



SACRAMENTO
STATE

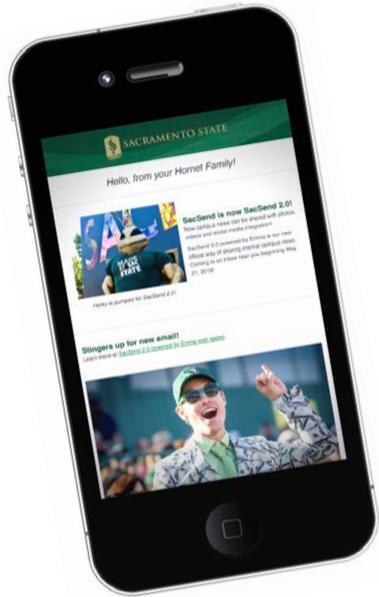


SacSend 2.0 *powered by Emma*

Editorial Style Guide

Redefine the Possible™

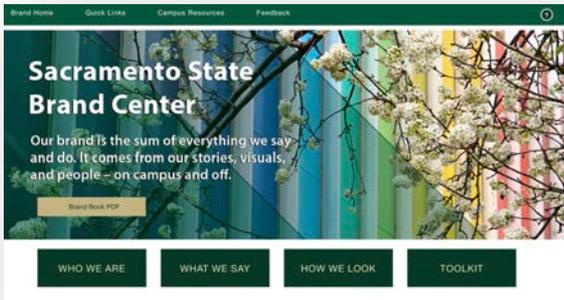
Welcome!



Welcome to SacSend 2.0 powered by [Emma](#)! This cloud-hosted email software provides branded email templates for designated campus areas to share internally-focused news and information in a more engaging way with faculty, staff and students.

This guide supplements the technical training you'll receive in the "Get Started Workshop," and covers the essentials to help you create messages that are branded, accessible, and – finally – able to incorporate photos, videos, and social media!

Branding – Visual



While each template features an approved standard header and footer, you are free to add content (images, videos) to your messages.

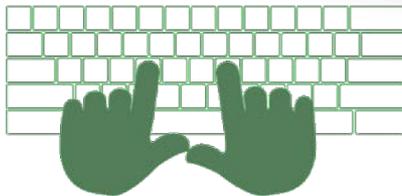
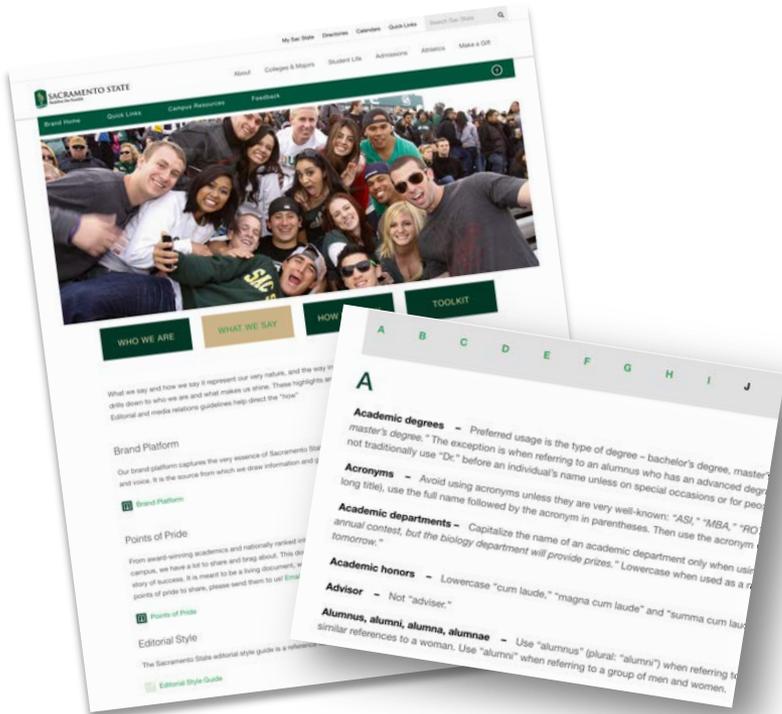
For questions about “what looks and feels Sac State,” and best represents the University brand, refer to the “University Identity Style Guide and Standards” web pages:

<https://www.csus.edu/brand/howwelook.html>



“
Our brand is our very nature. It is who we are and what makes us shine.
”

Branding – Editorial



For questions about how to properly reference campus terms and other specific grammatical rules, find University *Editorial Style* guidelines at:

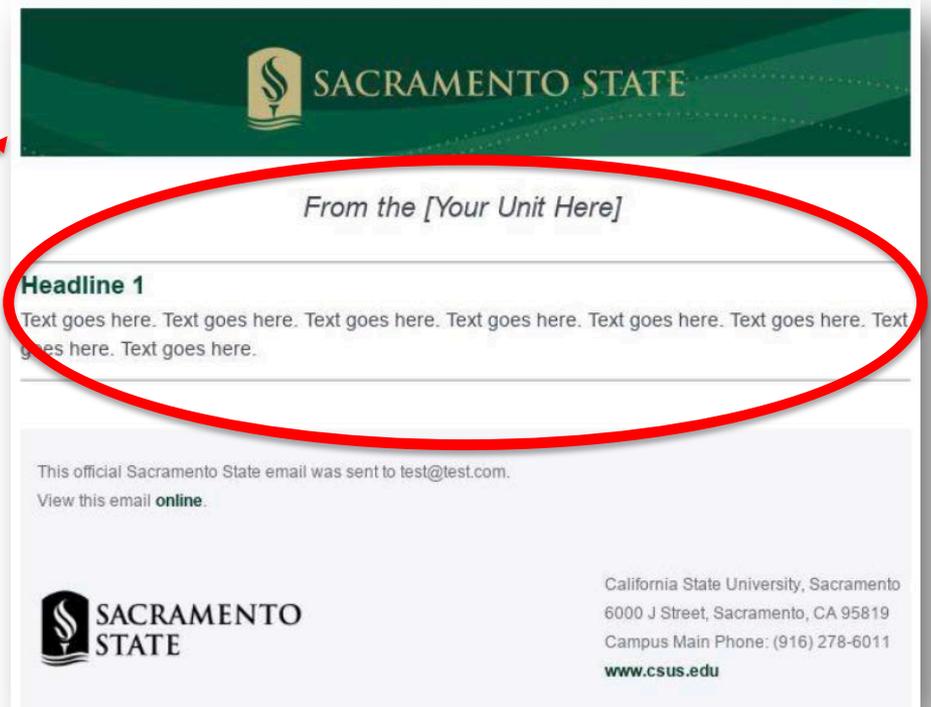
<https://www.csus.edu/brand/editorialguidelines>

About Your Templates

Template styles make it easy to create plug-and-play messaging for a variety of needs:

- **General**
- **Feature**
- **Event**
- **Newsletter**

While the header and footer are locked fields, you can add/remove text boxes, add photos/videos, buttons, dividers, etc. to create custom content.



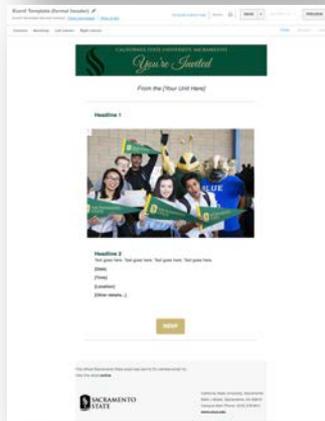
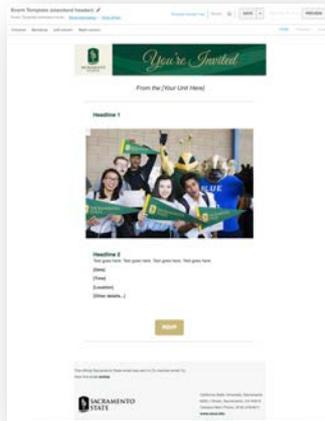
Template Styles

At launch, each unit's account features these template styles. Please use recommended web browsers for the most accurate design and preview experience.

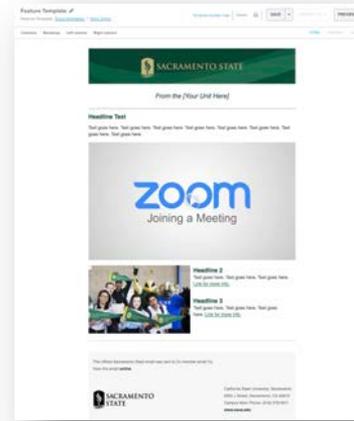
General



Event



Feature



Newsletter



IMPORTANT: Some template styles experience gray "ghost boxes" that appear below your content – always preview and do a test message to ensure these don't appear, and simply delete them prior to sending your message.

BEST browsers to work in
NOT recommended



Specific to your Templates

From the [Your Unit Here] Headline

This is where your division/unit/department's name is featured. While this is an editable field, follow these consistent formatting guidelines:

- **Helvetica, 20px, Italic (no bold), Black (default)**

Examples of common header treatments based on division, unit or department:

From the Division of Student Affairs

From the College of Social Sciences & Interdisciplinary Studies

From the Department of Government

Note: The President's Office and Sacramento State Police Department have custom templates also part of the initial launch that vary from these guidelines.



Questions?



University
Communications

Text/Font Styles

Template text boxes are set to Helvetica. You'll need to **manually** update the formatting when you add new text boxes, headlines/sub-headlines, captions and hyperlinks to your messages.

“From the [Your Unit Here]” Headlines

Helvetica, 20px, Italic, Black (default)

Headline 1 (main story)

Helvetica, 18px, Bold, Sac State Green

Sub-Headlines (2, 3, 4...)

Helvetica, 16px, Bold, Sac State Green

Body Copy

Helvetica, 14px, Regular (bold/italics ok for emphasis), Black (default)

URL/hyperlinks

Helvetica, 14px, Regular, underlined (no bold or italics), Stinger Green

(manually change this setting using the RGB build; do not leave it as default yellow)

Captions (under photos)

Helvetica, 12px, Italics, Black (default)



Subject Lines

We no longer need to include [SacSend] at the beginning of subject lines - *hello, more room!*

The screenshot shows an email campaign editor interface. At the top right, there are buttons for 'SAVE', 'PREVIEW', and 'BACK TO EDITOR'. Below these are three main sections: 1. 'Choose recipients' with a text input field and a person icon, and a note: 'Email addresses not found in your audience will be added as new contacts.' 2. 'Enter a subject line' with a text input field, a 'SWITCH TO SPLIT TEST' button, and a note: 'Split testing is a great way to try variations of a subject line to determine which works best.' 3. 'Enter preheader text' with a text input field containing 'optional' and a character count of '75', and a note: 'Add preheader text that will display for some recipients in their inbox preview. Use it to tease email content and encourage opens. Maximum of 75 characters.' Below these sections are 'Sender name' (with '[SACSEND] Information Resources and Technology' and a 'Make this the default sender name' checkbox) and 'Sender email' (with 'sacsend@csus.edu' and a 'Make this the default sender email' checkbox). At the bottom, there are buttons for 'SEND NOW' and 'Schedule for later'.

Think about your own inbox – when you scan subject lines, what stands out?

Subject Line best practices include:

- **Standard or Formal Voice**
- Brief (75 characters or less)
- Use action-oriented phrases

What's Preheader Text?

This option allows you to specify text to appear in the preview window in your recipient's inbox. A great way to try to capture the attention of folks who scan their inbox.

Images

A picture is worth 1,000 words! Upload your own, or choose from official Sac State Flickr images. Here are guidelines for choosing – and using – images correctly.

Uploading your own images: Size/Type Recommendations

https://support.e2ma.net/Resource_Center/Account_how-to/image-specs-for-your-own-html-campaigns

Editing Images

https://support.e2ma.net/Resource_Center/Account_how-to/edit-images

Captioning and Alt-Text

An accessibility best practice is to always provide Alternate Text for your photos.

https://support.e2ma.net/Resource_Center/Account_how-to/edit-images

Photo Resources

Search for approved images on [Sac State's Flickr](#) - built into the Emma image gallery!



Tip: *The Flickr thumbnails in the Emma gallery are small – it may be easier to search/view/select photos within Sac State's online Flickr account and download/upload the images into your Emma image gallery.*



Videos

Ready for your closeup? Here are guidelines and tips for inserting videos into your messages.



Video formats and linking to videos

https://support.e2ma.net/Resource_Center/Help_articles/Add-a-video-to-your-mailing

Inserting a video into your message

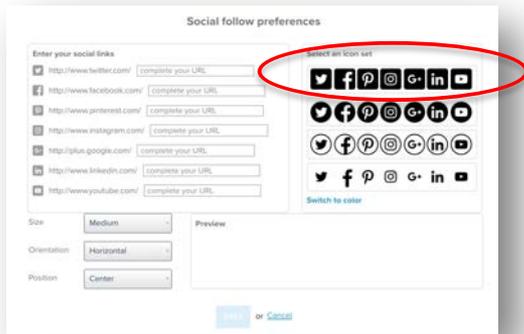
https://support.e2ma.net/Resource_Center/Account_how-to/add-the-video-block

Captioning and Alt-Text

Just like photos, always provide Alternate Text for your videos.

Social Media

As an option, you can now add your specific social media channels to your messages!



Guidelines

- ✓ Use the **rounded square, black/white** (not the color) versions of the icons in your messages.
- ✓ Select your social channels by completing the URL with your social media handle.

Considering creating a social media presence?

- ✓ University best practices for social media
https://www.csus.edu/brand/assets/pdfs/Best_Practices_SacState_BrandBook2015.pdf

Your Resources



Emma Support Hub

https://support.e2ma.net/Resource_Center
[How To Guide](#)



Branding Guidelines

Editorial

<https://www.csus.edu/brand/whatwesay.html>

Visual

<https://www.csus.edu/brand/howwelook.html>



SacSend 2.0 powered by Emma Service Page

<https://csus.edu/irt/collaboration-tools/emma>



IRT Service Desk

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916-278-7337

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