



## 11. Business Logo

NOTE: If you do not have a logo, we'll insert the name of the business in text exactly how it's typed. This will be the automatic default. We will provide an upgrade opportunity to have a logo designed if you need it.

If you have an existing logo, please check that it meets these **requirements**:

- > Shape: optimum shape is rectangle vs square
- > Dimensions: 160 pixels wide by 30 pixels tall
- > The maximum height is 30
- > The maximum width is 180
- > COLORS:
  - If the logo has colors that clash with the Graber colors, then we'd recommend a white version
  - If the logo has a light background (ie. gray) surrounding the logo, then it might be okay if the colors don't clash
- > File Format
  - .jpg format – this means that the background of the logo has a white background, usually in a rectangle or 'box'
  - .png format – this means that the background of the logo is transparent & you'll see the background color around the logo

## About Us Page

You will need to write a few paragraphs for this section. You can check out the example that we have at [alpha.graberdealer.com/about](http://alpha.graberdealer.com/about)

You will be able to copy and paste as much content in the "about us" section as you wish.

*Some notes about creating the copy if you're starting from scratch:*

- > Be sure that you have something written that captures the spirit of your brand and hits on your value proposition highlights.
- > Be sure that you're talking about the things about you that your customers really love about you and answer the questions that they ask you all the time. It's ok to brag, but do it in a way that let's them see themselves wanting to be your next customer!

## About Us Page: Meet Your Team section

For each team member that you want to spotlight, you will need to have the following information:

- > Name and Expert Title
- > Short blurb
- > Personal social media connects, if applicable
- > Profile picture that meets the following **Requirements**
  - The optimum shape is rectangle vs square to look good on all devices
  - The optimum dimensions are about 400 pixels wide by 260 pixels tall

NOTE: each picture doesn't have to be exact nor do they have to be exactly the dimensions noted, but ideally all team pictures will be the same dimensions for consistency