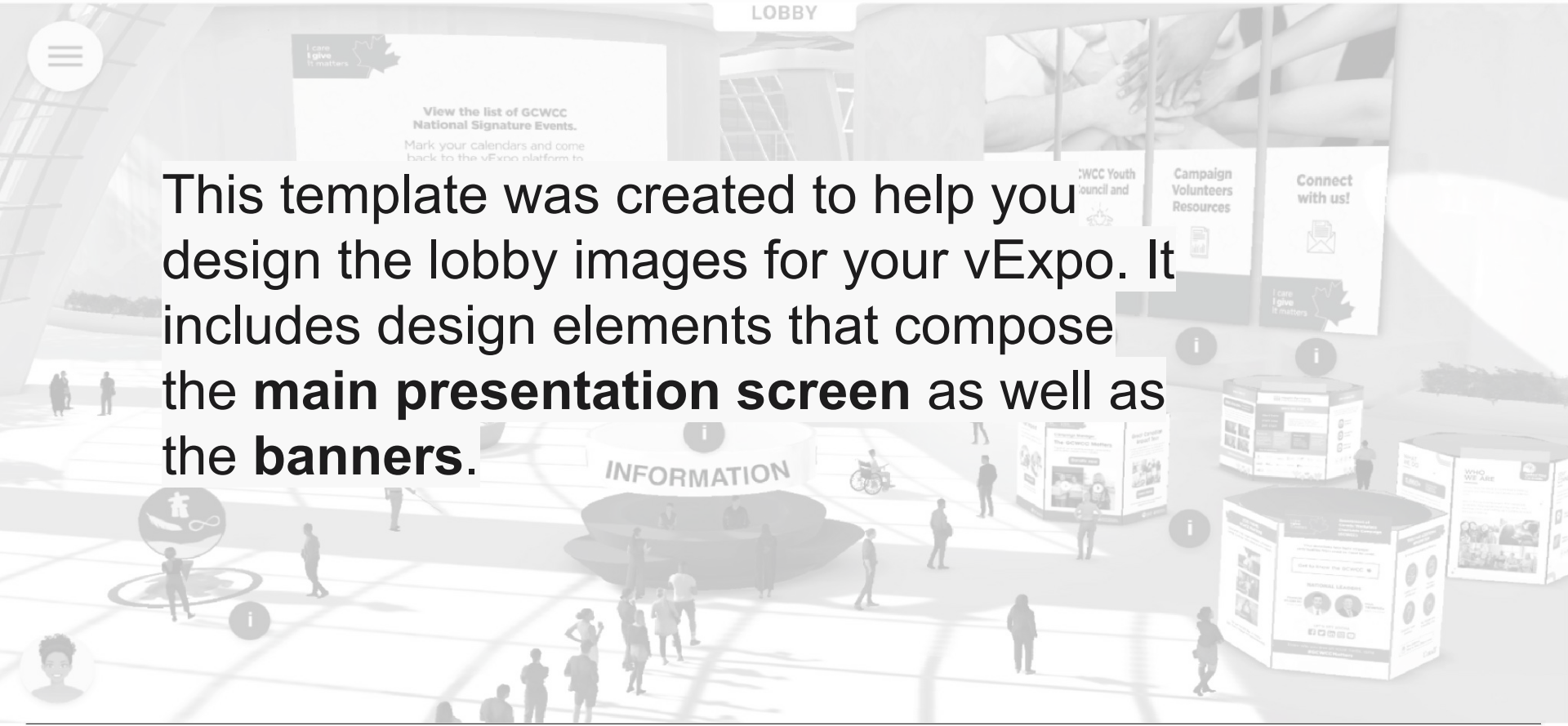
Canada School of Public Service | École de la fonction publique du Canada

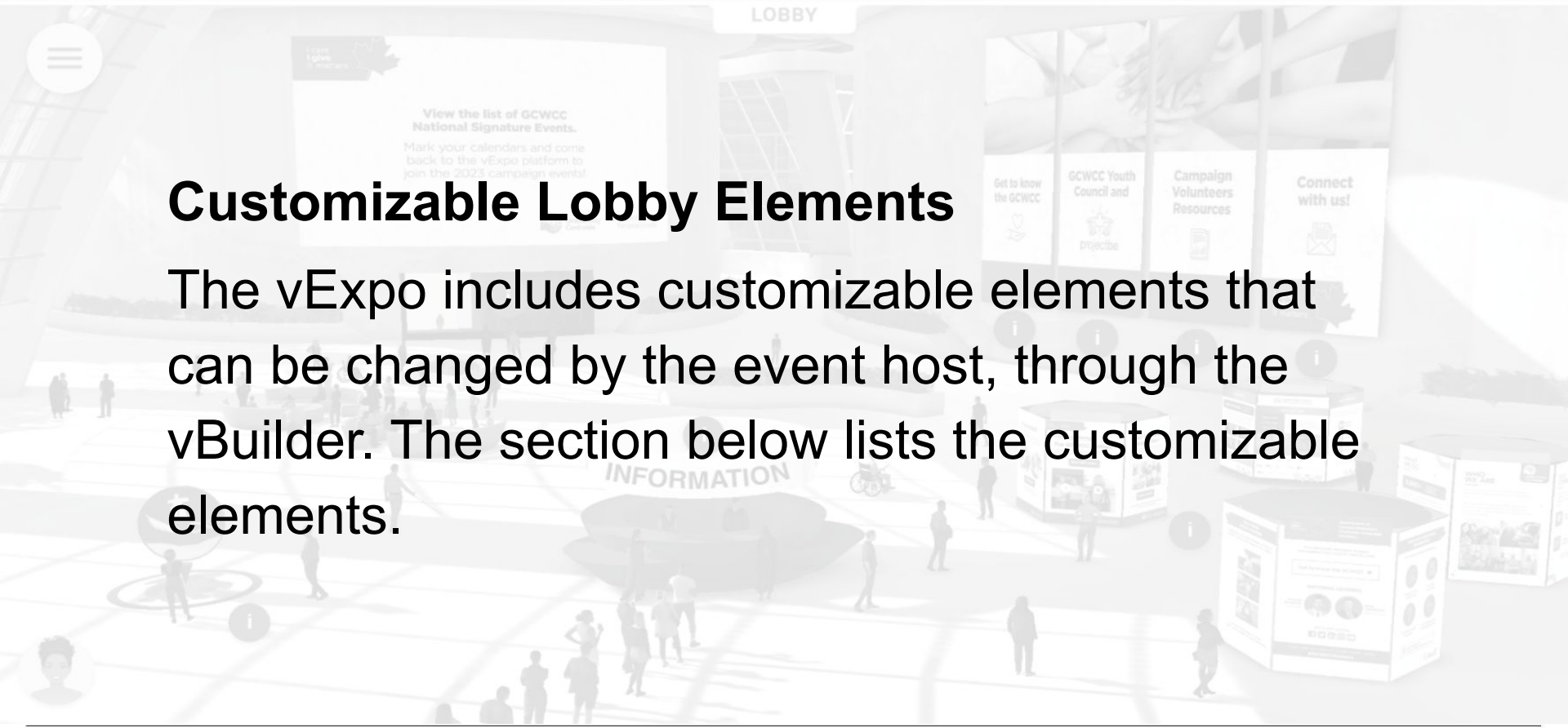
Lobby Image Specs & Templates

vExpo Virtual Event Platform

Canada



This template was created to help you design the lobby images for your vExpo. It includes design elements that compose the **main presentation screen** as well as the **banners**.



Customizable Lobby Elements

The vExpo includes customizable elements that can be changed by the event host, through the vBuilder. The section below lists the customizable elements.

Event Name

Presentation Screen

Banners

Kiosks

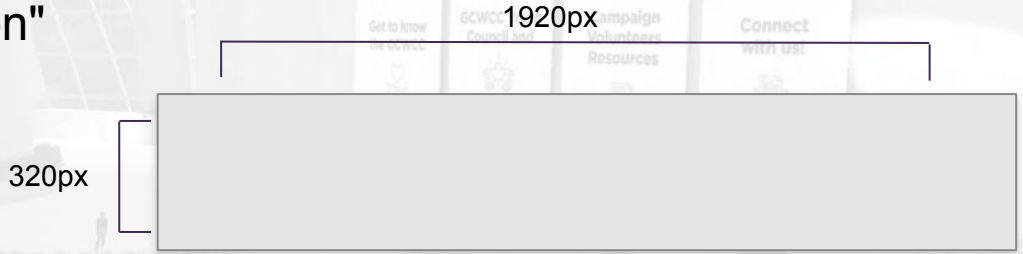
Networking Area

Information Desk

1920px x 320px (PNG format)

This image will be used to invite participants to **click** on the Information Desk. We recommend including the following call to action as part of the design: "Information"

Banner will be "Information" by default editable by the user as needed



Main Presentation Screen

3120px x 1760px (PNG format)

This image will be used to invite participants to **join** the main presentation / webcast. We recommend including the following call to action as part of the design: Join the webcast

Examples of what the button text could be:

- Join Webcast
- Join Now
- Join Live Event

We strongly recommend the following specs and general rules:

Join Button Size

The **join** button should be easy to recognize as soon as you enter the vExpo. This way, users will immediately understand where to click to join the main event.

Typefaces	Font Size
Gerogia **Aa123 - Bold** Aa123 - Regular	120pt - 180pt
Helvetica **Aa123 - Bold** Aa123 - Regular	120pt - 180pt
Arial **Aa123 - Bold** Aa123 - Regular	120pt - 180pt
Lato **Aa123 - Bold** Aa123 - Regular	120pt - 180pt

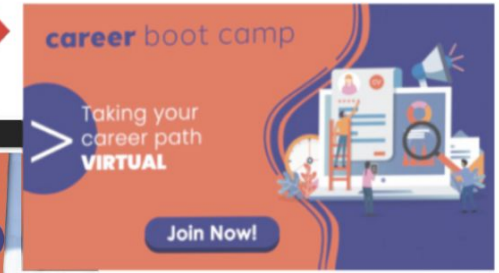
Font

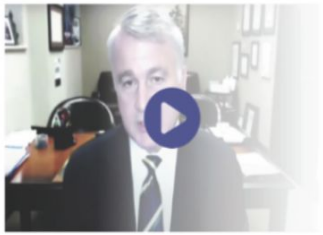
The recommended font size for the banners and main presentation screen should be between 120 pt and 180 pt.

We have also compiled examples of useful fonts.

Main Presentation Screen - Template

Main Presentation Screen Example





We recommend adding an image that shows a person **presenting/ talking**. This will be helpful to help users know where the main presentation is going to happen.

Recommendation

We recommend adding the date and time of the event on the main presentation screen.

Ex. Dec 3, 2021

Additional Design Example

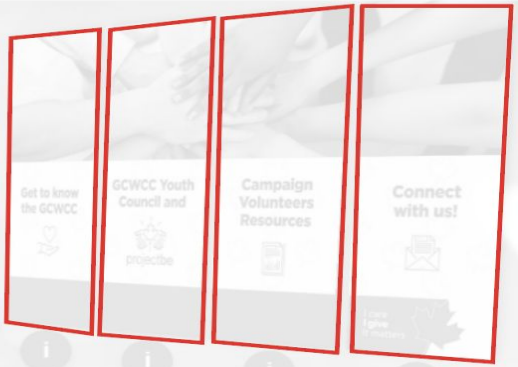
Banners

(4 banners)

The banners images can be used for different purposes, including but not limited to:

1. Decorative imagery or text (e.g Join the conversation on Twitter using #GCDigital)
2. Link to a website (e.g award winners on a website)
3. Invite people to join breakout sessions.

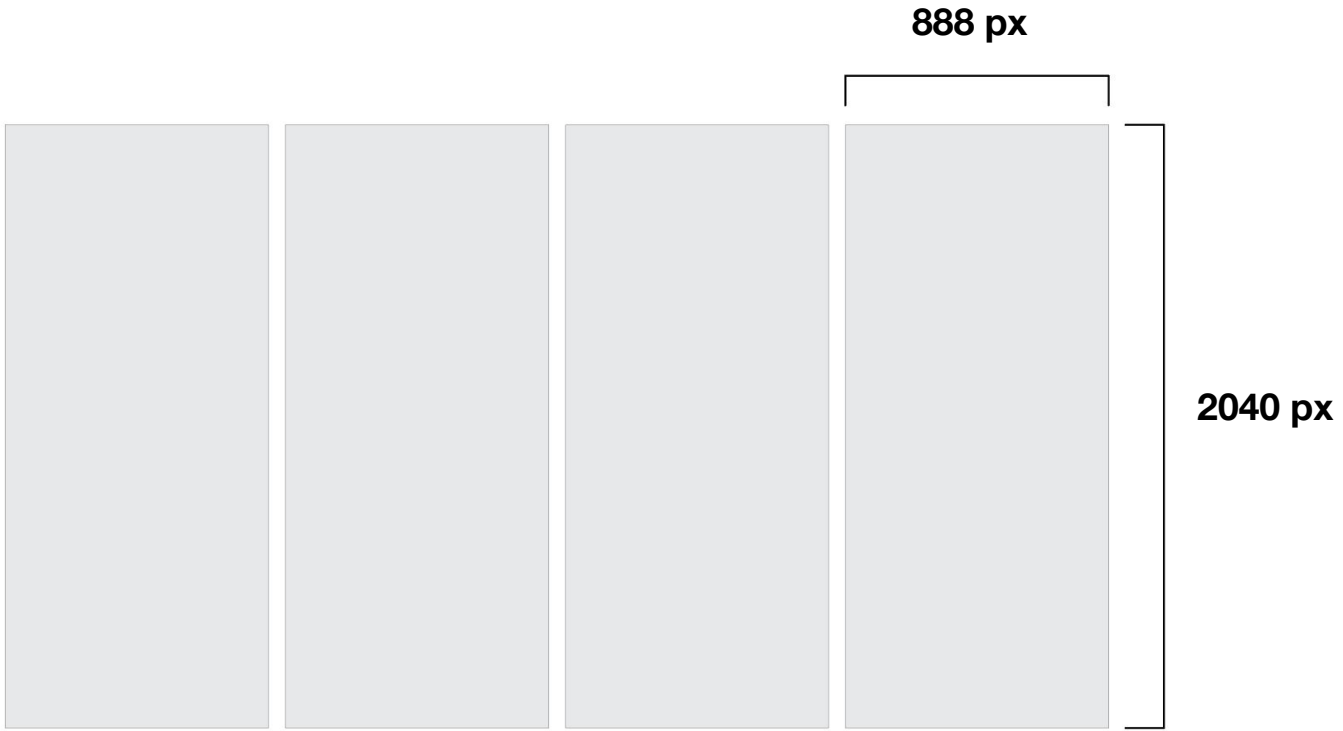
Recommendation



We recommend 4 banners only.

Avoid duplication. Do not use banners to link to content that can already be accessed from elsewhere in the vExpo. Banners are meant to add branding/design elements or link to additional information.

Banner Specs



Typefaces	Font Size
Gerogia **Aa123 - Bold** Aa123 - Regular	120pt - 180pt
Helvetica **Aa123 - Bold** Aa123 - Regular	120pt - 180pt
Arial **Aa123 - Bold** Aa123 - Regular	120pt - 180pt
Lato **Aa123 - Bold** Aa123 - Regular	120pt - 180pt

Font

The recommended font size for the banners and main presentation screen should be between 120 pt and 180 pt.

We have also compiled examples of useful fonts.

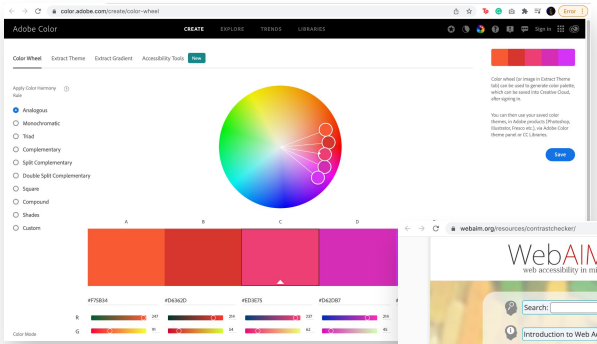
Color Contrast

When designing the banners, it is important to take into consideration the color contrast between the background and text color to ensure the content is visible.

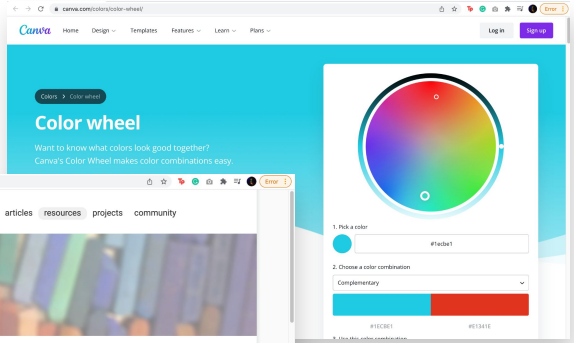
Color Contrast

Some useful tools we constantly make use of to achieve the correct color contrast between the background and text.

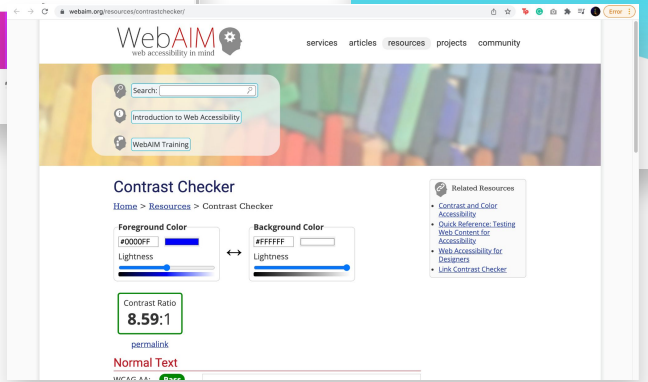
1. Adobe Color

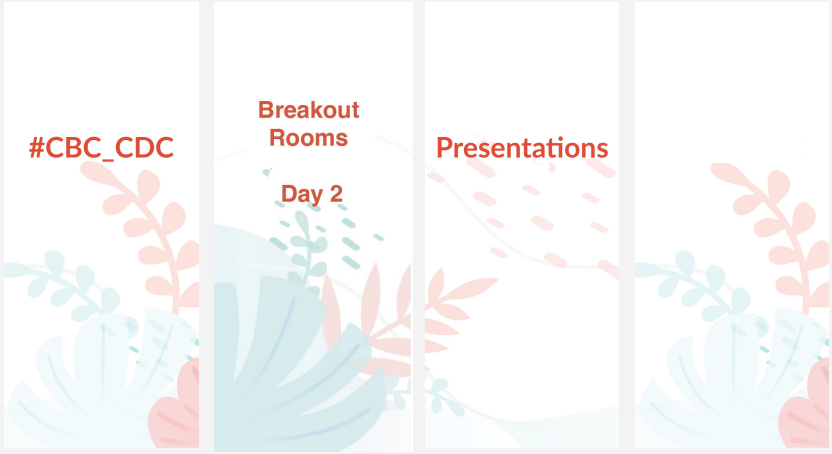


2. Canva Color Wheel



3. WebAIM Contrast Checker




#CBC_CDC
Breakout Rooms
Day 2
Presentations

#CBC_CDC
Breakout Rooms
Day 2
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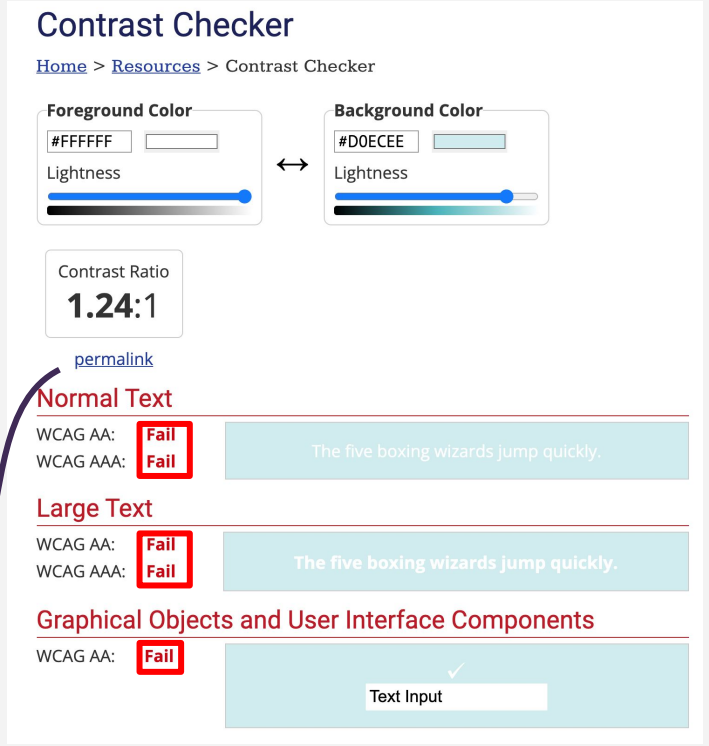
Contrast Checker
Home > Resources > Contrast Checker
Foreground Color
#FFFFFF
Lightness
Background Color
#D0ECEE
Lightness
Contrast Ratio
1.24:1
permalink
Normal Text
WCAG AA: Fail
WCAG AAA: Fail
The five boxing wizards jump quickly.
Large Text
WCAG AA: Fail
WCAG AAA: Fail
The five boxing wizards jump quickly.
Graphical Objects and User Interface Components
WCAG AA: Fail
Text Input