

# DSHS Web Design System: Mailing Subscription Vertical Component

## Overview

The "Mailing Subscription Vertical" component is a dynamic and engaging tool designed to facilitate user subscriptions for receiving updates and information. This component seamlessly integrates into left-rail sections of the website, enhancing user engagement and promoting effective communication.

## Usage

Utilize the component to encourage users to subscribe for updates and information relevant to their interests. This component serves as a valuable means of building a strong user community and fostering continuous engagement.

## Anatomy

The component comprises the following elements:

- **Title Text (H3):** The component features a prominent title text, utilizing the PT Sans Pro font with a font size of 30px and a font color of #005CB9.
- **Summary Text:** A concise summary text accompanies the title, using the PT Sans Pro font, a font size of 16px, and a font color of #20294F. This summary provides context and encourages users to take action.
- **CTA Button:** The component includes a Call-to-Action (CTA) button, guiding users to subscribe for updates. The CTA button employs the PT Sans Pro font with a font size of 16px and a font color of #005CB9.

- CTA Button Styling: The CTA button adopts the styling of a Secondary button, with a transparent background and a 2px solid outline in the color #005CB9.
- Link to "HHS Gov Delivery": The CTA button is linked to the "HHS Gov Delivery" platform, where users can conveniently subscribe to updates and receive valuable information.

## Variants

The Mailing Subscription Vertical component offers a consistent design across different sections of the website, maintaining a cohesive visual identity while catering to varying content needs.

## Sizes

The key sizing considerations within the component include the font sizes of the title text, summary text, and CTA button. These sizes are optimized for legibility and effective communication.

## Design Tokens

Design Token	Value
\$mailing-subscription-vertical.title-font	PT Sans Pro
\$mailing-subscription-vertical.title-font-size	30px
\$mailing-subscription-vertical.title-font-color	#005CB9
\$mailing-subscription-vertical.summary-font	PT Sans Pro
\$mailing-subscription-vertical.summary-font-size	16px
\$mailing-subscription-vertical.summary-font-color	#20294F
\$mailing-subscription-vertical.cta-font	PT Sans Pro
\$mailing-subscription-vertical.cta-font-size	16px
\$mailing-subscription-vertical.cta-font-color	#005CB9

\$mailing-subscription-vertical.cta-button-background	Transparent
\$mailing-subscription-vertical.cta-button-outline	2px solid
\$mailing-subscription-vertical.cta-button-color	#005CB9

## Do's and Don'ts

Do's:

- Use the "Mailing Subscription Vertical" component to encourage user subscriptions for updates and information.
- Maintain consistency in font choices, sizes, and colors to ensure a harmonious and user-friendly presentation.

Don'ts:

- Avoid overwhelming users with excessive content or distractions within the component, keeping the focus on subscription action.

## Conclusions

The "Mailing Subscription Vertical" component serves as a powerful tool for engaging users and fostering communication. By adhering to the defined design tokens and best practices, we can create a compelling and effective subscription experience that enhances user engagement and contributes to the success of our website's communication strategy.

## Latest Updates

Meaningful code and guidance updates are listed in the following table:

Date	Version	Affects	Breaking	Description

