



SACRAMENTO  
STATE



**SacSend 2.0** *powered by Emma*

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## Editorial Style Guide

2020 Template Edition

*Redefine the Possible™*

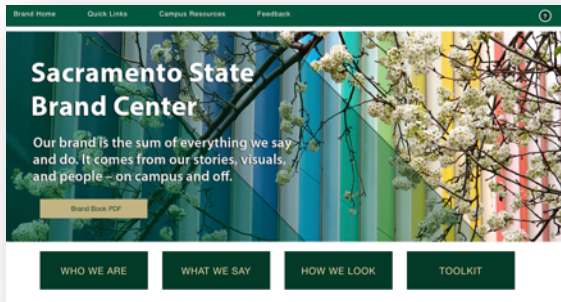
# Welcome!



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!

# Branding – Visual



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.*

CALIFORNIA STATE UNIVERSITY  
SACRAMENTO

# 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

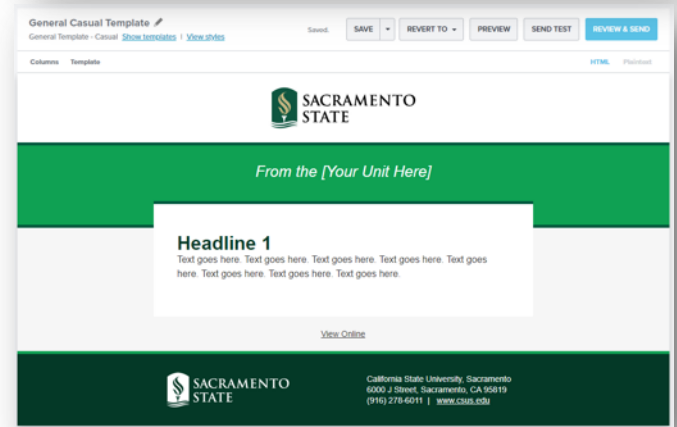
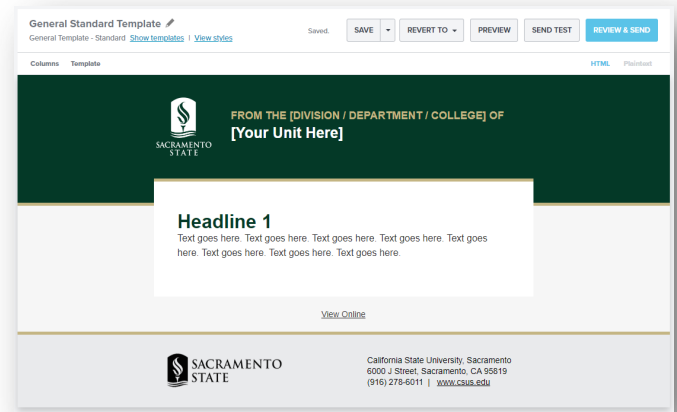
For ease of use, in June 2020 we reduced the template styles to two:

- **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

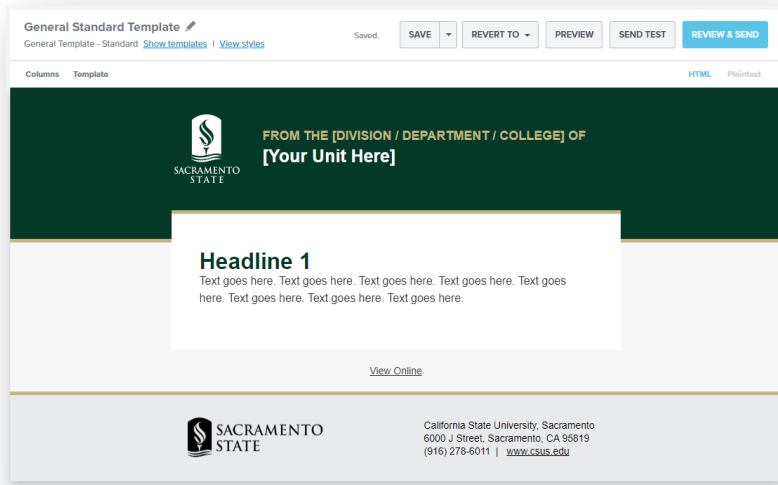
*All previous messages will be archived, and you will need to recreate **all future messages** in either of these new template styles by the beginning of the Fall 2020 semester.*



# Template Styles

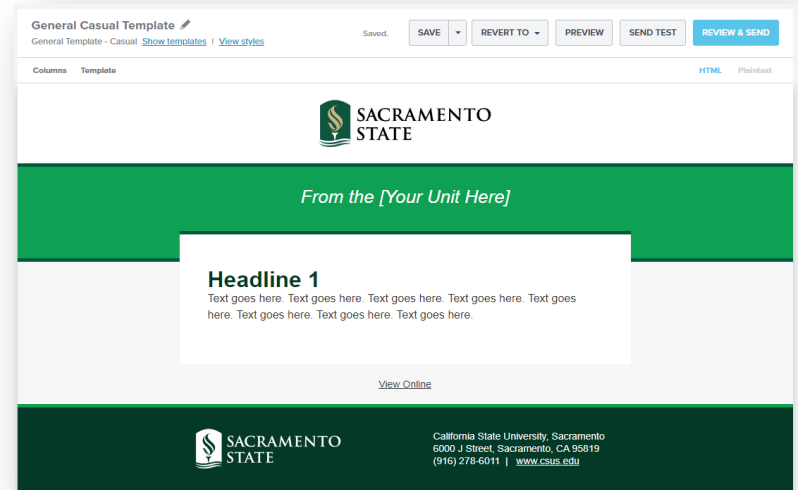
## General Standard

*Ideal for informational and/or formal purposes*



## General Casual

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



**BEST** browsers to work in

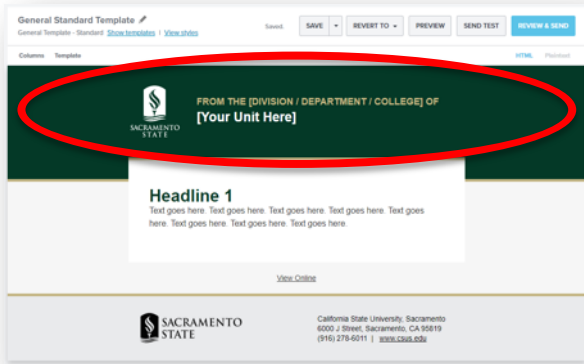
**NOT** recommended



Please use recommended web browsers for the most accurate design and preview experience.

CALIFORNIA STATE UNIVERSITY  
**SACRAMENTO**

# Specific to your Templates: Editable Header Fields



## Questions?

University  
Communications

### General Standard

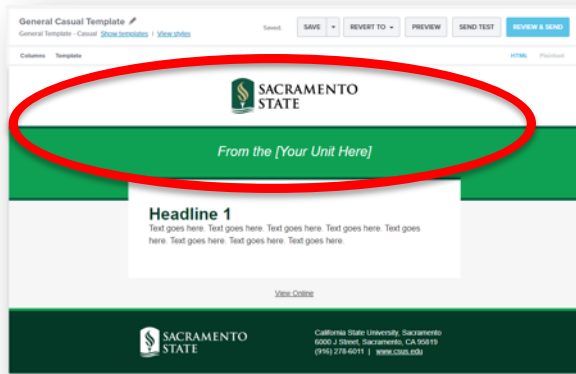
- **FROM THE [DIVISION/DEPARTMENT/COLLEGE] OF** indicates the sender's descriptive group type with the following default styling:  
**ALL CAPS, Helvetica, 18px, bold, gold**
- **[Your Unit Here]** indicates the sender's specific group (Human Resources, Student Affairs, Faculty Senate, etc.) with the 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



## Questions?

University  
Communications

## 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

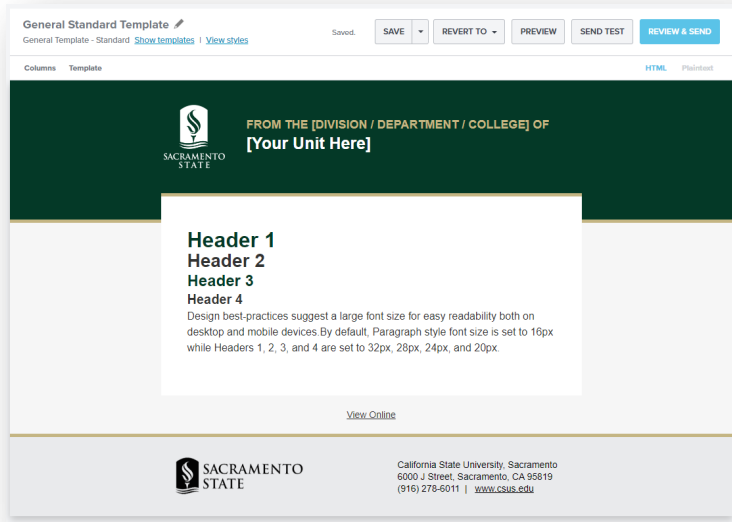
- *From the Division of Student Affairs*
- *From the College of Social Sciences & Interdisciplinary Studies*
- *From the Department of Government*

**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!



**Sac State Green**  
Pantone 343 C  
~CMYK: 89-19-72-60  
Pantone 343 U

**Evergreen Ash**  
Pantone 347 C  
~CMYK: 93-0-100-0  
Pantone 347 U  
~CMYK: 71-0-72-0

## 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

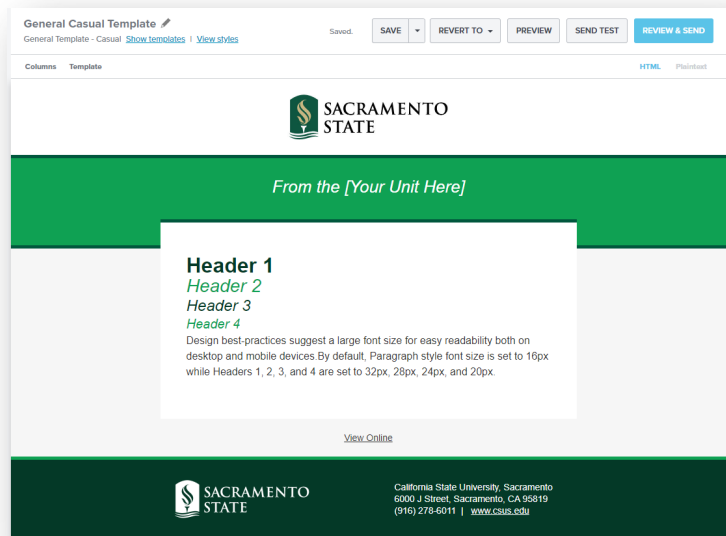
- Header 1: Helvetica, 32px, bold, Sac State Green
- Header 2: Helvetica, 28px, bold, Dark Grey (default)
- Header 3: Helvetica, 24px, bold, Sac State Green
- Header 4: Helvetica, 20px, bold, Dark Grey (default)

## Captions (if used under photos)

- Helvetica, 16px, Dark Grey (default)

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## 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.

The screenshot shows the SacSend email creation interface. At the top are buttons for 'SAVE', 'PREVIEW', and 'BACK TO EDITOR'. Below is a 'Choose recipients' section with a text input and a plus icon. A note states: 'Email addresses not found in your audience will be added as new contacts.' Below that is an 'Exclude an audience segment' checkbox. The 'Enter a subject line' field is circled in red. Below it is a 'Split testing' section with a 'SWITCH TO SPLIT TEST' button. The 'Enter preheader text' field contains the word 'optional' and has a character count of '75'. A red arrow points from this field to the 'What's Preheader Text?' section on the right. Below the preheader text field is 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 100 characters.' At the bottom are fields for 'Sender name' (containing '[SACSEND] Information Resources and Technology') and 'Sender email' (containing 'sacsend@csus.edu'). There are checkboxes for 'Make this the default sender name' and 'Make this the default sender email'. A note states: 'Your Sender and Reply-to email address must be working, monitored mailboxes in order to comply with federal regulations.' At the bottom are buttons for 'SEND NOW' and 'or Schedule for later'.

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

# 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](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](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](https://support.e2ma.net/Resource_Center/Account_how-to/edit-images)

## Photo Resources

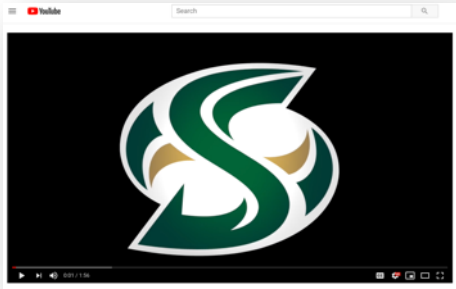
Search for approved images on [Sac State's Flickr](#) - built into the Emma image gallery!



**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

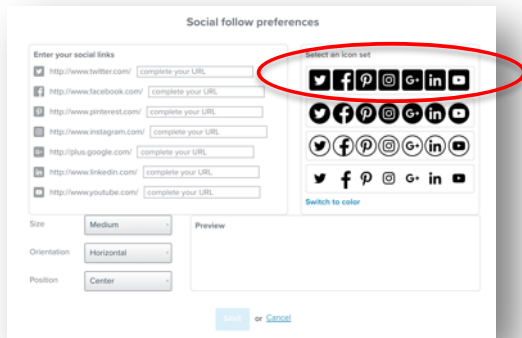
[https://support.e2ma.net/Resource\\_Center/Account\\_how-to/add-the-video-block](https://support.e2ma.net/Resource_Center/Account_how-to/add-the-video-block)

## 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

[https://www.csus.edu/brand/assets/pdfs/Best\\_Practices\\_SacState\\_BrandBook2015.pdf](https://www.csus.edu/brand/assets/pdfs/Best_Practices_SacState_BrandBook2015.pdf)

# Your Resources



## Emma Support Hub

[https://support.e2ma.net/Resource\\_Center](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](mailto:servicedesk@csus.edu)