

# Irvine Company

Residential email modules v2.

# StyleCampaign



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## Content

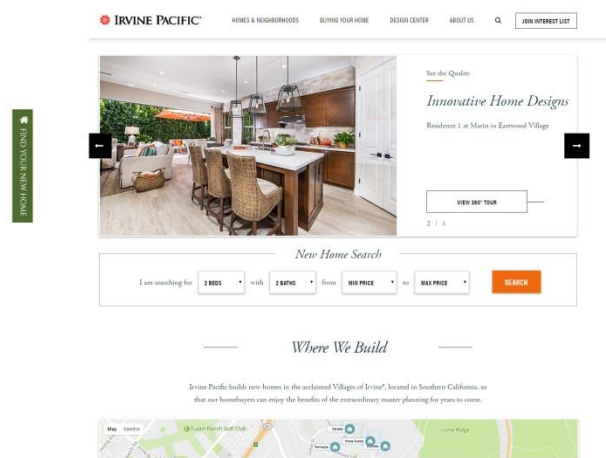
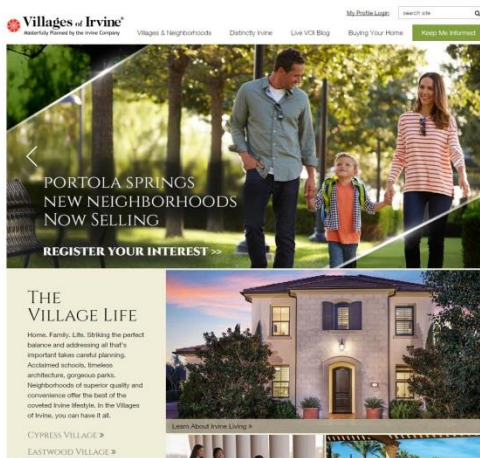
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# Audience

Readers will view these emails primarily on mobile - 60% - this differs from the Office and Retail builds which had large desktop Outlook audiences. For this project we need to go with a narrower width, and keep the design as clean and pared down as possible.

# Two systems

The goal is to create two modular email systems, one for Villages of Irvine (VOI) and one for Irvine Pacific (IP), which matches the look and feel of the two websites. After reviewing the typography it was decided that two distinct systems is the best approach, in order to take advantage of the brand fonts.



VOI and IP websites

# Proposed VOI module list v2

Below is our module list draft v2, totaling 20 modules for VOI:

1. Header with logo and navigation
2. Hero image one
3. Hero image two (intersect)
4. List
5. Two column
6. 50 / 50 split
7. 70 / 30 split
8. Map / Floor plan hero
9. Standalone fluid image
10. Creative image grid
11. 2-column bullet list
12. Primary messaging
13. 50 / 50 grid
14. Amenities table
15. Two button action bar
16. Two column sales office

17. VOI blog header
18. Slogan
19. Social and water conservation
20. Footer legal

# Proposed VOI modules detail v2

Below is our module list draft v2 for VOI, totaling 20 modules:

## 1 – Header with logo and navigation

Descriptive pre-header text and online link



As seen here:

There's something for everyone at Portola Springs!  
View this email in your [web browser](#).

**PORTOLA  
SPRINGS**  
VILLAGE

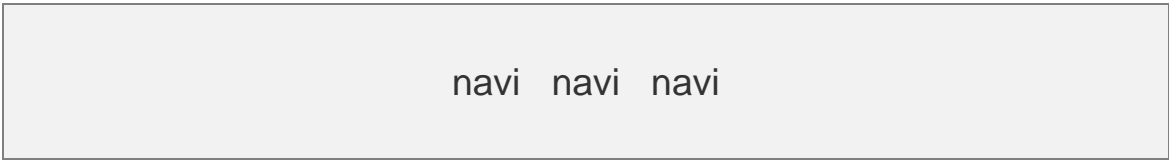
VOI often places the neighborhood logo at the top

Live and thrive within the Villages of Irvine, surrounded by nature and open space.  
View this email in your [web browser](#).



With VOI logo in header

Multiple tab navigation under logo



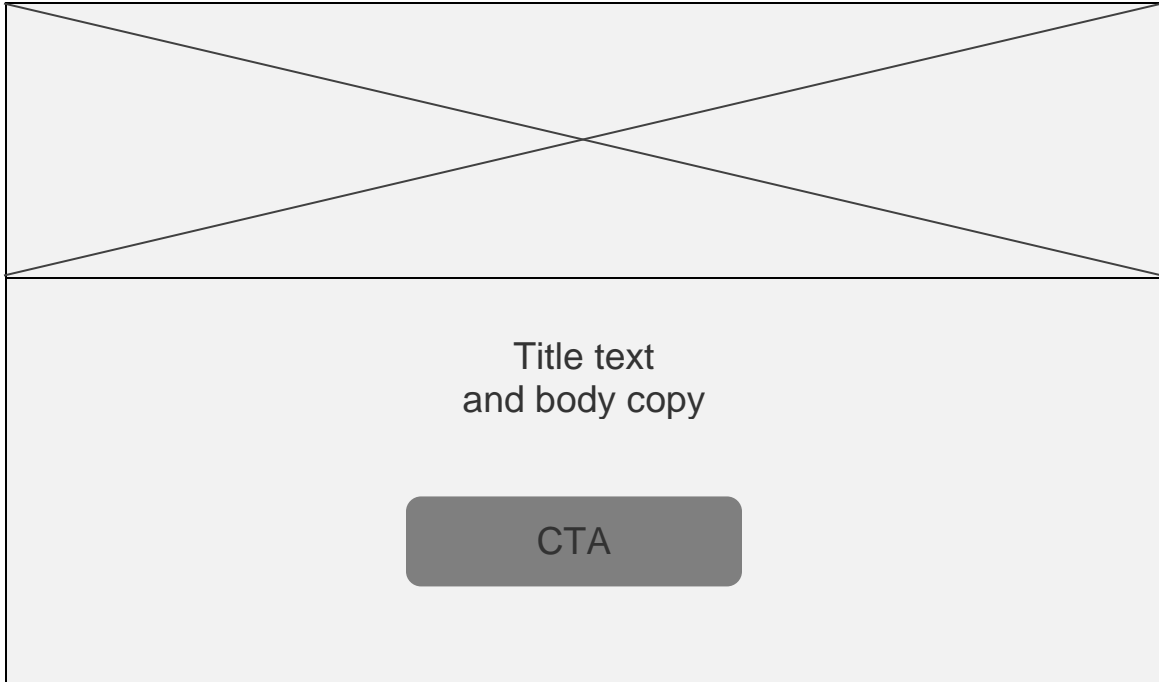
As seen here on the VOI site:



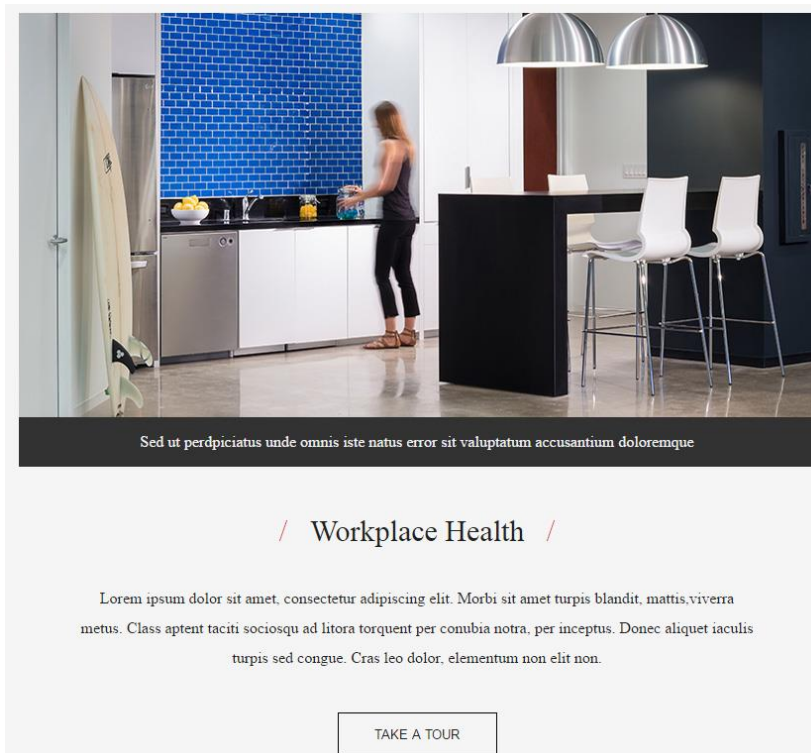
As seen here from a VOI email:



## 2 – Hero image one (Standalone image with text and CTA below)



As seen here:





## Delano Grand Opening March 25<sup>th</sup> in Eastwood Village



Tour three luxury townhome designs in a premier location near Eucalyptus Park! Delano will offer exquisite details, modern amenities and desirable indoor/outdoor living areas.

Brookfield Residential  
Approx. 1,533 - 1,918 Sq. Ft.  
Anticipated from the Low \$700,000s

[View Floorplans](#)



## A HOME TO LOVE. A VILLAGE TO DISCOVER.

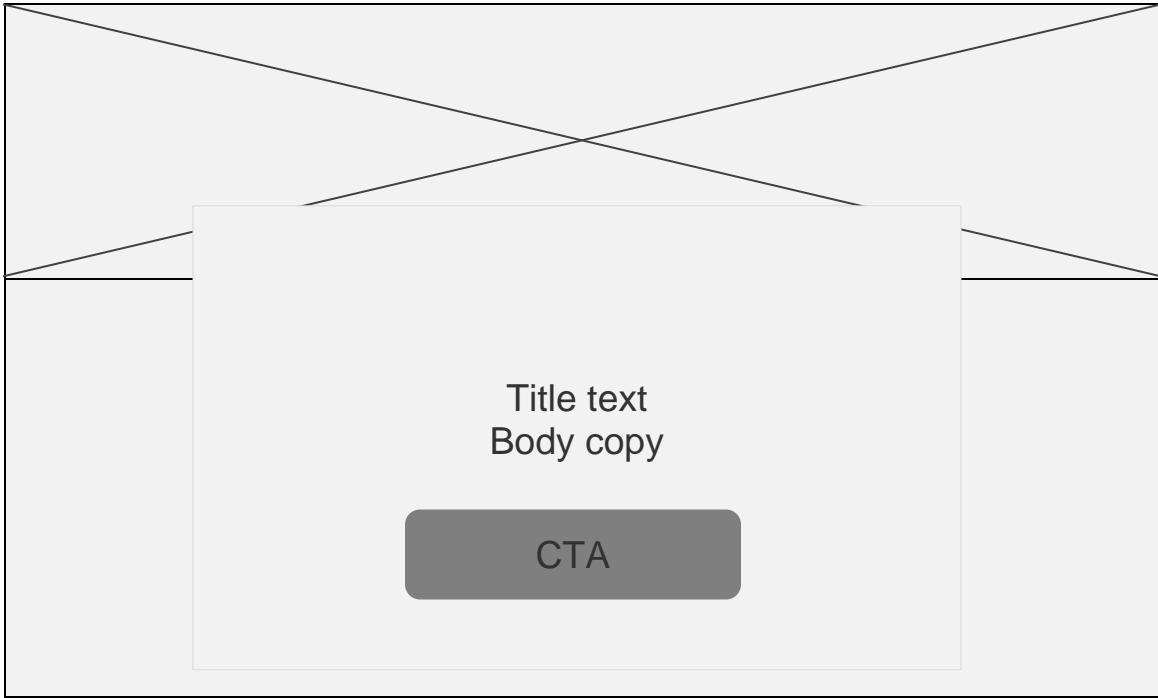
Welcome to Cypress Village, a distinctive village with everything families need and desire to thrive. Living here makes every day one great adventure, with acres of parks to discover, award-winning Irvine schools and premier shopping and dining opportunities just minutes from home! Make a splash at your nearest neighborhood park, or enjoy a morning walk with your four-legged friend on the Jeffrey Open Space Trail. Living in Cypress Village opens the door to so many possibilities!

 [VIEW VILLAGE MAP](#)

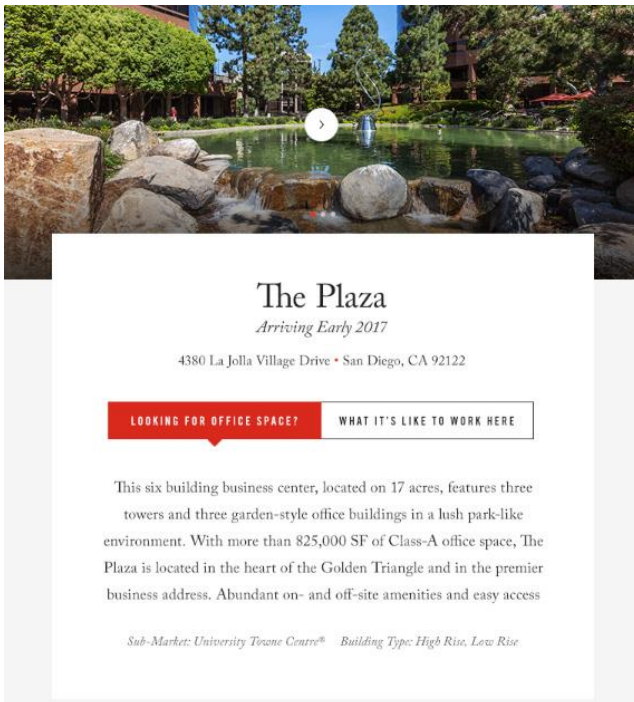
[✔ Join Village Interest List](#)

[Already registered with the Villages of Irvine?](#)

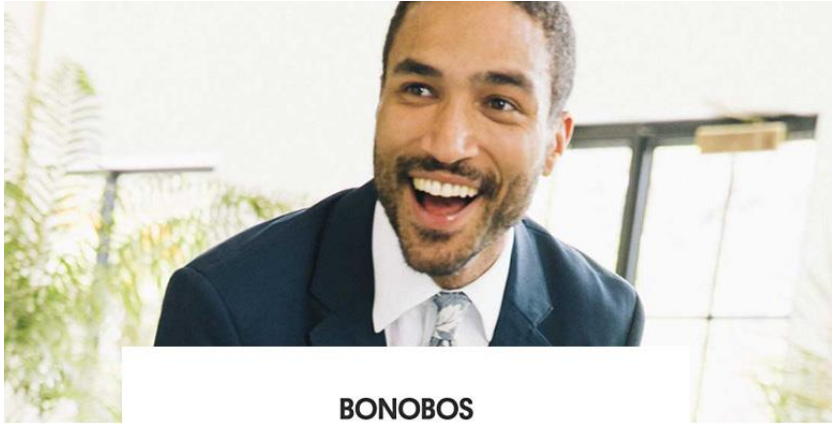
### 3 – Hero image two (Intersect)



As seen here with 'The Plaza' in live text (can also be a logo):



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

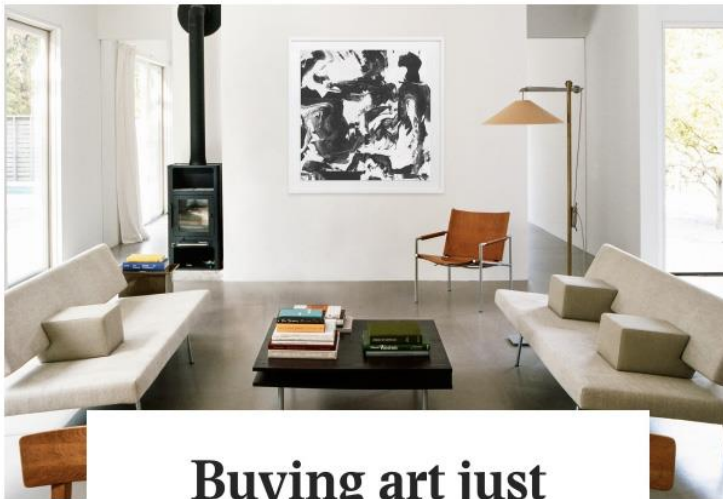


**BONOBOS**

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.

Would be narrower than previous builds:



**Buying art just  
got interesting.**

Shopping for art doesn't have to be intimidating.  
Twyla is the fresh new way to find world class art by  
top contemporary artists.

## 4 – List

Title and body copy	
Copy	>>>
Copy	>>>
Copy	>>>
Copy	>>>

As seen here:

THE  
VILLAGE LIFE

Home. Family. Life. Striking the perfect balance and addressing all that's important takes careful planning. Acclaimed schools, timeless architecture, gorgeous parks. Neighborhoods of superior quality and convenience offer the best of the coveted Irvine lifestyle. In the Villages of Irvine, you can have it all.

---

CYPRESS VILLAGE »

---

EASTWOOD VILLAGE »

---

ORCHARD HILLS »

---

PORTOLA SPRINGS »

---

STONEGATE »

---

HIDDEN CANYON »

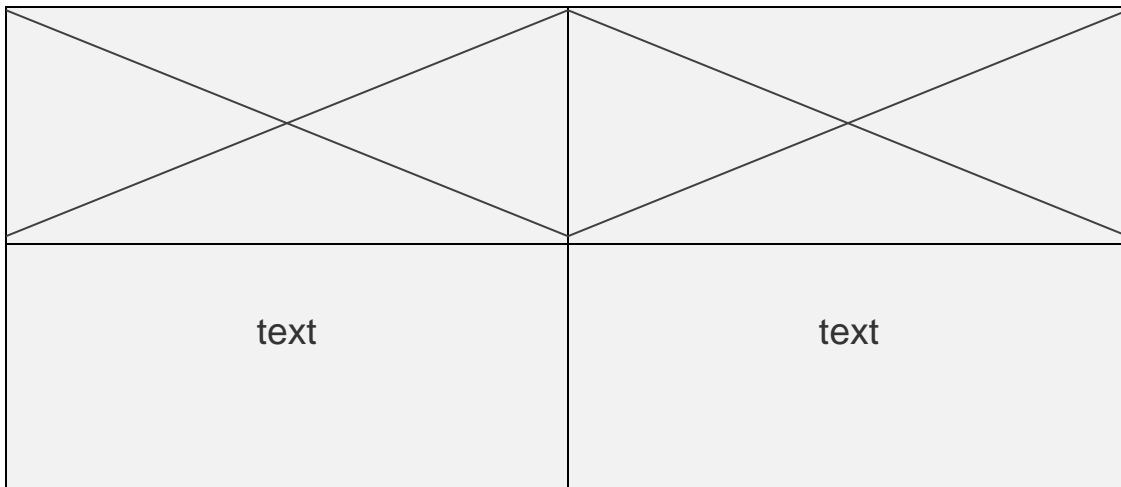
---

Instead of:

**Discover Six Exceptional  
Irvine Villages Now Selling**

Eastwood Village	Portola Springs®	Orchard Hills®
Cypress Village	Stonegate	Hidden Canyon

## 5 – Two column



As seen in:

NEIGHBORHOODS IN CYPRESS VILLAGE

	
<b>Lantana »</b>	<b>Tristania »</b>
<b>Now Selling</b>	<b>Now Selling</b>
California Pacific Homes 1,231 - 1,590 Sq. Ft. Low \$500,000's (949) 833 - 6153	California Pacific Homes 1,606 - 1,934 Sq. Ft. High \$600,000's (949) 833 - 6159



### BELLA VISTA

Approx. 4,693 to 5,872 Sq. Ft.

5 to 6 Bedrooms

5.5 to 6.5 Baths

From the High \$1 Millions

[JOIN INTEREST LIST >](#)



### ALTA VISTA

Approx. 4,558 to 7,197 Sq. Ft.

5 to 9 Bedrooms

5.5 to 9.5 Baths

From the Mid \$2 Millions

[JOIN INTEREST LIST >](#)



### 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.

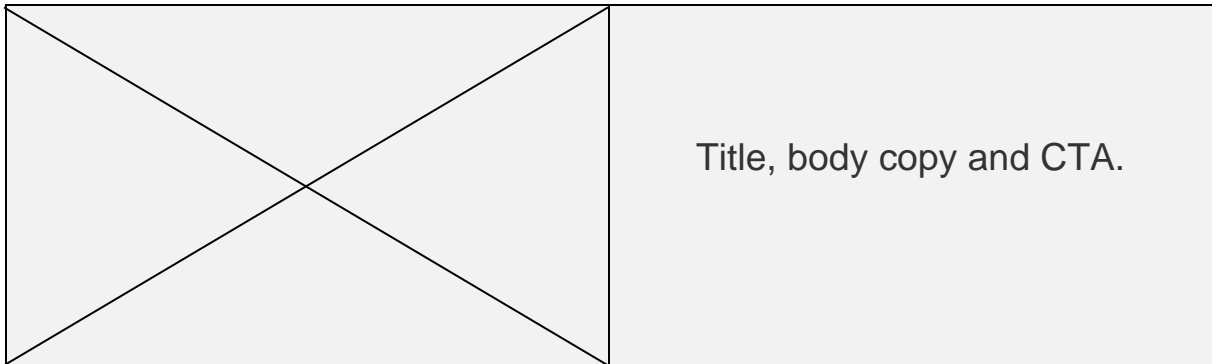
*Irvine*

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

[LEARN MORE >](#) | [▶](#) | [📷](#)



6 – 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...

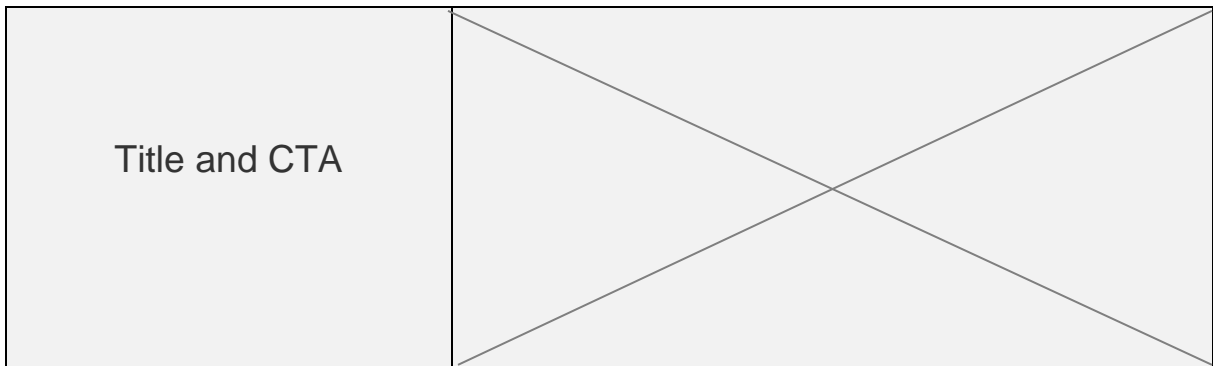
[READ MORE >](#)

*tag one, tag two, tag three*

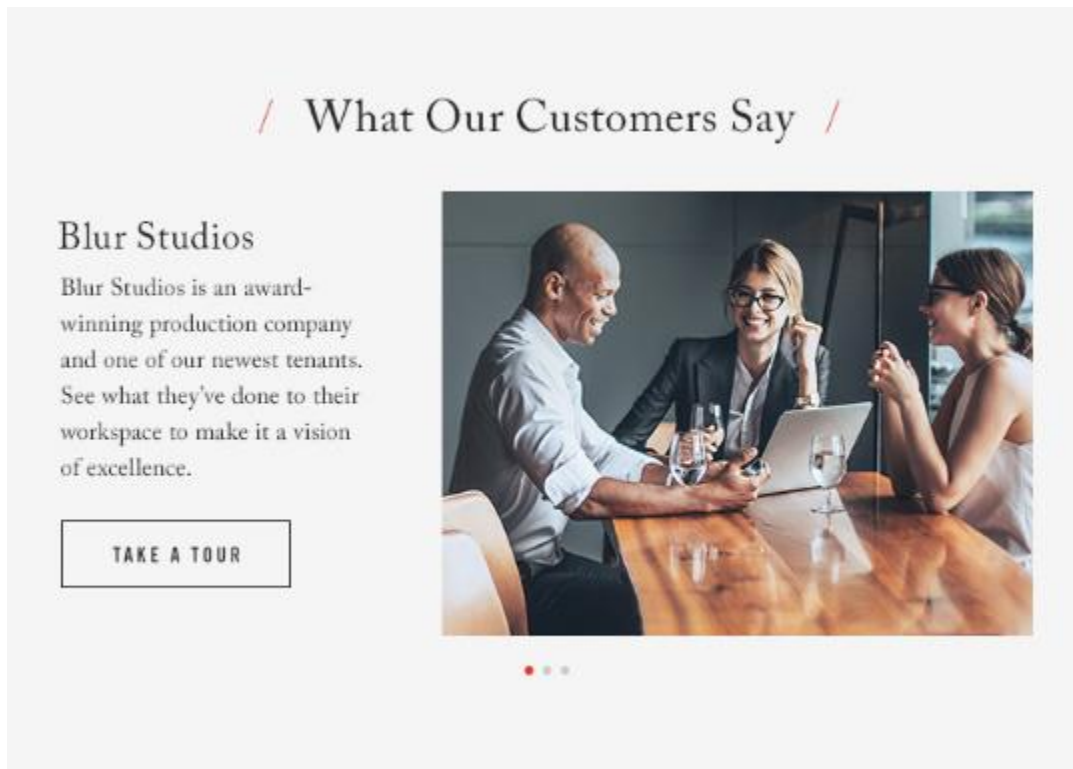
**Introducing Next-Gen, Flexible Office Space At 200 Spectrum**

MARCH 08, 2016 | CATEGORY

7 – 70/30 split



As seen here in Office:





Scandinavian  
Modern Loft  
*by Sigmar*

[VIEW THE PROJECT](#)

VitraHaus  
Installation  
*by Studioilse*

[VIEW THE PROJECT](#)



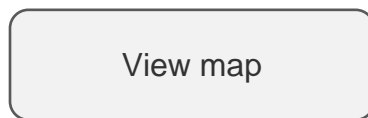
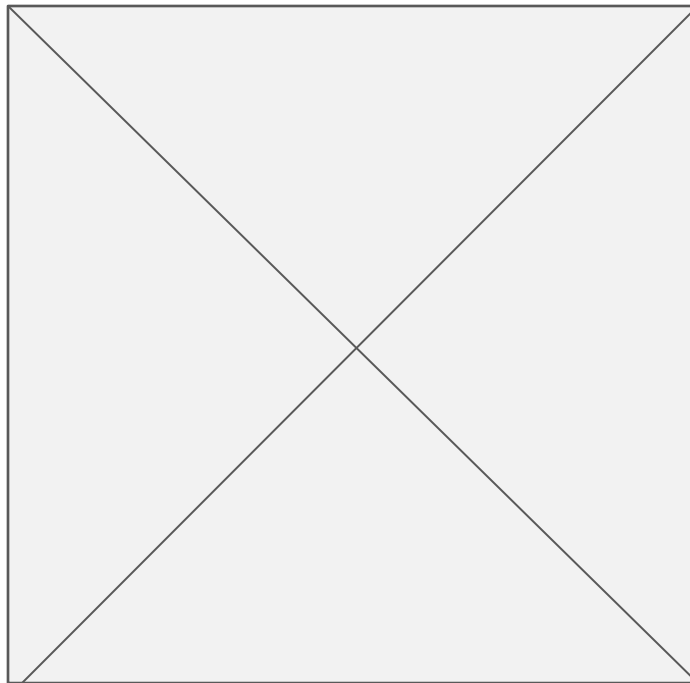
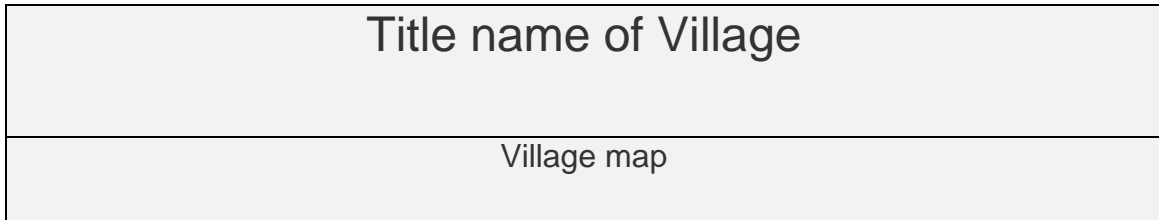
As seen here map image and link to [view online](#) :

**PORTOLA SPRINGS**  
VILLAGE

AWARD-WINNING SCHOOLS  
RECREATIONAL AMENITIES  
CLOSE TO RETAIL & DINING  
NEAR TRAILS & OPEN SPACE

A map showing the location of Portola Springs Village in Irvine, California. The map highlights the Ridge Valley and Portola Springs areas. Key streets shown include Portola Pkwy., Jeffrey Pkwy., Sand Canyon Ave., and Irvine Blvd. Major highways 5, 21, 133, and 805 are also indicated. A north arrow and the text 'MAP NOT TO SCALE' are included.

## 8 – Map / floor plan hero



As seen here:



Map image smaller than hero image – secondary - not full-width (~50%):



**WRAP IT UP**

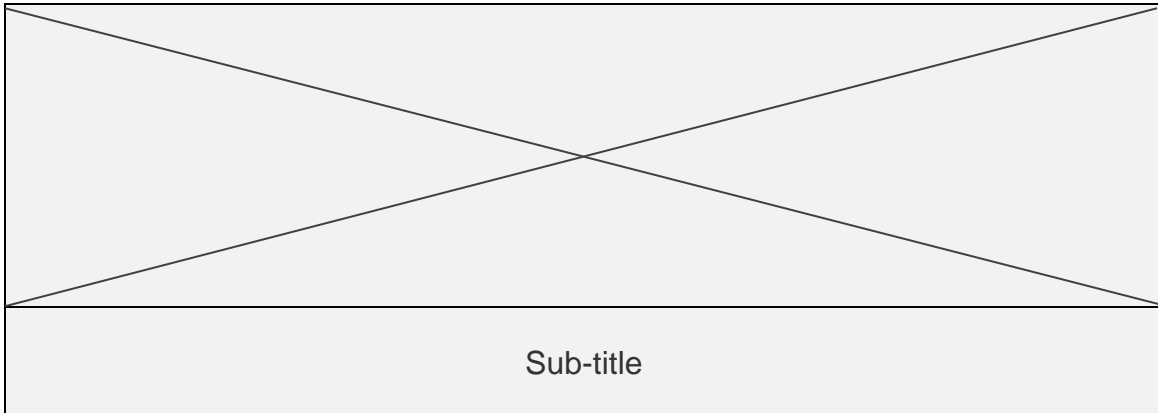
An edgy wedge with a beautiful ballet lace.

**SHOP JOANIE WRAP**

---

## 9 – Standalone fluid image

This can be combined with any copy module, it will have a live text sub-title under the image so can be also used on its own or stacked.

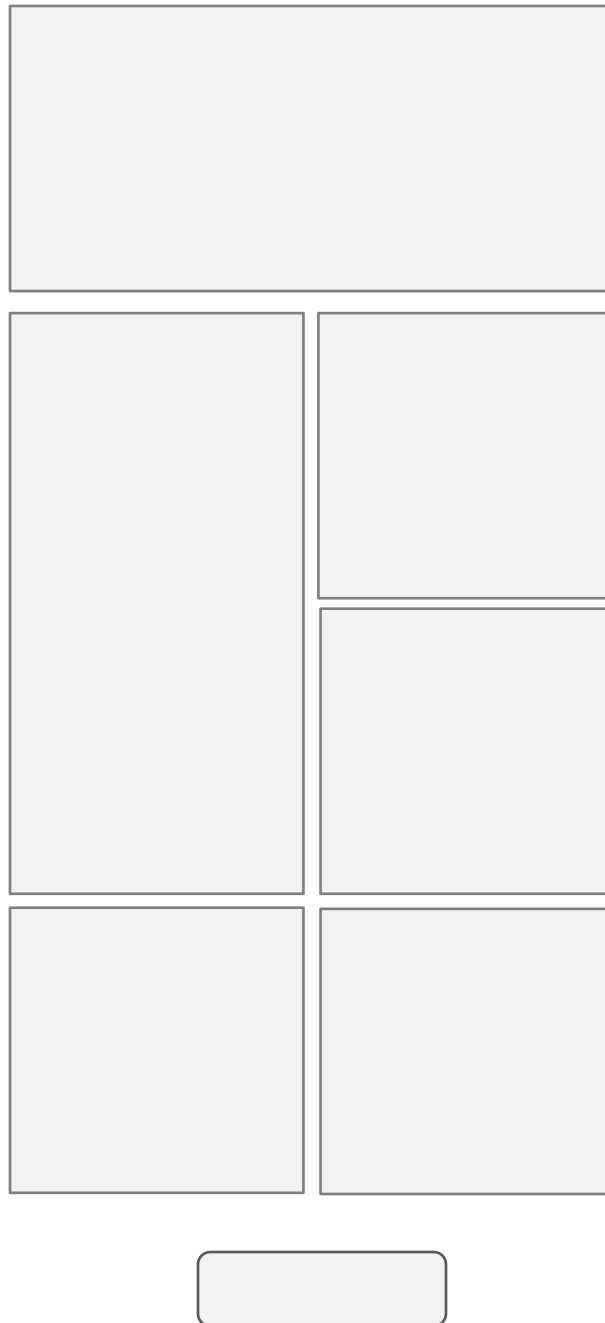


As seen on VOI site:



10 – Creative image grid: This doesn't have to be Instagram specific, just a creative arrangement of grouped images and no live text over the top.

Title text



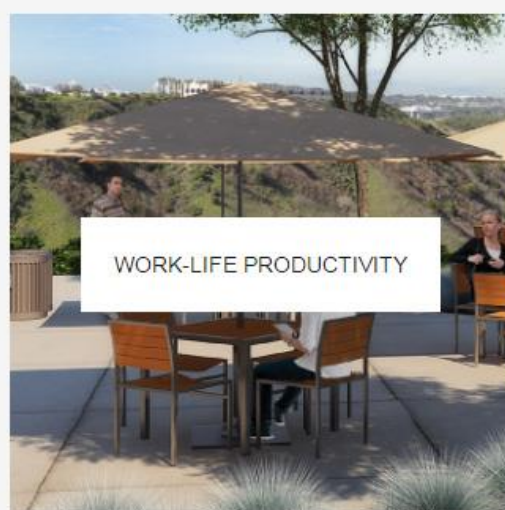
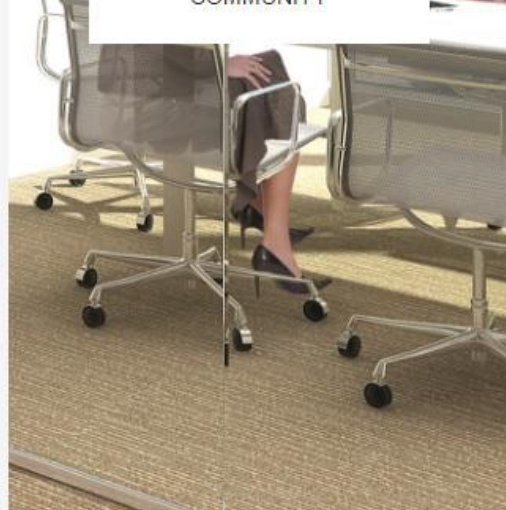
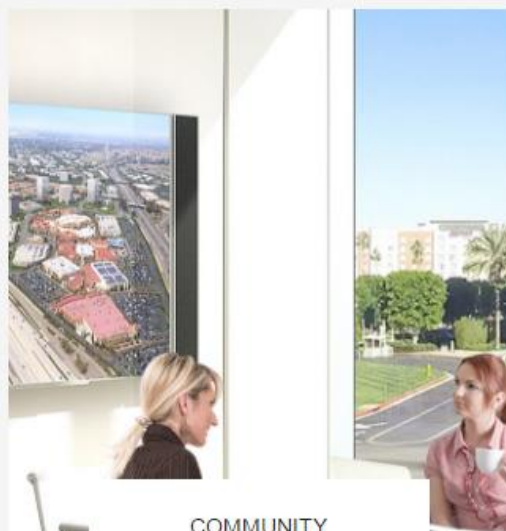
On the VOI site under, 'Village Living' Instagram feed:

### Instagram Feed





Multi-purpose image grid, like Mondrian for office but no live text on top.

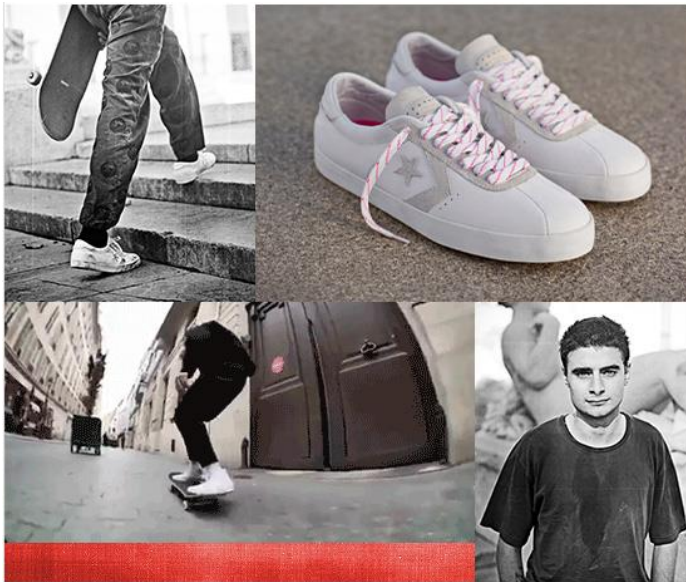


OLOF'S EDIT



GET THE LOOK

[SHOP NOW →](#)



THE LATEST IN SKATE

*Meet Kevin Rodrigues and the rest of the pro skateboarding team.*

[LEARN MORE](#)

## 11 - Two column bullet list

Bullet and copy	Bullet and copy
Bullet and copy	Bullet and copy

As seen in:

### CYPRESS GROVE PARK

- Youth Baseball Field with Soccer Overlay
- Half Basketball Court
- Volleyball Court
- Tot Lot
- Barbecues and Picnic Areas
- Shade Structures
- Great Lawn

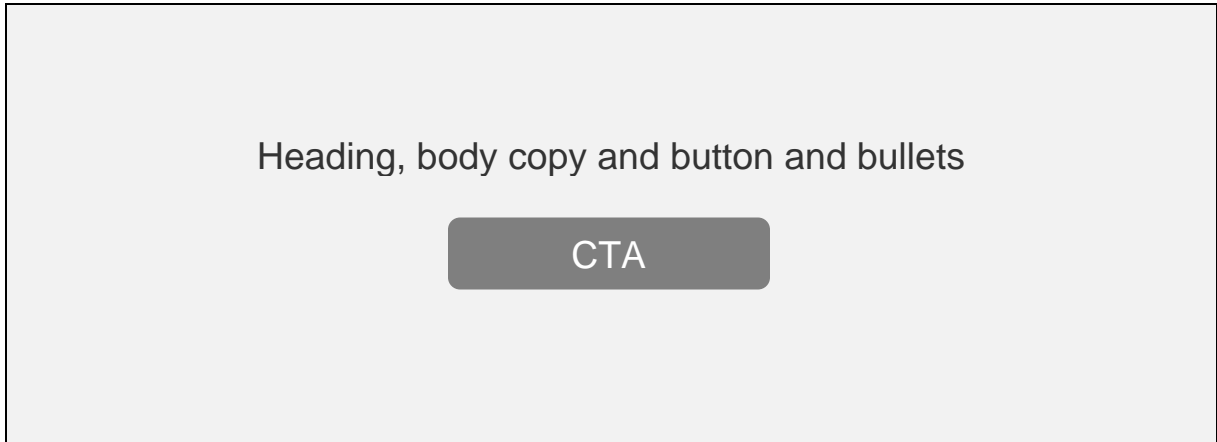
### CYPRESS COMMUNITY PARK

- Community Center
- Lighted Baseball Field
- Lighted Softball Field with Soccer Field Overlay
- Lighted Tennis Courts
- Basketball Court
- Barbecue & Picnic Areas
- Tot Lot
- Shade Structure

### / 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

## 12 – Primary messaging with body copy and 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:



### H3 Lorem ipsum dolor sit amet

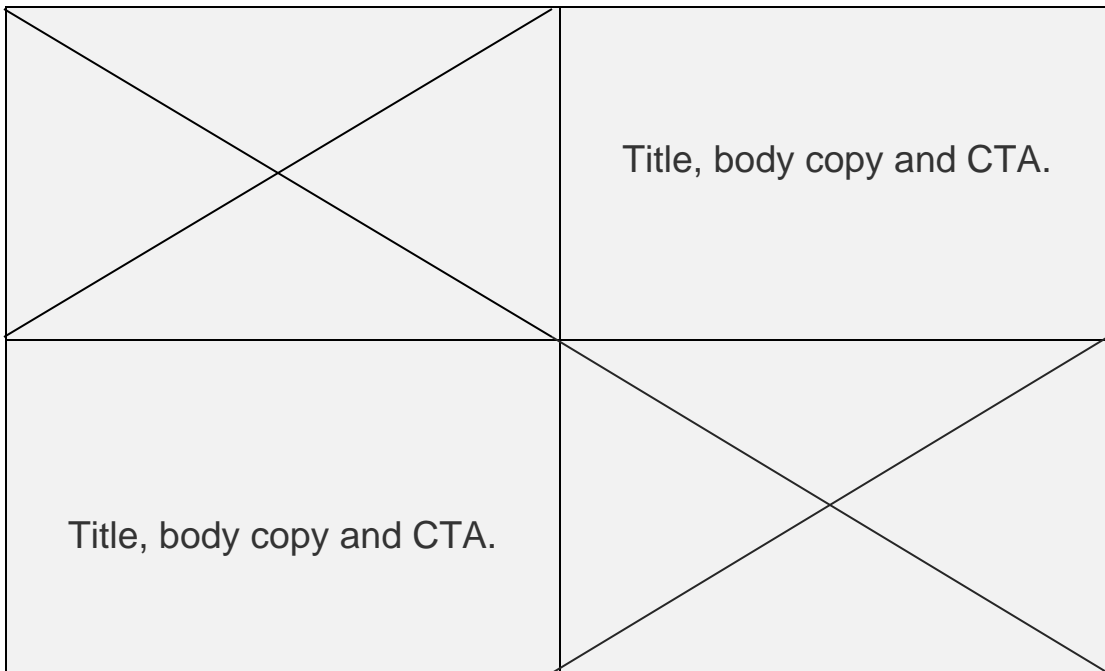
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla orci mi, bibendum quis dictum vel, pharetra eget orci [body text link #2287A0](#) et dolore magna aliqua. Aenean eu varius diam, ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate.

#### H4 LOREM IPSUM DOLOR SIT AMET

- Pallentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas
- Praesant velit neque, pulvinar ut dolor sit amet
- Sed convallis felis at ligula sollicitudin, vel eleifend eros ullamcorper. Sed leo nisi, tincidunt sed dui sit amet, feugiat dapibus tellus.
- Etiam vel urna odio, pallentesque quis justo a orci bibendum volutpat.

PRIMARY CTA

# 13 – 50/50 grid (left and right)



/ News & Insights /

### News & Press

The way you worked has changed. At Irvine Company, we've evolved the traditional office to something much more modern.

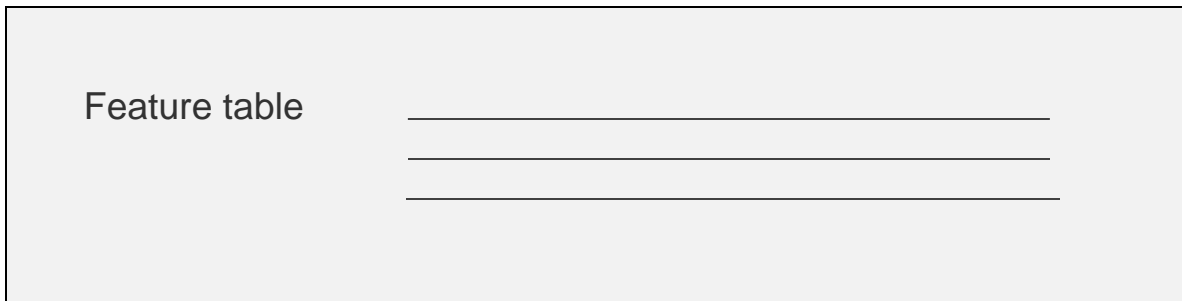
LEARN MORE

### Elevate Blog

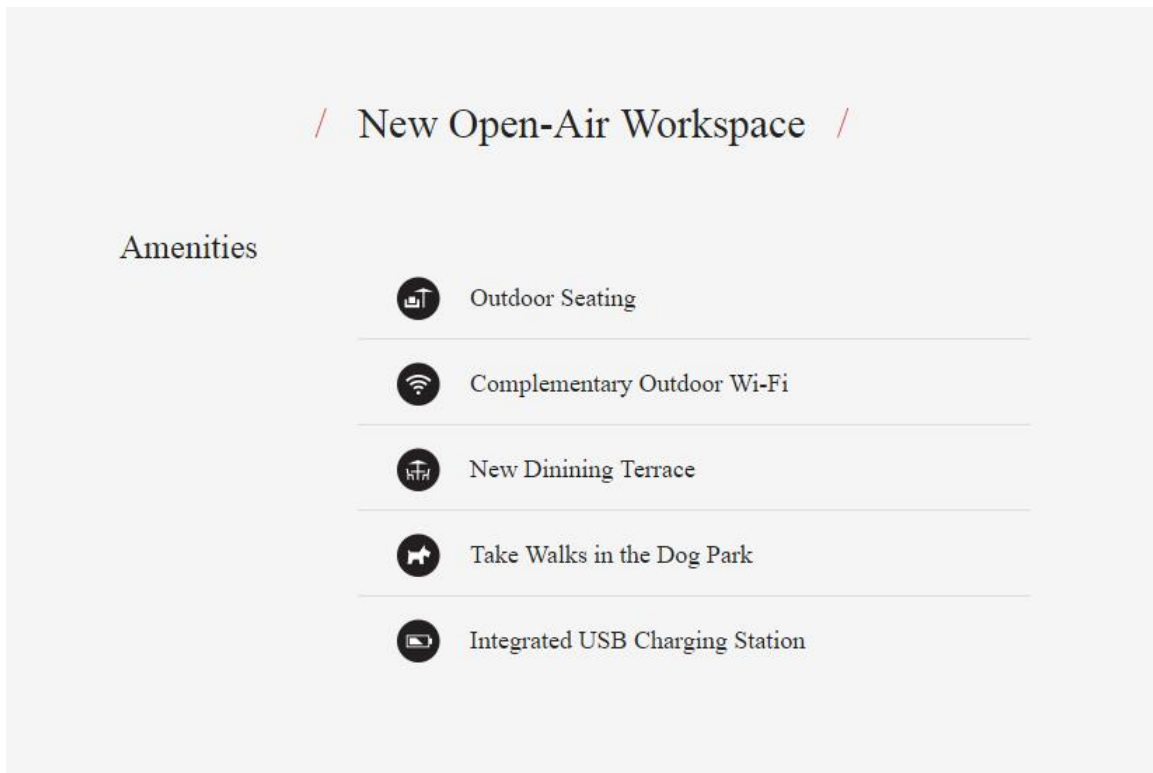
The way you worked has changed. At Irvine Company, we've evolved the traditional office to something much more modern.

LEARN MORE

## 14 – Amenities table



As seen in:



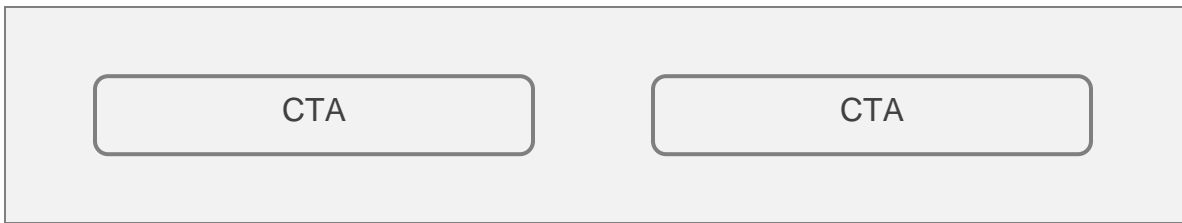
Neighborhood amenities and features on VOI site:

The screenshot displays a web interface for 'CYPRESS VILLAGE'. At the top, there are four navigation tabs: 'Shopping', 'Village Map', 'Directions', and 'Village Living'. The 'Village Map' tab is active, showing a map of the village with various streets and landmarks. A red location pin is placed on the map, and a red circle highlights a specific area. To the right of the map, there is a sidebar with the following sections:

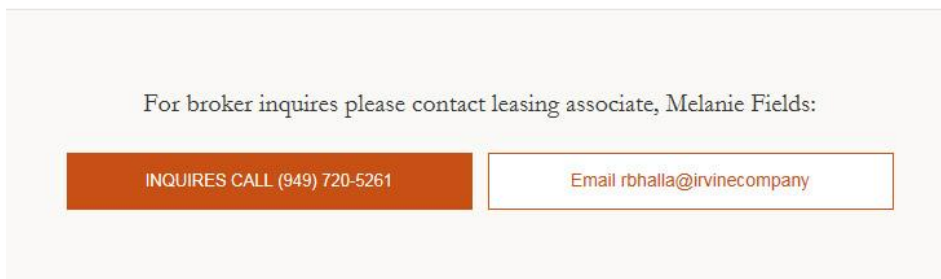
- Show All Villages** and **Center to Village** (with a location pin icon)
- CYPRESS VILLAGE**
- NEIGHBORHOODS**
  - 1** Lantana
  - 2** Trellis Court
  - 3** Tristania
- AMENITIES**
  - Schools** (with a graduation cap icon)
  - Parks** (with a tree icon)
  - Trails** (with a person walking icon)
  - Retail** (with a shopping bag icon)
- FEATURES**
  - Golf** (with a golf club icon)
  - Jeffrey Open Space Trail** (with a person walking icon)



## 15 – Two button action bar



## Two button action bars for broker contacts:



## 16 – Two column sales office

Title text	
Sub-title Copy	Sub-title Copy
Sub-title Copy	Sub-title Copy

As seen on VOI site:

# Eastwood Village

<b>Avalon</b> 115.5 Damsel Irvine CA, 92620 949-790-3019	<b>Helena</b> 155.5 Damsel Irvine CA, 92620 949-790-3026	<b>Petaluma</b> 175.5 Hargrove Irvine CA, 92620 949-790-3048	<b>Marin</b> 120.5 Landover Irvine CA, 92620 949-790-3046
<b>Piedmont</b> 119.5 Mistletoe Irvine CA, 92620 949-790-3030	<b>Belvedere</b> 107.5 Pewter Irvine CA, 92620 949-790-3055	<b>Calistoga</b> 109 Frontier Irvine CA, 92620 (949) 783 - 5384	<b>Delano</b> <b>Coming Soon</b> 58.5 Parkwood Irvine CA, 92620 (888) 759-1846

As seen in Office:

/ Featured Brokers /

TomTaylor & Matt Taylor  
VP of Brokerage Services  
CBRE Group

Karen Sunday  
Junior Associate, Operations  
Sunday & Associates

Randall S. Parker  
First Vice President  
Cresa Orange County

Chon Kantikovit & Rick Kaplan  
Founders & Senior Brokers  
Cushman & Wakefield

/ Featured Brokers /

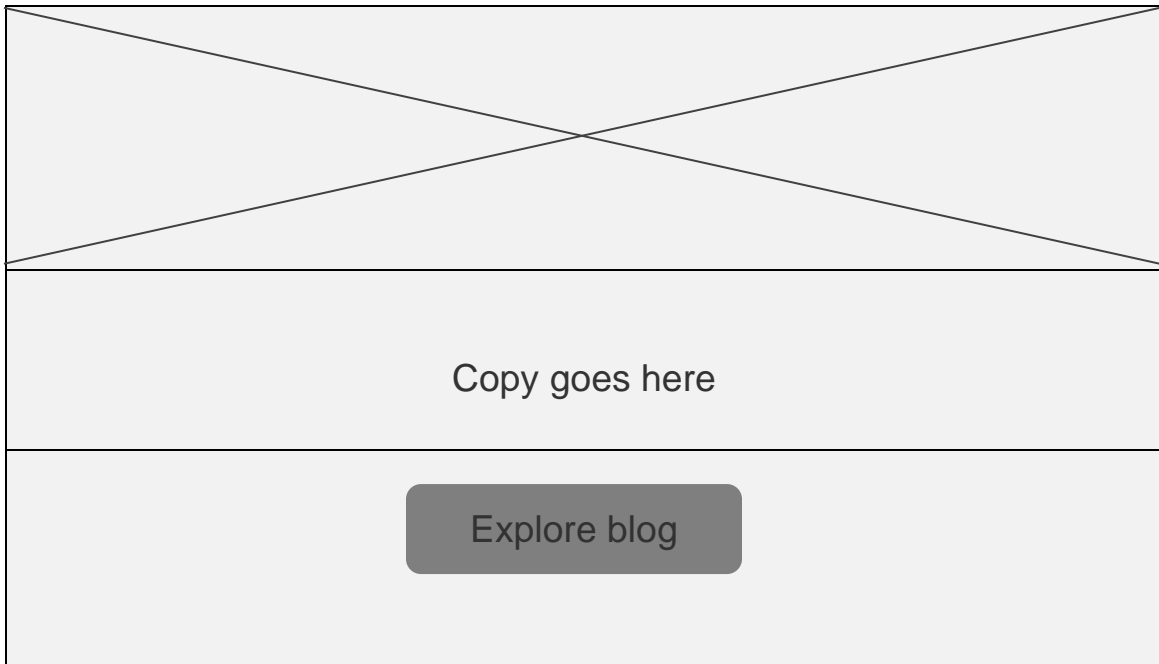
TomTaylor & Matt Taylor  
VP of Brokerage Services  
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Karen Sunday  
Junior Associate, Operations  
Sunday & Associates

Randall S. Parker  
First Vice President  
Cresa Orange County

Chon Kantikovit & Rick Kaplan  
Founders & Senior Brokers  
Cushman & Wakefield

17 – VOI blog header



As seen on VOI site (full width header logo):



As seen on VOI blog dedicated email (full width header logo):



18 –Slogan (live text)



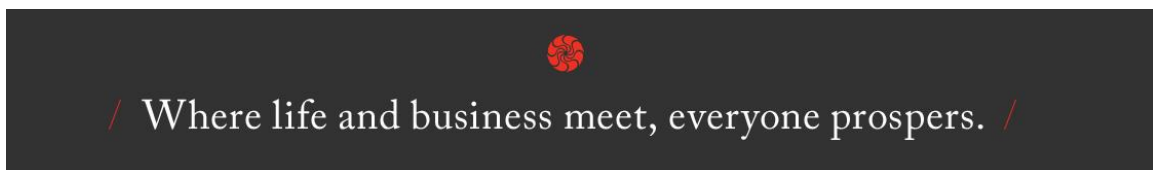
As seen on the VOI site:

Masterfully Planned by the Irvine Company

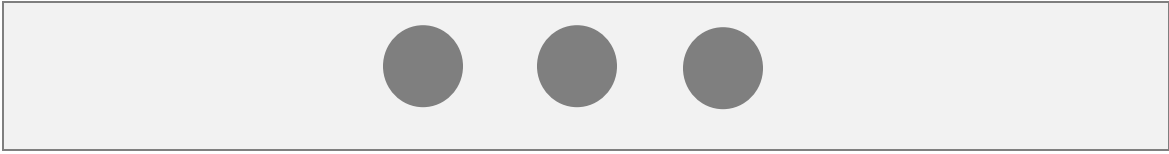
Could also be used for, 'Brokers Welcome' as its live text:



As seen in Office:



## 19 – Social icons and water conservation



As seen on VOI site



As seen on VOI site



Learn more about our commitment to  
water conservation.

## 20 – Footer legal with VOI logo

# Legal footer

As seen on the site:

[Sales Office Directory](#)

[Keep Me Informed](#)

[Career Opportunities](#)

[Website Guide](#)

[Privacy Policy/Terms](#)

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[Copyright Information](#)

(949) 438-5405

[info@villagesofirvine.com](mailto:info@villagesofirvine.com)

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[Villages of Irvine Overview Brochure](#) [English](#) | [Español](#) | [中国](#) | [한국의](#) | [tiếng Việt](#)

Floor plans, renderings & pricing are subject to change without notice

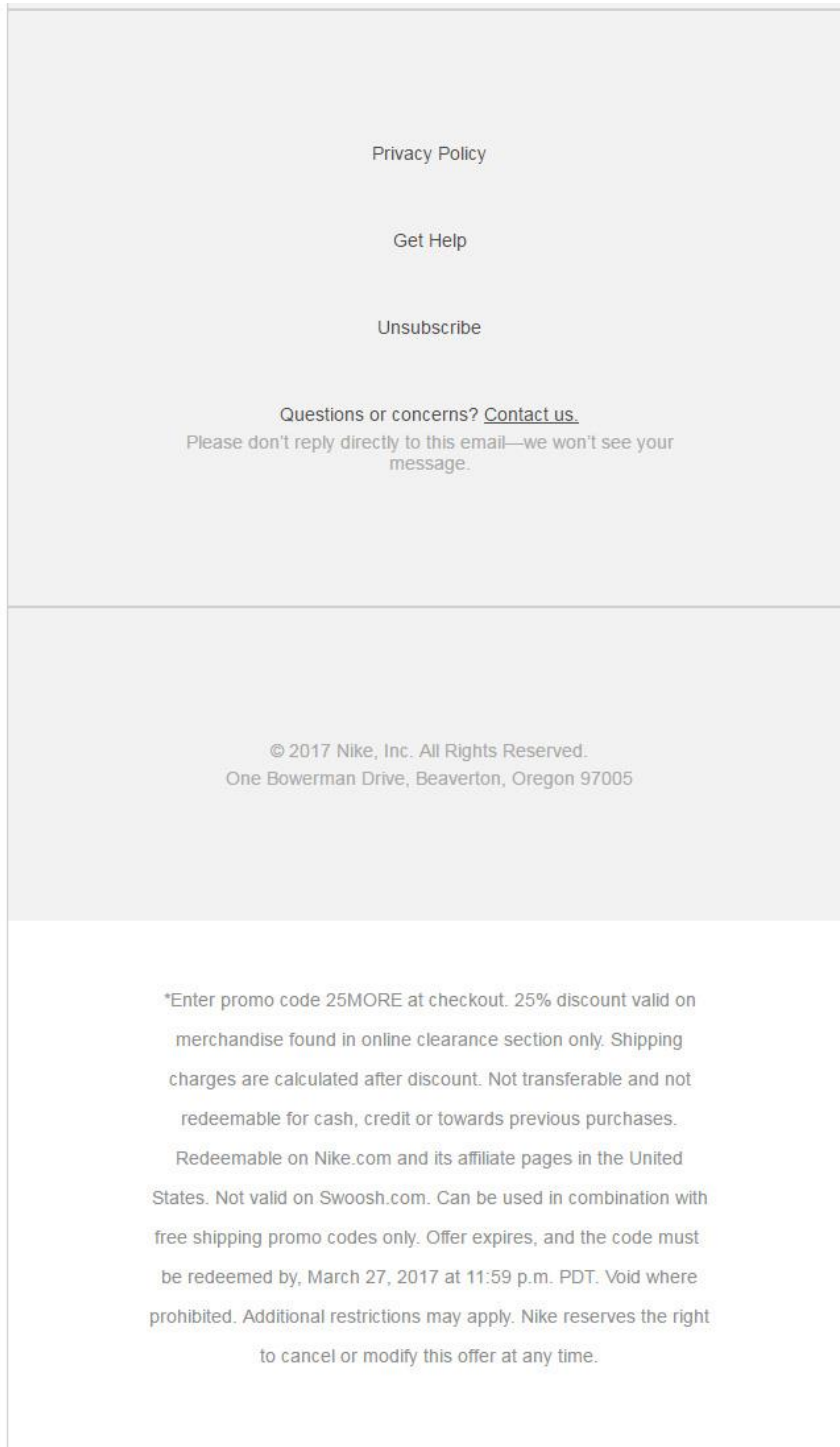
---

*"Masterfully Planned by the Irvine Company" means that the Irvine Company created the master land plan for all Irvine Company communities. The "master land plan" includes the overall entitlement and design of each community but does not include the design, construction and sale of homes. The design, construction and sale of homes is the sole responsibility of community builders. The Irvine Company is not designing, constructing or offering homes for sale in any community.*

 **IRVINE COMPANY**  
Since 1864

See how Nike's emails have a lot going on in their footer but keep it clean:

:





Scale the VOI site down and see they have something similar to Nike, a 'mega-footer' that you can add and subtract sections from as needed:

## Masterfully Planned by the Irvine Company




- [Sales Office Directory](#)
- [Keep Me Informed](#)
- [Career Opportunities](#)
- [Website Guide](#)
- [Privacy Policy/Terms](#)



Learn more about our commitment to water conservation.

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(949) 438-5405

[info@villagesofirvine.com](mailto:info@villagesofirvine.com)

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Floor plans, renderings & pricing are subject to change without notice

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# Proposed IP module list v2

Below is our IP module list draft v2, totaling 21 modules:

1. Header with logo and navigation
2. Residence hero
3. Neighborhood hero
4. Map / floor plan hero
5. Video / 360 / floor plan hero
6. Two column
7. Three column
8. Text with sub-brand logo
9. Notification
10. Two column bullet list
11. Quote or Tweet
12. Image grid
13. 50 / 50 grid
14. Two button action bar
15. Multi-purpose primary messaging
16. Numbered process

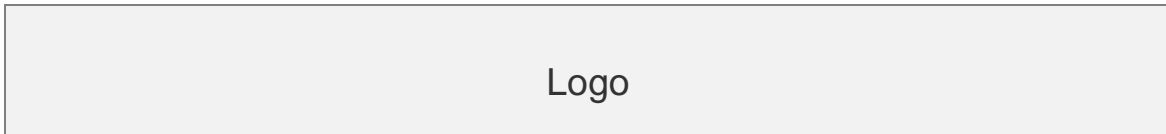
17. Call-out box
18. Standalone fluid image
19. Split header image
20. Social and water conservation
21. Footer legal

# Proposed IP modules detail v2

Below is our module list draft v2, totaling 21 modules for IP:

## 1 – Header with logo and navigation

Descriptive pre-header text and online link



As seen here:

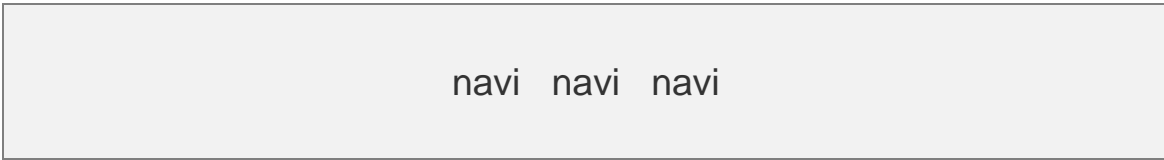
---

Bring your clients to Belvedere to earn up to \$40,000 co-op on these exceptional quick move-in homes!  
View this email in your [web browser](#).

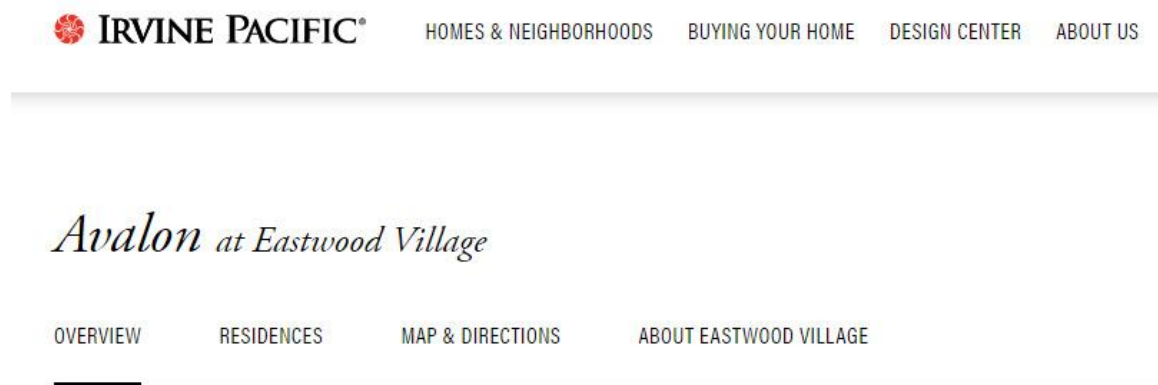


IP logo tends to stay in header

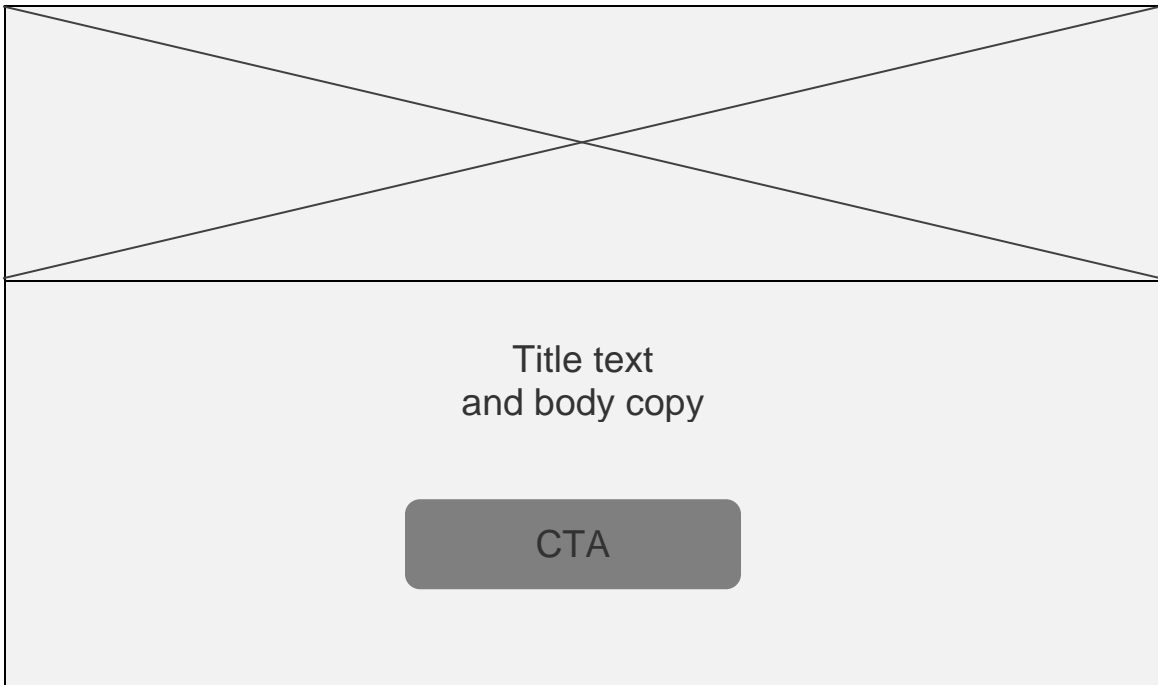
## Multiple tab navigation



As seen here on the VOI site:



## 2 – Residence hero



As seen here in IP email:



Bring your clients to Belvedere at Eastwood Village in Irvine for your chance to earn a broker co-op!

### — HOMESITE 63 - RESIDENCE THREE —

**EARN \$40,000\***

112 Meander, Irvine • Approx. 2,877 Sq. Ft. • 4 Bedrooms  
4.5 Baths • Bonus Room • California Room • 2-Car Garage

Wood flooring & designer plush carpeting throughout  
Stainless steel KitchenAid appliances including 6 burner  
cook-top & built-in refrigerator • Upgraded countertops at  
kitchen & master bath • 7 1/4" baseboards throughout  
4" LED high-efficiency lights with Caseta dimmer  
Designer paint • Landscaping included

**From the Mid \$1 Millions**

[VIEW FLOORPLAN >](#)

As seen here on IP site (lists residence features):



Avalon at Eastwood Village

---

## *Residence 1*

*Now Selling*

[Floorplan](#)

[360° Model Home Tour](#)

2 Bedroom, 2 Bathroom

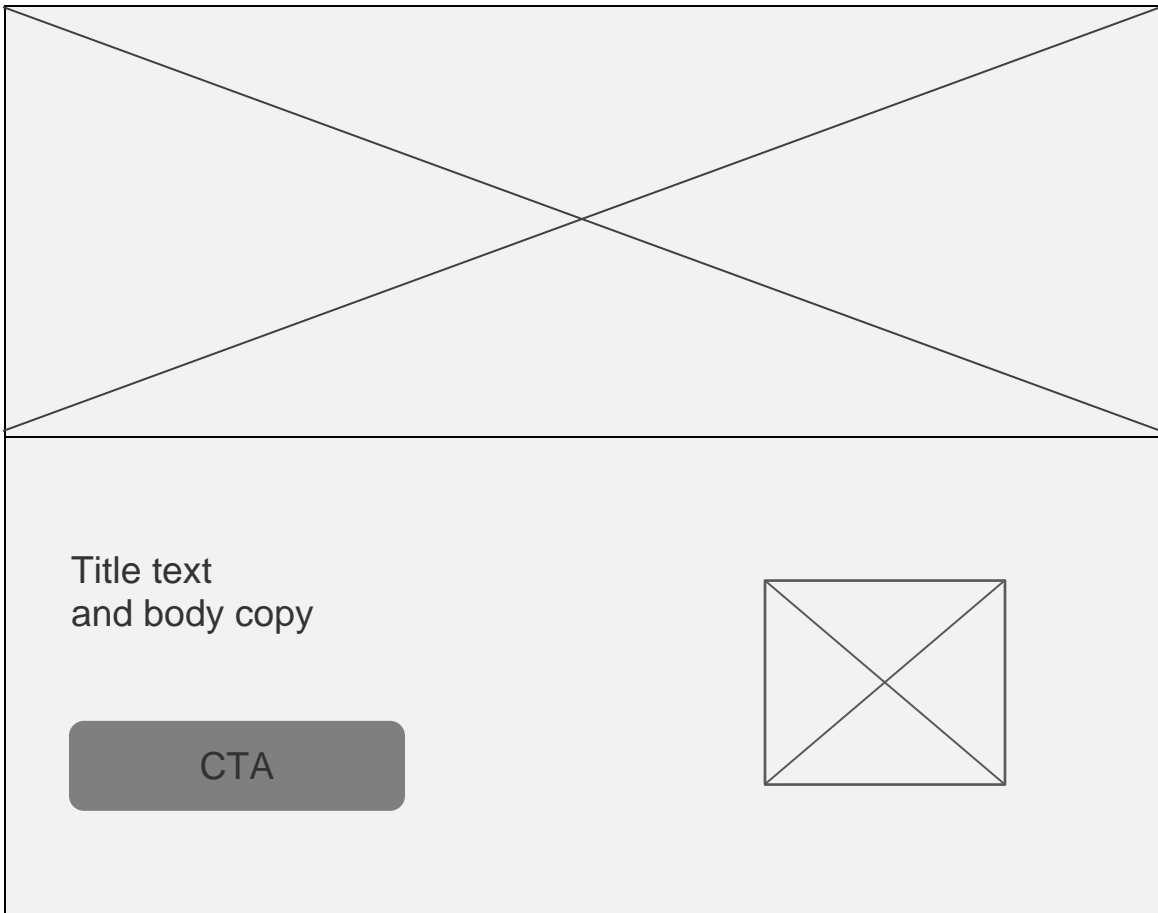
1,161 Sq. Ft.

2 Car Garage

Mid \$500,000's

**VIEW DETAILS**

### 3 – Neighborhood hero





As seen here on IP site (Neighborhood overview):

## *Featured Neighborhoods*



### *Marin at Eastwood Village*

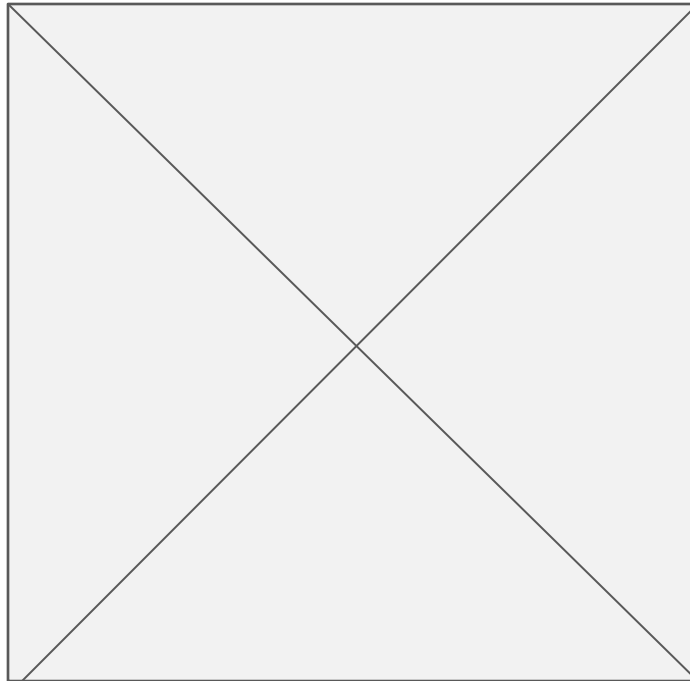
Marin's residence One features a large Great Room and the convenience of a first-floor master bedroom.



[VIEW FLOORPLAN](#)

## 4 – Map / floor plan

Title
Body copy

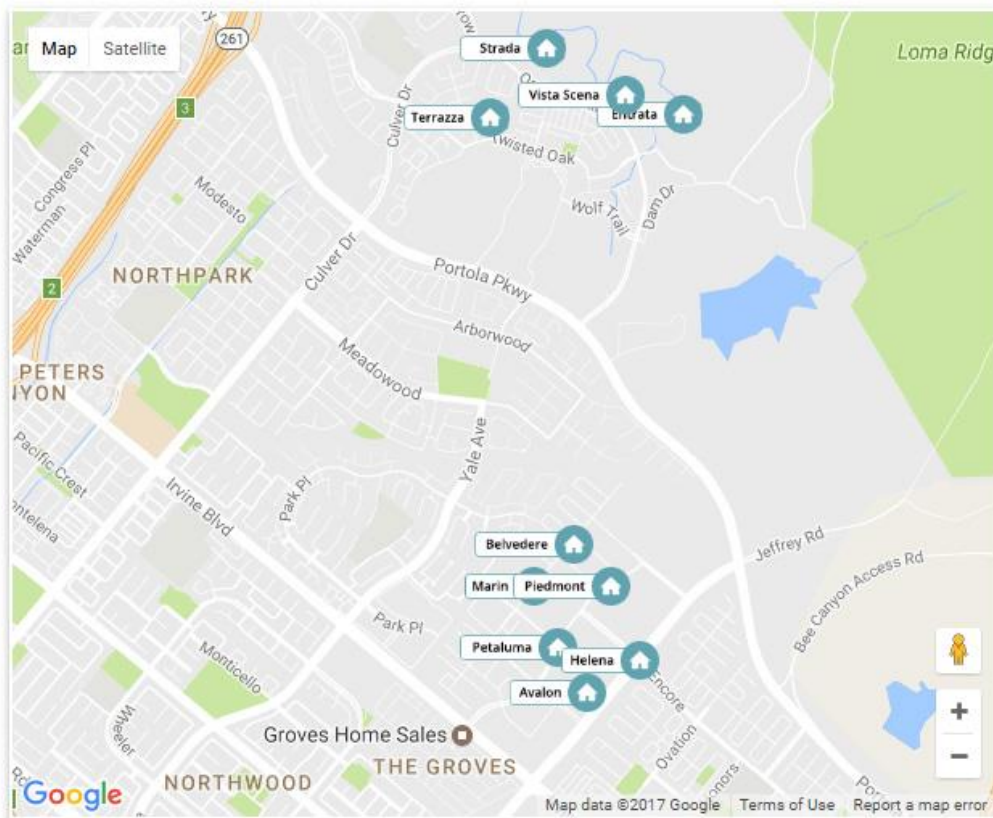


View map

As seen here on IP site (with smaller image that's secondary):

## *Where We Build*

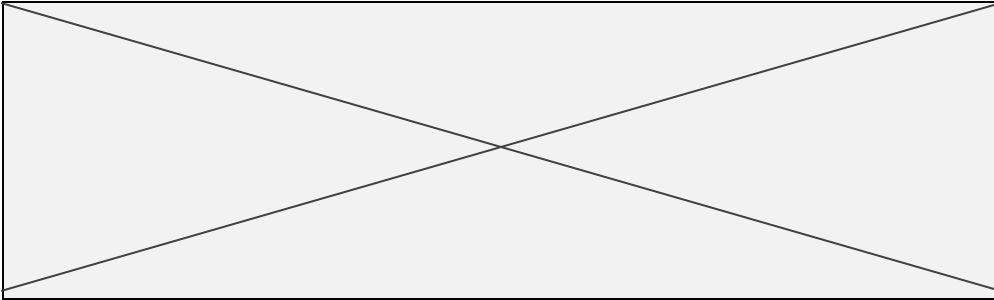
Irvine Pacific builds new homes in the acclaimed Villages of Irvine®, located in Southern California, so that our homebuyers can enjoy the benefits of the extraordinary master planning for years to come.



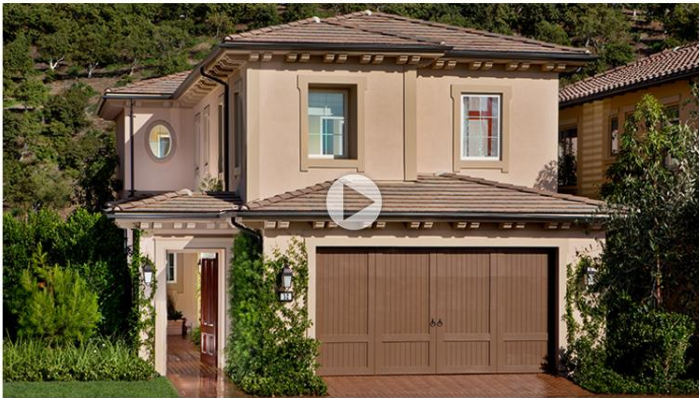
5 – Video / 360 / floor plan hero

Image not full-width, like map module image should be secondary:

Title

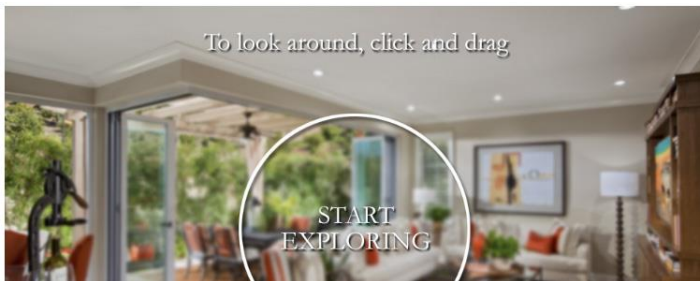


*Video Tour*

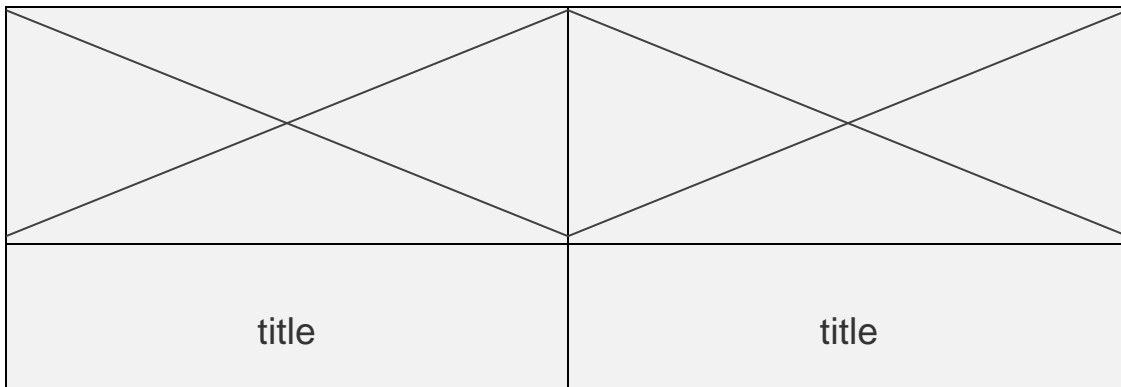


---

*360° Home Tour*



## 6 – Two column



As seen in (instead of listing all the details):

### *Shop by Room*



Living Room



Bedroom



Library & Study



Dining Room



Foyer & Entryway



Games Room & Bar

**BROWSE ALL ROOMS**

See, 'Residence two' and Residence Three' boxes below:



This desirable neighborhood of townhomes has been a huge hit with homebuyers and only a few homes remain! Discover stylish, functional home designs boasting light-filled Great Rooms, elegant dining rooms, optional lofts (in select plans) and smart storage solutions. The final phase is now selling, so hurry in today!



On IP site there's a 3-col simple multi-residence listing (without all the features):



Residence 1

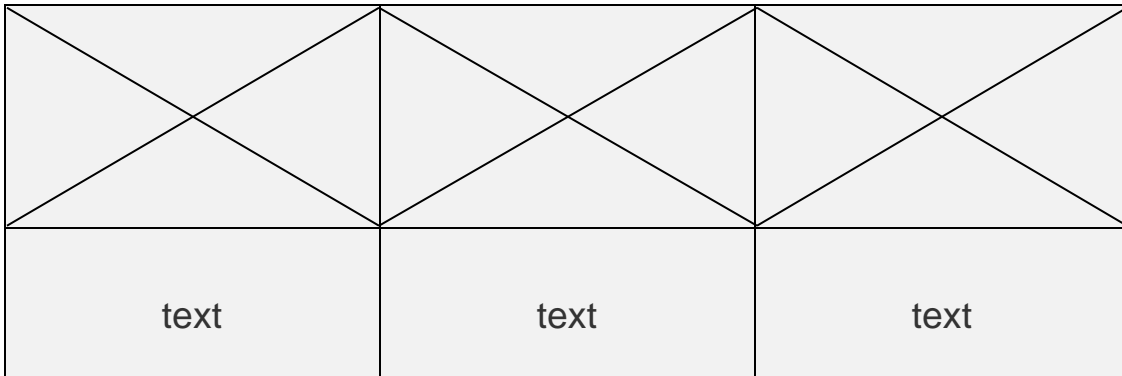


Residence 2



Residence 2X

## 7 – Three column



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.

Imagine the logos as the image:



**AVALON**  
AT EASTWOOD VILLAGE



**HELENA**  
AT EASTWOOD VILLAGE



**MARIN**  
AT EASTWOOD VILLAGE

**GET THE OUTFIT**



Sam sunglasses  
[SHOP ALL  
SUNGLASSES >](#)



Saint James® for J.Crew  
slouchy T-shirt  
[SHOP ALL T-SHIRTS >](#)



caged flats in  
glossy leather  
[SHOP ALL FLATS >](#)

**STYLE FOCUS**



**SANDALS**  
[SHOP NOW →](#)



**SUNGLASSES**  
[SHOP NOW →](#)



**LUGGAGE**  
[SHOP NOW →](#)



NEW SEASON  
**Rosie HW X Paige**



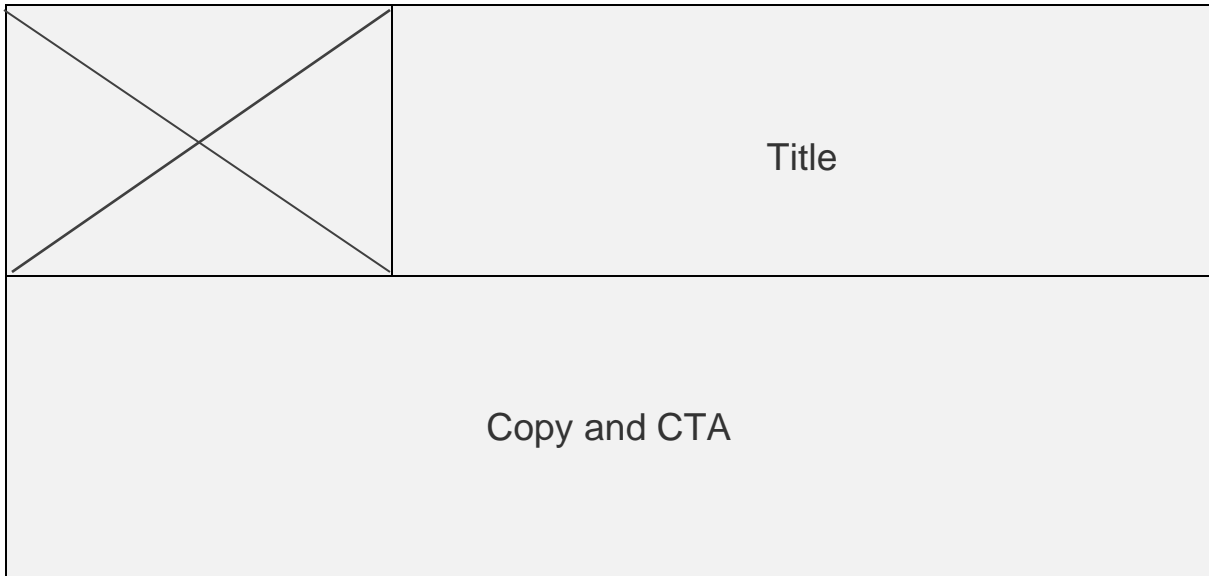
NEW SEASON  
**Gucci**



NEW SEASON  
**Burberry Runway**



## 8 – Text with sub-brand logo



As seen in (imagine e.g. Avalon logo instead of photo):



### Technology Will Fail You. Your Presence Won't.

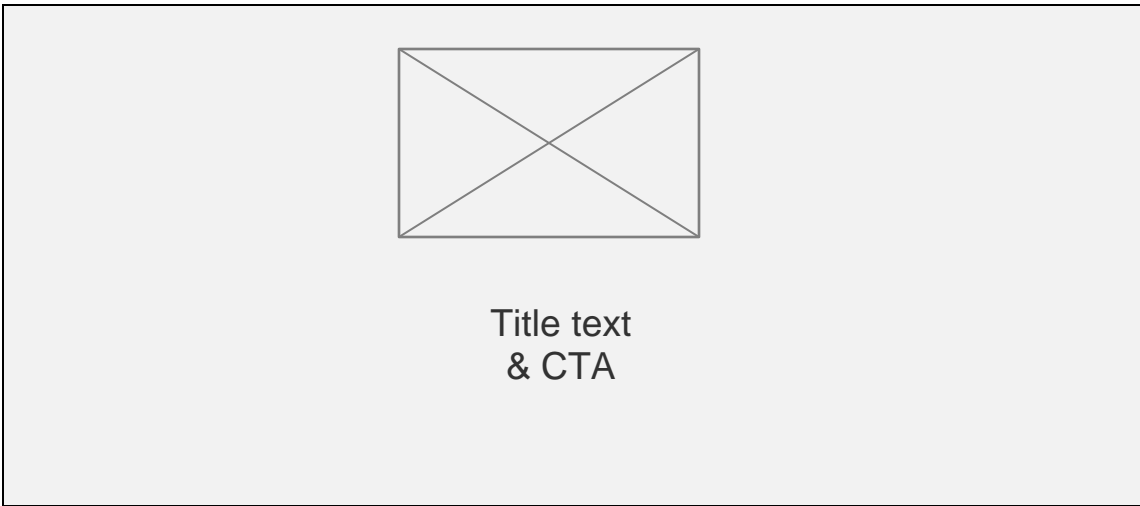
By: [Kate Nugent](#)

When was the last time you were on a teleconference or web conference when someone DIDN'T drop off and dial back in, setting off a symphony of beeps? How about when you were hosting a webinar and the presenter dropped off? Or my favorite, when the Skype video either froze or was completely asynchronous with the dialogue?

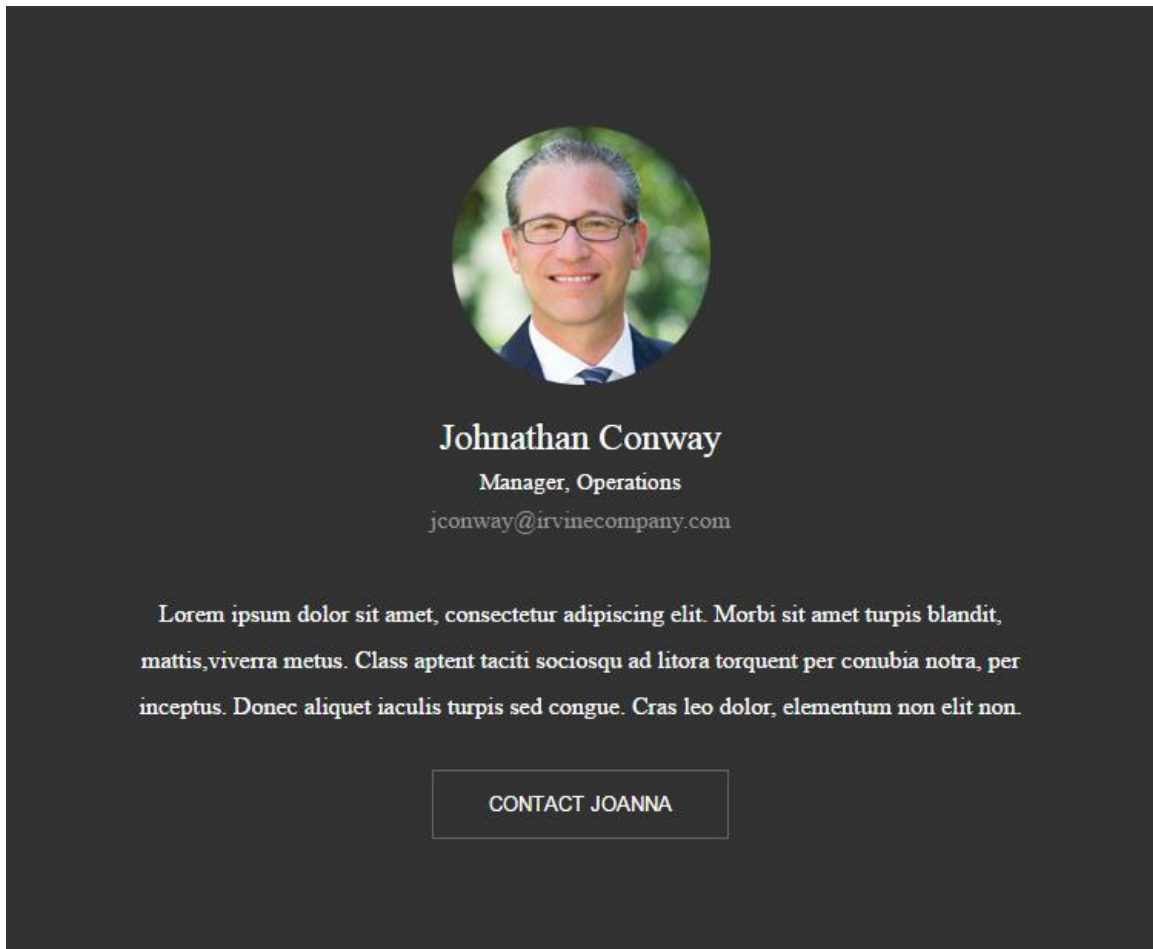
When we were developing our Virtual Presence course, we discovered that even the most technologically savvy presenter or facilitator hits technological roadblocks. We are all using the heck out of our bandwidth, and when you have a group of people who come together to meet virtually, anything can happen.

[FULL POST](#)

## 9 – Notification



As seen in Office:



**Johnathan Conway**

Manager, Operations

jconway@irvinecompany.com

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi sit amet turpis blandit, mattis, viverra metus. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptus. Donec aliquet iaculis turpis sed congue. Cras leo dolor, elementum non elit non.

CONTACT JOANNA

As seen on the IP site:



## *Overview*

Irvine Pacific presents a collection of stacked flats comfortably sized for a range of lifestyles. Stylish, modern designs that highlight the convenience of attached living are brimming with a host of modern amenities and appointments. Interiors showcase large Great Rooms that are ideally arranged for daily gatherings as well as desirable walk-in closets in the master bedrooms. Decks, porches and tech rooms are featured in select plans. Avalon's proximity to Eucalyptus Park puts homeowners within close reach of recreational amenities, barbecues and picnic areas.

## 10 - Two column bullet list

Bullet and copy	Bullet and copy
Bullet and copy	Bullet and copy

As seen on IP site:

### *Features & Amenities*

- Gourmet kitchen with granite countertops and stainless steel appliances
- Spacious light-filled Great Room with optional fireplace
- Crown molding at select locations
- Master bedroom with spacious walk-in closet
- Convenient downstairs bedroom
- Interior laundry room
- Tankless water heater
- Access to the state-of-the-art Irvine Pacific Design Center (conveniently located in Woodbury™ Town Center)
- Build it Green™ Certified, ensuring your home was designed to protect the natural environment

As seen in Office template:

## / Features & Amenities /

- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean ullamcorper dignissim erat et pretium.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Morbi vulputate sapien iaculis, ultricies risus vitea, facilisis eros.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean ullamcorper dignissim erat et pretium.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Morbi vulputate sapien iaculis, ultricies risus vitea, facilisis eros.

## 11 – Quote or Tweet

“Quote”

As seen on the IP site:

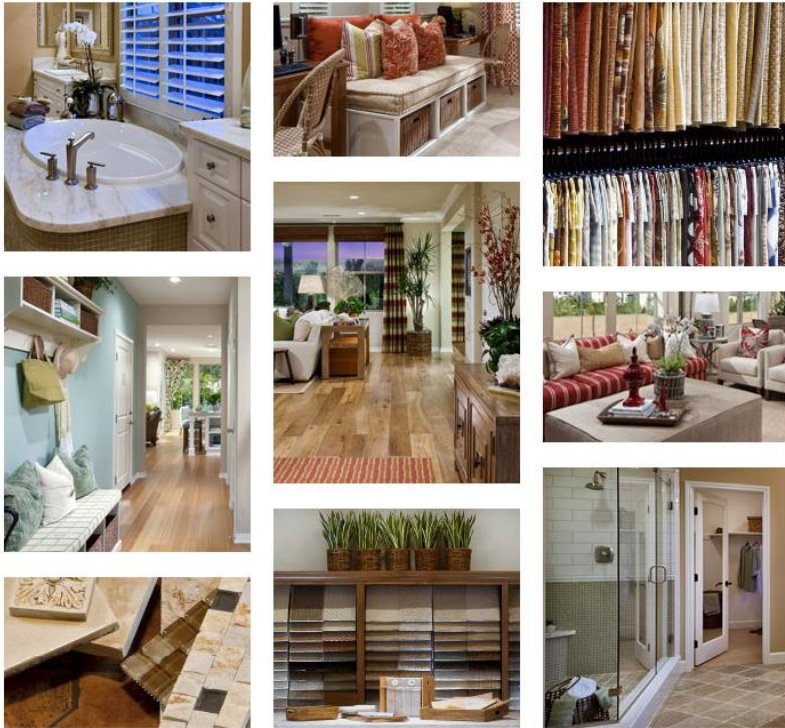


Can be used for tweets also by replacing “ image with Twitter icon:



## 12 – Image grid (Pinterest or other)

As seen on the IP site:



Design based on inspiration and innovation. We are always on the lookout for the latest trends in home design, technology and decor. Collect inspiration and ideas for every room in your home and let us bring that vision to life. Our professional Design Consultants are committed to providing unparalleled guidance as you browse the many features and design options for your new home.

[FOLLOW US ON PINTEREST](#)

Pinterest emails are a great source of inspiration here.



## We found some **fresh Pins** for you



Showcase and discover creative work on the world's l...



**Food & Type** · @36DaysofType · 2016 on I...

Image added in Typography Collection in Typography C...



**Vajza N'kuti**

Great idea for binding your portfolio... via payload...

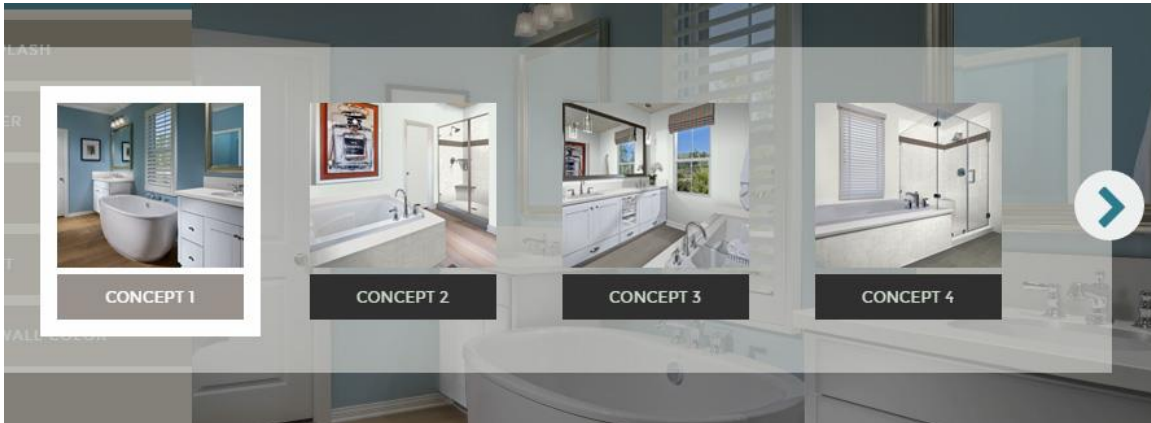


10 Magazine - Gareth Procter Graphic Design





This grid of images can be used to showcase multiple images for any purpose; multiple concepts from the design center to village living.



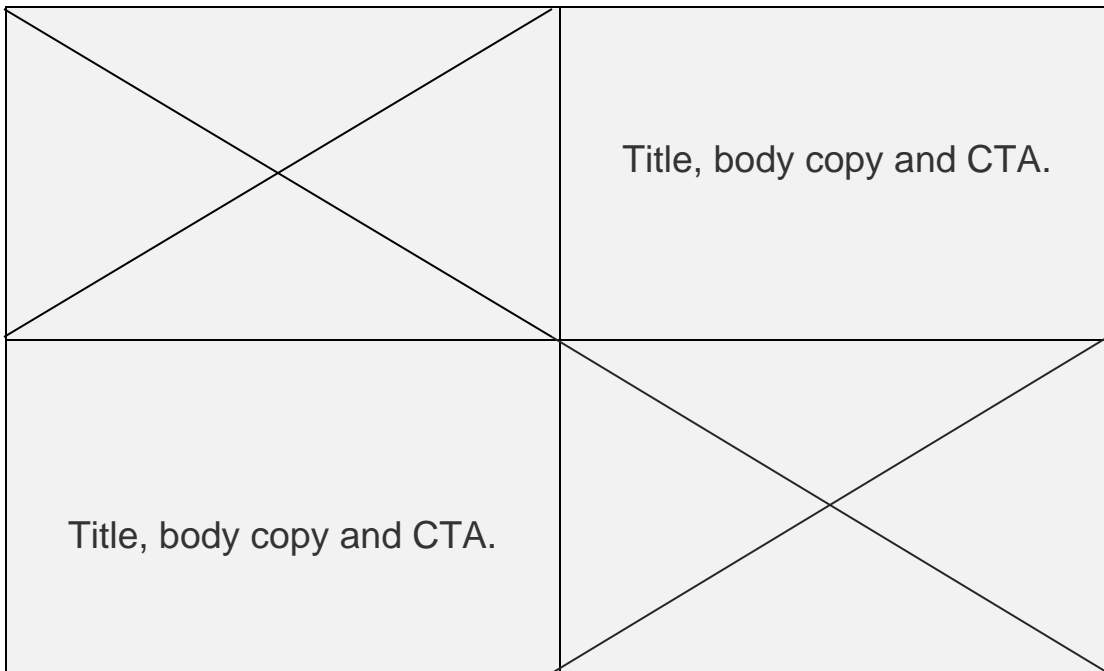
#### OLOF'S EDIT




#### GET THE LOOK

SHOP NOW →

## 13 – 50/50 grid (left and right)



/ News & Insights /



### News & Press


The way you worked has changed. At Irvine Company, we've evolved the traditional office to something much more modern.

LEARN MORE

### Elevate Blog

The way you worked has changed. At Irvine Company, we've evolved the traditional office to something much more modern.

LEARN MORE





## Maje

French brand Maje occupies the unique position between high street and high end, offering distinctly Parisian staples with a bohemian twist.

[SHOP NOW →](#)

## Sandro

Founded by husband and wife duo Didier and Evelyne Chétrite, Sandro balances the masculine-feminine equation with pretty lace dresses, silk shirting and sharp tailoring.

[SHOP NOW →](#)



## Self-Portrait

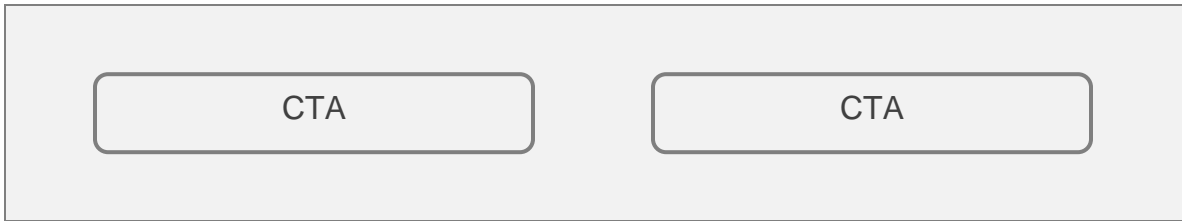
Self-Portrait corners the market in occasion dressing with its directional dresses in laser-cut lace; expect unique detailing and sheer panels in mini, midi and maxi lengths.

[SHOP NOW →](#)





## 14 – Two button action bar



Two or one button action bar as seen in Office and retail:

/ Get in Touch /



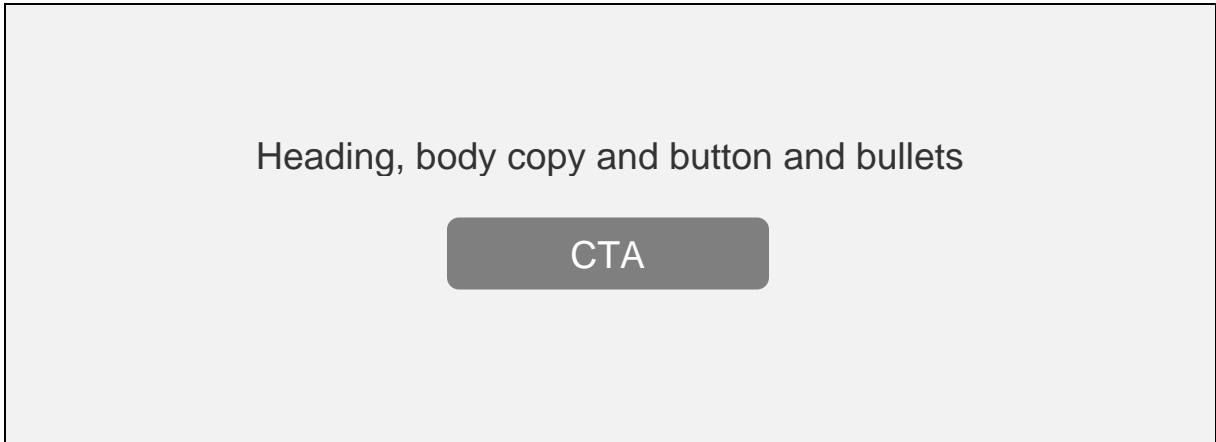
/ Get in Touch /



For broker inquires please contact leasing associate, Melanie Fields:



## 15 – Multi-purpose primary messaging



### / 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:



On IP site:

## Our Company

Irvine Pacific® sets a high standard for excellence that elevates homeownership on all levels. As homebuilders, we provide multiple premium product offerings that respond to your unique style and aspirations. Irvine Pacific is committed to providing a best-in-class experience, with a knowledgeable sales team, dedicated customer care professionals and a skilled construction team that are second to none.

We build neighborhoods throughout the Villages of Irvine® that enrich lifestyles and offer easy access to award-winning schools, major employment centers, premier shopping and dining destinations, resort-inspired amenities and permanently protected parks, trails and open space. Our approach builds on experience — both yours and our own — by providing research-driven design innovation and high-quality, sustainable homes that exceed your expectations and anticipate your desires. Our commitment builds on the proud 150-year legacy of Irvine Company culture, credibility, stewardship, financial stability and reinvesting in our local communities.

Office template:

### H3 Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla orci mi, bibendum quis dictum vel, pharetra eget orci [body text link #2287A0](#) et dolore magna aliqua. Aenean eu varius diam, ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate.

#### H4 LOREM IPSUM DOLOR SIT AMET

- Pallentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas
- Praesant velit neque, pulvinar ut dolor sit amet
- Sed convallis felis at ligula sollicitudin, vel eleifend eros ullamcorper. Sed leo nisi, tincidunt sed dui sit amet, feugiat dapibus tellus.
- Etiam vel una odio, pallentesque quis justo a orci bibendum volutpat.

PRIMARY CTA

## 16 – Numbered process

Design center welcome and customer care both need step-by-step directions:



**IRVINE PACIFIC**

# Welcome to the Irvine Pacific Design Center.

Dear Stephanie Celotto,

Congratulations on the purchase of your new Irvine Pacific home. As an Irvine Pacific homebuyer, you'll have access to our [Design Center at Woodbury™ Town Center](#). Now it's time to bring your creative vision to life.

In order to prepare for your first appointment, we encourage you to view the options and upgrades available for your home. Familiarizing yourself with these options will enhance your design experience. Follow the steps below to begin your Design Journey.


1. Visit [www.IrvinePacific/DesignCenter](http://www.IrvinePacific/DesignCenter)
2. Enter your username and password under Homeowner Catalog (see below)

Username: iphb  
Password: IPHB

3. Click submit
4. Start preparing your Wish List Selections – please note these selections are not final and are instead meant to be used as a tool in the design process.

We look forward to helping you create the home of your dreams!

Sincerely,  
Irvine Pacific Design Center  
[Contact Information & Directions](#)



About Irvine Pacific

[Pinterest](#) [Facebook](#) [Twitter](#) [YouTube](#)





## We Value Your Feedback.



Your returned survey qualifies you for a **DRAWING TO WIN A \$500 GIFT CARD\*!**

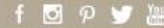
Hi Alexis,

As a valued Irvine Pacific homeowner we consider you part of the family and want you to know your opinion is important to us. You will soon be receiving an email from our survey partner Eliant that gives you the opportunity to share your feedback and rate your homebuying experience. The survey covers a range of categories from product education and personnel to your overall satisfaction with the quality of your new Irvine Pacific home.

Your input is better informed than you to provide such meaningful feedback. Your participation helps us focus on improvements in the future and will benefit the next generation of homebuyers. The entire Irvine Pacific team is committed to delivering a better homebuying experience and we look forward to your candid input on this valuable survey.

Sincerely,  
Irvine Pacific

Learn more about Irvine Pacific



## A Message From Your Customer Care Team

Dear Alexis,

Congratulations on the purchase of your new Irvine Pacific® home. After you familiarize yourself with your home, questions or issues may arise.

The most efficient way to have your questions or issues addressed is to submit a Service Request through "My Home Toolkit." Below is a step by step guide on how to submit these requests.

Sincerely,  
Irvine Pacific

### How to Submit a Service Request:

1. Visit [www.IrvinePacific.com](http://www.IrvinePacific.com) and click on "My Home Toolkit."
2. Enter email address and password information and click "submit." Your email and password are specific to My Home Toolkit and are usually setup during the online registration process. If you did not create a password then one was automatically created for you. Please note: the login credentials for My Home Toolkit may be different from the credentials setup for Dwelling Live during your New Home Orientation walk via the USB flash drive. For your convenience, a "Forgot Password" link is available on the login page of My Home Toolkit.
3. The Service Request form will display upon successful login.
4. Complete the form and provide a detailed description in the "Request" box that explains exact details of the requested service.
5. Click "Submit Request."
6. A confirmation email will be sent to the email address entered on the form and you will be contacted by a Customer Care Representative.
7. If you need further assistance or have any difficulty completing the online service request, please contact Customer Care Helpline.  
Customer Care Helpline: 949-720-2295 | Monday - Friday, 7am - 4pm  
After Hours Emergency Contact: 949-720-6202

About Irvine Pacific



Step by step module with numbers:

Here's how the Aspiration Summit Account works:

- 1

We bring you a high-interest rate, no monthly maintenance fee checking account you can't get anywhere else.
- 2

The only money we make comes from the "tips" you believe are fair.
- 3

Our company donates ten cents of every dollar we make to charities helping struggling Americans build a better life.

Ready to join our revolution?

[Join Now](#)

#### What are the next steps?

- 1

Sync your existing products with Printful or add new products with the push generator.
- 2

Watch the orders roll in.
- 3

We'll ship them and send you a notification about it.

We highly suggest you watch this in-depth [video](#) of how to set up your Shopify store with Printful. As an example, they've used t-shirts.

## RESOURCES FOR YOU

**1**

### **First Steps**

Follow these steps and learn how to use Qards.

---

**2**

### **Video Tutorials**

See our tips and tricks in action.

---

**3**

### **F.A.Q.**

Answers to Frequently Asked Questions.

## NEED ANY HELP?

If you need any help or you have suggestions,  
[please just ask.](#)

## 17– Call out box

Username: xxxxxx  
Password: xxxxxx

CTA

As seen in password reset email:

 **IRVINE PACIFIC®**



*Forgot Your Password?*

Dear <name>,

Per your request, your username and password are listed below.  
**Click here** to log into your account with username and password.

USERNAME: NAME@EMAIL.COM PASSWORD: L0FFCGXT
--

Thank you,  
Irvine Pacific

ABOUT IRVINE PACIFIC

 Learn more about our commitment to water conservation.

Call-out box – centered, not full-width with CTA - nice for short call-out boxes like password reset above:

## Thanks for signing up!

Dressing well is about to get much easier.

Your spot in line is currently **34,681**.

You're ahead of the pack, but you can jump ahead even further if you share your invite link with friends:

**Copy and Share Your Invite Link:**  
<http://okmylo.com/xxxxxxxx/xxxxx>

The more friends sign up, the faster you'll get in!

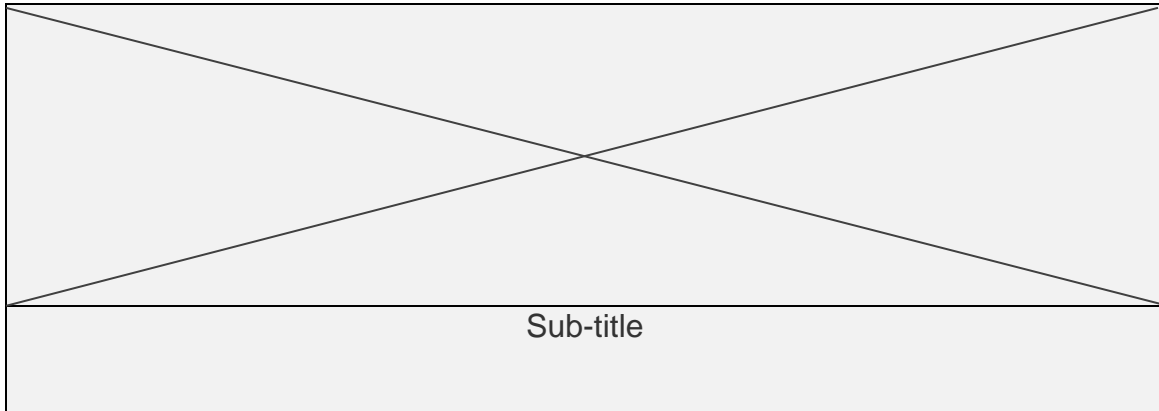
See your place in line:

<http://okmylo.com/?xxxxx=xxxxx@xxxxxxxxxxxxxxxxxxxxx.xxx>

Talk soon,  
- Daniel

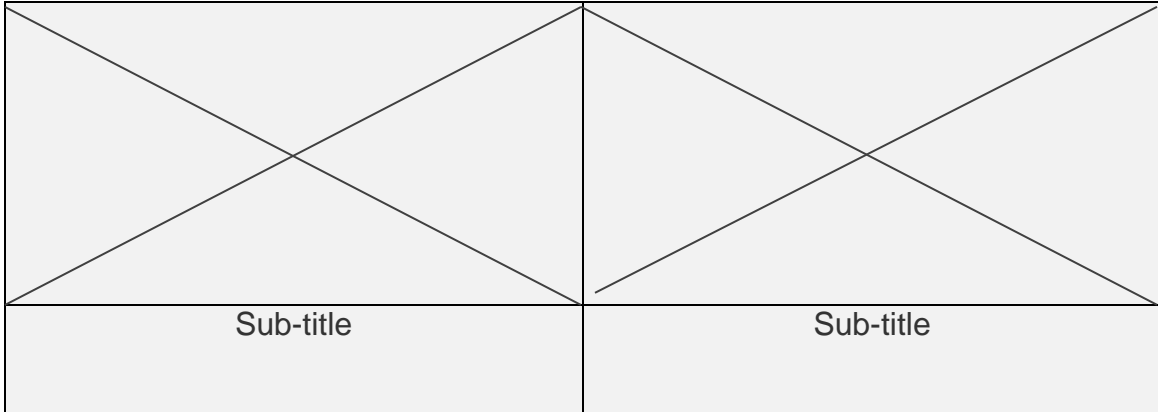
## 18 – Standalone fluid image

This can be combined with any copy module, it will have a live text sub-title under the image so can be also used on its own or stacked.



19 – Spilt header image (stacks on mobile).

These can be combined with any copy module or on its own.



As seen in IP emails:



As seen in Retail email, (stacks on mobile):

Orange County's Airport Area is an invigorating mix of office, industrial and retail businesses that surround John Wayne Airport and form the recognized hub of commerce for the county.



Invigorating mix of office, industrial and retail businesses

Many high-profile corporations choose to office this area including Microsoft Corp., The Coca-Cola Corp., St. John Knit Inc., Ernst & Young, and Edwards Lifesciences. Within alking distance of The Square is Executive Park and Skypark Business Center, premier office centers totalling 660,000 square feet, as well as the popular 120,000-square-foot Equinox fitness and health club.

Orange County's Airport Area is an invigorating mix of office, industrial and retail businesses that surround John Wayne Airport and form the recognized hub of commerce for the county.

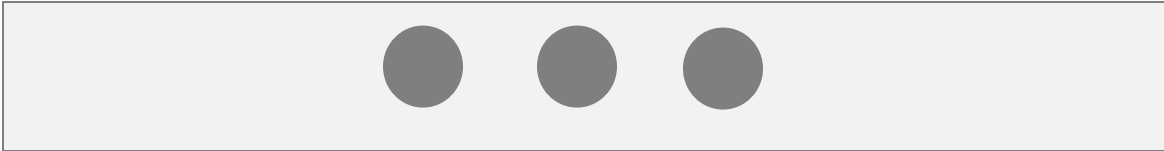


Invigorating mix of office, industrial and retail businesses

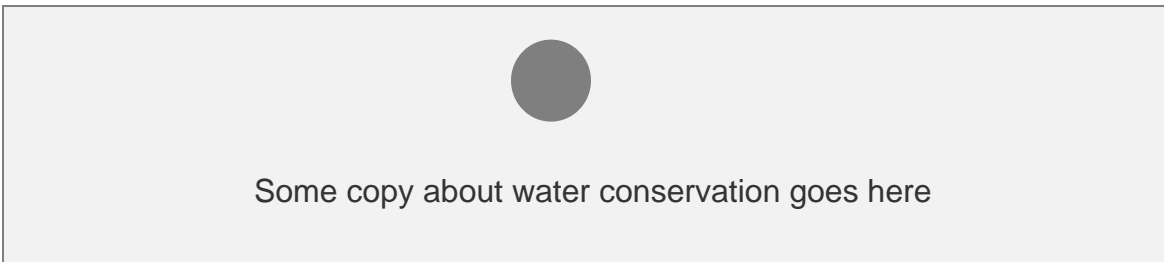
Many high-profile corporations choose to office this area including Microsoft Corp., The



## 20 – Social and water conservation



As seen on the IP site:



As seen on IP site



# Legal footer

As seen on the site. We could use the button for the Privacy Policy update, then a list for various other links with small print and VOI logo not seen underneath:

*Join Our Interest List*

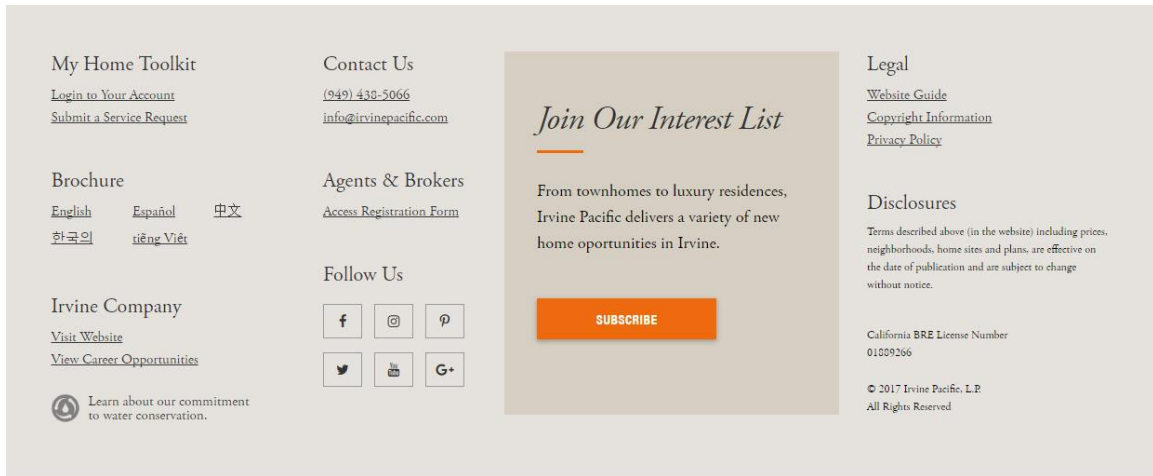
---

From townhomes to luxury residences, Irvine Pacific delivers a variety of new home opportunities in Irvine.

**SUBSCRIBE**

- My Home Toolkit +
- Brochure +
- Irvine Company +
- Contact Us +
- Agents & Brokers +
- Follow Us +

Looks like this spread out on desktop:



# Proposed scalable Gmail module list v2

The Gmail build is a fixed-width, narrow template with standard fonts. We want to keep it simple, one or two columns maximum so its scales down well.

Below is our module list v2 draft, totaling 7 modules for the Gmail build:

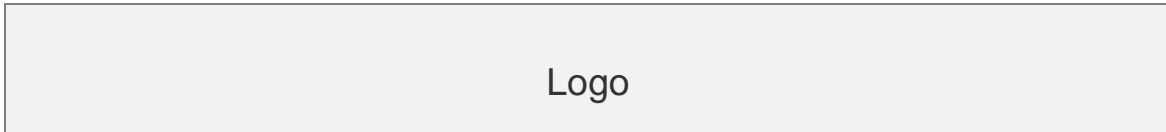
1. Header with pre-header and logo
2. Hero (Image, body and CTA)
3. Two column (Image top, text below)
4. Primary messaging
5. 50 / 50 (Image left)
6. Social and water conservation
7. Footer legal

# Proposed scalable Gmail module list detail v2

Below is our module list draft v2 detail, totaling 7 modules for the Gmail build:

## 1 – Header with pre-header and logo

Descriptive pre-header text and online link



As seen here:

There's something for everyone at Portola Springs!  
View this email in your [web browser](#).

**PORTOLA  
SPRINGS<sup>®</sup>**  
VILLAGE

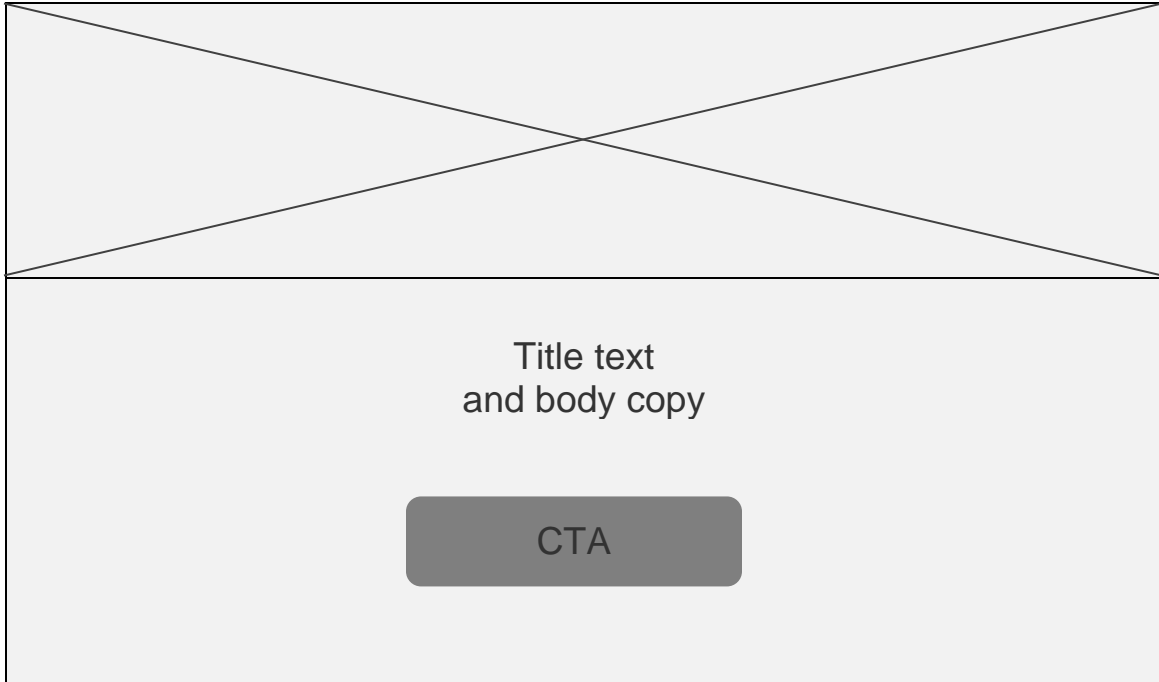
VOI often places the neighborhood logo at the top

Live and thrive within the Villages of Irvine, surrounded by nature and open space.  
View this email in your [web browser](#).

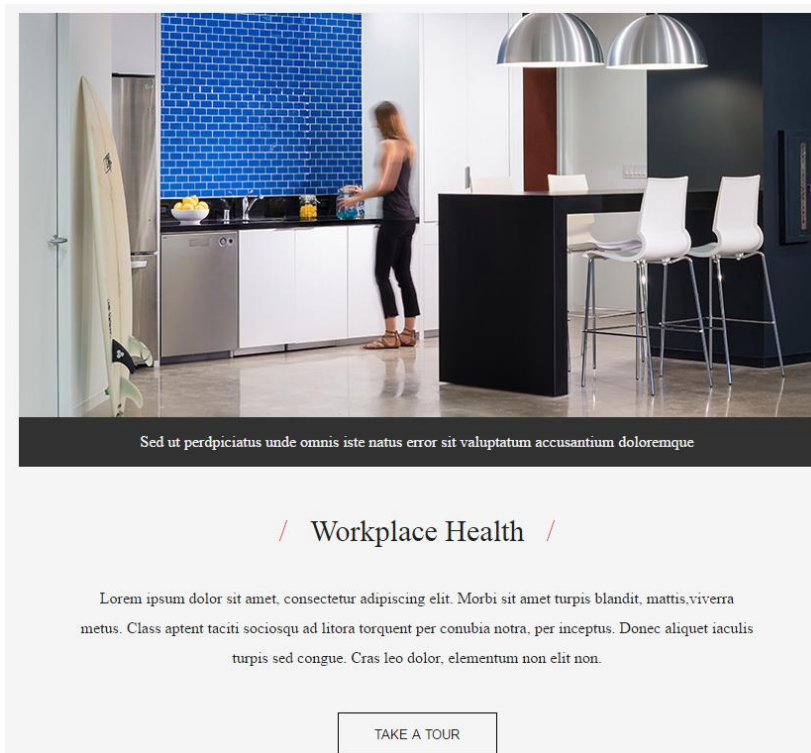


With VOI logo in header

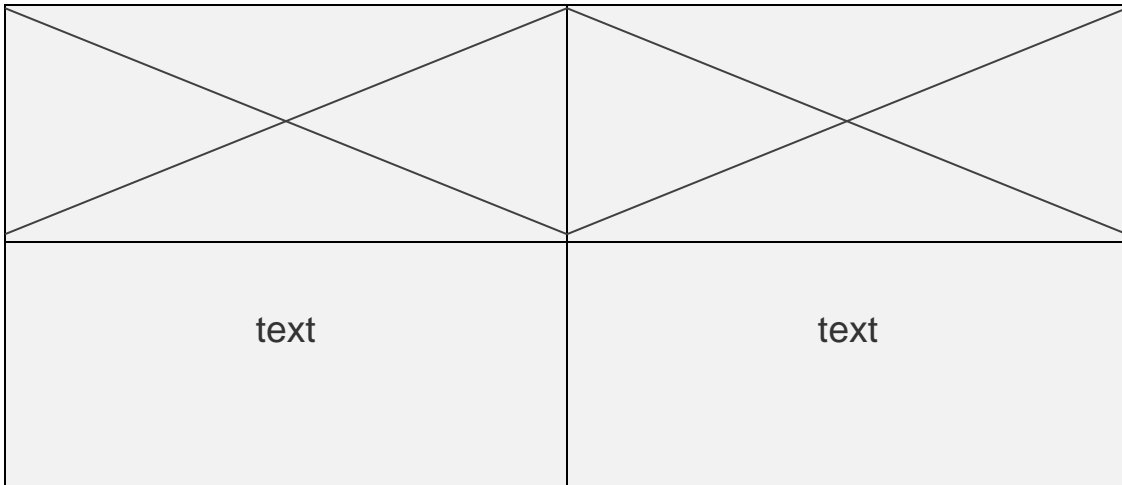
## 2 – Hero image one (Standalone image with text and CTA below)



As seen here:



### 3 – Two column

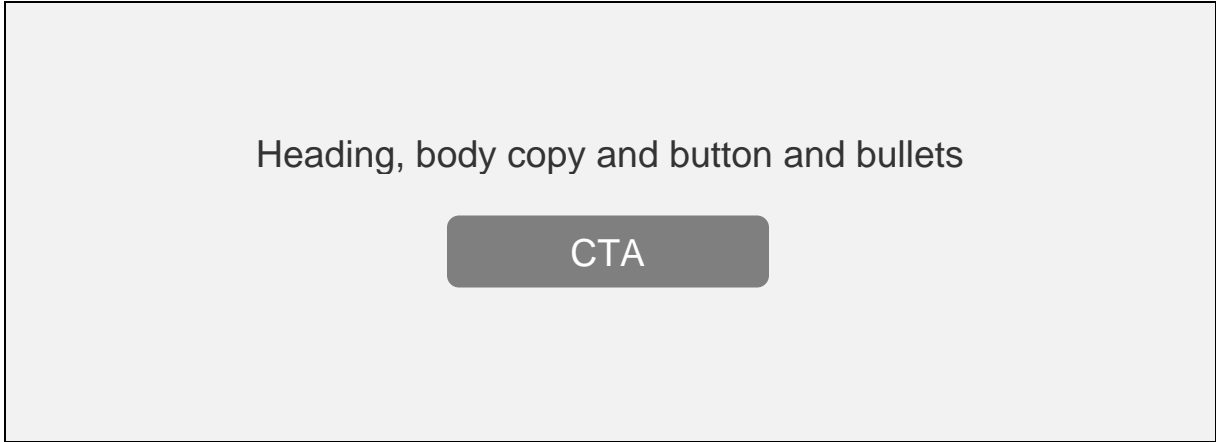


As seen in:

NEIGHBORHOODS IN CYPRESS VILLAGE

	
<b>Lantana »</b>	<b>Tristania »</b>
<b>Now Selling</b>	<b>Now Selling</b>
California Pacific Homes 1,231 - 1,590 Sq. Ft. Low \$500,000's (949) 833 - 6153	California Pacific Homes 1,606 - 1,934 Sq. Ft. High \$600,000's (949) 833 - 6159

## 4 – Primary messaging



### / News & Press /

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VIEW ALL

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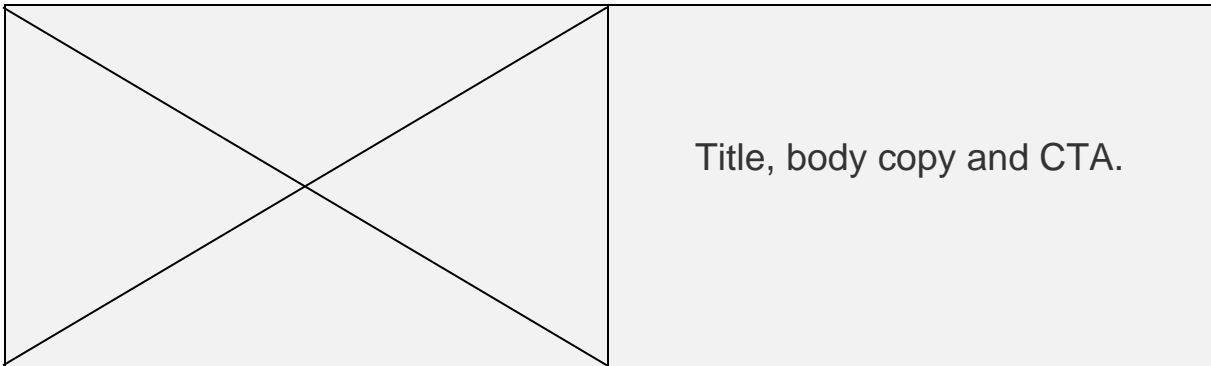
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PRIMARY CTA



5 – 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...

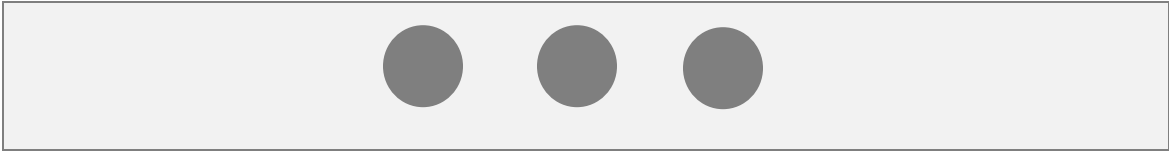
[READ MORE >](#)

*tag one, tag two, tag three*

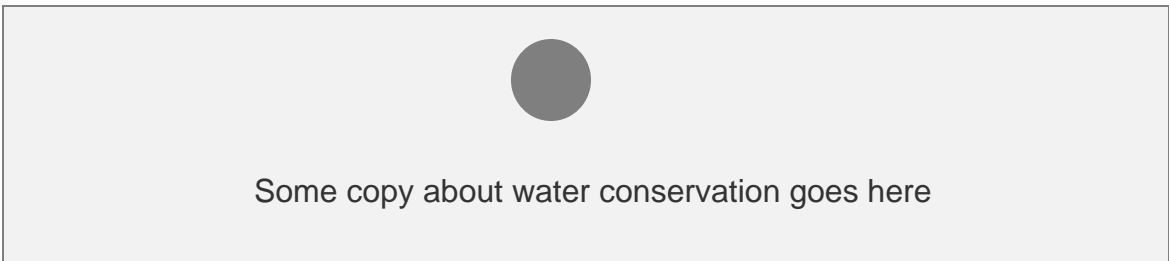
**Introducing Next-Gen, Flexible Office Space At 200 Spectrum**

MARCH 08, 2016 | CATEGORY

## 6 – Social icons and water conservation



As seen on VOI site



As seen on VOI site



Learn more about our commitment to  
water conservation.

## 7 – Footer legal with VOI logo

# Legal footer

As seen on the site:

[Sales Office Directory](#)


[Keep Me Informed](#)

[Career Opportunities](#)

[Website Guide](#)

[Privacy Policy/Terms](#)

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Floor plans, renderings & pricing are subject to change without notice

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*"Masterfully Planned by the Irvine Company" means that the Irvine Company created the master land plan for all Irvine Company communities. The "master land plan" includes the overall entitlement and design of each community but does not include the design, construction and sale of homes. The design, construction and sale of homes is the sole responsibility of community builders. The Irvine Company is not designing, constructing or offering homes for sale in any community.*

 **IRVINE COMPANY**  
Since 1864

# Pricing

We charge a flat rate of \$500 (US) per responsive module and \$400 scalable. While some modules may be more complex than others, we figure it all evens out in the end.

The number of modules varies from project to project. 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.

## VOI responsive modular system v2:

Based off of this assessment, we are estimating 20 modules: cost of \$10,000.

## IP responsive modular system v2:

Based off of this assessment, we are estimating 21 modules: cost of \$10,500.

## Scalable Gmail modular system v2:

Based off of this assessment, we are estimating 7 modules: cost of \$2,800

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

## Deliverable

Three Master HTML systems; one each for VOI, IP and Gmail along with any supporting image assets. QA is carried out on real devices in our lab, we also send along a Litmus preview.

## Next Steps

- 1 – Review this v2 draft
- 2 – Call to discuss or send along feedback in an email
- 3 – If needed create a module list v3
- 3 – Place final module list in a SOW with a timeframe
- 4 – Mock up a few modules for review to make sure we're on the right track

## Questions

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

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