

Asset Guidelines

Visual Design Assets Checklist

Now that we are ready to get started on your new website redesign, we will need a few assets from you. Your marketing or communications department should be able to provide you with all these requested assets. If you have questions, please feel free to ask. We are happy to help or explain.

Logo(s) in EPS or native Adobe Illustrator (.AI) format

Please provide all acceptable use variations. The logo should be provided in a vector-based format, so we can manipulate or re-size the logo without loss of quality.

Note: Saving a raster-based file (like a JPG or TIFF) as an EPS will NOT create a vector-based file

Up to 100 High-quality images

These images do not need to be optimized for the web, but should include a nice sample of close-ups, medium-distant and wide-angle shots. Think about the content of the images; while these do not have to be the final selection for your new website design, it should reflect the type of image you would like to use.

Note: Minimum 1200px wide (JPG or PNG format). The Blackbaud Designer may crop your images for best fit.

Additional logos/other graphics in EPS or Adobe Illustrator (.AI) format

Logos for upcoming promotions, partners or event sponsors you may wish to highlight

Note: Saving a raster-based file (like a JPG or TIFF) as an EPS will NOT create a vector-based file

Any branded, non-web-safe fonts

Please provide your organization's on- and offline fonts in an Open Type or True Type format. Please make sure these are purchased with the correct Web licenses or links to [google.com/fonts](https://www.google.com/fonts) or [typekit.com](https://www.typekit.com) alternatives.

Offline materials relevant to the new design:

Any branding or internal material that emote your brand or how you would like the new website to look

Existing online and/or offline style guides:

Any materials that articulate your brand guidelines.