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](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](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](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](https://ceb.cfaes.ohio-state.edu/email/example-email). 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](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.

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.
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.

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.
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.

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This is a large heading


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.
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.

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 module has the heading, text and hyperlink button indented to the right.
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.

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.
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.
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.

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

475 x 325
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, 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, 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.
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.
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, 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, 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

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). 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)

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 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.

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. 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.
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  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.
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.

[Image of Event, img + event title card]

Lorem Ipsum Dolor Amet Conference 2020
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, 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, 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, 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.

Upcoming events

Event name | Event details
---------------------------
February 3, 2020

Event name | Event details
---------------------------
February 15, 2020

Event name | Event details
---------------------------
February 20, 2020
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 “150th ANNIVERSARY” in small scarlet letters, a medium heading followed by a scarlet accent line, text area and scarlet hyperlink button.
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 “150th ANNIVERSARY” text in scarlet, small heading, text and a hyperlink button in white with scarlet text and a scarlet boarder.
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.

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Celebrate all year long
See how you can commemorate the occasion at 160.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.
A couple more image and text modules

The following two modules.

1/3 img + 2/3 text: This is some body copy for the second module.

2/3 text + 1/3 img: This is some body copy for the second module.

Event, calendar

Row-Event, calendar

Row-Event, calendar

Event, details, 1-col

Event, details, 2-col
LISTICLE, IMPACT
HEADING

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**
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

Set Default values for your Emails

Create an Email, Duplicate or Edit

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.

Create new Email

Title *  
Title

College/unit name *  
College/Unit Name

College/unit abbreviation  
College/Unit Abbreviation

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.
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.
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/