Web Design Handover Assets

Here is a shortlist of the assets that will need to be transferred from the Creative Team to the Development Team during a web build. More details are included in the Web Design Handover Form.

**Client: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Project Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Asset Location** (examples: Dropbox, Microsoft Teams, etc): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Assets:**

* Project Charter / Creative Brief
* Functional Requirements / Functional Annotations
* Customer Journey Map / User Stories
* SEO MetaData & Google Analytics Strategy
* UTM Taxonomy
* Custom Tagging / Tracking Plan / Value Engagement Plan
* Site Map / Content Map
* Wireframes / Prototype
* Link Matrix (website and email)
* Style Guide / Branding Doc (for website, email, banner ads, iCVA, either combined or separate)
* Website Assets:
  + Layered INDD, PSD, AI files
  + Sliced/optimized images
  + Audio files
  + Video files
  + PDF files
  + Fonts
  + Copy Manuscript
* Changelog
* Checklist – inventory of all elements, including any pertinent instructions and/or comments

Web Design Handover Form

**Client: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Project Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Asset Location** (examples: Dropbox, Microsoft Teams, etc): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Branding/Marketing**

Assets:

* Style Guide / Branding Doc
* Project Charter / Creative Brief
* Stakeholder Matrix

**Colors**

Assets:

* Palette (sent as image or document)

or

* Hex codes: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Logo**

Assets:

* Standard Logo
* Any variations in color/design (example, white on transparent or black)

**Design**

How many page designs are there? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Assets:

* Clearly labeled page designs as layered .ppt, .eps, or .ai files[[1]](#footnote-1)
* Prototypes such as Axure or InVision1
* Responsive Grid Layout
* Screens for Mobile, Desktop, and Extra-Large
* Design Notes that detail anything not obvious in the design—hover behavior, functionality, UX, design elements that might be missed, etc.

**Information architecture (IA) / Site Map**

Assets:

* IA / Site Map as Text or XML file
* Customer Journey Map / User Stories

**Media Files**

Assets:

* Images (Clearly labeled and appropriately cropped/resized)[[2]](#footnote-2)
* Icons (if images)
* Videos
* Audio files
* PDFs (brochures, news releases, etc)
* Design Notes specifying where Media Files go if unclear in design

Will any cropping / editing / sourcing be required by Body1?  Yes  No

**Typography** (fill out all that are relevant)

Body / Paragraph: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

H1: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

H2: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

H3: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

H4: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

H5: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

H6: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Other fonts used: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Are all fonts available as Google/web fonts?  Yes  No

Assets:

* Font files, if unavailable as Google/web fonts
* Icons (if font)

**Content/Copy**

Is all content written / being provided?  Yes  No

Will Body1 need to write / develop any content?  Yes  No

Assets:

* All web content/copy as a text file

**SEO** (Include all that are relevant)

Assets:

* Metadata (description, tags, etc)
* SEO/SEM Plan
* UTM Taxonomy
* Custom Tagging / Tracking Plan / Value Engagement Plan
* Google Analytics / Google Tag Manager account access

**Privacy, Security, and Accessibility**

Who Will Provide SSL Certificate? (Assumption is Body1 unless told otherwise): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Will there be Personally Identifiable Information?[[3]](#footnote-3): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Accessibility Requirements: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Assets:

* Metadata (description, tags, etc)
* SEO/SEM Plan

Format Guidelines – Images, Videos, Text[[4]](#footnote-4)

# Flat Images – Photos, Banners, Background Images, Product Images, etc.

## File types:

* .jpg / JPGG image
* .png / PNG image

## Please do not send images in a Word Document. Images should be cropped, resized, and formatted as they will appear on the website

# Layered Images – Logos, Banners, Images with Text on Them, etc.

## File types:

* .psd / Adobe Photoshop Image
* .ai / Adobe Illustrator Image
* .indd / Adobe InDesign Document
* .eps / Transferable across multiple programs
* .pdf / PDFs can be saved as layered files, but aren’t always layered

## Layered files are useful, but do not replace flat images. Please send all images used on the website as separate, flat image files

# Videos

## File types:

* .mp4 / MP4 Video
* .avi / AVI Video – if editing is required
* Links to uploaded videos on YouTube or Vimeo

# Text

## File types:

* .txt / TXT file
* .doc / Microsoft Office Word Document
* .docx / Microsoft Office Word Document

## Please do not send text as a .pdf. Text files should contain full website copy, clearly indicating where the text should appear

1. Layered files and Prototypes are not a replacement for images, color palettes, text files, and other assets [↑](#footnote-ref-1)
2. All images should be provided in the format they’ll appear on the website [↑](#footnote-ref-2)
3. Body1 is HIPAA Compliant [↑](#footnote-ref-3)
4. These guidelines should cover 99% of assets, but we can accept other formats in special circumstances [↑](#footnote-ref-4)