

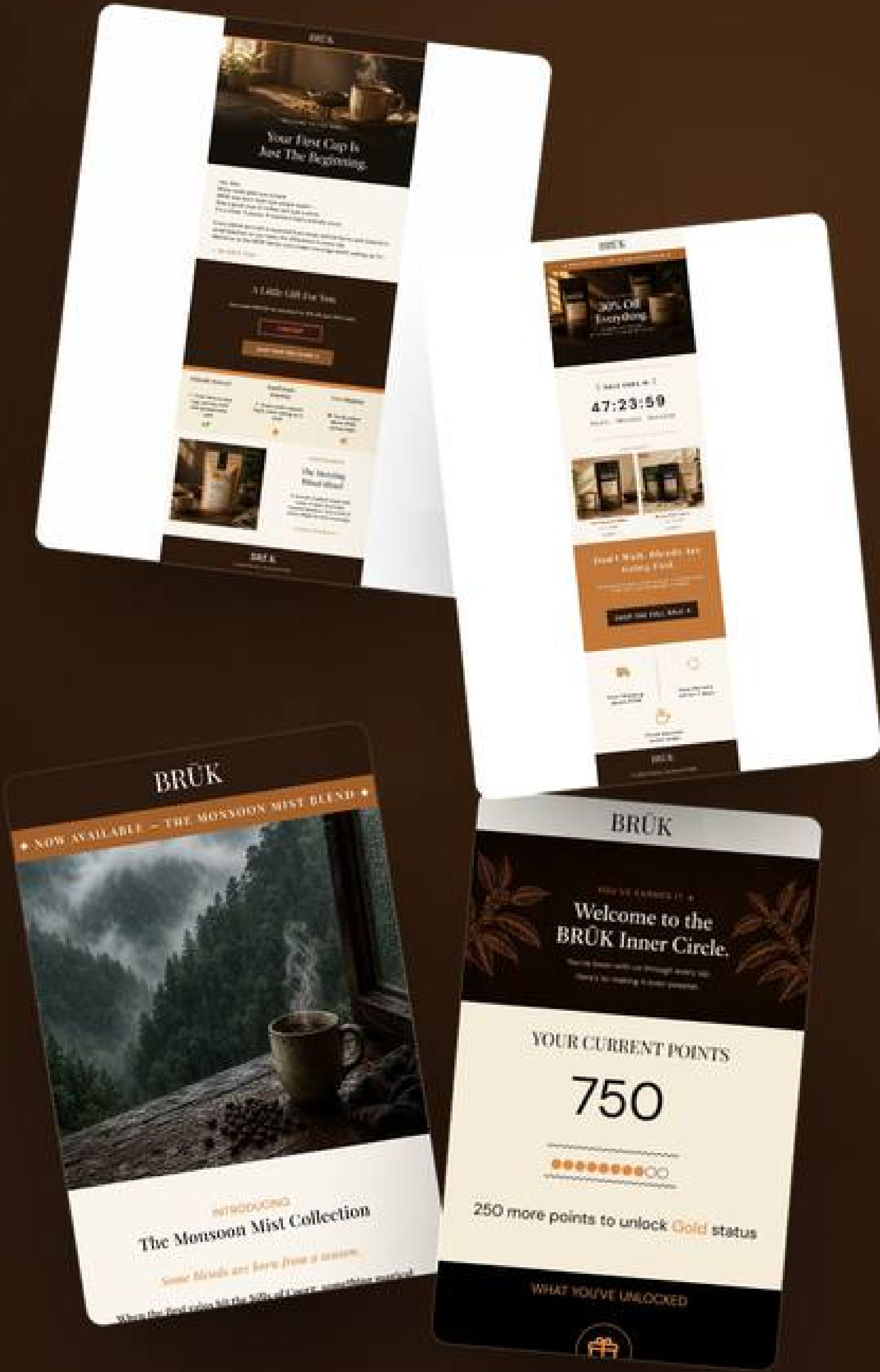
PREMIUM EMAIL DESIGN SYSTEM

BRŪK Coffee

Email Experience

10 responsive email designs for a DTC coffee brand — built as a complete, conversion-focused lifecycle program.

- FIGMA
- KLAVIYO READY
- MOBILE OPTIMIZED



The *Challenge*

BRŪK needed a premium email experience that matched their artisanal coffee identity — while improving customer engagement, retention, and conversions across the entire customer lifecycle.

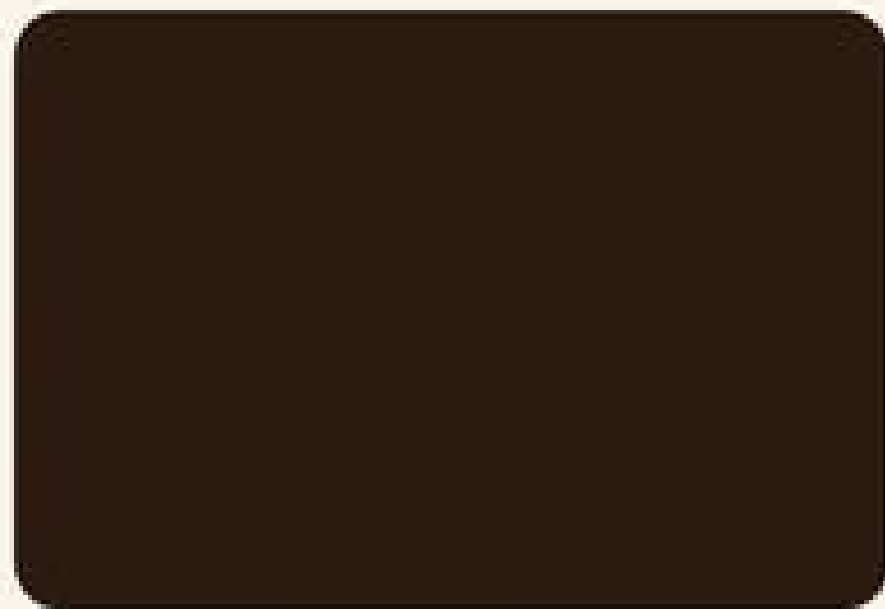
THE GOAL

- ✓ Increase first-purchase conversions
- ✓ Recover abandoned carts
- ✓ Improve repeat purchases
- ✓ Build brand loyalty

02 — BRAND SYSTEM

Design *Foundations*

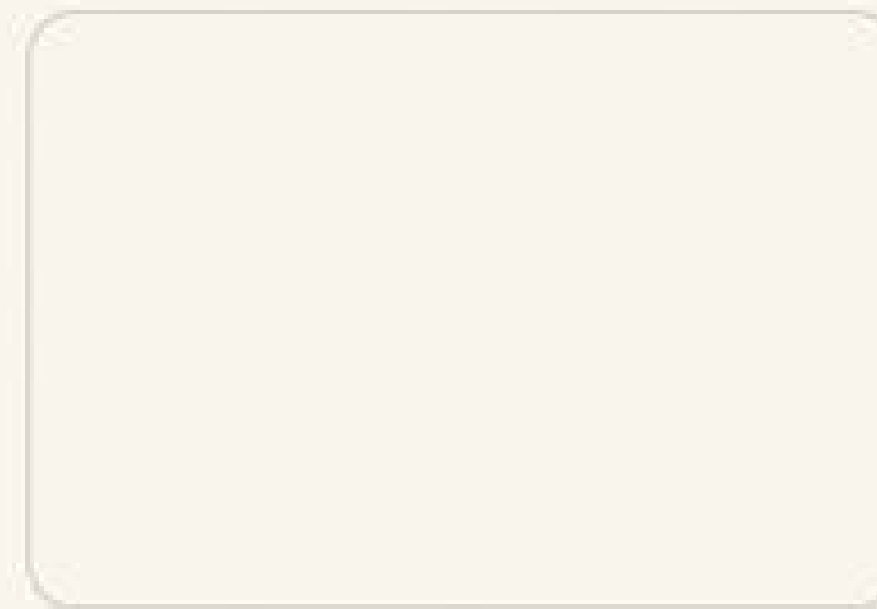
COLOUR PALETTE



Espresso Brown
#2C1A0E



Coffee Gold
#C1763A



Cream
#FAF6EE

COMPONENTS

Shop Your First Blend →

FIRSTSIP

TYPOGRAPHY

Playfair Display

Premium storytelling · headlines & brand voice

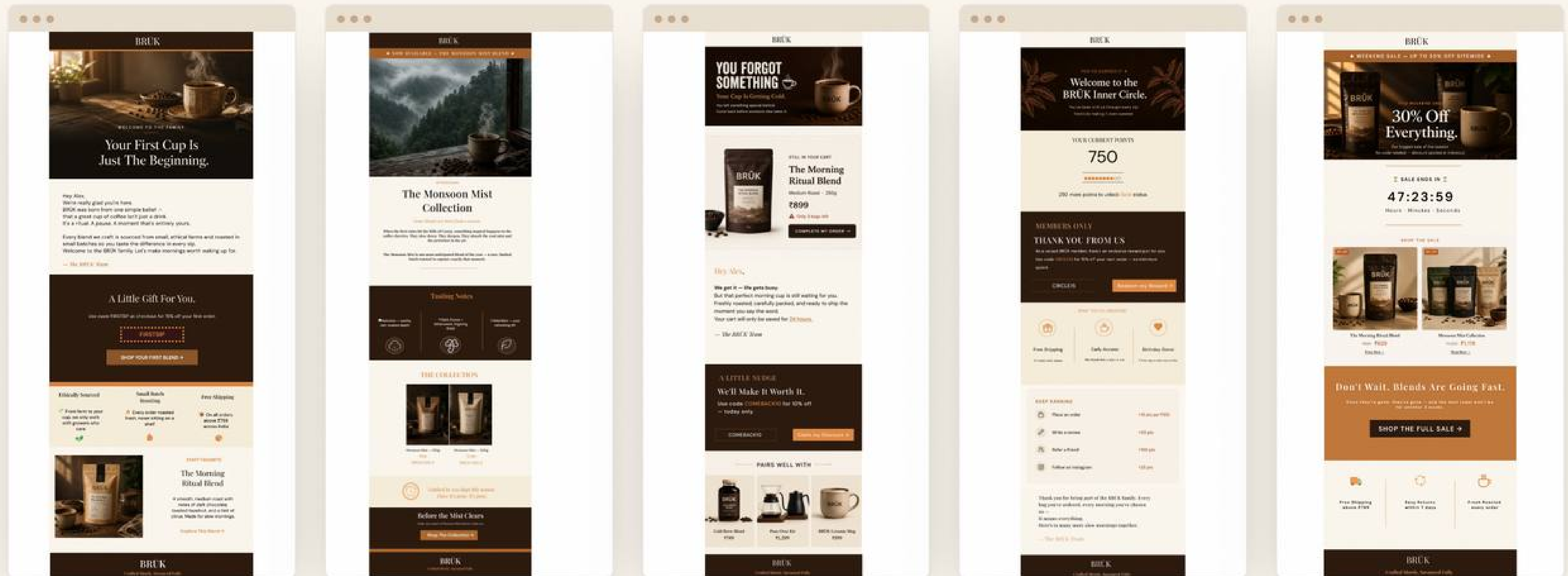
DM Sans

Clean readability · body & interface copy

Mapped to *Strategy*



The Desktop *Experience*



WELCOME

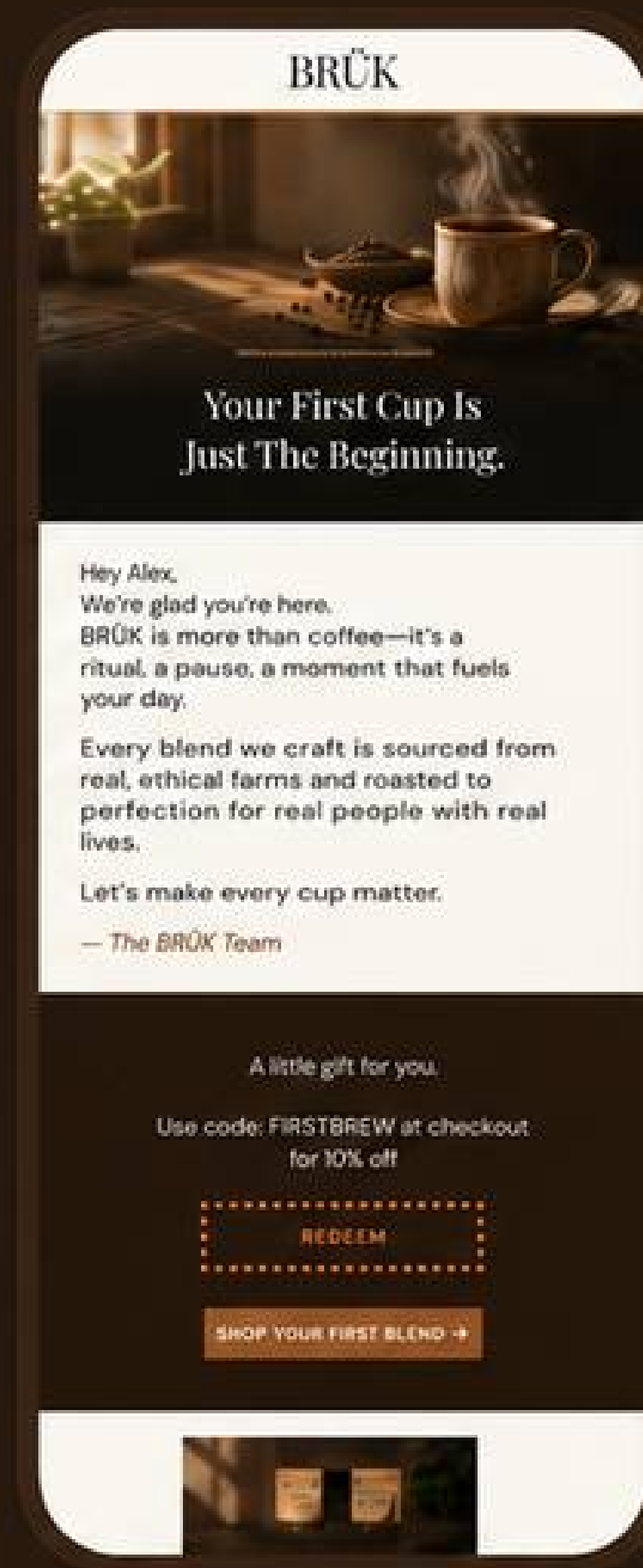
COLLECTION

CART

LOYALTY

SALE

Responsive on *Every Screen*



WELCOME



COLLECTION



CART



LOYALTY



SALE

KLAVIYO EMAIL BUILD PREVIEW

From Figma concept to live build inside Klaviyo using modular sections, responsive layouts & optimized components.

01 KLAVIYO EDITOR (DESKTOP VIEW)
Building with modular, editable blocks

klaviyo 01 Welcome Email Manage template Exit

Content Styles

Basic Pre-built Universal

Blocks

Text

Image

Split

Button

Header bar

Drop shadow

Divider

Social links

Spacer

Product

Coupon

Table

Section

BRŪK



WELCOME TO THE FAMILY

Your First Cup Is Just The Beginning.

Hey Alex,
We're really glad you're here.
BRŪK was born from one simple belief — that a great cup of coffee isn't just a drink. It's a ritual. A pause. A moment that's entirely yours.

Every blend we craft is sourced from small, ethical farms and roasted in small batches so you taste the difference in every sip. Welcome to the BRŪK family. Let's make mornings worth waking up for.

— The BRŪK Team

A Little Gift For You.

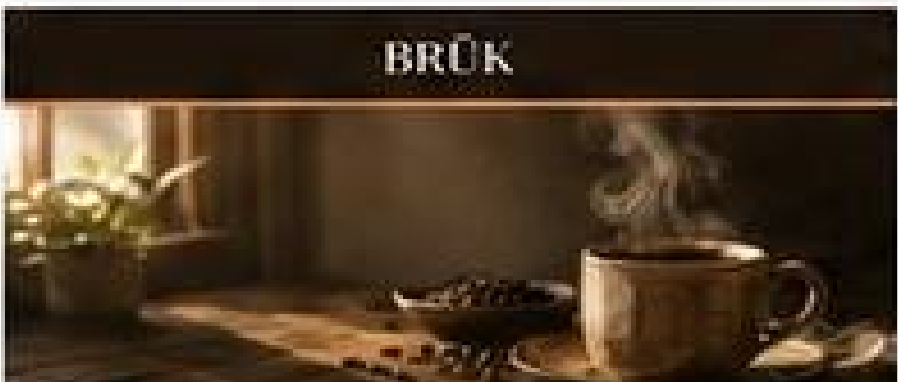
02 MOBILE PREVIEW & TESTING
Ensuring responsive design & email deliverability

Preview mode

Preview Inbox testing

Desktop Mobile

BRŪK



WELCOME TO THE FAMILY

Your First Cup Is Just The Beginning.

Hey Alex,
We're really glad you're here.
BRŪK was born from one simple belief — that a great cup of coffee isn't just a drink. It's a ritual. A pause. A moment that's entirely yours.

Every blend we craft is sourced from small, ethical farms and roasted in small batches so you taste the difference in every sip.

— The BRŪK Team

A Little Gift For You.

Use code FIRSTSIP at checkout for 15% off your first order.

Sending from a personal email address (e.g. gmail.com) can cause inbox providers to flag your messages as spam. Update your default sender email address to improve deliverability.

Total size

Approx 30kb

Your email is not at risk of clipping in Gmail.

Learn more

Send a preview using a profile

You can send a limited amount of previews per billing cycle. Multiple values can be pasted in if they are separated by commas.

Learn more

Enter email address

☐ Save email addresses as default test recipients

Add email Send test

MODULAR BUILD

Built with reusable, editable content blocks.

RESPONSIVE DESIGN

Fully optimized for desktop and mobile.

DELIVERABILITY SAFE

Gmail clipping safe with optimized email size.

DYNAMIC READY

Supports product, coupon & dynamic content.

BRAND CONSISTENT

Aligned with BRŪK visual identity & tone.

KLAVIYO READY

Tested & ready for automation deployment.

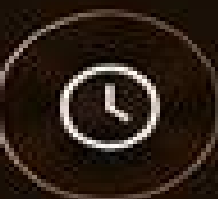
BRŪK CASE STUDY

KLAVIYO EMAIL MARKETING

Automated Customer Journey

A behavior-based lifecycle automation designed to convert subscribers into loyal repeat customers.

FLOW LOGIC

-  **New subscriber trigger**
Journey starts when someone joins the BRÜK newsletter.
-  **Timed nurture sequence**
Strategic email & delays to build trust and introduce the brand.
-  **Engagement-based split**
Segment subscribers based on engagement to deliver relevant paths.
-  **Recovery path for inactive users**
Win back attention and recover potential lost sales.
-  **Loyalty path for engaged customers**
Reward and retain customers who actively engage with the brand.

BUILT WITH

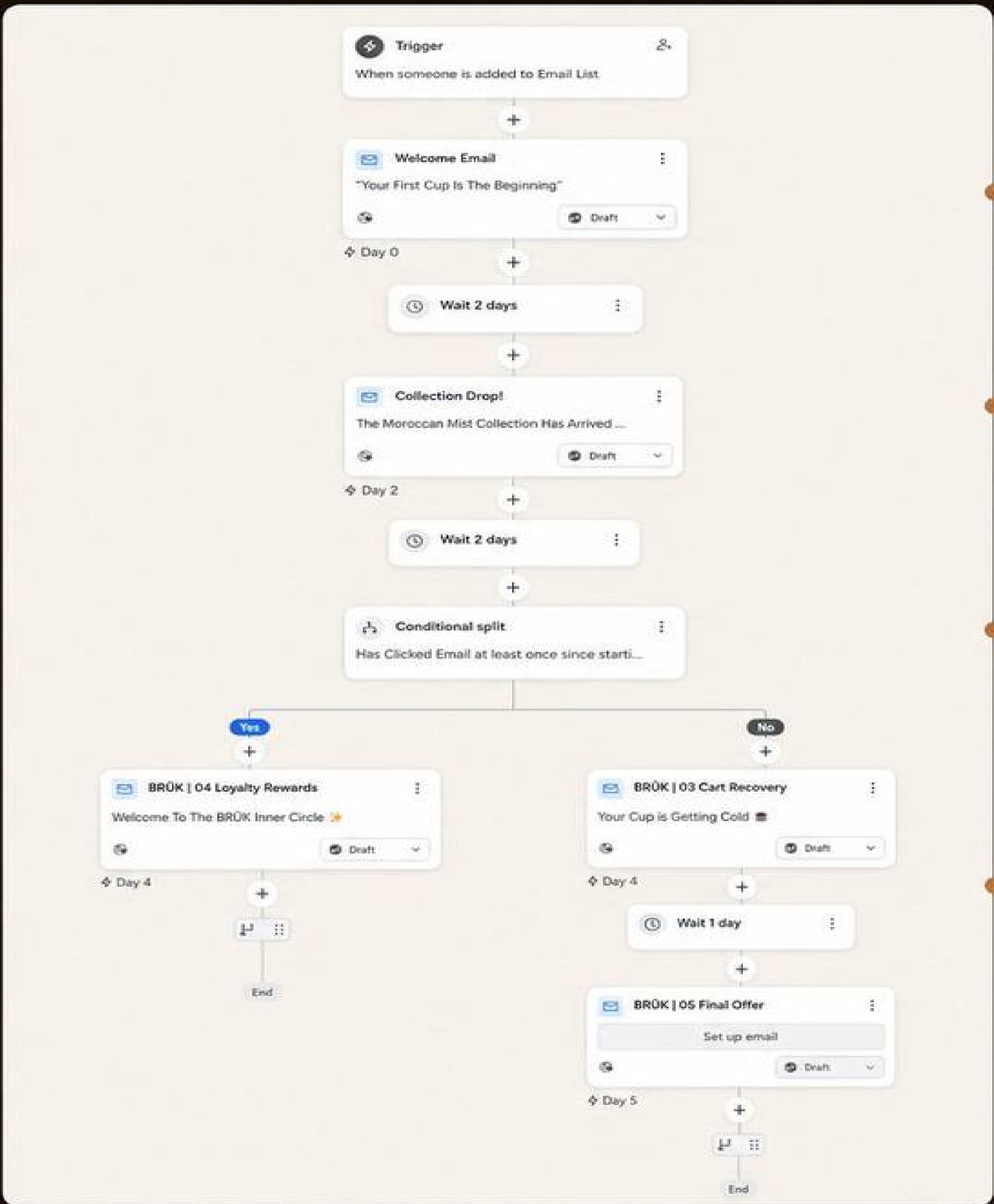
 Email Triggers

 Time Delays

 Conditional Splits

 Segmented Paths

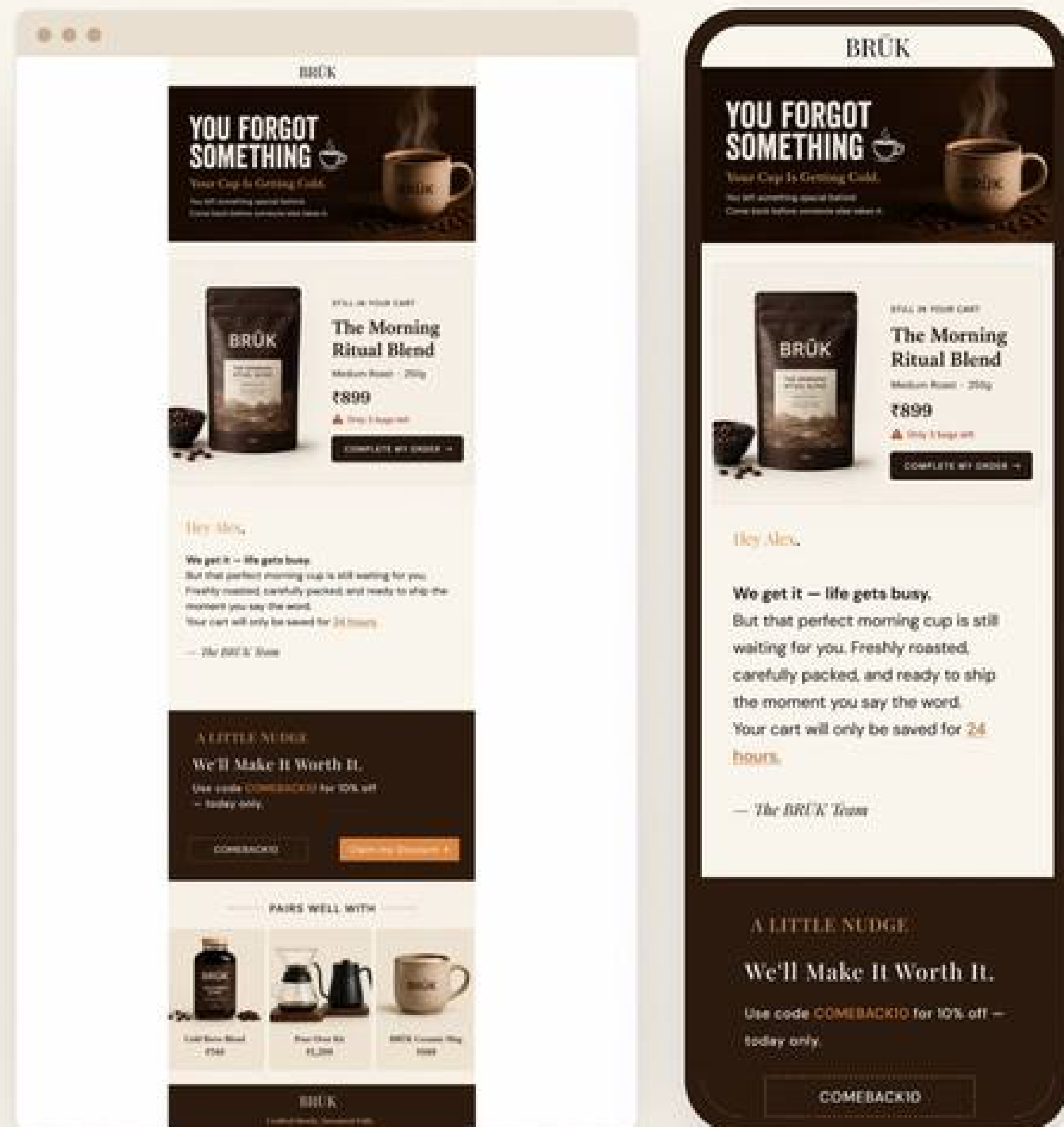
 Automated Follow-ups



-  **TRIGGER**
New subscriber joins the list
-  **NURTURE**
Build trust with valuable content
-  **SEGMENTATION**
Engagement-based conditional split
-  **RETENTION / RECOVERY**
Loyalty or recovery path based on subscriber behavior



Abandoned *Cart Flow*



PURPOSE

Recover lost revenue from shoppers who left before checkout.

DESIGN DECISIONS

- ✓ Warm urgency messaging — "your cup is getting cold"
- ✓ Product-focused CTA with the exact cart item
- ✓ Limited-availability trigger ("only 3 bags left")
- ✓ Personalised copy + time-boxed COMEBACK10 code
- ✓ Cross-sell row to lift average order value

Goal Behind *Each Email*

EMAIL 01 · WELCOME

Convert first-time subscribers

Origin story, brand pillars and a single welcome offer that turns a signup into a first order.

EMAIL 02 · COLLECTION

Launch with desire

Editorial storytelling and limited-batch scarcity to make a seasonal drop feel special.

EMAIL 04 · LOYALTY

Increase retention

Points progress, tiered perks and a members-only reward that keeps buyers coming back.

EMAIL 05 · SALE

Increase campaign revenue

Countdown timer, strikethrough pricing and trust signals built for urgent conversion.

07 - FINAL DELIVERABLES

What Was *Delivered*

✓ 5 Email Campaigns

✓ Reusable Design System

✓ Conversion-Focused Copywriting

✓ 5 Mobile Versions

✓ Klaviyo-Ready Structure

✓ Premium DTC Branding

Designed by AG Creative Labs theagcreativelabs@gmail.com agcreativelabs.netlify.app