

Benefit Loves App Authoring Guide for Contentful CMS



A content publishing guide for creators to upload new articles and videos for the Benefit Loves App.

Purpose of document

Welcome!

Welcome to the world of Beneloves! We're thrilled to have you on board and excited to help you unleash your creativity as a content creator for our brand-new app. This guidance document has been created to help you learn how to publish articles that capture the hearts and minds of our audience.

We know that the key to success is in the details, so we've put together step-by-step guides to help you add images, format text, structure articles, create content types and develop eye-catching lead image assets. With this document as your guide, you'll be well on your way to creating articles that truly stand out and keep our users coming back for more. So let's dive in and discover how you can bring your creativity to life on the Beneloves app!

The image is a collage of various content types from the Beneloves app. At the top right, there's a list of benefits for a product: "Instant & over time results" and "Packed with pore-positive ingredients including Lemon and Yuzu extract and bisabolol". Below this are images of "benefit POREfessional DOUBLE CLEANSE" products. In the center, a video player shows a woman with her hand on her face, with a "00:04" timer and a close button. To the right of the video is a pink button labeled "I WANT IN". Below the video is a product card for "This is the title of the whole article", published on December 01, 2022, with a 4-minute read time. The card includes an introductory paragraph and a "Product" tag. To the right of the article card is a close-up image of a woman's face with a purple clay mask. Below the article card is another image of a woman having her brows mapped, with a pink button labeled "BOOK A TREATMENT". To the right of the brow mapping image is a snippet of text about "POREfessional Deep Retreat Mask" and a "SHOP NOW" button. At the bottom right, there's a snippet for "The POREfessional Tight n' Toned Toner" with an image of a woman's face with white foam on her cheeks.

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Glossary

Glossary – The basics

1.	Content	Content refers to the constituent parts of an article: any text, video, music or image—anything that you put into a field (see field).
2.	Content types	<p>Each content type comprises fields that denote the kind of content that will be included in the entry (see entry). They are like mini-templates for pieces of content.</p> <p>Bespoke content types have already been created to suit the needs of the Benefit Loves app. Some examples of content types are Article, Product, Video. Combinations of content types are used to create unique entries that are added to articles in the the app.</p>
3.	Entry	Entries are the unique elements which are added to articles for the app. For example, a ‘product’ content type template was created to add each product to the space. Each article is an entry with other entries linked inside of it.
4.	Media	Media is a type of content with its own tab in the Contentful web app. It includes videos, images, PDFs and similar files.
5.	Rich text editor	The area where rich content is entered within an entry. The content can be edited using a common formatting bar.
6.	Rich text editor formatting bar	A toolbar which is used to format text, add headings, hyperlinks, simple lists and to link entries and assets.
7.	Space	Short for workspace, a space is where all the content is created for the Benefit Loves app within Contentful. Each space has its own content types, entries, and assets uploaded to it.

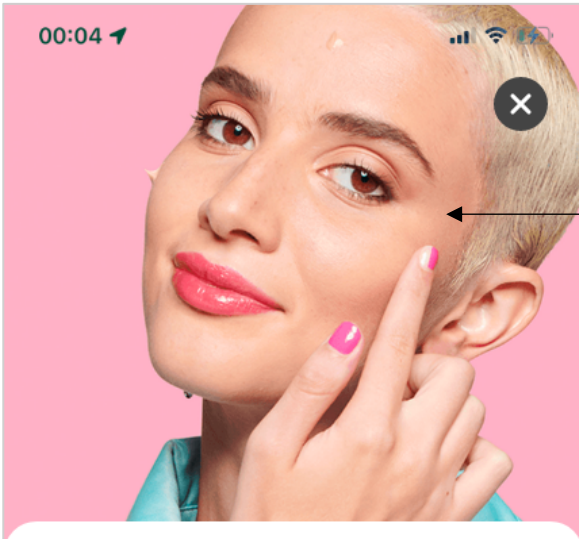
Glossary – Content types

1.	Article	An article is the main content type used to publish editorials on the Benefit Loves app. They can be used as the starting point where other content types are embedded along with copy and organised appropriately to publish finished pieces.
2.	Product	Products are content types used to create entries of unique products. Benefit product entries are automatically generated from the Benefit website so there is no need to have to publish these entries.
3.	ArticleProductSet	The ArticleProductSet is a content type that presents Product entries inside a carousel within an article. This is a space-saving alternative to displaying groupings of products directly into a page. It offers an interactive way to allow a user to explore and engage with related products without having to scroll down the screen.
4.	ArticleImagePair	A content type that presents two images on top of one another with a vertical handle allowing a user to show or hide parts of either image. It can be used for before and after looks.
5.	Video	The Video content type is used to create entries that display embedded Youtube videos to place within an article entry.
6.	ArticleImagePair	The ArticleImagePair is a content type created to make entries that present two images on top of one another with a vertical handle allowing a user to show or hide parts of either image. It is meant to be used for before and after looks.
7.	ArticleGalleryItem	ArticleGalleryItems are entries which can only be added to the ArticleGallery. They cannot be published on their own.
8.	ArticleGallery	ArticleGallery is a content type that presents ArticleGalleryItems inside a carousel within an article. ArticleGalleryItems are entries which can only be added to the ArticleGallery. This is an interactive way to allow a user to explore and engage with related content.
9.	ArticleQuote	The ArticleQuote content type are used to create entries that help emphasise a particular message or statement by making it more impactful and memorable to the user. ArticleQuotes can help visually break up an article. They are good for presenting quotes or tips in short form.
10.	ArticleCheatSheet	The ArticleCheatSheet content type is used to create entries that present do's and don't tips within an article. This content type offers a clear, concise and accessible way to communicate to the user ways of doing something against ways of not doing something. ArticleCheatSheets can help visually break up an article.
11.	ArticlePanel	The ArticlePanel content type is used to create entries that present combinations of content; similar to an article entry but is displayed on top of a coloured background. This content type can be used to highlight a group of text and content items in order to highlight it or differentiate it from the rest of an article it's inserted into.
12.	ArticleCTA	The ArticleCTA content type is used to create entries that are buttons to include in articles. ArticleCTAs are standalone CTAs to pair with in-line text/image assets or inserted within certain content types.

Publishing an Article

A step-by-step guide

Preparing your article: Top tips



Have your lead image ready.

A single image displayed to represent the whole article. It will be shown at the top of the article, in the list view, and in the featured carousel, if you choose to have your article featured here (see page 61).

Product

This is the title of the whole article

Published December 01 2022 - 9:00
4 minute read

There should be an introductory paragraph in every article which is styled in Heading 4.

Know what category label to apply.

Based on the content matter featured in your article. The app categories are Badge, Competition, Earn, Spend, Tutorial, Treatments, Product, Influencer, Brand, Events (see page 12, step 12).



If you're struggling to map your brows, or not sure where to start, leave it to us! Our brow services all start with a signature brow mapping technique to find the perfect brows for your face and shape!

BOOK A TREATMENT

Make sure your article has a distinct introductory paragraph.

This will serve as a hook that captures the reader's attention and entices them to continue reading the article. By providing a brief overview of what the article is about, it sets the tone and prepares the reader for what's to come.

It will be displayed in a larger font size to help visually distinguish it from the rest of the article. It's important that it is well-written and engaging, as it can make or break the reader's interest in the article (see page 26).

Have a collection of images, text and buttons included to present your message.

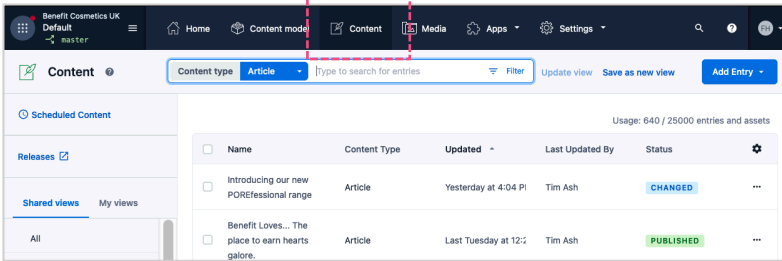
Become familiar with the available content types that can help bring your article to life. There are designs created for things like product carousels, quotes, before and after demonstrations, dos and don'ts, YouTube video, and even a custom design to make a group of image, text and buttons stand out beautifully from the rest of your article content (see page 32).

Make sure your CTA's consider best practice guidelines (page 60).

Publishing an Article: A step-by-step guide

STEP 1: LOG IN TO CONTENTFUL

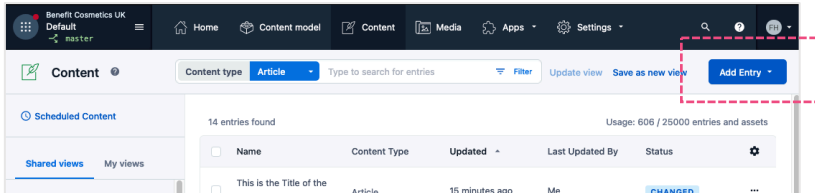
STEP 2: ACCESS CONTENT TAB IN THE CONTENTFUL DASHBOARD



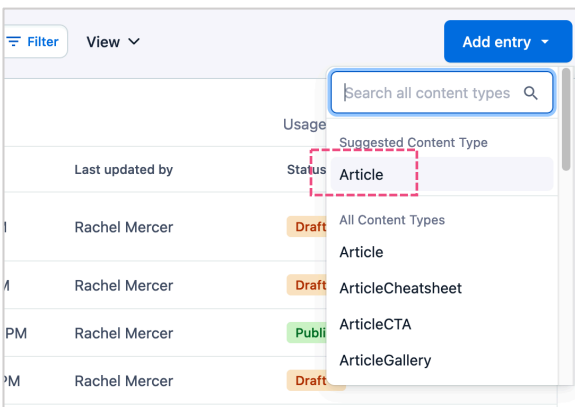
Learn more: Contentful dashboard

-Learn how to add new entries on page 18 and new images on page 20, directly from the Contentful dashboard.

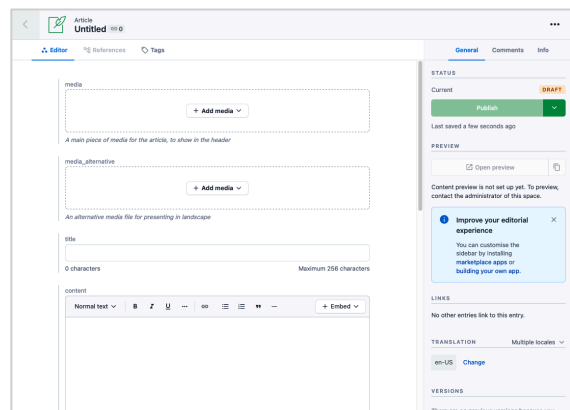
STEP 3: CLICK ADD ENTRY



STEP 4: CHOOSE ARTICLE FROM THE DROPDOWN LIST



YOUR ARTICLE HAS BEEN CREATED



FYI: Article created

When an article is added, it is saved as a draft right away. This allows you to go back to it if you want to make changes before it's published. It will appear in your list of articles in the Contentful content dashboard.

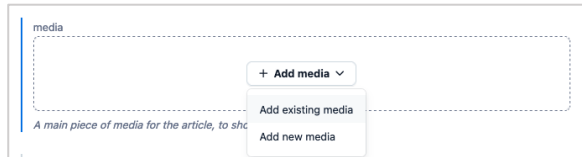
Publishing an Article: A step-by-step guide

5. ADD MEDIA

STEP 5A: CLICK +ADD MEDIA



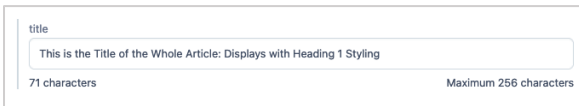
STEP 5B: SELECT ADD EXISTING MEDIA OR ADD NEW MEDIA



Learn more: Images

- Refer to the **lead image creation guidance** on page 61 to ensure your image looks appropriate when published.
- Learn how to **add existing media** on page 30.
- Learn how to **add new media** on page 31.

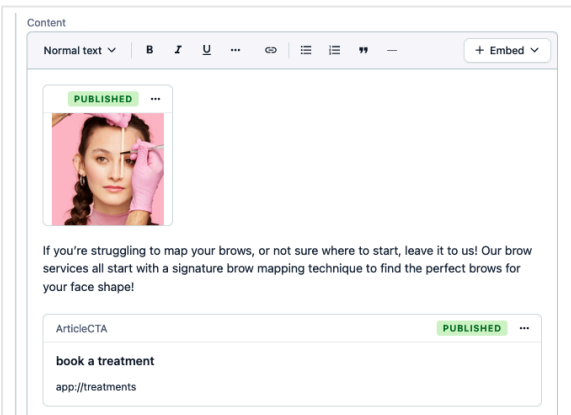
STEP 6: ADD TITLE



Top tip: Title length

Article titles should not exceed **50 characters**. This will ensure that the entire title will be displayed on the home screen.

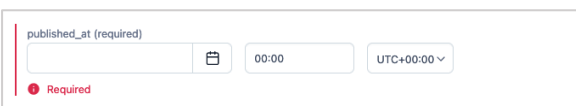
STEP 7: ADD CONTENT TO THE EDITOR



Learn more: Article content

- Learn how to **create and add entries** to your article on page 27.
- Learn how to use the rich text editor formatting bar to **style your text appropriately** on page 22.
- Learn about the different content types which can be set up to display content on page 33.

STEP 8: ADD DATE PUBLISHED



Publishing an Article: A step-by-step guide

STEP 9: MARK IF FEATURED

featured
 Yes No

STEP 10: SET DURATION OF READ TIME

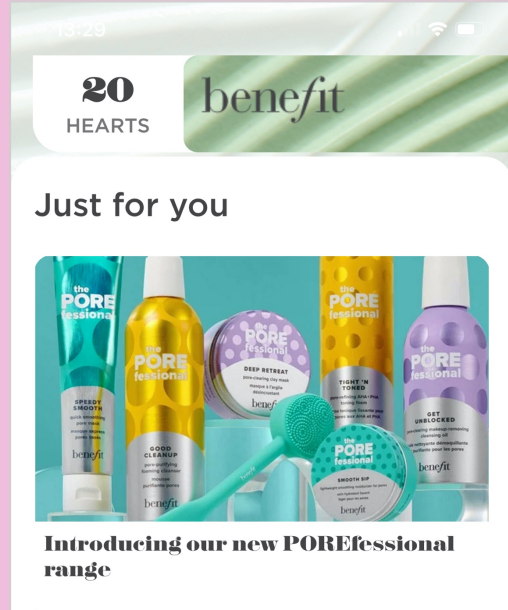
duration
20
The duration in minutes that the article will take to read (or watch the video of)

FYI: Read time

Set the duration in minutes that the articles will take to read (or watch video of). There are tools available for free online that can generate read time duration by pasting the text of an article, such as <https://thereadtime.com/> if you're unsure of what to put here.

FYI: Featured article

An article that's marked featured will be displayed in the carousel on the home page as well as in the list of articles below.



11. SELECT A SEGMENT

STEP 11A: CLICK ADD EXISTING CONTENT

Segments

STEP 11B: SELECT ONE OR MORE SEGMENTS

Add existing entries

Search for an entry: Show selected entries (0)

Content type Segment Type to search for entries Filter

Segment	PUBLISHED
Brows	ff6600
Segment	PUBLISHED
Eyes	ff6600
Segment	PUBLISHED
Lashes	ff6600

Cancel Insert 2 entries

FYI: Segments

Segments are groupings that help target content to users based on their preferences. When users follow the onboarding steps when they first download the app, they are asked to input their content preferences. Users are asked to choose from: All, Complexion, Cheeks, Brows, Eyes, Lashes, Shade, Face and Lips.

The segment groups are not visible to users. Articles that are assigned segments are prioritized based on a user's input. Any article should be categorisable by a minimum of one segment.

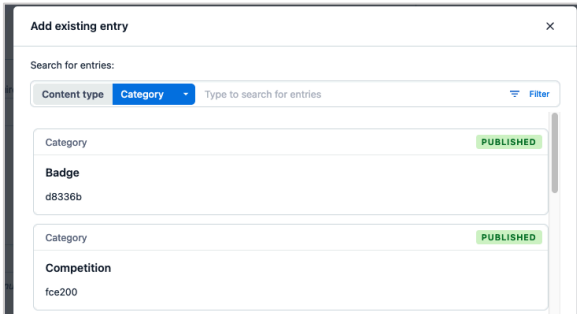
Publishing an Article: A step-by-step guide

12. SELECT A CATEGORY

STEP 12A: CLICK ADD EXISTING CONTENT



STEP 12B: SELECT ONE CATEGORY

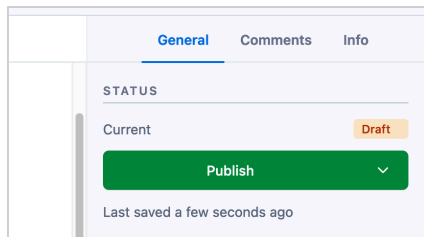


FYI: Categories

Categories are groupings that help organise content users engage with. The categories are displayed as labels at the beginning of content pages for orientation.

There are ten categories created as entries in Contentful to assign: Badge, Competition, Earn, Spend, Tutorial, Treatments, Product, Influencer, Brand, Events.

STEP 13: CLICK PUBLISH



Publishing an Article: A step-by-step guide

**Congrats!
Your article is
Live!**

5. Media

12. Category

6. Title

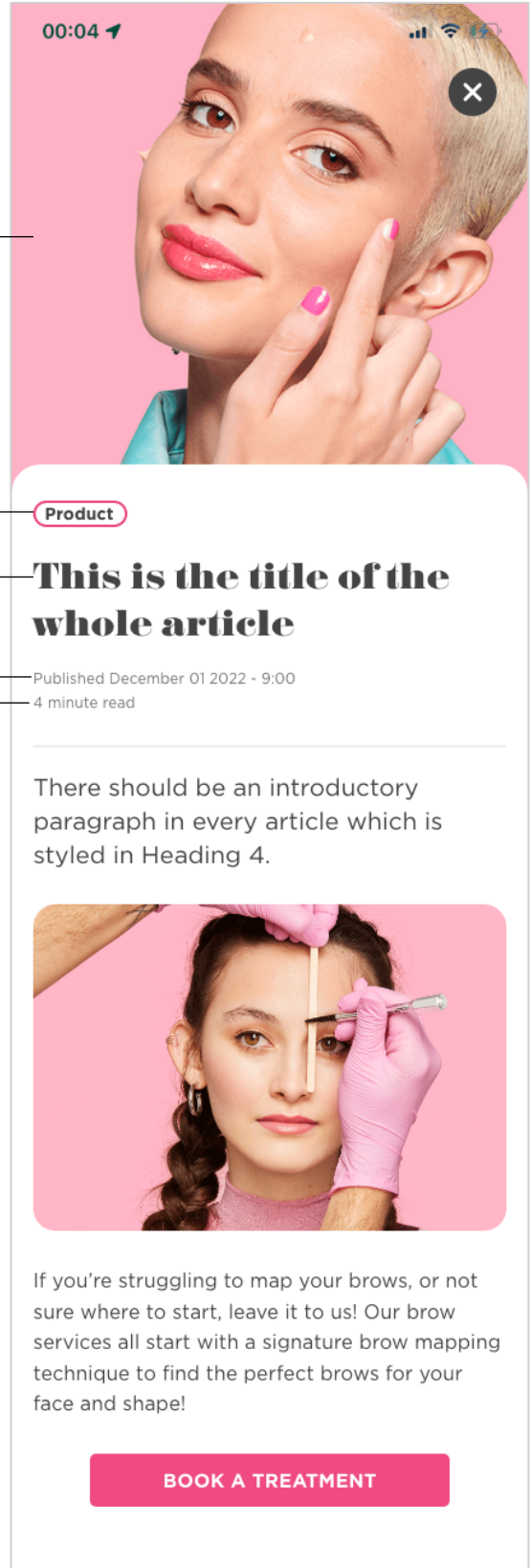
8. Publish date

10. Read time

7. Example
added content

Learn more: Formatting content

-Learn how to make sure your content is positioned within the editor to ensure it displays nicely on page 26.




00:04

Product

This is the title of the whole article

Published December 01 2022 - 9:00
4 minute read

There should be an introductory paragraph in every article which is styled in Heading 4.

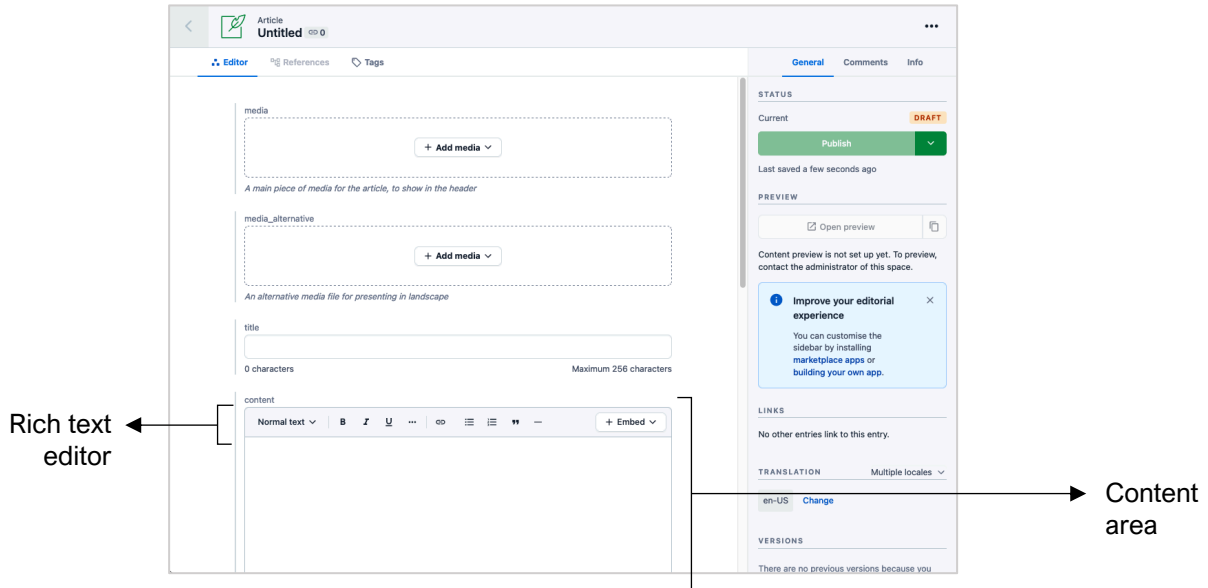


If you're struggling to map your brows, or not sure where to start, leave it to us! Our brow services all start with a signature brow mapping technique to find the perfect brows for your face and shape!

BOOK A TREATMENT

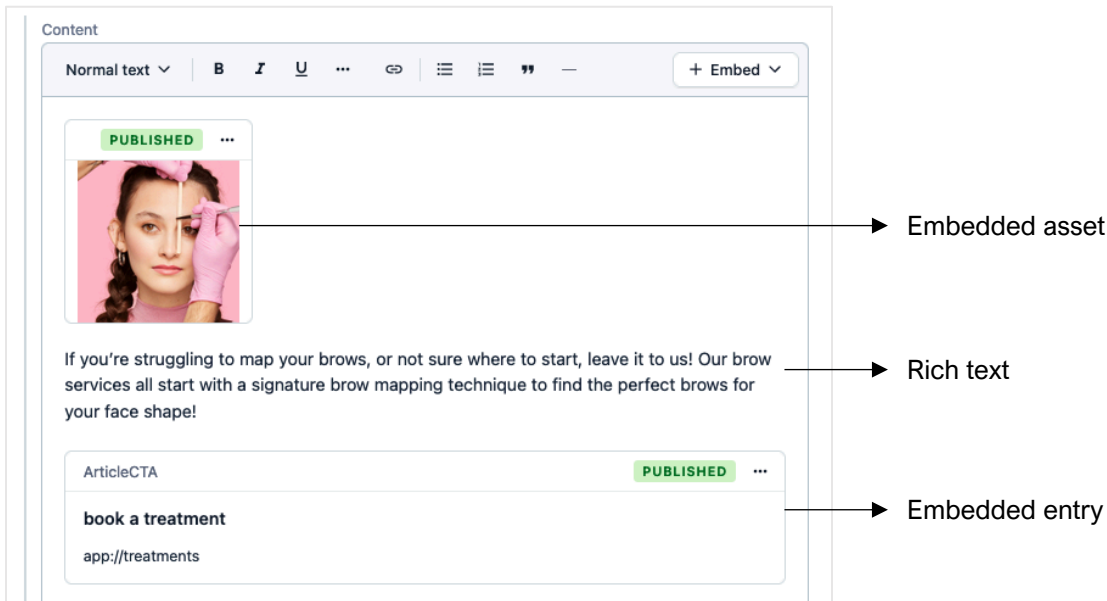
Articles in detail: Content area

Blank article entry



Nearly all the content featured in an article will be added to the content area of an article entry. The content area is present within articles, but it is also present in other content types: ArticleQuote, ArticleCheatSheet and ArticlePanel. However, the rich text editor within the other three content types have restrictions. The content area is where rich text can be formatted and where both entries and assets are embedded into the article using the rich text editor.

This is how different kinds of content looks when it's added to the content section within an article entry:



The content in the content section can be edited using a common formatting bar, referred to in this guide as the rich text editor formatting bar. This tool bar is used to format in-line rich text, to embed entries and to embed assets.

The rich text editor formatting bar:



Learn more: Rich text editor formatting bar

Find out about all the features the formatting bar can do to help you style your article on page 23.

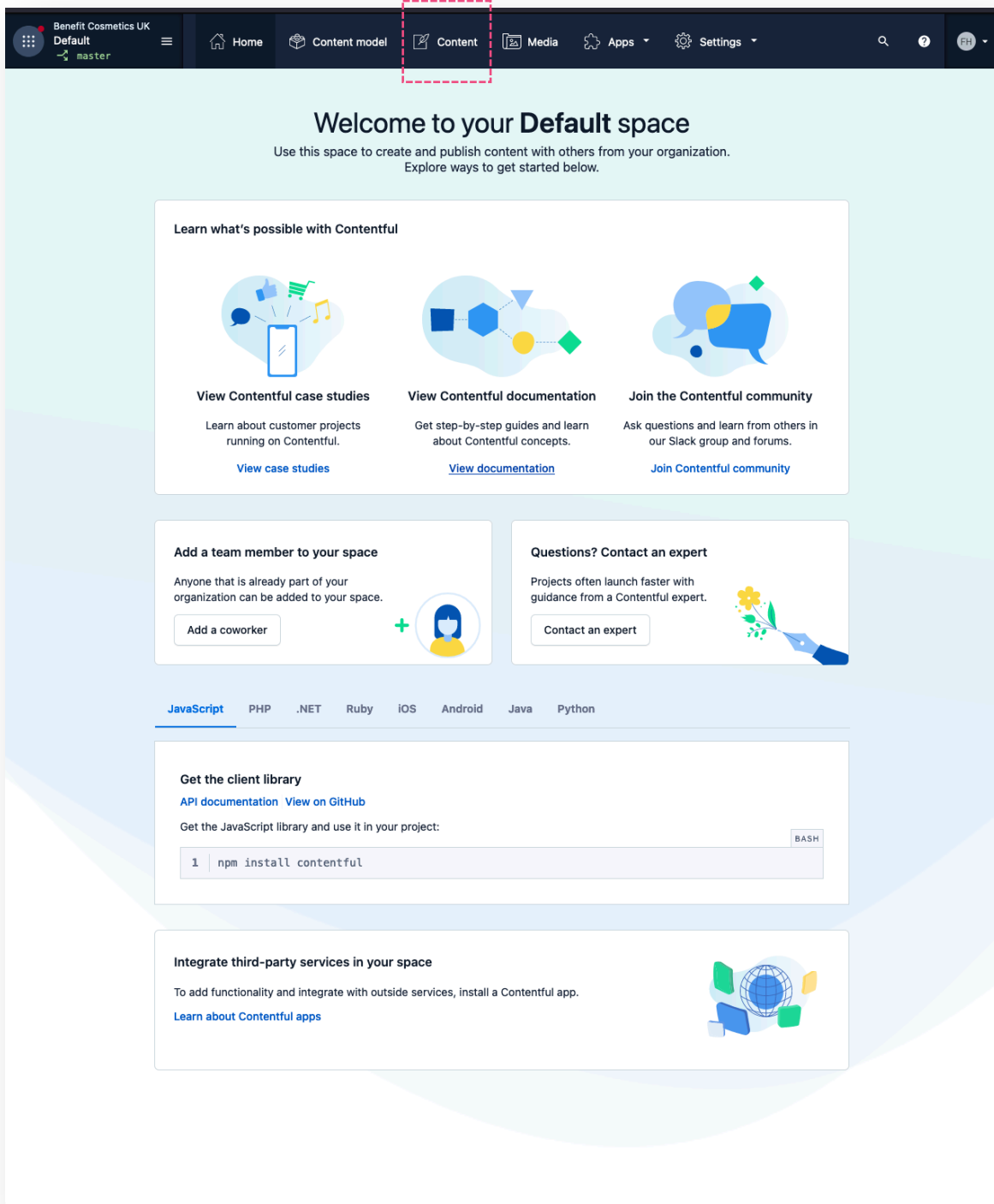
Taking a step back:

Contentful dashboard

Contentful dashboard – home screen

The Contentful dashboard home screen is the first view presented after signing up/logging in.

Navigate to the content tab in the top horizontal menu of the dashboard to start creating.

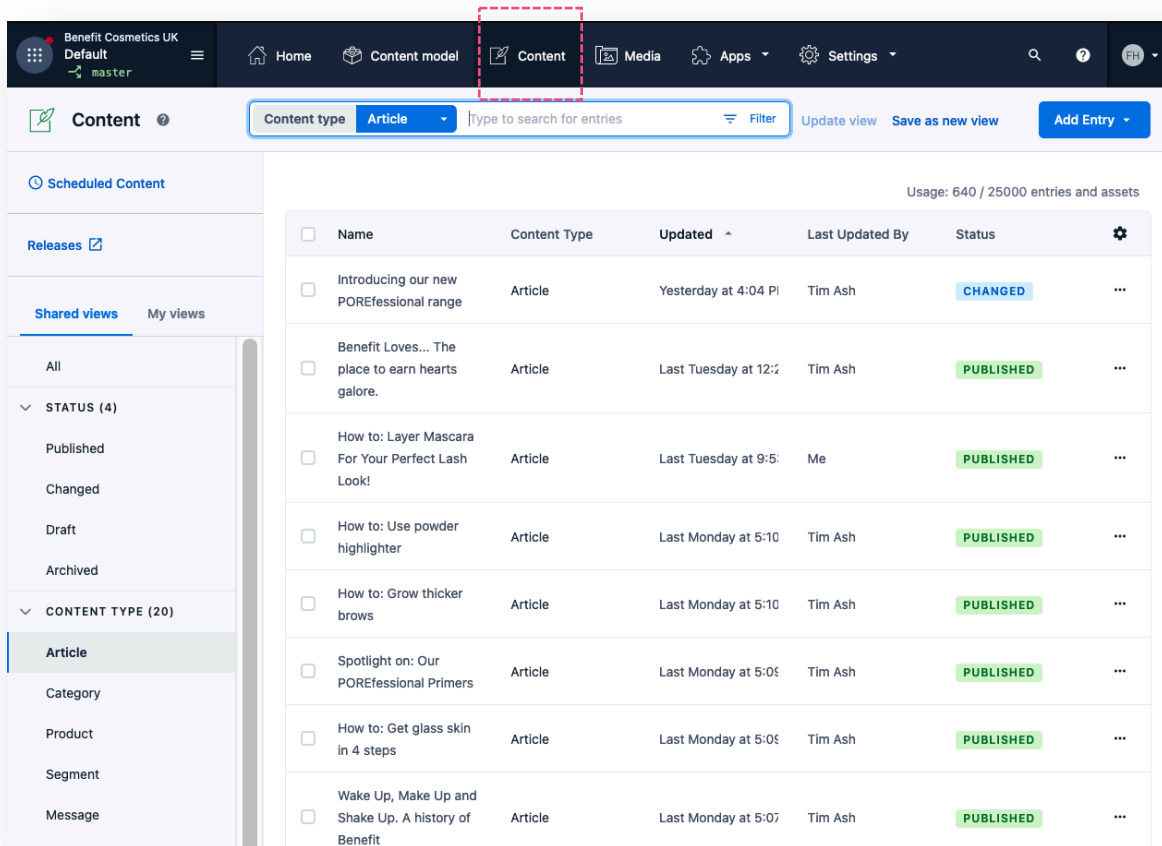


Contentful dashboard – content tab

The content tab is where we can manage all the content that’s already been created and is also the starting location for creating new content to publish. Normally this will be the default view when returning to the platform. It will display a list of the articles.

“Articles” are the blank canvases used to create articles. Articles sit alongside the other content types (which are linked or embedded inside of the articles) in the navigation and are technically referred to as ‘entries’ – even though they are different.

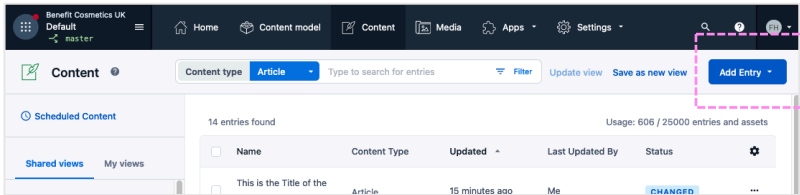
After entries have been published, they will be available to embed as existing entries into articles.



Contentful dashboard – adding a new entry

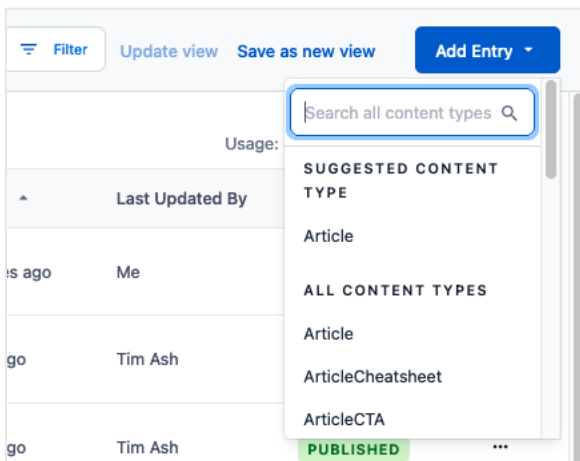
STEP 1: CLICK ADD ENTRY

Click on the blue Add Entry button at the top right-hand side of the screen.

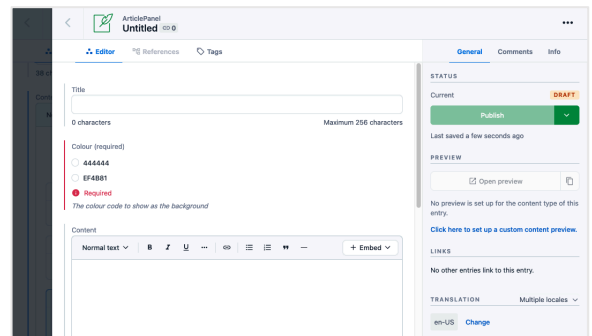


STEP 2: CHOOSE THE TYPE OF ENTRY TO ADD

Keyword search or scroll to select the content type of entry you would like to add.



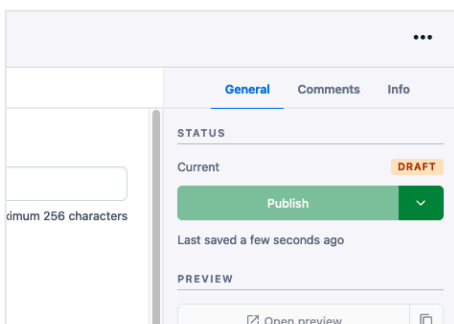
STEP 3: ENTER THE ENTRY CONTENT



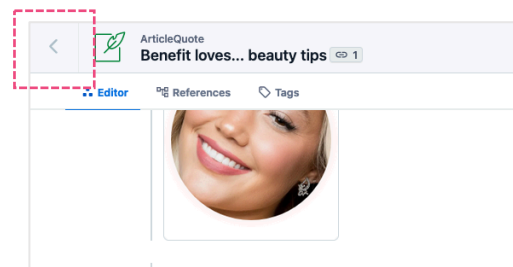
Learn more: Content types

See how content is added to the different content types by reading through the content types sections on page 33.

STEP 4: CLICK PUBLISH



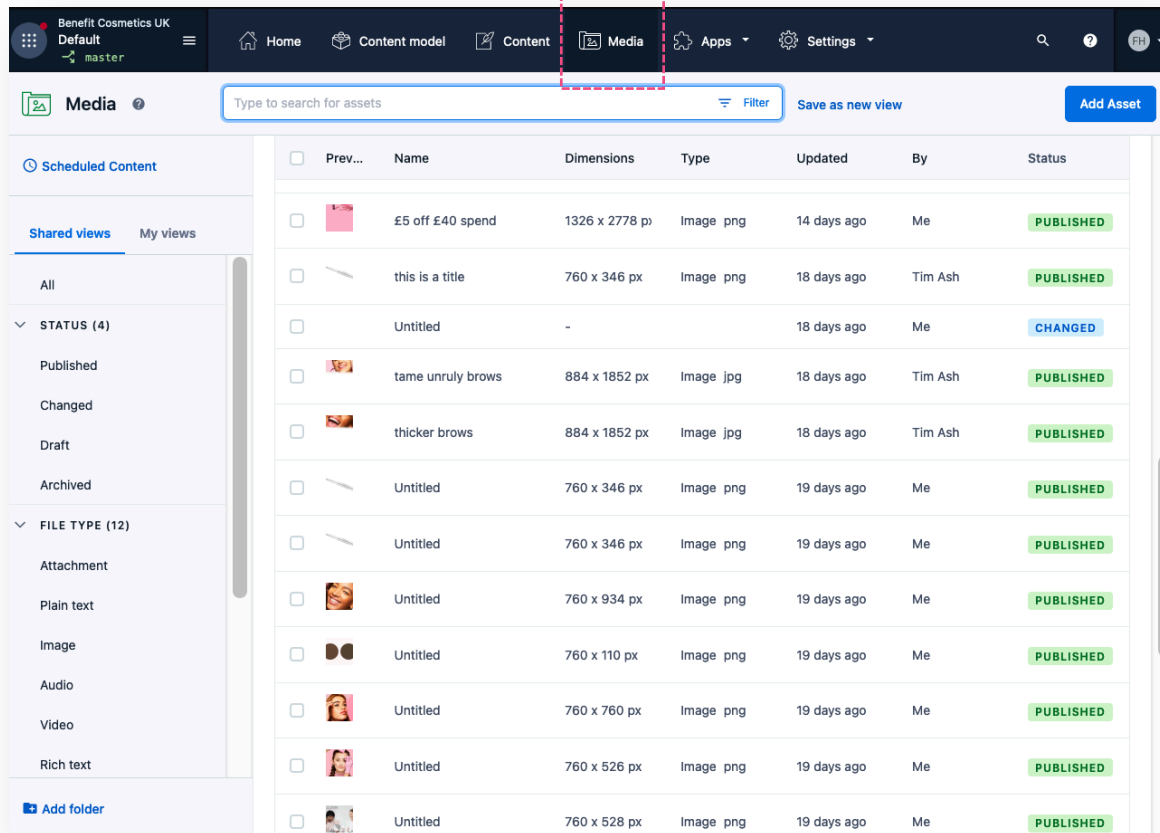
STEP 5: CLICK THE BACK CHEVRON



Contentful dashboard – media tab

The media tab is where you can manage all the media that's already been uploaded. From this view new assets can be added to Contentful to be featured within articles.

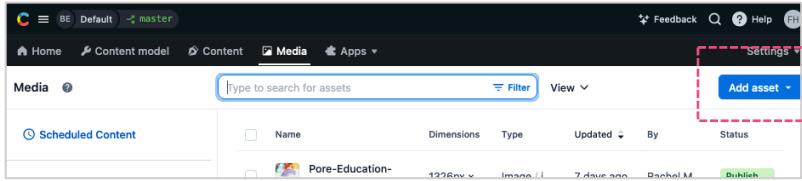
After media has been published, they will be available to embed as existing assets into articles.



Contentful dashboard – adding a new asset

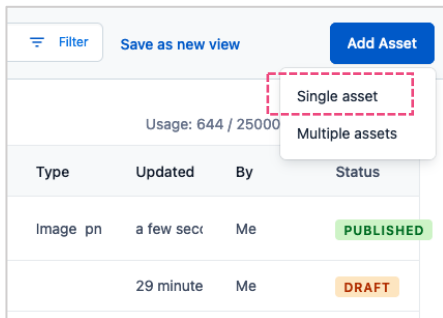
STEP 1: CLICK ADD ASSET

Click on the blue Add Asset button at the top right-hand side of the screen.



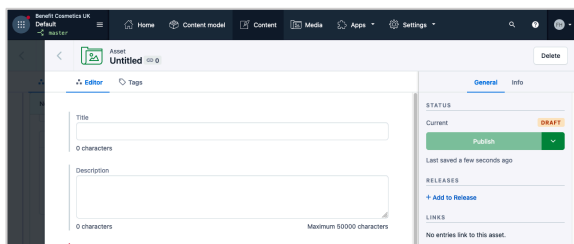
2A. ADD A SINGLE ASSET

STEP 2A: 1. SELECT SINGLE ASSET



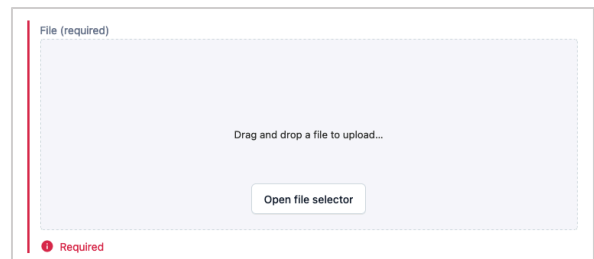
STEP 2A: 2. ENTER ASSET TITLE AND DESCRIPTION

This will make it easier to search for the asset when it's needed to be reused in another instance.

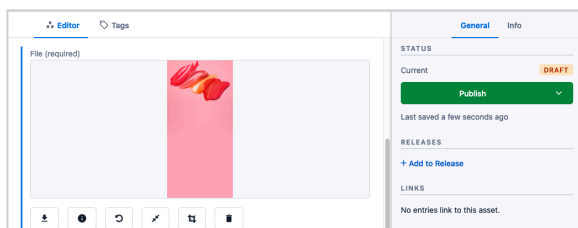


STEP 2A: 3. DRAG AND DROP IMAGE FILE

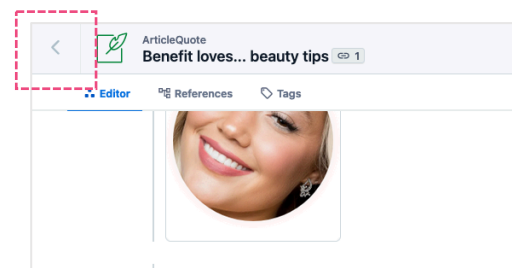
From your computer. Wait a moment for the file to upload.



STEP 2A: 4. CLICK PUBLISH



STEP 2A: 5. CLICK THE BACK CHEVRON

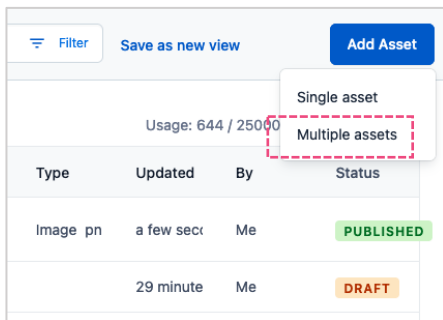


Contentful dashboard – adding a new asset

2B. ADD MULTIPLE ASSETS

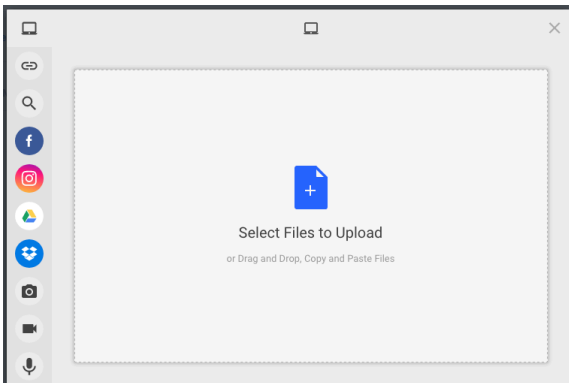
STEP 2B: 1. SELECT MULTIPLE ASSETS

Keyword search or scroll to select the content type of entry you would like to add.



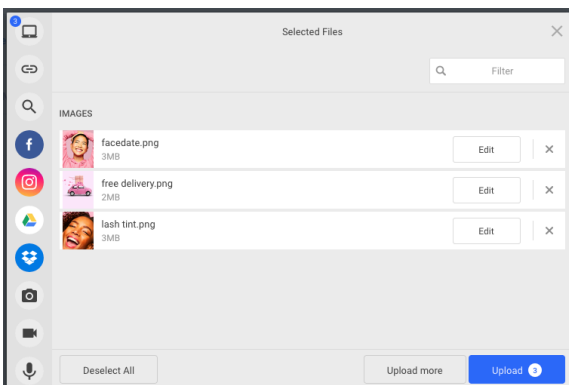
STEP 2B: 2. DRAG AND DROP ASSETS INTO THE UPLOAD AREA

OR click the centre of the upload area to select the files from your computer.



STEP 2B: 3. CLICK THE UPLOAD BUTTON

Wait a moment for the files to upload. Once the files are uploaded the window will close and you will see your new assets added to the list of assets in the media tab.



Rich text editor

Formatting and adding content

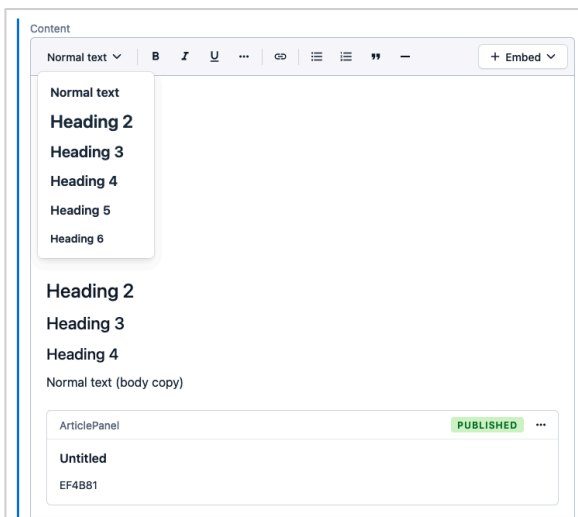
Rich text editor formatting bar - formatting



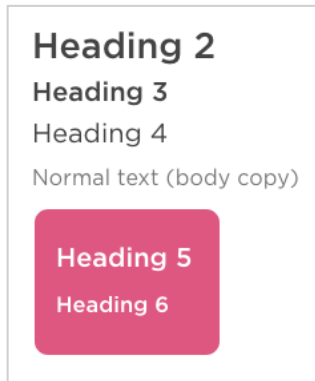
1 HEADING STYLES DROPDOWN

The text copy can be inputted directly into the content field area. The text will be displayed differently depending on the heading style that is applied to a block of text.

Highlight the text and select the heading styles dropdown at the top left corner of the content toolbar.



A preview of how the heading styles appear within the app:



NOTE: Headings 2, 3, 4 and normal text (body copy) can only be used to present text in-line within an article entry.

NOTE: Headings 5 and 6 are styled in white, so must be used **exclusively** to present copy in ArticleQuote, ArticleCheatSheet or ArticlePanel entries.

Learn more Formatting articles

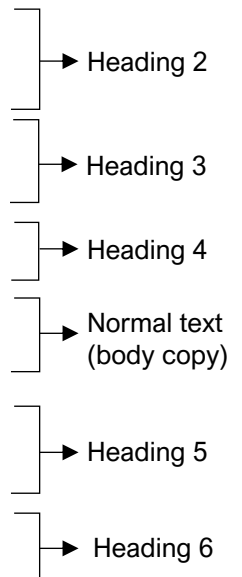
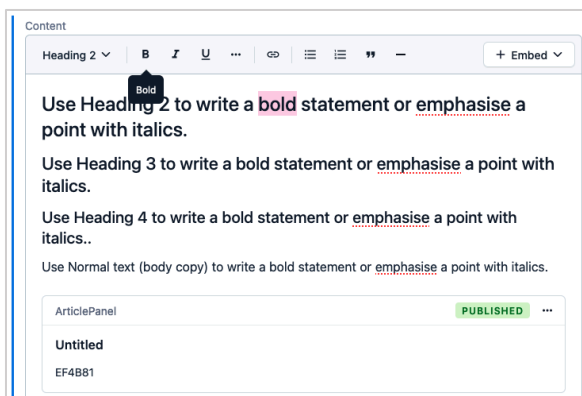
Learn how to apply the correct headings to articles on page 26.

2 TEXT FORMATTING

Most of the heading styles can have text formatting applied to them. All heading styles can be bolded or italicized.

Highlight the text and select the formatting type (italics or underline) from the content toolbar.

A preview of how the text formatting is displayed in each of the heading styles within an article entry in the app:



NOTE: Underlining text within articles should be avoided as it could be confused with hyperlinks.

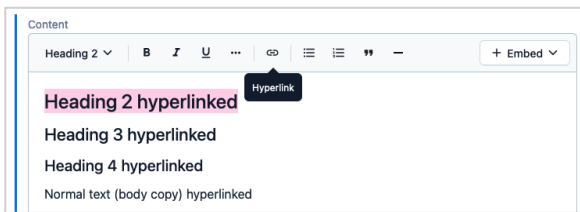
Rich text editor formatting bar - formatting

3

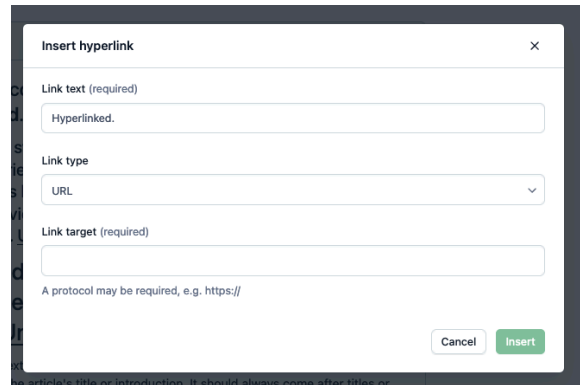


3 HYPER-LINKING IN-LINE TEXT

STEP 1: HIGHLIGHT TEXT, CLICK HYPERLINK CONTROL



STEP 2: SELECT LINK TYPE



STEP 3: PASTE URL IN LINK TARGET FIELD

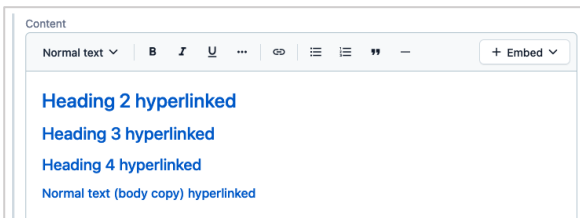


NOTE: Currently only URLs can be linked to text. Ensure Link Type is set to URL.

STEP 4: CLICK INSERT



This is how the hyperlinked text will be displayed in the content area:



A preview of how the hyperlinked text is displayed in each of the heading styles within an article entry in the app:

[Heading 2 hyperlinked](#)
[Heading 3 hyperlinked](#)
[Heading 4 hyperlinked](#)
[Normal text \(body copy\) hyperlinked](#)

NOTE: Currently only URLs can be linked to text. Ensure Link Type is set to URL.

Top tip: Prioritise CTAs

Think first if the link you want to include could be presented using a CTA instead of a hyperlink.

NOTE: Hyperlinking text in Headings 5 and 6 within ArticleQuote, ArticleCheatSheet or ArticlePanel entries should always be avoided.

Rich text editor formatting bar - formatting

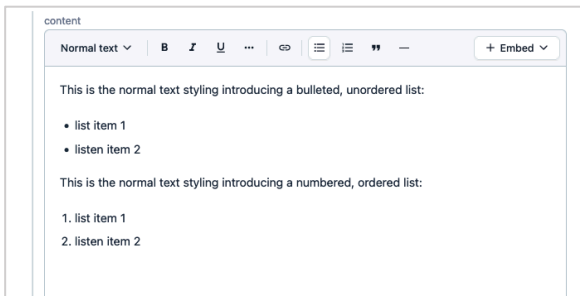


4 LISTS

Lists can only be displayed using normal text (body copy). There are two types of lists:

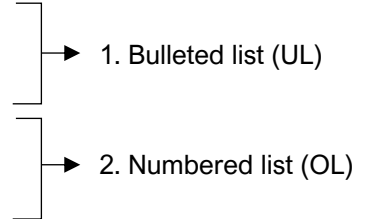
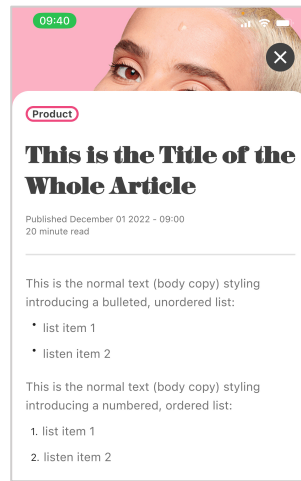
1. Unordered lists: bulleted
2. Ordered lists: numbered

**Choose the type of list from content toolbar.
Drop the line to create another list item.**



NOTE: It's not possible to nest lists.

A preview of how the lists are displayed in normal text within article entry.



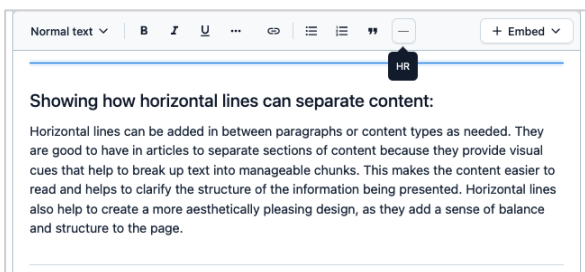
5 BLOCK QUOTES

Block quotes do not display when applied to text. Please see the ArticleQuote on page XX to see our bespoke design created to display quotes within articles.

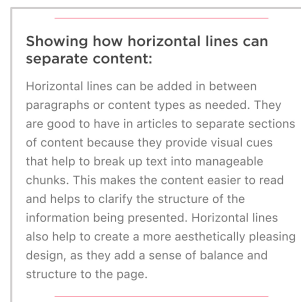
7 HORIZONTAL LINES

Horizontal lines can be added in between paragraphs or content types as needed. They are good to have in articles to separate sections of content because they provide visual cues that help to break up text into manageable chunks. This makes the content easier to read and helps to clarify the structure of the information being presented. Horizontal lines can help add a sense of balance and structure to the page.

**Place the cursor at the section of the article you would like the horizontal line to be displayed.
Select the horizontal line button from the content toolbar.**

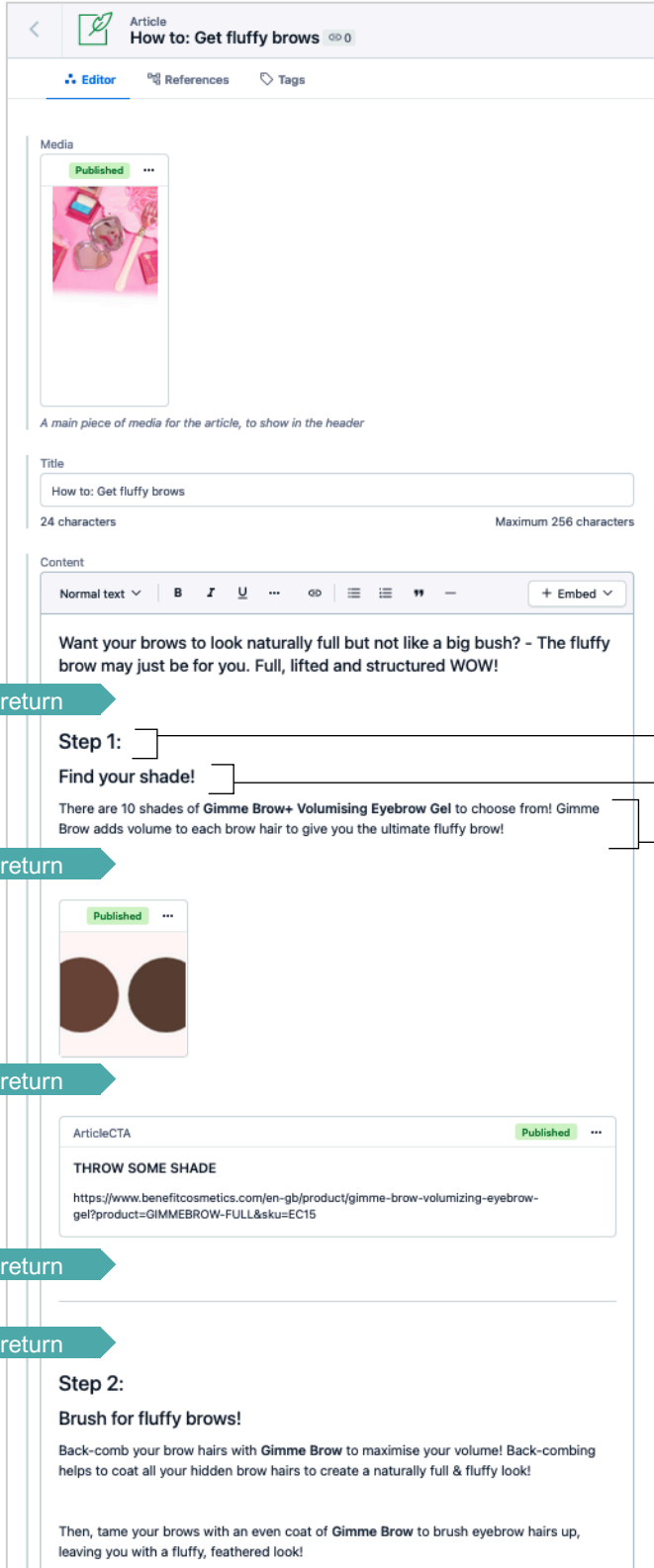


A preview of how the horizontal lines are displayed to separate content within an article entry.



Rich text editor formatting bar – formatting tips

Content added to articles require specific formatting to ensure everything displays correctly in the app.



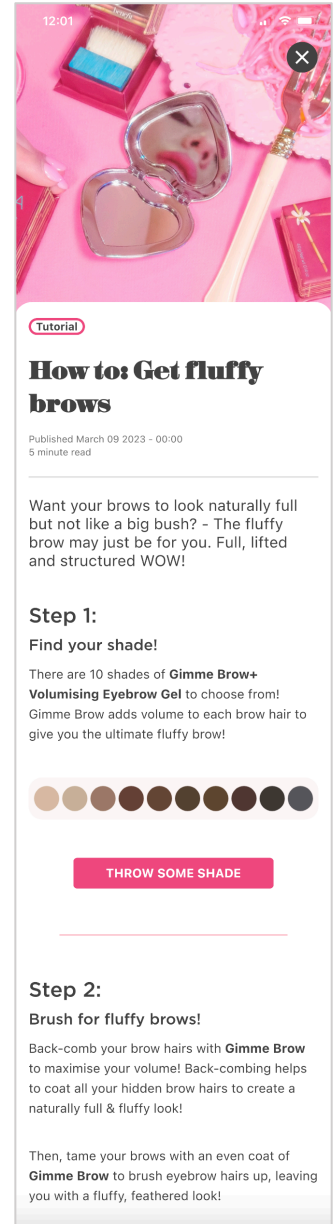
Keep title to 3 lines (50 characters)

Introductory paragraph: **Heading 4**

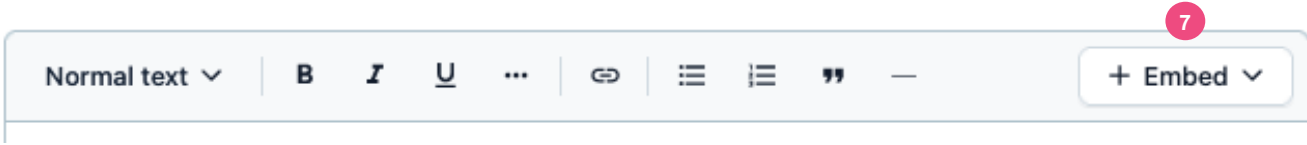
Titles: **Heading 2**

Subtitles: **Heading 3**

Body copy: **Normal text**



Rich text editor: embed entry



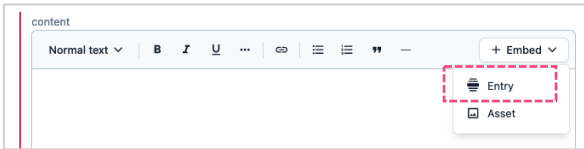
7 EMBED

The embed control in the rich text editor formatting bar allows you to insert entries and assets into an article. From here, you can create new entries to insert, insert existing entries, insert assets from the media library or add new assets to insert into an article.

7A EMBED ENTRY

In Contentful, an entry is a piece of content with a pre-set structure that you can add content to. They're little templates which can be used to present combinations image and text to suit specific content needs. For the Beneloves app, 9 content types have been created to include things like products, before and after images, video, buttons and more. The embed dropdown is the way that you can insert and link entries into articles. From here, you can create new entries or re-use ones that have already been published.

STEP 1: CLICK EMBED ENTRY



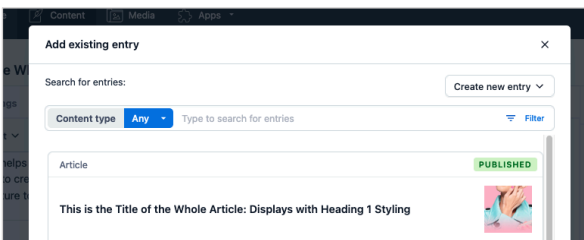
Learn more: Content types

Learn about the content types on page 33.

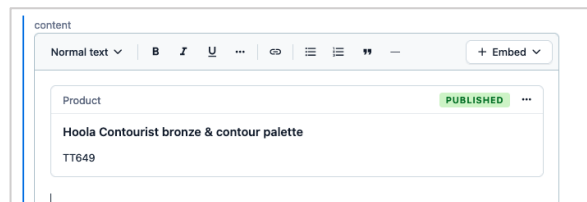
2A. EMBED AN EXISTING ENTRY

STEP 2A: SELECT AN ENTRY FROM THE LIST

The entry overlay allows you to sort, search or filter through existing entries. **Click on the entry to embed.**



This is how an entry is displayed in the rich text editor.



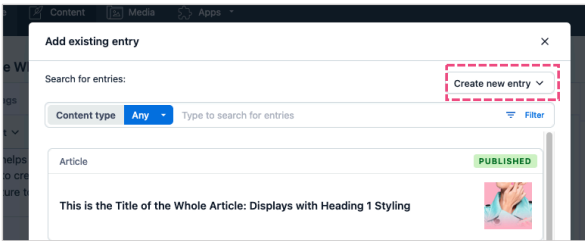
Top tip: Entry overlay features

You can sort existing entries which appear in the list by clicking the blue 'Any' button to reveal all the content types. You can search entries by keyword. There are a range of filters you can apply to the list such as calendar date, or by the person who created the entry.

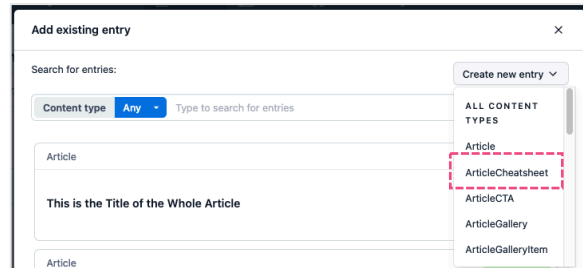
Rich text editor: embed entry

2B. CREATE A NEW ENTRY TO EMBED

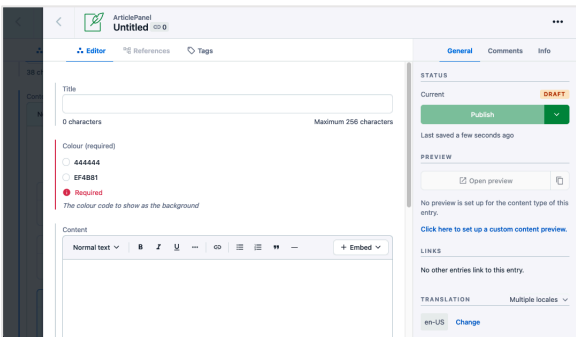
STEP 2B: 1. CLICK CREATE NEW ENTRY



STEP 2B: 2. SELECT TYPE OF ENTRY



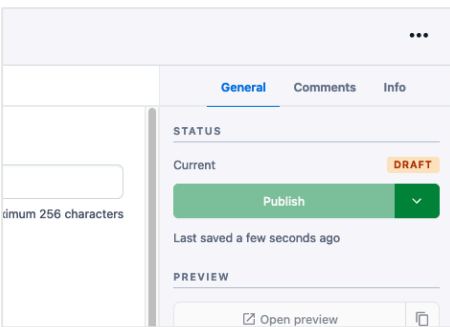
STEP 2B: 3. ENTER THE ENTRY CONTENT



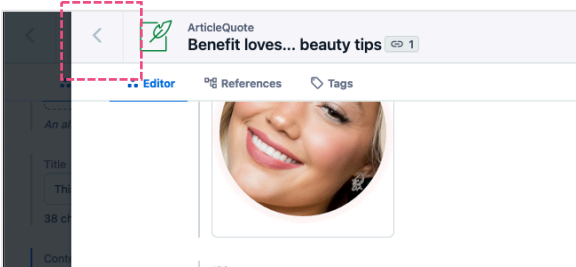
Learn more: Content types

See how content is added to the different content types by reading through the content types sections (33)

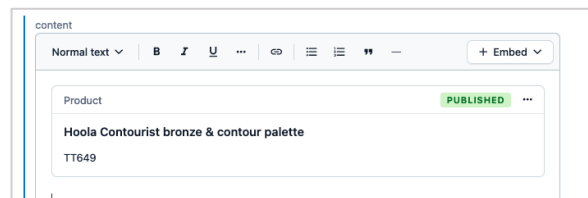
STEP 2B: 4. CLICK PUBLISH



STEP 2B: 5. CLICK THE BACK CHEVRON



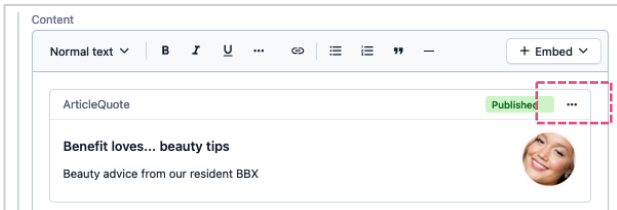
This is how an entry is displayed in the rich text editor or content area.



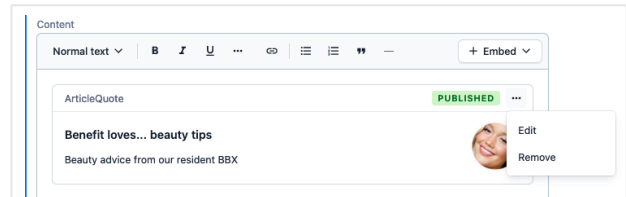
Rich text editor: editing embedded entries

Once an existing entry has been inserted into the rich text editor by embedding it, the entry can be removed or edited directly from the rich text editor.

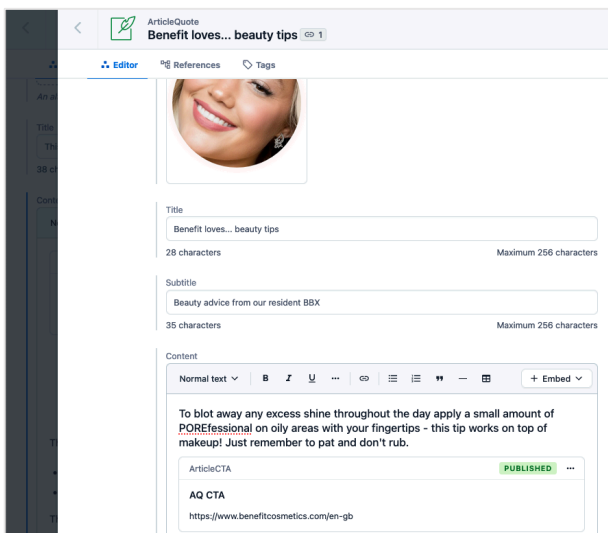
STEP 1: CLICK THREE DOTS ON THE ENTRY



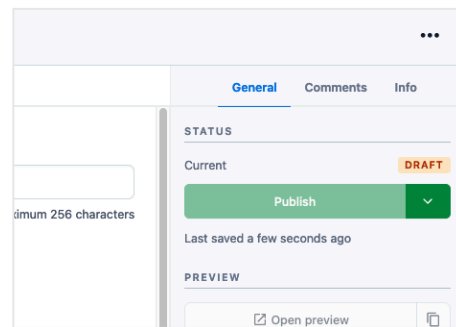
STEP 2: SELECT EDIT



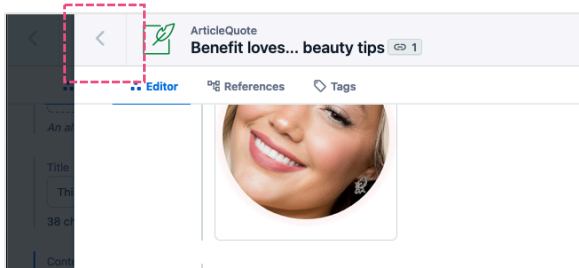
STEP 3: EDIT CONTENTS OF THE ENTRY



STEP 4: CLICK PUBLISH



STEP 5: CLICK THE BACK CHEVRON



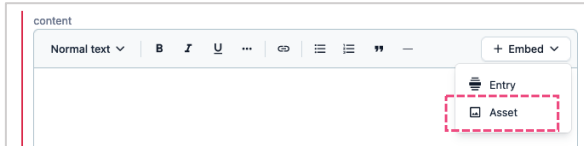
NOTE: When editing an existing entry, be mindful that if the entry has been featured inside more than one article, your edits will change and be displayed in every instance it's in.

Rich text editor: embed asset

7B EMBED ASSET

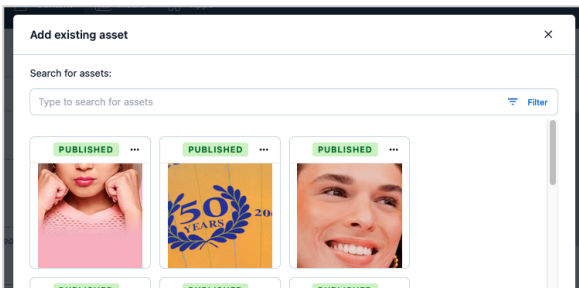
The embed dropdown is the way that you can insert and link assets into articles. From here, you can insert assets from the media library or add new assets to the media library to insert.

STEP 1: CLICK EMBED ASSET

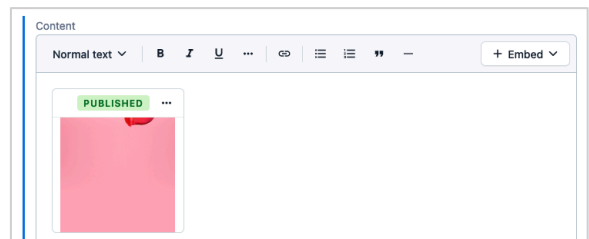


2A. EMBED AN EXISTING ASSET

STEP 2A: SELECT AN ASSET FROM THE LIST



This is how an asset will be displayed in the rich text editor.



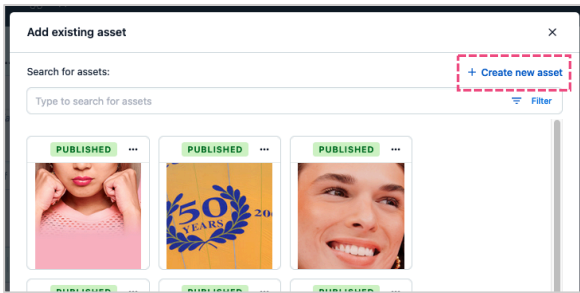
Top tip: Asset overlay features

You can search assets by keyword. There are a range of filters you can apply to the list such as image width, height or file size to find an asset which matches the appropriate location you're adding and image to.

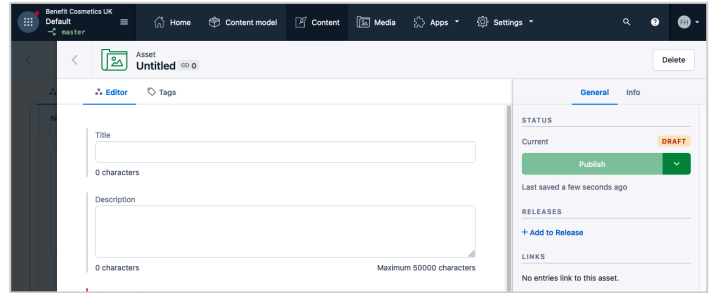
Rich text editor: embed asset

2B. CREATE A NEW ASSET TO EMBED

STEP 2B: 1. CLICK CREATE NEW ASSET

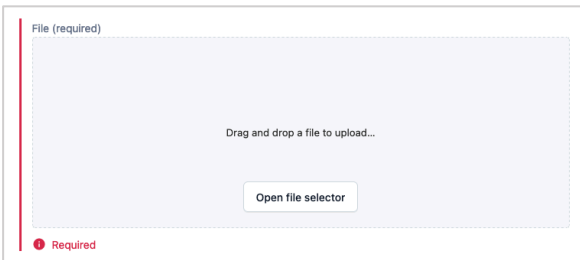


STEP 2B: 2. ENTER THE ASSET TITLE AND DESCRIPTION

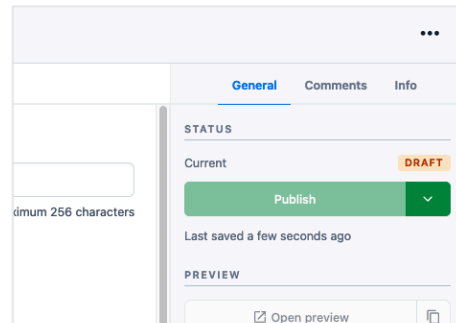


NOTE: If you're adding new media, this overlay will be used to create a new asset to add to your entry.

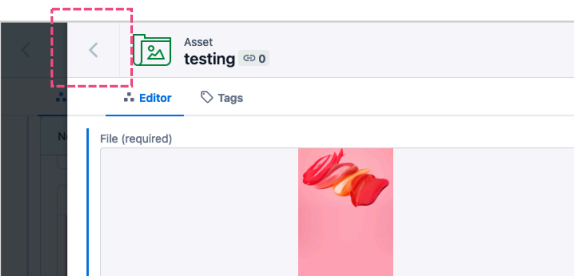
STEP 2B: 3. DRAG AND DROP AN IMAGE FILE



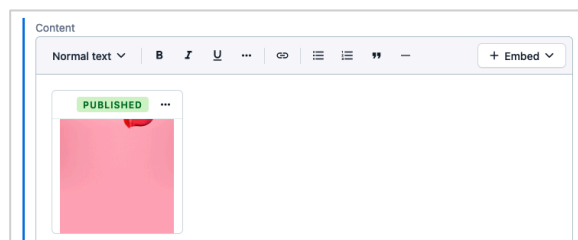
STEP 2B: 4. CLICK PUBLISH



STEP 2B: 5. CLICK THE BACK CHEVRON



This is how an asset will be displayed in the rich text editor.



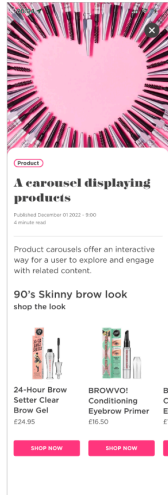
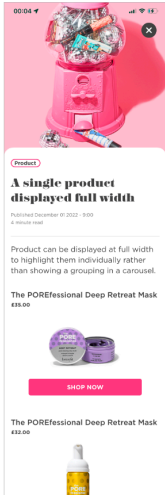
Content types

Content types: Overview

When entries are published using the content types, they are saved in the content library and will be ready to embed into articles.

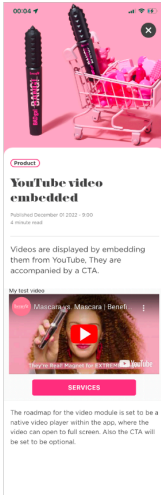
There are 9 content types that can be used to create entries with. Below are examples of how the content types could look when embedded into an article.

Product



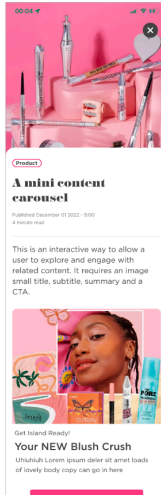
Product carousel

Video



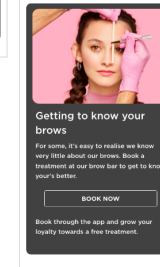
Before and after

Content gallery



Quotes

Dos and Don'ts



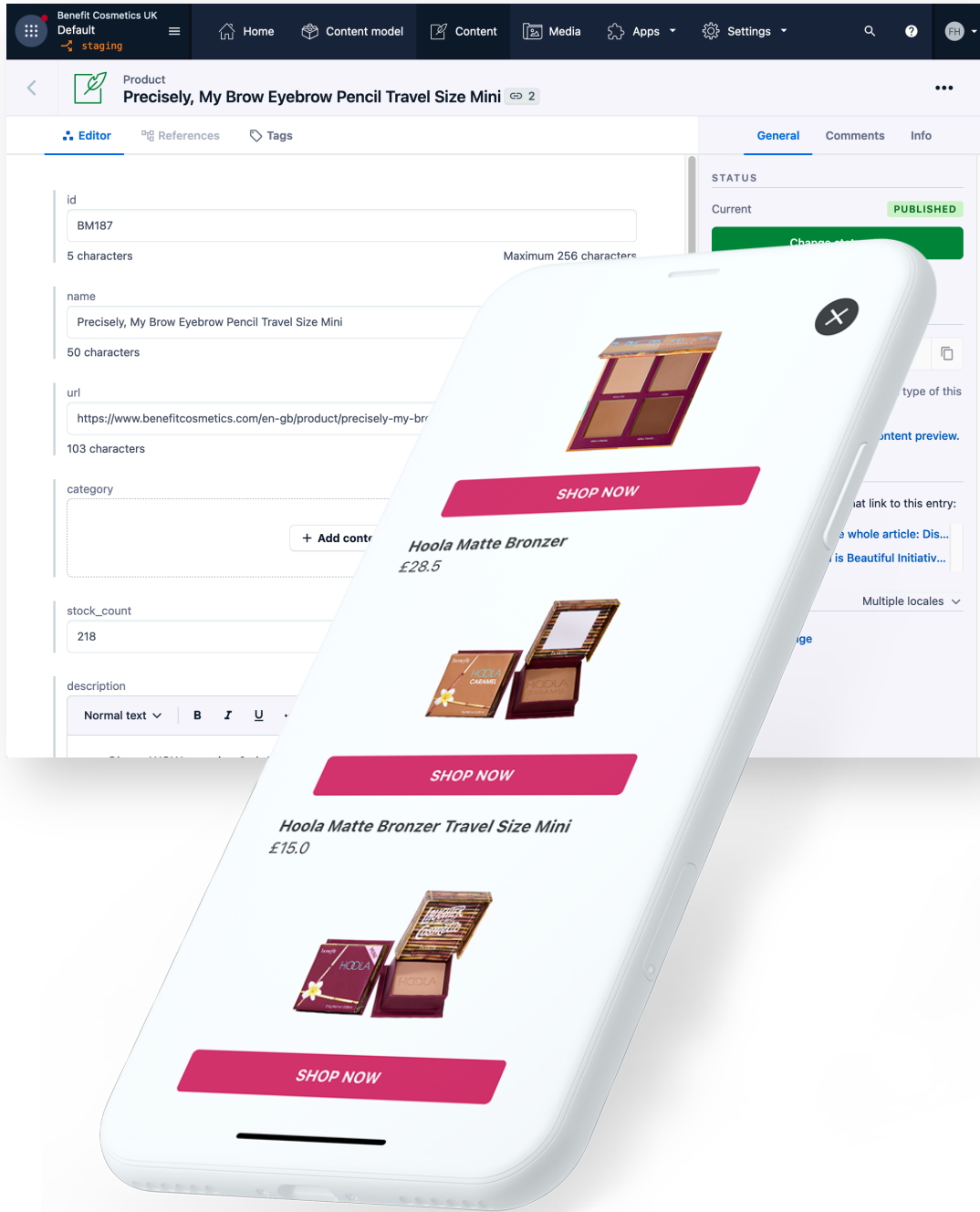
Article panels

CTA



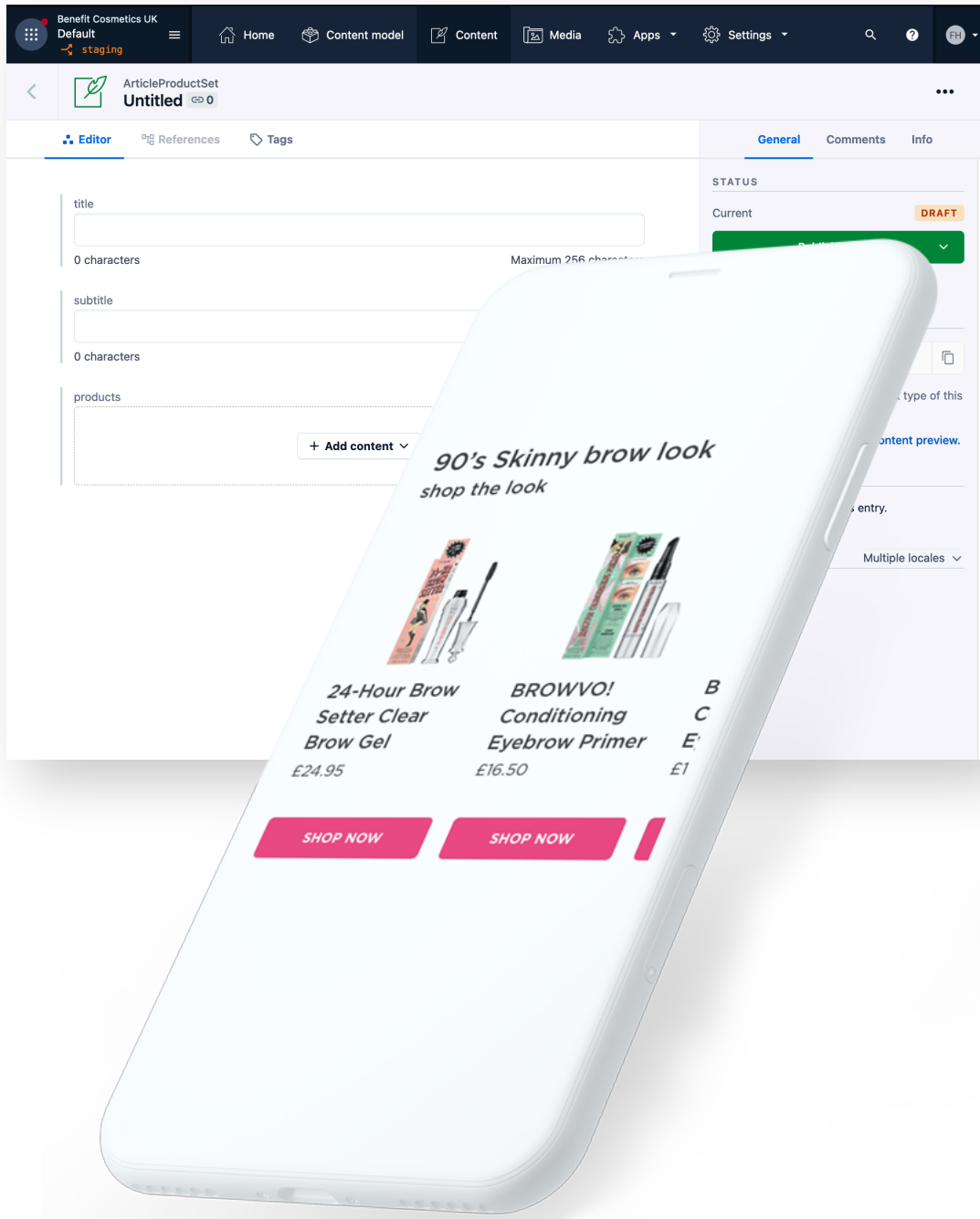
Content types: Product

Products are content types used to create entries of unique products. Benefit product entries are automatically generated from the Benefit website so there is no need to have to publish these entries. Products are added as existing entries only.



Content types: ArticleProductSet

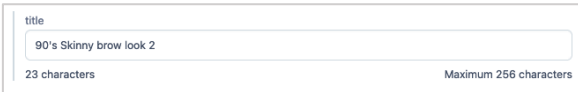
The ArticleProductSet is a content type that presents Product entries inside a carousel within an article. This is a space-saving alternative to displaying groupings of products directly into a page. It offers an interactive way to allow a user to explore and engage with related products without having to scroll down the screen.



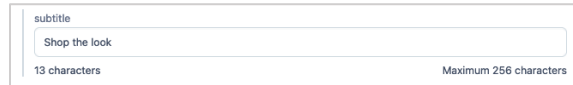
Content types: ArticleProductSet guide

The ArticleProductSet is a content type that presents Product entries inside a carousel within an article. This is a space-saving alternative to displaying groupings of products directly into a page. It offers an interactive way to allow a user to explore and engage with related products without having to scroll down the screen.

STEP 1: ADD TITLE

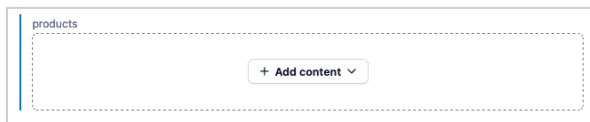


STEP 2: ADD SUBTITLE

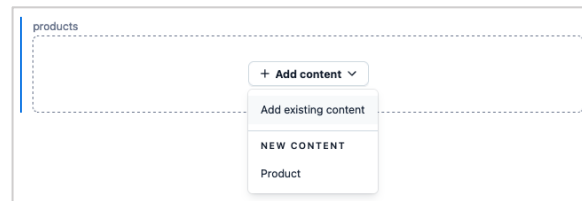


3. ADD PRODUCTS

STEP 3A: CLICK + ADD CONTENT

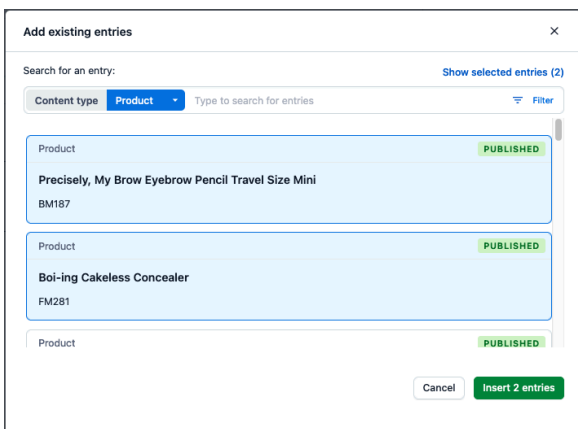


STEP 3B: SELECT EXISTING CONTENT

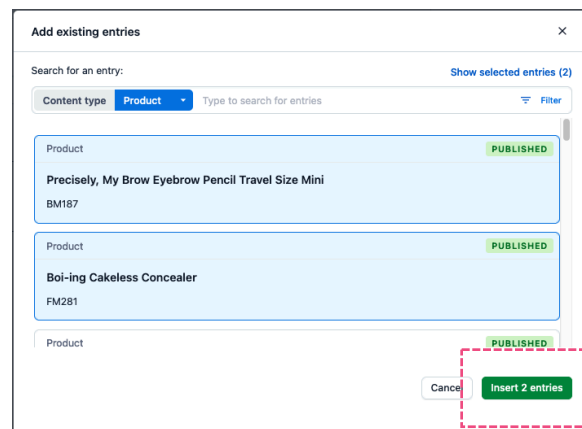


NOTE: Products are always embedded from existing content.

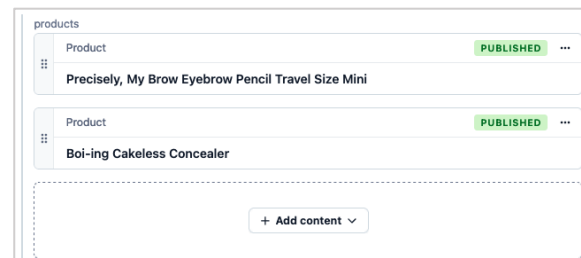
STEP 3C: SELECT PRODUCTS TO ADD



STEP 3D: CLICK INSERT



This is how the Products will be displayed in the ArticleProductSet entry.



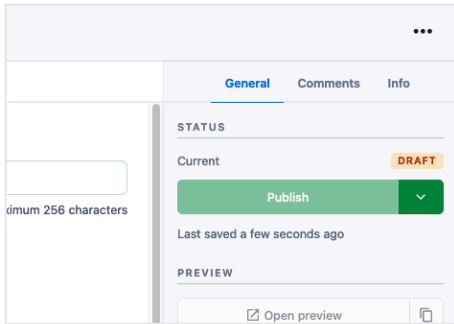
Top tip: Entry overlay features

The entry overlay allows for you to search or filter through existing products. The entry overlay opens pre-sorted by Products content type. Select more than one Product entry. Press insert after the selection has been made.

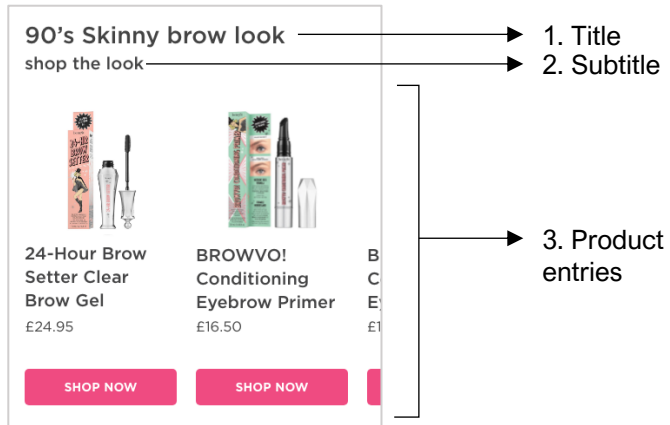
Content types: ArticleProductSet guide

The ArticleProductSet is a content type that presents Product entries inside a carousel within an article. This is a space-saving alternative to displaying groupings of products directly into a page. It offers an interactive way to allow a user to explore and engage with related products without having to scroll down the screen.

STEP 4: CLICK PUBLISH



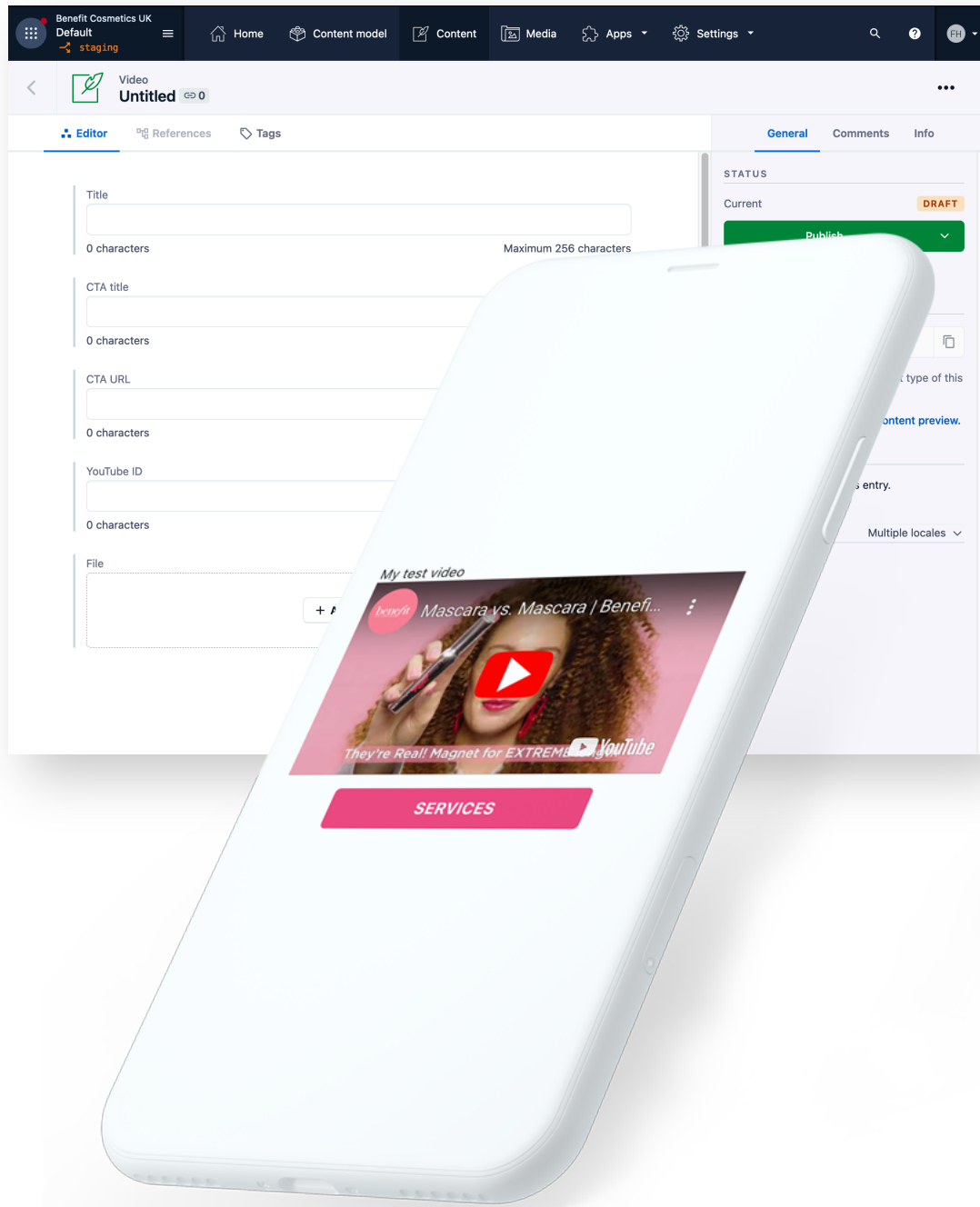
A preview of how an ArticleProductSet entry is displayed in an article entry:



NOTE: It's not possible to change the CTA that appears with products. It will always say SHOP NOW.

Content types: Video

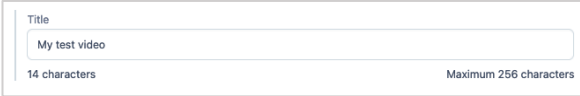
The Video content type is used to create entries that display embedded YouTube videos to place within an article entry.



Content types: Video guide

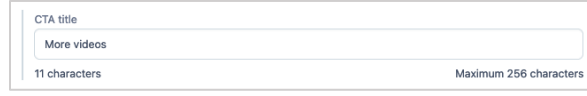
The Video content type is used to create entries that display embedded YouTube videos to place within an article entry.

STEP 1: ADD TITLE



NOTE: Currently the video title for the video content type is not styled. Until this is updated, type at least one empty space with the space bar key to ensure that nothing will be displayed in the title field.

STEP 2: ADD CTA TITLE

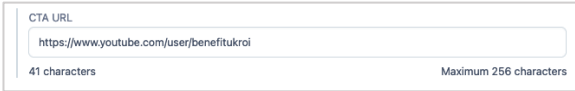


NOTE: This is the label that shows up on your button.

Learn more: CTA tips

Follow the tips for writing CTA titles on page 60.

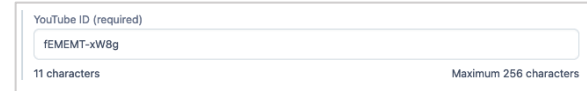
STEP 3: ADD CTA URL



Top tip: Check your links

Double check your links to make sure they work.

STEP 4: YOUTUBE ID

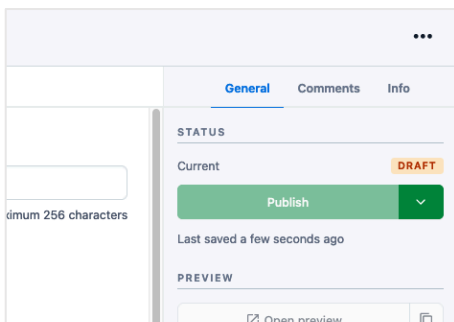


NOTE: The YouTube ID can be found at the end of the video's URL. It is made up of 11 characters that come after the = sign (EXCLUDING the = sign).

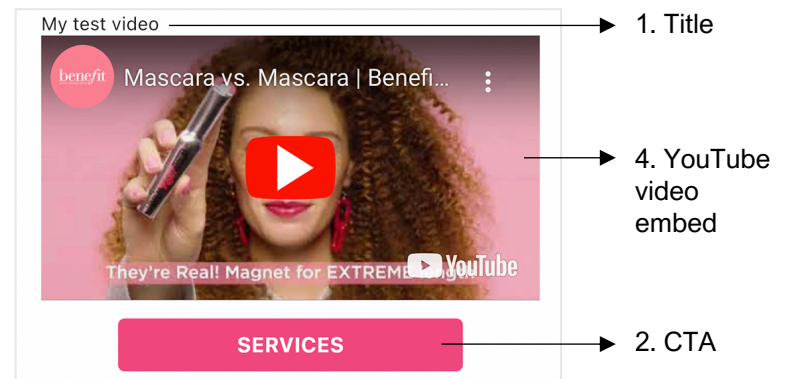
`https://www.youtube.com/watch?v=fEMEMT-xW8g`

YouTube ID

STEP 5: CLICK PUBLISH



A preview of how an ArticlePanel is displayed in an article entry in the app:



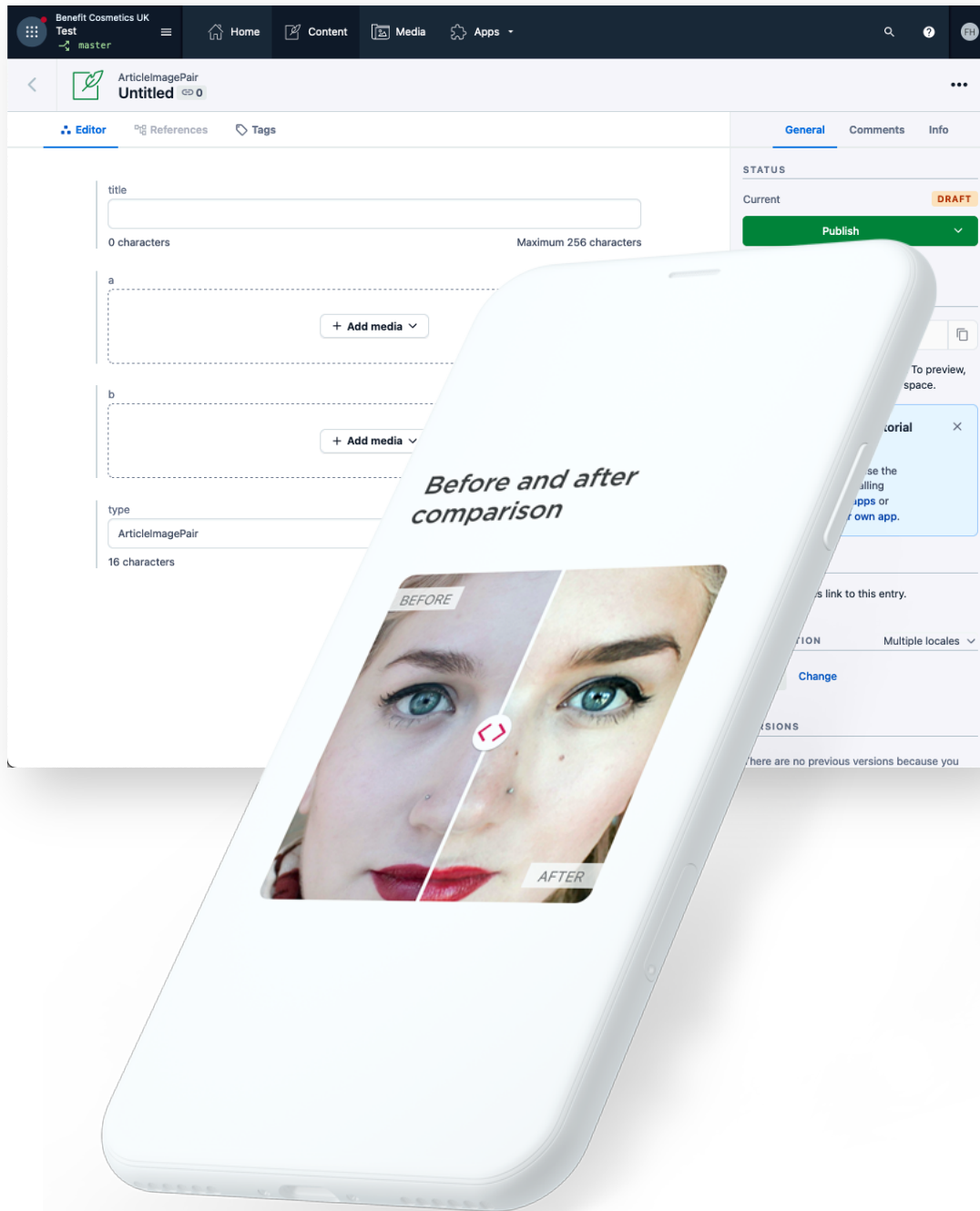
1. Title

2. CTA

4. YouTube video embed

Content types: ArticleImagePair

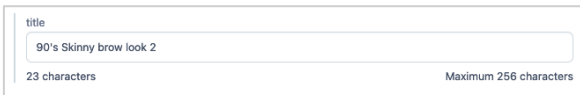
The ArticleImagePair is a content type created to make entries that present two images on top of one another with a vertical handle allowing a user to show or hide parts of either image. It is meant to be used for before and after looks.



Content types: ArticleImagePair guide

The ArticleImagePair is a content type created to make entries that present two images on top of one another with a vertical handle allowing a user to show or hide parts of either image. It is meant to be used for before and after looks.

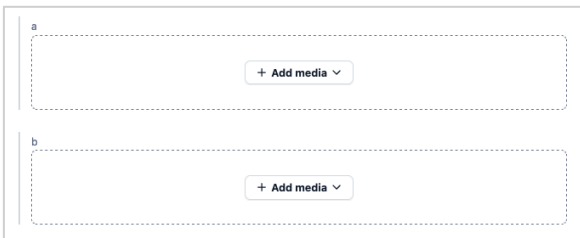
STEP 1: ADD TITLE



A screenshot of the title field in the Contentful editor. The field is labeled 'title' and contains the text '90's Skinny brow look 2'. Below the text, it shows '23 characters' on the left and 'Maximum 256 characters' on the right.

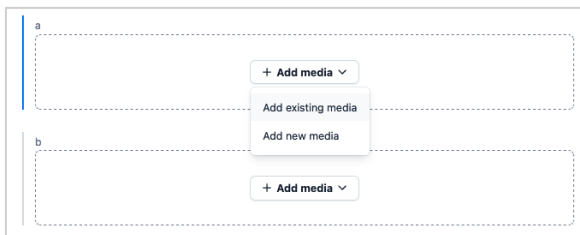
2A. ADD MEDIA FOR A AND B IMAGE

STEP 2A: CLICK ON +ADD MEDIA



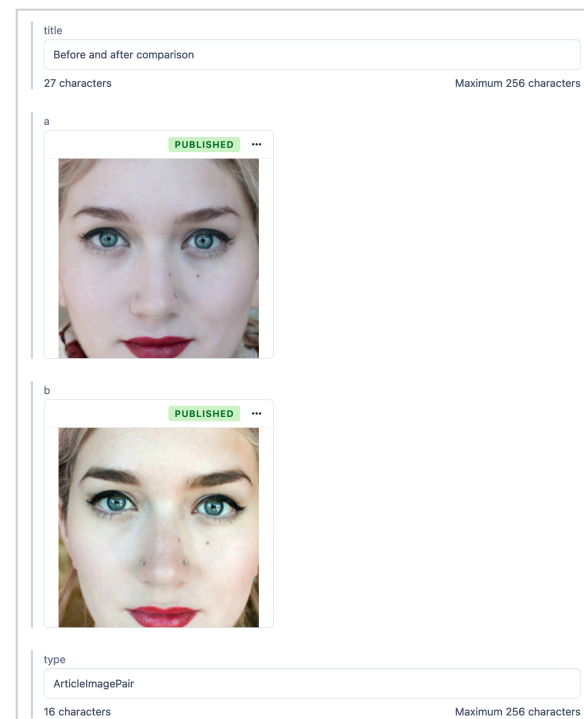
A screenshot of the media selection interface for the ArticleImagePair content type. It shows two sections, 'a' and 'b', each with a dashed border and a '+ Add media' button with a dropdown arrow.

STEP 2B: SELECT ADD EXISTING MEDIA OR ADD NEW MEDIA



A screenshot of the media selection interface for the ArticleImagePair content type. The dropdown menu for the '+ Add media' button is open, showing three options: '+ Add media', 'Add existing media', and 'Add new media'. The 'Add existing media' option is highlighted.

This is how the article image pair will be displayed in the entry.



A screenshot of the ArticleImagePair content type entry in the Contentful editor. The title field contains 'Before and after comparison' (27 characters). The 'a' and 'b' sections each contain a published image of a woman's face. The 'type' field at the bottom contains 'ArticleImagePair' (16 characters).

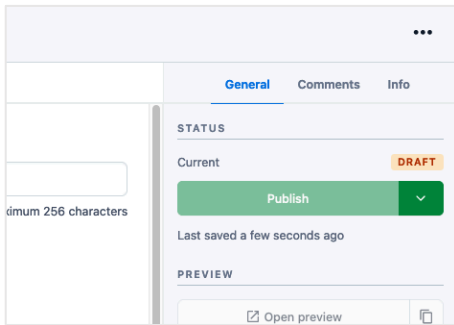
Learn more: Adding media

- Learn how to add existing media on page 30.
- Learn how to add new media on page 31.

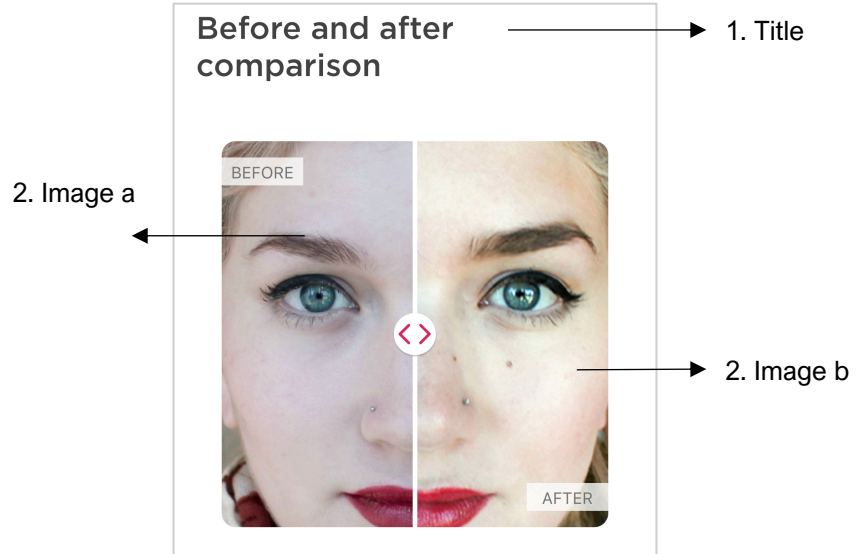
Content types: ArticleImagePair guide

The ArticleImagePair is a content type created to make entries that present two images on top of one another with a vertical handle allowing a user to show or hide parts of either image. It is meant to be used for before and after looks.

STEP 3: CLICK PUBLISH



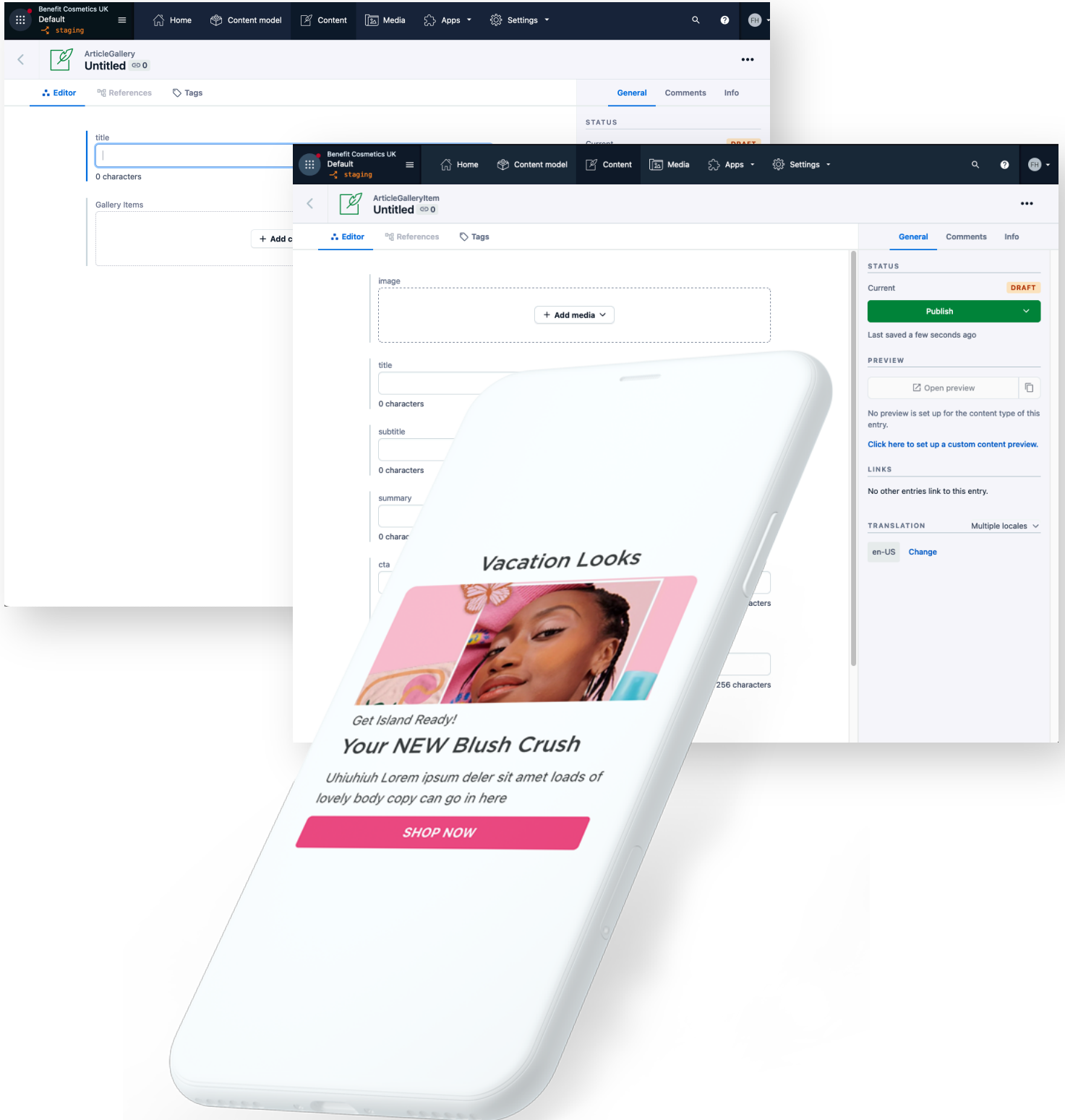
A preview of how an ArticleImagePair entry is displayed in an article entry:



NOTE: The before and after labels are built into the ArticleImagePair content type

Content types: ArticleGalleryItem & Article Gallery

ArticleGallery is a content type that presents ArticleGalleryItems inside a carousel within an article. ArticleGalleryItems are entries which can only be added to the ArticleGallery. This is an interactive way to allow a user to explore and engage with related content.



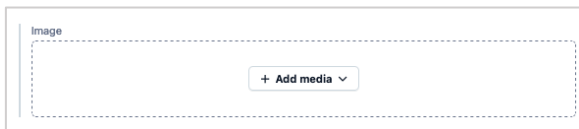
Content types: ArticleGalleryItem guide

ArticleGalleryItems are entries which can only be added to the ArticleGallery. They cannot be published on their own.

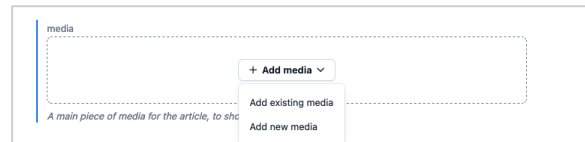
CREATE ARTICLE GALLERY ITEMS TO BE USED IN YOUR ARTICLE GALLERY

1. ADD MEDIA

STEP 1A: CLICK ON +ADD MEDIA



STEP 1B: SELECT ADD EXISTING MEDIA OR ADD NEW MEDIA



STEP 2: ADD TITLE

title

17 characters Maximum 256 characters

Learn more: Adding media

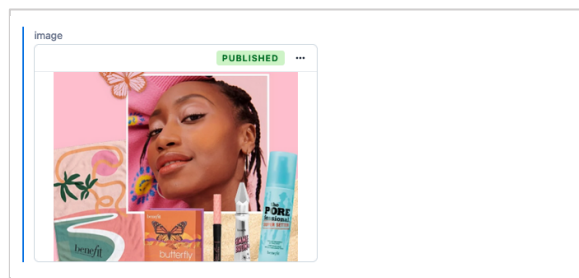
- Learn how to add existing media on page 30.
- Learn how to add new media on page 31.

STEP 3: ADD SUBTITLE

subtitle

20 characters Maximum 256 characters

This is how the asset will be displayed in the entry once entered.



STEP 4: ADD SUMMARY

summary

76 characters Maximum 256 characters

STEP 5: ADD CTA TITLE

CTA

0 characters Maximum 256 characters

Text to show on the 'call to action' button

Learn more: CTA tips

Follow the tips for writing CTA titles on page 60.

NOTE: This is the label that shows up on your button.

Content types: ArticleGalleryItem guide

ArticleGalleryItems are entries which can only be added to the ArticleGallery. They cannot be published on their own.

STEP 6: ADD URL

CTA URL

38 characters Maximum 256 characters

The URL to which the CTA button should link

Top tip: Check your links

Double check your links to make sure they work.

STEP 7: CLICK PUBLISH

General Comments Info

STATUS


Current DRAFT

Last saved a few seconds ago

PREVIEW

Open preview

A preview of how an ArticleContentItem is displayed in ArticleGallery in the app:



1. Media

Get Island Ready! 2. Title

Your NEW Blush Crush 3. Subtitle

Uhiuhuh Lorem ipsum deler sit amet loads of lovely body copy can go in here 4. Summary

5. CTA

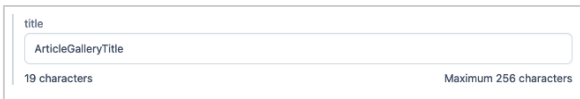
NOTE: An ArticleGalleryItem will not appear unless it's added with another an ArticleGalleryItem.

Content types: ArticleGallery guide

ArticleGallery is a content type that presents ArticleGalleryItems inside a carousel within an article. ArticleGalleryItems are entries which can only be added to the ArticleGallery. This is an interactive way to allow a user to explore and engage with related content.

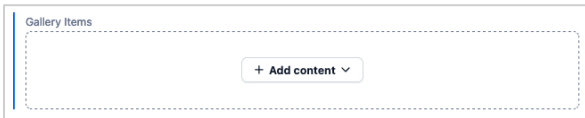
CREATE ARTICLE GALLERY TO HOUSE THE ARTICLE GALLERY ITEMS

STEP 1: ADD TITLE

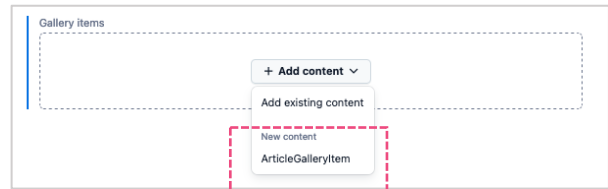


2A: ADD A NEW ARTICLE GALLERY ITEM

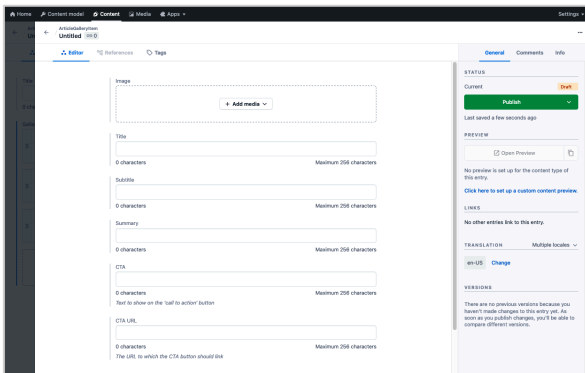
STEP 2A: 1. CLICK + ADD CONTENT



STEP 2A: 2. SELECT ARTICLE GALLERY ITEM



STEP 2A: 3. CREATE NEW ARTICLE GALLERY ITEM



Learn more: Create new ArticleGalleryItem

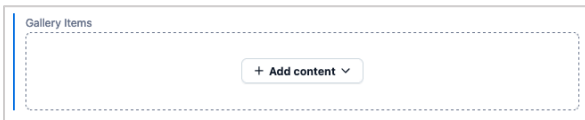
You can create a new ArticleGalleryItem directly from the ArticleGallery entry page. Learn how to add content on page 44.

Content types: ArticleGallery guide

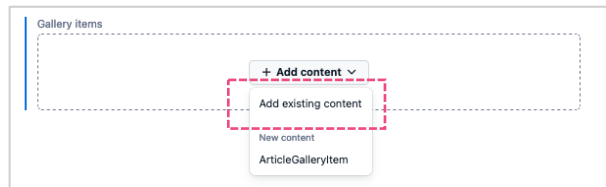
ArticleGallery is a content type that presents ArticleGalleryItems inside a carousel within an article. ArticleGalleryItems are entries which can only be added to the ArticleGallery. This is an interactive way to allow a user to explore and engage with related content.

2B. ADD AN EXISTING ARTICLE GALLERY ITEM

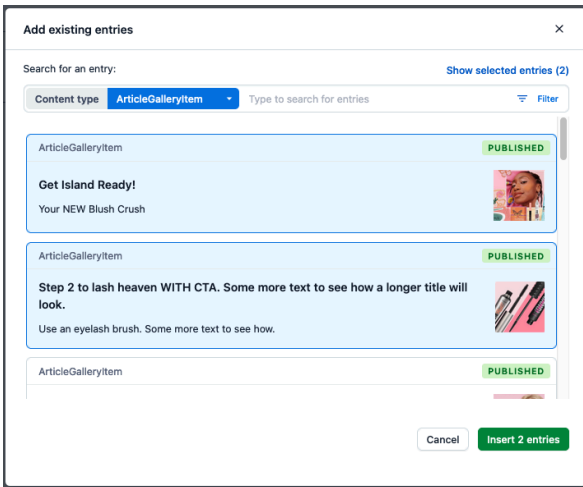
STEP 2B: 1. CLICK + ADD CONTENT



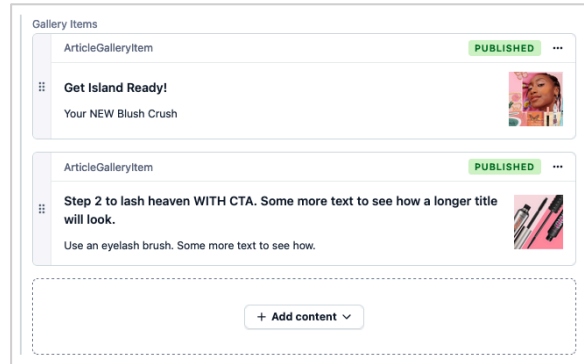
STEP 2B: 2. SELECT ARTICLE GALLERY ITEM



STEP 2B: 3. SELECT ARTICLE GALLERY ITEM



This is how the ArticleGalleryItems will be displayed in the ArticleGallery entry.



NOTE: You can add more than one article gallery item at this stage if they are already published. When you're finished choosing, click on the insert button.

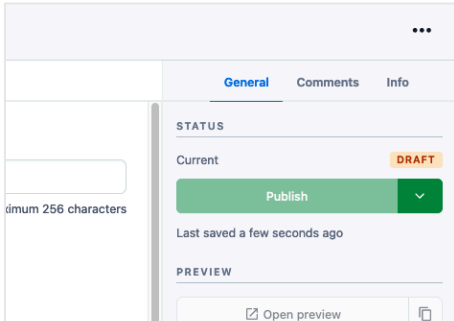
Top tip: Entry overlay features

You can sort existing entries which appear in the list by clicking the blue 'Any' button to reveal all the content types. You can search entries by keyword. There are a range of filters you can apply to the list such as calendar date, or by the person who created the entry.

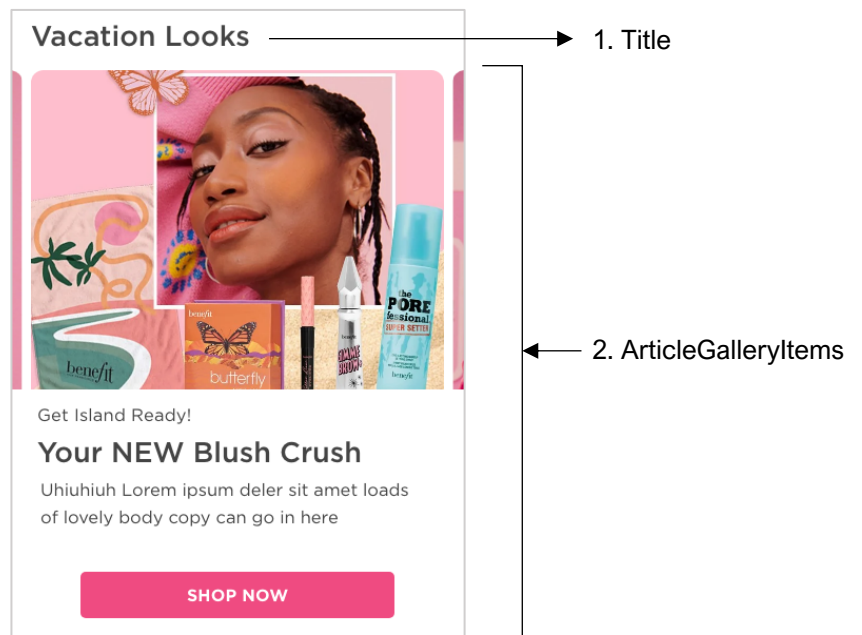
Content types: ArticleGallery guide

ArticleGallery is a content type that presents ArticleGalleryItems inside a carousel within an article. ArticleGalleryItems are entries which can only be added to the ArticleGallery. This is an interactive way to allow a user to explore and engage with related content.

STEP 3: CLICK PUBLISH

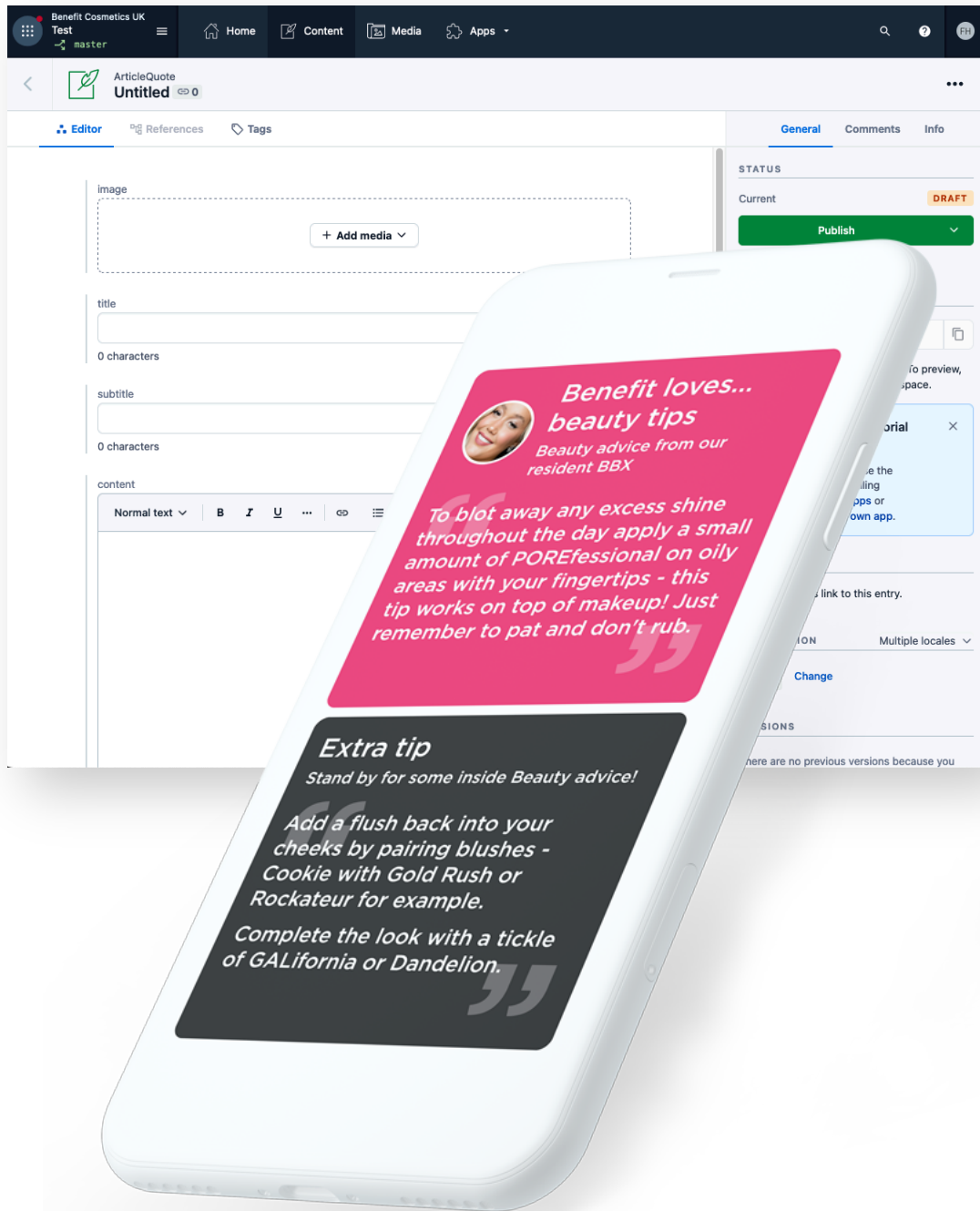


A preview of how ArticleContentItems are displayed in an ArticleGallery in the app:



Content types: ArticleQuote

The ArticleQuote content type are used to create entries that help emphasise a particular message or statement by making it more impactful and memorable to the user. ArticleQuotes can help visually break up an article. They are good for presenting quotes or tips in short form.

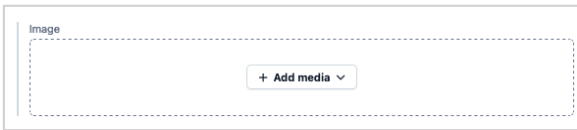


Content types: ArticleQuote guide

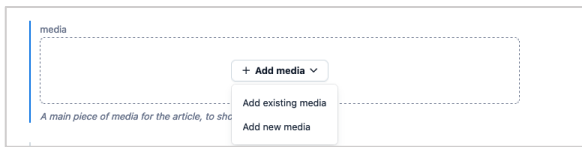
The ArticleQuote content type are used to create entries that help emphasise a particular message or statement by making it more impactful and memorable to the user. ArticleQuotes can help visually break up an article. They are good for presenting quotes or tips in short form.

1. ADD MEDIA

STEP 1A: CLICK ON +ADD MEDIA



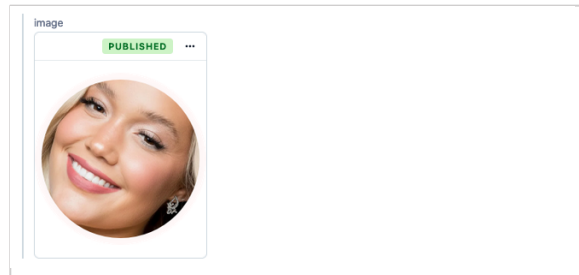
STEP 1B: SELECT ADD EXISTING MEDIA OR ADD NEW MEDIA



Learn more: Adding media

- Learn how to add existing media on page 30.
- Learn how to add new media on page 31.

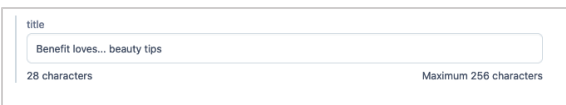
This is how the asset will be displayed in the entry if entered.



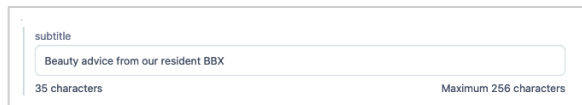
Top tip: ArticleQuote image

Adding an image works when relating the quote to a person, otherwise the image can be excluded to present a tip or a short message to highlight within an article.

STEP 2: ADD TITLE

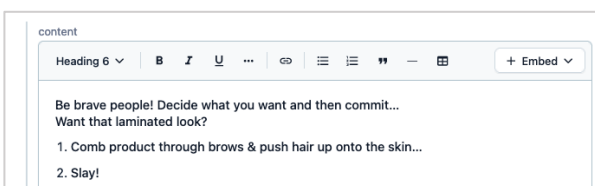


STEP 3: ADD SUBTITLE



STEP 4: ADD CONTENT

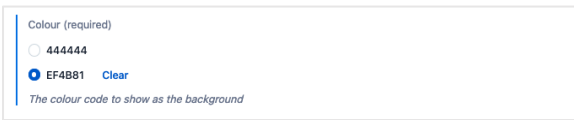
Type the copy that will be displayed within the quotations into the rich text editor. This copy must be styled using Heading 6 to ensure it is displayed correctly in white.



Content types: ArticleQuote guide

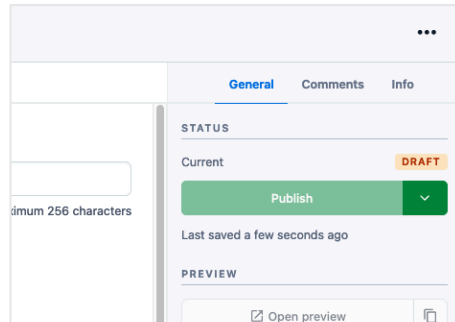
The ArticleQuote content type are used to create entries that help emphasise a particular message or statement by making it more impactful and memorable to the user. ArticleQuotes can help visually break up an article. They are good for presenting quotes or tips in short form.

STEP 5: SELECT BACKGROUND COLOUR

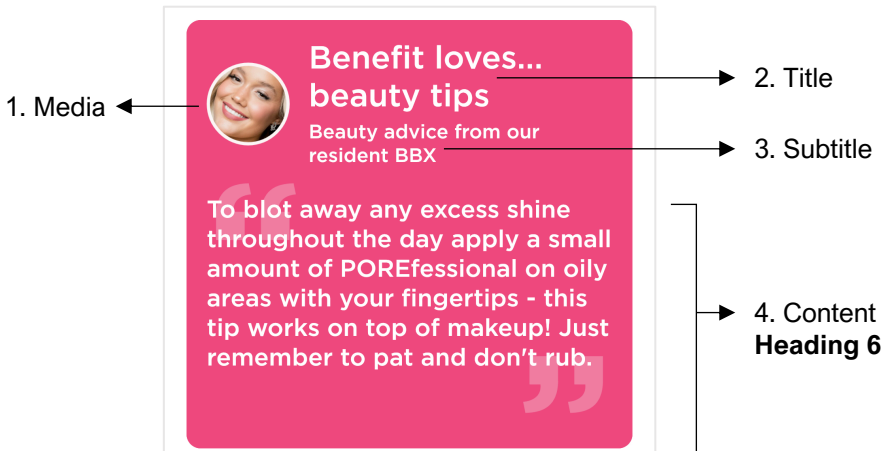


NOTE: #444444 = gray / #EF4B81 = pink

STEP 6: CLICK PUBLISH



A preview of how an Articlequote is displayed with an image in an article entry within the app:



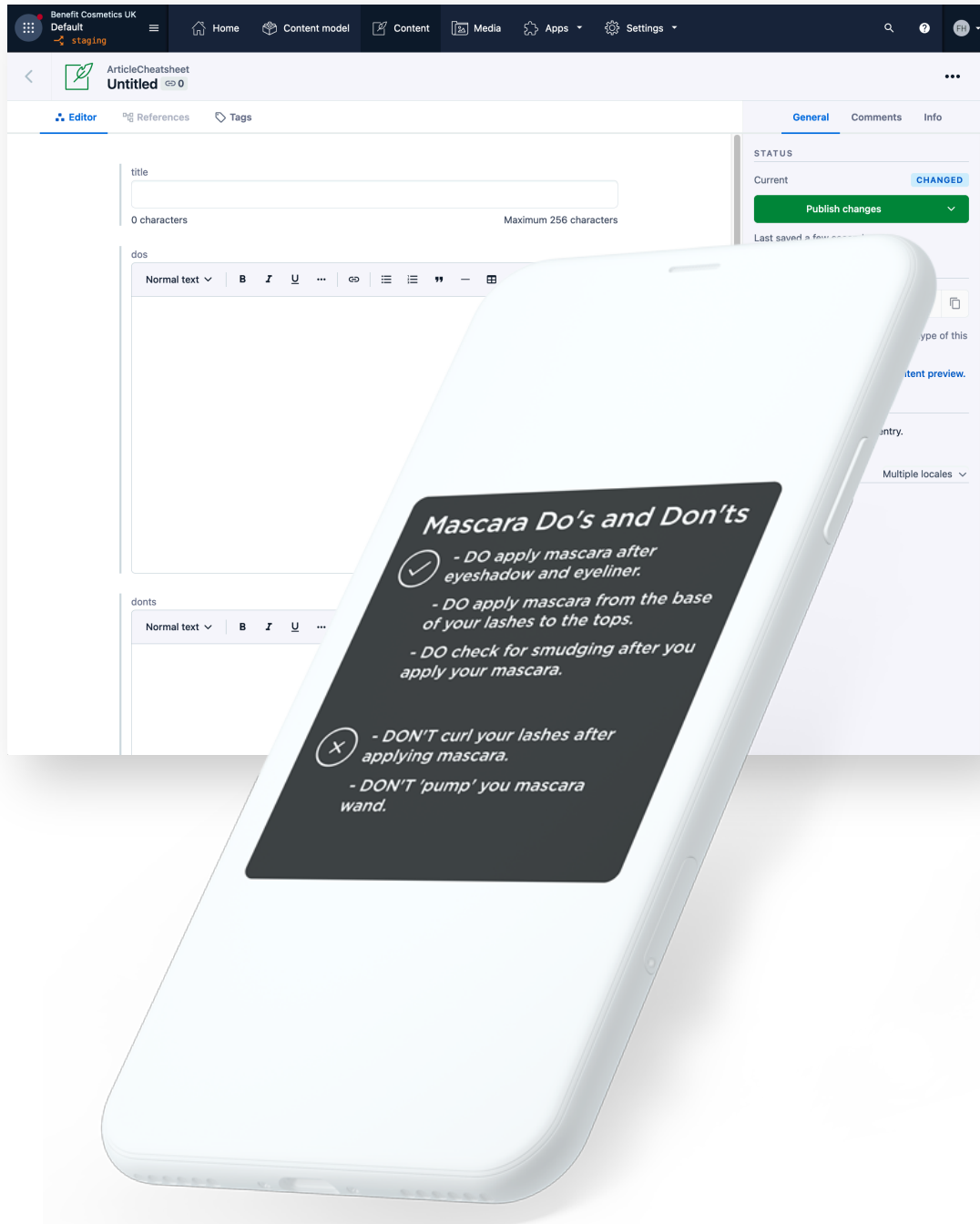
NOTE: It's very important the the copy in the content section is formatted in **Heading 6** in order to ensure that it is displayed in white text and not black text.

An example of how an ArticleQuore is displayed without an image in an article entry within the app.



Content types: ArticleCheatSheet

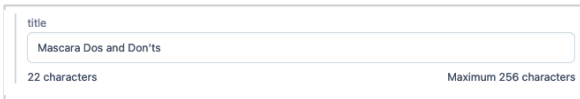
The ArticleCheatSheet content type is used to create entries that present do's and don't tips within an article. This content type offers a clear, concise and accessible way to communicate to the user ways of doing something against ways of not doing something. ArticleCheatSheets can help visually break up an article.



Content types: ArticleCheatSheet guide

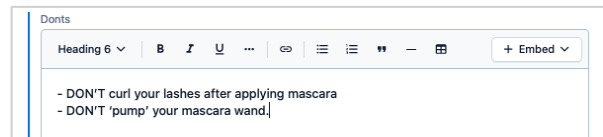
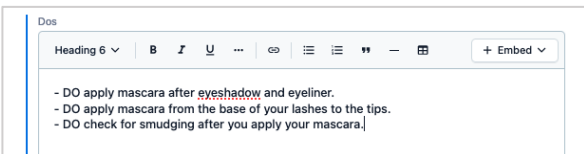
The ArticleCheatSheet content type is used to create entries that present do's and don't tips within an article. This content type offers a clear, concise and accessible way to communicate to the user ways of doing something against ways of not doing something. ArticleCheatSheets can help visually break up an article.

STEP 1: ADD TITLE



STEP 2: ADD DOS AND DON'TS

This will be text entered into the rich text editor or content area. The copy must be formatted using **Heading 6**. Type a dash (-) and a space before each do and don't list item OR use the bulleted list (UL) OR use the numbered list (UL) from the formatting toolbar.



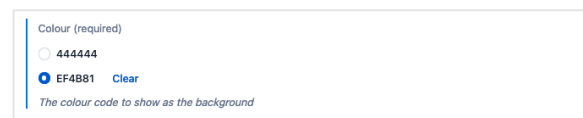
NOTE: It's very important the the copy in the content section is formatted in Heading 6 in order to ensure that it is displayed in white text and not black text.

STEP 3: INCLUDE ICONS



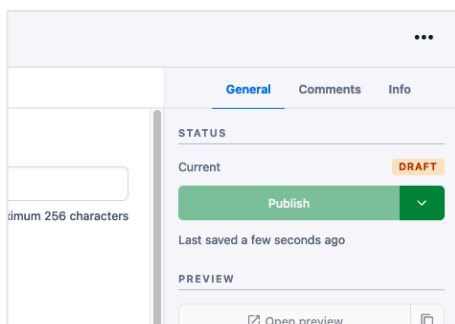
NOTE: All inputs must be applied otherwise the entry will not be displayed within an article.

STEP 4: SELECT BACKGROUND COLOUR



NOTE: #444444 = gray / #EF4B81 = pink

STEP 5: CLICK PUBLISH



Content types: ArticleCheatSheet guide

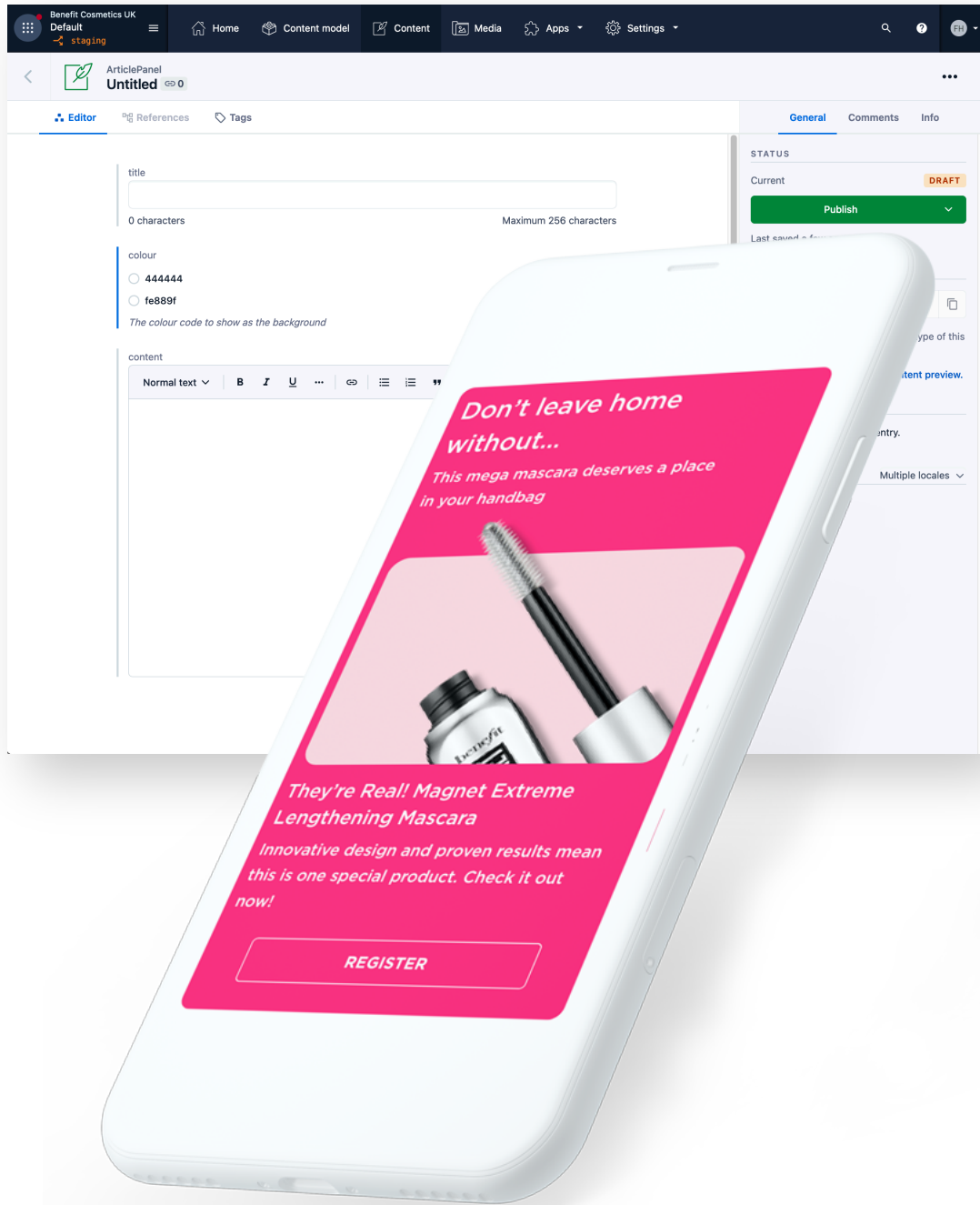
The ArticleCheatSheet content type is used to create entries that present do's and don't tips within an article. This content type offers a clear, concise and accessible way to communicate to the user ways of doing something against ways of not doing something. ArticleCheatSheets can help visually break up an article.

A preview of how an ArticleCheatSheet is displayed in an article in the app:



Content types: ArticlePanel

The ArticlePanel content type is used to create entries that present combinations of content; similar to an article entry but is displayed on top of a coloured background. This content type can be used to highlight a group of text and content items in order to highlight it or differentiate it from the rest of an article it's inserted into.



Content types: ArticlePanel guide

The ArticlePanel content type is used to create entries that present combinations of content; similar to an article entry but is displayed on top of a coloured background. This content type can be used to highlight a group of text and content items in order to highlight it or differentiate it from the rest of an article it's inserted into.

STEP 1: ADD TITLE

STEP 2: SELECT BACKGROUND COLOUR

STEP 3: ADD CONTENT

The ArticlePanel is made up of rich text, links to Product entries, links to ArticleCTAs and/or links to assets inserted into the rich text editor. See pages X-X for instructions on how to format rich text, how to embed entries (in this case: specifically, an Article CTA with the special panel styling) and how to embed assets into the rich text editor.

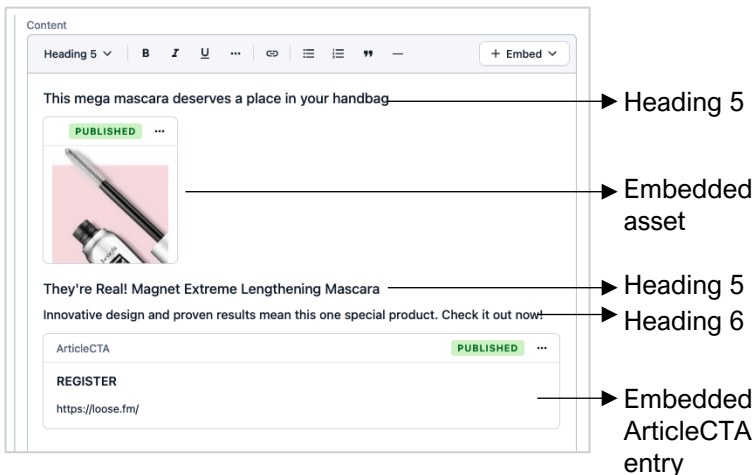
Learn more: Adding content

- Learn how to embed assets on pages 30-31.
- Learn how to add existing entries (product and article CTAs only) on page 27.
- Learn how to add and style new article CTAs on page 56.
- Learn how to format rich text on page 23.
- Learn how to structure content on page 26.

NOTE: Links to entries other than Product and ArticleCTAs will not appear within an ArticlePanel entry.

NOTE: It's very important the the copy in the content section is formatted in **Heading 6** in order to ensure that it is displayed in white text and not black text.

This is how the Content will be displayed in the ArticlePanel entry (based on our example)



Top tip: Image title

If the image asset has a title, it will be displayed within the entry. Edit the image entry by clicking on the three-dot menu at the top right-hand corner, choose edit from the dropdown and delete the image title.

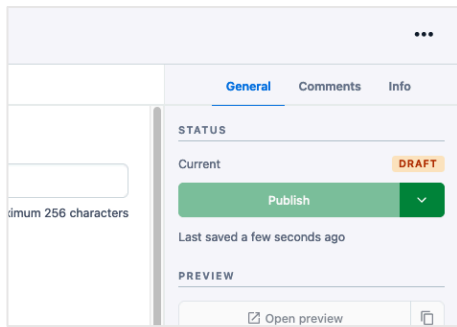
Top tip: Spacing content

Line returns must be applied between items in the editor to achieve the correct spacing, apart from text groups. (Typing enter)

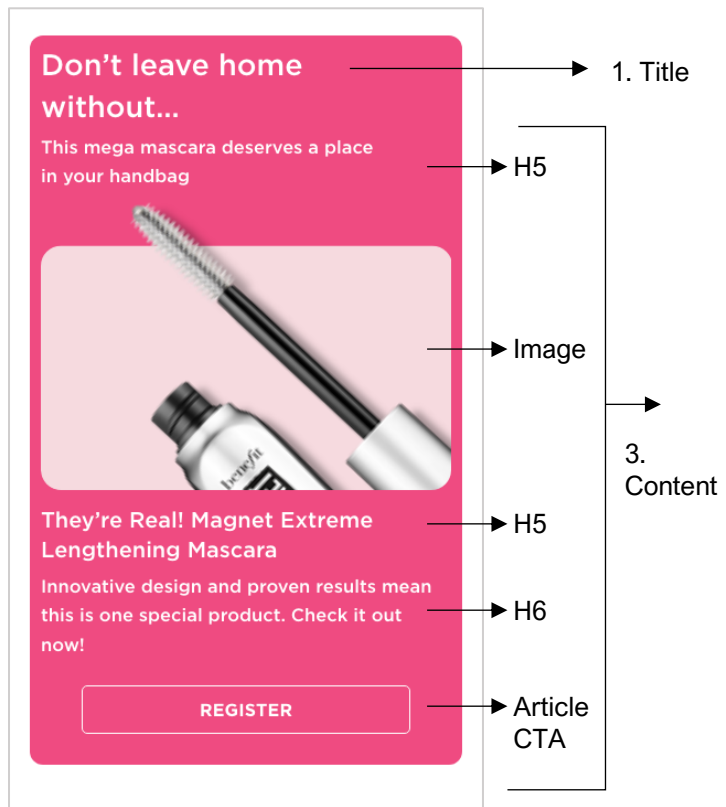
Content types: ArticlePanel guide

The ArticlePanel content type is used to create entries that present combinations of content; similar to an article entry but is displayed on top of a coloured background. This content type can be used to highlight a group of text and content items in order to highlight it or differentiate it from the rest of an article it's inserted into.

STEP 4: CLICK PUBLISH

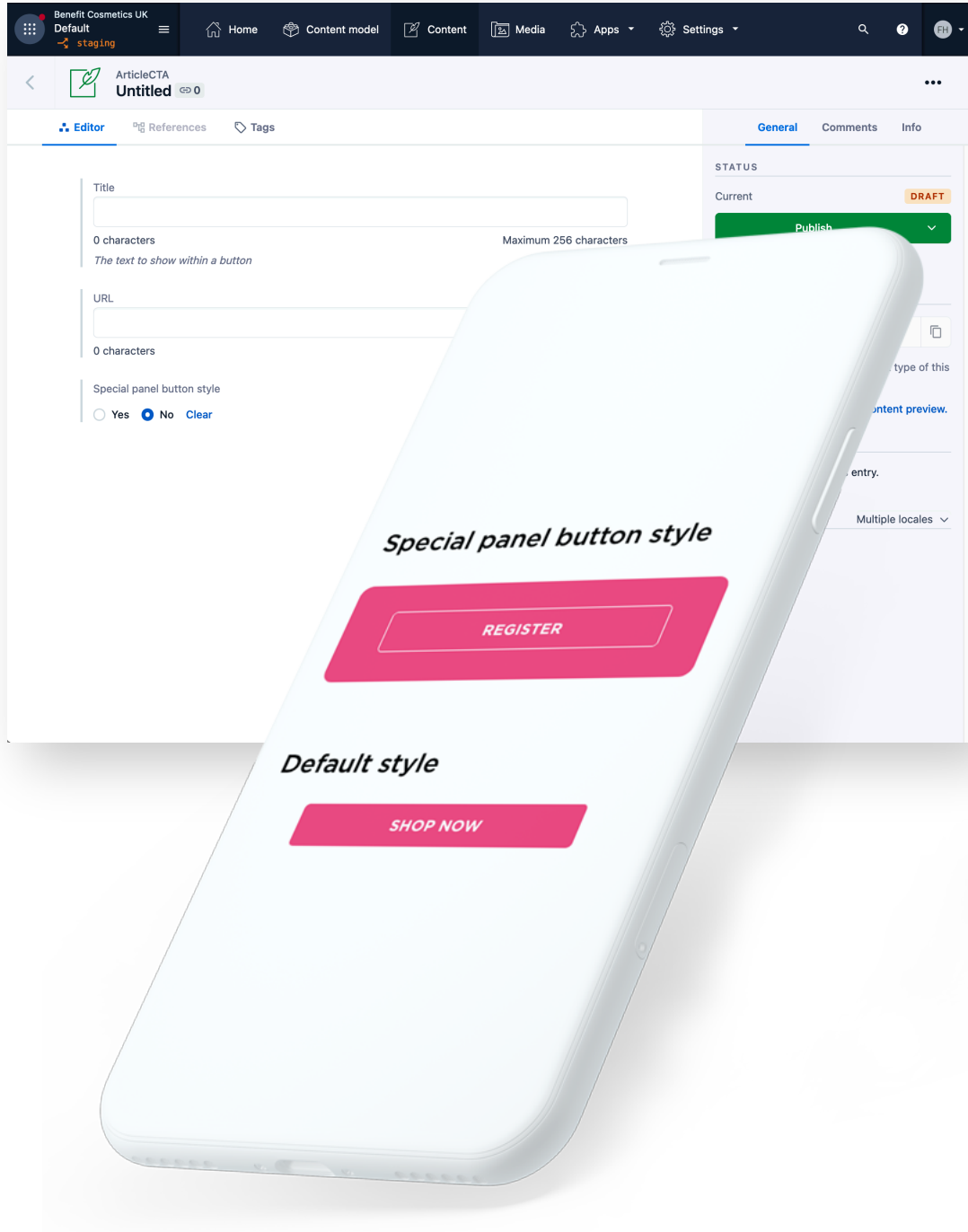


A preview of how an ArticlePanel is displayed in an article entry in the app:



Content types: ArticleCTA

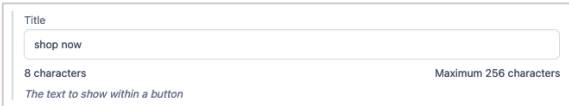
The ArticleCTA content type is used to create entries that are buttons to include in articles. ArticleCTAs are standalone CTAs to pair with in-line text/image assets or inserted within certain content types.



Content types: ArticleCTA guide

The ArticleCTA content type is used to create entries that are buttons to include in articles. ArticleCTAs are standalone CTAs to pair with in-line text/image assets or inserted within certain content types.

STEP 1: ADD CTA TITLE

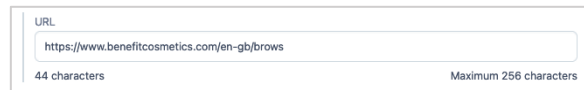


NOTE: This is the label that shows up on your button.

Learn more: CTA tips

Follow the tips for writing CTA titles on page 60.

STEP 2: ADD URL



NOTE: Only external URLs are currently supported. In-app linking is planned for future releases of the app (i.e.: linking to other articles, rewards pages etc.).

Top tip: Check your links

Double check your links to make sure they work.

STEP 3: SELECT BUTTON STYLE



SPECIAL PANEL BUTTON STYLE:
displays with white text on an invisible button treated with a white outline:



REGISTER

NOTE: The Special panel button style ArticleCTA should only be used when inserted into a content type that have a pink coloured panel background:

1. ArticleQuote
2. ArticleCheatSheet (not recommended)
3. ArticlePanel

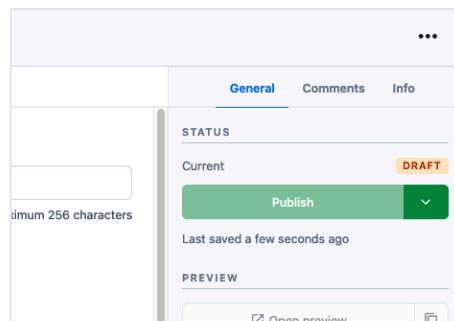
DEFAULT ARTICLECTA BUTTON STYLE:
displays with white text on a pink button:



SHOP NOW

NOTE: The default button style ArticleCTA should only be used in-line within an article entry.

STEP 4: CLICK PUBLISH

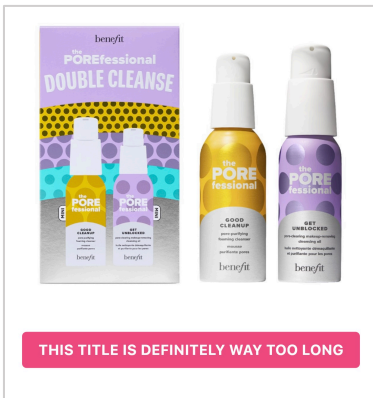


CTA titles: Top tips

When it comes to creating effective call-to-action (CTA) labels, it's all about getting the user to take action. The label you choose for your CTA can make a big difference in whether or not a user clicks through to your desired destination.

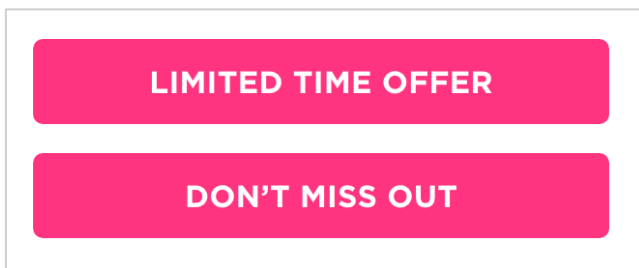
1. Character limit

Your CTA title should not exceed 18 characters. If your CTA is too long, it will look messy or unplanned. Your CTA should also never exceed more than three words.



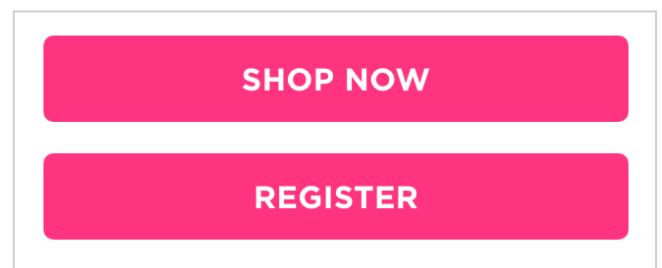
2. Use action-oriented language

Your CTA should be clear and direct, using strong action verbs that tell the user what to do. For example, "Download Now" or "Get Started Today." It's also a good idea to create a sense of urgency with the title you use, with phrases like "Limited time offer", or "Don't miss out".



3. Be specific

Avoid using generic phrases like "Click Here" or "Learn More," as they do not provide enough information to the user. Instead, be specific about what the user will get or achieve by clicking on the CTA.



3. Always double check your links

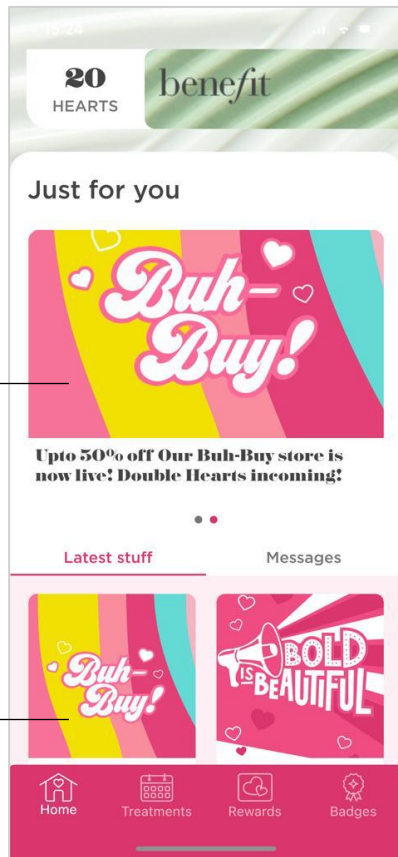
It's easy to forget to check your links to make sure they're not broken. Make sure to double check to ensure your links work and that they're pointing to the right page within the context of your article.

Lead image creation guidance

Asset creation guidance: Lead image views

The lead image appears in both the list view and the content view, and within the featured carousel if the article has been marked as featured.

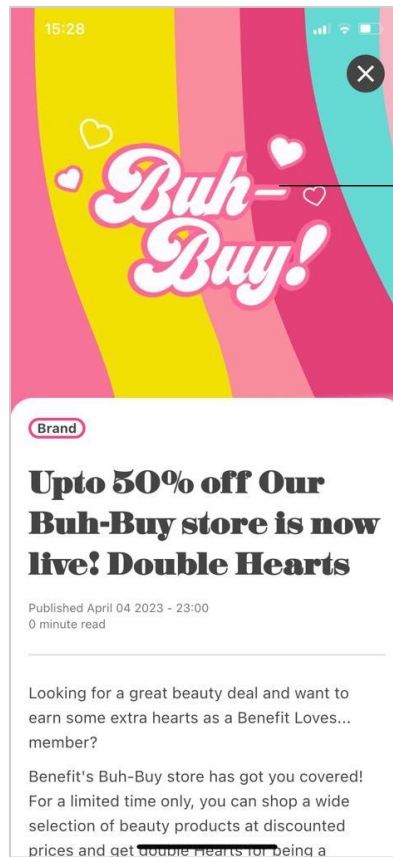
LIST VIEW



The featured carousel is where users engage with featured articles

The list view is how our users will find the content they want to engage with

CONTENT VIEW



Content view uses the same image as a visual connector, but in content view will reveal more of the canvas, plus image will scroll up when the user scrolls

Asset creation guidance: Creating the lead image

One image must be created to accommodate all three views (list view, featured view and content view). In order to ensure the image is created for all three views, there is specific guidelines that have been defined.



THE OUTPUT:

The image should be a minimum size of **884x1236px**

Images will look better if they are output at a **2x** of the above size

