UCC WEBSITE GUIDELINES

CONTENTS

THE
FOUNDATIONS

BASIC ELEMENTS

Logo

With 'U' clear space all around

Colour palette

Crest Blue	Crest Red	Crest Yellow	Crest Black	Tint of Crest Black	Crest White
R0 G60 B105	R205 G32 B44	R205 G181 B0	R30 G30 B30	R239 G239 B240	R255 G255 B255
# 003C69	# CE1F2C	# ffb500	# 1E1E1E	# EFEFF0	# FFFFFF
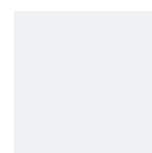
Limestone	Dawn Mauve	Ogham stone	Earth Red	Quad Green	Sky Blue
R187 G188 B188	R117 G102 B220	R198 G137 B63	R180 G106 B85	R116 G170 B80	R105 G179 B231
# BBBCBC	# 7566A0	# C6893F	# B46A55	# 74AA50	# 69B3E7

Typography

Helvetica Regular
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
£ # & % ? + > @ ≤ Ω , . *

Helvetica Bold
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
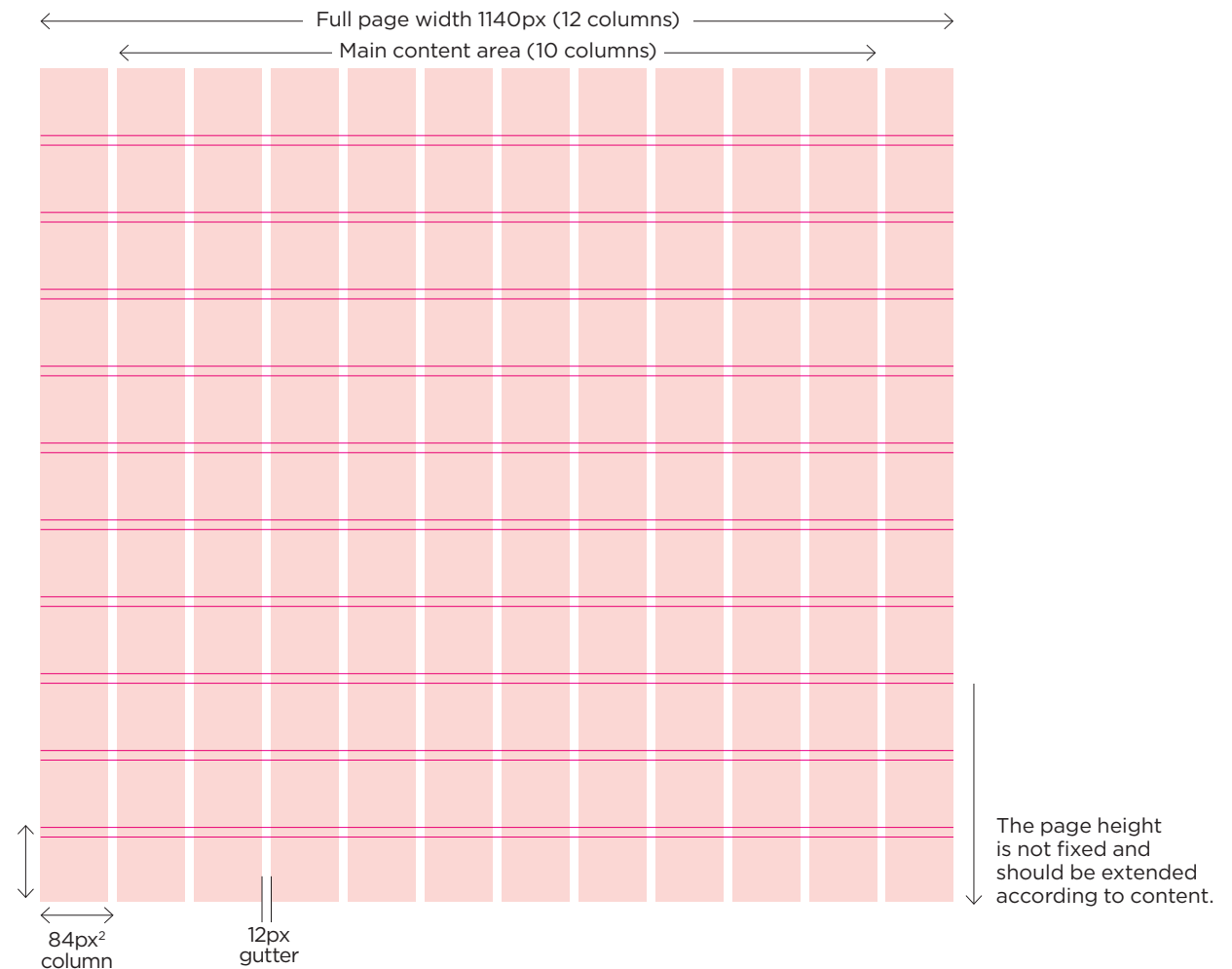**£ # & % ? + > @ ≤ Ω , . ***

TIMES NEW ROMAN BOLD
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
£ # & % ? + > @ ≤ Ω , . *

DIMENSIONS OF THE MASTER GRID

The UCC website grid is made up of
12 columns in width with a baseline grid
supporting the square grid elements.

Where possible elements should align
to the grid, supporting the responsive design.

Full page width 1140px (12 columns)

Main content area (10 columns)

84px^2
column

12px
gutter

The page height
is not fixed and
should be extended
according to content.

THE MASTER GRID OVERLAID

The overlaid grid shows how the page elements are designed to work with the grid.

PAGE ARCHITECTURE

External links

Search categories

Language switcher

The menu bar currently consists of 6 options and should be evenly spaced in the main 10 columns.

Content slider to be updated regularly tracking events throughout the university year

The outer left and right hand column should be left free of content except for scroll icons that indicates further content

The website footer should be positioned at least 30px away from content

Link to external UCC shop sites
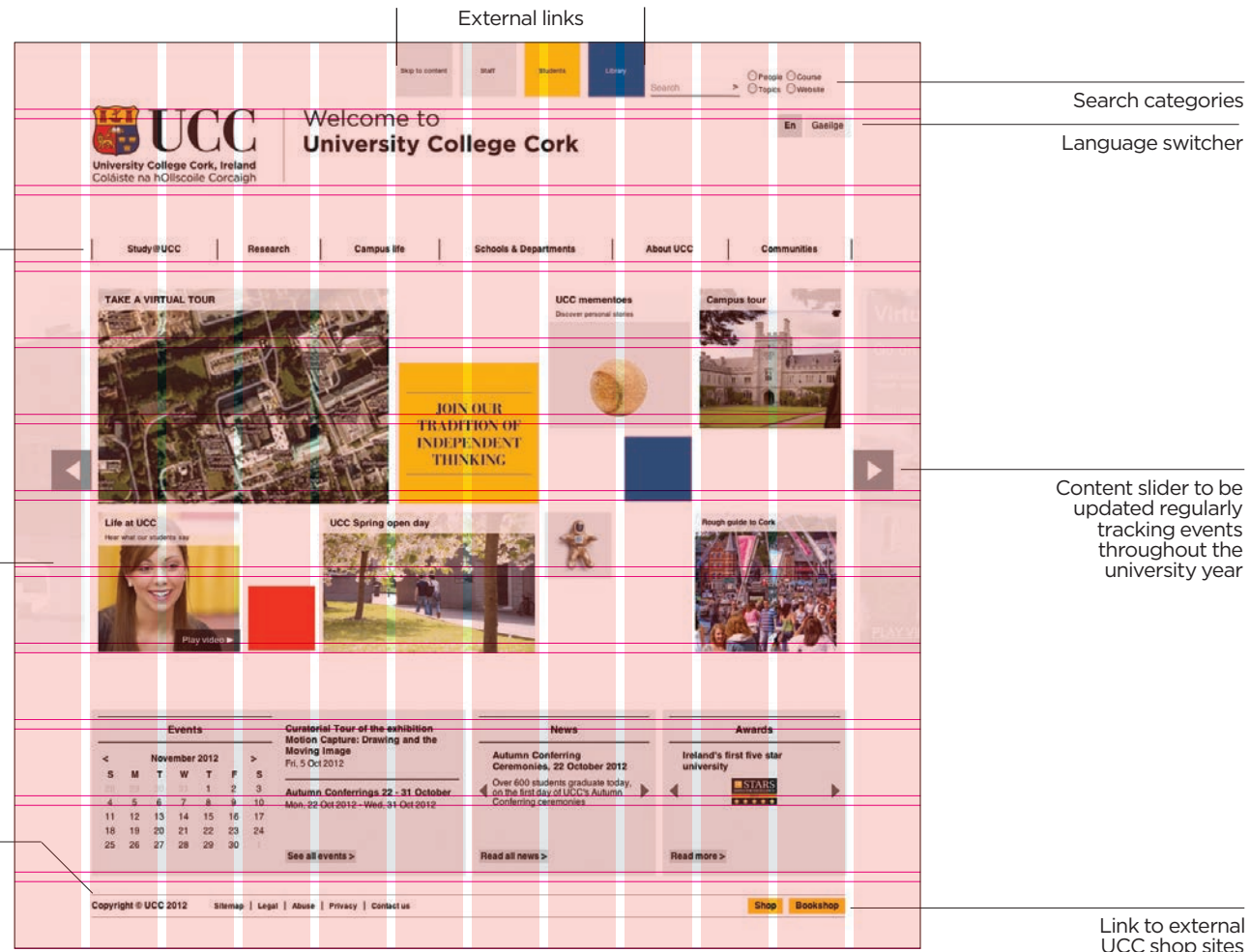
TYPOGRAPHY SPECIFICATIONS

Heading
19pt Helvetica Bold

Sub navigation
10pt Helvetica Regular
#8f8f8f

Sub navigation
10pt Helvetica Regular

Subhead
12pt Helvetica Bold

Body text
10pt Helvetica Regular

Footer
10pt Helvetica Bold
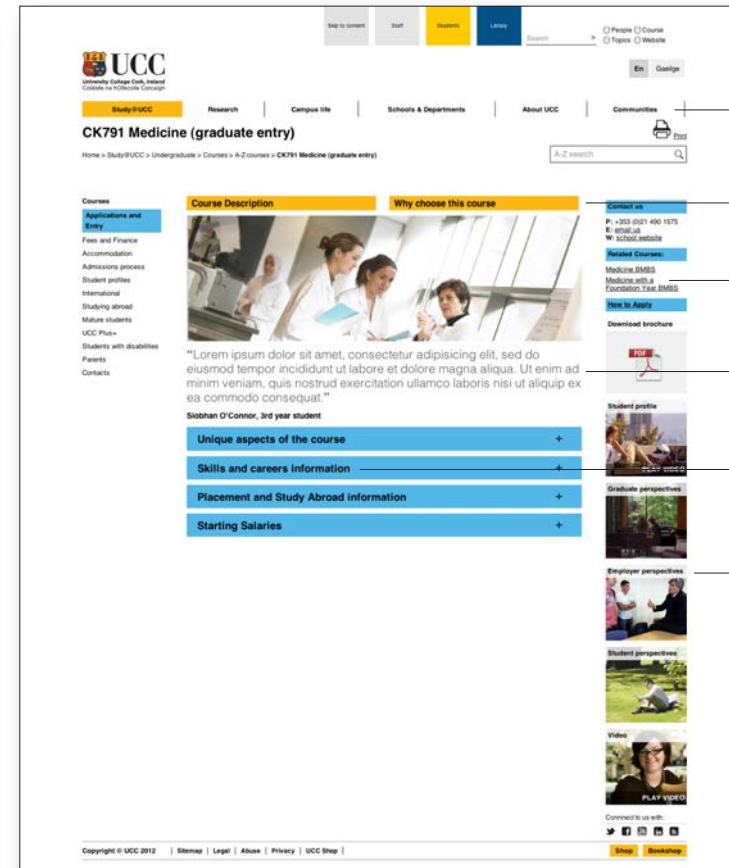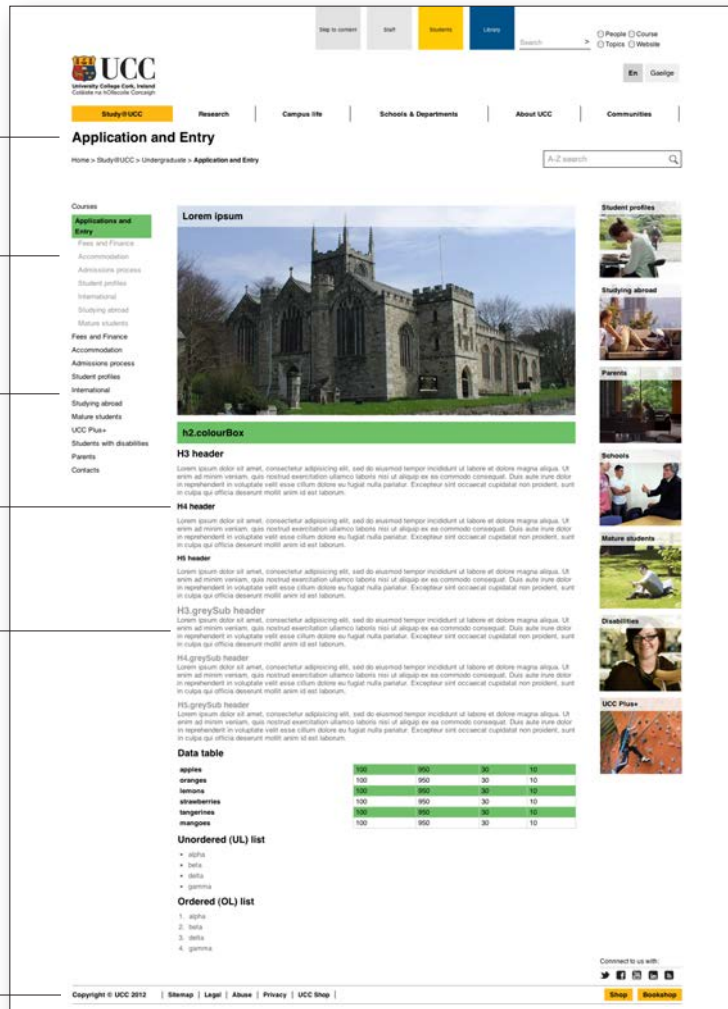
Main navigation
10pt Helevtica Bold

Tab font
12pt Helvetica Regular

Column text
10pt Helevtica Regular

Quote
20pt Helevtica Regular
#565759;

Accordion heading
15pt Helevtica Regular

Column header
12pt Helevtica Bold

Font colours are either
Crest Black #1E1E1E
unless labelled with
an alternative. See page
3 for more information
on colour values

IMAGERY SPECIFICATIONS

Images should be supplied at the largest image size possible at an online resolution of 72dpi. Pixel dimensions for the various image sizes are referenced opposite. These are optimum sizes when viewing on screen, these will then scale and reformat responsively on other devices.

Banner image
746px x 239px
72dpi
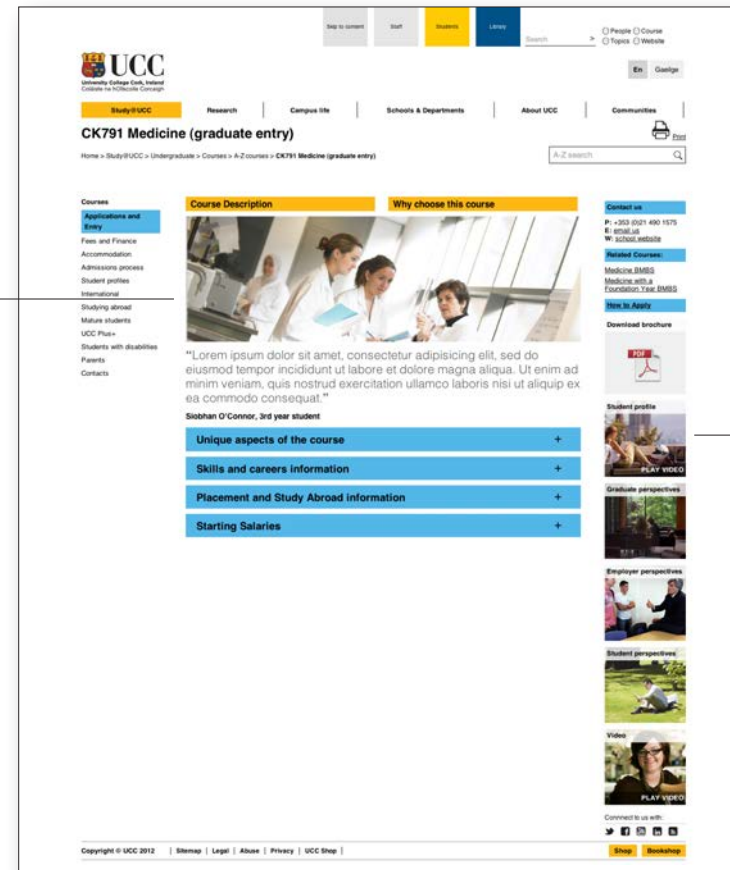
Column image
154px x 144px
72dpi

IMAGERY SPECIFICATIONS
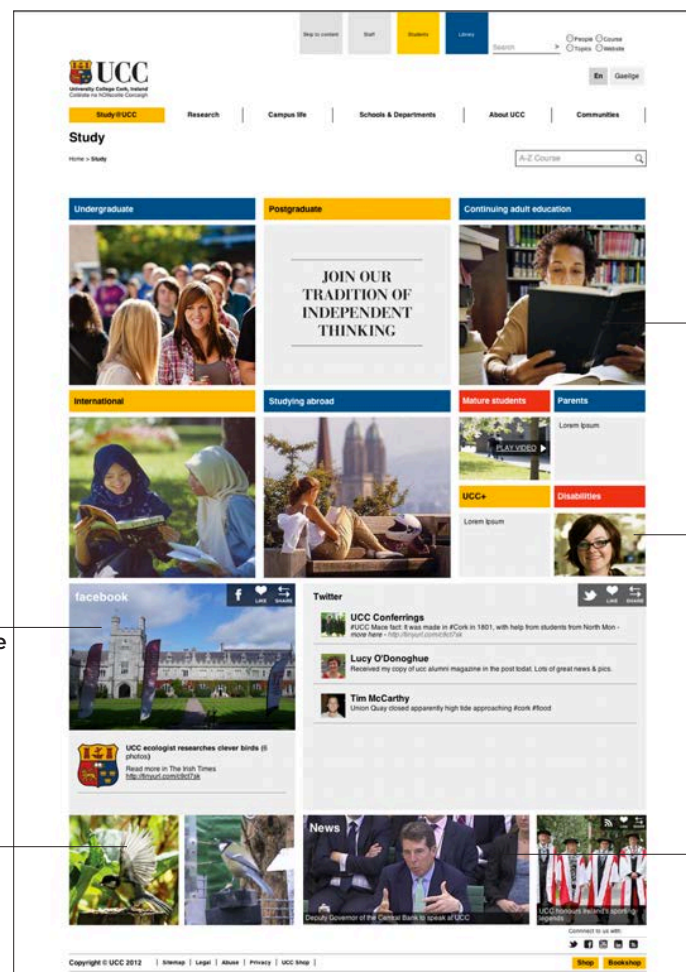

Grid image
447px x 323px
72dpi

Grid image
213px x 323px
72dpi
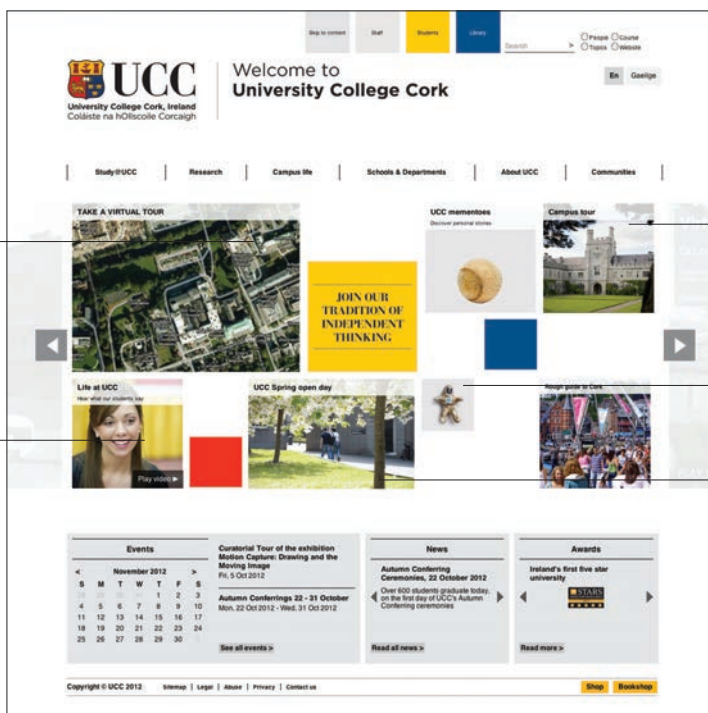
Grid image
746px x 239px
72dpi

Grid image
100px x 239px
72dpi

Grid image
320px x 211px
72dpi

Landscape image
447px x 291px
72dpi

Square image
217px x 217px
72dpi

Landing page image
316px x 319px
72dpi

Landing page image
210px x 197px
72dpi

Landing page image
447px x 291px
72dpi

IMAGERY
SPECIFICATIONS

Image
230px x 216px
72dpi

Large image
746px x 395px
72dpi

Column image
154px x 144px
72dpi
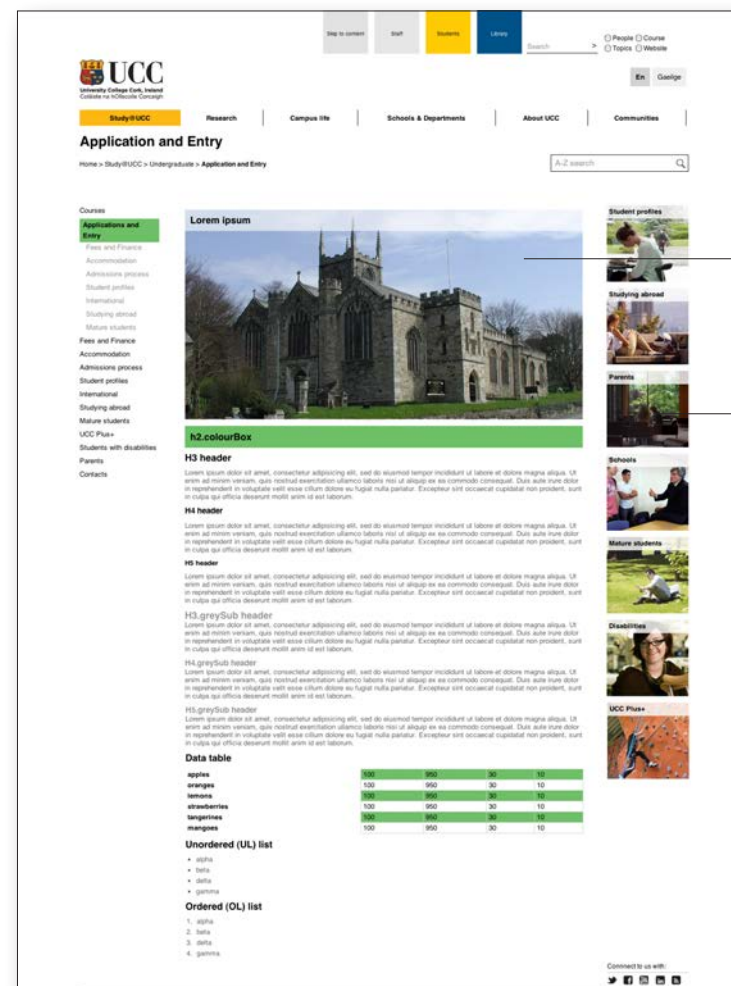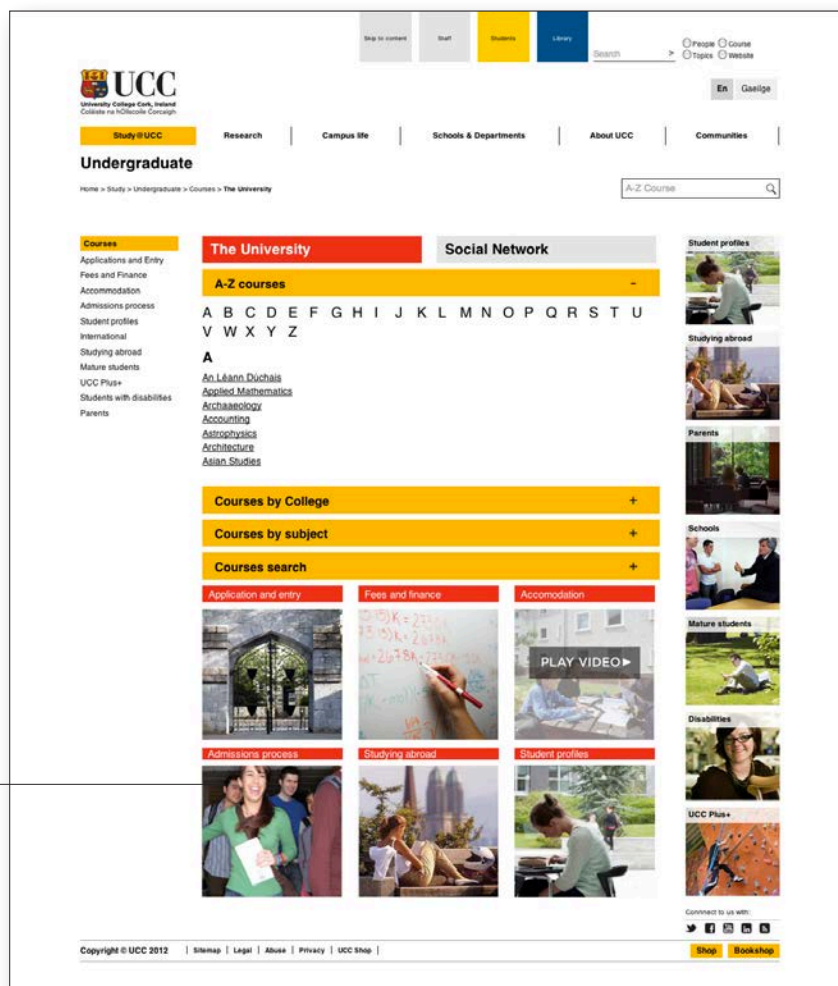
PAGE TEMPLATES

HOMEPAGE

The UCC Welcome message appears on the homepage only

Content slider to be updated regularly tracking events happening throughout the university year

LANDING PAGE OPTION A

Landing page option A and B show how vesatile the layout grid can be.
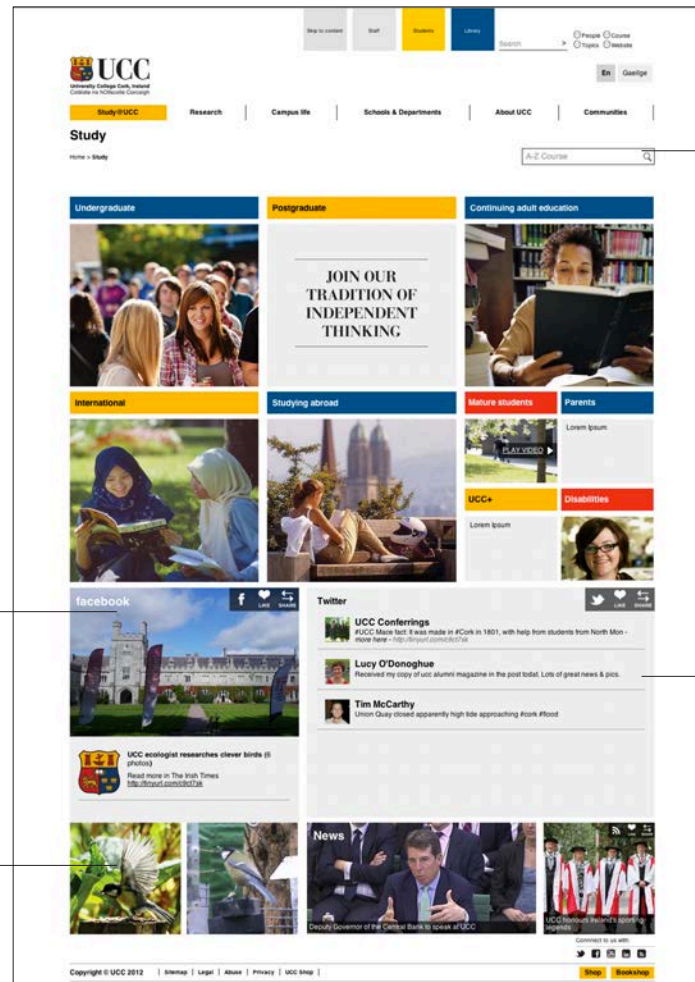
Quick course finder search field

Link to UCC Facebook page

Twitter social news feed relating to study

Link to UCC YouTube videos

LANDING PAGE OPTION B

Quick course finder
search field

Research news feed

Downloadable PDF
applications and guides

UNDERGRADUATE PAGE

Quick course finder search field

Social Network toggle

Additional content blocks

A -Z COURSES

Quick course finder
search field

Courses arranged in A-Z
categories

COURSE FACTS

Print course
information button

Downloadble course
brochure

Quick course facts

Student video

COURSE DETAIL

Print course
information button

Quote from student

Accordion drop down
menu with course detail

APPLICATION AND ENTRY

Header and
sub header style

Table style

SOCIAL NETWORK PAGE

This page draws in all external social news feeds, giving a snapshot of what is currently happening at the university
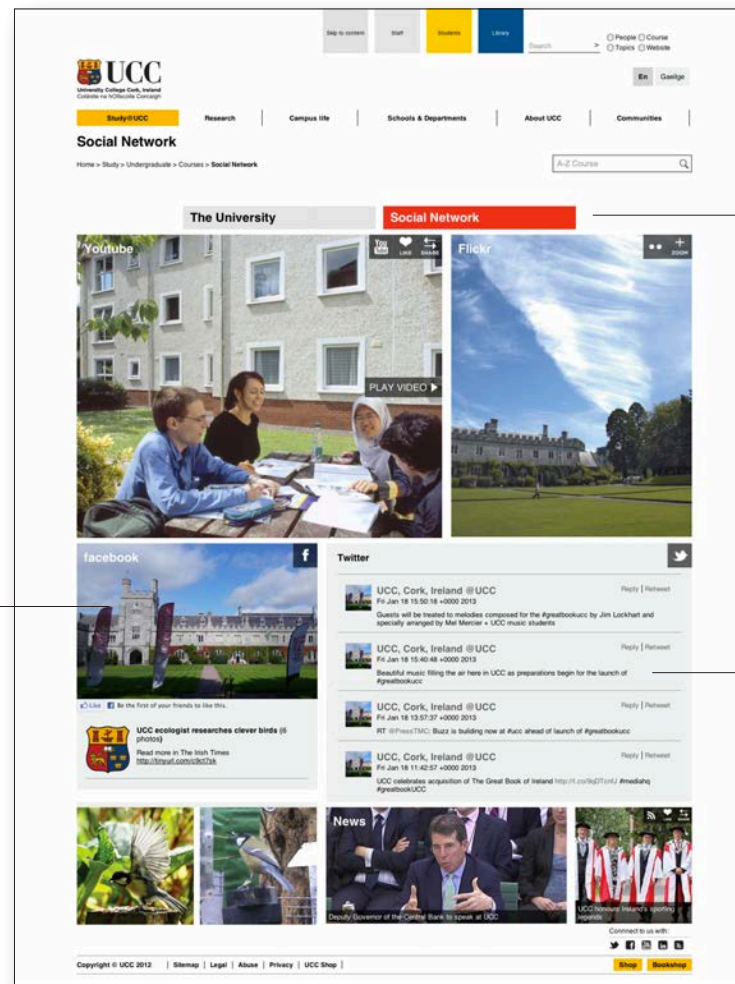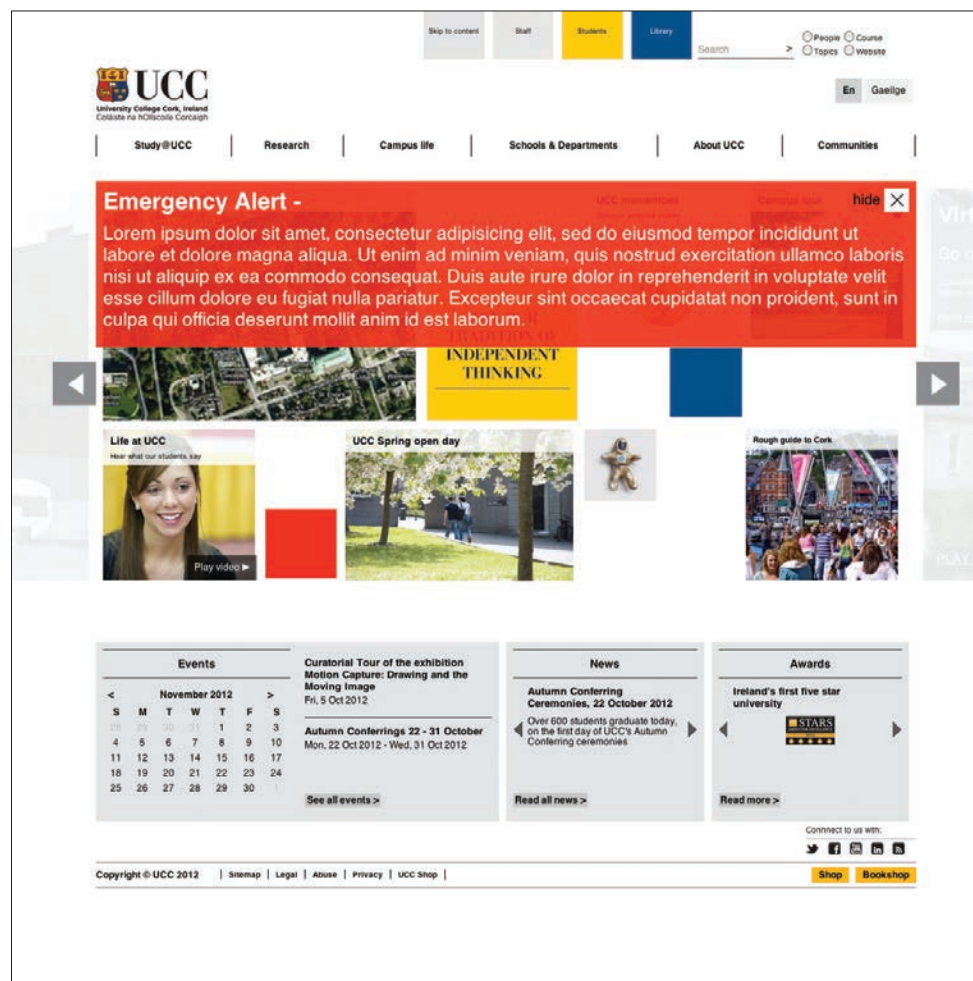

Social network toggle

Link to Facebook page

Twitter feed

EMERGENCY ALERT

A template has been created for emergency alerts or important information.

This will sit on the homepage below the menu bar, overlapping the content scroll. It can be hidden by clicking the 'X' close button.

ADAPTING FOR THE TABLET

The design will reflow responsively on tablet devices, both vertically and horizontally. At landscape dimensions the design layout and menu bar will remain similar to the standard on screen layout. When viewing the site on a portrait orientation the menu bar reformats to a single menu button.
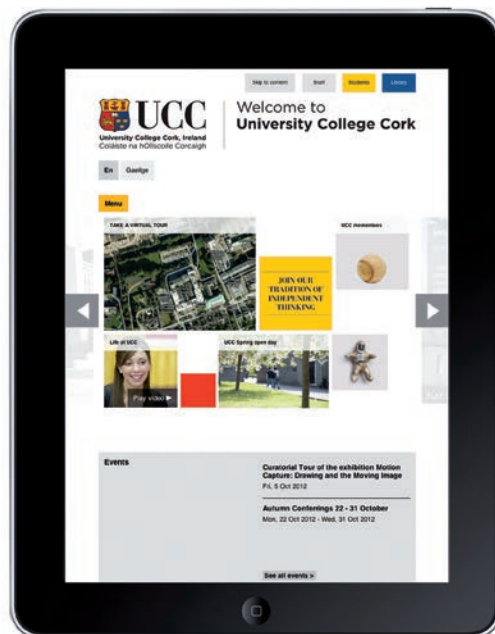
ADAPTING FOR THE SMARTPHONE

When the website is viewed on a smartphone the menu bar changes to a single menu button that reveals the options in a table below. Content sections reflow to stack vertically.
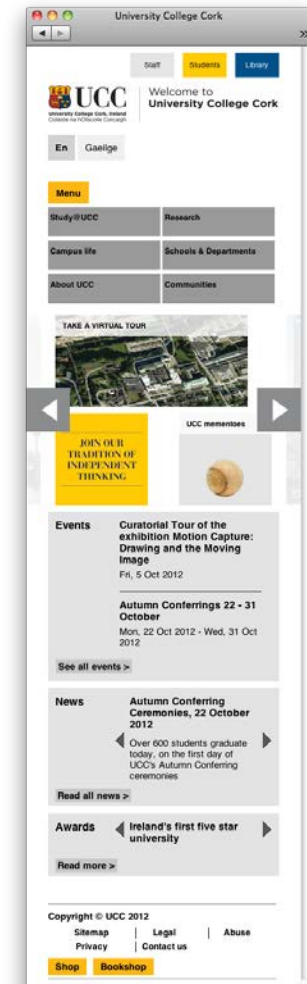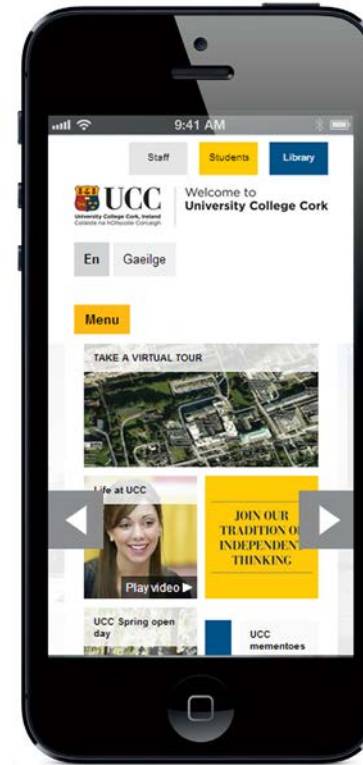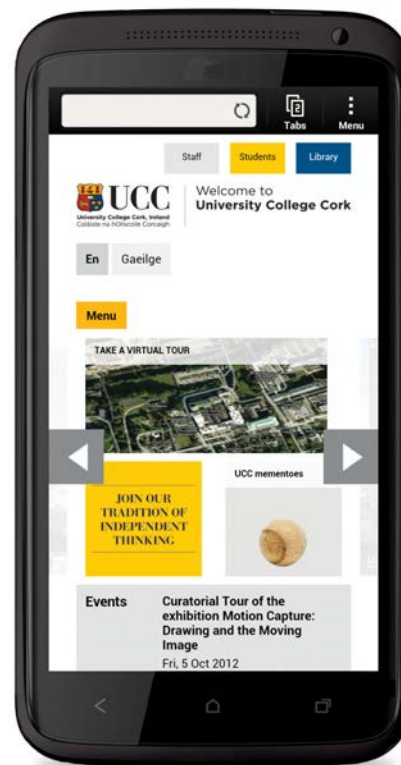
ANY QUESTIONS?

FOR MORE INFORMATION CONTACT...

Contact information
to be provided