

**Website Style Guidelines**

Prepared by: Engineering Strategic Communications

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#### WordPress themes

Engineering Strategic Communications provides WordPress themes for official faculty websites. These themes have the following styles integrated into the templates and CSS files. If you are using a platform other than WordPress, please be sure to follow these guidelines for brand consistency.

#### Fonts

The only web font Engineering uses is the Google font **Open Sans**:

<https://fonts.google.com/specimen/Open+Sans>

Please only use this font. Different weights of Open Sans are used for variation.

#### Colour palette

Dark blue: #001a5c

Teal: #007393

White: #ffffff

Light grey: #d2d2d2

Dark grey: #333333

Black: #000000

#### Site Headings

Site headings should be dark blue (#001a5c) and mixed case. CSS as follows:

h1 {font-size:32px; color:#001a5c; font-weight:300; line-height:40px; letter-spacing:-1px;}

h2 {font-size:28px; font-weight:300;}

h3 {font-size:24px; font-weight:300; }

h4 {font-size:18px; font-weight:600;}

h5 {font-size:16px; font-weight:400;}

h6 {font-size:14px; font-weight:600;}

#### Paragraph text

p {font-size: 16px; color:#333333; font-weight:400; line-height:24px; }

#### Links

Text links should be teal colour (#007393), and on hover should switch to dark blue (#001a5c) with underline style.

CSS for hyperlinks:

a {color:#007393; text-decoration:none;}

a:focus, a:hover {color:#001a5c; text-decoration: underline;}

#### Header

Left-aligned elements:

* logo/signature (must be blue version, not black; links to FASE website)
* name of site
* primary navigation
* global navigation (if applicable)

Right-aligned elements:

* search form
* secondary menu
* social media icons (if applicable)

#### Navigation

Primary navigation should run horizontally along the top of the page, under the site title and logo. Menu items should be mixed-case. Please do not upper-case menu items.

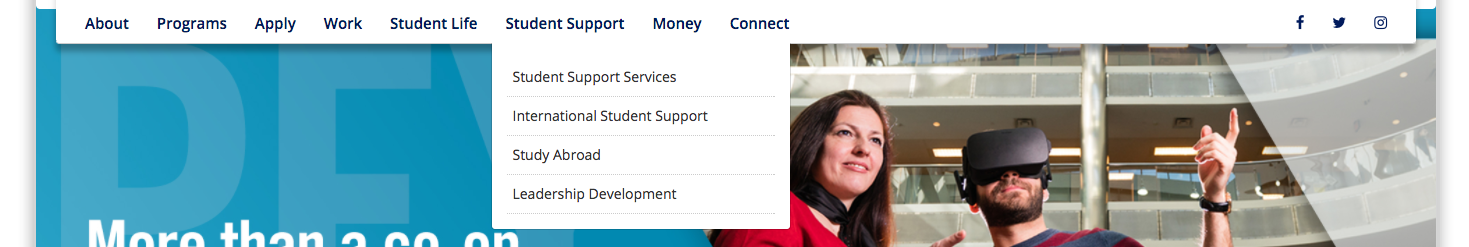
Menu items should be 15px, font-weight: 600, and dark blue (#001a5c).

Drop-down menus (displayed on hover or click) should be formatted as:

font-size: 14px; font-weight: 400; line-height: 18px; color: #333333; background-color: #ffffff

Drop-down menu items should be separated by a 1px dotted border on top and bottom.

Sample:



#### Footer

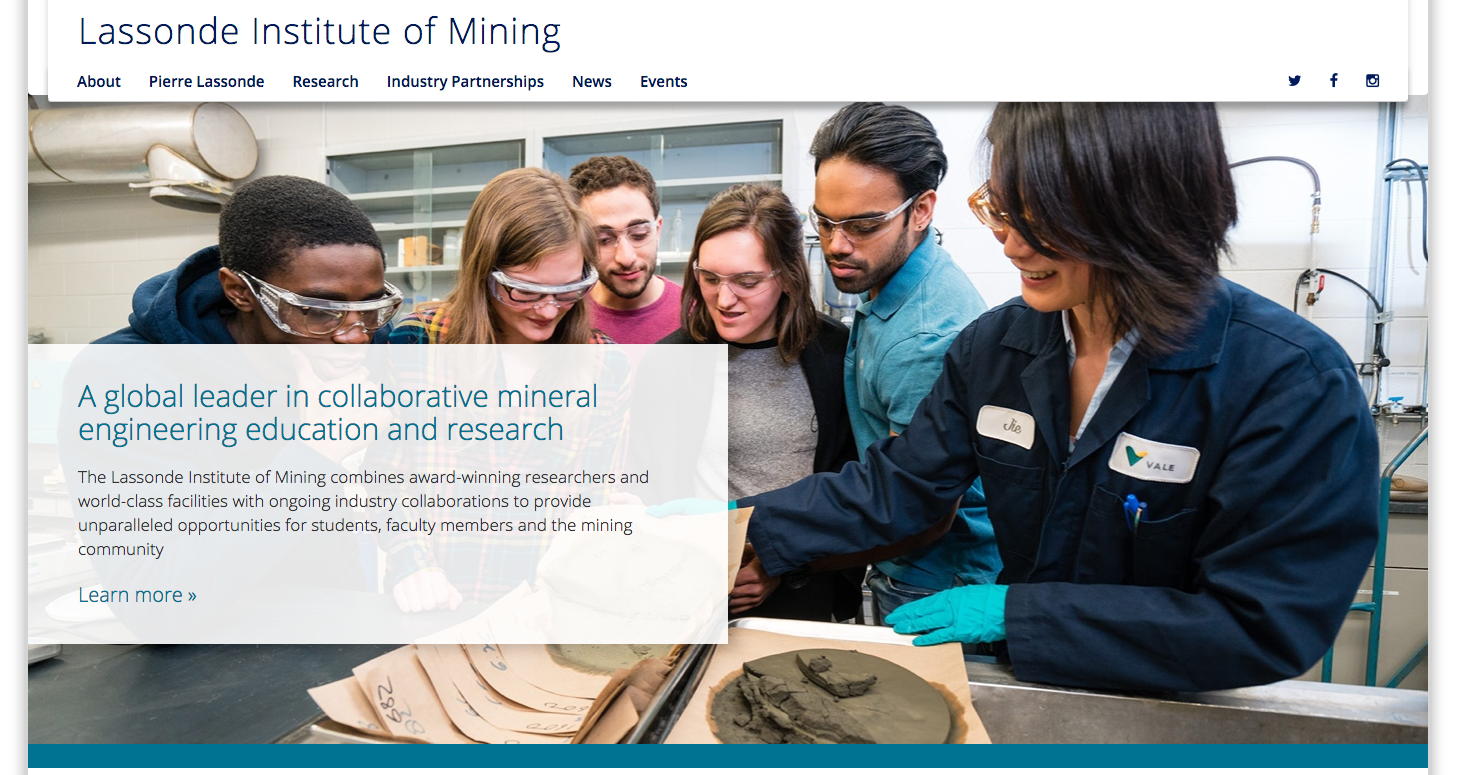
Footer content must be wrapped in dark blue (#001a5c) container. Text must be white (#ffffff). Elements should include:

* applicable menu items, including Contact link
* signature/logo (must be white version)
* street address
* link to FASE website: engineering.utoronto.ca
* link to utoronto.ca

#### Homepage elements

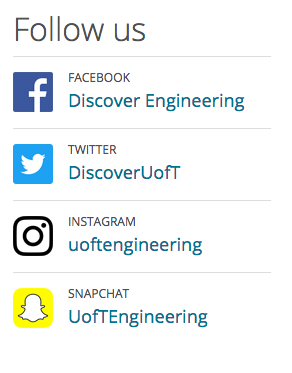
**Hero**

The hero section is displayed under the primary navigation. It is a visual element that stretches the width of the template and highlights featured content. It has a text component overlaid on the image, as well as a link that drives to a specific page on the site. Sample:

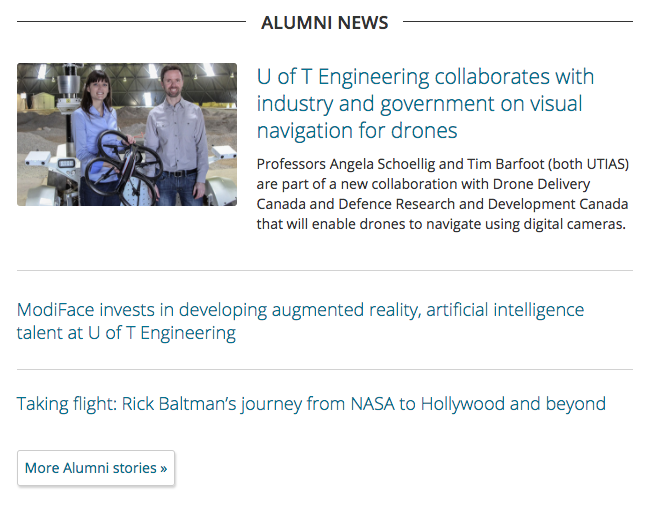


**Follow us**

The “Follow Us” section lists the social media channels. Sample:



**News**



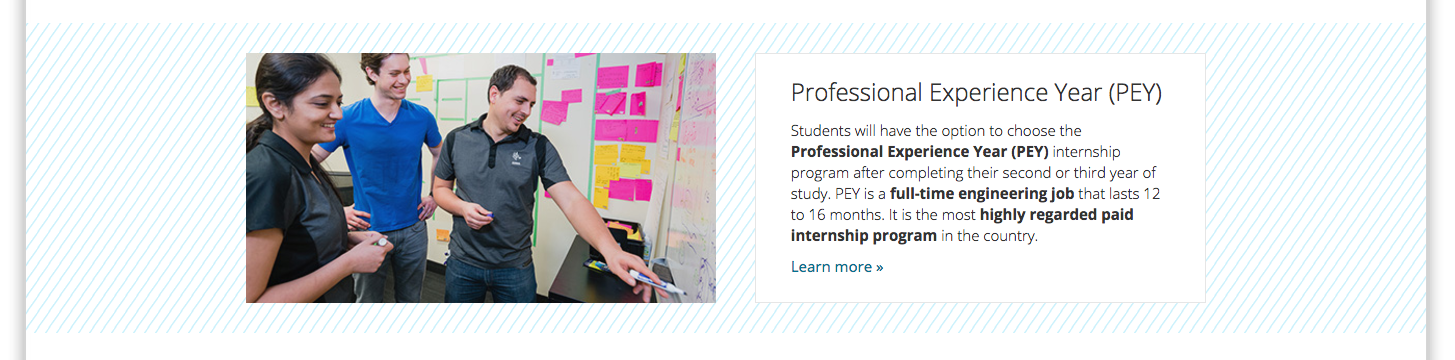
**Events**



**Quick Links**

Macintosh HD:Users:robertab:Desktop:screenshot-alumni.engineering.utoronto.ca 2017-05-16 16-15-04.png

**Call-out section**



#### Interior pages

Page layout options: full width (one column), left sidebar (2 columns), right sidebar (2 columns), left & right sidebars (3 columns)

**Left sidebar** should be used to display navigational elements, such as a contextual navigation menu.

**Right sidebar** should be used for additional content that may be related to primary page content, i.e. links to other pages the users might find useful.

Use **breadcrumbs** below the navigation to help visitors understand where they are on the site.

#### Images

Images that are not used for decorative purposes must include **alt tags and captions**.

**Images should contain very little or no text**. This is for accessibility purposes – screen readers cannot read text that is embedded into images. It is also poor SEO practice.

Images should be **optimized for web.**

Imagery should **reflect the Engineering and U of T brand**. Contact us if you have any questions about what images to use on your website.

#### Icons

Icons used for social media, for example, should be minimalistic in design. Use official icons provided by social channels. Use Font Awesome for icons where applicable.

### Questions?

Contact [**Roberta Baker**](mailto:roberta.baker@utoronto.ca), Web & Digital Communications Strategist.