

Power Site PSD Design Guidelines

Designing for Power Site

Welcome and thanks so much for choosing Power Site. We created Power Site and the additional services to support designers in their quest to find a really great development partner. We're very glad to say we're here. And we're here to help you make money.

In order to do that, we need your help. Below are the written guideline for supplying your website file. Supplying the .PSD files in this way to our development team ensures a quick and smooth conversion of your Photoshop files into a Power Site.

In order to be able to set up your site properly, we need a little info

Social media links: Facebook Linked In Twitter Pinterest Other	
Sidebar Instructions: Do you need the ability to edit the sidebar? Should all pages have the same sidebar? Different sidebars? (should they be linked?)	
Store Instructions: Do you have data you'd like us to enter, such as products, prices, etc? Supply in excel format.	
Hosting: Provided hosting: Please supply the credentials of the hosting provider (e.g. GoDaddy, Arvixe, InMotion etc.). Fast Track Hosting: Please supply the domain provider details to change DNS pointing (e.g. credentials for GoDaddy, Arvixe, InMotion etc.).	
Meta keywords and descriptions Meta keywords and descriptions for home page, if possible.	
Credentials for SMTP settings	
Additional custom feature info	

Power Site PSD Design Guidelines

General Guidelines:

Here are some general guidelines to keep in mind when designing for Power Site.

Each Power Site includes converting one home page design and one interior page into HTML. If more page templates are required for a site, these can be converted for an additional cost of \$99 each.

When supplying Photoshop files, please supply the following:

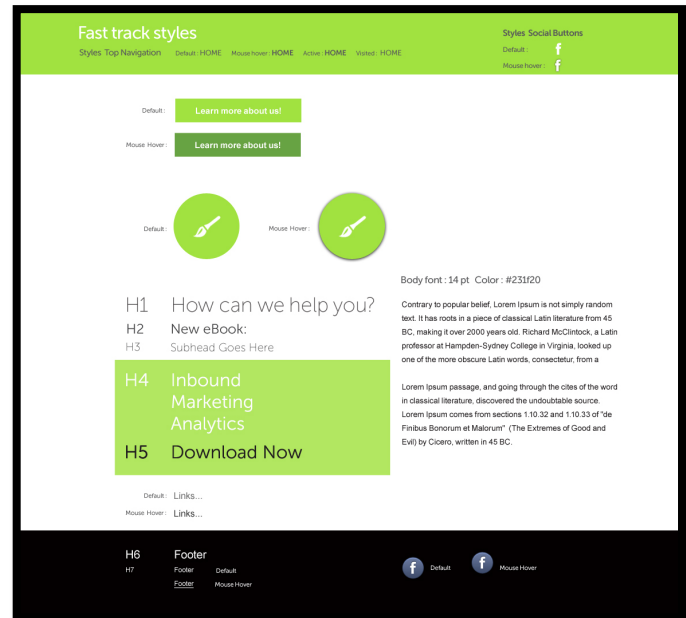
- **Home** – A **Design PSD** and a **Styles PSD** (two separate Photoshop documents)
- **Interior** - A **Design PSD** and a **Styles PSD** (two separate Photoshop documents)

Design PSD. The PSD of the final art contains all elements (fonts and high res photos) and style indications necessary to build the home page and secondary page, including favicons and so on.

Styles PSD. The Styles PSD shows all of the styles that you'd like on the site, such as all H1 – H6 fonts and styles, hover styles, link styles, etc.

A sample Design PSD and Styles PSD are available [here](#).

Important Tip: *If you supply items such as favicons, response email addresses, client info, etc, while we're building the Power Site, our team is easily able to add them. Requests to add elements later in the process could result in additional fees, so it's important to be sure to supply everything necessary.*



- **Layers:**
 - Label all layers.
 - Layer order should follow the order of the design of the site, such as from top to bottom or left to right.
 - Containers for header, content and footer should be easy to find.
 - Remove obsolete layers and guides
 - Use layer groups to organize layers.
 - Use guides, matching layout to grid.
- **Styles:**
 - Supply all CSS indications that you'd like in advance.
 - Ensure consistency between measurements, fonts and colors in all files.
 - Provide text in px units.
- **Elements checklist:**

Power Site PSD Design Guidelines

- Colors
- Backgrounds
- Default states
- Font sizes and styles for hover, home, active, visited, etc.
- Font sizes and styles for H1 to H7
- Links – link style including default, visited and hover
- Body copy font, color and style, bold, italic, superscript and subscript
- Footer link default and hover
- Site map styles
- Slogan text style
- Margin
- Padding
- Drop down styles
- Bread crumb styles
- Quote style including font, size and quotation size
- Radio button styles
- Checkbox styles
- Social button styles for default and hover (top and bottom, especially if they differ).
- Button and icon styles for visited and hover
- Search font and box size
- Table header font and data font samples
- Language pull down example font and sample pull down (if used)
- Lists - unordered, ordered, definitions
- Footer font styles, colors and sizes
- Any other elements on the page that may include:
 - Blog
 - Forums
 - Contact Form
 - Feed Manager
 - Simple Lists/Links
 - Live Messenger Chat
 - Poll
 - Shared Files
 - Survey
 - Image Gallery
 - Image Gallery (Simple Folder Version)
 - Flickr Slide Show
 - Bing Map
 - Google Map
 - Event Calendar
 - Twitter Profile Widget
 - Twitter Search Widget
 - Google Translate
 - IFrame
 - Web Store
 - Newsletter Sign Up Form

Suggested Layer Order & Elements List for Power Site:

Element 1: Top Navigation area

- Navigation listing
- Client logo
- Client slogan with styles
- Social site icons with styles
- Search box with styles
- Icons

Element 2: Image area – This is any central image area on the site.

- Native images in 300 dpi or above
- Original images cropped to size
- If using rotating images, all images in position, cropped to size, on different layers
- Headline fonts
- Icons
- All art associated with the image area on separate layers

Element area 3 – Body area – This is any central body area of the site

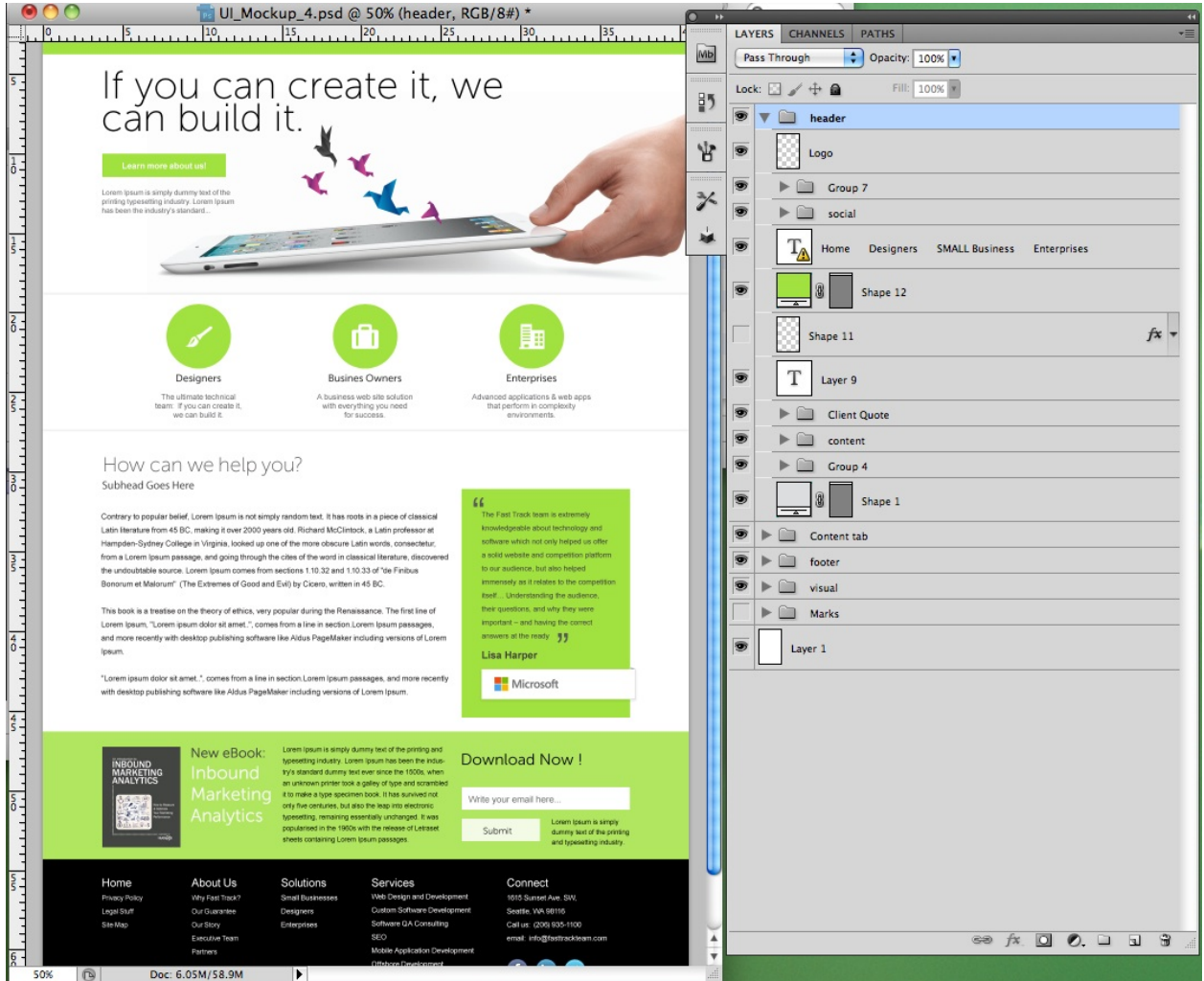
- Native images in 300 dpi or above
- Original images cropped to size
- Headlines in their respective fonts, colors and sizes
- Body copy in respective fonts, body copy and sizes
- Icons
- All art associated with the area on separate layers
- Body copy associated with the area on separate layers
- All art or fonts associated with the area on separate layers

Element area 4 – Footer

- Native images in 300 dpi or above, cropped to size
- Headlines in their respective fonts, colors and sizes
- Body copy in respective fonts, body copy and sizes
- Icons
- All art associated with the area on separate layers
- Body copy associated with the area on separate layers
- All art or fonts associated with the area on separate layers

See the screen shot below for further definition:

Power Site PSD Design Guidelines



Web Store Design Deliverables

For a webstore, there are total four skins that are required. These are:

1. Administration skin
2. Public store skin (End user)
3. Installation skin
4. Print skin

Remember that the menu on home page and store/product page will be the same unless otherwise specified. The Footer will match the PSD and default links should be removed.

1. The Administration Skin

This skin is used for the administration section of the web site, such as the catalog home page style, grid style, add new toolbar style, sales report. There will be only one type of PSD for this but there will be example PSDs like admin home page, reports page.

2. Public Store Site

This skin is used for all of the end user pages. Three end-user Photoshop files are required for the store, including:

- a. Three columns for e.g. Home Page
- b. Two columns for e.g. Blog
- c. One column for e.g. My Account

The Public Store Site Photoshop files require certain elements, such as the *Shopping Cart images, Forums Grid etc.* The required elements may be found in each of the layered Photoshop files.

3. Installation

This skin is used for the installing the nopCommerce on hosting server. This can be used as it is and there is no need to modify this skin.

4. Print

This skin is used for printing the web pages. This can be used as it is and there is no need to modify this skin.

Summary:

The following Photoshop files are required for nopCommerce:

- a. **Admin PSD**
 - This will be example of home page, report page, secondary pages
- b. **Public store**
 - i. **Three column psd**

Power Site PSD Design Guidelines

- This will be example of home page, search page, new products page, register page
- ii. **Two column PSD**
 - This will be example of home page, search page, new products page, register page
- iii. **One column PSD**
 - This will be example of product page, contact us, blog, my account, login page
 - This will be example of shopping cart page, wish list page etc.

Note:

1. PSDs will include common html elements also additionally include shopping cart images, grid view style, tool bar style, report control etc.
2. We can use the default skins for installation and print.
3. We will be creating sample PSD for all the types of pages.