

Core Modules

Modular email template system

StyleCampaign



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Core module list

Below is a list of 14 core responsive email modules. A number of these patterns tend to show up in the majority of email systems as they are very flexible. They are supplemented by more custom patterns that have a more specific use case.

- 1 - Header with pre-header
- 2 - Navigation
- 3 - Emergency
- 4 - Primary messaging with bullets and CTA
- 5 - Standalone image
- 6 - Two column image top and text bottom
- 7 - 50/50 split (Image left/ text right or reverse)
- 8 - 30/70 split (Image left / text right)
- 9 - Three column image and text
- 10 - Four column image and text
- 11 - Thumbnail image
- 12 - Notification
- 13 - Social
- 14 – Footer

Core module list detail

Below are examples of 14 core responsive patterns in the wild along with rough wireframes:

1 - Header with pre-header



As seen here:

Easy-chic day dresses, special-occasion knockouts and more.
[View this e-mail in web browser.](#)

NORDSTROM

And here:



And here:



2 – Navigation



As seen here:

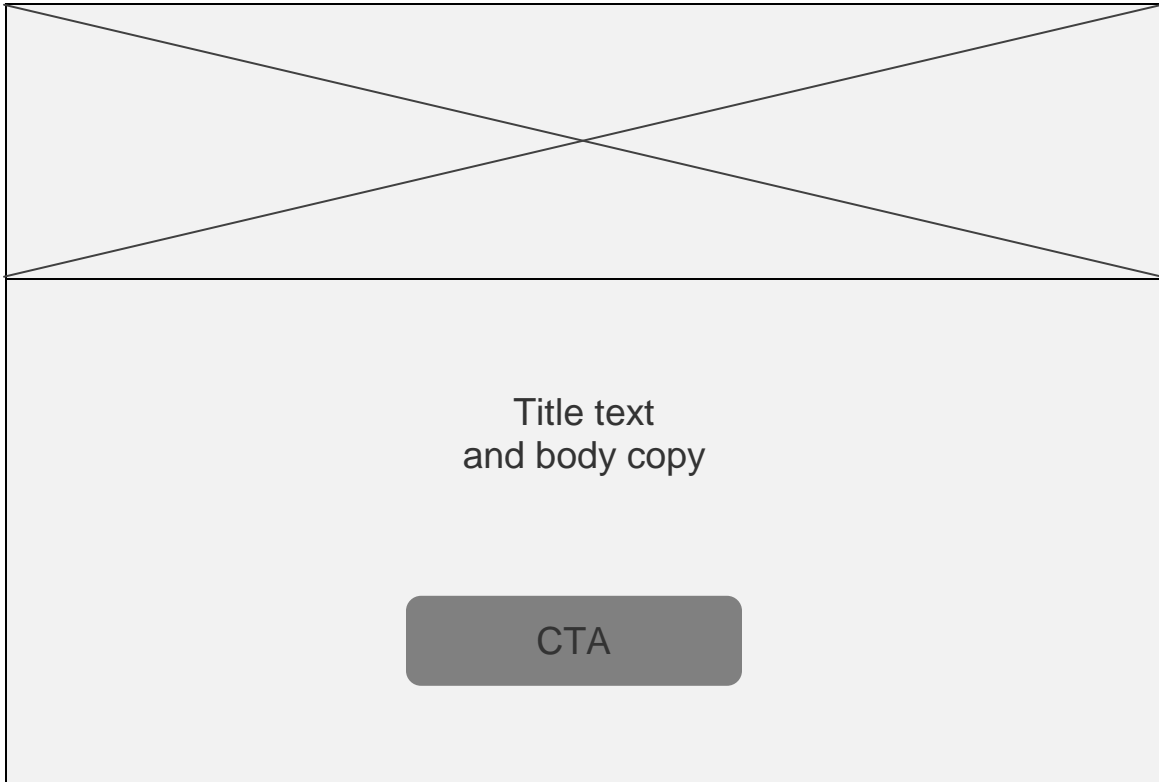


And here:

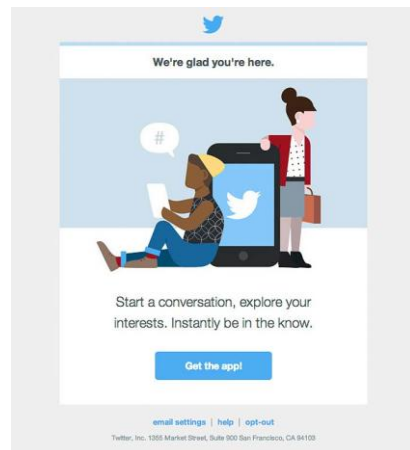
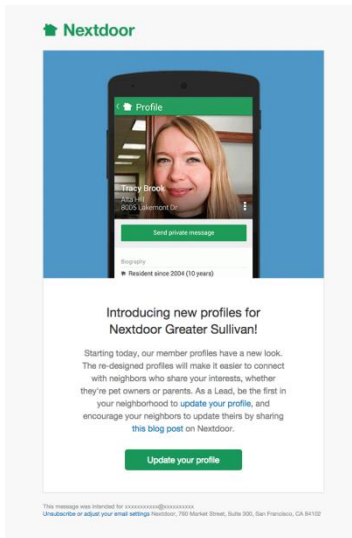
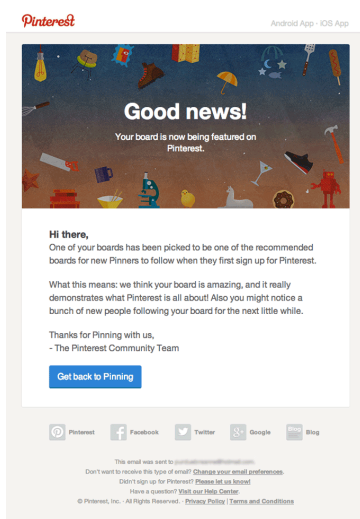


See post: <http://stylecampaign.com/blog/2014/02/responsive-email-navigation/>

3 – Emergency (fluid image with title, body text and CTA)



As seen here:





KULTE

The fashion house Kulte was founded in Marseille in 1998. Nowadays they design retro-chic pieces, inspired by the Sixties but coming straight from today's fashion trends, graphic patterns, and music rhythms.



Hi Matthew,

Thanks for creating a Circle account. To continue, please confirm your email address by clicking the button below.

Confirm email address

Thanks,
Team Circle



© 2014 Circle Internet Financial Inc.
PO Box 52235 • Boston, MA 02210
[User Agreement](#) [Privacy](#)



Creativedash, DBA UI8
920 Reserve Dr, Suite 140
Roseville CA, 95678
info@ui8.net
Tax ID: 45 5504673

Thanks for your order!

Below are the details of your order, let us know if you have any questions.

Order# [123456789012314235326435](#) Date [18 Aug 2015](#)

1. Basement iOS: Social	\$38
-------------------------	------


Total \$38

Save 20% off your next order!
Type "C" at checkout and enter coupon code **ui8xxxxx**

Copyright UI8 © 2015

ui8.net

Sometimes see short text only modules at the top of templates.



Accept your first payment

Square enables you to accept payments any way your customers want to pay.
Accept credit/debit cards, invoices, cash, checks, and gift cards.

[GET STARTED](#)


Crate&Barrel

[View with images](#)

[New](#) | [Furniture](#) | [Decorating](#) | [Dining](#) | [Kitchen](#) | [Sale](#)

Just Like That,TM The Holidays Are Here

From Thanksgiving tables to Christmas parties, from guest rooms to decking the halls, transform your home and open your doors to celebrations with friends and family. [Shop now ▶](#)



SPICE UP YOUR STYLE

Hello,

Let's rock this autumn! Wrap up and look lovely this season with the cutest new essentials. Whether it be the layering look or classic chic you're going for, we have it all. Take a look at these products we know you'll love! <3

[SHOP NOW >](#)

Introducing Under Armour Connected Fitness

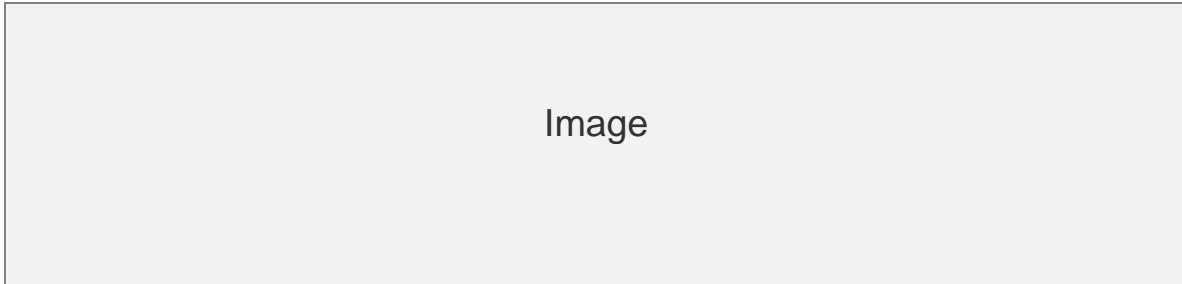
A few months ago we revealed MapMyFitness was joining the Under Armour team. Today we are proud to announce our transition into Under Armour Connected Fitness, bringing together all of your favorite MapMyFitness and Under Armour products and services. Here's what this transition means for you:

- Soon your MapMyFitness account will be converted to an Under Armour Account, allowing you to enjoy the full suite of Under Armour Connected Fitness products and services (including MapMyFitness, MapMyRun, MapMyWalk, MapMyRide, MapMyHike, UA.com and iwillwhatiwant.com) through a single method of sign-on.
- With the launch of the UA Account, you'll need to review and accept the new Under Armour Connected Fitness [Terms and Conditions of Use](#) and [Privacy Statement](#) in order to use the suite of Under Armour Connected Fitness products or services, including the current MapMyFitness websites and apps.
- In the near future, upon your first login you will be required to review and accept the new Under Armour Connected Fitness [Terms and Conditions of Use](#) and [Privacy Statement](#). Once accepted, any user information or content you have shared with MapMyFitness will also be shared and available to Under Armour.

We love that you're with us for these exciting times and can't wait to deliver an even better experience to you and all our members. Your privacy and data protection is incredibly important to us. For more information about Under Armour Connected Fitness and your new UA Account, [click here](#).

Longer announcements that require extra copy, along with subhead and bullets.

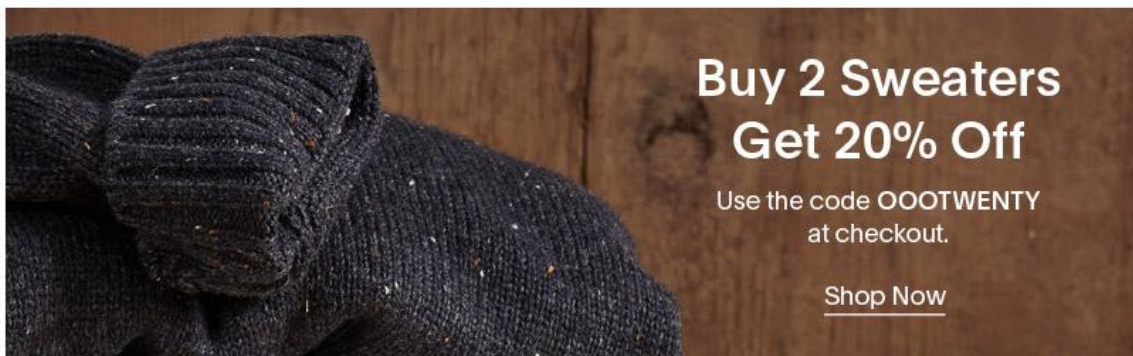
5 – Standalone image multiple options: fluid, crop, overlay or swap



As seen here (hero):



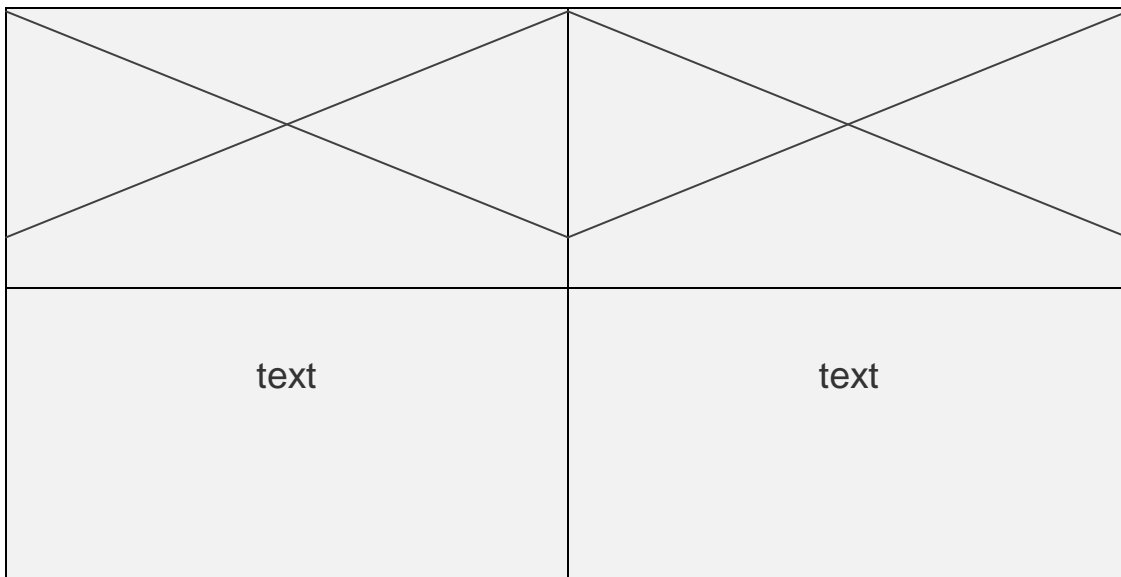
Banner:





This version has an HTML CTA at the bottom of each fluid image.

6 – Two column image & text (articles / video / products)



As seen in:



BURBERRY PRORSUM
Paisley-Print Padded Cotton Jacket



CHRISTOPHER KANE
Rubble Slim-Fit Printed Cotton Shirt

FEATURED WORK



Salesvue

Salesvue is a prospect-to-pipeline automation solution that makes sales prospecting teams faster, smarter, happier, and more effective.

[Read More](#)



[N]Squared

[N]Squared Advisory guides expansion-stage technology companies that are ready to enter the US market.

[Read More](#)



TinderBox Video

We produced this video for TinderBox to help present their cloud-based, data-driven sales automation software in a clear, impactful way.

[Watch Video](#)



ExactTarget Video

KA+A partnered with ExactTarget's in-house creatives to produce this video promoting their Marketing Cloud on YouTube.

[Watch Video](#)



WESC X ANDY WARHOL

Warhol Conspiracy



BLAMO

Urban Jungle Adventurewear



SAZAC

Japanese Character Costumes



CHEN CHEN & KAI WILLIAMS

Brilliant Brooklyn Design



Men's Commuter

Cycling apparel, accessories, and more

[Fjallraven, WeSC, & More](#)



Women's Commuter

Cycling apparel, accessories, and more

[Sorel, Fjallraven, & More](#)



ZEAL Optics

Featuring the world's first interactive goggle

[Extra 20% Off For 24 Hours Only](#)

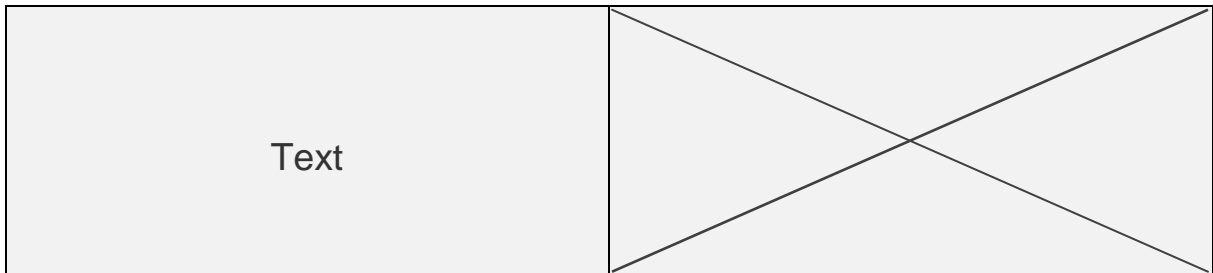


Men's Loki

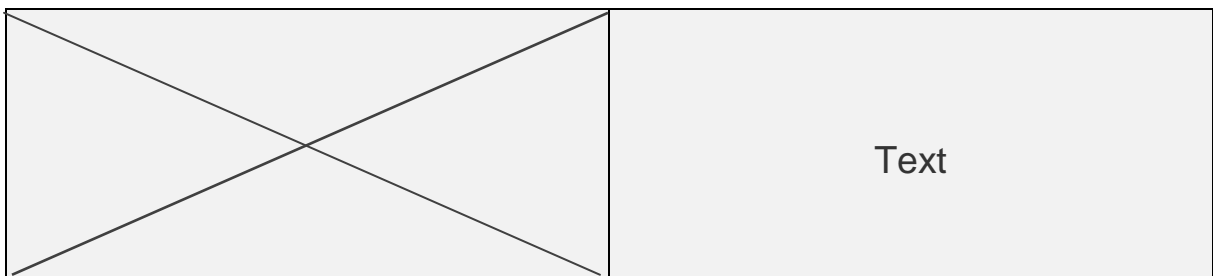
Outerwear from the Colorado Rockies

[Extra 20% Off For 24 Hours Only](#)

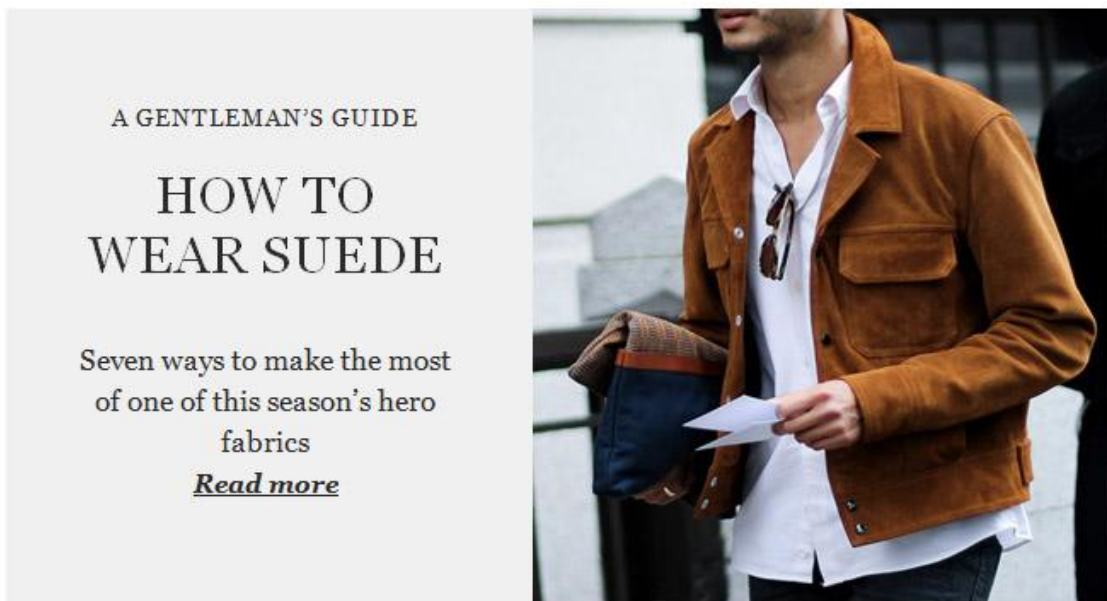
7 – 50/50 split (text left image right or image left text right)



Or



As seen here:



Northern Greek Mushroom and Onion Pie

MARTHA ROSE SHULMAN

2 hour, 8 servings



Andrew Scrivani for The New York Times

Apple Bourbon Bundt Cake

MELISSA CLARK

1 1/2 hours plus cooling time,
10 to 12 servings



Andrew Scrivani for The New York Times

Lamb-and-White- Bean Chili

MELISSA CLARK

1 hour 15 minutes, 4 to 6
servings



Andrew Scrivani for The New York Times



A traditional colour palette and elongated silhouette evokes an alluring sense of romanticism.

[Shop the Marshall Coat](#)

The latest frame from our collaboration with Ghostly International combines lightweight Japanese titanium and premium acetate in a sleek Jet Black Matte finish.

[Shop now](#)



8 – 30/70 split (Image left / text right)



As seen in:

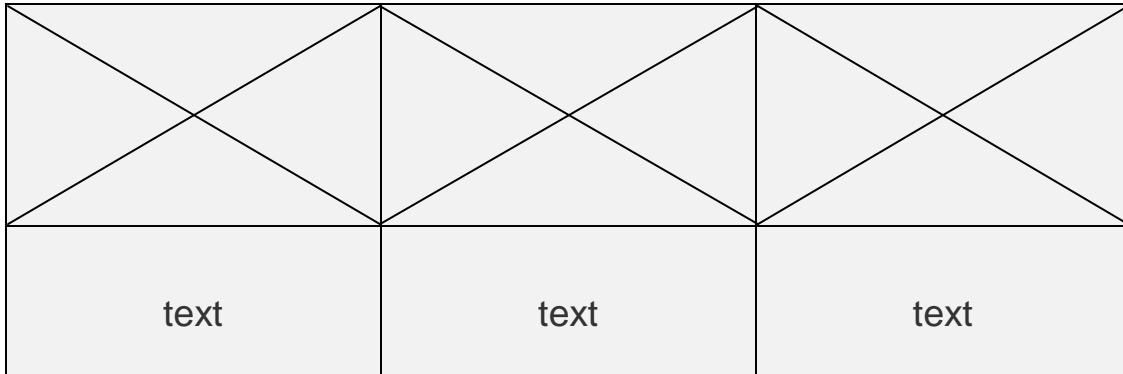


And:



9 – 3 column image & text

Can be used for video, speakers, or articles



As seen in:

Past 99U Talks

We ask leading creative minds to share road-tested insights on making ideas happen. The result are short, actionable talks that will help you kick your ideas into gear. [More Videos →](#)



Tina Roth Eisenberg: Don't Complain, Create



James Victore: Your Work Is A Gift



Brené Brown: Why Your Critics Aren't The Ones Who Count

And:



**Baby Little Sol
Rashguard**



**Girls' Capilene® 1
Silkweight T-Shirt**



**Baby Baggies™
Shorts**



**Boys' Baggies™
Shorts - 6"**



Boys' Light & Variable™ Hoody



Baby Little Sol Hat

And:



Connect

Enjoy free voice,
video calls and
messages



Get social

Meet new friends and
stay updated with the
newsfeed



Have fun

Play games, share
music and photos
with friends

COMPLETE YOUR CHECKLIST



▶ HORNY TOAD
PROFUNDO PULLOVER



▶ REI FULL LODGE
DAYPACK







▶ ONITSUKA TIGER BY
ASICS MEXICO 66 SNEAKERS

10 – 4 column image & text (product grid or articles)

Text	Text	Text	Text

As seen in:

TODAY'S SALES

			
Men's CEP Extra 20% Off For 24 Hours Only	Women's CEP Extra 20% Off For 24 Hours Only	Men's CIRQ Extra 30% Off For 24 Hours Only	SOG Extra 20% Off For 24 Hours Only

And



BELSTAFF
Quilted Wool Gilet



ALEXANDER WANG
Slub Jersey T-Shirt



BELSTAFF
Ashdown Panelled Cotton-Jersey Sweatpants



BELSTAFF
Headley Cotton-Jersey Hoodie

And



Off-the-shoulder Top
\$29.99

▶ SHOP NOW



Poncho with Fringe
\$49.99

▶ SHOP NOW



3-pack Rings
\$14.99

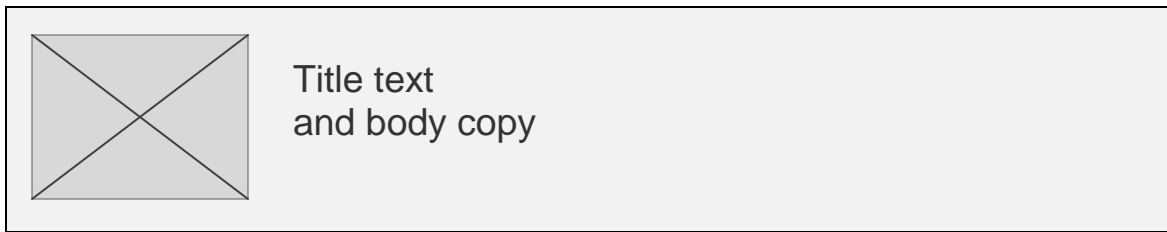
▶ SHOP NOW



Lace Peplum Top
\$39.99

▶ SHOP NOW

11 – Thumbnail image (articles, products or icons)



As seen here:



We Know How You Feel

by Raffi Khatchadourian

Face-scanning software is learning to read emotions, and the business world can't wait.



Freedom for Tyrone Hood

by Nicholas Schmidle

Hood, who spent nearly twenty-two years in prison for murder, was granted clemency on Monday by the Illinois governor.



No Oscars for Humor

by Richard Brody

By and large, the heavier the drama, the likelier the award.



Turn on tax & tip ›

Don't forget to adjust your tax and tip preferences. Set your preferences from the Register app under "Settings".



Invite staff to accept payments ›

Invite staff to accept payments for your business and easily track their performance in your personal dashboard.



Process payments without a connection ›

With Offline Mode, your business stays up, even when your signal goes down. Turn on offline mode under "Settings".



4 Branding Lessons from MailChimp

Takeaways from an insightful Q&A with Mark DiCristina and Allyson Van Houten.



My Unconventional Path to a Video Career

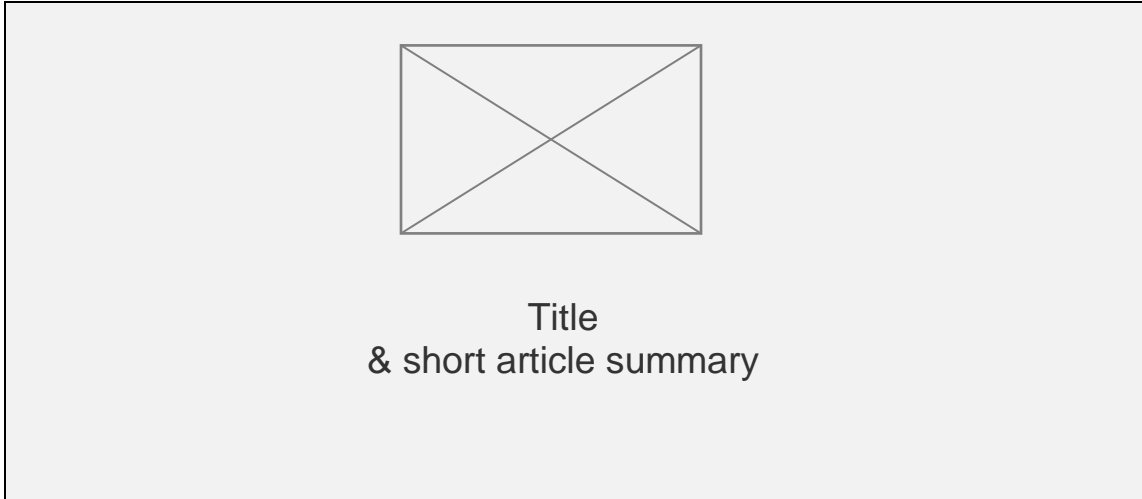
Wistia CEO Chris's lessons from following an unconventional path to a career in film.



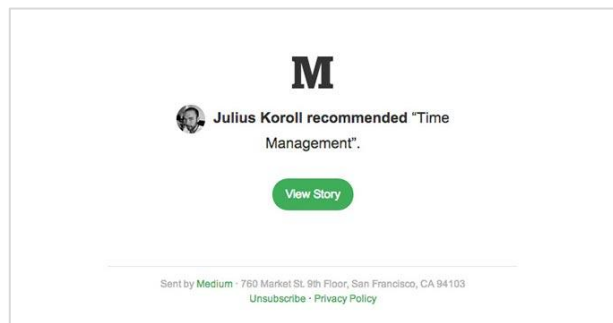
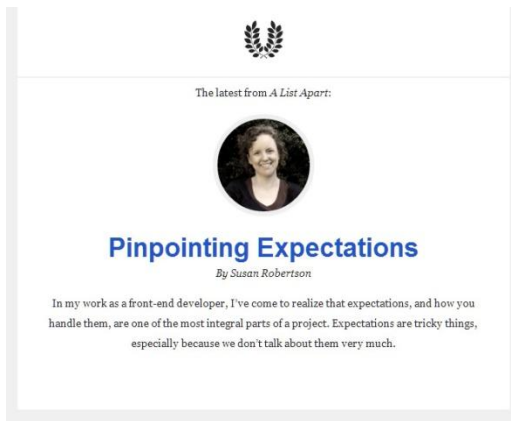
Multilingual Captions, Trends, and Custom Quality

Three new updates to the Wistia product to give you more control over your videos!

12 – Notification / alerts




As seen here:




Can be stacked:

Pinterest basics




First of all: What's a Pin?
Pins are like handsome little bookmarks—just click a Pin to see the site it came from.



Collect your pins on boards
Boards are where you organize your Pins. If you're a home improvement business, you could save ideas for remodeling a bathroom to a "House Projects" board, for example.

Shopping cart abandonment:




HUCKBERRY

HEADS UP!
You left a few things in your cart:

Our sales and inventory are often limited, and we can't guarantee that the products left in your cart will still be available when you decide to pull the trigger.

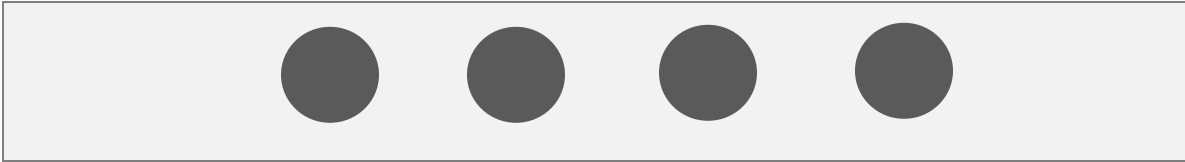
FINISH CHECKING OUT

Item	Quantity	Price
 Trunk Brief Bundle	1	\$30

Trouble checking out? We're here to help:
For any questions, just email us at support@huckberry.com
or call us at [415 504-3400](tel:4155043400) Monday through Friday 8:30am - 5:30pm PST.

No longer want to receive these emails? You can [unsubscribe here](#).
Huckberry 290 Utah St. San Francisco, CA 94103

13 – Social



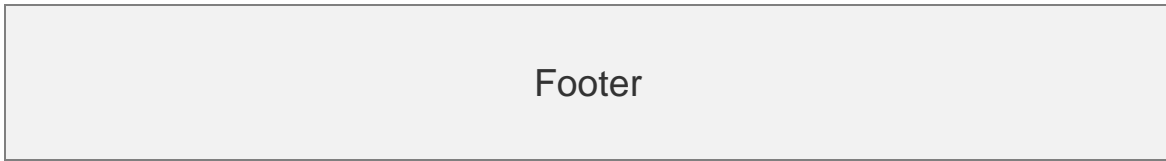
As seen here:



And here:



14 – Footer



As seen here:

HORCHOW

BERGDORF
GOODMAN



Neiman Marcus
lastcall

*Free shipping for purchases and returns on most items. Taxes apply to some orders. For a small percentage of orders—such as oversized items, items shipped from vendors, or shipments outside of the United States—shipping charges may apply. For complete delivery, shipping, return and exchange details, including cost and delivery time, visit NeimanMarcus.com and click on "Assistance" or call 1.800.944.9888.

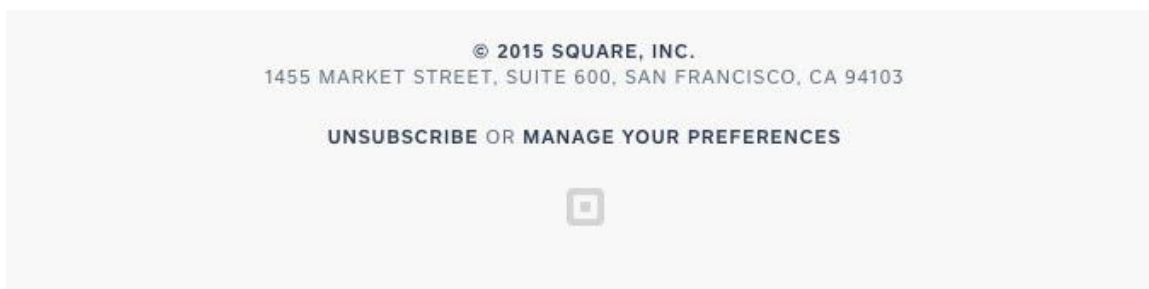
**Offer is online only. Savings of 40-85% off. Selected merchandise only; subject to prior sale; sale items will be indicated on site. Interim markdowns may have been taken. No adjustments for prior purchases. Offer valid 10/11/15 from 6 PM CT to 9 PM CT or earlier if all items are sold out.

[Click here](#) if you would like to unsubscribe from NM Dash event emails only.

[Click here](#) to manage your email preferences or unsubscribe.

Neiman Marcus, Attn: E-mail Removal, Customer Care Department, 111 Customer Way, Irving, Texas 75039

And here:



Questions?

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