

# Template Instructions

## *Summer Inspiration Template*

- 1.** Log in to your Scratch-it account and begin a new scratch-it.
- 2.** Name your scratch-it and create your subject line. Our example subject line is: "Out of summer fun ideas?" Choose something intriguing that will make your client want to open it to start scratching.
- 3.** In the design section under "header," upload your logo (see design template for specifications). Then choose your header bar color. For this template, we chose a plain white header because the image and background are photos with bright colors.
- 4.** Under "Scratch Image", upload the file in the images folder called "Strawberries.png." Then set your hand color to a color that goes well with the image. We chose a light green (#ade57e) and set the opacity to 85%. Next, choose your border color. We left our border color as white to create an elegant separation between the photos.
- 5.** If you wish to edit the text, open the photoshop file in the images folder called, "ChalkOfferImage.psd" and edit the text to how you desire. We chose a bold sans-serif and an italic bold serif font. If your computer does not have the same fonts we used, it shouldn't be hard to find similar ones. You may need to adjust the font size according to your text. Go to File --> Save As and save the file as a PNG.
- 6.** Under "Deal Details" in the Scratch-it platform, upload the offer image you just saved. Choose your text for the Redeem button and under "Advanced Options" you can change the color of the button. The color we chose is white with a green text color.
- 7.** Under "Set Page Background" in the Scratch-it platform, upload the background image in the images folder called GreenBokeh.png." You can also choose a background color or upload another image of your choice.
- 8.** Customize your email details under "Email Generator" and then go to "Review and Publish" to publish your scratch-it and obtain your HTML.