

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.

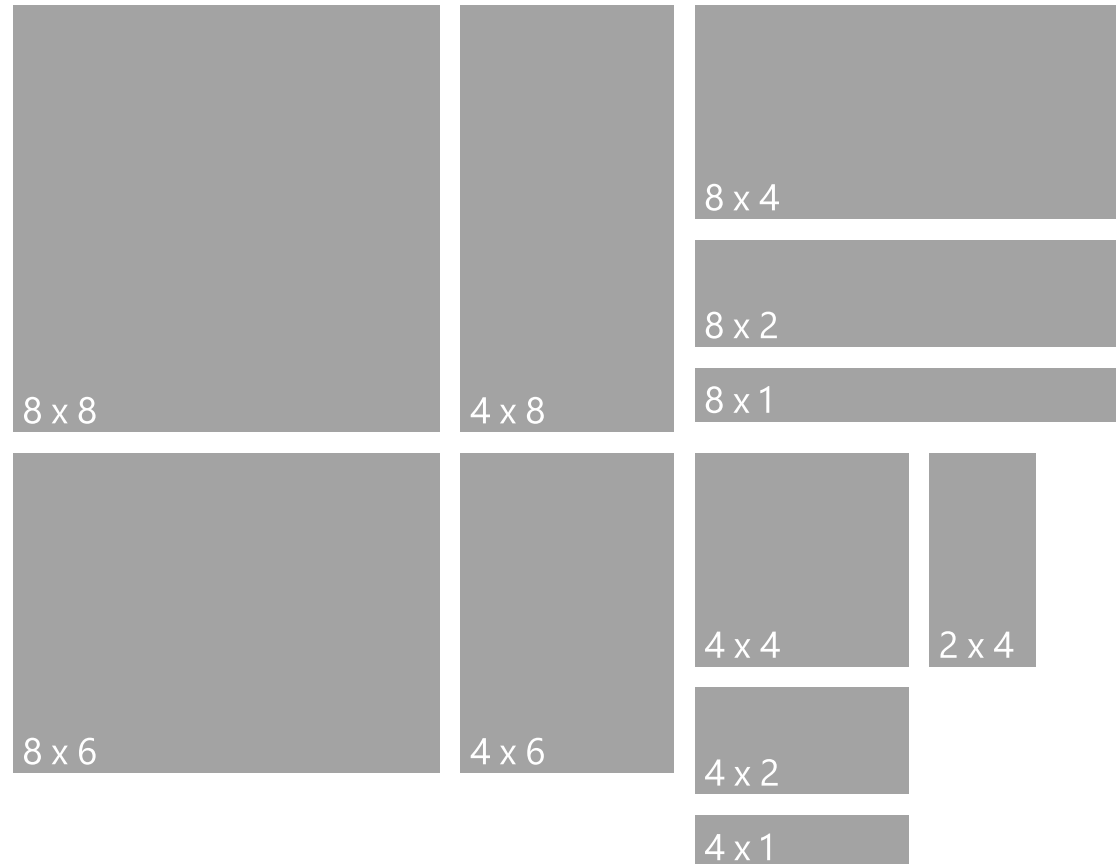
This system is designed to be flexible enough to encompass all email needs.

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

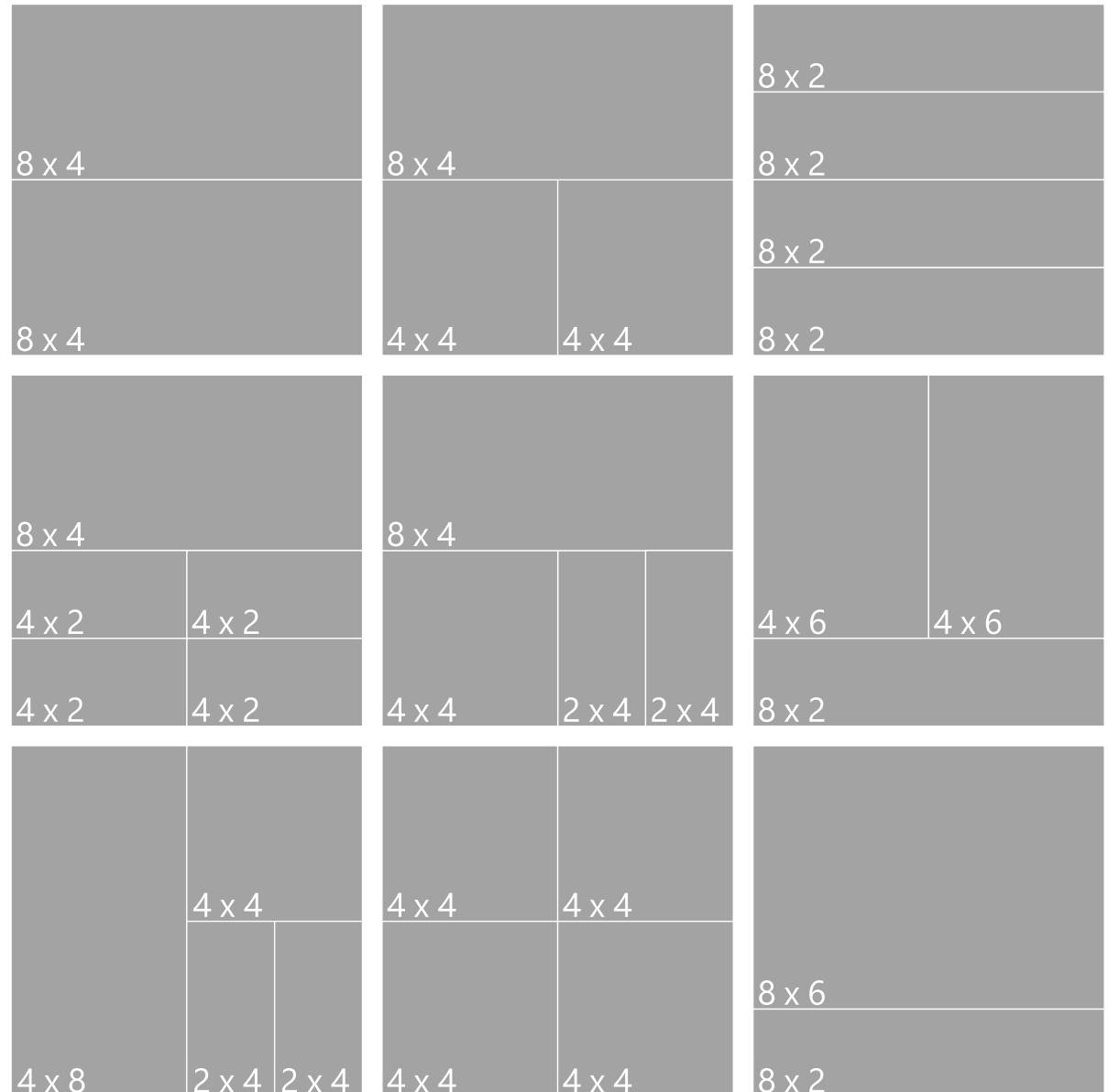
Each module is a section of an 8 column grid, with a number of sizes to maximize flexibility within the 8 column grid format. The numbers refer to the rows and columns in the module.



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.



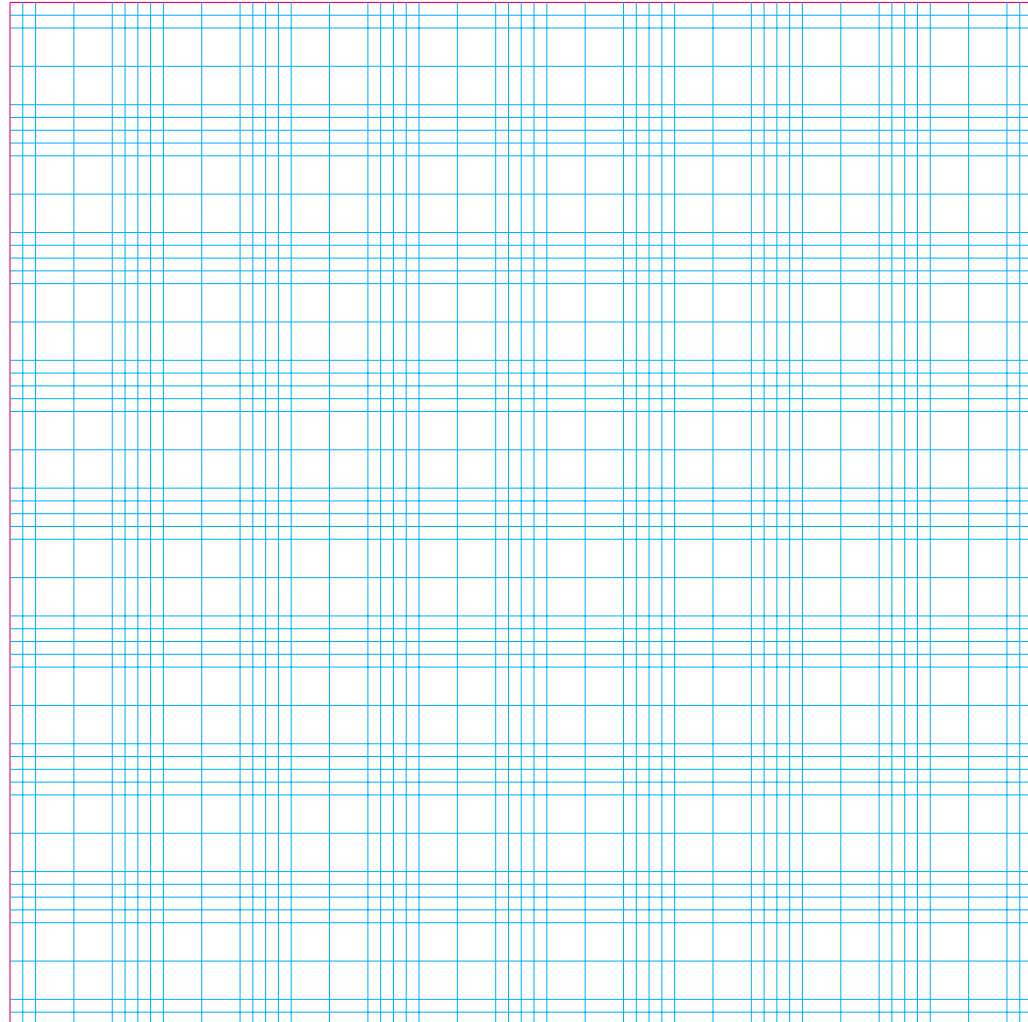
The modules

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.

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

Subhead goes here, set in Segoe Semibold. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Body copy goes here, porttitor pellentesque nisi, a pretium sem consequat id. 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.

Button goes here >

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.

Headline goes here, set in Segoe Light.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.

Subhead goes here, set in Segoe Semibold. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut.

Body copy goes here, porttitor pellentesque nisi, a pretium sem consequat id. 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.

Button goes here >

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

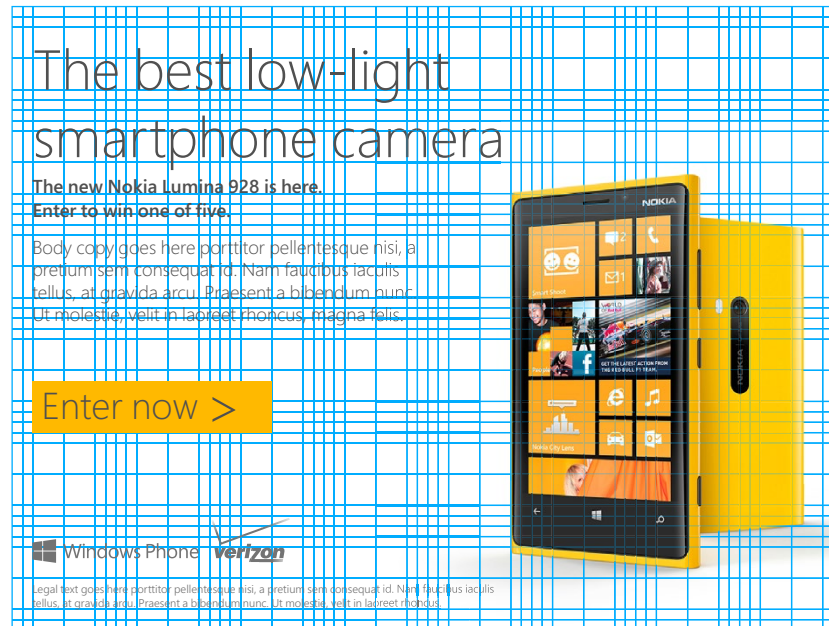
Placing the required communication in each module will help you define the optimal shape and size of the modules you should use.

		<h2>The best low-light smartphone camera</h2> <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>
8 x 6		<p>Donate to more than 1.2 million charities Body copy goes here porttitor pellentesque nisi, a pretium consequat id. Redeem credits</p>
8 x 1		<p>New low price for a Hulu Plus subscription Body copy goes here porttitor pellentesque nisi, a pretium consequat id. Redeem credits</p>
8 x 1		<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.



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](#)
[Refer 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 >](#)


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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Body copy goes here porttitor pellentesque nisi, a pretium consequat id. [Enter today](#)

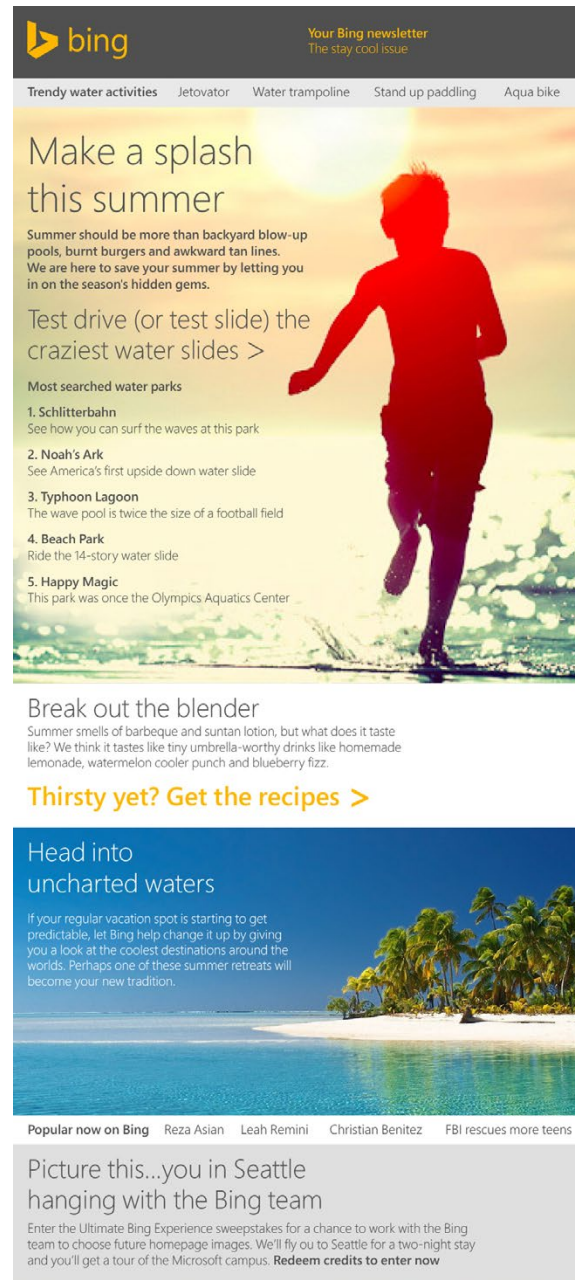


Examples

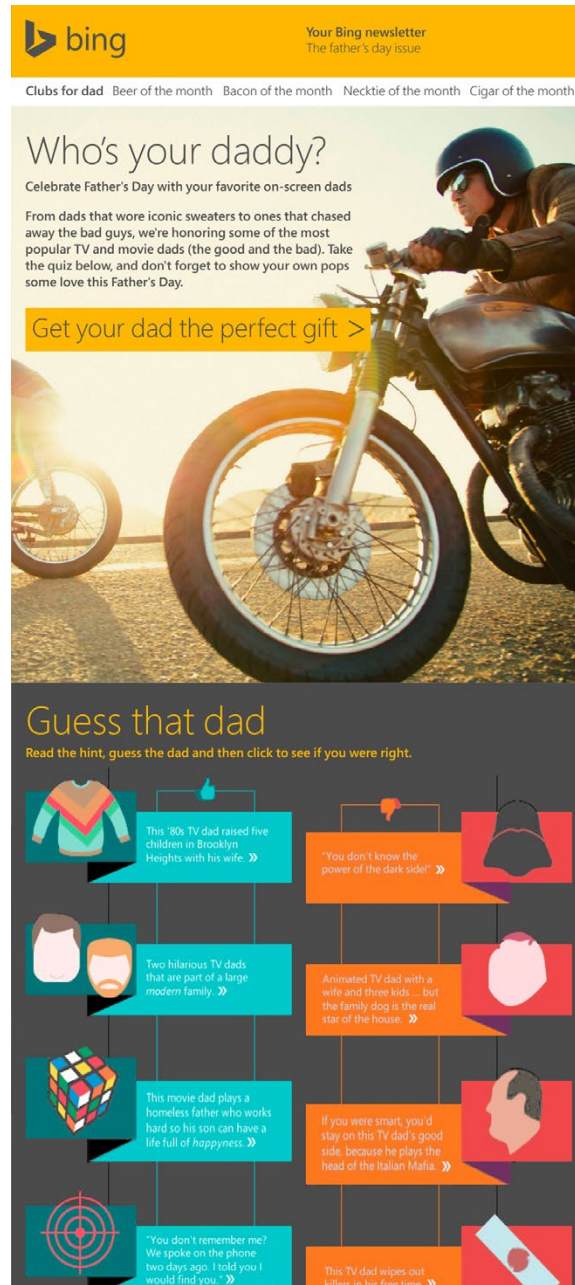
Following are some examples of emails using the modular templates.

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

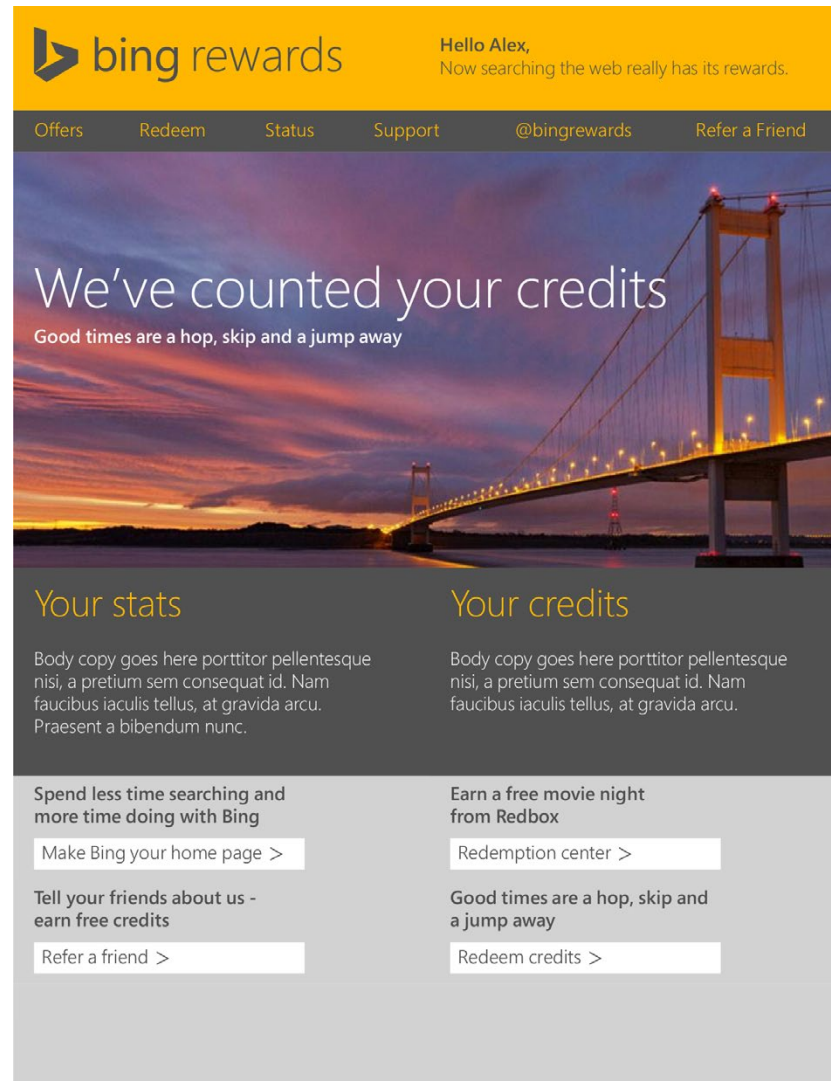
Email example




Email example



Email example



Email example



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

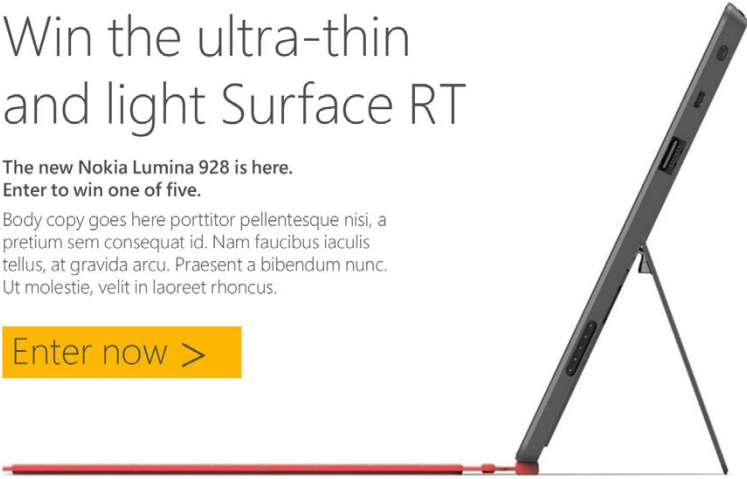
OffersRedeemStatusSupport@bingrewardsRefer a Friend

Win the ultra-thin and light Surface RT

The new Nokia Lumia 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 >



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](#)




Instant translation: a traveler's must have!

Body copy goes here porttitor pellentesque nisi, a pretium consequat id. [Watch a demo](#)




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

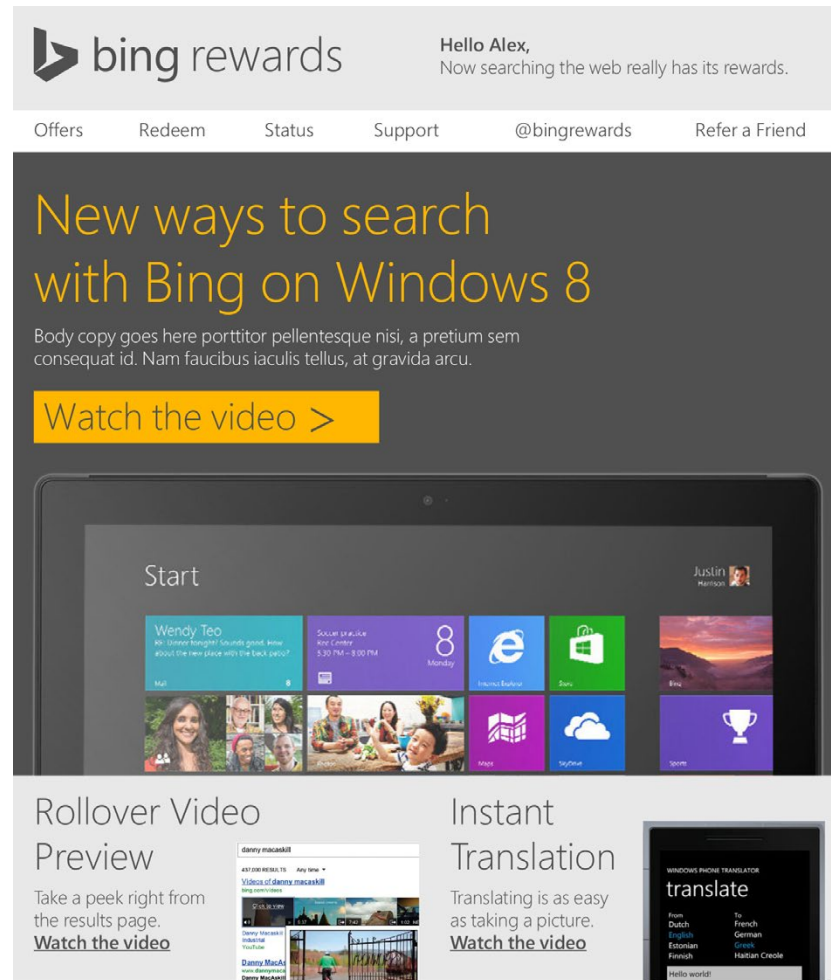
Body copy goes here porttitor pellentesque nisi, a pretium.
- #### 3 Choose your rewards

Body copy goes here porttitor pellentesque nisi, a pretium.

What can you get? Here's a sample:



Email example



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>

