

Boingnet Design Guidelines

General Design Guidelines

- Adobe Illustrator or Photoshop mock-up preferred
- Mock-up should be prepared in pixels. (Inches, points, etc are not suitable for web or email)
- At a minimum a mobile and desktop mock-up should be provided. Desktop mock-ups typically work on tablet.
- Color Palette: Provide layout color palette in Hex, RGB, or RGBA format only.
- Use character styles in Photoshop and AI for consistency
- Note any effects such as text shadow or drop shadow if not easily visible.
- Package Photoshop and AI projects to include all images and fonts used.
- Design for code not images

Landing Page Design Guidelines

- Use a grid layout/framework. We recommend the Bootstrap 3 framework. Bootstrap AI and PSD files are included
- Use web safe fonts or fonts available on <https://fonts.google.com/>. Provide a minimum of 2 additional fonts for fall back if the default font choice is not available on the users device.
- Full width background images should be prepared at a 16:9 ratio at the recommended width and height of 1920px x 1080px.
- Images should be compressed to keep the file size small for quicker loading on the web. Full width background images should be compressed to less than 500kb.
- Images with effects should be exported with the effect. i.e. transparent overlay colors
- Include a design for hover effects for elements such as buttons
- Define all form fields in mock-up
- Indicate which form fields are to be prefilled with data from the contact list
- Indicate which form fields are required
- If a Thank You page will display upon form completion, then include a desktop and mobile mock-up for this page as well.

Landing Page Additional Information

- Grid System Information: Bootstrap 3 <http://getbootstrap.com/>
- Google Fonts <https://fonts.google.com/>

Email Design Guidelines

- Maximum email width 600px
- Use web safe fonts only. Email clients provide little to no support for fonts available through <https://fonts.google.com/>. Provide a minimum of 2 additional fonts for fall back if the default font choice is not available on the users device.
- Maximum image width 600px
- JPEG provides the best support for all email clients, PNG and GIF do not render on all email clients.

Mock-up Etiquette

- Name all of your layers. Be concise and descriptive.
- Group related layers together. For example, if you have a button you'll probably have one layer for the background and one layer for the text. Put those in a group called "Button" (or similar).
- Group sections of the site. You might have the entire header area in a group called "Header", the entire footer in a group called "Footer", and so on.
- No half pixels. Pixels must be whole numbers. i.e. 14.5px is incorrect
- No opacity on text, unless a required effect
- Note any additional effects if not easily visible
- Clean up and delete unnecessary layers from mock-up
- Spell check all content to ensure that it's complete and accurate

Landing Page and Email Content Notes

- Define all form fields on landing pages, make sure data list includes mappings for these fields to be updated
- Define form fields that should be prefilled with data
- Define form fields that are required
- Include all URLs/links if outside of Boingnet system

Downloads

- Download Boingnet landing page and email grid layouts at <http://www.boingnet.com/wp-content/uploads/2017/05/Boingnet-Grid-Layouts.zip>