Northwestern Mutual®

Team Website Manager Section Modifications

This guide is intended for use by members of the home office Field Marketing Service and Operations Team and select members of the field. The Web Development team and outside agencies have a detailed technical guide for applying these modifications.

Table of Contents

Overview

There are several common modifications the home office can make to sections in Team Website Manager (TWM) without involving outside agencies. These modifications address field pain points related to existing TWM templates and are documented here.

For each topic you will find:

- Overview of the modification and the issue it addresses

- Examples

- Best practices

- Term/phrase to include in the body copy of the request for the Web Development team

Reach out to the Field Marketing Service and Operations Team or open a request for any of these modifications.

Note: *None of the modifications featured here require compliance review!*

Section Spacing

Section Spacing

Overview: Each website section is designed to have blank space around the content and buffer space between sections (AKA padding). The amount of padding between sections can be modified if the firm feels that too much blank space is shown.

Options for reducing section spacing:

- **"Condensed"** reduces the standard padding around all sections
- **"Seamless"** reduces space between connected sections using the same background color

Note:

- "Condensed" and "Seamless" can be turned on separately or together.
- These modification are *not* recommended for PCG sites that use blue backgrounds for consecutive sections. See page 6 for details.
- Adjusting the size of the navigation bar is another common field request. We are currently working on an enhancement to address this concern.

Example of spacing changes on PCG blue background sections

Because PCG Blue is not a solid color, "condensed" and "seamless" are **not** recommended for PCG sites using consecutive blue background sections. In the example below you can see how modifying the padding in these situations creates an awkward transition.

To use "Condensed" or "Seamless" on a PCG site, we suggest either using white backgrounds on all sections or alternating between blue and white background colors for consecutive sections.

Condensed

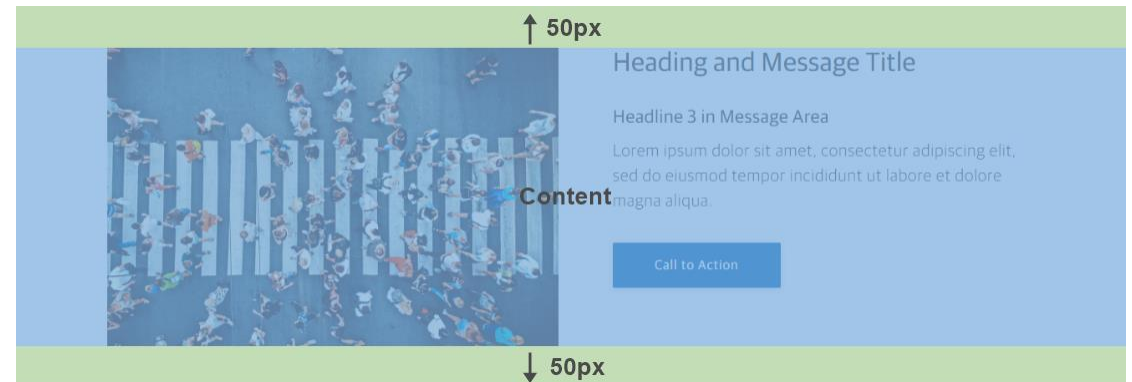**Overview:** "Condensed" reduces the standard padding shown around all sections.

Note: This modification is applied to all sections on the website.

Include in request: Condensed

Standard
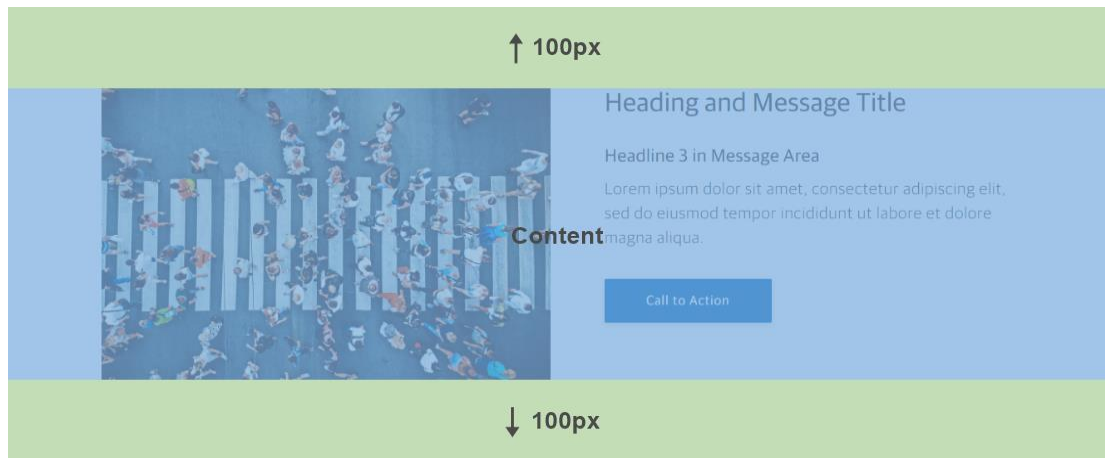
Condensed

Seamless

Overview: "Seamless" significantly reduces padding between connected sections of the same color, which causes those sections to merge.

**Note:** This modification is applied site-wide to all sections with the same background color.

Requesting "seamless" padding:

1. Determine which sections of your site can be merged. Merged content should make sense when combined, both topically and aesthetically.

2. Verify that sections you want merged use the same background color.

3. Ensure that sections that should not merge use different background colors.

4. Include request: Seamless

Standard
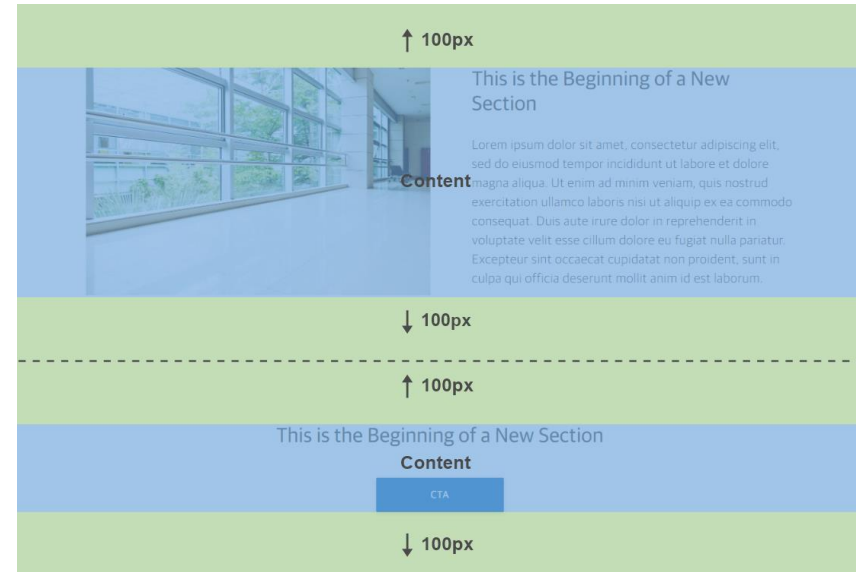
Seamless
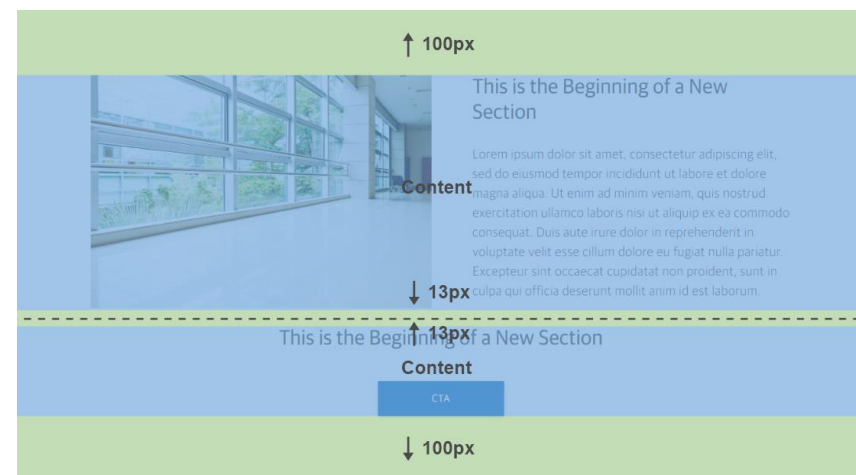
Title Block/Photograph Alignment

Text block/photo alignment

Overview: When section layouts feature a photo/video and text, the title for the text is appears in a set position next to the photo. Depending on the body text and Call to Action (CTA) button usage, you may want to adjust how the text is aligned to the photo. The text can be realigned to appear next to the center of the photograph using the "align center" modification.
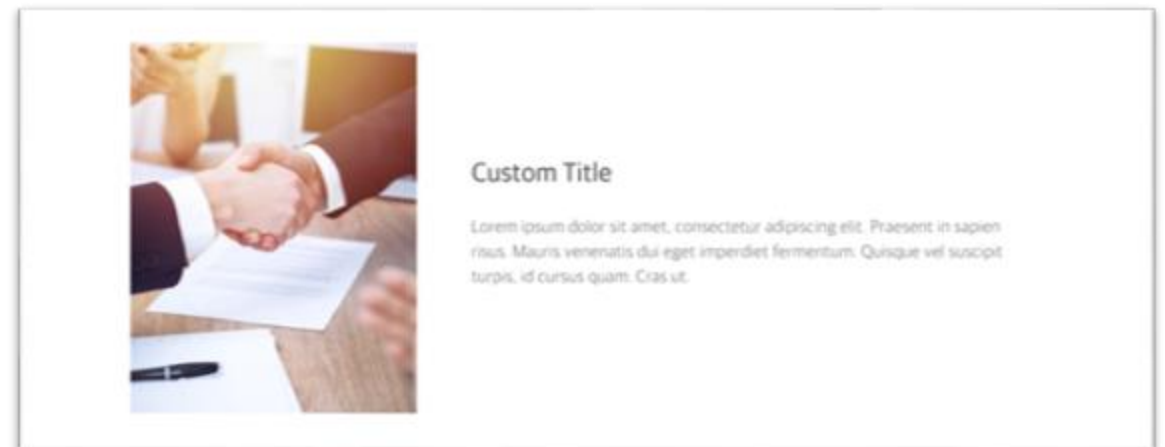
Note: This modification can be applied individually to all section layouts where the photo/video appears next to the text (more examples on the next page). It cannot be applied to those with the text underneath.

Include in request: Align center

Standard (tall photo)
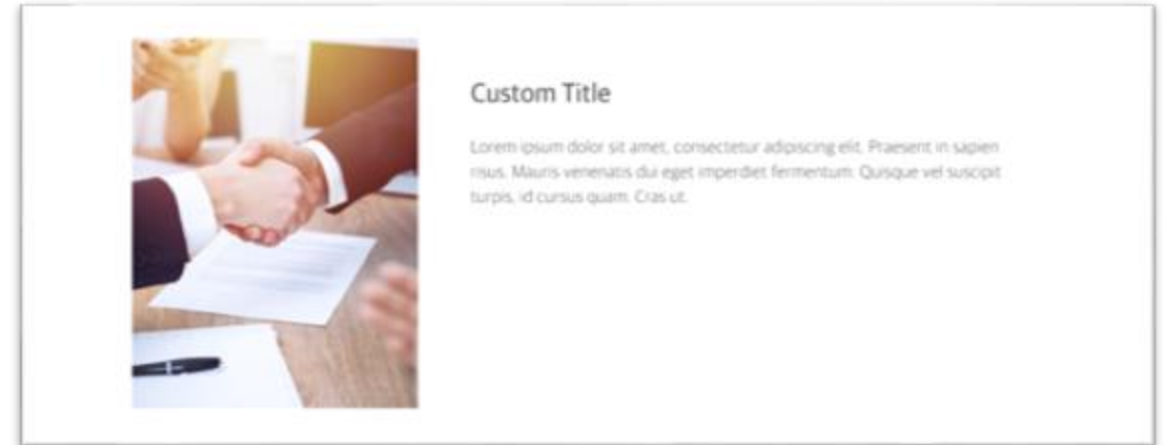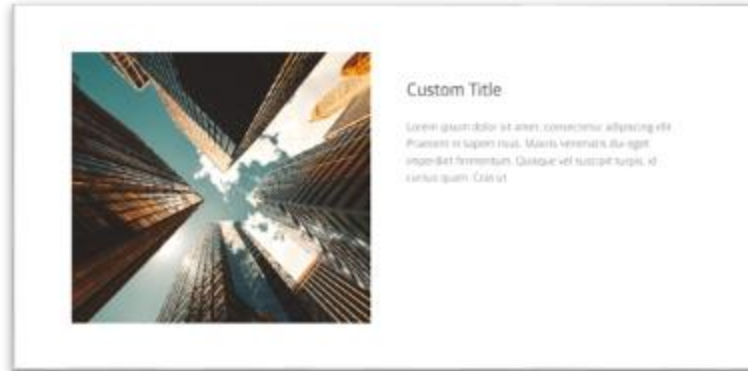
Align Center (tall photo)

Examples: Align center

Standard (square photo)

Standard (video)

Align Center (square photo)

Align Center (video)

Long Form Testimonials

Long form testimonials

Overview: The standard "Text Banner 2" section (sometimes referred to as a "testimonials" section) uses a larger font to grab the attention of site visitors and is recommended for testimonials that are 1-3 sentences long. With longer testimonials, the increased font size can appear cumbersome and require additional scrolling from the consumer.

We recommend reducing the font size on longer testimonials to make them more effective.

Note: This modification will be applied to all testimonials in all Text Banner 2 sections on the site.

Include in request: Long form testimonials

Standard

"

I have had the privilege of working closely with my financial advisor for over 15 years. Throughout this time, I have found their entire team to be highly professional and dependable. They consistently prioritize my best interests and collaborate closely with my accounting and legal professionals to optimize my financial situation and minimize tax obligations. With their guidance, I have successfully established and safeguarded generational wealth beyond my expectations. Over the years, I have referred numerous individuals to their services, all of whom echo my sentiments. I am sincerely grateful to the team at XYZ Advisors for their unwavering support and guidance.

— Joe Smith, Client, Professional in the Healthcare Industry

Long Form Testimonial

"

I have had the privilege of working closely with my financial advisor for over 15 years. Throughout this time, I have found their entire team to be highly professional and dependable. They consistently prioritize my best interests and collaborate closely with my accounting and legal professionals to optimize my financial situation and minimize tax obligations. With their guidance, I have successfully established and safeguarded generational wealth beyond my expectations. Over the years, I have referred numerous individuals to their services, all of whom echo my sentiments. I am sincerely grateful to the team at XYZ Advisors for their unwavering support and guidance.

— Joe Smith, Client, Professional in the Healthcare Industry

Image Effects

Image Effects

Overview: Images can add visual impact to websites but depending on the image color/shape/placement, they can sometimes blend into the background or appear awkward. There are several treatments that can be applied to help the page appear cohesive, complement the overall site branding, and increase the visual impact.

Options for image effects:

1. **Border boxes:** adds a border to the photo in a color that contrasts with the background

2. **Drop shadows:** gives the impression that the photo is raised slightly above the background behind it by adding a shadow in a color that contrasts with the background

3. **Contrasting background:** applies a background color to a .png file that contrasts with the background

Note:

- When requesting these modification, be sure to specify which image(s) the image effect should be applied to.

Border boxes

Overview: Border boxes can be applied to images to make them stand out more from the background. The border color will automatically contrast the section background color (e.g. black borders on white background, white borders on blue backgrounds) and in the thickness shown in the samples below.

Note: If other colors or border thicknesses are required, you must be as specific as possible in the request.

Include in request: Border boxes

Black Border Box on White Background

White Border Box on Blue Background
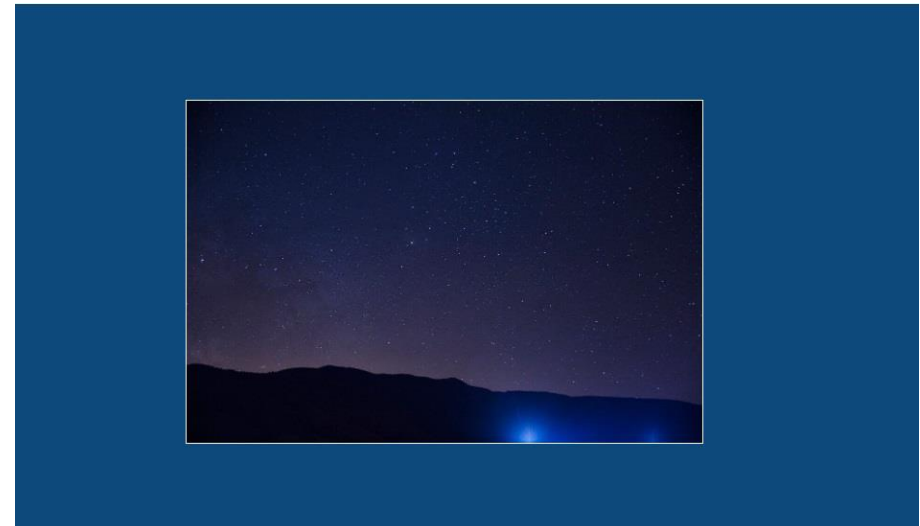
Drop shadows

Overview: Another way to make photos stand out from the background is to use "drop shadows," which gives the impression that the photo is raised slightly above the background behind it. The shadow color will contrast the section background color (e.g. grey shadows on white backgrounds, light blue shadows on blue backgrounds).

Note: Drop shadows cannot be applied to carousels.

Include in request: Drop shadow

Drop Shadows on White Background
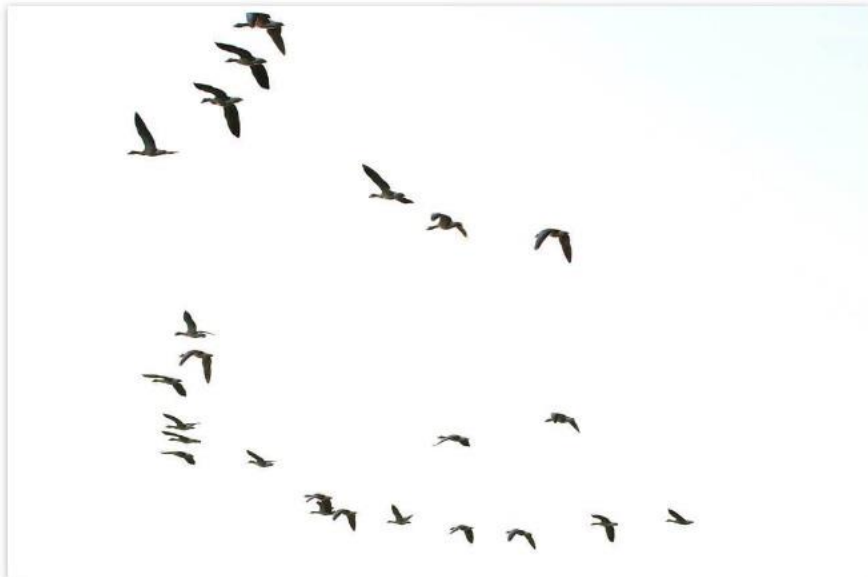
Drop Shadows on Blue Background
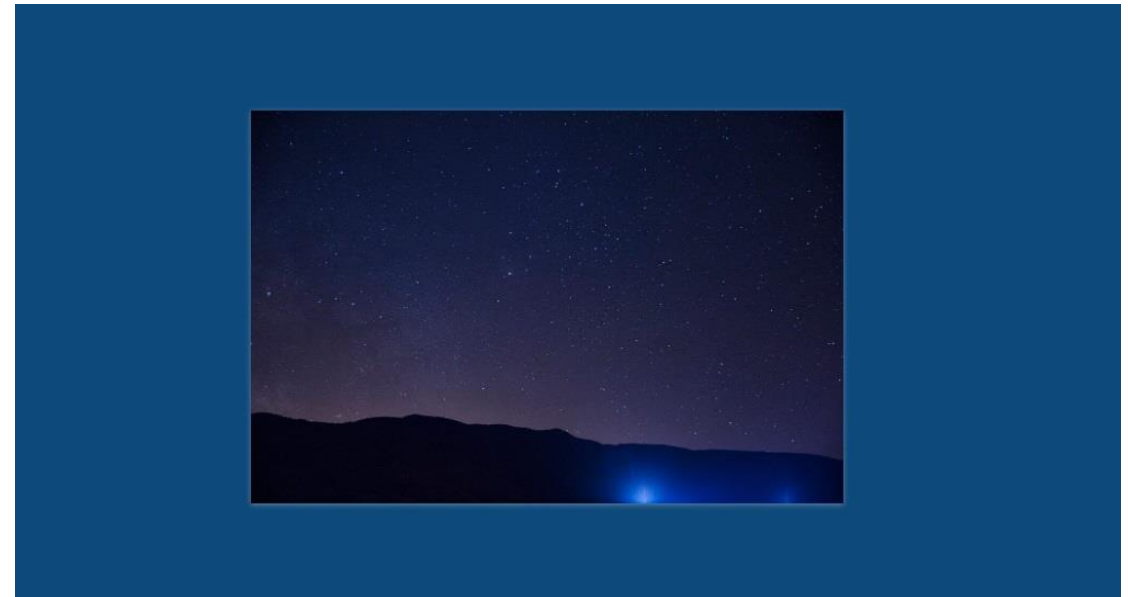
Contrasting background

Overview: .png files have a transparent background included so that when used the image doesn't disturb the continuity of the page background. To make the image stand out from the background, a contrasting background color can be added to the .png.

Include in request: Contrasting background

Standard

Contrasting background

Columns

Dynamic columns

Overview: Certain sections default to displaying content blocks in a 3-column layout, which means that content blocks that are not in multiples of 3 can look awkward. Dynamic columns can be used to alter some section types to display columns and rows in different multiples to be more aesthetically pleasing.
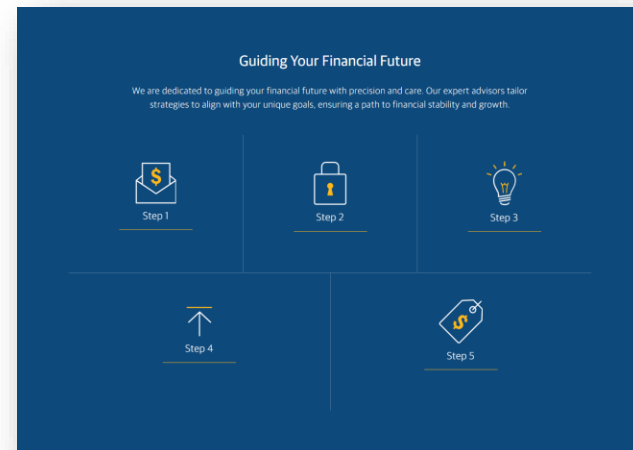
Note: Dynamic columns cannot be applied to all templates or sections. If you're unsure if it's available for the template in use, check with a consultant.

Include in request: Dynamic columns

Standard
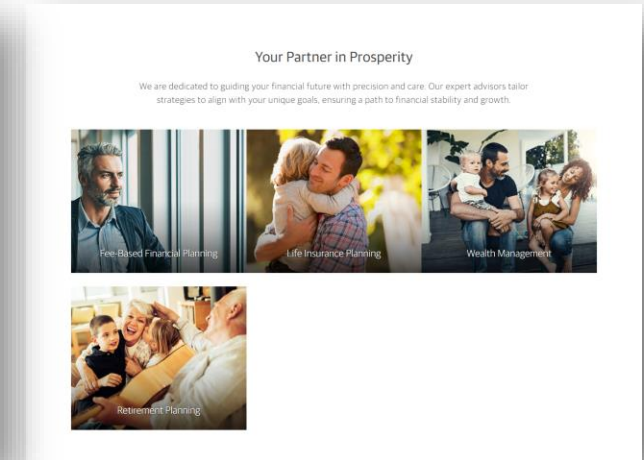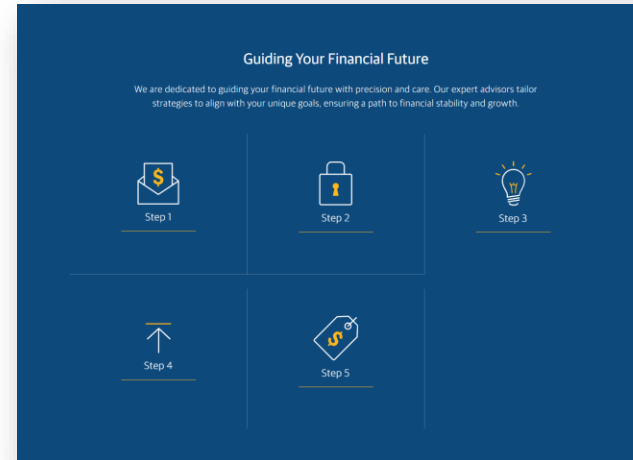
Dynamic columns
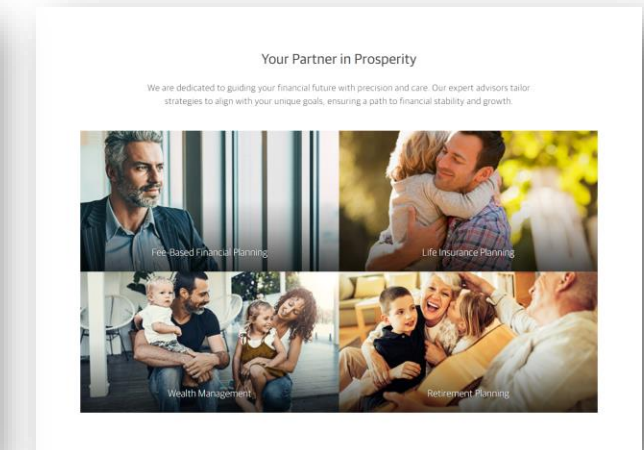
Recurring Elements

Recurring Elements

Overview: Recurring elements are modifications that can be made to select website sections to help organize content and add visual interest. These elements can also be modified to suit your site's style and branding. Please be specific when requesting changes to these elements.

Types of Recurring Elements:

- Intro Container

- Primary H2

- Primary H3

- Accordion headers

- Sequential headers

Note: All modifications to recurring elements are made sitewide. They cannot be applied to just a few pages or sections. (i.e., Changing the font color of the Primary H2 header changes the color of Primary H2 across the entire website).

Intro Container

Overview: The intro container can be added at the beginning of select sections and includes elements such as a Primary H2 title, subtitle, and paragraph content. Leaving any of these standard elements blank will automatically hide them from view.

Include in request: Intro container

Example

Primary H2

Overview: This heading type appears as the main title for sections of the website and can be useful in organizing and structuring content. Common changes to Primary H2 include color, position and size of the header.

Include in request: Primary H2

Primary H3

Overview: This is an optional subheading that can be used to help organize and structure the content within a section. Common changes to Primary H3 include color, position and size of this header.

Include in request: Primary H3

Examples

Accordion headers

Overview: Accordion headers are best used in sections with a lot of content. They allow you to click the header to expand or collapse the content that falls underneath.

Include in request: Accordion headers

Example

Sequential headers

Overview: These headers occur in sections that show content alternating between the left and right sides of a separating line to indicate sequencing (AKA sequential content sections). They can include primary H2 headers and/or a "step count" which numbers the headers in the section from top to bottom.

Include in request: Sequential headers

Examples