COLORADO COLLEGE

Email Visual System Guide

Banner System

Internal communications has a system of email banner styles that build recognition across the different offices, departments, and divisions.

02

Office of the President & Board of Trustees

Email banners from the Office of the President and Board of Trustees utilize the Cutler pattern, Tutt Brick layout, and Tiger Gold. Dr. Whitaker has 3 banner options: a formal portrait, a playful tiger costume, and the College Seal.

Design Specifications

- **Banner Size:** 1200px-w x 400px-h
- **Banner Fill:** Tiger Gold + Cutler Tiger Gold Pattern 75% tint, 50% opacity
- **Interior Border:** 1150px-w x 350px-h, 4pt weight
- **Icon Size:** 60px x 60px
- **Text Line 1:** Archer Medium Italic, 38pt
- **Text Line 2:** Proxima Nova Wide Bold, 42 pt
- **Underline:** Paragraph Rule Below, 4pt weight, Text Offset: 14pt
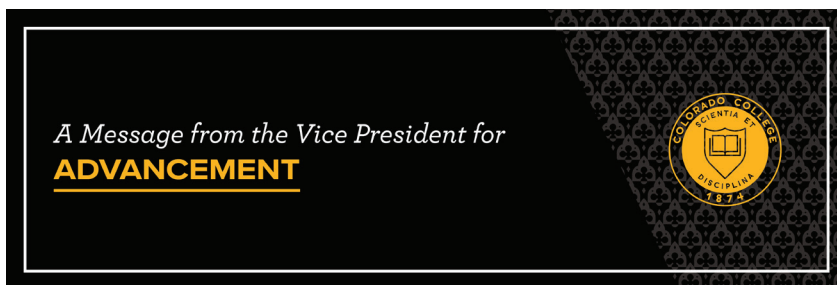- **Name Text:** Archer Bold Italic, 24pt
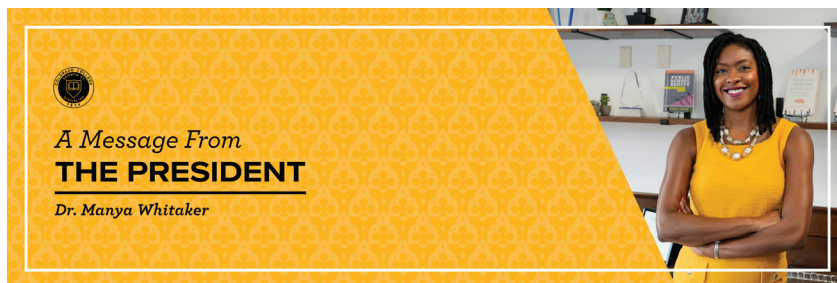
Executive Suite

Email banners from the individual offices and divisions of the President's Cabinet visually align with the design for the Office of the President, but they are distinguished by the black color and putting the Cutler pattern and College seal in place of a photo

Design Specifications

- **Layout Style:** Tutt Brick
- **Banner Size:** 1200px-w x 400px-h
- **Banner Fill:** Black plus Cutler Pattern Black 75% tint, 50% opacity
- **Interior Border:** 1150px-w x 350px-h, 4pt weight
- **Text Line 1:** Archer Medium Italic, 38pt
- **Text Line 2:** Proxima Nova Wide Bold, 42–50 pt (dependent on dept./program/office name)
- **Underline:** Paragraph Rule Below, 4pt weight, Text Offset: 14pt

A Message from the
THE PRESIDENT'S CABINET

A Message from the Vice President for
ADVANCEMENT

A Message from the Vice President for
ENROLLMENT

A Message from the
VICE PRESIDENT AND DIRECTOR OF ATHLETICS

The banners included on this page are a sampling of the full executive suite and not inclusive of all offices and divisions.

Departments, Offices, Programs

Email banners from academic and administrative departments and program offices each have their own unique shape for the photo to distinguish them from each other. However, they are unified in all using the Worner Pattern.

Design Specifications

- **Banner Size:** 1200px-w x 400px-h
- **Banner Fill:** Tiger Gold or Black + Worner Pattern 75% tint (Tiger Gold or Black), 50% opacity
- **Interior Border:** 1150px-w x 350px-h, 4pt weight
- **Text Line 1:** Archer Medium Italic, 38pt
- **Text Line 2:** Proxima Nova Wide Bold, 42–50 pt (dependent on dept./program/office name)
- **Underline:** Paragraph Rule Below, 4pt weight, Text Offset: 14pt

A Message from the Department of
ACADEMIC DEPT NAME HERE

Academic Department Photo Treatment: Palmer Hall Arch

A Message from the
ADMINISTRATIVE DEPT

Administrative Department Photo Treatment: Tutt Brick

Line One
PROGRAM / OTHERS

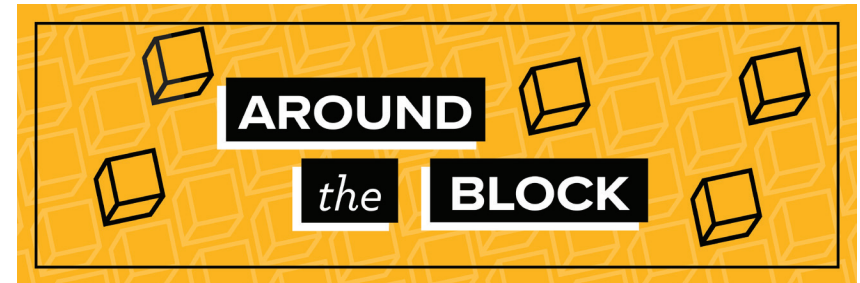Program/Office/Other Photo Treatment: Square with inset frame

Branded Channels & Newsletters

Emails for branded channels and newsletters have their own sub-brand designs. They are cohesive to the core brand styles, but have their own originality.
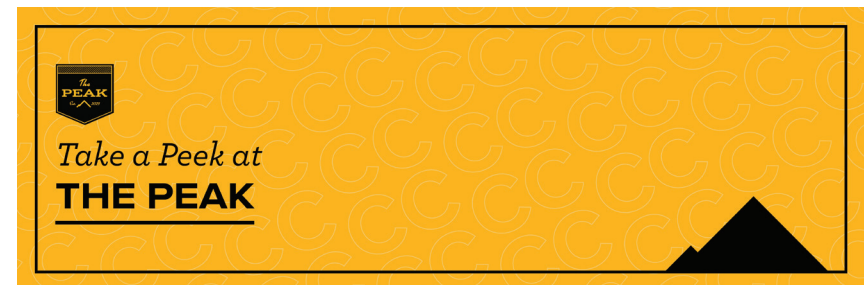
Design specifications vary by channel.

Newsletters

Around the Block

Peek at The Peak

Tt

Email
Typesetting

07

Emails use the equivalent of the brand typefaces that are universally available on all platforms, Macs, and PCs. To maintain standards and cohesion, there are specific standards for how to typeset the headers and body content.

Typographic Hierarchy Guidelines: Emails

H1
Arial Bold
Size: 28 px
Line Spacing: 24 px / 1.5 em

H2
Georgia Bold
Size: 22 px
Line Spacing: 24 px / 1.5 em

H3
Georgia Italic
Size: 18 px
Line Spacing: 24 px / 1.5 em

Body
Arial Regular
Size: 16 px
Line Spacing: 24 px / 1.5 em

Welcome to the Block Plan

Three-and-a-half weeks with a break to recharge

At CC, we think differently

The luxury of focus

Emails will use Arial and Georgia to ensure compatibility across all platforms, Macs, and PCs.

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