

**Vodafone Group Services  
email and newsletter brief**

10 August 2017

Budapest Hub



# Brief

To design and build an HTML email and newsletter template.

The purpose of this communication is to drive traffic to the [design.vodafone.com](https://design.vodafone.com) website, to start a dialogue with the people and markets who require Group's assets.

Our aim is to elevate and celebrate our portfolio of work spanning across our design principles to concise guidelines. To create better communication with our global markets, driving consistency and coherency so we can design as a unified team to deliver one Vodafone digital identity.

# Principles

**Let the product be the star**

**Celebrate the work**

**Concise clear messaging**

**Always put the work in context of end result**

**Simple, minimal design** (less is more)

**Be leaders not followers** (show others how it should be done)

**Draw inspiration from the work and design with the theme of 'grids and knolling'**

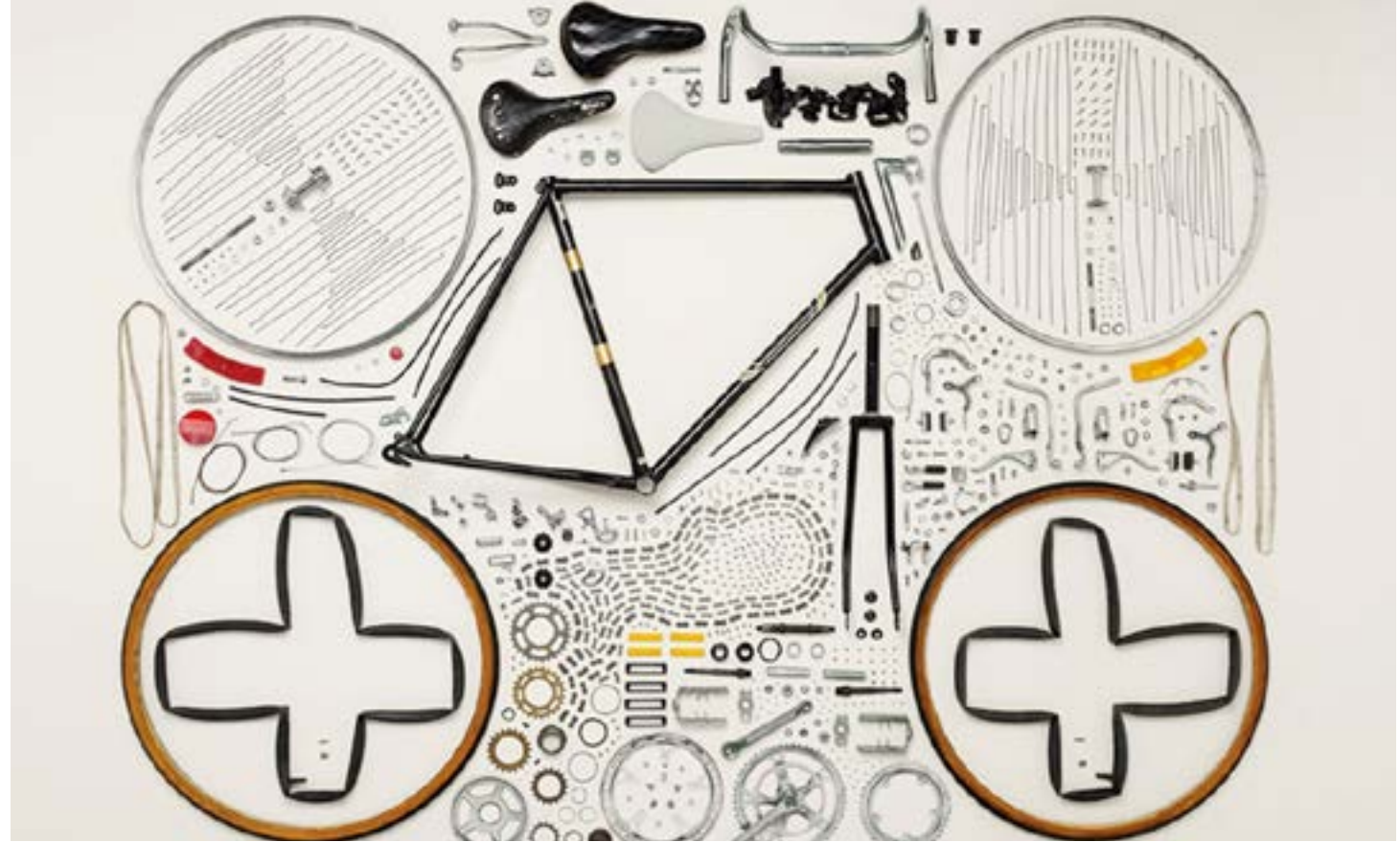
(Knolling is the process of arranging related objects in parallel or 90-degree angles as a method of organization)

**Have fun** (it will show in the work)



# Moodboards

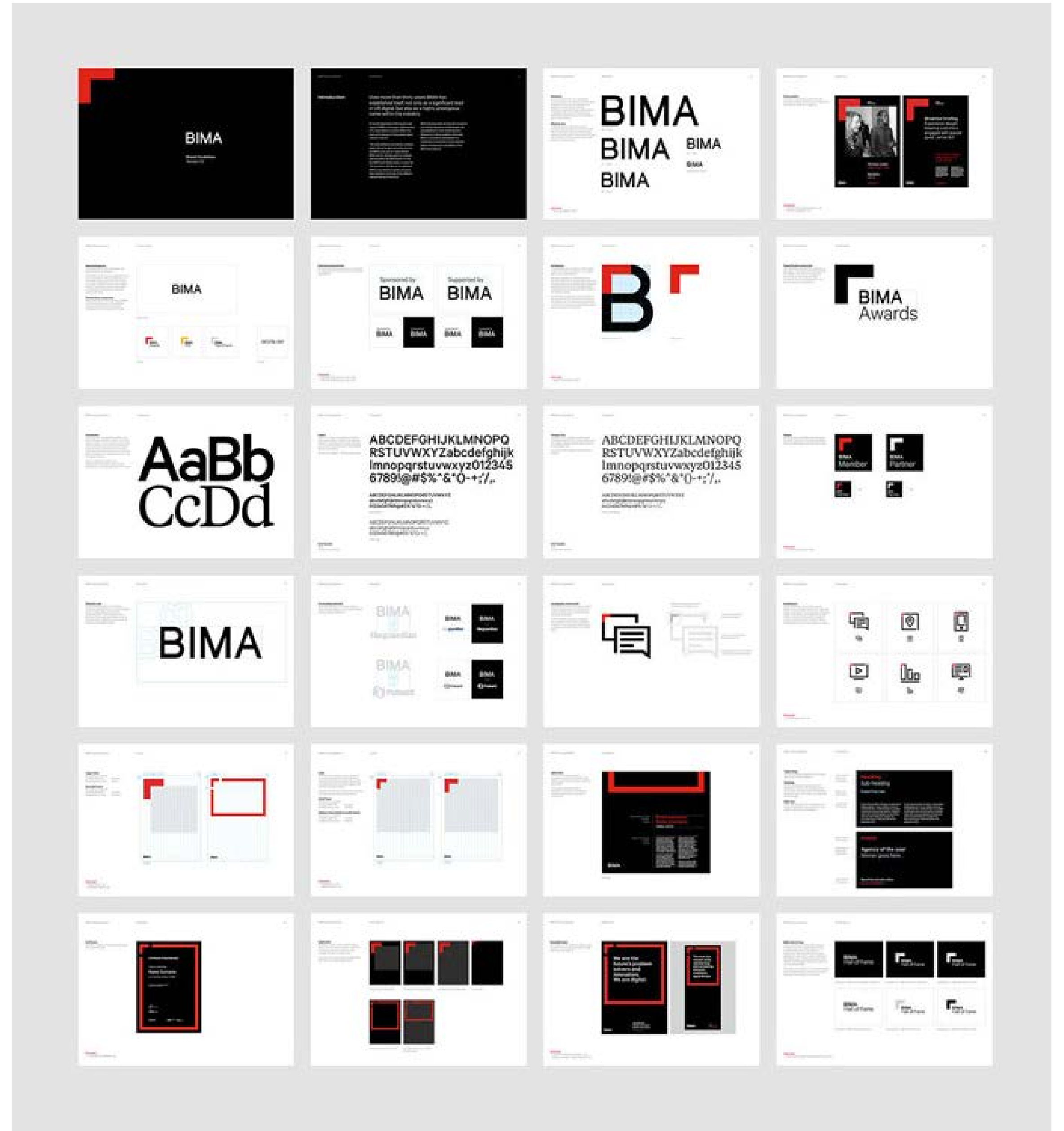
Artist Todd McLellan





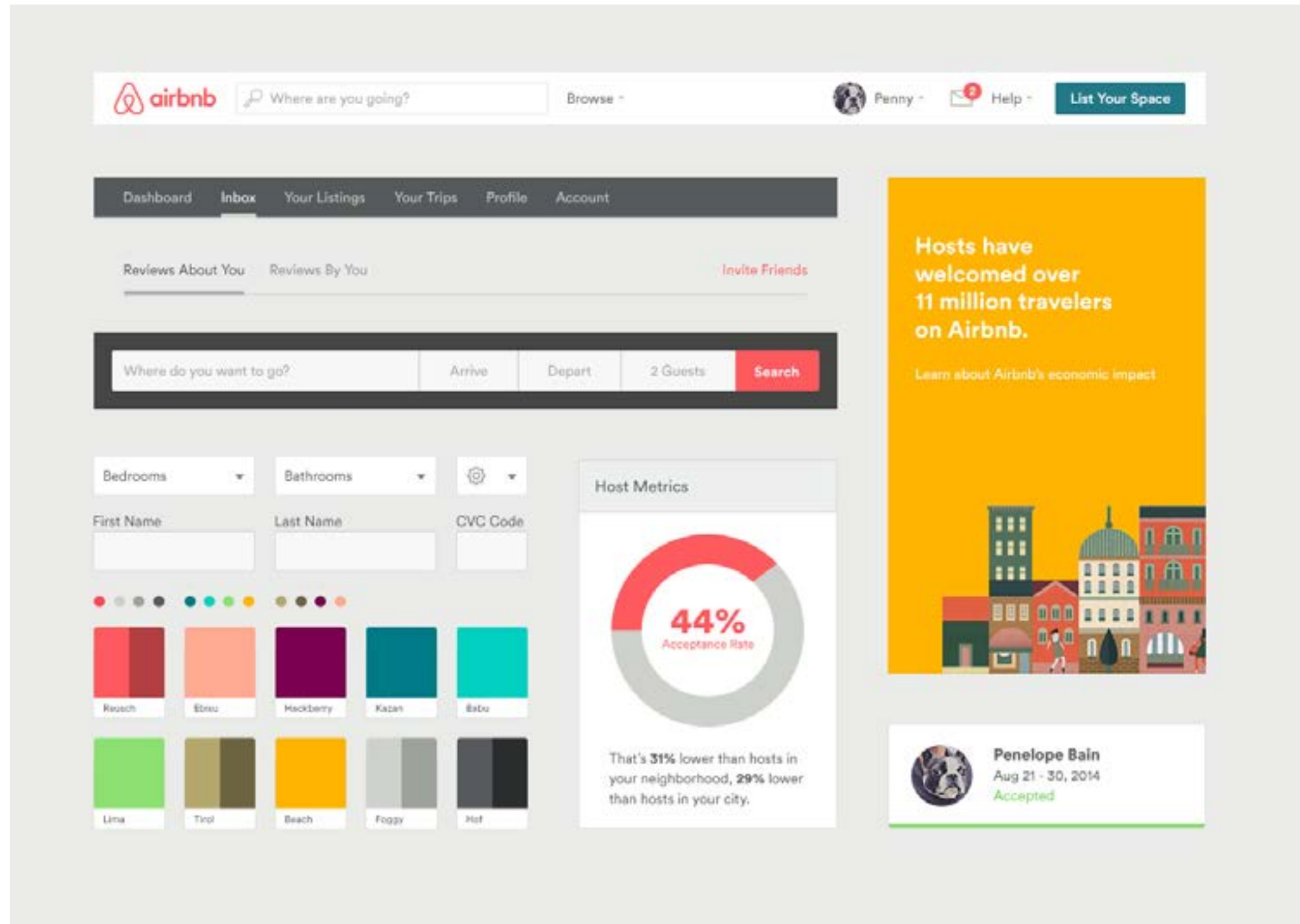


Celebrating the guidelines

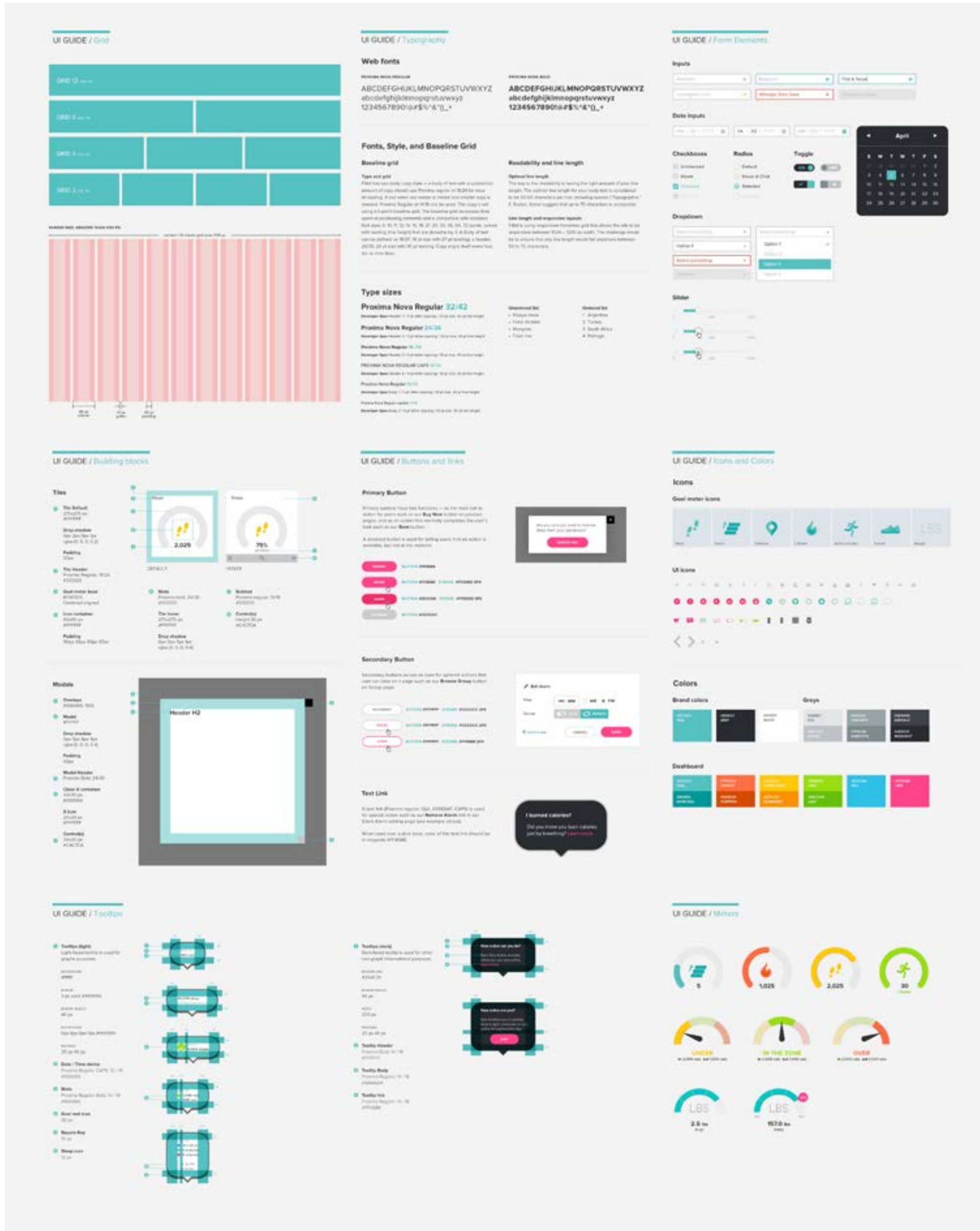




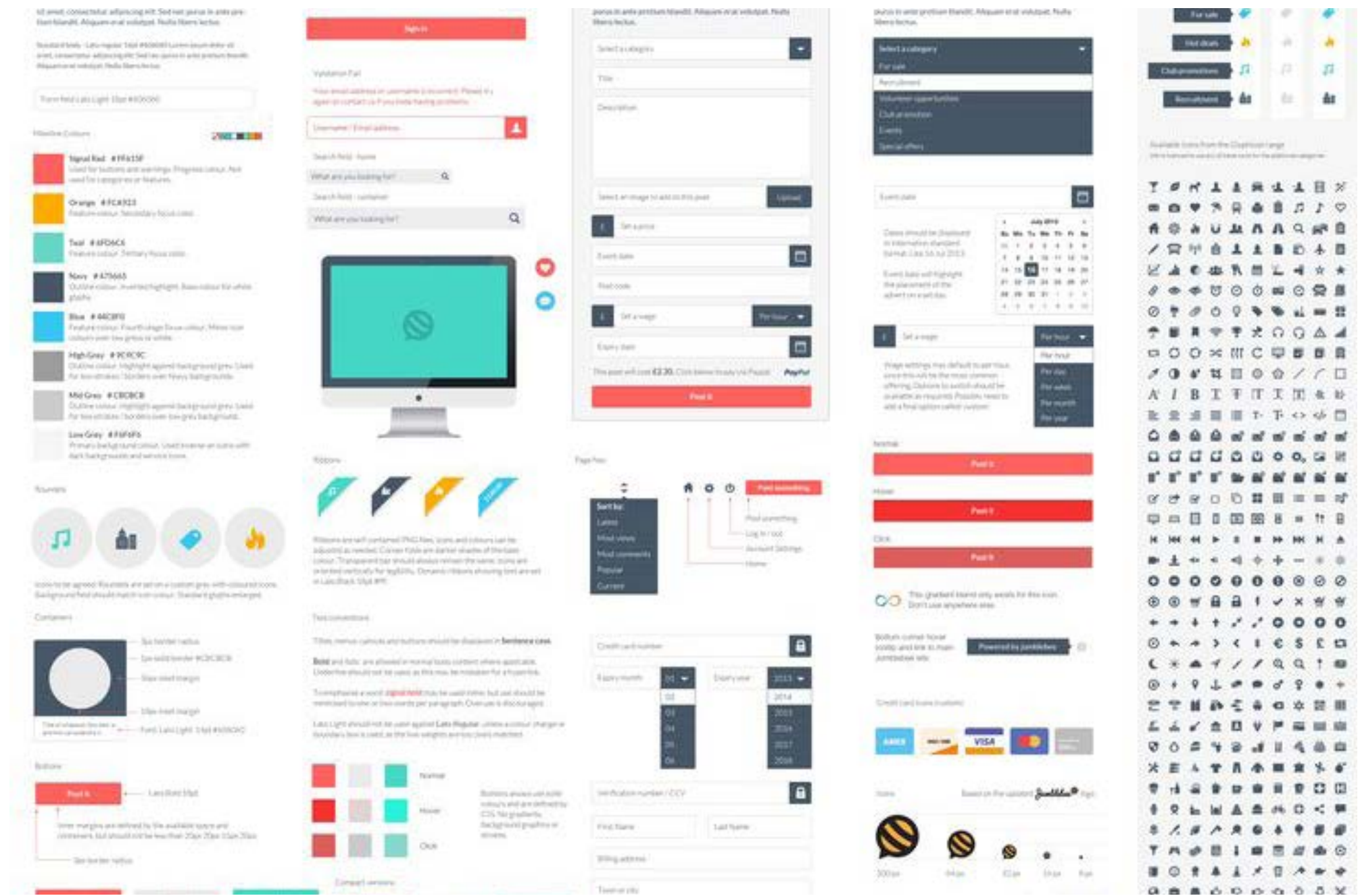
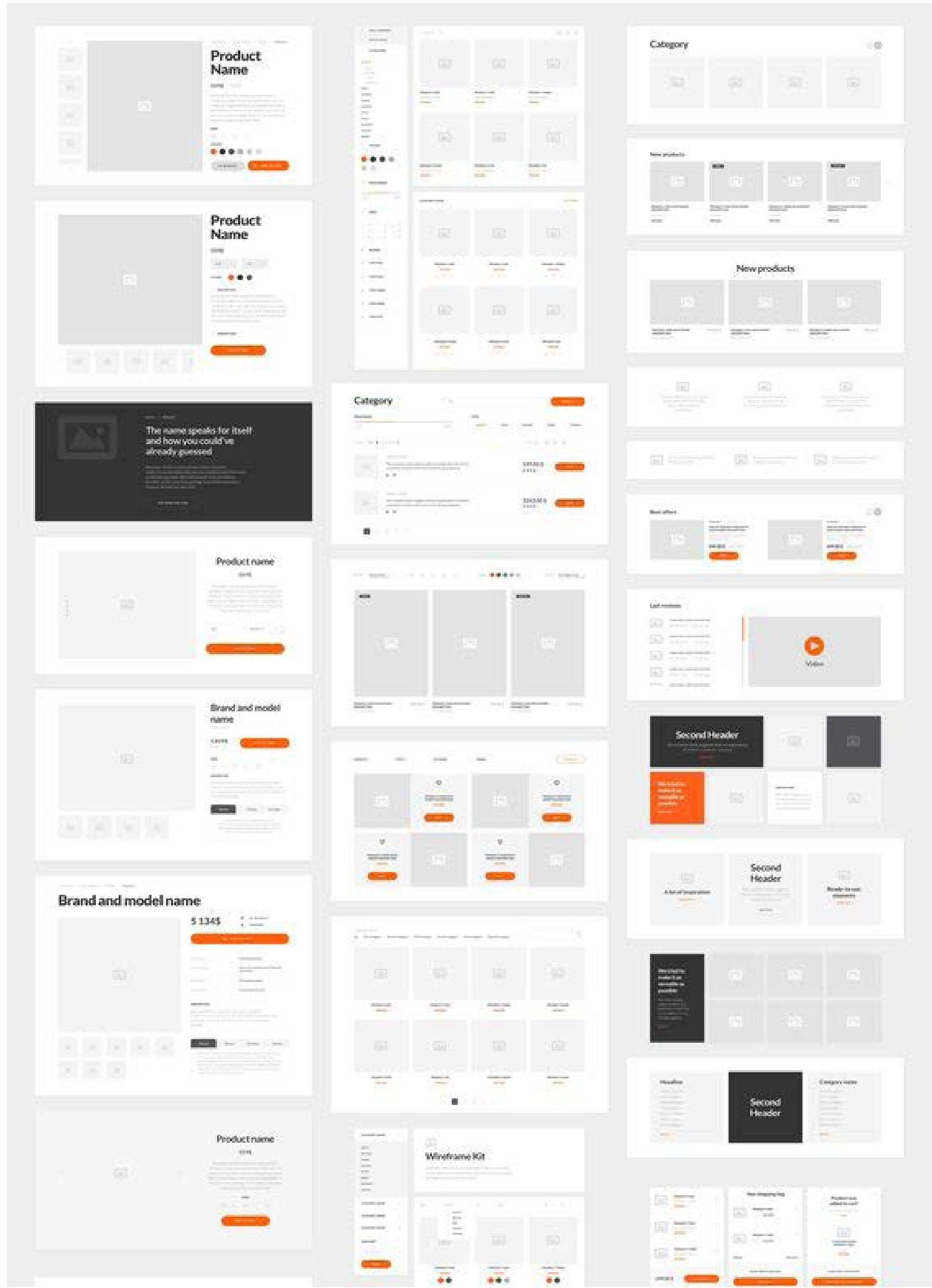
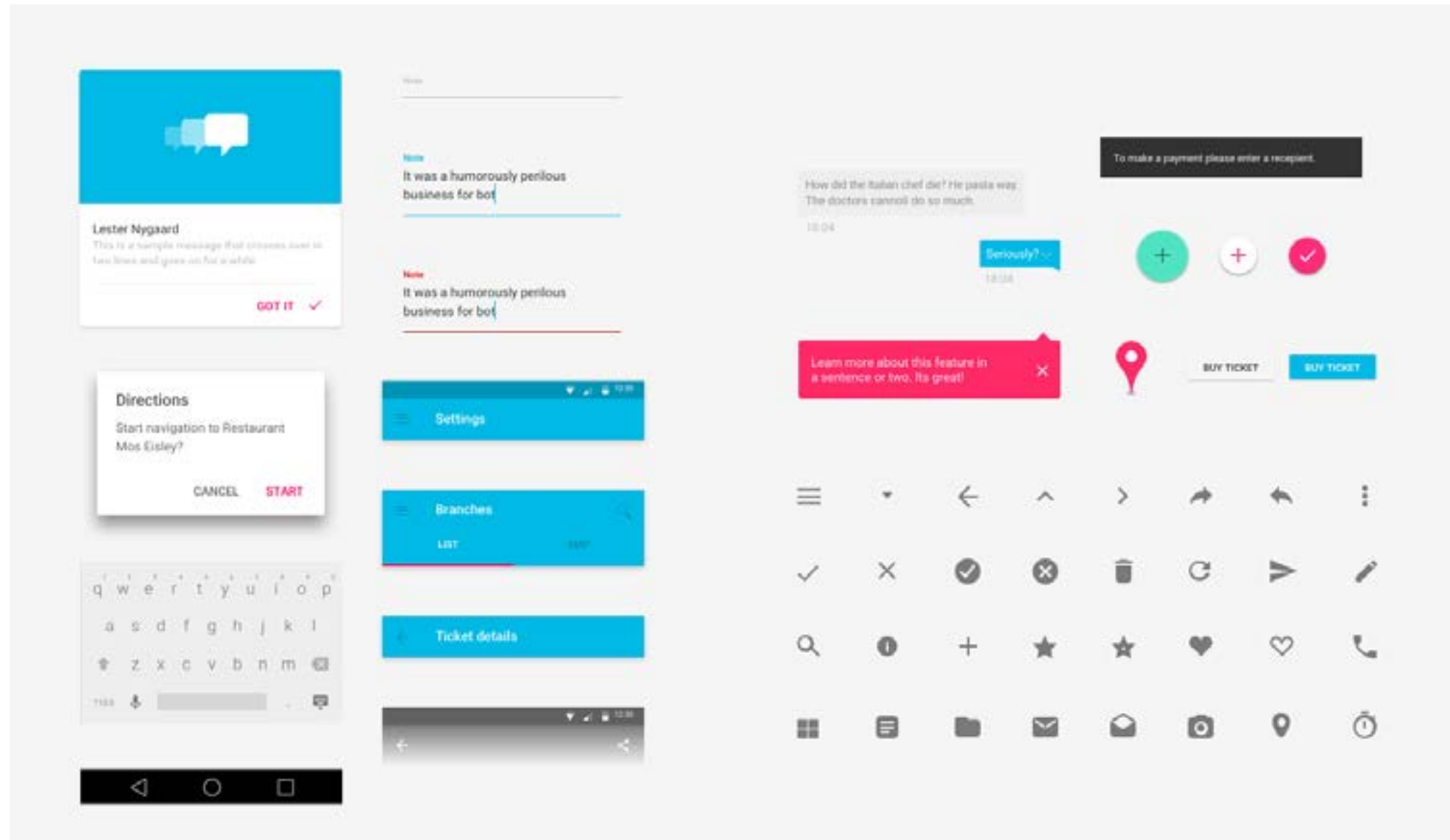




Collections

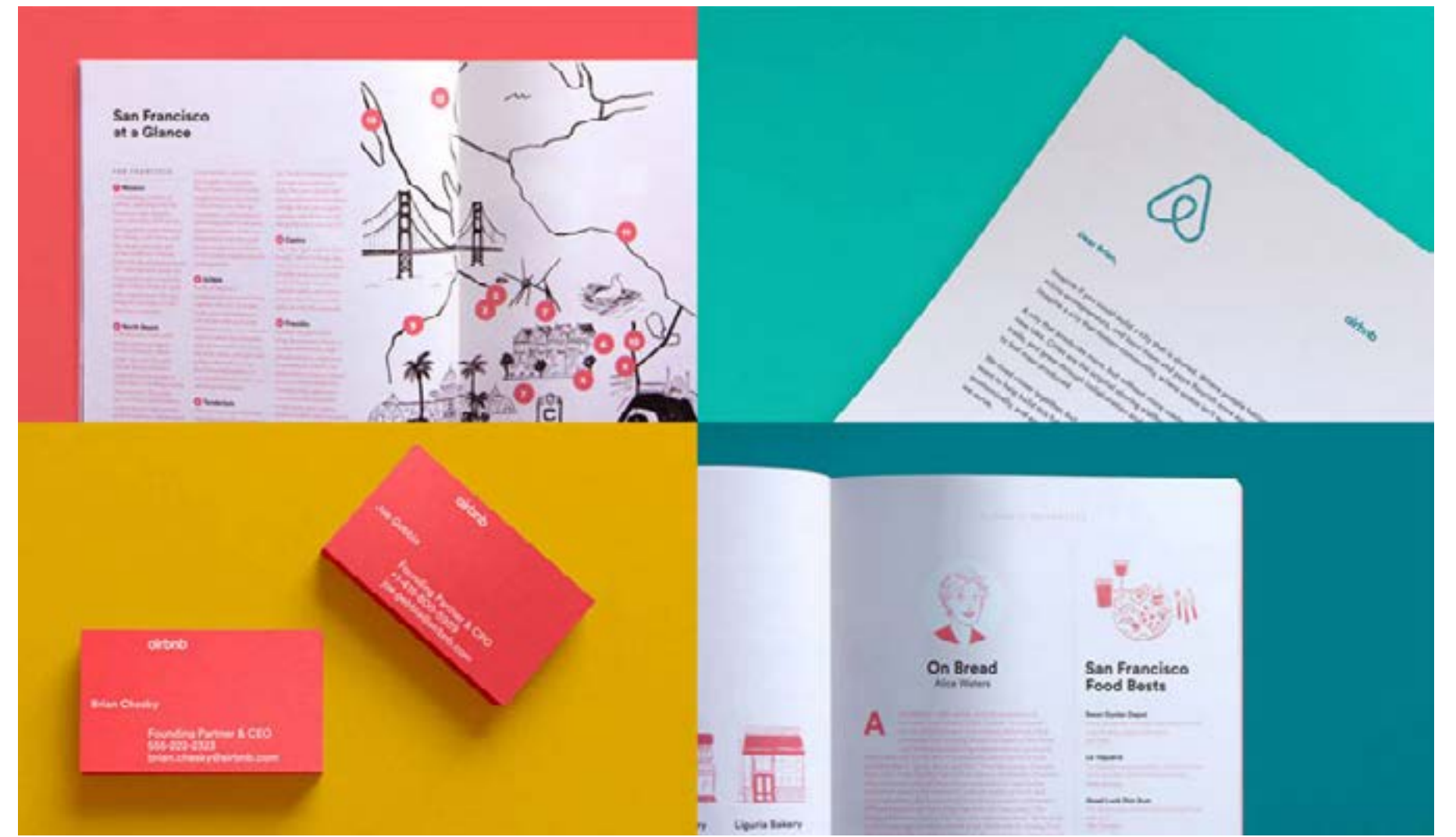
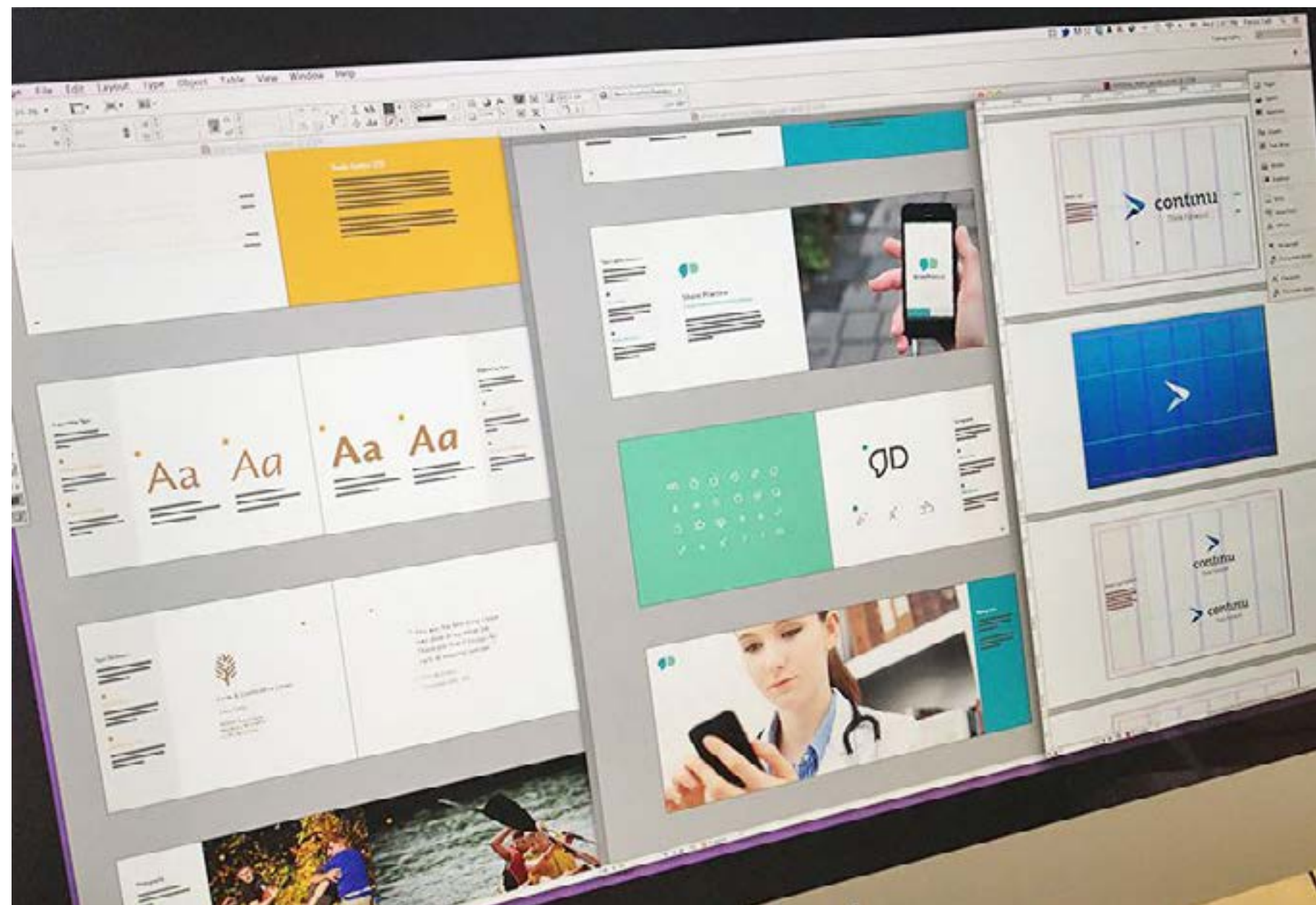
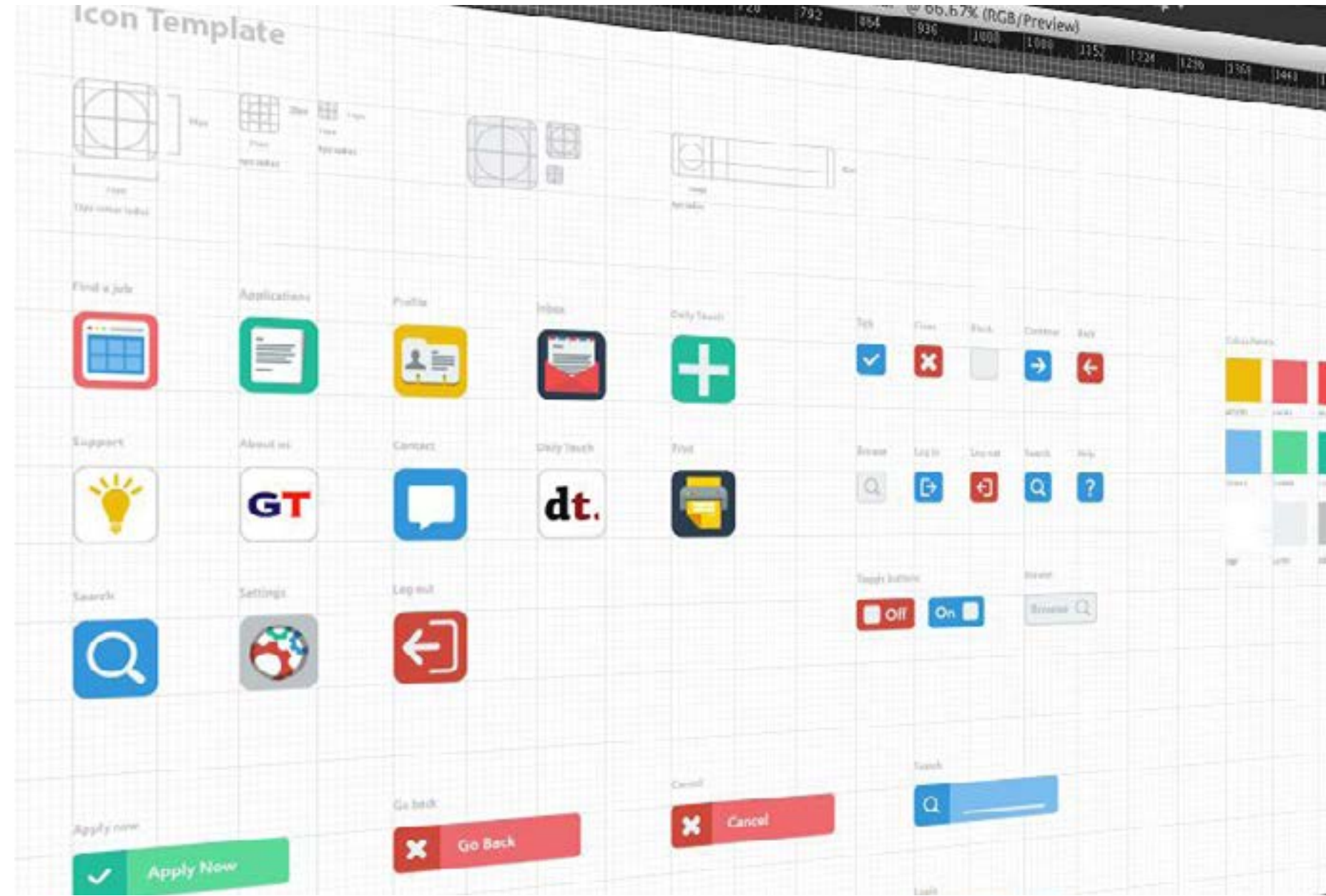






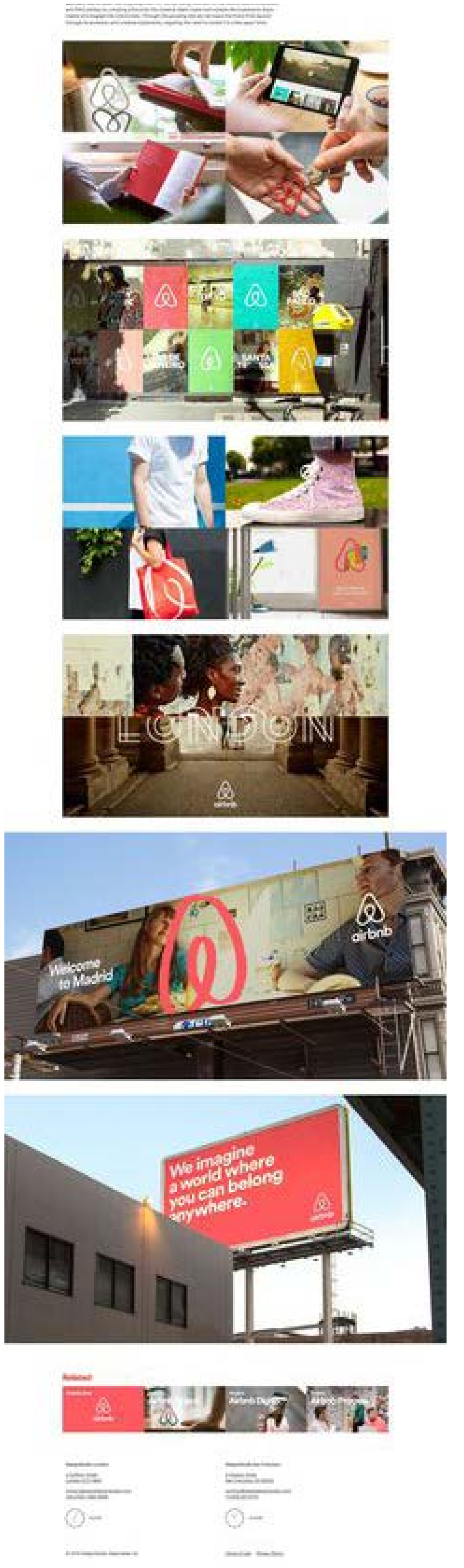
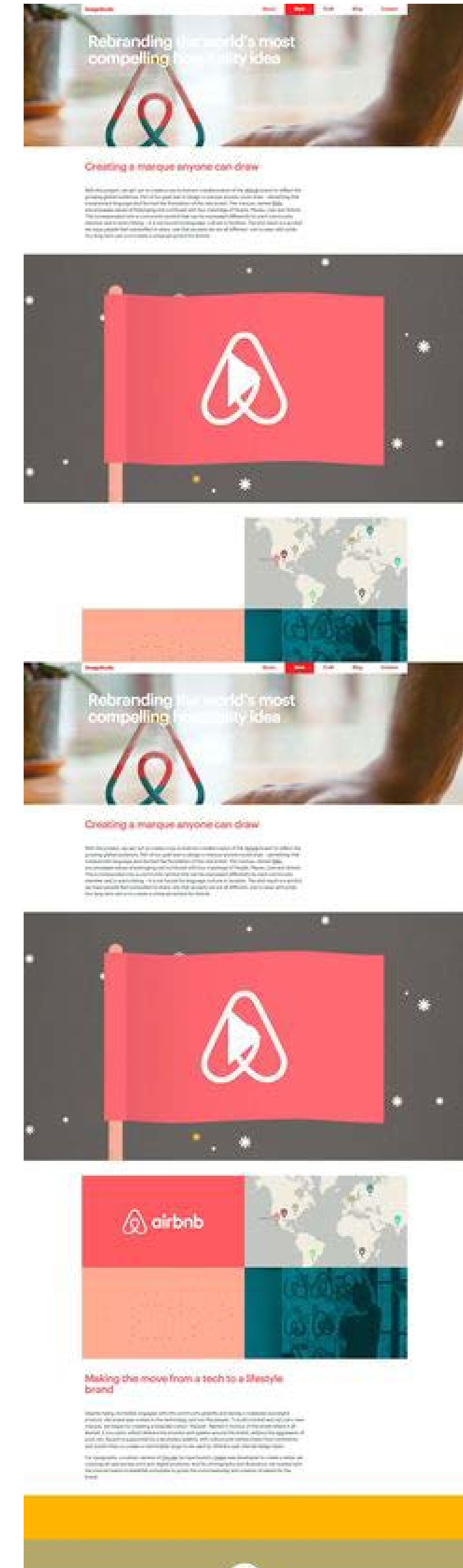
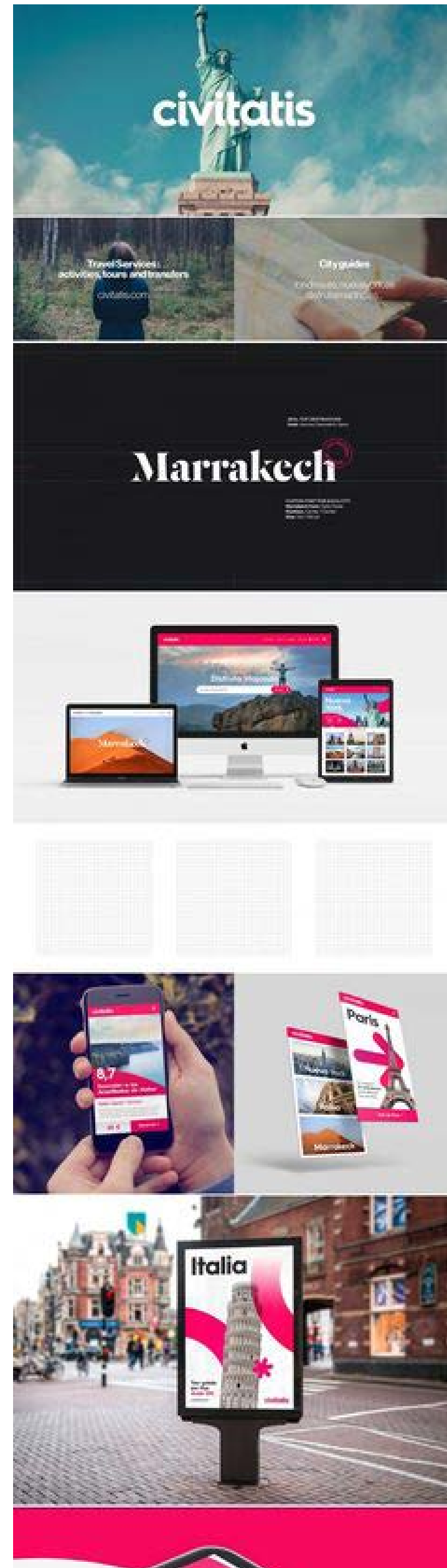


Clear messaging

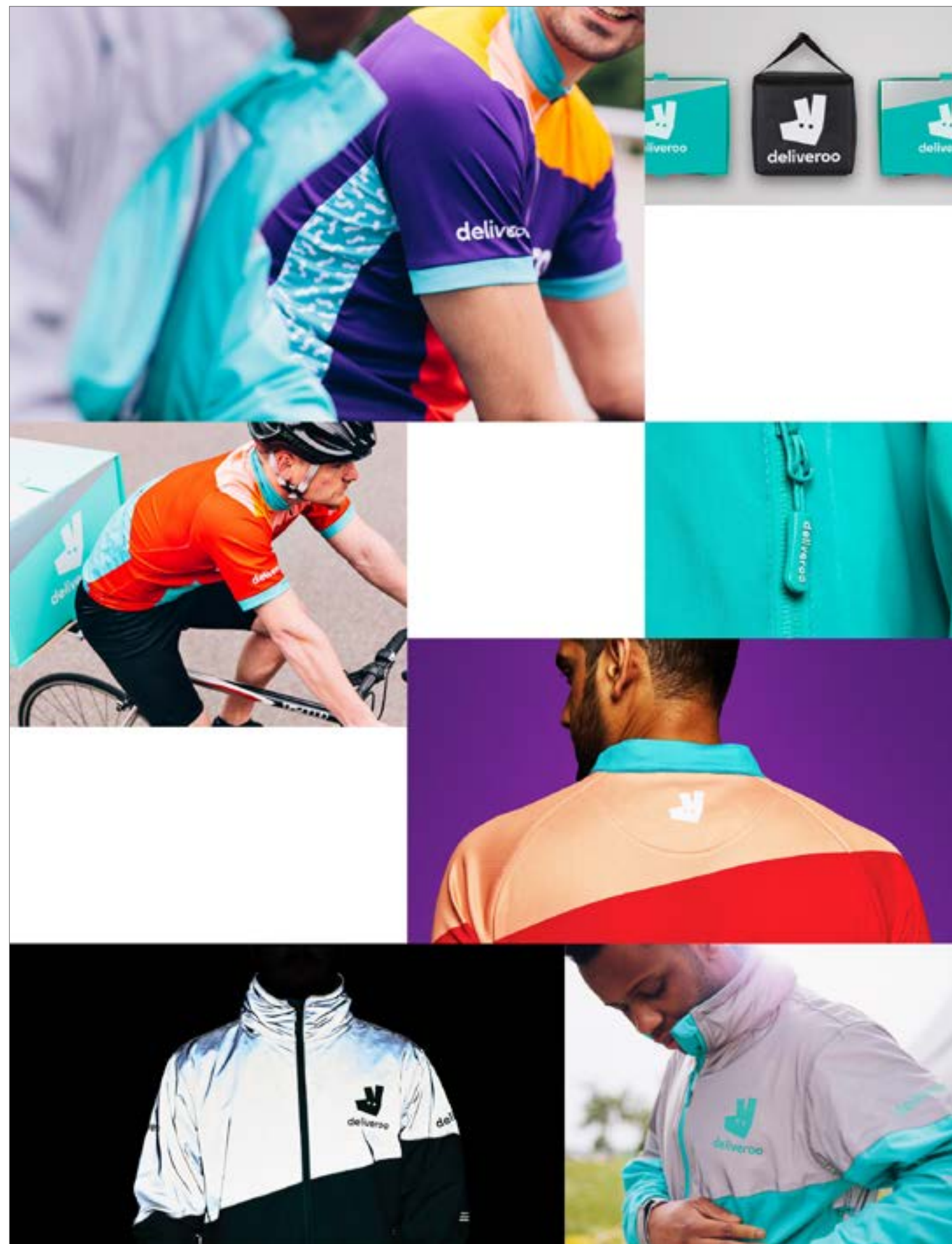




Contextualize the work



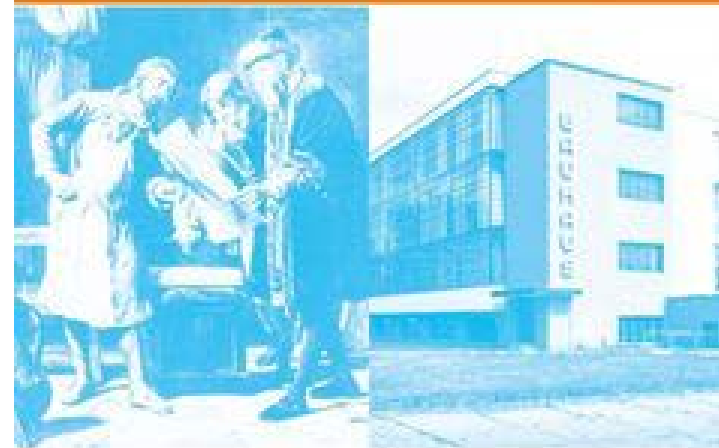
Tell the story



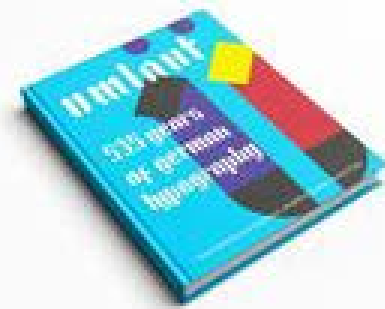
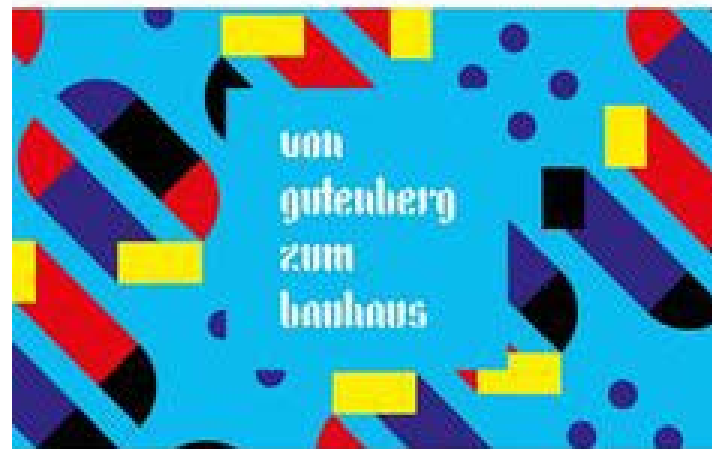
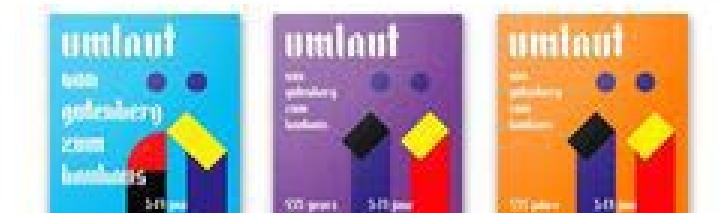




umlaut is a typeface that celebrates german typography



abcdefghijklmnopqrstuvwxyz  
0123456789  
€ £ ¤ ¥ ¨ §



Simplicity and confident use of colour









# Design language

# Brand repositioning overview

On 6 October 2017, Vodafone will launch a new brand repositioning with a new visual identity.

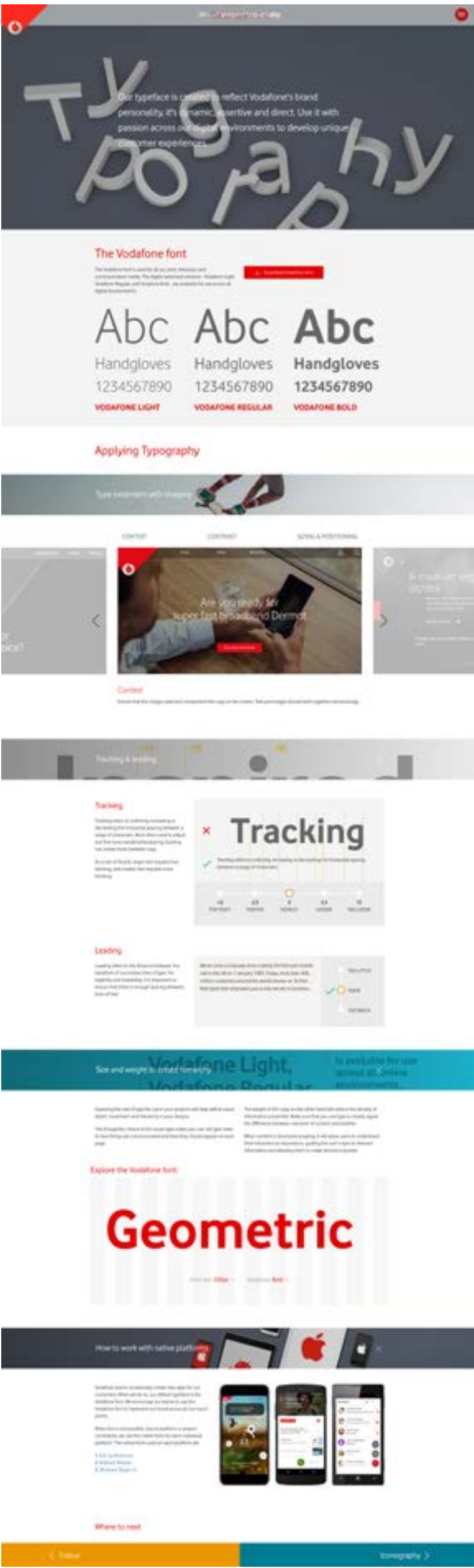
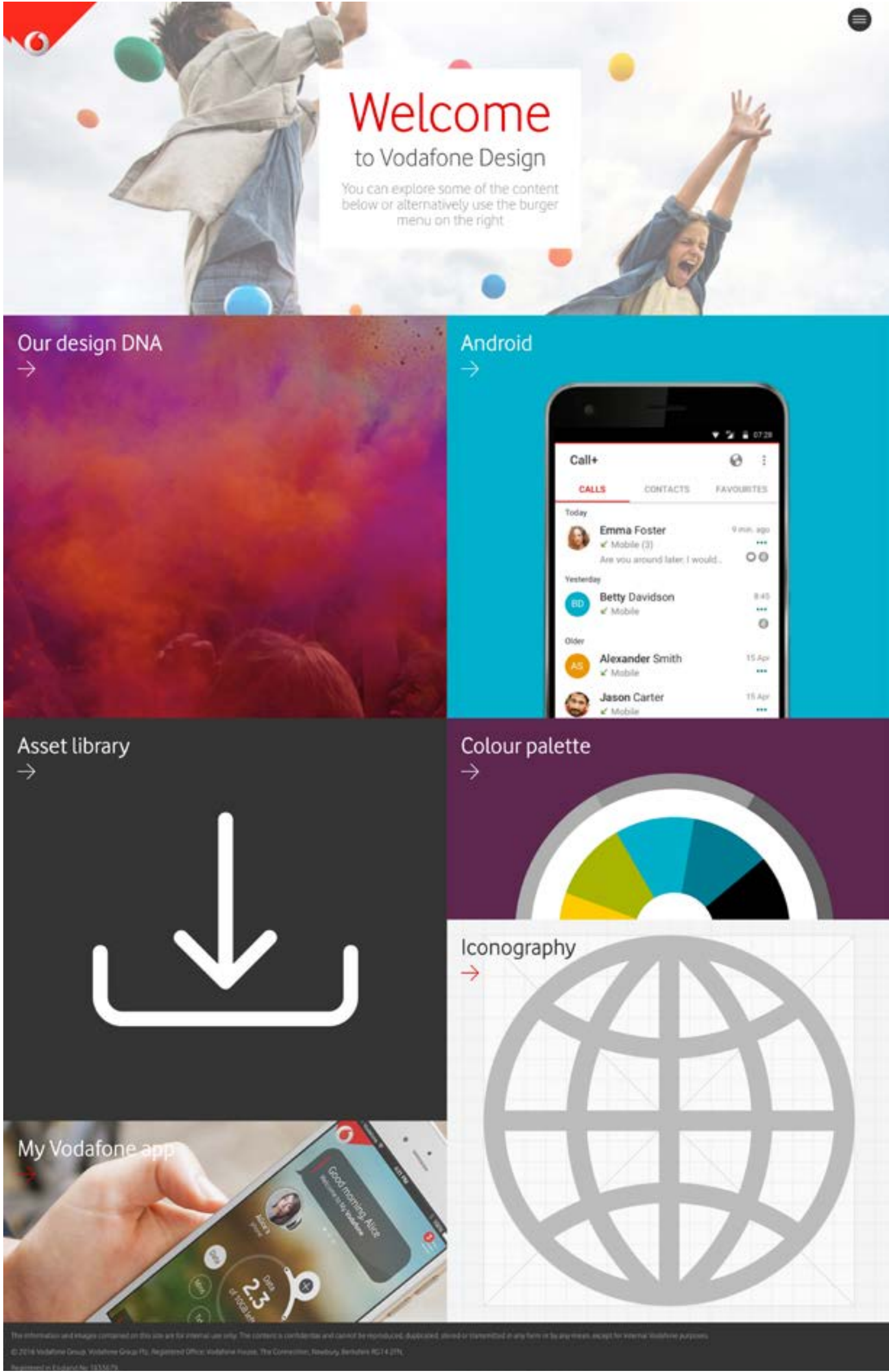
We have a new creative strategy: Open connection.  
Open for everyone: whoever you are and whatever pace you prefer. Opening up new technology to new audiences. Connecting people to each other and the things they love.





# design.vodafone.com

Draw visual cues from this design language to ensure consistency.



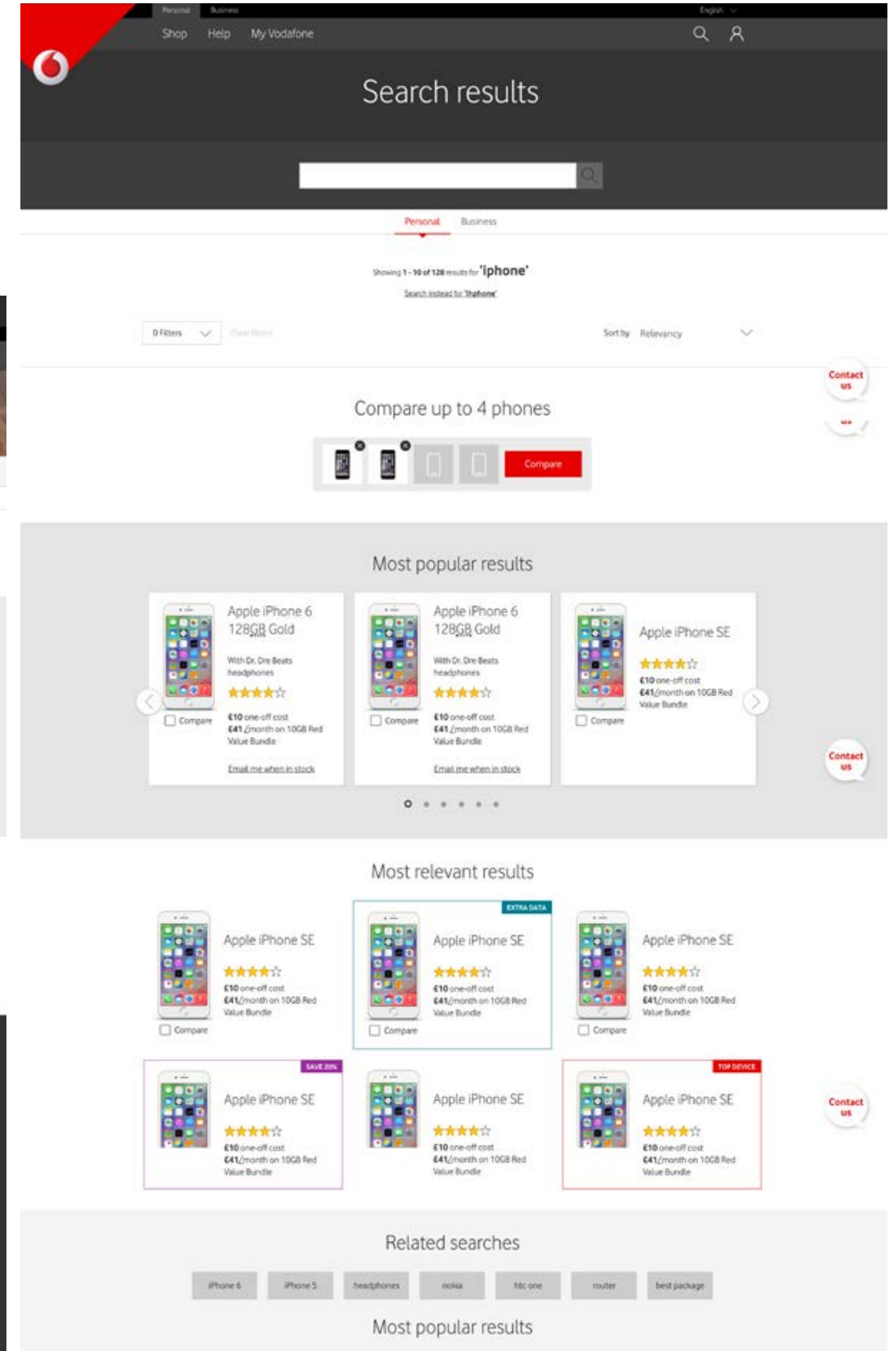
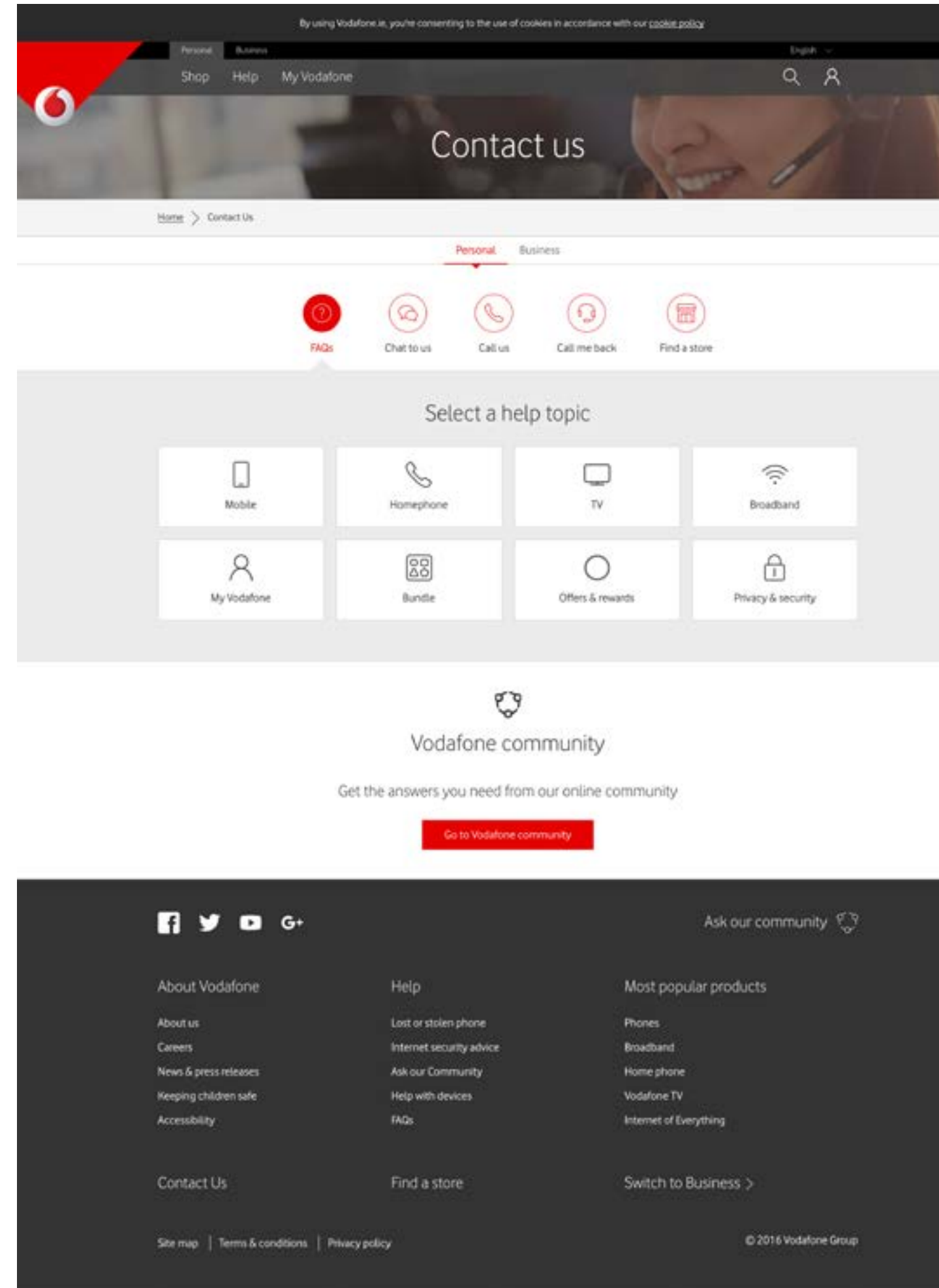
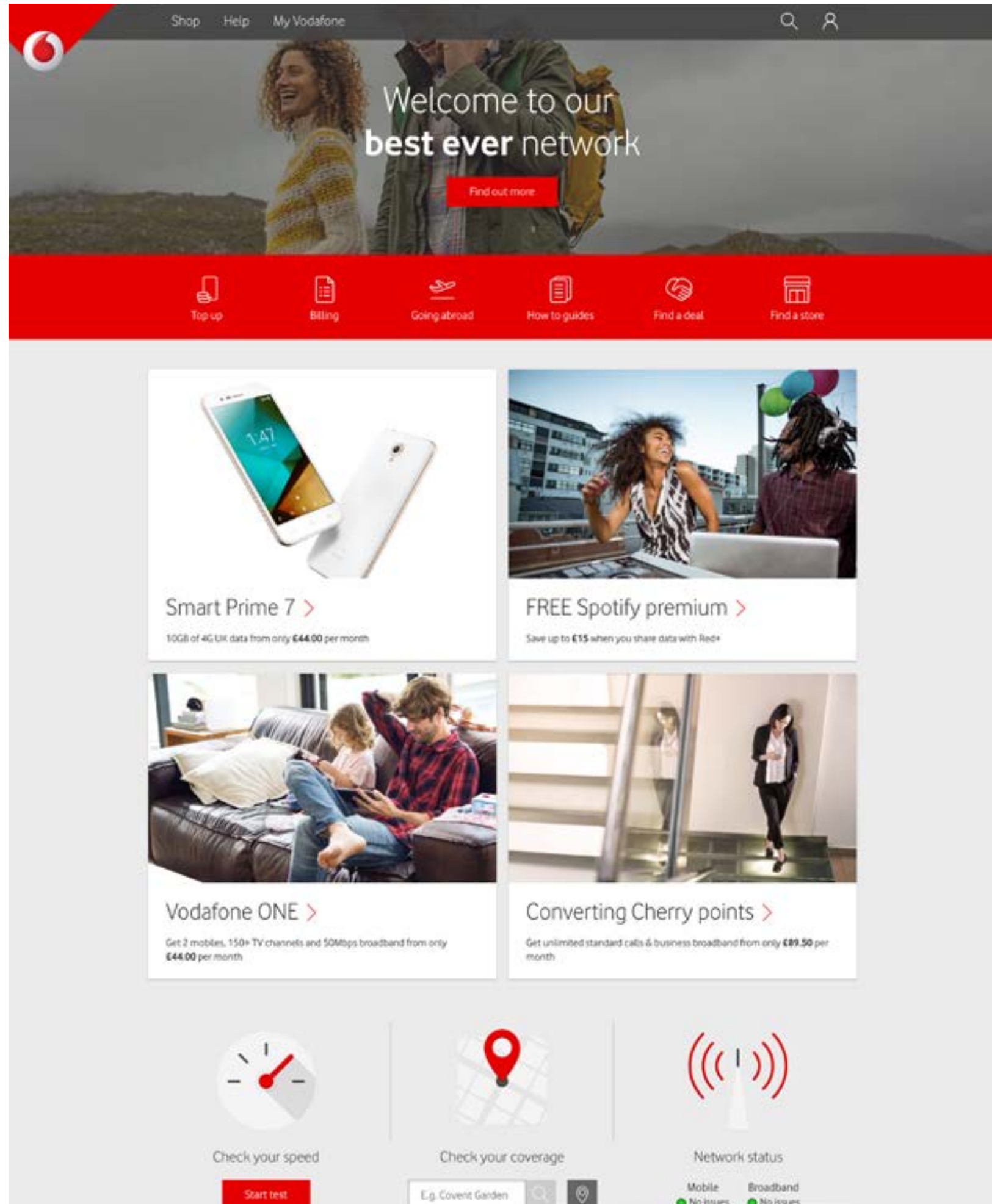






# WS2 look and feel

Draw visual cues from WS2 branding  
(but keep it lighter)



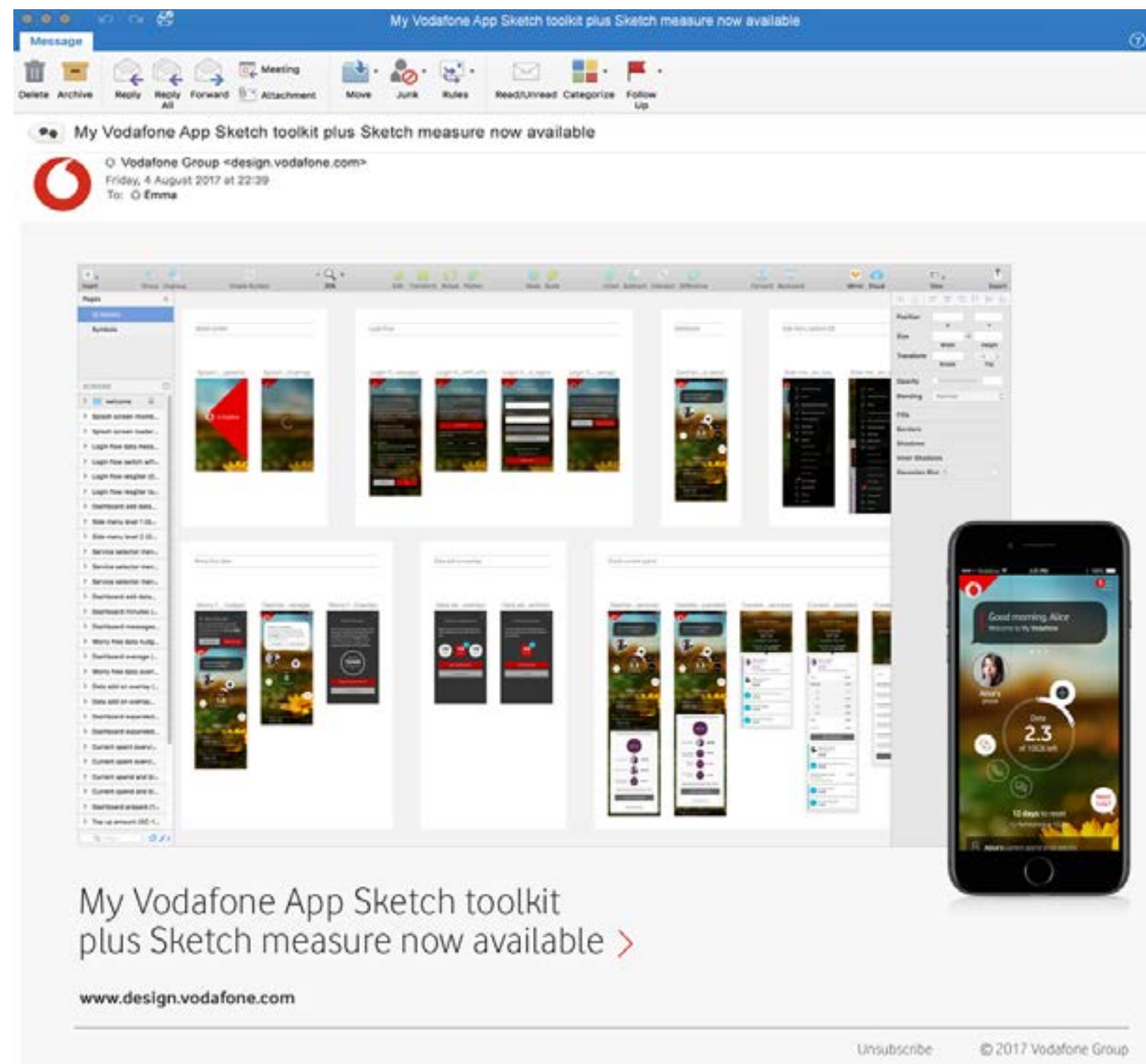
# Initial concepts



# Working sketches

Mock up ideas with these themes to help formulate the template and principles.

1. Sketch files for My Vodafone App
2. Icon update and available in IconJar
3. WS2 code available



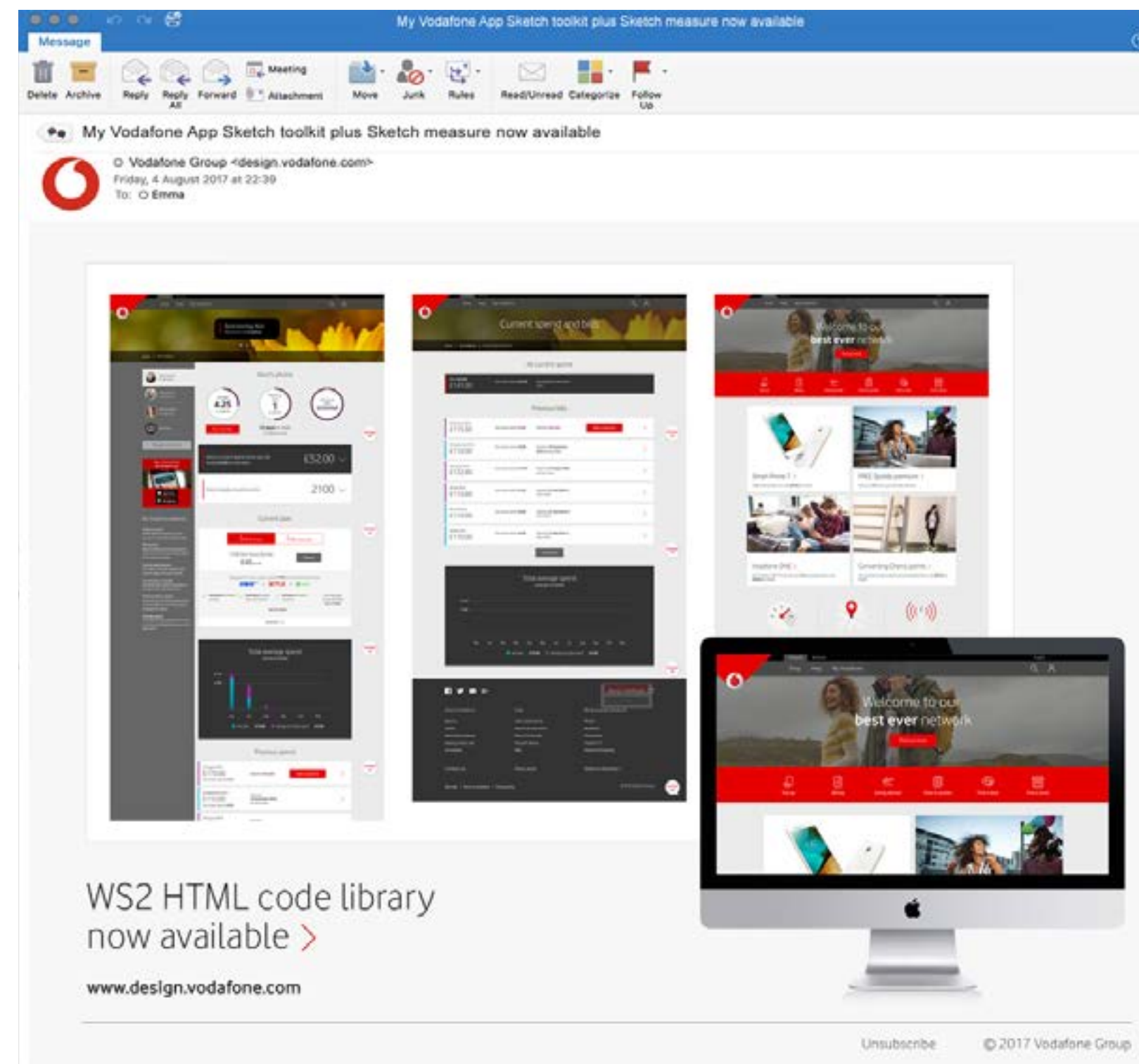
My Vodafone App Sketch toolkit plus Sketch measure now available

Vodafone Group <design.vodafone.com>  
Friday, 4 August 2017 at 22:39  
To: Emma

My Vodafone App Sketch toolkit plus Sketch measure now available >

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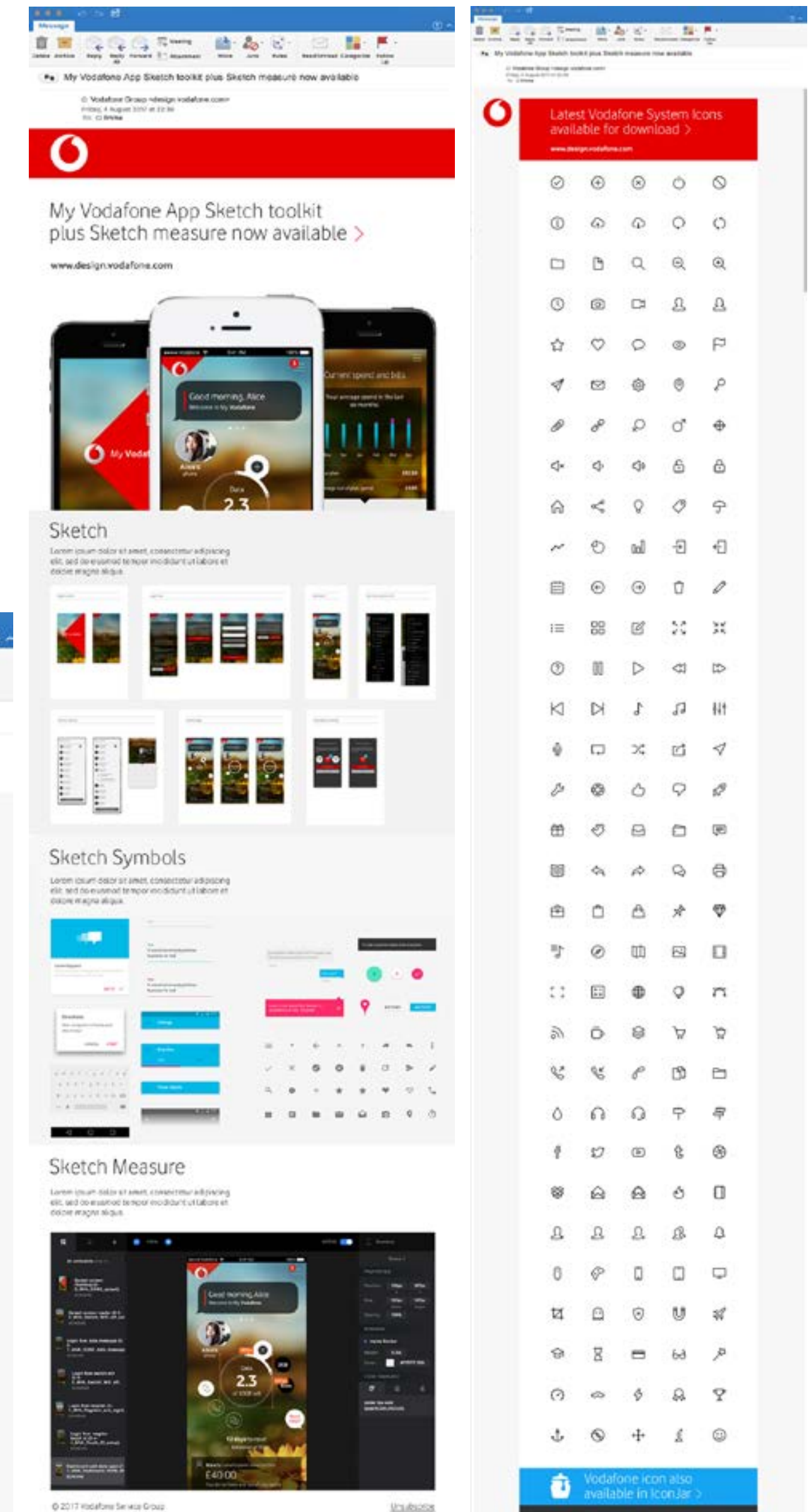
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Vodafone Group <design.vodafone.com>  
Friday, 4 August 2017 at 22:39  
To: Emma

WS2 HTML code library now available >

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Sketch Symbols

Sketch Measure

Latest Vodafone System Icons available for download >

Vodafone icon also available in IconJar >

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# Key milestones (tbc)

## **11th August**

All up to date files to be delivered to Adgistics with instructions

## **18th August**

Adgistics to have delivered the asset update

## **21st - 6th October**

Design and build email/newsletter in HTML

Send out 2 emails driving traffic to old site

## **6th October**

Vodafone rebranding launch day

design.vodafone.com in core platform completed

3rd email sent out to new site