Central Michigan University
Web Style Guide

CMU Site Styles
Updated Mar. 2024

CENTRAL
MICHIGAN UNIVERSITY

FOUNDATIONS

Page Layout Reqirements

All university units must use approved templates and adhere to the standards described in the web style guide. Templates available for use can be found in the [Building a Page]() section of the [Sitefinity Playbook.]()

Page Dimensions

CMU Web pages are mocked up in Adobe XD to the following dimensions:
- Desktop width: 1900px
- Mobile width: 395px
- Tablet width: 768px

Grid

Desktop	*Mobile*	*Tablet*
12 columns	4 columns	4 columns
Gutter width: 30px	Gutter width: 20px	Gutter width: 20px
Column width: 80px	Column width: 73px	Column width: 73px
Margins: 300px	Margins: 20px	Margins: 20px

Padding/Spacing

Sitefinity widgets have built-in padding for each unique item on the webpage. Here are a few standardized padding rules we follow for an optimized web experience.

View-only mode: https://xd.adobe.com/view/317cb59b-22c2-452b-a70a-332de1e0b3fb-642f/

Site Header/Use of CMU Wordmark

Central Michigan University's marks represent us at the very highest level. They act as our signature and stamp of quality. They are, and should always be, the most consistent element in our communications. The wordmark must be included within the header of all pages as an SVG file. The custom hamburger menu with a search icon and sign in icon must also be included in the header of all pages.

Main Navigation

The main navigation is also known as the primary navigation or global navigation. Persistent global navigation is key to providing users with a consistent experience. All cmich.edu pages must have main navigation at the top of the page. The search function must remain part of the top navigation bar.

Secondary Navigation

The secondary navigation, located below the primary navigation, must be in the header of all cmich.edu pages. A white secondary navigation is on all non-college pages. A gold secondary navigation is on all college pages. Universal pages have an additional navigation sidebar.

Breadcrumbs

Breadcrumbs are a list of links that represent the current page and its "ancestors". Breadcrumbs are present on all sibling and children pages. The breadcrumbs are located 20px below the hero banner, if hero image is present, or 20px below the primary navigation bar. On mobile, a 10px padding is included above and below the breadcrumbs.

Footer

The footer contains CMU contact information along with legally required links and must be included on all pages. Customization of the footer content to include department-specific contact information above the mandatory content is acceptable.

BRANDING

Voice & Writing

What separates Central Michigan University from the thousands of colleges and universities in Michigan and across the country? What does our University do differently — and even better — than the rest of them? The answers to these critical questions can be found in our brand strategy.

Visit University Communication's Brand Guidelines

These guidelines are designed to ensure that all university communications, big or small, are authentic, cohesive reflections of the Central Michigan University brand.

The brand guideline includes information for brand strategy; logos and marks; colors, fonts and elements; promotional items and licensing; and templates and downloads:

https://www.cmich.edu/offices-departments/university-communications/brand-guidelines

Typography

Just as we choose different words to convey different messages, the typeface we use can have a profound effect on our communications. Consistently using the official fonts selected for CMU strengthens and reinforces the brand.

Headers *Desktop/Tablet*

Aa
Antarctican Headline

Designed by James Puckett from Dunwich Type Founders, Antarctican Headline is a display sans-serif typeface for print and digital use. Puckett draws inspiration from the history of American type and lettering.

Hierarchy	Weight	Size	Line Height	Text Spacing	Other
H1	Black	59	60	1.2 px	All Caps
H2	Bold	45	45	1.2 px	
H3	Bold	37	40	.6 px	
H4	Bold	31	35	.6 px	
H5	Bold	25	30	.6 px	
H6	Bold	23	25	.7 px	
Pullquote	Black	40	38	1.2 px	

Central Michigan University

Headers

Aa

Antarctican Headline

Designed by James Puckett from Dunwich Type Founders, Antarctican Headline is a display sans-serif typeface for print and digital use. Puckett draws inspiration from the history of American type and lettering.

Hierarchy	Weight	Size	Line Height	Text Spacing	Other
H1	Black	43	45	1.4 px	All Caps
H2	Bold	37	40	1.2 px	
H3	Bold	33	35	.6 px	
H4	Bold	29	30	.6 px	
H5	Bold	23	25	.7 px	
H6	Bold	20	20	.7 px	
Pullquote	Black	32	36	1.2 px	

Body

Aa

Tablet Gothic

Tablet Gothic is a sans-serif typeface designed by José Scaglione and Veronika Burian for digital and print publications. Tablet Gothic is available for use as an Adobe font and Google font.

Body

Hierarchy	Weight	Size	Line Height	Text Spacing	Other
P	Reuglar	16	25	0.2 px	
Caption	Regular	13	19	0.2 px	
Breadcrumbs and Credits	Regular	13	25	0.2 px	

Other Styles

Aa **Tablet Gothic Condensced**

Tablet Gothic is a sans-serif typeface designed by José Scaglione and Veronika Burian for digital and print publications. Tablet Gothic is available for use as an Adobe font and Google font.

Hierarchy	Weight	Size	Line Height	Text Spacing	Other
Primary Navigation	Bold	17	23	0.3 px	All Caps
Menu Links	Regular	14	24	.25 px	
CTA Small	Bold	13	17	0 px	All Caps, Centered
CTA	Bold	14	18	0 px	All Caps, Centered
CTA Condensed	Bold	16	22	0.6 px	All Caps

Central Michigan University

Colors

Beyond our mark, color is the most recognizable aspect of our visual brand identity. Using our primary palette appropriately is one of the easiest ways to make sure our materials reflect a cohesive Central Michigan brand.
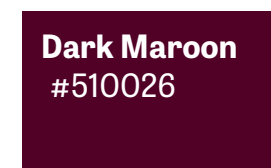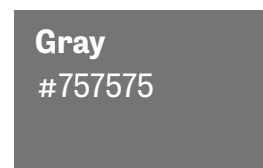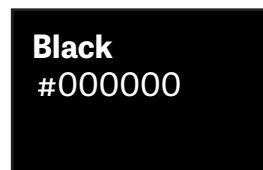
Primary Colors

CMU's rich, bold maroon and gold anchor the university's brand. These colors can be used for backgrounds, CTA headlines, buttons and containers.

CMU Maroon
#6A0032

CMU Gold
#FFC82E

Secondary Colors

These colors are used for page backgrounds, buttons, icons and CTA backgrounds.

Black
#000000

White
#FFFFFF

Gray
#757575

Dark Maroon
#510026

Gradients

Gradients are used for component backgrounds and story hover cards behind the text.

Light Blue Gradient

#F3F6F7 A-0%
#F3F6F7 A-100%

Black Gradient

#000000 A-30%
#000000 A-0%

8
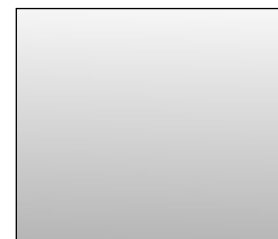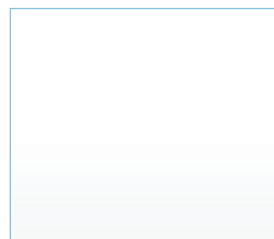
Accent Colors

Our accent palette serves to accent our primary colors and should be used sparingly. Light blue accents are frequently used as container background color and page break lines.

Red Accent 1 #EF3340	**Red Accent 2** #B32B3E	**Red Accent 3** #93283E
Dark Blue Accent 1 #07272D	**Dark Blue Accent 2** #264348	**Dark Blue Accent 3** #556B6F

Light Blue Accent 1 #8DB9CA	**Light Blue Accent 2** #AFCDDA	**Light Blue Accent 3** #C4DBE4	**Light Blue Accent 4** #DBE8EE	**Light Blue Accent 5** #F3F6F7
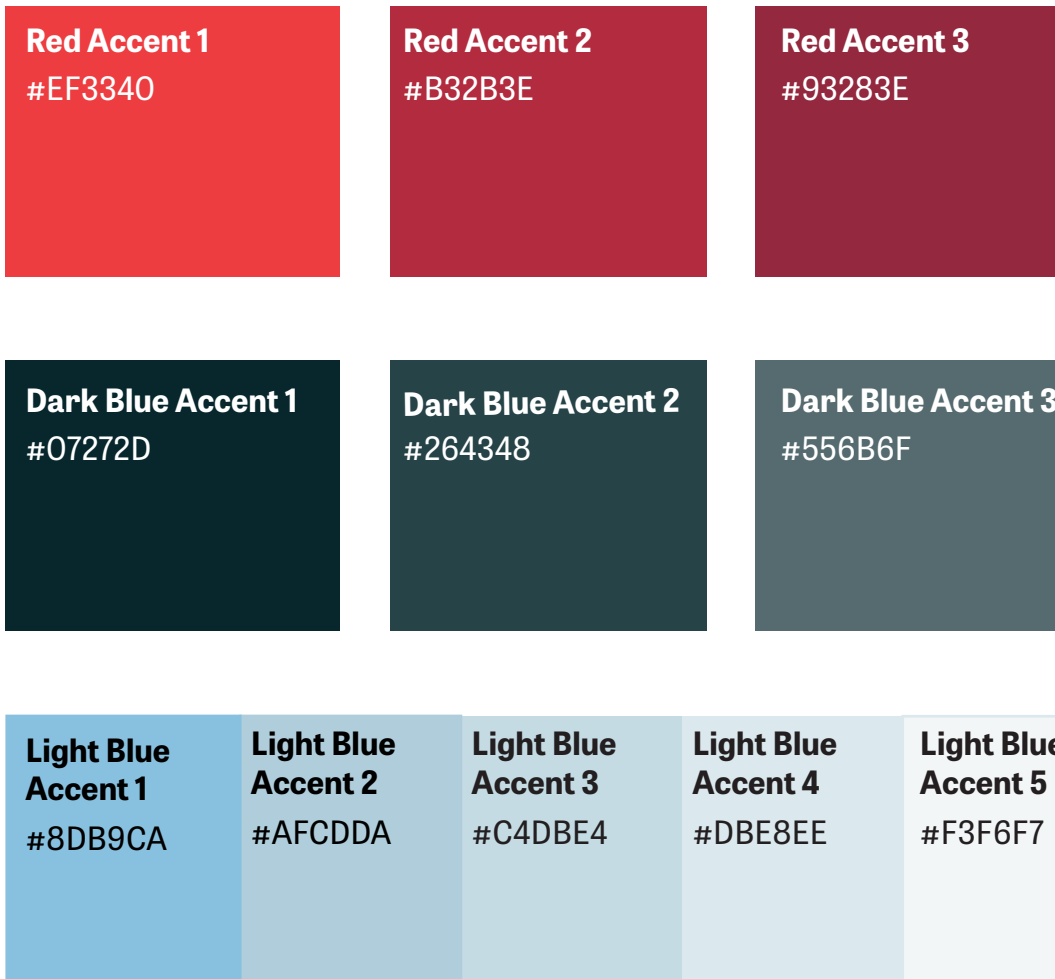
Text

For body copy and headers 3 – 6, use black text (#333) on light backgrounds and white text (#FFF) on dark backgrounds. White text on dark backgrounds should be used sparingly. For better user experience, choose lighter backgrounds with dark text to keep users engaged longer.

Iconography

Icons are used to support text and actions. The general rule is, your icon size should be the same as the font size for the element it is supporting. We size our icons at 16 pixels. However, this rule is not set in stone. Designers and developers should use their best judgement when the situation calls for it or consult with the Digital Strategy Team at digitalstrategy@cmich.edu for further assistance.

Links

All hyperlinks must be underlined and indicated with the CMU Maroon color. On mouseover, the underline will disappear to indicate interaction to web users. When using a light background, CMU Maroon is the preferred color. When used against a dark background, hyperlinks should be CMU gold.

MEDIA/MULTIMEDIA

Combined with our messaging, tone and voice, our visual language is one of the most recognizable aspects of our brand. Build endless dynamic compositions to support and elevate our messaging using colors, typography and graphic elements. When used consistently, these components create continuity in our materials and reflect a cohesive CMU brand.

Photos

All photos should be uploaded as JPEG files only. Refer to the Sitefinity Playbook for optimizing images for the web and using the Digital Asset Management (DAM) to organize your image library.

Documents

While native web content (the content you're populating pages with in Sitefinity) is best for users and search engines, there are situations when documents are necessary. Sitefinity provides the ability to seamlessly upload, manage and add documents to web pages.

Videos

Sitefinity has a YouTube Video Embed widget for your video uses. Give your readers an in-depth look at your programs, activities or life on campus through a short video.

OPERATIONAL STANDARDS

Compatibility

All CMU websites must support the following web browsers:
- Microsoft Edge, current and previous version
- Firefox, current and previous version
- Safari, current and previous version
- Chrome, current and previous version
- Opera, current and previous version

BUILDING BLOCKS

The standards for developing HTML and CSS on the web are constantly being modified to make improvements in the way audiences interact with and view websites. Listed below are the minimum requirements that must be met when developing a website. Requirements will change as new standards

develop and are incorporated into mainstream browsers.

HTML

All HTML must conform to the HTML 5 standard as outlined by the World Wide Web Consortium (W3C). Details are provided on the W3C web site. An HTML validation service can be accessed by visiting

http://validator.w3.org/

CSS

All Cascading Style Sheets (CSS) must be consistent with the CSS3 specification as outlined by the W3C. Details are provided on the W3C web site. A CSS validation service can be accessed by visiting

http://jigsaw.w3.org/css-validator

Bootstrap

Bootstrap is a powerful front-end framework that provides out-of-the-box responsive website design. The entire CMU website has been built using this framework. For more information: http://getbootstrap.com/

Responsive Design

Responsive web design allows the website to adapt to many different screen resolutions on computers, tablets, phones and other mobile devices.

Central Michigan University

Responsive Design Contin...

The following media queries are required if you are developing custom CSS:

@media (min-width: 768px) and (max-width: 979px) { ... }
@media (max-width: 767px) { ... }
@media (max-width: 480px) { ... }

You may create as many additional media queries with custom resolutions as needed. For more information: http://alistapart.com/article/responsive-web-design/ and http://getbootstrap.com/css/

jQuery

jQuery is a fast, small and feature-rich JavaScript library that is included on every page of the CMU website. You can leverage this library for writing custom JavaScript. For more information:

http://www.jquery.com/

Google Fonts

The CMU website uses five open-source fonts from Google. When a display system cannot display a website's custom font, it relies symbols and characters from a fallback font. For best practices, we use 2 fallback fonts for headers, body font and hyperlinks. When creating a custom CSS document, use the following fonts.

Headline:
font-family: 'impact';
font-family: 'san-serif';

Body
font-family: 'verdana';
font-family: 'sans-serif';

Hyperlinks
font-family: 'trebuchet MS';

VENDOR HOSTED OFFICIAL SITES

Sites should adhere to CMU's web style guide as much as possible. Exceptions must be approved in advance by Web Governance. All designs must be reviewed and approved in advance by Web Governance and the Office of Information Technology.

WEB ACCESIBILITY AND ADA COMPLIANCE

All digital content provided by CMU is required to be fully accessible by Title 2 of the Americans with Disabilities Act and Section 508 of the Rehabilitation Act. To meet accessibility standards, all CMU web pages must meet at least level AA of the Web Content Accessibility Guidelines (WCAG) by employing as many of the following general accessibility strategies as possible.

- Text must have a minimum color contrast of 4.5:1. Limit use of ALL CAPS, *italics* or **bold** text. Do not use underlining for emphasis,as it can be mistaken for a hyperlink.

- Use relative font sizes (1rem, 2rem, etc.) rather than exact dimensions (16px, 19px, etc). Note that on our website, 1rem is equal to 16px.

- Hyperlinks should be descriptive. The link should have just enough information to tell the user where they are going. Do not hyperlink phrases such as "click here". Screen readers have an option to list and read all hyperlinks on a page and "click here" has no context in this scenario.

- All images/graphics must have alternative text (alt text) and title text. The text information in the alt tag associated with an image/graphic should communicate the same information as the image/graphic. Note that decorative/meaningless images should still have a value of alt="".

- Limit the use of text on images, as screen readers cannot read it. If an image does contain text, include it in the alt and title text.

- Refrain from using animated or blinking images, text or cursors. These can cause seizures for some users.

- Heading levels should be sequential and follow the outline or flow of the web document. Avoid using heading levels as a means of simply changing the size of text. Instead, we have heading classes that developers can use to accomplish this. For example, <p class="h5">Big Bold Text Here</p> will appear as a heading visually without being confusing to users of assistive technology such as screen readers.

- All parts of the page must be accessible and navigable by keyboard using the "Alt" key. Further, it is important to test for content that acts as a "keyboard trap", where a user can tab into a section of content but end up stuck there until the page is reloaded.

Central Michigan University

For further assistance, web editors should consult the following resources:

- [Wuhcag checklist](#) for a quick WCAG reference
- [Introduction to Web Accessibility](#) from WebAim
- [Full list of WCAG 2.1 requirements](#) from W3C

Evaluation tools are a great way to check website accessibility. By entering the page URL, these tools will identify areas of concern and provide detailed directions on how to remediate the problem. *Note: Using these tools alone will not guarantee 100% accessibility compliance on your page.*

- [WebAim accessibility checker](#)
- [AChecker](#)
- For a more complete list of accessibility evaluation tools, view W3's [Web Accessibility Evaluation Tools List](#)

ABOUT THIS STYLE GUIDE

Capturing school spirit and embracing CMU's bold maroon and gold, the cmich.edu website helps expand awareness of CMU as a major, national university. The web style guide is designed to reinforce the CMU brand and advance the fired up spirit of "We do".

The university web policy and the web style guide are both available to download as PDFs. As the web is constantly evolving, style guidelines will be updated and revised. Please check back regularly for updates.

Questions?
Contact the Digital Strategy Team at digitalstrategy@cmich.edu