



EMAIL//STYLEGUIDE



THIS IS A WORK IN PROGRESS OF THE NEW CRM EMAIL STYLE GUIDE

We will use this as the guide for email executions.
This is a phase 1 of a multi-phased approach to
the development of the email template system.



MODULES

Headers
Core
CTAs
Social Footer
Links / Legal / APPs

TEMPLATES

Streamline Example
Integrated Image Example
Image Only Example

MODULES

Modules informs how individual content elements are presented to the user: fonts, sizes, order of fields, backgrounds, etc.



MODULES

Headers

- Core
- CTAs
- Social Footer
- Links / Legal / APPs

TEMPLATES

- Streamline Example
- Integrated Image Example
- Image Only Example

Simple Header Desktop White | 600 X 50



Simple Header Desktop Black | 600 X 50



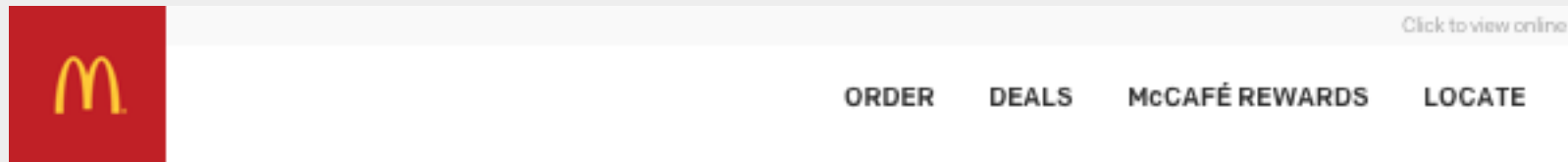
Simple Header Mobile White | 320 X 50



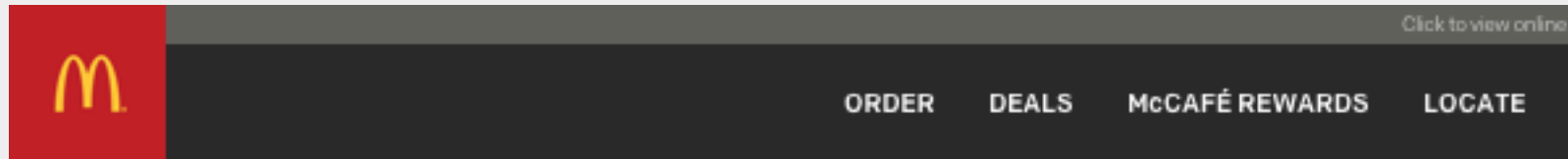
Simple Header Desktop Black | 320 X 50



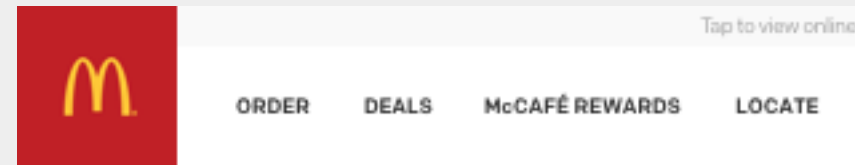
Header with Links White | 600 X 60



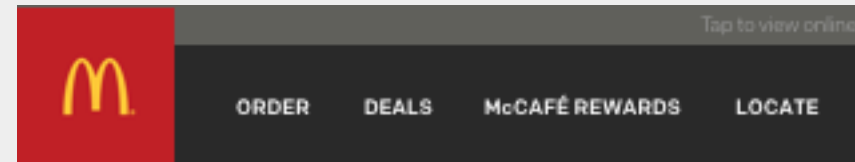
Header with Links Black | 600 X 30



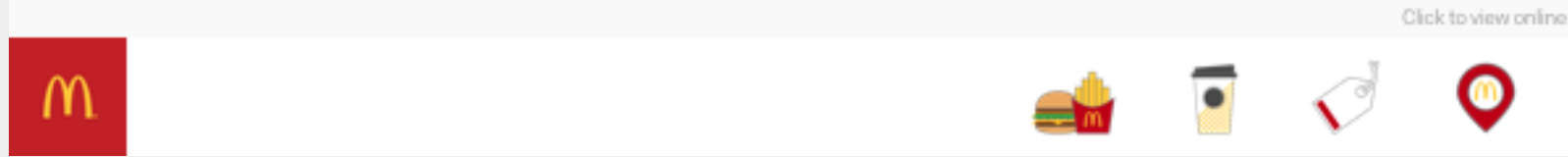
Header with Links White | 320 X 60



Header with Links Black | 320 X 60



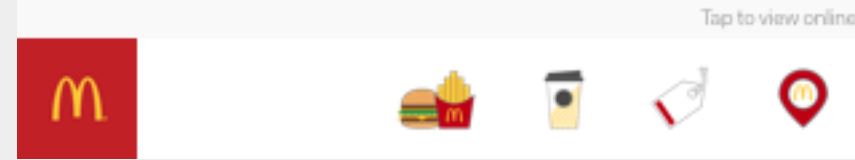
Header with Icons White | 600 X 60



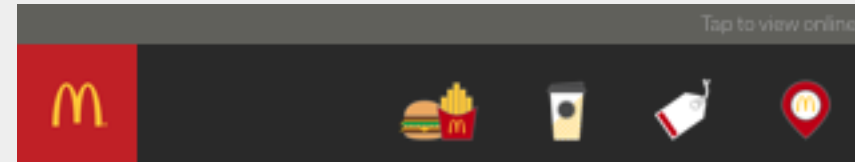
Header with Icons Black | 600 X 30



Header with Icons White | 320 X 60



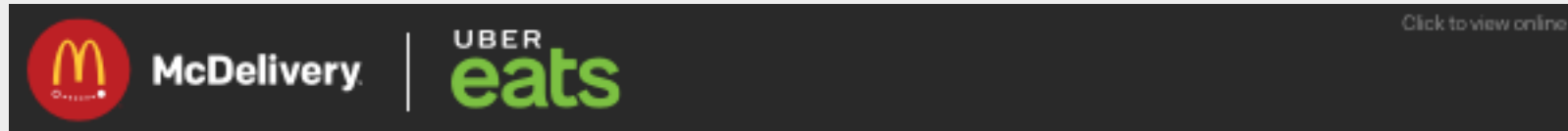
Header with Icons Black | 320 X 60



Header McDelivery White | 600 X 50



Header McDelivery Black | 600 X 50



Header McDelivery White | 320 X 50



Header McDelivery Black | 320 X 50





MODULES

Headers

Core

- Generic Single Image
- Generic Single Image 2 Column
- Generic Integrated Image
- Generic Image Only

CTAs

Social Footer

Links / Legal / APPs

TEMPLATES


Streamline Example

Integrated Image Example

Image Only Example

Generic Content Module with Single Image Desktop | 600 X 550

This is where the headline would go.
This is where supporting secondary description copy would go.



ORDER NOW

Headline DT-A

40 pt
36 Line Spacing
-1 Letter Spacing

Secondary DT-A

20 pt
22 Line Spacing
-0.5 Letter Spacing

6X4 Image

480(max) X 300 (min)
X2 Resolution Retina

Image with fixed maximum width,
Limited flexibility on height.

Background


Fixed Background
color is #F9F9F9

CTA

Any CTA can be attached
to this module.

Generic Content Module with Single Image Mobile | 320 X 450

This is where the headline would go.
This is where supporting secondary description copy would go.



ORDER NOW

Headline MB-A

30 pt
28 Line Spacing
-0.75 Letter Spacing

Secondary MB-A

18 pt
20 Line Spacing
-0.5 Letter Spacing

6X4 Image

320 (max) X 200 (min)
X2 Resolution Retina

Image with fixed maximum width,
Limited flexibility on height.

Background

Fixed Background
color is #F9F9F9

CTA

Any CTA can be attached
to this module.



MODULES

Headers

Core

- Generic Single Image
- **Generic Single Image 2 Column**
- Generic Integrated Image
- Generic Image Only

CTAs

Social Footer

Links / Legal / APPs

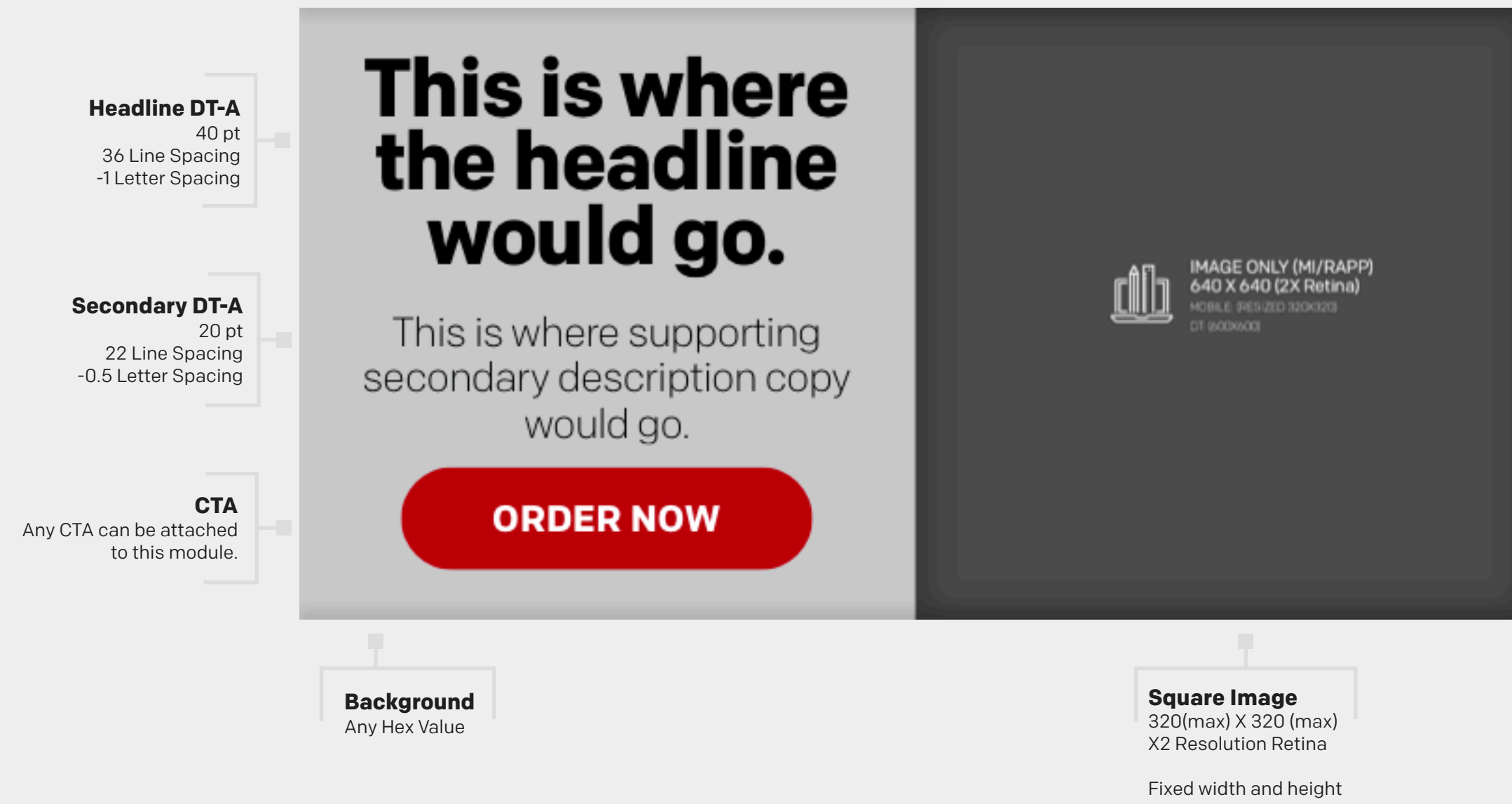
TEMPLATES

Streamline Example

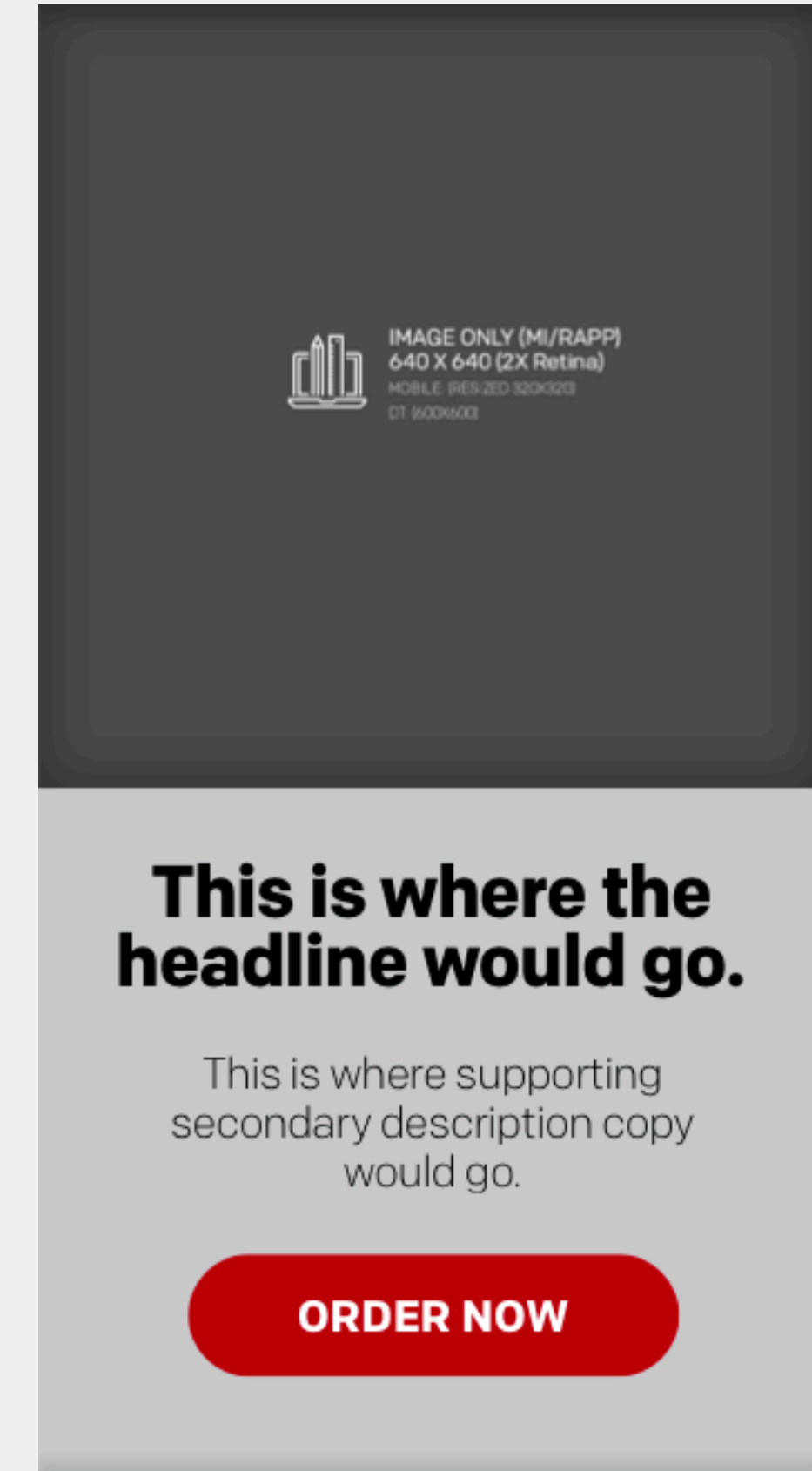
Integrated Image Example

Image Only Example

Generic Content Module with Single Image 2 Column Desktop | 600 X 550



Generic Content Module with Single Image 2 Column Mobile | 320 X 450





MODULES

Headers

Core

- Generic Single Image
- Generic Single Image 2 Column

- Generic Integrated Image

- Generic Image Only

CTAs

Social Footer

Links / Legal / APPs

TEMPLATES

Streamline Example

Integrated Image Example

Image Only Example

Generic Content Module with Integrated Image Desktop | 600 X 600

Headline DT-A

40 pt
36 Line Spacing
-1 Letter Spacing

Secondary DT-A

20 pt
22 Line Spacing
-0.5 Letter Spacing

Background

Color should match cap or foot of image

CTA

Any CTA can be attached to this module.

6X4 Image

480(max) X 300 (min)
X2 Resolution Retina

Image with fixed maximum width, Unlimited height. Image should have a cap or foot in a solid color to blend with background

Generic Content Module with Integrated Image Mobile | 320 X 450

Headline MB-A

40 pt
36 Line Spacing
-1 Letter Spacing

Secondary MB-A

20 pt
22 Line Spacing
-0.5 Letter Spacing

Background

Color should match cap or foot of image

CTA

Any CTA can be attached to this module.

6X4 Image

480(max) X 300 (min)
X2 Resolution Retina

Image with fixed maximum width, Unlimited height. Image should have a cap or foot in a solid color to blend with background



MODULES

Headers

Core

- Generic Single Image
- Generic Single Image 2 Column
- Generic Integrated Image

- Generic Image Only

CTAs

Social Footer

Links / Legal / APPs

TEMPLATES

Streamline Example

Integrated Image Example

Image Only Example

Generic Content Module Image Only Desktop | 600 X 600

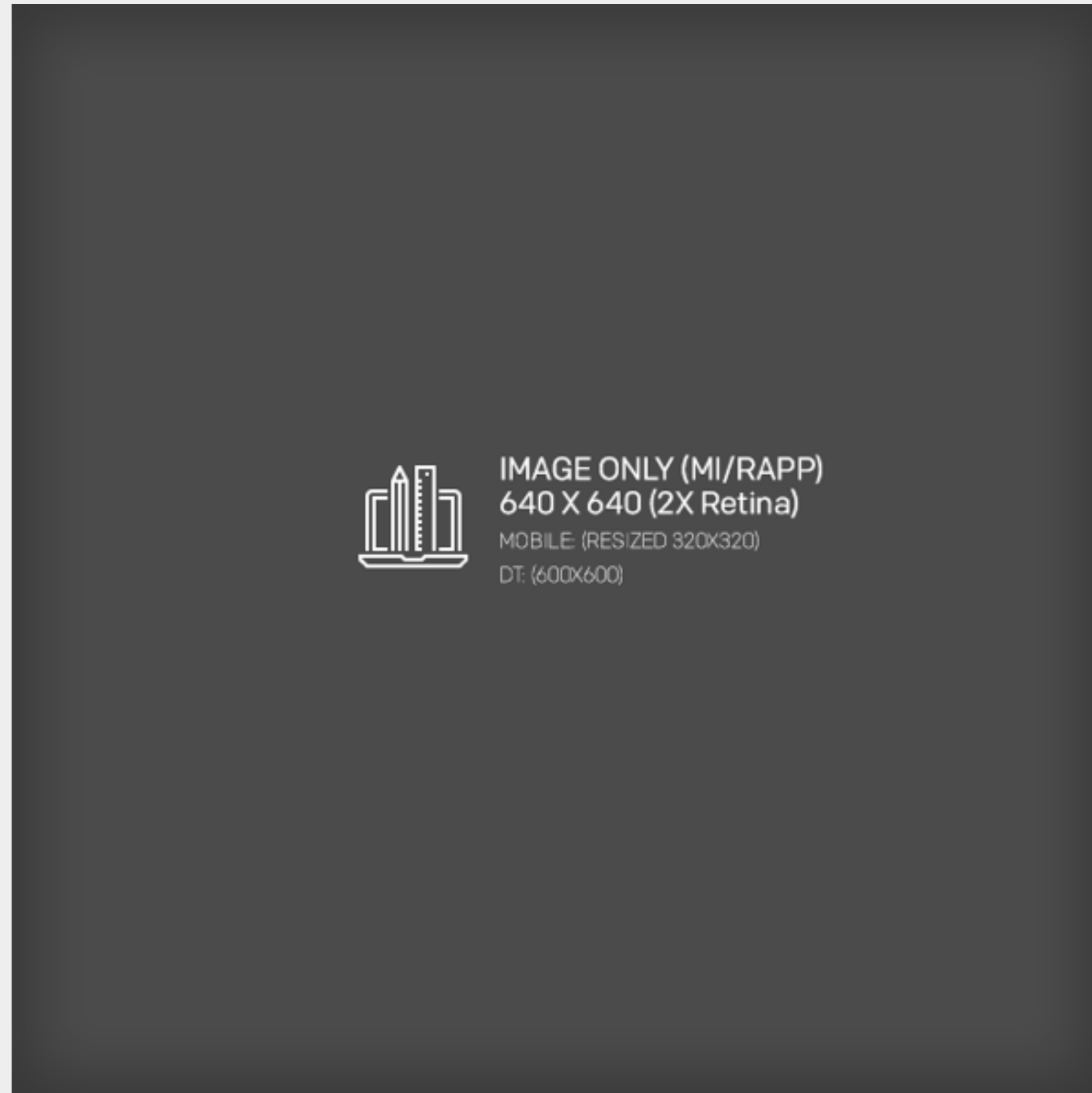


Image DT

600 (max) X 600 (min)
X2 Resolution Retina

Any height.

Generic Content Module Image Only Mobile | 320 X 320

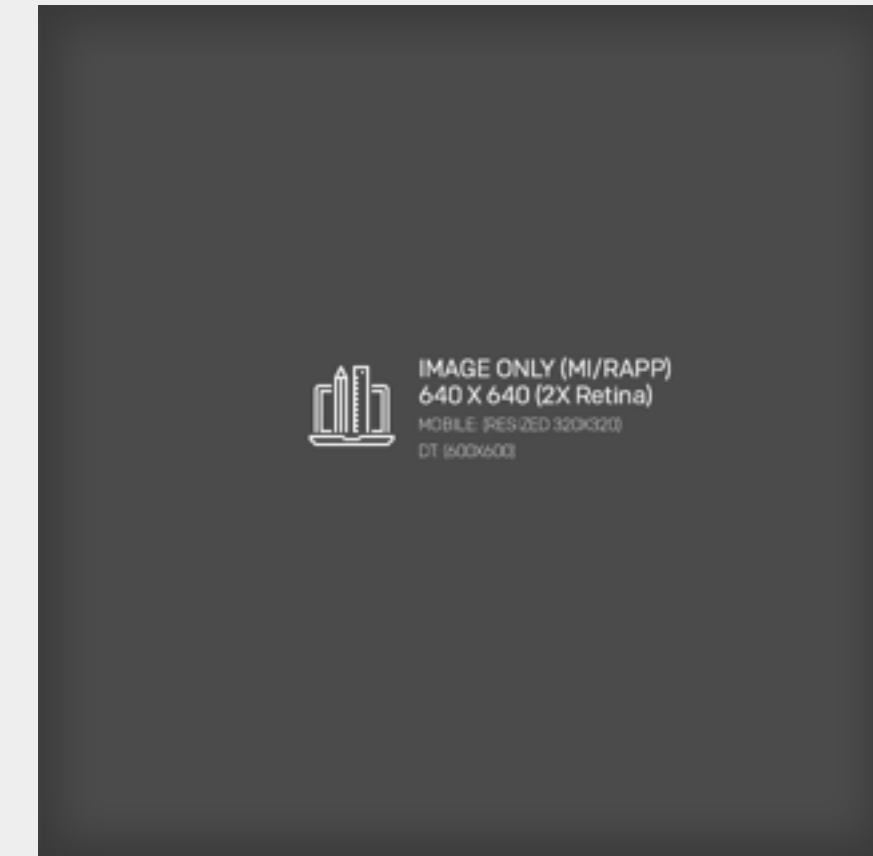


Image MB

320 (max) X 320 (min)
X2 Resolution Retina

Any height.



MODULES

Headers
Core
CTAs
Social Footer
Links / Legal / APPs

TEMPLATES

Streamline Example
Integrated Image Example
Image Only Example

CTA Small | 200 X 50

ORDER NOW

ORDER NOW

ORDER NOW

GET THE APP

GET THE APP

GET THE APP

LEARN MORE

LEARN MORE

LEARN MORE

CTA Medium | 225 X 50

SIGN UP NOW

SIGN UP NOW

SIGN UP NOW

CTA Medium | 250 X 50

ORDER ON THE APP

ORDER ON THE APP

ORDER ON THE APP

START YOUR ORDER

START YOUR ORDER

START YOUR ORDER



MODULES

- Headers
- Core
- CTAs
- Social Footer**
- Links / Legal / APPs

TEMPLATES

- Streamline Example
- Integrated Image Example
- Image Only Example

Social Footer Red Desktop | 600 X 80



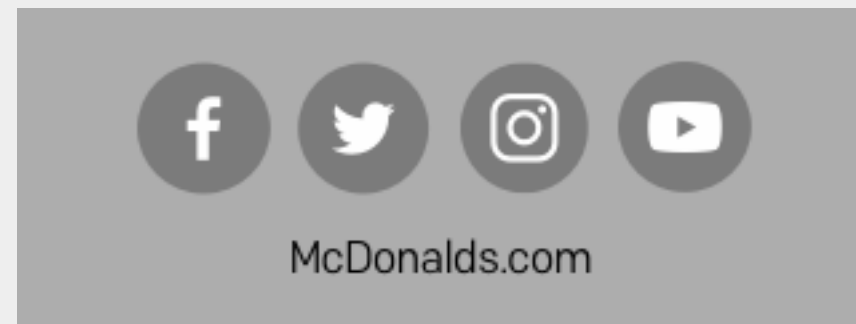
Social Footer Red Mobile | 320 X 120



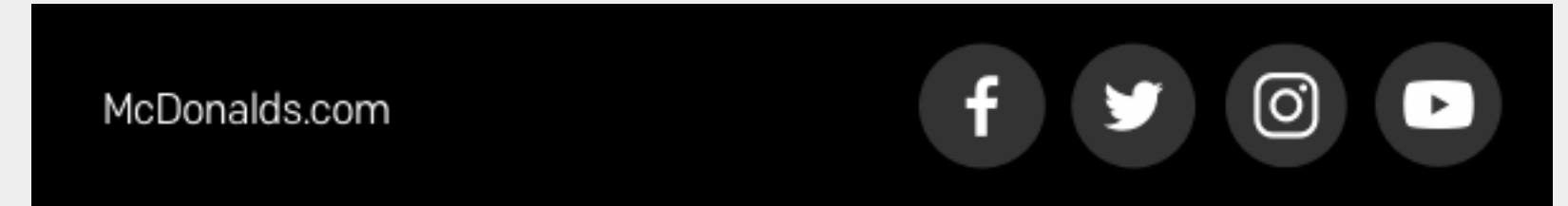
Social Footer Gray Desktop | 600 X 80



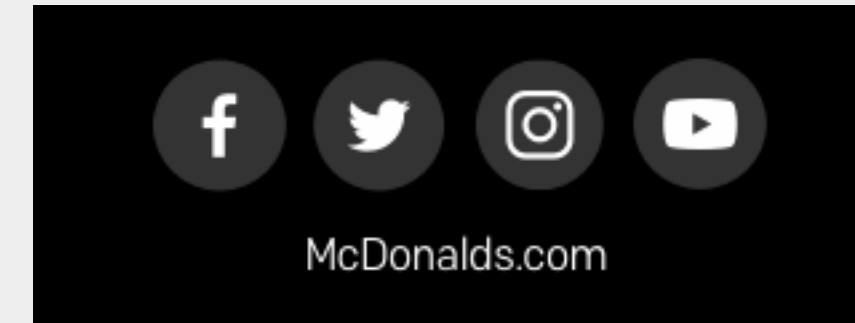
Social Footer Gray Mobile | 320 X 120



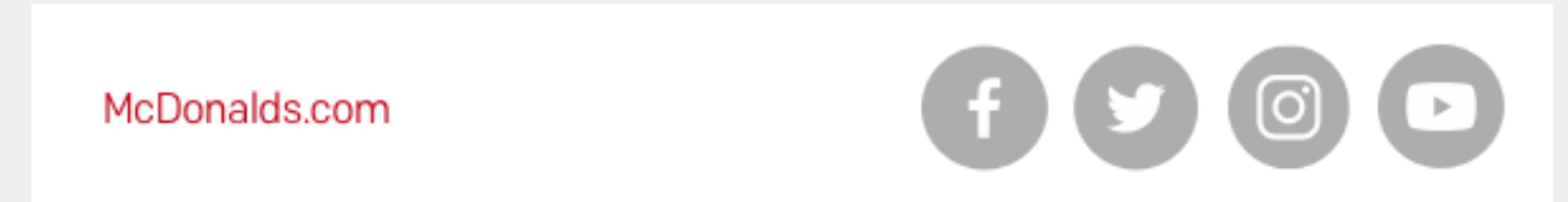
Social Footer Black Desktop | 600 X 80



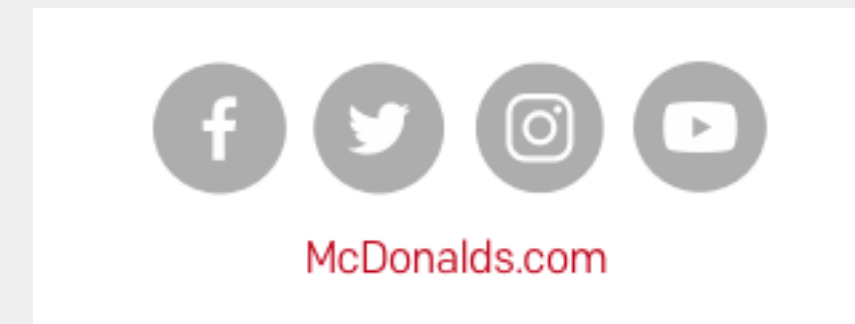
Social Footer Black Mobile | 320 X 120



Social Footer White Desktop | 600 X 80



Social Footer White Mobile | 320 X 120





MODULES

- Headers
- Core
- CTAs
- Social Footer
- Links / Legal / APPs**

TEMPLATES

- Streamline Example
- Integrated Image Example
- Image Only Example

Footer Links GMA Desktop | 600 X 30



Footer Links GMA Mobile | 320 X 50



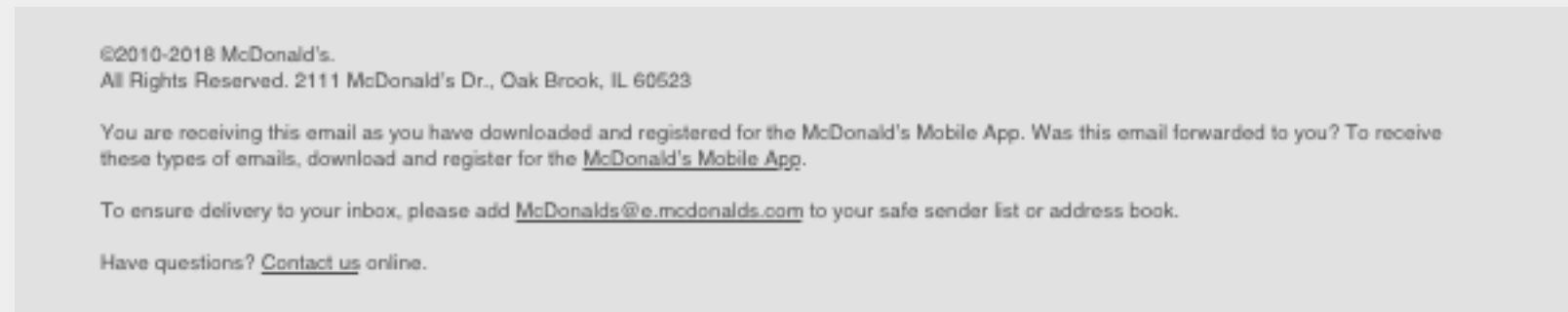
APP Store Buttons Light Desktop | 600 X 70



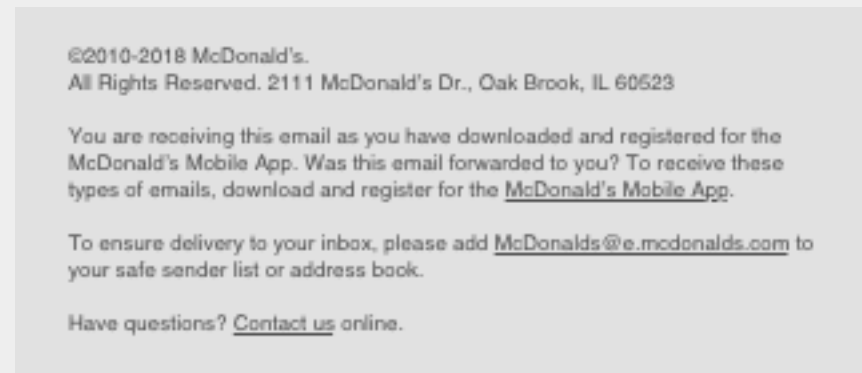
APP Store Buttons Light Mobile | 320 X 50



Generic Legal Footer GMA | 600 X ____



Generic Legal Footer GMA | 320 X ____



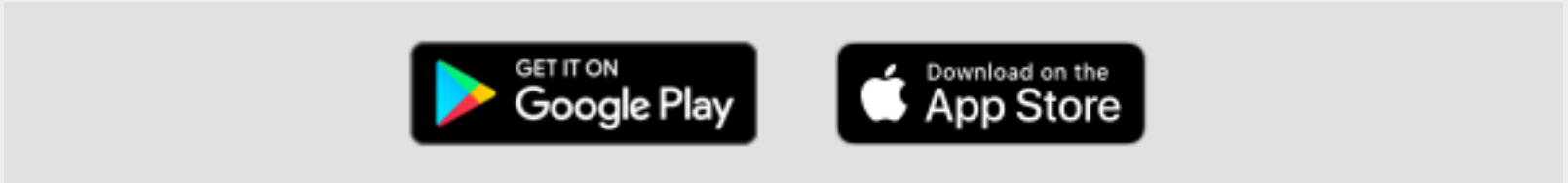
Footer Links NAT Desktop | 600 X 30



Footer Links NAT Mobile | 320 X 50



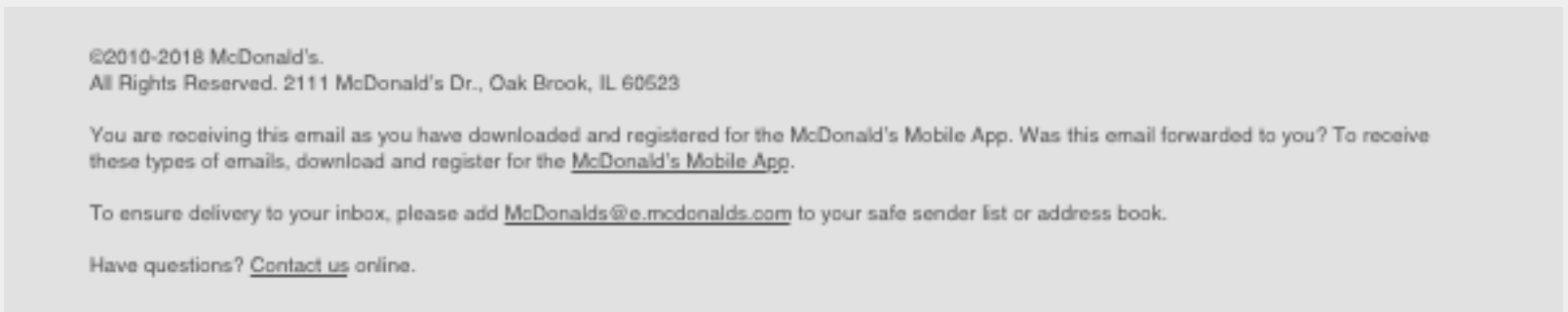
APP Store Buttons Dark Desktop | 600 X 70



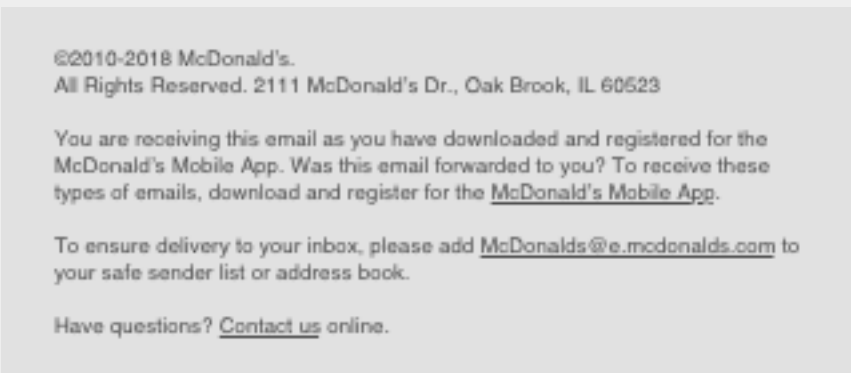
APP Store Buttons Dark Mobile | 320 X 50



Generic Legal Footer NAT | 600 X ____



Generic Legal Footer NAT | 320 X ____





MODULES

Headers
Core
CTAs
Social Footer
Links / Legal / APPs

TEMPLATES

Streamline Example
Integrated Image Example
Image Only Example

PHASE 1: Single Core Module Templates

TEMPLATES

Templates are an assemblage of modules used for a specific purpose.



MODULES

- Headers
- Core
- CTAs
- Social Footer
- Links / Legal / APPs

TEMPLATES

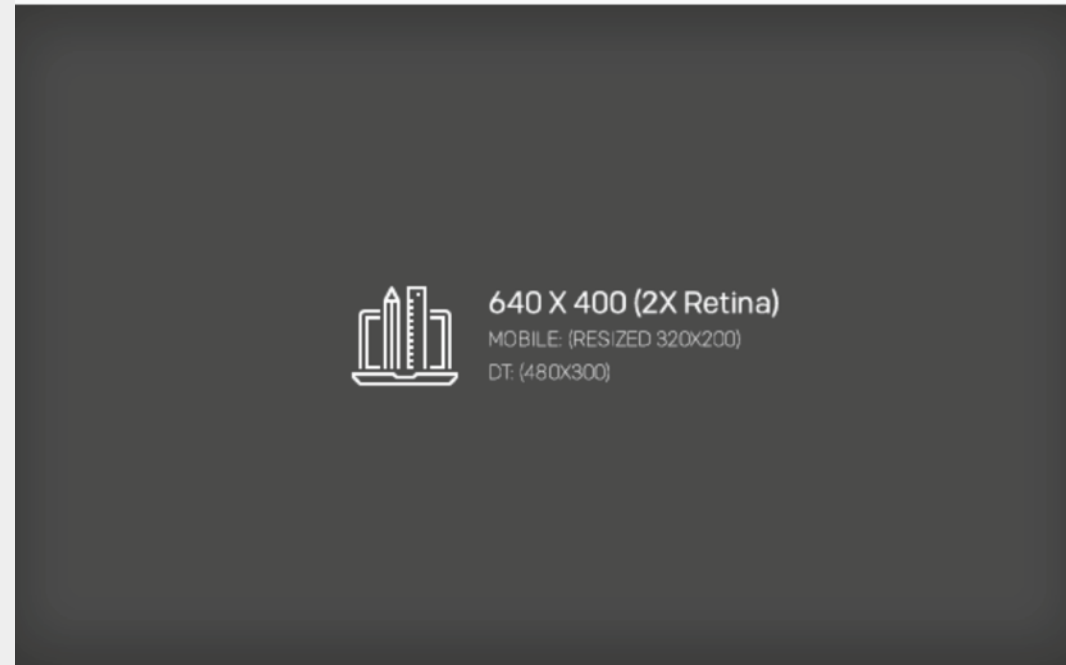
- Streamline Example**
- Integrated Image Example
- Image Only Example

Single Core Module Quick Turn Email Mobile



This is where the headline would go.

This is where supporting secondary description copy would go.



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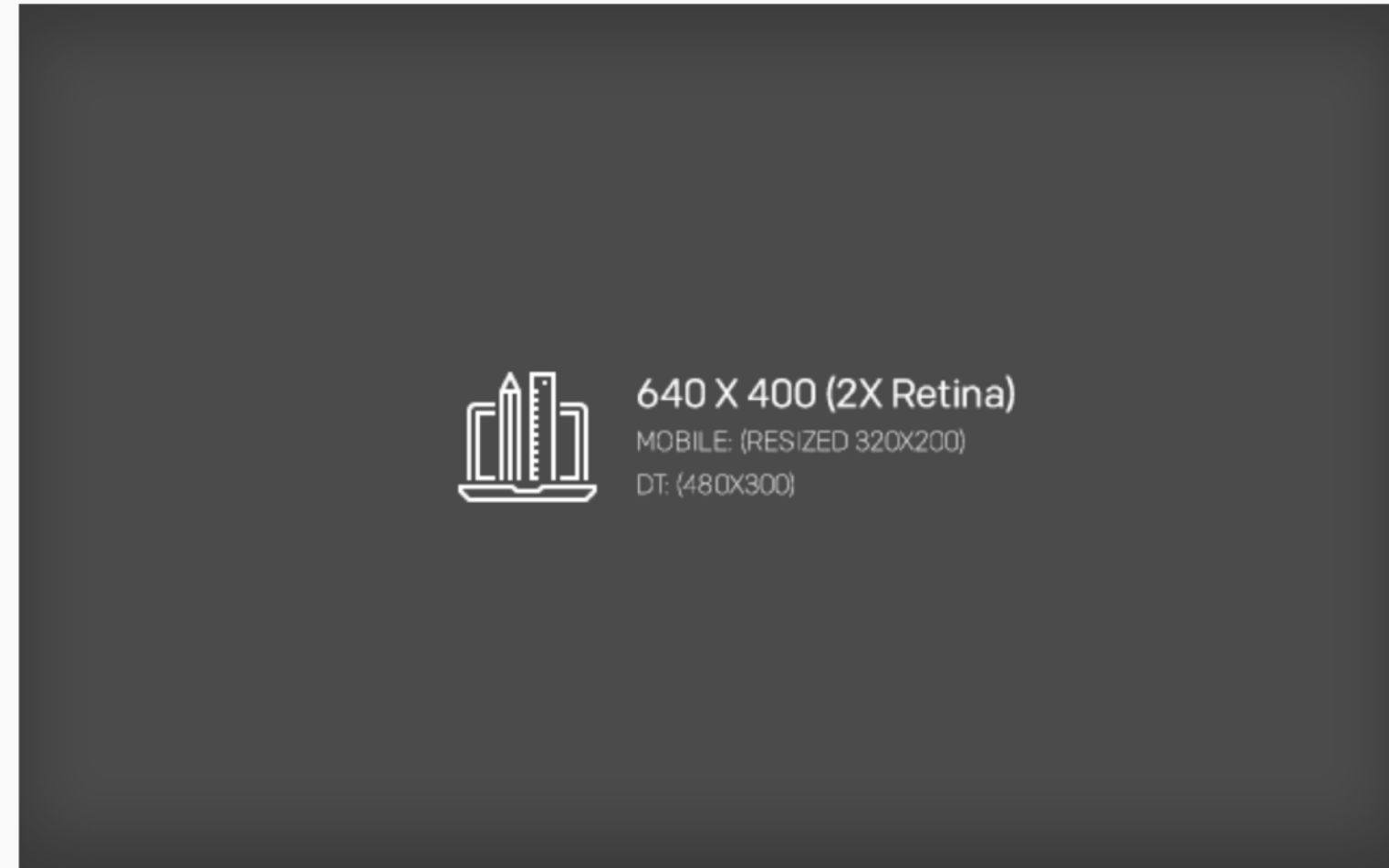
To ensure delivery to your inbox, please add McDonalds@e.mcdonalds.com to

Single Core Module Quick Turn Email Desktop



This is where the headline would go.

This is where supporting secondary description copy would go.



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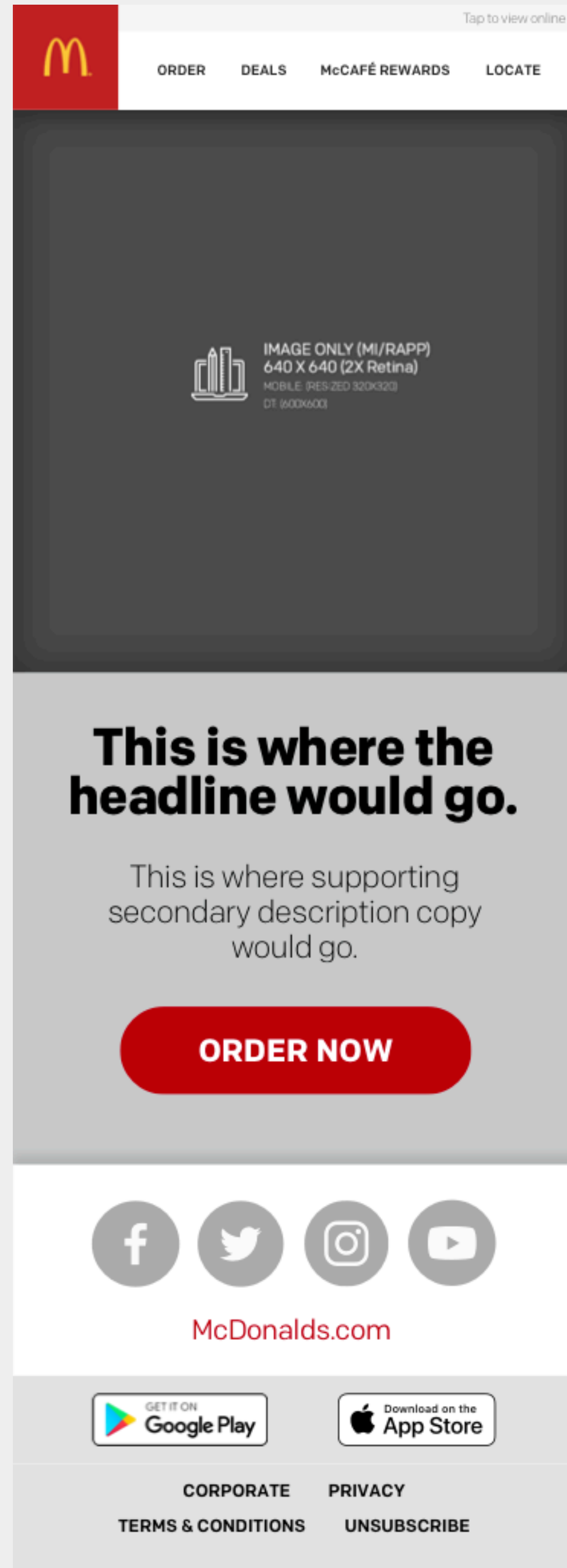
MODULES

- Headers
- Core
- CTAs
- Social Footer
- Links / Legal / APPs

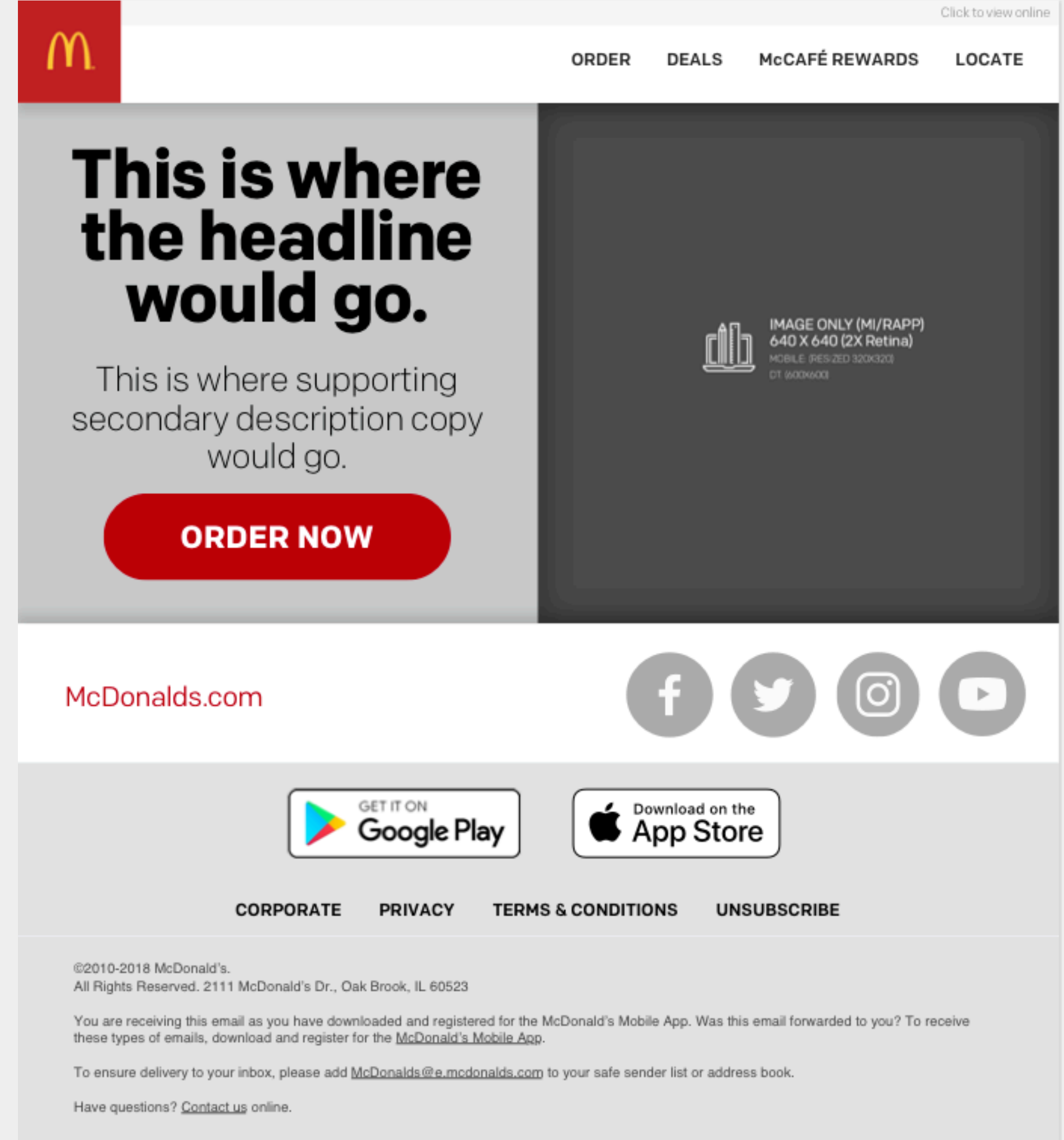
TEMPLATES

- Streamline Example**
- Integrated Image Example
- Image Only Example

Single Core Module Quick Turn Email 2 Column Mobile



Single Core Module Quick Turn 2 Column Email Desktop



X



MODULES


- Headers
- Core
- CTAs
- Social Footer
- Links / Legal / APPs

TEMPLATES

- Streamline Example
- Integrated Image Example**
- Image Only Example

Single Core Module Integrated Image Mobile


Tap to view online







This is where the headline would go.

This is where supporting secondary description copy would go.

ORDER NOW



INTEGRATED IMAGE
640 X 400 (2X Retina)
MOBILE: (RESIZED 320X200)
DT: (480X300)

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Single Core Module Integrated Image Mobile


Click to view online



This is where the headline would go.



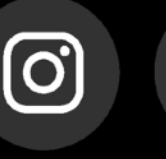

This is where supporting secondary description copy would go.

ORDER NOW



INTEGRATED IMAGE
640 X 400 (2X Retina)
MOBILE: (RESIZED 320X200)
DT: (480X300)

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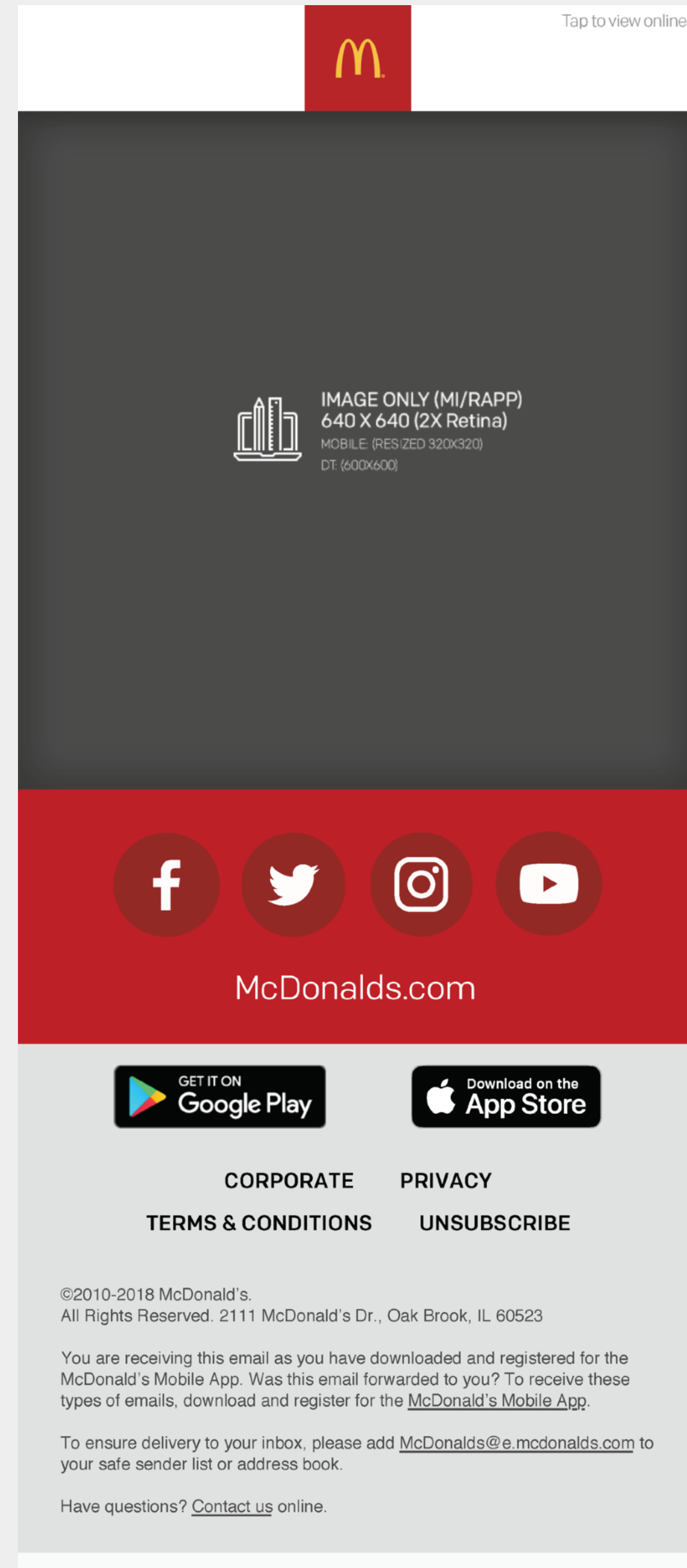
MODULES

- Headers
- Core
- CTAs
- Social Footer
- Links / Legal / APPs

TEMPLATES

- Streamline Example
- Integrated Image Example
- Image Only Example**

Single Core Module Image Only Mobile | Example



Single Core Module Image Only Mobile | Example





MODULES

Headers
Core
CTAs
Social Footer
Links / Legal / APPs

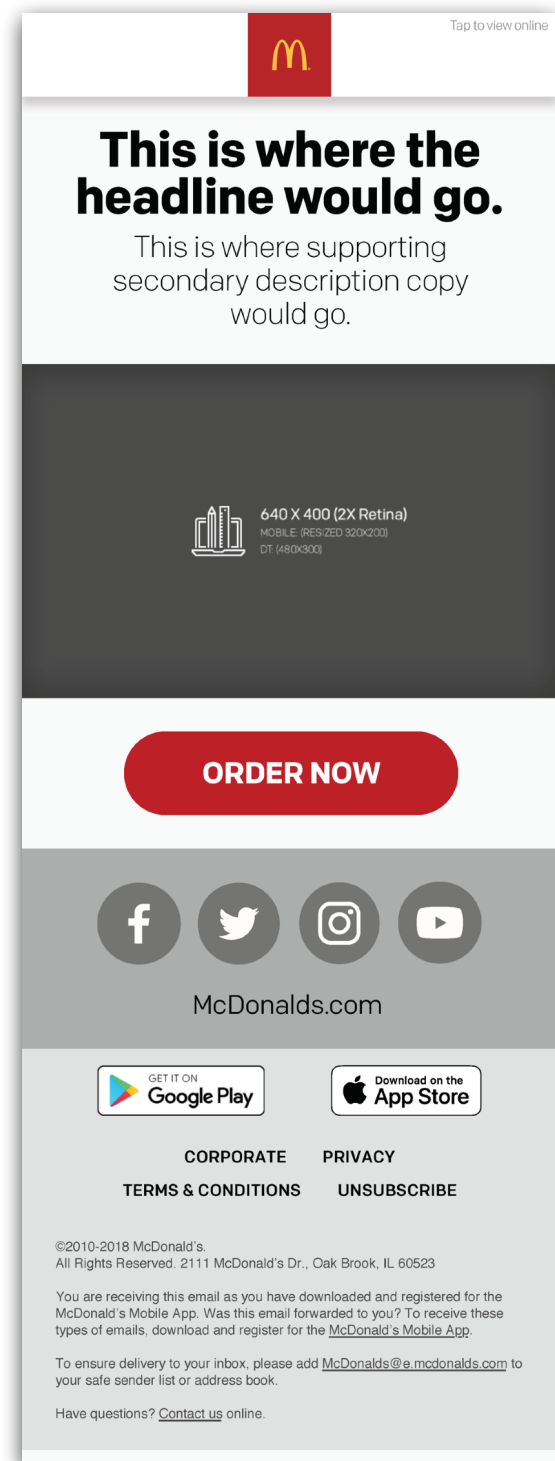
TEMPLATES

Streamline Example
Integrated Image Example
Image Only Example

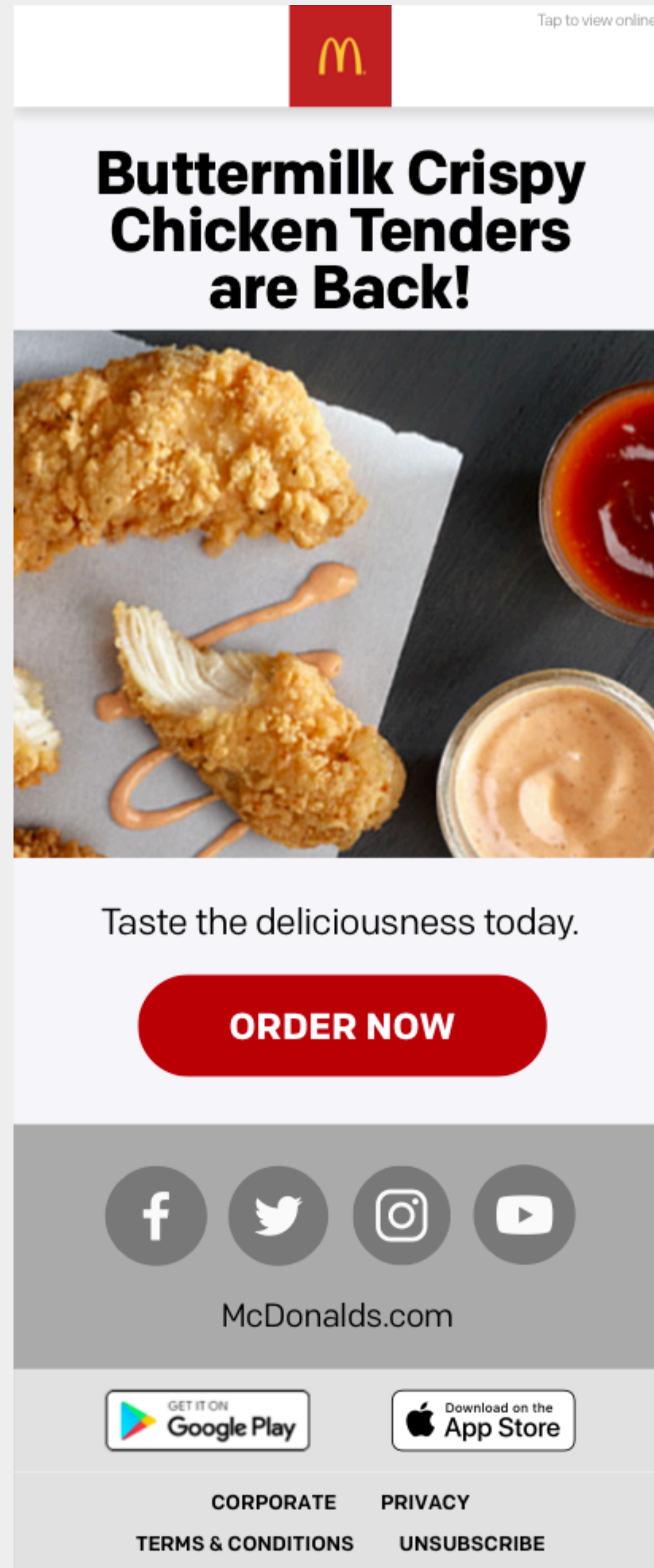
TEMPLATES EXAMPLES



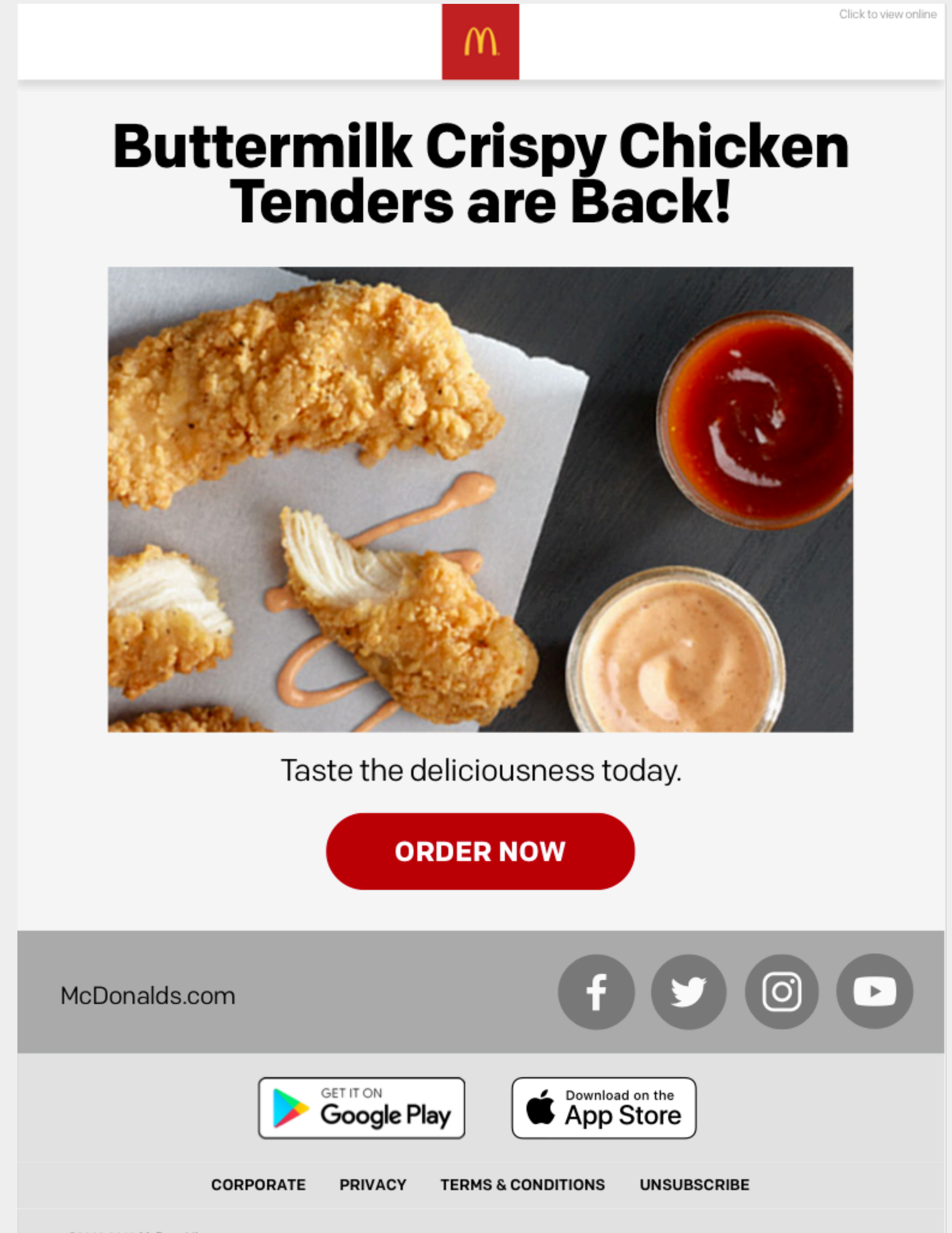
Single Core Module Streamline Email Template Example:



Single Core Module Streamline Email Mobile | Example



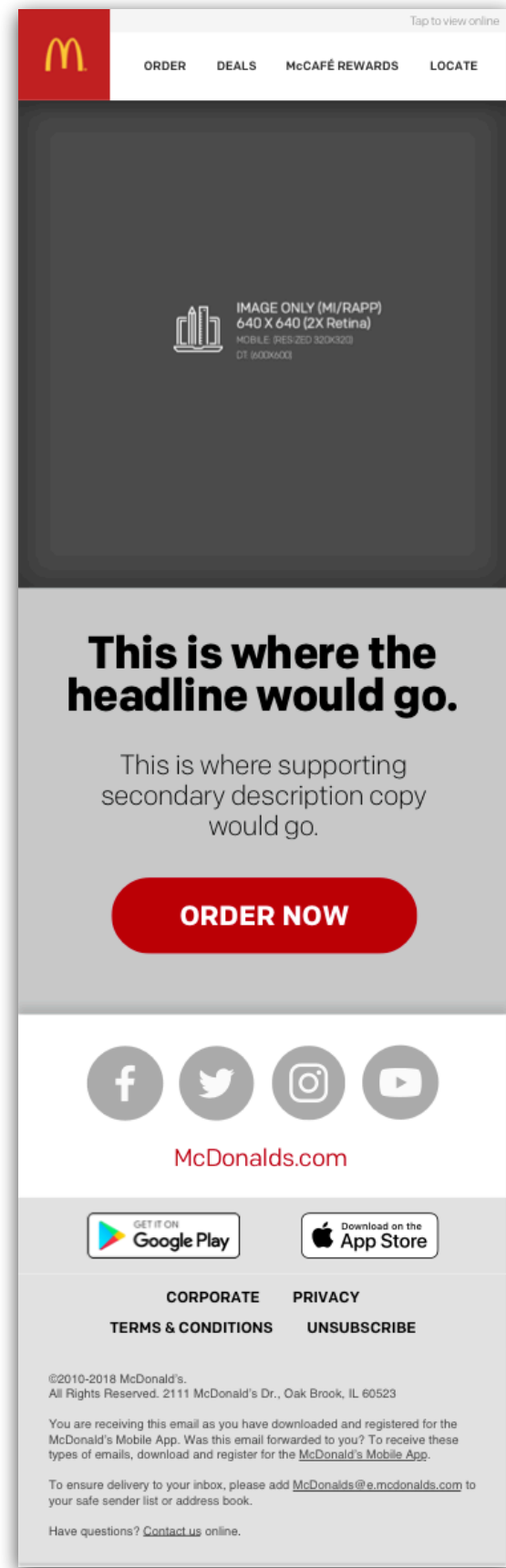
Single Core Module Streamline Email Desktop | Example



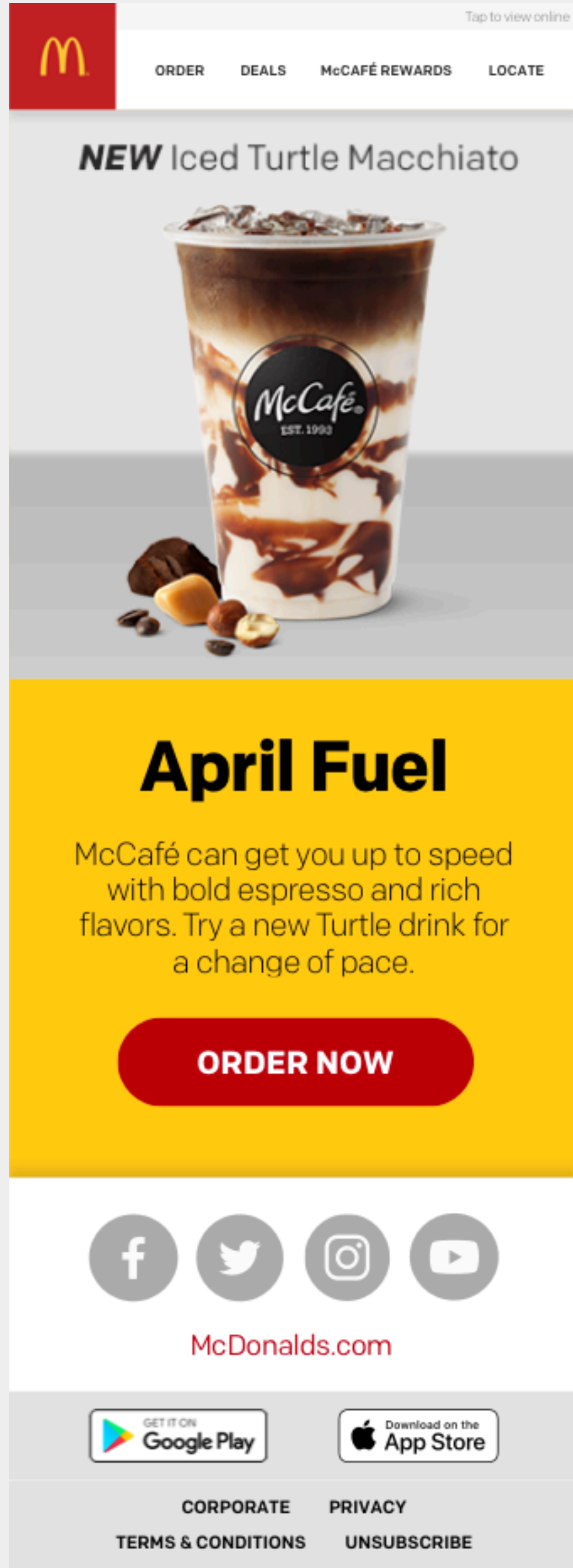


Single Core Module Streamline Email 2 Column

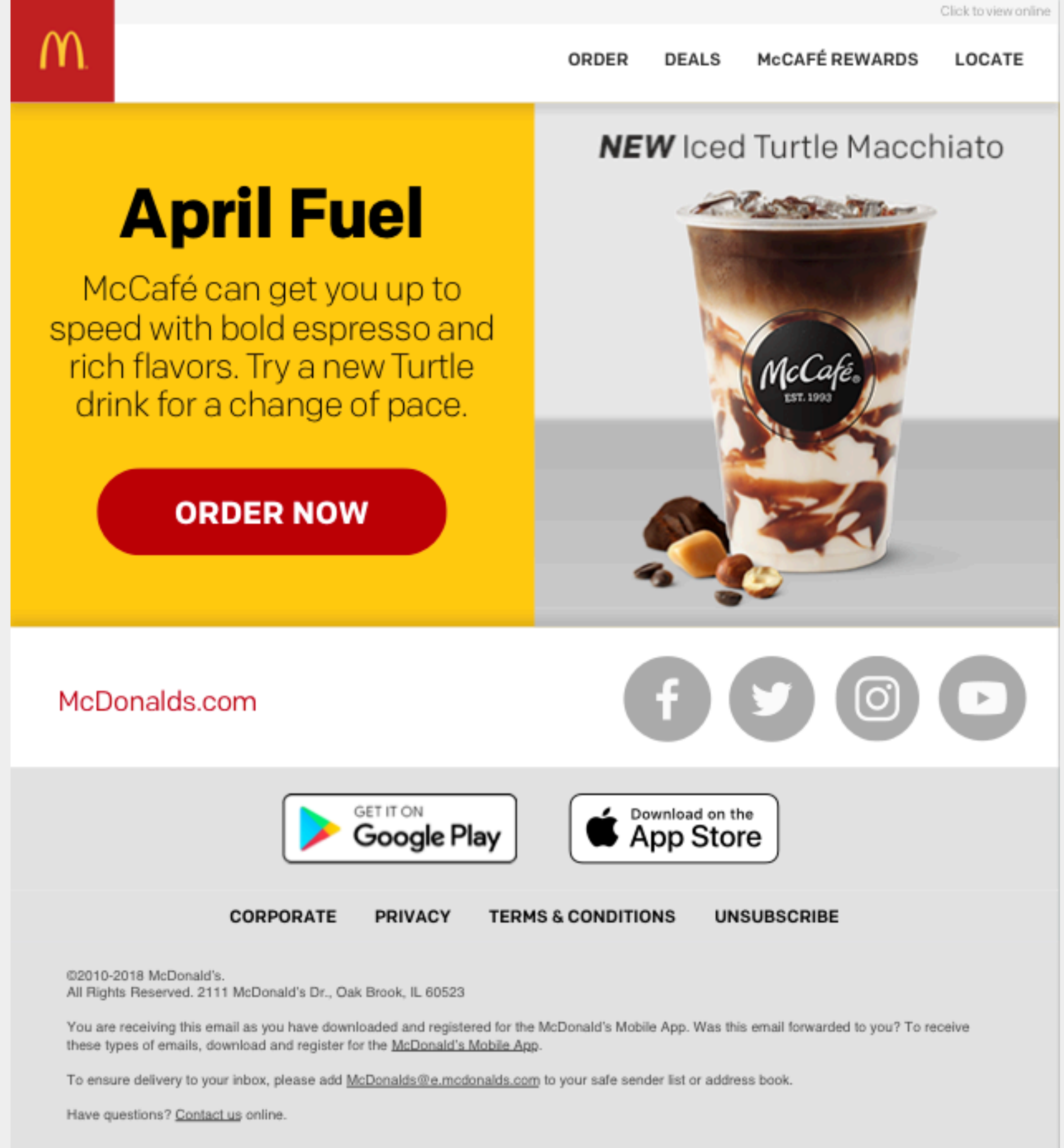
Template Example:



Single Core Module Streamline Email 2 Column Mobile | Quick Turn McCafé



Single Core Module Streamline 2 Column Email Desktop | Quick Turn McCafé




X



Single Core Module Integrated Image Template Example:

Tap to view online







This is where the headline would go.



This is where supporting secondary description copy would go.

ORDER NOW

INTEGRATED IMAGE
640 X 400 (2X Retina)
McDonald's Shamrock Shake

McDonalds.com

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Single Core Module Integrated Image Mobile | Example

Tap to view online





Get a Shamrock Shake[®] before it splits.



The Shamrock Shake is the perfect way to add a splash of green to the day. Get one soon before it's gone.

ORDER NOW






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Single Core Module Integrated Image Mobile | Example

Click to view online







Get a Shamrock Shake[®] before it splits.





The Shamrock Shake is the perfect way to add a splash of green to the day. Get one soon before it's gone.

ORDER NOW

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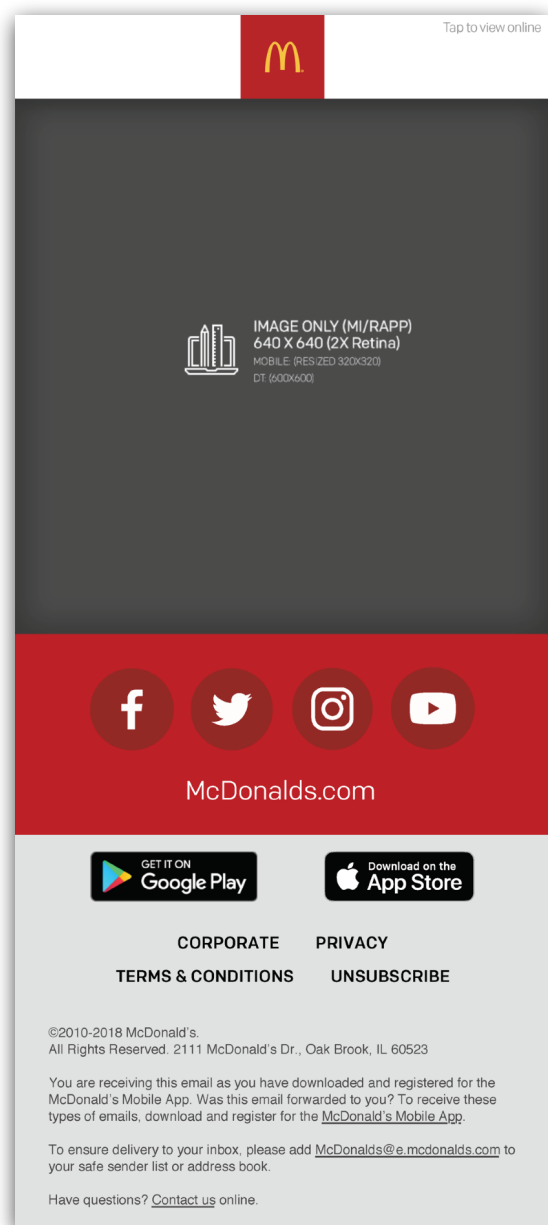
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Single Core Module Image Only

Template Example:



Single Core Module Image Only Mobile | Example

Tap to view online

The taste
you *Love* Any size
you want

Special sauce. Melty cheese.
Warm sesame seed bun.
Perfect on so many levels.

REDISCOVER THE LOVE

MAC Jr.

**Big
MAC**

Single Core Module Image Only Mobile | Example

Click to view online

The taste
you *Love* Any size
you want

Special sauce. Melty cheese. Warm sesame
seed bun. Perfect on so many levels.

REDISCOVER THE LOVE

MAC Jr.




**Big
MAC**






EVOLUTION EXAMPLE



3 Column Snack-able Content Module DT | Features an image and supporting copy

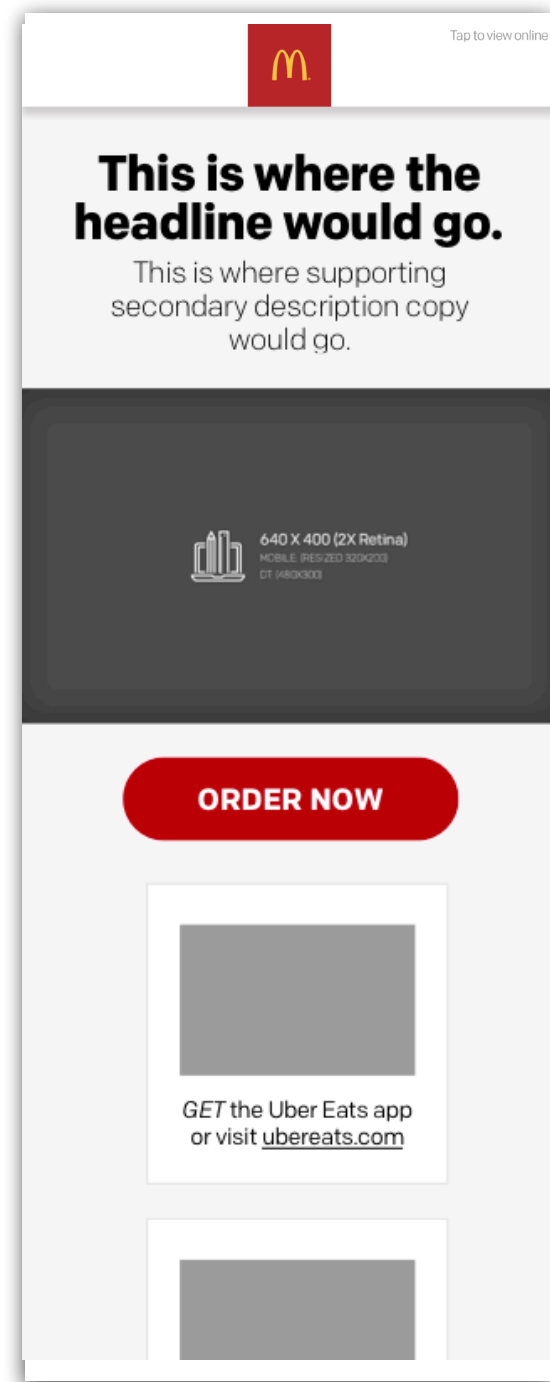
 <p><i>GET</i> the Uber Eats app or visit ubereats.com</p>	 <p><i>SELECT</i> McDonald's and place your order.</p>	 <p><i>CHECKOUT</i> with the code FREEMCD</p>
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3 Column Snack-able Content Module MB | Features an image and supporting copy

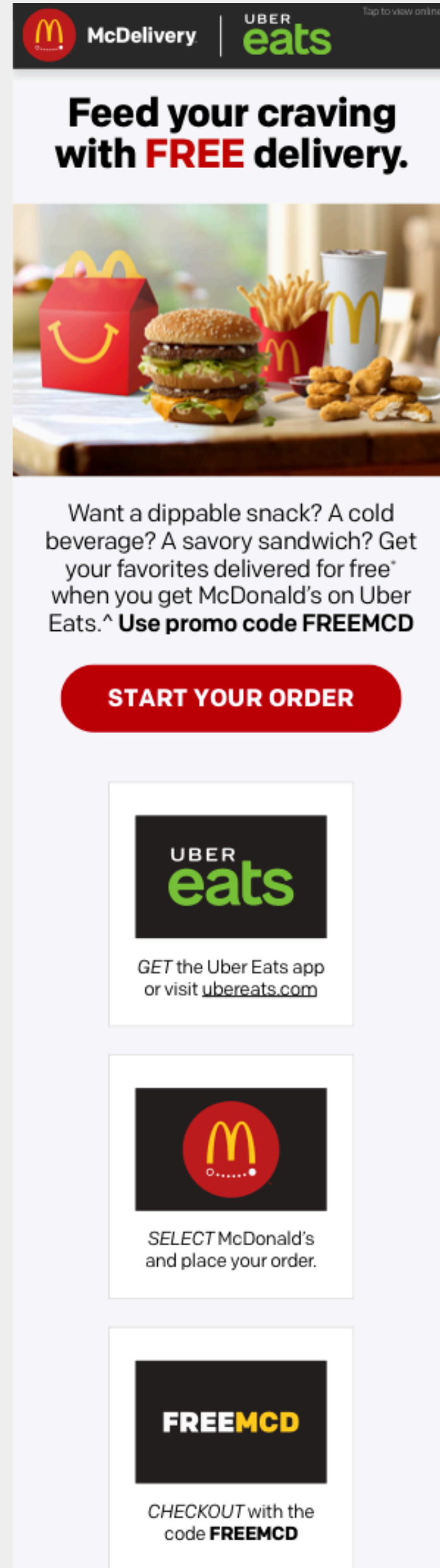
 <p><i>GET</i> the Uber Eats app or visit ubereats.com</p>
 <p><i>SELECT</i> McDonald's and place your order.</p>
 <p><i>CHECKOUT</i> with the code FREEMCD</p>



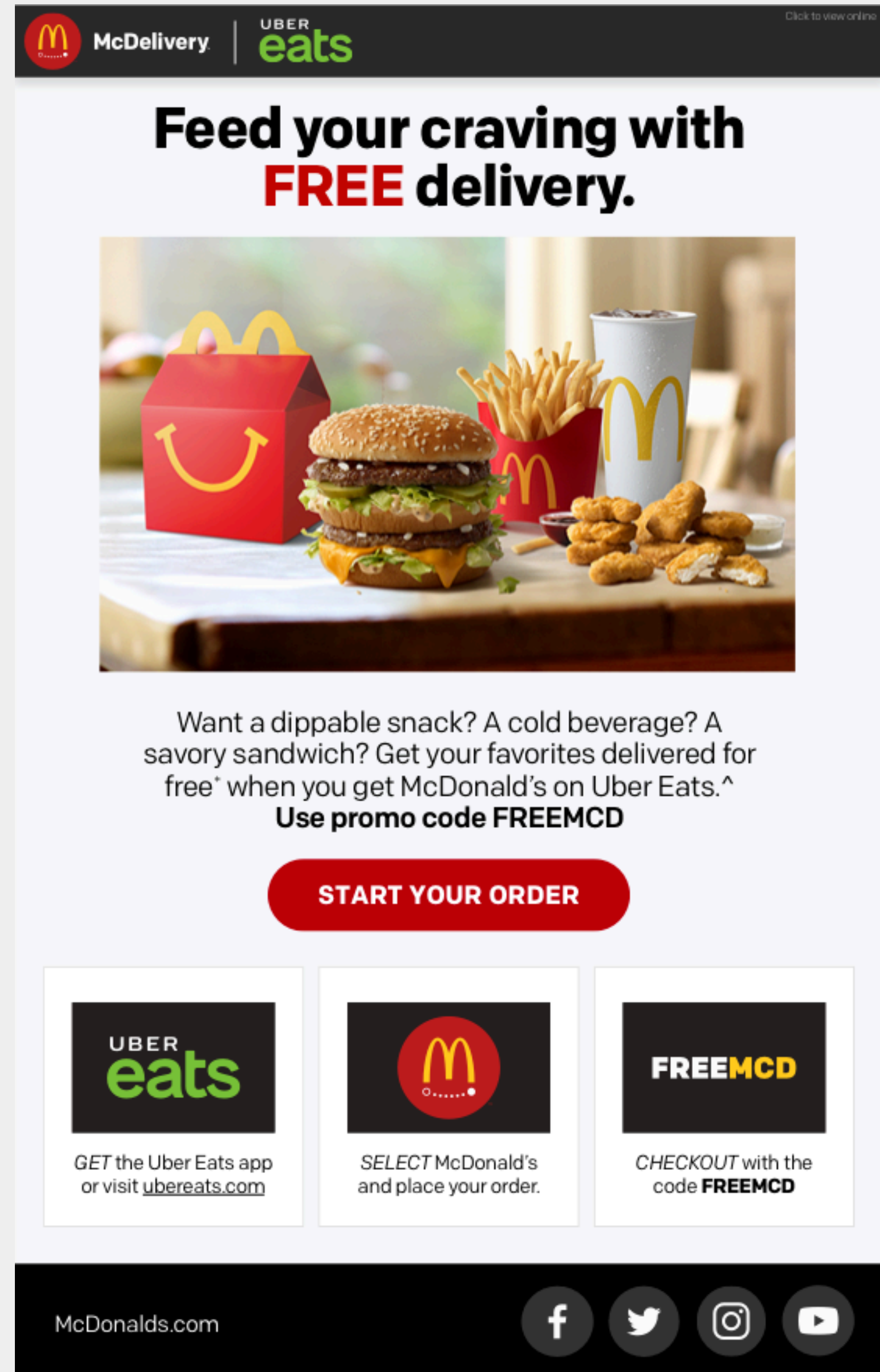
2 Core Module with Snack-able Content Email Template Example:



2 Core Module with Snack-able Content Mobile | McDelivery Example



2 Core Module with Snack-able Content Desktop | McDelivery Example



X



THANK YOU