

Harvest Capture

Hand-off Document

Spring 2026 | NMIX 4410

Allison Damron, Anyi Morfaw, Karishma Pandit,
Julianna Thomas, Kayla West

Compiled brand assets and file access information created for Daniel Jackson

Table of Contents



Visual Design

- Brand Guidelines & Typography
- Website Photography
- Business Collateral
- Logos
- Google Drive Instructions & File Path
- File Types & Use Summary



Website

- Viewing Hidden Pages
- Compressing Images, Helpful Tutorials/Channels



Utility

- YouTube Tutorial Folder

Visual Design

Brand Guidelines

This document is your essential resource for understanding and implementing our brand's visual language.
In it you can find brand color, typography, image styles, and more!

View Harvest Capture Brand Guidelines

Typography

Akshar is a sans-serif font available for download from Google Fonts.

- The font previews are written in Hindi yet the font is available in English/computer system language upon download

Platform Availability

- **Canva:** No download necessary
- **Microsoft Suite:** Download necessary
- **Squarespace:** Embedded into font styles (no download necessary)

Download Akshar Font

Embedding Font Tutorial

Visual Design

Photography

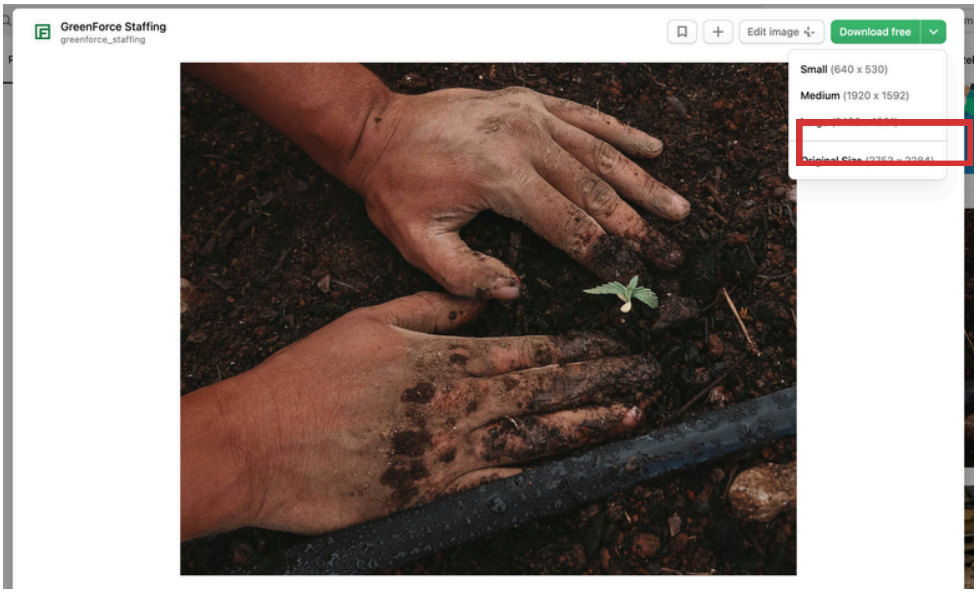
This folder holds every image used on the website.

Website Photography

Use the following sites to find more, high-resolution images with free licenses for personal and professional use.

- On these sites, toggle the 'License' to the 'Free' category or look for the term 'Royalty Free Images'
- Download image files in 'original' size for most cases unless its being used for large website sections

- Unsplash.com: Top choice for free to use images
- Pixabay: Royalty-free images,
- Pexels: Free Stock photos



Visual Design

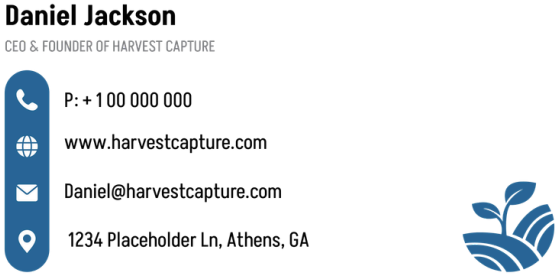
Business Collateral

Click on the links below to download asset files

View Business Collateral









Two colors. Two design variations.

Visual Design

Logos

View Logo Files



PRIMARY LOGO



STACKED LOGO



SECONDARY LOGO



FAVICON

Five Colors. Six Variations

Visual Design

Google Drive File Access

1. Log into your Google Drive Account
2. Navigate to the shared folder "Harvest Capture (Daniel Access)"
3. Click on the desired content
    a. Ex. "Brand Collateral.zip"
4. Downlload the .ZIP files to your computer
5. Refer to the desired document within the folder
    a. Ex. "Business Cards"
6. Print and /or us for web assets and more!



Harvest Capture
(Daniel Access)



Business Collateral.ZIP

Contains pdf, indeed, and png files



Logos. ZIP

Contains png, jpeg, svg, and ai files



Akshar.ZIP

Contains Light, Regular, Medium, SemiBold and Bold fonts

Visual Design

File Use Summary

File Types & Uses Summary Video
Start at 4:47 for useful file types

File Type	Pixel or Vector	Transparency	Best For	Not Great For
JPEG	Pixel	No	Photos, web images	Logos, crisp graphics
PNG	Pixel	Yes	Logos, icons, UI, transparency	Large photos
SVG	Vector	Yes	Web logos, icons, scalable graphics	Photos
AI	Vector	Yes	Logo design, illustration	Multi-page layouts
INDD	Layout (mixed)	Yes	Print layouts, multi-page docs	Logo creation











Showcasing/Publishing files

"I want to insert the files as provided, not changing anything to the design or specific elements.

WEBSITE. LOGOS. EMAIL SIGNATURES. ETC."

Editing Original Files

"I want to make edits to the original files, changing the fundamental components of the design.

LOGO/SLOGAN CHANGES."

Website

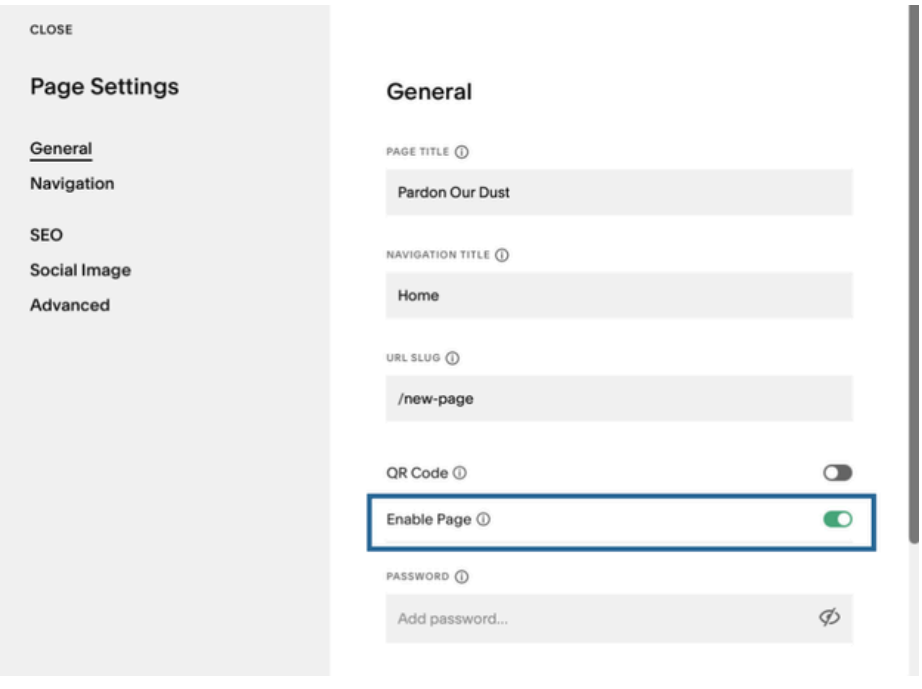
Viewing Hidden Pages

1) Locate the page you are interested in hiding or revealing on the lefthand side of the browser (make sure you are on the editor's view).

2) Next, click that page's settings icon and you will find a toggle that says "enable page"

3) Select that button to toggle it "on" (it will turn green when switched).This will allow your page to be visible to the public. When off, it is hidden.

**Note that if this is a page intended to hide another, the URL slugs must match. In this, case they are post "/homepage"



Website

Compressing Images

"Compressing images for Squarespace is essential to reduce file sizes (ideally below 500KB), which directly improves website loading speeds, boosts SEO rankings, and prevents high bounce rates from slow-loading pages"

Resources: Tiny PNG & Adobe Express



Compressing with Tiny PNG Tutorial

Squarespace Tutorials & Resources



Squarestylist

Designing the Row

r/SquarespaceHelp

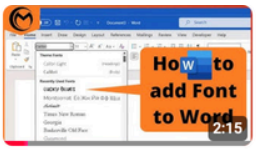
Squarespace Help Center

Utility

Brand Tutorials: Harvest Capture

YouTube

Access any of linked tutorials in this Youtube Playlist



How to Add a Font to Microsoft Word

Office Master Tutorials • 98K views • 2 years ago



How To Add Custom Fonts In PowerPoint | Easy Tutorial

SortnSolve • 3.1K views • 1 year ago



How To Embed Fonts in Powerpoint [2025 Full Guide]

Learn with Freddie • 334 views • 10 months ago



How to Compress Images for Your Website (Free & Fast) | TinyPNG Tutorial

Sam Bretzmann • 6 views • 10 days ago