

**LYYTI**

# Design Guide for Event Pros

*The basics  
of captivating  
event pages  
and invitations*



# Content

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# Here's to fresh inspiration!



***Make it simple,  
but significant.***

- Don Draper, fictional character on Mad Men



Leveraging a few **design principles** to create visually engaging event materials can have a big impact on your event. But good design can be hard to master.

Through effective use of **visual hierarchy** and **text fundamentals**, you'll be able to turn any event page or invitation into a pleasing experience that convinces an audience that your event is worth their time. *Simply, they cannot resist to sign up.*

In this guide, you'll discover the fundamentals of design as well as additional ideas to take your events from good to great to exceptional. This guide will serve as a valuable checklist for all your future event creations.

# Z & F is where it starts



If you only remember one thing, remember this: When a human looks at a webpage, their gaze typically follows a pattern known as the **Z-pattern** or **F-pattern**.

These patterns describe the general direction in which the eye moves when scanning content on a page.



## Keep the action and goal in mind

### Conversion vs. Content

Z-pattern is often used for pages where the goal is to guide users toward a specific action, while the F-pattern is more suited for pages where the goal is to provide information.

### Scanning vs. Reading

The Z-pattern is designed for quick scanning and visual engagement. In contrast, the F-pattern is suitable for pages with extensive text.

### Complexity

The Z-pattern thrives in presenting content in a simplified, linear path, while the F-pattern is better for organising complex content with multiple sections.

### Visual vs. Textual

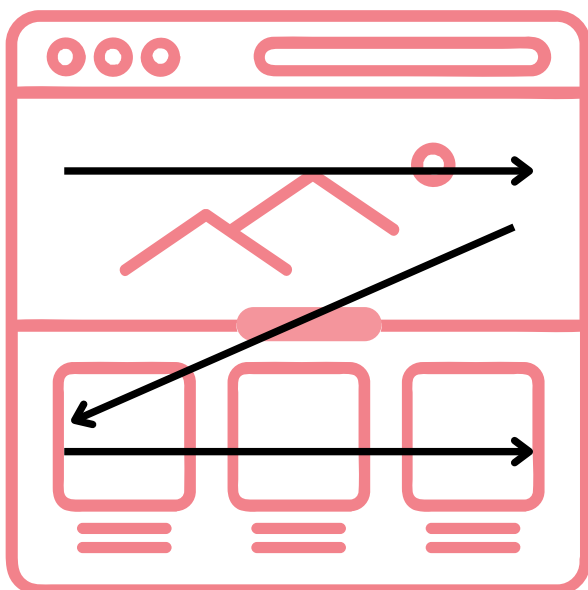
The Z-pattern leans heavily on visuals to capture users' attention, whereas the F-pattern relies on textual content and information hierarchy.

# Z-pattern

Focus on the Z-pattern when designing your **event home pages** where you give the potential participant an overview of your event prioritising simplicity.

Think of the page as a **marketing landing page**. Aim to capture users' attention quickly and direct them toward a call to action (CTA) such as signing up or read more about the event.

Put strong **emphasis on striking visuals**, such as images, videos, or infographics.



## 01 First horizontal scan

The user starts at the top of the page. Use this space for the logo, event name, or a hero image.

## 02 Diagonal downward right

Identify your core competencies. What can you do better than most?

## 03 Second horizontal scan

After the diagonal movement, users may scan horizontally again, creating a second horizontal line of focus.

# F-pattern

Utilise the F-pattern when you are describing your **event in detail**, e.g. presenting speakers or the agenda items. Invitations can also benefit from the F-pattern if you want to share a bit more to raise interest.

Even though your page might have a lot of text, think about how you can **lighten the load of reading** by sectioning the content with **sections, sub-headers and images**.



F-shaped reading patterns. Source: [NNgroup](#)

## 01 Top bar

The user gazes at the top of the page first. Use this space for the logo, event name, or a hero image.

## 02 First horizontal scan

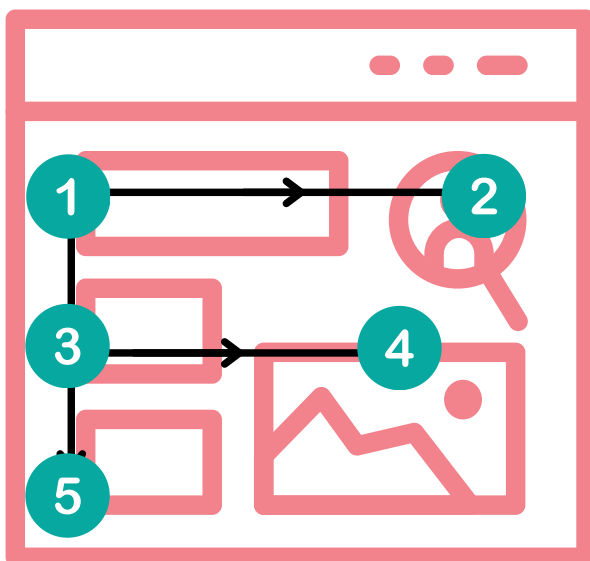
From the top, the user scans horizontally across the content, reading or scanning headlines, subheadings, or any visually appealing elements.

## 03 Vertical scan

Attention shifts vertically along the left side of the content, typically scanning the left part of paragraphs and text blocks.

## 04 Second horizontal scan

Users may then scan horizontally again further down the page, creating a second horizontal line of focus.



# Lean on visual hierarchy

Use a clear visual hierarchy to guide users' attention to key elements, such as the CTA button and event details. Employ **typography, colour, and spacing** to establish this hierarchy.

**If everything looks the same, everything is equally important.** This makes your content difficult to skim and take in.

## Visual hierarchy – Typography

### Font choice

Some fonts convey a clean and contemporary feel, while others are fun and trendy. Choose fonts that align with your event's branding and intention.

**Tip!** Look for cool font combos online!



F-shaped reading pattern & careful font choices

### Font size

Use larger fonts for headings and subheadings and smaller fonts for body text. Ensure that text is easily readable on both desktop and mobile devices.

Ensure that text is legible when placed over images by using contrasting colors or text shadows when necessary.

# Visual hierarchy – Colour

## Colour psychology

Colors evoke emotions and associations. For example, red can signify urgency or excitement, while blue can convey trust and professionalism. Consider your message as a whole.

## Consistency

Maintain a consistent colour scheme throughout your web page to reinforce your branding and create a cohesive visual experience.

## Contrast

High contrast between text and background is essential for readability and accessibility. You can use an online contrast checker. Aim for at least AA level to ensure readability.

### PRO TIP!

Ensure your pages are **mobile-friendly and responsive** to different screen sizes. You can test how the blocks of text and images stack when you click-and-drag your laptop screen smaller towards a mobile device size.

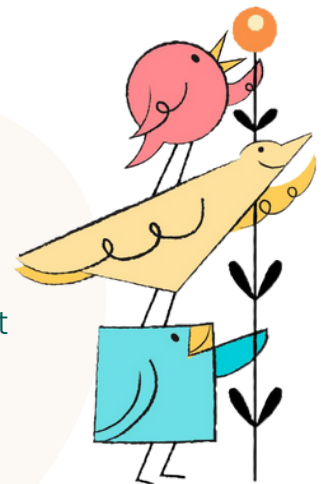


Hubspot's Inbound event page uses bold colours and highlights to draw attention. The event promise is bold too: It's where careers take off, businesses begin to scale, and community changes us for the better.



## Calls to action

Use attention-grabbing colors for CTA buttons and links to make them stand out.





# Visual hierarchy – Spacing

## Whitespace

Whitespace, is the empty space between elements on a web page. It helps improve readability and visual clarity. Use whitespace generously to separate content and draw attention to important elements.

## Grid layout

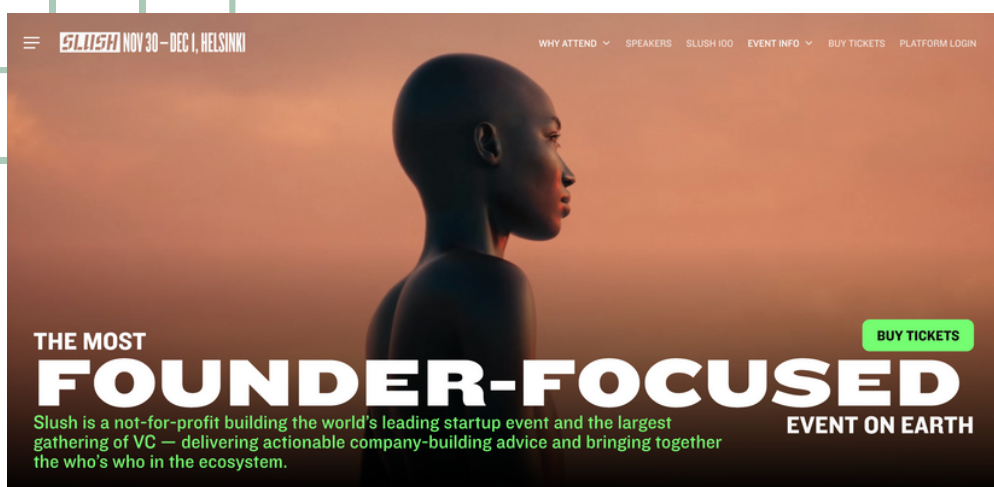
Implement a grid-based layout system to maintain consistency and alignment in your design. A well-structured grid can help organise content and maintain a balanced visual hierarchy.

## Margins and padding

Proper margins and padding around elements like text blocks, images, and buttons ensure that content isn't too cramped. Adequate padding around CTA buttons makes them easier to click.

### PRO TIP!

Large images can slow down your event page and negatively impact user experience. Use high-resolution images for quality, but ensure they are compressed appropriately for the web.



There is ample space around eye-catching video content on the Slush event page. The lower half of the visible screen has symmetrical alignment between the text blocks, reinforced by the use of green/white colour.

# Build on text fundamentals

After the visual first impression, you've hopefully made the participant think: **tell me more**. Now it's time for your **words to hook** the audience and get them to convert into a participant.

You've got approximately **8 seconds** to do this all. That's the average attention span of a knowledge worker these days.

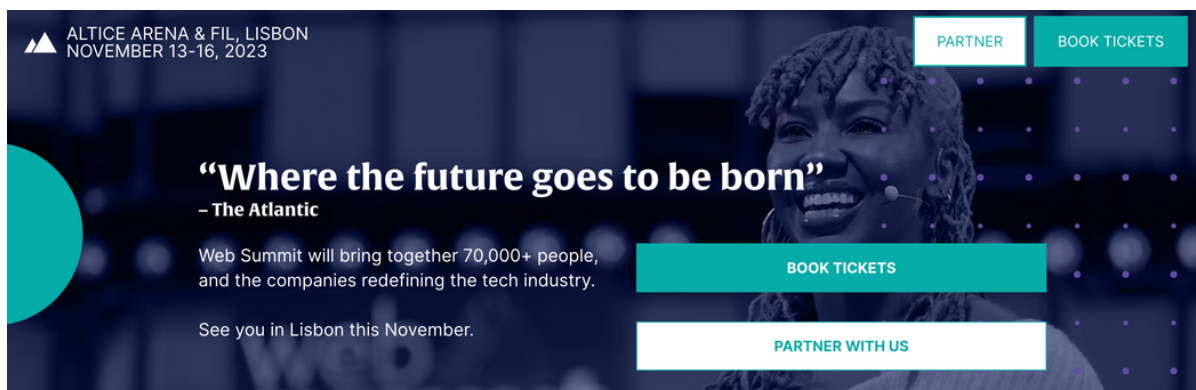


## Concise and persuasive headlines

Craft a clear and attention-grabbing headline that communicates the value of attending your event. Use concise language and power words to create an emotional impact.

## Compelling event description

Provide a detailed yet concise description of the event, highlighting the benefits attendees will gain. Use bullet points, subheadings, and formatting to make it scannable.



Web Summit uses a quote from a prestigious newspaper to peak your interest. The event also provides some previous participation numbers and underscores the innovative nature of the event to persuade people to participate.

## Line length

Consider the length of lines of text. Extremely long lines can make it challenging to read, while very short lines can lead to excessive scrolling.

## Align and balance

Don't clutter the page with too much text and images. Use alignment to create a sense of order. Center-align or left-align text and images for a cleaner look, but be consistent throughout the page.

## Alt text for images

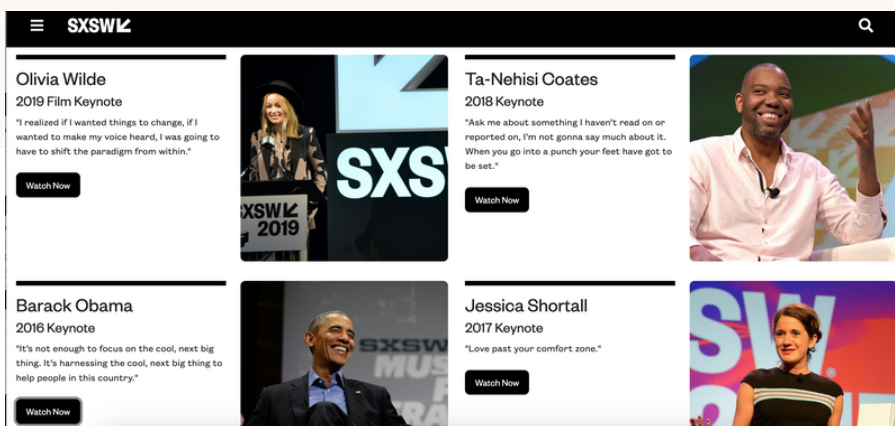
Always include descriptive alt text for images. This is not only important for accessibility but also helps with SEO and provides context when images fail to load.



## PRO TIP!

Delight the user in the confirmation step. Provide immediate feedback upon successful registration and a confirmation email with event details.

Think if you can provide helpful reading in anticipation to your event or materials that makes your audience excited to attend.



SXSW Conference highlights previous keynotes on their event page. They give a good idea of what the event is about and what a participant can expect.

# From great to exceptional



## 01. Social proof

Incorporate testimonials, reviews, or endorsements from past participants, sponsors, or well-known figures if applicable. Social proof can build trust and credibility.

## 02. Video

If you have the possibility to add video to your page, do it. Video is proven to convert much better than just text on page. It will make your page more lively – as is appropriate for an event.



## 03. User-friendly registration form

Keep the registration form simple, asking for essential information only. Reduce friction by using auto-fill features and providing clear instructions.

## 04. Security and trust seals

Display security badges, SSL certificates, or trust seals to reassure users that their data will be kept secure.



## 05. Countdown timer

If the event has a registration deadline or a limited number of spots, a countdown timer can create a sense of urgency and encourage action.

# Size guide - web page

## Logo

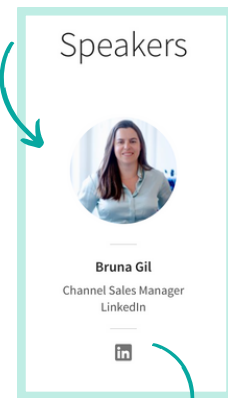
Size that's legible and recognizable – **150** pixels in width.

## Hero image

Common guideline is around **1920** pixels in width and **1080** pixels in height for desktop screens.

## Thumbnails

For galleries or summaries are typically around **200 to 400** pixels in width.



## Icons

From **16x16** pixels to **64x64** pixels.

## Background image

Can vary in size, but ensure they scale well across different screen sizes. Some images may need knowledge of CSS to control their display.



## Content Images & banners

Used within articles or other page sections, are often between **800 to 1200** pixels in width.

# Size guide - email

## Logo

size that's legible and recognisable – **150 pixels** in width.

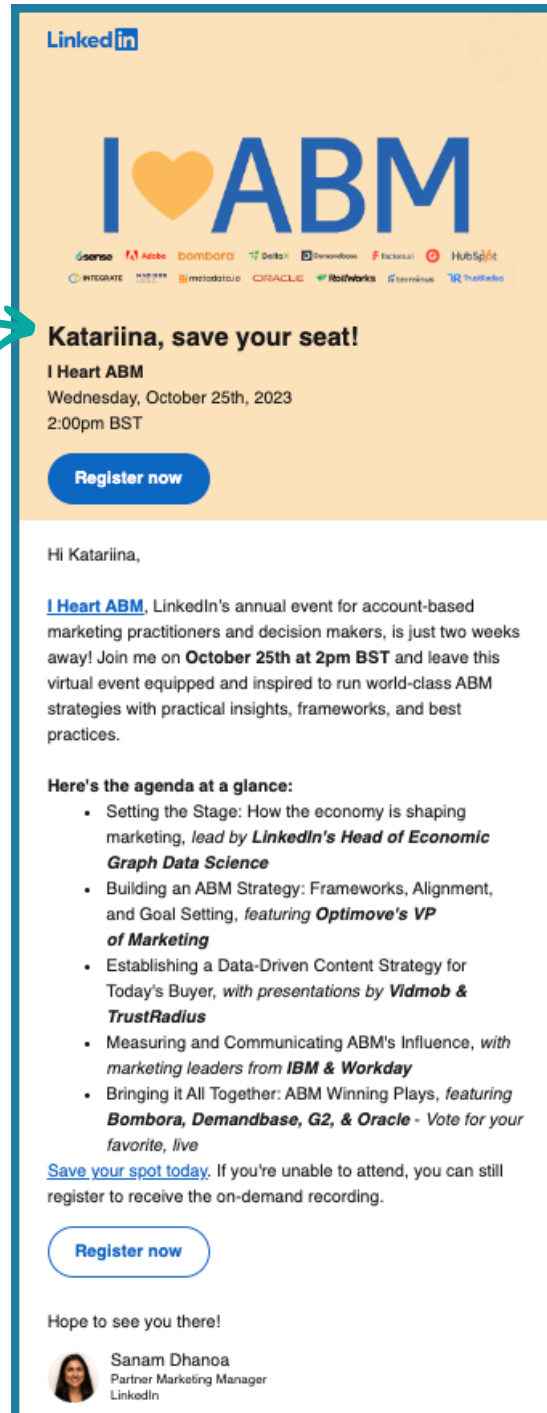
Personalisation!

## CTA buttons

From **100x40 pixels** to **200x60 pixels**.

## Thumbnails

**100 to 300 pixels** in width.



## Header or banner

**600 to 800 pixels** in width  
**100 to 150 pixels** in height.

Clear description of what to expect + a little sense of urgency: 'just two weeks away'.

Agenda topics!

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