The Importance of Identity

Creating communication standards and rules that remain consistent is the key to establishing a strong identity and brand. This guide will assist you in creating a web presence that helps establish branding for the University of Utah in a coherent and thorough way through reliable and tested messaging, branding, page layout, color palettes, and typography.

Feel free to direct any questions about web communication standards to University Marketing & Communications at 801-581-7509.

Positioning Statement

Those who attend and teach at the U have the opportunity not just to learn, but to Imagine and Do: to roll up one’s sleeves and make something happen. As a result, the U—and those who walk our campus—are achieving ever-greater prominence on the international stage. Here, one can play a meaningful role in the development of landmark research, new business startups, and artistic endeavors, and will be provided the encouragement and resources to do so. Ours is an environment fueled by passion and inventiveness, innovative teaching methods, and collaboration on multiple levels; a place where the simple posing of a question can lead to an amazing education and a lifetime of learning.
Responsive Grid

Built with responsive 12 column grid, layouts, and components.

1024 pixel maximum main wrapper width

Banded or Boxed Layouts

Banded style layout with full width header and footer
Boxed style layout with fixed width header and footer

Grid Variations

One Column
Three Column
Two Column
Main Content Left
Two Column
Main Content Right
Three Column
Column Span Left
Three Column
Column Span Right
Four Column
Column Span Center
Four Column
Responsive Layouts

Adapts the layout to the viewing environment by using fluid proportion-based grids, flexible images, and CSS3 media queries.
Branding

Header Style

University Logo Tag: white on red background on the left side of header. Only the University Horizontal Logo is allowed in this space. Serves as a link to utah.edu home page.

Search feature on the right. This can be specific to the site, or can search the University's Web network. Please visit the University Search Engine page to learn how to configure a search box in your site header, or contact the U Webmaster.

Department of Languages and Literature
College of Humanities

College, Division, Department, Program, Unit, or Service Name: should be dark gray #333333 on the light gray background, or white with drop shadow if used with an image background header (see below).

Header container background can be light gray #F1F1F1 or a photo image.

Top navigation: This is the site's main navigation menu with drop-down sub-menus.

Header with photo image background

Color Palette

University Red

PMS: 187
CMYK: 0-100-79-20
RGB: 204-0-0
HEX: CC-00-00

Black

PMS: Process Black
CMYK: 0-0-0-100
RGB: 0-0-0
HEX: 00-00-00

Gray

PMS: 424
CMYK: 0-0-0-60
RGB: 128-128-128
HEX: 80-80-80

Shades of gray are also used

It is strongly recommended that designers avoid using blue or purple as stand-alone colors to avoid creating confusion with other regional universities' school colors.
Get Creative!

Within this broad framework we solicit creative and innovative ways to showcase the many extraordinary activities and programs at the University of Utah.

Contact University Marketing & Communications (801-581-6773) for additional information or answers to specific questions.

All footers must incorporate:
A link to the University Disclaimer
A physical address or mail drop
A phone number with area code
An e-mail contact address to the specific site's webmaster
A link to the University Privacy Statement
A copyright identifier
Either an Imagine U logo or a logo for the specific college or department
Address, phone number, and contact address for the specific college or department
Campus directory information which must incorporate:
  A link to the A-Z index
  A link to the Campus Directory
  A link to the Campus Map
Typography

The U uses bold typography to create stronger hierarchies and drama across all our web sites. We have chosen the Google font family Open Sans as the web font of choice because it is an open source font that closely resembles Myriad Pro (the University's preferred sans serif font family for print publications), and because it has a variety of weights and widths available.

<table>
<thead>
<tr>
<th>Open Sans Regular</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
</tbody>
</table>
| 123456789)!&,:"

<table>
<thead>
<tr>
<th>Open Sans Bold</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
</tbody>
</table>
| 123456789)!&,:"

<table>
<thead>
<tr>
<th>Open Sans Condesed Light</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
</tbody>
</table>
| 123456789)!&,:"
**Navigation**

**Primary navigation and sub menu on desktop monitors**

<table>
<thead>
<tr>
<th>LINK ONE</th>
<th>LINK TWO</th>
<th>LINK THREE</th>
<th>LINK FOUR</th>
<th>LINK FIVE</th>
<th>LINK SIX</th>
<th>LINK SEVEN</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Top navigation and sub menu
  
  background color #333333

- Hover/selected state for navigation and sub menu
  
  background color #000000

**Secondary Navigation**

For section-specific navigation, or for related links, use the two column page layout and add a dark gray box at the top of the second column.

**Keep it Simple**

Limit the number of web pages in the navigation menu to a maximum of 7 pages. Why seven? Short-term memory only holds seven items.

If you have eight or more categories in your navigation menu, visitors may overlook important information. Re-think your site structure. It may require tiered navigation (drop down menus).

Sum up what information a visitor will find in a word or two. You don't have much real estate in the navigation bar. And your users don't have much patience. Be succinct.
Primary navigation and sub menu on tablets and phones

Phone Layout
tap top menu to reveal the primary navigation drop-down

949 px and smaller screens

Menu Bar Background: #333333
Links Background #E1E1E1
Links Hover Background: #F1F1F1
Links Current Background: #F1F1F1
Sub menu Background: #E1E1E1
Sub menu Hover Background: #F1F1F1
Sub Menu Current Background: #F1F1F1
Third Level Background: #E1E1E1
Menu Font Color: #FFFFFF
Drop-Down Font Colors: #333333
Menu, Links, and Sub Menu Font: Open Sans Bold
3rd Level Font: Open Sans Regular

<table>
<thead>
<tr>
<th>MENU</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>LINK ONE</td>
<td></td>
</tr>
<tr>
<td>LINK TWO</td>
<td></td>
</tr>
<tr>
<td>LINK THREE CURRENT</td>
<td></td>
</tr>
<tr>
<td>SUB MENU</td>
<td></td>
</tr>
<tr>
<td>SUB MENU</td>
<td></td>
</tr>
<tr>
<td>SUB MENU CURRENT</td>
<td></td>
</tr>
<tr>
<td>3RD LEVEL</td>
<td></td>
</tr>
<tr>
<td>3RD LEVEL</td>
<td></td>
</tr>
<tr>
<td>3RD LEVEL</td>
<td></td>
</tr>
<tr>
<td>SUB MENU</td>
<td></td>
</tr>
<tr>
<td>LINK FOUR</td>
<td></td>
</tr>
<tr>
<td>LINK FIVE HOVER</td>
<td></td>
</tr>
<tr>
<td>LINK SIX</td>
<td></td>
</tr>
</tbody>
</table>
A Splash of Red

Crimson is the color of The University of Utah. However, red should not be the predominant color on our web sites. Use red sparingly and as an accent to add emphasis or interest to web pages.

HTML Elements

button text, forms, fieldsets, tables, etc. comprehensive list

Heading H1

Heading H2

Heading H3

Heading H4

Heading H5

Heading H6

Paragraph text. Uptatem quodigenis rest es et liissiti onessunt. Rum non nam nullatem errovidebis quam quatium, simaxime niusapid quias quam.

Headline Links » Headline Hover » Headline Visited »

The style for text links is red #CC0000 underlined.
The style for text links hover is red #FF0000 underlined.
The style for text links visited is red #990000 underlined.
**List Styles**

- Unordered List Item One
- Unordered List Item Two
- Unordered List Item Three

1. Ordered List Item One
2. Ordered List Item Two
3. Ordered List Item Three

**Unordered Link List**

- **Link One**
- **Link Two Hover**
- **Link Three Visited**

**Form Styles**

Form Label for Input *

Form Label for Input Focus *

Form Label for Input Error *

ERROR: Oops, there seems to be a problem.

Text Area

This is some text I added here.

**Button Color Options**

Buttons on White Background

Buttons on Dark Background

SEND REQUEST
Box with Image & Button
The sum a derovit quodigenet eaturecae que sam aut reped et pre exerore cus volupit velenia epudignis et mo eum fugiae volupta inctatiam nisi sum aut que nimiliam ipideliquodi cus. Roviduc illabo. Nist re mostiam, simus mod

Box with Image & Link List

Link 1
Link 2
Link 3
Link 4

color boxes can be used to highlight important information. Dark Gray boxes are normally used at the top of column 2 for secondary navigation.
Callout Headline Text

Emporpore volor magnimp orehendunt landis delit imeniate suntori buscienet ut faccus aut volorectem dolupta tiusci qui sitatem. Icipsaperis de licipsaperum volenderum aliquo oditiunt accaborum lations equodic idellum quististi tem ra id doloreictas es res et omnime rehentia quis natus.

LEARN MORE

Medium Gray Callout Box Headline

Medium gray box background is #666666 with white type. This meets Web accessibility color contrast requirements. oditiunt accaborum lations equodic idellum quististi tem ra id doloreictas doluptati unt ad etus exernatur?

LARGE CALL TO ACTION BUTTON
Responsive Layout Elements based on a 12 column grid with 1024 pixel maximum main wrapper width
White Box

Ficenimo optiorerem res doloreped ex este pratia iusani

Two Column Box

The sum a derovit quodigenet inctatiam nisi sum aut que nimiliam ipideliquodi cus. Roviduc illabo. Nist re mostiam, simus mod

Two Column Box

The sum a derovit quodigenet inctatiam nisi sum aut que nimiliam ipideliquodi cus. Roviduc illabo. Nist re mostiam, simus mod

Responsive Layout Elements based on a 12 column grid with 1024 pixel maximum main wrapper width
Rotating Header Banner Option

Banded Rotating Header Banner

Boxed Rotating Header Banner
Putting it All Together

Banded one-column landing page with rotating header banner

Boxed one-column landing page with rotating header banner