

1 Individual Templates

Rather than crowding multiple templates into one Photoshop document, provide a PSD for each page template. This provides a simpler layer palette and reduces confusion about functionality differences between templates.

2 Custom Color Palette

Saved as an .aco file and can be loaded into Photoshop. Each swatch is labeled with its Hex color number.

3 CSS Text Labels

For each style of text such as headlines, body text, pull quote, text links, etc.

4 Organized Layer Palette

Layers grouped into folders and clearly labeled as to function (i.e. hover state) or position (i.e. top bar). Change states or special function layers (such as a drop down menu) should be highlighted with a with a color so the developer doesn't have to go hunting for them.

5 Page Template Components

Include as many common template components as possible in the style sheet. This includes calls-to-action, forms, buttons and any other special content.

6 Template Grid

Include an overlay that shows the column and gutter grid you used to set up the template. Gridulator.com and other online tools make it easy to create custom grids.

7 Sticky Notes

Invaluable for the developer. Can be used to explain functionality and give dimensions for live image areas.

