

Irvine Company

Residential email modules v1.

StyleCampaign



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Content

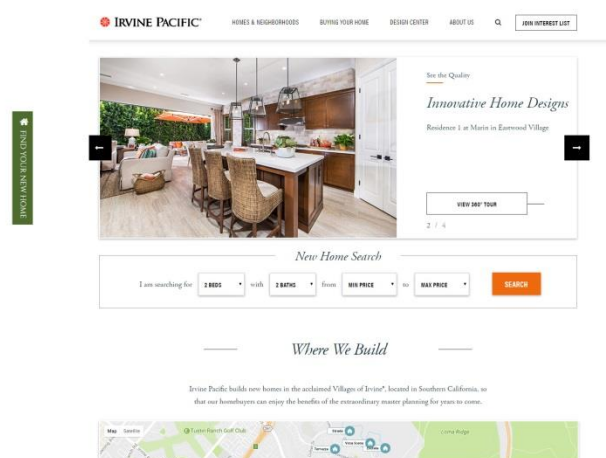
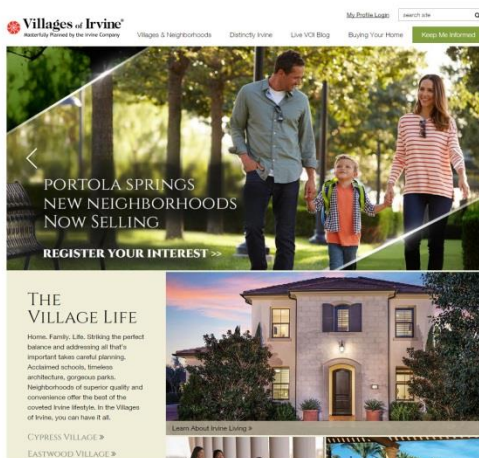
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Audience

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.

Typography

The goal is to create a modular email system for Villages of Irvine (VOI) and Irvine Pacific (IP), which matches the look and feel of the two websites. A key decision is whether to create one email system for both or two more distinct systems. From a design perspective this hinges mostly on the typography.



VOI and IP websites

As discussed on the 'Project Kickoff' call, we'll not try to incorporate all the sub-brands typography, instead we will look to the two websites branding.

The first thing I did was compare the typography on the VOI and IP sites.

Headings:

THE VILLAGE LIFE

VOI: Cinzel heading #000000 42px
(Has the appearance of small caps when set in lower case)

Where We Build

IP: Adobe Garamond Pro #17363f - dark blue - Italic 42px
(Has lines on either side of titles not seen here)

Where We Build

WHERE WE BUILD

Same size and color, IP above and VOI below

If the typography matched in size and style, we could possibly switch out the typeface without changing the code. On inspection they are too different for this approach; you would need to recode it all (size, line-height, letter-spacing, fallbacks etc.)

The same is true of the body copy both set at same size and line height, IP is visibly smaller and takes up one less line:

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.

VOI Helvetica Neue regular 16/24px (weights: light, thin, roman)

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.

Adobe Garamond Pro 16/24px regular

The IP site also features Open Sans for body copy on some of its pages (see Design Center).

Besides the headings and body copy there are other details that differ, such as button styles, small interface accents, use of white space, color and box styles.

If you want to maintain the separate branding, I'd advise designing two templates. With 60% mobile usage, web fonts will be seen by most of your users (more than 60% including desktop Apple Mail). Though there is the option to pick one type style and run with it for both, making one big combined system. I've added a proposal for both options below.

Proposed VOI module list v1

Below is our module list draft v1, totaling 20 modules for VOI. At this stage all modules are up for discussion, this is a just first attempt to give us something to go on.

1. Header with 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. Thumbnail
10. Instagram
11. 2-column bullet list
12. Primary messaging
13. Notification
14. Amenities table
15. Two button action bar

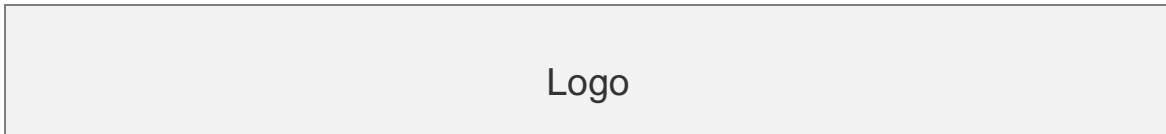
16. Two column sales office
17. VOI blog header
18. Slogan
19. Social and water conservation
20. Footer legal

Proposed VOI modules detail v1

Below is our module list draft v1 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

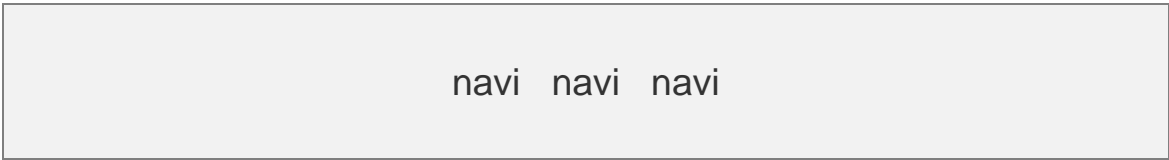
VOI often places the neighborhood logo at the top

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



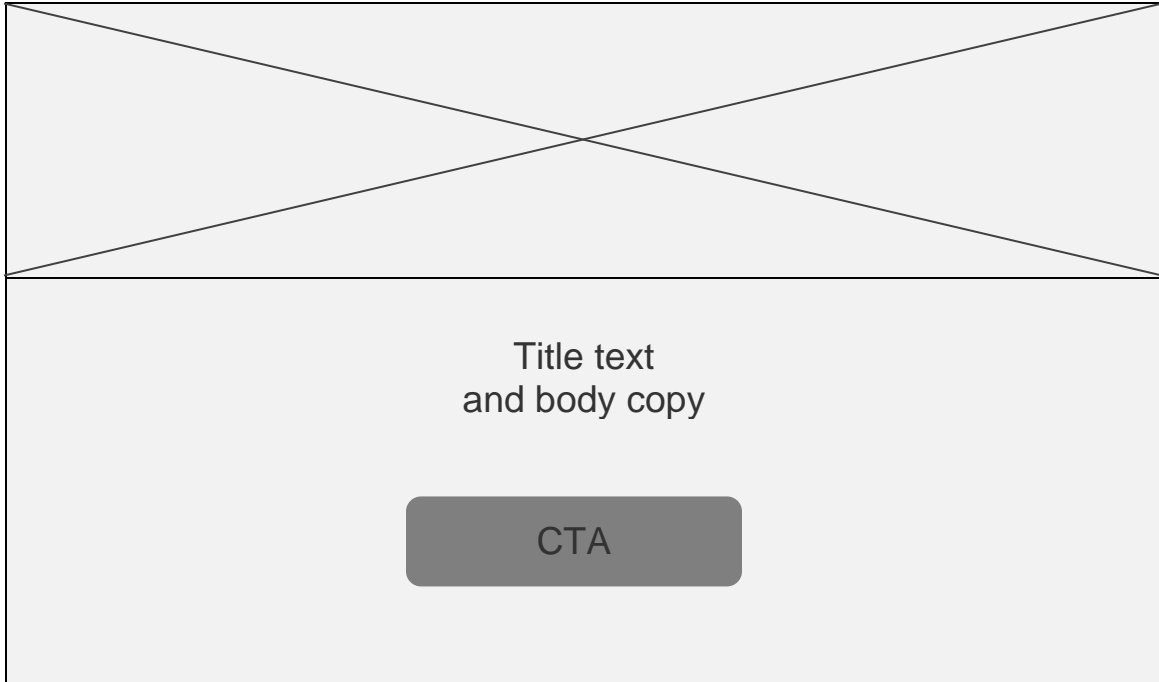
As seen here on the VOI site:



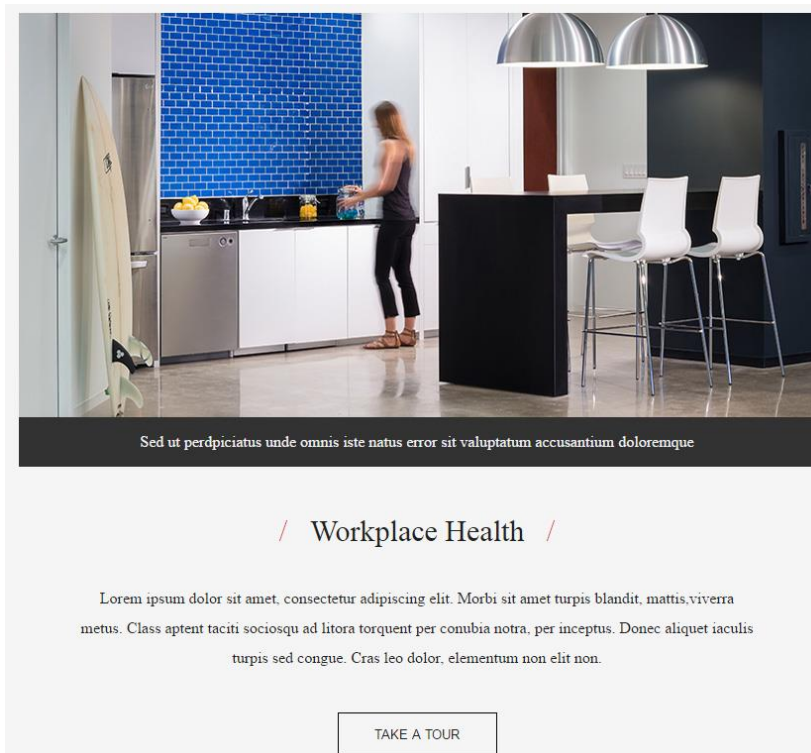
As seen here from a VOI email:



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



As seen here:



Delano Grand Opening March 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.

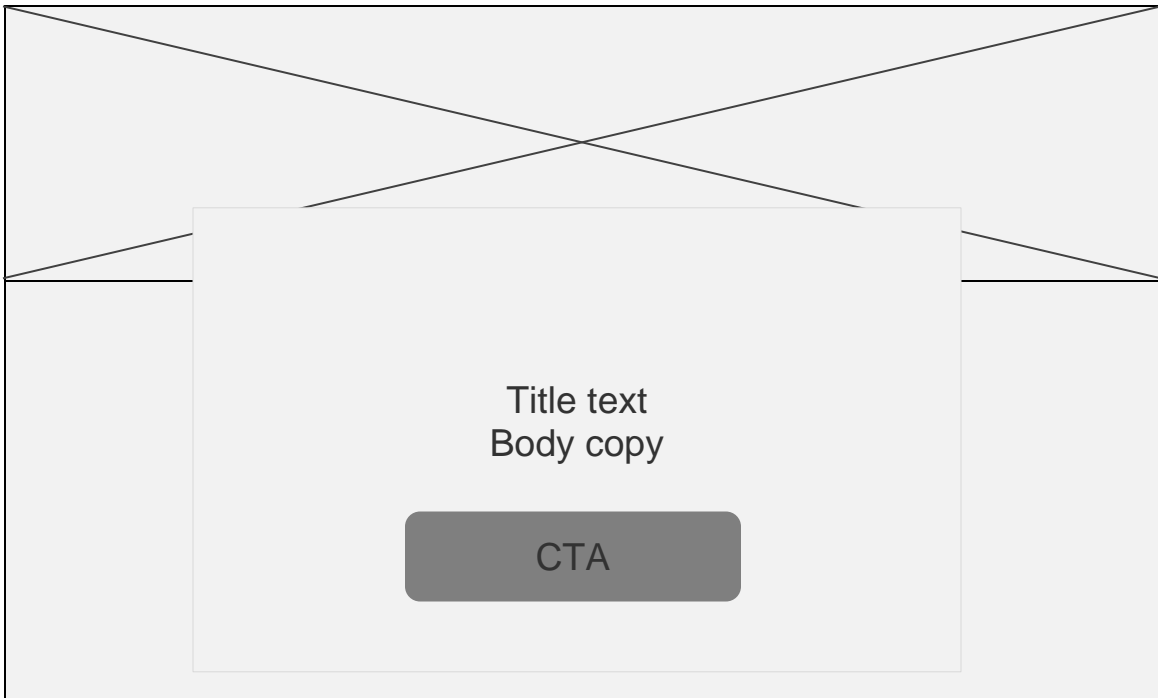
Welcome to Cypress Village, a distinctive village with everything families need and desire to thrive. Living here makes every day one great adventure, with acres of parks to discover, award-winning Irvine schools and premier shopping and dining opportunities just minutes from home! Make a splash at your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

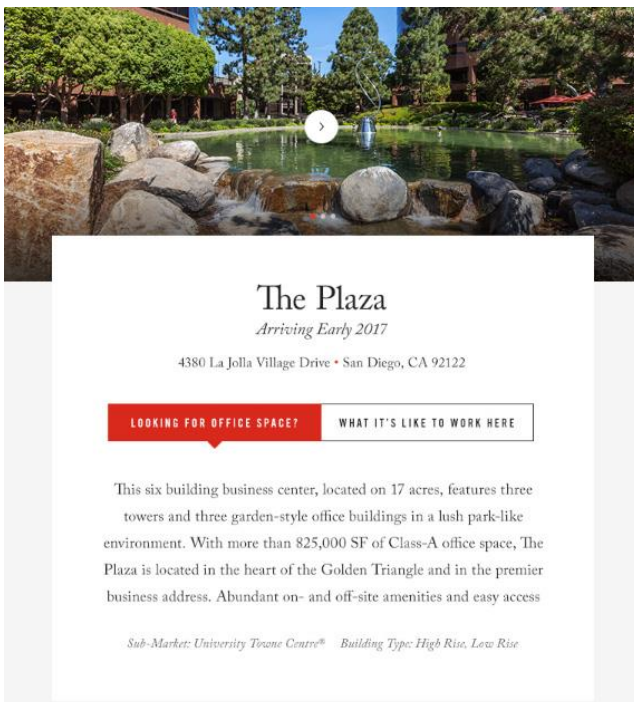
[✔ Join Village Interest List](#)

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

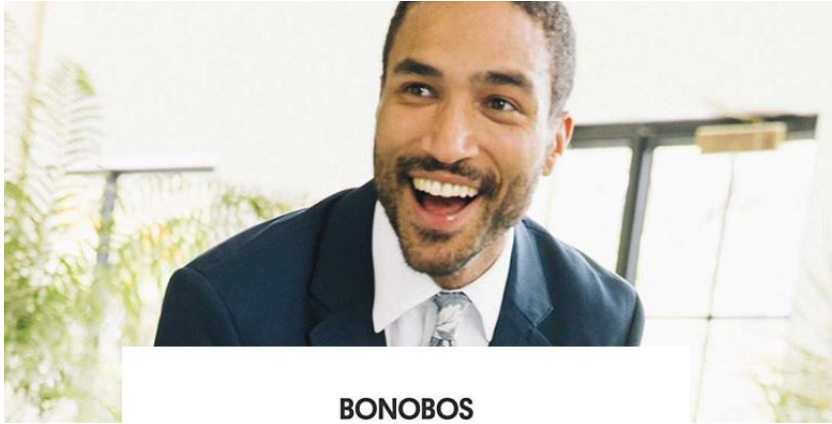
3 – Hero image two (Intersect)



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:

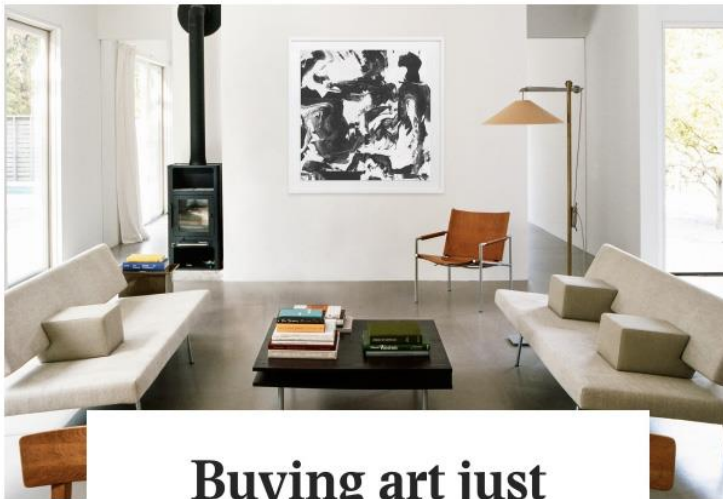


BONOBOS

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 »

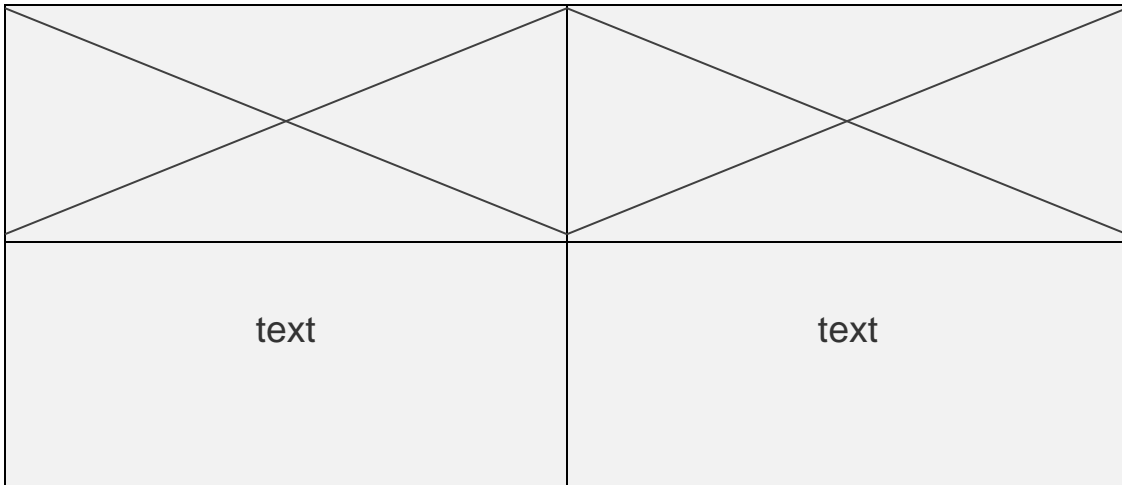
HIDDEN CANYON »

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° | [📷](#)



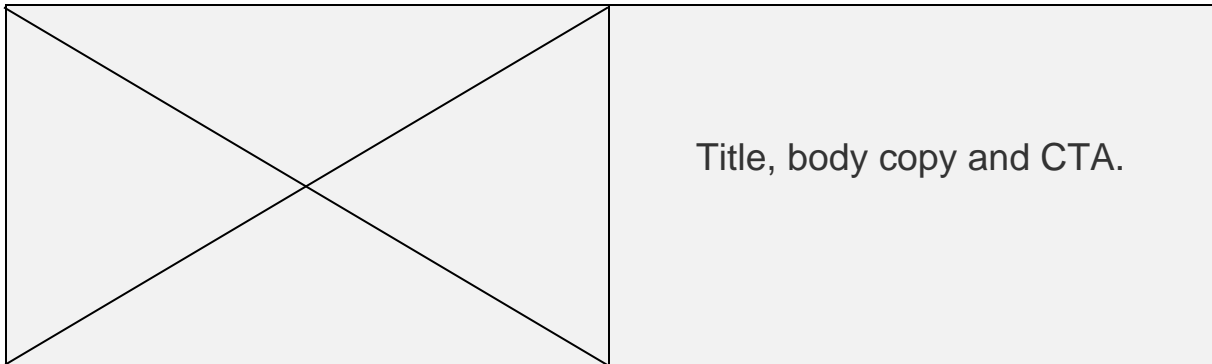
NextGen Campus Office: Sand Canyon Bus. Ctr.

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...

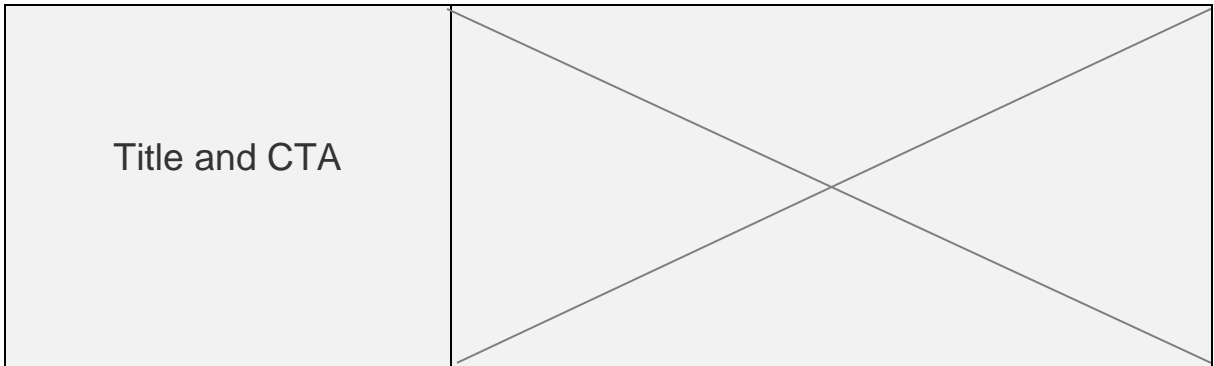
[READ MORE >](#)

tag one, tag two, tag three

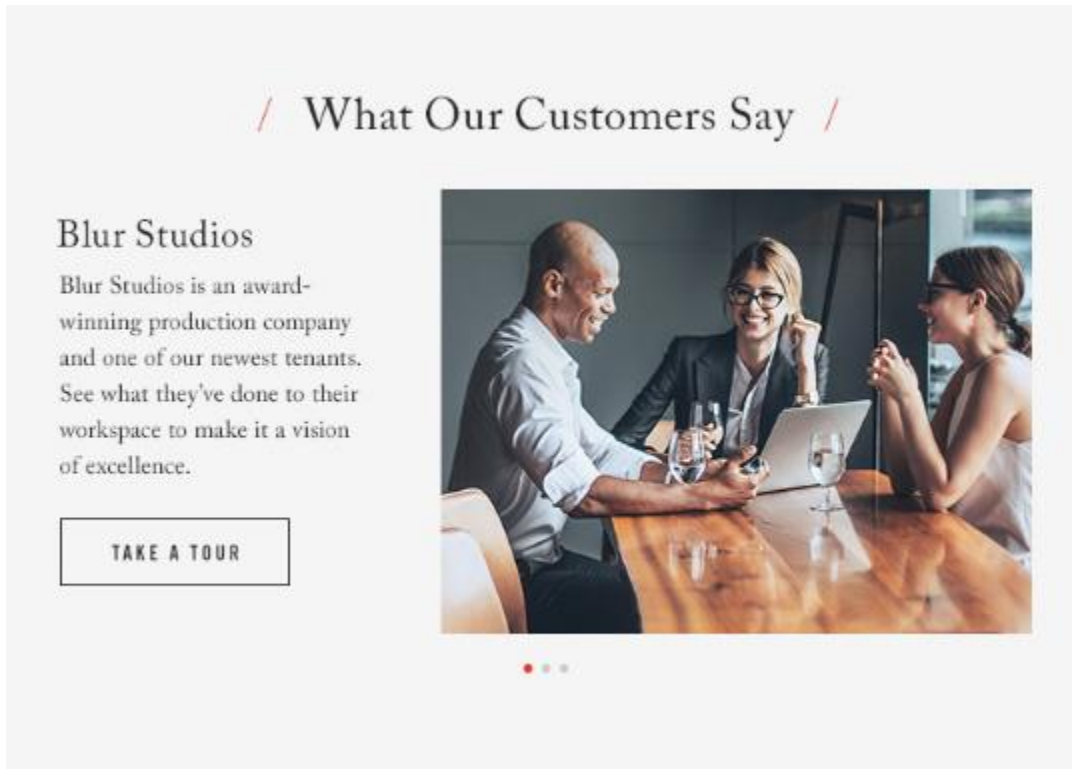
Introducing Next-Gen, Flexible Office Space At 200 Spectrum

MARCH 08, 2016 | CATEGORY

7 – 70/30 split



As seen here:





Scandinavian
Modern Loft
by Sigmar

[VIEW THE PROJECT](#)

VitraHaus
Installation
by Studioilse

[VIEW THE PROJECT](#)



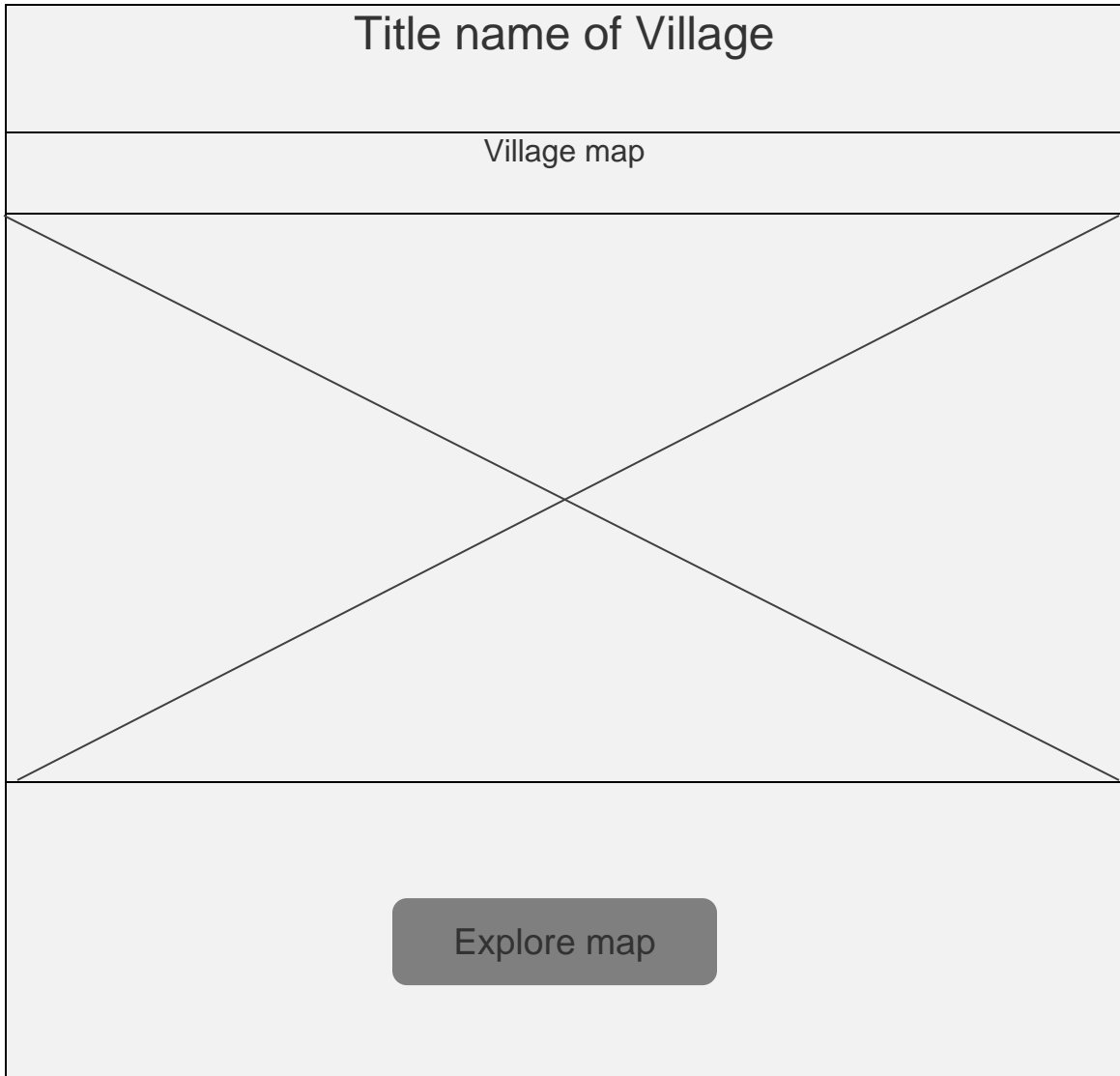
As seen here map image and link to [view online](#) :

PORTOLA SPRINGS
VILLAGE

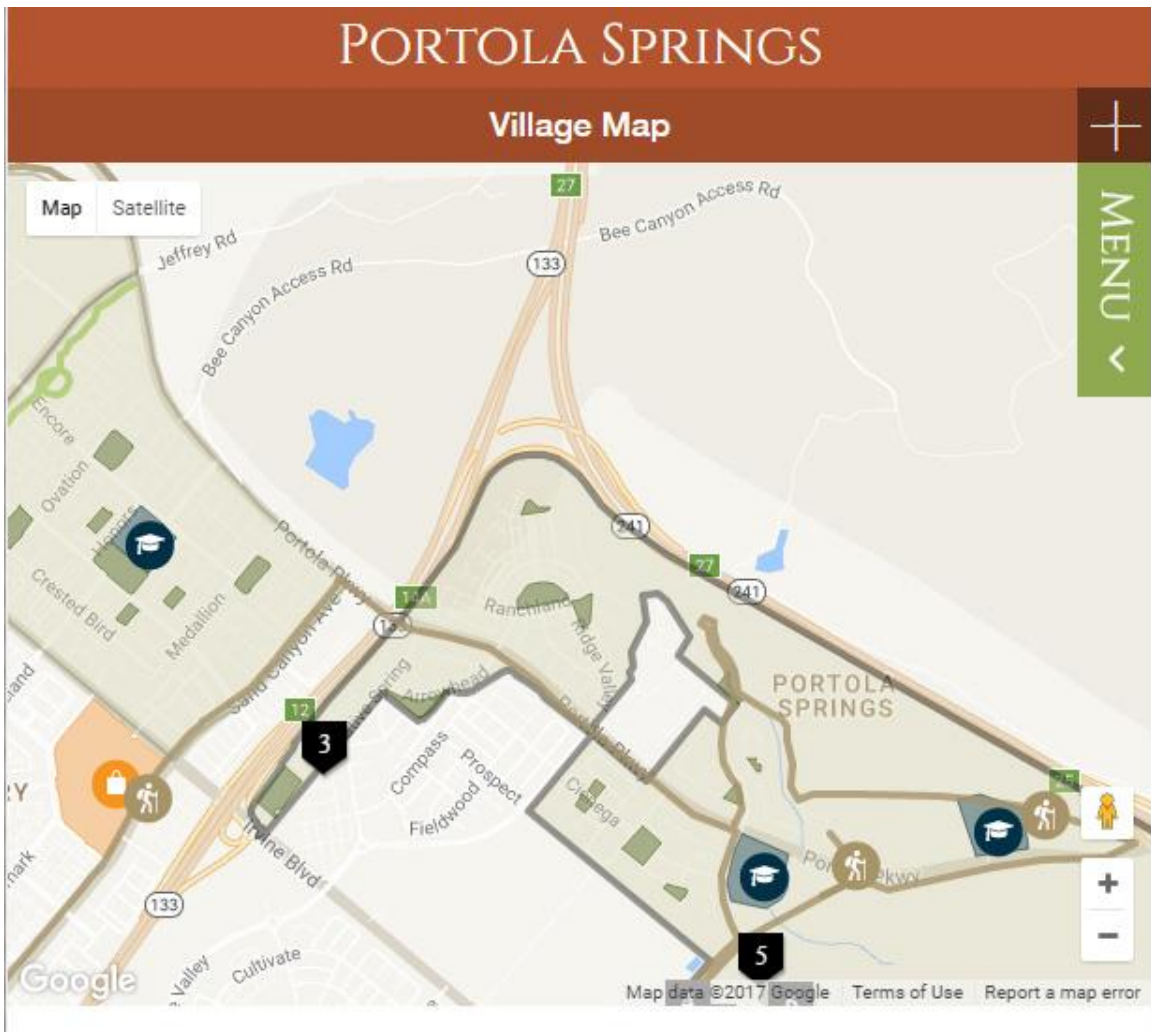
AWARD-WINNING SCHOOLS
RECREATIONAL AMENITIES
CLOSE TO RETAIL & DINING
NEAR TRAILS & OPEN SPACE

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

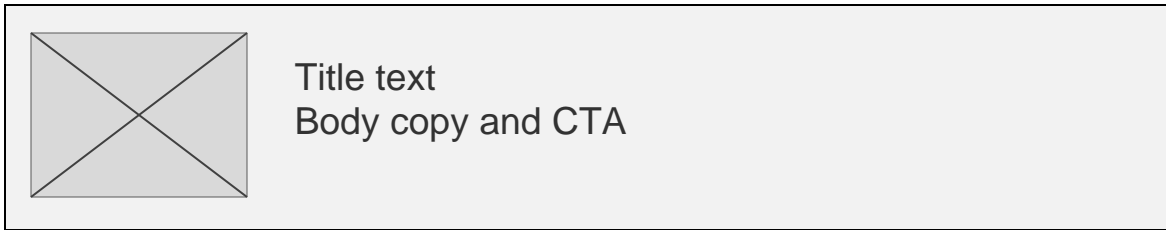
8 – Map / floor plan hero



As seen here:



9 – Thumbnail



As seen here:

Browse Other Spaces

Suite 17950, a 1,564-square-foot end cap, is available for restaurant use specifically, Mexican or Seafood/Poke fast-casual restaurant concepts. The space has access to the center's common area patio but also has the potential for private ACB patio.



NORTHPARK PLAZA SHOPPING CENTER 1,500 SQ.FT.



CARONA DEL MAR PLAZA 1,600 SQ.FT.



CHERRY ORCHARD SHOPPING CENTER 1,300 SQ.FT.





Building Name 2

NEW

Sub-Market: Airport Area

Low Rise

Rate \$2.15 - \$2.35

1,322 - 14,542 sq ft

[SEE AVAILABILITY +](#)



Building Name 3

NEW

Sub-Market: Airport Area

High Rise

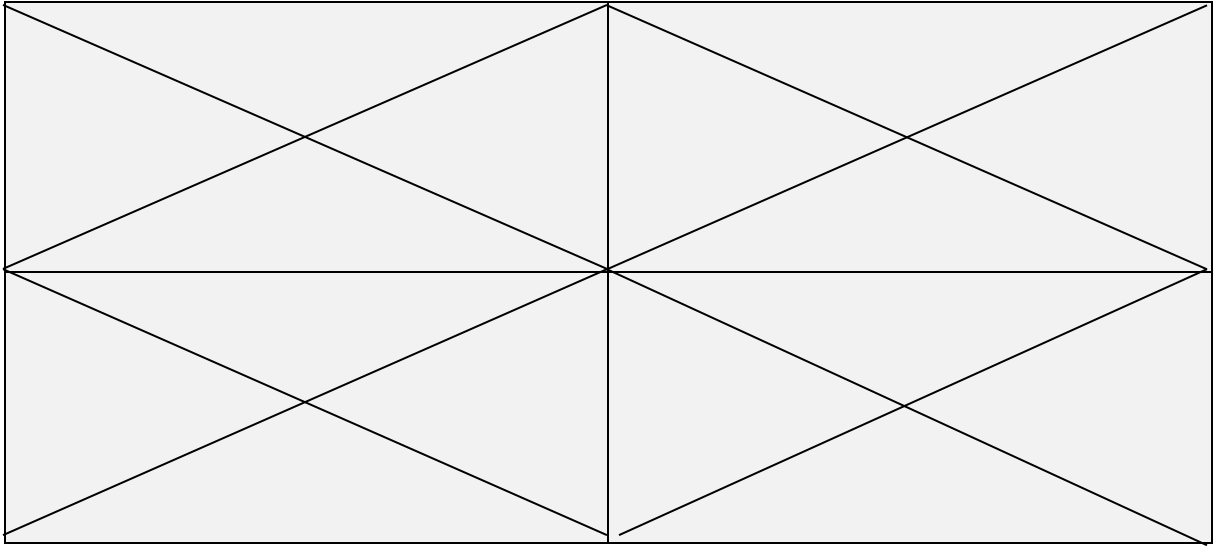
Rate \$2.75 - \$3.05

2,919 - 19,152 sq ft

[SEE AVAILABILITY +](#)

10 – Instagram: Share Instagram images to reinforce the lifestyle, can also drive traffic to VOI [Instagram page](#).

Title text



CTA

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

Instagram Feed



Few examples of emails that feature their Instagram communities:

See it, love it, shop it!

@neimanmarcus on Instagram

FOLLOW US ▶



UO COMMUNITY

#UOONYOU



@sammyandpaigephotography
Orange County, CA



@quietvictories
Tampa, Florida



@themoptop
Portland, Oregon



@UOPhiladelphia
Philadelphia, PA



@bestdeyever
Chicago, Illinois



@ranchrex
Honolulu, Hawaii

This is UO Community: your favorite looks, captured in Instagram photos and here to inspire.

SHOP UOONYOU →

FOLLOW US →

#seesummerbetter

Like proud parents, we can't help snapping photos of our new summer frames (and the adventures they go on).



And like *really* proud parents, we also want to see your best shots of our frames. Use #seesummerbetter on Instagram and share the love.

[Browse #seesummerbetter](#)

[Browse summer frames](#)

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

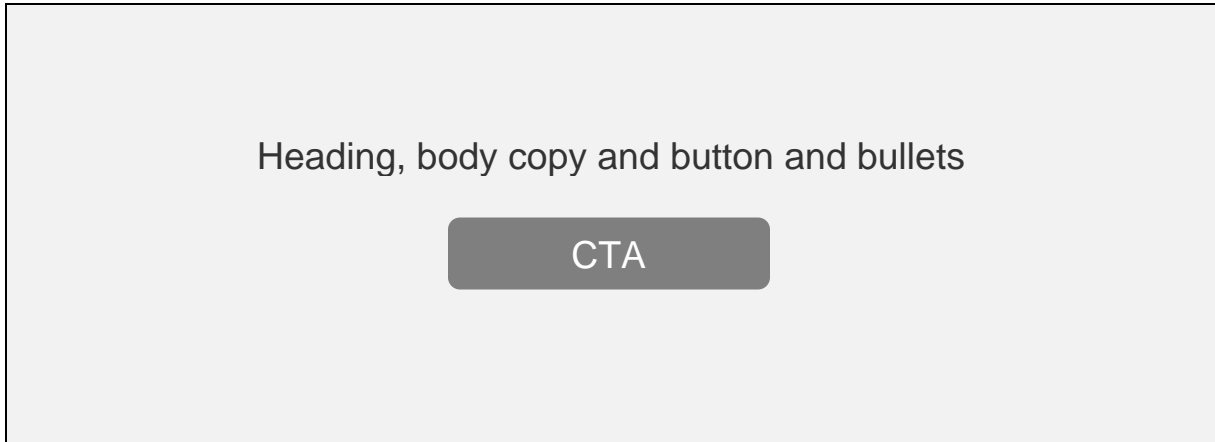
CYPRESS COMMUNITY PARK

- 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

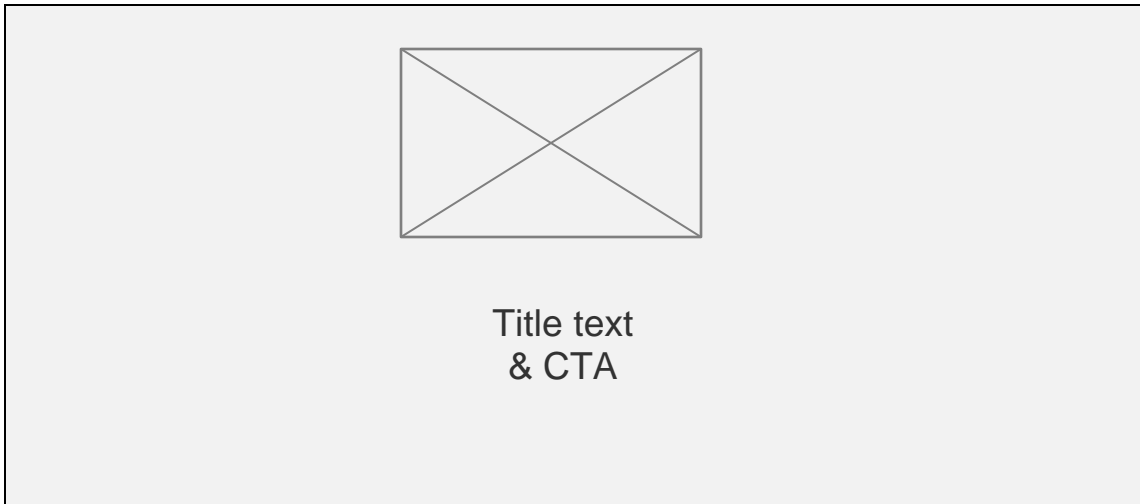
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla orci mi, bibendum quis dictum vel, pharetra eget orci [body text link #2287A0](#) et dolore magna aliqua. Aenean eu varius diam, ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate.

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 – Notification



As seen in:



Joanna Conway
Manager, Operations
jconway@irvinecompany.com

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

Notification stack on VOI site (small centered image, copy and CTA):

ORCHARD HILLS FACTS



Excellent Schools »

Orchard Hills residents will have the opportunity to attend award-winning schools within either the acclaimed Irvine or Tustin Unified School Districts.



Shopping & Dining »

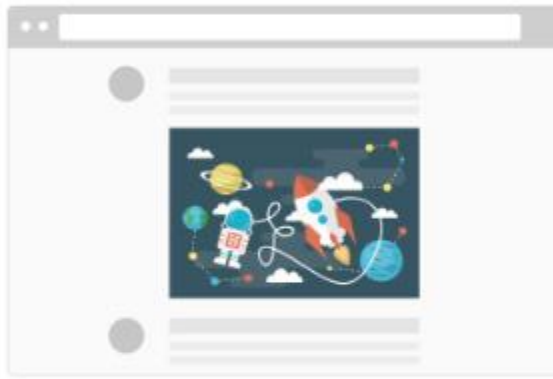
Orchard Hills Shopping Center is walking distance from home for Orchard Hills residents.



Parks & Amenities »

Amenities designed to embrace

Notification: pick a village of interest, welcome or update profile:



Pick a few interests

Then we'll build a custom feed for you.

Pick interests

[Refind](#)

The home for the best links on the web

[Unsubscribe](#) from our pleasantly infrequent updates.

Only Premium lets you do everything!

Enjoy all these exclusive features.



Listen without the distraction of ads.

Party all year with uninterrupted music.



Play music with no phone service.

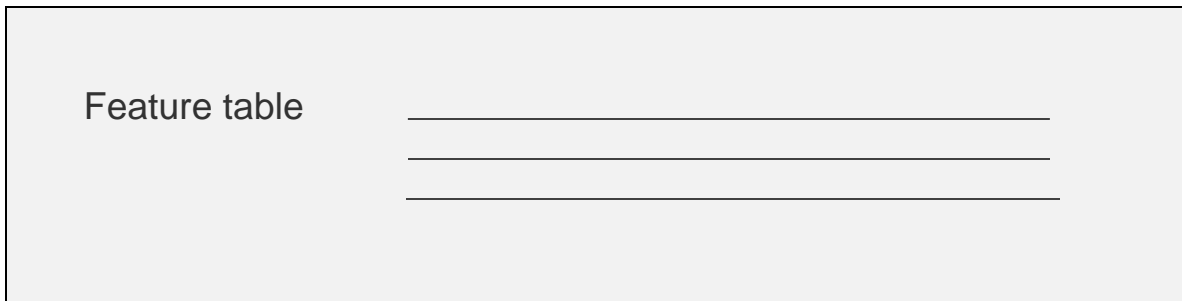
Download your music to listen on the train, airplane, or anywhere else.



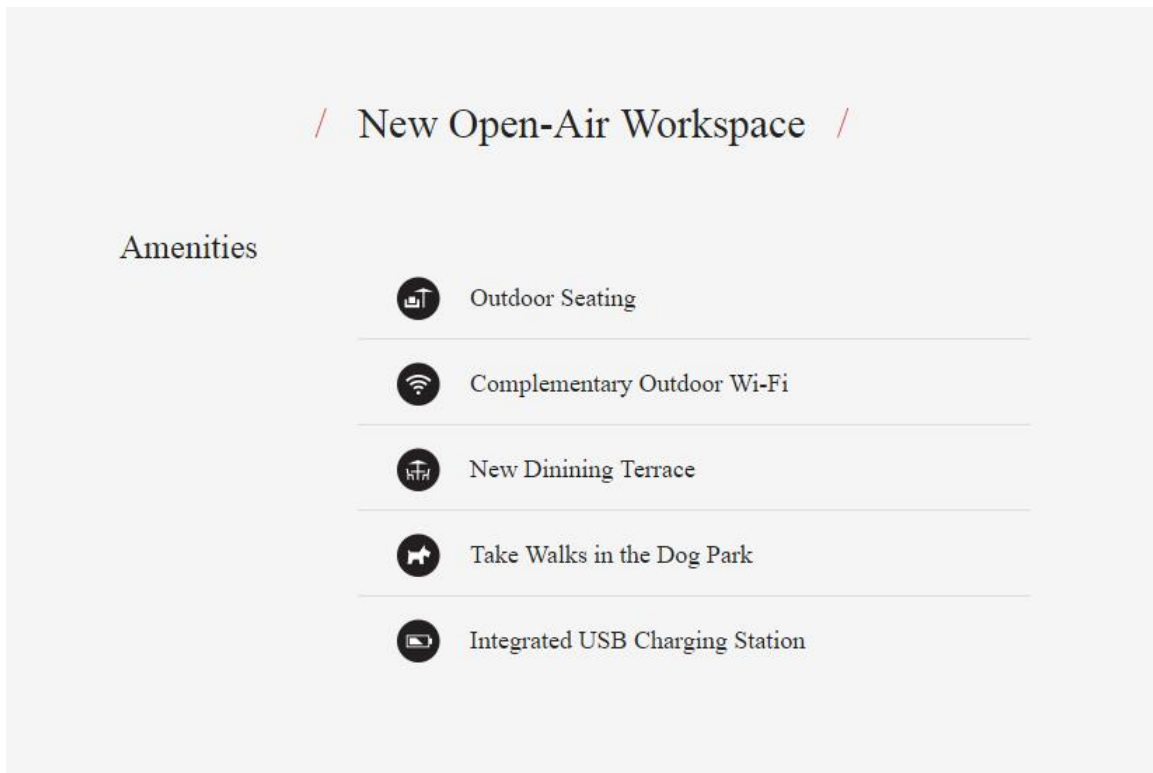
Play any song.

Just search for the music you love and hit play.

14 – Amenities table



As seen in:

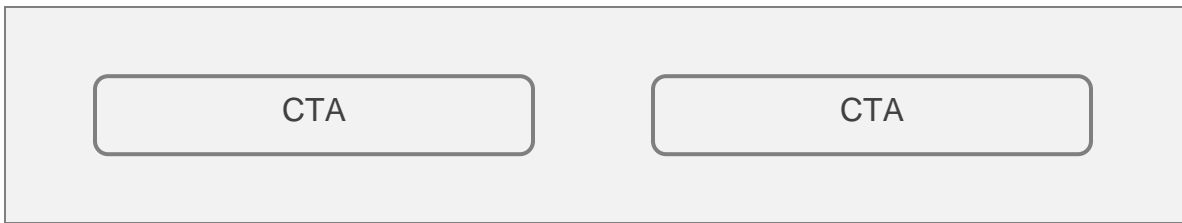


Neighborhood amenities and features on VOI site:

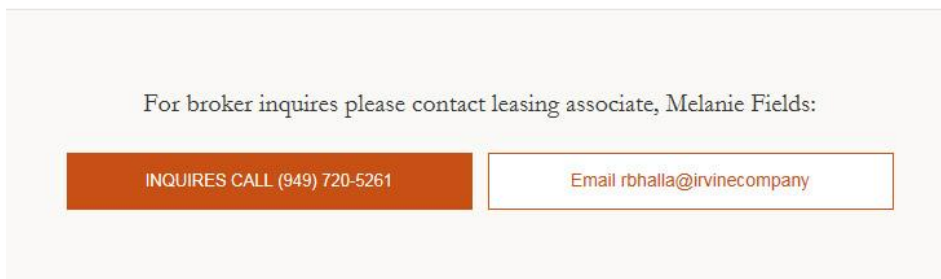
The screenshot displays a web interface for 'CYPRESS VILLAGE'. At the top, there are four navigation tabs: 'Shopping', 'Village Map', 'Directions', and 'Village Living'. The 'Village Map' tab is active, showing a map of the village with various streets and landmarks. A red location pin is placed on the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

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:

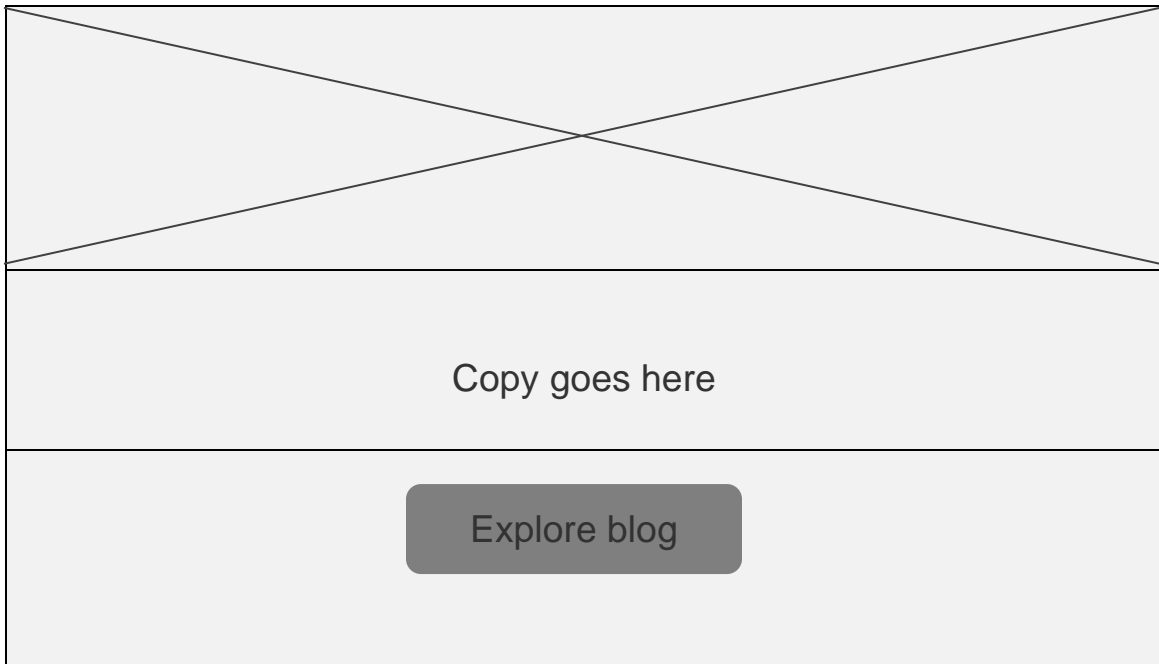
/ Featured Brokers /

Tom Taylor & 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 /

Tom Taylor & 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

17 – VOI blog header



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



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



Not sure if you need a dedicated module for above, but want to make sure it's covered. If logo is scaled down could use notification module for blog call out:



LiveVOI

Explore the *Best Kid-Friendly Parks in Irvine* —
Visit Our Blog for All Things Irvine!

Visit Blog

Or 50/50 module:



LiveVOI

STAY IN THE KNOW
ON ALL THINGS IRVINE

VISIT BLOG >

18 –Slogan (live text)



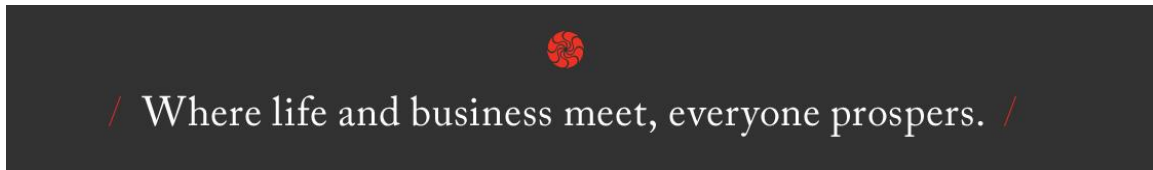
As seen on the VOI site:

Masterfully Planned by the Irvine Company

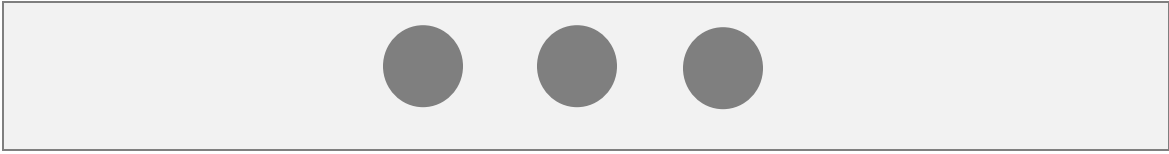
Could also be used for, 'Brokers Welcome' as its live text:



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

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

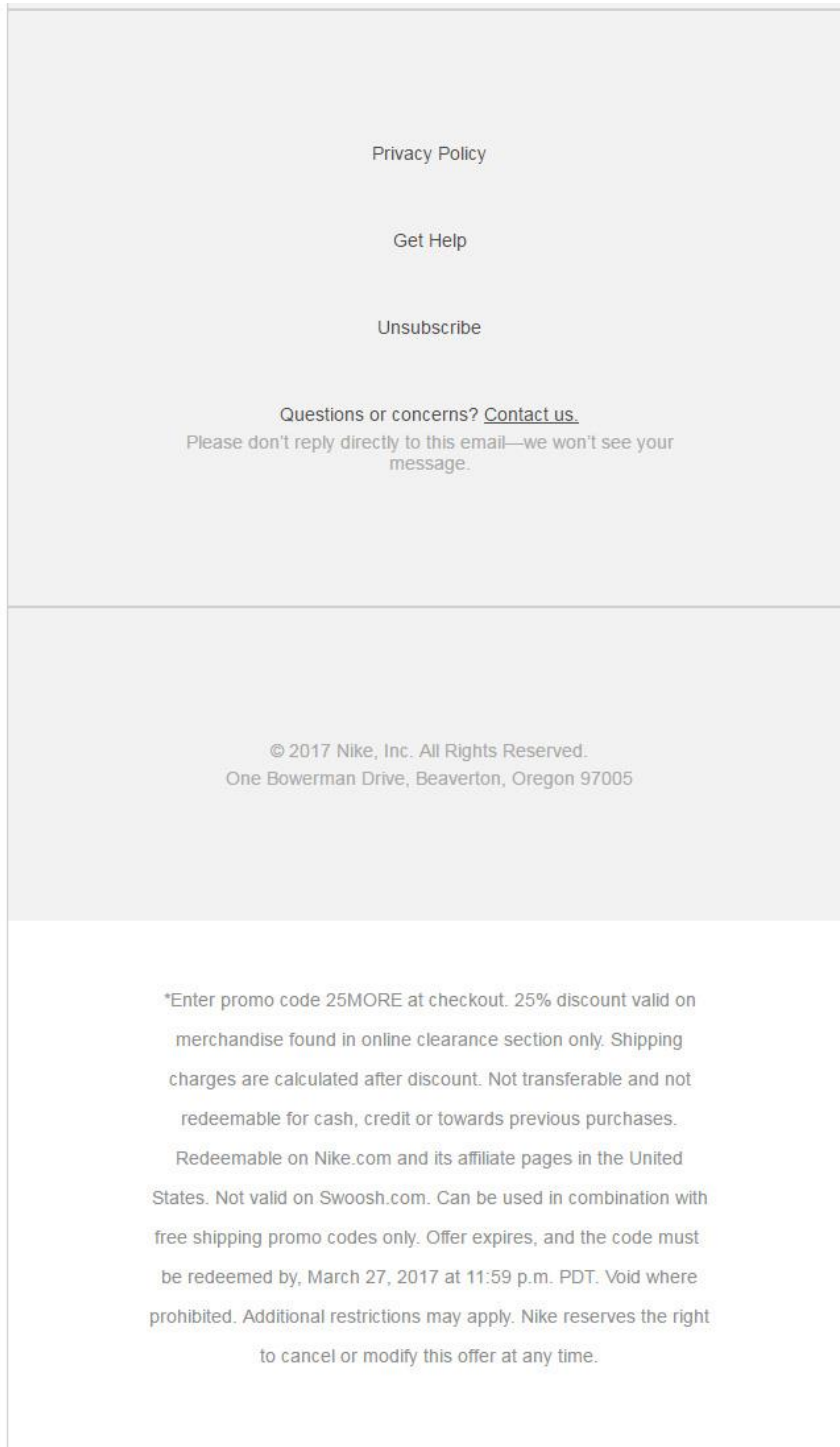
Floor plans, renderings & pricing are subject to change without notice

"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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(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.



Proposed IP module list v1

Below is our module list draft v1, totaling 21 modules for IP. At this stage all modules are up for discussion, this is a just first attempt to give us something to go on.

1. Header with 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

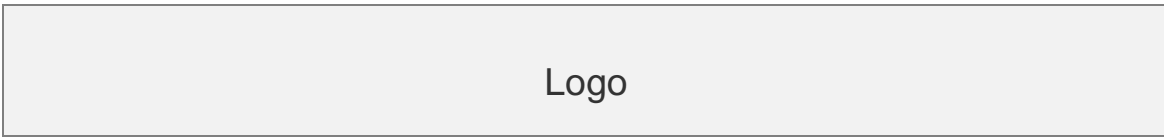
16. Design center welcome copy
17. Customer care copy
18. Standalone fluid image
19. Split header image
20. Social and water conservation
21. Footer legal

Proposed IP modules detail v1

Below is our module list draft v1, 23 modules for IP.

1 – Header with logo and navigation

Descriptive pre-header text and online link



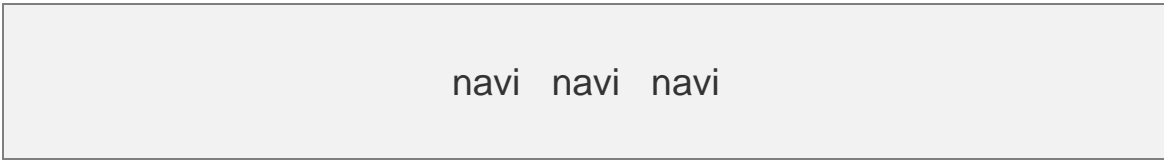
As seen here:

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](#).

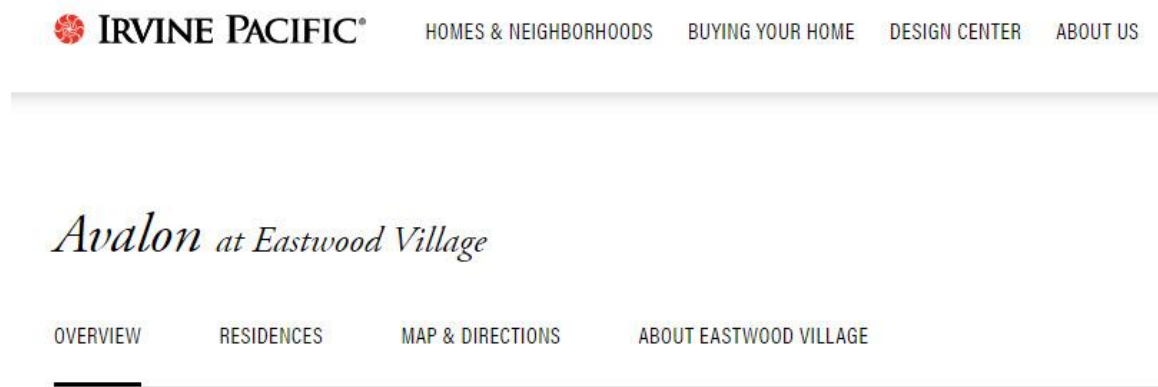


IP logo tends to stay in header

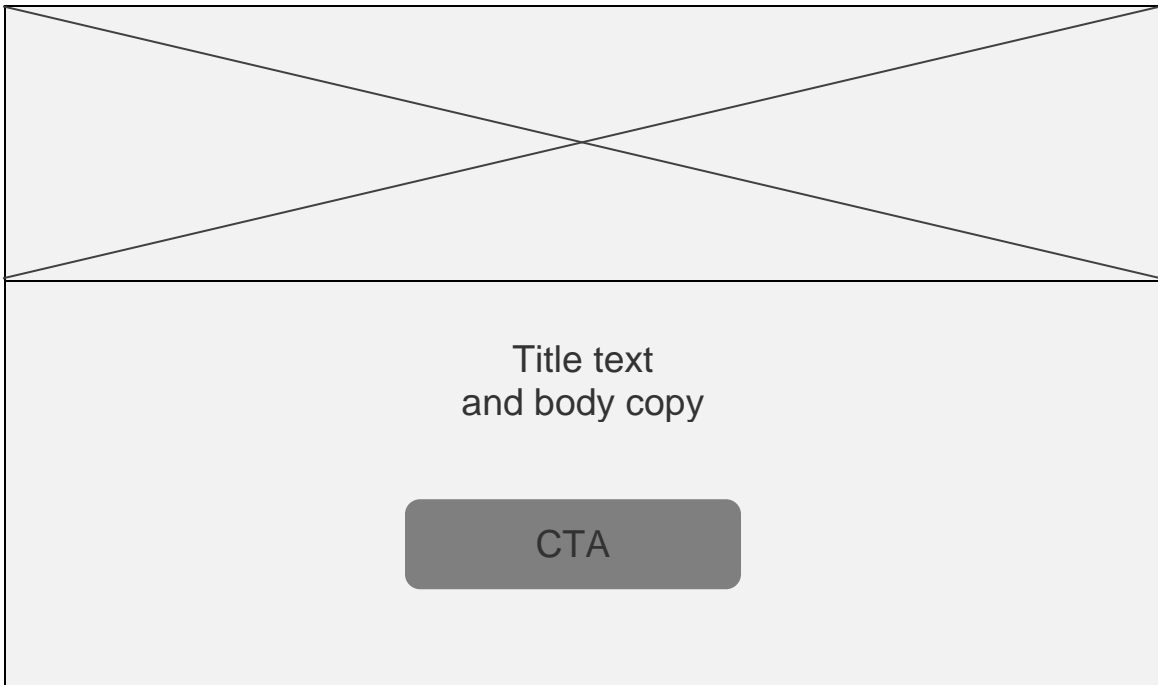
Multiple tab navigation



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

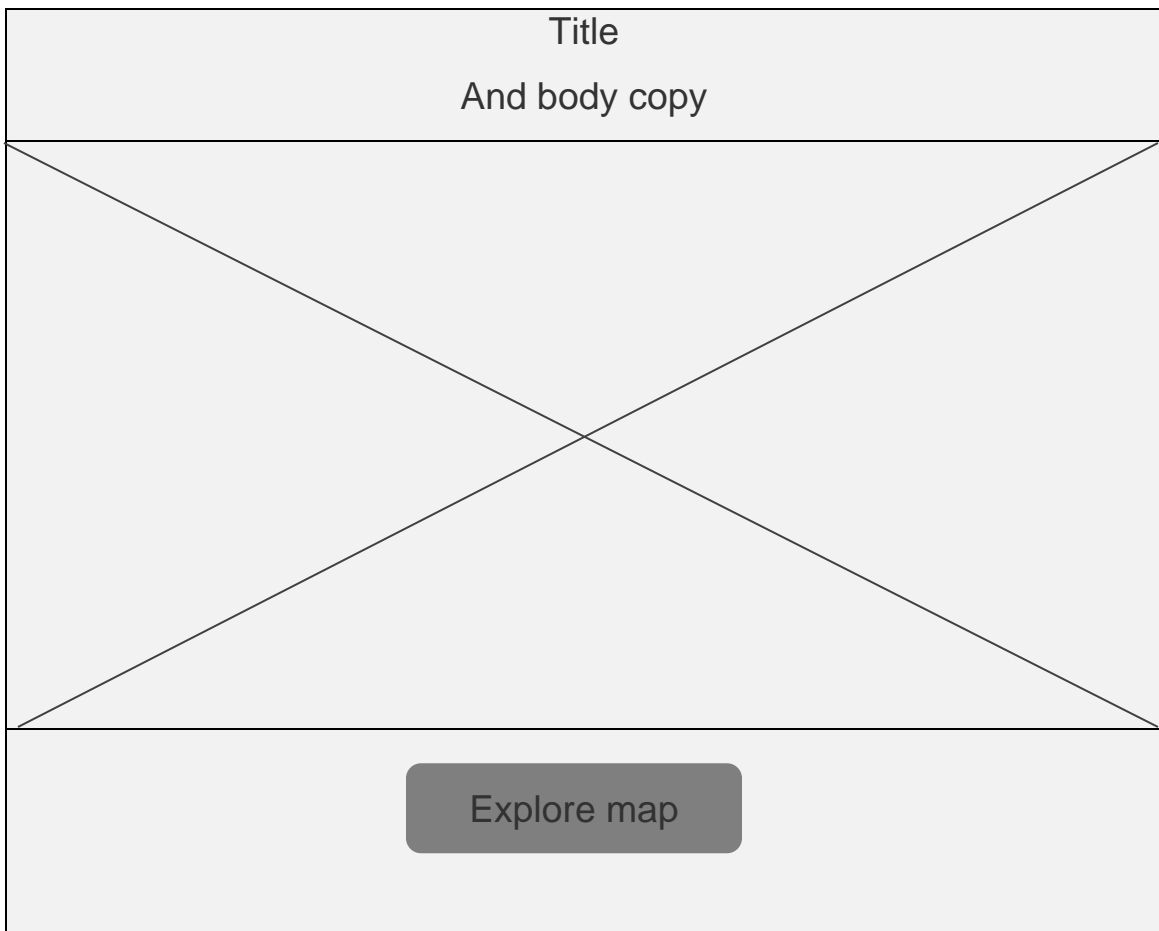
Marin's residence One features a large Great Room and the convenience of a first-floor master bedroom.



MARIN
AT EASTWOOD VILLAGE

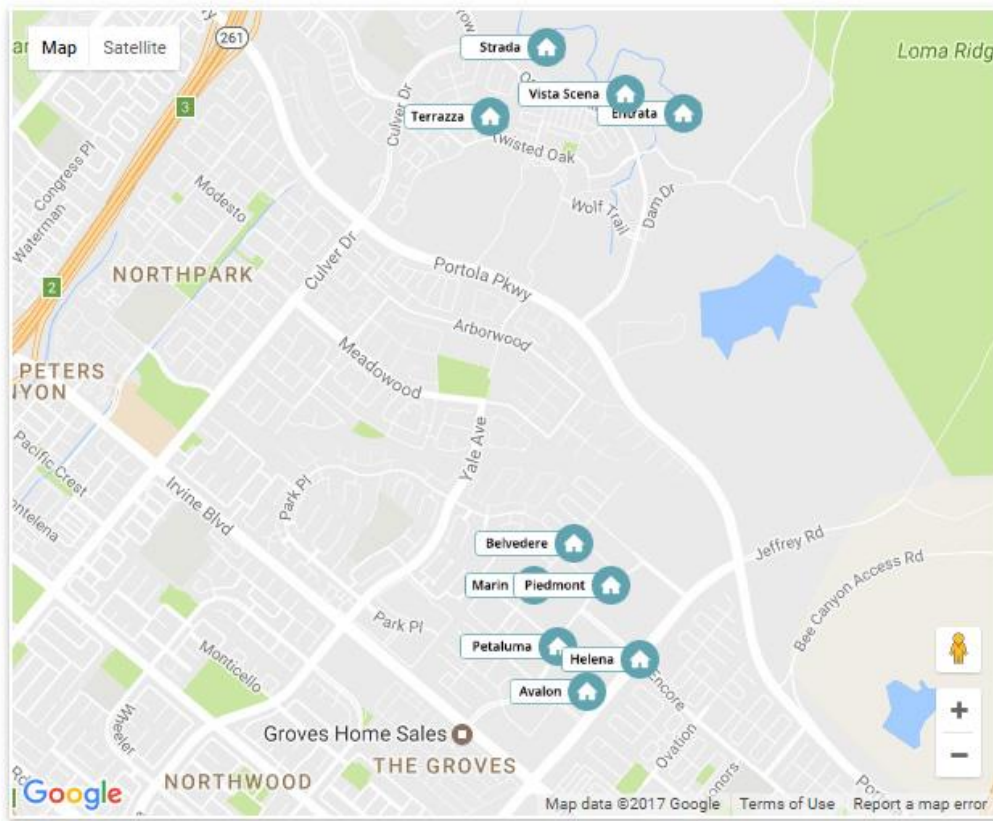
[VIEW FLOORPLAN](#)

4 – Map / floor plan hero



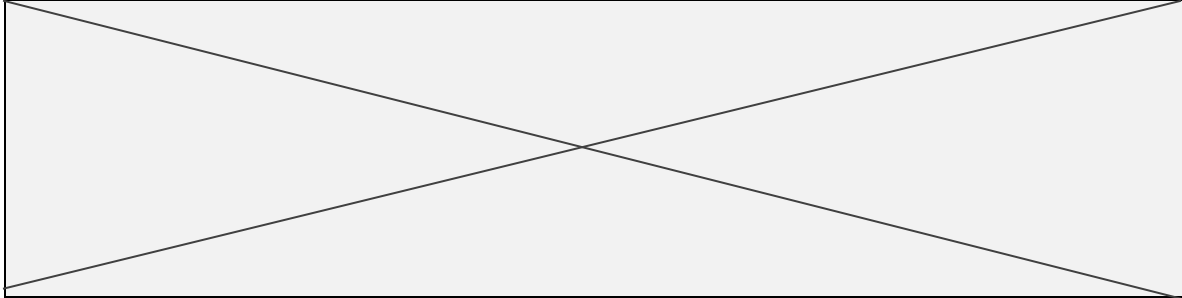
Where We Build

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

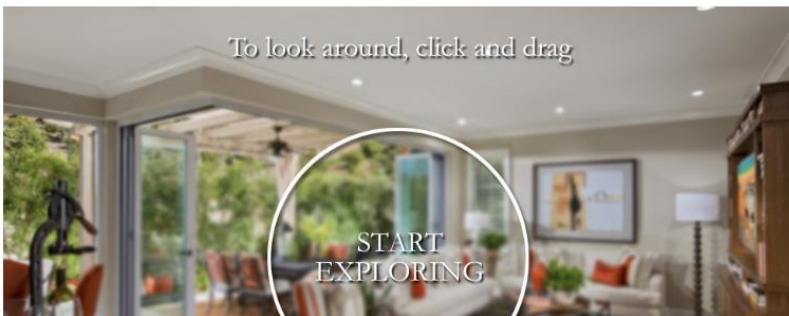
Title



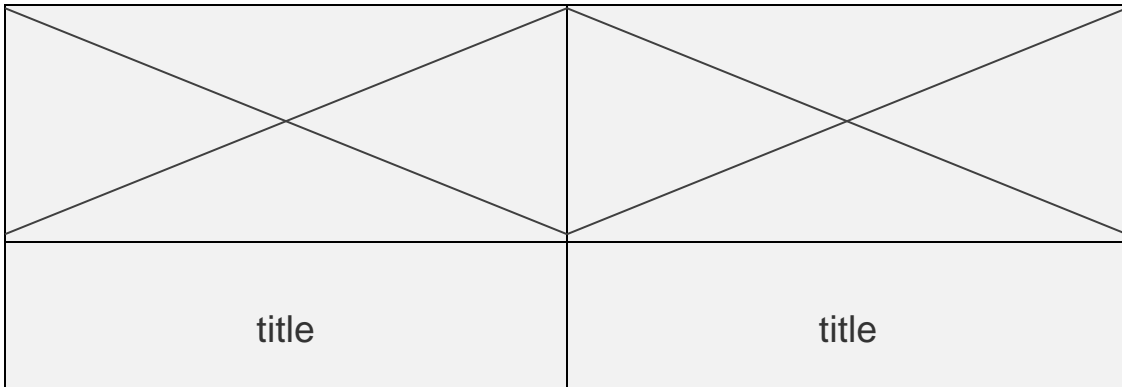
Video Tour



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

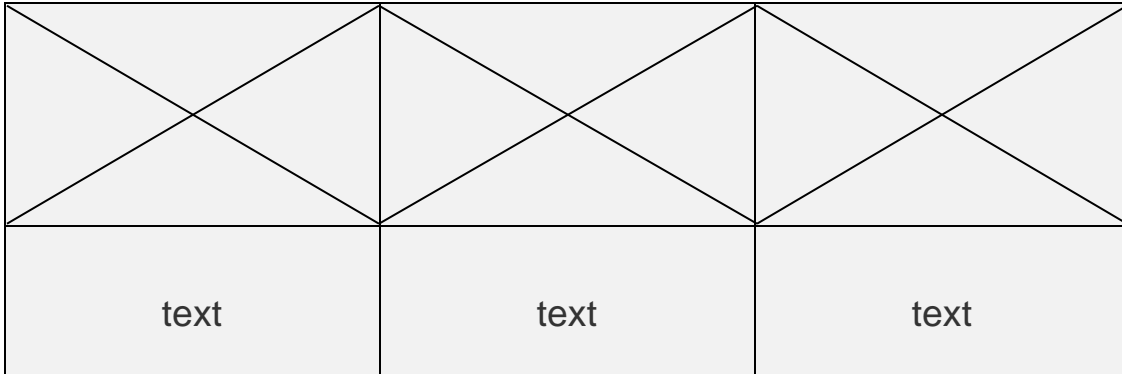


Residence 2



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

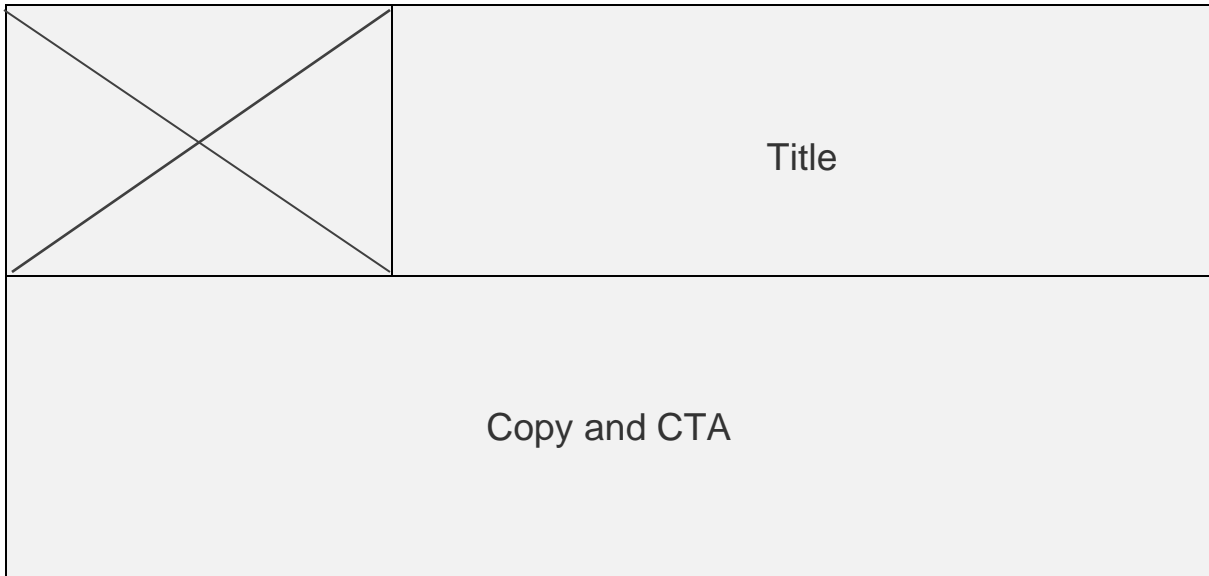


NEW SEASON
Gucci



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.

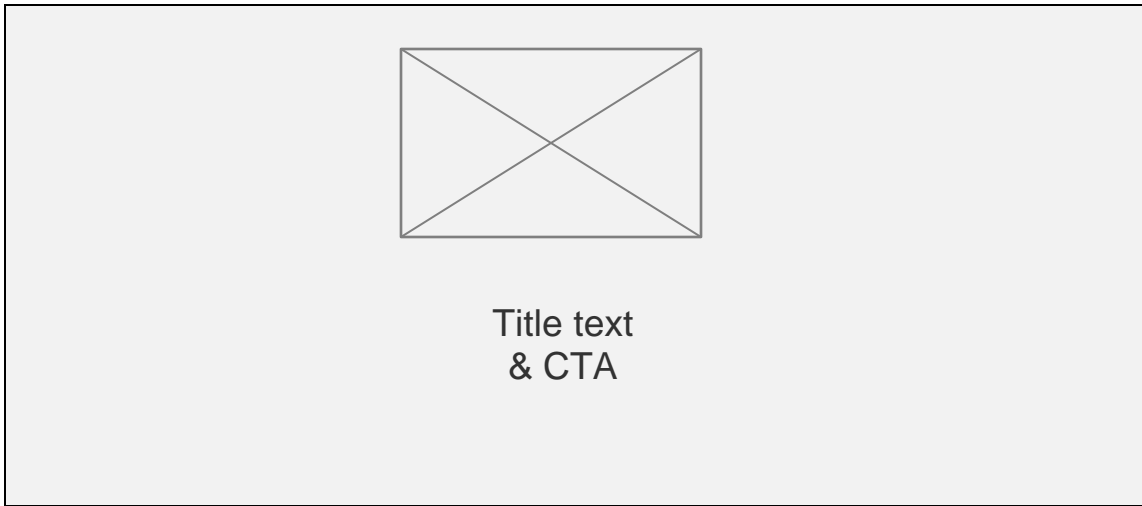
By: [Kate Nugent](#)

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?

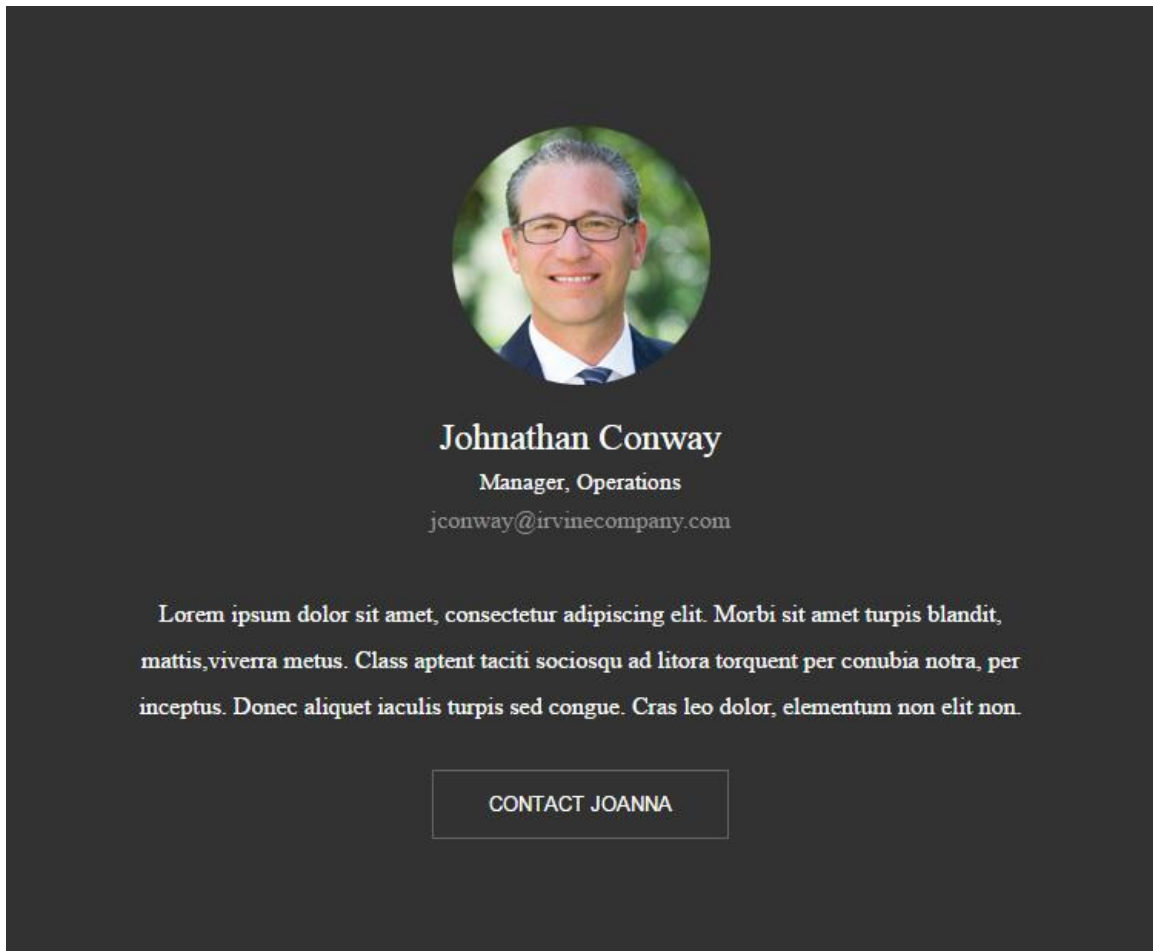
When we were developing our Virtual Presence course, we discovered that even the most technologically savvy presenter or facilitator hits technological roadblocks. We are all using the heck out of our bandwidth, and when you have a group of people who come together to meet virtually, anything can happen.

[FULL POST](#)

9 – Notification



As seen in Office:



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:

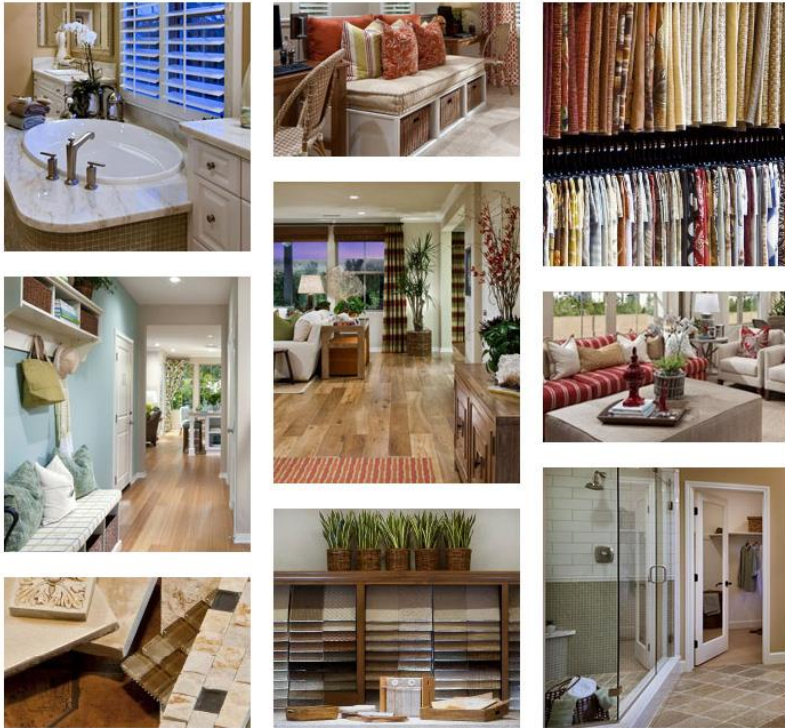


Can be used for tweets also by replacing “ image with Twitter icon:



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

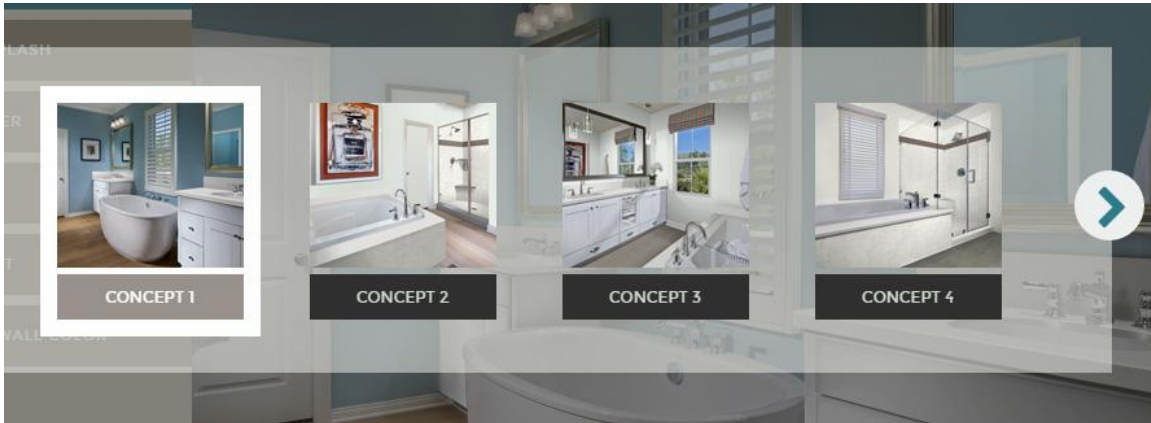
Great idea for binding your portfolio... via payload...



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.



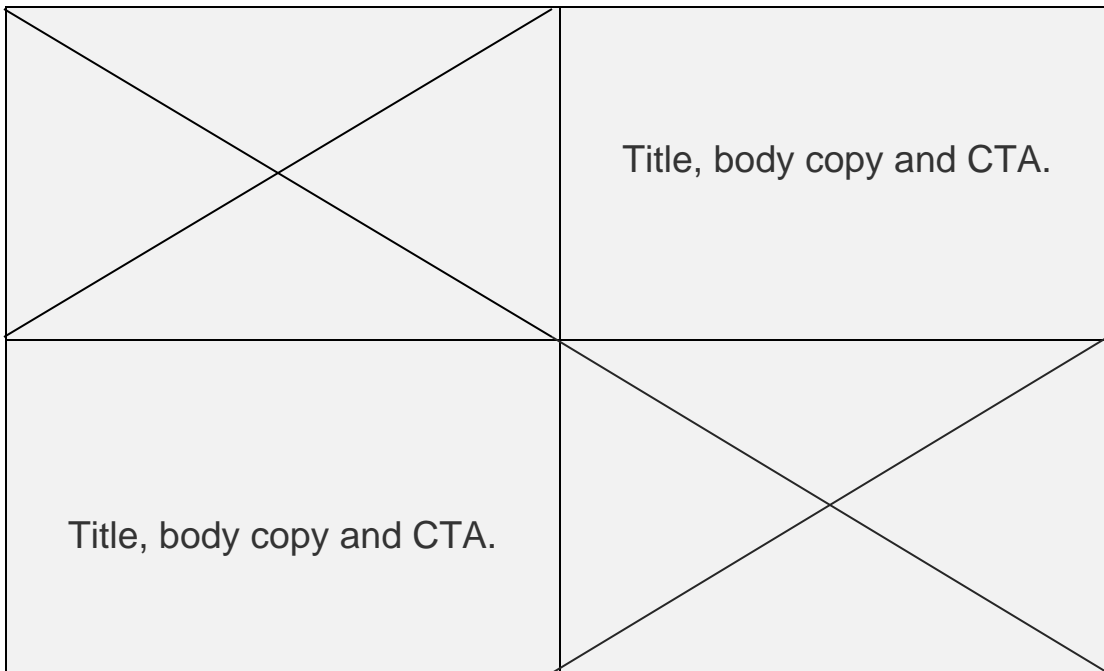
OLOF'S EDIT




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

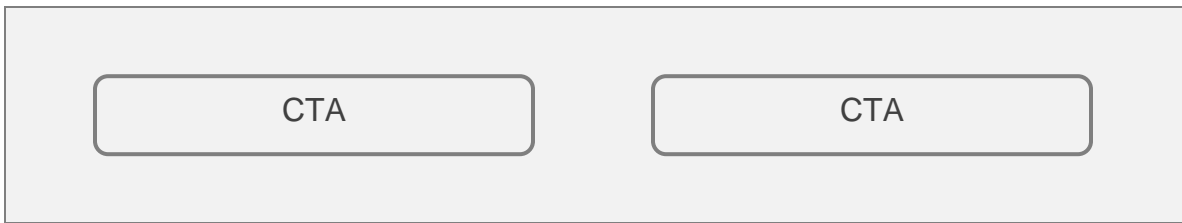
Self-Portrait corners the market in occasion dressing with its directional dresses in laser-cut lace; expect unique detailing and sheer panels in mini, midi and maxi lengths.

[SHOP NOW →](#)





14 – Two button action bar



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

/ Get in Touch /



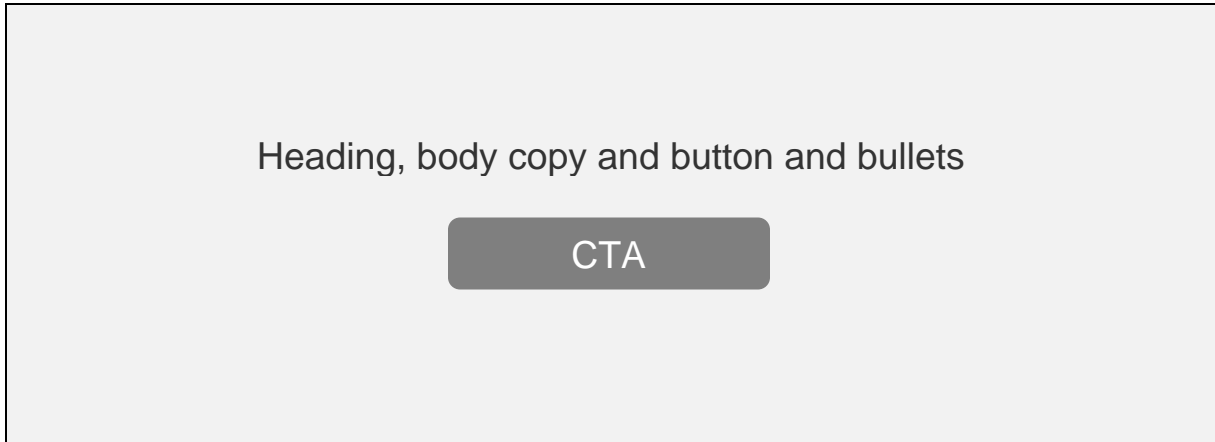
/ Get in Touch /



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 – Design center welcome copy

Design center welcome needs specific copy for registration directions and call-out box for username and password.



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.IrvinePacificDesignCenter
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

[P](#) [f](#) [T](#) [You Tube](#)

Cleaner more thoughtful typography:

Hi Smiles Davis,

Thanks for choosing Xero for your business.

If you're a paying subscriber, you can access everything in Xero right now. Start doing real work like sending invoices, importing bank statements, collaborating with your accountant or bookkeeper, entering expenses, processing payroll and more.

Take the first step

The first thing we recommend you do is enter your organization's contact details so they're included on your invoices and other documents you create.

1. Log in to Xero and click Settings, then General Settings.
2. Click Organization Settings
3. Enter your contact details, optionally upload your logo, and click Save.

[Enter org details now](#)

[Buy Xero now](#)

Could number the steps to break them down further:

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.](#)

Could possibly repurpose this module for Password Reset email, which also needs a username and password call-out box.



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: **L9FFCGXT**

Thank you,
Irvine Pacific

ABOUT IRVINE PACIFIC

 Learn more about our commitment to water conservation.



Call-out box outline (centered) 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

17 – Customer care copy

Customer care has specific copy needs for how to submit a service request.



We Value Your Feedback.



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



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

Dear 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 features 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 live homebuying experience and we look forward to your candid input on this valuable survey.

Sincerely,
Irvine Pacific

About Irvine Pacific



About Irvine Pacific



Example of a customer service/welcome email:



Welcome to Campaign Monitor

You're all set. Now you can create beautifully-designed, professional email marketing campaigns to grow your business.

[LOG IN TO YOUR NEW ACCOUNT](#)

Your new account

Login: xxxxxxxxxxxx.createsend.com

Email: xxxxx@xxxxxxxxxxxxxx

We're here to help!

To talk with one of our email marketing experts, call **1-855-526-7253** or email us at sales@campaignmonitor.com



217 2nd Street, San Francisco, CA 94105

 Forward

You're receiving this because you've signed up for a new account.

[Unsubscribe](#)

#1 The extra helpful center

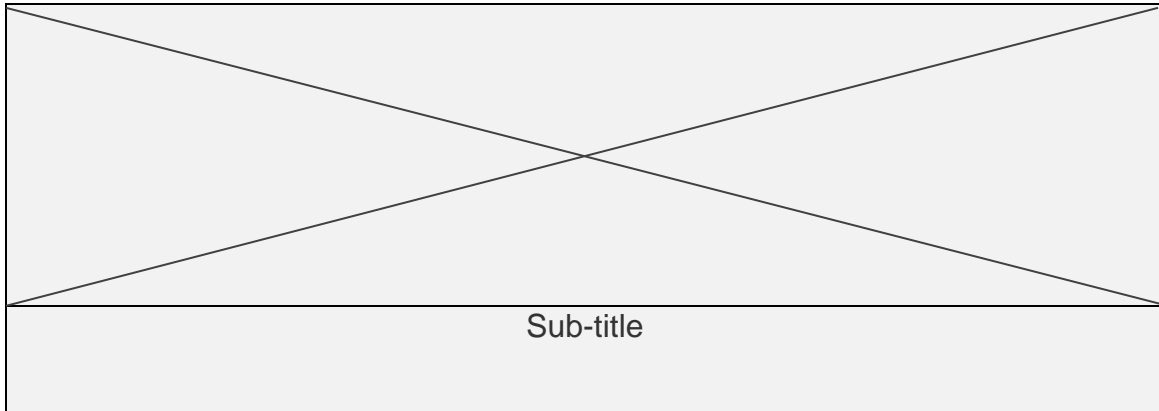


We completely revamped our Help Center, with more tips, articles, and screenshots to help you get the best of Typeform.

[Help is here](#)

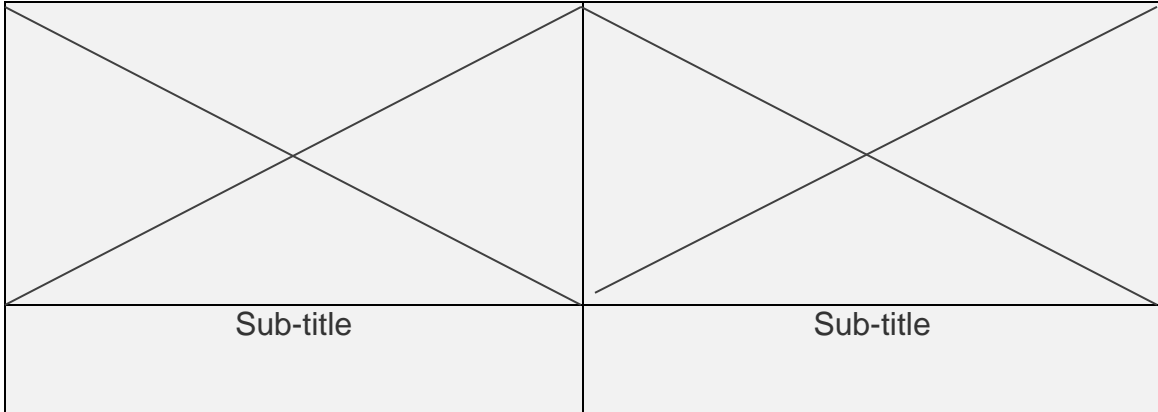
18 – Standalone fluid image

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.

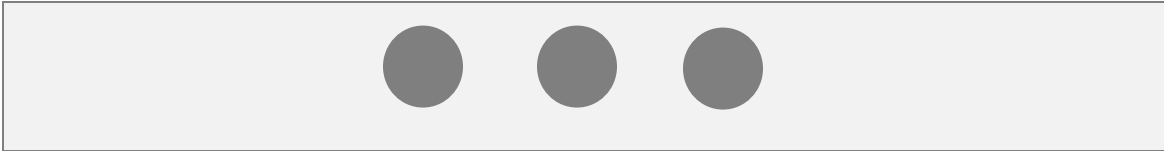
Orange County's Airport Area is an invigorating mix of office, industrial and retail businesses that surround John Wayne Airport and form the recognized hub of commerce for the county.



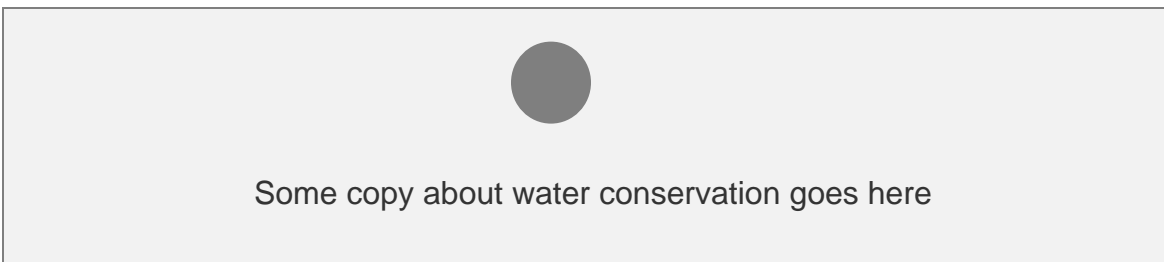
Invigorating mix of office, industrial and retail businesses

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:

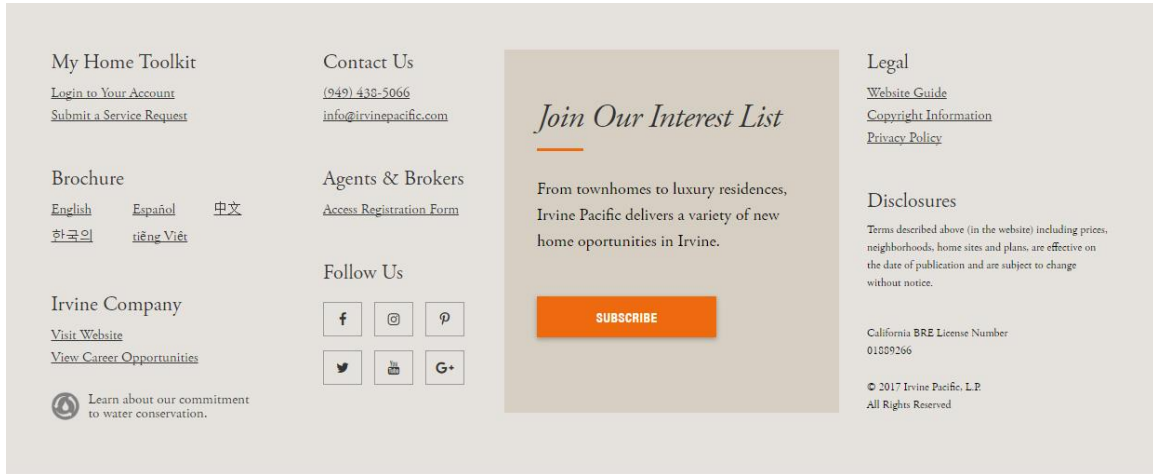
Join Our Interest List

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 combined VOI and IP module list v1

Below is our module list draft v1, totaling 30 modules for VOI and IP combined.

1. Header with logo and navigation
2. Residence hero
3. Neighborhood hero
4. Intersect hero
5. Map / floor plan hero
6. Video / 360 hero
7. List
8. Two column
9. Three column
10. Text with sub-brand logo
11. Notification
12. Two column bullet list
13. Amenities table
14. Quote or Tweet
15. Image grid / Instagram
16. 50 / 50 grid

17. 50 / 50 split (image left)
18. 70 / 30 grid
19. Thumbnail
20. Two button action bar
21. Two column sales office
22. Multi-purpose primary messaging
23. Design center welcome copy
24. Customer care copy
25. Standalone fluid image
26. Split header image
27. VOI blog header
28. Slogan
29. Social and water conservation
30. Footer legal

Proposed scalable Gmail module list v1

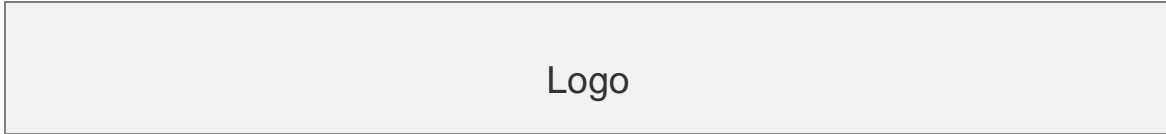
The Gmail build is a fixed-width, narrow template with standard fonts. We want to keep it simple, one or two columns maximum so its scales down well.

Below is our module list draft v1, totaling 8 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. Notification
7. Social and water conservation
8. Footer legal

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

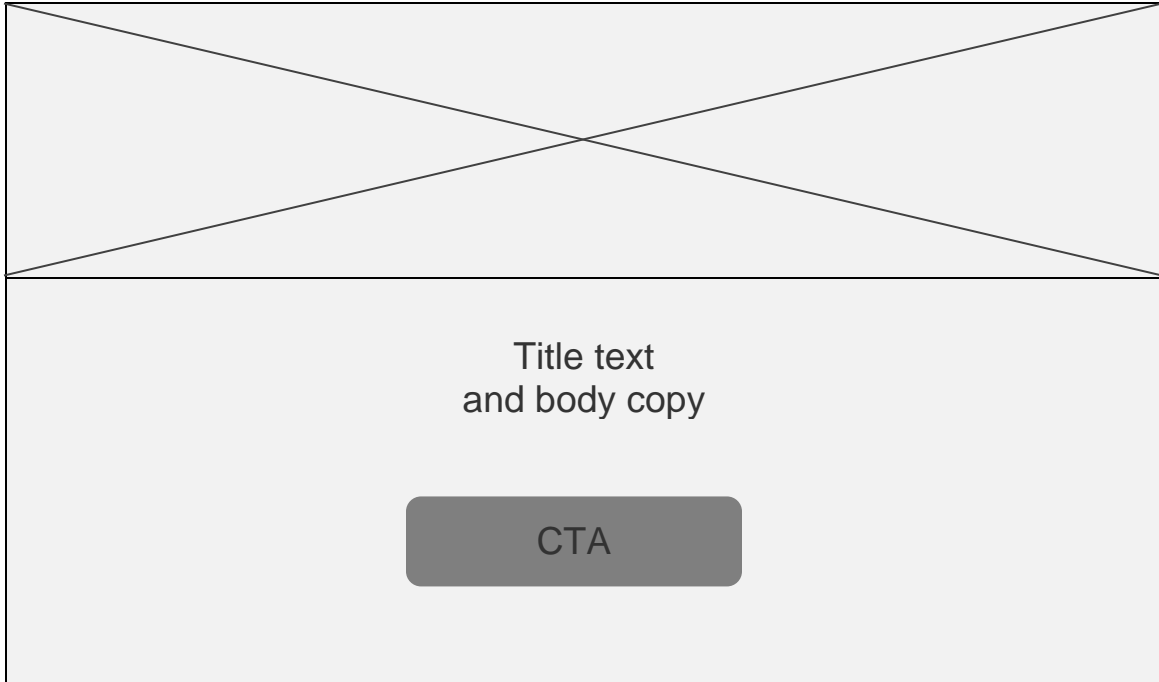
VOI often places the neighborhood logo at the top

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

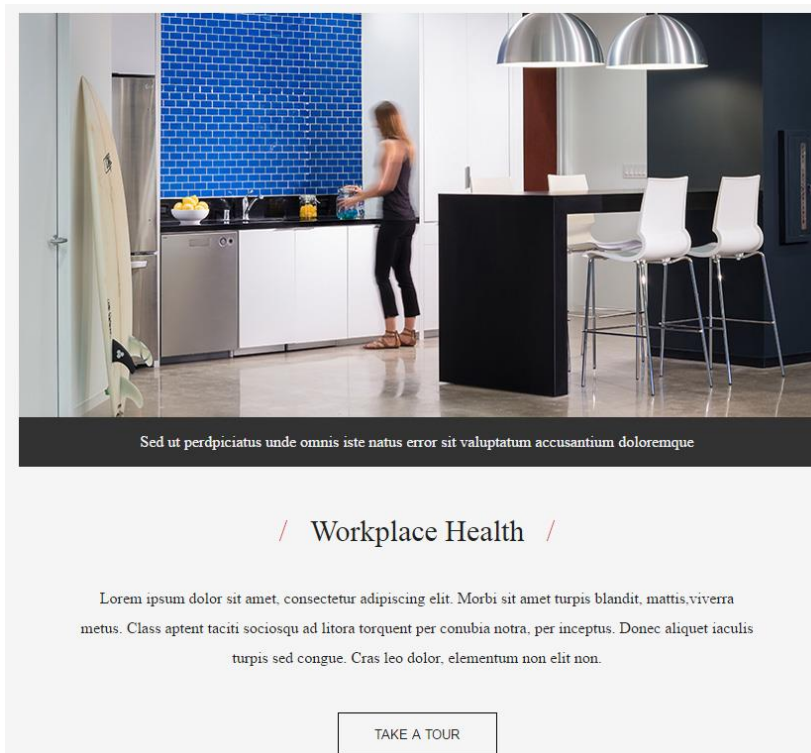


With VOI logo in header

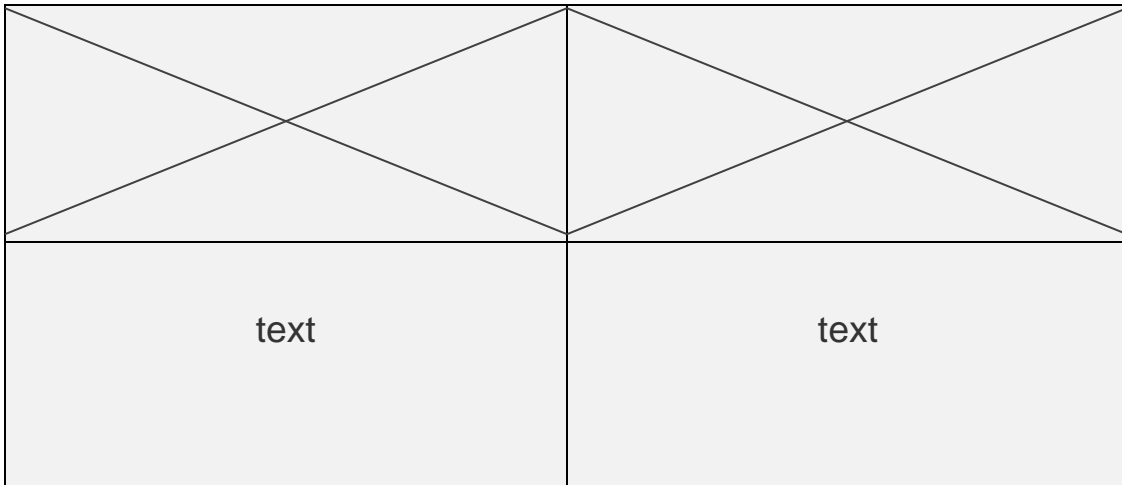
2 – Hero image one (Standalone image with text and CTA below)



As seen here:



3 – Two column

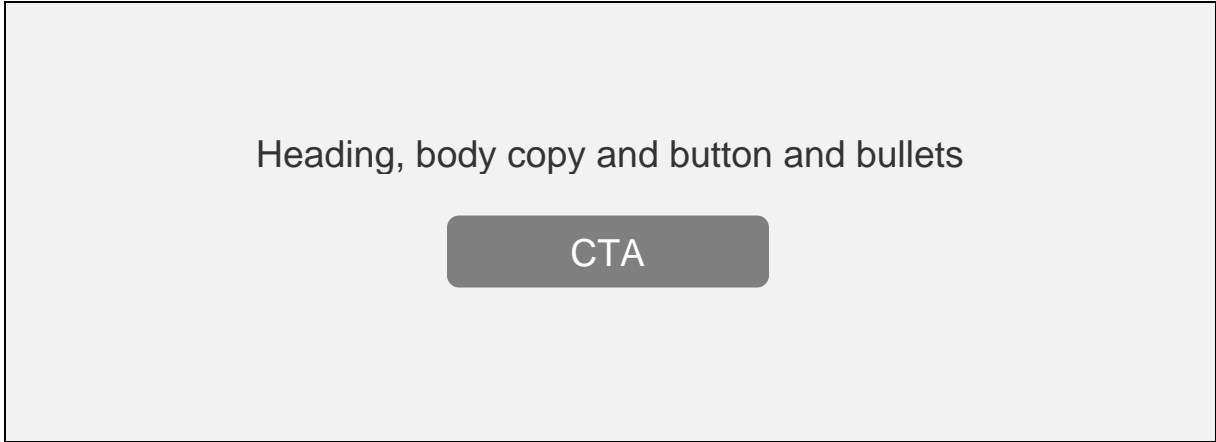


As seen in:

NEIGHBORHOODS IN CYPRESS VILLAGE

	
Lantana »	Tristania »
Now Selling	Now Selling
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

Office template:

H3 Lorem ipsum dolor sit amet

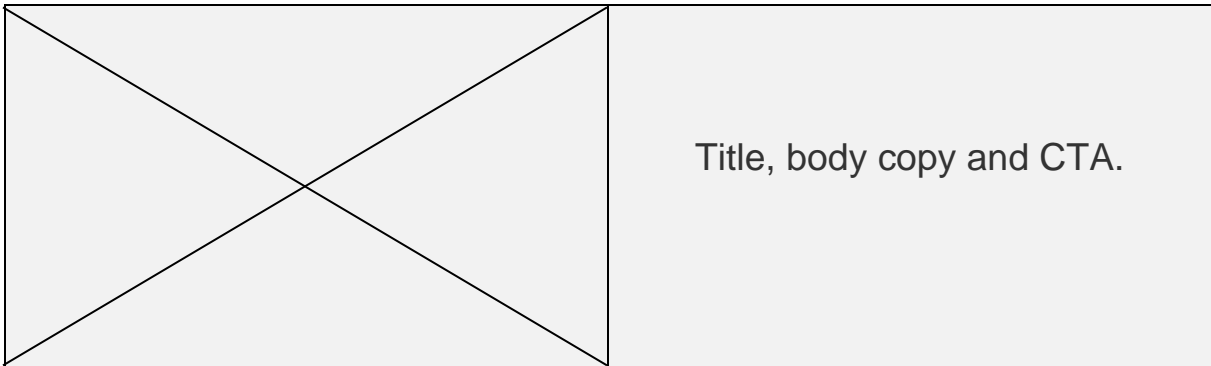
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla orci mi, bibendum quis dictum vel, pharetra eget orci [body text link #2287A0](#) et dolore magna aliqua. Aenean eu varius diam, ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate.

H4 LOREM IPSUM DOLOR SIT AMET

- Palletesque 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 uma odio, palletesque quis justo a orci bibendum volutpat.

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...

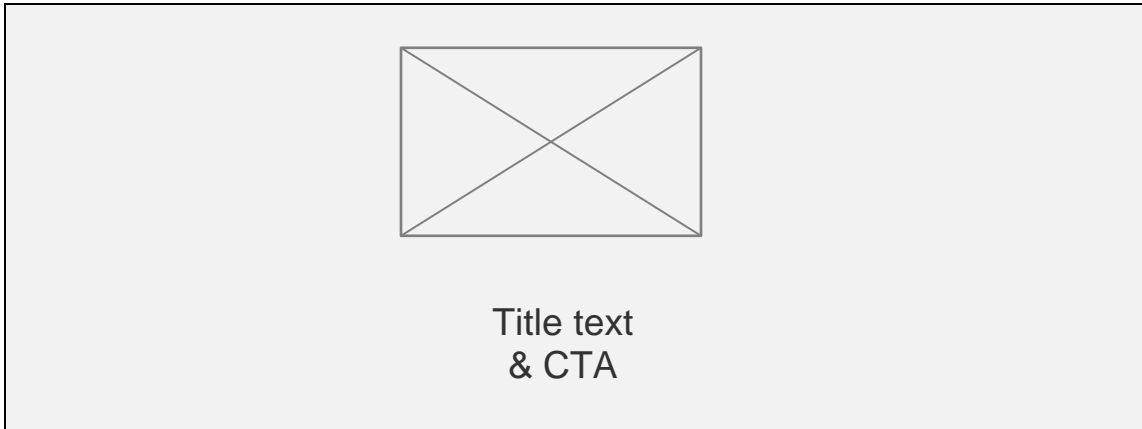
[READ MORE >](#)

tag one, tag two, tag three

Introducing Next-Gen, Flexible Office Space At 200 Spectrum


MARCH 08, 2016 | CATEGORY

6 – Notification




As seen in:

ORCHARD HILLS FACTS




Excellent Schools »

Orchard Hills residents will have the opportunity to attend award-winning schools within either the acclaimed Irvine or Tustin Unified School Districts.



Shopping & Dining »

Orchard Hills Shopping Center is walking distance from home for Orchard Hills residents.



Parks & Amenities »

Amenities designed to embrace

As seen in apartments build:



Stewart Village

At Stewart Village, an eclectic community awaits you. A mediterranean village in the heart of Sunnyvale's high-tech sector.

[View More »](#)

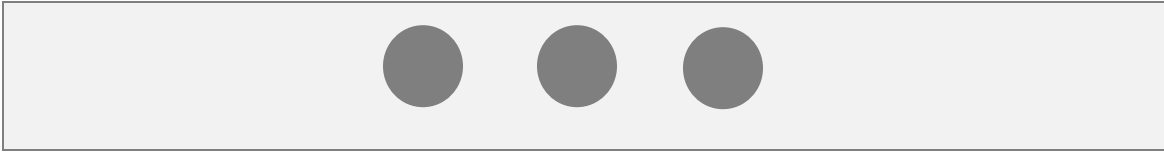


Crescent Village

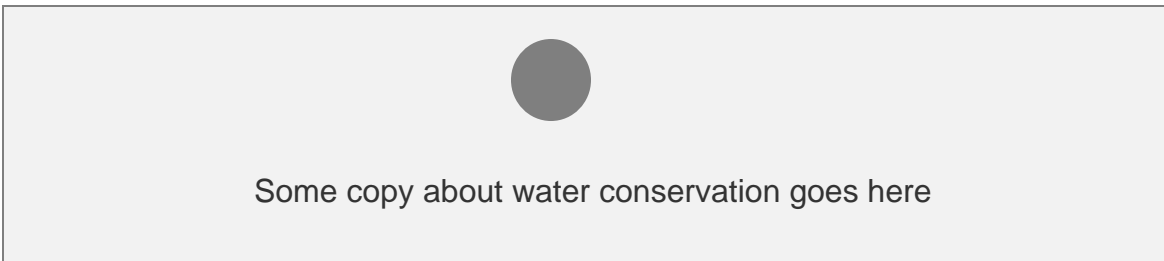
Crescent Village, nestled around a five-acre park appointed with tennis courts, kids play area, and running trails.

[View More »](#)

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

Legal footer

As seen on the site:

[Sales Office Directory](#)

[Keep Me Informed](#)

[Career Opportunities](#)

[Website Guide](#)

[Privacy Policy/Terms](#)

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info@villagesofirvine.com

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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.



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:

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

IP responsive modular system:

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

VOI and IP responsive modular system combined:

Based off of this assessment, we are estimating 30 modules: cost of \$15,000

Scalable Gmail modular system:

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

One *Master* HTML system 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 first draft
- 2 – Call to discuss or send along initial feedback in an email.
- 3 – After some back and forth we decide on a module list v2 or 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

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