

# STYLE GUIDE

Use these tips to create valuable connections with the Regis community — our neighbors, alumni, applicants, current and prospective students.

## BEST PRACTICES



INCLUDE A CALL TO ACTION



NO MORE THAN THREE TO FIVE ITEMS/EVENTS PER NEWSLETTER



REMEMBER THE 60/40 RULE. 60% TEXT / 40% IMAGES



SELECT ENGAGING IMAGES THAT DO NOT INCLUDE TEXT. PUT ALL INFO IN TEXT BOXES.



MEASURE YOUR RESULTS; TRACK HOW WELL YOUR NEWSLETTERS ARE DOING

## BEFORE YOU GET STARTED

1. Have a clear goal and audience for your newsletter. Consider what content you'll send and how often.
2. Be clear about the content of the email with new readers. For example, if you ask students, alumni or parents to subscribe, make sure they know exactly what you'll send them.
3. Decide when you want to send your message. Sending on the same day and time conditions readers to look for updates.
4. Check with ITS to ensure your emails won't be blocked by Barracuda. ITS requires four to six weeks to add an email address to the whitelist.

## WRITING YOUR NEWSLETTER

### Creating content

1. Build a concise newsletter. Industry standards encourage including no more than three to five items or events in your newsletter to encourage readership.
2. Make sure your email is educational, relevant and timely. Consider whether the content is pertinent to your entire mailing list.
3. Include a call to action and link where applicable (e.g., attend our meeting, view our full event calendar here, donate). The goal of a newsletter is to push viewers to your website, event registration page, etc., to receive more information.
4. Avoid "trigger" words that may force your email into a spam filter or junk folder. Avoid including: free (totally free, free sample, free and open to the public, free preview), contest, guarantee, last chance, no cost, low prices, toll-free, university diploma, you're a winner, save (save up to, save on, save now), spam, "to be removed from this list," or "sent in compliance."

### Subject Lines

Be creative with your subject lines, but make sure they allude to the contents of your email. Misleading headlines will push your newsletter to junk folders and encourage people to unsubscribe. To make sure your subject line is effective, we recommend using no more than 9 words or 60 characters.



December Updates



How we're showing gratitude this holiday season

For writing style guidance, including rules regarding abbreviations, titles, dates and more, visit the [Regis Style Guide](#).

## IMAGE USE, FONT CHOICE AND DESIGN

### HEADER IMAGE MAX SIZE

1200 x 800 px

### HEADER MINIMUM WIDTH

650 px

Large images can push your newsletters into junk folders or keep them from loading quickly. Use a free online site, such as [pixlr.com](https://pixlr.com), to easily resize images.

Include a clear call to action in the form of a button or link.

Select engaging images that do not include text. Put all information in text boxes within the email. JPGs and other images are not read by accessibility screen readers.

Avoid distracting, busy background images. Instead opt for single color or subtle patterned backgrounds.

Keep a good balance of images and text: 60 percent of your content ought to be text, 40 percent images to help with readability and deliverability.



### Welcome Freshmen!

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REGISTER NOW



#### Cactus Booth

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#### Summer Fun

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### Upcoming Events

Event Title	Event Title	Event Title
Lorem ipsum dolor sit amet, consectetur.	Lorem id mollis eros, amet, consectetur.	Curabitur mollis eros, Lorem ipsum dolor sit.
4:00 PM   April 20 Claver Hall 220	4:00 PM   April 20 Claver Hall 220	4:00 PM   April 20 Claver Hall 220



Office of Diversity, Equity and Inclusive Excellence  
P. 303.999.9999 | F. 720.999.9999  
Claver Hall 220

Include the Regis or department logo in the image. Visit [regis.edu/marcom](https://regis.edu/marcom) to download approved logos.

When selecting fonts for your newsletter, your top priority is legibility. Select web-safe fonts like Times New Roman, Arial or Helvetica. Stick with one or two font choices.



Avoid using clip art, full PDF print fliers or cheesy stock photos.

Promote readability! Place your text underneath (never above) your images. This ensures that the email will read correctly on desktop and mobile.

End your newsletter with a footer. Include the Regis or department logo and contact information.

## COLOR CHOICE

Be intentional with color choice. Regis colors are recommended.



Regis Blue  
#002B49

Regis Gold  
#F1C400

Accent  
#EDAB00

Accent  
#CCE2EE

Accent  
#D6D2C4

For additional guidance on designing using the Regis brand, review our [Brand Standards Guide](#).