

# Community Gift Shop

## Online Gift Catalogue Checklist

### Categories

Your catalogue can have up to 6 categories for the basic price. For an additional fee you can have as many categories as you like. Each category will have its own photo and description text.

### Items

Your catalogue can have up to 25 items for the basic price. For an additional fee you can have as many items as you like. Each item will have its own photo, description text and price.

### Colours

Your catalogue can use up to three custom colours in addition to the default black body text and grey gradient backgrounds. Please provide specific colour values, rather than simply saying blue, or green for example. For your online catalogue RGB or hexadecimal colours are preferred but Pantone or CMYK are acceptable.

**Please note:** If you don't know the specific colour value but would like to use a colour based on your website or logo, please provide the website URL or your colour logo in digital format and we can take the colour from there.

### Sub-domain

Your catalogue will be located on a sub-domain of communitygiftshop.com (eg. <http://yourname.communitygiftshop.com>) and can be accessed directly by typing it into a browser or through a link from your website. Please let us know what your preferred sub-domain is.

### Photos

#### Photo Sources

If you are using local photo sources throughout your community, make sure you have the proper legal permission forms signed.

There are many different stock photo places available online that vary dramatically in price, quality and usage allowances. Make sure you choose royalty-free photos which allow you to use an image multiple times for multiple purposes (with limits). Please review the stock companies terms and conditions before purchasing any photos. It is your responsibility to ensure that you are not breaking any license terms or copyright laws.

#### Online and Print Catalogue

If you will be using both an online and printed version of your catalogue, we will require all of your photos in high resolution, which is 300 dpi (dots per inch). We can re-size large images to be smaller for web use but are not able to make small images bigger so they look good in print. **Please see the photo recommendations in the Print Catalogue checklist.**

## Online Catalogue Only

If you will only be using the online gift catalogue we will need the following:

- Intro photo: 1 photo; 72 dpi (460px x 325px)
- Categories: 1 photo for each category; 72 dpi (300px x 220px)
- Items: 1 photo for each item; 72 dpi (800px x 800px)

**Please note:** The dimensions listed above are the final sizes we require for the online catalogue for each type of photo. Photos do not need to be provided in these exact dimensions we can crop or resize them as required.

## Fonts

Your online catalogue can use customized fonts for headings and body text as long as they are web friendly fonts.

**Standard web font groups include the following:**

- Arial, Helvetica, sans-serif
- Times New Roman, Times, serif
- Courier New, Courier, monospace
- Georgia, Times New Roman, Times, serif
- Verdana, Arial, Helvetica, sans-serif
- Geneva, Arial, Helvetica, sans-serif

## Google Web Fonts

Google has recently introduced open-source fonts that are optimized for the web. To browse these font families, please see <http://www.google.com/webfonts> and simply let us know which font(s) you would like to use.

## Company Information

Your catalogue will be customized to reflect your organization. We will require content for the About Us and Contact Us sections, as well as the Privacy Policy and Terms of Use in the footer. Feel free to use the examples on the demo site (<http://demo.communitygiftshop.com>) as a starting point for these documents if you don't already have these documents in place for your organization.

If your organization is a registered charity, please provide your charitable tax number for inclusion in the footer.

Please indicate if you would like to include Google translate on your gift shop site and, if so, if there are specific languages that you would like to restrict it to. A list of all currently available languages can be found by clicking on the drop down list of the Google translate box on the demo site.

## Gift Cards

We have created gift cards for the following:

- Birthday
- Christmas
- Holiday
- Mother's Day
- Father's Day
- Memorial/Sympathy
- Special Occasion
- All Occasion

The message inside and on the back of the card will be customized for your company. Please provide your organization website URL and your logo in digital format (preferably in EPS format) for the back of the card.

Photos in the gift cards can be customized for your organization for an additional surcharge of \$5 per card. Please provide your new photos at 300 dpi and a minimum of 1500px wide by 2400px high.

## PayPal

Gifts purchased on your online gift catalogue will be sent as donations to your organization's PayPal account. Please provide the email attached to your organization's PayPal account.

## Design Elements

See screen shot example below or <http://demo.communitygiftshop.com/>.

1. **Header:** The header image should include the name of your online catalogue, organization logo and be 980px x 133px.  
**Please note:** If you do not have someone in-house who can design a header graphic for you this service can be provided for an additional fee.
2. **Top Navigation and Footer Colour:** Please provide the RGB value for the colour that you would like to use for your top navigation and footer background. For example, the purple used on the demo online gift catalogue is #663366 (or RGB 102 51 102).
3. **Left Navigation Colour:** Please provide the RGB value for the background colour of the category headings.
4. **Intro area:** This area consists of three parts.
  - a. Intro photo: Photo must be a minimum of 460px x 325px at 72 dpi (dots per inch)
  - b. Intro heading text
  - c. Intro text

5. **Categories (home):** Please provide the RGB colour values for the categories on the home page. You can use up to three custom colours for your catalogue. The text used in this area will also be used on the landing page for each category.

**1** *Community Gift Shop*  
 Gifts that Make a Difference  
 Please Note: This is a demo store for testing purposes. No orders shall be fulfilled.

**2** Home About Us Your Account How It Works Google Translate Select Language

**Give a Gift...**

**Ethical Giving**  
 These gifts are symbolic and represent the work of our organization and how we help the children, families and individuals who are living in difficult conditions and situations. Because you are helping us inspire people and strengthen your own local community, your purchases are tax deductible.

**3 Poverty**  
 feed a family  
 keep children warm at night  
 winter clothes for a child  
 healthy meals for seniors  
 give the gift of heat

**At Risk Pregnancy**  
 prenatal care  
 supply a teen mom with diapers  
 prenatal vitamins  
 buy a breastpump

**Palliative / Hospice / Bereaved**  
 give respite to a caregiver  
 help transport a patient  
 gift of therapeutic touch  
 help a child cope

**Literacy**  
 new books for children  
 send a child to school's cool  
 adult education upgrading  
 buy a family a computer

**Social Isolation**  
 mentor a child at risk  
 dance, music or sports for a child  
 sports equipment for a child  
 after school care

**Wildlife/Environmental**  
 community garden  
 local land trust  
 buy a beehive  
 care for an injured turtle  
 wood duck box

**Heart warming gifts that change lives**

**4** This Christmas, give the gift of

This holiday season give that special person on your holiday list a gift from the heart. These items will help children and families in need, right here in Haliburton County. Give a gift of baby food, warm winter boots, or feed a family for a day. Gifts as low as \$10, that can make a difference in your own community!

**5** **Poverty** Poverty affects us all. Poverty means children putting water on their cereal, an adult going ... [learn more]

**Pregnancy** Good health, safety and security is paramount to a healthy pregnancy. Protect a pregnant mom ... [learn more]

**Hospice** One of the most difficult times is the end of a loved one's life. Give a gift that will help ... [learn more]

**Literacy** It's so important for every child to have the opportunity of learning, exploring and belonging ... [learn more]

**Isolation** Children and youth need to feel that they belong. They need opportunities to explore ... [learn more]

**Environment** We all need to be stewards of the earth and its creatures. Show how much you value our environment ... [learn more]

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 Another Community Gift Shop site - Site Development by TechnicalitiesPlus Inc.