E-mail Newsletter Visual Style Guide
for MailChimp service

Sample e-mail newsletter

A

header image

B

Headline text is Arial/NAU True Blue/24 pt/bold
Body text goes here. This text is Arial, black and 14 pt. The line height should be set as "slight." This is found under the "Style" tab in the editing panel.

Double spaces should be used between paragraphs. Make sure the font type and style are consistent. Sometimes MailChimp has little quirks that you have to work around. One way to make sure the font type/size is consistent is to highlight all the text and change it to a different font/size, then change it back to Arial/14 pt.

C

You can add links to your e-mails
You can add links to your e-mail text. For example: "Visit our website to learn more about the program." Before you send the e-mail, go into "Preview and Test," double-check the links, and make sure they're working.

D

Using alt text for images
When you add an image to your newsletter, make sure to add "alt text." This is usually a short description of the photo and any text that might be part of the photo. You can do this when you upload or edit the photo. You can also link the photo to a website.

Place photo here

Input caption text here. Use the "Settings" tab to change the caption position and set other styles. If it is only one sentence to a short paragraph, the text size can be 16 pt. If it is longer, the body type needs to be 14 pt.

E

F

A. Header image

Here's how to create your header image:

- Reference the two header image layout options illustrated below
- Create your header image at 1200x300px and save it at 72 dpi
- Plug in the header image at the top of your template.
- Link your header to your department's web page.
- Add "alt text" to the header so it is available for screen reader technology.

[Learn more about alt text.]

Header image layout 1—for internal audience

NEWSLETTER | NORTHERN ARIZONA UNIVERSITY | College/Campus /Division /Department

For internal communication, the primary unit logo should be presented on the right of the banner image.

Header image layout 2—for external audience

NORTHERN ARIZONA UNIVERSITY | College/Campus /Division /Department | NEWSLETTER

For external communication, the primary unit logo should be presented on the left of the banner image, to ensure the university identity is presented prominently.

When communicating with a mixed audience—*both external and internal—use the "external audience" layout.*

B. Background

The e-mail newsletter background should be white and full width. Select a template that uses this format.

C. Text

All MailChimp newsletter text is Arial—an approved NAU institutional font. This includes header and body text.

All header text and hyperlinks are **NAU True Blue**:
R0 G51 B102 | HEX 003466

All headers are bold, sized at 24 pt, and consistent throughout the newsletter.

Subheader text (if necessary) is 16 pt, bold, and NAU True Blue.

Body text is black.
- 14 pt should be used for in-depth writing (more than one short paragraph), including anything with subheaders.
- 16 pt can be used for short paragraphs.

All newsletter text is left aligned.

D. Images

- MailChimp recommends keeping file sizes less than 1MB. Larger files load slowly in your subscribers' inboxes.
- Save images using PNG or JPG format.
- Make sure to add alt text to the photos for screen reader technology.
- In some cases, it is helpful to add a link to your photos. For example, if you'd like to take the subscriber to an article on your website that is related to the photo, add a link to your photo.
- MailChimp requires different photo sizes for different templates, but the maximum width for any photo is 600 px.
- NAU Marketing has established an online photo gallery, Libris, as a good source for photography that meets brand requirements. Go to **nau.edu/libris** and login with your NAU credentials.

E. Social media icons

Social media icons are presented without text but with an outline and icon in black. You have the option of adding or removing any icons and linking them to your social media, web pages, or e-mail. You can update and link the icons in the "Social Follow" content block.

F. Signature footer

This area is an exception to the rule on text, allowing you to use the default setting to add your college/department information.

Do not remove the unsubscribe information in the footer.

Accessibility

This Style Guide has been designed to ensure you create an accessibility compliant e-newsletter. Key aspects of accessibility include: presenting your information in a logical reading order, including text alternatives for images, ensuring contrast between text and background, and including a descriptive subject line.

Links

MailChimp mailchimp.com

MailChimp's "Help" search includes many useful pages. To get started, use these productive searches:
- Content blocks
- Add alt text to images
- Use text content blocks
- Social follow content blocks

MailChimp: Image Requirements for Templates

MailChimp: Upload, Add, and Edit Images in Campaigns

NAU Photo Gallery nau.edu/libris

NAU Marketing Visual Style Guide
- color palette
- photographic style
- design references

Lynda.com: MailChimp tutorials

Contacts

For information about setting up a MailChimp account, contact:

University Marketing
Marketing@nau.edu
928-523-1741
nau.edu/marketing

NORTHERN ARIZONA UNIVERSITY | University Marketing