

General Assembly

Email Design

At General Assembly we reach over a million people daily through email. Our audience ranges from leads, to students, to alumni. This channel serves as a powerful opportunity to create a positive user experience and generate valuable brand awareness. This document serves as a guide to the various types of branded email templates that exist at GA. It provides basic rules and assets to create great (and consistent) branded emails. Each template outlines modules that are adapted to a particular set of content needs (e.g., newsletters, B2B emails, lead-gen emails, etc.). The Design team can assist you in adapting these modules into other specific templates for your own team's use.

If you have any questions or requests, please contact Content Project Manager Amy Meng at amy.meng@gac or via Slack.

Components

The wireframe diagram illustrates a website layout with several key components:

- Navigation Bar:** Located at the top left, featuring the "GENERAL ASSEMBLY" logo and three links: "About Us", "Browse Courses", and "The Index".
- Header Tag:** A large header section titled "Stand Out From the Crowd".
- Hero Image:** An image showing three people working together at a desk.
- Full Width Body-Content:** A text area describing growth hacking strategies.
- In-Line Link:** A link to a "Digital Marketing course".
- Secondary Headline:** A sub-section title.
- Unordered List:** A list of items related to campus events.
- CTA Buttons:** Buttons for "Request a Syllabus" and "Apply & Save".
- Social Icon Footer:** A row of social media icons (Facebook, Twitter, Instagram, LinkedIn, YouTube, Metro).
- Location Footer:** Information about the New York City campus, including address, phone number, and email.
- Stacked Content Section:** A section containing a header tag and a paragraph of text.
- Event List With In-Line Links:** A list of workshops and events categorized by topic (Coding, Data, Design, Marketing and Business, Product Management) with links to specific details.
- Event List With In-Line Links Section:** A detailed description of the event listing section, including styling for primary headlines, header tags, in-line links, and full-width body content.

Navigation Bar Includes:

- **General Assembly logo:** Upload .png logo at 390x42px (will display at 195x21px).
- **Links:** font-family: Arial regular; font-weight: normal; font-size: 13px; text-decoration: underline; color: #000000;
- **Gray Background:** background-color: #F6F6F6;

Header Tag: font-family: Arial; font-weight: bold; font-size: 14.5px; text-transform: all-caps; letter-spacing: 1px; color: #767676;

Primary Headline: Text: - font-family: Arial; font-weight: bold; font-size: 30px; line-height: 125%; color: #000000;

File format: jpg, .png, or .gif
Image size: 1120x700px (will display at 560x350px)

Full Width Body-Content: font-family: Arial; font-weight: normal; font-size: 16px; line-height: 25.6px; color: #000000;
Note: Include full-line height spacing between each paragraph.

In-line link: font-family: Arial; font-weight: normal; font-size: 16px; line-height: 25.6px; text-decoration: underline; color: #0D8390;

Secondary Headline: font-family: Arial; font-weight: bold; font-size: 20px; line-height: 25.6px; color: #000000;

Unordered List: font-family: Arial; font-weight: normal; font-size: 16px; letter-spacing: 25.6px; color: #000000;
Note: Use small black circle bullets and indent list.

CTA Button:

- **Text:** font-family: Arial; font-weight: bold; font-size: 16px; color: #DE3535; text-align: center;
- **Border:** solid 2px; color: hex #DE3535, no fill; padding-left: 25px; padding-right: 25px; padding-top: 12.5px; padding-bottom: 12.5px;

Note: For two-button CTAs, each button's width is half the width of the Full-Width Body Content section.
Note: Use solid arrow.

Social Icon Footer:

- Use color icons in [this folder](#). Size varies for each icon, but it should be no larger than 24x24px. Center each icon horizontally.
- Note:** Social icons should link to the [specific metro of email send](#) whenever possible. If not possible, icons should link to HQ social media accounts.

Location Footer:

- **"YOUR NEAREST CAMPUS":** Use Header Tag style (font-family: Arial; font-weight: bold; font-size: 14.5px; text-transform: all-caps; letter-spacing: 1px; color: #767676);
- **Address and contact info:** Use Full-Width Body Content style (font-family: Arial; font-weight: normal; font-size: 16px; line-height: 25.6px; color: #000000; text-align: center);

Note: Address, phone number, and email should be on separate lines.

Stacked Content Section:

- **Header Tag:** font-family: Arial; font-weight: bold; font-size: 14.5px; text-transform: all-caps; letter-spacing: 1px; color: #767676;
- **Primary headline:** font-family: Arial; font-weight: bold; font-size: 30px; line-height: 125%; color: #000000;
- **Full-width body content:** font-family: Arial; font-weight: normal; font-size: 16px; line-height: 25.6px; color: #000000;
- **CTA Button:** font-family: Arial; font-weight: bold; font-size: 16px; color: #DE3535; text-align: center; border: solid 2px; color hex #DE3535 no fill; padding-left: 25px; padding-right: 25px; padding-top: 12px; padding-bottom: 12px;

Note: For example, when using two CTA buttons, make each button's width half the width of the Full-width body content section and use solid arrow.

This Week's Workshops & Events

CODING

- Programming for Non-Programmers [The Basics](#), Monday Jan. 12, 6pm - 8pm
- Programming for Non-Programmers [Bootcamp](#), Monday Jan. 12, 6pm - 8pm

DATA

- Data Science [101](#), Monday Jan. 12, 6pm - 8pm
- Data Analytics [101](#), Monday Jan. 12, 6pm - 8pm

DESIGN

- User Experience Design [101](#), Monday Jan. 12, 6pm - 8pm
- Visual Design [101](#), Monday Jan. 12, 6pm - 8pm

MARKETING AND BUSINESS

- Intro to Google Analytics, Monday Jan. 12, 6pm - 8pm
- Digital Marketing [Bootcamp](#), Monday Jan. 12 8pm - 9:30pm
- Digital Marketing [101](#), Tuesday Jan. 13 6pm - 8pm
- Facebook Advertising [Bootcamp](#), Wednesday Jan. 14 7pm

PRODUCT MANAGEMENT

- User Experience Design [101](#), Monday Jan. 12, 6pm - 8pm
- Visual Design [101](#), Monday Jan. 12, 6pm - 8pm

Event List With In-Line Links Section:

- **Primary Headline:** font-family: Arial; font-weight: bold; font-size: 30px; line-height: 125%; color: #000000;
- **Header Tag:** font-family: Arial; font-weight: bold; font-size: 14.5px; text-transform: all-caps; letter-spacing: 1px; color: #767676;
- **In-line link:** font-family: Arial; font-weight: normal; font-size: 16px; line-height: 25.6px; text-decoration: underline; color: #0D8390;
- **Full Width Body-Content:** font-family: Arial; font-weight: normal; font-size: 16px; line-height: 25.6px; color: #000000;

Note: Include line-height at 100% between each paragraph.

Components

Upcoming at GA Campuses

LOS ANGELES
DTLA New Campus Launch Party, Thursday, Jan. 19, 6:00 pm - 9:00 pm

NEW YORK CITY
Tap into Tech, Wednesday Jan. 25, 6:30 pm - 8:30 pm

SEATTLE
Craft Beer and Code, Wednesday, Jan. 25, 6:30 pm - 8:30 pm

Location List With In-Line Links

Location List With In-Line Links Section:

- **Primary headline:** font-family: Arial; font-weight: bold; font-size: 30px; line-height: 125%; color: #000000;
- **Header tag:** font-family: Arial; font-weight: bold; font-size: 14.5px; text-transform: all-caps; letter-spacing: 1px; color: #767676;
- **In-line link:** font-family: Arial; font-weight: normal; font-size: 16px; line-height: 25.6px; text-decoration: underline; color: #0D8390;
- **Full-width body content:** font-family: Arial; font-weight: normal; font-size: 16px; line-height: 25.6px; color: #000000;

Note: Include line-height at 100% spacing between each paragraph.

Upcoming Part-Time Courses & Full-Time Immersives

CODING

Web Development Immersive | Full-Time
Monday - Friday, 2/27 - 5/5, 9am - 4pm
Front-End Web Development | Part-Time
Tuesdays & Thursdays, 2/14 - 4/20, 6:30pm - 9:30pm

DATA

Data Science | Part-Time
Tuesdays & Thursdays, 1/17 - 2/23 6:30pm - 9:30pm

Data Science Immersive | Full-Time
Monday - Friday, 1/23 - 4/17, 9am - 5pm
Monday - Friday 2/14 - 4/20, 9am - 5pm

DESIGN

Visual Design | Part Time
Tuesdays & Thursdays, 2/21 - 4/27, 6pm - 8pm
User Experience Design Immersive | Full-Time
Monday - Friday, 2/27 - 5/5, 9am - 4pm
Monday - Friday, 3/1 - 6/1, 9am - 5pm

MARKETING AND BUSINESS

Digital Marketing Immersive | Full-Time
Monday - Saturday, 2/6 - 2/11, 9am - 5:30pm
Digital Marketing | Part-Time
Tuesdays & Thursdays, 2/21 - 4/25, 6pm - 8pm

PRODUCT MANAGEMENT

Product Management | Part-Time
Mondays & Wednesdays, 2/25 - 4/26, 8:15pm - 10:15pm

Course List With In-Line Links

Course List With In-Line Links Section:

- **Primary headline:** font-family: Arial; font-weight: bold; font-size: 30px; line-height: 125%; color: #000000;
- **Header tag:** font-family: Arial; font-weight: bold; font-size: 14.5px; text-transform: all-caps; letter-spacing: 1px; color: #767676;
- **In-line link:** font-family: Arial; font-weight: normal; font-size: 16px; line-height: 25.6px; text-decoration: underline; color: #0D8390;
- **Full-width body content:** font-family: Arial; font-weight: normal; font-size: 16px; line-height: 25px; color: #000000;

Note: Include line-height at 100% spacing between each paragraph.

Upcoming Part-Time Courses & Full-Time Immersives

User Experience Design 101, Monday Jan. 12, 6pm - 8pm
Visual Design 101, Monday Jan. 12, 6pm - 8pm

Section Break

Section Break: Each section should be separated using the gray background color hex #F6F6F6 and should measure 30px height.

Upcoming Part-Time Courses & Full-Time Immersives

Discover Talent
Find your next great hire in our global community.

Evaluate Skills
Source and identify top talent with our credential and technology assessment services.

Train Employees
Grow your business with leading-edge training and talent.

Text Banner

Section is separated into two columns vertically. Left column contains icons; right column contains in-line links and body content.

Text Banner Section:

- **Gray background color:** #E6E6E6;
- **Icon:** Width: 18px; color: #767676; ([Icon Bank here](#))
- **In-line link:** font-family: Arial; font-weight: normal; font-size: 16px; line-height: 25.6px; text-decoration: underline; color: #0D8390;
- **Full-width body content:** font-family: Arial; font-weight: normal; font-size: 16px; line-height: 25.6px; color: #000000;

Note: Include line-height at 100% spacing between each paragraph.

How Did We Do?
Have you taken a course at General Assembly? Please take a moment and leave us feedback.
[Review us on Course Report](#)





Image Banner

Image Banner:

File Format: .jpg, .png, or .gif
Image size: 1070x286px (will display at 535x143px)
Note: Only use banners from the [available library](#).
Note: Banners' padding on the top and bottom should be 15px. Background color on banners is #F6F6F6.

Companies Previously Trained

CONDÉ NAST HAVAS L'ORÉAL

VISA PEARSON VIACOM

Logo Footer

PartnerLogo Footer:

All partner logos should be included in the footer as grayscale or black. Please ask partners to provide one-color versions of their logos.

- **Secondary headline:** font-family: Arial; font-weight: bold; font-size: 20px; line-height: 25px; color: #000000;
- **Logos:** Max height for each logo should be 20px; width can vary. Include 50px padding between logos (left and right), 30px between logos and the end of the white page (top).

Learn More About the Speakers



Joey Womack is the co-founder and CEO of **Amplify 4 Good**, an educational startup that uses rapid problem-solving to help social impact organizations and underserved communities globally.



With experience as a producer for networks such as **OWN**, **VH1**, **USA** and **WETv***, **Diamonde Williamson** has made it her mission to redefine what we know as reality TV by creating feel-good programming for multicultural women through her streaming network, **Blossom**.



Jack Preston is a visual artist, graphic designer, and musician. He brings his love for the art of communication, community building, craftsmanship, and quality aesthetics to his role as art director and co-host for **Digital Good Times**.



Scooter Taylor is currently Head Of Marketing at **Looklive.com**, a Y Combinator backed startup in Atlanta, GA.

Thumbnail Image and Content Section

Thumbnail Image and Content section:

- **Secondary Headline:** font-family: Arial; font-weight: bold; font-size: 20px; line-height: 25.6px; color:#000000;

- Section is two vertical columns. Left column contains image; right column contains in-line links and body content.

- **Thumbnail image size:** 80x80px

- **Body content:** font-family: Arial; font-weight: normal; font-size: 16px; line-height: 25.6px; color: #000000;

Note: Include line-height at 100% spacing between each paragraph.

GENERAL ASSEMBLY About Us Browse Courses The Index

DIGITAL MARKETING COURSE

Stand Out From the Crowd



Picture this. You've set your company up on Facebook. You've invited all your friends to like the page. You post regularly, everything from company updates to relevant industry articles. But you still haven't seen much interaction, and you're not getting any more brand exposure or new sales.

What do you do? Growth hacking. Use this blend of creativity, analytics, and social data to consistently sell products and forge strong connections with audiences online. Put it to work. Master brand-building tools like growth hacking, SEO, user-generated content, and more in our part-time [Digital Marketing course](#).

How to get Inspired Before you Commit:

- Visit us on campus for an [upcoming info session](#) or digital marketing event to find out more and meet our team.
- Discover 11 marketing skills you need to land your dream job.
- [Request a syllabus](#) to preview the curriculum details.

[Request a Syllabus ▶](#) [Apply & Save ▶](#)

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YOUR NEAREST CAMPUS

New York City
902 Broadway and 10 E. 21st Street
(917) 722-0237
hello@ga.co

Manage your Preferences or Unsubscribe
General Assembly Inc., 902 Broadway, 4th Floor NY, NY 10010

Primary Template Full View

- Used For:**
- Lead Gen emails
 - Alumni emails
 - Event emails
 - B2B Emails

Components:

- Navigation bar
- Header tag
- Primary headline
- Hero image (optional)
- Full-width body content
- Secondary headline (optional)
- Unordered list
- In-line links
- CTA button(s)
- Social icon footer
- Location footer (optional)

Additional Examples Using this Template:

Event email with speaker section

GENERAL ASSEMBLY About Us Browse Courses The Index

WEDNESDAY, APRIL 19, 7:00 PM – 9:00 PM

Tech and... Culture



About this Event

Does culture dictate advancements in tech, or does tech influence culture? Hear from local movers and shakers about how tech is seeping into our local art, music, fashion, and entertainment, shaping the culture of Atlanta.

What You'll Take Away

Gain insight and inspiration from industry experts, and hear first-hand how tech is affecting their work. Expand your understanding of today's tech-based world, and fuel your own ideas for the future.

Why It Matters

The omnipresence of technology has rapidly transformed our lives over the last decade (remember, the iPhone was only released in 2007). Now, it's rare to go a day without interacting with tech — whether it's an alarm app that wakes you up, your Nest Thermostat-regulated apartment, or the software you use at work. Staying ahead of the innovation curve has never been more important — both at work and at play.

[RSVP to this Free Event ▶](#)

Learn More About the Speakers

Joey Womack is the co-founder and CEO of **Amplify 4 Good**, an educational startup that uses rapid problem-solving to help social impact organizations and underserved communities globally.



With experience as a producing for networks such as **OWN**, **VH1**, **USA** and **WEtv**, **Diamonde Williamson** has made it her mission to redefine what we know as reality TV by creating feel-good programming for multicultural women through her streaming network, **Blossom**.



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Lead Gen email with banner

GENERAL ASSEMBLY About Us Browse Courses The Index

DIGITAL MARKETING COURSE

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- Visit us on campus for an [upcoming info session](#) or digital marketing event to find out more and meet our team.
- Discover 11 marketing skills you need to land your dream job.
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[Request a Syllabus ▶](#) [Apply & Save ▶](#)

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B2B email

GENERAL ASSEMBLY Hire Assess Train

BUSINESS TO BUSINESS EMAIL HEADER TAG

Learn to Network with Executives



Cultivating meaningful relationships is a key to success. In fact, it can lead to the biggest opportunities of your life. As you grow and flourish in your career, though, your networking tactics need to evolve to place you in front of the right senior executives at innovative, cutting-edge companies.

Ace the executive networking game with [expert tips](#) from Ali Levitan, head of General Assembly's Media, Tech, and Telecom team. In GA's new online magazine [The Index](#), Levitan shares insight about:

- staying engaged with your contacts;
- getting facetime with top executives;
- crafting your elevator pitch;
- promoting yourself and your brand;
- leveraging your experience to pay it forward; and more.

"Remember that you are your own best publicist and it's OK to be forward, ambitious, and scrappy to open the right doors."

[Read the Story ▶](#)

Companies Previously Trained

CONDÉ NAST  L'ORÉAL 
VISA  PEARSON  VIACOM 

Discover Talent
Find your next great hire in our global community.

Evaluate Skills
Source and identify top talent with our credential and technology assessment services.

Train Employees
Grow your business with leading-edge training and talent.

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GENERAL ASSEMBLY

About Us Browse Courses The Index

ENTREPRENEURSHIP | THURSDAY, JAN 12

Stand Out From the Crowd



Join us for a talk on how Dermer overcame financial crisis to rebuild a business, brand, and his entrepreneurial spirit. You'll hear his practical approach to tackling challenges that all entrepreneurs face as they confront professional and personal growth.

[Learn More ▶](#)

ENTREPRENEURSHIP | THURSDAY, JAN 12

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[Learn More ▶](#)

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[Learn More ▶](#)

This Week's Workshops & Events

CODING

[Programming for Non-Programmers The Basics](#), Monday Jan. 12, 6pm - 8pm
[Programming for Non-Programmers Bootcamp](#), Monday Jan. 12, 6pm - 8pm

DATA

[Data Science 101](#), Monday Jan. 12, 6pm - 8pm
[Data Analytics 101](#), Monday Jan. 12, 6pm - 8pm

DESIGN

[User Experience Design 101](#), Monday Jan. 12, 6pm - 8pm
[Visual Design 101](#), Monday Jan. 12, 6pm - 8pm

MARKETING AND BUSINESS

[Intro to Google Analytics](#), Monday Jan. 12, 6pm - 8pm
[Digital Marketing Bootcamp](#), Monday Jan. 12, 8pm - 9:30pm
[Digital Marketing 101](#), Tuesday Jan. 13 6pm - 8pm
[Facebook Advertising Bootcamp](#), Wednesday Jan. 14 7pm

PRODUCT MANAGEMENT

[User Experience Design 101](#), Monday Jan. 12, 6pm - 8pm
[Visual Design 101](#), Monday Jan. 12, 6pm - 8pm

Upcoming Part-Time Courses & Full-Time Immersives

CODING

[Web Development Immersive | Full-Time](#)
Monday - Friday, 2/27 - 5/5, 9am - 4pm

[Front-End Web Development | Part-Time](#)
Tuesdays & Thursdays, 2/14 - 4/20, 6:30pm - 9:30pm

DATA

[Data Science | Part-Time](#)
Tuesdays & Thursdays, 1/17 - 2/23 6:30pm - 9:30pm
[Data Science Immersive | Full-Time](#)
Monday - Friday, 1/23 - 4/17, 9am - 5pm
Monday - Friday 2/14 - 4/20, 9am - 5pm

DESIGN

[Visual Design | Part Time](#)
Tuesdays & Thursdays, 2/21 - 4/27, 6pm - 8pm
[User Experience Design Immersive | Full-Time](#)
Monday - Friday, 2/27 - 5/5, 9am - 4pm
Monday - Friday, 3/1 - 6/1, 9am - 5pm

MARKETING AND BUSINESS

[Digital Marketing Immersive | Full-Time](#)
Monday - Saturday, 2/6 - 2/11, 9am - 5:30pm
[Digital Marketing | Part-Time](#)
Tuesdays & Thursdays, 2/21 - 4/25, 6pm - 8pm

PRODUCT MANAGEMENT

[Product Management | Part-Time](#)
Mondays & Wednesdays, 2/25 - 4/26, 8:15pm - 10:15pm



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Newsletter Template Full View

Used For:

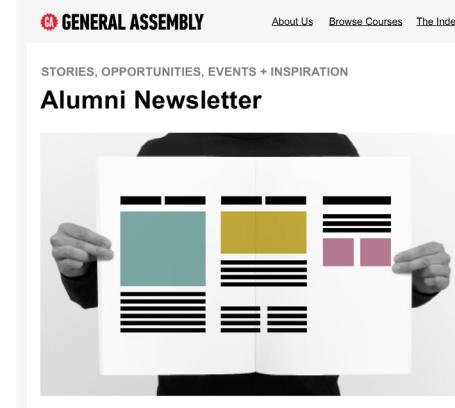
- Sunday newsletter email
- Alumni Newsletter
- Social Impact Newsletter

Components:

- Navigation bar
- Header tag
- Primary headline
- Hero image (optional)
- Stacked content section
- Event List With In-Line Links or Location List With In-Line Links
- Course List With In-Line Links
- CTA Button(s)
- Social icon footer
- Location footer (optional)

Additional Examples Using this Template:

Alumni Newsletter



Help reimagine higher ed. Through its OpenIDEO Challenge, the Department of Education is working to learn more about today's students so it can shape the future of the educational system to meet their needs. As a member of the GA community, you can help. Submit your own stories, or have a friend or colleague interview you and upload their impressions.

[Learn More ▶](#)

Social Impact Newsletter



As new leaders head to Washington this January, we want to do our part to ensure that the expansion of computer science education continues. And we're asking for your help. For every supporter who signs this pledge, we're donating \$1 to Black Girls Code, a nonprofit organization whose mission is to provide young and preteen girls of color access to STEM education. If you want to know where we stand, our Vice President of Legal and External Affairs, Liz Simon, wrote a piece in TechCrunch with five considerations about accelerated learning for the next administration.

[Make the Pledge ▶](#)

Honoring Veteran Service

We're proud to have welcomed more than 300 veterans into the General Assembly community as full-time students and are committed to finding new ways to increase access to tech careers for more of our servicemen and women. That's why we're thrilled to announce a new 10% tuition credit for veterans that can be applied to any of our part-time or full-time courses.

[Save Your Spot ▶](#)

Realize the Potential of Your Ideas

Help us celebrate the spirit of enterprise and the entrepreneurs striving to improve our world. Through our partnership with Frank + Oak and The 50/50 Founders' Fund, we will recognize socially conscious entrepreneurs with \$10,000 in seed-stage funding, access to General Assembly courses, and advice from an advisory board of entrepreneurs. Apply for your chance to realize the potential of your ideas.

[Apply Today ▶](#)

Introducing the Adobe Digital Academy

We are proud to be partnering with Adobe in the development of the [Adobe Digital Academy](#), a Bay Area-based program focused on offering opportunities in technology to underrepresented communities. For applicants who are interested in learning more about this scholarship and internship opportunity, you can join the Adobe and General Assembly teams at our San Francisco campus for an info session on Wednesday, December 14, 2016.

[Learn More ▶](#)

GA Student Outcomes Report

We believe that transparency in reporting student outcomes is the best way to empower students whose goals, life circumstances, and career paths differ widely. As a result, we released our Inaugural Student Outcomes Report with data verified KPMG LLP. While this report represents the culmination of a 12-month commitment from our team, it is just the first step in a process that we hope can inform a paradigm shift in how we think about measuring and reporting outcomes across the education-to-employment landscape.

[Redeem Your Credit ▶](#)

Upcoming at GA Campuses

LOS ANGELES

[DTLA New Campus Launch Party](#), Thursday, Jan. 19, 6:00 pm - 9:00 pm

NEW YORK CITY

[Tap into Tech](#), Wednesday Jan. 25, 6:30 pm - 8:30 pm

SEATTLE

[Craft Beer and Code](#), Wednesday, Jan. 25, 6:30 pm - 8:30 pm

WASHINGTON D.C.

[Millennial Mixer](#), Friday, Jan. 6, 5:30 pm - 7:00 pm



YOUR NEAREST CAMPUS

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hello@ga.co

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