

# Side By Side Hero

## How-to Guide

Global Marketing Technology

**AEM Component Name: Side By Side Hero**

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# 1 Document History

The following important changes have been made to this document:

Date	Version #	Description of Changes Made	Author	Approved By
07/10/2023	1.0	Initial Draft	Lakshmi Laavu	

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## 2 Introduction

This document provides How-to Instructions for the component 'Side By Side Hero'. This component is intended and available to be used on all Global Marketing template(s).

### 2.1 Short Description

This component is used to create Hero Banner for a page with Title, Copy, CTA button, and Background with/without image.

There are 2 variations for this component based on the CTA configuration:

- 1) CTA Enable
  - a. Primary Blue
  - b. Primary Black
  - c. Primary White
- 2) CTA Disable

If 'Background' is enabled, author can choose an option from the dropdown:

- 1) Grey Background
- 2) Gradient Background
- 3) Grey Background with Image
- 4) Gradient Background with Image
- 5) Grey Background with Transparent Image
- 6) Gradient Background with Transparent Image
- 7) Full Background Image

### ***AEM Component Data Model***

Tab	Field Name	Field Group	Field Type	Validation	Accepted values	
Configuration	Eyebrow	None	Text Field	Mandatory ( Recom max char. 45)	Alphanumeric	
	Title	None	Text Field	Mandatory (Recom max char. 35)	Alphanumeric	
	Title Tag	None	Dropdown	Optional	H1/H2	
	Subcopy	None	Text Field	Mandatory (Recom max char. 150)	Alphanumeric	
	Is CTA Button Required?	None	Checkbox	Mandatory	Check/Un-Check	
	<b>If 'Is CTA Button Required?' is Checked:</b>					
	CTA Button Text	None	Text Field	Mandatory	Alphanumeric	
	CTA Button Link	None	Path Field	Mandatory	Hyperlink Path	
	Open In	None	Dropdown	Mandatory	Same Page New Page	
	CTA Button Style	None	Dropdown	Mandatory	Primary Blue/ Primary Black/ Primary White	
	Is Background Required?	None	Checkbox	Mandatory	Check/Un-Check	
	<b>If 'Background Required?' is Checked:</b>					
	Background Type	None	Dropdown	Mandatory	Grey Background/ Gradient Background/ Grey Background with Image/ Gradient Background wit Img/ Grey Background with Trans Image / Gradient Background with Transparent Image/ Full Background Img	
	<b>If Background Type is 'Grey/Gradient Background with Image':</b>					
	Background Image For Grey/ Background Image For Gradient/	None	Path field	Mandatory	Asset Path	
	<b>If Background Type is 'Full Background Image':</b>					
	Desktop - Background Image	None	Path field	Mandatory	Asset Path	
	Tablet - Background Image	None	Path field	Mandatory	Asset Path	
	Mobile - Background Image	None	Path field	Mandatory	Asset Path	

## 2.2 Intended Audience

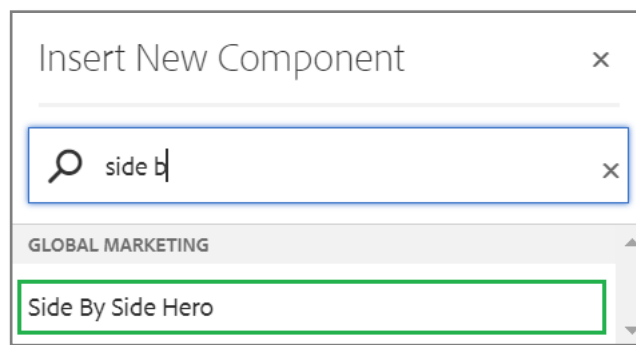
The primary audience of this design is:

- Content Authors
- Agencies
- Marketers

## 3 How to Enable/Turn-On the Component

This component should be available by default when any of the 'Global Marketing' template is selected.

For adding Side By Side Hero component at page level, simply click on "+" icon and search for "Side By Side Hero" component and click to add the component.



## 4 Component Dialog

- Select edit to open the dialog and begin editing the component fields.

### Feature Overview

#### Configuration

1. **Eyebrow** – Must provide meaningful label
2. **Title** – Must provide meaningful title
3. **Title Tag** – Select an option from the dropdown
4. **Subcopy** – Must provide meaningful copy
5. **Is CTA Button Required?** – Must Check/Un-Check the checkbox

If 'Is CTA Button Required?' is Checked:

6. **CTA Button Text** – Must provide meaningful CTA label
7. **CTA Button Link** – Must provide hyperlink to target CTA
8. **Open In** – Must select an option from the dropdown
9. **CTA Button Style** – Must select an option from the dropdown
10. **Is Background Required?** – Must Check/Un-Check the checkbox

**If 'Background Required?' is Checked:**

11. **Background Type** – Must select an option from the dropdown

**If Background Type is 'Grey/Gradient Background with Image':**

12. **Background Image for Grey/Gradient** – Must provide asset path

**If Background Type is 'Full Background Image':**

13. **Desktop - Background Image For Full Background** - Must provide asset path to load for Desktop

14. **Tablet - Background Image For Full Background** - Must provide asset path to load for Tablet

15. **Mobile - Background Image For Full Background** - Must provide asset path to load for Mobile

**Variation 1: 'CTA Button' is 'Checked'**

Hero Side By Side

Eyebrow \* **1** i

INSURANCE

Title \* **2** i

Hero - Grey Background

Title Tag **3** i

h1

Subcopy \* **4** i

Preventive oral care not only keeps your teeth healthy but also can prevent unexpected costs and pain that often come with emergency procedures.

Is CTA Button Required ? **5**

Hero Side By Side

CTA Button Text \* **6**

Click Here

CTA Button Link \* **7**

<https://www.metlife.com/insurance/dental-insurance/>

Open In **8**

Same Page

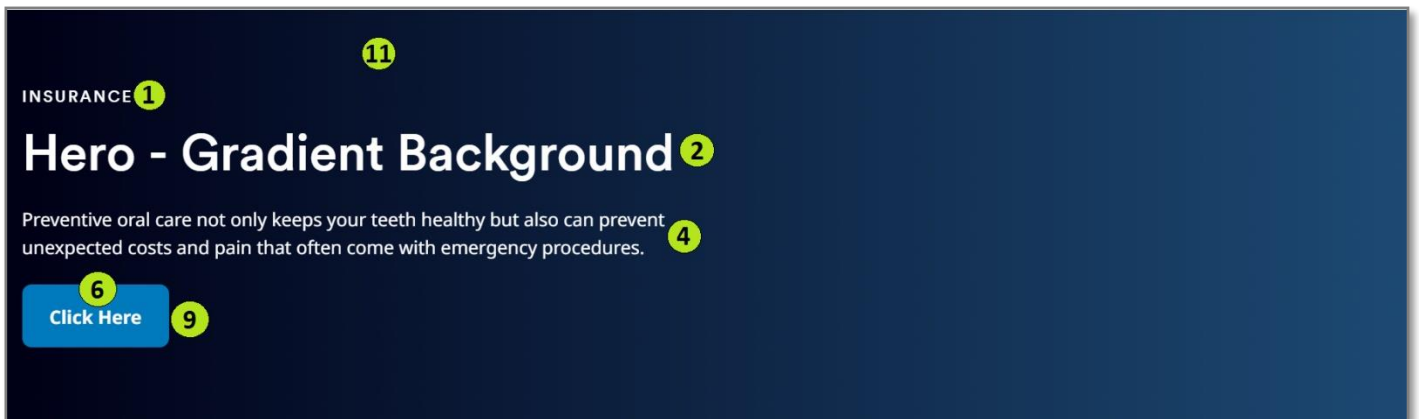
CTA Button Style **9**

Primary Blue

Is Background Required ? **10**

Background Type **11**

Gradient Background





Variation 2: 'CTA Button' is 'Un-Checked'

Hero Side By Side

Eyebrow \* **1** i

INSURANCE

Title \* **2** i

Hero - Grey Background

Title Tag **3** i

h1

Subcopy \* **4** i

Preventive oral care not only keeps your teeth healthy but also can prevent unexpected costs and pain that often come with emergency procedures.

Is CTA Button Required ? **5**

Is Background Required ? **6**

Background Type **7**

Grey Background



**Background Variations:**

**Variation 1:** 'Background Type' chosen as 'Grey Background'

INSURANCE

## Hero - Grey Background

Preventive oral care not only keeps your teeth healthy but also can prevent unexpected costs and pain that often come with emergency procedures.

[Click Here](#)

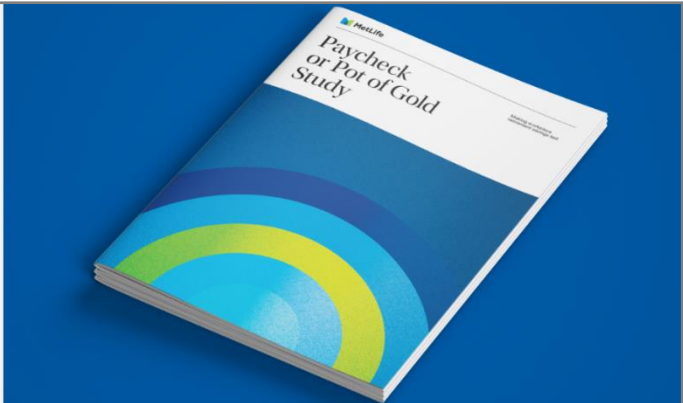
**Variation 2:** 'Background Type' chosen as 'Grey Background with Image'

INSURANCE

## Hero - Grey Bg with Image

Preventive oral care not only keeps your teeth healthy but also can prevent unexpected costs and pain that often come with emergency procedures.

[Click Here](#)

A report cover titled "Paycheck or Pot of Gold Study" by MetLife. The cover features a blue background with a colorful rainbow graphic. The report is shown at an angle, suggesting it's a physical document.


**Variation 3:** 'Background Type' chosen as 'Grey Background with Transparent Image'

INSURANCE

## Hero - Grey Bg with Image

Preventive oral care not only keeps your teeth healthy but also can prevent unexpected costs and pain that often come with emergency procedures.

[Click Here](#)

A small, semi-transparent version of the MetLife logo, which includes a globe and the word "MetLife", positioned on the right side of the hero section.

Variation 4: 'Background Type' chosen as 'Gradient Background'

INSURANCE

# Hero - Gradient Background

Preventive oral care not only keeps your teeth healthy but also can prevent unexpected costs and pain that often come with emergency procedures.

[Click Here](#)

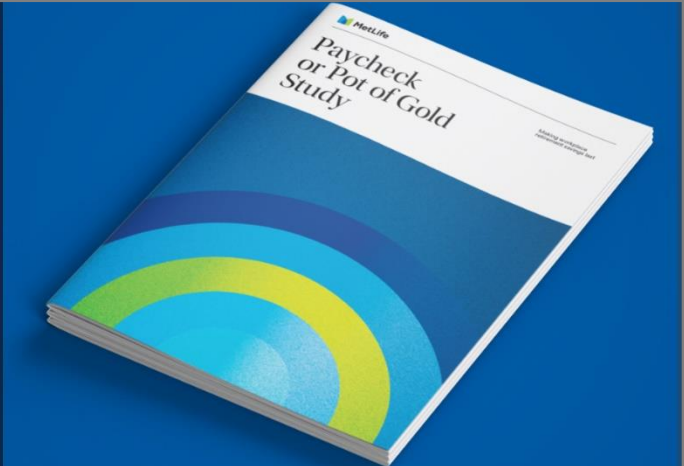
Variation 5: 'Background Type' chosen as 'Gradient Background with Image'

INSURANCE

# Hero - Gradient Bg with Image

Preventive oral care not only keeps your teeth healthy but also can prevent unexpected costs and pain that often come with emergency procedures.

[Click Here](#)




Variation 6: 'Background Type' chosen as 'Gradient Background with Transparent Image'

INSURANCE

# Hero - Gradient Bg with Image

Preventive oral care not only keeps your teeth healthy but also can prevent unexpected costs and pain that often come with emergency procedures.

[Click Here](#)



Variation 7: 'Background Type' chosen as 'Full Background Image'

INSURANCE

# Hero - Full Background Image

Preventive oral care not only keeps your teeth healthy but also can prevent unexpected costs and pain that often come with emergency procedures.

[Click Here](#)

The hero banner features a dark blue background. On the left, the word 'INSURANCE' is in small white capital letters. Below it, the title 'Hero - Full Background Image' is in large white font. Underneath the title is a short paragraph of text in white. A white button with the text 'Click Here' is positioned below the paragraph. On the right side of the banner, there is a collage of images arranged in a grid-like pattern. The collage includes: a man and a woman working at a laptop; a woman in a brown apron; a man in a red beanie sitting with a dog; and several large, semi-transparent circles in shades of blue and green that overlap the images.