BLSDC Website Syle Guide

Colors

Burgundy	#772d2e
Light Burgundy	#a13d3e
Chocolate	#472f2e
Dark Chocolate	#251818
Strawberry Cream	#fdddcb
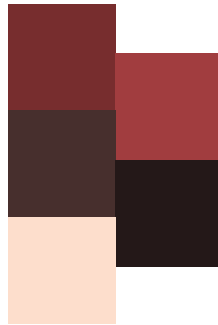
Logo and Logotype

Above is the BLSDC logo and the acceptable variation, namely in use as a banner including the name of the club. These graphics can be used in any advertising media for the club, and as any reference to the club (for instance, links elsewhere on the web). These graphics cannot be used for any other purpose without express permission.

Graphics
The following graphics are used on the website as navigation buttons. This is their primary purpose and should only be used there on this website lest they lose their impact and ability to convey "navigation". They can, however, be used in other media freely.
button_about_act.png
button_about.png
button_events_act.png
button_events.png
button_home_act.png
button_home.png
button_join_act.png
button_join.png
button_links_act.png
button_links.png
button_where_act.png
button_where.png
button_ro_back.png

This is a picture taken of the club and cannot be used in any other manner other than simple display to show club activities. This picture also cannot be used in other media without express permission.
DSC02930.jpg

These graphics belong to other organizations and can only be used in ways prescribed by them. (In this case, linking to them, and BLSDC's pages on their service.)
facebook.png
twitter.png
NFA_Logo.jpg

These graphics are to be used as structural graphics for the layout. If they can be repurposed for something else as well, they can be freely used.
horiz_bg.png
vert_bg.png
wood_floor.jpg

Typography
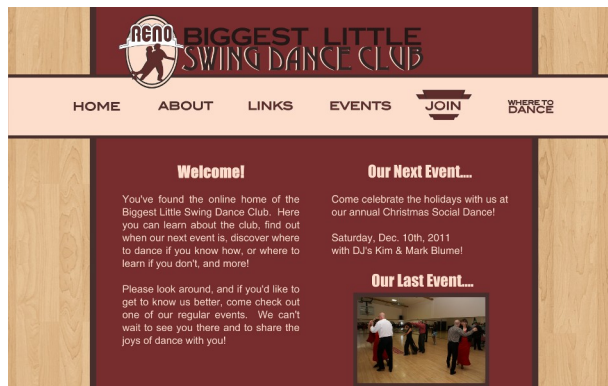
The following typefaces should be used:
Headings – **Impact**, **Charcoal**, sans-serif;
Body Copy - Verdana, Geneva, 'DejaVu Sans', sans-serif;

The only variations found in the site should be size. If emphasis must be used, italicize the word, but use sparingly. Bold should not be used except for table headers.
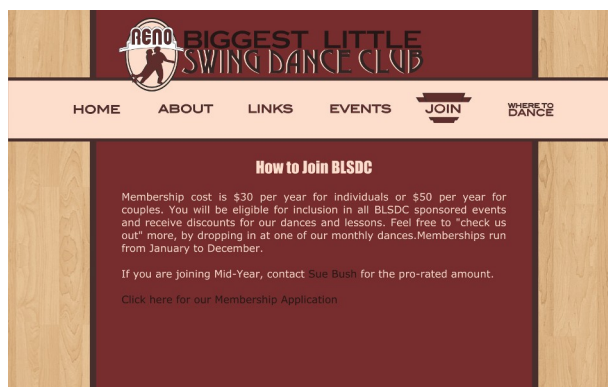
Design

Example of the Home Page:

Note the space given to the columns and the overlap of the logo/navigation. Also, the extension of the navigation beyond the normal boundaries given to the page. And finally, the use of borders on many elements.

Example Interior Page:

The primary difference between an interior page and the home page is the change to a single column layout. Everything else is mostly the same.