

Irvine Company

ICAC refresh v1.

StyleCampaign

Contact

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ICAC redesign

The goal is to redesign the modular email system for Irvine Company Apartment Communities (ICAC), which matches the style and branding of the new website. A breakdown of the current master template can be viewed here (~26 modules).

The new website homepage is live, community desktop and mobile comps are also available. We'll also be referring some of the use cases seen in these frequent email templates:

1. Multi-community prospect
2. Single community prospect
3. Resident
4. Google Fiber availability email
5. Google Fiber event email
6. AT&T Fiber
7. IT Upgrades
8. Resident referral
9. Parcel pending

The Irvine Company Apartment Communities (ICAC), email redesign will use the new brand fonts Gotham and Miller Display, and the following color palette:



ICAC new color palette



ICAC new web fonts are Miller Display and Gotham

Proposed ICAC module list v1

Below is our first draft module list, totaling 27 modules:

1. Header single logo
2. Header two logos
3. Header logo with resident login
4. Resident login
5. Text sub-header
6. Synergy headline
7. Announcement text
8. Hero centered with text
9. Hero left-aligned with text
10. Hero intersect with text
11. Hero image
12. Letter
13. Contact
14. One column icons
15. Two column icons
16. Two column text bullets
17. Grid
18. 30/70 split

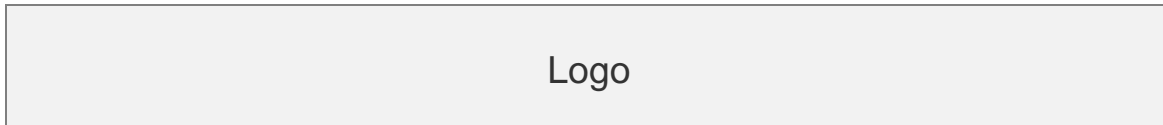
19. Two column image and text
20. Icon and text
21. Text and mid-sized image
22. Image gallery
23. One perk
24. App store
25. Event
26. Shout-out box
27. Footer

Proposed ICAC modules detail v1

Below we'll add more detail for each of the 27 modules:

1. Header single logo

***** Hidden white on white pre-header text *****



Current template:



Single ICAC logo in header (above), usually used for multi-community emails e.g. [Multi-community prospect](#)



Would swap logos out for individual community emails such as this [single-community prospect](#)

As seen on the new ICAC site:



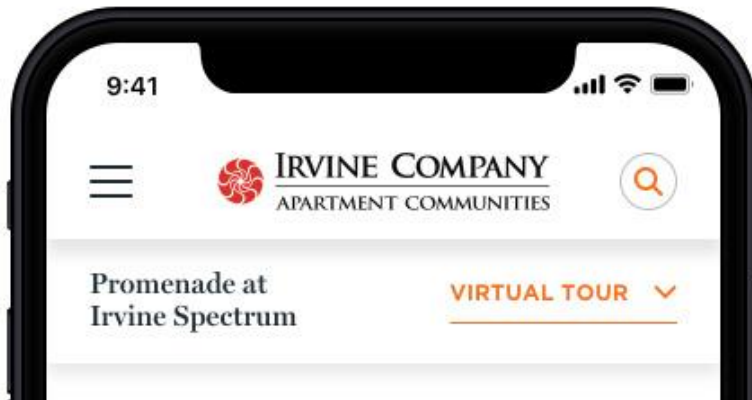
LOCATIONS ABOUT US OFFERS FREE CONSULTATION RESIDENTS



Desktop full-width



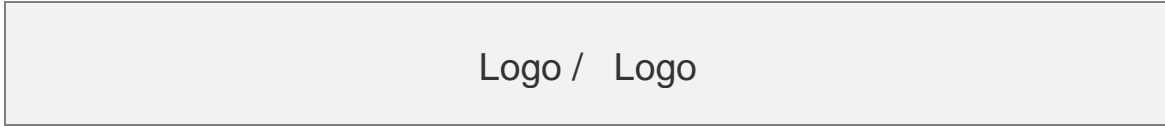
Desktop mid-width (similar to desktop email size)



Mobile header

2. Header two logos

***** Hidden white on white pre-header text *****



DEL RIO
APARTMENT HOMES



BERKELEY COURT
APARTMENT HOMES

3. Header logo with resident login

***** Hidden white on white pre-header text *****



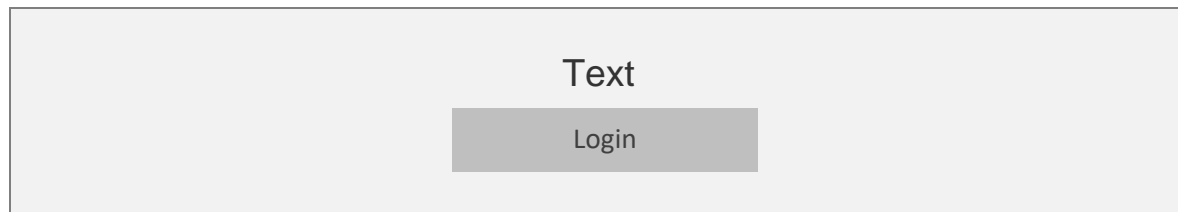
As seen in this [resident email](#)

4. Resident login

The 'Email redesign project' doc mentions, "Consider adding a module specific to the resident portal, which could be used as an alternative to having it in the navigation."



Or



VILLAS AT PLAYA VISTA
APARTMENT HOMES

RESIDENT LOGIN

Above the login header from a recent template, and below from the old website:

Search

Start browsing apartments in Silicon Valley

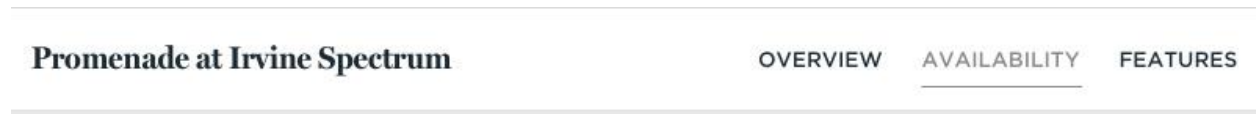
SEARCH SILICON VALLEY

5. Text sub-header

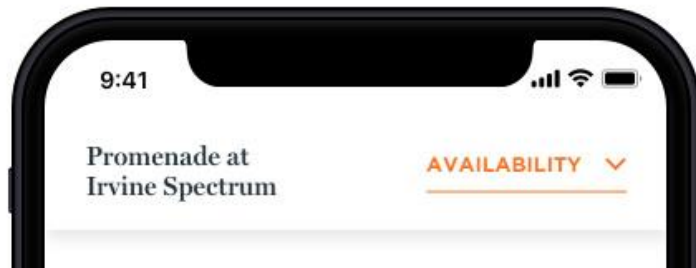
Community name	Text link or links
----------------	--------------------



On the new website communities are indicated by a text header (full-width above)

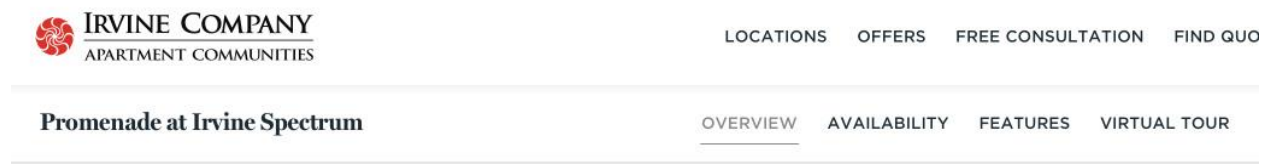


Email would be narrower so you'd only have 1-3 links (link could be resident login for instance)

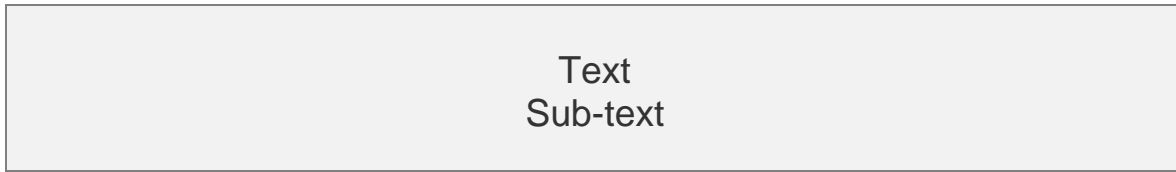


On mobile link is orange

You could possibly combine this module with the single logo header (like below) to indicate a specific community, not sure if branding would stand up on its own without the logo.



6. Synergy headline (maybe?)



Synergy headline (maybe keep):



This might be covered by other modules; we'll keep it in just in case and see.

7. Announcement text

EYEBROW TEXT IN CAPS

Announcement text H1

One sentence of body copy

WHEN YOU COME HOME TO MORE YOU

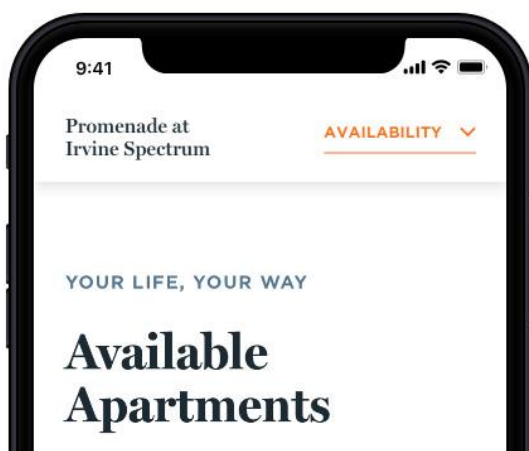
love where you live[®]

Hero text: H1 with smaller eyebrow text above. Place above (or below) any hero module. Used on the new website on its own, or with short body copy.

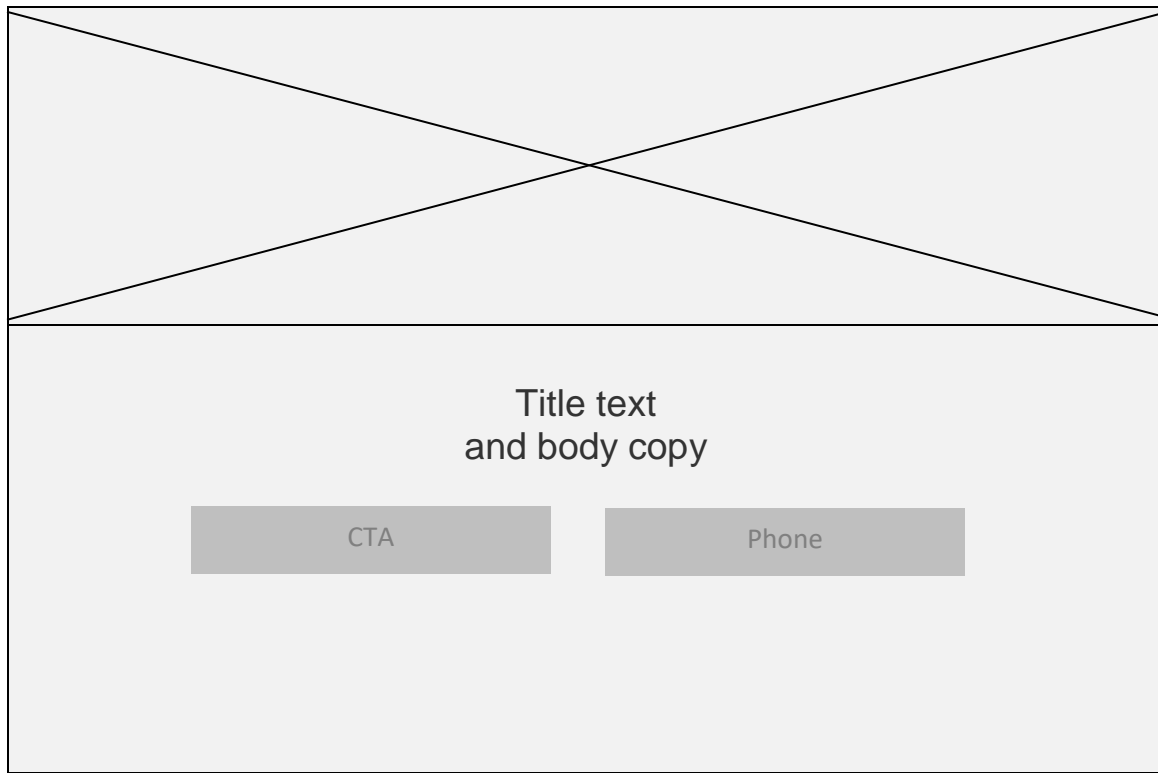
VIRTUAL TOURS

**Find Your New
Home, From Home**

You can now take a virtual tour, use our easy application process, or talk with an online housing specialist to help in many ways.



8 – Hero centered with text



Current template (Image, Text and CTA):




Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat voluptua.

CALL TO ACTION

Current template (Image, Text and two CTAs):



At-Home Interests

Enjoy free streaming workouts or trials from many top fitness studios, links to local restaurants that offer delivery or curbside pick-up, and more.



877.342.0348

AVAILABILITY

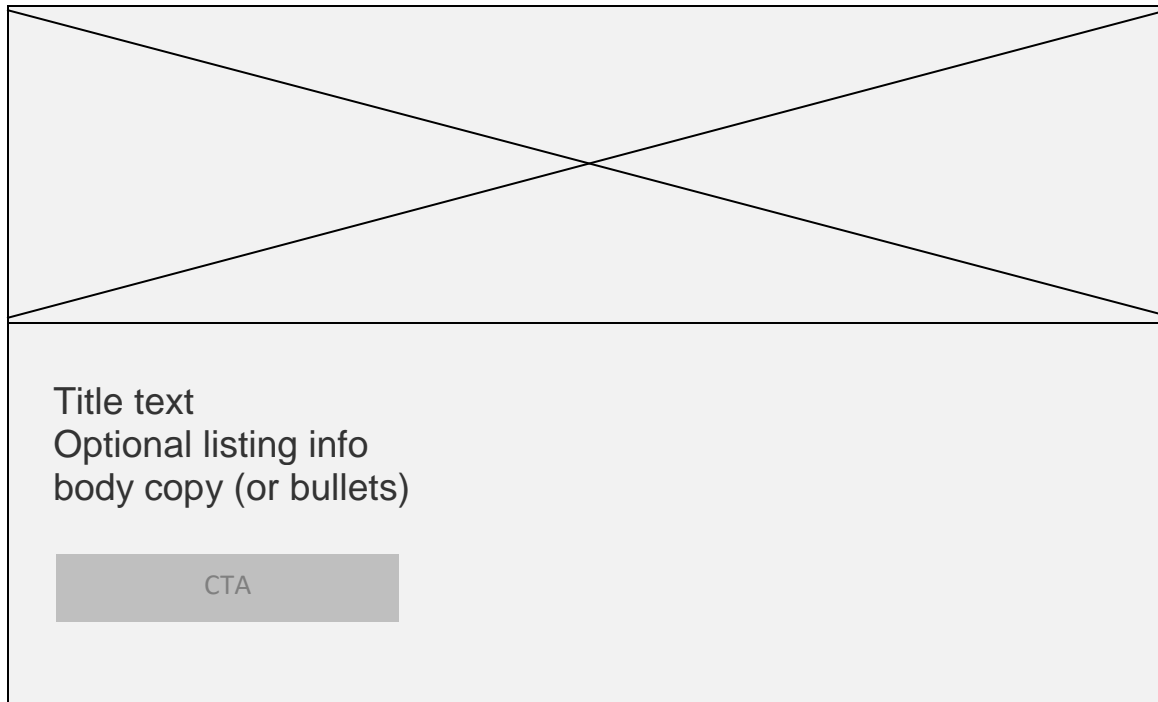
Or

AVAILABILITY

SCHEDULE A TOUR


It's common to see a centered hero, followed by left-aligned single-column modules like in your [multi-community prospect email](#)

9 – Hero left-aligned with text



On the new site there are community modules similar to this [multi-community prospect email](#):

Featured Communities




Promontory Point- Now Starting at \$2,830*
Newport Beach

- One- and two-bedroom floor plans including townhomes, lofts, and penthouses
- Newly remodeled interiors*
- Exceptional coastal location with complimentary paddle board and bicycle rentals

* in select floor plans/residences

STEP INSIDE




Villa Siena - Now Starting at \$1,860*
Irvine

- Full range of upgraded kitchen appliances*
- Ultra high-speed internet provided by Cox Gigablast™ and Google Fiber
- Lush and expansive with 24-hour staffed gated entry

* in select floor plans/residences

New website:



● ○ ○

Promenade at Irvine Spectrum

1100 PERLITA IRVINE, CA

Starting from \$2,095

Studio - 2 Beds / 1 - 2 Baths

Enjoy a life rich in luxury and comfort. The apartment homes at Promenade boast distinctive character, luxury finishes and modern, tech-forwarded conveniences. The journey starts with you.

[EXPLORE NOW](#)

This community module is from the new website homepage. If you scale the home page down mid-way between desktop to mobile, you get a feel for the email width. Note you might also want a version with bullets in place of body copy.



YOUR LIFE YOUR WAY

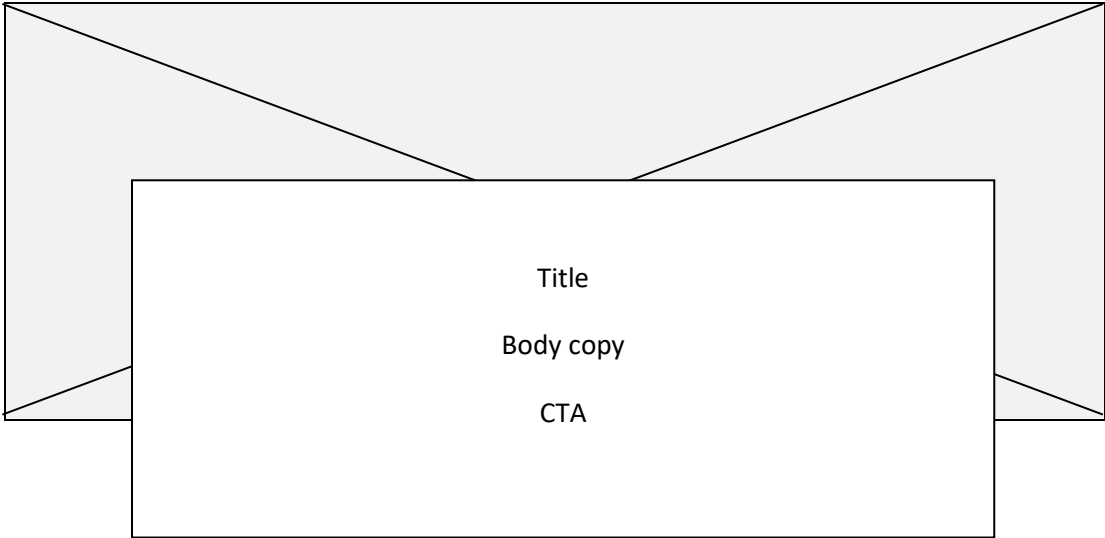
Personalized Video Tour

Schedule time for a personalized video tour via video conference, or we can send you pre-recorded videos and photos of the residences you're interested in. Really want to see it in person? Ask about our self-guided tour options.

CREATE YOUR TOUR

Above is a slightly different version of a left-aligned module, from the new site. More of a general use module than a listing. This left-aligned module could be used as a hero or secondary module. You could place announcement text, or a centered hero above it.

10 – Hero intersect with text

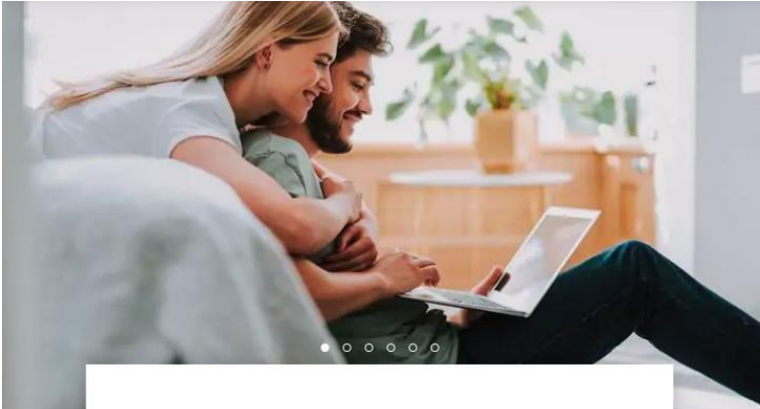


Current template:



The text box intersects with the image above it, as seen in this [multi-community prospect email](#)

As seen here on the new ICAC homepage:

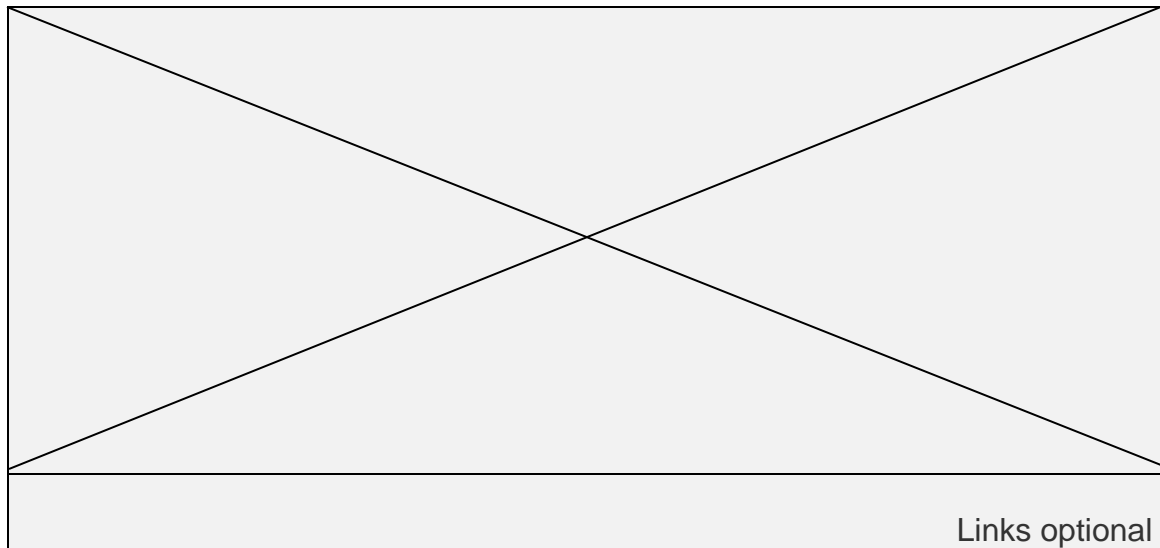


introducing rent care

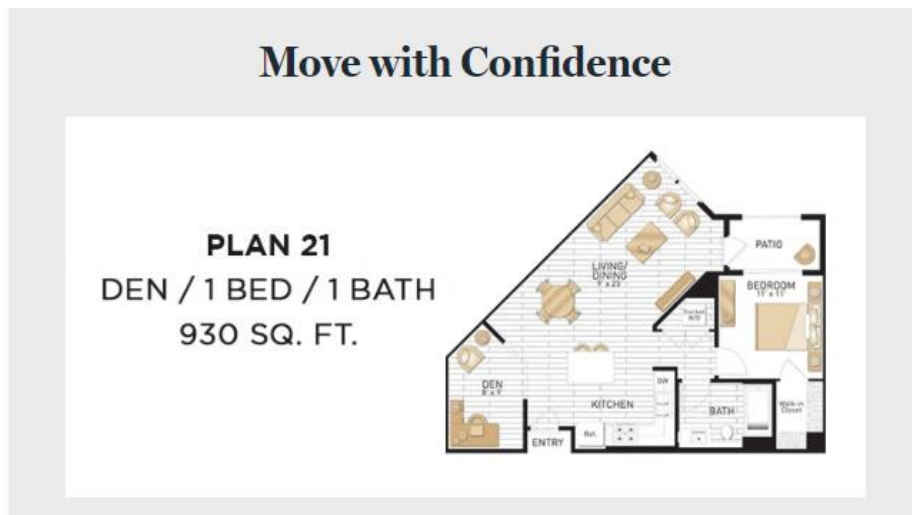
Now more than ever, we're committed to making it easier to find the perfect home for today and tomorrow with a suite of solutions that add future-proof flexibility to your new home.

[EXPLORE THE SOLUTIONS](#)

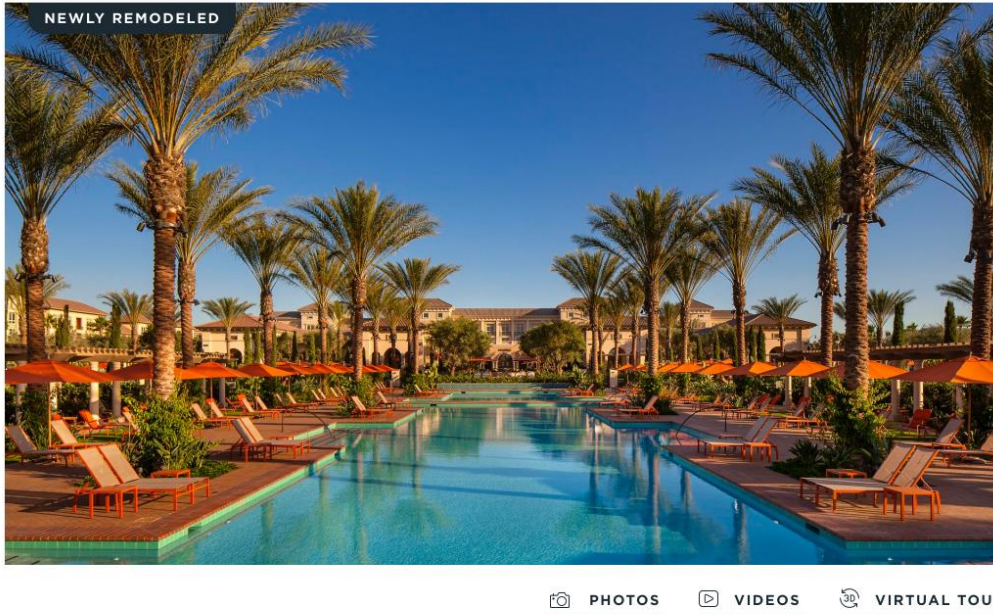
11 – Hero image



As seen in [this](#) frequently used email:



As seen on the new site, with optional links that can be taken out if needed:



Some additional icons that could be swapped out e.g. Floor Plans or map:



Community map from new site mocks:

Community Map

Click on buildings in **ORANGE** below to find available apartments.



Heading, body copy, bullets and CTA (+ phone option)

As seen in the current templates:

Live Better at Santa Clara Square

With flexible virtual touring options, as well as on-site self-guided tours, find your next apartment home at Santa Clara Square today.

Inside these luxury studio, one- and two-bedroom apartment homes, you'll find walk-in closets, stainless steel appliances, hardwood-style floors and ultra high-speed internet for your at-home office. Need to move now?

Here's How Rent Care Can Help:

- Search, tour, and lease from wherever you are.
- Move worry-free with our Love Your Home 60-day guarantee.*
- **New Offer:** Get \$1,000 off your first month's rent when you move in by June 7, 2020.**

VIEW AVAILABILITY

844.520.6861

As seen in the current templates:

New Parcel Delivery Process

We are pleased to welcome Parcel Pending electronic lockers to your building! The new lockers are located in your designated mailroom. This will allow you to pick up packages at your convenience, 24/7!

Here are additional notes about this free and convenient resident feature:

- Packages will be delivered via the new parcel lockers
- Parcel notifications will be sent by text, email or from the Resident Mobile App
- Oversized parcels will be delivered directly to your door
- Packages must be picked up within 5 days or they will be returned to the sender
- Visit our **Frequently Asked Questions** page to learn more

As forever owners, we're investing in thoughtful improvements that set a new standard for apartment living and keep you living forward. Please do not hesitate to contact us by **phone** and **email** if you have any questions.

Warm Regards,

Community Management
Santa Clara Square Apartment Homes

And on the new website:

FEATURE RICH APARTMENTS

Your Life Your Way

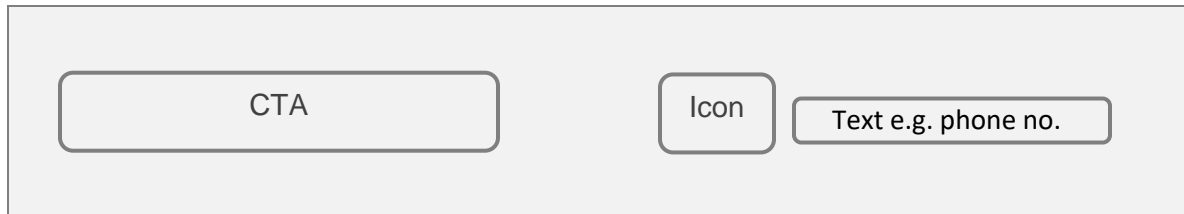
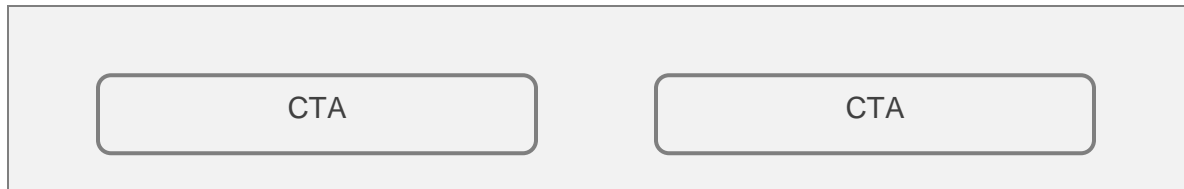
Your living experience should be as unique as you are. At Irvine Company, we're passionate about creating apartment communities where you live your life, your way.

YOUR HOME ENHANCED

- Keyless, smart-phone controlled home entry
- Full height backsplashes in kitchen
- Tile walk-in showers
- Deep soaking bathtubs
- Custom closet organizers
- LED lighting throughout residence
- Quartz countertops
- Kohler medicine cabinets
- USB outlets in kitchen, living room, and bedroom

* Available in select residences

13 – Contact



Current template:



855.997.2340


New site two buttons:



New site icon and text, with button:






Would design module using the phone icon, but this could be replaced with alternative icons:

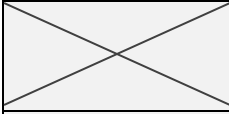
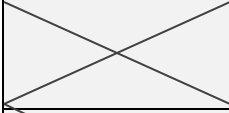

 **877.342.0348**

SCHEDULE A TOUR

AVAILABILITY

-  **Live Chat**
-  **Contact Us**
-  **Share**

14 – One column icons

	Longer descriptive body text
	Longer descriptive body text
	Longer descriptive body text

Current template:

Lorem ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec quis ipsum nec augue ultricies ultrices. Aliquam ornare urna in est laoreet.



Lorem ipsum dolor sit amet, consectetur adipiscing elit.



Lorem ipsum dolor sit amet, consectetur adipiscing elit.



Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Example of a one column icon list from brooklinen:

We believe in comfort, quality, care, and convenience.

And we promise to always...



Deliver the highest quality goods at
the lowest possible price



Give you personalized customer
service



Tell you about new products before
anyone else



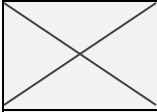
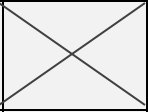
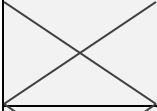
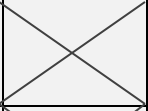


No pilling, ripping, or tearing (ever!) or
you get every penny back



Returns and exchanges are free up to a
full year after purchase!

[SHOP NOW](#)

15 – Two column icons

	Short header text		Short header text
	Short header text		Short header text
	Short header text		Short header text

New website:

FEATURE & AMENITIES



Fitness Area



Walkability



Google fiber



Stainless steel appliances



Parks



Gas barbecues

New website:

FEATURES & AMENITIES



Fitness Area



Walkability



Parks



Google fiber



**Stainless steel
appliances**



**Gas
barbecues**

- **Walkable to brand new Los Olivos Community Park with lighted baseball fields, soccer fields, basketball courts, and tennis courts**
- **Walk-in closets**
- **High-end finishes**

The new website sometimes combines two column icons, with a secondary one column bullets module underneath. Using icons for all the features would take up a lot of space (the website seems to favor three lines), you don't want a whole page of them. This gives you a lot of information but it's still scannable. We could add an optional one-column bullets to this module.

16 - Two column text bullets

. text	. text
. text	. text
. text	. text

I don't think there was a two column bullets module in the old build; you've been using one-col:

- Packages will be delivered via the new parcel lockers
- Parcel notifications will be sent by text, email or from the Resident Mobile App
- Oversized parcels will be delivered directly to your door
- Packages must be picked up within 5 days or they will be returned to the sender
- Visit our [Frequently Asked Questions](#) page to learn more

New website (these are links):

FIND A HOME WITH THE

most in-demand features

Townhomes

Washer/ Dryer In-home

Beach Living

Personal Garage

Hardwood-Style Floors

Stainless Steel Appliances

New website (drops to one-column on mobile):

FIND A HOME WITH THE

most in-demand features

[Townhomes](#)

[Washer/ Dryer In-home](#)

[Beach Living](#)

[Personal Garage](#)

[Hardwood-Style Floors](#)

[Stainless Steel Appliances](#)

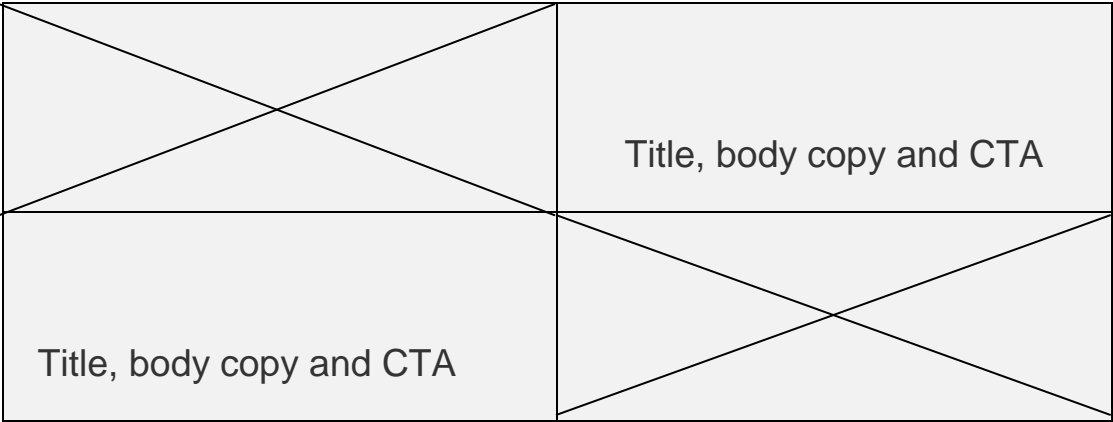
Two column bullets could also be styled in a more traditional way; this is from the VOI website:

GARDEN CENTER PARK

- Jr. Olympic Pool
- Wading Pool
- Spa
- Club Room
- Tot Lot
- Barbecue & Picnic Areas
- Shade Structures
- Lawn
- Tot Lot
- Barbecues & Picnic Areas
- Shade Structures

My sense is that you could list more features using traditional bullets. Any more than three deep, and the orange links could become a bit too much. Though I do like the links, they are quite eye-catching and useful if you did want people to click through.

17 – Grid



Current template (needs taller image):

280x158	Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor <div style="background-color: #e67e22; color: white; padding: 5px; text-align: center; width: 150px;">CALL TO ACTION</div>
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor <div style="background-color: #e67e22; color: white; padding: 5px; text-align: center; width: 150px;">CALL TO ACTION</div>	280x158

New website (keep in mind emails aren't as wide as this):

Rental Living by Irvine Company

Find and thrive in your perfect home with helpful articles and inspiration from our rental living experts.



How to tour apartments virtually

Learn how to make the most of your virtual touring experience.

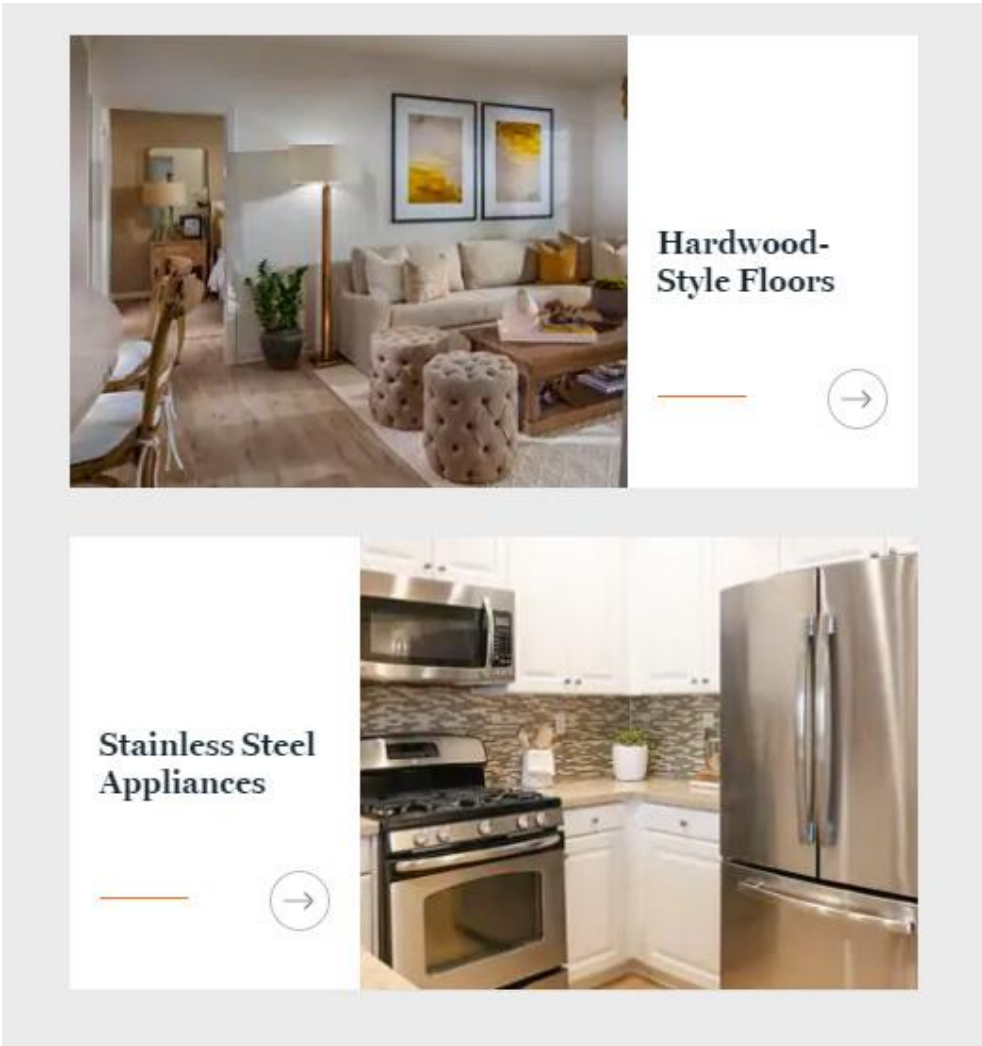


Tips for stress-free apartment hunting

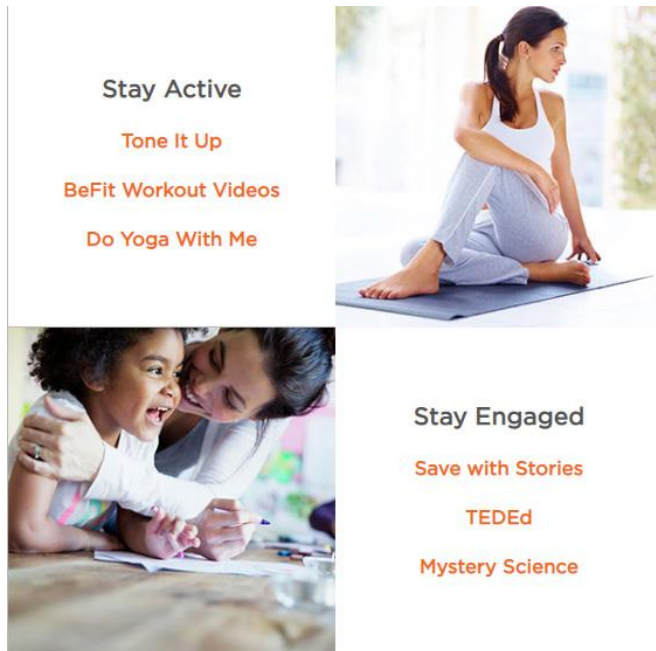
Finding the right apartment home in the perfect location doesn't have to be overwhelming.



New website 60/40 (showing most in-demand features) less copy & taller images:



You may prefer a 50/50 checkerboard, as seen in the ICAC [resident email](#) below:



18 – 30/70 split



Current template (image left / text right):



Lorem ipsum dolor sit amet,
consetetur sadipscing elitr, sed
diam nonumy eirmod tempor



New site:

Apartment Communities Nearby

ALL NEW

Los Olivos at Irvine Spectrum
350 GITANO IRVINE, CA

\$1,960 - \$3,470
1 - 2 Bd 1 - 2 Ba
565 - 1,285 sq ft

→

REMODELED

The Village at Irvine Spectrum
50 PRISM IRVINE, CA

\$1,935 - \$3,655
Studio - 2 Bd 1 - 2.5 Ba
604 - 1,604 sq ft

→

New site:



Townhome / 2 Bed / 2 Bath
THE PROMENADE AT IRVINE SPECTRUM
1100 PERLITA IRVINE, CA
Floor Plan 19
1,335 Sq. Ft.

[VIEW](#)

From the email redesign doc (30/70 module with buttons and icons underneath):



480x320

Lorem ipsum dolor sit amet.
 Suite:
 Sub-market:
 SQ. FT.:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque vel sodales sapien.

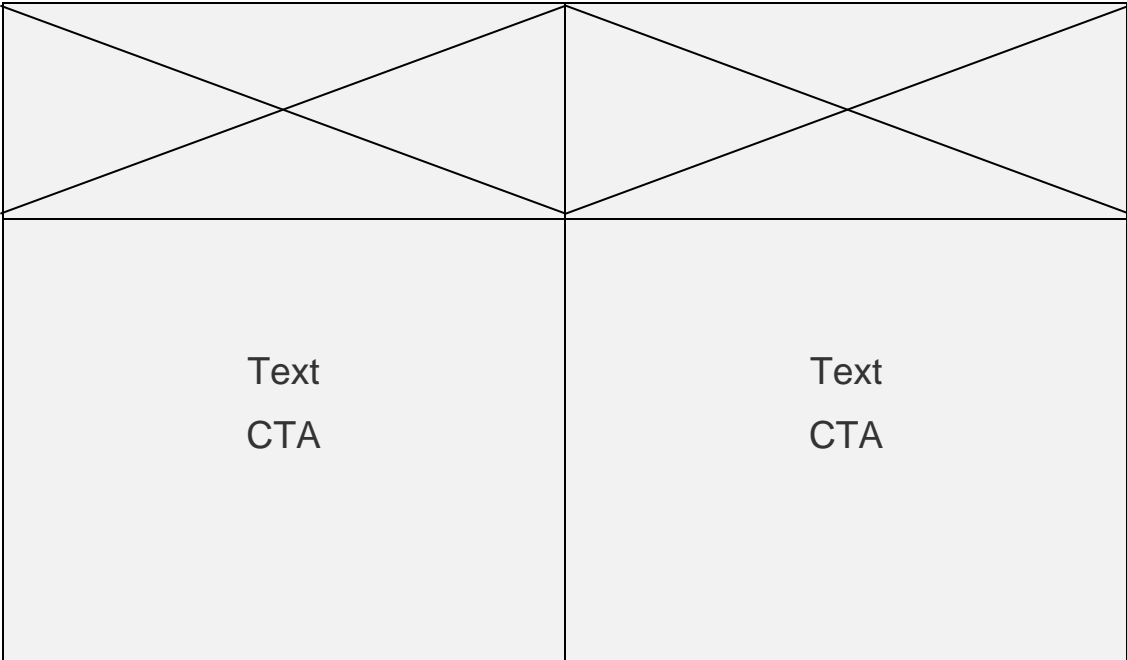
[VIEW AVAILABILITY](#)



In your design notes you mention, 'Use of icons alongside a button, so there are options for click engagement.' This is something we can explore in more detail once we get into the design comps. Some of the icons from the new site that we could use (map, List, Floor Plans):

-  [MAP](#)
-  [LIST VIEW](#)
-  [FLOOR PLANS](#)

19 – Two column image and text



Current template:



Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

CALL TO ACTION

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

CALL TO ACTION

New site (general purpose title and body copy 2-col):

LOVE YOUR HOME, WITH OUR HELP

expert advice & inspiration



Tips for stress-free apartment hunting

Finding the right apartment home in the perfect location doesn't have to be overwhelming.

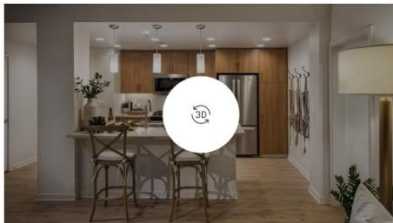


How to tour apartments virtually

Learn how to make the most of your virtual touring experience.



New site:



APARTMENT LIVING, REIMAGINED

Virtual Tours

We have a full gallery of immersive and interactive virtual tours that will provide a great experience with any device you use. If you do happen to have a VR headset, plug in and enjoy!

[SELECT A TOUR](#) ▾



YOUR LIFE YOUR WAY

Personalized Video Tour

Schedule time for a personalized video tour via video conference, or we can send you pre-recorded videos and photos of the residences you're interested in. Really want to see it in person? Ask about our self-guided tour options.

[CREATE YOUR TOUR](#)

New site (floor plan listings 2-col):



SOGGIORNO - PLAN E

Loft / 2 Bed / 2 Bath

Starting at \$2,845
1,113 Sq. Ft.

[VIEW AVAILABILITY](#)



THE CYPRUS - PLAN U

Townhome / 2 Bed / 2.5 Bath

Starting at \$2,845
1,113 Sq. Ft.

[VIEW AVAILABILITY](#)

A version below left that uses bullets, 2-col drops to one on mobile (right):



SOGGIORNO - PLAN E

APT 701 - 25B

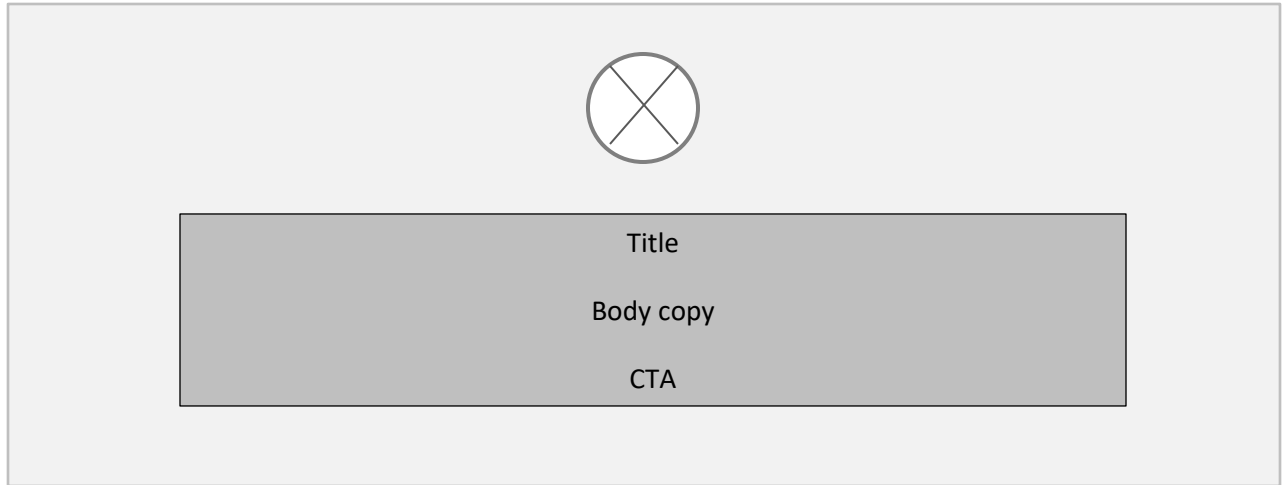
- Stainless Steel Appliances
- Personal Garage
- Smoke Free
- Extra Large Patio / Balcony

[SCHEDULE A TOUR](#)

[REQUEST A HOLD](#)



20 – Icon and text



Let us start the search for you

Not ready to chat right now? Send us your preferences and we will start putting together exceptional options for you to consider.

GET STARTED



Homefinding specialists are here to help

Tell us what you're looking for and we'll help you find the perfect home with your choice of virtual, video, or in-person touring options.

CHAT LIVE

Can also use this module for offers etc. like below:

GET REWARDED

Book with us and get better deals and hotel credits* as you level up.

You're at level:

1

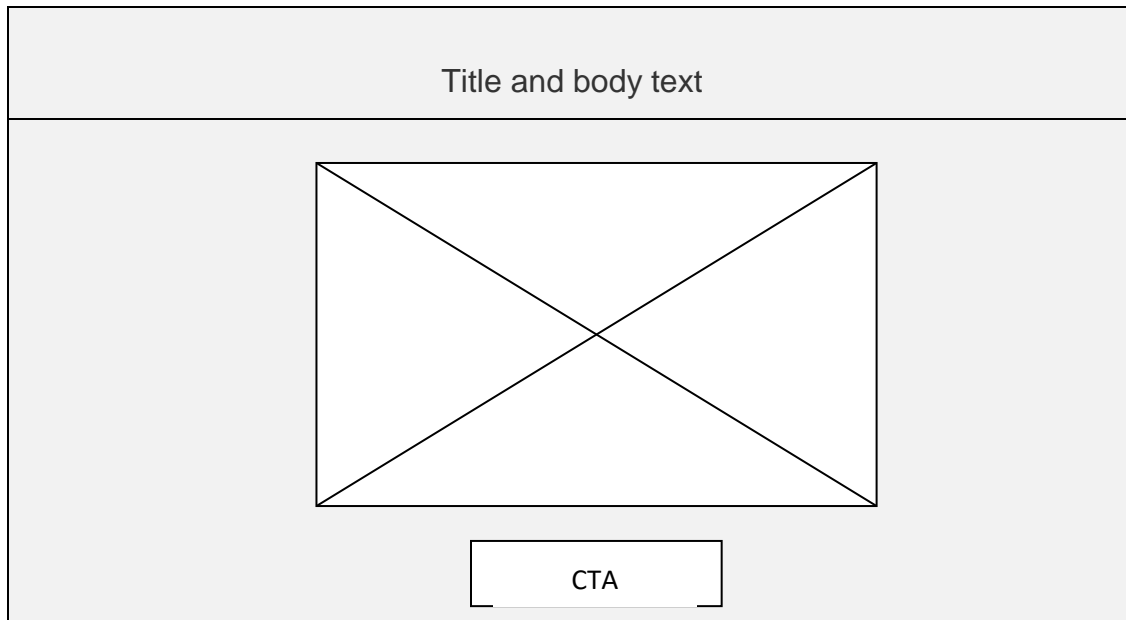
Spend \$50 more to get to level 2.

YOUR NEW FAVE

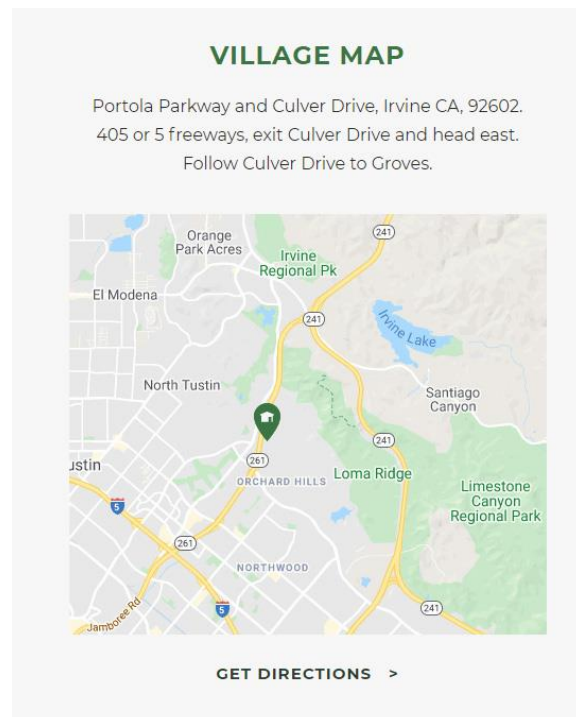
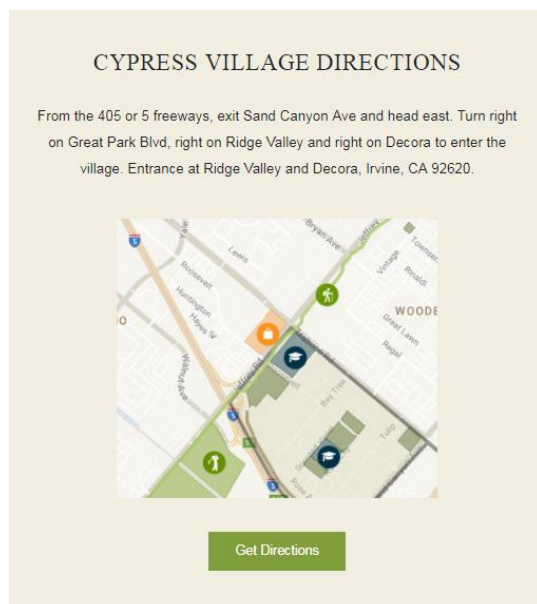
Pro tip: add a hotel to your Favorites list in the app to see whenever it's available.

FAVORITE THIS HOTEL

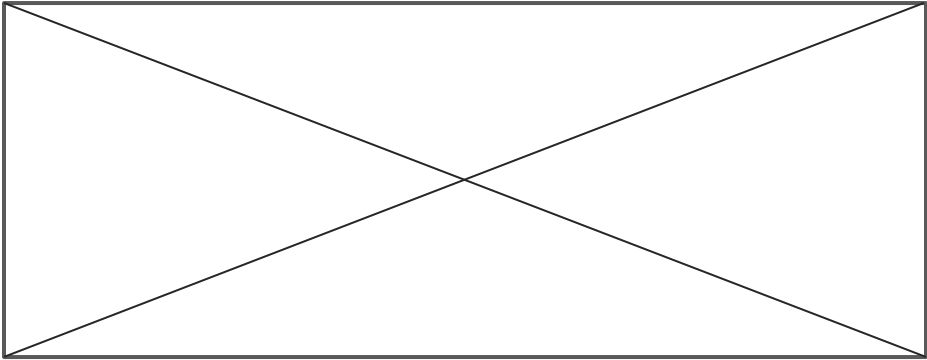
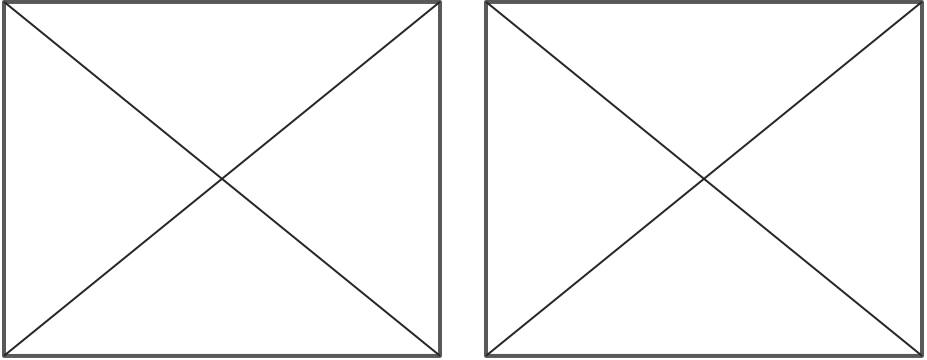
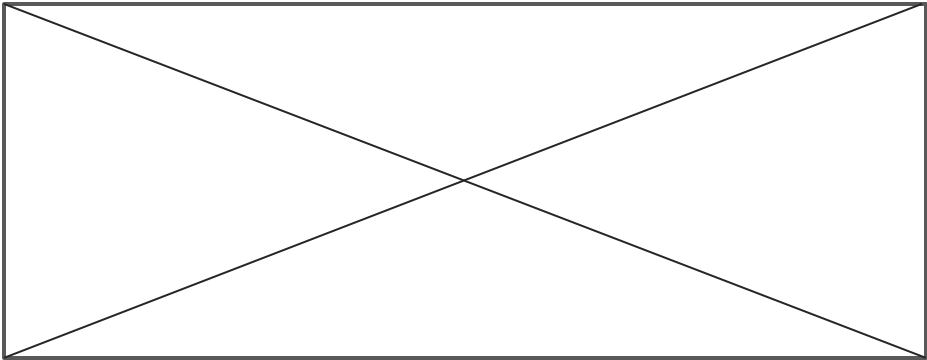
21 – Text and mid-sized image



Old and new VOI module below (often used for maps and floor plans) the image is smaller than a hero image – secondary – not full-width (~60%):



22 – Image gallery (no text)



Some sort of grouping of an image-only grid, will need to be explored through design comps.

Hero image / two column image / hero image from the new website:



Square image grid from Paravel (can then double up for sharing Instagram content):

PARAVEL



**Thank you for making us a part
of your travels this summer.**

As we gear up for fall, here's a look back
at your many adventures.



Keep shoring with @Paravel by tagging
#TheAdventurousLife #Paravel

SHOP NOW



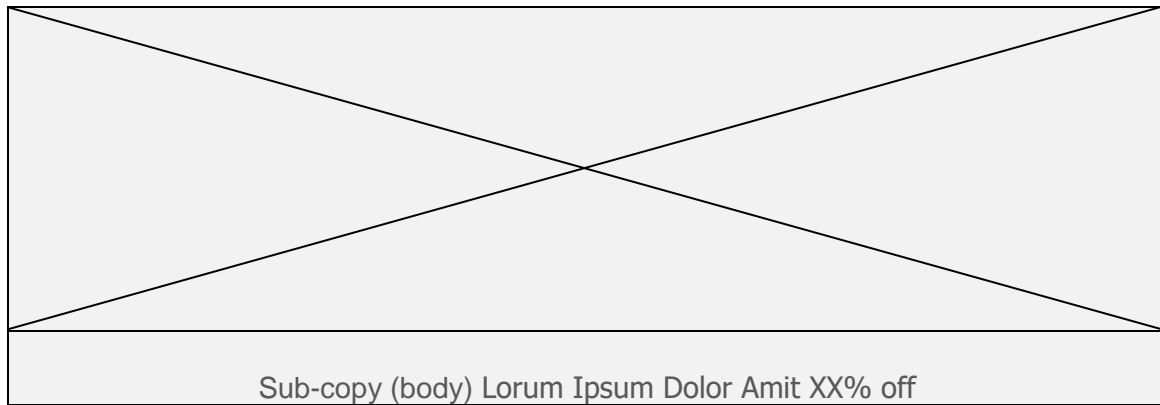
TOURPARAVEL.COM

etsy shop | gear shop | subscription | team photo | blog | update subscriptions preferences
Paravel | 333 Madison Avenue | New York, NY 10017 | USA

Single column image grid from Urban Outfitters, note how the occasional image is narrower. Mixing up image dimensions, and asymmetrical grids are popular right now.



23 – One perk

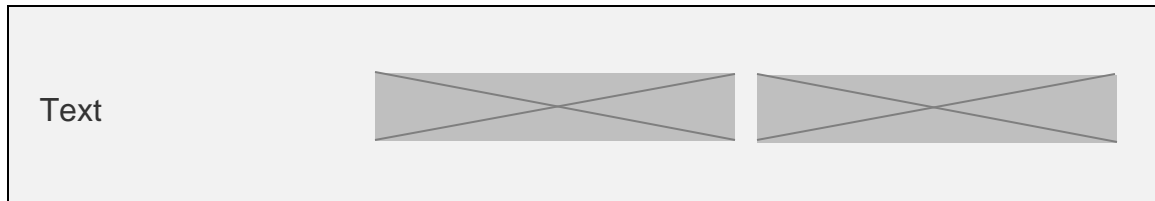


Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam

One perk module from the old build, (now an image rather than logo):



24 – App store



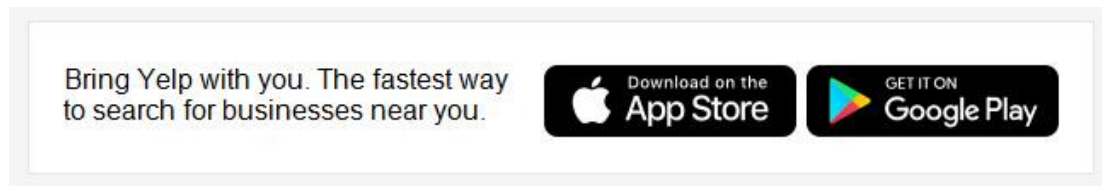
A reimaging of this app download module:



Lorem ipsum dolor sit amet,
consectetur adipiscing elit. ultrices.
Cras vehicula fringilla libero ut

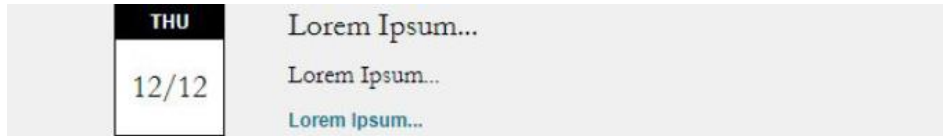


Yelp app module:



25 – Event

From the project notes, 'A module that noticeably is meant as event details for emails about resident events, such as [Google Fiber](#).'



Google Fiber virtual event next week!

Dear Resident,

We understand that connections matter, probably more now than at any other time. We're excited to let you know that Google Fiber has arrived at San Marino Villa Apartment Homes. **Sign up today** to be among the first to get connected right at home.

Google Fiber will be providing \$15 Grubhub e-gift cards and offering virtual consultations with team members for residents interested in learning more about this exciting new amenity.

- **Fill out this form** by noon on April 27 to reserve your e-gift card, you do not need to sign up for service to participate.
- **Schedule*** your virtual consultation with a Google Fiber representative to learn how to get connected. Appointments are available from 3pm to 7:45pm on a first come first serve basis.

We love that you call San Marino Villa home and hope that you are loving where you live. Google Fiber means truly fast speeds, limitless data and no contracts. Learn more at google.com/fiber/oc.

Looking forward to getting you connected virtually.

The Google Fiber Team

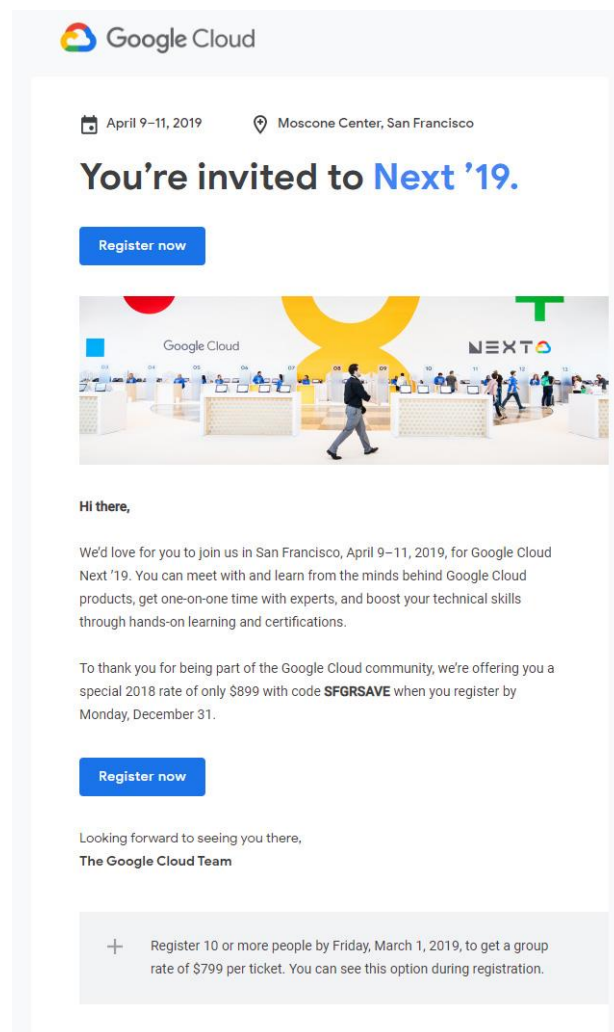
📅 April 9–11, 2019

📍 Moscone Center, San Francisco

You're invited to **Next '19.**

[Register now](#)

Example of an event module from the below Google invite email. It's placed above a letter module here, but it could go anywhere:



The screenshot shows an email invitation from Google Cloud. At the top left is the Google Cloud logo. Below it, the event details are listed: 'April 9–11, 2019' and 'Moscone Center, San Francisco'. The main heading reads 'You're invited to **Next '19.**' followed by a blue 'Register now' button. Below this is a wide banner image of the event's exhibition space, featuring large yellow and red circular graphics and the 'NEXT' logo. The text of the invitation begins with 'Hi there,' followed by a paragraph: 'We'd love for you to join us in San Francisco, April 9–11, 2019, for Google Cloud Next '19. You can meet with and learn from the minds behind Google Cloud products, get one-on-one time with experts, and boost your technical skills through hands-on learning and certifications.' A second paragraph offers a special rate: 'To thank you for being part of the Google Cloud community, we're offering you a special 2018 rate of only \$899 with code **SFGRSAVE** when you register by Monday, December 31.' This is followed by another 'Register now' button. The email concludes with 'Looking forward to seeing you there, The Google Cloud Team'. A final note at the bottom, preceded by a plus sign, states: 'Register 10 or more people by Friday, March 1, 2019, to get a group rate of \$799 per ticket. You can see this option during registration.'

LIVE WEBINAR

Your Full-Funnel Organic Web

How brands can link behaviorally

REGISTER NOW



DATE: June 22nd 2017



TIME: 2:00PM EDT

Another example of an events module, this one from BounceX:

This Email Looks Better in Browser

bouncex x **PAGEONEPOWER**

LIVE WEBINAR

Your Full-Funnel Organic Web

How brands can link behaviorally

REGISTER NOW

DATE: June 22nd 2017 TIME: 2:00PM EDT

While you're building a kickass organic web, you might not be behaviorally targeting your links as well as you should be. But that's also the toughest part. It's one thing to drive traffic back to your site, but how do you keep the behavioral context of your funnel intact with all these unique organic routes to conversion? Join Page One Power and BounceX as we help you contract a full-funnel linking strategy.

WILL YOU ATTEND?

YES NO

brought to you by

bouncex x **PAGEONEPOWER**

THIS EMAIL WAS SENT TO: HELLO@SERIALSODAVILS.YEAH
BOUNCE EXCHANGE | 420 8TH AVENUE, 21ST FLOOR | NEW YORK, NY 10018
UNSUBSCRIBE | PRIVACY POLICY

Example of a multi-events module, e.g. virtual events happening this month:

Upcoming Webinars



Everything Zoom

Tuesday • [11AM PT / 2PM ET](#)

[Get on the Guest List](#)



Introducing Zoom Voice

Wednesday • [11AM PT / 2PM ET](#)

[Get on the Guest List](#)



Product Update: Learn About the Latest Zoom Releases

Wednesday • [4PM PT / 7PM ET](#)

[Get on the Guest List](#)

26 – Shout out box


Text only colored box for special offers, it can sometimes be narrower than other modules so it differentiates itself.

SPECIAL OFFER

30% Off
1st month's furniture
rental or free delivery.

VIEW DETAILS

Litmus email with purple 'Pro tip' shout out box:



Submit Your Email for Live Optimization

Submit your email for review and get A/B testing suggestions, quick wins, optimization tips, and other advice from your peers and industry experts.

Submit your email →

Pro tip: Share a public link to your email in [Litmus Builder](#) to increase your chances of being reviewed during Live Optimization.



Once home to an Italian-American cheesemaking company and, before that, a pair of mysterious brothers, [Ace Hotel Chicago](#) will live in a stoic, industrial brick building in the West Loop of the Most American, Biggest-Shouldered City there is. In the words of Mr. Twain, it's a place "where they are always rubbing a lamp, fetching up the geni, and contriving and achieving new impossibilities."

Ace Hotel Chicago opens in Autumn 2017.
Accepting reservations soon.

This one marks the tenth hotel on our mailing list. Woah. [Edit your preferences to hear more about Chicago](#) (or less about something else).

[Ace Hotel](#)

[Contact](#)

[Shop](#)

[Blog](#)

[Chicago](#)

[New Orleans](#)

[Pittsburgh](#)

[Los Angeles](#)

[London](#)

[Palm Springs](#)

[New York](#)

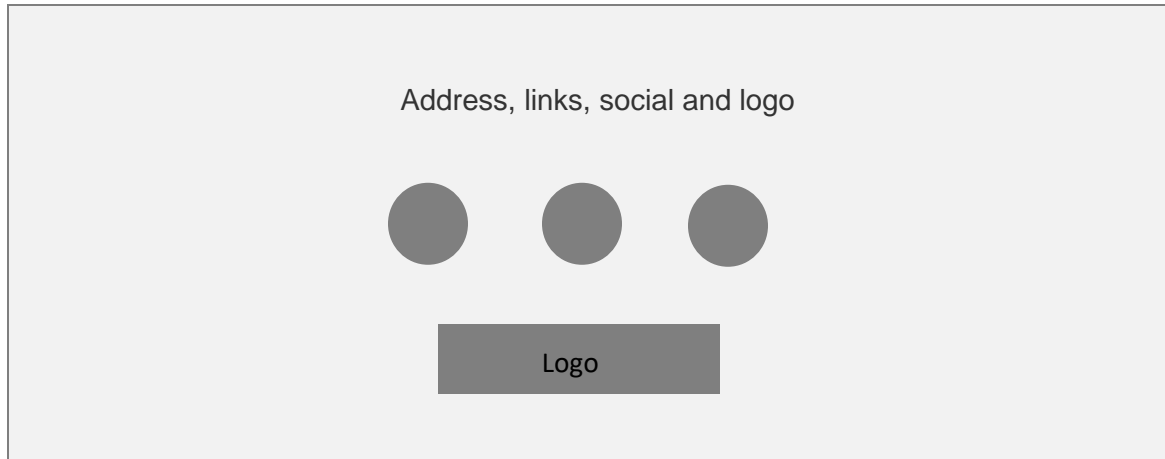
[Portland](#)

[Seattle](#)

[Panama](#)

Hotel email template, with a narrow blue shout-out box (above).

27 – Footer



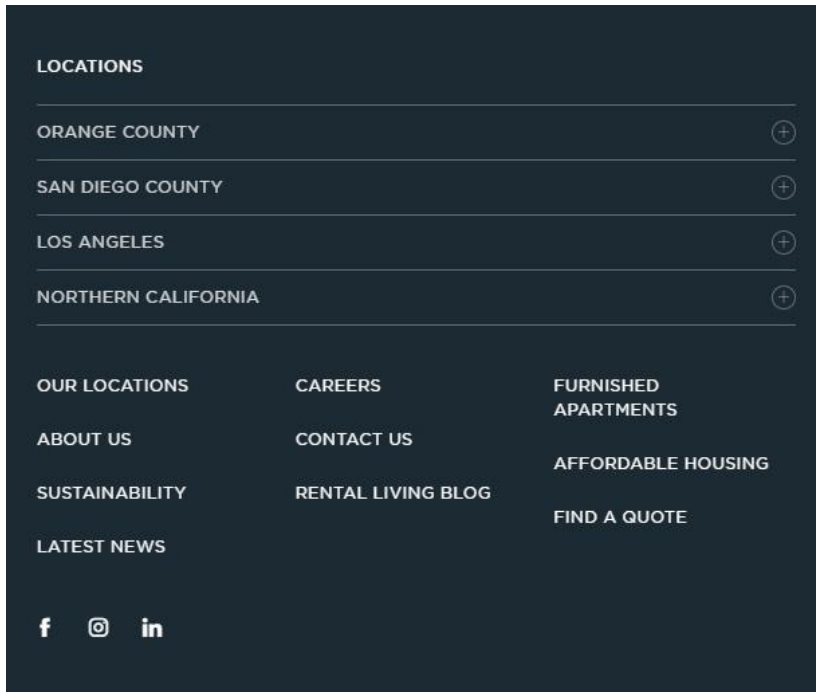
Current template includes logo, address, and links (privacy & unsubscribe), social and small print:



**No early termination or lease break fee if you give notice of lease termination within 60 days of move-in. You must give 30 days' notice of lease termination within the first 60 days of your residency. Limited to one time use per lease holder. Valid only to new applicants who move-in on or after April 3, 2020. 60-day termination without fee is only available at Santa Clara Square Apartment Homes. Not available for month-to-month leases, residents who have given notice of their intent to vacate, or Corporate Housing Providers. Subject to execution of a 60-day Satisfaction Guarantee Addendum. Additional terms may apply.*

We would keep the blue and white footer styling. From the design notes, 'The footer should be the dark blue with white font, similar to how the website is linked out. Include Instagram, FB and LinkedIn icons.'

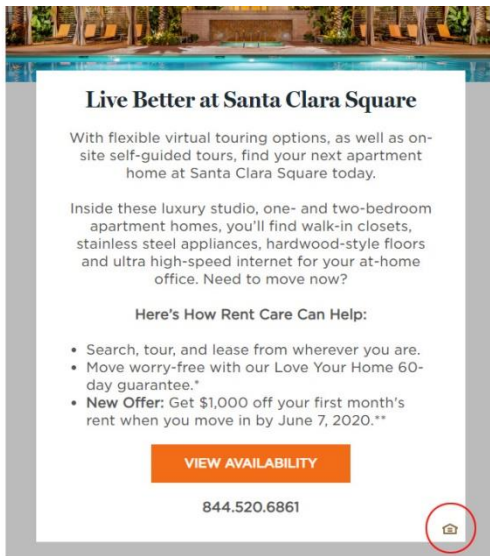
New website:



In your notes you mention, 'Fair housing logo needs to be in the main module of every email we deploy'. Is it possible to explore having the fair housing logo as part of the permanent structure of the template instead e.g. in the header, footer or optionally its own module (can maybe repurpose other modules), that way it's easier to manage.



As seen in recent email templates:



Live Better at Santa Clara Square

With flexible virtual touring options, as well as on-site self-guided tours, find your next apartment home at Santa Clara Square today.


Inside these luxury studio, one- and two-bedroom apartment homes, you'll find walk-in closets, stainless steel appliances, hardwood-style floors and ultra high-speed internet for your at-home office. Need to move now?

Here's How Rent Care Can Help:

- Search, tour, and lease from wherever you are.
- Move worry-free with our Love Your Home 60-day guarantee.*
- **New Offer:** Get \$1,000 off your first month's rent when you move in by June 7, 2020.**

[VIEW AVAILABILITY](#)

844.520.6861



As seen in the footer of the new site redesign:



OUR LOCATIONS LATEST NEWS FURNISHED APARTMENTS

ABOUT US CAREERS AFFORDABLE HOUSING

SUSTAINABILITY CONTACT US FIND A QUOTE

f @ in



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© 2002-2020 The Irvine Company LLC. All Rights Reserved.
Trademarks are the property of their respective owners.



[Privacy Policy](#) • [Terms & Conditions](#) • [Do not sell my personal information](#)

If you are using a screen reader and are having problems using this website, please call 855-580-7393 for assistance.

I would try something similar to the new website (above), and have the footer in two parts. The blue footer for more primary footer content, then a white block below for small print and the fair housing logo.

Pricing

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

The number of modules varies from 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.

ICAC responsive modular system v1:

Based on this assessment, we are estimating 27 modules: cost of \$13,500

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

Deliverable:

ICAC modular email system HTML, along with any supporting image assets. QA is carried out on real devices in our lab, we'll also send along a Litmus preview.

Next Steps:

- 1 – Review this v1 module draft
- 2 – Email along any feedback or questions to Anna Yeaman anna@stylecampaign.com
- 3 – If needed we'll create a module list v2
- 4 – Create a partial design comp of a few modules for review