MARQUEE **GUIDELINES**

Introduction

The purpose of these guidelines is to establish a standard style and streamlined creation process for our web marquees. Proper implementation over time will result in a more cohesive and unified look across our brand communications (website and emails).

⊗ DOWNLOAD

Blank Template (blank_template.psd) in the Asset Packages section at *emailgenerator.competitor.com*

Text Layers + CTA
- Headline (Limit to one line)
- Sub-Headline (Limit to one line)
- CTA (All Call-to-Actions have been pre-determined)

Color Layer
- Pick from the pre-determined pallette of colors and gradients
- Adjust the opacity on this layer to get desired results (i.e. readable text)

Photo Layer
- Pick from the pre-selected library or another source (i.e. Photos Drive, Web)
- Adjust the opacity on this layer to get desired results (i.e. readable text)

Background
- Dark photo, set to WHITE
- Light photo, set to BLACK

⚠ BEFORE YOU START

Most of the general purpose marquees have already been created by the Digital Team. Please check the Marquee Library to see if the marquee you need does exist before creating a new one. **Avoid creating duplicate marquees**.

Step 1: Download + Open

Download the **Blank Template** (blank_template.psd) from our Asset Packages section at *emailgenerator.competitor.com*. Open the template file in Photoshop along with the selected photo you will be using (Maximum Width: 885 pixels).

Step 2: Add Photo

Paste the photo into the template file. Make sure the Photo Layer is in between the Color Layer and Background Layer. If not, drag it into the correct spot.

Step 3: Pick Color

Browse through the various color and gradient layers and pick one that best suits your marquee.

Step 4: Enter Text

Edit the text layers by typing in your headline and sub-headline. Fun and creative headlines are highly encouraged. Use the sub-headline to provide more detail to support the message.

Step 5: Choose a CTA

Depending on what type of marquee you are creating, you will be able to choose from a set of pre-determined call-to-actions. Select one that fits with your message.

Step 6: Quality Control

Make sure your marquee is ready for the world to see. Does the text get lost in the photo? Is the marquee too light or dark? You can adjust the opacity of the Color Layer and/or Photo Layer to get your desired results.

Step 7: Save + Upload

Save your marquee on your computer then upload it to the Marquee Library where it can be used on event websites and/or in the email generator at *emailgenerator.competitor.com*.