



Content Toggles

Table of Contents

- Introduction 1
- Expert Content Toggles 1
- Links to Related Resources..... 2
- Appendix: Toggle Code Examples 2
 - Screenshots..... 3
 - Background Image Variable..... 4
 - Logo Variation Variables 5
 - Call-to-Action Variables 5
 - Disclaimer Display Variables..... 6

Introduction

Toggles are areas of code that can be manipulated to change the look of specific elements in a piece of print or social media content. Toggles are built into self-serve templates and include specific options to allow marketing administrators to quickly adjust (or copy and create new) content in the Total Expert platform. Each toggle has an area in the code that includes the name of the element being updated, a brief description of what the toggle does, the presets, and the toggle code itself. (Examples of the template code are included in Appendix: Toggle Code Examples.)

There are two methods of applying toggles to content in the platform:

1. Expert Content is designed and released with a set of default toggles for each media type and, in some cases, each layout. These give marketing administrators the ability to adjust (or copy and create new) content that has been loaded into their marketing libraries.
2. All toggles outside of the Expert Content defaults require Content Marketing Services, which can be purchased in blocks of hours. The Content Marketing Services team will provide consulting and assist in creating any new self-serve templates.

Expert Content Toggles

Some standard toggle types used throughout the Expert Content library are listed below. Pieces that have pre-populated content (“assets”) have recommended options based on that content. For example, if an Expert Content piece uses a stacked, black logo, other logos will look best if this style has been configured in branding logic.

- brand logo settings
 - dynamic branding via cost centers or branding logic will apply a user-specific logo – on, off
 - logo background – none, white, transparent
 - position – left, center, right



- orientation – horizontal, stacked
 - color – color, black, white
- image settings
 - add or replace an image in a designated image area
- text blocks (including calls to action, headlines, body copy)
 - default verbiage
 - editability for end users – on, off
 - font color presets – primary, secondary, white, black
- disclaimer and disclosure settings
 - disclaimer bar – on, off
 - background color presets – primary, secondary, white, black
 - disclaimer text – on, off
 - font color presets – primary, secondary, white, black
 - EHO/EHL logo – on, off
 - color presets – primary, secondary, white, black
 - coming soon: NCUA, FDIC
 - [override and additional disclaimer options](#)

Links to Related Resources

- For general instructions on how administrators can use self-serve print content, refer to *Using Self-Serve Print Content* here: <https://totalexpert.freshdesk.com/support/solutions/articles/22000279629-using-self-serve-print-content>
- For information on how an administrator can add or override existing disclaimers on a specific piece of content, refer to *Self-Serve Disclaimer Guidelines* here: <https://totalexpert.freshdesk.com/support/solutions/articles/22000279789-content-self-serve-disclaimer-guidelines>

Appendix: Toggle Code Examples

The screenshots below show how code appears on the screen in the editor, with an example of the preview of the corresponding piece. In that example, the arrows indicate how some of the variables in the code are rendered in the specific template shown.

In the following code examples, the variable names are given in **bold** where they are introduced in the code. The remaining code following each variable name includes comments describing how the variable is used (enclosed by `<!--` and `-->`) and the actual use of the variable (enclosed by `{% and %}`).



Screenshots

TE TESTING - Self-Serve Flyer - Option D - SB - 0773

```

32 -->
33 {% assign subheader_text = 'Subhead Text' %}
34
35 <!--
36 var: subheader_text2
37 comment: Insert desired subheader text
38 -->
39 {% assign subheader_text2 = 'Goes Here' %}
40
41 <!--
42 var: body_header
43 comment: Insert desired header for text body
44 -->
45 {% capture body_header %} Preheader messaging should go in this block and is formatted to company second
46
47 {% assign body_header = body_header %}
48
49 <!--
50 var: paragraph_text
51 comment: Insert desired text for paragraph
52 -->
53 {% capture paragraph_text %} Body copy should go in this block and is company primary color. <br><br>Lore
54
55 {% assign paragraph_text = paragraph_text %}
56
57
58 <!--
59 var: qr_code_image
60 comment: Insert qr code on asset
61 -->
62 {% assign qr_code_image = 'https://totalexpert.net/media/template-assets/SAND/SAND-te-testing-self-serve
63
64 <!--
65 var: cta_block
66 comment: Toggle call to action block above disclaimer to be off or on
67 values: off, on
68 Default option is 'on', flyer will have a call to action displayed
69 -->
70 {% assign cta_block = 'on' %}
71
72
73 <!--
74 var: cta_text
75 comment: Insert desired call to action text
76 -->
77 {% assign cta_text = 'Prefill CTA text in template code. CTA can be editable for end users.' %}
78
79 <!--
80

```

TOTAL EXPERT

```

43 <!--
44 var: paragraph_text
45 comment: Insert desired text for paragraph
46 -->
47 {% capture paragraph_text %} Body copy should go in this block and is company primary color. <br><br>Lore
48
49 {% assign paragraph_text = paragraph_text %}
50
51 <!--
52 var: cta_block
53 comment: Toggle call to action block above disclaimer to be off or on
54 values: off, on
55 Default option is 'on', flyer will have a call to action displayed
56 -->
57 {% assign cta_block = 'on' %}
58
59
60 <!--
61 var: cta_text
62 comment: Insert desired call to action text
63 -->
64 {% assign cta_text = 'Prefill CTA text in template code. CTA can be editable for end users.' %}
65
66 <!--
67 var: cta_editable
68 comment: Toggle editability of the call to action text for users to be 'yes' or 'no'
69 values: yes, no
70 Default option is 'no' - not editable
71 -->
72 {% assign cta_editable = 'yes' %}
73

```



```
1 <!-- Asset Settings -->
2
3 <!-- var: company_logo -->
4 <!-- values: none, yes -->
5 <!-- none: This will remove the brand logo
6 <!-- Default option includes the brand logo at the top left corner -->
7 {% assign company_logo = 'yes' %}
8
9 <!-- var: brand_logo_background -->
10 <!-- values: white, black, transparent, none -->
11 <!-- white: Brand logo is accompanied with a white square background
12 <!-- black: Brand logo is accompanied with a black square background
13 <!-- transparent: Brand logo is accompanied with a more transparent square background
14 <!-- none: Brand logo has no background surrounding it
15 <!-- Default option is none -->
16 {% assign brand_logo_background = 'white' %}
17
18
19 <!-- var: top_text_color -->
20 <!-- comment: values: white, black, primary, secondary -->
21 <!-- Options of primary and secondary will apply respective brand colors to the top text
22 <!-- Default text color is primary brand color -->
23 {% assign top_text_color = 'white' %}
24
25 <!--
26     var: headline_text
27     comment: Insert desired headline text
28     -->
29 {% assign headline_text = 'Headline Text' %}
30
31 <!--
32     var: subheader_text
33     comment: Insert desired subheader text
34     -->
35 {% assign subheader_text = 'Subhead Text Goes Here' %}
36
```

Background Image Variable

Note

The URL for `background_image_1` is populated in the platform by clicking the **Change Image** button while editing the template. It can also be replaced manually in the code by another image URL. Additional self-serve template instructions can be found on the [TE Knowledge Base](#).

```
<!--
  var: background_image_1
  comment: Insert main image on asset
  -->

{% assign background_image_1 = 'https://totalexpert.net/media/template-
assets/SAND/SAND-te-testing-seller-concessions-mortgage-education-social-0763-
1684447062/assets/images/ec-social-graphic-mortgage-education_Seller-
Concessions_04-23_v3.png' %}
```



Logo Variation Variables

Note

To leverage all logo variations, branding logic must be configured to account for each of the variations given below. If Expert Content references a specific style logo in a pre-populated piece of content, it is best practice to include the same style company logo wherever possible.

```
<!-- var: company_logo -->
<!-- values: none -->
<!-- none: This will remove the brand logo
<!-- Default option includes the brand logo at the top left corner -->
{% assign company_logo = '' %}

<!-- var: company_logo_alignment -->
<!-- values: left, right, center -->
<!-- left: Brand logo is aligned to the top left corner
<!-- right: Brand logo is aligned to the top right corner
<!-- center: Brand logo is aligned in the center of the asset's top background
image
<!-- Default position is left alignment -->
{% assign company_logo_alignment = '' %}

<!-- var: brand_logo_background -->
<!-- values: white, black, transparent, none -->
<!-- white: Brand logo is accompanied with a white square background
<!-- black: Brand logo is accompanied with a black square background
<!-- transparent: Brand logo is accompanied with a more transparent square
background
<!-- none: Brand logo has no background surrounding it
<!-- Default option is none -->
{% assign brand_logo_background = '' %}
```

Call-to-Action Variables

```
<!--
  var: cta_block
  comment: Toggle call to action block above disclaimer to be off or on
  values: none
  Default option has a call to action displayed
  -->
{% assign cta_block = '' %}

<!--
  var: cta_text
  comment: Insert desired call to action text
  -->
```



```
{% assign cta_text = 'Call to Action Text Here' %}  
  
<!--  
  var: cta_editable  
  comment: Toggle editability of the call-to-action text for users to be 'yes'  
or 'no'  
  values: yes, no  
  Default option is 'no' - not editable  
  -->  
{% assign cta_editable = '' %}
```

Disclaimer Display Variables

```
<!-- var: disclaimer_layout -->  
<!-- comment: values: white-bar, black-bar, transparent-bar, primary,  
secondary, none -->  
<!-- white-bar: 80px tall white bar, full width with disclaimer text and black  
EH logo -->  
<!-- transparent-bar: 80px tall transparent looking bar, full width. With  
disclaimer text and black EH logo -->  
<!-- black-bar: 80px tall black background bar, full width. With disclaimer  
text and black EH logo -->  
<!-- primary: Bar's color is set to primary brand color, with text and black EH  
logo -->  
<!-- secondary: Bar is set to secondary brand color, with text and black EH  
logo -->  
<!-- none: No colored bar, no text and no EH logo over supplied image -->  
<!-- Default layout is white-bar -->  
{% assign disclaimer_layout = 'transparent-bar' %}  
  
<!-- var: disclaimer_text_color -->  
<!-- comment: values: white, black, primary, secondary -->  
<!-- Options of primary and secondary will apply respective brand colors to  
disclaimer text  
<!-- Default text color is black -->  
{% assign disclaimer_text_color = '' %}  
  
<!-- var: equal_housing_logo -->  
<!-- values: none -->  
<!-- none: This will remove the eh logo, leaving the disclaimer text only  
<!-- Default option includes the eh logo -->  
{% assign equal_housing_logo = '' %}  
  
<!-- var: eh_logo_color -->  
<!-- values: white, black -->
```



```
<!-- Default color is black -->
{% assign eh_logo_color = '' %}
```