

09/29/22 | LUNCH AND LEARN

# Email Design Tips and Tricks





# Overview

- Benefits of a well-designed email
- Things to consider before you start
- How to structure a marketing email
- How to create a header image in Canva and save for Marketing Cloud
- Sourcing and cropping images for your emails - Image Relay and stock images
- What to look for in email tests
- Common formatting issues with Marketing Cloud
- Question time

# Benefits of well-designed email

- Increase awareness of your department, initiative or event
- Increase engagement with your audience.  
*Engagement = click throughs, sign ups, responses to emails*
- Increase professionalism of your department
- Increase accessibility and readability, ensuring more people can consume your content

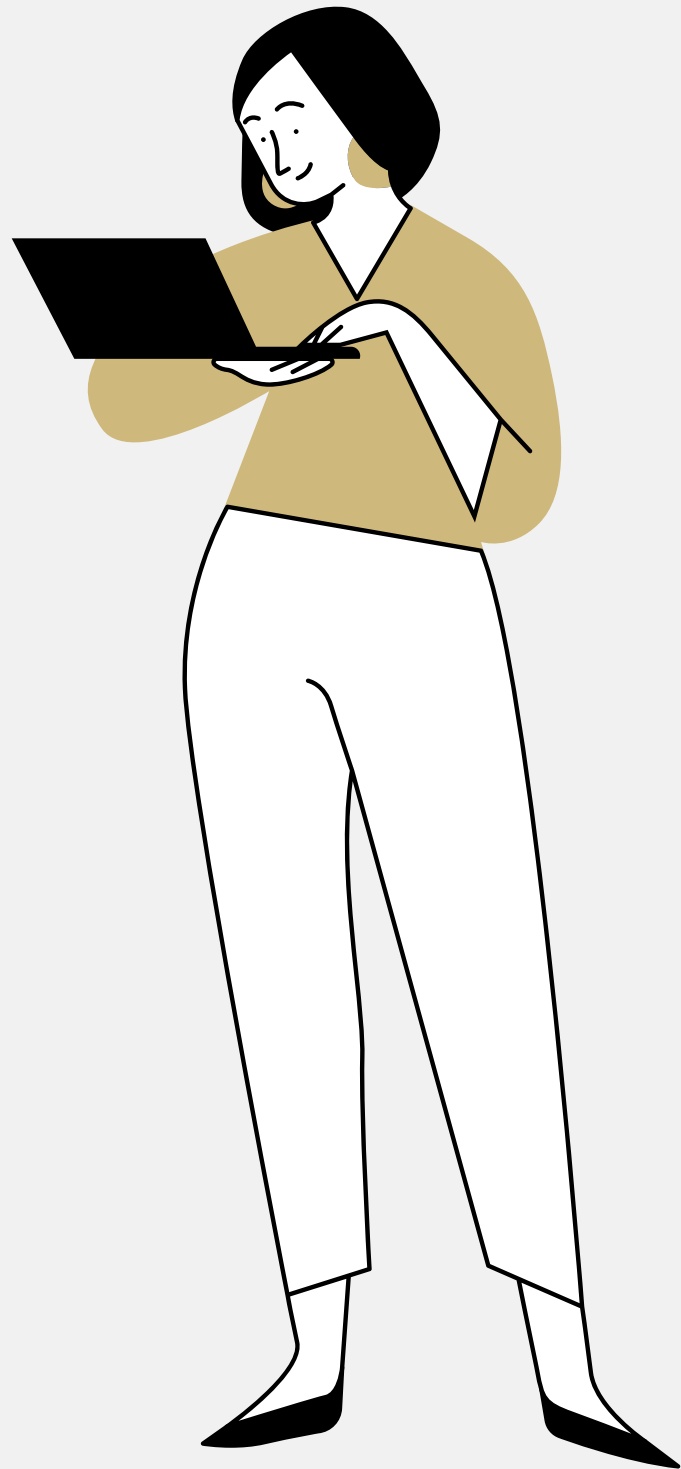


# Things to consider before you start

Audience → Who is your audience? Having a targeted list of recipients will help make sure your email is getting to the right people and avoid becoming noise for others.

Content → What is the main information you want to communicate? If multiple things, what is the most important? Make sure written content is concise, easy to understand and to the point.

Actions → What actions do you want people to take after reading your email? i.e sign up for an event on Cvent, click on a news link to read more, contact you etc.



# Email Design Principles

- Use branded fonts and colors
- Consistent look and tone
- Keep the layout simple and clean.
- Break up content with headers, icons and lines
- Avoid large blocks of text - keep it simple
- Put the most important information first
- Use 90%+ live text
- Include calls to action (CTA)
- Use campus photos or purchased/copyright free stock images

# General structure of a campus email

## EVENT EMAIL

Simple.  
Clean.  
Interactive.



Logo



University of Colorado **Anschutz Medical Campus**

Header image



**2022**  
**TRANSFORMING HEALTHCARE**  
NEW FRONTIERS IN MENTAL HEALTH TREATMENT

Heading text

### **YOU'RE INVITED**

to a special installment of the [Transforming Healthcare lecture series](#) featuring the CU Anschutz Department of Psychiatry.

Intro text

Amid a nationwide mental health crisis, Colorado ranks among the worst states for access to psychiatric care and support services. Join us to learn how the University of Colorado Anschutz Medical Campus is shifting this paradigm by putting groundbreaking new treatments and tools directly in the hands of patients and providers.

Call out box

**Tuesday, November 1, 2022 | 5:00 - 7:00 P.M.**

CU Anschutz Medical Campus | [Research 2 Building](#)

Krugman Hall (2nd Floor)

12700 E 19th Ave., Aurora, CO 80045

**RSVP NOW**

**5:00 – 5:30 p.m.** Reception with hors d'oeuvres, beer and wine

**5:30 – 7:00 p.m.** Program

Call to action (CTA) buttons

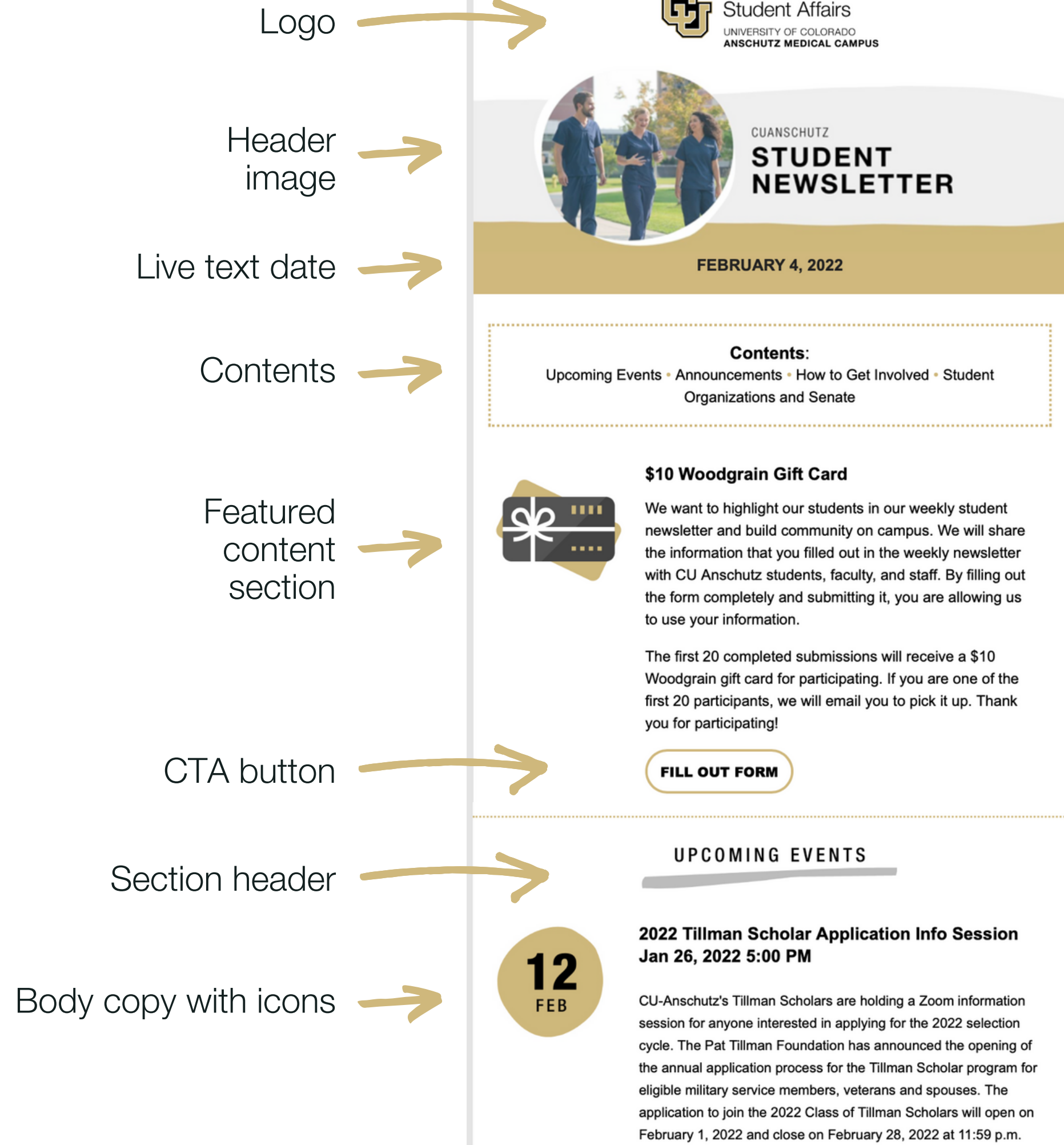
This in-person event offers a unique opportunity to **meet the researchers whose innovations are transforming the mental health treatment landscape** – from artificial intelligence technologies and digital apps, to new drug research and implantable brain devices.

**LEARN MORE**

# General structure of a campus email

## NEWSLETTER

Break up sections.  
Use icons and images.  
CTAs.  
Consistent.





# Email Templates

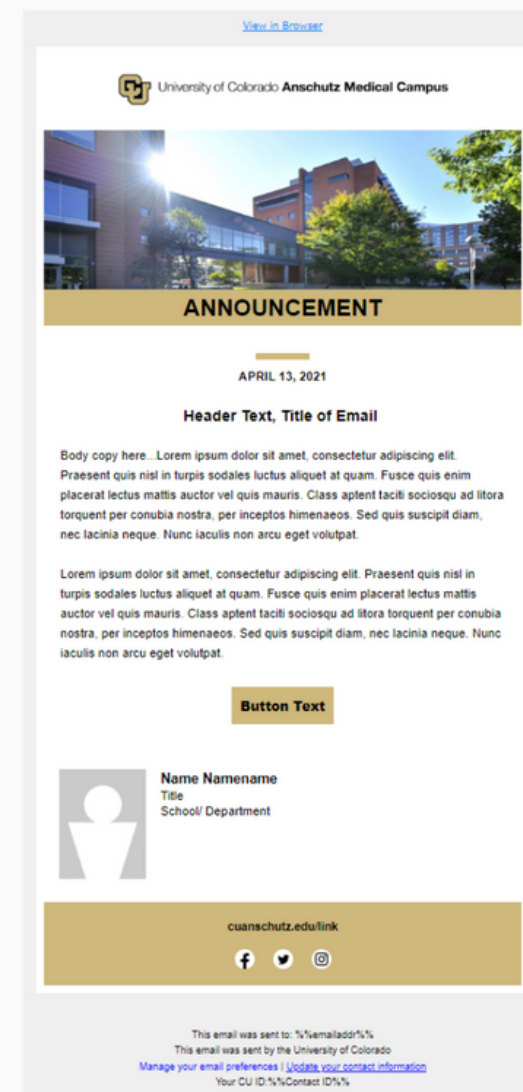
CU Branded Templates

CU Anschutz Branded Templates

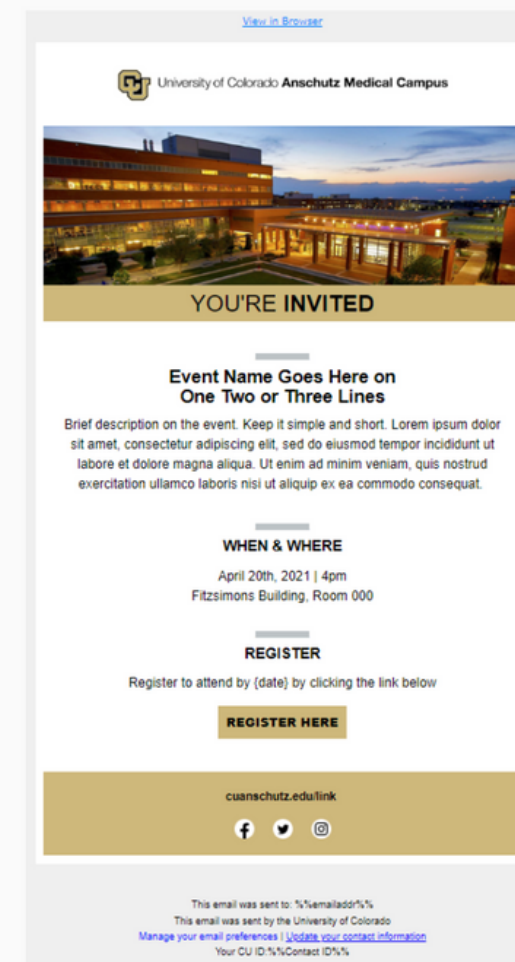
UCCS Branded Templates

Request access to a CU Anschutz template by emailing [ecomm@cuanschutz.edu](mailto:ecomm@cuanschutz.edu).

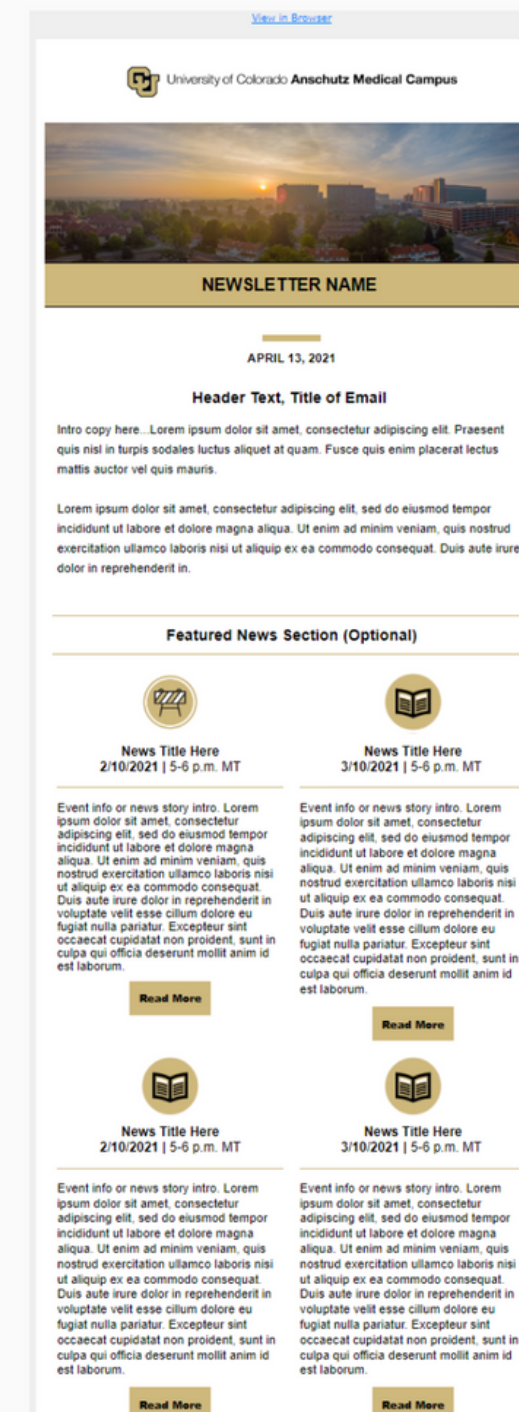
## TEMPLATE - Sub-Leadership - Generic Announcement



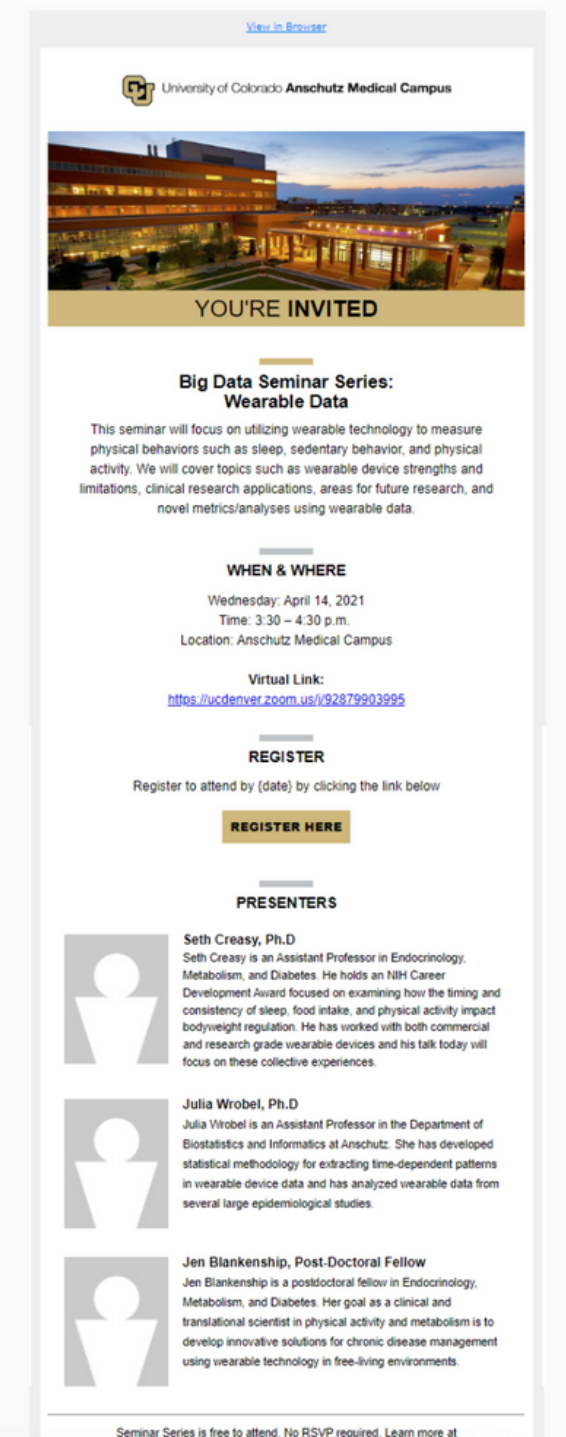
## TEMPLATE - Sub-Leadership - Event Announcement



## TEMPLATE - Generic Newsletter



## TEMPLATE - Sub-Leadership - Seminar Event Announcement



 [Email Templates](#)





# Email Header Images

Export settings for Canva



This is a screenshot of the Canva export settings interface. At the top, there's a purple bar with "Monthly Update", a "CA" logo, a plus sign, a download icon, and a "Share" button. Below this is a "Download" section with a back arrow. The settings include: "File type" set to "JPG" with a dropdown arrow; "Size" set to "1" with a dropdown arrow; a slider for "599 x 200 px" with a crown icon; "Quality" set to "100" with a dropdown arrow; a slider for "File size: Large" with a crown icon; "Select pages" set to "Page 1" with a dropdown arrow; an unchecked checkbox for "Save download settings"; and a large purple "Download" button at the bottom.


# Marketing Cloud Image Settings





Scale to fit unchecked  
image width should be 599px

**Content** Block Settings HTML Editor

Block not saved Image Block

 Copy of Email Header Templates.jpg

 Replace

 Delete

Dimensions

Width: 599px Height: 200px ☐ Scale to Fit

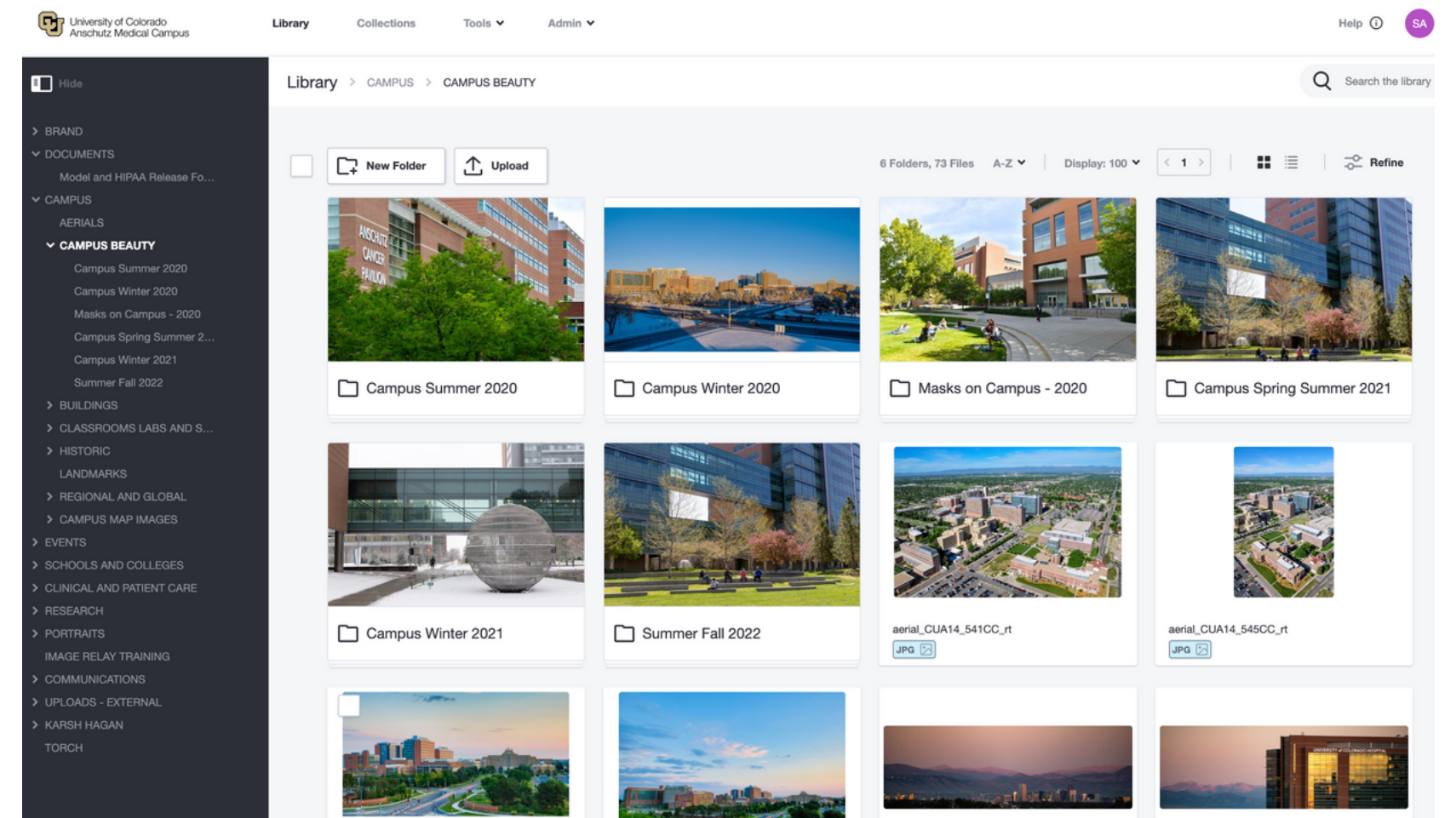
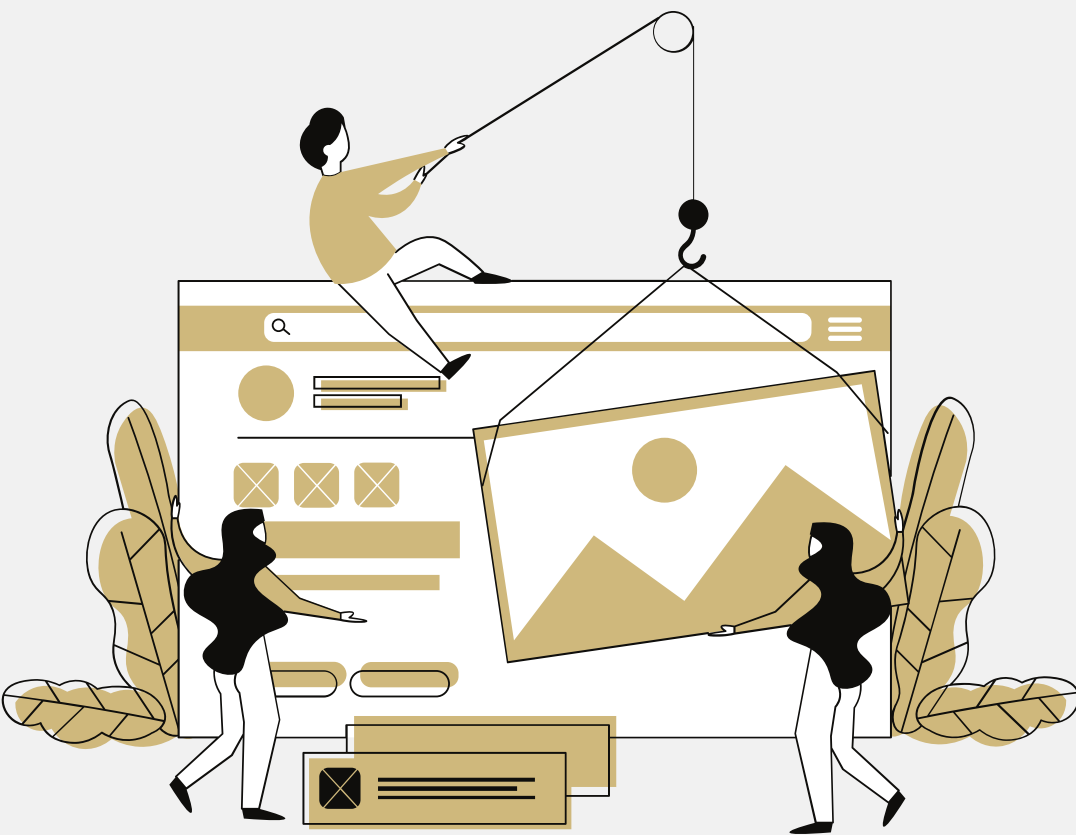
Alt Text

Alternative text if image is not available

Image Settings

# Sourcing images for emails

- Do not take images from Google image search
- Image Relay for campus images
- Stock sites like adobe stock, shutterstock (paid) or Unsplash and Pexels (free).

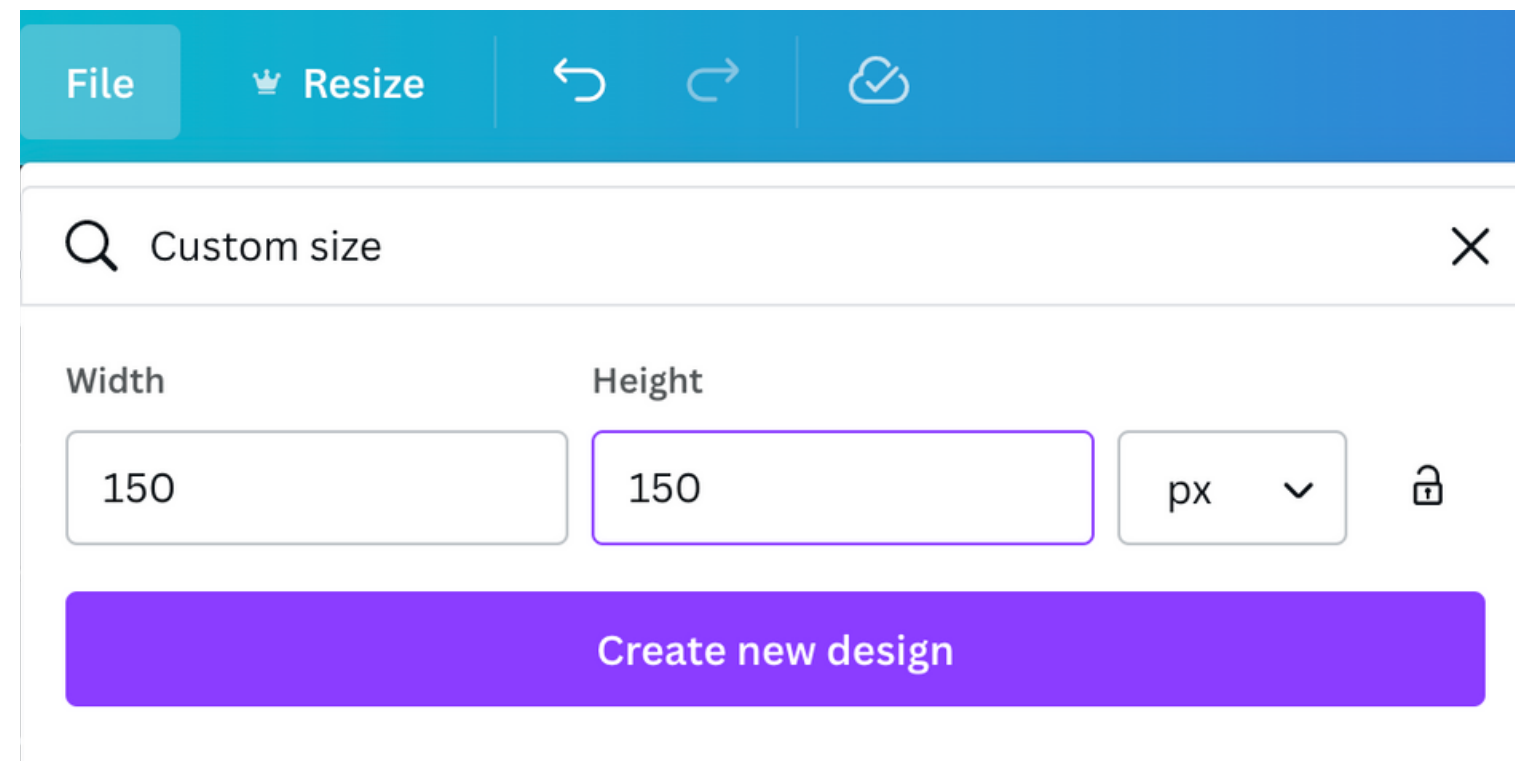




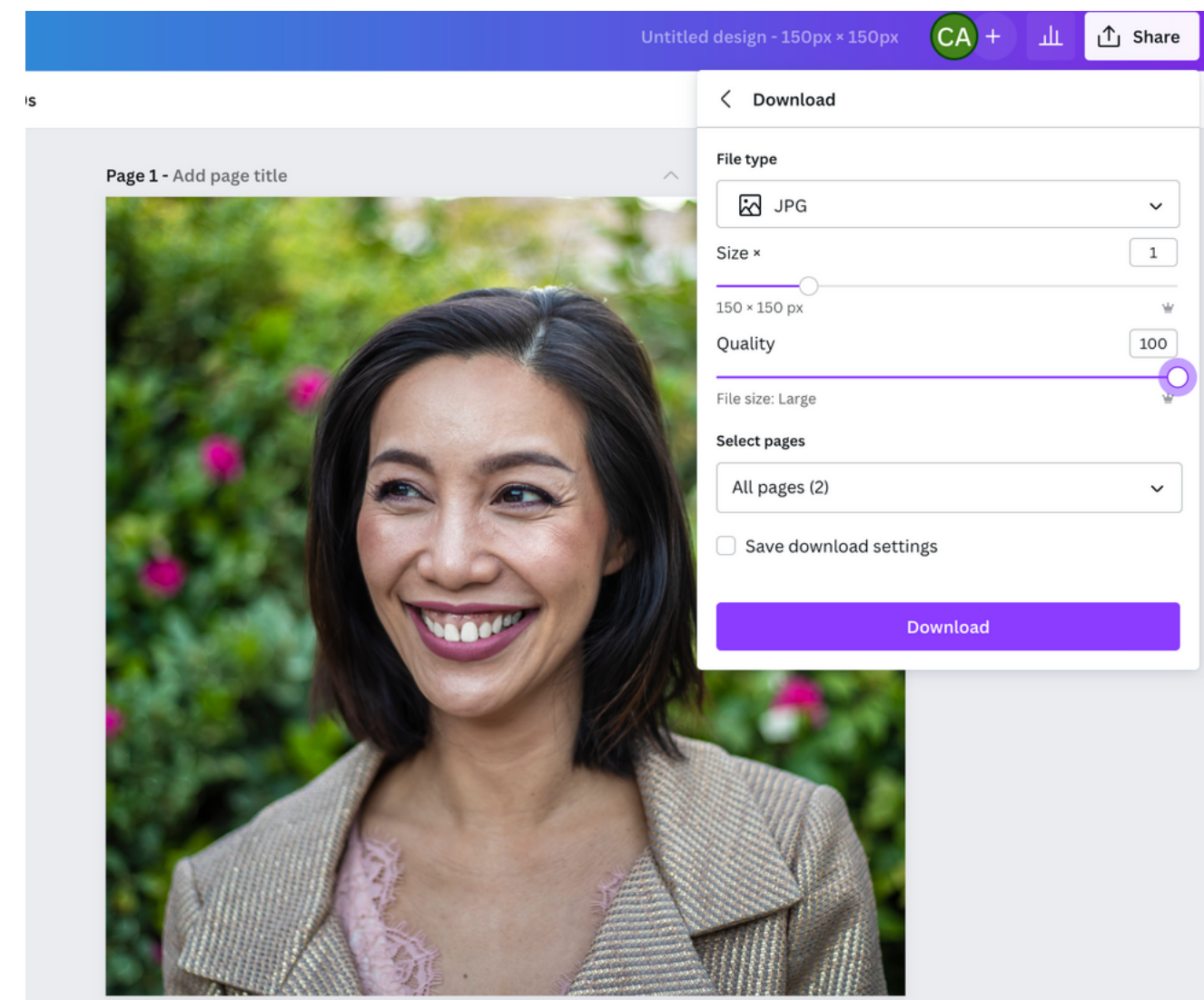
# Saving images for email

## HEADSHOT EXAMPLE

- Use Canva to create an image the size you want (always less than 599px)

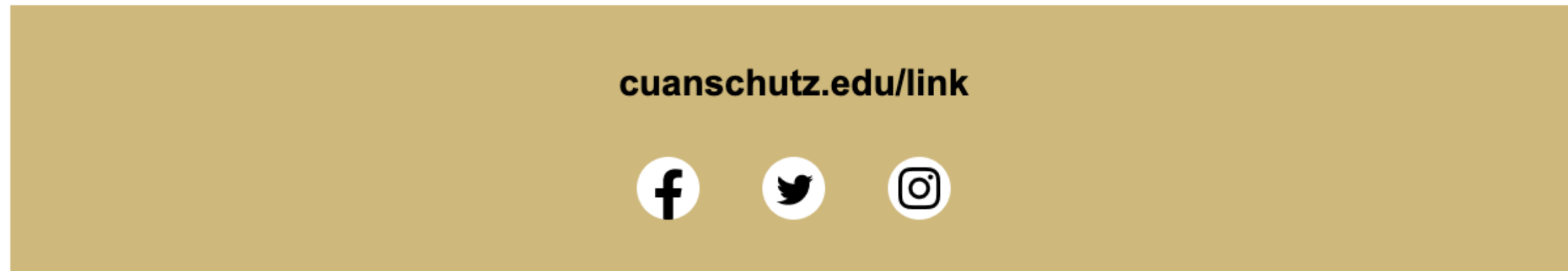
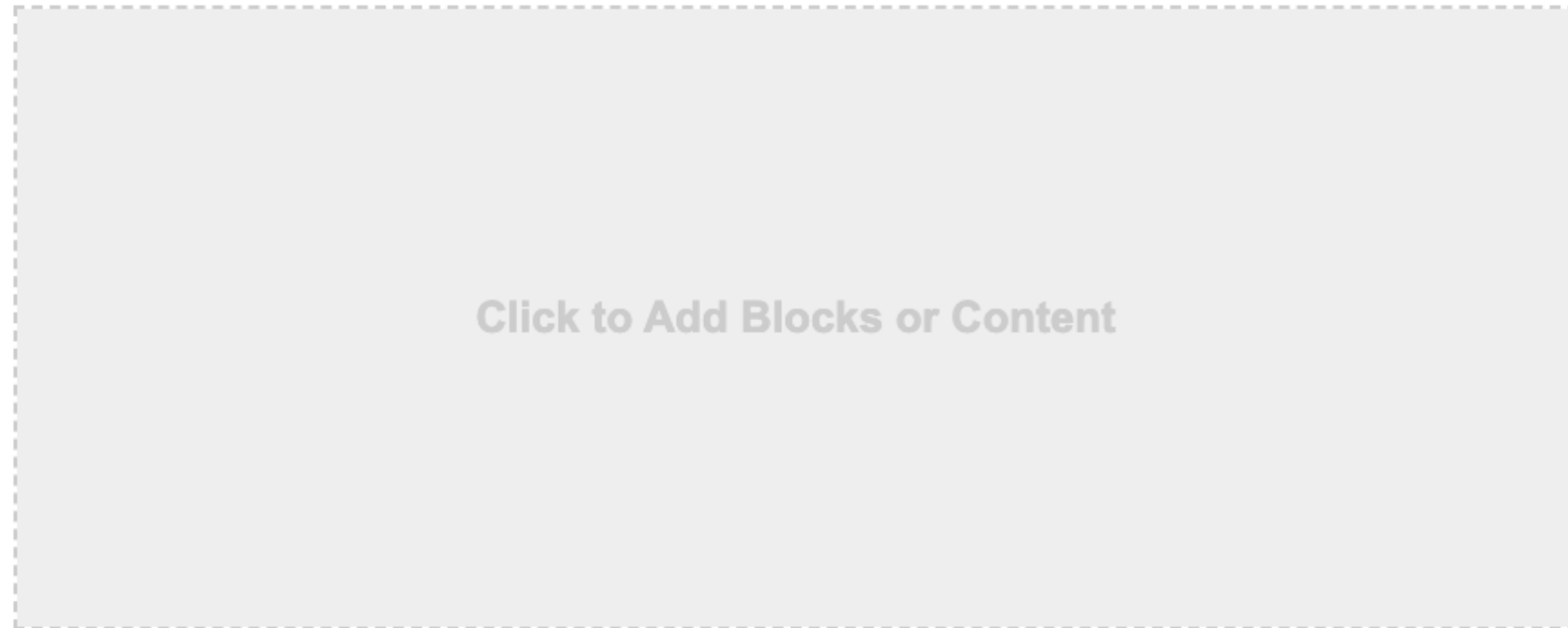


- Upload and add your image to artboard. Download as JPG or PNG



Width: 150px (25%)

Width: 450px (75%)







**Dr Name Name**  
**Department of Department Name**  
**Contact info**

[cuanschultz.edu/link](https://cuanschultz.edu/link)



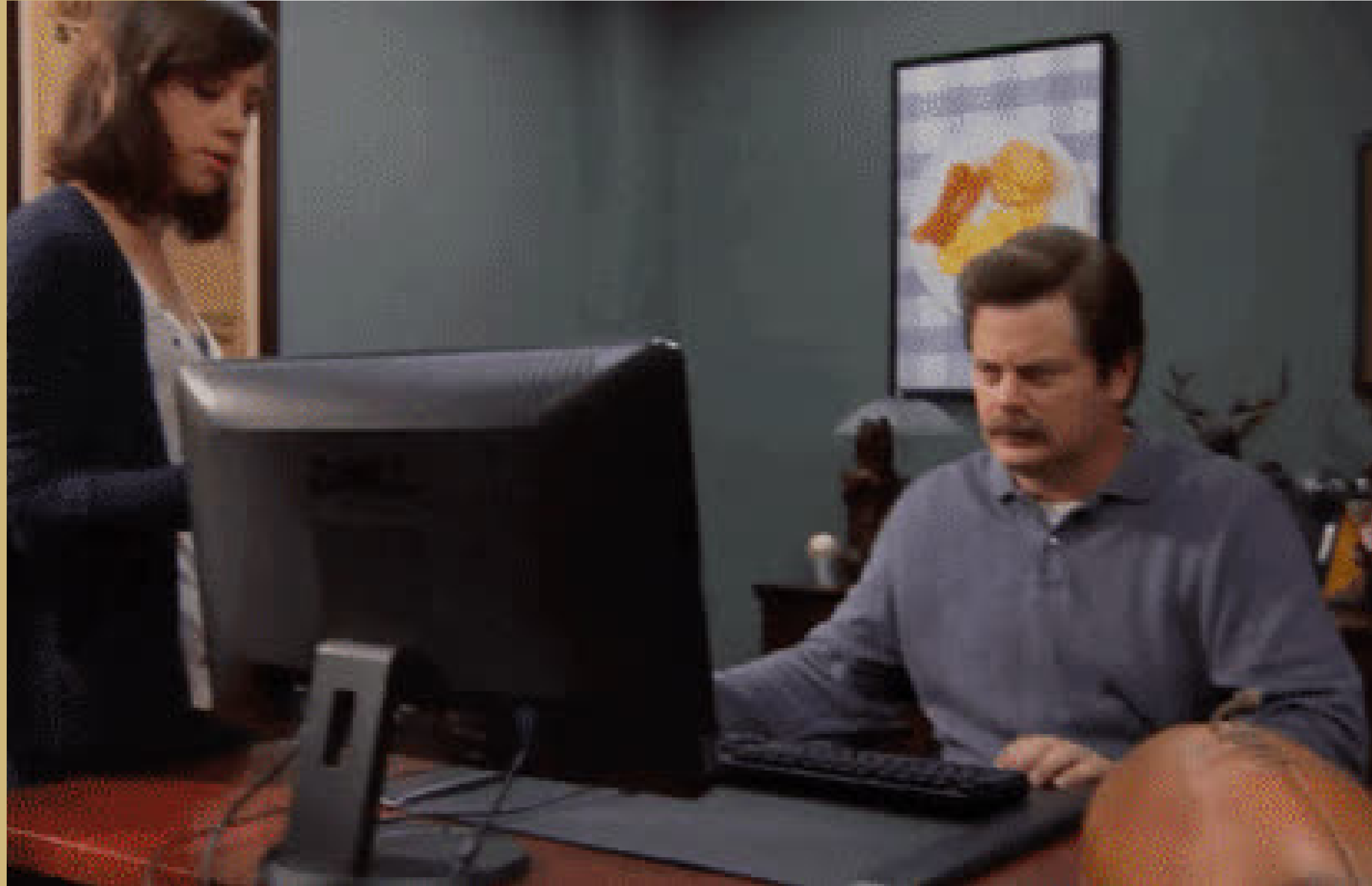


# Before sending an email:

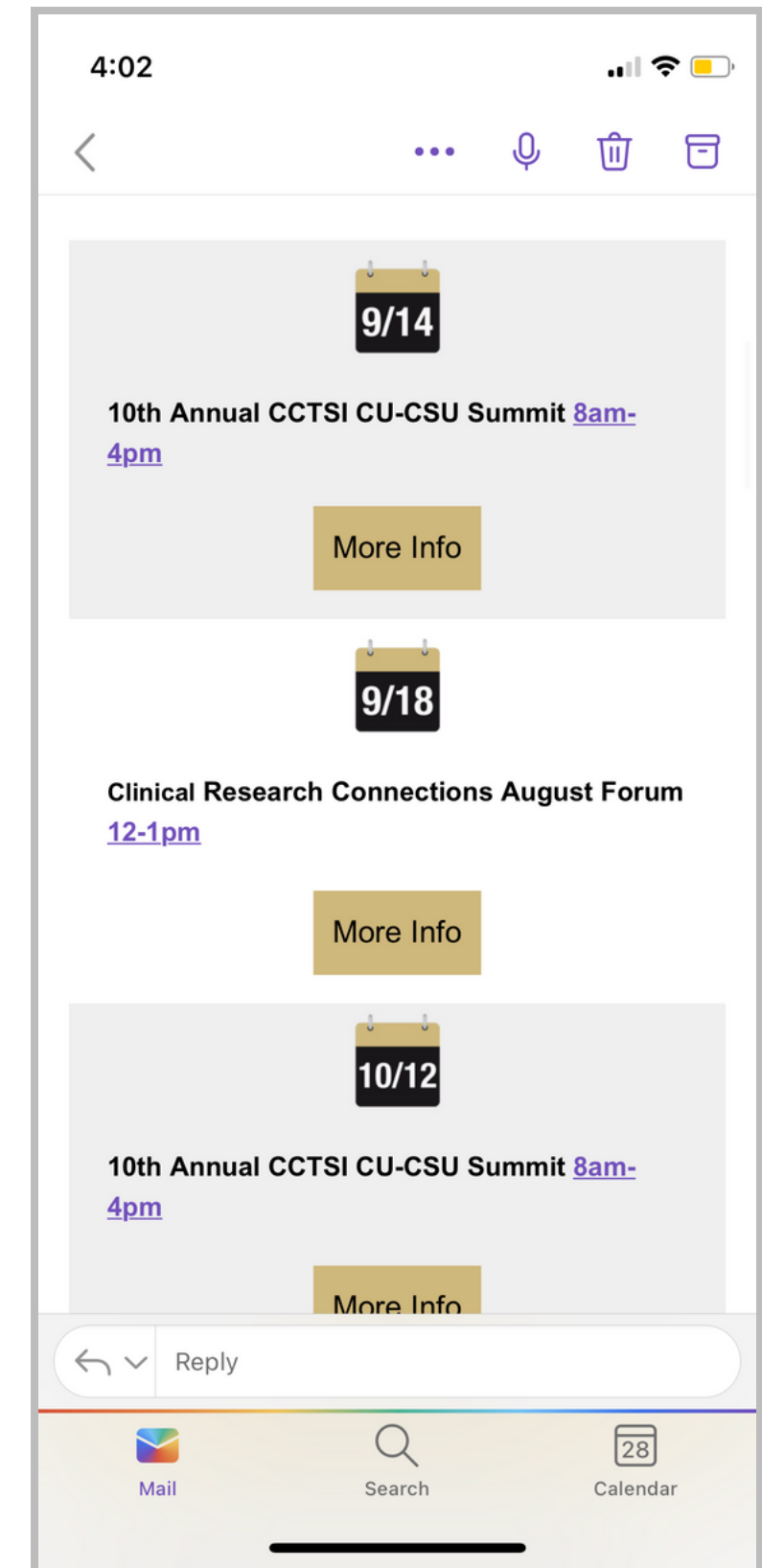
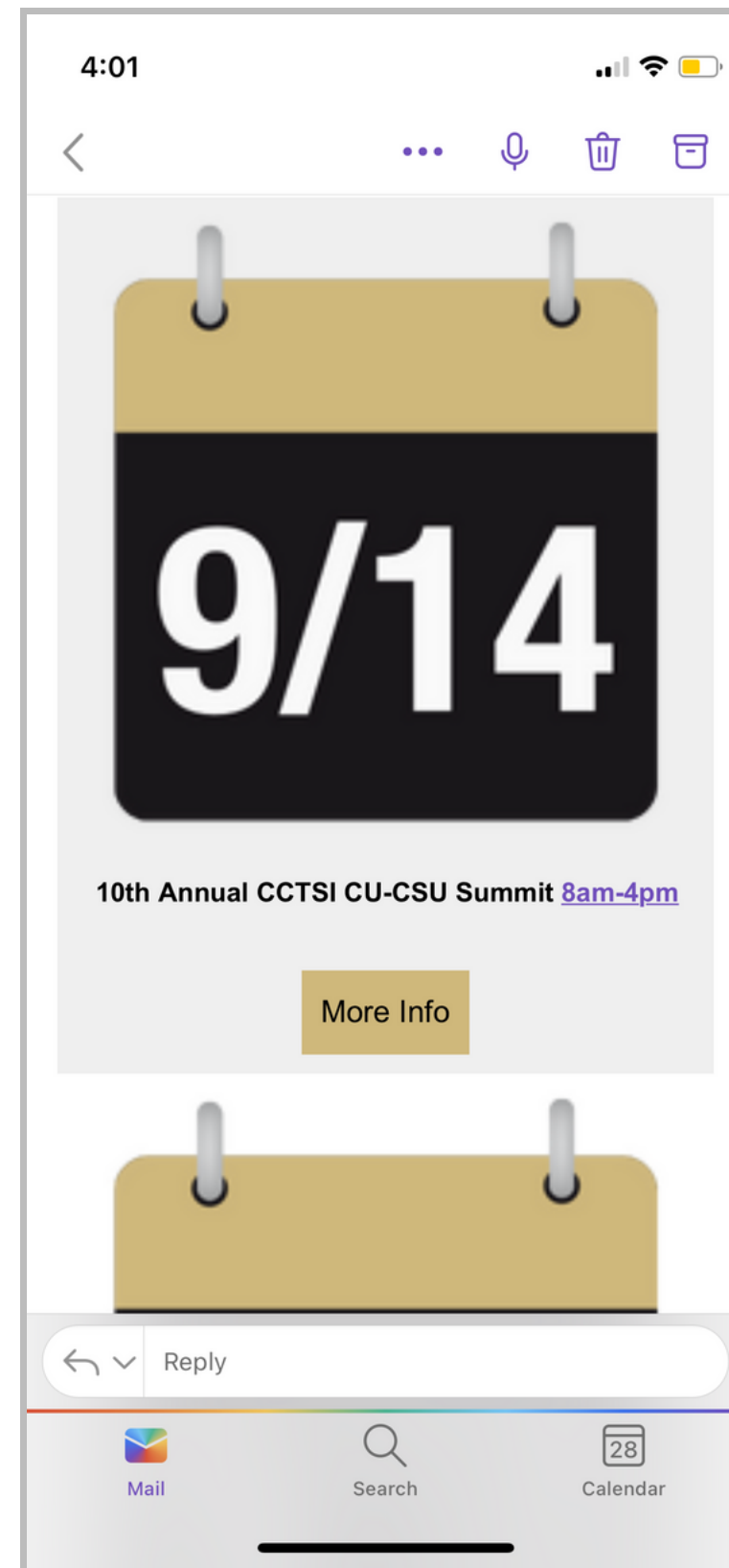
## Test. Test. Test.

- Send to at least 2-5 team members/co-workers
- Have people check for formatting errors, links, content accuracy and spelling/grammar
- Test on both PC and Mac platforms as well as mobile
- Send a second test after edits are made

# Common Marketing Cloud Formatting Issues



# Images or logos look giant on test emails





1.png (1)

 Replace

 Delete

#### Dimensions

Width:

50px

Height:

50px



☐ Scale to Fit

#### Alt Text

Alternative text if image is not available

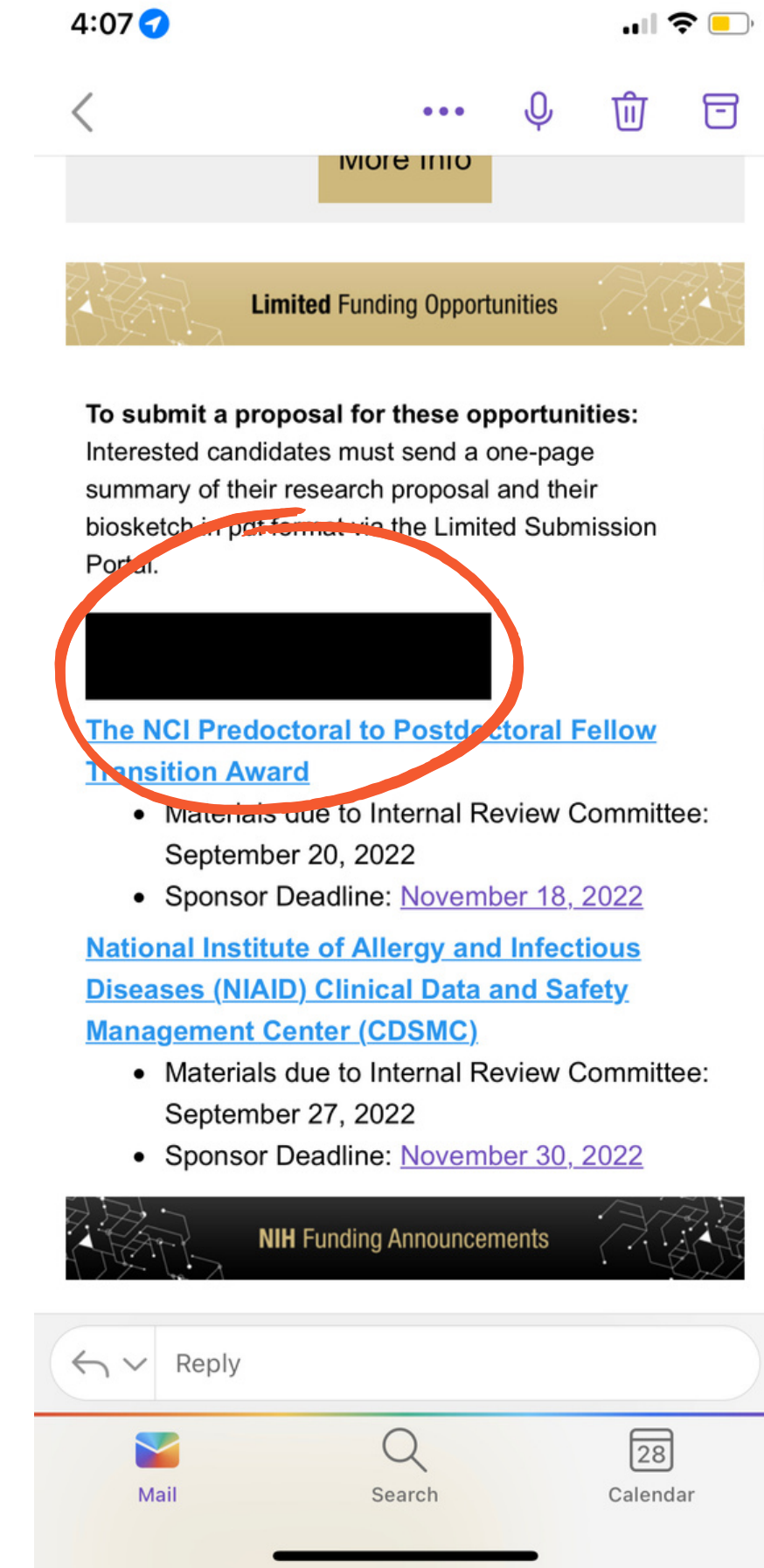


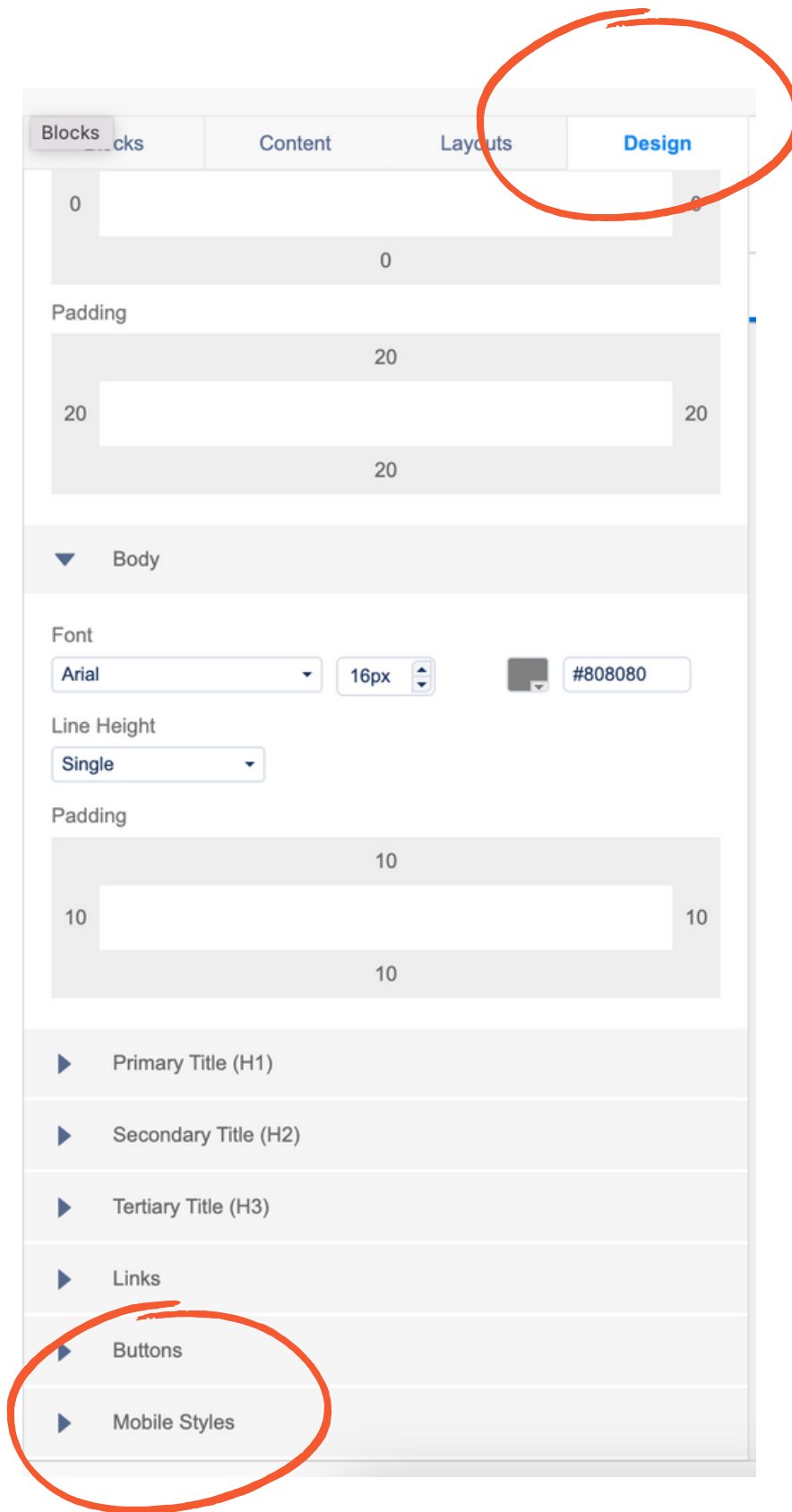
# Buttons look different on mobile

## To submit a proposal for these opportunities:

Interested candidates must send a one-page summary of their research proposal and their biosketch in pdf format via the Limited Submission Portal.

**Limited Submission Portal**

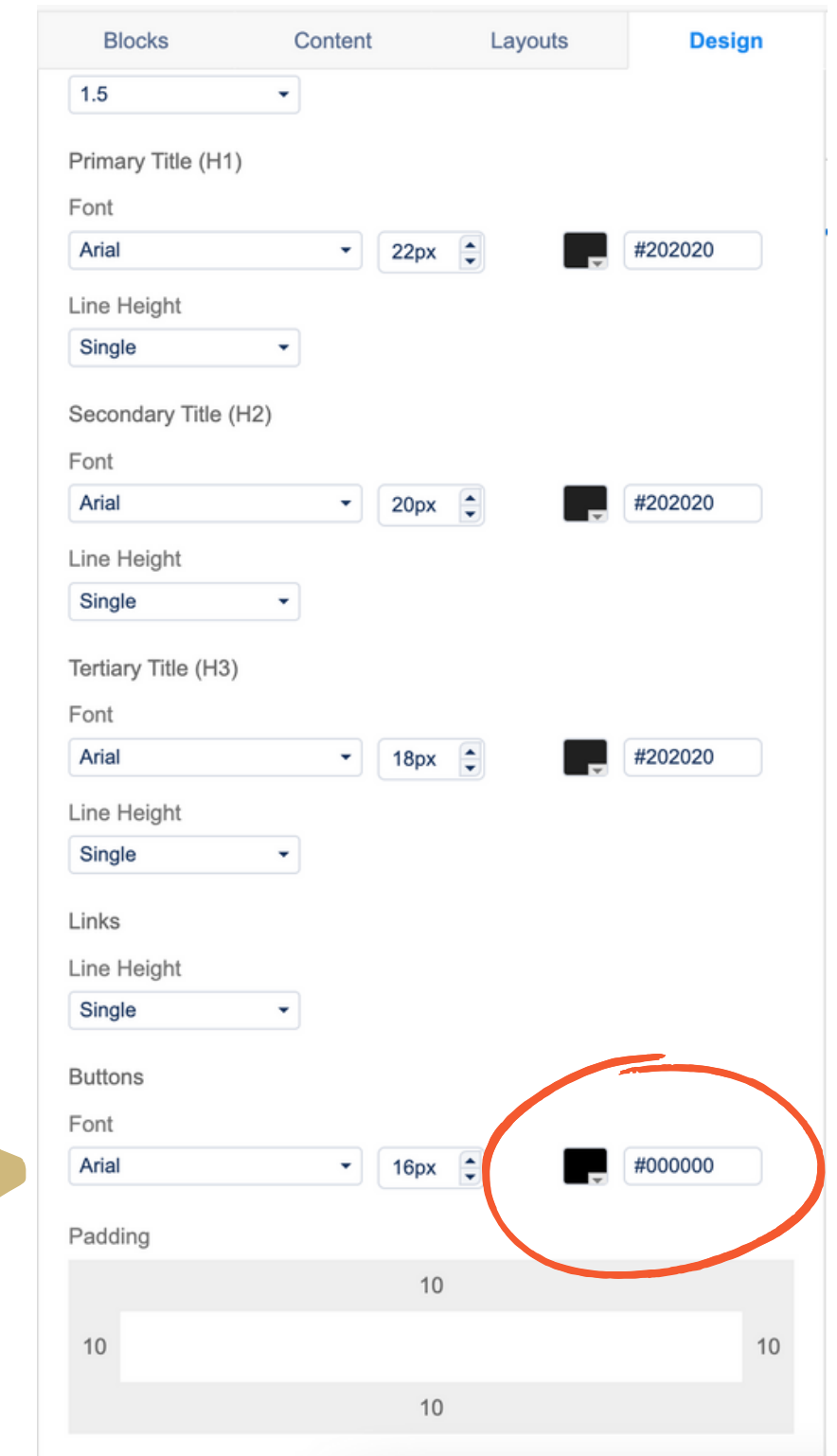




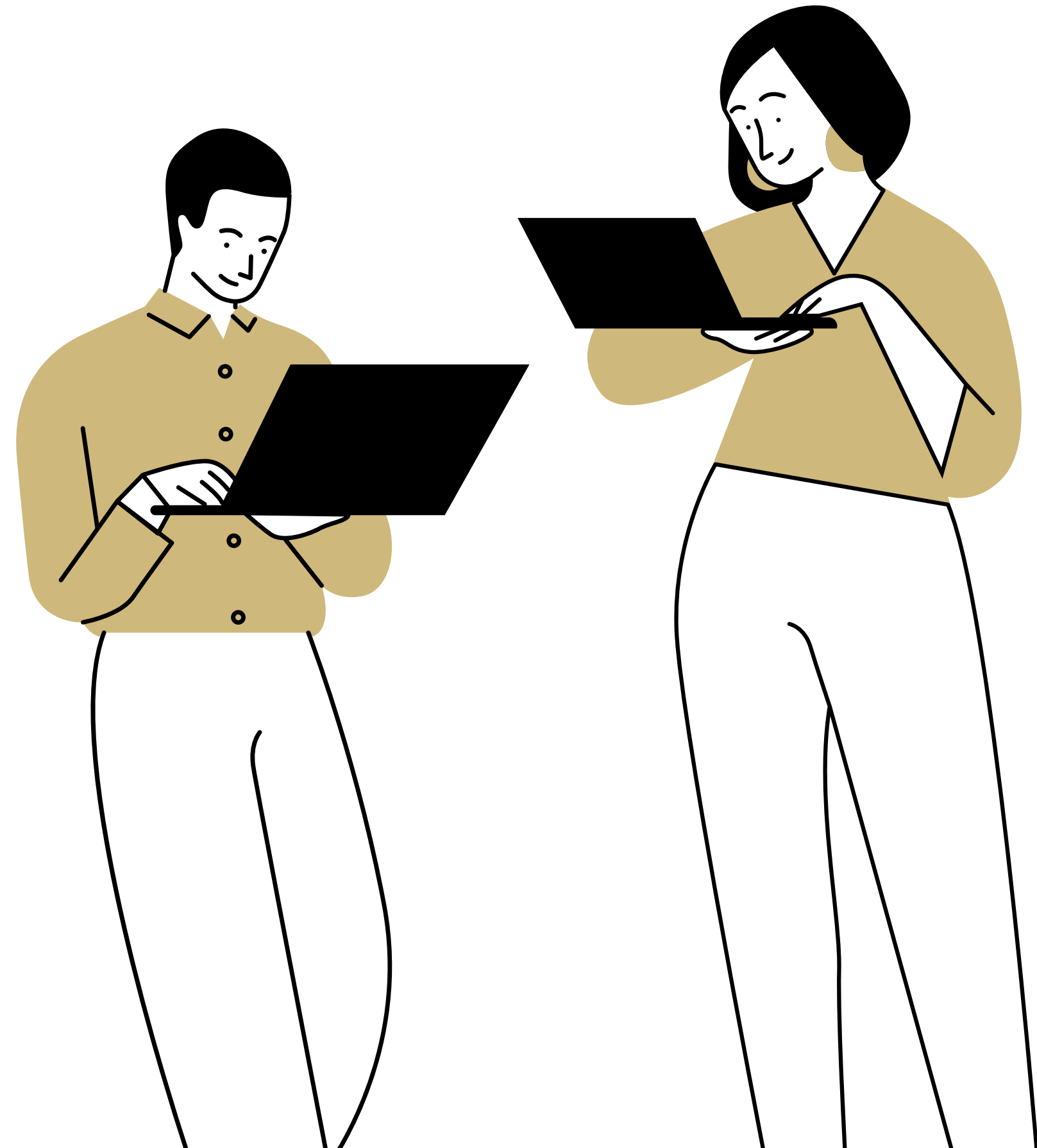
Make sure settings under "mobile style" match how it looks on desktop.



Most likely change needed is text color



# Time for Questions and playing around with Canva/ Image Relay



# Resources

[Brand Guidelines](#)

[Branded Templates](#)

[Image Relay](#)

[Canva](#)

## Questions?

Contact Sarah as [sarah.l2.adams@cuanschultz.edu](mailto:sarah.l2.adams@cuanschultz.edu)

