

Primary Digital Brand Colors

The primary digital brand color palette is derived from our brandmarks.

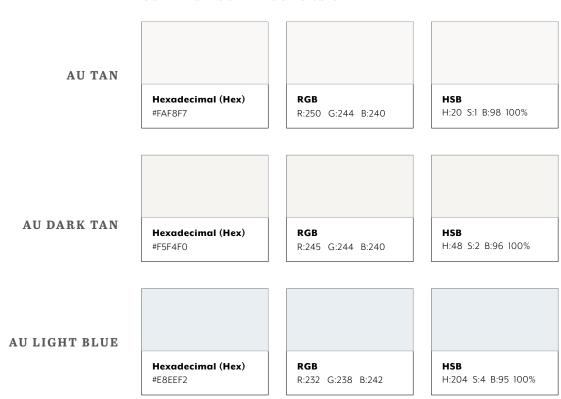
With a consistent and appropriate use of this color palette, our communications are enhanced and contribute to our evolving brand story and identity.



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



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

Aa Aa Aa Aa Aa **AU GOLD** Pass: 5.03:1 Ratio ⊗ Failed: 2.45:1 Ratio 🛞 Failed: 2.45:1 Ratio Aa Aa Aa Aa **AU TAN** ⊗ Failed: 2.32:1 Ratio ⊗ Failed: 2.32:1 Ratio Aa Aa Aa Aa Aa AU DARK TAN 🛇 Failed: 2.23:1 Ratio ⊗ Failed: 2.23:1 Ratio Aa Aa Aa Aa AU LIGHT BLUE **⊘** Pass: 6.29:1 Ratio 🛞 Failed: 2.21:1 Ratio 🛞 Failed: 2.21:1 Ratio

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.

Availiable through **Google Fonts**

Montserrat

9 OPTIONS

Montserrat Thin

Montserrat ExtraLight

Montserrat Light

Montserrat Regular

Montserrat Medium

Montserrat SemiBold

Montserrat Bold

Montserrat ExtraBold

Montserrat Black

Availiable 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.



ABOUT AU ADMISSION ACADEMICS CAMPUS LIFE ATHLETICS GIVE ALUMNI







College of Health Professions

A Leading Health Education Institution

You have a heart for helping others and you want to put that God-given gift to work so it can make the greatest impact. Anderson University's College of Health Professions is the place where cutting-edge science and biblical compassion come together.

Just as you might feel called to serve in healthcare, the faculty and staff at AU are called to serve you. While you can find similar courses in other places, AU is not like other places. From the caring faculty to the cutting-edge labs, there's a sincere desire to blend academic rigor with Christian service. It's the freedom to stay connected to your faith life. while pursuing your career, without shortchanging either one.

You've chosen the perfect time to answer the call of a career in healthcare. The U.S. will need millions more healthcare workers in the coming years. You'll not only find fulfill ment, but also security, in a helping profession where job opportunities will be growing far into the future. Whether you've already begun your professional journey or you're about to start, we'll walk with you on the path toward a rewarding career

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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

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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.



Innovative medical training that inspires.

Here at Anderson University, we strive to be as innovative as possible. Incorporating state of the art technology that will help you succeed in your field. We have acquired the Anatomage Table that has 3 cadavers that have been digitally updated to this 5 foot touch screen. This will allow you to dissect from the skin down to the tione and vasular system in conjunction with our physical confessor into

LEARN MORE





CERTIFICATION EXAM

You will be able to complete you Master of Medical Science in Pathologists' Assistant Studies in two years.

The program is an 80 creadt hour cohort based program. The two-year program will be completed in a fully seated formal with clinical rotations conducted of regional hospitals, free-standing pathology labs and forensic pathology labs.

ENROLL NOW



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 CAMPAIN DIGITAL DISPLAY ADS

LEADERBOARD - 728 x 90



"I think my school days are behind me." Grad school is possible.





BILLBOARD - 1940 x 500



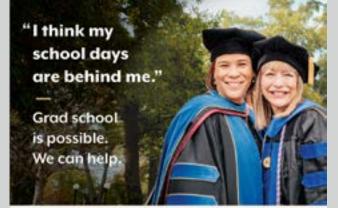
"I think my school days are behind me." Grad school is possible.

Learn more ②



MEDIUM RECTANGLE - 250 x 300

MANDERSON



MOBILE LEADERBOARD - 640 x 100



MOBILE RECTANGLE - 600 x 500



HALF PAGE AD UNIT - 300 x 600

