

# Irvine Company

ICO modular email template system v2.

# StyleCampaign



## Contact

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E-mail: [anna@stylecampaign.com](mailto:anna@stylecampaign.com)

## Content

Contact .....	p 2
Proposed modules list .....	p 3 - 4
Proposed modules detail .....	p 5 – 61
Sub-branding notes .....	p 62 – 68
Pricing .....	p 69

# Proposed module list v2

Below is our module list draft v2, totaling 31 modules. Please note that the header combinations are not yet final, you can view some options here:

<http://stylecampaign.com/mobile/Irvine/ICO/navi.jpg>

1. Header with one logo and multiple tab navigation
2. Header with one logo and navigation below
3. Header with two logos
4. Grid: comprised of three modules
5. Header image 1 (Hero with copy and CTA)
6. Header image 2 (Background image with live text)
7. Header image 3 (Hero image with text intersecting)
8. 2 column image top text below
9. Tall 50/50 split
10. Regular 50/50 split
11. 60/40 split
12. Notification
13. Thumbnail
14. Two column list with image
15. Two column list with text only

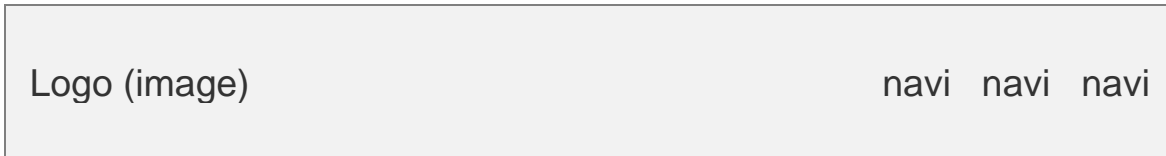
16. Four column
17. Three column
18. Primary messaging with title, body and CTA
19. Bullets list 2 column
20. Features table
21. Quote or tweet
22. Two button action bar
23. One button action bar
24. RSVP
25. Broker feature
26. Catch-all image banner
27. Social icons
28. Footer ICO logo with slogan
29. Footer legal

# Proposed modules detail v2

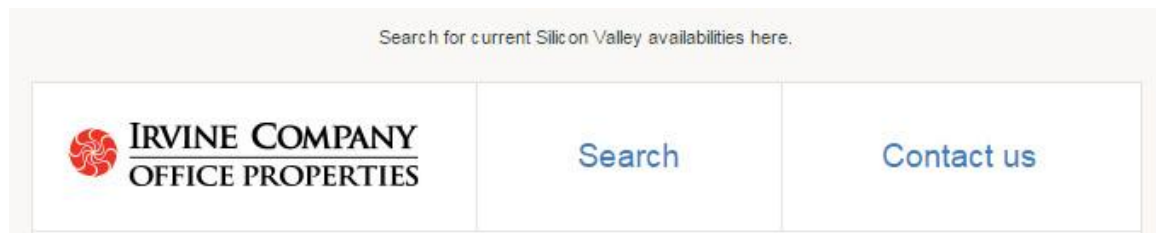
Below is our first draft for the proposed modules in more detail.

## 1 - Header with one logo and multiple tab navigation

Descriptive pre-header text and online link



As seen here:



## 2 - Header with one logo and navigation below

Descriptive pre-header text and online link



As seen here:

[LOCATIONS](#) [OUR THINKING](#) [CONTACT US](#)



[< San Diego](#) / [University Towne Centre®](#) / [The Plaza - Leasing](#)

### 3 - Header with two logos and multiple tab navigation

Descriptive pre-header text and online link



As seen here:

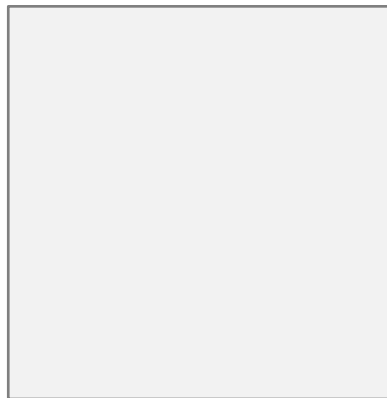
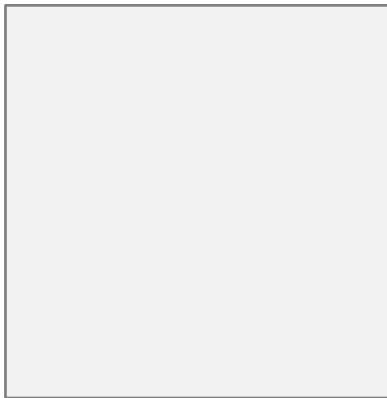
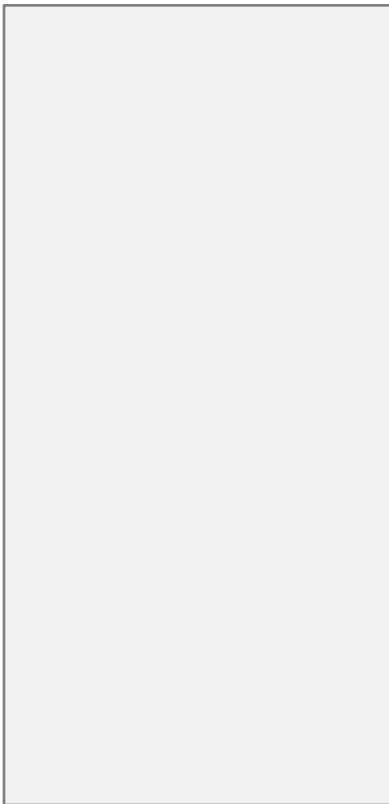
Be ready for what's next. Always.  
View this email in your web browser.

**READY NOW<sup>®</sup>**  
**OFFICES**

 **IRVINE COMPANY**

858.658.7700 | [READYNOWOFFICES.COM](http://READYNOWOFFICES.COM)

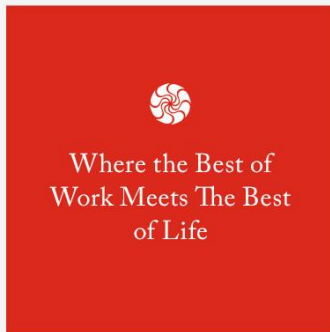
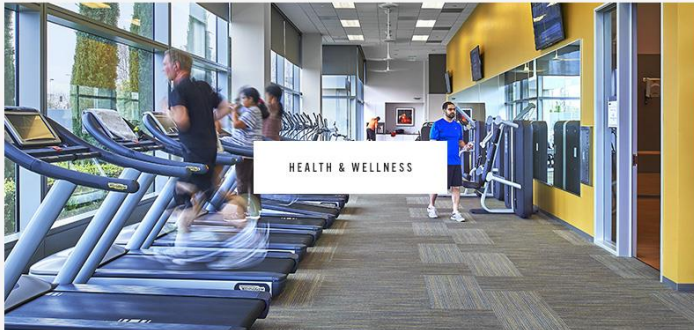
4 – Grid (3 modules - 1, 2 and 3 blocks - that can be combined in various ways)





As seen here:

/ Experience The Exceptional /



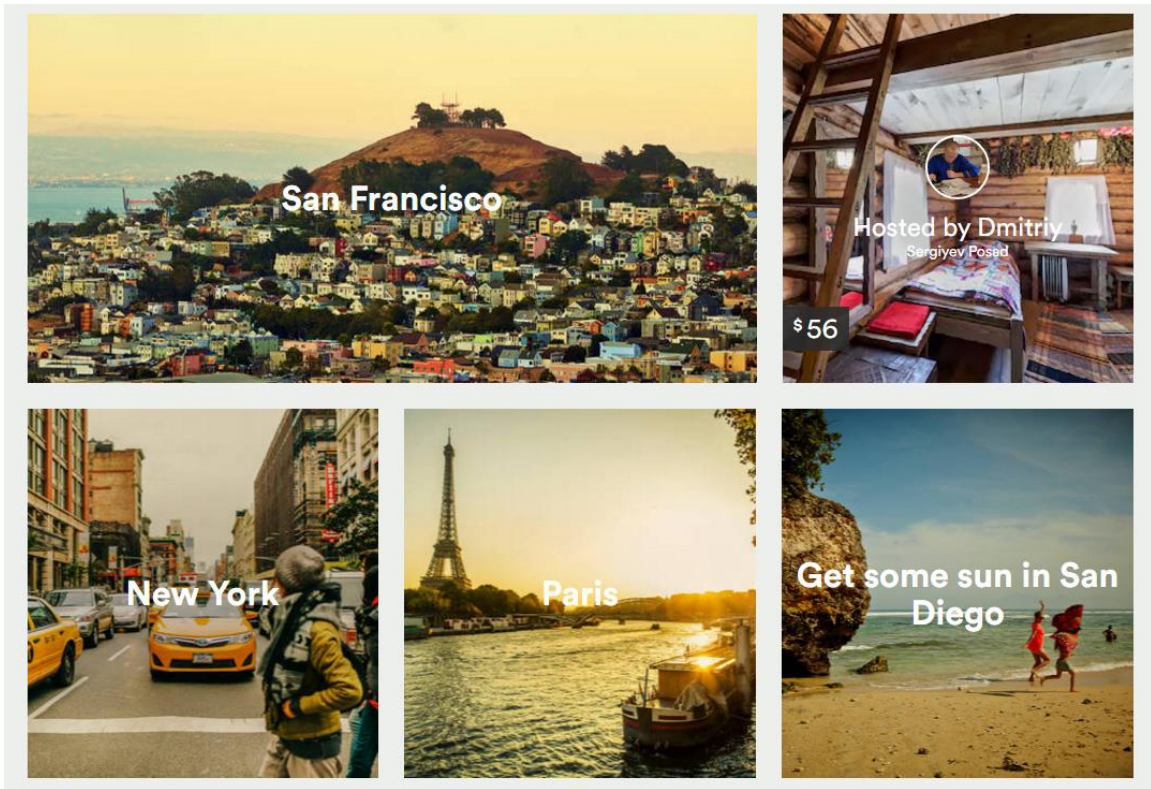
As seen here:

What type of building are you interested in for your office?

*Select one or more. To select, click the name of the building type. Click [x](#) to learn more.*

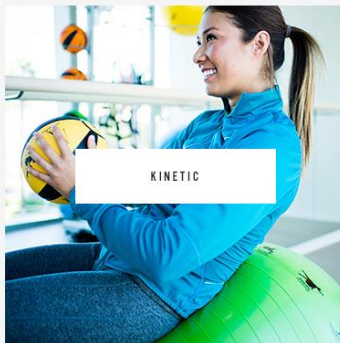


As seen here:



/ Header TBD /

Health in the Workplace

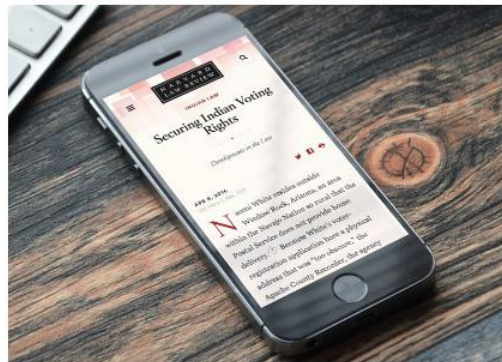
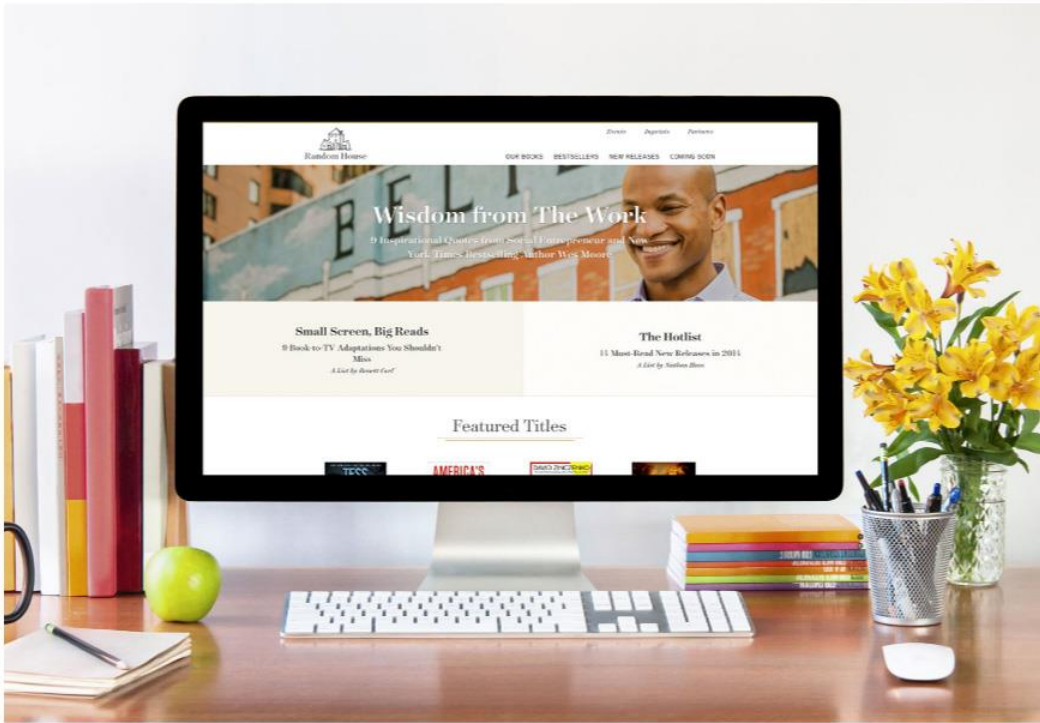
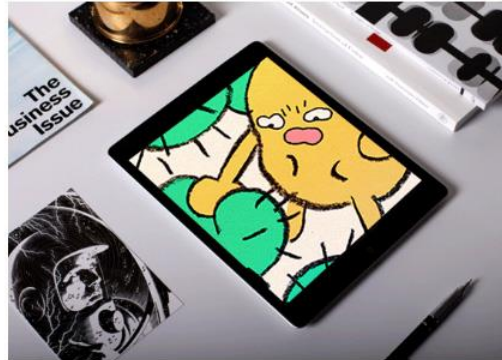
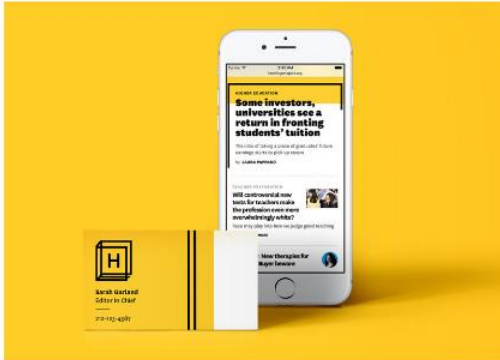


As seen here:



[Explore Airbnb](#)

As seen here (2, 1, and 2):



As seen here (1, and 3):



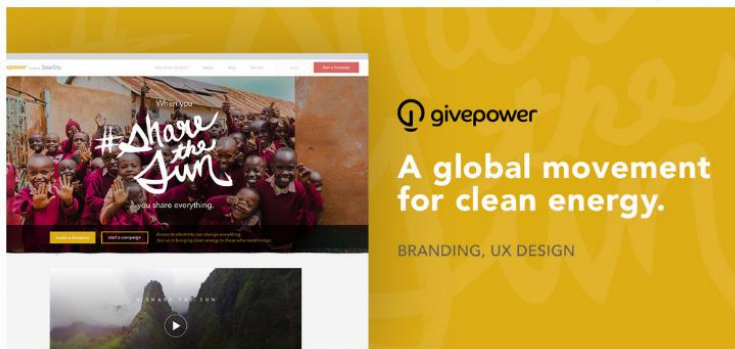
Reinventing workplace communication.

UX DESIGN, VISUAL DESIGN

Available on the App Store | GET IT ON Google play

KORE Work simply

This advertisement features a blue and purple background with several smartphone screens displaying the KORE mobile application interface. The central screen shows the app's logo and a 'Get started' button. Other screens show various communication features like messages and a calendar.



givepower

A global movement for clean energy.

BRANDING, UX DESIGN

#Share the Sun

When you share everything.

This advertisement has a bright yellow background with a subtle pattern of solar panels. On the left, there is a screenshot of a website featuring a group of people and the text '#Share the Sun' and 'When you share everything.' On the right, the 'givepower' logo and tagline are displayed.

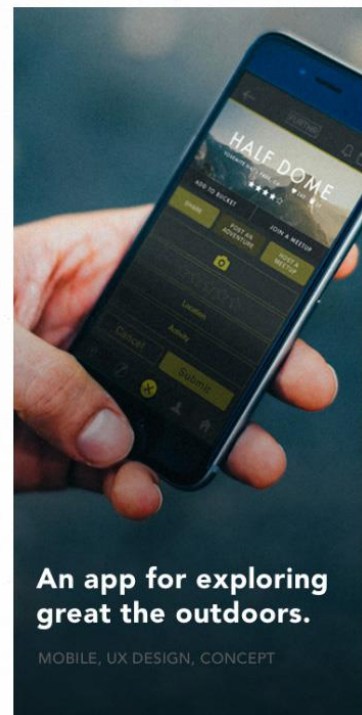


Twenty-six sketches in twenty-six days

ILLUSTRATION, INSTAGRAM DUEL

ANIMALS A to Z

This advertisement shows a top-down view of a desk with various art supplies. A spiral notebook is the central focus, featuring a detailed illustration of a fox's head. Other items include a pencil, a tube of 'Liquitex' paint, and a book titled 'ANIMALS A to Z'.



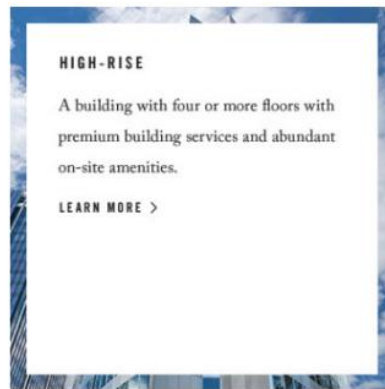
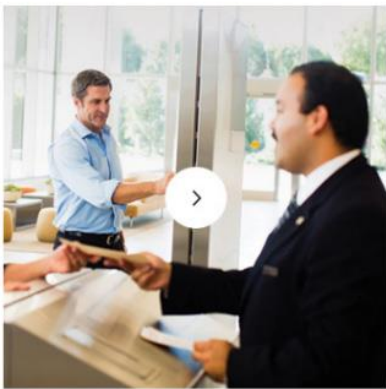
HALF DOME

An app for exploring great the outdoors.

MOBILE, UX DESIGN, CONCEPT

This advertisement shows a hand holding a smartphone displaying the 'Half Dome' app interface. The screen shows a map, a 'Half Dome' profile with a star rating, and various navigation options. The background is a dark, moody outdoor scene.

Multiple layout options:



Top left: Image background with live button overlay

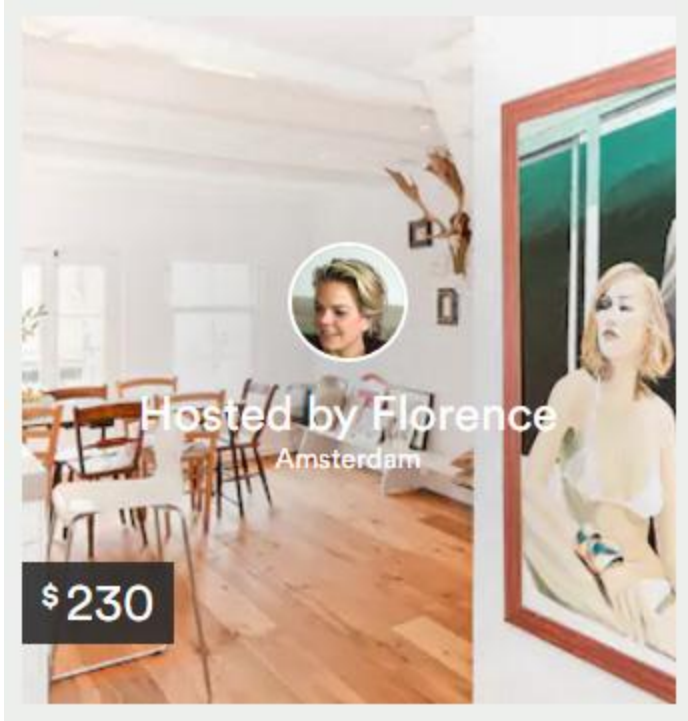
Top right: Solid color background image top and live text below

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

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

Bottom right: Solid colors all live text.

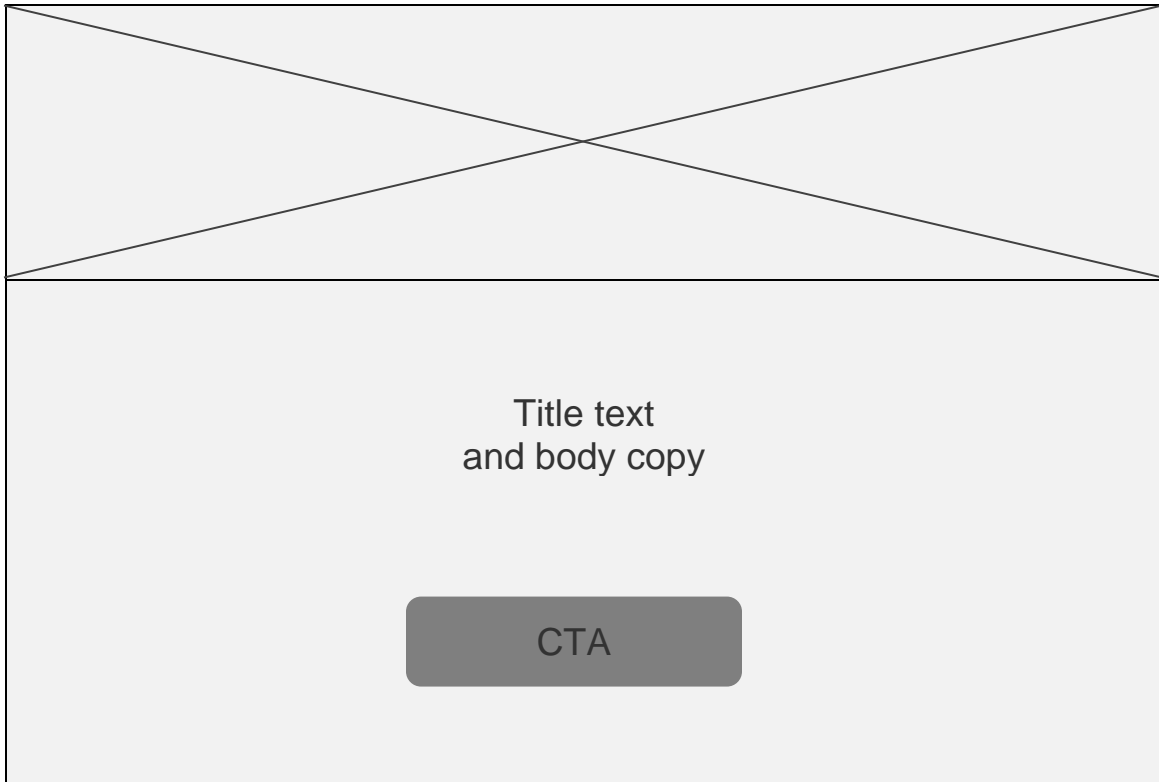
With the red module, could switch out the color and logo for sub-brands. There are three modules with six blocks total; would need to decide treatment of each.



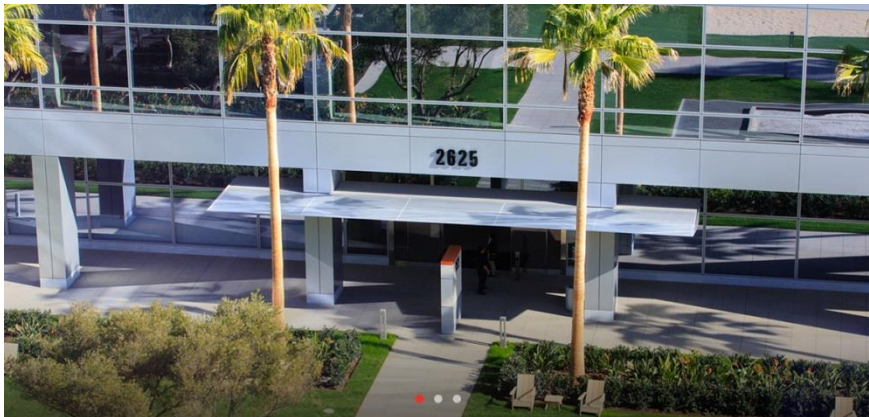
Could also use the grid for showing properties various brokers have leased. One above would be a background image of the property with broker image incorporated. Live text could list the property and broker name.

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

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



As seen here:



### News & Insights

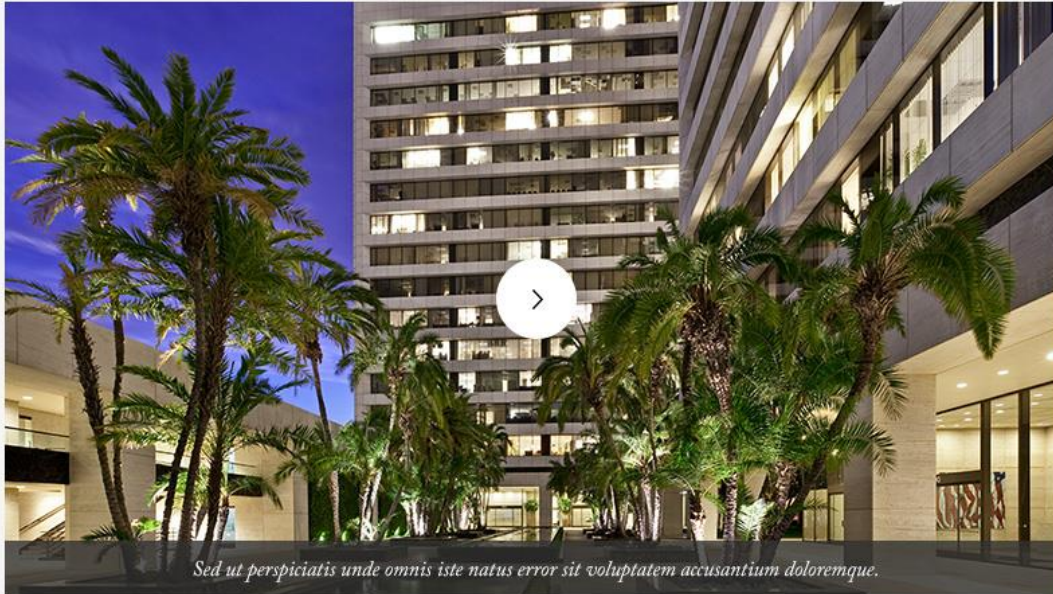
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum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



And here:

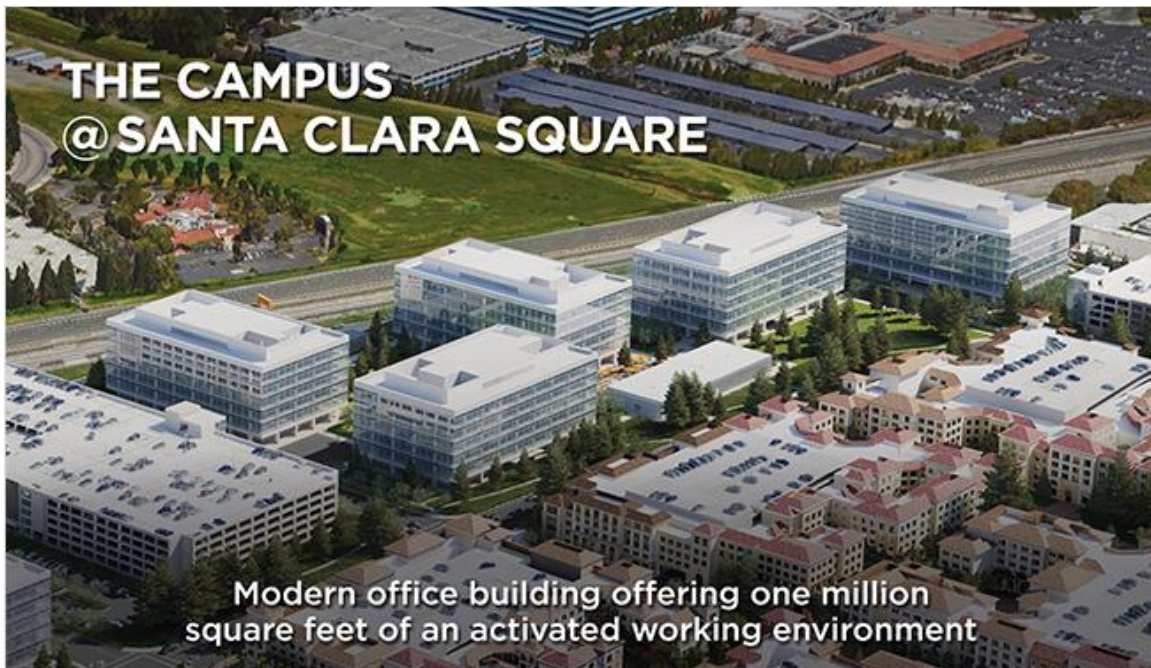
# Article title goes here lorem ipsum dolor sit amet consectetur

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. 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.



New workplace campus with outdoor café, fitness facility and state of the art conference center. Adjacent to new Santa Clara Square Marketplace.

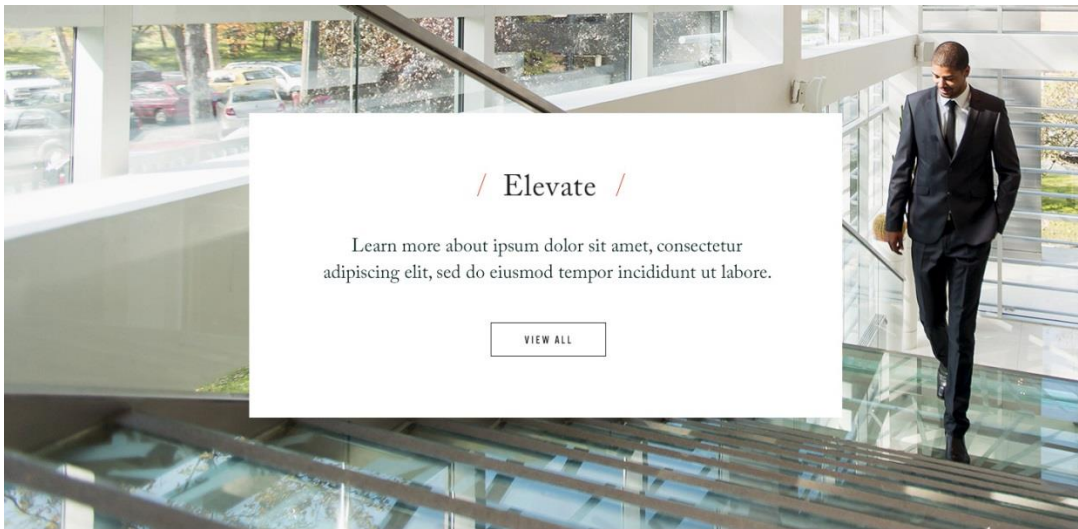
[Contact Leasing Now!](#)

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.

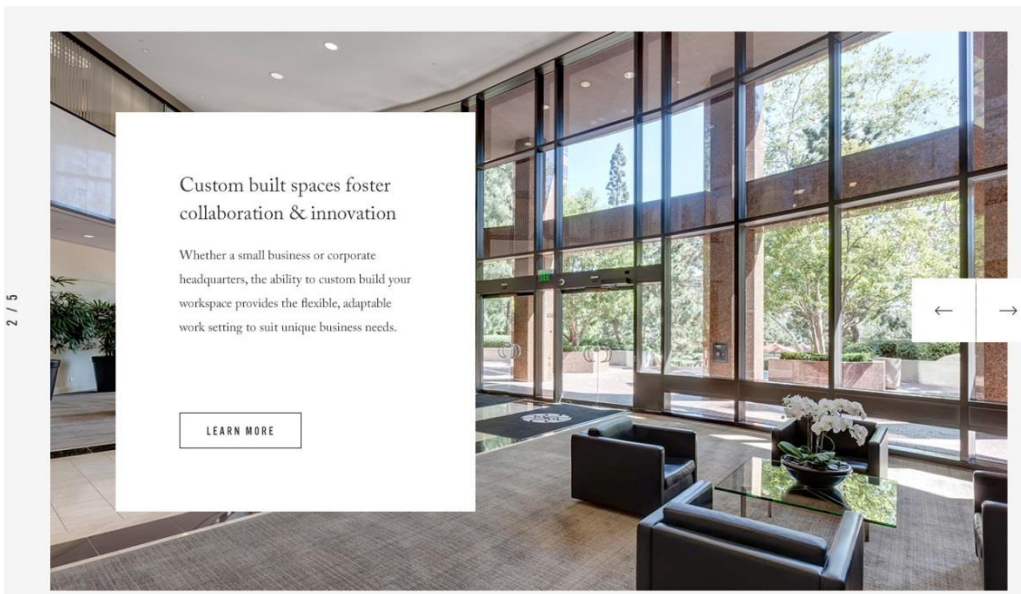
## 6 – Header image two (background image with live text overlay)



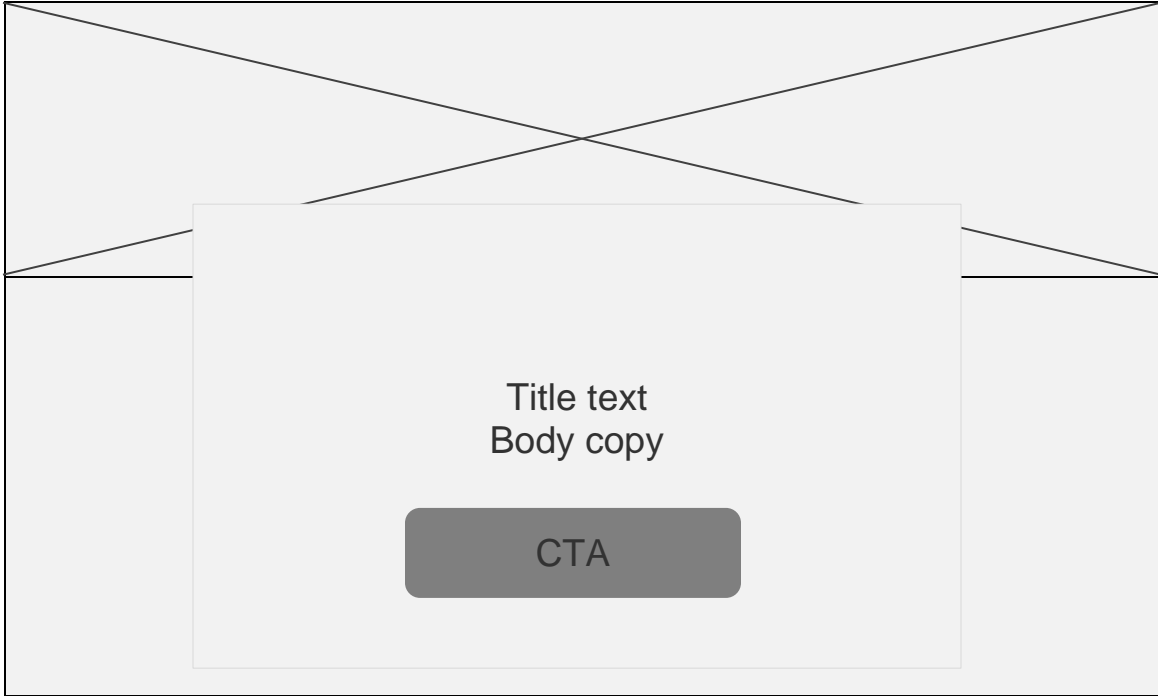
As seen here (centered):



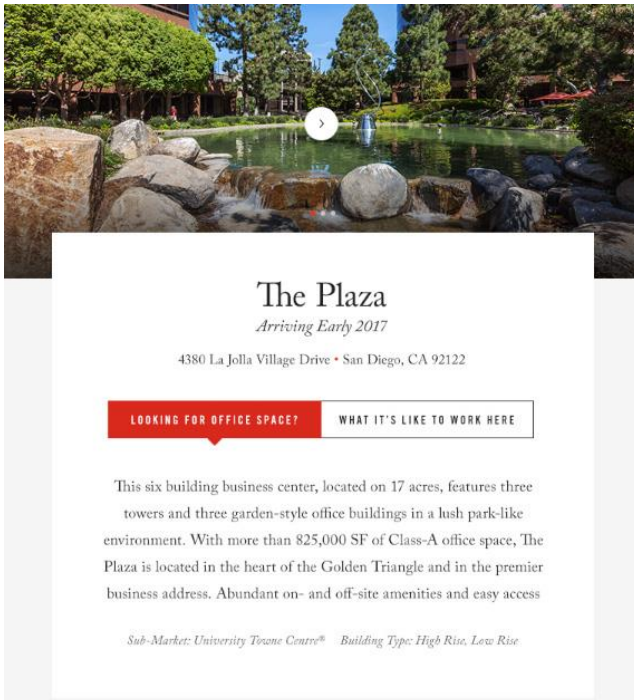
And here (left justified):



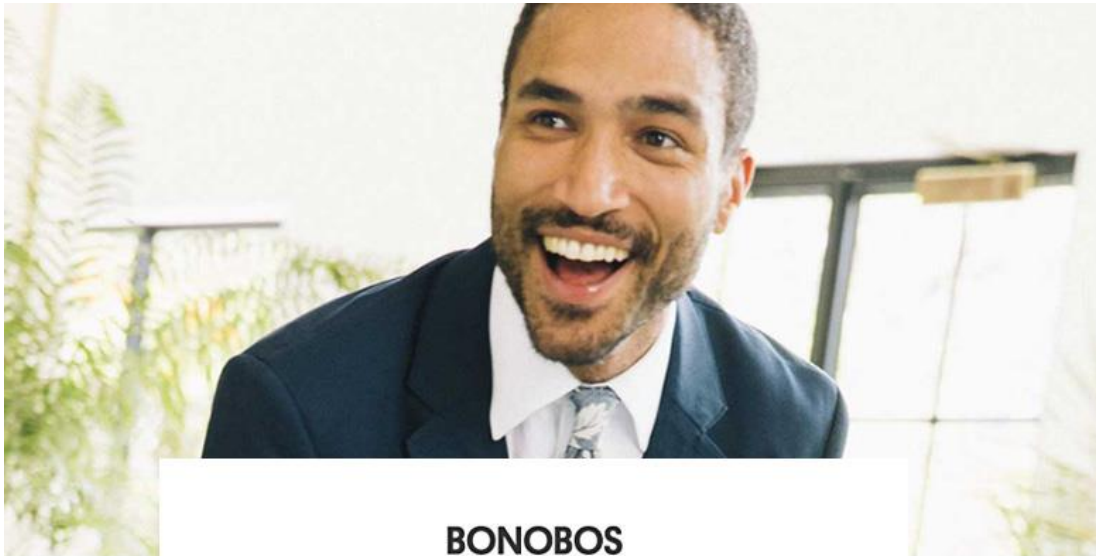
7 – Header image three (Standalone image with text intersecting and sub-branding worked in)



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



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



**BONOBOS**

## VISIT THE NEW GUIDESHOP

Bonobos just opened Guideshop in Newport Beach. The concept is simple. Try it on before you buy. No crowds. One-on-one service. Exactly what you want, delivered right to your door.

How it is in the redesign below header with ICO logo:

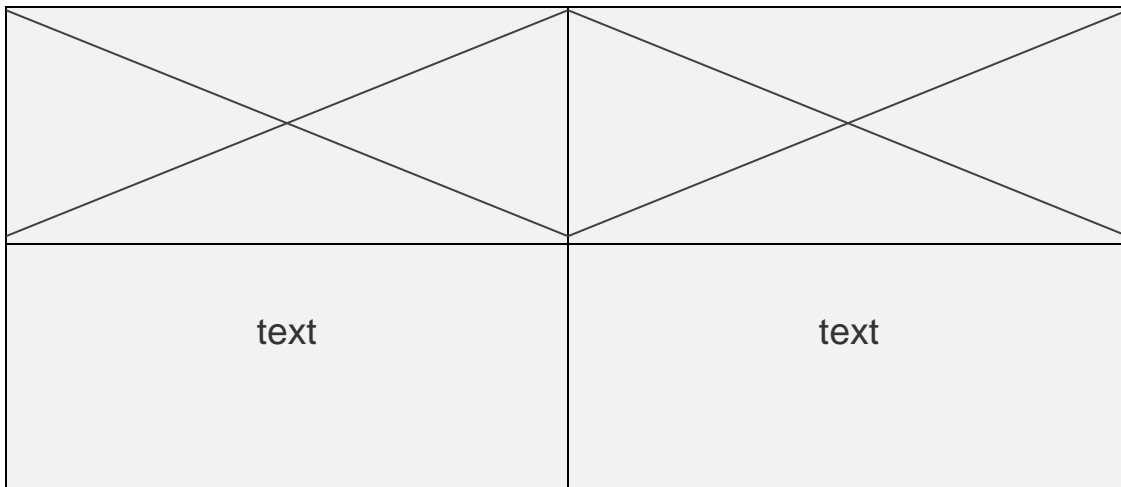


**READY NOW<sup>®</sup>  
OFFICES**

ReadyNow<sup>®</sup> Offices by Irvine Company are custom-crafted suites designed to support your needs and minimize disruption.

[HEADER TBD](#) [KEY MESSAGES](#) [TESTIMONIALS](#) [PHOTOS & VIDEOS](#) [FIND A READYNOW<sup>®</sup> SPACE](#)

## 8 – Two column image & text (Tours / brokers/ video / articles)



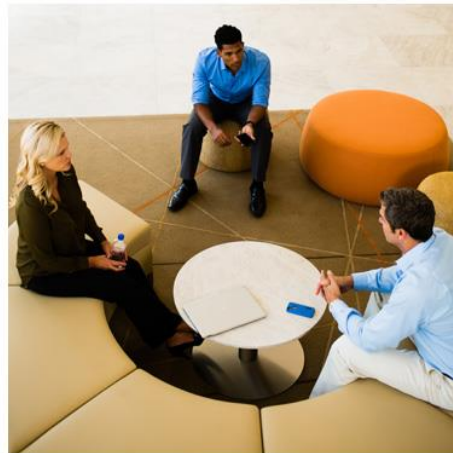
As seen in:



**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](mailto:jnguyen@irvinecompany.com)

[READ BIO >](#)



**Ray C. Edwards**

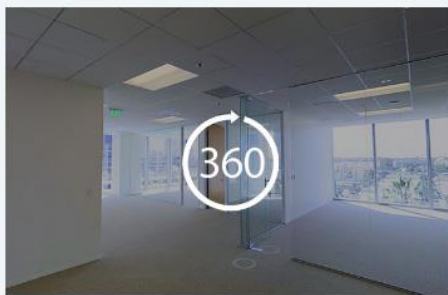
*Title Goes Here*

888.222.3333

[jnguyen@irvinecompany.com](mailto:jnguyen@irvinecompany.com)

[READ BIO >](#)

## TOUR OTHER SUITES

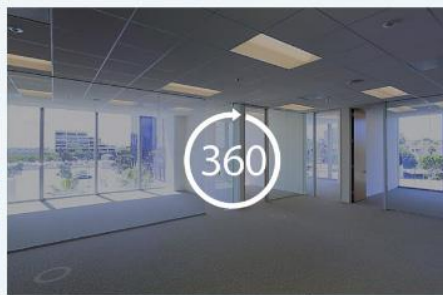


**SUITE 350**

**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.

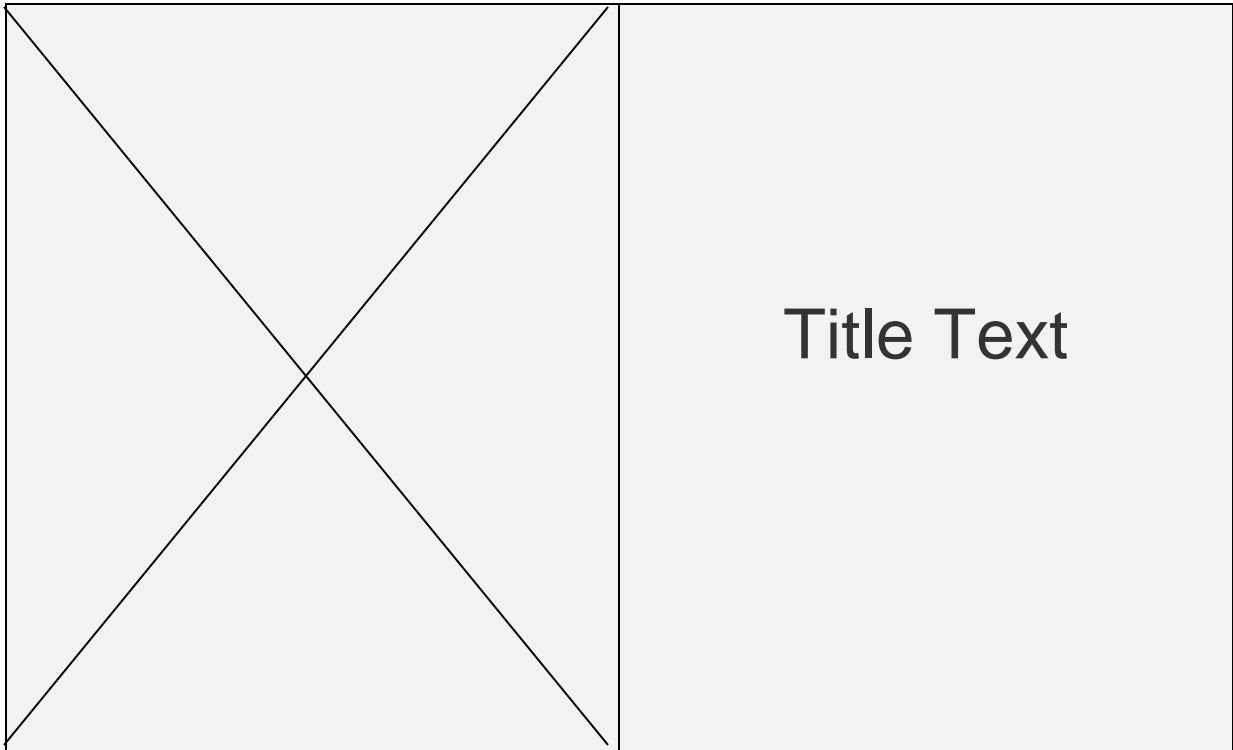
*Irvine*

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

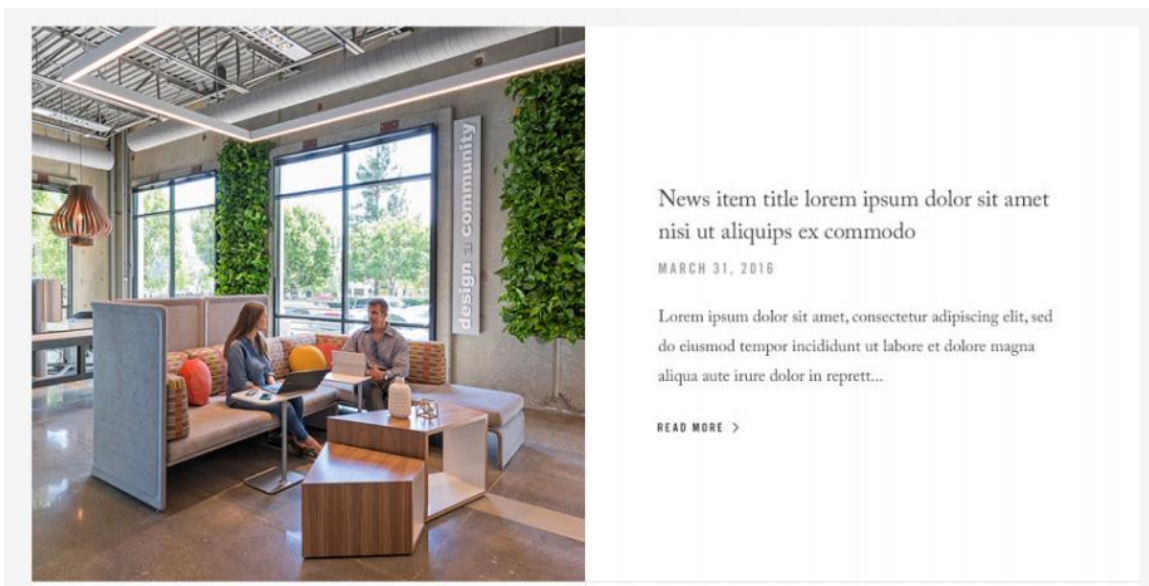
LEARN MORE > |  | 



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



As seen here:

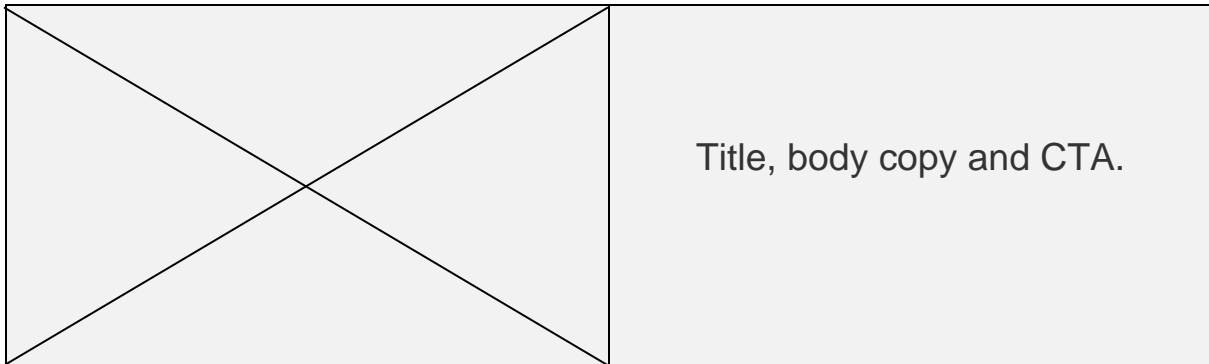


And here:



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

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



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](#)

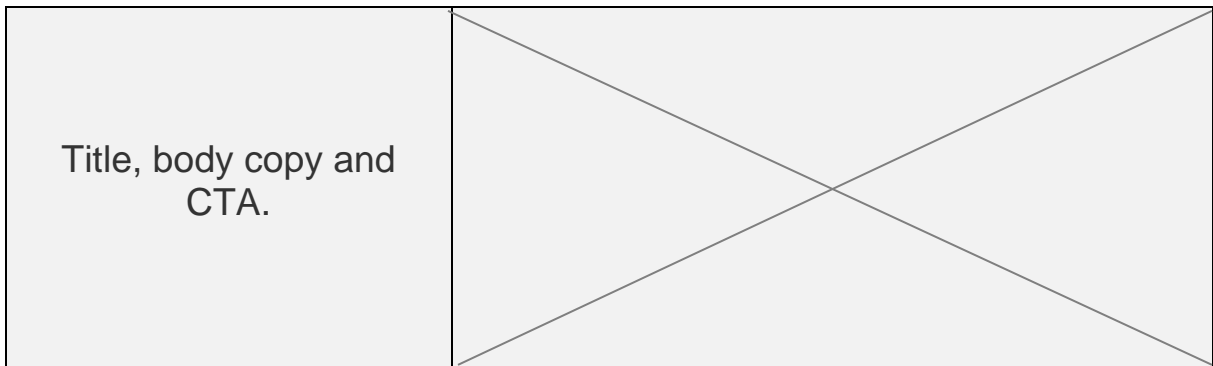
---

Based on your timeframe, please take note of ReadyNow® suites available for immediate move-in.

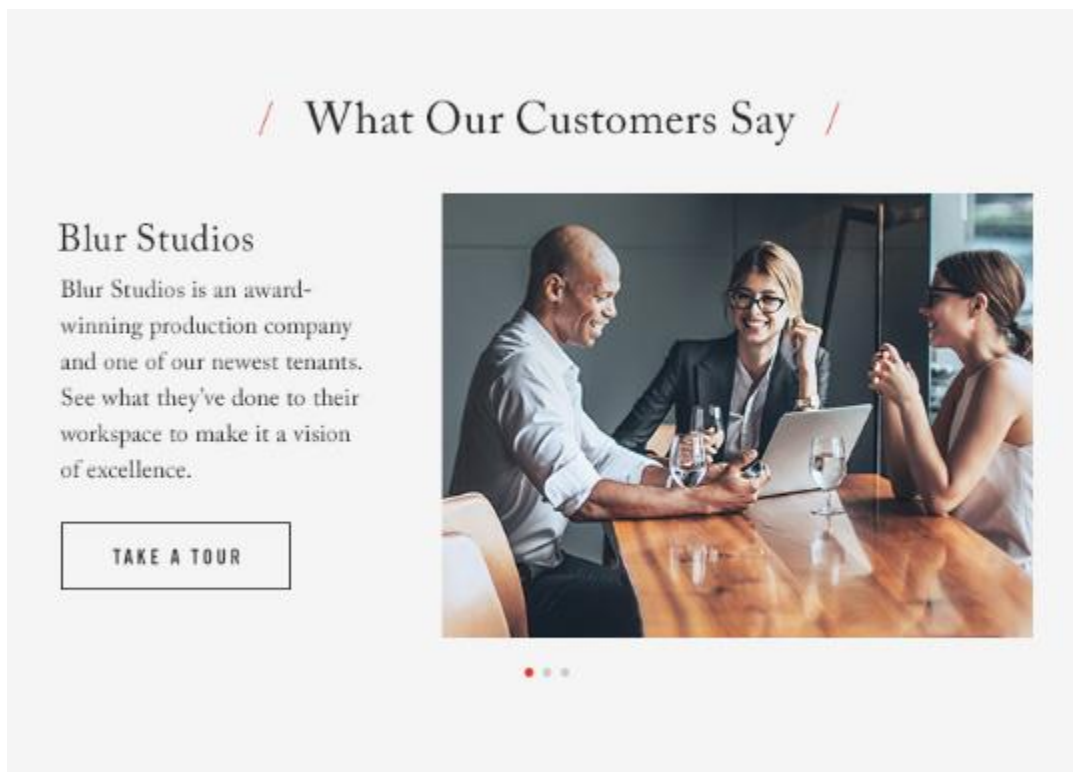
Irvine Company offers custom-crafted, growth-ready ready suites. Get in and start working quickly with a simplified leasing process and flexible terms. See your search results for more information.



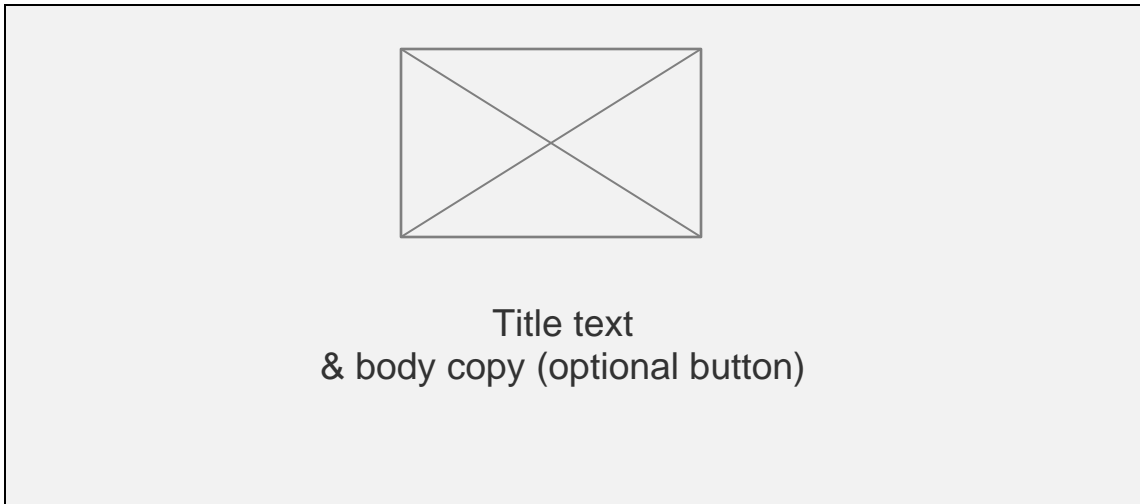
11 – 60/40 split (text left and image right)



As seen here:



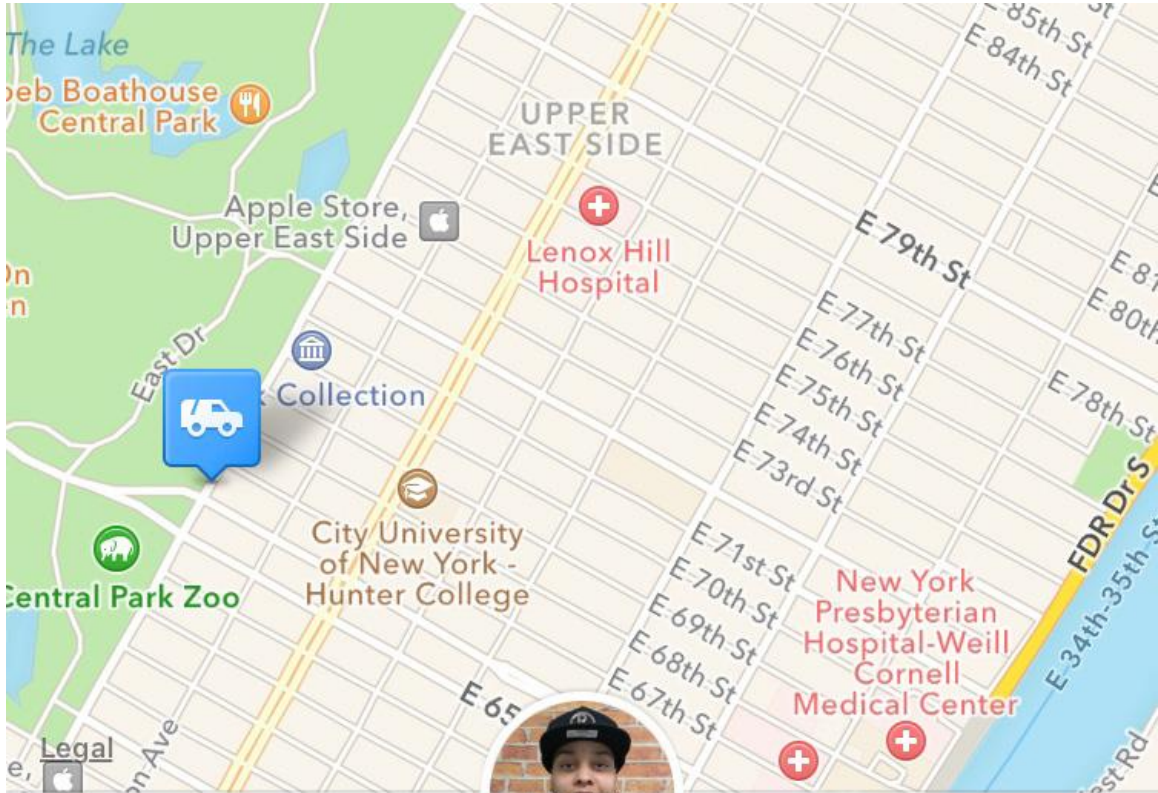
## 12 – Notification (broker sig, Contact, listing, article)



Broker feature/ sig or listing:

A dark gray rectangular card featuring a circular profile picture of a woman with long blonde hair. Below the photo, the name "Joanna Conway" is written in a large, white, serif font. Underneath the name, the title "Manager, Operations" is written in a smaller, white, italicized serif font. Below the title, the email address "jconway@irvinecompany.com" is written in a white, sans-serif font. A thin white horizontal line separates the contact information from a paragraph of text below. The paragraph, written in a white, sans-serif font, reads: "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](#)

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[Twitter](#) [Facebook](#) [Email](#)

If you no longer wish to receive emails from Framer, you can [unsubscribe](#) any time.




**Jonathan Chan**

Invited you to collaborate using InVision!

[Accept Invitation](#) →

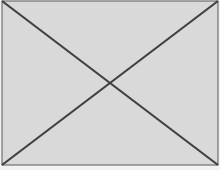
InVision is a design project management and collaboration platform for creative teams. By bridging the gap between designers and business stakeholders, InVision allows agencies, startups and corporations to stay design-driven and win.

This email was sent to [jonathan@invision.com](mailto:jonathan@invision.com)





Prototyping, Collaboration & Workflow  
for Designers

### 13 – Thumbnail: Availabilities, news or broker

	<p>Title text Body copy and CTA</p>
---	---

As seen here:

	<h3>Building Name 2</h3>	<b>NEW</b>
	<i>Sub-Market: Airport Area</i>	
	<p>Low Rise Rate \$2.15 - \$2.35 1,322 - 14,542 sq ft</p>	<b>SEE AVAILABILITY +</b>
<hr/>		
	<h3>Building Name 3</h3>	<b>NEW</b>
	<i>Sub-Market: Airport Area</i>	
	<p>High Rise Rate \$2.75 - \$3.05 2,919 - 19,152 sq ft</p>	<b>SEE AVAILABILITY +</b>
<hr/>		



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.


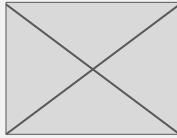
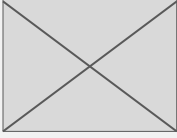
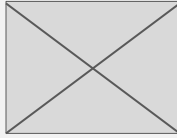


**\$1,130** 3bd Cleveland Street at East Faris Road, Greenville, SC 29601

Posted just now

[View Listing](#)







## 14 - Two column list with image (Featured brokers / Listings)

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

As seen in:

**/// 2015 Speakers**

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 <p><b>Stewart Butterfield</b> CEO + Co-founder Slack</p>	 <p><b>Paola Antonelli</b> Senior Curator of Architecture + Design MoMA</p>
 <p><b>Rochelle King</b> Global VP of Design + User Experience Spotify</p>	 <p><b>Rob Forbes</b> Founder PUBLIC, Design Within Reach</p>
 <p><b>Kimberly Bryant</b> Founder + Executive Director Black Girls Code</p>	 <p><b>Clive Wilkinson</b> President + Design Director Clive Wilkinson Architects</p>

15 - Two column list text only (Featured brokers / Listings)

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

As seen in:

**/// 2015 Speakers**

---

<p><b>Stewart Butterfield</b> CEO + Co-founder Slack</p>	<p><b>Paola Antonelli</b> Senior Curator of Architecture + Design MoMA</p>
<p><b>Rochelle King</b> Global VP of Design + User Experience Spotify</p>	<p><b>Rob Forbes</b> Founder PUBLIC, Design Within Reach</p>
<p><b>Kimberly Bryant</b> Founder + Executive Director Black Girls Code</p>	<p><b>Clive Wilkinson</b> President + Design Director Clive Wilkinson Architects</p>

In place of:

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

<p><b>John Martin</b>, Lee &amp; Associates <b>Karen Sunday</b>, Karen A. Sunday &amp; Associates <b>Jason Lantgen</b>, JLL <b>Tony Defrancis</b>, Cresa Orange County <b>Jenny Cheung</b>, E-House China <b>Jeff Manley</b>, Cresa Orange County <b>Randall S. Parker</b>, Cresa Orange County <b>Jeff Cannon</b>, Savills Studley</p>	<p><b>Jerry Nourse</b>, Independent Broker <b>Taylor Friend</b>, CBRE <b>Barry Gail</b>, Onion Property Partners <b>Alex Hayden</b>, CBRE <b>Matt Wiley</b>, Cresa Orange County <b>Royce A. Sharf</b>, Savills Studley <b>Jeff Cyr</b>, Walsh Property Group <b>J.P. Roach</b>, Hughes Marino <b>Doug Killian</b>, Voit Real Estate Services <b>Michael J. Lewis</b>, Hughes Marino</p>
---	--

16 – 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

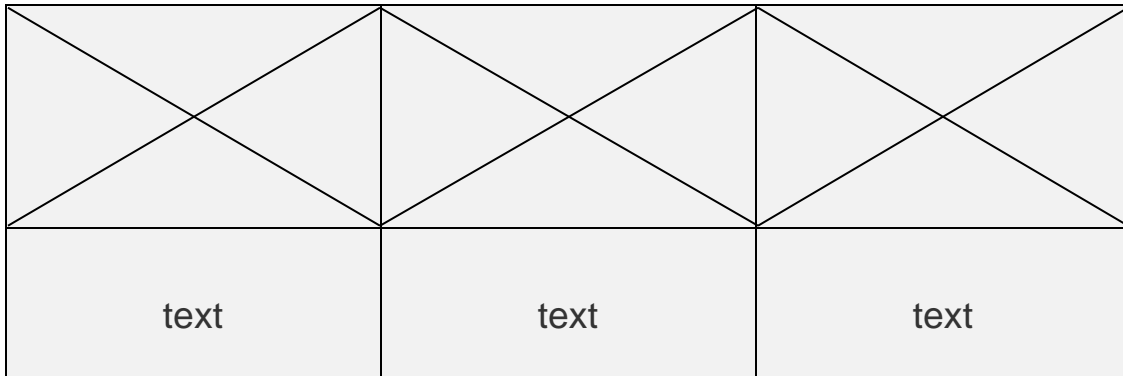


Dan Mall  
Director  
SuperFriendly



Scott Belsky  
Founder  
Behance

## 17 – 3 column image & text



As seen:



**LOREM IPSUM DOLOR SIT AMET CONSECTEUR  
ELIT SED DO EUSMOD 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 LABORUM 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](#)

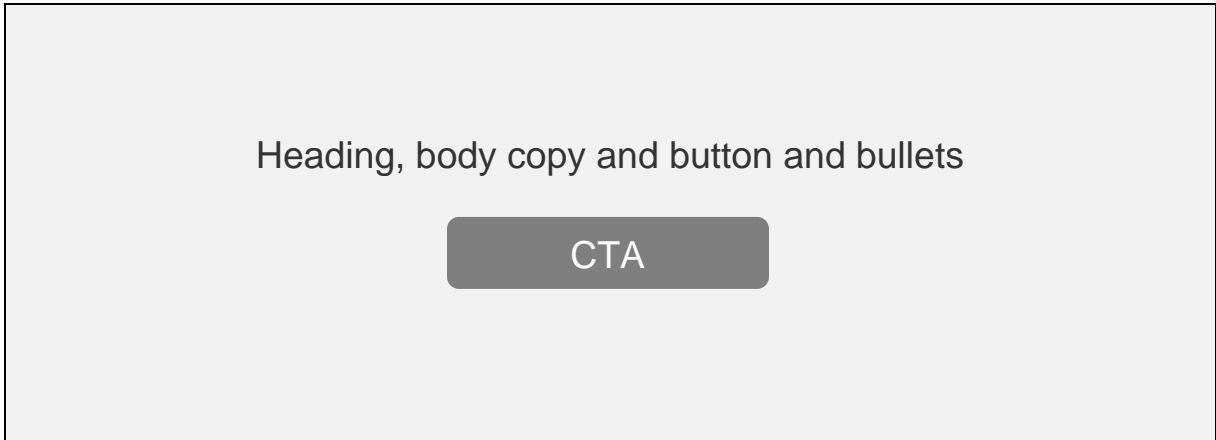
Videos on the most  
commonly used features



### [Customer Support](#)

Highly trained support  
engineers 24x7

18 – Primary messaging with body copy and CTA and 1 column bullets



/ 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:



## 19 – Bullets feature list two columns

### Heading, body copy and 2-col bullets

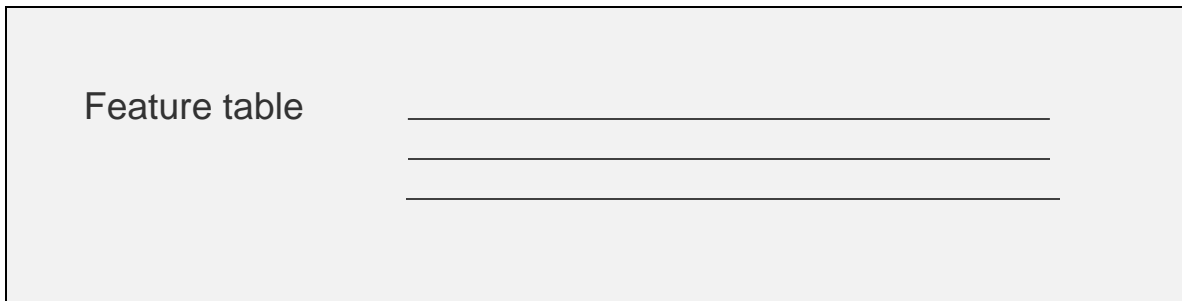
- Bullets
- Bullets
- Bullet

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 consequuntur
- 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

## 20 – Table to list features



As seen in:

### Amenities



Internet



Wireless Internet



Air Conditioning



Free Parking



Has Pets

[See All Amenities](#)

## About this listing

### Contact Host

The Space	Accommodates: <b>2</b> Bathrooms: <b>1</b> Bed type: <b>Real Bed</b> Bedrooms: <b>1</b> Beds: <b>1</b> <b>House Rules</b>	Check In: <b>Anytime after 12PM (noon)</b> Check Out: <b>12PM (noon)</b> Property type: <b>Apartment</b> Room type: <b>Entire home/apt</b>
-----------	--	---

Amenities	 Kitchen	 Essentials
	 TV	 Heating
		<b>+ More</b>

Prices	Cleaning Fee: <b>\$40</b> Weekly discount: <b>0%</b>	Monthly discount: <b>0%</b> Cancellation: <b>Moderate</b>
--------	---	--

Description	<b>The Space</b>  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  <b>+ More</b>
-------------	---

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
-----------------	--	-------------------

## 21 – Quote or Tweet

“Quote”

As seen on the site:



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



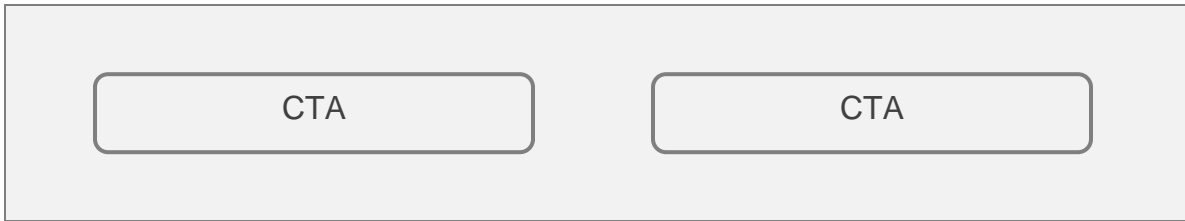


ICGOURMETFOODTRUCKS  
@ICGFT | Yesterday

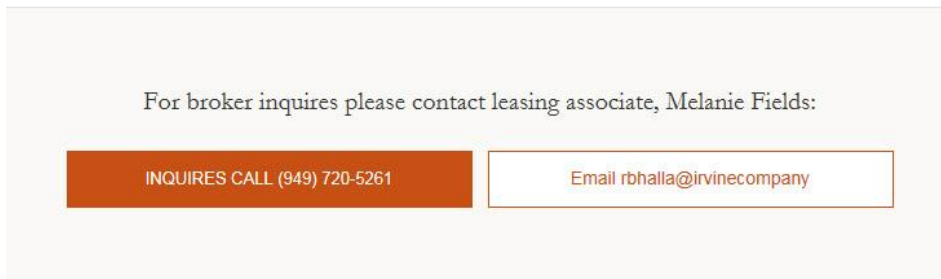
*Don't forget to stop for #lunch at 47 Discovery today and enjoy  
@TheBuffaloTruck from 11:30am-2:00pm!*



## 22 – Two button action bar



Two button action bars for broker contacts:



**For more information, contact Linda Cannatelli or Todd Hedrick at  
(408) 330-0100.**





# Stay in the "8 House" in Copenhagen

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



Sabina

★★★★☆ 5 reviews

[Book it](#)

[Contact me](#)



Verizon

8:06 PM

100%

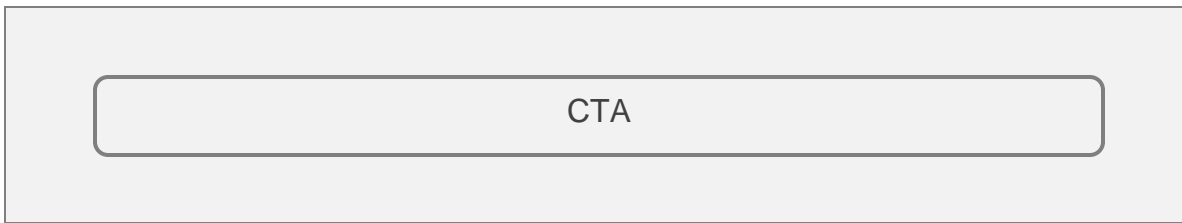
# FIND THE PERFECT SPACE

or simply browse the world's most inspiring accommodations.

Sign Up

Log In

## 23 – Big one button action bar (e.g. contact)



As seen in:



For more information, contact our Leasing Team at 858.658.7700

# Private Room & Pool near Red Rock

★★★★★ 19



Private Room  
Hosted by Kamila

Book It

And

ALERT TITLE GOES HERE additional text lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt inline link style

And:



Explore Airbnb

## 24 – RSVP


Various options, as seen in:

### Finally a central calendar for all of Emory

No need to check Trumba, Facebook, Creative Loafing, or some other site. Emory Bubble has it all in one place, customized to your interests.

Hit the + button to RSVP, set a reminder (notification and/or email), and share the event with friends.

I'M GOING SYNC TO ICAL SHARE EVENT EVENT DETAILS X

 GOING

Go to Calendar Download the App

## SUPER EARLY BIRD TICKETS ON SALE



These Marketing United 2017 tickets aren't wearing capes, but they are sporting the cheapest price tag ever. And in our book, that's downright *super*.

[Save your spot](#)

## The best way to get fit

Being a Trunk Club member has its perks one of which being the option to have your clothes custom-made to your body's exact specifications. From suits to weekend wear, our custom experts can help you create absolutely remarkable clothing that fits better than anything else in your wardrobe.

Usually you have to visit one of our Clubhouses to take advantage of Trunk Club Custom but, lucky you, our custom team just hit the road and will be making a stop in Greenville before you know it.

---

### **When**

July 26th, 10am-6pm

Your appointment will last approximately one hour, and must be scheduled in advance.

### **Where**

The Hyatt Regency  
220 North Main Street  
Greenville, SC 29601

This doesn't happen often, so appointments fill up fast. If you'd like to schedule a fitting, just click below.

[SCHEDULE AN APPOINTMENT](#)

✓ You replied "attending."

"March in May!"  
Sunday, January 14th at 5:30 PM

 Add to calendar

 Message host

 View guest list

 Update reply



Address Location

XXX and XXX's house  
11 XXXXXXXX, XXXXXXXX, XXXX

[View location](#)

SUNRISE



Barley's

Invited by Chris Merritt

Monday, March 23rd, 2015

12:00 PM - 1:00 PM (EDT)

ATTENDEES

Marco Suarez

Matthew Smith

Going

Maybe


Decline

Chris is using [Sunrise](#), a better calendar.

[Problem with this email?](#)

# Ready to get Famous?


We work with exceptional brands to showcase premium content. Contact us to set up your pilot.



**Let's chat**

Greg Barto  
**Business Development**

[greg@famous.co](mailto:greg@famous.co)  
+1 (415) 319 3574

  
**Set up a meeting**




# Ready to get Famous?

We work with exceptional brands to showcase premium content.  
Contact us to set up your pilot.



## Let's chat

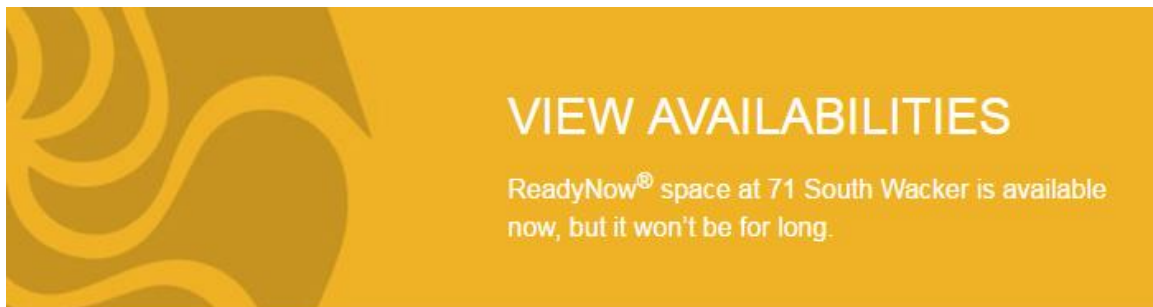
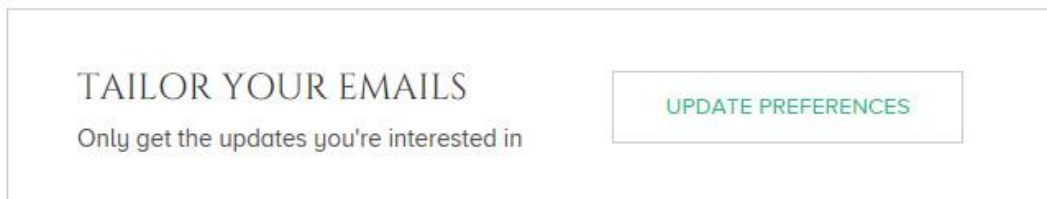
Greg Barto [greg@famous.co](mailto:greg@famous.co)  
Business Development +1 (415) 319 3574

 Set up a meeting

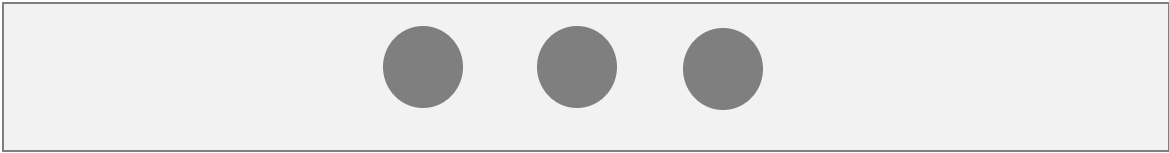
## 26 – Catch-all fluid image banner



As seen in:



## 27 – Social icons



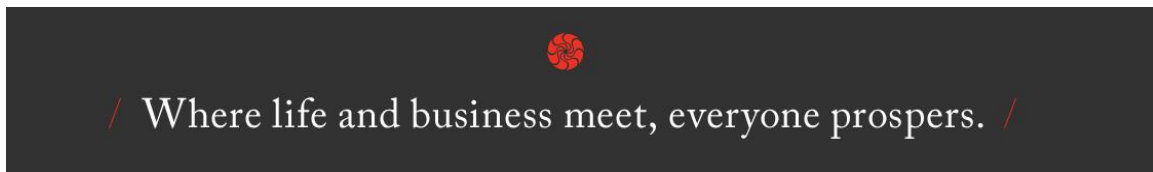
As seen in email (left) and new site (right):



## 28 – ICO logo and footer slogan (live text)

ICO logo and slogan

As seen on the site:

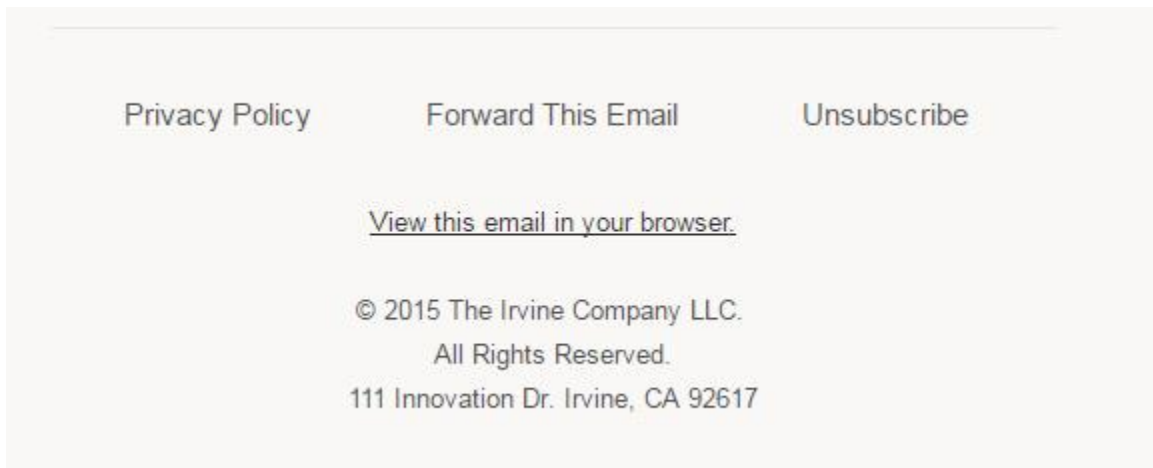


Can be either live text or multi-purpose image banner. Below also uses live text but an image banner may cover more use-cases.

29 – Footer legal

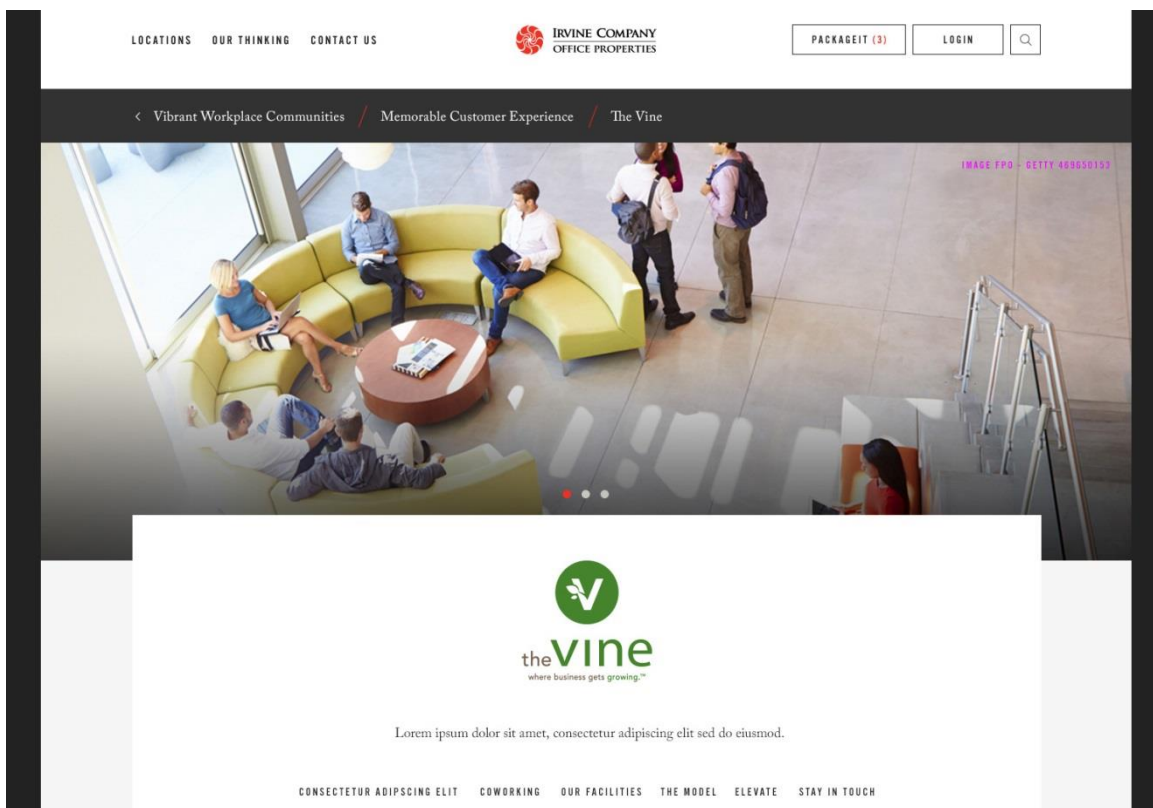


As seen on the site:

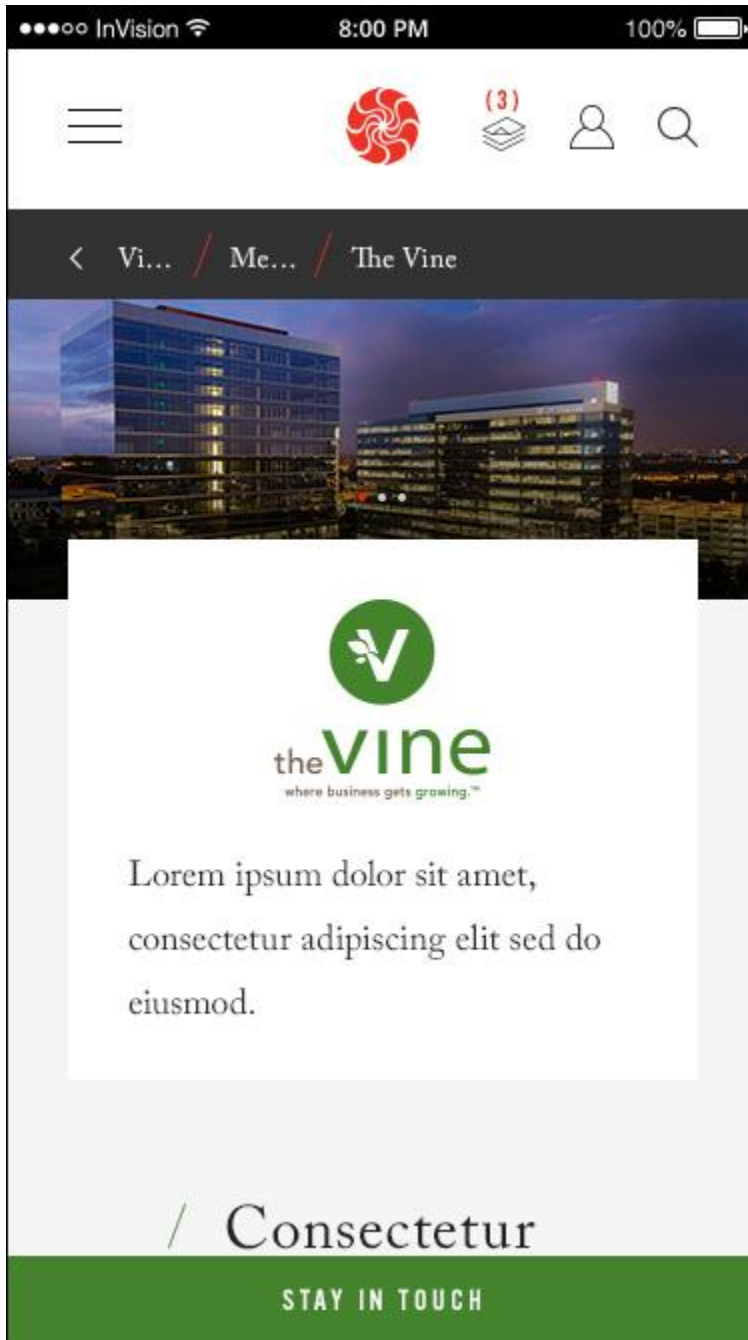


# Parent and sub-branding notes

ICO logo is always up top in the header; sub-brand logo is bigger with a hero image and dark grey navigation 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.



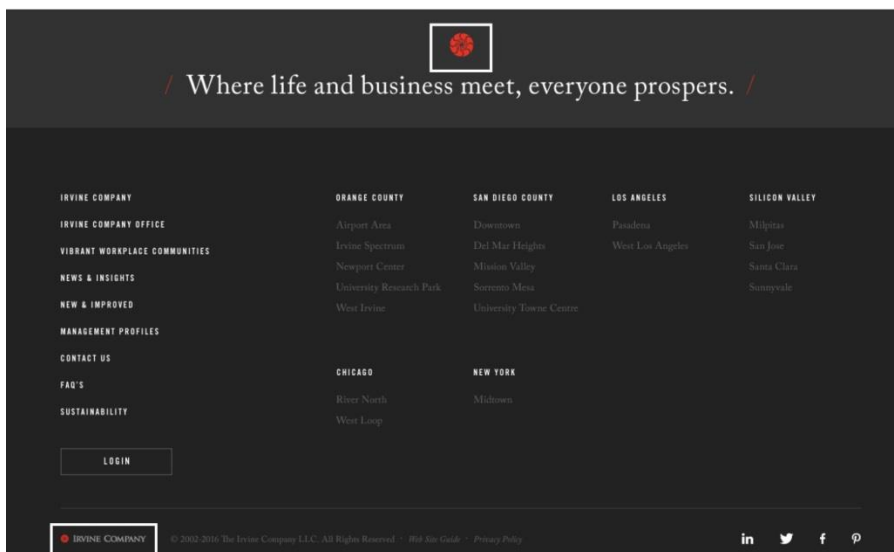
ICO logo drops to *Sunwave* mark when on tablet and mobile.



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:

/ Header TBD /

<p>Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.</p>	<p>Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est qui dolorem.</p>
--	---

/ 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.

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 below with Vine green, to boost the sub-brands presence.

## / Interested in Coworking? /

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



STARTING PRICE AT \$#####

### Orange County

Consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud.

[CONTACT US NOW](#)



STARTING PRICE AT \$#####

### San Diego

Consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud.

[CONTACT US NOW](#)

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 most of your audience opens email in Outlook and Webmail which do not support web fonts. Although it varies by region, you average ~25% support for web fonts.

Web fonts can add to weight to the file size slowing down load times and impacting user experience. The web font code also adds to the code complexity making it more difficult to manage. Therefore unless you have the audience to justify it our recommendation is to skip web fonts and use standard fonts.

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

Grumpy wizards make  
toxic brew for the evil  
Queen and Jack.

One morning, when Gregor Samsa woke from troubled dreams, he found himself transformed in his bed into a horrible vermin. He lay on his armour-like back, and if he lifted his head a little he could see his brown belly, slightly domed and divided by arches into stiff sections.

"The bedding was hardly able to cover it and seemed ready to slide off any moment. His many legs, pitifully thin compared with the size of the rest of him, waved about helplessly as he looked."

One morning, when Gregor Samsa woke from troubled dreams, he found himself transformed in his bed into a horrible vermin. He lay on his armour-like back, and if he lifted his head a little he could see his brown belly, slightly domed and divided by arches into stiff sections.

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

## Grumpy wizards make toxic brew for the evil Queen and Jack.

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"The bedding was hardly able to cover it and seemed ready to slide off any moment. His many legs, pitifully thin compared with the size of the rest of him, waved about helplessly as he looked."

One morning, when Gregor Samsa woke from troubled dreams, he found himself transformed in his bed into a horrible vermin. He lay on his armour-like back, and if he lifted his head a little he could see his brown belly, slightly domed and divided by arches into stiff sections.

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.

/ 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

Caslon Pro (webfont)

[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:**

Based off of this assessment, we are estimating 29–33 modules: cost of \$14,500–\$16,500.

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.

# Questions

Email Anna Yeaman at [anna@stylecampaign.com](mailto:anna@stylecampaign.com)

[StyleCampaign](#) / Los Angeles / tel: 818-762-8737 / [@stylecampaign](#)