

# MAR 0340 – Rush Personal Concierge

## Two Versions – Letter and Invitation

### WP Handoff Notes

#### Cover Page:

[http://preview.4at5.net/email\\_domains/mar/0340/mar\\_0340.html](http://preview.4at5.net/email_domains/mar/0340/mar_0340.html)

#### Designer Notes:

- There are two versions, a **letter** and **invitation** style. Separate PSDs exist for each on the server, and there is one master PDF.
- Both styles are designed without the Marriott header and footer, a very simple postcard responsive design.
- Letter style: This style has an animated GIF slice that scaled for mobile (provided). The top image is a provided slice (600x187) that scales for mobile. The top logo slices are provided- a desktop and mobile. Personalization is in the beginning of the body copy.
- Invitation style: This is very simple- white with gray text. The button is gray- designer has provided two .gif files for the button edges in selected color (#cbcbcb). There are two stroked boxes framing the email design. Personalization is in the headline.

#### Links

- For preheader, unsubscribe link at bottom, and MR logo, please use our standard links from traditional template.

#### Reference:

- Please refer to a Marriott holiday email, designed in the same postcard look:
- [http://preview.4at5.net/email\\_domains/mar/0250/mar\\_0250.html](http://preview.4at5.net/email_domains/mar/0250/mar_0250.html)

