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|  | Kevin Blaney |
| Project Name | E-newsletter template |
| Date | 26 January 2017 |
| Date required | 17 February 2017 |
| Document name | 20170126\_NAM-ENews-Template\_v1\_KB.docx |
| File location for project | E-Access & Academic Research/3-Website/10-Development/Web Strategy & Development/2016/17/New NAM website/Enews/ |
| Brief overview of project/background information | Provide a new HTML template for the NAM marketing e-newsletter |
| What do you want toachieve from this work? | * Promote engagement with NAM public programme * Raise awareness of NAM activities * Promote uptake of commercial services * Provide opportunities for reciprocal marketing with relevant organisations |
| Target audience | General NAM audience; e-newsletter subscribers |
| Branding | New NAM branding, NAM logo, social media logos |
| Outputs required(format, size, pages,quantity etc) | * Final deliverable: 1 x fully customisable HTML template document populated with dummy content (text and images) * Wireframes/visual mock-ups should be signed off prior to HTML production |
| Additional information | * **More detailed reqs can be found here:** E-Access & Academic Research/3-Website/10-Development/Web Strategy & Development/2016/17/New NAM website/Enews/20170125\_NAM-EnewsTemplate-Reqs\_KB\_v1.xlsx * **Annotated example email (to be used in conjunction with reqs):** E-Access & Academic Research/3-Website/10-Development/Web Strategy & Development/2016/17/New NAM website/Enews/Annotated MoL enews template.png * **Examples of visual design of event cards on the new NAM website (to be used in conjunction with reqs):** E-Access & Academic Research/3-Website/10-Development/Web Strategy & Development/2016/17/New NAM website/Enews/ nam events cards.png * Adhere to new NAM brand guidelines * Use supplied NAM logo (see below) * Use supplied social media logos (see below) |
| Text | n/a – Dummy text (e.g. lorem ispum) to demonstrate template in use |
| Images | * **NAM logo** - E-Access & Academic Research/3-Website/10-Development/Web Strategy & Development/2016/17/New NAM website/Enews/Logos * **Social media logos** – Facebook, Twitter, Instagram, Youtube |
| Budget | TBC |
| Sign off | * Kevin Blaney * Nikki Redditt * Linda Stranks |