Website Masthead

Updated March 2019

Consistent website mastheads ensure visual consistency across University of Colorado websites, improving recognition and understanding of the university brand. The website masthead standards must be used on all official university websites. Below summarizes the standards for UCCS websites and CU system-wide consistency.

The UCCS website masthead is meant for university departments and university-recognized affiliates conducting official university business, and these guidelines describe the required elements for all university websites. The UCCS web identity may not be used on personal websites or on student group sites.

Masthead Anatomy

Components

UCCS website mastheads contain a **global header** and, when applicable, a **local header**. Global header logo identification is limited to the official campus logo. The global header may contain campus-level right-side content. School, center, unit, program, or section identification is represented in the local header. Site navigation and content follow.

Additional details for UCCS website content and components are available from OIT Web Services at www.uccs.edu/webstyle/

Global Header

The global header identifies the university, and may contain university-related content on the right side.

Global Header

Masthead

Local Header

UCCS University of Colorado
Colorado Springs

20px minimum

Department Name — Helvetica Neue Bold 30px/30px

OPTIONAL PARENT UNIT/COLLEGE NAME — 15px/15px

20px minimum

Content

- Web header logo identification limited to UCCS logo
- Right-side campus-level content optional
- School, center, unit or program identification is limited to the local header

Sizing

- Overall header height (the bar) set at minimum of 50 pixels. Height can grow as needed for campuses with longer names.
- UCCS icon height set at a minimum 28 pixels
- Wordmark height set proportional to the standard alignment for the UCCS logo, to comply with overall brand standards
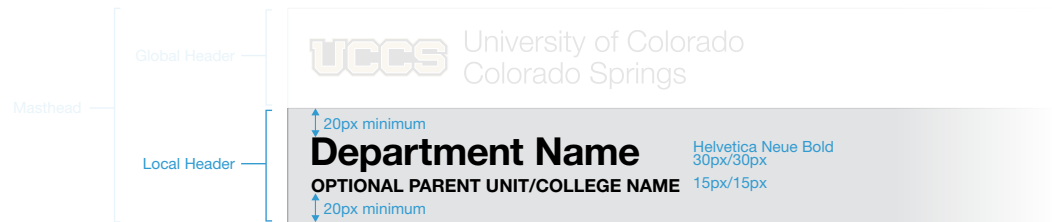
Spacing

- Minimum of 9 pixels clear space above and below the logo (UCCS icon + wordmark)
- Web header logo centered vertically in the global header
- Height of logo + top and bottom clear space = height of global header

Composition

- Logo arrangement preference is set at the campus level
- Option to break longer campus names across two lines
- Header logo may be displayed as a single image (SVG preferred), composed of both the icon and wordmark, or as an image + HTML combo, with the wordmark styled using HTML and CSS. Decision is left to each campus, as long as the overall aesthetic does not change due to the manner of display
- Background color is limited to official CU colors only: black, white, CU Light Gray, CU Dark Gray or CU Gold.
- Right-side content is managed at the campus level (search box / quick links / etc.)

Local Header

The local header identifies the college, department, school, center, unit or website, and may optionally also identify the parent unit.

Masthead

Global Header

Local Header

UCCS University of Colorado Colorado Springs

20px minimum

Department Name
OPTIONAL PARENT UNIT/COLLEGE NAME

Helvetica Neue Bold
30px/30px
15px/15px

20px minimum

Content

- Identification of websites for UCCS schools, centers, units, programs and initiatives (answering "which website is this?")
- Text-only; no logos, symbols or graphics, with the exception of named colleges and schools, or approved co-branded entities
- Font must comply with branding standards and be consistently applied at the major entity level (campus, system, CU Foundation)
- Dynamic (HTML/CSS) text only. No graphics or images for text.
- Text links to associated home page

Sizing

- Overall section header height (the bar) set at minimum of 90 pixels. Height is standardized across all CU web properties.
- Primary text size: 30 pixels minimum
- Optional secondary (parent unit) text size: 15 pixels, or larger if needed for web accessibility

Spacing

- Margin / padding above and below text of 30 pixels minimum, or 20 pixels minimum when parent unit is present.

Composition

- Background color: official CU colors only (black, white, CU Light Gray, CU Dark Gray or CU Gold.) No school or unit-specific accent colors permitted.
- Primary text styling: Helvetica Neue, or campus-approved web alternative typeface if Helvetica Neue is not embedded
- Secondary (parent unit) text styling: Helvetica Neue, or campus-approved web alternative typeface. All caps. Standard-weight.
- Optionally, on top-level critical-path pages only, an approved campus-wide marketing tagline or brand campaign mark can be added to the right side of the local header.

Other Elements

Required Footer Elements

- Include basic contact information such as address, email address, phone number, and/or mailing address as appropriate
- University Name: University of Colorado Colorado Springs
- Links to the privacy policy and terms of use
- © Regents of the University of Colorado
- CU System logo signature, when appropriate. See page 29 of the UCCS Brand Identity Standards for more information

Title Tags

The title in a webpage is important for search engine ranking and identification of affiliation. This format should be used on all pages:

Page Name | Site Name | UCCS

Accessibility

According to the W3C (which creates standards for the world wide web), web accessibility means that websites, tools, and technologies are designed and developed so that people with disabilities can use them. More specifically, people can: perceive, understand, navigate, and interact with all aspects of your web site. Examples of some of the steps you need to take include:

- providing captioning for videos
- making sure the site can be easily navigated using a keyboard
- using headings and spacing to group related content
- using image tagging and media alternatives
- don't use color alone to convey meaning

Providing accessible technology, resources, and information is a priority for CU and benefits everyone, not just those with disabilities. Examples, again from W3C, include:

- people using mobile phones, smart watches, smart TVs, and other devices with small screens, different input modes, etc.
- older people with changing abilities due to aging
- people with "temporary disabilities" such as a broken arm or lost glasses
- people with "situational limitations" such as in bright sunlight or in an environment where they cannot listen to audio
- people using a slow Internet connection, or who have limited or expensive bandwidth

Additional information can be found at:

- www.colorado.edu/accessibility/aul/developing-accessible-technology
- www.w3.org/WAI/gettingstarted/tips/designing.html

Third-Party Web Applications

Third-party web applications used by campus must adhere to these guidelines:

Option One (preferred)

Work with the 3rd party vendor to comply with guidelines as stated.

Option Two

If the third party platform isn't capable of following the guidelines, the campus brand manager will review and approve one of the following alternatives:

A. (preferred) Use the campus logo with a headline treatment for the site name in Helvetica Neue (matching the local/section header typography standards where possible).
B. Use the unit-based logo signature in the top banner.

NOTE: In addition to complying with the guidelines above, all websites and web applications should clearly describe the name and site/application and it's purpose, following web content and search engine optimization best practices.

NOTE: Procurement of third-party platforms is subject to brand review (including naming) to ensure compliance and a cohesive overall experience across the university sites and web-based applications.