# Shortcodes

## image -- Stand-in for a raw image tag

Usage: [image id="" class="" title="" align="" size="" alt="" link="" style="" /]

**id**: The attachment id for the image in question.

**class**: CSS classes to add to the image

**title**: Specifies the tooltip for the image, also useful for SEO. Defaults to whatever is specified for the image in the media library.

**align**: The Wordpress alignment of the image. Defaults:

* **none**: No special alignment
* **left**: Pull-to-left (allowing text on the right)
* **right**: Pull-to-right (allowing text on the left)
* **center**: Umm... center-aligned.

**size**: And named Wordpress image size, including custom ones. Examples: "full" or "thumbnail"

**alt**: The altnerate text to render in case the image can't load. Defaults to whatever is specified for the image in the media library.

**link**: If given, makes this image a clickable link to the given url.

**style**: Raw CSS styles for the image.

Additionally, and data-\* attributes are passed along verbatim, preserving any html5 data-attributes.

This exists because Wordpress by default hardlinks every embedded image, making testing development more difficult than need-be. The shortcode also links into the "Add Media" control, allowing that to insert this shortcode in place of a normal <img> element. Does not use its content.

## offer\_banner -- Emits a banner for the top of the offer

Usage: [offer\_banner id="" /]

**id**: An image attachment id, if desired. Defaults to the Happivize banner

## offer\_testimonial -- Emits a testimonial

Usage: [offer\_testimonial cite=""][/offer\_testimonial]

**cite**: The citation or source of the testimonial

**content**: The text of the testimonial. May include paragraphs (<p>)

## offer\_heading -- Emits a styled heading

Usage: [offer\_heading type="" tag=""][/offer\_heading]

**tag**: The html tag used by the shortcode. Allows h1 through h6, p or div. If unspecified, determined by type below.

**type**: The "flavor" of the tagline. By default, plain. One of:

* **plain**: No special styling. Defaults to an h2.
* **tagline**: Pink text. Defaults to an h1.
* **heading**: Aqua, "Shadows into Light" font. Defaults to an h3
* **subheading**: Orange. Defaults to an h4

**content**: The text of the heading

Additionally, [offer\_tagline] is an alias for [offer\_heading type="tagline"]. It supports the **tag** attribute.

## offer\_speaker -- Emits a speaker information block

Usage: [offer\_speaker /]

Does not use its content.

## offer\_section -- Sets up a section within the post or page

Usage: [offer\_section width="" background="" color=""][/offer\_section]

**width**: One of narrow or full

**background**: Sets the background color for the section

**color**: Sets the foreground (text) color for the section

**content**: The text/html for the section

## offer\_callout -- Sets up a small callout element

Usage: [offer\_callout option=""][/offer\_callout]

**option**: One of

* **simple**: Normal text in a grey box. This box will grow with its content
* **fancy**: White text on a pink backsplash. This box will not grow with its content, due to the nature of the backsplash

**content**: The text of the callout

## offer\_notice -- Sets up a notice element

Usage: [offer\_notice][/offer\_notice]

**content**: The text of the notice

The resulting element will be horizontally inset, italic and pink.