Events Digital Assets
Designer Spec Sheet – **FAIR**

ALAMEDA COUNTY FAIRGROUNDS
PLEASANTON

Event Name or Logo
Dates Here

Eblast (EB) slide - 594 × 207px
This is a graphic that is sent in emails to customers.
Dates: Min 60pt font; Headline: Min 40pt font

Event Name
Dates Here

Readerboard (RB) - 480 x 224px
This graphic is displayed on a digital readerboard on Bernal Ave.
IMPORTANT: Keep graphics to a minimum (intricate logos do not show up, spell out in **bold** legible fonts), **NO red or yellow text**. Try not to use logos, they are hard to read on a billboard. Dark backgrounds work best. Include: Dates
Minimum 42pt font.

Photo

Facebook Event Cover (FBEC) - 1045 × 393px
This graphic is used for creating events on Facebook. Typically only a photo is preferred. Center the content since the sides get cropped on mobile devices.
Headline: Min 80pt font

Event Name
or Logo
Date - Date

YearRound Event Slide (YR) - 580 x 350px
This graphic is part of the bottom slider found on the Fair homepage at https://alamedacountyfair.com
Graphics should be simple since it is a small space (name or logo of event only). Dates are part of template that should **NOT** be altered — **Cormorant Garamond 53pt font.** Please use this photoshop file as the template to work from.

Event Name or Logo
Dates Here
www.URL.com

Facebook Cover (FBC) - 1045 × 393px
This graphic is used for Facebook page covers. Include event details since the image cannot link to the event: Name of event/ logo, dates, and URL. Center the content since the sides get cropped on mobile devices.
Dates: Min 80pt font; Headline: Min 80pt font; URL: Min 50pt font

Photo

YearRound Header Slide (YR) - 1920 x 650px
This graphic is part of the top slider found on the Fair homepage at https://alamedacountyfair.com
Text is added on top of this image by the web team.
Note: This graphic is only needed for larger events

Events Digital Assets
Designer Spec Sheet – **Racing/OTB**

ALAMEDA COUNTY FAIRGROUNDS
P L E A S A N T O N

Event Name or Logo
Dates Here

Eblast (EB) slide - 594 × 207px
This is a graphic that is sent in emails to customers.
Dates: Min 60pt font; Headline: Min 40pt font

Event Name
Dates Here

Readerboard (RB) - 480 x 224px
This graphic is displayed on a digital readerboard on Bernal Ave.
IMPORTANT: Keep graphics to a minimum (intricate logos do not show up, spell out in **bold** legible fonts), **NO red or yellow text**. Try not to use logos, they are hard to read on a billboard. Dark backgrounds work best. Include: Dates
Minimum 42pt font.

Photo

Facebook Event Cover (FBEC) - 1045 × 393px
This graphic is used for creating events on Facebook. Typically only a photo is preferred. Center the content since the sides get cropped on mobile devices.
Headline: Min 80pt font

Event Name or Logo
Dates Here

OTB Event Slide - 600 x 450px
This graphic is part of the bottom slider found on the Off Track Betting homepage at https://pleasantonotb.com
Include: Name/logo of event, Dates, and OTB logo if applicable.
Dates: Min 72pt font; Headline: Min 72pt font

Event Name or Logo
Dates Here
www.URL.com

Facebook Cover (FBC) - 1045 × 393px
This graphic is used for Facebook page covers. Include event details since the image cannot link to the event: Name of event/logo, dates, and URL. Center the content since the sides get cropped on mobile devices.
Dates: Min 80pt font; Headline: Min 80pt font; URL: Min 50pt font

Event Name or Logo
Dates Here

YearRound Header Slide (YR) - 1920 x 650px
This graphic is part of the top slider found on the OTB homepage at https://pleasantonotb.com