

The University of Scranton

Web Style Guide

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Welcome to the University of Scranton's Web Style Guide!

This guide is your go-to resource for understanding our online visual and written communication style. It provides a set of standards for creating consistent, engaging, and accessible content across our university's web presence, including our main website and our Admissions, News, and Journal sites.

Our style guide reflects our identity as a Catholic Jesuit institution with a commitment to excellence in education. It aims to capture the spirit of our three colleges: the College of Arts & Sciences (CAS), the Kania School of Management (KSOM), and the Panuska College of Professional Studies (PCPS).

By adhering to these guidelines, you help strengthen our brand identity and ensure that our web content is cohesive, professional, and in tune with our university's values and mission.

Please note that this PDF is a concise version of our full online Style Guide. For more detailed information, visit our complete Style Guide on the web at www.scranton.edu/marketing-communications/webcms/style-guide/index.shtml.

Thank you for your contribution to maintaining the integrity of the University of Scranton's brand and web presence!

Brand Identity

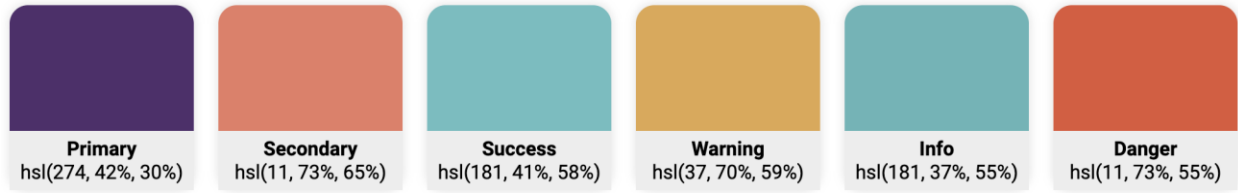
Our brand is more than just a logo or a color palette – it's the essence of who we are as an institution, and the impression we leave in the minds of our students, faculty, alumni, and the wider community. Our brand identity communicates our core values, mission, and vision, embodying our commitment to academic excellence, our Catholic and Jesuit tradition, and our dedication to creating a welcoming and inclusive community. It is crucial to maintain consistency and recognition across various platforms and mediums, as each element is a crucial part of our identity. From our logo, typography, and color scheme to the tone and style of our communications, we all play a role in shaping our brand's perception. We invite you to explore these guidelines and use them as a resource in your work ¹.

Wordmarks



Colors

Primary Purple	Secondary Light Red	Success Teal	Warning Gold	Info Teal Dark	Danger Red
#512c6d hsl(274, 42%, 30%)	#e77c65 hsl(11, 73%, 65%)	#68bec0 hsl(181, 41%, 58%)	#e0a84d hsl(37, 70%, 59%)	#62b5b7 hsl(181, 37%, 55%)	#e05738 hsl(11, 73%, 55%)



Banner Specifications

Our banners should have a resolution of **1280x533** pixels. They should consist of single, unaltered photographs, without any text overlay. We maintain a gallery of pre-approved images that meet these specifications, which is available for use. This approach ensures our banners maintain a consistent and professional visual standard across all platforms.

We strongly discourage the use of collages or photoshopped groupings of photos for banners. The reason behind this is three-fold:

1. **Consistency:** We aim to maintain a consistent style and quality across all pages of our site. Using a single, high-quality photograph helps to achieve this uniform look and feel.
2. **Professionalism and Visual Impact:** Single, well-composed photographs tend to look more professional and are more effective at conveying a message or feeling. Collages or photoshopped images can often look cluttered and may not display well, especially on smaller screens.
3. **Accessibility:** Complex images, like collages, can be challenging to describe accurately and succinctly in alt text, which is necessary for visually impaired users to understand the content of the image. A single photograph is typically simpler to describe, making it more accessible to all users.

For these reasons, we highly recommend using a single photograph, appropriately cropped for the banner size. This approach will help to enhance the visual appeal of your page and maintain the overall aesthetic of our site.

Typography

Typography is the core structure of any well-designed interface. We utilize several typefaces to create clear hierarchies, useful organizations, and purposeful alignments that guide users through the product and experience.

- **Vanguard:** Our primary heading font, Vanguard is bold and modern, embodying the forward-thinking spirit of the University of Scranton. Use Vanguard for all main headings to ensure consistency and strong visual hierarchy.
- **Oswald:** Oswald serves as a secondary heading font. It complements Vanguard by providing a versatile and clean aesthetic.
- **Merriweather:** Merriweather is our chosen serif font. It introduces a touch of tradition and elegance to our brand identity.

- **Roboto:** Roboto is our default text font. It's clean, neutral, and highly legible, making it perfect for body text across all platforms [2](#).

Typefaces

- Vanguard Regular:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890'?"!"(%)[#{@}/&\<-+÷×=>®©\$€£¥¢:;,.*

[2](#)

- Oswald:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890'?"!"(%)[#{@}/&\<-+÷×=>®©\$€£¥¢:;,.*

[2](#)

- Merriweather:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890'?"!"(%)[#{@}/&\<-+÷×=>®©\$€£¥¢:;,.*

[2](#)

Grid System

The grid system is the backbone of any well-structured web layout. It provides a consistent and flexible framework for arranging content in a neat and orderly manner. At The University of Scranton, we employ a robust grid system to ensure a visually balanced and responsive design across different devices and screen sizes.

Standard Grid System

Our primary grid structure is defined within the **.wrapper** class, which offers a flexible grid layout that adapts to various screen widths. The layout can adjust between one, two, and three columns, depending on the modifier class applied to the wrapper.

- **One Column Layout:** Adding the **.one** class to the **.wrapper** creates a single column layout where the grid column takes up the full width of the grid container (1fr).

- **Two Column Layout:** Adding the **.two** class to the **.wrapper** creates a two-column layout. The first column's width is set to a minimum of 200px and a maximum of 23% of the grid container, while the second column automatically takes up the remaining width.
- **Three Column Layout:** Adding the **.three** class to the **.wrapper** creates a three-column layout. The first and third columns have a minimum width of 200px and a maximum of 23% of the grid container. The second column, which automatically adjusts to the remaining width, has a maximum width of 620px.

The **.wrapper** class also includes a media query for screens with a maximum width of 769px. When the viewport is 769px or less, the **.wrapper** grid collapses into a single column layout for both **.two** and **.three** classes. The content body grid row starts at the first row, and the inline padding is set to 1em.

Additional Grid Classes

In addition to the standard grid system, we have the following additional grid classes:

- **.grid:** This class defines a standard grid container with a 1 rem gap between grid items.
- **.grid-full-height:** This class sets the height of the grid container to 100%.
- **.grid-center:** This class is used to center grid items both horizontally and vertically.

The mixin `grid` generates grid template classes with different column widths. These classes follow the naming convention **.grid-{width}**, where **{width}** represents the minimum width of the grid columns. The Sass loop generates these classes, incrementing by 10px, starting from 100px up to 450px.

Flex Classes

Flex classes are used for different layout requirements. Here are the available flex classes:

- **.flex-center:** This class is used to center items both horizontally and vertically within a flex container.
- **.flex-space-evenly:** This class evenly distributes child elements along the horizontal axis with equal space around them.
- **.flex-space-between:** This class distributes child elements along the horizontal axis with equal space between them.
- **.flex-space-around:** This class distributes child elements along the horizontal axis with equal space around them, with half-size spaces on either end.

These flexbox classes also apply the **flex-wrap: wrap** property, allowing child elements to wrap onto the next line if there isn't enough space on the current line.

Overall, this CSS framework provides a comprehensive set of utility classes that make it easy to create complex and responsive layouts without writing extensive custom CSS code. Using these

classes ensures consistency in your website's design and ensures that it looks great across a variety of screen sizes.

Components

Components are the larger, more complex parts of our design system. They're like the organs in a body, each serving a specific function and purpose within the greater whole. Components are typically made up of multiple elements and are reusable across different contexts and applications. Examples of components in our system include navigation bars, footers, image carousels, and card layouts. Guidelines for creating and using these components are included in this section, ensuring consistency and coherence across all our digital platforms.

Panels

Panels serve as distinctive container elements on our website, designed specifically for grouping related content. Their purpose is to create a visually clear boundary around the encapsulated content, thereby establishing its context and communicating its relevance.

Purpose

The primary function of Panels is to provide a structured presentation of related content. This makes it easier for users to understand the significance of the content within the broader context of the webpage. At the University of Scranton, Panels play a vital role as design components that organize and display information effectively.

Usage Guidelines

1. **Grouping Related Content:** Panels are specifically used to cluster related content on a webpage. They create a visually clear boundary, which helps communicate the purpose and relevance of the encapsulated content.
2. **Clean and Neutral Look:** Panels feature a white background, imparting a clean and neutral appearance. This makes them suitable for displaying general content that doesn't require extra emphasis.
3. **Visual Clarity:** Panels have a distinct border and padding around the content. This design choice ensures visual clarity and improves readability.
4. **Consistent Styling:** In line with the University of Scranton's brand guidelines, Panels are styled using the university's color palette, typography, and other design elements. This consistency strengthens the university's brand identity across all digital platforms.

In essence, Panels are key to creating a well-organized, visually appealing, and user-friendly website that aligns with the University of Scranton's brand identity. Please refer to the specific examples and guidelines in the University of Scranton's style guide for a detailed understanding of how to implement and style Panels. By following these guidelines, we ensure a unified and powerful brand image that truly represents the University of Scranton.

Panels - Default

Lorem ipsum dolor sit amet, consectetur adipisicing elit. Earum, omnis eius autem vel soluta, a aperiam ad aspernatur voluptatem sed minima! Necessitatibus, fugiat cumque, hic officia earum nisi ut sequi voluptas enim, quisquam consequuntur commodi ducimus illo reiciendis ea omnis.

Panels - Primary

Lorem ipsum dolor sit amet, consectetur adipisicing elit. Earum, omnis eius autem vel soluta, a aperiam ad aspernatur voluptatem sed minima! Necessitatibus, fugiat cumque, hic officia earum nisi ut sequi voluptas enim, quisquam consequuntur commodi ducimus illo reiciendis ea omnis.

Callouts

Callouts are specialized design elements used on our website to emphasize critical content. These distinct, stylized boxes are characterized by a colored left border, selected from our approved color palette. This design feature sets callouts apart from other content, instantly drawing the user's attention.

Purpose

The primary role of a Callout is to highlight important content that requires user attention or offers significant supplementary information. These could range from alerts and instructions to additional informative content. By doing so, Callouts aid in enhancing readability and comprehension of our content.

Usage Guidelines

1. **Emphasis on Important Content:** Callouts are used to underscore crucial information on our website. They can encapsulate a variety of content types and serve to guide the audience's attention to vital details.
2. **Distinctive Design:** Callouts are stylized boxes with a unique colored left border and often feature a distinct background color. They may include an optional header for further clarity.
3. **Versatility:** Inspired by Bootstrap-styled callouts, our Callouts offer a visually engaging method to present diverse content. Their adaptability allows them to be used in a myriad of contexts, enhancing the user's experience.
4. **User Journey:** While implementing Callouts, always consider the user's journey. Ensure they are used in a manner that provides a balanced, focused, and engaging experience for our audience.

The following sections detail the different types of Callouts used in our design system, along with their respective usage guidelines. By understanding and adhering to these guidelines, we can maintain a consistent and powerful brand image that truly captures the spirit of the University of Scranton.

Callout - Default

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Earum, omnis eius autem vel soluta, a aperiam ad aspernatur voluptatem sed minima! Necessitatibus, fugiat cumque, hic officia earum nisi ut sequi voluptas enim, quisquam consequuntur commodi ducimus illo reiciendis ea omnis.

Contextual Backgrounds

Contextual Backgrounds are design elements that help highlight and draw attention to important pieces of information on your webpage. They work by encapsulating text within a colored block, creating an eye-catching contrast that makes the enclosed information stand out.

Purpose

The primary purpose of a Contextual Background is to increase visibility and readability of key content. The color contrast between the text and the background effectively guides the viewer's attention to the information that needs to be emphasized. They are particularly useful in breaking up content on a webpage and guiding the user's eye to focal points of information.

Usage Guidelines

- Color Selection:** Contextual Backgrounds utilize colors from our brand palette. Depending on the background color selected, the text color will automatically adjust to either white or black. This ensures optimal readability and compliance with accessibility standards.
- Text Color:** When using Contextual Backgrounds, avoid manually changing the text color within the WYSIWYG editor. The automatic color adjustment is specifically designed for accessibility and readability. Manually altering these colors may compromise these factors.
- Content Length:** Due to their high visual impact, Contextual Backgrounds are best used with short, important snippets of information rather than long paragraphs. Overuse or use with lengthy content may lead to visual overload and dilute the impact of the information.
- Subtitles:** In some cases, when using Contextual Backgrounds, excluding a subtitle might enhance the impact of the main content. This helps to ensure that the highlighted information captures the user's attention without distraction.
- Accessibility:** The color combinations used in Contextual Backgrounds are chosen with accessibility in mind, ensuring that our content is easily readable by all users.

By using Contextual Backgrounds effectively, we can create a dynamic and engaging website that not only looks good but also makes key information easily accessible to our users.

Main Menu

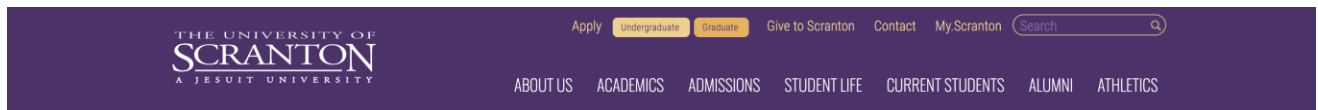
The main menu is a fundamental navigation component of the website, providing users with quick access to essential sections of the site. It is typically placed at the top of the webpage and is consistently present across all pages.

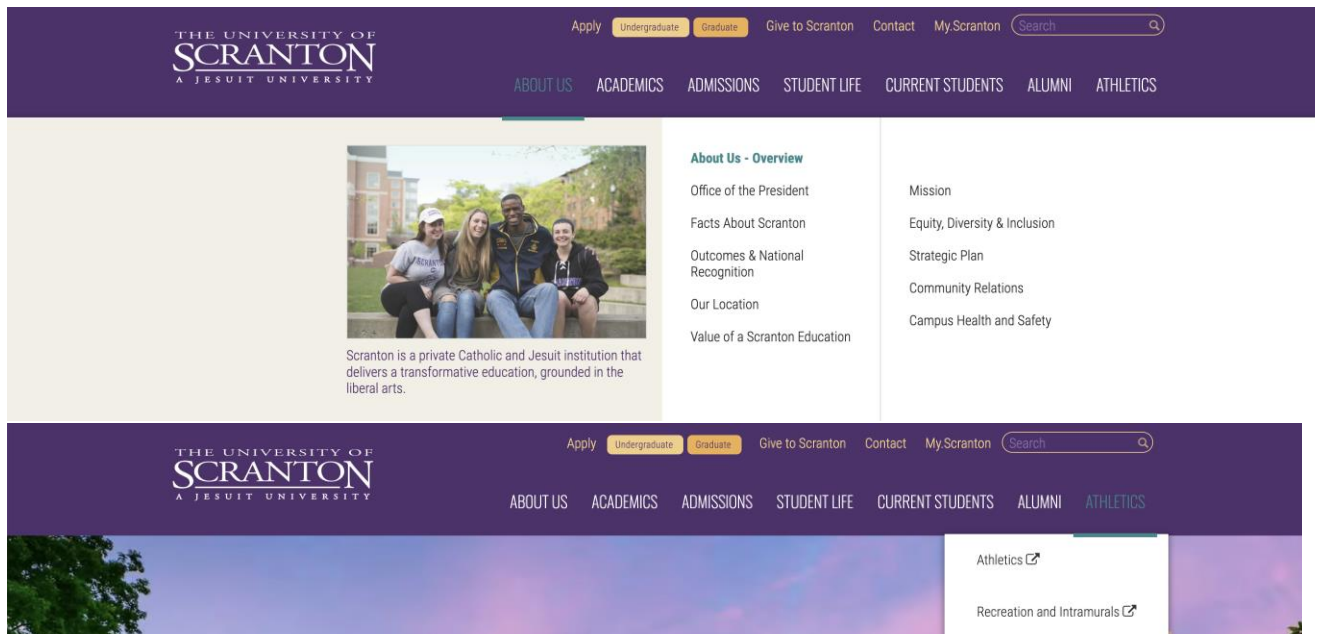
Purpose:

The main menu serves the following purposes:

- **Navigation:** The main menu provides users with easy and intuitive navigation to important sections of the website. It allows users to quickly access key pages such as the home page, about page, services page, and contact page.
- **Consistency:** By including the main menu on every page, it ensures a consistent user experience throughout the website. Users can rely on the main menu's presence and location to navigate the site consistently across different pages.
- **Accessibility:** The main menu enhances website accessibility by providing clear and organized links to important content. Users can easily locate and select the desired menu items, improving the overall usability of the website.
- **Styling and Customization:** The main menu can be styled and customized to match the overall visual branding of the website. Design elements such as colors, typography, and layout can be applied to the main menu to create a cohesive and visually appealing user interface.

The main menu of the website at The University of Scranton is full width and includes a top bar of links with a search bar and the logo positioned in the top left corner. Below the top bar, the main navigation items are displayed, and clicking on them opens a mega menu. The mega menu consists of a text/image option on the left side and a list of links on the right side.





Left Navigation

The Left Navigation component plays a crucial role in our website's user interface, providing intuitive navigation for seamless browsing. It features the following visual characteristics:

Header Style:

- The header of the Left Navigation utilizes the Vanguard font, which adds a touch of elegance and distinction.
- The header text is underlined, creating visual emphasis and making it stand out within the navigation section.

List Item Style:

- Each List Item within the navigation adopts a thin and sleek Roboto font, contributing to a modern and clean aesthetic.
- There is no specific background color for the List Items, allowing them to seamlessly blend with the overall design of the left navigation.
- The text within each List Item is displayed in black, ensuring optimal readability and contrast against the muted white/grey background color (#fbfbfb).

Sub Menu Items:

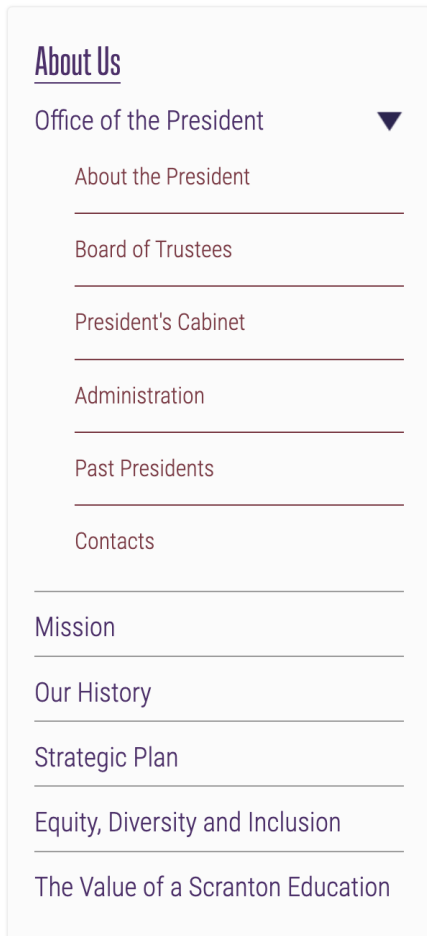
- Sub menu items within the Left Navigation can be distinguished by using our "danger" color, which is a maroon color.
- Applying the maroon color to sub menu items creates visual hierarchy and indicates additional navigation options.

Overall Style:

- The entire Left Navigation component features a muted white/grey color (#fbfbfb) as its background, evoking a subtle and sophisticated appearance.

- The edges of the navigation have rounded corners, providing a softer and more inviting visual presentation.
- A subtle box shadow adds a touch of depth to the component, enhancing its overall visual appeal.

By adhering to these design guidelines, we maintain a consistent and visually pleasing Left Navigation component that enhances user experience and facilitates easy navigation throughout our website.



Elements

Elements are the smaller, more fundamental parts of our design system. They're the basic building blocks that make up our components, much like cells make up organs in a body. Elements are simple and versatile, able to be used in multiple contexts and combinations. Examples of elements in our system include buttons, links, headings, paragraphs, and images. This section provides guidelines for using these elements, ensuring that even the smallest parts of our designs are consistent and aligned with our brand identity.

Buttons

Buttons are an essential tool for creating an intuitive and seamless user interface. On the University of Scranton's website, they are employed in various contexts, guiding users towards desired actions and destinations. They serve a crucial role in interlinking different sections of the site and offering easy access to a range of resources and services.

Purpose

In the context of the University of Scranton's website design, buttons are a primary method of user interaction. They lead users to vital pages such as application processes, academic programs, and other key sections of the site.

Usage Guidelines

- **Directing User Actions:** Buttons serve as effective guides for users, directing them towards desired actions and destinations on the website. They are instrumental in connecting different sections of the site and providing easy access to various resources and services.
- **Color-Coded for Consistency:** In some cases, buttons are color-coded to align with the website's primary color scheme. This provides both aesthetic value and a consistent user experience. The colors are chosen from the University's brand guidelines, reinforcing the brand identity.
- **Outlined Buttons:** In instances where the emphasis should be on the content rather than the button itself, outlined buttons are used. This design choice ensures that the importance of the button does not overshadow the content it is associated with.

The design and implementation of buttons on the University of Scranton's website reflect the institution's commitment to providing a user-friendly digital environment. By catering to the needs of students, faculty, and visitors alike, the use of buttons enhances the overall user experience and helps maintain the University's brand identity across its digital platforms.

