DIGITAL ASSET GUIDE
DESIGNER SPEC SHEET

ALAMEDA COUNTY
FAIRGROUNDS
PLEASANTON

Photo

Header Slide on Main Landing Page – 1920 x 650px

This graphic is part of the top slider on the website

- Provide an image only; text is added on the web platform
- Exclusive for full ground events discretion of ACF

**logo
Photo**

Year Round Website Event Slide – 600 x 326px

This graphic is on the ACF event webpage for year round events

- Include image and logo (if it works)
- No Dates- they will be included under the event slide

**logo
Photo**

Facebook Event Image – 1920 x 1080px

This graphic is used to create events on Facebook

- Trim edges (see image above) to accommodate mobile users
- No copy needed, all the event information is listed
- Use the logo if provided

Event Name

Dates Here

eventweb.com

Facebook Cover – 1640 x 924px

This graphic is used for Facebook page covers (top)

- Include the following:
  - Name of event
  - Dates
  - Event web address (do not include the "www.")
- Trim edges to accommodate mobile users
- Facebook is read up close, no need to make font too large, but pop

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Image

OTB Website Event Slide – 600 x 450px

This graphic is shown on the OTB website for horse racing

Ticketing

Saffire Webpages

Ticketing platform; only ACF creates and provides art for ticket page

- Logo
- No Spec, added to ticket pages only

Page Background Image

- 1600px wide by 1600px tall (stretches to fill browser window) PNG

Date Icons

- 600 x 600px rounded corner square PNG with transparent corners

Content Header Image

- 1000 x 350 PNG

Copy

- Landing page (top)
- Landing page – ticket name, description, price
- Ticket page – details on ticket

Event Name
Dates Here

Digital Outside Readerboard – 540 x 224px

This graphic is displayed on a digital readerboard on Bernal/Valley Ave
Viewed from a distance, fonts need to be huge; expect a glare from the sun

IMPORTANT:

- Dark backgrounds work best
- Minimum 42pt font
- Include dates
- Use bold legible fonts
- Keep graphics to a minimum - no intricate logos
- No red or yellow text

Subtitles
Subtitles/Message

Jumbotrons – 1920 x 1080px or 1080p.mov

Displayed on the concert lawn and/or horse racing track jumbotron during the annual Fair only

- No red or yellow text
- Expect glare, sun
- Do not include any mention of ACF or Pleasanton, this is viewed while already on the Fairgrounds
- Center content, expect sides to be trimmed