

COLORS

Getting the right hue of blue

#7D9FCB

! #7DA5D8

#B9CEEA

#DFE8F4

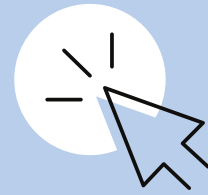
! #FFFFFF



- #7da5d8 is the official Dean's List Blue*
- #FFFFFF is True White*
- The first and second darker hues should be used for copy text, headers, icons, borders, and doodles
- The three lighter hues should be used for backgrounds, icons, and doodles
- To maintain a clean and minimal style in graphics, DO NOT use darker hues as backgrounds
- Avoid using black or grey unless when absolutely necessary

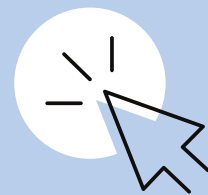
FONTS

How to say what you need to say



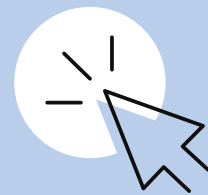
Headings

- **Raleway (with bold)**
- **RALEWAY (with bold and caps)**
- **GLACIAL INDIFFERENCE (with bold and caps)**
- **Glacial Indifference (with bold)**
- **League Spartan**



Copy and Subheadings

- Glacial Indifference
- Raleway Thin
- Raleway



Miscellaneous

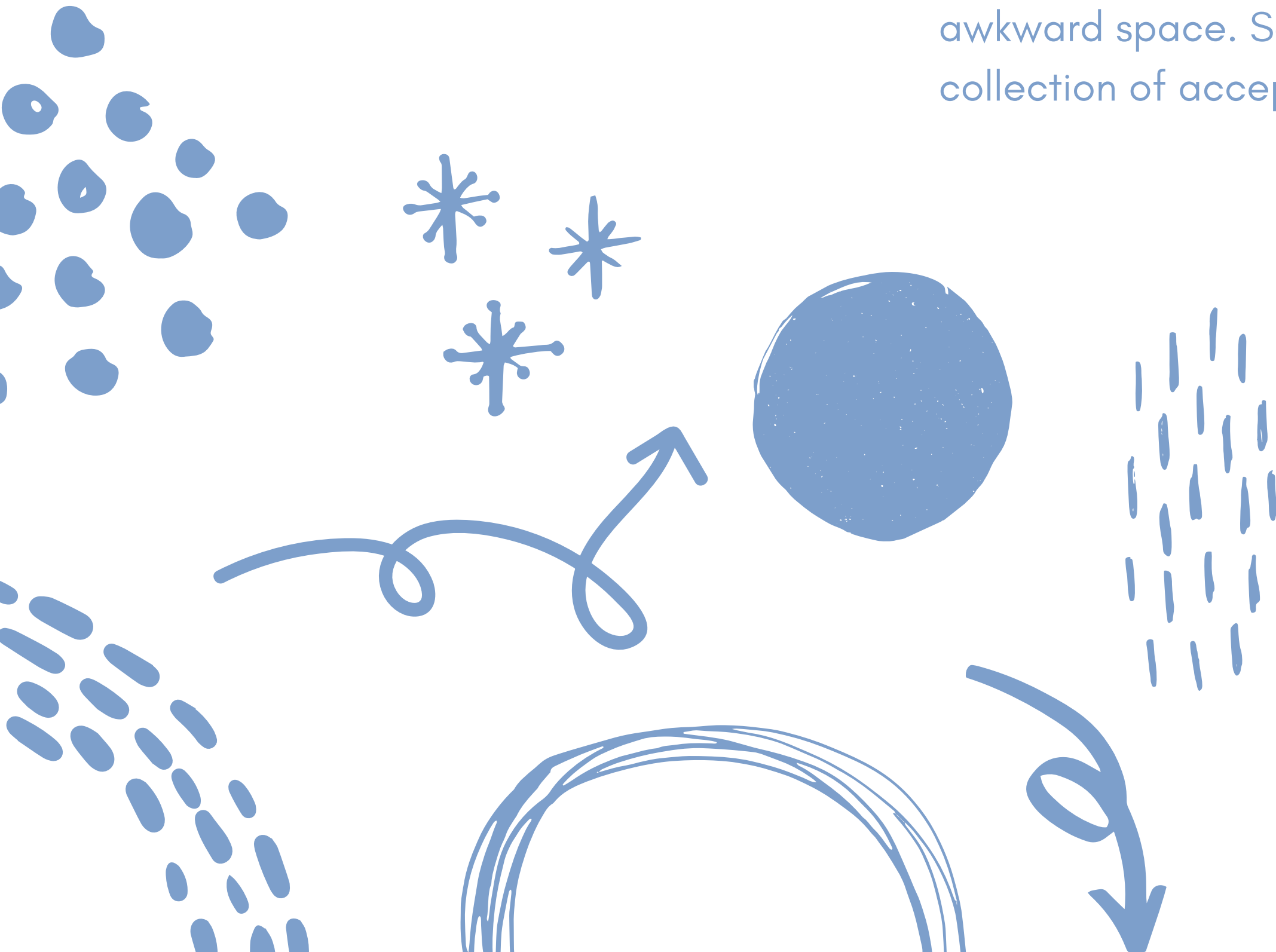
Allison Script
Mistrully

*Script fonts should only be used on words wherein the text is legible after the font is applied. If your copy is illegible with the cursive fonts then use a less complex one.

DOODLES

Filling up the awkward space

Sometimes, you have too much information to include in one graphic. In other cases, you have too little information and you're left with an empty, awkward space. Inserting icons and doodles is a good way to add stylistic elements to your graphic and a smart way to fill in awkward space. Search "doodle," "arrow," or "dots" in Canva for a collection of acceptable options.



TEMPLATES

Picture perfect, every time

TGIM tidbits, highlights, and takeaway graphics should always include the guest's name, their position, their company or organization, their logo, and The Dean's List logo.

For clips of good advice

For recaps of fun moments

For story version of static post takeaways



TGIM tidbit!

VIDEO CLIP GOES HERE

BONNY SHADE
EMPOWERMENT SPEAKER—FORCOLLEGEFORLIFE
"The energy that you are putting into the world matters."

DL THE DEAN'S LIST



TGIM highlight!

VIDEO CLIP GOES HERE

ANGELIQUE JACKSON
EVENTS AND LIFESTYLE PRODUCER AT
VARIETY

DL THE DEAN'S LIST



TGIM takeaways

KEVIN SCHATELL
ASSOCIATE PLAZA PRODUCER, TODAY



1. Celebrate **your** victories and **do not** compare yourself to others.

2. **Curiosity** is a way to demonstrate love personally and is what we **do** professionally.

3. **Create** your own **opportunity** through a **passion project**.

4. It is **all** about people **connecting** with people.

DL THE DEAN'S LIST

@username

