

# Expert Content Strategy Guide

*Self Serve Templates*

*January 2026*



## Print Flyers, Postcards, Greeting Cards, Door Hangers, Brochures, Yard Signs, Sign Riders, Social Media

The Expert Content library includes self-service templates for admins to create-your-own content. Pre-filled Expert Content is built from these templates and can be configured based on the individual layout's options. Contact blocks, disclaimers, and branding elements are dynamic to the end user.

Many templates include some admin-level configuration options such as:

- Logos: on or off, logo positioning, logo variations (e.g. horizontal/stacked, color/black/white), QR codes
- Colors: font color, color blocks, background colors
- Imagery: replace imagery within a dedicated space, replacing full background images
- Text: replace text in dedicate space (e.g. CTA, header, subheader, paragraph)
- Editability: allow or disallow end user editability of specific elements
- Disclaimers: additional or override disclaimer options to allow admins to enter dynamic disclaimers or include verbiage on a one-off basis.

Template types include:

- Various configurable layouts for single-sided print flyers
- Various configurable layouts for postcards in specific sizing; additional "static" options in all sizes
- Vertical and horizontal greeting cards
- Various configurable layouts for door hangers,
- Various configurable layouts for yard signs and sign riders in specific sizing; additional "static" options in all sizes
- Bifold and trifold brochures
- Social Media templates including event, testimonials, and upload-your-own design

# Print Flyers



# Self Serve Print Flyers



- 1 – Ability to switch logo on/off, adjust logo background color
- 2 – Fill to fit headline/sub-headline, change text color
- 3 – Background color default is brand primary color
- 4 – Font default color is brand secondary color
- 5 – Font default color is brand primary color
- 6 – Editable CTA
- 7 – Upload image

Single and cobranded versions available

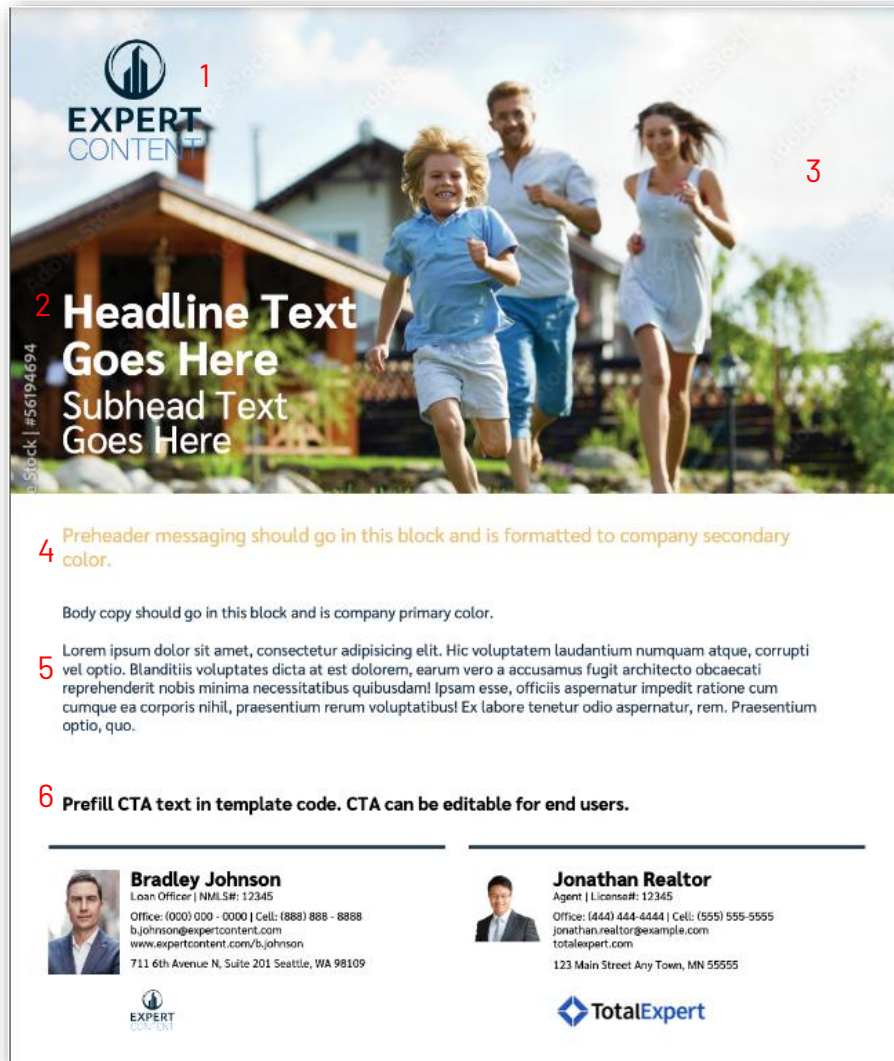
# Self Serve Print Flyers



- 1 – Ability to switch logo on/off, adjust logo background color
- 2 – Fill to fit headline/sub-headline, change text color
- 3 – background color default is brand primary color
- 4 – Font default color is brand secondary color
- 5 – Font default color is brand primary color
- 6 – Editable CTA
- 7 – Upload image
- 8 – Editable image block – QR code will populate from user profile

Single and cobranded versions available

# Self Serve Print Flyers



1 – Ability to switch logo on/off, adjust logo background color

2 – Fill to fit headline/sub-headline, change text color

3 – Upload image

4 – Font default color is brand secondary color

5 – Font default color is brand primary color

6 – Editable CTA

Single and cobranded versions available



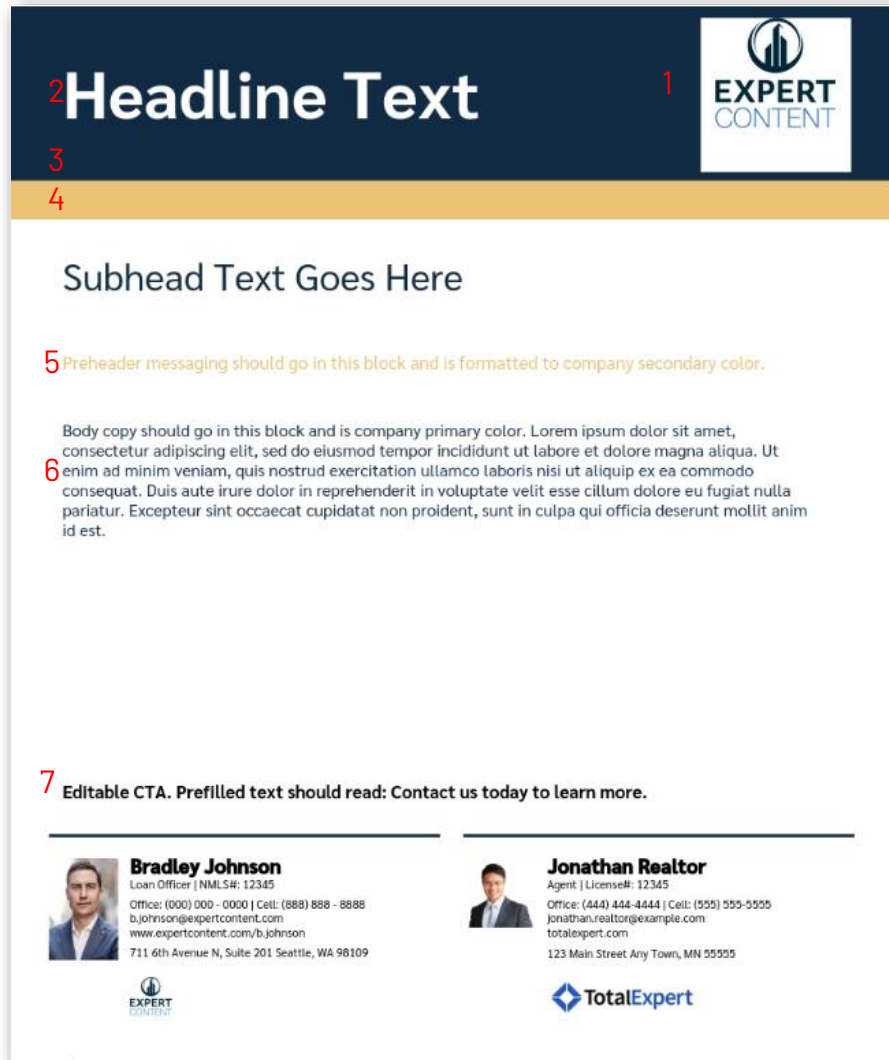
# Self Serve Print Flyers



- 1 – Ability to switch logo on/off, adjust logo background color
- 2 – Fill to fit headline/sub-headline, change text color
- 3 – Upload image
- 4 – Font default color is brand secondary color
- 5 – Font default color is brand primary color
- 6 – Editable CTA

Single and cobranded versions available

# Self Serve Print Flyers



1 – Ability to switch logo on/off, adjust logo background color

2 – Fill to fit headline/sub-headline, change text color

3 – Default to brand primary color

4 – Default to brand secondary color

5 – Font default color is brand secondary color

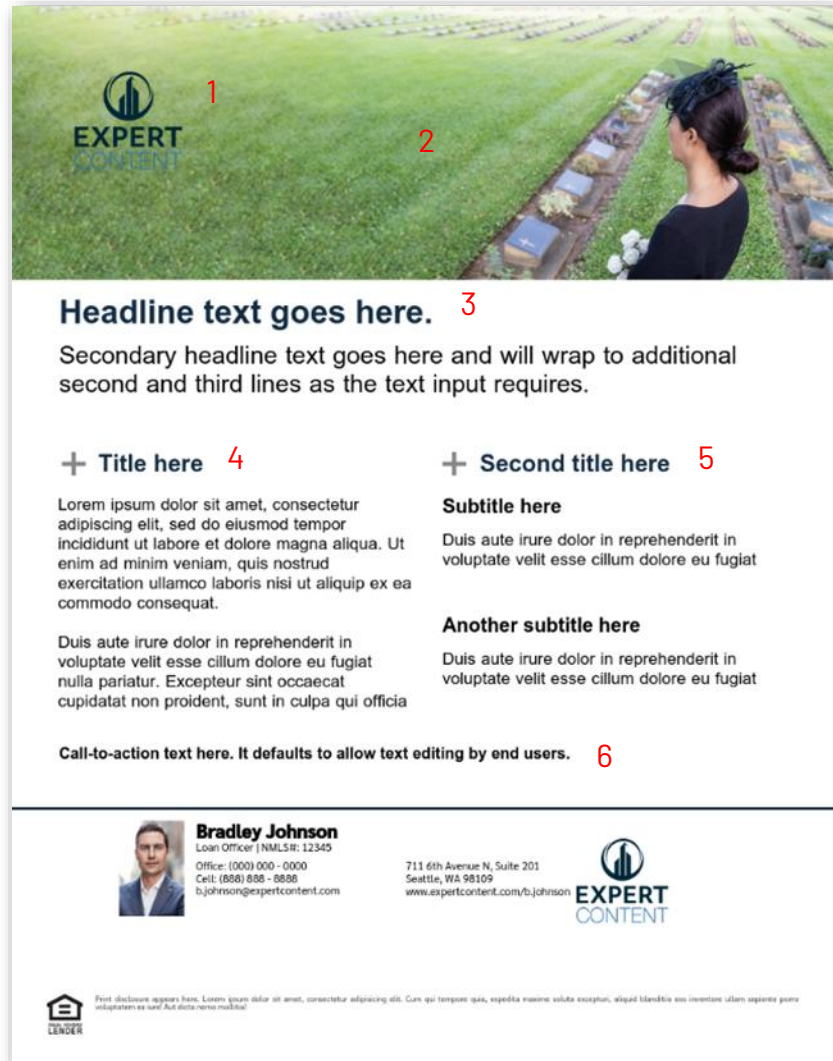
6 – Font default color is brand primary color

7 – Editable CTA

Single and cobranded versions available



# Self Serve Print Flyers



1 – Ability to switch logo on/off, adjust logo background color

2 – Upload image

3 – Fill to fit headline/sub-headline, change text color

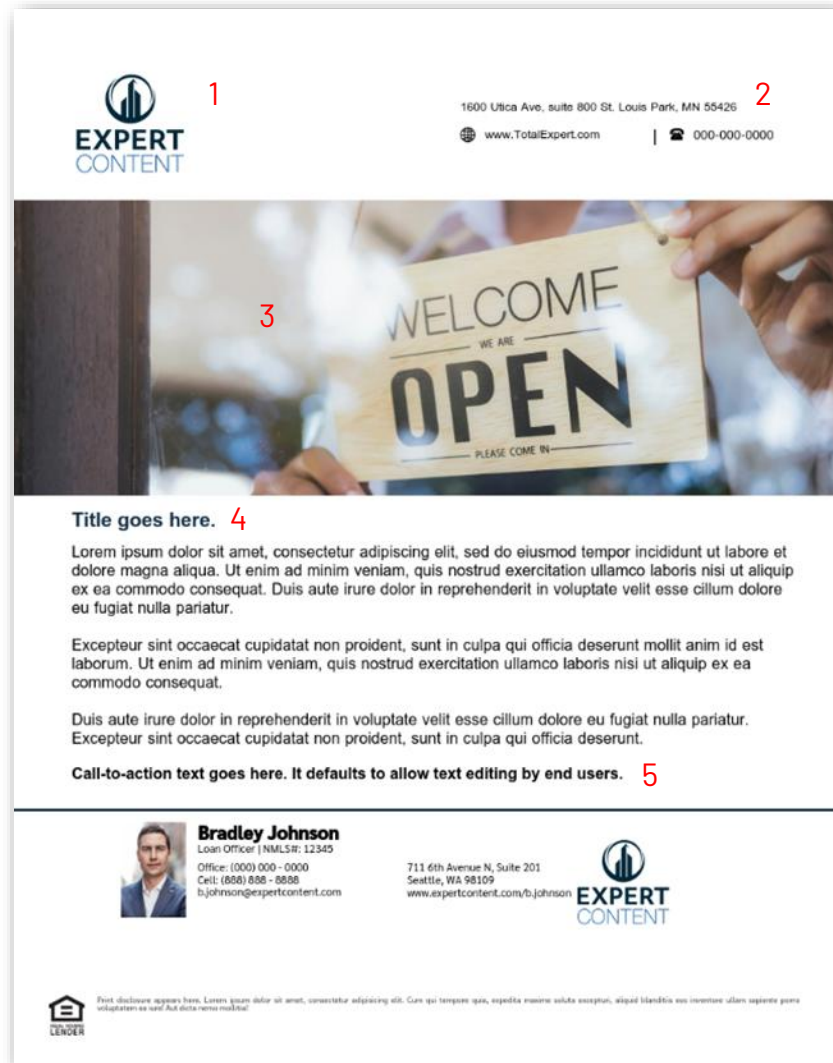
4 – Font default color is brand primary color

5 – Font default color is brand primary color

6 – Editable CTA

Single and cobranded versions available

# Self Serve Print Flyers



1 – Ability to switch logo on/off, adjust logo background color

2 – Dynamic user information

3 – Upload image

4 – Fill to fit headline/sub-headline, change text color

5 – Editable CTA

Single and cobranded versions available

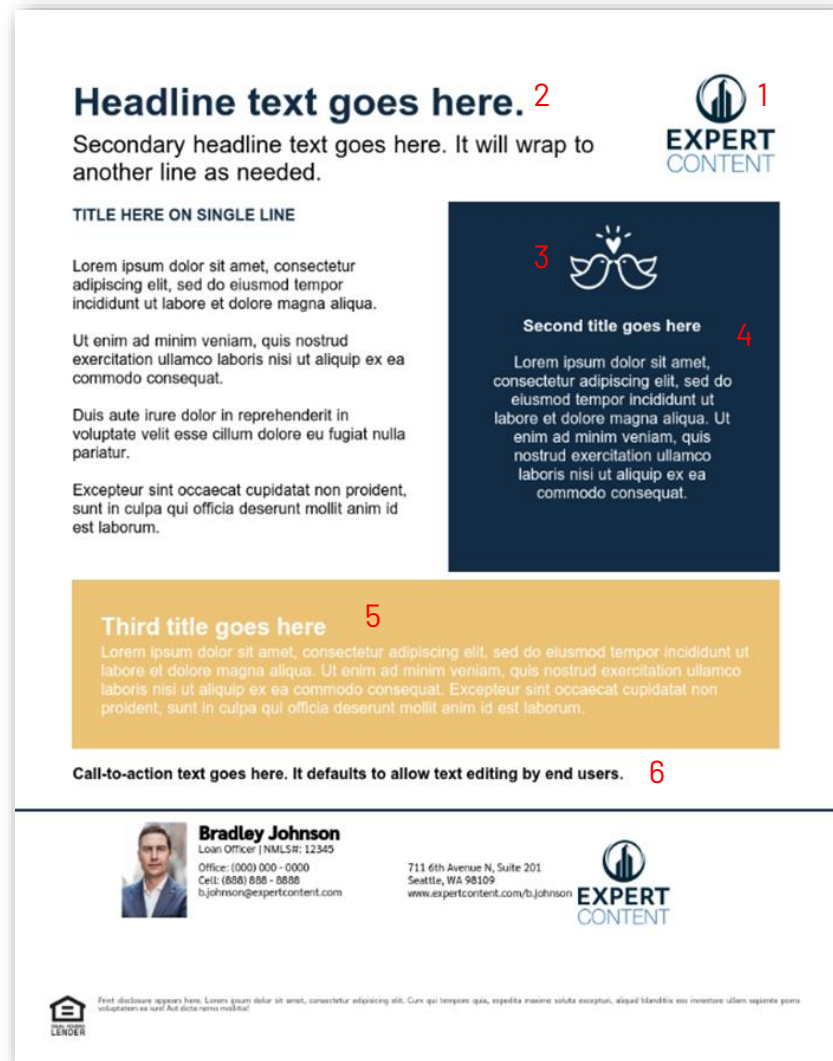
# Self Serve Print Flyers



- 1 – Ability to switch logo on/off, adjust logo background color
- 2 – Upload image
- 3 – Fill to fit headline/sub-headline, change text color
- 4 – Background color default is brand primary color, change text color
- 5 – Background color default is brand secondary color, change text color
- 6 – Editable CTA

Single and cobranded versions available

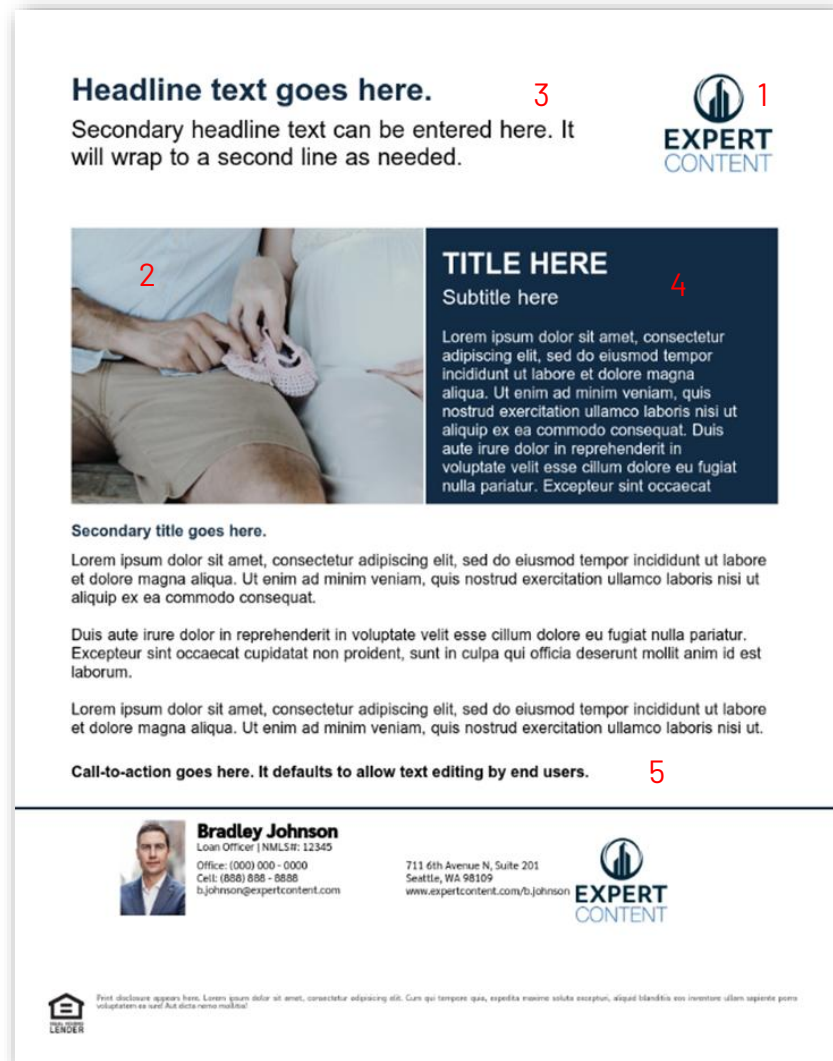
# Self Serve Print Flyers



- 1 – Ability to switch logo on/off, adjust logo background color
- 2 – Fill to fit headline/sub-headline, change text color
- 3 – Upload icon image
- 4 – Background color default is brand primary color, change text color
- 5 – Background color default is brand secondary color, change text color
- 6 – Editable CTA

Single and cobranded versions available

# Self Serve Print Flyers



1 – Ability to switch logo on/off, adjust logo background color

2 – Upload image

3 – Fill to fit headline/sub-headline, change text color

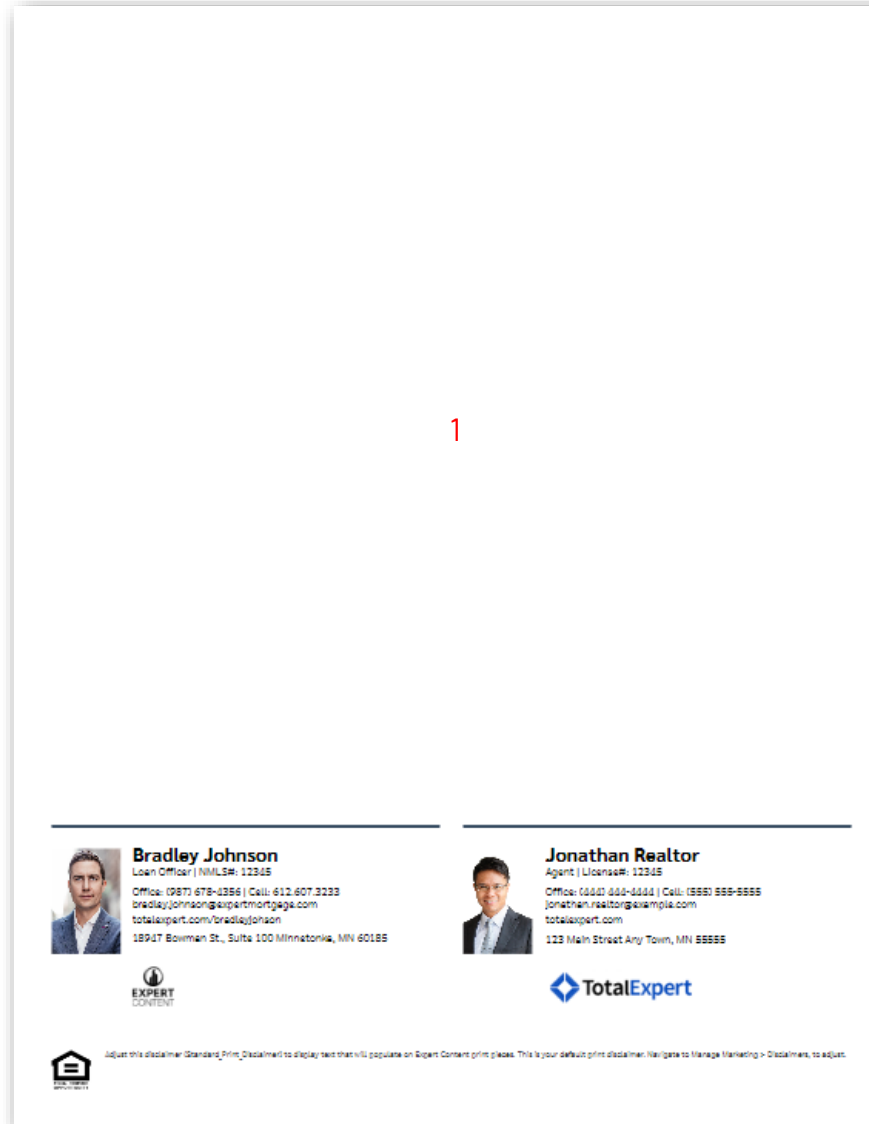
4 – Background color default is brand secondary color, change text color

5 – Editable CTA

Single and cobranded versions available



# Self Serve Print Flyers



1 – Upload image, will replace entire background image of the full 8.5"x11" flyer

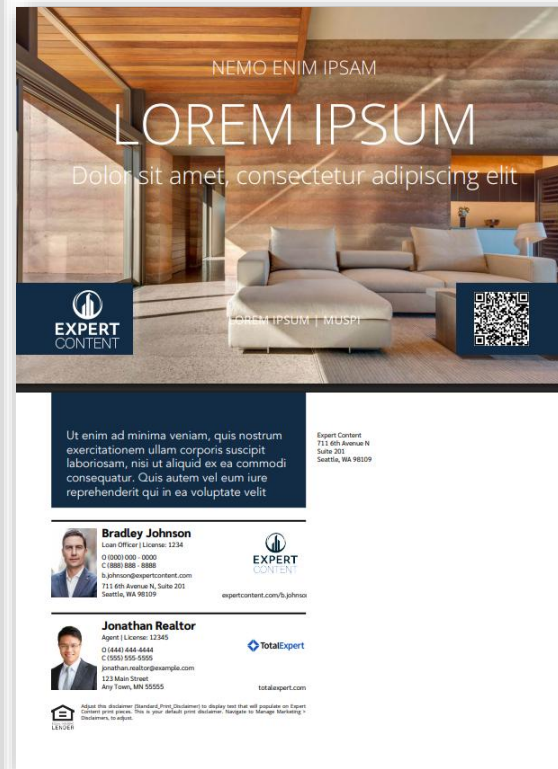


# Postcards



# EDDM: 9"x6.25"

## Direct & Non-Direct Mail: 9"x6"

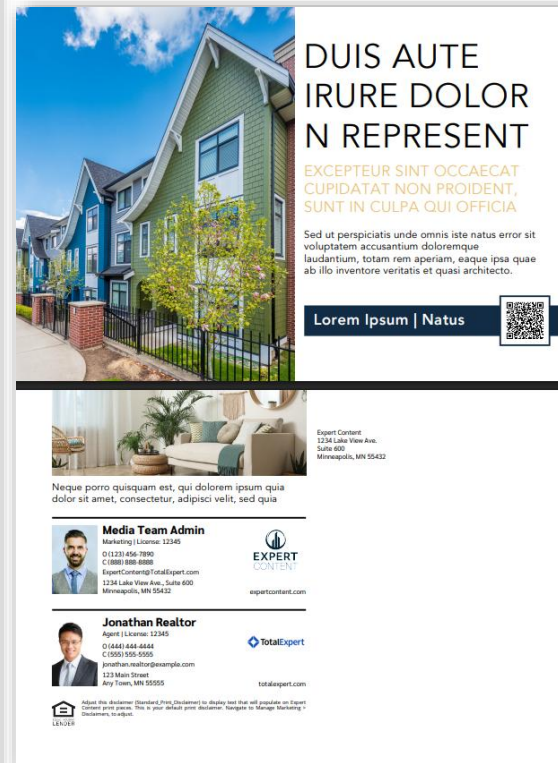
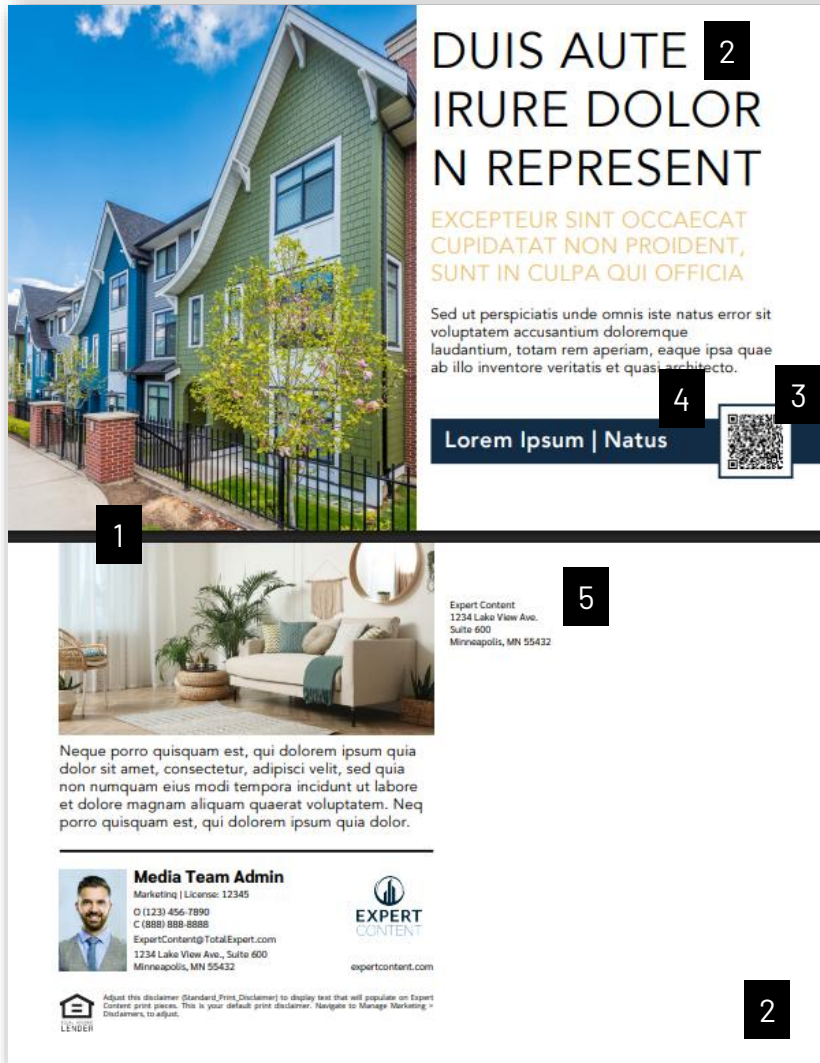


- 1 – Switch logo on/off, adjust logo background color, use logo variations from branding, editability option
- 2 – Upload background image(s), editability option
- 3 – QR code variation, switch on/off, editability option
- 4 – Fill to fit text elements, change text color, editability option
- 5 – Color block default is brand primary color; change color, turn all color blocks on/off
- 6 – Return address default text, leave blank, editability option

*Functionality is the same for single and cobranded versions*

# EDDM: 9"x6.25"

## Direct & Non-Direct Mail: 9"x6"



1 – Upload image(s), editability option

2 – Fill to fit text elements, change text color, editability option

3 – QR code variation, switch on/off, editability option

4 – Color block default is brand primary color; change color, turn all color blocks on/off

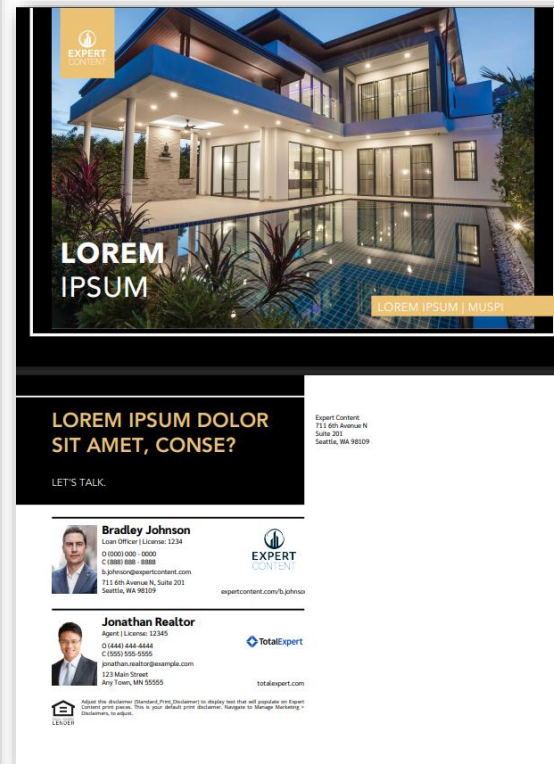
5 – Return address default text, leave blank, editability option

*Functionality is the same for single and cobranded versions*



# EDDM: 9"x6.25"

## Direct & Non-Direct Mail: 9"x6"



- 1 – Switch logo on/off, adjust logo background color, use logo variations from branding, editability option
- 2 – Upload image(s), editability option
- 3 – Fill to fit text elements, change text color, editability option
- 4 – Front color blocks default to secondary; change color
- 5 – Turn color blocks on/off (removes front secondary color blocks and back black block)
- 6 – Background color defaults to black; change color. Border color defaults to white; change color.
- 7 – Return address default text, leave blank, editability option

*Functionality is the same for single and cobranded versions*

# EDDM: 9"x6.25"

## Direct & Non-Direct Mail: 9"x6"



- 1 – Switch logo on/off, adjust logo background color, use logo variations from branding, editability option
- 2 – Upload image(s), editability option
- 3 – Fill to fit text elements, change text color, editability option
- 4 – QR code variation, switch on/off, editability option
- 5 – Return address default text, leave blank, editability option

*Functionality is the same for single and cobranded versions*

# EDDM: 9"x6.25"

## Direct & Non-Direct Mail: 9"x6"

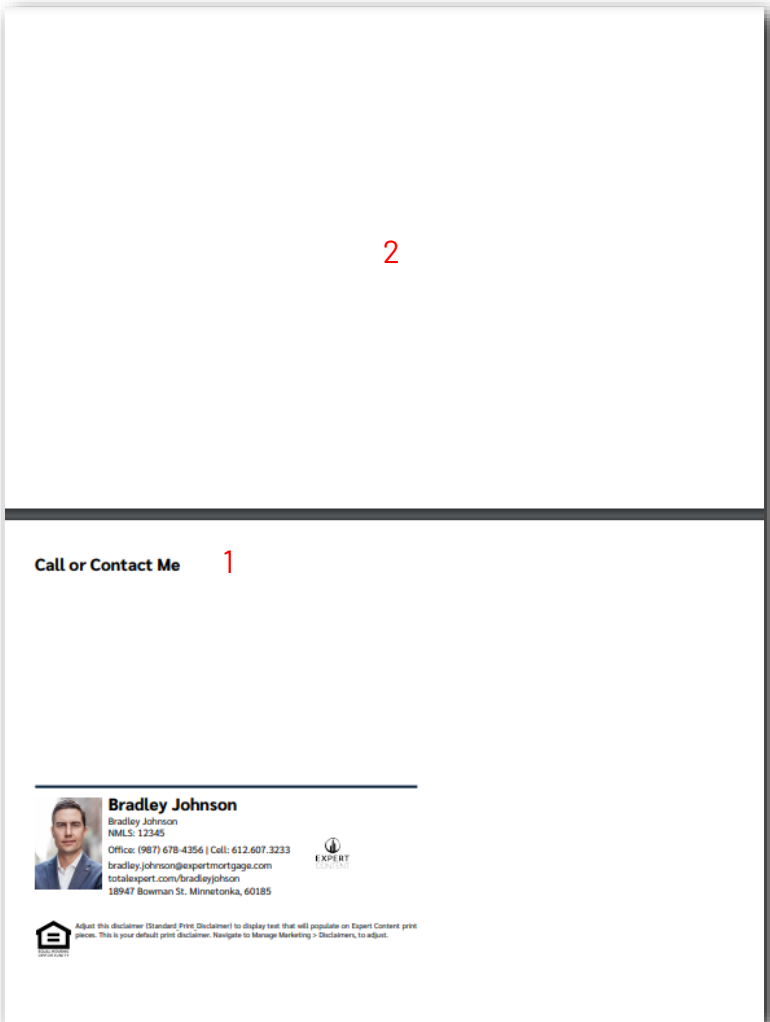
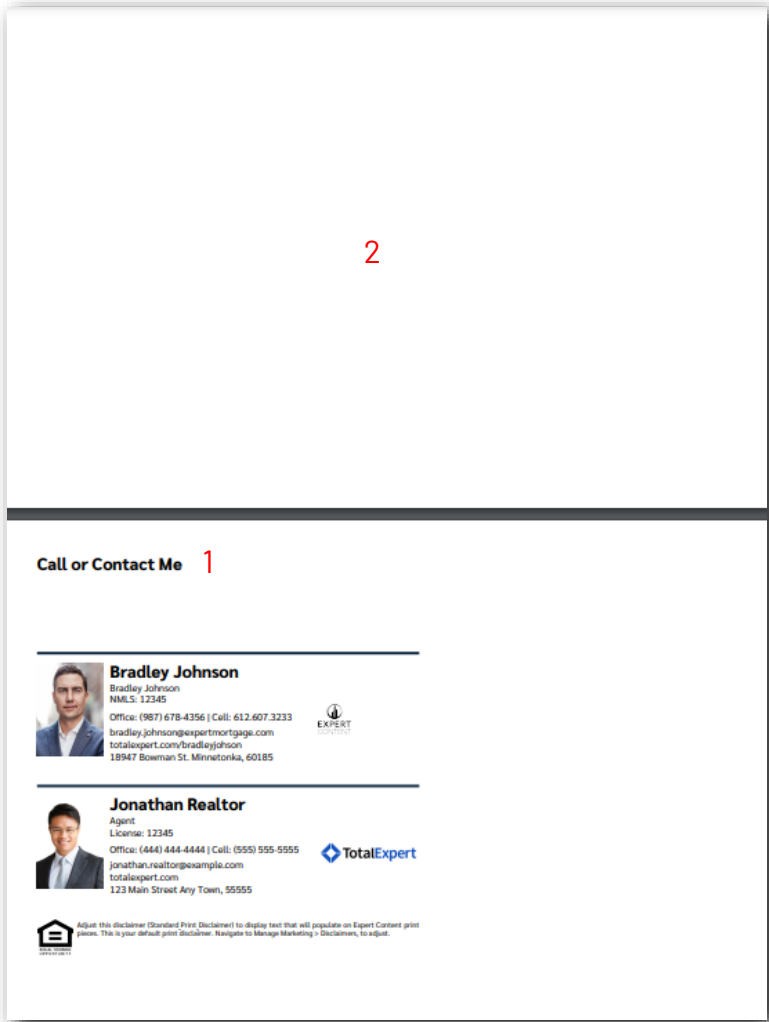


- 1 – Switch logo on/off, adjust logo background color, use logo variations from branding, editability option
- 2 – Upload image(s), editability option
- 3 – Fill to fit text elements, change text color, editability option
- 4 – Front color blocks default to secondary; change color, turn color blocks on/off
- 5 – Return address default text, leave blank, editability option

Functionality is the same for single and cobranded versions

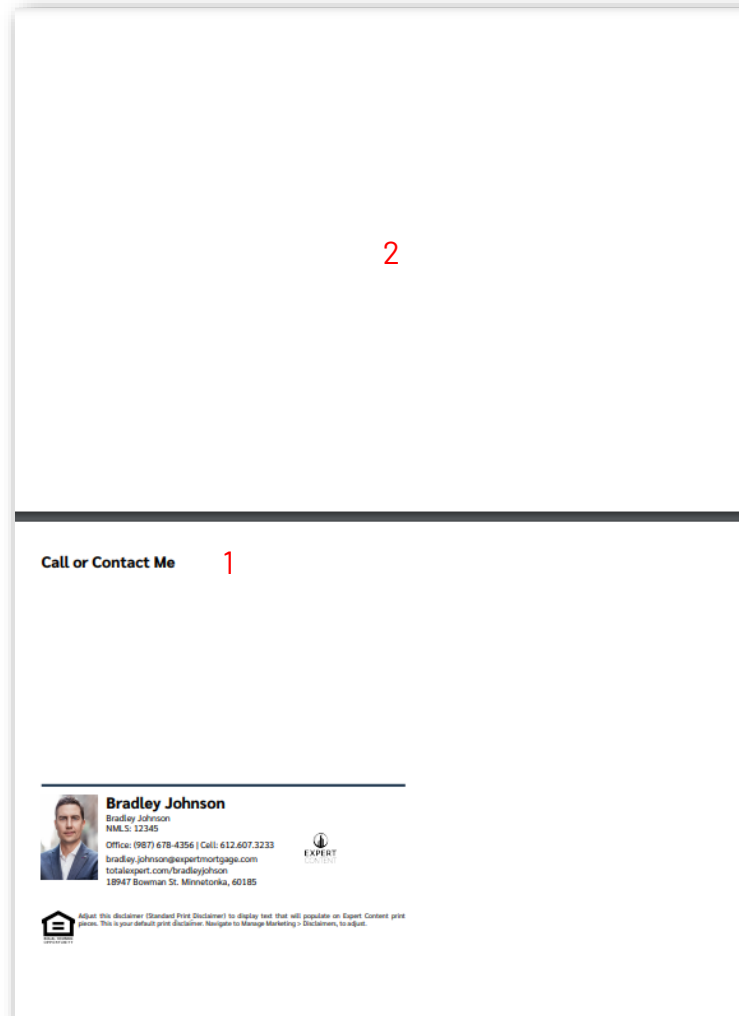
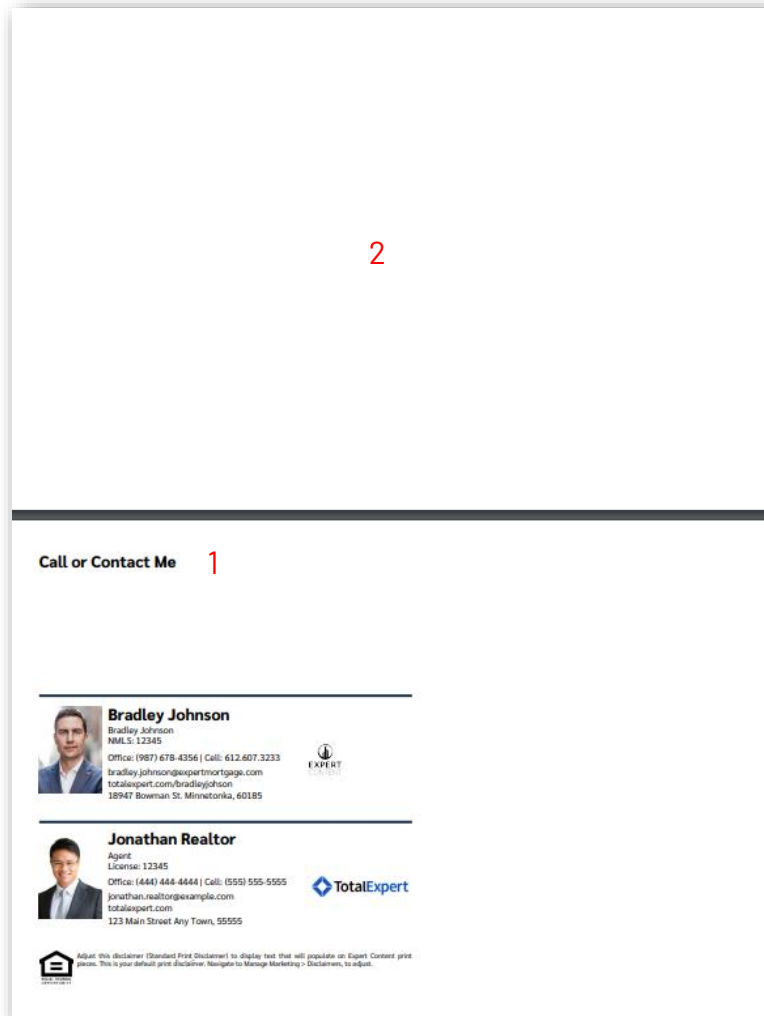


# Direct & Non-Direct Mail Postcards: 8.5"x5.5"



- 1 – Editable CTA
- 2 – Upload image

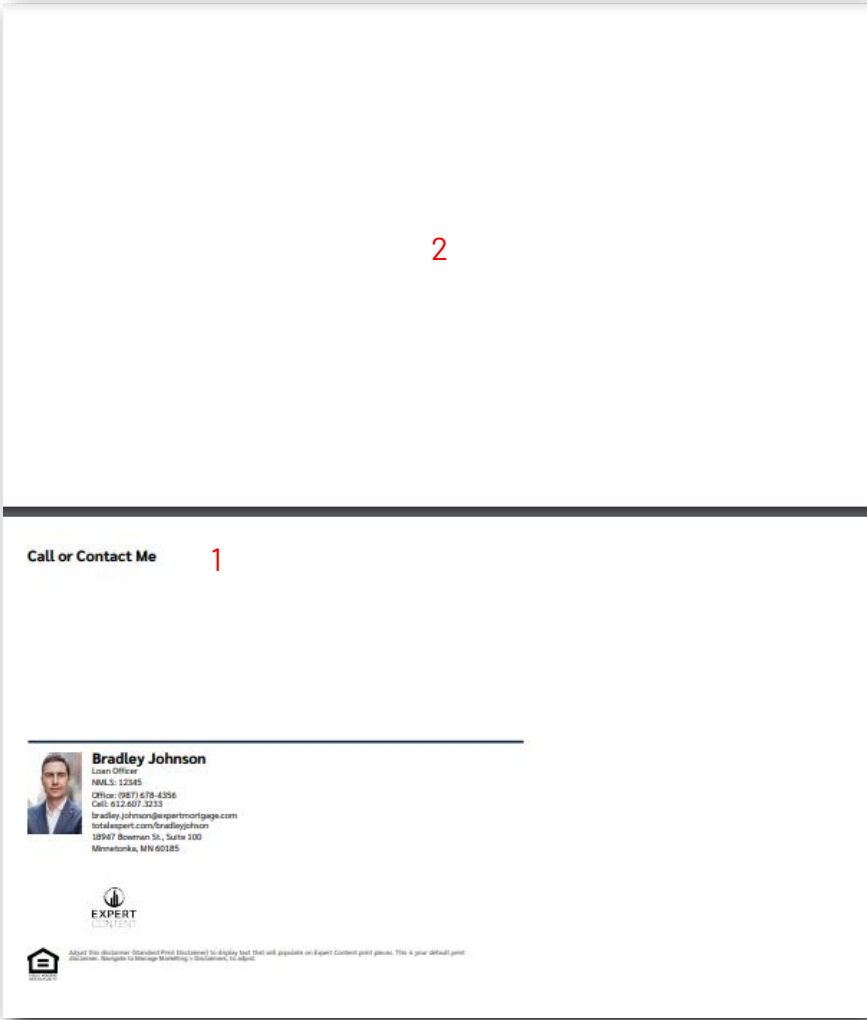
# Direct & Non-Direct Mail Postcards: 9"x6"



1 – Editable CTA

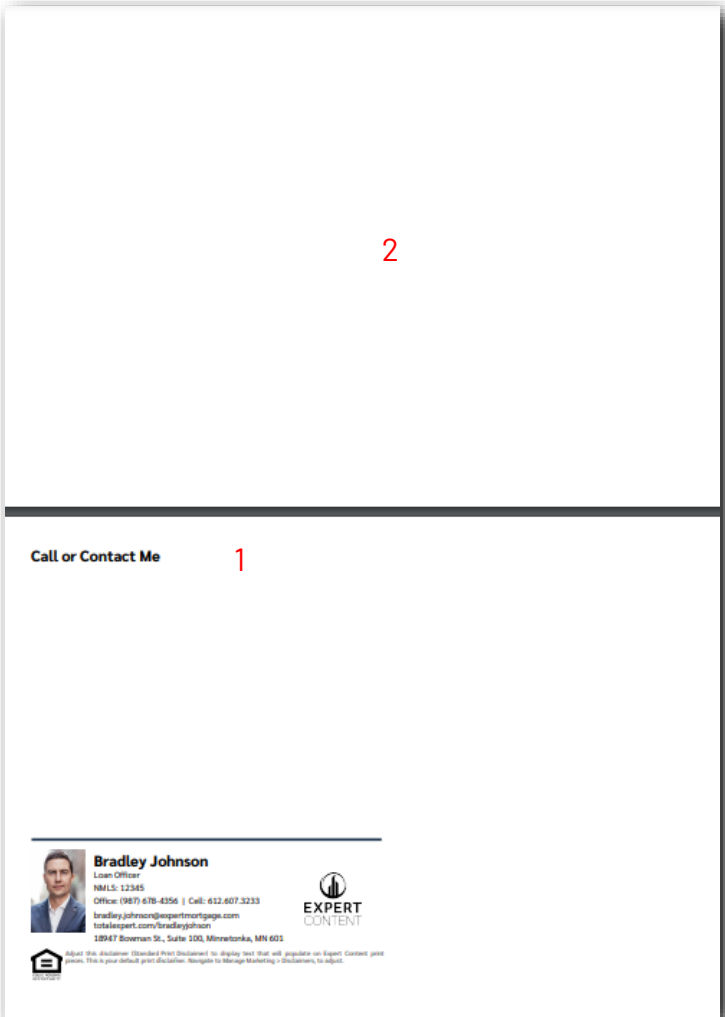
2 – Upload image

# EDDM Postcards: 11"x6.25"



- 1 – Editable CTA
- 2 – Upload image

# EDDM Postcards: 9"x6.25"

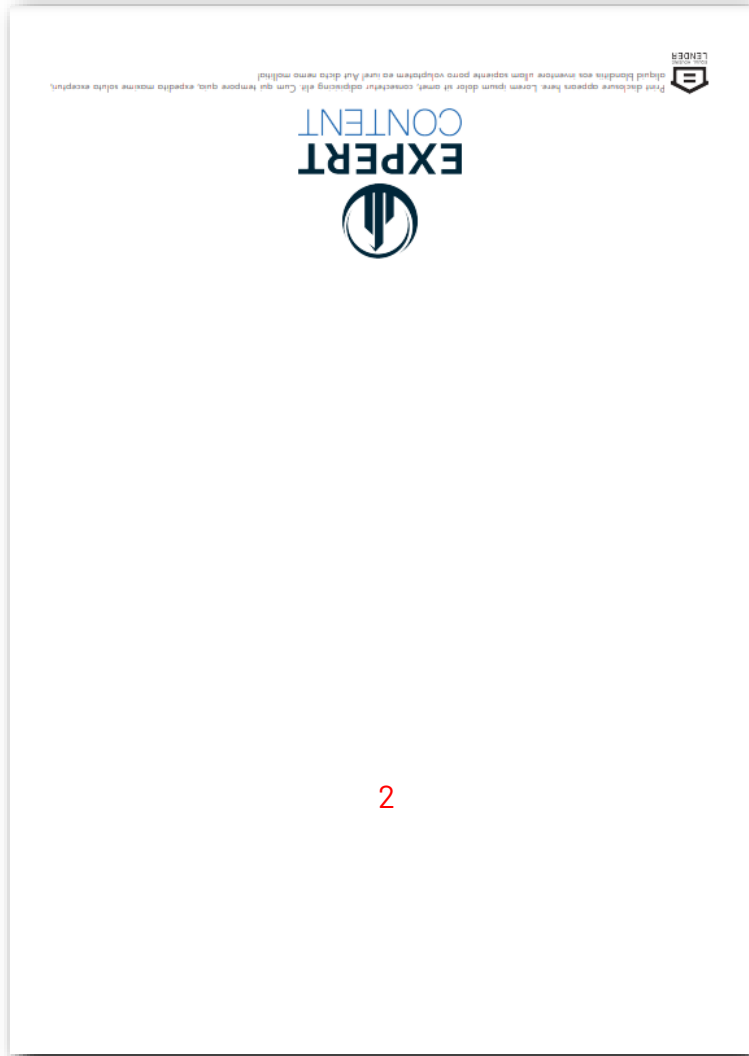


- 1 – Editable CTA
- 2 – Upload image

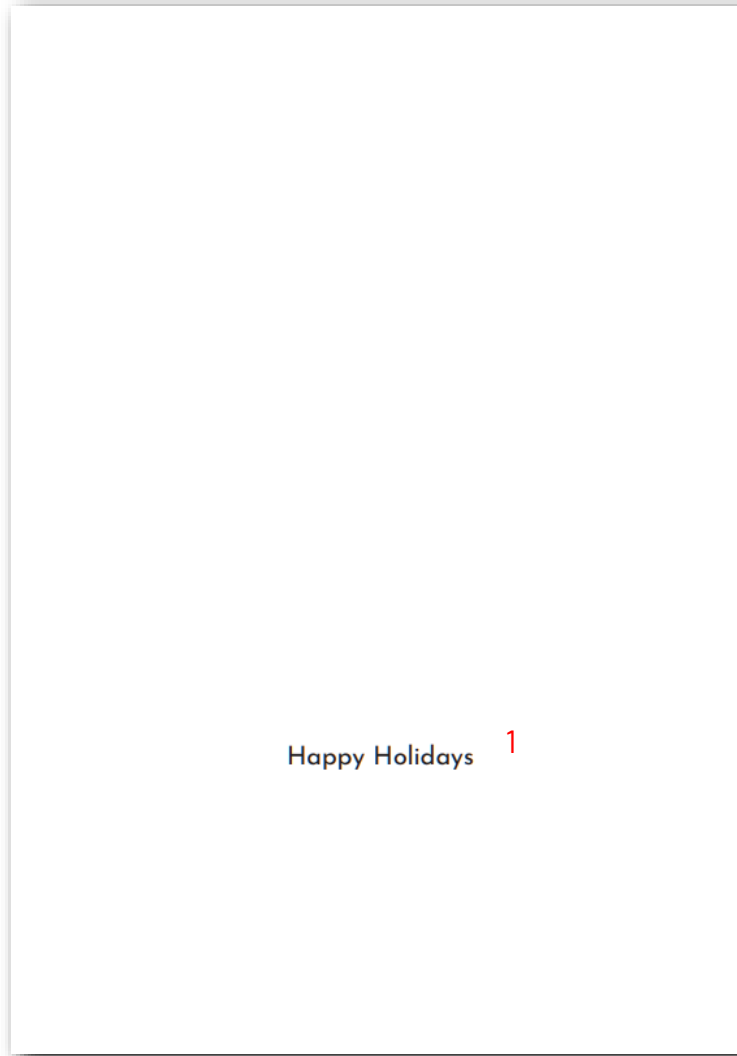
# Greeting Cards



# Horizontal Greeting Cards



Outside



Inside

- 1 – Editable greeting
- 2 – Upload image



Envelope



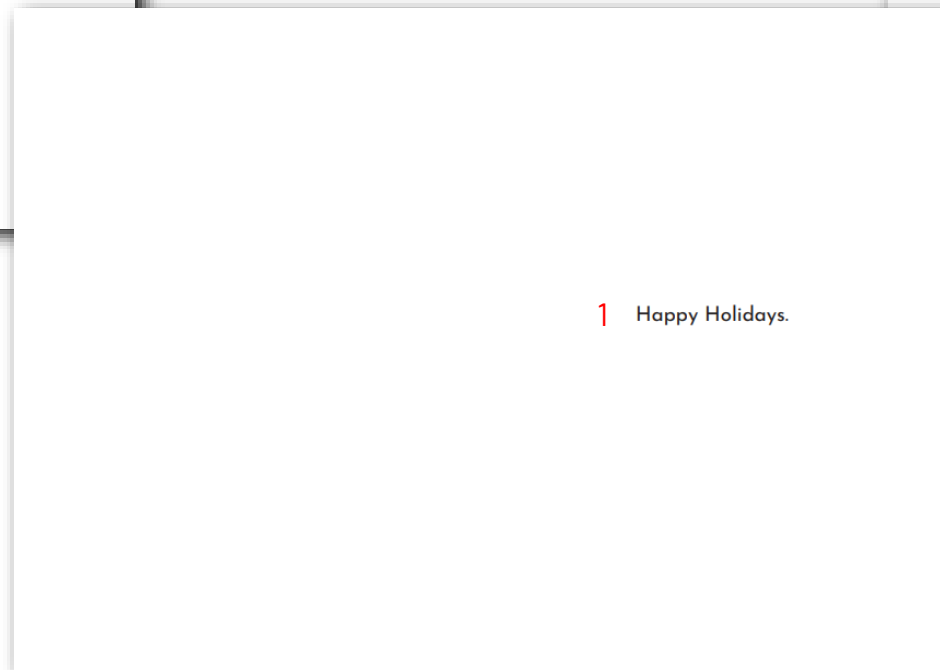
# Vertical Greeting Cards



Outside



Envelope



Inside

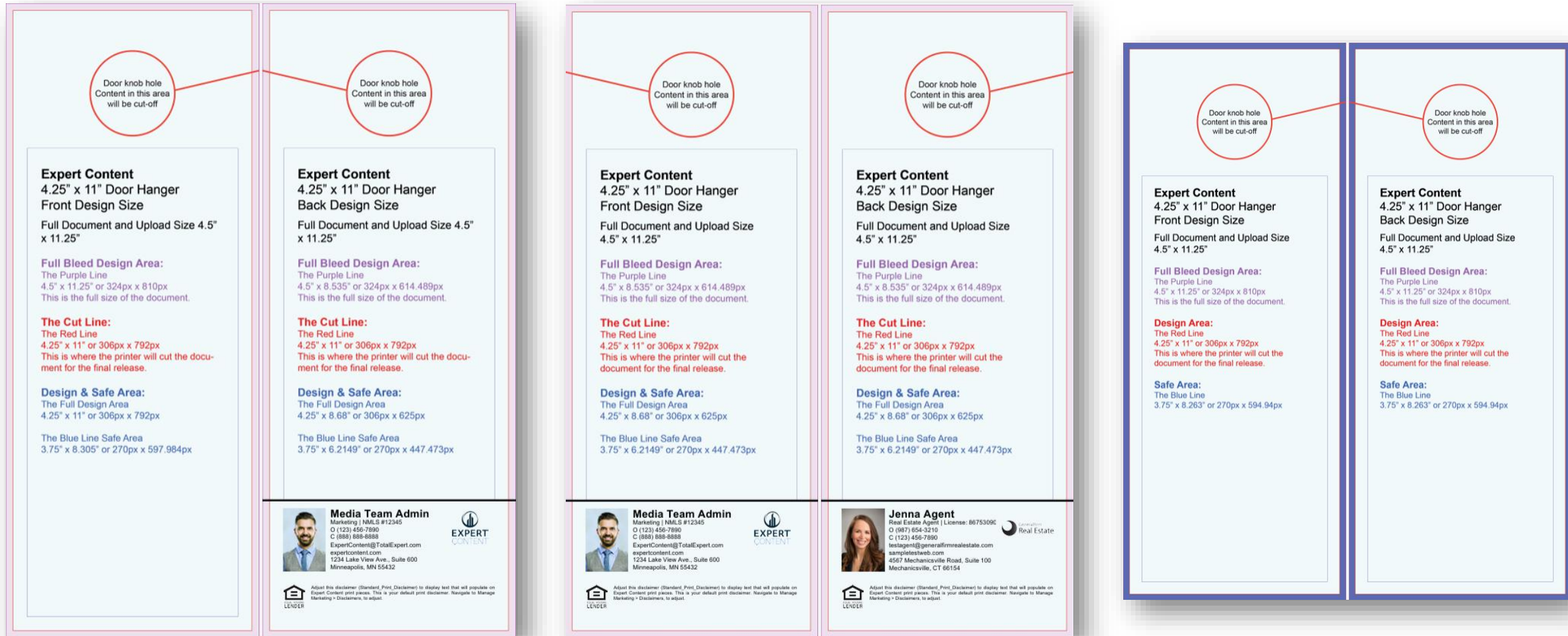
1 – Editable greeting

2 – Upload image

# Door Hangers

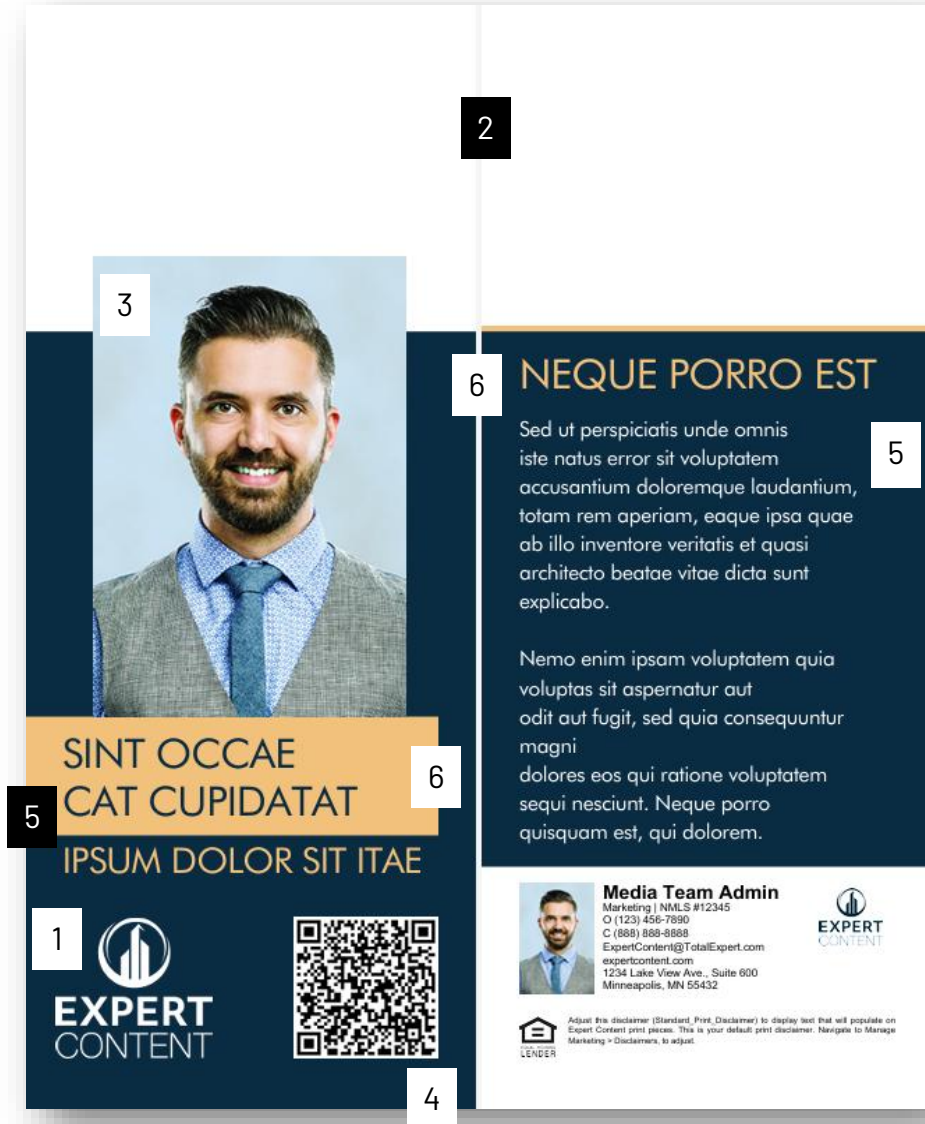


# Door Hanger Templates 1249



These templates include only the dynamic contact block. Admins upload two background images with finished artwork for the front and back, with space left for the contact area on single or cobranded variations. The printer will cut the door hanger area. The blue line indicates the safest area for important information but the full background image is required for upload.

# Door Hanger Layout 1250



- 1 – Logo presence, adjust logo background color, logo variations from branding setup, editability
- 2 – Upload background image(s), editability
- 3 – Override profile image, editability
- 4 – QR code variation, presence, editability
- 5 – Fill to fit text elements, change text color (text element toggles are managed separately\*)
- 6 – Color block defaults are brand primary color (blue) and secondary color (yellow); change color, turn all color blocks on/off

*\*Text editability is toggled on a page-by-page basis.*

# Door Hanger Layout 1251



- 1 – Upload background image(s), editability
- 2 – Override image, editability
- 3 – Fill to fit text elements, change text color (text element toggles are managed separately\*)
- 4 – Color block default is brand primary color (blue); change color, turn all color blocks on/off

*\*Text editability is toggled on a page-by-page basis.*



# Door Hanger Layout 1252



1 – Logo presence, adjust logo background color, logo variations from branding setup, editability

2 – Change color, turn all color blocks on/off;

- Alternatively: toggle color blocks off to upload background image(s), editability

3 – Override image, editability

4 – Fill to fit text elements, change text color (text element toggles are managed separately\*)

*\*Text editability is toggled on a page-by-page basis.*



# Door Hanger Layout 1253



1 – Logo presence, adjust logo background color, logo variations from branding setup, editability

2 – Change background color

- Alternatively: toggle color off to upload background image(s), editability

3 – Override image(s), editability

4 – QR code variation, presence, editability

5 – Fill to fit text elements, change text color (text element toggles are managed separately\*)

*\*Text editability is toggled on a page-by-page basis.*

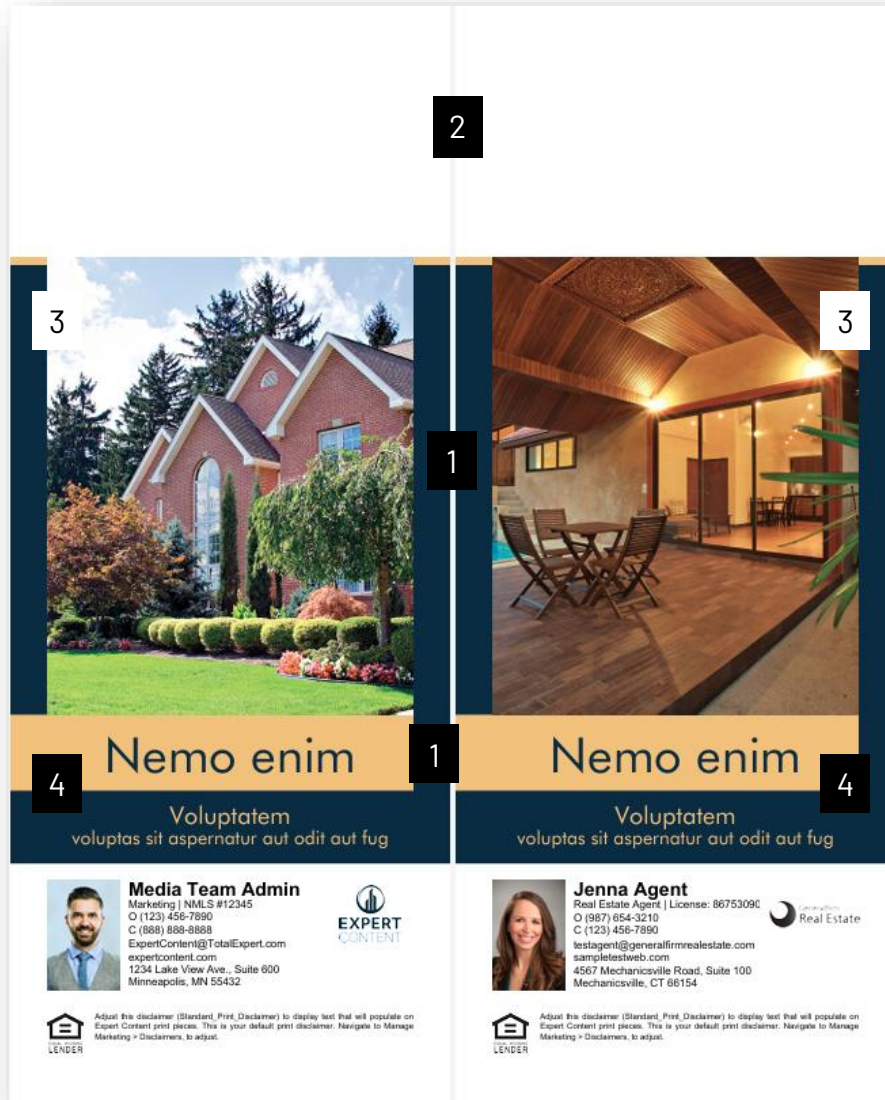
# Door Hanger Layout 1254



- 1 – Change color, turn color blocks on/off
- 2 – Upload background image(s), editability
- 3 – Override image, editability
- 4 – Fill to fit text elements, change text color (text element toggles are managed separately\*)

*\*Text editability is toggled on a page-by-page basis.*

# Door Hanger Layout 1255



- 1 – Color block defaults are brand primary color (blue) and secondary color (yellow); change color, turn all color blocks on/off
- 2 – Upload background image(s), editability
- 3 – Override image(s), editability
- 4 – Fill to fit text elements, change text color (text element toggles are managed separately\*)

*\*Text editability is toggled on a page-by-page basis.*

A MLS integrated version is available and can be found in the [MLS Listing & Mortgage Rate Asset guide](#).

Media name: EC - Listing Door Hanger CB - 1255



# Door Hanger Layout 1256



1 – Logo presence, adjust logo background color, logo variations from branding setup, editability

2 – Change background color

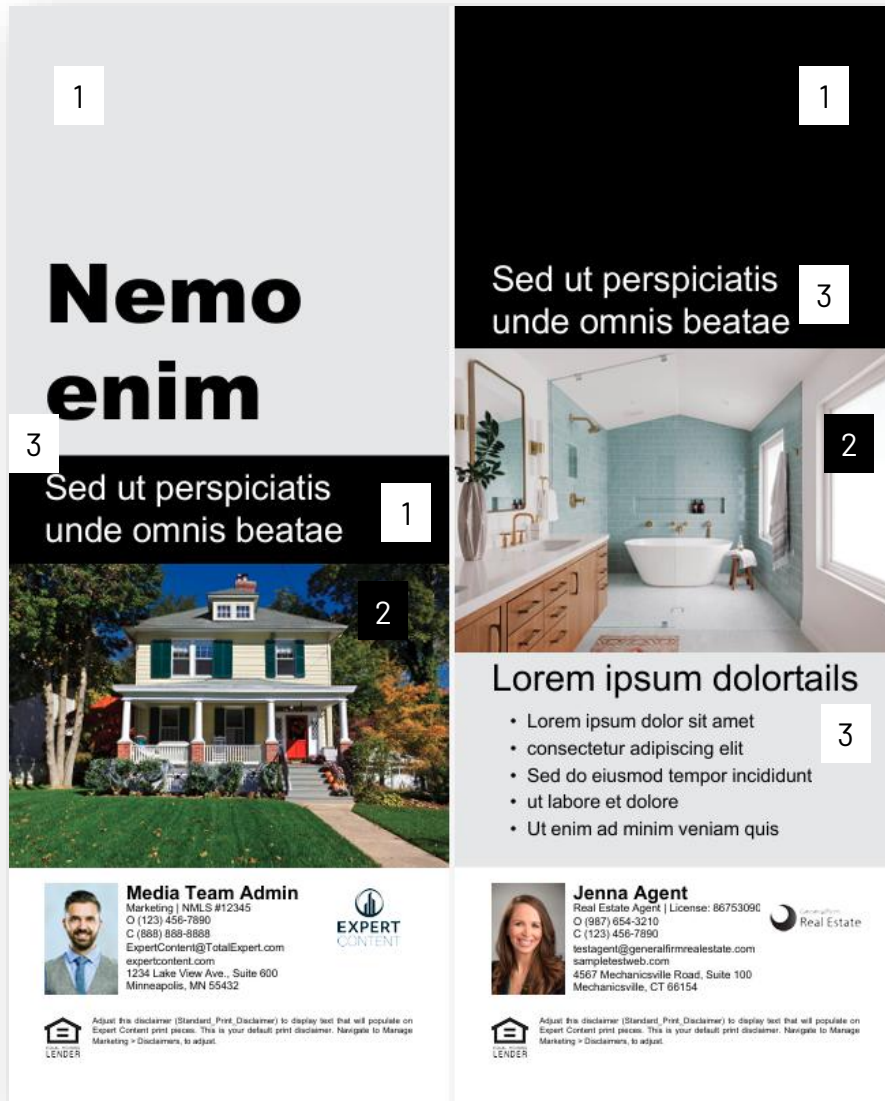
- Alternatively: toggle color off to upload background image(s), editability

3 – Override image(s), editability

4 – Fill to fit text elements, change text color (text element toggles are managed separately\*)

*\*Text editability is toggled on a page-by-page basis.*

# Door Hanger Layout 1257



1 – Change color, turn all color blocks on/off;

- Alternatively: toggle color blocks off to upload background image(s), editability

2 – Override image, editability

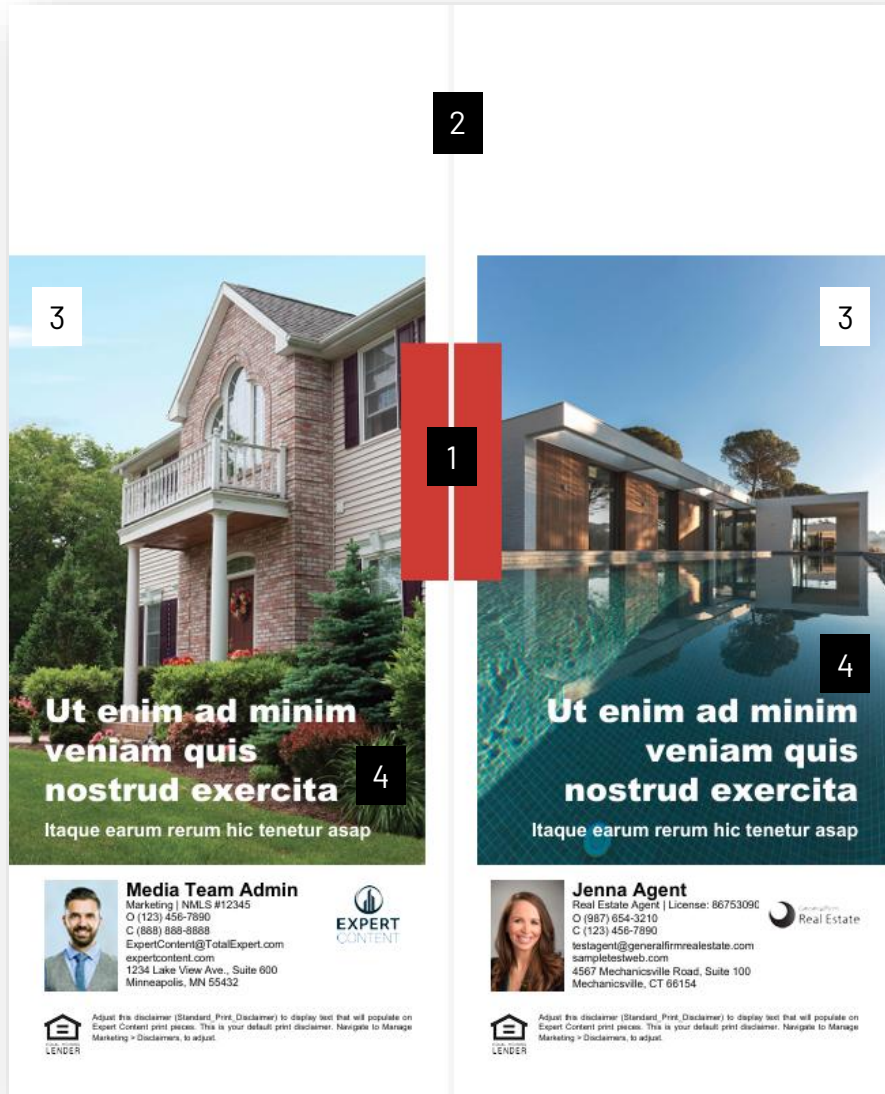
3 – Fill to fit text elements, change text color (text element toggles are managed separately\*)

*\*Text editability is toggled on a page-by-page basis.*

A MLS integrated version is available and can be found in the [MLS Listing & Mortgage Rate Asset guide](#).

Media name: EC – Listing Door Hanger CB – 1257

# Door Hanger Layout 1258



- 1 – Change color, turn color blocks on/off
- 2 – Upload background image(s), editability
- 3 – Override image, editability
- 4 – Fill to fit text elements, change text color (text element toggles are managed separately\*)

*\*Text editability is toggled on a page-by-page basis.*

# Door Hanger Layout 1259



- 1 – Home element: change color, presence
- 2 – Upload background image(s), editability
- 3 – Fill to fit text elements, change text color (text element toggles are managed separately\*)

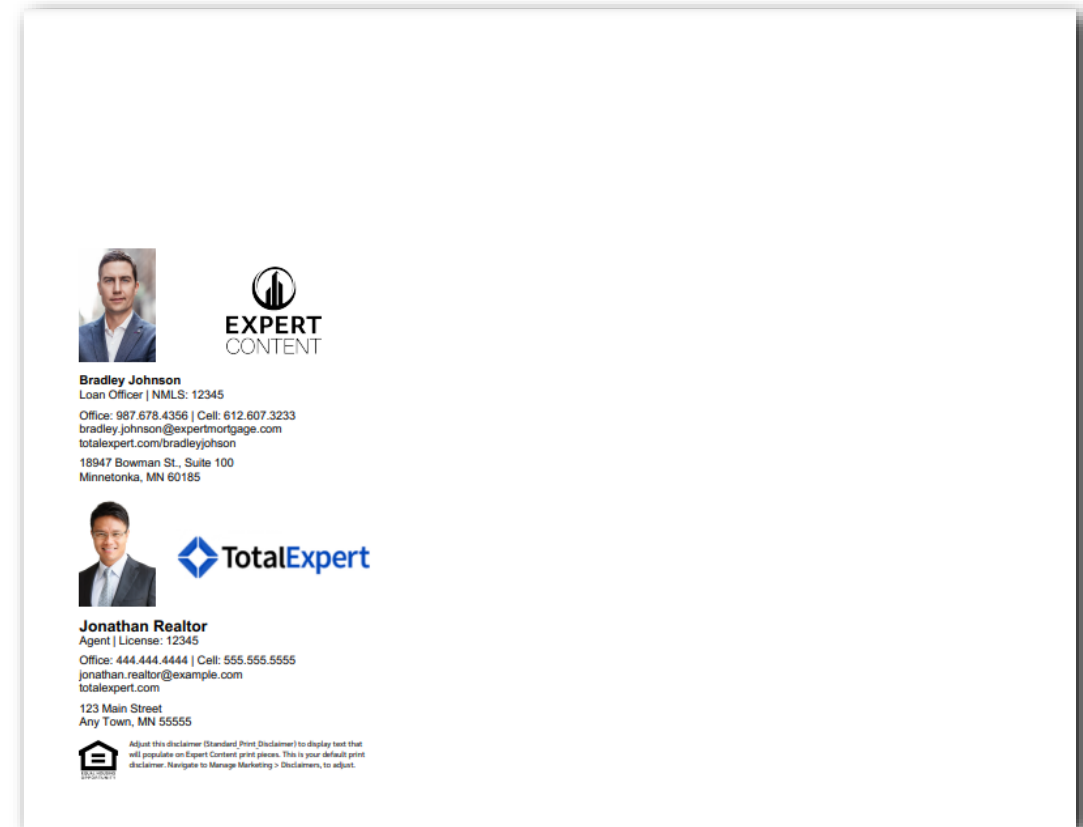
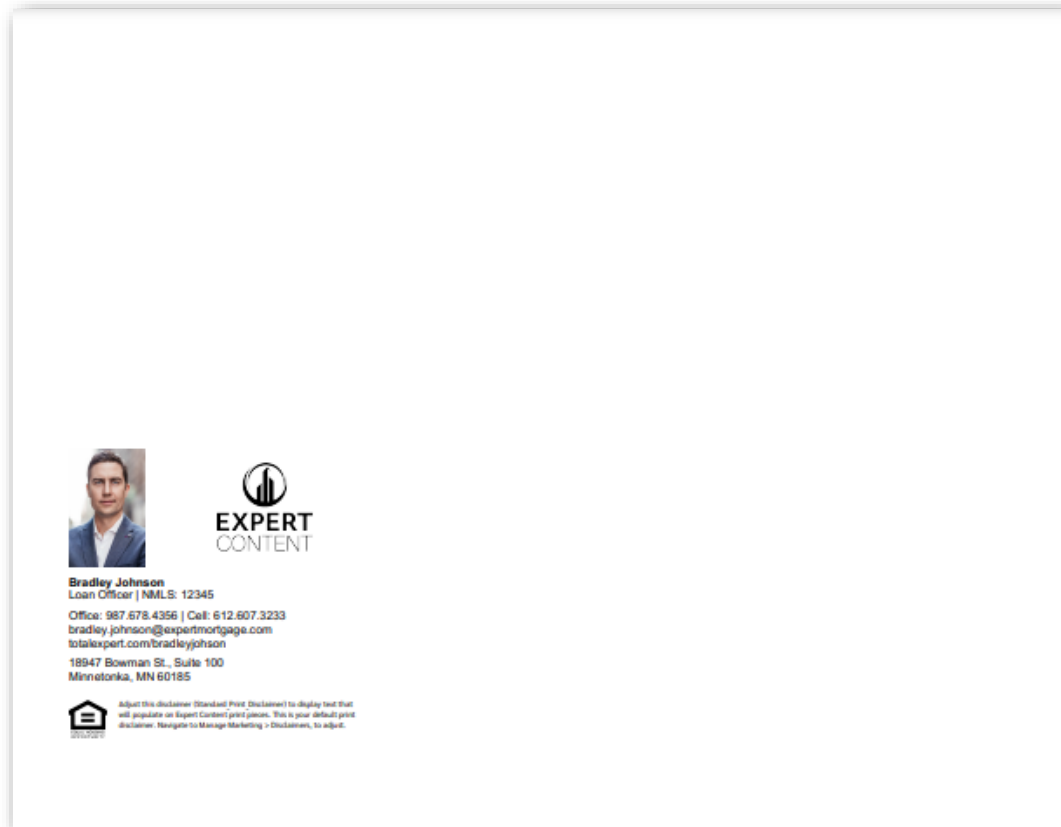
*\*Text editability is toggled on a page-by-page basis.*



# Brochures

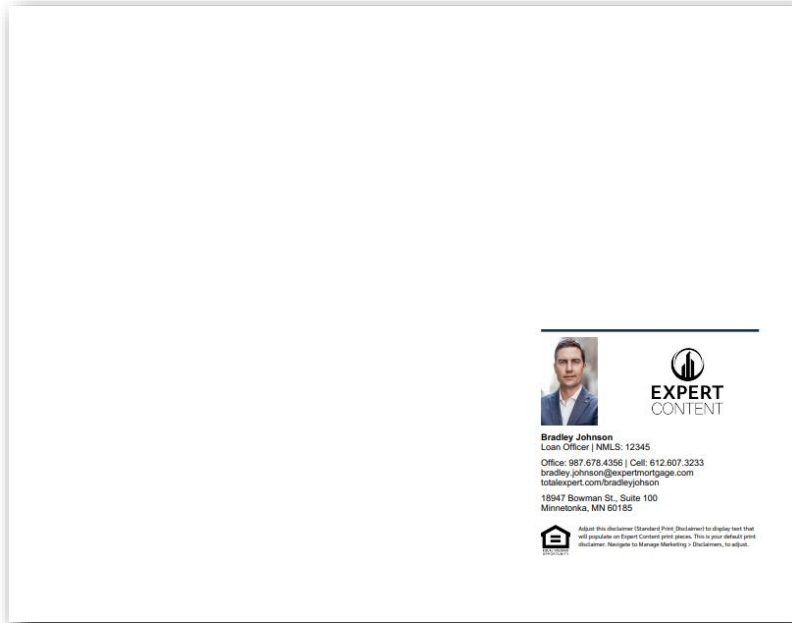


# Bifold Brochures

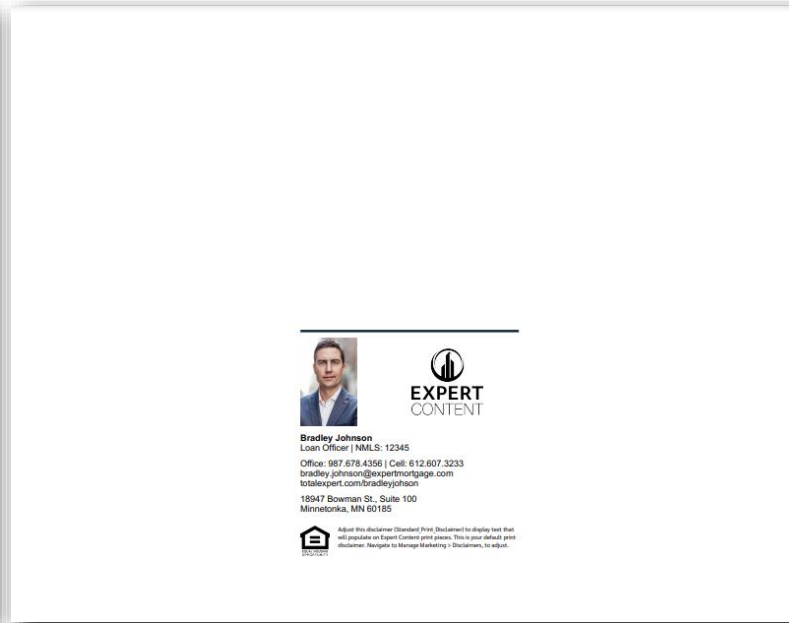


Bifold Brochures include only the dynamic contact block. Admins upload two background images with finished artwork for the front and back, with space left for the contact area. Once printed, they will be folded in half. There are single and co-branded versions of this template with the contact block place on the back when printed and folded.

# Trifold Brochures – single branded



Trifold Option A



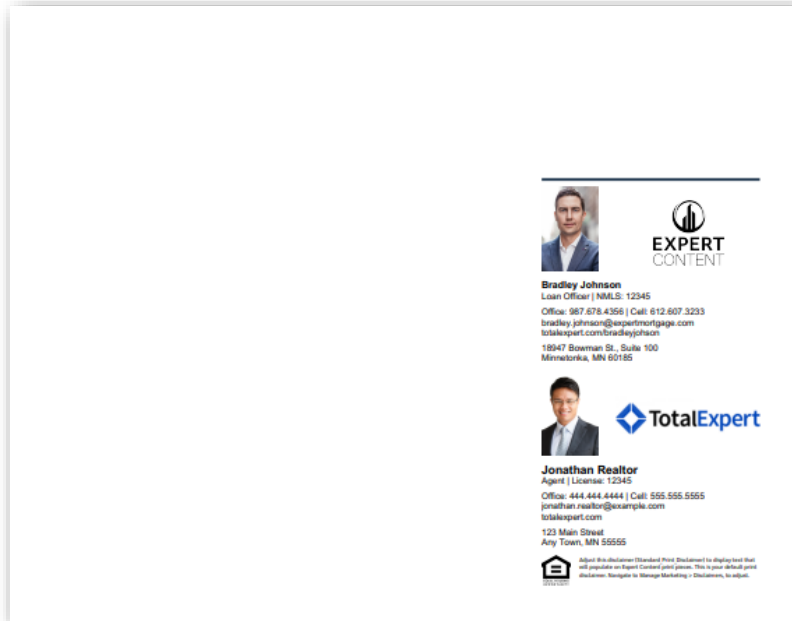
Trifold Option B



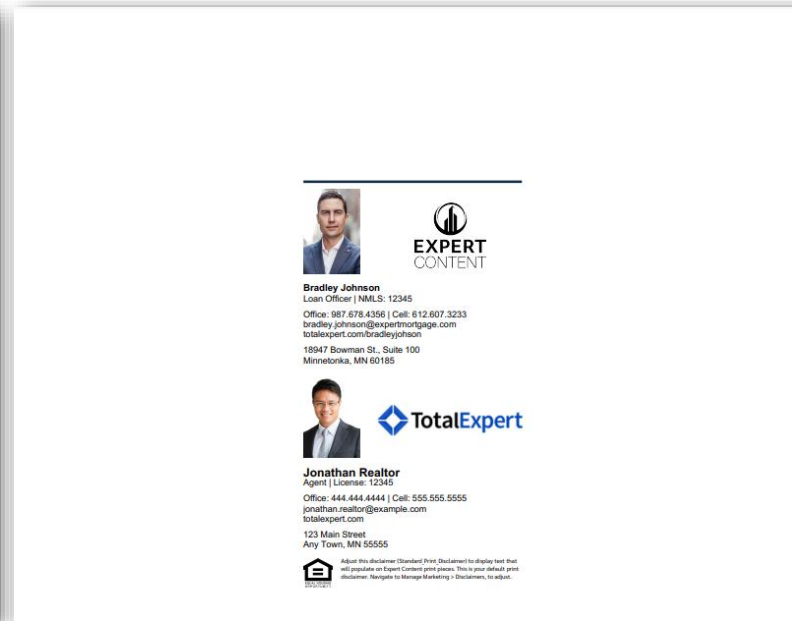
Trifold Option C

Trifold Brochures include only the dynamic contact block. Admins upload two background images with finished artwork for the front and back, with space left for the contact area. Once printed, they will be folded in thirds. Three single branded templates are provided where the contact block is placed on different sections of the folded brochure.

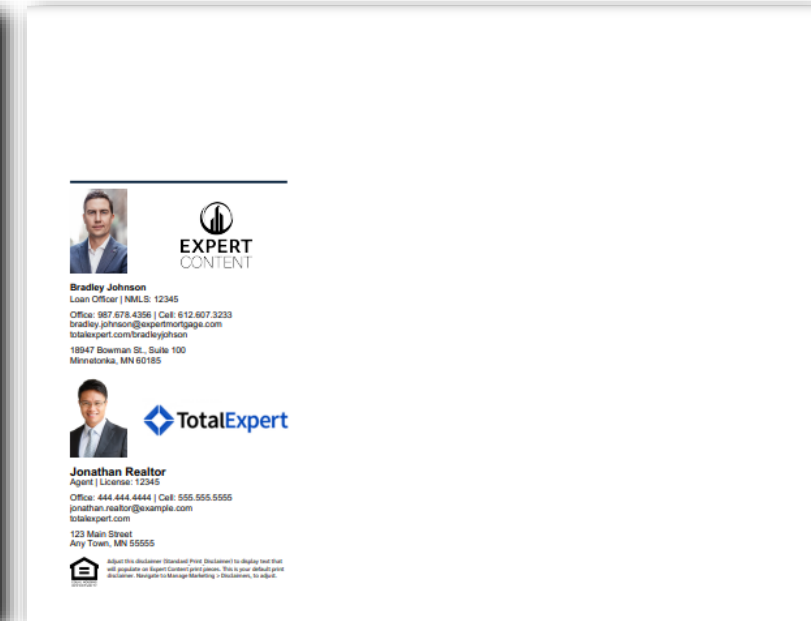
# Trifold Brochures – cobranded



Trifold Option A



Trifold Option B



Trifold Option C

Trifold Brochures include only the dynamic contact block. Admins upload two background images with finished artwork for the front and back, with space left for the contact area. Once printed, they will be folded in thirds. Three cobranded templates are provided where the contact block is placed on different sections of the folded brochure.

# Yard Signs



# Yard Sign Template 24"x18" 1278

1

Full Section Creative Size 25" x 19"

## Expert Content 24" x 18" Yard Sign Design Size

The Red Line is the cut line. That is where the finished product is cut. Dimensions 24" x 18"

The Blue Line is the safe area. Please place all copy inside this area. Dimensions 22" x 16" (1" Margins)

Bleed Area: 25" x 19" Finished Size: 24" x 18" Safe Area: 22" x 16"

1 – Upload background image(s), editability

*\*Toggles control both the back and front of each design.*



# Yard Sign Template 30"x18" 1283

1

Full Section Creative Size 31" x 19"

## **Expert Content** **30" x 18" Yard Sign Design Size**

The Red Line is the cut line. That is where the finished product is cut. Dimensions 30" x 18"

The Blue Line is the safe area. Please place all copy inside this area. Dimensions 28" x 16" (1" Margins)

Bleed Area: 31" x 19" **Finished Size: 30" x 18"** Safe Area: 28" x 16"

1 – Upload background image(s), editability

*\*Toggles control both the back and front of each design.*

# Yard Sign Layout 1279



The image shows a yard sign layout with five numbered callouts. Callout 1 points to a background image of a modern living room. Callout 2 points to the main text 'YOUR LOAN SPECIALIST'. Callout 3 points to a QR code. Callout 4 points to the website 'WWW.EXPERTCONTENT.COM'. Callout 5 points to the phone number '(123) 456-7890'. At the bottom left, there is a small house icon with the word 'LENDER' below it, and a line of small text: '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.'

**2**

**YOUR LOAN**

**5** **SPECIALIST**

**(123) 456-7890**

**MEDIA TEAM ADMIN**  
MARKETING NMLS ID #12345

**WWW.EXPERTCONTENT.COM**

**3**

**4**

  
LENDER

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.

- 1 – Upload design image, editability
- 2 – Upload background image(s), editability
- 3 – QR code variation, presence, editability
- 4 – Color block default is light grey; change color, turn color blocks on/off
- 5 – Fill to fit text elements, change text color (defaults: first and last name, title, NMLS, office phone, and website)

*\*Toggles control both the back and front of each design.*

# Yard Sign Layout 1280



- 1 – Logo presence, adjust logo background color, logo variations from branding setup, editability
- 2 – Upload background image(s), editability
- 3 – Override profile image, editability
- 4 – QR code variation, presence, editability
- 5 – Color block default is teal; change color, turn color blocks on/off
- 6 – Fill to fit text elements, change text color (defaults: first and last name, title, NMLS, office phone, email address, and website)

*\*Toggles control both the back and front of each design.*

# Yard Sign Layout 1281



- 1 – Logo presence, adjust logo background color, logo variations from branding setup, editability
- 2 – Upload background image(s), editability
- 3 – Color block default is orange; change color, turn color blocks on/off
- 4 – Fill to fit text elements, change text color (defaults: first and last name, NMLS, and office phone)

*\*Toggles control both the back and front of each design.*

# Yard Sign Layout 1282



- 1 – Logo presence, adjust logo background color, logo variations from branding setup, editability
- 2 – Upload background image(s), editability
- 3 – Override profile image, editability
- 4 – QR code variation, presence, editability
- 5 – Fill to fit text elements, change text color (defaults: first and last name, title, NMLS, office phone, website, and email address)
- 6 – Color block defaults are black; change color, turn color blocks on/off

*\*Toggles control both the back and front of each design.*

# Sign Riders





1

## Expert Content 24" x 8" Sign Rider Design Size

Full Section Creative Size 25" x 9"

The Red Line is the cut line. That is where the finished product is cut. Dimensions 24" x 8"

The Blue Line is the safe area. Please place all copy inside this area. Dimensions 22" x 6" (1" Margins)

Bleed Area: 25" x 9" Finished Size: 24" x 8" Safe Area: 22" x 6"

1 – Upload background image(s), editability

*\*Toggles control both the back and front of each design.*

1

## Expert Content 30" x 8" Sign Rider Design Size

Full Section Creative Size 31" x 9"

The Red Line is the cut line. That is where the finished product is cut. Dimensions 30" x 8"

The Blue Line is the safe area. Please place all copy inside this area. Dimensions 29" x 7" (1" Margins)

Bleed Area: 31" x 9" Finished Size: 30" x 8" Safe Area: 29" x 7"

1 – Upload background image(s), editability

*\*Toggles control both the back and front of each design.*

# Sign Rider Layout 1274



- 1 – Logo presence, adjust logo background color, logo variations from branding setup, editability
- 2 – Upload background image(s), editability
- 3 – Override profile image, editability
- 4 – QR code variation, presence, editability
- 5 – Fill to fit text elements, change text color (defaults: first and last name, title, NMLS, and office phone)

*\*Toggles control both the back and front of each design.*

# Sign Rider Layout 1275

1

MEDIA TEAM ADMIN

MARKETING | NMLS #12345

2

3

(123) 456-7890

www.expertcontent.com

3

1 – Upload background image(s), editability

2 – Fill to fit text elements, change text color (defaults: first and last name, title, NMLS, office phone and website)

3 – Color block defaults are black; change color, turn color blocks on/off

*\*Toggles control both the back and front of each design.*

# Sign Rider Layout 1276



- 1 – Logo presence, adjust logo background color, logo variations from branding setup, editability
- 2 – Upload background image(s), editability
- 3 – QR code variation, presence, editability
- 4 – Fill to fit text elements, change text color (defaults: first and last name, title, NMLS, and office phone)
- 5 – Color block defaults are black; change color, turn color blocks on/off

*\*Toggles control both the back and front of each design.*

# Sign Rider Layout 1277



1 – Upload background image(s), editability

2 – Fill to fit text elements, change text color (defaults: office phone and NMLS)

*\*Toggles control both the back and front of each design.*



# Social Media



# Social Media Self Serve



- 1 – Ability to switch logo on/off, adjust logo background color
- 2 – Fully editable CTA and headline
- 3 – Color blocks are brand secondary color
- 4 – Editable fields
- 5 – Upload image
- 6 – Transparent, none, white, black disclaimer block

# Social Media Self Serve



The image shows a social media post template with several numbered callouts (1-6) indicating editable areas:

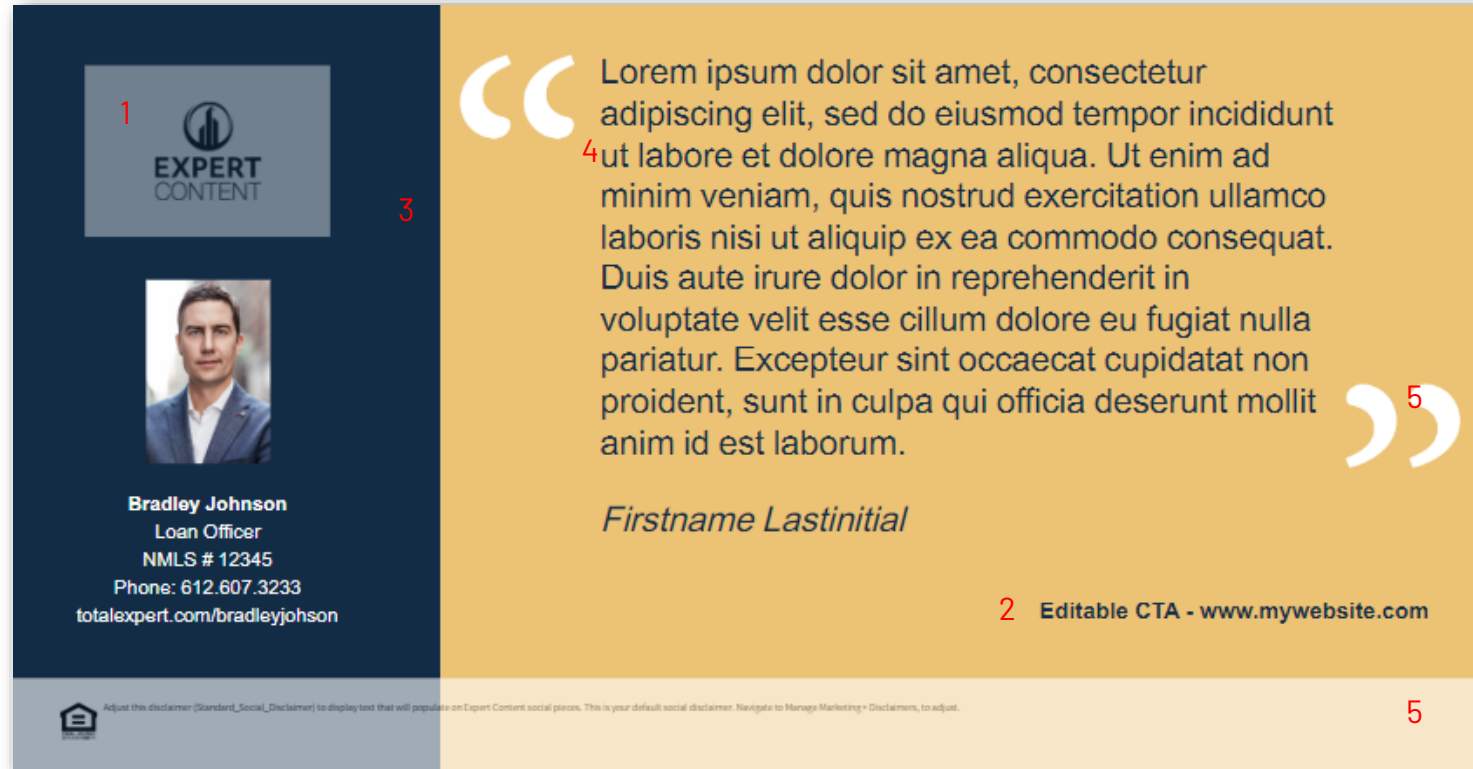
- 1**: Expert Content logo in the top left corner.
- 2**: Editable CTA - [www.mywebsite.com](http://www.mywebsite.com) at the bottom left.
- 3**: A horizontal orange line separating the header from the main content.
- 4**: The headline "What our customers are saying" in a bold, italicized font.
- 5**: A large block of placeholder text (Lorem ipsum) in the main content area.
- 6**: A small disclaimer text at the bottom of the post.

Below the headline, there is a profile picture of a man, his name "Bradley Johnson", title "Loan Officer", NMLS # "12345", phone number "Phone: (888) 888 - 8888", and a link "www.expertcontent.com/b.johnson".

Below the profile picture, there is a placeholder for a customer review, starting with "Firstname Lastinitial".

- 1 – Ability to switch logo on/off, adjust logo background color
- 2 – Fully editable CTA and headline
- 3 – Color blocks are brand secondary color
- 4 – Editable fields
- 5 – Upload image
- 6 – Transparent, none, white, black disclaimer block

# Social Media Self Serve



- 1 – Ability to switch logo on/off, adjust logo background color
- 2 – Fully editable CTA
- 3 – Color blocks are brand colors
- 4 – Editable fields
- 5 – Transparent, none, white, black disclaimer block

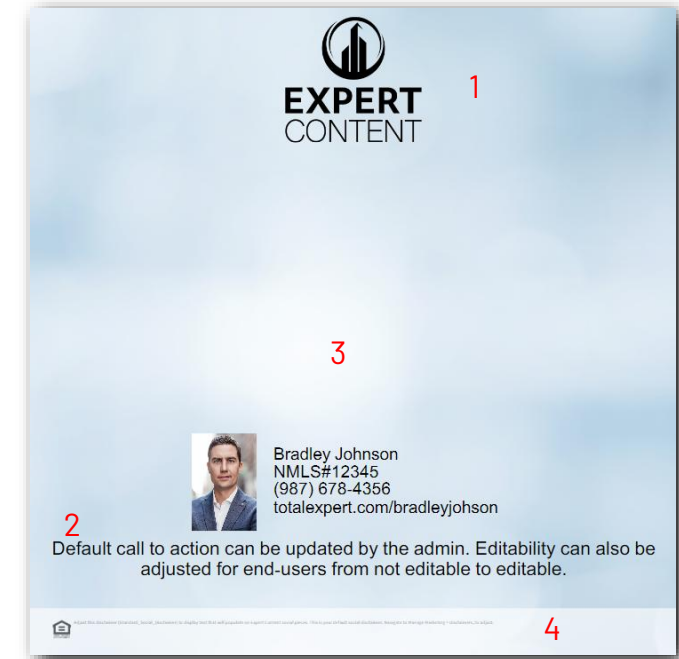
# Square Social Templates 1067-1069



Square Social Template – 1067



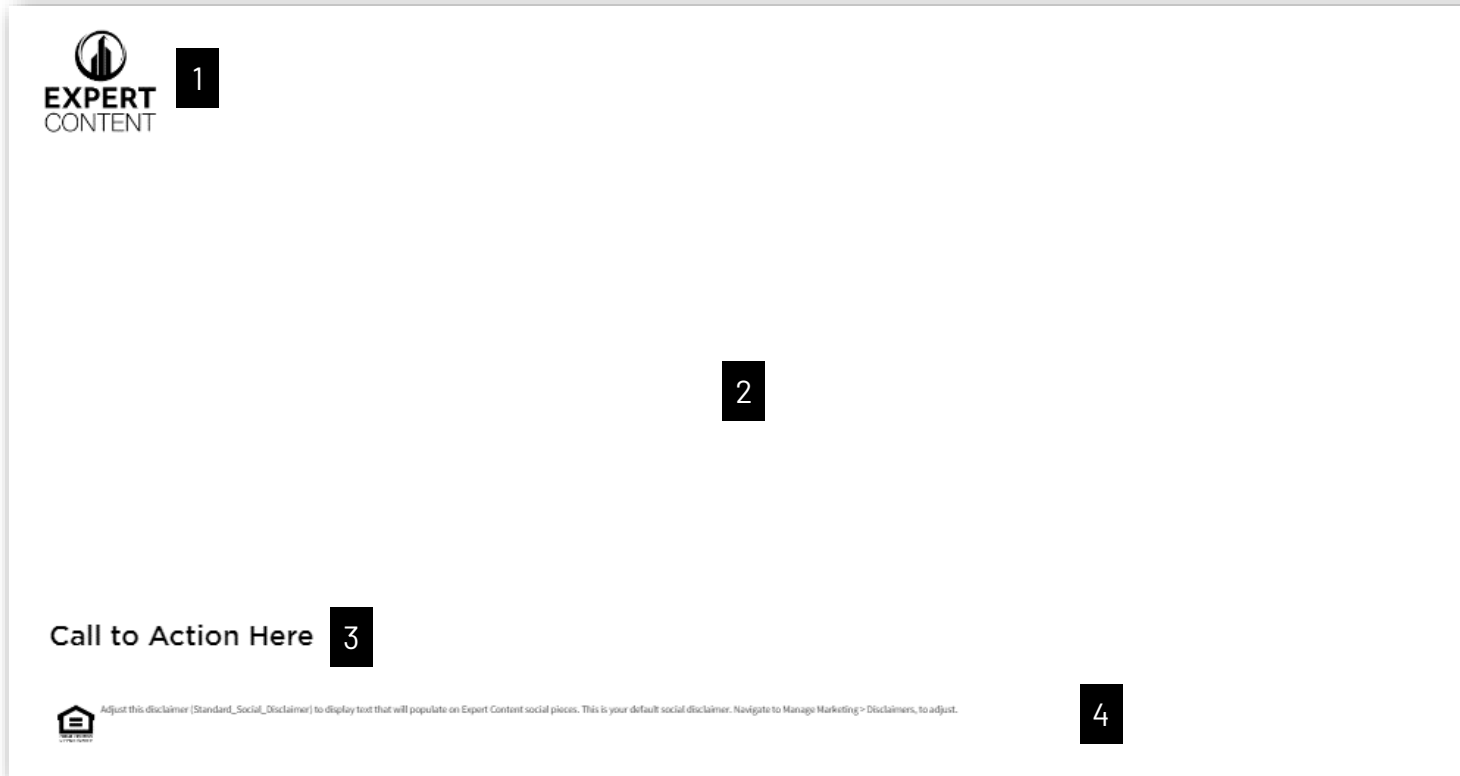
Square Social Template –  
Testimonial – 1068



Square Social Template –  
Headshot and Contact Info – 1069

- 1 – Ability to switch logo on/off,
- 2 – Editable CTA/text
- 3 – Upload image
- 4 – Transparent, none, white, black disclaimer block

# Horizontal Social Template 0727



1 – Logo presence, adjust logo background color, logo variations from branding setup, editability

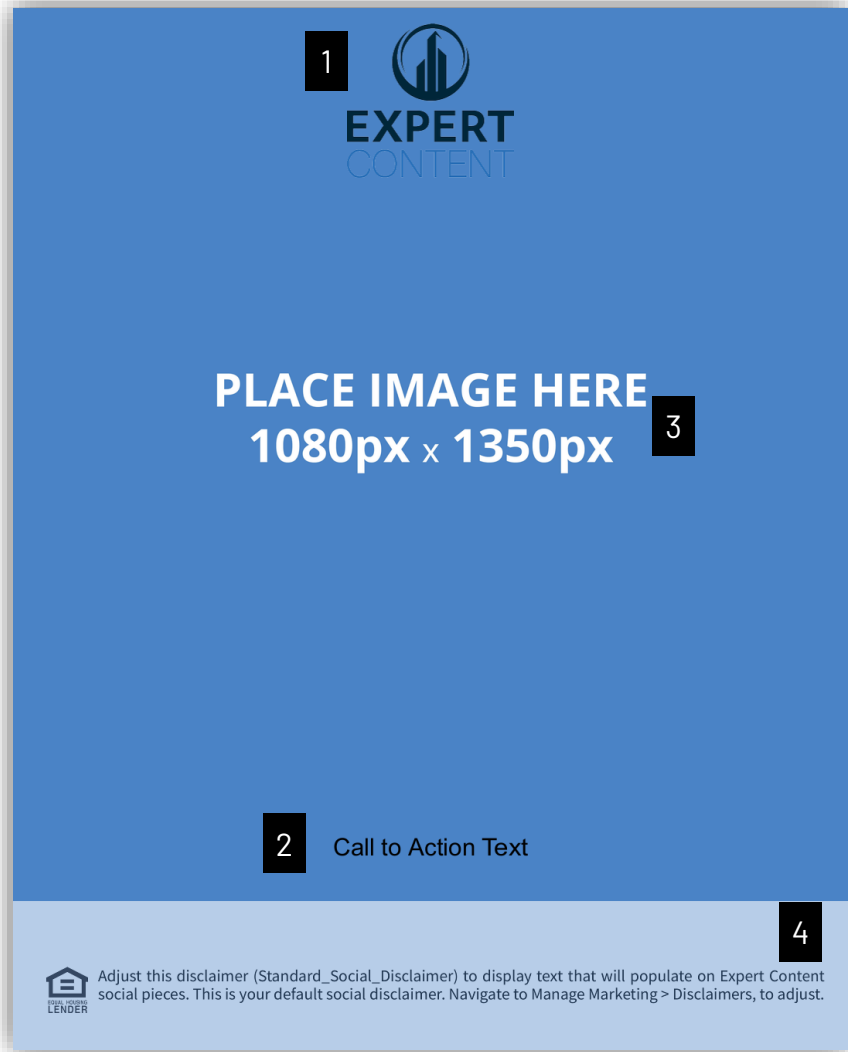
2 – Upload background image(s), editability

3 – Call-to-action text, editability and presence

4 – Transparent, none, white, black disclaimer block; font color; set maximum and minimum font size; toggle presence of compliance elements



# Vertical 4:5 Social Template 1081



1 – Logo presence, adjust logo background color, logo variations from branding setup, editability

2 – Upload background image(s), editability

3 – Call-to-action text, editability and presence

4 – Transparent, none, white, black disclaimer block; font color; set maximum and minimum font size; toggle presence of compliance elements