

We are thrilled that you are beginning a design project with us! To ensure that we are starting off on the right foot, we ask that you provide all necessary design assets, materials and guidelines as soon as possible. This will enable us to move quickly into design once the written content is approved.

NOTE: If you have a brand site, digital asset management site or similar online design resource, please provide us with a link and any other information we need to obtain continued access to that site for our design team.

For all design projects, please provide:

- ☐ Brand style guidelines
- ☐ Logo usage guidelines
- ☐ Logo (preferably as an .AI or .EPS file)
- ☐ A design template for each asset *or* a fully designed sample of how each asset should look in layout
- ☐ Brand typography/font files
- ☐ Library of icons
- ☐ Library of graphics/illustrations
- ☐ Library of photography/images

If you do not have a library of icons, graphics and/or photography, please notify us ASAP so that we can discuss sourcing stock assets (which may require additional budget).

For design projects with a partner, please additionally provide:

- ☐ Whether the project should follow your branding or the partner's branding
- ☐ Co-branding guidelines, including use of partner logos and logo lockups
- ☐ Partner's logo usage guidelines
- ☐ Partner's logo (preferably as an .AI or .EPS file)
- ☐ Any other logos necessary for this partnership (e.g., partnership tier logos, etc.)

If the project will follow the partner's branding, we will need access to the partner's:

- ☐ A design template for each asset *or* a fully designed sample of how each asset should look in layout
- ☐ Brand typography/font files
- ☐ Library of icons
- ☐ Library of graphics/illustrations
- ☐ Library of photography/images

For web design or interactive design projects, please additionally provide:

- ☐ Web standards documentation for your site
- ☐ Hosting requirements (i.e., where the webpage will be published) and information on your web environment technology
- ☐ Delivery requirements (e.g., file formats and directory structure)
- ☐ Any specific interactive elements to include (e.g., clickable text, pop-up text, hover features, embedded video, etc.) and specs for each
- ☐ Access to your asset library, such as Figma, components, relevant templates, etc.
- ☐ Specs (size/ratio/file type) for each design element needed on the webpage, such as banner images, buttons, forms, sidebars, etc.
- ☐ HTML requirements
- ☐ Any responsive design requirements
- ☐ Any accessibility requirements

For video projects, please additionally provide:

- ☐ Video brand guidelines, as applicable
- ☐ Samples of similar videos (e.g., similar length, topic, style, etc.)
- ☐ Hosting requirements (i.e., where the video will be published)
- ☐ Use of video (e.g., in an email campaign, shared on social media, presented at a conference/tradeshows, etc.)
- ☐ Desired length of video
- ☐ Desired style of video (e.g., talking heads, sizzle reel, interview, whiteboard, 2D or 3D animation, etc.)
- ☐ Whether voiceover and/or captions will be required, including any language translations
- ☐ Any copyright, licensing or usage rights requirements for both video and audio
- ☐ Library of video assets/clips

If you do not have a video library, please notify us ASAP so that we can discuss sourcing stock footage (which may require additional budget).