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INVISIBLE
PREHEADER

HEADER

TOP
NAVIGATION

LOGO + HTML
COPY OVER
SPANNING
BACKGROUND
IMAGE SWAP

SPANNING
COPY

FEATURE IMAGE
(SCALES DOWN FOR MOBILE)

FEATURE COPY

SPECIAL ALERTS
OR OFFERS BAR

HTML COPY OVER FEATURE
BACKGROUND IMAGE SWAP

LEFT JUSTIFIED COPY
WITH DUAL CTAS

HEADLINE WITH CTA

PINBOARD

SIDE BY SIDE
IMAGE RIGHT

SIDE BY SIDE
IMAGE LEFT

SECTION HEADLINE

PRODUCT GRID

INNER NAVIGATION

THREE ACROSS

ARTICLE MINOR

POLL

PRODUCT STACK

PRODUCT OR
BRAND COLLAGE

SOCIAL CHANNELS

BOTTOM
NAVIGATION

LEGAL/DISCLAIMER