Q4 ACTIVATIONS

Studio Plus Requirements

In order to align the design of your new Studio Plus website with your company's brand, we will require the below assets to develop the site.

Timeline Overview

Planning & Information Collection	Development	Site Acceptance Period	Site Deployment
	17 Days	14 Days	1 Day

Planning Time Variable

32 Days To Launch After Development Starts

To provide each of our clients with the attention and dedicated team of experts we promise in our service agreement, we will assign a developer to your website for the duration of the build and site acceptance review as outlined here. Please ensure you can dedicate time to the project, especially during the site acceptance period, to finalize the site within this timeframe.

Site Acceptance Period

14 Days

Days	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	Day 8	Day 9	Day 10	Day 11	Day 12	Day 13	Day 14
Client Team	Round 1: Initial Review					Round 2: Second Review				Site Approval				
Q4 Team		Update Feedback						Update Feedback			Pre-Production Testing			

Style Guide

Please provide a comprehensive style guide to be used by the Q4 development team. This document should contain all styles to be used throughout your website and should include some of the following elements:

- Guide for the logo (usage, color options, sizing)
- Color schemes (the brand colors, including gradients and contrast ratios)
- Typography (brand fonts & when to use them i.e. headings, body text, links, etc.)
- Components like Buttons and Forms (including interactions like hover states)

Once complete, send to your Implementation Manager(IM) for review. If your company does not have a style guide that includes the above information, your IM will provide you with a template to be completed by your team.

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, X8RL, 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.
- Add context that relates to the page topic
- Keep your alt text fewer than 125 characters.
- Don't start alt text with "picture/image of..."
- Use your keywords, but sparingly.
- 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.

Dev Ready Requirements

Navigation & Search

The Q4 development team requires submitted designs to show how the intended navigation and search functionality will behave. Please include levels 2 & 3 if applicable.

Mobile Design

Please include in your designs how the landing page will be displayed in a mobile device. Required items are:

- Hero banner size
- Navigation functionality
- Search functionality

Disclaimer: Pages that are rich with media/ graphics and/or complex content require mockups to be provided as well.

Microinteractions & Hovers

Microinteractions convey system status, support error prevention, communicate brand and can make the experience engaging. Microinteractions may include additional charges depending on the scope of work.

Style Guide

Please ensure the following elements are included in the style guide mentioned above:

- Grid & Breakpoints
- Vertical Spacing
- Typography (Desktop & Mobile)
- Color schemes
- Hyperlinks, Buttons and CTAs
- Input Fields & Forms
- Accordions, Tables & Dropdowns

* Please also ensure your style guide is for **web assets** and not print materials.

File Formats Accepted by Q4

Figma

We encourage clients to provide files in Figma format as it is our main design/development 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

Useful Accessibilty Information

Accesible designs allow for users of all abilities to understand, navigate and interact with your page/ product. Accessibility is about ability, not disability. Accessibility takes into account all types of users, including those with hearing, cognitive, motor and visual impairments.

4 Principles of WCAG guidelines: POUR

Perceive

- Ensure information and user interface components are presented in ways the user can perceive. If they can't be perceived, they do not exist. If the user doesn't know it is there, they will not be able to access it.

Operable

- Ensure all user interface component navigation is operable. Not everyone uses a mouse or keyboard.
- Make sure it is accessible for users with other types of input devices.
- Users should have access to all of the content, be able to navigate in it, within it, through it and out again.

Understandable

- Meaning of the content and functionality of the site must be understandable.
- Content must be clear, must be predictable and when interactive, it must provide the user with sufficient information so the user can take proper action.
- Can I read it? Do I understand it? Can I predict how it will behave?

Robust

- Ensure content is created in a way that communicates with all technology a user uses.
- Try to maximize technological compatibility to future proof your product.

Structure, Hierarchy & CTAs

Creating and maintaining a consistent hierarchy in your site will help users leveraging keyboard navigation to access your content. These users require headers and links to navigate webpages. Use clear and descriptive headings and titles, so users can understand the structure and how the content relates to one another.

Call to action (CTAs) should not be buried and need to be big, bold, powerful, and clearly stand out as the action your visitors should take next. Only 47% of websites have a CTA button that can be spotted in less than three seconds. So there's a coin flip chance that you fall into the group that takes longer. That's not the category you want to be in. You can't properly drive users without an effective CTA button.

CONSISTENT HEADING HIERARCHY

H1 Heading

H2 Heading

H3 Heading

H4 Heading

INFORMATIVE CTA

View All News

HEADINGS OUT OF ORDER

H2 Heading

H1 Heading

H4 Heading

H3 Heading

GENERIC CTA

Learn More

READABILITY

Button — PASSES — Contrast Ratio: 8.91 — WCAG AA Required Ratio: 4.5

Button — FAILS — Contrast Ratio: 1.8 — WCAG AA Required Ratio: 4.5

COLOR CONTRAST FOR BLINDNESS

Normal Vision: Button (Green) Button (Red)

Color Blind: Button (Green) Button (Red)

Color Contrast

Use contrasting colors: People with visual impairments find it difficult to discern text from a background colour if there isn't enough contrast.

Use more than color to communicate visual cues: You can use text labels or patterns so those with visual challenges can discern information. Other visual cues, like bold or underlined text or using shapes and different sizes, can also be effective ways to deliver your content.

Use contrasting Images: An image MUST NOT include informative text if an equivalent visual presentation of the text can be rendered using real text (unless the text is essential — such as a logo — or the font, size, color, and background are customizable.) Please make sure your background images provide high enough contrast if text will be overlayed on top.

Levels of Conformance

A — If your digital product doesn't meet single A Level of conformance, you are excluding users with disabilities from accessing your content. They are effectively blocked.

AA — If AA Level is not met, users will likely experience frustration, difficulty or inefficiency accessing your content.

AAA — Level AAA conformance tends to be for specialist websites due to strict criteria. Although specific to these types of sites, meeting AAA level conformance is still recommended and helpful to companies who understand the requirements.

W3C® WCAG 2.0