CFAES Email Builder
Email sent from The Ohio State University reflects the brand. The use of branded templates ensures all emails are cohesive and consistent. That way recipients will immediately recognize a message from the university upon opening.

Building HTML emails is hard work. That is why the University and CFAES have created easy to use assets for your email marketing needs. The CFAES Email Builder is at: https://ceb.cfaes.ohio-state.edu

You will need to request a log on to the CFAES Email Builder (CEB). Use the Web Request form on the CFAES Marketing and Communications website or email the IT helpdesk to get a log on. The request form is at: https://communications.cfaes.ohio-state.edu/web-services

Once you have a log on to the CEB you will have access to all the modules and components that allow for template flexibility so you can add and remove elements to meet your specific messaging needs while staying on-brand.

You can also request that the CEB be added to your CFAES website.

Component: The smallest building blocks, the absolute fundamentals of our system. Components include images, headers, paragraphs, buttons and more.

Module: When two or more components are combined, they become a module. Modules include the masthead, footer, stories, list items, event details and more.

Once you have gathered the information that you want to send in your Email you will want to pick out the modules to build your Email. Following is a list of the modules and an example of how they appear.

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Email template modules

Email modules are made up of self-contained components that can be stacked, rearranged, added or removed. The goal is to allow users to easily change or adapt email templates without worrying about breaking them. Adopting these modules into your email design workflow can improve the quality and consistency of what you send, while speeding up your process.

Examples of the modules:

White bar, gray masthead
The university logo appears at the very top of every email for instant brand recognition.

[Image of white bar, gray masthead]

Gray bar, white masthead
A reverse color navbar is offered as an alternative masthead option for templates.

[Image of gray bar, white masthead]
Footer
Found at the bottom of every email, the footer includes CAN-SPAM required information such as the sending organization name, physical street address, city, state and a link to manage preferences or unsubscribe. It also houses a space for a logo or secondary signature, and social media icons and links.

The Ohio State University
© 2020 | College or unit name here
261 W Lane Ave, Columbus, Ohio 43210
emailaddress@osu.edu
osu.edu

Manage preferences | Privacy Policy

Basic Text Modules

Title + subtitle
Can be used at the beginning of the email body to label the email (i.e., publication name)

Email title here
This could be a subhead
Head large + intro text + button
Primary text or lead module used for a story headline, summary and call-to-action

This is a large heading


CTA link here

Head medium + copy + button
Secondary story headline, summary and a call-to-action

This is a medium heading


CTA link here
Head small + copy + button
Recommended for secondary content in newsletters featuring more than three pieces of content

This is a small heading
CTA link here

Head smallest + copy + button
For content of lower importance

This is the smallest heading
CTA link here
Reverse head large + intro text + button

Lead text module with gray background

This is a large heading


CTA link here

Text-only, text + button, indented

Similar to head small + copy + button module, but indented to align with certain text modules

This is a small heading


CTA link here
Multi-column modules

1/3 img + 2/3 text
Good for slightly longer text summaries, the image in this block takes up 1/3 of the width of the email, leaving 2/3 for text.

This is a small heading.
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed porttitor orci sit amet bibendum laoreet.

2/3 text + 1/3 img
Good for slightly longer text summaries, the image in this block takes up 1/3 of the width of the email, leaving 2/3 for text.

This is a small heading.
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed porttitor orci sit amet bibendum laoreet.
Img + text, 2-up

A two-column layout is utilized for side-by-side images, with text stacked above and below. Good for more visual information.

Small heading

This is body copy. This is body copy. This is body copy. This is body copy. This is body copy. This is body copy. This is body copy. This is body copy.

Small heading

This is body copy. This is body copy. This is body copy. This is body copy. This is body copy. This is body copy. This is body copy. This is body copy.

CTA link here

CTA link here
Adjacent img + text, zigzag
An image and corresponding content each take up 1/2 the width of the email in two columns. Every other row has a mirrored layout.

Small heading
Lorem ipsum dolor sit amet,
consectetur adipiscing elit.

Small heading
Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Adjacent img + text, zigzag, white blocks
Similar to the above, but content is in a white color block with a gray background

Small heading
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

475 x 475

CTA link here

475 x 475

Small heading
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

CTA link here
Adjacent img + text, zigzag, red blocks

Similar to above, but content is in a red color block

Small heading
This is body copy. This is body copy. This is body copy.

475 x 325

Small heading
This is body copy. This is body copy. This is body copy.

475 x 325
**Img + text, 3-up**

This 3-column layout should be used sparingly (with a purpose), and should include minimal text.

*Note*: Text may be aligned center only if it is less than two lines in mobile view. Otherwise, it must be aligned left to follow accessibility standards.

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**Small heading**

Short body copy. Short body copy. Short.

**Small heading**

Short body copy. Short body copy. Short.

**Small heading**

Short body copy. Short body copy. Short.

[CTA link here](#)

[CTA link here](#)

[CTA link here](#)
Button groups

**Buttons, primary, 2-up**
For two calls-to-action of equal importance

- CTA link here
- CTA link here

**Buttons, secondary, 2-up**
For two secondary calls-to-action of equal importance

- CTA link here
- CTA link here

**Buttons, secondary, 3-up**
For three secondary calls-to-action of equal importance (use sparingly and with a purpose)

- CTA link here
- CTA link here
- CTA link here
Listicle modules

Listicle, brief

Listicle modules should be used when the email is utilizing text only, when all content items are of equal importance and when content length is kept to a minimum. These should be used only when five or fewer items are being listed.

This is a huge headline to make an impact


CTA link here
Listicle, impact

This listicle module should be used only when the list item/headline is kept to one line on desktop and mobile.

ONE LIST ITEM


CTA link here
Story modules

**Img + text + btn, card**

Great for a primary/lead item and CTA. The dimensions shown in the image placeholder indicate the pixel width x height the image should be cropped to before being added to the email.

This is a medium heading


[CTA link here]
Ignore the Image + text + btn layout. There should be no red divider and the background should be full bleed white.

This is a medium heading


[CTA link here]
Event modules

Event, img + event title card
To be used as the lead/primary event item or for as a standalone event item at the top of the email body

Lorem Ipsum Dolar Amet Conference 2020
Event, details, 2-col
Includes primary event details for an email invitation

WHEN:                  WHERE:
September 28-29, 2018  Name of venue
Thursday and Friday    123 Street name Rd.
5-7 p.m.              City, State

Event, details, 1-col
Details for a save the date or event invitation

WHERE:

Name of venue
123 Street Name Rd.
City, State
Event, calendar

Use this module to promote upcoming events

Upcoming events

September 28-29
10–12 p.m.

Name of event

September 28-29
10–12 p.m.

Name of event
Event, mini calendar

Use this module to promote upcoming events. This is the mini version.

## Upcoming events

<table>
<thead>
<tr>
<th>Event name</th>
<th>Event details</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>February 3, 2020</td>
</tr>
<tr>
<td></td>
<td>February 15, 2020</td>
</tr>
<tr>
<td></td>
<td>February 20, 2020</td>
</tr>
</tbody>
</table>
Sesquicentennial modules

**Adjacent img + text, white blocks**

Adjacent image and text in a white block for Sesquicentennial

150th ANNIVERSARY

**Small heading**


[CTA link here]

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150th ANNIVERSARY

**This is a medium heading**


[READ MORE]
Sesquicentennial subfooter
Subfooter for Sesquicentennial email

Celebrate all year long
See how you can commemorate the occasion at 150.osu.edu.
Example Email
This is an example of an Email constructed using the CFAES Email Builder (CEB)
Listicle, Impact

This is copy for the Listicle, Impact module. It can be longer or shorter depending on your needs.

Below you will find a few button modules that you can use in:

- Buttons, primary, 2-up
- Buttons, secondary, 2-up
- Buttons, primary, 3-up
- Buttons, secondary, 3-up
- Img + text, 2-up
Listicle, brief heading

This is some copy for the Listicle, brief module. It can be shorter or longer depending on your needs.

Listicle, brief

WHERE:
Virtual

Event, details, 1-col

Event, details, 2-col

Footer
Building an Email using CEB

Go to: https://ceb.cfaes.ohio-state.edu and log on to the website with your OSU name.# and password.

Go to Content….CFAES Email Builder

This is an example of the Defaults for the CEB. They have been set for CFAES and in most cases you should not have to make any changes here.
To Create, Edit or Duplicate an Email go to Content…..CFAES Email Builder…..Emails.

Create new Email

Title – Title of your Email.

College/Unit Name – Provide your full College or Unit Name. The Default is: College of Food, Agricultural, and Environmental Sciences.

College/Unit Abbreviation – Abbreviation for your College or Unit. The Default is CFAES.
**Header** – This is the Masthead for your email. Choose the White bar with Gray Masthead or the Gray bar with White Masthead.

**Select a Module.**

In this example the *Banner Image 600x200 Module* was selected for use. Fill in the information requested for the module you select.
Footer

Unless you need to make changes most of this information is standard and will not need to be changed.

Please check the following selections.

**Use college/unit abbreviation?**
Select Yes or No for how you want the information over the social Media Links to appear.

**Send via BBIS?**
- If you plan to send your email via BBIS the Manage Preferences and Privacy Policy links in the footer will be included. If not they will be excluded.
Social Media – The Social Media links for CFAES are filled in and in most cases you should not need to change anything in this area.

Settings – You will not need to make any changes here.

Save – Remember to Save your work. If you navigate away from the page without saving it your work will be lost.