

WEB HEADERS

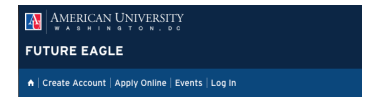
Public, external audiences

- Full AU logo and title text in Interstate

Desktop



Mobile



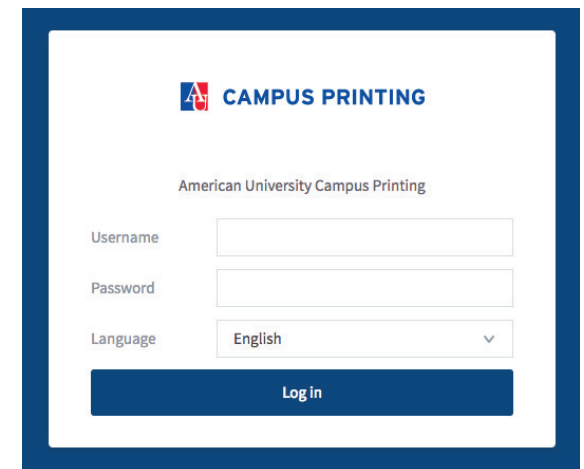
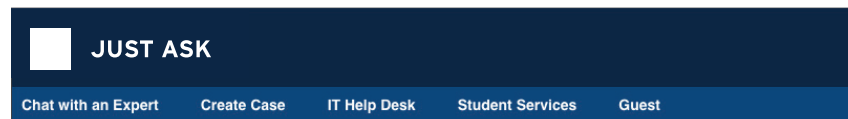
- If for technical reasons the title text cannot be placed next to the full AU logo, the whole header will be an image. UCM can help create the whole header/image that works for both desktop and mobile. Send request to brand@american.edu



Internal audience

Where there is some familiarity with the AU brand, i.e., when the user got to this page from another fully-branded page.

- AU crest and title text in Interstate
- Logo blue (#004FA2 text on white background OR white text on dark blue background)



WEB HEADERS

School-based labeling

Use this only outside of our CMS, i.e., Recruit application

- AU crest and school wordmark in blue background and title text in Interstate
- Use school color as background for breadcrumb/navigation bar
- If for technical reasons the title text cannot be placed next to the logo, the whole header will be an image. Send request to brand@american.edu

- For Institutes and Centers, use title text (Interstate) in header element. Do not place the Institute logo or other wordmark in the header.

Desktop



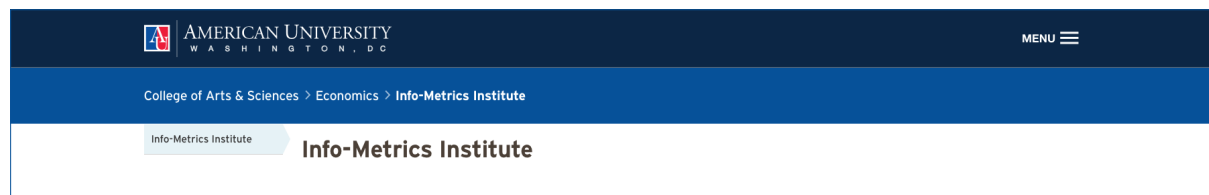
Mobile



Institute within a school



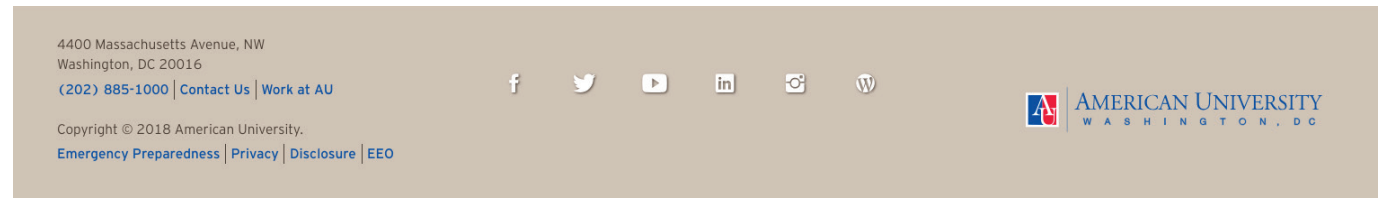
Institute within a department



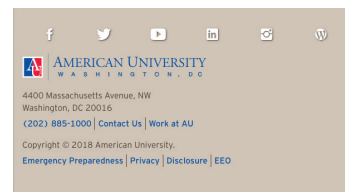
FOOTERS

- Taupe background
- Left area: contact, copyright, and required links
- Center area: social and auxiliary links
- Right area: AU logo that links back to www
- If it has to be stacked, it should match current www mobile
 - a. AU logo and link back to www
 - b. Contact, copyright, required links

Desktop



Mobile



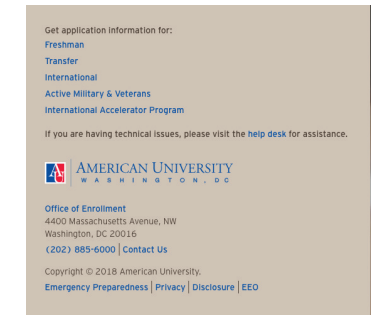
ONLY OUTSIDE CMS

For example: <https://rctugtstweb1.american.edu/Ellucian.ERecruiting.Web.External/Pages/Welcome.aspx>

Desktop



Mobile



CONTENT

Base font size, weight, and family

Base style

font-family: "Interstate Light", Interstate, Arial, sans-serif
font-size: 1.6rem
font-weight: 400
line-height: 2.6rem
color: #343434

Lede para

font-family: Interstate, Arial, sans-serif
font-size: 1.8rem
font-weight: 400
line-height: 2.6rem
color: #343434

Link coloring and outline/underline rules

Base styles

- i. color: #006796
- ii. text-decoration-color: #aabdbe
- iii. text-decoration-line
 - underline (when inline with other text)
 - none (when only child of element as in a unordered list of links)

Hover, focus

- i. color: #1774a9;
- ii. text-decoration-color: # 1774a9;
- iii. text-decoration-line:
 - underline (when inline with other text)
 - underline (when only child of element as in a unordered list of links)
- iv. outline: 1px dotted #1774a9 (focus only)
- v. outline-offset: -1px (focus only)

Visited

- i. color: #004d70
-

Border corners

All border corners should be square, not rounded. (i.e. border-radius: 0; on form inputs, buttons, wells, etc.)

CONTENT

Buttons

Primary (warm-blue background) and secondary (link-blue outline) buttons.



Heading styles

This is H1 Text Heading

Subheading Text

THIS IS H2 TEXT HEADING

SUBHEADING TEXT

This is H3 Text Heading

Subheading Text

THIS IS H4 TEXT HEADING

SUBHEADING TEXT

This is H5 Text Heading

Subheading Text

THIS IS H6 TEXT HEADING

SUBHEADING TEXT

NOTE: Headings are to be used to denote page structure not select a font size or appearance.

Alerts

Alerts colors from our brand palette

- Success: #526a3e recommended icon checkmark
- Info: #1774a9 recommended icon i
- Warning: #bb7b0f recommended icon ?
- Danger/Error: #c4122f recommended icon !

CONTENT

Striped table

Undergraduate Students	Full-Time (12-17 credit hours)	Part-Time	Summer Session 2016
Sports Center Fee	\$65.00	\$30.00	\$0.00
Undergraduate Activity Fee	\$88.50	\$15.00	\$0.00
Student Technology Fee	\$120.00	\$40.00	\$0.00

This is the table footer

Step-by-step lists

BOLD DECIMAL

- 1 Item 1
- 2 Item 2
- 3 Item 3

BOLD ROMAN

- I Item 1
- II Item 2
- III Item 3

BOLD ALPHA

- A Item 1
- B Item 2
- C Item 3

- 1 Item 1
- 2 Item 2
- 3 Item 3

- I Item 1
- II Item 2
- III Item 3

- A Item 1
- B Item 2
- C Item 3

For more items view the UI kit at <https://www.american.edu/cptools/examples/ui-kit.cfm>