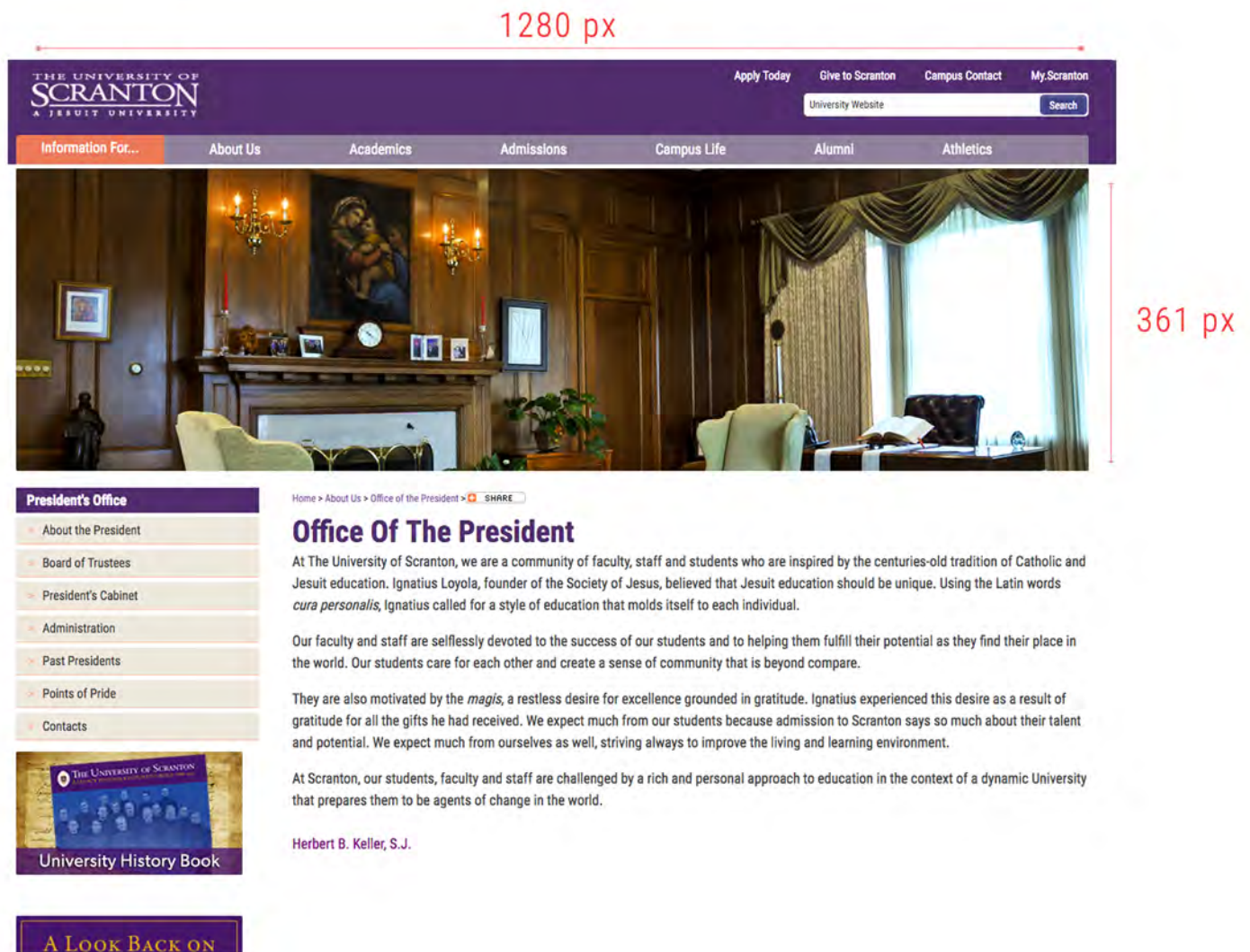


THE UNIVERSITY OF SCRANTON

Website Style Guide

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.



THE UNIVERSITY OF SCRANTON

Website Style Guide

FONT USAGE

Roboto Condensed Regular. . . . head, subhead, leftnav links, sidebar items

AaBbCcDdEeFfGgHhIiJjKkLl

MmNnOoPpQqRrSsTtUuVv

WwXxYyZz0123456789

Roboto Condensed Light custom landing pages

AaBbCcDdEeFfGgHhIiJjKkLl

MmNnOoPpQqRrSsTtUuVv

WwXxYyZz0123456789

Arial Secondary Font for variety

AaBbCcDdEeFfGgHhIiJjKkLl

MmNnOoPpQqRrSsTtUuVv

WwXxYyZz0123456789

PARAGRAPH SETTINGS

The screenshot displays the website's layout with various text elements annotated for font and paragraph settings. The top navigation bar is purple with white text. The main content area has a light beige background. The left sidebar is purple with white text. The right sidebar is light beige with purple text. The main content area contains several paragraphs and lists. The annotations indicate the following settings:

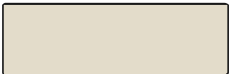
- left sidebar header (16px):** Points to the "About Us" header in the left sidebar.
- left sidebar list items (15px):** Points to the list of links in the left sidebar.
- head (36px):** Points to the "Facts About Us" header.
- subhead(22px):** Points to the "History" subheader.
- body text (16px):** Points to the main body text of the "History" section.
- inline links (16px):** Points to the list of accreditation bodies in the "Our Accreditations" section.

The website content includes sections for "Facts About Us", "Mission Statement", "Accreditations", and "Our Accreditations". The "Facts About Us" section includes a paragraph about the university's founding in 1888. The "Mission Statement" section includes a paragraph about the university's commitment to excellence. The "Accreditations" section includes a paragraph about the university's accreditation by 17 different agencies. The "Our Accreditations" section includes a list of accreditation bodies.

THE UNIVERSITY OF SCRANTON

Website Style Guide

COLOR PALETTE

	R-G-B	HEX CODE	USAGE
	81 - 45 - 109	512d6d	PRIMARY
	234 - 122 - 89	ea7a59	Secondary
	121 - 181 - 172	79b5ac	Secondary
	124 - 156 - 179	7c9cb3	Secondary
	247 - 152 - 126	f7987e	Secondary
	133- 147 - 109	85936d	Secondary
	228 - 220 - 203	e4dccb	Secondary
	113- 39 - 76	71274c	Secondary
	131- 105 - 173	8369ad	Secondary
	168- 197 - 189	a8c5bd	Secondary
	65- 64 - 66	414042	Secondary
	119- 120 - 123	77787b	Secondary