



University of Western States

Email Style Guide

Color Palette

The top colors for this color palette are the main colors of the UWS brand. However, the colors listed below those offer flexibility when it comes to accessibility for background colors, font colors, button colors and more while still remaining on brand.

<p>Plum 500 #4E184B</p>	<p>Eggplant 500 #753F52</p>	<p>Antique White 500 #FAEADB</p>	<p>Redwood 500 #9B6559</p>	<p>Sage 500 #ACC3A6</p>	<p>Moonstone 500 #56AAC8</p>	<p>Citron 500 #CCCC64</p>
<p>600 #3E133C</p>						
<p>700 #2F0E2D</p>						

Email Background:

<p>Gray 500 #EAEAEA</p>

Styles

Desktop

Header 1- Georgia Bold, 28px, Plum

Header 2-Georgia Bold, 22px, Eggplant

Header 3-Verdana Bold, 14px, Black

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

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

Link color: [redwood](#)

[citron,bold,underline](#)

Mobile

Header 1-Georgia Bold Bold, 22px, Plum

Header 2- Georgia Bold, 20px, Eggplant

Header 3-Verdana Bold, 14px, Black

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

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

Link color: [redwood](#)

[citron,bold,underline](#)

Buttons

There are multiple button options to offer flexibility. But there are usage rules listed below on how and when to use them.

- Plum Buttons: Only to be used on lighter backgrounds e.g. antique white, white, moonstone, lighter shades of purple, or any other color shades.
- Citron Buttons: Only to be used on darker backgrounds e.g. plum, darker shades of plum, etc.

Plum Button



Verdana Bold, 14px,
Citron text,
Corner radius: 15px
Padding: Left/Right: 20px
Top/Bottom: 14px

Citron Button



Verdana Bold, 14px,
Plum 700 text,
Corner radius: 15px
Padding: Left/Right: 20px
Top/Bottom: 14px

Background Fill Color Rules

When using one of the background colors below, 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 Plum:

White

Font colors on Eggplant:

White

Font colors on Antique White:

Black, Plum 500, & Eggplant 500

Font colors on Redwood:

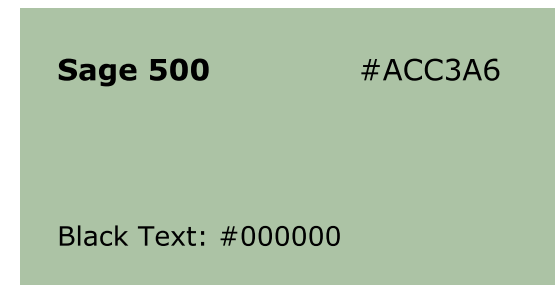
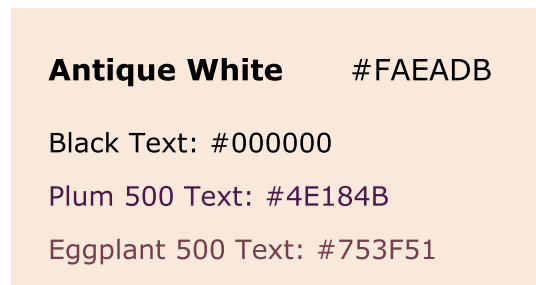
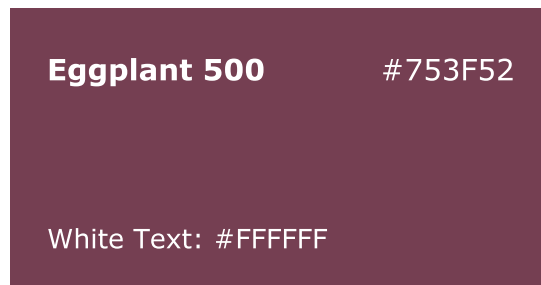
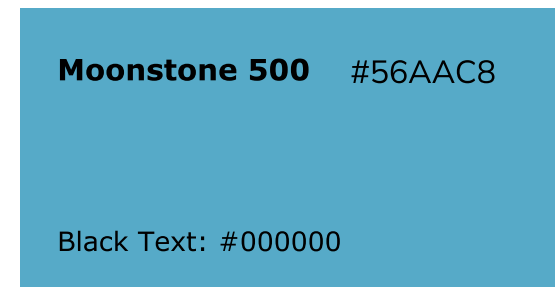
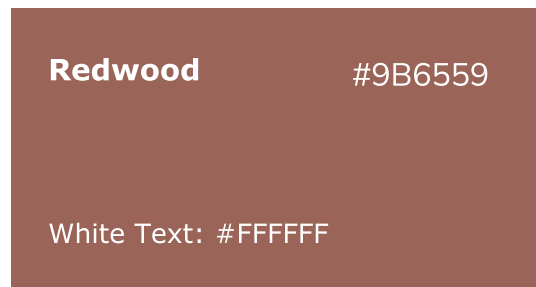
White

Font colors on Moonstone:

Black

Font colors on Sage:

Black



Email Mockup Example

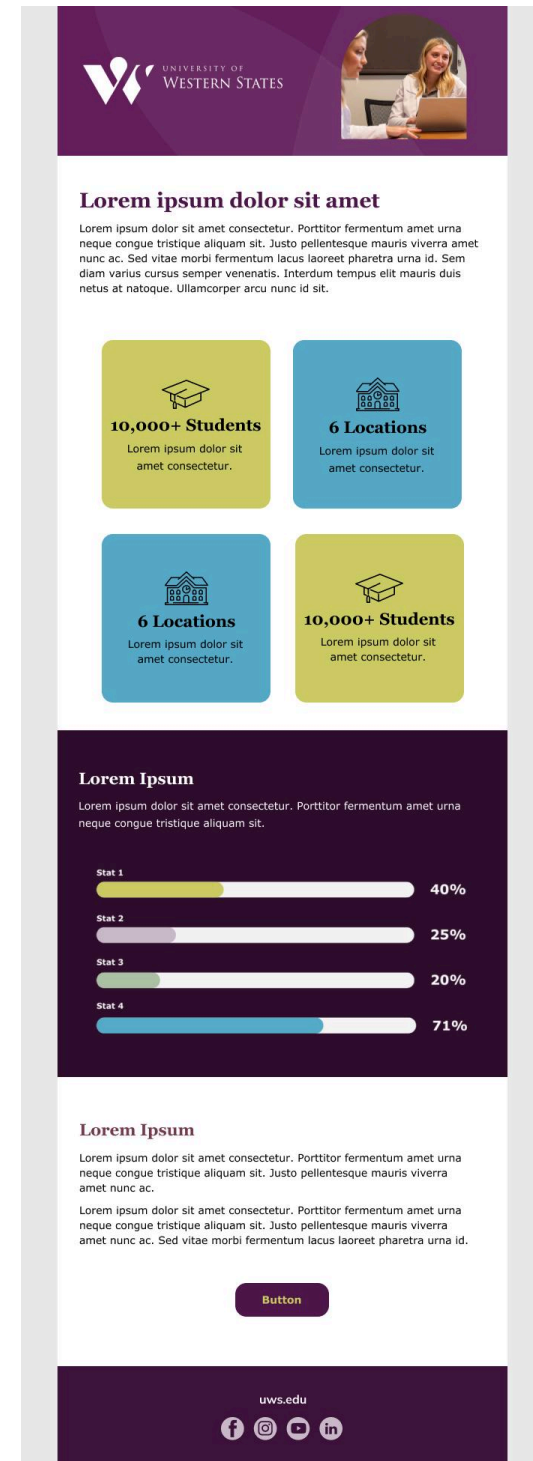
To the right is an example of an email layout used for University of Western States.

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.

In the following pages, you will find various examples of email layouts along with color variations of how different brand colors can work together in an email form.

Header →



Footer →

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.



Header Options (Continued)



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 they have curved edges, they should be exported with transparency.

50/50 Photos



Full Width Photo



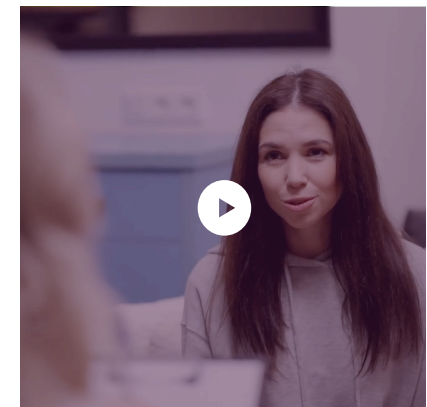
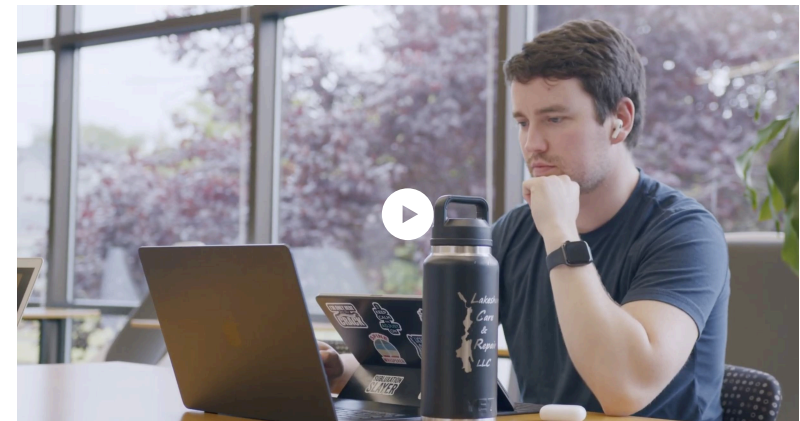
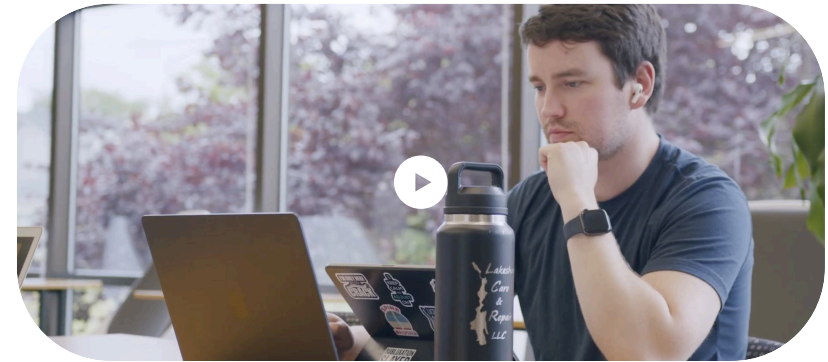
Side by Side Photo



Video Overlays

The videos in emails don't need to have an overlay unless you can't easily see the play button. All of these options currently don't have an overlay except the bottom right example.

If an overlay is needed, use the color Plum at 45%. This can be on any size video thumbnail.



45% Plum

