

# Branding & Customization

Add your own branding to events and portals, and check out brand examples.

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# Branding Best Practices

For the best branding experience, follow these tips.

Jump to: [Preview your event](#) | [Banners and banner logos](#) | [Background colors and images](#) | [Text colors and fonts](#)

## Preview your event

Always preview your event before making it public. At the top of the Event Summary tab click:

- **View Event** to register and view the event as an attendee
- **Launch Live Studio** to review slides, overlay videos, surveys, and other content
- Use the browser's developer tools to check how the registration page and event window look when the browser is resized and in mobile view.

## Banners and banner logos

- The banner adjusts to the height of your image, but doesn't have any built-in padding.
- Use a logo or image at least 50 pixels tall.
- Add a few pixels of padding to your images to prevent them from touching the top and bottom edges of the banner area.
- With both logos (left and right), the images move closer together as the browser window is resized. Once they're touching, they resize together as a unit.
- Post-event surveys are contained in a white iFrame. To prevent the banner from blending into the survey area, set the banner to transparent or a color other than white.
- 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.

## Background colors and images

- Use a color or image that complements your brand.
- Avoid using bright-colored backgrounds or images with busy patterns, as they can be distracting and take the focus away from the landing page content and event.
- If you have a lot of landing page content or a long registration form, the landing page will adjust and become longer. Make sure your background image is tall enough so that it covers the entire landing page and no white space displays at the bottom of the page.
- We recommend uploading a horizontally repeating image, or gradient, or an image at least 1900 x 1200 pixels.

## **Text colors and fonts**

- On the registration page, the text is either Roboto (bar layouts) or Open Sans (open layouts).
- On the event window, the text is Open Sans.
- You can't change the font of heading text (event title and date, for example), the registration form, or other labels.
- Text is automatically set to black or white, depending on the color behind it. (White text on dark backgrounds and black text on light backgrounds.)
- When using a background image, set the background color to a similar hue to ensure text is legible.
- The text editor lets you change the font and font color of landing page content, custom player tabs, custom portal tabs, and portal segments. Preview the results and make sure the text is legible.

# Event Branding & Customization

The event landing page is the entrance to your event. It contains the event title and date, a registration form and login field (for people already registered), and descriptive text, speaker headshots, and other images or videos that you choose to add.

When attendees register and sign in to the event, they are taken to the event window.

Depending on your webcast, the event window contains a video player where presenters appear on camera and uploaded videos are played; tabs for slides, surveys, and other content; and sidebar tabs for Q&A and audience chat.

There are so many options for customizing the appearance of your event and adding your brand that it can be difficult to know where to begin. One way is to start at the top of the page and work your way down. Set the visuals first and then build out the web content for your attendees:

- [Banner and logos](#)
- [Registration layouts](#) (one- and two-column layouts set the structure landing page)
- [Colors and backgrounds](#) (define your look)
- [Landing page content](#) (text, images, speaker headshots)

**Note:** This article explains event branding and customization and provides links to detailed instructions. For additional information and tips, see [Branding Best Practices](#).

## 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 them. *Logos* can be your organization's logos or images related to the event. These images are anchored to the left and right sides of the registration page and event window.

To hide the banner, do not upload banner logos.

To learn more, see [Set up the banner and logos](#).

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# Registration layouts

The layout of the landing page determines the placement of the registration form and landing page content. There are two styles:

- 1. **Bar layouts** feature the event title and date prominently in colored bars across the landing page.
- 2. **Open layouts** incorporate the event title and date in the body of the landing page.

## To select a layout:

Go to the Player & Branding tab. Open **Advanced Branding** and select a Registration Layout.

The following example shows the same event styled with a bar layout (left) and open layout (right).

Bar-v-Open-Layout.png

Image not found or type unknown

The following table explains the available layouts.

Layout	Description	Preview
Bar layouts		
One Column	A single column with landing page content first, followed by the registration form.	tile_Event-1Col.p  Image not found or typ
Two Column	Landing page content on the left and the registration form on the right.	tile_Event-2Col.p  Image not found or typ
Popup Registration	Landing page content with a Register Now button that opens the form in a small window.	tile_Event-Popup  Image not found or typ
Open layouts		

Layout	Description	Preview
Title Top - Left Registration	Event title and date centered above a container with the registration form on the left and landing page content on the right.	tile_Open-TT-Reg  Image not found or type unknown
Title Top - Right Registration	Event title and date centered above a container with the landing page content on the left and registration form on the right.	tile_Open-TT-Reg  Image not found or type unknown
Side-by-Side - Left Registration	Event title and date above landing page content with the registration form on the left.	tile_Open-RegL.p  Image not found or type unknown
Side-by-Side - Right Registration	Event title and date above landing page content with the registration form on the right.	tile_Open-RegR.p  Image not found or type unknown

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## Colors and backgrounds

Use colors and background images to brand the look of the event landing page and event window. To set colors, go to the Player & Branding tab and open **Advanced Branding**. The Site Branding Options section lists page elements you can color.

EventBranding-Colors-Alltrek-Blue\_cropped.png

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The following table summarizes the options.

Option	Description	Applies to...
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Banner color	<p>The color displayed behind banner logos. Set the banner to transparent to show the:</p> <ul style="list-style-type: none"> <li>• Registration page background color on the registration page banner</li> <li>• Player page background color or image on the event window banner</li> </ul> <p>See <a href="#">Set up the banner and logos</a></p>	Landing page, event window
Highlight color	<p>The color of buttons on the landing page and tabs in the event window. For bar layouts, the highlight color is also the background of the event title bar. See:</p> <ul style="list-style-type: none"> <li>• <a href="#">Buttons, tabs, and title bar color   Bar layouts</a></li> <li>• <a href="#">Button and tab color   Open layouts</a></li> </ul>	Landing page, event window
Date bar color	<p>Bar layouts only. The bar with the event date, below the event title bar. See:</p> <ul style="list-style-type: none"> <li>• <a href="#">Customize the event title and date   Bar layouts</a></li> <li>• <a href="#">Customize the event title and date   Open layouts</a></li> </ul>	Landing page
Form container color	<p>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 behind the registration form.</p> <p>See <a href="#">Registration page background and form and content area colors</a></p>	Landing page

Registration container color	<p>The content area that holds the registration form and landing page content. You can set to transparent to allow the background color or image to show through.</p> <p>See <a href="#">Registration page background and form and content area colors</a></p>	Landing page
Registration page background	<p>The area 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.)</p> <p>See <a href="#">Registration page background and form and content area colors</a></p>	Landing page, event window
Player container	<p>The content area that holds the banner, video player, slides and other content tabs, and chat and Q&amp;A tabs. Set the player container to white to group all the blocks or set to transparent to show the background color or background image.</p> <p>See <a href="#">Event player container and window backgrounds</a></p>	Event window
Player page background	<p>The area behind the player container. By default, the player uses the registration page background. You can set a color or upload a background image specifically for the event window.</p> <p>See <a href="#">Event player container and window backgrounds</a></p>	Event window

# Landing page content

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.

To learn more, see [Add text, images, and other media to the registration page](#).

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# Portal Branding and Customization

The portal landing page is the entrance to the portal. It contains the portal title, a registration form, a login form (for people already registered), and custom content you add. When you sign in to a portal, the list of events, or *agenda*, is displayed.

There are many options for customizing the layout and appearance of a portal. This article summarizes key options for:

- [Common elements](#) (header and colors)
- [Landing page](#) (registration and portal header)
- [Portal agenda](#) (list of events and breakout sessions)
- [Auto-fields](#) to pull in details for events on the agenda and registration page

## Common elements

The following table lists elements that appear on all pages of a portal.

For...	Go to this tab and select...	Options
Logos or banner images	Branding tab. <b>Banner Logo</b> and Advanced Branding > <b>Right Banner Logo</b>	<ul style="list-style-type: none"><li>• Banner logo - displayed at the top left of all pages</li><li>• Right side banner logo - displayed at the top right of all pages</li></ul> <p>To hide the banner, do not upload any banner logo images.</p>

For...	Go to this tab and select...	Options
Colors and background image	Branding tab. Advanced Branding > <b>Site Branding Options</b>	<ul style="list-style-type: none"><li>• Banner color - top of the page</li><li>• Highlight color - the portal title bar, buttons on the landing page, and accent on tabs on the agenda. The portal picks a complementary text color.</li><li>• Page background color or uploaded image</li></ul>

## Registration landing page options

The following table lists options that control the landing page and registration form.

For...	Go to this tab and select...	Options
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Placement of the registration form and landing page content	Branding tab. Advanced Branding > Site Branding Options > <b>Registration Layout</b>	<ul style="list-style-type: none"> <li>• One Column Layout - a single column including the registration form</li> <li>• Two Column Layout - landing page content on the left and the registration form on the right</li> <li>• Popup Registration layout - landing page content with a <b>Register Now</b> button that opens the form in a small window</li> </ul>
Text and images on the landing page	Registration tab. Customize Event Landing Page > <b>Landing Page Content</b>	Include basic details or click <b>Custom</b> to insert text, headshots, images, or other custom content.
Per-event registration checkboxes on the landing page	Registration tab. Customize Event Landing Page > <b>Landing Page Content</b>	<p>Next to Landing Text, select <b>Custom</b></p> <p>If you're using registration checkboxes, use <a href="#">these auto-fields</a> to let visitors register for events when they register for the portal.</p>

# Portal agenda

On a portal, the list of events and breakouts is called an *agenda* or schedule; events and breakouts are called *segments*. The following table lists options that control how events and breakout sessions are listed on the portal.

For...	Go to this tab and select...	Options
Navigation elements and layouts for listing events and breakouts	Portal Layout tab. <b>Select Layout</b>	<ul style="list-style-type: none"><li>• Simple List - events listed in one column, sorted by date</li><li>• Tabs, Accordion, Table of Contents, Tracks - use visual elements like expandable accordions and tabs to group events</li><li>• Custom - define your own layout options</li></ul>
Text above the list of events	Portal Layout tab. <b>Intro Text</b>	Available for any layout but Simple Layout.
Which details to show about each event or breakout (segment)	Portal Layout tab. <b>Segment Formatting</b>	<ul style="list-style-type: none"><li>• Default - include the date, title, description for the event, with View Now and Add to Calendar buttons</li><li>• Custom - to use <a href="#">auto-fields</a> and choose which details are displayed.</li></ul>

For...	Go to this tab and select...	Options
Events and breakouts grouped by date	On the Portal Layout tab, select <b>Tabs</b> layout.  Manage Segments tab. <b>Manage Categories</b>	Automatic Grouping: Broadcast date tabs  See <a href="#">Sort events and breakout sessions into categories</a>
Events and breakouts grouped by categories you define	On the Portal Layout tab, select any layout but Simple Layout.  Manage Segments tab. Manage Categories > <b>New Category</b>	Set up categories (tracks). See <a href="#">Sort events and breakout sessions into categories</a>
Individual registrations, by event	Portal Layout tab > <b>Select Layout</b>	Simple Layout or Custom Layout and select <b>Show Checkboxes on Registration</b> .  By default, per-event registration is shown on the agenda, after the visitor signs in. To add it to the registration page, use <a href="#">these auto fields</a> .  See <a href="#">Have viewers register for individual events on a portal</a>

## Customize event details to display (auto-fields)

Auto-fields are placeholders that automatically display specific details about each event, or linked *segment*, on the portal agenda. To customize the details displayed, go to the Portal Layout tab and under Segment Formatting select **Custom**. This opens the text editor, where you can add and apply styling to auto-fields as well as include text, images, and other elements.

**Important:** Segment formatting sets the content displayed for every event. Only include text or images that you would like repeated with each event block.

The format of an auto-field is \_\_AUTOFIELD\_\_ (the auto-field with two underscores before and after).

The following table explains the available auto-fields and the text they display.

Auto field	Description
__SEGMENTDATE__	Scheduled day, date, and time
__SEGMENTTITLE__	Event title
__SEGMENTTIME__	Scheduled time
__SEGMENTDESCRIPTION__	The description you entered on the Manage Segments tab
__SEGMENTVIEWBUTTON__	View Now button
__SEGMENTREMINDERBUTTON__	Add to Calendar button

## Per-event registration

If you are using per-event registration, you can add event registration to the main registration page. This lets visitors register for the portal and specific events at the same time.

On the Registration tab, in the Customize Event Landing Page section next to Landing Text, select **Custom**. The following table explains the available auto-fields.

Auto field	Description
__ALLSEGMENTS__	All events linked on the portal

Auto field	Description
__SEGMENTBLOCK1__	The first event linked on the portal, based on the order you set on the Manage Segments tab
__SEGMENTBLOCK2__	The second event linked on the portal
__SEGMENTBLOCK3__	The third event linked on the portal
__SEGMENTBLOCK4__	The fourth event linked on the portal
__SEGMENTBLOCK#__	The <i>Nth</i> event linked on the portal

# Branding Examples

# Branding Examples - Attendee Portals

Attendee portals have a registration page just like events. The registration page branding (logos, colors, and images) carries through to the portal. Portal layout and segment formatting options control how events and breakout sessions are listed on the agenda. Enhanced portals add tabs with additional ways attendees can interact.

Visit these example attendee portals to compare different navigation elements, event grouping options, and enhanced portal features. The portals are branded for Alltrek.

Logo-AlltrekBlue.jpeg

Logo-AlltrekGreen.jpeg

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Portal Type	Registration Page Branding	Portal Layout & Features
<a href="#">Attendee Portal - Bar Layout</a>	Left and right logos on white banner White registration form Page background with gradient image	Search bar Tabs layout with 2 columns Events grouped in tabs by Broadcast Date
<a href="#">Attendee Portal - Open Layout</a>	Left and right logos on white banner White registration form Page background with full-screen image	Search bar Tabs layout with 2 columns Events grouped in tabs by Broadcast Date Custom label on broadcast date tabs (Day 1, 2, 3)

Portal Type	Registration Page Branding	Portal Layout & Features
Enhanced Portal - Bar Layout	Left and right logos on white banner White registration form Page background with gradient image	Search bar Tabs layout with 2 columns Events grouped in tabs by Broadcast Date Audience Chat, Ask a Question tabs (enhanced features) Custom tabs (Welcome Message, Presenters, Announcements)
Enhanced Portal - Open Layout	Left and right logos on white banner White registration form Page background with full-screen image	Search bar Tabs layout with 2 columns Events grouped in tabs by Broadcast Date Custom label on broadcast date tabs (Day 1, 2, 3) Audience Chat, Ask a Question tabs (enhanced features) Custom tabs (Welcome Message, Presenters, Announcements)

## Branding Examples - Bar Layouts

Bar layouts feature the event title and date prominently in colored bars across the landing page. They offer one- and two-column layouts that set the structure of the landing page and placement of the registration form.

RegPageCallouts-3second-800px+256colors.gif

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Visit these example events to compare different registration layouts, banners, colors, and background treatments. The events are branded for Alltrek and Reynholm Industries.

Logo-AlltrekBlue.jpeg

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Registration Layout	Brand	Registration Page Branding	Event Window Branding
One Column with background image	Alltrek	Left and right logos on white banner Light gray registration container (#F7F7F7) Page background with gradient image	Slides and presenter video Sponsor logos White player container Light blue page background (#CBE2FE)
One Column with transparent banner	Alltrek	Left and right logos Transparent banner shows page background Light gray registration container (#F7F7F7) Light blue page background (#CBE2FE)	Slides and presenter video Sponsor logos Transparent player container shows page background Light blue page background (#CBE2FE)
One Column with background color	Reynholm Industries	Left banner logo on white banner Transparent registration container shows page background Light yellow page background (#FCF7C5)	Slides, presenter video, custom player tabs Sponsor logos White player container Light yellow page background (#FCF7C5)
One Column with background image	Reynholm Industries	Left banner logo on white banner Transparent registration container shows page background Transparent background image with blue circles shows page background Light yellow page background (#FCF7C5)	Slides, presenter video, custom player tabs Sponsor logos Transparent player container shows page background Uses registration page background image and color

Registration Layout	Brand	Registration Page Branding	Event Window Branding
Two Column with transparent registration container	Alltrek	Left and right logos on white banner White registration form Transparent registration container shows page background Dark blue page background (#004491)	Slides, presenter video, custom player tab Sponsor logos White player container Dark blue page background (#004491)
Two Column with white registration form	Alltrek	Left and right logos on white banner White registration form Light gray registration container (#F7F7F7) Page background with gradient image	Slides, presenter video, custom player tab Sponsor logos White player container Light blue page background (#CBE2FE)
Two Column with blue registration form and background color	Reynholm Industries	Left banner logo on white banner Light blue registration form (#96B9D9) Transparent registration container shows page background Light yellow page background (#FCF7C5)	Slides, presenter video, custom player tabs Sponsor logos White player container Light yellow page background (#FCF7C5)

Registration Layout	Brand	Registration Page Branding	Event Window Branding
Two Column with blue registration form and background image	Reynholm Industries	<p>Left banner logo on white banner</p> <p>Light blue registration form (#96B9D9)</p> <p>Transparent registration container shows page background</p> <p>Transparent background image with blue circles shows page background</p> <p>Light yellow page background (#FCF7C5)</p>	<p>Slides, presenter video, custom player tabs</p> <p>Sponsor logos</p> <p>Transparent player container shows page background</p> <p>Uses registration page background image and color</p>
Two Column with transparent banner and background color	Reynholm Industries	<p>Left and right logos</p> <p>Transparent banner shows page background color</p> <p>Transparent registration container shows page background</p> <p>Light yellow page background (#FCF7C5)</p>	<p>Slides, presenter video, custom player tabs</p> <p>Sponsor logos</p> <p>White player container</p> <p>Light yellow page background (#FCF7C5)</p>

Registration Layout	Brand	Registration Page Branding	Event Window Branding
Two Column with transparent banner and background image	Reynholm Industries	<p>Left and right logos</p> <p>Transparent banner shows page background color</p> <p>Transparent registration container shows page background</p> <p>Transparent background image with blue circles shows page background</p> <p>Light yellow page background (#FCF7C5)</p>	<p>Slides, presenter video, custom player tabs</p> <p>Sponsor logos</p> <p>Transparent player container shows page background</p> <p>Uses registration page background image and color</p>
Popup Registration	Alltrek	<p>Left and right logos on white banner</p> <p>White registration form can't be changed</p> <p>Light gray registration container (#F7F7F7)</p> <p>Page background with gradient image</p>	<p>Slides, presenter video, custom player tabs</p> <p>Sponsor logos</p> <p>White player container</p> <p>Light blue page background (#CBE2FE)</p>
Popup Registration with background color	Reynholm Industries	<p>Left banner logo on white banner</p> <p>White registration form can't be changed</p> <p>Transparent registration container shows page background</p> <p>Light yellow page background (#FCF7C5)</p>	<p>Slides, presenter video, custom player tabs</p> <p>Sponsor logos</p> <p>White player container</p> <p>Light yellow page background (#FCF7C5)</p>

Registration Layout	Brand	Registration Page Branding	Event Window Branding
<a href="#">Popup Registration with background image</a>	Reynholm Industries	<p>Left banner logo on white banner</p> <p>White registration form can't be changed</p> <p>Transparent registration container shows page background</p> <p>Transparent background image with blue circles shows page background</p> <p>Light yellow page background (#FCF7C5)</p>	<p>Slides, presenter video, custom player tabs</p> <p>Sponsor logos</p> <p>White player container</p> <p>Uses registration page background image and color</p>
<a href="#">Video-only Event (no slides or content tabs)</a>	Alltrek	<p>Left and right logos on white banner</p> <p>White registration form</p> <p>Light gray registration container (#F7F7F7)</p> <p>Page background with gradient image</p>	<p>Presenter video</p> <p>Sponsor logos</p> <p>White player container</p> <p>Light blue page background (#CBE2FE)</p>

## Branding Examples - Open Layouts

Open layouts incorporate the event title and date in the body of the landing page. They feature full-page background images and more options for placement of the registration form.

**Note:** In Title Top layouts, you can set a background color for the registration container (the box that holds the registration form and landing page content). Side-by-side layouts don't have a registration container; landing page content displays over the page background.

OpenRegPageCallouts+GreenRegContainer-3second-400px+256colors.gif

Image not found or type unknown

Visit these example events to compare different registration layouts, banners, colors, and background treatments. The events are branded for Alltrek.

Logo-AlltrekGreen.jpeg

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Registration Layout	Registration Page Branding	Event Window Branding
Title Top, Right Registration with transparent banner	Left and right logos Transparent banner shows page background White registration form White registration container Page background with full-screen image	Slides, presenter video, custom player tab Sponsor logos Transparent player container shows page background Dark green page background (#183200)
Title Top, Left Registration with a dark green registration container	Left and right logos on white banner White registration form Green registration container (#3A7821) Page background with full-screen image	Slides, presenter video, custom player tab Sponsor logos Transparent player container shows page background Player background with full-screen image
Side-By-Side, Right Registration with background image	Left and right logos on white banner White registration form White landing page text over dark page background Page background with full-screen image	Slides, presenter video, custom player tab Sponsor logos White player container Light green page background (#CDE9C8)
Side-By-Side, Left Registration with no banner	No banner (logos not uploaded) White registration form Black landing page text over light page background Light green background color (#CDE9C8)	Slides and presenter video Sponsor logos White player container Light green page background (#CDE9C8)

RegistrationLayout	Registration Page Branding	Event Window Branding
Video-only Event (no slides or content tabs)	Left and right logos on white banner White registration form White landing page text over dark page background Page background with full-screen image	Presenter video Sponsor logos Transparent player container shows page background White page background

# Event Branding

## 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.

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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.



## 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.



## 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.



## 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.

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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.

▼ Landing Page Content ?

**Title Bar Text**

**Date Bar Text**

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.)



## 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**.

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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.

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.

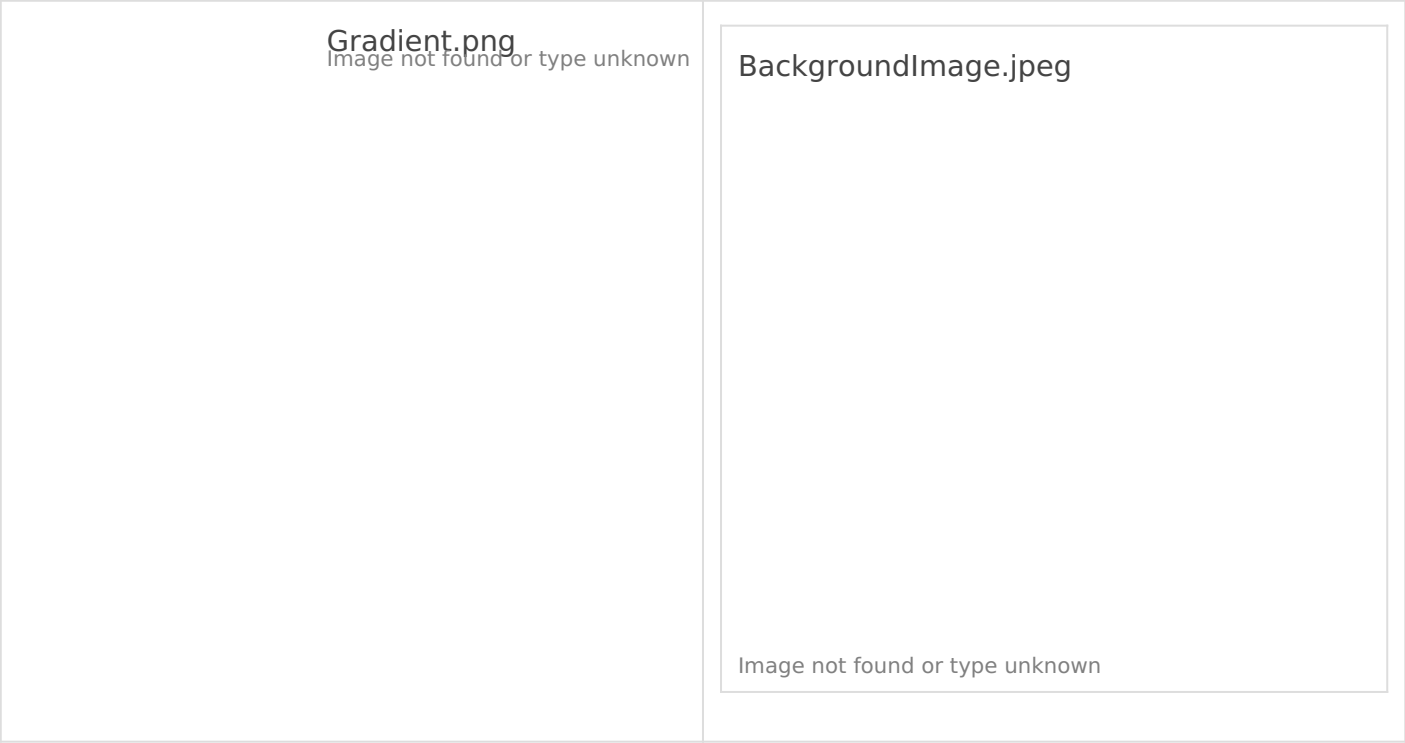
PlayerPageBackground-Color.png

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
---------------------	------------------



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



## **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.

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.

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).

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.

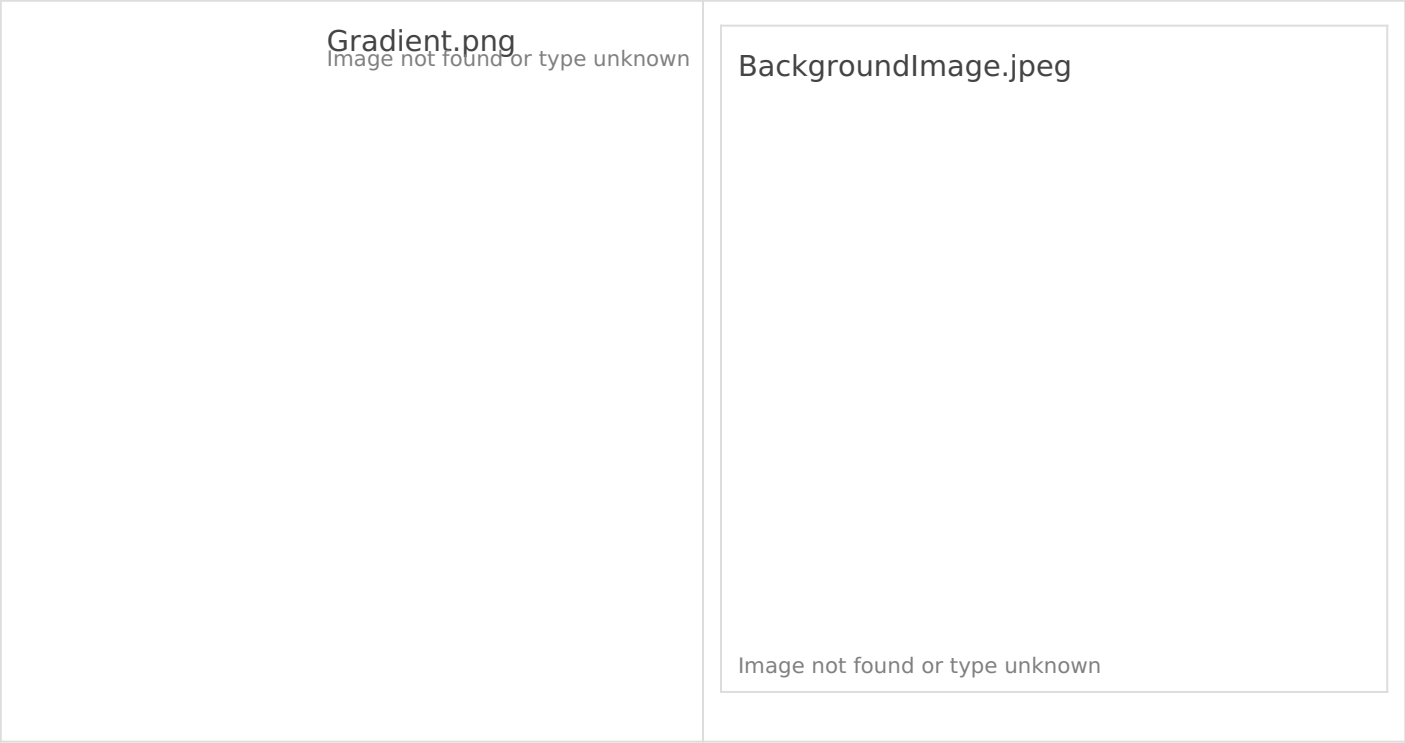
RegPageBackground-Color.png

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
---------------------	------------------



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



## 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.)

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

Image not found or type unknown

## 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

Image not found or type unknown

# Use the text editor to customize events and emails

Jump to: [Add images](#) | [Add speaker headshots](#) | [Add links](#) | [Embed videos](#) | [Add a Twitter feed](#)

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 > <b>Custom</b>	Text, images, links, videos, speaker details
Player Footer	Event Content tab. Player Footer > <b>Manage Player Footer</b>	Text, images, links, videos, speaker details, Twitter feed
Custom Player Tabs	Event Content tab. <b>Add Custom Player Tabs</b>	Text, images, links, videos, speaker details, Twitter feed
Registration Confirmation, Event Reminder, and Follow-up Emails	Email & Marketing tab: <ul style="list-style-type: none"><li>• Enable Registration Confirmation &gt; <b>Send My Custom Message</b></li><li>• Enable Event Reminder Email &gt; <b>Send My Custom Message</b></li></ul> Follow-up Emails > <b>Add New</b>	Text, images, links

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## 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** .

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## 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.

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## 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.

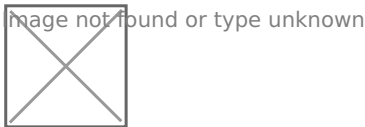
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# A Guide to Building Accessible Webcasts

Accessibility is a priority and we are always working to improve the experience for all attendees. Ensuring that your webcast is as accessible as possible allows you to connect with everyone in your audience. The items below provide some best practices to consider when building your webcast events.

## Banner logos

Uploaded banner logos include a field to define an alt tag for your logo image to be read by screen readers.



## Landing pages and custom tab content

### No images of text

All text should be entered as HTML into the WYS editors. You should never use a screenshot or generated image of text as that text will not be accessible to screen readers. Doing so may also may cause legibility issues for users on smaller screens, such as mobile devices.

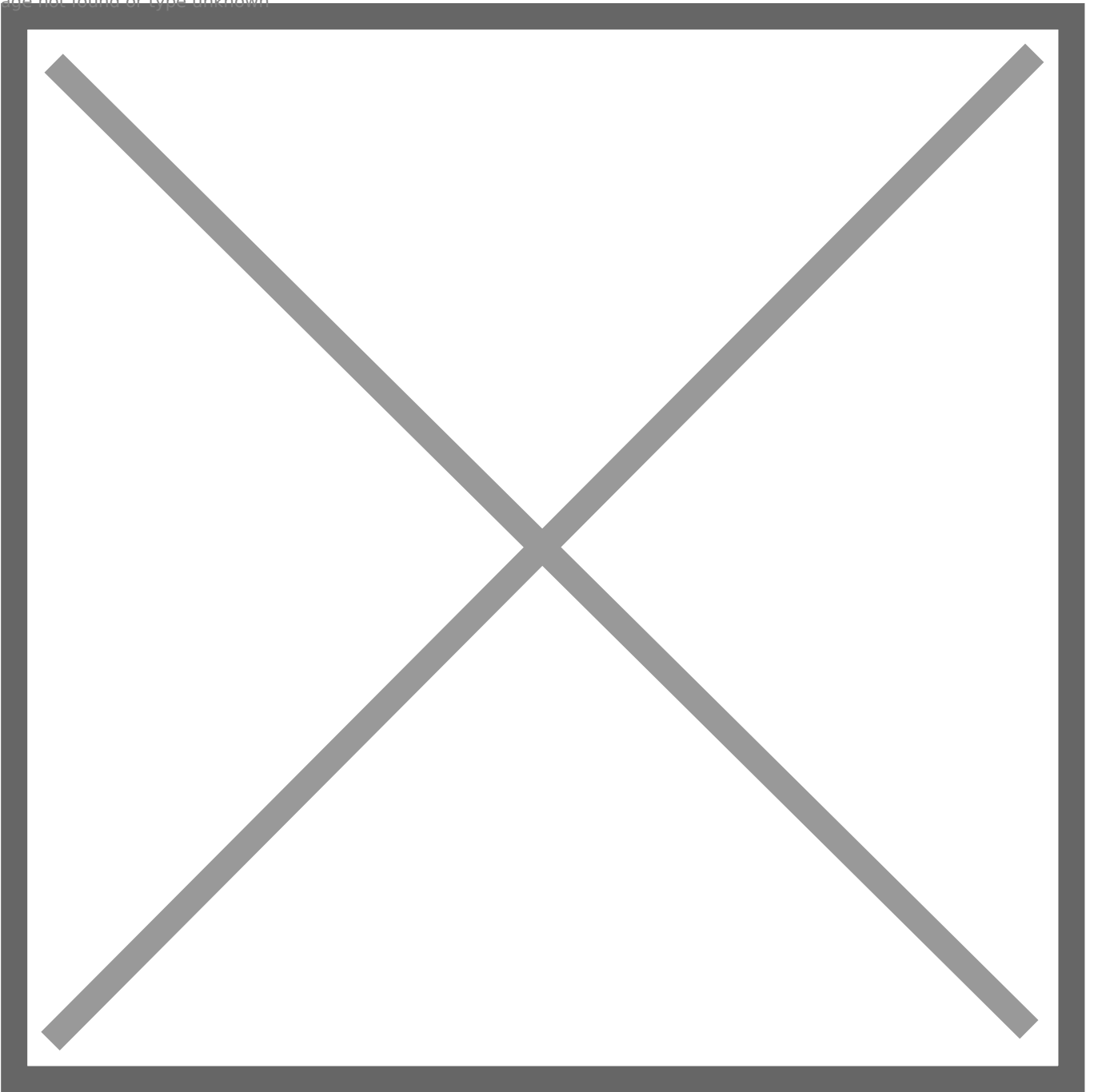
### Use alt tags on all images

#### Automatic alt tags for Speaker Details images

First and last names entered into the Speaker Details tool will automatically be used as alt text for any uploaded speaker photos.

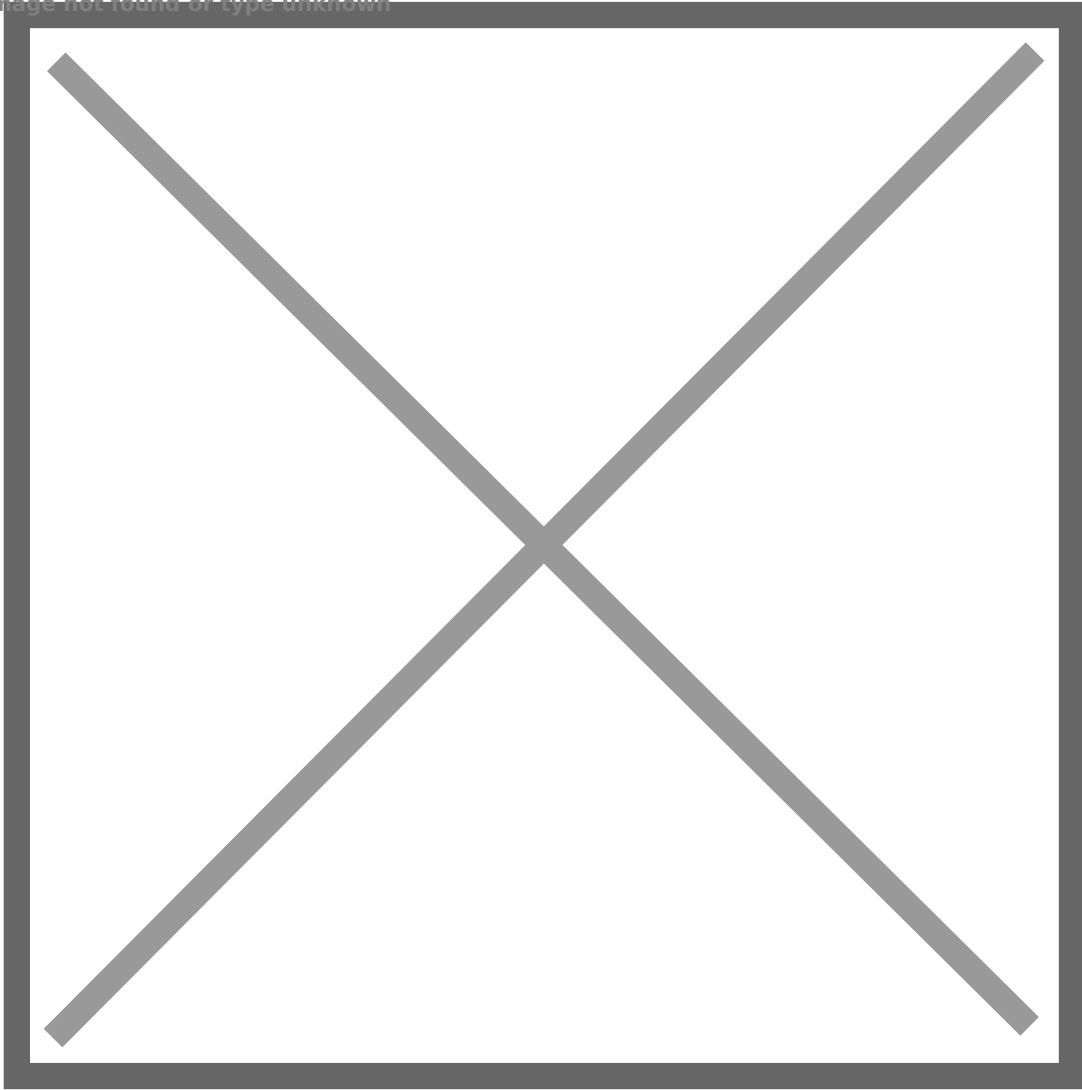
### Setup View:

Image not found or type unknown



**Code View:**

Image not found or type unknown



## Add image alt tags in WYS editors

In WYS editors throughout the platform, you can define a custom alt tag for any image to be read by screen readers.

Image not found or type unknown



## Color contrast

### Automatic text colors

Many elements on landing pages and the player automatically change the text color to black or white to maximize legibility with your branding settings. For example, if you set your highlight color to yellow, the text in the title bar, form submit buttons and player tabs will switch to black.

## **Avoid busy backgrounds behind text**

When using background images, especially on your landing page, be sure to keep things simple so your users can read your content. Also note that image placement may vary on larger or smaller screens. You can often lighten or darken a background image to increase contrast of the text to be displayed on top of it.

## **Use container colors**

Another option to increase legibility of your landing page content over a busy background image is to set a registration container color. This puts your content in a solid color box to maximize contrast and legibility, while still showcasing your background image in the surrounding areas.

# **Captions**

## **Live**

Automated and Professional captions are available for your live events, providing a text alternative to the audio of your event for those with hearing loss or other impairments.

## **Replay / SimLive**

Several caption options are also available for Replays and Simulated Live events. Captions can be created automatically or professionally created and uploaded to your event. These can be available in multiple languages on the same event to serve as subtitles of your content.

*Please reach out to your account representative for more information on available caption capabilities.*