



Custom Content Infographic Best Practices Guide

When purchasing an infographic, the first step is filling out the Infographic Process form. With this form, you will fill out the topic, audience, and deliverables for your specific infographic. The design team at LabRoots will then use this form to create the infographic and send you a first draft. Then, if you choose to share your infographic on our Social Media pages (if you decide to go with web), you will have the option to choose which ones it appears on.

For the process to go smoothly, here are a few key things to keep in mind:

- 1. Theme:** When filling out the form, if there is a certain theme you are trying to convey make sure to specify this. The more information given at the front-end, the quicker and easier the process will be.
- 2. Imagery:** If there are certain images your team would like to use, it is necessary to have those given to the LabRoots design team at the start of the process. If your team would like to leave the imagery up to the creativity of the LabRoots team, this is something we can do but it will take us longer to create.
- 3. Brand Guidelines:** When creating imagery, the LabRoots team needs to be aware of any brand guidelines your company has, like font, color, logo, etc. This can be something that slows the process down during approvals.
- 4. Web vs. Print:** When filling out the form, your team should have an idea whether your infographic will be used for print or web, or both. The design team creates each infographic differently depending on where it will be used. If the infographic is being printed, all images must be high resolution.
- 5. Approvals:** Getting approval from the client's team can sometimes take longer than anticipated making the final date pushed off. Keep in mind that many times infographics have to go through a legal team before they can be deemed acceptable.
- 6. Timeline:** While on average these can take 4-6 weeks, each infographic is a custom piece and in some cases can take longer to create depending on the request.

