**EMAIL\_LP\_PROJECT\_TEST\_V1**

**(All images and icons within folder provided)**

**EMAIL: Build Responsive Email Based on 2-Page PDF Illustration & Below Specs:**

* **OVERALL SPECS:**
  + Width: 650px
  + Body Background Hex: #efedeb
  + Font Family: Arial, Helvetica, Sans-Serif
* **HEADER SPECS:**
  + Email Background Hex: #ffffff
  + Font Hex: #33302a
  + Logo Image: bluegreen-vacations-logo.png
    - Logo Alt Text: Bluegreen Vacations
    - Logo Link: https://www.bluegreenvacations.com/
* **HERO IMAGE SPECS:**
  + Hero Image: Summer-hero.png
    - Hero Alt Text: Book Now for a $100 Upgrade Credit to Customize Your Vacay! Use Promo Code 100OFF20SU\*
* **UPPER CTA SPECS:**
  + Email Background Hex: #0080a6
  + Font Hex: #ffffff
  + Upper CTA Copy - Left: Implement styling where needed
    - BOOK NOW
  + Upper CTA Copy - Right: Implement styling where needed
    - Call (866) 414-0698 to Reserve Summer Dates!
      * Make phone number clickable
        + alias="Upper CTA Banner Text - Sell Vendor Resv Phone"
* **BODY SPECS:**
  + Email Background Hex: #ffffff
  + Font Hex: #33302a
  + Body Copy - Section 1: Implement styling where needed
    - Marvin,

There's still plenty of summer fun to be had and it's not too late to enjoy your purchased Smoky Mountains vacation. Plus, we have a limited-time, call-in only opportunity just for you! If you book your vacay by 8/7 for travel through 9/30 and mention Promo Code 100OFF20SU, you'll get a $100 upgrade credit\* to use toward your choice of enhancements to customize your ideal getaway.

* + Body Copy - Section 2: Implement styling where needed
  + Even though we were unable to maintain your previous reservation, we don't want you to miss out on the chance to maximize your vacay with your choice of upgrades. Book summer travel now for your Hotel Getaway—space is filling up fast!

PS: Although your vacation has expired, we would love to extend it so you can take advantage of this summer travel opportunity. Call (866) 414-0698 for your complimentary extension!

* **ORANGE ICONS MODULE SPECS**:
  + Email Background Hex: #e9730c
  + Header Font Hex: #ffffff
    - Header Copy: Implement styling where needed
      * CUSTOMIZE YOUR VACAY YOUR WAY
  + Upgrade Icons**:**
    - Hotel Icon: hotel-icon-blue.png
    - Clock Icon: Icon-Clock-Blue.png
    - Tickets Icon: ticket-blue-icon-v2.png
  + Upgrade Icon Title Font Hex: #0080a6
    - Upgrade Icon Title Copy: Implement styling where needed
      * Hotel Icon:
        + MORE SPACE
      * Clock Icon:
        + MORE TIME
      * Tickets Icon:
        + MORE FUN
  + Upgrade Icon Description Font Hex: #33302a
    - Upgrade Icon Description Copy: Implement styling where needed
      * MORE SPACE:
        + Switch to our resort accommodations to indulge in spacious villas, oversized pools, onsite dining and more!
      * MORE TIME:
        + Add 1 or more nights to your getaway for a longer stay to create more memories with your loved ones.
      * MORE FUN:
        + Get tickets to local area attractions, from theme parks and water parks to live shows and exciting historic tours.
* **“FEATURED DRIVE-TO DESTINATIONS” MODULE SPECS:**
  + Email Background Hex: #0080a6
  + Font Hex: #ffffff
  + Module Header Copy: Implement styling where needed
    - Featured Drive-To Destinations
  + Module Sub-Header Copy: Implement styling where needed
    - Switch to a popular location close to home for a summer vacay with less travel
  + Module Sub-Header Copy: Implement styling where needed
    - Switch to a popular location close to home for a summer vacay with less travel
  + Module Text Copy: Implement styling where needed
    - Ozark Mountains, MO - 291 Miles Away ›
* **“MORE DESTINATIONS CLOSE TO HOME” MODULE SPECS:**
  + Email Background Hex: #d6d1ca
  + Font Hex: #33302a
  + Module Header Copy: Implement styling where needed
    - More Destinations Close to Home
  + Module Sub-Header Copy: Implement styling where needed
    - We have other drive-to locations you may switch to for a summer getaway
  + Module Text Copy: Implement styling where needed
    - New Orleans, LA - 245 Miles Away ›
* **LOWER CTA SPECS:**
  + Email Background Hex: #ffffff
  + Font Hex: #33302a
  + Lower CTA Header Copy: Implement styling where needed
    - Book Summer Travel & Mention 100OFF20SU to Get Your $100 Upgrade Credit!
  + Phone Icon: phone-icon-blue.png
    - Make phone number clickable
      * alias="Lower CTA Icon - Sell Vendor Resv Phone"
  + Lower CTA Phone Copy: Implement styling where needed
    - Call (866) 414-0698
      * Make phone number clickable
        + alias="Lower CTA Icon - Sell Vendor Resv Phone"
  + Lower CTA Hours Copy: Implement styling where needed
    - Our Vacation Specialists are available Monday-Friday 9am-6pm EST.
* **FOOTER SPECS:**
  + Font Hex: #87847e
  + Footer Copyright Copy: Implement styling where needed
    - © 2020 Bluegreen Vacations Unlimited, Inc. All Rights Reserved.
  + Social Icons:
    - Facebook Icon: ico-fa-facebook.png
      * Facebook Icon Link: https://www.facebook.com/bluegreenvacations
        + Facebook Icon Alt: Facebook
    - Twitter Icon: ico-fa-twitter.png
      * Twitter Icon Link: https://twitter.com/bluegreentweets
        + Twitter Icon Alt: Twitter
    - Instagram Icon: ico-fa-instagram.png
      * Instagram Icon Link: https://www.instagram.com/bluegreenvacations
        + Instagram Icon Alt: Instagram
  + Footer Copyright Copy: Implement styling where needed
    - © 2020 Bluegreen Vacations Unlimited, Inc. All Rights Reserved.
  + Footer PLEASE DO NOT REPLY Copy: Implement styling where needed
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**LP: Convert Responsive Email Build to Responsive Landing Page**

* **OVERALL SPECS:**
  + Width: 1170px
  + Use Bootstrap framework
  + Use best judgment for converting email content to a landing page