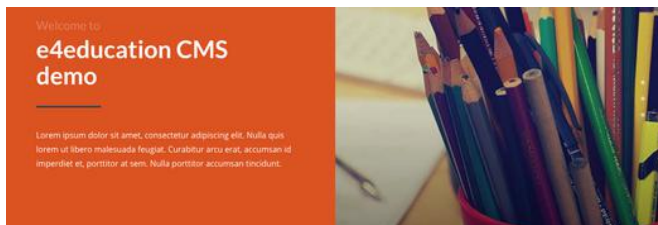
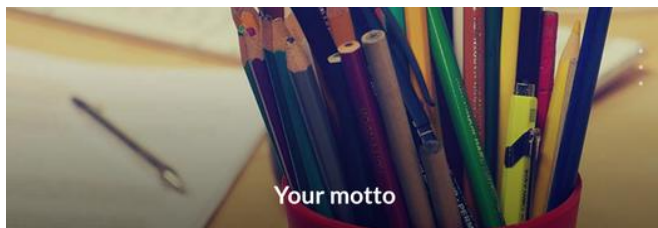


# Our Essential Row Options

Below are a selection of some of the rows available to you and your school or trust  
You can choose 4 of these options within a standard Essential project

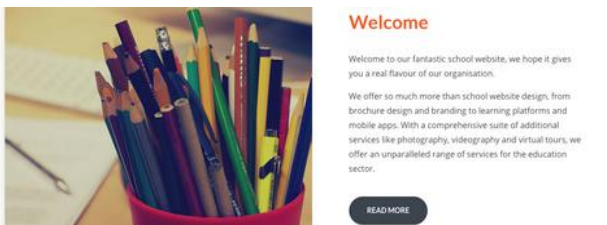
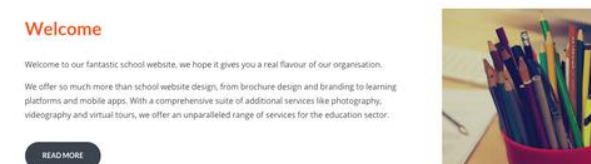
## Slideshow or Video

Choose to have a split screen welcome message slideshow, an in-line slideshow with direction arrows or a full-screen slideshow with the option to add a text overlay for your motto or strapline.



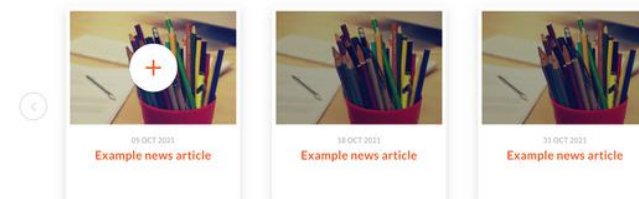
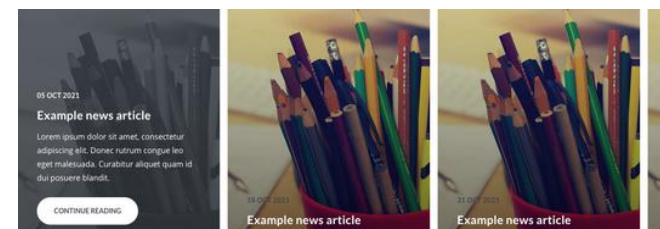
## Welcome Message

Choose from a text box, a text box with a left or right aligned image or a larger image-led welcome area. Each option includes a button link to encourage users to 'read more'.



## News Feed

Choose from a full-image option with a full text hover overlay, a slider option which shows a full-colour image on hover or a 'box' style layout with the title, date and thumbnail on separate rows.



# Our Essential Row Options

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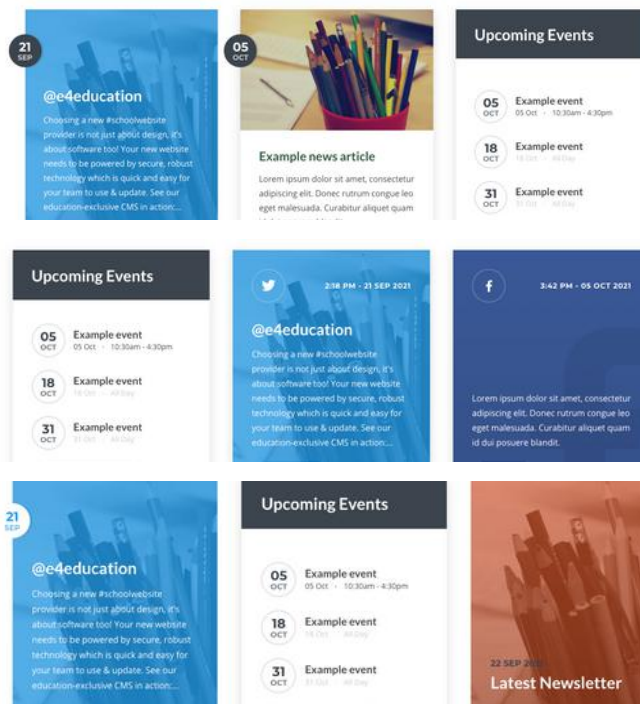
## Events Feed

Choose either a square feed with a clickable hover or a rectangular events feed which can be in either your primary or secondary colour.



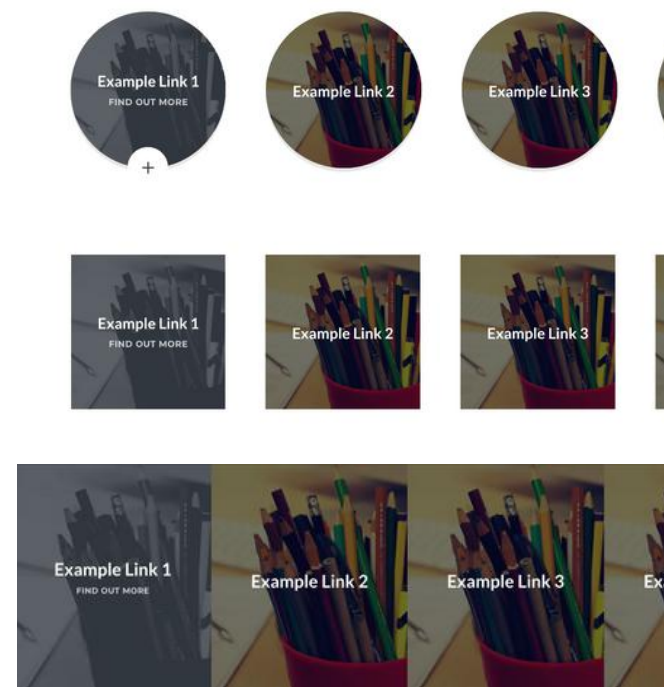
## Mixed Feed

Choose 3 items from a selection of news, events, social media (Twitter or Facebook) or newsletter download.



## Image Links

Choose from either a circular or square image link design with a white background or a full height image background link row.

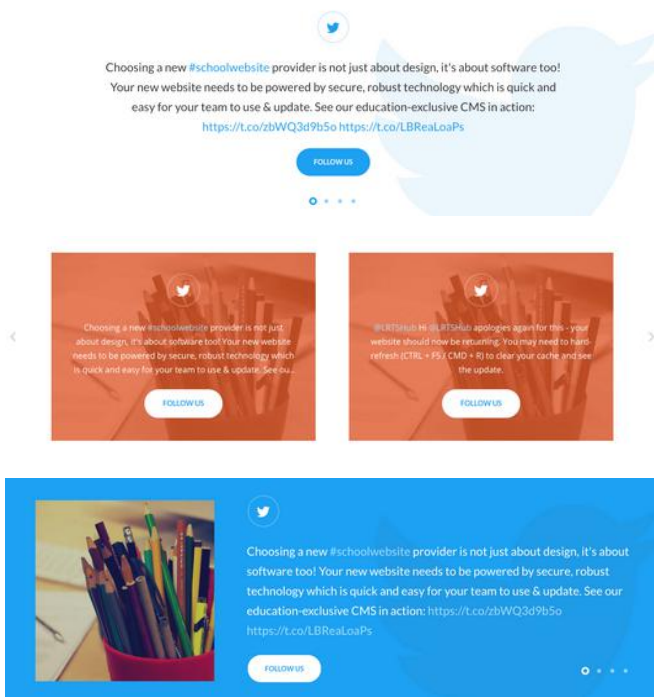


# Our Essential Row Options

Below are a selection of some of the rows available to you and your school or trust  
You can choose 4 of these options within a standard Essential project

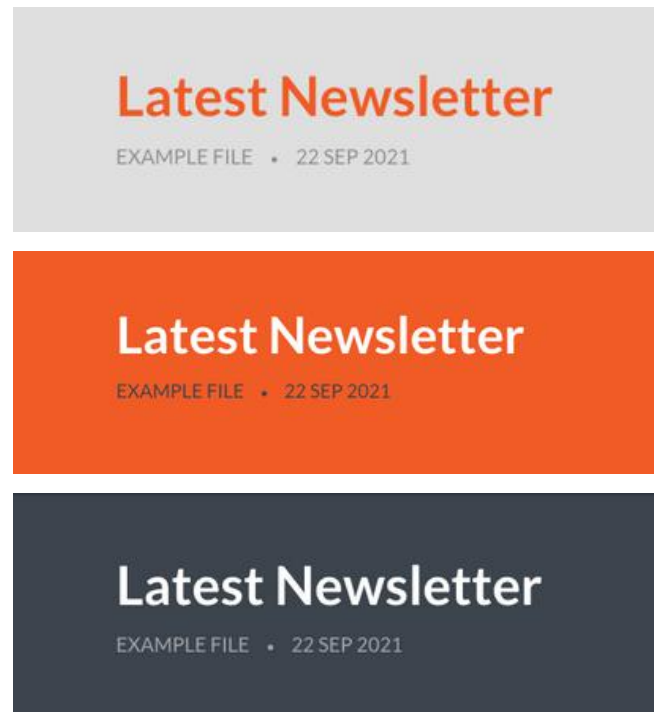
## Social Feed (Twitter & Facebook)

Choose from either a white or blue background text only row, a white or blue background row with text and image or a full image row.



## Newsletter Download

Ideal for if you have our newsletter builder, you can choose to have either a grey background or use the primary or secondary colour from your design.



## House Points

Choose from either a square or circular design and choose your colours to match your houses.



# Our Essential Font & Colour Options

As well as the row options, you will also have the choice of colour, corner finish and font.

## Colour Options

For the essential website design you can pick two colours - a primary colour and a secondary accent colour. These should be supplied as a HEX code.



## Corner Options

You can choose to have square corners on your design elements or soften your design choices with a rounded edge. This setting will be applied to all rows.



## Font Options

For the essential website design you can choose from a selection of 14 predefined font options which are outlined below. The chosen font will then be used across your website for all text, headings and titles. The font choices below can also be interacted with via [fonts.google.com](https://fonts.google.com) if you want to see how your school name will look before making your decision.

**Lora**

abcdefghijklmnopqrstuvwxy / ABCDEFGHIJKLMNOPQRSTUVWXYZ

**Playfair Display**

abcdefghijklmnopqrstuvwxy / ABCDEFGHIJKLMNOPQRSTUVWXYZ

**Merriweather**

abcdefghijklmnopqrstuvwxy / ABCDEFGHIJKLMNOPQRSTUVWXYZ

**PT Serif**

abcdefghijklmnopqrstuvwxy / ABCDEFGHIJKLMNOPQRSTUVWXYZ

**Roboto Slab**

abcdefghijklmnopqrstuvwxy / ABCDEFGHIJKLMNOPQRSTUVWXYZ

**Comfortaa**

abcdefghijklmnopqrstuvwxy / ABCDEFGHIJKLMNOPQRSTUVWXYZ

**Mali**

abcdefghijklmnopqrstuvwxy / ABCDEFGHIJKLMNOPQRSTUVWXYZ

**Open Sans**

abcdefghijklmnopqrstuvwxy / ABCDEFGHIJKLMNOPQRSTUVWXYZ

**Poppins**

abcdefghijklmnopqrstuvwxy / ABCDEFGHIJKLMNOPQRSTUVWXYZ

**Quicksand**

abcdefghijklmnopqrstuvwxy / ABCDEFGHIJKLMNOPQRSTUVWXYZ

**Roboto**

abcdefghijklmnopqrstuvwxy / ABCDEFGHIJKLMNOPQRSTUVWXYZ

**Source Sans Pro**

abcdefghijklmnopqrstuvwxy / ABCDEFGHIJKLMNOPQRSTUVWXYZ

**Montserrat**

abcdefghijklmnopqrstuvwxy / ABCDEFGHIJKLMNOPQRSTUVWXYZ

**Overlock**

abcdefghijklmnopqrstuvwxy / ABCDEFGHIJKLMNOPQRSTUVWXYZ