BRAND INTERACTIVE

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

TEMPLATES AND COMPONENTS

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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.

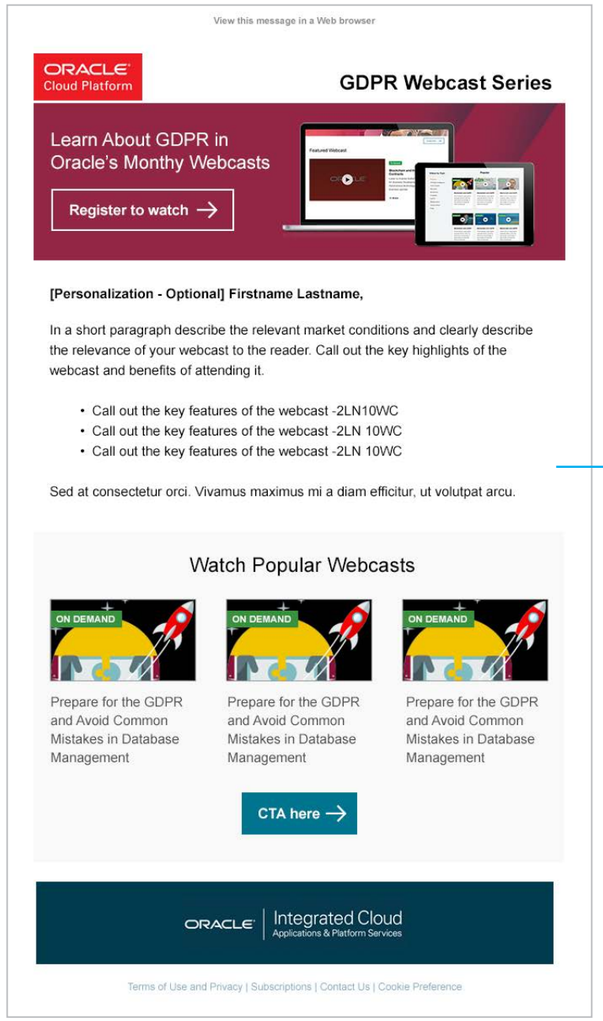
Set #1 - Multi-registration
This set includes a landing page which consists of multiple webcasts. Users will be able to multi-select from the set and will be provided links to each one in the confirmation and email page. This page would contain webcasts that fall under one "theme", for example, GDPR...etc.

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.

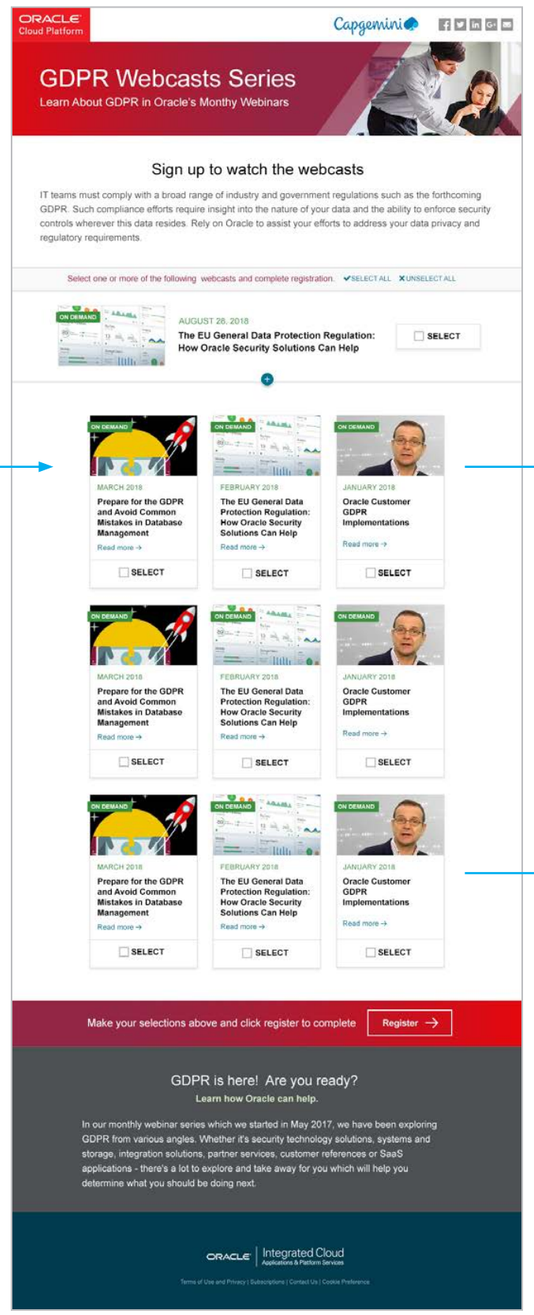
Set #3 - Content gateway landing page
This set includes a landing page of webcasts featuring different topics. User would only need to register one time and would be granted access to all webcasts on this page.

MULTI-REGISTRATION DESIGN FLOW

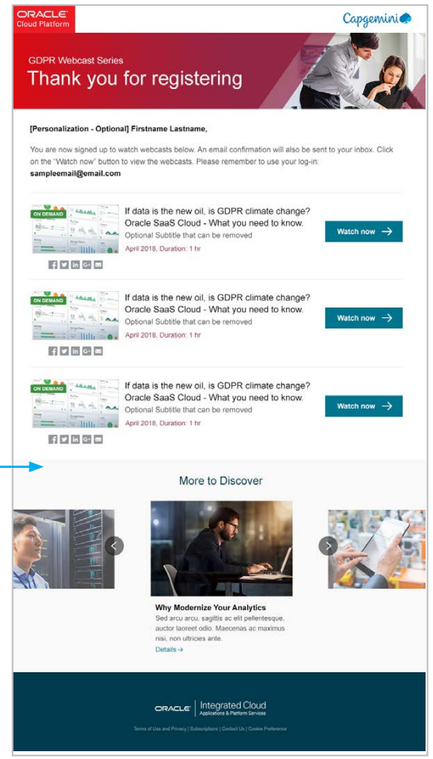
Email Invite



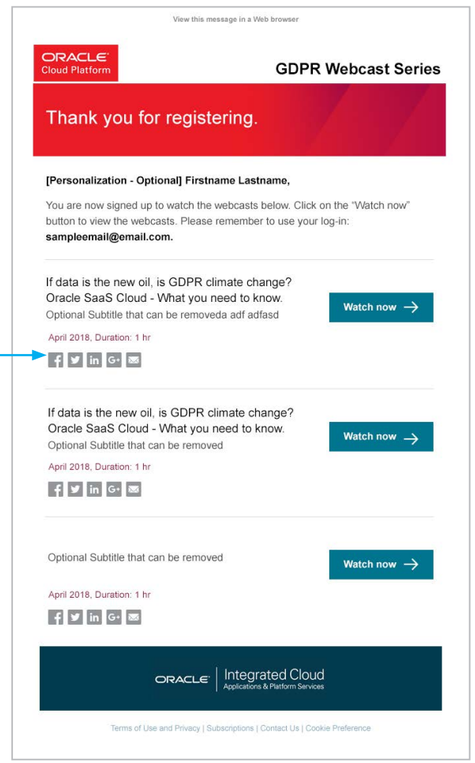
Landing page



Confirmation Page

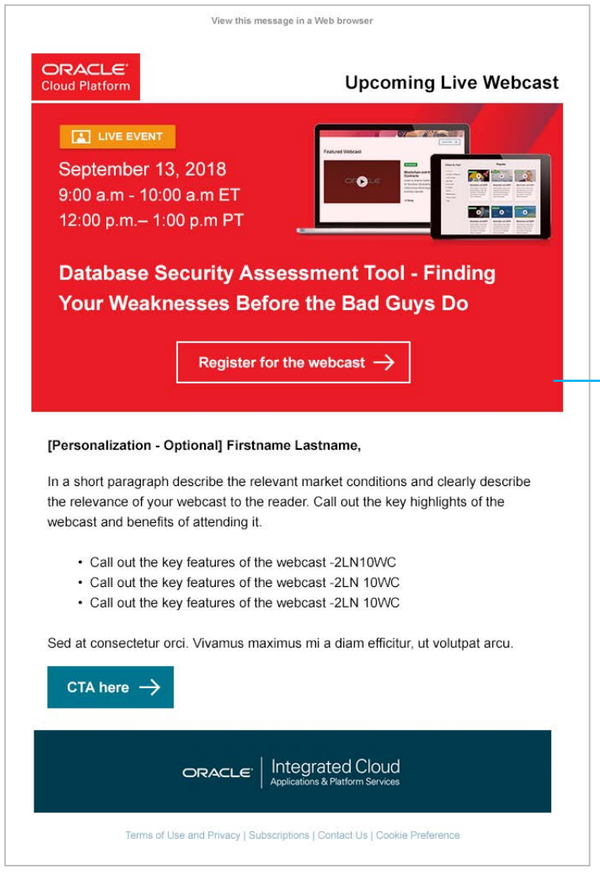


Email Confirmation

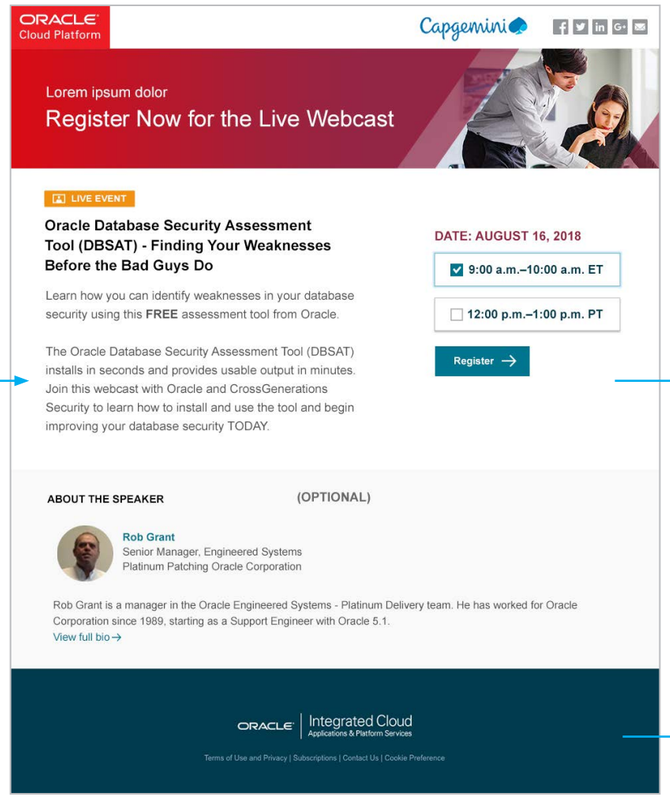


MULTI-TIME ZONE DESIGN FLOW

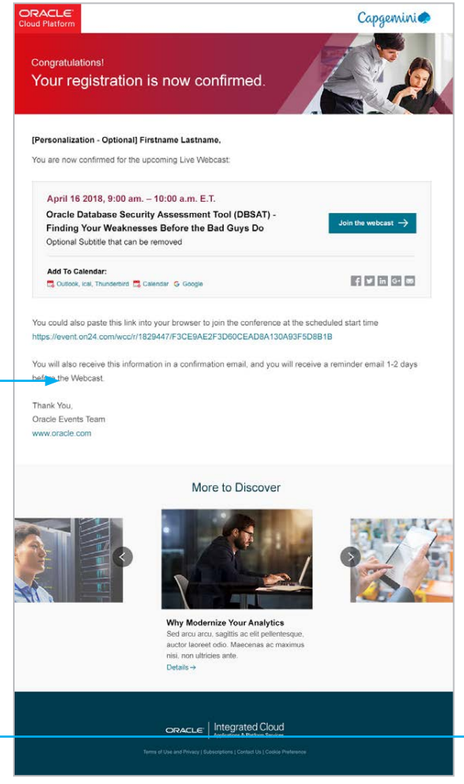
Email Invite



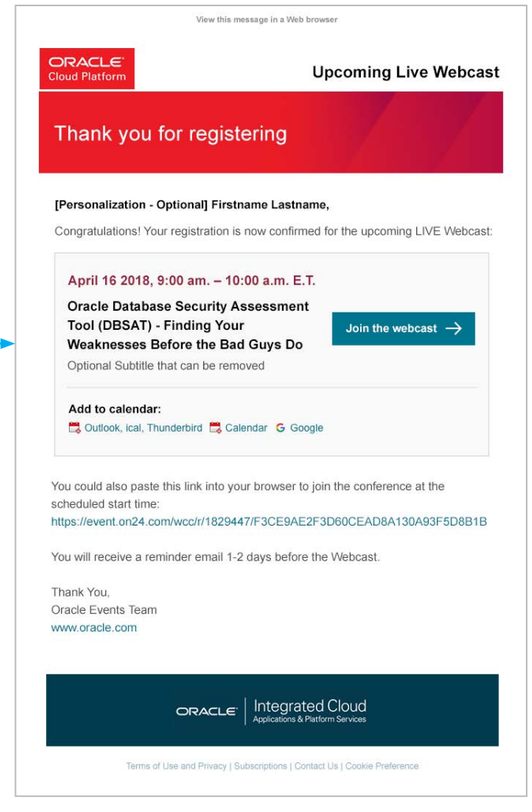
Landing page



Confirmation Page

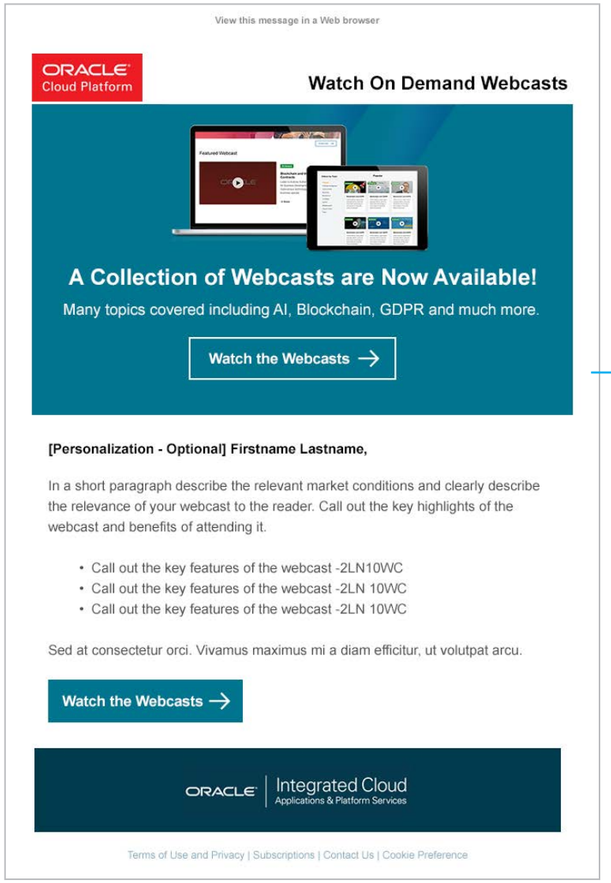


Email Confirmation

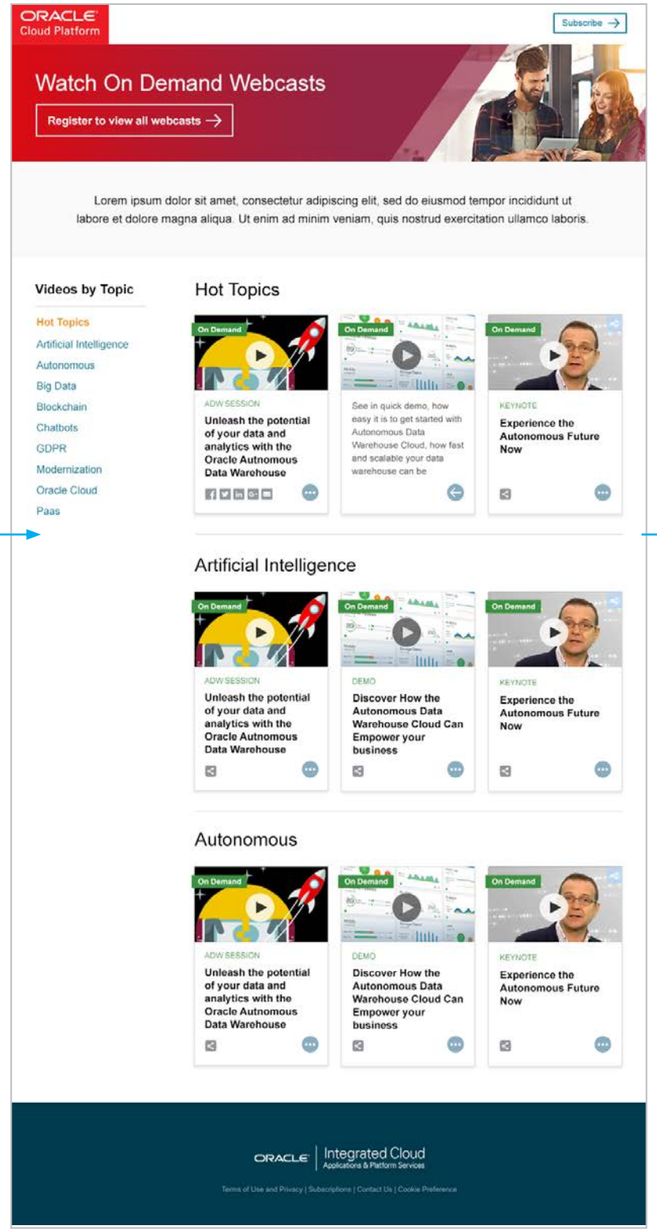


CONTENT GATEWAY DESIGN FLOW

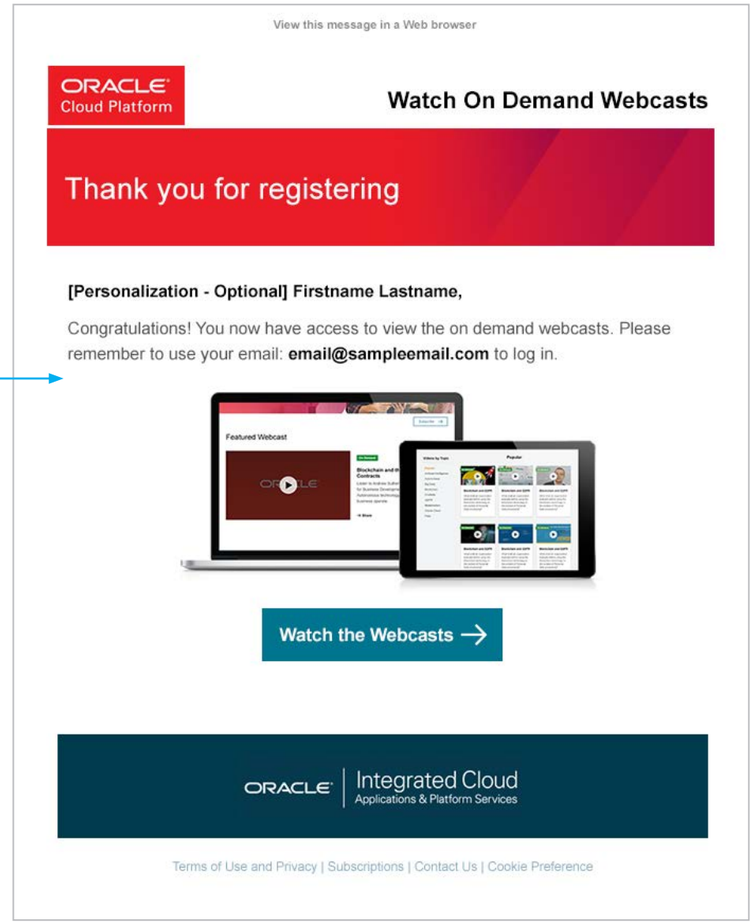
Email Invite



Landing page



Email Confirmation



SET #1 - MULTI-REGISTRATION PAGES

EMAIL INVITE COMPONENTS

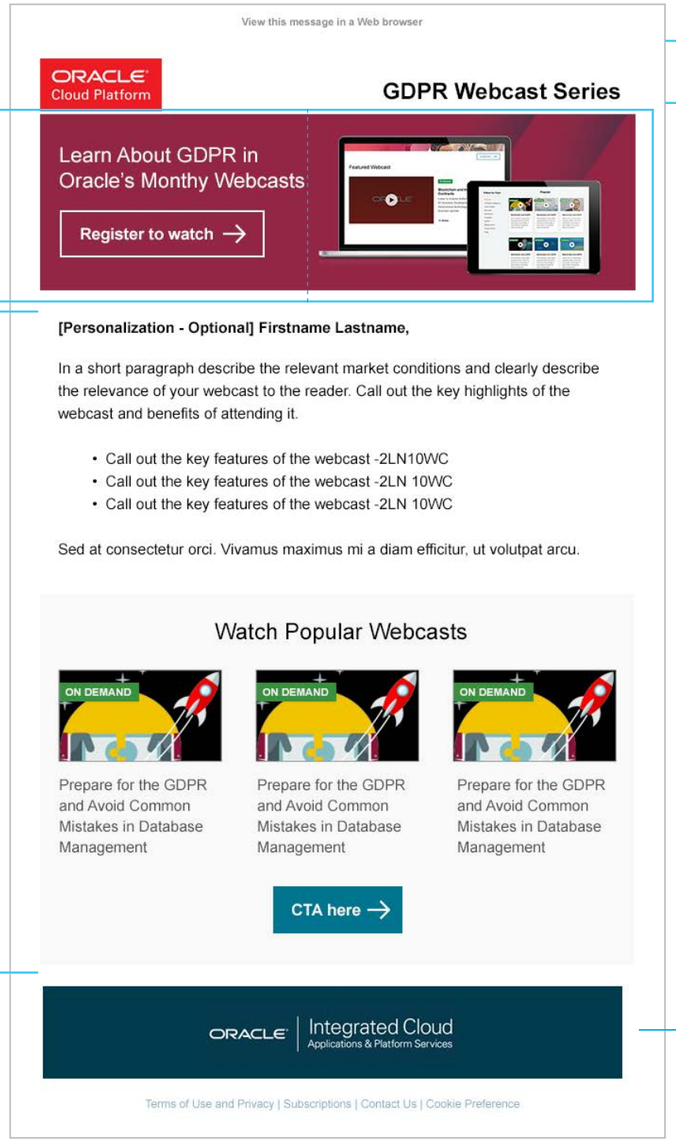
NEW UBE112

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

LANDING PAGE COMPONENTS

NEW UBL308

LP Webcasts Component

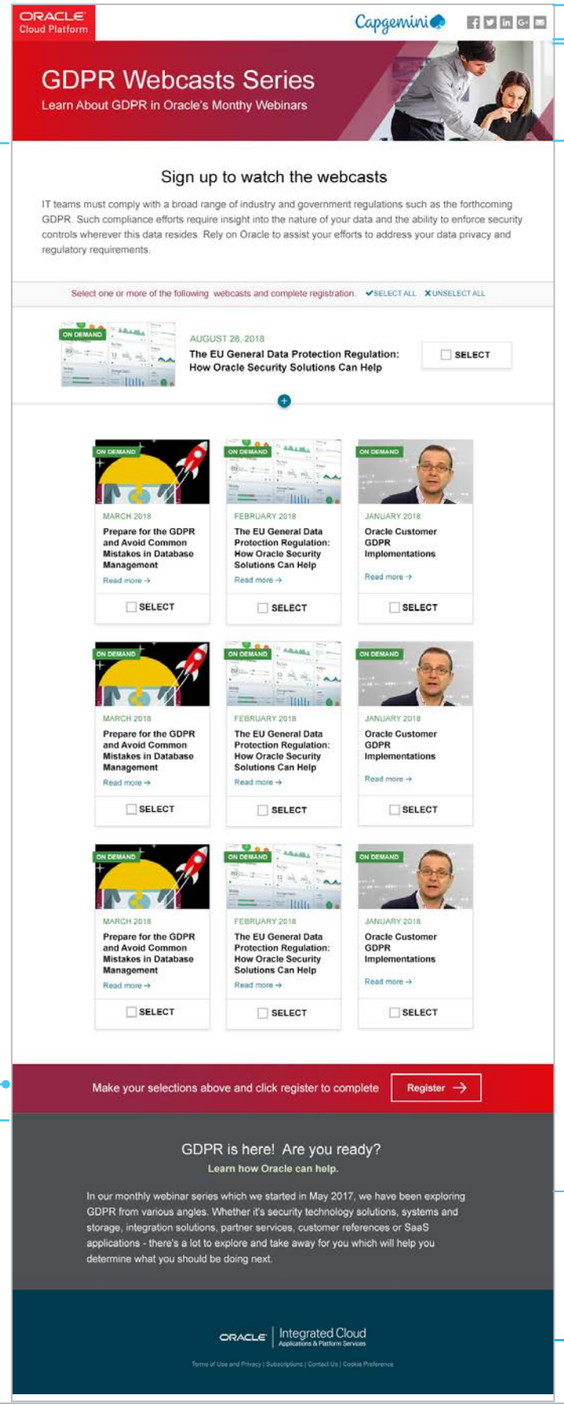
Contains main title and introductory section on top.
There is a featured webcast with expand to show more functionality, which shows more detail and speaker info.
The featured webcast can either be live or on-demand (graphic to change respectively to call that out the difference)

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

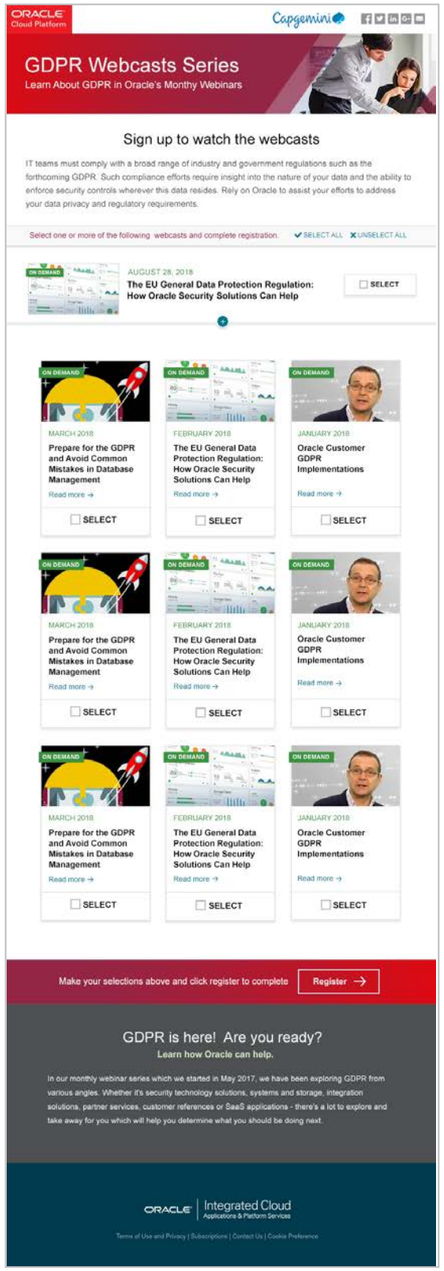
LP Page Description Component

Default Footer

MULTI-REGISTRATION

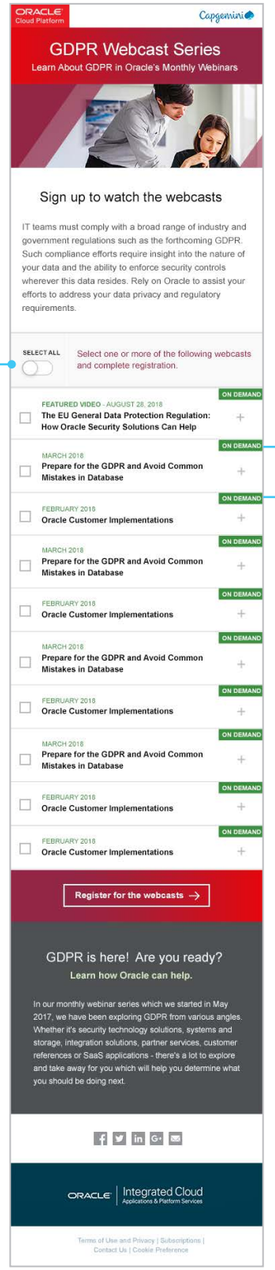
LANDING PAGE - TABLET AND MOBILE

Tablet



Select all becomes a switch toggle.

Mobile



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

Mobile (Switch to Select All)

MULTI-REGISTRATION

LANDING PAGE CONFIRMATION COMPONENTS

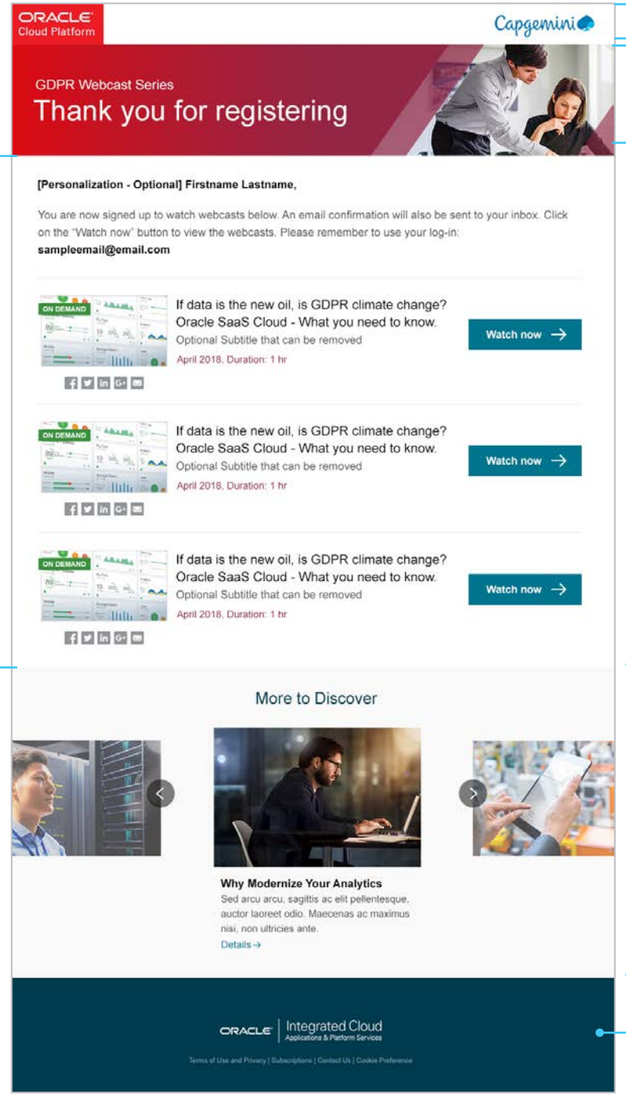
NEW UBL310

LP Body and Webast 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.



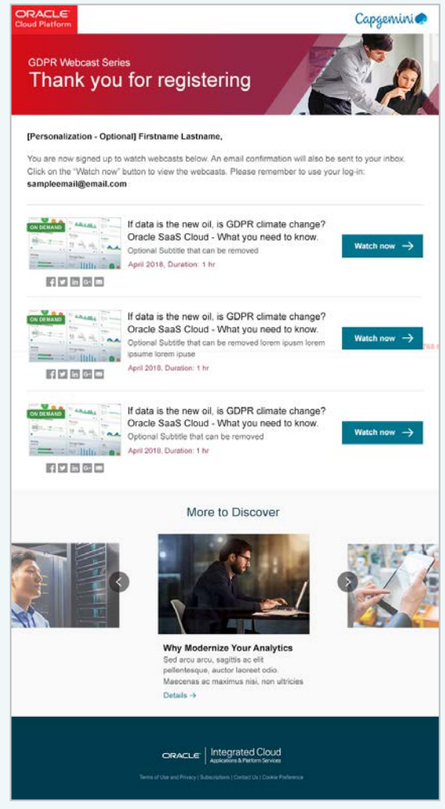
NEW UBL116
LP Partner Logo Component

NEW UBL118
LP Header Banner Component

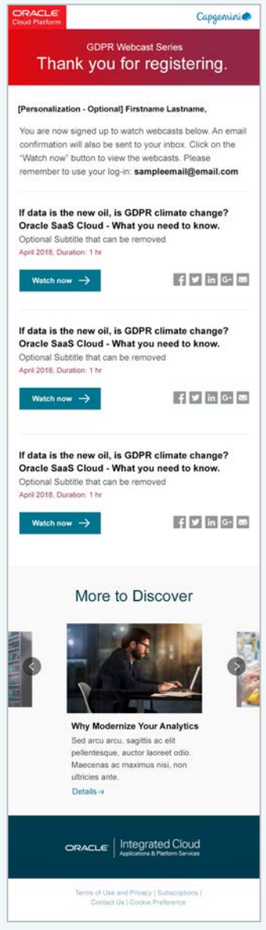
NEW UBL311
More to discover component

Default Footer

Tablet



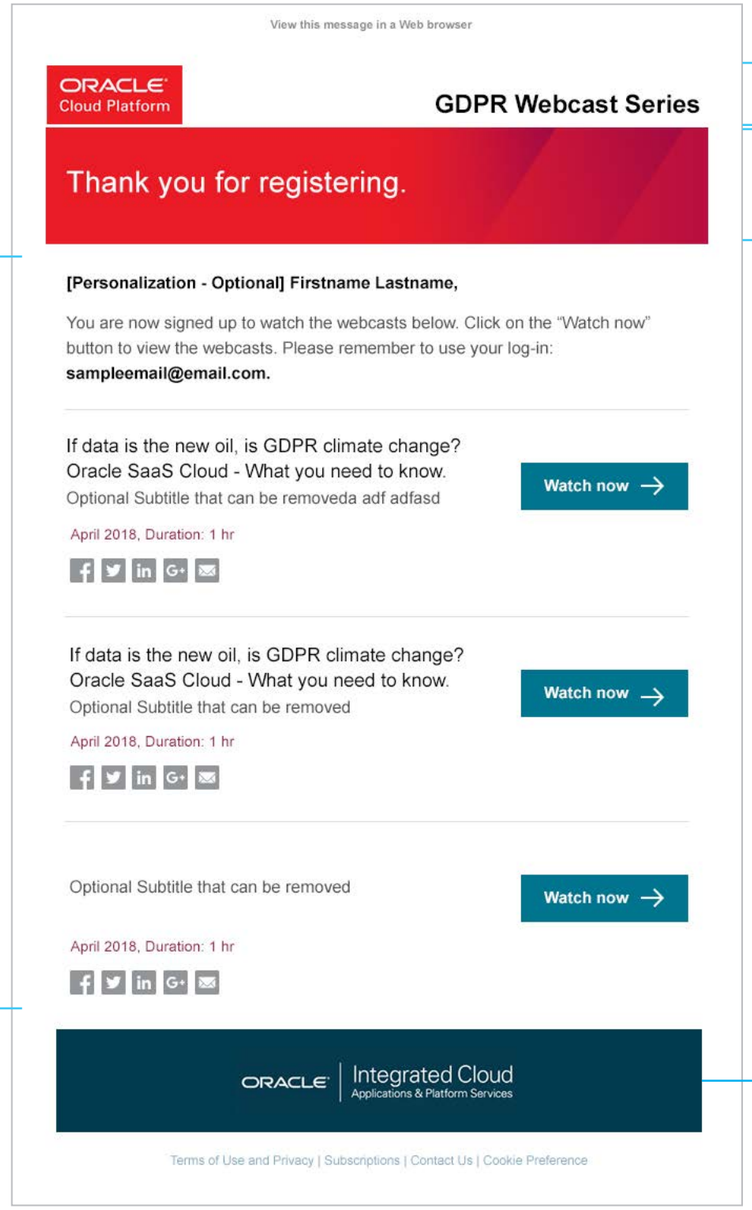
Mobile



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

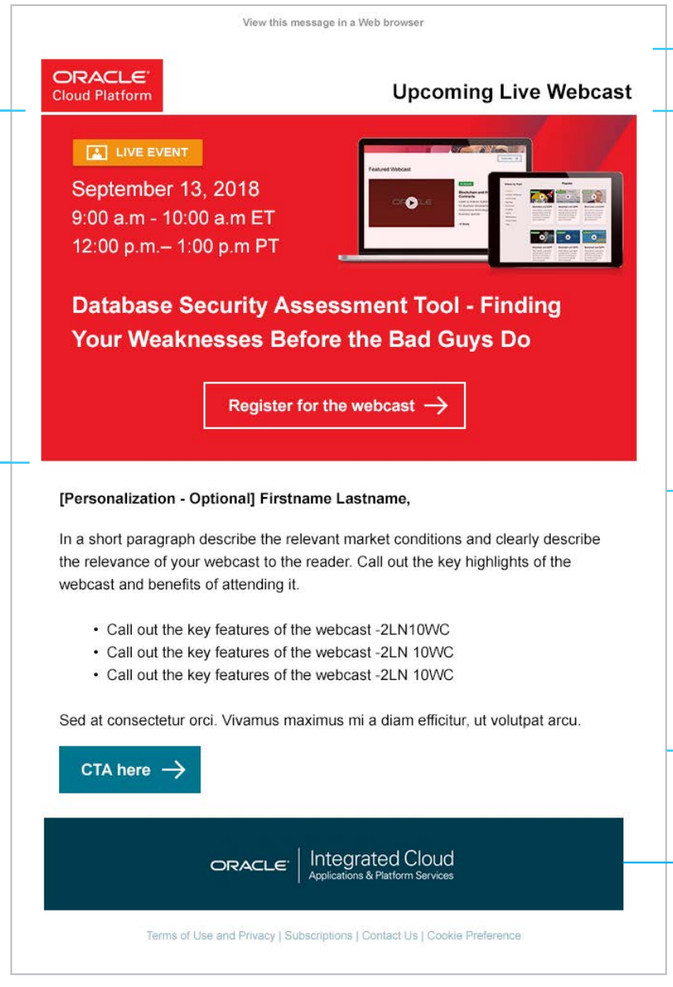
EMAIL INVITE COMPONENTS

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



NEW UBE111
Email Logo and Title Component

NEW UBE016
Email Body Component, similar to UBE 008

Default Footer

MULTI-TIME ZONE

LANDING PAGE COMPONENTS

NEW UBL313

LP Body Multi-time Zone component

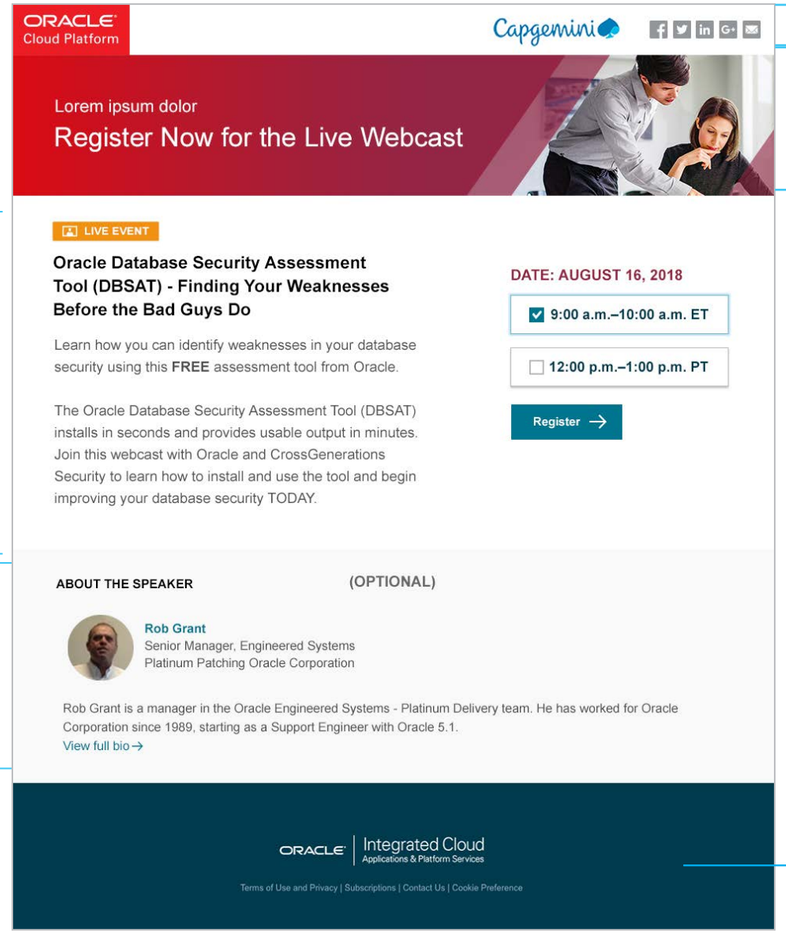
"LIVE EVENT" graphic on top and title of live webcast. Right side includes date of event and times with selection boxes. Once selected, the box has a slight glow to emphasize the chosen time.

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.

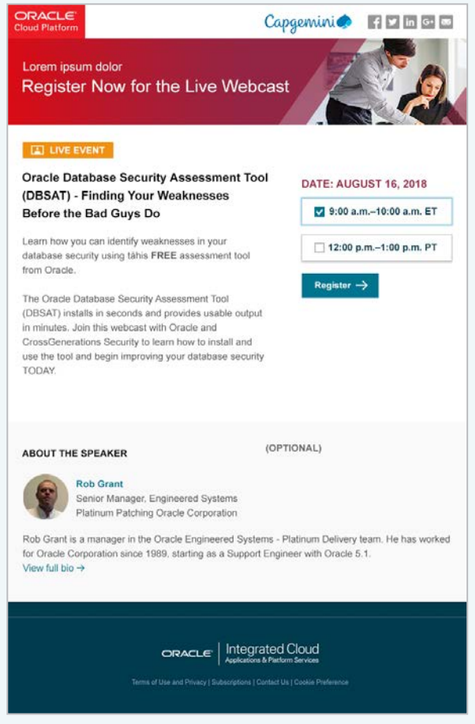


NEW UBL116
LP Partner Logo Component

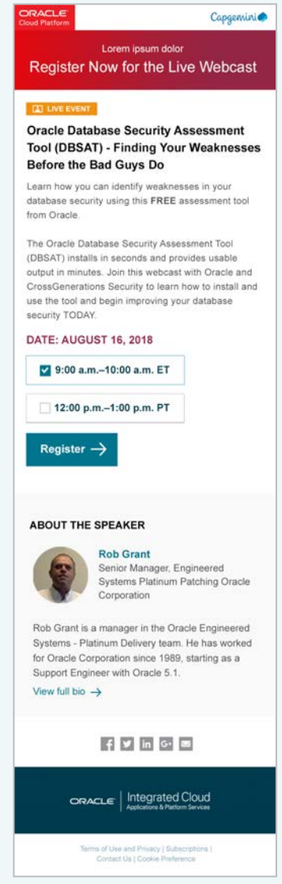
NEW UBL118
LP Header Banner Component

Default Footer

Tablet



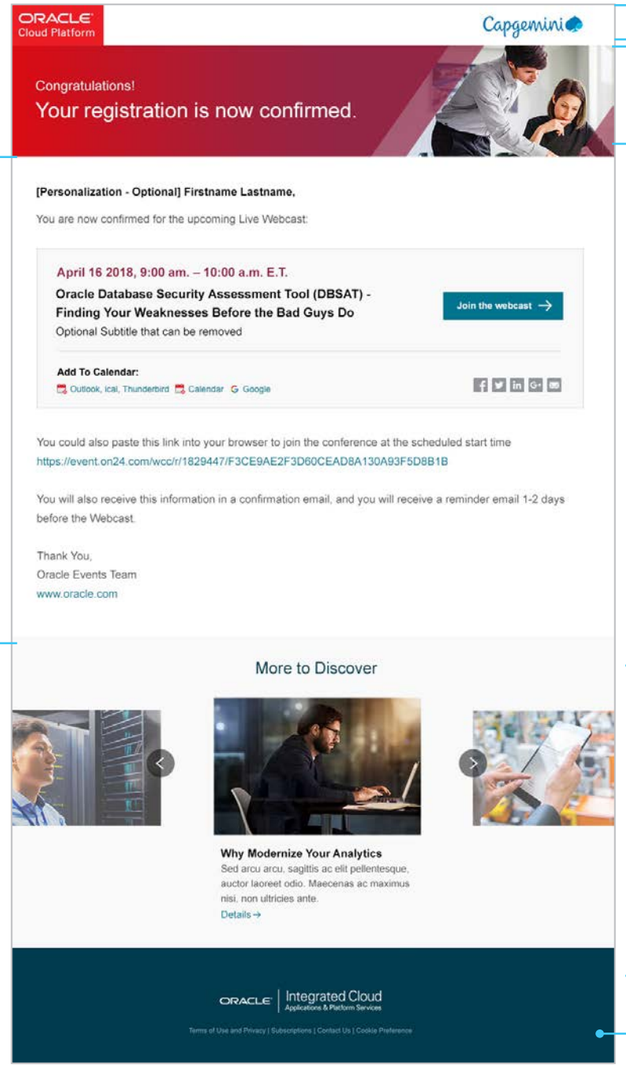
Mobile



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.



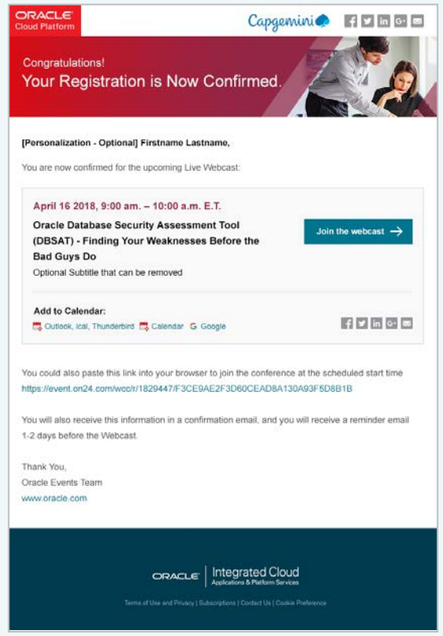
NEW UBL116
LP Partner Logo Component

NEW UBL118
LP Header Banner Component

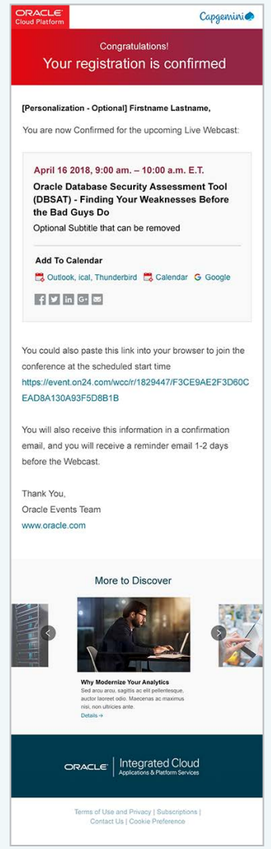
NEW UBL311
More to discover component

Default Footer

Tablet

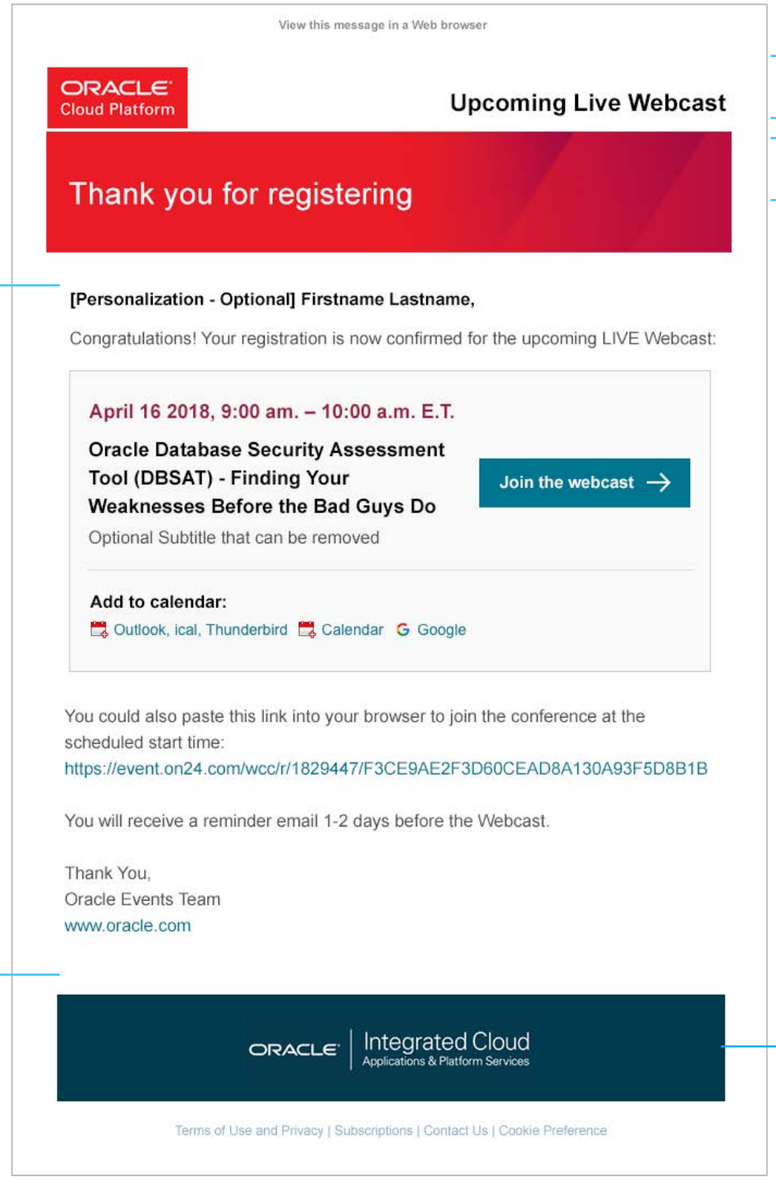


Mobile



MULTI-TIME ZONE

EMAIL CONFIRMATION COMPONENTS



NEW UBE111
Email Logo and Title Component

NEW UBE114
Email Header Component

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

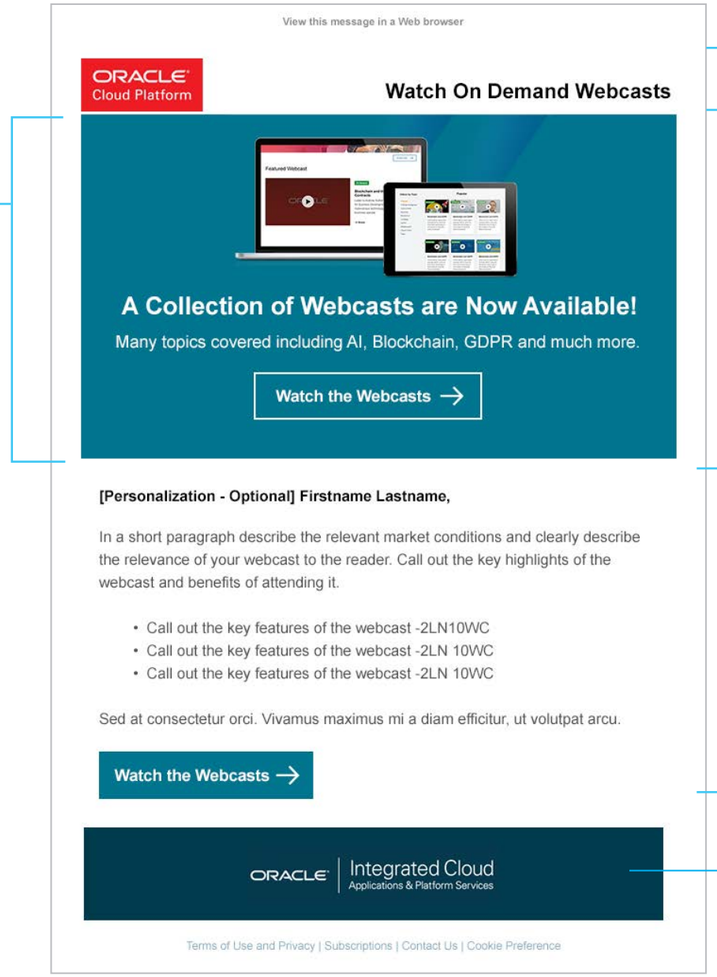
Default Footer

SET #3 - CONTENT GATEWAY PAGES

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

LANDING PAGE COMPONENTS

NEW UBL316

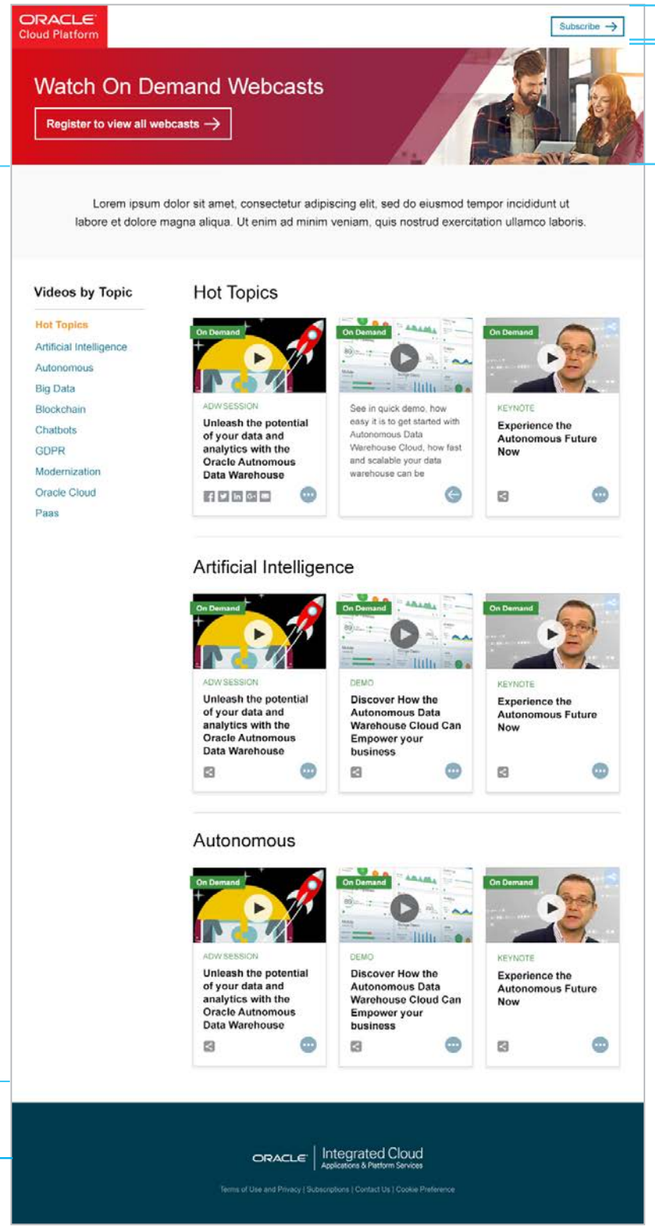
Content Cateway Component

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 organiztion is necessary for the videos

Content Gateway LP with left nav



Default Footer

NEW UBL120

LP Logo and Title Component

NEW UBL119

LP Header Banner Component

Note:

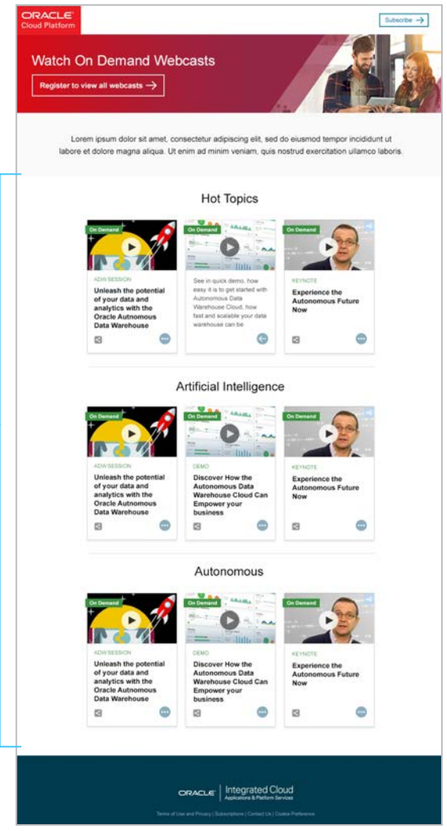
When there is no left nav, entire section becomes center-aligned

Webcast List Component, horizontal version

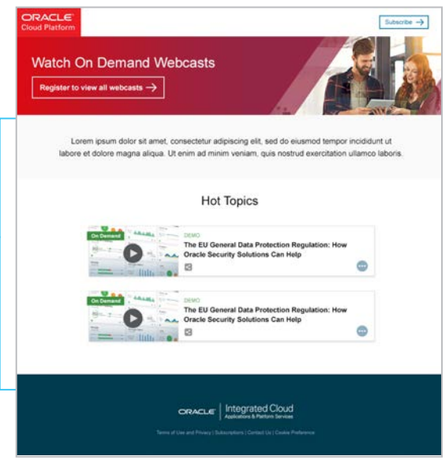
A mockup for this was requested though questioning whether a page with just 2 videos or less requires a content gateway landing page which should be intended for a more content heavy page with many videos. Will need to discuss futher whether this is really necessary.

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

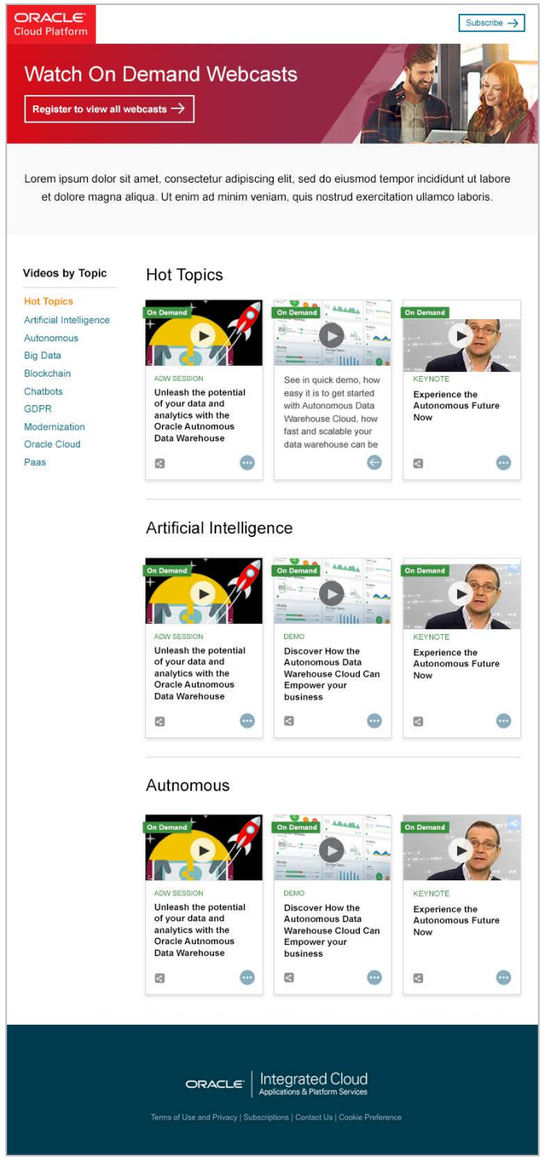


Content Gateway LP with 2 videos or less



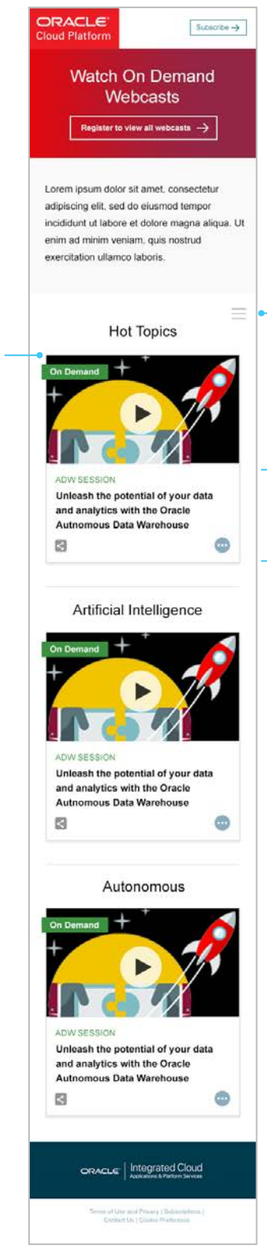
LANDING PAGE - TABLET AND MOBILE

Tablet



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

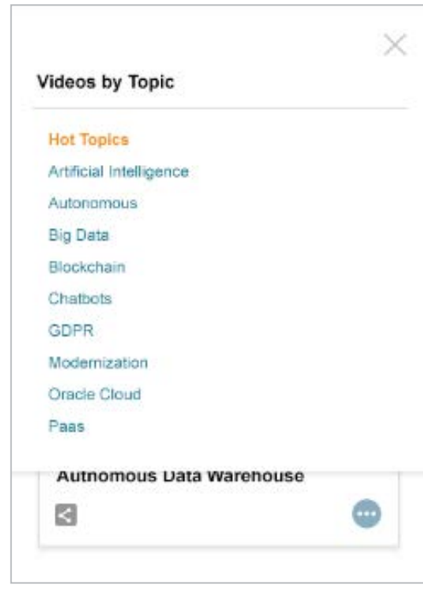
Mobile



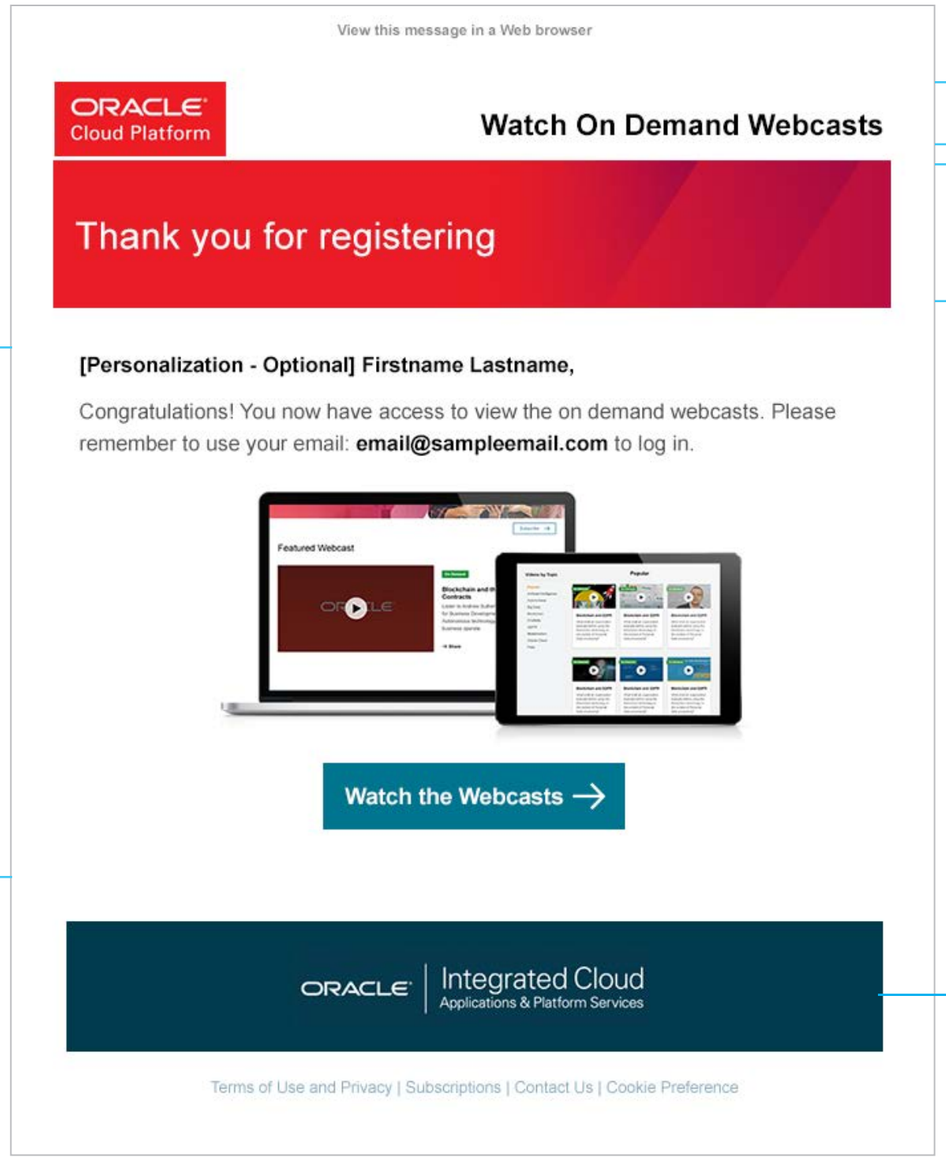
Hamburger icon menu to display video topics

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

Hamburger menu expanded



EMAIL CONFIRMATION COMPONENTS



NEW UBE111
Email Logo and Title Component

NEW UBE114
Email header component

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

Default Footer

EMAIL COMPONENTS + SPECS

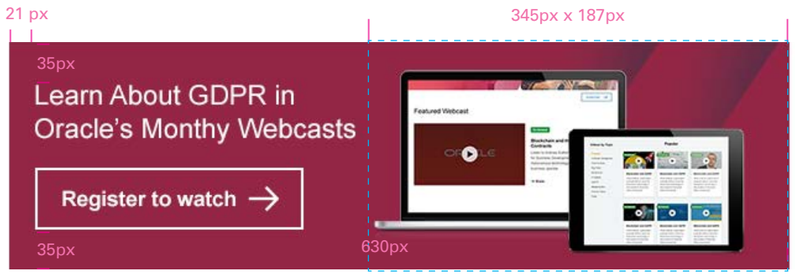
IMAGE BASED

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.

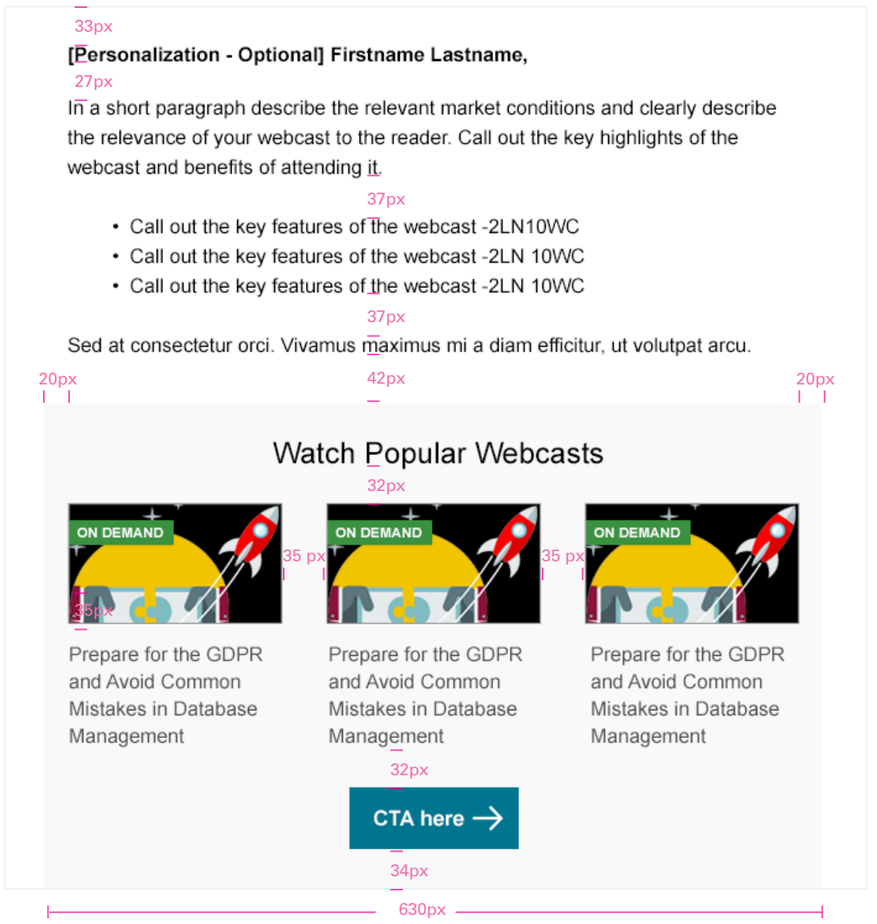
Allow for 95px spacing after the logo image so that the main title does not encroach upon logo

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



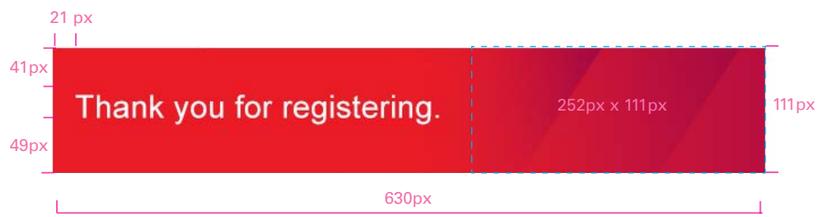
Body copy: Arial, 16px, line-height: 24
Email Webcast Component: To promote 3 webcasts with titles below.
CTA to go to main landing page.
Background color: #f9f9f9

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

IMAGE BASED

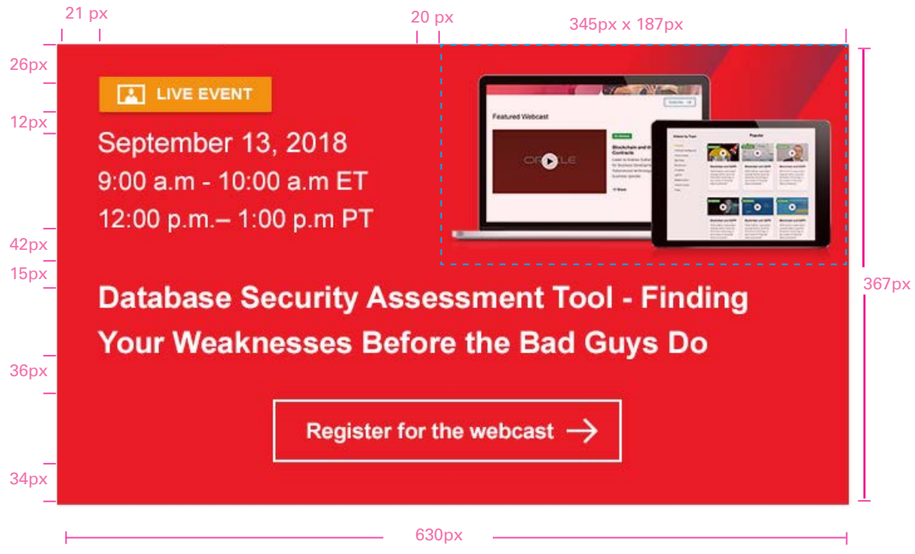
UBE114



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.

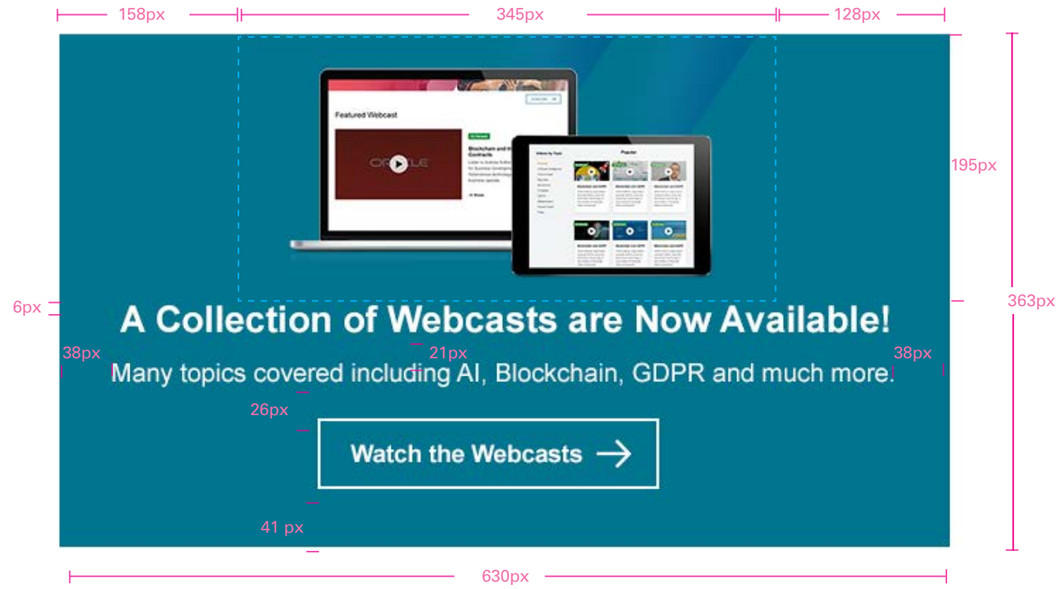
Date and time: Arial, 20px, #FFFFFF, line-height: 30px;

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

CTA center-aligned to follow title

IMAGE BASED

UBE116



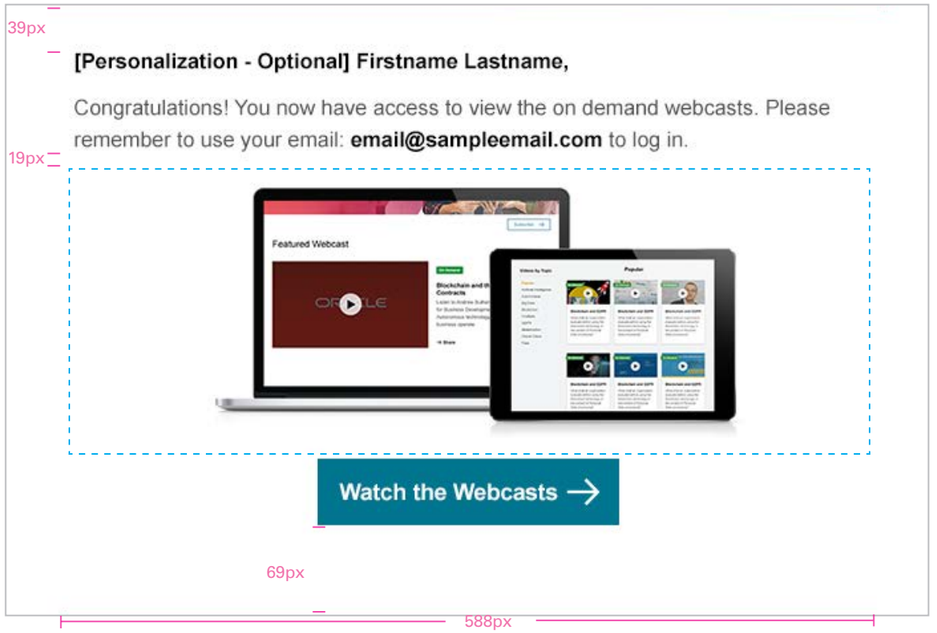
Header banner component:
Top area has 3 columns with the middle column containing the image.
Background color options consistent throughout all the page flows:
Burgundy: #942645
Blue: # 00758f
Red: # f80000

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



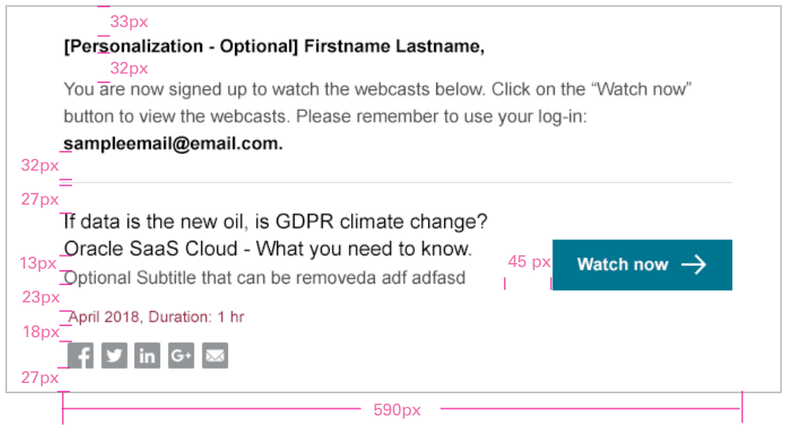
Intro with image component:
Intro text with image below

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

Standard CTA to follow image

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

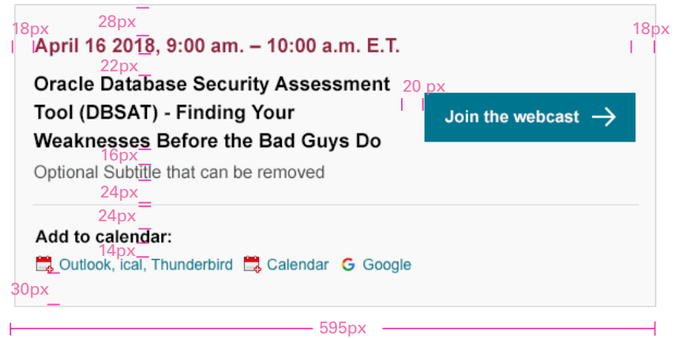
Title of webcast:
Arial, 18px, #000000; line-height: 24px;

Subtitle (optional):
Arial, 16px, #4e5052; line-height: 22px;

Date and duration:
Arial, 14px, #942645;

Share icons:
24 x24 px

UBE015



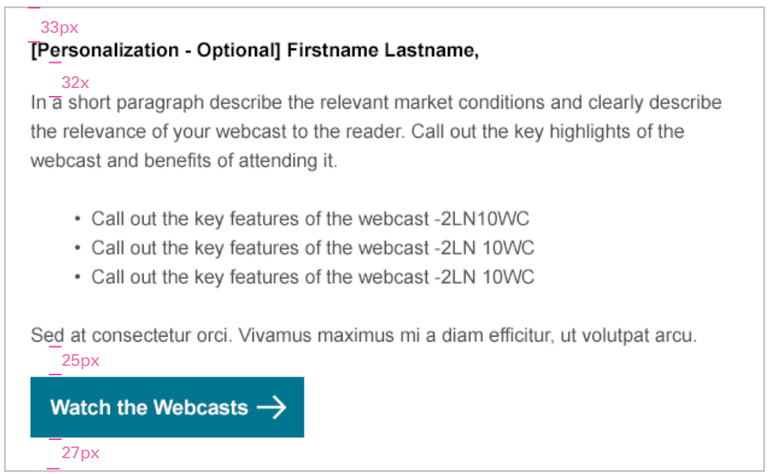
Webcast Details Component
Webcast details to the left and standard button on the right.
Gray Box: Bgcolor: #f9f9f9, Border color: # d2d2d2

Date and Time:
Arial, 18px, Bold, #942645

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

TEXT BASED

UBE016 (similar to UBE008)



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

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.

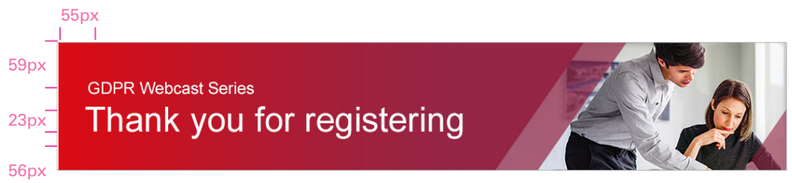
Top layer image is a gradient png. 3 different images will be provided.

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

TEXT AND IMAGE BASED

UBL118



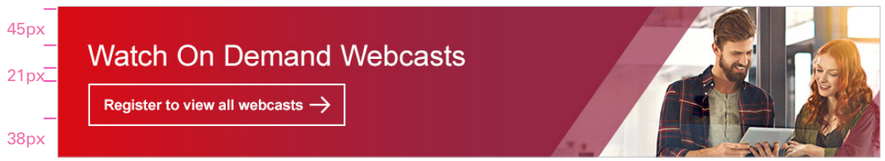
Header banner component
Comprises of 2 layer of graphics. The top layer is an image png (gradient graphic) that overlays on top of the bottom image (in this example, the people image). The image in the bottom is a rendition of the existing 976x300-bnr-lpl image. This image needs to be proportionally 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:

TEXT AND IMAGE BASED

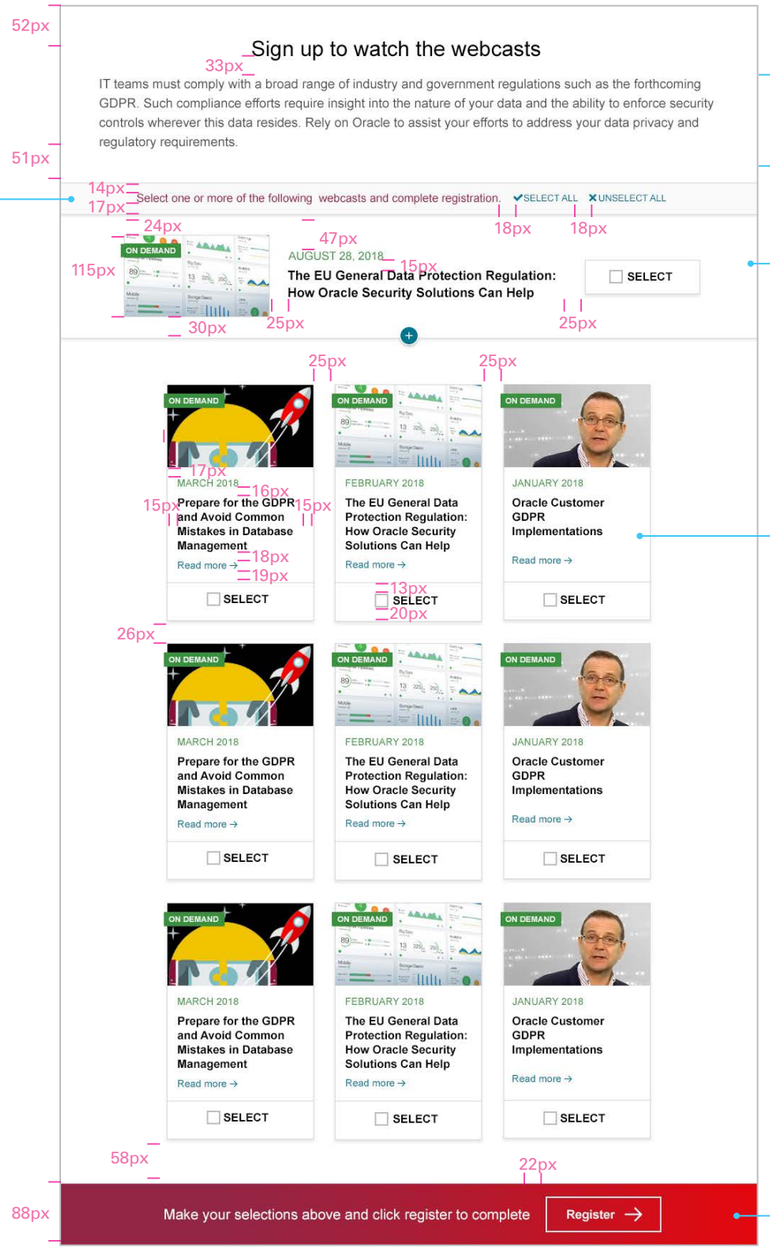
UBL120

Logo component with CTA on right
Logo with CTA on the right

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

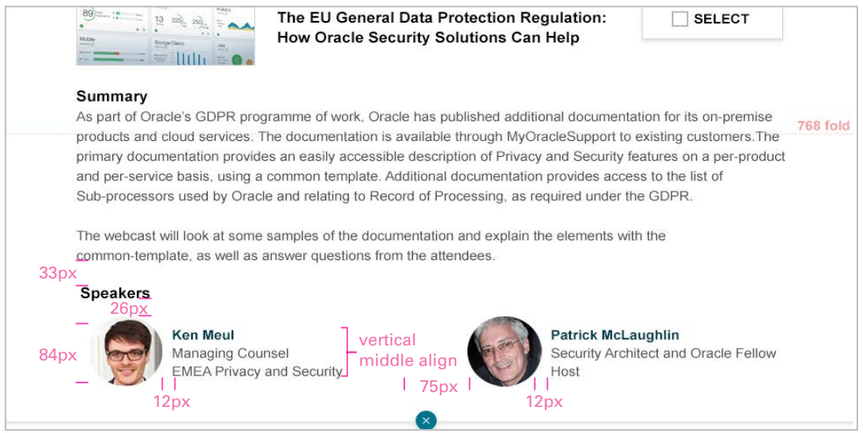
Webcast Box - has a slight drop shadow
Date: Arial, 14px, #3a913f;
Title: Arial, 16px, Bold, #000000,
line-height:20px;
Read more: Arial, 14px, # 00758f
Checkbox: 19px x 19px
Select: Arial, All caps, 16px, Bold, #000000,
center aligned;
Border:# d6d6d6
(see next page for functionality details)

Sticky Nav
Text: Arial, 20px; #FFFFFF
Standard button with white outline

EVENT WEBCAST COMPONENTS

UBL308 (continued)

On Expand

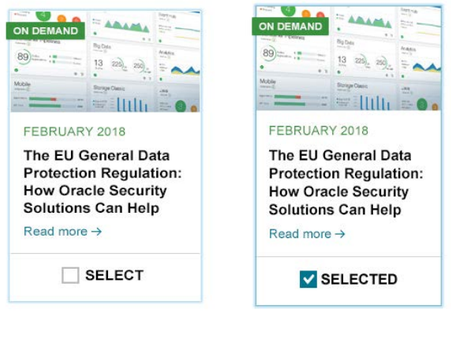


Summary Title: Arial, Bold, 18px, #000000;
Copy: Arial, 16px, line-height: 24px, #4e5052

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.



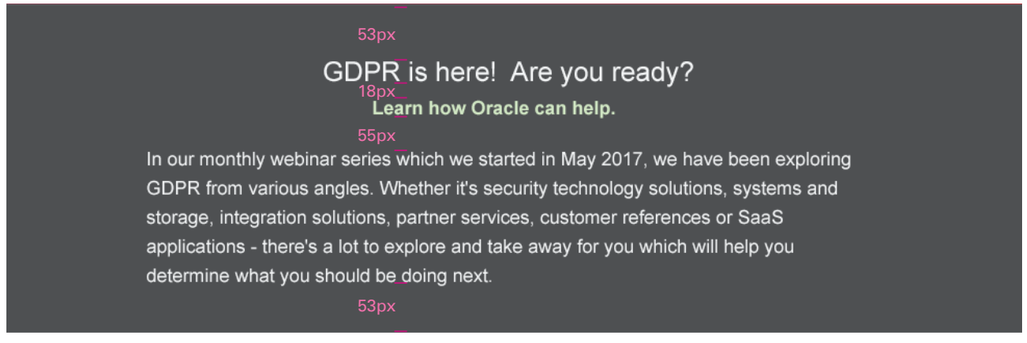
On Hover Outer Glow Color: #4cace4, 50%opacity

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.

EVENT WEBCAST COMPONENTS

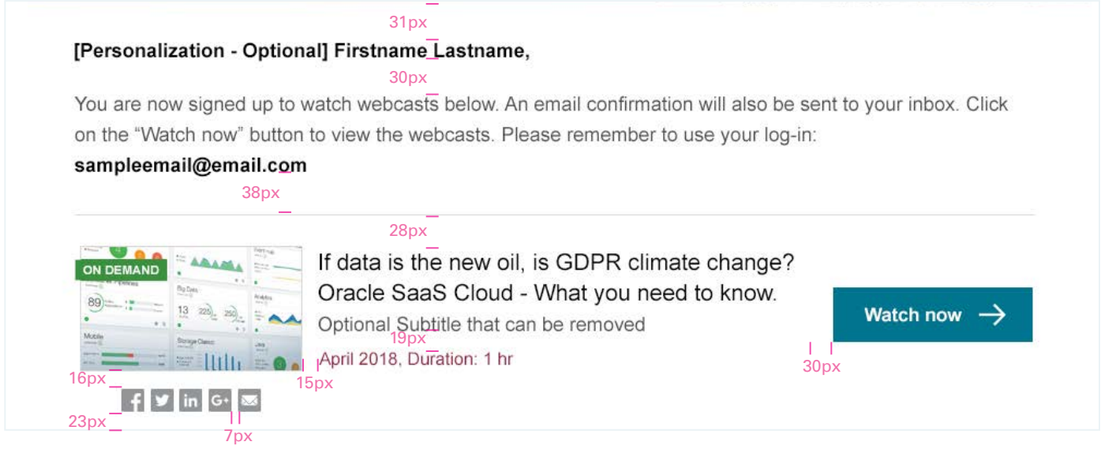
UBL309



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

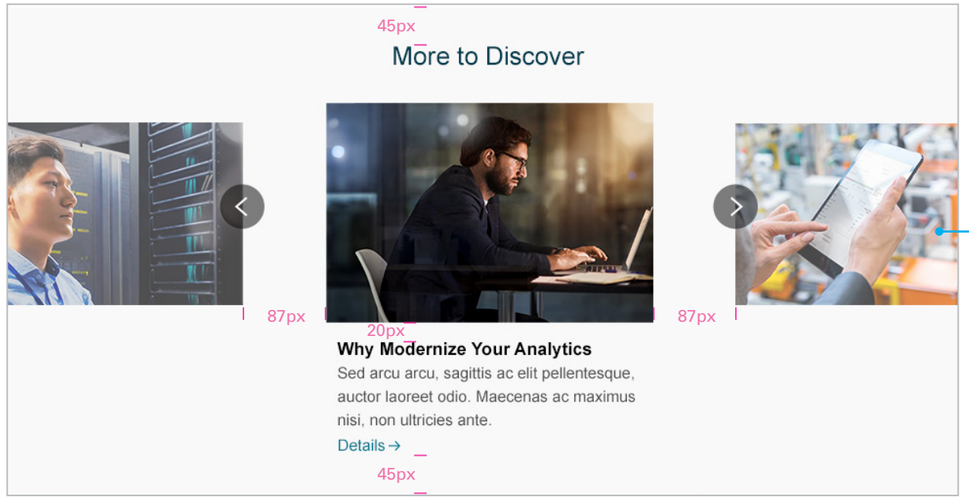
Title: Arial, 17px; #000000; line-height: 23px;

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

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

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)

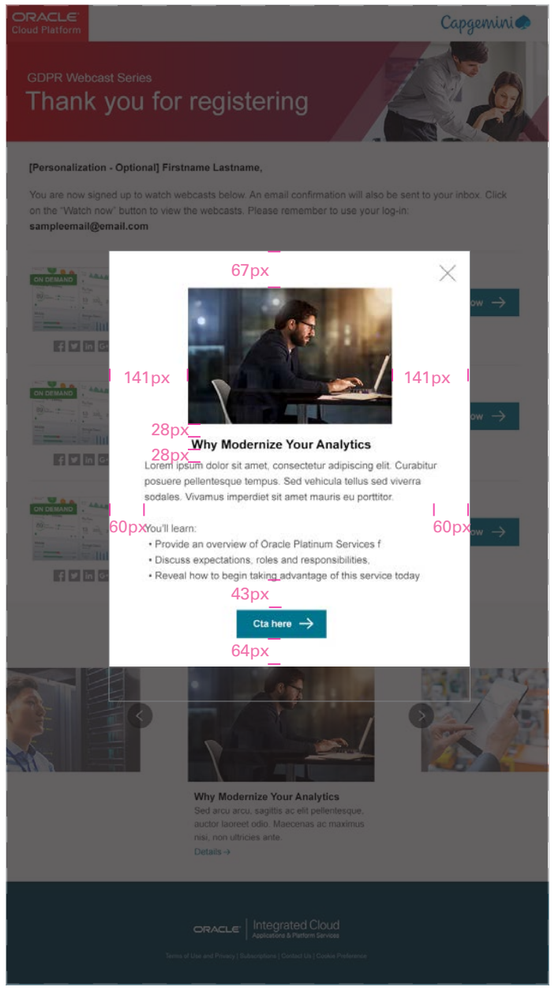
Headline Text: Arial, 22px, #003b4d;

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



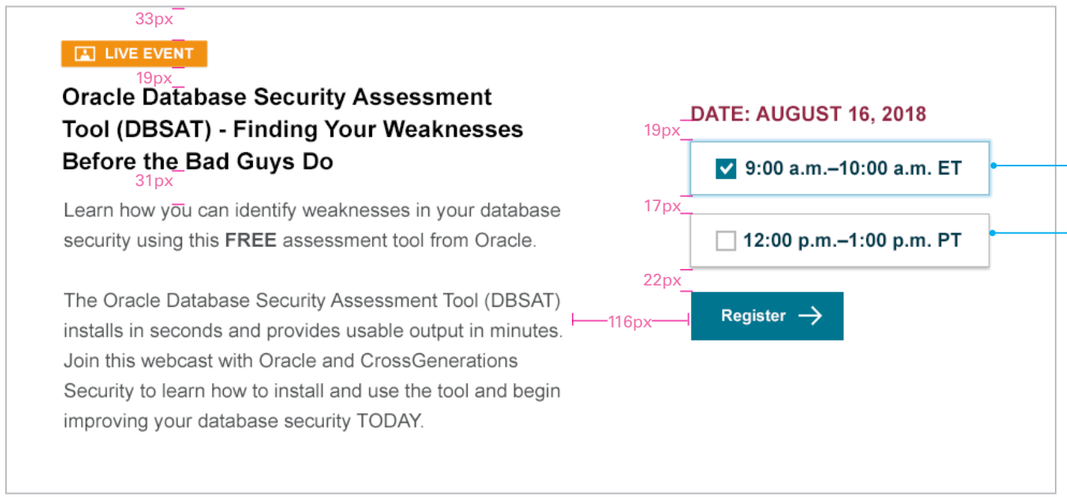
Modal window pop up component
Link opens up a modal window and is centered on a browser with the background #000000; dimmed by 70%
Image Size: 361 x 242 px (cw58 image rendition reduced by 79%)

Title: Arial, 22px, Bold, #000000, center-aligned

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

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

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 betwen 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

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

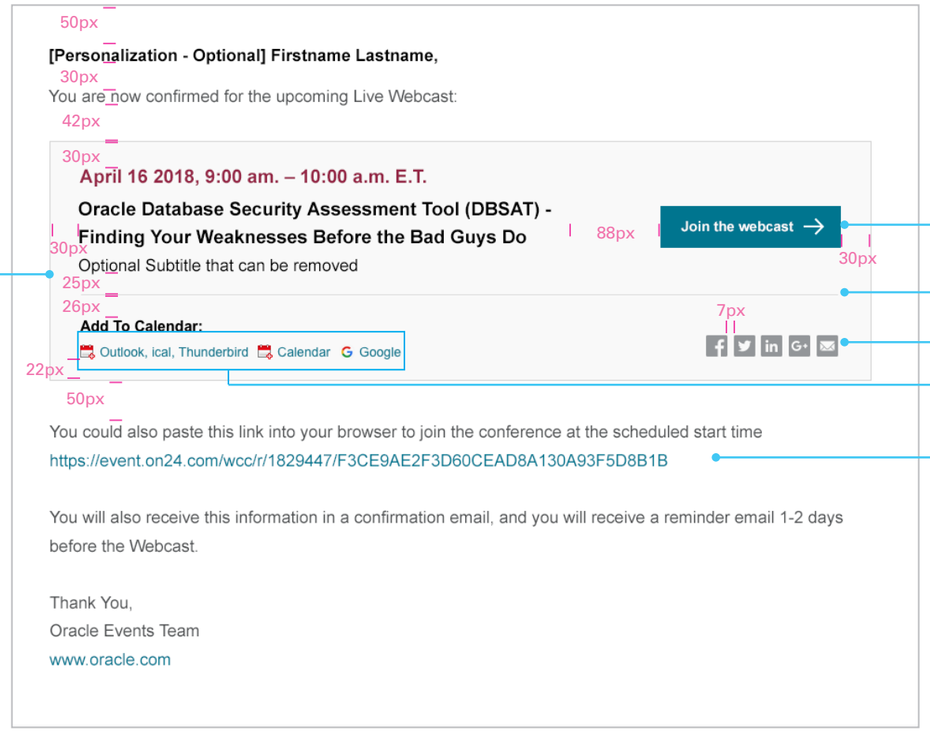
Subtitle (optional):
Arial, 18px, #4e5052, line-height: 28px

Horizontal Rule: 1px, #dddddd

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

Gray box: #f9f9f9

Gray box border: 1px, border # d2d2d2



CTA with link to conference

Horizonal Rule

Share icons (can be added or removed, max 5 icons): 24 x 24 px

Add to calendar icons

Conference Link

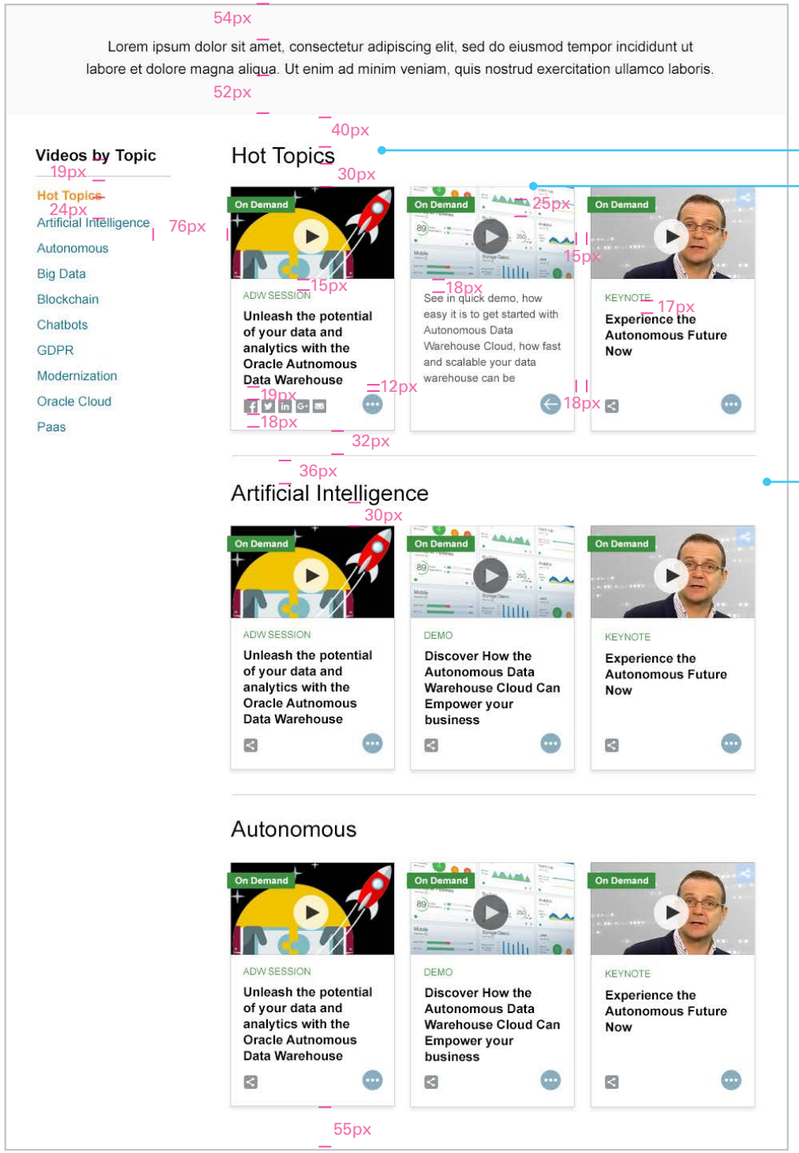
EVENT WEBCAST COMPONENTS

UBL316

Content gateway component
Short description of the the page
Text copy:
Arial, 18px, line-height: 28px, center aligned,
color: #000000;
bgcolor: # f9f9f9;

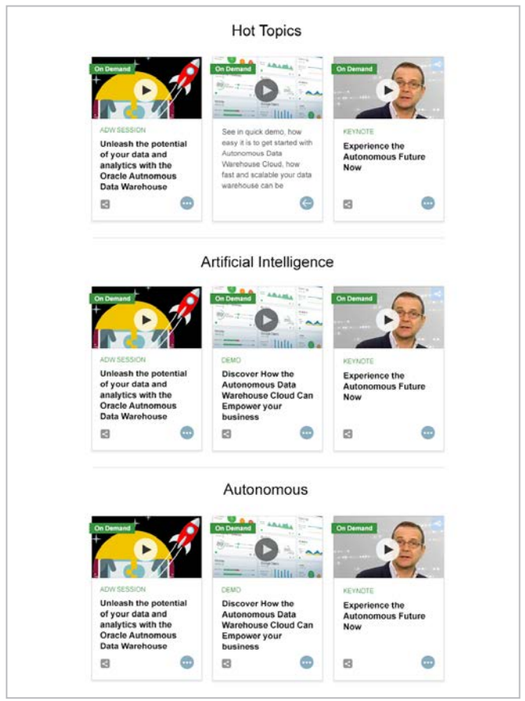
Left nav (optional)
Navigation menu items are in page anchor links

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 horizonal line rule that separates each section, except at the end where it is right before the footer then it is not necessary.

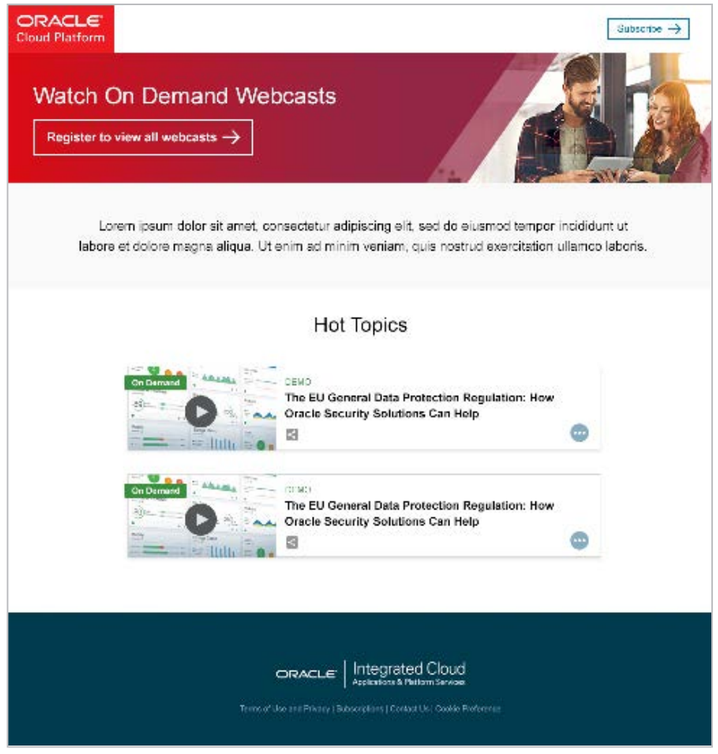


Note:
When there is no left nav, entire section becomes center-aligned

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

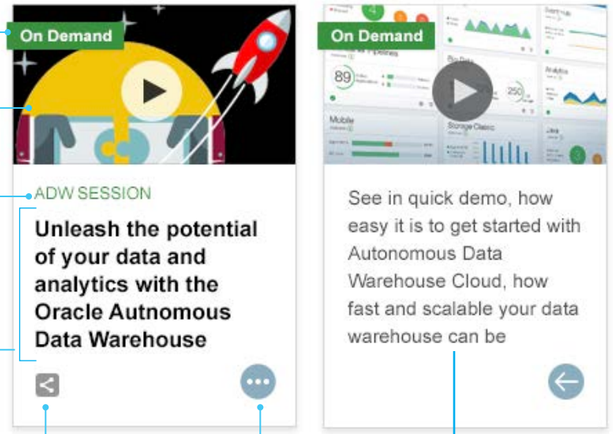
On Demand graphic:
85 x 20 px

Webcast dimensions:
205 x 115 px (16:9 ratio)

Type of webcast:
Arial, 12px, #3a913f
Max character count including spaces: 15 characters

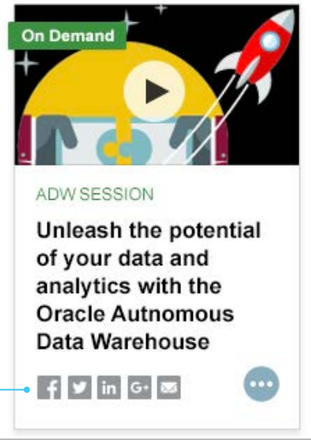
Main Title:
Arial, Bold, 16px, #000000; line-height: 20px;
Max character count including spaces: 55 characters

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



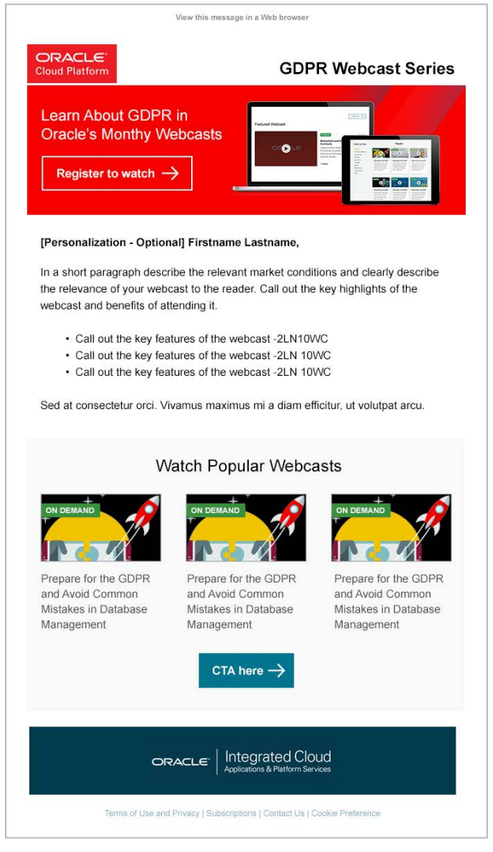
share icons revealed
Reveal icons in an animated fashion. Reveal each icon one by one starting with the

COLOR COORDINATION EXAMPLES

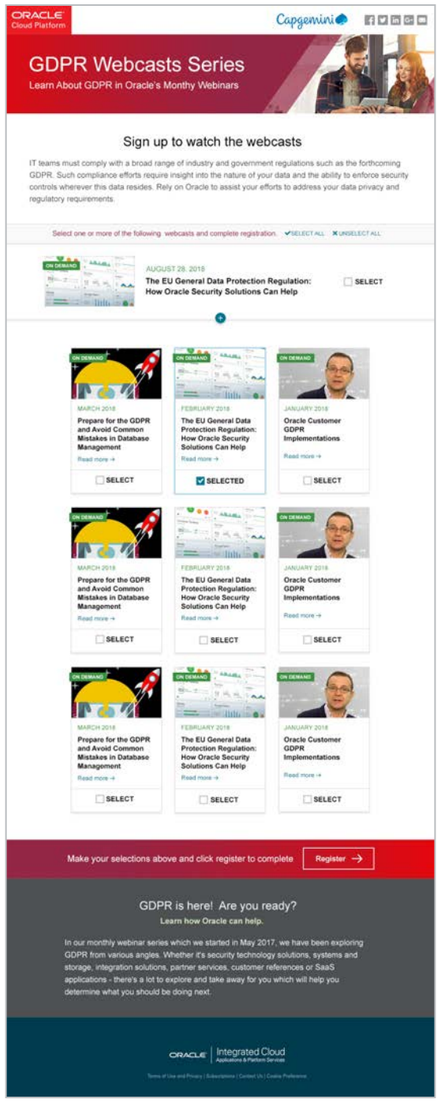
HOW TO MATCH COLORS THROUGHOUT PAGE FLOWS

EXAMPLE # 1: RED TO BURGUNDY

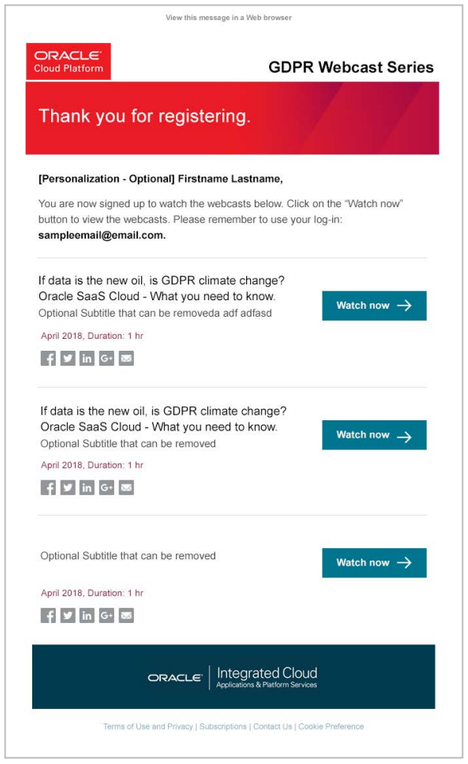
Email invite top banner is red



LP top gradient graphic is from red to burgundy



Email Confirmation is red

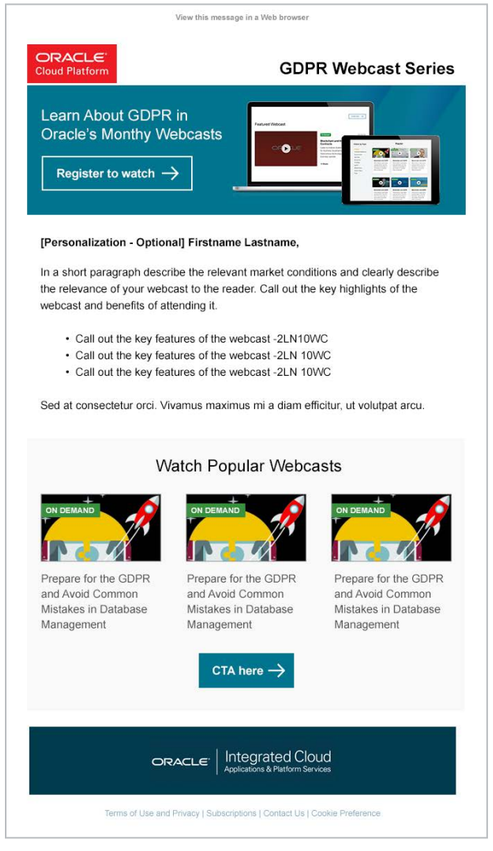


Sticky nav: burgundy #94265 to red #F80000

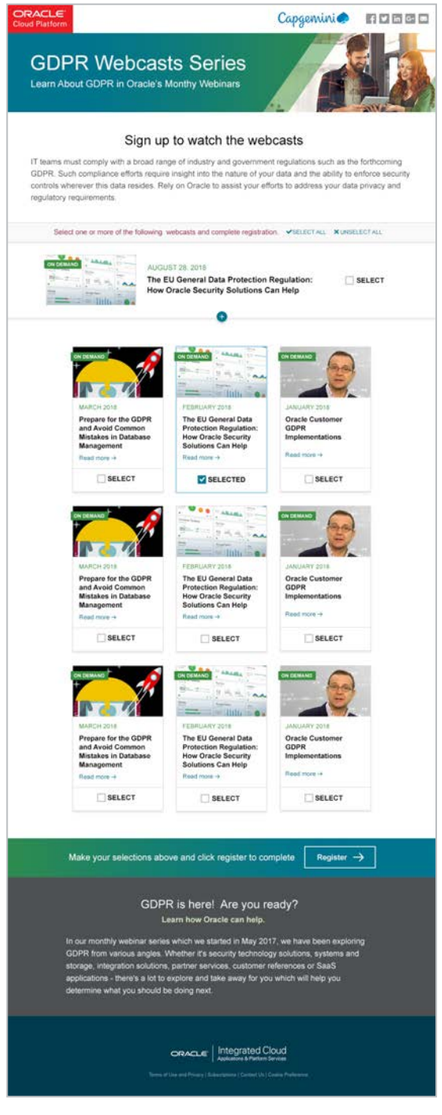
HOW TO MATCH COLORS THROUGHOUT PAGE FLOWS

EXAMPLE # 2: GREEN TO BLUE

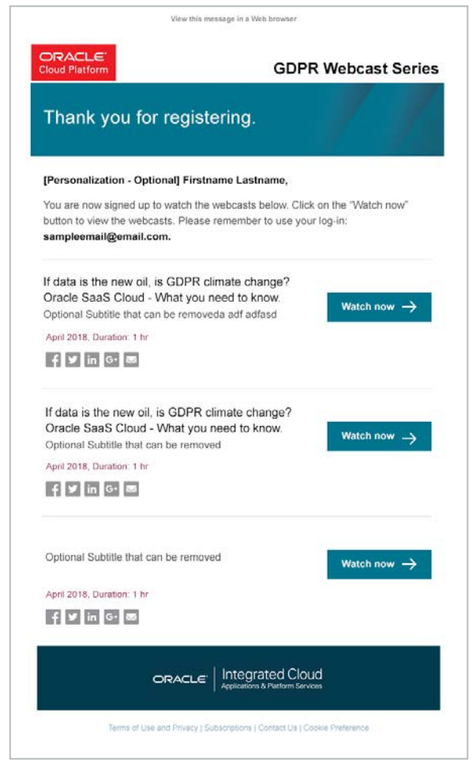
Email invite top banner is blue



LP top gradient graphic is from blue to green



Email Confirmation is red

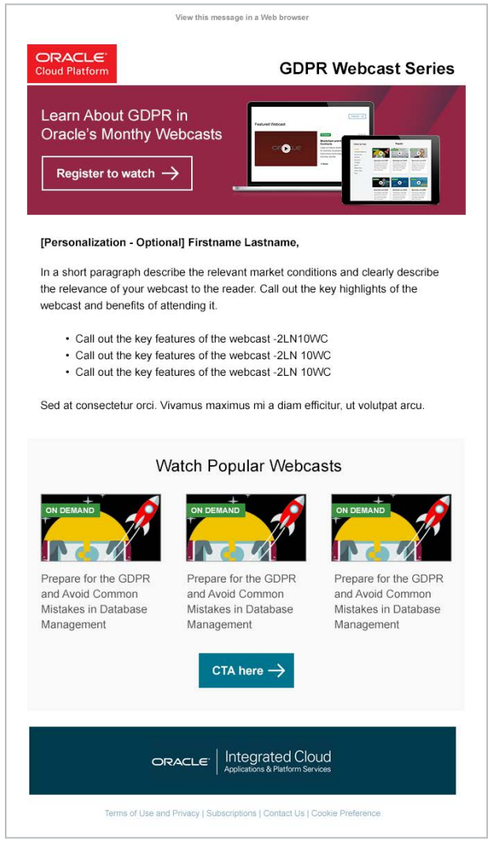


Sticky nav: green #3a913f to blue# 00758f

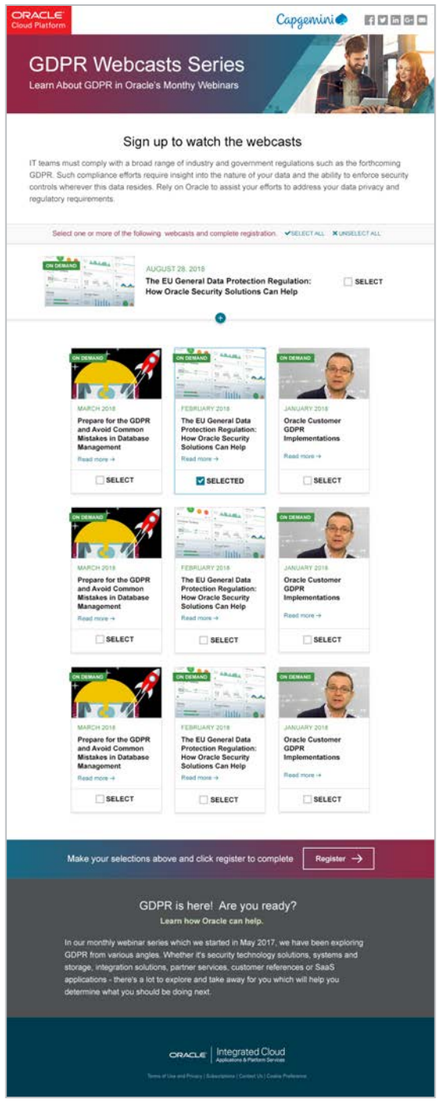
HOW TO MATCH COLORS THROUGHOUT PAGE FLOWS

EXAMPLE # 2: BLUE TO BURGUNDY

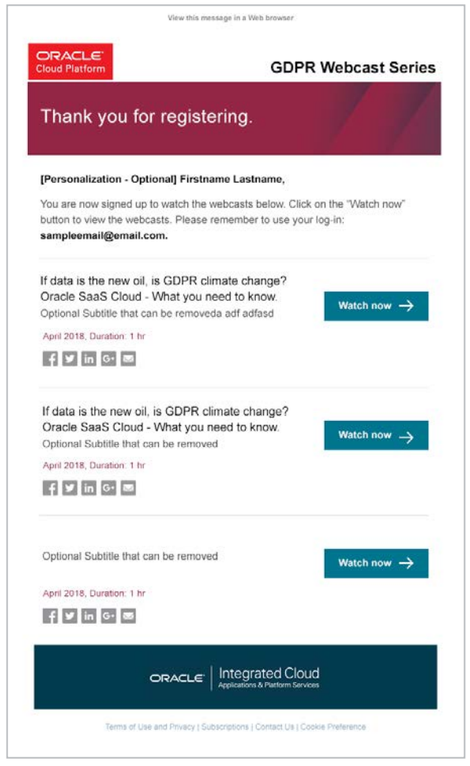
Email invite top banner is burgundy



LP top gradient graphic is from burgundy to blue



Email confirmation is burgundy



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