



SPECIFICATIONS GUIDE

EMAIL DESIGN SYSTEM

MARCH 2022 - AXLE AGENCY



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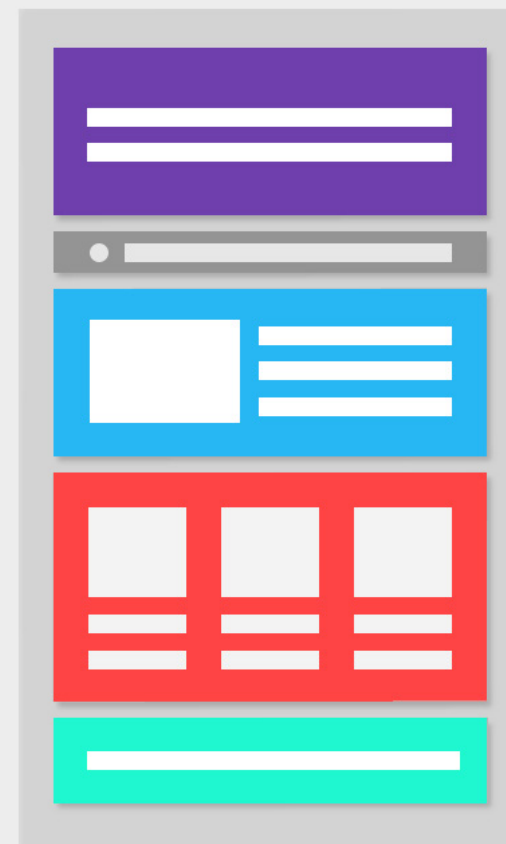
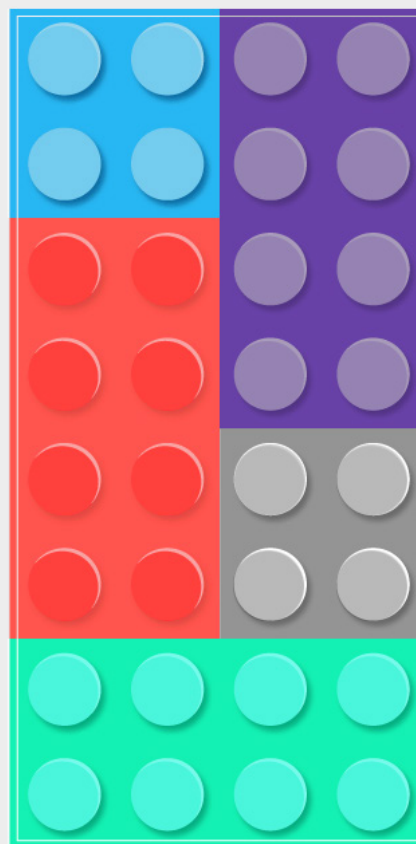
INTRODUCTION

A modular approach to email design

Iterative design systems are built from individual components (or modules) that can be combined to create a variety of layouts and email types. Think of the modules as Lego blocks that can be moved around and positioned in the arrangement that best achieves your email's objective.

Lego-style systems are scalable, they streamline the creation > development > approval workflow, and they allow marketing teams to focus more on what's really important... content.

One other notable benefit is Brand compliance. By locking in Brand colors, typography, and padding dimensions, all emails created from the template are aligned with the style guide by default.



OVERVIEW: MODULES

Module nomenclature is vital to streamlining the email creation process. A standardized naming convention ensures all teams involved in planning, designing and building the email are communicating effectively.

This is especially useful when briefing the design team during new project kickoffs.

For a more detailed look at module nomenclature, please review the Module Guide.

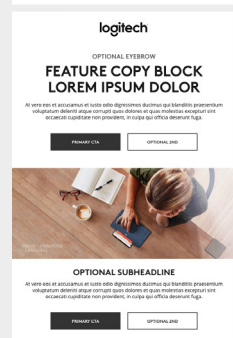
(01)



HEADER
(INSIDER)
HEADER
(STANDARD)

HERO A:
FEATURE

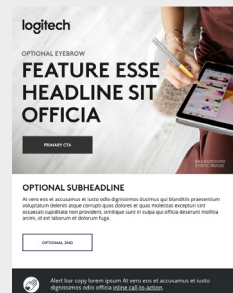
FEATURE COPY



HEADER
(SIMPLE)

HERO B:
COPY FOCUS

FULL SPAN COPY
(CENTERED)



HERO C:
OVERLAY

FULL SPAN COPY

ALERT BAR



1/3 RIGHT



1/3 LEFT



OVERLAY RIGHT

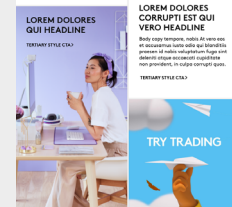
(02)



OVERLAY LEFT

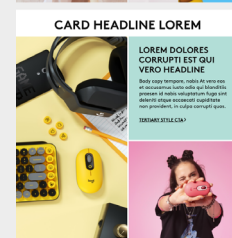
SECTION TITLE

PINBOARD



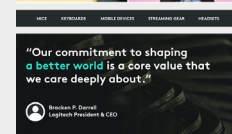
CARD TITLE

PINBOARD
(ALTERNATE)



INTERNAL NAV

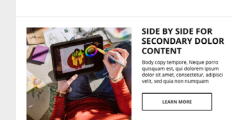
QUOTE MODULE



SIDE X SIDE RIGHT



SIDE X SIDE LEFT

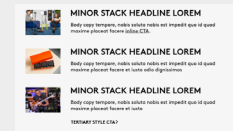


TIP BANNER

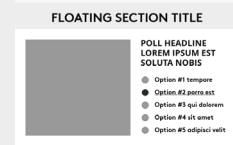


ARTICLE MINOR

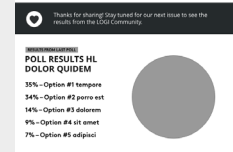
(03)



MINOR STACK



POLL MODULE



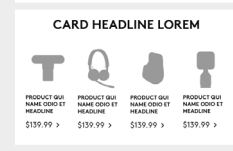
PRODUCT GRID



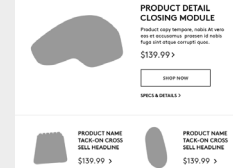
3-ACROSS



4-ACROSS



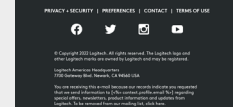
PRODUCT DETAIL



CROSS-SELL



BRAND BAR



FOOTER NAV
SOCIAL RACK

SPECIFICATIONS: CHARACTER COUNTS & IMAGE DIMENSIONS

Though this system is built to handle a wide variety of content, there are limits.

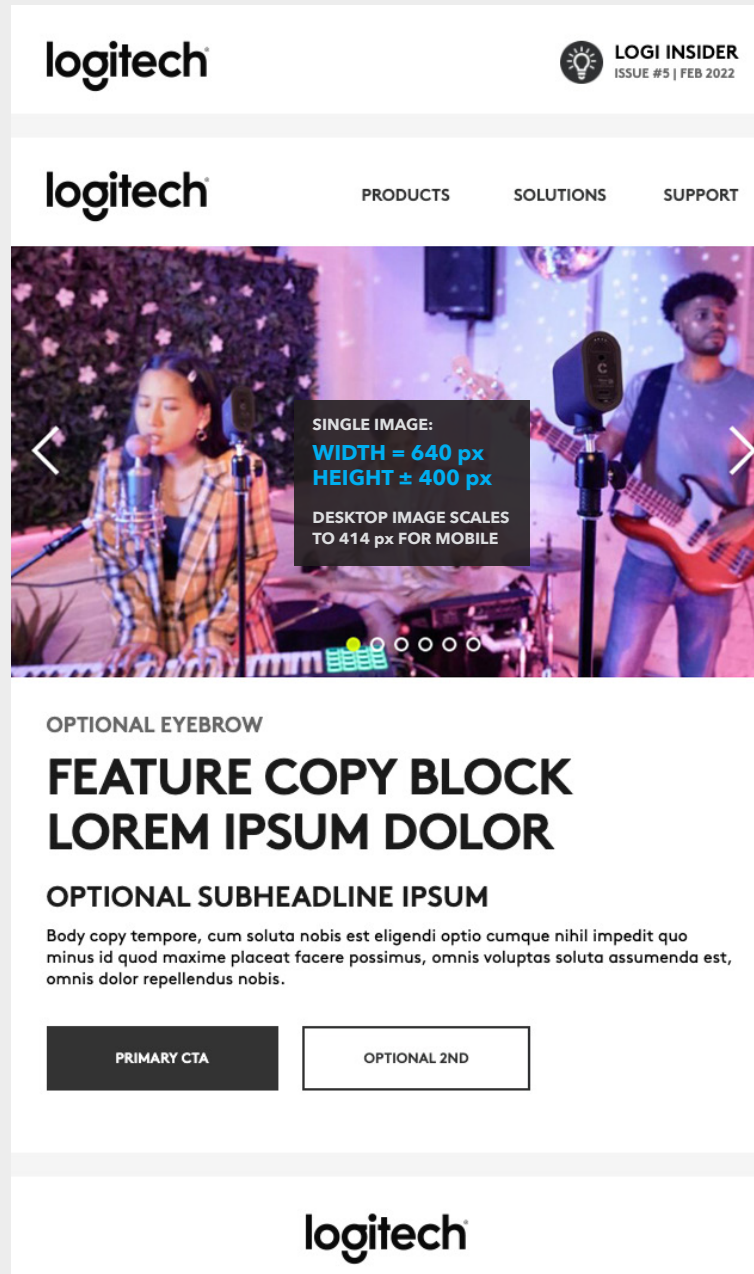
The following recommendations are based on the parameters of the system, and on email best practice.

Any elements with max counts (= or <), need to fall at or below the restriction. Elements with approximate counts (±) are more flexible.

Those approximate counts are rooted in best practice. Body copy gets little engagement in email – less is more!

Image dimensions are also listed. Those with unique mobile behavior (or separate images) are noted.

(01)



INSIDER STAMP < 16 CH
(ISSUE / DATE EDITABLE)

NAVIGATION ± 10 CH / ITEM
(MAX 3 NAV ITEMS)

EYEBROW ± 20 CH

HEADLINE ± 36 CH
(MAX 2 LINES)

SUBHEADLINE ± 30 CH
(MAX 2 LINES)

BODY COPY ± 200 CH
(MAX 3 LINES - LESS IS MORE)

PRIMARY CTA < 16 CH
(MAX 1 LINE - SAME SPECS
FOR SECONDARY CTA)

(02)

OPTIONAL EYEBROW

FEATURE COPY BLOCK LOREM IPSUM DOLOR

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, in culpa qui officia deserunt fuga.

PRIMARY CTA

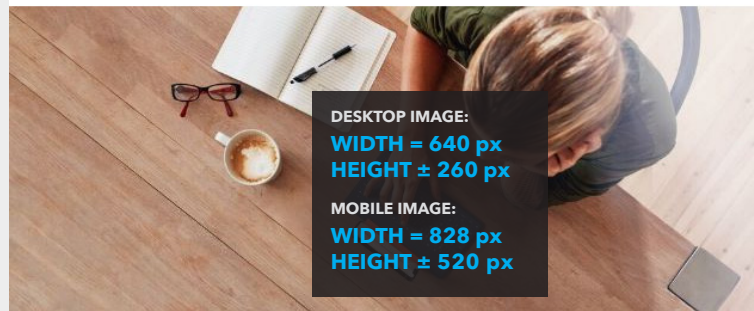
OPTIONAL 2ND

EYEBROW ± 20 CH
(MAX 1 LINE)

HEADLINE ± 30 CH
(MAX 3 LINES)

BODY COPY ± 300 CH
(MAX 4 LINES - LESS IS MORE)

PRIMARY CTA < 16 CH
(MAX 1 LINE - SAME SPECS
FOR SECONDARY CTA)



DESKTOP IMAGE:

WIDTH = 640 px
HEIGHT ± 260 px

MOBILE IMAGE:

WIDTH = 828 px
HEIGHT ± 520 px

OPTIONAL SUBHEADLINE

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, in culpa qui officia deserunt fuga.

PRIMARY CTA

OPTIONAL 2ND

SUBHEADLINE ± 20 CH
(MAX 2 LINES)

BODY COPY ± 300 CH
(MAX 4 LINES - LESS IS MORE)

PRIMARY CTA < 16 CH
(MAX 1 LINE - SAME SPECS
FOR SECONDARY CTA)

EYEBROW ± 20 CH
(MAX 1 LINE)

logitech®

OPTIONAL EYEBROW

(03)

HEADLINE ± 36 CH
(MAX 3 LINES)

PRIMARY CTA < 20 CH
(MAX 1 LINE)

OPTIONAL EYEBROW

FEATURE ESSE HEADLINE SIT OFFICIA

PRIMARY CTA

DESKTOP IMAGE:

WIDTH = 640 px
HEIGHT ± 480 px

MOBILE IMAGE:

WIDTH = 828 px
HEIGHT ± 628 px

OPTIONAL SUBHEADLINE

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, in culpa qui officia deserunt fuga.

OPTIONAL 2ND

SUBHEADLINE ± 20 CH
(MAX 2 LINES)

BODY COPY ± 300 CH
(MAX 4 LINES - LESS IS MORE)

SECONDARY CTA < 16 CH
(MAX 1 LINE)



Alert bar copy lorem ipsum At vero eos et accusamus et iusto dignissimos odio officia [inline call-to-action](#).

ALERT COPY < 112 CH
INLINE CTA ± 12 CH

HEADLINE ± 32 CH
(MAX 3 LINES - INCREASE IMG
HEIGHT IF MORE THAN 2)

BODY COPY ± 140 CH
(MAX 4 LINES - LESS IS MORE)

TERTIARY CTA < 24 CH
(MAX 1 LINE)

LOREM EST CORRUPTI ET QUI HEADLINE

Body copy tempore, nobis At vero eos et accusamus iusto odio qui blanditiis praesen id nobis voluptatum fuga sint deleniti atque corrupti quos.

TERTIARY STYLE CTA >

SINGLE IMAGE:

WIDTH = 414 px
HEIGHT ± 314 px

INCREASE IMG HEIGHT
IF EXCEEDING DEFAULT
LINES OF BODY COPY

(04)



LOREM EST CORRUPTI ET QUI HEADLINE

Body copy tempore, nobis At vero eos et accusamus iusto odio qui blanditiis praesen id nobis voluptatum fuga sint deleniti atque corrupti quos.

TERTIARY STYLE CTA >

HEADLINE ± 30 CH
(MAX 3 LINES)

BODY COPY ± 140 CH
(MAX 4 LINES - LESS IS MORE)

TERTIARY CTA < 24 CH
(MAX 1 LINE)

HEADLINE ± 30 CH
(MAX 3 LINES)

BODY COPY ± 110 CH
(MAX 4 LINES - LESS IS MORE)

SECONDARY CTA < 16 CH
(MAX 1 LINE)



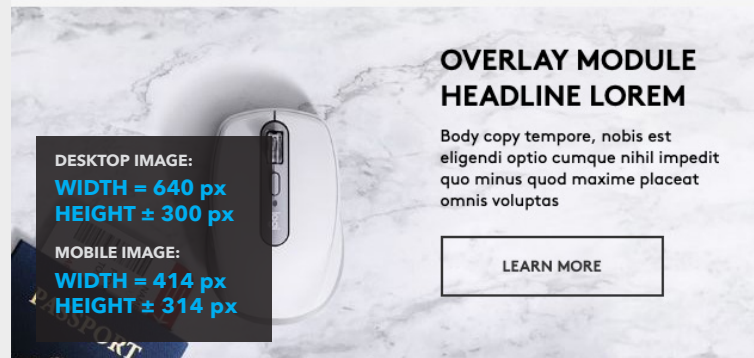
OVERLAY MODULE HEADLINE LOREM

Body copy tempore, nobis est eligendi optio cumque nihil impedit quo minus quod maxime placeat omnis voluptas

LEARN MORE

DESKTOP IMAGE:
WIDTH = 640 px
HEIGHT = 300 px

MOBILE IMAGE:
WIDTH = 414 px
HEIGHT = 314 px



OVERLAY MODULE HEADLINE LOREM

Body copy tempore, nobis est eligendi optio cumque nihil impedit quo minus quod maxime placeat omnis voluptas

LEARN MORE

HEADLINE ± 30 CH
(MAX 3 LINES - INCREASE IMG
HEIGHT IF MORE THAN 2)

BODY COPY ± 110 CH
(MAX 4 LINES - LESS IS MORE)

SECONDARY CTA < 16 CH
(MAX 1 LINE)

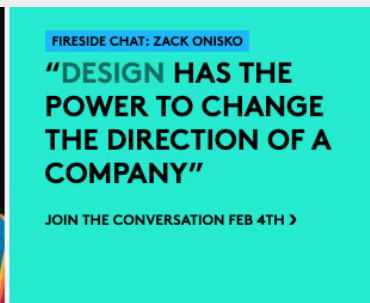
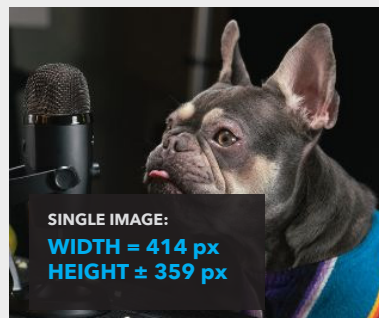
FLOATING SECTION TITLE

SECTION TITLE ± 24 CH
(MAX 1 LINES)



FIRESIDE CHAT: ZACK ONISKO

(05)



HIGHLIGHT ± 30 CH
(MAX 1 LINE)

HEADLINE ± 58 CH
(± 4 LINES WHEN USED WITH
NO BODY COPY)

TERTIARY CTA < 24 CH
(MAX 1 LINE)

HEADLINE ± 40 CH
(MAX 3 LINES)

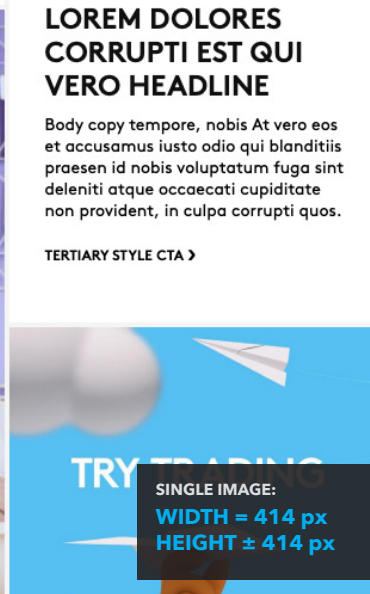
BODY COPY ± 140 CH
(MAX 5 LINES - LESS IS MORE)

TERTIARY CTA < 24 CH
(MAX 1 LINE)

LOREM DOLORES CORRUPTI EST QUI VERO HEADLINE

Body copy tempore, nobis At vero eos
et accusamus iusto odio qui blanditiis
praesen id nobis voluptatum fuga sint
deleniti atque occaecati cupiditate
non provident, in culpa corrupti quos.

TERTIARY STYLE CTA >



HEADLINE ± 40 CH
(MAX 3 LINES)

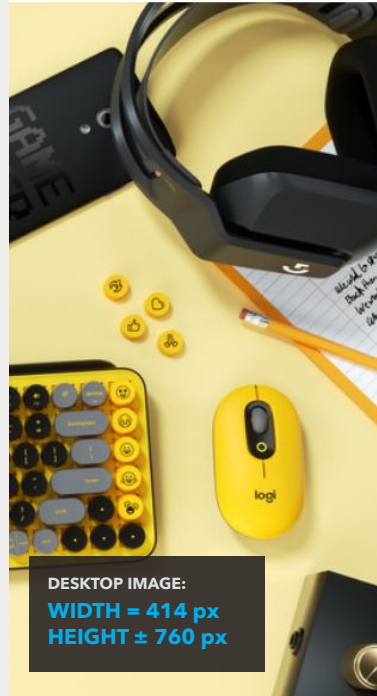
BODY COPY ± 110 CH
(MAX 3 LINES)

TERTIARY CTA < 24 CH
(MAX 1 LINE)

(06)

CARD HEADLINE LOREM

CARD TITLE ± 24 CH
(MAX 1 LINES)



DESKTOP IMAGE:
WIDTH = 414 px
HEIGHT ± 760 px

LOREM DOLORES CORRUPTI EST QUI VERO HEADLINE

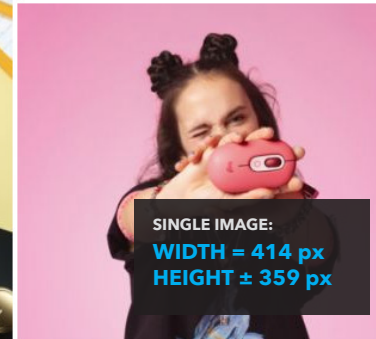
HEADLINE ± 40 CH
(MAX 3 LINES)

Body copy tempore, nobis At vero eos
et accusamus iusto odio qui blanditiis
praesen id nobis voluptatum fuga sint
deleniti atque occaecati cupiditate
non provident, in culpa corrupti quos.

BODY COPY ± 110 CH
(MAX 3 LINES)

TERTIARY STYLE CTA >

TERTIARY CTA < 24 CH
(MAX 1 LINE)



SINGLE IMAGE:
WIDTH = 414 px
HEIGHT ± 359 px

MICE KEYBOARDS MOBILE DEVICES STREAMING GEAR HEADSETS

NAVIGATION ± 10 CH / ITEM
(MAX 5 NAV ITEMS, < 54 CH TOTAL)

"Our commitment to shaping a
better world is a core value that we
care deeply about."

QUOTE ± 100 CH
(MAX 3 LINES)

ICON:
W ± 150 px
H ± 150 px

Bracken P. Darrell
Logitech President & CEO

ATTRIBUTION ± 50 CH
(± 2 LINES)

(07)

HEADLINE ± 40 CH
(MAX 3 LINES)

BODY COPY ± 200 CH
(MAX 6 LINES)

SECONDARY CTA < 16 CH
(MAX 1 LINE)

SIDE BY SIDE FOR SECONDARY DOLOR CONTENT

Body copy tempore, Neque porro
quisquam est, qui dolorem ipsum
dolor sit amet, consectetur, adipisc.
Et harum quidem rerum facilis est et
expedita distinctio. Itaque earum
rerum hic tenetur

LEARN MORE



SIDE BY SIDE FOR SECONDARY DOLOR CONTENT

Body copy tempore, Neque porro
quisquam est, qui dolorem ipsum
dolor sit amet, consectetur, adipisci
velit, sed quia non numquam

LEARN MORE

HEADLINE ± 40 CH
(MAX 3 LINES)

BODY COPY ± 200 CH
(MAX 6 LINES)

SECONDARY CTA < 16 CH
(MAX 1 LINE)

SINGLE IMG:
W = 160 px
H ± 160 px

PRO TIP:

MULTIPLE COMPUTERS, ONE FLOW

Team the slim MX Keys Mini with the MX Master 3 or MX Anywhere 3
and type across multiple computers or laptops in one fluid
workflow.

TERTIARY STYLE CTA >

HIGHLIGHT ± 30 CH
(MAX 1 LINE)

HEADLINE ± 12 CH
(MAX 1 LINE)

BODY COPY ± 174 CH
(MAX 3 LINES)

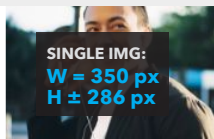
TERTIARY CTA < 24 CH
(MAX 1 LINE)



ARTICLE MINOR HEADLINE LOREM IPSUM DOLOR

HEADLINE ± 40 CH
(MAX 2 LINES)

(08)



LOREM IPSUM DOLOR

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas fuga.

TERTIARY STYLE CTA >

HEADLINE ± 40 CH
(MAX 2 LINES)

BODY COPY ± 140 CH
(MAX 3 LINES)

TERTIARY CTA < 24 CH
(MAX 1 LINE)

SINGLE IMG:
W = 100 px
H ± 72 px

MINOR STACK HEADLINE LOREM

Body copy tempore, nobis soluta nobis est impedit quo id quod maxime placeat facere [inline CTA](#).

HEADLINE ± 26 CH
(MAX 1 LINES)

BODY COPY ± 120 CH
(MAX 3 LINES)

SINGLE IMG:
W = 100 px
H ± 72 px

MINOR STACK HEADLINE LOREM

Body copy tempore, nobis soluta nobis est impedit quo id quod maxime placeat facere et iusto odio dignissimos

HEADLINE ± 26 CH
(MAX 1 LINES)

BODY COPY ± 120 CH
(MAX 3 LINES)

SINGLE IMG:
W = 100 px
H ± 72 px

MINOR STACK HEADLINE LOREM

Body copy tempore, nobis soluta nobis est impedit quo id quod maxime placeat facere et iusto

TERTIARY STYLE CTA >

HEADLINE ± 26 CH
(MAX 1 LINES)

BODY COPY ± 120 CH
(MAX 3 LINES)

TERTIARY CTA < 24 CH
(MAX 1 LINE)

FLOATING SECTION TITLE



POLL HEADLINE LOREM IPSUM EST SOLUTA NOBIS

- Option #1 tempore
- Option #1 porro est
- Option #1 qui dolorem
- Option #1 sit amet
- Option #1 sit amet

SECTION TITLE ± 24 CH
(MAX 1 LINES)

HEADLINE ± 44 CH
(± 3 LINES)

OPTIONS ± 24 CH / ITEM
(MAX 6 ITEMS)

ICON:
W < 100 px
H < 100 px

Thanks for sharing! Stay tuned for our next issue to see the results from the LOGI Community.

THANKS COPY ± 120 CH
(MAX 2 LINES)

(09)
HIGHLIGHT < 28 CH
(MAX 1 LINE)
HEADLINE ± 44 CH
(± 3 LINES)

OPTIONS ± 24 CH / ITEM
(MAX 6 ITEMS)

RESULTS FROM LAST POLL

POLL RESULTS HL DOLOR QUIDEM

35% – Option #1 tempore
35% – Option #1 tempore
35% – Option #1 tempore
35% – Option #1 tempore
35% – Option #1 tempore

SINGLE IMAGE:

WIDTH = 350 px
HEIGHT ± 350 px

FLOATING SECTION TITLE

SINGLE IMAGE:

WIDTH = 350 px
HEIGHT ± 250 px

PRODUCT NAME QUI HEADLINE

Product copy tempore, nobis At vero
eos et accusamus praesen id nobis
fuga sint deleniti atque corrupti quos.

\$139.99 ›

SINGLE IMAGE:

WIDTH = 350 px
HEIGHT ± 250 px

PRODUCT NAME QUI HEADLINE

Product copy tempore, nobis At vero
eos et accusamus praesen id nobis
fuga sint deleniti atque corrupti quos.

\$139.99 ›

HEADLINE ± 30 CH
(MAX 3 LINES)

BODY COPY ± 110 CH
(MAX 5 LINES – LESS IS MORE)

PRICE < 10 CH
(MAX 1 LINE)

SECTION TITLE ± 24 CH
(MAX 1 LINES)

HEADLINE ± 30 CH
(MAX 3 LINES)

BODY COPY ± 110 CH
(MAX 5 LINES – LESS IS MORE)

PRICE < 10 CH
(MAX 1 LINE)

CARD HEADLINE LOREM

SINGLE IMG:

W = 182 px
H ± 156 px

SINGLE IMG:

W = 182 px
H ± 156 px

SINGLE IMG:

W = 182 px
H ± 156 px

CARD TITLE ± 24 CH
(MAX 1 LINES)

(10)

EST QUI ODIO
HEADLINE

\$139.99 >

EST QUI ODIO
HEADLINE

\$139.99 >

EST QUI ODIO
HEADLINE

\$139.99 >

PRODUCT TITLE ± 40 CH
(MAX 4 LINES)

PRICE < 10 CH
(MAX 1 LINE)

CARD HEADLINE LOREM

SINGLE IMG:
W = 182 px
H ± 156 px

SINGLE IMG:
W = 182 px
H ± 156 px

SINGLE IMG:
W = 182 px
H ± 156 px

SINGLE IMG:
W = 182 px
H ± 156 px

PRODUCT QUI
NAME ODIO ET
HEADLINE

\$139.99 >

PRODUCT QUI
NAME ODIO ET
HEADLINE

\$139.99 >

PRODUCT QUI
NAME ODIO ET
HEADLINE

\$139.99 >

PRODUCT QUI
NAME ODIO ET
HEADLINE

\$139.99 >

CARD TITLE ± 24 CH
(MAX 1 LINES)

PRODUCT TITLE ± 40 CH / EA
(MAX 4 LINES)

PRICE < 10 CH
(MAX 1 LINE)

PRODUCT DETAIL CLOSING MODULE

SINGLE IMAGE:
WIDTH = 350 px
HEIGHT ± 230 px

Product copy tempore, nobis At vero
eos et accusamus praesen id nobis
fuga sint atque corrupti quos.

\$139.99 >

SHOP NOW

TERTIARY STYLE CTA >

HEADLINE ± 30 CH
(MAX 2 LINES)

PRODUCT COPY ± 106 CH
(MAX 4 LINES)

PRICE < 10 CH
(MAX 1 LINE)

SECONDARY CTA < 16 CH
(MAX 1 LINE)

TERTIARY CTA < 24 CH
(MAX 1 LINE)

SINGLE IMG:
W = 149 px
H ± 128 px

PRODUCT NAME
TACK-ON CROSS
SELL HEADLINE

\$139.99 >

SINGLE IMG:
W = 149 px
H ± 128 px

PRODUCT NAME
TACK-ON CROSS
SELL HEADLINE

\$139.99 >

PRODUCT TITLE ± 40 CH / EA
(MAX 4 LINES)

PRICE < 10 CH
(MAX 1 LINE)

logi



PRIVACY + SECURITY | PREFERENCES | CONTACT | TERMS OF USE



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NAV ITEM ± 12 CH
(MAX 1 LINE; 4 ITEMS)

SPECIFICATIONS: GRID SYSTEM

To ensure emails designed from this system are polished and visually organized, all components snap to a 12-column grid system.

When designing elements in XD, be sure to utilize the grid layer to maintain consistency in gutters and vertical alignment.

TIP: The XD grid can be exported and used in Photoshop or Illustrator.

OPTIONAL EYEBROW


FEATURE COPY BLOCK
LOREM IPSUM DOLOR

OPTIONAL SUBHEADLINE IPSUM

Body copy tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas soluta assumenda est, omnis dolor repellendus nobis.

PRIMARY CTA

OPTIONAL 2ND



LOREM DOLORES
EST CORRUPTI ET
QUI HEADLINE

Body copy tempore, nobis At vero eos et accusamus iusto odio qui blanditiis praesen id nobis voluptatum fuga sint deleniti atque corrupti quos.

TERTIARY STYLE CTA >

CARD HEADLINE LOREM

T

PRODUCT QUI
NAME ODIO ET
HEADLINE

\$139.99 >

Headphones

PRODUCT QUI
NAME ODIO ET
HEADLINE

\$139.99 >

Mouse

PRODUCT QUI
NAME ODIO ET
HEADLINE

\$139.99 >

Webcam

PRODUCT QUI
NAME ODIO ET
HEADLINE

\$139.99 >

12-COLUMN
GRID SYSTEM
(DESKTOP)

SPECIFICATIONS: CALLS-TO-ACTION & SPACING SYSTEM

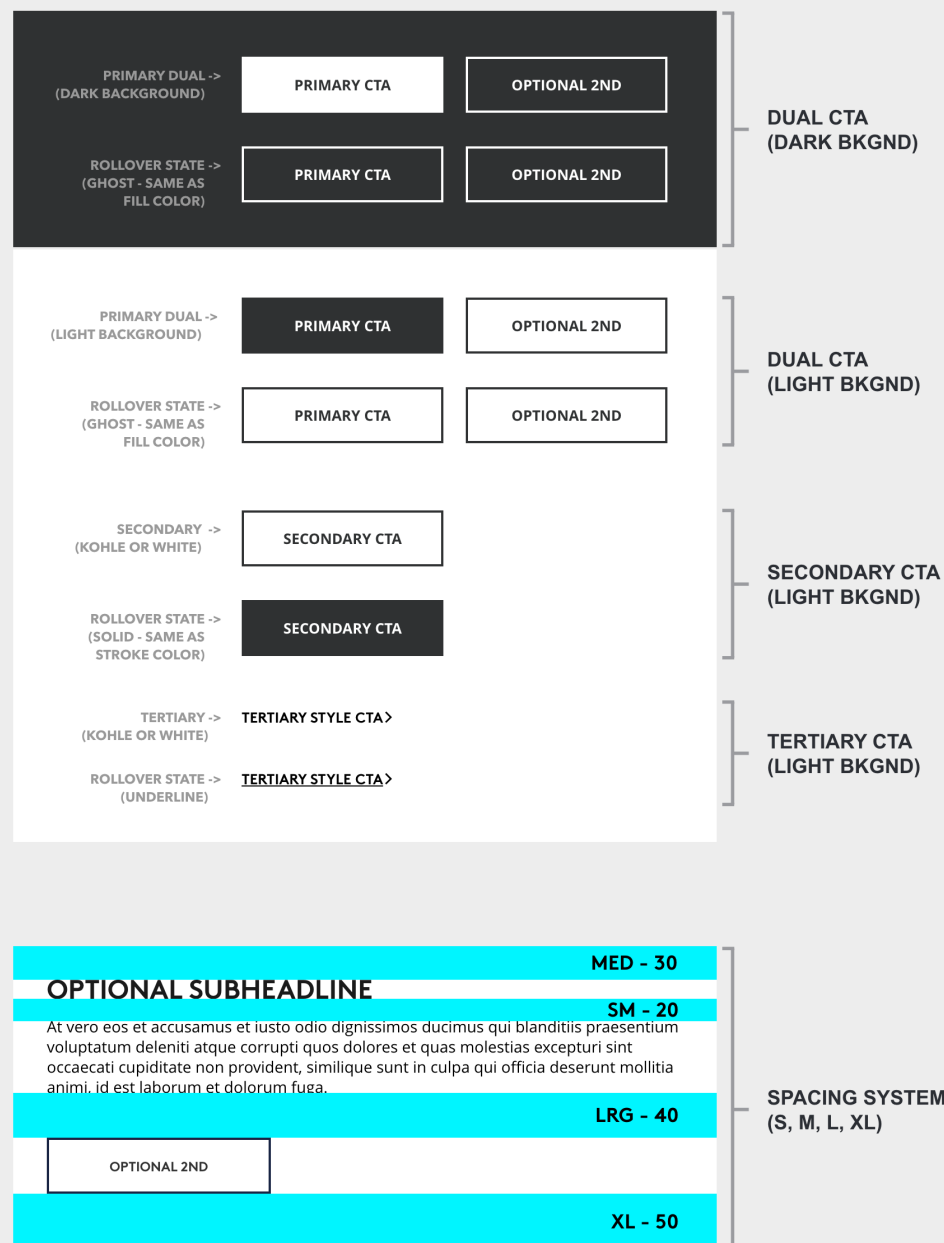
The call-to-action heirarchy has been updated in the V4 system to mirror the Logitech site.

To reinforce the content heirarchy, Primary CTAs should only be used in the Hero module.

Modules of subsidiary importance call for Secondary CTAs. Minor or supporting elements – lower in the layout – require Tertiary CTAs.

IMPORTANT: Components within all modules should follow the vertical spacing system. For consistency, only the four spacing blocks (S, M, L, XL) should be used in any execution.

All card-based modules should open with the Medium block, and close with the XL block.



DESIGN: EMAIL LAYOUTS

Keep visual hierarchy top-of-mind when designing email layouts.

In terms of visual weight – and order of importance – content should be laid out in an inverted pyramid. The most important (and heaviest) content opens the email and descends in terms of importance and size.

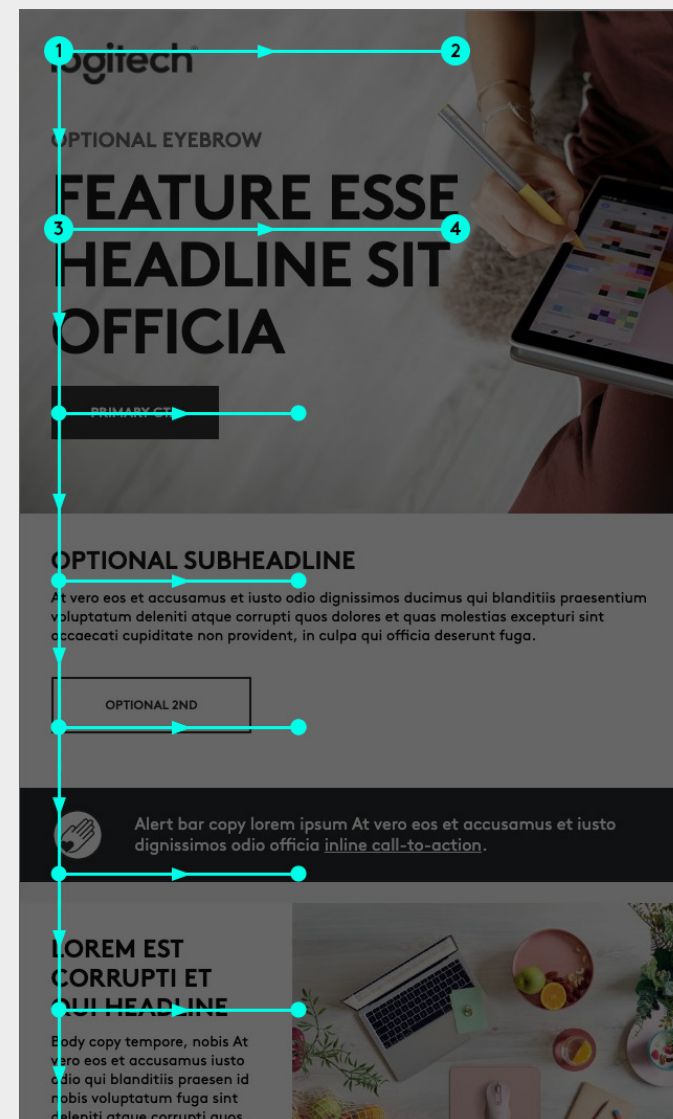
When also applied at a modular level, the inverted pyramid creates downward eye movement to the CTA, and on through the rest of the layout.

TIP: Readers scan email in an F or Z pattern. Be mindful of this when placing crucial content.

**PRIMARY
MESSAGE**

**SECONDARY
CONTENT**

**MORE
INFO**



DESIGN: PHOTO CURATION

This system is built to provide the layout control of image-based design, and the modern best practice of code-based copy and CTAs. To achieve this, some modules use HTML text overlaid on background images.

Deliberate image curation for these modules is crucial. The background image needs to have clear space behind the copy block. Photography should always look natural—do not simply paint a solid gradient over an image to create clear space.

In both Hero C (01, 02), and the Overlay module (04), the subject of the image is positioned to clear the HTML copy block. In the Overlay Hero (03), the image blends seamlessly into the HTML background color. Tactics such as this allow for added flexibility in layouts.

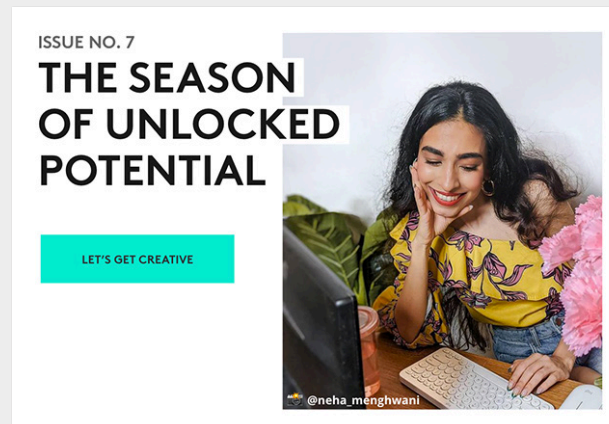
IMPORTANT: Only photography/ assets approved by the Brand Team should be used in any execution.

[Browse Brand Portal](#) for assets.

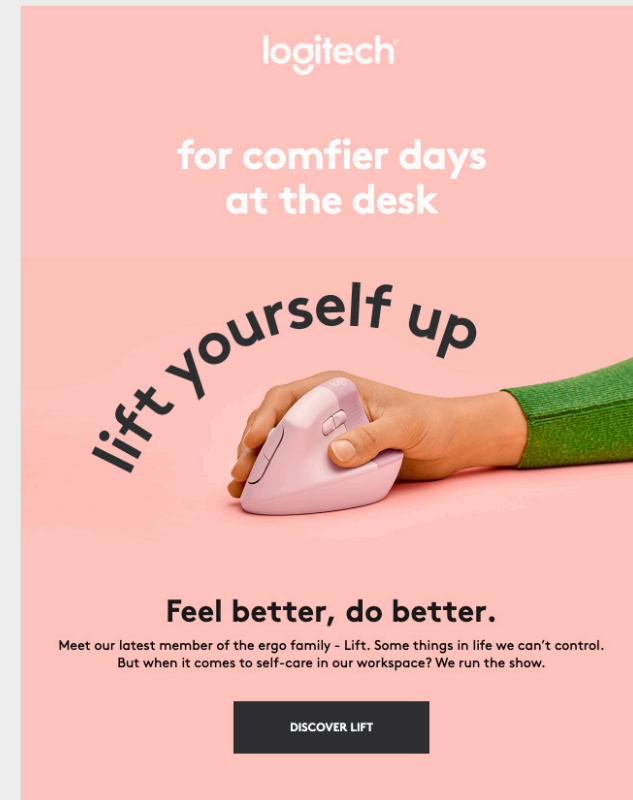
(01)



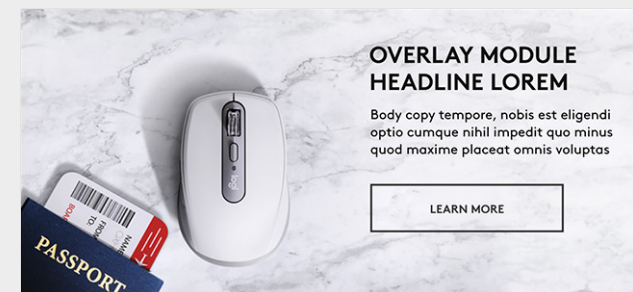
(02)



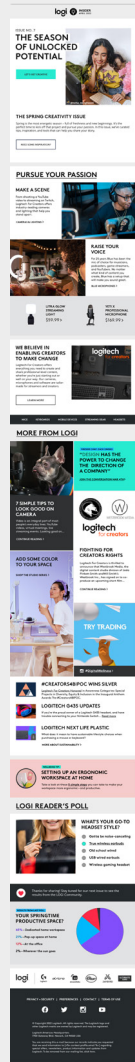
(03)



(04)



DESIGN: SAMPLE EMAIL



(01)

ISSUE NO. 7

THE SEASON OF UNLOCKED POTENTIAL

LET'S GET CREATIVE

@neha_menghwal

THE SPRING CREATIVITY ISSUE

Spring is the most energetic season – full of freshness and new beginnings. It's the perfect time to kick off that project and pursue your passion. In this issue, we've curated tips, inspiration, and tools that can help you share your story.

NEED SOME INSPIRATION?

PURSUE YOUR PASSION

MAKE A SCENE

From shooting a YouTube video to streaming on Twitch, Logitech For Creators offers industry-leading cameras and lighting that help you stand apart.

CAMERAS & LIGHTING >

RAISE YOUR VOICE

For 25 years Blue has been the mic of choice for musicians, podcasters, game streamers, and YouTubers. No matter what kind of content you create, Blue has a setup that will make you sound great.

BLUE MICROPHONES >

LITRA GLOW STREAMING LIGHT
\$59.99 >

YETI X PROFESSIONAL MICROPHONE
\$169.99 >

WE BELIEVE IN ENABLING CREATORS TO MAKE CHANGE

Logitech For Creators offers

(02)

WE BELIEVE IN ENABLING CREATORS TO MAKE CHANGE

Logitech For Creators offers everything you need to create and share professional-level content, whether you're just starting out or well on your way. Our cameras, microphones and software are tailor-made for streamers and creators.

LEARN MORE

MICE KEYBOARDS MOBILE DEVICES STREAMING GEAR HEADSETS

MORE FROM LOGI

FIRESIDE CHAT: ZACK OHNISO
"DESIGN HAS THE POWER TO CHANGE THE DIRECTION OF A COMPANY"
JOIN THE CONVERSATION MAR. 4TH >

7 SIMPLE TIPS TO LOOK GOOD ON CAMERA

Video is an integral part of most people's everyday lives: YouTube videos, virtual meetings, live streaming events. Looking good on...

CONTINUE READING >

ADD SOME COLOR TO YOUR SPACE

SHOP THE STUDIO SERIES >

TRY TRADING

#DigitalWellness >

FIGHTING FOR CREATORS RIGHTS

Logitech For Creators is thrilled to announce that Westbrook Media, the digital content studio division of Jada Pinkett Smith and Will Smith's Westbrook Inc., has signed on to co-produce an upcoming short film...

CONTINUE READING >

#CREATORS4BIPOC WINS SILVER

Logitech For Creators Honored in Awareness Categories-Special Projects in Diversity, Equity & Inclusion in the Inaugural Anthem Awards The #Creators4BIPOC.

(03)

LOGITECH G435 UPDATES

If you're the proud owner of a Logitech G435 headset, and have trouble connecting to your Nintendo Switch... [Read more](#)

LOGITECH NEXT LIFE PLASTIC

What does it mean to have sustainable lifestyle choices when purchasing a mouse or keyboard?

MORE ABOUT SUSTAINABILITY >

WELLBEING TIP:

SETTING UP AN ERGONOMIC WORKSPACE AT HOME

Take a look at these 5 simple steps you can take to make your workspace more ergonomic – and productive.

LOGI READER'S POLL

WHAT'S YOUR GO-TO HEADSET STYLE?

- Gotta be noise-canceling
- True wireless earbuds**
- Old school wired
- USB wired earbuds
- Wireless gaming headset

Thanks for sharing! Stay tuned for our next issue to see the results from the LOGI Community.

RESULTS FROM LAST POLL

YOUR SPRINGTIME PRODUCTIVE SPACE?

- 65%** – Dedicated home workspace
- 21%** – Pop-up space at home
- 12%** – At the office
- 2%** – Wherever the sun goes

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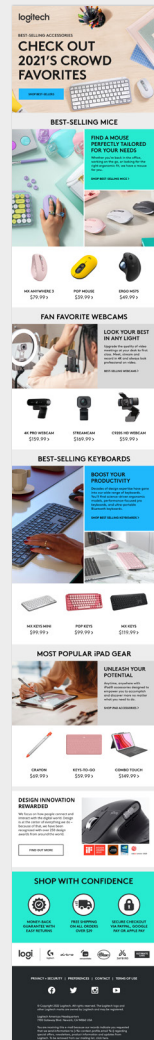
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DESIGN: SAMPLE EMAIL



(01)

BEST-SELLING ACCESSORIES

CHECK OUT 2021'S CROWD FAVORITES

SHOP BEST-SELLERS

BEST-SELLING MICE

FIND A MOUSE PERFECTLY TAILORED FOR YOUR NEEDS

Whether you're back in the office, working on the go, or looking for the right ergonomic fit, we have a mouse for you.

SHOP BEST-SELLING MICE >

FAN FAVORITE WEBCAMS

LOOK YOUR BEST IN ANY LIGHT

Upgrade the quality of video meetings at your desk to first class. Meet, stream and record in 4K and always look professional on video.

BEST-SELLING WEBCAMS >

BEST-SELLING KEYBOARDS

BOOST YOUR PRODUCTIVITY

Decades of design expertise have gone into our wide range of keyboards. You'll find science-driven ergonomic models, performance-focused pro keyboards, and ultra-portable Bluetooth keyboards.

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UNLEASH YOUR POTENTIAL

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SHOP IPAD ACCESSORIES >

DESIGN INNOVATION REWARDED

We focus on how people connect and interact with the digital world. Design is at the center of everything we do - because of that, we have been recognized with over 250 design awards from around the world.

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SHOP WITH CONFIDENCE

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FREE SHIPPING ON ALL ORDERS OVER \$29

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(02)

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STREAMCAM
\$169.99 >

C920S HD WEBCAM
\$59.99 >

BEST-SELLING KEYBOARDS

MX KEYS MINI
\$99.99 >

POP KEYS
\$99.99 >

MX KEYS
\$119.99 >

MOST POPULAR IPAD GEAR

CRAYON
\$69.99 >

KEYS-TO-GO
\$59.99 >

COMBO TOUCH
\$149.99 >

(03)

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MAINTENANCE

How to maintain and future-proof

Email is iterative in nature. Because of this, marketers sometimes feel restricted by a template structure. However, a well-crafted design system actually makes it easier to manage change.

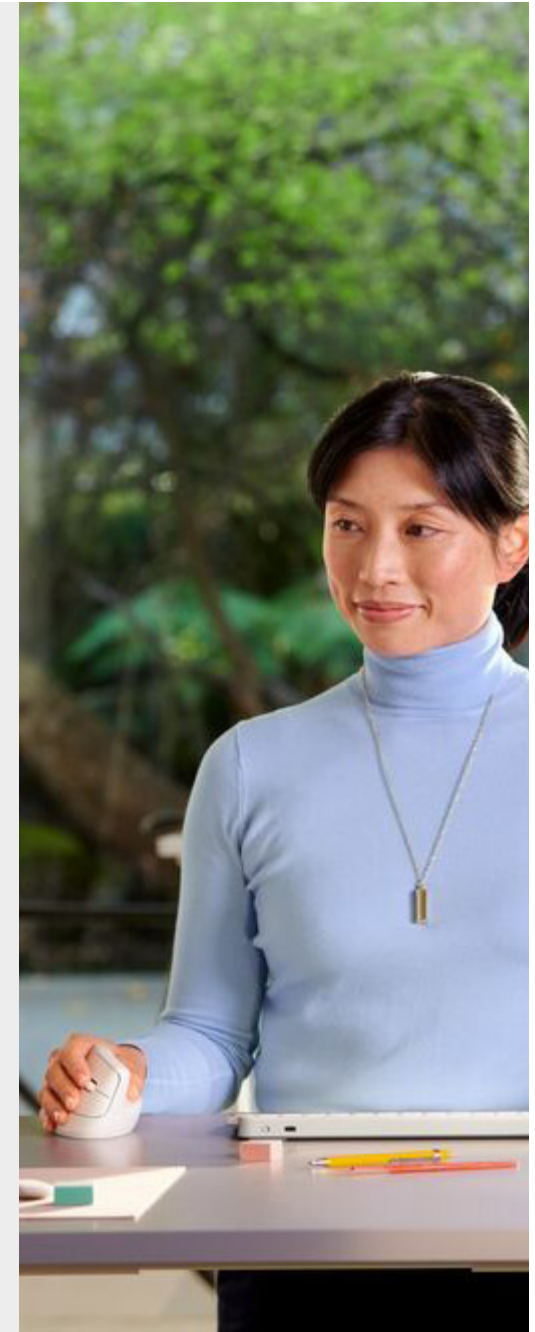
The modular approach allows for targeted updates to specific components. A change can be implemented simply by swapping out modules in the library. By focusing on incremental, modular updates, you can keep your design fresh and extend the shelf life of your system.

When there are Brand changes – or Outlook updates rendering again – collect the revisions into a batch. Then on a scheduled cadence, fix the affected elements in one go. This allows for faster turnarounds, less downtime, and a reduction in hours spent under the hood.

To effectively manage the system, appoint an administrator who owns the code and oversees scheduled updates. When a batched update is made, version the codebase and note the changes (similar to product versioning on software: `logi_master_v4.4 - fixed Outlook margin break`).

Don't forget to A/B test! Collect data on which modules and layouts perform best over time. Based on that data, periodically fine-tune the system... iterating on the workhorse modules and removing the underperformers.

It will take some time to adjust to the new workflow and hit your stride. Once you do, the benefits will be clear. The email creation process will be more efficient, and you'll have more time to develop great content to keep your audience engaged.





logitech®

For questions regarding design system execution or specifications, contact:

Michael Haydon
Strategic Email Marketing Lead

Travis Rice
Creative Director, Axle Agency