



The Chicago School

Email Brand Guidelines

Colors

Primary Brand

Light Blue
#0070B3

Copper
#D36A39

Dark Blue
#002F87

Black
#181818

Email
Background
#D3D3D3

Faint Gray
#F7F7F8

Dark Copper
Button
#B85A2E

INSIGHT Only

This gold is part of the INSIGHT Magazine brand. It is not to be used as part of the main brand.

Gold
#BEA305

Styles

Buttons

Primary Button

Georgia Regular, 16px, white text,
dark copper button
Corner radius: 10px

Padding:

Left/Right: 40px
Top/Bottom: 11px

Secondary Button

Georgia Regular, 16px, copper text,
white button, copper 1px stroke
Corner radius: 10px

Padding:

Left/Right: 40px
Top/Bottom: 11px

Desktop

Header 1- Georgia Bold, 28px, light blue, 1.15 line height

Header 2- Georgia Bold, 22px, copper, 1.15 line height

Header 3-Verdana Bold, 14px, light blue, 1.15 line height

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

Link color: [copper](#)

Mobile

Header 1- Georgia Bold, 22px, light blue, 1.15 line height

Header 2- Georgia Bold, 20px, copper, 1.15 line height

Header 3-Verdana Bold, 14px, light blue, 1.15 line height

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

Link color: [copper](#)

INSIGHT Only

Header 2- Georgia Bold, 20px, gold, 1.15 line height

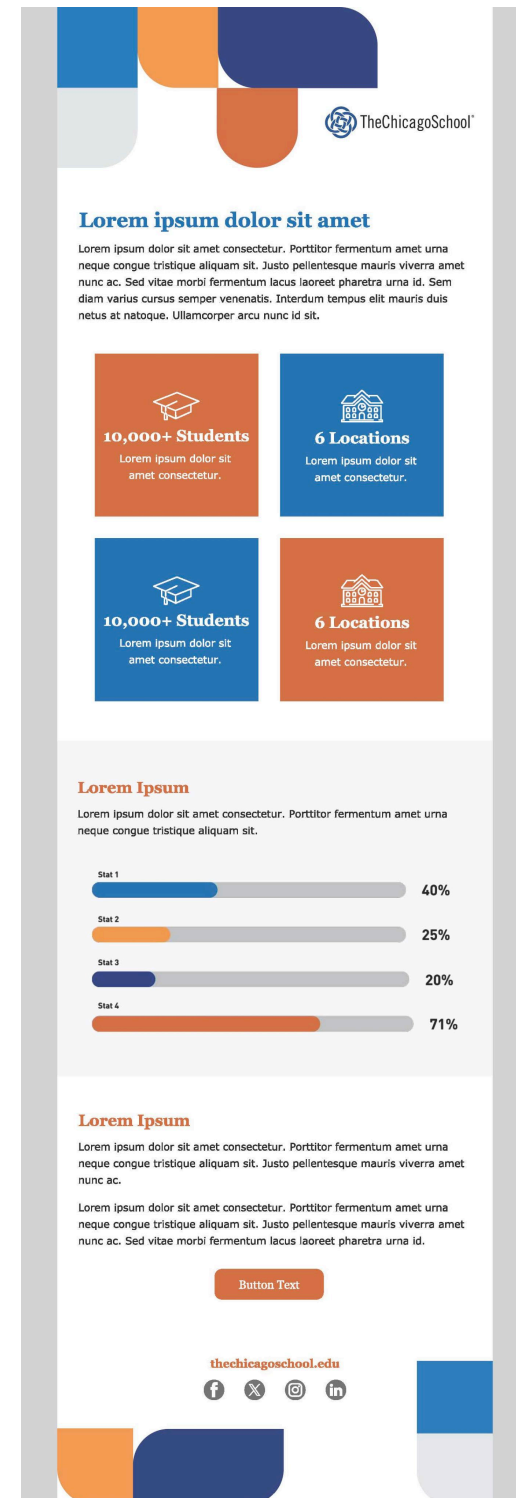
Email Mockup Example

The email headers and footers use rectangular shapes that convey a feeling of robustness, dependability, and order, instilling a sense of strength, security, and discipline. The spaced out shapes give it a more airy and light feel.

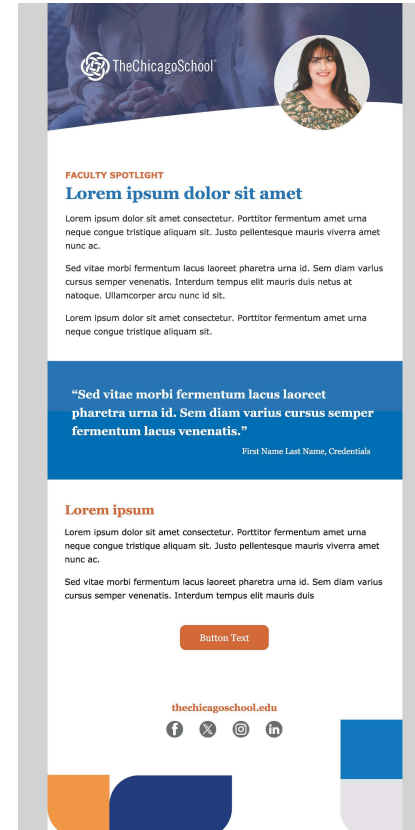
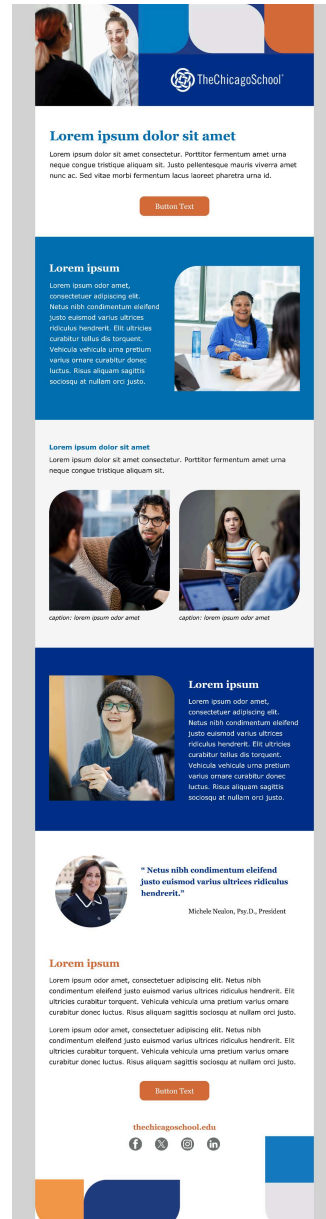
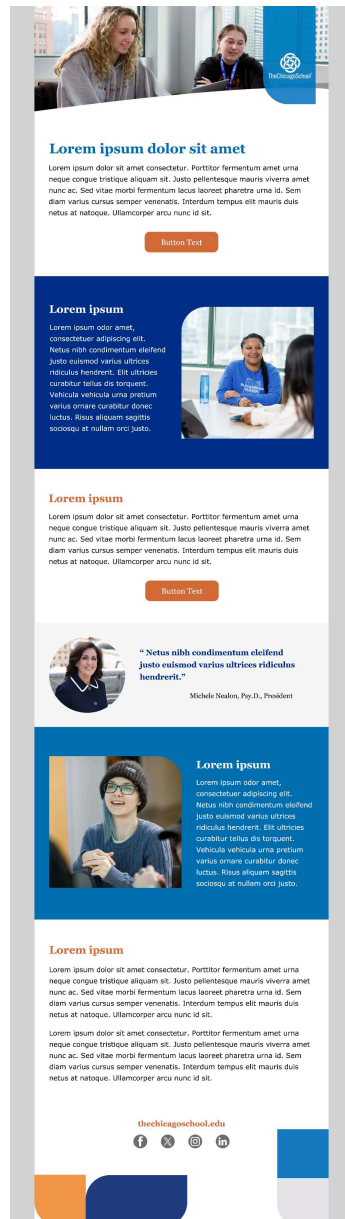
The email example is just one of multiple layouts that can be used. But here we are showcasing how the header and footer style is applied along with the font and button styles.

Header →

Footer →

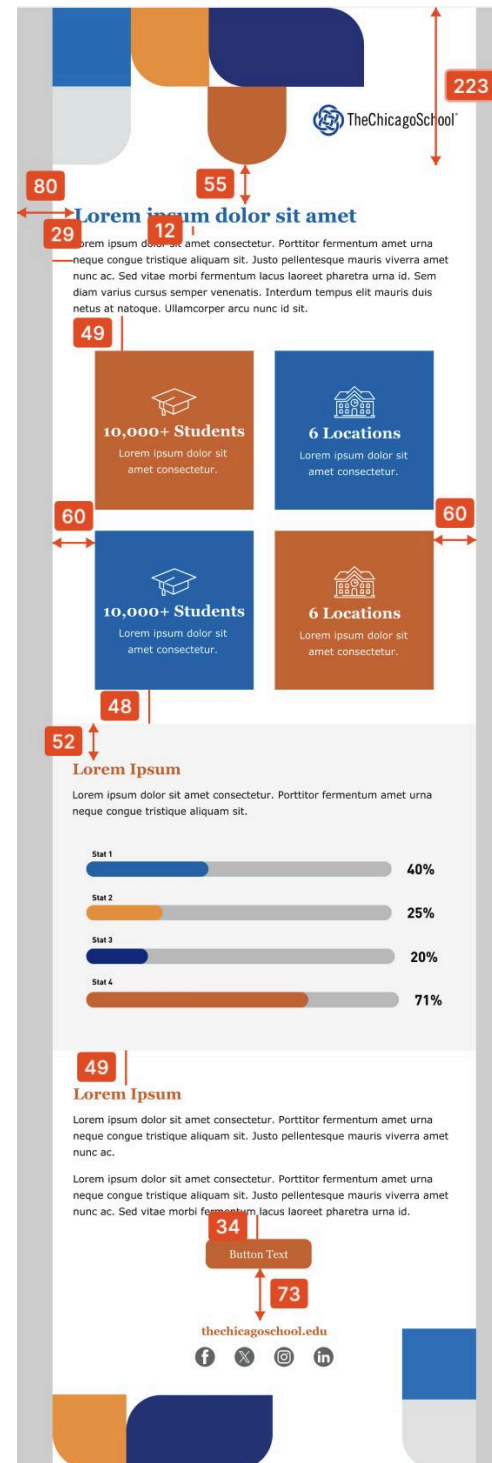


Email Mockup Examples (continued)



Email Spacing

The red lines on the right side is an example of spacing throughout a Chicago School email template. These templates are built in Marketing Cloud but this is a reference for guidelines if needed.



Header Options

The Chicago School has multiple email 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.

Option 1



Option 2



Option 3



Inline Photos

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

42px →



← 42px



42px →



← 42px



42px →



← 42px

42px →



← 42px

