



## Website Preparation: What We Need From You

When you have the material ready, have your contact person provide Black Cap Design with some or all of the material listed below (the more information we have the better). If your organization has a style guide, please include a copy.

- Electronic copy of your logo
- Your colour scheme
- List of preferred fonts
- Pictures
  - This may include images of your organization, building, staff, board and events
  - Stock photos (pictures purchased for your marketing material)
- Your preference for a one, two or three column layout
- Links to example sites, with comments about why you like these websites
- An outline of your goals, mission and/or organizational philosophy
- Testimonials
- Newsletters
- PDFs you want included on your site
- Links / logos (for other organizations) that you want included, such as:
  - Funders
  - Community partners
  - Resources for clients
- Content
  - A separate digital file containing content for each page on the site; can be produced in any word processing program (Word, OpenOffice)
  - If Black Cap Design is writing the content for you, you will need to provide copies of all of your marketing material