



# Colgate University

Website Style Guide

Updated: January 2018

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# Color Palette

Appropriate use of the Colgate brand colors creates visual consistency across the website, and helps users navigate their way through page content. Using web accessible color combinations is also a must to ensure a good experience for all users.

# Web Palette

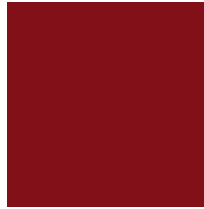
## Color Used

The website uses some, but not all of the colors outlined on pp. 22-25 of the [Colgate University Identity Guidelines](#).

## Accessibility

Refer to pp. 26-27 of the Colgate University Identity Guidelines for color combinations that maintain AA compliance and brand integrity.

### PRIMARY COLOR



Colgate Maroon  
#821019

### SECONDARY COLORS



Maple Red  
#e10028



Night Black  
#000000



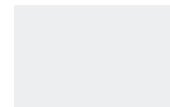
Dark Gray  
#2d3236



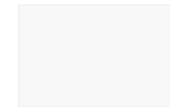
Shadow Gray  
#5a646e



Winter Gray  
#D2D4D6



#EDEEEF



#F0A670 78w 48w 0 0 78w 48w 0T0(,)

### TERTIARY COLORS



Lake Blue  
#004682

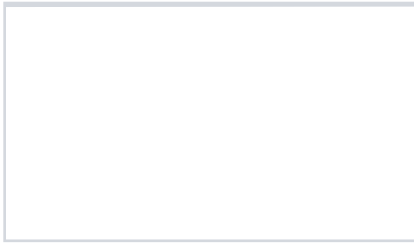


Autumn Yellow  
#F0AA00

# Colors Usage Examples

The following images are examples of how the colors are used throughout the website.

## PRIMARY COLOR



Highlighted items on homepage

Statistics

Navigation

Asides

## SECONDARY COLORS: MAPLE RED

## SECONDARY COLORS: SHADES OF GRAY



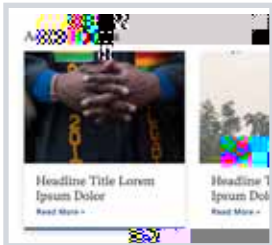
Buttons

Links

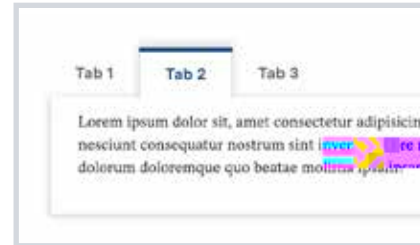
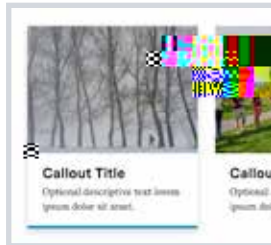
Table rows

Form fields; accordions

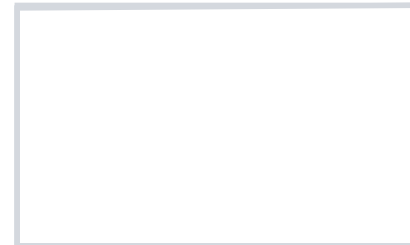
## TERTIARY COLORS



Hover states for story and call to action cards



Active tabs



Testimonials

# Images

High quality imagery is key to breathing life into a website. However, getting image style, quality and size right can be a challenge; images are used in a wide variety of ways across the site. The next few sections will help you to become an expert at choosing and using the best imagery for the website.

# Photography Recommendations

The main Colgate Identity Guidelines has comprehensive recommendations for imagery.







Aspect ratio is the **relationship between the width and height of an image**. Different elements require different aspect ratios to ensure the best fit. Here are examples of different aspect ratios:

## Exact Aspect Ratios



16:9

This is a commonly used ratio for horizontal images, especially for large backgrounds.



Square

Some images need to be exact squares, such as images that become circular.

## General Aspect Ratios

Sometimes just a general width-to-height ratio is enough to choose the right image.



Horizontal



Vertical

✓ CORRECT ASPECT RATIO



Horizontal aspect ratio

✗ INCORRECT ASPECT RATIO



Vertical aspect ratio



Aspect ratio needed: Horizontal



### Callout Title

Optional descriptive text lorem ipsum dolor sit amet,

Only a small part of the top and bottom are cut off, since the aspect ratio of image and image container match.



### Callout Title

Optional descriptive text lorem ipsum dolor sit amet,

A large part of the image is cut off, since the image fills the width of the container, but is much larger than the height.

## TERMINOLOGY

# Dimensions & File Size

Overall image size has two parts: dimensions and file size.

**Dimensions:** The width/height in pixels (e.g. 600px × 400px)

**File Size:** The size of the image in kb (e.g. 300kb)

## Dimensions

Images can be all different sizes on the Colgate website; sometimes one image is seen in multiple places, at different sizes (e.g. a news article image that appears on the homepage and newsroom page). Any image should be **at least the recommended dimensions, and no smaller**. Smaller dimensions used can result in pixelated/blurry images.

**Canva** is a free online tool for creating and re-sizing images, useful if there is no access to Photoshop.

## File Size

**Large image file sizes can slow down sites.** While it is important to have a good quality image, this must be balanced with a reasonable file size. Here are some rules of thumb:

Large images (e.g. backgrounds): no larger than 500KB

Smaller images: no larger than 250KB

**Tinypng** is a useful site that can shrink large image file sizes.

### ✓ CORRECT DIMENSIONS



Dimensions: 1920px wide

### ✗ INCORRECT DIMENSIONS



Dimensions: 600px wide

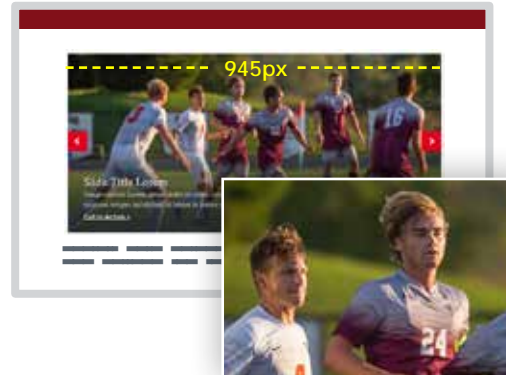


Image is large enough to be high quality when it is the full width of the page content.

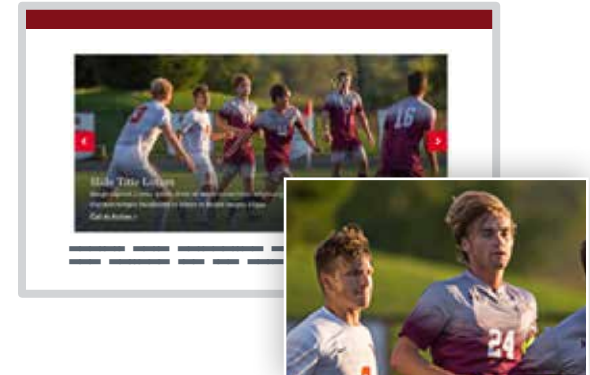
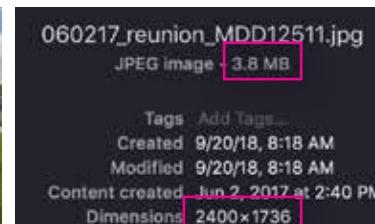


Image is too small; when carousel is full width, the image is blurry.

### ✗ FILE SIZE TOO LARGE



The screenshot on the right shows the image information in Finder on a Mac computer.

- The file size is 3.6 MB — way too large for any image on the website.
- While the file size is the main issue, the image width, 2400, could also be reduced.





## IMAGE GUIDELINES

# News Images

Images from news stories appear multiple places across the website.

A news story can have two images specified:

## Featured Image

Focal point: Center

Aspect ratio: 16:9

Dimensions: 1920px × 1080px.

- The featured image should be a high quality image that can be seen across the site:
  - Homepage
  - Newsroom
  - Individual Story
  - Related News Cards
  - All Stories page (as thumbnail image)
- Any story that will be featured in the Newsroom or homepage should always have a featured image specified.

## Thumbnail image

Focal point: Center

Aspect ratio: 4:3

Dimensions: 600px × 400px.

- If a news story does not have a featured image, a thumbnail image can be selected that will appear in the list of stories on the All Stories page.



Homepage (Desktop)



Homepage (Mobile)



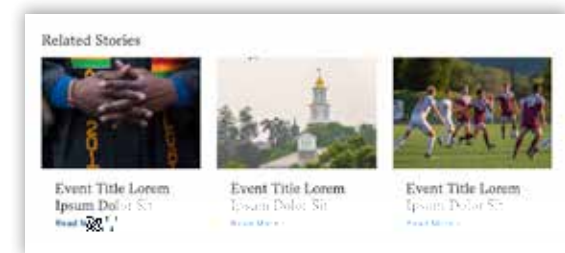
Newsroom - featured story carousel



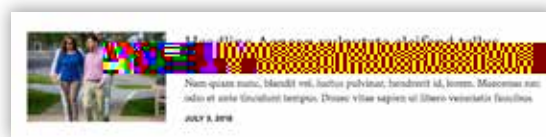
Newsroom - featured story





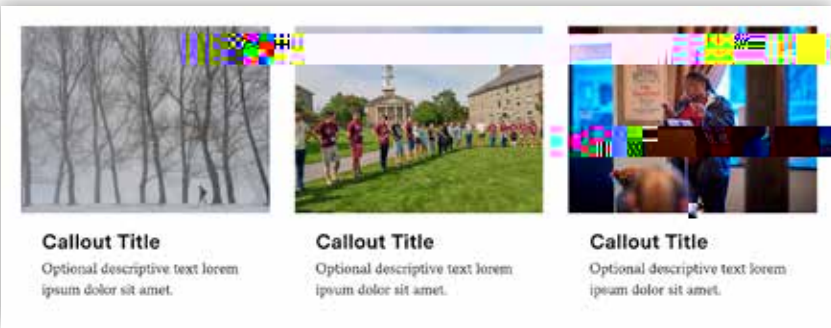
Story page




Related news cards



Thumbnail image

| Element/Widget                                       | Example  | Focal Point | Aspect Ratio   | Dimensions   |
|--|--|-------------|--|--|
| <b>Internal Pages</b>                                |  |             |  |  |
| Hero Image   |    | Center      | 16:9   | 1920px × 1080px  |
| <b>Inline Image</b><br>image inserted into body text |    | N/A         | Left & Right aligned images: any<br><br>Center aligned images: horizontal (portrait images will be very large) | Left/Right Aligned: 1200px wide<br><br>Center-Aligned: 1600px wide |
| Card   |  | Center      | 4:3  | 600px × 450px  |



|  |  |  |  |  |
|--|--|--|--|--|
|  |  |  |  |  |
|  |  |  |  |  |



IMAGE GUIDELINES

Internal Pages (cont.)



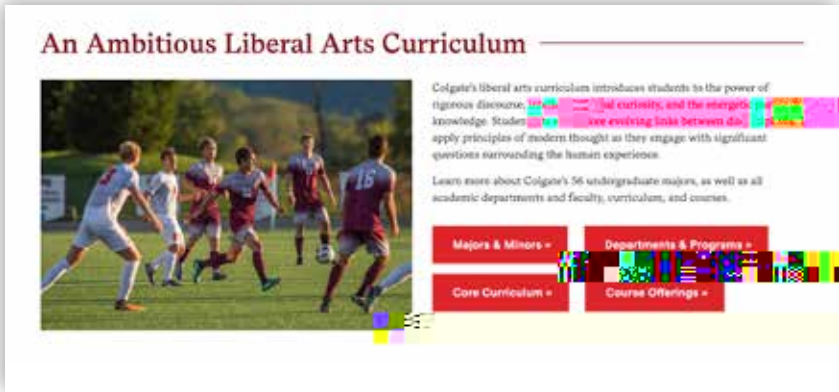
| Element/Widget   | Example   | Focal Point | Aspect Ratio | Dimensions  |
|------------------|---|-------------|--------------|-------------|
| Full Width Image |  <p data-bbox="394 781 1178 813">Deneo facilis tortor ut augue laoreet, ut viverra est semper. Sedit sapien metus, scelerisque nec pharetra id, tempor a tortor. Pellenteque non dignissim neque. Ut porta vixerit est, ut dignissim elit elementum ut. Nunc vel rhoncus risib, ut tincidunt turpis. Integer ac enim pellenteque.</p>   | Any         | Horizontal   | 1920px wide |
| Faculty Bio      |  <p data-bbox="636 943 1100 959">Associate Dean of Faculty of Curricular and Academic Affairs   Professor of Biology</p> <p data-bbox="636 1003 856 1019">DEPARTMENT/OFFICE INFORMATION</p> <p data-bbox="636 1027 821 1044">Associate Dean of the Faculty</p> <p data-bbox="636 1057 785 1073">105B McGregory Hall</p> <p data-bbox="636 1086 791 1118">Tues, Thurs 2:45 - 4:00<br/>Wed 11:45 - 1:00</p> <p data-bbox="894 1003 957 1019">CONTACT</p> <p data-bbox="894 1027 1058 1044">kbelanger@colgate.edu</p> <p data-bbox="894 1057 999 1073">315-228-0624</p> <p data-bbox="636 1167 709 1183">EDUCATION</p> <p data-bbox="636 1190 942 1206">BA, Luther College, 1990   PhD, Duke University, 1996</p> | Center      | Vertical     | 500px wide  |

IMAGE GUIDELINES

Internal Pages (cont.)

| Element/Widget                                   | Example  | Focal Point   | Aspect Ratio | Dimensions            |
|--|--|---------------|--------------|-----------------------|
| <p>Academics<br/>Page: Featured<br/>Sections</p> |  <p>The example shows a website layout for 'An Ambitious Liberal Arts Curriculum'. It features a large image of a soccer game on the left. To the right of the image is a text block describing the curriculum, followed by four red navigation buttons: 'Majors &amp; Minors', 'Departments &amp; Programs', 'Core Curriculum', and 'Course Offerings'.</p> | <p>Center</p> | <p>4:3</p>   | <p>1200px × 900px</p> |

Text

# Typefaces

Two typefaces are used throughout the Colgate site: Messina Serif and Messina Sans.

## Messina Serif

Used for H2s, large calls to action, page titles, and body text.

### Regular

The quick brown fox jumps over the lazy dog.

### Semibold

The quick brown fox jumps over the lazy dog.

### Bold

**The quick brown fox jumps over the lazy dog.**

# Basic Font Specifications

The following are the CSS styles for headings and body text on the website. These are to be used as a reference; above all, **keeping relative sizes and spacing** in other uses of these fonts is the most important takeaway.

## Headings

H2 and H3 both use Messina Serif

**1** **HEADING 2**  
font-size: 42px  
line-height: 50px  
font-weight: 600  
margin-bottom: 24px

**HEADING 3**  
font-size: 28px  
line-height: 34px  
font-weight: 400  
margin-bottom: 15px

H4-H6 use Messina Sans in bold.

**HEADING 4**  
font-size: 28px  
line-height: 34px  
font-weight: 700  
margin-bottom: 15px

**HEADING 5**  
font-size: 20px  
line-height: 24px  
font-weight: 700  
margin-bottom: 8px

**HEADING 6**  
**font-size: 20px**  
line-height: 24px  
font-weight: 700  
margin-bottom: 8px

## Links and Body Copy

Links use Messina Sans in Maple Red.

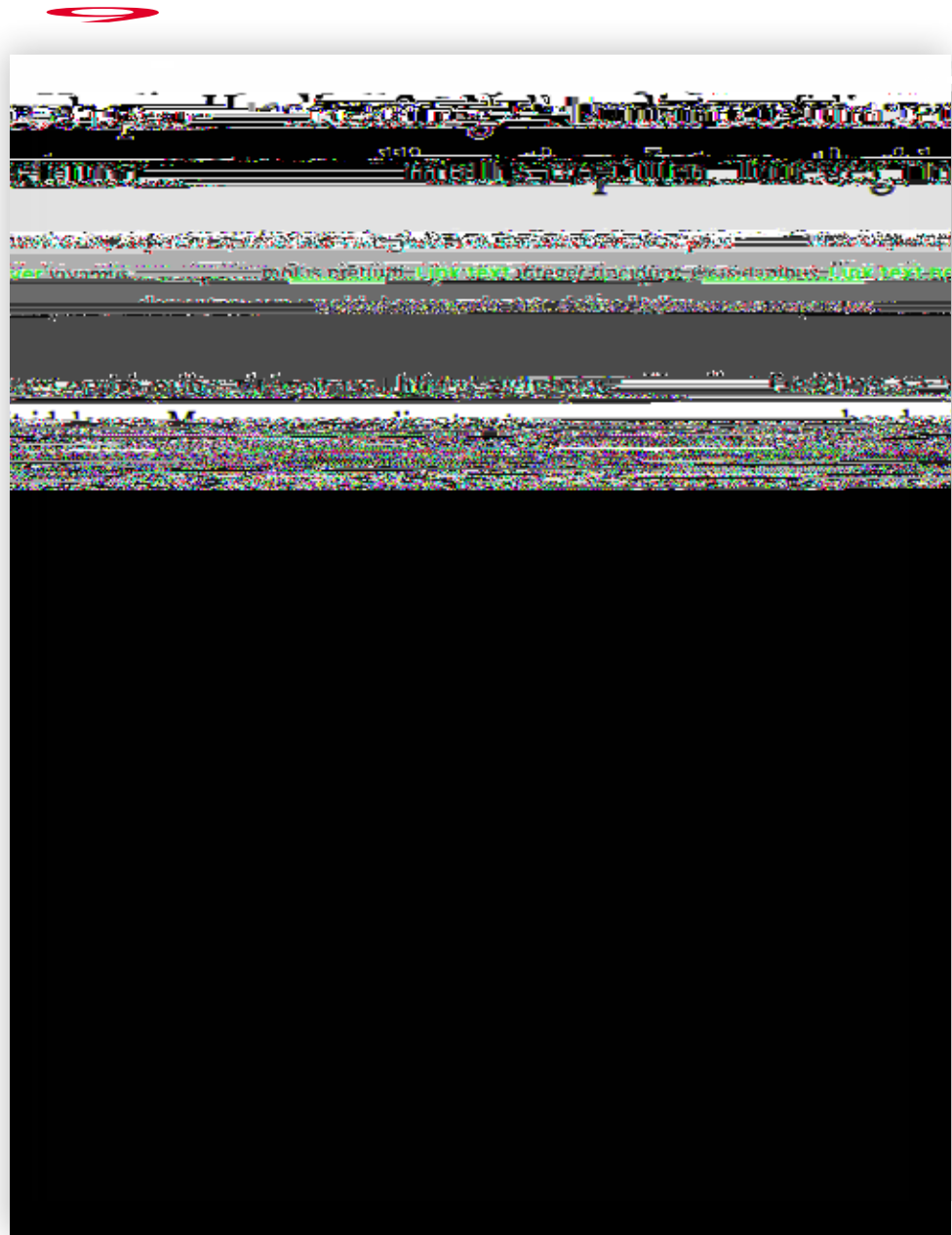
**2** **INLINE LINKS**  
font-size: same as body  
line-height: same as body  
font-weight: 700

**4** **SMALL FANCY LINKS**  
font-size: 17px  
line-height: 25px  
font-weight: 700  
margin-bottom: 14px

Body copy uses Messina Serif, while captions use Messian Sans.

**8** **BODY COPY**  
font-size: 20px  
line-height: 30px  
font-weight: 400  
margin-bottom: 15px

**9** **CAPTIONS**  
font-size: 14px  
line-height: 17px  
font-weight: 400



# Copy Do's and Don'ts

Do

Don't

Copying and Pasting  
Text

**Copy text without formatting.**

HOW TO

1. Copy text into a text editor and make "plain text." Then paste into the editor on the site.
2. Use a keyboard shortcut:  
Cmd (Mac) or Control (Windows) + Shift + V

Using Headings

# Copy Do's and Don'ts (cont.)

## Do

### **Organize content logically with headings**

If a page has a clear hierarchy of content, use different heading styles to indicate importance. For example, a news story can be broken up by using an H2 for large sections, and then H3/H4 headings for details within each section.

## Don't

### **Use headings just for style**

Headings are meant to help organize content for readers, which is especially important for the visually impaired who may use screen readers. Don't use a heading just because it has a size, color, or style that looks nice. This may confuse readers.

## Using All Caps

### **Use all caps sparingly**

All caps should only be used for a word or phrase that needs even more emphasis than bold text.

#### EXAMPLES

The application deadline has changed to **MARCH 20, 2019**. The for for

### **Use all caps for headings, titles, or longer text blocks**

Headings and titles already are styled so they are more prominent than body text. Using all caps for longer blocks of text will actually dilute the importance of that message, and looks like you are "shouting."

#### EXAMPLES

# Widgets

Many widgets are available on basic pages to give structure, flexibility and visual interest to page content. The following page has a master list of all available widgets. Help text is available in the content management system to help use widgets as intended.



# Widget Master List

For a visual example of each widget listed, refer to the Colgate Copy Elements document. Each widget has a



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If you need assistance or have questions about web styles or any of these guidelines, contact the **Colgate Office of Communications**.