

# Website Pre-Start Checklist

- Logo**  
High Resolution, Transparent Background, Sensible Orientation
- Elevator Pitch**  
1-2 sentences that concisely communicate who, what and how.
- Accessible Colour Palette**  
At minimum, one dark and one light colour that meet AAA contrast requirements, plus one 'accent' colour that meets AAA on one of these for large text/graphics. [Use this checker for testing.](#)
- Text Font**  
A [Google font](#) (preferred) or Adobe font that is easily legible and meets best practices for accessibility. This will be used for paragraphs of text.
- Heading / Accent Font**  
Optionally, you can also choose to have 1-2 accent fonts that are used for things like headings or call to actions. These should complement your main font.

## A NOTE ON TYPOGRAPHY:

*While there are many fonts available for download, they aren't all internet (or human) friendly. For tips on choosing typography, please consider [reading this post!](#)*

- ~ 10 Images**  
These should represent your brand and be consistent in style. These will help guide and define your brand 'voice' and will be used as placeholders during the design phase.
- Recognisable Visual Elements (optional)**  
If you already have a social media presence, or you have an existing brand style that you use for creating new documents or promoting yourself online, please share them with us. If possible, please provide these in a vector format (or a link to Canva is perfectly fine!). This might be infographics you've shared, fun confetti sprinkles you like to add to Insta posts, or a particular illustration you use for backgrounds. These help us keep your website voice consistent with your overall digital presence.
- Designs you love or hate**  
We're going to ask you to show us other websites you love or hate, and get you to explain what elements about them tickle you either way. Happy stalking!