

# ONWARD

TOIGO GALA 2017

TOIGO GALA ADVERTISING SPECIFICATIONS

**SUBMISSION DEADLINE: FRIDAY, JUNE 2, 2017**

[CLICK HERE TO SUBMIT AD](#)

## OVERVIEW

Toigo encourages firms to utilize their ad as an opportunity to highlight their work / engagement with the Toigo Foundation and their commitment to leadership diversity and advancement. Our 2017 theme “Onward” reflects our desire to see every individual we serve—from Toigo Fellows and Alumni, to senior leaders in the finance industry and in our government—hold themselves personally accountable to effect change in all areas of leadership.

## AD SIZES & SPECIFICATIONS

**Trim Size:** 9.12 w x 4.75 h (Inches)

**Final Art:** Ads are full color and will be shown on-screen throughout the evening. Artwork should be in RGB format, saved as a PDF or JPG file, with a final image size of 300 dpi at 100%. Embed all fonts for PDF format; outline fonts if created in Illustrator, rasterize type if created in Photoshop. Do not include crop marks or border. Ads will be included exactly as submitted.

**If preferred, ad messages may be typeset by Toigo.** To coordinate, contact [gala@toigofoundation.org](mailto:gala@toigofoundation.org) prior to submission deadline.

## SUBMITTING ARTWORK

Final ads must be received no later than **Friday, June 2, 2017**. Please use the button above to submit your ad.

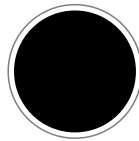
## QUESTIONS

Contact Melissa Mundy at 646.290.5260 or [gala@toigofoundation.org](mailto:gala@toigofoundation.org) with questions or for more information.

## TOIGO LOGO COLORS

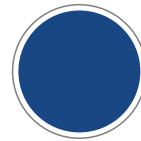
### Primary Palette

We've included Toigo logo colors—if you'd like, feel free to use/be inspired by them for your Gala ad.



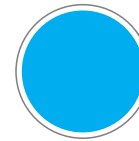
**BLACK**

CMYK: 0/0/0/100  
RGB: 0/0/0



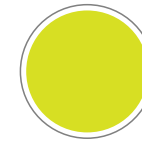
**DARK BLUE**

CMYK: 99/82/20/5  
RGB: 44/71/131



**CYAN**

CMYK: 100/0/0/0  
RGB: 0/174/239



**CHARTREUSE**

CMYK: 20/0/98/0  
RGB: 217/222/54