Event Branding

- Add text, images, and other media to the registration page

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- Buttons, tabs, and title bar color | Bar layouts

- Customize the event title and date | Bar layouts

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Add text, images, and other media to the registration page

All registration layouts include a dedicated space for additional content. By default, this space - called the landing text - is empty. You can edit it and include additional event information, images, speaker headshots, links, and videos on your registration page. You can also add your own custom code or use auto-fields to include the event title, date, duration, or reminder buttons on the page.

The landing text area is in the registration container, either next to the registration form (open layouts and 2-column bar layout) or spanning the width of the registration container (one-column and popup registration bar layouts).

To add content to the registration page:

Go the Registration tab, scroll to the Customize Event Landing Page section, and open **Landing Page Content**. Next to Landing Text, select **Custom** to open the text editor.

Point to buttons on the toolbar to learn more about each option.

LandingPage-Content-TextEditor-Toolbar.png

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When you first open the text editor, it includes auto-field placeholders for the event title, date, and the Add to Calendar button. If you want to include this information in the body of the page, clear the Title Bar Text and Date Bar Text fields so that it isn't duplicated.

Otherwise, at the right side of the editor, click **</>** to switch to code view and delete the placeholder code. Click </> again to switch back to the text editor view and add and format text, images, speaker headshots, links, and videos. Available auto-fields are displayed below the editor.

LandingPageContent-Custom-TextEditor@2x.png

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To learn more about auto-fields, see Auto-fields for event landing pages.

This example shows a registration page with an image, speaker headshots, and text.

BarLayout-RegPage+LandingPageContentCallout@1000px.png

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Button and tab color | Open layouts

The highlight color sets the color of the buttons on the registration page and the primary and sidebar tabs in the event window.

Note: The text color is automatically set to white or black, to contrast with the highlight color. If you select a dark color, the text is white. If you select a light color, the text is black.

To change the highlight color:

Go to the Player & Branding tab. Open **Advanced Branding** and set the Highlight Color.

This example shows green buttons on the registration page and green tabs on the event window.

OpenLayout-RegPage+EventWindow-HighlightColorCallout_cropped.png

Image not found or type unknown

Buttons, tabs, and title bar color | Bar layouts

The highlight color sets the color of the title bar, buttons, and the ruling line above the footer on the registration page. The highlight color is also used for the primary and sidebar tabs in the event window.

Note: The text color is automatically set to white or black, to contrast with the highlight color. If you select a dark color, the text is white. If you select a light color, the text is black.

To set the color for buttons, tabs, and the title bar:

Go to the Player & Branding tab. Open **Advanced Branding** and set the Highlight Color.

This example shows a blue title bar and buttons on the registration page and blue tabs on the event window.

BarLayout-RegPage+EventWindow-HighlightColorCallout_cropped.png

Image not found or type unknown

Customize the event title and date | Bar layouts

By default, the registration page includes the event title in the title bar and the event date and time and a calendar reminder button in the date bar. You can change the bar colors and update the text displayed. You can also hide the title bar, date bar, or both.

Jump to: Set the bar colors | Change the bar text

Set the bar colors

Customize the colors of the title and date bars to match your brand.

To set the bar colors:

Go to the Player & Branding tab. Open **Advanced Branding** and for the:

- Title Bar, set the Highlight Color

- Date Bar, set the Date Bar Color

The Highlight Color also sets the color of the buttons on the registration page and the buttons and tabs on the event window. To learn more, see Buttons, tabs, and title bar color | Bar layouts.

Note: The text color is automatically set to white or black, to contrast with the bar color. If you select a dark color, the text is white. If you select a light color, the text is black.

This example shows the title bar and date bar colors on the registration page.

BarLayout-RegPage-TitleBar+DateBarColorCallouts_cropped.png

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Change the bar text

The registration page automatically displays the event title in the title bar and the date and time, and calendar reminder button in the date bar. This information is included by the __TITLE__, __DATE__, and __REMINDERBUTTON__ auto-fields. The benefit of auto-fields is that they automatically update when you make any changes to your event title or date on the Event Settings tab.

You can:

- Edit the text and provide additional event details or manually change the date and time

- Rearrange the auto-fields or include other auto-fields

- Hide the title bar or date bar by removing the text

For example:

- If you'd like to allow attendees to register for a Simulated Live event before scheduling a broadcast, you can update the event date and time to reflect the planned broadcast date.

- The original broadcast date and time are displayed on Live event replays. After the Live event, you can remove the date bar to avoid confusing attendees.

To change the text:

Go to the Registration tab. Scroll to the Customize Landing Page Content section and open **Landing Page Content**.

This example shows the registration page without a date bar. (Date Bar Text is empty.)

BarLayout-RegPage-NoDateBarCallout_cropped.png

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Customize the event title and date | Open layouts

By default, the registration page includes the event title, the event date and time, and a calendar reminder button. For Title Top layouts, these elements are centered on the page, above the registration form and the landing page content. For Side-by-Side layouts, they are included in the landing page content area next to the registration form. You can update the text displayed or hide the title, date, or both.

This information is included by the __TITLE__, __DATE__, and __REMINDERBUTTON__ auto-fields. The benefit of auto-fields is that they automatically update when you make any changes to your event title or date on the Event Settings tab.

Note: The color of the title and date text depends on the background color you select. If you select a dark color, the text is white. If you select a light color, the text is black. To learn more about backgrounds, see Registration page background and form and content area colors.

To change the text:

Go to the Registration tab. Scroll to the Customize Landing Page Content section and open **Landing Page Content**.

LandingPageContent-DefaultText_cropped.png

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You can:

- Edit the text and provide additional event details or manually change the date and time

- Rearrange the auto-fields or include other auto-fields

- Hide the title or date by removing the text

For example:

- If you'd like to allow attendees to register for a Simulated Live event before scheduling a broadcast, you can update the event date and time to reflect the planned broadcast date.

- The original broadcast date and time are displayed on Live event replays. After the Live event, you can remove the date bar to avoid confusing attendees.

This example shows the registration page without a date.

OpenLayout-RegPage-NoDateBarCallout_cropped.png

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Event player container and window backgrounds

The event window is made up of two layers: the player page background and the player container. The player page background is simply a background color or image. The player container holds the video player, event content tabs, and the footer.

Jump to: Set the player container color | Set the event window background

This example shows the event window background behind a white player container.

BarLayout-Layers.jpeg

Image not found or type unknown

Set the player container color

You can set the player container to white or transparent:

- Use white to visually group elements

- Use transparent to showcase the background color or image

To set the player container color:

Go to the Player & Branding tab. Open **Advanced Branding** and set the Player Container Color.

This example shows a white player container on the event window.

BarLayout-EventWindow-PlayerContainer_cropped.png

Image not found or type unknown

Set the event window background

The event window background displays behind the player container. By default, the player page background displays the same background color or image as the landing page. You can select a background color, upload a background image, or both. (Set the banner to transparent to have the player background show through.)

Background images are centered and repeat horizontally. We recommend uploading a horizontally repeating image, or gradient, or an image at least 1900 x 1200 pixels.

Choose a background image that is roughly as tall as the player container will be. The player container gets taller to accommodate footer content, but background images don't scale vertically to fill the space. The background color is displayed where the background image ends.

To set the event window background:

Go to the Player & Branding tab. Open **Advanced Branding**, clear the **Use Reg Background Color** and **Use Reg Background Image** checkboxes, and then set the Reg Page Background color.
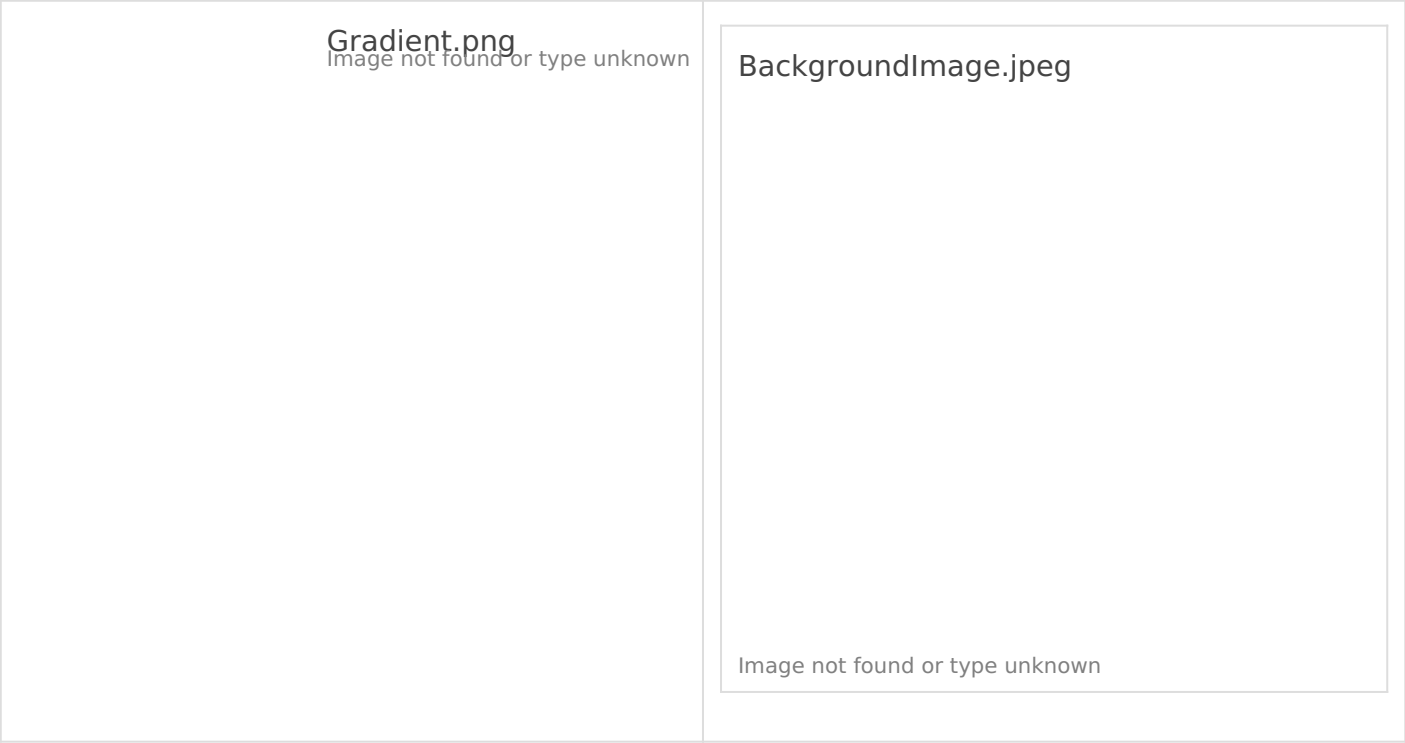
PlayerPageBackground-Color.png

Image not found or type unknown

To upload a background image, click **Upload Player Background Image.**

This example shows a gradient background image that can be repeated across the registration page and an image that can be stretched.

Background Gradient	Background Image

Gradient.png

Image not found or type unknown

BackgroundImage.jpeg

Image not found or type unknown

This example shows the player page background color in the event window.

EventWindow+SponsorLogos+Footer@800px.png

Image not found or type unknown

EventWindow+SponsorLogos+Footer@800px.png

Registration page background and form and content area colors

The body of the registration page is contained in three layers: under everything is the page background color or image. Next is the registration container which holds the landing page content and registration form. Finally, with a two-column layout, the form container holds the registration form.

You can set a color for each layer and upload a background image; you can also set the registration container to transparent to allow the page background to show through.

Jump to: Set the registration form color | Set the content area background color | Set the registration page background

This example shows the layers in a two-column bar layout.

LandingPage-Bar-ContainerLayers@800px.png

Image not found or type unknown

Set the registration form color

In a two-column layout, you can set the background color of the registration form. Remember that the highlight color sets the color of buttons; select a color that contrasts well.

To set the registration form color:

Go to the Player & Branding tab. Open **Advanced Branding** and set the Form Container Color.

This example shows a white form container on the registration page.

BarLayout-RegPage-FormContainerCallout_cropped.png

Image not found or type unknown

Set the content area background color

The registration container color is the background color for the landing page content and the registration form.

You can:

- Set a color to make it stand out from the page background

- Set it to transparent to showcase the background color or image

- For the two-column layout, set it to the same color as the form container for a unified look

Note: When using a transparent registration container on a dark page background, you might need to adjust the text color for the landing page content to make it visible.

To set the content area color:

Go to the Player & Branding tab. Open **Advanced Branding** and set the Registration Container Color.

This example shows a light gray registration container with a white registration form (form container).

BarLayout-RegPage-FormContainerCallout_cropped.png

Image not found or type unknown

Set the registration page background

The registration page background displays behind the registration container. You can select a background color, upload a background image, or both. (Set the banner to transparent to have the page background color show through.)

Background images are centered and repeat horizontally. We recommend uploading a horizontally repeating image, or gradient, or an image at least 1900 x 1200 pixels.

Choose a background image that is roughly as tall as the registration container will be. The registration container gets taller to accommodate long registration forms and landing page

content, but background images don't scale vertically to fill the space. The background color is displayed where the background image ends.

To set the registration page background:

Go to the Player & Branding tab. Open **Advanced Branding** and set the Reg Page Background.
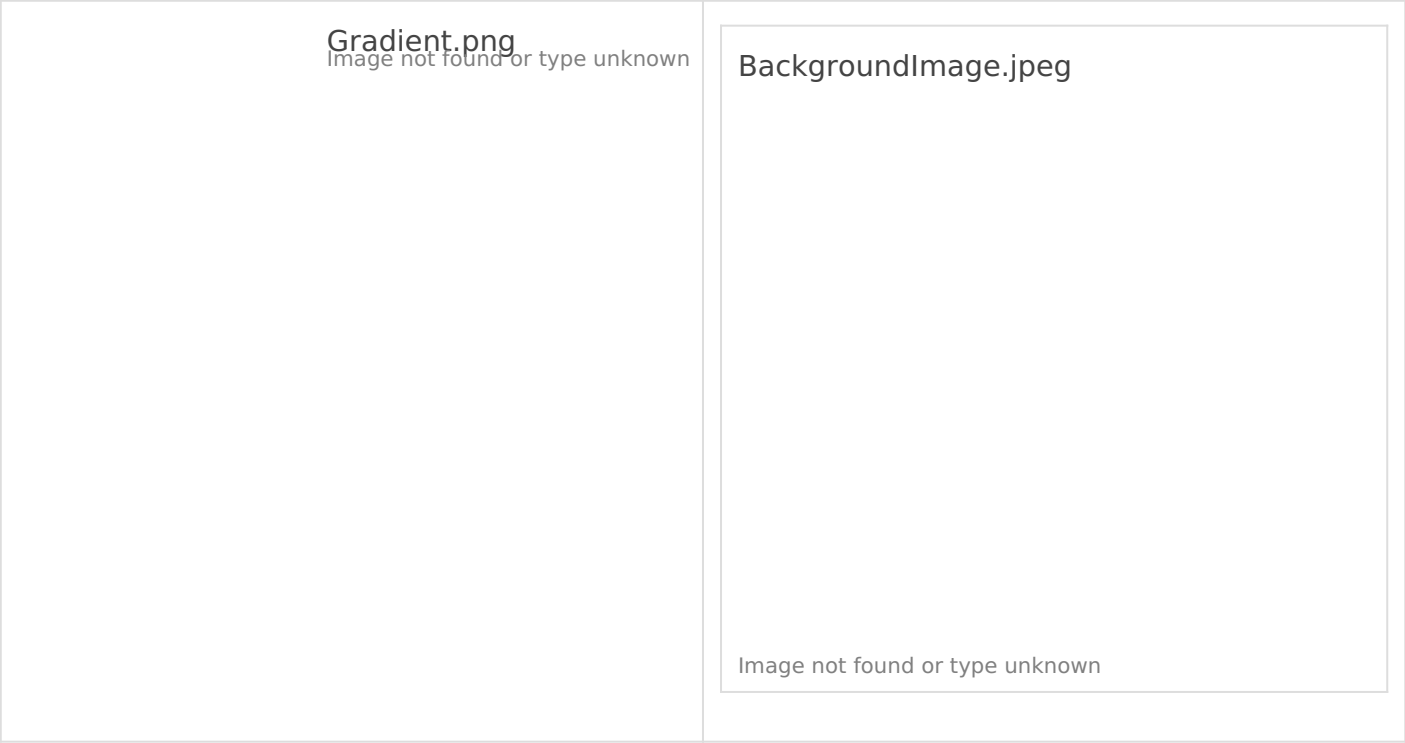
RegPageBackground-Color.png

Image not found or type unknown

To upload a background image, click **Upload Background Image**.

This example shows a gradient background image that can be repeated across the registration page and an image that can be stretched.

Background Gradient	Background Image

Gradient.png

Image not found or type unknown

BackgroundImage.jpeg

Image not found or type unknown

This example shows a gradient image as the background on the registration page.

RegPage-Bar-2Column@800px.jpeg

Image not found or type unknown

Set up the banner and logos

The banner area is displayed at the top of the landing page and event window. It spans the entire width of the browser window. You can add logos and customize the color that displays behind the logos.

To hide the banner, do not upload banner logos.

Jump to: Add banner logos | Add alt text | Set the banner color

Add banner logos

You can include your organization's logos or images related to the event in the banner. These images are anchored to the left and right sides of the registration page and event window. You can display a left logo, a right logo, or both. To hide the banner, don't upload either logo.

The recommended size for logos is 300 x 75 pixels, with a transparent background. The maximum recommended width for both logos combined is 900 pixels for bar layouts and 1200 pixels for open layouts.

To add banner logos:

Go to the Player & Branding tab and scroll to the Branding Options section. To add a:

- Left logo, under the Banner Logo section, click **Upload Banner Logo**

- Right logo, open **Advanced Branding**, and under Right Banner Logo, click **Upload Right Banner Logo**

This example shows both logos on the registration page and the event window.

BarLayout-RegPage+EventWindow-2LogosCallouts_cropped.png

Image not found or type unknown

This example shows an event with the banner hidden. (Logos are not uploaded.)

BarLayout-RegPage+EventWindow-NoBannerCallouts_cropped.png

Image not found or type unknown

Add alt text

Include alt text for your banner logos to make your event more accessible. Alt text is the text that accompanies the logos and is read aloud by screen readers. It provides context and describes the images for visually impaired attendees.

To add alt text to logos:

After you upload your logos, next to Alt Tag, enter your alt text.

BannerLogo-AltTag.png

Set the banner color

The banner color is displayed behind the banner logos. Either set a color that complements your brand or set the banner to transparent to allow the page background to show through. Make sure the banner color complements the banner logos. If your logos have a background color, you can set the banner color to match.

Set the banner color to transparent to show the:

- Registration page background **color** on the registration page banner

- Player page background **color** or **image** on the event window banner

Note: Background images do not display in the banner on the registration page.

To set the banner color:

Go to the Player & Branding tab. Open **Advanced Branding** and set the Banner Color.

This example shows a white banner on the registration page and the event window.

BarLayout-RegPage+EventWindow-BannerColorCallouts_cropped.png

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Use the text editor to customize events and emails

When you select the **Custom** option for the landing page content, custom players tabs, and event emails, it opens the text editor.

The following table shows the elements you can customize and the content you can add.

Element	Go to this tab and select...	Things you can add
Landing Page Content	Registration tab. Landing Page Content > Landing Text > **Custom**	Text, images, links, videos, speaker details
Player Footer	Event Content tab. Player Footer > **Manage Player Footer**	Text, images, links, videos, speaker details, Twitter feed
Custom Player Tabs	Event Content tab. **Add Custom Player Tabs**	Text, images, links, videos, speaker details, Twitter feed
Registration Confirmation, Event Reminder, and Follow-up Emails	Email & Marketing tab: • Enable Registration Confirmation > **Send My Custom Message** • Enable Event Reminder Email > **Send My Custom Message** Follow-up Emails > **Add New**	Text, images, links

Add images

To add images:

1. On the toolbar, click the **Insert Image** button.

   Text editor toolbar shows the Insert Image button

   Image not found or type unknown

2. Click **Choose File**, select the image, and then click **Upload**.

3. Optional. Resize, rotate, crop, or add text to the image before adding it. You can also add padding to the image by resizing the canvas and set the background color for the canvas.

4. When finished editing, click **Insert**.

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Add speaker headshots

Tell your audience about your presenters and add speaker details, including their photo, name, title, and company. Headshots must be at least 300x300 pixels and preferably the same height and width.

To add headshots:

1. On the toolbar, click the **Speaker Details** button.

   Text editor toolbar shows the Speaker Details button

   Image not found or type unknown

2. Under Display Settings, choose a layout for the speaker details, select the image shape, and use the slider to set the headshot image size.

Speaker Details window shows the Display Settings section with a horizontal speaker layout

Image not found or type unknown

3. Under Speaker List, in the Photo column, click **Upload Photo**.

   Speaker Details window shows the Speaker List section

Image not found or type unknown

4. Click **Choose File**, select the image, and then click **Upload**.

5. If your image is a rectangle, point to the image and drag to center it within the guides, and then click **Apply** to crop the image.

Headshot editor window shows image being cropped to fit

Image not found or type unknown

6. Optional. Rotate or add text to the image.

7. Click **Save**.

8. In the Details column, enter the name of the presenter, their title, and company name.

9. To add details for another presenter, click **+ Add More Headshots** and repeat steps 3 to 8.

10. When finished, close the Add Speaker Details window.

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Add links

To add links:

1. On the toolbar, click the **Insert Link** button. To turn text into a link, type the text and select it, and then click the **Insert Link** button.

Text editor toolbar shows the Insert Link button

Image not found or type unknown

2. Enter the URL and link text.

   If you highlighted the link text, it is already entered in the Text field.

Insert Link window shows a link in the URL field and display text entered in the Text field

Image not found or type unknown

3. Click **Insert** .

Embed videos

You can embed a video from YouTube, Vimeo, and Brightcove using its shareable URL.

To embed videos:

1. On the toolbar, click the **Insert Video** button.

Text editor toolbar shows the Insert Video button

Image not found or type unknown

2. Enter the video URL. If the Autoplay option is available, you can select it to play the
   video when an attendee lands on the page.

Insert Video window shows a video link in the Video URL field with Autoplay off

Image not found or type unknown

3. Click **Insert**.

4. Optional. By default, the video size is 640x360. To change the size of the video, click **</>** to switch to code view and change the height and width of the iFrame.

Add a Twitter feed

You can add a real-time feed of a Twitter timeline to the event window in a custom player tab.

To add a Twitter feed:

1. On the toolbar, click the **Twitter** button.

Text editor toolbar shows the Twitter button

Image not found or type unknown

2. In the Embed a Twitter Widget window, select **User Timeline** and enter the
    @username of the feed you want to embed.

Embed a Twitter Widget window shows User Timeline selected and Twitter handle entered in

Image not found or type unknown

3. Click **Embed Widget**.

4. Optional. By default, the feed size is set to 100%. To change the size of the feed, click
    </> to switch to code view and change the height and width of the iFrame.

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