

Change Requests

Asset Details

File Formats Accepted By Q4



Figma

We encourage clients to provide files in Figma format as it is our main design/developent hand off tool. You can share the design file through your Figma enterprise account, making sure that the inspect feature is available. Alternatively, you can provide the file to our design team to upload to Q4's enterprise account.

- Include all pages mocked up
- Include all font files and web font files used
- Mobile designs
- Style guide



Sketch

Sketch is our second choice of software. You can send your files to the Q4 team or share the designs via the new sketch Cloud Inspector.

- Include all pages mocked up
- Include all font files and web font files used
- Mark all assets for export
- Mobile designs
- Style guide



Adobe XD

Our team will also accept XD files, although this is our last resort file format preferred. XD lags behind Figma and Sketch and often complicates the development.

- Include all pages mocked up
- Include all font files and web font files used
- Mark all assets for export
- Mobile designs
- Style guide



Styleguide

Q4 will provide a Style Guide template to be completed for use by the Q4 development team. This document will contain all styles used throughout your newsroom and will include some of the following elements:

- Typography (H1, H2, H3, p)
- Hyperlinks, Buttons and CTAs
- Colour Palette
- Fonts

Once complete, send to your Activations Manager for review. If your company has a style guide that includes all the information in our styleguide template, please forward the file or link to us in place of the Q4 document.



Logo

Please provide logo in SVG or PNG format. SVG is a vector format is therefore preferred.



Fonts

Fonts should be specified in the style guide document. If the typefaces are not free fonts (commercial fonts), a typography package must be provided along with the design mockups. Please include web and desktop font formats (WOFF, OTF/TTF, WOFF2, SVG, and EOT). If providing 'typekit' fonts, please whitelist access for 'q4inc.com'



Colour Palette / Swatches

Corporate identity colours should be included within the styleguide document, design handoff tool or as an .ASE file. Please ensure colours are in HEX or RGB values.



Content

Please provide content for all site pages in an editable format (Word, Excel, Google Doc).



Icons / Graphics

Provide any icons, including icon file formats (PDF, EXCEL, HTML, RTF, XBRL, ZIP, etc), arrows and other graphics in vector format (.svg, .ai, .eps). SVG format is preferred.



Images & alternative (Alt) Tags

Please send all necessary images in high-quality format. Images for banner areas should be at least 1920 px in width and all images should be accompanied by alternative (alt) tag text. Please provide alt text for images that provide context to the content or page. If the image is purely decorate or described in text nearby it does not require alt text.

Image Alt Tags Best Practices

- Describe the image & be specific.
- Don't start alt text with "picture/image of..."
- Add context that relates to the page topic
- Use your keywords, but sparingly.
- Keep your alt text fewer than 125 characters.
- Review for spelling errors

Note: We do not provide any image retouching services so please ensure the images are edited to your liking.



Videos

- Videos used on the page as a marquee as part of the design must be a maximum 1,000 kbs and in mp4 format.
- We recommend a maximum of 20-30 seconds.
- Mobile screens: Provide a static image for the mobile version of the site. Video is not recommended as it requires excess bandwidth and decreases load speed.
- Video files posted to the site using 3rd party API (ie. Multimedia page): Brightcove HTML 5, Vimeo HTML 5 and YouTube
- Please provide us with the player URL and the embed code for each video.

If providing a video for the hero banner, these are our recommended specifications:

Time	00:08 seconds	Frame Rate	23.98 frames/second
Dimensions	1200px x 558px	Size	Total file size of 651 KB



Requirements

- Please include interactions in your styleguide or web prototype. You can also create a duplicate artboard where you show hover states, dropdowns, active search, etc.
- Please provide a style guide for web assets, not print materials.