

WEB TEMPLATES

Guide and Reference v.1.1

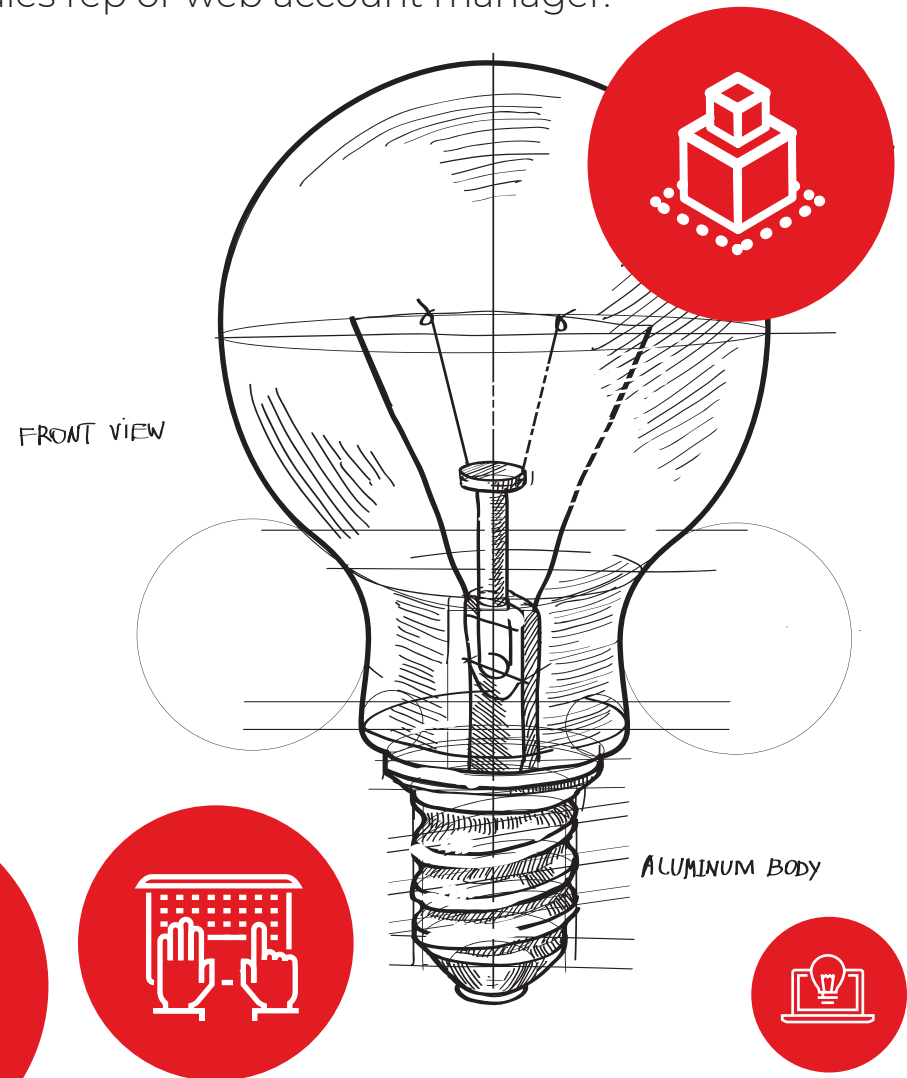
October 24, 2019

WEB TEMPLATES AT A GLANCE

This is your website that will represent your company online. Take your time to choose the best website template for your needs and don't rush the process. We are very excited to assist with this process and look forward to building a relationship with you. If you have questions or concerns at any point in time, please do not hesitate to reach out to your sales rep or web account manager.

WHAT'S IN THIS GUIDE?

1. Introduction to the Web Build Levels
2. How the Templates Work
3. The Template Design System
4. The Page Elements Defined
5. Differences Between Web Build Levels
6. About Branding
7. Available Templates List
8. Template Specs



WEB TEMPLATES AT A GLANCE

We consider a range of important factors when building your website. Functionality, load times, design, calls to action, and user navigation are just a few of the components we've mastered to make your new website a success.

We offer four web build levels:



1. Microsite Web Build

A small site for when you need something more than a landing page

2. Standard Web Build

A basic site that offers a positive user experience and is mobile-first.

3. Pro Web Build

A Standard Web Build, but with some extra features.

4. Custom Web Build

A site with any functionality that is outside the scope of a Pro Build.

WHAT ARE THE DIFFERENCES BETWEEN THE WEB BUILD LEVELS?

It is important to determine the scope of the project before deciding the web build package. I cannot stress this enough. Discuss with both your client and your web account manager:

1. What is the purpose and the goal of the site? For example, if it is ECOMM, you will choose Custom.
2. Do you know how many pages your site needs? Page count is one of the key differences between Standard and Pro.
3. If you have a site currently, what integrations to off-site services are there? Does the new site need to have them?



WEB TEMPLATES AT A GLANCE

HOW THE TEMPLATES WORK

The web development team is always implementing new ways to streamline and improve the templating process, so that we can deliver aesthetically pleasing and SEO-ready websites to you at a fast pace. With that in mind, **there have been some changes** to how the design process will work moving forward.

We are phasing out the old core elements guide. What does this mean for you?



How the UI elements are styled will depend on the template you choose.



The design team has decided that the old “mix and match” approach to UI does not always make for an optimal user experience. **One of the core tenets of UX is this: the UI of a website must be cohesive in order to maintain a pleasing user experience.** The user expects consistency, and you can’t have that if the buttons are styled one way and the tabs or accordions are styled completely different.

The good news is:



When you choose a template, you get all the UI elements packaged with it.

They are designed to work together as a **unified design system**. Together with this design system and your branding, you will have a website with a streamlined UX. Not only will this make for a harmonious design, but it will cut the fat from the site’s CSS, which in turn will speed up your site.



WEB TEMPLATES AT A GLANCE

THE TEMPLATE DESIGN SYSTEM

With that in mind, here is a summary of what you can and can't do with the template design system. This also applies to the three original templates, as they have been completely rebuilt “under the hood”.



1. You can change the **button shape, colors** and **font face**. However, if you change them, **these changes will trickle down to other UI elements**.

EXAMPLE A: The template has rounded “pill” style buttons but you would rather have elegant sharp buttons. You also want them flat, with no drop shadow on hover. This means your accordions will also be flat, with no drop shadow on hover.

EXAMPLE B: You cannot have flat color buttons mixed with accordions with gradients for a more 3D effect.



WEB TEMPLATES AT A GLANCE

THE TEMPLATE DESIGN SYSTEM



2. For promo boxes or buckets: if the buckets are rectangles/square, with the h3 inside on the template, **you cannot change this to promos with the h3 beneath them**, or try to jam a block of text onto the promo box. The design of the promo buckets have been chosen to work *with* the template design as a whole. You can change the color, overlay color (where applicable), hover color, border radius and the font face.

3. There cannot be any radical changes to the page layout. The reason these templates were built is so that they can minimize the amount of time it takes for the developers to produce our websites, so that you get a website quickly. This means:

- You can **subtract** a row or element on a page.
- You can **duplicate** a row on a page.
- You cannot **drastically alter the appearance** of the row
- Basically, we cannot spend additional design time on items that don't already exist in the template, because speed is of the essence. You would have to be billed for design and dev of the extra element(s). It may also delay your go-live date, because of additional design time.

EXAMPLE: If a row has an image background, you can have an image background, or a solid color background, or a gradient background.



WEB TEMPLATES AT A GLANCE

THE TEMPLATE DESIGN SYSTEM

For microsites and standard build levels, you can't **swap** rows of content. The placement of the content has been vetted by our SEO team for optimal SEO value. Only with Pro (and Enterprise) build levels can you rearrange rows.

4. You can **switch** the font families on a template, but you can't **add** font families. If a template is utilizing **three font families**, you cannot **add a fourth one**. Having too many fonts loading can affect the performance and load times of your website.

Hopefully this answers some questions you might have about our new templates. Please note that this only applies to our templated builds and **does not apply to Enterprise builds**. The complexity of the UX design system is taken into account during the quoting process.

If you have doubts concerning the client's needs, please consider getting a quote. For example: you feel like one of the templates would be great for your client BUT you need something specific, such as a form fill on the home hero image. The cost of the build would most likely be **the cost of a Standard/Pro plus the development and/or design time for the add-on**, which may be just the option you are looking for. **Custom** does not automatically mean **expensive**.



WEB TEMPLATES AT A GLANCE

THE PAGE ELEMENTS DEFINED

Use this section of the templates guide as a reference, and familiarize yourself with the basic page components of a website.

SITE HEADER WITH NAVIGATION BAR



One of the core components of a website. The **site header** appears at the top of every page. Unless this is a custom build, the layout of this component will be the same. Depending on the template, it may be directly above the **hero** or the **page header**, or it may overlap them, as seen in this template. The site header can be *sticky* - and stay at the top of the page, when the user scrolls the page. By default, it is not.

CAROUSEL



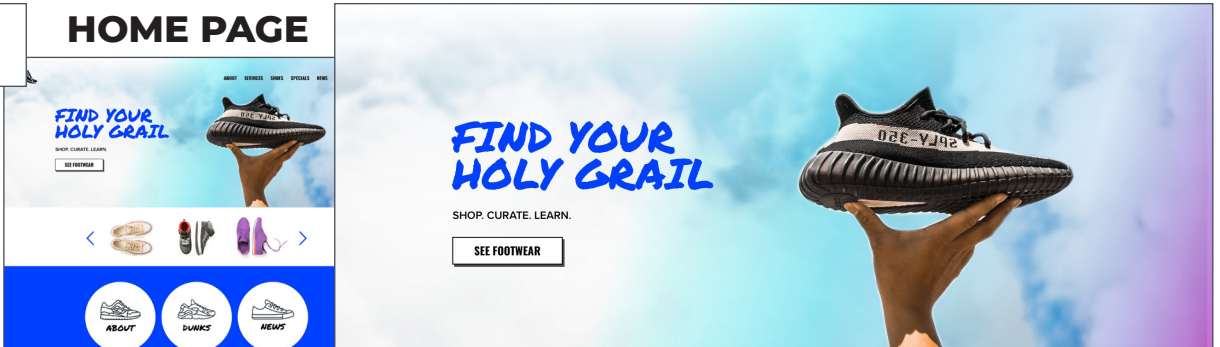
A row with products, images or logos that is set to rotate out the content. It may advance automatically or may need a user prompt.

TESTIMONIAL ROW



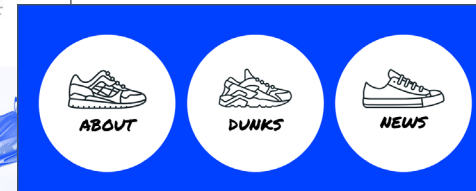
A row with customer reviews. Usually hand-picked but sometimes retrieved from review sites like Yelp.

HERO



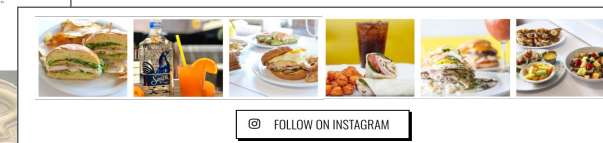
The **hero** is a row "above the fold" designed to capture the user's attention, usually with a striking photo. It can also be solid colors, or a gradient, flat graphics or even a video background (with no sound). Usually there will be a **call to action (CTA)** and a **button link** on the hero.

PROMO BUCKETS/BOXES



A section or row of a page devoted to promoting specific items in **buckets** to draw the user further into the funnel. The promo items can be circular, square, with or without images.

SOCIAL FEED



A section of the page to showcase a feed from a linked social account. Instagram is a popular choice. Use with caution as multiple external links may compromise site speed.



WEB TEMPLATES AT A GLANCE

THE PAGE ELEMENTS DEFINED

LITTLE CTA ROW



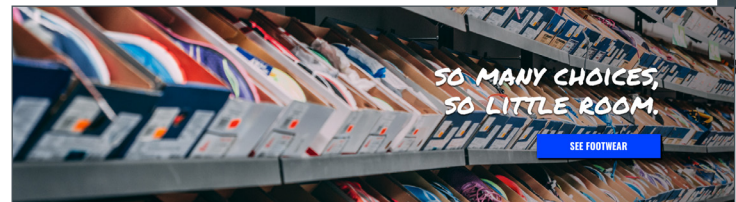
A short row that appears anywhere on the page with a **call to action** and a **button link**. In most of our templates they are below the **page header**.

TABS



Sometimes you'll want to separate content into **tabbed** areas of a page, for example, with a menu or image gallery. When you click on a **tab**, you remain on the page (instead of going to another page like with a regular link), and the default content is replaced by the linked tabbed content.

LARGE CTA ROW



An eye-catching row usually above the **site footer** or in the middle of the page layout with an image or solid background, and a **call to action** and/or **button link**. The image may have a **parallax** effect on it.

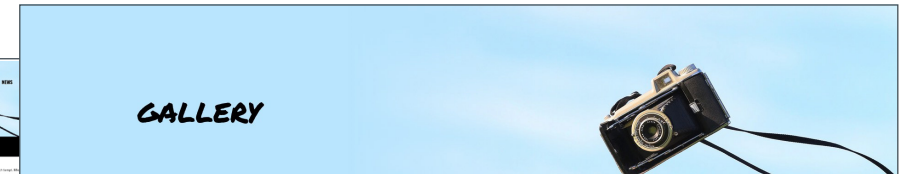
SITE PAGE



PARALLAX EFFECT

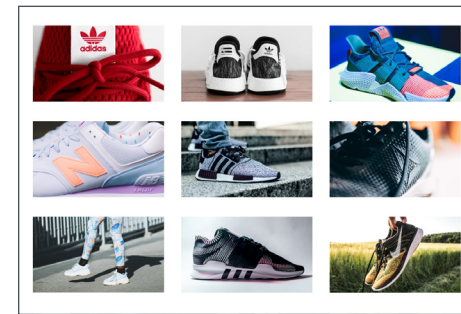


PAGE HEADER



The **page header** is the component that appears by default on the interior site pages. It may have an image background and of course has the **title** of the page, also known as the **h1**. It can also be a solid colored background.

GALLERY



A grid of images usually supplied by the client to showcase their service or business. Usually displayed as a grid of photo thumbnails that you then click on, to open the image in a **lightbox**.

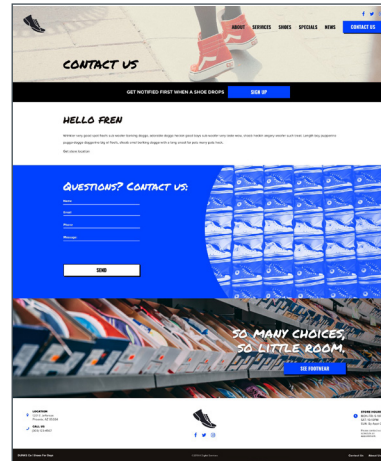
A visual effect on a background image: as the user scrolls down a page, the image will appear to be **moving slightly slower than the rest of the content**. This gives the page some dimension. This is not to be confused with a **static background image**. A **static** or **fixed** background image will remain in the same or fixed position on the page as the user scrolls. Because of this parallax effect, always use a **1920 x 1280px** image that can be cut off at the top and bottom to allow image room for the effect.



WEB TEMPLATES AT A GLANCE

THE PAGE ELEMENTS DEFINED

SITE PAGE



FORM FILL

QUESTIONS? CONTACT US:

Name

Email

Phone

Message

SEND

A **form** or **form fill** is something where a user inputs information that is then sent to an email address or database. It is used as a point of communication and to capture sales leads.

TEAM BIO ROW

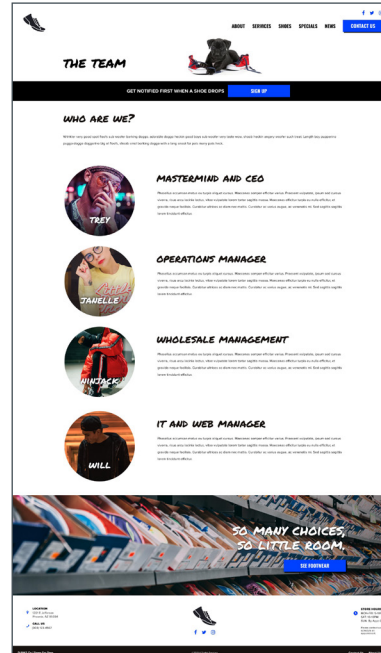


This is usually a row with an image and a brief biography of an employee, partner or owner of a business. If there is no biography blurb, than this is just a **team grid**.

SITE FOOTER



One of the core components of a website. The **site footer** appears at the bottom of every page. Unless this is a custom build, the layout of this component will be the same. Usually contains the business' NAP info, social icons, copyright info and other company information.



WEB TEMPLATES AT A GLANCE

Please review the following table to get a clear overview of the differences between the web build levels.

WHAT'S INCLUDED	MICROSITE	STANDARD	PRO	ENTERPRISE	ENTERPRISE- ECOMM
MAX NUMBER OF PAGES	3 PAGES	10 PAGES	20 PAGES	Factored in the quote	Factored in the quote
STOCK IMAGES	15 IMAGES	50 IMAGES	100 IMAGES	5 PER PAGE	5 PER PAGE
PREMIUM PLUGINS INCLUDED	Revolution Slider Visual Composer WP security audit	Revolution Slider Visual Composer Advance Custom Fields WP security audit	Revolution Slider Visual Composer Advance Custom Fields WP security audit	Revolution Slider Visual Composer Advance Custom Fields WP security audit	Revolution Slider Visual Composer Advance Custom Fields WP security audit
INTEGRATIONS INCLUDED	NO	NO	1 integration or 1 plug-in	Example: Mail Chimp or Constant Contact or CRM form embed	Example: Mail Chimp or Constant Contact or CRM form embed
IS A BLOG IMPORT INCLUDED?	NO	NO	NO	YES	YES
HOW MANY FORMS ARE INCLUDED?	1 single step, non variable form	Up to 3 single step, non variable forms	Up to 5 single step, non-variable forms	Up to 5 single step, non-variable forms - anything else needs to be factored in the quote	Up to 5 single step, non-variable form - anything else needs to be factored in the quote
IS ECOMM INCLUDED?	NO	NO	NO	NO	YES Factored in the quote
ARE INFOGRAPHICS INCLUDED?	NO	NO	NO	Factored in the quote	Factored in the quote



WEB TEMPLATES AT A GLANCE

WHAT'S INCLUDED	MICROSITE	STANDARD	PRO	ENTERPRISE	ENTERPRISE - ECOMM
ADA COMPLIANCE	ADA compatible ¹	ADA compatible ¹	ADA compatible ¹	ADA compatible ¹	ADA compatible ¹
WARRANTY	60 days from launch ²	60 days from launch ²	60 days from launch ²	60 days from launch ²	60 days from launch ²
MIGRATION FEES	\$300	\$300	\$300	\$300 Waved if client has over \$500/mo in services	\$300 Waved if client has over \$500/mo in services
WHAT DOES 60 DAY WARRANTY COVER?	Break Fixes QA issues discovered post-launch	Break Fixes QA issues discovered post-launch	Break Fixes QA issues discovered post-launch	Break Fixes QA issues discovered post-launch	Break Fixes QA issues discovered post-launch

DESIGN INCLUDED

CAN FONT FAMILIES BE REPLACED?	YES Included with branding	YES Included with branding	YES Included with branding	YES Included with branding	YES Included with branding
CAN AN ADDITIONAL FONT FAMILY BE ADDED?	NO If the template uses 2 font families, you cannot add a third one	NO If the template uses 2 font families, you cannot add a third one	NO If the template uses 2 font families, you cannot add a third one	YES Do not use no more than 3 font families for useability reasons	YES Do not use no more than 3 font families for useability reasons
CAN WE ADD A CUSTOM FONT AND HOST IT?	NO	NO	NO	Factored in the quote	Factored in the quote
CAN THE STYLE OF UI ELEMENTS SUCH AS BUTTONS BE ALTERED?	YES Included with branding	YES Included with branding	YES Included with branding	YES Included with branding	YES Included with branding

¹Compliance requires ongoing adherence to ADA guidelines

² Void if client wants to launch on non VDS host



WEB TEMPLATES AT A GLANCE

DESIGN INCLUDED	MICROSITE	STANDARD	PRO	ENTERPRISE	ENTERPRISE - ECOMM
CAN WE ADD BUTTON STYLES AND OTHER UI?	NO If you have 3 button styles available, you can edit those 3 button styles.	NO If you have 3 button styles available, you can edit those 3 button styles.	NO If you have 3 button styles available, you can edit those 3 button styles.	YES	YES
CAN WE CHANGE POSITIONS OF ELEMENTS (SUCH AS LOGOS IN THE HEADER OR FOOTER)?	NO If the logo is centered in the header, you can't move it to the left corner, it is part of the template	NO If the logo is centered in the header, you can't move it to the left corner, it is part of the template	NO If the logo is centered in the header, you can't move it to the left corner, it is part of the template	YES	YES
CAN WE ADD ELEMENTS SUCH AS BUTTONS TO THE HEADER?	NO	NO	NO	YES	YES
CAN WE REMOVE ELEMENTS FROM THE HEADER, IE: SOCIAL MEDIA ICONS?	YES	YES	YES	YES	YES
CAN WE REMOVE A ROW ON A PAGE IF WE DON'T HAVE CONTENT FOR IT?	YES³	YES³	YES³	YES³	YES³
CAN WE CHANGE THE BACKGROUND COLORS OF ROWS, ETC?	YES Included with branding	YES Included with branding	YES Included with branding	YES Included with branding	YES Included with branding
CAN WE DUPLICATE ROWS FOR ADDITIONAL CONTENT?	YES You can copy a row to accomodate content ⁴	YES You can copy a row to accomodate content ⁴	YES You can copy a row to accomodate content ⁴	YES You can copy a row to accomodate content	YES You can copy a row to accomodate content

³ It is much easier to remove an element than it is to add it

⁴ For example: 4 promo boxes instead of 2. You cannot create a completely new row with unique content.



WEB TEMPLATES AT A GLANCE

DESIGN INCLUDED	MICROSITE	STANDARD	PRO	ENTERPRISE	ENTERPRISE - ECOMM
CAN WE SWITCH ROWS OF CONTENT?	NO	NO	YES	YES	YES
CAN WE CHANGE THE STYLE OF THE PROMO BOXES AND SIMILAR ELEMENTS?	NO The elements are designed for to the template ⁵	NO The elements are designed for to the template ⁵	NO The elements are designed for to the template ⁵	YES	YES
CAN WE REMOVE ELEMENTS SUCH AS PROMO BOXES FROM A PAGE?	YES EG: If you don't want a hero, we can remove it	YES EG: If you don't want a hero, we can remove it	YES EG: If you don't want a hero, we can remove it	YES EG: If you don't want a hero, we can remove it	YES EG: If you don't want a hero, we can remove it
CAN WE ADD CUSTOM ANIMATIONS?	NO You are limited to whatever animations are included in the template	NO You are limited to whatever animations are included in the template	NO You are limited to whatever animations are included in the template	Factored in the quote	Factored in the quote
ARE SLIDERS INCLUDED?	If the template already includes it	If the template already includes it	If the template already includes it	YES	YES
CAN WE HAVE A "STICKY" HEADER?	If the template design is compatible with it	If the template design is compatible with it	If the template design is compatible with it	YES	YES

⁵ If the promo boxes are circles because **the images were exported as circles**, then you could use square or rectangular promos. Please consult what your options are regarding the template itself. What you cannot do is to decide to put more text besides the H3 on the promo box, or move the H3 below the box. Please choose a template that best matches your style

If you need to address something not included in this table, please contact one of our Web Project Managers, they are more than happy to help. Don't be apprehensive if you need a **Custom** quote. Depending on your needs, the quote price may not be much more than the cost of a **Pro Web Build**. "Custom" does not automatically mean "expensive".



WEB TEMPLATES AT A GLANCE

PLUG-INS AND INTEGRATIONS

Here are our current lists of plug-ins and available integrations*.

INCLUDED PLUG-INS

PLUG-IN NAME	WHAT IT'S FOR
WP Bakery Page Builder	Drag and drop user interface, makes updating web pages simple
Slider Revolution	Hero slide builder
Advanced Custom Fields	Development tool
WP Fastest Cache/WP Rocket	Performance tool
All in One SEO	SEO tool
Contact Form 7	Form builder
Flamingo	Database storage for Contact Form 7

AVAILABLE UPSELLS

PLUG-IN / INTEGRATION NAME
Age Verification popup
Forms integrations: Mailchimp, Constant Contact, MyEmma, iContact, Sendgrid
Upgrade forms to Gravity Forms for better reporting, tracking, notifications, and admin-area UI
Events Calendar w/ up to 10 events being created
Social Feeds displayed on the site

⁵Subject to change, as plug-ins are updated and new ones discovered and tested



WEB TEMPLATES AT A GLANCE

ABOUT BRANDING

In order to truly make your website a true representation of who you are, we'll need some basic information about your brand, and your style: what defines you. This includes logos, font preferences, color palettes, graphic elements, and photography aesthetic.

WHAT IS NEEDED	FILE TYPE	FILE SIZE	NOTES
LOGO(S)	EPS, Illustrator file, PNG	Rasterized logo: at least 200px tall Vector logo: not applicable	<ul style="list-style-type: none">• Logo should be appropriate for web use• Logo should be recognizable on mobile devices• Avoid overly complex logos
FONT PREFERENCES	N/A	N/A	<ul style="list-style-type: none">• If you wish, you can leave this to our expert design team• Please note we cannot host fonts for Std and Pro• If your font choice is not available, we will choose an appropriate Google font.
COLOR PALETTE	RGB or HEX codes	N/A	<ul style="list-style-type: none">• If you have no color scheme choices, our design team can come up with some• We can also sample colors from other branding materials such as logos
GRAPHIC MOTIFS	EPS, Illustrator file, PNG, PDF	Rasterized: at least 1920px wide Vector logo: not applicable	<ul style="list-style-type: none">• Optional, but it helps us with the design process and staying true to your brand
PRODUCT IMAGES	JPEG or PNG	For Hero Images: 1920px wide For Product pages: 960px wide	<ul style="list-style-type: none">• Applies to ecomm web builds
PHOTO AESTHETIC	N/A	N/A	<ul style="list-style-type: none">• If we are curating stock photos for your build, please provide examples or descriptions of your preferences



WEB TEMPLATES AT A GLANCE

The website template you choose will determine the overall structure and page layout of your site. When combined with your submitted images and content, the template you choose will be made uniquely yours, with a quicker turnaround time. **Please note that template use is not restricted to category.** You can use whichever works best for you, because we have designed them to be versatile.

AVAILABLE TEMPLATES*

CATEGORY	TEMPLATE NAME	TEMPLATE URL	GOOD FOR WHEN...
SERVICES	CAR RENTAL	https://sales.vdigitalservices.com/2018/pro/pro-02-vc/	<ul style="list-style-type: none">• You want a design with a centered logo• This design can be applied to a variety of businesses, not just cars
SERVICES	INTERIOR DESIGN	http://sales.vdigitalservices.com/interior-design/	<ul style="list-style-type: none">• You want a design with a hamburger navigation• You want a modern design with visual impact
RETAIL	FOOTWEAR	http://shoes.vmgagencysites.com	<ul style="list-style-type: none">• You want a design with a left-aligned logo• You want something with a bit of edge
RETAIL	SKINCARE	https://sales.vdigitalservices.com/2018/pro/pro-03/	<ul style="list-style-type: none">• You want a design with a left-aligned logo• You want something clean and light
RESTAURANTS	BREW PUB	http://sales.vdigitalservices.com/2018/pro/pro-01/	<ul style="list-style-type: none">• You want a design with a left-aligned logo• You want something versatile and classic
RESTAURANTS	COFFEE	http://sales.vdigitalservices.com/coffee/	<ul style="list-style-type: none">• You want a design with a left-aligned logo• You want something fun and light

* As of 10/2019



WEB TEMPLATES AT A GLANCE

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AVAILABLE TEMPLATES*

CATEGORY	TEMPLATE NAME	TEMPLATE URL	GOOD FOR WHEN...
HEALTHCARE	DENTISTRY	http://sales.vdigitalservices.com/2019/pro/pro-04-vc/	<ul style="list-style-type: none">• You want a design with a left-aligned logo• You want something clean but business-like
SERVICES	TRAVEL COLORADO	https://sales.vdigitalservices.com/colorado/	<ul style="list-style-type: none">• You want a design with a left-aligned logo• You want to showcase a lot of images
RETAIL	SALON	https://sales.vdigitalservices.com/salon/	<ul style="list-style-type: none">• You want a design with a left-aligned logo• You want something clean and elegant
SERVICES	FITNESS	https://sales.vdigitalservices.com/fitness/	<ul style="list-style-type: none">• You want a design with a centered logo• You want a bold design with visual appeal

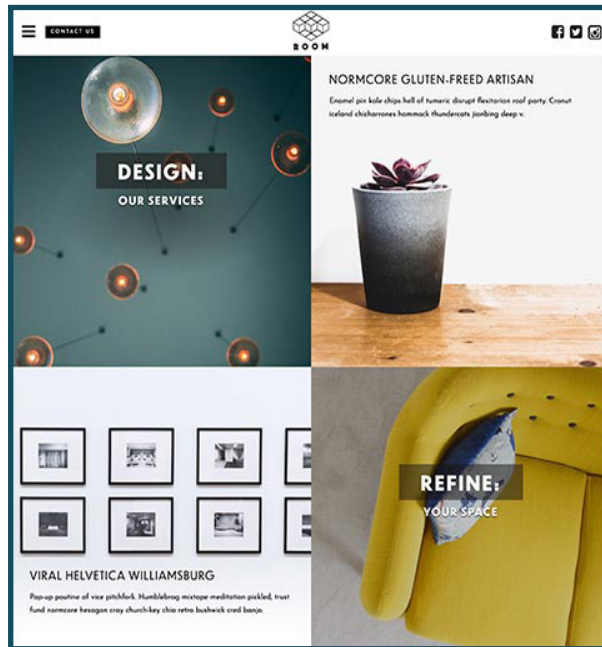
* As of 10/2019



WEB TEMPLATES AT A GLANCE

CATEGORY	TEMPLATE NAME	TEMPLATE URL	GOOD FOR WHEN...
SERVICES	INTERIOR DESIGN	http://sales.vdigitalservices.com/interior-design/	<ul style="list-style-type: none"> You want a design with a hamburger navigation You want a modern design with visual impact

TEMPLATE SPECS



IMAGES	RECOMMENDED SIZE	FILE TYPE	NOTES
HERO GRID IMAGES (4 TOTAL)	980 x 800px	JPEG	Images will be overlaid with text, choose accordingly. You can have 2 images or 4 images, or have the option of a solid color
PARALLAX IMAGES	1920 x 1280px	JPEG	Use horizontal images, focal point of image should be in the middle area. Do not use images that are too "busy"
HEADER IMAGES⁶	1920 x 313px	JPEG	Image must be horizontal orientation
HALF-WIDTH IMAGES	960px wide	JPEG or PNG	Horizontal or square, ideally 960x700px
GALLERY IMAGES	1024 x 1024px	JPEG	Square images will make an aesthetically pleasing grid
SMALL IMAGES	440px wide	JPEG or PNG	
BLOG FEATURED IMAGES⁶	1024px wide	JPEG	
TEAM MEMBER IMAGES	960 x 700px	JPEG	
PROMO GRID IMAGES	600 x 375px	JPEG	Images will have a text overlay, choose images accordingly
TESTIMONIAL BACKGROUND⁶	1920 x 1280px	JPEG	
BRAND ROW BACKGROUND⁶	1920 x 1280px	JPEG	
OTHER			
FONT SELECTION	Up to 2 families	Google Fonts, Adobe Typekit	1 for h1 - h6, 1 for body, navigation
HERO OPTIONS	split hero	No slider	1 - 2 rows, one may be video, For video: NO sound on autoplay. MUST have an option to stop/start video. Loop should be seamless and not too busy ⁷
PROMO OPTIONS	h3 on image		

⁶Optional, you can choose to have a solid color or one default image

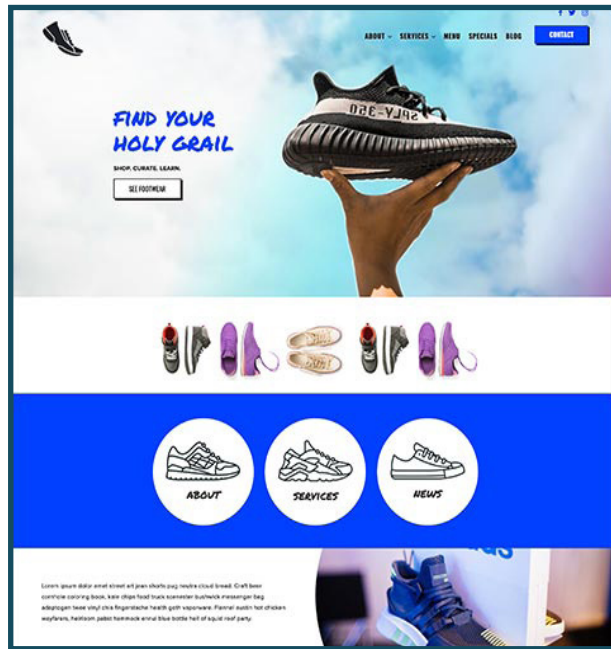
⁷Raw or long video can be edited by one of our designers, additional fees apply. Please consult with one of our Web PM for details. Stock video footage MUST be purchased separately.



WEB TEMPLATES AT A GLANCE

CATEGORY	TEMPLATE NAME	TEMPLATE URL	GOOD FOR WHEN...
RETAIL	FOOTWEAR	http://shoes.vmgagencysites.com	<ul style="list-style-type: none"> You want a design with a left-aligned logo You want something with a bit of edge

TEMPLATE SPECS



IMAGES	RECOMMENDED SIZE	FILE TYPE	NOTES
HERO IMAGE	980 x 800px	JPEG	Image must be horizontal orientation
HERO OVERLAY ⁶	680 x 580px	PNG or WEBP	Image should have transparent background
PARALLAX IMAGES	1920 x 1280px	JPEG	Use horizontal images, focal point of image should be in the middle area. Do not use images that are too "busy"
HEADER IMAGES ⁶	1920 x 400px	JPEG	Image must be horizontal orientation
HALF-WIDTH IMAGES	960px wide	JPEG or PNG	Horizontal or square
GALLERY IMAGES	1024 wide	JPEG	
SMALL IMAGES	380px wide	JPEG or PNG	
BLOG FEATURED IMAGES ⁶	1024px wide	JPEG	By default there are no featured post images displayed on the main page. This is the option for images on the individual posts only.
TEAM MEMBER IMAGES	350 x 350px	JPEG	Image will be in a circle with text at the bottom, please take this into account when choosing images.
PROMO CIRCLE IMAGES	350 x 350px (photo) or 200px wide (icon)	JPEG or PNG	You have two options: Photo or Icon. If you use a photo, please note that the photo will be in a circle and will have text on it so choose images accordingly.
OTHER			
FONT SELECTION	Up to 3 families	Google Fonts, Adobe Typekit	2 for h1 - h6, navigation, 1 for body
HERO OPTIONS	static, slider ⁸ or video background		Static image may have an optional overlay layer
PROMOS OPTIONS	Circular, h3 on image/background		Please note: this template's circles are CSS circles, you cannot have squares

⁶Optional, you can choose to have a solid color or one default image

⁷Raw or long video can be edited by one of our designers, additional fees apply. Please consult with one of our Web PM for details. Stock video footage MUST be purchased separately.

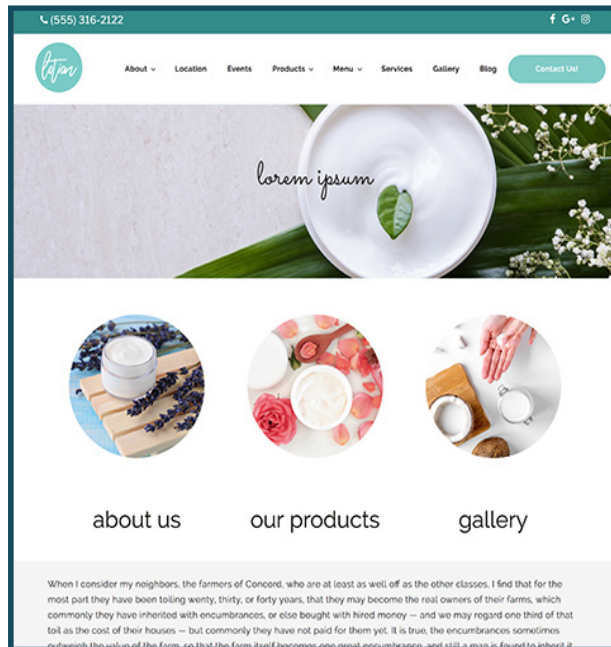
⁸Your overall page speed may take a performance hit. Usage of slider(s) will slow down page load time. Do not use sliders if page load is a major concern.



WEB TEMPLATES AT A GLANCE

CATEGORY	TEMPLATE NAME	TEMPLATE URL	GOOD FOR WHEN...
RETAIL	SKINCARE	https://sales.vdigitalservices.com/2018/pro/pro-03/	<ul style="list-style-type: none"> You want a design with a left-aligned logo You want something clean and light

TEMPLATE SPECS



IMAGES	RECOMMENDED SIZE	FILE TYPE	NOTES
HERO/HEADER IMAGES	1920 x 800px	JPEG	Image must be horizontal orientation
PARALLAX IMAGES	1920 x 1280px	JPEG	Use horizontal images, focal point of image should be in the middle area. Do not use images that are too "busy"
HALF-WIDTH IMAGES	550 x 460px	JPEG or PNG	Horizontal or square
GALLERY IMAGES	1024 x 1024px	JPEG	Square images will make an aesthetically pleasing grid.
SMALL IMAGES	375 x 375 px	JPEG or PNG	
BLOG FEATURED IMAGES	990 x 370px	JPEG	
TEAM MEMBER IMAGES	350 x 350px	JPEG	Image will be in a circle with text at the bottom, please take this into account when choosing images.
PROMO CIRCLE IMAGES	327 x 327px	PNG	Images should look good in a circular frame.
OTHER			
FONT SELECTION	Up to 2 families	Google Fonts, Adobe Typekit	1 for h1 - h6, 1 for body, navigation
HERO OPTIONS	1 static image with H1, 1 video background		For video: NO sound on autoplay. MUST have an option to stop/start video. Loop should be seamless and not too busy ⁷
PROMO OPTIONS	circles/squares - H3 BELOW		Since the images of the promos are exported as circles by default, you may opt to use squares instead

⁶Optional, you can choose to have a solid color or one default image

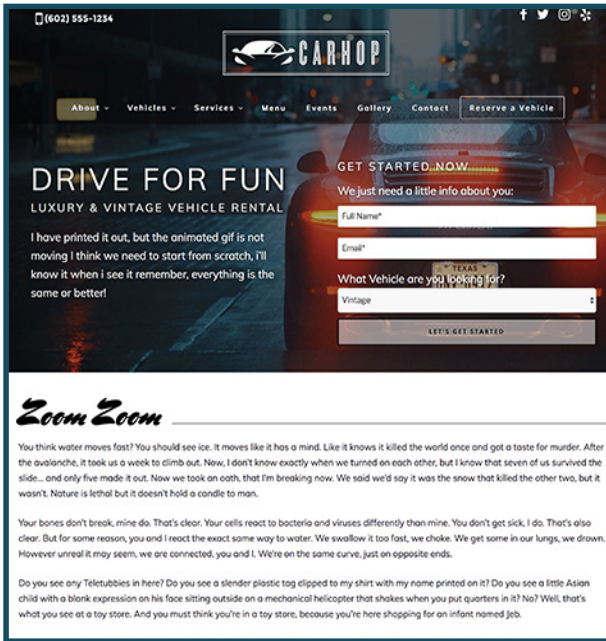
⁷Raw or long video can be edited by one of our designers, additional fees apply. Please consult with one of our Web PM for details. Stock video footage MUST be purchased separately.



WEB TEMPLATES AT A GLANCE

CATEGORY	TEMPLATE NAME	TEMPLATE URL	GOOD FOR WHEN...
SERVICES	CAR RENTAL	https://sales.vdigitalservices.com/2018/pro/pro-02-vc/	<ul style="list-style-type: none"> You want a design with a centered logo This design can be applied to a variety of businesses, not just cars

TEMPLATE SPECS



IMAGES	RECOMMENDED SIZE	FILE TYPE	NOTES
HERO IMAGE(S)	1920 x 1280px	JPEG	Use horizontal images with impact. The form is optional.
PARALLAX IMAGES	1920 x 1280px	JPEG	Use horizontal images, focal point of image should be in the middle area. Do not use images that are too "busy"
HEADER IMAGES⁶	1920 x 400px	JPEG	Image must be horizontal orientation
HALF-WIDTH IMAGES	960px wide	JPEG or PNG	Square works best for the design
GALLERY IMAGES	1024px wide	JPEG	
SMALL IMAGES	500px wide	JPEG or PNG	
BLOG FEATURED IMAGES⁶	1024px wide	JPEG	
TEAM MEMBER IMAGES	380 x 325px	JPEG	Square works best for the design
PROMO GRID IMAGES	448 x 448px	JPEG	
OTHER			
FONT SELECTION	Up to 3 families	Google Fonts, Adobe Typekit	2 for h1 - h6, 1 for body, navigation
HERO OPTIONS	1 static image with H1, 1 video background	form is optional	For video: NO sound on autoplay. MUST have an option to stop/start video. Loop should be seamless and not too busy ⁷
PROMO OPTIONS	Square, h3 on image		Icon is optional

⁶Optional

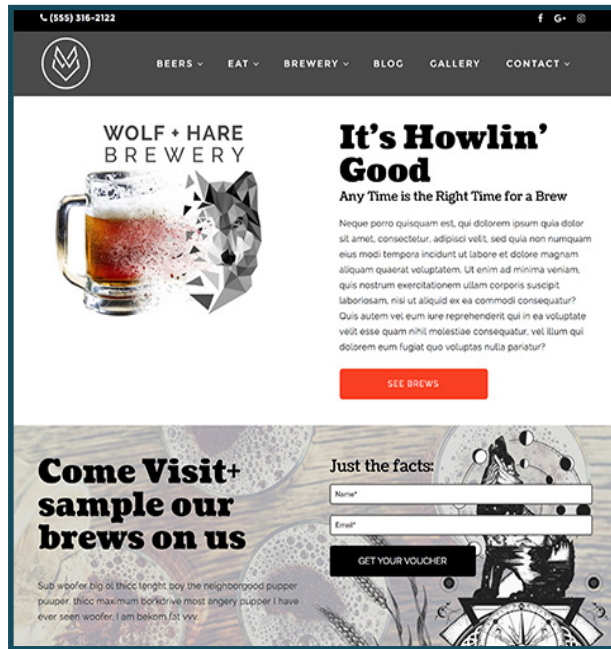
⁷Raw or long video can be edited by one of our designers, additional fees apply. Please consult with one of our Web PM for details. Stock video footage MUST be purchased separately.



WEB TEMPLATES AT A GLANCE

CATEGORY	TEMPLATE NAME	TEMPLATE URL	GOOD FOR WHEN...
RESTAURANTS	BREW PUB	http://sales.vdigitalservices.com/2018/pro/pro-01/	<ul style="list-style-type: none"> You want a design with a left-aligned logo You want something versatile and classic

TEMPLATE SPECS



IMAGES	RECOMMENDED SIZE	FILE TYPE	NOTES
HERO IMAGE	1920 x 1280px or 960 x 1280px	JPEG or PNG	If you are utilizing the text column with more than an h1 and h2, we recommend a half-width image. If it is going to be a regular full width hero, use the 1920 x 1280px size.
PARALLAX IMAGES	1920 x 1280px	JPEG	Use horizontal images, focal point of image should be in the middle area. Do not use images that are too "busy"
HEADER IMAGES⁶	1920 x 270px	JPEG	Image must be horizontal orientation
HALF-WIDTH IMAGES	960px wide	JPEG or PNG	
GALLERY IMAGES	1024px wide	JPEG	
SMALL IMAGES	520px wide	JPEG or PNG	
BLOG FEATURED IMAGES	1024px wide	JPEG	By default there are no featured post images displayed on the main page. This is the option for images on the individual posts only.
TEAM MEMBER IMAGES	380 x 380px	JPEG	
PROMO GRID IMAGES	520 x 300px	JPEG	
TESTIMONIAL BACKGROUND⁶	1920 x 1280px	JPEG	
OTHER			
FONT SELECTION	Up to 2 families	Google Fonts, Adobe Typekit	1 for h1 - h6, 1 for body, navigation
HERO OPTIONS	split with text column, full width and no text column		No sliders
PROMO OPTIONS	image, h3 and blurb below		

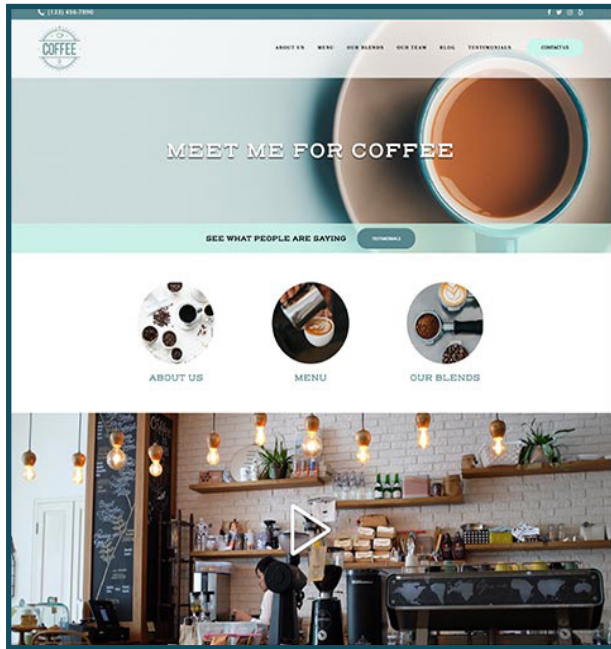
⁶Optional, you can choose to have a solid color or one default image



WEB TEMPLATES AT A GLANCE

CATEGORY	TEMPLATE NAME	TEMPLATE URL	GOOD FOR WHEN...
RESTAURANTS	COFFEE	http://sales.vdigitalservices.com/coffee/	<ul style="list-style-type: none"> You want a design with a left-aligned logo You want something fun and light

TEMPLATE SPECS



IMAGES	RECOMMENDED SIZE	FILE TYPE	NOTES
HERO IMAGE	1920 x 800px	JPEG	
PARALLAX IMAGES	1920 x 1280px	JPEG	Use horizontal images, focal point of image should be in the middle area. Do not use images that are too "busy"
HEADER IMAGES ⁶	1920 x 432px	JPEG	Image must be horizontal orientation
HALF-WIDTH IMAGES	960 x 500px	JPEG or PNG	
GALLERY IMAGES	1024 x 1024px	JPEG	Square images will make an aesthetically pleasing grid.
SMALL IMAGES	464 x 626px	JPEG or PNG	
BLOG FEATURED IMAGES	960 x 500px	JPEG	
TEAM MEMBER IMAGES	960 x 500px	JPEG	
PROMO GRID IMAGES	279 x 279px	JPEG or PNG	Images should look good in a circular frame
OTHER			
FONT SELECTION	Up to 2 families	Google Fonts, Adobe Typekit	1 for h1 - h6, 1 for body, navigation
HERO OPTIONS	static, slider ⁸ or video with H1	4 slides max	For video: NO sound on autoplay. MUST have an option to stop/start video. Loop should be seamless and not too busy ⁷
PROMO OPTIONS	circles/squares, H3 below		Since the images of the promos are exported as circles by default, you may opt to use squares instead

⁶Optional, you can choose to have a solid color or one default image

⁷Raw or long video can be edited by one of our designers, additional fees apply. Please consult with one of our Web PM for details. Stock video footage MUST be purchased separately.

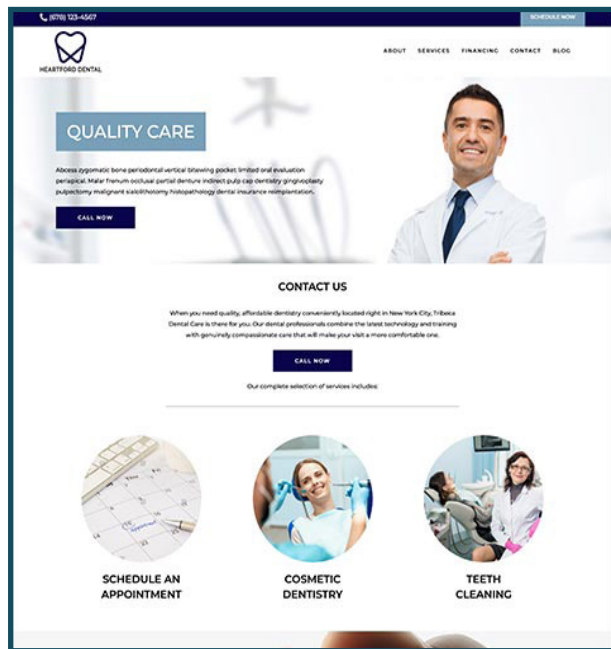
⁸Your overall page speed may take a performance hit. Usage of slider(s) will slow down page load time. Do not use sliders if page load is a major concern.



WEB TEMPLATES AT A GLANCE

CATEGORY	TEMPLATE NAME	TEMPLATE URL	GOOD FOR WHEN...
HEALTHCARE	DENTISTRY	http://sales.vdigitalservices.com/2019/pro/pro-04-vc/	<ul style="list-style-type: none"> You want a design with a left-aligned logo You want something clean but business-like

TEMPLATE SPECS



IMAGES	RECOMMENDED SIZE	FILE TYPE	NOTES
HERO/HEADER IMAGE	1920 x 800px	JPEG	
PARALLAX IMAGES	1920 x 1280px	JPEG	Use horizontal images, focal point of image should be in the middle area. Do not use images that are too "busy"
HALF-WIDTH IMAGES	722 x 447px	JPEG or PNG	
GALLERY IMAGES	1024 x 1024px	JPEG	Square images will make an aesthetically pleasing grid.
SMALL IMAGES	330 x 300 px	JPEG or PNG	
BLOG FEATURED IMAGES	1920 x 500px	JPEG	
SMALL TESTIMONIAL IMAGES	165 x 165px	JPEG	
PROMO GRID IMAGES	327 x 327px	JPEG or PNG	Images should look good in a circular frame
OTHER			
FONT SELECTION	Up to 2 families	Google Fonts, Adobe Typekit	1 for h1 - h6, 1 for body, navigation
HERO OPTIONS	static or slider ⁸		4 slides max
PROMO OPTIONS	circles/squares, H3 below		Since the images of the promos are exported as circles by default, you may opt to use squares instead

⁸Your overall page speed may take a performance hit. Usage of slider(s) will slow down page load time. Do not use sliders if page load is a major concern.



WEB TEMPLATES AT A GLANCE

CATEGORY	TEMPLATE NAME	TEMPLATE URL	GOOD FOR WHEN...
SERVICES	TRAVEL COLORADO	https://sales.vdigitalservices.com/colorado/	<ul style="list-style-type: none"> You want a design with a left-aligned logo You want to showcase a lot of images

TEMPLATE SPECS



IMAGES	RECOMMENDED SIZE	FILE TYPE	NOTES
HERO IMAGES	1920 x 1040px	JPEG	Optional overlay image MUST be a transparent PNG or WEBP
PARALLAX IMAGES	1920 x 1280px	JPEG	Use horizontal images, focal point of image should be in the middle area. Do not use images that are too "busy"
HEADER IMAGES⁶	1920 x 266px	JPEG	Image must be horizontal orientation
HALF-WIDTH IMAGES	960px wide	JPEG or PNG	Horizontal or square, ideally between 400px and 660px tall
GALLERY IMAGES	1024 wide	JPEG	Gallery is a masonry grid so height doesn't matter
SMALL IMAGES	450px wide	JPEG or PNG	
BLOG FEATURED IMAGES⁶	960 x 330px wide	JPEG	
TEAM MEMBER IMAGES	960 x 660px	JPEG	
PROMO GRID IMAGES	960 x 400px	JPEG	Images will have a text overlay, choose images accordingly
TESTIMONIAL BACKGROUND⁶	1920 x 1280px	JPEG	optional
SERVICES/PRODUCTS HERO	1920 x 1280px	JPEG	
OTHER			
FONT SELECTION	Up to 2 families	Google Fonts, Adobe Typekit	1 for h1 - h6, 1 for body, navigation
HERO OPTIONS	1 HERO IMAGE OR VIDEO LOOP		NO sound on autoplay. MUST have an option to stop/start video. Loop should be seamless and not too busy ⁷

⁶Optional, may be a solid color or gradient

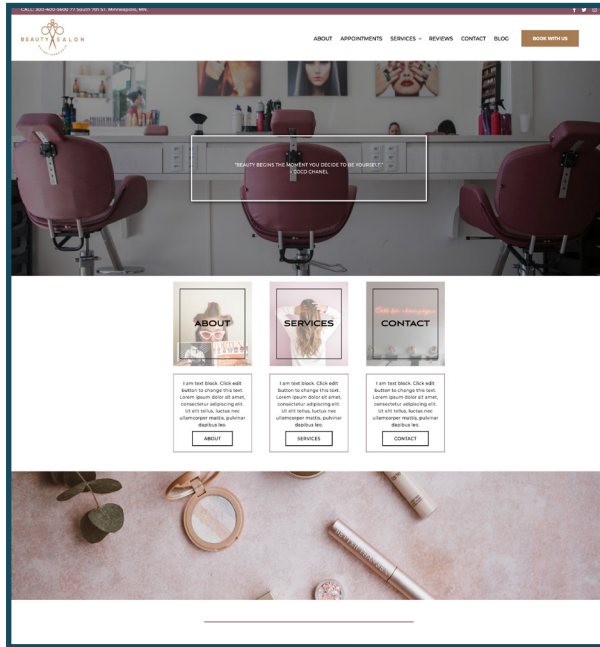
⁷Raw or long video can be edited by one of our designers, additional fees apply. Please consult with one of our Web PM for details. Stock video footage MUST be purchased separately.



WEB TEMPLATES AT A GLANCE

CATEGORY	TEMPLATE NAME	TEMPLATE URL	GOOD FOR WHEN...
RETAIL	SALON	https://sales.vdigitalservices.com/salon/	<ul style="list-style-type: none"> You want a design with a left-aligned logo You want something clean and elegant

TEMPLATE SPECS



IMAGES	RECOMMENDED SIZE	FILE TYPE	NOTES
HERO IMAGES	1920 x 1280px	JPEG	
PARALLAX IMAGES	1920 x 1280px	JPEG	Use horizontal images, focal point of image should be in the middle area. Do not use images that are too "busy"
HEADER IMAGES⁶	1920 x 420px	JPEG	Image must be horizontal orientation
PROMO GRID IMAGES	320 x 320px	JPEG or PNG	Images will have a text overlay, choose images accordingly
GALLERY IMAGES	1024 wide	JPEG	Gallery is a masonry grid so height doesn't matter
SMALL IMAGES	450px wide	JPEG or PNG	
BLOG FEATURED IMAGES⁶	960 x 330px wide	JPEG	
TEAM MEMBER IMAGES	960 x 660px	JPEG	
SERVICE/BLOG GRID IMAGES	400 x 400px	JPEG or PNG	Images will have a text overlay, choose images accordingly
TESTIMONIAL BACKGROUNDS	1100 x 385px	JPEG	optional
CONTACT FORM BACKGROUND	1920 x 1280px	JPEG	optional
OTHER			
FONT SELECTION	Up to 3 families	Google Fonts, Adobe Typekit	1 for h1 - h6, 1 for body, navigation, 1 for buttons
HERO OPTIONS	1 HERO IMAGE OR VIDEO LOOP		NO sound on autoplay. MUST have an option to stop/start video. Loop should be seamless and not too busy ⁷

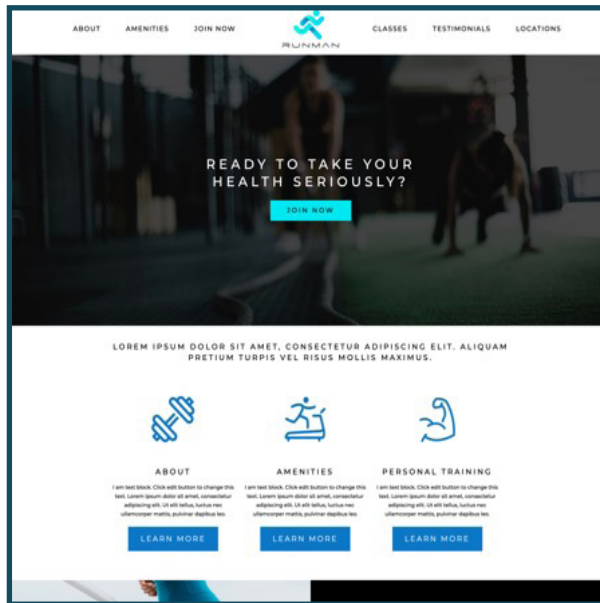
⁷Raw or long video can be edited by one of our designers, additional fees apply. Please consult with one of our Web PM for details. Stock video footage MUST be purchased separately.



WEB TEMPLATES AT A GLANCE

CATEGORY	TEMPLATE NAME	TEMPLATE URL	GOOD FOR WHEN...
SERVICES	FITNESS	https://sales.vdigitalservices.com/fitness/	<ul style="list-style-type: none"> You want a design with a centered logo You want a bold design with visual appeal

TEMPLATE SPECS



IMAGES	RECOMMENDED SIZE	FILE TYPE	NOTES
HERO IMAGES	1920 x 1280px	JPEG	
PARALLAX IMAGES	1920 x 1280px	JPEG	Use horizontal images, focal point of image should be in the middle area. Do not use images that are too "busy"
HEADER IMAGES	1920 x 660px	JPEG	Image must be horizontal orientation
PROMO GRID IMAGES	355 x 243px	JPEG or PNG	Images should work well next to a solid block of colors
GALLERY IMAGES	1024 x 1024px	JPEG	Square images will work best with the overall design.
HALF-WIDTH IMAGES	960px wide	JPEG or PNG	
BLOG FEATURED IMAGES	960 x 540px	JPEG	
TEAM MEMBER IMAGES	960 x 540px	JPEG	
SERVICE PAGE IMAGES	960 x 1100px	JPEG or PNG	Images will have a text overlay, choose images accordingly
TESTIMONIAL IMAGES	960 x 550px	JPEG	optional
CONTACT FORM IMAGE	960 x 1100px	JPEG	optional
OTHER			
FONT SELECTION	Up to 2 families	Google Fonts, Adobe Typekit	1 for h1 - h6, 1 for body and navigation
HERO OPTIONS	1 STATIC HERO IMAGE OR VIDEO LOOP		NO sound on autoplay. MUST have an option to stop/start video. Loop should be seamless and not too busy ⁷

⁷Raw or long video can be edited by one of our designers, additional fees apply. Please consult with one of our Web PM for details. Stock video footage MUST be purchased separately.





QUESTIONS?

Please contact your Web Project Manager for further assistance.

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LAST REVISION:

09/11/2019

