



Email Style Guide

COLORS

Primary Colors

Main Brand Color

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

Additional Colors

| | | |
|---|------------------------------|-------------------------|
| Purple #25215F | Red #A03123 | Green #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 backgrounds: [Pale Orange](#)



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](#)



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



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

Header →

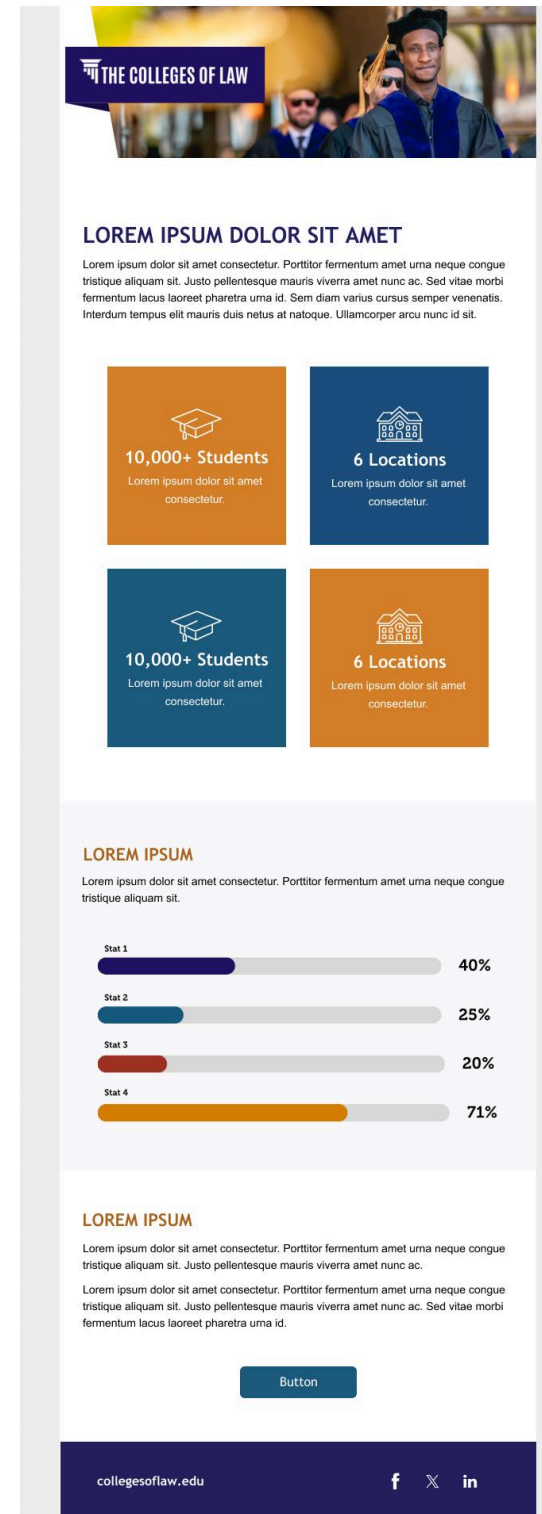
EMAIL MOCKUP EXAMPLE

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

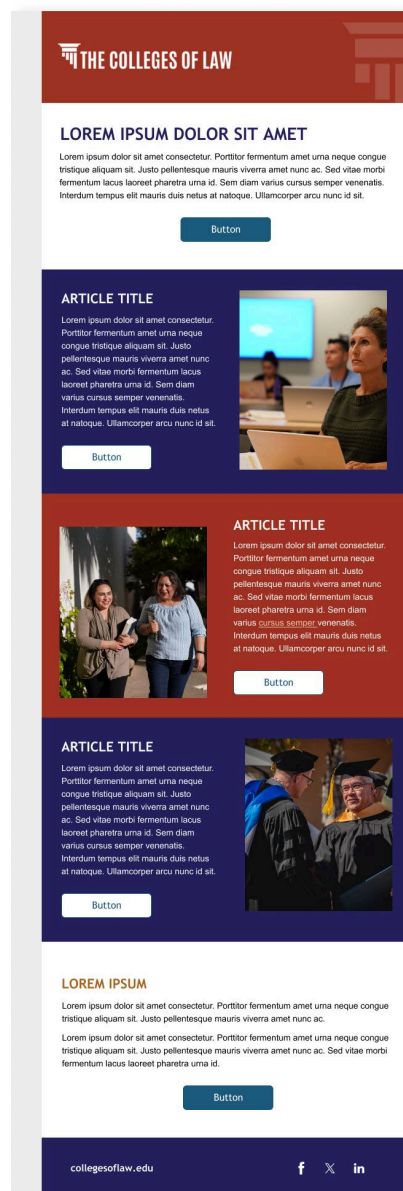
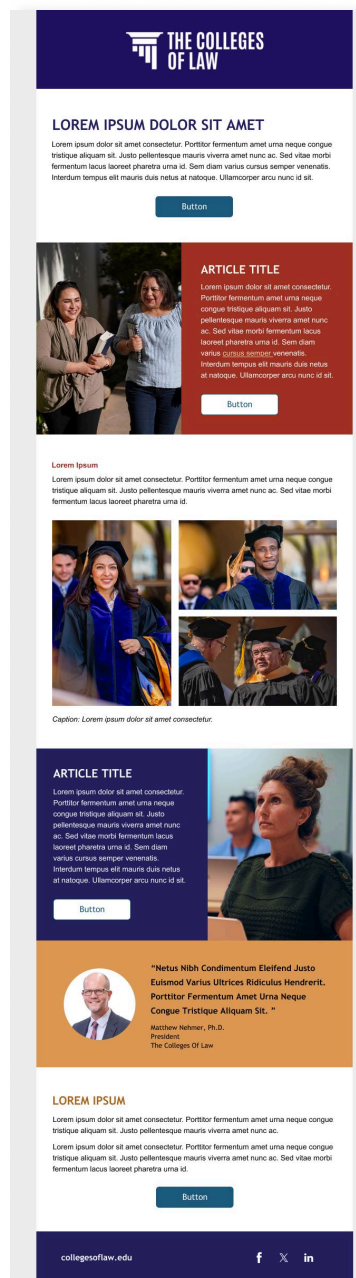
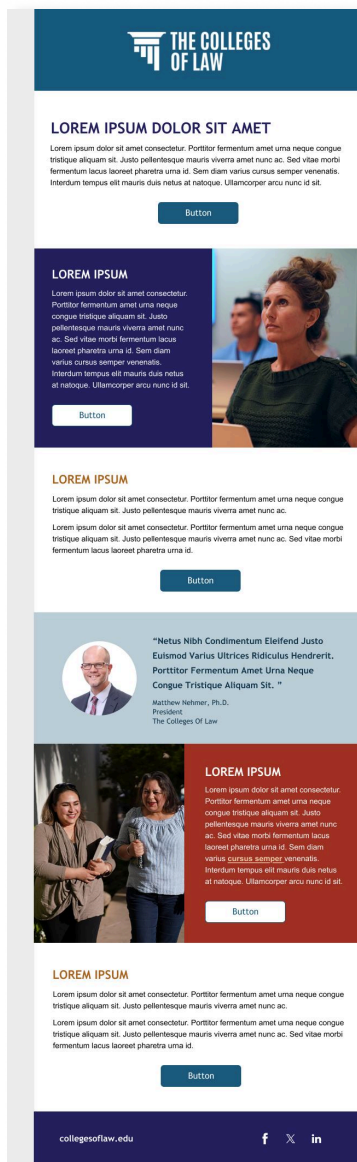
There are various headers used throughout, however the footer will remain the same for consistency across all emails.

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


Footer →



EMAIL MOCKUP EXAMPLES (CONTINUED)



Email Mockup Examples (Continued)



THE COLLEGES OF LAW

Matthew Nehmer, Ph.D.
President, The Colleges of Law

FACULTY SPOTLIGHT

LOREM IPSUM DOLOR SIT AMET

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Matthew Nehmer, Ph.D.
President
The Colleges Of Law

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Button

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Button

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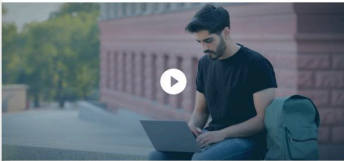
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THE COLLEGES OF LAW

LOREM IPSUM DOLOR SIT AMET

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ARTICLE TITLE

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Button

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THE COLLEGES OF LAW

LOREM IPSUM DOLOR SIT AMET

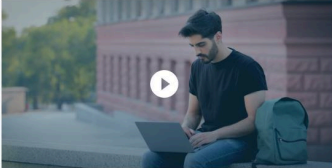
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Button

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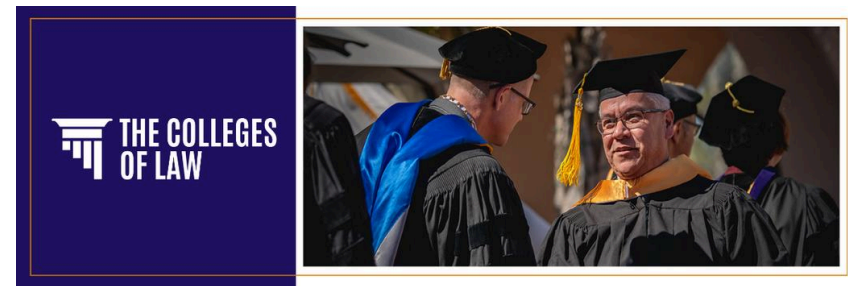
HEADER OPTIONS

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



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.

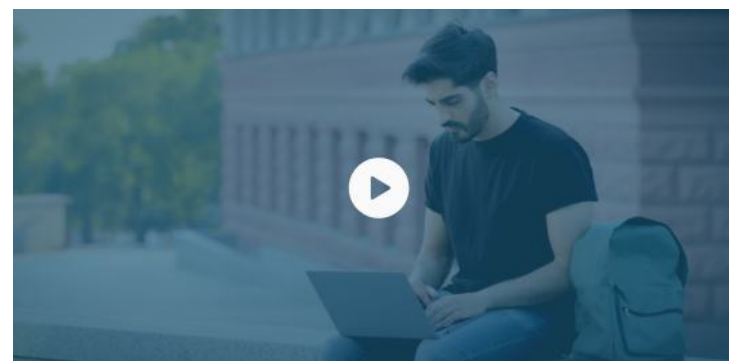
Many thumbnails on YouTube have overlays on them already and you probably won't need to add anything to them. The full size on the right is at 65% if an overlay is needed.



30% blue



60% blue



65% blue

