

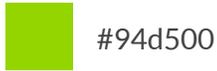
Creating Developer-Friendly Digital Designs



- 1 Break up PSDs into smaller ones. Ideally provide one PSD per comp page, per breakpoint (desktop, tablet, mobile). Smaller comps help reduce file size and allow for easier generation of JPGs.
- 2 Include preview images (i.e. PDF, JPG, PNG) of PSDs in various states .
- 3 Organize layers of the PSD into related groups and label clearly. Eliminate any unused layers.
- 4 Keep PSD dimension true to what will be used on the webpage. Ex: If a logo on the site should be 150px wide, it should be 150px wide in the PSD.
- 5 Provide images in sizes optimized for the Web, i.e. 72 dpi. If you want the image retina-ready, provide images twice the dimensions, but still at the same dpi.
- 6 Provide comps for drop-down menus and any animations.
- 7 Think fluidly about the website, not just from a two-dimensional print perspective. Describe what the site should look like beyond the main width, such as how it transitions to larger monitor resolutions than the comps provide.
- 8 Give developers information on specific fonts used and how to get font files. Subscription and other hosted fonts (like Google) are suggested.
- 9 Consider providing a style guide (See back for example).

Sample Style Guide

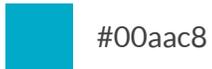
Web Colors



#94d500



#00748c



#00aac8



#f38a00

Header Fonts

Header 1

Lato Regular 30px #3f3f3f

Header 2

Lato Regular 26px #3f3f3f

Header 3

Lato Regular 20px #3f3f3f

Default Font

Lato Regular 12px #3f3f3f

Spacing (leading) 22px

Line Height (tracking) 10px

Font Source/Subscription

Google Fonts

General Table Example

COLUMN ONE	COLUMN TWO	COLUMN THREE
Lorem ipsum	Quisque sit amet	Etiam at leo
Duis in lectus	Aliquam suscipit	Fusce vel ipsum
Vivamus semper sem	Donec eget augue	Mauris dictum
Phasellus cursus	liquam pellentesque	Donec a arcu blandit

Behaviors/Other Notes

- Background colors/graphics should adjust to 100% of the screen.
- The content container should have a maximum width of 1024px.
- On the main menu, sub-menu items should animate down on hover.