



# Expert Content Toggle Glossary

Expert Content print and social templates are built with toggles, which are areas of code that can be manipulated to change the look of an element in a design. Please note that the options listed below will vary from template to template. Each toggle will include the name of the element being updated, a brief description of what the toggle does, the presets, and the toggle code itself. This guide is a glossary of the different types of toggles you will see in a template and how they will be written. For more information on toggles, please refer to the 'Content Toggles' guide on the knowledge base.

## Company Logo

- Alignment: left, right, center
  - var: company\_logo\_alignment
- Logo Variations: horizontal, stacked (variations TBD)
- Brand Logo Background: white square, black square, transparent square
  - var: brand\_logo\_background
- Assigned: on or off
  - var: company\_logo
- Editable: on or off
  - var: editable\_logo

## Text Settings

- Color: white, black, primary, secondary colors can be assigned to text
  - var: text\_color
- Editability
  - var: (location)\_text
    - (location) refers to the text's position in the design (header, subhead, body, etc)
- Assigned: on or off
  - var: (location)\_block
- End user editability: on or off
  - var: (location)\_editable
- Hardcoded Text: determine in Edit Template

## Image Settings

- Background Image: allows end-user editability of the full background image
  - var: image\_editable
- QR Code:
  - var: qr\_code\_image
  - will automatically pull in if enhanced user profile QR field is populated
  - If not present in the location above: QR code can be added to the asset via the image URL
- Headshot Image: toggle on or off user headshot
  - var: headshot\_image

## Disclaimer:

- Additional: **Adds to** any existing/template assigned disclaimers
  - var: additional\_disclaimer
- Override: **Replaces** any existing/template assigned disclaimers
  - var: override\_disclaimer
- Disclaimer/EHL Toggle: Toggle to "Show" both the disclaimer and EHL logo or to hide it
  - var: disc\_ehl



- Disclaimer layout: can be determined via different formats that are made available by the template
  - var: disclaimer\_layout
- Equal Housing logo: toggle on or off
  - var: equal\_housing\_logo
- Equal House Color: Black or white
  - var: eh\_logo\_color
- Hardcoded Text: determine in Edit Template

### Snippet Assignment:

- This will show the current Expert Content snippet being used but also allow the admin to replace it with their prebuilt custom snippet if desired.
  - **{% capture footer block %}**
  - {% include 'Name of snippet' %}
  - {% endcapture %}

### Text HTML Examples:

```

<!-- var: top_text_color -->
<!-- comment: values: white, black, primary, secondary -->
<!-- Options of primary and secondary will apply respective brand colors to the top text
<!-- Default text color is primary brand color -->
{% assign top_text_color = '' %}

<!--
  var: headline_text
  comment: Insert desired headline text
-->
{% assign headline_text = 'Headline Text' %}

<!--
  var: subheader_text
  comment: Insert desired subheader text
-->
{% assign subheader_text = 'Subhead Text' %}

<!--
  var: editable_logo
  comment: assign variable 'yes' to make logo editable to end user
-->
{% assign editable_logo = 'no' %}

<!--
  var: cta_text
  comment: Insert desired call to action text
-->
{% assign cta_text = 'Prefill CTA text in template code. CTA can be editable for end users.' %}

```



```
<!--
  var: cta_block
  comment: Toggle call to action block above disclaimer to be off or on
  values: off, on
  Default option is 'on', flyer will have a call to action displayed
  -->
{% assign cta_block = 'on' %}

<!--
  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 = 'yes' %}
```

### **Image HTML Examples:**

```
<!--
  var: image_editable
  comment: Toggle editability of the background image for users to be 'yes' or
  'no'
  values: yes, no
  Default option is 'no' - not editable
  -->
{% assign bg_image_editable = 'yes' %}

<!--
  var: qr_code_image
  comment: Insert qr code on asset if qr code is not within the new enhanced user
  marketing profile QR field
  -->
{% assign qr_code_image = 'https://rapid.totalexpert.net/userfiles_assets/29918
  /qr_code_one.png' %}

<!--
  var: headshot_image
  comment: Toggle on or off headshot
  values: yes, no
  -->
{% assign headshot_image = 'yes' %}
```

### **Disclaimer HTML Examples:**

```
<!--
  var: override_disclaimer
  comment: enter override disclaimer between the capture and end capture
  -->
{% capture override_disclaimer %}{% endcapture %}
{% assign override_disclaimer = override_disclaimer %}

<!--
  var: additional_disclaimer
  comment: enter additional disclaimer between the capture and end capture
  -->
{% capture additional_disclaimer %}{% endcapture %}
{% assign additional_disclaimer = additional_disclaimer %}
```



```
<!-- 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 primary -->
{% assign disclaimer_layout = 'transparent-bar' %}
```

```
<!--
var: disc_ehl
comment: assign variable 'show' to populate disclaimer and eh logo
-->
{% assign disc_ehl = 'show' %}
```

### **Snippet Assignment HTML Example:**

```
<!--
Footer snippet being used
comment: enter desired footer snippet. Default footer is Expert Content's SAND_box_flyer_cb_footer_74mm_SSCP1 footer.
-->
{% capture footer_block %}
  {% include 'CCU_box_flyer_cb_footer_74mm_SSCP1' %}
{% endcapture %}
```