



How to Apply
Custom Branding to
a NovoEd Course

Course Brand Guide



Course Brand Guide

Purpose

This branding guide details the features within a NovoEd course that you can customize to your branding style.

This guide does not cover institution-level branding, so please talk to your Customer Success Manager about those options.

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01 Course Brand Guide

Overview



Course Branding Benefits

Custom branding is a valuable opportunity to not only give the course a consistent look and feel, but also accelerate outcomes beneficial to your organization.

People engage with information deeply and are empowered to apply new knowledge to behavior when learning feels personalized, connected, and purposeful. In addition to reinforcing a collective goal and encouraging a social-collaborative mindset, infusing your brand into course material nurtures the culture of learning that will keep your team high-performing and nimble.

We encourage you to take advantage of as many opportunities as you can to implement custom branding in your course—your learners will benefit from an optimized learning environment and your organization will reap the benefits!

Opportunities & Limitations

The NovoEd platform is designed to enable many customizable opportunities for course builders to drive branding and company culture. With relatively few limitations, The NovoEd engine connects learning to purpose holistically, comprehensively, and intuitively.

Below are the 3 categories of customizations that will be explored in this guide.



COURSE CUSTOMIZATIONS

Course customizations are primarily structural. They establish an overarching course visual identity while unifying institutional branding and core learning goals.



LESSON CUSTOMIZATIONS

Customizations within lesson pages are more granular in nature, offering opportunities within components to infuse company branding and reinforce community as learners engage deeply with content.

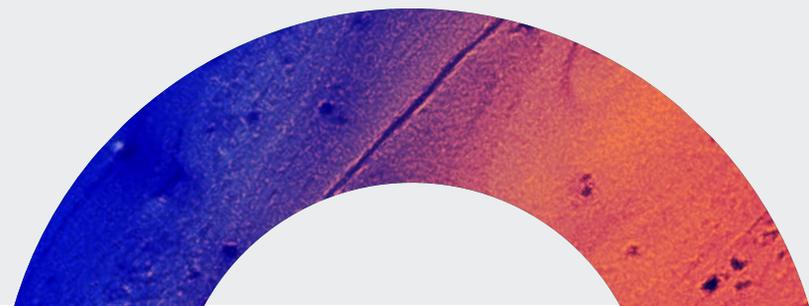


ADDITIONAL CUSTOMIZATIONS

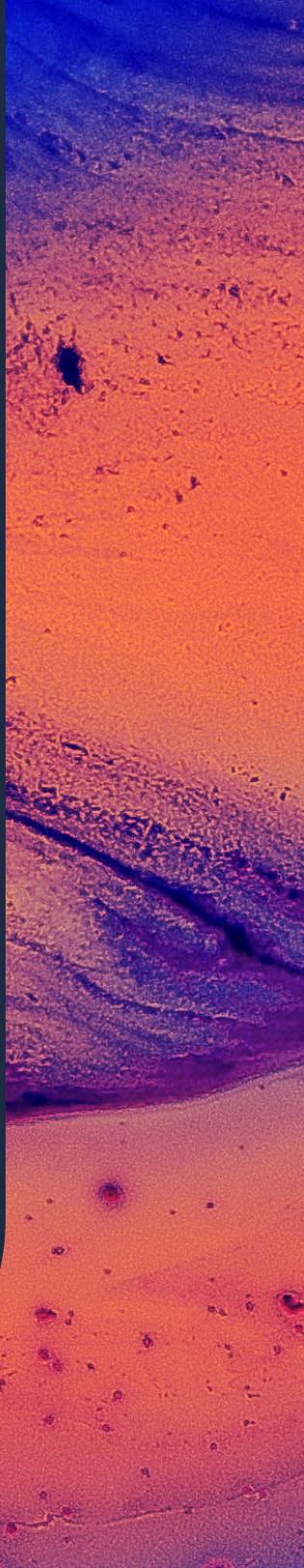
This section covers the customizations that are not course OR lesson specific (general or apply to both), plus opportunities that are not enabled natively by platform functions, but can be incorporated with ease.

Customization Limitations

- ✗ Our platform uses one default font Open Sans (in certain fields/components, there is the option to select from 6 preset text sizes).
- ✗ Main Call to Action (CTA) buttons (the mark as done, enter course, resume learning, and submit buttons) will all be blue.
- ✗ The activity header and the icons above activity components will be NovoEd blue (Read, Submit, Take, Watch). The use of NovoEd blue across standard elements is intentional.
- ✗ The Novoed favicon in the bottom left corner cannot be removed.
- ✗ The layout of the Learner Dashboard is not customizable.
- ✗ The tabs that appear on the course homepage are default (Course Outline, To-Dos, Points).
- ✗ Linked text will be NovoEd blue.
- ✗ Page backgrounds are white and the margins are standardized - neither can be customized.
- ✗ The maximum width of the text block is always 800px.
- ✗ There are limited color options in the text with image templates and the simple text editor.



References & Best Practices



Asset Recommendations

The component pages will indicate any special instructions, but this page can be used as a general reference for **understanding consistent parameters of the NovoEd platform and how to prepare assets to perform optimally.**

RECOMMENDED DIMENSIONS

UNDERSTANDING RESPONSIVENESS & CROPPING BEHAVIOR

Keep in Mind

The asset sizes suggested in this guide give you the best starting point to optimize each component to display your image in the way you intend. Where relevant, we've also included notes about how an image will crop or resize under different conditions.

FILE SIZE RECOMMENDATIONS

Some of our components have file size limits and others do not. The components with size limits are defined throughout this guide. Even for components without size limits, **consider keeping your file sizes small to optimize image load times for users with lower bandwidth.**

SUPPORTED MEDIA FILE TYPES

- Unless otherwise specified on component pages, you may use any listed file type listed under each media type.
- With that said, there are advantages to using certain file types, particularly for image components (most common media type).

OTHER MEDIA TYPES:

VIDEOS .mp4, .mpeg, .mov

SPREADSHEETS .xlsm, .xlsx, .xlam

PRESENTATIONS .pptx

AUDIOS .mp3, .m4a

DOCUMENTS .pdf, .docx, .txt

IMAGE FILE FORMAT RECOMMENDATIONS

.JPG Ideal format for photographs, does not support transparent background

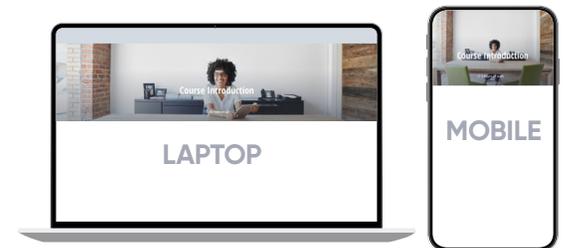
.PNG Supports transparent background. Ideal for logos, but larger file size than .jpg

.GIF Supports animation and transparent background, but larger file size than .png

.SVG Supports transparent background and sharper than .png, ideal format for images that include text

WHAT IS RESPONSIVENESS?

NovoEd pages are responsive, which means that they'll automatically be optimized for each individual user's screen resolution and window size to provide the best viewing experiences for our users, as shown in the example below.



We never stretch images to make them fit a component. Instead, if you upload an image that is a different size ratio than the image space of a component, it will be automatically cropped to the center (if it's too big) or displayed with white space (if it's too small).

Best Practices & Considerations



TITLE CONSISTENCY

Decide on a standard format for titles and use it consistently throughout the course. Consider whether you want to use title case vs. sentence case. Decide whether your titles will list topics, describe activity types, or follow another specific format. For example:

"Read: Course Branding Guidelines" **vs.** "Course Branding Guidelines"

TIME ESTIMATE ON EACH PAGE

You can list a time estimate for each page, or choose to leave it out. Either way, decide on a standard and use it consistently.

INCLUDING TRANSCRIPTS

For accessibility, consider including downloadable transcripts with each of your videos.

NAMING COMPONENTS

By default, activity components show their generic name, such as "Survey," "Quiz," etc. Click the generic title on the lesson page to customize it to something unique to that activity. Like your titles, pick a standard naming convention for activity components and stick to it. This organization will help you later when you're studying course data!

WHEN IN DOUBT... Email our Support team at hello@novoad.com or reach out to your **Customer Success Manager!**

03 Course Brand Guide

Course Customizations



Course Homepage Header

DESCRIPTION & LOCATION



Banner image OR color that contains your course title and optional overlaid course logo.



The homepage header appears on the top of your course outline.

Course Title & Logo

You can set your course title in black or white text, and upload a course-level logo image (3 size options).



RECOMMENDED DIMENSIONS

BANNER IMAGE

For pages in a web browser, we recommend a banner with a 5:1 ratio. To best accommodate all screen sizes and mobile views, we recommend using a banner image sized **2000 x 1350px**.

Note: Our header images are responsive and will be center-cropped to only show a portion of the full image.

COURSE LEVEL LOGO (OPTIONAL)

Small: 120 x 120px | Medium: 160 x 160px | Large: 200 x 200px



FILE SPECIFICATIONS

BANNER IMAGE

File format: .png, .jpg, .svg, or .gif

File size: Below 1 MB recommended for faster load times

COURSE LEVEL LOGO (OPTIONAL)

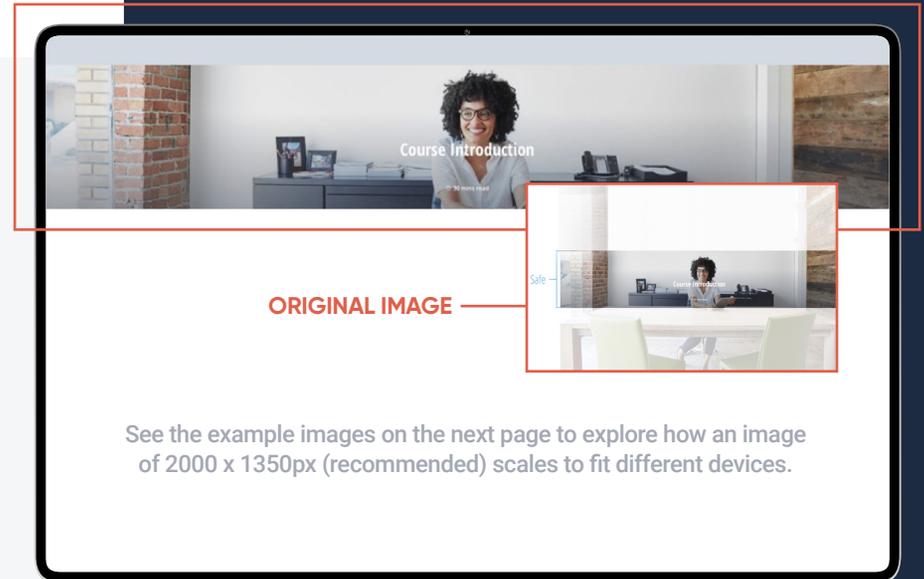
File format: .png, .tiff, .gif (support transparent background) or .jpg

File size: Up to 5MB



INSTRUCTIONS

Read: [How to Set up Course Branding](#)



See the example images on the next page to explore how an image of 2000 x 1350px (recommended) scales to fit different devices.



OTHER CONSIDERATIONS

- Abstract images tend to be safe choices with variable cropping considered, but we always recommend using a decorative or abstract image without text.
- There will be a light gradient black mask put on top of the image to ensure the readability of the course title. Your uploaded image will appear a little bit darker than the original image.

We recommend resizing your browser to different screen sizes to test how the image responds.

Course Homepage Header Examples

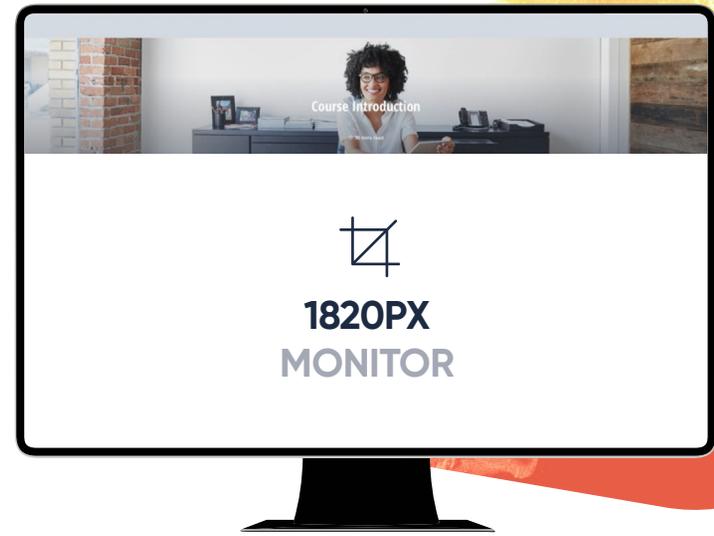


REMINDER

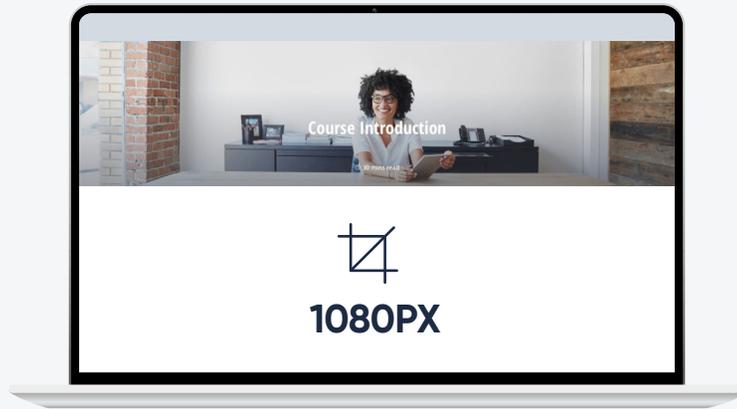
To best accommodate all screen sizes and mobile views, we recommend using a banner image sized **2000 x 350px**.

The below examples show how an image of this size scales to fit different devices.

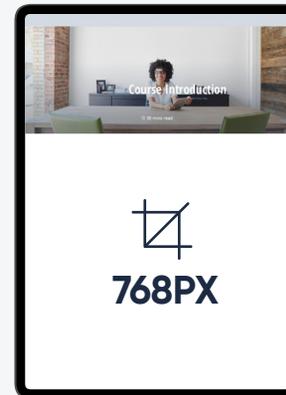
The section following the examples illustrates how a header graphic might look if incorporating an optional Course Level Logo.



LAPTOP



TABLET



MOBILE



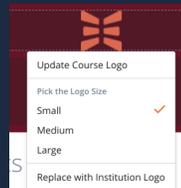
SMALL MOBILE



OPTIONAL COURSE LEVEL LOGO

You can add a course logo from anywhere in the course: Wrench Icon > Basics. Note: the graphic would scale across devices in the same way as the below examples.

Tutorial: [How to Set up Course Branding](#)



COLOR BACKGROUND + LOGO



IMAGE BACKGROUND + LOGO

Course Cover Image

DESCRIPTION & LOCATION



Image that represents the course, used by learners to navigate smoothly from one course to another, without disrupting the learning experience by returning to their dashboard.



This image appears in two different spots with two different dimensions:

- 1) On the left-hand navigation menu (primary)
- 2) My Dashboard



RECOMMENDED DIMENSIONS

NOTE:

The left-hand navigation menu is where learners will see this asset most often.

NAVIGATION MENU

Rectangle: 2:1 ratio

MY DASHBOARD

Rectangle: 3:1 ratio (responsive based on screen size)

Tip: To accommodate both assets, use a **wide 3:1 aspect ratio with a minimum height of 300px** that has the important part of the image centered.



FILE SPECIFICATIONS

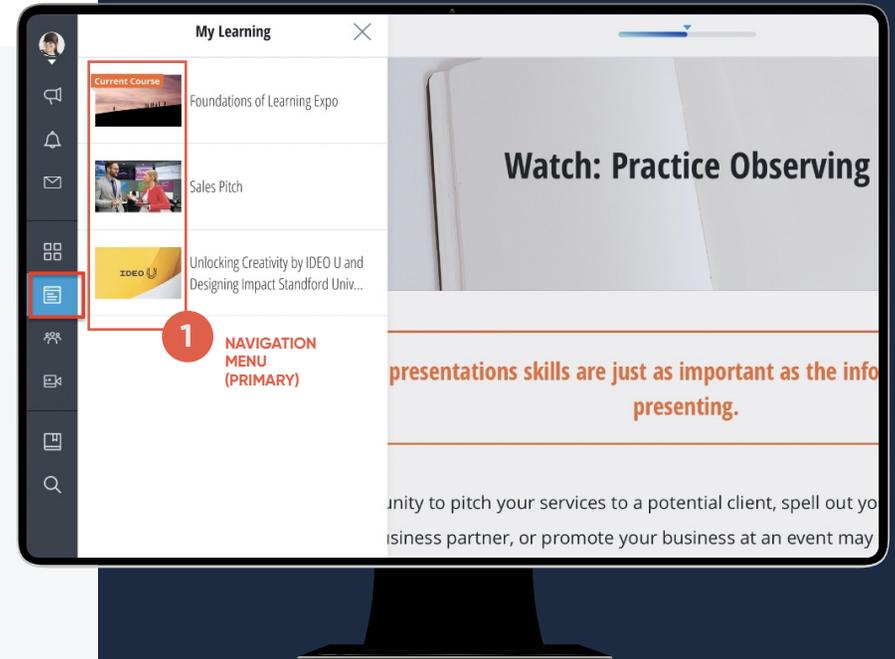
File format: .png, .jpg, or .gif

File size: Below 1 MB recommended for faster load times (max 5MB)



INSTRUCTIONS

Read: [How to Set Up a Cover Picture](#)



OTHER CONSIDERATIONS

The image will be cropped to the center to accommodate different devices

>>> YOU CAN USE A TEMPLATE

[Download a PowerPoint Template to get you started](#)

Course Email Header

DESCRIPTION & LOCATION



Header image incorporated in all of your emails from NovoEd to learners and admins of a course.



The email header template appears as the top portion of an embedded email for the course.

Design Options

The most common practice is using a company logo image (with a transparent background) placed on top of a color bar customized with HTML. However, some people prefer to use an image as the header.



RECOMMENDED DIMENSIONS

We recommend **50px** tall, but height can be customized using HTML.

Note: The scaling of the image depends on the recipient's email platform. The desktop version of MS Outlook does not render image size.



FILE SPECIFICATIONS

File format: .png, .gif (transparent background)

Note: We will add the background color with HTML according to the HEX code you supply. We also recommend that there is very little padding around the image in the original file.

File size: No maximum file size



INSTRUCTIONS

Read: [How to Set up Course Branding](#)

Logo with transparent background placed on top of color bar (specified by HEX color code)



Hi, Nicole,

While the course is now over, feel free to explore the content, discussions, and great submissions we've received during the live weeks of the course.

[Get Started](#)

The permanent course link you should bookmark is <https://support.novoed.com/#!/courses/ixd-17-copy/home>

Please [sign in here](#) using the email USER_EMAIL and password PASSWORD.

You can change your password after sign in [here](#).

Sincerely,

Your NovoEd Learning Experience Team

Image header example



OTHER RECOMMENDATIONS

We recommend emailing our Support team at hello@novoed.com or [working with your CSM](#) to set it up.

Course Onboarding Message

DESCRIPTION & LOCATION



The Onboarding Message is the first messaging learners will receive once they log into the course. Therefore, it serves as another opportunity to apply custom branding in the form of media and colors.



The Onboarding Message appears on the course homepage above the course outline upon a learner's first course homepage visit. Subsequently, it moves beneath the course outline.



FILE SPECIFICATIONS

File format: Asset specifications below

IMAGES

.png, .jpg, .gif

VIDEOS

.mp4, .mpeg, .mov

DOCUMENTS

.pdf, .docx, .txt

SPREADSHEETS

.xism, .xlsx, .xlsm

PRESENTATIONS

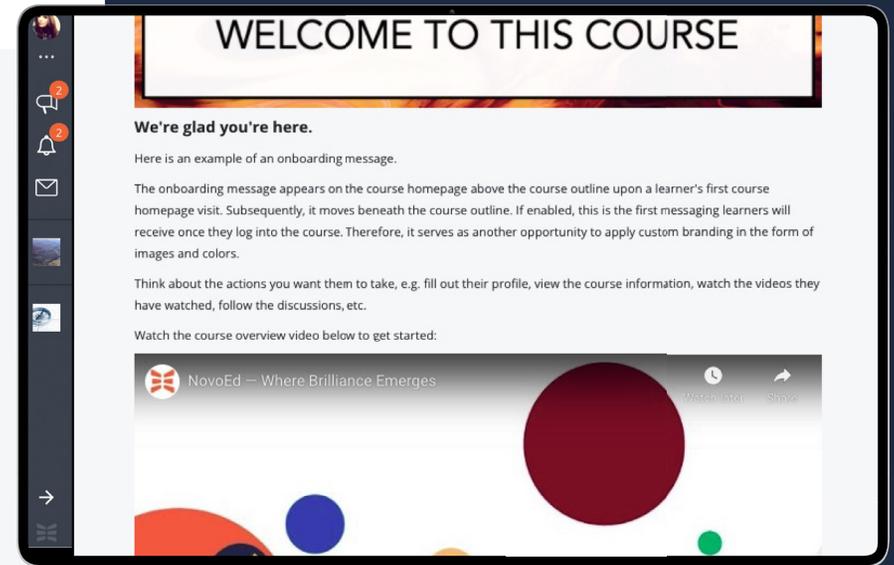
.pptx

File size: Up to 50MB



INSTRUCTIONS

Read: [Customizing Your Onboarding Message](#)



OTHER CONSIDERATIONS

You can upload media from your computer (less than 50MB) or upload media using a public link.

Note: You may customize further using HTML if you are familiar, but we don't typically recommend this.

Here are the list of tags and attributes you can use with this editor:

table, td, th, div, ul, li, ol, h1, h2, h3, href, title, class, id, name, style, span, width, src, height, type, allowfullscreen, align, alt, colspan, rowspan, text-align, padding, margin, scrolling, frameborder, sandbox, webkitallowfullscreen, mozallowfullscreen

Course Statement of Accomplishment

DESCRIPTION & LOCATION



Learners receive this certificate upon completion of a course or Learning Journey. The Statement of Accomplishment is an optional feature.



Learners receive the certificate linked from the homepage and have the option to download it and share it on social media.



RECOMMENDED DIMENSIONS

8.5 x 11 inches in either portrait or landscape.



FILE SPECIFICATIONS

File format: .png

File size: No maximum file size



INSTRUCTIONS

Read: [Statement of Accomplishment Set Up](#)

CERTIFICATE OF COMPLETION

This certificate is awarded to

Amberly Santana

for successfully completing

Learning Experience Design: From Ideas to Impact

Given on this day

MARCH 10, 2022



www.novoed.com



OTHER CONSIDERATIONS

The suggested method is to create the statement/certificate as a PowerPoint slide in 4:3 ratio. Leave blank space for the learner's name and the date and the platform will add those in automatically.

We recommend sending the file to our helpdesk at hello@novoed.com to set it up rather than trying to set up the statement independently.

04 Course Brand Guide

Lesson Customizations



Lesson Page Header

DESCRIPTION & LOCATION



Banner image, GIF, OR color that contains the lesson title.

The default, built-in lesson header also contains an optional field to input a time estimate to complete the material.



The lesson page header appears at the top of each lesson page in your course.

Same Specifications as Course Homepage Header

Please refer to [Page 12](#) for comprehensive examples (disregard references to course logo).

You can hide the lesson header completely and either not have one or upload an image directly to the lesson page (full-screen width) or use a text with image background.

Some people like to do this because it gives them more branding options. The course menu/outline will still pull the title text and time estimate from the hidden header, but the time estimate will no longer show at the top of your lesson page.



RECOMMENDED DIMENSIONS

For pages in a web browser, we recommend a banner with a **5:1 ratio**.

To best accommodate all screen sizes and mobile views, we recommend using a banner image sized **2000 x 1350px**.

Note: Our header images are responsive and will be center-cropped to only show a portion of the full image. The edges will be cropped when the left hand navigation menu is open.



FILE SPECIFICATIONS

File format: .png, .jpg, .gif, or .svg

File size: Below 1 MB recommended for faster load times

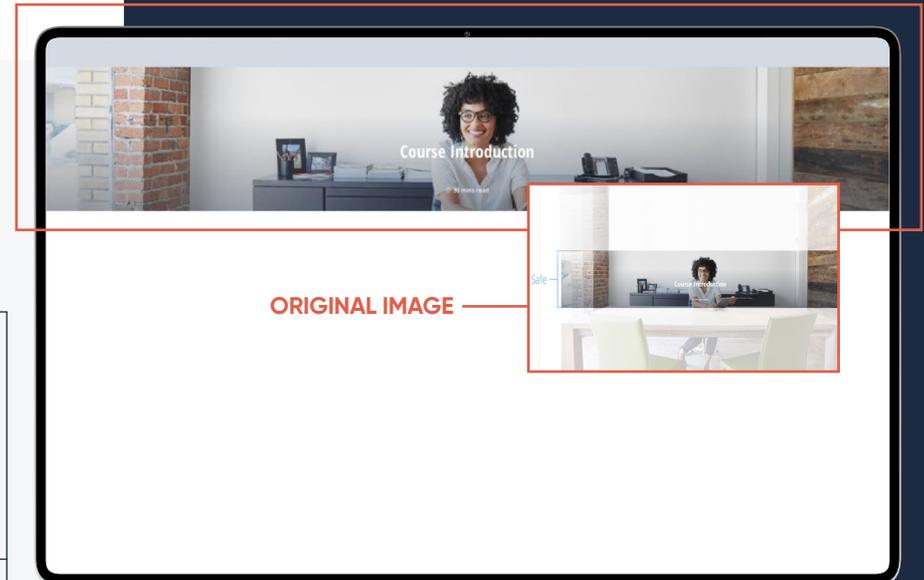
Note: You can use animated gifs in headers as well (but note that large files may load slowly)



INSTRUCTIONS

Read: [How to Edit Lesson Page](#)

[How to Set up Course Branding](#)



OTHER CONSIDERATIONS

- Abstract images tend to be safe choices with variable cropping considered, but we always recommend putting text and important parts of the image in the center regardless of image type so that they do not get cut off.
- There will be a light gradient black mask put on top of the image to ensure the readability of the course title. Your uploaded image will appear a little bit darker than the original image.

We recommend resizing your browser to different screen sizes to test how the image responds.

When Card View is enabled, the lesson header image or color will be used on the cards unless overridden (See Card View Images on the next page).

Lesson Card View Images

DESCRIPTION & LOCATION



Card view is an alternative to the default course outline view that includes a “card” image to represent each lesson. Learners often prefer this visual outline format, though it is less condensed than the standard outline view.



Card view images appear on the course homepage.

Default & Override

By default, the card view image will display the color or image used in the lesson page header. **You can override the default card view image in the course outline.**



RECOMMENDED DIMENSIONS

IF OVERRIDING THE LESSON HEADER DEFAULT

512 x 320px

Note: The image centers and crops to fit.



FILE SPECIFICATIONS

BANNER IMAGE

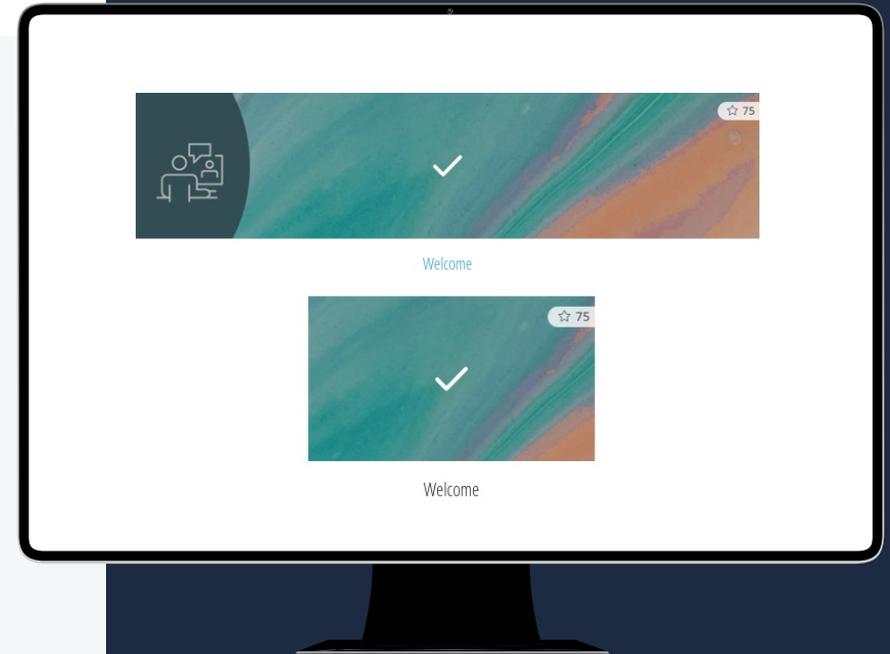
File format: .jpg, .png, .gif, or .svg

File size: No maximum file size



INSTRUCTIONS

Read: [How to Enable Cardview from the Course Outline](#)
[Card View Ideas \(PDF\)](#)



OTHER CONSIDERATIONS

- If you edit the card view image from the course outline, the card view image will be disconnected from the lesson header image. From then on, you will have to edit the card view image from the course outline.

>>> YOU CAN USE A TEMPLATE

[Download a PowerPoint Template to get you started](#)

Lesson Accordions

DESCRIPTION & LOCATION



Accordions are expandable horizontal menus that give an “interactive” feel with the ability to expand or collapse content.



Accordions can be added throughout lessons to help break up content in a large lesson.

Template Options

Each accordion style allows for further customization/ styling based on the selected template such as text color or background color.



RECOMMENDED DIMENSIONS

ACCORDION STYLE 5

Accordion Style 5 enables course builders to either upload an image or select an icon from an icon library.

If an image is used, we recommend uploading a **130 x 130px** graphic.

Note: The image will be cropped to center in a square if dimensions fall outside of this.



FILE SPECIFICATIONS

ACCORDION STYLE 5 IMAGE

File format: .png, .jpg, .gif, or .svg

File size: No maximum file size



INSTRUCTIONS

Read: [Accordion Component](#)

[Learning Design Best Practices: Accordions](#)



OTHER CONSIDERATIONS

- If the title next to the image in Style 5 is long enough to change to 2 lines (not common), the image dimensions will get taller and no longer be square, as shown below.

We never stretch images, so it will just show more of the image. If the image is smaller than 65 x 65px in this case, it will be centered and displayed with a background color rather than stretched. This is part of why we recommend at least 130 x 130px images.



Lesson Title Styles

DESCRIPTION & LOCATION



A title is a header within a lesson page. There are 3 different title styles to choose from.



Titles help structure different topics within a lesson and are followed by relevant lesson content.

Template Options

You can customize the look and feel of each style. For **Title Style 3**, you can choose from a library of icons that exists in NovoEd or upload your own images. See [Icon Library/Custom Icons](#) for more information.



RECOMMENDED DIMENSIONS

TITLE STYLE 3

130 x 130px (will be cropped to center in a square if the image falls outside of these dimensions).



FILE SPECIFICATIONS

TITLE STYLE 3

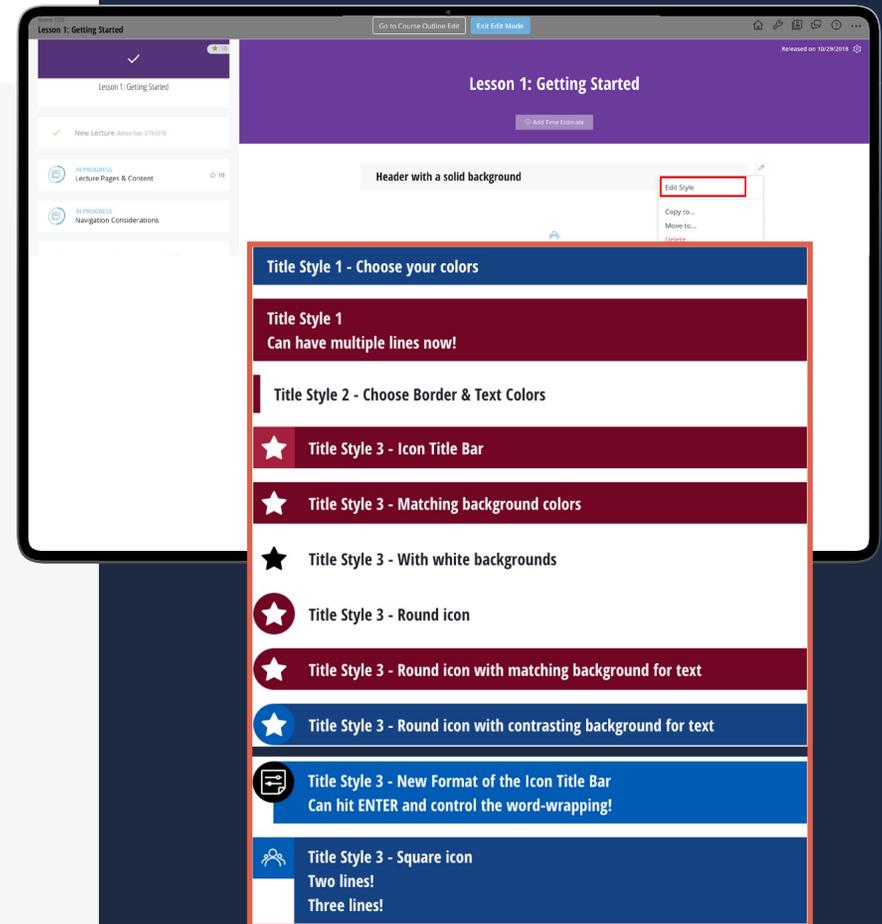
File format: .png or .jpg

File size: No maximum file size



INSTRUCTIONS

Read: [Titles](#)



OTHER CONSIDERATIONS

- Choose one or a few specific title styles early in your design process and then use them consistently throughout your course.
- Consider using full bar background colors to divide the page into distinct sections, and lighter or white backgrounds for lighter page organization.

Lesson Styled Links

DESCRIPTION & LOCATION



Styled links can be leveraged to draw the learner's attention to actions and resources and add visual appeal to a URL.



Styled links can be used on any URL.

Template Options

NovoEd provides two link styles. One of the style enables you to incorporate a small image.



RECOMMENDED DIMENSIONS

220 x 160px for desktop (will display slightly differently on mobile)



FILE SPECIFICATIONS

File format: .png, .jpg, .gif, or .svg

File size: Below 1 MB recommended for faster load times



INSTRUCTIONS

Read: [Styled Links](#)

STYLE 1: BUTTON

View Page



How to Apply Custom Branding
Using a Styled Link - 1



How to Apply Custom Branding
Using a Styled Link - 2



STYLE 2: COMPONENT WITH IMAGE



CUSTOMIZATIONS

- Choose the background color of the button
- Edit the text content
- Select from the NovoEd Icon Library and edit the icon color
Note: Custom icons are not available for the icon component, but you can upload an icon as the image on the right if desired.

Lesson Page Dividers

DESCRIPTION & LOCATION



NovoEd provides a simple line component that will span the width of the lesson page within the standard margins (800px). This can have a custom color and thickness. Alternatively, you may insert a thin image to use as a page divider.



Page Dividers can be used anywhere on a lesson page to break up content and are often used to indicate the end of a page.



RECOMMENDED DIMENSIONS

NovoEd offers a page divider component that enables customization for the thickness and the color. If you prefer to use an image as a section divider. Use a **2000px wide image** if you want something that can extend to full screen beyond the standard margins of a lesson page.



FILE SPECIFICATIONS

IMAGE DIVIDER

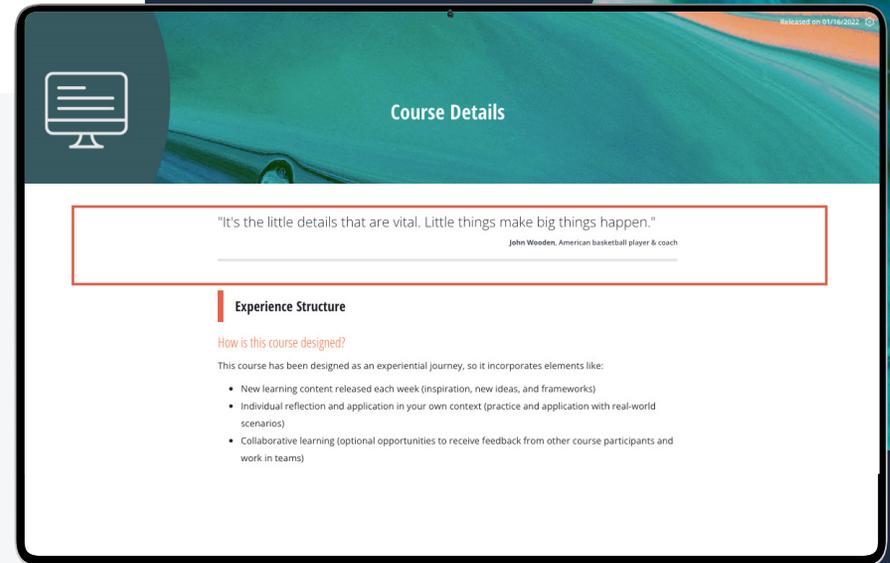
File format: .png, .jpg, or .gif

File size: Below 1 MB recommended for faster load times



INSTRUCTIONS

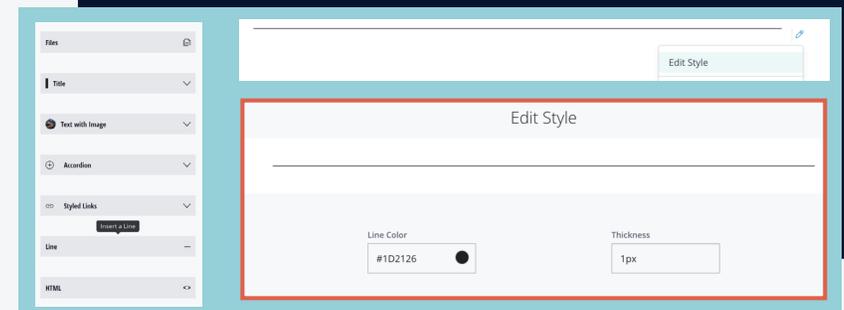
Read: [Section Divider](#)



CONSIDERATIONS FOR DIVIDER LINE (NOT IMAGE)



- You can use a thick white line to add space between components.
- Consider dividing sections with lines for clarity.
- Come up with a rule about when you do/don't use lines and use it consistently.
- Consider a unique footer line to mark the ends of pages.



Lesson

Text Editor & HTML Text Color

DESCRIPTION



In addition to basic Text field customizations, you can customize font color in an HTML field, beyond the basic menu of font colors available in the basic Text field.

Other HTML Opportunities

You can use other HTML tags in HTML fields as well, but this guide will not go into that.



```
<p class="froala-style-regular"><strong><span style="color: rgb(30, 159, 214);">Lorem  
Ipsum</span></strong> is simply dummy text of the printing and typesetting industry. Lorem  
Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown  
printer took a galley of type and scrambled it to make a type specimen book. It has survived  
not only five centuries, but also the leap into electronic typesetting, remaining  
essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets  
containing Lorem Ipsum passages, and more recently with desktop publishing software like  
Aldus PageMaker including versions of Lorem Ipsum.</p>
```

Supported Tags



INSTRUCTIONS

Read: [Text Editor and HTML Component](#)

CUSTOMIZATIONS IN BASIC TEXT EDITOR

Stylized text:

- Color
- Weight
- Italics
- Underline
- Size
- Position
- Hyperlink
- Bulleted or numbered list

Part-Based Course Template!

More of a repository of ideas for common page types for cohort-based courses (courses). Use it as an idea generator that leads to a universe full of possibilities.



HTML TEXT EXAMPLE



TIP

Change the text to one of the standard color choices, then go into **Edit in HTML view** to change the RGB code to the custom color you need.

Lesson Video Thumbnails (Custom)

DESCRIPTION & LOCATION



You can easily customize a video thumbnail (preview image) that displays before a video is played with a clearer image, one that represents the video better, and/or a custom designed image.



The custom video thumbnail will appear as a preview image on the video component, and next to the video in video playlists.

Default Behavior

When uploading a video file directly to NovoEd (as opposed to embedding a video using a weblink), a default frame or generic logo will appear as the video thumbnail unless you override it with a custom thumbnail.



RECOMMENDED DIMENSIONS

1600 x 900px



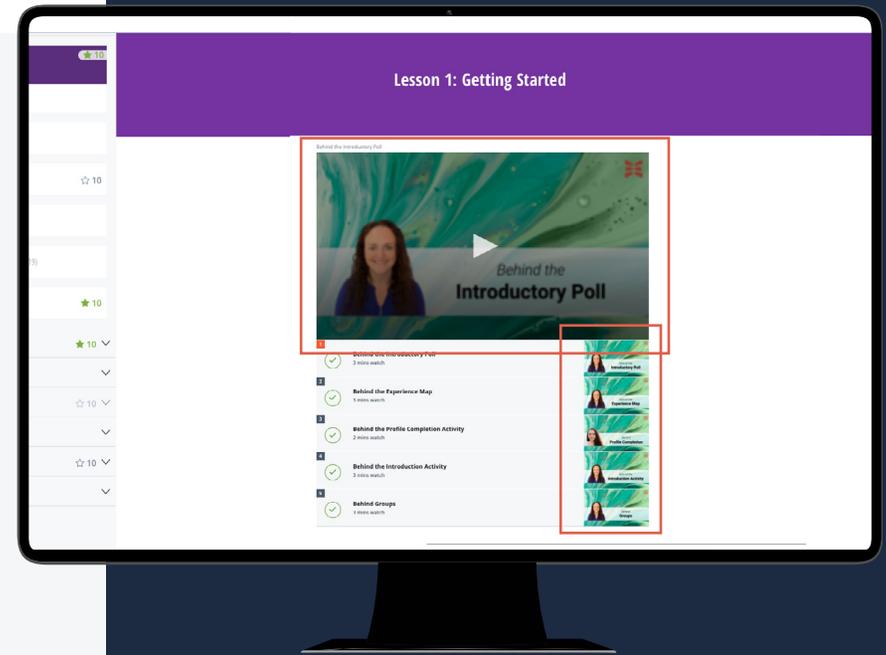
FILE SPECIFICATIONS

File format: .png, .jpg, .gif
File size: Up to 5MB



INSTRUCTIONS

Read: [How Do I Change the Video Thumbnail Image?](#)



TIP

- Take a screenshot of an image from the video you want to use for the thumbnail.



Additional Customizations



Additional Customizations

Group/Team Profile Images

DESCRIPTION & LOCATION



An icon to represent a newly formed group or team that supports personalized learner communities.



The Group/Team image appears on the left hand navigation menu once you're in a team, as well as on top of team discussion activities in a page and on the "Team formation" component once you've been added to the team.

Note

Groups and Teams are not always enabled in a course.



RECOMMENDED DIMENSIONS

We recommend using an image sized **200 x 200px**.

Note: Any image larger than 200 x 200px will crop to the center in a square



FILE SPECIFICATIONS

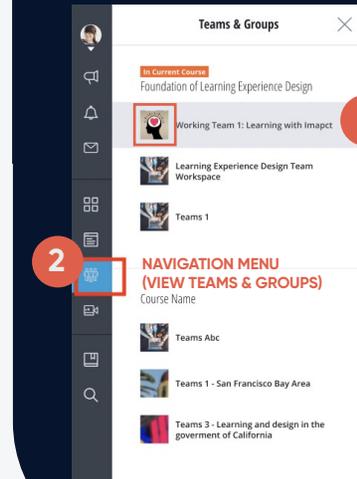
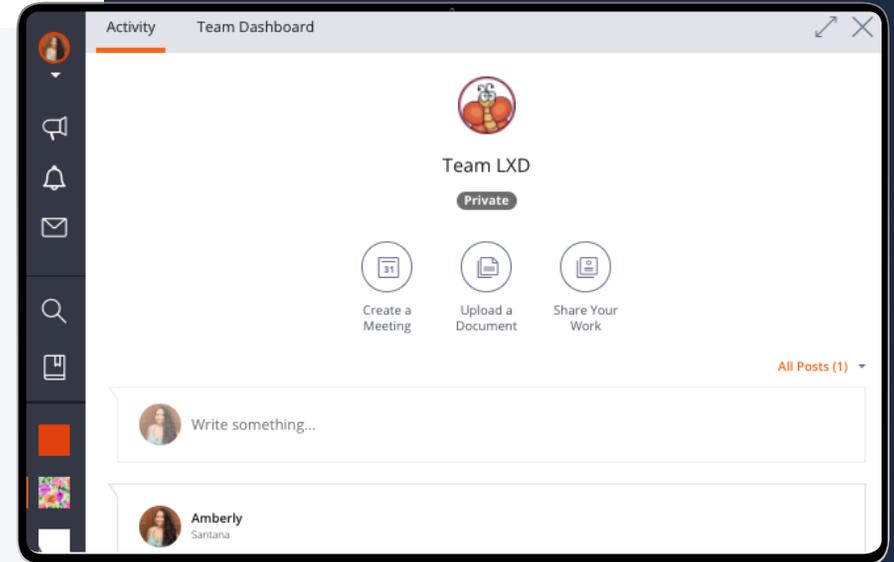
File format: .png, .jpg, or .gif

File size: No maximum file size



INSTRUCTIONS

Read: [Start a Group](#)



1 EXAMPLE GROUP/TEAM IMAGE IN MENU

OTHER CONSIDERATIONS

- By default, there's a flag icon in newly formed groups or teams that's meant to be customized.
- In addition to the group profile image, you can assign a tagline to

Additional Customizations Icon Library/Custom Icons

DESCRIPTION & LOCATION



NovoEd offers an icon library native to the platform and enables course builders to utilize custom icons. Icon usage depends on use-case.



You can either use the icon library or upload your own icons/images in Accordion Style 5 and Title Style 3. The icon library also appears in the styled link component, but you can't upload custom icons.

Icon Color

You can only customize the icon colors directly within NovoEd when using icons from the NovoEd icon library.



RECOMMENDED DIMENSIONS

130 x 130px



FILE SPECIFICATIONS

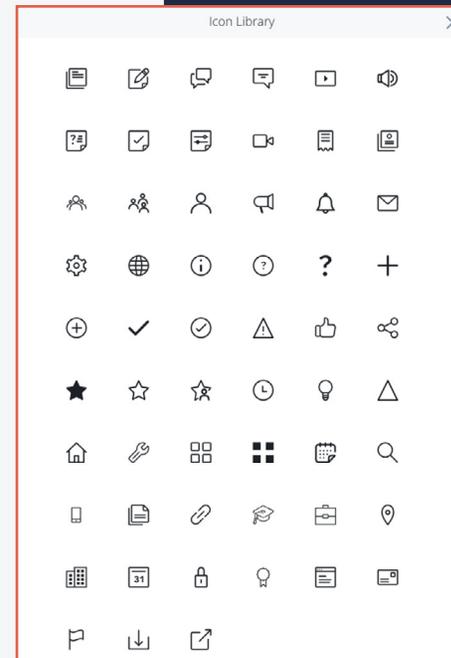
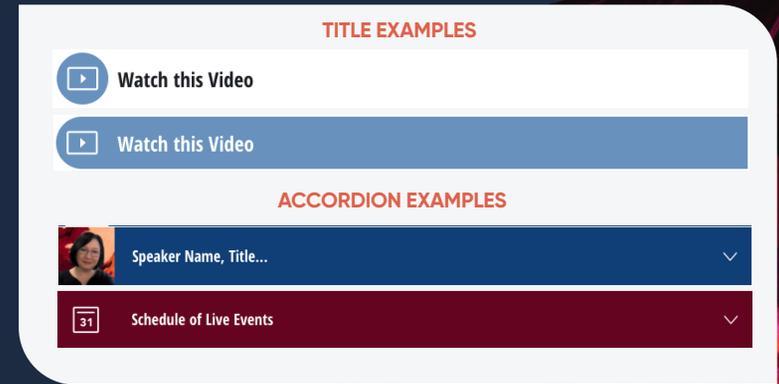
File format: .png, .jpg, .gif, or .svg

File size: No maximum file size



INSTRUCTIONS

Read: [Accordion Component \(see Style 5\)](#)



NOVOED ICON LIBRARY



>>> [REVIEW ACCORDION COMPONENT \(STYLE 5\)](#)

>>> [REVIEW TITLE STYLES \(STYLE 3\)](#)

>>> [REVIEW STYLED LINKS](#)

Additional Customizations

Graphics & Media in Discussions

DESCRIPTION & LOCATION



Within a discussion or assignment prompt, you can include images and media in addition to text to make your prompt more engaging and clear.



Discussions can appear throughout the course including in lesson pages and team workspaces.



RECOMMENDED DIMENSIONS

1340px width recommended.



FILE SPECIFICATIONS

File format: Asset specifications below

IMAGES

.png, .jpg, .gif

AUDIOS

.mp3, .m4a

SPREADSHEETS

.xls, .xlsx, .xlsm

VIDEOS

.mp4, .mpeg, .mov

DOCUMENTS

.pdf, .docx, .txt

PRESENTATIONS

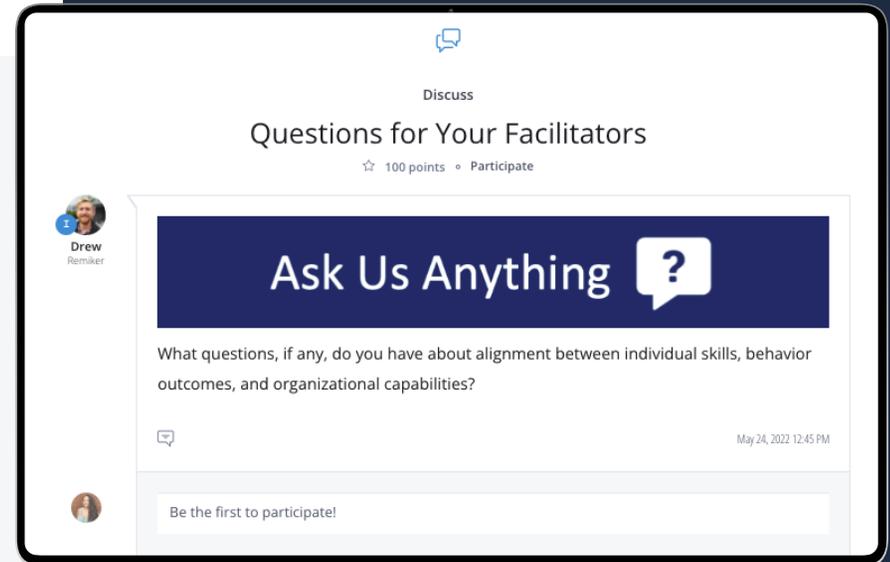
.pptx

File size: No maximum file size



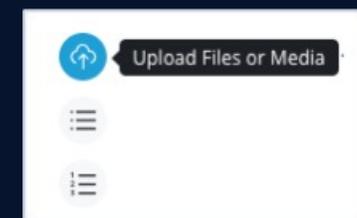
INSTRUCTIONS

Read: [How to Set up Discussions](#)



INSTRUCTIONS

When typing the body of your discussion starter or post, have your cursor where you want the item positioned, and then use the **Upload Files or Media** button on the left.



Additional Customizations

Manual Enhancements

DESCRIPTION & LOCATION



In addition to the native functions that enable customization across many features and components, additional branding enhancements can be implemented manually. This page will cover popular manual enhancements including:

- 1) Quote Boxes
- 2) Footers
- 3) Colored Border on Images

Colored Border on Images

Another small place to add your brand colors is by using your brand colors to create borders on images.



This cannot be done directly with NovoEd's editing tools, but must be created elsewhere and uploaded as an image. Additionally, colored borders are a great way to draw attention to shapes consistent with your brand.

Footers

NovoEd does not have a built in footer component, but many clients like to add a footer to the bottom of their pages using images or horizontal lines and text.



RECOMMENDED FORMAT

There are multiple methods to create a footer, so there are no specific recommended dimensions or file formats. Use a 2000px wide image if you want something that spans the whole page.

Quote Boxes

Quote boxes are a simple addition that help break up content, promote institutional values, spark inspiration, and make the learning experience more rewarding.

RECOMMENDED FORMAT

You can create custom images via an image component, use text with image components, or place quote text between 2 horizontal lines and style according to your preferences. See some examples below for inspiration!

"Design thinking is an approach to problem solving in which inspiration, ideation, and implementation occur not in sequence, but as a 'system of overlapping spaces.'"

- Tim Brown, IDEO President



"Great leaders are almost always great simplifiers, who can cut through argument, debate, and doubt to offer a solution everybody can understand."

- General Colin Powell



Refuse to attach a negative meaning to the word 'no.' View it as feedback. 'No' tells you to change your approach, create more value or try again later.

— Anthony Iannarino

Course Brand Guide

Conclusion

We encourage you to leverage the variety of custom branding opportunities explored in this guide when building your course on NovoEd.

For further information or recommendations about how to best implement custom course branding features, please do not hesitate to get in touch—we are eager to support you as you elevate your organizational learning with NovoEd!