

Irvine Company

Residential email modules v3.

StyleCampaign



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Content

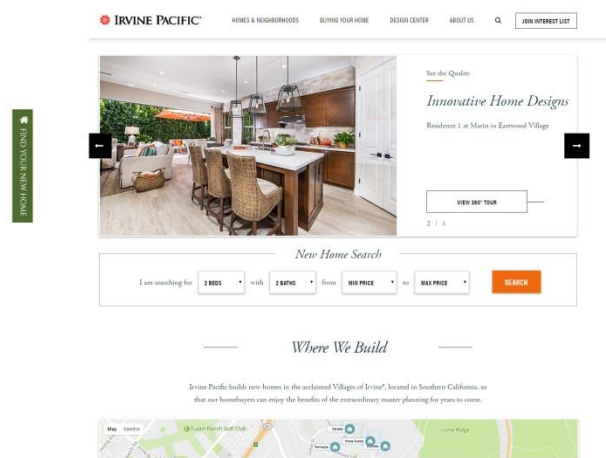
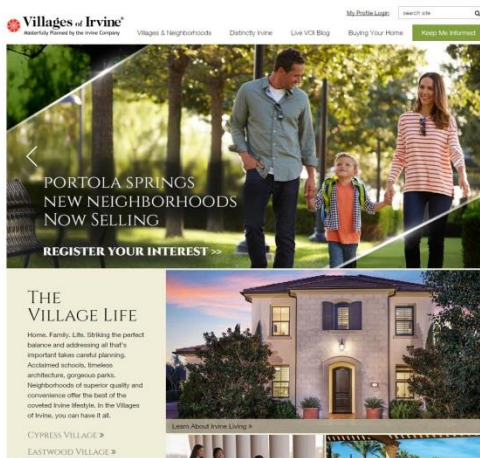
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Audience

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 v3

Below is our module list draft v3, totaling 19 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. 2-column bullet list
11. Primary messaging
12. 50 / 50 grid
13. Amenities table
14. Two button action bar
15. Two column sales office
16. VOI blog header

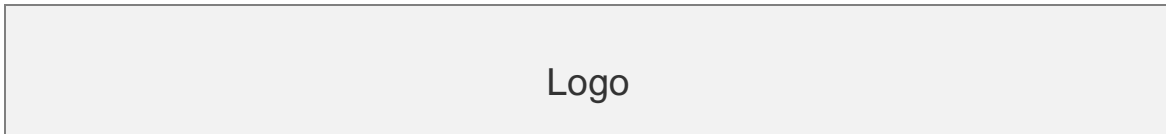
17. Slogan
18. Social and water conservation
19. Footer legal

Proposed VOI modules detail v3

Below is our module list draft v3 for VOI, totaling 19 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

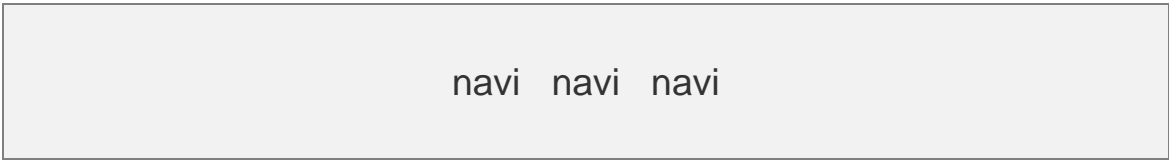
VOI often places the neighborhood logo at the top

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



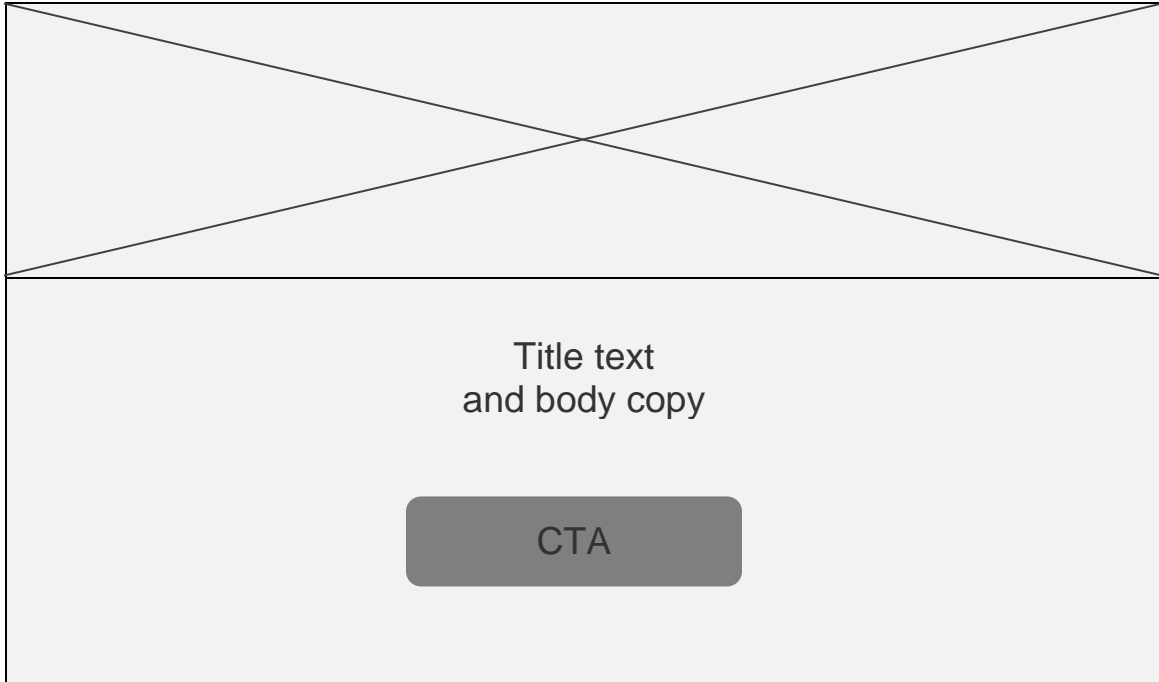
As seen here on the VOI site:



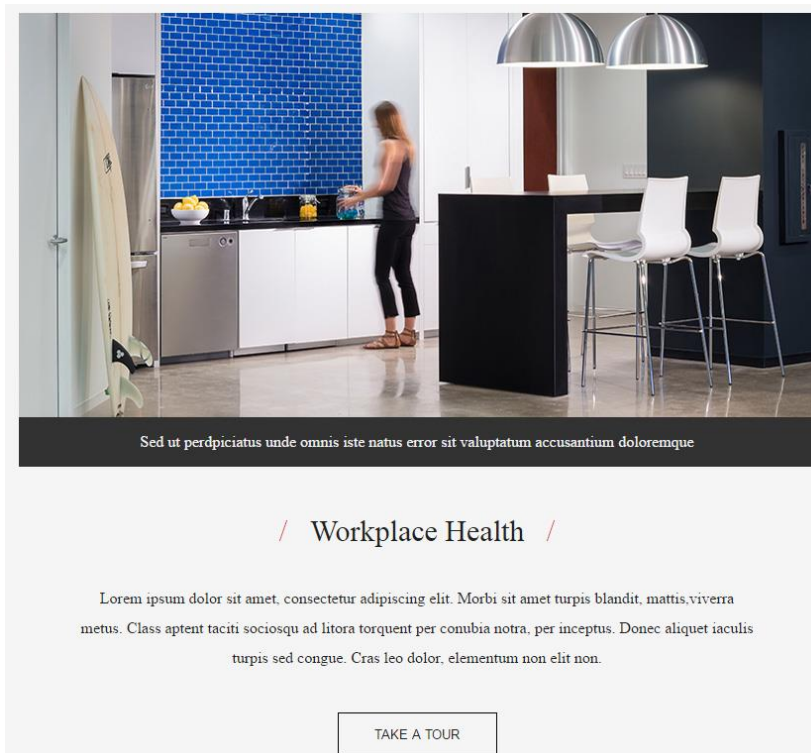
As seen here from a VOI email:



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



As seen here:



Delano Grand Opening March 25th 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.

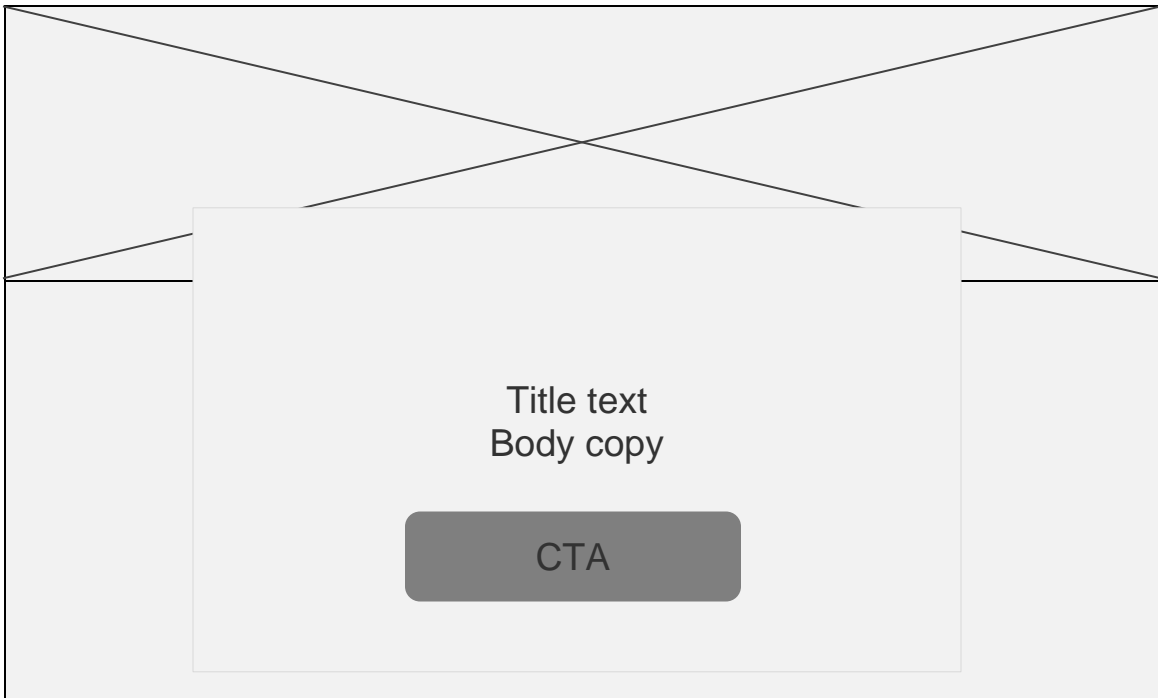
Welcome to Cypress Village, a distinctive village with everything families need and desire to thrive. Living here makes every day one great adventure, with acres of parks to discover, award-winning Irvine schools and premier shopping and dining opportunities just minutes from home! Make a splash at your 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](#)

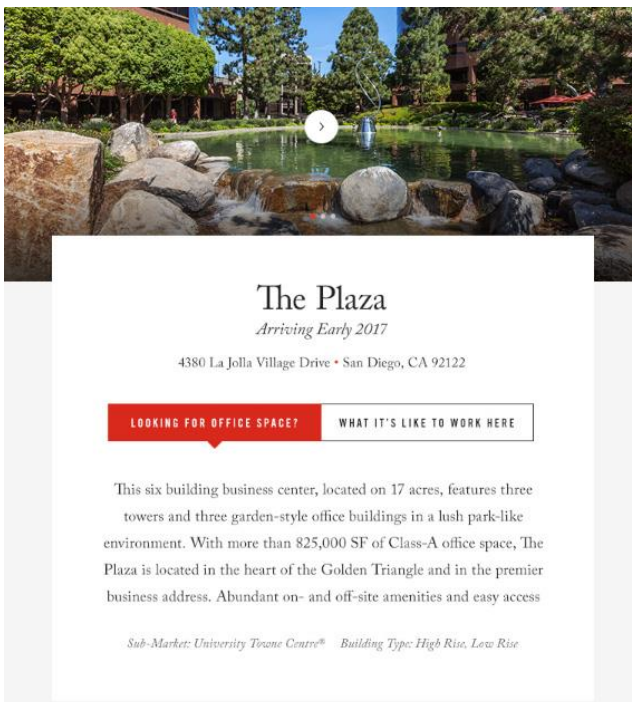
[✔ Join Village Interest List](#)

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

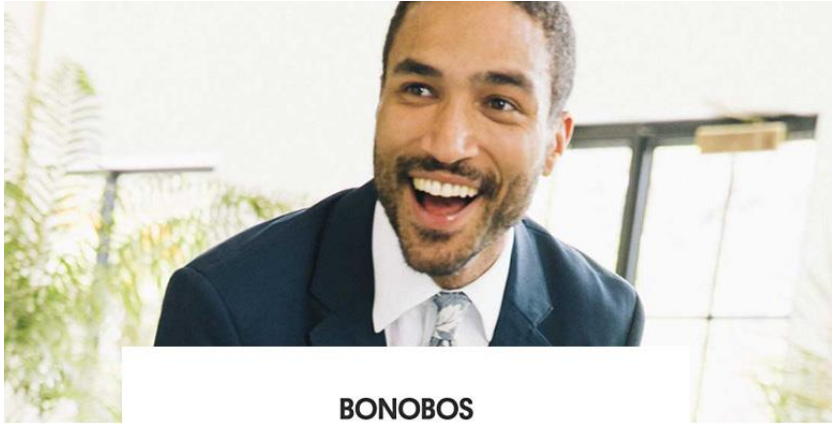
3 – Hero image two (Intersect)



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:

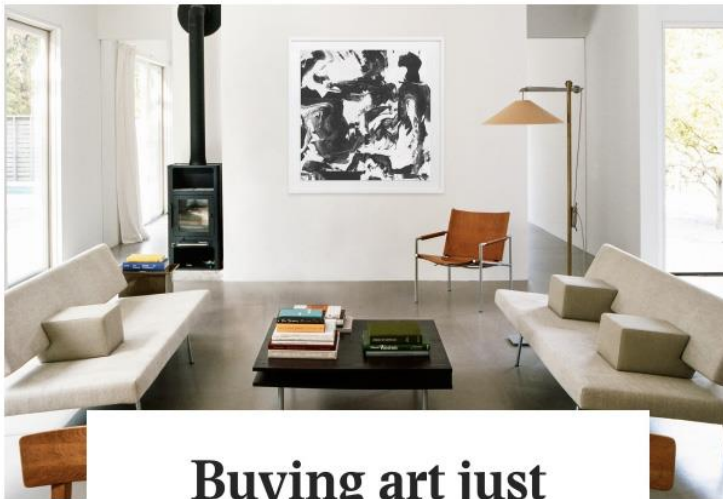


BONOBOS

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 »

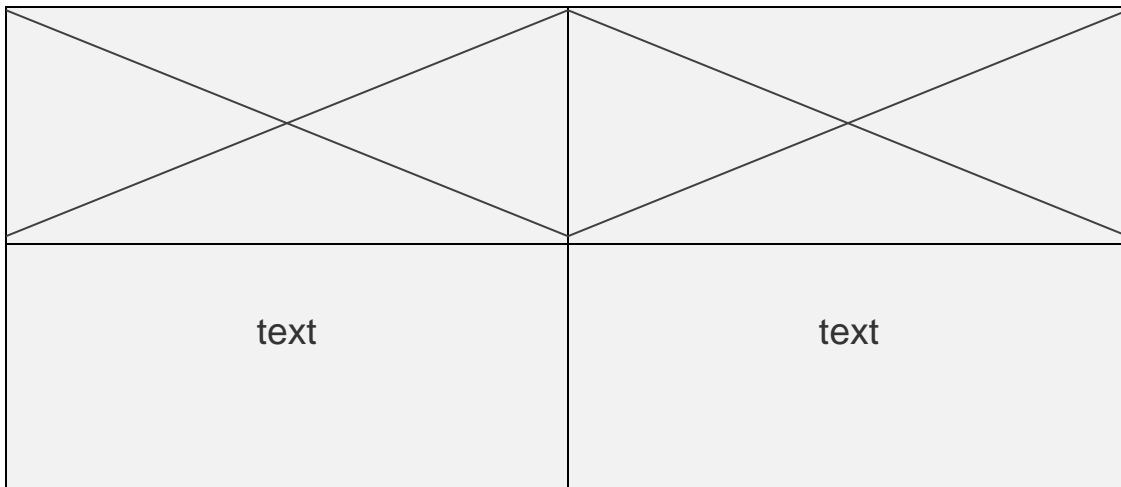
HIDDEN CANYON »

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

	
Lantana »	Tristania »
Now Selling	Now Selling
California Pacific Homes	California Pacific Homes
1,231 - 1,590 Sq. Ft.	1,606 - 1,934 Sq. Ft.
Low \$500,000's	High \$600,000's
(949) 833 - 6153	(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° | [📷](#)



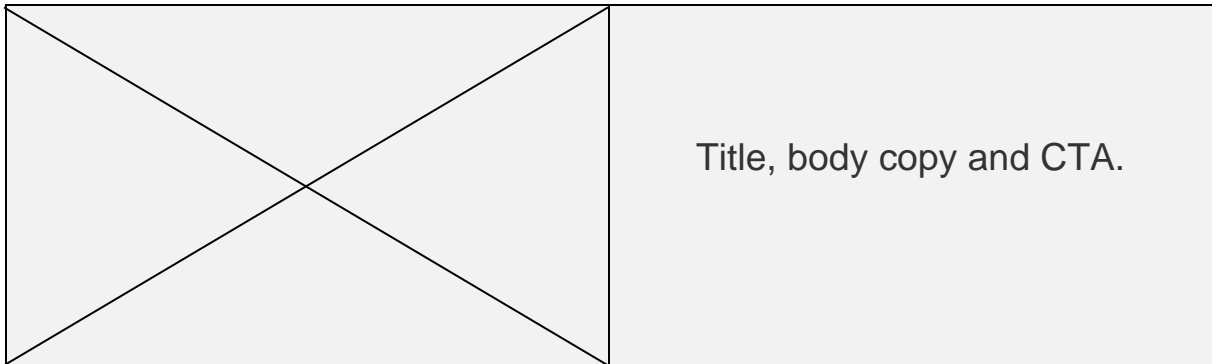
NextGen Campus Office: Sand Canyon Bus. Ctr.

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...

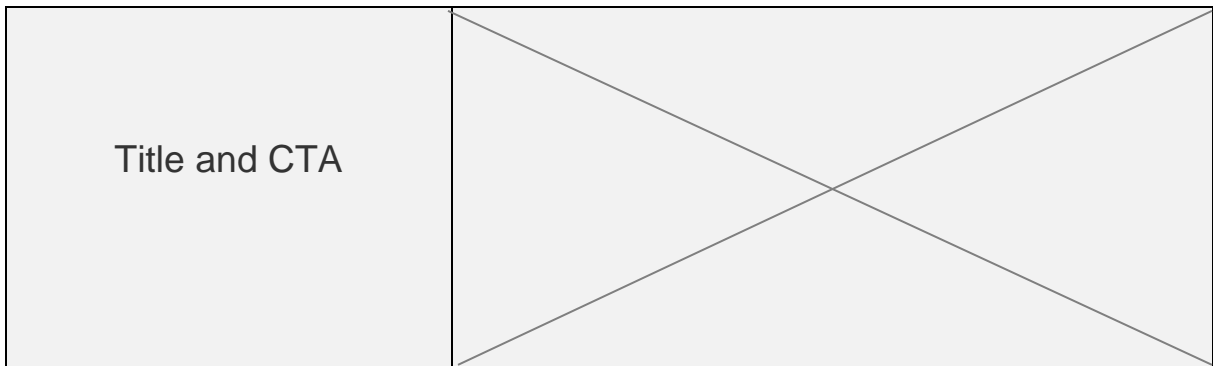
[READ MORE >](#)

tag one, tag two, tag three

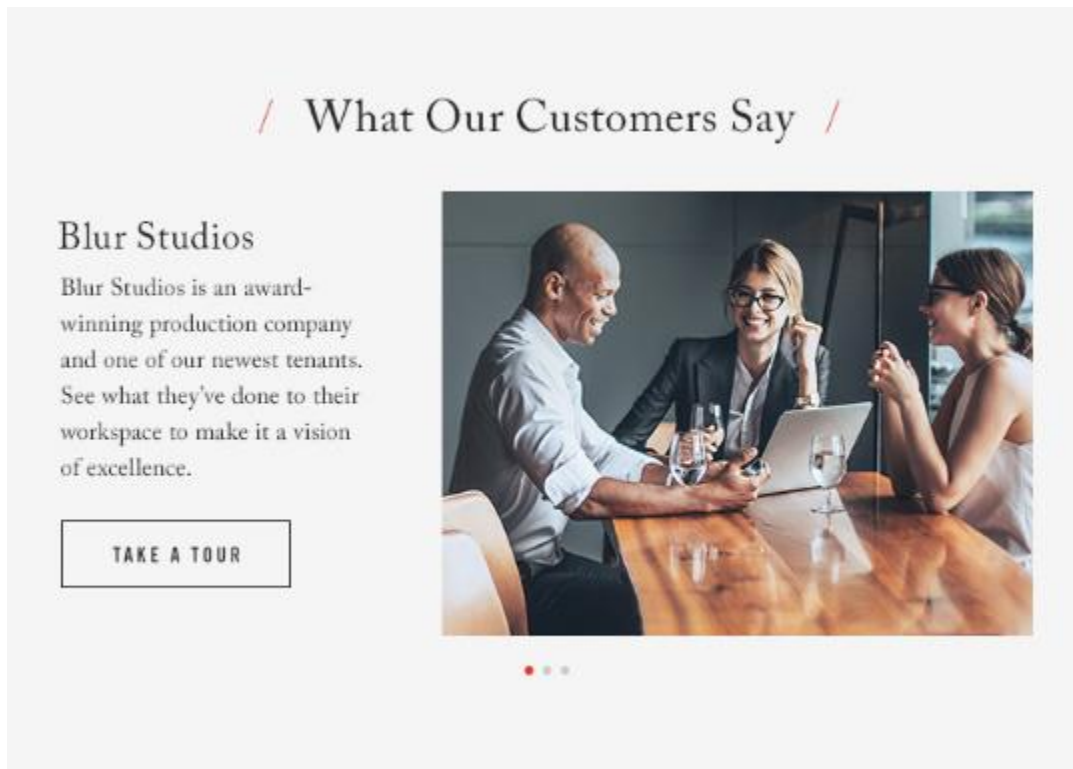
Introducing Next-Gen, Flexible Office Space At 200 Spectrum

MARCH 08, 2016 | CATEGORY

7 – 70/30 split



As seen here in Office:





Scandinavian
Modern Loft
by Sigmar

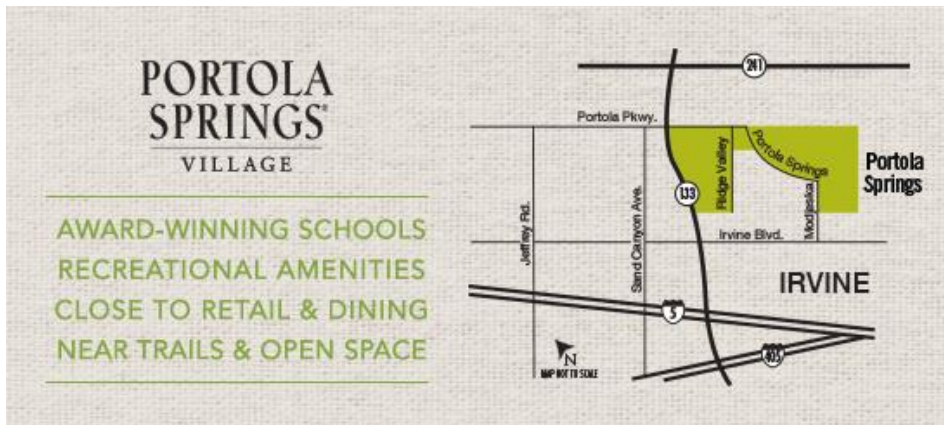
[VIEW THE PROJECT](#)

VitraHaus
Installation
by Studioilse

[VIEW THE PROJECT](#)

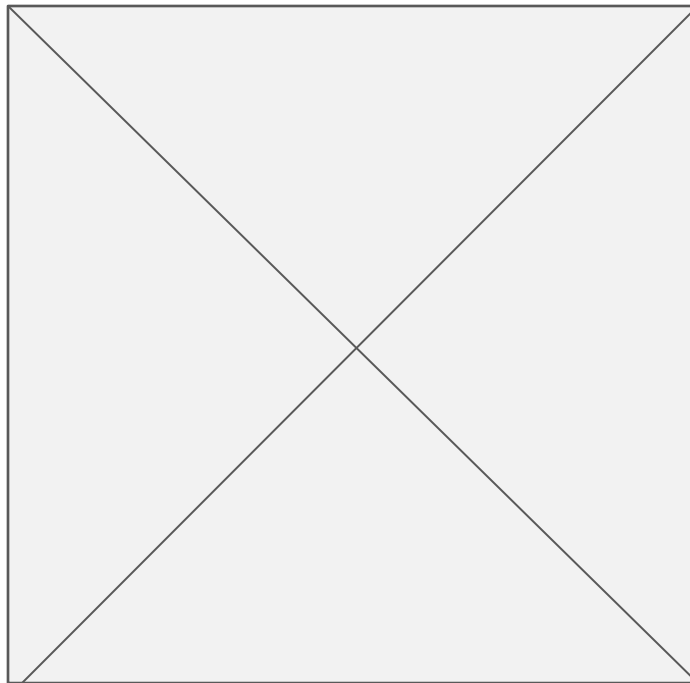


As seen here map image and link to [view online](#) :



8 – Map / floor plan hero

Title name of Village
Village map



View map

As seen here:



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



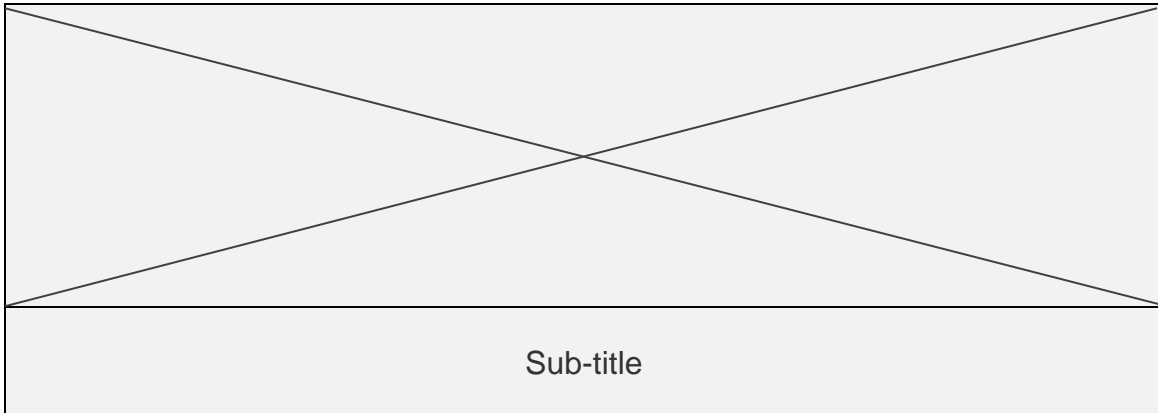
WRAP IT UP

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 - 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

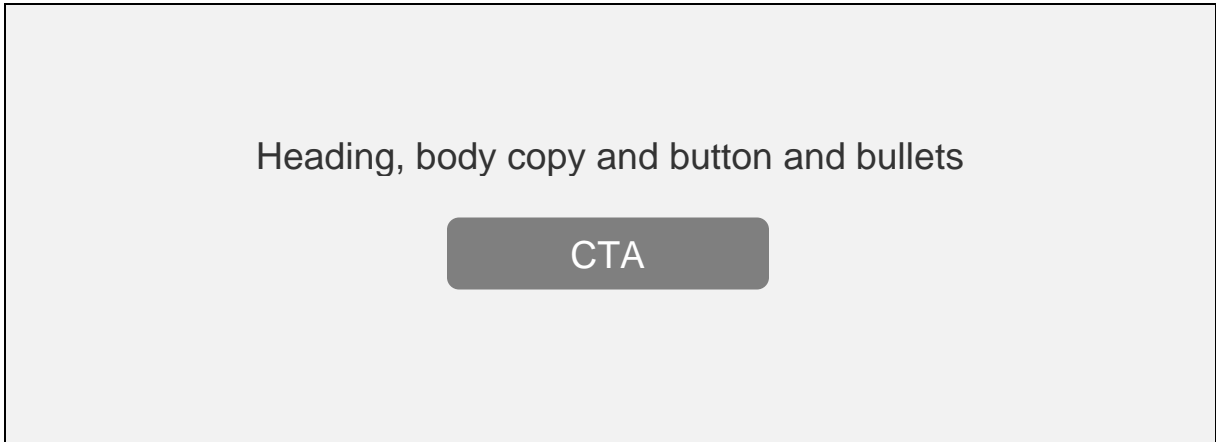
CYPRESS COMMUNITY PARK

- 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

11 – 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

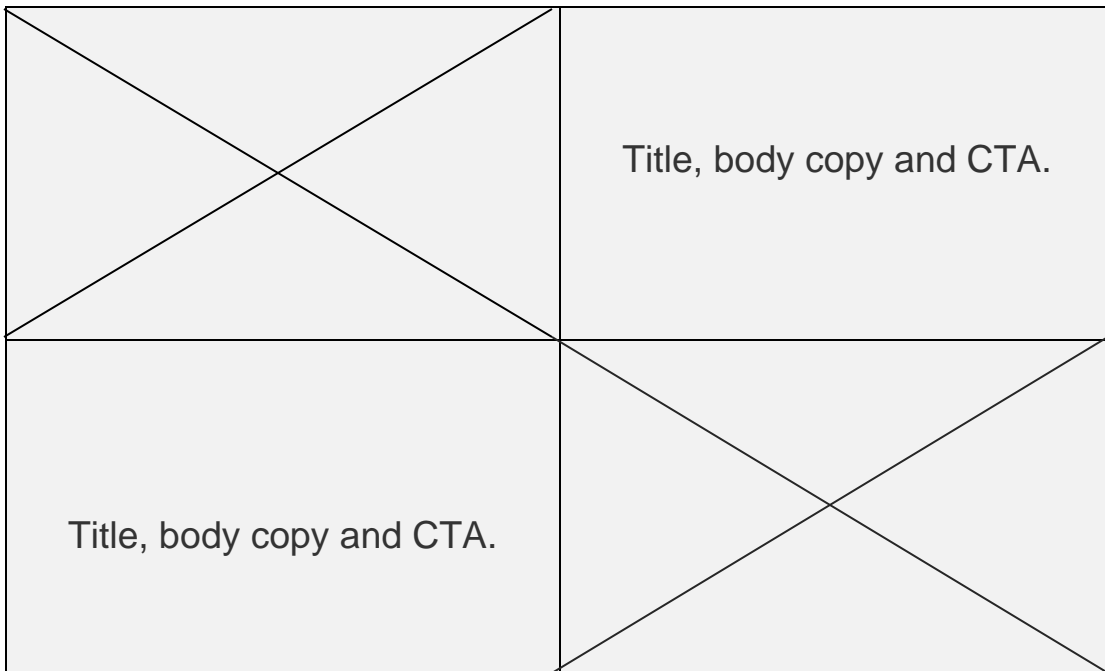
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla orci mi, bibendum quis dictum vel, pharetra eget orci [body text link #2287A0](#) et dolore magna aliqua. Aenean eu varius diam, ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate.

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

12 – 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](#)

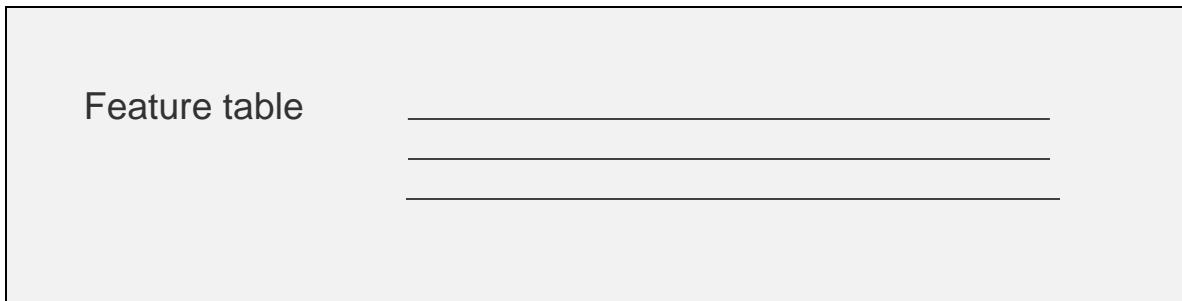
Elevate Blog

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

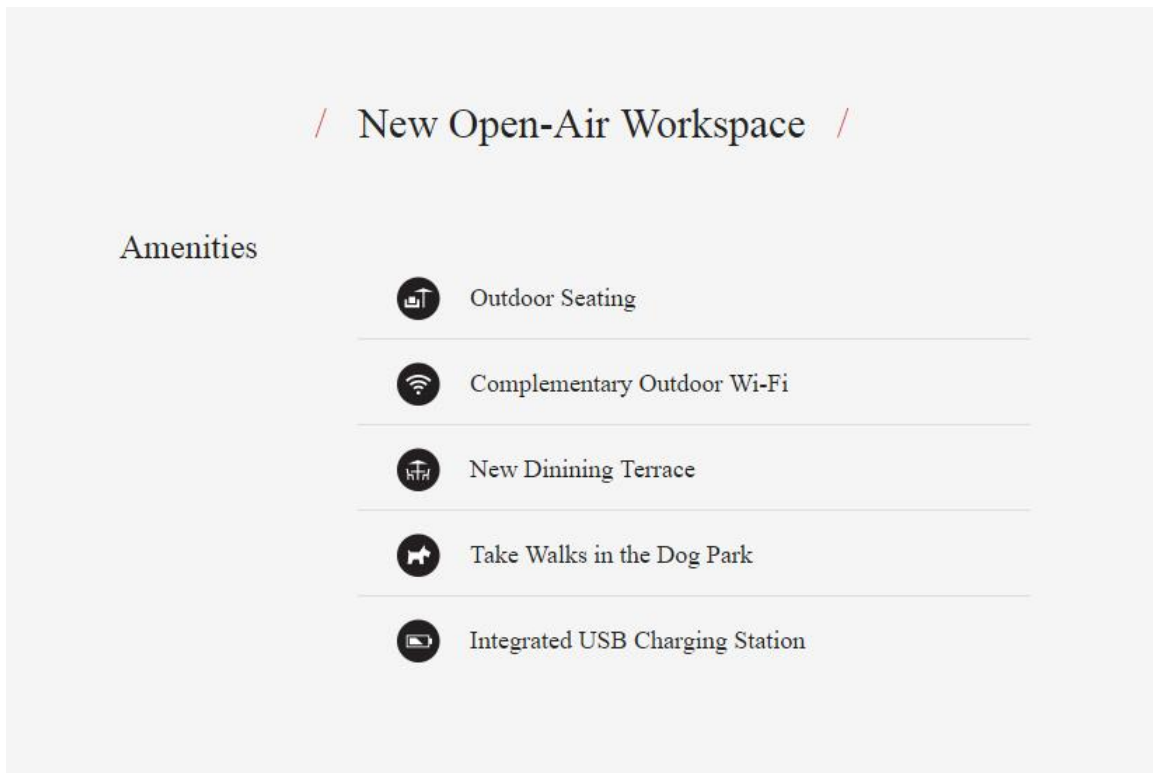
[LEARN MORE](#)



13 – 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 sidebar on the right provides detailed information about the village, including a list of neighborhoods, amenities, and features.

Shopping **Village Map** **Directions** **Village Living**

← Show All Villages Center to Village

CYPRESS VILLAGE

NEIGHBORHOODS

- 1** Lantana
- 2** Trellis Court
- 3** Tristania

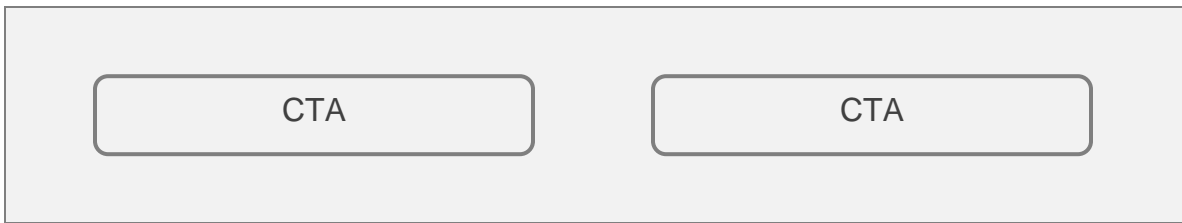
AMENITIES

- Schools
- Parks
- Trails
- Retail

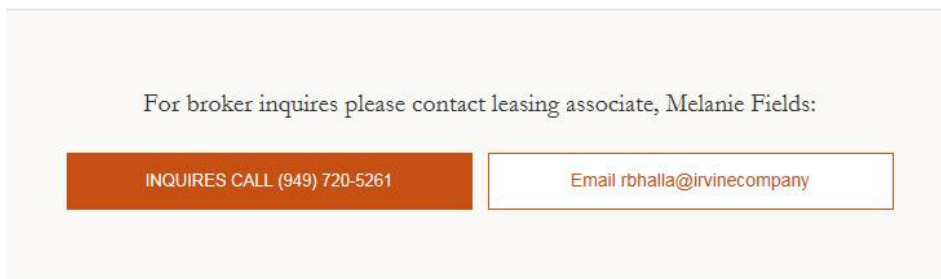
FEATURES

- Golf
- Jeffrey Open Space Trail

14 – Two button action bar



Two button action bars for broker contacts:



15 – 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

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

As seen in Office:

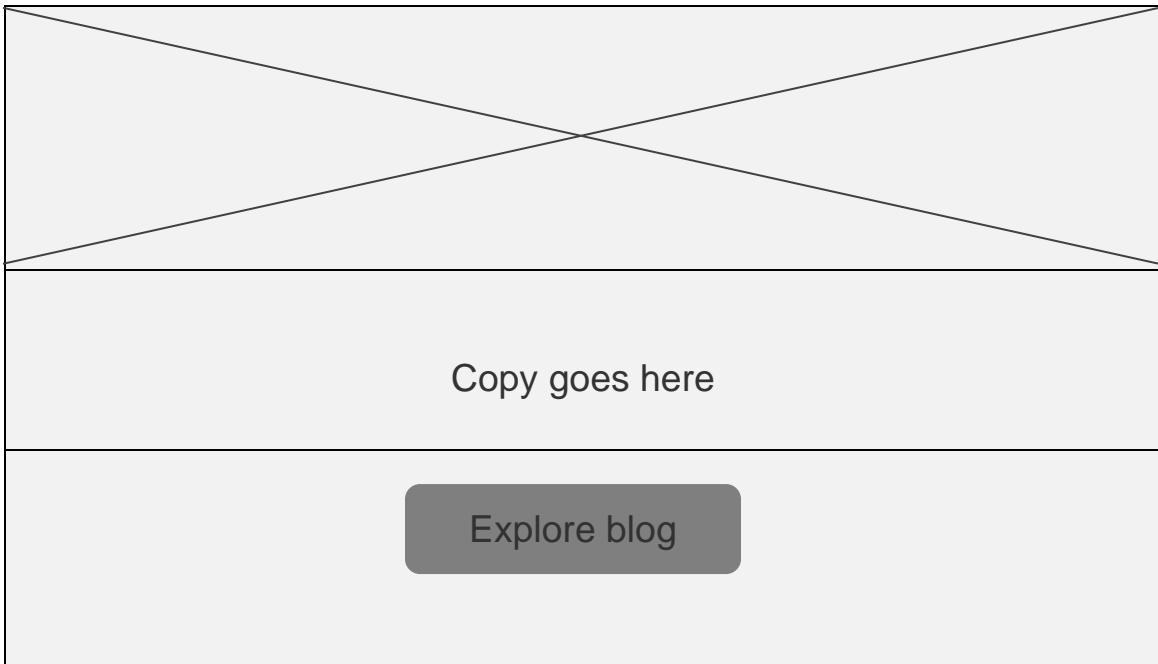
/ Featured Brokers /

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 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

16 – VOI blog header



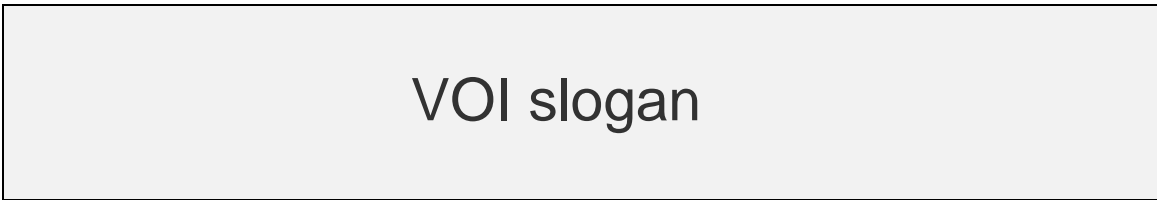
As seen on VOI site (full width header logo):



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



17 –Slogan (live text)



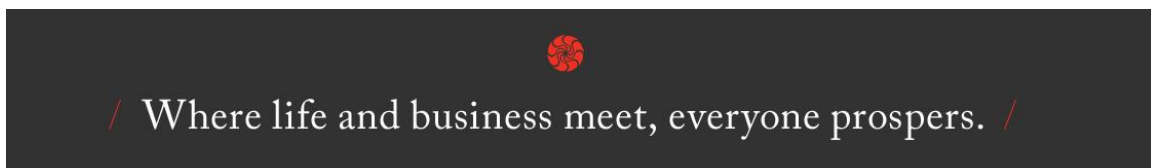
As seen on the VOI site:

Masterfully Planned by the Irvine Company

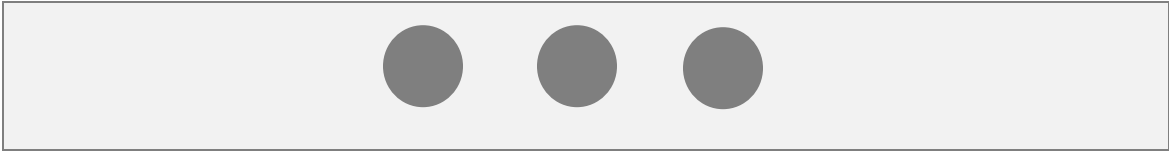
Could also be used for, 'Brokers Welcome' as its live text:



As seen in Office:



18 – Social icons and water conservation



As seen on VOI site



As seen on VOI site



Learn more about our commitment to
water conservation.

19 – 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

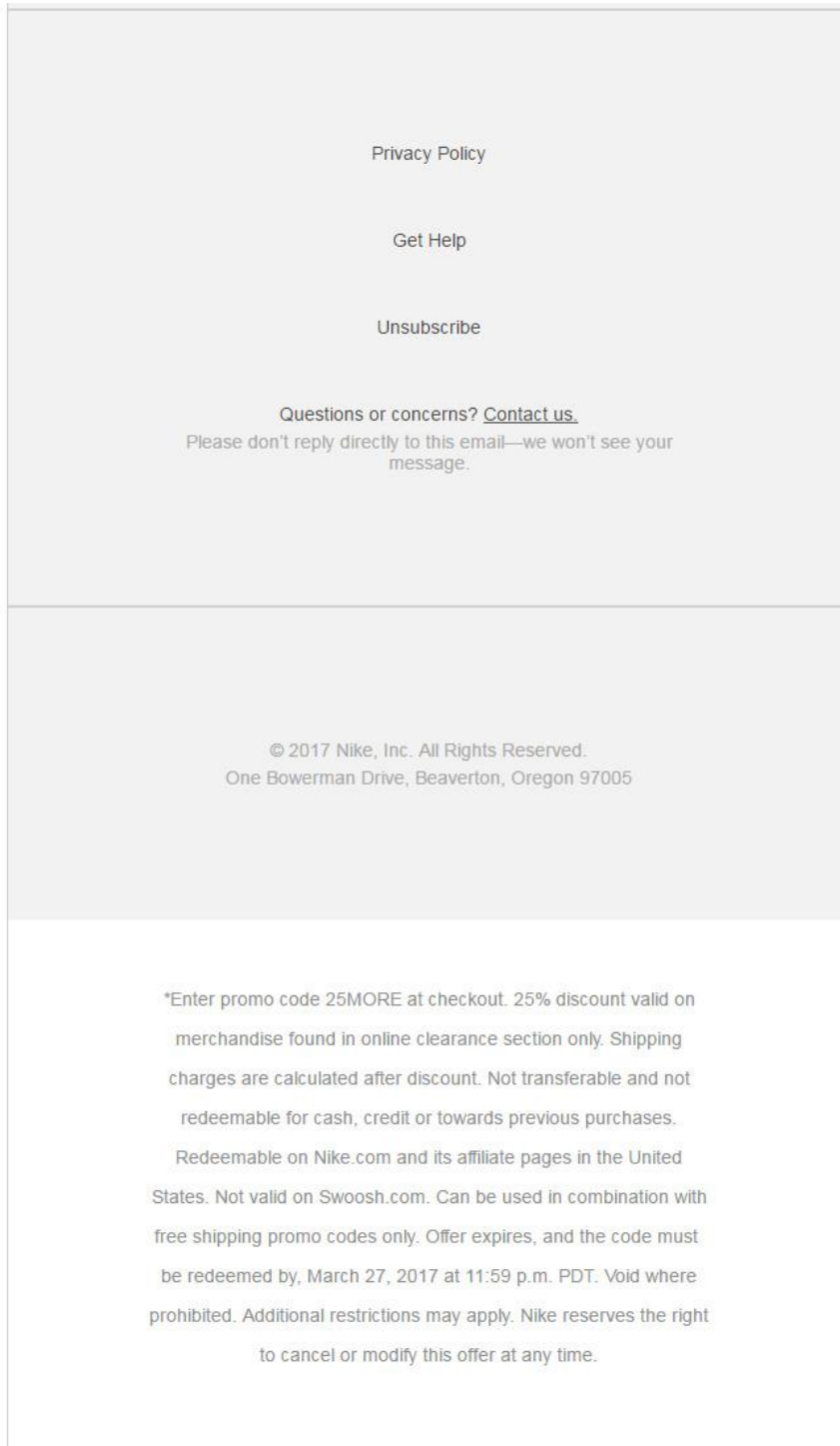
[Villages of Irvine Overview Brochure](#) [English](#) | [Español](#) | [中国](#) | [한국의](#) | [tiếng Việt](#)

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.



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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Proposed IP module list v3

Below is our IP module list draft v3, totaling 19 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. 50 / 50 grid
12. Two button action bar
13. Multi-purpose primary messaging
14. Numbered process
15. Call-out box
16. Standalone fluid image

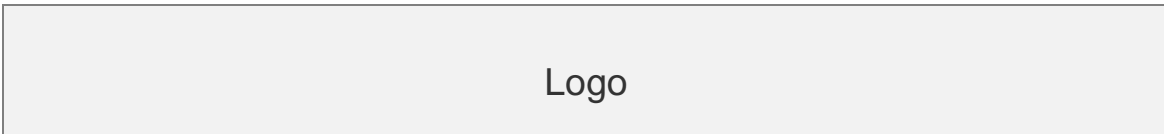
17. Split header image
18. Social and water conservation
19. Footer legal

Proposed IP modules detail v3

Below is our module list draft v3, totaling 19 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](#).

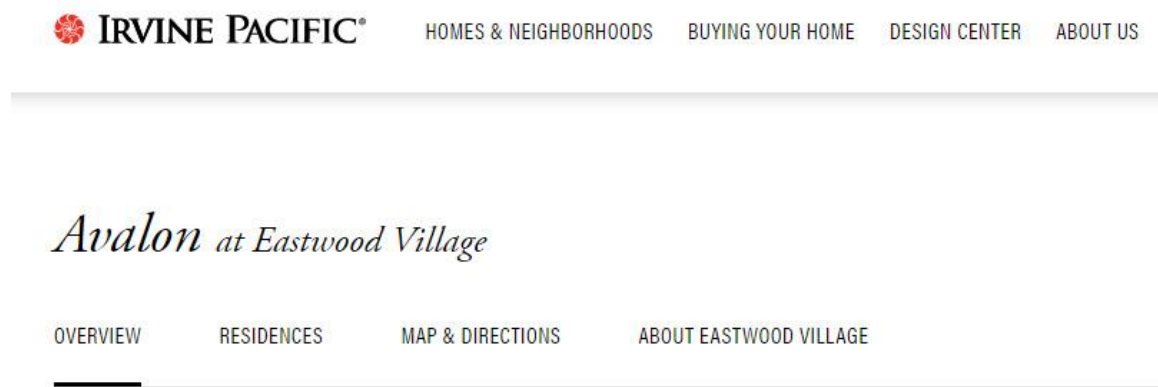


IP logo tends to stay in header

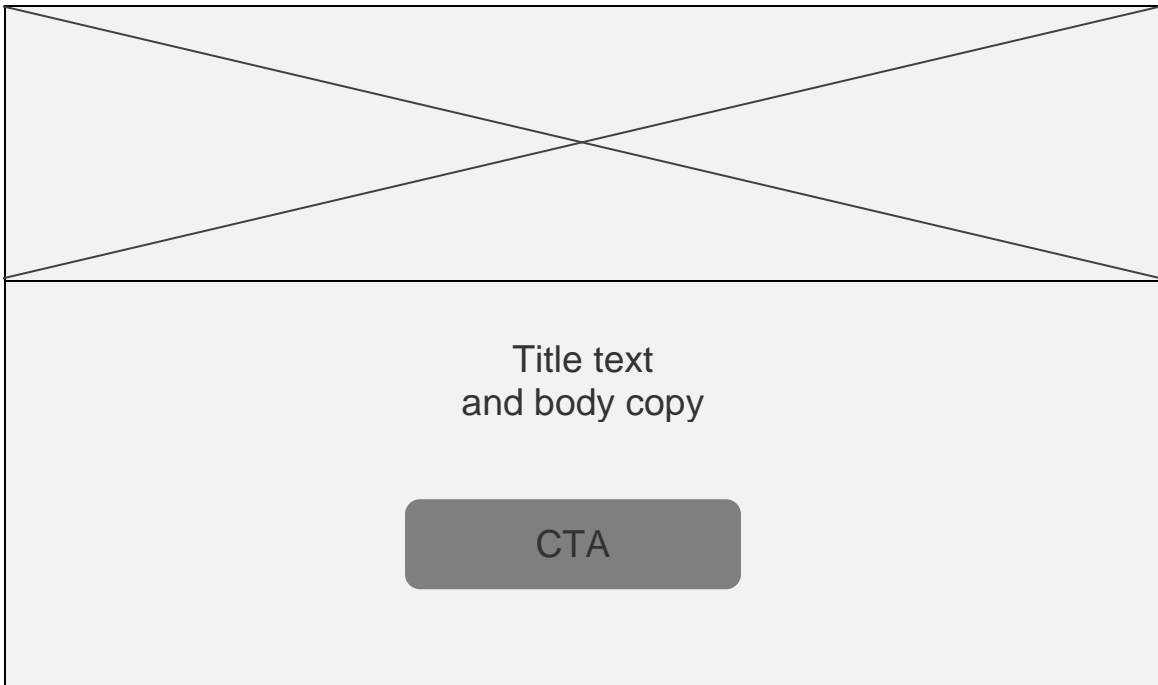
Multiple tab navigation



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

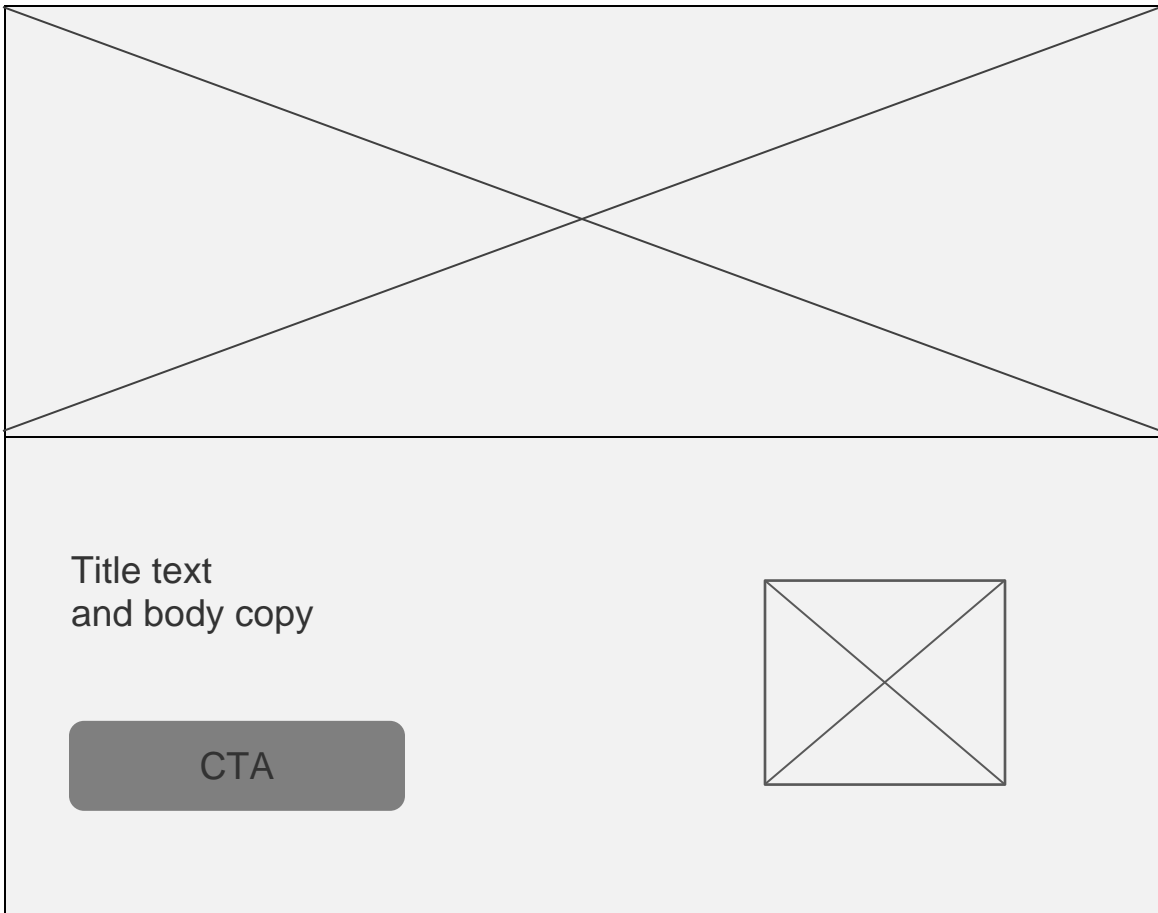
1,161 Sq. Ft.

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

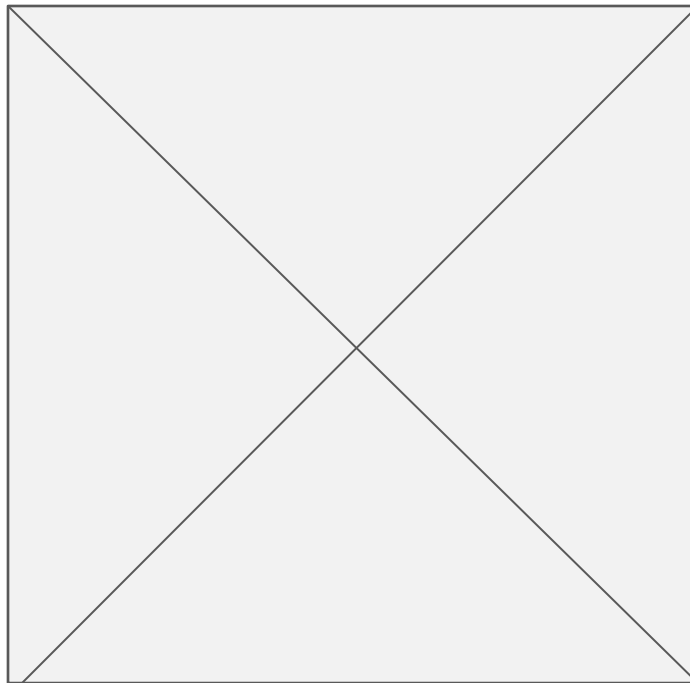
Marin's residence One features a large Great Room and the convenience of a first-floor master bedroom.



[VIEW FLOORPLAN](#)

4 – Map / floor plan

Title
Body copy

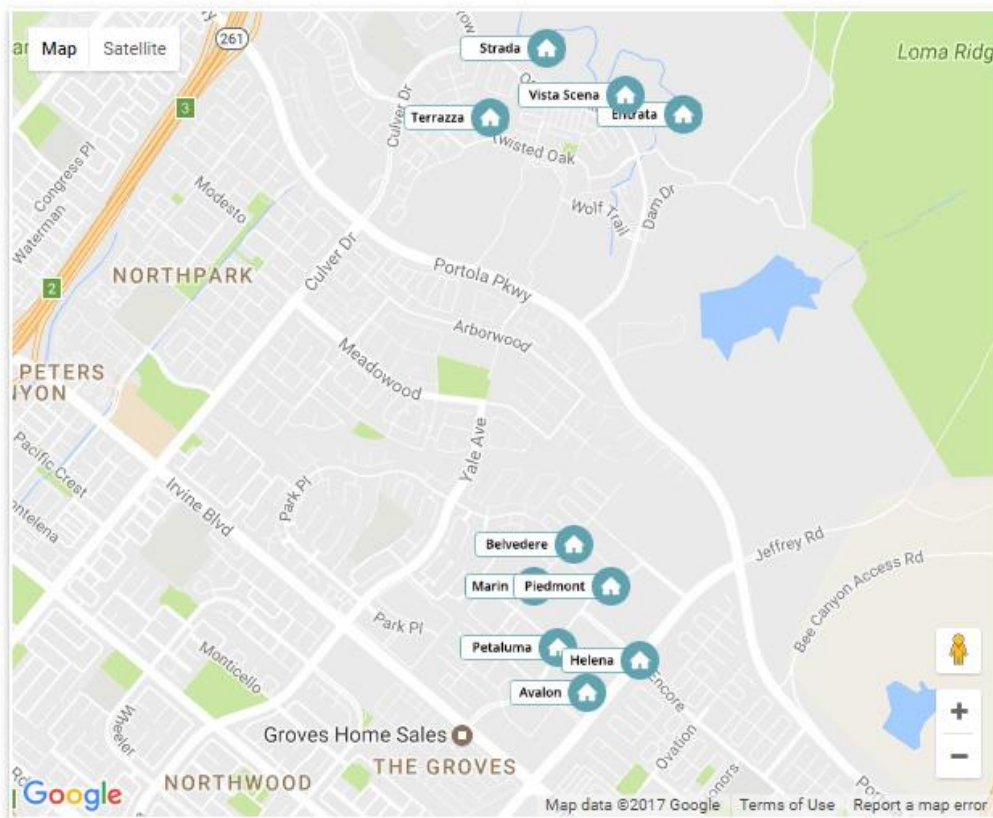


View map

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

Where We Build

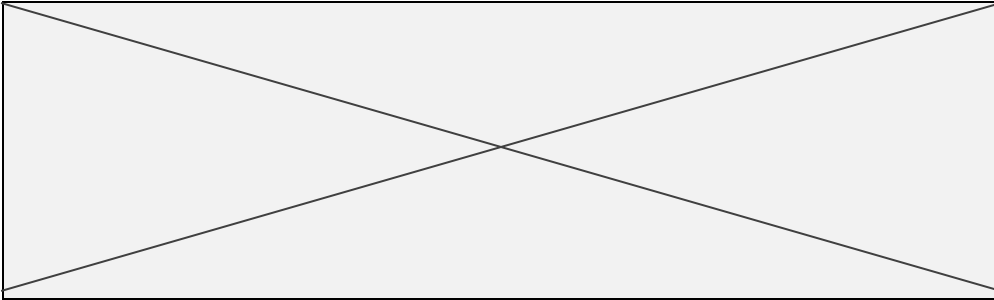
Irvine Pacific builds new homes in the acclaimed Villages of Irvine®, located in Southern California, so that our homebuyers can enjoy the benefits of the extraordinary master planning for years to come.



5 – Video / 360 / floor plan hero

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

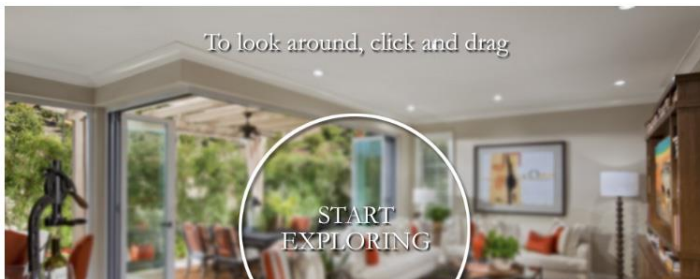
Title



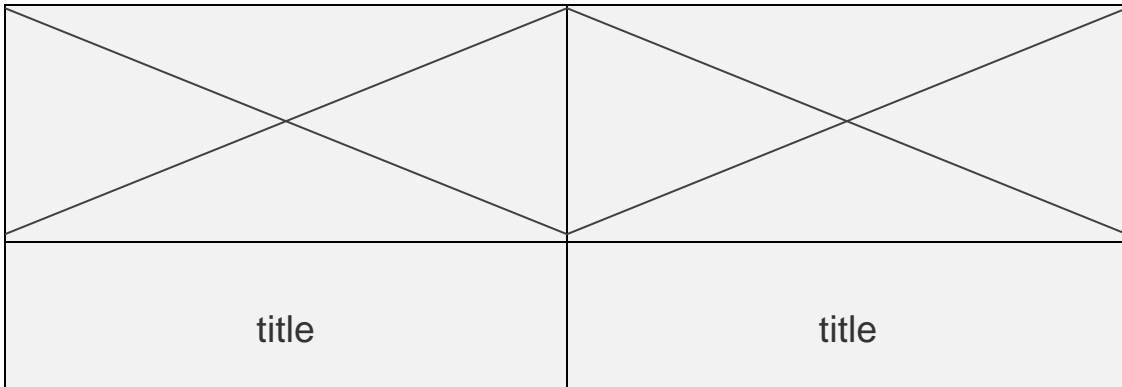
Video Tour



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

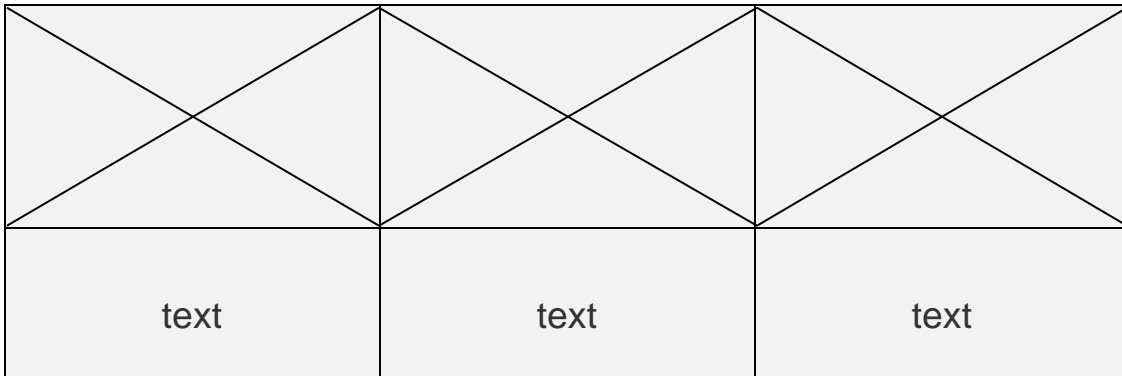


Residence 2



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

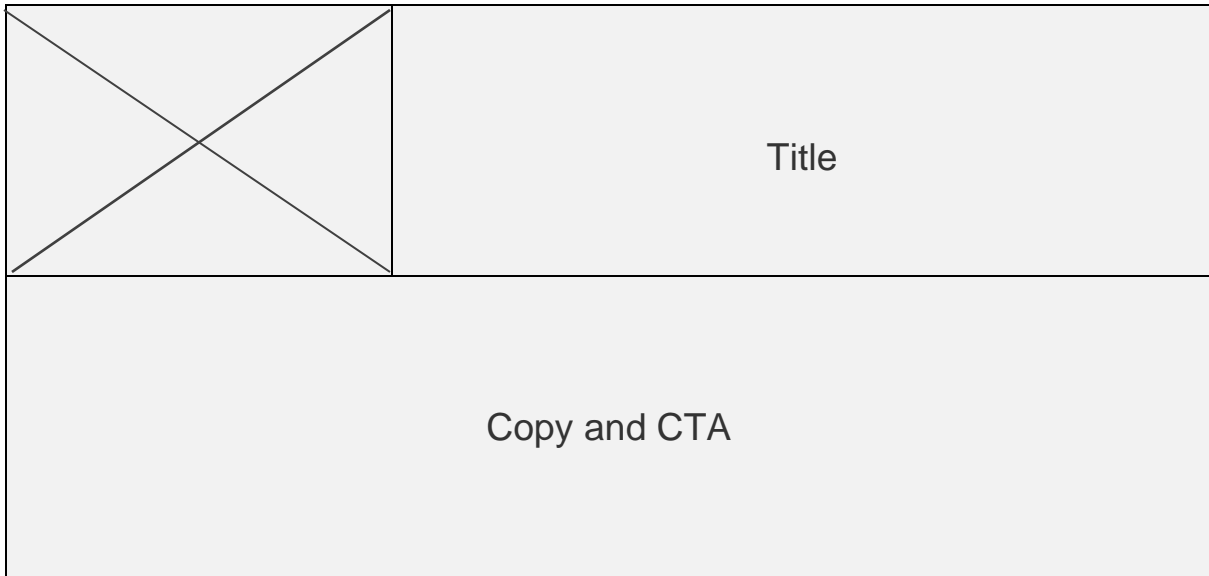


NEW SEASON
Gucci



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.

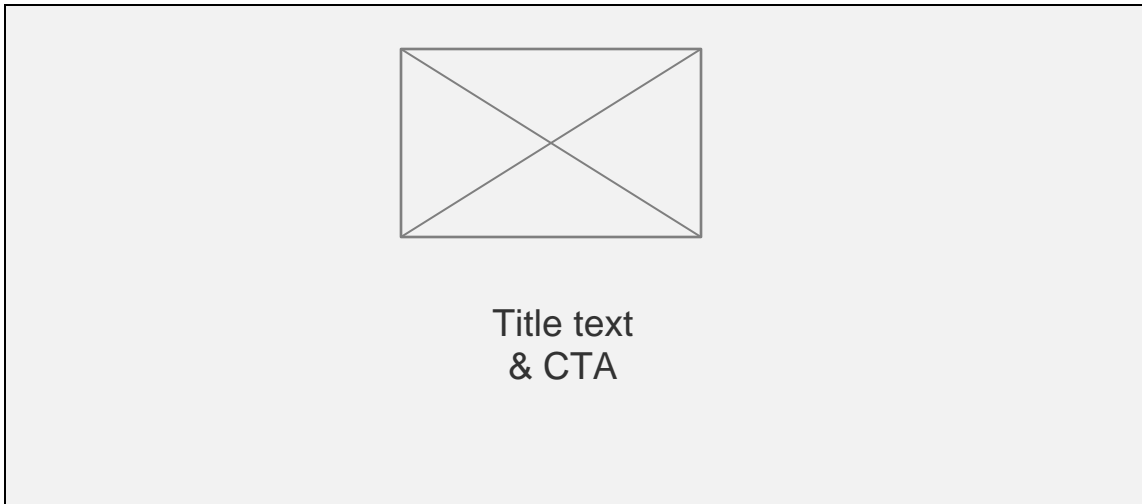
By: [Kate Nugent](#)

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

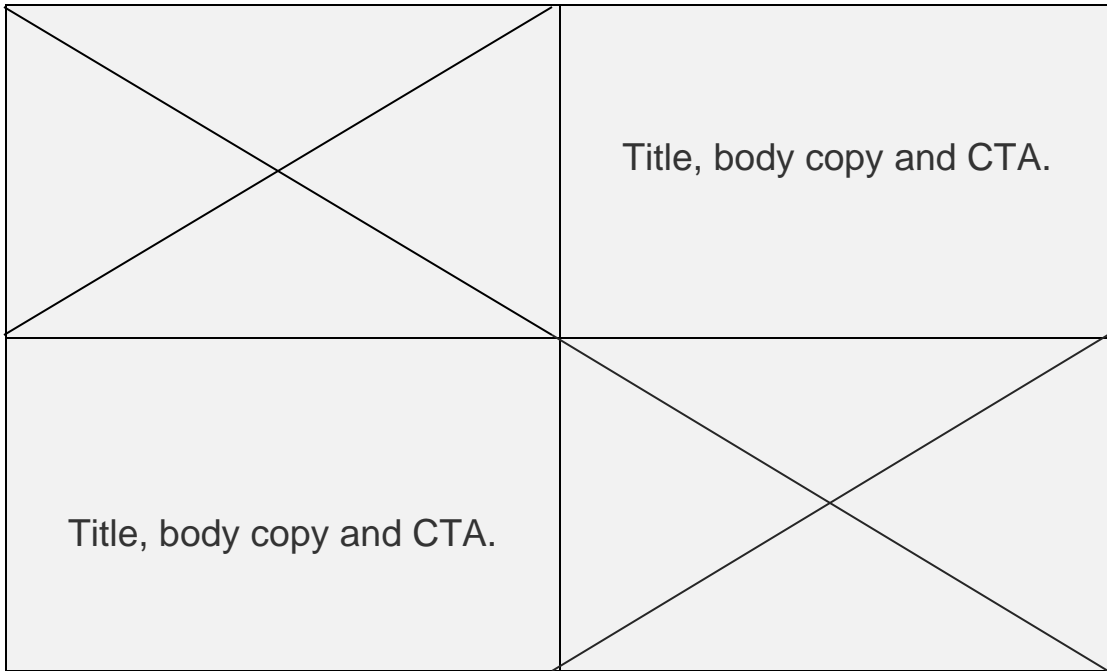
- Gourmet kitchen with granite countertops and stainless steel appliances
- Spacious light-filled Great Room with optional fireplace
- Crown molding at select locations
- Master bedroom with spacious walk-in closet
- Convenient downstairs bedroom
- Interior laundry room
- Tankless water heater
- Access 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 – 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

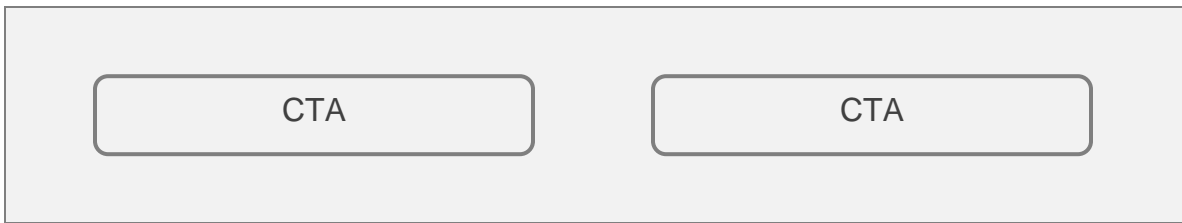
Self-Portrait corners the market in occasion dressing with its directional dresses in laser-cut lace; expect unique detailing and sheer panels in mini, midi and maxi lengths.

[SHOP NOW →](#)





12 – Two button action bar



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

/ Get in Touch /



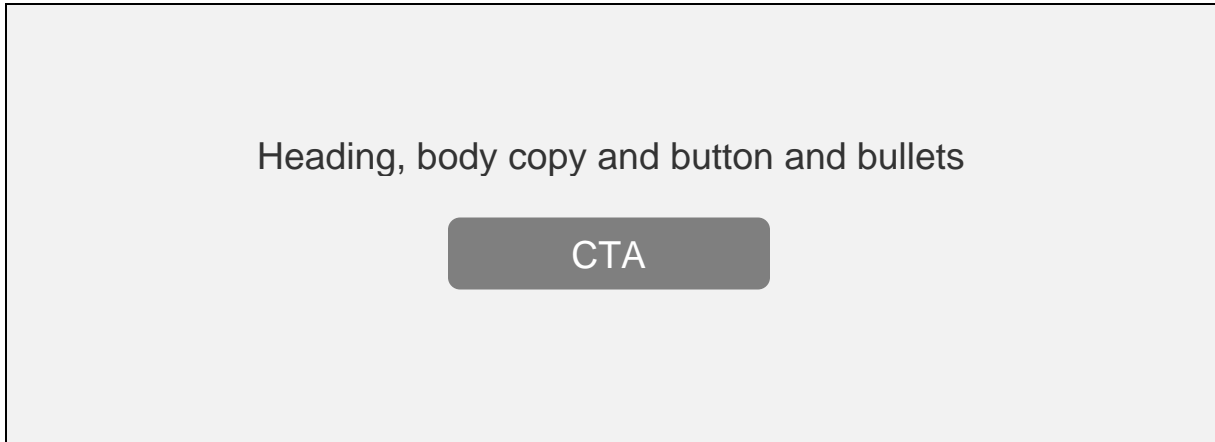
/ Get in Touch /



For broker inquires please contact leasing associate, Melanie Fields:



13 – 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

14 – 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
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 quality 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

Join the 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 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



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.](#)


15– 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/?>

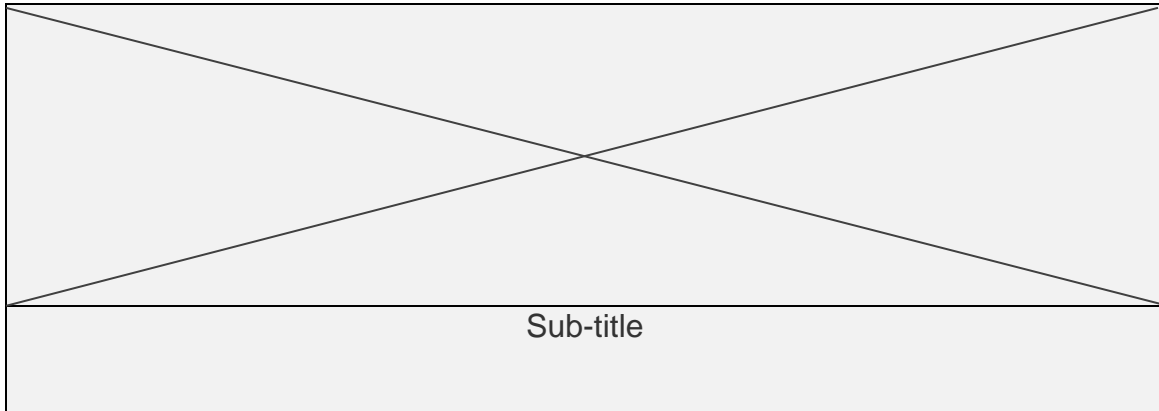
[xxxxx=xxxxx@xxxxxxxxxxxxxxxxxxxxxxx.xxx](http://okmylo.com/?xxxxx=xxxxx@xxxxxxxxxxxxxxxxxxxxxxx.xxx)

Talk soon,

- Daniel

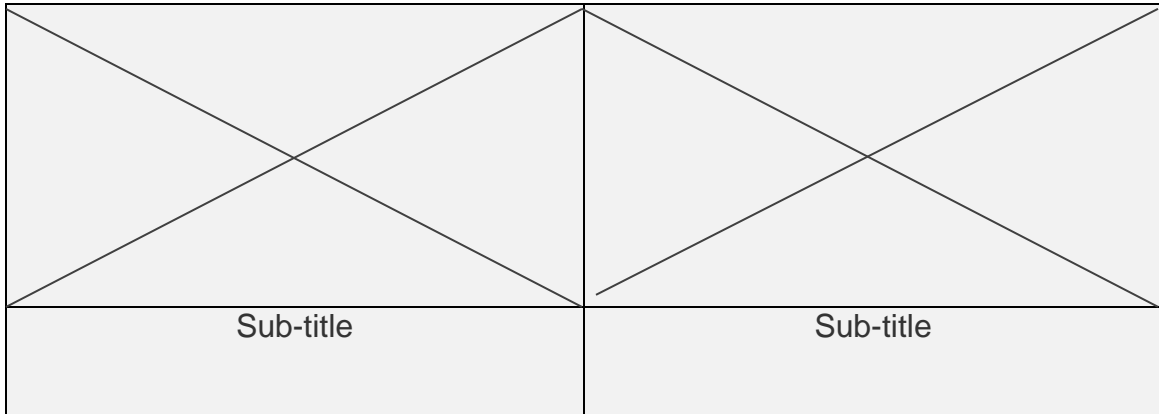
16 – Standalone fluid image

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.

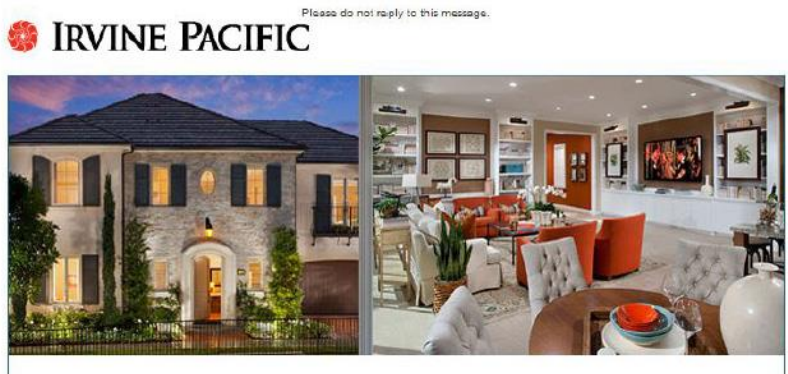


17 – Spilt header image (stacks on mobile).

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.

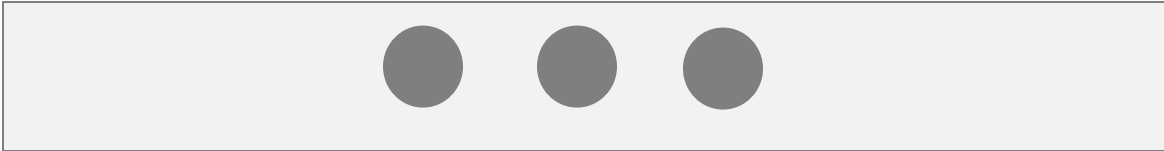
Orange County's Airport Area is an invigorating mix of office, industrial and retail businesses that surround John Wayne Airport and form the recognized hub of commerce for the county.



Invigorating mix of office, industrial and retail businesses

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

18 – 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:

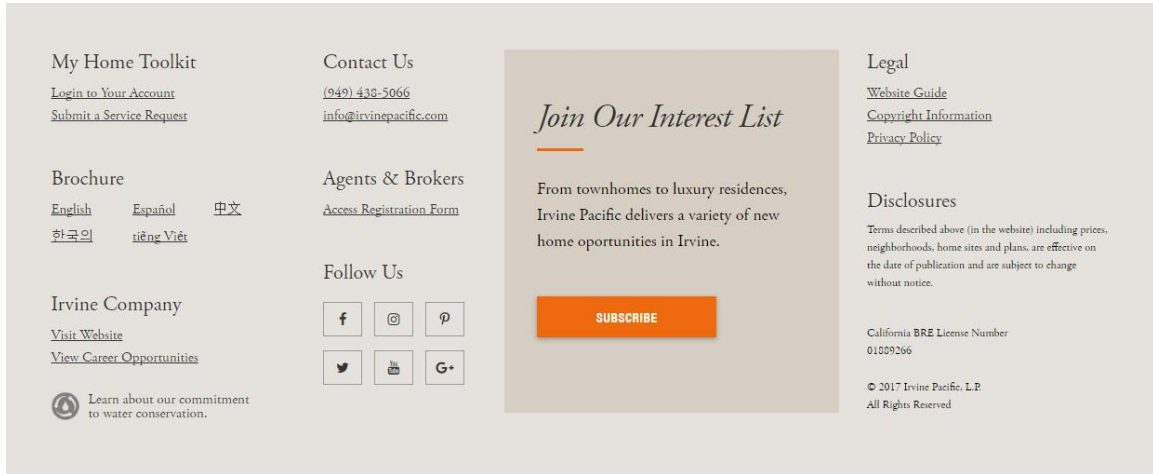
Join Our Interest List

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 v3

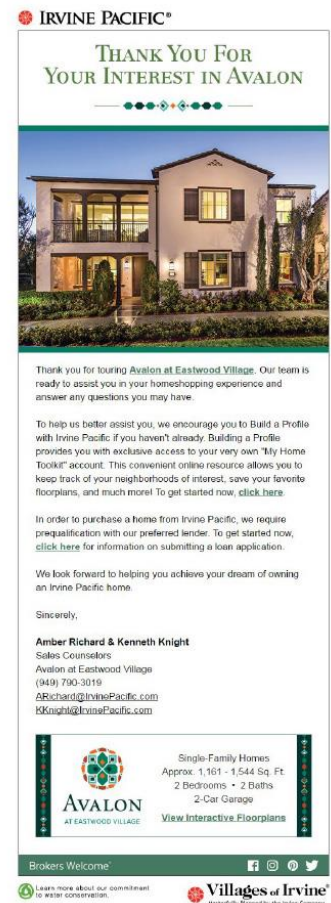
The Gmail build is a fixed-width, narrow template with standard fonts. We want to keep it simple, one or two columns maximum so its scales down well. For reference see slide #21 in the Project Kick off deck in the IP section:

Thank You - Residence Specific

- Sent upon interest list signup
- Also used by sales team as template via Gmail
- Includes link for pre-qualification

Needs:

- Basic HTML template that can be pasted into Gmail
- Sales team contact information/signature
- IP, VOI and residence logos
- Call out box for residence details
- Optional use of residence design element
- Brokers Welcome call-out



Below is our module list v3 draft, totaling 8 modules for the Gmail build:

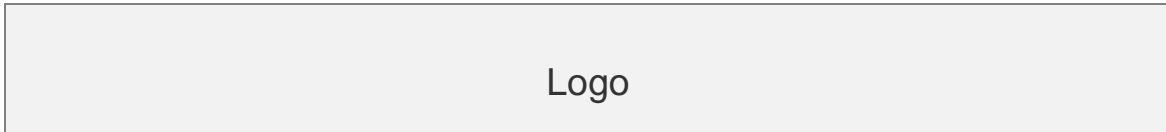
1. Header
2. Navigation
3. Hero image with caption
4. Neighborhood logo, headline, body copy
5. 50 / 50 split
6. Slogan
7. Social and water conservation
8. Footer legal

Proposed scalable Gmail module list detail v3

Below is our module list draft v3 detail, totaling 8 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®**
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

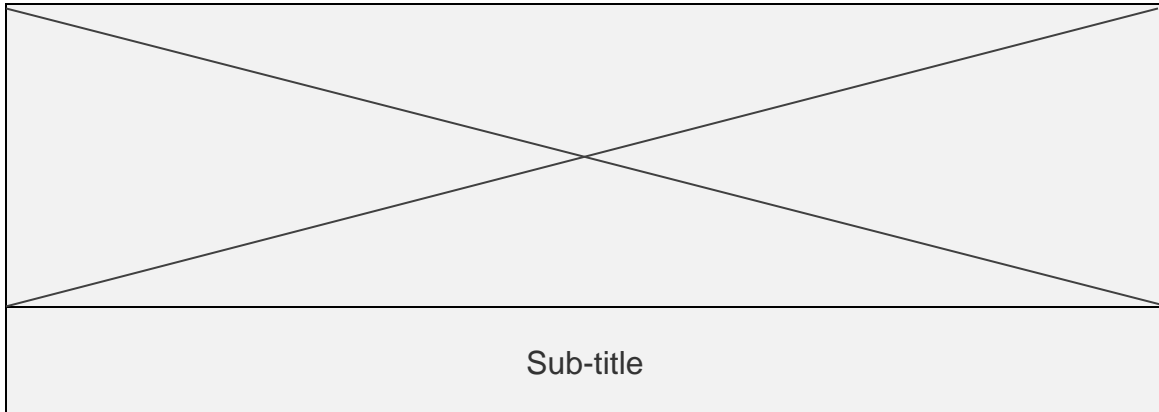
2 - Multiple tab navigation



As seen here on the VOI site:



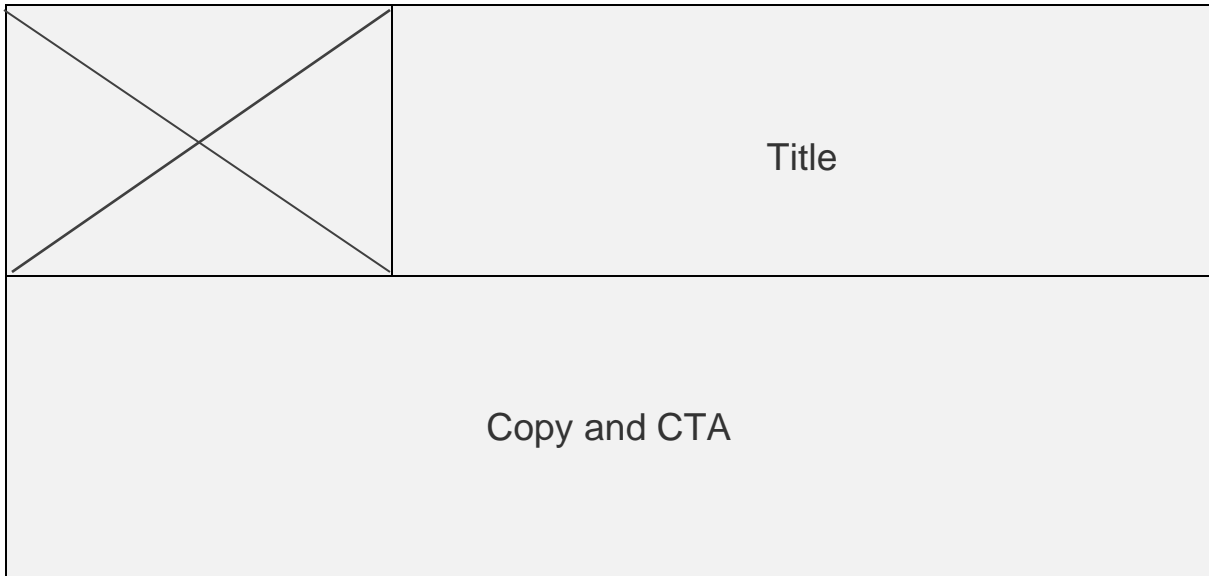
3 – Standalone fluid image with caption



As seen in:



4 – Text with sub-brand logo and body copy



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



Technology Will Fail You. Your Presence Won't.

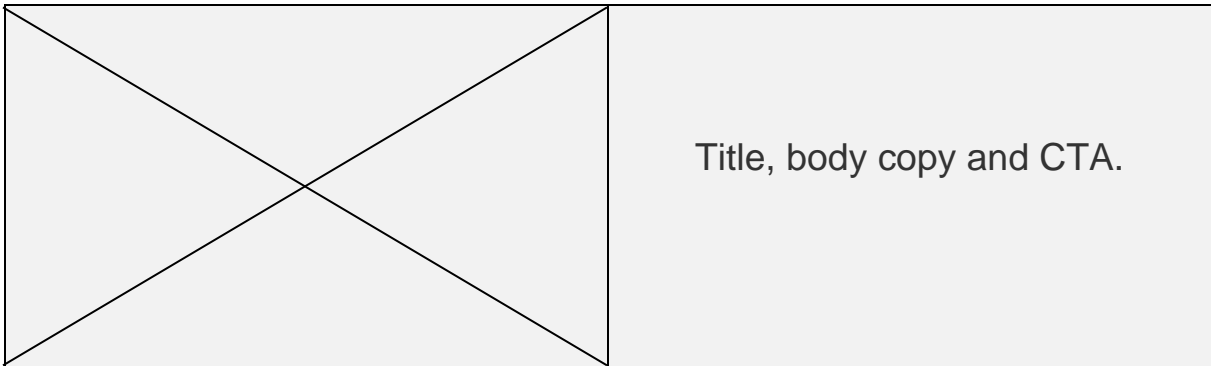
By: Kate Nugent

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](#)

5 – 50 / 50 split



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 –Slogan (live text)



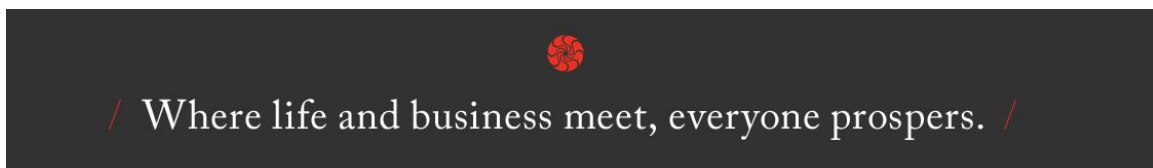
As seen on the VOI site:

Masterfully Planned by the Irvine Company

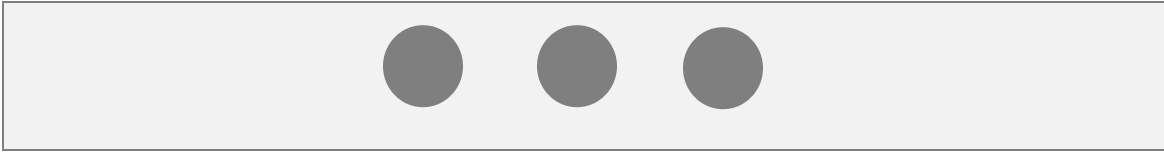
Could also be used for, 'Brokers Welcome' as its live text:



As seen in Office:



7 – Social icons and water conservation



As seen on VOI site

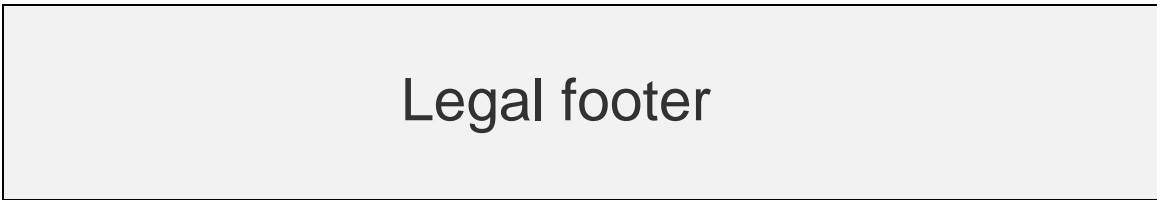


As seen on VOI site

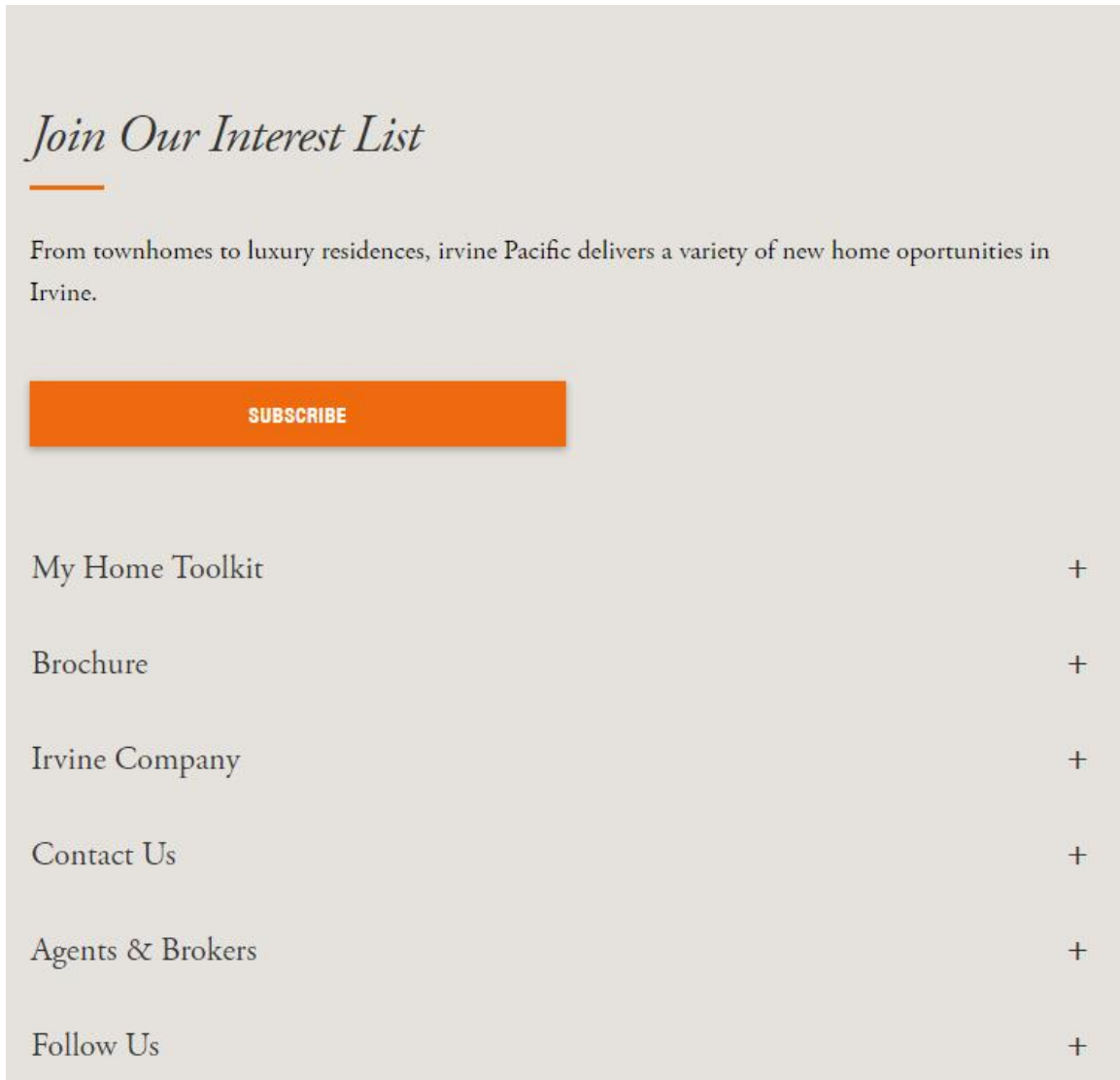


Learn more about our commitment to
water conservation.

8 – Footer legal with VOI logo



As seen on the IP site:



Join Our Interest List

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

SUBSCRIBE

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


Quick exploratory Gmail mock-ups to get a feel for the modules (shorter footer):



[OVERVIEW](#) [RESIDENCES](#) [MAP & DIRECTIONS](#) [ABOUT EASTWOOD VILLAGE](#)



Residence 1 at Avalon Eastwood Village



AVALON
AT EASTWOOD VILLAGE


Avalon at Eastwood Village

Thank you for touring Avalon at Eastwood Village. Our team is ready to assist you in your homebuying experience and answer any questions. We encourage you to build a profile with Irvine Pacific if you haven't already. Building a profile provides you with exclusive access to your very own "My Home Toolkit" account. To get started, [click here](#). In order to purchase a home from Irvine Pacific, we require prequalification with our preferred lender. To get started, [click here](#) for information on submitting a loan application.

We look forward to helping you achieve your dream of owning an Irvine Pacific home.

Sincerely,

Amber Richard & Kenneth Knight
Sales Counselors
Avalon at Eastwood Village
(949) 790-2619
ARichard@irvinepacific.com
KNight@irvinepacific.com



Avalon at Eastwood Village


Residence 1

Now Selling

2 Bedrooms, 2 Bathrooms
1,161 Sq. Ft.
2 Car Garage
Mid \$500,000's

VIEW DETAILS

Masterfully Planned by the Irvine Company




Update Profile

My Home Toolkit

Avalon at Eastwood Village

Unsubscribe


Privacy Policy



Learn more about our commitment to water conservation.


Irvine Pacific, 1,2550 Newport Center Dr. Newport Beach, CA 92660
Phone: (949) 838-2281

Website and/or materials are for informational only. Details, including, Payment of Order Confirmation required before an order may be placed. Order may be placed on the web and comply with Irvine Registration and Confirmation Agreement. Order is subject to change without prior notice. All buyers must comply with Irvine Pacific's purchase order. Village at Irvine and Irvine Pacific are registered trademarks of The Irvine Company, LLC, and its subsidiary Village at Irvine, California, LLC. The pricing and product information is subject to change. All products are in physical quantities assigned by Irvine Company Development Company (ICD), an affiliate of The Irvine Company, LLC. "Masterfully Planned by the Irvine Company" means that the Irvine Company created the master plan for all Irvine Company communities. The "Irvine and Irvine" logo is the Irvine Company's registered trademark for all Irvine Company communities. The Irvine Company is not responsible for 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 selling homes for which Irvine Company Master Plans apply to the communities. Irvine and Irvine are not trademarks of Irvine Company. © 2017 The Irvine Company, LLC. All Rights Reserved. California, 92656 License Number 01882806, 010717




Villages of Irvine
Masterfully Planned by the Irvine Company


3 options for module #4; centered a, left b and split c (a is simplest for Gmail):



[OVERVIEW](#) [RESIDENCES](#) [MAP & DIRECTIONS](#) [ABOUT EASTWOOD VILLAGE](#)



Residence 1 at Avalon Eastwood Village



AVALON
AT EASTWOOD VILLAGE


Avalon at Eastwood Village

Thank you for touring Avalon at Eastwood Village. Our team is ready to assist you in your homeshopping experience and answer any questions. We encourage you to build a profile with Irvine Pacific if you haven't already. Building a profile provides you with exclusive access to your very own, "My Home Toolkit" account. To get started, [click here](#). In order to purchase a home from Irvine Pacific, we require prequalification with our preferred lender. To get started, [click here](#) for information on submitting a loan application.

We look forward to helping you achieve your dream of owning an Irvine Pacific home.

Sincerely,

Amber Richard & Kenneth Knight
Sales Counselors
Avalon at Eastwood Village
(949) 790-3019
ARichard@IrvinePacific.com
KKnight@IrvinePacific.com



Avalon at Eastwood Village


Residence 1


Now Selling

2 Bedroom, 2 Bathroom
1,161 Sq. Ft.
2 Car Garage
Mid \$500,000's


VIEW DETAILS

Masterfully Planned by the Irvine Company






[OVERVIEW](#) [RESIDENCES](#) [MAP & DIRECTIONS](#) [ABOUT EASTWOOD VILLAGE](#)



Residence 1 at Avalon Eastwood Village



AVALON
AT EASTWOOD VILLAGE


Avalon at Eastwood Village

Thank you for touring Avalon at Eastwood Village. Our team is ready to assist you in your homeshopping experience and answer any questions. To help us better assist you, we encourage you to build a profile with Irvine Pacific if you haven't already. Building a profile provides you with exclusive access to your very own, "My Home Toolkit" account. To get started, click here. In order to purchase a home from Irvine Pacific, we require prequalification with our preferred lender. To get started, click here for information on submitting a loan application.

We look forward to helping you achieve your dream of owning an Irvine Pacific home.

Sincerely,

Amber Richard & Kenneth Knight
Sales Counselors
Avalon at Eastwood Village
(949) 790-3019
ARichard@IrvinePacific.com
KKnight@IrvinePacific.com



AVALON
AT EASTWOOD VILLAGE

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Residence 1

Now Selling

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Header option with neighborhood name below logo, as seen on the IP site. Live text in places like Outlook where logo image is blocked:



Avalon at Eastwood Village



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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 v3:

Based off of this assessment, we are estimating 19 modules: cost of \$9,500.

IP responsive modular system v3:

Based off of this assessment, we are estimating 19 modules: cost of \$9,500.

Scalable Gmail modular system v3:

Based off of this assessment, we are estimating 8 modules: cost of \$3,200

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 v3 draft
- 2 – Call to discuss or send along feedback in an email
- 3 – If needed create a module list v4
- 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

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