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UCCS Resources [1]







Canva

UCCS employees can get access to Canva to design brand compliant graphics. Add these assets to your Marketing Cloud emails and Cvent registration forms to truly make them your own. Ask your eComm specialist for more details.

Coming Soon [2]

Email Marketing Style Guide

Learn about email marketing best practices, style guidelines and accessibility while keeping the UCCS brand in mind.

Style Guide | BOOKLET [3]

Style Guide | WEB VERSION [4]

New User Training

Users can request access [5] to setup a discovery [6] meeting with an eComm specialist to better understand your communication and event goals and ensure eComm is the right fit. Your eComm specialist will also outline next steps, including completing the Pre-Access Requirements [7] and registering for training.

Discovery [6]

Branding Site

The UCCS Brand Identity Standards document [8] provides specific directions on how to use our logo, colors, and other related brand identity elements. We encourage you to use this standards manual whenever you develop marketing communications. You can also download assets [9].

UCCS Branding Site [10]

User Groups

As a licensed eComm user, you will be invited to attend UCCS user groups to share successes, learn tips & tricks along with best practices.

View Events [11]

Groups audience:
eComm

Source URL:https://www.cu.edu/ecomm/uccs-resources

Links
[1] https://www.cu.edu/ecomm/uccs-resources [2] https://www.cu.edu/%23
[3] https://www.cu.edu/sites/default/files/filefield_paths/200305_Ecomm_StyleGuide_Booklet.pdf
[4] https://www.cu.edu/system/files/pages/242110-uccs-resources/docs/200303ecommstyleguideweb.pdf
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