

Email Style Guide

COLORS

Primary Colors

Main Brand Color

COL Blue	Dark Blue	Light Blue	Pale Blue
#1C5A7D	#11364B	#779CB1	#BBCED8
COL Orange #D47F28	Dark Orange #AA6620	Light Orange #DD9953	Pale Orange #EECCA9

Additional Colors

Purple	Red	Green
#25215F	#A03123	#77712F
Email Background Gray #EDEDED	Light Gray #F9F9FA	

STYLES

Desktop HEADER 1- TREBUCHET BOLD, CAPS, 28PX, PURPLE HEADER 2- TREBUCHET BOLD, CAPS, 22PX, DARK ORANGE Header 3-Arial Bold, 14px, red Body text- Arial Regular, 14px, black, line height 1.5 Captions- Arial Italic, 14px, black, line height 1.5 Link color: On White background: COL Blue On colored background: <u>Pale Orange</u> <u>Net Orange</u> <u>Pale Orange</u>

Mobile HEADER 1- TREBUCHET BOLD, CAPS, 22PX, PURPLE HEADER 2- TREBUCHET BOLD, CAPS, 20PX, DARK ORANGE Header 3-Arial Bold, 14px, red Body text- Arial Regular, 14px, black, line height 1.5 Captions- Arial Italic, 14px, black, line height 1.5 Link color: On White background: COL Blue On colored backgrounds: Pale Orange

Button

Trebuchet Regular, 16px, white text, Blue button Corner radius: 6px Padding: 12px

Button

Trebuchet Regular, 16px, blue text, white button blue stroke, 1px Corner radius: 6px Padding: 12px

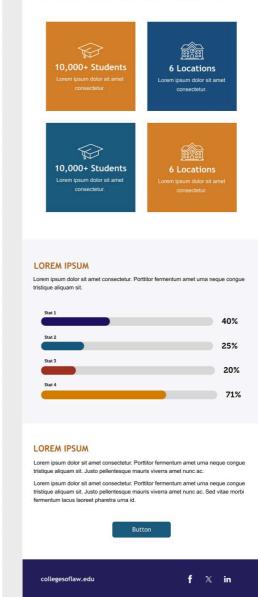
Header→

Footer →



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EMAIL MOCKUP EXAMPLE

To the right is an example of an email layout used for The Colleges of Law.

There are various headers used throughout, however the footer will remain the same for consistency across all emails.

This is one of multiple layouts that can be used. Here we are showcasing how the header, footer, and text styles are used.

EMAIL MOCKUP EXAMPLES (CONTINUED)



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EMAIL MOCKUP EXAMPLES (CONTINUED)



FACULTY SPOTLIGHT

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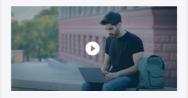
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HEADER OPTIONS

The Colleges of Law has multiple headers to give variety to their emails. The headers are not tied to a certain style of email content. However, the footer remains the same throughout all emails.

All header options can be found in Canva.



HEADER OPTIONS (CONTINUED)









Faculty Photo



THE COLLEGES OF LAW Matthew Nehmer, Ph.D. President, The Colleges of Law



THE COLLEGES OF LAW Matthew Nehmer, Ph.D. President, The Colleges of Law

INLINE PHOTOS

The photos found part of the message body, also known as inline, can all be found in Canva in various sizes to export.

If the photo is circle for a headshot, make sure to export it as a transparent png.



VIDEO OVERLAYS

The purpose of the overlays are to be able to see the play button. Some of the thumbnails from The Colleges of Law have overlays already. The overlay will depend on the image thumbnail below it.

The top photo on the left has a 30% blue overlay due to it being a easier to see the play button.

The top right photo has a 60% blue overlay to help view the play button on a lighter photo.

Many thumbnails on YouTube have overlays on them already and you probably won't need to add anything to them. The full size on the right is at 65% if an overlay is needed.



30% blue



60% blue







