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Client Asset Submission Guide

Websites built to perform.

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1. Introduction

To build your website efficiently, we need a small number of assets and materials from you. This document outlines exactly what to send so we can begin designing and developing your site without delays.

Please gather the items listed below and upload them using [WeTransfer](#), then send the download link to:

info@zimsaas.com

Subject line format:

Assets - [Your Business Name]

If possible, please upload all files in a single transfer so we can keep your project organised.

2. Logo Files

Please provide your logo in the highest quality formats available.

Preferred formats:

- SVG
- AI
- EPS
- PNG (transparent background)

If you have multiple versions, please include them:

- Main logo
- Icon/logo mark
- Light version
- Dark version

If you only have a PNG or JPG, that is acceptable.

3. Brand Guidelines (If Available)

If your business has branding guidelines, please include them.

Helpful items include:

- Brand colour codes (HEX or RGB)
- Font names
- Logo usage rules
- Brand imagery style

If you do not have a brand guide, we can still proceed.

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4. Images and Photos

Images help make your website look professional and authentic.

Examples of useful photos:

- Your team
- Your workspace or premises
- Products
- Services being delivered
- Before / after photos
- Lifestyle images related to your business

Image guidelines:

- High resolution preferred
- Avoid screenshots where possible
- Minimum recommended width: 2000px

File formats:

- JPG
- PNG

5. Videos (Optional)

If you have video content you would like on your website, please include it.

Examples:

- Promotional videos
- Service demonstrations
- Social media clips
- Testimonials

Formats accepted:

- MP4
- MOV

6. Written Content

Please send any text you would like included on the website.

Examples:

Home page

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- Business description
- Headline or slogan

Services

- Description of each service
- Pricing (if applicable)

About

- Your story
- Team member information

Contact

- Phone number
- Email address
- Business address
- Opening hours

Content can be provided as:

- Word document
- PDF
- Text file
- Notes document

If you are unsure, simply send the information you have and we will structure it appropriately.

7. Social Media Links

Please provide links to any social profiles you want connected to the website.

Examples:

- Instagram
- Facebook
- LinkedIn
- TikTok
- YouTube

8. Legal Pages (If Applicable)

If your business has legal policies, please include them.

Examples:

- Privacy policy
- Terms of service
- Refund policy
- Cookie policy

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If you do not have these, we can discuss options.

9. Domain and Website Access (If Applicable)

If you already own a domain or website, we may request access later during the project.

Examples of platforms:

- GoDaddy
- Namecheap
- Cloudflare
- Shopify
- WordPress
- Webflow

Do not send passwords by email. If access is required, we will provide instructions for granting secure access.

10. Submitting Your Files

When ready:

1	Upload your files using WeTransfer
2	Send the download link to info@zimsaas.com
3	Use the subject line: Assets - [Your Business Name]

Once we receive your assets, we will review them and begin the next phase of your project.

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