

# Branding Examples

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## 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.

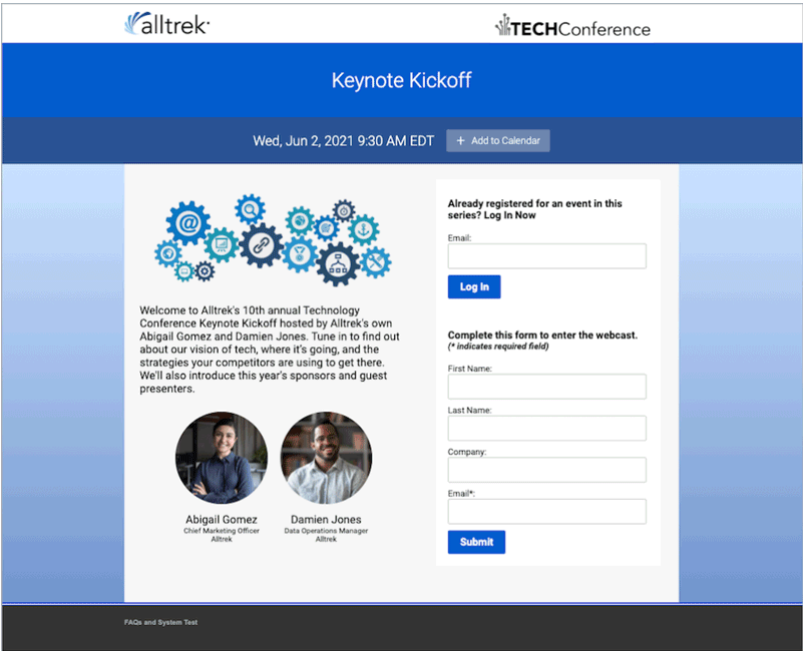


| Portal Type                                   | Registration Page Branding  | Portal Layout & Features   |
|---|---|--|
| <a href="#">Attendee Portal - Bar Layout</a>  | Left and right logos on white banner<br>White registration form<br>Page background with gradient image    | Search bar<br>Tabs layout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

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



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



| Registration Layout              | Brand   | Registration Page Branding   | Event Window Branding   |
|----------------------------------|---------|--|---|
| One Column with background image | Alltrek | Left and right logos on white banner<br><br>Light gray registration container (#F7F7F7)<br><br>Page background with gradient image | Slides and presenter video<br><br>Sponsor logos<br><br>White player container<br><br>Light blue page background (#CBE2FE) |

| Registration Layout                | Brand               | Registration Page Branding   | Event Window Branding   |
|------------------------------------|---------------------|--|---|
| One Column with transparent banner | Alltrek             | Left and right logos<br>Transparent banner shows page background<br>Light gray registration container (#F7F7F7)<br>Light blue page background (#CBE2FE)  | Slides and presenter video<br>Sponsor logos<br>Transparent player container shows page background<br>Light blue page background (#CBE2FE)                               |
| One Column with background color   | Reynholm Industries | Left banner logo on white banner<br>Transparent registration container shows page background<br>Light yellow page background (#FCF7C5)   | Slides, presenter video, custom player tabs<br>Sponsor logos<br>White player container<br>Light yellow page background (#FCF7C5)  |
| One Column with background image   | Reynholm Industries | Left banner logo on white banner<br>Transparent registration container shows page background<br>Transparent background image with blue circles shows page background<br>Light yellow page background (#FCF7C5) | Slides, presenter video, custom player tabs<br>Sponsor logos<br>Transparent player container shows page background<br>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<br>White registration form<br>Transparent registration container shows page background<br>Dark blue page background (#004491)               | Slides, presenter video, custom player tab<br>Sponsor logos<br>White player container<br>Dark blue page background (#004491)     |
| Two Column with white registration form                     | Alltrek             | Left and right logos on white banner<br>White registration form<br>Light gray registration container (#F7F7F7)<br>Page background with gradient image                            | Slides, presenter video, custom player tab<br>Sponsor logos<br>White player container<br>Light blue page background (#CBE2FE)    |
| Two Column with blue registration form and background color | Reynholm Industries | Left banner logo on white banner<br>Light blue registration form (#96B9D9)<br>Transparent registration container shows page background<br>Light yellow page background (#FCF7C5) | Slides, presenter video, custom player tabs<br>Sponsor logos<br>White player container<br>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 | Left and right logos<br>Transparent banner shows page background color<br>Transparent registration container shows page background<br>Transparent background image with blue circles shows page background<br>Light yellow page background (#FCF7C5) | Slides, presenter video, custom player tabs<br>Sponsor logos<br>Transparent player container shows page background<br>Uses registration page background image and color |
| Popup Registration                                      | Alltrek             | Left and right logos on white banner<br>White registration form can't be changed<br>Light gray registration container (#F7F7F7)<br>Page background with gradient image   | Slides, presenter video, custom player tabs<br>Sponsor logos<br>White player container<br>Light blue page background (#CBE2FE)  |
| Popup Registration with background color                | Reynholm Industries | Left banner logo on white banner<br>White registration form can't be changed<br>Transparent registration container shows page background<br>Light yellow page background (#FCF7C5)   | Slides, presenter video, custom player tabs<br>Sponsor logos<br>White player container<br>Light yellow page background (#FCF7C5)  |

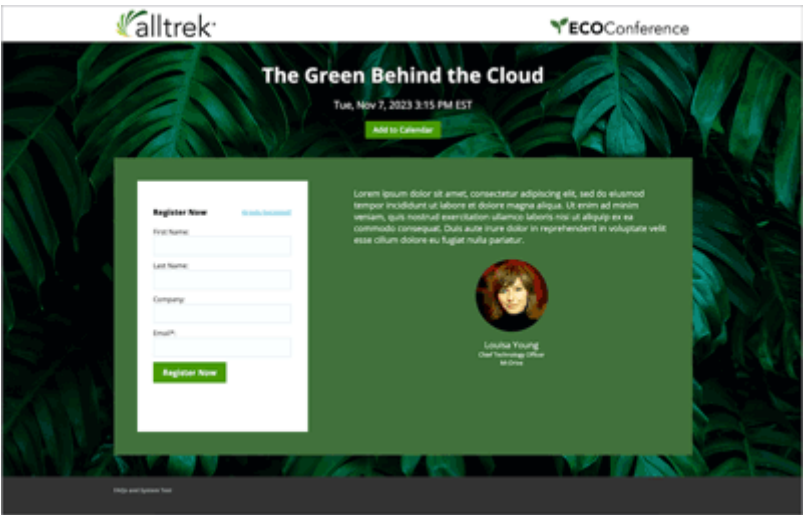


| Registration Layout  | Brand               | Registration Page Branding  | Event Window Branding  |
|--|---------------------|---|--|
| <a href="#">Popup Registration with background image</a>     | Reynholm Industries | <p>Left banner logo on white banner</p> <p>White registration form can't be changed</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.



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



| Registration Layout   | Registration Page Branding  | Event Window Branding   |
|---|---|---|
| Title Top, Right<br>Registration with<br>transparent banner | Left and right logos<br>Transparent banner shows page background<br>White registration form<br>White registration container<br>Page background with full-screen image | Slides, presenter video, custom player tab<br>Sponsor logos<br>Transparent player container shows page background<br>Dark green page background (#183200) |

| RegistrationLayout   | Registration Page Branding   | Event Window Branding   |
|--|--|---|
| Title Top, Left<br>Registration with a dark green registration container | Left and right logos on white banner<br>White registration form<br>Green registration container (#3A7821)<br>Page background with full-screen image            | Slides, presenter video, custom player tab<br>Sponsor logos<br>Transparent player container shows page background<br>Player background with full-screen image |
| Side-By-Side, Right<br>Registration with background image                | Left and right logos on white banner<br>White registration form<br>White landing page text over dark page background<br>Page background with full-screen image | Slides, presenter video, custom player tab<br>Sponsor logos<br>White player container<br>Light green page background (#CDE9C8)                                |
| Side-By-Side, Left<br>Registration with no banner                        | No banner (logos not uploaded)<br>White registration form<br>Black landing page text over light page background<br>Light green background color (#CDE9C8)      | Slides and presenter video<br>Sponsor logos<br>White player container<br>Light green page background (#CDE9C8)  |
| Video-only Event (no slides or content tabs)                             | Left and right logos on white banner<br>White registration form<br>White landing page text over dark page background<br>Page background with full-screen image | Presenter video<br>Sponsor logos<br>Transparent player container shows page background<br>White page background   |