

2.0



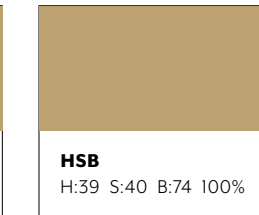
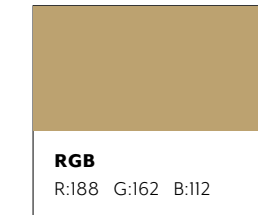
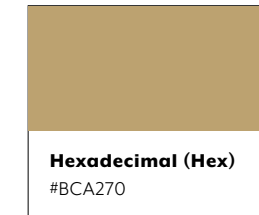
DIGITAL BRAND GUIDELINES



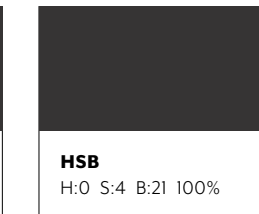
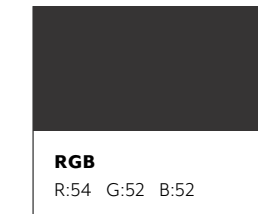
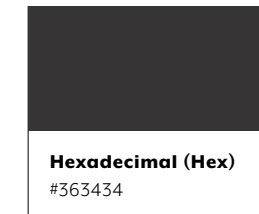
Primary Digital Brand Colors

The primary digital brand color palette is derived from our landmarks. With a consistent and appropriate use of this color palette, our communications are enhanced and contribute to our evolving brand story and identity.

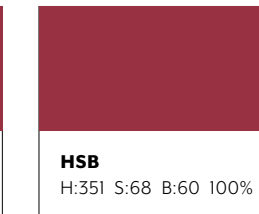
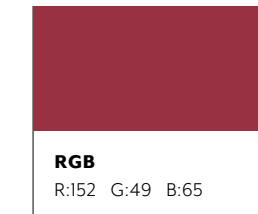
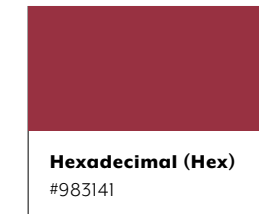
AU GOLD



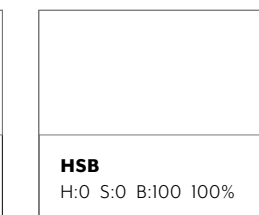
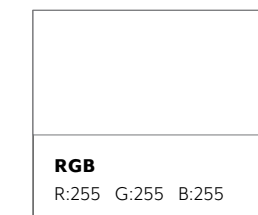
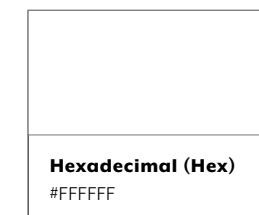
AU WEB BLACK



AU RED



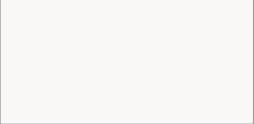
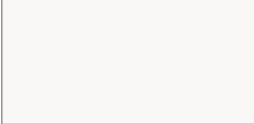
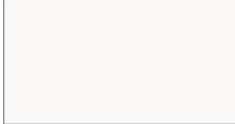
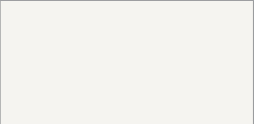
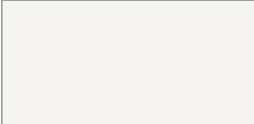
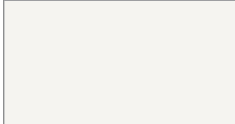
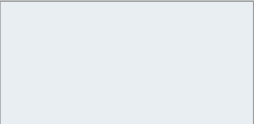
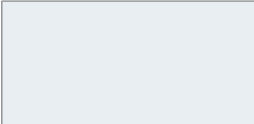
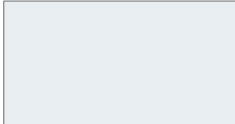
AU WHITE



Secondary Digital Brand Colors

The secondary brand palette was developed to complement the primary brand colors. When considering use of the secondary palette, it is critical these colors do not visually dominate or disrupt the visual hierarchy of the primary brand colors.

USED AS ACCENT COLORS ONLY

AU TAN			
	Hexadecimal (Hex) #FAF8F7	RGB R:250 G:244 B:240	HSB H:20 S:1 B:98 100%
AU DARK TAN			
	Hexadecimal (Hex) #F5F4F0	RGB R:245 G:244 B:240	HSB H:48 S:2 B:96 100%
AU LIGHT BLUE			
	Hexadecimal (Hex) #E8EEF2	RGB R:232 G:238 B:242	HSB H:204 S:4 B:95 100%

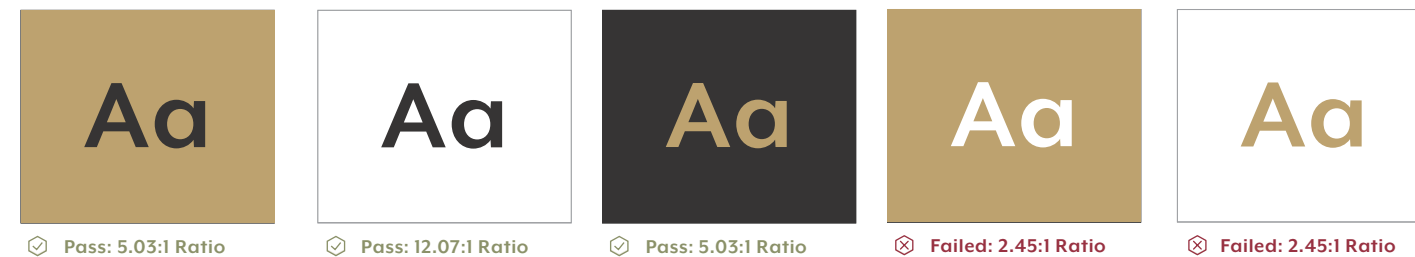
ADA Digital Compliance

According to the American Disability Act of 1990, it is important that Anderson University seeks to provide digital content that can be enjoyed by all.

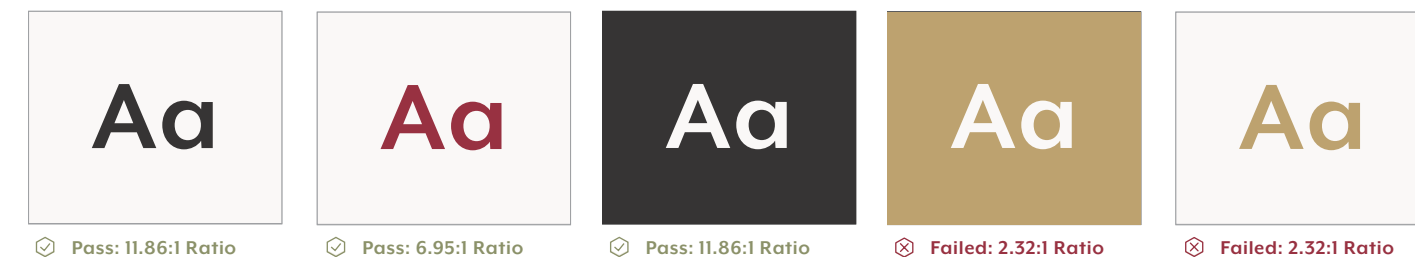
These are color combinations that are can and cannot be used according to ADA compliance. WCAG 2.0 level AA requires a contrast ratio of at least 4.5:1 for normal text and 3:1 for large text. To check and see if your color choices pass, [click here](#).

For more information please visit ada.gov/resources/web-guide

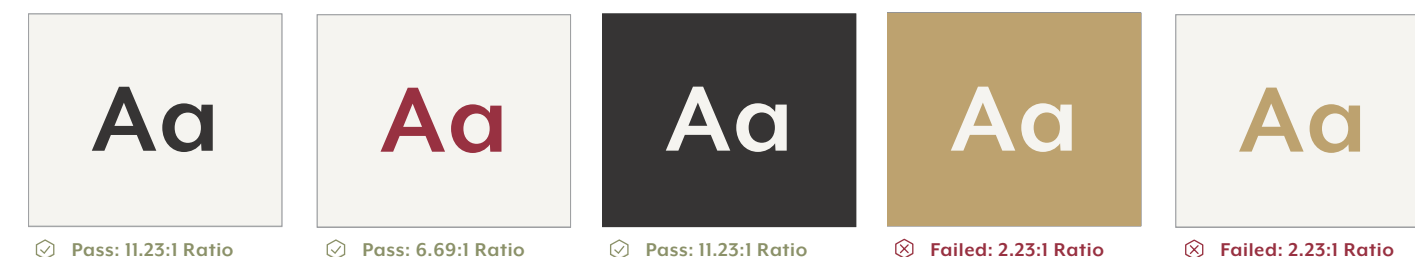
AU GOLD



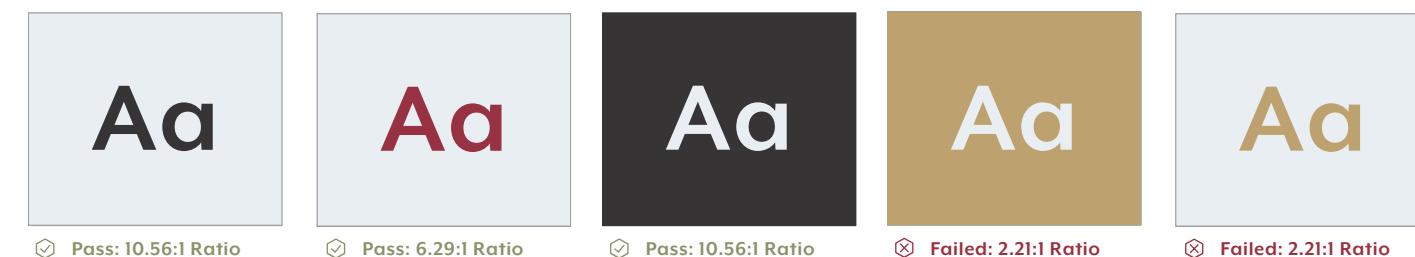
AU TAN



AU DARK TAN



AU LIGHT BLUE



Web Typefaces

Anderson University's digital typefaces will be used in the context of all things digital or if you do not have access to the universities' other brand typefaces (Mr. Eaves, Kepler, etc.).

These are ready for download and will be loaded to your university Google account for immediate use.

Available through [Google Fonts](#)

Montserrat

9 OPTIONS

Montserrat Thin

Montserrat ExtraLight

Montserrat Light

Montserrat Regular

Montserrat Medium

Montserrat SemiBold

Montserrat Bold

Montserrat ExtraBold

Montserrat Black

Available through [Google Fonts](#)

Lora

4 OPTIONS

Lora Regular

Lora Regular Italic

Lora Bold

Lora Bold Italic

Universal Heading Styles

Anderson University's universal heading styles are primarily used in a web context. However, these are beneficial to use in a variety of digital contexts to keep visual hierarchy consistent across all our platforms.

For an in use example, [click here](#)

Header 1

Montserrat ExtraBold, 40pt

Header 2

Lora Bold, 34pt

Header 3

Lora Bold, 25pt

Header 4

Montserrat SemiBold, 18pt

Body

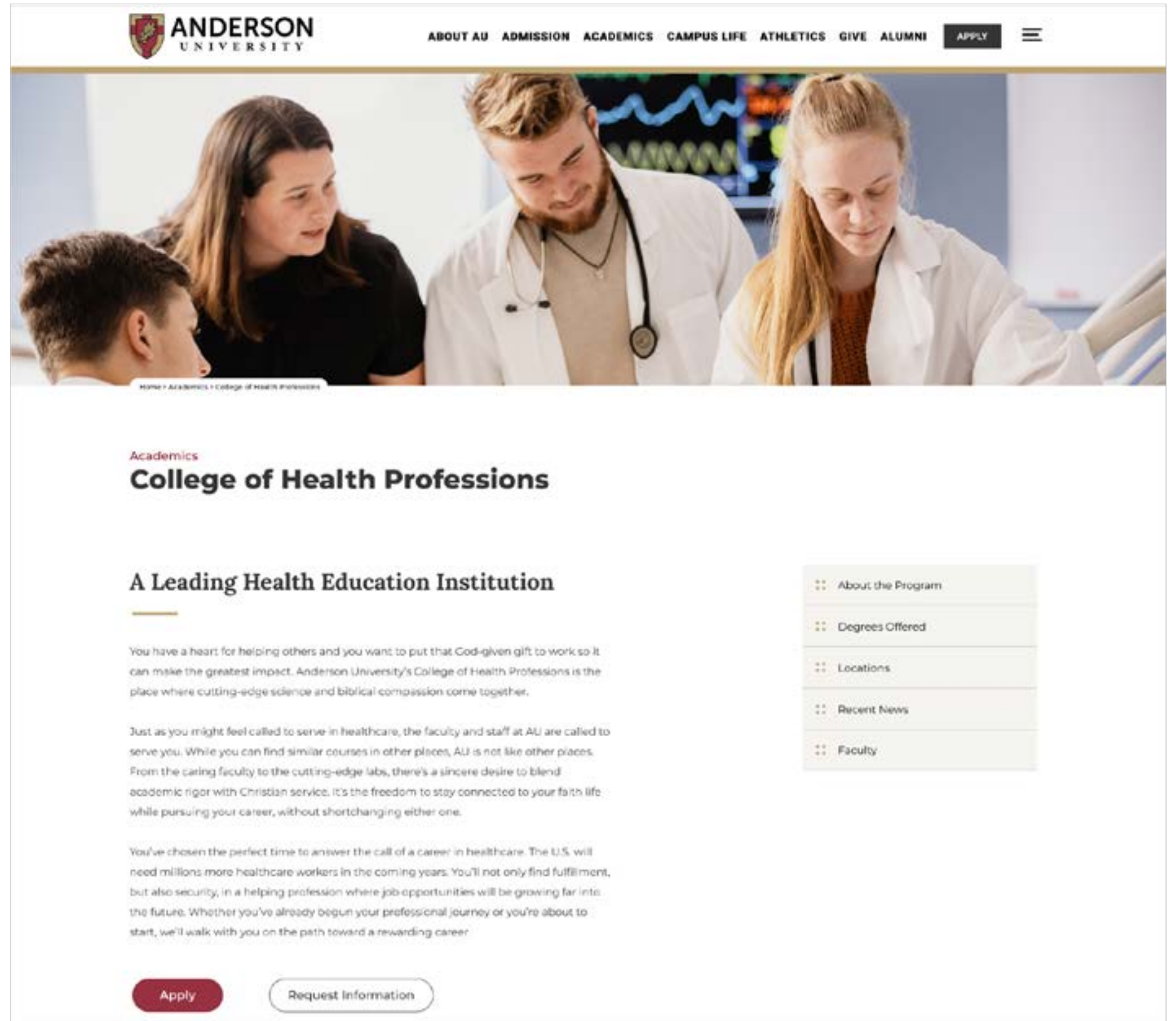
Montserrat Regular, 16pt

Website

With our website, we serve a large variety of different schools, departments, centers, organizations, and more. We serve these different needs in WordPress with customized templates and universal elements.

For edits that you would like to make to a pre-existing page, please submit a Web Request form [here](#).

For questions regarding WordPress, please contact Grayson Miller [here](#).



University Email Signatures

As an employee of Anderson University, it is required that you have a university approved email signature. We provide signature types for all offices on campus. Please use the Standard signature type if you are not a part of Athletics, Thrive, or South Carolina School of the Arts.

Your Name

Primary Title

YOUR DEPARTMENT NAME

Anderson University

316 Boulevard | Anderson, SC 29621

E: name@andersonuniversity.edu

www.andersonuniversity.edu



"But they who wait for the Lord shall renew their strength; they shall mount up with wings like eagles; they shall run and not be weary; they shall walk and not faint." - Isaiah 40:31

NOTE: The information contained in this email is intended for the individual or entity above. If you are not the intended recipient, please do not read, copy, use, forward or disclose this communication to others; also, please notify the sender by replying to this message, and then delete this message from your system. Thank you.

Email Campaigns

For email campaigns, we have created customizable layouts that we send through Hubspot.

To request an email to be designed and sent, please submit an Email Campaign request form [here](#).



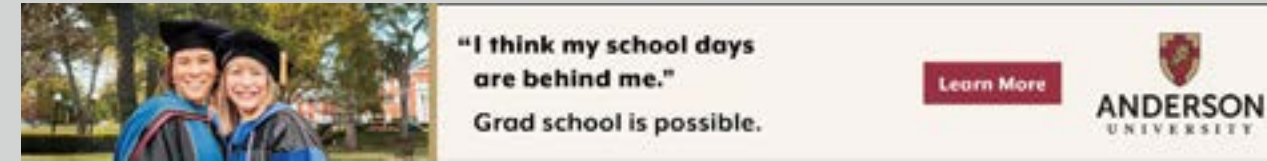
Display Ads

Display ads are campaign elements that can be created if your digital project finds it to be necessary. These ads appear throughout different websites and are a paid form of advertising.

Please request a meeting to talk through your needs relating a digital campaign.

250K CAMPAIGN DIGITAL DISPLAY ADS

LEADERBOARD - 728 x 90



BILLBOARD - 1940 x 500



MEDIUM RECTANGLE - 250 x 300



MOBILE LEADERBOARD - 640 x 100



MOBILE RECTANGLE - 600 x 500



HALF PAGE AD UNIT - 300 x 600

