

— BRANDING ADOBE CONNECT —

Interface Colors & Images

Branding your company's Adobe Connect with custom colors and logos is a great way to make this powerful tool your own! We've listed tips straight from the designer's mouth for creating inviting color schemes to use while you build out your newly customized Adobe Connect interface.

User Tip: *Customize Adobe Connect by having access to the "Administration" tab and navigating to sub-tab "Customization".*

Things to consider when choosing your interface colors:

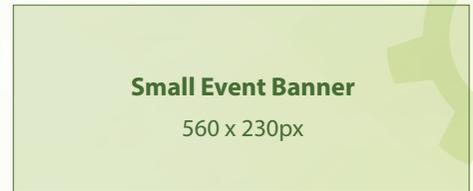
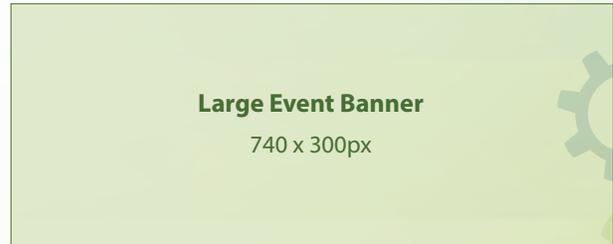
- Know your company's brand and personality.** Always refer to and pull from your company's brand guidelines and approved colors.
- Don't knock simplicity.** Black, grey or white might seem predictable, but they make for a clean, professional look and can make company accent colors POP!
- Practice the 60:30:10 rule.** The easiest way to get started is to pick 3 appropriate colors and use them in a ratio of 60%, 30% and 10%. This simple strategy will balance the colors for a professional look. Tip: try analogous colors (or colors next to each other) off the color wheel or experiment with contrasting colors like blue and orange (opposite sides of the color wheel).
- Create intentional visual hierarchy.** Use bright or contrasting colors for areas you want to call attention to. You can direct a participant's eyes to things like pod titles by choosing a color that will pop out from the others.
- Back up and consider the psychological response.** For example, your company colors may be green and white, but you may have placed too much green and then you've lost the "clean and fresh" feeling that the white brings. Overloads of specific colors can trigger psychological responses from participants that you will want to consider. See this helpful color emotion guide for ideas: <http://thelogocompany.net/blog/infographics/psychology-color-logo-design/>
- Test on multiple screens and devices.** You would be surprised how much variation there are between Mac and PC screens and on mobile devices. Test out your newly colored interface to see how they look on at least three different screens or devices to make sure the colors are still the way you need them to be.

Having the proper proportions and sizes for images will make your Adobe Connect visually pleasing and can show off your image better. Use our recommended logo and image size chart to resize images for your administration, events, and web rooms.

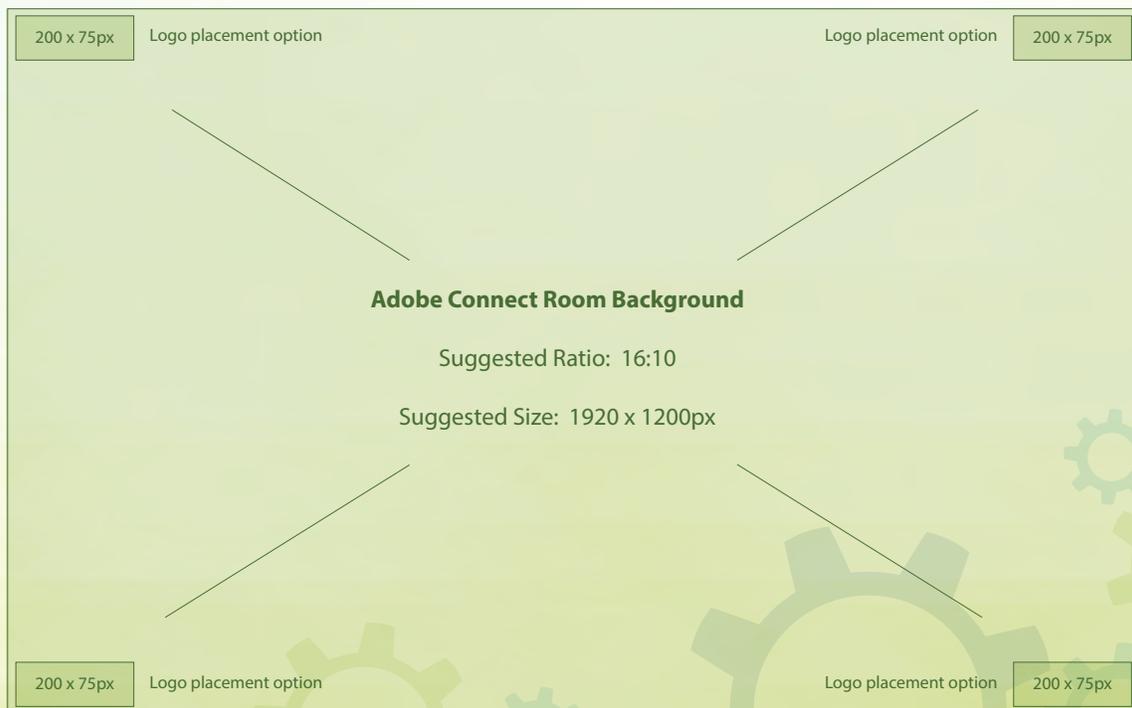
Adobe Connect Interface Logo Sizes:



Suggested Sizes for Event Registration Banners & Speaker Images



Recommended Adobe Connect Room Background Size:



User Tip: Adobe Connect backgrounds can be uploaded inside your meeting room under "Meeting" > "Preferences" > "General".