

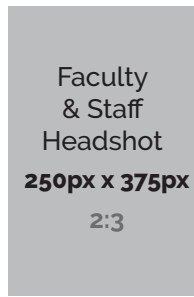


# BASIC WEBSITE STYLE GUIDE

Questions? Contact Megan Asbeck x5063 masbeck@brockport.edu

## IMAGES

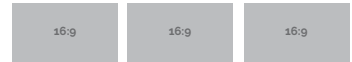
Images are cropped to a 16:9 dimension. Most images (including most slideshow images) will be **810px wide by 457px tall**, unless used in a design element.



Images in Design Elements:

Callout - 2 or 3 up

**640px x 360px**



Callout - Full Width

**1280px x 720px**



## TYPOGRAPHY

Fonts used are Google fonts, the website will automatically format this on the site. All text (headers & paragraphs) should be black: #262626.

**Headers** <h1> <h2> <h3> <h4> <h5>

Raleway

- Headings cannot be bolded or italicized.
- Headings must be used in order.

**HEADING LEVEL 1**

Heading Level 2

Heading Level 3

Heading Level 4

HEADING LEVEL 5

Heading Level 6

**Paragraph** <p>

Droid Serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

## LINKS, BUTTONS & CALLS TO ACTION

Go classes should be added when the link is a stand alone item and implies an action, i.e. apply, request. Use buttons to make links stand out.

Standard/within a paragraph: [link](#)

Button (add “tiny button” class):

Button

<a class="tiny button">

Stand-alone/CTA link (add “go” class): [Link ▶](#)

<a class="go">

CTA/Go Button (add “tiny button go” class):

Button ▶

<a class="tiny button go">

## COLOR PALETTE

These are the colors used throughout the site, other colors should be avoided.



#00533e

#577935

#004159

#ffc726

#262626

#cab388

#7b1d20

#57527e

Primary

Secondary