



Benefit Management Administrators

Corporate Style Guide

Last Updated 21/Jan/2022

Questions? Email esanchez@hpsglobal.net.

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Purpose

The purpose of this document is to offer consistent styles for designers and administrative staff when creating new layouts.

The consistent appearance is to strengthen our brand value and let viewers recognize our materials.

These are guidelines, so there may be times where an occasional exception is needed but please stick to these guidelines if there is no purposeful constraint that needs to be addressed.

Colours

Dominant Colour



Maroon

HEX #481617
RGB 72,22,23
C: 44% M: 85% Y: 74% K: 67%

Highlight Colour

Often used for calls-to-action.



Orange

HEX #f26317
RGB 242,99,23
C: 0% M: 75% Y: 100% K: 0%

💡 See next section for MS Word/Powerpoint/Outlook Colour Palette information.

Supplementary Colours



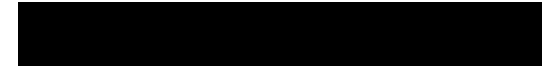
Light Grey

HEX #f3f2f2
RGB 243,242,242
C:3% M:3% Y:2% K:0%



Medium Grey

HEX #333
RGB 51,51,51
C:69% M:63% Y:62% K:58%



Black

HEX #000
RGB 0,0,0
C:75% M:68% Y:67% K:90%



Red

HEX #c21d07
RGB 194,23,7
C:16% M:99% Y:100% K:8%



Lime

HEX #9dc73b
RGB 157,199,59
C:44% M:2% Y:100% K:0%



Pollution Blue

HEX #253f4c
RGB 37,63,76
C:86.2% M:64.43% Y:50.91% K:41.29%

Extra Colours

These are only used when a pie chart, or some other colour coding is needed, and is NOT part of the every day colour palette.



Yellow

HEX #FFC000
RGB 255,192,0
C:1% M:26% Y:100% K:0%



Blue

HEX #125d82
RGB 18,93,130
C:88% M:63% Y:0% K:0%



Purple

HEX #a94cc1
RGB 169,76,193
C:45% M:79% Y:0% K:0%

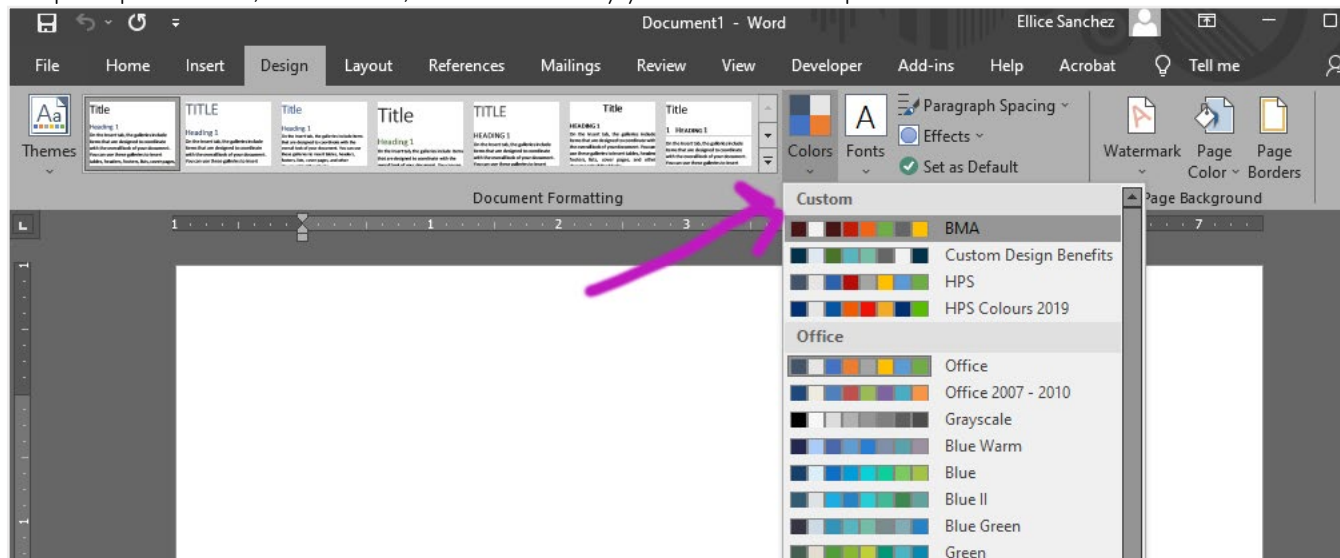
MS Word/PPT/Outlook Colour Theme

File Location

\\10.5.1.4\bmadata\Marketing\2022 Style Guide\Templates\BMA Colours 2022.xml

How to Set-up

- Open Windows Explorer (your file browser).
- Type in %appdata% to the folder in the location address area.
- Navigate to AppData > Roaming > Microsoft > Templates > Document Themes > Theme Colors.
- In the Theme Colors folder, copy and paste BMA Colours 2022.xml
- Open up MS Word, PowerPoint, or Outlook. Verify you see the colour palette.



Fonts

Font Families

Cantata One: <https://fonts.google.com/specimen/Cantata+One?query=cantata>

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890- = ` ~!@#\$%^&*()_+[]{};:'",./<>?

Nunito Light: <https://fonts.google.com/specimen/Nunito?query=nunito>

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890- = ` ~!@#\$%^&*()_+[]{};:'",./<>?

Nunito Bold: <https://fonts.google.com/specimen/Nunito?query=nunito>

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890- = ` ~!@#\$%^&*()_+[]{};:'",./<>?

Font Awesome: <https://fontawesome.com/start>



(Note: There are about 1,608 free icons to use from this set. Above, are just a few. The set grows daily. See the website for the full listing: <https://fontawesome.com/v5.15/icons?d=gallery&p=2&m=free>)

Font Alternatives

If you are in a situation where you can't install the brand fonts, it is not loading in your template, or the fonts are not possible (like in an email), these fonts may be used in substitution (in order of preference):

Substitute for Serif (Cantata One):

Times New Roman Bold, Georgia Bold

Substitute for Sans-Serif (Nunito):

Calibri Light, Calibri, Helvetica, Verdana

Substitute for Font Awesome:

Depending on your version of MS Word, you might be able to use the MS Word Icons library.

Font Styles

Title / Cover Page

Font: Cantata One
Font-Size: 27pt Leading: 32pt
Tracking: -10 | P After: 0p6 | Align: Left
Underline: 1pt Solid, Light Grey (white with BGcolour), Offset 0p5
Colour: Black (white with BGcolour)

Heading 1

Font: Cantata One
Font-Size: 32pt Leading: 39pt
Tracking: -25 | P After: 0p6 | Align: Left
Underline: 1pt Solid, Light Grey, Offset 0p5
Colour: Maroon

Heading 2

Font: Cantata One
Font-Size: 17.25pt Leading: 22pt | Align: Left
Tracking: -25 | P After: 0p6
Colour: Black

Heading 3

Font: Nunito Bold
Font-Size: 12pt Leading: 14pt
Tracking: -10 | P After: 0p6 | Align: Left
Colour: Black

Paragraph

Font: Nunito Light
Font-Size: 10pt Leading: 14pt
Tracking: 0 | P After: 0p6 | Align: Left
Colour: Black

- Unordered (Bulleted) List
- 1. Ordered (Numbered) List

Same as Paragraph, plus:
Left indent: 0p10 | First Line Indent: -0p9
Bullet Colour: Black | Number Colour: Orange
Bottom Margin Between Same Styles: 0p4

💡 MS Word/Powerpoint/Outlook Font Pallete information available in two pages further.

No-no Typography

Please don't do the following:

Don't use a font that is not on the approved font list.

Do not use justified type rags. Justified type rags tire the brain faster, especially for long stretches of text. People also lose their place without an uneven type rag. People are less likely to read all of your important words when you provide them with such obstacles.

Don't put too many words on one line of text. Use thicker margins or columns to break a long text line, or increase the font size as appropriate. The optimal line length for your body text is considered to be 50-75 characters per line, including spaces. So what's the hoopla about?

Too wide – if a line of text is too long the reader's eyes will have a hard time focusing on the text. This is because the line length makes it difficult to gauge where the line starts and ends. Furthermore it can be difficult to continue onto the correct line in large blocks of text.

Too narrow – if a line is too short the eye will have to travel back too often, breaking the reader's rhythm. Too short lines also tend to stress readers, making them begin on the next line before finishing the current one (hence skipping potentially important words).

DON'T TYPE YOUR SENTENCES IN ALL CAPITAL LETTERS. ONE SENTENCE SHOULD BE OKAY, BUT A WHOLE PARAGRAPH WOULD GET TOO TIRING TO READ AND MAY BE GLOSSED OVER ENTIRELY.

Don't let your text touch a borderline

Don't let your text touch a colour edge

Please avoid type widows, when possible.

Don't be afraid to use the Shift + Enter, or a "Soft Line Break," when a line break happens in the middle of a phrase or thought, when a line of text ends in the words, "and," or, "or," or in a case where a comma isolates a single word after a comma. The orange marks above indicate where a line break would have been great.

❌ "Don't put your period outside of a quotation mark, unless you are writing programming code".

✅ "Put your period inside of a quotation mark."

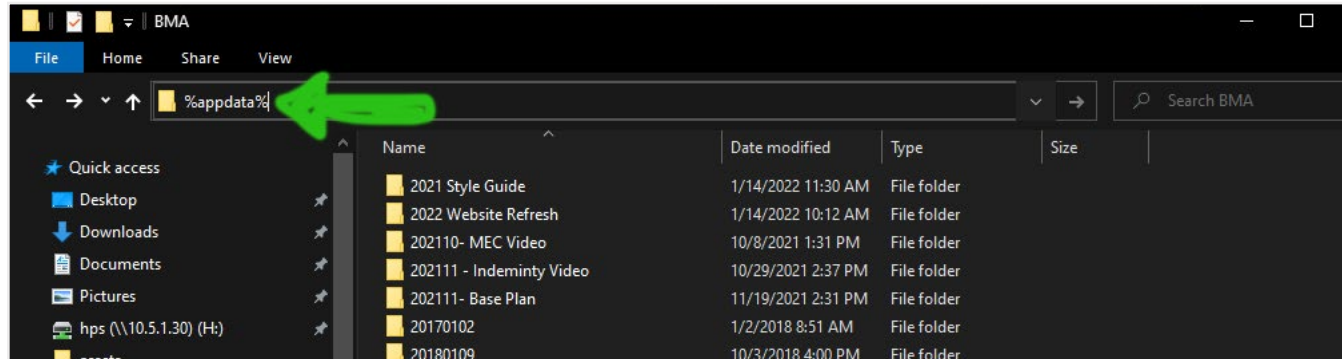
MS Word/PPT/Outlook Font Theme

File Location

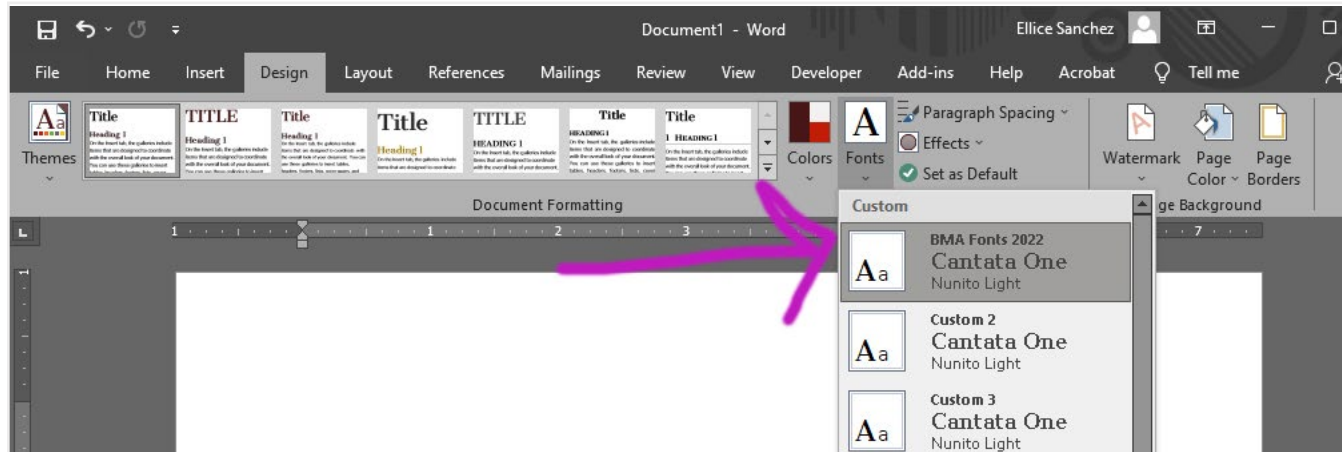
\\10.5.1.4\bmadata\Marketing\2022 Style Guide\Templates\BMA Colours 2022.xml

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- Type in %appdata% to the folder in the location address area.



- Navigate to AppData > Roaming > Microsoft > Templates > Document Themes > Theme Fonts.
- In the Theme Fonts folder, copy and paste BMA Fonts 2022.xml
- Open up MS Word, PowerPoint, or Outlook. Verify you see the font palette.



Logo

💡 See the logo files: \\10.5.1.4\bmadata\Marketing\2022 Style Guide\assets\bma-logo....ai

BMA Logo may be in Maroon, with a white background.



BMA Logo may be in White, with a coloured background.



BMA Logo may be in 100% Black, in a case where black ink is only available. When full colour ink is available, the logo should be in a colour (or with a coloured background.)



Logo may have the name spelled out, or not.



Spelled out name should be in Nunito font. Watch the kerning.



Please do not do these things to the logo.



Do not fill the logo with a pattern or use a not-approved colour.



Don't let a border touch the edge of the logo



When the logo is maroon, it should only have a white background.



Don't angle the logo.



Don't add attachments to the logo or cover the logo.

Tables

Table Cells

Table cells should have inner padding, so the text is not touching the border-line.

- Cell Inset: 0p6
- Vertical Align: Top

Table Headers

- Background Colour: Maroon
- Font Colour: White
- Font-Weight: Bold
- Border-Colour: White

Table Rows

- Odd Row Background-Colour: White
- Even Row Background-Colour: 30% Light Grey
- Top/Bottom Border: .25pt solid Grey

Table Columns

Align Text: Left

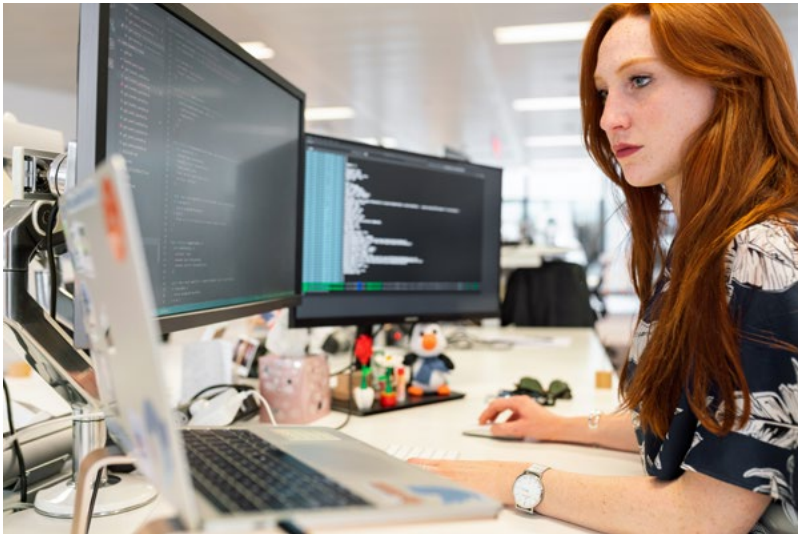
All text should be left aligned. In a case where a column only shows money or number values, the column can be right aligned.

Left/Right Border: .5 pt solid Grey

Sample Table

	Aetna Discount	Open Access
Calendar Year Maximum	\$1,500	\$1,500
Individual Calendar Year Deductible	\$25	\$50
Family Calendar Year Deductible Waived for Preventative	Max 3 per family Yes	Max 3 per family Yes
Preventative Services Routine Exams and Cleanings (2 per Calendar Year) Sealants, Fluoride, Full Mouth X-Rays, Bitewing X-Rays	100%	100%
Basic Services Restorative Fillings, Simple Extractions, Emergency Treatment, Endodontics, Periodontics, Oral Surgery	100%	80%
Major Services* Crowns, Bridges, Dentures, Implants	70%	50%
Orthodontia - Lifetime Maximum* Adults and Dependent Children	\$2,000	\$2,000

Photography



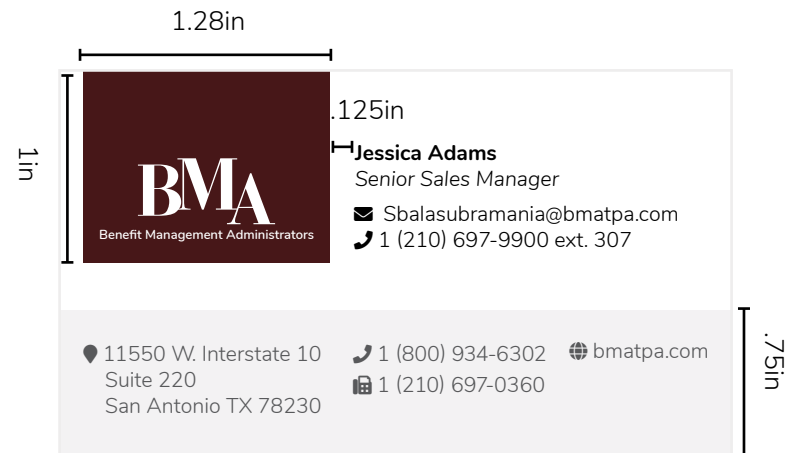
- ✔ People not looking straight into the camera.
- ✔ Using camera lens blur to emphasize focal point.

- ✘ Do not use unlicensed photography, especially with copyright watermarks.

Business Card

- Base font size is 8pt, appropriate to the page size.
- This sample shows a case for an extremely long name to fit into the name space.
- Icons are used to indicate “Address,” Phone,” “Fax,” and “Website Address.”
- Official paper is Neenah > Classic Colomuns.

The business card has the maroon colour bleeding off the top of the card.



Light grey bleeds off the bottom and bottom sides of the card.

💡 See the template file: \\10.5.1.4\bmadata\Marketing\2022 Style Guide\Templates\BusinessCards-PersonName-20211220.ai

Letterhead

Coverletter Design

To the right is a sample coverletter design.

Note:

- the margins as indicated.
- Icons are used in place of words (show envelope icon, rather than the word "email.")
- Fonts follow the font-families and sizes from this guide.
- Colours stick to the colours from this guide.
- For closing:
 - » Use a business-like closing line, like "regards," "warm regards," "thank you," or "sincerely," but don't get too personal with your words ("yours truly, love...").
 - » leave a space for a pen signature
 - » Use a photo with a "luminosity" layer filter in Photshop.
 - » Use the "circle" effect to add a circle cut out around the photo.
 - » Make the Name strong style (bold).
 - » Make the job title emphasis style (italic).

The design is available as an InDesign and MS Word template.

💡 See the template file: \\10.5.1.4\bmadata\Marketing\2022 Style Guide\Templates\BMA-Letterhead-20211119.docx

17p4

4p6

9p6.7

2p2.3

1p8.4

4p6

4p6

Benefit Management Administrators

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11550 W. IH 10, Suite 220
San Antonio TX 78230

To Our Valued Partner,

Benefit Management Administrators, Inc. (BMA) is a state licensed Third Party Administrator focused on the design and management of employee benefit plans.


Since 1992, from our home in San Antonio, we have been servicing employer groups who have employees across the United States. As a "Full Service" TPA, we provide contract administrative services for employer groups in need of Health Plan Administration, COBRA/ HIPAA, Section 125 Cafeteria Plans, Flexible Spending Accounts (FSA), Health Savings Accounts (HSA), Health Reimbursement Accounts (HRA), Dependent Care Accounts (DCA) and Commuter Benefit Accounts.

It is BMA's mission to provide superior customer service on behalf of our Employer Groups, Plan Sponsors, and Plan Members, with an emphasis on maintaining the highest levels of in-house benefit plan expertise, technical innovation, and product support. The client's needs are the key element for designing an employee benefit plan. BMA listens, proposes solutions, and implements the programs necessary to meet an employer's requirements.

Our customer support team is trained to assist plan members get the most from their plan, while our technical support team is resourceful and efficient in handling the innovative products and solutions that we deliver. With new laws, regulations, and major court cases impacting the employee benefit plans, it is important that you contract with a knowledgeable and experienced third party administrator.

BMA wants to work with you to deliver outstanding service to you and your employees. I personally welcome your call.

Sincerely,



James Burkholder
President & CEO

(210) 697-9900 Ext. 203 or 1 (800) 934-6302 Ext. 203
jburkholder@bmatpa.com

Multi-page Word Processor Documents // Proposals

Below is a sample multi-page word processor template.

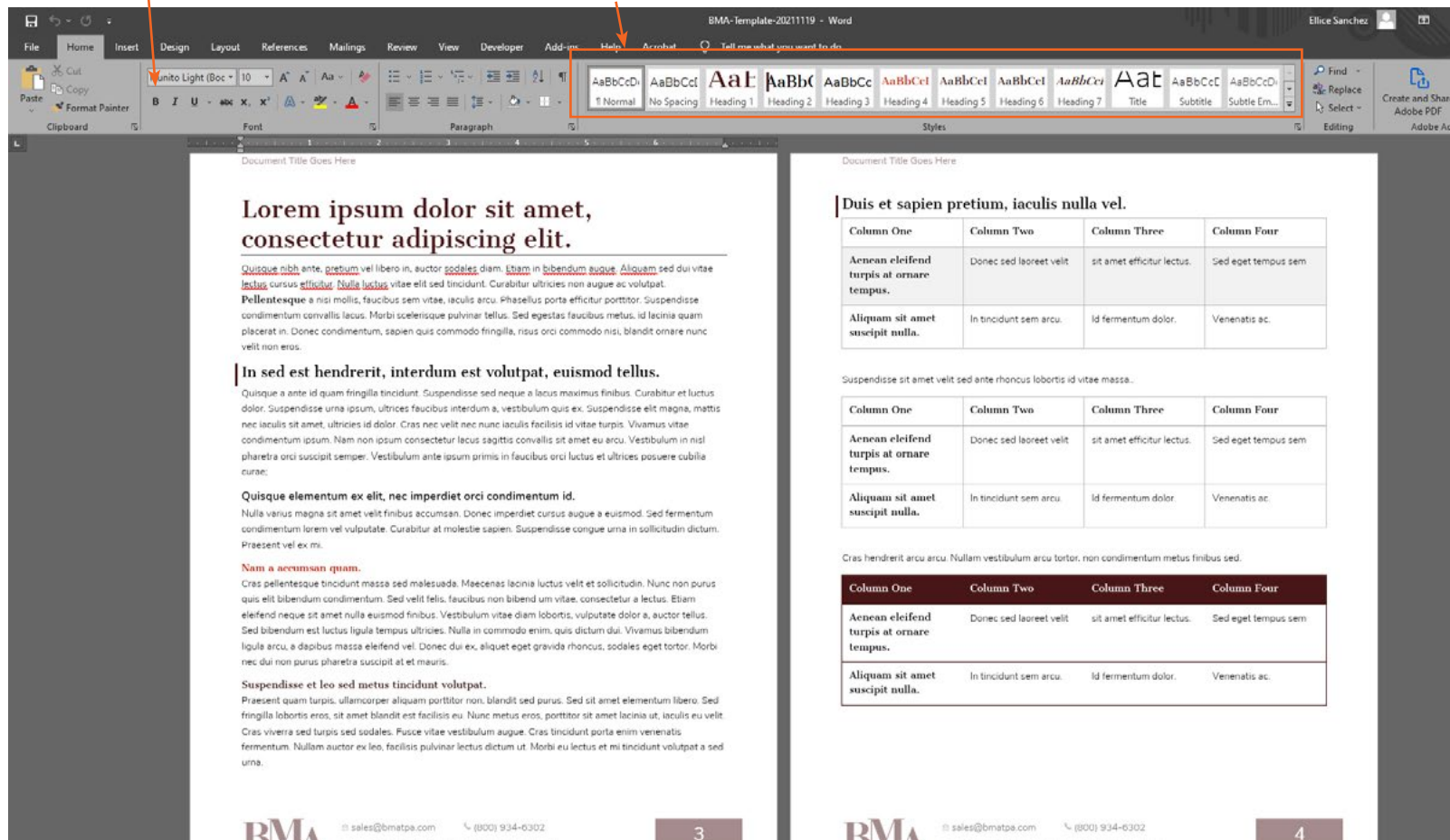
See the template: \\10.5.1.4\bmadata\Marketing\2022 Style Guide\Templates\BMA-Template-20211119.docx

Note:

- the margins as indicated; these margins are smaller than the cover letter to allow for massive content within the document.
- Icons are used in place of words (show envelope icon, rather than the word “email.” Either use the MS Word built-in icons, or use a FontAwesome glyph.
- Fonts follow the font-families and sizes from this guide.
- Colours stick to the colours from this guide. See the Colours section of this guide and Resources section to get the MS Word Colour palette with the BMA brand colours.

Don't click the Bold button.

Use the Styles palette to assign text as a Heading 1, heading 2, or to add a class like Strong (make the font bold), or Emphasis.



Sales Sheets



The basic need of the sales sheets are that they should be able to be printed on demand. Each feature should have a separate sheet of paper, and stick to a single sheet of paper; this allows the BMA sales team to insert the sheets relevant to their prospect.

The BMA logo is consistently in the top left corner. White logo with maroon background colour.

Large photo, with left/right bleed.

The focal point photo should be about 45% size of the paper height, but that size can be cut down to allow for large amounts of text. Examples are provided.

Title spans across full width of content area.

Oversized entry text can be 100% width of the page. Entry paragraph is a larger font size, to show emphasis on the paragraph and to compensate for the text character length to be in optimal range.

Regular content can be in a 2 column format, 66/34 column format, or 33/33/33 column format. Examples are provided.

Light grey background encapsulates the footer content to give you visual separation from the rest of the content. This also gives a hint of emphasis on the contact information.

Each contact element (email, phone, website) has a Font Awesome icon to offer a visual label to the element.



Third-Party Administrative Services

Benefit Management Administrators (BMA) is a "Full Service" Third-Party Benefits Administrator (TPA) that provides superior client support for employers and employees enrolled in their Health and Welfare Benefit Plans.

- Self-Funded Welfare Benefit Plans
- Level-Funded Plans
- Minimum Essential Coverage Plans (MEC)
- Dental/Vision
- Health e360 (Wellness)
- Flexible Spending Account
- Health Savings Account / Health Reimbursement Account
- COBRA Administration
- HIPAA / ACA Compliance Peace of Mind
- Stop-Loss Procurement
- Consulting Services
- Online Enrollment
- Web Portal

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• Bulleted list in 2 column format.



RFP: Stop-Loss Checklist

In order to prepare your quote for stop-loss coverage, we require the following documents from you:

- 1. Plan Document or Schedule of Benefits Coverage**
- 2. Two years of Claims Experience**
Include current year and prior year, and month-by-month with enrollments history.
- 3. Two years of Large Claimant Information**
Include dollar amounts, diagnosis, treatment plan, and prognosis.
- 4. Employee Census**
Include age, date of birth, gender, plan elections, elected coverage tier, and zip code.
- 5. Premium Rates**
Include all coverage tiers.
- 6. Renewal Premium Rates.**
Include all coverage tiers.

Where to Send

- 📍 11550 W. IH 10, Suite 220, San Antonio TX 78230
- ✉ accountmgmt@bmatpa.com / sales@bmatpa.com
- 📞 (210) 697-0360

Questions

Contact us if you have any questions. We are here to help YOU!

- 📞 1 (800) 934-6302 (Toll-Free)
- 📞 1 (210) 697-9900 (Call or Text)
- 🌐 bmatpa.com (Live chat available online)
- ✉ accountmgmt@bmatpa.com or sales@bmatpa.com

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- Using an orange box to create a strong focal point / call to action.
- Shows an example of a numbered list.



Level-Funded Health Plans

BMA offers the ultimate product for employers seeking a simple way to move from a fully insured group health plan to the benefits of a self-funded medical plan.

Level-Funded, also known as a "Bridge Product," is the ideal solution for employers who would like to transition to a self-funded program. Self-funded medical expense benefit plans provide stability while offering flexibility in developing cost saving benefit plan designs.

This product provides insurance coverage to cover the unexpected catastrophic claims incurred in a self-funded plan. Unlike traditional stop loss programs, a Bridge Product is designed to give employers the benefits of traditional self-funding, while enjoying the ease, look and feel of a fully-insured group health plan.

By introducing the BMA Bridge Product, all business types now have the option to move to a self-funded insurance plan.

Key Advantages

- ERISA plan allows flexibility with benefit plan design and no state mandated benefits
- Employer writes one monthly check (based on plan enrollment)
- No additional claim funding requirements
- One Maximum Retention (spread over 12 payments)
- Designed specifically for employers with 15-200+ employees currently covered
- Lower maximum plan cost (as compared to traditional stop loss)
- Underwritten by A and above rated carriers

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Health Saving Account (HSA) Administration

Why Add a HSA Benefit Plan?

Health Saving Account Benefit Plans allow employees, who are enrolled in a high-deductible health plan (HDHP), and employers (if desired) to contribute a certain amount of money using pre-tax dollars for the reimbursement of qualified expenses.

The plan allows participants, to use these funds for certain eligible out-of-pocket expenses such as deductibles, copayments, medication, dental and vision expenses, and eligible over the counter items. BMA will handle the administration, help with open enrollment (if requested) and reporting as necessary to keep your plan in compliance with current laws.

Services Provided

- Employer Consultation
- Online Enrollment via BMA Web Portal
- 24/7 Web Access
- Customer Service Assistance
- Direct Deposit

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- 2 column layout, each column 50% wide.
- Shows an example of the light grey container (right), to separate some content, but not take too much attention.

- 2 column layout, side is 66% width, right is 33% width.
- Shows an example of a Heading 2.

💡 See the template: \\10.5.1.4\bmadata\Marketing\2022 Style Guide\Templates\ , look for InDesign files.

Designer: these InDesign files have the colour swatches, paragraph styles, character styles, and object styles needed to run with the current design for any new file. This style guide has the established styles too.



Health Portal

Our health portal is your easy-to-use main hub for daily tasks for employers, members, and brokers.

Member Portal Features

- Find a doctor or hospital
- Look up your health benefit ts
- Access your health claims (EOBs)
- Download benefit t documents
- Chat with Customer Service
- Request new member ID card
- Print a temporary ID card
- Send and receive secure messages
- Access to our HR Compliance knowledge base

How to Create an Account

1. Visit www.bmatpa.com
2. Click the "Portal Login" button.
3. Click the "Create a New Account" button.
4. Follow the in-screen prompts.

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- 3 column layout, each column 33.3% wide.



Contact Sheet

Customer Support

We are here to support you; please feel free to call us anytime if you have questions about benefits, enrollment, claims, or when you need answers fast.

- 📞 1 (800) 934-6302 (Toll-Free)
- 📞 1 (210) 697-9900 (Call or Text)
- 💻 bmatpa.com (Live chat available online)
- 📍 11550 W. IH 10, Suite 220, San Antonio TX 78230
- 🕒 Monday – Friday, 8:00a.m. – 5:00p.m. CST
- 📠 (210) 697-0360

Sales and Account Management Team

- 📞 1 (800) 934-6302 (Option 4)
- ✉ accountmgmt@bmatpa.com
- ✉ sales@bmatpa.com

Enrollment & COBRA Services

- 📞 1 (800) 934-6302 (Option 3)
- ✉ ene@bmatpa.com

Accounting

- 📞 1 (800) 934-6302 (Ext. 342)
- ✉ accounting@bmatpa.com

The authorized negotiator for your proposal and the top executive who has overall responsibility for the headquarters office: Mr. James (Jamey) Burkholder, President & CEO

Key Personnel

President & CEO	James Burkholder	ext. 203	jburkholder@bmatpa.com
Chief Financial Officer	Tomas Perez	ext. 343	tperez@bmatpa.com
Director of Account Operations	Cher Hunter	ext. 380	chunter@bmatpa.com
Claims Manager	Natalie Solis	ext. 300	nsolis@bmatpa.com
Director of Sales & Account Management	Jennifer Chambers	ext. 314	jchambers@bmatpa.com
Senior Account Manager	Lisa Gallegos	ext. 355	lgallegos@bmatpa.com
Senior Sales Manager	Jessica Adams	ext. 307	jadams@bmatpa.com
Chief Technology Director	Charlie Gomez	ext. 204	cgomez@bmatpa.com

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- Shows an example of the dominate photo being reduced to more of an accent photo, to accomodate all the text required on the page.
- Shows an example of the Heading 3.

💡 See the template: \\10.5.1.4\bmadata\Marketing\2022 Style Guide\Templates\BMA-Template-20211119.docx

Email

Signature

Closing Phrase

- Please don't use anything too sentimental like "sincerely," or "love."
- Potential approved phrases:
 - » Regards
 - » Warm Regards
 - » Cheers
 - » Thanks
 - » Thank you
- Leave one line break between the closing phrase and your name.

Your Name

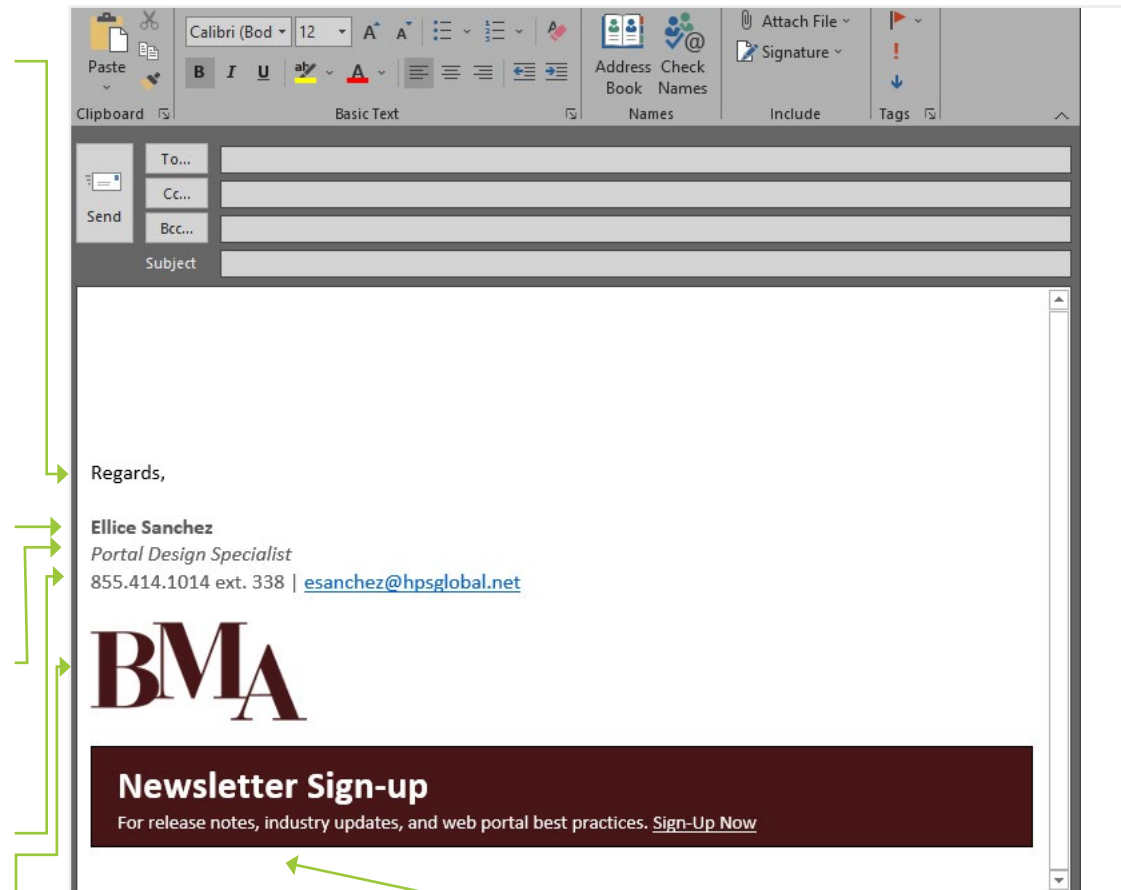
- The name should be bold.
- Use your First and Last Name.

Your Job Title

- The job title should be italic.
- Leave a soft line break (Shift+Enter) between your name and job title.

Phone and Email Address

- Leave a soft line break (Shift+Enter) between your job title and contact information.
- Between the phone number and email, use a vertical pipe character (|).
- Do not spell out "extension." Use the abbreviated version of the word ("ext.").



Logo

- Under the phone and email address, include the maroon version of the logo, without the name spelled out.
- Don't change the size of the logo. Leave as-is from the template.

Newsletter Sign-up

- Under the logo, please include the Newsletter sign-up block. It is easiest to copy and paste this into your signature block. You most likely won't be able to build this on the fly. Note, it is a 1 cell table, with a maroon background and some padding so the white text does not touch the edges of the block.

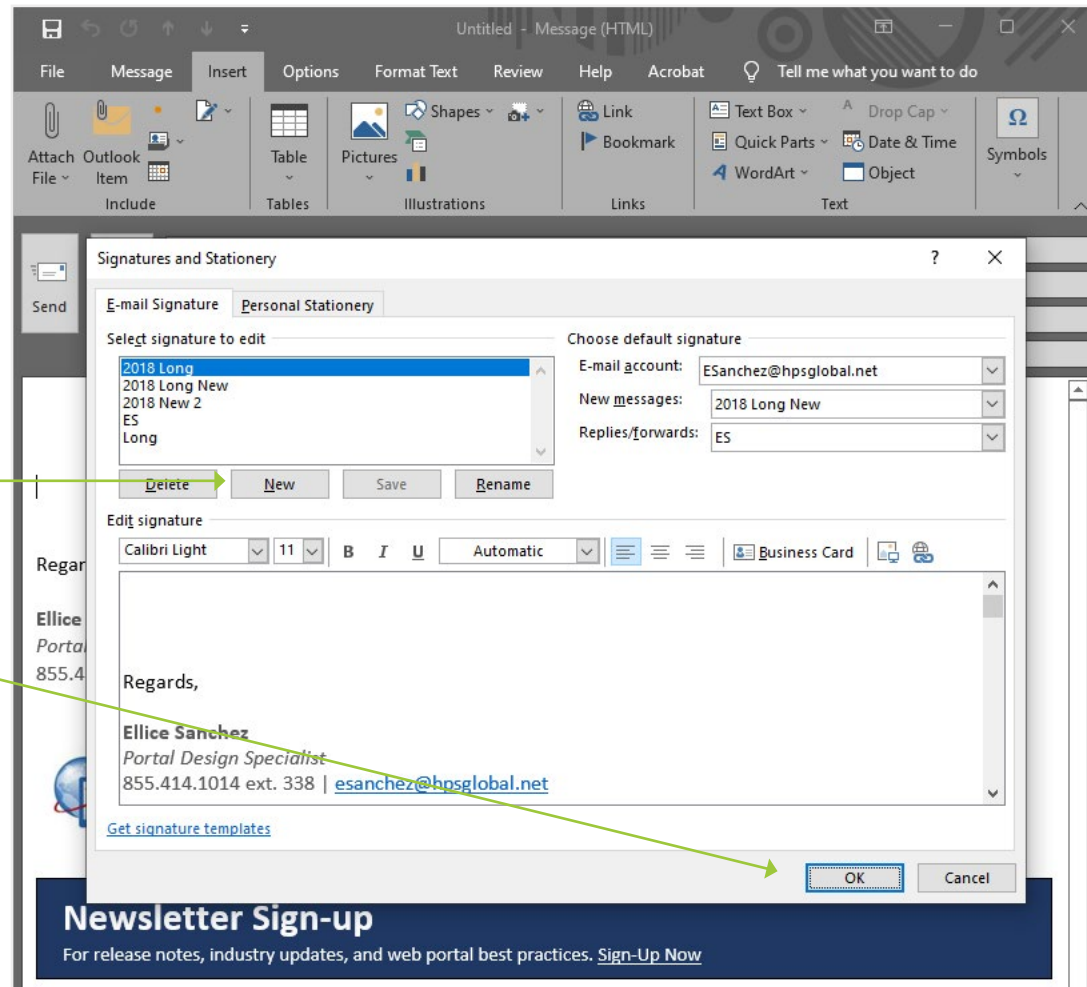
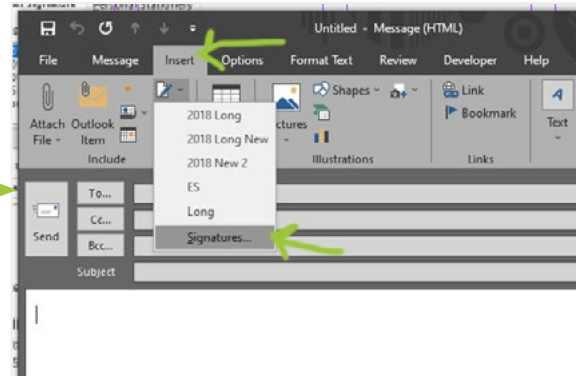
Download Email Signature and Use in Outlook

File Location

\\10.5.1.4\bmadata\Marketing\2022 Style Guide\Templates\Email Signature Template

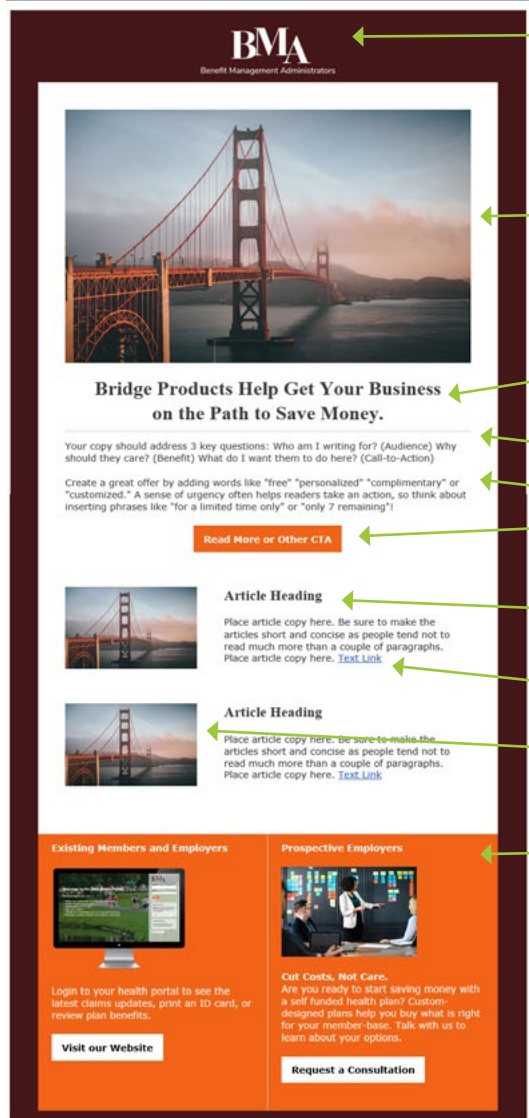
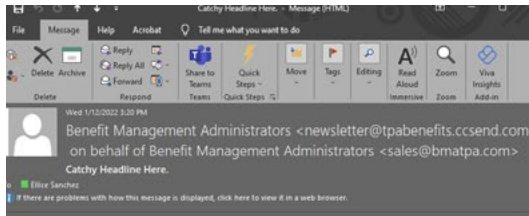
How to Set-up

1. Open the Email File.
2. Edit the attributes to yourself (type in your name, your email...).
3. Hit **Control + A** on your keyboard to select all.
4. Hit **Control + C** on your keyboard to copy what is selected.
5. Click on the **Insert** tab of the Outlook email.
6. Click on the **Arrow** below Signatures button in the Insert panel. This will reveal a drop-down menu. Click on **Signatures**.
7. A pop-up window will appear. Click the **New** button, to create a new Signature.
8. Give the Signature a **Name**, then in the **Edit Signature** text area, paste in your copied info by hitting **Control + V** on your keyboard.
9. Click the **OK** button. Your signature is now saved and ready for use.



Eblast

- ✘ Don't use unlicensed images, especially with watermarks. Using unlicensed photography puts the designer and the business at risk from copyright liability.
- ✔ If you need a free image to use, try looking at [Pexels.com](https://www.pexels.com). Higher quality images can be found for purchase/licensing at iStock or other stock photography website.
- ✔ Read the copyright licensing. Generally, a lifetime license will appear to be more expensive at face value, but offers more long-term value. Subscription licenses are often under a "use it or lose it" term. Lifetime licenses do not expire, thus the image can be used perpetually. Also, check if the license is for a single person, or multi-seat license, and share/don't share accordingly.
- ✘ Avoid putting critical text in images. If someone does not download the images of your email, they would not be able to read any text embedded into an image.
- ✘ Don't use the black-ink logo. The black-ink logo should only be used in black-and-white print jobs. This is a screen design, so the full colour spectrum should be used.
- ✔ If you want to theme an email for a holiday, make it clear that you are being festive, and that is why you might be using off-brand colours. Keep the email content festive and don't deliver serious messages with cutesy holiday packaging. In these cases, keep the fonts and layouts the same. You can change the background image and/or add a festive featured image.
- ✔ Generally the paragraphs of text should be left-aligned. The primary headline should be centered, to call attention to it.



- White logo on maroon background, centered.
- Dominate image.
- Primary Headline: Times New Roman Bold, centered, 24px.
- Divider line under primary headline.
- Body font is Verdana, 14px, left aligned.
- Primary article has an oragne button, centered.
- Secondary Headline: Times New Roman Bold, left align, 21px.
- Secondary Article Link: Underlined, Blue Font.
- Secondary Article Photo, left column.
- Call to action area: Orange background. White buttons, white font.

How to Make a Copy of the Eblast Template in Constant Contact.

When logged into Constant Contact:

1. Under the Campaigns, find the draft email titled, "BMA Blast Template 2022 // Ellice Sample Email."
2. Click on the dot-dot-dot / ellipsis, and click the Copy button.
3. You then can edit the new copy as you need.

The screenshot shows the Constant Contact dashboard with the following elements:

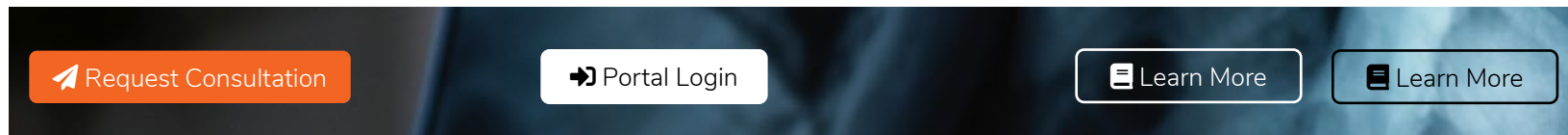
- Navigation bar: Campaigns, Contacts, Reporting, Sign-up Forms, Websites & Stores, Social, Integrations, Library.
- Section: Recent Campaigns (View All)
- Search: Search Campaigns, All
- Filters: Most Recent, Active
- Campaigns list:
 - HPS Jan 2022 Newsletter** (Sent Email): 1,303 sends, 67 (5%) opens, 8 (1%) clicks, 54 (4%) bounces, 0 (0%) unsubscribes.
 - Did you know? You or the covered employee needs to tell the pl... istrator i** (Posted Social Post): 7 impressions, 0 reach, 0 engagement.
 - Ellice Sample BMA Email** (Draft Email): This campaign is selected, and a context menu is open over its ellipsis menu. The menu options are: Copy, Schedule, Preview, Download & print, Delete. Green arrows point to the ellipsis menu and the Copy option.
 - #1 The Future Of Work Is Employee Well-being. *The well-bei...** (Posted Social Post): 6 impressions, 0 reach, 1 engagement.
 - Ways to Save Through Self-Funding:*1.*Not Paying for Unuse... *2.*Saving** (Draft Email): Partially visible.

Web

Buttons

Icons

As part of the 2022 website refresh, we will be adding in icons to the buttons to help make it clear to the users that a button is a button, rather than regular plain text. Icons are from the Font Awesome family.



Orange-Filled

Generally, call to action buttons should be filled in orange, with white text. In cases where the background is orange, then the button should be filled in white with black text. This style is mostly only for buttons that read, “Request Consultation.”

White-Filled

Less important buttons should be white with black text.

Hallow

Least important buttons should be hallow, clear background with a thin white or black outline, and a font colour to match the outline colour. This is for cases where the button is really a just letting people know there is “a” button, but it is not one we are encouraging them to click on.

Motion Graphics

- Motion graphics should use a 16:9 ratio, unless there is a pressing need for something else.
- Motion graphics that use stock music should adhere to the attribution requirements (ex: putting the music credit in, when required).