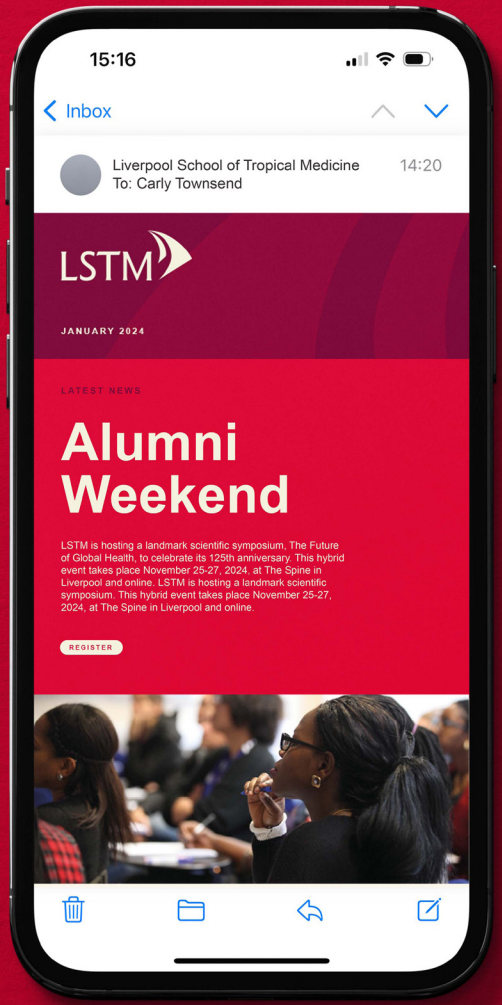
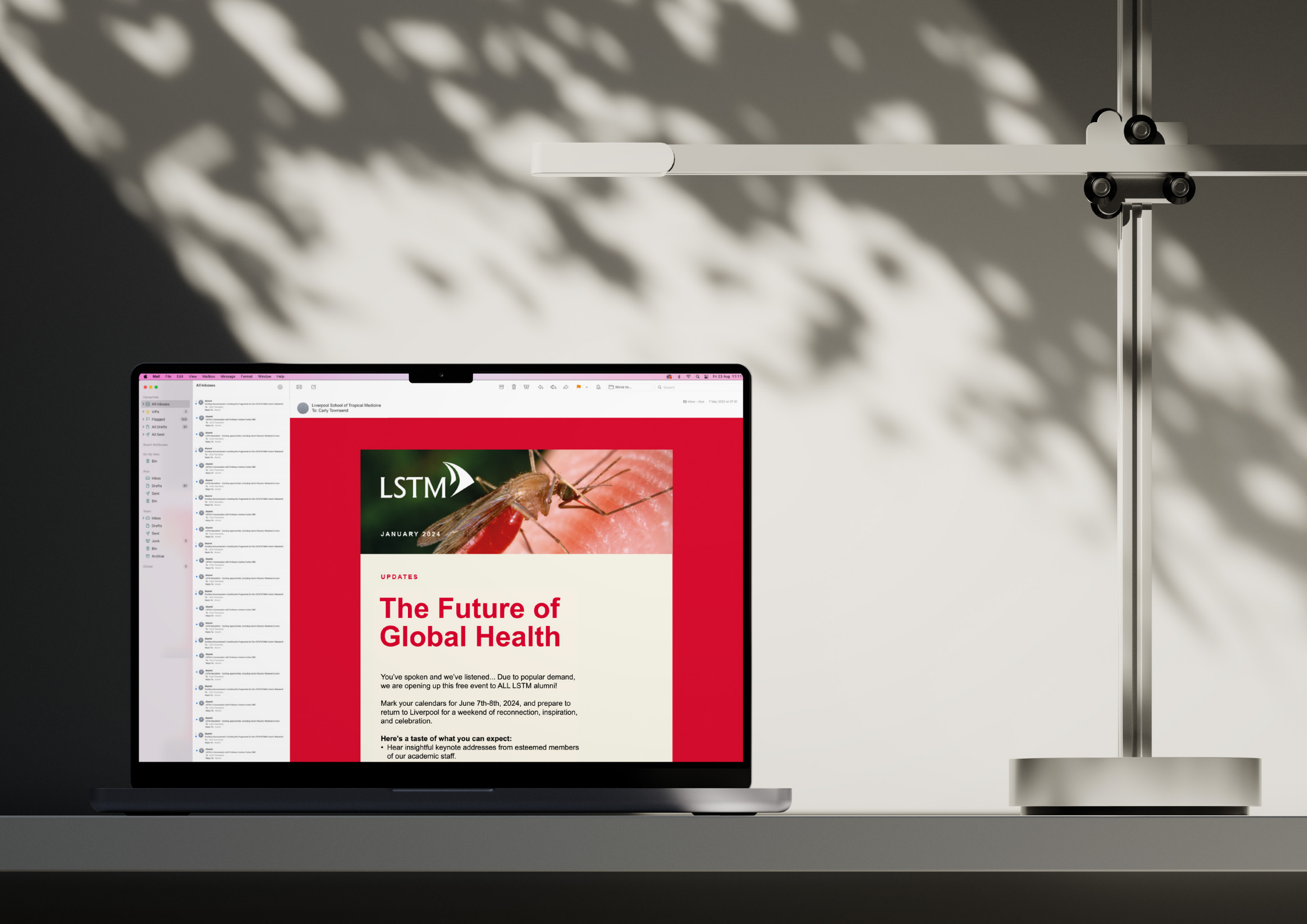
Email Newsletter Toolkit

LSTM


15:16
Inbox
Liverpool School of Tropical Medicine
To: Carly Townsend
14:20
LSTM
JANUARY 2024
LATEST NEWS
Alumni Weekend
LSTM is hosting a landmark scientific symposium, The Future of Global Health, to celebrate its 125th anniversary. This hybrid event takes place November 25-27, 2024, at The Spine in Liverpool and online. LSTM is hosting a landmark scientific symposium. This hybrid event takes place November 25-27, 2024, at The Spine in Liverpool and online.
REGISTER


Liverpool School of Tropical Medicine
To: Carly Townsend
LSTM
JANUARY 2024
UPDATES
The Future of Global Health
You've spoken and we've listened... Due to popular demand, we are opening up this free event to ALL LSTM alumni!
Mark your calendars for June 7th-8th, 2024, and prepare to return to Liverpool for a weekend of reconnection, inspiration, and celebration.
Here's a taste of what you can expect:
• Hear insightful keynote addresses from esteemed members of our academic staff.

LSTM Email Newsletter Toolkit

Styling

We use Arial for our emails as this will appear the same for everyone receiving the newsletter. Please note our type hierarchy and brand colours.

We style our buttons / CTAs with rounded corners and in a contrasting colour to the background.

TYPE OF ARTICLE - ARIAL BOLD KERNING +200

Headline - Arial Bold 72pt on 72pt / 24pt on 27pt

Description / body copy. Arial Regular.
14pt on 17pt leading.

Dolenden emquis acipidusa voluptis est velesti rest, sum incim et qu Peditia simet officae rerundam invel-iqui ut que inis ipiciunti velist esto mil maioris iliquam intia perunto eos electem quid quia nobitis nist id eos erum ea simet re nosandae. Itatisquiae omnimus

BOOK NOW

LSTM Email Newsletter Toolkit

Colours

Sand Light
HEX: #FAF7E9

Sand
HEX: #F4F1DE

Burgundy
HEX: #790033

Red
HEX: #DC002E

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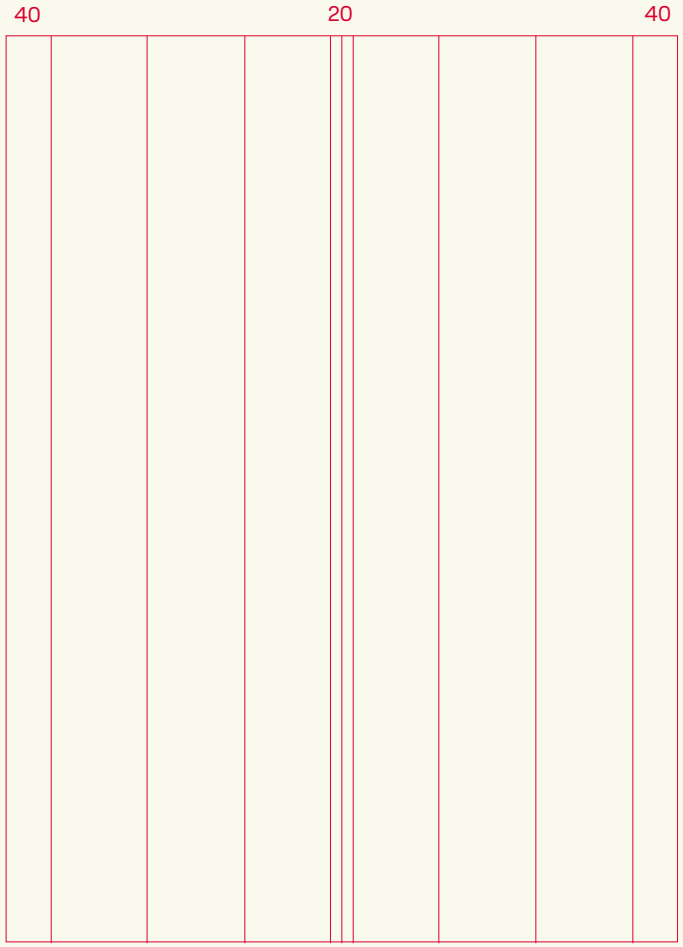
Grid

We use a 6 column grid with padding on the edges and down the middle.



LSTM Email Newsletter Toolkit

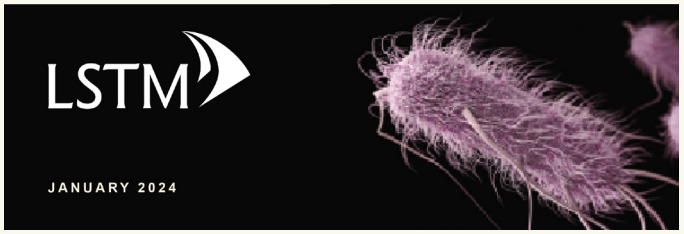
Header & Footer Blocks

We can use images, or graphic backgrounds for header blocks to keep things fresh, but consistent. The logo and newletter name should always be in the same postion to create consistency.

Footer blocks contain our links to socials and address.

Header examples









Footer example



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Component style 1

For key sections we can use a larger headline style and a highlight background colour.

Please refer to the right for guidance on padding.



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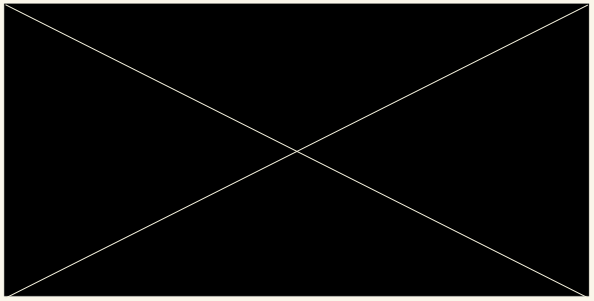
Component style 2

Please refer to the right for guidance on padding.

LATEST NEWS

The Future of Global Health - Reimagining Solutions for the 22nd Century'. Liverpool School of Tropical Medicine's 125th Anniversary Scientific Symposium

REGISTER



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40
40
40
40
40
60

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Component style 3

Please refer to the right for guidance on sizes and padding.



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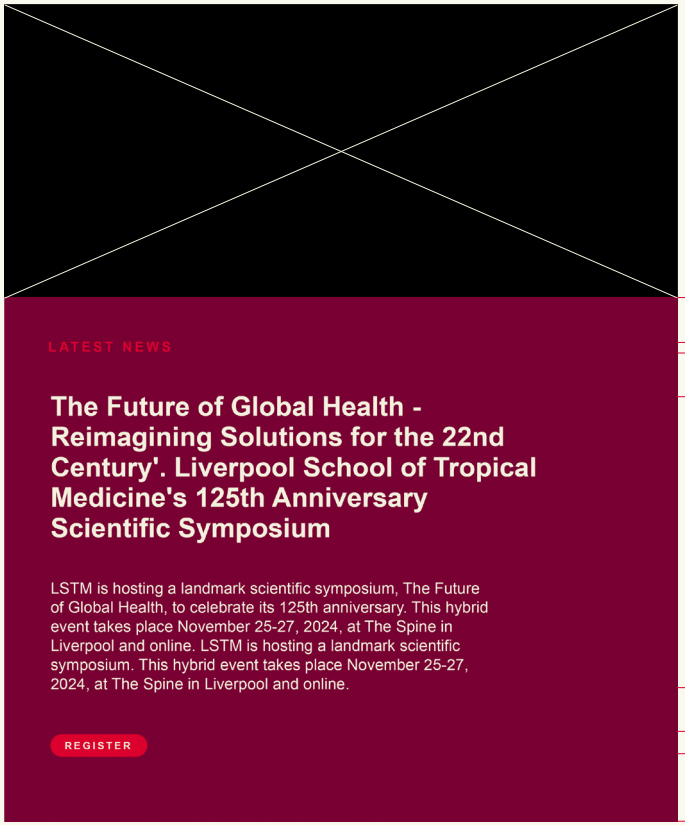
Component style 4

Feature image block and burgundy background to highlight article / event.

Please refer to the right for guidance on padding.



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Component style 5

For longer articles, with no supporting imagery.

Please refer to the right for guidance on padding.



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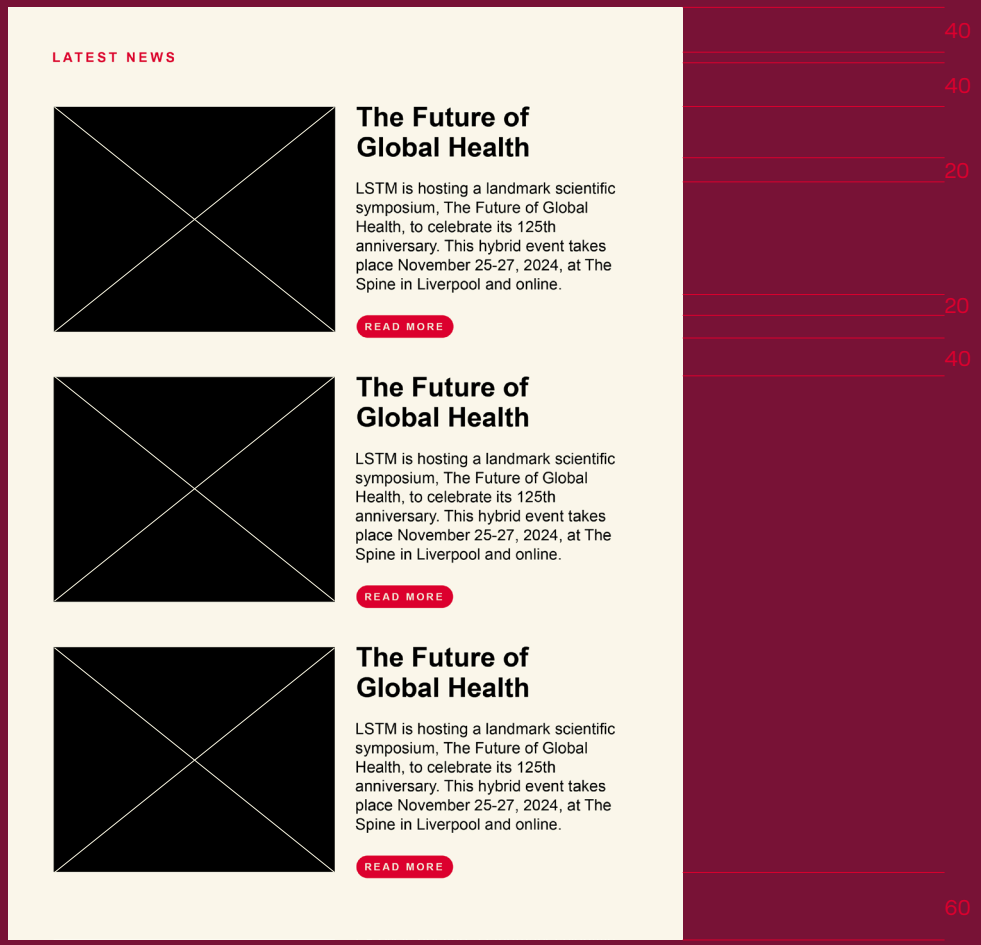
Component style 6

For showcasing multiple stories / events.

Please refer to the right for guidance on padding.



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Component style 7

For showcasing multiple stories / events.

Please refer to the right for guidance on padding.

