



# Print Marketing Glossary & Overview

## Custom Marketing Templates

Total Expert recommends that all branding aspects of print marketing be built as part of a set of standard marketing templates rather than being included in static background images. This allows you to make adjustments to branding only in the templates that then automatically apply to all future assets that use those templates.

## Terminology

- **Template** – A predetermined layout using standard content blocks
- **Asset** – A custom marketing content piece based from a template
- **Content block** – A block that forms part of a template containing a specific type of content, such as contact information, an image, or text
- **Contact block** – A type of content block specifically for including contact information. This is a standardized block that can be used in various templates of the same content type (such as flyers or postcards).
- **Static** – Images, designs, or text that are included in a template or asset as a flat image and therefore cannot be modified
- **Editable** – Aspects of a template that can be edited by an end user when creating an asset
- **Dynamic** – Aspects of a template that are populated automatically when an asset is created, such as user profile information or MLS listing data

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The image shows a flyer template titled "Meet your team". It features a group photo of five people at the top. Below the photo is a dark blue header with the text "Meet your team" in white. Underneath the header is a block of text describing the team's services. To the right of this text is a small portrait of a man. Below the portrait is another dark blue box with the text "Meet Media Team" and a short description. At the bottom left, there is a "Media Team Address" section with a small photo of a man and contact information. At the bottom right, there is a logo for "Total Expert" and a small house icon. Three grey callout boxes with white text point to specific parts of the flyer: "Editable header" points to the dark blue header, "Editable image" points to the group photo, and "Dynamic and editable text fields for description" points to the text blocks.

- **Data-integrated** – Aspects of a template that automatically pull data from a 3<sup>rd</sup>-party source when an asset is created, such as MLS listing data or numbers calculated by a pricing engine



### MLS Listing Flyer



### Open House Rate Flyer



### Property Infographics Flyer



## Standard Content Blocks

A standard content block contains both contact and compliance information.

### Sizing

- The size used should remain the same across all template designs of the same content type (such as flyers, postcards, or business cards).
- For flyer templates using Expert Content, the height of this block should not exceed 77.4 mm (80.575 mm with bleeds), as this is the space allotted for the footer in Expert Content flyers.

### Contact Information

- This includes name, title, phone numbers, email, and so on drawn from the users' profiles.
- If a referenced field in a user's profile is blank, the field is hidden and the blank space is collapsed in the rendered block.
- Adjust the space allotted for each field to allow for very long names, addresses, and so on to ensure the information is not cut off.

### NMLS or License Number

- The type of number referenced depends on the type of user (for example, loan officer or real estate agent).

### Headshots

- Each user's headshot should use the same ratio and resolution suitable for use across all content types.
  - Template designs should use consistent sizing and location of headshots.
- Each user's headshot should use the same orientation.
  - Portrait (vertical) is recommended.
- Recommended image file attributes:
  - At least 300 dpi
  - 2:3 ratio
  - At least 600x900 pixels



- Maximum of 1 MB
- If you intend to have larger content pieces, such as banners or signs, professionally printed, please discuss headshot sizing with your Content Operations Manager at Total Expert. A larger file size is likely needed to ensure top quality for these types of content.

### Logos

- User logos
  - Establish where this should draw from (organization profile, user profile, or custom logic).
- Compliance logos
  - EHO or EHL

### Colors

- Ensure that fonts and logos appear correctly across applicable color combinations.
  - For example, if a design includes a logo over a color block, provide a white logo with a transparent background.
- Primary and secondary branding colors should be defined. Additional colors can be accommodated on request.
  - Most Expert Content uses your primary and secondary colors.

### Disclaimers

- Establish which disclaimers should be used for different users or situations. For example:
  - standard
  - state-specific
  - program-specific
- Allot enough area in the block to accommodate the largest possible combination of disclaimers. Keep in mind that multiple disclaimers may be required on the same asset.

## Examples

### Contact Block for Single-Branded Flyer





## Contact Block for Co-Branded Flyer:



## Static Co-Branded Flyer:

This example illustrates how a template combines with a provided flat background image to create a static finished asset, in this case, a co-branded flyer.

Note that the template, on the left, includes the footer definition, but no content above it. Next, the background image includes all the content for the flyer, but includes blank area at the bottom that the footer will lie in front of. Both parts illustrate bleed, trim, and safe zone boundaries. On the right is the combination of these parts as a finished asset.

