

yourmembership[®]
.com

BRANDING KIT
FLEXI LAYOUT FAMILY

EX-02

HELPFUL DESIGN TIPS FOR YOUR NEW SITE

a checklist for preparing your new online community

BRANDING KIT

When you are ready, simply submit a **DESIGN TEAM** support ticket from the backend of your site, and we'll reach out to get all the information we need to start designing and building your new online community! Following are a few tips and resources to consider that will help our design team.

LOGO FORMATS

We will need your logo in one of the following formats:

- .ai (Illustrator / Vector format)
- .eps (Illustrator / Vector format)
- Transparent .gif (150 dpi or greater) at 300 x 300 pixels (or 3" x 3" size)
- Transparent .png (150 dpi or greater) at 300 x 300 pixels (or 3" x 3" size)

If logo formats above are not available, please be prepared to provide the largest .jpg format available on a white background. Also, please do not supply .jpgs, .gifs or .pngs that are embedded in .eps or .ai formats! This will delay the design process.

*Note: Supplying our design team with fonts helps create that custom look you desire. Please consider sending us fonts for areas such as taglines, custom headers and footers, and design-heavy headers.

COLOR SCHEME & HEADER TREATMENT

The same color scheme and header will be used throughout the entire site, including the homepage.

Colors should be submitted in hexadecimal notation (for example FF00CC).

- Submit 2-3 primary site colors (not including white)
- Submit as many secondary colors as you would like

* If hex information is not available, please provide RGB notation, PMS notation or a color palette.

Need color help?

Download (ASE FORMATS) of your color palletes that you create and send to us via email from either one of these sites listed below

COLOR HELPERS:

- a. <http://kuler.adobe.com>
- b. <http://www.colourlovers.com/palettes>

TAGLINES & FONTS

Please provide any taglines or text you would like to include in the website header design. Also, be sure to send us the desired fonts for your taglines, custom headers and footers, and design-heavy text/headers, if applicable.

SUBMIT A MOCK-UP (OPTIONAL: for advanced designers)

You may also submit a mockup of your new site to help our designers better match your needs and vision.

Download specifications and a .psd template for your layout by clicking your layout design here:

www.yourmembership.com/branding/layouts.asp

IMAGES

If you need images for the homepage rotator on your new site (or for overall site design) we recommend any of the stock photography websites below:

Inexpensive photos {

<http://www.istockphoto.com>
<http://www.bigstockphoto.com/>
<http://www.dreamstime.com/>

Highend photos {

<http://www.gettyimages.com/Creative/RoyaltyFree>
<http://www.veer.com/>

HOME PAGE SPECIFICATIONS FLEXI LAYOUT FAMILY

branding your community

ASSOCIATIONS NON-PROFITS CHAMBERS CORPORATIONS EDUCATION



Advanced Users: You can use our PSD templates to submit your own design. Ask your customer service specialist for the FX-02 PSD to get started.

EDUCATION / TIPS

HP / SP HEADER: Your submitted logo or header image will go here. [.png, .gif or .eps preferred]

HP / SP TOOLBAR: We can remove this area entirely; however cannot be altered nor more links added to this area.

HP SLIDESHOW: Great photos matter; upload pre-sized photos or graphics and add hyperlinks to jump into subpages.

HP / SP MENU/NAVIGATION: You can easily create new menu/submenu items as needed. Each link has a maximum of 25 characters by however many links you wish to have on your site.

HP / SP CONTENT: Use the WYSIWYG editor to customize this space; for detailed HTML design use the plain text viewer.

HP ZONES: These zones are populated with information you provide and can be disabled.

- HP ZONE LIST:**
- Calendar**
[Up to 4 items]
 - Latest News**
[Up to 4 items]
 - Login/My Profile**

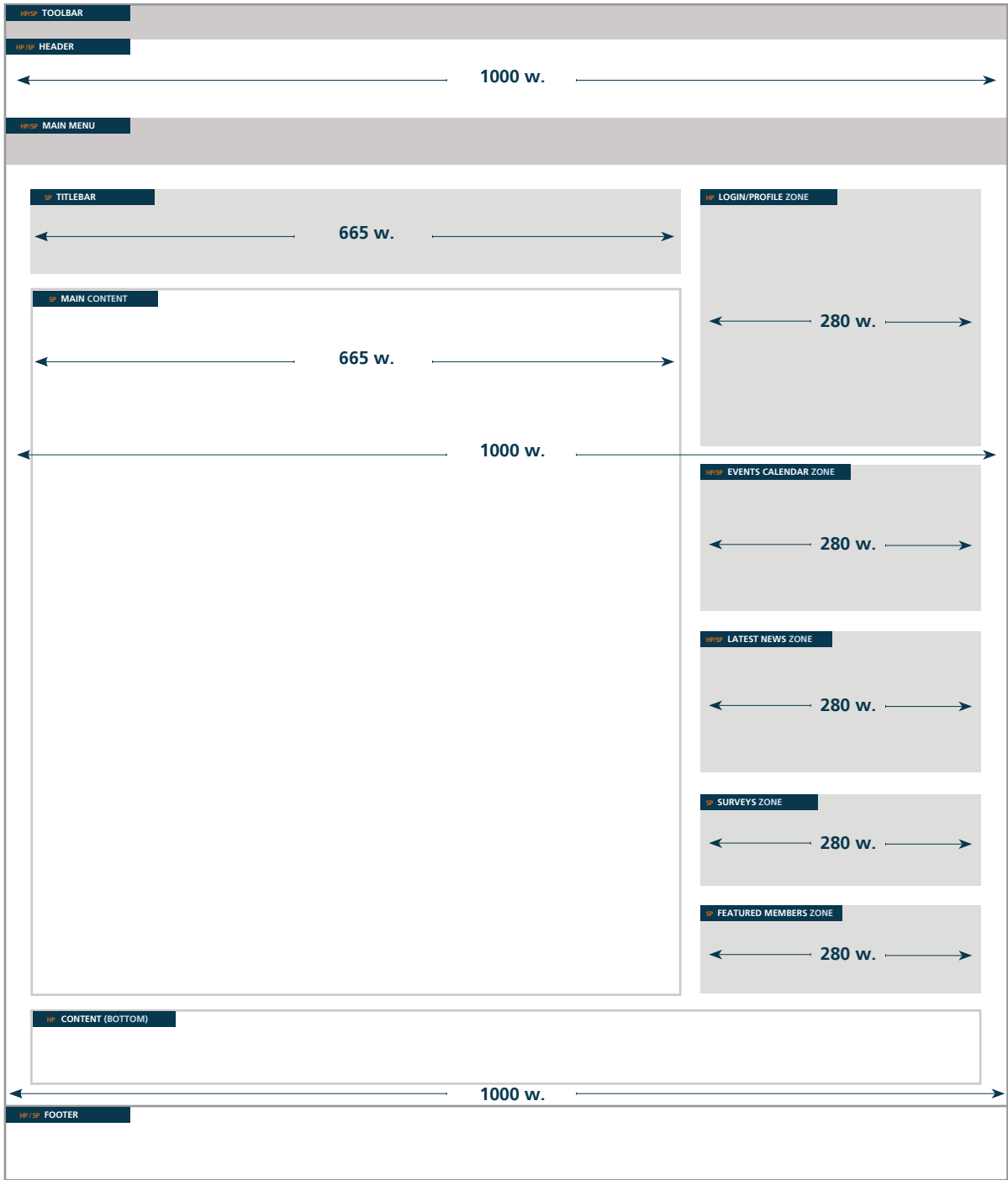
SUBPAGE SPECIFICATIONS

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EDUCATION / TIPS

HP / SP ZONE AREAS:
All ZONES are available and can be deactivated upon request at anytime. Zones cannot be moved on the page to another location. [Zones can be changed and will be considered a custom design]

- HP / SP ZONE LIST:**
- Search**
 - Latest News**
[Up to 2 items]
 - Calendar**
[Up to 2 items]
 - Featured Members**
[Up to 2 items, appear if members are selected]
 - Surveys**
[Up to 2 items, appear if surveys exist and are turned on]

HP / SP SURVEY ZONE: Unable to place rounded corners on this area; use only colors, patterns or gradients.