

Email template guidelines

1. Visual identity
2. How to build an email

1. Visual identity

There are four main elements of an email's visual identity:

- **University logo**
- **Typography**
- **Colour**
- **Imagery**

University Logo

Size

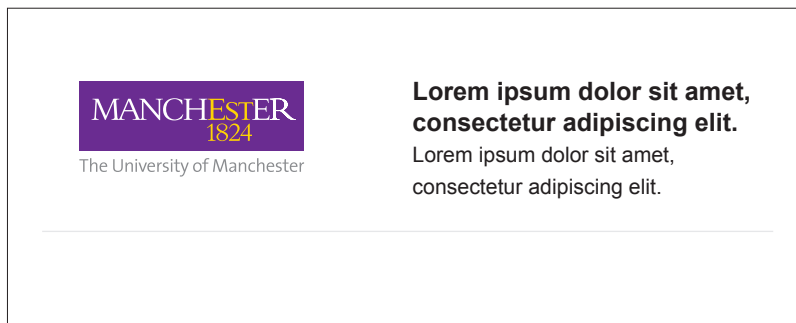
Logo width	Logo height	x height
169px	70 px	51 px



Placement

The University logo should be positioned in the top left of the header for desktop and tablet devices, and centered on mobile. The logo should have an exclusion zone on every side (as shown in the image below), though the padding can be reduced for mobile versions to a minimum of 20px. The logo should not be resized when used on different screen sizes and must always link to www.manchester.ac.uk.

Example of logo in email template (desktop version)



(mobile version)



Typography

The University's primary web font is Open Sans. However, support for web fonts are still inconsistent on many email clients, so **Arial** should be used as a fallback when Open Sans is not compatible.

Type sizes

The templates outlined in Section 2: *How to build an email* are broken down into individual content blocks and these blocks have specific text elements. The suggested type sizes for these elements are as follows:

Content block type	Description / Suggested usage	Pixel size
Preheader 1 Text	Identifies the area of the University	19px Bold
Preheader 2 Text	Very brief overview of the nature of the email	16px Regular
Section header	Used in dividing coloured blocks	26px
Primary content header	Use for lead story, feature, directors message	26px
Primary content text	Use for lead story, feature, directors message	18px Regular
Secondary content header	Use for secondary features, etc. / Two column content blocks / Full width content blocks with image	21px Regular
Secondary content text	Use for secondary features, etc. / Two column content blocks / Full width content blocks with image	16px Regular
Call to action button text		21px Bold

Colours

The new templates use a limited colour palette. University **purple** is used sparingly as a bold block background header for each content section, with header text in white to aid readability.

The more sparing use of purple makes call-to-action elements stand out more.

For that reason a new **blue** has been introduced. This is to be used in content headers, embedded text links and call-to-action buttons. Testing suggests blue is strong conversion colour and also complements University purple.



#1d71b8



#660099

Imagery

Photography

Email photography is subject to the same guidelines as our other photography, as set out on the brand website at:

www.brand.manchester.ac.uk/visual-identity/photography

Illustrations and infographics

These can provide variety within your email content. There are no set guidelines for these at present, but we advise a focus on simplicity.

File formats

There's no golden rule for image files, so you may need to experiment on a case-by-case basis, but in general:

JPG

Should be used for images and photographs, and will keep files size down.

GIF

Should be used for flat shapes like logos, graphics and images that feature text. They can also be used for animation.

PNG

Can also be used for logos and used when transparency is needed, however they are not supported on every email client.



When to use images

Although it may seem intuitive to use imagery to make an email look more attractive to users, tests show that it can have mixed results and lead to lower click through rates (CTR).

Many email clients (such as Outlook) don't preload your images, so users often see large blank spaces when they initially open your email and may be less likely to continue reading. Consider how much an image will really add to the experience of the email and your audience.

Alt tags

An alt tag is used to add a description to your image and is important for accessibility. But it can also be used to engage with the user by creating intrigue as to what may be behind the blank unloaded image space.

For example:

Take a look at this ground-breaking research project...

This is what teamwork really looks like...

Meet our new award winning researcher...

To help protect your privacy, some content in this message has been blocked. If you're sure this message is from a trusted sender and you want to re-enable the blocked features, click here.

✘ The University of Manchester Logo

✘ Take a look at this ground breaking research project...



Image centric emails may experience lower open rates as content is sometimes blanked out by email clients.

2. How to build an email

The following content modules provide the building blocks to create a whole variety of emails. Each block can be applied in different ways to communicate your content, but we've suggested which content types might be best suited to each.

Focus on key messages and clear call to actions

Limiting the number of blocks guarantees a more focused message and improves engagement.

Flexibility in design

These blocks should be used as a framework to build your emails. Use imagery and copy to create unique content and focused campaigns without altering the basic layout of these templates.

Header and footer blocks

Email header

A required block. Use the text to communicate to the reader which part of the University you're from. Followed by a more specific overview of the type of content within the email.



The University of Manchester

**Lorem ipsum dolor sit amet,
consectetur adipiscing elit.**

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.

Editor sign-off footer

This is an optional block that allows the content creator to sign off with any general messages and call to action. For example you can thank the subscriber and encourage them to get involved or provide feedback. You might also want to link to your social channels.



Editor sign-off

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin suscipit bibendum dui, ut rhoncus eros suscipit ac. Vivamus vitae diam porta, [aliquet risus quis](#), tempor erat.




Blocks 1a and 1b: News and features

These are simple core blocks and should be used for news, features and stories. **Block 1a** allows an optional lead image but could also work without images. **Block 1b** allows additional images for secondary level stories.

The content items within these block are all hyperlinked. However, we have excluded individual call-to-action buttons that would normally contain repetitive instructions such as 'Read me' for each story. This gives a cleaner and more readable experience for your most engaging content.

Block 1a



Block 1a consists of a purple header bar with a document icon and the text "Lorem ipsum". Below the header is a large grey rectangular area.

Primary header

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Secondary header

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Secondary header

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Block 1b



Block 1b consists of a purple header bar with a document icon and the text "News / features / updates". Below the header is a large grey rectangular area.

Primary header

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Column 1:

Primary header

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Secondary header

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Column 2:

Primary header

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Secondary header

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Blocks 2a and 2b: Events and video

We recommend using these two blocks to focus on content that requires a more specific call-to-action (CTA), such as joining an event/group or watching a video.



Two-column layout + CTA

Optional
header image

Optional
header image

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ipsum dolor sit**

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Sign up

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Book now



Full-column layout + CTA

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ipsum dolor sit**

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Watch now

**Lorem ipsum dolor
ipsum dolor sit**

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Book now

Block 3: Short announcement

Some content may not be very engaging but is still important and needs to be communicated, such as announcements and notices. Summarising these in digestible bulletins ensures a clear structure, and hyperlinks within the content give the user access to further information.

Short announcements

1. Lorem ipsum dolor sit amet, consectetur adipiscing elit. [Ut consequat cursus varius](#). Cras ex velit, interdum ac lacus at, sodales faucibus massa.
2. Lorem ipsum dolor sit amet, consectetur adipiscing elit. [Ut consequat cursus varius](#). Cras ex velit, interdum ac lacus at, sodales faucibus massa.
3. Lorem ipsum dolor sit amet, consectetur adipiscing elit. [Ut consequat cursus varius](#). Cras ex velit, interdum ac lacus at, sodales faucibus massa.

Block 4: Headed list items

This block can be used for functional content, such as jobs, research opportunities, academic papers etc. Links to a full list can also be useful.

Headed list items

Descriptive sub header dolor sit amet, consectetur adipiscing elit. Vivamus vitae diam porta.

Tertiary header

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Tertiary header

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Tertiary header

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[View all 16 lorum ipsum](#)

Technical support

We have a two-step process when raising any technical support queries relating to CommuniGator email templates.

Step 1: Raise a ticket with IT services at www.itservices.manchester.ac.uk/help.

Step 2: Contact the CommuniGator helpdesk directly by:

- emailing support@communigator.co.uk; or
- calling the help desk at 01483411911 (choose option 2)