



Professional Learning

Blackboard
Identity Guide
2019

Introduction

This identity guide document provides an overview of how the Professional Learning VLE platform will look.

This document includes:

- Overview about the identity
- Colour Palette
- Iconography
- Banner
- Font
- Stock images and dimensions

Overview

The visual identity for the Professional Learning VLE aims to communicate to students a professional and engaging approach. The identity is made up of four different colours and links to the Edge Hill corporate purple colour.

Colour Palette

Throughout the VLE a colour scheme will be utilised to add a sense of similarity and to make the space more consistent and reflective of the degree. The colour scheme is bright and still incorporates Edge Hill purple.

RGB: 0,196,204 #00C4CC	RGB: 0,124,204 #007CCC	RGB: 124,42,232 #7C2AE8	RGB: 58,44,146 #3A2C92
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Iconography

The buttons will be used throughout the various sections of Blackboard to direct students to activities, e.g. to read an article, to complete a task or to watch a video. Different colours are used for each of the buttons to make them more identifiable.



Read



To do



Watch



Folder

Banner

The banner, to be used at the top of the homepage, will introduce students to the course. The colour and font reflect a more vibrant and colourful palette that has a nod to the corporate Edge Hill University webpage. The image is of the Faculty of Education.

Each course will have the same banner, but the title will be different to reflect the course title.



Font

The font that should be used on the VLE is **Helvetica** in size 12/14. The Helvetica font was selected as this features on the Edge Hill University external webpages. This font is therefore highly representative of the EHU brand and adds a sense of familiarity. Helvetica is not a default font on Microsoft products but can be accessed on the VLE and used on Canva.

The font that should be used on documents or presentations is **Arial** font. An alternative that can be used on Canva for Arial is 'Helveticish.' These two fonts must be used on all materials, resources etc. to tie in effectively with the branding and identity of the Professional Learning courses.

Stock images

Throughout the VLE stock images should be used so that the image is consistent and of a high quality. All images should be sourced from the following copyright free webpages: Pixabay and Unsplash. Images should also be sourced from Edge Hill's stock photography.

Dimensions

The dimensions of videos throughout the VLE should be 560px x 315px.