

1. Start.here.html

The *start-here.html* file already contains a Preheader, Default Brand Panel, Footer Nav Bar and Terms and Conditions module. Add/replace more content modules from the HTML components folder as required. The Preheader and Brand Panel need to be between the `<!-- Preheader and Brand Panel Start Here -->` and `<!-- Preheader and Brand Panel End Here -->` labels. All other components are placed between the `<!-- Hero Banner and Content Modules Start Here -->` and `<!-- Preheader and Brand Panel end Here -->` labels.

Important. Remember to edit any content held within any `<!--[if mso]>` tags for display in Outlook email clients. All CTAs use these `[if mso]` tags so the CTA text needs to be amended within them to ensure consistent display of CTAs across all clients.

2. Testing/In Box Previewers

All these templates have been tested in multiple clients, but once any editing has taken place it's important to re-test before deployment. Recommended Inbox Previewer tools for this are *Litmus*, *Email on Acid* or *Return Path*. Presenting preview test results prior to sending to ensure optimised display on the market's most prevalent email clients is an essential part of the email production workflow.

3. Known issues

Hero banners do not display the rounded corners of the CTAs on some *Outlook clients* and *Lotus Notes* where they are displayed over a background image. This is fine.

Android 5.1 native email app does not support the display of background images in table cells. Images can be viewed by clicking to see the online version. As this client does not form a major part of the Amex user base it is not a huge problem so don't be deterred from using Hero Banner and Image Modules that use background images (HB03-7 and IM05/IM05a).

On Android, when Gmail is used to access email sent to a non-Gmail email account the desktop version will display on mobile instead of the mobile view. Emails sent to a Gmail address viewed in Gmail will display the mobile version.

Some modules will not render correctly in Outlook.com webmail or Office365 if links are empty or contain a placeholder such as a `href="#"`. Adding a link prefixed by `http://` will prevent this rendering problem.

The World Service background pattern will not display in Outlook except where it has been specially coded (such as in HB10). Outlook only forms a very small part of the recipient base so this is not an issue.

4. Global elements

- a) *Icons*: Icons are available in the Icon Library. Take icons from here and overwrite the placeholder icons that are currently in all modules that use icons. SVG format are available for best quality in creation of designs. SVG will not work in email.
- b) *CTA buttons*: CTA buttons are designed to hold one line of copy, but if it is absolutely necessary to have CTA copy stretch over 2 lines (not recommended) adjust the line height down to 22px and add 8px padding above and below in the link style.
- c) *Superscript*: There are plenty of instances where superscript will be needed such as the Registered Trademark 'R' and numerical annotations for Terms and Conditions. We recommend the following inline style: `®`
- d) *Alt Text*: Ensure good use of alt text and try and optimise the images off experience by colouring background cells with an appropriate colour to match the image it contains. This is especially the case in the Hero Banners as this is the first part of the email viewed.
- e) *Section Divider Separator*: When using a TM06 Section Divider module below a text or image module that has the 10px grey separator built in, remove the separator from the module to prevent excess padding as the section divider has top padding included.
- f) *Special characters*: For any special characters, such as those with umlauts in German, it is recommended to use HTML entities in the copy – for example ä is written as ä. A full list is available at sites such as character-code.com.
- g) *World Service Pattern*: The World Service Pattern can be added to any module simply by adding it as a background tile (`background="source image"`) in the enclosing table, putting it directly after where the table background colour is declared. The patterns are transparent PNGs that display over the module background colour. Patterns display in the vast majority of clients but not in most versions of Outlook on Windows or on Android when a desktop view of the email is being shown. As this is only a small percentage of views and because the designated background colour is still displayed the Cardmembers' experience is not harmed. A set of patterns is available in the graphics folder in the HTML code and a master tile editor PSD is available with the PSD files. For guidelines on creating more pattern tiles see the Visual Identity document.

5. Brand panels:

- a) *Card Art*: To hide card art on mobile when using BP02 Card Art or in any Brand Panel where card art has been added, use the `.bp-hide class` to hide the table cell containing the card image and the 10px spacer cell that sits immediately next to it in the HTML.

- b) *Loyalty Points*: To take the loyalty points from BP03 and add it to another (non-Centurion) Brand Panel copy the code between the label starting at `<!-- Start: MR Points Balance Copy -->` and add it into the required Brand Panel directly after the `</div>` that closes the Cardmember name (the placeholder text is Ann Cardmember).
- c) *Nav Bar*: Any more than four items in the BP04 Nav Bar will cause overcrowding on mobile so it is recommended to keep use to four maximum.

6. **Hero Banners:**

When using *Hero Banners 04-07* - where a background image is used- beware of adding too much content to the text panel as this will cause the box to expand downwards and the background image will begin to tile. Follow guidelines for copy amounts in the Hero banners to prevent this happening. Adjust any padding according to the Guidelines document.

HB08 50-50: HB08a displays the copy on the right, HB08b on left.

Hero banners 04-07 use a full width background image on desktop view. This is replaced by another image (specified lower down the module code) on mobile view. If desired the full width image can be re-used here - it will appear below the text box on mobile view - or a 310px wide mobile-optimised image can be used instead of the full-width one.

HB09: HB09 overlays the copy on the left side of the image, HB09b on the right. This new Hero Banner format is a close relative of the Image Module IM05. Unlike IM05 however, the image is removed from underneath the text on mobile view, so the colour of the background needs to be specified in the HTML as this will be visible behind the text on mobile (to specify this colour, edit the `.hb-overlay-reset` class in the CSS head). Like IM05 the mobile image needs to be specified separately.

HB10: The Card art needs to be edited to the correct cropped view before use in this module, see PSD files for details.

7. **Image modules:**

- a) *IM03 Vertical Pair Alignment*: These modules are coded to both display at the height of the tallest module if unequal amounts of text are used. To force the CTA buttons to display at the same height, use ` ` and `
` tags to make blank lines. Surround these with a `` to hide the extra spaces on mobile where they are not needed.

- b) *IM05 Overlay modules*: To change an image in IM05 Overlay Dark Text Right and IM05a Overlay White Text on Image for mobile display, the mobile versions need to be specified in the CSS rather than just in the HTML body. Edit the image in this class:

```
.im-overlay-mobile {  
  background: url('../images/AMXIMG_310x310_background_placeholder.png') top  
  center / auto no-repeat !important;  
  width: 310px !important;  
}
```

By default the Dark Text module has the copy aligned on the right on desktop view while IM05a – the Light Text version has the text aligned left. Edit these modules as required.

- c) *IM06 Logo Set* If an odd numbers of logos are used in IM06 module, add the .im-logo-clear class to each one to make them display on mobile in a column rather than in unequal numbered rows.

8. Text modules:

- a) *Spacing between modules*: It's important to use the 10px spacer between modules. These are built in to the bottom of image and text modules - starting at the <!-- START: SEPARATOR --> label in the code - but can be removed when the design needs modules to sit right against each other, for example if an explanatory TM03 'How to' module needed to sit adjacent to a Text Module above.
- b) *TM11 Co-brand logo bar*: The logos are sized to be 50px height by the CSS, so they need to be at least this height, including any padding (needed if, for example, a horizontal format logo is much greater in width than height). Logos smaller than 50px in height will be blown up and look pixelated.
- c) *TM12 Bottom Nav*: Maximum recommended number of items on this nav bar is 4.

9. Footer Modules:

- a) Icons in FM01 Footer Icons module:

Default style for icons is:

```
.fm-cross-icon {display:inline-block;padding:0 1% 24px !important;width:48%}
```

Using this style displays them in rows of two in mobile view. For odd numbers use the adapted style below which makes them display in a single column.

```
.fm-cross-icon{display:block;padding:0 1% 24px !important;width:100%}
```

It's important that icons used in the FM01 Cross Sell Icons module are square in format. The ones supplied are 48px square. As they are specified as 48px wide in the HTML templates, if the height of the icon graphic does not match the width there will be alignment problems. A folder of 200px square icons on a transparent background is supplied in the Icon Library, these can be coloured and resized for other usage, such as #DDDDDD grey on black background in Centurion emails.

- b) *FM02 Social icons* also need to be square.
- c) *FM03 Footer Nav Bar*: Maximum recommended number of items on this nav bar is 4. If copy length is making 4 items on FM03 wrap onto two lines, the font size can be reduced to pull them back on to one line. Any size down to 12px can be used, with the padding adjusted accordingly.

The fm-nav-link class ensures the menu items still display at 15px size in the stacked mobile version.

- d) *FM05 Footer Tagline*: Use the code from fm05_business.html when using the 'Don't Do Business Without it' version of the tagline as it contains a class that resizes this longer version of tagline correctly.

10. Centurion Styling:

Centurion is unchanged in the new GBS update. To make a Centurion-styled email:

- Use BP05 Centurion Brand Panel.
- Window background colour is #666666.
- Email background colour #000000
- Colour the background of any footer modules black and with all text #dddddd.
- Colour Separators between modules black.
- Colour background of any TM06 Section Dividers black (#000000) and make title and lines either side of title #dddddd.
- Use #dddddd colour for icons on the FM01 Cross-Sell Icon module if used.
- Make text on FM03 Footer Nav Bar #dddddd and any single pixel dividers #4c4c4c.