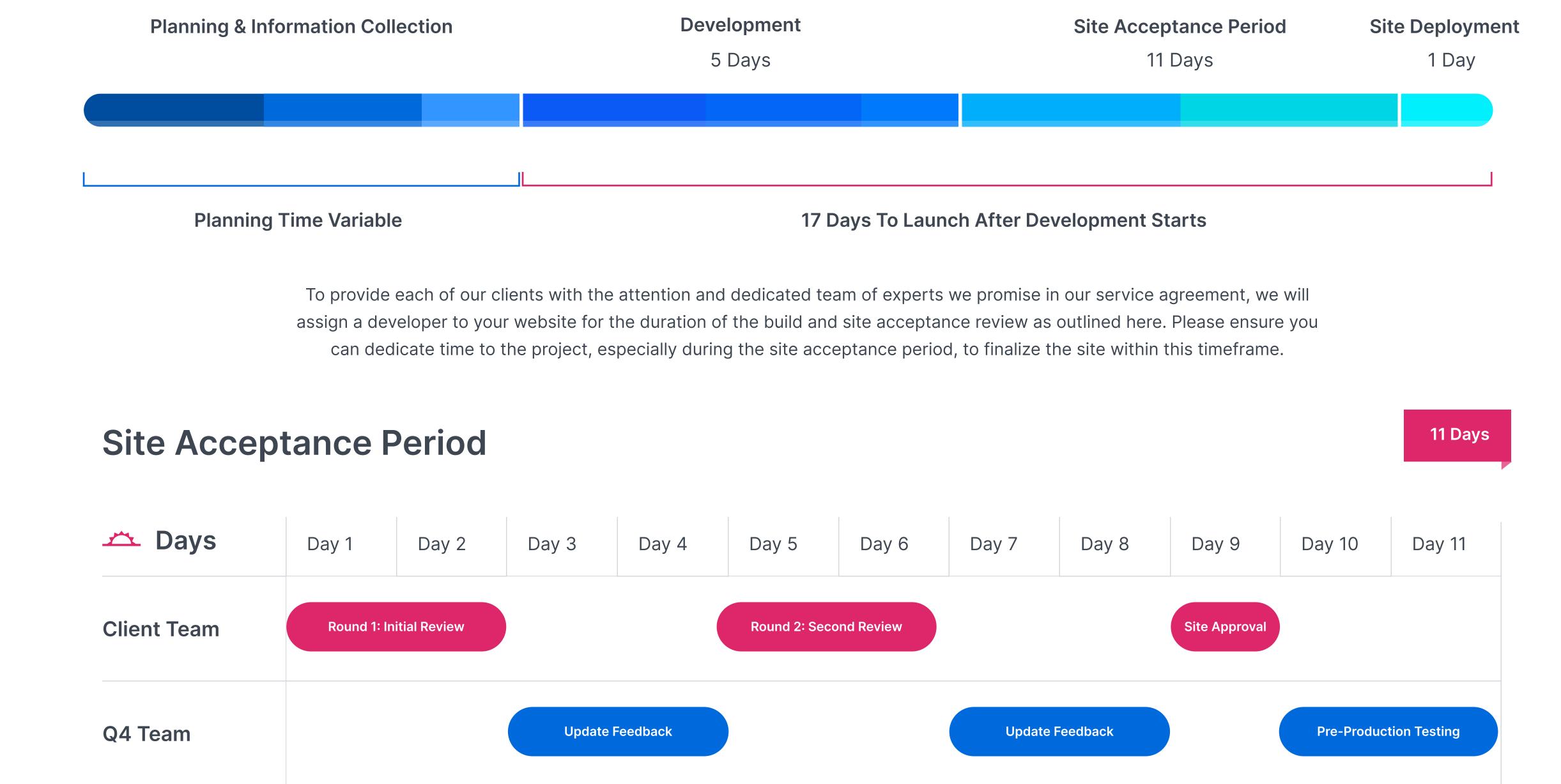
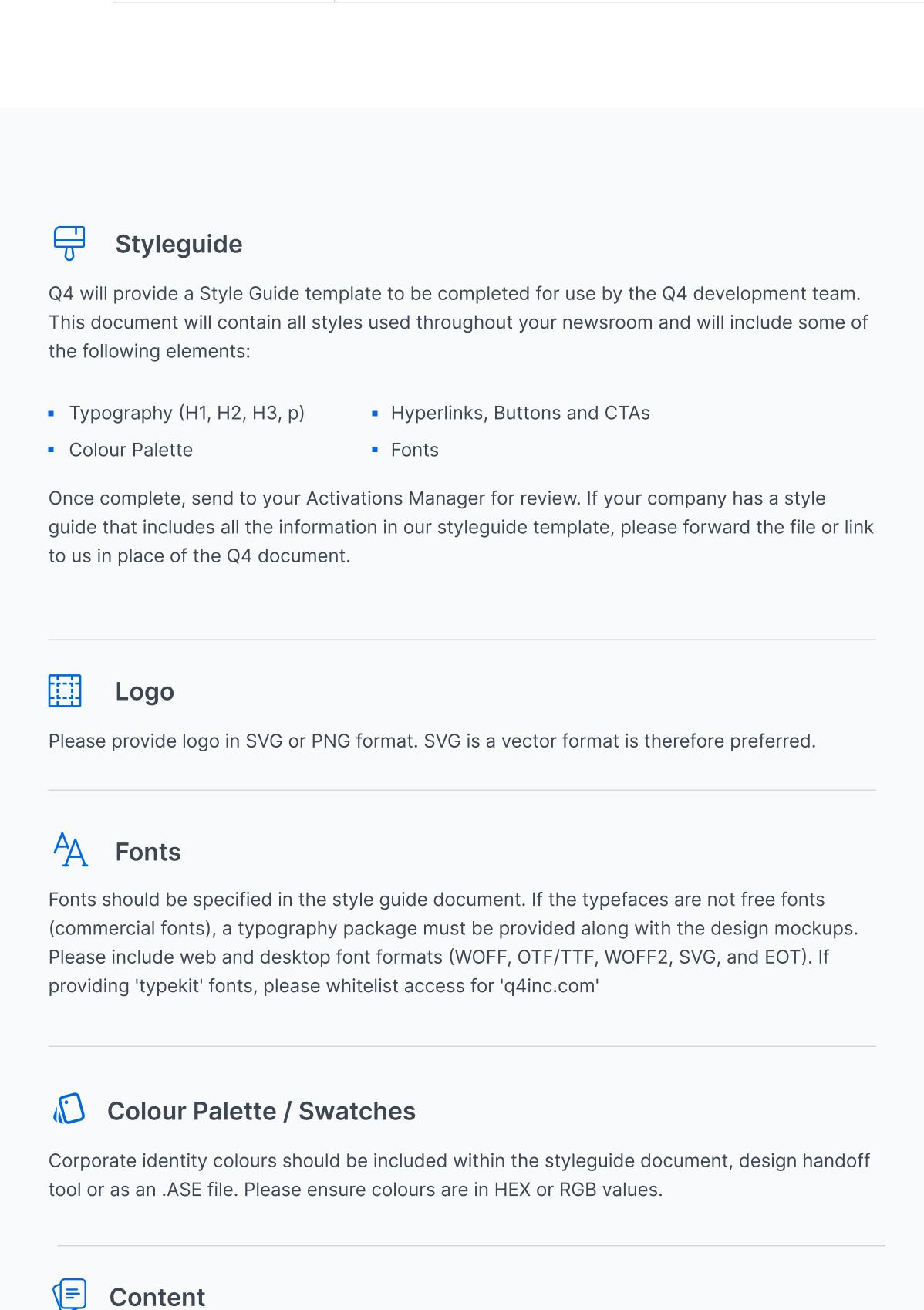
Q4 ACTIVATIONS

these assets to develop the site.

Studio One Requirements In order to align the design of your new Studio One website with your company's brand, we will require

Timeline Overview





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

Please include interactions in your styleguide or web prototype.

states, dropdowns, active search, etc.

You can also create a duplicate artboard where you show hover

Requirements

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

Icons / Graphics

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..."

Use your keywords, but sparingly.

Review for spelling errors

• Keep your alt text fewer than 125 characters. Note: We do not provide any image retouching services so please ensure the images are

Add context that relates to the page topic

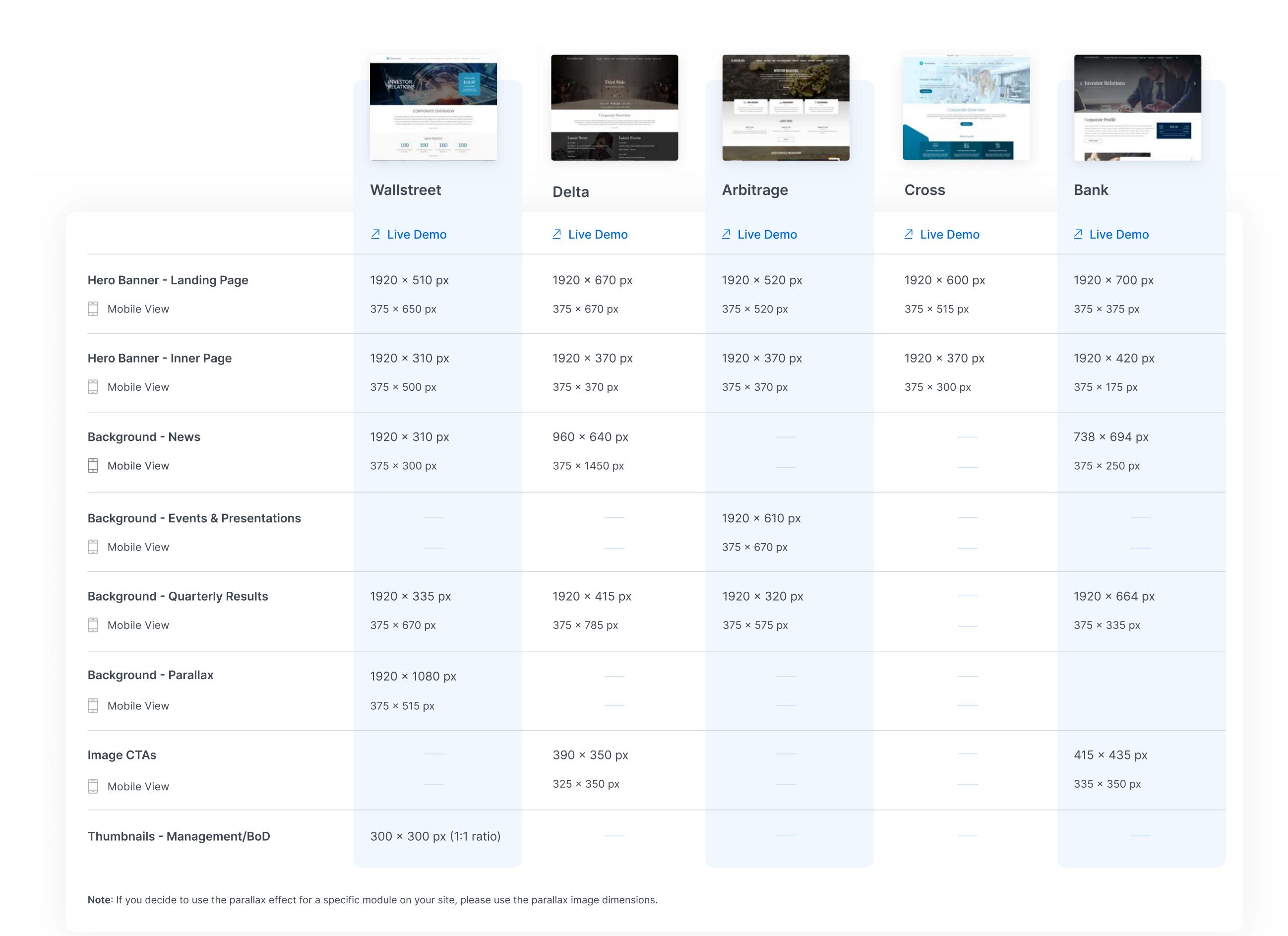
edited to your liking.

Vimeo HTML 5 and YouTube

- **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,
- 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
- Please provide a style guide for web assets, not print materials.

Theme Image Specifications

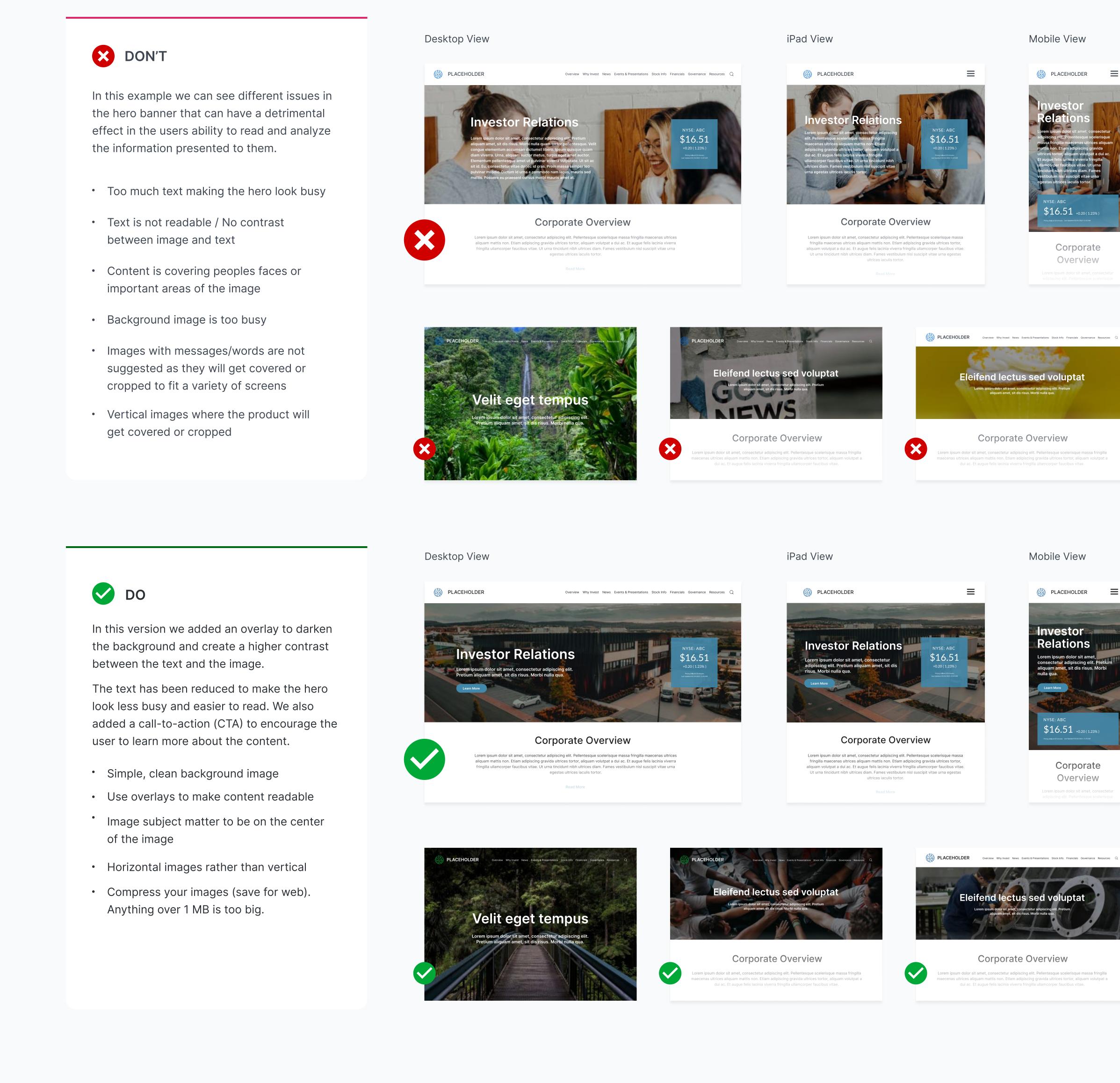
These are the image specifications for each of the different modules on our themes. If you require specific focus-spots, provide images cropped at different breakpoints (as outlined below).



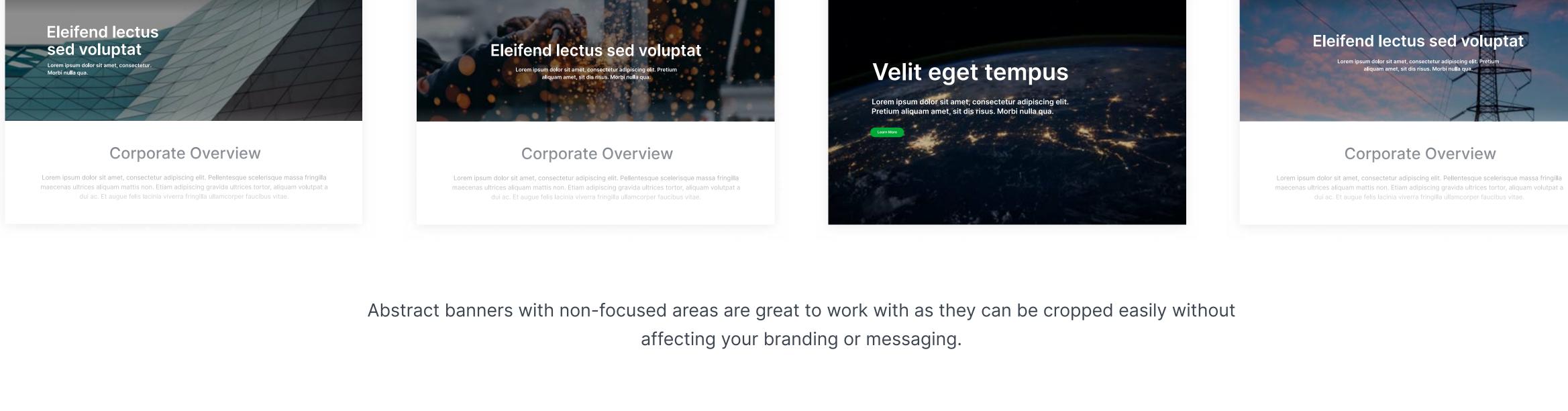
Hero Images Do's and Don'ts

If the hero image is doing its job properly and effectively, it will capture the attention of users, communicating the essential idea or message that your business wants to convey.

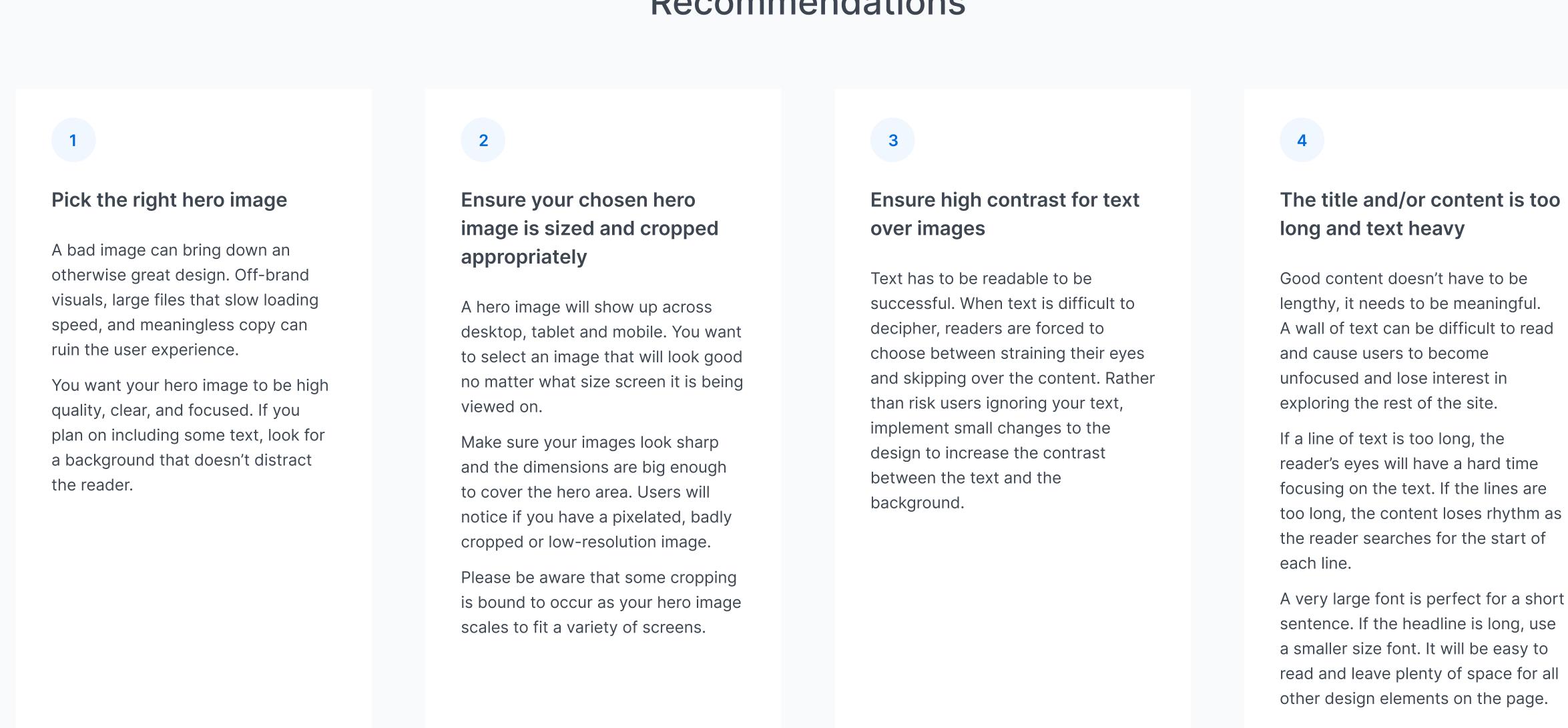
Generally speaking, the hero image is the very first thing that catches the eye of a user when they land on a web page.



More Examples Overview Why Invest News Events & Presentations Stock Info Financials Governance Resources Q PLACEHOLDER Overview Why Invest News Events & Presentations Stock Info Financials Governance Resources



Recommendations



PLACEHOLDER

DESIGN LIBRARY

Q4INC.COM

Corporate

Overview

Corporate

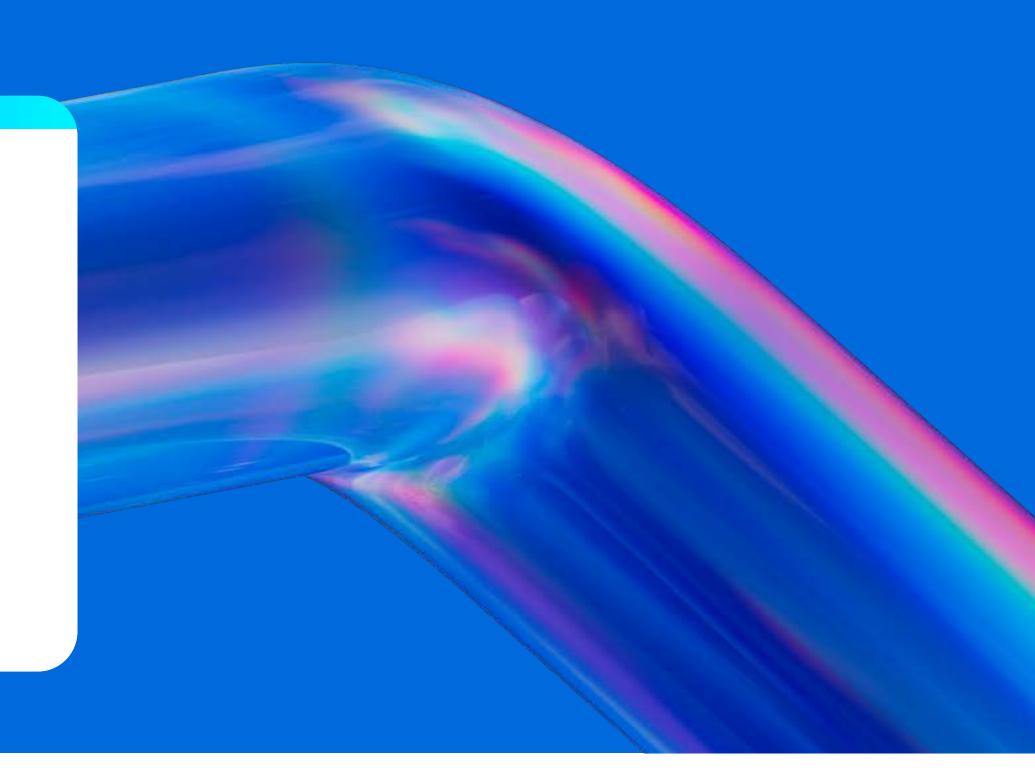
Overview

PLACEHOLDER

04 ACTIVATIONS

Digital Accessibility

The concept of accessible web design and development ensures easy access online-be it unassisted or through assistive technologies-for people of all abilities. Whether someone has a cognitive disability that requires simple content and navigation, or a visually impaired user utilizing a screen reader to read a wed page, there are many reasons to make /our website accessible.



Why It Matters

Inclusive design

With inclusive design, your website is effective for all users, all the time, without adaptation. Regular accessibility checks can provide you with the information you need to create and maintain an inclusive web presence.

Better user experience

An accessible digital presence means people of all abilities can use your website as intended. With special attention to navigation, ease of use, text clarity, and more, accessibility best practices benefit all users.

Compliance

As a growing amount of legislation around the world requires organizations to follow a unified set of Web Content Accessibility Guidelines (WCAG 2.0), we provide the resources you need to create an inclusive digital presence.

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

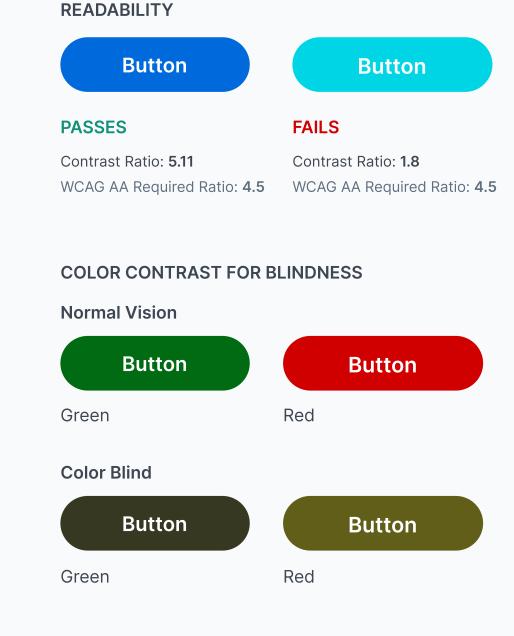
H1 Heading

H4 Heading

H3 Heading

GENERIC CTA

Learn More



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



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.



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.

