Internal email | HPE Brand Central

🌐 **brandcentral.hpe.com**/brand-central/content/internal-email

Internal email

Overview

The internal email templates are designed to present a unified look. The templates offered in this section should only be used for internal employee communications. Please follow the guidelines below to maintain consistency.

Download Word templates
Download HTML files
Notes: Download Word templates to edit your communication using Microsoft Word. The HTML files are designed for developers and advanced users.
Please reach out to the brand team if these do not meet your needs. Teams, business units or employees should not create their own internal communication templates.

For any externally facing communication, please visit the external email section of Brand Central.

→ Access external email section

Examples & components

Here you can review examples and all components for the internal eMemo, eNewsletter, and eVite templates.

eMemo

Choose these templates if you are working on an internal memo communication.

eNewsletter

Choose these templates if you are working on an internal newsletter communication.

eVite

Choose these templates if you are working on an internal event communication.

Headline/title in Arial Bold 14pt

Body copy in Arial 10.5pt. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Heading is in Arial Bold 10.5pt:

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
- Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. This is what a **hyperlink** looks like.

CTA label Arial Bold white 12pt

Best Regards,
Sender's Name in Arial Bold 10.5pt
Sender's Job Title in Arial 10.5pt

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HPE Internal Use Only

Feature title in Arial Bold 14pt

Intro copy in Arial 14pt, flush left. Do not indent paragraphs.

CTA label Arial Bold white 12pt

image placeholder

width: **300px**
height: **250px**

Title in Arial Bold 14pt

Body copy is in Arial 10.5pt, flush left.
Maximum 150 characters. Do not
indent paragraphs. Do not center text.

Read article →

Title in Arial Bold 14pt

Body copy is in Arial 10.5pt, flush left.
Maximum 150 characters. Do not
indent paragraphs. Do not center text.

Read article →

image placeholder

width: **300px**
height: **250px**

image placeholder

width: **300px**
height: **250px**

Title in Arial Bold 14pt

Body copy is in Arial 10.5pt, flush left.
Maximum 150 characters. Do not
indent paragraphs. Do not center text.

Read article →

Title in Arial Bold 14pt

Body copy is in Arial 10.5pt, flush left.
Maximum 150 characters. Do not
indent paragraphs. Do not center text.

Read article →

image placeholder

width: **300px**
height: **250px**

Hewlett Packard Enterprise

feature image or artwork placeholder

width: **600px**
height: **50-600px**

Feature title in Arial Bold 14pt

Intro copy in Arial 14pt, flush left. Do not indent paragraphs.

CTA label Arial Bold white 12pt

Agenda

Body copy in Arial 10.5pt. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Table header Arial Bold 10.5pt	Table header Arial Bold 10.5pt
Table text Arial 10.5pt	Table text Arial 10.5pt
Table text Arial 10.5pt	Table text Arial 10.5pt

Best Regards,
Sender's Name in Arial Bold 10.5pt
Sender's Job Title in Arial 10.5pt

Sponsors

logo placeholder
width: **170px**
height: **100px**

logo placeholder
width: **170px**
height: **100px**

logo placeholder
width: **170px**
height: **100px**

logo placeholder
width: **170px**
height: **100px**

logo placeholder
width: **170px**
height: **100px**

logo placeholder
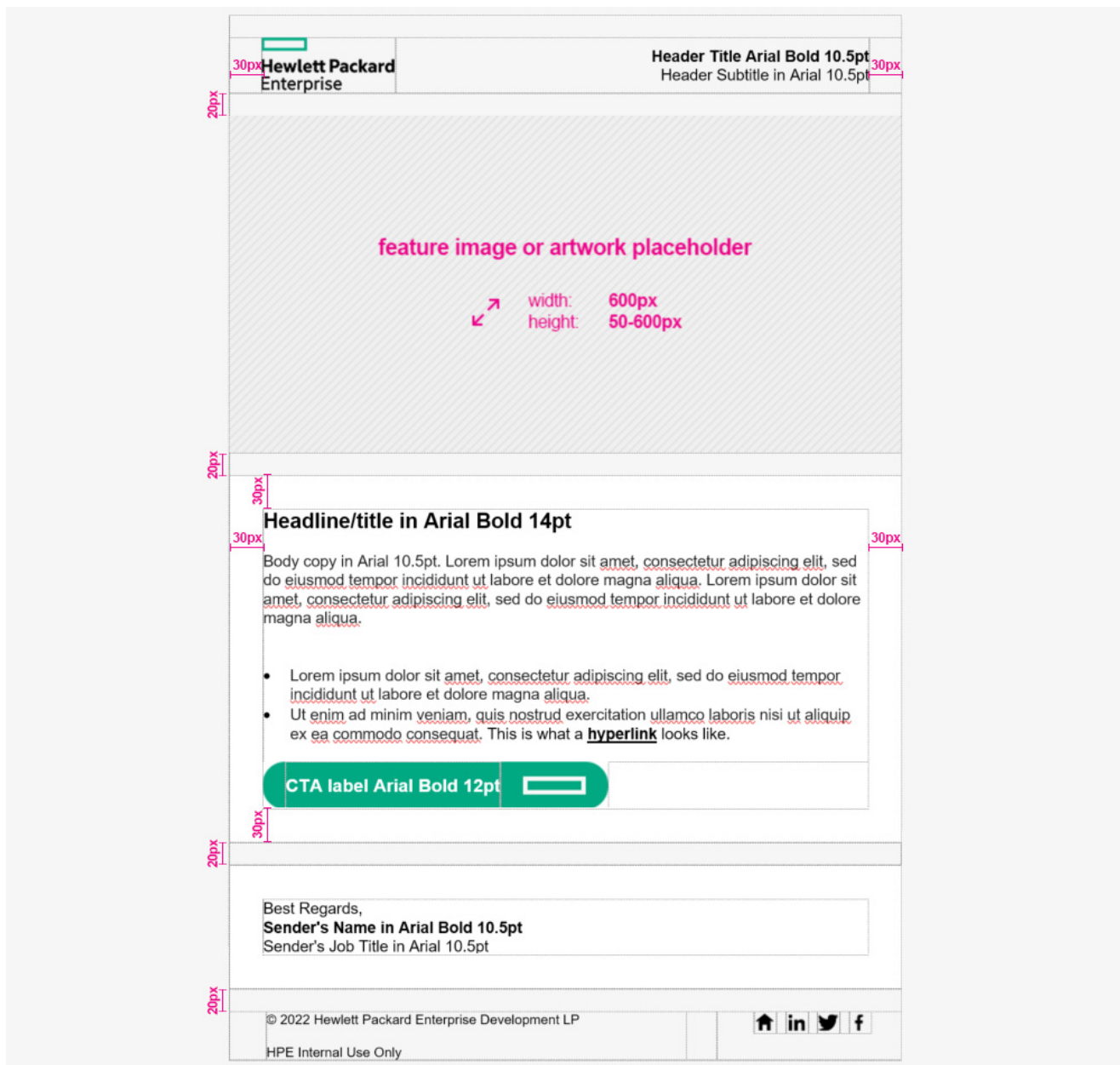width: **170px**
height: **100px**

All components

These templates are designed to be flexible. Feel free to include components within each template that you need, or to delete those that do not apply.
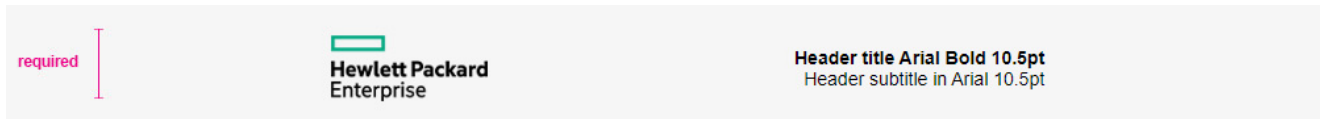
Spacing

Spacing between any component follows these spacing patterns:

- 30px border around items within a component
- 20px between each component

Header

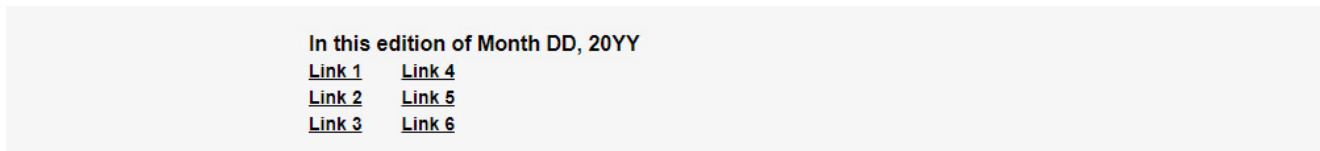Use this placeholder for the title and subtitle of the newsletter or the event name.

required	**Hewlett Packard Enterprise**	**Header title Arial Bold 10.5pt** Header subtitle in Arial 10.5pt

Feature image or artwork

Use this placeholder to add a feature image or artwork to your communication.

feature image or artwork placeholder

width: **600px**
height: **50-600px**
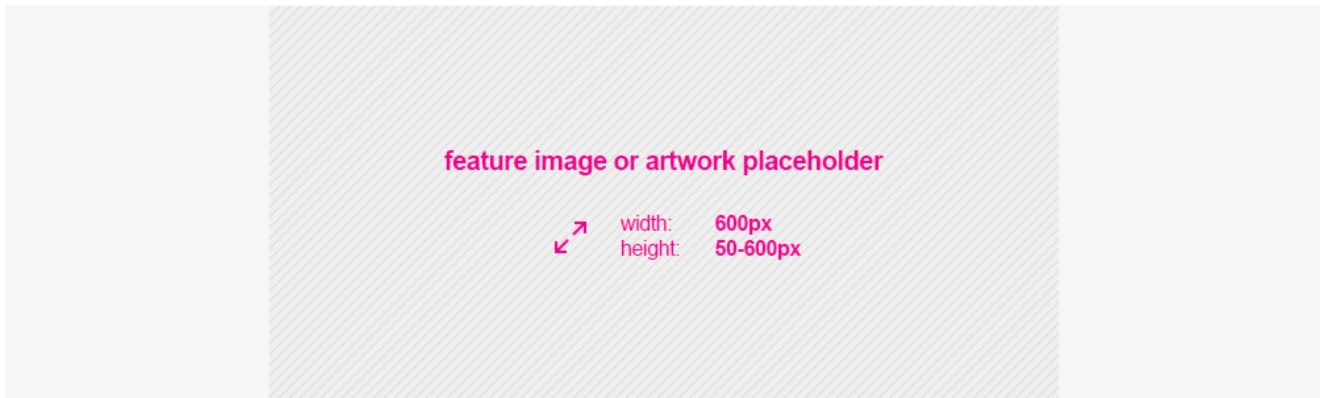
Menu

Use this component to provide additional navigation or external links.

In this edition of Month DD, 20YY

Link 1	Link 4
Link 2	Link 5
Link 3	Link 6

Feature message

Use this placeholder to add a feature message.

Feature title in Arial Bold 14pt

Intro copy in Arial 14pt, flush left. Do not indent paragraphs.

CTA label Arial Bold white 12pt
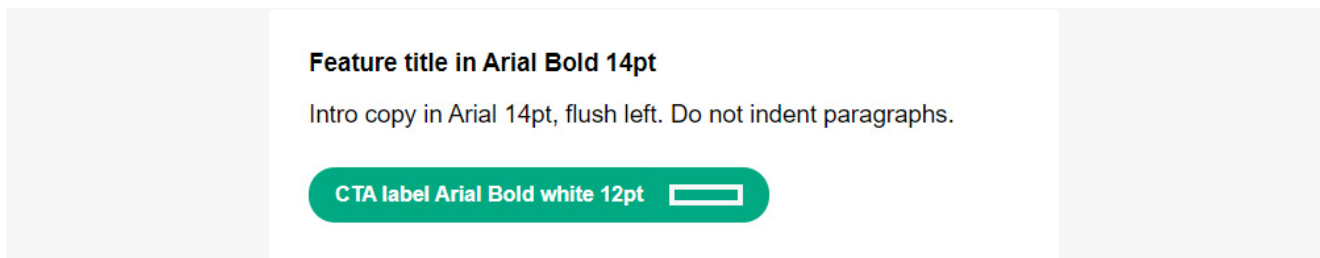
Teaser

Use these components to promote articles, blogs, posts, websites, videos, etc. Please follow the recommended style to maintain consistency.

You can mix different teaser components in your communication.

50:50 option

Should be used for short copy. Can be multiplied if needed; please maintain the chessboard structure.
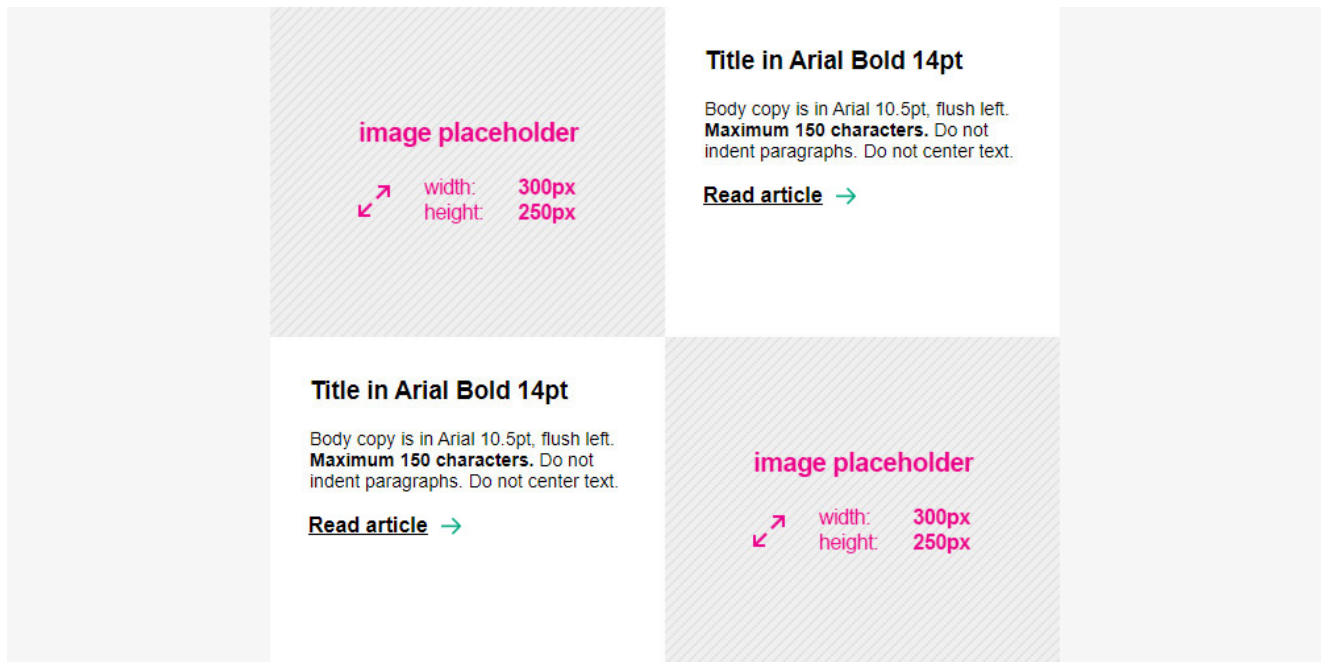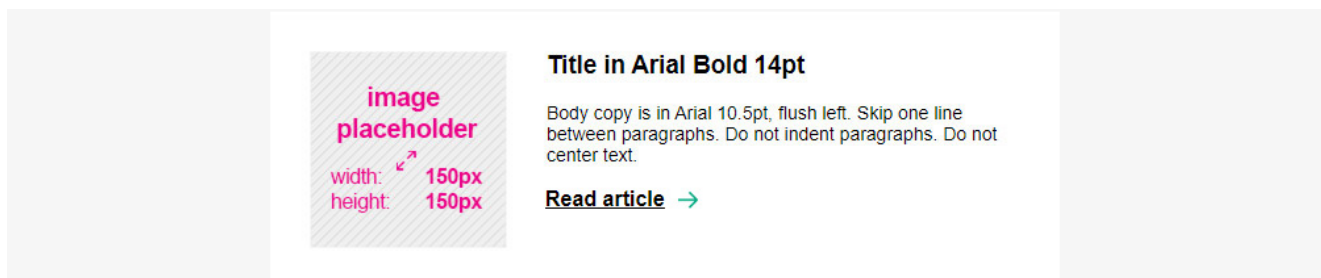
image placeholder
width: 300px
height: 250px

Title in Arial Bold 14pt

Body copy is in Arial 10.5pt, flush left. **Maximum 150 characters.** Do not indent paragraphs. Do not center text.

Read article →

Title in Arial Bold 14pt

Body copy is in Arial 10.5pt, flush left. **Maximum 150 characters.** Do not indent paragraphs. Do not center text.

Read article →

image placeholder
width: 300px
height: 250px

Thumbnail left option

Can be used for longer copy.

image placeholder
width: 150px
height: 150px

Title in Arial Bold 14pt

Body copy is in Arial 10.5pt, flush left. Skip one line between paragraphs. Do not indent paragraphs. Do not center text.

Read article →

Thumbnail right option

Can be used for longer copy.

Title in Arial Bold 14pt

Body copy is in Arial 10.5pt, flush left. Skip one line between paragraphs. Do not indent paragraphs. Do not center text.

Read article →

image placeholder
width: 150px
height: 150px
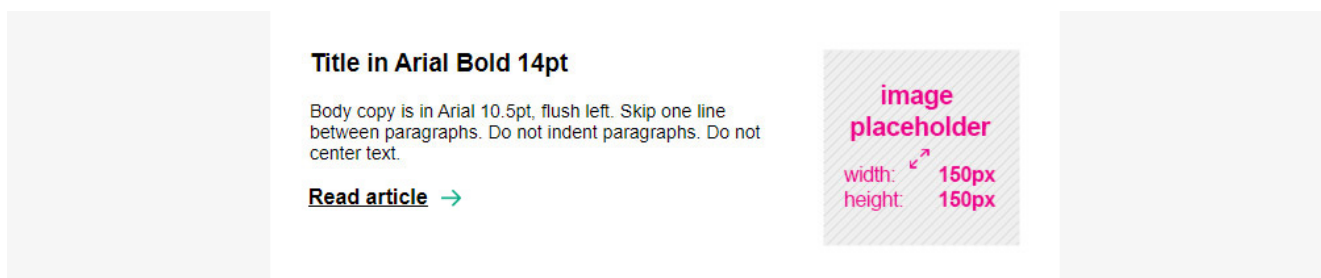
Message

Use this component to create your message. Please follow the recommended style to maintain consistency.
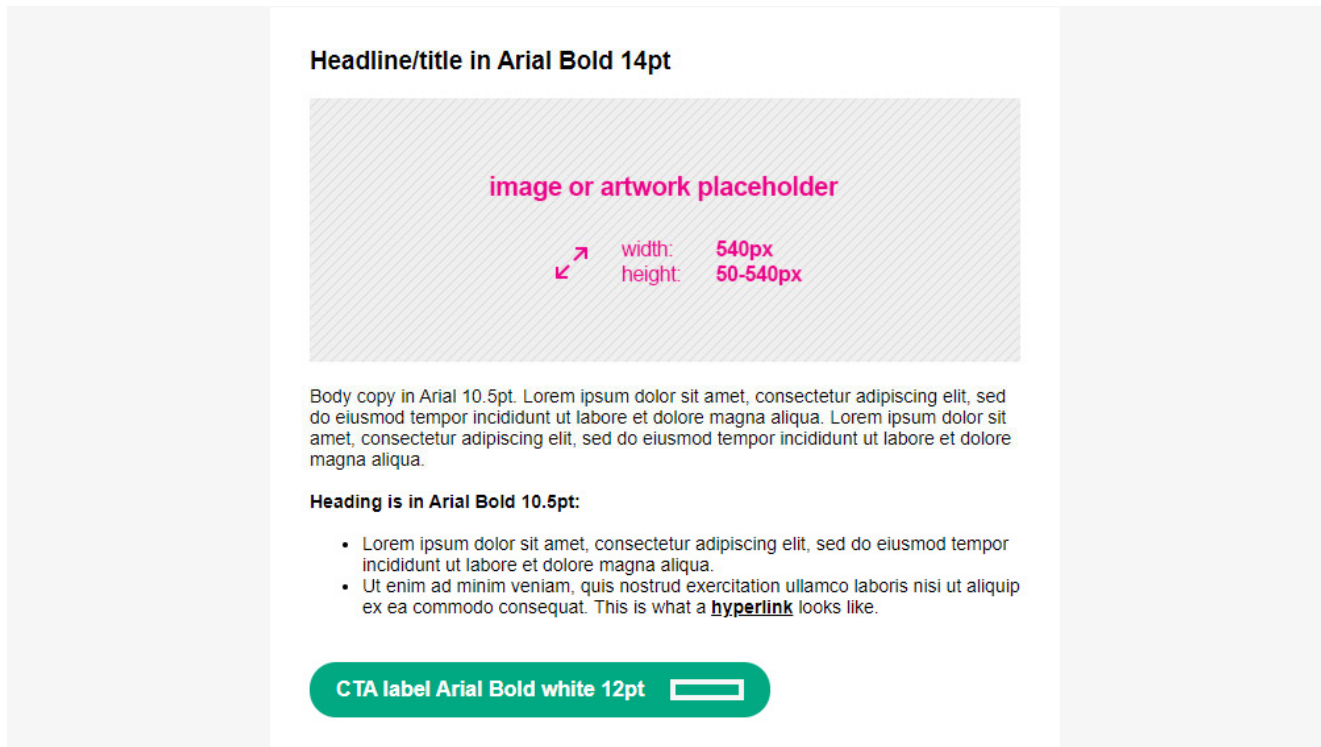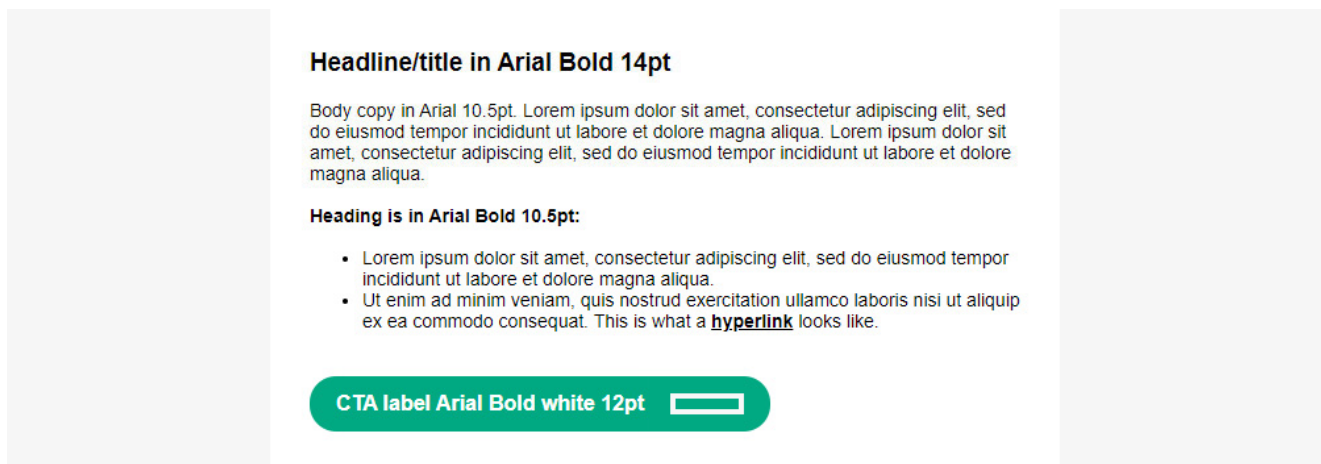
With image or artwork

Use this if you want to support your message with an additional image. Remember to keep proper sizing for the image.

Headline/title in Arial Bold 14pt

image or artwork placeholder

width: **540px**
height: **50-540px**

Body copy in Arial 10.5pt. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Heading is in Arial Bold 10.5pt:

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
- Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. This is what a **hyperlink** looks like.

CTA label Arial Bold white 12pt

Text only

Headline/title in Arial Bold 14pt

Body copy in Arial 10.5pt. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Heading is in Arial Bold 10.5pt:

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
- Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. This is what a **hyperlink** looks like.

CTA label Arial Bold white 12pt

CTA

Primary

Use this button for important CTAs.

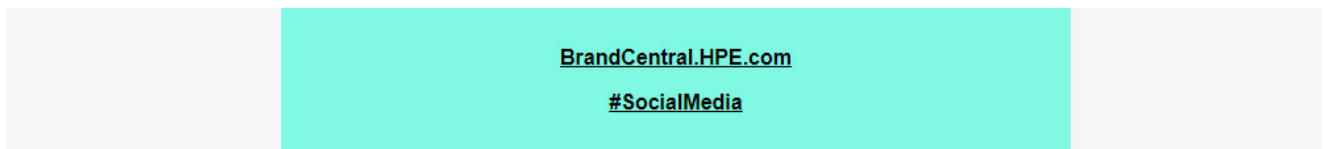**Note:** If you occur any URL style issues in Outlook please refer to FAQ below.

CTA label Arial Bold white 12pt
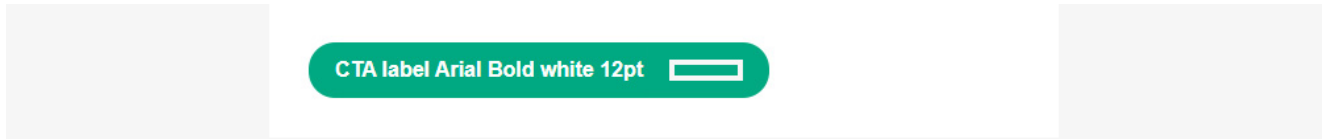
Secondary

Use this style for secondary CTAs, list of URLs etc.

CTA label Arial Bold underlined 12pt →

Social Media

Use this component to drive people to your internal websites or internal social media channels.

BrandCentral.HPE.com

#SocialMedia

Table

- Table header copy is in Arial Bold 10.5pt separated with a bottom 2pt line in HPE Medium Purple.
- Table row copy is in Arial 10.5pt separated with a bottom 0.5pt line in black.
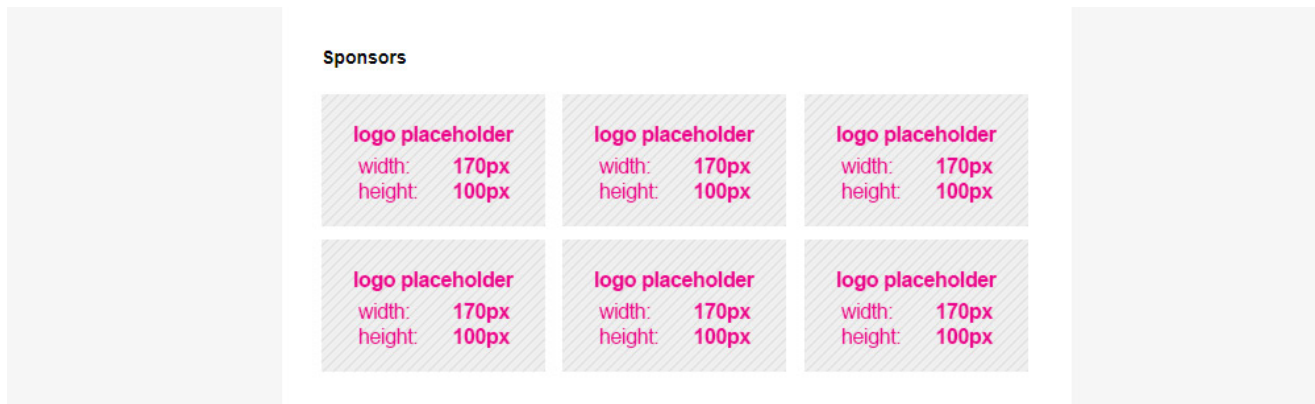
Table header Arial Bold 10.5pt	Table header Arial Bold 10.5pt
Table text Arial 10.5pt	Table text Arial 10.5pt
Table text Arial 10.5pt	Table text Arial 10.5pt

Logos

Use this to display partner logos.

Note: you will need to obtain written permission from partners to display their logos.

Sponsors

logo placeholder	logo placeholder	logo placeholder
width: 170px	width: 170px	width: 170px
height: 100px	height: 100px	height: 100px

logo placeholder	logo placeholder	logo placeholder
width: 170px	width: 170px	width: 170px
height: 100px	height: 100px	height: 100px

Footer

required

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HPE Internal Use Only

Frequently asked questions

Why is Outlook changing my URLs style?

Links change style when copying from a template to Outlook. Microsoft recently changed the way some links/smartlinks work. The only workaround for this issue is to create your links in Outlook in the desired style.

→ Learn more

Can I use MetricHPE font?

No, Arial should be used for email text. MetricHPE should not be used for body copy, since email recipients can only see MetricHPE text if they have the font installed.

Should I update the year in the footer?

Yes, please keep the year updated. It should always be the current year. If you are using the most recent Word templates, the year will update automatically.

Can I use images from the Internet?

No, all images used in internal emails must be taken from the HPE image library. For photography style guidelines in general, please refer to the photography standards posted on HPE Brand Central.

→ Access photography page

Can I use icons and illustrations?

Yes, our visual storytelling style is unique and helps make the communication more attractive. It can be used as a feature artwork or to replace imagery.

→ Access visual storytelling page

Can I use these templates for mass communication?

These ready-to-use templates are designed for smaller groups of recipients. Engage the Announce Now team for communication to larger groups.

→ Access Announce Now

Can I use these templates for external use?

No, these are for internal use only. For any externally facing communication, please visit the External Email section of Brand Central.

→ Access external email page

Best practices

Follow these best practices for all types of emails.

Adding text

It's often easier to add your text to the email, before removing the dummy text on the line. This better maintains the embedded formatting.

Double check before publishing

Send the email to yourself first, so that you can check the layout on your desktop and mobile phone before sending.

Size images first

Size the images according to the formatting guidance offered in the Internal Email templates.

Cybersecurity

We all have a responsibility to keep our information secure at HPE. Even internal emails are susceptible to cyber attacks. Follow these cybersecurity best practices for internal emails.

1. Avoid suspicious content

The following elements can rouse suspicion and should be avoided:

- External links.
- Executable file attachments, such as .exe or .bat file extensions.
- URL shorteners (such as bit.ly or goo.gl).
- High-pressure language and formatting (all caps or red text, for example).

2. Provide a verification method

Set up secure email in Outlook and inform your audience to look for your digital signature.

In the message, provide an independent method to validate the email. For example: Contact our team to verify this email. We are listed as Cyber Security Communications in your Outlook address book.

3. Practice data security

Requesting sensitive and personal data over email is not a secure practice and creates suspicion among recipients.