DIGITAL ASSETS CHEAT SHEET

GENERAL INFO

- All images should be at 72 dpi, RGB
- PNG is preferred for photographs/artwork with text. PNGs should be saved as 24-bit.
  - To decrease the file size in PNGs, use TinyPNG. It’s super easy to use and compresses the graphics by a significant amount. [tiny.png.org](http://tiny.png.org)
- JPG should be used for photos only. Quality range should be medium to high
  - To decrease the file size in JPGs, use TinyPNG/JPG. [tiny.png.org](http://tiny.png.org)
- HEX code for IPFW blue is #003F87
  - Designers should use this to design Web assets as opposed to CMYK or Pantone
  - Do not send Web Team PDFs to approve. They need to see the final product (PNGs, JPGs, etc.).
  - Include the EO/EAU to all digital assets (unless the EO/EAU statement appears elsewhere on the webpage)
- “Anti-aliasing” of typography and artwork supports legibility
  (Social media is always changing so be sure to alert the design team if digital assets do not comply.)

WEB

IPFW.edu HOMEPAGE BANNER

- Leave space for left navigation
- NOT clickable, include call-to-action (CTA) vanity URL

974 x 347 px

204 px

32 px

REQUEST INFORMATION  VISIT IPFW  APPLY NOW  BROWSE CLASSES  REGISTER FOR CLASSES  GIVE TO IPFW

IPFW NEWS  SPOTLIGHTS  UPCOMING EVENTS

204 px

132 px

IPFW
A Distinguished Community Engaged University

Advertisement for Fall 2017; New Transfer and Student Success.
SECONDARY HOMEPAGE BANNERS

- CLICKABLE, do NOT include CTA vanity URL
- CTA most prominent feature
- Include a visual indicator to encourage a click

**700 x 300 px**

TWO-COLUMN WEBPAGES

**700 x 205 px**

CAMPAIGN/EVENT LANDING PAGE

- NOT clickable, do NOT include vanity URL as this is the final destination
- Banner copy/design should confirm to the viewer they are on the correct page
- Banner CTA should reiterate CTA in the body copy

TWO-COLUMN LANDING PAGE

- CLICKABLE, do NOT include CTA vanity URL
- CTA most prominent feature
- Include a visual indicator to encourage a click
THREE-COLUMN WEBPAGES

CAMPAIGN/EVENT LANDING PAGE

- NOT clickable, do NOT include vanity URL as this is the final destination
- Banner copy/design should confirm to the viewer they are on the correct page
- Banner CTA should reiterate CTA in the body copy

THREE-COLUMN LANDING PAGE

- CLICKABLE, do NOT include CTA vanity URL
- CTA most prominent feature
- Include a visual indicator to encourage a click
- Photographs not recommended, graphics/text only

WEB PROMOS/BUTTONS

- CLICKABLE, do NOT include CTA vanity URL
- CTA most prominent feature
- Include a visual indicator to encourage a click
- Photographs not recommended, graphics/text only
SOCIAL MEDIA

FACEBOOK

- Cover
  ▪ CLICKABLE, include CTA vanity URL in image caption text
  ▪ CTA most prominent feature
  ▪ Include a visual indicator to encourage a click

- Post
  ▪ CLICKABLE, include CTA vanity URL in image caption text

SNAPCHAT

- Cannot include any logos, EXCEPT for university logos
- Recommended to keep buffer zone clear of important information
- Keep center clear and open for photos, limit copy to a few words
EMAIL/NEWSLETTER

FIRE ENGINE RED

600 x 200 px

GENERAL INFO

- Image sizes change based on template and publisher used. Considerations:
  - What publisher is being used? (Mail Chimp, Constant Contact, etc.)
  - What template is being used?
  - Is the template responsive? If yes:
    - Release design as transparent PNG parts for the client to build with code OR
    - Release 2 flat images, one for desktop views and another for tablet and mobile view defined by a media query