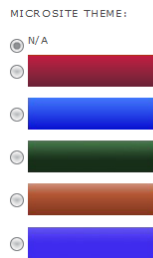


## Events Microsite Guidelines

1. The position of the ISB Logo should be always on the top left corner of the website
2. Event microsite logo can be added which would appear on the top right corner of the website. The microsite logo size height should be 66px.
3. The microsite can have maximum seven main navigation tabs. There is no restriction on the number of sub-menus under each main navigation tab. The text length of main navigation tab should be maximum 13 characters, otherwise text will appear in two lines.
4. Maximum 5 banner images can be uploaded on the home page of event microsite. The size of the banner should be: width: 1620px height: 405px. These banners should match with the theme of the event.
5. For all the inner pages of the microsite, only one banner image can be uploaded.
6. The below color palette help you choose the theme of the microsite:



7. The microsite does have provision of adding Sponsors. You can add sponsor's name, logo and website URL.
8. You can integrate the added event under isb.edu website with the event microsite and it will appear over the left panel of the microsite home page. E.g.



9. You can request team web technical to add static and multimedia right panel components e.g. videos, quick links, sign-up/register buttons etc.