Kansas Health Science University
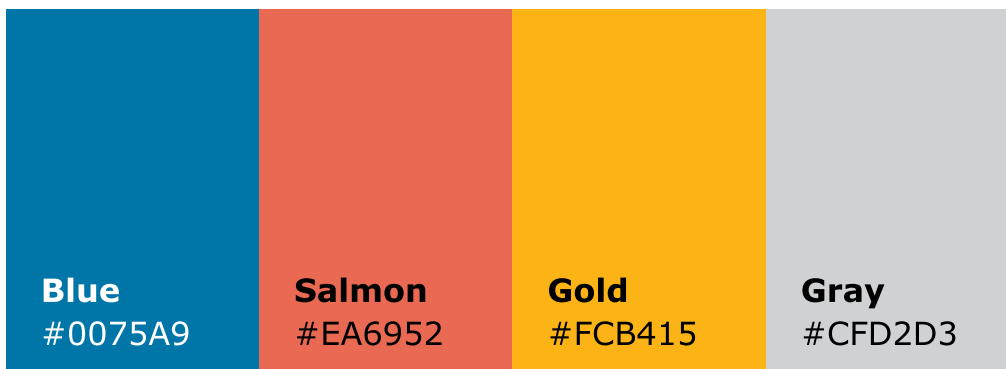
Email Style Guide

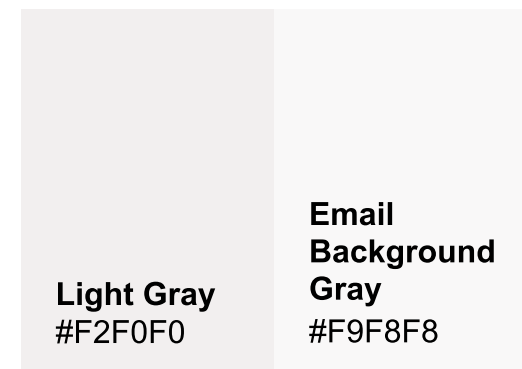# Colors

Primary Colors

Dark Blue
#11294B

Light Blue
#3CB4E5

Secondary Colors

Blue
#0075A9

Salmon
#EA6952

Gold
#FCB415

Gray
#CFD2D3

Web Only Colors

Light Gray
#F2F0F0

Email Background Gray
#F9F8F8
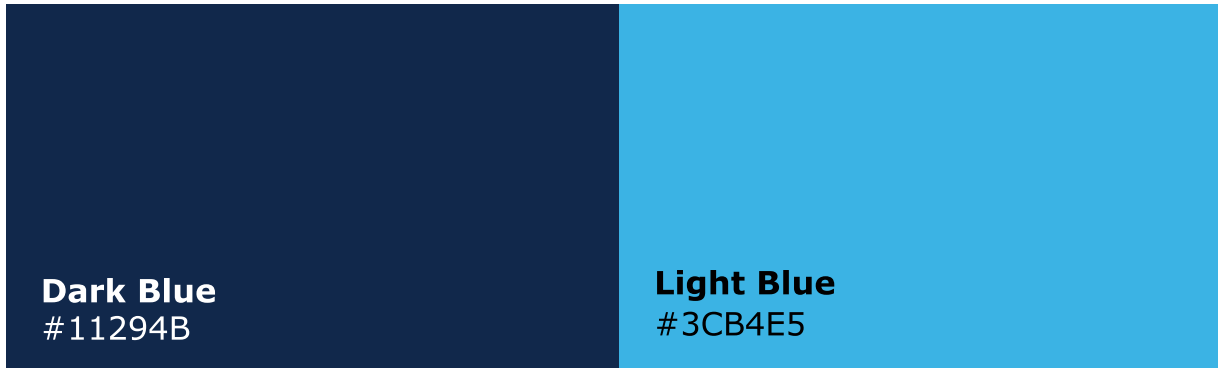
Styles

Desktop

Header 1- Verdana Bold, 28px, Dark Blue

Header 2-Verdana Bold, 22px, Blue

Header 3-Verdana Bold, 14px, Salmon

Body text- Verdana Regular, 14px, black, line height 1.5

Caption- Verdana Italic, 14px, black, line height 1.5

Link color: salmon   **bold, black, underline**

Mobile

Header 1-Verdana Bold, 22px, Dark Blue

Header 2- Verdana Bold, 20px, Blue

Header 3-Verdana Bold, 14px, Salmon

Body text- Verdana Regular, 14px, black, line height 1.5

Caption- Verdana Italic, 14px, black, line height 1.5

Link color: salmon   **bold, black, underline**

Button

Verdana Bold, 14px, Dark Blue text,
Gold button
Corner radius: 20px
Padding: Left/Right: 45px
Top/Bottom: 15px

Background Fill Color Rules

When using one of the background colors on the right, there are specific colors that pass accessibility standards. Below are the colors of fonts that can be used on each color.

Background Color Rules:

Font colors on dark blue:

white, salmon, gold, and light blue

Font colors on salmon:

Black and dark blue

Font colors on light blue:

Black and dark blue

Font colors on web only gray:

Black and dark blue

Dark Blue   #11294B

White Text: #FFFFFF
Salmon Text: #EA6952
Gold Text: #FCB415
Light Blue Text: #3CB4E5

Salmon   #EA6952

Black Text: #000000
Dark Blue Text: #11294B

Light Blue   #3CB4E5

Black Text: #000000
Dark Blue Text: #11294B

Web Only Gray   #F2F0F0
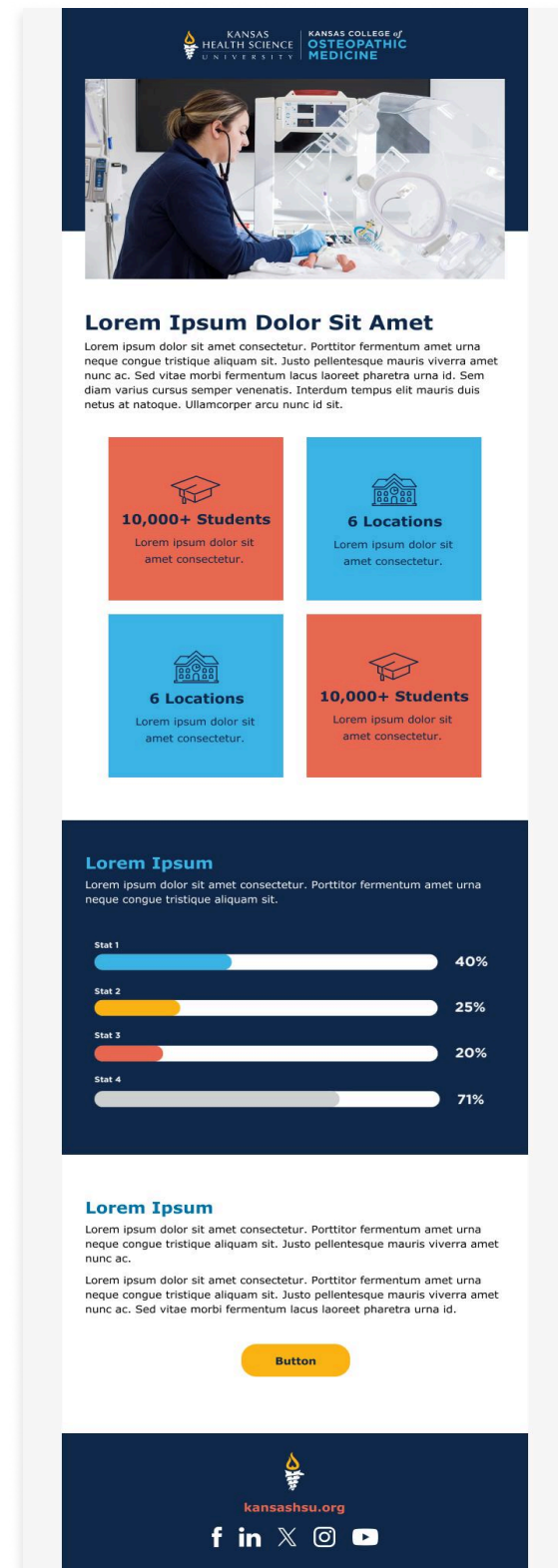
Black Text: #000000
Dark Blue Text: #11294B

Email Mockup Example

To the right is an example of an email layout used for Kansas Health Science University. Utilizing sharp edges and bright colors.

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.

Header ⟶

Footer ⟶

Email Mockup Examples (Continued)

Email Mockup Examples (Continued)

Mockup 1

Tiffany Masson, Psy.D.
President and Chief Executive Officer
Kansas Health Science University

FACULTY SPOTLIGHT

Lorem Ipsum Dolor Sit Amet

Lorem ipsum dolor sit amet consectetur. Porttitor fermentum amet urna neque congue tristique aliquam sit. Justo pellentesque mauris viverra amet nunc ac.

Sed vitae morbi fermentum lacus laoreet pharetra urna id. Sem diam varius cursus semper venenatis. Interdum tempus elit mauris duis netus at natoque. Ullamcorper arcu nunc sit.

Lorem ipsum dolor sit amet consectetur. Porttitor fermentum amet urna neque congue tristique aliquam sit.

Button

"Netus nibh condimentum eleifend justo euismod varius ultrices ridiculus hendrerit. Netus nibh condimentum eleifend justo euismod varius ultrices ridiculus hendrerit."

Tiffany Masson, Psy.D.,
President and Chief Executive Officer
Kansas Health Science University

Lorem Ipsum Dolor Sit Amet

Lorem ipsum dolor sit amet consectetur. Porttitor fermentum amet urna neque congue tristique aliquam sit. Justo pellentesque mauris viverra amet nunc ac.

Sed vitae morbi fermentum lacus laoreet pharetra urna id. Sem diam varius cursus semper venenatis. Interdum tempus elit mauris duis netus at natoque. Ullamcorper arcu nunc sit.

Lorem ipsum dolor sit amet consectetur. Porttitor fermentum amet urna neque congue tristique aliquam sit.

Button

kansashsu.org

Mockup 2

FACULTY SPOTLIGHT

Lorem Ipsum Dolor Sit Amet

Lorem ipsum dolor sit amet consectetur. Porttitor fermentum amet urna neque congue tristique aliquam sit. Justo pellentesque mauris viverra amet nunc ac.

Sed vitae morbi fermentum lacus laoreet pharetra urna id. Sem diam varius cursus semper venenatis. Interdum tempus elit mauris duis netus at natoque. Ullamcorper arcu nunc sit.

Lorem ipsum dolor sit amet consectetur. Porttitor fermentum amet urna neque congue tristique aliquam sit.

Button

" Netus nibh condimentum eleifend justo euismod varius ultrices ridiculus hendrerit."

Tiffany Masson, Psy.D.,
President and Chief Executive Officer
Kansas Health Science University

Lorem Ipsum Dolor Sit Amet

Lorem ipsum dolor sit amet consectetur. Porttitor fermentum amet urna neque congue tristique aliquam sit. Justo pellentesque mauris viverra amet nunc ac.

Sed vitae morbi fermentum lacus laoreet pharetra urna id. Sem diam varius cursus semper venenatis. Interdum tempus elit mauris duis netus at natoque. Ullamcorper arcu nunc sit.

Lorem ipsum dolor sit amet consectetur. Porttitor fermentum amet urna neque congue tristique aliquam sit.

Button

kansashsu.org

Mockup 3

Lorem Ipsum Dolor Sit Amet

Sed vitae morbi fermentum lacus laoreet pharetra urna id. Sem diam varius cursus semper venenatis. Interdum tempus elit mauris duis netus at natoque. Sed vitae morbi fermentum lacus laoreet pharetra urna id. Sem diam varius cursus semper venenatis. Interdum tempus elit mauris duis netus at natoque. Ullamcorper arcu nunc sit.

Sed vitae morbi fermentum lacus laoreet pharetra urna id. Sem diam varius cursus semper venenatis. Interdum tempus elit mauris duis netus at natoque. Sed vitae morbi fermentum lacus laoreet pharetra urna id.

Button

Lorem Ipsum

Lorem ipsum dolor sit amet consectetur. Porttitor fermentum amet urna neque congue tristique aliquam sit. Justo pellentesque mauris viverra amet nunc ac. Sed vitae morbi fermentum lacus laoreet pharetra urna id. Sem diam varius cursus semper venenatis. Interdum tempus elit mauris duis netus at natoque. Ullamcorper arcu nunc sit.

Lorem Ipsum

Sed vitae morbi fermentum lacus laoreet pharetra urna id. Sem diam varius cursus semper venenatis. Interdum tempus elit mauris duis netus at natoque. Ullamcorper arcu nunc sit.

Button

kansashsu.org

Mockup 4

Lorem Ipsum Dolor Sit Amet

Sed vitae morbi fermentum lacus laoreet pharetra urna id. Sem diam varius cursus semper venenatis. Interdum tempus elit mauris duis netus at natoque. Sed vitae morbi fermentum lacus laoreet pharetra urna id. Sem diam varius cursus semper venenatis. Interdum tempus elit mauris duis netus at natoque. Ullamcorper arcu nunc id sit.

Lorem Ipsum Dolor Sit Amet

Sed vitae morbi fermentum lacus laoreet pharetra urna id. Sem diam varius cursus semper venenatis. Interdum tempus elit mauris duis netus at natoque. Ullamcorper arcu nunc sit. Sed vitae morbi fermentum lacus laoreet pharetra urna id.

Lorem ipsum dolor sit amet

Sed vitae morbi fermentum lacus laoreet pharetra urna id. Sem diam varius cursus semper venenatis. Interdum tempus elit mauris duis netus at natoque. Ullamcorper arcu nunc sit. Sed vitae morbi fermentum lacus laoreet pharetra urna id.

Lorem Ipsum

Sed vitae morbi fermentum lacus laoreet pharetra urna id. Sem diam varius cursus semper venenatis. Interdum tempus elit mauris duis netus at natoque. Ullamcorper arcu nunc sit.

Button

kansashsu.org

Header Options

KHSU 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.
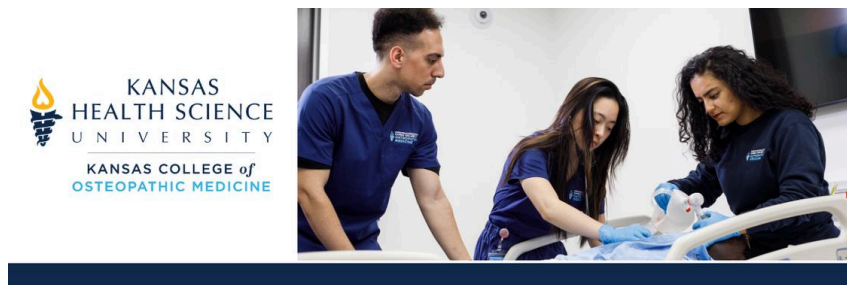
Full Width Image

There is also a hero built in Marketing Cloud that is a thinner solid color with the logo, intended to have a hero image underneath.

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 KHSU have overlays already. The overlay will depend on the image thumbnail below it.

The top photo on the left has a 25% dark blue overlay due to it being a easier to see the play button.

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

Many thumbnails on YouTube have overlays on them that are light blue and you probably won't need to add anything to them. But the full size thumbnail to the right has a 65% light blue overlay if there is not one already.

25% dark blue
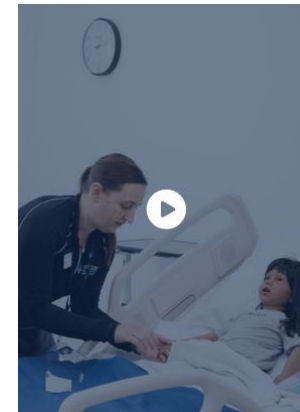
60% dark blue

65% light blue

KANSAS
HEALTH SCIENCE
UNIVERSITY