**TYPOGRAPHY**

**Body Copy**

Open Sans Regular
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890

**Overlay Phrases**

Open Sans Bold
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Outlined in a thin white frame, phrases like “Hello Again” and “Nice to Meet You” lay over color coded photography. Other phrases include “Welcome Back,” “Nice to Have You,” and various student and college statistics.

**Headlines**

Open Sans Semibold
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890

**Category Callouts**

Open Sans Extrabold
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Main category titles – Current Students, Future Students, Alumni & Support, External – are knocked out of white boxes located at the bottom edge of photos corresponding with each category. This is repeated throughout the site in headers to sections that include photos or when rollover actions are in play.
TYPOGRAPHY APPLICATIONS

Example of Overlay Phrases

Example of Category Callout

Example of Headline & Body Copy

Example of Infographic Carousel

Example of Infographic Carousel with feature image

CJC Insights

Lid est laborum dolorem fugats untras?

Ethereum ser quidem rerum facillis dolores nemi omnis fugats vitae
nemo minima rerums unsers sadips amets. Ethereum ser quidem rerum facillis dolores
nemi omnis fugats vitae nemo minima rerums.

View Comments

56,789
Undergraduate Students

156,789
Distinguished Alumni
Lorem Ipsum Dolor
COLORS

Primary Palette

RGB 234 | 116 | 69
CMYK 4 | 67 | 90 | 0
Hex e97444

RGB 0 | 85 | 150
CMYK 98 | 73 | 13 | 2
Hex 005596

Use for BODY COPY

RGB 51 | 51 | 51
CMYK 69 | 63 | 62 | 58
Hex 333333

Secondary Palette

Use for CURRENT STUDENTS

RGB 87 | 52 | 115
CMYK 78 | 93 | 24 | 10
Hex 573473

Use for FUTURE STUDENTS

RGB 57 | 171 | 174
CMYK 72 | 12 | 34 | 0
Hex 39abae

Use for ALUMNI & SUPPORT

RGB 245 | 179 | 52
CMYK 3 | 32 | 92 | 0
Hex f5b334

Use for EXTERNAL

RGB 237 | 49 | 102
CMYK 1 | 94 | 42 | 0
Hex ed3166
PHOTOGRAPHY

Photo Style

Images should be candid portrayals of student and campus life. Students and faculty are shown together, in transit around campus, and/or in small groups studying and conversing. Include architecture and landmarks for variety and graphic intrigue. Photos should not be posed and should incorporate interesting angles and perspectives.

Photos can be full color or monotone for use as section backgrounds or overlays in the color coding system.

Some photos may require the addition of a blue to yellow gradient overlaid at 20% to match feel of the site.

Examples of the Gradient Effect

Examples of Photos Throughout the Site

LANDSCAPES

MOVEMENT

COLOR

ARCHITECTURE

COMMUNICATION

ABSTRACT
FACULTY GRAPHIC ELEMENTS
Examples of Type Treatments, Lines, Headings, and Quotes

Rollover

Sub Nav

Bio Text Treatment

Publications

JOURNALS

BOOKS

ONLINE ARTICLES

Contact Info Treatment

Quote Treatment

“Journalism is about giving insight into the world around us and communicating it to the masses, no matter how big or small the audience. We live in an era when journalism, the media, storytelling, and technology is changing—and so are the jobs and our futures.”

-TED SPIKER, DEPARTMENT CHAIR

Headings & Bio Info

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Faculty + Staff

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