GRC Website Style Guide
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Colors

All colors are open for use in some form, since the logo uses the entire spectrum. The colors focused on in this design are shades of black and gray with secondary colors used for accents.

Primary
Black	#000000
Very Dark Gray	#1a1a1a
Dark Gray	#666666
Light Gray	#999999
Very Light Gray	#cccccc
White	#ffffff

Secondary
Red	#cc0000
Bright Red	#ff0000
Orange	#ff6600
Yellow	#ffff33
Darkened Yellow	#ffcc0f
Green	#008800
TMCC Green	#9aac26
Dark TMCC Green	#1e2207
Blue	#0000cc

Logo and Logotype

Above is the GRC Department logo. Acceptable variations are mostly in color (or lack thereof) for different forms of media, and with different backgrounds. (As shown, for both black and white backgrounds.) This logo can be used in al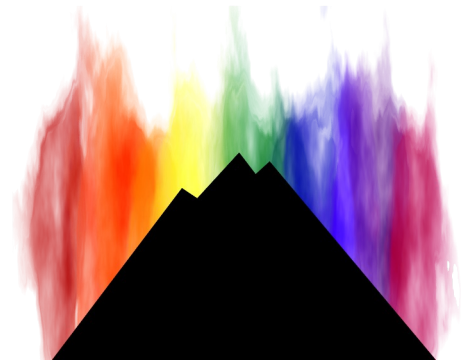l forms of media, with color variations as required. The other acceptable variation is the graphic from which the logo was derived – the TMCC mountain with an explosion of color behind. The mountain can change color for appropriate backgrounds, but the explosion should be left alone. (The colors used in the logo were created from a clipping mask of the explosion.) Either the logo, the mountain, or a combination of the two should be used to convey unity across the site, currently in the upper left and lower right corners (respectively) as well as in tandem on the landing page. These logos/graphics should not be overused in a given document or design, especially the colorized versions, as they could lose their impact.

Typefaces in the logo:

ITC Kabel Lt Book

ITC Kabel Lt Ultra

These typefaces could be used sparingly elsewhere, but are not currently. They should only be used to make visual reference back to the logo. (Also, the variations of ITC Kabel Std Book and ITC Kabel Std Ultra are also acceptable versions of the logo type.)

Graphics

The following graphics are used on the website as navigation buttons rollover states and should only be used as such.

program_ro.png

classes_ro.png

degrees_ro.png

instructors_ro.png

student_work_ro.png

enter.png

enter_ro.png

The TMCC logo may only be used in accordance with TMCC's acceptable use policy:

tmcc.png

The pdf logo may only be used in accordance with Adobe's acceptable use policy:

pdf_tiny.gif

These graphics are structural graphics, however if they can be repurposed for something else, they can be freely used. (With the exception of the banner, which should have the NSHE seal removed from it before doing so. Related to that, the NSHE seal could be replaced by the TMCC seal.)

banner.png

footer.png

headline.png

left_panel.png
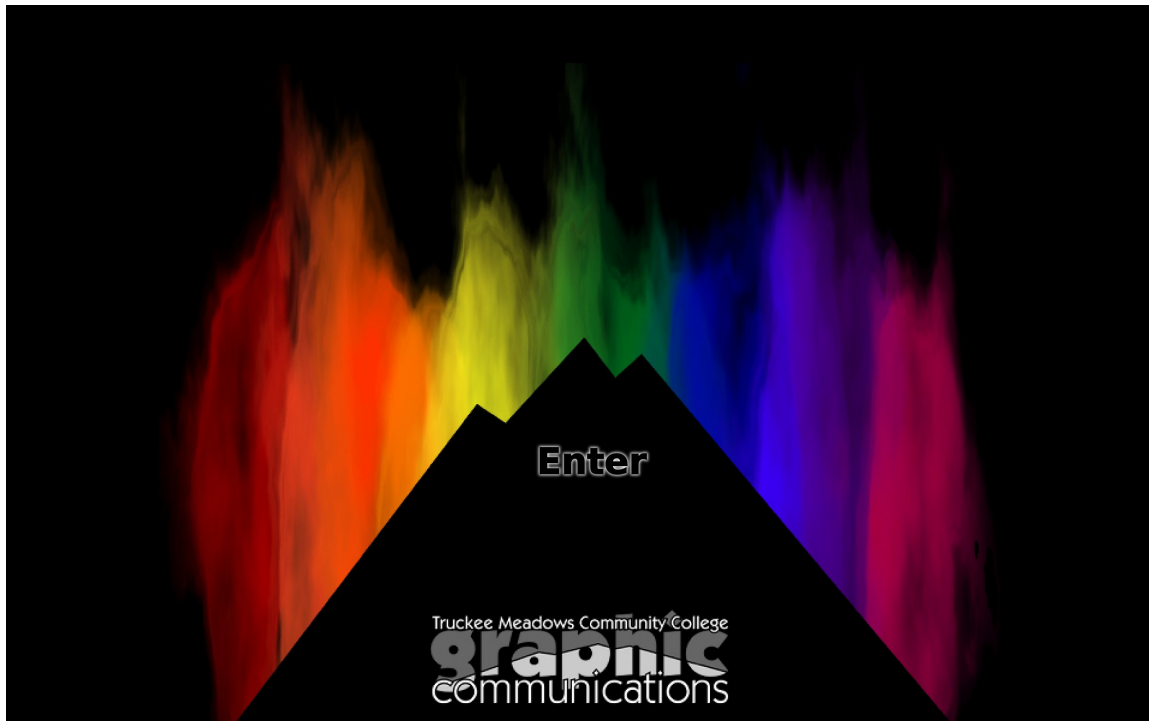
light_gradient.png

mesh.png

Typography

The only type face used outside of the logo is the following (font-family css property):

Trebuchet MS, Helvetica, sans-serif

Headings are larger than body copy, and in bold face, with varying degrees of size depending on level of headline. For emphasis, italics or bold face may be used, but if bold is used, the size should not match headers. (Italics is preferred for emphasis.)

Design

Example of the landing page:

Example of an interior page: