

An Index of the Basics (Email Templates)

HEADERS:



Department Name

Primary Header. *Uses the condensed logo.*



Department Name

Secondary Header. *Uses the full logo.*



Department Name

Centered Header. *Uses the condensed logo centered, with thin gold banner at bottom.*



Office of the President

Presidential Header. *Uses the full logo centered and a gold color block with section label.*



Department Name

Bluebird Header. *Uses the condensed logo, with thin blue banner at bottom.*

VISUAL BANNERS/BARS:

NEWSLETTER NAME

Date / Issue #

Newsletter banner. *Used under primary and secondary headers.*

EVENTS • CAMPUS • HOUSING • LEARN

EVENTS • CAMPUS • HOUSING • LEARN

Anchor text banner. *Used under primary and secondary headers. Primary in Bears Blue with white text but will occasionally use in Bears Gold with Bears Blue text. Are dots in between possible?*

SECTION DIVIDERS:

SECTION TITLE

SECTION TITLE

Bears Blue Block Divider, *left-justified and centered. Ringside typeface. section label*

SECTION TITLE

SECTION TITLE

Bluebird Block Divider, *left-justified and centered. Ringside typeface section label.*

SECTION TITLE

SECTION TITLE

Gold Block Divider, *left-justified and centered. Ringside typeface section label.*

Section Title

Section Title

Around UNC Block Divider, *left-justified and centered. Questa Slab typeface section label.*



Dotted Line Divider. *In Bears Gold , but will occasionally use in Bears Blue. Like organic dashes or dots.*

Solid Line Divider. *Primary in Bears Gold but will occasionally use in Bears Blue and Bluebird.*

FOOTERS



Name
Email | Phone
Address

Primary Footer. *Left-justified logo.*

1234 Address, Greeley, CO 12345



Email | Phone

Secondary Footer. *Center justified logo.*

SOCKS:



Social Media Sock. *Banner in gold but social icons must be in Bears Blue (not pictured above).*

Questions?

Contact us for more information about this event or program. We're here to help you navigate your UNC experience.

READ MORE

Extras Sock. *Light grey background. Centered content. One button.*

BUTTONS:

READ MORE

READ MORE

Blue button. *Bears Blue.*

Gold button. *Bears Gold.*

HYPERLINKS:

Hyperlinks in BlueBird.

For both dark and light mode.

TYPEFACES:

Ringside. *Regular and condensed.*

Questa Slab. *Regular and bold*

COLORS

Bears Blue. *HEX #013c65*

Bears Gold. *HEX #ffb71b*

Bluebird. *HEX #007dba*