

Cover Your Bases: Aligning Your Channels for Communication Success



Presenters

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- + Slate Portals Strategist
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- + The Caring and Creative Searcher



Presenters

Chris

- + Senior Slate Strategist, Implementations
- + Former recruiter and campus enrollment operations specialist
- + The Adventurous and Determined Challenger



Today's Goal



Learn how to communicate a singular story to your target audience by aligning all of your Slate touchpoints.

Why?

- + BRAND RECOGNITION
- + TRUST
- + APPEAL TO YOUR IDEAL STUDENT
- + STAND OUT FROM THE CROWD

+ today's agenda

1. Default Branding
2. Custom Branding
3. What it Looks Like
4. Questions + Answers

1

Default Branding

Pulling Your Institutional Branding into Slate

- Branding Wizard Tool
 - Development tool that is designed to pull your institutional branding into your Slate instance.
 - [Knowledge Base Article](#)
- Branding Bookmarklet
 - Legacy tool - can still be used
 - [Knowledge Base Article](#)

Editing Your Branding Files

- Branding Files
 - build.XSLT - structure
 - build.css - styles
- You can access these files through the Files area
 - Database > Files [under Configurations]
- You can edit these files in the Branding Editor
 - Database > Branding Editor [under Branding]
- [Knowledge Base Article](#)

slate

NewSavePreview | UploadImport CurrentPublish Changes | Exit

Files
build.css
build.xslt
build-fonts.css
cancel2.png
ok2.png
undefined

build.css
1 a, body, div.cr, footer.cr, h1, h2, h3, h4.cr, header.cr, html, iframe.cr, img.cr, li.cr, nav.cr, p.cr,
2 margin: 0px;
3 padding: 0px;
4 border: 0px;
5 outline: 0px;
6 vertical-align: baseline;
7 background: 0px 0px;
8 }
9 body {
10 font-size: 1em;
11 font-family: Helvetica-W01-Light, Arial, Helvetica, sans-serif;
12 }
13 #content h1 {
14 font-family: Avenir-LT-W01_85-Heavy1475544;
15 }
16 #content h2, #content h3, #content h4 {
17 font-family: Avenir-LT-W01_35-Light1475496;
18 }
19 ul.cr {
20 list-style: none;
21 }
22 a, a:link, a:visited {
23 cursor: pointer;
24 text-decoration: none;
25 }
26 body, html {
27 height: 100%;
28 }

CSS Versioning

- When editing any files within “Files” or the Branding Editor, changes will not be seen immediately because your computer will cache the version of the file that it has already seen.
- To force an update, you need to add a version parameter to the end of the link where it is being referenced:

?v=yyyyMMddhhmmss

- Find version number using this query:
 - Suitcase ID: 039cc9e3-ec95-4b9f-8ab3-7533eb09cdc4:usr
- [Branding Knowledge Base Article](#)
- [Query String Parameters Knowledge Base Article](#)

```
<link href="https://admin.underscorehighered.com/shared/build.css?v=20230101080030" rel="stylesheet" />
```

2

Custom Branding

Ways to Differentiate from your Default Branding

- Conditional Branding
 - [Knowledge Base Article](#)
- Custom CSS
 - Portals
 - Forms
 - Mailings

Example CSS

```
button {  
  background-color: #e6bb44 !important;  
  color: #000 !important;  
}
```

Wednesday, January 25, 2023 at 3:00 PM until 3:50 PM Eastern Standard Time

First Name

Monica



Last Name

Brazil

Email

mbrazil@carnegiehighered.com

Notes

Submit

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Notes

Submit

Aligning Communications

Email Templates

- Start with one main institutional template.
- Next: templates for different use cases.
- Knowledge Base Article

Dynamic Content Blocks

- Standardize language used in mailings, forms, and portals.
- Utilize liquid markup, merge fields and other content blocks.
- Knowledge Base Article

Inbox Snippets

- Standardize language used in your inbox communications.
- Knowledge Base Article

Steps

1.

ADDRESS
DEFAULT
BRANDING

2.

CUSTOM
BRANDING AND
EXCEPTIONS

3.

TEMPLATES,
CONTENT BLOCKS,
AND MORE.

Best Practice Tips

- + Remove side navigation bars.
- + Remove features that depend on JavaScript.
- + Remove search boxes.
- + Remove embedded forms.
- + Test heavily, and utilize your Slate Test environment.

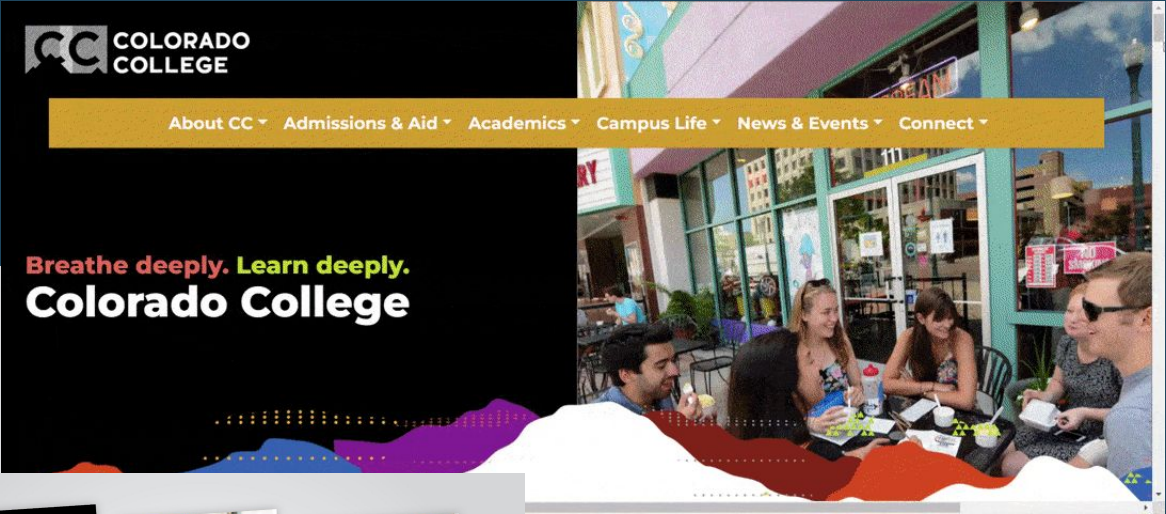
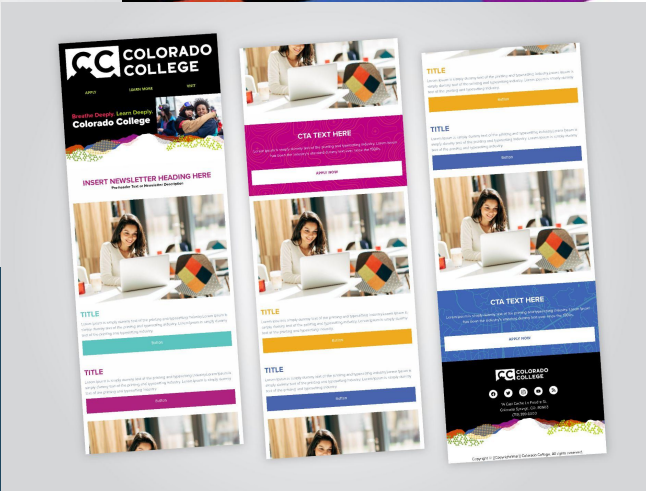
3

What it Looks Like

Case Study: Colorado College

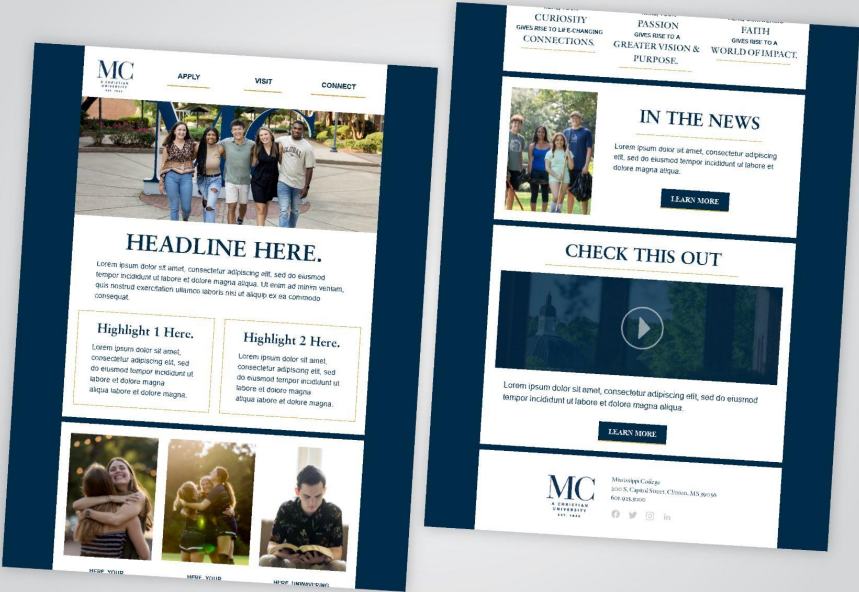


Email Newsletters



Search Portal

Case Study: Mississippi College



Email Newsletter

Email Template



Print Mailer

[Slate Creative Portfolio](#)

4

Questions + Answers

Resources

Dive Deeper

Start with: [Branding in Slate](#)

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Learn More

[Getting Started with CSS](#)
[Introduction to HTML](#)

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Explore

[Partner with Carnegie](#)



Thank You!



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