Tillamook®

EMAIL DESIGN SYSTEM

SPECIFICATIONS GUIDE

JANUARY 2023 — AXLE AGENCY

CONTENTS

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.
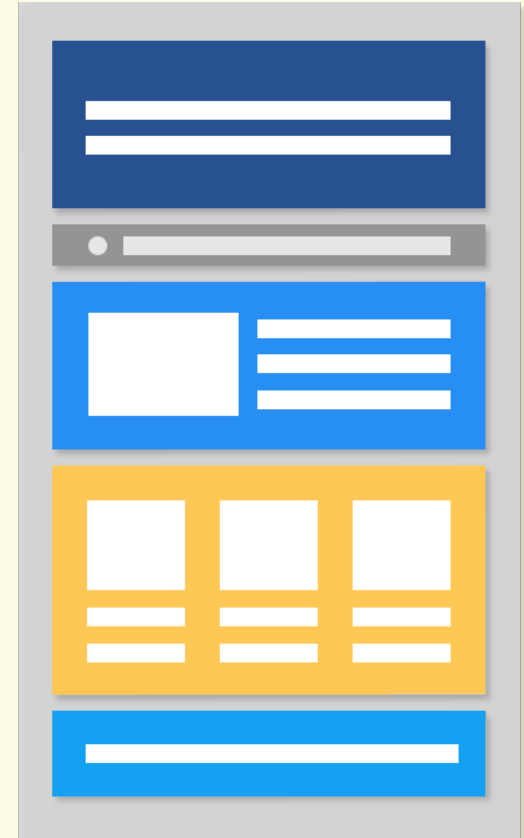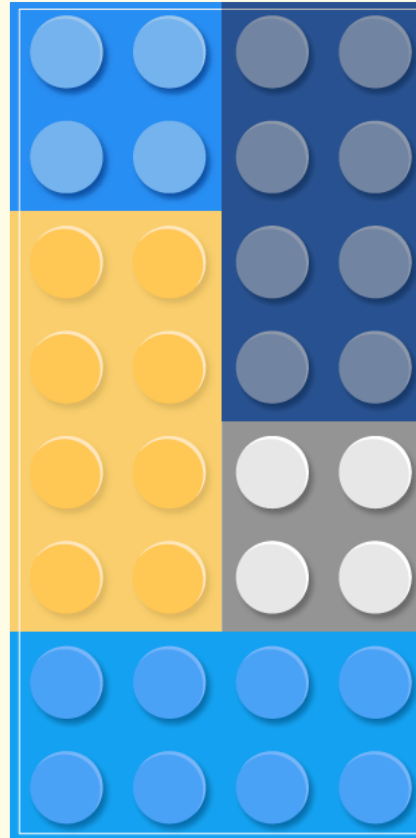
OVERVIEW: MODULES

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.

(01)

- HEADER NAVIGATION
- HERO COPY
- HERO A (STANDARD)
- HERO IMAGE
- FEATURE COPY
- HERO B (IMPACT)
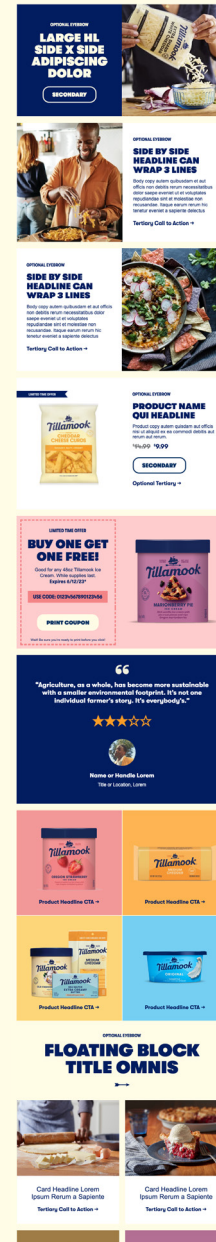- FEATURE COPY
- ALERT BAR
- 1/3 RIGHT
- 1/3 LEFT
- OVERLAY RIGHT
- OVERLAY LEFT

(02)

- SIDE X SIDE IMPACT
- SIDE X SIDE LEFT
- SIDE X SIDE RIGHT
- SIDE X SIDE ECOM
- COUPON
- TESTIMONIAL
- PRODUCT CARDS
- BLOCK TITLE
- STORY CARDS

(02)

- ECOM CARDS
- 3-ACROSS
- ECOM 3-ACROSS
- TACK-ON X-SELL
- ARTICLE MINOR
- FINDER
- FOOTER

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 aproximate counts (±) are more flexible.

Those aproximate counts are rooted in best practice. Body copy gets little engagment in email — less is more!

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

Tillamook

Our Products   Our Promise   Where To Buy

FEATURE
HEADLINE
LOREM IPSUM

Body copy lorum ipsum esse sit aut porro nam maiores. Est dolor laboriosam quae aut omnis autem quibusdam et aut officiis debitis aut rerum necessitatibus sed quia non numquam eius modi tempora

PRIMARY CTA

NAVIGATION ± 12 CH / ITEM
(MAX 3 NAV ITEMS)

HEADLINE ± 30 CH
(MAX 3 LINES)

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

PRIMARY CTA < 20 CH
(MAX 1 LINE)

FARMER OWNED   EST. 1909 OREGON

Tillamook®

DESKTOP IMAGE:
WIDTH = 640 px
HEIGHT ± 500 px

MOBILE IMAGE:
WIDTH = 828 px
HEIGHT ± 744 px

OREGON STRAWBERRY
ICE CREAM
Sweet strawberry ice cream with ripe Oregon strawberry pieces

OPTIONAL SUBHEAD OMNIS

Body copy lorum ipsum esse sit aut porro nam maiores. Est dolor laboriosam quae aut omnis autem quibusdam et aut officiis debitis aut rerum necessitatibus sed quia non numquam eius modi tempora incidunt ut labore.

PRIMARY CTA   **SECONDARY**

Tertiary Call to Action →

SUBHEADLINE ± 20 CH
(MAX 2 LINES)

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

PRIMARY CTA < 20 CH
(MAX 1 LINE – SAME SPECS FOR SECONDARY CTA)

TERTIARY CTA < 24 CH
(MAX 1 LINE)

FEATURE HEADLINE LOREM IPSUM

DESKTOP IMAGE:
WIDTH = 640 px
HEIGHT ± 500 px

MOBILE IMAGE:
WIDTH = 828 px
HEIGHT ± 744 px

OPTIONAL EYEBROW

OPTIONAL SUBHEAD OMNIS

Body copy lorum ipsum esse sit aut porro nam maiores. Est dolor laboriosam quae aut omnis autem quibusdam et aut officiis debitis aut rerum necessitatibus sed quia non numquam eius modi tempora incidunt ut labore.

EYEBROW ± 20 CH

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

BODY COPY ± 100 CH
(MAX 4 LINES – LESS IS MORE)

ICON:
W ± 150 px
H ± 150 px

Alert bar copy lorem ipsum sit amet, consectetur elit nobis maiores alias eniet ut et voluptates eligendi with inline call to action.

ALERT COPY < 94 CH
TERTIARY CTA ± 24 CH

EYEBROW ± 20 CH

OPTIONAL EYEBROW

ONE THIRD LOREM IPSUM ET HEADLINE

HEADLINE ± 30 CH
(± 2 LINES)

Body copy lorum ipsum dolor sit amet consectetur elit et nobis maiores alias aut est eligendi.

BODY COPY ± 110 CH
(MAX 3 LINES)

Tertiary Call to Action →

TERTIARY CTA < 24 CH
(MAX 1 LINE)

SINGLE IMAGE:
WIDTH = 760 px
HEIGHT ± 552 px

INCREASE IMG HEIGHT IF EXCEEDING DEFAULT LINES OF BODY COPY

OPTIONAL EYEBROW

ONE THIRD LOREM IPSUM ET HEADLINE

Body copy lorum ipsum dolor sit amet consectetur elit et nobis maiores alias aut est eligendi et aut officiis debitis aut rerum.

Tertiary Call to Action →

EYEBROW ± 20 CH

OPTIONAL EYEBROW

OVERLAY HL IPSUM DOLOR ADIPISCING

HEADLINE ± 30 CH
(± 2 LINES)

SECONDARY

SECONDARY CTA < 20 CH
(MAX 1 LINE)

DESKTOP IMAGE:
WIDTH = 1280 px
HEIGHT ± 600 px

MOBILE IMAGE:
WIDTH = 828 px
HEIGHT ± 618 px
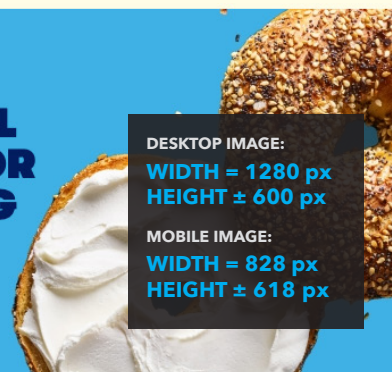
(04)

EYEBROW ± 20 CH
(MAX 1 LINE)

HEADLINE ± 30 CH
(MAX 4 LINES)

SECONDARY CTA < 24 CH
(MAX 1 LINE)

OPTIONAL EYEBROW

LARGE HL SIDE X SIDE ADIPISCING DOLOR

SECONDARY

SINGLE IMAGE:
WIDTH = 640 px
HEIGHT ± 680 px

INCREASE IMG HEIGHT IF EXCEEDING DEFAULT LINES OF BODY COPY

SINGLE IMAGE:
WIDTH = 640 px
HEIGHT ± 724 px

INCREASE IMG HEIGHT IF EXCEEDING DEFAULT LINES OF BODY COPY

OPTIONAL EYEBROW

SIDE BY SIDE HEADLINE CAN WRAP 3 LINES

Body copy autem quibusdam et aut officis non debitis rerum necessitatibus dolor saepe eveniet ut et voluptates repudiandae sint et molestiae non recusandae. Itaque earum rerum hic tenetur eveniet a sapiente delectus

Tertiary Call to Action →

EYEBROW ± 20 CH
(MAX 1 LINE)

HEADLINE ± 30 CH
(± 2 LINES)

BODY COPY ± 110 CH
(MAX 3 LINES)

TERTIARY CTA < 24 CH
(MAX 1 LINE)

OPTIONAL EYEBROW

SIDE BY SIDE HEADLINE CAN WRAP 3 LINES

Body copy autem quibusdam et aut officis non debitis rerum necessitatibus dolor saepe eveniet ut et voluptates repudiandae sint et molestiae non recusandae. Itaque earum rerum hic tenetur eveniet a sapiente delectus

Tertiary Call to Action →

(05)

Tillamook CHEDDAR

SINGLE IMAGE:
WIDTH = 620 px
HEIGHT ± 620 px

PRODUCT IMAGE ON TRANSPARENT BKGND

OPTIONAL EYEBROW

PRODUCT NAME QUI HEADLINE

Product copy autem quisdam aut officis nisi ut aliquid ex ea commodi debitis aut rerum aut rerum.

$14.99 $9.99

SECONDARY

Optional Tertiary →

EYEBROW ± 20 CH
(MAX 1 LINE)

HEADLINE ± 30 CH
(± 2 LINES)

BODY COPY ± 100 CH
(MAX 4 LINES - LESS IS MORE)

PRICE < 14 CH
(MAX 1 LINE)

SECONDARY CTA < 20 CH
(MAX 1 LINE)

TERTIARY CTA < 12 CH
(MAX 1 LINE)

EYEBROW ± 20 CH
(MAX 1 LINE)

HEADLINE ± 40 CH
(± 3 LINES)

BODY COPY ± 190 CH
(MAX 6 LINES)

CODE < 28 CH
(MAX 2 LINES)

SECONDARY CTA < 20 CH
(MAX 1 LINE)

LIMITED TIME OFFER

BUY ONE GET ONE FREE!

Good for any 48oz Tillamook Ice Cream. While supplies last.
Expires 6/12/23*

USE CODE: 01234567890123456

PRINT COUPON

Wait! Be sure you're ready to print before you click!

Tillamook

SINGLE IMAGE:
WIDTH = 620 px
HEIGHT ± 620 px

PRODUCT IMAGE ON TRANSPARENT BKGND

"

"Agriculture, as a whole, has become more sustainable with a smaller environmental footprint. It's not one individual farmer's story. It's everybody's."

★★★☆☆

QUOTE COPY ± 160 CH
(MAX 4 LINES)

Name or Handle Lorem

Title or Location, Lorem

SINGLE IMAGE:
WIDTH = 600 px
HEIGHT ± 550 px

OREGON STRAWBERRY
ICE CREAM

Product Headline CTA →

Product Headline CTA →

PRODUCT CTA < 24 CH
(MAX 1 LINE)

MEDIUM
CHEDDAR

SEA SALTED
EXTRA CREAMY
BUTTER

ORIGINAL

Product Headline CTA →

Product Headline CTA →

OPTIONAL EYEBROW

FLOATING BLOCK TITLE OMNIS

EYEBROW ± 20 CH
(MAX 1 LINE)

BLOCK TITLE ± 40 CH
(± 3 LINES)

SINGLE IMAGE:
WIDTH = 600 px
HEIGHT ± 550 px

Card Headline Lorem
Ipsum Rerum a Sapiente

Tertiary Call to Action →

Card Headline Lorem
Ipsum Rerum a Sapiente

Tertiary Call to Action →

HEADLINE ± 10 CH
(MAX 2 LINES)

TERTIARY CTA < 24 CH
(MAX 1 LINE)

EST. 1909
MAKER'S RESERVE
Tillamook
2012
EXTRA WHITE SHARP
CHEDDAR CHEESE
FARMER OWNED

SINGLE IMAGE:
WIDTH = 600 px
HEIGHT ± 550 px

OREGON MARIONBERRY

OPTIONAL EYEBROW

**PRODUCT NAME
QUI HEADLINE**

Product copy autem quisdam aut officis
nisi ut aliquid ex ea commodi debitis aut
rerum aut porro.

$11.99 $9.99

Shop or Price CTA →

OPTIONAL EYEBROW

**PRODUCT NAME
QUI HEADLINE**

Product copy autem quisdam aut officis
nisi ut aliquid ex ea commodi debitis aut
rerum aut porro.

$11.99 $9.99

Shop or Price CTA →

EYEBROW ± 20 CH
(MAX 1 LINE)

HEADLINE ± 30 CH
(± 2 LINES)

BODY COPY ± 100 CH
(MAX 4 LINES – LESS IS MORE)

PRICE < 14 CH
(MAX 1 LINE)

SHOP CTA < 12 CH
(MAX 1 LINE)

Rosemary and Kale
Mac and Cheese

The Modern Proper

Three Across Recipe
Headline Can Wrap

Erin Jeanne McDowell

SINGLE IMAGE:
WIDTH = 600 px
HEIGHT ± 550 px

Three Across Recipe
Headline Can Wrap

Recipe Author

HEADLINE ± 30 CH
(MAX 2 LINES)

ATTRIBUTION < 24 CH
(MAX 1 LINE)

OPTIONAL EYEBROW

Product Name Qui
Headline Can Wrap
Up To Four Lines

Shop or Price CTA →

OPTIONAL EYEBROW

Product Name Qui
Headline Can Wrap
Up To Four Lines

Shop or Price CTA →

OPTIONAL EYEBROW

Product Name Qui
Headline Can Wrap
Up To Four Lines

Shop or Price CTA →

EYEBROW ± 20 CH
(MAX 1 LINE)

BODY COPY ± 160 CH
(MAX 4 LINES)

SHOP CTA < 12 CH
(MAX 1 LINE)

SINGLE IMG:
**W < 160 px
H ± 144 px**

OPTIONAL EYEBROW

Product Name HI Can
Wrap Up To Four Lines
Lorem Ipsum Dolor

Shop or Price CTA →

Tillamook
SHARP
WHITE CHEDDAR

OPTIONAL EYEBROW

Product Name HI Can
Wrap Up To Four Lines
Lorem Ipsum Dolor

Shop or Price CTA →

EYEBROW ± 20 CH
(MAX 1 LINE)

BODY COPY ± 160 CH
(MAX 4 LINES)

SHOP CTA < 12 CH
(MAX 1 LINE)

IMAGE:
**W = 200 px
H ± 144 px**

OPTIONAL EYEBROW

SIDE BY SIDE HEADLINE CAN WRAP 3 LINES

Body copy autem quibusdam et aut officis non debitis rerum necessitatibus dolor saepe ut et voluptates non recusandae. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fuggita nulla pariatur.

Tertiary Call to Action →

EYEBROW ± 20 CH
(MAX 1 LINE)

HEADLINE < 60 CH
(± 2 LINES)

BODY COPY ± 160 CH
(MAX 3 LINES)

TERTIARY CTA < 12 CH
(MAX 1 LINE)

Tillamook

[Instagram] [Pinterest] [Facebook] [YouTube] [Twitter]

Preferences | Unsubscribe | Privacy | View Online

*Legal disclaimer placeholder impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus. Temporibus autem quibusdam et aut officiis aut rerum necessitatibus.

4185 Highway 101 N Tillamook, OR 97141
©{% today "%Y" as year %} {{ year }} Tillamook. All rights reserved.

This email was sent to {{ person.email }}.
Don't want to receive this type of email?
To be removed from our mailing list, click here.

TILLAMOOK IS A CERTIFIED B CORP

Certified
B
Corporation

NAV ITEM ± 10 CH
(MAX 1 LINE; 4 ITEMS)

Tillamook
SHARP
CHEDDAR

Tillamook

Tillamook
CALIFORNIA PEACH

IMAGE:
**W = 200 px
H ± 144 px**

Tillamook
SEA SALT
EXTRA CREAMY
BUTTER

Tillamook
ICE CREAM

N STRAWBERRY
ICE CREAM

Tillamook
CULTURED
SOUR
CREAM

FIND IT NEAR YOU

From bold cheddar to extra creamy ice cream, find Tillamook near you

WHERE TO BUY

HEADLINE ± 30 CH
(± 2 LINES)

BODY COPY ± 100 CH
(MAX 4 LINES - LESS IS MORE)

**SECONDARY CTA < 20 CH**
(MAX 1 LINE)

DESIGN:
EMAIL LAYOUTS

Keep visual heirarchy 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 decends 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 minful of this when placing crucial content.

PRIMARY MESSAGE

SECONDARY CONTENT

MORE INFO
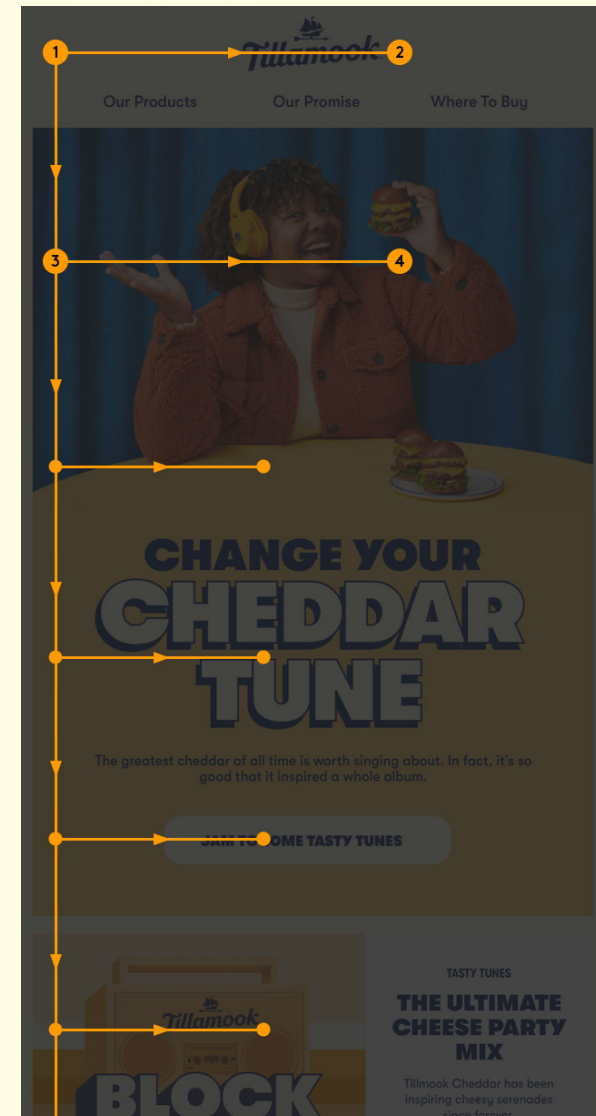
DESIGN:
PHOTO CURATION

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.
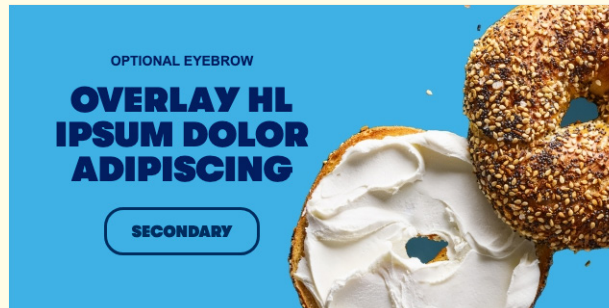
In both Hero B (01), and the Overlay modules (03, 04), the subject of the image is positioned to clear the copy once placed.

In the Hero A (02), the image blends seamlessly into the HTML background color. Tactics such as this allow for added flexibility in layouts.

(01)

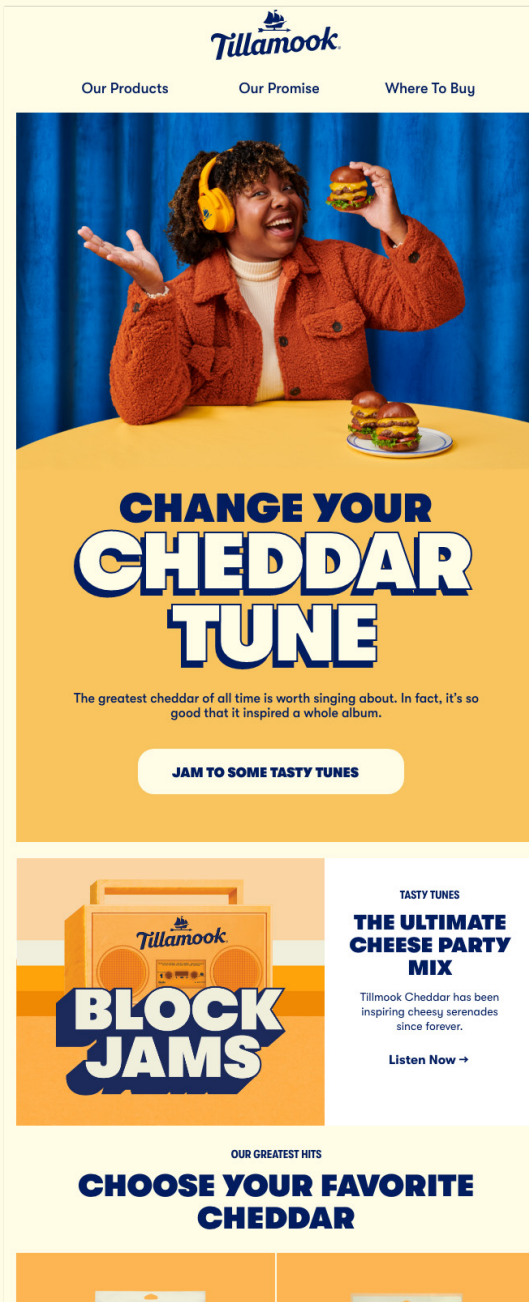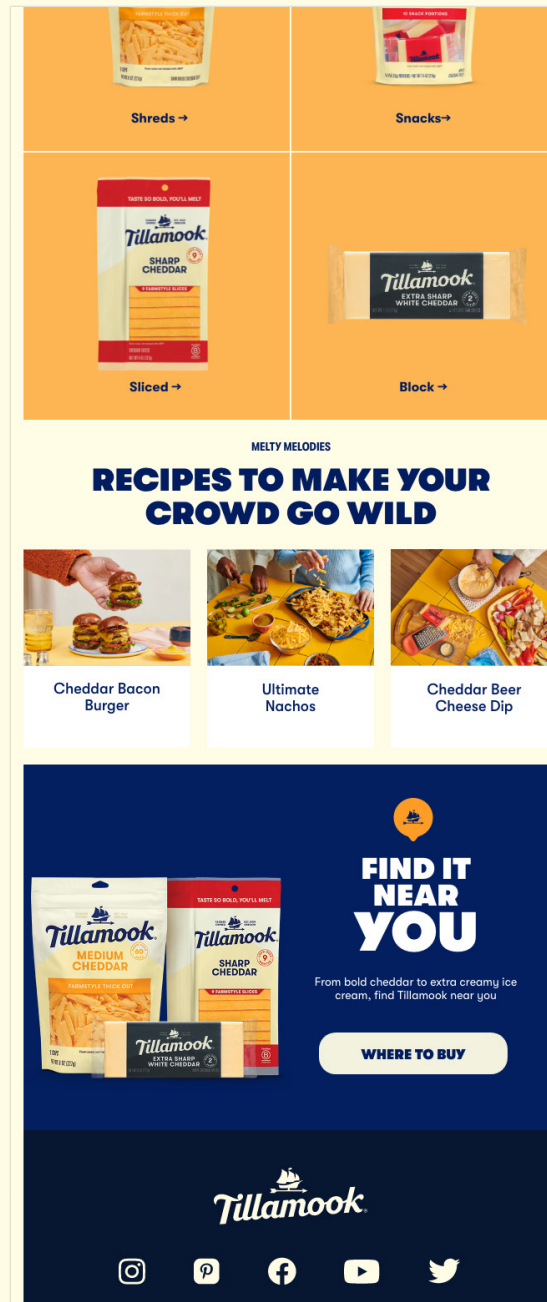**FEATURE HEADLINE LOREM IPSUM**

(02)

CHANGE YOUR

(03)

OPTIONAL EYEBROW

OVERLAY HL IPSUM DOLOR ADIPISCING

SECONDARY

(04)

MAKER'S RESERVE

AGED BY TIME. PERFECTED BY TILLAMOOK

SECONDARY

DESIGN:
SAMPLE EXECUTION

DESIGN:
SAMPLE EXECUTION

Patience Makes Perfect

INTRODUCING OUR NEWEST VINTAGES

We're excited to share our 2013 and 2020 vintage releases from our Maker's Reserve collection. Just like fine wine, the bold, complex flavors of each vintage are unique to their own year — we can't wait for you to try them.

BUY NOW   **FIND NEAR YOU**

MAKER'S RESERVE

2013 Extra Sharp White Cheddar

Sweet cream and rich, buttery brioche best describe the first taste — savory notes of toasted nuts help round out the flavor. This vintage features a luxurious, flaky texture with big crystals which add to the experience of this long-aged cheddar.

Learn More →

ADDITIONAL VINTAGES

EVEN MORE OF A GOOD THING

2013 Extra Sharp White Cheddar

A shower of crystals, more than a decade in the making, burst onto the palate with a zing! crunch! and celebratory pop!

Buy Now →

Maker's Reserve Collector's Bundle

Take your tastebuds on a dynamic journey with our Maker's Reserve Extra Sharp White Cheddars in this cheeseboard kit.

Buy Now →

2016 Extra Sharp White Cheddar

Nutty umami notes and a savory zing. Our legendary cheddar flavor, aged to perfection.

Buy Now →

2018 Extra Sharp White Cheddar

Buttery, toasty and bold. Flavors of sweet malt and barley, balanced with grassy notes of leek.

Buy Now →

PAIRING GUIDE

Perfect Pairings For Each Vintage

Whether creating a cheeseboard for a special evening or after a day on the slopes, see our Maker's Reserve pairings for inspiration to make sweet and

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: vail_ecom_v2.4 - 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.

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For questions regarding design system execution or template updates, contact:

Alex Morrison
CRM Manager, Tillamook

Mike Metschan
Creative Director, Axle Agency