

# 3 - Bing email template guidelines

August 2013

These email template guidelines are detailed instructions on how to create email communications. For complete guidance on font, logo, color, photography and voice, please refer to the Bing brand guidelines.

The Bing email template system helps us be simple, clear and direct. Utilizing this system will ensure that our email communication is consistent and powerful.

## Consistently expressing our brand in email communications

These guidelines are an introduction to the template system created for Bing email communications.

For complete guidance on font, logo, color, photography and voice, please refer to the Bing brand guidelines.

For all Bing visual identity assets see Brand Tools.

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## The system

Due to the wide variety of formats and messaging, a modular template system was created.

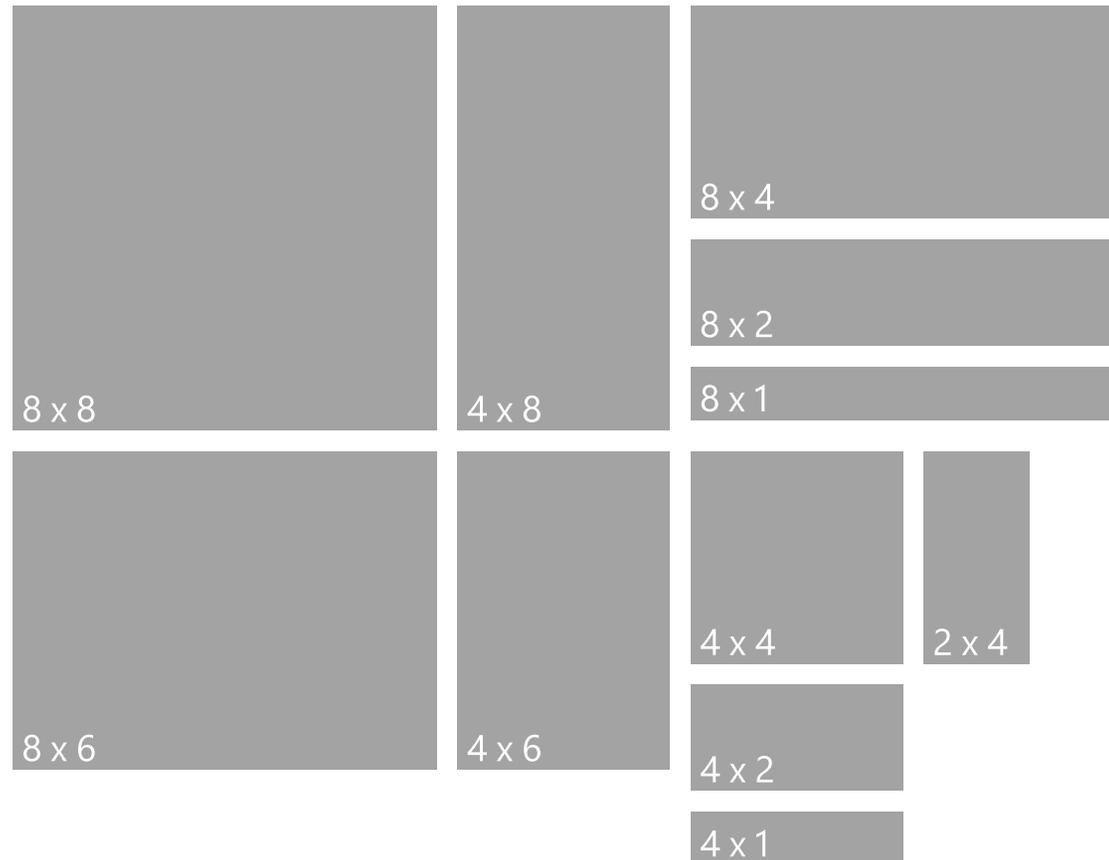
This system is designed to be flexible enough to encompass all email needs.

The modules are designed to be arranged in any combination while retaining their integrity.

The email template system is based on modules that can be combined in infinite ways.

## The foundation of the system - individual modules

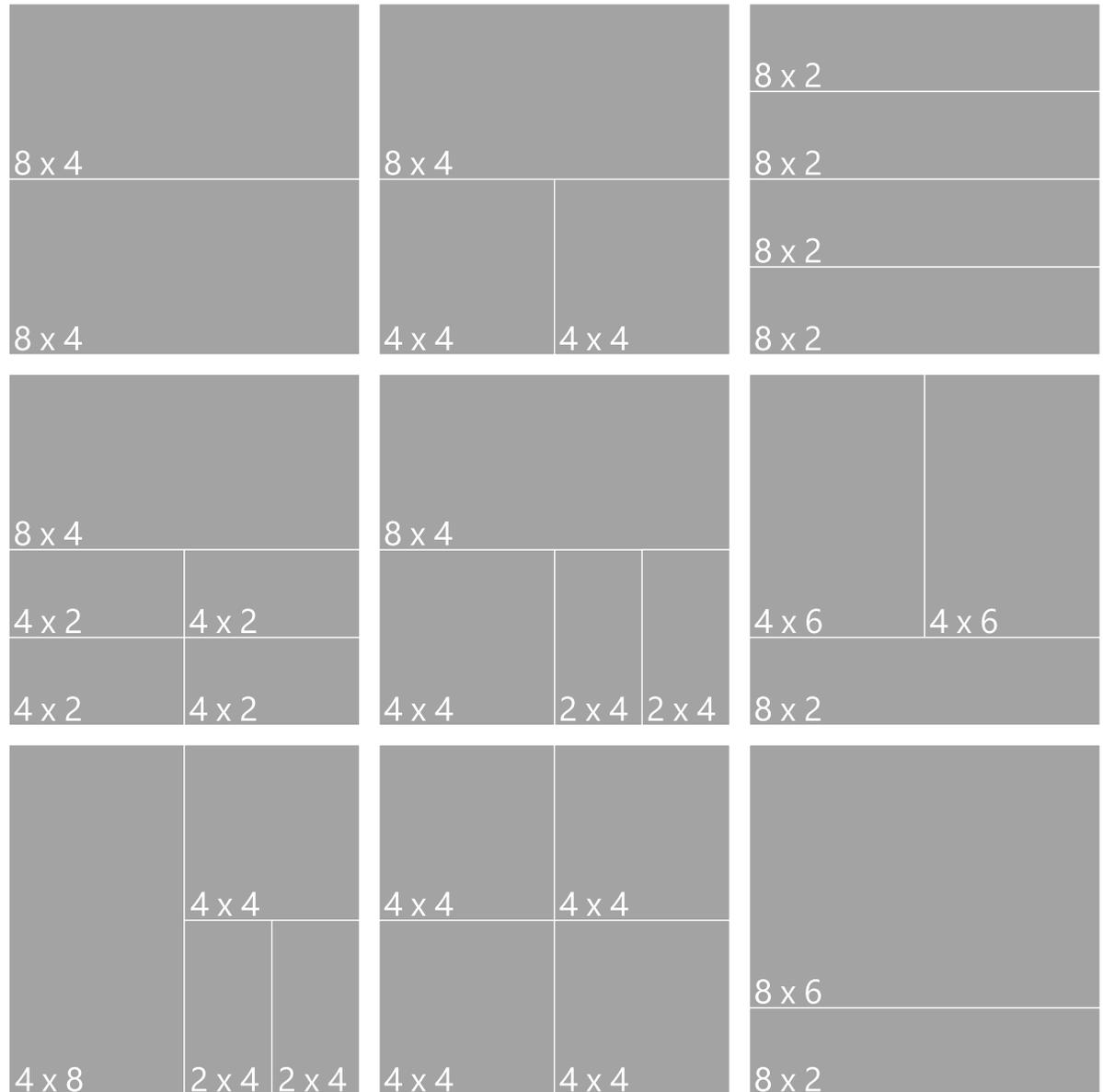
Each module is a section of an 8 column grid, with a number of sizes to maximize flexibility within the 8 column grid format. The numbers refer to the rows and columns in the module.



## Combining the individual modules

A complete piece of email communication is a combination of modules. These modules can be combined in numerous ways. They are designed to work together regardless of the arrangement.

There are no height restrictions, the modules can be stacked to create any size email.



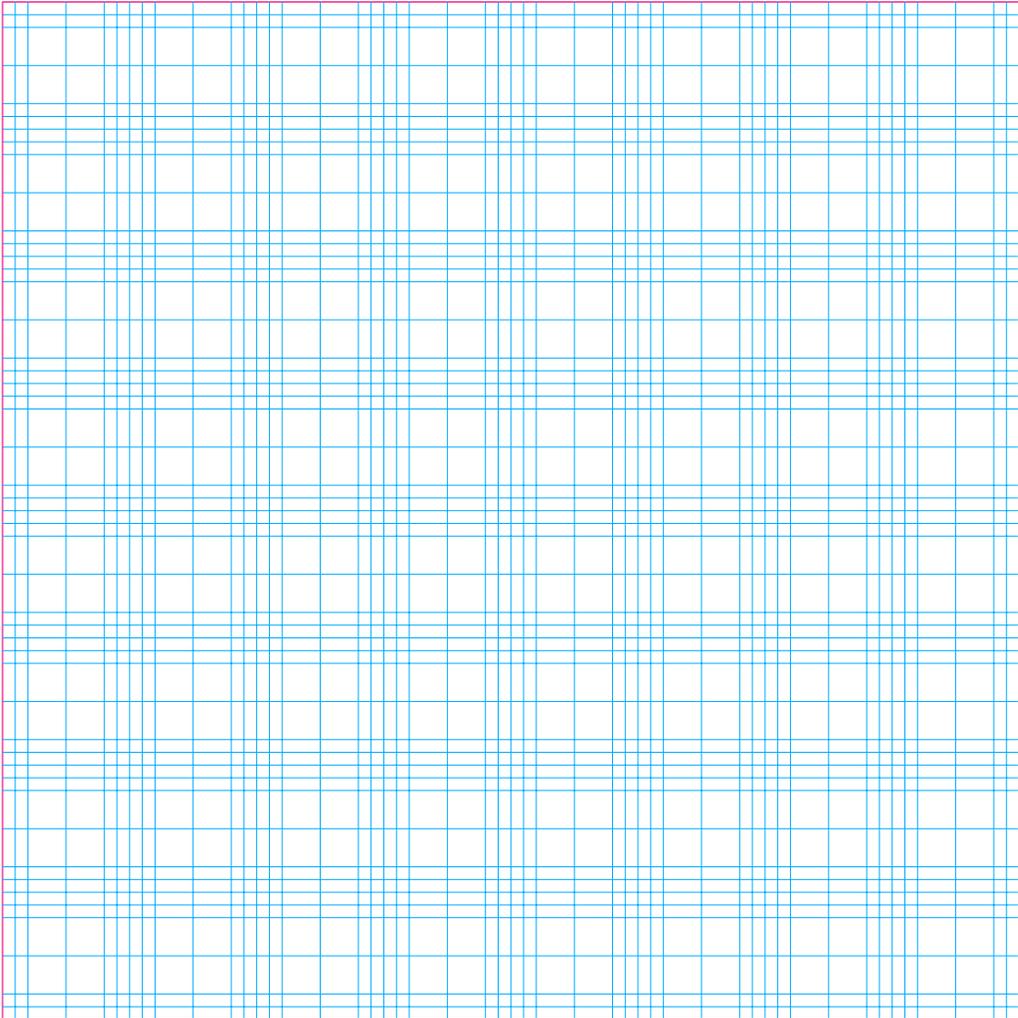
## The modules

Each module template has a number of layers providing text size options. Each individual layer

Each module is a complete piece of communication. The underlying grid provides structure while the text and image options are designed to work with all module proportions.

### The underlying grid

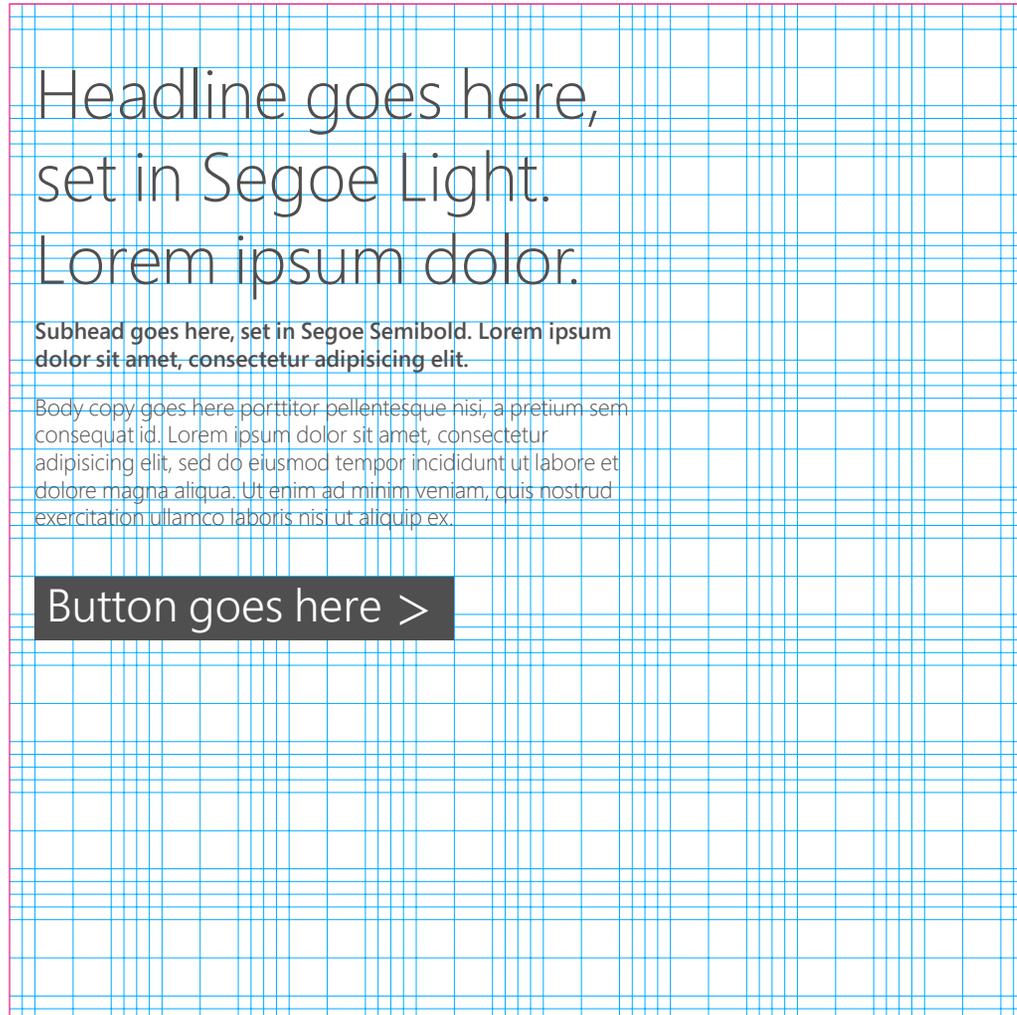
The underlying structure of all module sizes, the grid helps balance your layout, creating the spacing and information organization that will guide customers to the most important visual elements and messages.



## Content layer 1

Layer 1 is a large headline with space for secondary copy and a button. These elements are aligned with the grid and can be rearranged as needed.

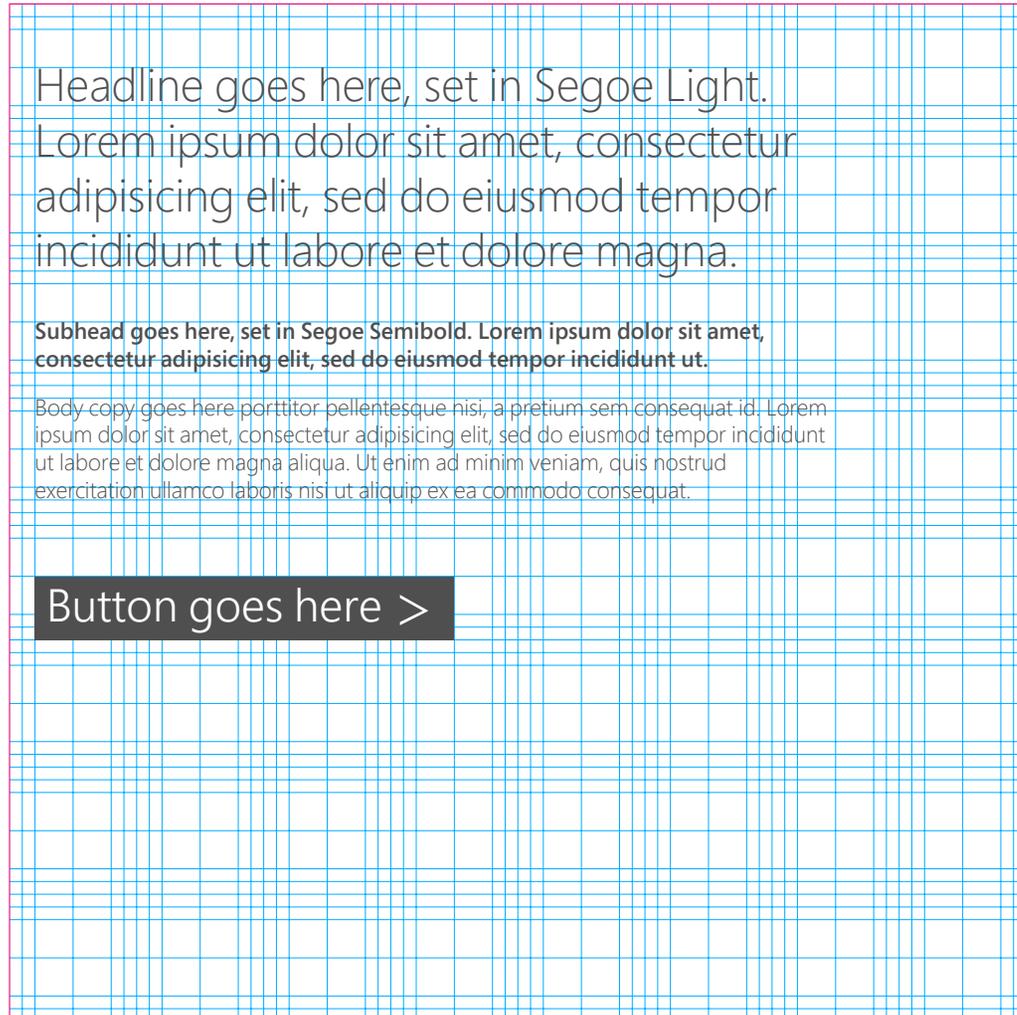
When arranging these elements, ensure that they are aligned with the grid as this will result in alignment across modules.



## Content layer 2

Layer 2 is an alternative text arrangement with a smaller headline. There is also space for secondary copy and a button. These elements are aligned with the grid and can be rearranged as needed.

When arranging these elements, ensure that they are aligned with the grid as this will result in alignment across modules.



## Mobile optimized layer

Each module also has a layer optimized for mobile communications. This layer has less text, allowing for a larger text size.

Headline goes here, set in Segoe Light. Lorem ipsum dolor.

**Subhead goes here, set in Segoe Semibold.**  
**Lorem ipsum dolor sit.**

Body copy goes here porttitor pellentesque nisi, a pretium sem consequat id. Nam faucibus iaculis tellus, at gravida arcu. Praesent a bibendum nunc. Ut molestie, velit in laoreet rhoncus.

Button goes here >

## Putting it together

The email template system has been created to balance ease of use and maximum flexibility. Following these steps will allow you to optimize the email templates.

## Step 1: Define the hierarchy of the information you want to convey

The starting point for creating any email communication is defining what needs to be conveyed and in what order.

This will define what modules you will use and how they should be arranged.

1.



### The best low-light smartphone camera

The new Nokia Lumina 928 is here. Enter to win one of five. Body copy goes here porttitor pellentesque nisi, a pretium sem consequat id. Nam faucibus iaculis tellus, at gravida arcu. Praesent a bibendum nunc. Ut molestie, velit in laoreet rhoncus, magna felis.

2.



Donate to more than 1.2 million charities  
Body copy goes here porttitor pellentesque nisi, a pretium consequat id. Redeem credits

3.



New low price for a Hulu Plus subscription  
Body copy goes here porttitor pellentesque nisi, a pretium consequat id. Redeem credits

4.



Now find your Bing Rewards offers on MSN.com  
Body copy goes here porttitor pellentesque nisi, a pretium consequat id. Redeem credits

## Step 2: Select and arrange modules to reflect this hierarchy

Placing the required communication in each module will help you define the optimal shape and size of the modules you should use.

	<h3>The best low-light smartphone camera</h3> <p>The new Nokia Lumina 928 is here. Enter to win one of five. Body copy goes here porttitor pellentesque nisi, a pretium sem consequat id. Nam faucibus iaculis tellus, at gravida arcu. Praesent a bibendum nunc. Ut molestie, velit in laoreet rhoncus, magna felis.</p>
<p>8 x 6</p>	 <p>Donate to more than 1.2 million charities Body copy goes here porttitor pellentesque nisi, a pretium consequat id. Redeem credits</p>
<p>8 x 1</p>	 <p>New low price for a Hulu Plus subscription Body copy goes here porttitor pellentesque nisi, a pretium consequat id. Redeem credits</p>
<p>8 x 1</p>	 <p>Now find your Bing Rewards offers on MSN.com Body copy goes here porttitor pellentesque nisi, a pretium consequat id. Redeem credits</p>

### Step 3: Arrange the type and image in each module

When you've decided on the combination of modules that you'll use, each individual module can be designed.

Place images and choose type and colors to ensure consistency throughout the email.

The best low-light  
smartphone camera

The new Nokia Lumia 928 is here.  
Enter to win one of five.

Body copy goes here portitor pellentesque nisi, a  
pretium sem consequat id. Nam faucibus iaculis  
tellus, at gravida arcu. Praesent a bibendum nunc.  
Ut molestie, velit in laoreet rhoncus, magna tortis.

Enter now >

Windows Phone **verizon**

Legal text goes here portitor pellentesque nisi, a pretium sem consequat id. Nam faucibus iaculis  
tellus, at gravida arcu. Praesent a bibendum nunc. Ut molestie, velit in laoreet rhoncus.

## Step 4: Arrange the completed modules and add the header and footer to create the email

The final step is arranging the completed modules to create the email.

The header and footer can be attached at this time. Be sure to check with your LCA partner to ensure that the footer meets all legal requirements.



**Hello Alex,**  
Now searching the web really has its rewards.

Offers
Redeem
Status
Support
@bingrewardsR
efer a Friend

## The best low-light smartphone camera

**The new Nokia Lumina 928 is here. Enter to win one of five.**

Body copy goes here porttitor pellentesque nisi, a pretium sem consequat id. Nam faucibus iaculis tellus, at gravida arcu. Praesent a bibendum nunc. Ut molestie, velit in laoreet rhoncus, magna felis.

Enter now >



Windows Phone 

Legal text goes here porttitor pellentesque nisi, a pretium sem consequat id. Nam faucibus iaculis tellus, at gravida arcu. Praesent a bibendum nunc. Ut molestie, velit in laoreet rhoncus.

### Get rewarded for searching and doing with Bing

**Donate to more than 1.2 million charities**  
Body copy goes here porttitor pellentesque nisi, a pretium consequat id. [Redeem credits](#)

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**New low price for a Hulu Plus subscription**  
Body copy goes here porttitor pellentesque nisi, a pretium consequat id. [Watch a demo](#)

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**Now find your Bing Rewards offers on MSN.com**  
Body copy goes here porttitor pellentesque nisi, a pretium consequat id. [Enter today](#)




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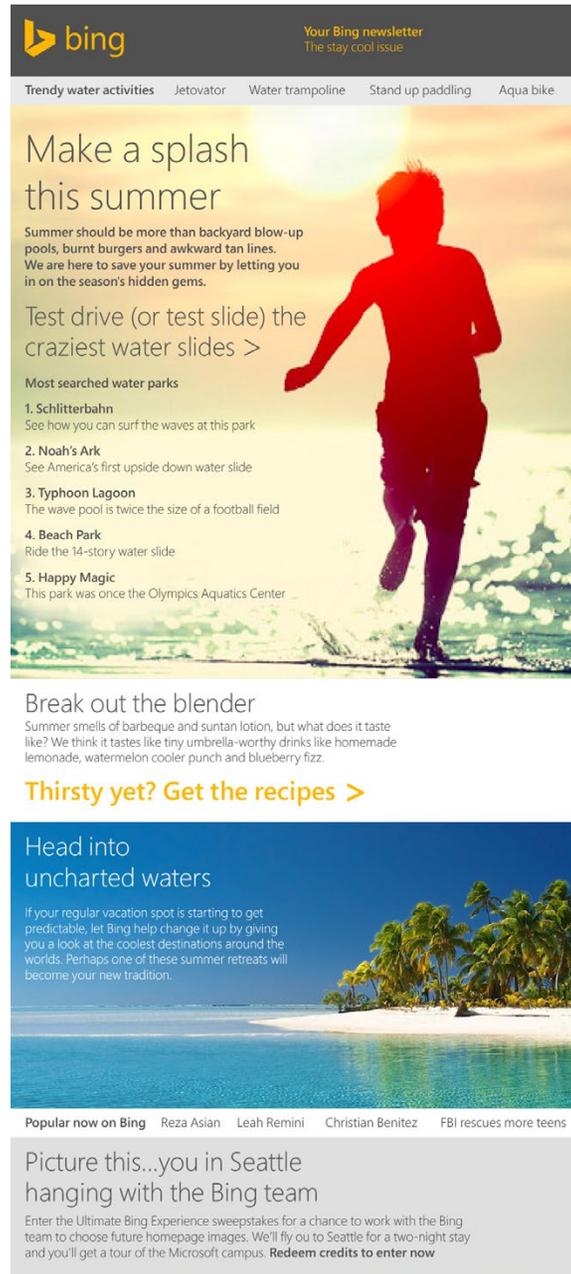


## Examples

Following are some examples of emails using the modular templates.

All of the following executions follow the guidance in this document.

## Email example



The image shows a screenshot of a Bing newsletter email template. At the top, there is a dark grey header with the Bing logo on the left and the text "Your Bing newsletter" and "The stay cool issue" on the right. Below the header is a navigation bar with links: "Trendy water activities", "Jetovator", "Water trampoline", "Stand up paddling", and "Aqua bike". The main content area features a large background image of a child running on a beach. The first section is titled "Make a splash this summer" and includes a paragraph about summer activities and a link to "Test drive (or test slide) the craziest water slides >". Below this is a list of "Most searched water parks" with five items: 1. Schlitterbahn, 2. Noah's Ark, 3. Typhoon Lagoon, 4. Beach Park, and 5. Happy Magic. The second section is titled "Break out the blender" and includes a paragraph about summer drinks and a link to "Thirsty yet? Get the recipes >". The third section is titled "Head into uncharted waters" and includes a paragraph about vacation spots and a link to "Head into uncharted waters >". At the bottom, there is a section titled "Popular now on Bing" with a list of items: "Reza Asian", "Leah Remini", "Christian Benitez", and "FBI rescues more teens". The final section is titled "Picture this...you in Seattle hanging with the Bing team" and includes a paragraph about a sweepstakes and a link to "Redeem credits to enter now".

**bing** Your Bing newsletter  
The stay cool issue

Trendy water activities Jetovator Water trampoline Stand up paddling Aqua bike

### Make a splash this summer

Summer should be more than backyard blow-up pools, burnt burgers and awkward tan lines. We are here to save your summer by letting you in on the season's hidden gems.

Test drive (or test slide) the craziest water slides >

**Most searched water parks**

- Schlitterbahn**  
See how you can surf the waves at this park
- Noah's Ark**  
See America's first upside down water slide
- Typhoon Lagoon**  
The wave pool is twice the size of a football field
- Beach Park**  
Ride the 14-story water slide
- Happy Magic**  
This park was once the Olympics Aquatics Center

### Break out the blender

Summer smells of barbeque and suntan lotion, but what does it taste like? We think it tastes like tiny umbrella-worthy drinks like homemade lemonade, watermelon cooler punch and blueberry fizz.

**Thirsty yet? Get the recipes >**

### Head into uncharted waters

If your regular vacation spot is starting to get predictable, let Bing help change it up by giving you a look at the coolest destinations around the world. Perhaps one of these summer retreats will become your new tradition.

**Popular now on Bing** Reza Asian Leah Remini Christian Benitez FBI rescues more teens

### Picture this...you in Seattle hanging with the Bing team

Enter the Ultimate Bing Experience sweepstakes for a chance to work with the Bing team to choose future homepage images. We'll fly you to Seattle for a two-night stay and you'll get a tour of the Microsoft campus. **Redeem credits to enter now**

## Email example



**bing** Your Bing newsletter  
The father's day issue

Clubs for dad Beer of the month Bacon of the month Necktie of the month Cigar of the month

### Who's your daddy?

Celebrate Father's Day with your favorite on-screen dads

From dads that wore iconic sweaters to ones that chased away the bad guys, we're honoring some of the most popular TV and movie dads (the good and the bad). Take the quiz below, and don't forget to show your own pops some love this Father's Day.

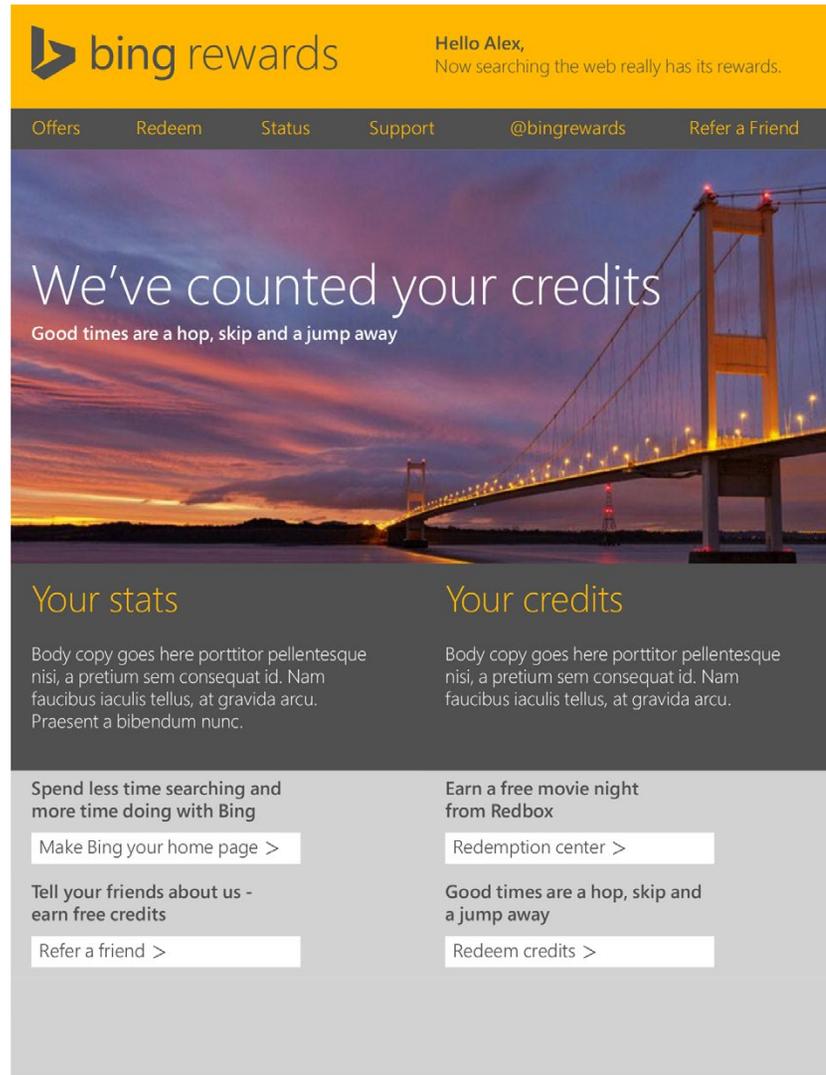
Get your dad the perfect gift >

### Guess that dad

Read the hint, guess the dad and then click to see if you were right.

-  This '80s TV dad raised five children in Brooklyn Heights with his wife. >>
-  "You don't know the power of the dark side!" >>
-  Two hilarious TV dads that are part of a large *modem* family. >>
-  Animated TV dad with a wife and three kids... but the family dog is the real star of the house. >>
-  This movie dad plays a homeless father who works hard so his son can have a life full of *happiness*. >>
-  If you were smart, you'd stay on this TV dad's good side, because he plays the head of the Italian Mafia. >>
-  "You don't remember me? We spoke on the phone two days ago. I told you I would find you." >>
-  This TV dad wipes out killers in his free time. >>

## Email example



## Email example



**Hello Alex,**  
Now searching the web really has its rewards.

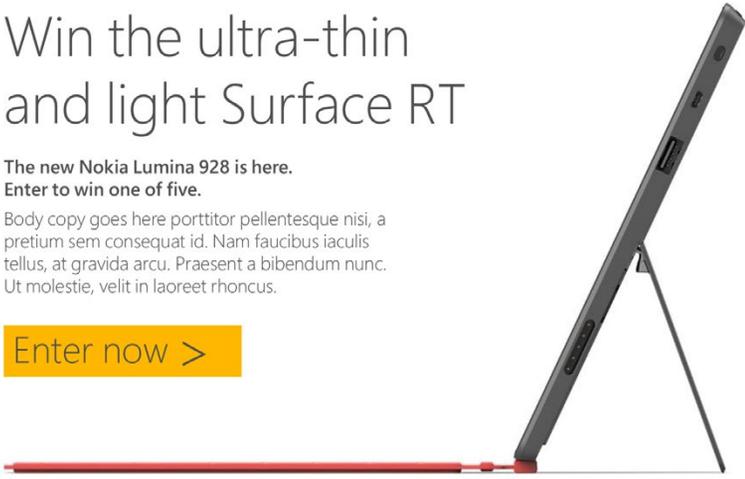
[Offers](#) [Redeem](#) [Status](#) [Support](#) [@bingrewards](#) [Refer a Friend](#)

# Win the ultra-thin and light Surface RT

**The new Nokia Lumina 928 is here. Enter to win one of five.**

Body copy goes here porttitor pellentesque nisi, a pretium sem consequat id. Nam faucibus iaculis tellus, at gravida arcu. Praesent a bibendum nunc. Ut molestie, velit in laoreet rhoncus.

[Enter now >](#)



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## More reasons to love Bing Rewards

**New! Snag a \$5 Fandango promotional code**  
Body copy goes here porttitor pellentesque nisi, a pretium consequat id. [Redeem credits](#)



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**Instant translation: a traveler's must have!**  
Body copy goes here porttitor pellentesque nisi, a pretium consequat id. [Watch a demo](#)



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**Win an Xbox One and the NCAA Football 14 game**  
Body copy goes here porttitor pellentesque nisi, a pretium consequat id. [Enter today](#)



## Email example

 **Hello Alex,**  
Now searching the web really has its rewards.

[Offers](#) [Redeem](#) [Status](#) [Support](#) [@bingrewards](#) [Refer a Friend](#)

# Nothing but the best prizes from Bing Rewards

Body copy goes here porttitor pellentesque nisi, a pretium sem consequat id. Nam faucibus iaculis tellus, at gravida arcu.



[Join Bing Rewards >](#)

### Here's how it works:

#### 1 Join Bing Rewards

Body copy goes here porttitor pellentesque nisi, a pretium.

#### 2 Search and earn

Body copy goes here porttitor pellentesque nisi, a pretium.

#### 3 Choose your rewards

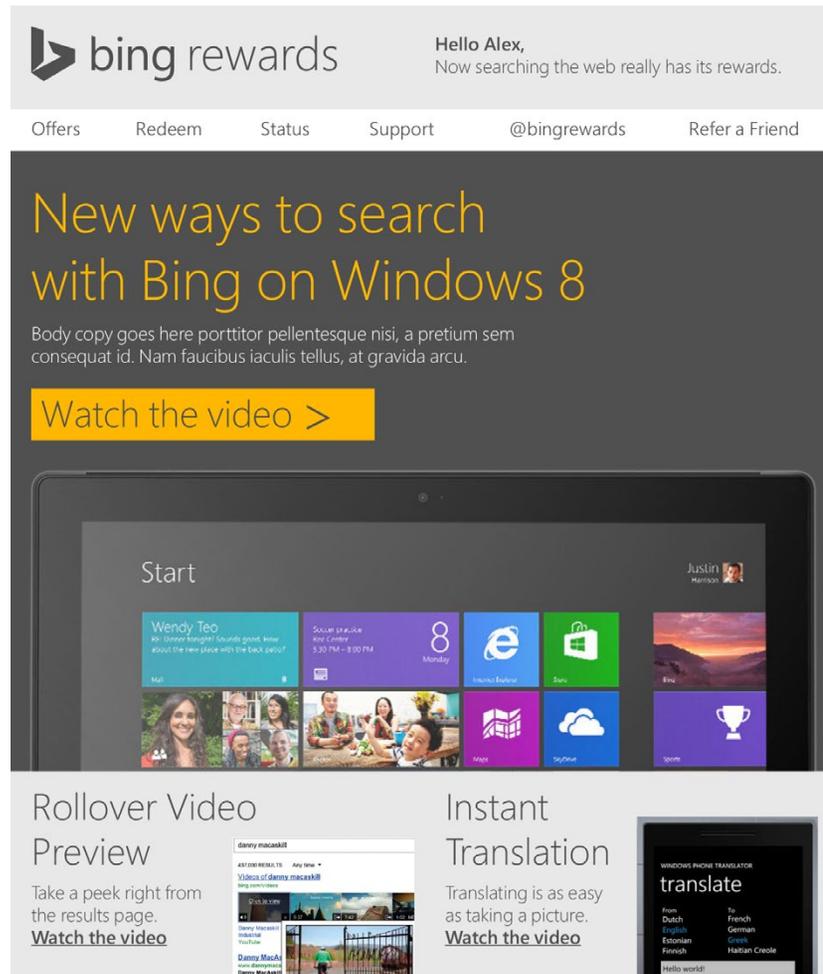
Body copy goes here porttitor pellentesque nisi, a pretium.

### What can you get?

Here's a sample:



## Email example



The image shows a Bing Rewards email template. At the top left is the Bing Rewards logo. To its right is a personalized greeting: "Hello Alex, Now searching the web really has its rewards." Below this is a navigation bar with links for "Offers", "Redeem", "Status", "Support", "@bingrewards", and "Refer a Friend". The main content area features a large heading: "New ways to search with Bing on Windows 8". Below the heading is a short paragraph of placeholder text: "Body copy goes here porttitor pellentesque nisi, a pretium sem consequat id. Nam faucibus iaculis tellus, at gravida arcu." A prominent yellow button with the text "Watch the video >" is positioned below the text. The central focus is a tablet displaying the Windows 8 Start screen, which includes various live tiles for "Wendy Teo", "Social Links", "8 Monday", "Internet Explorer", "Zune", "Email", "People", "SkyDrive", and "Sports". Below the tablet, there are two promotional sections. The first is titled "Rollover Video Preview" and includes the text "Take a peek right from the results page." and a "Watch the video" link, accompanied by a small video player showing a search result for "danny macaskill". The second section is titled "Instant Translation" and includes the text "Translating is as easy as taking a picture." and a "Watch the video" link, accompanied by a small image of the Windows Picture Translator interface.

## Design matters

If you've just read these guidelines, you have our appreciation. It means you share our belief in details and quality. We know applying these principles takes time and effort, but the stories we tell in all our Bing communications will be stronger for it.

Brand Tools has additional resources and guidance on the entire Microsoft brand.

 <https://brandtools.microsoft.com>

