New Project Assets Guide

Like a cake, every new project requires ingredients in order to start the design process. Whether it be construction documents, brand standards, logo files, or photos, there are specifics that help ensure success. We hope that this guide helps you understand what is needed to begin the design process.

Of course, if you have any questions don't hesitate to reach out to us at **office@alphabetshop.com**

What we need to get started.

NEEDS

Please provide a brief idea of your needs in an email. It's always best to be overly communicative. The more we know the better. If you don't know if something might fall into our expertise, include it in your needs list and we can let you know if we are a good fit. Good work starts with a great idea.

BRAND/ LOGO ASSETS

Please share any brand standards or identity guidelines that you might have. Brand standards ensure we understand how to properly use and apply your logo, colors, and other brand assets.

Brand standards typically include:
- Logo Files- Vector logo files, any variations, usage guides
- Brand Colors - PMS, CMYK, RGB, and/orHEX
- Brand Fonts - Font name, .TTF
- Brand Patterns/ Textures
- Brand Imagery/ Photography - Owned/Licensed files

DOCUMENTS

Construction documents consist of the specifications, drawings, requirements, and modifications, which have been approved for a construction project. Construction documents provide a detailed look at the entire scope of the project and a better understanding the space.

Construction Docs/ Info needed:
- Physical location: Address, City, State, Zip
  - New construction or existing structure?
- Landlord/Property criteria
- Fit + Finish (FFE): Typically developed by Interior Designers with the furniture, fixtures & equipment
- Architectural Plans:
  - Elevations: scaled elevations int. and ext. of site
  - Site maps: scaled overall site plan of property
  - Floor plans: scaled plans showing rooms, spaces and physical features of each level

MEASUREMENTS

If you are able to provide physical measurements of walls and surfaces along with photos we can typically work quickly off of these and provide accurate scaled designs prior to doing our own physical survey.

Tips for providing measurements:
When measuring walls and surfaces always provide measurements with width first then height (Width x Height) using inches or centimeters. Include any doorways, windows or other obstructions. Including photos helps us scale designs using the provided measurement.

PHOTOS

Photos are used for developing accurate scaled mock-ups and proofs of concept. Good, clear photos are the best and there is no such thing as too many photos so get snappy with it.

Tips for providing photos:
When taking photos use a quality phone or digital camera and share large sized images. Straight forward shots are always best. Angles can make scaling difficult. Provide several shots of both the interior and exterior and anything else that would be helpful to design
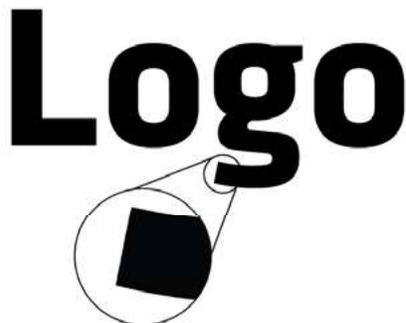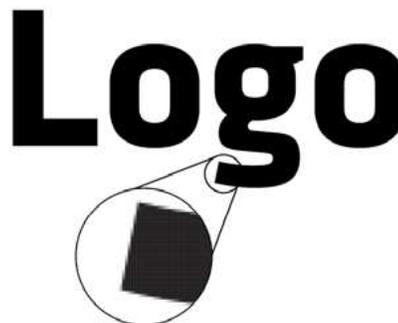
File types
vector vs. raster

"DPI" (dots per inch) is a unit to describe the resolution. For web application, monitors only support up to **72 dpi**. For print applications **300 dpi** (high resolution) is recommended for images and graphics. When sharing images and brand assets with designers, it's always best to send a larger file than needed.

VECTOR (COMPRISED OF POINTS AND CURVES)	RASTER (COMPRISED OF PIXELS)
SCALABILITY & CONVERTIBILITY	
Scalable without quality loss Convertible to raster	Scalable but with quality loss NOT convertible to vector
FOR WEB USES (72 DPI)	
Source Files logos, icons, other hard-edged graphics	**Output Files** web graphics on screen
FOR PRINT USES (300 DPI)	
Source Files digital printing, off-set printing, fabrication	**High Resolution Print Files** digital printing
FILE FORMATS	
.ai .eps .pdf .svg	.jpg .gif .png .tif

Vector File Example

Raster File Example

VECTOR FILES

- Graphics are comprised of many points and curves in mathematical formulas.
- Flexible and infinitely scalable without losing the quality.
- Vector graphics can be found on logos, patterns, or icons.
  The common file types are EPS, AI, PDF*, and SVG.

Adobe Illustrator (.ai) – *preferred* Adobe illustrator is a popular vector-based design program. It's also a most common and default file type.	**Portable Document Format (.pdf)** (Self-contained document. Vector images, fonts, and graphics will be preserved and displayed correctly. Not flattened)
Encapsulated PostScript (.eps) (Vector files. They can be opened outside of Adobe Illustrator.)	**Scalable Vector Graphics (.svg)** (XML-based vector image file format. It can be supported by web browsers.)

- Vector files can later be converted to raster (JPGs or PNGs) to support the web uses.
- PDF vector files must not be flattened. Press quality or flattened pdf will lose quality and resolution during the scaling process.

RASTER FILES

- Images are comprised of many colored pixels (square building blocks).
- Due to the fixed number of pixels, the resolution can be lost during resizing or scaling.
- Raster images can be found on the web and in printed products.
  Most of common file types are JPEGs, GIFs, PNGs, and TIFFs.

Joint Photographic Experts Group (.jpg) (The best raster image format to perform on both web and print products.)	**Portable Network Graphics (.png)** (Great on displaying simple images with/ without transparency background.)
Graphics Interchange Format (.gif) (The best raster image format for simple images with solid colors. Not for gradients.)	**Tagged Image File Format (.tiff)** (Best for high-resolution photos.)

- Always save raster files at its precise dimensions and its original resolution.
- **DO NOT** save images in a Word document, this reduces the resolution and quality.