

FYC Event Spec Sheet

ASSET GUIDELINES

This list refers to FYC Event Email Invitation key art and copy

- **DO** include show title or logo and/or event title (if including multiple titles in one event) on the 650px width key art.
 - **DO** include network or studio logo on the **650px width** key art.
 - **DO NOT** include the red “Consideration Event” banners in your key art designs as they are part of the email template.
 - **DO NOT** include cast or producer names or “FYC” anywhere on the key art.
 - **DO NOT** include event information (date, time, locations, seating policy, guests, parking, RSVP) in the key art. This should be sent as copy/text as outlined below.
 - **DO NOT** include laurels of any kind.
 - **DO NOT** include blatant campaigning language (i.e. VOTE, CHOOSE, anything along the lines of VOTE FOR ME etc.).
 - **DO NOT** include show tune-in (i.e. “Mondays 8PM” or “Streaming Now”).
 - **DO NOT** include specific Emmy categories on the key art.
 - **DO NOT** include press quotes in event invitation emails or viewing platform emails.
- REMINDER:** You *may* include properly sourced/credited quotes in *emmy* Magazine advertisements ONLY.
- If copy contains previous Emmy wins, specific language ***MUST*** designate both the award/nomination category, as well as the year. For example:
 - *The 76th Emmy® Winner for Outstanding Limited Series.*
 - *76th Emmy® Nominee for Outstanding Lead Actor in a Limited Series or Movie.*
 - See [FYC Communication Guidelines](#) for more information.
 - ***NOTE: ONLY*** previous Emmy wins may be noted – no Golden Globes, Oscars, Festivals, BAFTA wins or nominations may be included.
 - **Additional copy:** you may add additional descriptive copy block around the programming or event up to a maximum twenty (20) word limit.

Please note for all event invitations:

- Even if your Streaming event is not actually “live,” the live language will remain or can be replaced with “Panel Stream/Episode etc. begins” based on event details.
 - An asterisk next to Panelists will remain with disclaimer of “subject to availability” even if you’ve already pre-recorded your panel.
- Any character names will be italicized unless otherwise specified.
- ***DO NOT*** include additional text such as more press quotes, show description, website links, or other awards/accolades. ***NOTE: You may, however, include accolades with ads placed in emmy Magazine.***
- QC and finalize your copy and credits, including moderator credits, before sending final files to the Television Academy.
- We will edit submitted copy that does not match the standard formatting and/or is excessive. ***NOTE:*** This will cause delay and may impact the targeted email date.

NOTES:

- This pertains to invitation and event copy only, not for the viewing platform.
- The word *Emmy* is trademarked and should appear as "Emmy®" the first time it's used in a document or advertisement. Subsequent usage in the same document does not require the registered ® symbol. When referencing the Emmy Award, please always capitalize "Award" as it is part of the trophy name. When referencing our awards telecast, please use the plural: "The Emmy Awards." If you shorten this to "the Emmys," do not use an apostrophe - it's not a contraction nor is it possessive.

FYC Event Spec Sheet

LOGOS

Program logo



The program logo or key art is a square image (600px x 600px minimum) and must include the program title.

JPG or PNG, not on a transparent background.

Maximum file size is 400kb.

Broadcast/cable network, studio or platform logo



The broadcast/cable network, studio or platform logo is a square image (600px x 600px minimum).

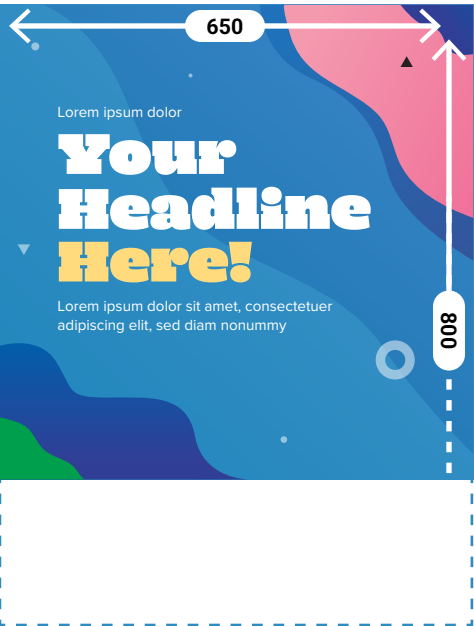
JPG or PNG, not on a transparent background.

Maximum file size is 400kb.

FYC Event Spec Sheet

EMAIL INVITATION IMAGES

Large email image



The large email image (650px x max. 800px) is used primarily for the invitation email. The height is variable, however 800px is generally a good benchmark.

JPG or PNG, not on a transparent background.

Maximum file size is 400kb.

EXAMPLE



Small email image

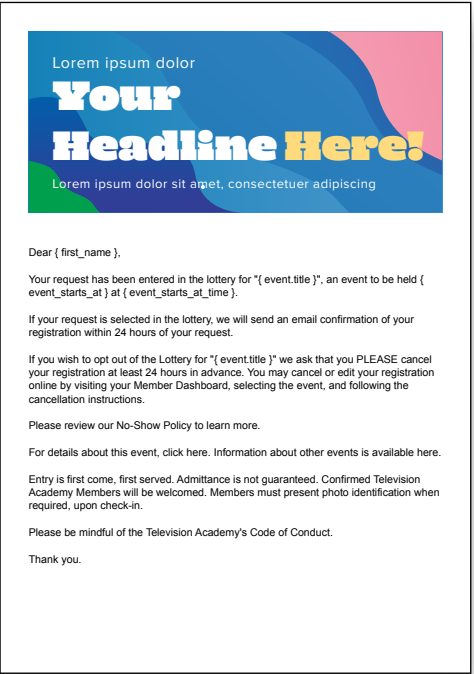


The small email image (570px x 250px) is used as the banner image for RSVP confirmation and lottery messaging emails.

JPG or PNG, not on a transparent background.

Maximum file size is 400kb.

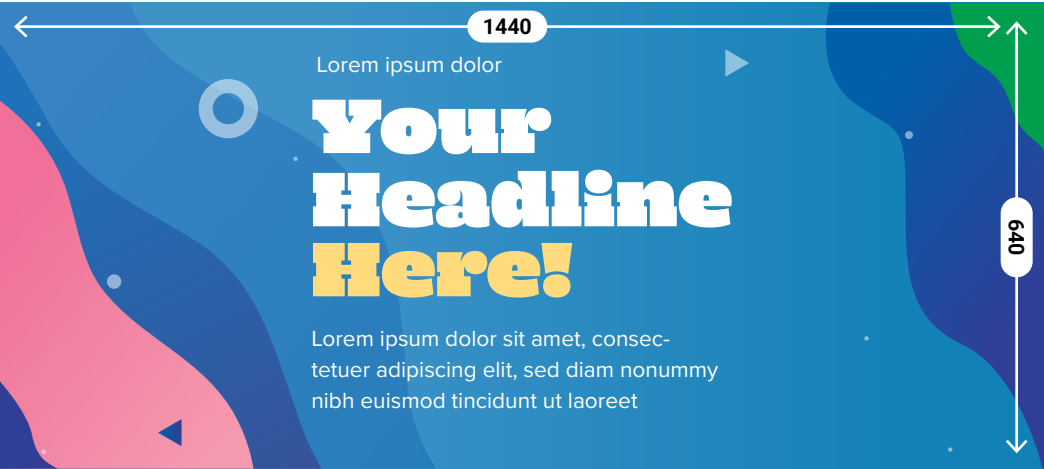
EXAMPLE



FYC Event Spec Sheet

EVENT PAGE IMAGES

Event page header image

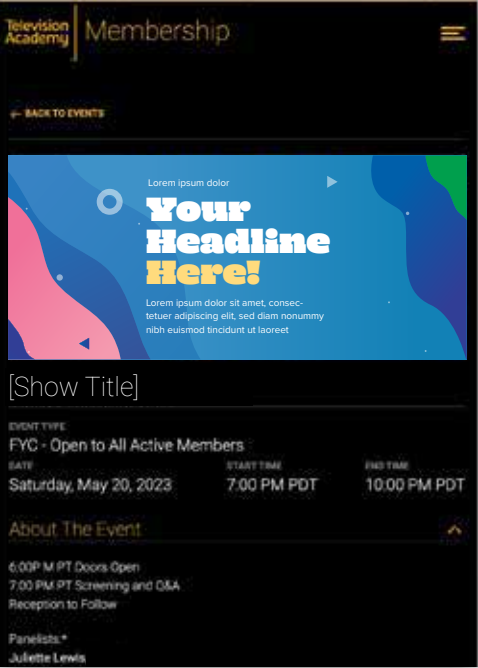


The event header image (1440px x 640px) is used at the top of the Member Site Event page.

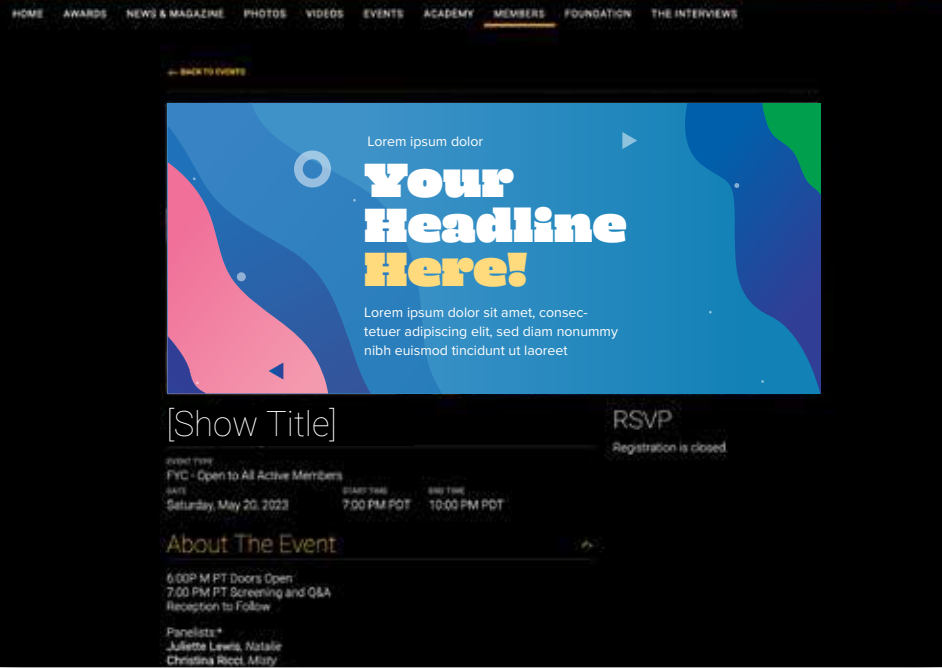
JPG or PNG, not on a transparent background.

Maximum file size is 400kb.

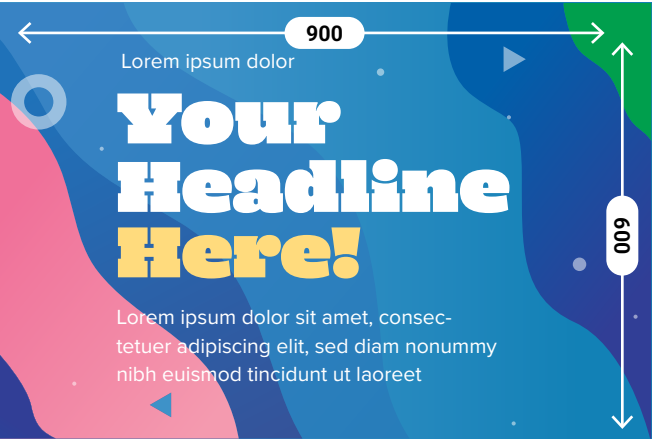
MOBILE EXAMPLE



DESKTOP EXAMPLE



Event promo image

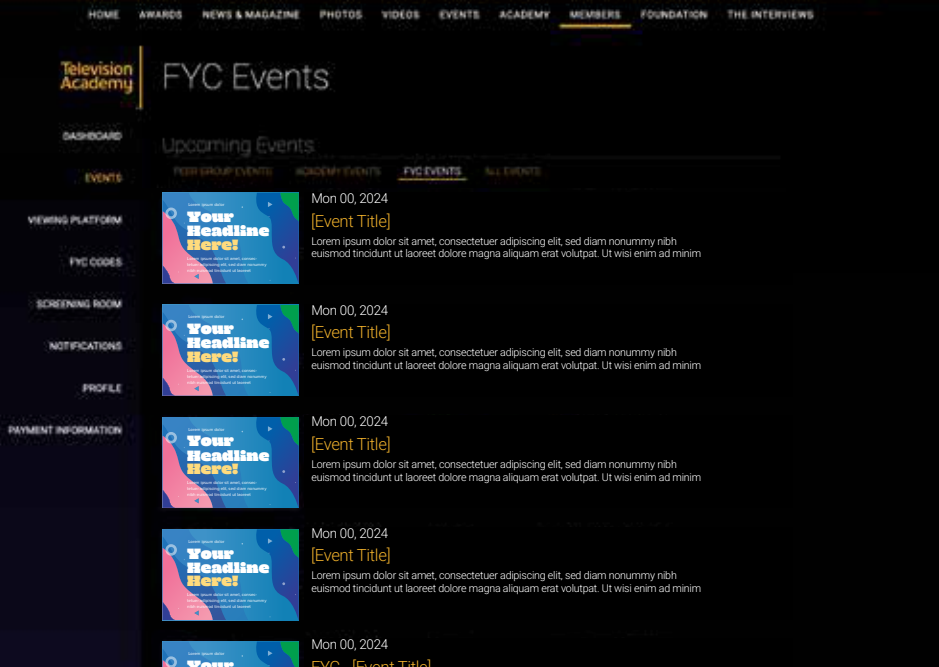


The event promo image (900px x 600px) is used for event promotion throughout the Member Site and Viewing Platform.

JPG or PNG, not on a transparent background.

Maximum file size is 400kb.

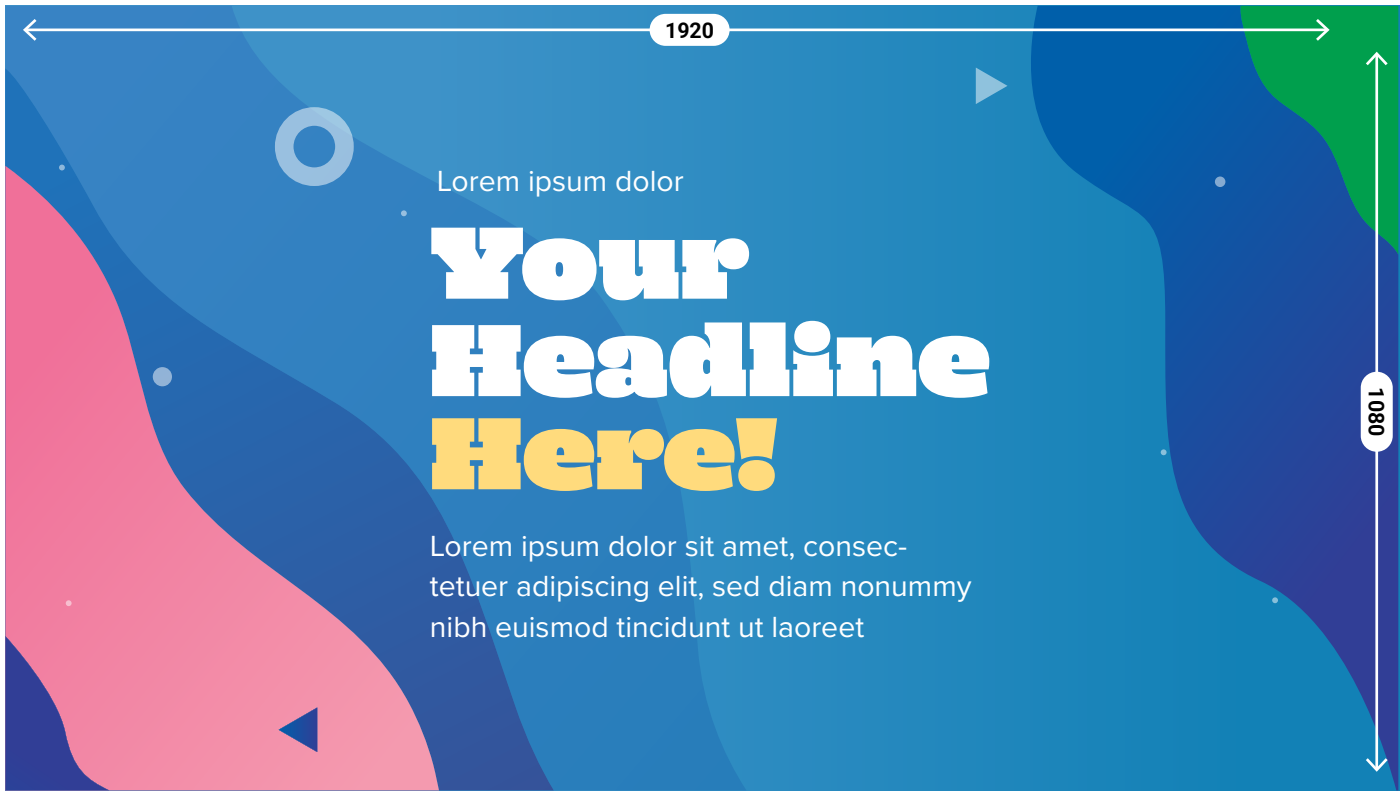
LIST EXAMPLE



FYC Event Spec Sheet

VIEWING PLATFORM IMAGE

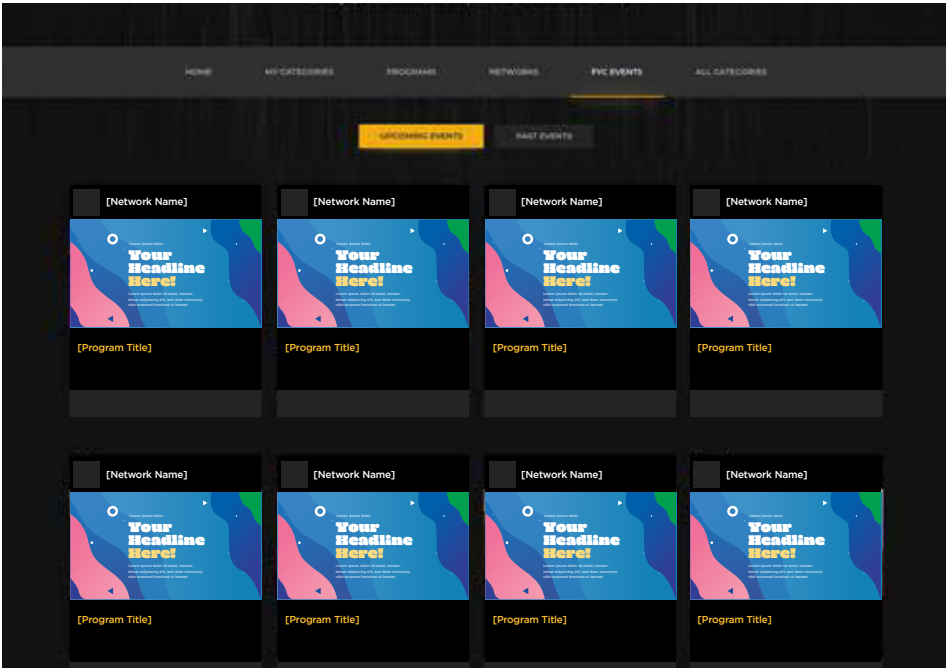
Program or key art image



The Viewing Platform image (1920px x 1080px) is used on the events list and the viewing page.

JPG or PNG, not on a transparent background.

LIST EXAMPLE



VIEWING PAGE EXAMPLE

