

Marketing Page

HTML/PSD update - partner guidance

Overview

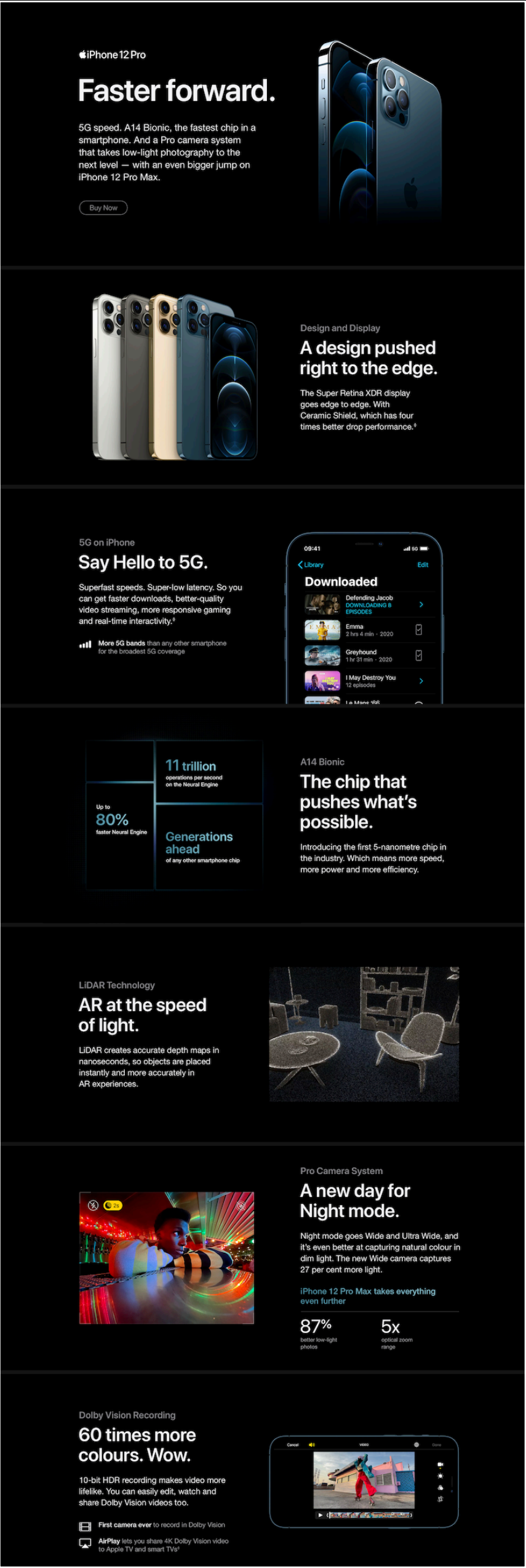
- Marketing pages will now be supplied in 3 ways, gold, silver and bronze packages.
- Please use the HTML files supplied in the gold package where possible.
- If unable to use HTML please work with the PSD silver and bronze packages. Please note that the PSDs in the silver and bronze packages are being supplied in a different way.
- *iPhone 12 Pro has been used for illustrative purposes in this guide.

Gold Package

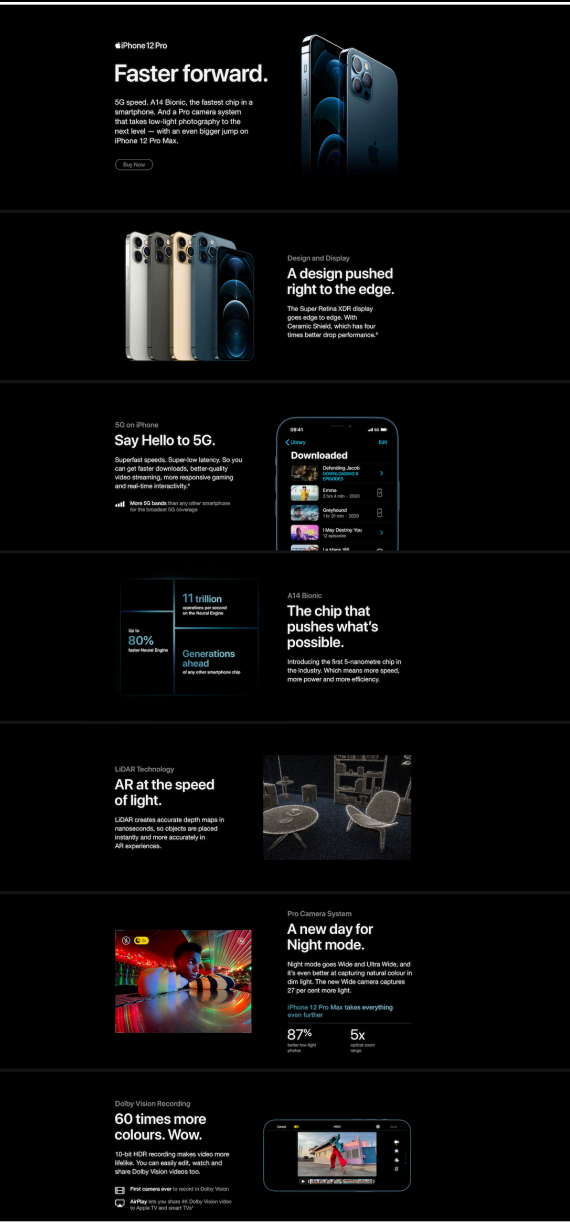
Partners are encouraged to use this file package where possible.

Gold package consists of:

- Standard HTML code
- JPEG reference files



HTML file



Jpeg references S,M,L

Silver Package

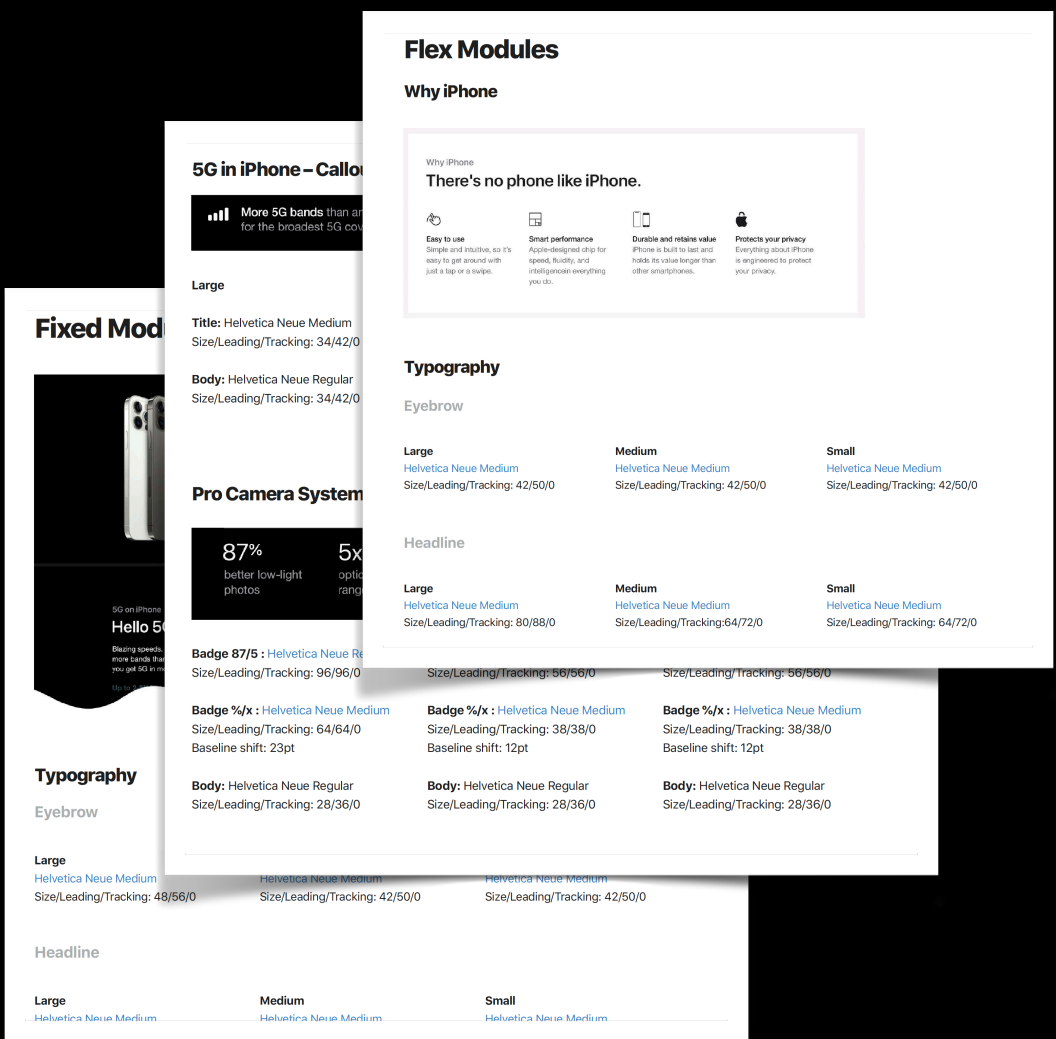
If unable to use the HTML files. e.g. if marketing page is published using a CMS. This package is ideal for live text for SEO requirements as marketing page is delivered without copy, for partner to flow back in using the provided guidance style sheet and copy deck.

Silver package consists of:

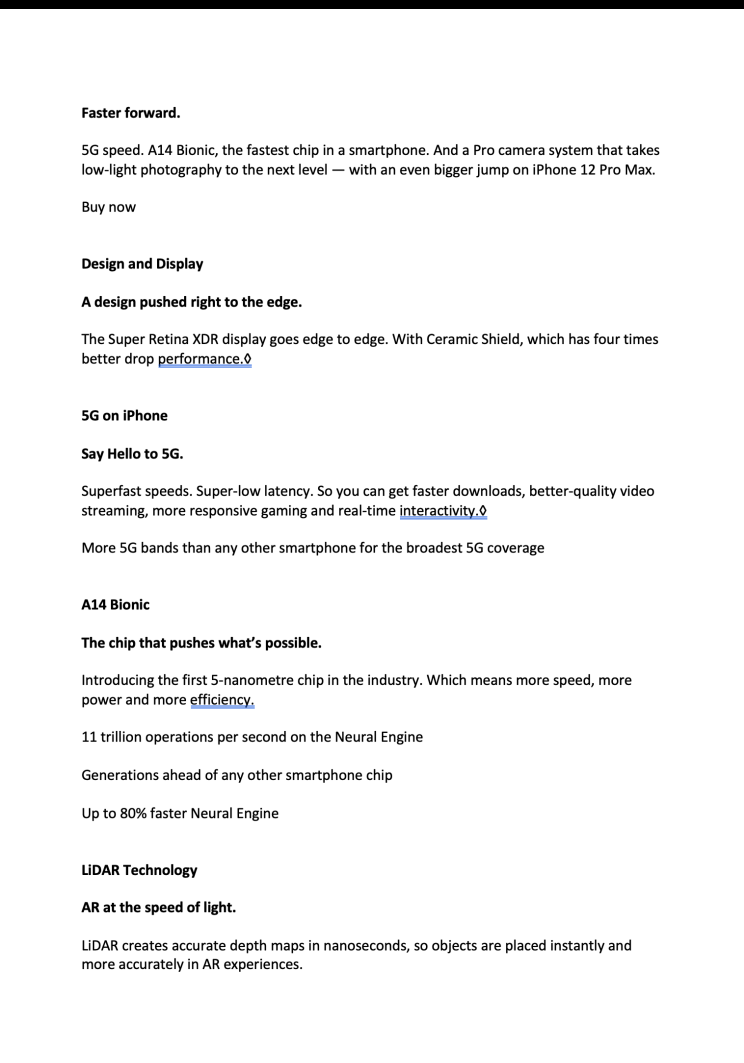
- **PSD** - Exported JPEG each viewport with all headline/body text removed
- **Copy Deck** - all headlines and body copy for each local
- **Style sheet** - Guidance on styling the copy to flow back in
- JPEG reference files



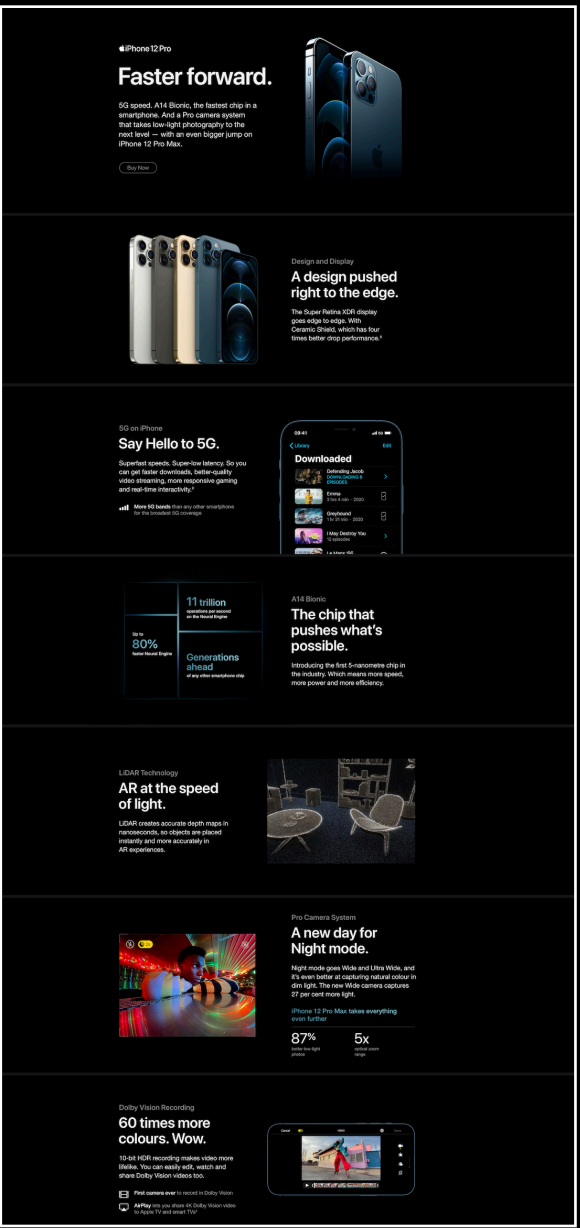
PSD S,M,L



Style Sheet



Copy Deck



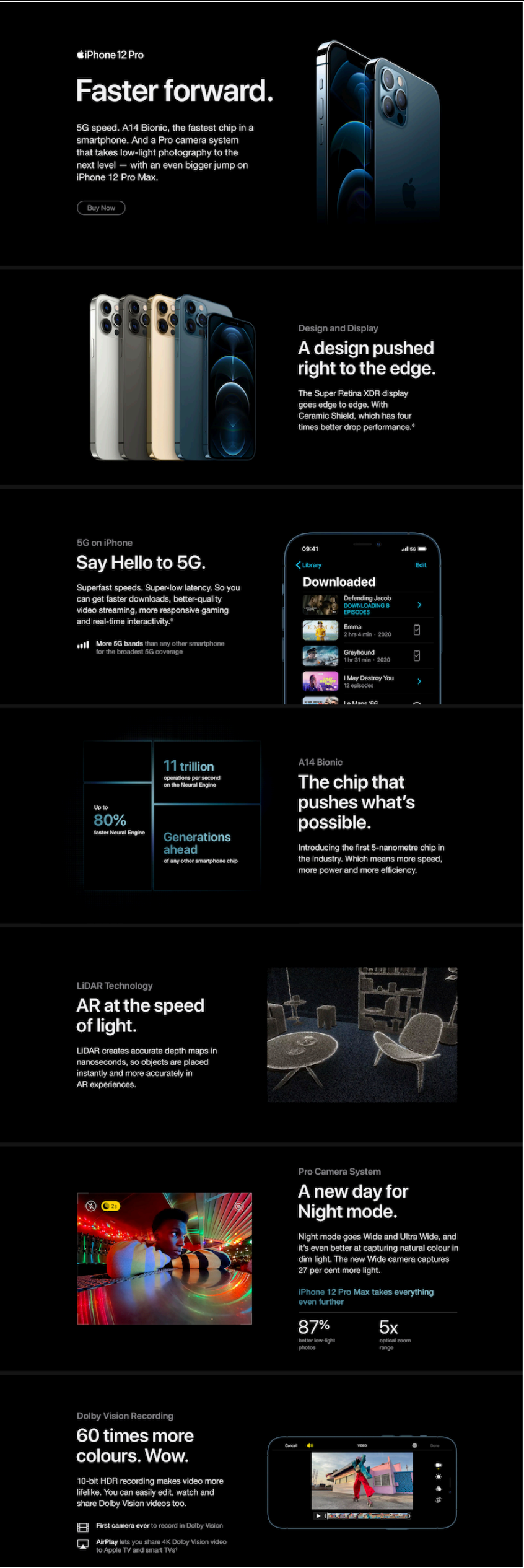
Jpeg references S,M,L

Bronze Package

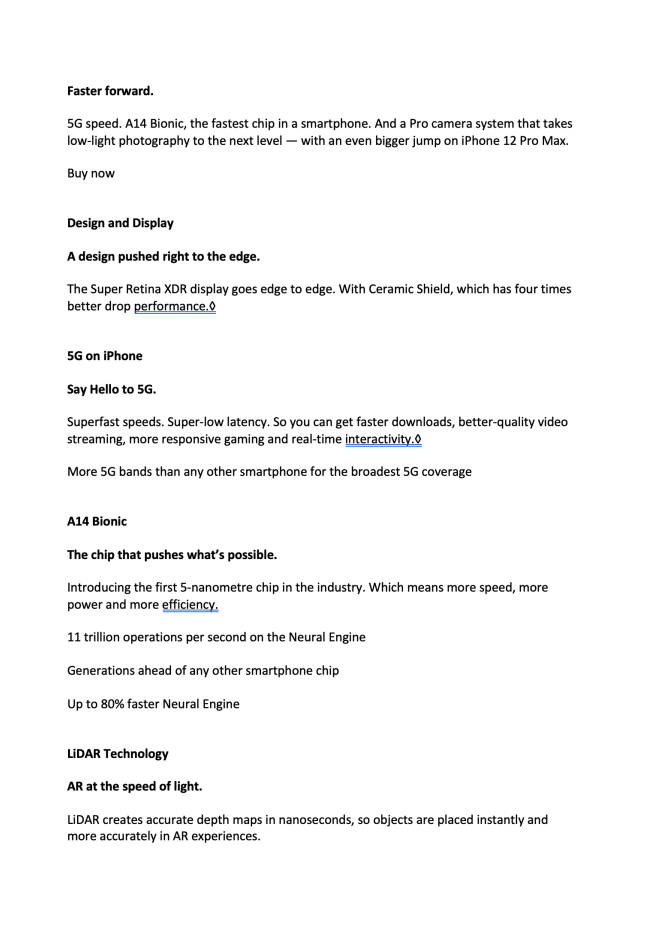
If unable to use the HTML files. e.g. if marketing page is published using a CMS. Copy is exported as part of the JPEG, buttons, partner messaging and legal are added as a customizable layer. Copy deck is also available for direct input into CMS for SEO (if required).

Bronze package consists of:

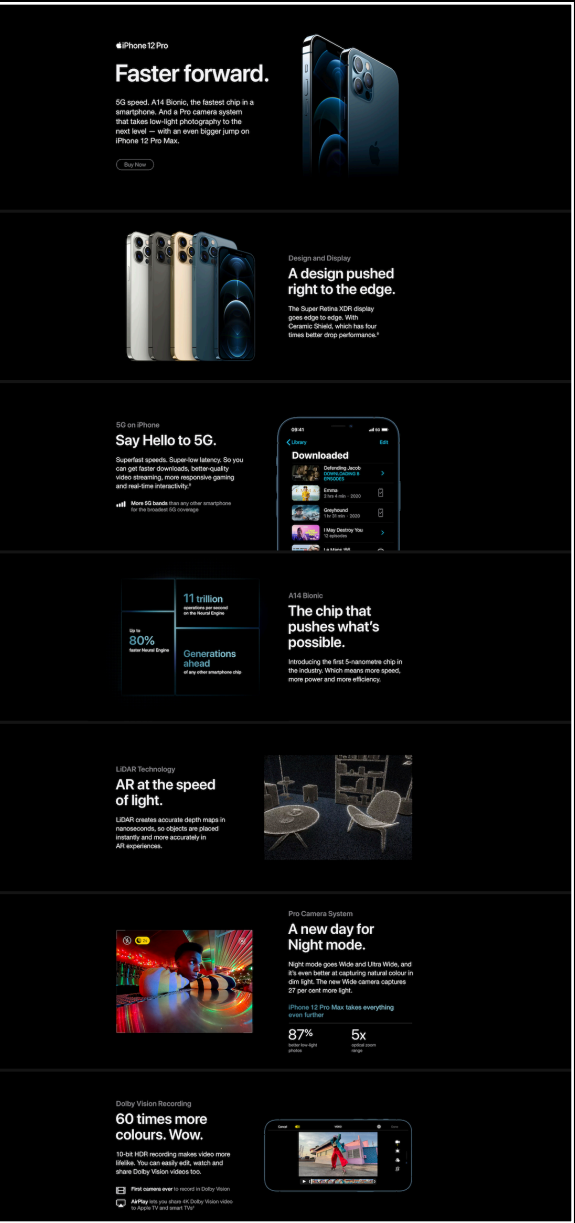
- PSD - Exported JPEGs with all headline/body text flattened in image
- JPEG reference files



PSD S,M,L



Copy Deck



Jpeg references S,M,L

Box Folder Structure

Product Page Folder



_Shared asset folder



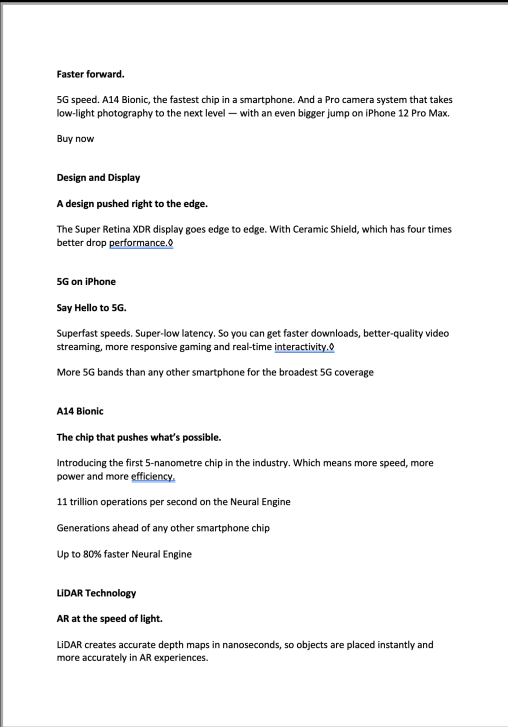
ZIP: HTML Gold Package



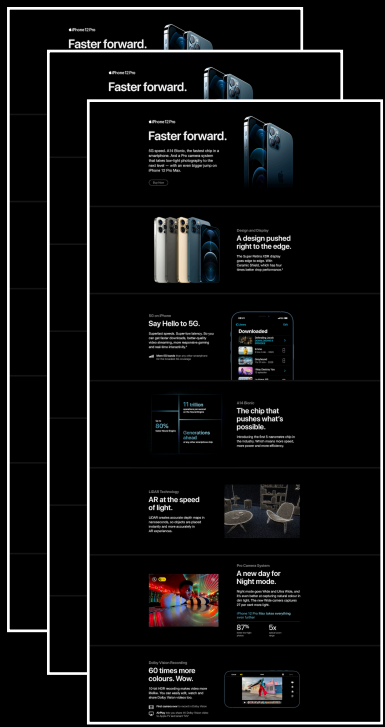
ZIP: HTML Silver Package



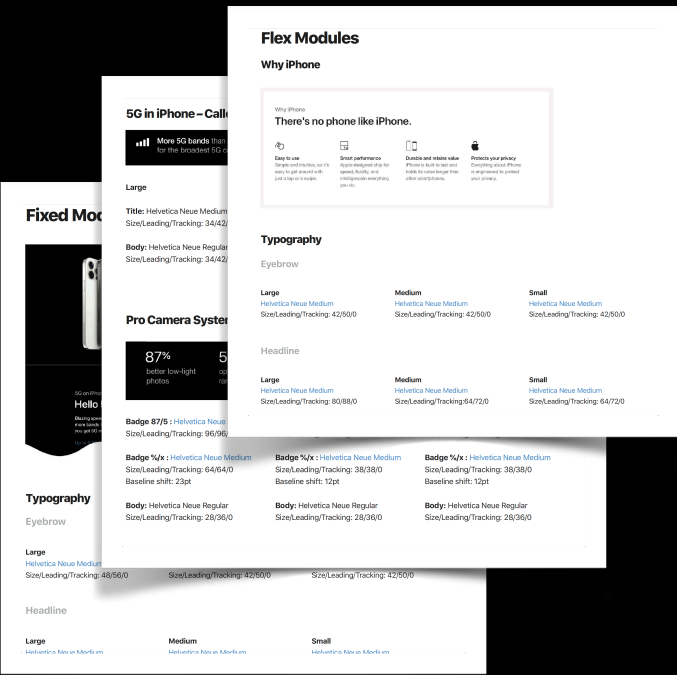
ZIP: HTML Bronze Package



Copy deck



JPEG reference files



Style sheets



Gold HTML, silver and bronze PSD packages zipped separately on Box.