

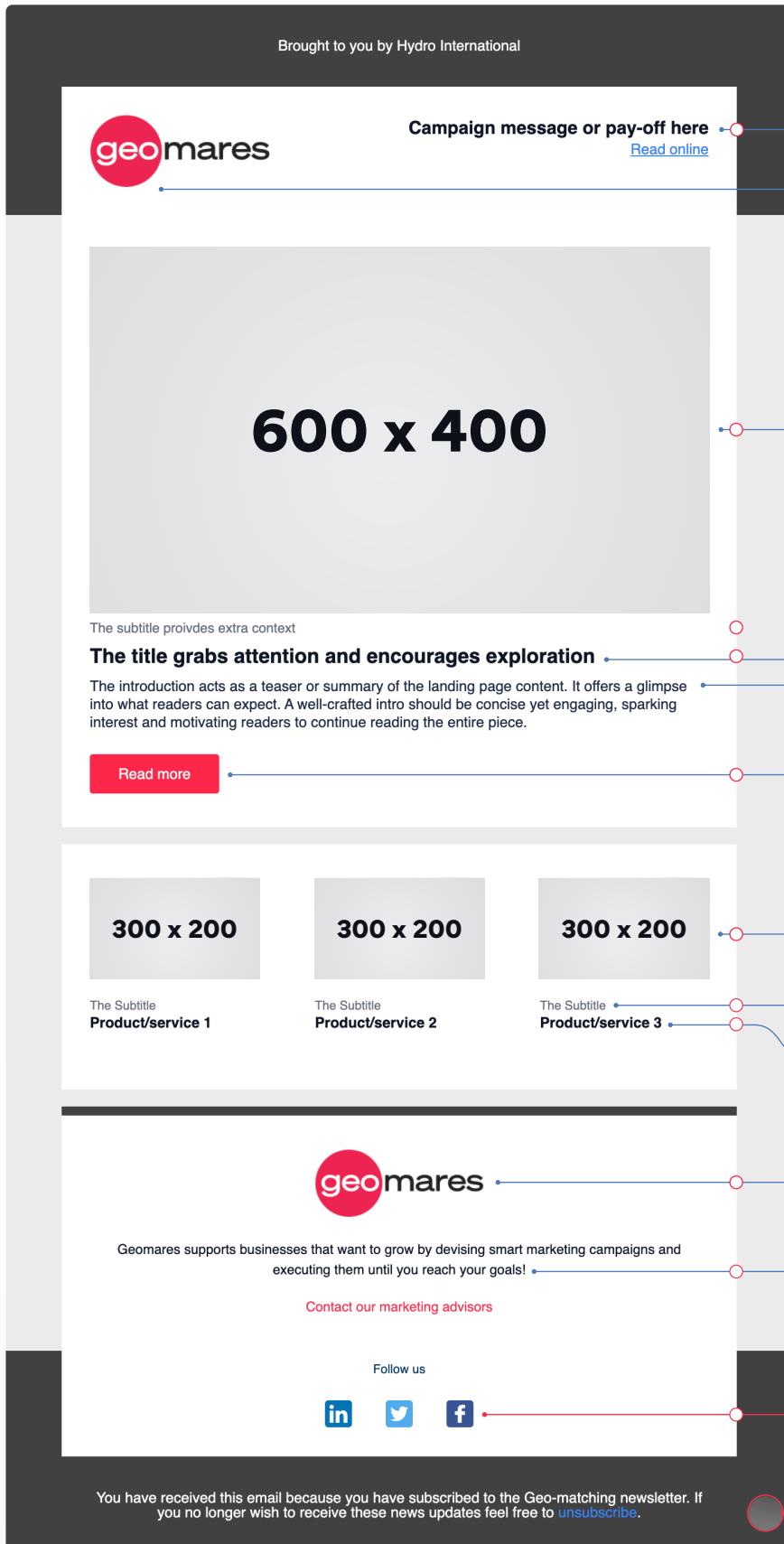


Dedicated newsletters

Templates & Submission Requirements



Product launch



Section 1 Header

- 1 Your pay-off or slogan here
- 2 Your company logo
160px width (PNG, GIF)

Section 2 Main content

- 1 Image resolution 600x400
(JPG, PNG)
- 2 Title: up to 60 characters ideal
- 3 Lead text: max 500 characters
- 4 Call to action:
URL + button text + color code (HEX)

Section 3 Product features

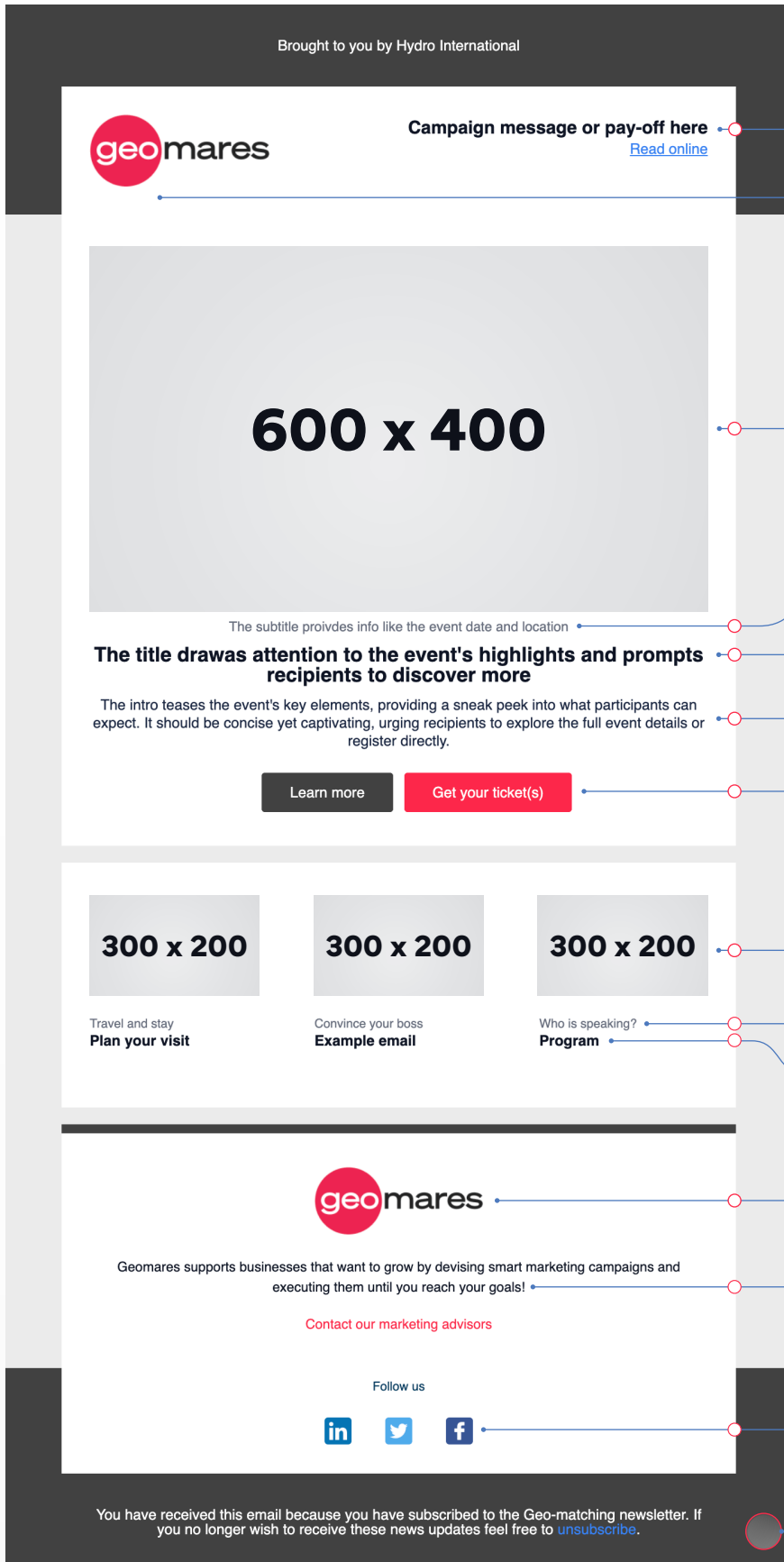
- 1 Image resolution 300x200
(JPG, PNG)
- 2 Context to your image
- 3 Title max 30 characters

Section 4 Footer

- 1 Company logo
(we will reuse the header logo)
- 2 Company profile: max 500 characters
- 3 Link your socials

 Add your own color

Event announcement



Section 1 Header

- 1 Your pay-off or slogan here
- 2 Your company logo
160px width (PNG, GIF)

Section 2 Main content

- 1 Image resolution 600x400
(JPG, PNG)
- 2 Context to your image
- 3 **Title:** up to 60 characters ideal
- 4 **Lead text:** max 500 characters
- 5 **Call to action:**
URL + button text + color code (HEX)

Section 3 Three column

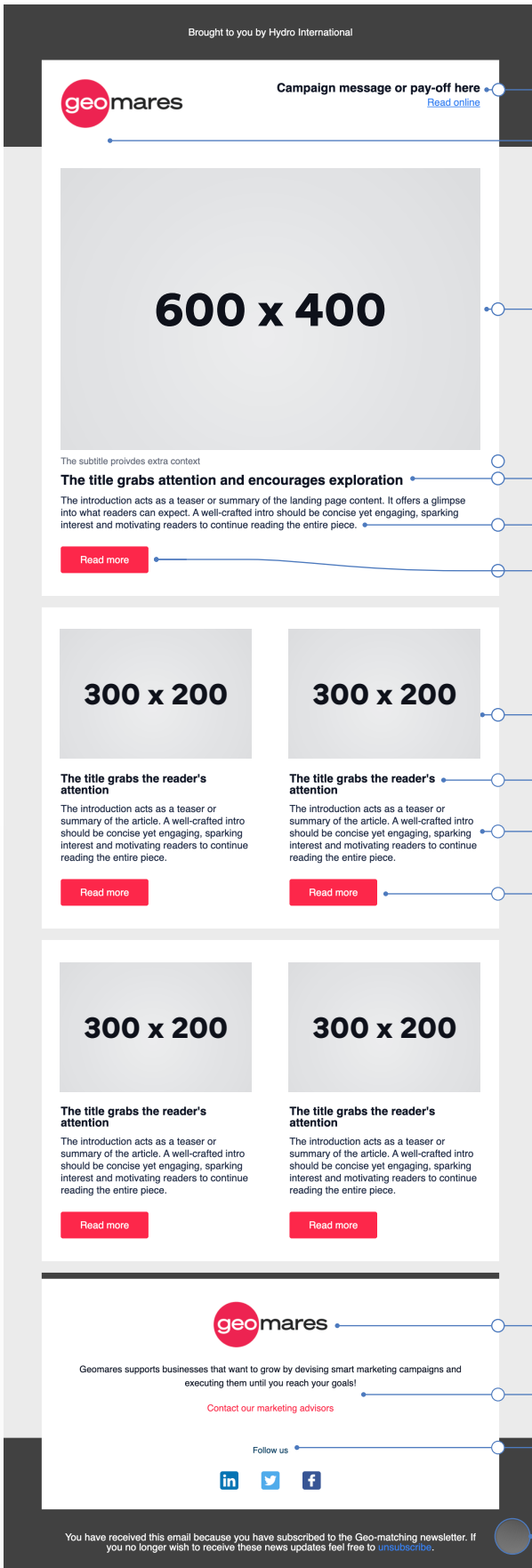
- 1 Image resolution 300x200
(JPG, PNG)
- 2 Context to your image
- 3 Title max 30 characters

Section 4 Footer

- 1 Your company logo
- 2 Description max 200 characters
- 3 Link your socials

 Add your own color

Newsletter template



Section 1 Header

- 1 Your pay-off or slogan here
- 2 Your company logo
160px width (PNG, GIF)

Section 2 Main content

- 1 Image resolution 600x400
(JPG, PNG)
- 2 **Title:** up to 60 characters ideal
- 3 **Lead text:** max 500 characters
- 4 **Call to action:**
URL + button text + color code (HEX)

Section 2 Two column

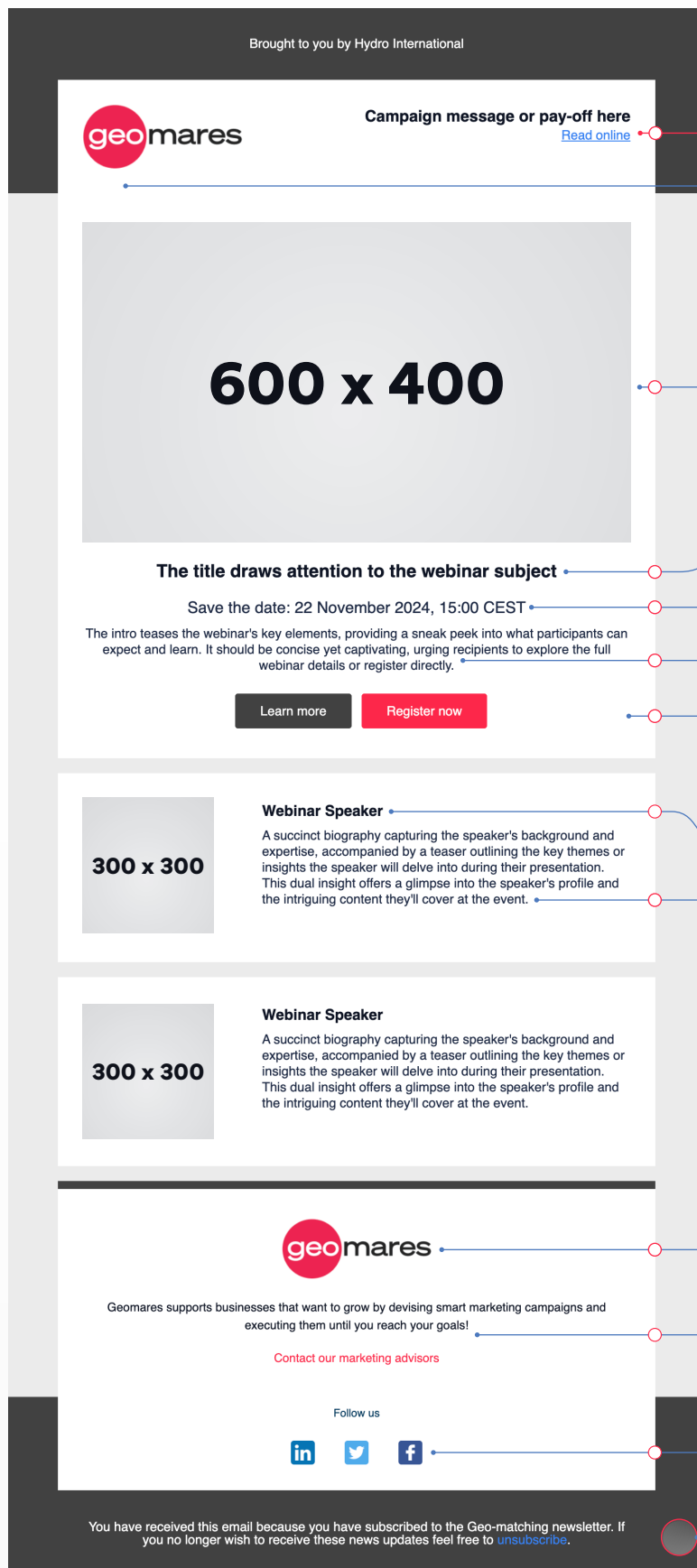
- 1 Image resolution 300x200
- 2 **Title:** up to 60 characters ideal
- 3 **Description:** max 250 characters
- 4 Call to action

Section 3 Footer

- 1 **Company logo**
(we will reuse the header logo)
- 2 **Company profile:** max 500 characters
- 3 Link your socials

 Add your own color

Webinar announcement



Section 1 Header

- 1 Your campaign message here
- 2 Your company logo
160px width (PNG, GIF)

Section 2 Main content

- 1 Image resolution 600x400
(JPG, PNG)
- 2 Context to your image
- 3 Time of webinar
- 4 Description max 500 characters
- 5 **2 x Call to action:**
2 URL + 2 button texts + color code (HEX)

Section 2 Article + image left

- 1 **Title:** up to 60 characters ideal
- 2 **Description:** max 250 characters

Section 3 Footer

- 1 **Company logo**
(we will reuse the header logo)
- 2 **Company profile:** max 500 characters
- 3 Link your socials

 Add your own color

Effective principles for our emails

In our fast-paced digital landscape, it's crucial that our emails stand out and deliver impact. With that in mind, we're sharing some fundamental principles to make our messages concise and impactful. These guidelines, from maintaining a clear focus to integrating a strong call-to-action, ensure that every email we send is clear, straightforward, and aligned with our brand identity. Let's briefly go through these principles to optimize our email communications.

Focus

Focus on one single message. For example a product/service/event promotion.

Strong title

Focus on one single message. For example a product/service/event promotion.

Brief and simple

Keep it brief and simple. Link to your own website for more information.

Call-to-action

Include a call-to-action button in the first half of the e-blast, the readers attention is highest in the top part.

Short and sweet

Do not make your e-blast too long. Some e-mail clients do not show the entire length.

Keep it interesting

Alternate with the use of text and images/illustrations to keep readers interested and create.

Your own brand colors

Kindly share three HEX color codes to align the email with your brand's visual identity.

● **Primary color**
Used for buttons and essential elements

● **Secondary color**
Used for buttons and essential elements

● **Link color**
The designated color for hyperlinks