customer.io

The power of
Email Design Systems

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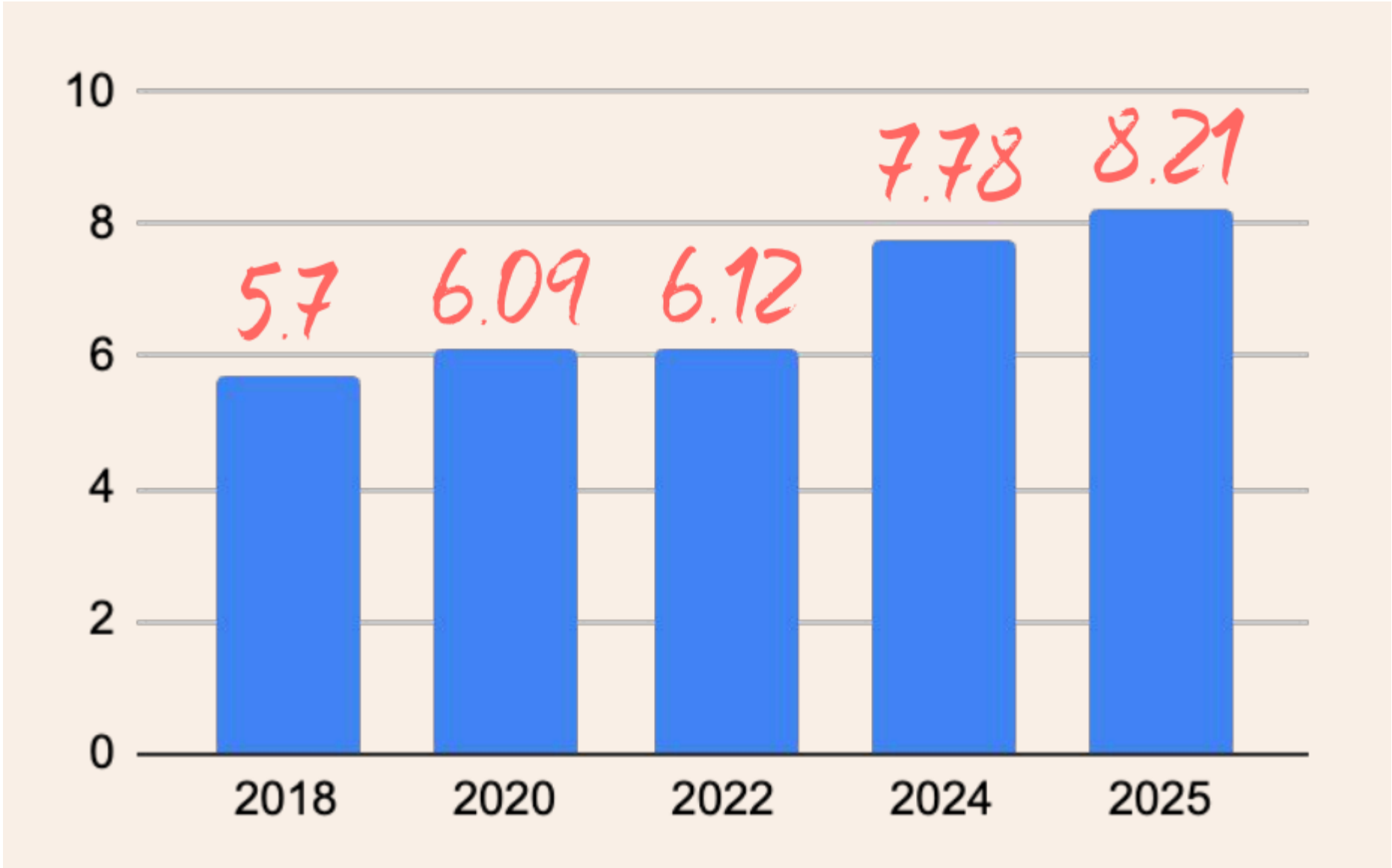# How long does it take to create one email?

8.21 Days

- Simple emails – 3.9 days
- Very complex emails – 13.5 days
- Solo creators – 3.9 days
- 6–7 person team – 16.8 days

Really Good Emails

Email has got
more complicated

Email has got more complicated

- 2012 – Start of responsive emails
- 2014 – Interactive emails gaining popularity
- 2015 – Increasing focus on accessibility
- 2016 – Frameworks starting to take off
- 2019 – AMP4email
- 2019 – Dark mode *issues*

- Email client updates
- New laws, regulation
- Technology trends and new tools

Design systems

- 1960's – Advertising brand books

- 1990's – Design systems on web

- 2013 – Brad Frost Atomic Design

Pulling together
Branding concepts of the 60's
+
Electronic messaging technology of the 70's

What is an Email Design System (EDS)

A reusable, scalable system for creating branded, consistent, accessible emails.

- Flexible enough to create a wide range of designs.

- Restrictive enough to keep everything consistent and on brand.

Planning an EDS

Who will be using the EDS?
How will they be using it?

Developer

Working in code

Marketer

Working in visual editor

How many brands will it cover?

Single brand

One brand per design system

Multiple brands

That align on basic styles and layout

Code structure

Custom HTML

Full control over the output code

Framework

Outsourcing email rendering concerns

Naming conventions

Atomic design

- Atoms
- Molecules
- Organisms

Descriptive

- Blocks
- Layouts
- Sections

Atomic Design concepts

Tokens

Colors

bg-body-lt
#ffffff

bg-body-dk
#08272b

bg-email
#f0edeb

bg-highlight
#eff2e9

txt-h1-lt
#0e464d

txt-h1-dk
#e4ffce

Fonts

Primary
Helvetica
Fall-back
sans-serif

Saans
__saansFont_832af5
Fall-back
Arial, sans-serif

Spacing

small 8px

medium 16px

large 24px

Atoms

Your cheeky H1 goes here

Your charming H2 goes here

Your cute H3 goes here

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Primary CtA

+≥λ(❨⊖❩)⋋≶+

Molecules

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Tertiary CtA →

Use this for one short paragraph and no more than one CtA. If you need to share more links please use another component.

Tertiary CtA →

Your charming H2 goes here

"We're no strangers to love. You know the rules and so do I. A full commitment's what I'm thinkin' of. You wouldn't get this from any other guy"

Jason Lyman
Chief Marketing Officer, Customer.io

Secondary CtA

Organisms

» customer.io   Log in

LinkedIn | X | YouTube | Instagram

View in your browser

Built with **Design Studio**, sent with Customer.io
© {{"now" | date: "%Y"}} {{snippets.cio_address}}

Implementing
an EDS

Design file

- All components
- Built in an email specific tool

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♫.(◑∈◐).♫

- Your hero image should focus on visuals, it should have little to no text.
- Do not include our logo in the hero image as we have it already in the header.

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♫.(◑∈◐).♫

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Generated by » customer.io
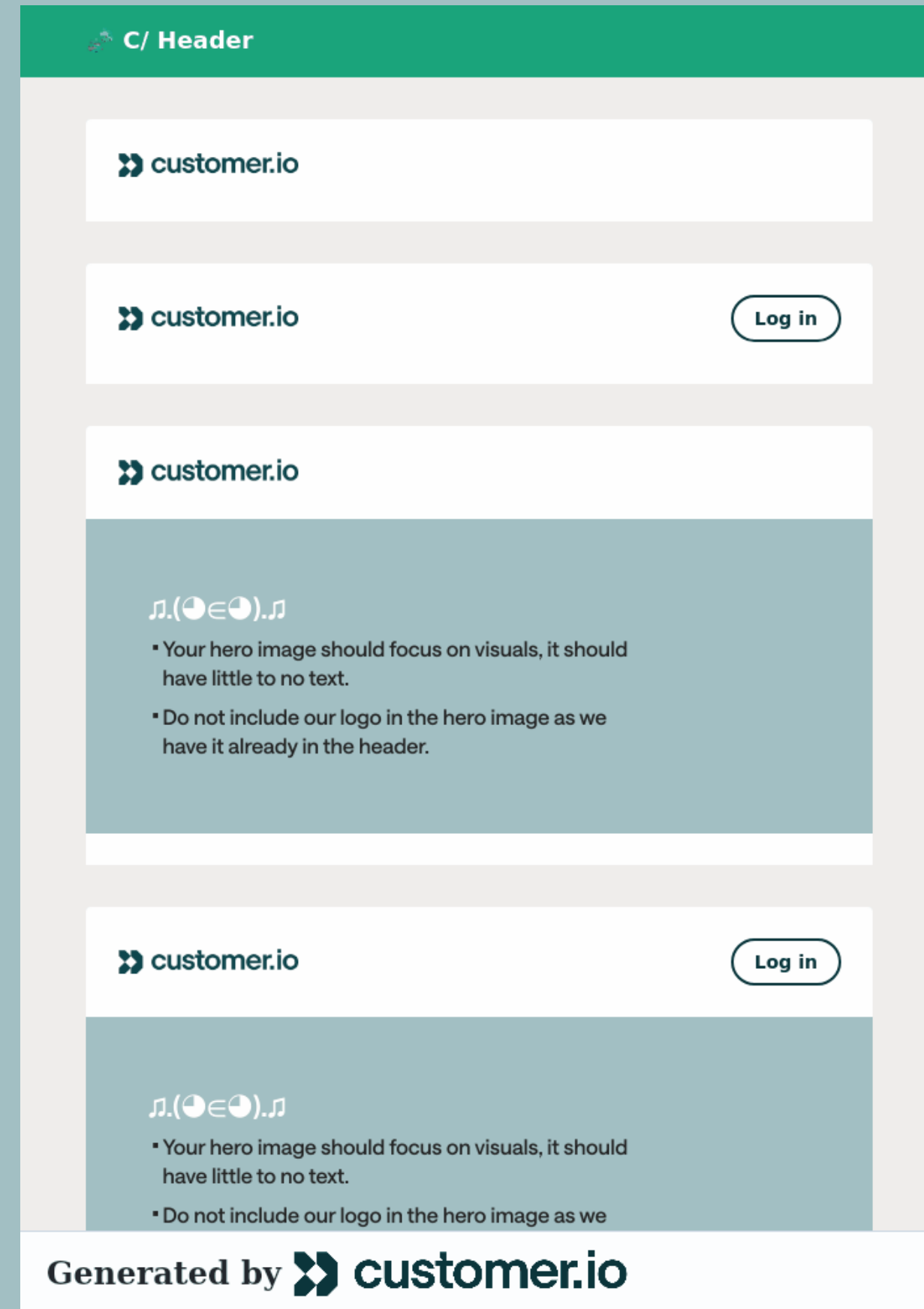
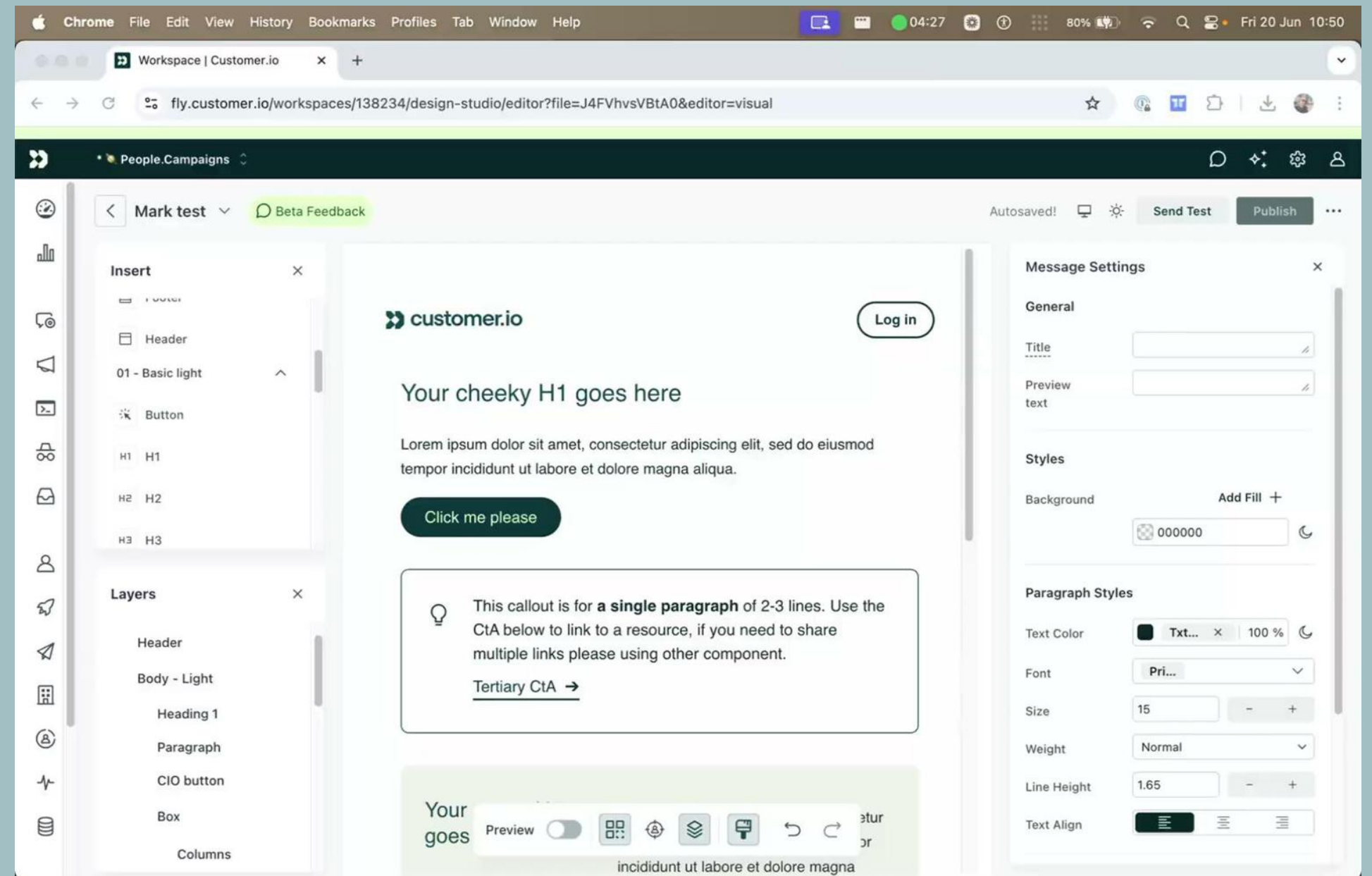# Variants

Grouping variants

Code

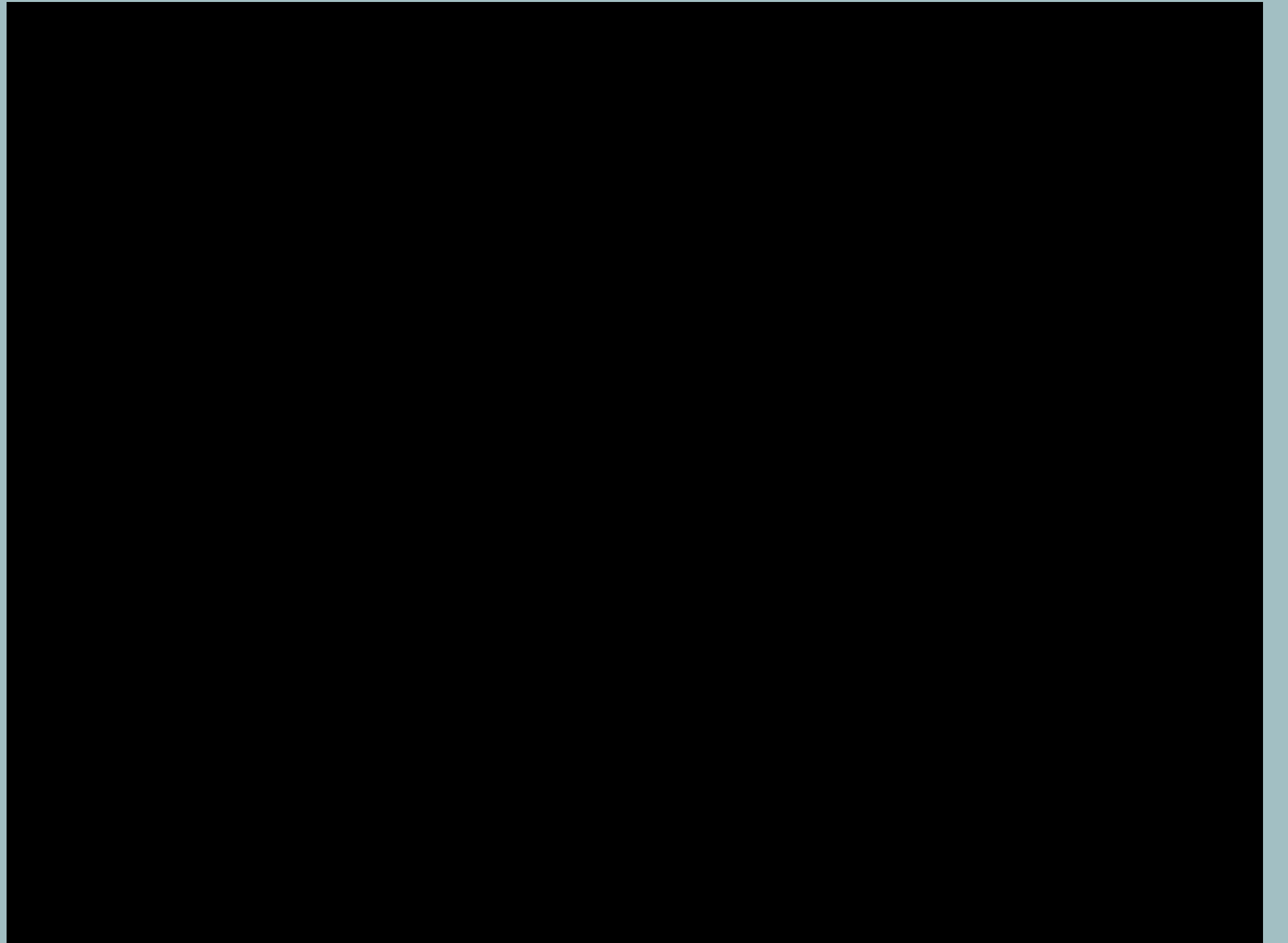# In the editor

- Custom CTA's in the editor
- Drop down variants
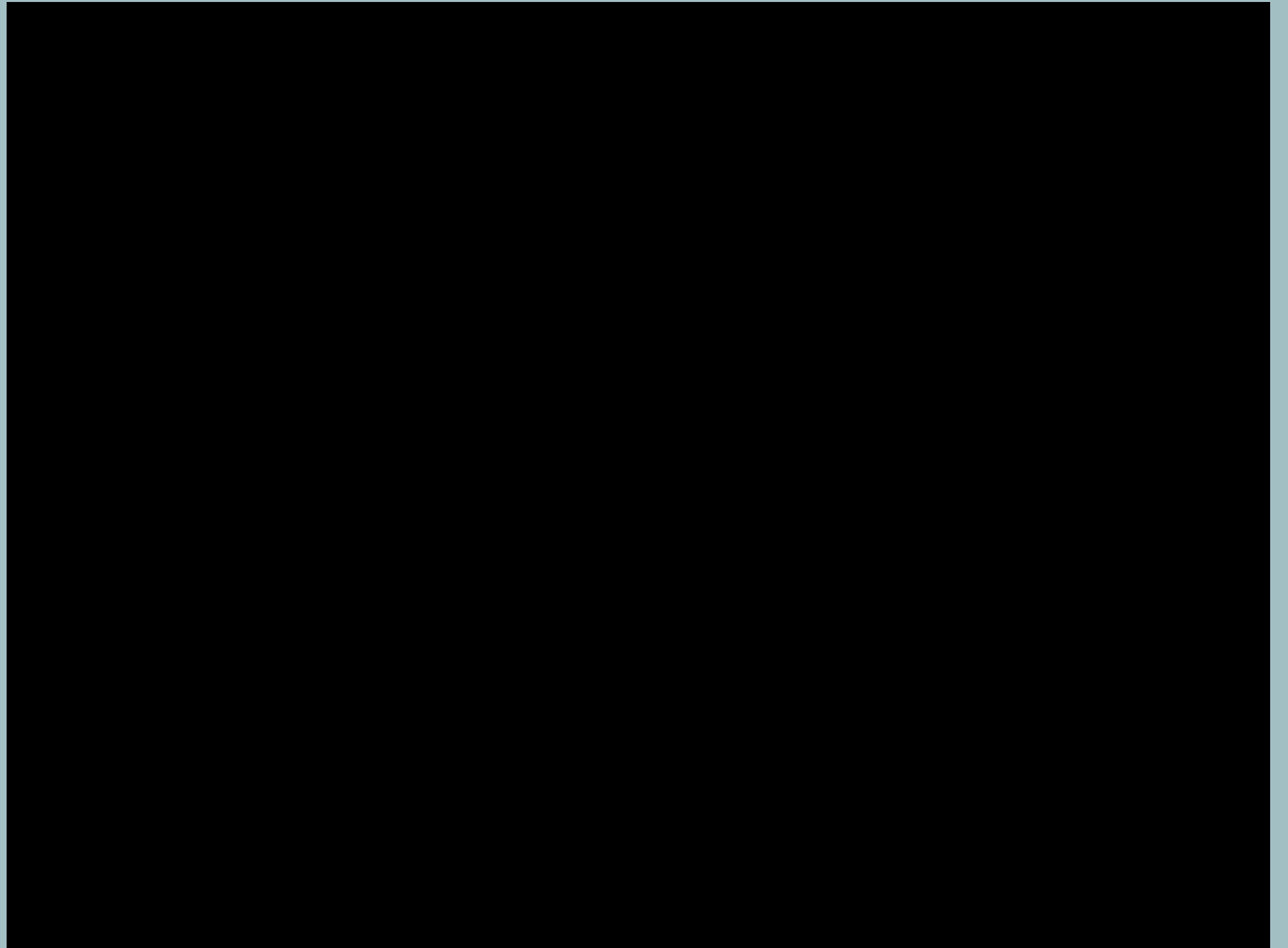
Header

More complex example in the
editor with multiple options

Restricted placement & conditional rendering

Improvements we've seen

Performance

- Huge improvement on email creation time

- Huge improvement on QA time

- Better accessibility

- Better rendering across email clients

- ~50% smaller file size

User feedback

"Love the EDS! It takes the guesswork out of creating professional, on-brand emails."

"The Design Studio helped me cut email QA and approval time by 70%, even without a design background—because I'm building on what our design team already set up."

"It's been much easier to use our brand's templates in the EDS!"

"Think of EDS as Canva for creating beautiful, on-brand emails with templates at hand. Whatever I can dream up, EDS is sure to deliver!"

"From concept to finalization, using EDS has been a game-changer. It has really sped up my email creation process, helping me stay on brand easily!"

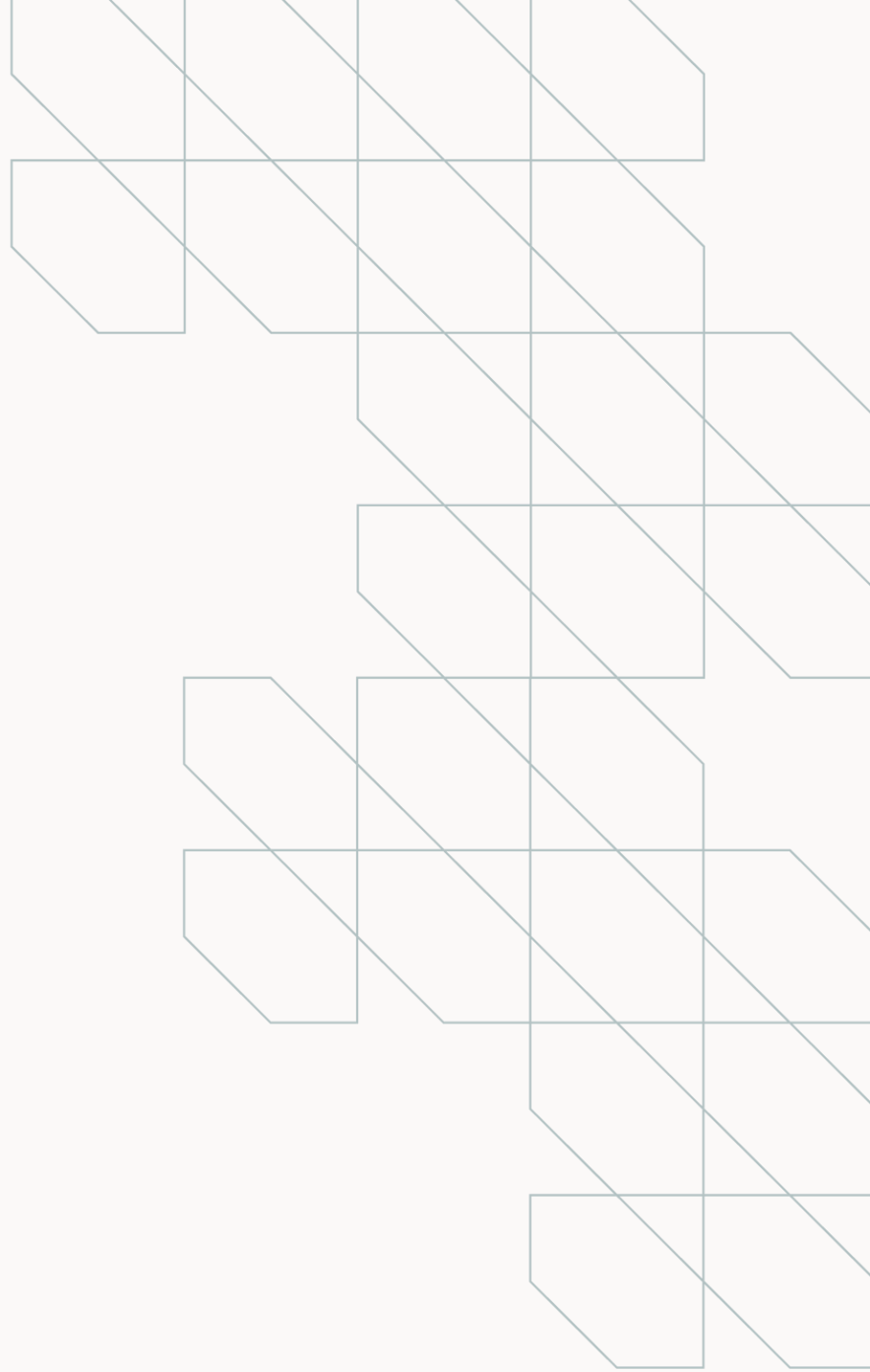# What is next

Constant iteration and improvements

Documentation

Progressing enhancement

WHAT IS NEXT

AI

EMAIL DESIGN SYSTEMS

A good EDS makes it very hard to create a bad email

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