

Client Asset & Content Checklist

Project: Hasan Properties Real Estate Website

Document Purpose: Required branding, media, and text assets to replace website demo placeholders.

1. Branding & Identity Assets

Please provide vector or high-resolution transparent files for the company logo:

- ☐ **Primary Logo (Dark Mode)** – PNG/SVG
 - ☐ **Primary Logo (Light Mode)** – PNG/SVG
 - ☐ **Favicon / Browser Icon** – 512x512px PNG (Square logo icon)
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2. Real Estate Projects Content (Per Project)

Please provide the following details for each active or upcoming project:

Basic Project Info & Copy

- ☐ **Project Name & Subtitle** (e.g., *Hasan Skyline Towers - Ultra-Luxury Sky Apartments*)
- ☐ **Location / Address** (e.g., *Main Jinnah Avenue, Blue Area, Islamabad*)
- ☐ **Development Status** (Ongoing Construction, Delivered & Ready, Upcoming Launch)
- ☐ **Starting Price** (e.g., *PKR 3.5 Crore*)
- ☐ **Overview Description** (2–3 short paragraphs describing architecture, view, and location)

Technical Specifications

- ☐ **Total Floors** (e.g., *32 Storeys*)
- ☐ **Total Units / Apartments** (e.g., *220 Luxury Units*)
- ☐ **Target Completion Date** (e.g., *Q4 2026*)
- ☐ **List of Key Amenities** (e.g., *24/7 Security, Reserved Parking*)
- ☐ **Key Highlights / USPs** (e.g., *RDA Approved, Direct Highway Access, High Rental Yield*)

High-Resolution Media & Imagery

- ☐ **Main Hero Banner Photo** – 1920×1080px (Landscape photo of tower exterior)

☐ **Architectural Gallery Photos** (2 to 4 high-res photos per project):

- Building Exterior & Night Lighting View
- Interior Penthouse / Living Room
- Master Bedroom Suite
- Entrance Lobby / Reception

Floor Plans & Layout Diagrams

For each apartment variant (e.g., 1-Bed, 2-Bed, Executive Penthouse):

☐ **Unit Name & Layout Details** (e.g., *Executive 2-Bed Suite | 2 Bed / 2.5 Bath | 1,450 sq.ft*)

☐ **Floor Plan Diagram Image / PDF** (Clear 2D or 3D layout drawing)

Note: Or provide a description, we can use an AI generated image of the floor plan

3. Video Walkthroughs

Links or files for virtual tours and construction updates:

☐ **YouTube / Vimeo Video Links or MP4 Files:**

- 3D Architectural Walkthrough Video
 - Construction Progress / Drone Site Update
 - Sample Apartment Interior Tour Video
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4. Executive Leadership & Company Profile

To populate the About, Leadership, and History sections:

☐ **Chairman / CEO Statement** (Short message on vision, quality, and legacy)

☐ **Executive Board Profiles:**

- High-resolution headshots (Professional corporate attire)
- Full Name, Designation, and 2-sentence bio for each executive

☐ **Company History Milestones:**

- Founding Year & Key Achievement Highlights (e.g., *2010 – Completed 1st High-Rise*)

☐ **Awards & Recognition:**

- Award Title, Issuing Body, and Year (e.g., *Best Luxury High-Rise Developer 2024*)
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5. Regional Offices & Payment Portal Details

☐ **Office Addresses & Support Contacts:**

- Head Office & Regional Office Full Addresses
- Official Phone Numbers & WhatsApp Business Contact Numbers
- General & Sales Support Email Addresses

☐ **Pay Portal Details** *(If accepting online installments or bank transfers):*

- Bank Account Title, Bank Name, and IBAN / Account Number for Direct Transfer
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Note for Client:

Please upload all images and files to a shared Google Drive, Dropbox, or WeTransfer folder organized into sub-folders by Project Name.