Colgate University
Website Content Style Guide
Colgate
Website Color Palette

Maroon
#862633

Dark Orange
#e7810b

Blue
#365777

Gray
#58595b

Light Orange*
#e39615

NOTE:
No other colors are to be used within colgate.edu.

*Light Orange is not to be used on a white background. It is only to be used when knocking-out of the Colgate Maroon or the image captions within the slideshow.
Colgate
Web Fonts

Garamond Premier Pro, Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Garamond Premier Pro, Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Interstate, Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Interstate, Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Page Header
This style is used for the section header that appears at the top of each content page.
Font-family: Garamond; font-style: normal; font-weight: normal; font-size: 30px; color: #365777

Article Intro
This style is used for introductory paragraph at the beginning of the page.
Font-family: Garamond; font-style: normal; font-weight: normal; font-size: 25.5px; line-height: 1.0em; color: #862633

Content Header
This style is used for headlines that appear within body copy.
Font-family: Interstate; font-style: normal; font-weight: normal; font-size: 17px; color: #365777/

READ MORE
This link style is used at the end of any piece of content that you wish to link a reader to another area of the site that
has additional content or related content.
Font-family: Interstate; font-style: normal; font-weight: normal; font-size: 12px; color: #E7810b;

- Bullet points
- Bullet link lists
- Bullet link lists

The bullet style will be automatically generated when using the bullet tab in the text editor. The bullet that you
designate as a link will show up in the Colgate gold. You can also designate a word or set of words within the bullet
to set as a link. If you do not create a link, the entire bullet will be Colgate gray.
Font-family: Interstate; font-style: normal; font-weight: normal; font-size: 12px; color: #E7810b; #58595b

Body Copy
The body copy style is the default style within the text editor.
Font-family: Arial, Verdana, Sans-serif; font-size: 12px; line-height: 1.5; color: #58595B

RELATED LINKS
The related links style is only to be used for the related links column.
Font-family: Interstate; font-style: normal; font-weight: normal; font-size: 10.5px; color: #862633

NOTE: Additional styles are not permitted without approval from the Colgate web content team.
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Type Style Glossary
Colgate

Hero Image Styles

Slide show Hero Images
Only high-quality images are to be used as a hero slide show image.

![Slide show Hero Image Example]

1008px X 635px at 72dpi
File size should not exceed 120KB

Thumbnail Hero Images
Thumbnail hero images should always be the same image as the corresponding hero image.

![Thumbnail Hero Image Example]

190px X 120px at 72dpi
File size should not exceed 45KB
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YouTube Videos

**Video Placement**

When placing videos in hero slide shows or within the content area of a page it's important to always use the standard youtube feed. This will ensure consistent quality and functionality throughout the site.

http://www.youtube.com
Caption Image Styles

**Picture with Caption**
This caption style is to be used for all captions within the Colgate site. Captions should not be more than two lines long.

![Colgate, founded in 1819, has a history of academic excellence](image1)

Two Column Image = 440px X 230px at 72dpi

![Faculty-student research is the norm](image2)

One Column Image = 270px X 154px at 72dpi

**Picture with Red Line**
This style is used for secondary images that don’t have captions associated with them.

![Image](image3)

One Column Image = 270px X 174px at 72dpi

**Note:** The height of a one-column image can vary within reason, but the width should always be 270px. Two-column images should always be 440px X 230px at 72 dpi.
Colgate
Caption Image Styles

Expandable Content Block
This style should be used when you have a list of content items with minimal content for each item. This style will allow the user to expand and collapse content as needed.

Residence Halls
Click each residence hall below for a full description.

- Andrews Hall
- East Hall

- Curtis Hall
- West Hall
- Stillman Hall

Residence
East Hall is a traditional-style residence hall. Laundry facilities are located on the first and third floors, and there is a study room on the fourth floor. There are two lounges on the fifth floor of the building, one of which has a television and DVD player for resident use. The Center for Women’s Studies is located in the basement.

Cleaning responsibilities
All common spaces, including lounges and bathrooms, are cleaned by Facilities staff. Students are responsible for cleaning within their own rooms.

Resident class years
First-year students

Coeducational?
Yes

Occupancy
95

Room types
Doubles
Singles
Colgate University

Content Quick Tips

Page Header
This heading should always include the page section title.

Article Intro
This opening paragraph style should be less than but not exceed 7 lines when possible.

Picture with Caption
Captions should be concise and no more than 2 lines in length.

Content Header
Body copy headlines are a simple device that helps guide the reader through the page and should be used in all page content.

Body Copy
When you have short paragraphs using the two column copy block is recommended.
In-line Slide Show
This widget is a great way to highlight content, news posts, or events within the site. One should always use the best-quality images that they can, but in the cases that you have an image or story that does not warrant being in the main slide show... this is the area for that type of content.

One Column Layout
Only use the one column layout when your paragraphs are at least 4 lines in length. If they are any shorter use the Two Column.

Picture with Captions
Captions can also be used to link the reader to additional or relevant information.
Colgate

Content Tips

Homepage Hero Images
Curators of homepage images should ensure the photographs are not only of high quality, but that also properly showcase what makes Colgate University special.

Homepage Hero Captions
The headlines and captions should be concise with a relevant set of links underneath.

While this content can be informational, captions should use a tone/voice that engages the user and beckons them to learn more.
NOTE: It's important to not add extra spaces before or after page headlines, subheads, or paragraph content. The appropriate padding is incorporated into the CMS. If you come across a page where this is not the case please contact the Colgate web content team.
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Thanks