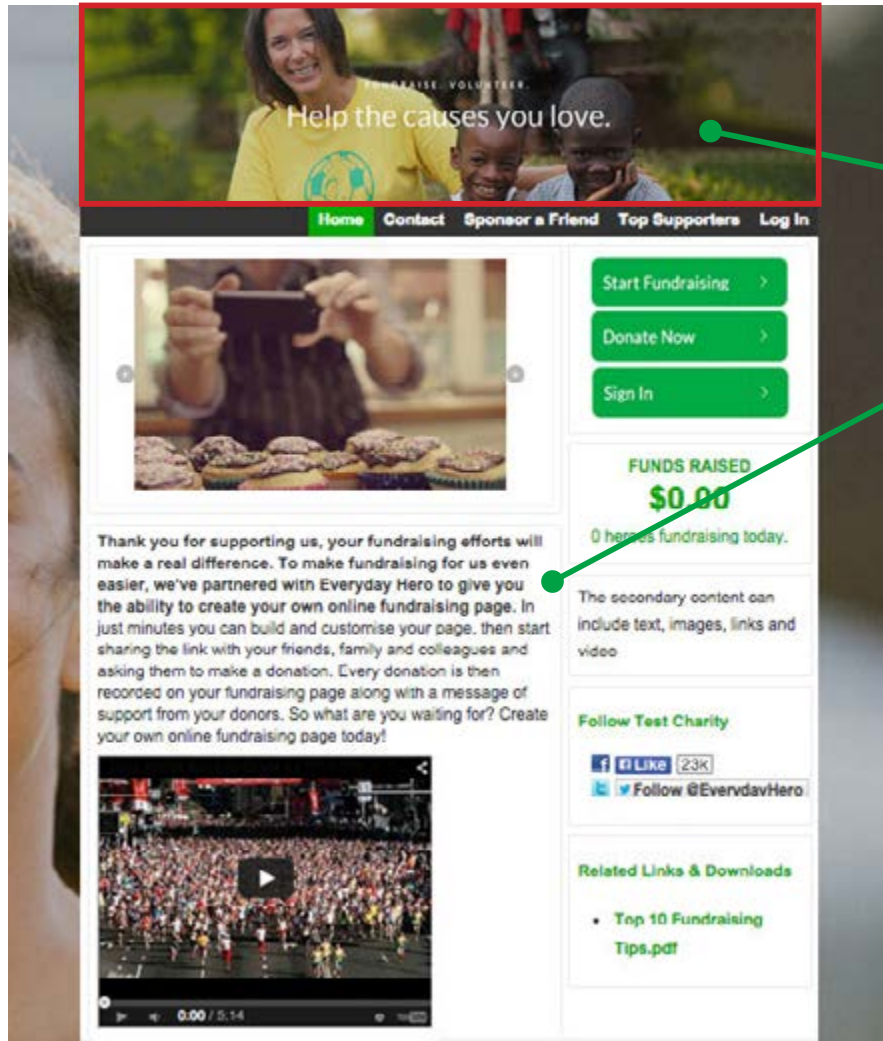


HEROIX CAMPAIGN DESIGN GUIDELINES



MANDATORY ASSETS

- 1 Banner**
 815px wide x 226px high. JPEG or PNG file format. File size no larger than 1MB.
- 2 Primary Content Copy**
 Ensure the copy in this section is engaging by using bullet points and typography such as bold and italics to emphasise key points to the reader. If an event, include key dates and locations.

Note: Images and/or Videos may be placed into this section. The width of this column is 490px. JPEG or PNG file format. File size limit is 1MB.

- 3 Campaign Image**
 Approximately 150px wide or high. JPEG or PNG file format. This image is used for the event/campaign search on 'everydayhero.com.au'.



The March Charge 2015

Thank you for supporting us, your fundraising efforts will make a real difference. To make fundraising for us even easier, we've partnered with Everyday Hero to give you the ability to create your own online fundraising page. In just minutes you can build and customise your page, then start sharing the link with your friends, family and colleagues and asking them to make a donation. Every donation is then recorded on your fundraising page along with a message of support from your donors. So what are you waiting for? Create your own online fundraising page today!

Fundraise as part of the The March Charge 2015

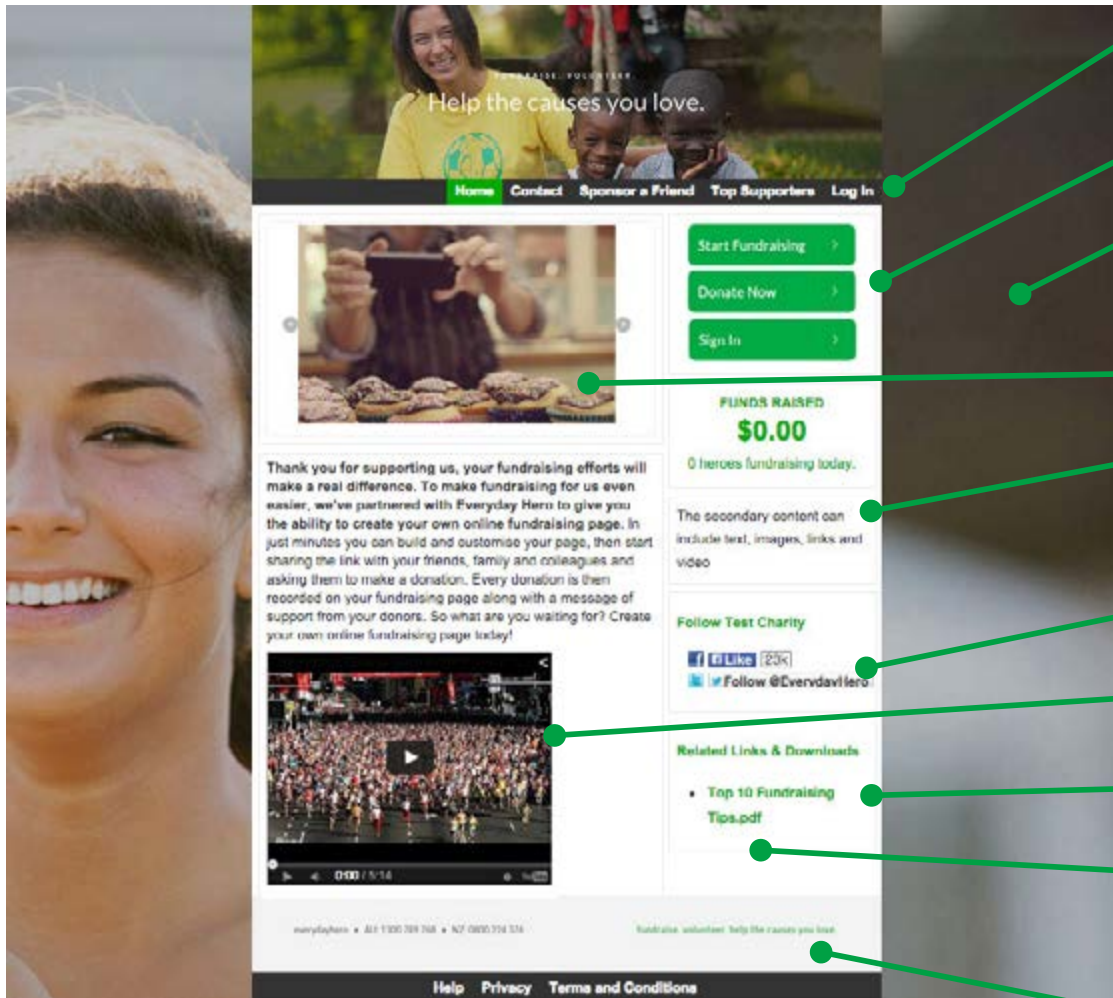


The Sunday Mail Suncorp Bank Bridge to Brisbane 2015

THE SUNDAY MAIL SUNCORP BANK BRIDGE TO BRISBANE The Sunday Mail Suncorp Bank Bridge to Brisbane is on Sunday August 30. As a participant, you can raise money for any charity you choose. Competing in the event will give you two times. One is your race time, and the other is your Hero Time. Your Hero Time is your race time, minus a second for every dollar you raise. So the more you raise, the better your Hero Time will be.

Fundraise as part of the The Sunday Mail Suncorp Bank Bridge to Brisbane 2015

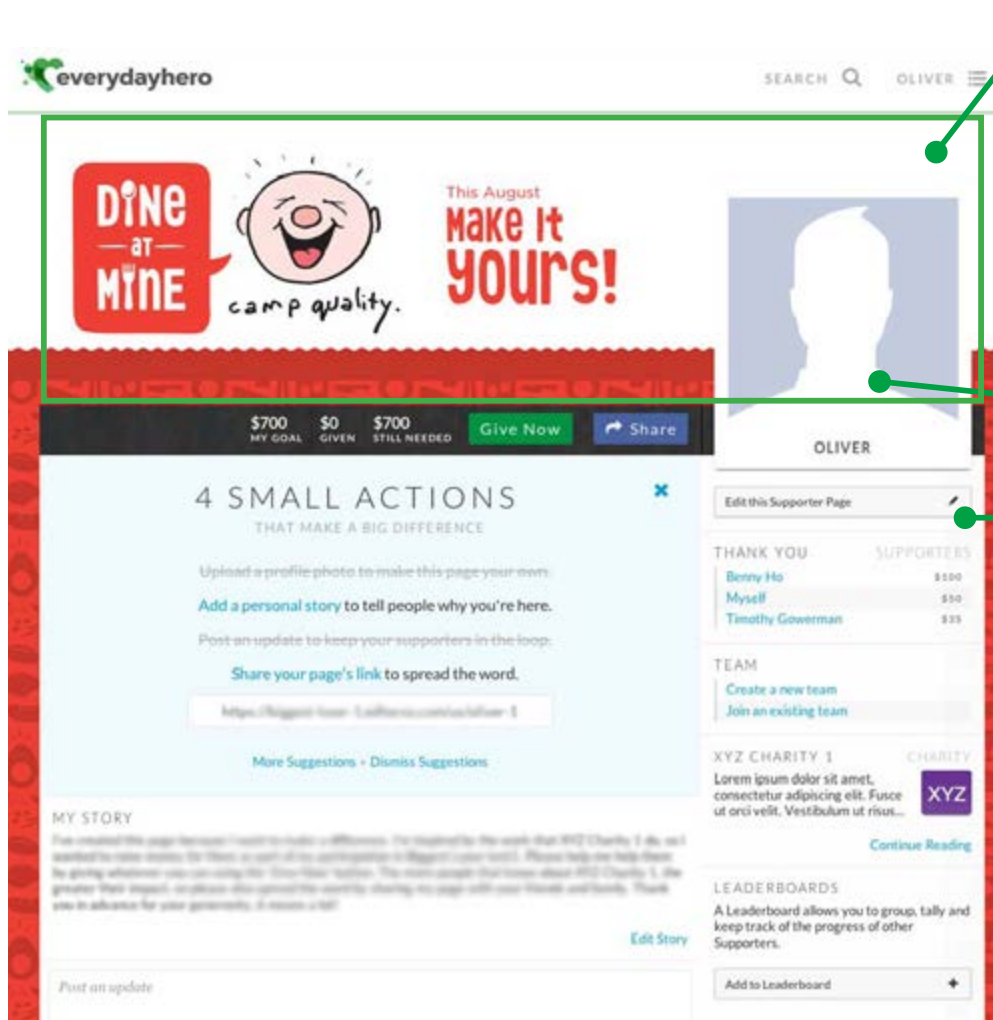
HEROIX CAMPAIGN DESIGN GUIDELINES



OPTIONAL ASSETS

- 1 Menu Links**
Links to additional content pages or external links to charity/event websites.
- 2 Custom Buttons**
235px wide x 59px high JPEG or PNG file format.
- 3 Background Images**
Image to sit behind microsite that is centred and top-aligned. Recommended width is 2000px and 2000px high, however the actual height will be dependent on length of microsite content.
- 4 Scrolling Images**
Add up to 5 scrolling images.
- 5 Secondary Content**
Place additional copy, images, videos in this column. Narrow Column: 245px wide. JPEG or PNG file format. File size limit is 1MB.
- 6 Social Media Share**
Integrate one-click social media sharing.
- 7 Youtube Video**
Insert Youtube video URL.
- 8 Additional Downloads**
PDF files for download (Maps, Posters, Flyers)
- 9 Colour Scheme**
Choose from over 270 template options or choose your own using Hexadecimal codes to customise the campaign to match charity/event branding.
- 10 Footer**
815px wide x 100px high. JPEG or PNG file format. File size no larger than 1MB.

SUPPORTER PAGE DESIGN GUIDELINES



1 Supporter Page Banner

940px wide x 290px high. JPEG or PNG file format.

The Supporter Page Banner image will scroll and disappear from view. A transparent banner (PNG) may be uploaded to appear as though it is one image. Both the banner and background image need to be uploaded as separate assets.

NOTE: The Supporter Page Photo is in a fixed position, 20px from the right edge. When designing your Page Banner, ensure that important information will not be hidden behind this Photo. To ensure this we recommend that any logo/ information is positioned on the left with a 20px indent and no wider than 282px (30%) of the banner width.

2 Supporter Page Photo

The Photo is in a fixed position, 20px from the right edge, protruding 198px vertically into the Banner with a width of 250px.

3 Background Image

2000px wide x 2000px high (3006kb file size limit)

The inclusion of a background is not mandatory but will enhance the look of the Page. A background image stays fixed while scrolling.

A logo can be included as part of the background image - either to the left or right of the main content area (top third). If a Logo is included as part of the background then a transparent banner should be uploaded so as not to obstruct.

NOTE: If a background image is not uploaded the primary colour set for the campaign microsite within Heroix will be used.

4 Supporter Page URL Convention

The campaign URL entered when creating the microsite in Heroix will become part of the Supporter Page URL as displayed below:

`[campaignURL].everydayhero.com/au/[supporter name]`

Note: The Campaign URL cannot contain underscores, full stops or commas.

