

Graphics Template Checklist

When creating graphics for proposals, first establish a common template and share that template with all involved in the effort. Make sure to include any specific instructions or RFP specified information as well as any corporate or personal preferences. Remember, when creating a template do not leave any information to chance—include any potentially useful information to maintain the highest level of consistency.



Fonts (size, type, color, etc.)
ex. Arial, 12 pt, black



Color Palette

ex.



Logos (your company, teammates, and clients)

ex.



Size/Page/Slide Restrictions

ex. 100 page limit, no 11x17s



Media (CDs, paper size/type, etc.)

ex. 10 binders, 2 CDs



Icons and/or Special Use Photos

ex. = Customer Management



Preferences (personal, corporate or customer)

ex. Customer hates yellow



Other Specified Details and/or Restrictions

ex. All bullets are sentence case.



Due Date

ex. May 5th, 5 p.m.

Helpful Tips for Proposal Graphics

Graphics for oral and written proposals should be prepared differently to accommodate the variations between these two delivery methods: size constraints, print quality versus screen quality, file formats, etc. Here is a comparison of the major differences:

Orals

- Best resolution and file format: 200 dpi (dots per inch) jpgs
- Best size: PowerPoint slides are 10 inches x 7.5 inches (or 25.4 cm x 19.05 cm)
- Best practice: use animations sparingly and only to communicate not to amaze.



RGB

- Red, Green, Blue
- Color of light
- Vibrant
- Best for: onscreen (websites and presentations)
- Good for: digital press and desktop printers

Written

- Best resolution and file format: 200 dpi (dots per inch) tiffs
- Best size: Graphics should fit either in one column or across two. Subtract the left and right margins for two column width. For one column the graphic should fit exactly in your column. Don't forget to include the gutter as well as the margins!



CMYK

- Cyan, Yellow, Magenta, Black
- Color of print/ink
- Can seem dull(er)
- Best for: traditional offset printers

Resources

Proposals

Robert S. Frey. *Successful Proposal Strategies for Small Businesses: Winning Government, Private Sector and International Contracts, 2nd Edition*

Joseph R. Jablonski. *Proposal Writing to Win Federal Government and National Laboratory Contracts*

Art and Design

Joshua C. Taylor. *Learning to Look: A Handbook for the Visual Arts*

David A. Lauer and Stephen Pentok. *Design Basics, 3rd Edition*

Information Design

Michael T. Parkinson. *Billion Dollar Graphics.* (www.billiondollargraphics.com)

Edward R. Tufte. *The Visual Display of Quantitative Information*

Edward R. Tufte. *Visual Explanations: Images and Quantities, Evidence and Narrative*