

Knowledge Center Elements

Below details items needed for: Title, Introduction, 3 Special Features, 3 Topic Categories, Video, 3 Flip Cards, Client Metrics, and Footer.

Headline for Hero

Compelling Headline to be Positioned within the Hero

Introduction

Sponsored by:

Client Logo

An introduction of less than **100 words** is ideal for this section. For additional reference an introduction that uses a **450 character count** (also adding spaces as part of that count), would also work well. For sponsorship logo, a vector-based svg, ai, or eps format is preferred. If not available a transparent png format that is as least 600px wide would also be acceptable. A website and social links can also be included within this introduction.

Visit Website

Resources



Logo in vector-based svg, ai, or eps format. Transparent png format also an option if vector format is not available.

100 word or 450 character count description.

Website and Social links can also be included.

Special Features

Title Includes Up to 25 Characters



A description of less than **50 words** is ideal for each item you would like to feature within this section. Using similar character counts for each description will result in a more balanced design.

Watch It Now

3 Special Features are included, with a 25 character headline, a 50 word description, an image thumbnail, and a click through button.

3 Topic Categories are included, with a 20 character headline, a 50 word description, an image thumbnail, and a click through button.

The video section includes a video preview image with play icon that triggers a pop-up for video play back. In addition to this, a video title of 25 characters, and a video description of 100 words is also included.

Topic Categories

Title Up to 20 Characters



A description of less than **50 words** is ideal for each item you would like to feature within this section. Using similar character counts for each description will result in a more balanced design.

Read More Here

Video Section



Title Includes Up to 25 Characters

A video description of less than **100 words** is ideal for this section. For additional reference an introduction that uses a **500 character count** (also adding spaces as part of that count), would also work well. The video should be provided in either mov or mp4 format. Doing so will help to ensure there are no issues with hosting and capturing when a visitor has chosen to play video that has been provided. In regard to behavior, this video will be opened and set to autoplay within a pop-up when the play icon is clicked.

Additional Flip Card Section

A description of less than **25 words** is ideal for the reverse side of the flip card. Using close to the same number of characters for each card will result in a more balanced design.

Learn More



Title Up to 20 Characters

3 Flip Cards are included, with a 20 character title and a supporting image on the front of the card, along with a 25 word description on the reverse side of the card.

The Client Metrics section can include 3-4 data points that the client would like to include.

Client Metrics Section

130+

25 Character Metric Description

160

25 Character Metric Description

150

25 Character Metric Description

85,500

25 Character Metric Description

Footer/Call to Action

For More Information Visit

Client/site.com