# Accessibility and Brand Training

## with Team EMUE

Enrollment Management
Undergraduate Education
MARKETING AND COMMUNICATIONS



Also known as...

**Team EMUE**



UCDAVIS

UCDAVIS Enrollment Management

**Undergraduate Education Marketing and Communications support**

Home • Undergraduate Education Marketing and Communications support

# Undergraduate Education Marketing and Communications support

The Enrollment Management and Undergraduate Education Marketing and Communications team provides strategic support and consultation for marketing, communications and branding projects for all Undergraduate Education (UE) units.

We work to advance UE's strategic goals through strategic, effective, UC-Davis branded communications, and to empower the UE units and initiatives to do the same.

Read more about UC Davis brand standards.

## Branding and marketing

Our primary focus is to create outstanding communications for UE initiatives and high-priority, high-impact projects.

We foster a greater awareness of UE's work by providing information, materials and messaging for communication projects.

## Request forms

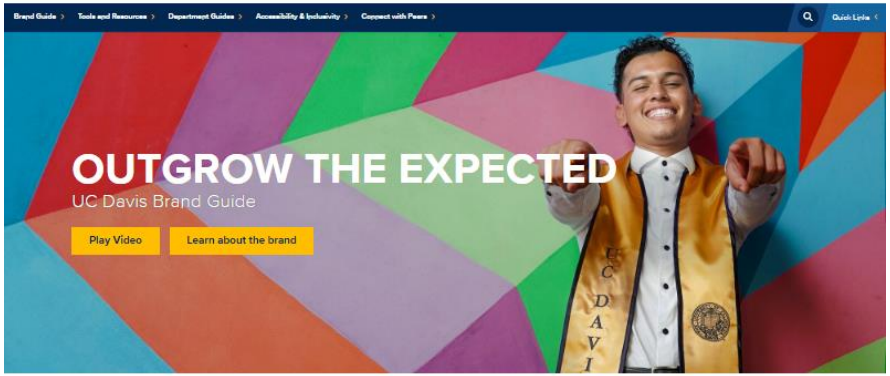
To request support, please complete a project form.

Request support

enrollmentmanagement.ucdavis.edu/UE-marketing-support

**Brand Communications Guide**

Information, guidance and resources for UC Davis communicators












**Colors**

Find the UC Davis color palette here. Consistent use of the branding colors will create a subtle sense of harmony across communications channels and tactics.

**Logos**

UC Davis logos are the primary identifiers of the university's academic and administrative units. Learn about the conventions for unit marks at all levels of the institution.

**Fonts**

The official UC Davis fonts are Proxima Nova, Ryman Eco and Freight Text. Learn more about these fonts and where to acquire them in this section.

Aggie Tip Sheet

UC Davis Photos

Download the Annual Calendar

**For Help with Communications**

*Messaging*

It's not just what you say, it's also how you say it. Here we dive into the core positioning of UC Davis and how it translates into messages that can be modulated to resonate with key audiences.

*Social Media*

The UC Davis social media philosophy boils down to four key values: Listen to our community. Engage meaningfully. Nurture an authentic and positive community culture. Share what we learn back to our community.

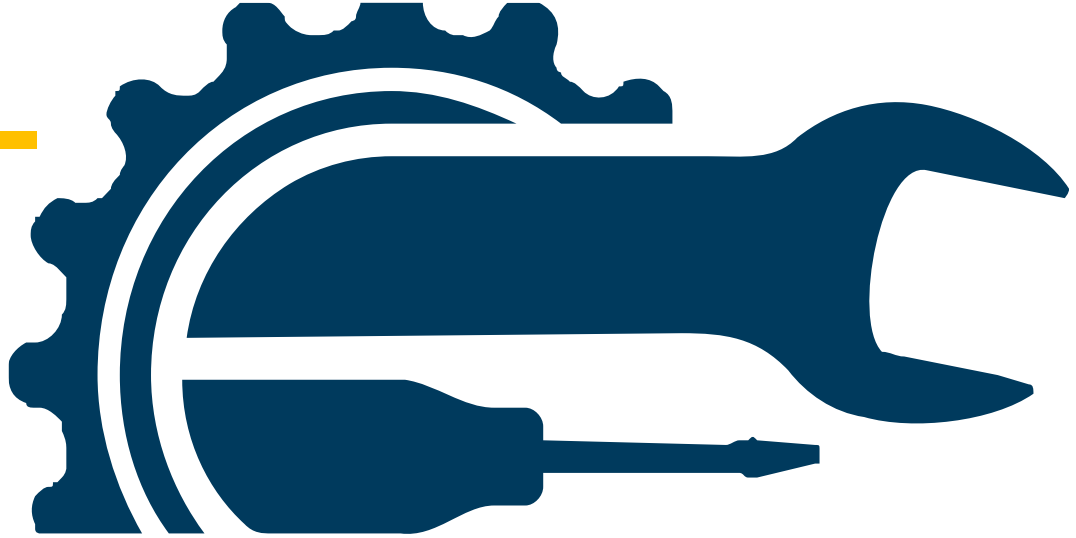
*Web*

The UC Davis web experience should be accessible, usable, searchable and sustainable. Our strategies focus on traffic and engagement, while cultivating the best user experience we can craft.

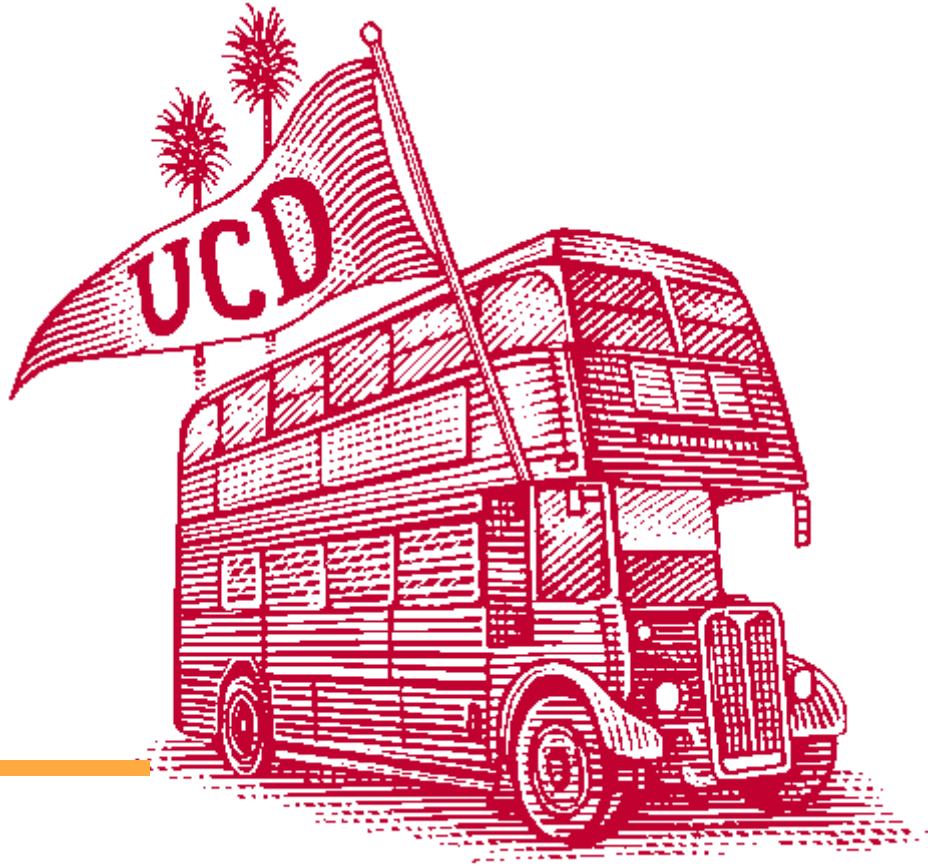


**Chancellor May's Branding Message**

# Visual identity, accessibility, tools



# Our visual identity



# Our fonts

**Proxima Nova**
**Aa Bb** Cc Dd

Pr

Ryman Eco
Aa Bb Cc Dd

Ry

Freight Text
Aa Bb Cc Dd

Fr

# Colors and accessibility



## SAGE #6CCA98

| | |
|---|---|
| BLACK | ANY |
| CABERNET | 19px BOLD or 24px |
| BODEGA | 19px BOLD or 24px |
| MERLOT | 19px BOLD or 24px |
| PINOT | 19px BOLD or 24px |
| DELTA | 19px BOLD or 24px |

## QUAD #3DAE2B

| | |
|---|---|
| BLACK | ANY |
| CABERNET | 19px BOLD or 24px |

## REDWOOD #266041

| | |
|---|---|
| WHITE | ANY |
| GOLDEN STATE | 19px BOLD or 24px |
| RAIN | 19px BOLD or 24px |
| SUNFLOWER | 19px BOLD or 24px |
| FARMERS MARKET | 19px BOLD or 24px |

## SUNFLOWER #FFCD00

| | |
|---|---|
| BLACK | ANY |
| CABERNET | ANY |
| BODEGA | ANY |
| MERLOT | ANY |
| PINOT | ANY |
| DELTA | ANY |
| GUNROCK | 19px BOLD or 24px |
| REDWOOD | 19px BOLD or 24px |

## POPPY #F18A00

| | |
|---|---|
| BLACK | ANY |
| CABERNET | 19px BOLD or 24px |
| BODEGA | 19px BOLD or 24px |

## CALIFORNIA #8A532F

| | |
|---|---|
| WHITE | 19px BOLD or 24px |
| GOLDEN STATE | 19px BOLD or 24px |
| RAIN | 19px BOLD or 24px |

# Our colors


Colors that are not accessible on white backgrounds
Rec Pool
PMS Blue 0821 C
CMYK: 48/0/9/0
HTML: #6FCFEB
hsla(194, 76%, 68%, 1)
Tahoe
PMS 306 C
CMYK: 75/0/5/0
HTML: #00B2E3
hsla(193, 100%, 45%, 1)
Gunrock
PMS 2728 C
CMYK: 99/50/0/0
HTML: #0047BA
hsla(217, 100%, 36%, 1)
Bodega
PMS 302 C
CMYK: 100/48/12/58
HTML: #003A5D
hsla(203, 100%, 18%, 1)
Rain
PMS 3242 C
CMYK: 44/0/20/0
HTML: #03F9E6
hsla(175, 98%, 49%, 1)
Arboretum
PMS 3265 C
CMYK: 75/0/43/0
HTML: #00C4B3
hsla(175, 100%, 38%, 1)
Putah Creek
PMS 3135 C
CMYK: 100/0/20/0
HTML: #008EAA
hsla(190, 100%, 33%, 1)
Delta
PMS 330 C
CMYK: 93/14/53/57
HTML: #00524C
hsla(176, 100%, 16%, 1)
Farmer's Market
PMS 358 C
CMYK: 32/0/51/0
HTML: #AADA91
hsla(99, 50%, 71%, 1)
Sage
PMS 346 C
CMYK: 52/0/50/0
HTML: #6CCA98
hsla(148, 47%, 61%, 1)
Quad
PMS 361 C
CMYK: 68/0/100/0
HTML: #3DAE2B
hsla(112, 60%, 43%, 1)
Redwood
PMS 7734 C
CMYK: 77/0/82/65
HTML: #266041
hsla(148, 43%, 26%, 1)
Golden State
PMS 100 C
CMYK: 0/0/70/0
HTML: #FFFF3B
hsla(60, 100%, 62%, 1)
Sunflower
PMS 116 C
CMYK: 0/14/100/0
HTML: #FFCD00
hsla(48, 100%, 50%, 1)
Poppy
PMS 144 C
CMYK: 0/50/100/0
HTML: #F18A00
hsla(34, 100%, 47%, 1)
California
PMS 7567 C
CMYK: 10/66/98/57
HTML: #8A532F
hsla(24, 49%, 36%, 1)
Rose
PMS 177 C
CMYK: 0/54/38/0
HTML: #FF8189
hsla(356, 100%, 75%, 1)
Strawberry
PMS 1787 C
CMYK: 0/89/66/0
HTML: #F93549
hsla(354, 94%, 59%, 1)
Double Decker
PMS 200 C
CMYK: 3/100/70/12
HTML: #C10230
hsla(346, 98%, 38%, 1)
Merlot
PMS 188 C
CMYK: 16/100/65/58
HTML: #79242F
hsla(352, 54%, 31%, 1)
Thiebaud Icing
PMS 223 C
CMYK: 0/50/0/0
HTML: #F095CD
hsla(323, 75%, 76%, 1)
Redbud
PMS 225 C
CMYK: 0/100/2/0
HTML: #C6007E
hsla(322, 100%, 39%, 1)
Pinot
PMS 255 C
CMYK: 53/96/10/24
HTML: #76236C
hsla(307, 54%, 30%, 1)
Cabernet
PMS 2627 C
CMYK: 80/100/6/38
HTML: #481268
hsla(278, 70%, 24%, 1)

# ACCESSIBILITY

AND WHY IT MATTERS

**Accessibility checker**

webaim.org//resourcescontrastchecker


UCDAVIS


THE · UNIVERSITY · OF · CALIFORNIA ·
A
LET THERE BE
LIGHT
DAVIS

# UC DAVIS UNDERGRADUATE EDUCATION

UC DAVIS
Academic Advising Enrichment
Office of Undergraduate Education

UC DAVIS
CENTER FOR EDUCATIONAL EFFECTIVENESS
*Office of Undergraduate Education*

UC DAVIS
Washington Program
Office of Undergraduate Education

UC DAVIS
FIRST-YEAR SEMINARS
*Office of Undergraduate Education*

UC DAVIS
University Honors Program
Office of Undergraduate Education

UC DAVIS
Summer Sessions
Office of Undergraduate Education

UC DAVIS
QUARTER AT AGGIE SQUARE
*Office of Undergraduate Education*

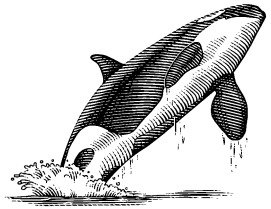
UC DAVIS
WRITING CENTER
*Office of Undergraduate Education*

UC DAVIS
Undergraduate Research Center
Office of Undergraduate Education

# Design elements

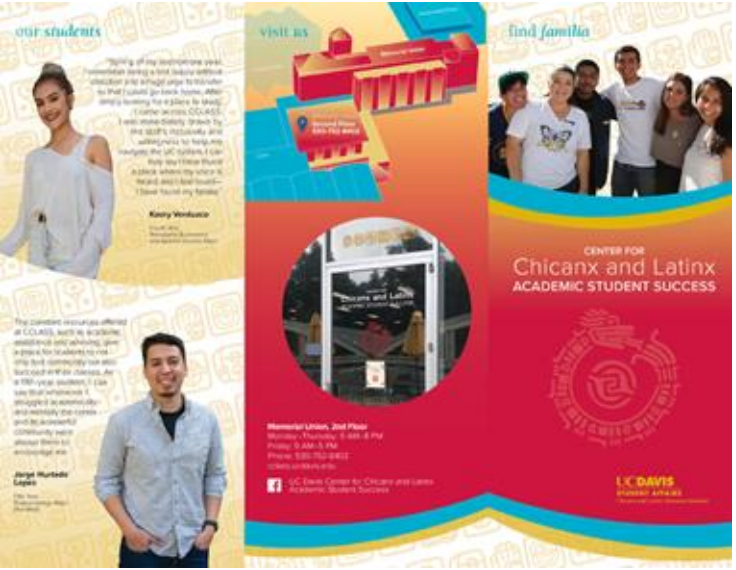









our students
visit us
find familia
CENTER FOR
Chicanx and Latinx
ACADEMIC STUDENT SUCCESS
UC DAVIS


ACTIVATE
YOUR VOICE
AT THE CROSS CULTURAL CENTER


More than just
benefits
Make the Veterans Success Center
your first stop.
UCDAVIS


GO
PLACES
Internship and Career Center
icc.ucdavis.edu


RESOURCES WE OFFER
WHO WE ARE
EVENTS WE HOST
JOIN US
LOVE
IN NUMBERS
UCDAVIS


resting IS
productive
Life isn't a competition.
You are valuable and so
is your mental health.

Lorem ipsum dolor sit amet Consectetur adipiscing elit Siusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim blandit volutpat maecenas volutpat blandit. Leo urna molestie at elementum eu facilisis. Sed euismod nisi porta lorem mollis. Volutpat consequat mauris nunc congue nisi. Pharetra et ultrices neque ornare aenean euismod elementum nisi. Ornare suspendisse sed nisi lacus sed viverra. Id interdum velit laoreet id donec ultrices tincidunt arcu non. Lacus vestibulum sed arcu non odio euismod lacinia at. Adipiscing commodo elit at imperdiet dui accumsan sit. Lacus viverra vitae congue eu consequat ac felis donec.

# Lorem ipsum dolor sit amet

## Consectetur adipiscing elit

Siusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim blandit volutpat maecenas volutpat blandit.

Leo urna molestie at elementum eu facilisis. Sed euismod nisi porta lorem mollis. Volutpat consequat mauris nunc congue nisi. Pharetra et ultrices neque ornare aenean euismod elementum nisi. Ornare suspendisse sed nisi lacus sed viverra.

Id interdum velit laoreet id donec ultrices tincidunt arcu non. Lacus vestibulum sed arcu non odio euismod lacinia at. Adipiscing commodo elit at imperdiet dui accumsan sit. Lacus viverra vitae congue eu consequat ac felis donec.

ALL CAPS IS FINE SOMETIMES.

Title Case (Upper and Lower Case) is the Easiest to Read.

Sentence case is ok too and makes the most sense in body text.

BUT WITH MULTIPLE LINES OF TEXT, ALL CAPS IS VERY HARD TO READ. LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. UT ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAMCO LABORIS NISI UT ALIQUIP EX EA COMMODO CONSEQUAT.

# UE general-use templates















# Rules and oversight

Projects > Campus Teams > *Undergraduate Education

+10 Share + Add new ...

# *Undergraduate Education

All Brand Kit

Search folder Type Newest edited

## Folders


Writing Center
+1 SM 11 items

Washington Program
+1 SM 3 items


Center for Educatio...
+1 SM 6 items


Summer Sessions
+... SM 22 items

Quarter at Aggie Sq...
+... SM 4 items


University Honors P...
+... SM 4 items

Undergraduate Res...
+... SM 5 items

*Undergraduate Ed...
+... SM 2 items

**Archive** Undergr...
+... SM 39 items

Academic Advising ...
+... SM 2 items

Center for Leadersh...
+... SM 2 items

First-year Seminars
+... SM 3 items

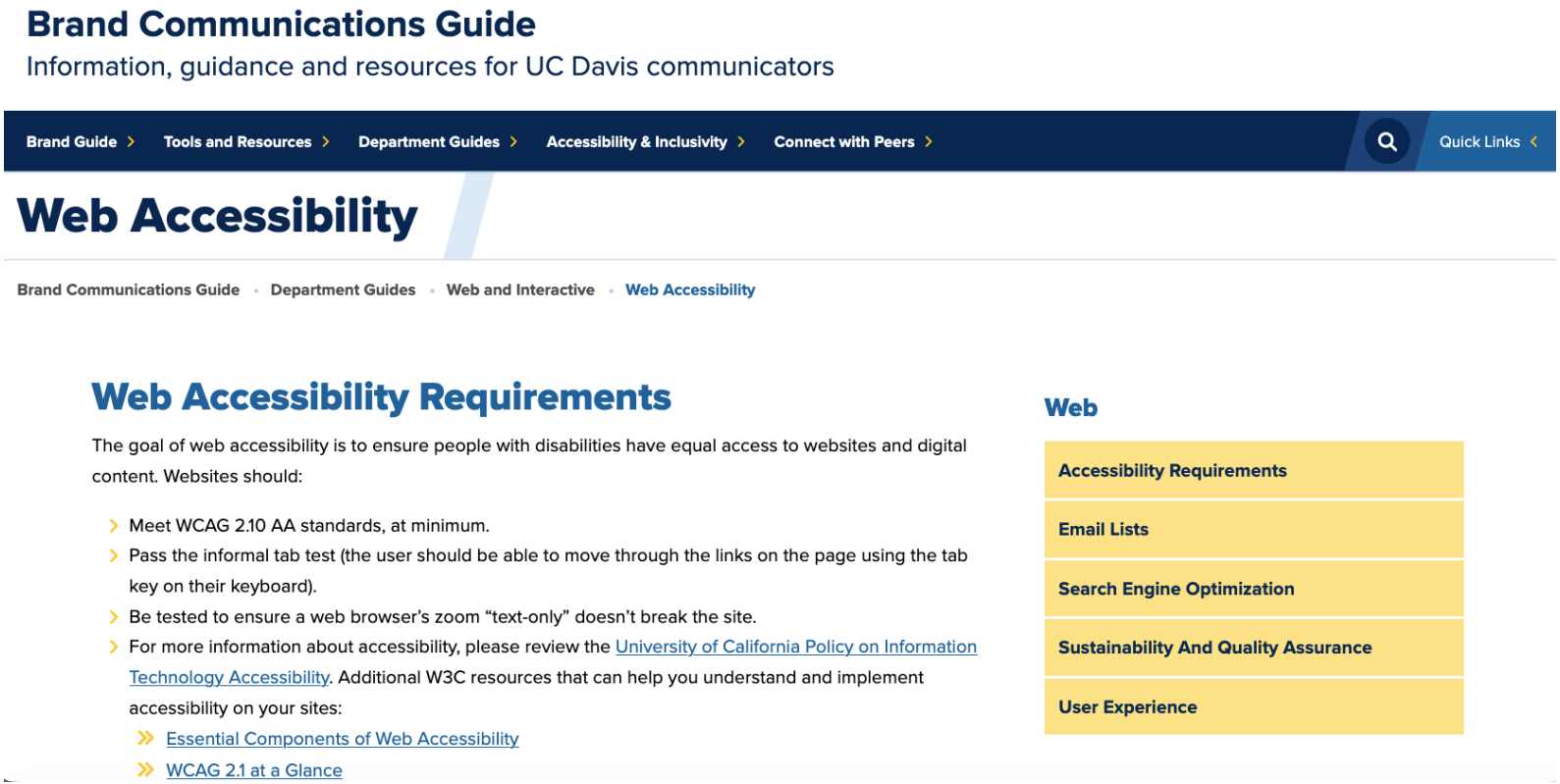
# Web accessibility tips



# Topics

- Website training
- Alternative text for images
- Clear and descriptive link text
- Header hierarchy
- Symbols (&, @, /)

# Introduction to Web Accessibility



# Alt text

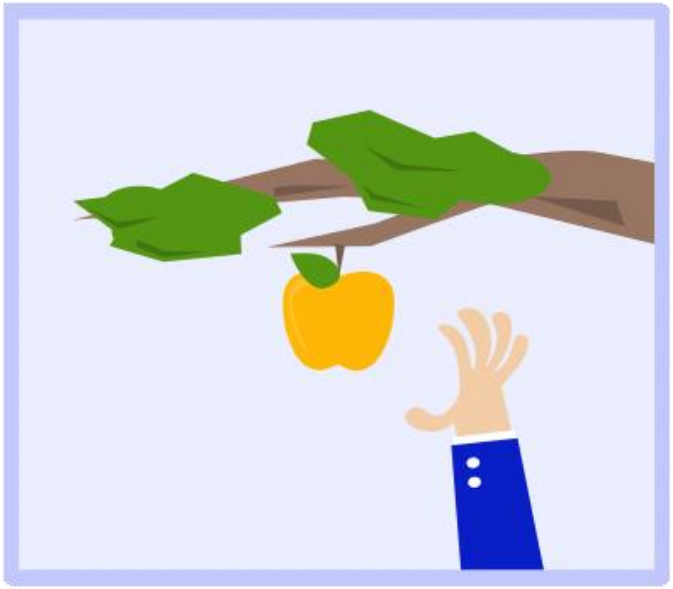


Image *

wolf.png (8.76 KB) Remove

Preview

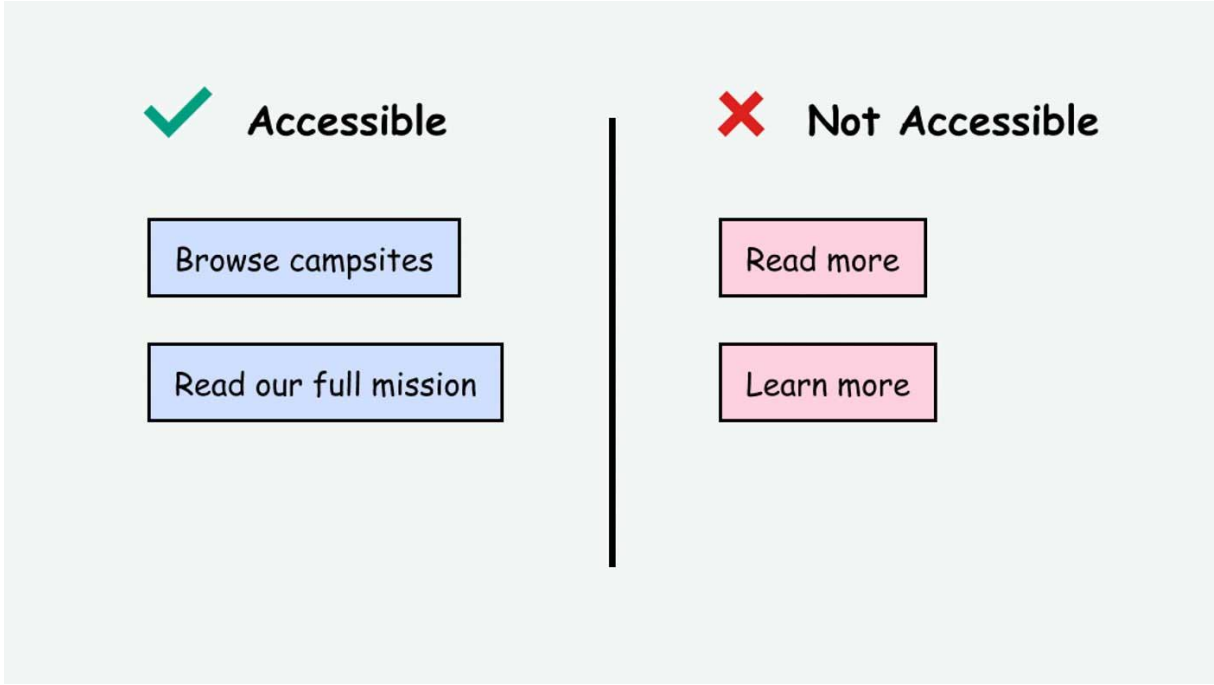
Alternative text *

Short description of the image used by screen readers and displayed when the image is not loaded. This is important for accessibility.

**alt**="yellow apple"

**alt**="hand reaching for a yellow apple hanging from the tree"

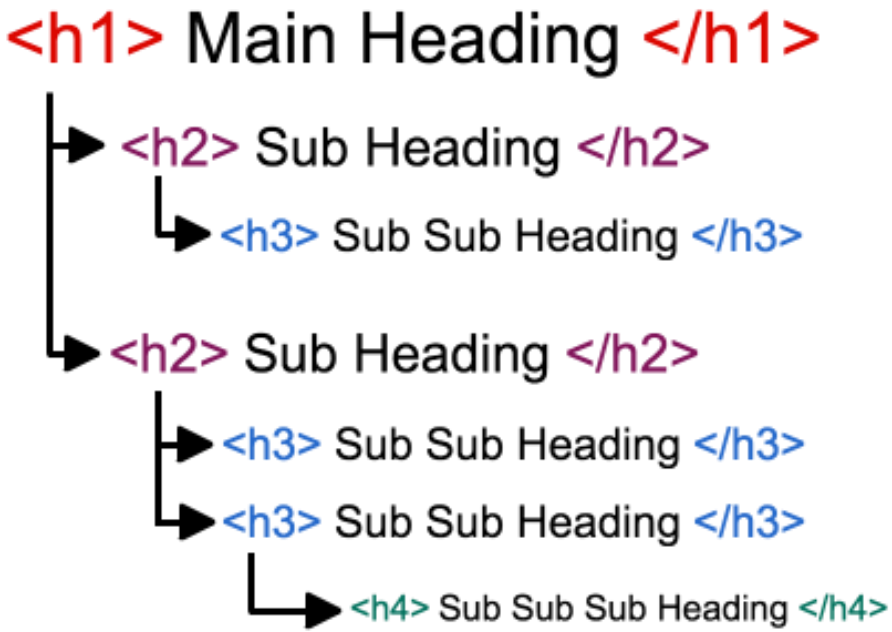
# Call to action



| | |
|---|---|
| Go | Schedule a campus tour |
| Subscribe | Subscribe to newsletter |
| Contact | Contact us for more information |
| More Info | Learn more about our programs |



# Header hierarchy



## Good Header Structure

**H1 - How to Choose a Plumber**

**H2 -Where to Find a  Plumber**

H3 - Yellow Pages

H3 - Angie's List

H3 - Referral from a Friend

**H2 - Questions to Ask Your Plumber**

H3 - How much experience do you have?

H3 - How much do you charge?

H3 - Do you have any references I can call?

**H2 - Plumbing Warning Signs**

H3 - Your plumber won't talk about price

H3 - Your plumber is disorganized

## Bad Header Structure

**H1 - How to Choose a Plumber**

**H2 -Where to Find a  Plumber**

**H2 - Yellow Pages**

**H2 - Angie's List**

**H2 - Referral from a Friend**

**H2 - Questions to Ask Your Plumber**

H4 - How much experience do you have?

H4 - How much do you charge?

H4 - Do you have any references I can call?

**H2 - Plumbing Warning Signs**

H3 - Your plumber won't talk about price

H3 - Your plumber is disorganized

# Symbols

- Avoid &, @, (), /, and other symbols
- Unless it is part of a brand design












# Social media

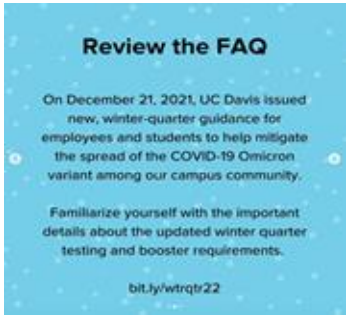


# Topics

- Do not post PDFs on social media
- Caption all videos, reels, stories, etc.
- Use CamelCase for hashtags
- Social posting guidelines

Write out all text in social posts. If an image has text, add it in other slides or below.







**ucdavis.life** We hope you enjoyed your winter break Aggies! As you return to campus, here is a reminder to stay compliant with campus testing requirements.

Winter Quarter Testing and Booster Requirements

⚛ On December 21, 2021, UC Davis issued new, winter-quarter guidance for employees and students to help mitigate the spread of the COVID-19 Omicron variant among our campus community.

Familiarize yourself with the important details about the updated winter quarter testing and booster requirements.

bit.ly/wtrqtr22

⚛Jan. 3–7 Virtual Classes

The first week of classes will be virtual so that students can return to campus by Jan. 2, get tested and obtain a negative test result prior to Jan. 10.

.
.
.

#EveryAggieTogether

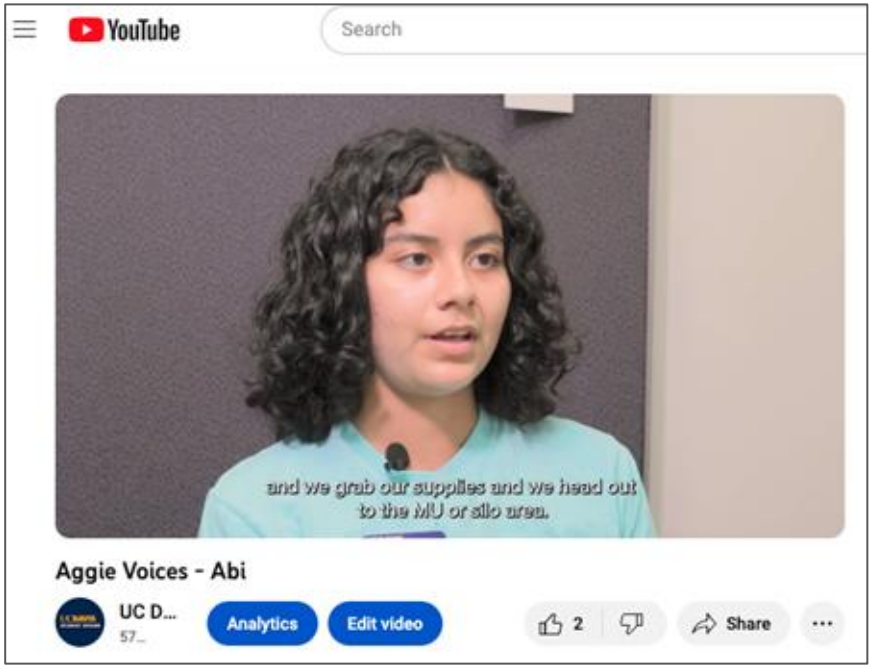
3w

Liked by **sophia_elise_** and **518 others**

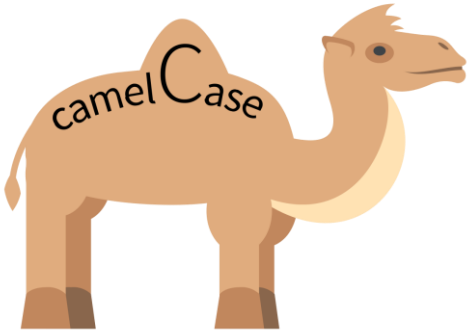
JANUARY 2

Add a comment... Post

# Caption all reels and videos






# #CamelCaseHashtag

**Intention:** Announce Susan Boyle's new album

**Interpretation:** #susanalbumparty

**Result:** = Susan album party
= Su's anal bum party

**Solution:** #SusanAlbumParty



**Feed**

1-2 times per week



**Story/ Reels**

2-3 times per week



Share with UE LinkedIn as relevant

If you aren't posting to a site, consider removing or sunsetting an account.

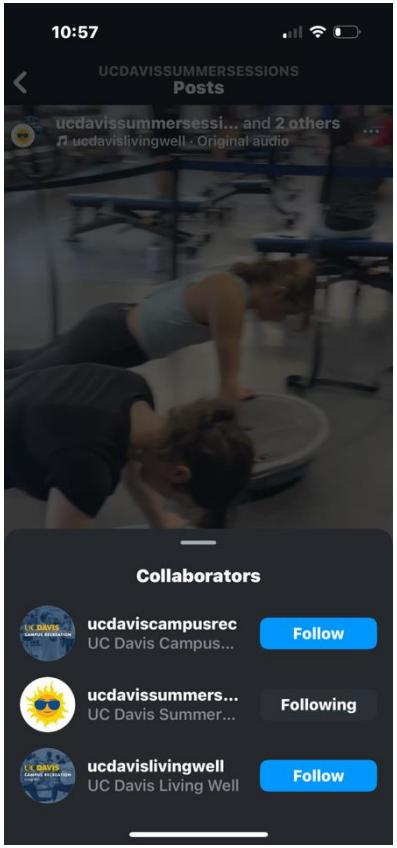
# Social media resources

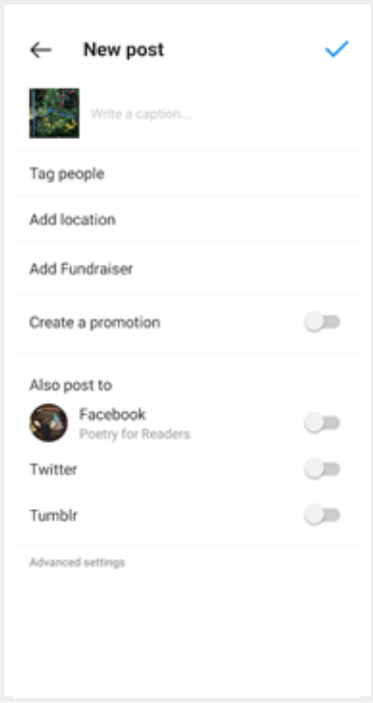
- Social Media Policy and Guidelines
- Best Practices
- Channels and Directories
  - Consent to Record form
- Social Media Platform Guide
  - Instagram, Facebook, LinkedIn, TikTok, YouTube, Reddit, Discord and Twitter/X

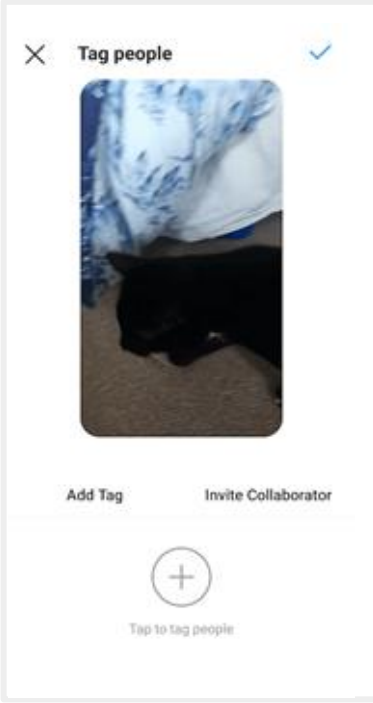
https://marketingtoolbox.ucdavis.edu/departments/social-media

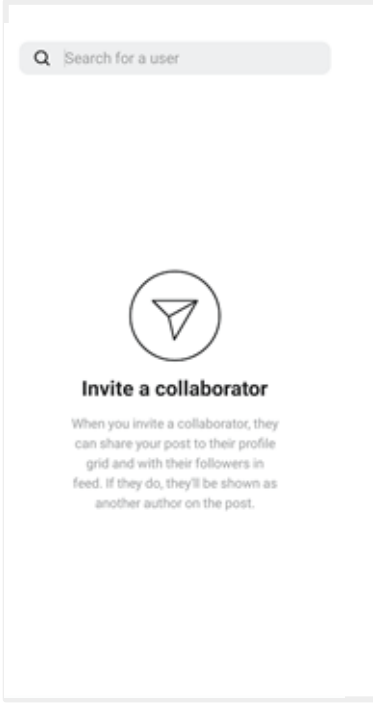


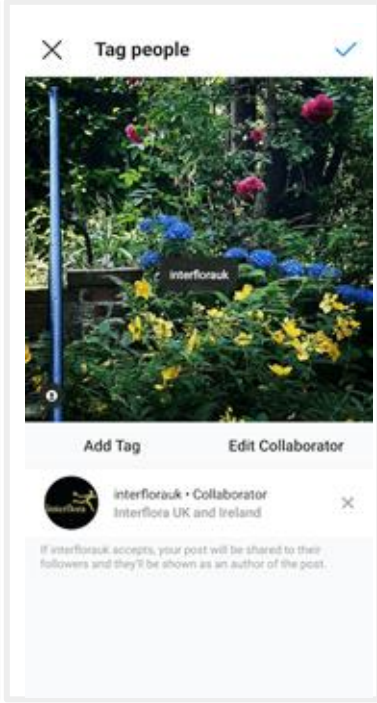

# Collaborate!

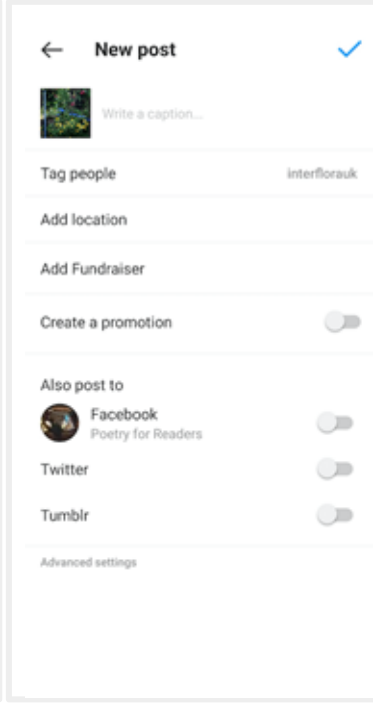



New post
Write a caption...
Tag people
Add location
Add Fundraiser
Create a promotion
Also post to
Facebook
Poetry for Readers
Twitter
Tumblr
Advanced settings


Tag people
Add Tag
Invite Collaborator
Tap to tag people


Search for a user
Invite a collaborator
When you invite a collaborator, they can share your post to their profile grid and with their followers in feed. If they do, they'll be shown as another author on the post.


Tag people
interflorauk
Add Tag
Edit Collaborator
interflorauk • Collaborator
Interflora UK and Ireland
If interflorauk accepts, your post will be shared to their followers and they'll be shown as an author of the post.


New post
Write a caption...
Tag people
interflorauk
Add location
Add Fundraiser
Create a promotion
Also post to
Facebook
Poetry for Readers
Twitter
Tumblr
Advanced settings

# Photos

Brand Photography
Galleries

**Galleries**

- Brand Photography
  - People
  - Place
  - Details
  - Davis Difference
- Brand Video
- Public Campus Collection
- Invited Galleries



People
125 Files



Place
115 Files



Details
129 Files



Davis Difference
116 Files

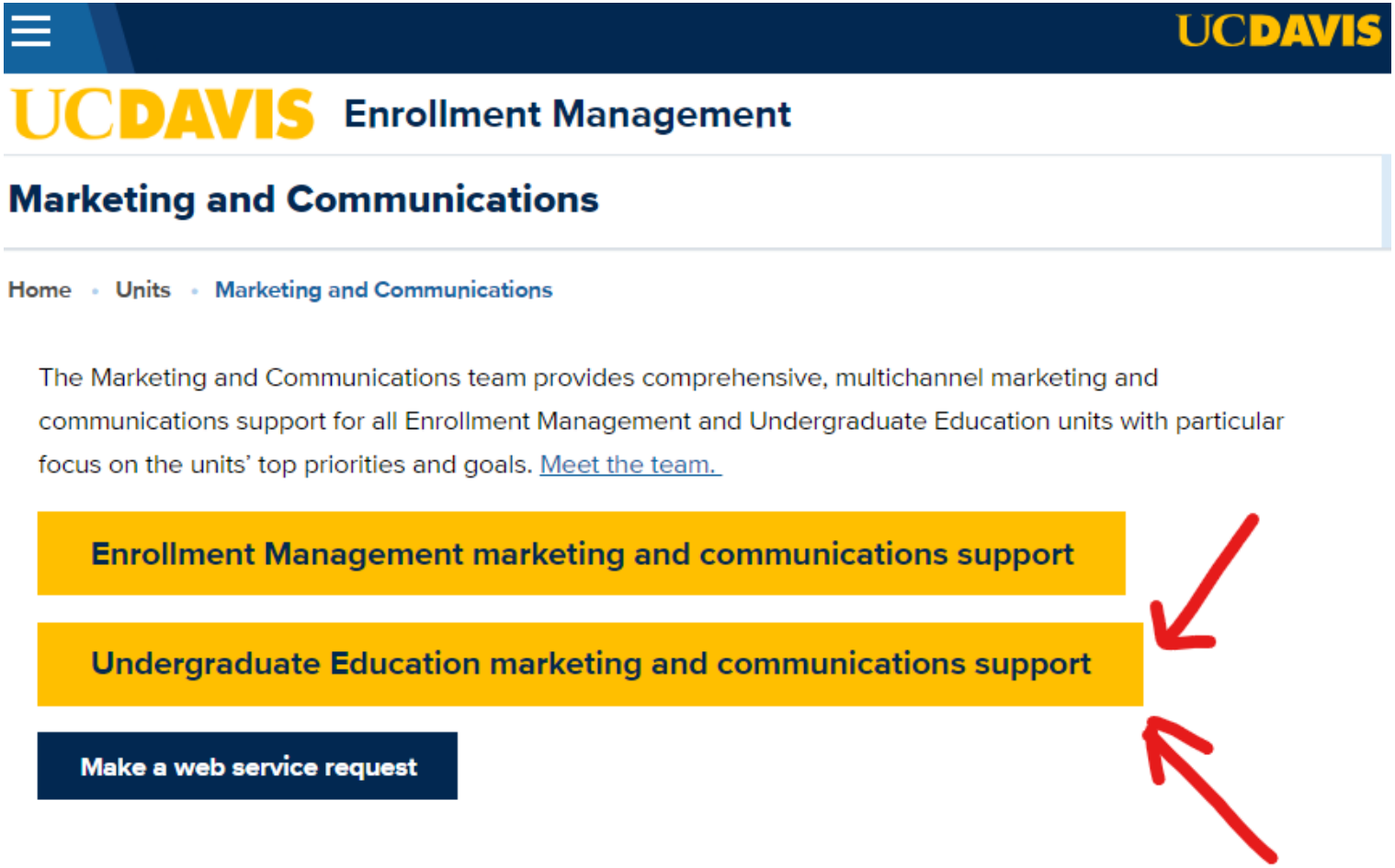
Photo Shelter website:
Ucdavis.photoshelter.com

# Team **EMUE** is here to help!

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Derrick Phipps daphipps@ucdavis.edu
Ginger Welsh gwelsh@ucdavis.edu

https://enrollmentmanagement.ucdavis.edu/communications-and-marketing






enrollmentmanagement.ucdavis.edu/communications-and-marketing