

EVENT TEMPLATE: STANDARD

Use this template to create a variety of emails for your event marketing, including save-the-date, invitations, reminders, surveys and thank-yous. The template contains basic building blocks such as header, title and main copy, as well as optional content such as hero image, more copy, speakers, add-to-calendars, sponsors and related info. Use or remove any sections marked "optional" to suit your content needs.

Disclaimer

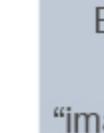
Emails built from the brand templates in Marketing Cloud will show minor visual differences from the original design, due to the limitation in customization. But they do not affect content or functionality.



Sample Department



Event hero image optional
Recommended: 600x350 (height flexible)
Retina size:1200x700
"event-hero-1200x700.jpg"

Email Title Goes Here (28/32)
You Are Warmly Invited**Subtitle Here Optional (20/24)**

(16/24) Provide an introduction and main event info here. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec odio. Quisque volutpat mattis eros. Nullam malesuada erat ut turpis.

Event Date

Date, time, etc.

Event Location

Street number, City, State, Zip, etc.

Call to Action**Subheader Optional**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec odio. Quisque volutpat mattis eros. Nullam malesuada erat ut turpis.

Subheader Optional

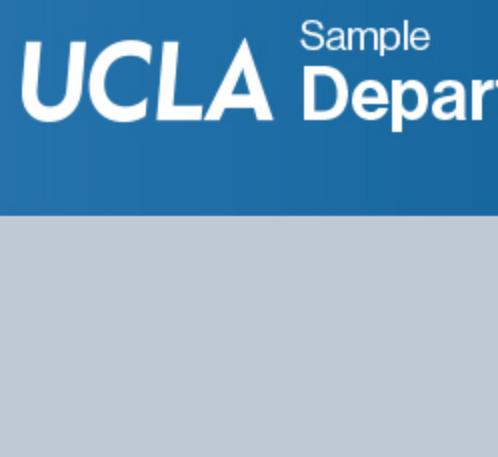
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec odio. Quisque volutpat mattis eros. Nullam malesuada erat ut turpis.

- Lorem ipsum dolor sit amet
- consectetur adipiscing elit
- Quisque volutpat mattis eros

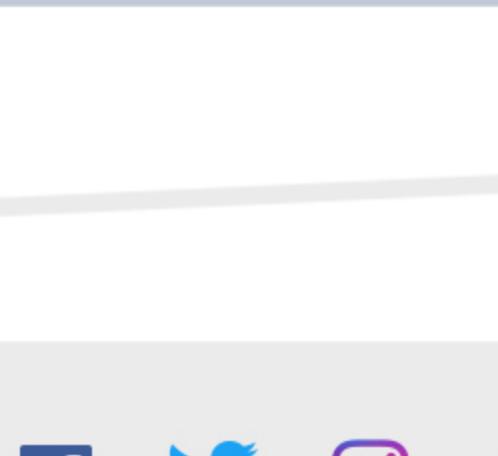
Subheader Optional

Contact Joe at jbruin@ucla.edu or 310-825-4321.

For more information, visit [this website](#).

**SPEAKER OPTIONAL (12/18)****Joe Bruin (20/24)**

(16/24) Brief description. Image on the left displays 200x160 on desktop and 520x416 on mobile. Limit 160 characters including spaces. [Link to landing page](#).

**SPEAKER OPTIONAL (12/18)****Josie Bruin (20/24)**

(16/24) Brief description. Image on the left displays 200x160 on desktop and 520x416 on mobile. Limit 160 characters including spaces. [Link to landing page](#).

Add This Event to Your Calendar Optional (20/24)

[Gmail](#) | [Apple](#) | [Outlook](#) | [Outlook.com](#) | [Yahoo](#)

Thanks to Sponsors Optional (20/24)

Composite graphic of sponsor logos
Recommended: GIF or PNG
Width 1040, height flexible

Related Content Optional (20/24)

(16/24) This is content related to the email but not the focus of the email, such as information about the hosting organization, event history, etc.
[relatedlinks@ucla.edu](#).

**UCLA**

Phone: 310-825-1234 | Email: info@department.ucla.edu (14/24)

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This email was sent to [JosieBruin@ucla.edu](mailto:josiebruin@ucla.edu) | [Unsubscribe](#)

UCLA External Affairs

10920 Wilshire Blvd. Ste 1100

Los Angeles, CA 90024 US

- Use the boxed, full color version of your department logo.

TIP Make sure to use the latest, correct logo according to the updated brand guidelines. Departments and campus groups can request logos on [brand.ucla.edu](#).

TIP Use a retina image to ensure your logos and images look sharp, not blurry.

TIP There will be four variations provided for the header treatment. See "Event Standard Variations" section.

- Use the same dark grey as the body text for email title. Do not change the color to blue as it may appear clickable in the context.

TIP We recommend a clear and direct headline stating the purpose of the email to engage readers in a short time span.

- **TIP** This is the main copy section. Keep introduction brief. Share the "What, When and Where" up front.

TIP Use a verb for the button text. Be specific and descriptive so readers know what to expect once they click the button.

TIP There should be only one main CTA button for each email.

- **TIP** This is an optional section for more copy on event details.

TIP Do not change the blue link color. It is selected to work with UCLA brand blue and ADA standard. In-text links must also be underlined.

- **TIP** This is an optional section on speaker/panelist/contributor information.

TIP Keep your content concise. Follow the character limits. Full information should be housed on landing pages. The email should primarily focus readers on the CTA button.

TIP If length is inevitable, repeat CTA button towards the end of a long email.

- **TIP** This is an optional section of add-to-calendar links, sometimes used for save-the-date email. For more information, visit [addevent.com](#).

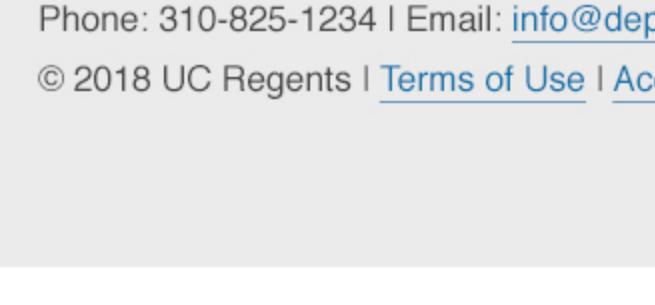
- **TIP** This is an optional section for sponsors. We recommend one composite graphic for all the sponsor logos for flexible design and simple coding.

TIP This is an optional section for related content. Use it sparingly.

Do not change the dark blue background and the white text color. Links will be white with underline.

- Social icons should adhere to each social channel's brand guidelines. On light background the icon set needs to be full color. Do not change them to be monochromatic unless they are white on dark background. The active area of each icon should be larger than 44 x 44 pixels.
- The standard email footer is left aligned for consistency across all the University groups. Use the UCLA logo if your department logo is already in the header. Customize with your department's contact info.

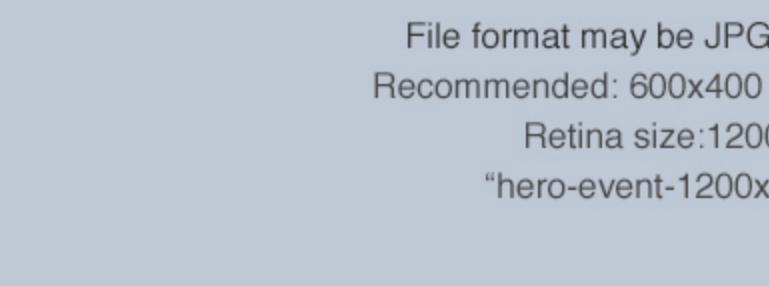
- **TIP** This is a built-in dynamic footer in Marketing Cloud. It will be automatically added to your email during deployment.

VARIATIONS FOR THIS TEMPLATE**Blue Header**

Sample Department



Event hero image (optional)
Recommended: 600x350 (height flexible)
Retina size:1200x700
"hero-event-1200x700.jpg"

**UCLA**

Phone: 310-825-1234 | Email: info@department.ucla.edu (14/24)

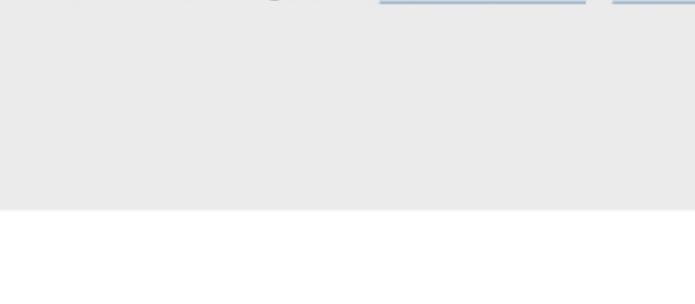
© 2018 UC Regents | [Terms of Use](#) | [Accessibility](#)

- Use the unboxed, white version of your department logo on a blue background.

TIP This is a good option if you want to have more brand blue tones in your email.

TIP Use a retina image to ensure your logo and images look sharp, not blurry.

TIP The blue gradient background may not render in some email clients; in which case it will default to the solid UCLA blue.

UCLA Header

Sample Department



Event hero image (optional)
Recommended: 600x350 (height flexible)
Retina size:1200x700
"hero-event-1200x700.jpg"

UCLA

Phone: 310-825-1234 | Email: info@department.ucla.edu (14/24)

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- Use the unboxed UCLA logo on white background.

TIP This is a good option when the broad UCLA identity, rather than a less known department or group, is more appropriate or appealing to your target audience to encourage event attendance.

TIP This is also a good option if your department or group has a long name and the logo may be too heavy visually for the header space. Place your department logo in the footer instead.

TIP Use a retina image to ensure your logos and images look sharp, not blurry.

TIP The standard email footer is left aligned for consistency across all the University groups. Use the UCLA logo if your department logo is already in the header. Customize with your department's contact info.

TIP This is a built-in dynamic footer in Marketing Cloud. It will be automatically added to your email during deployment.

Text Header

Sample Department

Event hero image (optional)
Recommended: 600x350 (height flexible)
Retina size:1200x700
"hero-event-1200x700.jpg"

UCLA

Phone: 310-825-1234 | Email: info@department.ucla.edu (14/24)

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- Enter event name as HTML text on a blue background.

TIP This is a good option for established recurring events and programs familiar to your audience, but not necessarily having a visual identity, such as staff meetings, trainings, surveys, etc.

TIP The blue gradient background may not render in some email clients; in which case it will default to the solid UCLA blue.

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EVENT TEMPLATE: LITE

Use this template to create simple save-the-date and invitations with short copy. May work well for academic events such as lectures, panels, discussions and performances.

Disclaimer

Emails built from the brand templates in Marketing Cloud will show minor visual differences from the original design, due to the limitation in customization. But they do not affect content or functionality.

DEPARTMENT NAME
and/or
PROFESSOR NAME & TITLE OPTIONAL

cordially invite you to the

**YOUR EVENT TITLE
GOES HERE**

featuring

Special Guest Joe Bruin Optional

Title of the special guest

Event center image (optional)
Recommended width: 300~480
Retina width: 600~960
Recommended height: 200~250
Retina height 400~500
"image-centerpiece-600x500.jpg"

EVENT DAY AND DATE
6:00 p.m. Program One
7:00 p.m. Program Two

EVENT LOCATION
Room number
Street number, City, State, Zip

Call to Action

Please [RSVP](#) by this date.
Lorem ipsum dolor sit amet, consectetuer adipiscing elit.
Donec odio. Quisque volutpat mattis eros.

UCLA

Phone: 310-825-1234 | Email: info@department.ucla.edu
© 2018 UC Regents | [Terms of Use](#) | [Accessibility](#)

This email was sent to JosieBruin@ucla.edu | [Unsubscribe](#)
UCLA External Affairs
10920 Wilshire Blvd. Ste 1100
Los Angeles, CA 90024 US

- Use the unboxed, white version of your department logo on a blue background.

Make sure to use the latest, correct logo according to the updated brand guidelines. Departments and campus groups can request logos on brand.ucla.edu.

TIP Use a retina image to ensure your logos and images look sharp, not blurry.

- Use the same dark grey as the body text for email title. Do not change the color to blue as it may appear clickable in the context.

- Keep your copy concise. Link to landing page if needed. Because centered text is harder to read, do not use this template if your content is lengthy.

- **TIP** Use a verb for the button text. Be specific and descriptive so readers know what to expect once they click the button.

- **Do not change the blue link color.** It is selected to work with UCLA brand blue and ADA standard. In-text links must also be underlined.

- Social icons should adhere to each social channel's brand guidelines. They can be white on dark background. The active area of each icon should be larger than 44 x 44 pixels.

- The standard email footer is left aligned for consistency across all the University groups. Use the UCLA logo if your department logo is already in the header. Customize with your department's contact info.

- **TIP** This is a built-in dynamic footer in Marketing Cloud. It will be automatically added to your email during deployment.

VARIATION FOR THIS TEMPLATE

UCLA

UCLA Sample Department With A Long Name

Phone: 310-825-1234 | Email: info@department.ucla.edu
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- Use the unboxed, white UCLA logo in the header.

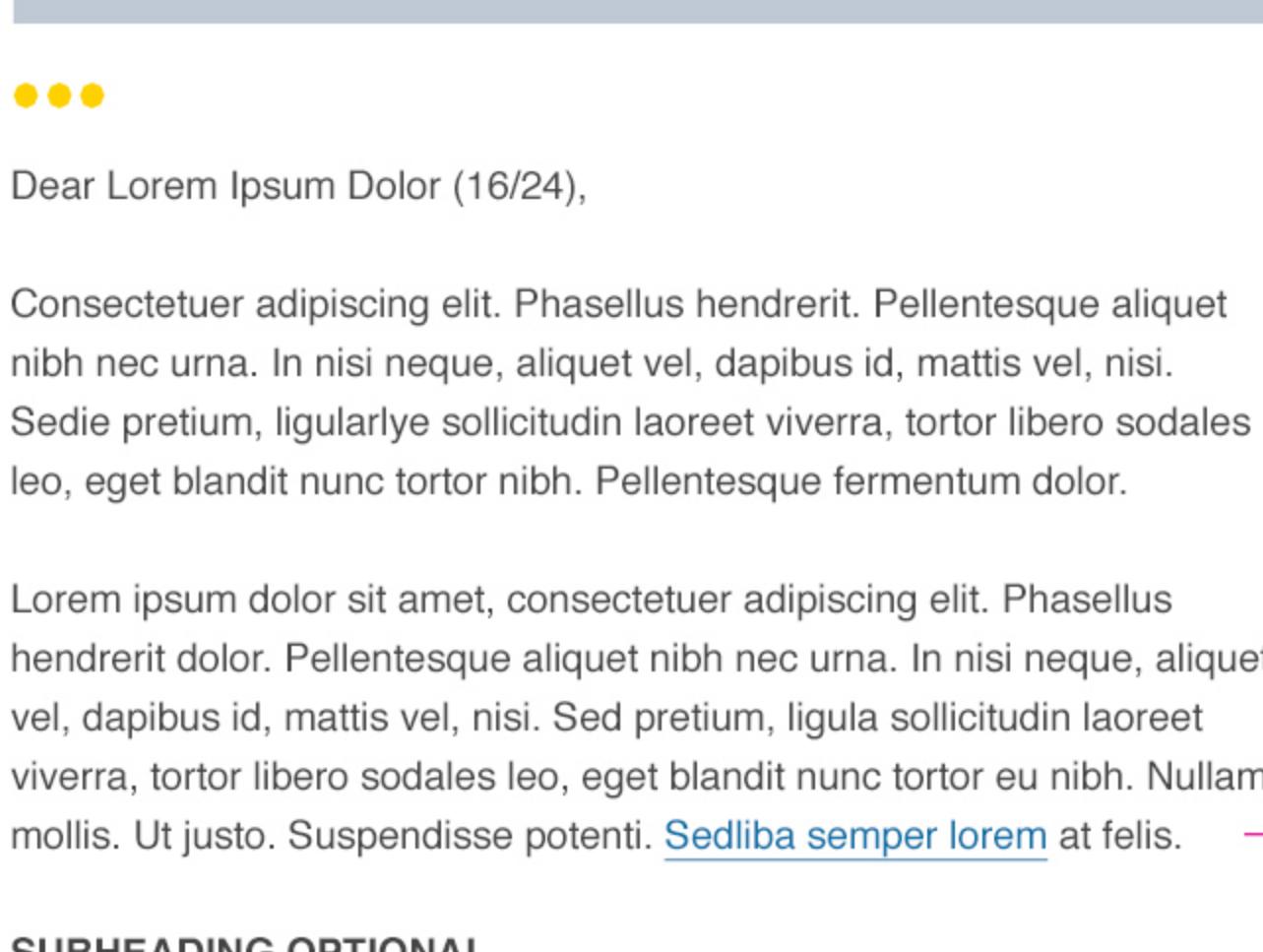
TIP This is a good option when the broad UCLA identity, rather than a less known department or group, is more appropriate or appealing to your target audience to encourage event attendance.

TIP This is also a good option if your department or group has a long name and the logo may be too heavy visually for the header space. Place your department logo in the footer instead.

ANNOUNCEMENT TEMPLATE

Use this template for general, non-event, non-periodical communications, such as letters, announcements, reports, donor appreciation, call for volunteers, etc. In addition to basic letter elements, this template provides optional content including hero image, in-text image and call-to-action button. Use or remove these elements to suit your content need.

UCLA Sample Department



Letter hero image (optional)
Recommended: 520x250 (height flexible)
Retina size:1040x500
"hero-letter-1040x500.jpg"

• Use the boxed, full color version of your department logo.

Make sure to use the latest, correct logo according to the updated brand guidelines. Departments and campus groups can request logos on [brand.ucla.edu](#).

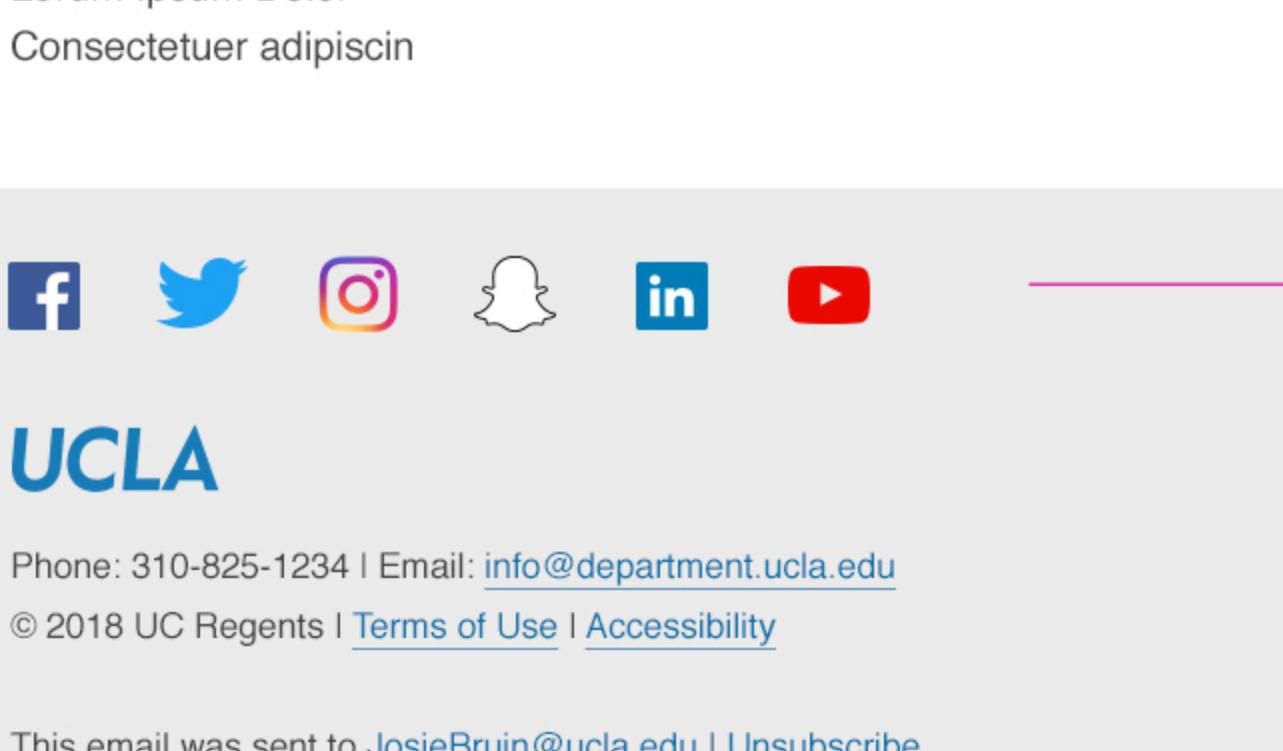
TIP Use a retina image to ensure your logos and images look sharp, not blurry.

TIP There will be two variations provided for the header treatment.

Dear Lorem Ipsum Dolor (16/24),

Consectetuer adipiscing elit. Phasellus hendrerit. Pellentesque aliquet nibh nec urna. In nisi neque, aliquet vel, dapibus id, mattis vel, nisi. Sedie pretium, ligularlye sollicitudin laoreet viverra, tortor libero sodales leo, eget blandit nunc tortor nibh. Pellentesque fermentum dolor.

• Suspendisse ac urna. Etiam pellentesque mauris ut lectus.
• Nunc tellus ante, mattis eget, gravida vitae, ultricies ac, leo.
• Integer leo pede, ornare a, lacinia eu, vulputate vel, nisl.



In-text image (optional)
Recommended: 520x250 (height flexible)
Retina size:1040x500

• Do not change the blue link color. It is selected to work with UCLA brand blue and ADA standard. In-text links must also be underlined.

SUBHEADING OPTIONAL

Lacus a ultrices sagittis, mi neque euismod dui, eu pulvinar nunc sapien ornare nisl. Phasellus pede arcu, dapibus eu, fermentum et, dapibus sed, urna. Morbi interdum mollis sapien. Sed ac risus.

• TIP Use a verb for the button text. Be specific and descriptive so readers know what to expect once they click the button.

Call to Action

The button above is optional to make the Call to Action stronger. You can also use an [in-text link like this](#).

Sincerely,

Lorum Ipsum Dolor
Consectetuer adipiscin



VARIATIONS FOR THIS TEMPLATE

Blue Header

UCLA Sample Department

• Use the unboxed, white version of your department logo on blue background.

TIP The blue gradient background may not render in some email clients, in which case it will default to the solid UCLA blue.

Dear Lorem Ipsum Dolor,

(16/24) This is a variation of the standard LETTER template, using a blue header with white department logo. Only basic text is shown in this example, but all optional content can be used.

Text Header

UCLA DEPARTMENT NAME OPTIONAL (16/24 bold)

• Enter a headline as HTML text on blue background.

HEADLINE FOR THIS COMMUNICATION (36/48)

Dear Lorem Ipsum Dolor,

(16/24) This is a variation of the standard LETTER template, using a blue header with white department logo. Only basic text is shown in this example, but all optional content can be used.

Disclaimer

Templates built from the brand templates in Marketing Cloud will show minor visual differences from the original design, due to the limitation in customization. But they do not affect content or functionality.

NEWSLETTER TEMPLATE: STANDARD

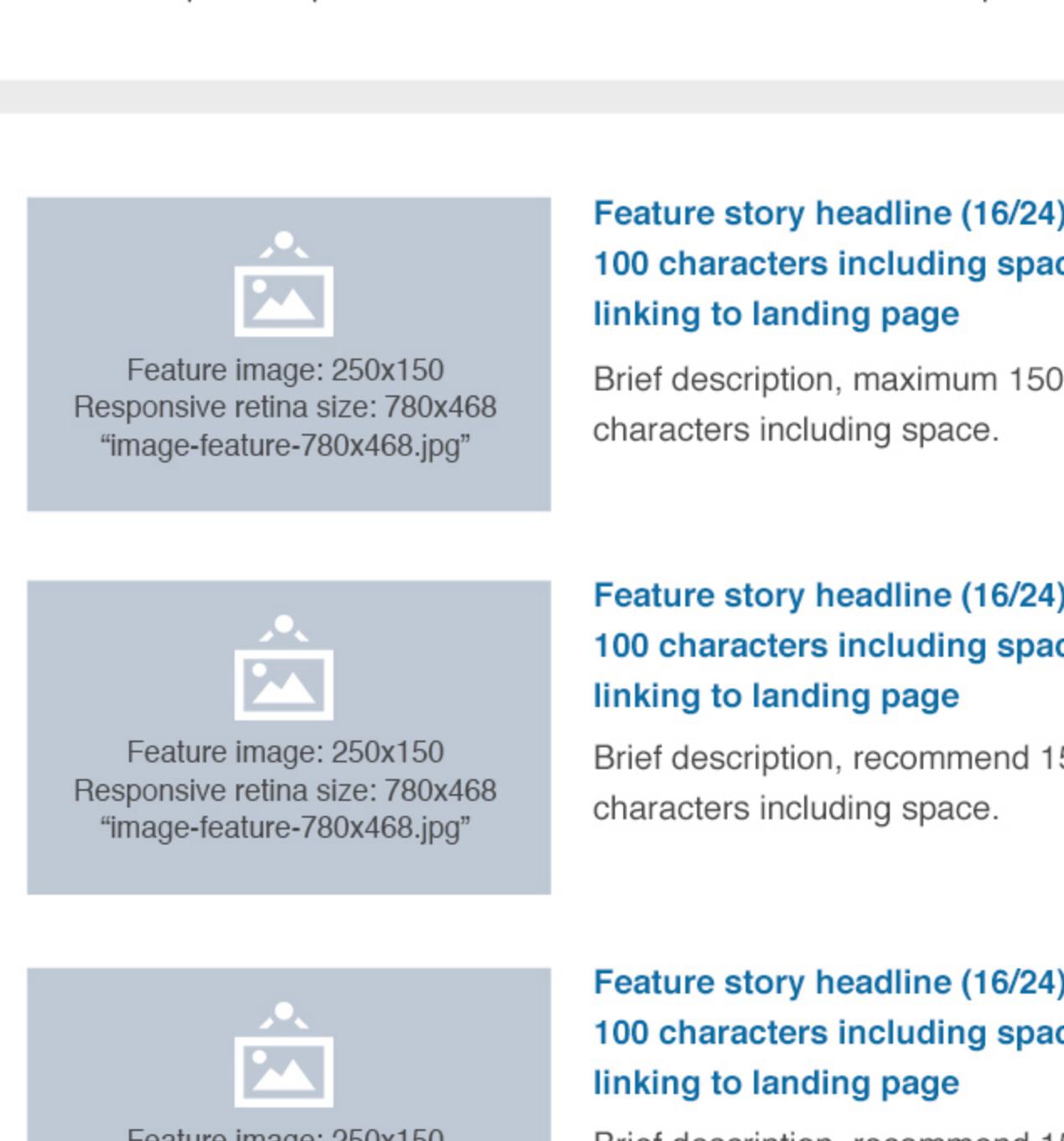
This template is a stack of content blocks including top story, featured stories, short copy and long copy, arranged in a typical order. You can remove, repeat or reorder these sections to suit the needs of your monthly or quarterly newsletters.

Disclaimer

Emails built from the brand templates in Marketing Cloud will show minor visual differences from the original design, due to the limitation in customization. But they do not affect content or functionality.

UCLA Sample Department

● ● ● FALL 2017 ISSUE 16



Newsletter hero image (optional)
Recommended: 520x300 (height flexible)
Retina size:1040x600
"image-top-story-1040x600.jpg"

Top story headline optional (16/24 Bold)

Recommend 250 characters or less, but flexible. Use a compelling image. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec odio. Quisque volutpat mattis eros. Nullam malesuada erat ut turpis.

- Use the boxed, full color version of your department logo.

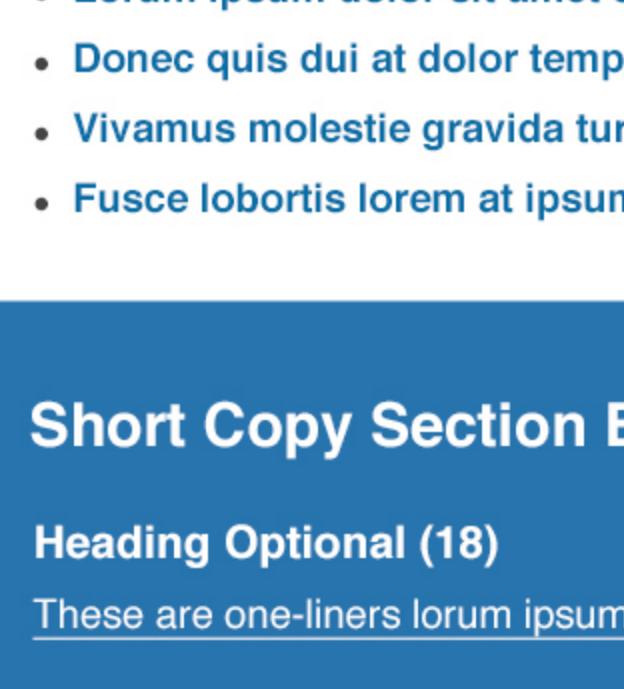
TIP Make sure to use the latest, correct logo according to the updated brand guidelines. Departments and campus groups can request logos on [brand.ucla.edu](#).

TIP Use a retina image to ensure your logos and images look sharp, not blurry.

TIP There will be three variations provided for the header treatment.

Top story section, 1 item

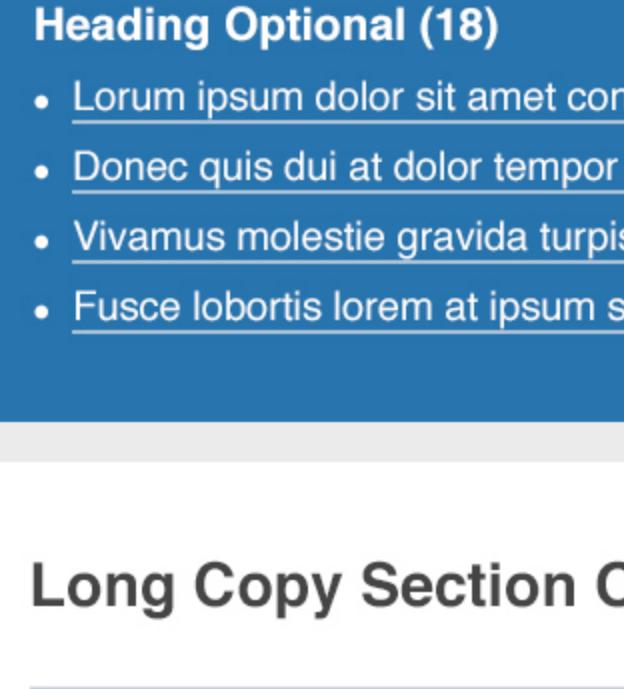
TIP Consider this section as the cover of the newsletter. Use this space for any content of your top priority. It can be news, stories, announcements, events, spotlight, fundraising, etc.



Feature image: 250x150
Responsive retina size: 780x468
"image-feature-780x468.jpg"

Feature story headline (16/24) 100 characters including space, linking to landing page

Brief description, maximum 150 characters including space.



Feature image: 250x150
Responsive retina size: 780x468
"image-feature-780x468.jpg"

Feature story headline (16/24) 100 characters including space, linking to landing page

Brief description, recommend 150 characters including space.

Short Copy Section Optional (24/32)

HEADING OPTIONAL (12/16 ALL CAP)

These are one-liners *lorum ipsum dolor sit amet* (16/24)

HEADING OPTIONAL (12/16 ALL CAP)

These are one-liners *lorum ipsum dolor sit amet consectetur*

HEADING OPTIONAL (12/16 ALL CAP)

- *Lorum ipsum dolor sit amet consectetur*
- *Donec quis dui at dolor tempor interdum*
- *Vivamus molestie gravida turpis*
- *Fusce lobortis lorem at ipsum semper sagittis*

- Do not change the blue link color. It is selected to work with UCLA brand blue and ADA standard. No underline is needed for headline links.

Featured story section, 3-5 items. Do not feature more than 5 items.

TIP Use this space to feature the best and richest content that also have high quality images available.

TIP Use a clear and attention-grabbing headline to encourage click-through to full story. Keep character counts under limit.

Short Copy Section Blue Optional (24/32)

Heading Optional (18)

These are one-liners *lorum ipsum dolor sit amet* (16/28)

Optional Heading (18)

These are one-liners *lorum ipsum dolor sit amet* (16/28)

Heading Optional (18)

- *Lorum ipsum dolor sit amet consectetur* (16/28)
- *Donec quis dui at dolor tempor interdum*
- *Vivamus molestie gravida turpis*
- *Fusce lobortis lorem at ipsum semper sagittis*

Short copy section, blue background

Blue color is selected from brand palette and meets ADA requirements. Do not change to other colors or alter text sizes. Links should be underlined.

TIP Use this section as a visual break. You can use it in place of the section above or combining both.

Long Copy Section Optional (24/32)



Optional image
520x200 (height flexible)
Retina size: 1040x400
"image-longcopy-1040x400.jpg"

This section accommodates longer copy for special announcement, spotlights, message from department officials, etc. May or may not link to landing page. Maximum 400 characters including space. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec odio. Quisque volutpat mattis eros. Sem sit amet interdum consectetur, odio augue aliquam leo, nec dapibus tortor nibh sed augue. In-text link here. Proin malesuada adipiscing lacus metus.

- Long copy section

Use this section only if no other space can accommodate a particular content item. As a general principle, keep your copy short and link to a landing page.

Blue Header

UCLA Sample Department

● ● ● FALL 2017 ISSUE 16 (14)



Newsletter hero image (optional)
Recommended: 520x300 (height flexible)
Retina size:1040x600
"image-top-story-1040x600.jpg"

Top story headline optional (16/24 Bold)

Recommend 250 characters or less, but flexible. Use a compelling image. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec odio. Quisque volutpat mattis eros. Nullam malesuada erat ut turpis.

- Use the unboxed, white version of your department logo on blue background.

TIP This is a good option if you want to have more brand blue tones in your email.

TIP Use a retina image to ensure your logo and images look sharp, not blurry.

TIP The blue gradient background may not render in some email clients, in which case it will default to the solid UCLA blue.

Text Header

UCLA DEPARTMENT
MONTHLY NEWSLETTER

● ● ● FALL 2017 ISSUE 33 (14)

Newsletter hero image (optional)
Recommended: 520x300 (height flexible)
Retina size:1040x600
"image-top-story-1040x600.jpg"

Top story headline optional (16/24 Bold)

Recommend 250 characters or less, but flexible. Use a compelling image. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec odio. Quisque volutpat mattis eros. Nullam malesuada erat ut turpis.

- Enter the name of your newsletter as HTML text.

TIP This option provides flexibility if your newsletter has a unique name. Place your full department logo in the footer.

Custom Header

Newsletter masthead, must include UCLA mark
Recommended: 600x144 (height flexible). Retina size: 1200x288
"header-newsletter-1200x288.jpg"

● ● ● FALL 2017 ISSUE 33 (14)

Newsletter hero image (optional)
Recommended: 520x300 (height flexible)
Retina size:1040x600
"image-top-story-1040x600.jpg"

Top story headline optional (16/24 Bold)

Recommend 250 characters or less, but flexible. Use a compelling image. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec odio. Quisque volutpat mattis eros. Nullam malesuada erat ut turpis.

- Create a custom header incorporating the newsletter name, your department identity and UCLA brand.

TIP This option provides most flexibility if your newsletter has a unique name as well as a visual identity. Place your full department logo in the footer.

VARIATIONS FOR THIS TEMPLATE

Blue Header

UCLA Sample Department

● ● ● FALL 2017 ISSUE 16 (14)



Newsletter hero image (optional)
Recommended: 520x300 (height flexible)
Retina size:1040x600
"image-top-story-1040x600.jpg"

Top story headline optional (16/24 Bold)

Recommend 250 characters or less, but flexible. Use a compelling image. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec odio. Quisque volutpat mattis eros. Nullam malesuada erat ut turpis.

- Social icons should adhere to each social channel's brand guidelines. On light background the icon set needs to be full color. Do not change them to be monochromatic unless they are white on dark background.

TIP The standard email footer is left aligned for consistency across all the University groups. Use the UCLA logo if your department logo is already in the header. Customize with your department's contact info.

TIP This is a built-in dynamic footer in Marketing Cloud. It will be automatically added to your email during deployment.

Text Header

UCLA DEPARTMENT
MONTHLY NEWSLETTER

● ● ● FALL 2017 ISSUE 33 (14)

Newsletter hero image (optional)
Recommended: 520x300 (height flexible)
Retina size:1040x600
"image-top-story-1040x600.jpg"

Top story headline optional (16/24 Bold)

Recommend 250 characters or less, but flexible. Use a compelling image. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec odio. Quisque volutpat mattis eros. Nullam malesuada erat ut turpis.

- Enter the name of your newsletter as HTML text.

TIP This option provides flexibility if your newsletter has a unique name. Place your full department logo in the footer.

Custom Header

Newsletter masthead, must include UCLA mark
Recommended: 600x144 (height flexible). Retina size: 1200x288
"header-newsletter-1200x288.jpg"

● ● ● FALL 2017 ISSUE 33 (14)



Newsletter hero image (optional)
Recommended: 520x300 (height flexible)
Retina size:1040x600
"image-top-story-1040x600.jpg"

Top story headline optional (16/24 Bold)

Recommend 250 characters or less, but flexible. Use a compelling image. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec odio. Quisque volutpat mattis eros. Nullam malesuada erat ut turpis.

- Create a custom header incorporating the newsletter name, your department identity and UCLA brand.

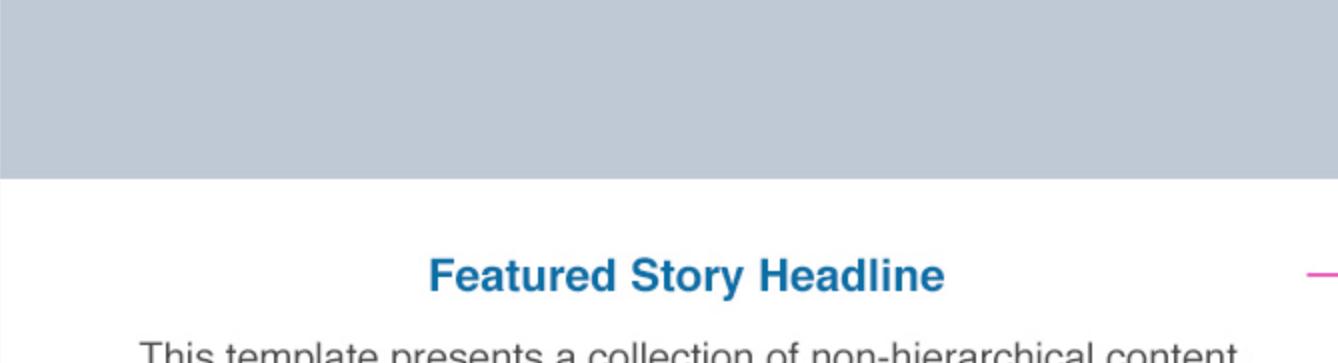
TIP This option provides most flexibility if your newsletter has a unique name as well as a visual identity. Place your full department logo in the footer.

NEWSLETTER TEMPLATE: LITE

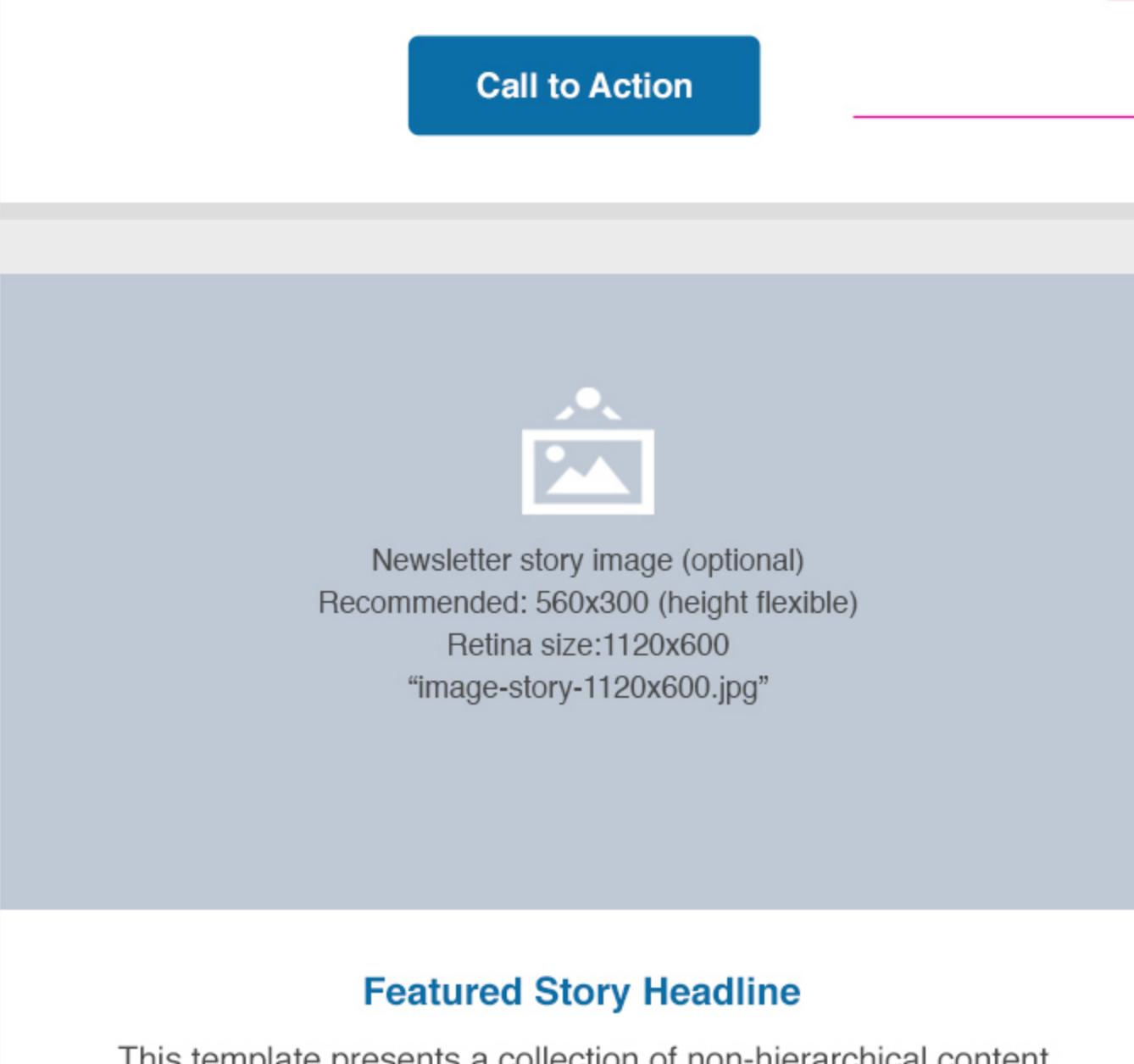
This template is a stack of uniform, non-hierarchical content cards. Use this simple structure if you have only one or two types of content to share.

Disclaimer

Emails built from the brand templates in Marketing Cloud will show minor visual differences from the original design, due to the limitation in customization. But they do not affect content or functionality.



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**Featured Story Headline**

This template presents a collection of non-hierarchical content. A short teaser copy drives readers to [landing page](#). Recommend 200 characters or less. The CTA button below is optional.

Call to Action

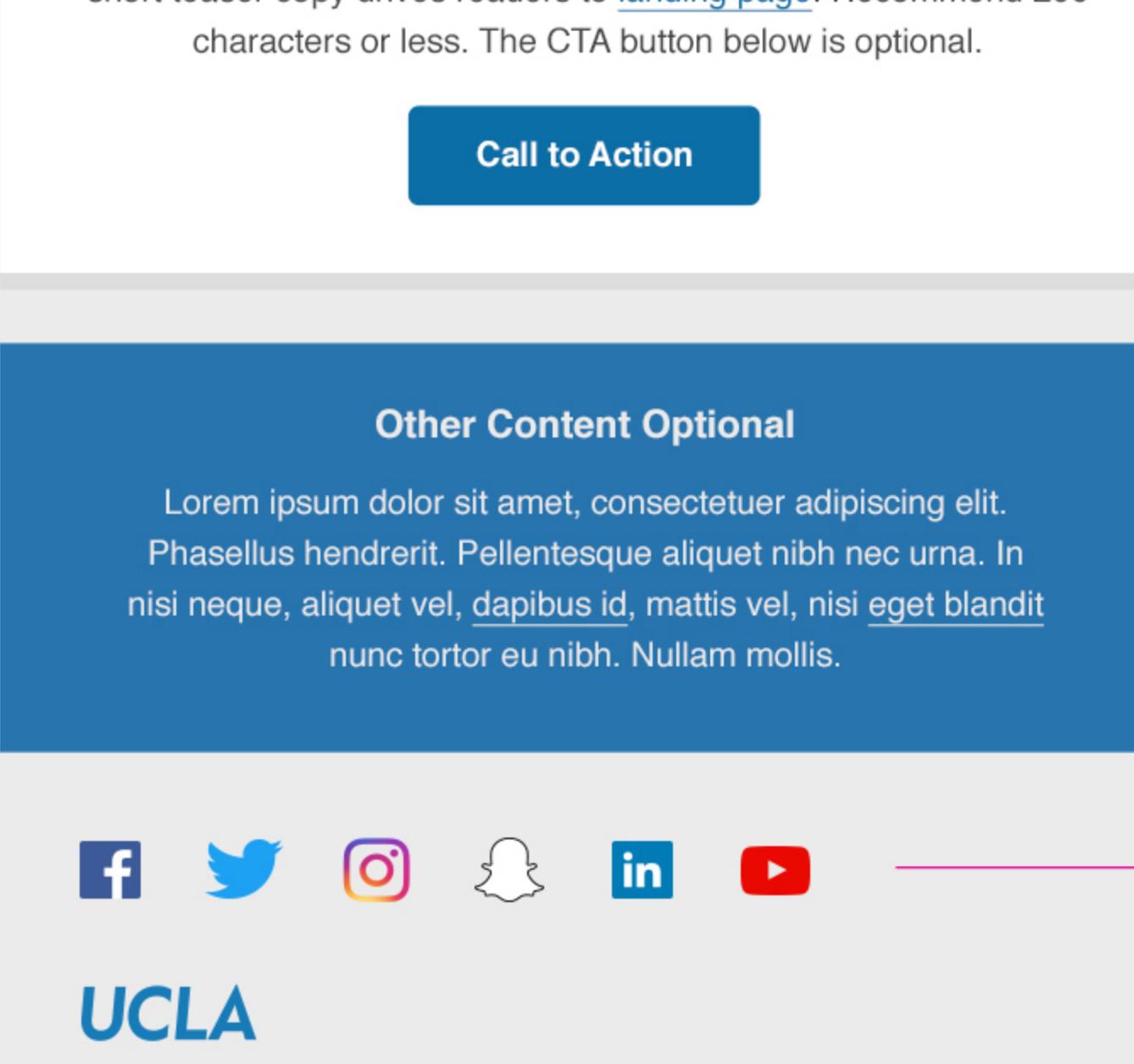
- Use unboxed, white version of your department logo on a blue background.

TIP Make sure to use the latest, correct logo according to the updated brand guidelines. Departments and campus groups can request logos on [brand.ucla.edu](#).

TIP Use a retina image to ensure your logos and images look sharp, not blurry.

TIP The blue gradient background may not render in some email clients, in which case it will default to the solid UCLA blue.

TIP There will be three variations provided for the header treatment.

**Featured Story Headline**

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Call to Action**Featured Story Headline**

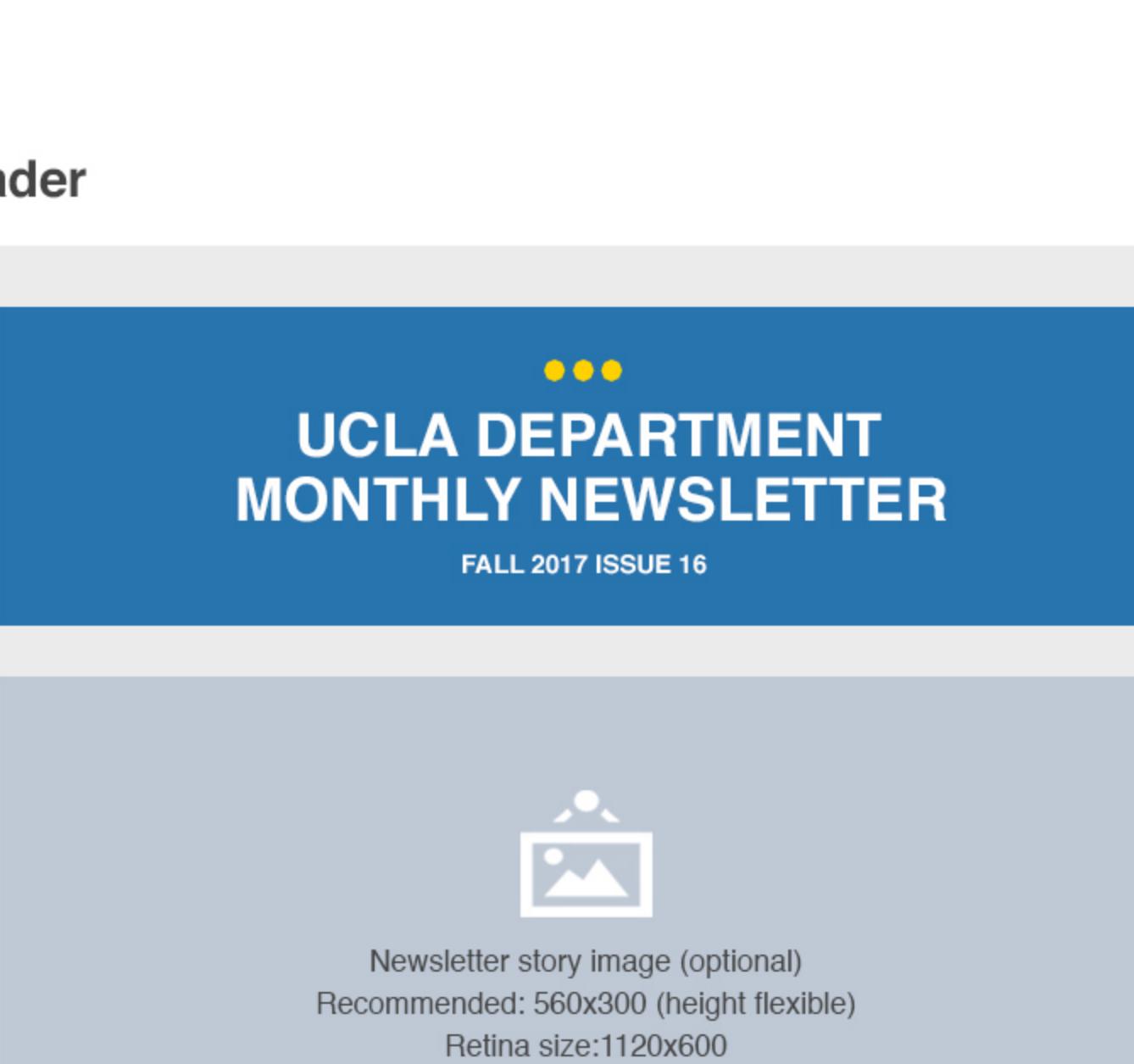
This template presents a collection of non-hierarchical content. A short teaser copy drives readers to [landing page](#). Recommend 200 characters or less. The CTA button below is optional.

Call to Action

- Do not change the blue link color. It is selected to work with UCLA brand blue and ADA standard. In-text links need to be underlined.

- **TIP** Use a short teaser copy to drive reader to landing page.

- **TIP** Use a verb for the button text. Be specific and descriptive so readers know what to expect once they click the button.

**Featured Story Headline**

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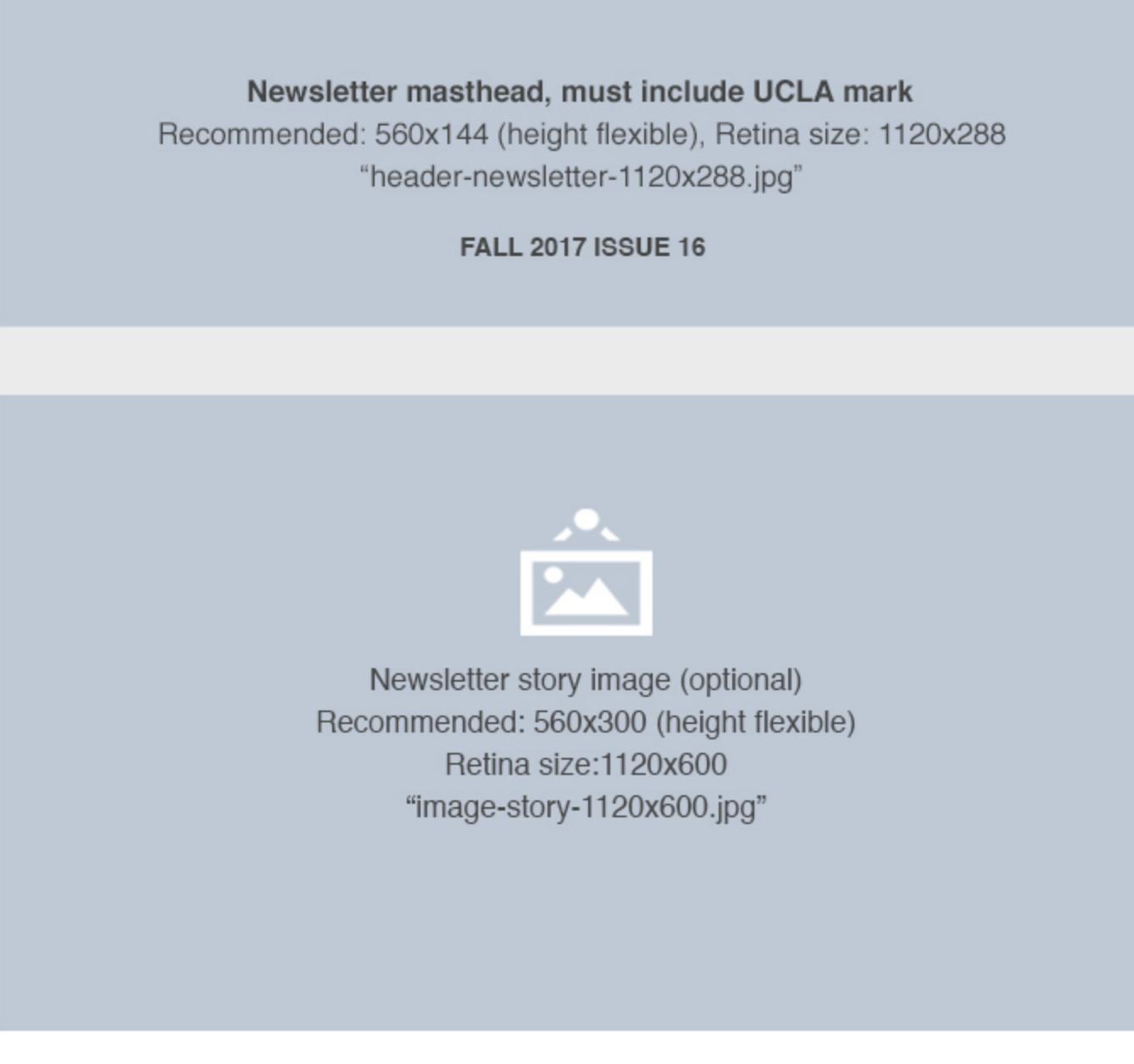
Call to Action

- Blue color is selected from brand palette and meets ADA requirements. Do not change to other colors or alter text sizes. In-text links need to be underlined.

- Social icons should adhere to each social channel's brand guidelines. On light background the icon set needs to be full color. Do not change them to be monochromatic unless they are white on dark background.

- The standard email footer is left aligned for consistency across all the University groups. Use the UCLA logo if your department logo is already in the header. Customize with your department's contact info.

- **TIP** This is a built-in dynamic footer in Marketing Cloud. It will be automatically added to your email during deployment.

VARIATIONS FOR THIS TEMPLATE**Blue Background****Featured Story Headline**

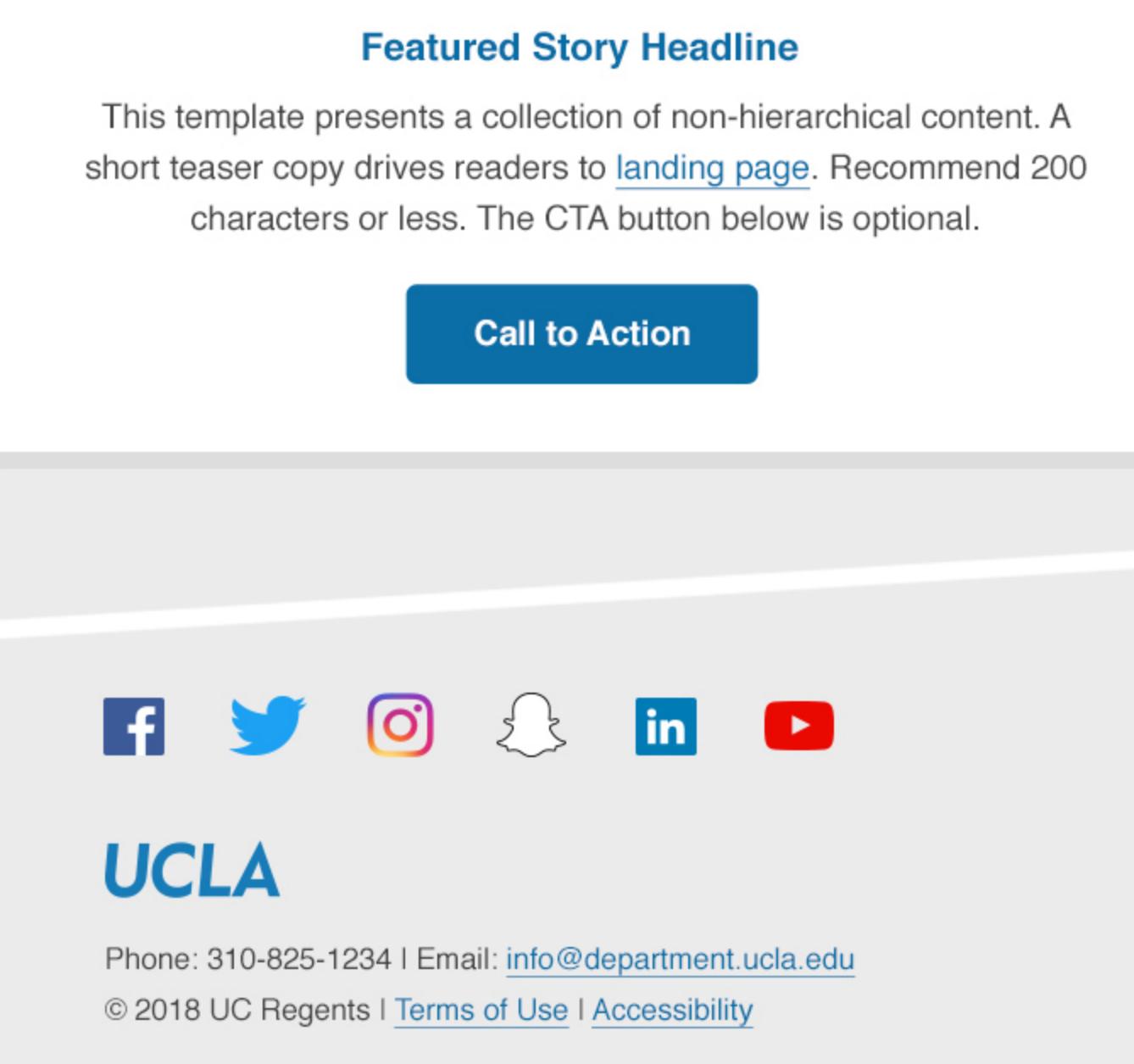
This template presents a collection of non-hierarchical content. A short teaser copy drives readers to [landing page](#). Recommend 200 characters or less. The CTA button below is optional.

Call to Action

- Use the unboxed, white version of your department logo on blue background.

TIP Use this option if you want to have a lot of UCLA blue in your email.

TIP Use a retina image to ensure your logo and images look sharp, not blurry.

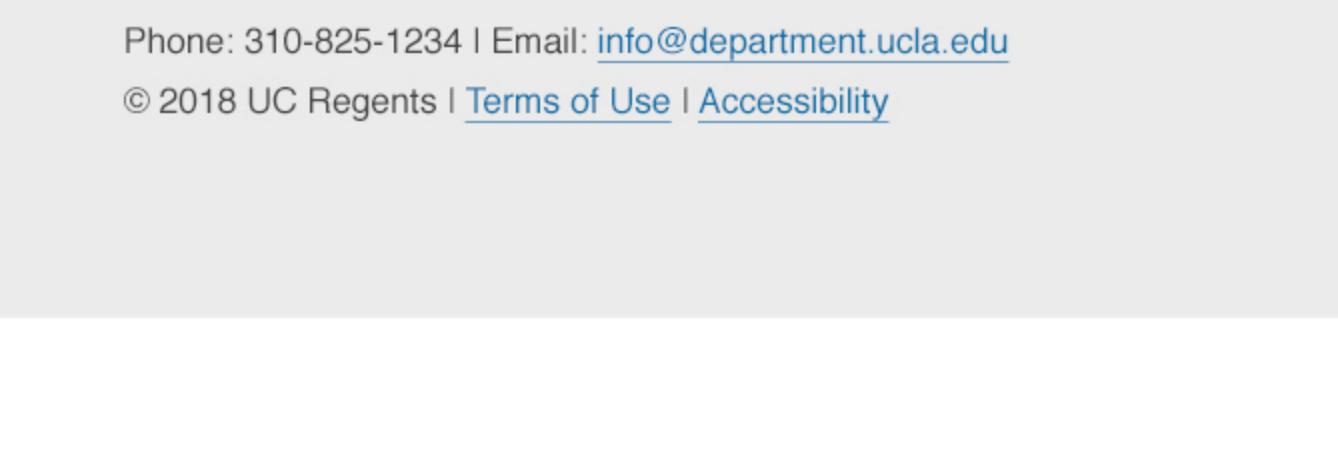
**Featured Story Headline**

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Call to Action

- Enter the name of your newsletter as HTML text on a blue background.

TIP This option provides flexibility if your newsletter has a unique name. Place your full department logo in the footer.

Text Header**Featured Story Headline**

This template presents a collection of non-hierarchical content. A short teaser copy drives readers to [landing page](#). Recommend 200 characters or less. The CTA button below is optional.

Call to Action

- Create a custom header incorporating the newsletter name, your department's name and UCLA brand.

TIP This option provides most flexibility if your newsletter has a unique name as well as a visual identity. Place your full department logo in the footer.

Featured Story Headline

This template presents a collection of non-hierarchical content. A short teaser copy drives readers to [landing page](#). Recommend 200 characters or less. The CTA button below is optional.

Call to Action**Featured Story Headline**

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Call to Action

- Use unboxed, white version of your department logo on a blue background.

TIP Use a retina image to ensure your logo and images look sharp, not blurry.

TIP Use a verb for the button text. Be specific and descriptive so readers know what to expect once they click the button.

Featured Story Headline

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