# Table of Contents

## 3 Color Palette
- Web Palette 4
- Colors Usage Examples 5

## 6 Images
- Photography Recommendations 7
- Image Terminology 8
  - Focal Point 9
  - Aspect Ratio 10
  - Dimensions & File Size 11
- Image Guidelines 12
  - Homepage 12
  - News Images 14
  - Internal Pages 15

## 19 Text
- Typefaces 20
- Basic Font Specifications 21
- Copy Do’s and Don’ts 22

## 24 Widgets
- Widget Master List 25
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.

View the Identity Guidelines »
Colors Usage Examples

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

**PRIMARY COLOR**

- **Stories**
- **9:1** Student-Faculty Ratio
- **Navigation**
- **Highlighted items on homepage**

**SECONDARY COLORS: MAPLE RED**

- **Buttons**
- **Links**
- **Statistics**
- **Table rows**

**SECONDARY COLORS: SHADES OF GRAY**

- **Form fields; accordions**

**TERTIARY COLORS**

- **Hover states for story and call to action cards**
- **Active tabs**
- **Testimonials**

**COLOR PALETTE**
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

---

**IMAGERY**

Photography and illustration are powerful ways to showcase the beauty and distinctive experience of being at Colgate.

Art and photography should reflect the tone and personality of Colgate. It should:

- Be bold, optimistic, proud, beautiful, and energetic; and when possible, show a sense of community, gravitas, rigor, unity, tradition and ambition.
- Capture genuine moments of activity and human interaction.
- Make use of unique perspectives, compositions and lighting.
- Display the beauty of Colgate’s landmarks and the surrounding Hamilton landscape.
- Highlight images that show a diversity of fields, student collaboration, professor-to-student relation, and hands-on, experiential learning.
- Utilize student, alumni, and local talent whenever possible.
- Avoid shots that are posed, inauthentic and cliché, and avoid the heavy use of filters and effects.

---

View the Identity Guidelines »

Pages from Imagery guidelines for Colgate
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**
- "Homepage_Callout_Section_1.jpg"
  - JPEG image - 636 KB
TERMINOLOGY

Focal Point

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

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**
- **Height reduced**

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.

**INCORRECT FOCAL POINT MATCHING**

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

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.
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.

Correct Aspect Ratio

Optional descriptive text lorem ipsum dolor sit amet,

Incorrect Aspect Ratio

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.
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.

---

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

<table>
<thead>
<tr>
<th>Element/Widget</th>
<th>Example</th>
<th>Focal Point</th>
<th>Aspect Ratio</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hero Image (Fall back for video)</td>
<td><img src="image1.jpg" alt="Example Image" /></td>
<td>Center</td>
<td>16:9</td>
<td>1920px × 1080px</td>
</tr>
<tr>
<td>Propective Student CTAs</td>
<td><img src="image2.jpg" alt="Example Image" /></td>
<td>Any</td>
<td>8:5</td>
<td>1600px × 1000px</td>
</tr>
</tbody>
</table>
### IMAGE GUIDELINES

#### Homepage (cont.)

<table>
<thead>
<tr>
<th>Element/Widget</th>
<th>Example</th>
<th>Focal Point</th>
<th>Aspect Ratio</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Statistics</strong></td>
<td><img src="image" alt="Statistics Image" /></td>
<td>Center</td>
<td>16:9</td>
<td>1920px × 1080px</td>
</tr>
<tr>
<td><strong>People</strong></td>
<td><img src="image" alt="People Image" /></td>
<td>Center to top third (person’s face)</td>
<td>4:3</td>
<td>1600px × 1200px</td>
</tr>
</tbody>
</table>
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.
# Image Guidelines

## Internal Pages

<table>
<thead>
<tr>
<th>Element/Widget</th>
<th>Example</th>
<th>Focal Point</th>
<th>Aspect Ratio</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Hero Image</strong></td>
<td><img src="image" alt="Hero Image Example" /></td>
<td>Center</td>
<td>16:9</td>
<td>1920px × 1080px</td>
</tr>
<tr>
<td><strong>Inline Image</strong></td>
<td><img src="image" alt="Inline Image Example" /></td>
<td>N/A</td>
<td>Left &amp; Right aligned images: any</td>
<td>Center-Aligned: 1600px wide</td>
</tr>
<tr>
<td><strong>Card</strong></td>
<td><img src="image" alt="Card Example" /></td>
<td>Center</td>
<td>4:3</td>
<td>600px × 450px</td>
</tr>
</tbody>
</table>

*Text:*


- Callout Title
  Optional descriptive text lorem ipsum dolor sit amet.

- Callout Title
  Optional descriptive text lorem ipsum dolor sit amet.

- Callout Title
  Optional descriptive text lorem ipsum dolor sit amet.
## IMaGE GUIDELINES

### Internal Pages (cont.)

<table>
<thead>
<tr>
<th>Element/Widget</th>
<th>Example</th>
<th>Focal Point</th>
<th>Aspect Ratio</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Featured Image</td>
<td><img src="image1.png" alt="Featured Image Example" /></td>
<td>Center to top third</td>
<td>16:9</td>
<td>1920px × 1080px</td>
</tr>
<tr>
<td>Carousel</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Testimonial</td>
<td><img src="image2.png" alt="Testimonial Example" /></td>
<td>Center</td>
<td>Square</td>
<td>140px × 140px</td>
</tr>
</tbody>
</table>
## IMAGE GUIDELINES

### Internal Pages (cont.)

<table>
<thead>
<tr>
<th>Element/Widget</th>
<th>Example</th>
<th>Focal Point</th>
<th>Aspect Ratio</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Width Image</td>
<td><img src="image-url" alt="Full Width Image Example" /></td>
<td>Any</td>
<td>Horizontal</td>
<td>1920px wide</td>
</tr>
<tr>
<td>Faculty Bio</td>
<td><img src="image-url" alt="Faculty Bio Example" /></td>
<td>Center</td>
<td>Vertical</td>
<td>500px wide</td>
</tr>
</tbody>
</table>
### Image Guidelines

**Internal Pages (cont.)**

<table>
<thead>
<tr>
<th>Element/Widget</th>
<th>Example</th>
<th>Focal Point</th>
<th>Aspect Ratio</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Academics Page: Featured Sections</strong></td>
<td><img src="image" alt="An Ambitious Liberal Arts Curriculum" /></td>
<td>Center</td>
<td>4:3</td>
<td>1200px × 900px</td>
</tr>
</tbody>
</table>

*Colgate’s liberal arts curriculum introduces students to the power of rigorous thinking, intellectual curiosity, and the energetic pursuit of knowledge. Students explore arbitrary links between disciplines. They apply principles of modern thought in the context of significant questions surrounding the human experience.*

Learn more about Colgate’s 56 undergraduate majors, as well as all academic departments and faculty, curriculum, and courses.

- Majors & Minors
- Departments & Programs
- Core Curriculum
- Course Offerings
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.
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.

- **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.

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

- **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.

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

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

### 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.

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


**Call to Action**

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


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


### Heading 6 - Nam quam nunc, blandit vel, luctus pulvinar, hendrerit id, lorem. Maecenas nec odio et ante.


**Caption**

Caption lorem ipsum dolor sit amet in enim justo, rhoncus ut, imperdiet a.
## Copy Do’s and Don’ts

### Copying and Pasting Text

**Do**

- 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 website 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

**Do**

- Use headings for shorter lengths of text

**EXAMPLE**

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

Body text - Xim adit que perionem ad eni abo. Nequi re, sit velecta tibus, commitenim quos re ligue apellabora cum netur ad ut offic to testi sequald magna tem illore exeruptius as velit, sendebi ssinvelit que sam ad quaecext expelec toreupuda nitioremqui

**Don’t**

- 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**


Body text - Xim adit que perionem ad eni abo. Nequi re, sit velecta tibus, commitenim quos re ligue apellabora cum netur ad ut offic to testi sequald magna tem illore exeruptius as velit, sendebi ssinvelit que sam ad quaecext expelec toreupuda nitioremqui
## Copy Do’s and Don’ts (cont.)

<table>
<thead>
<tr>
<th>Do</th>
<th>Don’t</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organize content logically with headings</td>
<td>Use headings just for style</td>
</tr>
<tr>
<td>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.</td>
<td>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.</td>
</tr>
</tbody>
</table>

### Using All Caps

<table>
<thead>
<tr>
<th>Do</th>
<th>Don’t</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use all caps sparingly</td>
<td>Use all caps for headings, titles, or longer text blocks</td>
</tr>
<tr>
<td>All caps should only be used for a word or phrase that needs even more emphasis than bold text.</td>
<td>Headings and titles already are styled so they are more prominent than body text. Using all caps for longer of blocks text will actually dilute the importance of that message, and looks like you are “shouting.”</td>
</tr>
</tbody>
</table>

**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.

**Examples**

- [News Headline Lorem Ipsum Dolor Sit Amet](#)
  - [JULY 11, 2019](#)
  - [Adrienne Shaw Wins Distinguished Faculty Award](#)
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
If you need assistance or have questions about web styles or any of these guidelines, contact the Colgate Office of Communications.