AMOPPORTUNITIES

Email Creative Guidelines

HUBSPOT LINK

Font

Always use **Helvetica** in HubSpot and **Avenir LT Std** when designing outside of HubSpot.

- Use black text ■ #00000 on white backgrounds
- Use white text ☐ #ffffff on colored backgrounds
- Limited use of teal ■ #11b3c4 or orange ■ #e86e00 text for emphasis

Headings

The heading line height should be set to 1.25. Larger font selections should be used toward the top of the email and at the top of sections while smaller font selections should be used further down an email or an email section.

H1 # Helvetica. 36px. Bold. ■ #000000

H2 ## Helvetica. 22px. Bold. ■ #000000

H3 ### Helvetica. 16px. Bold. ● #000000

H4 **HELVETICA. 14PX. BOLD. ALL CAPS.** ■ #e86e00, ■ #11b3c4, or ■ #000000

Use for dates, times, and content discriptions including guides, blogs, and case studies.

H5 Helvetica. 12px. Color options: #fce5cd #bdf3f8 #d4d1d1 corner radius of 20

In order to accomplish H5, the button feature should be selected. Please note this is not to be used as a button; this feature is used simply to accomplish the design effect.

H6 Helvetica. 12px. Like H5 but no button. Can be ■ #e86e00, ■ #11b3c4, or ■ #000000

Paragraph

The standard email line height for paragraphs is 1.75. If it must be adjusted, it should never go lower than 1.5.

P1 Helvetica. 14px. ■ #000000.

P2 *Helvetica. 14px. Italicized.* ■ *#000000.*

Borders

A border is the outermost element that lines the entire email. If a border is added to the email it should be teal ■ #11b3c4. The secondary border color is orange ■ #e86e00.

Section Padding

Section padding is the amount of space between the content and the border of an element. This is vital to ensuring emails are uncluttered and sleek. Top and bottom section padding should always be set to a minimum of 20px and a max of 30px. Left and right padding should be set to 20px on default and can increase up to 40px as needed for the email layout.

Top	Bottom
20	20

Left	Right
20	20

Padding should stay consistent throughout all sections of the email.

Section Dividers

A section divider is a creative element or usage of spacing implemented to separate content blocks in an email. When using the default line divider, the height should be set to 2px, 50% width, solid line type, center alignment, and padding on. Color can be teal ■ #11b3c4, orange ■ #e86e00, or black ■ #000000.

When selecting a more stylized section divider, pre-approved section dividers (dots, heartbeats, and waves) can be found in the 'Email Assets' HubSpot folder.

PRO TIP: When using the pre-approved section dividers you will need to add in an 'Image' from the content section then choose the divider you'd like to include. Options are Dots, Wave, and Heartbeat. Once you've made your selection, insert padding settings in the 'Edit Image' bar. We suggest one of two padding settings:

- No padding with a width setting of 600

- Padding selected with a width setting of 300

Section Background Colors

Section background colors are a great way to visually break up long emails. This element can be used to visually divide sections in place of the section dividers and can be used to make content stand out. Color options include variations of light grey ⬜ #f5f5f5 ⬜ #eeeeee ⬜ #dddddd ⬜ #cccccc and a subtle light orange 🟧 #fce5cd, used sparingly.

Background Patterns

Background patterns are decorative elements that can be found behind the body of an email. Typically, this creative element is only visible to desktop users. Background dimensions are 300px by 600px, keeping in mind that any patterns must repeat smoothly and be a transparent PNG file. Backgrounds should be set to tile or stretch based on the needs of the design. Approved background patterns can be found in the 'Email Assets' HubSpot folder.

Tile

Backgrounds with a pattern should be set to tile, ensuring that the objects, illustrations, etc., seamlessly repeat.
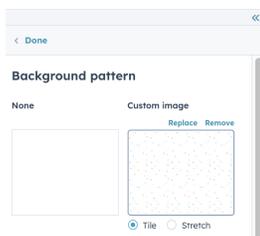
Stretch

Backgrounds that are a solid color or gradient should be set to stretch.
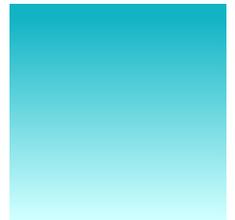
Hyperlinks

Hyperlinks are orange 🟧 #e86e00, **Helvetica**, not underlined. If the hyperlink is included in the paragraph, it is sentence case. If the hyperlink is a standalone CTA it should be all caps with the inclusion of a rightwards arrow special character.
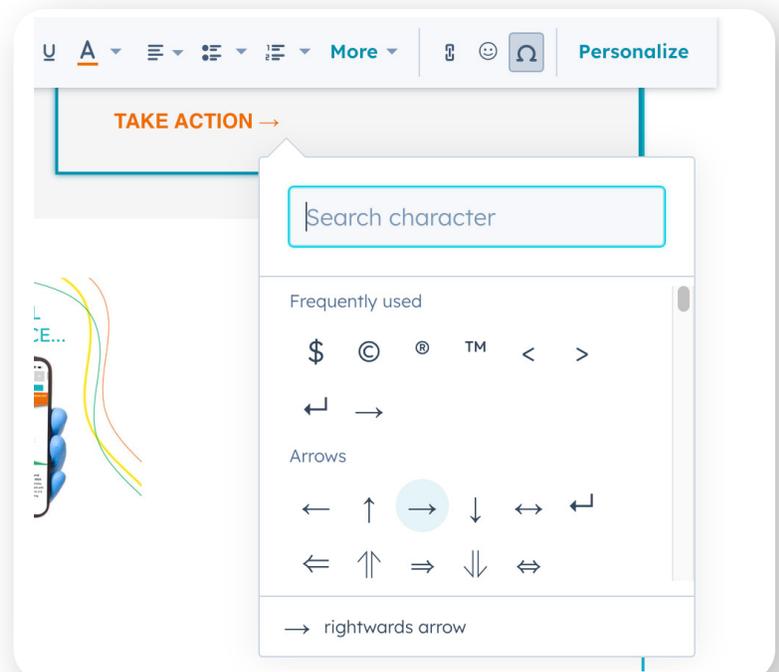
CTA Rules

When creating buttons, which we will refer to as CTAs or Call To Action, here are some things to keep in mind.

General Rules

- CTA font is **Helvetica Bold, 16px.**
- CTA corner radius should be set to 20.
- If a border is used, the width should be set to 2.
- Never set buttons to full width.
- If CTA is teal, hyperlink and footer are teal as well.

☑ Border

Border width

2

Border color *

\# e86e00

Corner radius ⓘ

20

0   25
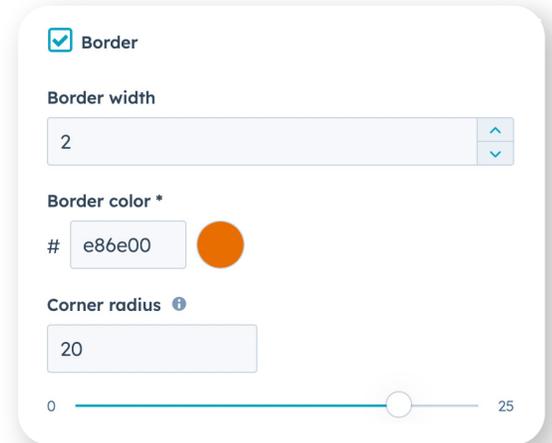
Button Color Rules

- Button color defaults to orange background 🟧 #e86e00 or border which is preferable.

- Teal button default is appropriate for visitor emails. Other button color options can be utilized when needed. Marketing approved hex codes are listed below.

- All buttons used in an email should be variations of the same dominant color. For example, if you use orange as the dominant CTA background color all buttons should be in the orange gradient family found below.

- If section background is not white, set button background color to compliment the section color and set the border color to orange 🟧 #e86e00 or white ⬜ #FFFFFF if the background is dark.

Do

Reserve Today | Reserve Today | Reserve Today
Reserve Today | Reserve Today | Reserve Today

Orange Gradient

Reserve Today | Reserve Today | Reserve Today
#d15e00 | #e86e00 | #f7913e

Teal Gradient

Reserve Today | Reserve Today | Reserve Today
#0c9ca3 | #11b3c4 | #34ced6

Grey Gradient

Reserve Today | Reserve Today | Reserve Today
#666666 | #878787 | #aaaaaa

Don't

CTA buttons should never be just text, have black text on a colored background, or have a solid black background.

Reserve Today | Reserve Today

Reserve Today

Icons

Icons can be found in the "Icons" images folder in HubSpot. Icons are sorted into folders by type and additionally by color.

HubSpot Icons Link
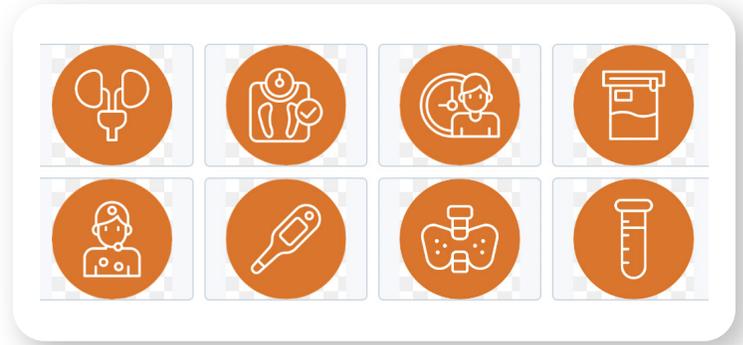
AMO Logo

The white AMO logo may be utilized on all background colors while the orange logo may be used on white background colors only. When used in the header of the email, the logo should be set to 200 width. The logo should always link to the primary CTA of the email.

Footer

Choose either the orange footer, white footer, or teal footer that can be found in the saved sections section of the content menu. Footer should always include: the office address, phone number, manage preferences link (Ensure it is only 'manage preferences' and not the unsubscribe link.) as well as Facebook, LinkedIn, Twitter, and Instagram icons and links.

AMOpportunities, 444 N. Wells St., Suite 601, Chicago, IL 60654, United States, (+1) 312 821 9020
Manage preferences

Photo Usage and Rules

When selecting pre-existing photos within HubSpot, make sure to take into consideration the target market of the email, including gender and ethnicity. There is a selection of AMO original and stock photos can be found in the 'Email Assets' HubSpot folder. Approved assets found in Hubspot are created for one, two, or three column layouts.

Requesting Photos

Photo requests can be submitted in the "email-photo-requests" Slack channel. This can include requests for new photo or graphic content, resizing requests, or help with photo selection. All requests will be completed within three to five business days.

New Content

Ideally photos and graphics should be made by the Marketing Department. However, due to time constraints this may not always be possible. Here are some guidelines to keep in mind when mocking up content.

● Visitor Photos

Photos of actual AMO visitors are always preferred over stock photos. Photos that AMO visitors have submitted from their experiences give a more authentic look and allow a deeper connection with the email audience.

● Stock Photos

If new stock photos are needed, it is important to stay away from overly "stocky" photos that look extremely posed and fake. Try to find photos that look natural and candid.

● Corner Radius

One major element of keeping AMO emails looking consistent is the addition of rounded corners on photos. Every photo should have a rounded corner radius of 20 px, never sharp edges. This small step gives photos a finished, polished look.

AMO Logo

AMOPPORTUNITIES

Heading (H2)

H2 Email Heading

P2 blurb to provide a brief description of content

Family Medicine

Main email content here. Short, sweet, and to the point. Remember:

Paragraph (P1)

- Bullets are great
- For spelling out benefits and
- Turning users into applicants

Submit Your Free Application

Explore Programs
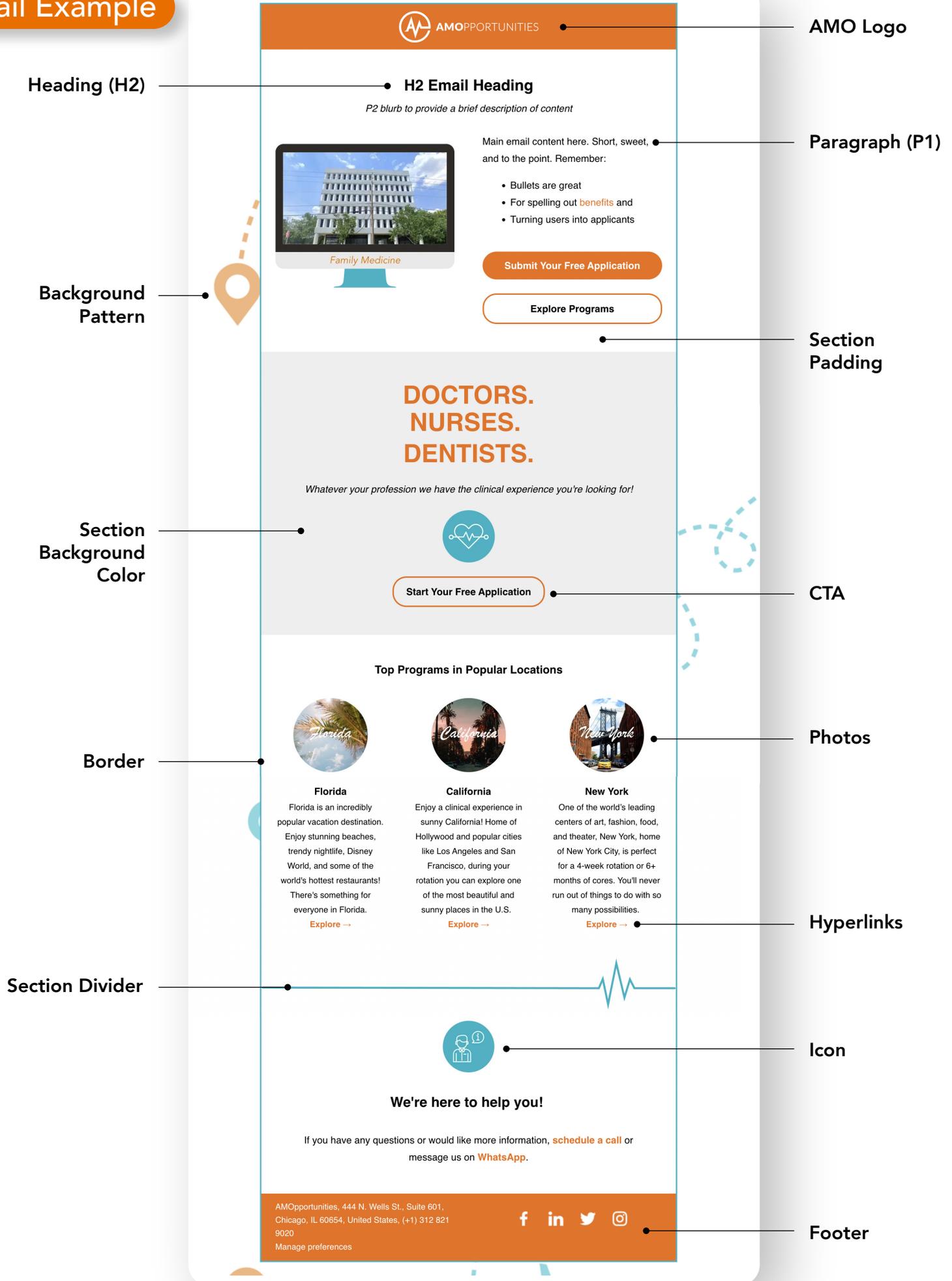
Background Pattern

Section Padding

DOCTORS.
NURSES.
DENTISTS.

Whatever your profession we have the clinical experience you're looking for!

Section Background Color

Start Your Free Application

CTA

Top Programs in Popular Locations

Florida   *California*   *New York*

Photos

Florida

Florida is an incredibly popular vacation destination. Enjoy stunning beaches, trendy nightlife, Disney World, and some of the world's hottest restaurants! There's something for everyone in Florida.

Explore →

California

Enjoy a clinical experience in sunny California! Home of Hollywood and popular cities like Los Angeles and San Francisco, during your rotation you can explore one of the most beautiful and sunny places in the U.S.

Explore →

New York

One of the world's leading centers of art, fashion, food, and theater, New York, home of New York City, is perfect for a 4-week rotation or 6+ months of cores. You'll never run out of things to do with so many possibilities.

Explore →

Border

Hyperlinks

Section Divider

Icon

We're here to help you!

If you have any questions or would like more information, **schedule a call** or message us on **WhatsApp**.

AMOpportunities, 444 N. Wells St., Suite 601, Chicago, IL 60654, United States, (+1) 312 821 9020

Manage preferences

Footer