

BRAND INTERACTIVE

ON24 MULTI-REG, MULTI-TIME ZONE, CONTENT GATEWAY PAGES

TEMPLATES AND COMPONENTS

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EMAIL COMPONENTS + SPECS

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LANDING PAGE COMPONENTS + SPECS

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OVERVIEW

This document contains 3 sets of mock-ups for the ON24 Template Builder Templates. Each set contains an email invite, landing page, email confirmation and landing page confirmation (if applicable). Some of these page designs share a common component, which will be called out with a yellow highlight as an indicator.

Set #1 - Multi-registration

This set includes a landing page which consists of multiple webcasts. Users will be able to multi-select from the set and will be provided links to each one in the confirmation and email page. This page would contain webcasts that fall under one “theme,” for example, GDPR...etc.

Set #2 - Multi-time zone

This set includes a landing page that provides the ability to promote a single live webcast that offers multiple times that users can sign up for.

Set #3 - Content gateway landing page

This set includes a landing page of webcasts featuring different topics. User would only need to register one time and would be granted access to all webcasts on this page.

MULTI-REGISTRATION DESIGN FLOW

Email Invite

View this message in a Web browser

ORACLE
Cloud Platform

GDPR Webcast Series

Learn About GDPR in Oracle's Monthly Webcasts

Register to watch →

[Personalization - Optional] Firstname Lastname,

In a short paragraph describe the relevant market conditions and clearly describe the relevance of your webcast to the reader. Call out the key highlights of the webcast and benefits of attending it.

- Call out the key features of the webcast -2LN10WC
- Call out the key features of the webcast -2LN 10WC
- Call out the key features of the webcast -2LN 10WC

Sed at consectetur orci. Vivamus maximus mi a diam efficitur, ut volutpat arcu.

Watch Popular Webcasts

Prepare for the GDPR and Avoid Common Mistakes in Database Management

Prepare for the GDPR and Avoid Common Mistakes in Database Management

Prepare for the GDPR and Avoid Common Mistakes in Database Management

CTA here →

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Landing page

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Capgemini

GDPR Webcasts Series

Learn About GDPR in Oracle's Monthly Webinars

Sign up to watch the webcasts

IT teams must comply with a broad range of industry and government regulations such as the forthcoming GDPR. Such compliance efforts require insight into the nature of your data and the ability to enforce security controls wherever this data resides. Rely on Oracle to assist your efforts to address your data privacy and regulatory requirements.

Select one or more of the following webcasts and complete registration. ☒ SELECT ALL ☐ UNSELECT ALL

AUGUST 28, 2018

The EU General Data Protection Regulation: How Oracle Security Solutions Can Help

☐ SELECT

MARCH 2018

Prepare for the GDPR and Avoid Common Mistakes in Database Management

☐ SELECT

FEBRUARY 2018

The EU General Data Protection Regulation: How Oracle Security Solutions Can Help

☐ SELECT

JANUARY 2018

Oracle Customer GDPR Implementations

☐ SELECT

MARCH 2018

Prepare for the GDPR and Avoid Common Mistakes in Database Management

☐ SELECT

FEBRUARY 2018

The EU General Data Protection Regulation: How Oracle Security Solutions Can Help

☐ SELECT

JANUARY 2018

Oracle Customer GDPR Implementations

☐ SELECT

MARCH 2018

Prepare for the GDPR and Avoid Common Mistakes in Database Management

☐ SELECT

FEBRUARY 2018

The EU General Data Protection Regulation: How Oracle Security Solutions Can Help

☐ SELECT

JANUARY 2018

Oracle Customer GDPR Implementations

☐ SELECT

Make your selections above and click register to complete

GDPR is here! Are you ready?

Learn how Oracle can help.

In our monthly webinar series which we started in May 2017, we have been exploring GDPR from various angles. Whether it's security technology solutions, systems and storage, integration solutions, partner services, customer references or SaaS applications - there's a lot to explore and take away for you which will help you determine what you should be doing next.

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Confirmation Page

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Capgemini

GDPR Webcast Series

Thank you for registering

[Personalization - Optional] Firstname Lastname,

You are now signed up to watch webcasts below. An email confirmation will also be sent to your inbox. Click on the "Watch now" button to view the webcasts. Please remember to use your log-in: sampleemail@gmail.com

If data is the new oil, is GDPR climate change? Oracle SaaS Cloud - What you need to know. Optional Subtitle that can be removed

April 2018, Duration: 1 hr

If data is the new oil, is GDPR climate change? Oracle SaaS Cloud - What you need to know. Optional Subtitle that can be removed

April 2018, Duration: 1 hr

If data is the new oil, is GDPR climate change? Oracle SaaS Cloud - What you need to know. Optional Subtitle that can be removed

April 2018, Duration: 1 hr

More to Discover

Why Modernize Your Analytics

Sed arcu arcu, sagittis ac elit pellentesque, auctor laoreet odio. Maecenas ac maximus nisi, non ultricies ante.

[Details →](#)

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Email Confirmation

View this message in a Web browser

ORACLE
Cloud Platform

GDPR Webcast Series

Thank you for registering.

[Personalization - Optional] Firstname Lastname,

You are now signed up to watch the webcasts below. Click on the "Watch now" button to view the webcasts. Please remember to use your log-in: sampleemail@gmail.com.

If data is the new oil, is GDPR climate change? Oracle SaaS Cloud - What you need to know. Optional Subtitle that can be removed adf adfasd

April 2018, Duration: 1 hr

If data is the new oil, is GDPR climate change? Oracle SaaS Cloud - What you need to know. Optional Subtitle that can be removed

April 2018, Duration: 1 hr

Optional Subtitle that can be removed

April 2018, Duration: 1 hr

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Presented by Jessamyn Pedroza October 2018, Confidential

4

MULTI-TIME ZONE DESIGN FLOW

Email Invite

View this message in a Web browser

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Upcoming Live Webcast

LIVE EVENT

September 13, 2018
9:00 a.m - 10:00 a.m ET
12:00 p.m.– 1:00 p.m PT

Database Security Assessment Tool - Finding Your Weaknesses Before the Bad Guys Do

Register for the webcast →

[Personalization - Optional] Firstname Lastname,

In a short paragraph describe the relevant market conditions and clearly describe the relevance of your webcast to the reader. Call out the key highlights of the webcast and benefits of attending it.

• Call out the key features of the webcast -2LN10WC

• Call out the key features of the webcast -2LN 10WC

• Call out the key features of the webcast -2LN 10WC

Sed at consectetur orci. Vivamus maximus mi a diam efficitur, ut volutpat arcu.

CTA here →

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Landing page

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Cloud Platform

Capgemini

Register Now for the Live Webcast

DATE: AUGUST 16, 2018

☒ 9:00 a.m.–10:00 a.m. ET

☐ 12:00 p.m.–1:00 p.m. PT

Register →

LIVE EVENT

Oracle Database Security Assessment Tool (DBSAT) - Finding Your Weaknesses Before the Bad Guys Do

Learn how you can identify weaknesses in your database security using this FREE assessment tool from Oracle.

The Oracle Database Security Assessment Tool (DBSAT) installs in seconds and provides usable output in minutes. Join this webcast with Oracle and CrossGenerations Security to learn how to install and use the tool and begin improving your database security TODAY.

ABOUT THE SPEAKER (OPTIONAL)

Rob Grant

Senior Manager, Engineered Systems
Platinum Patching Oracle Corporation

Rob Grant is a manager in the Oracle Engineered Systems - Platinum Delivery team. He has worked for Oracle Corporation since 1989, starting as a Support Engineer with Oracle 5.1.
[View full bio →](#)

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Confirmation Page

ORACLE
Cloud Platform

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Congratulations!
Your registration is now confirmed.

[Personalization - Optional] Firstname Lastname,
You are now confirmed for the upcoming Live Webcast:

April 16 2018, 9:00 am. – 10:00 a.m. E.T.
Oracle Database Security Assessment Tool (DBSAT) - Finding Your Weaknesses Before the Bad Guys Do
Optional Subtitle that can be removed

Join the webcast →

Add To Calendar:

Outlook, ical, Thunderbird | Calendar | Google

You could also paste this link into your browser to join the conference at the scheduled start time
<https://event.on24.com/wcc/r/1829447/F3CE9AE2F3D60CEAD8A130A93F5D8B1B>

You will also receive this information in a confirmation email, and you will receive a reminder email 1-2 days before the Webcast.

Thank You,
Oracle Events Team
www.oracle.com

More to Discover

Why Modernize Your Analytics

Sed arcou arou. sagittis ac elit pellentesque, auctor laconet odio. Maecenas ac maximus nisi, non ultrices ante.

Details →

Why Modernize Your Analytics

Sed arcou arou. sagittis ac elit pellentesque, auctor laconet odio. Maecenas ac maximus nisi, non ultrices ante.

Details →

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Email Confirmation

View this message in a Web browser

ORACLE
Cloud Platform

Upcoming Live Webcast

Thank you for registering

[Personalization - Optional] Firstname Lastname,
Congratulations! Your registration is now confirmed for the upcoming LIVE Webcast:

April 16 2018, 9:00 am. – 10:00 a.m. E.T.
Oracle Database Security Assessment Tool (DBSAT) - Finding Your Weaknesses Before the Bad Guys Do
Optional Subtitle that can be removed

Join the webcast →

Add to calendar:

Outlook, ical, Thunderbird | Calendar | Google

You could also paste this link into your browser to join the conference at the scheduled start time:
<https://event.on24.com/wcc/r/1829447/F3CE9AE2F3D60CEAD8A130A93F5D8B1B>

You will receive a reminder email 1-2 days before the Webcast.

Thank You,
Oracle Events Team
www.oracle.com

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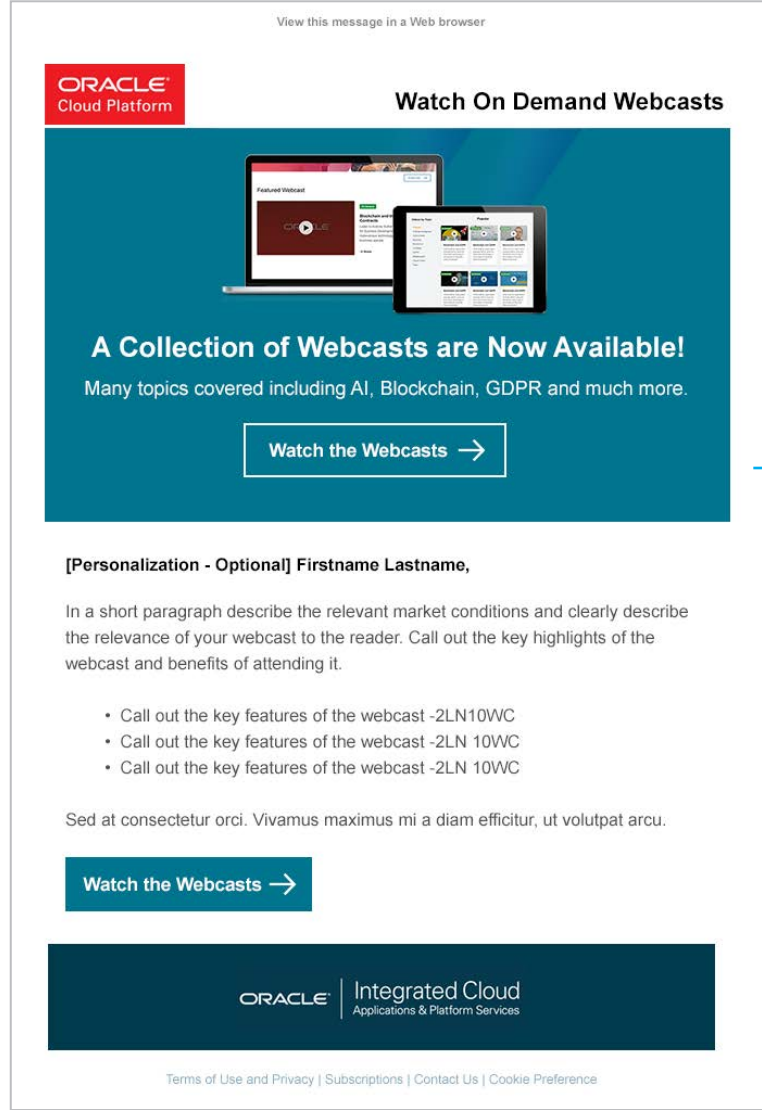
ORACLE

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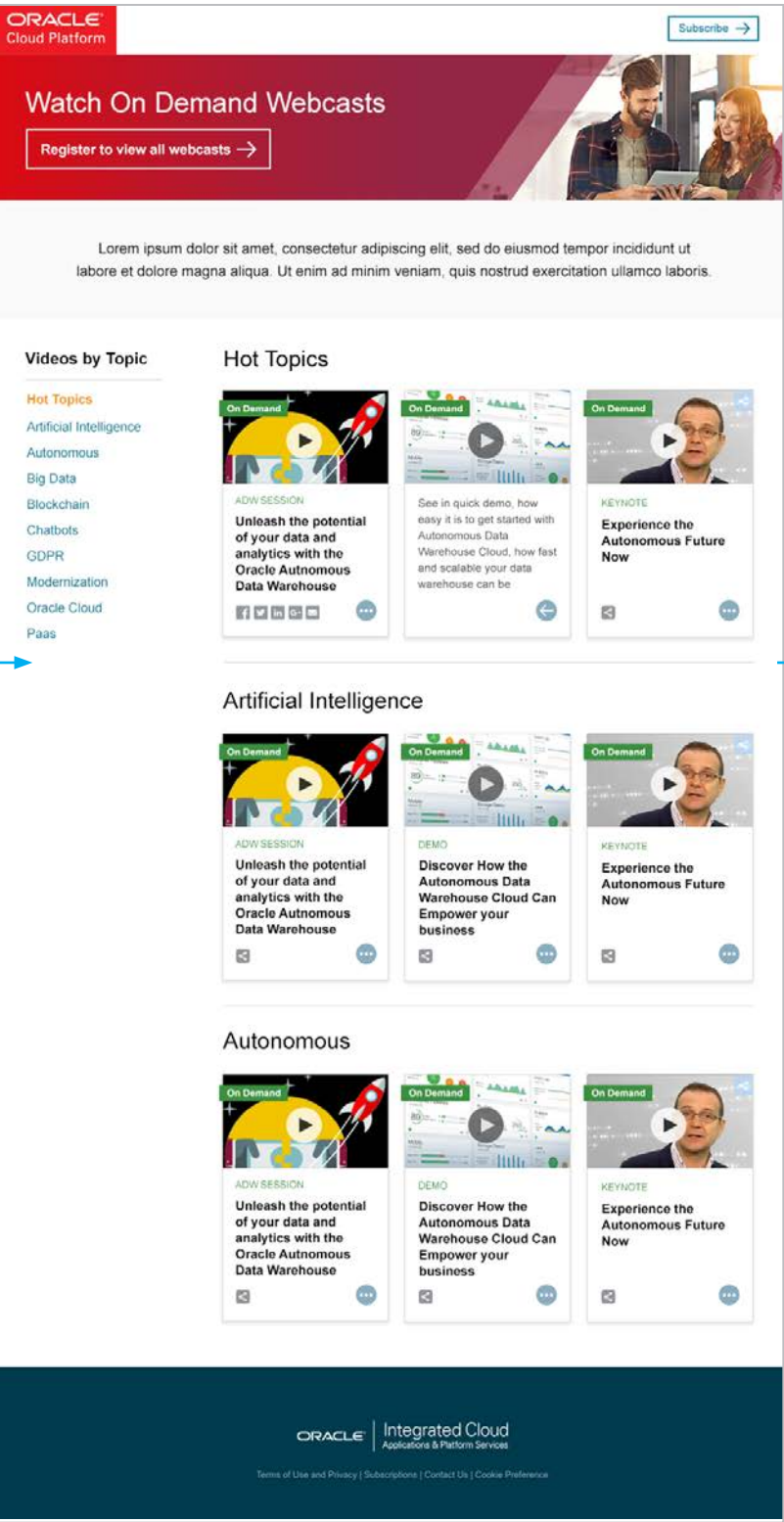
5

CONTENT GATEWAY DESIGN FLOW

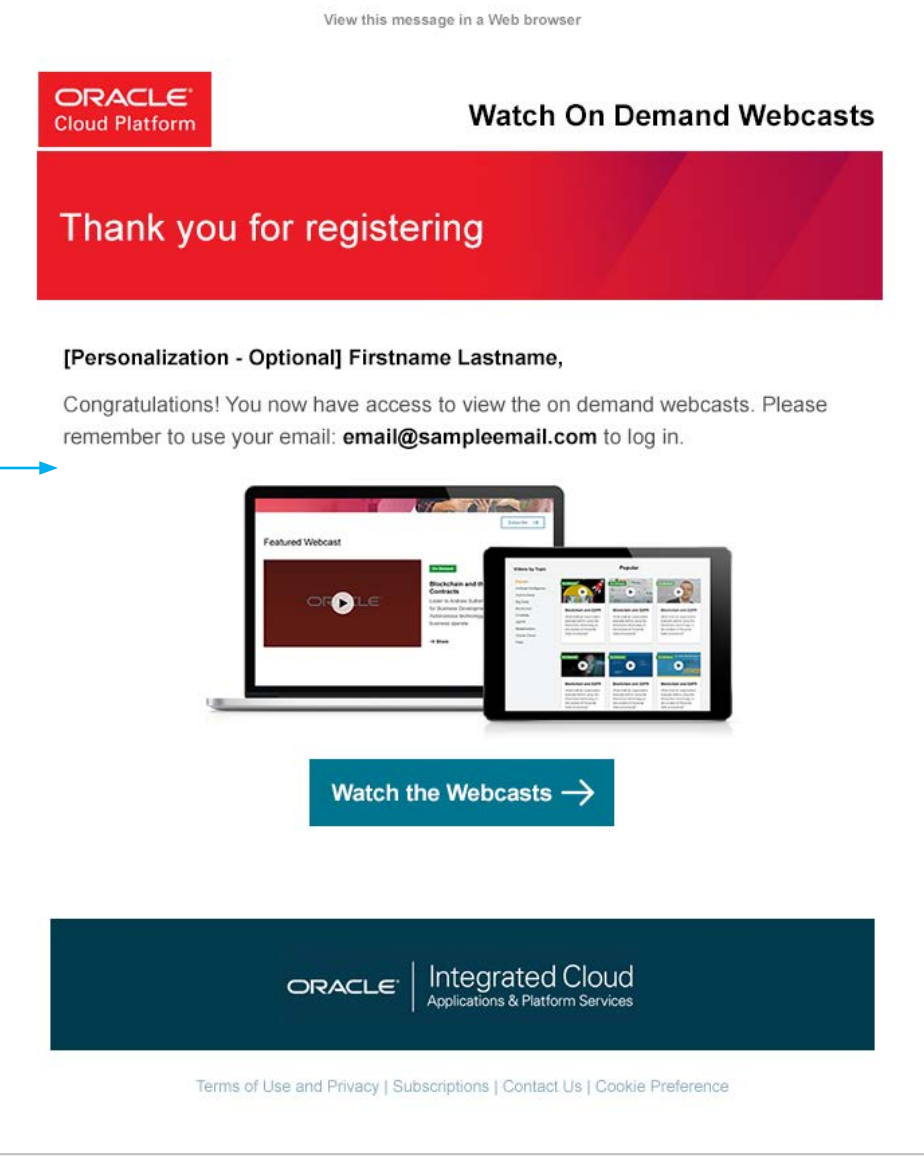
Email Invite



Landing page



Email Confirmation



SET #1 - MULTI-REGISTRATION PAGES

MULTI-REGISTRATION EMAIL INVITE COMPONENTS

NEW UBE112

Email Header banner component:

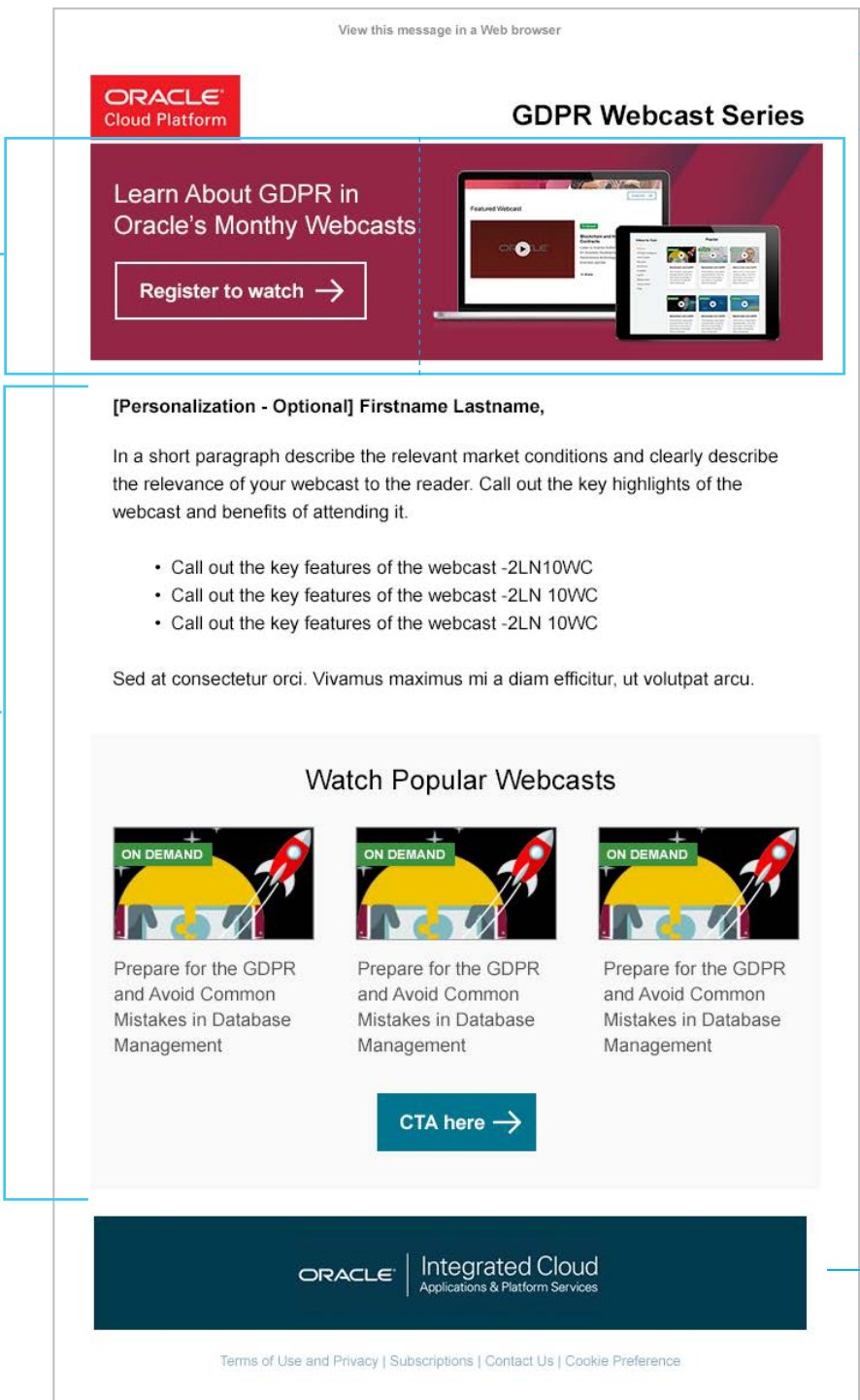
Text is on left hand side with CTA.

Full Image is in the right whose background color matches the background color of the whole component

NEW UBE113

Email body and Webcast Component:

To promote 3 webcasts with titles below. CTA to go to main landing page.



NEW UBE111

Email logo and title component

Default Footer

MULTI-REGISTRATION LANDING PAGE COMPONENTS

NEW UBL308

LP Webcasts Component

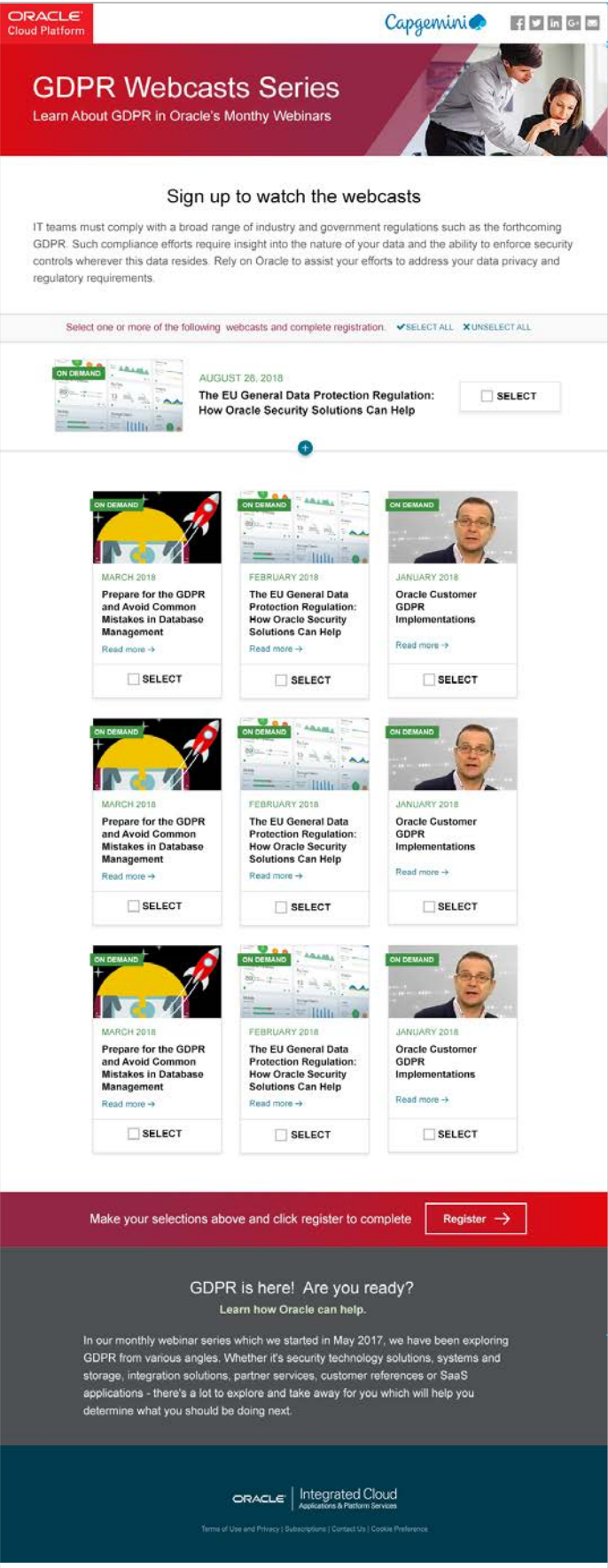
Contains main title and introductory section on top.
There is a featured webcast with expand to show more functionality, which shows more detail and speaker info.
The featured webcast can either be live or on-demand (graphic to change respectively to call that out the difference)

Following the featured webcast, are the rest of the webcasts, suggesting not go beyond 9 as it can get overwhelming, especially since user is being asked to select on all the options. In mobile view, this can get quite long.

There is a “Read more” link below each title. Once clicked, a modal window should pop up that shows more information.

Includes a sticky nav with call to action section

This sticky nav should reveal on scroll down and stays put on the bottom of the browser. Because there is a large list of webcasts to select from, the idea is to have this visible to point out that they



NEW UBL116 LP Partner Logo Component

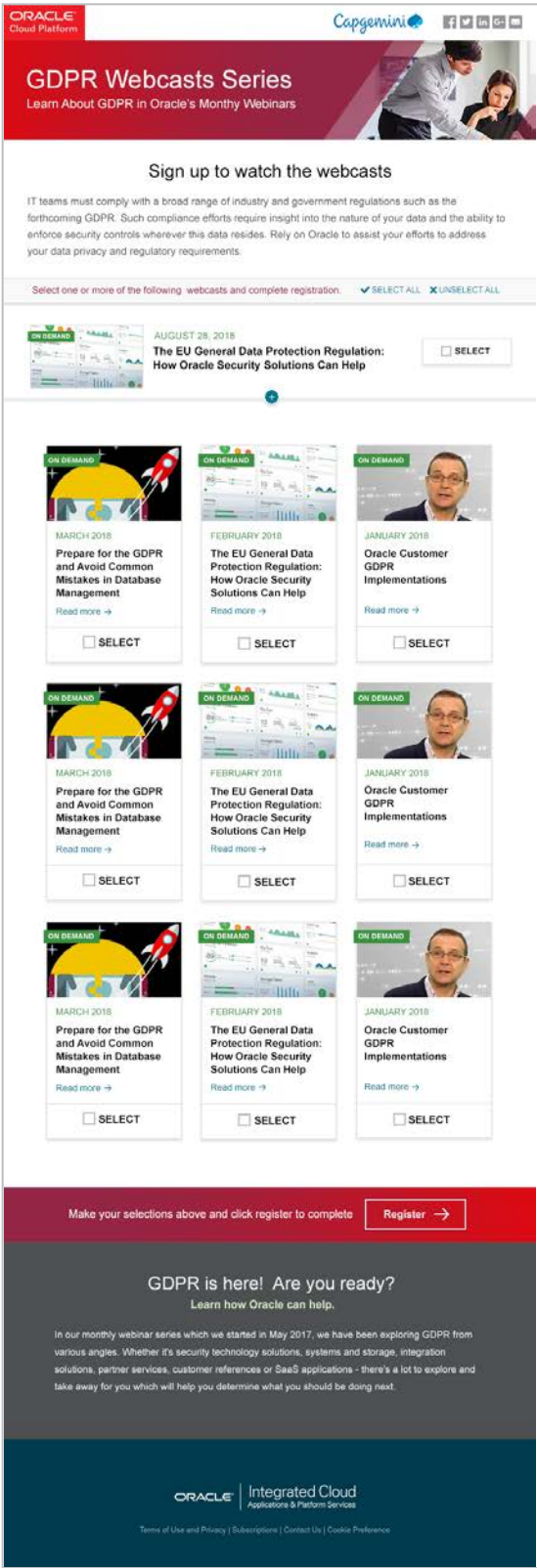
NEW UBL117 LP Header Banner Component

NEW UBL309
LP Page Description Component

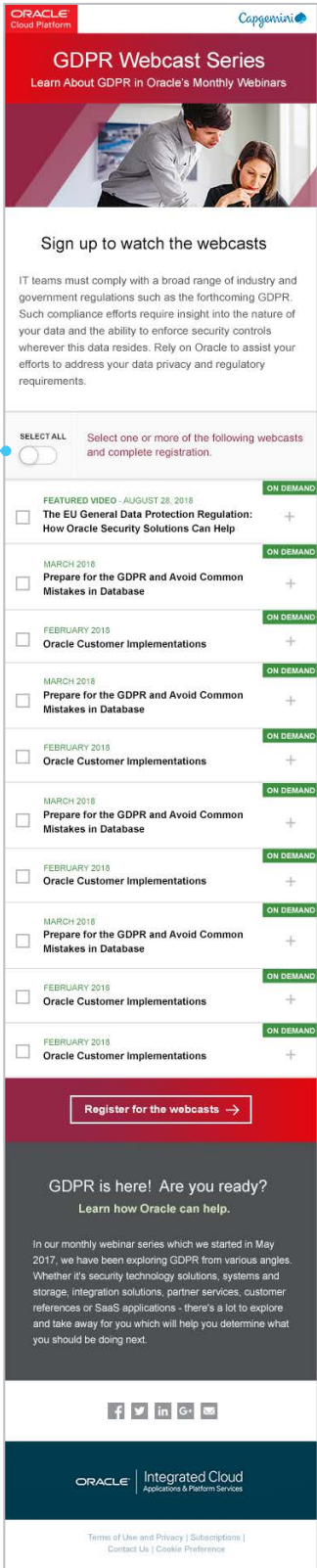
Default Footer

MULTI-REGISTRATION LANDING PAGE - TABLET AND MOBILE

Tablet



Mobile



Mobile (Switch to Select All)



Select all becomes a switch toggle.

"Select" text next to checkbox is removed, there is an expand function (instead of slide function)

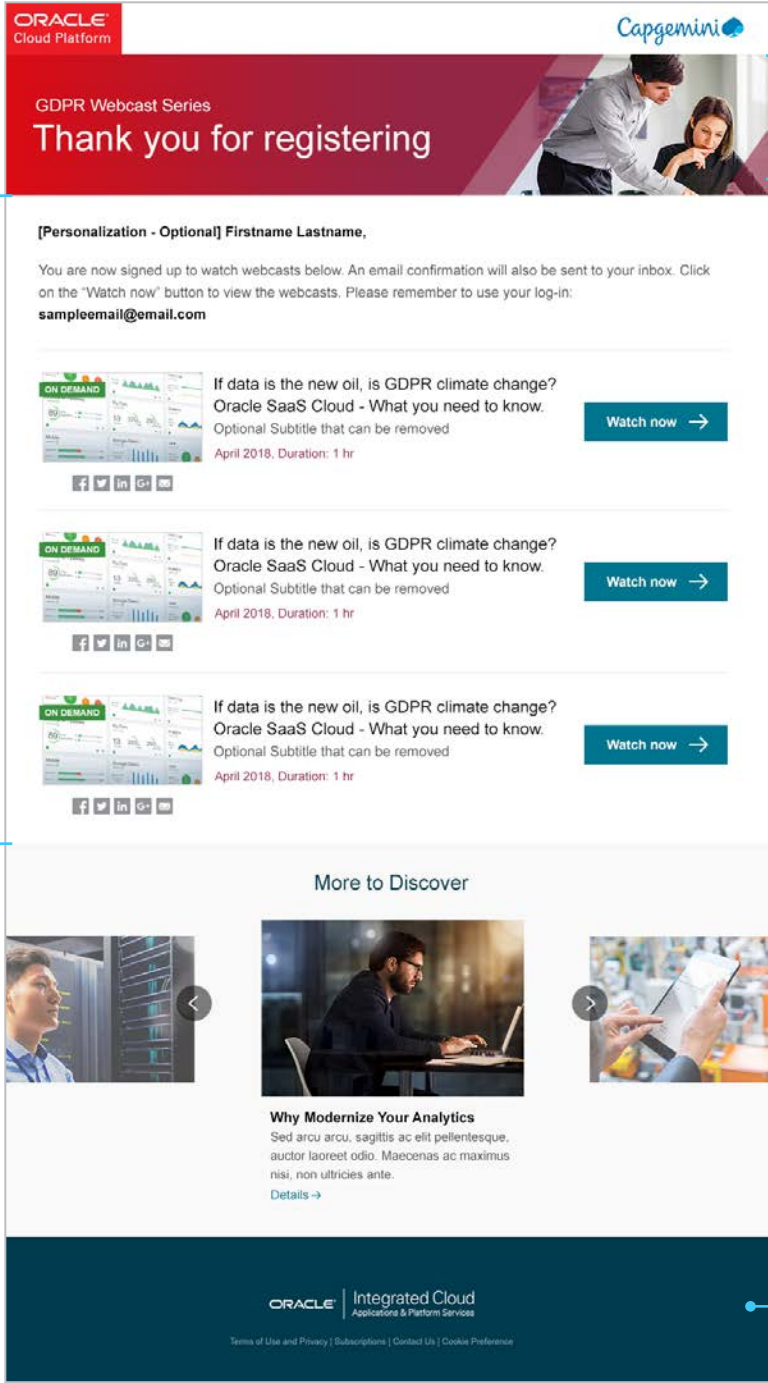
MULTI-REGISTRATION LANDING PAGE CONFIRMATION COMPONENTS

NEW UBL310 LP Body and Webcast Component

Contains an image of the webcast with title, optional subtitle, date/duration and CTA to the right.

Social share icons below the image.

There is a horizontal rule above to separate webcasts.



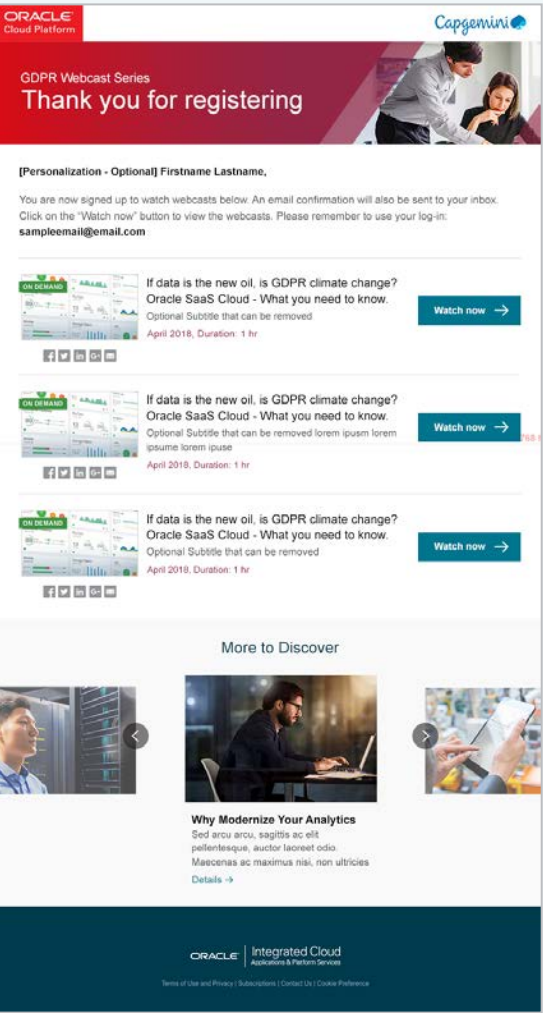
NEW UBL116
LP Partner Logo Component

NEW UBL118
LP Header Banner Component

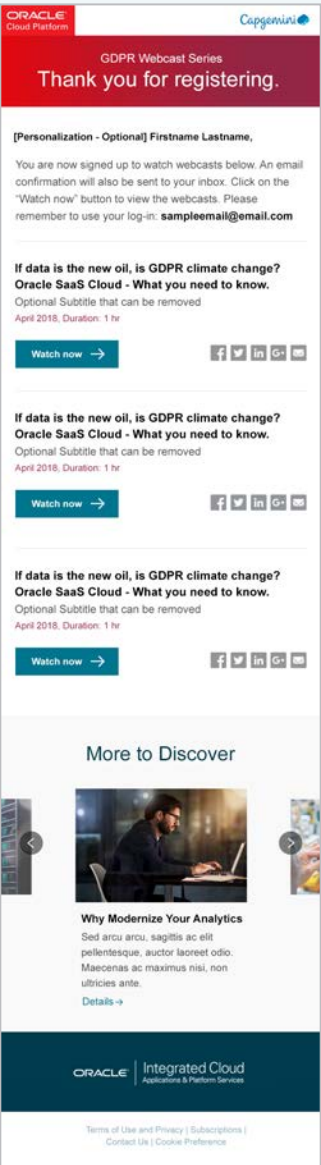
NEW UBL311
More to discover component

Default Footer

Tablet



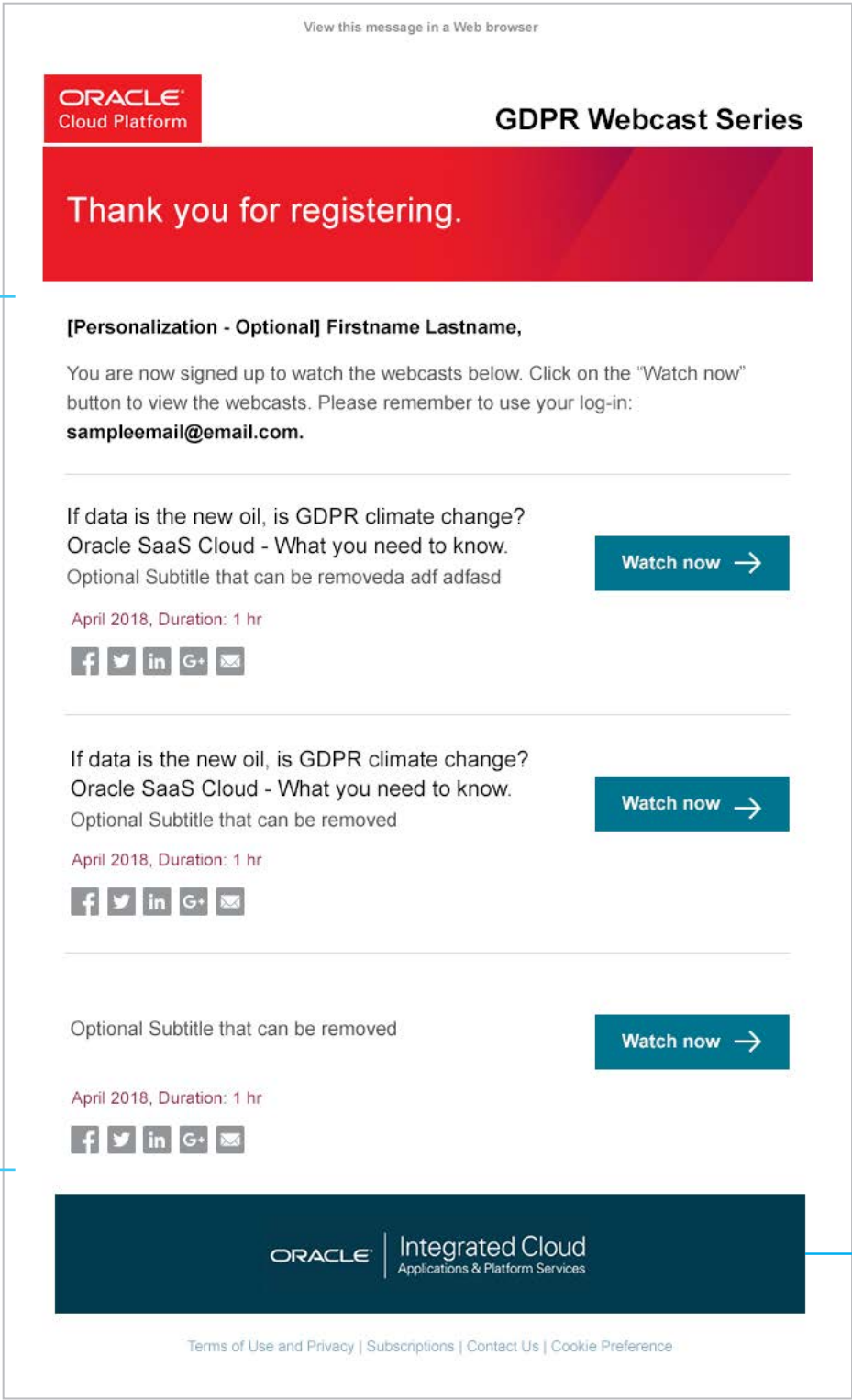
Mobile



MULTI-REGISTRATION

EMAIL CONFIRMATION COMPONENTS

NEW UBE014
Email Body and Wecast Component:
Rows of selected webcast(s) with horizontal rule above the row and standard button in column on the right.



NEW UBE111
Email Logo and Title Component

NEW UBL114
Email Header Component

Default Footer

SET #2 - MULTI-TIME ZONE PAGES

MULTI-TIME ZONE
EMAIL INVITE COMPONENTS

NEW UBE115

Header banner component:

To include “Live Event” graphic with date and time. Image is in the top right in the same color as the component background color

Title of webcast and CTA to follow title

ORACLE
Cloud Platform

Upcoming Live Webcast

LIVE EVENT

September 13, 2018
9:00 a.m - 10:00 a.m ET
12:00 p.m.– 1:00 p.m PT

Database Security Assessment Tool - Finding Your Weaknesses Before the Bad Guys Do

Register for the webcast →

[Personalization - Optional] Firstname Lastname,

In a short paragraph describe the relevant market conditions and clearly describe the relevance of your webcast to the reader. Call out the key highlights of the webcast and benefits of attending it.

• Call out the key features of the webcast -2LN10WC

• Call out the key features of the webcast -2LN 10WC

• Call out the key features of the webcast -2LN 10WC

Sed at consectetur orci. Vivamus maximus mi a diam efficitur, ut volutpat arcu.

CTA here →

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NEW UBE111
Email Logo and Title Component

NEW UBE016
Email Body Component,
similar to UBE 008

Default Footer

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14

MULTI-TIME ZONE LANDING PAGE COMPONENTS

NEW UBL313

LP Body Multi-time Zone component

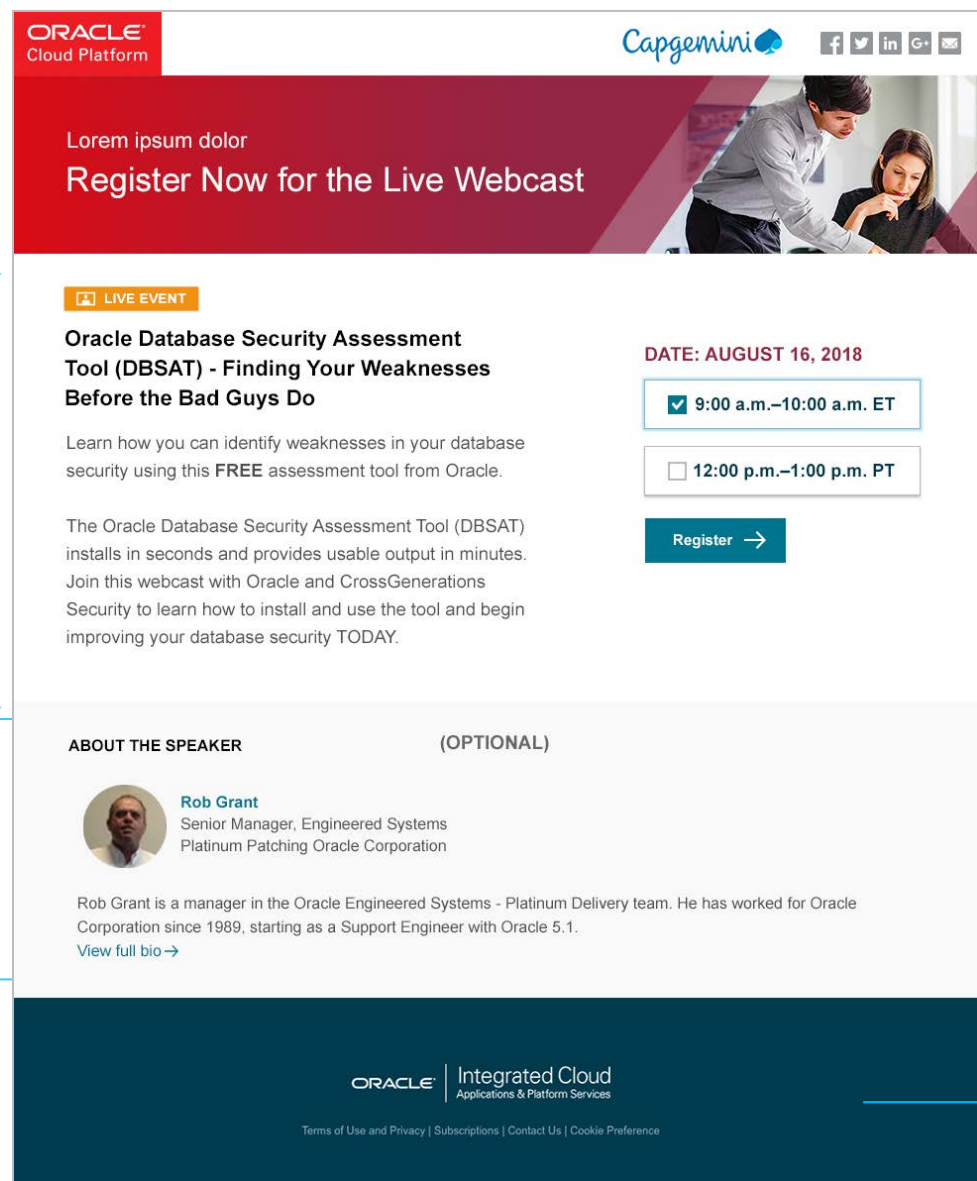
“LIVE EVENT” graphic on top and title of live webcast. Right side includes date of event and times with selection boxes. Once selected, the box has a slight glow to emphasize the chosen time.

CTA to Register opens up a modal window with the registration form

NEW UBL314

Speaker Component (optional)

This includes speaker circular graphic with the name and title of speaker along with a short description of their bio. A full bio could link to a different site (opening in a new window) though cautioning on taking user away from the page.



NEW UBL116

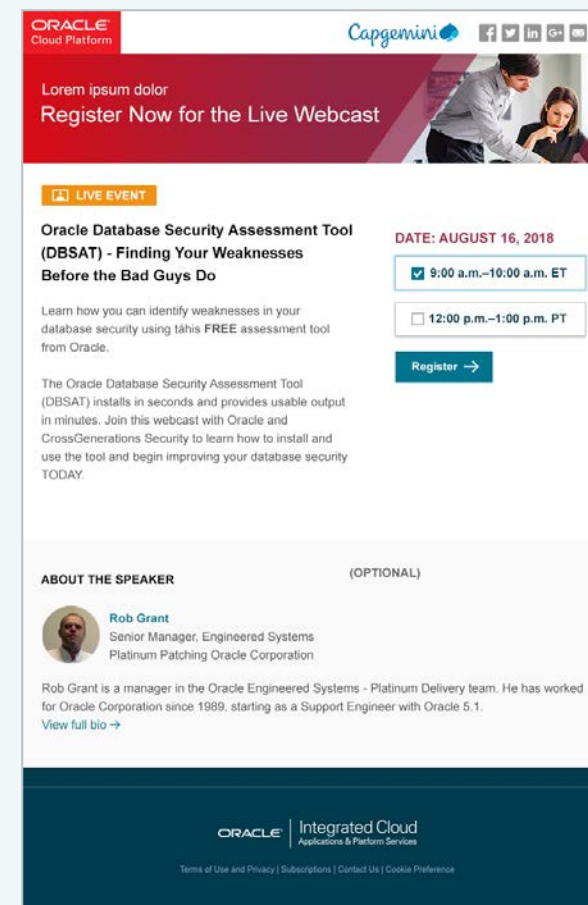
LP Partner Logo Component

NEW UBL118

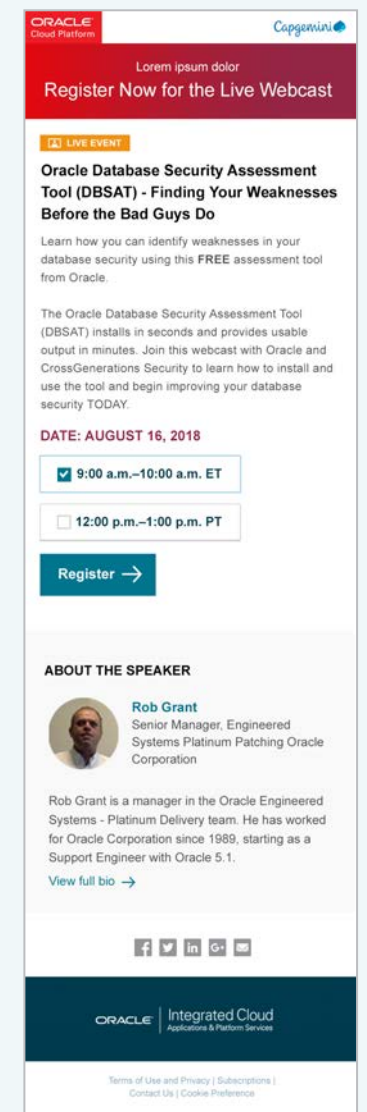
LP Header Banner Component

Default Footer

Tablet



Mobile



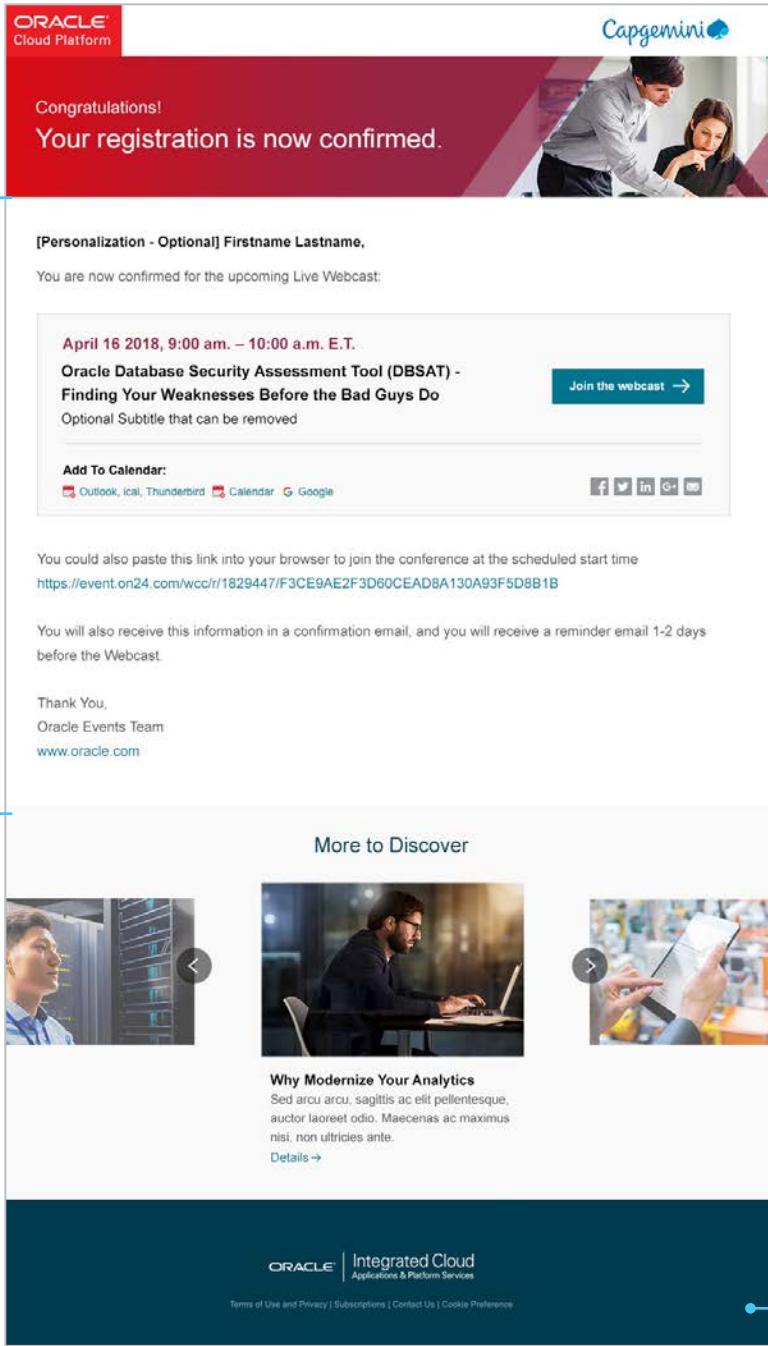
MULTI-TIME ZONE LANDING PAGE CONFIRMATION COMPONENTS

NEW UBL315

Live Webcast Component

Personalization followed by a short intro text and then a box that contains live webcast details with date and time, title, optional subtitle, a CTA with link to the live webcast, add to calendar feature and social share icons.

After the webcast box, further text to follow.



NEW UBL116

LP Partner Logo Component

NEW UBL118

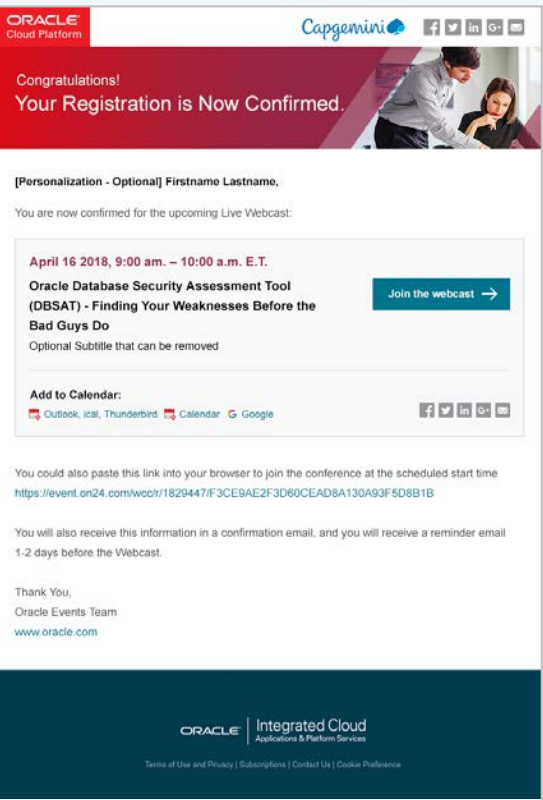
LP Header Banner Component

NEW UBL311

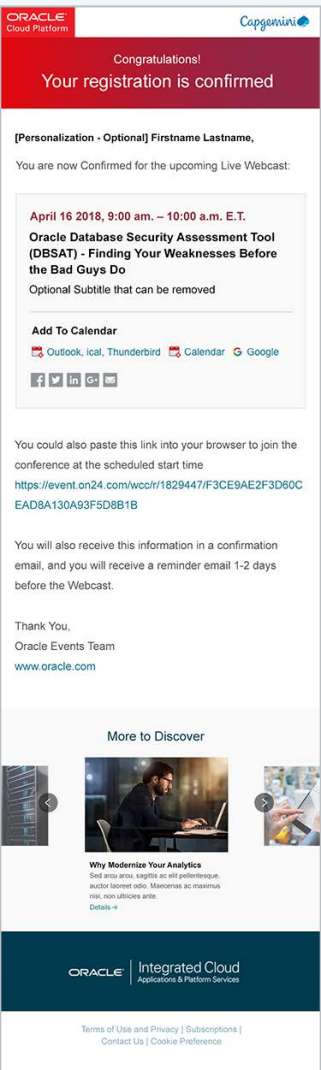
More to discover component

Default Footer

Tablet



Mobile



MULTI-TIME ZONE

EMAIL CONFIRMATION COMPONENTS

NEW UBE015
Email Webcast Details Component
Webcast details to the left and standard button on the right

View this message in a Web browser

ORACLE[®]
Cloud Platform

Upcoming Live Webcast

Thank you for registering

[Personalization - Optional] Firstname Lastname,

Congratulations! Your registration is now confirmed for the upcoming LIVE Webcast:

April 16 2018, 9:00 am. – 10:00 a.m. E.T.

Oracle Database Security Assessment Tool (DBSAT) - Finding Your Weaknesses Before the Bad Guys Do

Optional Subtitle that can be removed

Join the webcast →

Add to calendar:

📅 Outlook, ical, Thunderbird 📅 Calendar 🌐 Google

You could also paste this link into your browser to join the conference at the scheduled start time:

<https://event.on24.com/wcc/r/1829447/F3CE9AE2F3D60CEAD8A130A93F5D8B1B>

You will receive a reminder email 1-2 days before the Webcast.

Thank You,
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NEW UBE111
Email Logo and Title Component

NEW UBE114
Email Header Component

Default Footer

SET #3 - CONTENT GATEWAY PAGES

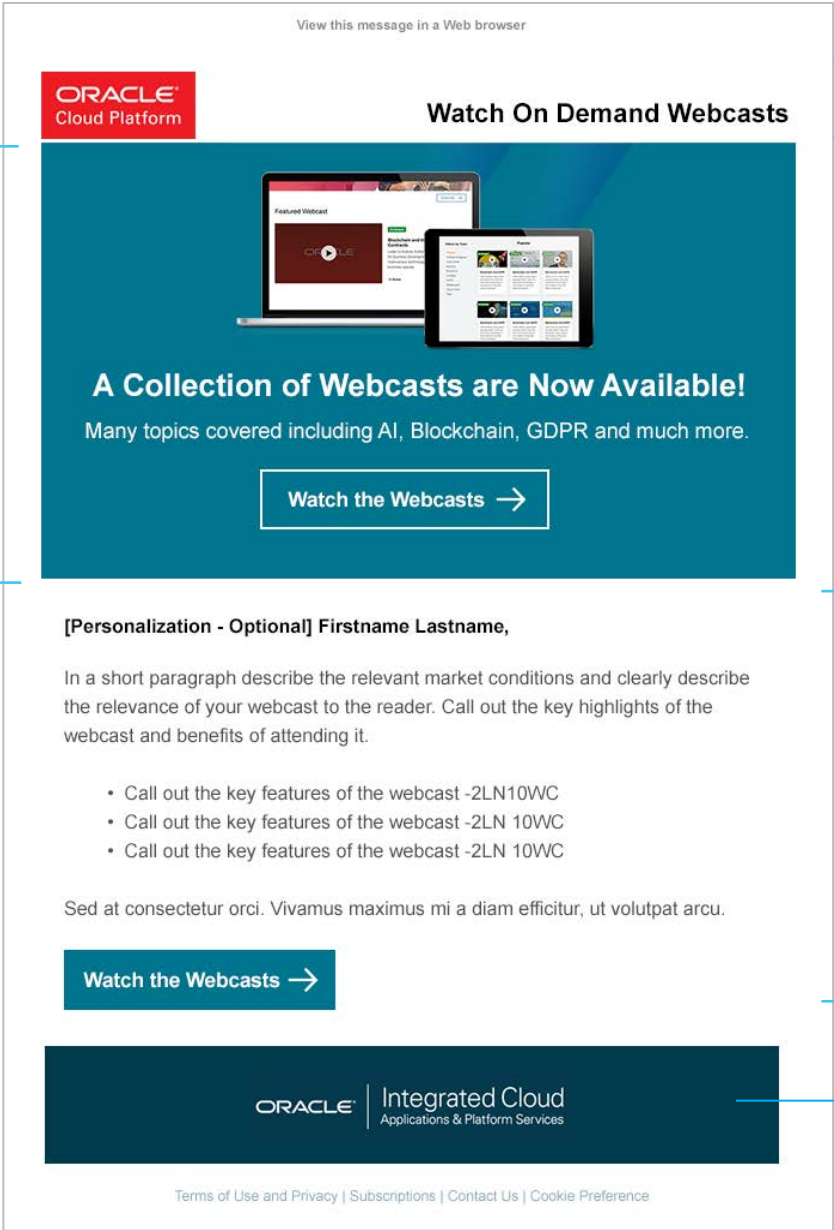
CONTENT GATEWAY

EMAIL INVITE COMPONENTS

NEW UBE116

Header banner component:

Top section is a single image with title of webcast below.
Subtitle and CTA to follow



NEW UBE111

Email Logo and Title Component

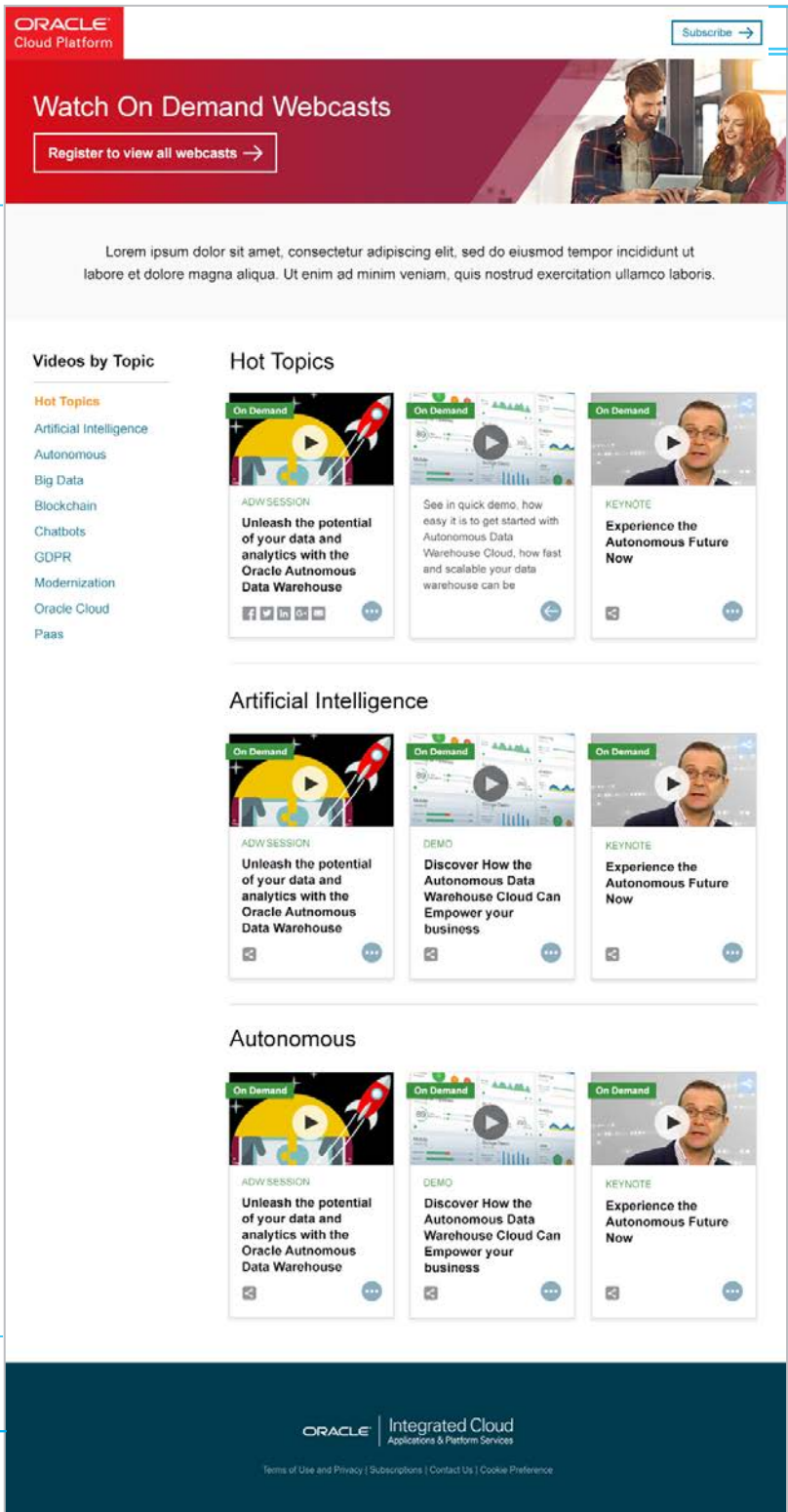
NEW UBE016

Email Body Component,
similar to UBE 008

Default Footer

CONTENT GATEWAY LANDING PAGE COMPONENTS

Content Gateway LP with left nav



NEW UBL316

Content Gateway Component

Starts with intro text section with a short paragraph. Followed by main content area with multiple videos.

Left nav component (optional)

Left nav is optional and contains menu items (anchor links within the page) when further organization is necessary for the videos

Default Footer

NEW UBL120

LP Logo and Title Component

NEW UBL119

LP Header Banner Component

Note:

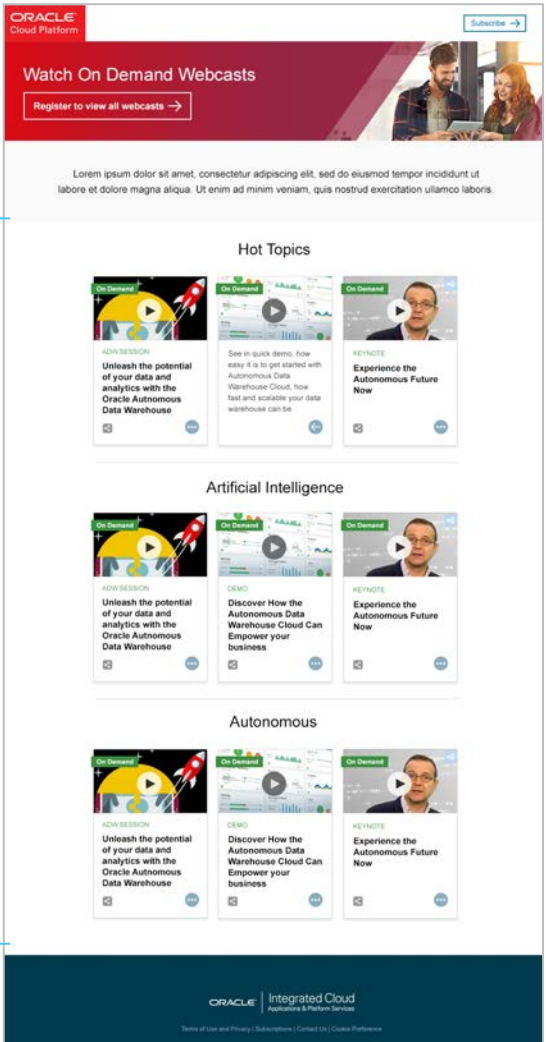
When there is no left nav, entire section becomes center-aligned

Webcast List Component, horizontal version

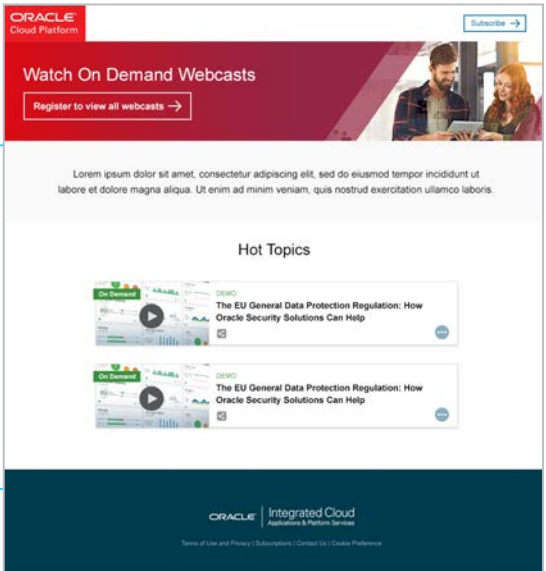
A mockup for this was requested though questioning whether a page with just 2 videos or less requires a content gateway landing page which should be intended for a more content heavy page with many videos. Will need to discuss futher whether this is really necessary.

In this mockup, when there are less than 3 webcasts on the page, the formatting of the webcasts become stacked in a horizontal fashion, with video on the left of the box, and text to the right. Text sizes and size of webcast graphic remains the same as the vertical version.

Content Gateway LP, with NO left nav

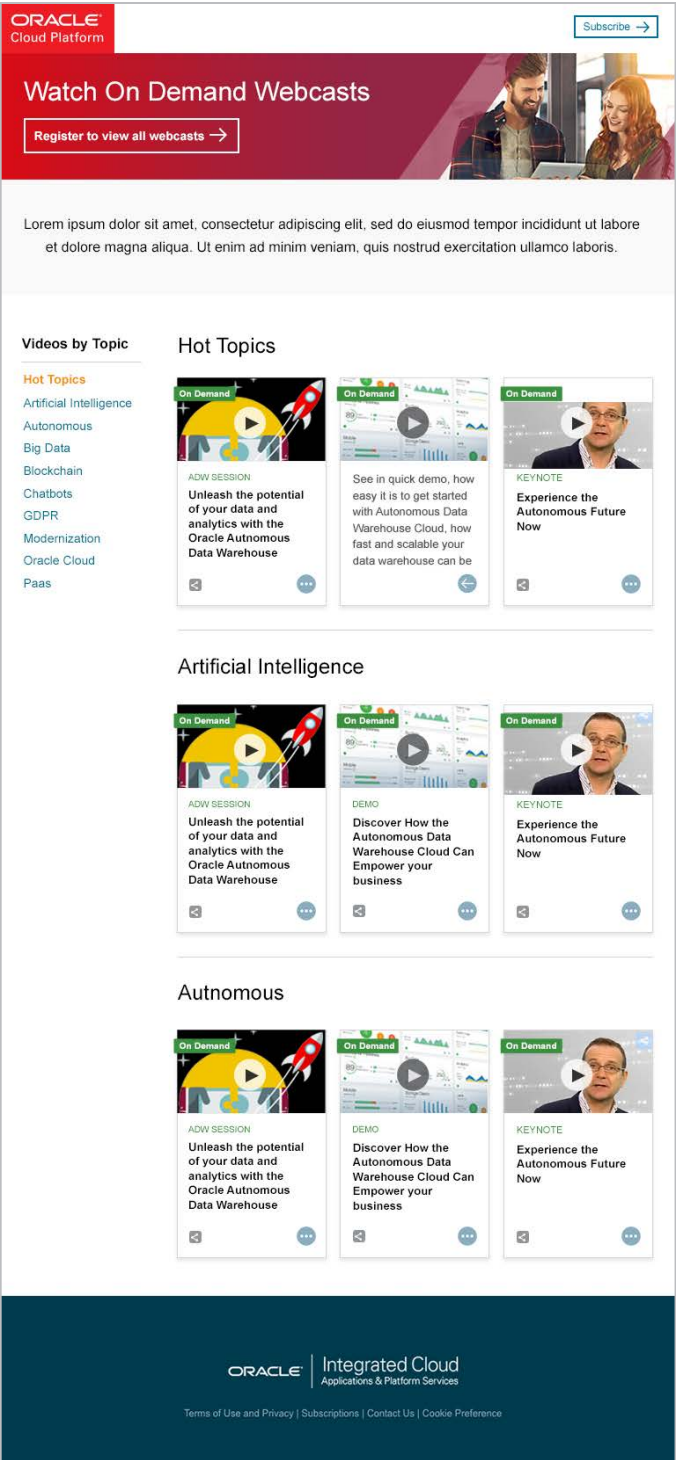


Content Gateway LP with 2 videos or less

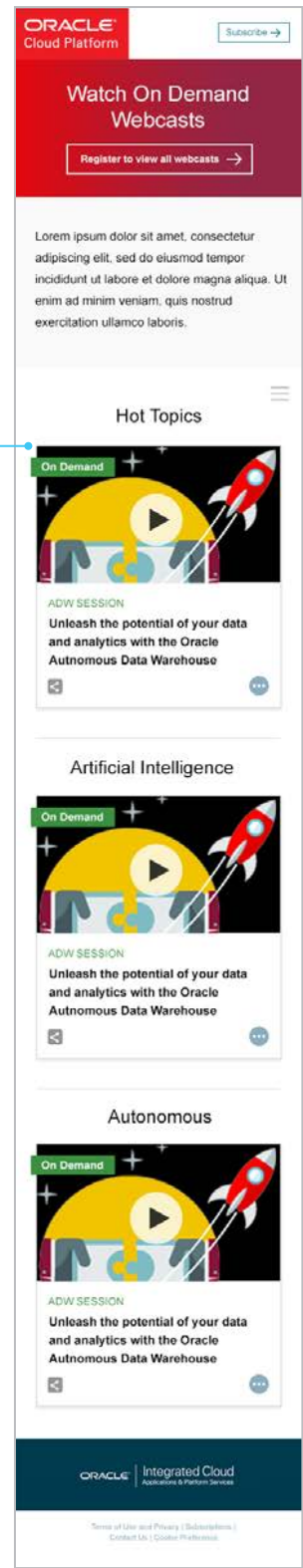


CONTENT GATEWAY LANDING PAGE - TABLET AND MOBILE

Tablet



Mobile

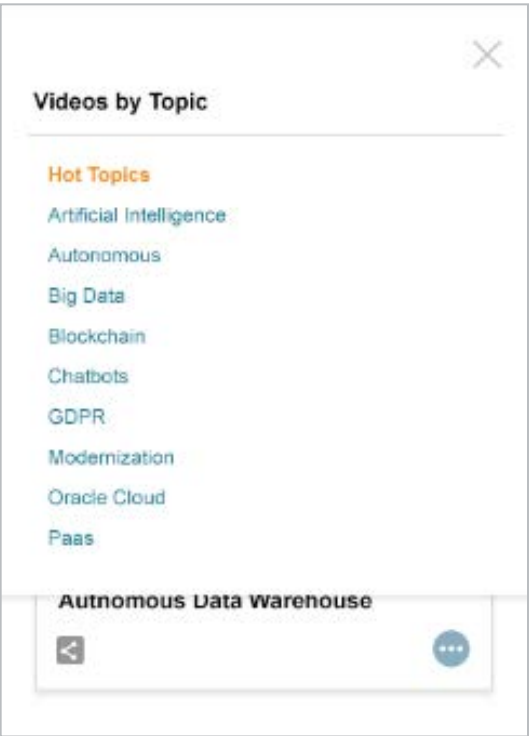


Section title - (optional)
To further separate a long list of videos so people know under main topic what category the video falls under

Hamburger icon menu to display video topics

Functionality of ellipses icon and share icons same as on the landing page

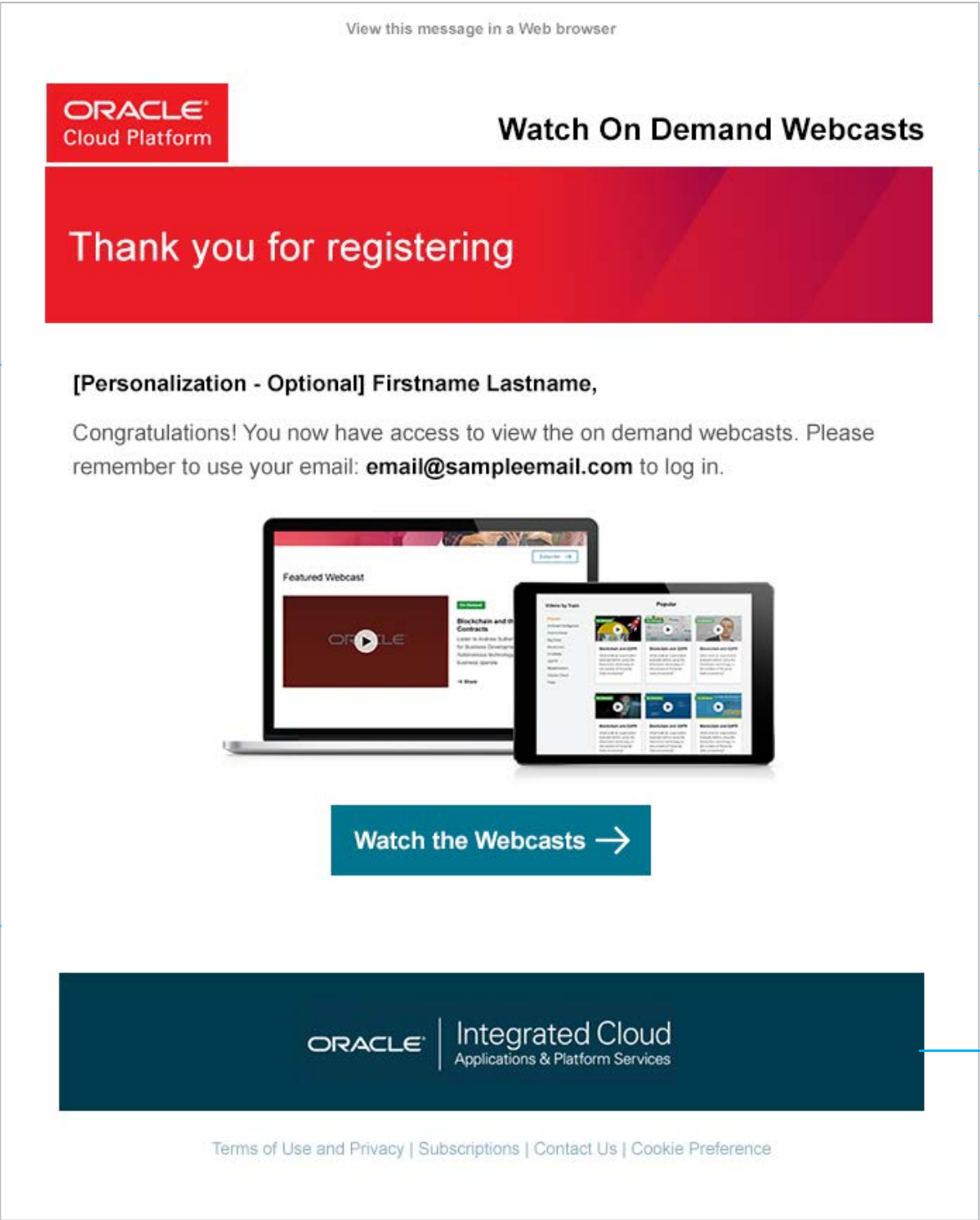
Hamburger menu expanded



CONTENT GATEWAY

EMAIL CONFIRMATION COMPONENTS

NEW UBE117
Email Body Component
Intro text with image and
CTA below



NEW UBE111
Email Logo and Title Component

NEW UBE114
Email header component

Default Footer

EMAIL COMPONENTS + SPECS

EMAIL COMPONENTS + SPECS

IMAGE BASED

UBE111

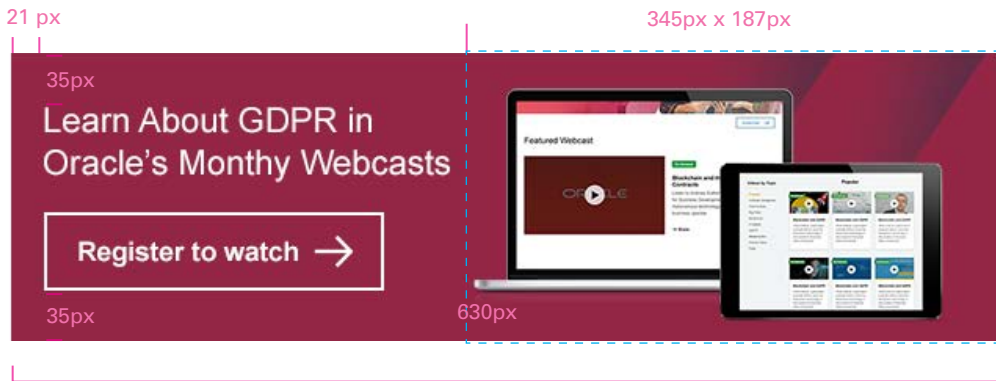


Logo and Title Component

Logo on the left and main email title on the right.
Main title is right-aligned, Arial font, #000000, 24px, bold.

Allow for 95px spacing after the logo image so that the main title does not encroach upon logo

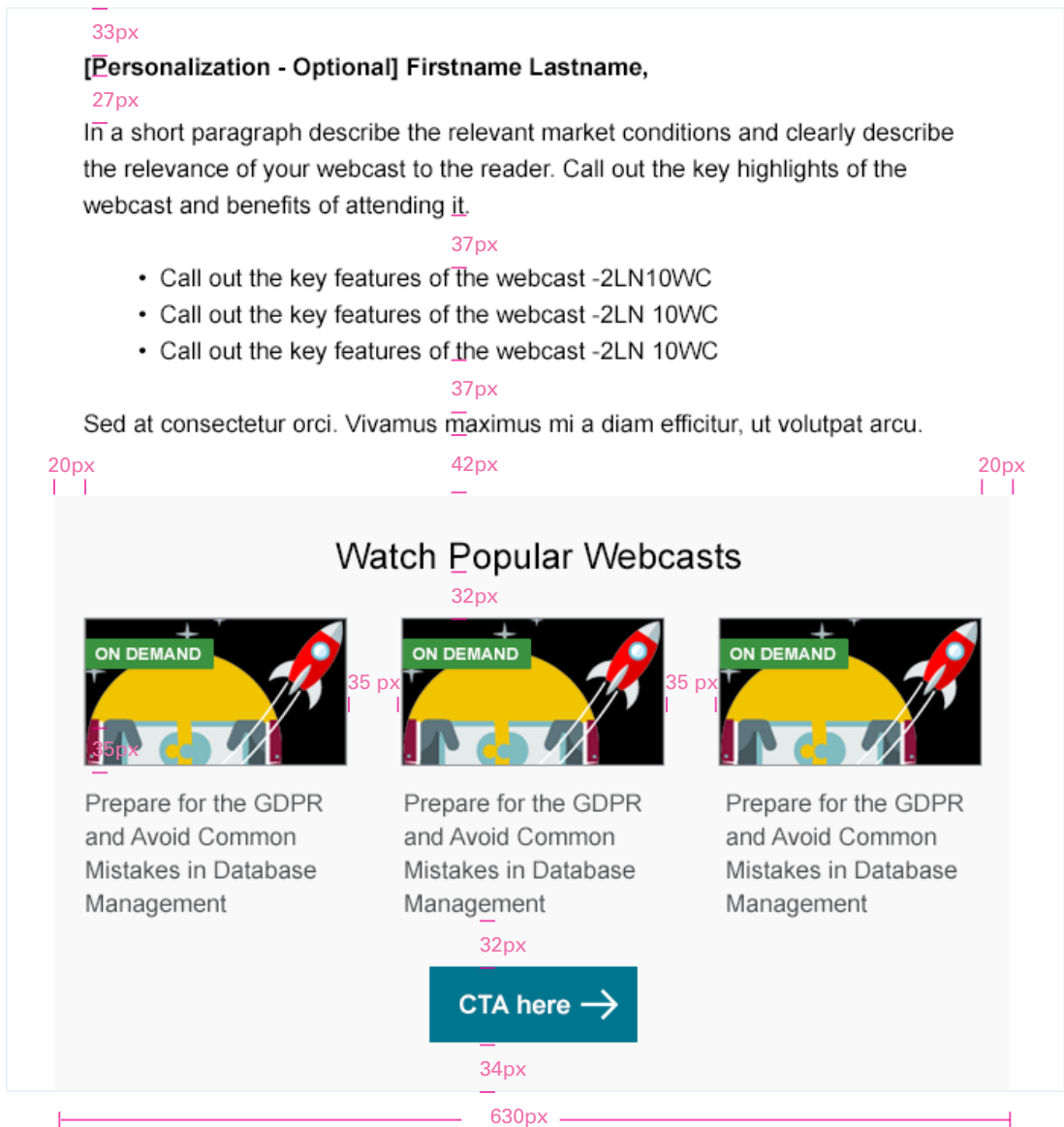
UBE112



Email Header banner component:

Text is on left hand side with CTA.
Headline is in Arial, 22px, #FFFFFF.
Background color options consistent throughout all the page flows:
Burgundy: #942645
Blue: # 00758f
Red: # f80000
Full Image is in the right whose background color matches the background color of the whole component

UBE113



Body copy: Arial, 16px, line-height: 24
Email Webcast Component: To promote 3 webcasts with titles below.
CTA to go to main landing page.
Background color: #f9f9f9

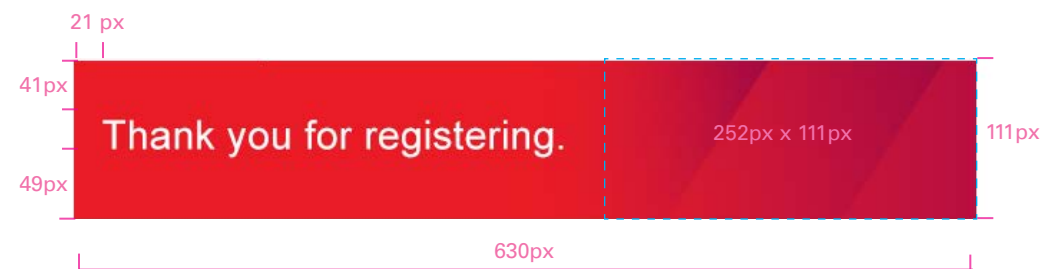
Webcast recommended video image:
174px x 98px (ideally) but can use 174px wide image by variable height (16:9 video size aspect ratio)

Text below image:
Arial, 16px, line-height:22px

EMAIL COMPONENTS + SPECS

IMAGE BASED

UBE114



Email Header Banner Component:

Text on left with background color and full image on right to match the background color on the left side.

Text: Arial, 28px, #FFFFFF

Background color options consistent throughout all the page flows:

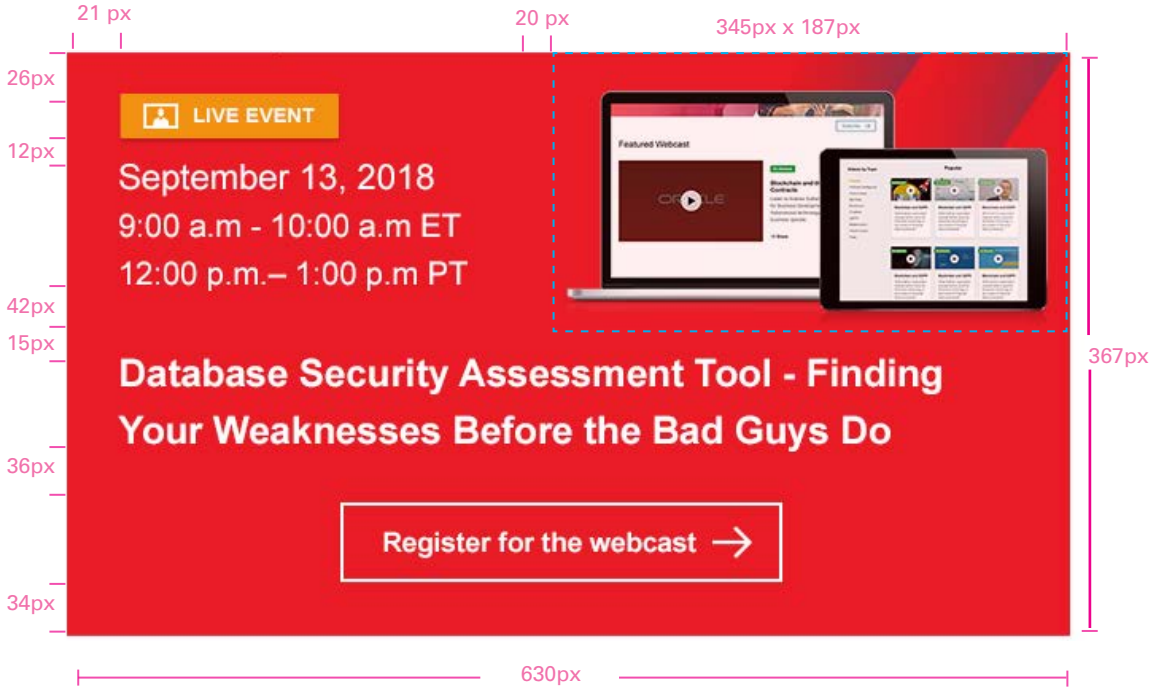
Burgundy: #942645

Blue: # 00758f

Red: # f80000

Full Image is in the right whose background color matches the background color of the whole component. 3 different images will be provided.

UBE115



Header banner component:

To include “Live Event” graphic with date and time below

Live event graphic: 142px x 32px

Background color options consistent throughout all the page flows:

Burgundy: #942645

Blue: # 00758f

Red: # f80000

Image is in the top right in the same color as the component background color.

Size is 345 x 187px. 3 different images will be provided.

Date and time: Arial, 20px, #FFFFFF, line-height: 30px;

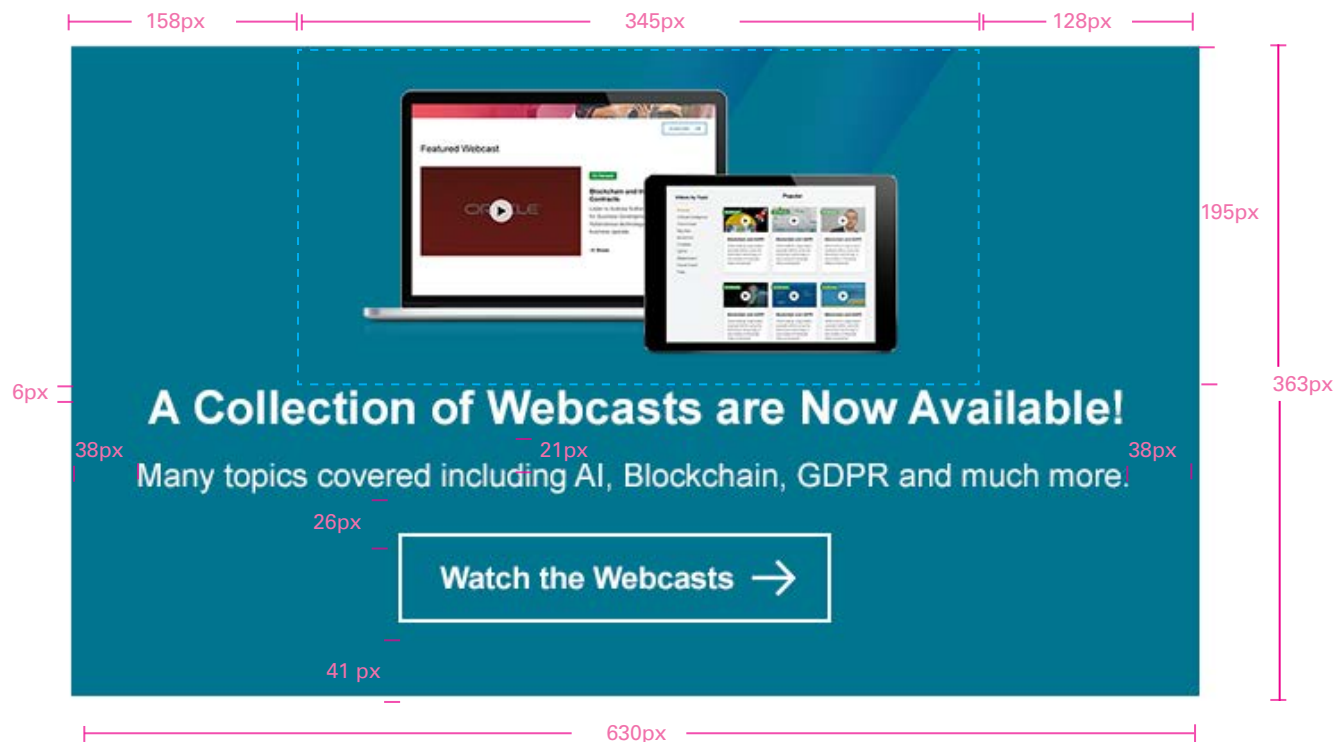
Title of webcast: left-aligned, Arial, 24px, bold, #FFFFFF, line-height: 36px

CTA center-aligned to follow title

EMAIL COMPONENTS + SPECS

IMAGE BASED

UBE116



Header banner component:

Top area has 3 columns with the middle column containing the image.
Background color options consistent throughout all the page flows:
Burgundy: #942645
Blue: # 00758f
Red: # f80000

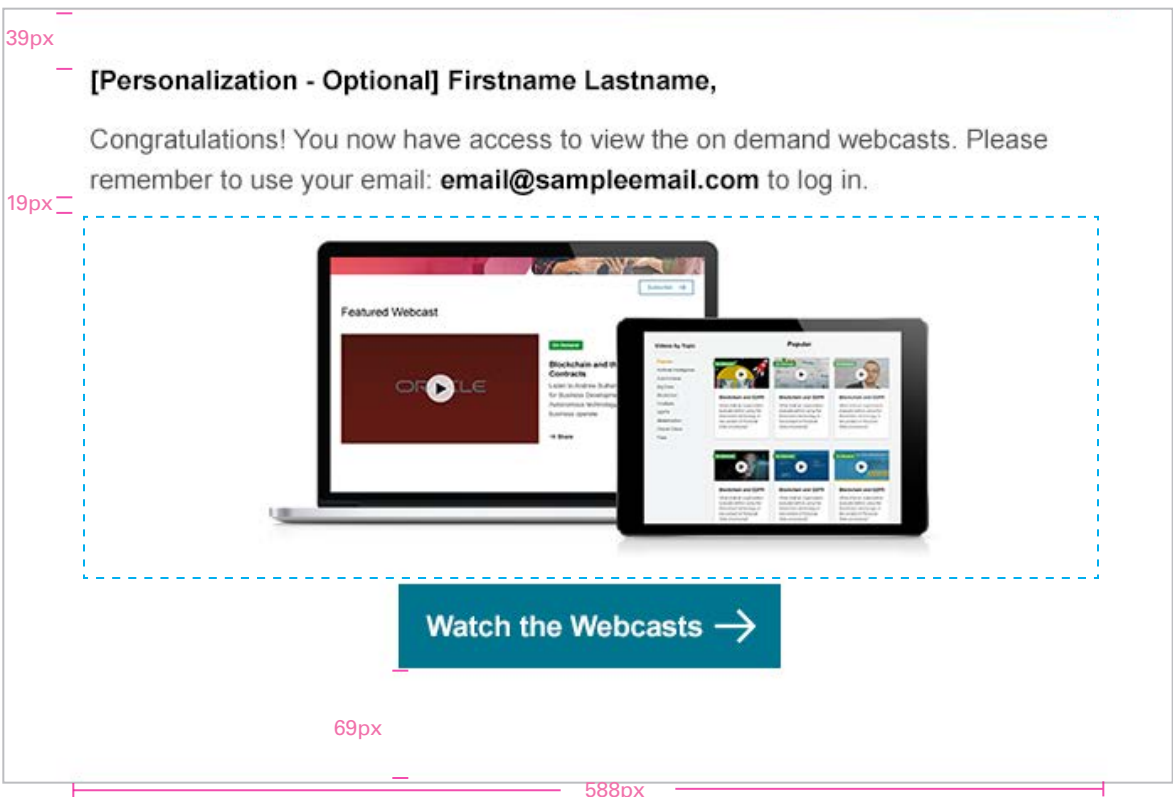
Image: 345px x 187px

Title of webcast: center-aligned, Arial, 26px, bold, #FFFFFF

Subtitle: center-aligned, Arial, 18px

CTA center-aligned to follow subtitle

UBE117



Intro with image component:

Intro text with image below

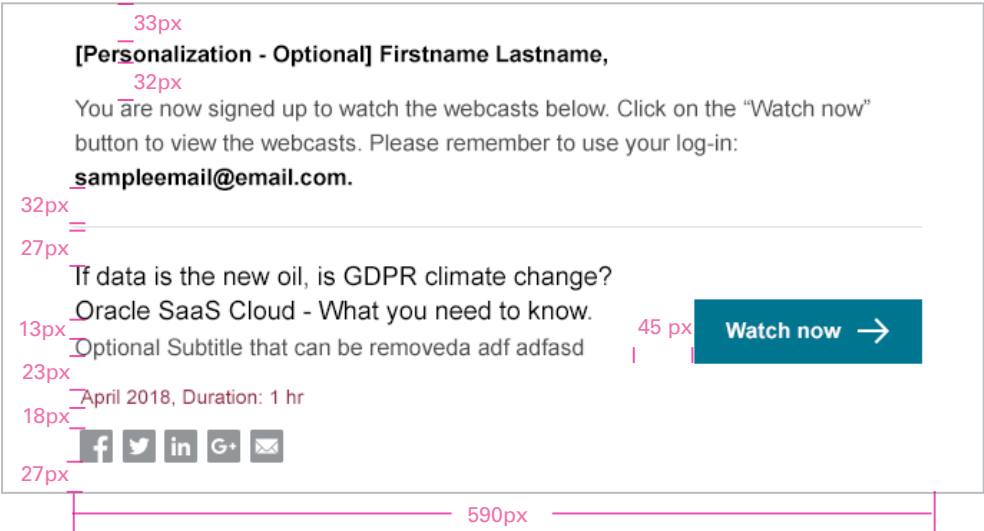
Image size: 595px x 218px. Need only 1 generic image.

Standard CTA to follow image

EMAIL COMPONENTS + SPECS

TEXT BASED

UBE014



Webcast row component

Rows of chosen webcast(s) with horizontal rule above the row and standard button in column on the right. Ability to add multiple rows, last row has a spacing of 40px before footer section

HR: 1px, solid, #dddddd

Title of webcast:

Arial, 18px, #000000; line-height: 24px;

Subtitle (optional):

Arial, 16px, #4e5052; line-height: 22px;

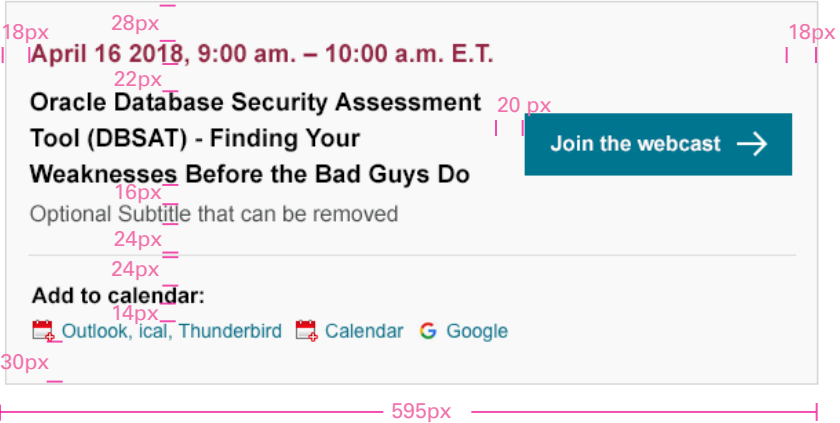
Date and duration:

Arial, 14px, #942645;

Share icons:

24 x24 px

UBE015



Webcast Details Component

Webcast details to the left and standard button on the right.

Gray Box: Bgcolor: #f9f9f9, Border color: # d2d2d2

Date and Time:

Arial, 18px, Bold, #942645

Title:

Arial, Bold, 18px, #000000; line-height: 26px

EMAIL COMPONENTS + SPECS

TEXT BASED

UBE016 (similar to UBE008)

33px

[Personalization - Optional] Firstname Lastname,

32x

In a short paragraph describe the relevant market conditions and clearly describe the relevance of your webcast to the reader. Call out the key highlights of the webcast and benefits of attending it.

• Call out the key features of the webcast -2LN10WC

• Call out the key features of the webcast -2LN 10WC

• Call out the key features of the webcast -2LN 10WC

Sed at consectetur orci. Vivamus maximus mi a diam efficitur, ut volutpat arcu.

25px

Watch the Webcasts →

27px

Note: Main difference with UBE008 is that instead of personalization UBE008 has a headline instead

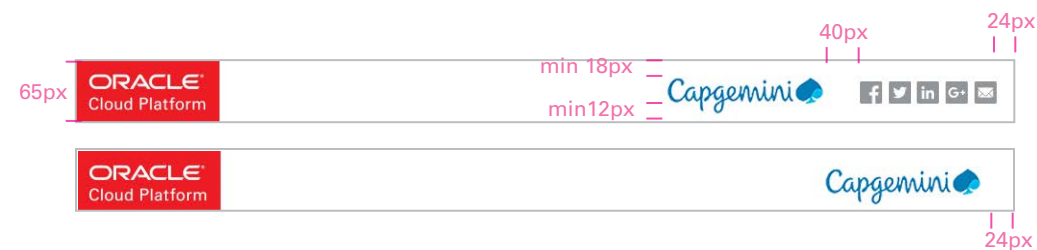
Body Copy: Arial, 16px, #4e5052; line-height: 24px;

LANDING PAGE COMPONENTS + SPECS

LANDING PAGE COMPONENTS + SPECS

TEXT AND IMAGE BASED

UBL116



Logo component with partner logo and social share icons

Logo on left + optional partner logo and share icons on right. Share icons are removable (max of 5)

UBL117



Header banner component

Comprises of 2 layer of graphics. The top layer is an image png (gradient graphic) that overlays on top of the bottom image (in this example, the people image). The image in the bottom is a rendition of the existing 976x300-bnr-lpl image. This image needs to be proportionally reduced to become 586x180 px which is about 60.4% of the original image.

Top layer image is a gradient png. 3 different images will be provided.

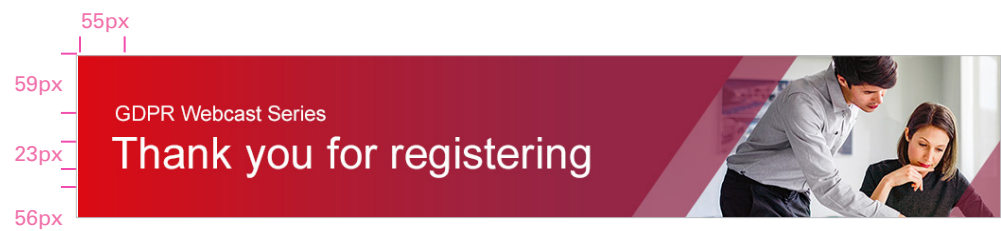
The bottom image should be right aligned in the container and option to pick different images which will then be consistent throughout different pages in the flow

Title: Arial, #FFFFFF, 40px
Subtitle: Arial, 22px, #FFFFFF

LANDING PAGE COMPONENTS + SPECS

TEXT AND IMAGE BASED

UBL118



Header banner component

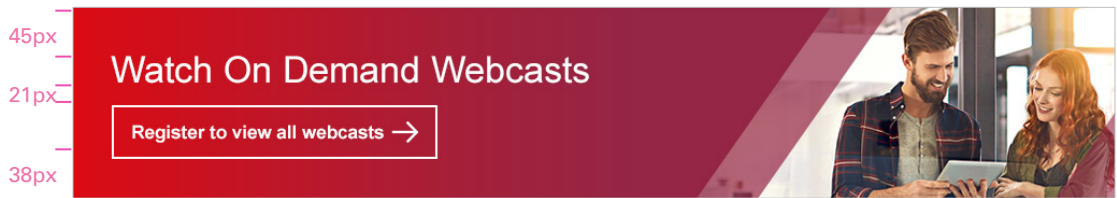
Comprises of 2 layer of graphics. The top layer is an image png (gradient graphic) that overlays on top of the bottom image (in this example, the people image). The image in the bottom is a rendition of the existing 976x300-bnr-lpl image. This image needs to be proportionally reduced to become 586x180 px which is about 60.4% of the original image.

Top layer image is a gradient png. 3 different images will be provided.

The bottom image should be right aligned in the container and option to pick different images which will then be consistent throughout different pages in the flow

Eyebrow/subtitle: Arial, 22px, #FFFFFF
Title: Arial, #FFFFFF, 40px

UBL119



Header banner component

Comprises of 2 layer of graphics. The top layer is an image png (gradient graphic) that overlays on top of the bottom image (in this example, the people image). The image in the bottom is a rendition of the existing 976x300-bnr-lpl image. This image needs to be proportionally reduced to become 586x180 px which is about 60.4% of the original image.

Top layer image is a gradient png. 3 different images will be provided.

The bottom image should be right aligned in the container and option to pick different images which will then be consistent throughout different pages in the flow

Title: Arial, #FFFFFF, 36px

CTA button:

LANDING PAGE COMPONENTS + SPECS

TEXT AND IMAGE BASED

UBL120



Logo component with CTA on right

Logo with CTA on the right

LANDING PAGE COMPONENTS + SPECS

EVENT WEBCAST COMPONENTS

UBL308

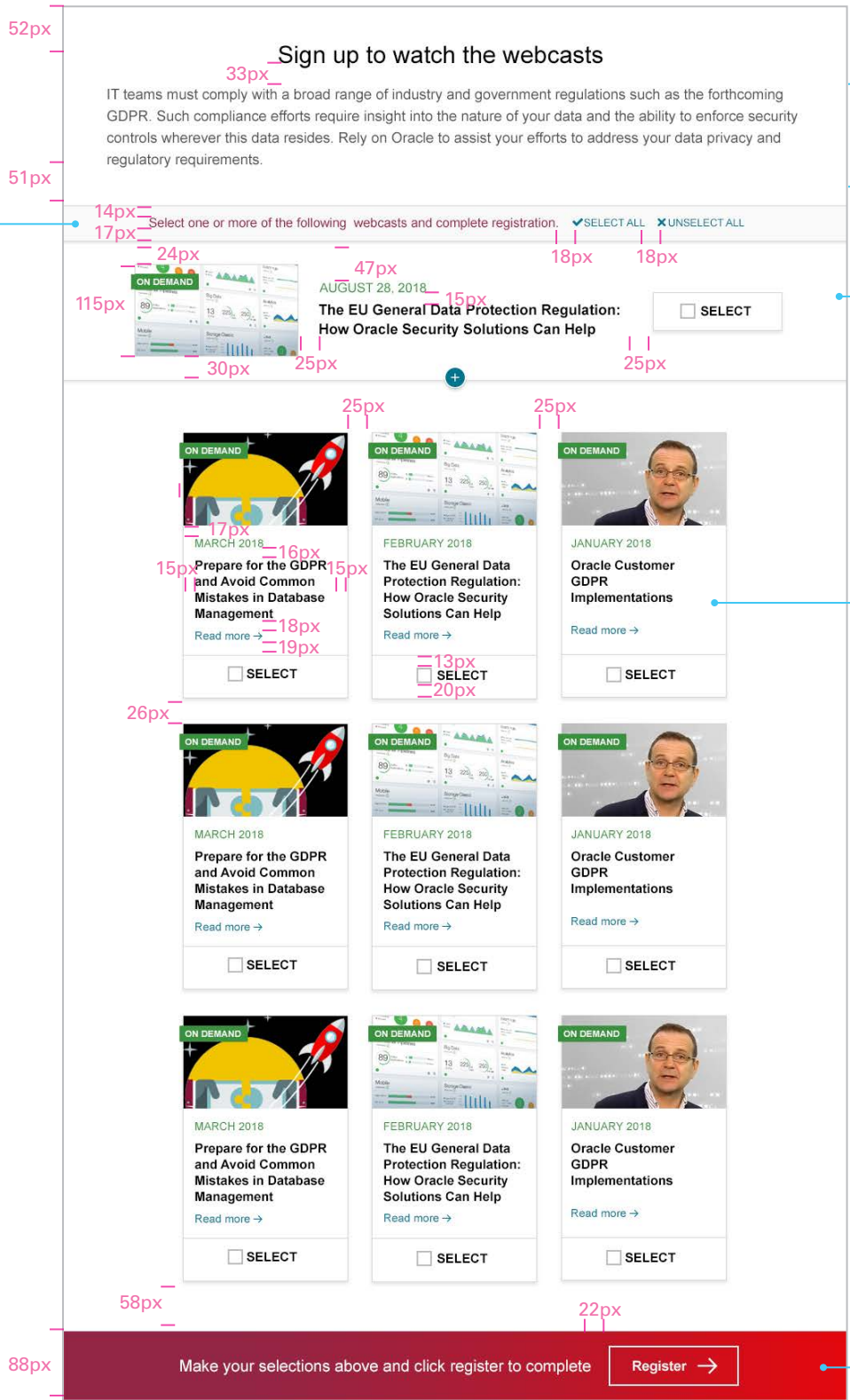
Multi-reg Webcast Selection Component

Instructions:

Arial, 16px, #942645;
Bgcolor: #f9f9f9;
Top and bottom border: # d6d6d6
Slight drop shadow on bottom
Center-align text

Select/Deselect text copy:

Arial, All caps,16px,#00758f



Intro Section

Title: Arial, 26px, #000000;

Copy: Arial, 18px,
line-height: 24px;

Featured Webcast

Date: Arial, 26px,
#000000;

Title: Arial, 16px, Bold,
#000000, line-height:
20px

Webcast Box - has a slight drop shadow

Date: Arial, 14px, #3a913f;

Title: Arial, 16px, Bold, #000000,
line-height:20px;

Read more: Arial, 14px, # 00758f

Checkbox: 19px x 19px

Select: Arial, All caps, 16px, Bold, #000000,
center aligned;

Border:# d6d6d6

(see next page for functionality details)

Sticky Nav

Text: Arial, 20px; #FFFFFF

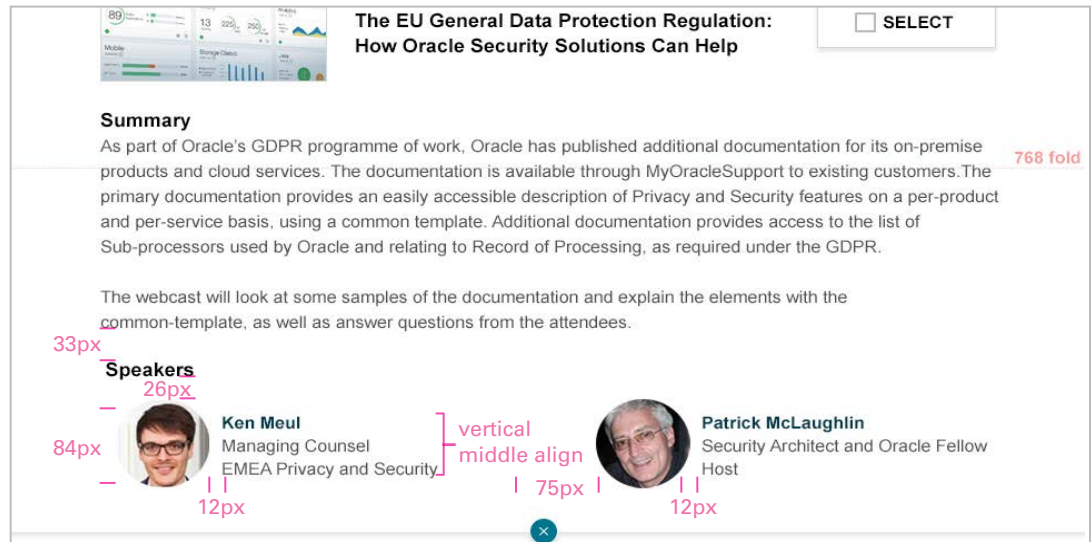
Standard button with white outline

LANDING PAGE COMPONENTS + SPECS

EVENT WEBCAST COMPONENTS

UBL308 (continued)

On Expand



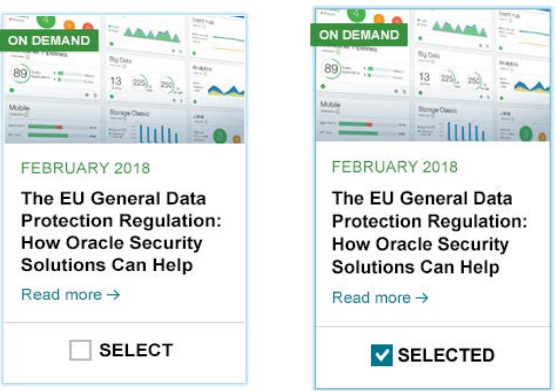
Summary Title: Arial, Bold, 18px, #000000;
Copy: Arial, 16px, line-height: 24px, #4e5052

Speakers Section (optional, max of 4 speakers)

“Speakers” Title: Arial, Bold, 18px, #000000;
Speakers Name: Arial, 16px, line-height: 22px, #003b4d
Speaker Description: Arial, 16px, line-height: 22px, #4e5052
Speaker Circular Image: 84px x 84px

Hover and Selected Effect

On hover, these boxes have a slight glow
On selected, the text changes to “SELECTED” and the slight glow is intensified with a darker blue border.



On Hover Outer Glow Color: #4cace4, 50%opacity

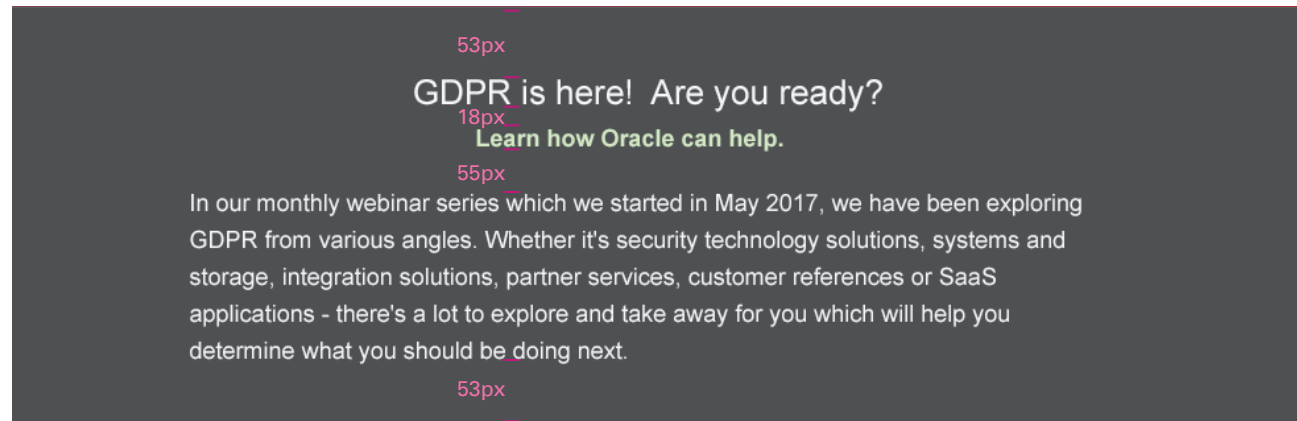
Selected border: # 00758f, 50% opacity
Selected Outer Glow color: #4cace4, 50%opacity

Note: Feature Video is too big to have this effect in the web version, NO need to have this effect in the mobile version either.

LANDING PAGE COMPONENTS + SPECS

EVENT WEBCAST COMPONENTS

UBL309

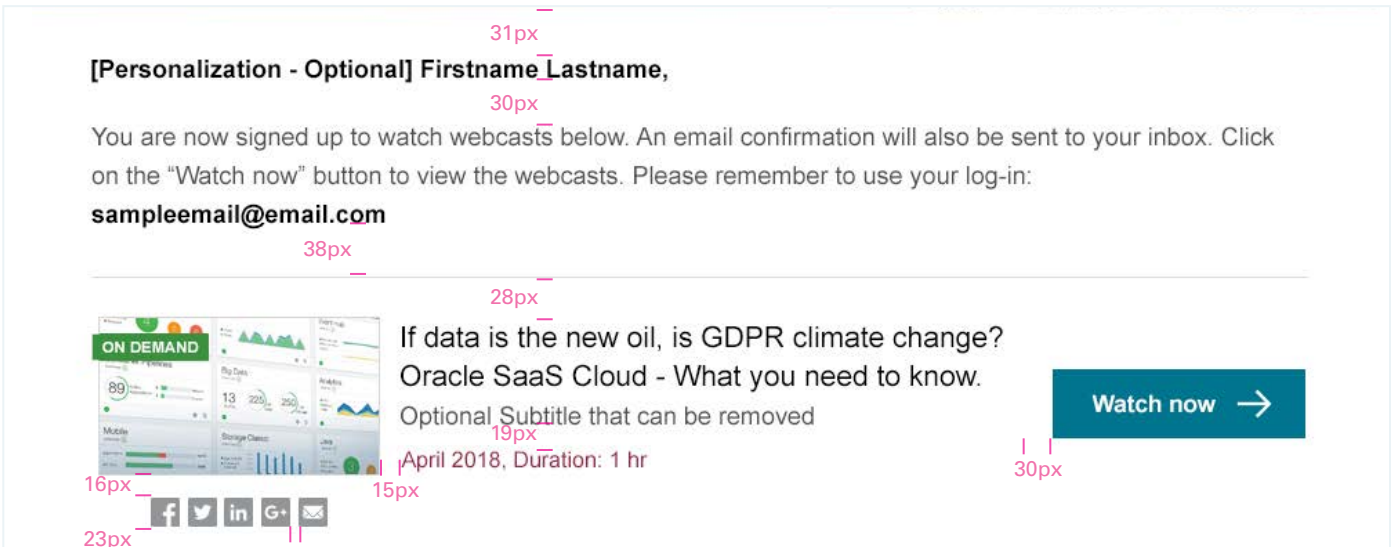


LP More Page Description

This section explains the overall purpose or theme of the page in detail . Whole content is centere aligned, and vertical middle aligned

- Background color: #4e5052
- Headline: Arial, 26px, #FFFFFF, center aligned
- Optional Subtitle: Arial, 18px, #d2e8c5, center aligned
- Paragraph: Arial, #FFFFFF, 18px, line height: 28px, left-aligned

UBL310



Body Copy: Arial, 18px, line-height: 28px

LP Webcast Row Component:

Contains an image webcast preview with Title text, optional subtitle, date/duration and CTA to the right.Social share icons below the image. There is a horizontal rule above to separate webcasts. Requires ability to add multiple webcasts rows. Last row has a spacing of 44px before the next section

HR: #dddddd , 1px, solid

Webcast preview image: 169px x 93 px

Social icons: 18px x 18 px

Title:Arial, 17px; #000000; line-height: 23px;

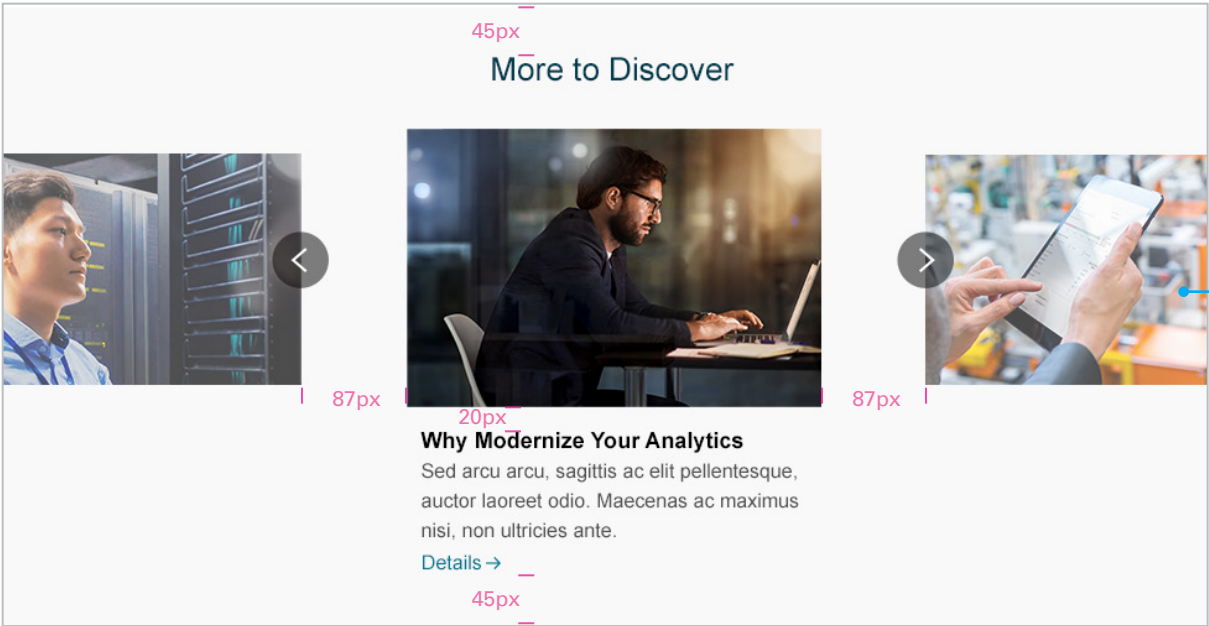
Subtitle (optional): Arial, 14px; #4e5052; line-height: 20px;

Date and duration (duration is optional): Arial, 13px, #942645

LANDING PAGE COMPONENTS + SPECS

EVENT WEBCAST COMPONENTS

UBL311



Secondary images:
Reduced opacity to 70%. This is also a rendition of 455 x 305 existing image (cw58) reduced by 60% in size to become 276 x 185 px

“More to Discover” Carousel Component (optional)

This section allows for promotional items. It starts off with 2 images...the middle one and the far right one. As you click on the right image, the next image moves to the left like a carousel. The main image is at 100% opacity while the secondary images have a reduced opacity.

Below the image is a title and description. When “details” are clicked, a modal window should popup with full description.

Main image: A rendition of a 455px x 305px existing image (cw58) reduced by 74% to become 335px x 225 px. (Note: Will need to add these images to Template Builder)

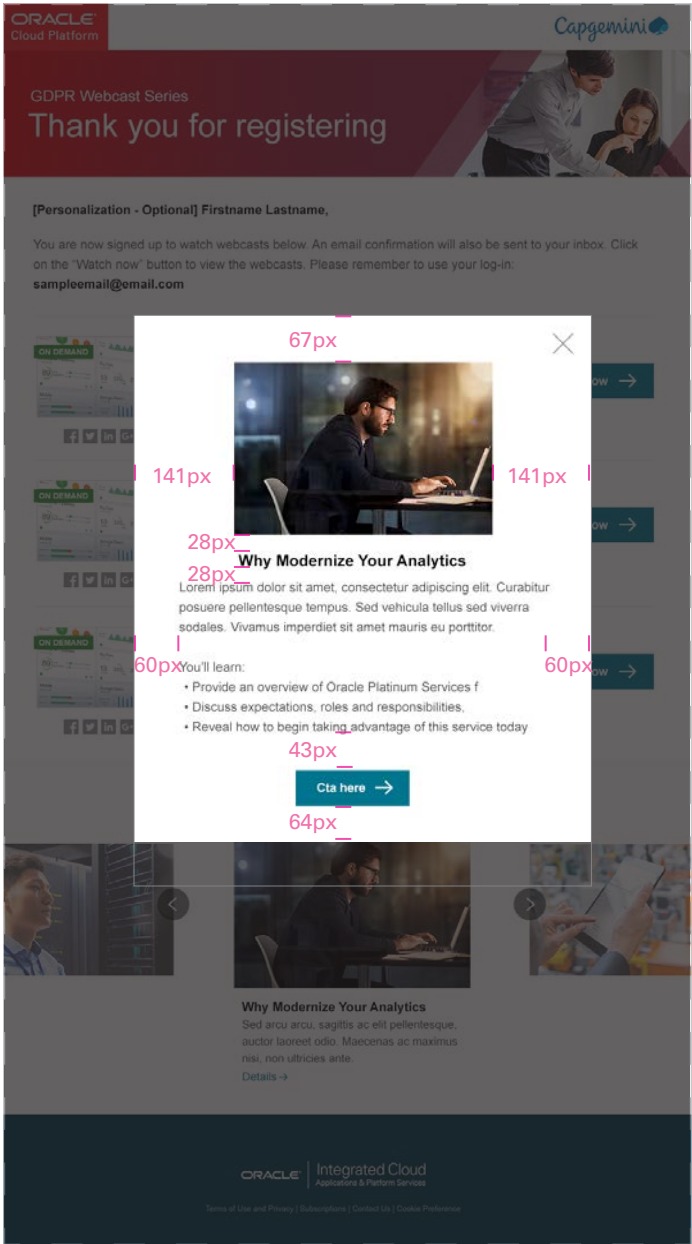
Headline Text: Arial, 22px, #003b4d;

Asset Title below image: Arial, 18px, Bold, #000000;

Asset description below image: Arial, 16px, #4e5052, line-height: 24px

CTA link with arrow: Arial, 16px, #00758f

UBL312



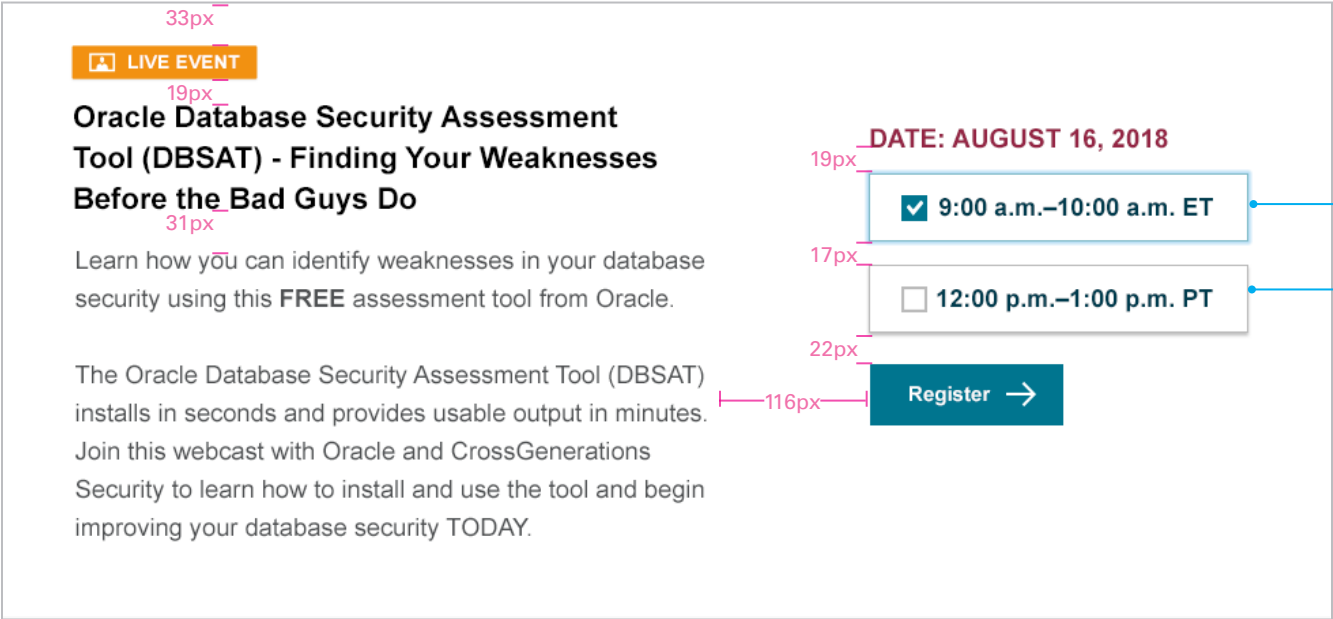
Modal window pop up component
Link opens up a modal window and is centered on a browser with the background #000000; dimmed by 70%
Image Size: 361 x 242 px (cw58 image rendition reduced by 79%)

Title: Arial, 22px, Bold, #000000, center-aligned
Description: Arial, 18px, #4e5052, line-height: 28px

LANDING PAGE COMPONENTS + SPECS

EVENT WEBCAST COMPONENTS

UBL313



Text: Arial, Bold, 18px, #003b4d
When selected box has “glow” effect: #4cace4, 50% opacity, border:#7fbac7

Normal box is has a 1px border: #bababa, with a slight drop shadow #c6c6c6

Body multi-time zone component
“LIVE EVENT” graphic on top with title and decription of live webcast

Live event graphic: 137px x 25px

Title of Live Webcast: Arial, Bold, 22px, #000000, line-height: 30px

Description: Arial, 18px, #4e5052, line-height 28px

Date in right column: Arial, Bold, 19px, #942645

LANDING PAGE COMPONENTS + SPECS

EVENT WEBCAST COMPONENTS

UBL314



Speaker Component

This includes speaker circular graphic with the name and title of speaker along with a short description of their bio. A full bio could link to a different site (opening in a new window) though cautioning on taking user away from the page. Additional speakers can stack with 40px in between each row of speakers.

Title: Arial, All caps, 16px, #000000

Speaker Name: Arial, 16px, #00758f

Speaker Title: Arial, 16px, #4e5052, line-height:24px

CTA link: Arial, 16px; #00758f

Bgcolor: #f9f9f9

Circular speaker image: 84x84px

LANDING PAGE COMPONENTS + SPECS

EVENT WEBCAST COMPONENTS

UBL315

Live Webcast Component

This includes time date and time, title, optional subtitle, add to calendar icons, social share icons and CTA

Date and Time:

Arial, 20px, Bold, #942645

Title:

Arial, 20px, Bold, #000000, line-height:
30px

Subtitle (optional):

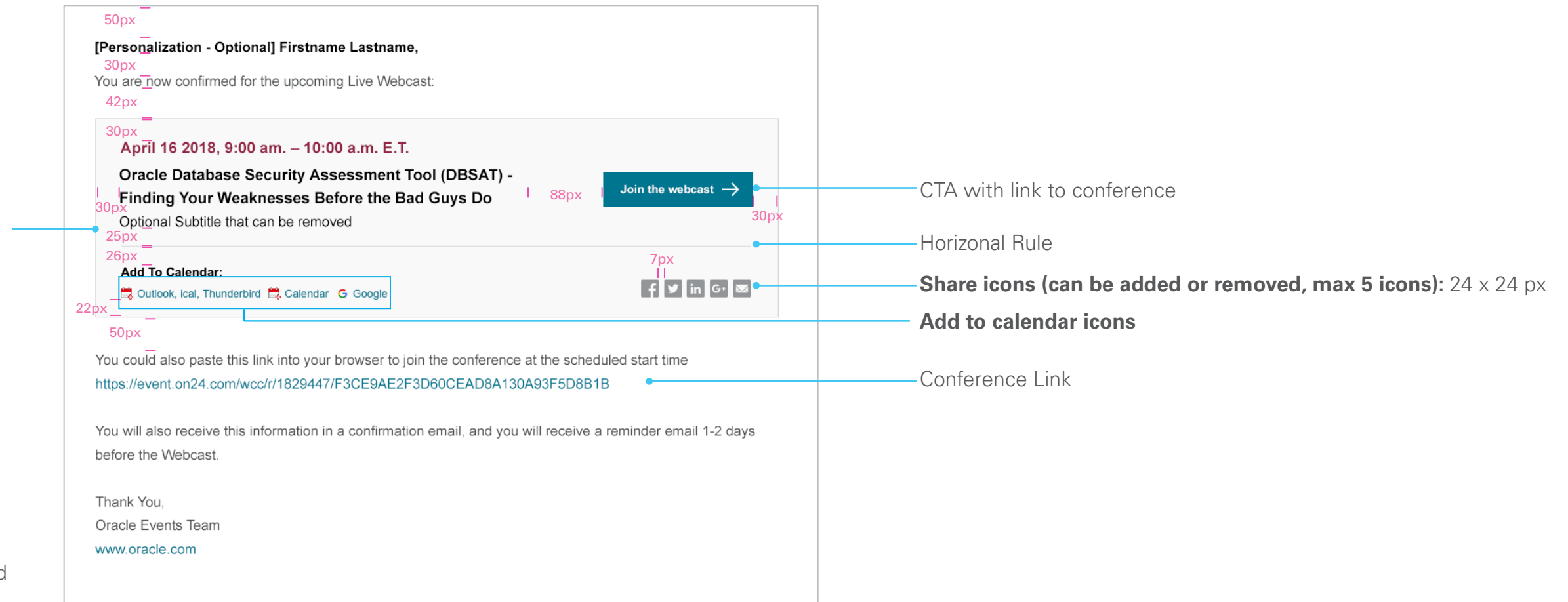
Arial, 18px, #4e5052, line-height: 28px

Horizontal Rule: 1px, #dddddd

Add to Calendar Title: Arial, 16px, Bold
#000000

Gray box: #f9f9f9

Gray box border: 1px, border # d2d2d2



LANDING PAGE COMPONENTS + SPECS

EVENT WEBCAST COMPONENTS

UBL316

Content gateway component

Short description of the the page

Text copy:

```
Arial, 18px, line-height: 28px, center aligned,  
color: #000000;  
bgcolor: # f9f9f9;
```

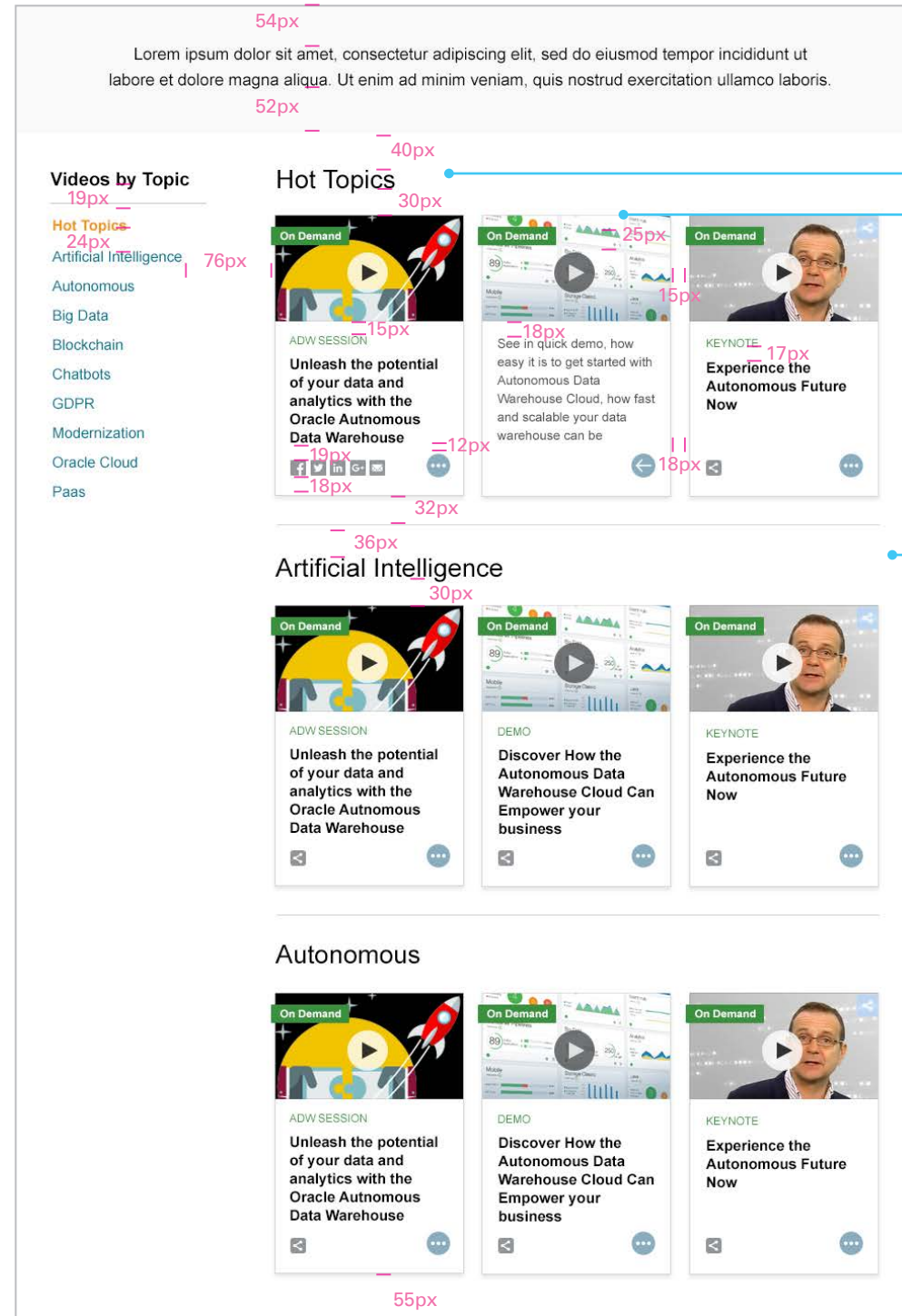
Left nav (optional)

Navigation menu items are in page anchor links

Main Title: Arial, bold, 20px, #000000

Nav menu items normal: Arial, 16px, #00758f;

Nav menu items selected: Arial, 16px, Bold, #f29111



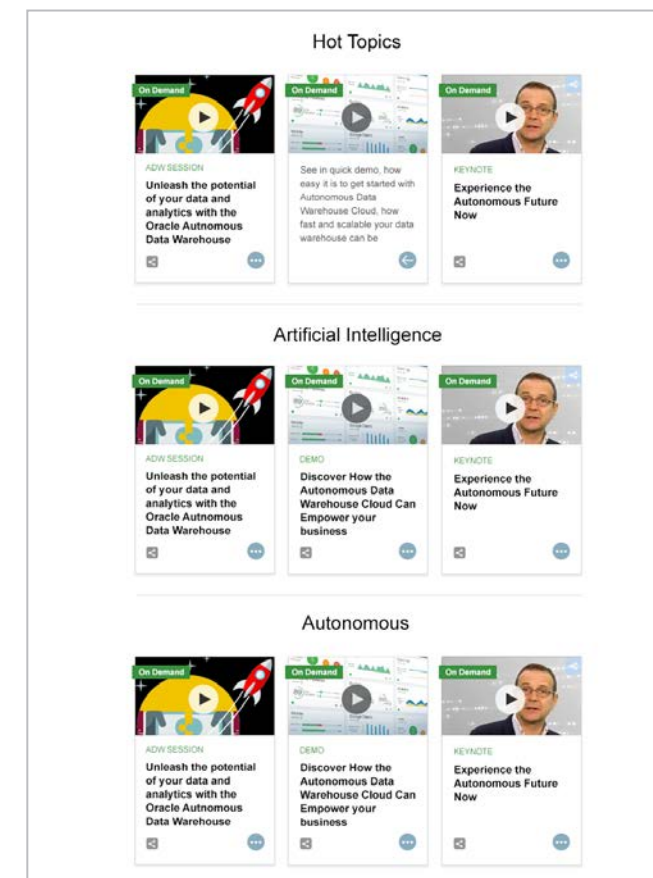
Webcasts Area

- **Main Headline:** Arial, 24px, #000000

Section Title (optional not necessary): Arial, 20px, #942645

HR: 1px, thin, #d2d2d2 to span entire container

- After each section there is a horizontal line rule that separates each section, except at the end where it is right before the footer then it is not necessary.



Note:

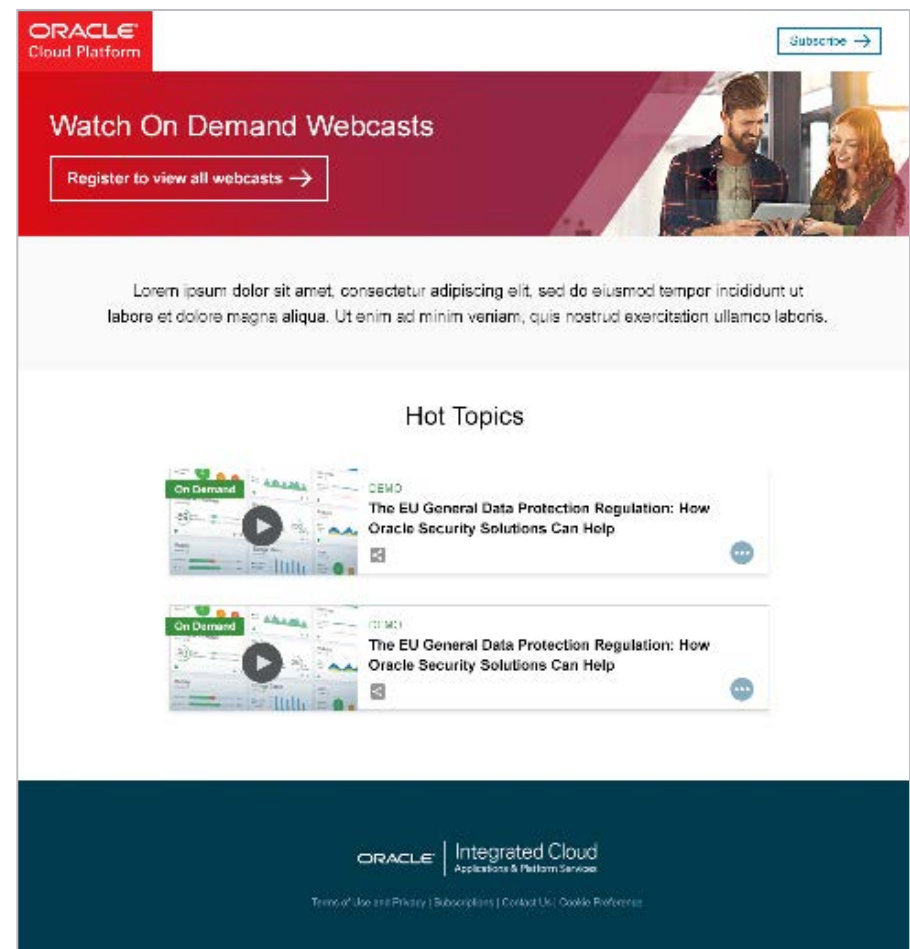
When there is no left nav,
entire section becomes
center-aligned

LANDING PAGE COMPONENTS + SPECS

EVENT WEBCAST COMPONENTS

UBL316 (continued)

Content Gateway LP with less than 3 videos, NO left nav



When there are less than 3 webcasts on the page, the formatting of the webcast become stacked in a horizontal fashion, with video on the left of the box, and text to the right. Text sizes and size of webcast graphic remains the same as the vertical version.

No need for a menu in this version, since there are not enough videos

Webcast box details

The graphic of the main webcast has a “play” icon overlayed above the graphic and changes to either the light or dark version depending on the image below. For a dark graphic, use the light play icon and vice versa. On click these open up a video modal window

On Demand graphic:

85 x 20 px

Webcast dimensions:

205 x 115 px (16:9 ratio)

Type of webcast:

Arial, 12px, #3a913f

Max character count including spaces: 15 characters

Main Title:

Arial, Bold, 16px, #000000; line-height: 20px;

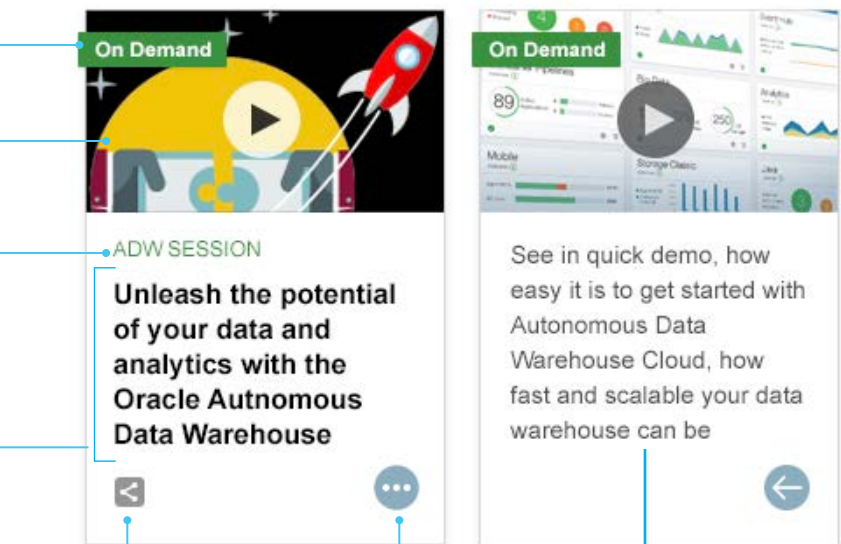
Max character count including spaces: 55 characters

Description:

Arial, 14px, #4e5052,

line-height: 20px

Max character count including spaces: 77 characters



share icon

Clicking this icon reveals the social icons...see below for what it should look like after

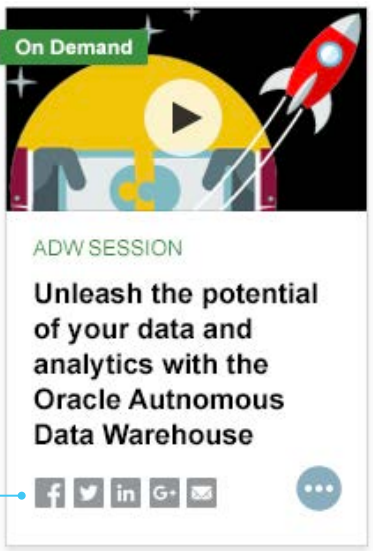
More icon

Clicking this icon slides in a description of the webcast coming from the right

share icons revealed

Reveal icons in an animated fashion.

Reveal each icon one by one starting with the



COLOR COORDINATION EXAMPLES

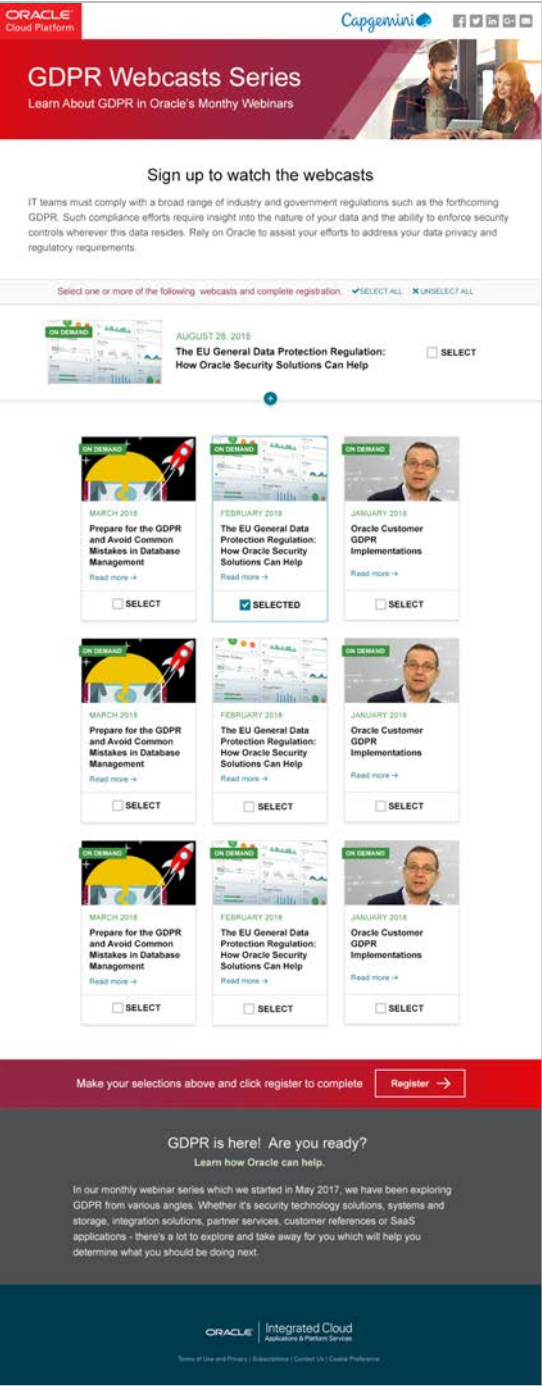
HOW TO MATCH COLORS THROUGHOUT PAGE FLOWS

EXAMPLE # 1: RED TO BURGUNDY

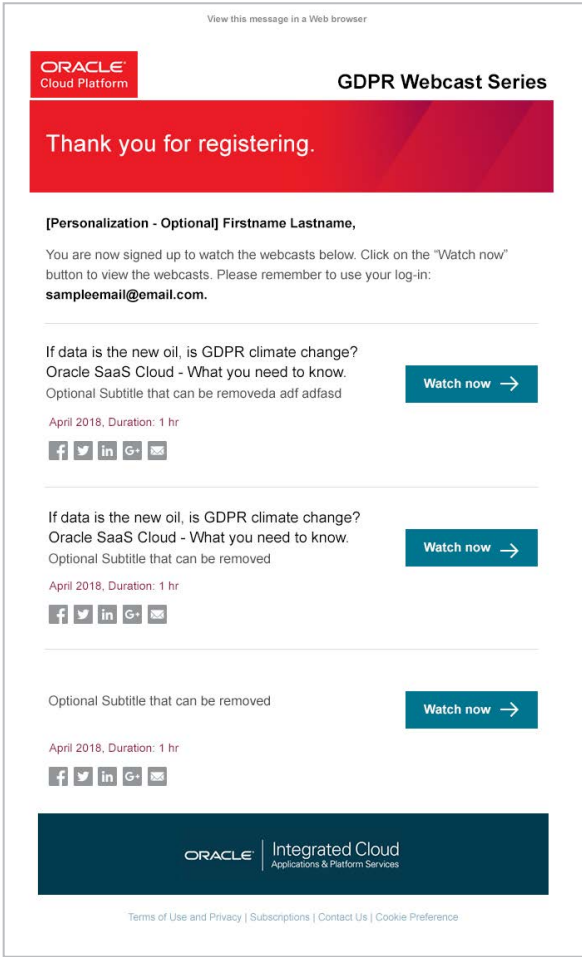
Email invite top banner is red



LP top gradient graphic is from red to burgundy



Email Confirmation is red



Sticky nav: burgundy #94265 to red #F80000

COLOR COORDINATION EXAMPLES

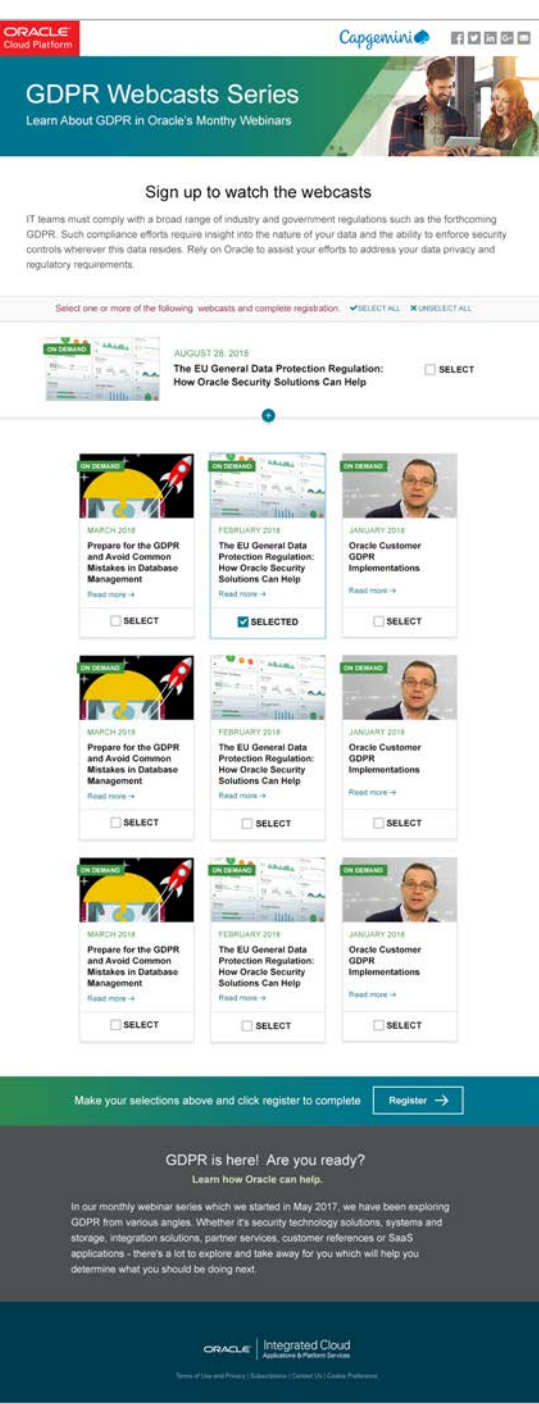
HOW TO MATCH COLORS THROUGHOUT PAGE FLOWS

EXAMPLE # 2: GREENTO BLUE

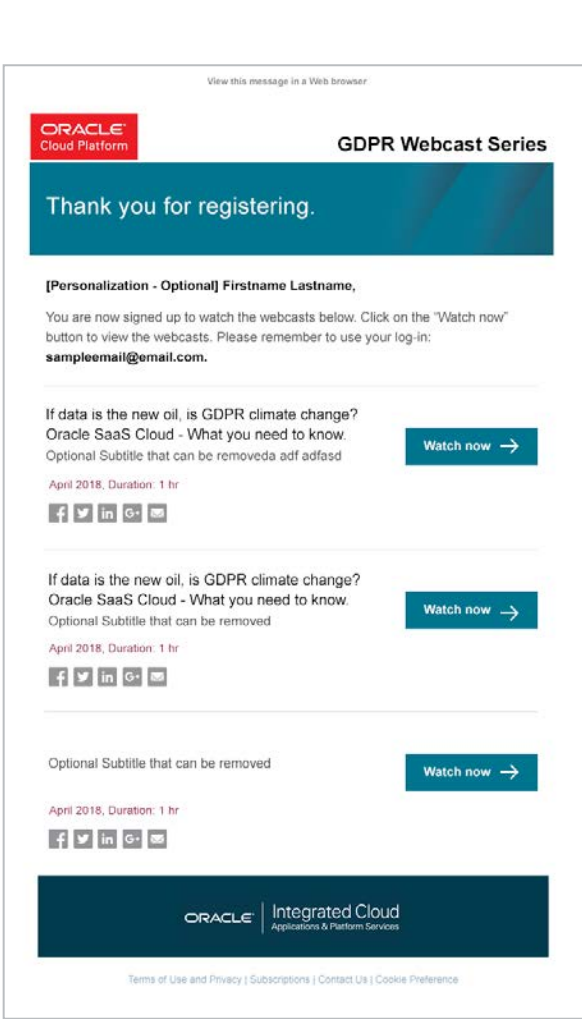
Email invite top banner is blue



LP top gradient graphic is from blue to green



Email Confirmation is red



Sticky nav: green #3a913f to blue# 00758f

COLOR COORDINATION EXAMPLES

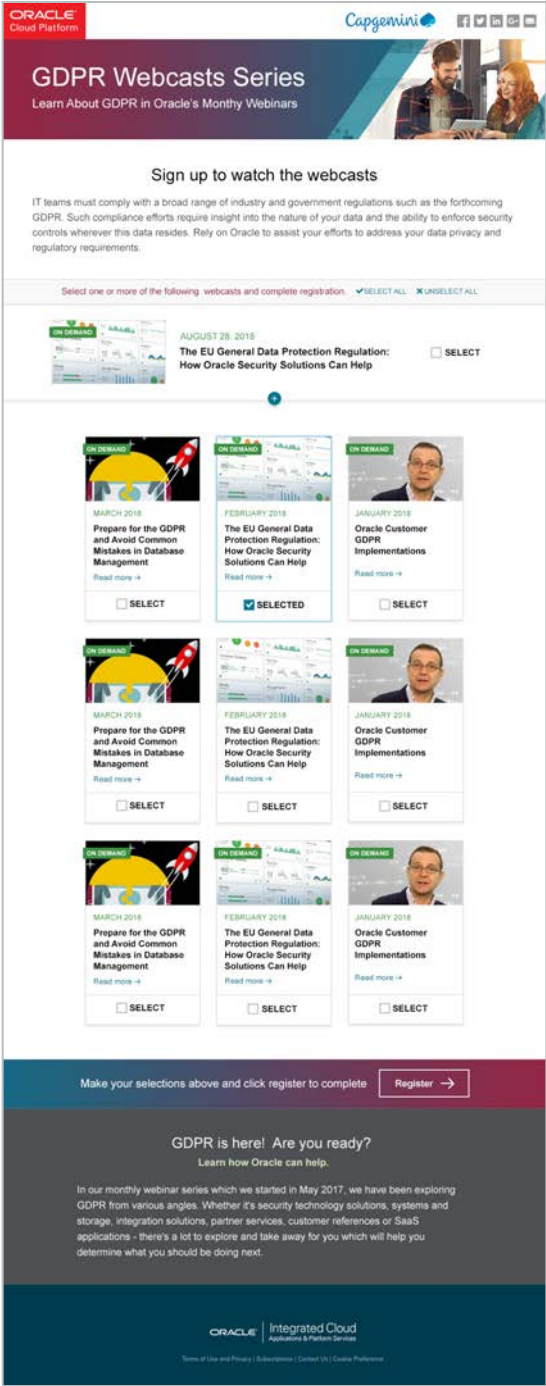
HOW TO MATCH COLORS THROUGHOUT PAGE FLOWS

EXAMPLE # 2: BLUE TO BURGUNDY

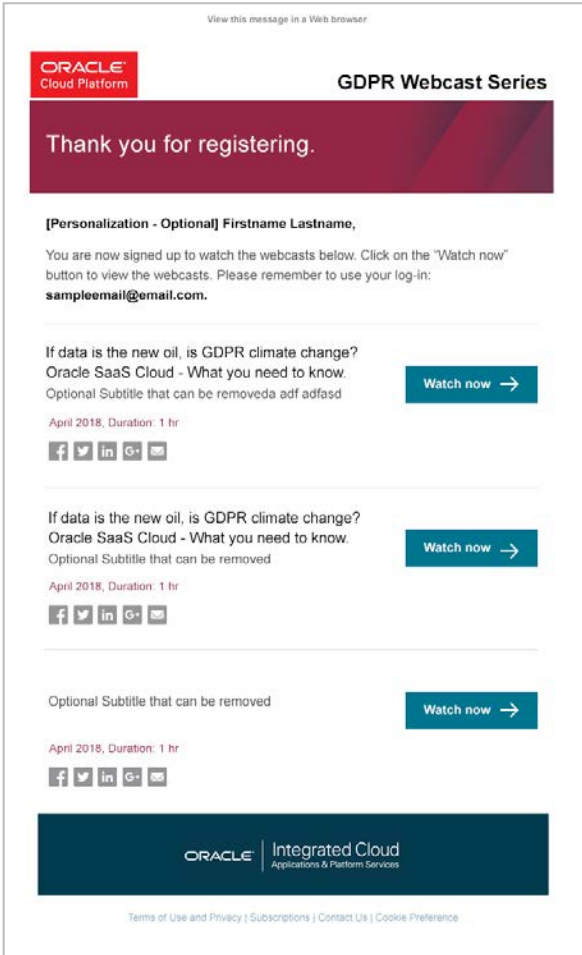
Email invite top banner is burgundy



LP top gradient graphic is from burgundy to blue



Email confirmation is burgundy



Sticky nav: blue #00758f to burgundy: #942645