

Irvine Company

VOI refresh v1.

PO 5700150347

StyleCampaign

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VOI redesign

The goal is to create an updated modular email system for Villages of Irvine (VOI), which matches the look and feel of the new website. The current template can be seen here, along with a module breakdown (19 modules). The use cases for the template remain unchanged; but it needs to be brought up-to-date with the new branding. Looking at information from the previous VOI design, readers view these emails primarily on mobile – ~60% – so we should stick with the 600px width of the current template, and keep the design as clean as possible.

New branding

The Villages of Irvine (VOI) website is using the new brand font Montserrat, and the following color palette:



VOI new color palette

HEADER
MONTERRAT BOLD

IRVINE AT ITS BEST.

SUBHEAD
MONTERRAT MEDIUM

FAMILY. SCHOOLS. HOMES. OPEN SPACE.

BODY COPY
MONTERRAT REGULAR

The Villages of Irvine are special. The Villages offer the best locations, better homes, better communities, better quality of life, better everything. Irvine is a great place to live, and the Villages of Irvine are even better. The Villages quality, lifestyle, legacy, value, location and more justify the premium pricing.

VOI new typeface Montserrat (Google font)

Proposed VOI module list v1

Below is our first draft module list, totaling 22 modules for VOI:

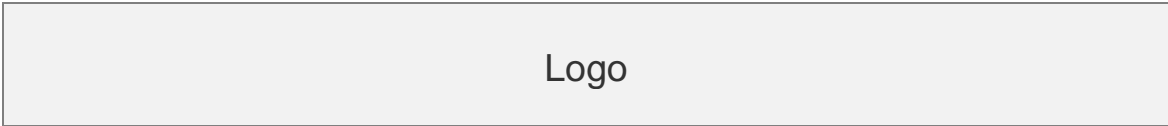
1. Header
2. Hero option one
3. Secondary content list
4. Hero option two
5. Letter
6. Village list
7. Two column bullets
8. 70 / 30 split
9. 40 / 60 split
10. Checkerboard
11. Two column text
12. Two column image
13. Full-sized image
14. 50/50 split
15. Stacked copy/image
16. Icon list
17. Two column list
18. Contact
19. Blog
20. Social
21. Water conservation
22. Legal footer

Proposed VOI modules detail v1

Below is our module list draft v1 for VOI, totaling 22 modules:

1 – Header

Descriptive pre-header text and online link



Current template:

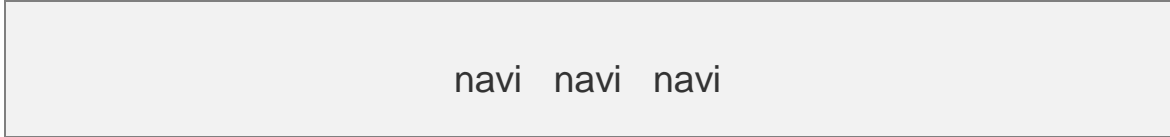
[Buying Your New Home](#) | [View in a Web Browser](#)



[Villages & Neighbourhoods](#) [Distinctly Irvine](#) [Buying Your Home](#)

With VOI logo in header, but can swap logo out.

Three tab navigation under logo



As seen here on the VOI site:

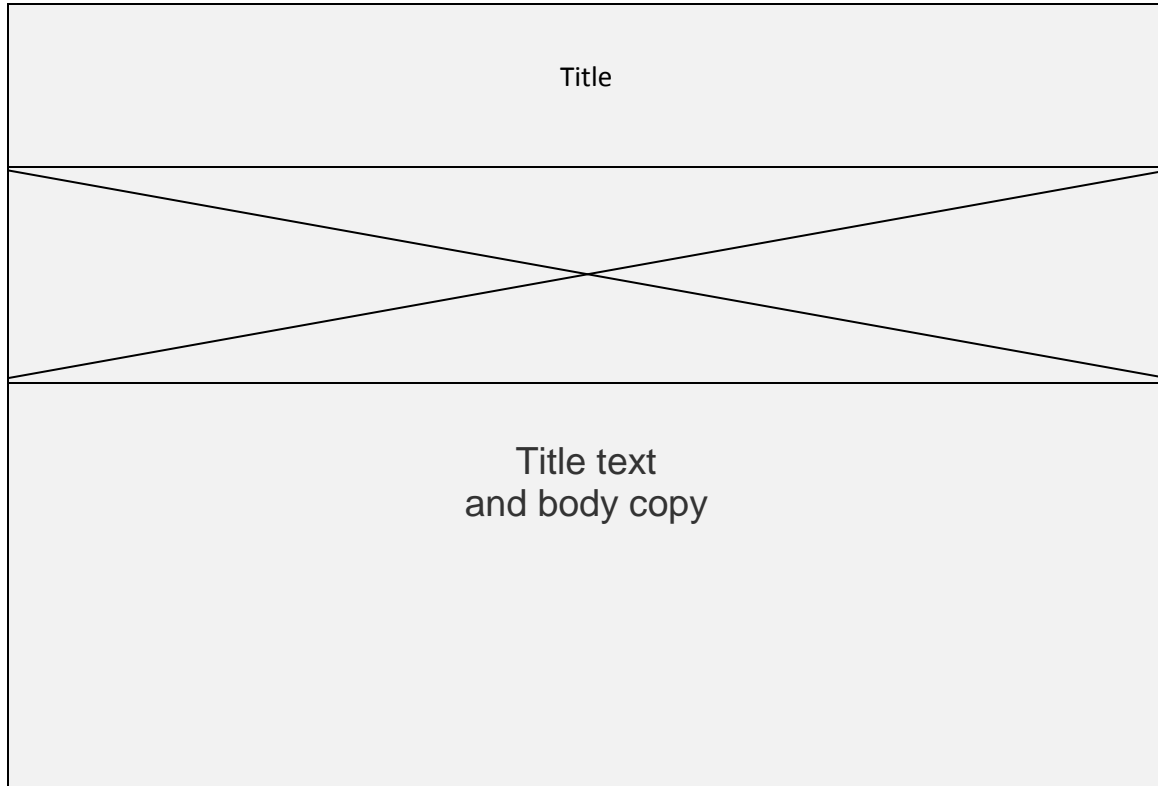


VILLAGES & NEIGHBORHOODS

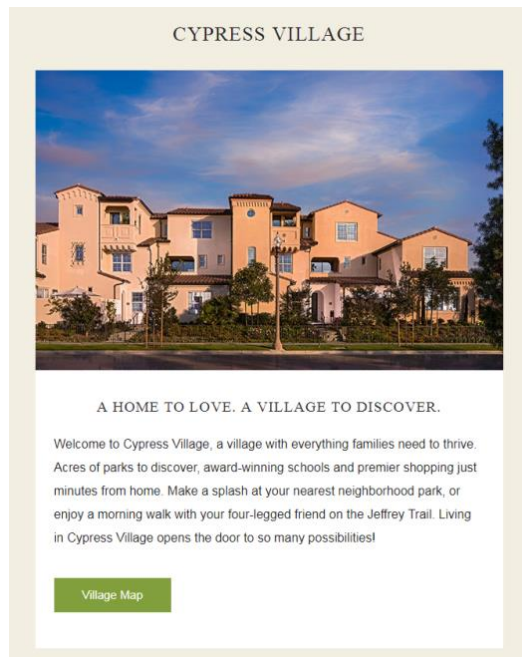
NEW HOME SEARCH

WHY IRVINE

2 – Hero option one




Current template:



New website:

THE VILLAGES



Barcelona Irvine Spectrum

Live the full spectrum with brand new homes in the heart of Irvine, steps from Irvine Spectrum Center

[EXPLORE BARCELONA IRVINE SPECTRUM](#)

New website (this version is secondary to above, as uses outline CTA and against grey background):

OUR HOME TYPES



Townhouses / Condos

The Villages of Irvine's charming townhomes and condos deliver on innovation and style. Townhomes for sale in California are built as single- or multi-story units - each with at least one separate outside entrance. Condos for sale in Orange County are individual dwellings within a single building, often multi-story, with several adjoining each other, often with at least one entrance to each from a common hall or entry area.

[FIND ALL TOWNHOUSES / CONDOS](#)


3 – Secondary content list

Title and text
Title and text
Title and text

New site:

Residence 1 2 Bedrooms, 2.5 Baths, 1,231 Sq. Ft.
Residence 1x 3 Bedrooms, 3.5 Baths, 1,496 Sq. Ft.
Residence 2 3 Bedrooms, 3.5 Baths, 1,590 Sq. Ft.
Residence 3 3 Bedrooms, 2.5 Baths, 1,445 Sq. Ft.
Residence 4 4 Bedrooms, 3 Baths, 1,526 Sq. Ft.

This pattern is used [here](#), to list residences e.g. For Brisa below. You can use it as an additional module, when you need to add secondary content to any hero module. Or as a stand-alone module, with its own title for e.g. blog posts etc.



BRISA

Now Selling
High \$500,000's

Townhome/Condo/Flat
Portola Springs
California Pacific Homes 855-564-9024

[JOIN INTEREST LIST](#)

[VIEW ON MAP](#)

Residence 1
2 Bedrooms, 2.5 Baths, 1,231 Sq. Ft.

Residence 1x
3 Bedrooms, 3.5 Baths, 1,496 Sq. Ft.

Residence 2
3 Bedrooms, 3.5 Baths, 1,590 Sq. Ft.

Residence 3
3 Bedrooms, 2.5 Baths, 1,445 Sq. Ft.

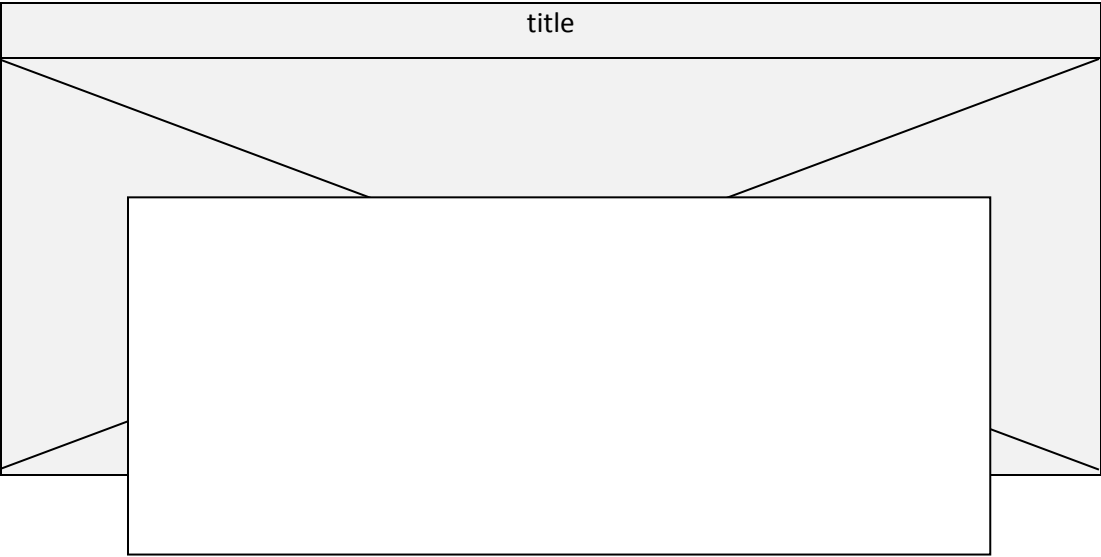
Residence 4
4 Bedrooms, 3 Baths, 1,526 Sq. Ft.

Optional 'view more' button at the end:

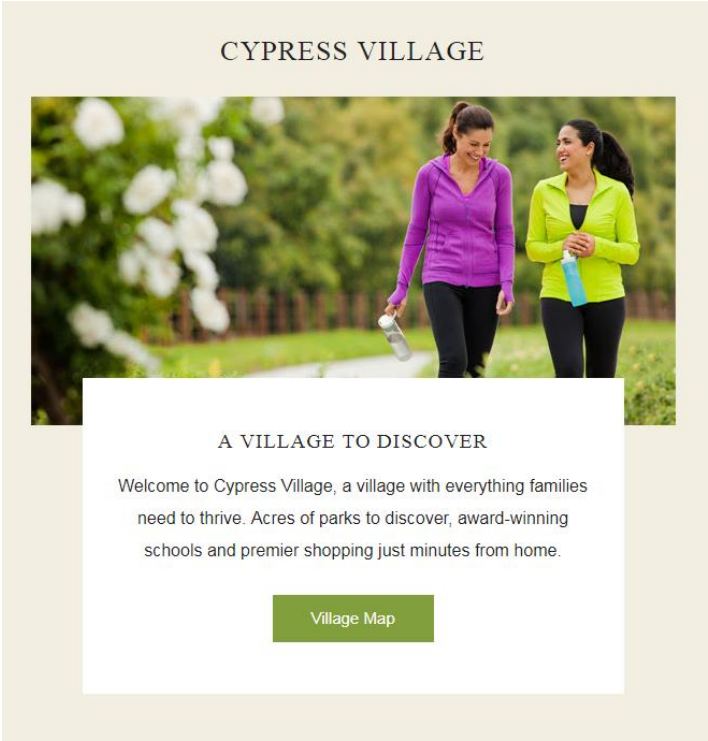
Residence 3
2 Bedrooms, 2 Baths, 1,910 Sq. Ft.

[VIEW MORE RESULTS](#)

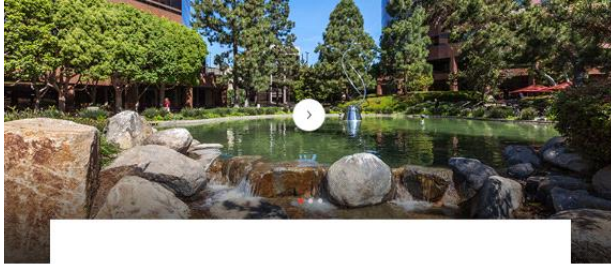
4 – Hero option two



Current template:



As seen here with 'The Plaza':




The Plaza
Arriving Early 2017
4380 La Jolla Village Drive • San Diego, CA 92122

LOOKING FOR OFFICE SPACE? **WHAT IT'S LIKE TO WORK HERE**

This six building business center, located on 17 acres, features three towers and three garden-style office buildings in a lush park-like environment. With more than 825,000 SF of Class-A office space, The Plaza is located in the heart of the Golden Triangle and in the premier business address. Abundant on- and off-site amenities and easy access

Sub-Market: University Towne Centre® Building Type: High Rise, Low Rise

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



BONOBOS

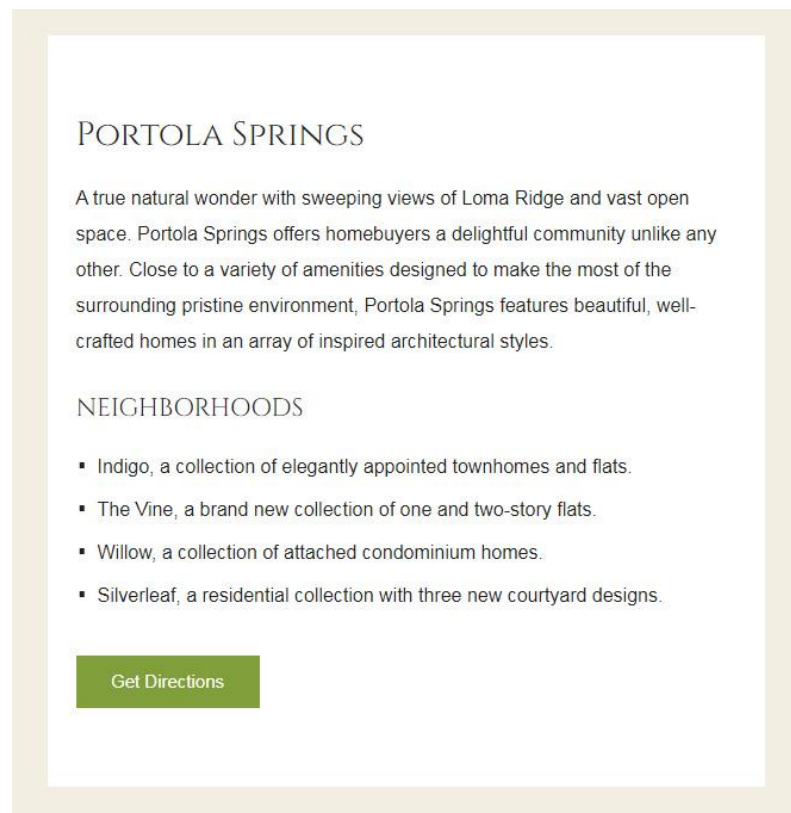
VISIT THE NEW GUIDESHOP

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.

5 – Letter

Heading, body copy and bullets and button

As seen in the current template:



The image shows a screenshot of a real estate listing page. The page has a light beige background with a white content area. The heading "PORTOLA SPRINGS" is in a serif font. Below it is a paragraph of text. The section "NEIGHBORHOODS" is followed by a bulleted list of four items. At the bottom is a green button with white text.

PORTOLA SPRINGS

A true natural wonder with sweeping views of Loma Ridge and vast open space. Portola Springs offers homebuyers a delightful community unlike any other. Close to a variety of amenities designed to make the most of the surrounding pristine environment, Portola Springs features beautiful, well-crafted homes in an array of inspired architectural styles.

NEIGHBORHOODS

- Indigo, a collection of elegantly appointed townhomes and flats.
- The Vine, a brand new collection of one and two-story flats.
- Willow, a collection of attached condominium homes.
- Silverleaf, a residential collection with three new courtyard designs.

Get Directions

And on the new website:

RESERVE AT ORCHARD HILLS

Experience the prestige, natural tranquility and spectacular panoramas that distinguish this private village enclave. Six stunning new home collections and a premier Irvine location heighten the extraordinary appeal of Reserve at Orchard Hills.

- Elevated setting surrounded by natural beauty
- Orchard Hills' newest enclave
- Gated privacy offers residential exclusivity
- Acclaimed Irvine Unified schools

[JOIN INTEREST LIST](#)

[VIEW VILLAGE MAP](#)

EXPERIENCE THE RICH, REWARDING LIFESTYLE OF IRVINE AT ITS BEST.

Designed for the way you live today and masterfully planned for a fulfilling future, the Villages of Irvine offer the best of everything. Award-winning schools, open spaces, recreation, convenience, economic prosperity, and the security of Irvine Company reflect the wholeness of community that makes the Villages of Irvine so special. It is this legacy of sustainability, higher quality of life and lasting value that has inspired generations to create their own family traditions in these exceptional communities.

Villages with distinctive character, naturally beautiful locations surrounded by unique topography, new home neighborhoods and timeless architectural designs will elevate your lifestyle. The Villages of Irvine are Irvine at its very best, and your opportunity to have it all.

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

[JOIN INTEREST LIST](#)

[VIEW VILLAGE MAP](#)

SCHOOLS & EDUCATION

From Preschool through College, Irvine Ranks among the Best

Quality public schools are essential to all great communities, and Irvine's consistently boost its reputation as an outstanding place to live, work and raise children. Families here enjoy the unparalleled benefits of schools with superior academics, well-rounded curriculums, and strong community support.

Since the founding of the University of California at Irvine (UCI), one of the nation's highest-ranking state universities, the city has fostered an environment of academic excellence from pre-K through college doctorate programs. And for more than a century, Irvine Company has been a champion of Irvine's education system. From major financial gifts for music, science and art enrichment programs to collaborations designing and building modern schools, they have been at the forefront, ensuring that students have access to the finest education and facilities.

6 – Village List

Title	
Copy	>>>
Copy	>>>
Copy	>>>
Copy	>>>

Current template:

VILLAGES OF IRVINE

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 »

On new site (no intro body copy on new site):

VILLAGE LIFE

BARCELONA IRVINE
SPECTRUM >

RESERVE AT ORCHARD HILLS >

GROVES AT ORCHARD HILLS >

PORTOLA SPRINGS >

EASTWOOD VILLAGE >

CYPRESS VILLAGE >

TRAVATA 55+ >

Also new site:

Barcelona Irvine Spectrum v

Reserve At Orchard Hills v

Groves At Orchard Hills v

Portola Springs v

Eastwood Village v

Cypress Village v

Travata 55+ v

7 - Two column bullets

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

Current template:

LOMAS VALLEY PARK

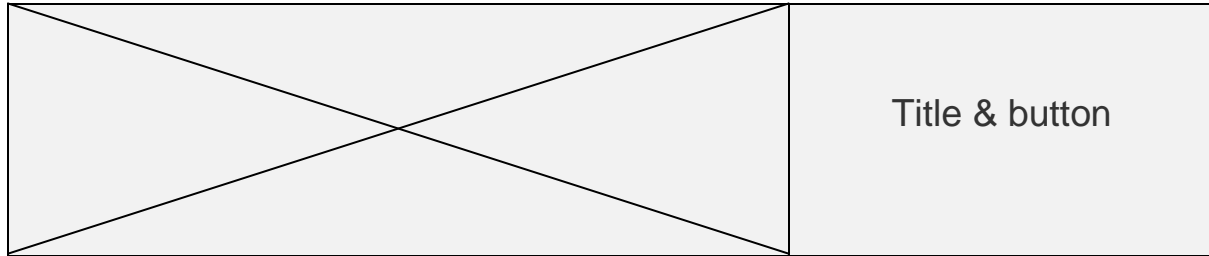
- Jr. Olympic Pool with Cabanas
- Spa
- Tot Lot
- Half Basketball Court
- Club Room
- Wading Pool
- Barbecue and Picnic Areas
- Shade Structure
- Great lawn
- Lighted Tennis Court

New website:

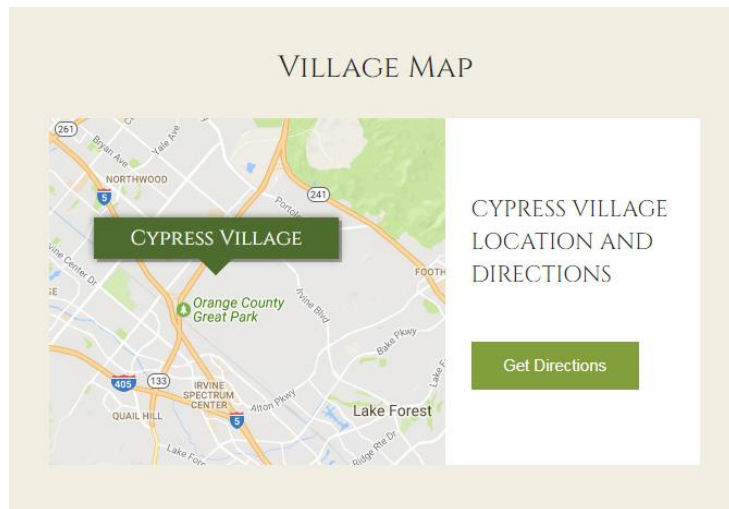
**GARDEN CENTER
PARK**

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

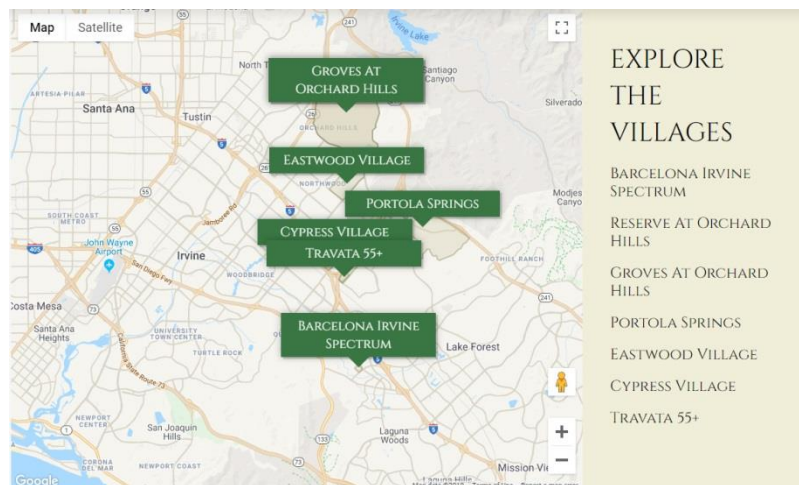
8 – 70/30 split



Current template:



New website:



New website:



BRISA

Now Selling

High \$500,000's

Townhome/Condo/Flat
Portola Springs
California Pacific Homes 855-564-9024

[JOIN INTEREST LIST](#)

[VIEW ON MAP](#)



Scandinavian Modern Loft

by Sigmar

[VIEW THE PROJECT](#)

VitraHaus Installation

by Studioilse

[VIEW THE PROJECT](#)



9 – 40/60 split



New site:



Cypress Village Elementary School

Cypress Village Elementary School, located within the village, is a diverse learning community united in its unwavering dedication to empower students to become responsible, respectful citizens prepared to engage in their future.



Jeffrey Trail Middle School

Jeffrey Trail Middle School, located within the village, is part of the award-winning Irvine Unified School District and takes its name from a nearby landmark known as the Jeffrey Open Space Trail, which links a number of the city's parks, paths and wildlands. Jeffrey Trail Middle School is focused on developing students who exhibit a true love of learning, who demonstrate the ability to think critically and creatively, and who appreciate the value of education and community beyond their classroom.



Irvine High School


Mission Statement: At Irvine High School, our mission is to enable all students to become contributing members of society empowered within the skills, knowledge, and values necessary to meet the challenges of a changing world, by providing the highest quality educational experience we can envision.

- California Distinguished School
- National Blue Ribbon School

X	Title, body copy and CTA.
Title, body copy and CTA.	X

Current template:

VILLAGE FACTS



EXCELLENT SCHOOLS


Cypress Village Elementary and Jeffrey Trail Middle Schools are located within the village.

[Learn More](#)

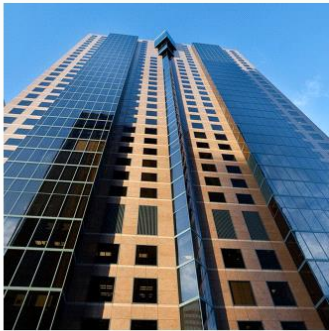
PARKS & AMENITIES

Cypress Village puts you steps away from a limitless choice of amenities and activities.

[Learn More](#)



/ 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](#)

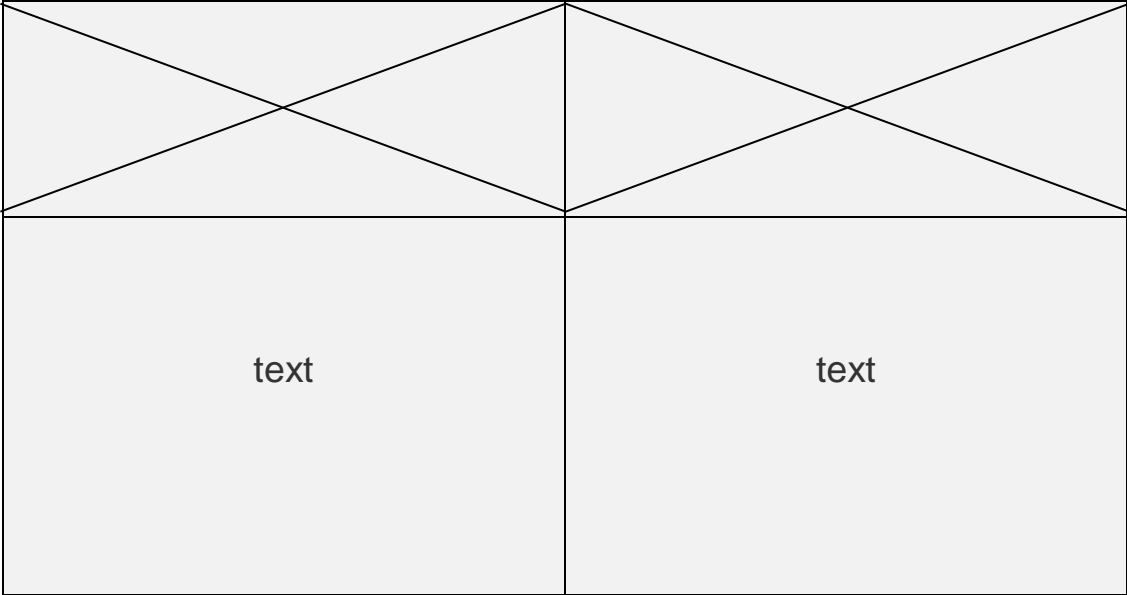
Elevate Blog

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

[LEARN MORE](#)



11 – Two column text



Current template:

LANTANA

RESIDENCE 1
2 Bedrooms
2.5 Bathrooms
1,231 Square Feet
Mid \$500,000's


RESIDENCE 2
3 Bedrooms
3.5 Bathrooms
1,590 Square Feet
Mid \$600,000's

Floorplan


Floorplan

New site:

NOW SELLING




Vivo
NOW SELLING
Irvine Pacific
1,885 - 2,180 Sq. Ft.
\$1 Millions
844-336-5480



Lago
NOW SELLING
Irvine Pacific
2,011 - 2,388 Sq. Ft.
\$1.1 Millions
844-769-7035

New site:

Residences of Vivo




Residence 1
NOW SELLING
3 Bedrooms
2.5 Bathrooms
1,885 Square Feet
\$1 Millions

[FLOORPLAN](#)

[360° TOUR»](#)

[VIDEO WALKTHROUGH»](#)



Residence 2
NOW SELLING
3 Bedrooms
2.5 Bathrooms
2,087 Square Feet
\$1 Millions


[FLOORPLAN](#)

[360° TOUR»](#)

[VIDEO WALKTHROUGH»](#)


New site (with just one button):

Residences of Tristania



Residence 1
NOW SELLING
3 Bedrooms
2.5 Bathrooms
1,606 Square Feet
Mid \$800,000's

[FLOORPLAN](#)



Residence 2
NOW SELLING
3 Bedrooms
2.5 Bathrooms
1,659 Square Feet
Mid \$800,000's

[FLOORPLAN](#)

New site with more descriptive text, rather than a listing:


OUR HOME TYPES



Townhouses / Condos

The Villages of Irvine's charming townhomes and condos deliver on innovation and style. Townhomes for sale in California are built as single- or multi-story units - each with at least one separate outside entrance. Condos for sale in Orange County are individual dwellings within a single building, often multi-story, with several adjoining each other, often with at least one entrance to each from a common hall or entry area.

[FIND ALL TOWNHOUSES / CONDOS](#)




Single Level Living

When the majority of active living space is featured on one level of the home, Villages of Irvine refers to this as "Single-Level Living." Active living space refers to the most commonly used areas of the home, which often include the kitchen, dining room, living room, and master suite or bedroom. This does not necessarily mean single story, but in some cases stairs will not be a direct factor in the purchased floorplan.

[FIND ALL SINGLE LEVEL LIVING](#)

Two columns used to list the villages:


THE VILLAGES



Barcelona Irvine Spectrum

Live the full spectrum with brand new homes in the heart of Irvine, steps from Irvine Spectrum Center

[EXPLORE BARCELONA IRVINE SPECTRUM](#)

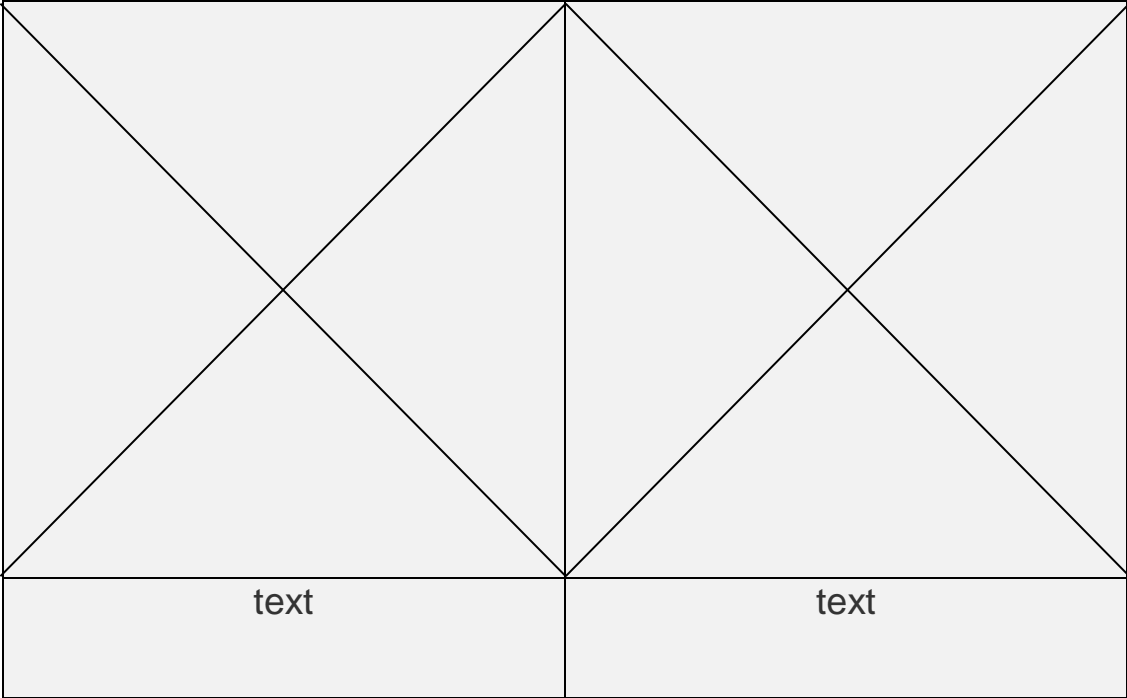


Reserve At Orchard Hills

Enjoy beauty, privacy and timeless home designs in a coveted location overlooking Irvine

[EXPLORE RESERVE AT ORCHARD HILLS](#)

12 – Two column image



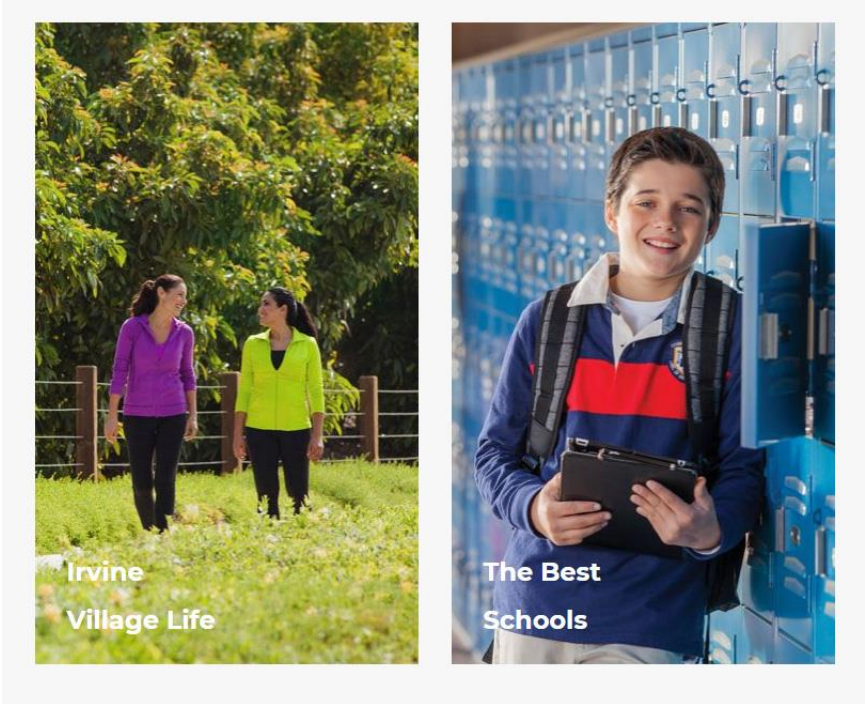
New site:

ABOUT BARCELONA IRVINE SPECTRUM

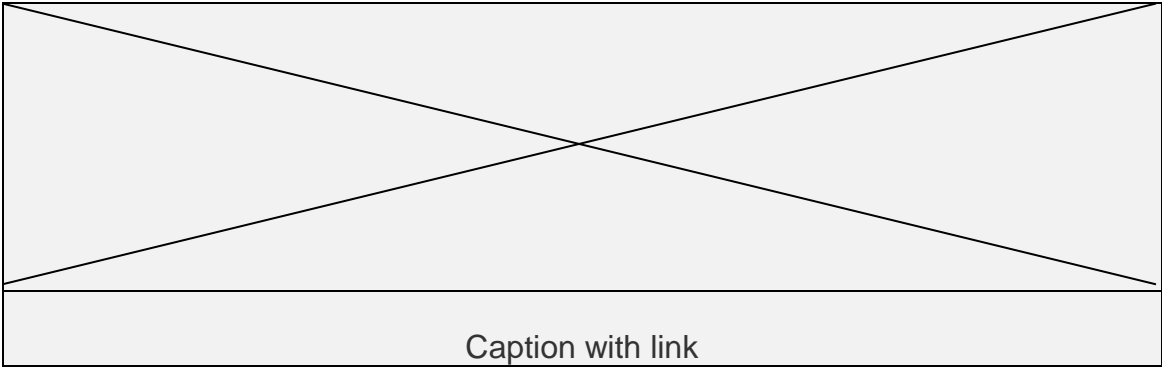


I noticed the new site has a number of images with text overlaid. As you've had issues with background images, I've tried to avoid using them. Instead I propose we move the 1-2 lines of text underneath, like the full-sized images below in module #12.

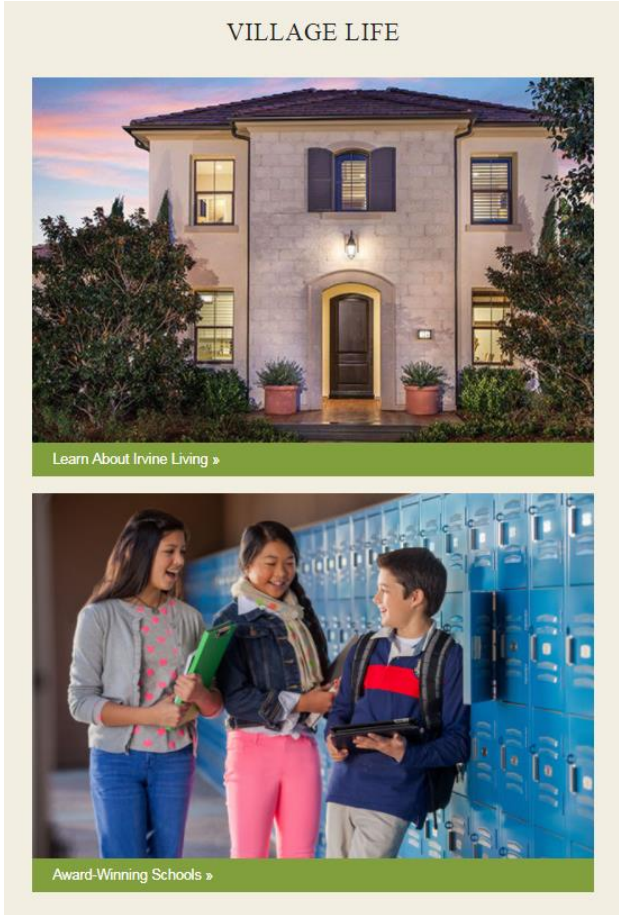
New site homepage:



13 – Full-sized image



Current template:



New site homepage:



**ABUNDANT RESORT-STYLE AMENITIES
IN EASTWOOD VILLAGE**

[VIEW PARKS & TRAILS >](#)

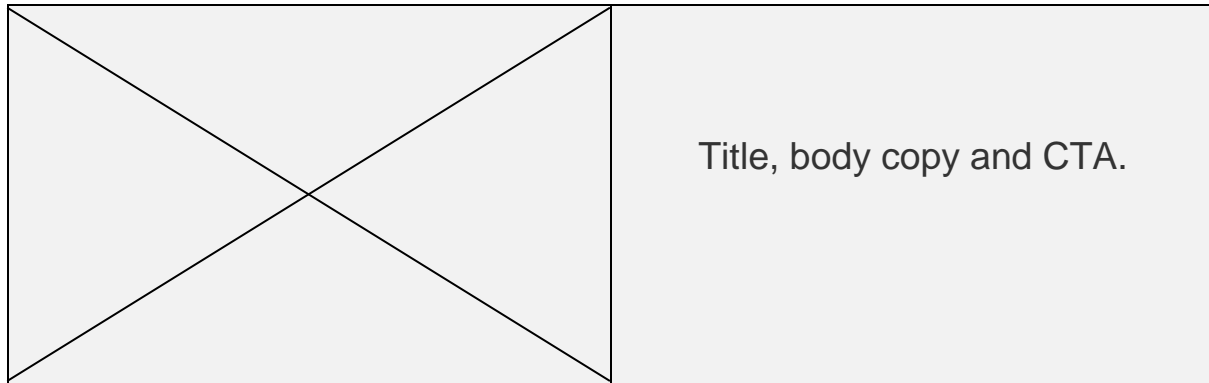
New site:



Reserve At Orchard Hills


Enjoy beauty, privacy and timeless home designs in a coveted location overlooking Irvine

14 – 50/50 split



Current template:

NOW SELLING



RESIDENCE 1
1,496 Sq. Ft.
3 Bedrooms
3.5 Bathrooms
2 Car Garage
Low \$600,000's

[Floorplan](#)

New site:



RESIDENCE 2


NOW SELLING

1,659 Sq. Ft.
3 Bedrooms
2.5 Bathrooms
2 Car Garage
Mid \$800,000's

Sales Office 888-399-5966

FLOORPLAN

Example of it stacked:




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 >](#)

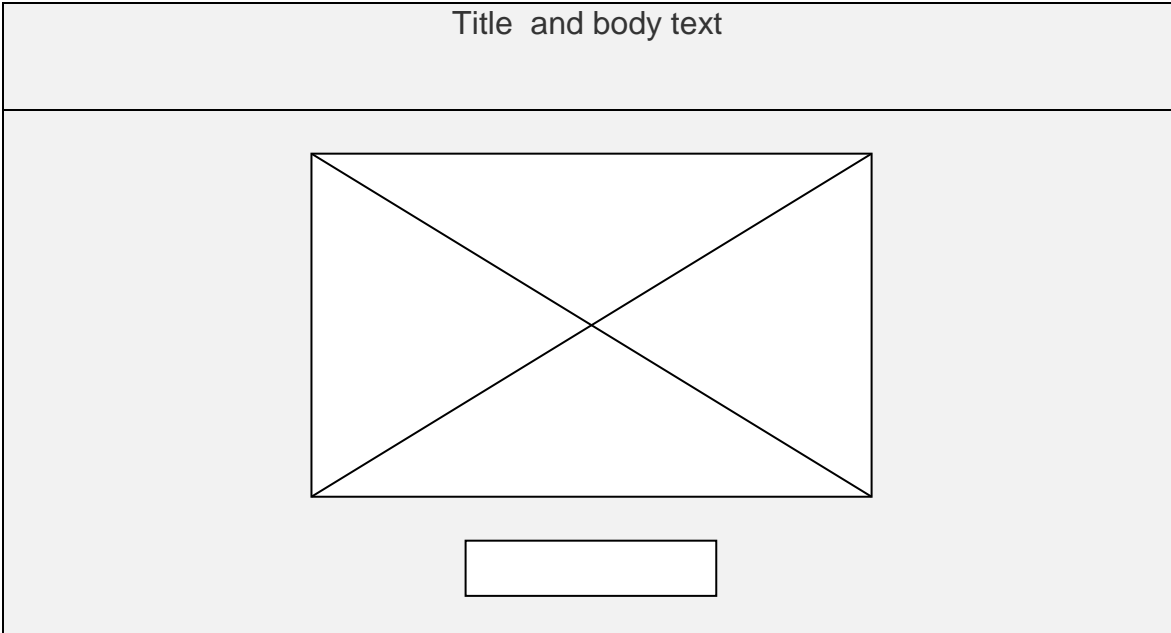
tag one, tag two, tag three



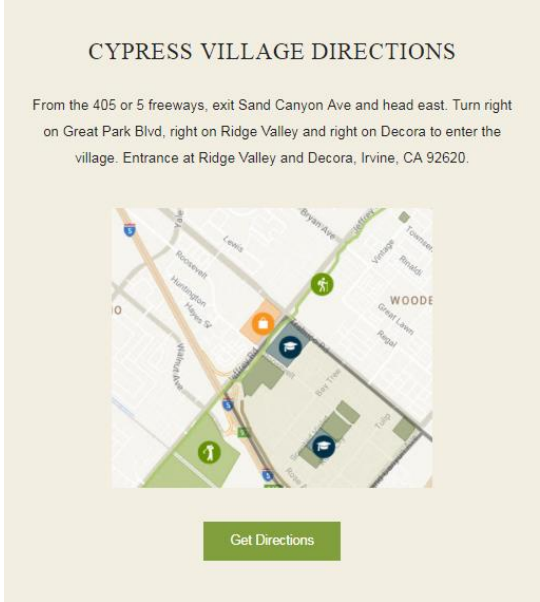
Introducing Next-Gen, Flexible Office Space At 200 Spectrum

MARCH 08, 2016 | CATEGORY

15 – Stacked copy/image



Current template:



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

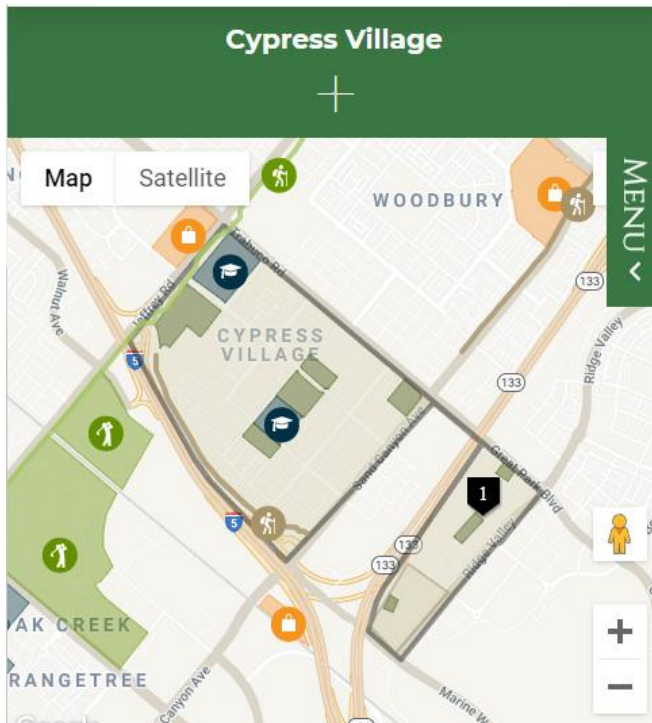
New site:



Village Location & Directions

From 405 freeway, head west on Irvine Center Drive. Turn right on Encanto and follow the signs to Barcelona.

[GET DIRECTIONS](#)

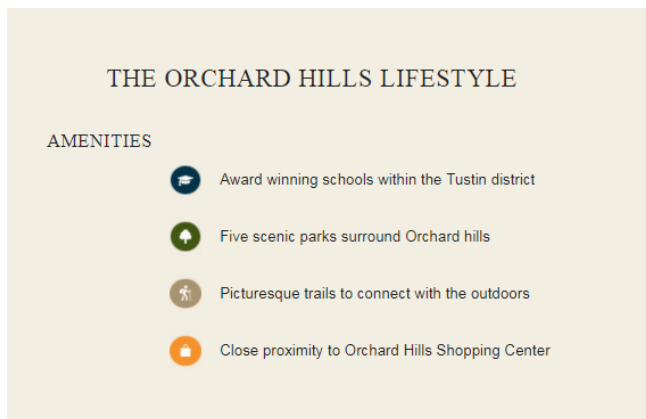


The new site stacks the map as it starts to narrow, as the email template is narrower than the desktop website, it's a good guide for us.

16 – Icon list

Title	_____

Current template:



New site (appears to use the same icons as before):



17 – Two column list

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

Current template:

SALES OFFICE DIRECTORY

ENTRATA 135.5 Working Ranch Irvine CA, 92602 (949) 273-4944	VISTA SCENA 108.25 Working Ranch Irvine CA, 92602 (949) 441-5759
TERRAZZA 53.5 Painted Sky Irvine CA, 92602 (949) 565-1545	VARENNA 57 Furlong Irvine CA, 92602 (844) 700 - 4767

New site:

PORTOLA SPRINGS

Brisa 124 Cleverwind Irvine CA, 92618 855-580-4523	Celeste 100 Milky Way Irvine CA, 92618 855-358-6633
Legado Final Homes Now Selling 146 Lost Hills Irvine CA, 92618 855-926-7404	Elderberry 147.5 Ceremony Irvine CA, 926218 877-674-5744
Hillside 177.5 Plum Lily Irvine CA, 92618 833-262-1541	Bluffs 115.5 Petunia Irvine CA, 92618 877-205-3568

New site:

RESERVE AT ORCHARD HILLS

Ravello
129.25 Prestigo
Irvine CA, 92602
877-451-1982

Como
111.5 Appian
Irvine CA, 92602
844-403-3169

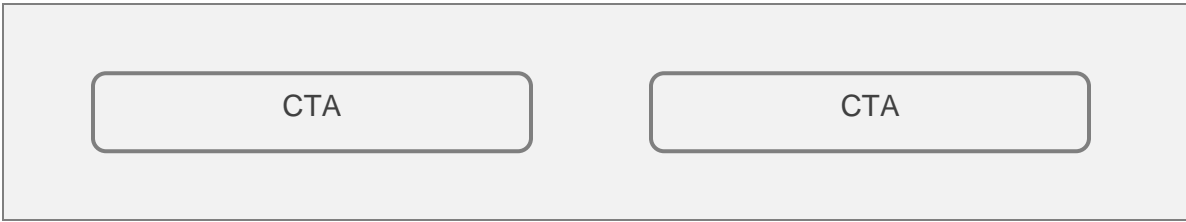
Lago
119.5 Dolci
Irvine CA, 92602
855-867-6069

Terra
131.5 Summerland
Irvine CA, 92602
866-884-8076

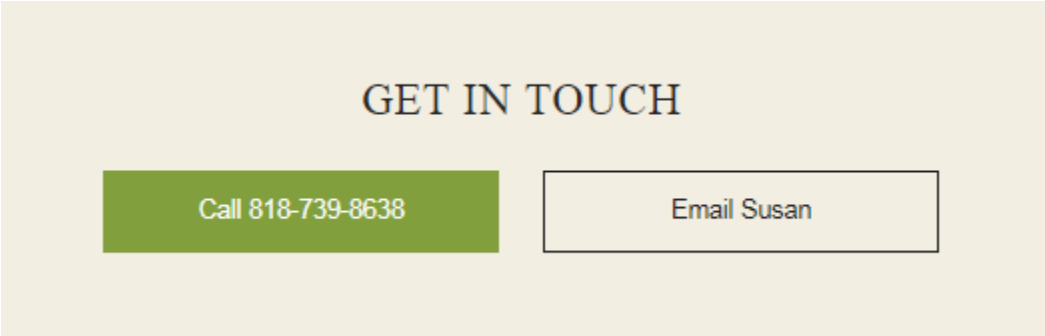
Verdi
109.5 Vigna
Irvine CA, 92602
844-816-4335

Vivo
199.5 Oceano
Irvine CA, 92602
866-367-5150

18 – Contact



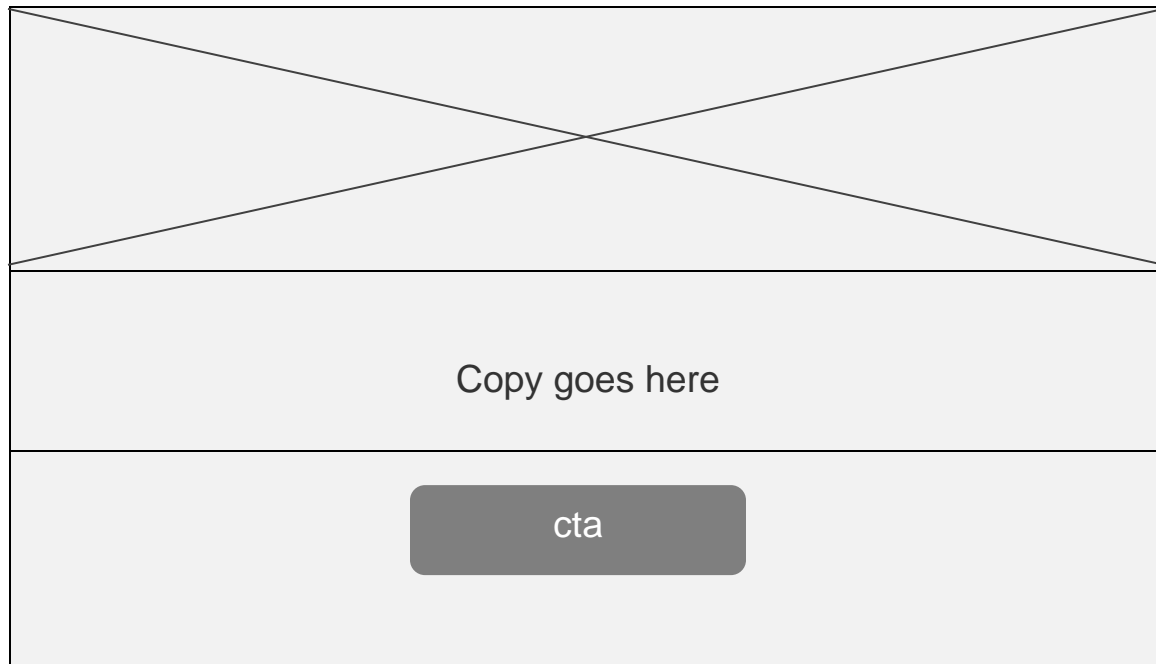
Current template:



New site:



19 – Blog



Current template:



New site blog listings:

LATEST



Before Summer Ends: A Week Of Fun Under The Orange County Sun



What You Can Find On A Hike In Irvine

[MORE](#)

Also:

HOW WELL DO YOU KNOW THE VILLAGES OF IRVINE

August 28, 2019

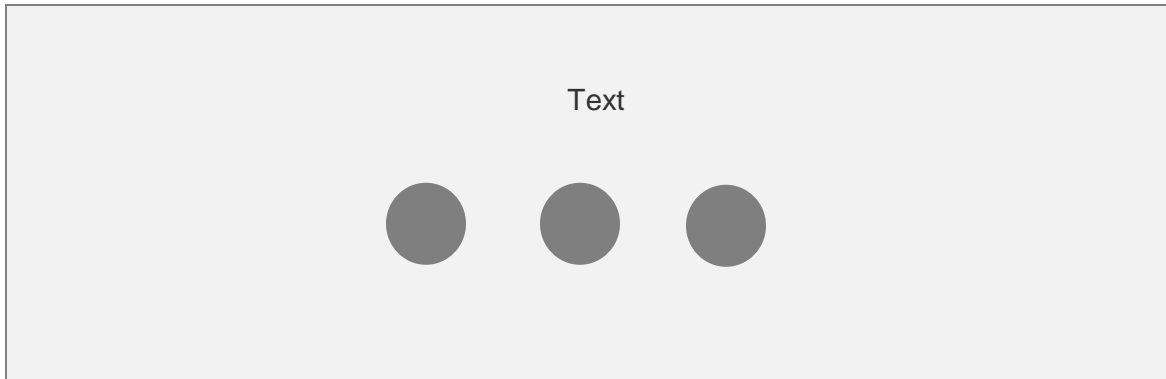


From family dinners to game nights with friends, so many of life's special moments are created at home. That's why selecting the perfect place to live is such a monumental decision. Located in one of the [top three cities](#) in the United States to raise a family, the Villages of Irvine is where the best recreation, location and education in Irvine intersect. Let us introduce you to your future home.

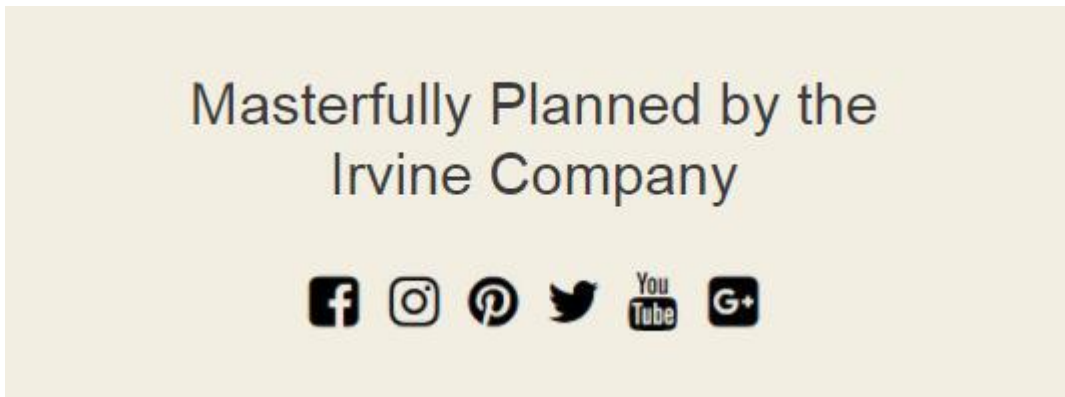
[MORE](#)

There doesn't appear to be a VOI logo on the new sites [blog page](#), though I did find it on the [social gallery page](#) so I'm guessing it's still in use on the new site?

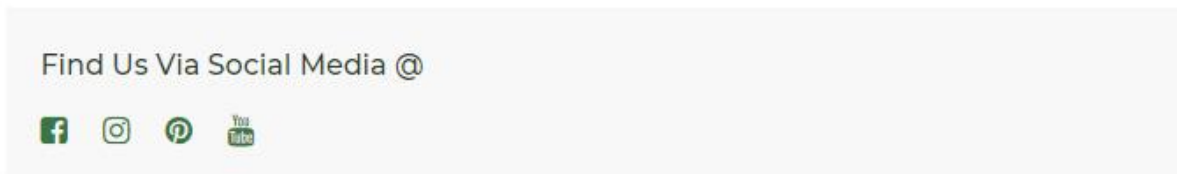
20 – Social



Current template:



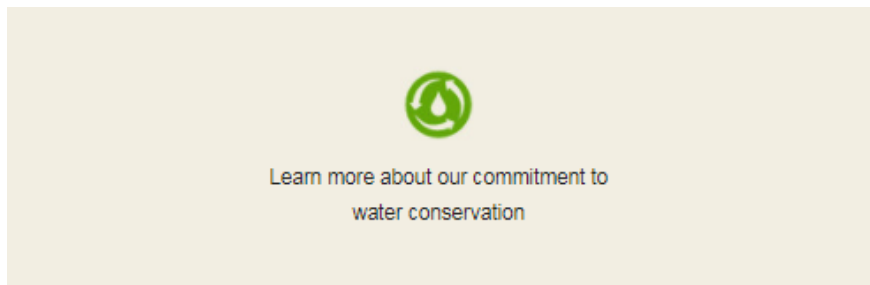
New site:



21 – Water conservation



Current template:



There doesn't appear to be a water conservation icon in the new sites footer. Instead there is a group of links, one of which is 'ENVIRONMENTAL STEWARDSHIP'.

ABOUT IRVINE VILLAGES

LIVE VILLAGES OF IRVINE BLOG

ENVIRONMENTAL STEWARDSHIP

KEEP ME INFORMED

BUYING YOUR HOME

CAREER OPPORTUNITIES

We can stick with the original water conservation module, and just update the branding. Or create a new module with a group of links like above. Both work, as the original module could be used to call out any one of those links. Just swap out the water conservation icon for e.g. 'Buying your home' or 'About Irvine villages'.

22 – Legal footer

Current template includes three links, address, legal and logo:

[Update Profile](#) [Unsubscribe](#) [Privacy Policy](#)

Irvine Pacific, I.P. 550 Newport Center Dr. Newport Beach, CA 92660
Phone: (949) 339-2261

**Broker co-op amounts are for select homesites only. Brokers Welcome: Payment of Broker Commission requires Broker to accompany and register buyer on first visit and comply with Broker Registration and Commission Agreement. Broker commission subject to change without prior notice. All buyers must prequalify with Irvine Pacific's preferred lender. Villages of Irvine® and Irvine Pacific® are registered trademarks of The Irvine Company LLC, used for marketing villages of new homes in Irvine, California USA. Plan, pricing, and product information subject to change. All projects are in planned communities developed by Irvine Community Development Company LLC, an affiliate of The Irvine Company LLC. "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. Model photography for illustrative purposes only and does not represent actual homesites. © 2017 The Irvine Company LLC. All Rights Reserved. California BRE License Number 01889266. 3/2017*

 **IRVINE COMPANY**

New website footer:

Contact:

[Sales Office Directory](#)

[\(855\) 588-3460](#)

info@villagesofirvine.com

Masterfully Planned by the Irvine Company

"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.

Download Villages of Irvine Overview Brochure:

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If you are using a screen reader and need assistance please call 1 (855) 588-3460

The website footer contains different information than the email footer. We'll just use it as a design guide. E.g. the three email links could be styled like the contact section on one line etc.

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.

VOI responsive modular system v1:

Based on this assessment, we are estimating 22 modules: cost of \$11,000.

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

Deliverable:

VOI 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, along with the design comp
- 2 – Email along any feedback or questions to Anna Yeaman anna@stylecampaign.com
- 3 – If needed I'll create a module list v2
- 4 – Finish up the design comp for review; it's currently missing some of the mobile modules