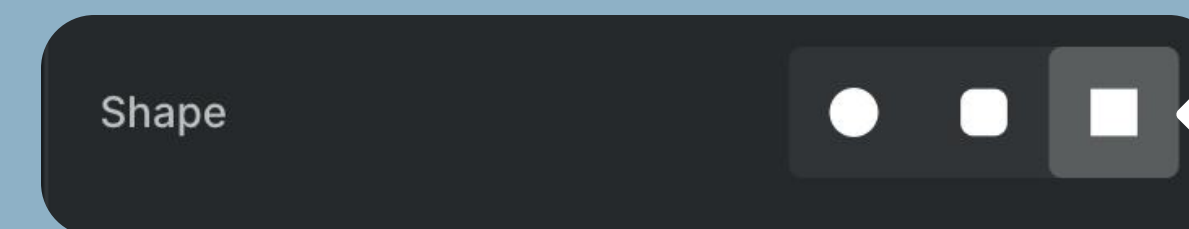
Choose "Number" option
Type in numbers to offset from image edge

Size



Choose "Medium"

Shape



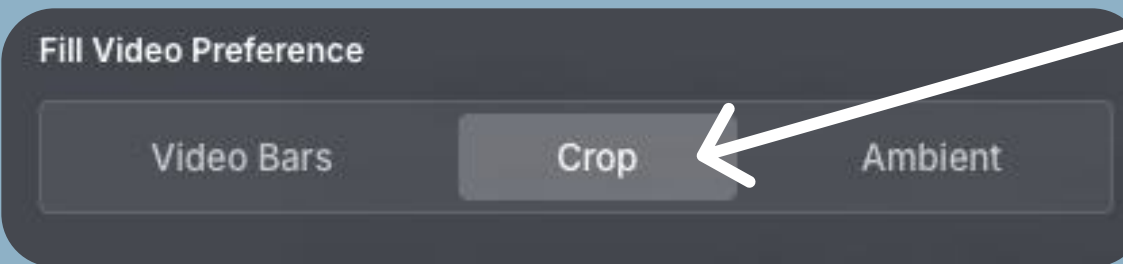
Choose "Square"

How to Create It

Fill with border in engaged state

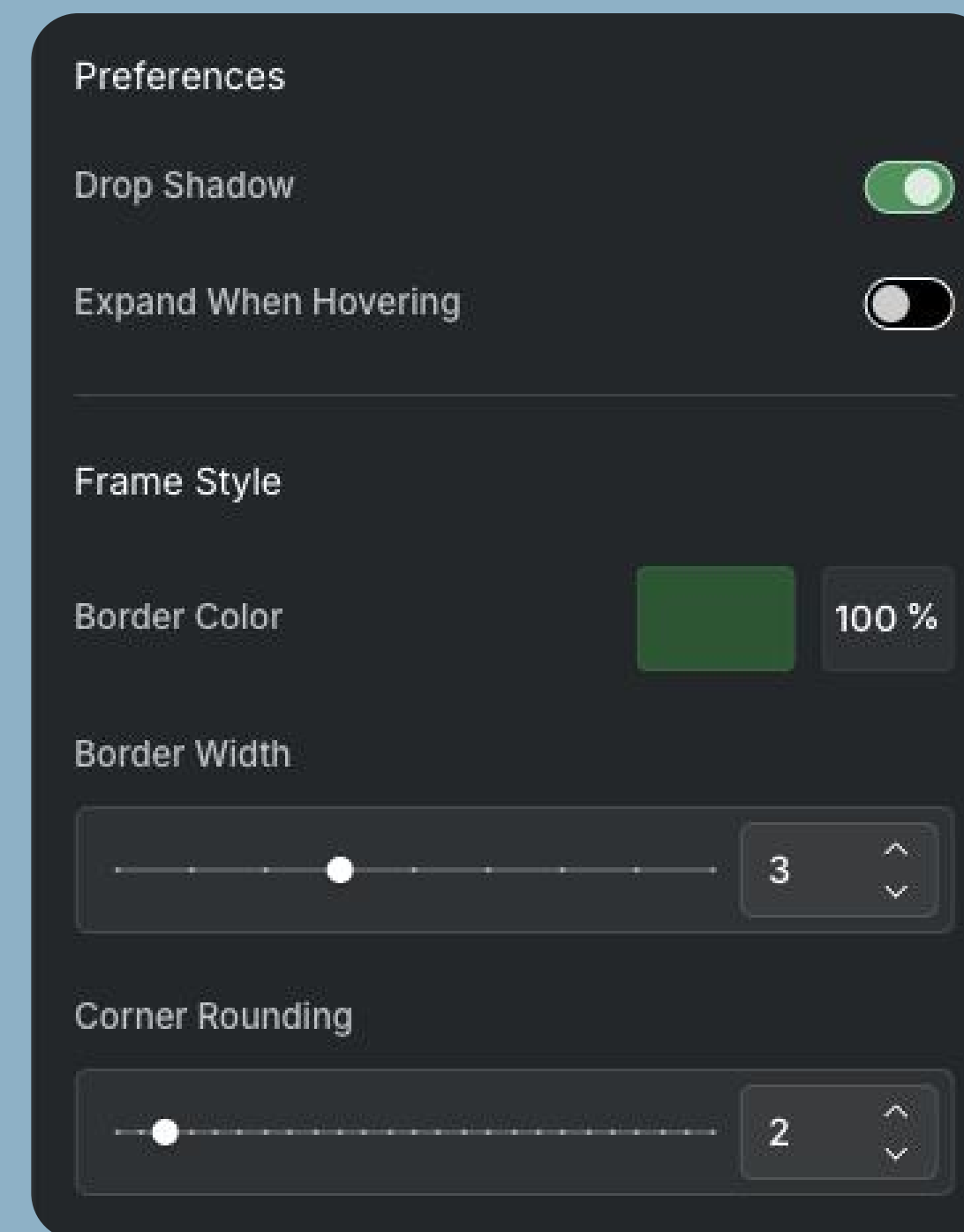
Style Engaged State

Fill Video Preference



Choose "Crop"

Styles



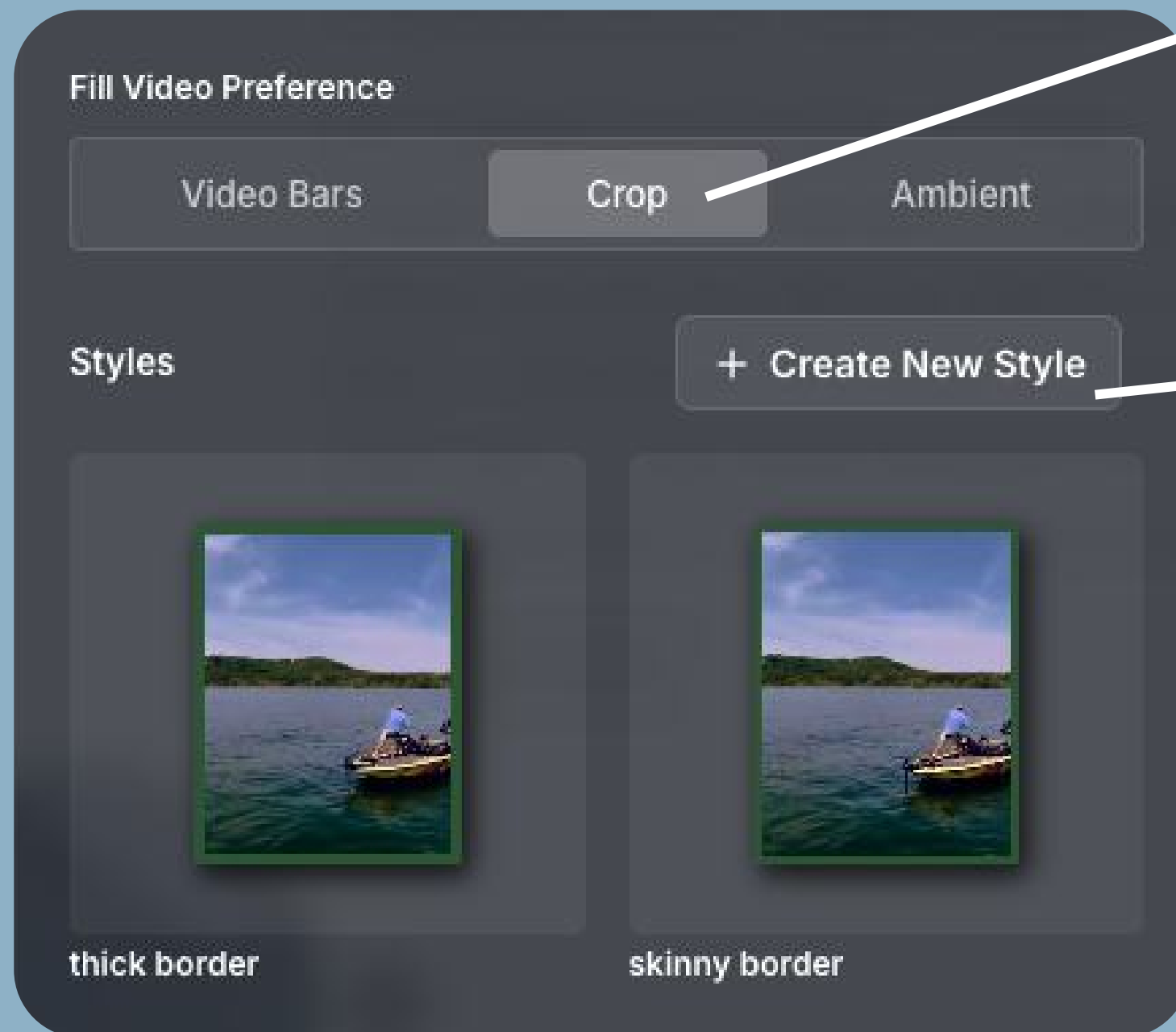
Choose "Drop Shadow"

Type in "Border Color" Hex Code and "Set Opacity" to 100%

Choose "Frame Border Width 3"

Choose "Corner Rounding 2"

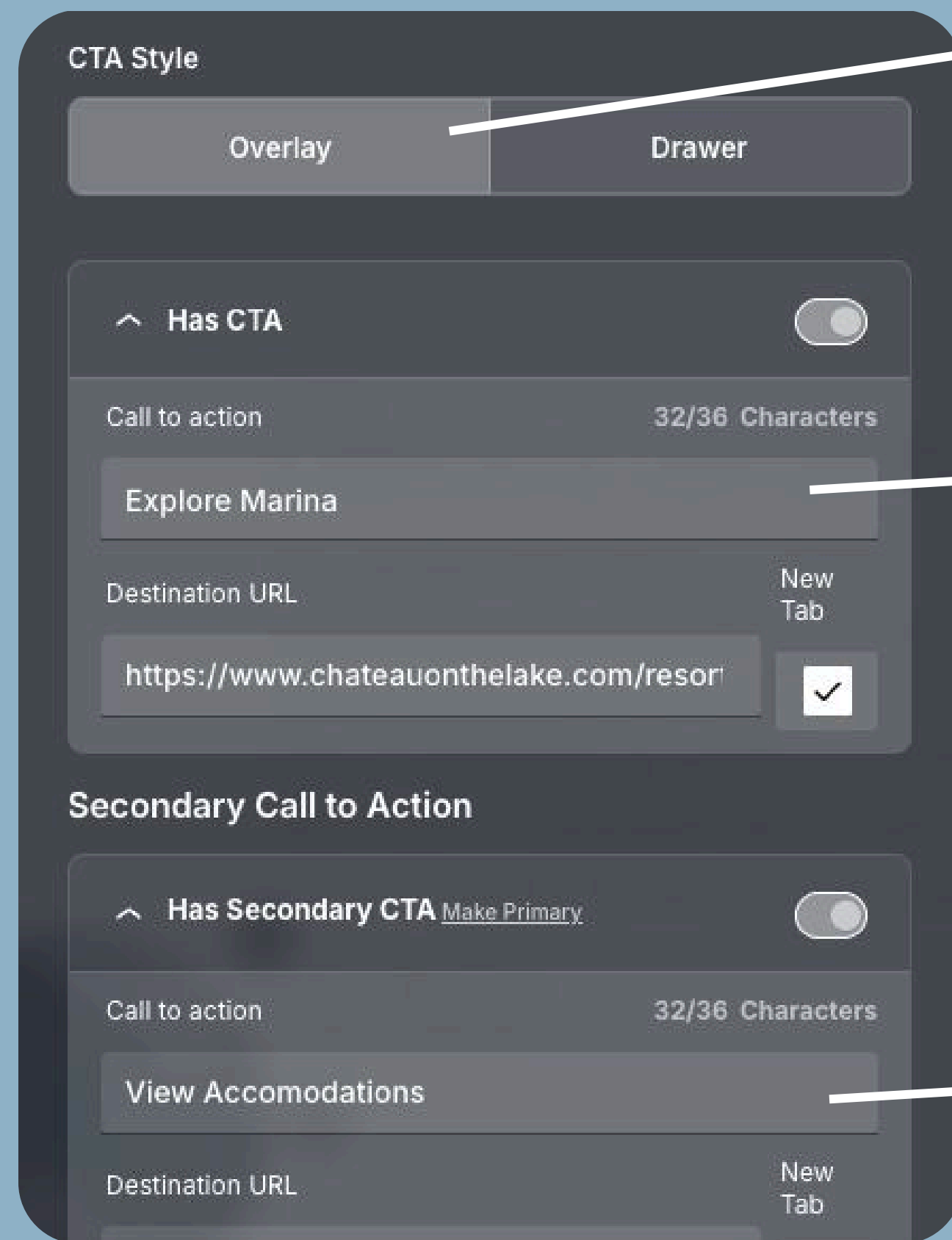
Click "Create New Style"



How to Create It

Fill with border in engaged state

Add CTA Panel



CTA Style

Overlay Drawer

Has CTA

Call to action 32/36 Characters

Explore Marina

Destination URL New Tab

https://www.chateauonthelake.com/resor

Secondary Call to Action

Has Secondary CTA Make Primary

Call to action 32/36 Characters

View Accomodations

Destination URL New Tab

CTA Style



CTA Style

Overlay Drawer

Choose "Overlay"

Primary CTA

Type "Call to Action" and URL

Secondary CTA

Type "Call to Action" and URL

Additional Use Cases

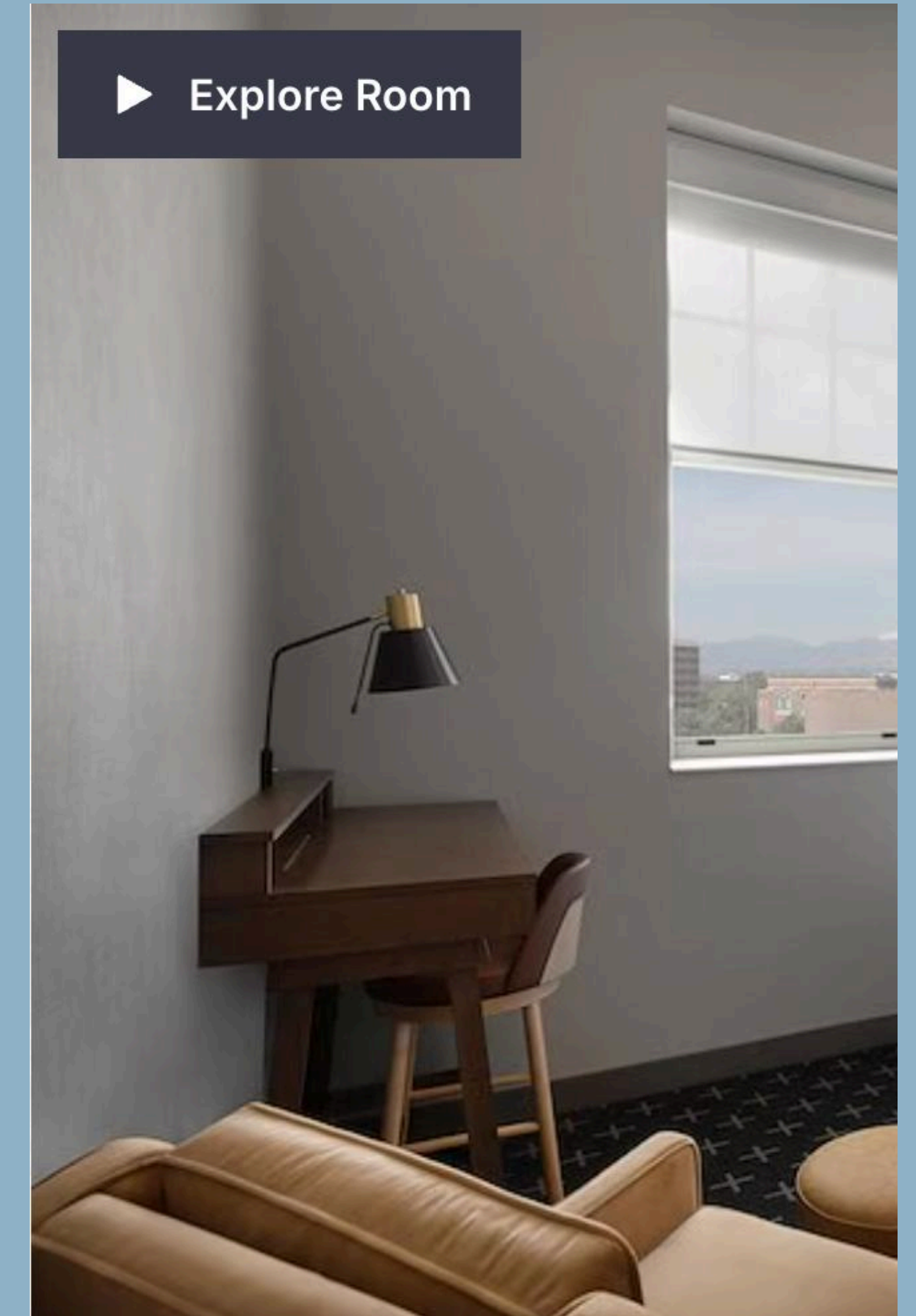
Sandos Cancun



Homecleanse



The Slate



Styling Stories

Content that *speaks* to your audience



The Main Goal

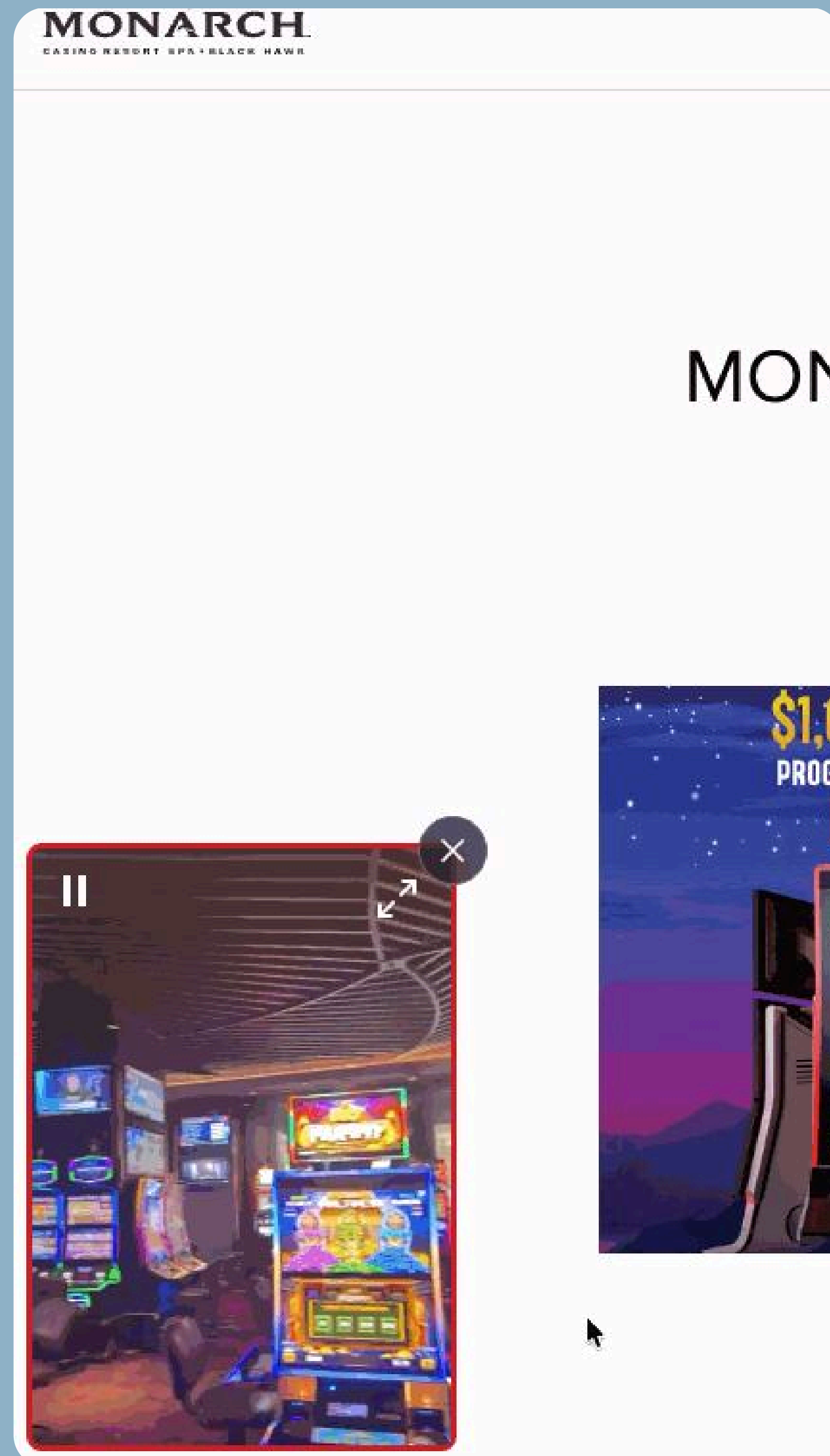
Style Stories to create a cohesive, easy-to-follow narrative that organizes content into a clear, seamless progression users can navigate at their own pace

Basic Styling Tips

- Utilize Pin styling defaults to align with site/page branding
- Choose 4 to 5 different pieces of vertical video content
- Use clear headers to immediately communicate the focus of each video, helping site visitors quickly understand what they're watching
- Choose the best text color and size
- Change overlay value if needed to make text stand out
- Use arrow controls so guests can control their experience

Stories Unique Uses

Monarch Casino, Resort & Spa



Story with Pin
Closing Function

How to Create It

Story with Pin Closing Function

Choose Content

The screenshot displays a content management interface with a top navigation bar and a main content area. The top bar includes buttons for '+ Add Content', 'Create Folder', and 'Create Story', along with a '9 Total' indicator, a 'Filter By Tags' dropdown, a search box labeled 'Search by title...', and dropdown menus for 'All Content' and 'Orientation'. The main content area is titled 'Content' and features a grid of video thumbnails. Each thumbnail is accompanied by a 'Video' icon, an upload date, a title, and an 'Add Tag' button. The thumbnails show various casino scenes, including slot machines and gaming tables.

Content

+ Add Content Create Folder Create Story 9 Total Filter By Tags Search by title... All Content Orientation

Video uploaded 4/15/2025 Table games .mov Add Tag

Video uploaded 1/20/2025 slots2.mov Add Tag

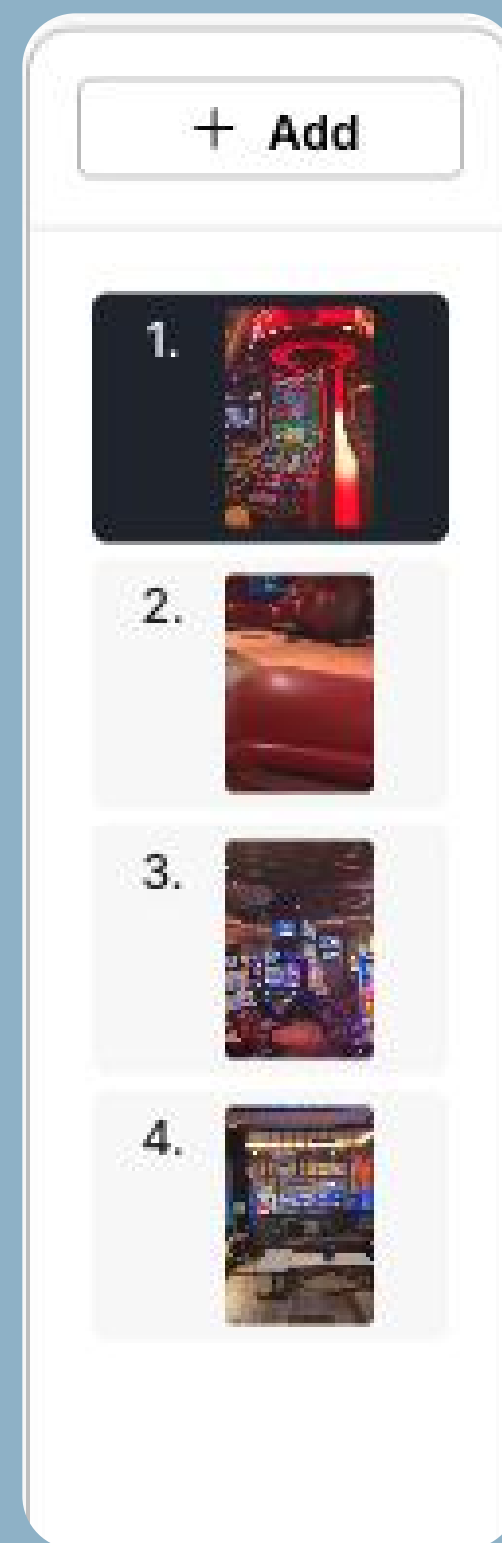
Video uploaded 1/20/2025 table games2.mov Add Tag

Video uploaded 1/20/2025 highlimit2.mov Add Tag

How to Create It

Story with Pin Closing Function

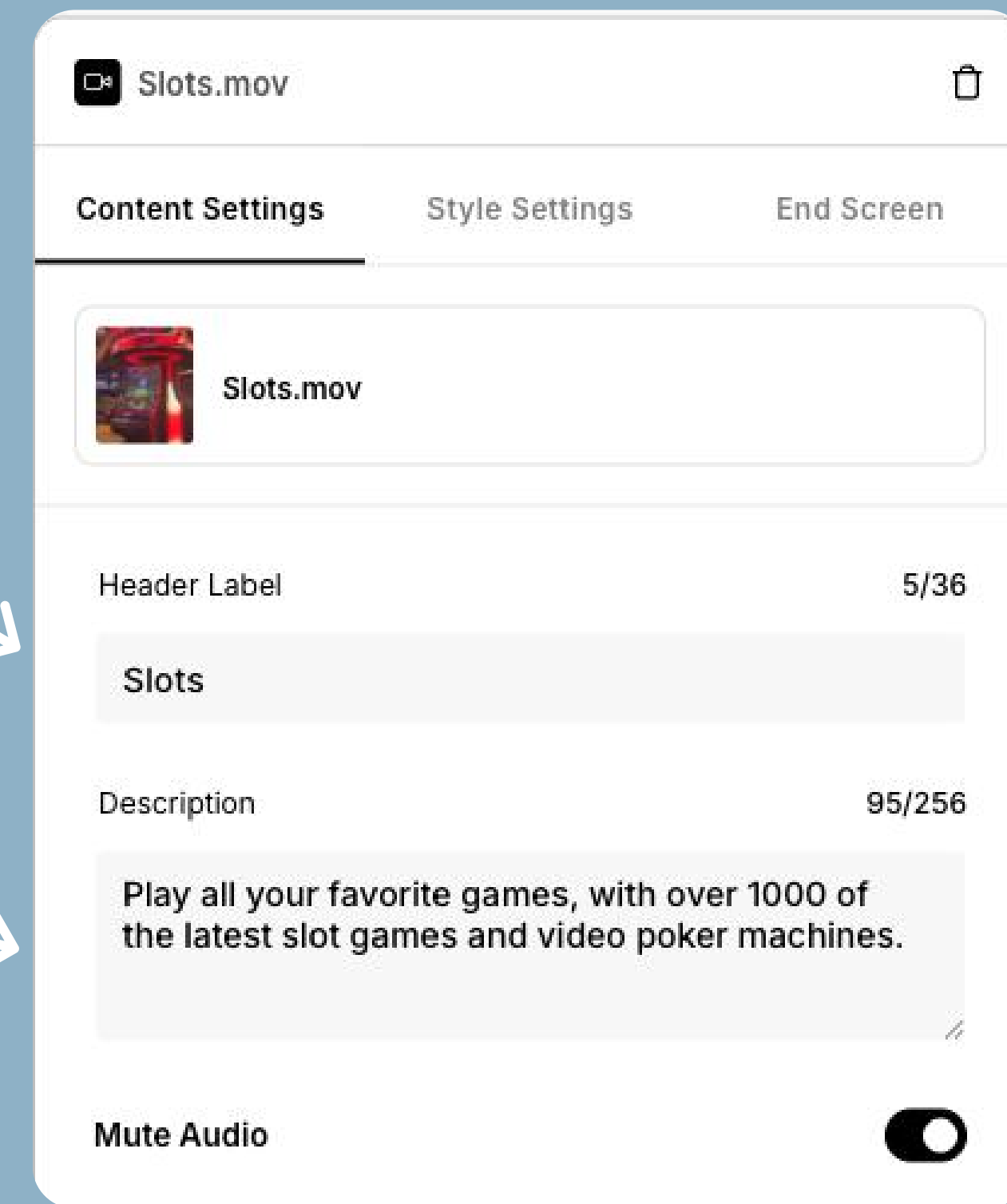
Content Order



Chosen
"Content" will
be here

Drag and drop
to reorder
"Content"

Content Settings



Add
"Header Text"

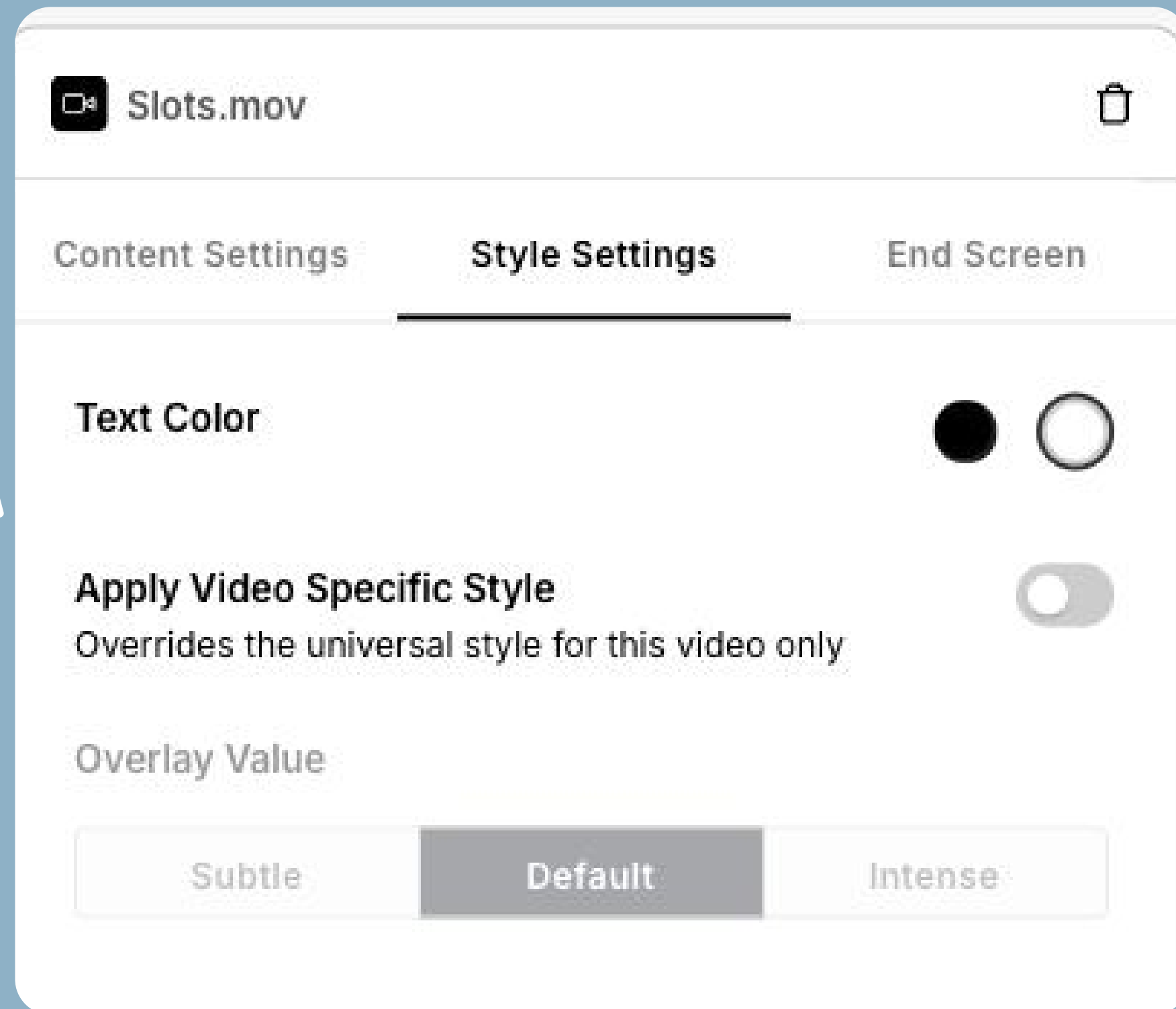
Add
"Description"

Choose
"Mute Audio"

How to Create It

Story with Pin Closing Function

Style Settings



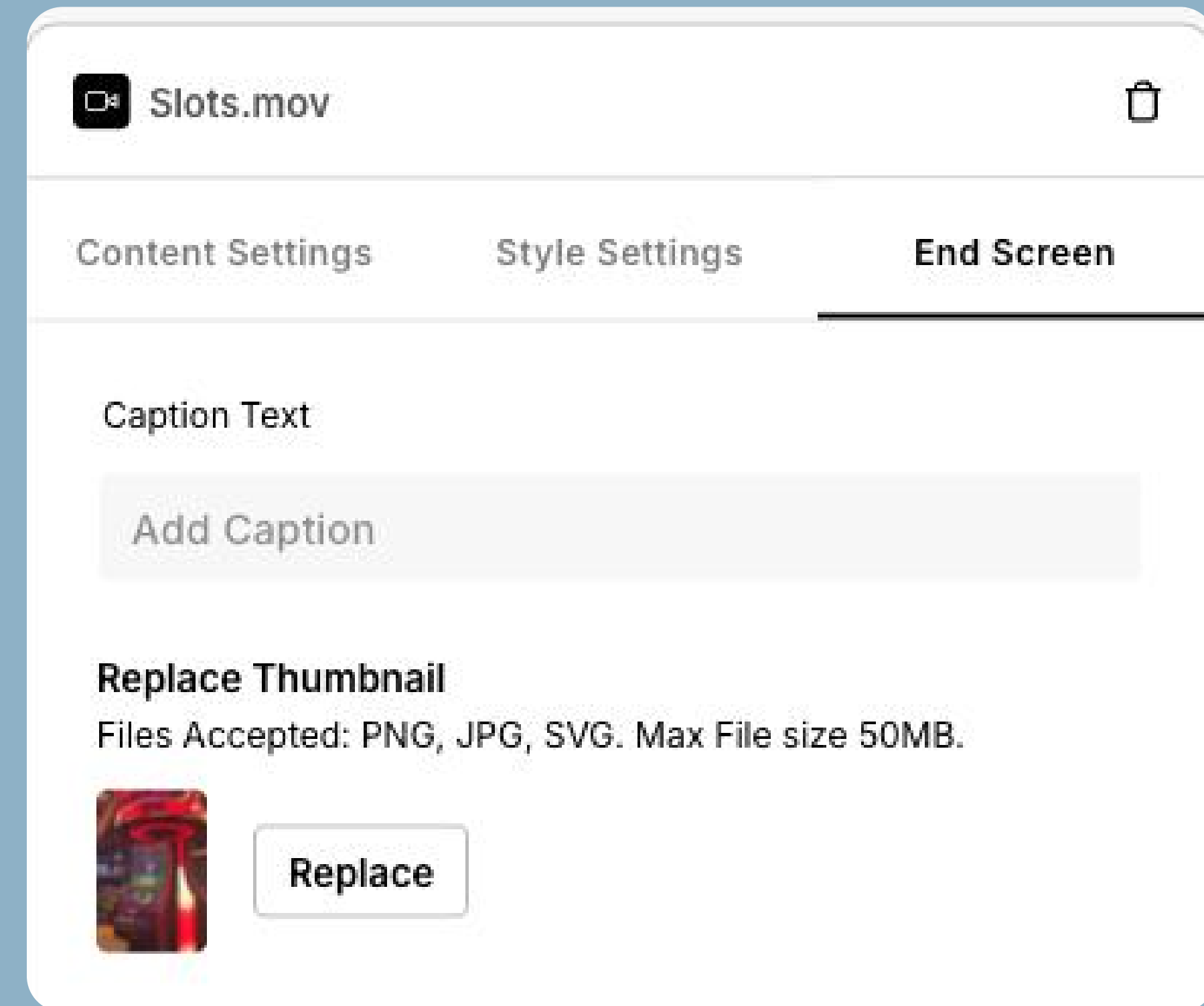
Choose
"Text Color"



Choose
"Video Specific
Style" if individual
styling is needed



End Screen

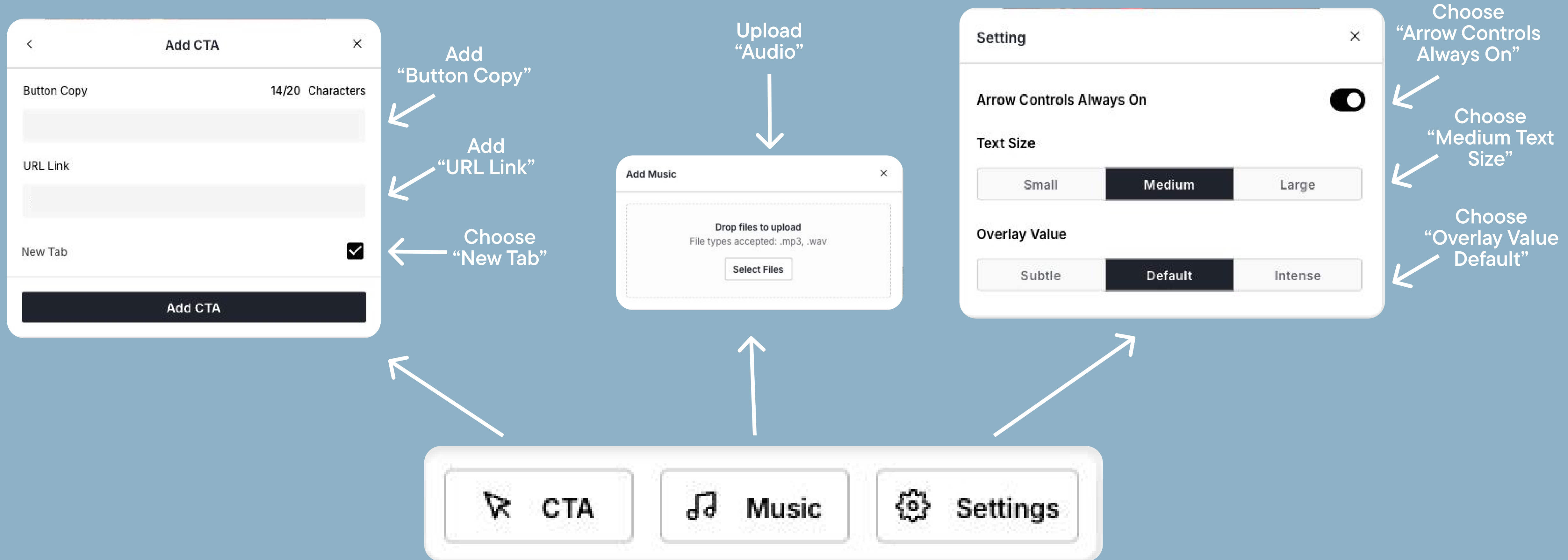


Add
"Caption Text"
for end screen



How to Create It

Story with Pin Closing Function



CTA, Music, Settings

Tips to Start Styling Moments Today

- Start with One Moment Type
- Define the Goal Before Styling
- Focus on Strategic Placements When Styling Each Page
- If Interested in More Styling Customizations for Fill & Stories Reach Out for Additional Resources
- Meet with Your Account Manager

Thank you!

We appreciate you joining us. If you have additional thoughts or questions please reach out. We'd love to hear from you!

We will be sending out the webinar recording and survey shortly.

