

Zeplin June Launch Blog and Emails

Summer Breeze Release (Electron + Pricing and Packaging Launch)

Launch date: Jun 11, 2024

What we're saying to who: See [Packaging and Resign Launch Plan](#) for full comms plan

Drafts of what we're sharing:

- [Blog about Redesign](#) - Jun 11, 2024
- [Blog about Pricing and Packaging](#) - Jun 11, 2024
- [Teaser email to current users](#) Jun 4, 2024
- [In-app announcement](#) Jun 11, 2024
- [Launch day emails to 5 segments:](#)

Other references:

- Messaging: [Zeplin Messaging for June 2024](#)
- Electron info:
 - [Electron redesign Internal FAQ](#)
 - [Electron Launch Plan](#)
 - [Design Crew summary doc on what's being updated](#)
- [Email segmentation plan](#)

Design ticket: <https://zeplin.atlassian.net/browse/DES-713>

Blog about Redesign:

Zeplin's Summer Breeze release is here — a bright new look and experience for you ✨

Description: Zeplin's Summer Breeze release is a fresh new interface design and a turning point in our journey. Learn why we did it and what it means for our users.

Publish date: Jun 11, 2024

Author: Pelin Kenez

Intended URL: <https://blog.zeplin.io/summer-breeze-release>

Copy:

Zeplin has a brand-new look. It's our Summer Breeze release ✨ — a refreshed design for a lighter and faster app experience.

So...why a redesign? It's been five years since our last refresh, and a lot has changed. Everything has evolved in our space, including our teams and how we build products. Zeplin has evolved, too.

We've been known for specs and handoff for a long time. And while it's still a top reason you — our users — love Zeplin, it now represents only one part of the Zeplin workflow.

Zeplin is a connected space for the entire product team, bringing harmony to design delivery. You can document design decisions, organize your team's work, track versions, manage reviews and stakeholder approvals, and much more.

With this redesign, every part of Zeplin's UI is more modern, and our powerful workflow features are more discoverable, accessible, and enjoyable for you. ❤️

Say hello to Zeplin's Summer Breeze release. 🎵 summer breeze... 🎵

[Main Teaser GIF *If we'd like to reuse for email, please also make a small (1 MB) version]

All about Zeplin's Summer Breeze release

We're so excited for you to enjoy the new experience, but first, I should mention that you'll still feel right at home. We made sure you can still easily navigate to your favorite features and continue shipping beautiful products without skipping a beat.

We actually tested this redesign with hundreds of users to make sure we got it right, and I'll let one of our beta testers tell you how they felt:

"Holy smokes, this is good! The updated design is excellent! Fits SO much more on the screen and makes it so much easier to find what I'm looking for. THANK YOU!"

Introducing the Summer Breeze experience...

Find what you need faster in Workspace

Workspace is where you bring all your projects, styleguides, and team members together. It's where everyone can learn what's going on across the organization — whether you

need to scan all projects and statuses, run a search across all projects, or pin your favorite projects. This is the hub for all cross-project activity.

What's improved:

- A handy new left panel for zipping through sections
- Updated project cards and thumbnail backgrounds for more visual organization across sections

[screenshot or GIF]

Designs: Download and use the Workspace screen: <https://zpl.io/AOmOGvn>

What could be more exciting than a faster way to navigate your work across many projects? A new mode to view it in, of course!

Enjoy the new Dark Mode, now available everywhere.

Over 60% of our users use Dark mode for our macOS app. As our app users have been enjoying dark mode, we enhanced the experience and made it more accessible. And more importantly, we're excited to announce it is now available on the web, too!

[screenshot or GIF]

Designs: Use the Dark Mode video in the annotation here: [link](#)

Improve collaboration in the Project Dashboard

Project Dashboard, like Workspace, is where you can combine information into a single space, except here, it's for details unique to the project — like description, team members, screens, user flows, and styleguide. From the Dashboard, you can use Sections and Tags for organization, invite collaborators, integrate with your team's tool stack (e.g., Jira, Slack, Storybook, etc.), add code extensions, and more.

So, what's new?

- You'll now see all of the main project information you wouldn't want to miss on the top left — including its name, density, and description.
- A new dropdown for more direct navigation between different projects in the same section.
- We simplified the sharing experience, whether it's sharing a link with a team member or sending an invite to collaborate. There's now a new and prominent copy project link action for when you just need a link!
- Integrations are now more discoverable in the right panel, and all channels are more visible to project members (even if the integration is not yet connected).

[screenshot or GIF]

Download and use the Dashboard screen: <https://zpl.io/xnmnBkJ>

Locate Versions more easily

Zeplin captures individual screen versions, giving your team a clean record of important changes and Git-like version “commits” to each screen over time.

We’ve made some exciting improvements to Versions:

- You can now see which version you're looking at with a new version indicator
- Along with the version indicator, you also preview versions before selecting them

[screenshot or GIF - Versions]

Get richer information in Screen Detail

Screen Detail is where inspect lives, plus much more. In Zeplin, developers go to Screen Detail to find specs, copy, code snippets, and valuable supporting information to efficiently translate your design vision and requirements. In Screen Detail, you can sync related Jira issues, surface reusable (design system) components, add Annotations, visually QA the design vs. build, request an Approval, and more.

Could there be more in Screen Detail? Yes. 

- Approvals and Jira get more visible in the right panel
- SVG code is now accessible — devs can now see the content of an SVG before downloading it and can quickly copy-paste it
- In the Assets panel, “Download all assets” is now the default option, rather than having to select each individual asset

also...

Annotations declares its independence with its own entry point in the footer.

[screenshot or GIF - Annotations]

Pop Out also gets a spot in the footer, giving devs quick access to visually QA the design with the build.

[screenshot or GIF - Pop Out]

Many of you have told us that component versioning and inspect is valuable to your workflow, so we enhanced our component versioning and detail page. Component version changes are now easier to spot and the entire component inspect experience is smoother and more intuitive.

[screenshot or GIF - Components]

Has your team been using Auto Layout in Figma? You'll love this: we now show spacing from Auto Layout in a much more readable way. Similar to how browser inspect works, simply hover to see those spacing values in the right panel.

[screenshot or GIF - Auto Layout]

You can now see Figma prototypes directly in Zeplin. Simply drop the prototype link in a comment or annotation — Zeplin will fetch it and allow you and all your collaborators to interact with the prototype right within Zeplin.

[screenshot or GIF - Figma prototypes]

And even more fresh updates

- All of our visual foundations (typography, colors, etc.) got an update from the ground up for a more consistent experience across the app — including both light and dark modes, across web and desktop.
- An improved Flows toolbar that's clearer and more accessible
- A tidier top navigation for intuitive navigation for all users invited to your workspace

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What's in it for you — and what's ahead

This Summer Breeze release was all about you, our users. We modernized and reimagined our app experience from the ground up to improve your workflows and products. In case you need it, we put together some [helpful FAQs](#).

This redesign also marks an inflection point for Zeplin as we continue to help teams of all sizes build beautiful products together. Along with our new look, [we've refreshed our plans, too](#).

At Zeplin, we believe making beautiful products should be accessible to all — from the individual freelancers and small teams to the largest enterprises. We've reimagined our plans with full feature access – even in Free – and tailored their structure and price to fit how you work to make Zeplin even easier to use.

We're so excited for you to enjoy the new Zeplin. [Please send us](#) feedback, or join an upcoming [Zeplin deep-dive session](#) to learn more and get a live tour and Q&A in a group setting.

Cheers!

💛 Pelin

Blog about Pricing and Packaging

New Zeplin, new plans — Free full-feature access and project plans with unlimited seats

Publish date: Jun 11, 2024

Author: Pelin Kenez

Intended URL: <https://blog.zeplin.io/new-zeplin-new-plans>

Description: All product creators — from freelancers to enterprise teams — should have access to the tools they need to build beautiful products. Zeplin is making it possible.

Copy:

There's been a growing problem in our space. Designers, developers, and product teams want to build high-quality products faster but don't always have access to the right tools to achieve that — whether due to high cost, feature paywalls, or complicated user permissions.

Today, we're making a significant change at Zeplin to solve this. We're rolling out **Zeplin's Summer Breeze release, with brand new plans and changes in our product to match how teams work — no matter your size, structure, or budget.**

We designed these new plans around a simple core belief: the tools to build beautiful products should be accessible to all product creators, from individual freelancers to the largest of enterprises.

Here's how they're made for how you work:

All core features available across all plans — even Free

Some of Zeplin's features were only available in higher tier plans, limiting both the user and team benefits of using our entire workflow capabilities. Not anymore.

We've **enhanced our Free plan by removing user limits and adding *all* of the core features** you need for flawless design delivery. 🌟

[FREE plan image]

That means on top of what was already in Free (specs, code snippets, optimized assets, global search, comments, screen version history, and more), you can now access Zeplin's most powerful features *with as many team members as you want* for 1 project and up to 100 screens— including:

- **Version Diff**, for comparing precise screen versions
- **Annotations** that all teammates have access to
- **Flows** to communicate complete user journeys (no longer limited to 10 screens)
- **Approvals** for more straightforward stakeholder review and alignment
- **Jira and Azure DevOps Integrations** for real-time updates for development
- **VS Code extension** for quick access to designs in your code editor

[Start your free plan now](#) and invite as many collaborators as you want. 🤝

Zeplin for Personal and Small Teams

Projects can quickly grow beyond 100 screens, but for some teams, that doesn't mean they need to scale their processes across multiple projects or teams. Some individuals and small teams only work on distinct, one-time project sprints that have an end date. And especially in this market, many teams need separation in their work to safely coordinate with external contractors and collaborators.

Introducing Zeplin's **new per-project Basic plan**. 🌟

With our per-project Basic plans, you can purchase *a single project or a pack of multiple projects* and *get unlimited seats* for each project. This gives you the flexibility to pay strictly for what you need at a small scale and grant access to each individual project separately to whoever needs it.

[BASIC plan image]

Here's what you'll love about our new Basic plan:

- **Unlimited users per project.** Enjoy the freedom of unlimited seats for internal and external collaborators — *including developers* — for an unlimited number of screens.
- **One flat monthly rate.** Lose the hassle of managing per-seat costs and permissions, and only pay for access during the months you need, making budget planning and client invoicing a Breeze.
- **Separate projects for separate teams.** Avoid mixing unrelated work across distinct clients or assignments so your work is never unintentionally shared.
- **Faster alignment and approvals with external collaborators.** Gain a dedicated space for clear and actionable async coordination with external devs and contributors.
- **Full-feature design-to-dev workflows.** Get an affordable yet full-featured design-to-dev handoff solution specifically created for project-based and time-bound engagements.

[Learn about our new Basic project packs](#) or simply start [a free project](#). 📦

Zeplin for Businesses and Organizations

Zeplin's Business and Organization plans offer **the most feature-rich design delivery platform at the best per seat value**, and it's ideal for teams shipping many related projects and products together.

Zeplin is your central hub for design-to-development workflows — giving you increased visibility and alignment on design systems, annotations, user flows, and all in-flight projects (organized by status, assignee, and more) across the entire organization. This leads to reduced design debt, less costly rework, and higher product quality at scale.

[Organization plan image]

Get everything your organization needs — including advanced security (e.g. SSO, MFA, SCIM), workspace and user permission controls, forever version history and activity logs, and priority support with 24 hour SLA and CSM training and enablement.

If your team is looking to drive design-to-dev efficiency and quality with security, support, administration, and budget controls, [explore our Business and Organization plans](#), or [contact us](#). 🗝️

A brand new look to welcome you to Zeplin

Zeplin has been a loved platform for millions of designers, developers, and product team members within [incredible organizations](#) for over nine years now. So much has evolved during that time — our industry, our teams, and even our product — that we felt like it was the perfect time to also evolve our UI.

[Summer Breeze video]

If you're new to Zeplin, starting today, you'll be stepping into a completely redesigned app alongside our millions of long-time users.

This redesign represents a modern and fresher look, but it also means faster workflows than ever before — learn more about the ins and outs of [our redesign approach](#). ✨

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We're so excited for you to experience the latest Zeplin release and build beautiful products with us.

[Ping us](#) with any questions, or join an upcoming [Zeplin group demo](#) — you'll see the product in action with our product experts who'd be happy to show you around.

Cheers!

💛 Pelin

EMAILS

TEASER email - 1 week before launch

When: June 4, 2024 **SENT** ✓

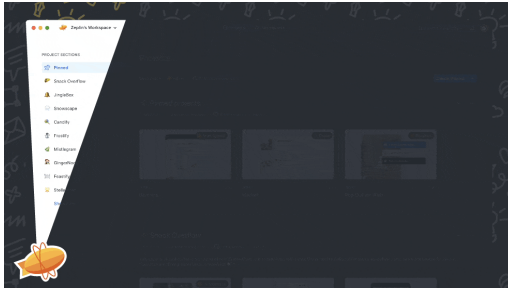
From: Zeplin Crew

Type: marketing styled email

Audience A: Current active Zeplin users From: hi@zeplin.io Subject: Coming soon – Zeplin’s new look 🧐 Preview: Get ready for good things ahead Body copy:	Audience B: Dormant Zeplin users From: hi@zeplin.io Subject: Coming soon – Zeplin’s new look 🧐 Preview: Get ready for good things ahead Body copy:
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Pssst. Zeplin is getting a new design to make your workflows faster ✨

We think you'll love it! And don't worry, everything you enjoy in Zeplin is still there, just even easier to find than ever before. Here's a sneak peek:

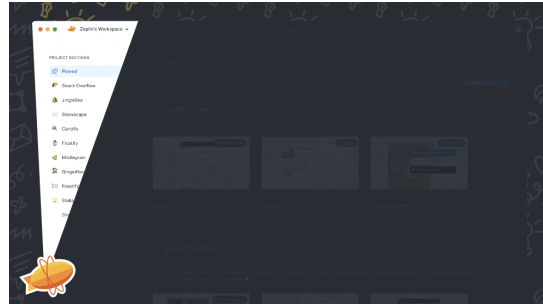


More details to come — plus the big reveal — very soon. We can't wait for you to try it.

Until then,
Zeplin Crew

Pssst. Zeplin is getting a new design to make your workflows even faster. ✨

We think you'll love it! Here's a sneak peek:



More details to come — plus the big reveal — very soon. We can't wait for you to try it.

Until then,
Zeplin Crew

Launch Day emails

Segments:

- Active paying users
- Active free users
- Former users, workspace and free plans
- Former users, deprecated plans
- Prospects (non-users)

Download the email GIF here: <https://zeplin.atlassian.net/browse/DES-732>

Segment 1	Date: Jun 11, 2024 From: Pelin from Zeplin < pelin@crew.zeplin.io >
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Active paying users
(will have received a teaser email 1 week prior)

[Hubspot email](#)
[Hubspot list](#)

Hubspot comments:

Subject: Zeplin has a brand-new look — meet our Summer Breeze release 🌬️
Preview: See what changed, what's new, and FAQs

Hey {{first_name}}, Pelin here from Zeplin.

I'm super excited to introduce **our Summer Breeze Release** — a new app design from top to bottom that not only *looks* more modern and light but is specifically made to help you work faster.

It's been a while (~ five years, actually!) since we refreshed our design, so I'm excited to welcome you to an easier, quicker way to get your work done in Zeplin!



🔗 [Read all about the release](#), including what changed and, most importantly, how it will benefit YOU, our users. ❤️

You can also dig into our [FAQs](#) or join an upcoming [deep dive session](#) to explore the new experience in a group setting.

Log in and enjoy! I'll see you there —

Pelin

Segment 4

Active free users
(will have received a teaser email 1
week prior)

[Hubspot email](#)

Hubspot comments:

Date: **Jun 11, 2024**

From: Pelin from Zeplin <pelin@crew.zeplin.io>

Subject: Zeplin has a brand-new look — and expanded features in your Free plan 🎉

Preview: A brand new UI and new plans for how you work.

Hey {{first_name}}, Pelin here from Zeplin.

We've been quietly working on something for a while now, and I'm excited to finally share it with you.

First, you'll see a brand new look across all of Zeplin today called our **Summer Breeze Release**, designed to give you an easier, faster way to get your work done in Zeplin. ❤️



The release also includes [new plans made for how you work](#) — including **expanded feature access** 🙌 for your Free plan, such as:

- Version Diff for precisely comparing screen versions
- Flows for mapping complete user journeys (no longer limited to 10 screens)
- Jira and Azure DevOps Integrations for real-time updates with development
- Approvals for easier stakeholder alignment

Free plans now also have *unlimited seats*, so go ahead and [invite more of your team](#) to enjoy Zeplin's new experience together!

Here are some [helpful FAQs](#). If a live tour of what's new is more of what you're looking for, we'd love to see you at an upcoming [Zeplin group demo](#). Join us!

	Log in and enjoy! I'll see you there — Pelin
Segment 2 Former users, workspace plans Hubspot email Hubspot comments:	Date: Jun 11, 2024 From: Pelin from Zeplin <pelin@crew.zeplin.io> Subject: Zeplin has a brand-new look — and new plans with unlimited seats, all the features, and one low flat rate 🌟 Preview: There's never been a better time to revisit Zeplin. Hey {{first_name}}, Pelin here from Zeplin. We've been listening closely to your feedback, and we, too, noticed an issue in our space: high tool costs, harsh paywalls, and user permissions hassles. It should be easy for designers and devs to build beautiful products together. So today, we're rolling out our latest release: Zeplin's Summer Breeze, with new plans and a new design to simplify design-to-dev workflows.  Zeplin now gives you: • A completely redesigned + brighter UI to make all of our features more discoverable and accessible, helping you work faster than ever. ✨ • Expanded feature access across <i>all</i> plans, even Free (like Version Diff, Jira, and Azure DevOps integrations, Approvals, and more) • The option to <i>pay per project for a flat monthly rate with unlimited seats</i> in our Personal and Small Team plans. • More <i>value and control per seat</i> for a robust and scalable design delivery solution

	with our Organization and Business plans. If there was ever a time to come back, it's now. We can't wait for you to experience it yourself. ❤️ Come revisit Zeplin! I'll see you there — Pelin
Segment 3 Former users, deprecated plans Hubspot email Hubspot comments:	Date: Jun 11, 2024 From: Pelin from Zeplin <pelin@crew.zeplin.io> Subject: Per-project pricing w/ unlimited seats is back at Zeplin – plus so much more 🌟 Preview: See how Zeplin's better than ever, and the best value in the market. Hey {{first_name}}, Pelin here from Zeplin. We've been listening closely to your feedback, and we, too, noticed an issue in our industry: high tool costs, harsh paywalls, and user permissions hassles. We believe building beautiful products together shouldn't be difficult for designers and developers. So today, we're rolling out our latest release: Zeplin's Summer Breeze, with new plans and a new design to simplify design-to-dev workflows. 
	Zeplin now gives you:

	• A completely redesigned + brighter UI to make all of our features more discoverable and accessible, helping you work faster than ever. ✨ • Expanded feature access across <i>all</i> plans, even Free (like Version Diff, Jira, and Azure DevOps integrations, Approvals, and more) • The option to <i>pay per project for a flat monthly rate with unlimited seats</i> in our Personal and Small Team plans. • More <i>value and control per seat</i> for a robust and scalable design delivery solution in our Organization and Business plans. If there was ever a time to come back, it's now. We can't wait for you to experience it yourself. ❤️ Come revisit Zeplin! I'll see you there — Pelin
Segment 5 Prospects (non-users) Hubspot link Hubspot comments:	Date: Jun 11, 2024 From: Pelin from Zeplin <pelin@crew.zeplin.io> Subject: A brand new Zeplin is here. ✨ Preview: Access more features in Free, unlimited seat plans, and a breezy new UI. Hey {{first_name}}, Pelin here from Zeplin. We get it. It's hard to ship high-quality products efficiently when your product team (and budget) keeps shrinking. We've been thinking a lot about that and all the changes in our industry, and it's led us to some big changes that I'm excited to share with you. Introducing Zeplin's Summer Breeze release, featuring brand new plans designed for how your team works — no matter what size, structure, or budget.



Zeplin now offers:

- A completely redesigned UI to make all of our features more discoverable and accessible, helping you work faster than ever. ✨
- Expanded feature access across *all* plans, even Free (like Version Diff, Jira and Azure DevOps integrations, Approvals and more)
- The option to *pay per project for a flat monthly rate with unlimited seats* in our Personal and Small Team plans.
- Greater *value and control per seat* for a robust and scalable design delivery solution in our Organization and Business plans.

There's never been a better time to [explore Zeplin](#) and [try it for free](#) with your whole team.

We can't wait for you to experience it yourself. See you there —

Pelin

Blog Outline

- POV: I'm Pelin, Zeplin CEO and designer – here's what we changed, and why
- [Combine announcement about new design w/ workflow approach (explore)]
 - Fresh/new name for the release ([link to naming doc](#))
 - It's 4-5 yrs since the last refresh: A fresh, cleaner design that makes our powerful workflow features more readily accessible and discoverable (elevate these features).
 - We care deeply about this not being disruptive (need to be careful that existing users find it familiar but still refreshing)
 - Key benefits to users – Hear what early beta participants had to say: **Stacy's research ([folder](#)) & Early Access calls (pending first week of May)**
 - Refreshed, more modern feeling user experience (easier to find the tools you need so you can do your work better, faster)
 - Simple, easy to use [*"Definitely nicer, cleaner look", "little less cluttered"*]
 - While still being familiar – in a good way – and can navigate to their most-used/favorite features in the new UI [*"Fairly similar"*]
 - Consistent experience between web and MacOS platforms.
 - Can find integrations easily and take more advantage of them
 - More frequent updates from Zeplin. Also, no more needing to download and install a new version each time there is an update.

- Proof points
 - **Workspace:** Elevator refresh, project cards and thumbnails, project details, combined action to share links with your team and also invite them to the project
 - **Versioning** (most visible): See which version you're looking at in the version indicator, along with a preview.
 - **Integrations:** Integrations now sit in the right panel – even if not connected. Tickets/channels are more visible to project members for better discoverability
 - Others:
 - Dark mode on the web app
 - Download all assets is now the default
- We're excited about what this means for us going forward (Key benefits to Zeplin – *we can keep this section short and sweet*)
 - Faster feature releases/enhancements.
 - Faster bug fixes.
 - Streamlined support processes.
- Ideas from the wild

More design-y treatment	Plain text
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