

EVENT THEME BETA GUIDE

TABLE OF CONTENTS

How does Event Theme work?	1
<i>Account & Event Level Theming</i>	2
<i>Theme Composition</i>	3
<i>Color Styles, Cards & Containers</i>	4
<i>The Design Tab</i>	6
<i>How Each Product Uses the Theme</i>	7
Before You Start	8
<i>Copied Events</i>	8
<i>Permissions</i>	9
Setup Instructions	9
<i>Create your theme template</i>	9
<i>Create an event</i>	11
<i>Design each surface</i>	11
FAQ	12
Recent Updates	13
Coming Soon	14

HOW DOES EVENT THEME WORK?

Event Theming is a centralized theming system designed to unify event branding (colors, logos, fonts, and more) across the Cvent platform. With this new system,

planners can define a theme once, and it will automatically apply across all attendee touchpoints including Event Website, Attendee Hub, Emails, Surveys and more.

CURRENTLY INCLUDED IN EVENT THEME:

Website · Registration · Emails · Attendee Hub Web · Attendee Hub Mobile · Basic Survey · Exhibitor Portal

This is the beginning of a larger expansion. Event Theme will be deployed across the entire Cvent platform over time. More products are being added in upcoming releases.

ACCOUNT & EVENT LEVEL THEMING

Event Theme operates at two levels; account and event. Understanding how they relate is important to getting the most out of the system.

Account Level - Theme Templates

Where to find it: Library → Templates → Theme

Admins create reusable brand definitions in the Theme Library. One template can be applied to many events and kept in sync; edit the template once and it applies automatically to every event using it.

Visibility Logic: Admins can use event custom fields (single- and multi-select) to control which templates appear for a given event. Planners only see templates that match their event's metadata.

Event Level — Event Theme

Where to find it: Event → Details → Event Theme

The theme applied to a specific event. It may reference a template or stand alone. Changes here apply only to that event unless explicitly saved back to the library.

Template → Event Relationship

- **Applying a template** to an event keeps it in sync — template edits propagate automatically.

- **Editing the theme within a single event** labels it (**Modified**) (e.g., "Acme Blue (Modified)") — event-level overrides on top of the base template.
 - **If the base template is later edited** — by anyone in the account — Modified events are reverted to the template, discarding event-level changes. This applies to any edit, including a logo swap.
 - **Save to Themes** promotes a Modified version into its own independent template, decoupling the event from the original.
-

THEME COMPOSITION

Colors

Four base colors define your palette:

- **Primary** — buttons and links
- **Secondary** — secondary buttons and supporting accents
- **Background** — page and canvas background
- **Card Background** — surfaces sitting on top of the background (see Cards & Color Styles section)
- **Additional Colors** — supplemental palette colors available in the color swatch and when editing color styles

Each base color also has a **Text and icons** child row in the main palette. This controls the text color rendered on top of that color across all surfaces — auto-generated for accessibility by default, overridable to match your brand exactly.

Two additional derived colors are also configurable per color style:

- **Link color** — the hyperlink color for that style. Defaults to inheriting from Primary; set a custom value to match your brand.
- **Button text color** (On-Primary / On-Secondary) — the text color rendered on filled primary and secondary buttons. Auto-generated by default; override when your brand requires a specific button label color.

Fonts

Header and Body font families are set in the theme and apply globally across all products. Standard, advanced, and custom uploaded fonts are all supported. Per-level styling (size, weight, font family per heading level) is configured in each product's Design tab.

Note: the mobile app uses only app-store-supported fonts, so exact font rendering on Attendee Hub Mobile may vary.

Logo

One logo applies across all products. PNG with a transparent background is strongly recommended; 270×90px is the target size.

COLOR STYLES, CARDS & CONTAINERS

Color Styles are how Event Theme variations are applied across your event surfaces. Understanding how they work — and how they interact with cards and containers — is central to designing with Event Theme.

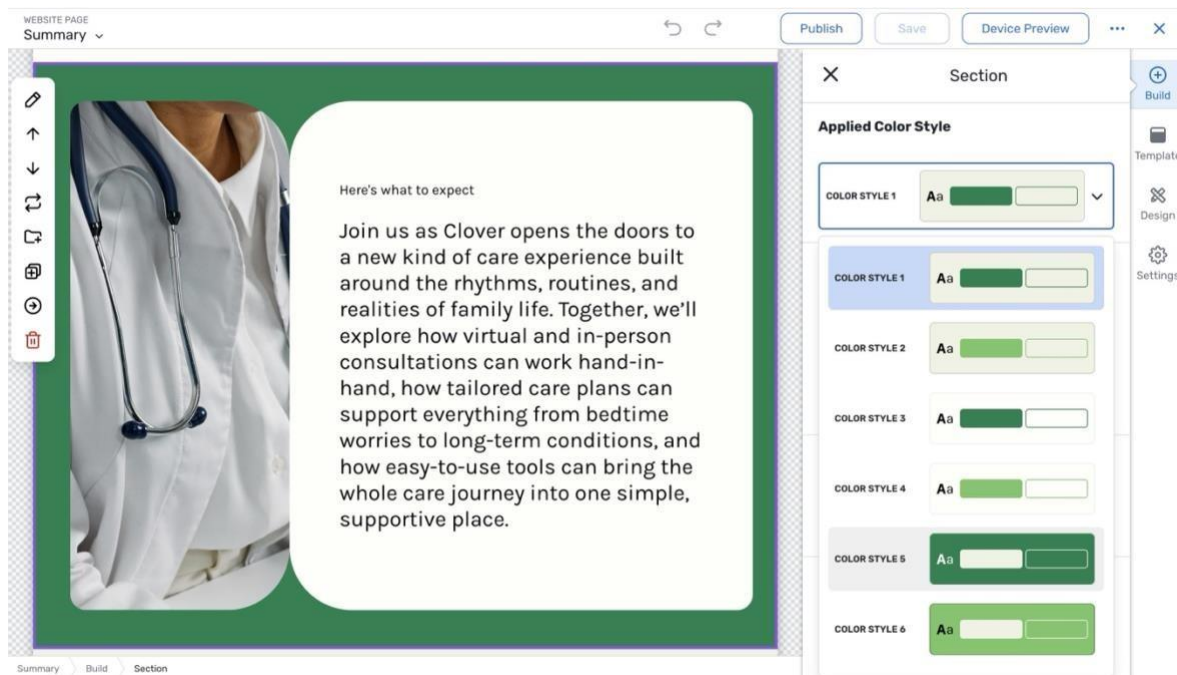
Color Styles

Each theme includes six color styles. Each color style is a full combination of your four palette colors — Primary, Secondary, Background, and Card Background — allowing you to create distinct visual treatments for different areas of your event (e.g., a dark hero section, a light body, an accent footer) without creating separate themes.

Color styles can be applied across all surfaces:

- **Website & Registration** — applied per section; hover to live-preview before applying
- **Emails** — applied per section in the email designer
- **Basic Survey** — applied per section in Survey Designer
- **Attendee Hub (Web)** — one color style applies to the entire AH website; not per section
- **Attendee Hub (Mobile)** — one color style applies to the entire mobile app; not per section

The color values within each style come from the theme — switching the theme updates those values, but the style number assigned to each section stays the same.



Editing Color Styles

Each of the six color styles can be fully customized using the **Edit Color Style** view inside Event Theme. This is where you control the specific color values within each style — what shade of your Primary color appears in Style 3, how the Card Background differs in Style 5, and so on.

Any explicitly set colors are added to the Additional Colors swatch and become available throughout Site Designer.

Changes saved in Edit Color Style propagate immediately to all surfaces using that style.

Cards & Containers (Website & Registration)

Across all surfaces, cards (Speaker, Session, Exhibitor, etc.) take on the **Card Background** color from the active color style by default. In Website and Registration only, planners can override this per widget using a three-option fill system:

- **No Fill** — transparent; the section background shows through
- **Card Background** — the Card Background color from the active color style (default on all surfaces)
- **Choose Color** — a custom color from the theme palette or Additional Colors

This fill control applies across all card-type widgets in Website and Registration: Speaker, Staff, Exhibitor, Fee, Agenda sessions and speakers, File Upload, Profile Image, and more.

The **Container widget** supports the same three fill options. Nested context-awareness applies; selecting Card Background on something already on a card resets it to the base color style treatment, preventing unintended layering.

Widget-Level Overrides

Any widget can be styled individually on top of its color style defaults. Widget-level overrides don't affect the color style or the theme — they apply only to that widget instance on that page.

THE DESIGN TAB

The Design tab lives in each product's site designer and is separate from the theme. Changes made in the Design tab apply only to that product — they don't affect other products or the theme itself.

The Design tab is present in Website, Registration, Email, and Basic Survey. Options vary by product. Attendee Hub does not have a Design tab.

The Design tab includes:

- **Text Styles** — font family, size, and weight per level (H1–H4, Body, etc.); text color is set by the color style, not here
- **Components** — button, link, and form field styles
- **Spinners, Pop-ups, Dimensions**
- **Custom CSS** — per product; available on Website

In Website and Registration, the Design tab also includes a shortcut to view, edit, or change the theme template — equivalent to editing from the Event Theme page, and propagates to all products simultaneously.

HOW EACH PRODUCT USES THE THEME

All products inherit the theme from the event level. Edits — whether from Event Theme, the Design tab shortcut in Website/Reg, or the theme template — propagate to all products simultaneously.

Website & Registration

Color styles applied per section, container, or card. Theme editable directly from the Design tab. Widget overrides available. Cards and containers support full fill-style control (No Fill / Card Background / Choose Color).

Emails

Design tab available with email-specific options. Includes a Logo widget that automatically pulls the theme logo — no manual upload required. New emails open with a branded header section (logo + event title) using Color Style 1; fully editable and removable.

Attendee Hub (Web)

Color styles applied to adaptive containers and cards in the AH site editor. Navigation bar color limited to primary or secondary. No Design tab.

Attendee Hub (Mobile)

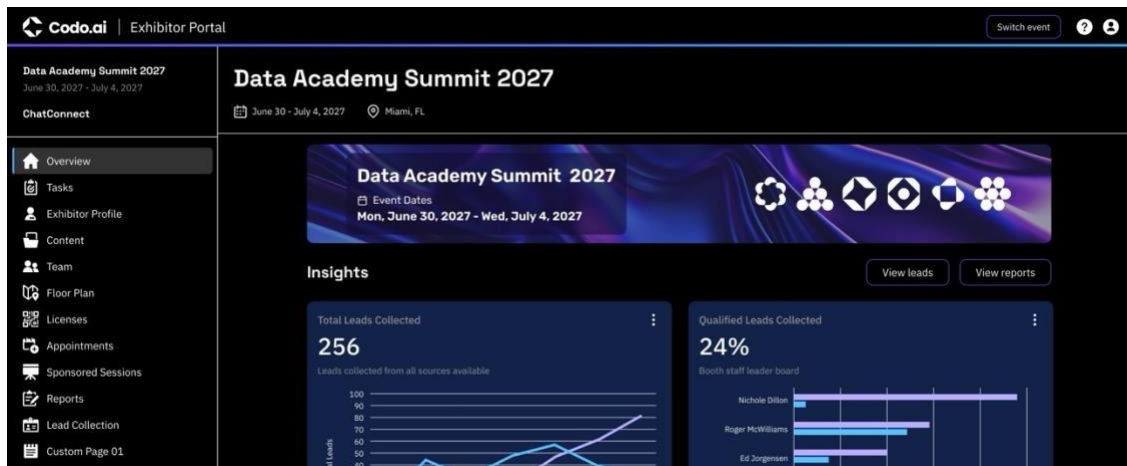
Navigation bar color limited to primary or secondary. Fonts may not match exactly — the mobile app uses only app-store-supported fonts. No Design tab.

Basic Survey

Design tab available with options specific to surveys.

Exhibitor Portal

Colors, fonts, logo, and core brand styling are applied automatically. Planners can still provide an Exhibitor Portal-specific logo and banner to further tailor the experience for exhibitors. No Design tab.



Note: Currently Exhibitor Portal automatically selects color-styles from your theme.

BEFORE YOU START

EVENT THEME IS AVAILABLE TO ALL PLANNERS ON YOUR ACCOUNT WHO HAVE THE APPROPRIATE PERMISSIONS.

This is account-wide — make sure your team knows it's available before they start creating events.

Each event created using the “Start Fresh” option has a toggle that defaults to **On**. Once Event Theme is enabled on an event, it cannot be turned off for that event, even if Event Theme is turned off for your account.

COPIED EVENTS

- An event copied from an Event Theme parent will also use Event Theme.
 - An event copied from a legacy-themed parent will keep the legacy theme. The planner can opt the child in once the Convert workflow is available.
-

PERMISSIONS

Here's how access works:

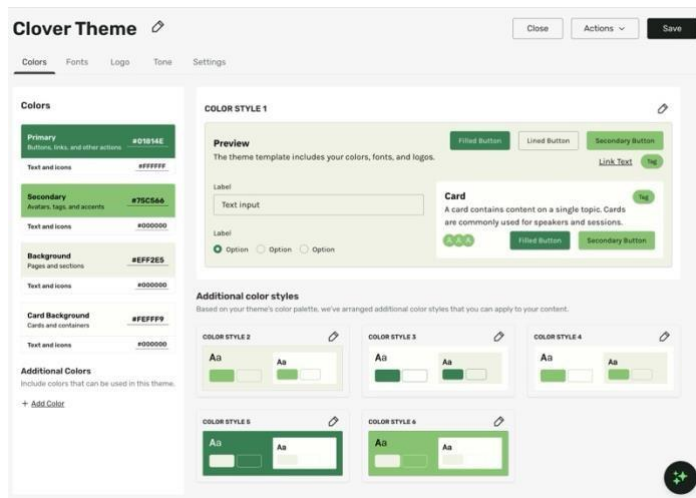
- **Creating an event from scratch:** any planner who can create events can enable Event Theme and choose a template during event creation.
 - **Choosing a template:** any planner can select from available templates. Visibility Logic (based on event custom fields) controls which templates appear. If only one template matches your event details — whether because of Visibility Logic or because you only have one template in your account — it will be automatically applied upon event creation.
 - **Templates permission** (formerly "Essentials Templates"; called "Templates" on Simple Solutions accounts) — grants access to the Theme Library and the ability to create and manage theme templates.
 - **Website Design permission** (formerly "Website Theme"; found under Event Details) — grants access to the Design tab, widget overrides, and color styles. Full Access also allows editing the event-level theme directly. Choose from Styles limits users to selecting existing styles without custom color overrides.
-

SETUP INSTRUCTIONS

CREATE YOUR THEME TEMPLATE

Go to **Library** → **Templates** → **Theme** and open your template (or create one).
Configure:

- **Colors** — set Primary, Secondary, Background, and Card Background. Text colors auto-generate for accessibility and can be overridden in Edit Color Style.



- **Fonts** — choose heading and body fonts, or upload a custom font.



- **Logo** — PNG, transparent background recommended, 270×90px.



Edit your color styles

Your theme comes with six color styles. Open **Edit Color Style** for each one you want to customize — set text colors, adjust color values, and create distinct visual treatments (e.g., a dark hero, a light body, an accent footer). Changes propagate immediately across all surfaces.

CREATE AN EVENT

Create your event with Event Theme enabled — the Event Theme toggle defaults to On. Then go to the **Features page** and enable every product you want to use: Website, Registration, Agenda, Speakers, Exhibitors, Staff, Attendee Hub, Basic Survey, etc.

Build out your content

Add your event content across the products you've enabled:

- **Agenda** — create sessions and speakers
- **Speakers, Exhibitors, Staff** — add listings and details
- **Registration** — build your form, admission items, and questions
- **Attendee Hub** — add custom pages and content

DESIGN EACH SURFACE

Open each product and apply your visual design. Every surface supports color styles and has a **Design tab** for fine-tuning type, buttons, and components (except Attendee Hub, which uses the AH site editor):

- **Website** — build your landing page in Site Designer. Apply color styles per section to build your visual hierarchy. Access Event Theme directly from the Design tab.
- **Registration** — design your reg form in Site Designer. Use color styles and the Design tab.
- **Emails** — use the email designer. Apply color styles per section, use the Logo widget, and configure the Design tab for email-specific defaults.
- **Basic Survey** — open Survey Designer. Apply color styles per section and configure the Design tab.
- **Attendee Hub Web** — open the AH site editor. Select one color style for the entire AH website.
- **Attendee Hub Mobile** — select one color style for the entire mobile app.

Preview and verify

Spot-check each surface before going live:

- **Website** — guest-side preview in Site Designer
 - **Registration** — registration page preview
 - **Emails** — email preview in the designer
 - **Attendee Hub** — AH Builder preview
 - **Basic Survey** — Survey Designer preview
-

FAQ

My event's theme changed unexpectedly — what happened?

If your event was in a Modified state and the base template was edited — by you or another admin — those modifications were reverted. Any template edit resets all Modified events referencing it. Use Save to Themes before editing the base template.

What does "(Modified)" mean on my theme?

The event has overrides on top of a base template. If the template is edited, those overrides will be reset. Save to Themes to protect them.

I changed my theme but my website sections didn't fully update — why?

Switching the theme updates the colors within each color style, but the color style number assigned to each section persists. Reassign sections manually in Site Designer if needed.

Can I set a different font for H1 vs. H2?

Yes — in each product's Design tab you can set font family, size, and weight per text level. Text color per level is not configurable here; it comes from the color style applied to the section.

What happens to my existing events when my account gets Event Theme?

Existing events stay on legacy theming. The toggle defaults to On for new events. Use Copy or Convert (coming soon) to bring legacy events over.

Can I remove Event Theme from a specific event after enabling it?

No — it's a one-way transition at the event level.

My logo looks different on the mobile app — why?

The mobile app has its own rendering constraints. Check recommended dimensions in the Logo tab of Event Theme.

Can I control which color styles are available to event creators?

All six color styles are always available. The Choose from Styles permission level lets you limit users to selecting existing styles without making custom color overrides.

RECENT UPDATES

Changes implemented based on beta feedback.

- **Copy Workflow** - legacy event to Event Theme via copy
- **Expanded color control** — You now have explicit control over three new color values, all surfaced directly in the main palette alongside your four base colors:
 - **Text and icons** — the text color rendered on top of each base color across all surfaces. Previously hidden in Edit Color Style; now a first-class child row in the main palette for all four base colors.
 - **Link color** — the hyperlink color per color style. Set it once and it applies across website, registration, and emails.
 - **Button text color** (On-Primary / On-Secondary) — the text color on filled buttons. No more per-widget overrides to get your button labels on-brand.
- **Secondary button** — a true second button with its own color, border, and text, separate from primary
- **Section background color and opacity restored**
- **Hex text input on color chips** — type or paste values directly
- **Text color always visible in the color style editor** (no longer behind a toggle)
- **Canvas interactions and secondary button now available in the email designer**

- **Card fill styles** (No Fill / Card Background / Choose Color) now available across all card-type widgets
 - **Color style hover preview now available in Survey Designer**
 - **Exhibitor Portal now supports Event Theme** — colors, fonts, and logo carry through automatically, extending consistent branding to exhibitors • **Bug fixes**
-

COMING SOON

- **Logo widget in the email designer** — auto-pulls your theme logo, no manual upload
- **Light and dark logo variants**
- **Branded default header on all new emails** (logo + event title, Color Style 1)
- **Convert workflow** — upgrade an existing legacy event to Event Theme
- **Card and container color style support for:** Agenda, Sessions, Speakers, Staff, Exhibitors, Fees, Hotel Request Form, Travel Request, Group Flight, Air Actuals, File Upload/Profile Image
- **Theme Template Visibility Logic:** filter by event format (in-person, virtual, hybrid)
- **Support for:** Registration Packages · Passkey · Events+ · Premium Survey