CBHS Templates

Template Overview

Overview

There are three templates that need to be developed - a Poster template, DL template and an EDM banner. Here is the list of templates and format sizes:

1. Poster - A4, A3 (PDF)

2. DL - DL (99mm x 210mm) (PDF)

3. EDM - 1250px x 627px, 625px x 156px (PNG)

Fonts

- Open Sans (@import url('https://fonts.googleapis.com/css?family=Open+Sans:300,300i,400,400i,600,600i,700,700i,800,800i');)

Posters

DL

EDM Banners

Poster Breakdown

The Poster template will give authors the ability to adjust all text inputs, minus the small copy Disclaimer in the bottom left hand corner. The template can be split into 2 sections (Hero & Body)

Inputs

1. Hero Headline (max 1 line)

2. Hero Subheading (max 2 lines)

3. Hero Copy (max 3 lines)

4. Insurer Performace Spreadsheet (max 5 rows)

   - Percentage Decrease

   - Insurer Name

   - Insurer Details

5. Body Headline (max 1 line)

6. Benefits Collection (max 5 items)

   - Icon

   - Text

7. Offer Text (max 3 lines)

8. Call to Action (max 3 lines)

9. Co-brand Logo Upload

Estimated production time
0.5 days

A4

Join
the health insurer that puts *you first* not profits.
Delivering our members the lowest rate increase for open funds in 2018.

	2017		2018	
4	4.90 %	Bupa	3.99 %	Bupa
	4.60 %	Medibank	3.93 %	NIB
	4.48 %	NIB	3.88 %	Medibank
	3.65 %	HCF	3.39 %	HCF
	2.98 %	CBHS Corporate Health	2.38 %	CBHS Corporate Health

Why join CBHS Corporate Health?

We put you first – CBHS Corporate Health delivered the **lowest rate increase for open funds** in 2018	**Get more back** with generous limits on Extras – i.e. dental, optical and physio	**Easy to switch** – we'll do the work for you	We'll **recognise waiting periods** you've already served**	**30 day** cooling off period

6 weeks free* when you purchase Hospital and Extras cover
8% discount^ on your premiums

Talk to **Reny** on **0472 887 783**
To get a quote or join online go to **cbhscorporatehealth.com.au/quote**
Use your exclusive discount code <insert number>

bankwest   CBHS CORPORATE HEALTH

Notes

1. For the Hero and Body sections please flex all elements to space-between so the content fills the space accordingly

2. For the Hero section the background can be clipped with CSS clip-path :)

3. Collections and spreadsheets are repeatable sections that can be defined in an Outfit template. To learn more on them check out http://help.outfit.io/designer/blocks-collections-and-spreadsheets/
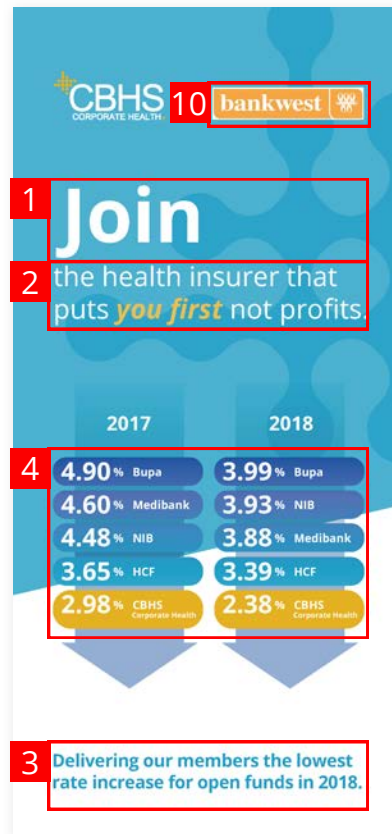
DL Breakdown

Similar to the Poster Breakdown the DL will allow authors to customise most sections. The DL is a 2 page template for the back and front side.

Inputs

1. Hero Headline (max 1 line)

2. Hero Subheading (max 3 lines)

3. Hero Copy (max 4 lines)

4. Insurer Performace Spreadsheet (max 5 rows)
    - Percentage Decrease
    - Insurer Name
    - Insurer Details

5. Body Headline (max 2 line)

6. Benefits Collection (max 5 items)
    - Icon
    - Text

7. Offer Text (max 3 lines)

8. Call to Action Box (max 2 lines)

8. Call to Action (max 5 lines)

9. Co-brand Logo Upload

Notes

1. Same as last page

2. When setting up the multiple page you can use .page to create both pages

3. Use clip-path for both front and back diagonal backgrounds

4. Text on backside to flex space-between to maximise the amount of space, but to also re-layout when there isn't a lot of content

Estimated production time

0.5 days

EDM Banner Breakdown

The EDM banners streamlines all content from the Poster and DL template into PNG formats to be used in Email templates.

Inputs

1250 x 627

1. Hero Headline (max 1 line)

2. Hero Subheading (max 3 lines)

3. Hero Copy (max 4 lines)

4. Insurer Performace Spreadsheet

   (max 5 rows)

   - Percentage Decrease

   - Insurer Name

   - Insurer Details

625 x 156

1. Hero Headline (max 4 lines)

2. Call to Action

4. Insurer Performace Spreadsheet

   (max 5 rows)

   - Percentage Decrease

   - Insurer Name

   - Insurer Details

Estimated production time

0.25 days

Notes

1. Same as last page