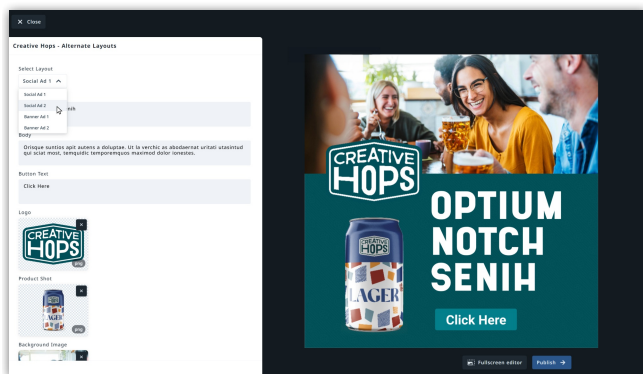# An Introduction to Alternate Layouts

Published on 12/21/2023

Alternate Layouts is designed to fast-track the way your stakeholders can create assets while keeping your brand integrity intact. Multiple sizes? Flexible layouts? No problem. Now you can create multiple preset options within one template so your stakeholders can easily generate on-brand assets for every channel in a flash. Input the content once, and see it magically appear on all of your layouts.
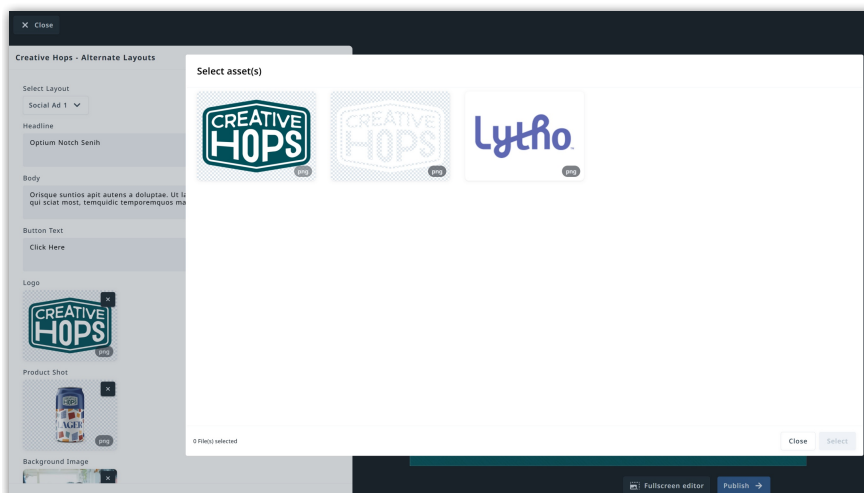
Getting to Know Alternate Layouts

Alternate Layouts is a feature in Tempo that allows your stakeholders to input their information into your preset variable fields and populate that across multiple artwork variations. You can also include/exclude specific fields based on the deliverable channel, size, or intended audience.
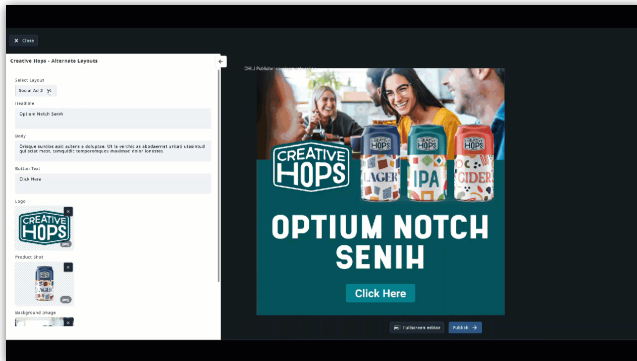
When working on a publication, Alternate Layouts will display in a dropdown menu. Fields can be populated either before or after choosing a layout. Any changes to an editable field will carry over if a new layout is chosen. This way, your stakeholders can efficiently pick the layout that best suits the combination of information they need.

As with your standard templates, you are able to set specific images your stakeholders can choose from. This allows you to maintain brand standards while allowing your stakeholders the freedom to choose which layout(s) best suite their needs.
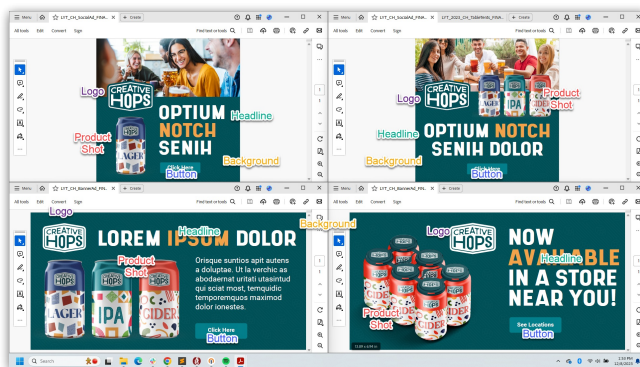
If one of your layouts includes a background shot or text field and another does not, that image or text field will only populate in the layouts that require it.

When to use Alternate Layouts

Several deliverable types are good candidates for Alternate Layouts. A general rule is to choose artwork that shares the same content but vary in size. When viewing your artwork side-by-side – or picturing what the end result should be – look for things like headline text, body text, images and background elements that are consistent, but vary in size.

Varying social media post sizes with the same image, call to action, and button would be a great option.

Even if the artwork contains similar elements but there are several unique elements, this may not be a great fit for Alternate Layouts and could instead be designed as a stand-alone template.