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| *Version: April 23, 2021*READ THIS BEFORE START This newsletter is based on 10 column grids with 0.2” (0.5 cm) spacing and 0.3” margins.  **EMAIL NEWSLETTER TAB**  This tab contains the most used tools in the email newsletter template.    **BEFORE YOU START**  Click  “Web Layout” and  “View Gridlines” to see the table grid. Optional: turn on paragraph marks using  “Show All” button.  **FORMAT NEWSLETTER AS TABLE IN WORD**   1. Format your newsletter using modules in this file. They are separated to keep proper table width during formatting (because it’s easy to mess-up the width of the table by pasting images that are too wide). 2. Paste your **text** using  “Keep Text Only” button to keep destination formatting. 3. Paste your **pictures** (e.g. banner) as PNG using  “Paste as PNG” button. Use templates on [brand.oliverwyman.com](https://brand.oliverwyman.com/document/301#/newsletter-banners) to create a banner with logo and crop the photos accordingly using *Photos&Icons* support file*.* 4. Download as PNG and insert it to table. 5. Modify **table** using additional buttons in  Table group. 6. Delete **empty rows** between tables to combine the table modules. Delete any **unwanted rows** from the table. 7. Use  “Borders and Shading” button to apply **shading** from Custom Colors list to your cells (Shading > Fill). **Do not overuse colors.** 8. **Photos**: Make sure all photos are in separate cells and select Text Wrapping Layout Options: **In Line with Text.** 9. **Styles:** Use **Body Text** for regular text, and to create spaces in between text, hit enter and apply **Body Text Padding** style. You can also use this style to reduce row height in the table.   **TEST NEWSLETTER AND FINALIZE**   1. Use  “Compress Pictures” to reduce your email size (use 150 dpi). 2. After you finish formatting the table always **test** your email newsletter. Use  “Mail Recipient” button to send it directly from Word to avoid formatting problems (don’t copy table directly into a new email).   **ASSETS**   1. **Banner:** to create Banner visit [brand.oliverwyman.com](https://brand.oliverwyman.com/document/301#/newsletter-banners) 2. **Icons:** you can find icon samples at the end of this document.  To compile your own icons, paste icons from the Library add-in (Tools Tab in PowerPoint) into *Photos&Icons* support file and paste here as PNG. Make sure to select **In Line with Text** option after pasting it as an image. |

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|  | Layout with icons/photosOption with one column |  | |
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|  | Option with two horizontal columns | | | | |  |
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|  | Option with multiple columns | | | | | | |  |
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|  | Agenda |  | Contact us |  | Feedback |  | FAQ |  |
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|  | When will patches be installed?  |  |  |  |  | | --- | --- | --- | --- | | Date | Patch | OS | Installation Method | | 15-Jan-21 | Emergency | Windows 10 | Automatic Installation | | 16-Jan-21 | Emergency | Windows 10 | Automatic Installation | |  |
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|  | If you have any questions, please contact [US](mailto:name.lastname@oliverwyman.com) or visit our website [LINK](https://www.oliverwyman.com/) |  |
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|  | Alternative box shading – Table gray (240,240,240) Maecenas porttitor congue massa. Fusce est. Vivamus a tellus. (Arial 10 pt) |  |
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|  | Alternative box shading – Dark teal (0,76,108) Maecenas porttitor congue massa. Fusce est. Vivamus a tellus. (Arial 10 pt) |  |
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|  | Alternative box shading – Dark turquoise (0,94,93) Maecenas porttitor congue massa. Fusce est. Vivamus a tellus. (Arial 10 pt) |  |
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|  | Alternative box shading – Dark orange (163,46,0) Maecenas porttitor congue massa. Fusce est. Vivamus a tellus. (Arial 10 pt) |  |
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|  | Alternative box shading – Dark yellow (150,93,0) Maecenas porttitor congue massa. Fusce est. Vivamus a tellus. (Arial 10 pt) |  |
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|  | Alternative box shading – Light blue gray (190,211,228) Maecenas porttitor congue massa. Fusce est. Vivamus a tellus. (Arial 10 pt) |  |
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