

# workflow—

For the fall semester, we'll be designing series graphics one month at a time. What that means is that at the beginning of the third week of every month, you will receive a style guide for the next month, along with your series assignment. From then, you'll have a week to design a set of graphics for a series. Then I'll give you some edits, and once the graphics are all finalized, the marketing team will post them to our social media.

## **Here's what you'll be designing every month for the event series:**

### *01. A VERTICAL GRAPHIC—*

This will list all the events of a specific series for the upcoming month to be posted on all our social media pages.

Dimensions: 1080 px by 1350 px (**portrait**)

### *02. myUMBC SERIES GRAPHIC—*

This will have just the name of the series to be displayed when we post individual events.

Dimensions: 1024 px by 768 px

### *03. FACEBOOK SERIES GRAPHIC—*

This will have just the name of the series to be displayed when we post individual events.

Dimensions: 1200 px by 628 px

### *04. AN INSTAGRAM TITLE CARD—*

This will have just the name of the series to be shown at the beginning of our IGTV videos. (If you would like to make yours into a lil animation, you're absolutely welcome to! Just let me know and we'll work out the file format and everything.)

Dimensions: 1080 px by 1920 px

Outside of the series graphics, you'll receive weekly assignments for events and interactive posts. You'll be partnered with a programmer and a marketer to communicate with them more clearly about the needs of each event.



# templates—

In order to help standardize the posts, I've created very basic templates for each type of graphic that include the location of the (seb) logo. All these templates are attached to this email in one Illustrator file as separate artboards.

## Rules for the (seb) logo:

*01. You cannot change the location or the size.*

*02. You can change the color to fit your graphic.*

If you want to change the color, open the linked logo file in Photoshop, lock the transparent pixels and go over it with a brush in the color you want. Save the file, return to Illustrator and update the linked file when it asks. (If this doesn't work, please let me know!)

*03. You can use either of the logos provided (either the solid logo or the line logo.)*

Once you've finished your designs: File > Export > Export As... > Format > .PNG > check "Use Artboards" > specify the range from 1 to 4 > change file name > Export

## File names:

*01. SeriesName\_Vertical\_Fall20\_YourName.png*

*02. SeriesName\_myUMBC\_Fall20\_YourName.png*

*03. SeriesName\_FB\_Fall20\_YourName.png*

*04. SeriesName\_IGTitle\_Fall20\_YourName.png*

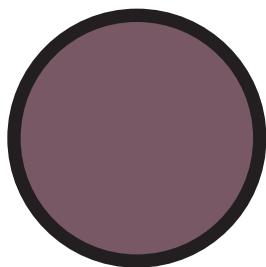
Then upload the files to the DRAFTS folder in the Design & Marketing Drive.

Once you've uploaded your design, I'll get back to you with any edits by the end of the day. At that point, you'll have 48 hours to upload the final designs to the READY TO POST folder.

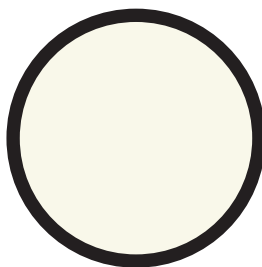


# colors—

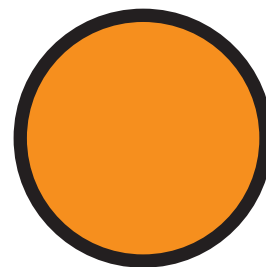
All designs in the month of October will use the colors provided in this style guide.



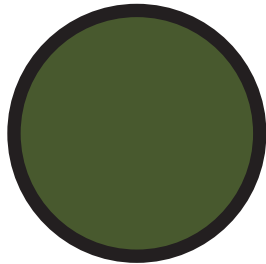
**#785964**  
*Deep Taupe*



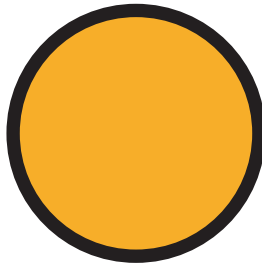
**#F8F8E8**  
*Ivory*



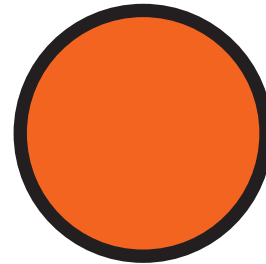
**#FF9000**  
*Dark Orange*



**#49592F**  
*Dark Moss Green*



**#F6AE2D**  
*Honey Yellow*

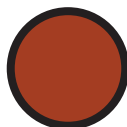


**#F26419**  
*Blaze Orange*

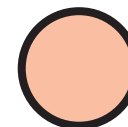
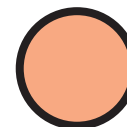
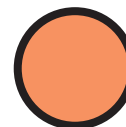
You are free to use any lighter or darker versions of the base colors given above, i.e.:



**#8E2902**  
*Kobe*

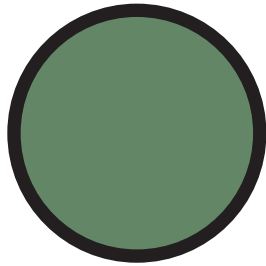


**#F26419**  
*Blaze Orange*

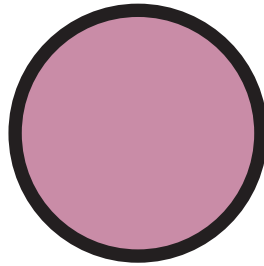


**#FBBEA2**  
*Apricot*

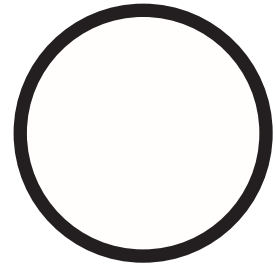
# colors—



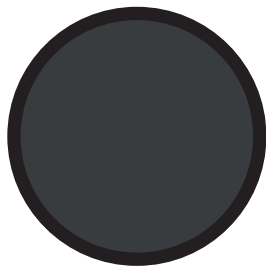
**#648767**  
*Russian Green*



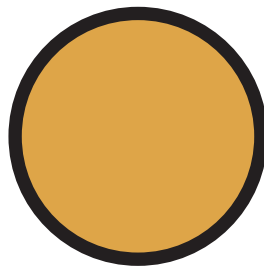
**#C98CA7**  
*Puce*



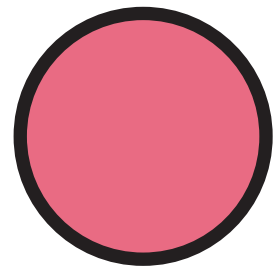
**#FDFFFC**  
*Baby Powder*



**#393D3F**  
*Onyx*

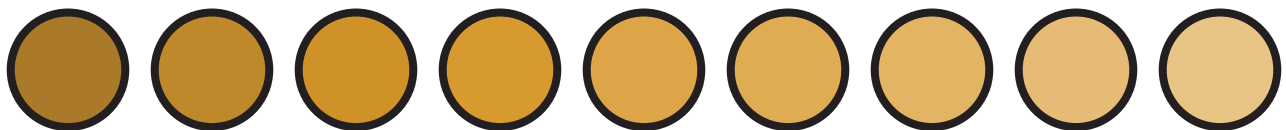


**#DDA448**  
*Indian Yellow*



**#E76D83**  
*Candy Pink*

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**#DDA448**  
*Indian Yellow*

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