Digital Brand Guidelines 2015
Version 1.2 / Updated September 2015
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INTRODUCTION
These guidelines have been prepared to assist with the rebrand of all digital touch points for Western Sydney University.

Best practice user centric and responsive design theory has been considered throughout to create a contemporary and functional visual identity for the University.

The correct implementation of these guidelines is essential for the performance of Western Sydney’s digital assets and overall consistency.

How to use this document

The initial sections offer prescriptive instructions on the foundations and building blocks required to change specific elements. Later sections guide with the implementation of the brand by channel and purpose.

Any queries or assistance related in the implementation of new brand assets should be directed to the Office of Marketing and Communication:

Danielle Roddick
d.roddick@uws.edu.au
02 9678 7096
1. FOUNDATION

Basic content structure
Vertical grid
Breakpoints
Columns and content blocks
Spacing
Horizontal grid
1.1 Basic content structure

Basic content structure
Websites created for the University should consist of a hierarchical content structure. This ensures an effective user experience with important information kept as high as possible and still allowing essential supplementary content to be accessible as the user scrolls the page.

A significant majority of users don’t scroll down to see the whole page when visiting sites (especially returning visitors), so critical content (i.e. call to actions, site search) should always be ‘above the fold’ (visible on page load).

Critical page content should be in the top 680px of the site.

The basic content structure should consist of 4 stages:

1. Navigation
2. Promotional (A feature)
3. Content
4. Footer
The gird

For a contemporary and functional experience across all new websites, a responsive, mobile first fluid grid system should be implemented. This should appropriately scale up to 12 columns as the device or viewport size increases.

This allows a consistent experience for all screen sizes and gives an accessible, industry standard framework that will futureproof the build of all new websites for the university.

To maintain website proportions, the grid is set to a max content width of 1140px with 40px (20px + 20px) column padding for desktop and 15px column padding for mobile viewports (<768px).

Note: While the grid for content is locked to a maximum 1140px for desktop, assets such as A features and background panel colours continue to expand with the window size to create a more contemporary and responsive layout. More details on functionality around A features can be found in section 2.16.
1.3 Breakpoints

The grid has five defined breakpoints that allow a fluid transition between screen resolutions. When creating wireframes and designs for future sites, create 3 versions - Mobile (BP1), tablet portrait (BP3) & desktop (BP5).

Designing to these breakpoints allows effective visualisation across a broad range of devices.

BP2 and BP4 can be used for optional adjustments in the front end build stage to tidy unforeseen anomalies in the designs.

IMPORTANT:
Designing a site on a 12 column grid does NOT mean there are 12 available content columns for use. See section 1.3 for details on how content can be used with the grid.

BP1 - Smartphone 320 - 599px
10px column padding.
12 columns forming 2 primary columns.

BP2 - Small Tablet Portrait 600 - 767px
20px column padding.
12 columns forming 2 primary columns.

BP3 - Tablet Portrait / Small Tablet Landscape 768 - 977px
20px column padding, forming 12 primary columns.

BP4 - Small Desktop / Tablet Landscape 978 - 1139px
20px column padding, forming 12 primary columns.

BP5 - Large Desktop + / Tablet Landscape + 1140px +
20px column padding, forming 12 primary columns.
### Desktop columns and content blocks

The 12 columns can be divided into content blocks. The grid allows for a diverse array of content blocks to keep layouts and templates visually engaging.

All 12 columns sit flush within the grid with 20px inner padding (desktop). Each content block is separated by 40px (20+20px) column padding. This ensures all content has consistent alignment.

### Tablet and small desktop columns and content blocks

Due to the lower resolution of tablets, the amount of available columns is reduced. This should be considered when designing new assets to keep important content as high on the page as possible.

### Mobile columns and content blocks

The 2 columns within the mobile grid create only two content blocks. However, in most situations a single content column should be used.

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#### Desktop columns and content blocks

<table>
<thead>
<tr>
<th>Variable</th>
<th>Full bleed off canvas (background images and colours)</th>
<th>1140px</th>
<th>Variable</th>
</tr>
</thead>
<tbody>
<tr>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>20px</th>
<th>40px</th>
<th>60px</th>
<th>80px</th>
<th>100px</th>
<th>120px</th>
<th>140px</th>
<th>160px</th>
<th>180px</th>
<th>200px</th>
<th>220px</th>
<th>240px</th>
<th>260px</th>
<th>280px</th>
<th>300px</th>
<th>320px</th>
</tr>
</thead>
<tbody>
<tr>
<td>55px</td>
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</tr>
</tbody>
</table>

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#### Mobile grid and columns

<table>
<thead>
<tr>
<th>Minimum 320px (640px retina)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 column</td>
</tr>
<tr>
<td>1 column</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Minimum 768px (1536px retina)</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 column</td>
</tr>
<tr>
<td>6 column</td>
</tr>
<tr>
<td>4 column</td>
</tr>
<tr>
<td>3 column</td>
</tr>
</tbody>
</table>

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#### Tablet grid and columns

<table>
<thead>
<tr>
<th>Minimum 768px (1536px retina)</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 column</td>
</tr>
<tr>
<td>6 column</td>
</tr>
<tr>
<td>4 column</td>
</tr>
<tr>
<td>3 column</td>
</tr>
</tbody>
</table>

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Prepared by GHO Sydney © 2015 Western Sydney University Digital Brand Guidelines
Spacing
All spacing throughout all layouts is based on natural incremental divisions of the 40px gutter.

For example to maintain a strong visual aesthetic use spacing of either:

- 40 pixels
- 20 pixels
- 10 pixels
- 5 pixels

Example desktop content layout
1. Margin: 20px
2. Column padding: 40px
3. Content block spacing: 40px and 20px
4. Content padding: 20px

Example mobile content layout
5. Margin: 10px
6. Column padding: 20px
7. Content block spacing: 10px
8. Content padding: 20px
Horizontal grid

The horizontal grid is 10 pixels.

To maintain a consistent visual flow through all pages align the baseline of visual elements to the horizontal grid.

When using the horizontal grid, allow elements to have sufficient margin and/or padding so site pages avoid looking cramped. See section 1.4 for more guidance on spacing.
2. BUILDING BLOCKS
Building blocks
2.1 Logo

The masterbrand
For consistency across all digital channels the left aligned masterbrand is always used to introduce websites.

The masterbrand mono logo is acceptable for use in headers when appropriate.

The vertical stacked logo should never be used except in explicit situations where approval from marketing is given.

Positioning on page
The masterbrand logo always appears aligned to the left and top of the page (except when the global header is in use). More details on how to position the logo in headers can be found in section 3.2.

The shield
The shield is only used in an isolated environment in brand specific 'A features' and in a minimised navigation bar. In these two cases, the initial masterbrand logo must have been seen first and the visual identity of the brand has been reinforced.

Minimum size
Either the left aligned masterbrand or the shield logo should not be smaller than 35 pixels in height.

Clear space
As a rule leave clear space around the brand mark equal to one shield in size.

The only situation where this can be broken is in the header navigation detailed in section 3.2
Building blocks
2.2 Co-branding and partner use

Partner lockup
The following rules are a guide to harmonising the relationship between the University Brand Mark and other potential partners, supporters or related organisations.

Note: For digital, the horizontal logo should be used primarily. There are cases where the vertical stacked logo can be used, but marketing approval must be given.

The rules for scale and position are based on a proportionate scaling approach. The scale of this proportion is defined by the overall height and width of the Brand Mark and the Shield width, as a spacing guide. In practice, this means that partnering logos do not exceed the width or height of the Masterbrand.
Building blocks
2.3 Colour

Colour palette
The new colour palette has been chosen to create a unique visual identity for the University. Care has been taken to ensure AA accessibility standards have been adhered to, so it’s essential only specific combinations of colours are used together for legibility.

Primary colours
The primary colours should make up the majority of all sites built for the University excluding campaign sites. The use of these colours is essential for consistency in the brand essence. See section 2.4 for how to use the colours correctly.

Highlight colours
Highlight colours are used specifically to pull out important call to actions and buttons. Their purpose is to stand out on the page and draw the eye to increase interaction on the page. The standard highlight colour for most situations is red, with white as a fallback if contrast is an issue.

Secondary colours
The secondary colours are used sparingly and may be used for the colour blocks seen in the C features. These should only be used when content is related to the areas noted in the colour swatches.

Tertiary colours
As with the secondary palette, these colours should be only sparingly used and should only be matched with related areas.

Background colours
Background colours are used to divide horizontal content blocks on the page. Minimal use is recommended to retain an aesthetically pleasing experience.
Building blocks
2.4 Colour use

Colour ratio
When applying colour to new brand sites, white is always the primary and most used colour. This creates a clean and consistent feeling for our digital assets.

Digital assets should follow a 60:40 ratio rule where 60% of the page is white with the other 40% a combination of other brand and background colours.

This approach ensures maximum contrast for website imagery and brand colours.

For a guide on colour use, see section 2.3

Note: Images are not included in the 60:40 rule, but they should still adhere to master brand guidelines.

The global footer is also exempt from this rule which is consistent across all University sites.
Building blocks
2.5 Typography

Primary brand font
Gotham Narrow is a distinct and modern sans serif typeface which reflects the modern and confident nature of our brand. Web versions of fonts will be implemented in all new sites for headlines and body copy.

See section 2.6 for instructions on how to use Gotham Narrow.

Typefaces are available to purchase at: www.typography.com

I AM GOTHAM

Gotham Narrow Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+<>?

Gotham Narrow Book
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+<>?

Gotham Narrow Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+<>?

Gotham Narrow Light Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+<>?

Gotham Narrow Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+<>?
Secondary brand font
Chronicle Text complements our primary typeface, creating a classic academic balance to the bold Gotham narrow. It is a time-honored form with a contemporary design.

Web versions of fonts will be implemented in all new sites, primarily used as a supporting typeface in some headlines, block quotes and is always set in sentence case.

See section 2.6 for more explicit instructions on how to use Chronicle.

Typefaces are available to purchase at: www.typography.com

I am Chronicle

Chronicle Text (G1) Roman
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*( )_+<>?

Chronicle Text (G1) Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*( )_+<>?
Font use
When creating new designs for the master brand always use the following fonts for headers and body to ensure consistent typography.

Font fallbacks
If for any reason webfonts aren’t compatible with a user’s browser the following fallbacks should be applied in the font-family CSS tag:

Gotham Narrow:
Open Sans, Arial
Chronicle Text G1 Roman:
Georgia, Times New Roman

---

### Desktop font sizes (BP3, 4 & 5)

<table>
<thead>
<tr>
<th>H1: GOTHAM NARROW BOLD 52px</th>
</tr>
</thead>
<tbody>
<tr>
<td>Line-height: 54px / Colours: #990033, #FFFFFF / All Caps</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>H2: GOTHAM NARROW BOLD 32px</th>
</tr>
</thead>
<tbody>
<tr>
<td>Line-height: 34px / Colours: #990033, #FFFFFF / All Caps</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>H3: GOTHAM NARROW BOLD 24px</th>
</tr>
</thead>
<tbody>
<tr>
<td>Line-height: 26px / Colours: #990033, #FFFFFF / All Caps</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>H4: GOTHAM NARROW BOLD 18px</th>
</tr>
</thead>
<tbody>
<tr>
<td>Line-height: 20px / Colours: #262223, #FFFFFF / All Caps</td>
</tr>
</tbody>
</table>

Sub text & Search text: Gotham Narrow Light 24px

| Line-height: 30px / Colours: #262223 / Normal sentence case |

P: Gotham Narrow Book 14px

| Line-height: 21px / Colours: #262223 / Normal sentence case |

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### Mobile and tablet font sizes (BI1, 2 & 3)

<table>
<thead>
<tr>
<th>H1: GOTHAM NARROW BOLD 30px</th>
</tr>
</thead>
<tbody>
<tr>
<td>Line-height: 32px / Colours: #990033, #FFFFFF / All Caps</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>H2: GOTHAM NARROW BOLD 26px</th>
</tr>
</thead>
<tbody>
<tr>
<td>Line-height: 28px / Colours: #990033, #FFFFFF / All Caps</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>H3: GOTHAM NARROW BOLD 22px</th>
</tr>
</thead>
<tbody>
<tr>
<td>Line-height: 24px / Colours: #990033, #FFFFFF / All Caps</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>H4: GOTHAM NARROW BOLD 18px</th>
</tr>
</thead>
<tbody>
<tr>
<td>Line-height: 20px / Colours: #262223, #FFFFFF / All Caps</td>
</tr>
</tbody>
</table>

Sub text: Gotham Narrow Light 24px

| Line-height: 30px / Colours: #262223 / Normal sentence case |

Search text: Gotham Narrow Light 18px

| Line-height: 20px / Colours: #262223 / Normal sentence case |

P: Gotham Narrow Book 14px

| Line-height: 21px / Colours: #262223 / Normal sentence case |
Font use
When creating new designs for the master brand always use the following fonts for headers and body to ensure consistent typography.

Font fallbacks
If for any reason webfonts aren’t compatible with a user’s browser the following fallbacks should be applied in the font-family CSS tag:

Gotham Narrow: Open Sans, Arial
Chronicle Text G1 Roman: Georgia, Times New Roman

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Desktop font sizes (BP3, 4 & 5)

**Block quote:** Gotham Narrow Medium Italic 16px

Line-height: 24px / Colours: #990033 #FFFFFF / Normal sentence case

List items: Gotham Narrow Book 14px

Line-height: 21px / Colours: #262223 #FFFFFF / Normal sentence case / paragraph padding-bottom: 10px

B, C & D-feature titles: Chronicle Text G1 Roman 16px

Line-height: 20px / Colours: #262223 #FFFFFF / Normal sentence case

Footer titles: Chronicle Text G1 Roman 22px

Line-height: 30px / Colours: #262223 #FFFFFF / Normal sentence case

---

Mobile and tablet font sizes (BP1 & 2)

**Block quote:** Gotham Narrow Medium Italic 16px

Line-height: 24px / Colours: #990033 #FFFFFF / Normal sentence case

List items: Gotham Narrow Book 14px

Line-height: 21px / Colours: #262223 #FFFFFF / Normal sentence case / paragraph padding-bottom: 10px

B, C & D-feature titles: Chronicle Text G1 Roman 14px

Line-height: 20px / Colours: #262223 #FFFFFF / Normal sentence case

Footer titles: Chronicle Text G1 Roman 22px

Line-height: 30px / Colours: #262223 #FFFFFF / Normal sentence case
Building blocks
2.7 Type on colour

Colour themes
For AA accessibility standards, font use must follow these rules when applied to colour blocks. This diagram shows the different colour themes approved for use when working with colour.

Note: These colour themes show acceptable colour use, colour guidelines must be adhered to when designing sites. See section 2.4 for more details on colour use.

Crimson #990033, black #262223 and red #ED0033 on white 

White #FFFFFF on crimson 

White #FFFFFF on Orange #FF5C5E for font sizes above 24px (18pt)

White #FFFFFF on purple #663399 for research related static banners

White #FFFFFF on teal #006699

White #FFFFFF on black #262223

STATIC BANNERS: Crimson 30% #E1B4AF on crimson #990033 for standard static banners

Teal 15% #BED7E1 on teal #006699 for graduate research school banners with text above 24px (18pt)
Building blocks

2.8 Typography examples

Typography rules
When styling text, it is essential that the foundations grids are followed. This will ensure a consistent and accessible website for users.

Correct use of headings, sub text and paragraph text creates a pleasing digital reading experience.

See section 2.6 for more on typography.

Margins and padding
Relationship hierarchy is important, follow the rules on this page as an example of how to space copy blocks.

Make sure adequate breathing room surrounds blocks of content as to not make the page look cramped. This can make pages hard to read.

Mobile should follow the same rules with adjusted font sizes (see section 2.6)

WESTERN LEADERSHIP PROGRAMS

Western is leading the way for elite students by transforming today’s brightest minds into tomorrow’s leaders.

Working with industry partners, Western has designed programs to incorporate the best of today’s practice. You will be mentored throughout your studies and be provided with opportunities to network with industry leaders and offered tailored options to specialise in research.

It’s a great opportunity
Working with industry partners, Western has designed programs to incorporate the best of today’s practice. You will be mentored throughout your studies and be provided with opportunities to network with industry leaders and offered tailored options to specialise in research.

GOTHAM NARROW BOLD 52 PX

Gotham Narrow Light 24 px Leading 30 px #262223
Normal sentence case. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Gotham Narrow Light 14 px Leading 20 px #262223
Normal sentence case. Curabitur dictum, lorem euismod elit, viverra

Gotham Narrow Bold 14 px #000000

Gotham Narrow Light 14 px Leading 20 px #262223
Normal sentence case. Curabitur dictum, lorem euismod elit, viverra

Gotham Narrow Bold 14 px #000000

Gotham Narrow Light 14 px Leading 20 px #262223
Normal sentence case. Curabitur dictum, lorem euismod elit, viverra

Gotham Narrow Bold 14 px #000000
Text with images

Using text beside images is acceptable to break out and feature elements that require emphasis. When using this style be aware of how the page will scale as either the text or image will need to collapse under its related element for mobile view.

Examples of use and how they collapse are shown here.
Building blocks
2.9 Typography with images

The grid system allows for many type and image layouts. However, some rules have been set so as to keep consistency and allow a clear direction and relationship when designing layouts.

The responsive grid system will dynamically shrink images and reformat text to wrap comfortably in the column.

Text below images
This is the most common relationship and is the most user friendly for website users. The benefit of this format is that it remains consistent no matter the platform meaning generally, columns collapse under each other but still maintain the layout. This can be used in five ways:

1. 2 column - For spanning 6 items on a page, great to display thumbnails for a visual menu or eCommerce sites.

2. 3 column - For spanning 4 items, this can be used to visually reinforce a list of features.

3. 4 column - For spanning 3 items, used the same as 3 column.

4. 6 column - Spans 2 items across.

5. 7 column - This unique column is used on internal 3 column pages and sits in between a tertiary side menu and promotional panels. See more about this use in section 3.13.
Tables
The visual style for tables follows the master brand online and allows for any number of column row lengths.

Responsive tables
To keep larger tables accessible on mobile, a cropped swiping system is to be used. This gives users access to the full table albeit in a cropped form.

The user can swipe left and right to view more without compromising the layout of the original table.
Building blocks

2.11 Buttons

**Button anatomy**
The redesigned buttons are unique to the University and are part of the glue that binds the university sites into a consistent family. There are three main types of buttons to cover all situations. Accordingly, a reversed button style is able to use when the initial styles are inappropriate.

1. **Primary hero button**
The most unique of the buttons, this should be prioritised when possible and is fit for use over flat or calm backgrounds.

Visual cues for interacting with a button includes a colour change and arrow shift.

2. **Alternate primary button**
A more standard button format. This should be used where clear visibility is an issue, mainly over busy images where the primary button can get lost.

Visual cues for interacting with this button includes a colour change and arrow shift.

3. **Secondary button**
Secondary buttons are used within B, C and D-features. They are generally used as signoffs for promotional panels but can be used in body copy.

The max length of this button should be no longer than 320px to maintain a tight relationship between the text and arrow.

Visual cues for interacting with this button includes a colour change and arrow shift.

**Mobile and tablet buttons**
Buttons for mobile and tablet should follow the same style and interaction rules as desktop. For optimal usability on touch devices, button sizes should be enlarged to accommodate for imprecise interaction.
Building blocks

2.12 Links

**Font use**
Use the following fonts for all links to ensure consistent typography.

**Font fallbacks**
If for any reason webfonts aren’t compatible with a users browser the following fallbacks should be applied in the font-family CSS tag.

**Gotham Narrow:**
Open Sans, Arial

1. **Paragraph link**
Use ‘P’ links when a body copy hyperlink is required. ‘P’ links may sit within body copy and used to call out key words or CTAs that link to other pages and sites.

2. **Footer link 1**
Footer link 1 is reserved specifically for the text links within the Our Campuses and Contact WSU section of the footer. For example the text link to show the Bankstown campus location.

3. **Footer link 2**
Footer link 2 is reserved specifically for the text links seen in the second section of the footer. For example the Emergency help and Right to information text links.

4. **Footer link 3**
Footer link 3 is reserved specifically for the text links seen in the third and final part of the footer. For example all text links under the titles Home, Future students etc.

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**Desktop links (BP3, 4 & 5)**

1. **P link: Gotham Narrow Book 14px**
   - Colours: #ED0033, #FFFFFF / Rollover colours: #ED0033, #FF5C5E / Normal sentence case

2. **Footer link 1: Gotham Narrow Bold 14px**
   - Colours: #262223 / Rollover colours: #898687 / Normal sentence case

3. **Footer link 2: Gotham Narrow Bold 12px**
   - Colours: #262223 / Rollover colours: #898687 / Normal sentence case

4. **Global navigation & Footer link 3: Gotham Narrow Book 12px**
   - Colours: #B1AEAE / Rollover colours: #FFFFFF / Normal sentence case

---

**Mobile and tablet links (BP1, 2 & 3)**

1. **P link: Gotham Narrow Book 14px**
   - Colours: #ED0033, #FFFFFF / Normal sentence case

2. **Footer link 1: Gotham Narrow Bold 14px**
   - Colours: #262223 / Normal sentence case

3. **Footer link 2: Gotham Narrow Bold 12px**
   - Colours: #262223 / Normal sentence case

4. **Global navigation & Footer link 3: Gotham Narrow Book 14px**
   - Colours: #B1AEAE / Normal sentence case

---

**Example of desktop links (BP3, 4 & 5)**

1. Our campuses
2. Contact/Western
3. International students
4. Future

**Example of mobile and tablet links (BP1, 2 & 3)**

1. Our campuses
2. Contact/Western
3. International students
4. Future
Iconography
Icons are used in the rebrand to add an alternative visual language to content heavy areas and act as navigation points into deeper areas of websites. Good judgment should be applied when choosing and designing icons to use, consistency of tone and style are mandatory.

All icons are predominantly solid in shape, simple forms with rounded corners and have a consistent stroke weighting. They should fit within a 64x64px square area to maintain proportions across the family.

Colour use
Any primary colour can be used for icons as well as tints of 50%. Highlight colours can be used, but only if the icons are acting as buttons and are linked.

Note: Icons must be approved by marketing prior to use. This is to maintain consistency across the University’s family of sites.

For a good source of royalty free icons, visit: www.nounproject.com
Building blocks
2.14 Form elements

For websites and applications requiring form elements, the University now has a uniform look with a redesign that works across multiple platforms. Elements such as radio buttons and check boxes function have been created to provide clear visual cues and an accessible aesthetic.

Appearance
Forms should always appear on white backgrounds for maximum contrast. The grid and spacing rules should be followed to allow for the best user experience on any platform.

Mobile forms should be restricted to a maximum of 1 long field (text field, drop down, check box) or 2 radio buttons per line.

For brand sites, a set colour palette is to be used, with highlight colours representing active states. Campaign sites are allowed flexibility on this rule.

User experience
Where possible, long forms split into sections should apply AJAX style accordion functionality to focus on active sections. This is to maximise engagement and reduce user drop off.

Form summary box
On desktop, a summary box captures key details for forms to keep a running tally of the users data. If the form causes the page to scroll, the summary box stays anchored at the top of the page.

Example of form layout and summary box
Imagery
Photography is a key element of the brand communications. The focus being on the students and alumni through portraiture.

There are several art direction approaches used to bring variety to the brand, they are:

- Black and white portraiture
- ‘Western light’ portraiture
- ‘Colour block’ student profiles
- Campus lifestyle infused with brand colour

The master brand guidelines should be referenced when choosing imagery for digital placement.

Composition
Image composition for digital assets such as A features should be considered and is explored in section 2.16.
Building blocks
2.16 Desktop A features (carousel)

Desktop A-features
For brand sites requiring a promotional section, a standardised A-feature should be implemented. This can be static or rotate on a carousel but must follow a consistent hierarchy for a familiar user experience.

1. H1 - Headline copy - 30 characters limit
2. P - Supporting copy - 160 characters limit
3. Primary CTA (call to action)
4. A-feature controls
5. A-feature image
6. Search bar

Images used for A features have a focal point on the right side of the image, this creates a natural clear space for headline, intro copy and CTA. The University image guidelines support this layout with profile shots on clam backgrounds.

Important: When background images hit max width (1680px) images should scale vertically centered and horizontally from the left to maintain proportions.

A. Image safe area
Images scale to fill the area when the browser window reaches a certain width, so special care must be made to ensure imagery doesn’t encroach on text areas.

Main image focus needs to be in the safe area.

B. Level 2 A features
For internal pages a reduced size feature image should lead the content as not to take up too much of the visible space above the fold. The purpose is to engage the user and not distract.

C. Across all devices
Three separate images should be created, allowing the A feature layout to be optimised for each type of device; desktop, tablet and mobile.
Tablet and mobile A-features
For brand sites requiring a promotional section, a standardised A-feature should be implemented. This can be static or rotate on a carousel but must follow a consistent hierarchy for a familiar user experience.

1. H1 - Headline copy
2. P - Paragraph copy
3. Primary CTA (call to action)
4. A-feature image
5. A-feature controls
6. Search bar

Images used for A features have a focal point on the right side of the image, this creates a natural clear space for headline, intro copy and CTA. The University image guidelines support this layout with portrait shots on clam backgrounds.

A. Image safe area
Images scale to fill the area when the browser window reaches a certain width, so special care must be made to ensure imagery doesn’t encroach on text areas.
B and C-features
For content heavy sites, B and C features act as a secondary promotional area to increase engagement on the home page. These can be built from a muted visual images or flat brand colours and can have individual carousel functionality.

However, only the B feature may rotate on a timer, C features should be user enabled as not to distract the user.

1. B-feature (3 items maximum)
2. C-feature (6 items maximum)

The B-feature components are made from the following visual elements:
1a. B-feature title
1b. H2 - Headline copy
1c. B-feature link
1d. B-feature carousel navigation
1e. B-feature image

The C-feature components are made from the following visual elements:
2a. C-feature title
2b. H3 - Headline copy
2c. C-feature link
2d. C-feature carousel navigation
2e. C-feature solid colour or image.

With optional:
2f. P - Paragraph copy
Building blocks
2.19 Modal windows

Modal
A modal overlay is a content area that sits in front of the content beneath it. When the modal overlay is active, the content under the overlay cannot be interacted with until the overlay is dismissed by the close button or clicking on the semi-opaque overlay.

Modal use
- Housing embedded videos
- As a container for a form
- To display supplementary content such as competition terms or disclaimer details.

1. Desktop overlay
Colour: #000000 80% transparency
Note: There is no transparent overlay on mobile.

2. Modal panel
On desktop the modal has a solid colour, no drop shadow and no outline. The width of the modal for desktop is recommended to be 8 columns. However if this size is too wide or small it can fit flush to either 4, 6 or 10 columns wide.

On mobile the modal is full screen omitting the need for a transparent overlay.
3. COMPONENTS
Components
3.1 Navigation components

A reworked navigation structure is key to boosting performance of digital assets. For an improved user experience follow these rules and keep menus as simple as possible. An information architecture review may be required before designing assets.

A. Global navigation
Should always be used as a launch pad to connect helpful brand sites.

B. Primary navigation
The minimum navigation for any site or application built for the University (excluding campaign sites). See section 3.2 for implementation rules.

C. Secondary navigation
The secondary nav is used for content heavy sites with three or more levels of content. To maintain efficiency, no more than 8 items should appear in this menu. Section 3.2 explores this more.

D. Mega Nav (Expanded nav)
The ‘mega nav’ is an intuitive tool used for direct access to sub sections. Promotional tiles add visual appeal and are designed in increase clicks for high profile sections. The mega nav can be used with or without the secondary navigation bar.

Note: The mega nav is to be used for desktop functionality only. The tablet and mobile menu has been specifically designed for optimal performance on touch devices. Read more in section 3.5.

E. Footer navigation
A global footer anchors important links back to the Western Sydney main site and is a familiar signoff for the University.
Measurements and alignment
When creating mastheads for brand sites, always use the following measurements and alignments. Campaign microsites have their own set of rules as seen in section 4.3.

1. Global navigation
   - Height: 40px
   - Font: Gotham Narrow Book 12px
   - Normal sentence case, centered vertically
   - Font normal state: #FFFFFF
   - Font rollover state: #AAA9AA
   - Font padding: 20px
   - Background colour: #262223

2. Level 1 navigation
   - The Western brand mark is fixed to the left with a 20px padding to the left. The navigation level 1 menu items are fixed to the right. With a variable space between the brand mark and the first menu item.
   - Height: 80px
   - Font: Gotham Narrow Medium 14px
   - Normal sentence case, aligned vertically to height of level 1 navigation, centered to level 1 menu item
   - Font normal state: #262223
   - Font rollover state: #676566
   - Font selected state: #990033
   - Font padding: Minimum 20px with all menu items centered to page
   - Background colour: #F2F2F2
   - Navigation dividers: 1px #cccccc

3. Level 2 navigation
   - Height: 40px
   - Font: Gotham Narrow Medium 14px
   - Normal sentence case, aligned vertically to height of level 2 navigation, no more than 8 menu items.
   - Font normal state: #262223
   - Font rollover state: #676566
   - Font selected state: #990033
   - Font padding: Minimum 20px with all menu items centered to page
   - Background colour: #F2F2F2
   - Divider: 1px #cccccc
3.3 Mega nav

How to use the mega nav
The mega nav is always 4 columns with only 3 columns used for menu items. 1 or 2 columns are always used for a visual promotional tiles to break up content. Promotional tiles never stack vertically and must always be aligned to the right of the menu.

Top margin: 40px also contains the close icon button
Bottom and side margins: 20px

1. Quick links
The quick links are made of two lists of quick link buttons.
Height: Variable
Width: 3 column block
Quick link title font: Chronicle Text G1 Roman 22px #262223
Quick link button font: Gotham Narrow Medium 14px #262223
Line: 1px #262223
Arrow: #262223

2. Mega nav promos
The mega nav promos use the similar guidelines to the D-features.
Internal padding: 20px
Promo title:
Chronicle Text G1 Roman 14px #FFFFFF
Button line: 2px #FFFFFF
Button font:
Gotham Narrow Medium 16px #FFFFFF
Arrow: #FFFFFF
Components

3.4 Search

**Site search**
Site search has been developed into an intuitive bar that overtakes the primary masthead when clicked.

A close button directs the user to minimise the bar, hitting return or clicking the search button a second time after entering text initiates a site search.

To avoid user confusion, the search bar should always expand out as an animation. This should be smooth with a slight 'ease out' for a duration no longer than 500ms.

1. **Search normal state**
   - Button colour: #990033

2. **Search rollover state**
   - Button colour: #7e041e

3. **Search interactive state**
   - Font: Gotham Narrow Light 21px #262223
   - Normal sentence case

Example Western Sydney desktop masthead search:

- Library
- vWestern
- Staff Directory
- Contact

- Western Sydney University
- Future students
- Students
- Staff
- Research
- Alumni
- Sign In
- Search

- Courses
- About Western
- University Life
- Our Campuses
- Schools
- Institutes
- Business and Community

- Search here...
Intuitive navigation system
A unique mobile navigation system has been developed for Western Sydney brand sites. This handles multiple content levels on a mobile device while still maintaining a manageable menu.

The basis of the system revolves around a vertical accordion system for secondary menus and a horizontal sliding system for tertiary menus.

A back button enables users to return from tertiary menu lists.

Breaking down the sections and functionality of the menu in more detail:

A. Mobile masthead
B. Primary navigation
C. Secondary menu
D. Tertiary menu
E. Global navigation

When the user clicks on the main mobile navigation (A) the primary navigation (B) slides out.

When the user clicks on the primary navigation (B) the secondary navigation (C) is revealed.

When the user clicks on the secondary navigation (C) the tertiary navigation (D) slides out.

F. Footer menu
The footer menu maintains this functionality with an accordion style list to show deeper links.
Components

3.6 Mobile masthead

Measurements
When creating mastheads for mobile, these rules have been created for consistency and balance of function and aesthetic.

1. Main mobile navigation
   Height: 60px
   Western Sydney logo height: 25px
   Icon padding: 20px

2. Mobile search
   Height: 130px
   Font normal state: Gotham Narrow Medium 32px #262223
   Font selected state: Gotham Narrow Medium 32px #FFFFFF
   Search font: Gotham Narrow Light 40px #262223
   Border: 2px #FF6666

Components

3.6 Mobile masthead
Components

3.7 Mobile navigation measurements

Open menu measurements
These rules have been created for consistency and balance of function and aesthetic.

1. Primary navigation
   Font normal state:
   Gotham Narrow Medium 32px #FFFFFF
   Font selected state:
   Gotham Narrow Medium 32px #FF6666
   Arrow normal state:
   Gotham Narrow Medium 32px #FFFFFF
   Arrow selected state:
   Gotham Narrow Medium 32px #FF6666
   Background colour: #413537
   Dividing line: 2px #FFB3B3

2. Secondary navigation
   Font normal state:
   Gotham Narrow Medium 32px #FFFFFF
   Font selected state:
   Gotham Narrow Medium 32px #262223
   Arrow normal state:
   Gotham Narrow Medium 32px #FFFFFF
   Arrow selected state:
   Gotham Narrow Medium 32px #262223
   Background colour: #FF6666
   Dividing line: 2px #A09A9B

3. Global navigation
   Font normal state:
   Gotham Narrow Medium 32px #FFFFFF
   Font selected state:
   Gotham Narrow Medium 32px #FF6666
   Arrow normal state:
   Gotham Narrow Medium 32px #FF6666
   Arrow selected state:
   Gotham Narrow Medium 32px #FF6666
   Background colour: #908E8F
Messages and Notification

A notification bar is to be used for site wide messages. The main function is to broadcast key information to users such as cookie declarations.

The bar always appears at the top of the page and has to be dismissed by users. Once the user has interacted with the message, website cookies should ensure it doesn’t appear again.

Bookmarking functionality

For content heavy sites that require multiple Level 1 pages, this bar can be used as bookmarking system. When a L1 page is selected, the message appears asking if the user would like to set as default.

1. Desktop message text
   Font: Gotham Narrow Light
   Size: 16px
   Colour: #FFFFFF

2. Mobile message text
   Font: Gotham Narrow Light
   Size: 16px
   Colour: #FFFFFF
The footer structure
The Western Sydney footer is a standard signoff for all brand sites and has been developed to maintain consistency across the suite of sites and ultimately draw users back to the main Western Sydney site.

The footer is broken broken into two parts; a page signoff and the global footer.

Page signoff
This is an optional module that can be added onto the footer that adds extra links, tools and entry points into Western Sydney sites.

Global footer
This is essential for any brand site and responsive application. It reinforces a consistent look and feel directs users back to the main site.

Note: Campaign sites are exempt from the global footer, see section 4.2 for more on campaign sites.
### Desktop footer

Measurements for building the footer on desktop are explained here. Measurements must be followed for consistency. For font styling, see section 2.6.

<table>
<thead>
<tr>
<th>Category</th>
<th>Measurements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact Western</td>
<td>40px</td>
</tr>
<tr>
<td>International</td>
<td>40px</td>
</tr>
<tr>
<td>Students</td>
<td>40px</td>
</tr>
<tr>
<td>Complaints</td>
<td>30px</td>
</tr>
<tr>
<td>Services</td>
<td>30px</td>
</tr>
<tr>
<td>University</td>
<td>30px</td>
</tr>
<tr>
<td>School of Business</td>
<td>30px</td>
</tr>
<tr>
<td>School of Arts</td>
<td>30px</td>
</tr>
<tr>
<td>School of Science</td>
<td>30px</td>
</tr>
<tr>
<td>School of Social</td>
<td>30px</td>
</tr>
<tr>
<td>School of Design</td>
<td>30px</td>
</tr>
<tr>
<td>School of Health</td>
<td>30px</td>
</tr>
<tr>
<td>School of Law</td>
<td>30px</td>
</tr>
</tbody>
</table>

**Variable**

1140px

- 40px
- 40px
- 30px
- 30px
- 20px
- 60px
- 40px
- 40px
- 20px
Components
3.11 Tablet footer measurements
Components

3.12 Mobile footer measurements
Components
3.13 Internal page - Navigation

Building internal templates
Internal templates can be designed using the content grids available in section 1.2. For sites with more than 3 levels of content, the internal navigation and breadcrumb system should be used as to not clutter the main navigation.

Note: No more than 4 levels of content should be used. This will ensure users don’t get lost when navigating the site.

1. Breadcrumbs
Used as a reference point for content heavy sites, breadcrumbs can make navigating easier. For font instructions, see section 2.6.

2. Left hand navigation
The left hand navigation is used for levels not able to fit in the masthead and mega nav. This navigation contracts into a dropdown menu on mobile. This follows the standard dropdown form style in section 2.14.
D-features, copy, image and icons
The d-feature components are made from the following visual elements:

3a. D-feature title
3b. H4 - Headline copy
3c. D-feature link
3d. D-feature solid colour or image.
3e. D-feature icons
4. CAMPAIGN SITES

Implementing the new brand
Campaign site structure
Campaign site navigation
Campaign sites
4.1 Implementing the brand

Designing a campaign site
Campaign sites by design are created to engage students. With this in mind, when creating campaign sites for Western Sydney, there is an element of flexibility around certain guidelines in the master brand.

However, campaign sites created for the University should always remain consistent in overall presentation and remain recognisable to the Western Sydney brand. Following these guidelines will ensure correct use and an effective outcome across multiple platforms.
Implementing the new brand
The campaign sites look and feel, including colours, fonts, graphic elements have to be approved by marketing.

1. Navigation bar
The navigation bar has to be present on every campaign websites.

2. Feature space
Real estate designed for heading, supporting copy and CTA.

3. Modular features
The 3 modules can be removed if not needed.
Campagne sites

4.3 Campaign navigation

Measurements
When creating mastheads across all campaign sites please use these measurements and alignments.

When creating campaign sites a variety of brand colours can be used.

1. Navigation CTA
Font normal state:
Gotham Narrow Medium 16px #FFFFFF
Kerning -25px Normal sentence case
Font rollover state:
Gotham Narrow Medium 16px #FFFFFF
Background normal colour: #262223
Background rollover colour: #FF6666

2. Menu overlay
The overlay menu is centered to the page.
Font normal state:
Gotham Narrow Light 40px #FFFFFF
Kerning -25px All caps
Font rollover state:
Gotham Narrow Light 40px #FF6666
Kerning -25px All caps

3. Title
Font:
Gotham Narrow Light 52px #FFFFFF
Kerning -25px All caps

4. Form navigation titles
Font:
Gotham Narrow Light 24px #FFFFFF
Kerning -25px All caps

5. Form fields
Font:
Gotham Narrow Light 24px #767676
Kerning -25px Normal sentence case

6. Primary CTA
Please refer to page X on how to construct a primary CTA.
5. NATIVE APPLICATIONS

Implementing the new brand
Store icons
Native applications
5.1 Implementing the new brand

General guidelines
Regarding Western Sydney apps the use of the following must be respected:

• Digital color palette
• Fonts
• Buttons and controls
• Imagery style
• Iconography style

If the app is designed for a specific product or campaign the color palette may be expanded.

The brand fonts must be used but can be used with more freedom. For example, Gotham narrow light uppercase may be used for headings.
Native applications
5.2 Store icons - Master brand

Overall
To maintain a contemporary look across apps for the University, icons should only use a flat color treatment.

The graphic element should use a maximum of 3 colours maximum to ensure readability.

The main Western Sydney app features the shield on the primary Crimson colour.
Overall
Apps icons should be built with a maximum of 3 colours and maintain an iconographic/illustrative look and feel. Designs should not be overly complex so that they remain recognisable at smaller sizes.

Use brand colours is preferred with exceptions only with approval from marketing.

1. Graphic element
   The graphic element uses a maximum of 3 colours.

2. Brand notch
   The notch device has been created to maintain a unifying element across all Apps built for the University. Contact marketing for the template to apply this.
Native applications
5.4 Store icons - Secondary

Overall
Apps icons should be built with a maximum of 3 colours and maintain an iconographic/illustrative look and feel. Designs should not be overly complex so that they remain recognisable at smaller sizes.

Use brand colours is preferred with exceptions only with approval from marketing.

1. Graphic element
The graphic element uses a maximum of 3 colours.

2. Brand notch
The notch device has been created to maintain a unifying element across all Apps built for the University. Contact marketing for the template to apply this.
6. SOCIAL

Social Media
Facebook
Twitter
Social
6.1 Social media

Social media
Social media must follow a cohesive brand tone and presence. This is essential in establishing the updated brand look and feel for the University.
Social

6.2 Facebook

Facebook guidelines
Check for the latest online guidelines for cover and profile photo:

https://www.facebook.com/help/125379114252045

1. Safe area
Focus element of the cover photo needs to be in this area, not behind the profile picture nor the copy and call to actions at the bottom.

Don’t use text in cover photo. Only photos, studio shots or lifestyle shots.

Profile photo should feature color relevant to the program that it represents, however if there are no defined colour, use a white background with the Crimson shield.

2. Shield
Shield uses Crimson colour and is 80px width.

3. Divider
1px thick, #d4cec9.

4. Program name
Chronicle G1 Roman, minimum font size: 13px, add an extra line if doesn’t fit and center the logo vertically.
Social
6.3 Twitter

Twitter
Check for the latest online guidelines for cover and profile photo:

https://support.twitter.com/articles/127871-how-to-change-your-profile-picture-or-information

1. Safe area
Focus element of the cover photo needs to be in this area, not behind the profile picture.

Don’t use text in cover photo. Only photos, studio shots or lifestyle shots.

Profile photo should feature color relevant to the program that it represents, however if there are no defined colour, use a white background with the Crimson shield.

2. Shield
Shield uses Crimson colour and is 80px width.

3. Divider
1px thick, #d4cec9.

4. Program name
Chronicle G1 Roman, add an extra line if doesn’t fit and center the logo vertically.
7. EMAIL

Brand emails
Campaign emails
Auto responders
## 7.1 Brand emails

### Campaign email

Emails are built in a 600px container. Every rows containing copy have a 20px padding left, top, right, bottom. However images are full bleed.

1. **Logo**
   
   Use the left aligned full colour version of the logo on a white stripe.

2. **View on browser**
   
   A link to a browser version has to be present on every emails to ensure optimal experience.

3. **Feature header**
   
   Colour of the feature header should bleed across the full width of the window.

4. **Personalised message**
   
   Needs to be bold

5. **Body copy**

   **Desktop**
   
   Font-family: Open sans, Arial; Font-size: 16px; Line-height: 21px;

   **Mobile**
   
   Font-size: 32px; Line-height: 48px;

6. **Headings**

   **Desktop**
   
   Font-family: Georgia, Times New Roman; Font-size: 22px; Line-height: 34px;

   **Mobile**
   
   Font-size: 32px; Line-height: 48px;

7. **CTA buttons**

   Only use an image for the arrow, the label should be live text and the border built in CSS.

8. **Footer**

   Must be present on every campaigns emails.

   **Desktop**
   
   Social icon 32x32px, WSU shield 32x42px

   **Mobile**
   
   Social icon 45x45px, WSU shield 24x32px
Email
7.2 Campaign emails

Campaign email
Emails are built in a 600px container. Every rows containing copy have a 20px padding left, top, right, bottom. However images are full bleed.

1. Logo
For campaign emails use left aligned mono version of the logo on stripe colour relevant to the colour of the campaign.

2. View on browser
A link to a browser version has to be present on every emails to ensure optimal experience.

3. Feature header
Colour of the feature header should bleed across the full width of the window.

4. Personalised message
Needs to be bold

Desktop
Font-family: Open sans, Arial; Font-size: 28px; Line-height: 42px;

Mobile
Font-size: 32px; Line-height: 48px;

5. Body copy

Desktop
Font-family: Open sans, Arial; Font-size: 14px; Line-height: 21px;

Mobile
Font-size: 28px; Line-height: 42px;

6. Headings

Desktop
Font-family: Open sans, Arial; Font-size: 28px; Line-height: 42px;

Mobile
Font-size: 32px; Line-height: 48px;

7. CTA buttons
Only use an image for the arrow, the label should be live text and the border built in CSS.

8. Footer
Must be present on every campaign email.

Desktop
Social icon 32x32px, WSU shield 32x42px

Mobile
Social icon 45x45px, WSU shield 24x32px
Email

7.3 Auto responders

**Overall**
Emails are built in a 600px container. Every rows containing copy have a 20px padding left, top, right, bottom.

1. **Logo**
Use the left aligned full colour version of the logo on a white stripe.

2. **View on browser**
A link to a browser version has to be present on every emails to ensure optimal experience.

3. **Feature header**
Colour of the feature header should bleed across the full width of the window.

4. **Personalised message**
**Needs to be bold**

**Desktop**
Font-family: Open sans, Arial;
Font-size: 16px;
Line-height: 21px;

**Mobile**
Font-size: 32px;
Line-height: 46px;

5. **Body copy**

**Desktop**
Font-family: Open sans, Arial;
Font-size: 14px;
Line-height: 21px;

**Mobile**
Font-size: 32px;
Line-height: 46px;

6. **Footer**
Must be present on every campaign email.

**Desktop**
Social icon 32x32px,
WSU shield 32x42px

**Mobile**
Social icon 45x45px,
WSU shield 24x32px