Web Brand Guide
Foundations
This blue is used for one purpose only and to avoid user confusion should only be used in this way. This blue can only be used to indicate a clickable linked item. Although this displays in many different forms, any blue item on the site can always be interacted with save for some very small edge cases in the footer.

Grey 1 is the primary text color and used for all body copy and some header elements. It was chosen for it’s legibility while avoiding the harshness of a 100% black.

Grey 2, 3, & 4 are used as accent colors and in some cases for the header text to counter balance type size and weight with the other typographic elements.

White is the background color of the site and was chosen to evoke feelings of openness and help the site to feel clean. It is also used as a counter element on dark or blue buttons, cards, or other components.
There are two typefaces that have been selected for the MCC website that have been chosen for their legibility, versatility, and strong association to the MCC brand. Both of these typefaces are google web fonts which ensures that they were designed and optimized for use on the web.

**Arvo**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```

**Source Sans Pro**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```

In order to establish heirarchy throughout the site and assist users in identifying content while scanning through the page several header, subheader, and paragraph styles have been identified.

**H1: Arvo Bold; 32px; #191919; Line Height 1.2**

**H2: ARVO REGULAR ALL CAPS; 20PX; #191919; LINE HEIGHT 1.4**

**H3: ARVO BOLD ALL CAPS; 16PX; #676767; LINE HEIGHT 1.75**

**H4: Source Sans Pro Bold; 16px; #191919; Line Height 1.75**

**P: Source Sans Pro Regular; 16px; #191919; Line Height 1.75**

**Link: Source Sans Pro Regular; 16px; #00ADEF; Line Height 1.75**

*Note: Source Sans Pro Italic; 12px; #404040; Line Height 2.3*
The Google Material icon set was chosen for its high quality of design, easy to understand icons, and widespread use. The icons are clear, simple, and scalable. When inserting icons into the site limit icon use to this set and this set alone to ensure consistency throughout the site.

Goggle Material Icon Set:  
http://google.github.io/material-design-icons/
Principles

When choosing imagery or illustrations to use on the site look for images that will be relevant to the user and the content as well as providing information and evoking positive emotions.

Support Content

Select images that are dynamic and relevant to the context of the page. Images should support the content on the page to improve the user experience.

Use Multiple Mediums

Using both images and illustrations will diversify your site and create interest. Basic guidelines are to use photography to show specific elements and stories and use illustrations to represent general concepts where photography may be too specific and alienate the user.

Avoid Stock Imagery

While stock imagery can provide a wide range of possible images to use it will often come off as inauthentic and cold. When custom photography is available or can be shot it will create a stronger relationship with content and drive a more immersive user experience.

Have a Point of Focus

Images that are overly busy or have a lot going on can make the user feel lost and unsure of what is trying to be expressed. Having a point of focus will reinforce the content and connect the content with the user in a memorable way.

Tell a Story

Leverage imagery to create a mood and assist in the telling of the narrative. Properly contextualized images will support your content and your brand rather than subtracting from what is trying to be expressed on the page.
The logo is used in two locations on the site; as a part of the sidebar and within the footer. As the sidebar will always be visible on the site, there is no need for integration of MCC logos into the main content area, with the exception of photography. This is how the logos should always be displayed:
Components
**Buttons**

**Action Button**
This button is used for action items on a page. It should be used only once per page and have the following properties:
- Corners: 2px Rounded
- Height: 28px
- Text: 16px #ffffff
- Padding: 10px 5px 10px 5px
- Border: 1px #1c99d5
- Fill: #00adef to #1c99d5 50% gradient

**Action Button Hover**
- Corners: 2px Rounded
- Height: 28px
- Text: 16px #ffffff
- Padding: 10px 5px 10px 5px
- Border: 1px #1c99d5
- Fill: #1c99d5 to #00adef 50% gradient

**Action Button Active**
- Corners: 2px Rounded
- Height: 28px
- Text: 16px #ffffff
- Padding: 10px 5px 10px 5px
- Border: 1px #676767
- Fill: #7c7c7c to #676767 50% gradient

**Standard Button**
- Corners: 2px Rounded
- Height: 28px
- Text: 16px #ffffff
- Padding: 10px 5px 10px 5px
- Border: 1px #7c7c7c
- Fill: #676767 to #7c7c7c 50% gradient

**Standard Button Hover**
- Fill: #676767 to #7c7c7c 50% gradient

**Standard Button Active**
- Border: 1px #7c7c7c
- Fill: #7c7c7c 50% gradient
Cards are used on the homepage and on navigation collection pages when background images are not available. They are used to visually fill the page when content is comprised of mostly links and represent large buckets of content.

- Height: 298px
- Width: 230px
- Margin: 32px (only in between cards, put flush against container)
- Text: 32px #ffffff Arvo Bold

Located in Dev Assets Folder

- Height: 298px
- Width: 230px
- Margin: 32px (only in between cards, put flush against container)
- Text: 32px #00adef Arvo Bold

Located in Dev Assets Folder
Dividers

There are several divider types that follow that same diagonal pattern that complements MCC’s use of triangles in their branding. Each has a unique use and should only be applied in those areas.

Blue Section Divider

This divider can be used once a page on content pages. It’s purpose is to separate the header from the rest of the content. If a hero image is in use in the header section this is placed below that image. It has the following properties:

• Height: 4 px
• Width: 960 px (width of content area)

Sidebar Navigation Divider

This divider is only used in the sidebar navigation to separate the title of the related links from the links. It has the following properties:

• Height: 4 px
• Width: 192 px

Footer Navigation Divider

This divider is only used in the footer navigation to separate the title from the sub-links. It has the following properties:

• Height: 2 px
• Width: 159 px

Content Divider

In the case that something within the content area needs to be separated this is the divider that should be used. It has the following properties:

• Height: 4 px
• Width: Flexible to content needs
Lists

Expanding/Collapsing Lists

- Costs & Aids
  - Tuition
  - Payment Options
  - Scholarships
  - Financial Aid

- Apply & Enroll
- Transfer Students
- Student Resources
- Contact / Visit Us

List of Links

- Associate in Arts Degree in Art
- Associate in Applied Science in Design, Interactivity and Media Arts and some other thing that makes this a really long item
- Career Certificate Humanities - Global Perspectives

*In the case that an item needs to wrap to a second line the line height should be reduced by 70% and round to the nearest hundredth. (i.e. For a 16px font with 1.75 line height, the new line height would be 1.23)

Standard List

- List Item
- List Item

- Arrow Color: #00adef
- Text Color: #00adef

- Arrow Color: #191919
- Text Color: #191919
Current Students

We have seven locations in our service area. When selecting a location for your tour that meets your academic needs, please consider that not all programs are at all locations. Refer to our program grid for specifics.

Properties

- Container: #ffffff; 1px #a7a9ac border
- Drop Shadow: 1px(x) 3px(y) 2px(blur) #191919 50%
- Top Nav Text: #00adef 12px Arvo Bold
- List Nav Text: #191919 12px Arvo Bold
- Featured Item Text: #191919 12px Source Sans Pro Regular
- List Divider: 1px #a7a9ac dotted
- List Hover: #00adef; text #ffffff
- Photo Border: 1px #00adef
Properties

Header Bar
- Height: 40px
- Color: #00adef
- Drop Shadow: 0px(x) 2px(y) 2px(blur) #191919 75%
- Logo Height: 28px
- Menu Icon Height: 16px
- Chevron: #00adef (Only used if link goes into a bucket. On terminal links there is no icon)
- Header Text: #00adef 12px Arvo Bold
Properties

- Background: #ffffff; 1px #676767 border
- Text: #191919 12px Arvo Regular
- Search Text: #a7a9ac Source Sans Pro Italic
- Chevron: #00adef (Only used if link goes into a bucket. On terminal links there is no icon)
- Header Text: #00adef 12px Arvo Bold
Properties

- Footer Title: Arvo Bold; 12px; #404040; Line Height 1.2
- Footer Link: Arvo Regular; 12px; #676767; Line Height 2.3
- Legal Footer Text: Source Sans Pro Semibold; 12px; #FFFFFF
EXAMPLE FORM

Default Field*

John Smith

Text Area

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo

Drop down

(Select One)

Option One

Option Two

Option Three

Option Four

Multi-Select

Option One

Option Two

Option Three

Option Four

Date

Date

Check Boxes

☐ Option One

☐ Option Two

☐ Option Three

☐ Option Four

Radio Buttons

☐ Option One

☐ Option Two

☐ Option Three

☐ Option Four

Radio Buttons

Choose File

File_Name.jpg

Number Stepper

101

There are too many characters. Please shorten your response