



**COLGATE
UNIVERSITY**

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

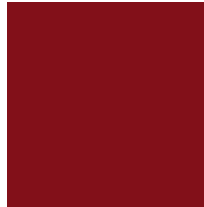
Color Used

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

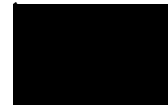
Maroon is the most frequently used accent color. It is also used sometimes for headings.

SECONDARY COLORS



Maple Red
#e10028

Maple Red is used for links, buttons and hover states.



Night Black
#000000



Dark Gray
#2d3236

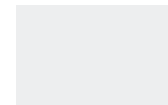


Shadow Gray
#5a646e

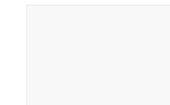


Winter Gray
#D2D4D6

Various shades of gray are used for background and type colors. These neutral colors help to unify design elements, and makes accent colors and photography more distinct.



#EDEEEF



#F8F8F8

These lighter shades of gray are website-specific, used for very light backgrounds for elements such as accordions and tables.

TERTIARY COLORS



Lake Blue
#004682

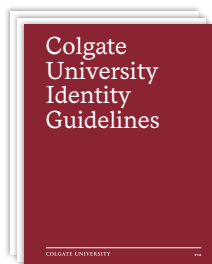


Autumn Yellow
#F0AA00



Shaded Green
#005F46

These colors are used sparingly. Autumn Yellow can be used in larger proportions, as it complements maroon and red the best.



[View the Identity Guidelines »](#)

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



Buttons

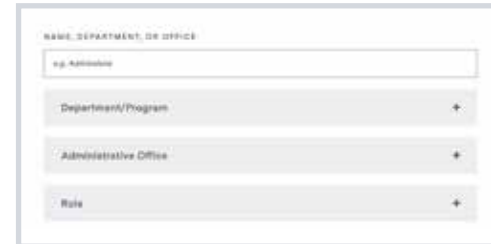


Links

SECONDARY COLORS: SHADES OF GRAY

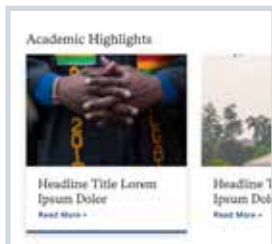


Table rows

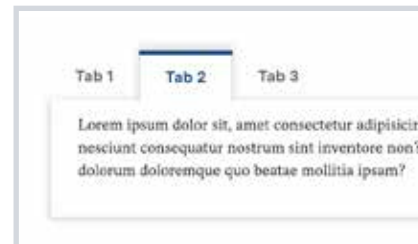
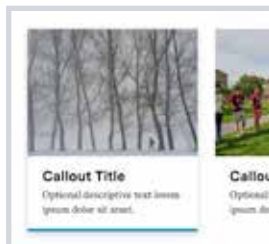


Form fields; accordions

TERTIARY COLORS



Hover states for story and call to action cards



Active tabs



Testimonials

Images

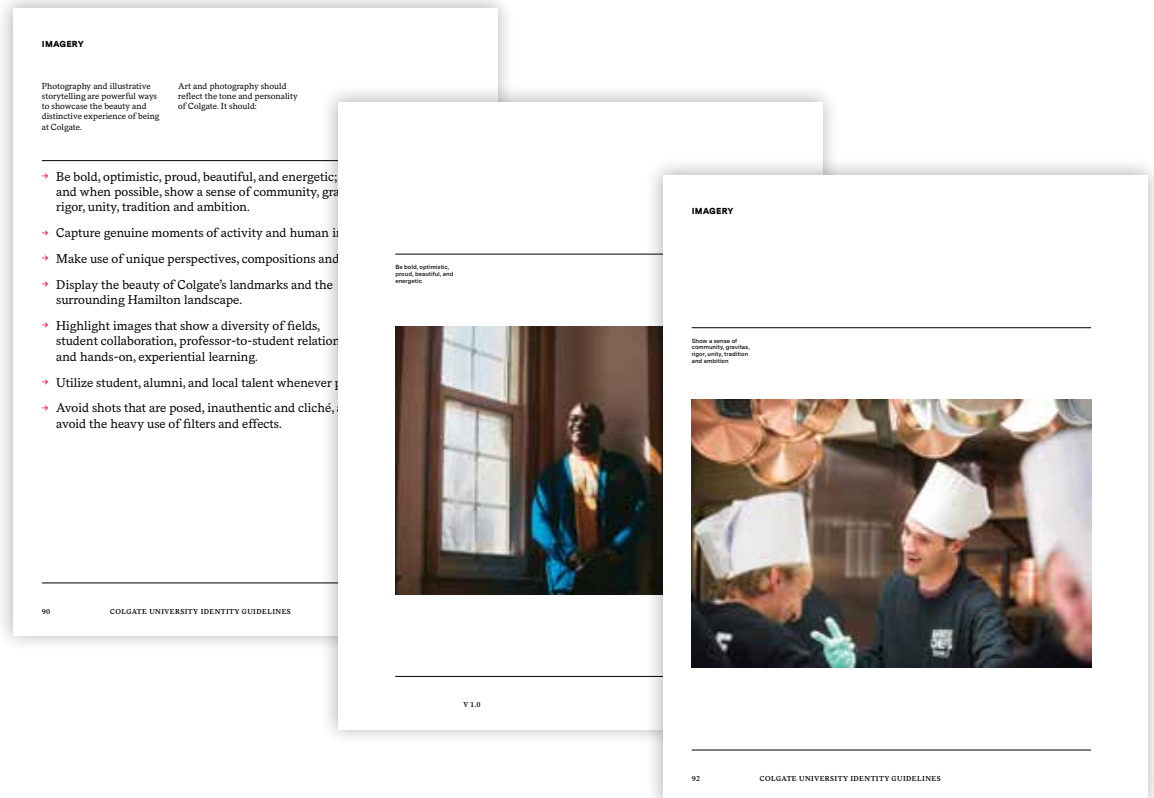
High quality imagery is key to breathing life into a website. However, getting image style, quality and size right can be a challenge; images are used in a wide variety of ways across the site. The next few sections will help you to become an expert at choosing and using the best imagery for the website.

Photography Recommendations

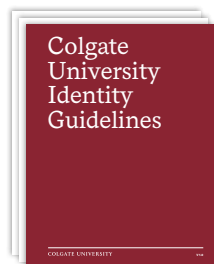
The main Colgate Identity Guidelines has comprehensive recommendations for imagery.

Overall recommendations: p. 90

Examples: pp. 91-97



Pages from Imagery guidelines for Colgate



[View the Identity Guidelines »](#)

Image Terminology

There are four concepts/terms that are important in creating and choosing images for the website:

Focal Point



Aspect Ratio



Horizontal



Square



Vertical

Dimensions

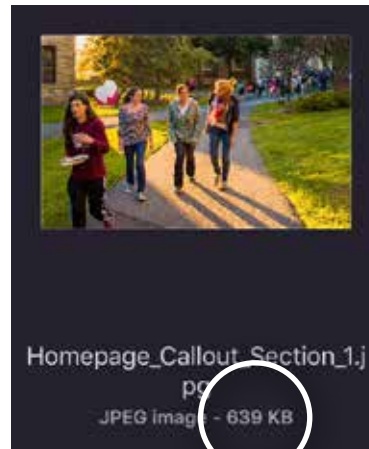


1920px wide



800px wide

File Size



TERMINOLOGY

Focal Point

Some images have a clear focal point, or the **the main point of interest in an image**.



Focal point: vertically and horizontally centered.

In a responsive website, sometimes images are placed in a container that adjusts size depending on the screen width. This means *parts of the image can be cropped*.

When an image is centered vertically and horizontally in a container, here's what to expect:

Width reduced



Left and right sides are cropped

Height reduced

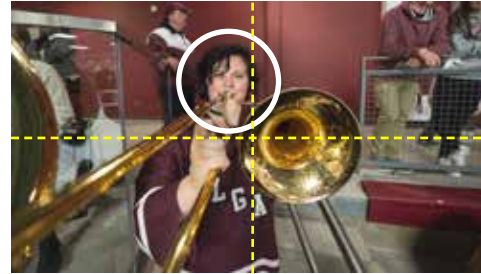


Top and bottom sides are cropped

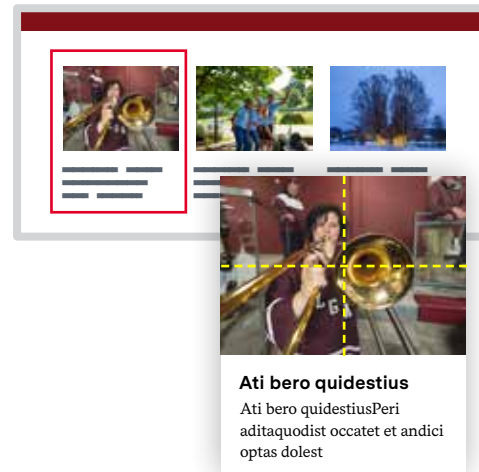
Bottom line: If an image has a focal point, it should roughly match how the image is positioned in its container.

✓ CORRECT FOCAL POINT MATCHING

Focal point close to center; image vertically and horizontally centered in cards.



Original image



Ati bero quidestius

Ati bero quidestiusPeri
aditaquodist occatet et andici
optas dolest

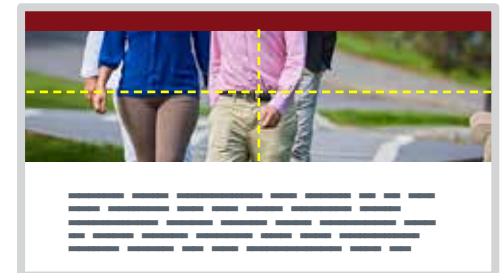
Since the focal point and how the image is positioned are very close together, the focal point will likely stay in view at all screen sizes.

✗ INCORRECT FOCAL POINT MATCHING

Focal point at top; image vertically and horizontally centered in hero.



Original image



The focal point at the top is cut off since the image is positioned in the center.

TERMINOLOGY

Aspect Ratio

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

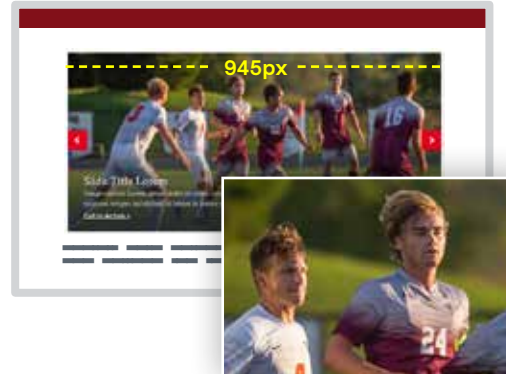


Image is large enough to be high quality when it is the full width of the page content.

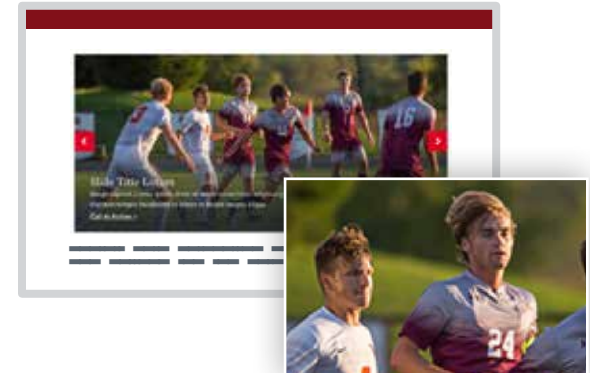
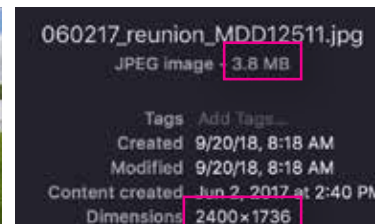


Image is too small; when carousel is full width, the image is blurry.

✗ 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

Homepage



Element/Widget	Example	Focal Point	Aspect Ratio	Dimensions
Homepage				
Hero Image (Fall back for video)		Center	16:9	1920px × 1080px
Propective Student CTAs		Any	8:5	1600px × 1000px

IMAGE GUIDELINES

Homepage (cont.)


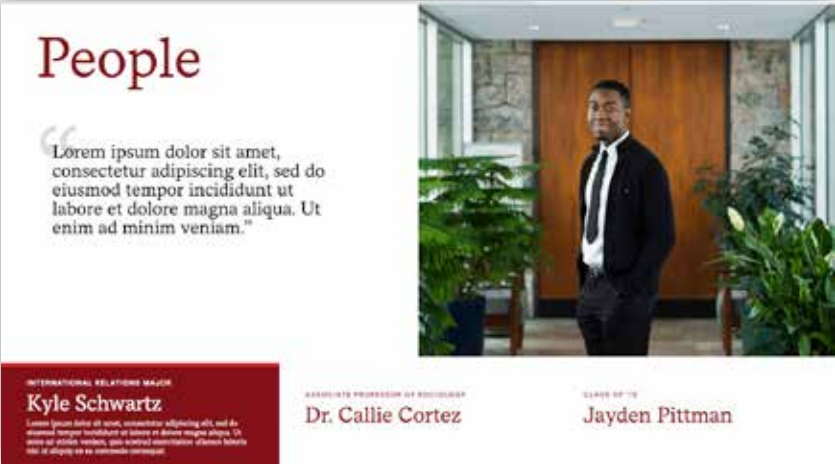
Element/Widget	Example	Focal Point	Aspect Ratio	Dimensions
<p>Statistics</p>		<p>Center</p>	<p>16:9</p>	<p>1920px × 1080px</p>
<p>People</p>		<p>Center to top third (person's face)</p>	<p>4:3</p>	<p>1600px × 1200px</p>

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

IMAGE GUIDELINES

Internal Pages



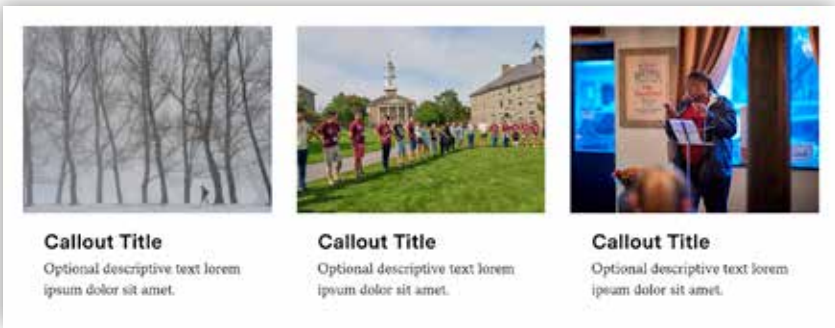
Element/Widget	Example	Focal Point	Aspect Ratio	Dimensions
Internal Pages				
Hero Image		Center	16:9	1920px × 1080px
Inline Image image inserted into body text		N/A	Left & Right aligned images: any Center aligned images: horizontal (portrait images will be very large)	Left/Right Aligned: 1200px wide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

IMAGE GUIDELINES

Internal Pages (cont.)


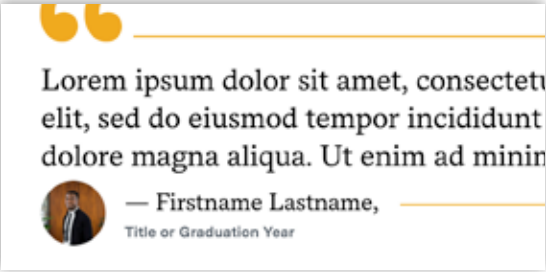
Element/Widget	Example	Focal Point	Aspect Ratio	Dimensions
Featured Image Carousel	 A featured image carousel showing a group of soccer players in action on a field. The image includes a title, a caption, a call to action, and navigation arrows.	Center to top third	16:9	1920px × 1080px
Testimonial	 A testimonial widget featuring a quote icon, a paragraph of text, and a profile picture with a name and title/graduation year.	Center	Square	140px × 140px

IMAGE GUIDELINES

Internal Pages (cont.)


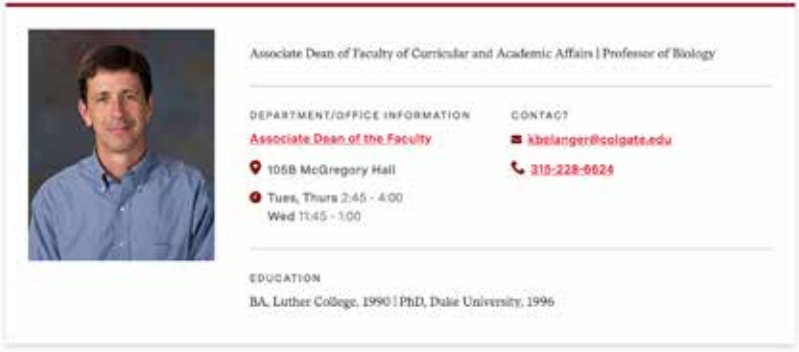

Element/Widget	Example	Focal Point	Aspect Ratio	Dimensions
<p>Full Width Image</p>	 <p>Donaor facilisis tortor ut augue lacrima, ut viverra est semper. Sedit sapien metus, scelerisque nec pharetra id, tempor a tortor. Pellentesque non dignissim neque. Ut porta vixerit est, ut dignissim elit elementum ut. Nunc vel rhoncus risib, ut tincidunt turpis. Integer ac enim pellentesque.</p>	<p>Any</p>	<p>Horizontal</p>	<p>1920px wide</p>
<p>Faculty Bio</p>	 <p>Associate Dean of Faculty of Curricular and Academic Affairs Professor of Biology</p> <p>DEPARTMENT/OFFICE INFORMATION CONTACT</p> <p>Associate Dean of the Faculty kbelanger@colgate.edu</p> <p>105B McGregory Hall 315-228-0624</p> <p>Tues, Thurs 2:45 - 4:00 Wed 11:45 - 1:00</p> <p>EDUCATION</p> <p>BA, Luther College, 1990 PhD, Duke University, 1996</p>	<p>Center</p>	<p>Vertical</p>	<p>500px wide</p>

IMAGE GUIDELINES

Internal Pages (cont.)

Element/Widget	Example	Focal Point	Aspect Ratio	Dimensions
Academics Page: Featured Sections		Center	4:3	1200px × 900px

Text

A webpage's copy is the most important part of the page. The content and style can leave a lasting impression on users. The next few sections will help familiarize you with how text is styled on the website, and offer some general guidelines on best practices.

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.

Messina Sans

Used for smaller headings, labels, links and captions.

Regular

The quick brown fox jumps over the lazy dog.

Bold

The quick brown fox jumps over the lazy dog.

The screenshots on the right show examples of how these two typefaces are used and work together.

Heading 2 - Nullam dictum felis eu pede mollis pretium. Integer tincidunt.

In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. [Link text](#) integer tincidunt. Cras dapibus. [Link text hover](#) vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim. Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus.

Heading 3 - Nam quam nunc, blandit vel, luctus pulvinar, hendrerit id, lorem. Maecenas nec odio et ante.

In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim. Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus.

[Call to Action >](#)

Heading 4 - Nam quam nunc, blandit vel, luctus pulvinar, hendrerit id, lorem. Maecenas nec odio et ante.

In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim. Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus.

36M

Nam dapibus nisl vitae elit fringilla rutrum. Aenean sollicitudin, erat a elemen.



Callout Title

Optional descriptive text lorem ipsum dolor sit amet.

TEXT INPUT

Some description

TEXT INPUT WITH PLACEHOLDER

“

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

— Firstname Lastname, ”
Title or Graduation Year

Stories

News Headline Lorem
Ipsam Dolor Site Amet

Short article description lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem.

[Read More >](#)

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

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

H4-H6 use Messina Sans in bold.

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

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

6 **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

1

Heading 2 - Nullam dictum felis eu pede mollis pretium. Integer tincidunt.

In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. [Link text](#) Integer tincidunt. Cras dapibus. [Link text hover](#) vivamus elementum semper nisi. Aenean vulputate eleifend tellus.

2

Heading 3 - Nam quam nunc, blandit vel, luctus pulvinar, hendrerit id, lorem. Maecenas nec odio et ante.

In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae.

3

4

[Call to Action »](#)

5

Heading 4 - Nam quam nunc, blandit vel, luctus pulvinar, hendrerit id, lorem. Maecenas nec odio et ante.

In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi.

6

Heading 5 - Nam quam nunc, blandit vel, luctus pulvinar, hendrerit id, lorem. Maecenas nec odio et ante.

In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae.

7

HEADING 6 - NAM QUAM NUNC, BLANDIT VEL, LUCTUS PULVINAR, Integer tincidunt. Cras dapibus. [Link text hover](#) vivamus elementum semper nisi. Aenean vulputate eleifend tellus.

8

In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi.



9 Caption lorem ipsum dolor sit amet in enim justo, rhoncus ut, imperdiet a.

Copy Do's and Don'ts

Do

Copying and Pasting Text

Copy text without formatting.

HOW TO DO IT

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

Don't

Copy and paste directly from another web page or Word document

This can carry over colors, type sizes and styles that you don't want.

EXAMPLES

This is a sample of body text that has **different styles applied to some of the text**. Notice how it is a different typeface and color because that is how it looked in the document or web page.

This example shows body text that was copied over with different line spacing, making this text squished together.

Using Headings

Use headings for shorter lengths of text

EXAMPLE

Heading 2 example - solorro maximen imagratio mod quatian tentiaes reperum ut quodis nobis dem.

Body text - Xim adit que perionem ad eni abo. Nequi re, sit velecta tibus, comnitenim quos re lique apellabora cum netur ad ut offic to testi sequiId magni tem illore exeruptius as velit, sendebi ssinvelit que sam ad quaecest expelec torepuda nitioremqui

Use headings that take up an entire paragraph.

Headings are meant to be a summary of what you're going to read. Using a heading for long chunks of text dilutes your message.

EXAMPLE

Heading 2 example - solorro maximen imagratio mod quatian tentiaes reperum ut quodis nobis dem. Ratiis maiore expla quis netur.Us et ipsantem laborro ipsum fuga. Vel ipitati nctiis doloritam que nonecti buscipsant volentoGa. Adit liquias entorro eossunt dis minto.

Body text - Xim adit que perionem ad eni abo. Nequi re, sit velecta tibus, comnitenim quos re lique apellabora cum netur ad ut offic to testi sequiId magni tem illore exeruptius as velit, sendebi ssinvelit que sam ad quaecest expelec torepuda nitioremqui

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**.

PLEASE NOTE: LOCATION CHANGE: The Center for Learning, Teaching, and Research is located in suite 101A Lathrop Hall.

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



NEWS HEADLINE LOREM
IPSUM DOLOR SIT AMET
JULY 8, 2018
Short article description: lorem ipsum dolor sit amet,
consectetur adipiscing elit. Donec quam felis, ultricies

News Headline Lorem Ipsum
Dolor Sit Amet
JULY 10, 2018

NEWS HEADLINE LOREM
IPSUM DOLOR SIT AMET
JULY 10, 2018

News Headline Lorem Ipsum
Dolor Sit Amet
JULY 11, 2018

ADRIENNE SHAW WINS DISTINGUISHED FACULTY AWARD

Home > News > ADRIENNE SHAW WINS DISTINGUISHED FACULTY AWARD

← Back to All Stories



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 screenshot and direction for inputting content.

Widgets

Hero Area

Lead-In

Body/Text

Includes headings, body copy and text with images.

Button

Includes buttons that are styled as links.

Tables

Sidebars

2 or 3 Column Text

Testimonial

Accordion

Tabs

Featured Image Carousel

Image Callout Cards

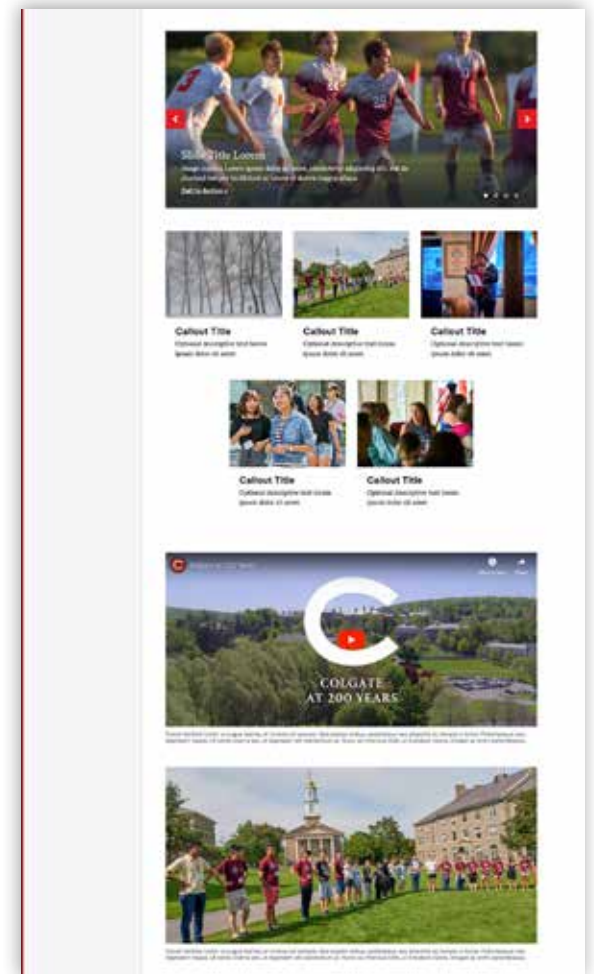
Embedded Video/Full-Width Image

Statistics

News/Events Section

Bio Card

Social Section



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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**.