

Conference & Campus Style Guide

<https://canva.link/jkayt2sgq02rdmk>

iLRN2026 Design Guidelines



**For Conference Presenters and
Virtual Campus Developers**

Introduction

Welcome to the iLRN2026 Design Guidelines. This document provides essential information for presenters and virtual campus developers to ensure a consistent and professional brand experience across all conference materials and virtual environments. Adhering to these guidelines will help maintain iLRN's brand identity while creating engaging and accessible content.

I. Brand Elements

These are the core branding guidelines.

Color Palette:

- **Primary:** Aegean Deep (#1B3B6F)
- **Secondary:** Athens Cyan (#36BAE7)
- **Accent:** Agora Orange (#E07840)

Typography System:

- **Display:** Cinzel
- **Headings:** Raleway
- **Body:** Lato

Please ensure sufficient color contrast for readability according to WCAG standards.

II. Logo Usage

The iLRN logo is a crucial element of our brand identity. Please adhere to the following guidelines when using the logo:

- **Maintain Proportions:** Do not stretch or distort the logo.
- **Clear Space:** Ensure sufficient clear space around the logo.
- **Minimum Size:** Ensure the logo is legible at all sizes.
- **Color Usage:** Use approved color variations of the logo.
- **Watermark Opacity System:** Implement a subtle logo watermark using appropriate opacity levels on slide templates to reinforce brand presence without distracting from content.

III. Presentation Slides

Follow these specifications for creating presentation slides:

- Use the iLRN2026 slide template.
- Adhere to the color palette and typography system.
- Use high-quality images and graphics.
- Maintain a consistent layout throughout the presentation.
- Ensure content is concise and easy to read.
- Incorporate the logo watermark as specified.

IV. Virtual Campus Image Specifications

For the FrameVR virtual campus, please use the following image specifications:

- **Dimensions:** 1024x1024 pixels
- **Format:** JPG
- **Quality:** 75%
- **File Size:** Under 500KB

V. Greek Imagery Approval Policy

All Greek imagery used in conference materials and virtual environments must be appropriate and respectful.

- **Authenticity:** Ensure imagery accurately represents Greek culture and history.
- **Respect:** Avoid stereotypes or offensive depictions.
- **Approval:** Submit imagery for approval to the design team before use.

VI. Canva Team Workspace

The Canva team workspace provides access to iLRN2026 branded templates and assets.

- **Folder Structure:** Follow the established folder structure for easy access to resources.
- **Collaboration:** Use the workspace to collaborate with other team members.
- **Asset Usage:** Only use approved assets from the workspace.

VII. Design Approval Workflow

All designs must go through the following four-stage approval workflow:

1. **Initial Design:** Create the initial design concept.
2. **Internal Review:** Submit the design for internal review by the design team.
3. **Feedback & Revisions:** Incorporate feedback and revise the design.
4. **Final Approval:** Obtain final approval from the iLRN2026 committee.

VIII. WCAG Accessibility Standards

Ensure all materials and virtual environments adhere to WCAG (Web Content Accessibility Guidelines) accessibility standards.

- **Color Contrast:** Maintain sufficient color contrast.
- **Alternative Text:** Provide alternative text for all images.
- **Keyboard Navigation:** Ensure keyboard navigation is functional.
- **Captioning:** Provide captions for all videos.

iLRN2026 Conference Details

- **Conference:** iLRN2026 12th International Conference of the Immersive Learning Research Network
- **Location:** Athens, Greece and Online
- **Dates:**
 - o In-Person: June 27-30, 2026
 - o Online: June 14-15, 2026

Summary

These design guidelines are crucial for maintaining a consistent and professional brand identity for iLRN2026. By following these guidelines, presenters and virtual campus developers can contribute to a cohesive and engaging conference experience. Thank you for your dedication to excellence.

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