

## 1. Branding Elements Streaming Service

### 1.1 Branding element 1: stream background

Webstream background image (.jpg) 1920 x 1080 px

Use branding elements at will but keep green zones free of any branding which needs to remain visible

Camera Zone

Aprox 457 x 338 px

Width to hight ratio: 4/3

Presentation zone

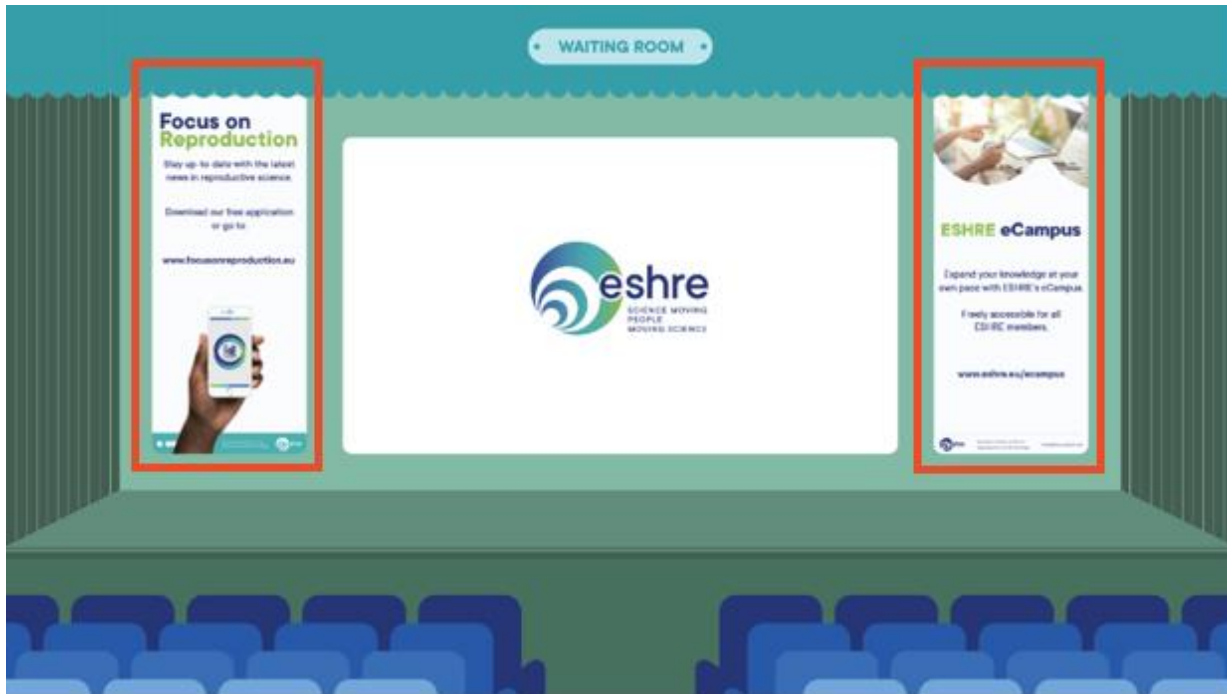
Approx 1362 x 767 px

Width to hight ratio: 16/9

## 1.2 Branding element 2: Banners in the virtual waiting room

Before entering the livestream page, virtual attendees will first see a “virtual waiting room”. Sponsors can provide custom designs for the side banners.

Images to be provided as PNG in 1168(h) x 506(w) resolution



## 3.3 Branding element 3: Link to webpages

Just below the livestream on the “viewing page”, we can add two buttons which can provide redirects to a URL of choice (e.g. company website, survey,...)

To be provided:

- Label (text) to appear on button 1
- URL to which button 1 should redirect
- Label (text) to appear on button 2
- URL to which button 2 should redirect