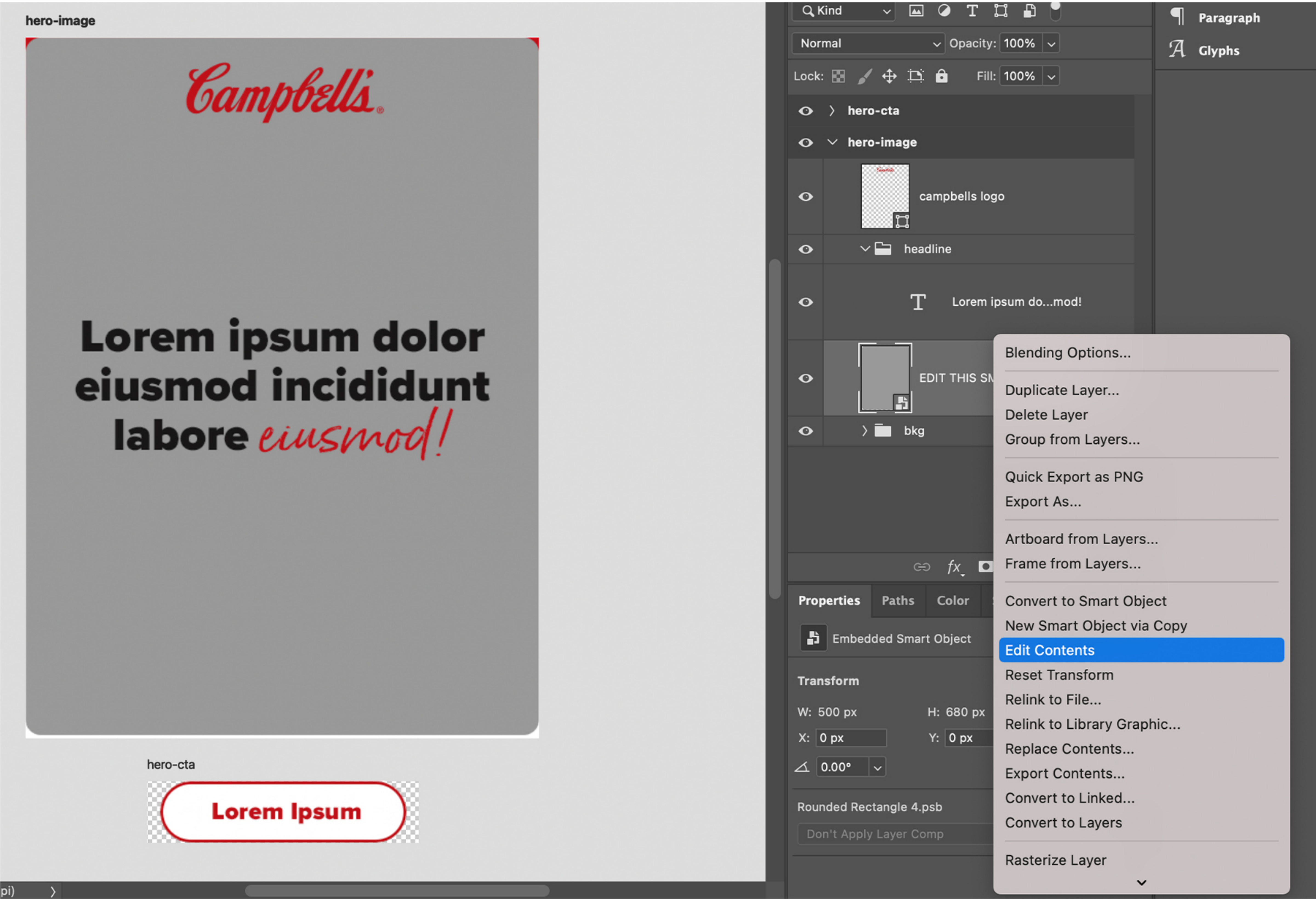


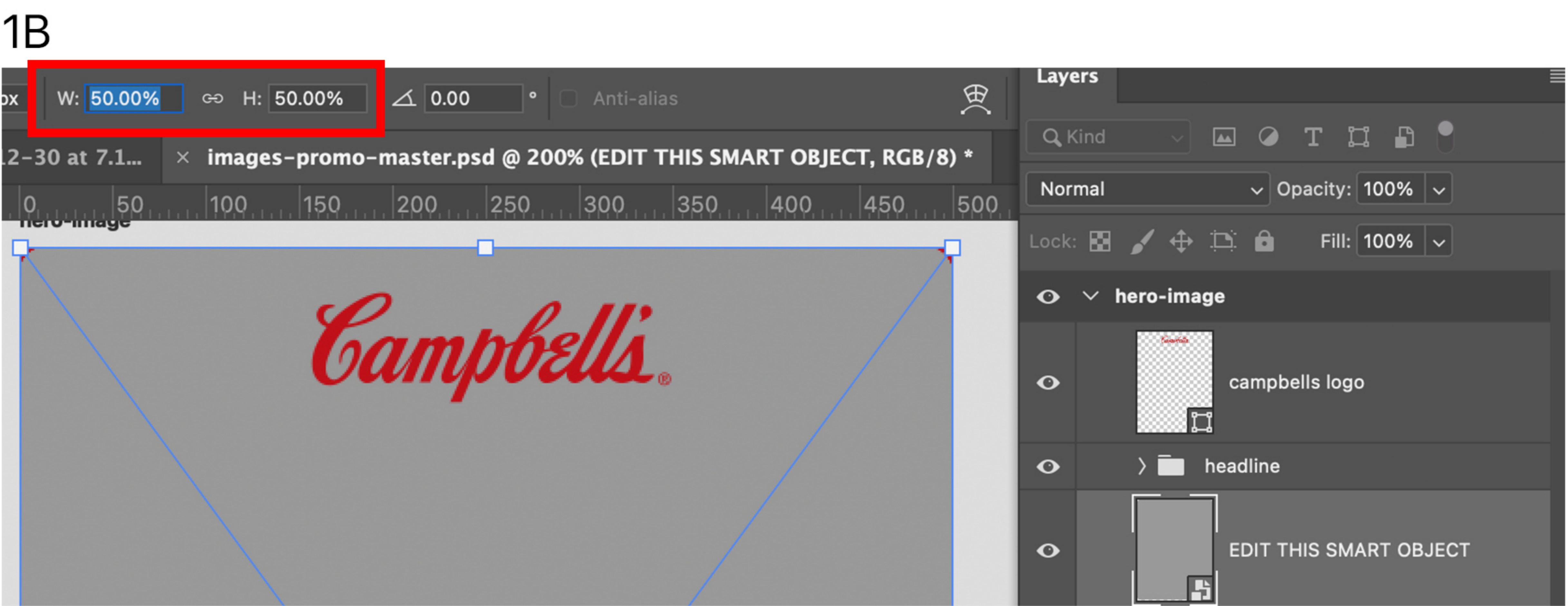
STEP 1

1A



Right click the smart object layer named EDIT THIS SMART OBJECT [or similar], select “Edit Contents” from the dropdown—the smart object layer will open in a new tab as a .psb (see 1A to the left).

Note: the smart object layer has been scaled down to 50% so when it’s exported at 200% the image maintains its quality (see 1B below). Raster images should not be added to the main .psd as they will not retain quality when exported.



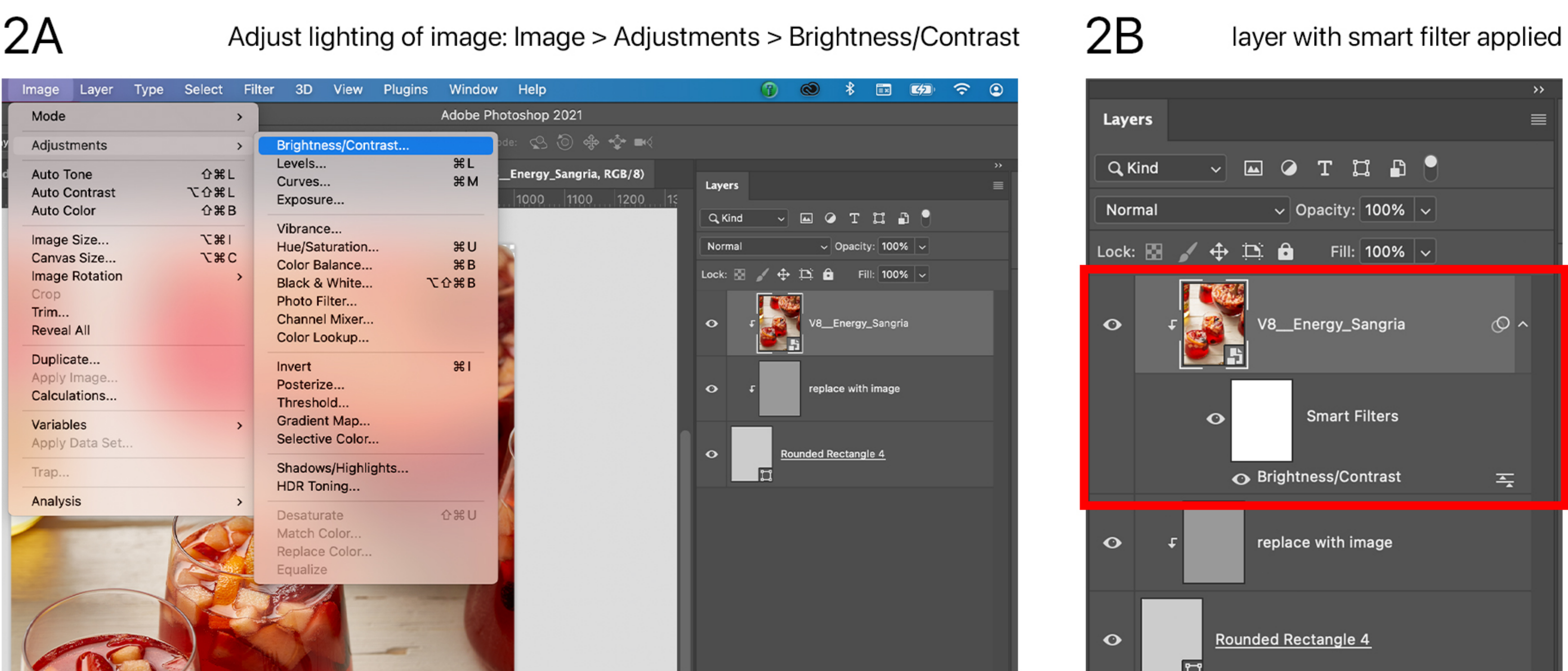
STEP 2

Smart object opens in a new tab as a .psb; raster images can be added to the psb



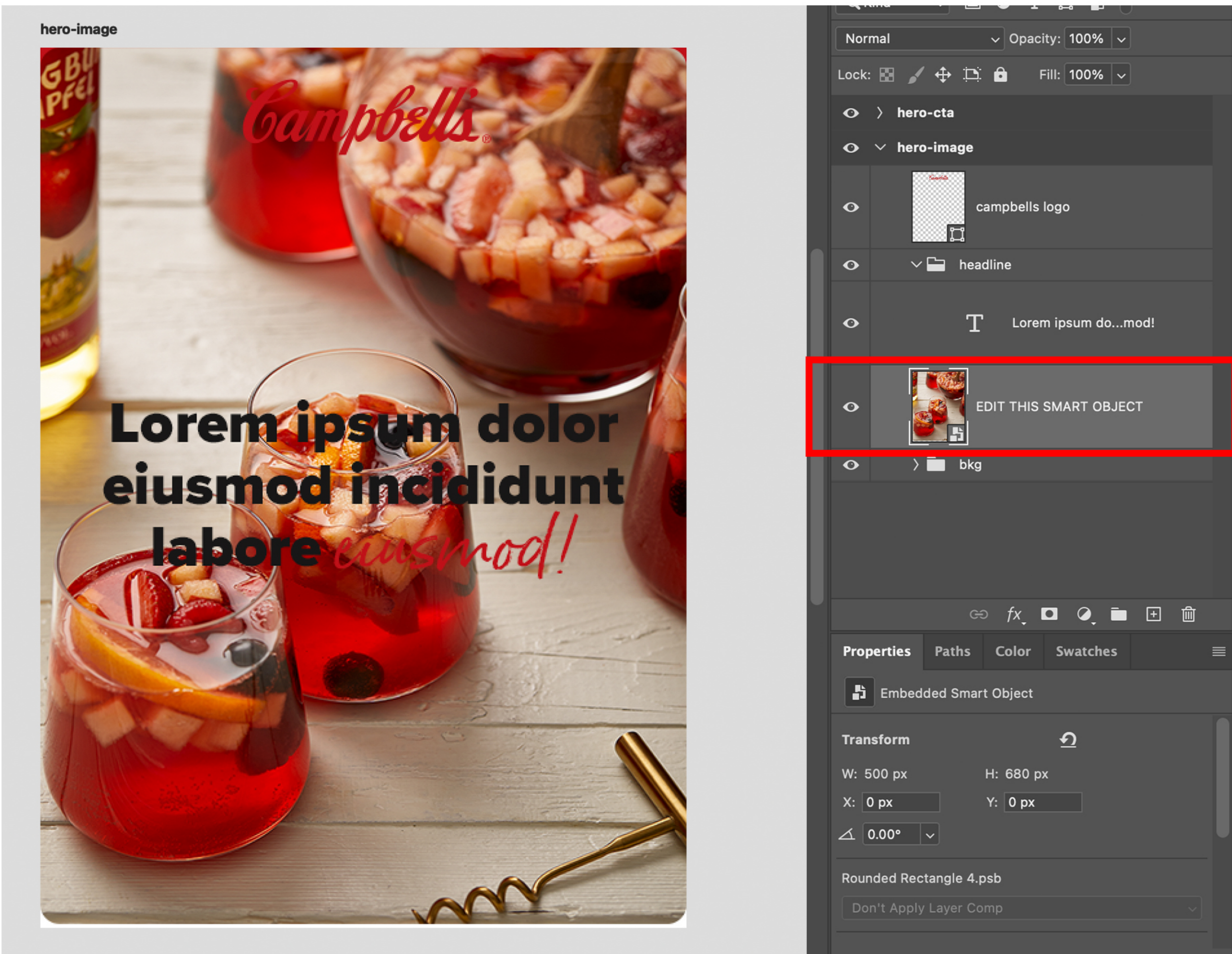
Add image(s) to the smart object .psb that opened in the new tab. All image layers [and any additional layers] must be clipped to the Rounded Rectangle layer so the rounded corners are maintained.

If any Adjustments are made to the image, they must be added to the image layer here in the .psb (see 2A and 2B below).



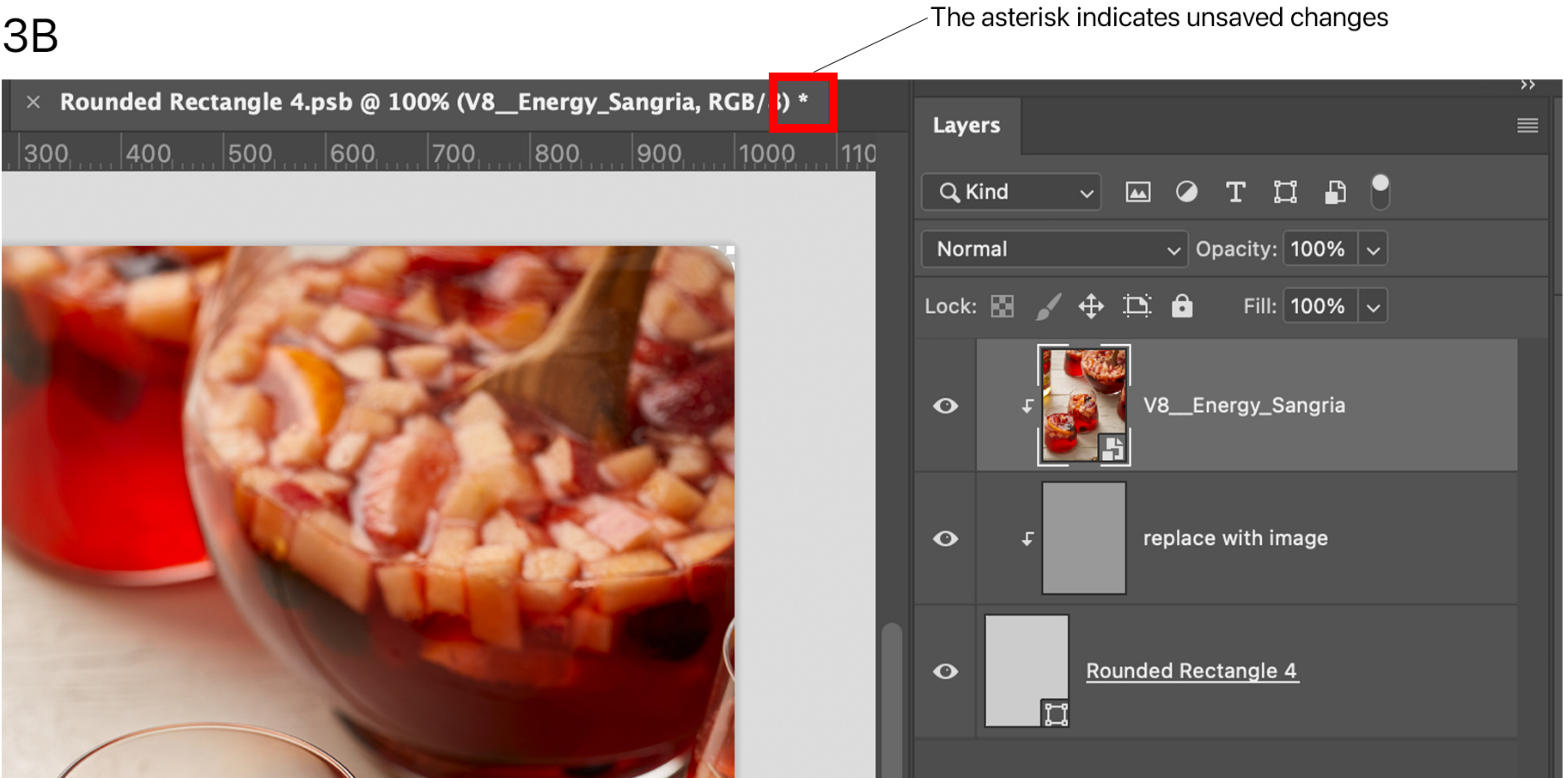
STEP 3

3A



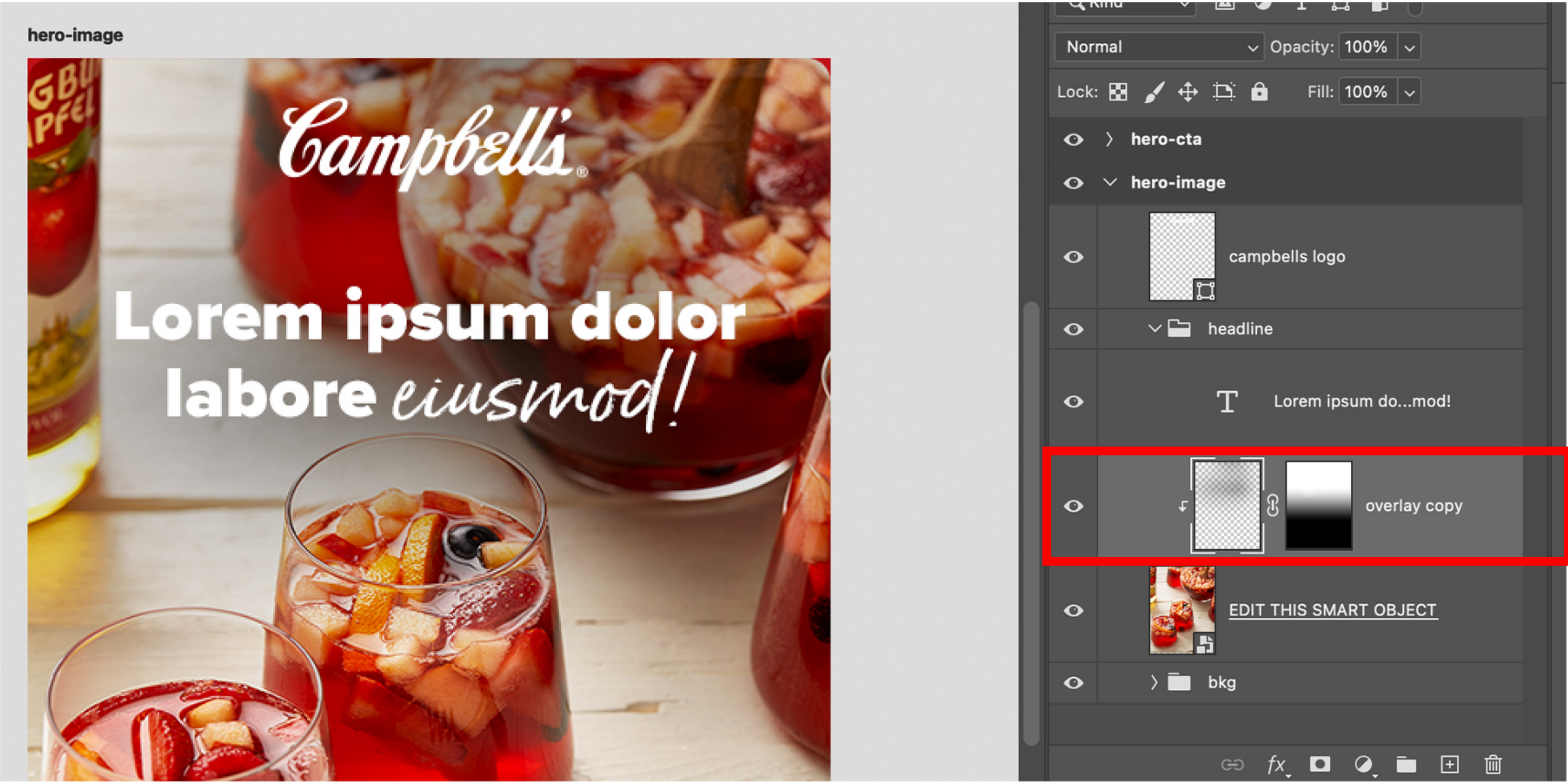
Save the .psb (command + s)—the main .psd file will be automatically updated upon saving of the smart object .psb, which will update the thumbnail in the main .psd (see red box on 3A to the left)

An asterisk will indicate if there are unsaved changes to the smart object that will not be reflected in the main .psd until saved (see image 3B below).



STEP 5

PSD Documentation

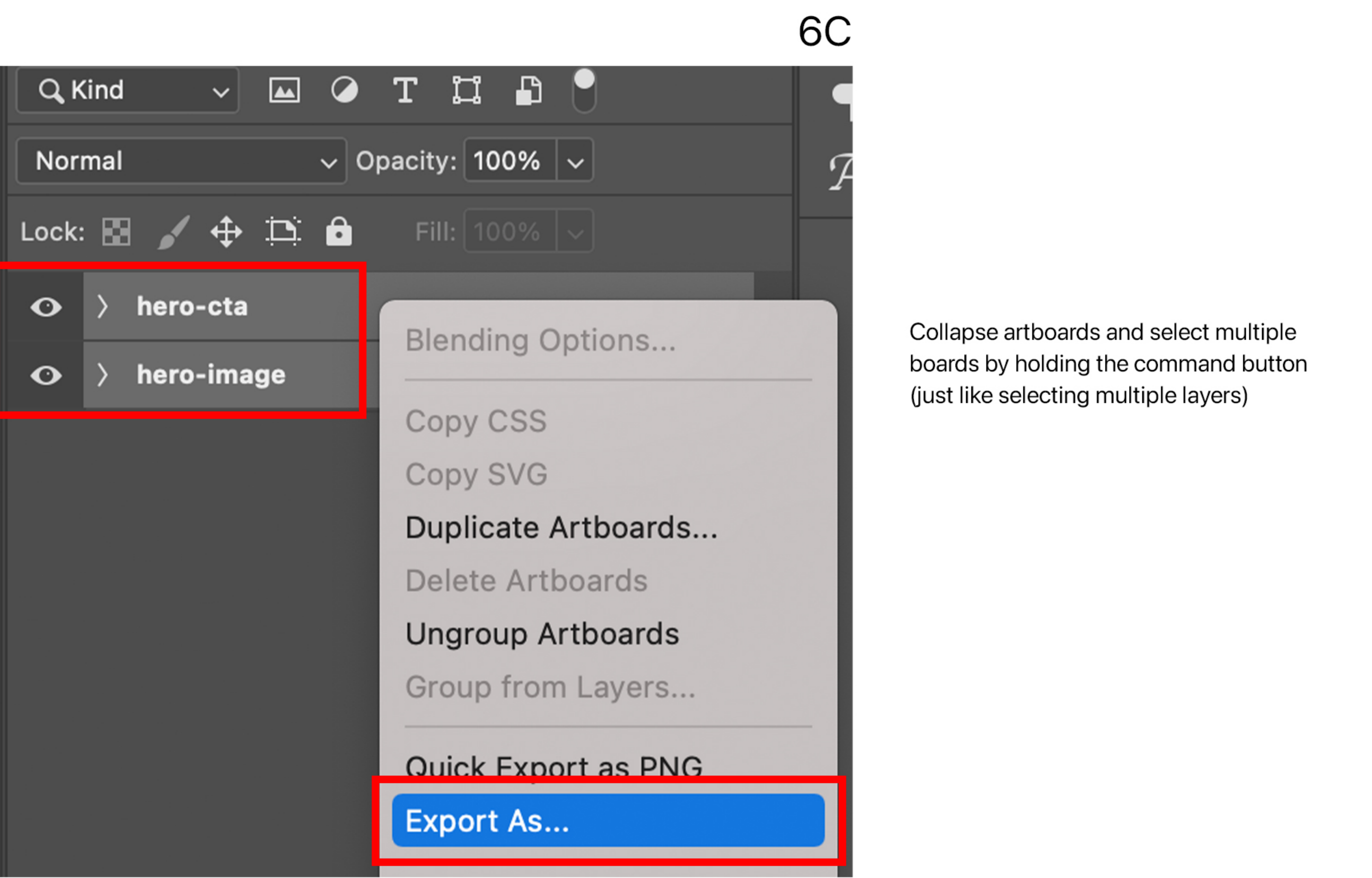
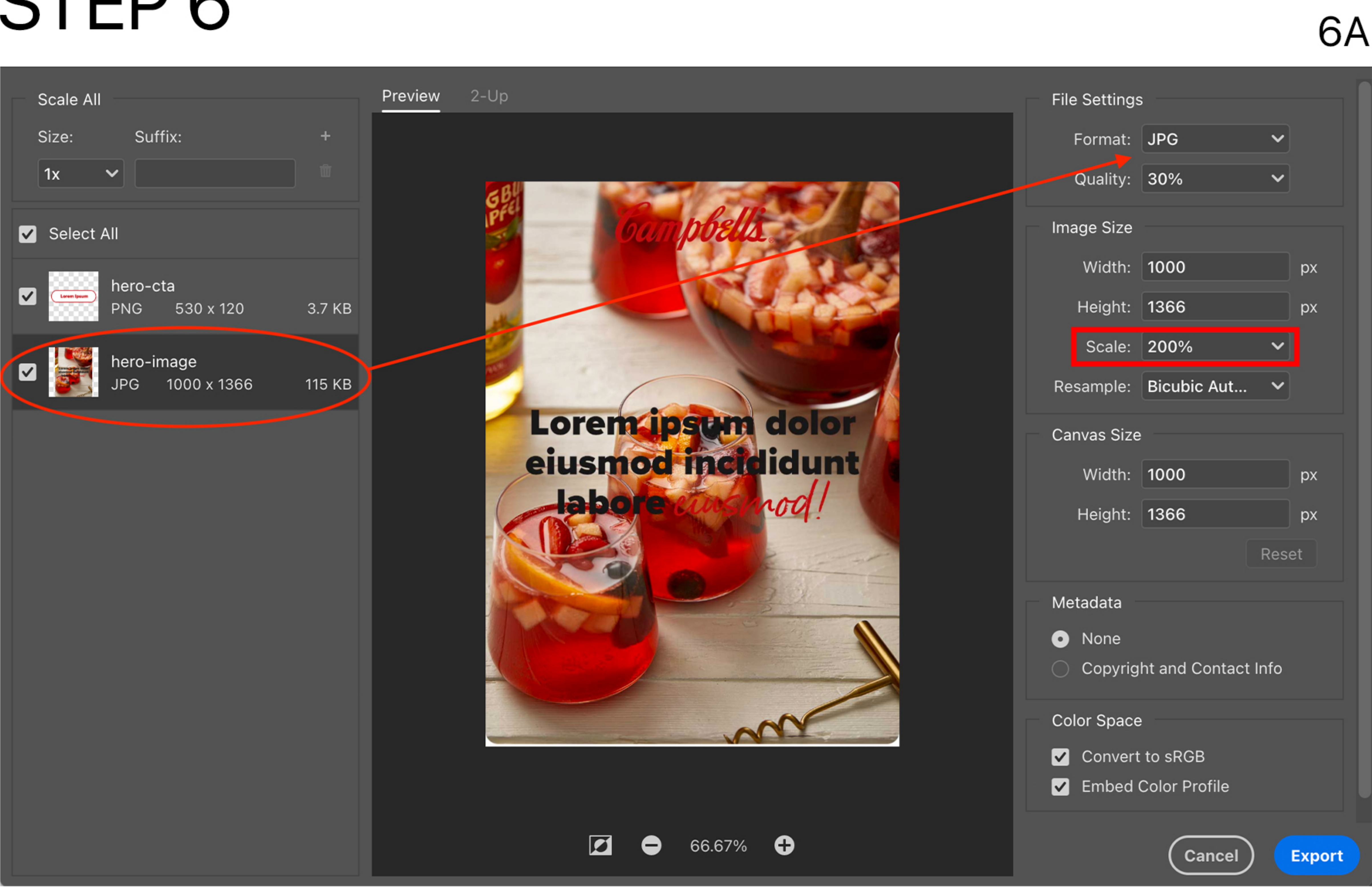


Layers in the main .psd cannot contain raster elements such as: photos, illustrations or art elements. Smart object layers must be at least 50% of their original size.

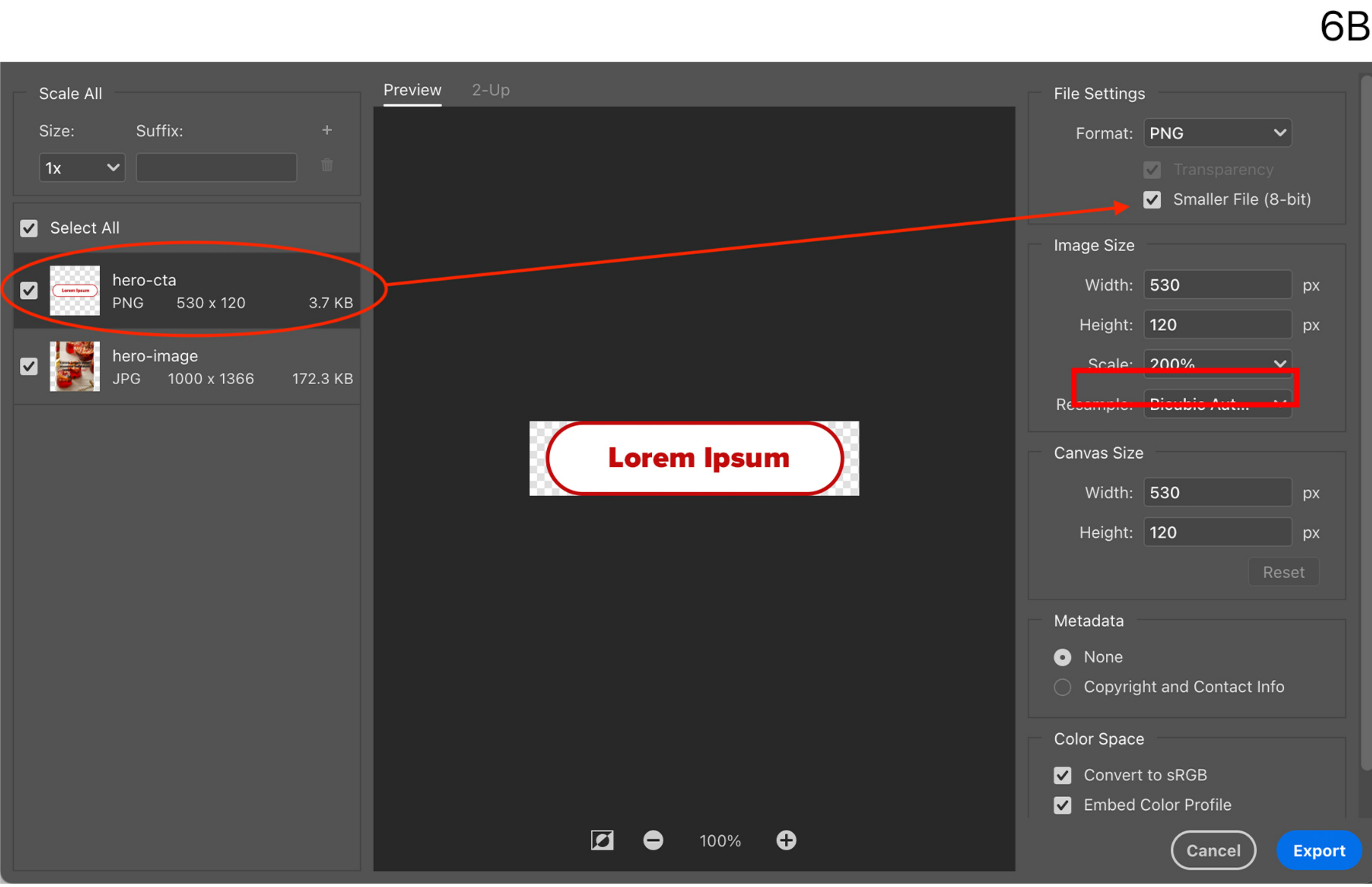
Layer masks can also be applied to any layer as long as the layer has a clipping masks applied so it is contained by the [EDIT THIS SMART OBJECT] smart object layer that contains your primary imagery (see red box to the left).

Layer Styles can be applied (double click layer); ie. color overlay, drop shadows, etc. Unlike Image Adjustments, Layer Styles will adjust to the size of the image when exported at 2x the size.

STEP 6



Collapse artboards and select multiple boards by holding the command button (just like selecting multiple layers)



You can export multiple artboards at the same time—under the layers tab, collapse artboards, select which artboards you want to save, right click and select “Export As...” from dropdown (see 6C above). Be sure to select artboards and not layers within an artboard to ensure that the image will be the correct size. If you export individual layers (even layer groups), the resulting image will be cropped to the visible element(s) only and will not be the correct dimensions.

Artboards containing images should be exported as JPGs @2x size—change “Scale” to 200% in the export window (see red boxes on 6A & 6B to the left).

Export buttons as PNGs and select “Smaller File (8-bit)” to reduce file size automatically (see arrow on 6B to the left).

Click the Export button once you’ve finished adjusting the File Settings and image(s) will be saved in your selected folder desination. Once exported, you can always run the resulting images in an online optimizer to further reduce file size.

Image Type	Email Template(s)	Dimensions (@1x @2x)	File Size**	Type
Hero image	Multi-Subject	500x600 1000x1200	≈100K	JPG
Promo hero image	Promo	500x683 1000x1366	≈125K	JPG
Feature image	Multi-Subject, Meal Planner	500x375 1000x750	≈45-100K	JPG
Small feature image	Multi-Subject	230x308 460x626	≈45K	JPG
Hero note image	Meal Planner	500x90 1000x180	≈5K	PNG
CTA Buttons	All	265x60 530x120*	under 5K	PNG
CTA Buttons small	Multi-Subject	220x40 440x80	under 3K	PNG
Recipe Attribute	Meal Planner	sizes vary by attribute	under 10K	PNG

*CTA button widths are between 265-300px (@2x—520x600px) depending on copy

**File sizes are approximate and are based on the file sizes of images from previous emails; file sizes will vary depending on images