# Email template

##### [Your instructions are in the brackets. Delete them when finished.]

**From:** [yourfirstname.yourlastname@redopalinnovations.com]

**Sent:** [today’s date]

**To:** [firstname.lastname@redopalinnovations.com]

**Subject:** [subject of email]

**[Body example:** Dear Mr Bob Smith,

Guidelines are created to promote consistency across communications and protect brand equity by illustrating how the values of the brand can be communicated through every aspect of its visual language.

Brand Guidelines unify philosophy and ideology of the brand to promote internal understanding and motivation to communicate the brand meaning in the appropriate manner. Style Guidelines then go on to provide visual and organizational implementation guides for communicating the brand meaning in the most efficient way. They help us convey an image of trustworthiness, innovation, credibility and stability.

Consumers measure the credibility and commitment of a brand through how consistently it communicates its values. This document acts as the single authoritative point of reference to develop specific digital communications in line with the values of ROI.

The ROI language stems from and revolves around the brand’s values:

* executive experiences
* networking
* individuality
* expertise and responsibility.

Kind regards,]

**Signature block:** [your name and details as relevant]



Save a tree. Please do not print this email unless you really need to.

