EVENT DESIGN ELEMENTS – *Virtual Event*

Reading Results

An Evening with Reading Results

Thursday, May 5, 2022 | 5:30PM

MEK Design

The following design elements are all of the components needed for the virtual event:

1. **Theme – ASAP**

Includes overall creative visual thematic, including typography, color, image and style

* Event logo format: high resolution jpg and png (with transparent background)
* Event branding document including font names, main colors + secondary colors (HEX codes for each)
* Font file(s): TTF, OTF, WOFF, WOFF2 files are best

1. **Electronic Elements – ASAP**

* 160x160 px event image
* 1080x1080 px Save the Date image for Instagram
* 1920x1080 px Facebook event banner image
* 900x200 px banner for event livestream website
* 640x640 px, no larger than 1MB, in JPG format event image
* 1740x1140 px, no larger than 1MB, in JPG, PNG or GIF format event image for RSVP page
* 1200x630 px, no larger than 1MB, in JPG format event image for social media sharing
* 2160x1131 px, no larger than 1MB, in JPG format event image for RSVP page
* Scalable image of event logo graphic only (with no text)
* Scalable image of background texture alone
* Scalable image of logo text only (no other graphics)

1. **PowerPoint Slide Background Art – ASAP**

Aspect Ratio: 16:9

* Title slide with event logo
* Content slide
* Content slide with increased white space
* Thank you slide

1. **Printed Invitation – TBD – update in early FEB – target to hit mailboxes March 4**

* Formal invitation (folded, not postcard style) size
* Mailing envelope
* In lieu of Attendance Card / Remit size
* Return envelope

*Text to be provided on TBD*