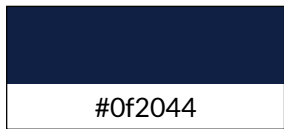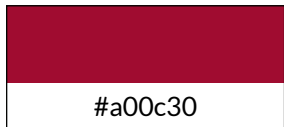# ESPORTS DIGITAL CERTIFICATE | Course Style Guide

Colors

The Esports courses use UNCG Brand colors. All courses use the primary color, while each course has a different secondary color. Secondary colors can be used in all courses for things such as infographics. The accent color can also be used in graphics if more colors are needed. The font color should be the main color used for text. Other colors may be used for small sections of text, such as headlines, links, pull quotes, etc.

Primary Color

#0f2044

Secondary Colors

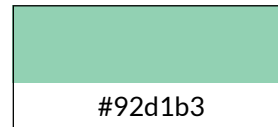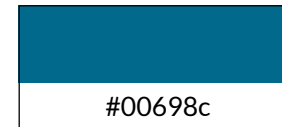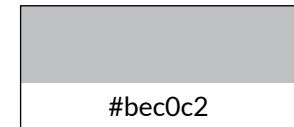| #a00c30	#a59c87	#4fc2bf	#92d1b3	#00698c	#bec0c2
Esports Ecosystems: Past, Present, and Beyond Gaming	Athletic Content and Viewer Engagement	Hype, Sponsorship, and Engagement	Esports Team and the Details	Tournaments: Design to Execution	Money, Money, Money: The Revenue Strategy

Accent Color

#ffb71b

Font Color

#000000

Icons

There are ten icons available for use in Canvas.

⠿	**Goals or Objectives**
✓	**To do**
▤	**Assignment or Activity**
▣	**Reading**
💬	**Discussion**
📺	**Video**
🔊	**Audio Clip**
🔍	**Case Study**
▦	**Schedule or Due Dates**
❓	**Question**

Fonts

These fonts can be used in PDFs, Google Slides, videos, or any other material needed for Esports courses.

Sofia Pro
headings and subheadings
Download Sofia Pro

Lato
body copy
Download Lato

Headings

H1 is used for the title of a page or article. There should only be one h1 per page.

H2, h3, h4, and so on can be used as many times as needed per page or article. Be sure to structure headers hierarchically.

Icons should be paired with h2 headings. To style an h2 with an icon, add the following line of code in the HTML editor for the Canvas page, changing the img id, src, data-api-endpoint , and heading text (highlighted in red) based on the icon being used.

```
<div style="background-color: #0f2044; width: 100%; color: #ffffff; padding: 5px 0px 8px 10px;">
   <h2>
      <img id="ID" style="position: relative; top: -3px; max-width: 39;" role="presentation"
      src="URL" alt="" width="39" height="37" data-api-endpoint="URL" data-api-returntype="File">
      Heading Text Here
   </h2>
</div>
```

Here's an example of how this would look:

⠿ **Getting Started**

Banner Images

The Esports courses use photos related to the course content with a #0f2044 overlay ("hard light" setting in Adobe Photoshop or Illustrator) for banner images. Banner images also contain a pixelated gradient in the accent color for the course.

Additional graphics should have an 8 bit pixel art style, reminiscent of retro video games (see Canvas icons).

Banner images for Canvas should be 1102 x 300 pixels.

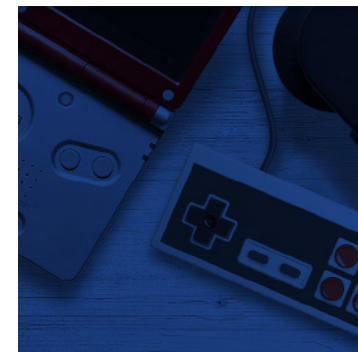Example banner images:

Example progress bar:

Module Cards

The home page of each course contains small images that link to each module. Add the following line of code for each module card, changing the title, href, data-api-endpoint, src, alt, and module title (highlighted in red), based on the module being linked.

```
<a title="Module Title" href="URL" data-api-
endpoint="URL" data-api-returntype="Module">
    <span style="display: table-cell;vertical-
    align: middle;text-align: center;padding:
    5px;width: 177px;">
        <img style="display: block; margin-
        left: auto; margin-right: auto; max-
        width: 177px;" src="URL" alt="alt
        text" width="177" height="177"
        data-api-endpoint="URL" data-api-
        returntype="File">
        Module Title
    </span>
</a>
```

Here's an example of how this would look:

Unit 1:
History of Esports

Horizontal Rules

Horizontal rules are lines that can be used to break up the text of a Canvas page. They help organize the content and add more visual interest to an otherwise text-heavy page.

Do:
- Separate paragraphs or sections that cover different topics by placing horizontal rules between them.
- Use horizontal rules to break up long pages with a lot of text.
- Be consistent, but don't overuse them. For example, use horizontal rules between h2 sections but not between h3 sections. Too many lines on a page could be visually distracting.

Don't:
- Use horizontal rules immediately before or after graphics such as banner images or sections with a background color. Those elements already create visual separation between sections.
- Use horizontal rules at the very bottom of a page. Canvas has a default divider line at the bottom of pages.
- Use a horizontal rule if it doesn't serve a purpose. If you're unsure, leave it out.

Horizontal rules should be 1 or 2 pixels thick. They should be either the primary color for the course or one of the secondary colors. If the horizontal rule serves a purpose other than decoration, be sure that the chosen color adequately contrasts with the white background by using [WebAIM's Color Contrast Checker](#).

To insert a horizontal rule, add the following line of code in the HTML editor for the Canvas page, changing the pixel number and hexidecimal code to suit the course design.

```
<hr style="border-top: 2px solid #a00c30;" />
```

This line of code would render like this:

Other Graphics

Level Up graphics should be 400 pixels wide and centered horizontally on the page.

Use the single star at the end of modules:

Use the three starts at the end of a course: