# Expert Content Strategy Guide

Business Cards July 2025



## **EXPERT**CONTENT

The business card library is intended to be a standard offering from which admins can configure and build out a larger offering. Some designs default to non-branded colors but can be updated for dynamic primary and secondary colors. This strategy guide shows the default designs. Then, it shows a variation of each design to give you an idea of what can be created from the default. If users don't have profile images, license numbers or other values in their profile, those will collapse during the user creation process.

#### **Toggle options**:

- <u>Background and text colors</u>: change to primary/secondary, HEX#/RGB; in some designs, background images can be added
- <u>Logo variations</u>: choose between stacked, horizontal, black, white or standard; choose a background color or transparency for the logo
- <u>NMLS#/License title</u>: (e.g. change from NMLS# to License # or NPN)
- <u>Cell/Office number title</u>: (e.g. change from Office to Business)
- <u>End user editability</u>: choose whether end users can edit elements of the design (contact fields, logo, QR code)
- <u>OR codes</u>: choose between OR Code 1 or 2 from user profiles; visibility
- <u>Disclaimer/EH logos</u>: color and visibility; disclaimer minimum and maximum font size

## **EXPERT**CONTENT



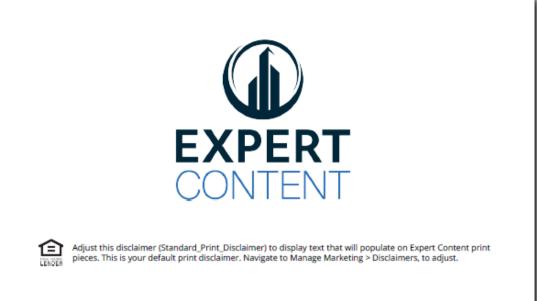
### MEDIA TEAM ADMIN

MARKETING • NMLS#: 12345 Expert Content Cell: (888) 888-8888 Business: (123) 456-7890 ExpertContent@TotalExpert.com expertcontent.com

1234 Lake View Ave., Suite 600, Minneapolis, MN 55432

#### Front Customization:

- Background and font color
- "NMLS#:" title



- Background color or image upload
- Disclaimer text and EHO/EHL visibility and color
- Logo variations and visibility

## **EXPERT**CONTENT



Front Customization:

- Background and font color
- "NMLS#:" title

- Background color or background image
- Disclaimer text and EHO/EHL visibility and color
- Logo variations and visibility

## **EXPERT**CONTENT



#### Front Customization:

- Background and font color
- Background image upload

- Background and font color
- Disclaimer text and EHO/EHL visibility and color
- "NMLS#:" title

## **EXPERT**CONTENT



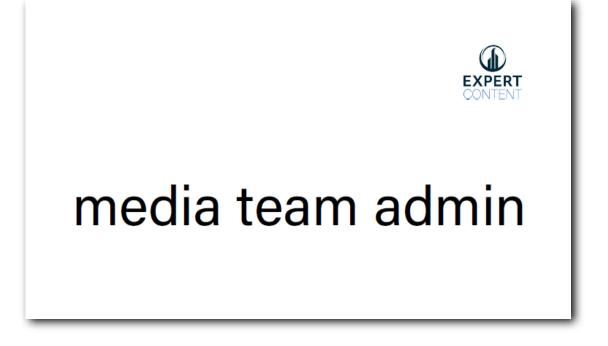
Front Customization:

- Background and font color
- Background image upload
- Title text



- Background and font color
- Border color
- Disclaimer text and EHO/EHL visibility and color
- "NMLS#:" title

## **EXPERT**CONTENT



Front Customization:

- Background and font color
- Background image upload
- End user editability (all on/off)
- Logo variations and visibility



media team admin nmls id #12345

1234 lake view ave., suite 600, minneapolis, mn 55432 (123) 456-7890, (888) 888-8888 expertcontent@totalexpert.com expertcontent.com



Adjust this disclaimer (Standard\_Print\_Disclaimer) to display text that will populate on Expert Content print pieces. This is your default print disclaimer. Navigate to Manage Marketing > Disclaimers, to adjust.

- Background and font color
- Background image upload
- Disclaimer and EHO/EHL visibility and color
- "NMLS#:" title
- QR code variations, visibility and editability

## **EXPERT**CONTENT



Media Team Admin NMLS ID# 12345

#### $\leftarrow$ Front Customization

- Background and font color
- End user editability (all on/off)
- Logo variations and visibility
- "NMLS ID#" title (changes both front and back)

#### Back Customization $\rightarrow$

- Background and font color
- Background image upload
- Disclaimer text and EHO/EHL visibility and color



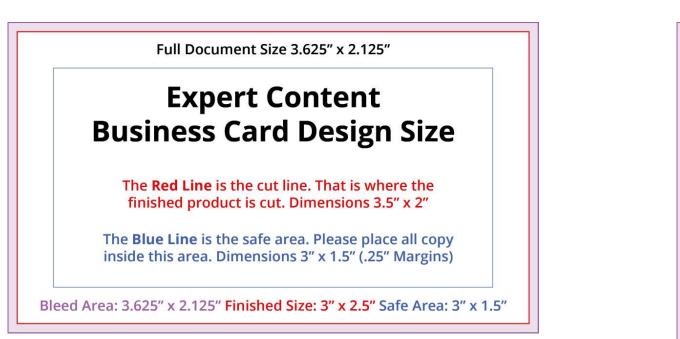
(888) 888-8888 expertcontent.com 1234 Lake View Ave., Suite 600 Minneapolis, MN 55432



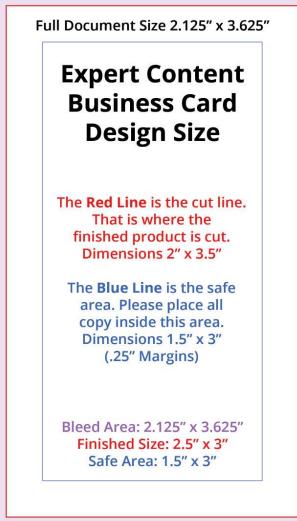
Adjust this disclaimer (Standard\_Print\_Disclaimer) to display text that will populate on Expert Content print pieces. This is your default print disclaimer. Navigate to Manage Marketing > Disclaimers, to adjust.

# **Business Card "Static" Templates**

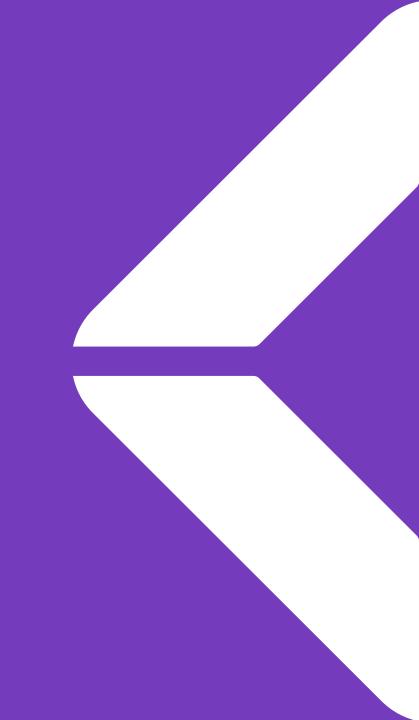
## **EXPERT**CONTENT



Upload completed designs into horizontal or vertical templates to print through Total Expert. Admins can also allow end users to upload their own finished designs to be printed through the platform. It's recommended that approval flows are on in this case.



Example variations of business card designs using admin toggles to configure and create additional assets.





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Default

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### **Example Variation**

Use the settings below to take the default business card (left) to the example variation (right).

- <u>Background color</u>: page 1 secondary; page 2 – primary
- <u>Front page text color</u>: primary
- <u>Back page text color</u>: white

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- <u>Disclaimer/EHL logo color</u>: white
- <u>Logo variation</u>: brand\_user\_logo\_horizontal\_white

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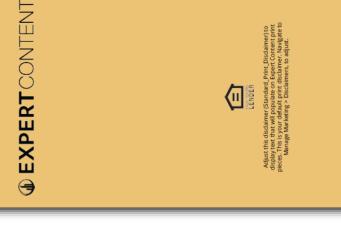


Use the settings below to take the default business card (left) to the example variation (right).

- Background color: page 1 black; • page 2 - secondary
- Front page text color: white •
- <u>Disclaimer/EHL logo color</u>: black •

Logo variation: . brand\_user\_logo\_horizontal\_black

Default



Example Variation

## **EXPERT**CONTENT



**Example Variation** 

Use the settings below to take the default business card (left) to the example variation (right).

- <u>Background color</u>: page 1 primary; page 2 – white
- <u>Front page text color</u>: secondary
- <u>Back page text color</u>: primary
- <u>Disclaimer/EHL logo color</u>: black

## **EXPERT**CONTENT



Default



**Example Variation** 

Use the settings below to take the default business card (left) to the example variation (right).

- <u>Background color</u>: page 1 primary; page 2 white
- <u>Title override</u>: "Hey!"
- <u>Front page text color</u>: secondary
- <u>Back page text color</u>: primary
- <u>Back page border color</u>: secondary
- <u>NMLS# title override</u>: "license #:"
- <u>Tel title override</u>: "Cell"
- <u>Disclaimer/EHL logo color</u>: not visible

## **EXPERT**CONTENT

media team admin



media team admin nmls id #12345

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Adjust this disclaimer (Standard\_Print\_Disclaimer) to display text that will populate on Expert Content print pieces. This is your default print disclaimer. Navigate to Manage Marketing > Disclaimers, to adjust.

Default



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Adjust this disclaimer (Standard\_Print\_Disclaimer) to display text that will populate on Expert Content print ENDER pieces. This is your default print disclaimer. Navigate to Manage Marketing > Disclaimers, to adjust.

**Example Variation** 

Use the settings below to take the default business card (left) to the example variation (right).

- <u>Background color</u>: page 1 upload your own image; page 2 – primary
- <u>Logo variation</u>: brand\_user\_logo\_stacked\_white
- <u>Front page text color</u>: white
- <u>Back page text color</u>: secondary
- <u>NMLS# title override</u>: "nmls id# "
- <u>Disclaimer/EHL logo color</u>: white

## **EXPERT**CONTENT



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#### Default

Use the settings below to take the default business card (left) to the example variation (right).

- <u>Background color</u>: page 1 primary; page 2 black
- Front page text color: white
- Logo variation: brand\_user\_logo\_stacked\_white



#### **Example Variation**