

EMAIL CONTENT

Email campaigns promote University events and initiatives, distribute newsletters and keep our audiences informed.

DISTRIBUTION

Please let Creative Studio know how you plan to send out your email.

EMAIL TEMPLATE

When planning your email campaign a template is available with variable component blocks to ensure your communication is on-brand, visually appealing and mobile responsive. Components of the email template are described as follows:

COLOUR BAR

The University of Waterloo yellow colour bar or a faculty or school-specific colour bar is used at the top of all emails.

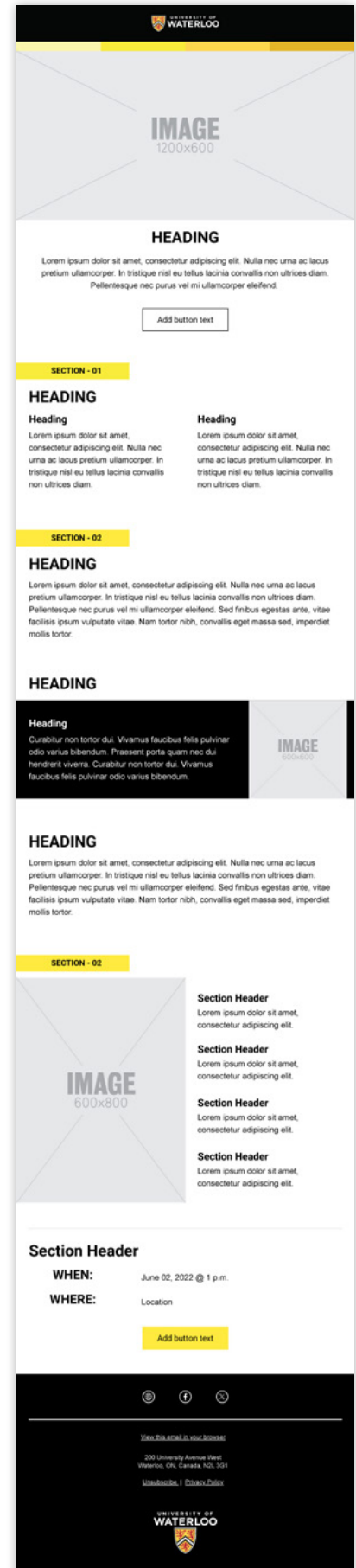
MAIN IMAGE

A main image adds visual interest to your email. You can supply an image or Creative Studio can create artwork for you. The image should be landscape format (width greater than height) and at least 600 pixels wide. Many users have images disabled in their email programs and some people use screen readers to access content. Important information should be located in the body of an email in case images are not visible.

MAIN HEADING

The main heading should describe the content of your email in a concise way that allows readers to easily understand the purpose of your communication. (i.e. name of an event; title of a newsletter)

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CONTENT

Email content can be any length, but short concise copy is preferred. Divide up content into easy-to-read blocks of information utilizing sections and subheadings to make it easy for readers to scan and easily understand the communication.

EVENT DETAILS

When and where

When promoting an event, include the date, time and location. For on-campus events, indicate the building and room number. For off-campus events, provide the full address.

Directions

A directions link will help recipients find the location of an event. For events happening on the main campus, a button can point recipients to the [campus map](#).

If an event happens at a satellite campus or off-campus location, please provide a URL to the appropriate map.

Agenda

You can include a short agenda or schedule for your event. Each agenda item will appear as a separate line.

BUTTONS

Provide URLs or email address for call-to-action buttons that provide more information and further engage recipients. (i.e. directions, event registration, etc.)

SOCIAL MEDIA AND EMAIL FOOTER

Social media icons encourage people to engage with the University on social media. You can supply URLs to your area's profiles or use the University's central channels.

The footer content lets people know from whom the email communication is coming, including the person sending the email and their email address as well as the department or unit on behalf of whom the message is being sent. We also need a phone number as part of the contact information and a link for the unsubscribe feature.

For more information contact: creative@uwaterloo.ca

uwaterloo.ca/creative-studio

TIP



An unsubscribe link and contact information (including an email address, phone number and department) are needed for an email to meet Canadian Anti-Spam Legislation requirements.

READY TO START A PROJECT?

Submit an [online requisition](#) to Creative Studio to get started.