

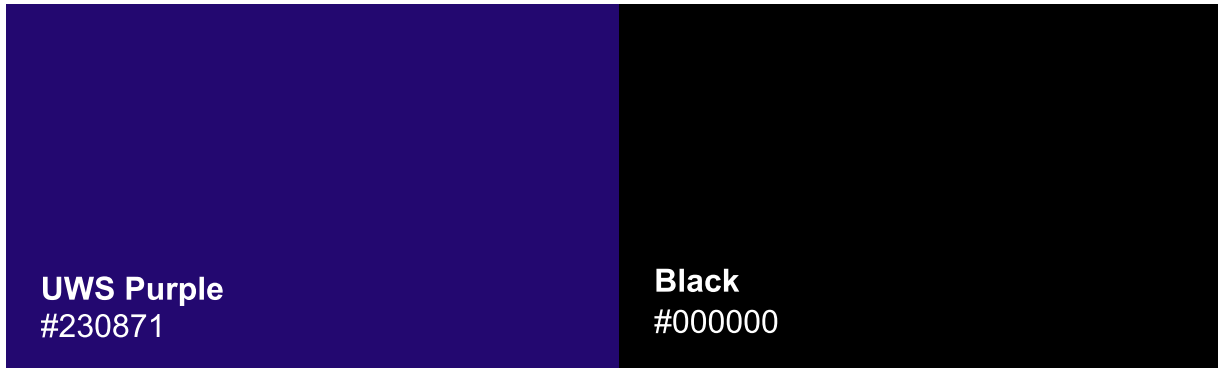


UNIVERSITY *of*
Western States

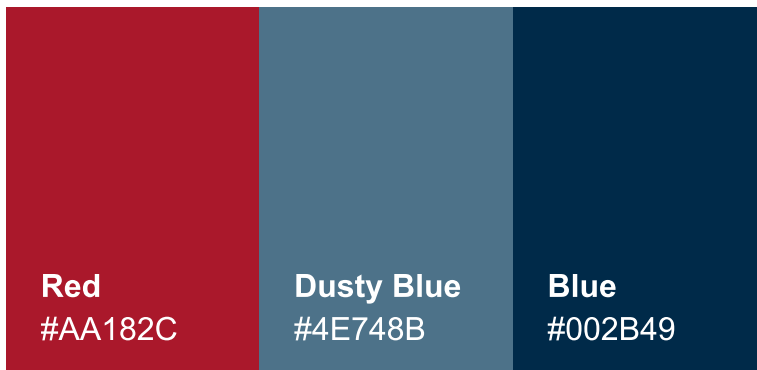
Email Style Guide

Colors

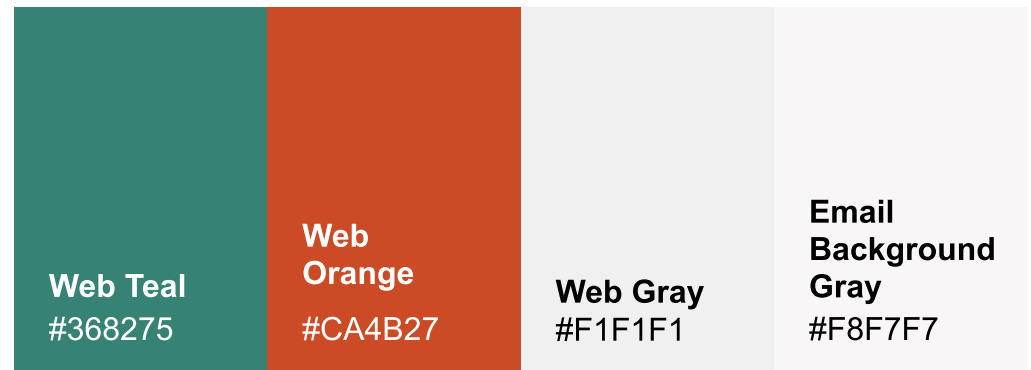
Primary Colors



Secondary Colors



Web Only Colors



**These two colors from the UWS color palette have been adjusted to be slightly darker for accessibility. These versions will only be used in a web/digital space.*

Styles

Desktop

Header 1- Arial Bold, 28px, Teal

Header 2-Arial Bold, 22px, Purple

Header 3-Arial Bold, 14px, Black

Body text- Arial Regular, 14px, black or white, line height 1.5

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

Link color: orange

white,bold,underline

Mobile

Header 1-Arial Bold, 22px,Teal

Header 2- Arial Bold, 20px, Purple

Header 3-Arial Bold, 14px, Black

Body text- Arial Regular, 14px, black or white, line height 1.5

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

Link color: orange

white,bold,underline

Button

Arial Bold, 14px, White text,
Orange button
Corner radius: 15px
Padding: Left/Right: 30px
Top/Bottom: 15px

Button

Arial Bold, 14px, Purple text,
White button
Purple stroke: 1px
Corner radius: 15px
Padding: Left/Right: 30px
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 teal:

White

Font colors on purple:

White

Font colors on web only gray:

Black and purple

Font colors on red:

White

Font colors on blue:

White

Teal	#368275
White Text: #FFFFFF	
Purple	#230871
White Text: #FFFFFF	
Web Only Gray	#F1F1F1
Black Text: #000000	
Purple Text: #230871	
Red	#AA182C
White Text: #FFFFFF	
Blue	#002B49
White Text: #FFFFFF	

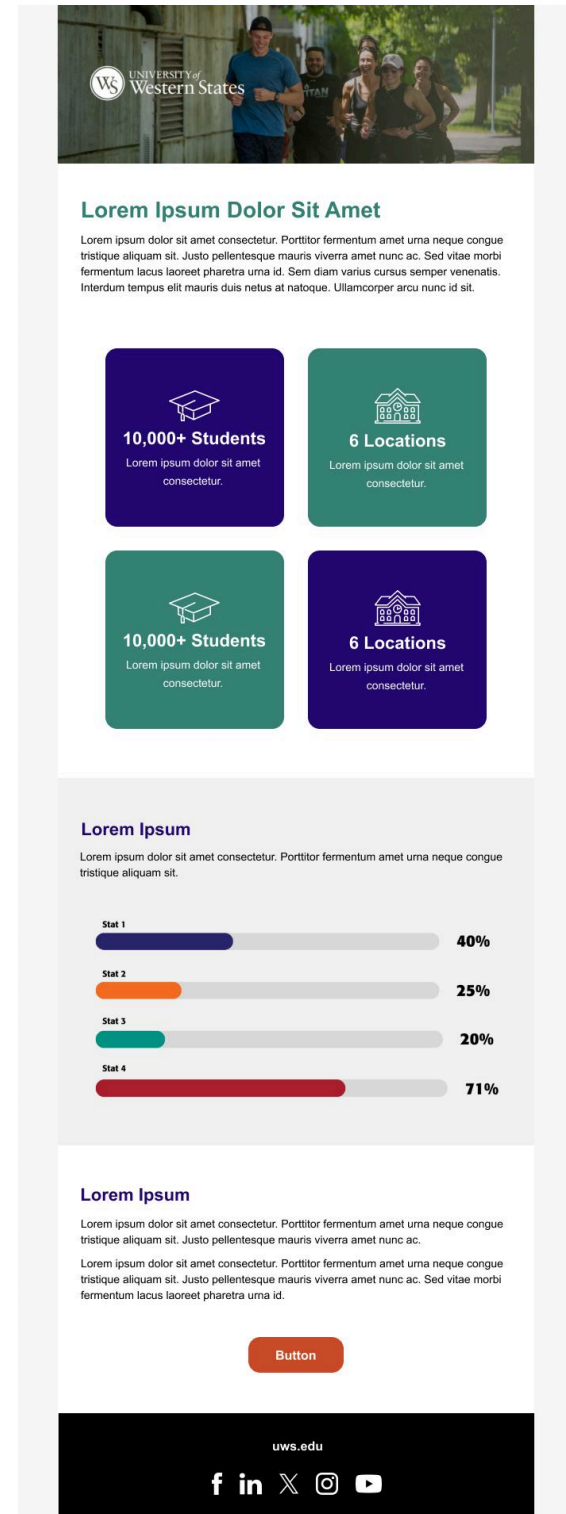
Email Mockup Example

To the right is an example of an email layout used for University of Western States.

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 →



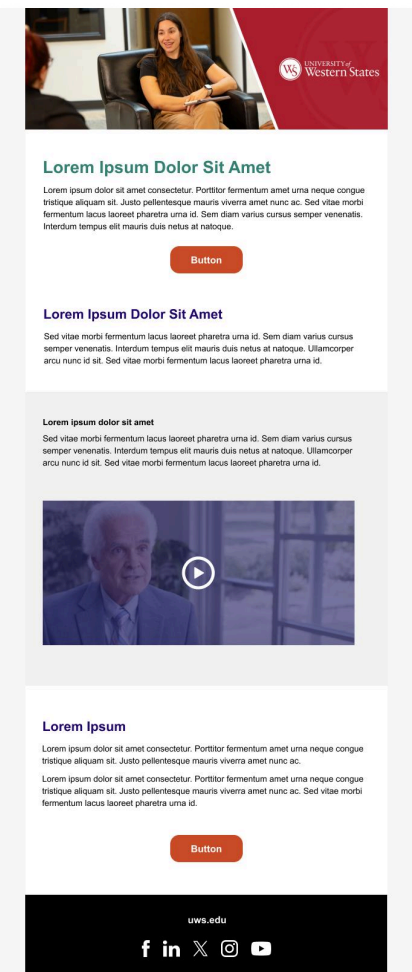
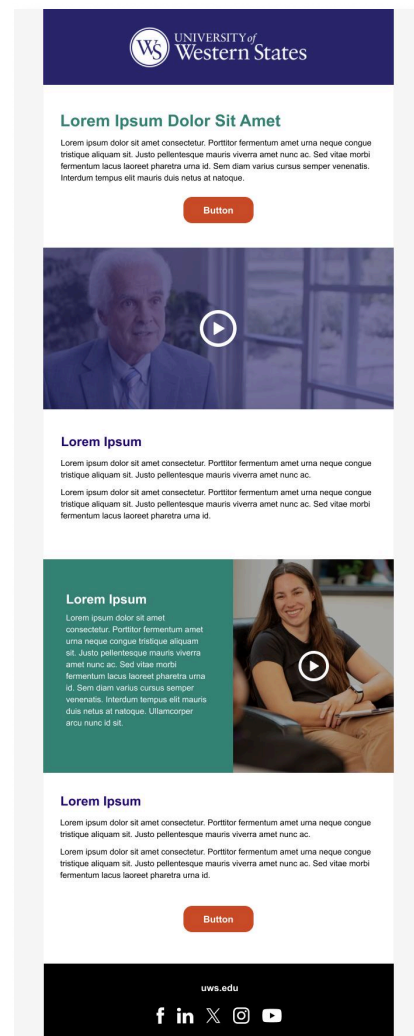
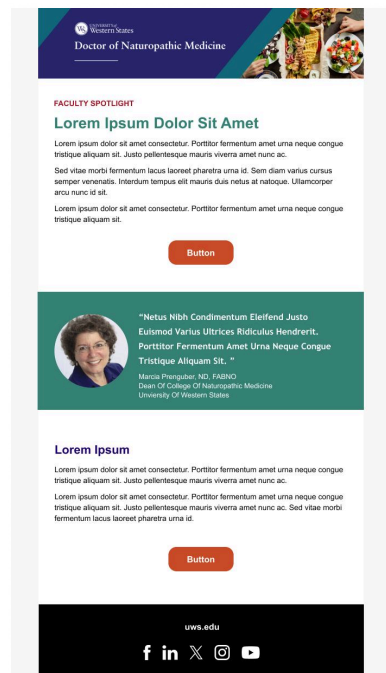
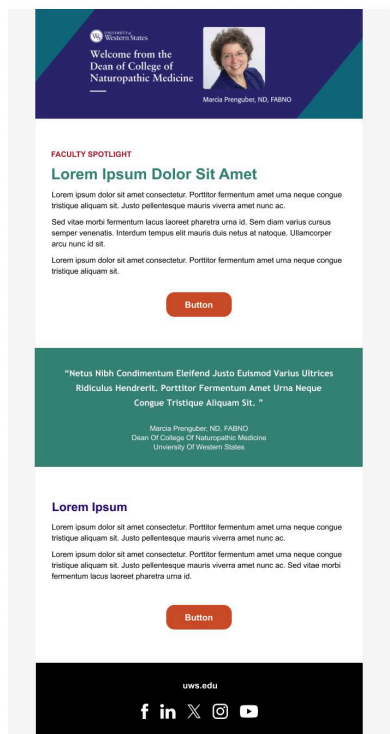
Footer →

Email Mockup Examples (Continued)

[illegible][illegible]

The collage features five distinct images of Western State University students and staff. The top image shows a woman with glasses and a lanyard smiling. The middle-left image shows a man with a backpack standing in front of a Western State University sign. The middle-right image shows a woman smiling at a desk. The bottom image shows a man and a woman sitting at a desk. The collage is overlaid with text blocks and buttons. The text blocks include 'Article Title' and 'Lorem ipsum dolor sit amet consectetur. Porttitor fermentum amet una neque congue tristique aliquam sit. Justo pellentesque mauris viverra amet nunc ac. Sed vitae morbi fermentum lacus laoreet pharetra uma id. Sem diam varius cursus semper venenatis. Interdum tempus elit mauris dui neus at natoque. Ullamcorper arcu nunc id sit.' The buttons are labeled 'Button'.

Email Mockup Examples (Continued)



Header Options

UWS 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.

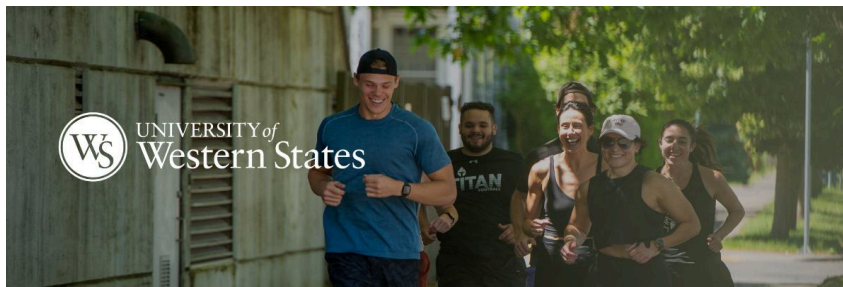
All header options can be found in Canva.

Full Width Image

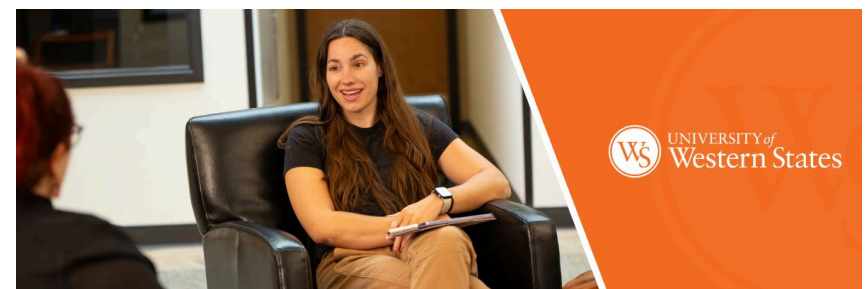
There is also a hero built in Marketing Cloud that is a thinner solid color with the logo, intended to have a hero image underneath. The logo only banner can be used on it's own as well as seen in mockup examples.



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.



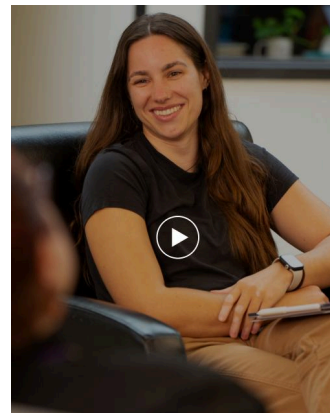
Video Overlays

The purpose of the overlays are to be able to see the play button. The overlay will depend on the image thumbnail below it.

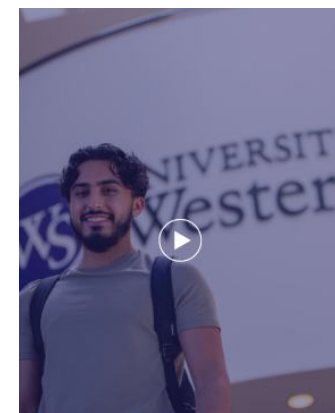
The top photo on the left has a 30% black overlay due to it being a easier to see the play button.

The top right photo has a 50% purple overlay to help view the play button on a lighter photo.

The full size thumbnail to the right has a 60% purple overlay. In canva, there various color options for an overlay with 60% being the main starting point for the photo.



30% black



50% purple



60% purple

