



University of California, Riverside

Web Styleguide

Nov, 2018

University Communications
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Grid System: 12 Columns, Based on a 8px Grid System

12 col

Column Margins: 16px

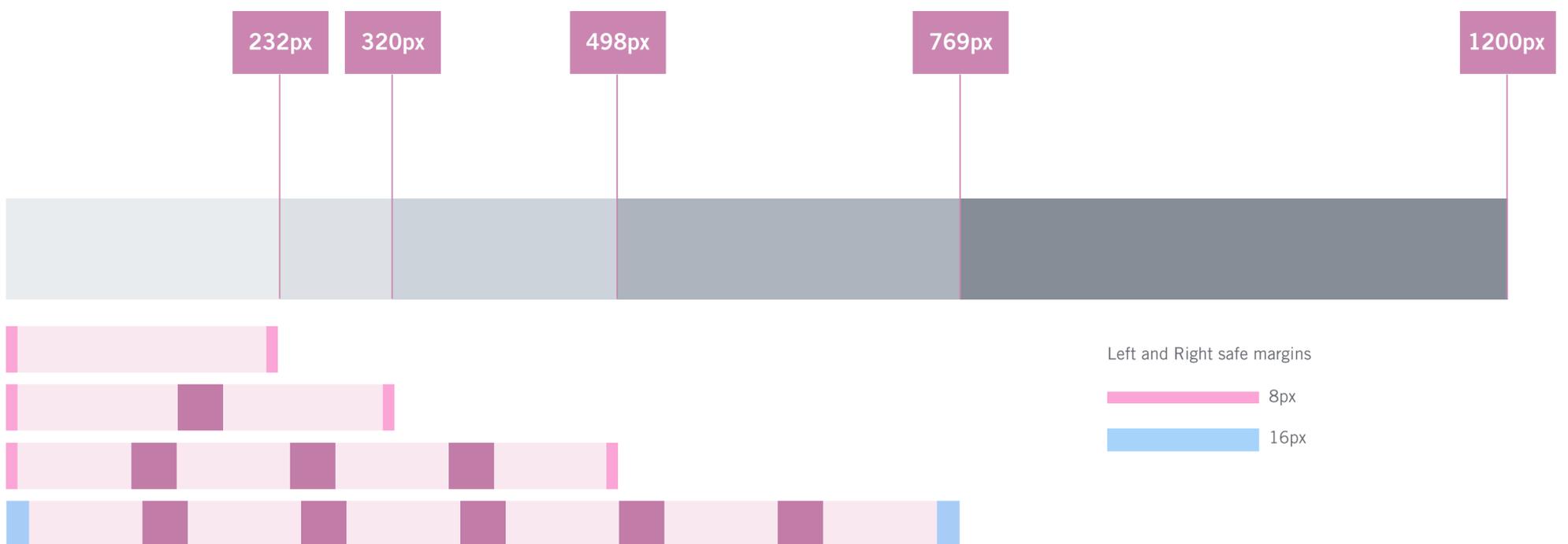
Gutters 32px (8x4) // 16px margin + 16px margin

Safe Zone Page Margins: 16px

Rows Gutter Height: 48px

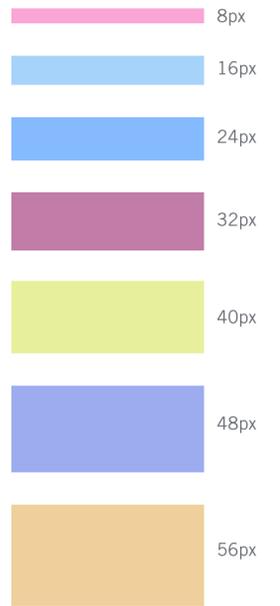


Basic Breakpoints

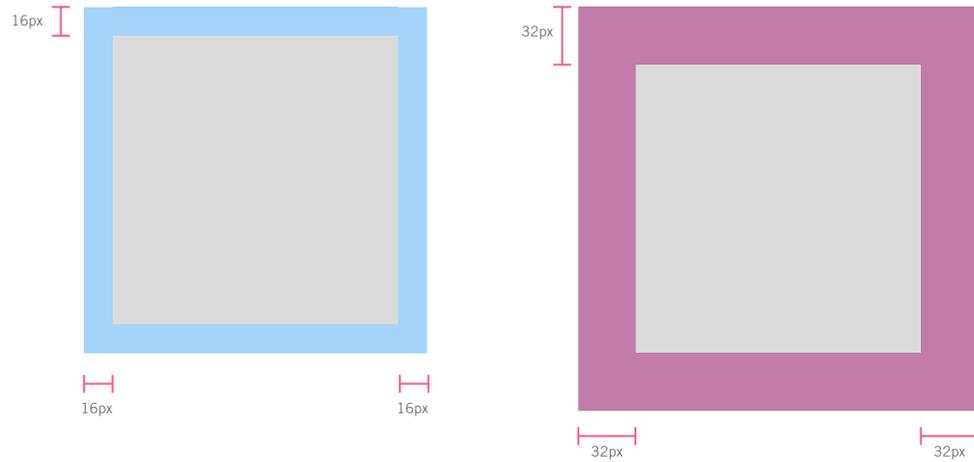


Padding and spacing between elements inside columns.

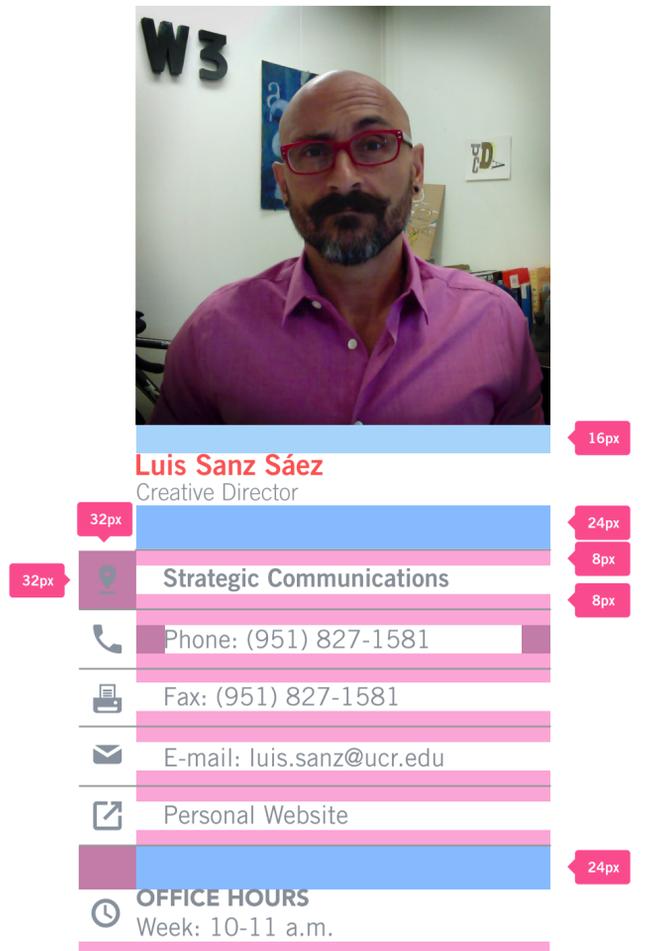
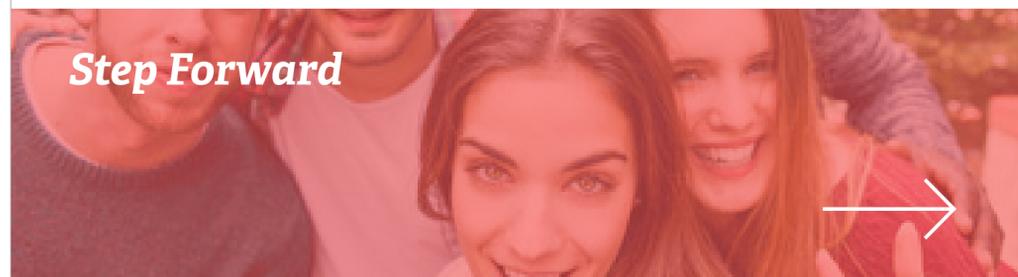
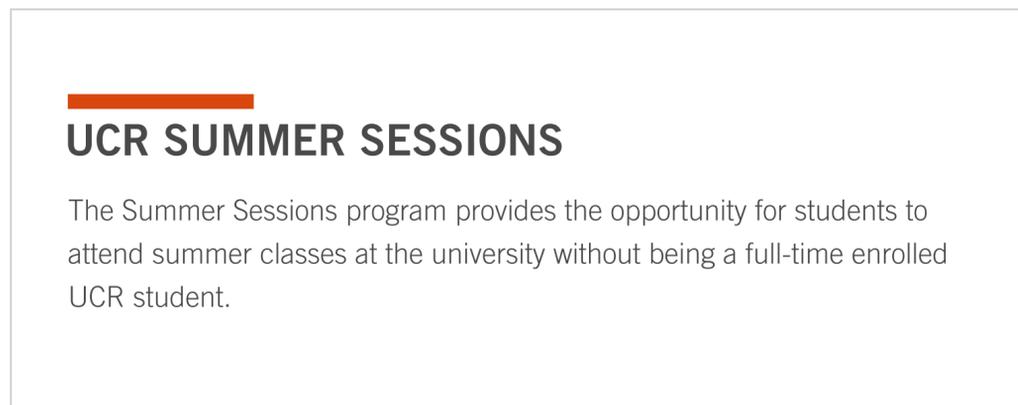
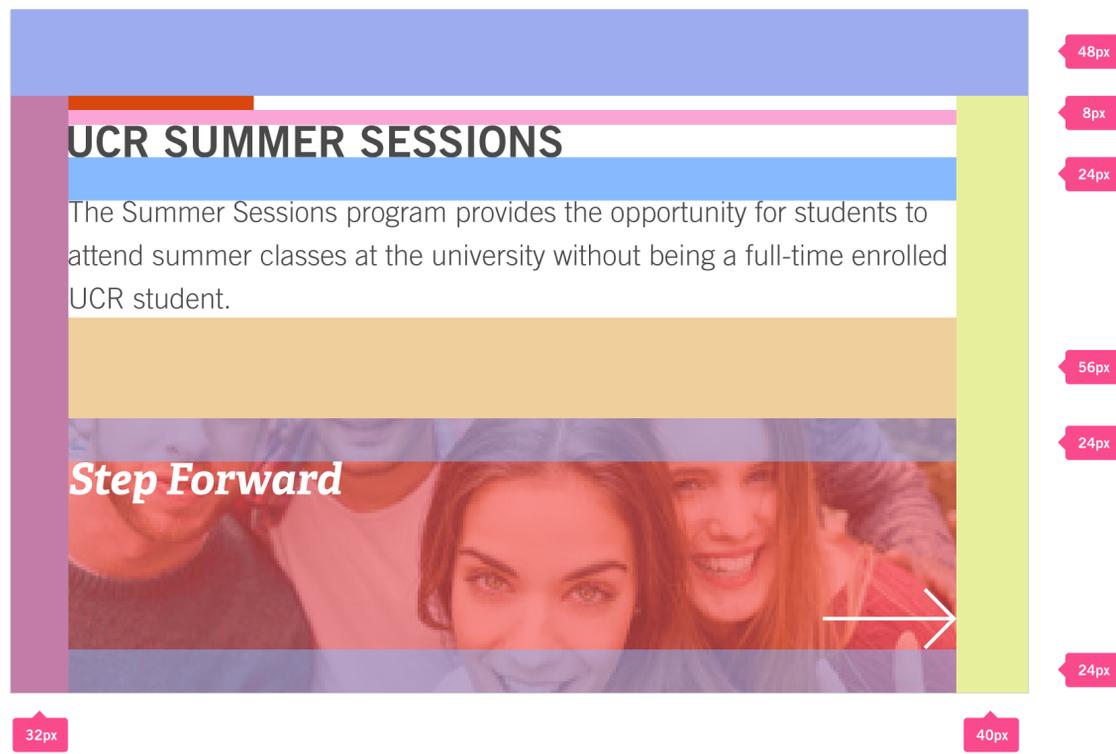
Our design is based on the 8point grid system. Using color boxes with multiple of 8px can help the designer to see if he/she is accomodating our design to the standards. Adding color coded guides right inside the artwork. At the same time, it helps the developer to create a consistent set of rules, without having to look at every individual spacing and measures from the designer's comps.



Examples



Examples



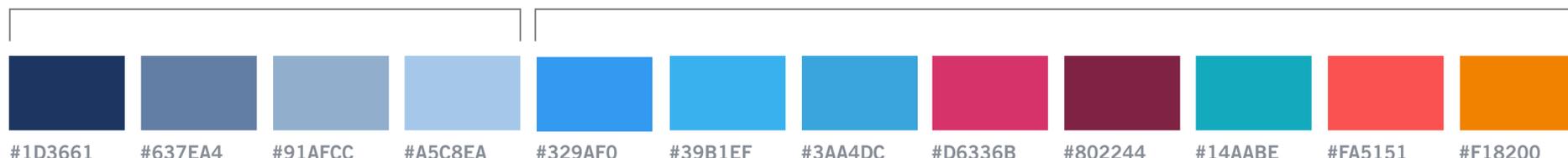
UCR Main Color Palette



UCR Blue #2D6CC0
UCR Gold #F1AB00
UCR Grey #393B41

Secondary color palette used for main components

Tertiary color palette used for small details



#1D3661 #637EA4 #91AFCC #A5C8EA #329AF0 #39B1EF #3AA4DC #D6336B #802244 #14AABE #FA5151 #F18200

UCR Grey Color Palette



#FCFCFD #E9EDF2 #CDD3DA #868D96 #485057 #343A40

Web Styleguide // Font Families

Font Family: Trade Gothic

TRADE GOTHIC

Light
Regular
Oblique
Bold No.2
Bold No.2 Oblique

Aa

Font-family: "Trade Gothic Next W01",
"Helvetica Neue", Helvetica, Roboto,
Arial, sans-serif;

HEADER STYLES

H1 // Trade Gothic 2.375rem

H2 // Trade Gothic 2.125rem

H3 // Trade Gothic 1.875rem

H4 // Trade Gothic 1.625rem

H5 // Trade Gothic 1.375rem

H6 // Trade Gothic 1.125rem

COLOR: #329AF0

BODYCOPY

Bodycopy/content. Base 16px. Successful businesses know the importance of building and maintaining good working relationships, whether it is with partners, employees, business or trade organizations, the government, media representatives, vendors,

COLOR: #595959

Basic Buttons

Default

Inactive state



Rollover state



Alternate 1

Inactive state



Alternate 1

Rollover state



Alternate 2

Inactive state



Rollover state



Headers and Navigation

OPTION 1: FLY OUT NAVIGATION

UNIVERSITY OF CALIFORNIA, RIVERSIDE MORE FROM US... ▾ Google Custom Search 🔍

UCRIVERSIDE UNIVERSITY OF CALIFORNIA | University Communications SPREADING THE WORD

HOME | MARKETING | NEWS AND INFORMATION | UCR BRAND GUIDELINES ▾ | RESOURCES | TEAM ▾

Rollover state

UNIVERSITY OF CALIFORNIA, RIVERSIDE MORE FROM US... ▾ Google Custom Search 🔍

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HOME | MARKETING | NEWS AND INFORMATION | UCR BRAND GUIDELINES ▾ | RESOURCES | TEAM ▾

- KEY MESSAGES
- POWER CLAIMS
- TONE OF VOICE
- UCR BRAND STYLEGUIDE

OPTION 2: MEGA NAVIGATION

A to Z Listing Campus Map Find People 🔍 Search MORE FROM US... ▾

UCRIVERSIDE UNIVERSITY OF CALIFORNIA UNIVERSITY COMMUNICATIONS

HOME | MARKETING | NEWS AND INFORMATION | UCR BRAND GUIDELINES ▾ | RESOURCES | TEAM ▾

Rollover state

A to Z Listing Campus Map Find People 🔍 Search MORE FROM US... ▾

UCRIVERSIDE UNIVERSITY OF CALIFORNIA UNIVERSITY COMMUNICATIONS

HOME | MARKETING | NEWS AND INFORMATION | UCR BRAND GUIDELINES ▾ | RESOURCES | TEAM ▾

- KEY MESSAGES
- POWER CLAIMS
- TONE AND VOICE
- UCR BRAND STYLEGUIDE

Headers and Navigation

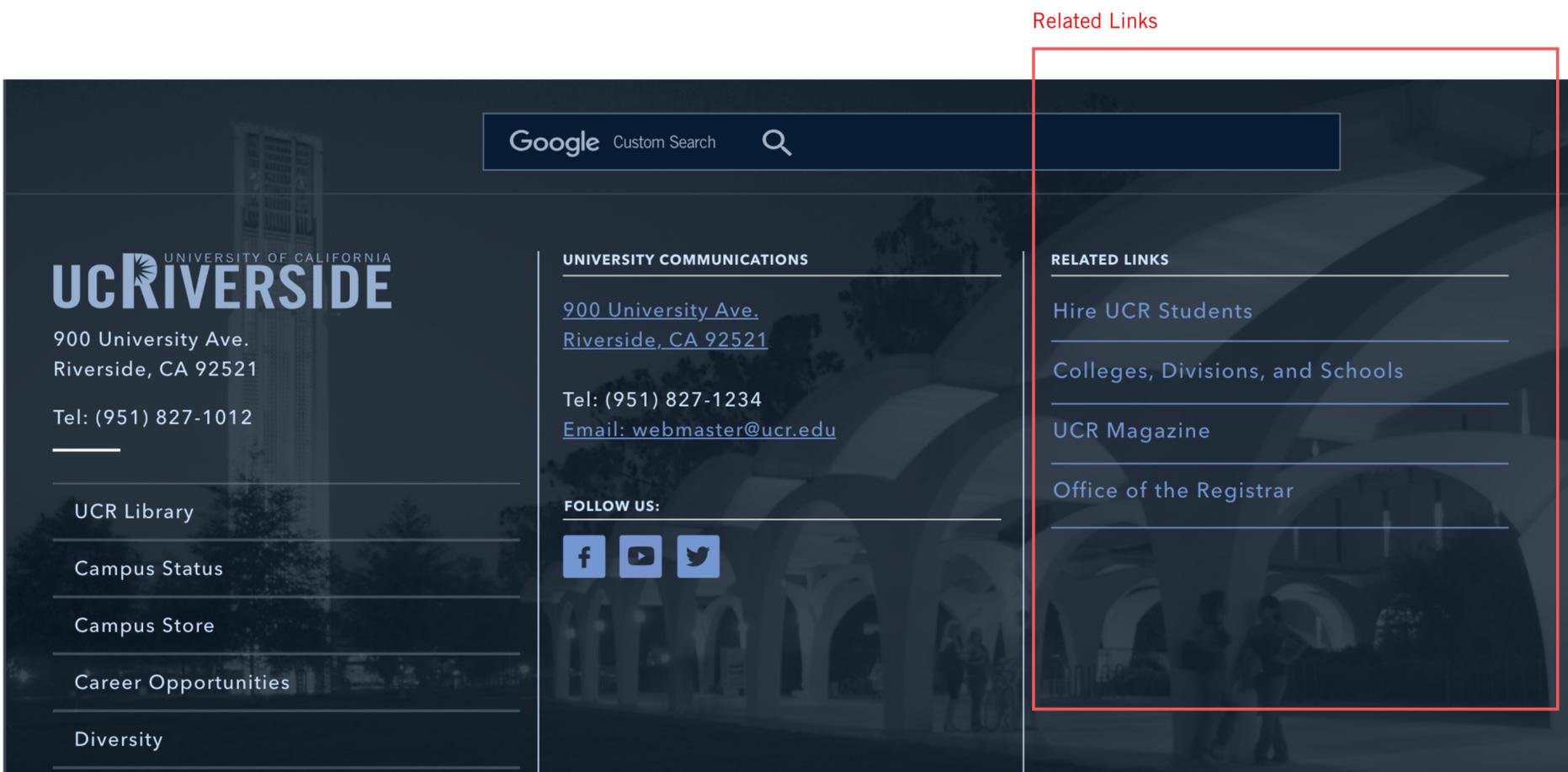
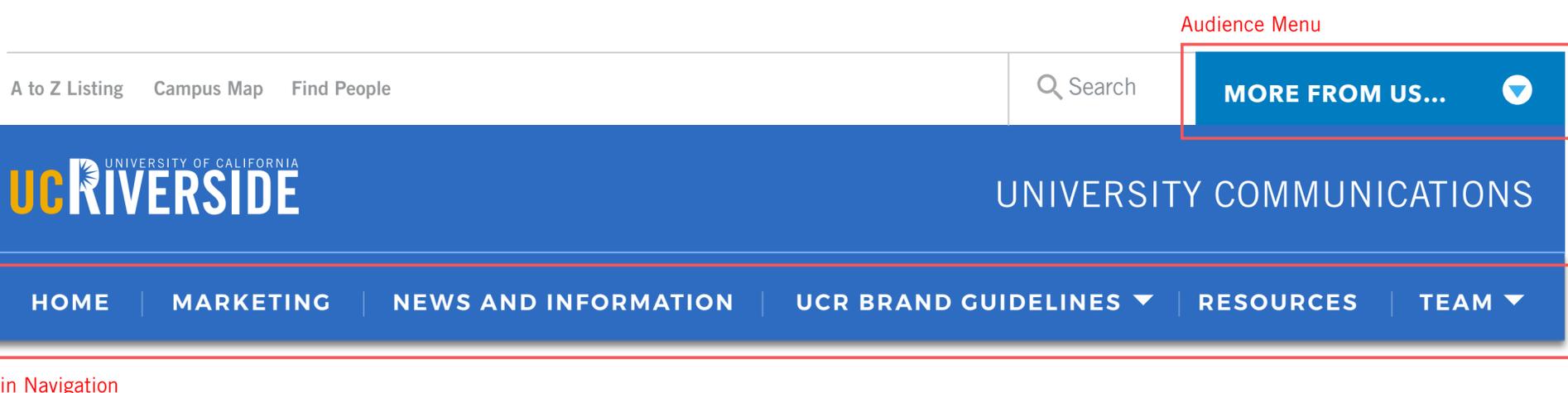
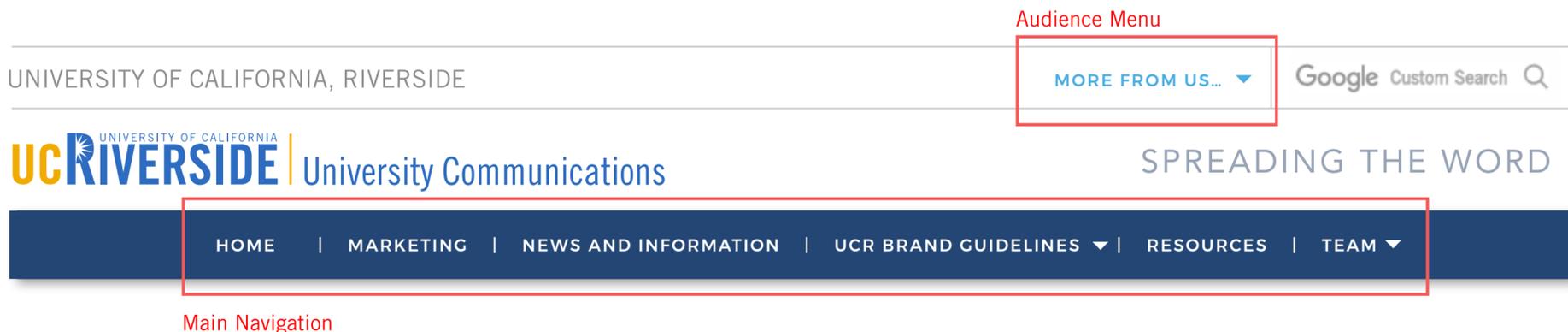
WEBSITE NAVIGATION

There are three navigation menus that a site built with our UCR default profile will contain.

Main Navigation - appears horizontally below the site title on all pages of your site

Audience Menu - appears on the top right, in the same region as the organizational name and Google custom search

Related Links - appears in the footer, in one of the columns, depending on how the site is configured



Breadcrumb

Breadcrumbs can be a powerful element to improve user experience and create engagement. It helps in both acquisition (think SEO) and conversion (eases on-site navigation).

Benefits of Using Breadcrumbs:

- Encourages Browsing and Reduces Bounce
- Improves Findability of Your Website
- Provide SEO Benefits
- Help Reduce User Anxiety

If your site contains only a few pages, without many levels of hierarchy, breadcrumbs might not be useful.

[Home](#) / [ABOUT UCR](#) / [RANKS AND FACTS](#) / [COMMUNITY IMPACTS](#)

Footer

OPTIONS: 2, 3, AND 4 COLUMNS

Mandatory

The screenshot shows the footer of the UCR Riverside website. A red box highlights the mandatory content, which includes the UCR Riverside logo and contact information, a list of links, and social media icons. The footer is divided into three columns: the left column contains the logo and contact info, the middle column contains university communications and social media, and the right column contains related links. The background of the footer is a dark blue image of a building.

UCR RIVERSIDE
UNIVERSITY OF CALIFORNIA
900 University Ave.
Riverside, CA 92521
Tel: (951) 827-1012

UNIVERSITY COMMUNICATIONS
[900 University Ave.](#)
[Riverside, CA 92521](#)
Tel: (951) 827-1234
Email: webmaster@ucr.edu

FOLLOW US:

[f](#) [v](#) [t](#)

RELATED LINKS
[Hire UCR Students](#)
[Colleges, Divisions, and Schools](#)
[UCR Magazine](#)
[Office of the Registrar](#)

UCR Library
Campus Status
Campus Store
Career Opportunities
Diversity
Maps and Directions
Visit UCR

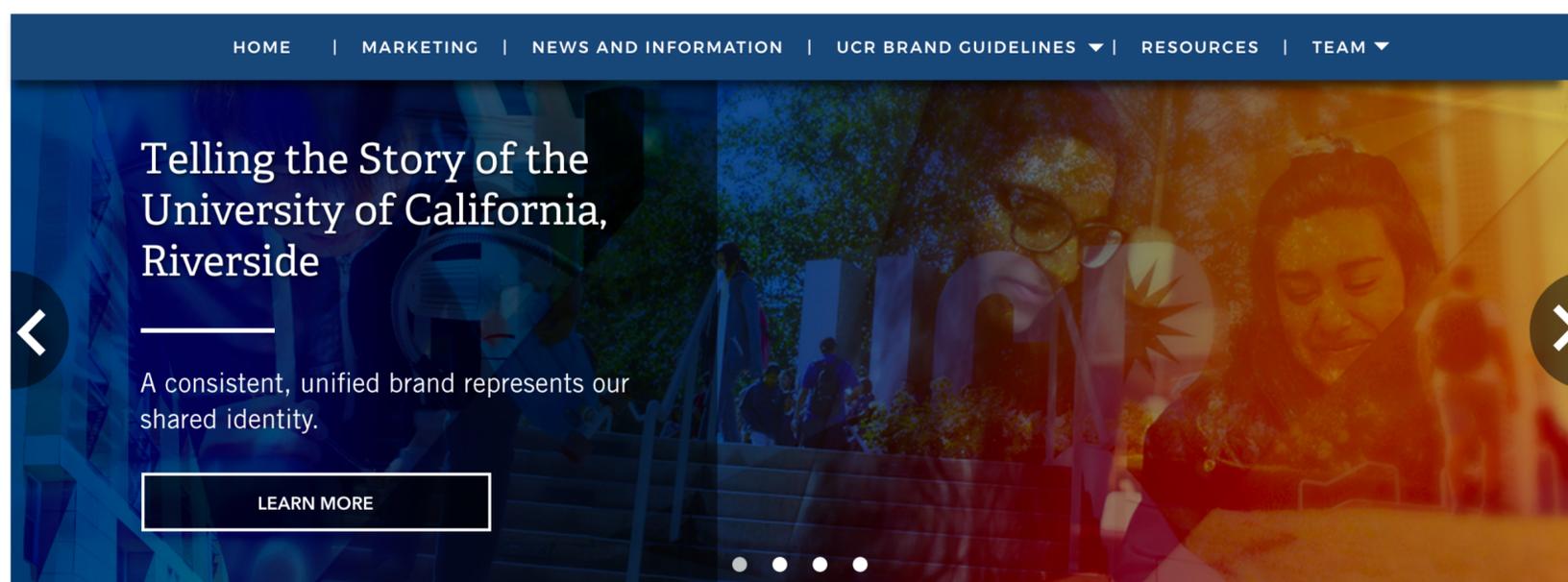
Privacy Policy | Terms and Conditions | © 2017 Regents of the University of California

Hero Image

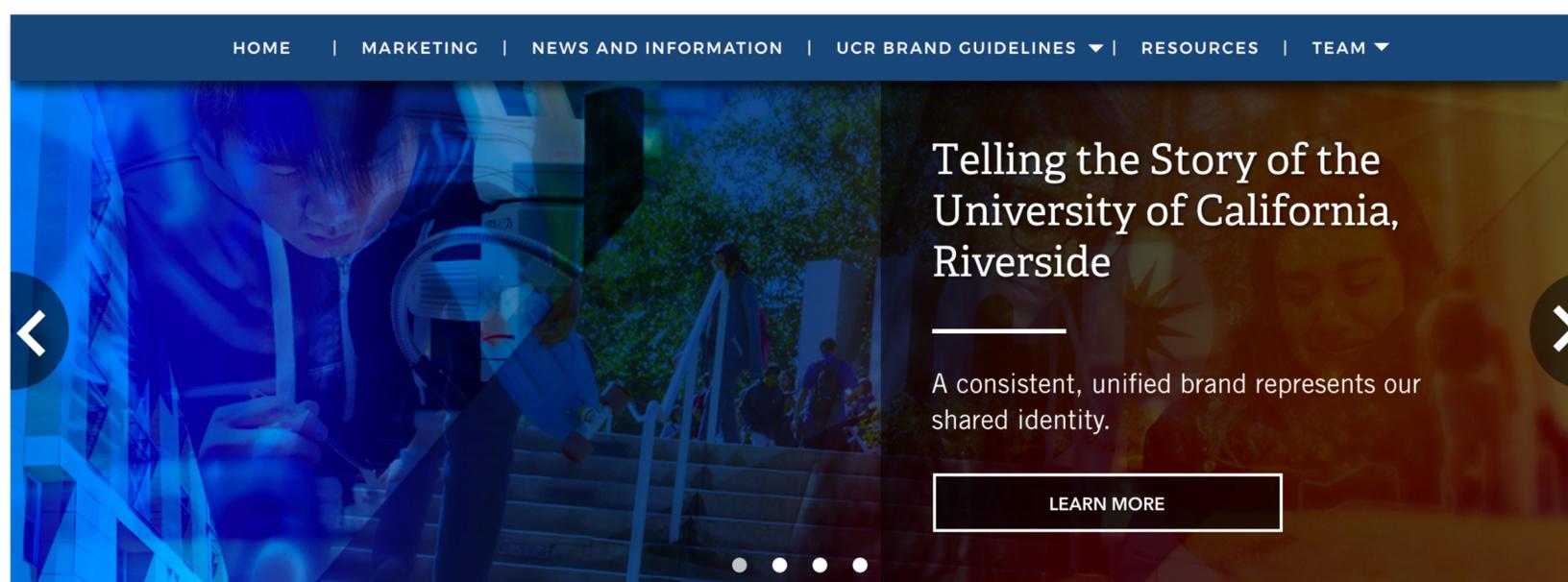
A Hero is an image, slider, or video that displays at the top of a page.

There are three different sizes: **default** (250px high), **medium** (450px high), or **large** (730 px high).

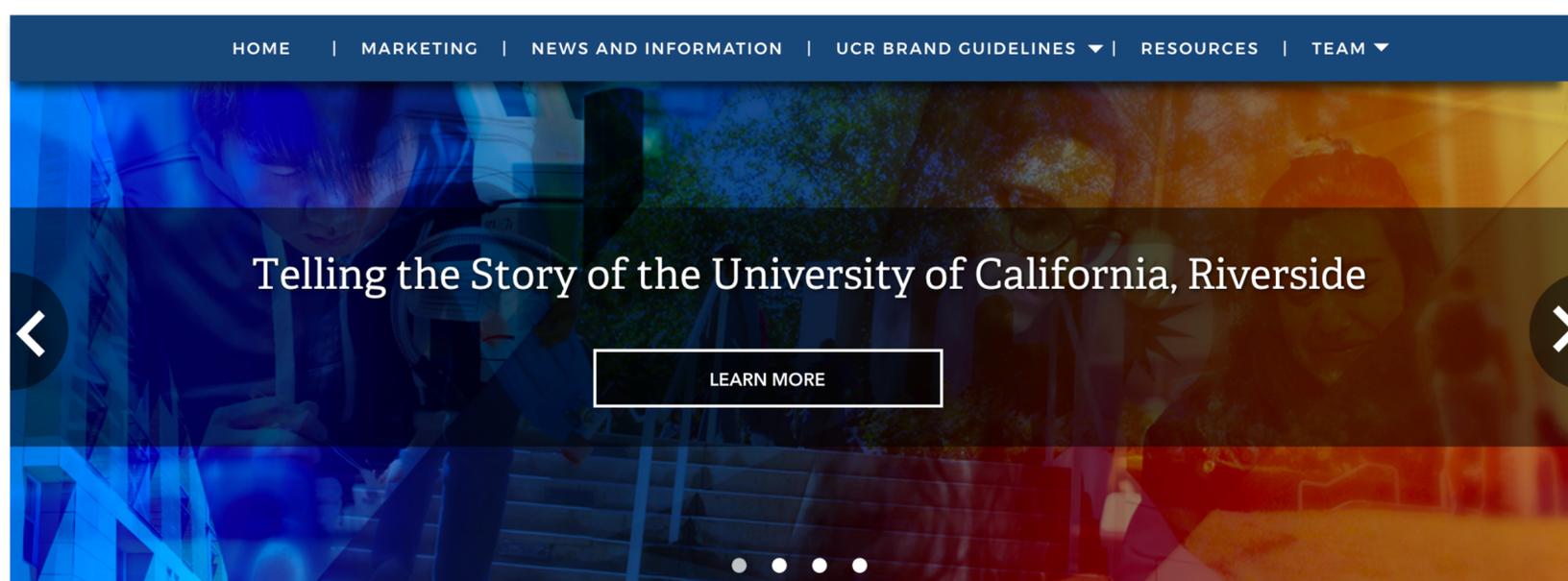
OPTION WITH COPY ON THE LEFT SIDE



OPTION WITH COPY ON THE RIGHT SIDE



OPTION WITH COPY CENTER



Accordions

Accordions are expanders and will open to show additional content. A great use for accordions is for a list of Frequently Asked Questions.

Each accordion has a title; the part that is clicked for expansion. The part that expands allows for a full editing toolbar. This means that any sort of information you can add to body content of a page, such as an image or embed code, can also be displayed in the expanding section of an accordion.

- There is one style for accordions, as shown in the screenshot above.
- Accordion option available: “Allow Multiple Accordion Items Open”. This will enable multiple to be open at once, otherwise, only one will be open at a time.
- Accordion option available: “Allow All Accordion Items to be Closed”. If this is selected, then all accordions can be closed, otherwise, the last one clicked will remain open.
- One accordion can be open by default with a check box in the proper accordion item.

— Accordion Open	Open tab #4DA8F7
Lorem ipsum doloribus est collaboratur eras et deliberata sumus simplicisimus conpirotaba. LOrem ipsum doloribus est collaboratur eras et deliberata sumus simplicisimus conpirotaba. LOrem ipsum doloribus est collaboratur eras et deliberata sumus simplicisimus conpirotaba. LOrem ipsum doloribus est collaboratur eras et deliberata sumus simplicisimus conpirotaba.	
+ Accordion Closed	Closed tab
+ Accordion Rollover	Rollover tab #637EA4

Bubble Grid

The Bubble Grid is a custom block component that allows for circular images to be placed in a grid format. Users can select the background image, title, and optionally link the bubble. The Bubble Grid can be used to display content such as all programs or centers of a department, or various resources of like information.

- Each bubble can have its own image and will automatically crop and size to fit a 250pixel circle.
- Decide if you want 1, 2, 3, or 4 to display in a row before a new row is added.
- If 4 bubbles were selected to display in a row, and 5 bubbles are added, the fifth bubble will be added to a new row and centered.
- On hover, if linked, the background image will lighten.
- Text is automatically styled and is in all caps.

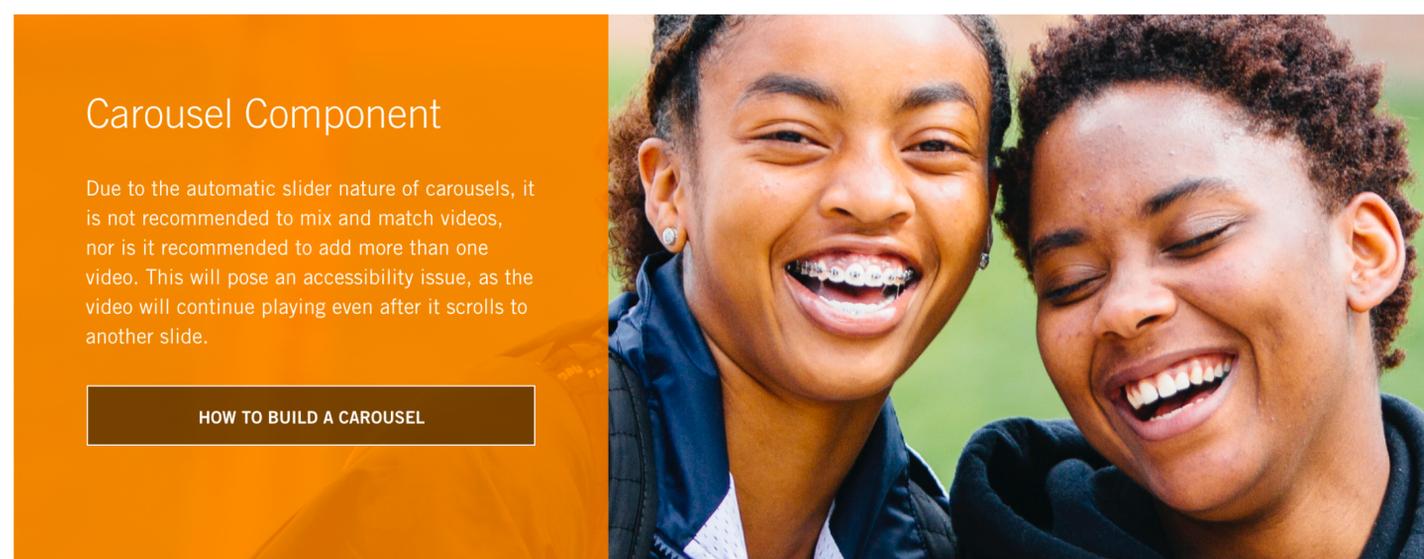


Carousel Slider

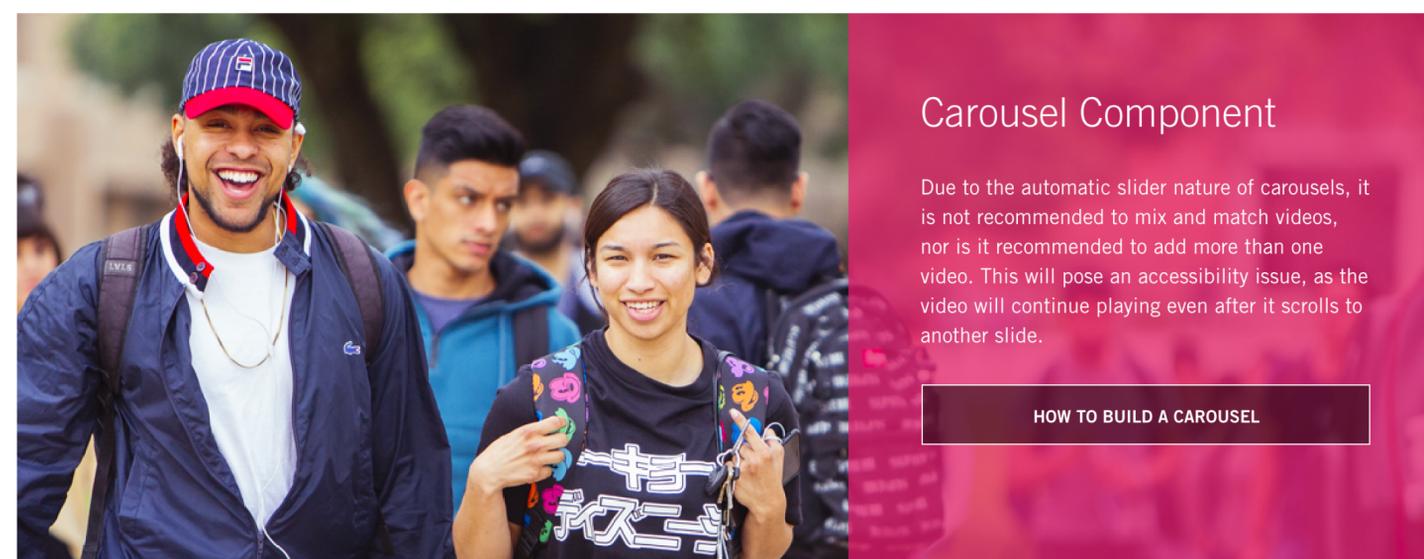
These carousels can be used as a gallery (Galleria is recommended) or more commonly as heroes to be placed in the Hero Panel Content of nodes. Carousels can have one image, multiple images, or use one video. Each slide adjusts in height based on the image ratio.

Each slider in your carousel can display text (title, subtitle, and a button link) that will have an underlay. This text can either be left, right, or center justified by altering option settings.

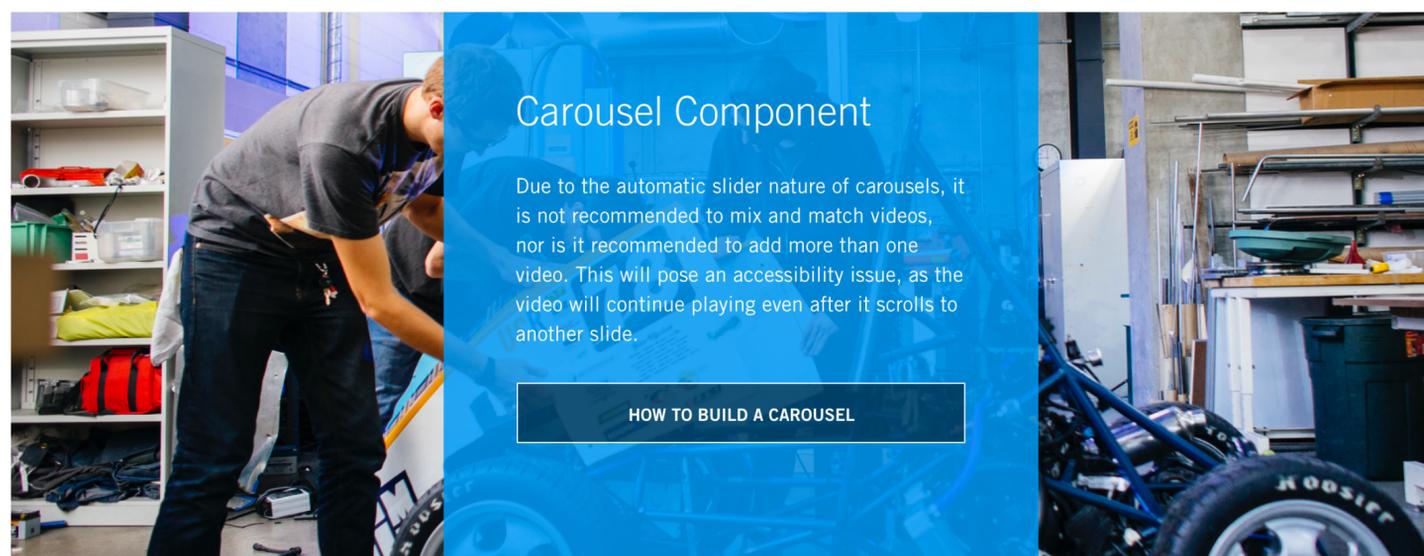
OPTION WITH COPY ON THE LEFT SIDE



OPTION WITH COPY ON THE RIGHT SIDE



OPTION WITH COPY CENTER

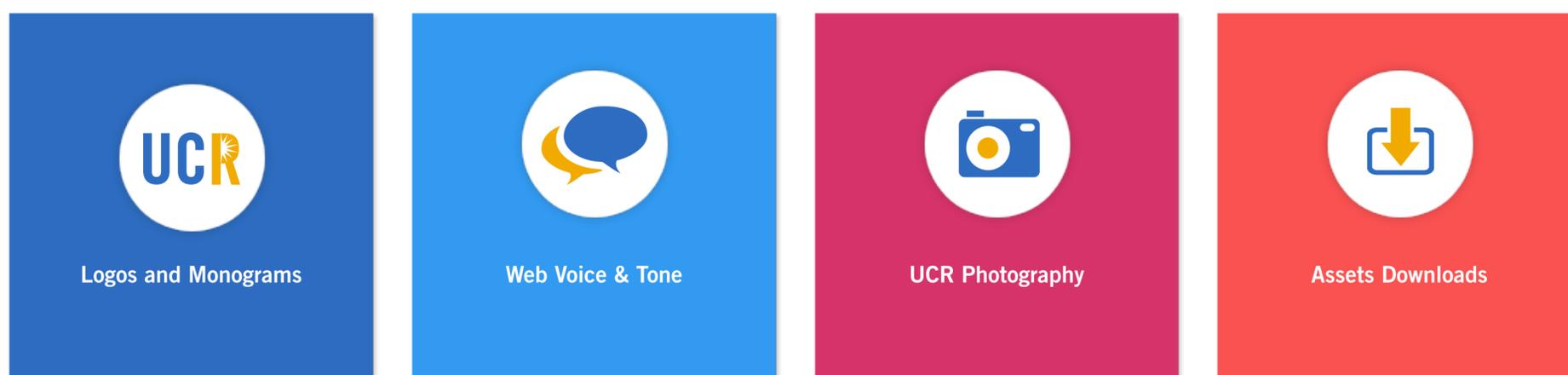


Expanding Card Grid

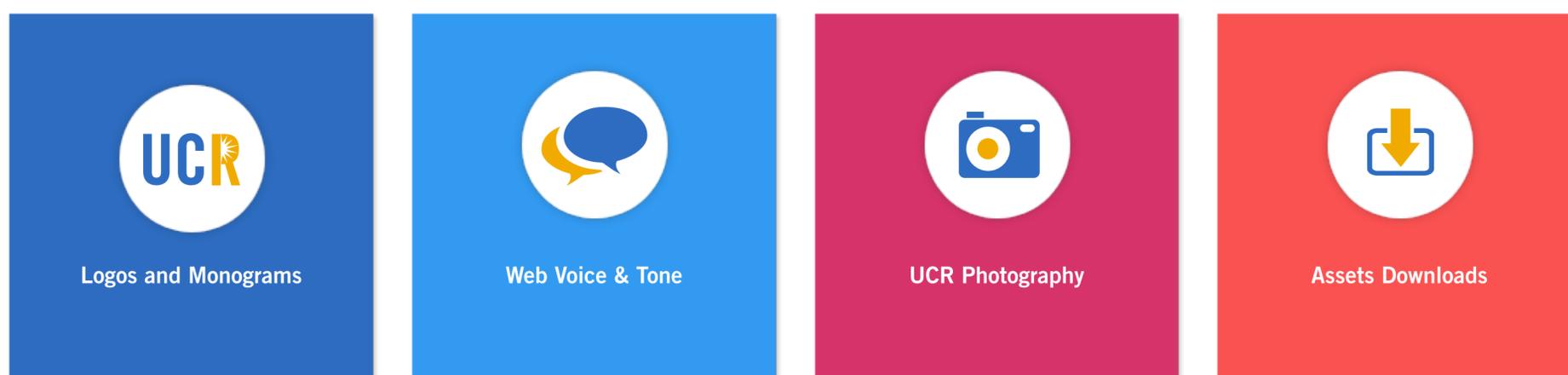
Expanding Card Grid is a custom block component that enables a grid like interface that can reveal more information once clicked. There is a body field for both the main body content and the expander content.

- The Expanding Cards can be displayed 1, 2, 3, or 4 per row.
- There is no limit to the number of cards an Expanding Card grid can have but please keep performance for editors and visitors in mind.
- A background color, or image, can be chosen for each individual card. The color choices are limited to the theme's color palette.

Expanding Card Grid with 4 cards per row



Expanding Card Grid with one selected



The UCR brand is represented by a two-word **primary wordmark** with the UC Riverside name and a **monogram** based on the university's initials. UCR's logos are a strong visual representation of our brand and are governed by specific guidelines for their use based on branding best practices.

[CLICK HERE TO SEE UCR LOGOS AND BEST PRACTICES](#)

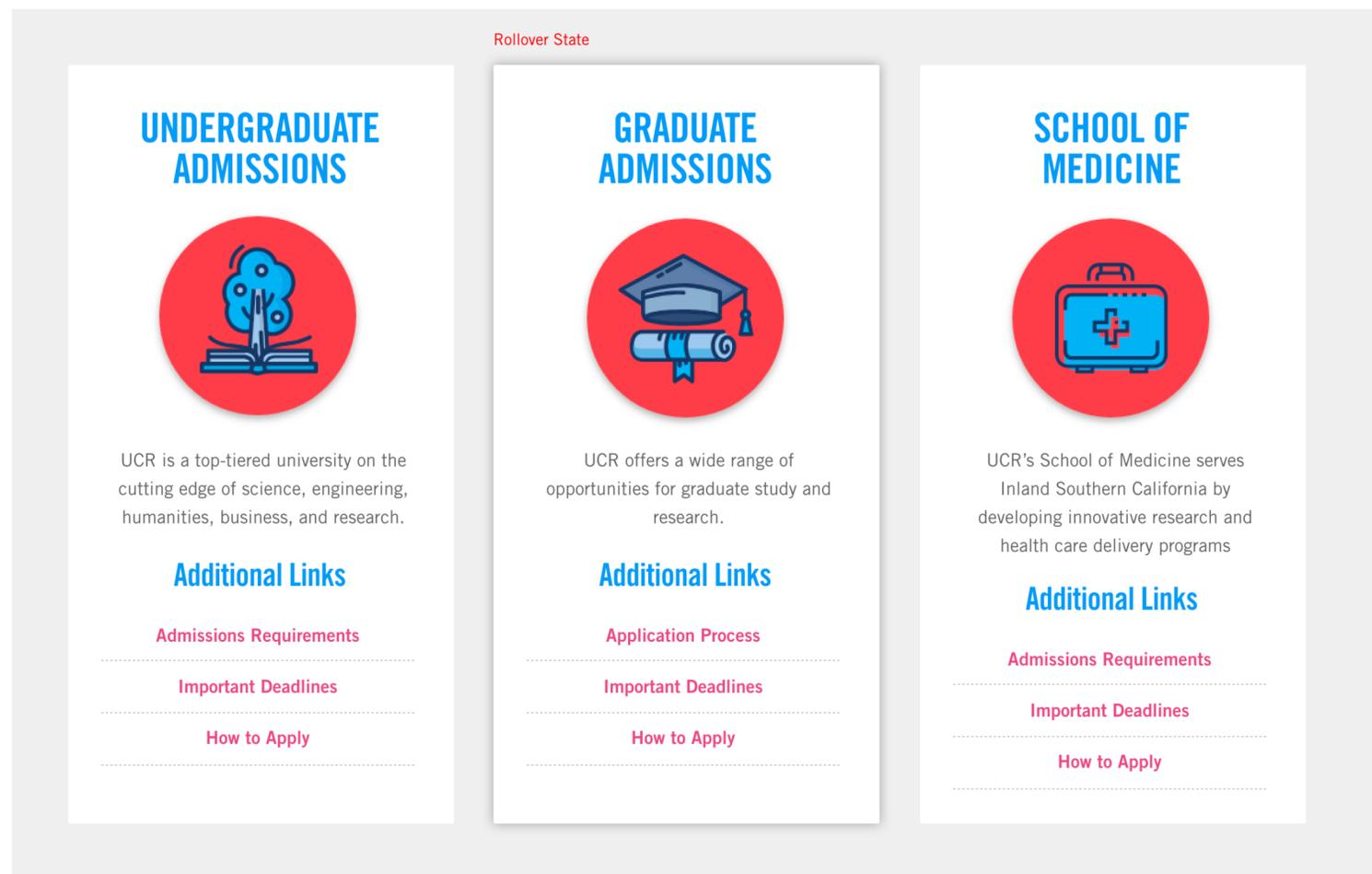
Expanding Card with a background image



Info Card Grid

Expanding Card Grid is a custom block component that enables a grid like interface that can reveal more information once clicked. There is a body field for both the main body content and the expander content.

- The Expanding Cards can be displayed 1, 2, 3, or 4 per row.
- There is no limit to the number of cards an Expanding Card grid can have but please keep performance for editors and visitors in mind.
- A background color, or image, can be chosen for each individual card. The color choices are limited to the theme's color palette.



Local Gallery

The Local Galleria is a custom block component that makes a teaser, or preview, of a previously created Local Galleria content type. This preview can be placed on other nodes.

- The Local Galleria Preview will only display the number of images to preview controlled by the “Preview Options” in the Local Galleria Content Type.
- The optional display to link to the full gallery and its title is also controlled by the “Preview Options” in the Local Galleria Content Type.
- Each image has a “Display in Preview” option within the Local Galleria Content Type. If selected to display, these will show in the preview.



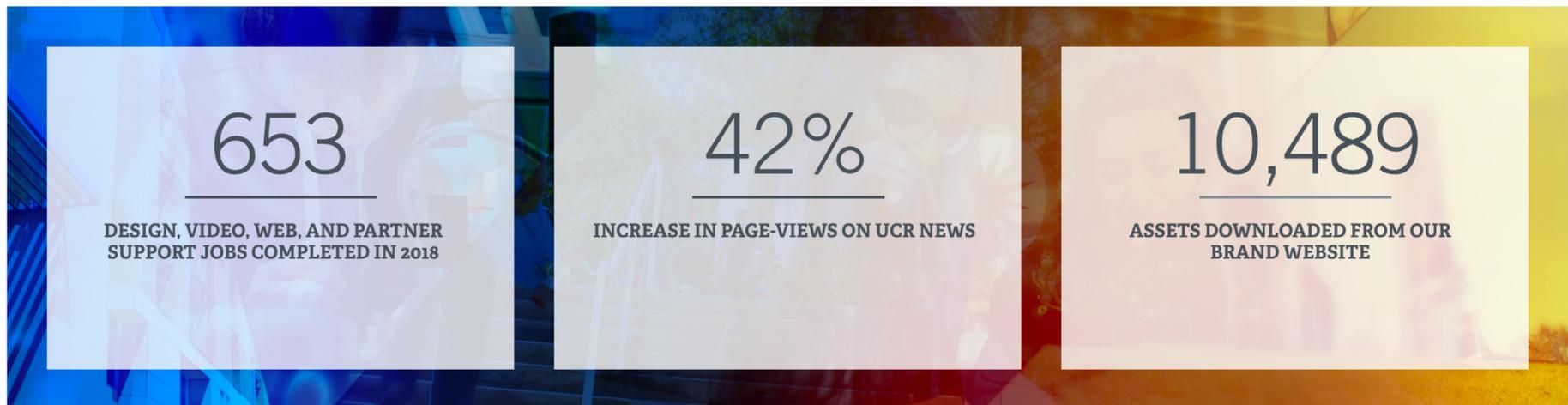
[VIEW FULL GALLERY](#)

Statistic Grid

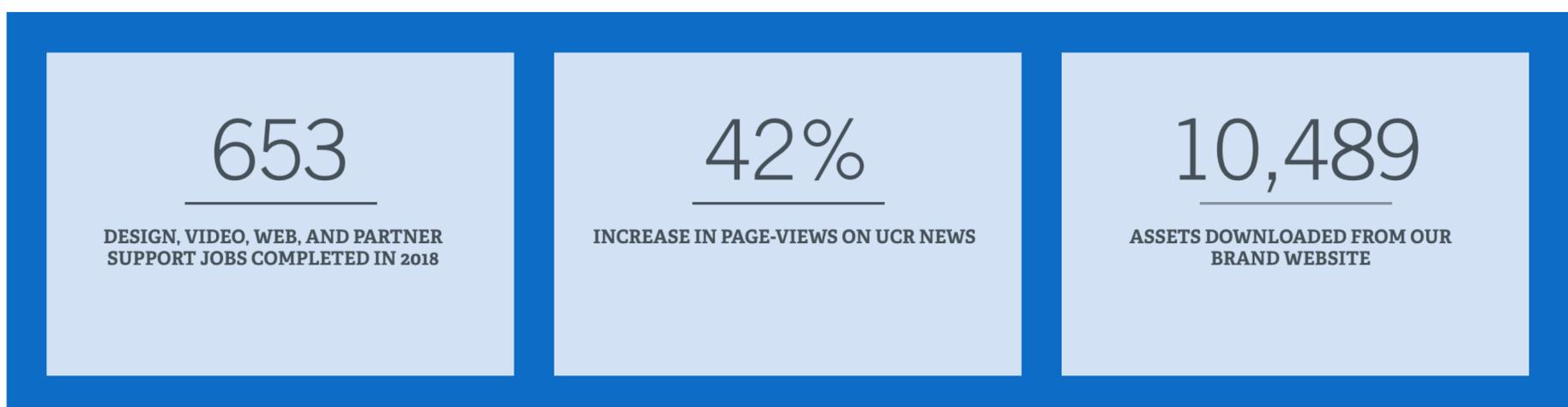
Statistics Grid is a custom block component that allows statistical content to be displayed in a grid format with a background. Users can select the background image of the grid, the value of the statistic and a short description of the value.

- The entire grid can have a background image or color.
- Statistic Grid can use 1, 2, or 3 rows.
- A semi-transparent box will be shown for each statistic.
- The top value does not have to be a numerical keys.
- Text is automatically styled and is in all caps.

Statistic Grid with background image



Statistic Grid with background color



Tabs

Tabs is a custom block component that allows for tabbed content that can be displayed either vertically or horizontally. Tabs serve as a way of grouping content together, presenting it in easily digestible pieces.

- Tabs can be displayed vertically or horizontally.
- Statistic Grid can use 1, 2, or 3 rows.
- There isn't a limit for the number of tabs but do keep in mind that tabs will begin to wrap (and they are stacked in mobile).
It is recommended to keep the number minimal (5 at most).
- You can select one tab to be open by default and it doesn't have to be the first tab listed.



Autem decore cetero duo eu, et nec euismod constituto. Ea mel graeco epicurei, salutandi argumentum eloquentiam ius te, mei verear expetenda intellegat an. Consul delectus tacimates sea et. Te alia nulla labores sit. Ad ornatus accusata persecuti per, rebum senserit consequat ea eos, nominati accusamus no his. Maiorum invidunt recteque eos id, unum tritani recusabo et nec. Vel an zril gubergren, ad mazim persius vel. Stet cibo theophrastus at ius, ferri fabulas id eos, dicta graeco referrentur est no. Suas fierent nec te, dolor omnes mea ex.



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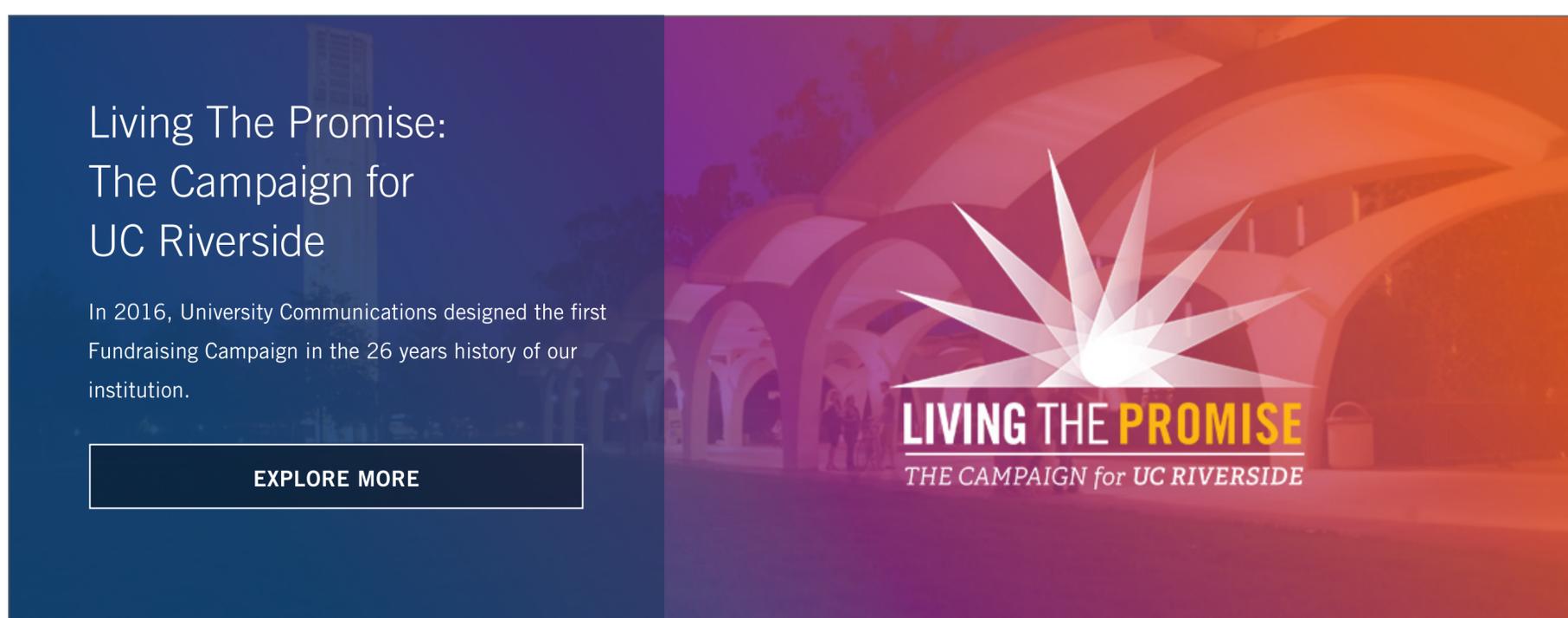


Teaser Callout

A Teaser Callout is a custom block component that allows for information to be highlighted on a page with brief text, optional button style links, with a nice background image or color. Users can select an overlay color based on the available palette, determine its ratio, and decide if they want the text on the left or right.

- Teasers span the full content area or column you place it in.
- Text color and background color can be selected from a palette of color choices.
- Title, description, links, media, and background can be added to a Teaser Callout.
- If links are added to the “callout links” area, they are automatically styled.
- Callout Media will be centered on the opposite side of the text and will not stretch as a full background.
- Text can either be on the left or right.
- Make sure your text is easily readable since you can control the background color

Teaser Callout example with text on the left.



Teaser Callout example with media and background color

