E-Mail Marketing Campaign Guidelines

For any questions regarding these guidelines, please contact:

**Ronald Molina**  
*Design and Publications Unit*  
Phone: (301) 314-2503  
E-mail: rmolina2@umd.edu
Section “A” – Top Header Area*
The top header section includes the standard Resident Life header for brand identity and marketing. New to this section is the required banner above the DRL header for UMD branding purposes. *Please Note: This area MAY NOT be changed or altered.

Section “B” – Main Body Area
The main body section area highlights and/or provides information about DRL programs, services, and other critical information to our target audiences and constituents. It provides the necessary space to communicate effectively about Resident Life.

This area may be updated by DRL staff, using Microsoft Outlook, by changing any titles, headers, and content.

The Design and Publication unit can assist staff in providing graphics, pictures, logos, the structure, and layout of the e-mail campaign for implementation and distribution.

Section “C” – Footer Area*
The footer area section includes information about Resident Life’s mailing address, phone, e-mail, web, and social media. UMD logo is included for brand identity and marketing. *Please Note: This area MAY NOT be changed or altered.