

MC Rewards Citizens Bank Template

Developer Notes

Fonts

This template uses 'Trebuchet MS', Arial, sans-serif.

Background image

The first version hero module uses background image and overlay text, background is included in two ways: the *background* property and through a VML background which is specifically included for Outlook for Windows client support. (Outlook doesn't support the *background* property natively.)

```
<td background="http://media.4at5.net/email_domains/mcd/235300/hero_V1.jpg" bgcolor="#084232"
valign="bottom" width="640" class="imgResize">
  <!--[if gte mso 9]>
    <v:rect xmlns:v="urn:schemas-microsoft-com:vml" fill="true" stroke="false" style="width:640px;
height:217px;">
      <v:fill type="frame" src="http://media.4at5.net/email_domains/mcd/235300/hero_V1.jpg"
color="#084232" />
      <v:textbox style="mso-fit-shape-to-text:false" inset="0,0,0,0">
        <![endif]-->
        <table> ... </table>
      <!--[if gte mso 9]>
    </v:textbox>
  </v:rect>
  <![endif]-->
</td>
```

It's best practice to use a background image that matches the dimensions of the image module. Alternatively, you can use an image that is twice the image size for retina screen support.

Outlook conditionals

Outlook conditionals are lines of code that are only active within MS Outlook clients. They look like comments but it's important that they are not removed from the code in order for the module to render correctly in Outlook. They usually control table widths when tables are placed next to each other.

Example:

```
<!--[if gte mso 9]><table cellpadding="0" cellspacing="0" border="0" width="100%"><tr><td
align="left" valign="top" ><![endif]-->
```

Additional reference: **Outlook Conditional CSS**

<https://templates.mailchimp.com/development/css/outlook-conditional-css/>

Image swaps

The second version hero module in this template uses image swaps for mobile view. This technique substitutes the desktop image for one that's more suited for mobile.

Second hero module is divided into 3 columns - 1st column is pure text with background color, 2nd and 3rd columns are images which use image swaps. A class that starts with "imgReplace" is applied. In mobile view, this class substitutes a different image and sets the width and height of the module.

HTML:

```
<span class="imgReplaceDivider"></span>
<td align="center" valign="top"></td>
```

CSS for mobile:

```
.imgReplaceDivider {
  background-image: url(http://media.4at5.net/email_domains/mcd/235300/hero_V2_m_02.jpg) !important;
  width: 100% !important;
  padding-top: 20% !important;
  /* update height here */
  background-size: contain !important;
  background-position: center top !important;
  background-repeat: no-repeat !important;
  display: block !important;
}
```

HTML:

```
<span class="imgReplaceMain"></span>
<td align="center" valign="top"></td>
```

CSS for mobile:

```
.imgReplaceMain {
  background-image: url(http://media.4at5.net/email_domains/mcd/235300/hero_V2_m_03.jpg) !important;
  width: 100% !important;
  padding-top: 61.2% !important;
  /* update height here */
  background-size: contain !important;
  background-position: center top !important;
  background-repeat: no-repeat !important;
  display: block !important;
}
```

CTA button

The CTA button does not stretch to full width in mobile.

Module Directory

PREHEADER

The preheader module is an important component for every marketing message. In email clients that support it, the preheader text comes directly after the subject line in list view and acts as a preview for the content of the message.

In this template, the preheader text is readable in the message layout.

HEADER

The header has the Citizens Bank logo center and top aligned in both desktop and mobile view.

MEMBERSHIP INFO

Module which contains member's details i.e. point activity, points available, etc.

COPY OVERLAY HERO (V1 Hero Module)

This module consists of text over background image.

In mobile, the background image resizes, the text size is reduced from 38px to 24px and is pushed down 65px so that it sits below the top design of the background image. These are controlled by the classes "imgResize", "mobilePadding1" and "fontSize24".

HERO WITH PHOTO (V2 Hero Module)

As explained above.

BODY COPY

This row contains text 14px in size and a CTA button.

BOTTOM LOGO

This row contains an image with logo at the right side. It will resize full width in mobile view.

BOTTOM NAVIGATION

This row contains 3 text links to customer service pages. In mobile, the links become centered.