

The University of Scranton

Website Style Guide

FONT USAGE

Arial Regular main nav subnav, information flyout, heads, content text

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz0123456789

Arial Bold main navigation buttons, subheads

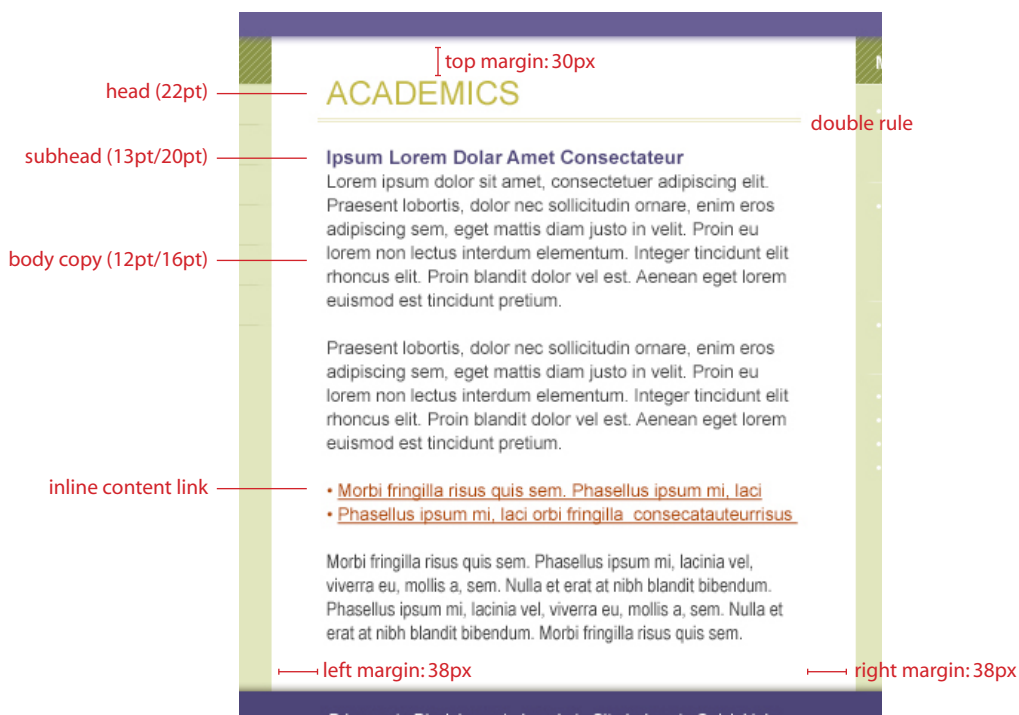
AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz0123456789

Georgia Regular left navigation, sidebar items

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRr SsTtUuVv
WwXxYyZz0123456789

PARAGRAPH SETTINGS

A typical content area consists of a head, subhead and body copy.



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COLOR PALETTE

	R-G-B	HEX CODE	USAGE
	59-52-100	3B3464	header/footer bars; content subheads
	85-76-131	554C83	main navigation rollover breadcrumb bar
	141-139-183	8D8BB7	main navigation bar
	215-209-224	D7D1E0	background with diagonal lines
	223-221-232	DFDDE8	over/on for main nav subnav items
	221-169-52	DDA934	"information for" flyout header
	240-232-182	F0E8B6	"information for" flyout background
	153-51-0	993300	inline content links
	99-17-70	631146	main nav subnav links
	218-224-176	DAE0B0	homepage "history" area sidebar background
	122-132-55	7A8437	sidebar headers
	51-51-51	333333	body copy text

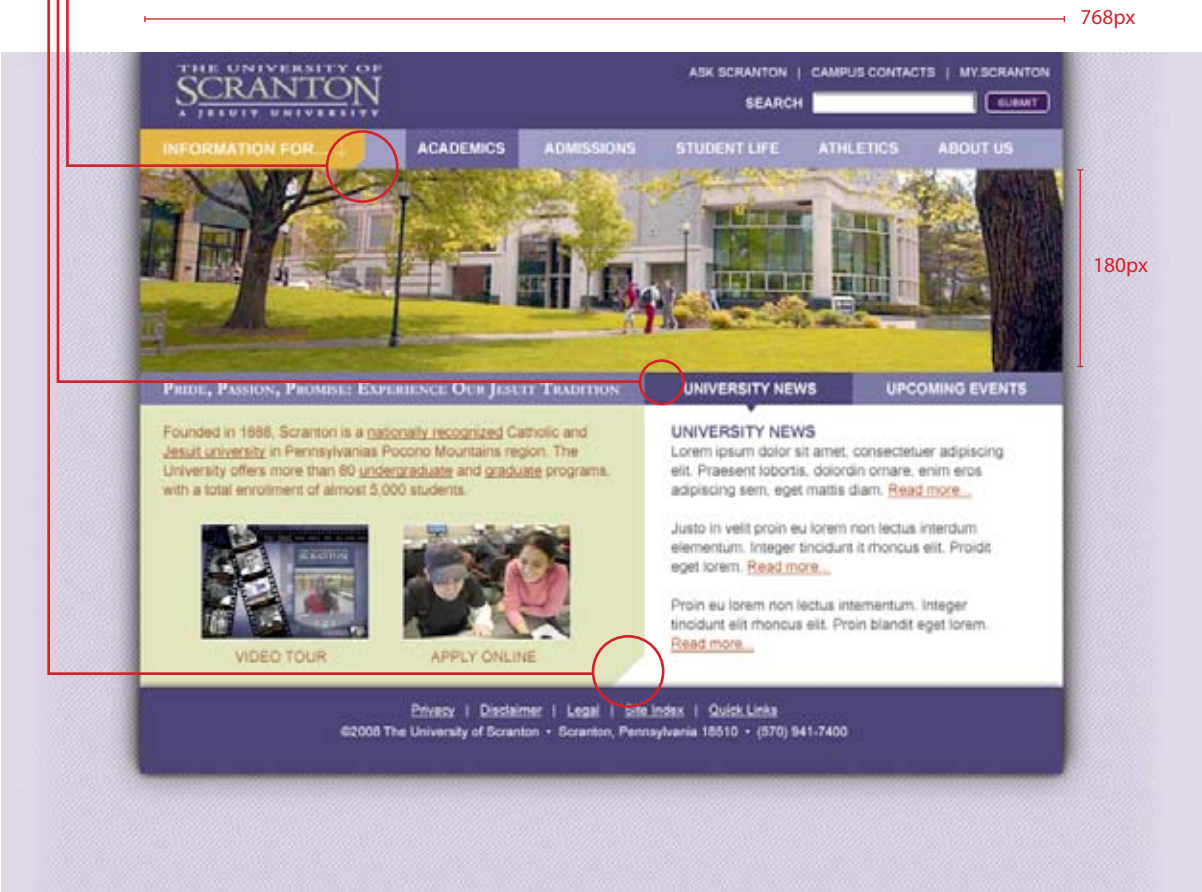
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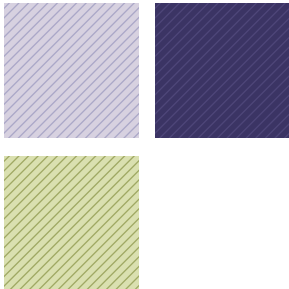
PHOTOGRAPHY

The primary visual focus on specific template pages is the photographic header. This area should remain a consistent size (768px x 180px) on all pages where it is used. The photography should be engaging, and show students and people when available.

The other graphic element which runs through the entire site is a 45° angle corner or line pattern (ie. entire site background). This motif should be used sparingly to avoid overuse.



GRAPHIC ELEMENTS



various
pattern examples



corner treatment
examples

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TYPOGRAPHY FOR CODING

USE	HEX CODE	SIZE (px)	FONT
head	B4AA2F	22	Arial Regular all caps
subhead	3B3464	13/20	Arial Bold ulc (upper/lowercase)
body copy	333333	12/16	Arial Regular ulc
inline links	993300	12/16	Arial Regular ulc
"history" text on homepage	993300	12/16	Arial Regular ulc
main navigation items & sidebar headers	FFFFFF	12	Arial Bold all caps
main nav subnav dropdown	631146	11/20	Arial Bold ulc
"Information For" flyout items	3B3464	12/27	Arial Regular ulc
left sidebar/2nd navigation	3B3464	12	Georgia Regular ulc
right sidebar/text links	3B3464	12/16	Georgia Regular ulc
breadcrumb	FFFFFF	11	Arial Regular ulc
footer text/links	FFFFFF	11/14	Arial Regular ulc