



# Virtual Event Graphics & Artwork Guide

## Event Logo (for web)

- Your logo will be used in the navigation bar of your desktop home page and on the mobile app's login page. The system will automatically resize to fit in both places.
- Format:
  - **Preferred:** Vector image (.svg, .ai, .eps)
  - **HIGH QUALITY .png** or **.jpg**
  - **Size:** Larger than **600px x 600px**

## Event Logo (for print)

- This logo will be used for printed documents such as when attendees print the event agenda. We recommend PNG or JPG. The system will automatically resize to fit, however.
- Format:
  - **Preferred: HIGH QUALITY .png** or **.jpg**
  - **Size:** Larger than **600px x 600px**

## Event Logo (for email)

- Your logo will be displayed on top of the emails that you send through the communication system.
- Format:
  - **Preferred: HIGH QUALITY .png** or **.jpg**
  - **Size:** Larger than **600px x 600px**

## Company Logo

- System will auto-resize
- Format:
  - **Preferred:** Vector image (.svg, .ai, .eps)
  - **HIGH QUALITY .png** or **.jpg**
  - **Size:** Larger than **600px x 600px**

## Favicon (icon for browser tab)

- Your favicon will be displayed in the browser bar next to the site name when people visit your web site as well as in the mobile browser.
- Size: Larger than **128 x 128 px**
- Format:
  - **Must be: .ico** or **.png**
  - **Size:** Larger than **128px x 128px**
  - For best result you should upload a square image

## Color Palette

- Include **HEX codes**
- Please provide:
  - Primary Color
  - Secondary Color
  - Background Color

## Design

- Please provide:
  - A link to your registration site or a similar website for design reference.
  - Brand Guidelines
  - Examples of desired styles

## Fonts

- Choose **up to 2** from list:
  - **Heading**
  - **Subheading**
- Custom Font (if desired)
  - Format: **.woff (Web Open Font Format)**

## Background image

- Size: **Minimum 1440px width**
- Format:
  - **Preferred: .jpg**

## Logos for Sponsors

- System will auto-resize
  - \*It is best if the image is landscape vs square or portrait\*
- Format:
  - **Preferred: Vector image (.svg, .ai, .eps)**
  - **HIGH QUALITY .png or .jpg**

Arial
<b>Arial Black</b>
Courier New
Georgia
<b>Impact</b>
Lucida Console
Lucida Grande
Palatino
Times New Roman
Trebuchet MS
Verdana
<b>BreeSerif</b>
Montserrat
OpenSans
Oswald
PlayfairDisplay
Roboto
RobotoSlab
Titillium