Homepage Enhancements
WH Visual Design Comps

v1.0

Client	**Rodale**
Revision	**1**
Published	**Apr 12, 2017**
Feedback Due	NA

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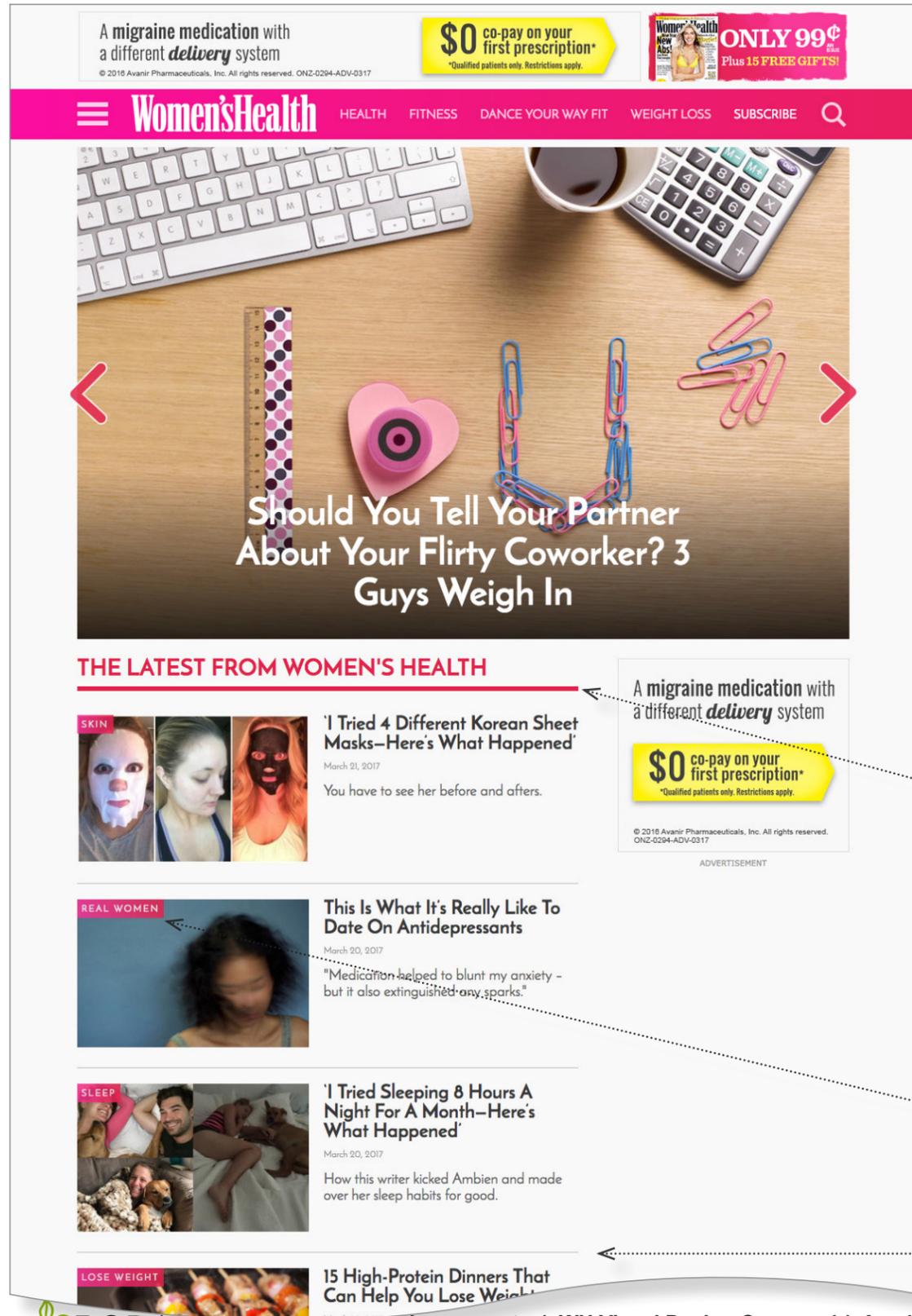
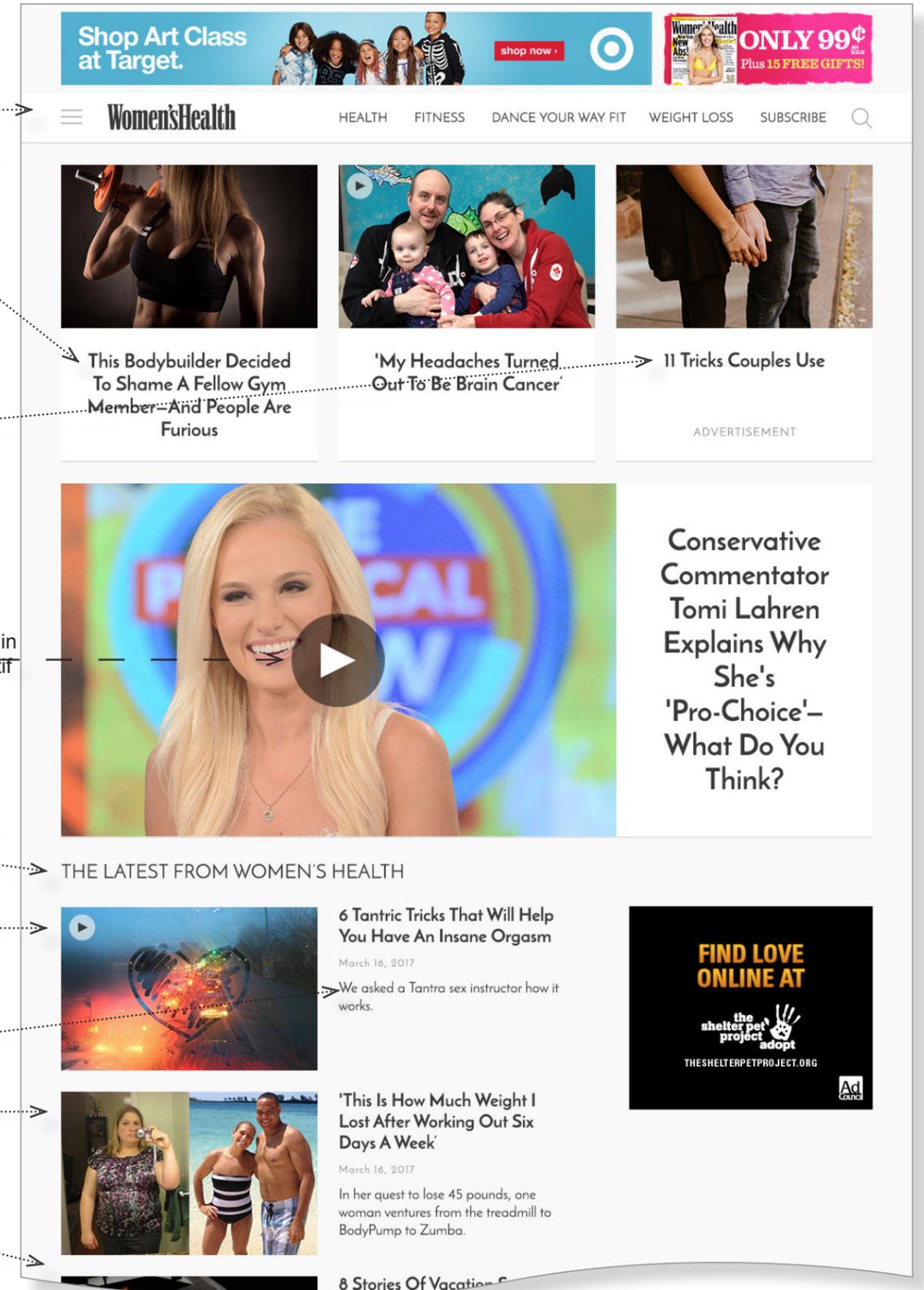©2017 Rodale Inc.

Table of Contents

RODALE

Desktop (1100)

Current State

Updated

update navigation // new logo, hamburger, search icon, and colors

HEADLINE CHARACTER COUNTS
Recommend: 35-55 char (2-3 lines)
Max Limit: 80 char (4 lines)
* because character width, font, weight, & kerning effect headline length, producers should check posted headlines.

NATIVO CHARACTER COUNT
Max Limit: 55 char (3 lines)

slider styling changes to 4 block styling

new inline video play control // In-line video in featured block will display a video 'play' motif

update subheaders // font change, and rule removed from subheader treatment on homepage and all feeds
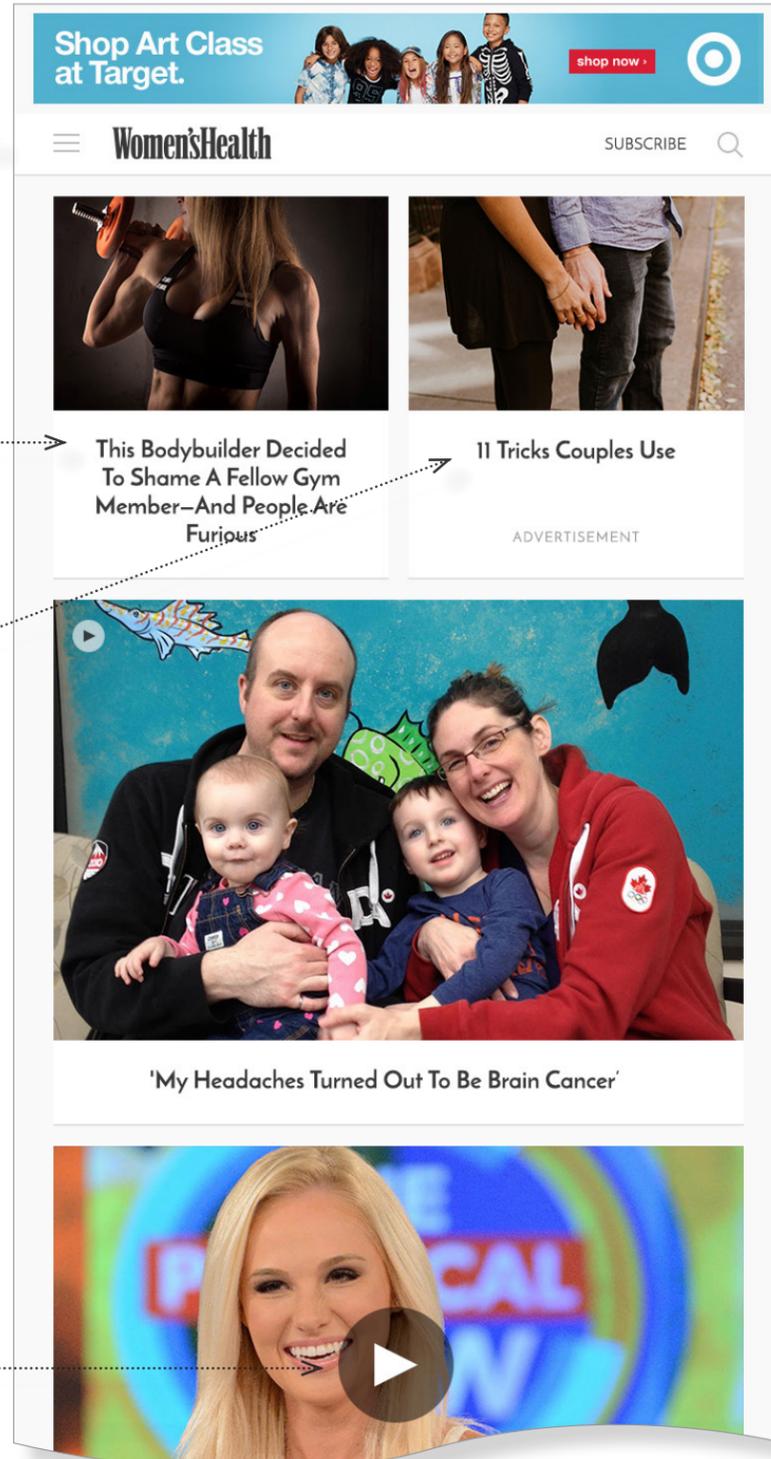
new video icon treatment // Articles with video as main image will have a 'play' iconography on the top left hand corner

NOT OF THIS RELEASE: changes to line-height of teasers in node-queue.

node queues will drop 'tag flags' from teasers

rules between content teasers removed on homepage and all feeds (site sections + tag pages).
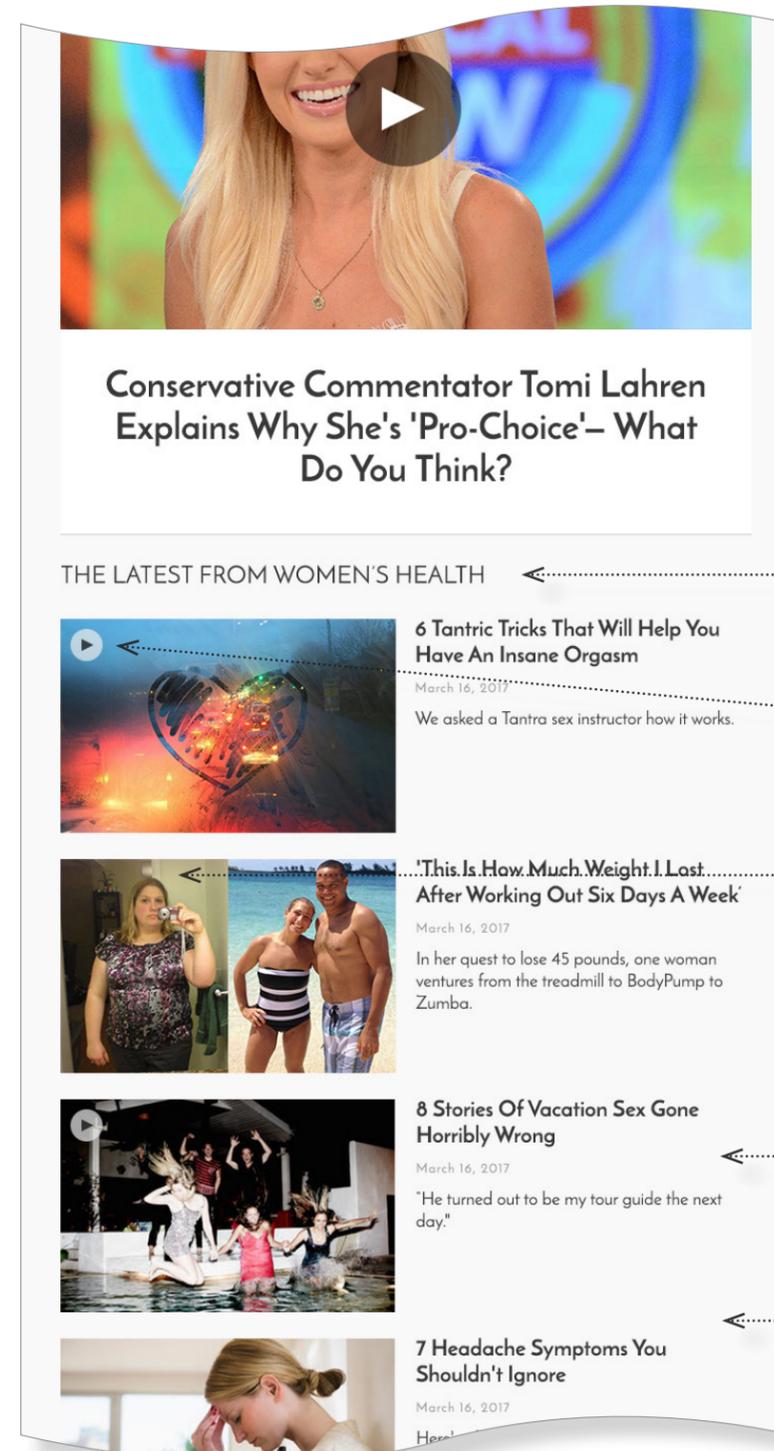
Tablet (768)

update navigation // new hamburger, search icon, and appropriately sized logo

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NATIVO CHARACTER COUNT
Max Limit: 55 char (3 lines)

slider styling changes to 4 block styling (2 and 3rd blocks switch on tablet)

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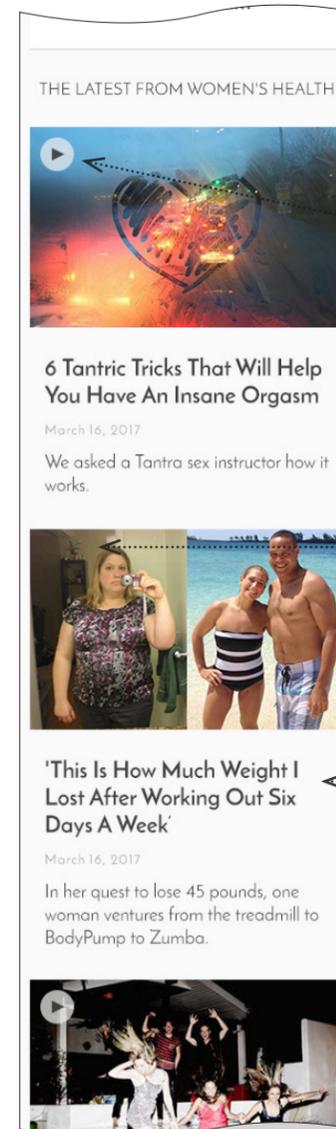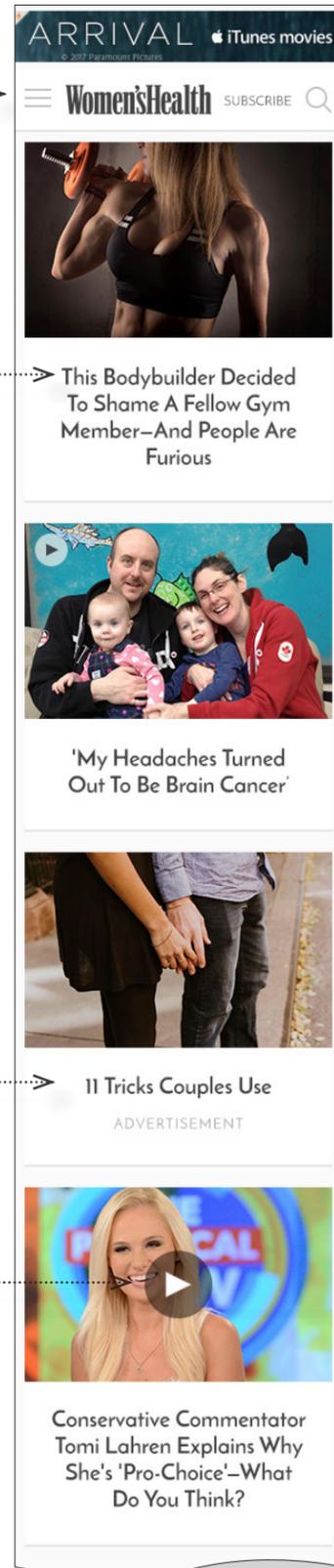
Mobile (320)

update navigation // new hamburger, search icon, and appropriately sized logo

HEADLINE CHARACTER COUNTS
Recommend: 35-55 char (2-3 lines)
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because character width, font, weight, & kerning effect headline length, producers should check posted headlines.

slider styling changes to 4 block styling
(2 and 3rd blocks switch on tablet)

NATIVO CHARACTER COUNT
Max Limit: 55 char (3 lines)

new inline video play control // In-line video in featured block will display a video 'play' motif

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March 16, 2017
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update subheaders // font change, center align-ment, and rule removed from subheader treatment on homepage and all feeds

new video icon treatment // Articles with video as main image will have a 'play' iconography on the top left hand corner

node queues will drop 'tag flags' from teasers

NOT OF THIS RELEASE:
- changes to line-height of teasers in node-queue.
- padding increase for teasers at mobile breakpoint.

rules between content teasers removed on homepage and all feeds (site sections + tag pages).