THE UNIVERSITY OF SCRANTON
Website Style Guide

FONT USAGE

Gibson ......................... head, subhead, leftnav links, sidebar items
AaBbCcDdEeFfGgHhIljjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz0123456789

Gibson Light ..................... custom landing pages
AaBbCcDdEeFfGgHhIljjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz0123456789

Arial ......................... body, inline links, footer text/links
AaBbCcDdEeFfGgHhIljjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz0123456789

PARAGRAPH SETTINGS

left sidebar header (16px)

left sidebar list items (15px)

FACTS ABOUT US
History (22px)
Founded in 1888 as St. Thomas College by the Most Reverend William O'Hara, D.D., Scranton's first bishop, Scranton achieved university status in 1930 and was enshrined to the care of the Society of Jesus in 1942.

body text (16px)

Our Accreditations
ABET
Accreditation Council for Occupational Therapy Education
Association to Advance Collegiate Schools of Business
American Chemical Society
Commission on Collegiate Nursing Education
Commission on Accreditation in Physical Therapy Education
Commission on Accreditation of Healthcare Management Education
Council for Accreditation of Counseling and Related Educational Programs
Council for Standards in Human Services Education
Council on Accreditation of Nurse Anesthetist Educational Programs
Council on Rehabilitation Education
Middle States Commission on Higher Education
National Association of Boards of Examiners of Occupational Therapy Professionals
National Board for Certification of Counseling Psychologists
National Council for Accreditation of Teacher Education
National Accrediting Agency for Clinical Laboratory Sciences
Pennsylvania Department of Education
Pennsylvania State Board of Nursing
PHOTOGRAPHY
The primary visual focus on specific template pages is the photographic header. This area should remain a consistent size (1280px x 361px) on all pages where it is used. The photography should be engaging, and show students and people when available.
## Typography for Coding

<table>
<thead>
<tr>
<th>Usage</th>
<th>Hex Code</th>
<th>Size (px)</th>
<th>Font</th>
</tr>
</thead>
<tbody>
<tr>
<td>head</td>
<td>393563</td>
<td>36</td>
<td>Gibson, Arial, sans-serif</td>
</tr>
<tr>
<td>subhead</td>
<td>666666</td>
<td>22</td>
<td>Gibson, Arial, sans-serif</td>
</tr>
<tr>
<td>body copy</td>
<td>363636</td>
<td>16</td>
<td>Arial</td>
</tr>
<tr>
<td>inline links</td>
<td>007093</td>
<td>16</td>
<td>Arial</td>
</tr>
<tr>
<td>main nav &amp; sidebar headers</td>
<td>ffffff</td>
<td>16</td>
<td>Gibson, Arial, sans-serif</td>
</tr>
<tr>
<td>left sidebar list items</td>
<td>363636</td>
<td>15</td>
<td>Gibson, Arial, sans-serif</td>
</tr>
<tr>
<td>footer text/links</td>
<td>00ccff</td>
<td>16</td>
<td>Arial</td>
</tr>
<tr>
<td>hover over text</td>
<td>e9a73f</td>
<td>16</td>
<td>Arial</td>
</tr>
</tbody>
</table>
## Color Palette

<table>
<thead>
<tr>
<th>R-G-B</th>
<th>HEX Code</th>
<th>Usage</th>
</tr>
</thead>
<tbody>
<tr>
<td>98 - 54 - 126</td>
<td>62367e</td>
<td>Header, Footer</td>
</tr>
<tr>
<td>97 - 99 - 156</td>
<td>61639c</td>
<td>Main navigation bar hover over</td>
</tr>
<tr>
<td>139 - 140 - 182</td>
<td>8B8CB6</td>
<td>Main navigation bar</td>
</tr>
<tr>
<td>231 - 167 - 62</td>
<td>07a73d</td>
<td>“Information for” flyout header</td>
</tr>
<tr>
<td>233 - 167 - 61</td>
<td>e9a73e</td>
<td>Sidebar header background</td>
</tr>
<tr>
<td>235 - 235 - 235</td>
<td>ebebeb</td>
<td>Sidebar navigation list items</td>
</tr>
<tr>
<td>102 - 102 - 102</td>
<td>666666</td>
<td>Right column icon boxes</td>
</tr>
</tbody>
</table>