

## 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. There are two ways to use the CFAES Email Builder (CEB).

**1. You can use the CFAES Email Builder 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.

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

You will need to request the CFAES Email Builder (CEB) be added to your website. Use the Web Request form on the CFAES Marketing and Communications website. The request form is at: <https://communications.cfaes.ohio-state.edu/web-services>

When you log on to a site where CEB is installed, you will find a new menu for the email builder

**Content.....CFAES Email Builder.....**

- **“Emails”** will take you to the home page for the builder. Here you will see a list of the emails you have created as well as a button to create a new email.
- **“Defaults”** is for adjusting the fields that make up your standard template such as your unit/social profiles.

We have built in all of the “Modules” the university created and you can see a listing of those at the [university brand site](#). We have also created a sample email that displays all the modules for you to see examples at: <https://ceb.cfaes.ohio-state.edu/email/example-email>. New modules will be added over time, and please let us know when you find content you regularly send that does not easily fit in the existing templates. However, the process of adding options to the builder is not immediate, for the email you are producing you will either need to make your content work within the existing templates or modify the generated html elsewhere on your own.

The builder does not send email, it is just to build out the html. From there you can preview the email in a browser and/or copy/download the html for use in systems like constant contact or bbis.

The CEB is made up of the following parts:

**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.

There will be more Modules built and available to you in the future.

In order to follow email standards, the following items are required for all marketing emails:

- 1 The base template masthead and footer must be included in all emails.
- 2 The masthead must include The Ohio State University primary logo left aligned and 448px wide (displayed at 231px wide).
- 3 The footer may include an official secondary signature logo, left aligned and 448px wide (displayed at 231px wide).
- 4 All email footers must include unit name, full address and a preferences/unsubscribe link in order to be CAN-SPAM compliant.

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*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.*

## 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.

**White bar, gray masthead** The University logo appears at the very top of every email for instant brand recognition. This module has a White bar with the University logo and a Gray Masthead with the College or Unit name.

### White bar, gray masthead

The university logo appears at the very top of every email for instant brand recognition.



COLLEGE OR UNIT NAME HERE

**Gray bar, white masthead** The University logo appears at the very top of every email for instant brand recognition. This module has a Gray bar with the University logo and a White Masthead with the College or Unit name

### Gray bar, white masthead

A reverse color navbar is offered as an alternative masthead option for templates.

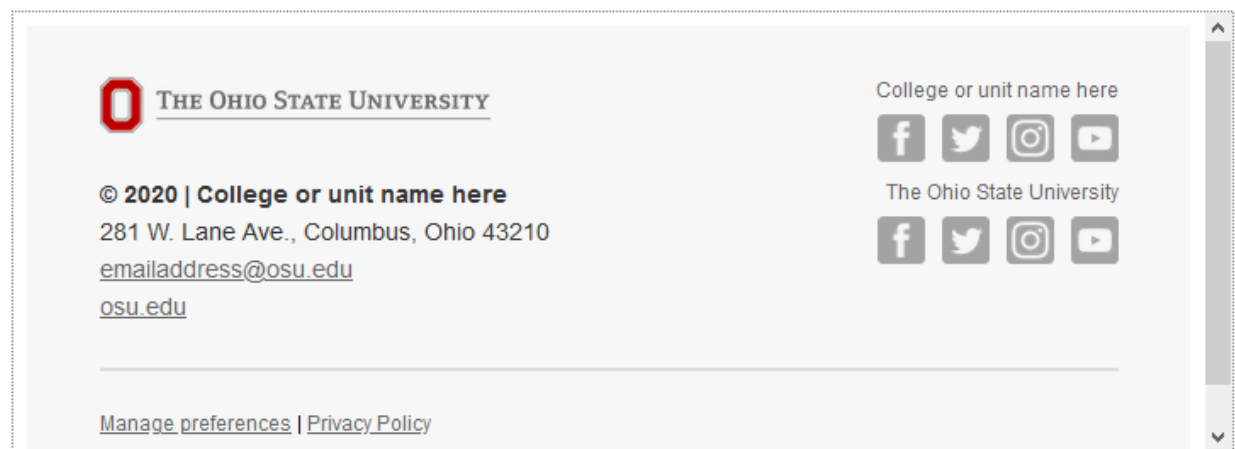


COLLEGE OR UNIT NAME HERE

The 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.

## 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.



## Basic Text Modules

**Title + subtitle** Can be used at the beginning of the email body to label the email (i.e., publication name). It has a Title and subhead text area.

### 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. It has a large Head (Text) and intro text area with a hyperlink button. This module has a white background.

## Head large + intro text + button

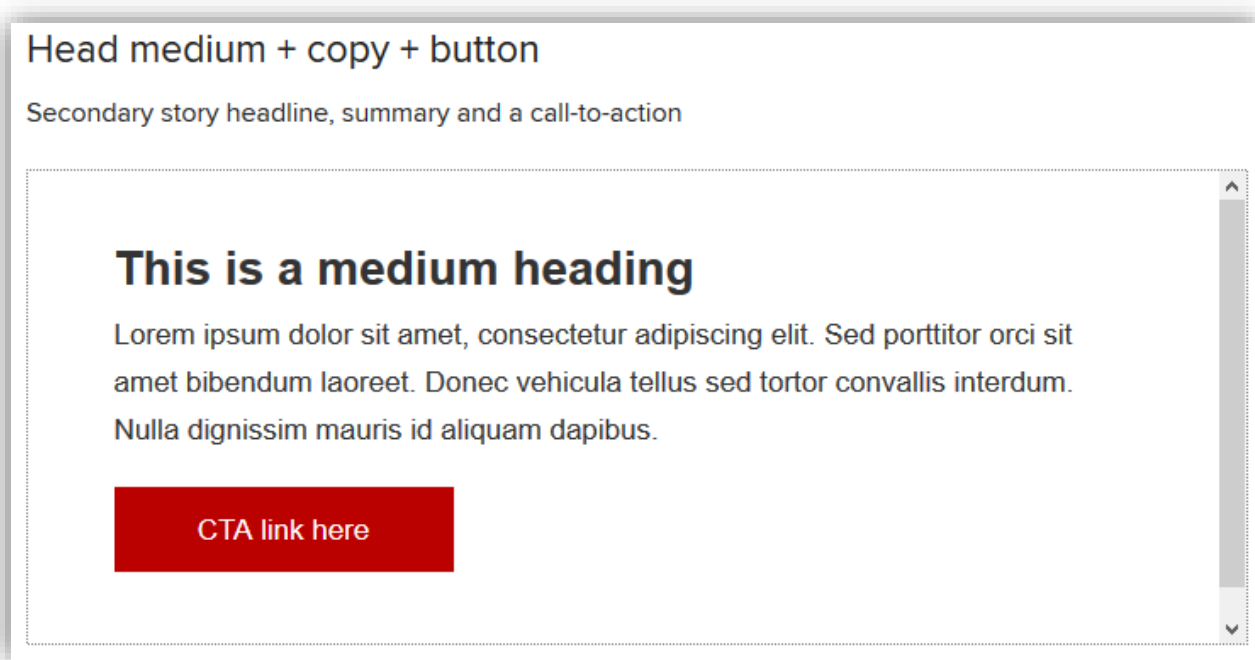
Primary text or lead module used for a story headline, summary and call-to-action

# This is a large heading

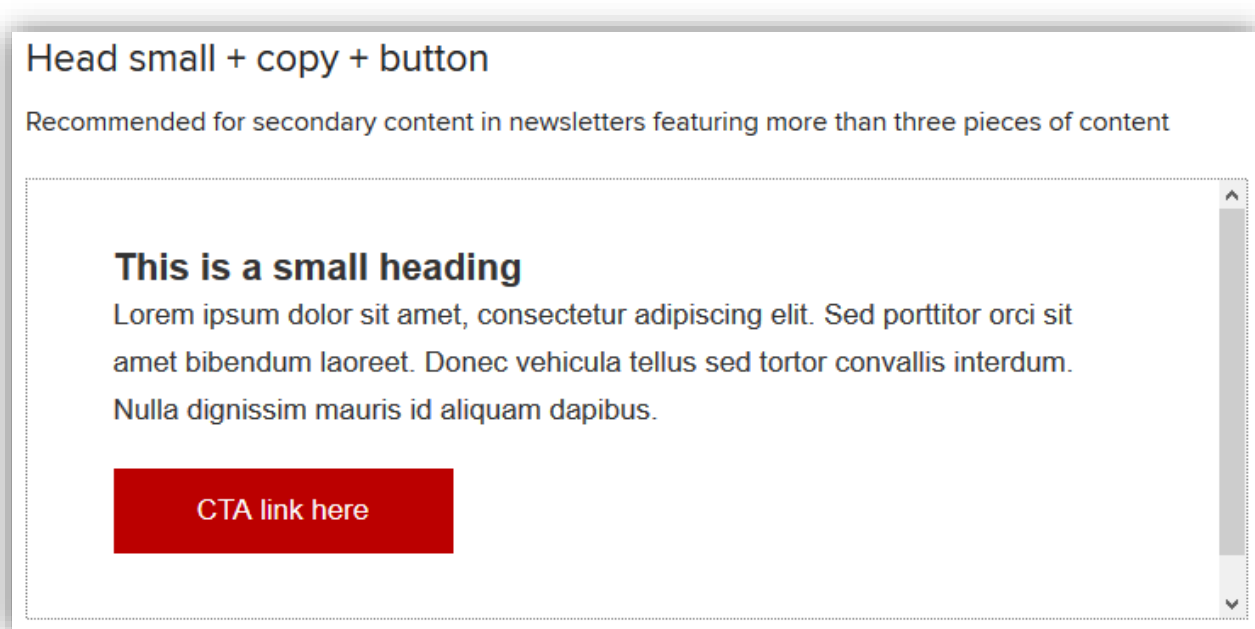
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed porttitor orci sit amet bibendum laoreet. Donec vehicula tellus sed tortor convallis interdum. Nulla dignissim mauris id aliquam dapibus. Sed in turpis elementum, auctor leo sed, dignissim neque. Maecenas in sollicitudin felis. Nulla facilisis tortor sit amet ante lacinia bibendum. Proin nec neque quis ante imperdiet ultrices. In venenatis commodo orci id tincidunt.

[CTA link here](#)

Head medium + copy + button Secondary story headline, summary and a call-to-action. This module has a medium heading with a text area and a hyperlink button. This module has a white background.



Head small + copy + button Recommended for secondary content in newsletters featuring more than three pieces of content. This module has small heading text with a text area and a hyperlink button. This module has a white background.



Head smallest + copy + button For content of lower importance. This module has a smallest heading text with a regular text area and a hyperlink button. This module has a white background.

## Head smallest + copy + button

For content of lower importance

### **This is the smallest heading**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed porttitor orci sit amet bibendum laoreet. Donec vehicula tellus sed tortor convallis interdum. Nulla dignissim mauris id aliquam dapibus.

[CTA link here](#)

Reverse head large + intro text + button Lead text module with gray background. This module has large Head (Text) and intro text area with a hyperlink button. This module has a gray background.

## Reverse head large + intro text + button

Lead text module with gray background

# This is a large heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed porttitor orci sit amet bibendum laoreet. Donec vehicula tellus sed tortor convallis interdum. Nulla dignissim mauris id aliquam dapibus. Sed in turpis elementum, auctor leo sed, dignissim neque. Maecenas in sollicitudin felis. Nulla facilisis tortor sit amet ante lacinia bibendum. Proin nec neque quis ante imperdiet ultrices. In venenatis commodo orci id tincidunt.

CTA link here



Text-only, text + button, indented Similar to head small + copy + button module, but indented to align with certain text modules. This module has the heading, text and hyperlink button indented to the right.

### 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**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed porttitor orci sit amet bibendum laoreet. Donec vehicula tellus sed tortor convallis interdum. Nulla dignissim mauris id aliquam dapibus.

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. The image that is 475 X 325 pixels is to the left of the text. The text area has heading and regular text.

### 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.

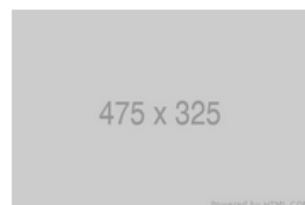
**2/3 text + 1/3 img** Good for slightly longer text summaries, the image in this block takes up 1/3 of the width of the email, leaving 2/3 for text. The image that is 475 X 325 pixels is to the right of the text. The text area has heading and regular text.

### 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.

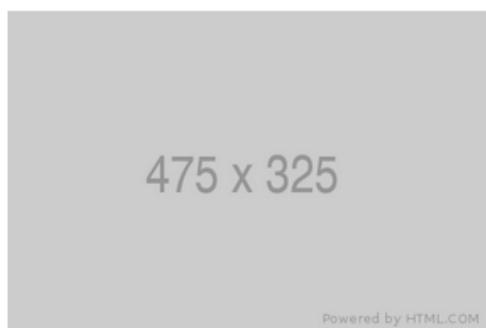


**Img + text, 2-up** A two-column layout is utilized for side-by-side images, with text stacked above and below. Good for more visual information. This two column module has small heading text above an image that is 475 X 325 pixels with a text area below the image.

## 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.

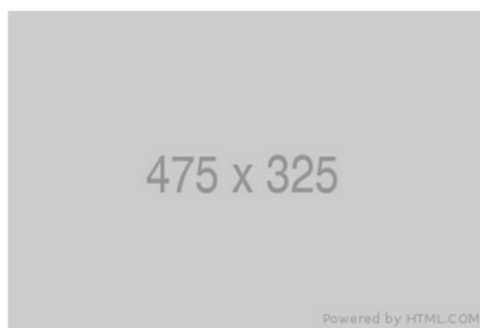
### Small heading



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.  
This is body copy. This is body copy.

[CTA link here](#)

### Small heading



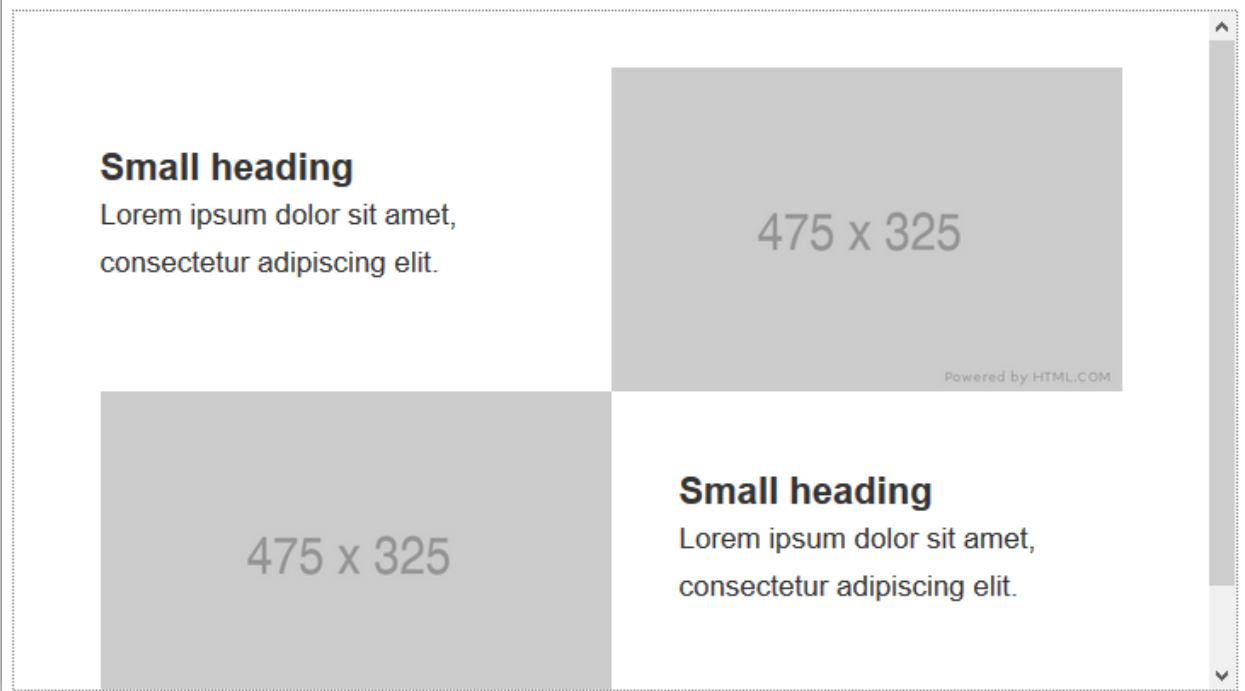
This is body copy. This is body copy.  
This is body copy. This is body copy.  
This is body copy. This is body copy.  
This is body copy. This is body copy.  
This is body copy. This is body copy.

[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. This module uses a zigzag pattern that is made up of a small heading with text area beside an image the is 475 X 325 pixels the background is white. The pattern will alternate between the text and image being on the left or right side of the two columns.

### Adjacent img + text, zigzag

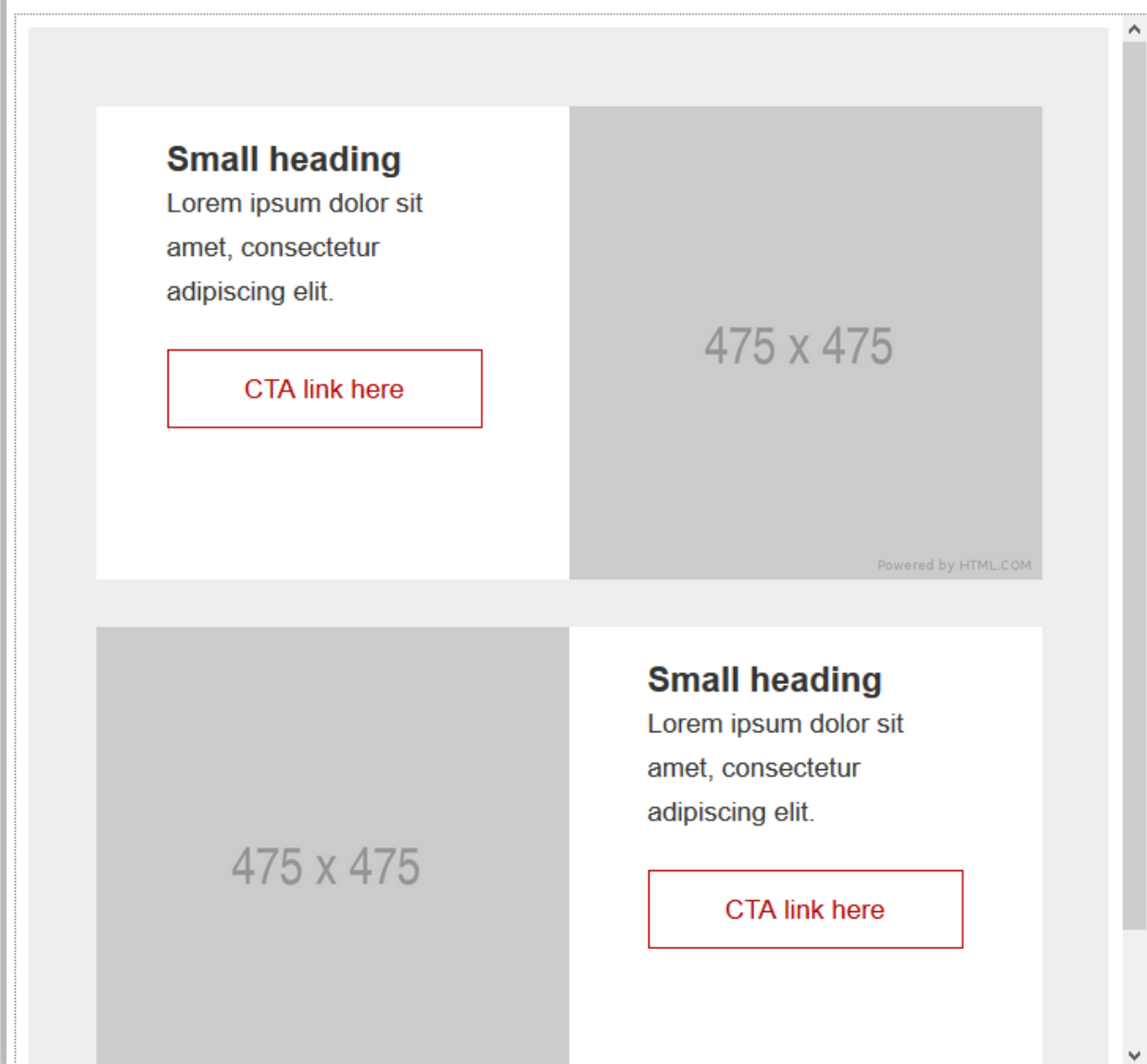
An image and corresponding content each take up 1/2 the width of the email in two columns. Every other row has a mirrored layout.



Adjacent img + text, zigzag, white blocks Content is in a white color block with a gray background. Every other row has a mirrored layout. This module uses a zigzag pattern that is made up of a small heading with text area beside an image the is 475 X 325 pixels the background is gray. The pattern will alternate between the text and image being on the left or right side of the two columns.

## Adjacent img + text, zigzag, white blocks

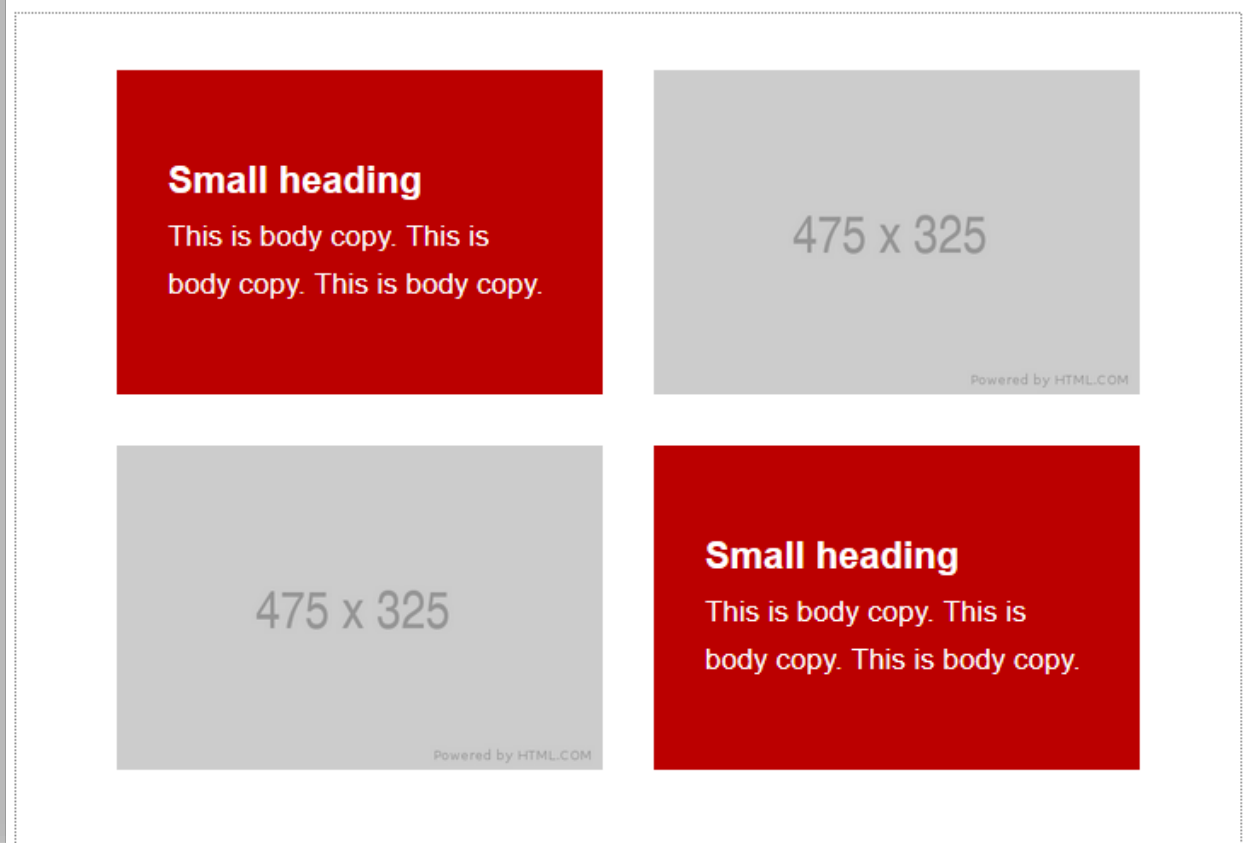
Similar to the above, but content is in a white color block with a gray background



Adjacent img + text, zigzag, red blocks A zigzag block this content has a red color block where the small heading and text area appear, the text is white, with an image block that is 475 X 325 pixels.

## Adjacent img + text, zigzag, red blocks

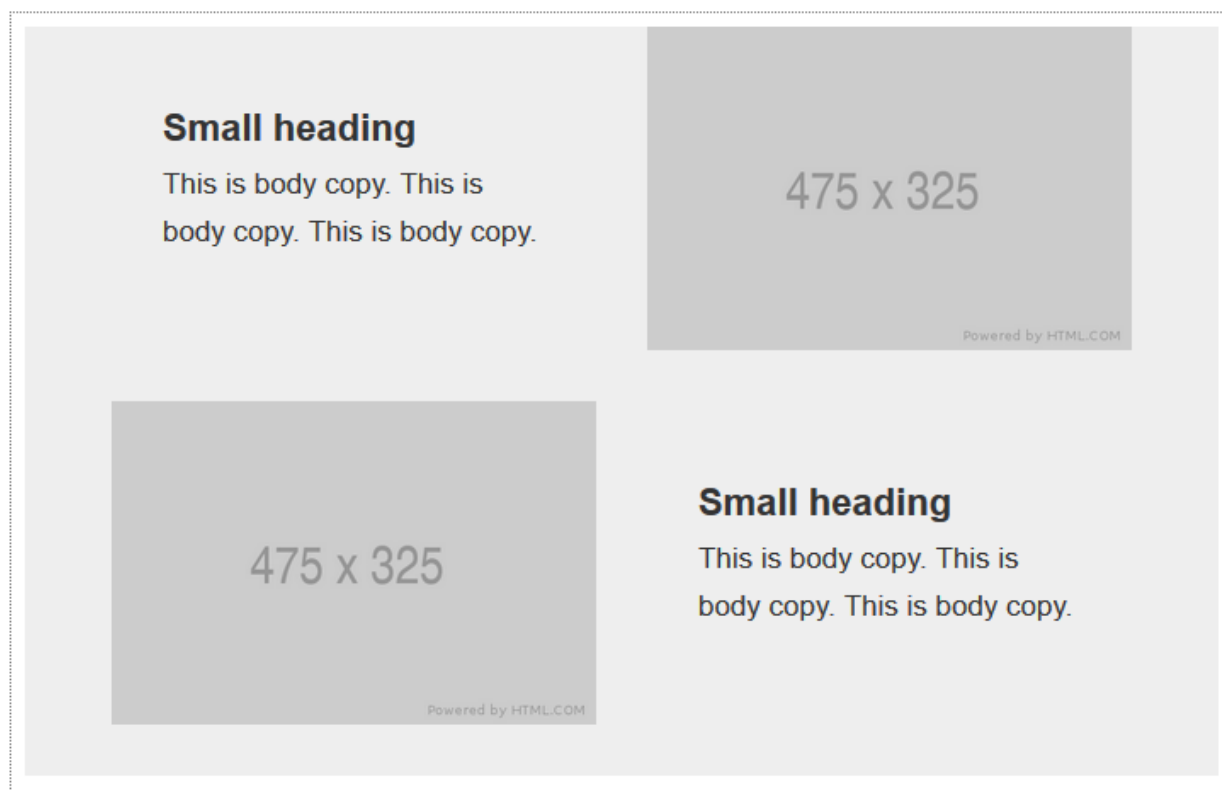
Similar to above, but content is in a red color block



Adjacent img + text, zigzag, gray background A zigzag block this content has a gray block where the small heading and text area appear, the text is black, with an image block that is 475 X 325 pixels and a full-bleed, gray background.

## Adjacent img + text, zigzag, gray background

Similar to above, but with a full-bleed, gray background

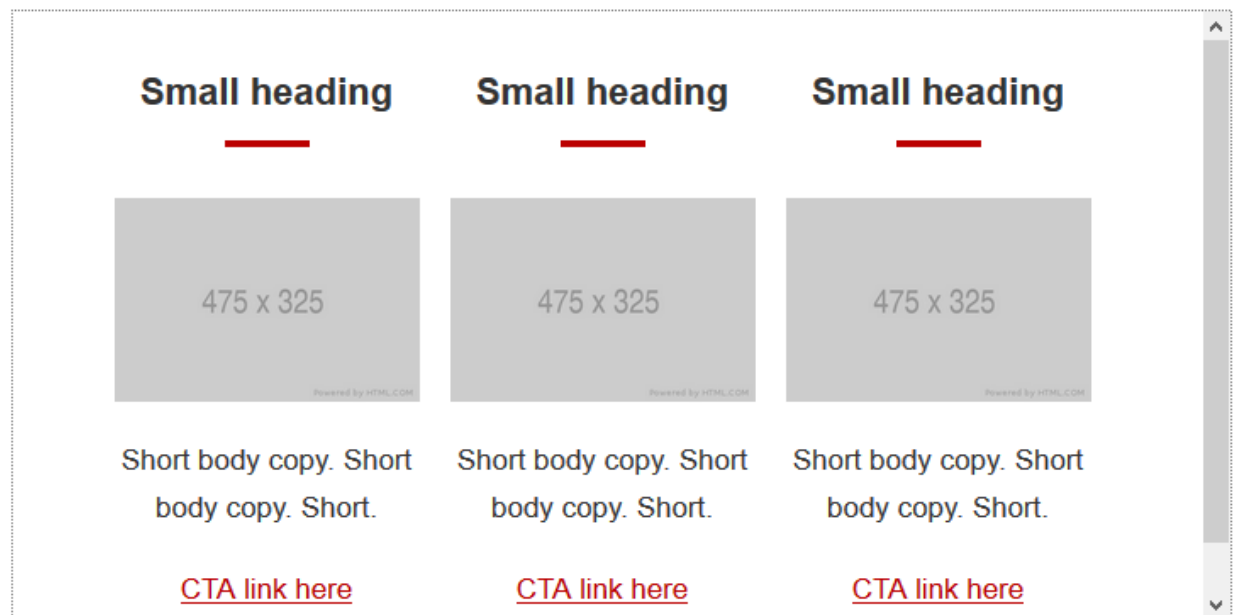


**Img + text, 3-up** This 3-column layout should be used sparingly (with a purpose), and should include minimal text. Note: Text may be aligned center only if it is less than two lines in mobile view. Otherwise, it must be aligned left to follow accessibility standards. This module has a small heading, a scarlet accent line, an image that is 475 X 325 pixels, small body text area and a hyperlink.

### 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.





## Button groups

Buttons, primary, 2-up For two calls-to-action of equal importance. This module has two scarlet hyperlinks with white text in two columns.

### Buttons, primary, 2-up

For two calls-to-action of equal importance



Buttons, primary, 3-up For three calls-to-action of equal importance (use sparingly and with a purpose). This module has three scarlet hyperlinks with white text in three columns.

### Buttons, primary, 3-up

For three calls-to-action of equal importance (use sparingly and with a purpose)



**Buttons, secondary, 2-up** For two secondary calls-to-action of equal importance. This module has two white hyperlink buttons with scarlet outline and scarlet text in two columns.

### Buttons, secondary, 2-up

For two secondary calls-to-action of equal importance



**Buttons, secondary, 3-up** For three secondary calls-to-action of equal importance (use sparingly and with a purpose). This module has white buttons with scarlet outlines and scarlet text in three columns.

### Buttons, secondary, 3-up

For three secondary calls-to-action of equal importance (use sparingly and with a purpose)



## 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 module has a huge headline, text area and a scarlet hyperlink button. It has a gray background with a scarlet accent on the top left.

### 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.

A preview of a listicle module. It features a gray background with a red horizontal bar at the top left. The headline is large and bold. Below it is a paragraph of placeholder text. At the bottom is a red button with white text.

# This is a huge headline to make an impact

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed porttitor orci sit amet bibendum laoreet. Donec vehicula tellus sed tortor convallis interdum. Nulla dignissim mauris id aliquam dapibus.

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. This module has a huge headline, text area and a scarlet hyperlink button. It has a white background on the heading text and a gray background for the body text and hyperlink area.

## 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

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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. The image is 600 X 400 pixels with medium heading text, a scarlet accent line, regular text area and scarlet hyperlink button. This module has a gray background.

### 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.

600 x 400

Powered by HTML.COM

## This is a medium heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed porttitor orci sit amet bibendum laoreet. Donec vehicula tellus sed tortor convallis interdum. Nulla dignissim mauris id aliquam dapibus.

CTA link here

Img + text + btn 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. The image is 600 X 400 pixels with medium heading text, regular text area and scarlet hyperlink button. This module has a white background. Same as above but with the red divider removed, and with a full-bleed white background.

### Img + text + btn

Same as above but with the red divider removed, and with a full-bleed white background



## This is a medium heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed porttitor orci sit amet bibendum laoreet. Donec vehicula tellus sed tortor convallis interdum. Nulla dignissim mauris id aliquam dapibus.

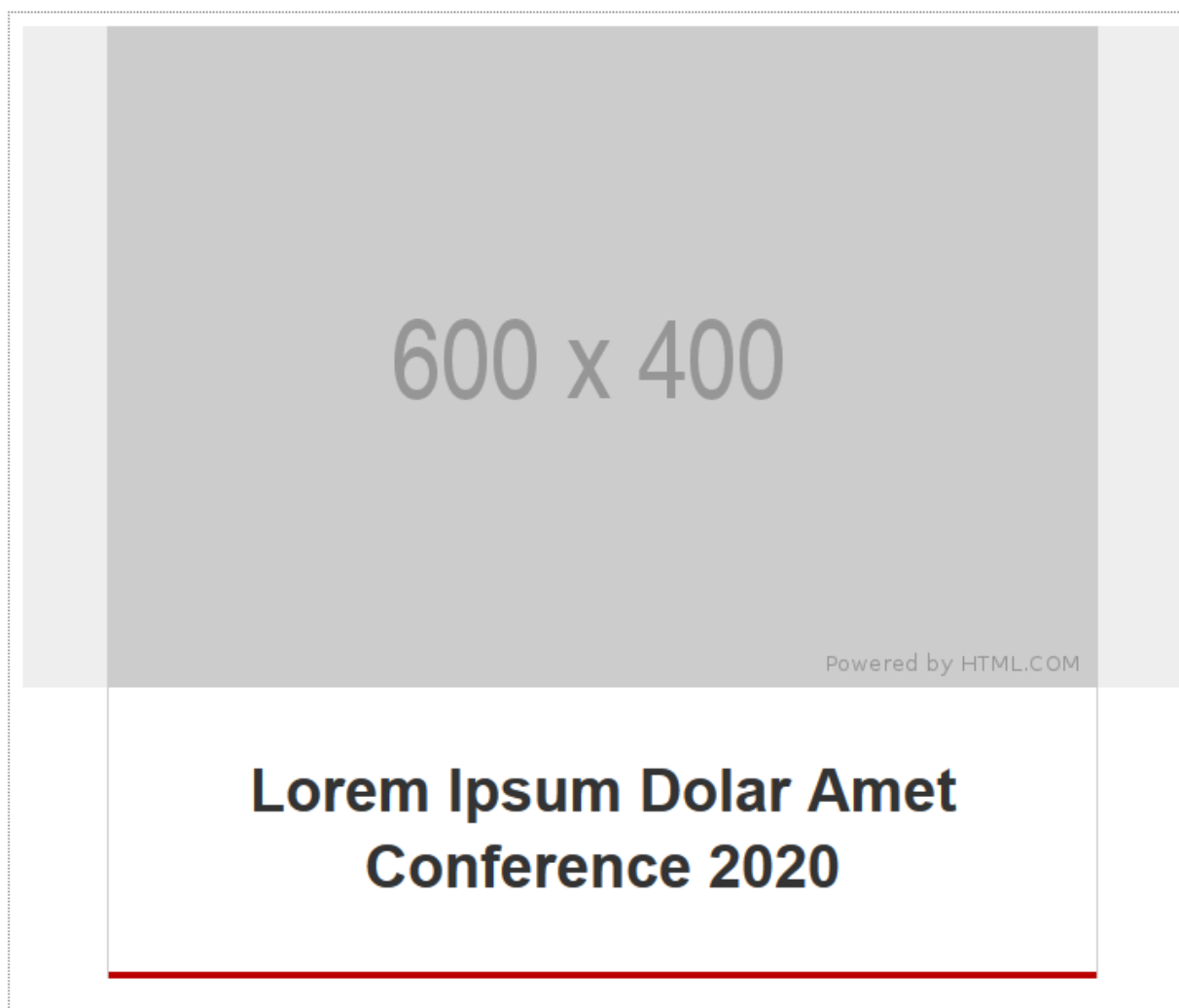
CTA link here

## Event modules

Event, img + event title card To be used as the lead/primary event item or for as a standalone event. x item at the top of the email body. This module has an image that is 600 X 400 pixels on a gray background, large black text on a white background and a scarlet accent bar.

**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



**Event, details, 2-col** Includes primary event details for an email invitation. This module has a gray background with two columns. The columns are WHEN and WHERE. When has the date in large text, the day of the week and the time. Where has the name of the venue, street address, city and state.

### Event, details, 2-col

Includes primary event details for an email invitation

WHEN:	WHERE:
<b>September 28-29, 2018</b>	<b>Name of venue</b>
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. White background with light gray accent lines above and below, this module has the Where with the name of the venue, street address, city and state.

### Event, details, 1-col

Details for a save the date or event invitation

WHERE:
<b>Name of venue</b>
123 Street Name Rd.
City, State



Event, calendar Use this module to promote upcoming events. This module has a white background with the title Upcoming events in large text. The events are in two columns, left column is a gray box with black text that has the date and time. The right column has a white background with the name of the event in scarlet and the body text in black.

## Event, calendar

Use this module to promote upcoming events

### Upcoming events

**September 28-29**

10–12 p.m.

#### Name of event

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut pretium pretium tempor. Ut eget imperdiet neque. In volutpsemper diam molest dolar.

**September 28-29**

10–12 p.m.

#### Name of event

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut pretium pretium tempor. Ut eget imperdiet neque. In volutpsemper diam molest dolar.

Event, mini calendar Use this module to promote upcoming events. This is the mini version. It has the title Upcoming events followed by a scarlet accent line, then the name of the event, event details and the date (Month, day, year). There is a light gray accent bar between events.

## Event, mini calendar

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

### Upcoming events

---

**Event name** | Event details

*February 3, 2020*

---

**Event name** | Event details

*February 15, 2020*

---

**Event name** | Event details

*February 20, 2020*

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### Sesquicentennial modules

Hero + text + btn for Sesquicentennial email templates. This module has a white background, an image that is 600 X 400 pixels, the text “150<sup>th</sup> ANNIVERSARY” in small scarlet letters, a medium heading followed by a scarlet accent line, text area and scarlet hyperlink button.

#### Hero + text + btn

Hero + text + btn for Sesquicentennial email templates



600 × 400

150<sup>TH</sup> ANNIVERSARY

### This is a medium heading

—

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed porttitor orci sit amet bibendum laoreet. Donec vehicula tellus sed tortor convallis interdum. Nulla dignissim mauris id aliquam dapibus.

READ MORE

Adjacent img + text, white blocks Adjacent image and text in a white block for Sesquicentennial. This module has white background, an image that is 475 X 475 pixels on the left and text on the right. The text has the “150<sup>th</sup> ANNIVERSARY” text in scarlet, small heading, text and a hyperlink button in white with scarlet text and a scarlet boarder.

## Adjacent img + text, white blocks

Adjacent image and text in a white block for Sesquicentennial



475 × 475

150<sup>TH</sup> ANNIVERSARY

### Small heading

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit.  
Sed porttitor orci sit amet  
bibendum laoreet. Donec  
vehicula tellus sed tortor.

CTA link here

**Sesquicentennial subfooter** Subfooter for Sesquicentennial email. This footer has a white background with light gray accent lines. Inside the lines is the 150 1870-2070 logo on the left with a title and text area to the right of the logo.

## Sesquicentennial subfooter

Subfooter for Sesquicentennial email

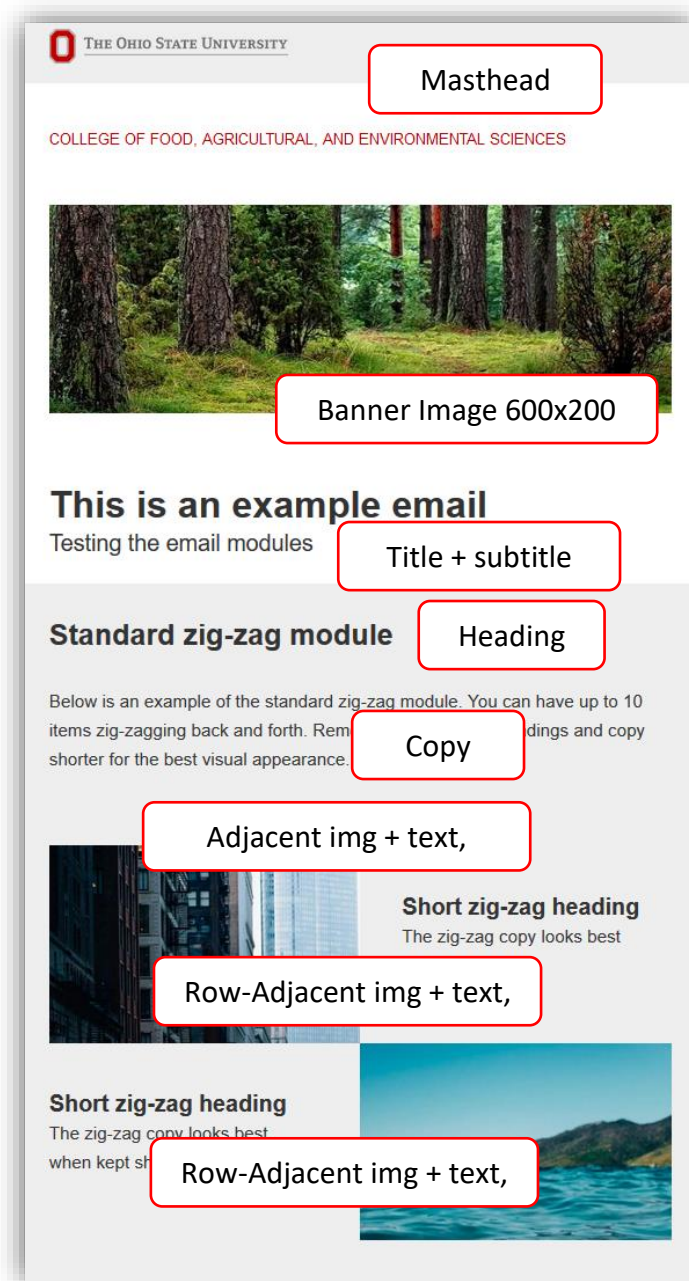


**Celebrate all year long**

See how you can commemorate the occasion at [150.osu.edu](https://150.osu.edu).

## Example Email

This is an example of an Email constructed using the CFAES Email Builder (CEB). Go to <https://ceb.cfaes.ohio-state.edu> Emails for this example. You will need a log on for this page.



### Zig-zag with white blocks


Below is an example of the zig-zag module with white blocks. You can have up to 10 items zig-zagging back and forth. Remember to use short headings and copy shorter for the best visual appearance.

Heading

Copy

Row-Copy

Adjacent img + text, zigzag, white blocks

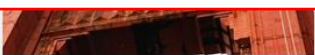


#### Zig-zag heading

This copy has a white background.

Visit CFAES


Row-Adjacent img + text, zigzag, white blocks



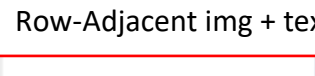
#### Zig-zag heading

This is short zig-zag copy.

Take the survey



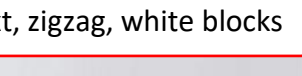
Row-Adjacent img + text, zigzag, white blocks



#### Zig-zag heading

This is short zig-zag copy.

Take the survey




### Zig-zag with red blocks

Below is an example of the zig-zag module with red blocks. You can have up to 10 items zig-zagging back and forth. Remember to use short headings and copy shorter for the best visual appearance.

Heading

Copy

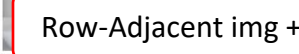
Adjacent img + text, zigzag, red blocks



#### Zig-zag heading


This is zig-zag copy that is slightly longer. You do not

Row-Adjacent img + text, zigzag, red blocks




#### Zig-zag heading

This is zig-zag copy that is slightly longer. You do not




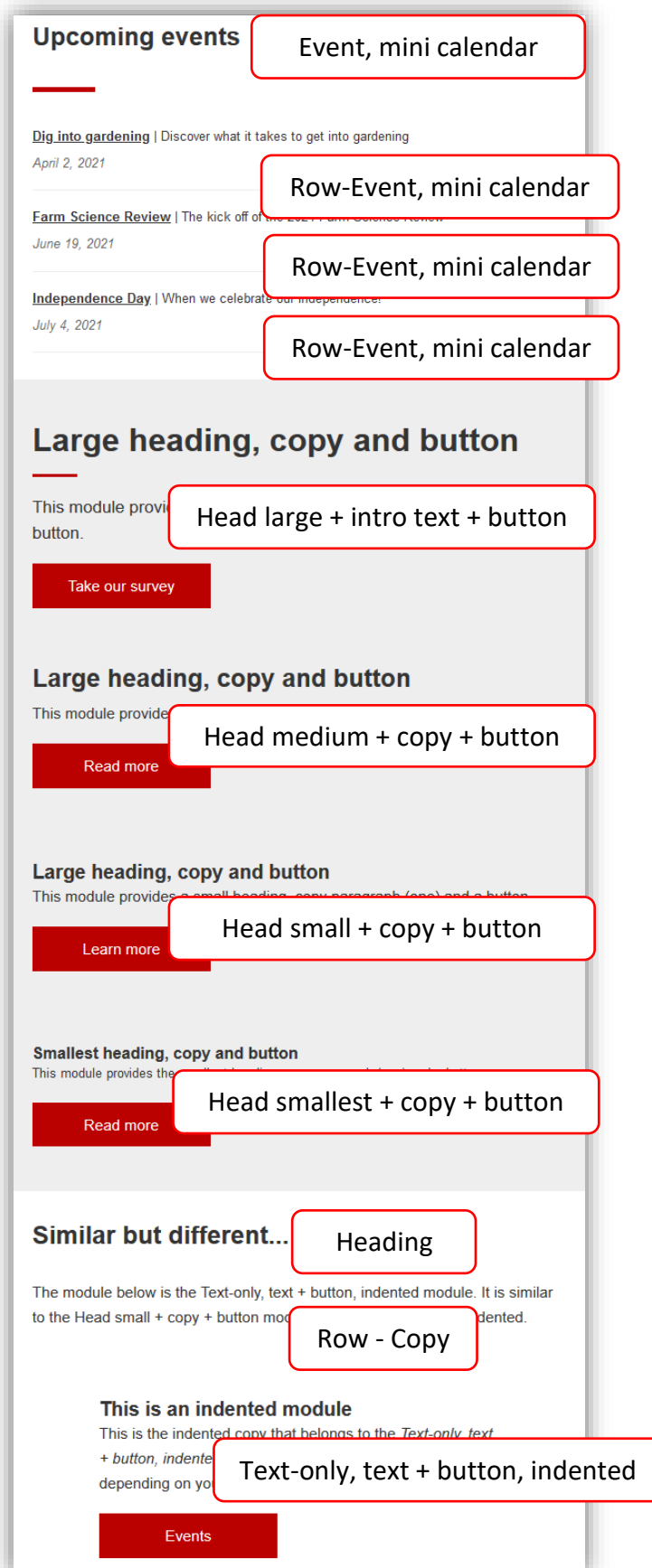
Row-Adjacent img + text, zigzag, red blocks



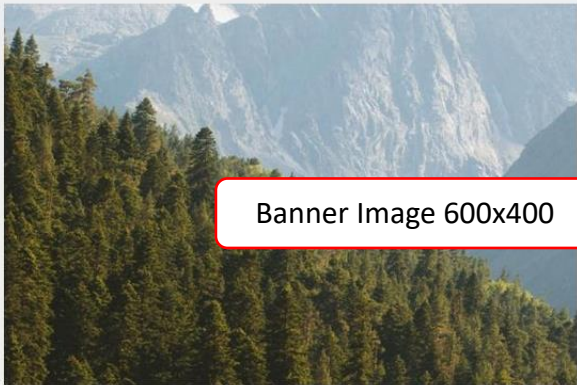
#### Zig-zag heading

This is zig-zag copy that is slightly longer. You do not










Banner Image 600x400

### A couple more image and text modules

Heading

The following two modules are examples of how you can combine a 1/3 image + 2/3 text and 2/3 text + 1/3 image modules.

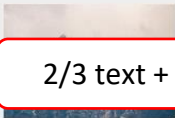
Copy



This is a heading  
This is some body copy for the 1/3 image + 2/3 text module.

1/3 img + 2/3

This is a heading  
This is some body copy for the 2/3 text + 1/3 image module.



2/3 text + 1/3

### Upcoming events

Event, calendar

September 28-29  
8:00 p.m.

Some random event  
This is a test event. The description would briefly describe the event.

Row-Event, calendar

December 25  
3:00 p.m.

Christmas Day  
It's Christmas Day. A description of your event goes here.

Row-Event, calendar

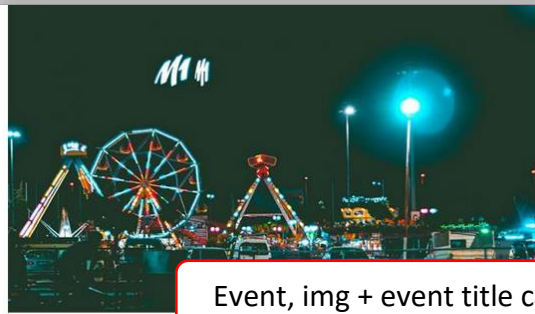
WHERE:  
**Kottman Hall**  
123 Lucky Street  
Columbus, OH

Event, details, 1-col

Event, details, 2-col

WHEN:  
**January 20**  
Thursday  
5-7 p.m.

WHERE:  
**Kottman Hall**  
123 Lucky Street  
Columbus, OH



Event, img + event title card

## Farm Science Review

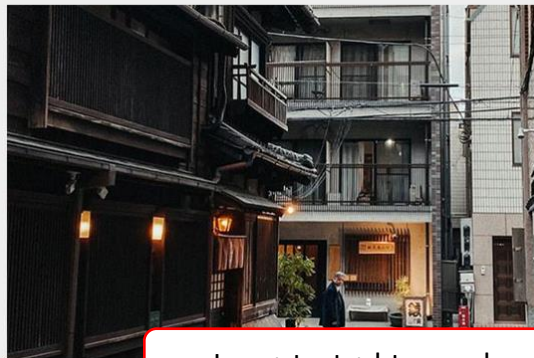


Img + text + btn

### Heading for Img + text + btn module

This is some copy for the *Img + text + btn* module. It can be both longer or shorter depending on your needs.

Take our survey



Img + text + btn, card

### Heading for Img + text + btn, card

This is the copy for the *Img + text + btn, card* module. It can be longer or shorter depending on your need.

Take our survey

## Listicle, impact

Copy

Button one title

Button two title

Button one title

Button two title

### Buttons, secondary, 2-up

Button one

three title

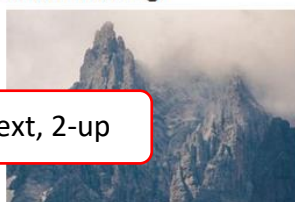
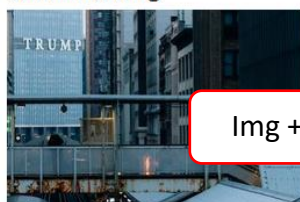
Button one title

Button two title

Button three tit

### Buttons, secondary, 3-up

### Small heading



Img + text, 2-up

This is a small amount of copy.

This is a small amount of copy.

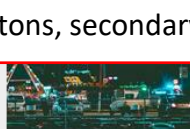
Button title

Button title




### Small heading

### Small heading

### Small heading



### Buttons, secondary, 3-up

This is a small amount of  This is a small amount of  This is a small amount of 

Button title

[Go to CFAES](#)

[SENRR homepage](#)

# Listicle, brief heading

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

[Go to CFAES](#)

Listicle, brief

WHERE:

**Virtual**

Event, details, 1-col

WHEN:

**September 28-29, 2021**

Thursday

5 p.m.

WHERE:

**Virtual**

Event, details, 2-col



**THE OHIO STATE UNIVERSITY**  
COLLEGE OF FOOD, AGRICULTURAL,  
AND ENVIRONMENTAL SCIENCES

Footer

College of Food,  
Agricultural, and  
Environmental Sciences



The Ohio State University



© 2021 | College of Food, Agricultural, and Environmental  
Sciences

281 W. Lane Ave., Columbus, Ohio 43210

[cfaeswebmaster@osu.edu](mailto:cfaeswebmaster@osu.edu)

[cfaes.osu.edu](http://cfaes.osu.edu)

[Manage preferences](#) | [Privacy Policy](#)

## 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**

The image shows the CFAES Email Builder interface. At the top, there's a header "CFAES Email Builder" with a dropdown arrow. Below the header, there are two main sections: "Defaults" and "Emails". The "Defaults" section has a description: "Set any default values for certain pieces of" and a red-bordered box with the text "Set Default values for your Emails". The "Emails" section has a description: "A list of all the emails you have created" and a red-bordered box with the text "Create an Email, Duplicate or Edit". Below this, the "Defaults" section is expanded, showing a list of fields with their current values: College/unit name (College of Food, Agricultural, and Environmental Sciences), College/unit abbreviation (CFAES), College/unit address (in footer) (College of Food, Agricultural, and Environmental Sciences), College/unit address (281 W. Lane Ave., Columbus, Ohio 43210), Email (cfaeswebmaster@osu.edu), Website display name (cfaes.osu.edu), Website URL (https://cfaes.osu.edu), Facebook link (https://www.facebook.com/OSUFoodAgEnv), Twitter link (https://twitter.com/cfaes\_osu), Instagram link (https://www.instagram.com/osucfaes/), and YouTube link (https://www.youtube.com/channel/UC9zTurj\_CO6ZMxNFq\_I). A green "Save configuration" button is at the bottom.

**CFAES Email Builder**

**Defaults**  
Set any default values for certain pieces of

**Emails**  
A list of all the emails you have created

**Defaults**

College/unit name  
College of Food, Agricultural, and Environmental Sciences

College/unit abbreviation  
CFAES

College/unit address (in footer)  
College of Food, Agricultural, and Environmental Sciences

College/unit address  
281 W. Lane Ave., Columbus, Ohio 43210

Email  
cfaeswebmaster@osu.edu

Website display name  
cfaes.osu.edu  
e.g. cfaes.osu.edu, senr.osu.edu, etc.

Website URL  
https://cfaes.osu.edu  
e.g. https://cfaes.osu.edu, https://senr.osu.edu, etc.

Facebook link  
https://www.facebook.com/OSUFoodAgEnv

Twitter link  
https://twitter.com/cfaes\_osu

Instagram link  
https://www.instagram.com/osucfaes/

YouTube link  
https://www.youtube.com/channel/UC9zTurj\_CO6ZMxNFq\_I

**Save configuration**

### Defaults

Under **Content....CFAES Email Builder.....Defaults.**

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.

## Emails

To Create, Edit or Duplicate an Email go to **Content.....CFAES Email Builder.....Emails.**

**Emails**

[+ Create new email](#)

<b>Ohio 4-H Highlights   April 2021</b> Created: 04/22/2021	Edit	Preview	Duplicate	Copy HTML	Download HTML
<b>Ohio 4-H Achievement Awards Recognition</b> Created: 04/16/2021	Edit	Preview	Duplicate	Copy HTML	Download HTML
<b>Ohio 4-H 2021 Spring Spotlight   Callia Barwick</b> Created: 04/15/2021	Edit	Preview	Duplicate	Copy HTML	Download HTML
<b>An Example Email</b> Created: 04/12/2021	Edit	Preview	Duplicate	Copy HTML	Download HTML

## Create new Email

**Title \***

CEB Example

**College/unit name \***

College of Food, Agricultural, and Environmental Sciences

Provide your full college or unit name.

**College/unit abbreviation**

CFAES

If you have an abbreviation for your college or unit provide it.

**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

Masthead \*


☐ White bar, gray masthead

**White/Gray**

 COLLEGE OR UNIT NAME HERE

☒ Gray bar, white masthead

**Gray/White**

 COLLEGE OR UNIT NAME HERE

Pick a style of masthead.

**Header** – This is the Masthead for your email. Choose the White bar with Gray Masthead or the Gray bar with White Masthead.

Content

module type: *Banner Image 600x200*

**Module**

Image \*

No file selected.

Click on the image and drag to mark how the image will be cropped

Image link \*

▼ Background

Color \*

☐ Gray

☒ White

Choose the background color for your piece of content. An illustration of this choice is shown below.

Your content here.

Your content here.

module type

Banner Image 600x200

**Add Another Module**

### 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

College/unit Name \*

College of Food, Agricultural, and Environmental Sciences

College/unit address \*

281 W. Lane Ave., Columbus, Ohio 43210

Provide an address for your college/unit.

Email \*

cfaeswebmaster@osu.edu

Provide a URL for your college/unit.

Website

Title \* URL

cfaes.osu.edu https://cfaes.osu.edu


The link title is limited to 128 characters maximum.

Provide a link to your college/unit's website.

Use college/unit abbreviation? \*

☒ No ☐ Yes

By selecting "Yes" you will use your college/unit's abbreviation in the footer illustrated below via the red outline.



Send via BBIS? \*

☐ No ☒ Yes

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.

## 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.



The screenshot displays the 'Social media' section of the Email Builder interface. It contains four rows for social media links: Facebook, Twitter, Instagram, and YouTube. Each row has a text input field with a pre-filled URL and a prompt to provide a link if the user has one. A red arrow labeled 'Social Media' points to this section. Below the social media section is the 'URL path settings' section, which includes a sidebar with 'XML sitemap', 'Revision information', 'Authoring information', and 'Publishing options'. The main area of 'URL path settings' has a checkbox for 'Generate automatic URL alias' and a text input field for an alternative URL. A red arrow labeled 'Settings' points to this section. At the bottom left, there is a green 'Save' button, with a red arrow labeled 'Save' pointing to it.

**Social media**

Facebook

Provide a link to your Facebook if you have one.

Twitter

Provide the link to your Twitter if you have one.

Instagram

Provide a link to your Instagram if you have one.

YouTube

Provide a link to your YouTube if you have one.

**URL path settings**  
Automatic alias

**XML sitemap**  
Inclusion: Default (excluded)  
Priority: Default (0.5)

**Revision information**  
No revision

**Authoring information**  
By scranton.9@osu.edu

**Publishing options**  
Published, Promoted to front page

**URL path settings**

☒ Generate automatic URL alias  
Uncheck this to create a custom alias below. [Configure](#)

Optionally specify an alternative URL by which this content is accessed. For example, type "about" when writing an about page. Use a relative path and don't add a trailing slash or the URL won't work.

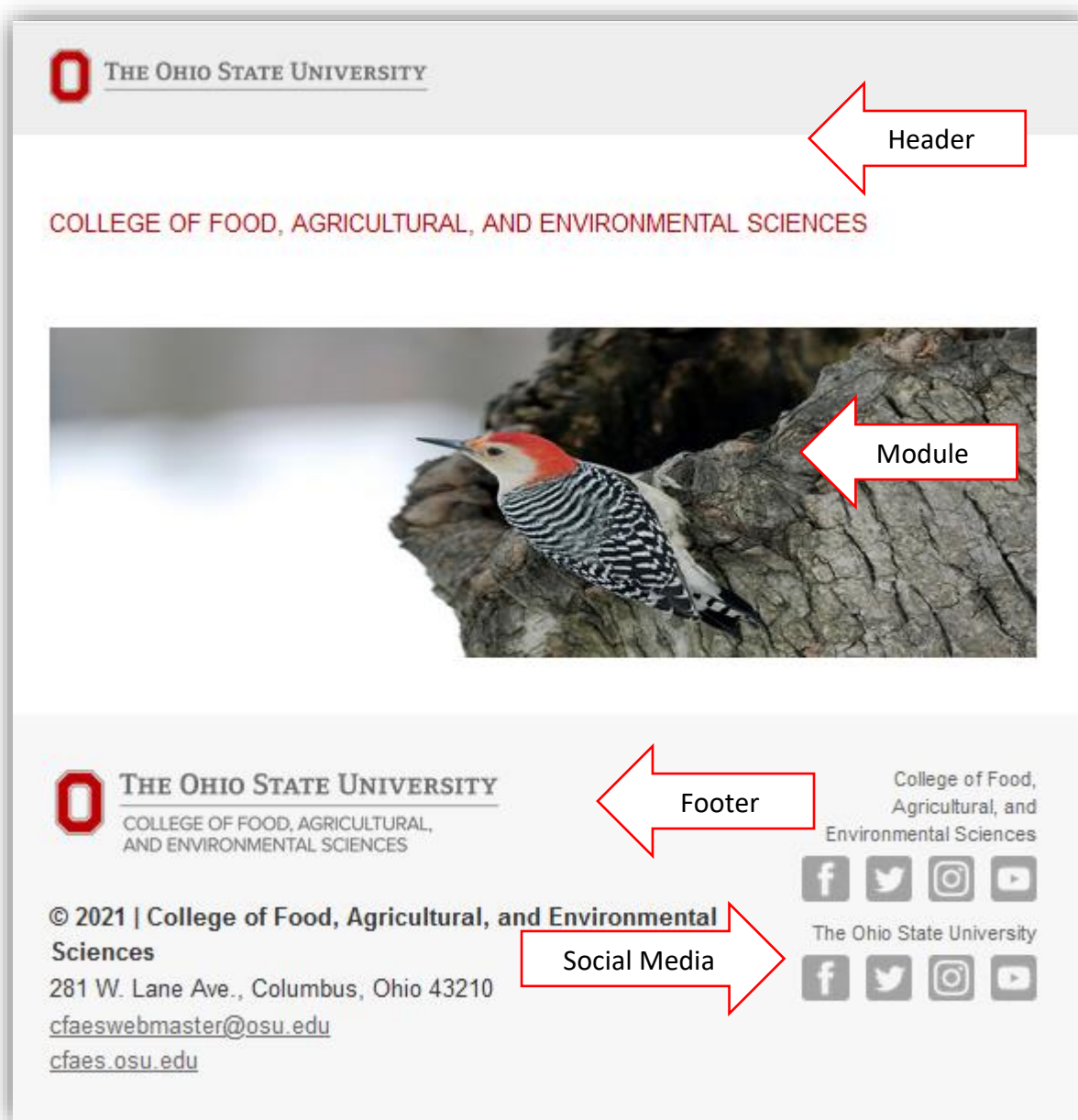
**Save**

**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.

Email created using the settings in the example above.



For more examples and template information you can also check: <https://brand.osu.edu/branded-email-templates/>