



EMAIL DESIGN SYSTEM

SPECIFICATIONS GUIDE

JANUARY 2022 - AXLE AGENCY

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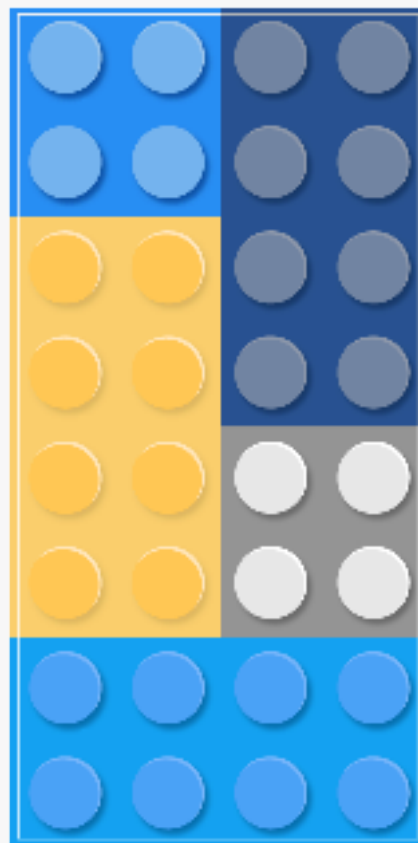
INTRODUCTION

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.

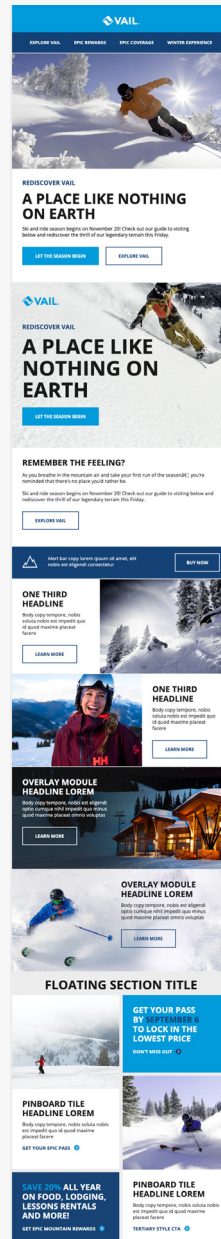


OVERVIEW: MODULES

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.

(01)



HEADER
NAVIGATION

HERO A (FEATURE)

FEATURE COPY

HERO B (OVERLAY)

FULL SPAN COPY

ALERT BAR

1/3 RIGHT

1/3 LEFT

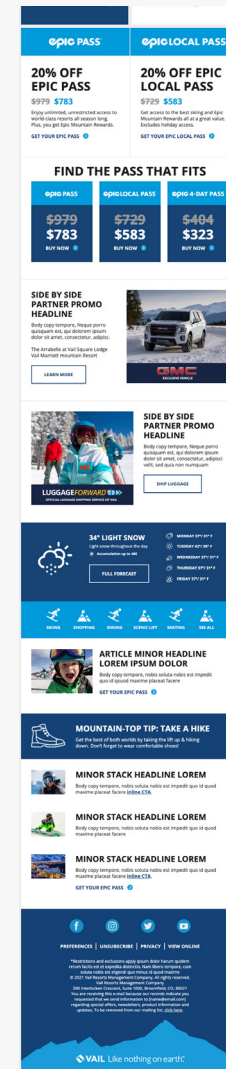
OVERLAY RIGHT

OVERLAY LEFT

SECTION TITLE

PINBOARD

(02)



CONTENT GRID

3-ACROSS

SIDE X SIDE RIGHT

SIDE X SIDE LEFT

WEATHER

INTERNAL NAV

ARTICLE MINOR

TIP BANNER

MINOR STACK

FOOTER

SPECIFICATIONS: CHARACTER COUNTS & IMAGE DIMENSIONS

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

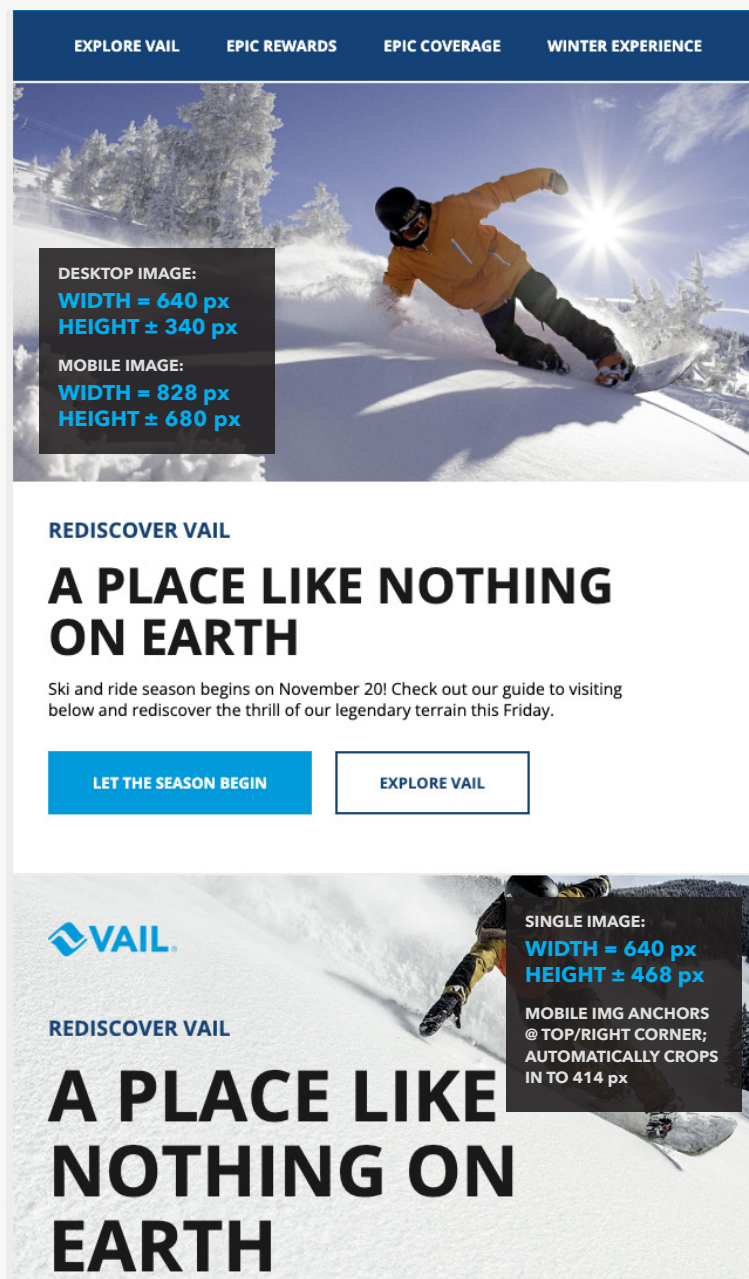
The following recommendations are based on the parameters of the system, and on email best practice.

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



NAVIGATION ± 10 CH / ITEM
(MAX 4 NAV ITEMS)

EYEBROW ± 20 CH

HEADLINE ± 30 CH
(MAX 2 LINES)

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

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

EYEBROW ± 20 CH

HEADLINE ± 30 CH
(MAX 3 LINES)

(02)

LET THE SEASON BEGIN

PRIMARY CTA < 20 CH
(MAX 1 LINE)

REMEMBER THE FEELING?

As you breathe in the mountain air and take your first run of the season, you're reminded that there's no place you'd rather be.

Ski and ride season begins on November 20! Check out our guide to visiting below and rediscover the thrill of our legendary terrain this Friday.

EXPLORE VAIL

SUBHEADLINE ± 20 CH
(MAX 2 LINES)

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

SECONDARY CTA < 20 CH
(MAX 1 LINE)

ICON:

W ± 150 px
H ± 150 px

Alert bar copy lorem ipsum sit amet, elit
nobis est eligendi consectetur

BUY NOW

ALERT COPY < 94 CH
SECONDARY CTA < 8 CH

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

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

SECONDARY CTA < 12 CH
(MAX 1 LINE)

ONE THIRD HEADLINE

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

LEARN MORE



SINGLE IMAGE:

WIDTH = 760 px
HEIGHT ± 552 px

INCREASE IMG HEIGHT
IF EXCEEDING DEFAULT
COPY LINE COUNT



SINGLE IMAGE:

WIDTH = 760 px
HEIGHT ± 552 px

INCREASE IMG HEIGHT
IF EXCEEDING DEFAULT
LINES OF BODY COPY

ONE THIRD HEADLINE

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

LEARN MORE

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

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

SECONDARY CTA < 12 CH
(MAX 1 LINE)

(03)

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 = 1280 px
HEIGHT ± 600 px

MOBILE IMAGE:

WIDTH = 828 px
HEIGHT ± 618 px

HEADLINE ± 30 CH
(MAX 2 LINES)

BODY COPY ± 110 CH
(MAX 3 LINES)

SECONDARY CTA < 20 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 = 1280 px
HEIGHT ± 600 px

MOBILE IMAGE:

WIDTH = 828 px
HEIGHT ± 618 px

HEADLINE ± 30 CH
(MAX 2 LINES)

BODY COPY ± 110 CH
(MAX 3 LINES)

SECONDARY CTA < 20 CH
(MAX 1 LINE)

FLOATING SECTION TITLE

GET YOUR PASS
BY SEPTEMBER 6
TO LOCK IN THE
LOWEST PRICE

DON'T MISS OUT >

SINGLE IMAGE:

WIDTH = 630 px
HEIGHT ± 552 px

SECTION TITLE ± 24 CH
(MAX 1 LINE)

HEADLINE ± 52 CH
(± 4 LINES WHEN USED WITH
NO BODY COPY)

TERTIARY CTA < 24 CH
(MAX 1 LINE)

HEADLINE ± 30 CH
(± 2 LINES)

BODY COPY ± 110 CH
(MAX 4 LINES)

PINBOARD TILE HEADLINE LOREM

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

SINGLE IMAGE:

WIDTH = 630 px
HEIGHT ± 552 px

(04)

HEADLINE ± 30 CH
(± 2 LINES)

BODY COPY ± 110 CH
(MAX 3 LINES)

TERTIARY CTA < 24 CH
(MAX 1 LINE)

HEADLINE ± 52 CH
(± 4 LINES WHEN USED WITH
NO BODY COPY)

TERTIARY CTA < 24 CH
(MAX 1 LINE)

PINBOARD TILE HEADLINE LOREM

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

GET YOUR EPIC PASS ➤

SAVE 20% ALL YEAR ON FOOD, LODGING, LESSONS RENTALS AND MORE!

GET EPIC MOUNTAIN REWARDS ➤

SINGLE IMAGE:
WIDTH = 520 px
HEIGHT = 64 px

20% OFF EPIC PASS

~~\$979~~ **\$783**

Enjoy unlimited, unrestricted access to
world-class resorts all season long.
Plus, you get Epic Mountain Rewards.

GET YOUR EPIC PASS ➤

SINGLE IMAGE:
WIDTH = 630 px
HEIGHT ± 552 px

PINBOARD TILE HEADLINE LOREM

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

TERTIARY STYLE CTA ➤

SINGLE IMAGE:
WIDTH = 520 px
HEIGHT = 64 px

20% OFF EPIC LOCAL PASS

~~\$729~~ **\$583**

Get access to the best skiing and Epic
Mountain Rewards all at a great value.
Excludes holiday access.

GET YOUR EPIC LOCAL PASS ➤

HEADLINE ± 30 CH
(± 2 LINES)

BODY COPY ± 110 CH
(MAX 3 LINES)

TERTIARY CTA < 24 CH
(MAX 1 LINE)

HEADLINE ± 24 CH
(± 2 LINES)

SUBHEADLINE ± 12 CH
(MAX 1 LINE)

BODY COPY ± 114 CH
(MAX 4 LINES)

TERTIARY CTA < 24 CH
(MAX 1 LINE)

SECTION TITLE ± 24 CH
(MAX 1 LINE)

FIND THE PASS THAT FITS

(05)

LOGO:
WIDTH = 320 px
HEIGHT = 40 px

\$979
\$783

BUY NOW >

LOGO:
WIDTH = 320 px
HEIGHT = 40 px

\$729
\$583

BUY NOW >

LOGO:
WIDTH = 320 px
HEIGHT = 40 px

\$404
\$323

BUY NOW >

HEADLINE ± 10 CH
(MAX 2 LINES)

TERTIARY CTA < 12 CH
(MAX 1 LINE)

HEADLINE ± 40 CH
(± 3 LINES)

BODY COPY ± 190 CH
(MAX 6 LINES)

SECONDARY CTA < 20 CH
(MAX 1 LINE)

SIDE BY SIDE PARTNER PROMO HEADLINE

Body copy tempore, Neque porro
quisquam est, qui dolorem ipsum
dolor sit amet, consectetur, adipisc.

The Arrabelle at Vail Square Lodge
Vail Marriott mountain Resort

LEARN MORE



SIDE BY SIDE PARTNER PROMO HEADLINE

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

SHIP LUGGAGE

HEADLINE ± 40 CH
(± 3 LINES)

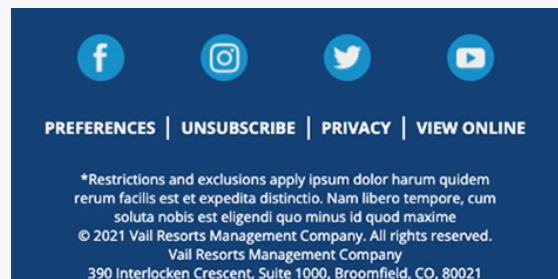
BODY COPY ± 190 CH
(MAX 6 LINES)

SECONDARY CTA < 20 CH
(MAX 1 LINE)

34° LIGHT SNOW

MONDAY 37°/ 31° F

(06)



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



HEADLINE ± 28 CH
(MAX 2 LINES)
BODY ± 60 CH
(MAX 2 LINES)
FORECAST ± 20 CH / ITEM
(MAX 5 ITEMS)
SECONDARY CTA < 14 CH
(MAX 1 LINE)

NAV ITEM < 12 CH / ITEM
(MAX 1 LINE; 6 ITEMS)

HEADLINE ± 66 CH
(MAX 3 LINES)
BODY COPY ± 160 CH
(MAX 4 LINES)
TERTIARY CTA < 24 CH
(MAX 1 LINE)

HEADLINE < 60 CH
(± 2 LINES)
BODY COPY ± 160 CH
(MAX 3 LINES)

HEADLINE < 60 CH
(± 2 LINES)
BODY COPY ± 160 CH
(MAX 3 LINES)

HEADLINE < 60 CH
(± 2 LINES)
BODY COPY ± 160 CH
(MAX 3 LINES)

HEADLINE < 60 CH
(± 2 LINES)
BODY COPY ± 160 CH
(MAX 3 LINES)

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

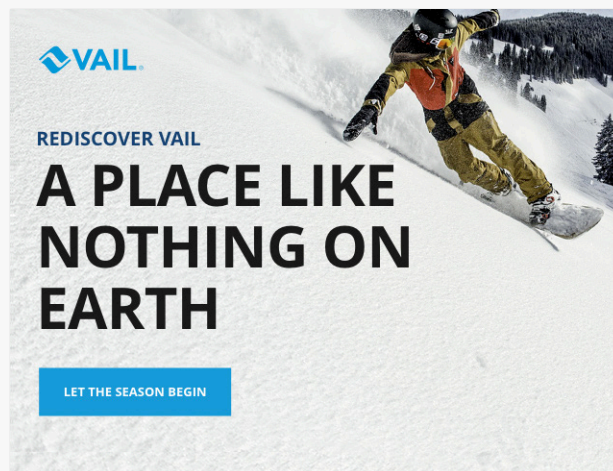
This system is built to provide the layout control of image-based design, and the modern best practice of code-based copy and CTAs. To achieve this, some modules use HTML text overlaid on background images.

Deliberate image curation for these modules is crucial. The background image needs to have clear space behind the copy block.

In both Hero B (01, 02), and the Overlay modules (04, 05), the subject of the image is positioned to clear the copy once placed.

In the fullspan Feature (03), the image blends seamlessly into the HTML background color. Tactics such as this allow for added flexibility in layouts.

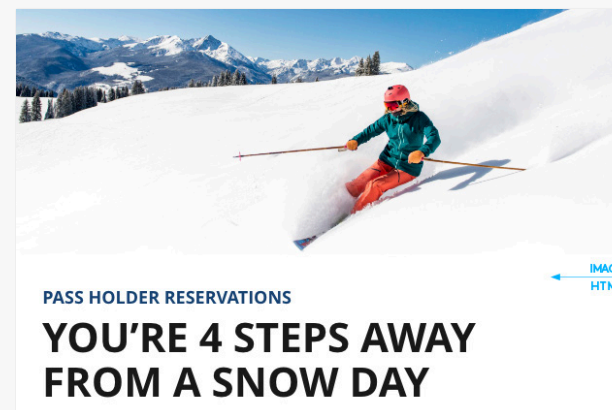
(01)



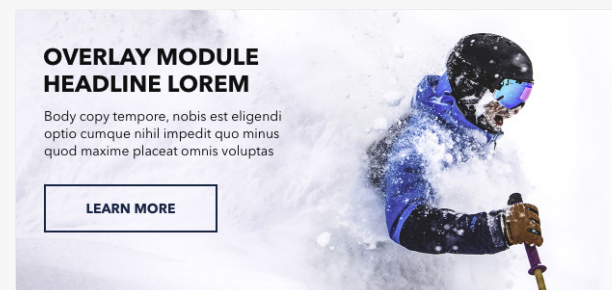
(02)



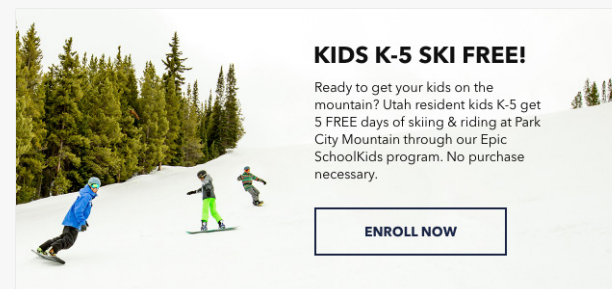
(03)



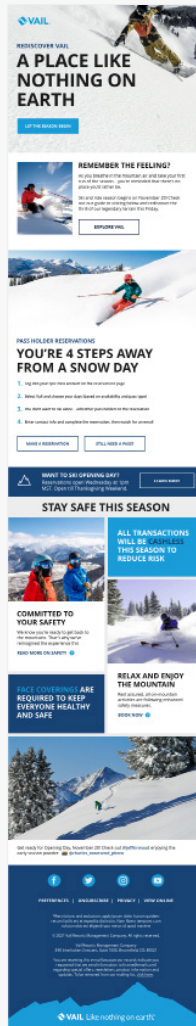
(04)



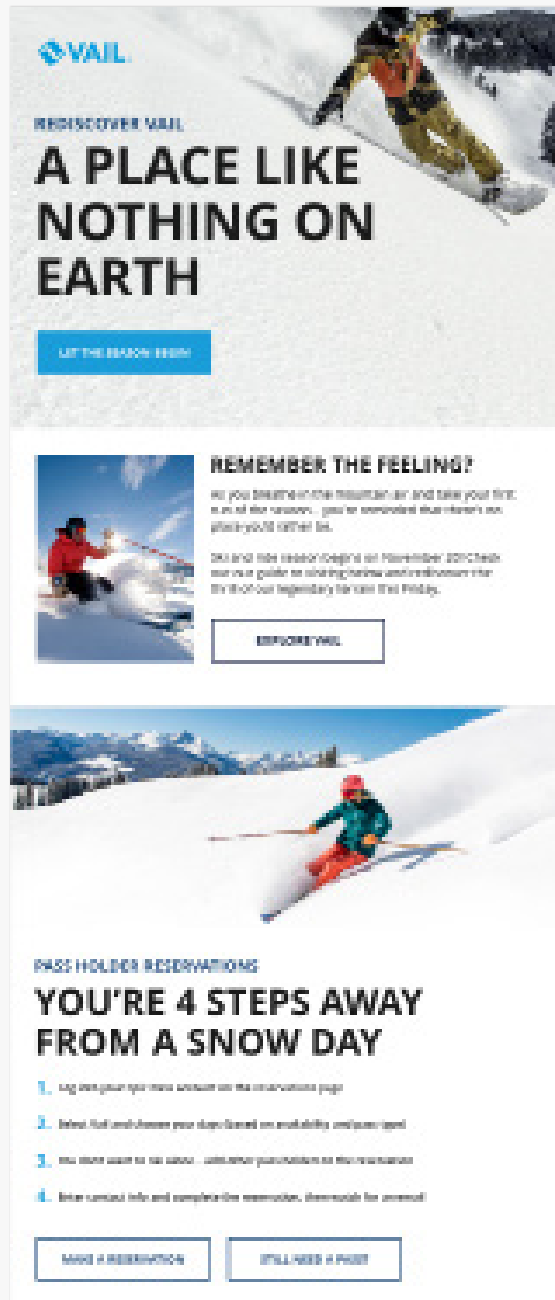
(05)



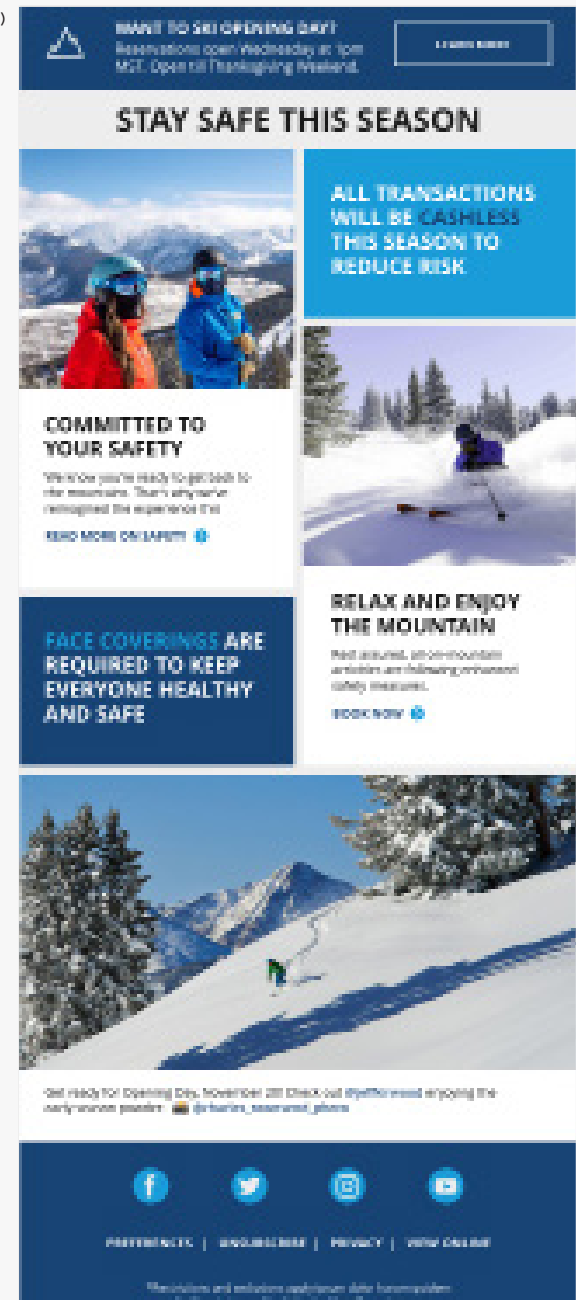
DESIGN: SAMPLE EXECUTION



(01)



(02)



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: *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.





For questions regarding design system
execution or resort versioning, contact:

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