1. Start.here.html

The *start-here.html* file already contains a Preheader, Default Brand Panel and a Footer Nav Bar. Add/replace more content modules from the HTML components folder as required. All components are placed after the <!--- ADD the COMPONENTS code BELOW THIS LINE --> label. The Terms and Conditions module should be placed after the <!--- ADD the TERMS AND CONDITIONS code BELOW THIS LINE (FM04-terms_and_conditions.html) --> label as it sits on the background of the email, outside the main content area.

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 In Box 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).

4. Global elements

a) *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.

b) *Superscript:* There are plenty of instances where superscript will be needed such as the Registered Trademark 'R' and numerical annotations for Terms and Conditions. There is a class for this built into the CSS that can be used in conjunction with inline CSS: ®

c) *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.

d) *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.

e) *mj-Column Classes:* Some of the most important building blocks of these templates are the mj-column classes. The different modules are made for mobile first so in the HTML the element with the mj-column class will always be 100% width (fit to width of device). On desktop clients (such as Outlook or web) we use media queries to set the layout of the elements with a mj-column class. For example if a module layout has elements side by side such as 2 columns, each mj-column will then change to 50% instead of 100% (mobile view). The media queries can also be in a desired pixel width, for example the logo and Cobrand logo side by side on the far right of the Cobrand logo bar module. In some instances, such as making the left side of the preheader wider to stop it wrapping on to two lines, the mj column classes can be changed from 50-50 to 70-30 in the inline CSS. The Outlook conditional tags also need to be changed. As these are specified in pixel widths - the 50-50 columns are expressed as 310px each - to make the equivalent of 70-30 the pixel widths would become 434px and 186px for example.

f) *Ioslinks Class:* Use the ioslinks class to prevent the styling of numbers, dates, phone numbers and addresses on iOS devices.

g) 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.

5. **Brand panels**:

a) *Card Art*: To hide card art on mobile when using BP02 Cart 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). Adjust the mj-column classes and cell widths to be 70% left and 30% right, as well as the widths of the table cells declared in the Outlook conditional comments, to stop the points balance text from wrapping onto 2 lines.

   MR points balance is already built into Centurion Brand Panel and should be deleted if not required. To remove, delete the code between labels starting at <!-- START: Membership Rewards Points -->

c) *Nav Bar:* To edit BP04 Nav Bar to contain only 3 menu items, adjust the widths of the containing tables to be 33% widths as well as changing the .mj-column-per-25 classes to .mj-column-per-33. Don't forget to edit the pixel widths in the <!--[if mso]> tags as well.

Any more than four items in this nav bar will cause overcrowding on mobile so it is recommended to keep use to four maximum.

d) *Dual Language:* To add the link to the alternative language version to another Brand Panel:

BP02 - Add another row above the row containing the account details and card art, add a colspan="3" to the row and paste the link in. Add the .bp-hide class to the cell containing the card art and the spacer cell next to it to hide them on mobile. Then remove the from between the Account ending: text and the account number to stop it wrapping on mobile.

BP03 - Paste the link into the cell containing the Account details text and add a line break afterwards. Adjust padding to re-align with the blue box on left.

BP04 - As BP03

BP05 - For Centurion, change the link colour to be #ddd for legibility on black. As this version of the Brand Panel has 2 different versions for desktop and mobile, paste the link above the Account ending information on the version visible on desktop and above the Account ending information on the version visible on mobile.

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: To switch the image from left to right, just follow the comments in the code and delete the table tag of the version not required.

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.

7. **Image modules:**

a) *TM03 Vertical Pair Alignment:* If unequal amounts of text are used in the IM03 Vertical Pairs modules, use   and <br> tags to make blank lines and force the modules to be the same height. Surround these with a <span class="bp-hide"> to hide the extra spaces on mobile where they are not needed. Headline & CTA button should align with each other.

b) *IM05 Overlay Dark Text Right:* To change an image in this module and IM05a Overlay White Text on Image Box - the mobile versions need to be specified in the CSS rather than just in the HTML body. Edit the images in these classes:

IM05 Overlay Dark Text Right on Image:

.im-overlay-alt-dark{background-image:url(../assets/placeholder/img-dark-310x310.png)!important;width:310px!important}

IM05a Overlay White Text on Image:
.im-overlay-alt-light{background-image:url(../assets/placeholder/img-light-310x310.png)!important;width:310px!important}

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 TM05 '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. It is recommended for retina display that logos be made at 100px high (including padding) and then their widths and the widths of their containing cells in the inline CSS should be amended to be half the actual width of the source file.

c) *TM12 Bottom Nav-* when adding or removing menu items, adjust the padding to re-space and prevent wrapping on to a second line. 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%}

Also, when there are fewer than four icons, change the width of the divs that contain the titles under the icons to stop them wrapping into columns that are too narrow.

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* - when adding or removing menu items, adjust the padding to re-space and prevent wrapping on to a second line. Maximum recommended number of items on this nav bar is 4.

d) *FM03 Footer Nav Bar* - if copy length is making 4 items on FM03 wrap onto 2 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. To ensure the menu items still display at 15px size in the stacked mobile version, add the following to the CSS that controls mobile width display:

.fm-nav-link{font-size:15px!important;}

10. **Centurion Styling:**

Making 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.