
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

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.

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.

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.

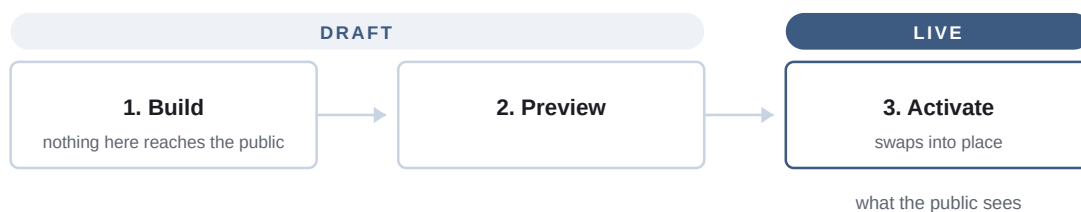


Figure 2. The draft lifecycle. The live site only changes at step three.

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 draft banner across the top of the preview. No banner 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.

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, Menu, Footer, Appearance, Languages - five on a community, which has no Pages or 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: there is no Pages tab, so there is no pages count and Copy

content offers five choices instead of seven; there are no automatic builders to launch; and there is no Save as template. Chapter 15 covers the community builder in full.



SCREENSHOT SLOT 19

The variant list: your drafts and the live site.

Drop the file in as `images/en/19-variants.png`

Screenshot 19. The variant list: your drafts and the live site.

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.

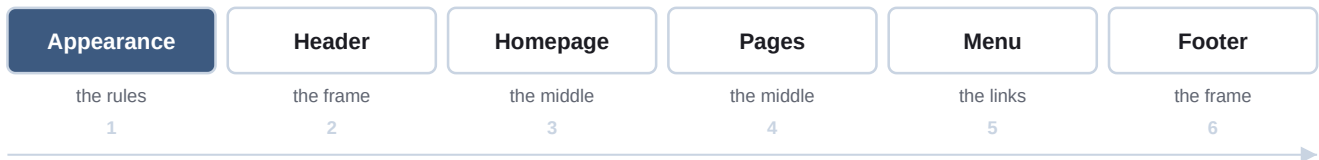
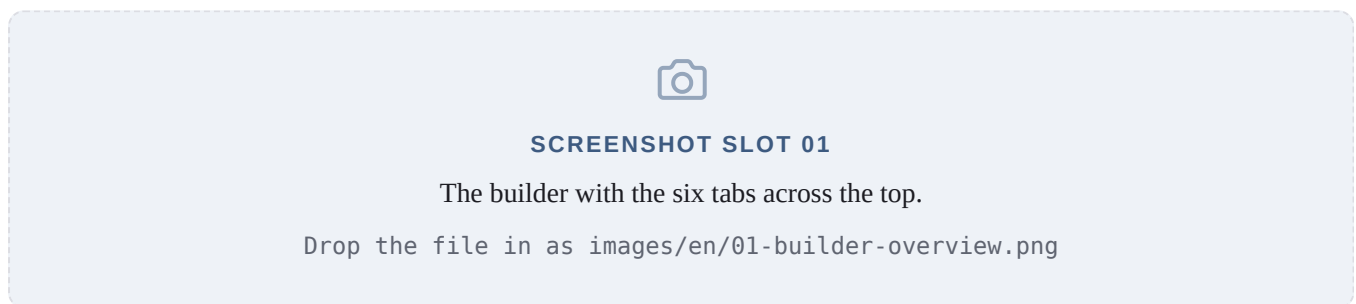


Figure 3. The tab bar is the study order.



Screenshot 01. 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.
- 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 draws a dashed outline as you work, in two colors:

- **Green** is a light touch: 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".
- **Red** is where your edits land right now: the section whose form is currently open. It has a gentle pulse so your eye keeps finding it.

You can have more than one section's form open at a time, and the red outline 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 red outline 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.

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.

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



SCREENSHOT SLOT 02

The Appearance tab and its cards.

Drop the file in as images/en/02-tab-appearance.png

Screenshot 02. 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.

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.
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.
Layout & Type	Roundness, shadow, button weight, text size, spacing, alignment.
Section Animations	The site-wide default entrance animation per scope; Randomize; Custom.



SCREENSHOT SLOT 03

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

Drop the file in as `images/en/03-appearance-general.png`

Screenshot 03. 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.

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.

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.

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.

Fonts, layout and type

The Fonts card assigns typefaces by role: headings, body, the brand name, the menu, the tagline. Roles, not places. Set the heading font once and every heading on the site follows.

The Layout and Type card holds the quiet controls with the loudest effect: corner roundness, card shadow depth, button weight, whether buttons shout in capitals, base text size, how much heading sizes escalate, how much air sits between sections, and default text alignment. If a site feels wrong but you cannot name why, the answer is usually on this card.



SCREENSHOT SLOT 04

The Fonts card.

Drop the file in as `images/en/04-appearance-fonts.png`

Screenshot 04. The Fonts card.



SCREENSHOT SLOT 05

The Layout and Type card.

Drop the file in as `images/en/05-appearance-layout.png`

Screenshot 05. 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.

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.

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 SLOT 06

The Header tab.

Drop the file in as `images/en/06-tab-header.png`

Screenshot 06. The Header tab.



SCREENSHOT SLOT 07

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

Drop the file in as `images/en/07-header-zones.png`

Screenshot 07. 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 SLOT 08

The eight header templates.

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Screenshot 08. 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.
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.
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.

COMPONENT	WHAT IT DOES
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.

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.

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 SLOT 09

The Homepage tab: the section stack.

Drop the file in as `images/en/09-tab-homepage.png`

Screenshot 09. The Homepage tab: the section stack.



SCREENSHOT SLOT 11

One section opened, showing its settings.

Drop the file in as `images/en/11-section-config.png`

Screenshot 11. 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.

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.

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.

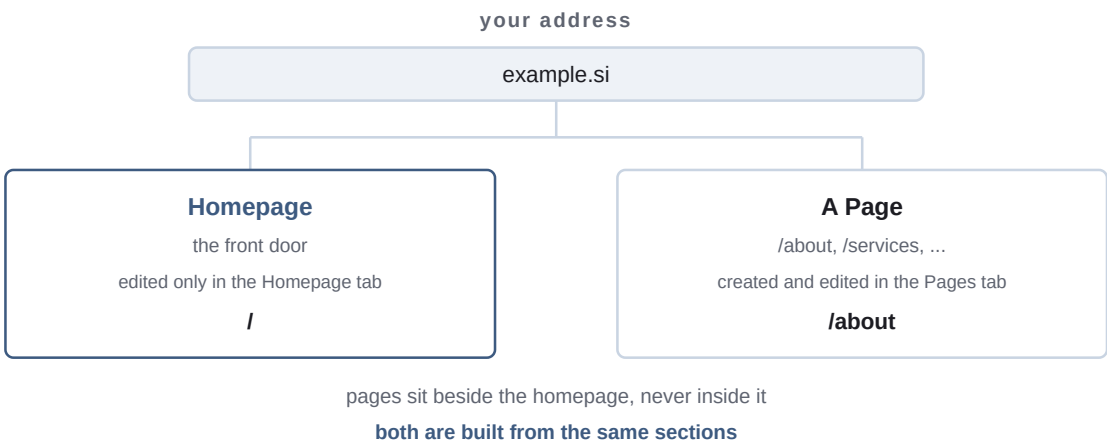


Figure 4. The homepage is the front door. Pages sit beside it.



SCREENSHOT SLOT 13

The Pages tab.

Drop the file in as images/en/13-tab-pages.png

Screenshot 13. The Pages tab.

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. Each arrives with sections already chosen and placeholder text written for the purpose.

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

STARTER PAGE	WHAT IT GIVES YOU
--------------	-------------------

Events	Your upcoming events, kept up to date.
--------	--

Services	What you offer, with your products.
----------	-------------------------------------

Contact	Your address, hours, and a map.
---------	---------------------------------

Gallery	A photo and video gallery.
---------	----------------------------

Pricing	Your plans and prices, clearly laid out.
---------	--

Reviews	Testimonials from the people you have helped.
---------	---

Team	The faces behind your organization.
------	-------------------------------------

Shop	Your products, ready to browse and buy.
------	---

FAQ & Support	Answers to common questions, plus how to reach you.
---------------	---

Blog	Your latest articles and news, updated automatically.
------	---

Coming Soon	A teaser page with a countdown and signup.
-------------	--

Program	A schedule with an agenda and event calendar.
---------	---



SCREENSHOT SLOT 14

Creating a page.

Drop the file in as `images/en/14-page-create.png`

Screenshot 14. Creating a page.

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.

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 SLOT 15

The Menu tab.

Drop the file in as `images/en/15-tab-menu.png`

Screenshot 15. 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 inside a drop-down, used to group the entries under 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 **Item** saves you building a page for something you have already written.



SCREENSHOT SLOT 16

The route picker.

Drop the file in as `images/en/16-menu-routes.png`

Screenshot 16. 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.

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.

CONTROL	WHAT IT DECIDES
Custom title	Replaces the page heading. Blank keeps the menu label.
Subtitle	One line under the heading.
Search box	Adds a box that filters the list as the visitor types.
Built-in filters	Shows or hides the controls the route already has, such as the Upcoming and Past tabs.
Header alignment	Centred, or pushed to the left.
Result count	Shows how many things are listed.
Empty state text	What the page says when there is nothing to list.

The title and subtitle 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. The heading is centred unless you switch the alignment to the left.

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.



SCREENSHOT SLOT 23

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

Drop the file in as `images/en/23-menu-presentation.png`

Screenshot 23. 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

CALENDAR

Variant Events per day Calendar navigation Fullscreen button

ORGANIC

Week starts on Blob shape Opened day layout Multi-day events Category legend
Legend position Filter by tapping a category Event count badge Previous / next month
Fullscreen button

MAP

Map height (px)

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, how irregular the blobs are, whether tapping a category filters the calendar, how tall the map is.

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 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 all offer an **Items on this site** group alongside your pages, so a button can send a visitor to one published item without that item ever appearing in the menu.

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.
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.

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.

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.



SCREENSHOT SLOT 17

The Footer tab.

Drop the file in as `images/en/17-tab-footer.png`

Screenshot 17. The Footer tab.



SCREENSHOT SLOT 18

The footer component toggles with their status pills.

Drop the file in as `images/en/18-footer-components.png`

Screenshot 18. 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.

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.

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.

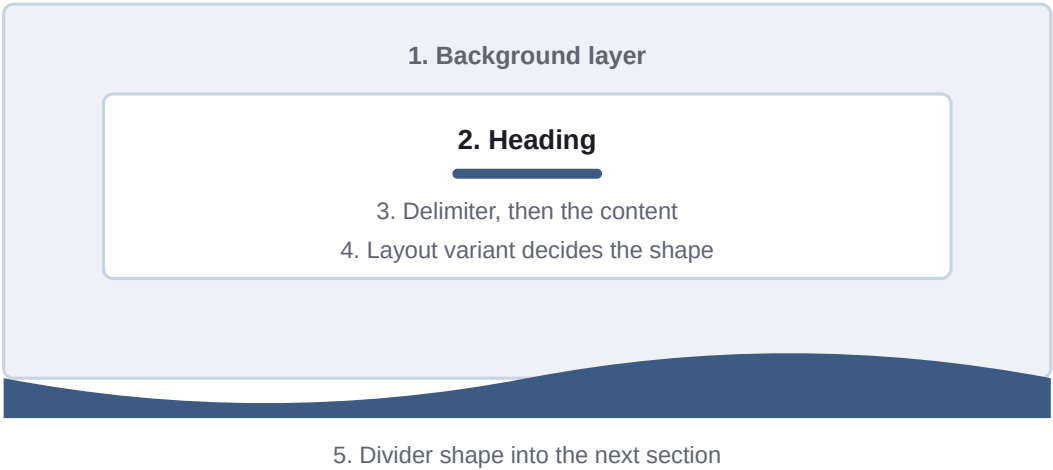


Figure 5. The layers every section is built from.

BACKGROUND	EFFECT
Light	A pale surface. The default resting state.
Dark	A deep surface. Use to punctuate.
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, Primary and Secondary are solid fills, the last two drawn from your brand colors in Appearance. Gradient, Mesh and Image are richer, and each unlocks its own set of variations.

SET	CHOICES
Solid finishes	<button>Flat</button> <button>Soft</button> <button>Vignette</button> <button>Grain</button>
Gradient kinds	<button>Deep</button> <button>Duo</button> <button>Radial</button> <button>Sweep</button>
Mesh kinds	<button>Diagonal</button> <button>Aurora</button> <button>Spotlight</button> <button>Twin</button>

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.

OVERLAYS

None Darken Lighten Tint Primary Tint Secondary



SCREENSHOT SLOT 12

The background controls shared by every section.

Drop the file in as `images/en/12-section-background.png`

Screenshot 12. 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
On a gradient	None Pan Rotate
On a mesh	None Drift

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. There are twenty-eight shapes. The fill decides which color the shape is drawn in, so it can carry the color of the section it points into.

THE 28 DIVIDER SHAPES



DIVIDER FILL

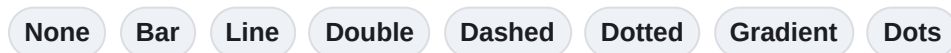


Use one shape family across a site. A wave here and a zigzag there reads as indecision.

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.

DELIMITER STYLES



Width and spacing

Two controls decide how much room a section takes.

Section Width is either **Full Width**, where the content runs edge to edge, or **Contained**, where it sits inside the same centered column as the rest of the site. Backgrounds always span the full width either way; this only moves the content on top of them. Full width suits heroes, images and maps. Contained suits anything with a line of text in it, because text that runs the whole width of a monitor is genuinely hard to read.

Vertical Spacing is the air above and below the section. Left on **Default** it inherits the rhythm set by your design theme, 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.

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.

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.



SCREENSHOT SLOT 10

The Add Section picker.

Drop the file in as `images/en/10-section-picker.png`

Screenshot 10. 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.

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.

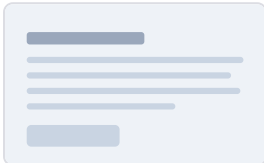


Image & Text

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 powered by the block editor. Mix headings, text, images, and more 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.

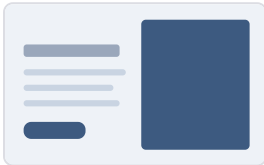


Media Grid

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.



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).

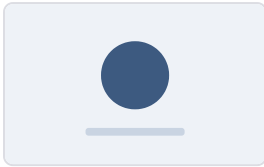


Image Divider

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

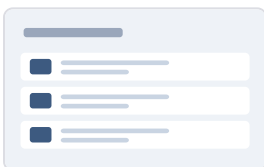
Drop in a lightweight vector animation. Pick one from the built-in pack, paste a LottieFiles link, or upload your own .json or .lottie file. Great as a hero accent, a success burst, or a scroll cue. It stays crisp at any size and barely weighs a thing.

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.



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.

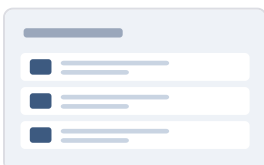
Avoid it: Orgs with zero published events. The section short-circuits to nothing, which leaves an awkward gap in the page flow.



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).

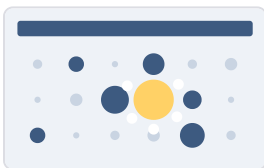


Calendar Grid

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.

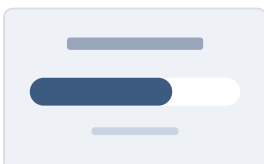


Organic Calendar

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.



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.

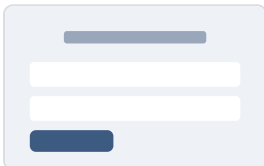


Item Spotlight

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.



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.

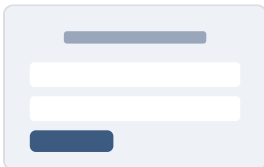
Avoid it: Orgs with a single flat price or pure event/shop orgs where pricing lives on individual product/event pages.

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 reviews 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 review. 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

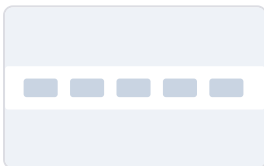
Grid Full cards with photo and bio.

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.



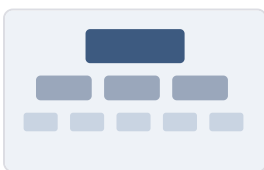
Logo Cloud

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.



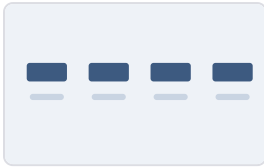
Sponsor Tiers

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.

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.

LAYOUTS YOU CAN CHOOSE

Shadow Soft shadowed cards.

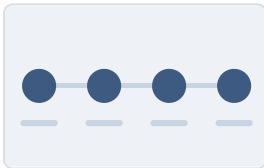
Bordered Hairline-bordered cells, no shadow.

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).



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).

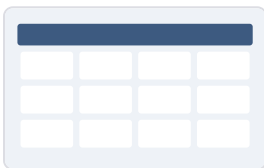
Avoid it: When all content is equally important and scanning matters (use sections instead of hiding behind tabs). When you have only 1-2 buckets (just stack them).

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.

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).

LAYOUTS YOU CAN CHOOSE

Split Text left, button right.

Centered Stacked and centered.

Stacked Left-aligned text, full-width button on a tinted card.

Banner Thin full-bleed strip, good near the footer.

Boxed Floating card with heavy radius and shadow.



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.

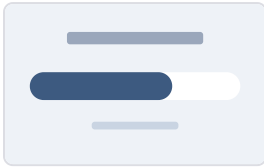


Survey / Quiz

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.

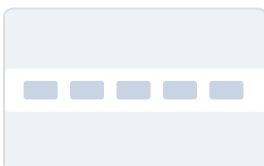


Scrolling Strip

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.

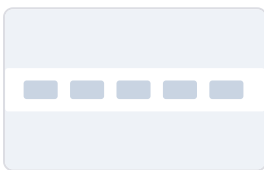


Info Strip

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.

Eight more, if you are building a community

Eight 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, and a showcase of sites built on Eventure. You will not see them in the picker on an organization site. They are covered in the appendix, chapter 15.

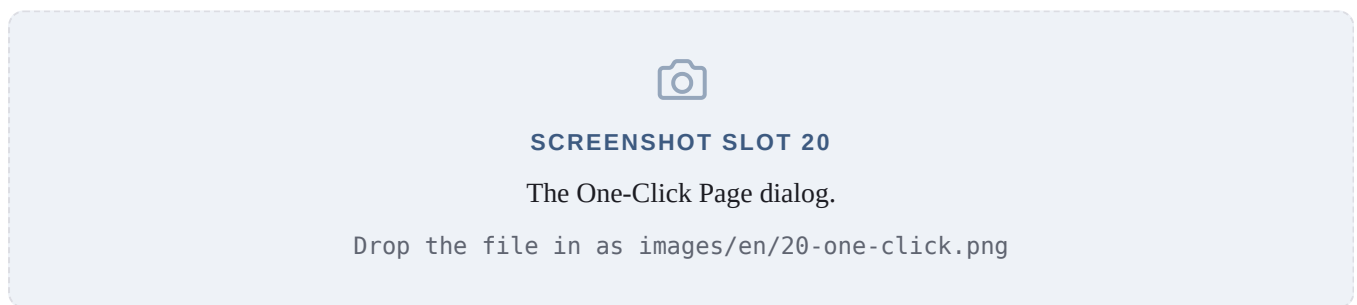
The three launchers

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.

They differ only in how much they ask you first.



Figure 6. Three ways in, one safe destination.



Screenshot 20. The One-Click Page dialog.

One-Click Page

Asks nothing. It builds a five-section one-page site 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, two sections chosen from whatever you actually have content for, and a contact section. 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 21

The Site Wizard, step one.

Drop the file in as `images/en/21-wizard.png`

Screenshot 21. The Site Wizard, step one.



SCREENSHOT SLOT 22

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

Drop the file in as `images/en/22-preview.png`

Screenshot 22. The preview, showing the site as a visitor sees it.

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.

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 Footer, the sections, the shared knobs, drafts and activation: identical. Chapters 1 to 5, 7, and 9 to 12 describe the community builder as accurately as they describe the organization one, and chapter 14 names the same controls. Chapter 6 is the exception - the Header tab is built differently here, and is covered below.

The section catalog in chapter 12 applies in full. A community builder is offered every one of those 42 sections, plus eight 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.

What is different

Five things.

1. There is no Pages tab

The community builder has **five tabs, not six**: Appearance, Header, Homepage, Menu, Footer.

This is not an omission. A community builds a single **landing page**, not a multi-page website. There is a front door and nothing behind it, so there is no page list to manage and nothing for chapter 8 to describe. Everything you build lives in the Homepage tab.

The Menu tab still exists, because a community menu still points somewhere: at the community's own built-in routes, and at any address you like.

Two smaller consequences follow. The variant switcher shows no pages count, because there are none to count. And Copy content offers five things to carry over - Homepage sections, Menu, Footer, Appearance, Languages - rather than the organization builder's seven, since neither Pages nor Header exists to be copied.

2. There are no automatic builders

Chapter 13's three launchers - One-Click Page, Site Wizard and Guided Setup - are organization-only. A community landing page is built by hand, section by section, from the Homepage tab. Everything chapter 13 says

about them producing safe drafts is still true; there is simply nothing to launch here.

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. Three cards:

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.

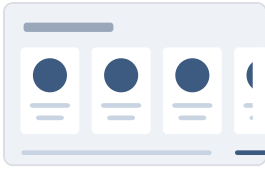
Header background colors the bar on *every* page of the site. Header color takes one of your brand colors or any hex, and leaving it empty keeps the theme default; the text color is then chosen for you, so a dark header does not keep dark links. Frosted glass makes the bar translucent and blurs whatever 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.

5. Six sections exist here that an organization site never sees. They are the rest of this appendix.

Six sections you will not see on an organization site

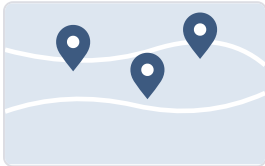
These exist only in the community builder, because they describe things only a community has: member organizations, a shared calendar, a shared conversation. They behave like every other section, including the shared knobs from chapter 11.



Organizations

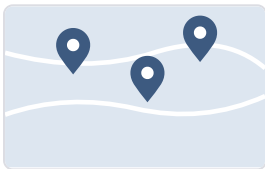
Introduce the organizations that make up this community. Show them as informative cards, a strip of logos, or a compact list - all members automatically, or a hand-picked, ordered selection.

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.



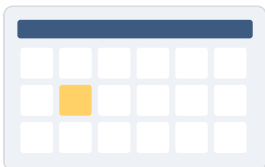
Organizations Map

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.



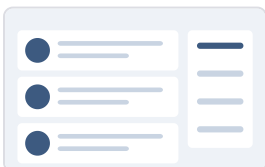
Community Calendar

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.



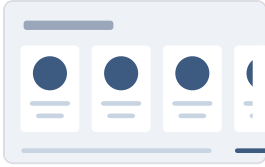
Discussions

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

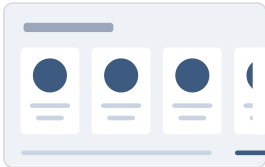
Show the giveaways community members are offering, each as a card, with a button for members to post their own.



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.