

Media Center Content Guidelines

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e-Deliverable Templates

eCard Dimensions

600 pixels wide

The width for eCards are 600 pixels wide. The height is variable.

To take advantage the increased resolution of high-density displays (such as Mac Retina), create your eCards at 1200 pixels wide. That will provide twice the resolution that best matches the higher resolution of the display. That artwork will be scaled to fit the 600-pixel eCard width, but will display at higher resolution on the high-density screens.

Variable Height

The height can expand vertically as text and images are added. Keep in mind the old newspaper adage of “staying above the fold.” Don’t bury key messages or images toward the bottom of the design. You want to capture the recipient’s attention from the very beginning.



Using Text

Editable text only over solid colors or white

Many email apps don't support HTML text over images or gradients. HTML text should be over solid colors or white.

Use web-safe fonts for editable text

HTML text is “live” text. The font has to reside on the recipient’s computer. Most all computers support a set of web-safe fonts. If you specify a non-web-safe font, there is no guarantee how it will display on their computer.

The most common web-safe fonts include:

Arial

Verdana

Geneva (Mac)

Tahoma (Windows)

Georgia

Times | Times New Roman

Trebuchet



Custom fonts or text over images or gradients must be artwork. They won't be editable.

Editable text must be over a solid color or white background.

Design for Expansion

Allow for variable lengths of text

When juxtapositioning a column of imagery and a column of text, be aware that it can cause unwanted gaps as text is added. In the top example below you can see that the layout looks fine as long as the amount of text doesn't extend deeper than the image next to it.

However, the example below that illustrates what can happen as too much text is entered. It creates a gap below the image because the image can't expand dynamically as the text grows.



As long as the column of text doesn't extend below the bottom of the image on the right, everything looks correct.



When the text extends beyond the bottom of the image it produces an unwanted gap.

A couple of design workarounds

By blending the image above and below the text area to match a solid color, an unlimited amount of text can be entered without breaking the layout. As text expands, the design dynamically opens to accommodate it.



Top image blends to a solid color at the bottom.

Matching solid color behind text.

Bottom image blends to a solid color at the top.

Designing a layout where the bottom of the images form a natural ending allows the text to expand without creating a noticeable gap.



The space beneath the photo created by the expanding text appears to be an intentional part of the design.

Design for Mobile

To accommodate the smaller screens of smartphones, we can adjust the size of text and some layout configurations when viewed on smaller devices. This is referred to as being “mobile responsive.”

Some phones don't support the extra markup needed for many of these adjustments (for example, most Android phones strip out the responsive markup). However, iPhones offer robust responsive support.

Font size

We typically increase all font sizes so they are more readable on a phone. This means that the layout has to accommodate the larger text areas.

DESKTOP:



Text area on desktop computer

MOBILE:



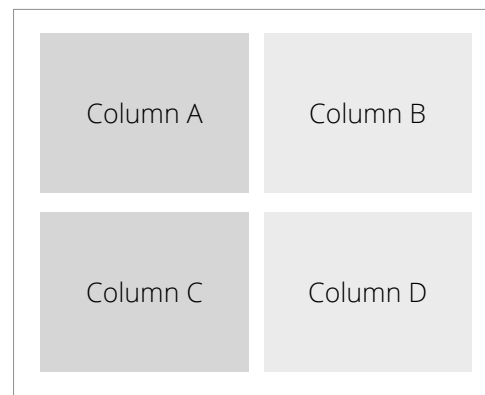
Larger font size and text area on mobile

Stackable columns

Side-by-side columns can be configured to stack on mobile, which allows them to be larger for easier readability. Be aware that if you want them to stack, the right-hand column will always be positioned beneath the left column.

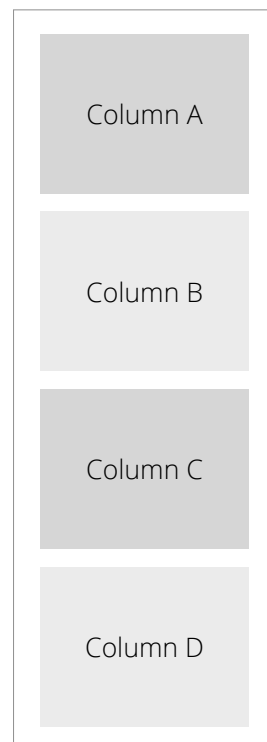
Keep this in mind with “checkerboard” designs where one row has the text on the right and the next row has it on the left. On mobile, it will place the two text columns above and below each other.

DESKTOP:



Side-by-side columns of a row on desktop computer

MOBILE:



Each row stacks the right-hand column beneath the left-hand column

Other e-Deliverable Considerations

Headers & Footers

Standardizing headers and footers is always a good idea because should you want to make a change sometime in the future, it can be done globally. If each header is unique to each template, it means any changes have to be manually implemented for each template.

Headers: If you want to maintain a high-level of consistency in your e-deliverable designs, you can design a standard header configuration. A header can be added to any e-deliverable by simply adding a single code to the markup.

Footers: Footers can be added similarly. Typically a footer should include the sender's profile photo contact information and links to their social media sites. If you are not going to use a header with your logo on it, the footer is a great place to sign off with your logo.

Multiple profiles for real estate

Often, real estate materials need to include a co-agent. The footers can be configured to accommodate a co-agent. A sidebar dropdown menu in the Editor interface allows the user to select one or multiple agents.

Multiple design options

Similarly, a sidebar dropdown menu can provide different layout options for a single eCard. Be sure to include a separate layer in your file for any alternate layout options.



A consistent header design can be provided.

Footers can allow for multiple profile blocks.

eNewsletter Considerations

A series of editable stories

eNewsletters are organized as individual stories “stacked” as rows in a single column. Each row configuration can be a single full-width story or multiple columns

Example story/configurations could include:

- A full-width image/video with text.
- An inset image (best if on the right side as shown in the example).
- Text only.
- Image only.

The user can enable and disable stories, or change their order. eNewsletters can include generic placeholder text and images or populated with default stories that can either be editable or not—your choice.

If creating a newsletter with pre-populated stories, you can add several generic stories that have placeholder text and images for the user to add their own stories. Like any other story, these can be enabled/disabled and reordered.

Multiple image options can also be provided for each story. These are placed in an image “carousel.”

As with eCards, eNewsletters should be designed as 1200 pixels wide to take advantage of high-density monitors. They will be scaled down to 600 pixels wide for the final template.



Multiple masthead art can be provided in an image carousel, or users can upload their own.

Example of a 2-column row with two individual stories

Example of a full-width image and text story.

Example of a full-width story with a right-aligned inset image.

Page-Based Templates

Template Dimensions

A wide range of template sizes available

We offer a wide selection of template sizes including flyers, brochures, booklets, flyers, postcards, posters, note cards, slide presentations, business cards, etc. If you have special template types you'd like to include in your library, just let us know and we can help you with that.

Print-on-Demand templates

We also offer an integrated Print-on-Demand service where you can create your templates in our system and with a simple click, send it off to our third-party print vendor for low-to-medium quantity, quick-turnaround printing and mailing services.

Here are a few of our more common template types with Print-on-Demand capability:

Flyers

- Single Sided Flyer (8.5 x 11 + 1/8" bleed)
- Double Sided Flyer (8.5 x 11 + 1/8" bleed)
- Single Sided Landscape Flyer (11 x 8.5 + 1/8" bleed)
- Double Sided Landscape Flyer (11 x 8.5 + 1/8" bleed)

Brochures, Booklets, Pamphlets

- 4-Page Brochure (8.5 x 11 folded + 1/8" bleed)
- 4-Page Landscape Brochure (11 x 8.5 + 1/8" bleed)
- 4-Page Booklet (5.5 x 8.5 folded + 1/8" bleed)
- Tri-Fold Pamphlet (11 x 8.5 flat + 1/8" bleed)

Postcards

- Small Postcard (5.5 x 4.25 + 1/16" bleed)
- Large Postcard (8.5 x 5.5 + 1/16" bleed)
- XL Postcard (11 x 5.5 + 1/8" bleed)
- Mega Postcard (11 x 8.5 + 1/8" bleed)

Business Cards

- Business Card (3.5 x 2 + 1/16" bleed)
- Business Card Vertical (2 x 3.5 + 1/16" bleed)

Miscellaneous

- 4-Page Portrait Note Card (4.25 x 5.5 + 1/8" bleed)
 - 4-Page Landscape Note Card (5.5 x 4.25 + 1/8" bleed)
 - Club Card (8.5 x 5.5 + 1/16" bleed)
 - Door Hanger (4 x 9 + 1/8" bleed)
- Pre-configured InDesign master templates are available for download to make creation of your designs easier. You'll find them in the *File Downloads* tab of our Content Submission website at:

<https://content.roqlogic.com/>



Design Considerations

Because they aren't subject to the limitations of an email app, page-based templates allow for a lot more capability.

Text over images

Text *can* be positioned over images on page-based templates. That means it's no problem to reverse type out of a photograph. Or over a gradient.

Images with transparency

Unlike e-deliverables, page-based templates support PNG files with transparency. If you want a white or black panel with 50% transparency over a photo, it's totally okay. It's also fine if you want to "ghost" a photo in the background of a page design.

Fixed page geometry

Be aware that, unlike an eCard, a page-based template is restricted to the layout of the page. It won't expand to accommodate too much text. We alert the user to the fact that there's too much text and they can edit it to fit the layout.

When designing a template, take this into consideration. This is especially true when text is being auto-populated from a Multiple Listing Service or product feed. You can't predict the incoming text. So design accordingly.

Custom fonts

We can support custom fonts... as long as they are properly covered for licensing. Most fonts are subject to copyright restrictions. ROQlogic will not support any fonts that haven't been cleared for copyright.

With that in mind, we *will* support "free" fonts from open sources such as Google fonts. We recommend that these custom fonts be considered for client-wide application as opposed to a particular font for one template.

Check out Google fonts:

<https://fonts.google.com>

If you want to find a Google font that closely resembles your corporate font, here's one of many websites you can check out:

<http://blog.spoongraphics.co.uk/articles/the-best-free-alternatives-to-the-most-popular-fonts>



Text and images can be positioned over images and gradients.



Images with transparency can be positioned over textures, images, etc.

Social Media Posts



Image Posts

Certain template types are configured specifically to be posted to a social newsfeed purely as images. They would be the same as if you were to upload a photo from your phone or computer. For example, they would go into photos on your Facebook page. They contain no links.

Image posts can be any proportion. However, to ensure that they display full-width in the timeline we recommend that they be no taller than wide (square). On Facebook, Instagram and LinkedIn those posts will display full-width and height in the timeline. Twitter on a smartphone will crop any images to 2:1 (twice as high as wide). Tapping on the image in Twitter will open it up to full height.

We currently offer two social image post sizes (these can be editable templates):

- **1200 x 630 pixels:** This is the ideal size for Twitter image posts. They will display without cropping. They will also display fully on Facebook, Instagram and LinkedIn.
- **1200 x up to 1500 pixels:** This provides the most impact on Facebook and Instagram. Posting these sizes to Twitter and LinkedIn will typically be cropped to the 1200 x 630 pixel proportion.

A note on Instagram

Instagram does not allow third-party applications to post directly to individual accounts. So image posts will require downloading the image and manually posting to Instagram.



Posts with a ratio of 1.9:1 will post full-width in the social site timeline.



Image proportions of 1:1 up to 4:5 will post just fine on Facebook and Instagram (Instagram doesn't allow 3rd party posting and will require downloading and manual posting to the social site)



Twitter and LinkedIn will typically crop images taller than 1.9:1 proportion (twice as wide as tall). If you tap on the image, it will open the full-height version of the image.

Social Link Posts

The other type of social post carries with it a link to another site or web URL. For example, this is a great way to post a brochure to your social sites with a link back to our online version of the campaign.

Since templates can vary in size and proportion, it's difficult to predict how the social sites will post them. We recommend that you provide a dedicated image that is **1200 x 630 pixels** that represents your template. We can then use that image for your post. This proportion works well for posting to Twitter and LinkedIn as well.

We can also send a Title and Message along with the post. These can be “hardwired” text or if appropriate, we can use a value from the template itself such as a headline or body text. This text will dynamically populate from your template to your post Title and Message.



The social image can be a dedicated image or one from the template.

Template data can also be used for the Title and Message text.

Preparing your Designs

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Photoshop Files

Submissions can be layered Photoshop files. Leave the layers as separated as possible. Sometimes our creative team may need to “dig into” the files to properly prepare them for templating. Rasterize any uneditable text (otherwise, provide the fonts). Also rasterize any smart objects so they are not linked to any external files.

Add a top-level layer where you can type special instructions for specific parts of your design (e.g., what is or isn't editable, image options for certain image areas, etc.).

InDesign files

Create a top-level layer for any special instructions for specific areas of your design. Be sure to package your InDesign file to include linked images and font files. There are pre-configured InDesign master templates on our Submission Website.

For both Photoshop and InDesign, include any optional images in a separate folder along with your submission. Those optional images should be sized and proportioned properly.

If you have any questions or comments, don't hesitate to contact us.

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