



Navigating life together

# Blog Layouts

**Global User Experience Team**

Customer Experience & Design | GBM

October 2018

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## Blog Layouts

1. Layout 1 vs Layout 2
2. New and Enhanced Components
3. Switching Between Layouts
4. Recommended Image Sizes

# Blog Template Options

Key Differences between Layout 1 and Layout 2

# Blog Home

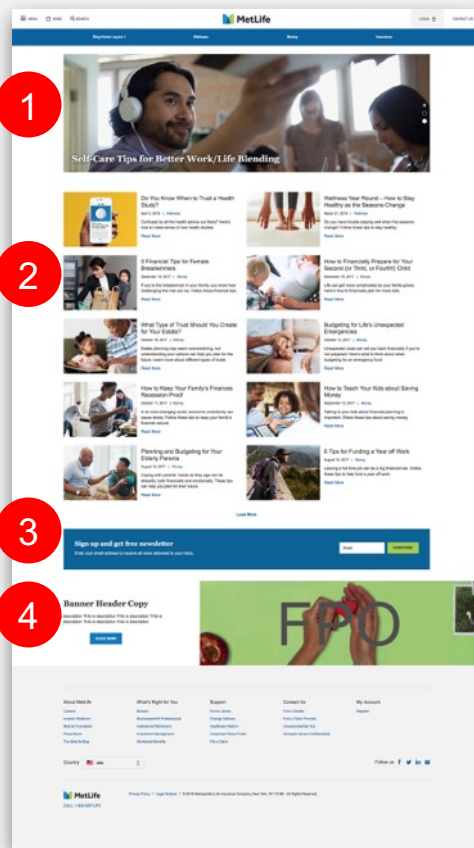
## Layout 1

1. Hero / carousel (required)
2. Post listings (auto formatted)
3. Subscription form (optional)
4. Promo banner (optional)

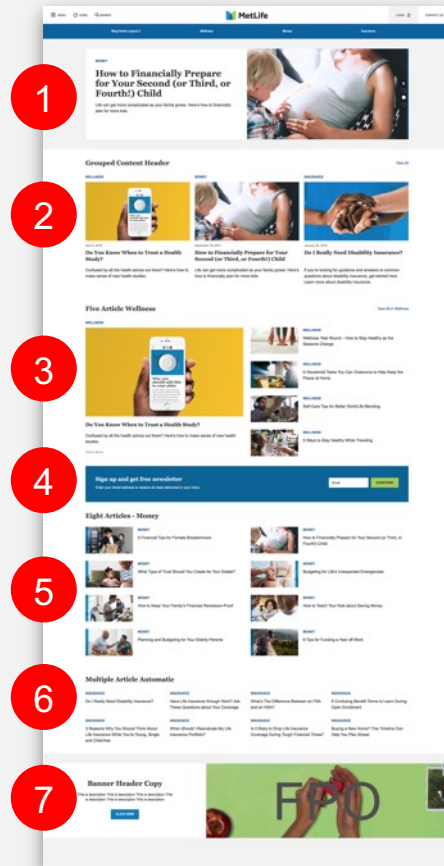
## Layout 2

1. Featured post (required)
2. Editorial links – max 3 (optional)
3. Editorial links – max 5 (optional)
4. Subscription form (optional)
5. Editorial links – max 8 (optional)
6. Editorial links w/o image – no max (optional)
7. Promo banner (optional)

## Layout 1



## Layout 2



# Blog Category Page

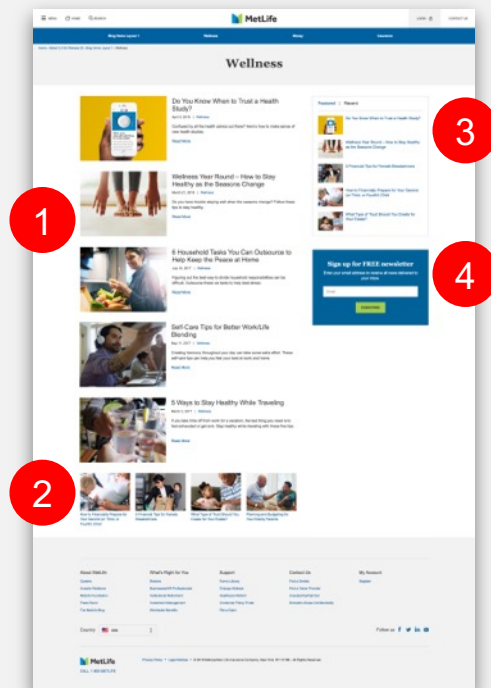
## Layout 1

1. Post list (auto formatted)
2. Related posts (optional)
3. Recent / Popular posts (optional, auto or manual)
4. Subscription form

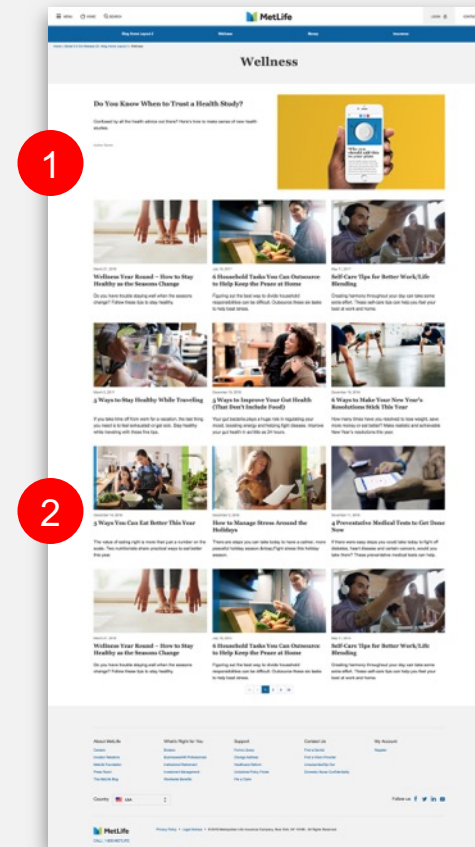
## Layout 2

1. Featured post (required, auto or manual)
2. Post list (auto formatted)
  - Recent / Popular posts (not available anymore)
  - Additional component (optionally configurable at the bottom)

## Layout 1



## Layout 2



# Blog Post Page

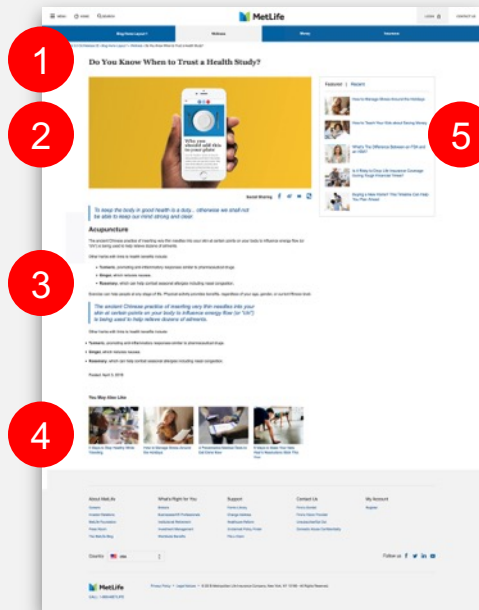
## Layout 1

1. Post title (required)
2. Post hero (required)
3. Post content (required)
  - a. Text, images, video, pull quote
  - b. Insert other components
4. Related posts – max 4 (optional)
5. Right Rail
  - a. Recent / Popular posts (required, auto or manual)

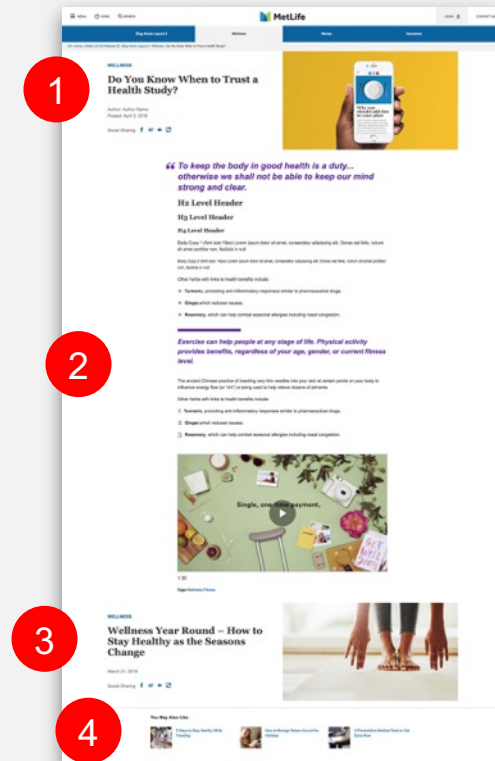
## Layout 2

1. Post title, hero (required)
2. Post content (required)
  - a. Text, images, video, pull quote
  - b. Insert other components
3. Next post banner in category (required, auto)
4. Related posts – max 3 (optional)

## Layout 1



## Layout 2



# New Features

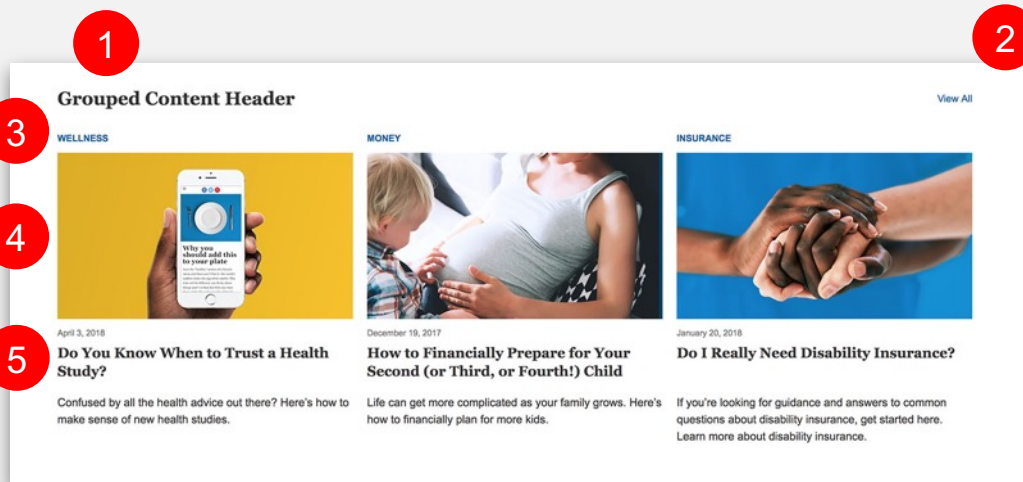
Detailed New Capabilities

# Editorial Links Component

## 3 Post Variation

Availability: All AEM Templates

1. Grouped content header (optional)
2. View all link (optional)
  - a. Text and link are manual
3. Category (auto)
4. Image (auto)
  - a. Asset size (px): 1460 x 821
  - Post information (auto)
  - b. Posting date
  - c. Post title
  - d. Post description



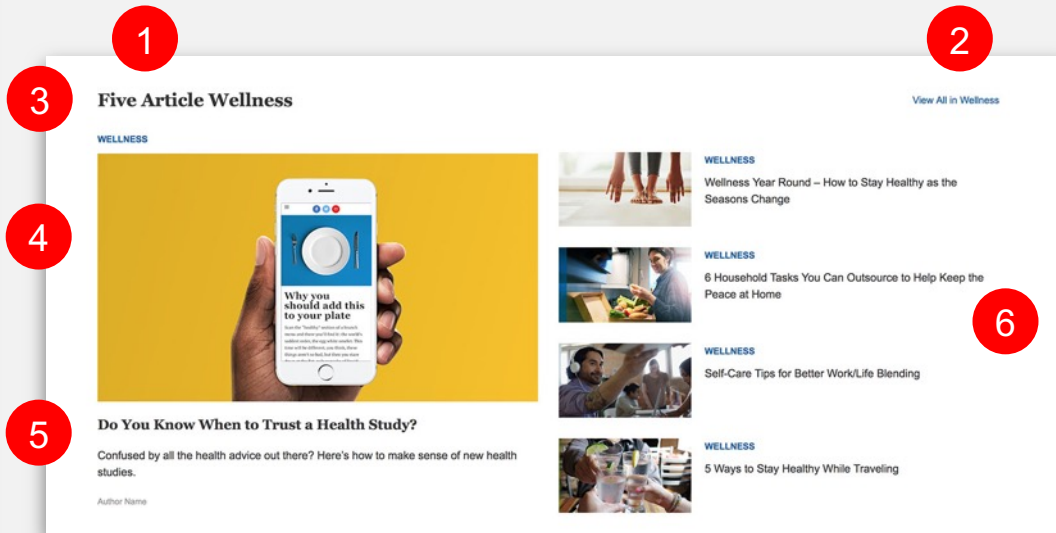


# Editorial Links Component

## 5 Post Variation

Availability: All AEM Templates

1. Grouped content header (optional)
2. View all link (optional)
  - a. Text and link are manual
3. Featured post category (auto)
4. Featured post image (auto or manual)
  - a. Asset size (px): 1460 x 821
  - b. Featured post information (auto)
  - c. Post title
  - d. Post description
5. Secondary posts (max 4, manual)
  - a. Post category
  - b. Post title
  - c. Post image
    - Asset size (px): 436 x 245

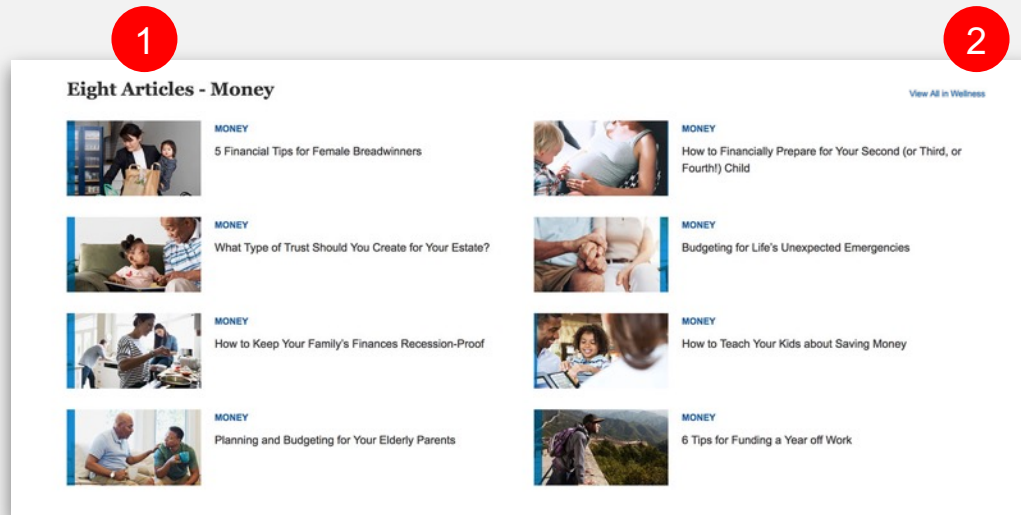


# Editorial Links Component

## 8 Post Variation

Availability: All AEM Templates

1. Grouped content header (optional)
2. View all link (optional)
  - a. Text and link are manual
3. Post listing (max 8, manual)
  - a. Post category
  - b. Post title
  - c. Post image
    - Asset size (px): 436 x 245

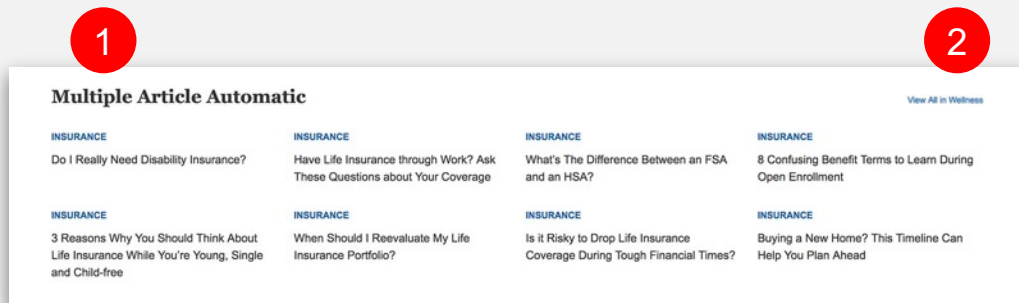


# Editorial Links Component

## 8 Post Variation

Availability: All AEM Templates

1. Grouped content header (optional)
2. View all link (optional)
  - a. Text and link are manual
3. Post listing (max 8, manual)
  - a. Post category
  - b. Post title



# Blog RTF

Enhanced Article Layout Styling

Availability: Blog Layout 1, Blog Layout 2

Multiple header and body copy sizes available

Note:

## Layout 1: Default Font Size

Body Copy 2 (font size 14px)

## Layout 2: Default Font Size

Body Copy 1 (font size 16px)

## H2 Level Header

### H3 Level Header

#### H4 Level Header

Body Copy 1 (font size 16px) Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec est felis, rutrum sit amet porttitor non, facilisis in null.

Body Copy 2 (font size 14px) Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec est felis, rutrum sit amet porttitor non, facilisis in null.

# Blog RTF

## Pull Quote Design Options

Availability: Blog Layout 1, Blog Layout 2

1. Two available styles
2. Color options: Purple | Black

1

*“To keep the body in good health is a duty... otherwise we shall not be able to keep our mind strong and clear.*

2

---

*Exercise can help people at any stage of life. Physical activity provides benefits, regardless of your age, gender, or current fitness level.*

# Blog RTF

## Enhanced Lists

### Availability: Blog Layout 2

1. Two available list types
  - a. Bulleted
  - b. Numeric

Other herbs with links to health benefits include:

- **Turmeric**, promoting anti-inflammatory responses similar to pharmaceutical drugs.
- **Ginger**, which reduces nausea.
- **Rosemary**, which can help combat seasonal allergies including nasal congestion.

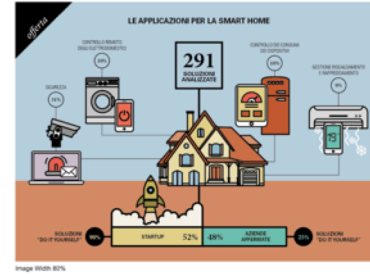
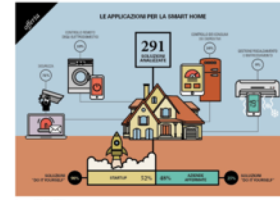
Other herbs with links to health benefits include:

- 1 Turmeric**, promoting anti-inflammatory responses similar to pharmaceutical drugs.
- 2 Ginger**, which reduces nausea.
- 3 Rosemary**, which can help combat seasonal allergies including nasal congestion.

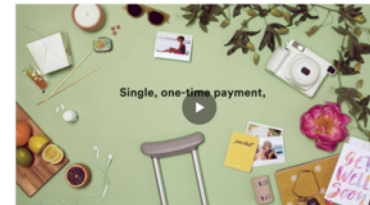
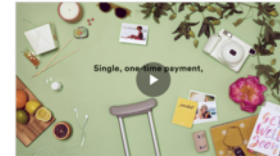
# Media Component Enhancements

## Flexible Widths for Media in Post Availability: Blog Layout 2

Media (imagery, video) that is added to a post can be set to display as wide or wider than the post text content to allow for different visual layouts.



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# Image + Text

## Component

Text with Inline Imagery

Availability: Coming Soon (TBD)

Allows for imagery with optional caption to be integrated into the post content.





# What to Expect

Configuration changes from Layout 1 to Layout 2

# Switching Between Layouts

What needs to be configured / re-configured

- Switching the Layout applies to all page levels of the blog (Home, Category, Tag, Post)
- Each page level has specific changes between Layouts
- Layout 1 imagery aspect ratio (shape) varies per page level
- Layout 2 imagery aspect ratio (shape) is 16:9 (rectangle) on all page levels
- [Link to the content authoring manual for switching “Layout 1” to “Layout 2”](#)

# Blog Home

Layout Switch: No Content Auto-Transfers

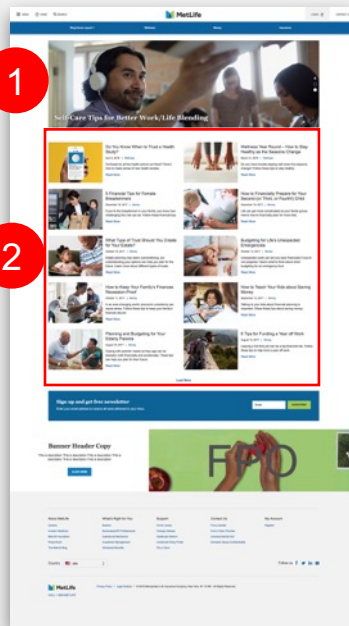
## Layout 1

1. Hero / carousel is only available on Layout 1
2. Post listing is auto generated

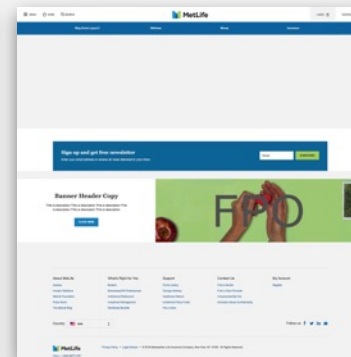
## Layout 2

3. Featured post is only available on Layout 2 and must be configured manually
4. Rest of the page content must be configured manually

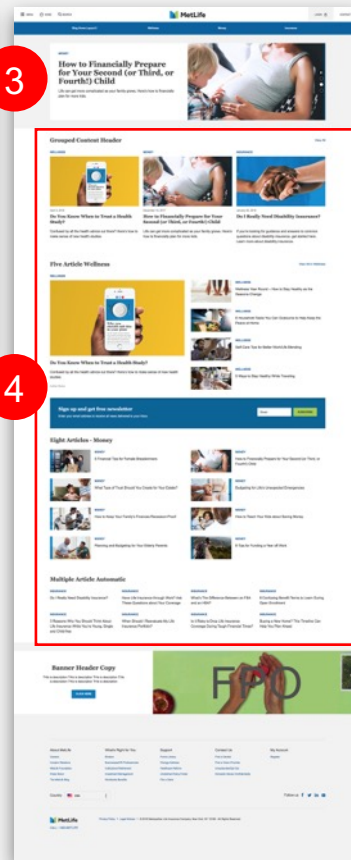
Layout 1



Layout 1 to Layout 2



Layout 2



# Blog Category Page

## Layout Switch: Main Post Listing Transfers

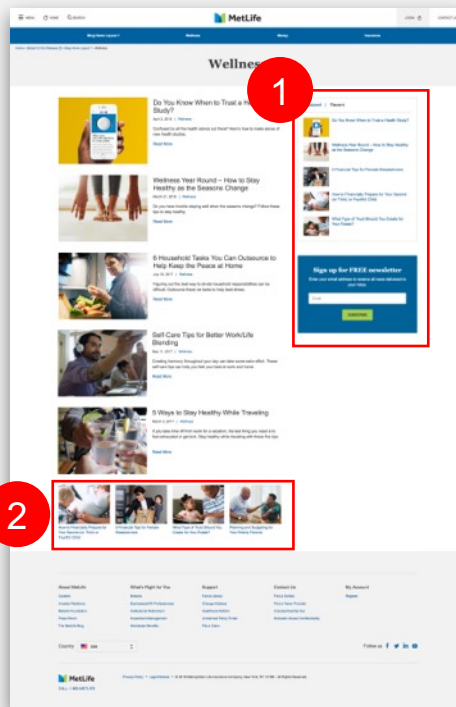
### Layout 1

1. Right rail is only available in Layout 1 and does not transfer to Layout 2
2. Optional related posts is only available in Layout 1 and does not transfer to Layout 2

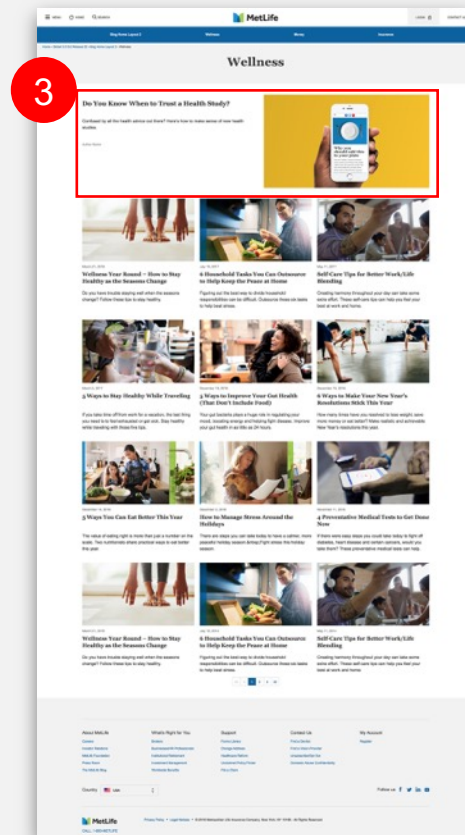
### Layout 2

3. Featured post is only available in Layout 2

### Layout 2 to Layout 1



### Layout 1 to Layout 2



# Blog Post Page

Layout Switch: All Main Post Content, Related Posts Transfers

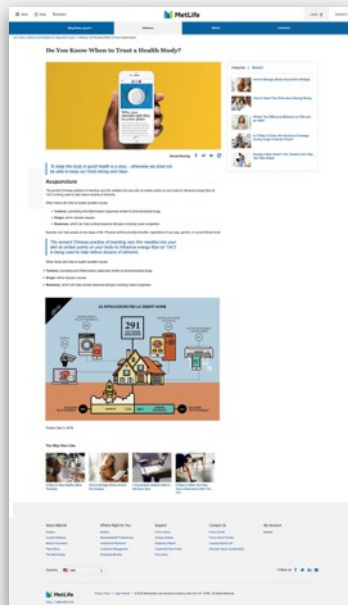
## Layout 1

- Right rail is only available in Layout 1 and does not transfer to Layout 2
- Related posts will transfer, has max 4

## Layout 2

- Next post banner is only available in Layout 2
- Related posts will transfer, has max 3

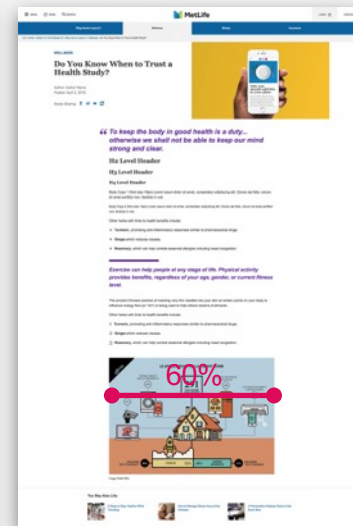
Layout 1



Layout 1 to Layout 2



Layout 2



- Bullets and numbered lists are automatically styled, but heading and pull-quote stylings need to be manually edited.
- Recommended container width for the the blog RFT and media (image/video) components are “60%”.

# Recommended Image Sizes (px)

## Layout 1

Home hero	2600 x 1444
Thumbnail Desktop/Tablet	520 x 390
Thumbnail Mobile	710 x 300 (required)
Post hero	1674 x variable (min 700 recommended)

## Layout 2

Home hero	Pulled from Post hero
3 editorial links	1460 x 821*
5 editorial links	1460 x 821/436 x 245*
8 editorial links	436 x 245*
Thumbnail Desktop/Tablet	1460 x 821
Thumbnail Mobile	710 x variable 400 recommended
Post hero	1460 x 821

\* If these components are used on blog templates, images are auto-generated from the thumbnail asset images.

# Demo Sites

## Layout 1, Layout 2

### 1. Layout 1

- [Home](#)
- [Category Page](#)
- [Post Page](#)

### 2. Layout 2 with image assets 16 x 9 ratio (Ideal State for Layout 2)

- [Home](#)
- [Category Page](#)
- [Post Page](#)