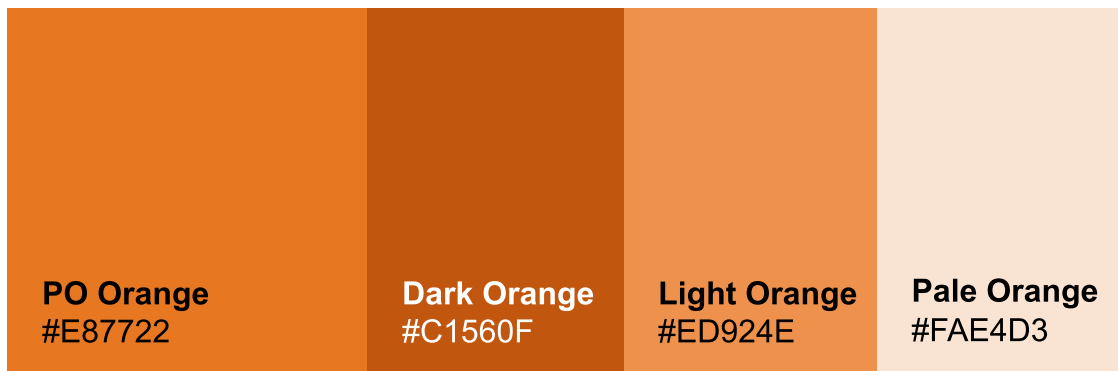




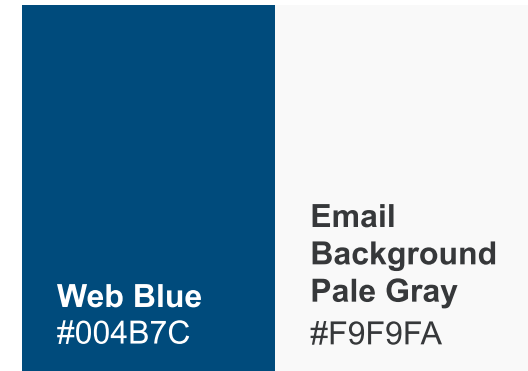
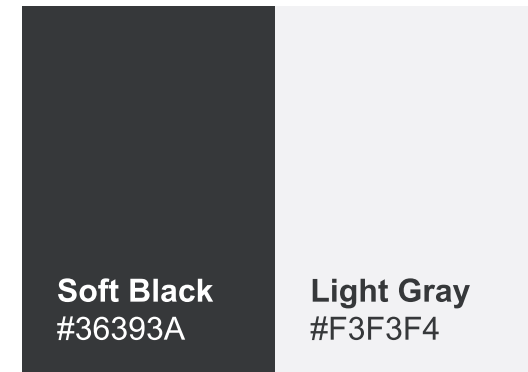
Pacific Oaks
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Email Style Guide

Primary Colors



Additional Colors



Styles

Desktop

Header 1- Arial Bold, 28px, Dark Green

Header 2- Arial Bold, 22px, Dark Orange

Header 3-Arial Bold, 14px, blue

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

Link color on white: [dark orange](#)

Link color on colored background:

[black](#)

[black](#)

Mobile

Header 1- Arial Bold, 22px, Dark Green

Header 2- Arial Bold, 20px, Dark Orange

Header 3-Arial Bold, 14px, blue

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

Link color on white: [dark orange](#)

Link color on dark color background:

[black](#)

[black](#)

Button

Arial Bold, 16px, white text,
dark orange button
Corner radius: 15px
Padding: Left/Right: 35px
Top/Bottom: 10px

Email Mockup Example

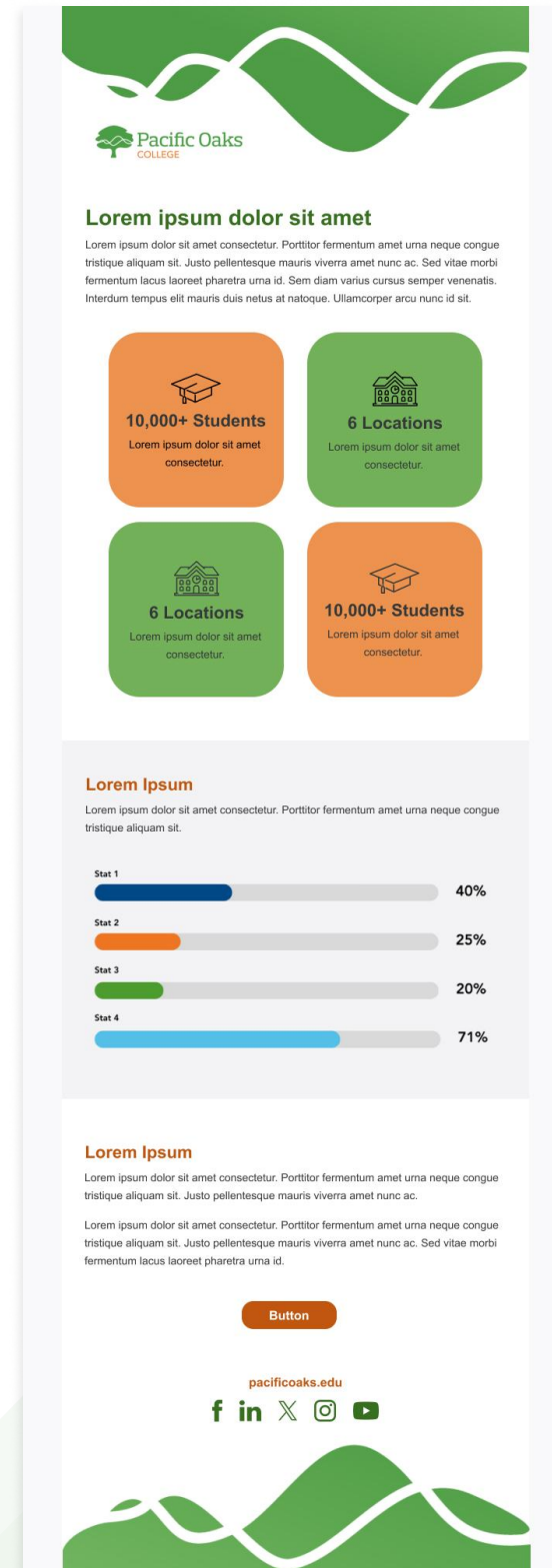
The email headers and footers are a curved shape with the lines of the tree pulled from the logo. This ties together the logo of Pacific Oaks along with the strong connection and history the tree has at the College.

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)



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Breeda McGrath, Ph.D.,
President, Pacific Oaks College



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Breeda McGrath, Ph.D.,
President, Pacific Oaks College

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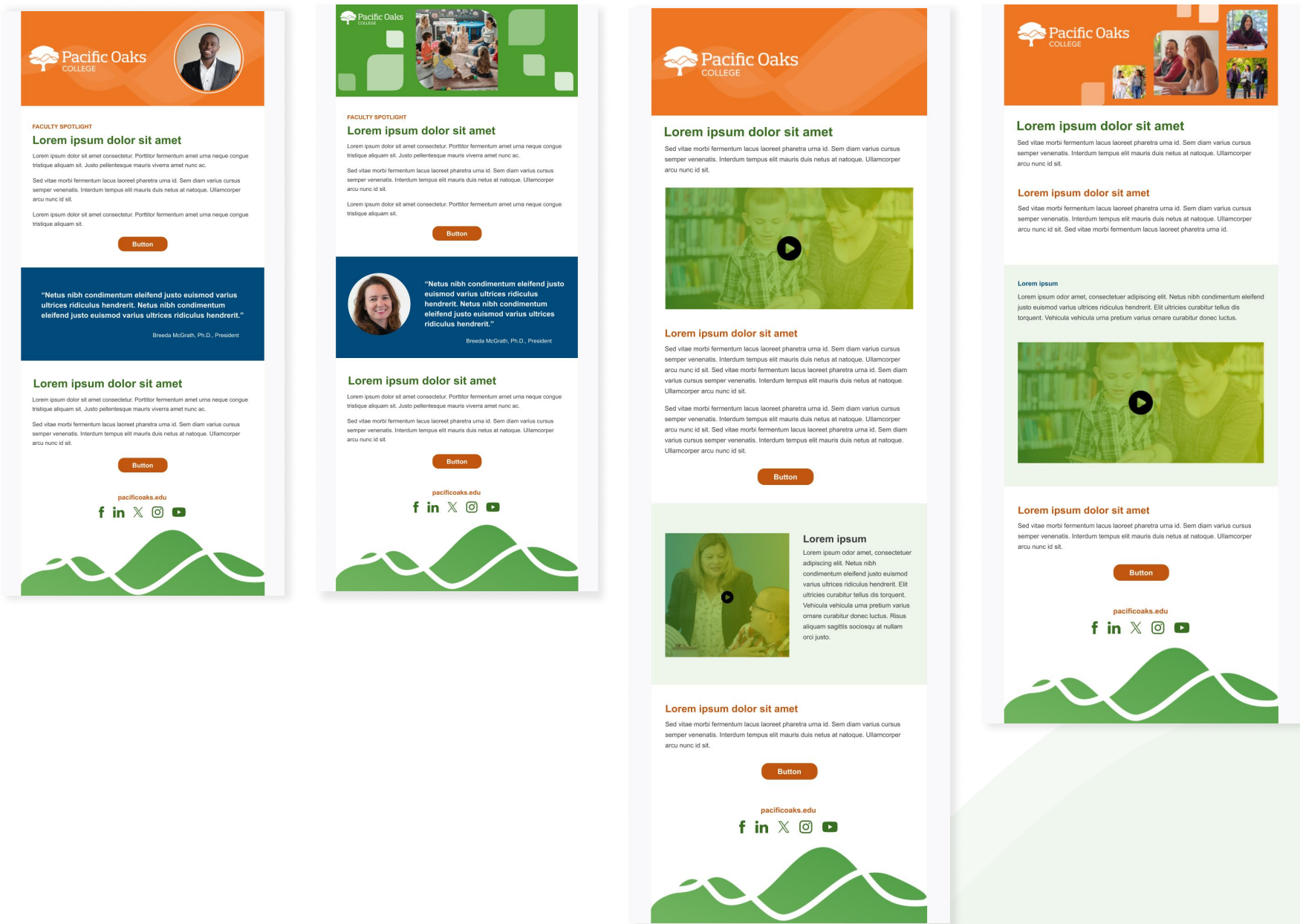
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Email Mockup Examples (continued)



Header Options

Pacific Oaks 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.

No Photo

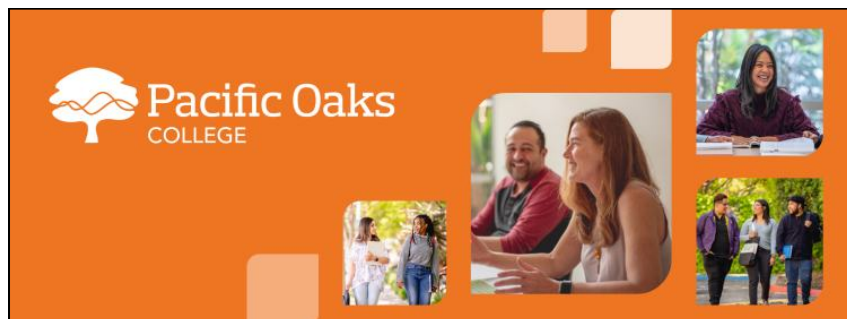


One Photo or Faculty Spotlight Program Photo

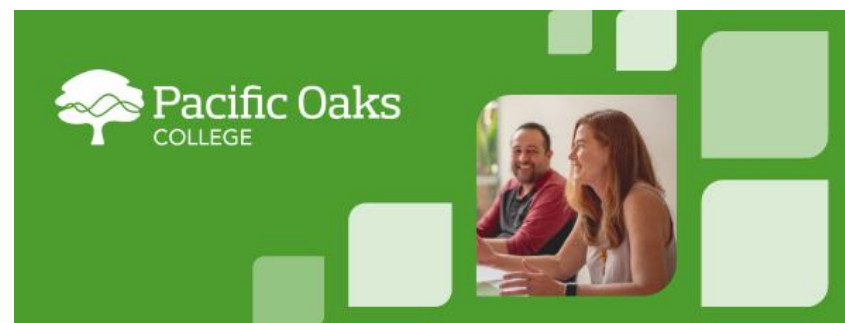
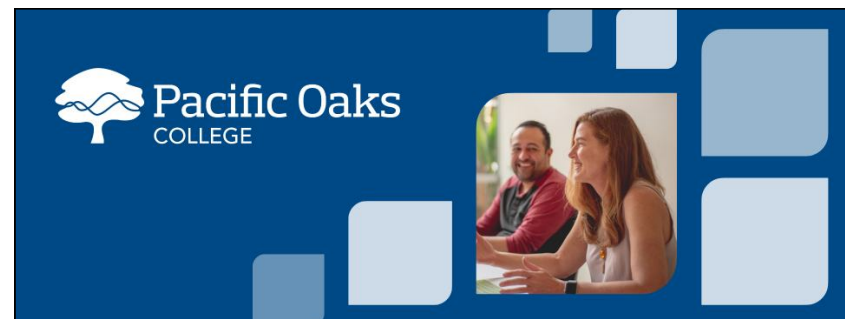


Header Options (continued)

Four Photos



One Photo



Headshot



Inline Photos

The photos found part of the message body, also known as inline, have curves to them to match the Pacific Oak brand. These photos are made in templates that can be found on Canva. However for reference, the rounded corners are shown here.



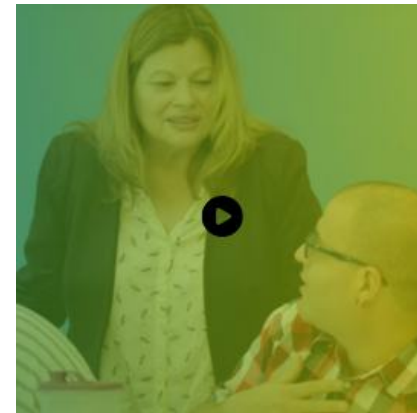
Video Overlays

The purpose of the overlays are to be able to see the play button. Some of the thumbnails from Pacific Oaks YouTube have overlays already. In Canva, there are two options of overlay. One for existing thumbnails WITH overlay and one for thumbnails WITHOUT.

These are the overlay amount on these photos:

Thumbnail with overlay: 10% overlay added

Thumbnail without overlay: 55% overlay added





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