



# 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

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## 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	1200×300px, <500KB, Loop
 Most Collectable Collectable	most-collectable.gif	✓ COMPLETE	1200×300px, <500KB, Loop
 Best Original Creation	best-creation.gif	✓ COMPLETE	1200×300px, <500KB, Loop
 Best Original Story	best-story.gif	⌚ NEEDED	1200×300px, <500KB, Loop









### Content Creators (4 Awards)

AWARD NAME	FILE NAME	STATUS	SPECS
 Best YouTuber/Video Creator	best-youtuber.gif	⌚ NEEDED	1200×300px, <500KB, Loop
 Best Streamer	best-streamer.gif	⌚ NEEDED	1200×300px, <500KB, Loop
 Best Digital Artist	best-digital-artist.gif	⌚ NEEDED	1200×300px, <500KB, Loop
 Best Musician/Music Creator	best-musician.gif	⌚ NEEDED	1200×300px, <500KB, Loop









### Communities & Culture (4 Awards)

AWARD NAME	FILE NAME	STATUS	SPECS
 Best Subreddit	best-subreddit.gif	 <b>NEEDED</b>	1200×300px, <500KB, Loop
 Best Meme/Viral Post	best-meme.gif	 <b>NEEDED</b>	1200×300px, <500KB, Loop
 Most Wholesome Moment	wholesome-moment.gif	 <b>NEEDED</b>	1200×300px, <500KB, Loop
 Best Community Effort	community-effort.gif	 <b>NEEDED</b>	1200×300px, <500KB, Loop









## Knowledge & Education (4 Awards)

AWARD NAME	FILE NAME	STATUS	SPECS
 Best ELI5/Explanation	best-eli5.gif	 <b>NEEDED</b>	1200×300px, <500KB, Loop
 Best Tutorial/How-To	best-tutorial.gif	 <b>NEEDED</b>	1200×300px, <500KB, Loop
 Best Expert Insight	expert-insight.gif	 <b>NEEDED</b>	1200×300px, <500KB, Loop
 Best Research/Scientific Discussion	best-research.gif	 <b>NEEDED</b>	1200×300px, <500KB, Loop

## Entertainment (4 Awards)

AWARD NAME	FILE NAME	STATUS	SPECS
 Best TV Show Discussion/Review	best-tv-discussion.gif	 <b>NEEDED</b>	1200×300px, <500KB, Loop
 Best Movie Discussion/Review	best-movie-discussion.gif	 <b>NEEDED</b>	1200×300px, <500KB, Loop
 Best Book Discussion/Review	best-book-discussion.gif	 <b>NEEDED</b>	1200×300px, <500KB, Loop
 Best Live Event Coverage/Discussion	best-live-event.gif	 <b>NEEDED</b>	1200×300px, <500KB, Loop

## Lifestyle (4 Awards)

AWARD NAME	FILE NAME	STATUS	SPECS
 Best Life Advice/Pro Tip	best-life-advice.gif	 <b>NEEDED</b>	1200×300px, <500KB, Loop
 Best Personal Transformation	best-transformation.gif	 <b>NEEDED</b>	1200×300px, <500KB, Loop
 Best Recipe/Food Post	best-recipe.gif	 <b>NEEDED</b>	1200×300px, <500KB, Loop
 Best DIY/Home Improvement	best-diy.gif	 <b>NEEDED</b>	1200×300px, <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

<b>Dimensions:</b>	128 × 128 pixels (will scale down)
<b>File Format:</b>	PNG with transparency
<b>File Size:</b>	Maximum 50KB
<b>Style:</b>	Simple, recognizable at small sizes
<b>Background:</b>	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

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## 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)
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Secondary:	#667eea (Purple)
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Accent:	#764ba2 (Deep Purple)
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Background:	#0a0a0a (Near Black)
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Text:	#ffffff (White)
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## Typography

Headings:	Bold, modern sans-serif (Helvetica, Arial, SF Pro)
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Body:	Clean, readable sans-serif
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Style:	Professional yet energetic
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## Visual Style

Tone:	Celebratory, prestigious, modern
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Imagery:	Abstract, energetic, Reddit-themed
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Animation:	Subtle movement, professional (not overwhelming)
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Consistency:	All category GIFs should share visual DNA
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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

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## 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	1200×300	500KB	
games-hobbies-banner.png	PNG	1200×300	300KB	
content-creators-banner.png	PNG	1200×300	300KB	
communities-culture-banner.png	PNG	1200×300	300KB	
knowledge-education-banner.png	PNG	1200×300	300KB	
entertainment-banner.png	PNG	1200×300	300KB	
lifestyle-banner.png	PNG	1200×300	300KB	
CATEGORY AWARD GIFS (24 Total)				
best-game.gif	GIF	1200×300	500KB	
most-collectable.gif	GIF	1200×300	500KB	
best-creation.gif	GIF	1200×300	500KB	
+ 21 more category GIFs...	GIF	1200×300	500KB	
ADMIN & ICONS				
admin_icon.png	PNG	128×128	50KB	

## The Internet Awards 2026

Design Asset Matrix | Generated January 9, 2026 | v0.0.43

For questions or asset submissions, contact the project team.

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