

Expert Content Strategy Guide

Business Cards

July 2025



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:

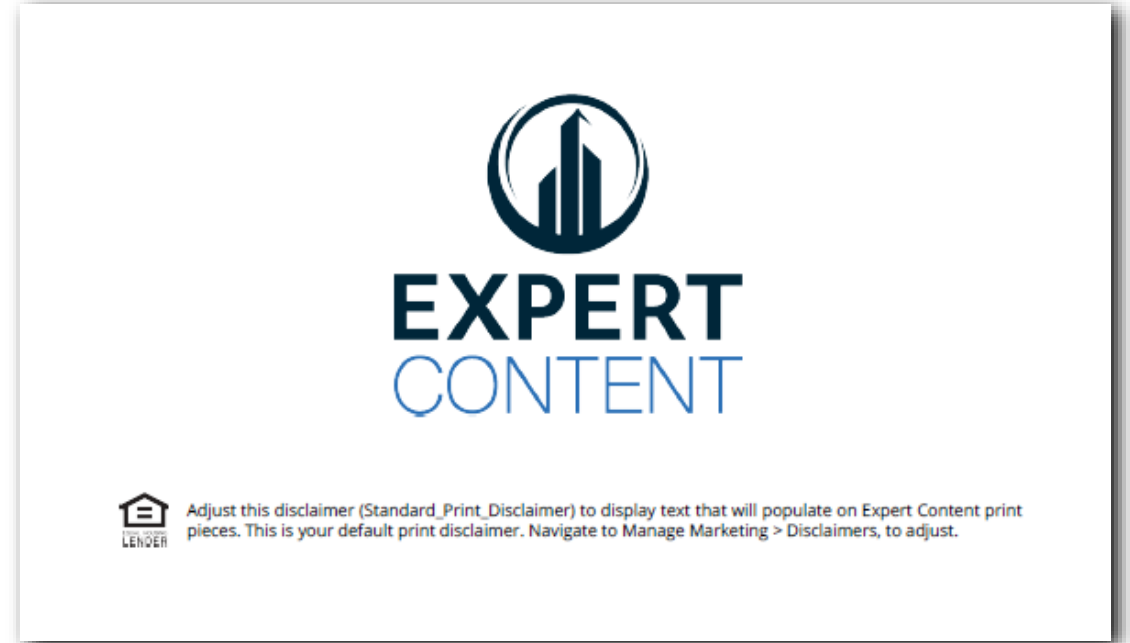
- Background and text colors: change to primary/secondary, HEX#/RGB; in some designs, background images can be added
- Logo variations: choose between stacked, horizontal, black, white or standard; choose a background color or transparency for the logo
- NMLS#/License title: (e.g. change from NMLS# to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

Business Cards



Front Customization:

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



Back Customization:

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

Business Cards



Front Customization:

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

Back Customization:

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



Front Customization:

- Background and font color
- Background image upload



Back Customization:

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



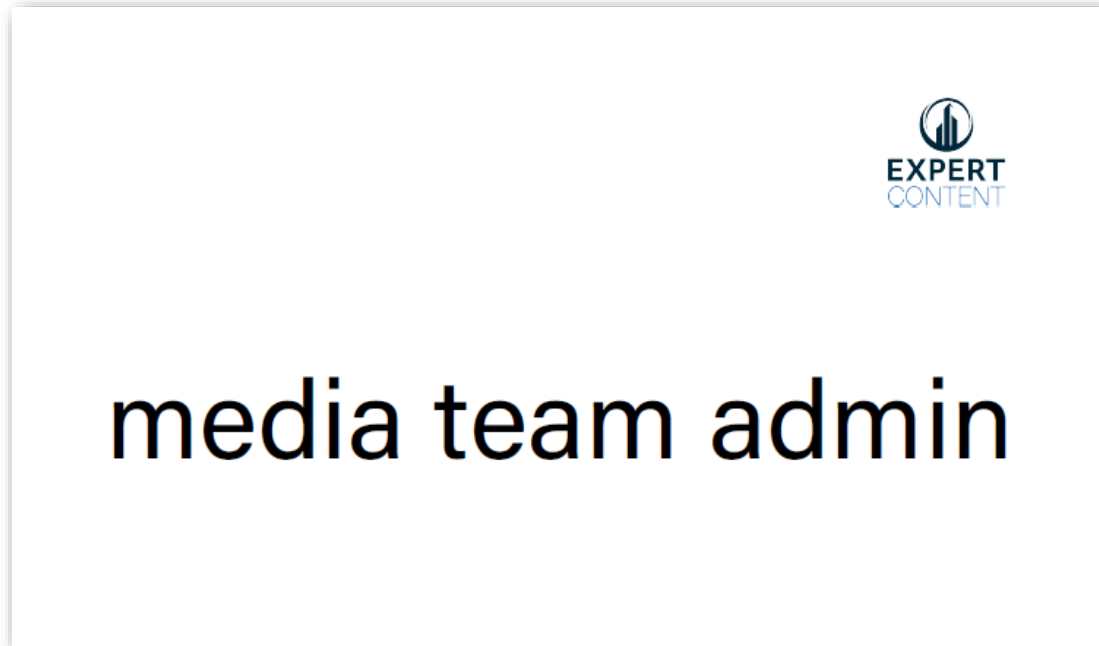
Front Customization:

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



Back Customization:

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



Front Customization:

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

Back Customization:

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

Business Cards

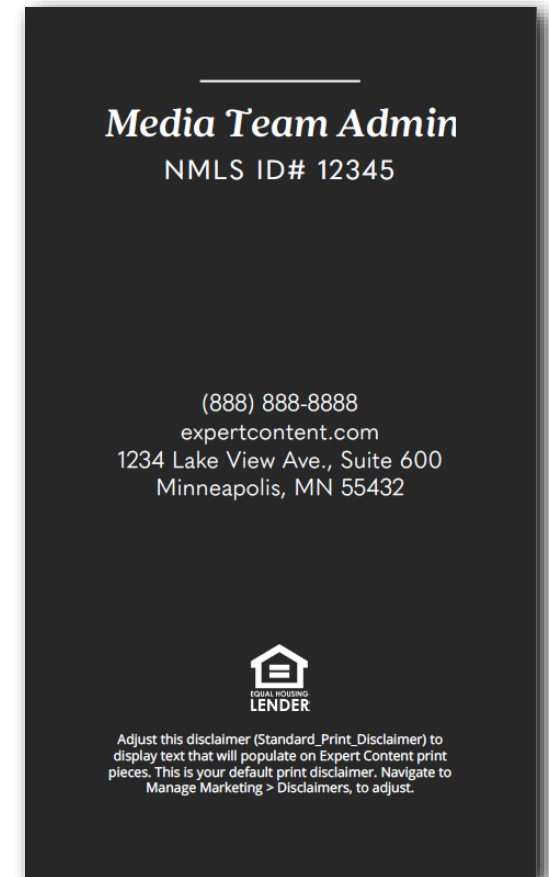


← Front Customization

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

Back Customization →

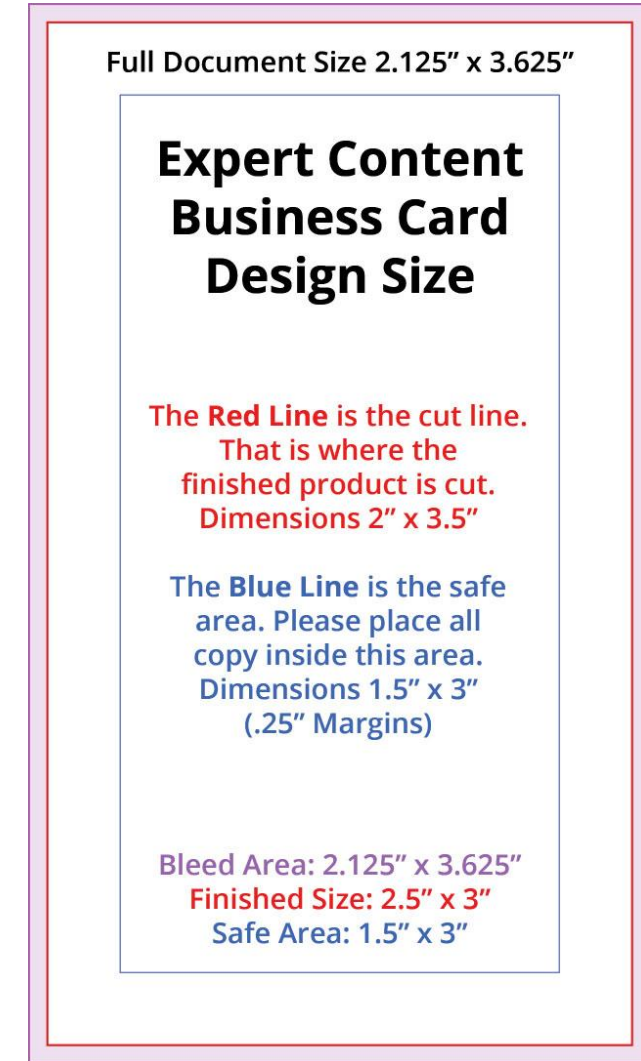
- Background and font color
- Background image upload
- Disclaimer text and EHO/EHL visibility and color



Business Card “Static” Templates



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.

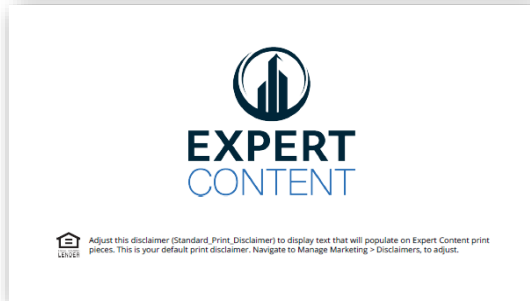


Business Card

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



Business Card Variation Example



Default



Example Variation

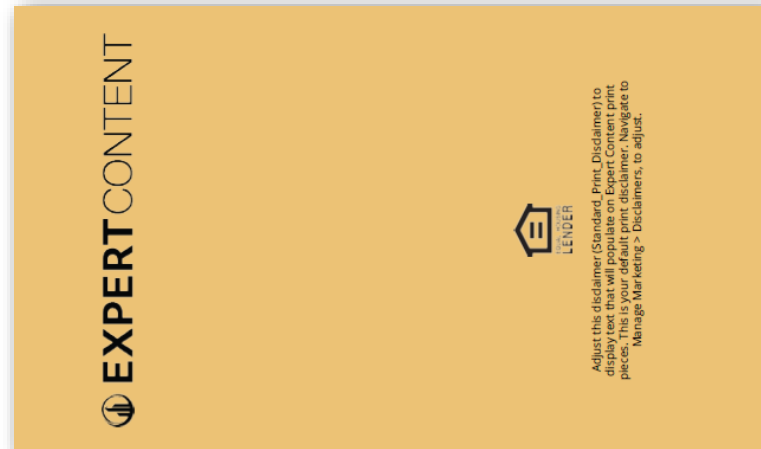
Use the settings below to take the default business card (left) to the example variation (right).

- Background color: page 1 – secondary; page 2 – primary
- Front page text color: primary
- Back page text color: white
- Disclaimer/EHL logo color: white
- Logo variation: brand_user_logo_horizontal_white

Business Card Variation Example



Default



Example Variation

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
- Disclaimer/EHL logo color: black
- Logo variation: brand_user_logo_horizontal_black

Business Card Variation Example



Default



Example Variation

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

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

Business Card Variation Example



Default



Example Variation

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

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

Business Card Variation Example



Default



Example Variation

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

- Background color: page 1 – upload your own image; page 2 – primary
- Logo variation:
brand_user_logo_stacked_white
- Front page text color: white
- Back page text color: secondary
- NMLS# title override: "nmls id# "
- Disclaimer/EHL logo color: white

Business Card Variation Example

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

- Background color: page 1 – primary; page 2 – black
- Front page text color: white
- Logo variation: brand_user_logo_stacked_white



Default



Example Variation