Panels

PANEL 1
Hero banner

Required

Hero banner includes H1, an optional hero blurb, and a required CTA.

The hero banner can include an image. If no image, it will render with a gradient background color.

PANEL 2
Why this matters

Required

Quick summary of the essential take away for the reader.

If they read nothing else on this page, they should still be able to take away the most important fact or point of your campaign.

On mobile, this will take up much more space; localized content can also experience text expansion of at least 30%

PANEL 3
What you can do

Required

This panel focuses on actions or steps that the reader can or should take. Try not to bury the primary CTA here, but you can repeat it here as one of the 3 text links.

PANEL 4
What you can do

Optional

Use only when you have relevant video content.

PANEL 5
Spotlight

Optional

The SPOTLIGHT is a content-only (no images) panel. Use only when you have additional relevant information for this audience.

PANEL 6
Stories

Optional

Include only if you have articles or blog posts to link to.

PANEL 7
Downloadable resources

Optional

For downloadable PDF resources such as fact sheets, reports, studies, white papers.

PANEL 8
Events

Optional

PANEL 9
FAQs

Optional

Can include up to 10 FAQ accordions.

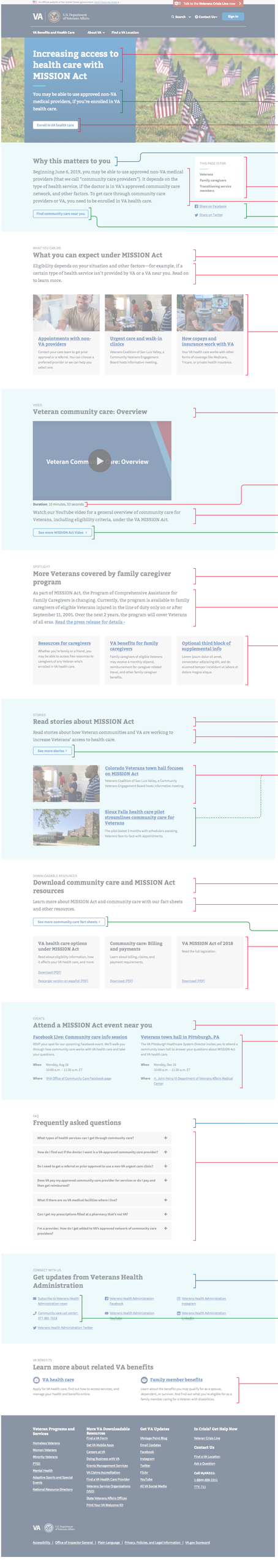
PANEL 10
Connect with us

Optional

Can include up to 10 FAQ accordions.

PANEL 11
VA Benefits panel

Required



Components

H1 Required
Maximum 51 characters **with spaces.**
Refer to the style guide on H1's (page titles): **www.design.va.gov/content-style-guide/page-titles-and-section-titles#page-titles**

Hero blurb Optional
Complete sentence—this is your opportunity to add more SEO value.
Maximum 100 characters **with spaces.**

Call to action Required

H2
H2 title is templated and not editable.
Follow the VA.gov content style guide for sections and subsection titles: https://design.va.gov/content-style-guide/page-titles-and-section-titles

Audience box Required
Quickly identify the audience for readers.

Panel 2 Intro Required
Max 350 characters, **with spaces.**

Social share links Optional

Secondary CTA Optional
This is your second most important call to action for your audience.

Customizable H2 Required
Max 70 characters **with spaces.**

Panel 3 intro text Required
Max 300 characters with spaces.

Panel 3 content cards 1 card required
Must included at least 1 card, and up to 3 cards.
Title text: around 40 characters with spaces, depending on the words.
Do not punctuate the title text unless it's a question.
Description text: around 140 characters **with spaces.**

Customizable H2 Required
Max 70 characters **with spaces.**

Video duration Required
Format like this:
Duration: x minutes, x seconds

Video intro text Required
Around 140 characters with spaces.

See more videos button Optional
Include button only when you have more videos (like on your YouTube channel).
Can customize button text by including specific topic info like "MISSION Act" or "caregiver," etc.

Customizable H2 Required
Max 70 characters **with spaces.**

Spotlight intro text Required
Max 350 characters with spaces. You can include a text link call to action as part of the paragraph if needed, like in this example.

Panel 5 content cards 1 card required
Must included at least 1 card, and up to 3 cards. These cards don't have images.
Title text: around 40 characters with spaces, depending on the words.
Do not punctuate the title text unless it's a question.
Description text: around 140 characters **with spaces.**

Customizable H2 Required
Max 70 characters **with spaces.**

Stories panel intro text Required
Around 120 characters max with spaces.

See more stories button Optional

Panel 6 story blocks 1 block required
Must included at least 1 block, and up to 2 blocks. All story blocks either have images, or none of them do.
Story title text: Maximum 70 characters **with spaces.**
Do not punctuate the title text unless it's a question.
Description text: around 100 characters **with spaces.**

Customizable H2 Required
Max 70 characters **with spaces.**

Downloadable Resources panel intro text Required
Around 120 characters max with spaces.

See more button Optional
Customizable text.

Panel 7 Media card 1 card required
Must included at least 1 card, and up to 3 cards. Each card can have up to 2 download links.
Resource title text: Maximum 70 characters **with spaces.**
Do not punctuate the title text unless it's a question.
Description text: around 150 characters **with spaces.**
Spanish "download" link is optional when a translated PDF version is available. Can also include as its own block with localized description text.

Customizable H2 Required
Max 70 characters **with spaces.**

Panel 8 events blocks 1 block required
Must included at least 1 block, up to 2 blocks.
Events title text: Maximum 70 characters **with spaces.**
Do not punctuate the title text unless it's a question.
Description text: around 150 characters **with spaces.**
When/When details: See similar to events component used in Pittsburgh VAMC.
Where: Link to location page, facility locator detail page, or map.

H2
H2 title is templated and not editable.
Follow the VA.gov content style guide for sections and subsection titles: https://design.va.gov/content-style-guide/page-titles-and-section-titles

Panel 9 FAQ Accordions Minimum 3
Must included 3 to 10 accordions.
Question text: Maximum 70 characters with spaces.

H2 / Administration name will auto-populate

Omit links that don't apply.

"Subscribe to" and **contact phone number**
Customizable with the line of business support info, if available. If not available, omit the links, or use the Administration info.

Panel 11 benefit blocks 1 block required.
Must included at least 1 block, and up to 2 blocks.

The benefit title text and blurb are templated and not editable. They are the same ones used on the homepage. Select up to 2 in CMS.