Partner guidelines & templates

Branding opportunities

Using our templates

On the next page is a link to illustrator templates (.ai) for each of the branding opportunities offered.

Below are the steps to take when applying artwork to the template.

1. Download file

Click on the link for the specific asset you require. This will download the template file.

NB: it is essential that a designer or someone with adequate experience of Adobe Illustrator applies the artwork to the template provided.

2. Place artwork

The template will contain a number of layers:

Text safe zone: Text and any important imagery should sit inside this area.

WS Logo lockup: If your asset is dual branded, it will contain a layer with the Web Summit logo. Please do not edit this layer or place your artwork on a layer above it. Place your artwork in the layer labelled 'Your artwork here'.

NB: if the template does not include a layer with WS logos, **it is not required for the asset**.

Your artwork here: This is the layer the artwork should be placed.

3. Save file

Naming convention
When saving/naming your file, please use the name that is already on the file, but add your Company name at the start.

For example: the file WS19_Hanging_banner_50% should be saved as **CompanyName_WS19_Hanging_banner_50%**.

When you are happy with the artwork and it is named correctly, send the illustrator file back to us for design review via your Web Summit contact. We do not require the file in pdf format.

If the artwork meets our design requirements, we will prepare the file for print. If changes need to be made, the file will be returned with recommendations.

Dimensions & templates

Registration tent exterior wall
Large wall Dimensions: 8000x3000mm
Small wall Dimensions: 3000x3000mm
Template

Registration desk branding
Dimensions: 1200x600mm
Template

Archway
Dimensions: misc
Template

Hanging banner
Dimensions: 6000x3000mm
Template

Security tent exterior banner
Dimensions: 18300x4460mm
Template

Outdoor screen print
Dimensions: misc
Template

Altice flag
Dimensions: 900x2000mm
Template

Altice entrance banner
Dimensions: 4000x1000mm
Template

FIL1 entrance banner
Dimensions: 6000x3500mm
Template

Column branding
Dimensions: 12000x5000mm
(Split into 4 sides of column)
Template

Interpavilion banner
Dimensions: 6000x3500mm
Template

Stand identification banner
Dimensions: 1500x4000mm
Template

Stage banner
Dimensions: 3000x4000mm
Template

Relogios
Dimensions: 2900x2900mm
Template

Overhead gangway banner
Dimensions: 6900x6900mm
Template