



The Internet Awards 2026

Complete Design Asset Matrix

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📊 Executive Overview

42

Total Assets Required

7

Assets Complete

35

Assets Needed



Timeline:

Event runs for 3 days in February 2026 (exact dates TBD). All assets should be delivered 2 weeks before event launch for testing and integration.



Asset Categories Breakdown

ASSET TYPE	QUANTITY	STATUS	FORMAT	PRIORITY
Main Event Banner	1	✓ COMPLETE	PNG	High
Category Group Banners	6	⏳ NEEDED	PNG	Medium
Category Award GIFs	24	⏳ 4/24 DONE	Animated GIF	High
Category Icons	24	⏳ NEEDED	PNG	Low
Admin Panel Icons	1	✓ COMPLETE	PNG	High

🎯 Main Event Assets

1. Main Directory Banner

File Name: main-directory-banner.png

Location: src/client/public/images/banners/

Format: PNG (Static)

Recommended Size: 1200 × 300px

Max File Size: 500KB

Status: ✓ COMPLETE

Usage: Displayed at the top of the main category selection screen

Design Notes: Should include "The Internet Awards 2026" branding and "3 Days of Celebrating Reddit" tagline



Category Group Banners (6 Required)

Static PNG banners for each of the 6 themed category groups. Displayed when user selects a group to view its categories.



Games & Hobbies

File Name: games-hobbies-banner.png

Format: PNG (Static)

Size: 1200 × 300px

Status:  NEEDED

Theme Colors: #ff6b6b (Red/Gaming)



Content Creators

File Name: content-creators-banner.png

Format: PNG (Static)

Size: 1200 × 300px

Status:  NEEDED

Theme Colors: #f39c12 (Orange)

Communities & Culture

File Name: communities-culture-banner.png

Format: PNG (Static)

Size: 1200 × 300px

Status:  NEEDED

Theme Colors: #e94560 (Pink/Red)

Knowledge & Education

File Name: knowledge-education-banner.png

Format: PNG (Static)

Size: 1200 × 300px

Status:  NEEDED

Theme Colors: #3282b8 (Blue)

Entertainment

File Name: entertainment-banner.png

Format: PNG (Static)

Size: 1200 × 300px

Status:  NEEDED

Theme Colors: #ea5455 (Red)

✨ Lifestyle

File Name: lifestyle-banner.png

Format: PNG (Static)

Size: 1200 × 300px

Status:  NEEDED

Theme Colors: #00adb5 (Teal)

Category Award Assets (24 Animated GIFs Required)

Animated GIF banners displayed at the top of each nomination page. These are the most visible and important assets.

Critical Priority:

These assets are shown on every nomination submission page and define the visual identity of each award category.

Games & Hobbies (4 Awards)

AWARD NAME	FILE NAME	STATUS	SPECS
 Best Game - Digital or Analog	best-game.gif	 COMPLETE	1200x300px, <500KB, Loop
 Most Collectable Collectable	most-collectable.gif	 COMPLETE	1200x300px, <500KB, Loop
 Best Original Creation	best-creation.gif	 COMPLETE	1200x300px, <500KB, Loop
 Best Original Story	best-story.gif	 NEEDED	1200x300px, <500KB, Loop

Content Creators (4 Awards)

AWARD NAME	FILE NAME	STATUS	SPECS
 Best YouTuber/Video Creator	best-youtuber.gif	 NEEDED	1200x300px, <500KB, Loop
 Best Streamer	best-streamer.gif	 NEEDED	1200x300px, <500KB, Loop
 Best Digital Artist	best-digital-artist.gif	 NEEDED	1200x300px, <500KB, Loop
 Best Musician/Music Creator	best-musician.gif	 NEEDED	1200x300px, <500KB, Loop

Communities & Culture (4 Awards)

AWARD NAME	FILE NAME	STATUS	SPECS
👤 Best Subreddit	best-subreddit.gif	NEEDED	1200x300px, <500KB, Loop
😂 Best Meme/Viral Post	best-meme.gif	NEEDED	1200x300px, <500KB, Loop
❤️ Most Wholesome Moment	wholesome-moment.gif	NEEDED	1200x300px, <500KB, Loop
🤝 Best Community Effort	community-effort.gif	NEEDED	1200x300px, <500KB, Loop

Knowledge & Education (4 Awards)

AWARD NAME	FILE NAME	STATUS	SPECS
🧠 Best ELI5/Explanation	best-eli5.gif	NEEDED	1200x300px, <500KB, Loop
📚 Best Tutorial/How-To	best-tutorial.gif	NEEDED	1200x300px, <500KB, Loop
🎓 Best Expert Insight	expert-insight.gif	NEEDED	1200x300px, <500KB, Loop
🔬 Best Research/Scientific Discussion	best-research.gif	NEEDED	1200x300px, <500KB, Loop

Entertainment (4 Awards)

AWARD NAME	FILE NAME	STATUS	SPECS
🎬 Best TV Show Discussion/Review	best-tv-discussion.gif	NEEDED	1200x300px, <500KB, Loop
📺 Best Movie Discussion/Review	best-movie-discussion.gif	NEEDED	1200x300px, <500KB, Loop
📖 Best Book Discussion/Review	best-book-discussion.gif	NEEDED	1200x300px, <500KB, Loop
🚩 Best Live Event Coverage/Discussion	best-live-event.gif	NEEDED	1200x300px, <500KB, Loop

Lifestyle (4 Awards)

AWARD NAME	FILE NAME	STATUS	SPECS
Best Life Advice/Pro Tip	best-life-advice.gif	NEEDED	1200x300px, <500KB, Loop
Best Personal Transformation	best-transformation.gif	NEEDED	1200x300px, <500KB, Loop
Best Recipe/Food Post	best-recipe.gif	NEEDED	1200x300px, <500KB, Loop
Best DIY/Home Improvement	best-diy.gif	NEEDED	1200x300px, <500KB, Loop



Technical Specifications

Animated GIF Requirements

Dimensions:	1200 × 300 pixels (4:1 aspect ratio)
File Format:	Animated GIF
File Size:	Maximum 500KB (optimize for web)
Frame Rate:	10-15 FPS recommended
Duration:	2-4 seconds (looping)
Color Space:	RGB
Optimization:	Use tools like Giphy or ezgif.com to compress
Animation Style:	Subtle, professional, not distracting

Static PNG Requirements

Dimensions:	1200 × 300 pixels (banners) or as specified
File Format:	PNG with transparency support
File Size:	Maximum 300KB
Color Space:	RGB
Resolution:	72 DPI (web standard)
Compression:	Use PNG-8 when possible, PNG-24 for gradients

Icon Requirements

Dimensions: 128 × 128 pixels (will scale down)

File Format: PNG with transparency

File Size: Maximum 50KB

Style: Simple, recognizable at small sizes

Background: Transparent

Responsive Design Considerations

Multi-Device Support:

All assets should look good on desktop (1920×1080), tablet (1024×768), and mobile (375×667) viewports. The app automatically scales images, but ensure important content (text, logos) is centered and visible at all sizes.



File Organization

```
src/client/public/images/ ┌─ banners/ | ┌─ main-directory-banner.png # ✓  
Main event banner | | | ┌─ # Category Group Banners (Static PNGs) | ┌─  
games-hobbies-banner.png # ⏳ Needed | ┌─ content-creators-banner.png # ⏳  
Needed | ┌─ communities-culture-banner.png # ⏳ Needed | ┌─ knowledge-  
education-banner.png # ⏳ Needed | ┌─ entertainment-banner.png # ⏳ Needed  
| ┌─ lifestyle-banner.png # ⏳ Needed | | | ┌─ # Category Award GIFs (24  
Total) | ┌─ best-game.gif # ✓ Complete | ┌─ most-collectable.gif # ✓  
Complete | ┌─ best-creation.gif # ✓ Complete | ┌─ best-story.gif # ⏳  
Needed | ┌─ best-youtuber.gif # ⏳ Needed | ┌─ best-streamer.gif # ⏳  
Needed | ┌─ best-digital-artist.gif # ⏳ Needed | ┌─ best-musician.gif #  
⠏ Needed | ┌─ best-subreddit.gif # ⏳ Needed | ┌─ best-meme.gif # ⏳  
Needed | ┌─ wholesome-moment.gif # ⏳ Needed | ┌─ community-effort.gif #  
⠏ Needed | ┌─ best-eli5.gif # ⏳ Needed | ┌─ best-tutorial.gif # ⏳  
Needed | ┌─ expert-insight.gif # ⏳ Needed | ┌─ best-research.gif # ⏳  
Needed | ┌─ best-tv-discussion.gif # ⏳ Needed | ┌─ best-movie-  
discussion.gif # ⏳ Needed | ┌─ best-book-discussion.gif # ⏳ Needed | ┌─  
best-live-event.gif # ⏳ Needed | ┌─ best-life-advice.gif # ⏳ Needed | ┌─  
best-transformation.gif # ⏳ Needed | ┌─ best-recipe.gif # ⏳ Needed | ┌─  
best-diy.gif # ⏳ Needed | ┌─ icons/ | └─ admin/ | └─ admin_icon.png # ✓  
Complete | └─ # Optional: Category Icons (24 × PNG, 128×128px)
```

✓ Delivery Checklist

Phase 1: High Priority (Launch Critical)

- ✓ Main Directory Banner (main-directory-banner.png)
- ✓ Admin Icon (admin_icon.png)
- ✓ Best Game GIF (best-game.gif)
- ✓ Most Collectable GIF (most-collectable.gif)
- ✓ Best Creation GIF (best-creation.gif)
- ⌚ Remaining 20 Category Award GIFs

Phase 2: Medium Priority (Pre-Launch)

- ⌚ Games & Hobbies Group Banner
- ⌚ Content Creators Group Banner
- ⌚ Communities & Culture Group Banner
- ⌚ Knowledge & Education Group Banner
- ⌚ Entertainment Group Banner
- ⌚ Lifestyle Group Banner

Phase 3: Low Priority (Nice to Have)

- ⌚ 24 Category Icons (128x128px PNGs)
- ⌚ Social Media Assets (for promotion)

 Winner Announcement Graphics



Design Guidelines

Brand Colors

Primary: #ff6b6b (Vibrant Red/Pink)

Secondary: #667eea (Purple)

Accent: #764ba2 (Deep Purple)

Background: #0a0a0a (Near Black)

Text: #ffffff (White)

Typography

Headings: Bold, modern sans-serif (Helvetica, Arial, SF Pro)

Body: Clean, readable sans-serif

Style: Professional yet energetic

Visual Style

Tone: Celebratory, prestigious, modern

Imagery: Abstract, energetic, Reddit-themed

Animation: Subtle movement, professional (not overwhelming)

Consistency: All category GIFs should share visual DNA

Design Philosophy:

The Internet Awards celebrates the best of Reddit. Assets should feel premium and prestigious while maintaining an approachable, community-focused aesthetic. Think "Oscars meets Reddit."

Testing & Quality Assurance

Asset Testing Checklist

File Size:	Confirm all files are under size limits
Dimensions:	Verify exact pixel dimensions
Animation:	Test GIF looping and smoothness
Mobile:	View assets on mobile devices (iOS/Android)
Loading:	Test load times on 3G connection
Fallback:	Ensure graceful degradation if images fail
Accessibility:	Check contrast ratios for text overlays

Integration Process

1. Designer delivers assets to specified folder structure
2. Developer reviews file names, sizes, and formats
3. Assets are tested in development environment
4. Team reviews on multiple devices
5. Final approval before production deployment



Contact & Resources

Project Contacts

Project Lead: [Name] - [Email]

Design Team: [Name] - [Email]

Development Team: [Name] - [Email]

Submission: Deliver assets via [Method/Platform]

Helpful Resources

GIF Optimization: <https://ezgif.com/optimize>

PNG Compression: <https://tinypng.com>

Image Sizing: <https://www.iloveimg.com/resize-image>

Color Palette: <https://coolors.co>

Reddit Brand Assets: <https://www.redditinc.com/brand>

⚡ Quick Reference Matrix

ASSET NAME	TYPE	DIMENSIONS	MAX SIZE	STATUS
main-directory-banner.png	PNG	1200x300	500KB	
games-hobbies-banner.png	PNG	1200x300	300KB	
content-creators-banner.png	PNG	1200x300	300KB	
communities-culture-banner.png	PNG	1200x300	300KB	
knowledge-education-banner.png	PNG	1200x300	300KB	
entertainment-banner.png	PNG	1200x300	300KB	
lifestyle-banner.png	PNG	1200x300	300KB	
CATEGORY AWARD GIFS (24 Total)				
best-game.gif	GIF	1200x300	500KB	
most-collectable.gif	GIF	1200x300	500KB	
best-creation.gif	GIF	1200x300	500KB	
+ 21 more category GIFs...	GIF	1200x300	500KB	
ADMIN & ICONS				
admin_icon.png	PNG	128x128	50KB	

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For questions or asset submissions, contact the project team.

All assets should be delivered at least 2 weeks before event launch.