Irvine Company

ICO modular email template system v1.

StyleCampaign

Contact

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Content

Proposed module list v1

Below is our module list draft v1. In the Office redesign kickoff deck ~25 modules were listed (p18). I've incorporated those and tried to work in what we discussed. At this stage all modules are up for discussion, this is a just first attempt to give us something to go on.

1. Header with multiple tabs

2. Header with website URL

3. Grid comprised of three modules

4. Header image 1 (Hero with copy and CTA)

5. Header image 2 (Background image with live text)

6. Header image 3 (Hero image with text intersecting)

7. 2 column image top text below

8. Tall 50/50 split

9. Regular 50/50 split

10. 60/40 split

11. Notification

12. Thumbnail

13. Two column list

14. Four column

15. Three column

16. Primary messaging with title, body and CTA

17. Bullets

18. Table alternative to bullets

19. Quote or tweet

20. Two button action bar

21. One button action bar

22. Social icons

23. Footer icons

24. Footer ICO logo with slogan

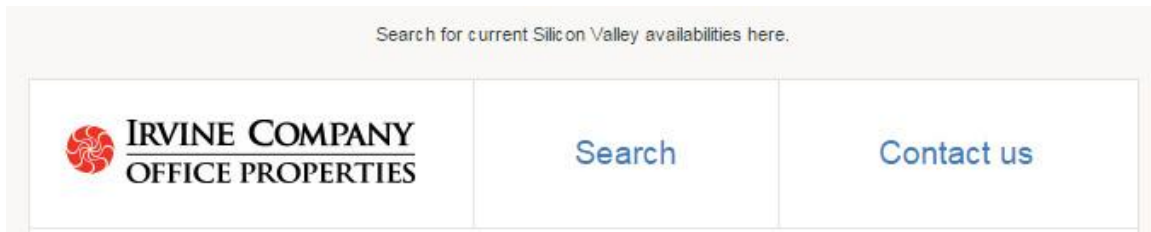25. Footer legal

Proposed modules

Below is our first draft for the proposed modules:

1 - Header with multiple tab navigation

Descriptive pre-header text and online link
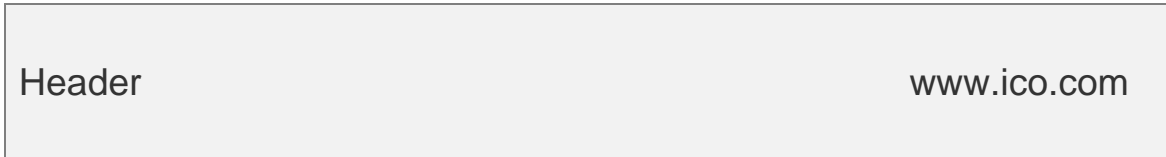
Header	navi navi navi

As seen here:

Could place navigation below IOC logo, to provide separation with sub-branding.

2 - Header with website navigation or one URL

Header	www.ico.com

As seen here:

And:

And:

3 – Grid (3 modules - 1, 2 and 3 blocks - that can be combined in various ways)
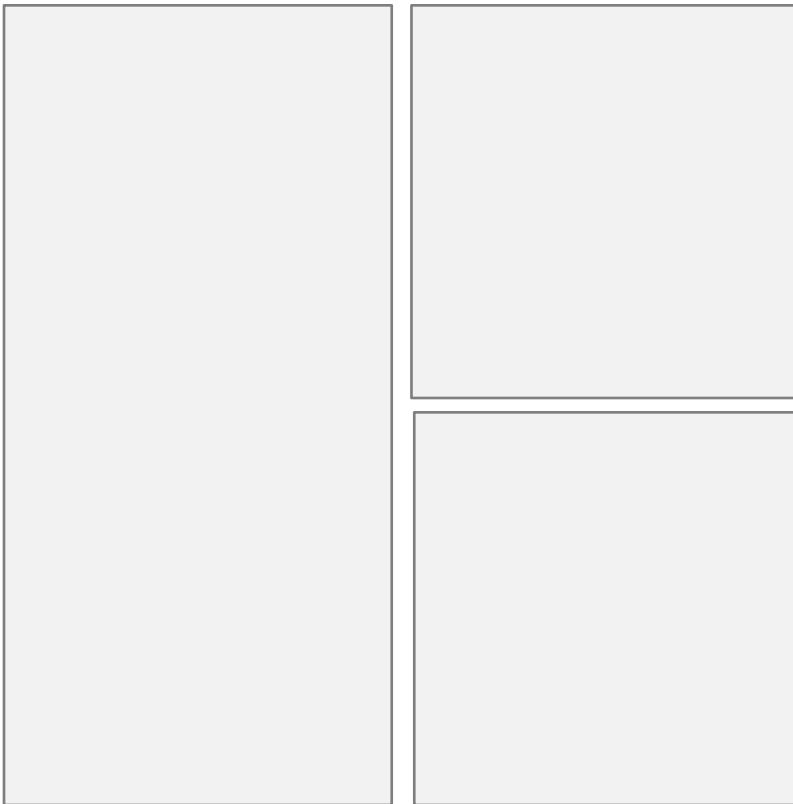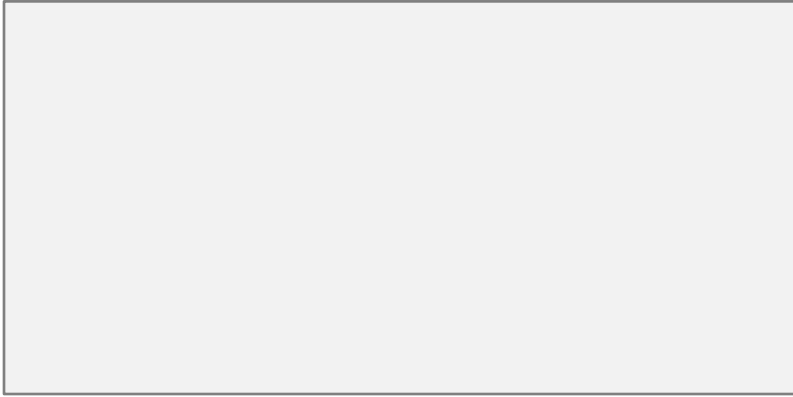
As seen here:
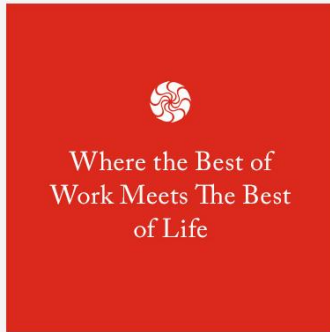
As seen here:

As seen here:

San Francisco

Hosted by Dmitriy
Sergiyev Posed

$ 56

New York

Paris

Get some sun in San Diego
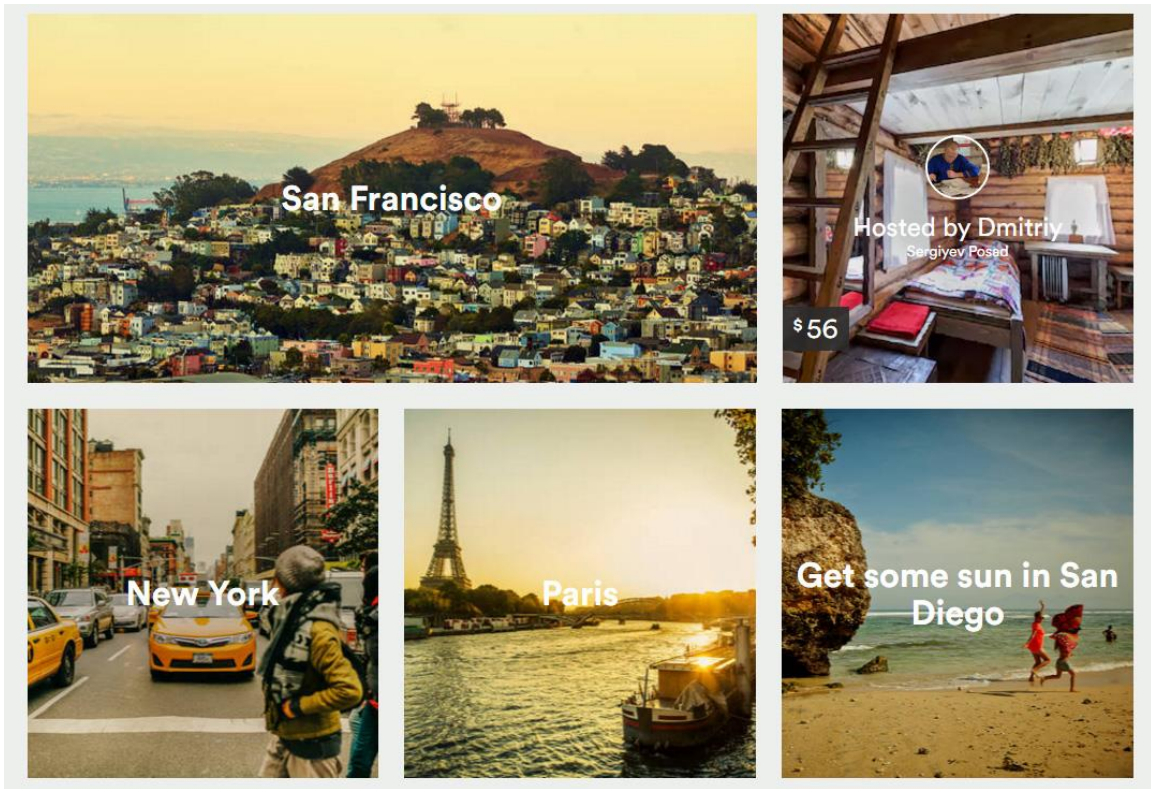
/ Header TBD /

Health in the Workplace

BIKE SHARE

KINETIC

LOREM IPSUM
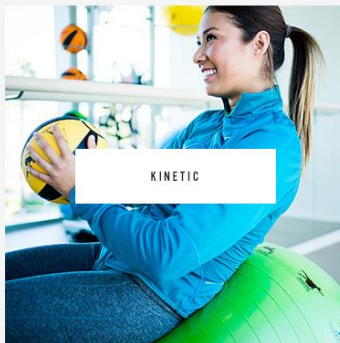
As seen here:

As seen here (2, 1, and 2):
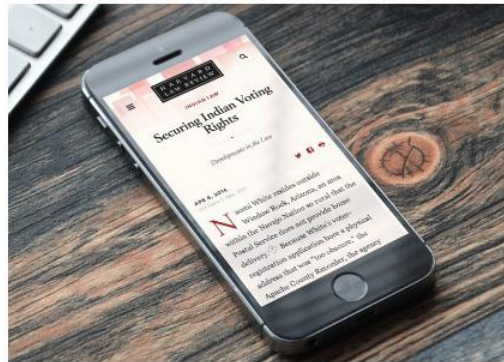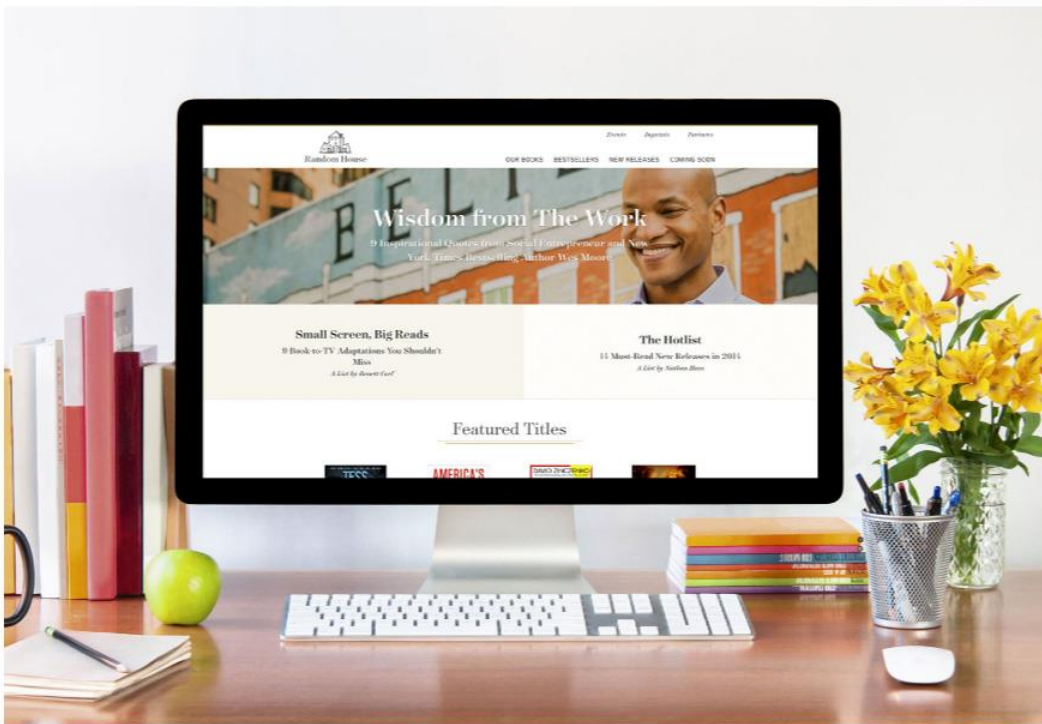
As seen here (1, and 3):
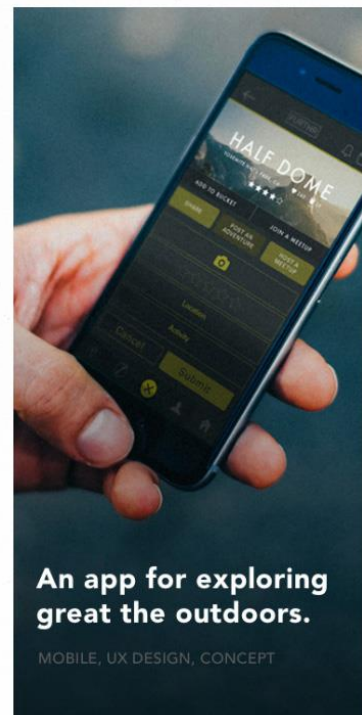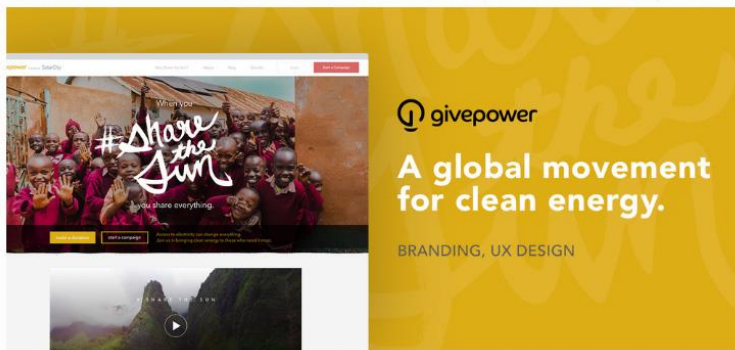
Multiple layout options:
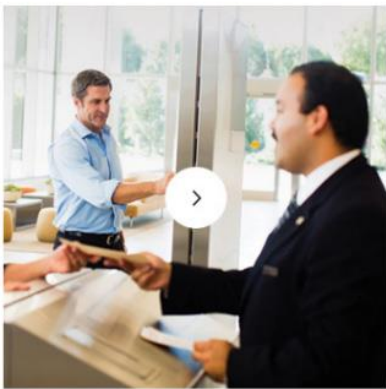
Top left: Image background with live button overlay

Top right: Solid color background image top and live text below

Bottom left: All image (this one shows a video icon)

Bottom middle: Image frame with text center (could be all text)

Bottom right: Solid color all live text.

With the red module, could switch out the color and logo for sub-brands.
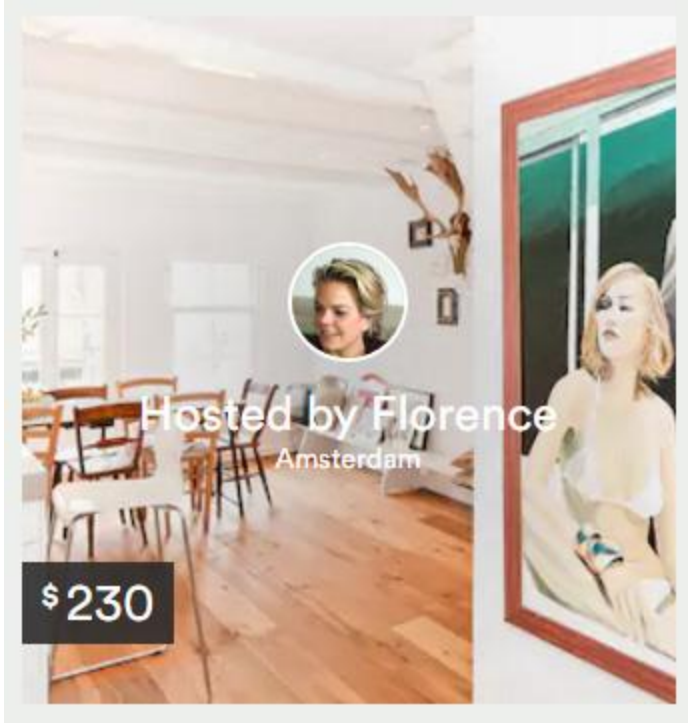
Could also use the grid for showing properties various brokers have leased. One above would be a background image of the property with broker image incorporated. Live text could list the property and broker name.

Unlike the web we can't rely on rollover states in Outlook for more information.

4 – Header image one (Standalone image with text and CTA below)

Title text
and body copy

CTA
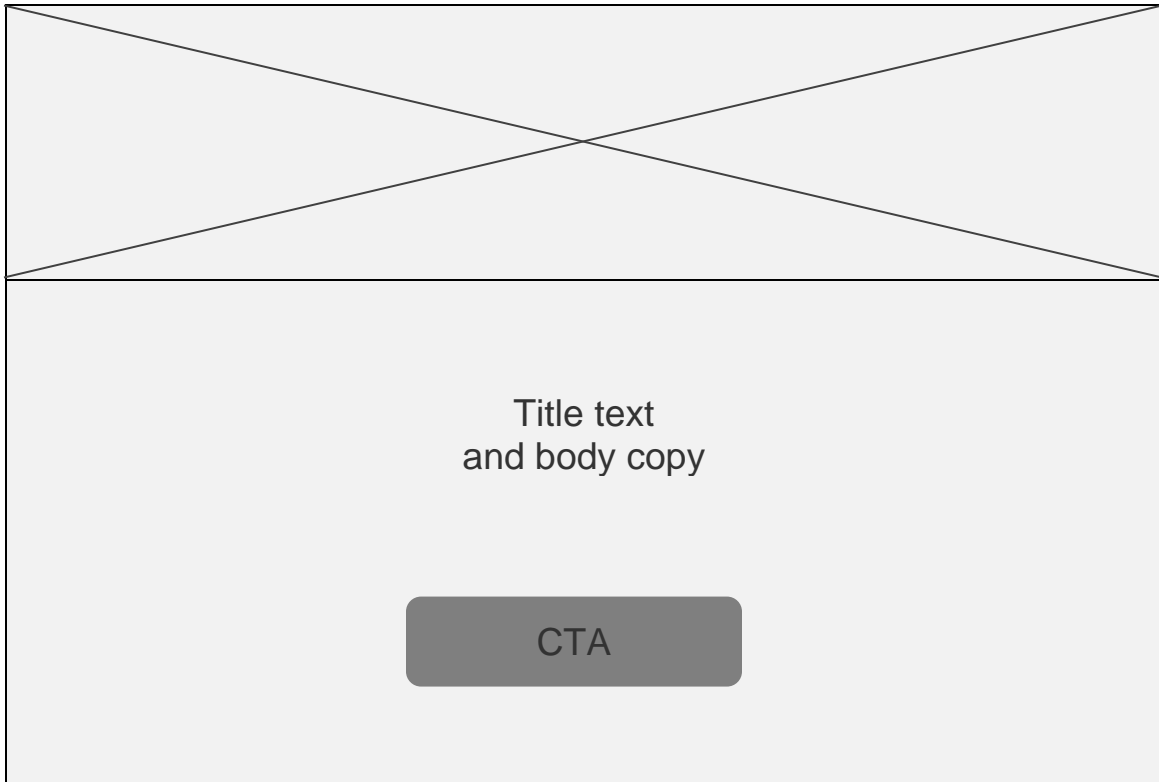
As seen here:
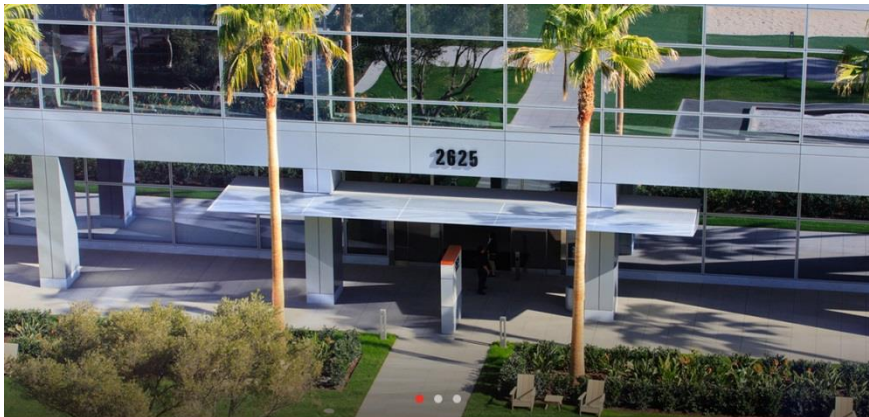
News & Insights

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

And here:

Article title goes here lorem ipsum dolor sit amet consectetur

MARCH 31, 2016

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque.

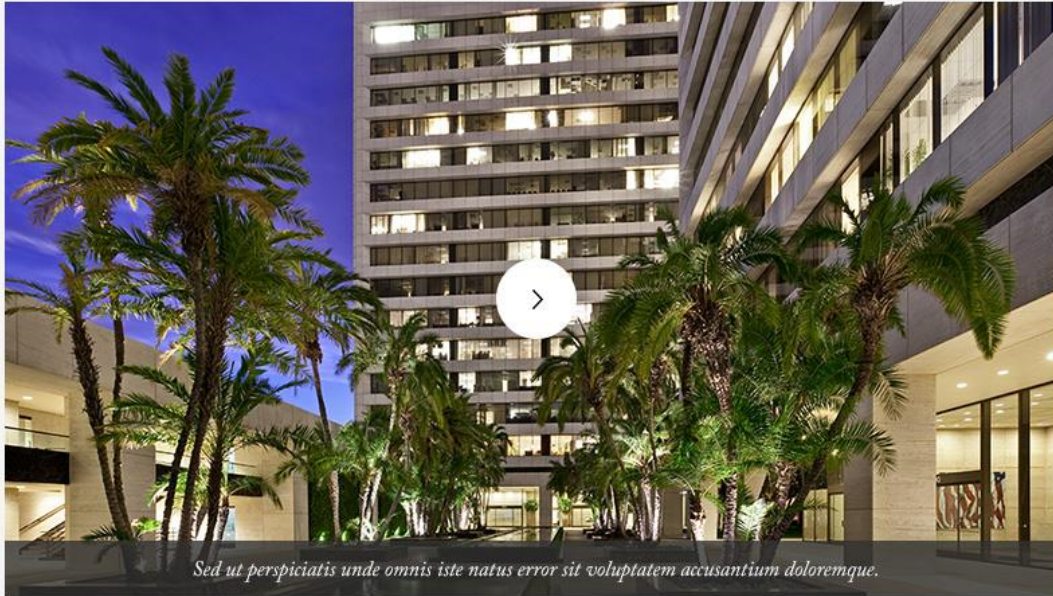Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua aute irure dolor in reprett sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.
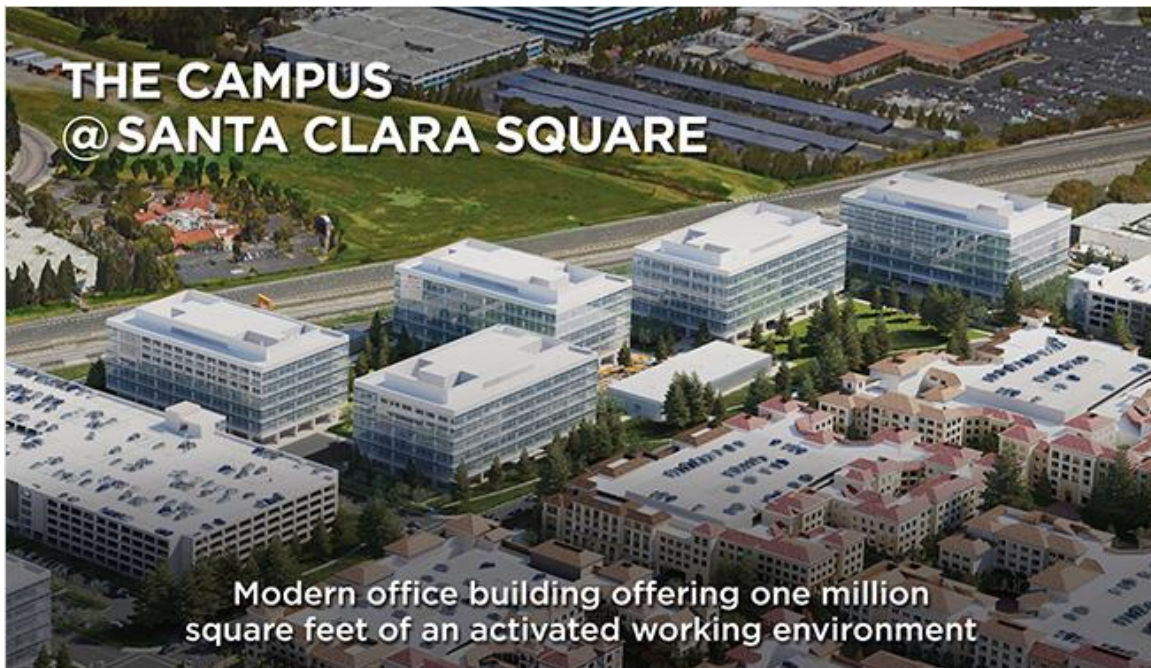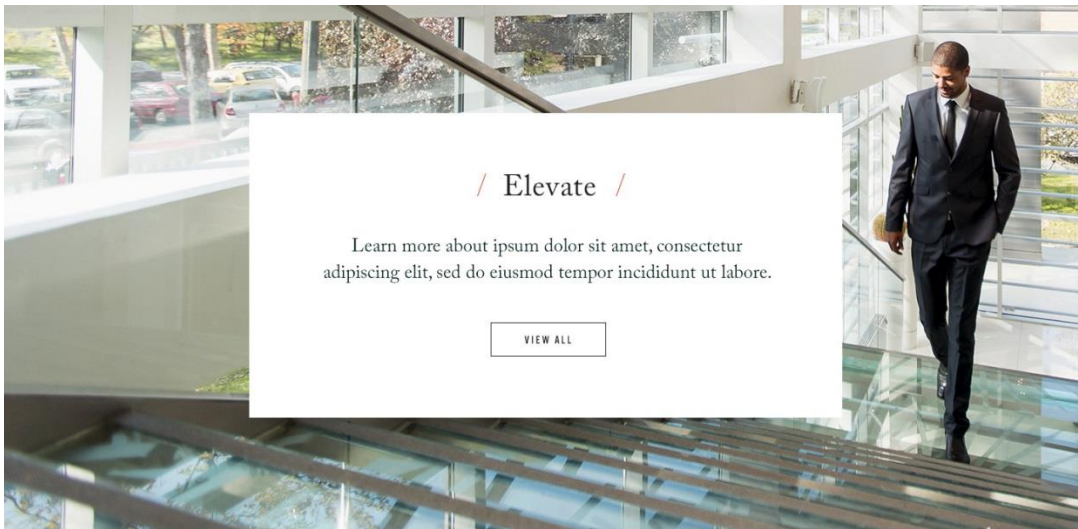
Hero image can be full-bleed or cropped. Need to do some Gmail research into the preview pane before we know if full-bleed images are the way to proceed.
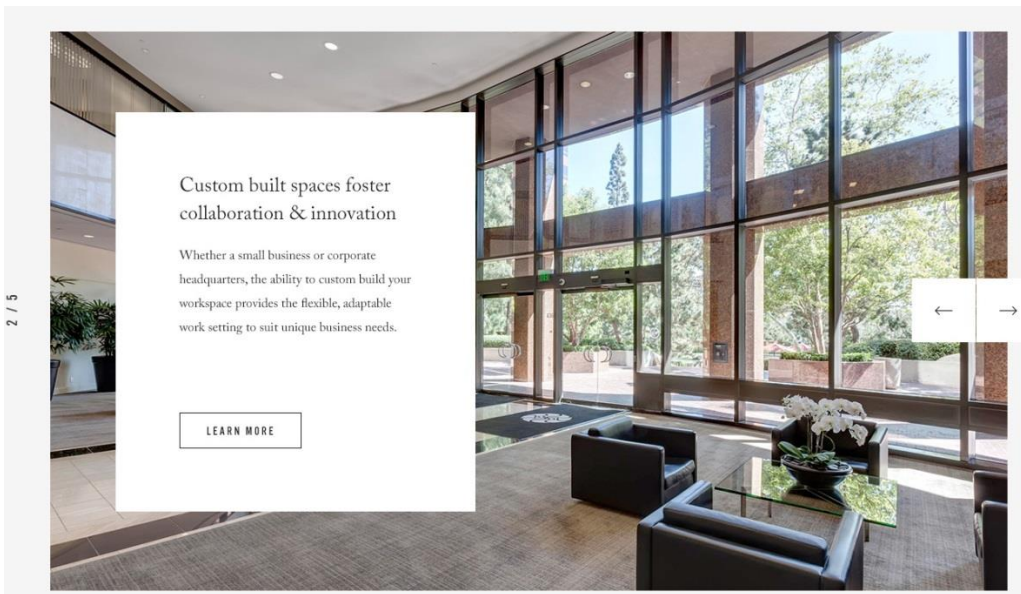
5 – Header image two (background image with live text overlay)

Background image with live text overlay

As seen here (centered):

And here (left justified):

6 – Header image three (Standalone image with text intersecting and sub-branding worked in)

Title text
Body copy

CTA
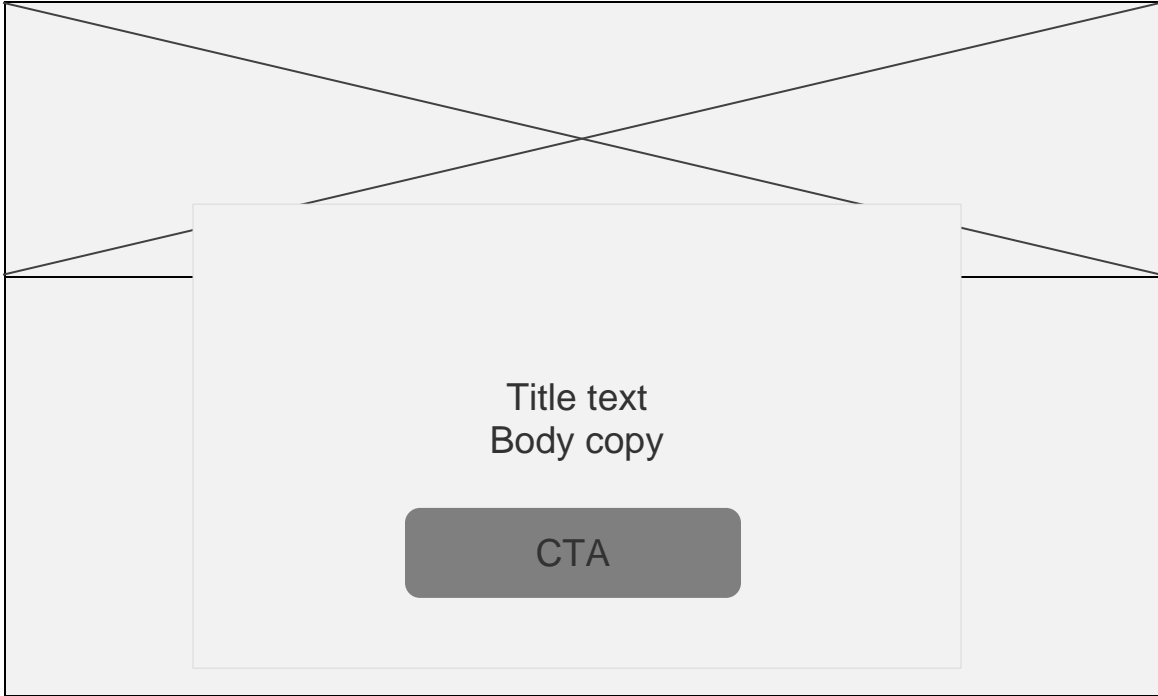
As seen here with 'The Plaza' in live text:

The Plaza
Arriving Early 2017
4380 La Jolla Village Drive • San Diego, CA 92122

LOOKING FOR OFFICE SPACE?   WHAT IT'S LIKE TO WORK HERE

This six building business center, located on 17 acres, features three towers and three garden-style office buildings in a lush park-like environment. With more than 825,000 SF of Class-A office space, The Plaza is located in the heart of the Golden Triangle and in the premier business address. Abundant on- and off-site amenities and easy access

Sub-Market: University Towne Centre®   Building Type: High Rise, Low Rise

What we did for retail with sub-branding under hero image:

How it is in the redesign below header with ICO logo:
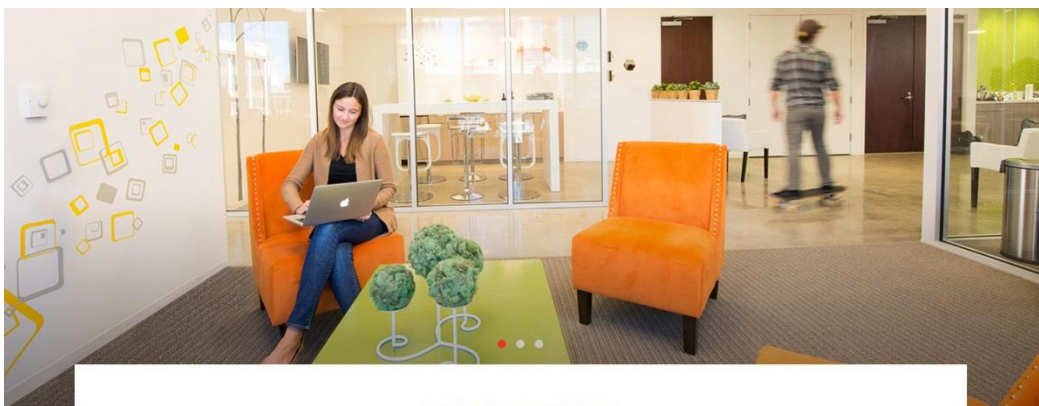
7 – Two column image & text (Tours / brokers/ video / articles)

text	text
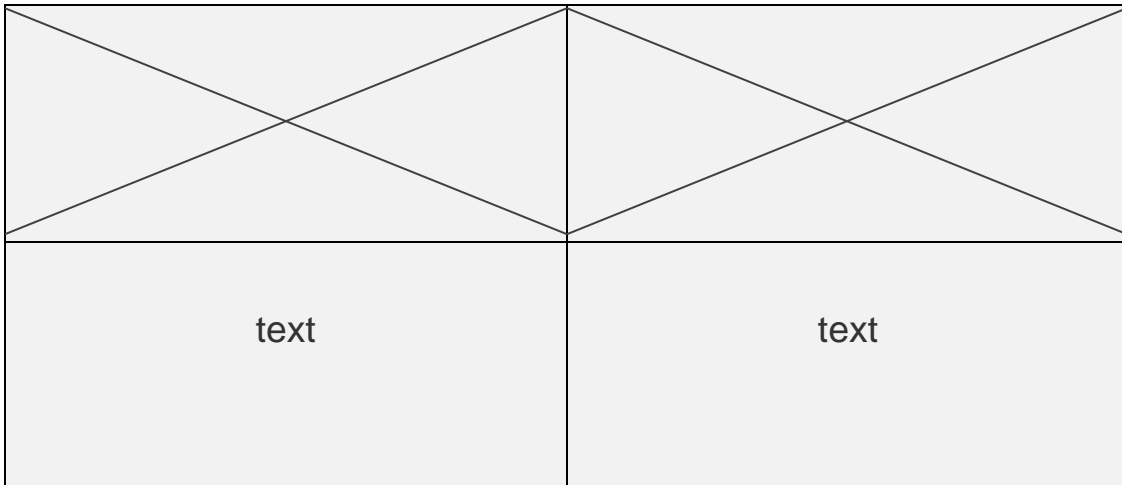
As seen in:

LOREM IPSUM DOLOR SIT AMET CONSECTEUR ELIT SED DO EIUSMOD ADIPISCING

Lorem ipsum dolor amet consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua aute irure dolor.
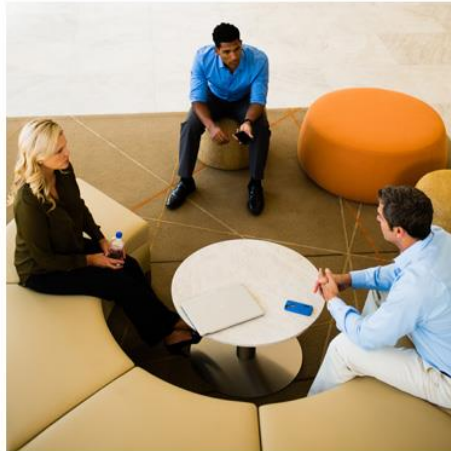
READ MORE

TOTAM REM APERIAM EAQUE IPSA QUAE AD ILLO INVENTORE VITAE

Lorem ipsum dolor amet consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua aute irure dolor.

READ MORE

/ Meet the Leasing Team /

Janet D. Nguyen
Title Goes Here

888.222.3333

jnguyen@irvinecompany.com
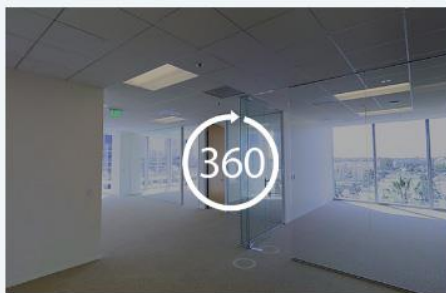
READ BIO >

Ray C. Edwards
Title Goes Here

888.222.3333

jnguyen@irvinecompany.com

READ BIO >

TOUR OTHER SUITES

360

360

SUITE 350
4,144 SF
Adaptable environment for collaboration and connectivity

VIRTUAL TOUR
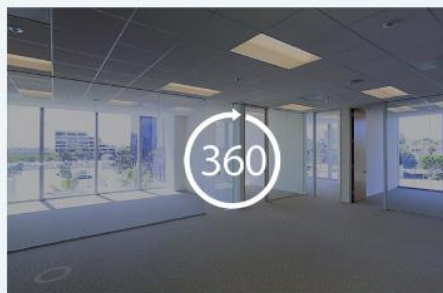
SUITE 380
2,991 SF
Office destination that turns the workday into an inspiring lifestyle experience

VIRTUAL TOUR

2 columns used for property tiles:

400 Spectrum Center
Irvine

Create brand prominence on the Spectrum Skyline by securing the final building top signage opportunity in the heart of Irvine Spectrum.

LEARN MORE >   ⊙   360°   📷

NextGen Campus Office: Sand Canyon Bus. Ctr.
Irvine

Two 4-story buildings offering 211,000 SF, situated in a campus-style workplace designed for your modern lifestyle.

LEARN MORE >   ⊙   📷

8 –Tall 50/50 split (image left and text right or reverse)

Title Text

As seen here:

News item title lorem ipsum dolor sit amet nisi ut aliquips ex commodo

MARCH 31, 2016

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua aute irure dolor in reprett...

READ MORE >
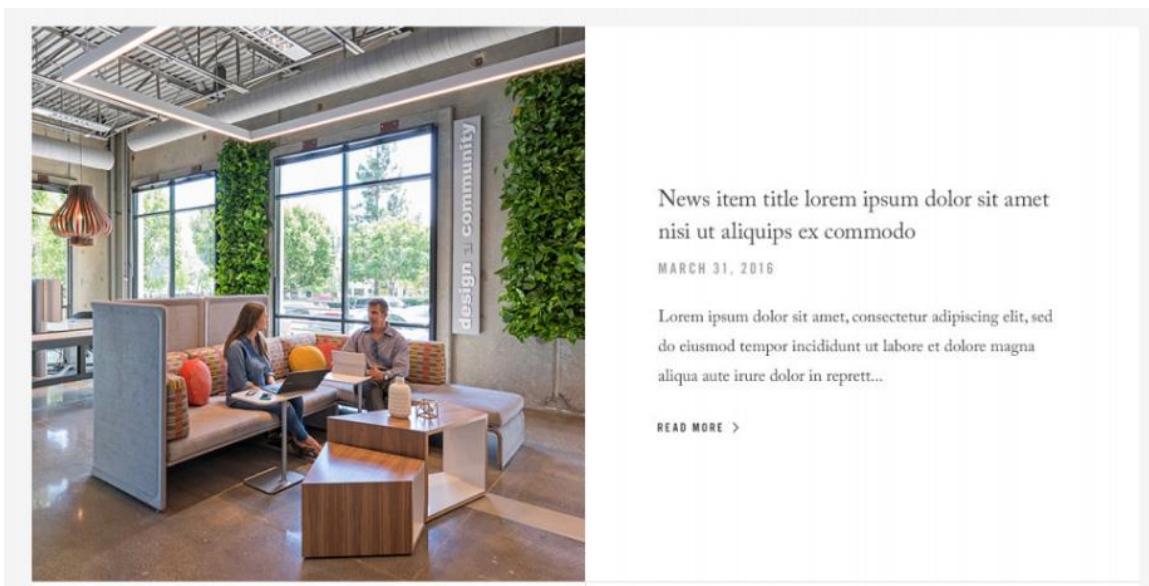
And here:

The text can be a short big title only as seen above with 'DIVE IN' so it's more of a hero.

9 – Regular 50/50 split (image left and text right)

Title, body copy and CTA.

As seen here:

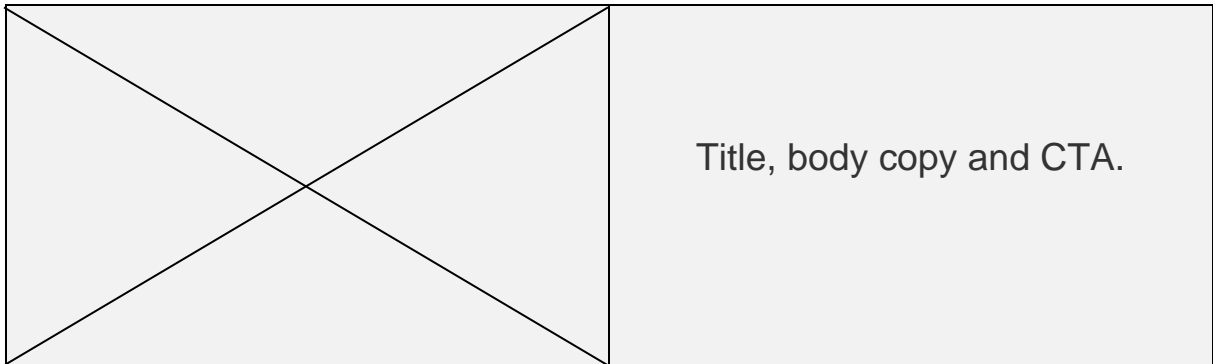Santa Clara Square: Favorite
Restaurants Hit The Square

APRIL 06, 2016 | CATEGORY

Santa Clara Square is a 100-acre master-planned
community that brings together office, retail and
residential living in a sustainable live-work-play...

READ MORE >

tag one, tag two, tag three

520 Newport Center Gets Topper
With Tarsadia Lease

MARCH 14, 2016 | CATEGORY

A Newport Beach-based investment firm with ties
to the area's hospitality industry has signed a deal to
lease the top floor of Irvine Company's 520...

READ MORE >

tag one, tag two, tag three

Introducing Next-Gen, Flexible
Office Space At 200 Spectrum

MARCH 08, 2016 | CATEGORY

And here with copy left:

H3 Image and text lockup style lorem ipsum dolor sit amet nisi ut aliquip ex commodo

Consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore inline link et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

First Point
San Jose

12,836 SF $2.10 NNN

Rare opportunity in the heart of San Jose with excellent freeway access, abundant parking and well appointed floorplan.

View

Silicon Valley Center
San Jose

+/-6,112 to 8,503 SF $3.25 FSG

Newly renovated fitness center, conference room and outdoor amenities. Walking distance to VTA light rail station.
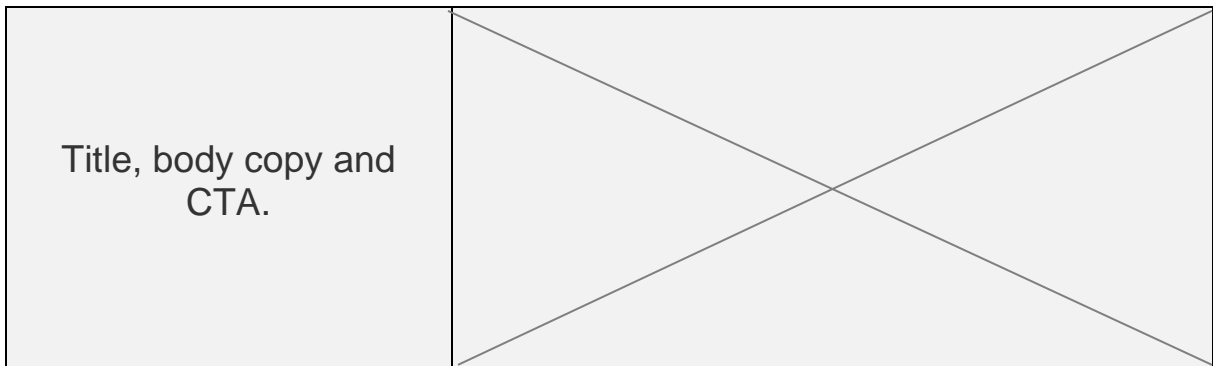
View

Based on your timeframe, please take note of ReadyNow® suites available for immediate move-in.
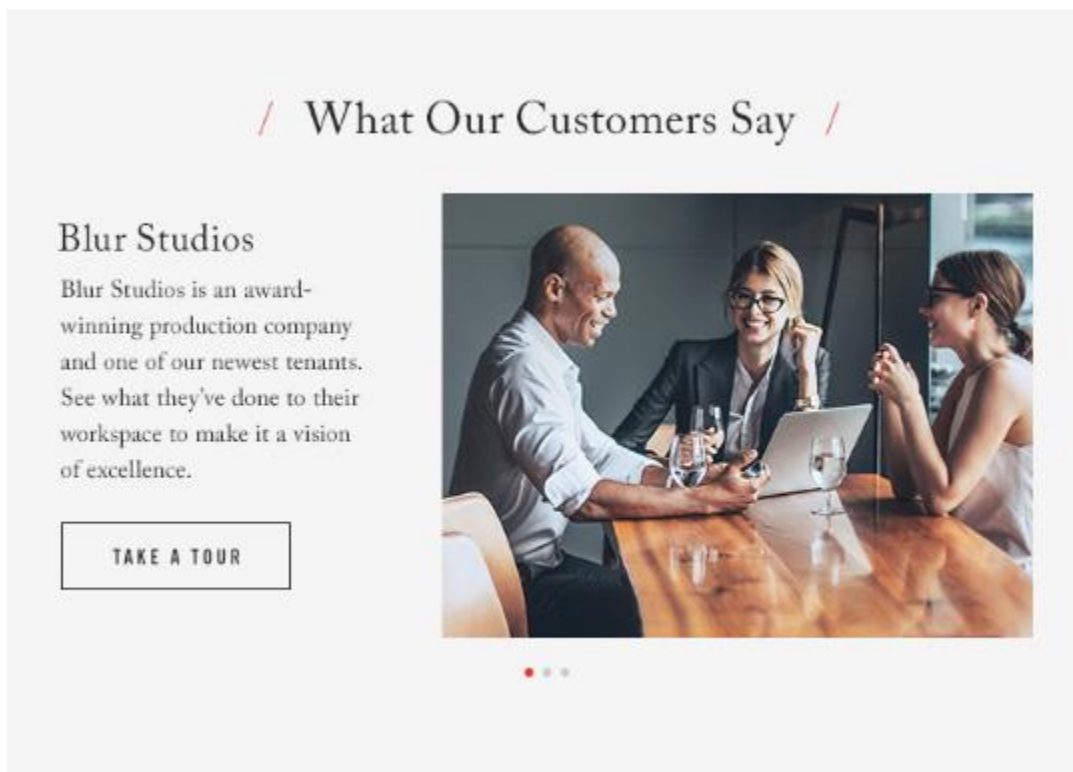
Irvine Company offers custom-crafted, growth-ready ready suites. Get in and start working quickly with a simplified leasing process and flexible terms. See your search results for more information.
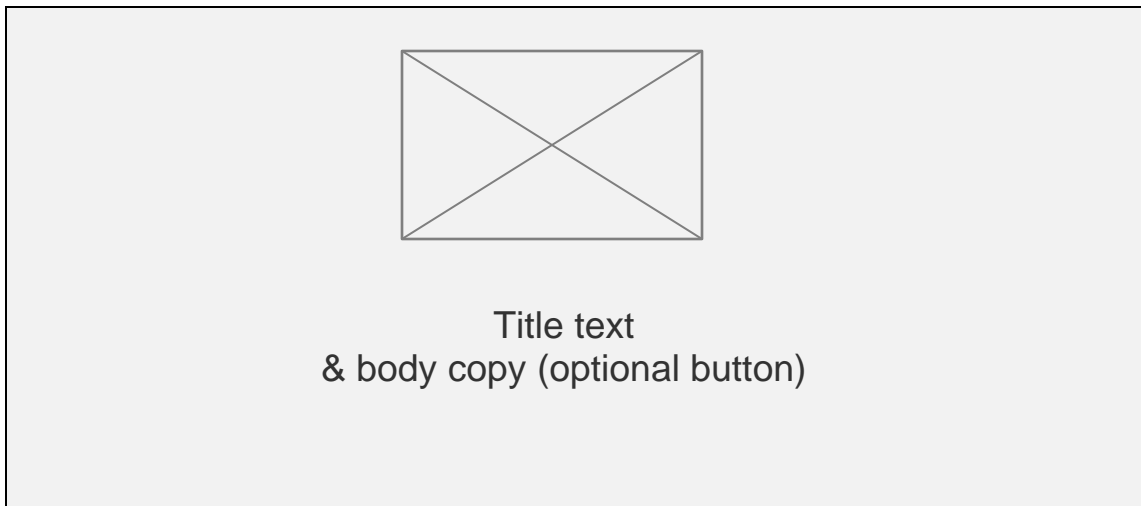
10 – 60/40 split (text left and image right)

| Title, body copy and CTA. | |

As seen here:

/ What Our Customers Say /

Blur Studios

Blur Studios is an award-winning production company and one of our newest tenants. See what they've done to their workspace to make it a vision of excellence.

TAKE A TOUR

11 – Notification (broker sig, Contact, listing, article)

Title text
& body copy (optional button)

Broker feature/ sig or listing:

Joanna Conway

Manager, Operations

jconway@irvinecompany.com

Joanna joined Irvine Company in 2013 and has 5+ years of commercial real estate experience. She previously oversaw operations for office and retail properties in North County and Seattle, WA. Joanna graduated from the University of Washington with a degree in Business.

Broker avatar overlaid map or property image with contact icons below (could lose big image top also:
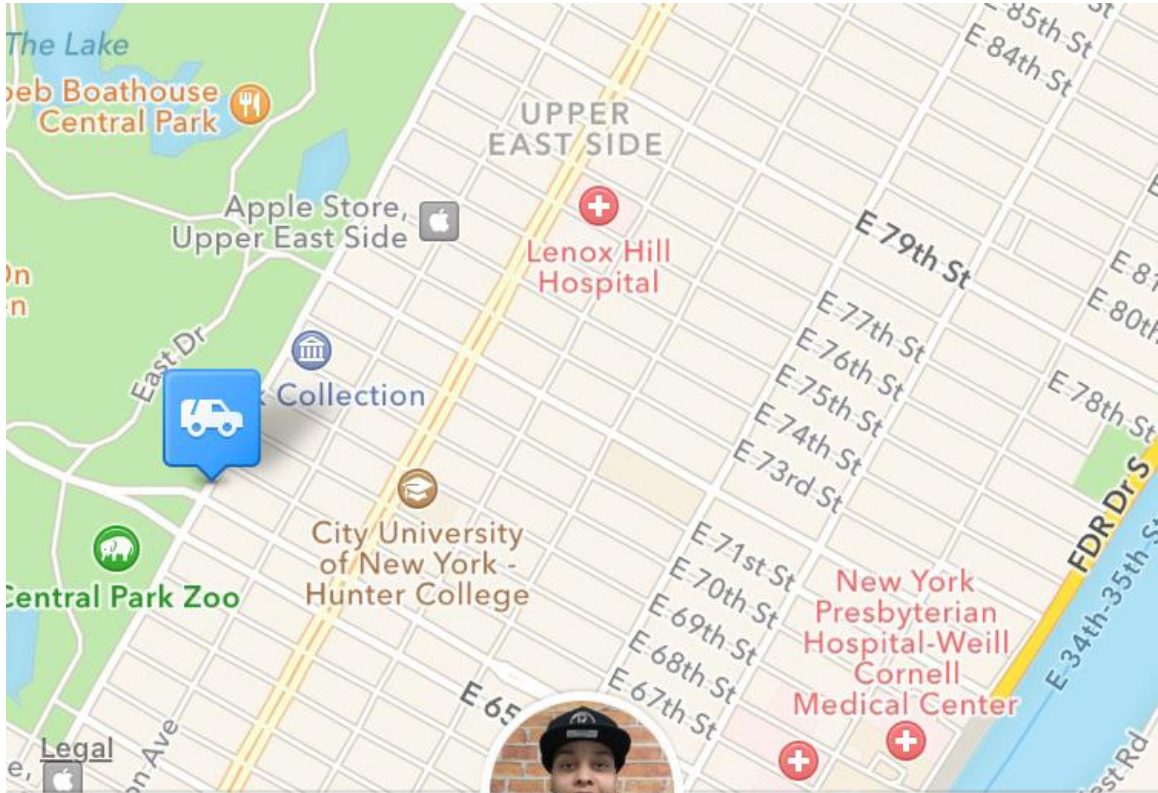
Serena is on the way

1510 Lexington Ave12S

📞 Call   💬 Text   ✕ Cancel

Announcement or sub-branding logo up top:

Introducing the new Framer

An all-new way to design with code

Find Out More

If you no longer wish to receive emails from Framer,
you can **unsubscribe** at any time.

Jonathan Chan
Invited you to collaborate using InVision!
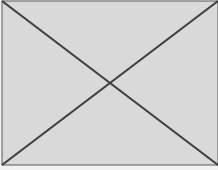
Accept Invitation

InVision is a design project management and collaboration platform
for creative teams. By bridging the gap between designers and
business stakeholders, InVision allows agencies, startups and
corporations to stay design-driven and win.

This email was sent to

Prototyping, Collaboration & Workflow
for Designers

12 – Thumbnail: Availabilities, news or broker

Title text
Body copy and CTA

As seen here:

Building Name 2   NEW
Sub-Market: Airport Area

Low Rise
Rate $2.15 - $2.35
1,322 - 14,542 sq ft   SEE AVAILABILITY +

Building Name 3   NEW
Sub-Market: Airport Area

High Rise
Rate $2.75 - $3.05
2,919 - 19,152 sq ft   SEE AVAILABILITY +

News item title lorem ipsum dolor sit amet nisi ut aliquips ex commodo

MARCH 30, 2016

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua aute irure dolor in reprett...

READ MORE >

Recent Articles

Prototyping Virtual Reality

Learn how IDEO uses the Framer VRComponent in their workshops to teach people about the possibilities of virtual reality.

Read more

Code Less & Achieve More with Arrays

David Lee explains how you can make your code more efficient, understandable and manageable with the power of arrays.

Read more

Animating Layers

Michael Lee explains the animation basics. See how easy it is to add playful animations to your static Sketch layers.

Read more

Can also be used to list featured multiple brokers:

New Faces and Team News

Join us in welcoming the newest additions to our design team!

Joel Hubartt

Joel joins our team (and his brother!) as a Design Lead with 6+ years of impressive design experience-like working as the Director of UX & Design for Salesforce Predictive Intelligence.

Anna Hartwick

Anna, our new writer, thrives in combining technology and content creation with a background in video production and creative writing.

Kolby McElvain

Kolby is a UX designer with a history of turning back-of-the-napkin startup ideas into marketing leading products and brands.

Katy Davis

Katy, a recent IU grad, brings a passion for Art History and visual storytelling to bear on her work at Studio Science.
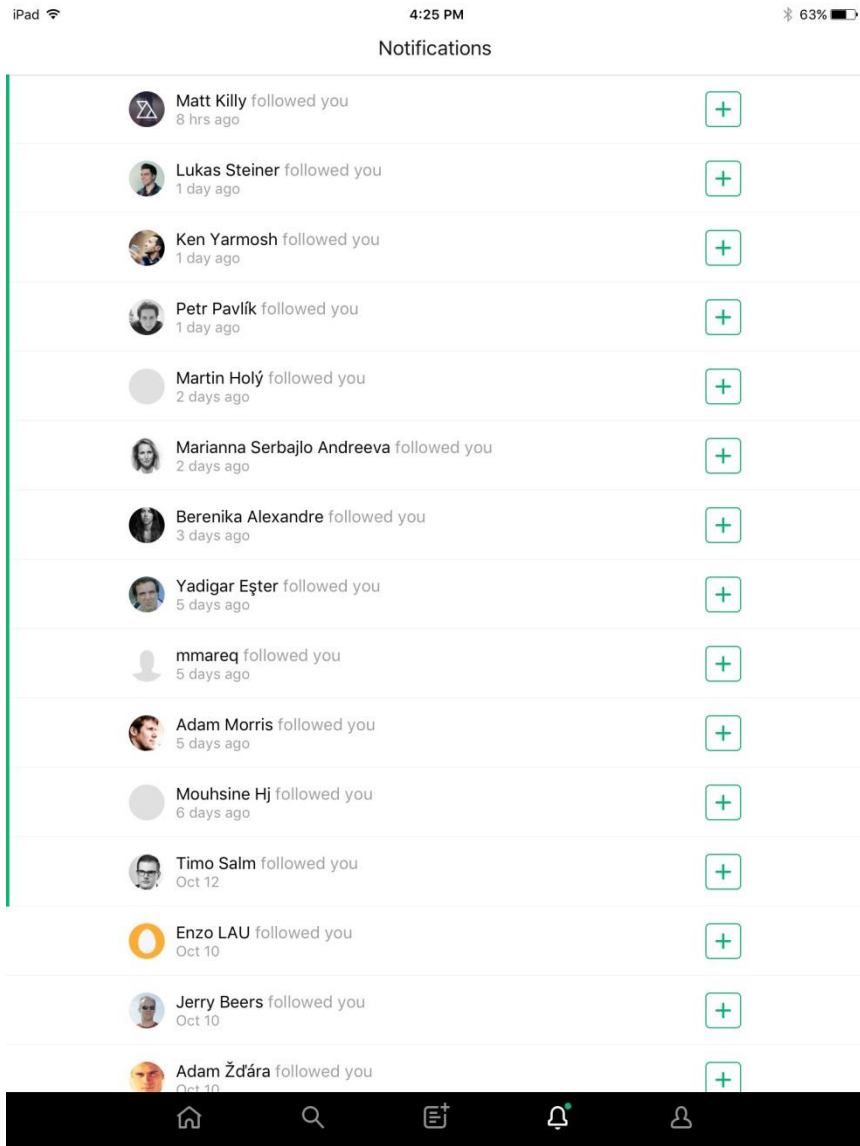
$1,130 3bd Cleveland Street at East Faris Road, Greenville, SC 29601
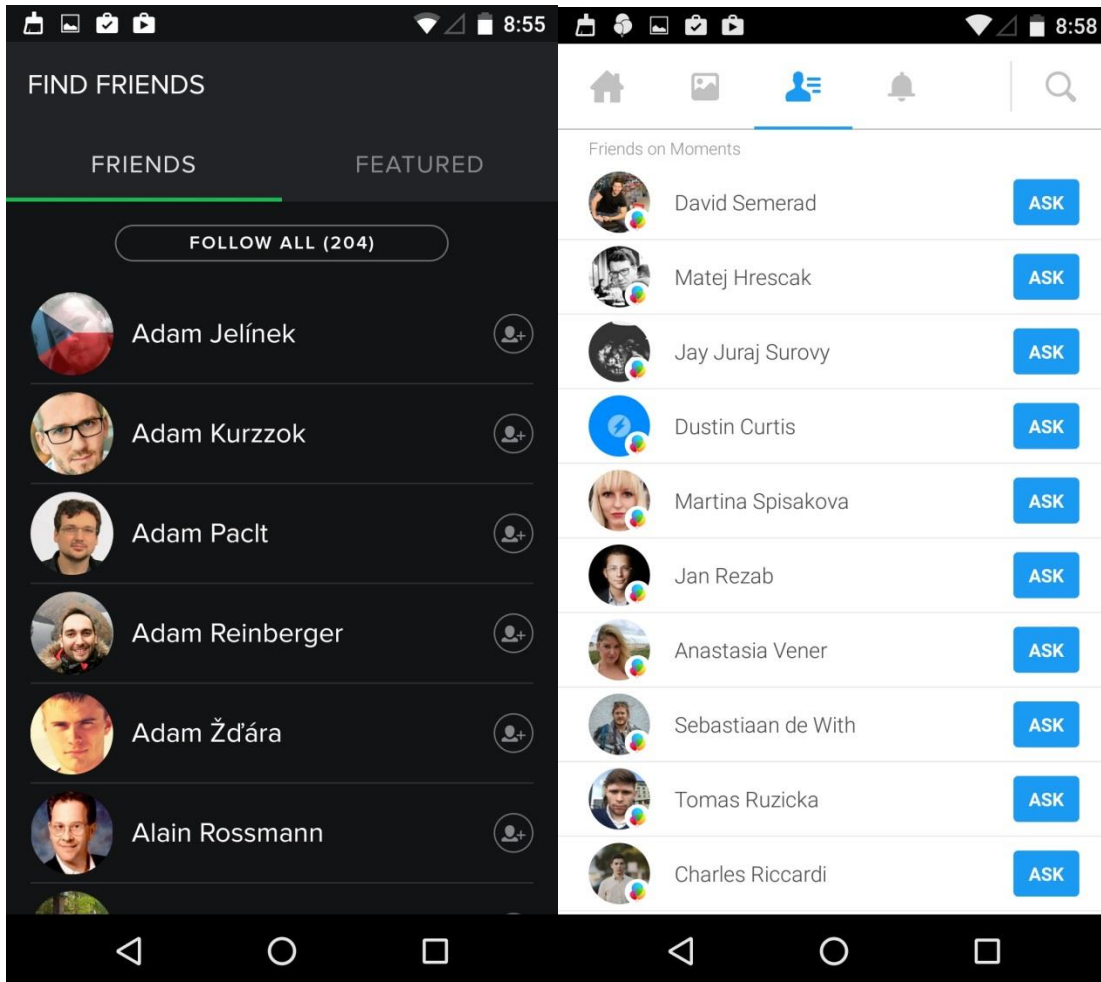Posted just now

View Listing

Baby thumbnail (list view with avatar image) use as broker sig or multiple
brokers:

Baby thumbnail to list brokers (list view with avatar image):
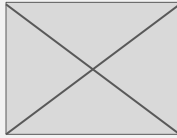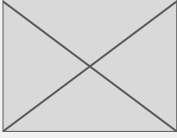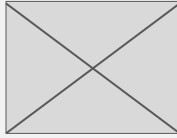

In place of:

We extend our appreciation to the outstanding brokers who completed leases in Newport Center throughout the 2nd quarter of 2016.

John Martin, Lee & Associates
Karen Sunday, Karen A. Sunday & Associates
Jason Lantgen, JLL
Tony Defrancis, Cresa Orange County
Jenny Cheung, E-House China
Jeff Manley, Cresa Orange County
Randall S. Parker, Cresa Orange County
Jeff Cannon, Savills Studley

Jerry Nourse, Independent Broker
Taylor Friend, CBRE
Barry Gail, Onion Property Partners
Alex Hayden, CBRE
Matt Wiley, Cresa Orange County
Royce A. Sharf, Savills Studley
Jeff Cyr, Walsh Property Group
J.P. Roach, Hughes Marino
Doug Killian, Voit Real Estate Services
Michael J. Lewis, Hughes Marino

13 - Two column list (Featured brokers / Listings)

	Title text & body copy		Title text & body copy
	Title text & body copy		Title text & body copy

As seen in (could do a version with or without images):

/// 2015 Speakers

Stewart Butterfield
CEO + Co-founder
Slack

Paola Antonelli
Senior Curator of Architecture + Design
MoMA

Rochelle King
Global VP of Design + User Experience
Spotify

Rob Forbes
Founder
PUBLIC, Design Within Reach

Kimberly Bryant
Founder + Executive Director
Black Girls Code

Clive Wilkinson
President + Design Director
Clive Wilkinson Architects

96

Followers

Lucie Lucinkovááá	Tereza Prochazkova
Deborah John	Martina Prikrylova
Michala Hlavackova	Radka Breitzetelova
Jorge Camacho	Lenka Kucerova
Bára Karpíšková	Zuza Kropáčová
Menna Abdelaziz	Vendy Candy

In place of:

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Randall S. Parker, Cresa Orange County
Jeff Cannon, Savills Studley

Jerry Nourse, Independent Broker
Taylor Friend, CBRE
Barry Gail, Onion Property Partners
Alex Hayden, CBRE
Matt Wiley, Cresa Orange County
Royce A. Sharf, Savills Studley
Jeff Cyr, Walsh Property Group
J.P. Roach, Hughes Marino
Doug Killian, Voit Real Estate Services
Michael J. Lewis, Hughes Marino

14 – 4 column image & text (Brokers if there's quite a few)

Text	Text	Text	Text

As seen in:

Tobias Frere-Jones
Founder
Frere-Jones Type

Effie Brown
Executive Producer
Project Greenlight

Tristan Walker
Founder
Bevel

Jason Fried
Founder
Basecamp

Yuko Shimizu
Illustrator
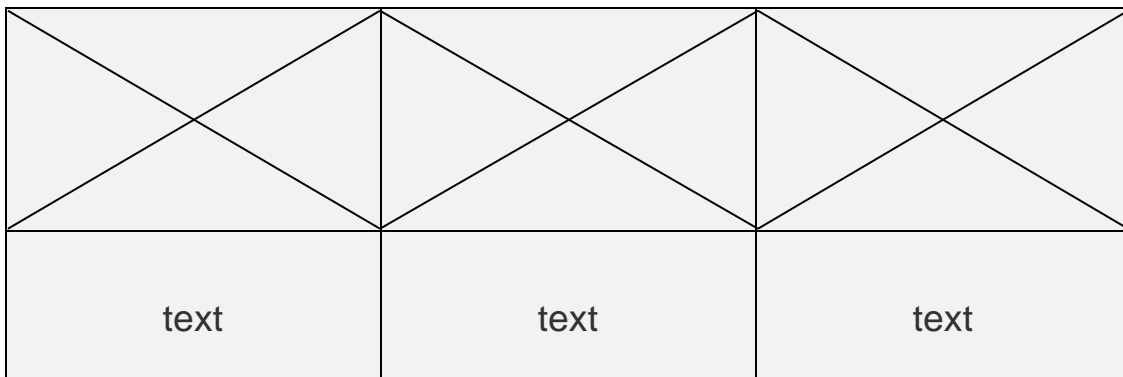

Kristy Tillman
Design Director
Society of Grownups

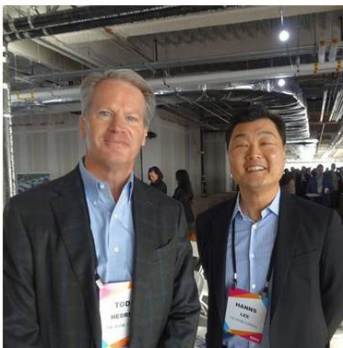Dan Mall
Director
SuperFriendly

Scott Belsky
Founder
Behance

15 – 3 column image & text

As seen:

LOREM IPSUM DOLOR SIT AMET CONSECTEUR ELIT SED DO EIUSMOD ADIPISCING

Lorem ipsum dolor amet consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua aute irure dolor.

READ MORE

TOTAM REM APERIAM EAQUE IPSA QUAE AD ILLO INVENTORE VITAE

Lorem ipsum dolor amet consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua aute irure dolor.

READ MORE

MOLLIT ANIM ID EST LABORIUM EXERCITATION ULLAMCO LABORIS NISI UT

Lorem ipsum dolor amet consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua aute irure dolor.

READ MORE

As seen in:

/ Key Messages /

MOVE-IN READY

Get in and get working quickly and easily with a simplified lease process and flexible term.

SUCCESS READY

Dynamic spaces in prime locations give you a competitive advantage in the marketplace.

GROWTH READY

A full portfolio of expertly designed, flexible spaces grow with you and your business.

And:

Free 14-Day Trial
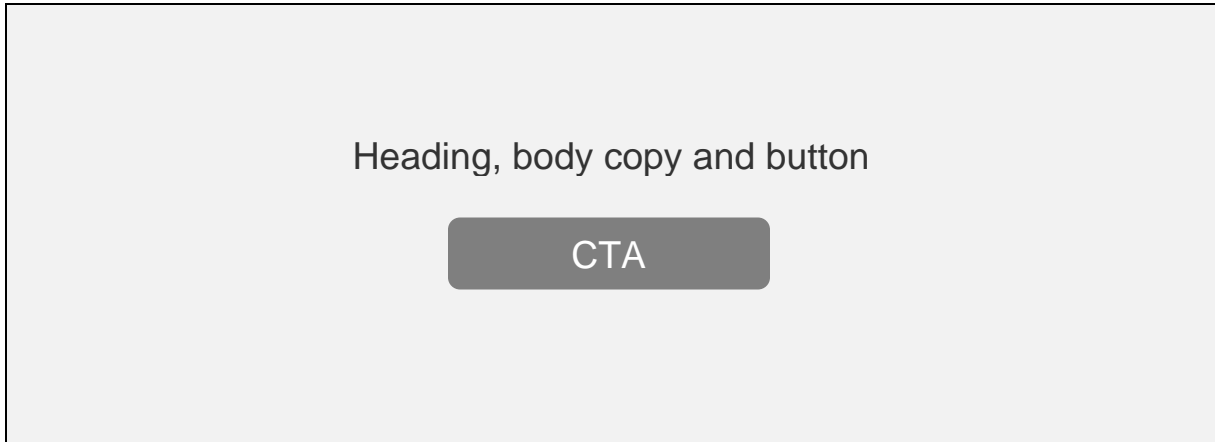
Ready to experience kiteworks?

User Toolkits

Videos on the most commonly used features

Customer Support

Highly trained support engineers 24x7

16 – Primary messaging with body copy and CTA

Heading, body copy and button

CTA

/ News & Press /

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim
ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo con

VIEW ALL

And:

/ Contact Us /

4380 La Jolla Village Drive • San Diego, CA 92122
If you are wanting more information or to schedule a tour, call us at
858.658.7700 or send us a message.

17 – Bullets feature list (one or two column)

Heading, body copy and bullets

- Bullets
- Bullets
- Bullets

One column bullets to list features:

Irvine Company Office Properties has been named an EPA Green Power Partner due to its investment in U.S. based renewable power in support of its LEED certification effort. The company is ranked #80 in the Top 100 partners list and is one of only a handful of real estate companies to attain this level of nationwide recognition. Here are other recognitions we have received:

- #1 owner of ENERGY STAR certified buildings in the U.S. by total number of buildings certified in 2013. It is #4 Nationwide by total area.

- #1 office building owner in California by total number of buildings and total area qualifying for 2013 Energy STAR certification.

- Recognized by the EPA as a 2013 Energy STAR Leader for actively benchmarking >50% of the entire Irvine Company portfolio and having a portfolio-wide Energy STAR score >75 (in the top quartile in the nation). It was the only California-based real estate company to receive this award and 1 of only 9 nationwide.

- Palm Court (15615 Alton Parkway) was recognized in the 2013 National Building Competition for a 17% improvement in energy usage. Out of almost 1000 office building entries, it was ranked #30 nationwide and #10 in California. Irvine Company placed 5 buildings in California's Top 20 for energy reduction.

- 2015 Nalco Water Saver Award for sustainable practices to reduce water consumption resulting in conservation of over 10,000,000 gallons (Platinum-level).

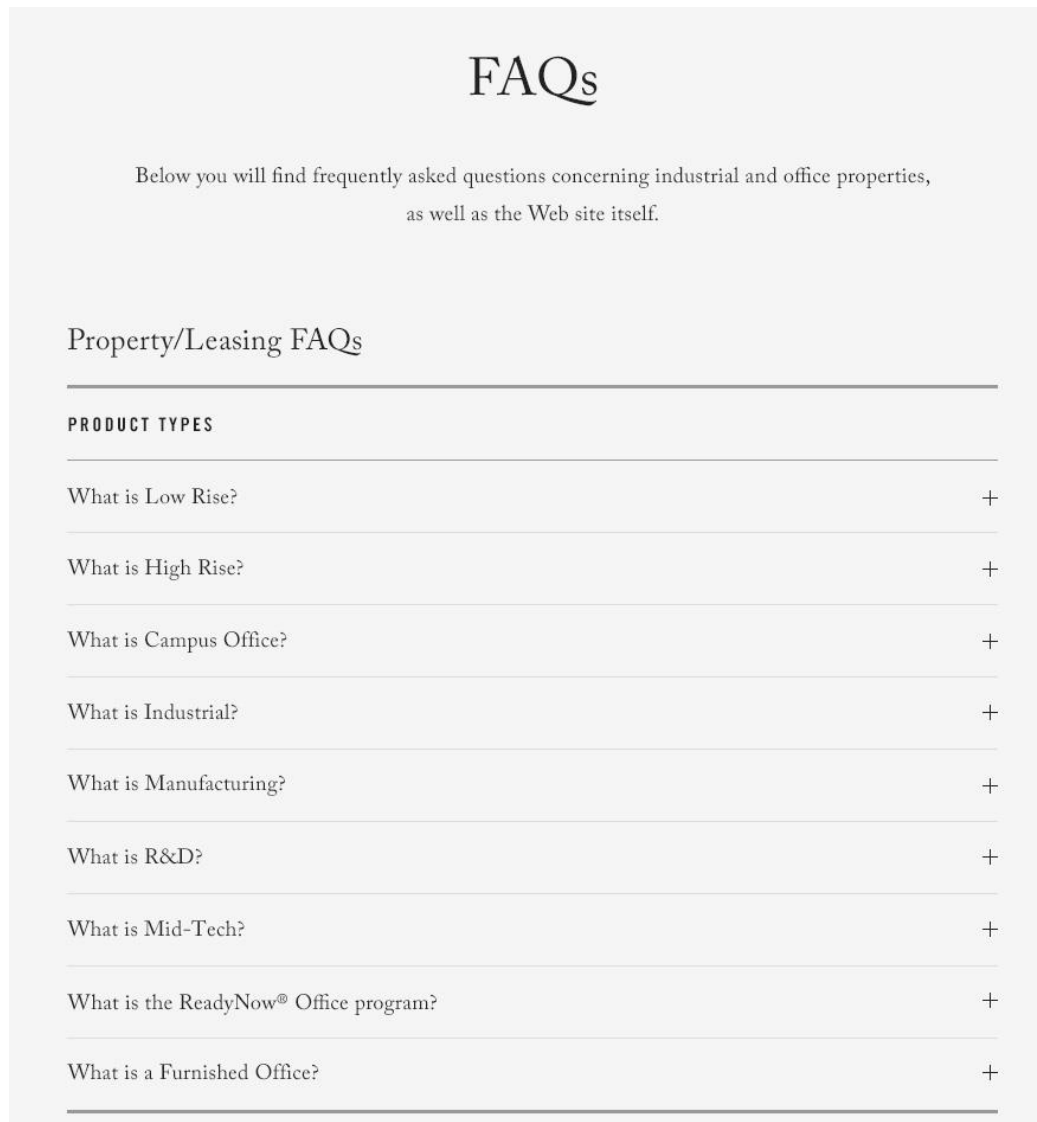Two column bullets to list features:

/ Features & Amenities /

- Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque

- Nemo enim ipsam voluptatem quia voluptas sit asper natur aut odit aut fugit, sed quia consequuntu

- Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci veli

- Sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt

- Ut labore et dolore magna aliqua. Ut enim ad minim

18 – Table to list features

Feature info   CTA
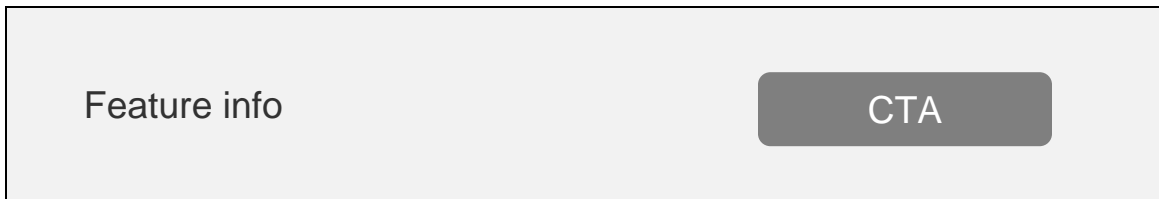
As seen in:

About this listing

The Space

Accommodates: **2**
Bathrooms: **1**
Bed type: **Real Bed**
Bedrooms: **1**
Beds: **1**
House Rules

Check In: **Anytime after 12PM (noon)**
Check Out: **12PM (noon)**
Property type: **Apartment**
Room type: **Entire home/apt**

Amenities

Kitchen

TV

Essentials

Heating

+ More

Prices

Cleaning Fee: **$40**
Weekly discount: **0%**

Monthly discount: **0%**
Cancellation: Moderate

Description

The Space

Your home away from home...

This cute and romantic two floor apartment, located on the 3rd floor in a 17th century house, is situated in the center of Amsterdam on one of the most beautiful canals of Amsterdam, the Herengracht. It has a fantastic view and will make you feel right at home.

The apartment has a surface of approx. 60 square meters divided over two

+ More

House Rules

No smoking

Not suitable for pets

No parties or events

Check-in is after 12PM (noon)

Please take off the bedlinen before you leave. You can just leave it on the bed or on the floor.

Safety Features

Smoke Detector

Carbon Monoxide Detector

Fire Extinguisher

47

Amenities

Internet

Wireless Internet

Air Conditioning

Free Parking

Has Pets

See All Amenities

19 – Quote or Tweet

> ## "Quote"

As seen on the site:

Can be used for tweets also by replacing " image with Twitter Bird icon:

ICGOURMETFOODTRUCKS
@ICGFT | Yesterday

Don't forget to stop for #lunch at 47 Discovery today and enjoy @TheBuffaloTruck from 11:30am–2:00pm!

← →

20 – Two button action bar
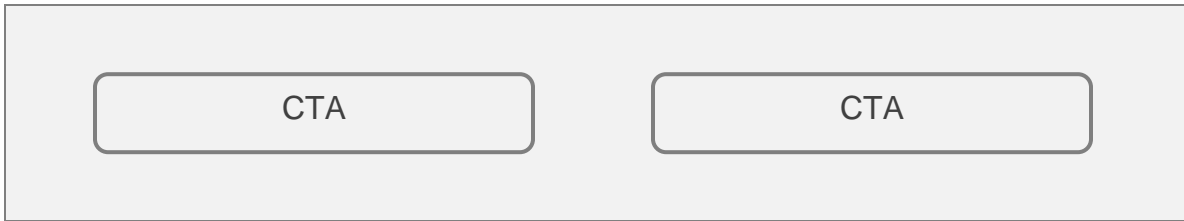
Two button action bars for broker contacts:

For broker inquires please contact leasing associate, Melanie Fields:

| INQUIRES CALL (949) 720-5261 | Email rbhalla@irvinecompany |
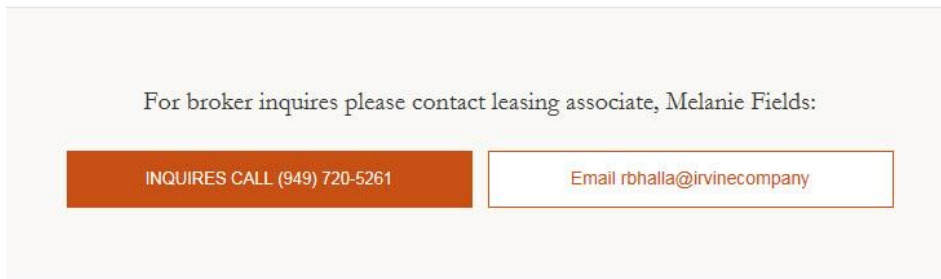
For more information, contact Linda Cannatelli or Todd Hedrick at (408) 330-0100.

| Email Linda Cannatelli |

| Email Todd Hedrick |

| Register Now | Reserve a Room |

Stay in the "8 House" in Copenhagen

Apartment - Entire home/apt
1 bedroom, 1 bathroom, 1 bed

Sabina
★ ★ ★ ★ ⯪ 5 reviews

Book it   **Contact me**

FIND
THE
PERFECT
SPACE

or simply browse the
world's most inspiring
accommodations.

Sign Up | Log In

21 – Big one button action bar (e.g. contact)
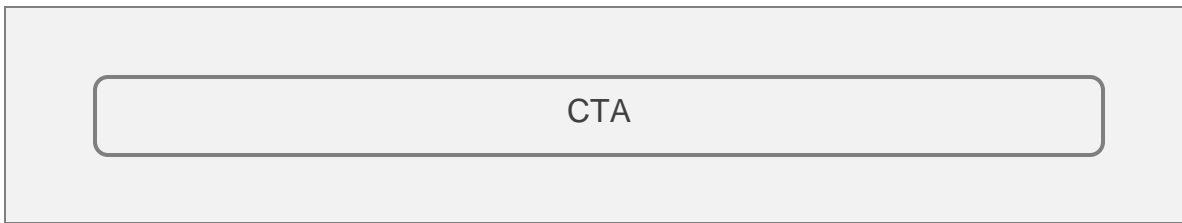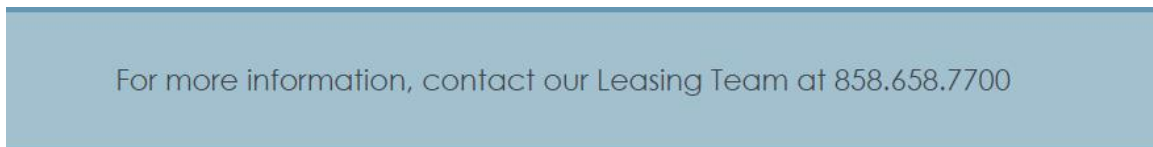
CTA

As seen in:

For more information, contact our Leasing Team at 858.658.7700

And

And:
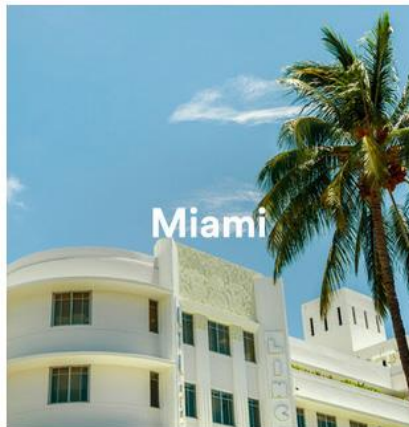
22 – Social icons
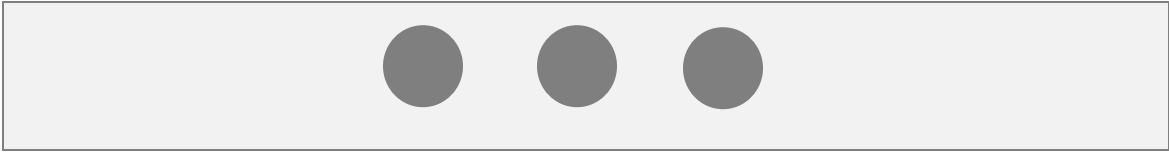
As seen in email (left) and new site (right):

23 – Footer icons

text	text	text
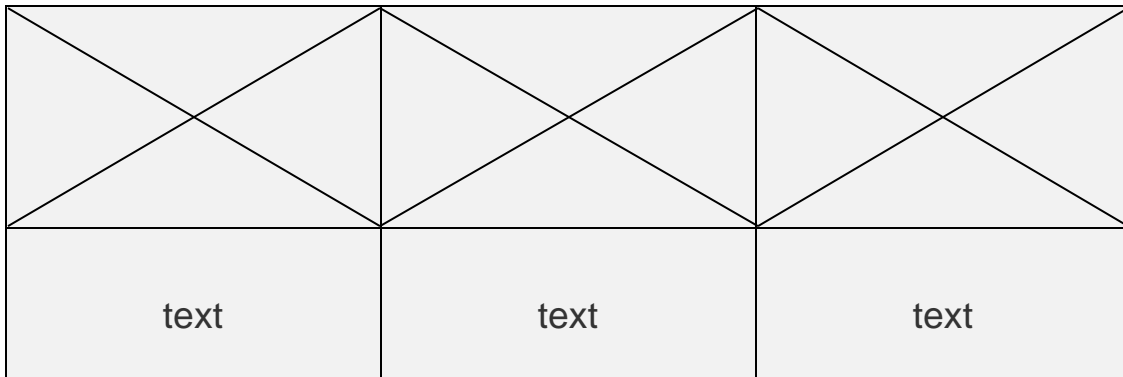
As seen here (do we have icons for each of these in the new style guide?):

24 – ICO logo and slogan (all catch-all image banner)

ICO logo and slogan
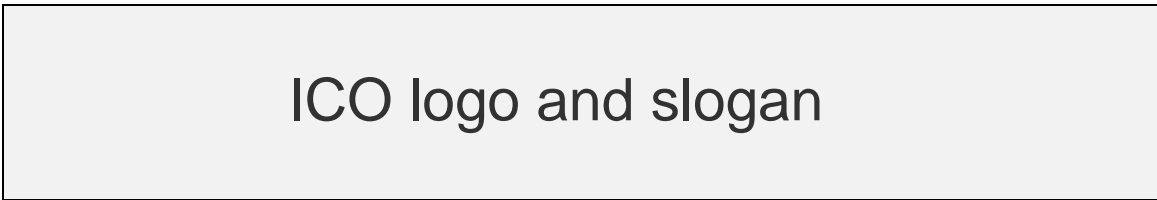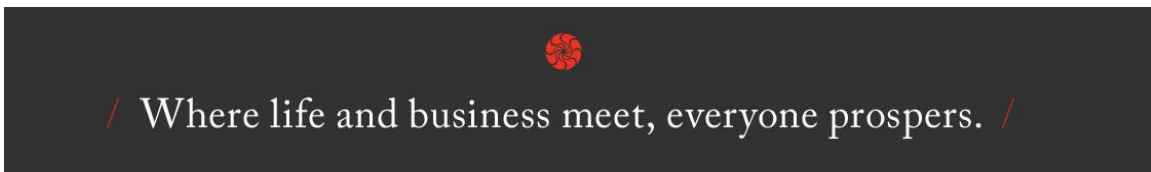
As seen on the site:

Can be either live text or multi-purpose image banner. Below also uses live text but an image banner may cover more use-cases.
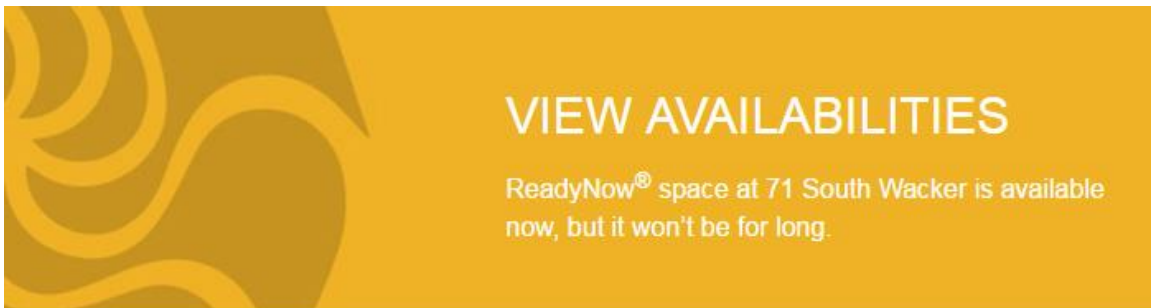
25 – Footer legal

<div style="border:1px solid #000; padding:40px; text-align:center;">

Footer

</div>

As seen on the site:

Privacy Policy　　　　Forward This Email　　　　Unsubscribe

View this email in your browser.

© 2015 The Irvine Company LLC.
All Rights Reserved.
111 Innovation Dr. Irvine, CA 92617

Parent and sub-branding notes

ICO logo is always up top in the header; sub-brand logo is bigger with a hero image and dark grey navi bar in-between. That won't always be the case with email; we won't always have the luxury of that much vertical space separating the two logos.

ICO logo drops to *Sunwave* mark when on tablet and mobile. Could we use just the mark on desktop also to keep ICO and sub-brand logos from clashing?
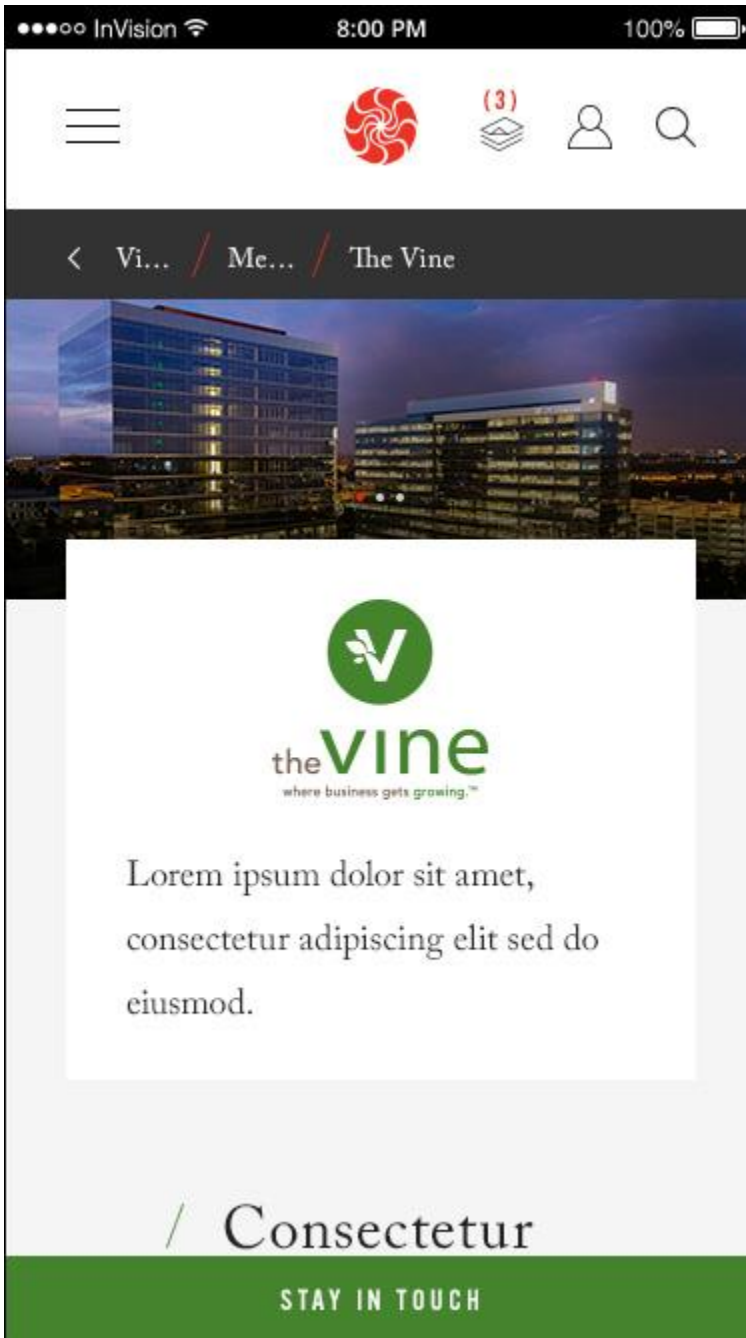
ICO sunwave logo mark, with property in live text next to it. Elegant way to deal with it for different regions or individual buildings but not so great for Kinetic etc.

ICO logo repeated at bottom to reinforce parent brand.

In most cases just the one accent color is changed to match the sub-brand, seen in CTA buttons, icons and photographic elements. Here's the Ready Now Offices blue seen in the back slashes around titles and incorporated into the artwork:

Mostly the redesigned site sticks with the Irvine Company neutral grey's and white for background colors. Though you can use the primary color in the background as seen here with Vine green, to boost the sub-brands presence.

I see it falling into three buckets with number one being the most common:

1: Change the primary color in accents like buttons, icons and photos etc. e.g. Kinetic = yellow, Commons = orange and Vine = green etc.

2: Change the grey background color to match primary color

3: Work in a secondary child brand color to make the branding more distinctive.

In my experience the more leeway you give here the more the branding can slide as people take creative license. Sticking to one color keeps everyone in check.

Typography

ICO typography is used throughout the sub-brand pages, which ties it to the parent brand. Typefaces used are Adobe Caslon Pro and Trade Gothic, both can be licensed from MyFonts.com for use in email.

Web fonts may not be worthwhile though, as you have a large Outlook and Webmail audience which do not support web fonts. Although it varies by region, you may only be looking at ~ 25% support for web fonts.

Proposed alternative for Caslon is either Georgia or Times New Roman.

Here's a [side-by-side comparison](#) with Georgia.

Here's a [side-by-side comparison](#) with Times New Roman

Overall I think that Times New Roman is a closer match to Caslon. The other typeface Trade Gothic is a grotesque sans-serif, so Helvetica would work.

[See animated Gif online](#)

Pricing

We charge a flat rate of $500 (US) per responsive module. While some modules may be more complex than others, we figure it all evens out in the end.

The number of modules varies from client to client, but typically they start at ten and fall between 10-20. The largest we've done in one round is 33. You can set a module budget upfront, or we can go a few rounds with the module list and see where we end up. Ultimately a flat rate per module puts the budget in your hands.

$500 per responsive module:

Starts at 10 modules = $5,000 US /   20 modules = $10,000 US

The module price includes project management and documentation, design, coding and QA.

Deliverable

One 'Master' HTML file, along with any supporting image assets. QA is carried out on real devices in our lab, we also send along a Litmus preview.

Next step

1 – Review these modules: some you might not want, others might need to be tweaked or added. Come up with a v2 module list together. Can email us feedback or have a call.

Questions

Email Anna Yeaman at anna@stylecampaign.com

StyleCampaign   /   Los Angeles   /   tel: 818-762-8737   /   @stylecampaign