

WEB DESIGN GUIDE

This guide is designed to provide a framework for site editors and online content creators. Following these guidelines should guarantee that each site is in compliance with the Marshall University graphic standards for online content. Additionally, consistent use of correctly styled sections and elements will better meet the needs of users on any device, from desktop to smart phone. Consistent use of official colors and elements reinforces brand recognition with users. To help navigate this guide, a section breakdown is provided for quick reference.

THIRD PARTY DISCLAIMER

Third party websites and applications that provide services to Marshall University should follow the guidelines set forth in this manual as closely as possible. While not all third party vendors will be able to follow all web guidelines to the fullest extent, third parties should follow all standards outlined in this guide.

LOGO USE

- **UNACCEPTABLE LOGO USES**
- **SECONDARY MARKS**

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WEB COPY

- **WEB TYPE COLOR COMBINATIONS**
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LOGO USE

Site editors are permitted to use Marshall University logos on pages and posts in presentation of content on their pages. When using logos, individual units are not permitted to modify the logos in any way unless they have previously, explicitly been granted permission by University Communications.

UNACCEPTABLE LOGO USES

Unacceptable logo uses on the web follow closely with unacceptable uses in printed material. The logo must not be altered in any way for use online. Specifically:

- Do not stretch or condense the logo.
- Do not isolate the logo in a frame, unless when using with the Marshall University flag element.
- Do not display the logo at an angle.
- Do not add a unit name in place of "Marshall" in the bar "M" logo.
- Do not alter proportions of the words "Marshall University" or the stylized "M."
- Do not set the words "Marshall University" in another typeface and use in place of the official logo.
- Do not combine the official logo with any other logo.

SECONDARY MARKS

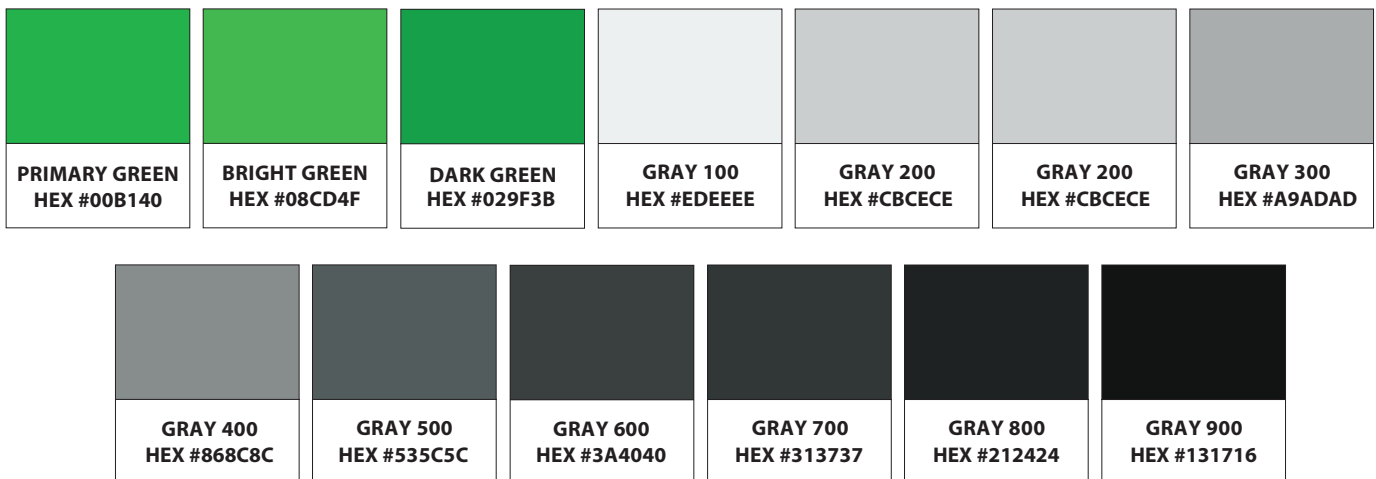
Under no circumstances should any college be designing its own logo to use on the website.

WEB COLOR PALETTE

There are several approved colors for use in online site designs that allow newly created content to remain consistent with the overall Marshall University branding. Marshall University Green (referred to here as primary green) should always stand front and center in visual communications. To accent and support the primary green, use black, white and/or gray.

SWATCH SAMPLES

While the official print representation of Marshall University Green is PMS 354, it is important to note that the on-screen rendering of this color differs slightly. The approved HEX codes used for online representation are listed here.



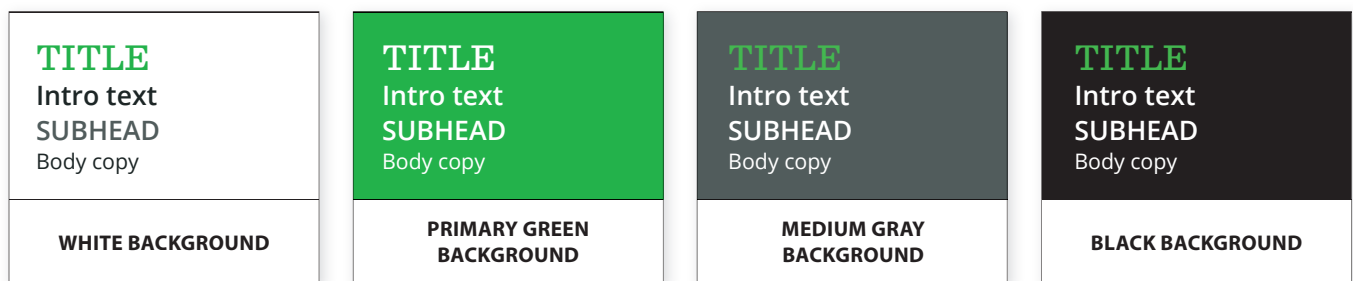
WEB COPY

One of the main functions of the main website is to serve as a recruitment tool for Marshall University. Opportunity, community, tradition and history, and a spirit of innovation and vision are identified as primary themes through which Marshall University's strengths can be understood and conveyed. These themes should be integrated directly into the website copy to educate users and further reinforce the brand. The tone should be confident but friendly, direct but reassuring. The copy should also reflect a sense of belonging and include action-oriented language.

Section titles should be worded as calls to action, rather than solely as descriptors. Words like find, get, learn, or discover are used to encourage users to act, while associating dynamism with the overall Marshall University brand experience.

WEB TYPE COLOR COMBINATIONS

To ensure legibility and consistency, we have defined type treatments over backgrounds of different colors. Below are the most common combinations found on the site.



- Titles: #00B140
- Intro text: #131716
- Subheads: #535C5C
- Body copy: #131716

- Titles: #FFFFFF
- Intro text: #FFFFFF
- Subheads: #FFFFFF
- Body copy: #FFFFFF

- Titles: #08CD4F
- Intro text: #FFFFFF
- Subheads: #FFFFFF
- Body copy: #FFFFFF

- Titles: #08CD4F
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- Body copy: #FFFFFF

WEB COPY CONT.

WEB TYPEFACES

In general, the guidelines below are to be followed when styling text. Size and color may change depending on the background or layout of the copy.

Do not modify typefaces or colors. These choices were made carefully to adapt the established print guidelines for the web. **Do not justify any text.** This style creates spaces between words called “rivers of white” which can run down the page and make it difficult for users to read. For best practice, keep text aligned to the left in headers and text-heavy instances. Centering text is only approved for section headlines with a short amount of intro text.

THIS IS A TITLE

THIS IS A SUBHEAD.

This is intro text to use over solid backgrounds.

This is intro text to use over photo backgrounds.

This is a line of body copy.

- **Titles:** Sentinel Medium, all caps (largest type on the page)
- **Intro text:** Open Sans, Semibold (over solids) or Bold (over photos) (a few points larger than body copy)
- **Subheads:** #535C5C, Open Sans Semibold, all caps (same size as intro copy)
- **Body copy:** #131716, Open Sans Regular

Sentinel Medium

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**

abcdefghijklmn**opqrstuvwxyz**

1234567890

- Titles
- Section headers

Sentinel Semibold

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**

abcdefghijklmn**opqrstuvwxyz**

1234567890

- Primary navigation
- Primary footer
- Quote boxes
- Class listings

Open Sans Regular

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**

abcdefghijklmn**opqrstuvwxyz**

1234567890

- Primary navigation
- Secondary navigation
- Body copy
- Breadcrumbs
- Links
- Sidebars

Open Sans Semibold

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**

abcdefghijklmn**opqrstuvwxyz**

1234567890

- Primary navigation
- Intro text (over solids)
- Subheads
- Buttons and links
- Attributions
- Calls to action
- Sliders
- Cards

Open Sans Bold

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**

abcdefghijklmn**opqrstuvwxyz**

1234567890

- Intro text
- Course listings
- Course hours
- Curriculum