Project

Create a banner to be placed at the top of our customer home page. The banner should provide contextual relevance to what the customer is doing, along with set the stage for the landing experience.

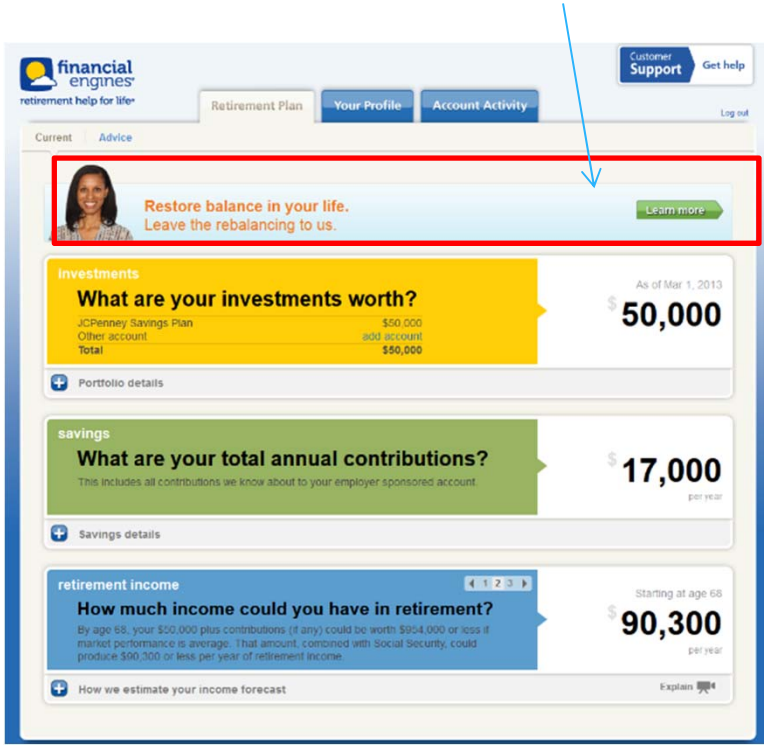
There are 4 primary elements of the banner template that we need to adhere to:

- **Image**
- **Header**
- **Sub header**
- **Link button**

Context

Our objective is to interest the customers using our free service enough so that they are willing to consider having us manage their retirement account, and click to learn more.

Customers click here…



…and land here

This is the first page customers see after logging into their account.

Possible value propositions

- You are in charge, we can do the work
- Taking care of this can be painless
- It’s ok if you don’t know what to do next
- Not sure what to do from here?
- Want us to manage this for you?

Note, these are high level ideas only, image, copy headline, sub headline, and action button (within template specs) should all be considered to work together.

Other considerations

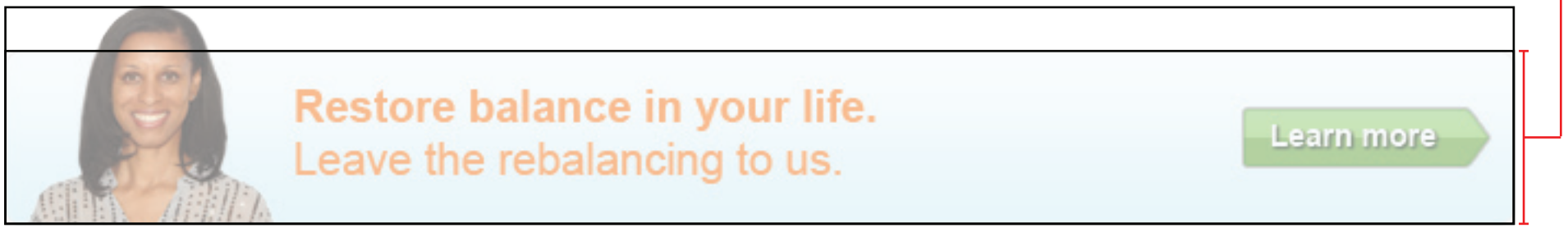
- The banner must fit in with our brand and customer experience
- No animation or rotation of messages
- This is a service upgrade, we should avoid overtly aggressive tactics
- Outside of the scope of this project, but over the long term, we will be planning on building out more robust landing experiences

Global Layout Details

All banners have a 1px border - color: #e5e5e5.
The corners for all banners have a border-radius of 8px.

H:100px
All Banners

H:80px
All Banners

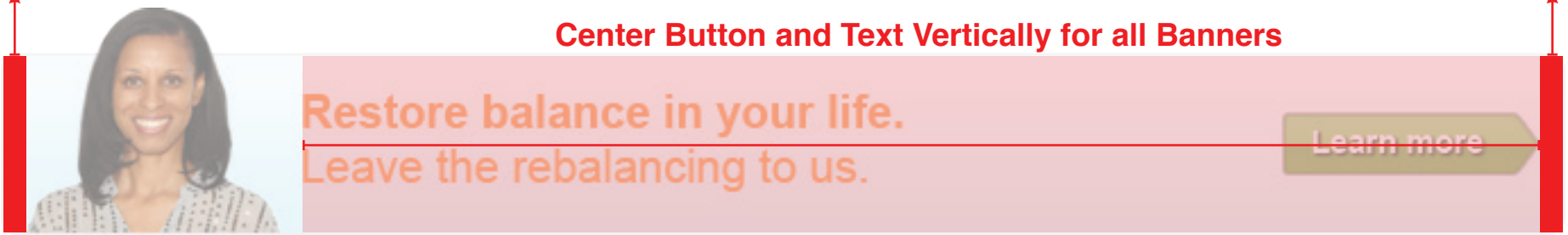


W: 690px - All Banners

W: 10px
All Banners

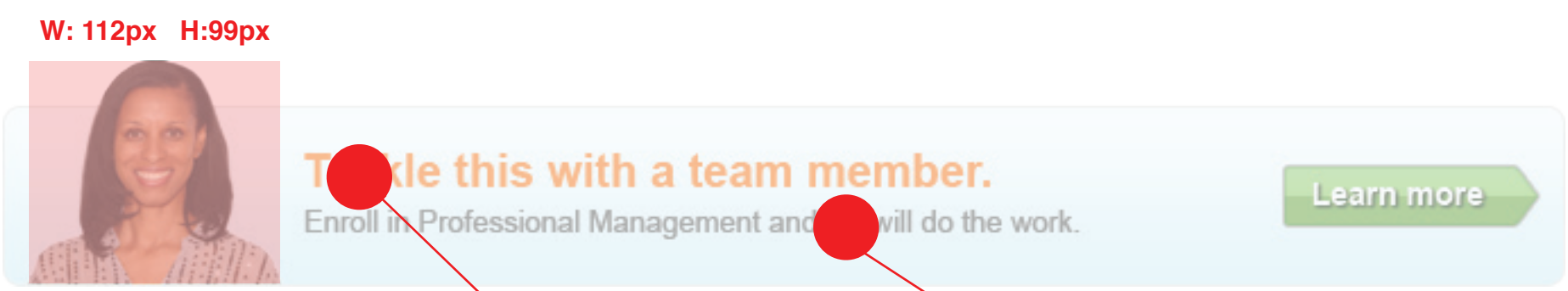
W: 10px
All Banners

Center Button and Text Vertically for all Banners

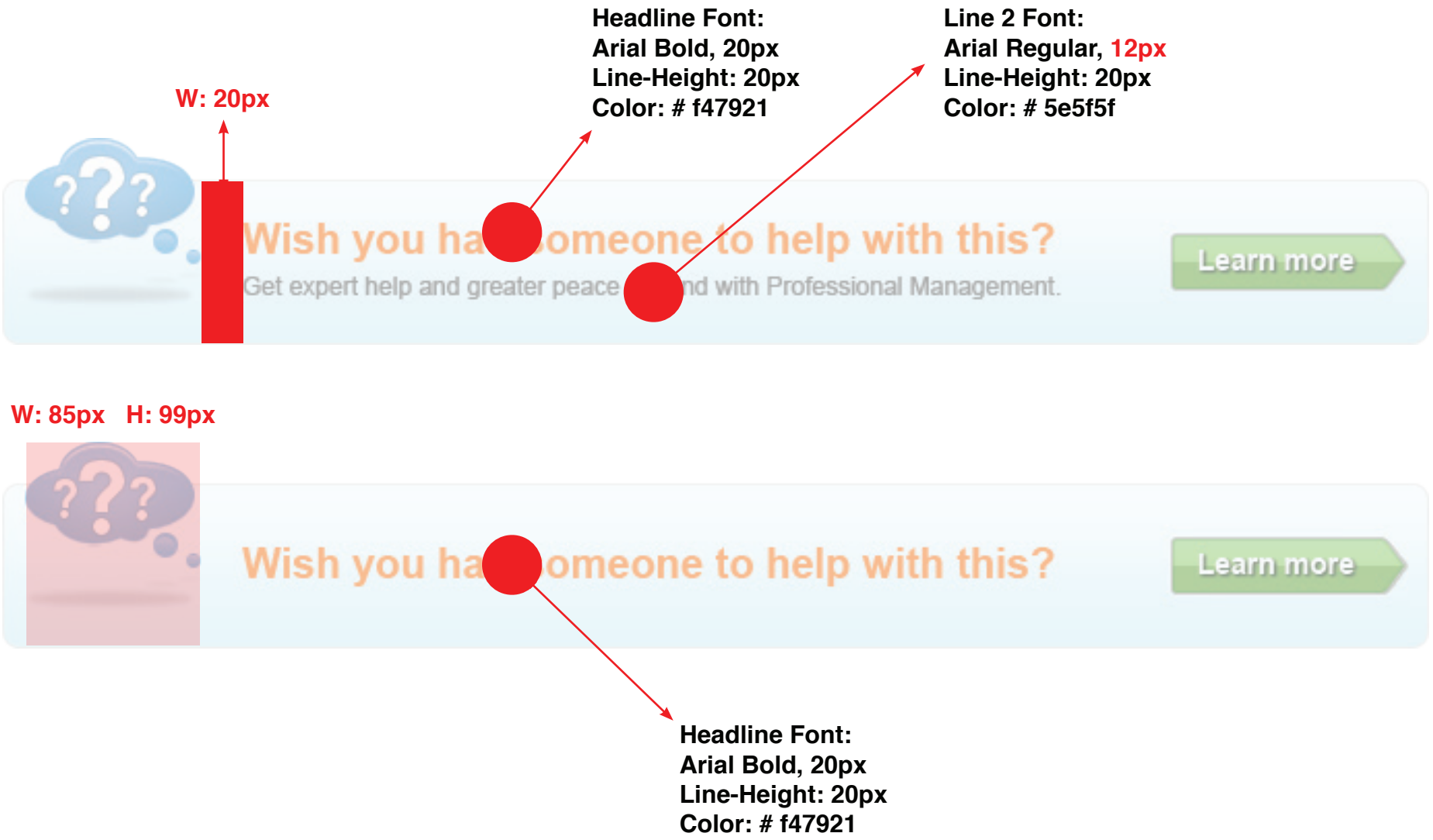


Banners with Image of Woman

Note: Where text specifications differ will be highlighted in Red.



Banners with Question Mark Icon



All Banners

Restore balance in your life.
Leave the rebalancing to us.

Learn more

Tackle this with a team member.
Enroll in Professional Management and we will do the work.

Learn more

Wish you had someone to help with this?
Get expert help and greater peace of mind with Professional Management.

Learn more

Wish you had someone to help with this?

Learn more