FYC Spec Sheet
ASSET GUIDELINES

- **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 mail template.
- **DO NOT** include "FYC" anywhere on the key art.
- **DO NOT** include event information (date, time, locations, seating policy, guests, parking, RSVP) in the key art.
- **DO NOT** include award 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 additional text such as editorial/press quotes, show description, website links, or other awards / accolades.
  - NEW THIS YEAR: You *may* include properly sourced/credited quotes in emmy magazine advertisements ONLY.
- If invitation or event copy contains previous Emmy wins, specific language **MUST** designate both the award/nomination categoryfor the same program for the previous season(s) only.

For example:

> *The 2023 Emmy® Winner for Outstanding Limited or Anthology Series*
> *Last Year's Emmy® Winner for Outstanding Scripted Variety Series*
> *2023 Emmy® Nominee for Outstanding Lead Actor in a Limited or Anthology Series or Movie*

Or, for multiple years of nominations:

> *2022 and 2023 Emmy® nominee*

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 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

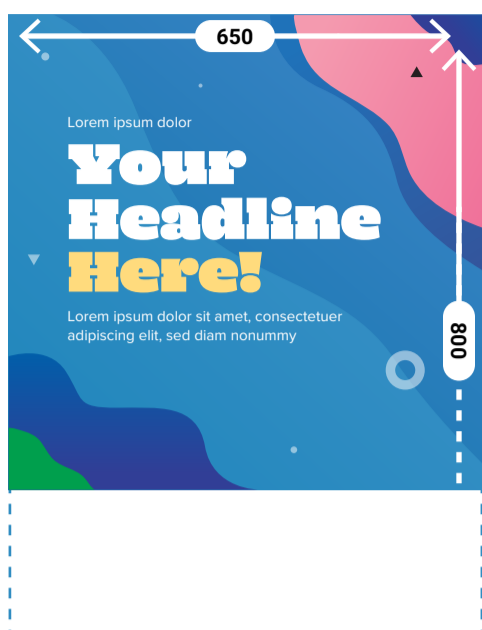The broadcast/cable network, studio or platform logo is a square image (600px x 600px minimum).

JPG or PNG, not on a transparent background.
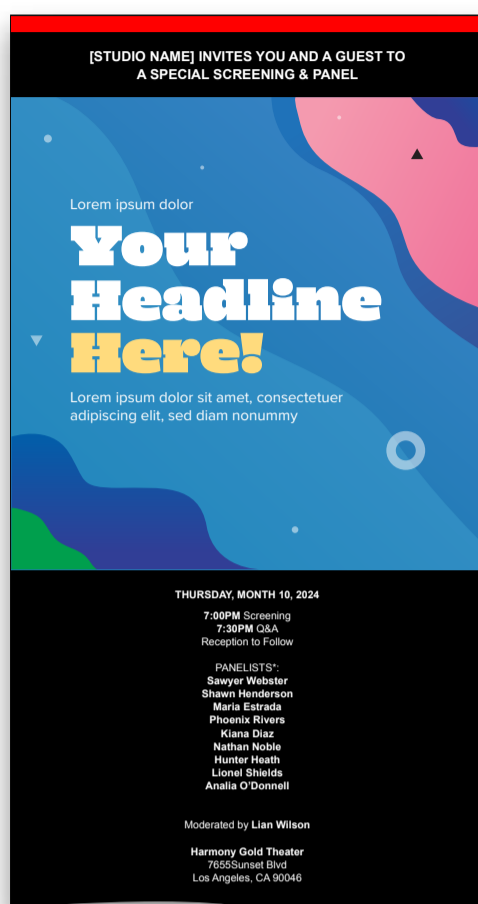
Maximum file size is 400kb.

FYC 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.

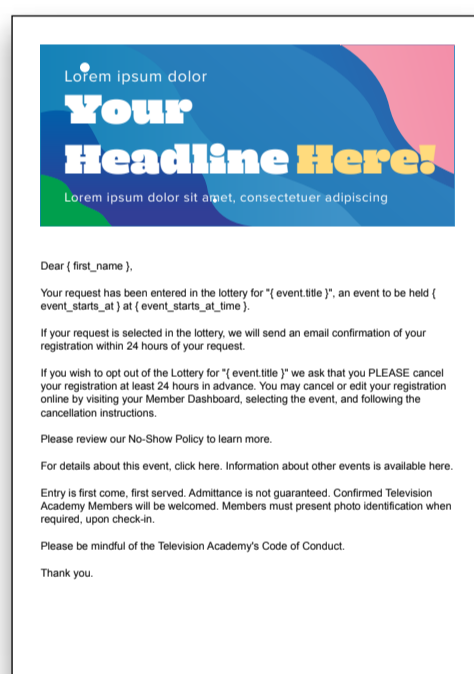Maximum file size is 400kb.

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.
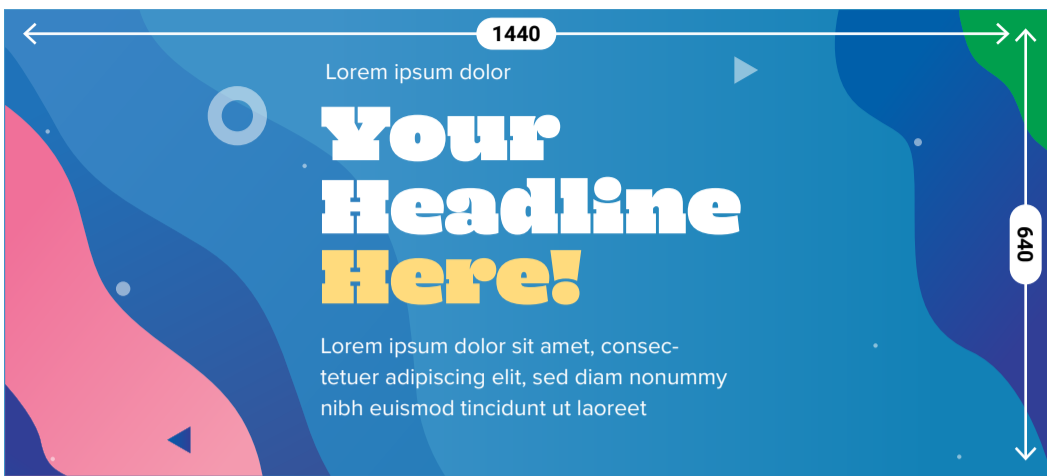
Maximum file size is 400kb.

EXAMPLE

FYC Spec Sheet
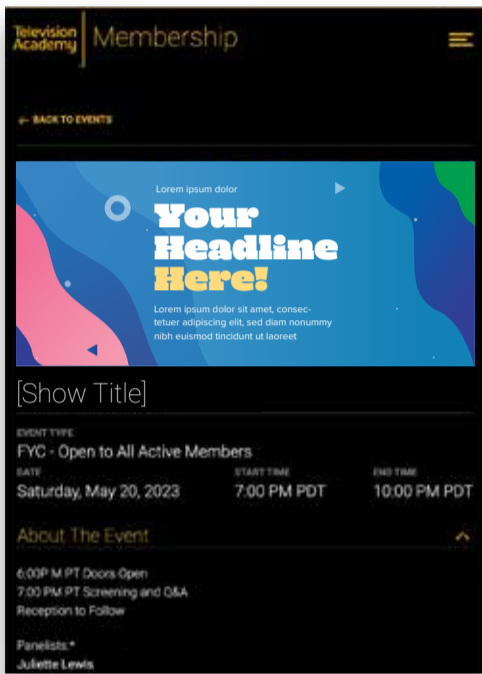## EVENT PAGE IMAGES

event page header image

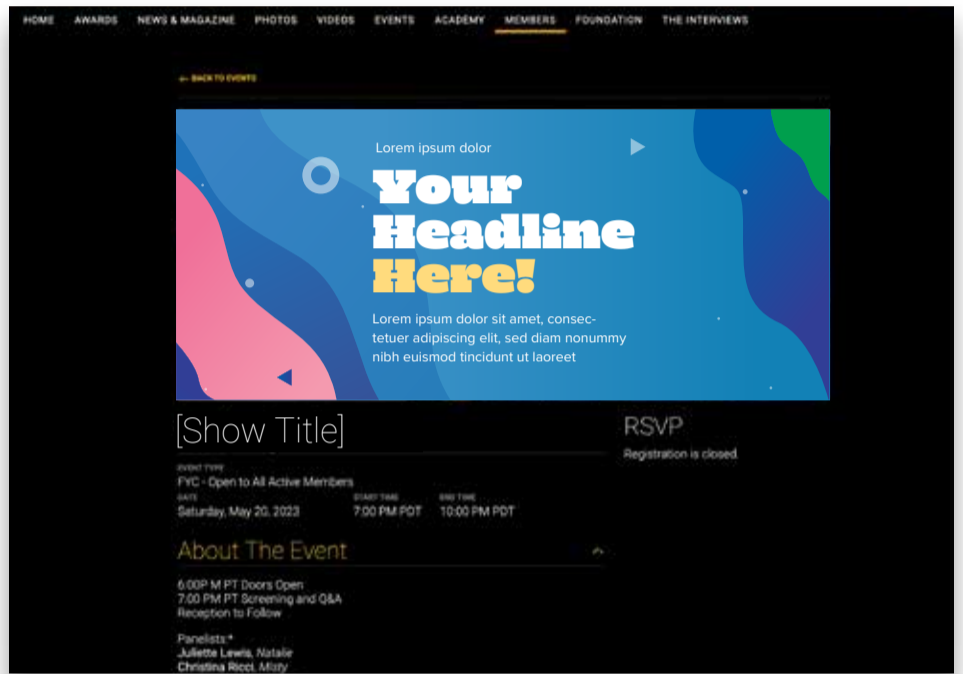The event header image (1440px x 640px) is used at the top of the Member Site Event page.

JPG or PNG, not on a transparent background.

Maximum file size is 400kb.

MOBILE EXAMPLE

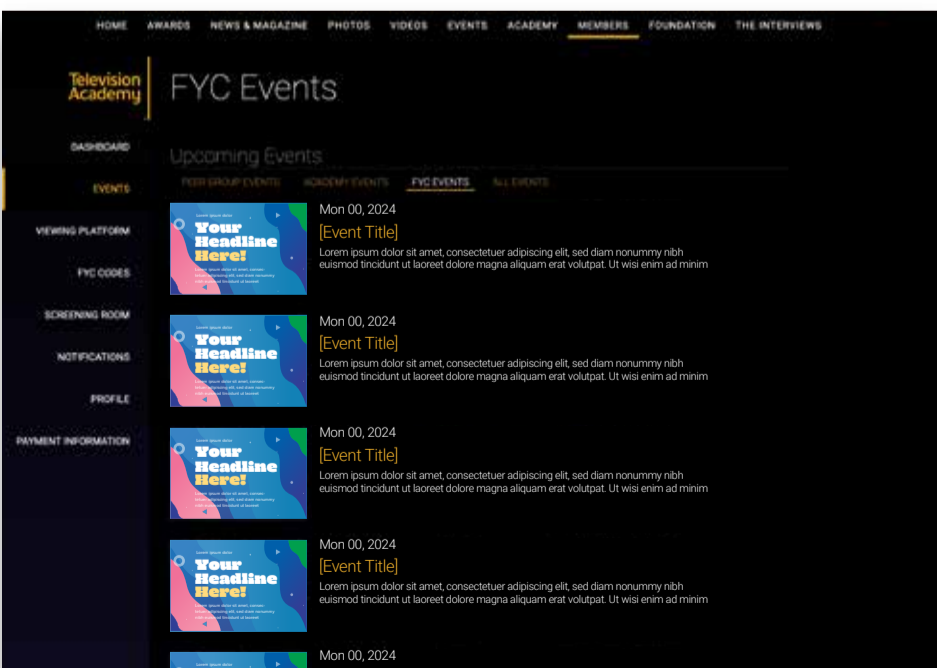**DESKTOP EXAMPLE**

event promo image

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

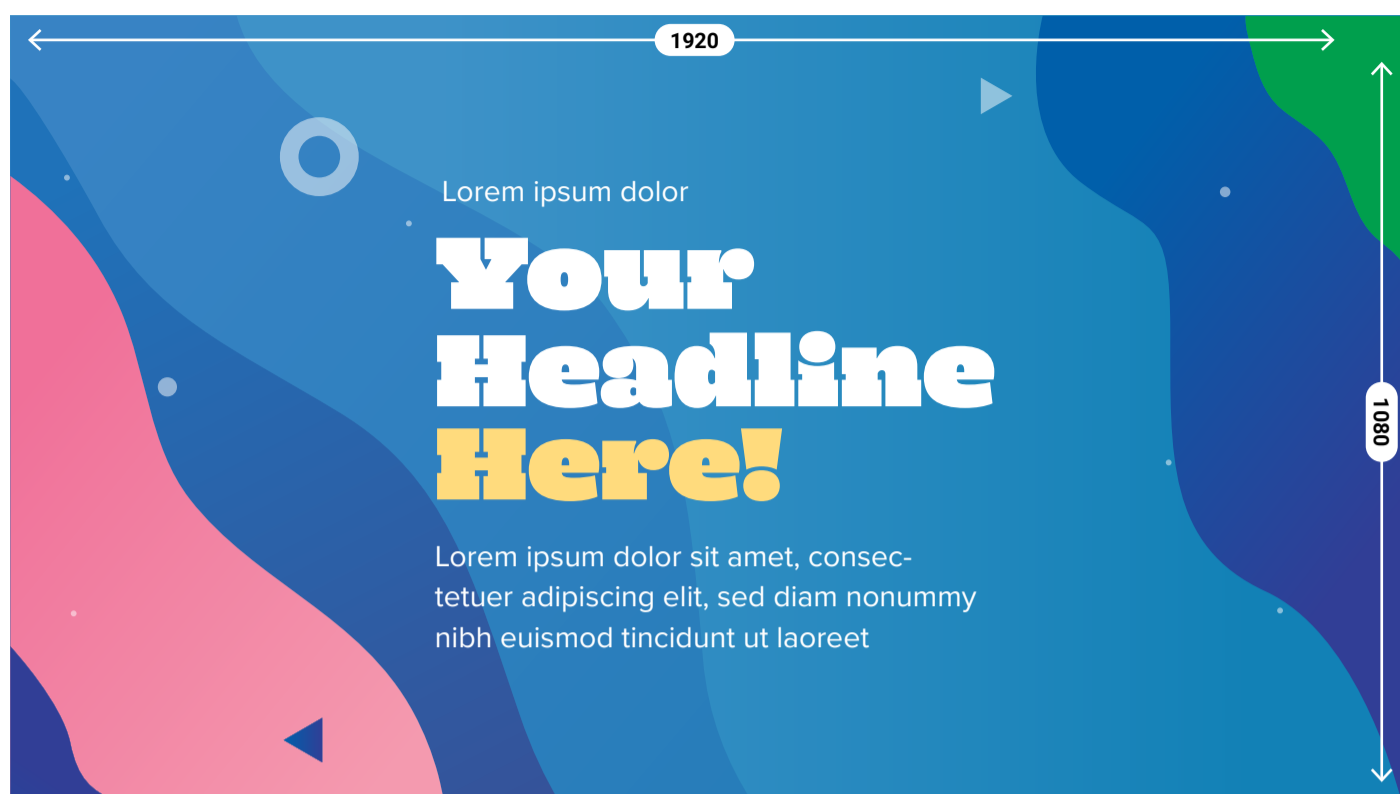JPG or PNG, not on a transparent background.

Maximum file size is 400kb.

LIST EXAMPLE

FYC Spec Sheet
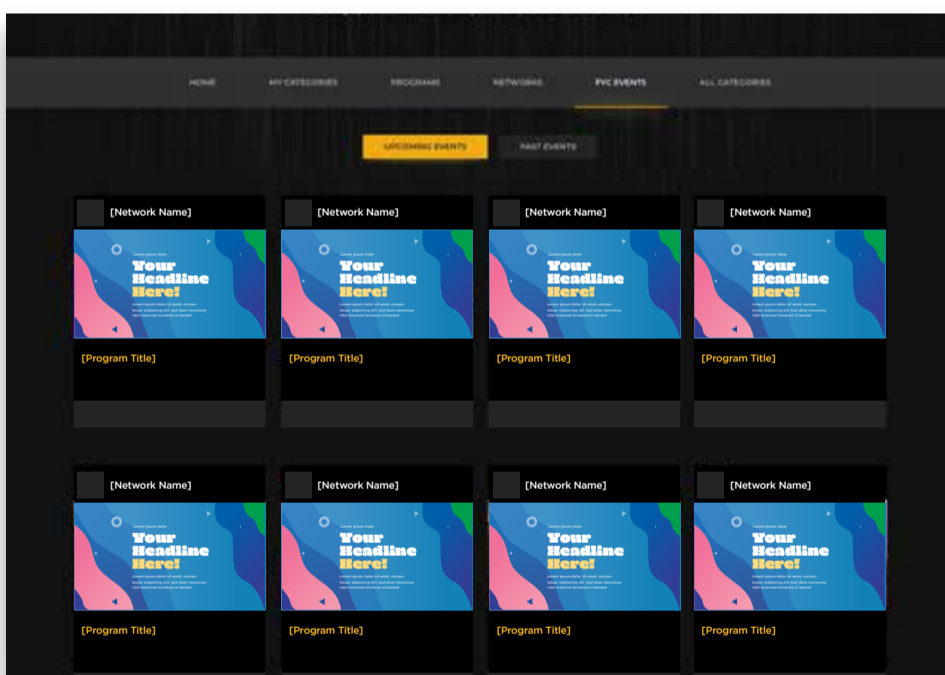## VIEWING PLATFORM IMAGE

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