



Canada School
of Public Service

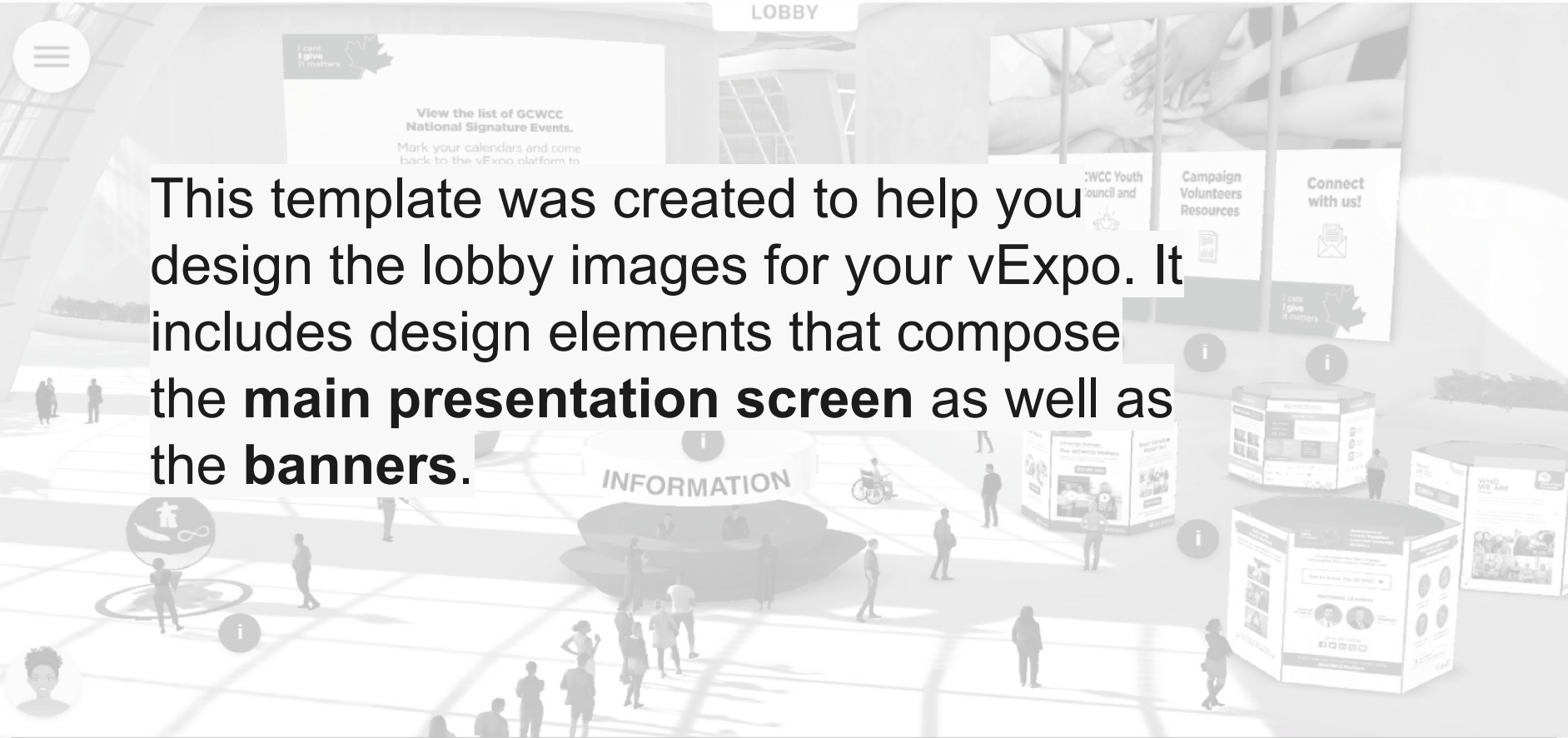
École de la fonction
publique du Canada



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



Networking Area

Information Desk

Kiosks

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

320px

1920px



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

LOBBY

We strongly recommend the following specs and general rules:

Join Button Size

332 px

1220 px

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

Georgia

120pt - 180pt

Aa123 - Bold

Aa123 - Regular

Helvetica

120pt - 180pt

Aa123 - Bold

Aa123 - Regular

Arial

120pt - 180pt

Aa123 - Bold

Aa123 - Regular

Lato

120pt - 180pt

Aa123 - Bold

Aa123 - Regular

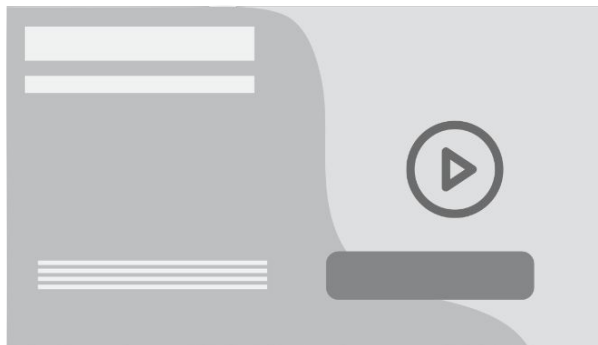
Font

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

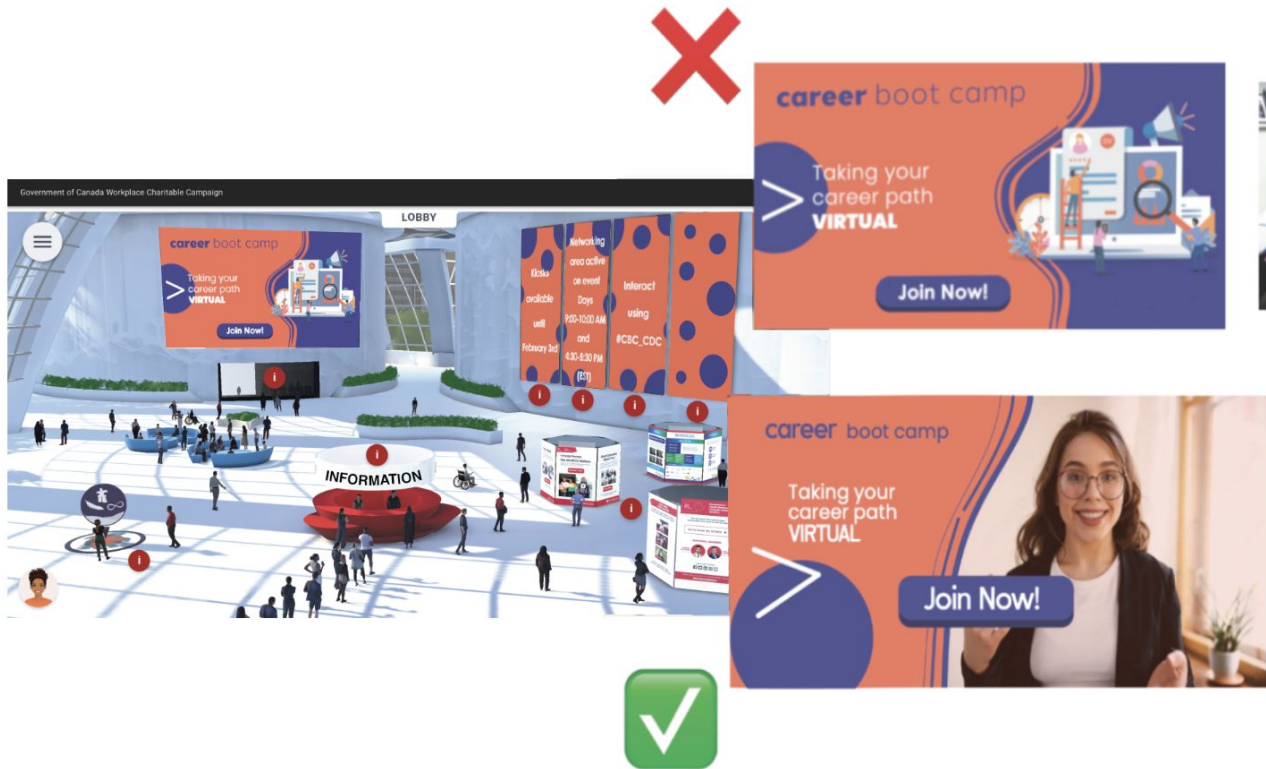
We have also compiled examples of useful fonts.



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.

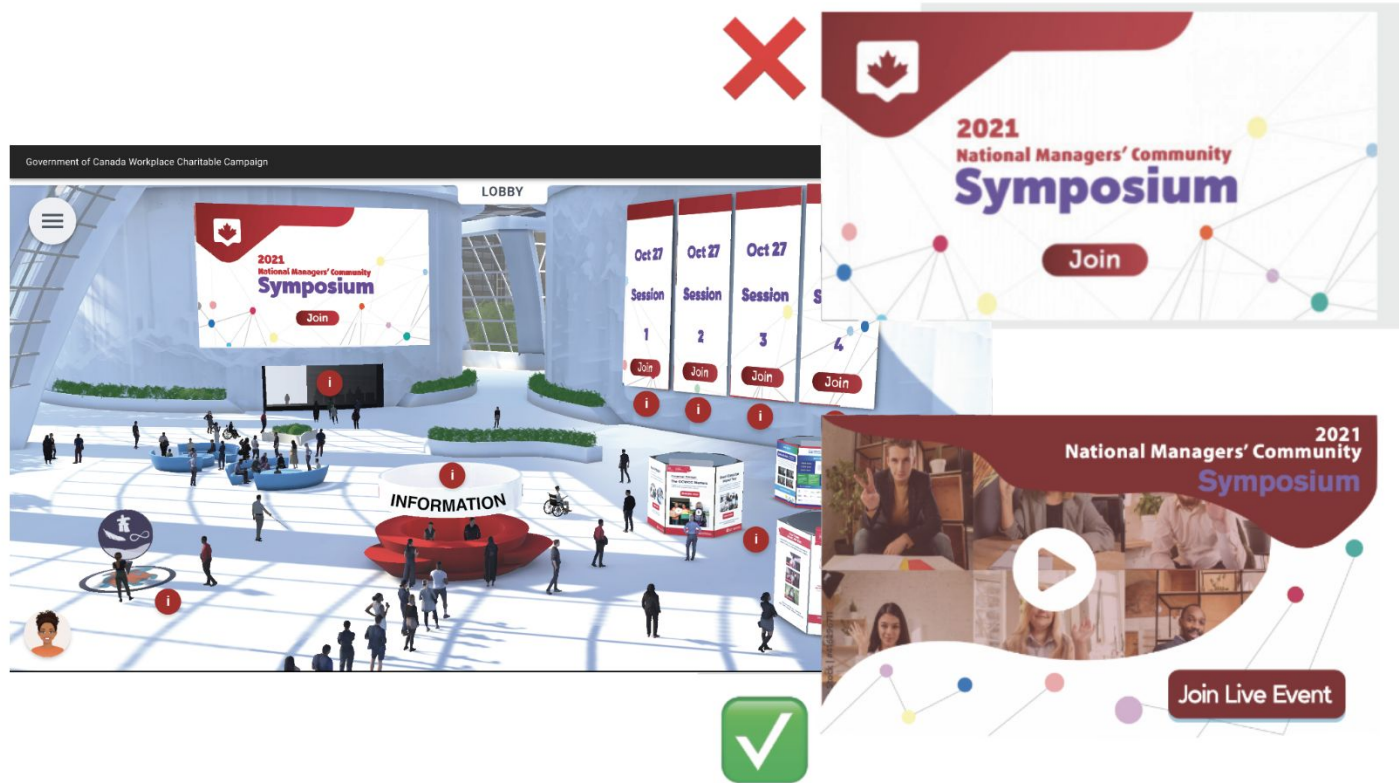
Recommendation



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.

LOBBY



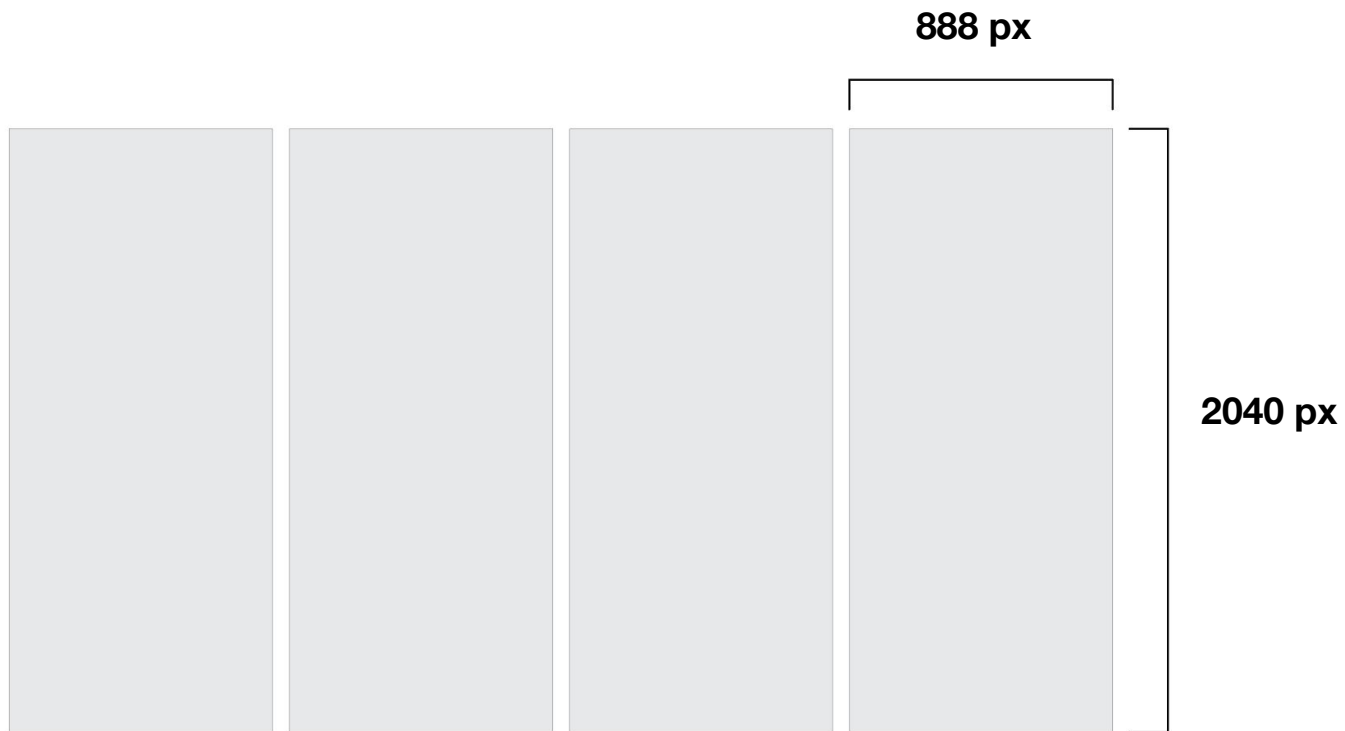
Recommendation

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

Georgia

120pt - 180pt

Aa123 - Bold

Aa123 - Regular

Helvetica

120pt - 180pt

Aa123 - Bold

Aa123 - Regular

Arial

120pt - 180pt

Aa123 - Bold

Aa123 - Regular

Lato

120pt - 180pt

Aa123 - Bold

Aa123 - Regular

Font

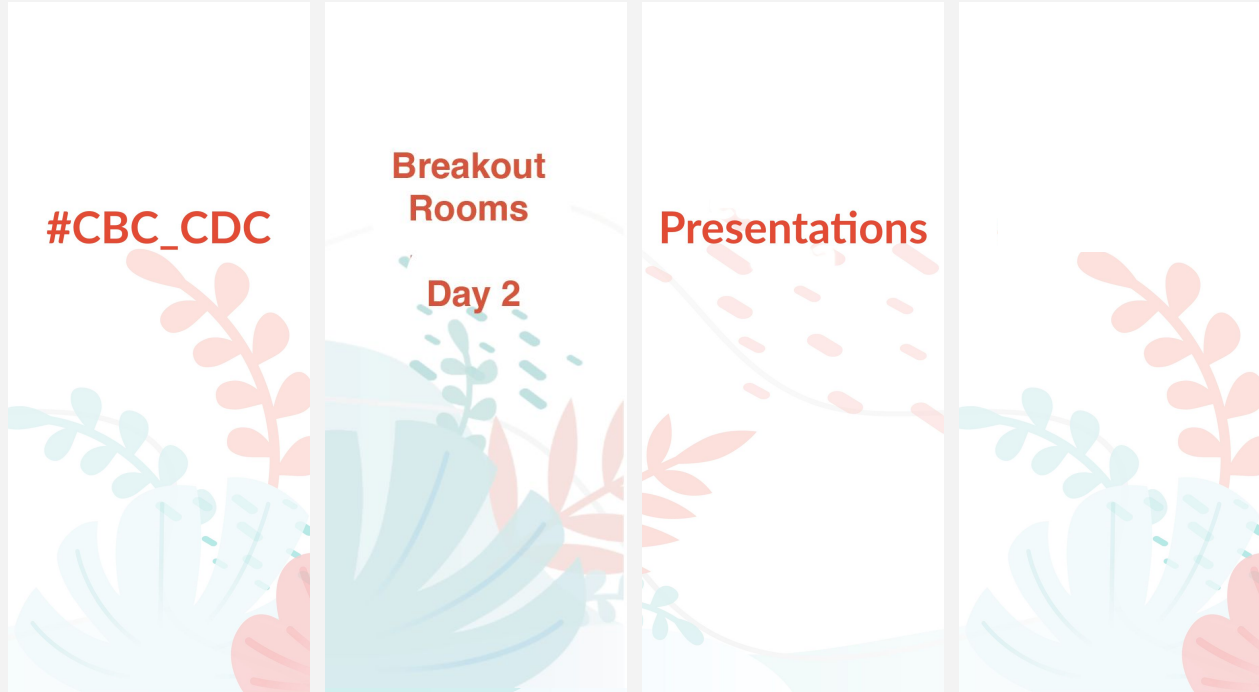
The recommended font size for the banners and main presentation screen should be between 120 pt and 180 pt.

We have also compiled examples of useful fonts.



Color Contrast

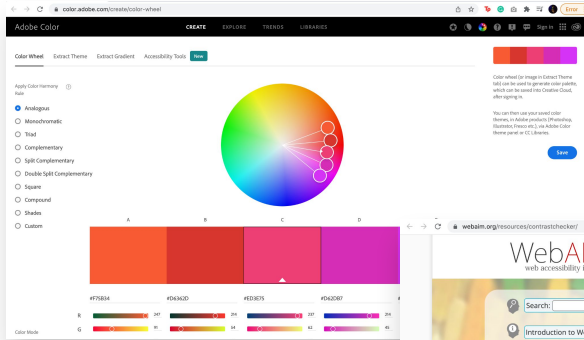
When designing the banners, it is important to take into consideration the color contrast between the background and text color to ensure the content is **visible**.



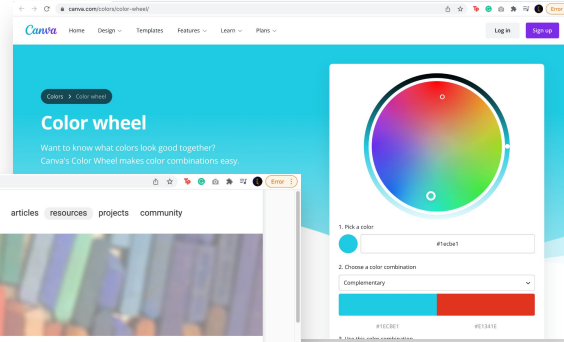
Color Contrast

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

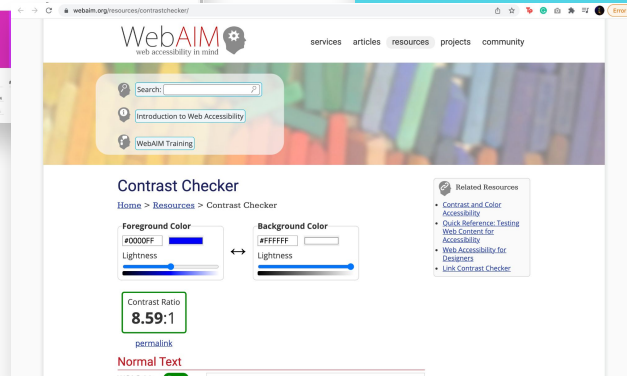
1. Adobe Color

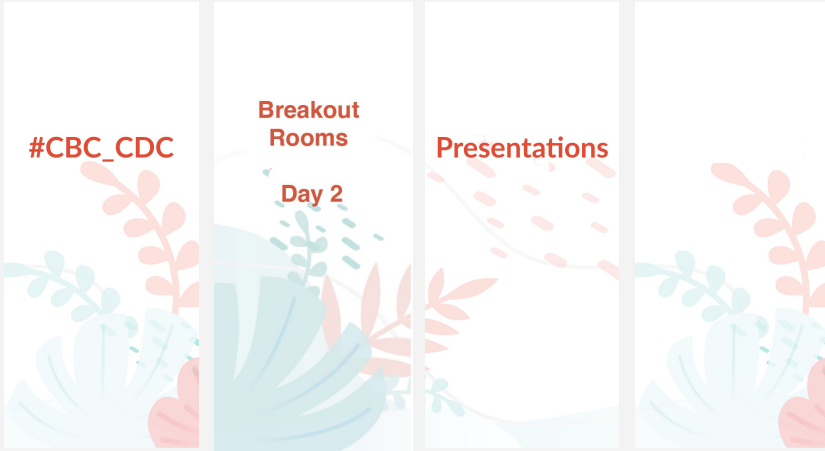


2. Canva Color Wheel



3. WebAIM Contrast Checker





Contrast Checker

[Home](#) > [Resources](#) > Contrast Checker

Foreground Color

#FFFFFF

Lightness



Background Color

#DOECEE

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