Welcome!

Welcome to Phase 2 of 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 covered in the “Get Started Workshop,” and highlights the essentials to help you create messages that are branded, accessible, and – most importantly – engaging to your readers!
While each template features a default branded design, you are free to add content (images, videos) to the body portion of your messages.

For questions about Sac State branding, 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.”
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

For ease of use, in June 2020 we reduced the template styles to two:

- **General Standard**  
  *Ideal for informational and/or formal purposes*

- **General Casual**  
  *Ideal for promotions, events and/or social purposes*

**Customization:** Headers feature the ability to customize for designated senders, and you’re encouraged to add text boxes, photos/videos, buttons, dividers, etc. to add visual interest to the body of your messages and make them stand out!

**IMPORTANT**  
All previous messages will be archived, and you will need to recreate **all future messages** in either of these new template styles by the beginning of the Fall 2020 semester.
Template Styles

General Standard
*Ideal for informational and/or formal purposes*

General Casual
*Ideal for promotions, events and/or social purposes*

**BEST** browsers to work in 🌐🌐🌐

**NOT** recommended 🌐🌐

Please use recommended web browsers for the most accurate design and preview experience.
Specific to your Templates: Editable Header Fields

General Standard

• FROM THE [DIVISION/DEPARTMENT/COLLEGE] OF indicates the sender’s descriptive group type with the following default styling:
  ALL CAPS, Helvetica, 18px, bold, gold

• [Your Unit Here] indicates the sender’s specific group (Human Resources, Student Affairs, Faculty Senate, etc.) with the following default styling:
  Capitalize each word, Helvetica, 25px, bold, white

Examples

• 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 that vary from these guidelines.
Specific to your Templates: Editable Header Fields

General Casual

- **From the [Your Unit Here]** indicates the sender’s specific group (Human Resources, Student Affairs, Faculty Senate, etc.) with the following default styling:

  Capitalize each word, Helvetica, 26px, italic, white

Examples

- From the Division of Student Affairs
- From the College of Social Sciences & Interdisciplinary Studies
- From the Department of Government

Questions?
University Communications

Note: The President’s Office and Sacramento State Police Department have custom templates that vary from these guidelines.
Text/Font Styles: General Standard

Template text boxes are set to Helvetica – and with these new templates, there’s no need to manually format fonts, text sizes, or color hyperlinks – it’s all automatic!

Body Copy
- Helvetica, 16px, (bold/italics ok for emphasis)
  Dark Grey (default)

Hyperlinks/URL’s
- Helvetica, 16px, Sac State Green, Underlined

Headers for General Standard
- Header 1: Helvetica, 32px, bold, Sac State Green
- Header 2: Helvetica, 28px, bold, Dark Grey (default)
- Header 3: Helvetica, 24px, bold, Sac State Green
- Header 4: Helvetica, 20px, bold, Dark Grey (default)

Captions (if used under photos)
- Helvetica, 16px, Dark Grey (default)
Text/Font Styles: General Casual

Template text boxes are set to Helvetica – and with these new templates, there’s no need to manually format fonts, text sizes, or color hyperlinks – it’s all automatic!

Body Copy
• Helvetica, 16px, (bold/italics ok for emphasis)
  Dark Grey (default)

Hyperlinks/URL’s
• Helvetica, 16px, Sac State Green, Underlined

Headers for General Casual
• Header 1: Helvetica, 32px, bold, Sac State Green
• Header 2: Helvetica, 28px, italic, Evergreen Ash
• Header 3: Helvetica, 24px, italic, Sac State Green
• Header 4: Helvetica, 20px, italic, Evergreen Ash

Captions (if used under photos)
• Helvetica, 16px, Dark Grey (default)
Subject Lines

Simply type in your subject line – the [SacSend] identifier will automatically appear at the beginning of your finished subject line.

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. Try it out – it’s a quick way to capture the attention of folks who scan their inbox preview window.
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](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](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 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

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://www.csus.edu/information-resources-technology/internal/sac-send-2.0.html

IRT Service Desk
servicedesk@csus.edu