



THE UNIVERSITY OF  
CHICAGO

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**WEBSITE GUIDELINES**

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## University Websites

The following guidelines provide a basic outline for expressing the University brand on websites. Additional specifications are in the following pages of this document, for more detailed process information on creating a University website, please visit **[websites.uchicago.edu/](https://websites.uchicago.edu/)** or email **[webhelp@uchicago.edu](mailto:webhelp@uchicago.edu)**.

### Header and Footer

To ensure consistent branding across the institution, there are several areas of the site that may not be changed.

### Brand Bar

- The maroon bar at top with the phoenix and University of Chicago's wordmark should not be altered and should link to [www.uchicago.edu](https://www.uchicago.edu).
- The search bar should remain on the upper right.
- There is a space for quick links to the left of the search bar which can be utilized, but location should remain to the left of the search bar.

### Logo Placement

- The white space below the maroon bar and above the navigation should not be altered.
- The master brand logo system or heading should be centered within the white space.
- Logos should be University approved.

### Navigation Bar

There are three different options available for the nav bar and drop down menu design. Additional specifications are in the following pages of this document.

### Customizable Content

The area between the navigation and footer is customizable. Any content and design elements should still follow the University brand guidelines outlined in this document.

### Fonts

- Gotham is the preferred font for web content.
- If Gotham is not available, Helvetica or Arial is an acceptable substitute.
- Font Awesome is the preferred font for icons

**Note: The Gotham font can be purchased at [typography.com](https://typography.com). See page 10 for font usage.**

## Brand Bar and Header

### Brand bar

The maroon bar is an official consistent element on all websites. The graphic is linked to [www.uchicago.edu](http://www.uchicago.edu).

Phoenix | The University of Chicago:

Width: 30px

Height: 25px

URL: <https://d3qi0qp55mx5f5.cloudfront.net/shared-resources/i/template/phoenix-v2.svg>

Background color: #800000

Minimum height: 40px

Maximum height: 55px

Width: 100%

Content maximum width: 1440px

Default font-size: .8rem

### Header

Background color: #fff Width: 100%

### Header H1

Alignment: centered

Maximum font size: 18px Font

color: #800000 Type

padding: 60px

or

### Master Brand Logo System

Alignment: centered Desktop

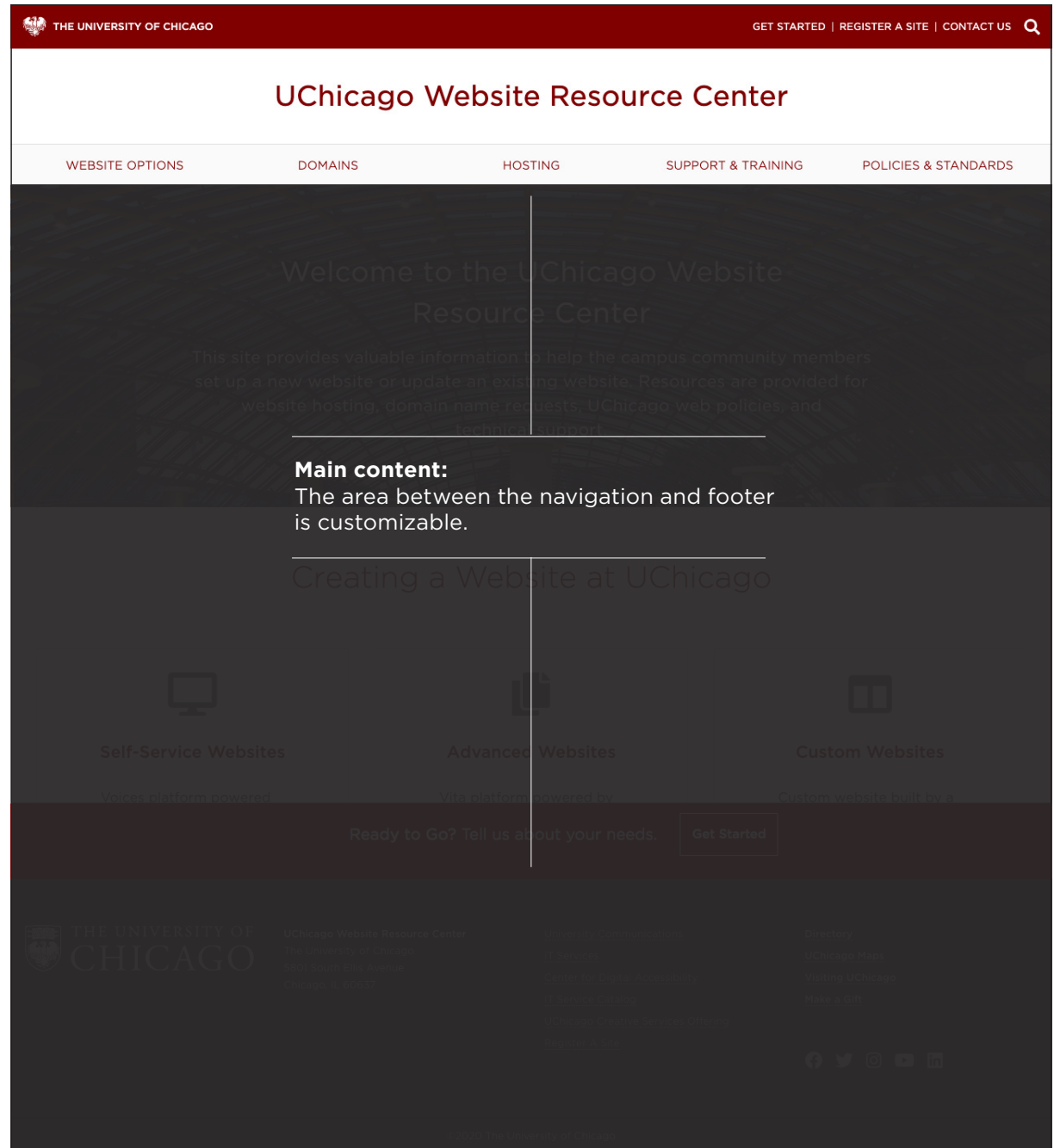
Logo minimum height: 50px

Logo maximum Height: 75px

Mobile and tablet

Logo minimum height: 50px

Logo maximum height: 60px



**For support contact:** [webhelp@uchicago.edu](mailto:webhelp@uchicago.edu)



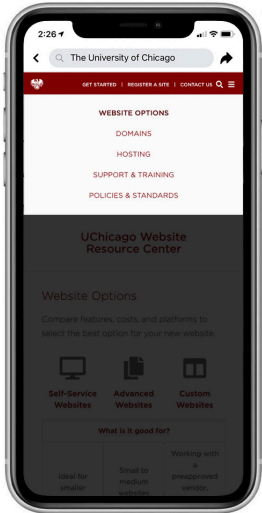
# Navigation and Dropdown

## Dropdown options

Max width: 1430px  
Max font size: 14px

Background color: #fff  
Links: #800000  
Text: #4d4d4d

Mobile view:



Office of the Provost	Harris School of Public Policy Studies	Pritzker School of Molecular Engineering	Institutes & Centers
Biological Sciences Division	Humanities Division	School of Social Service Administration	Laboratory Schools
Chicago Booth School of Business	Law School	Social Sciences Division	UChicago Charter School
The College	Oriental Institute	UChicagoGRAD	Summer Session
Divinity School	Physical Sciences Division		Library
Graham School of Continuing Liberal and Professional Studies	Pritzker School of Medicine		The University of Chicago Press

**Undergraduate**  
Apply  
Costs & Aid  
Campus Tours  
Odyssey

**Graduate**  
Apply  
Funding & Aid  
Graduate Programs

Join a community of the world's brightest minds and prepare to tackle its greatest problems. Here, your ideas will be heard, supported, questioned, tested, and honed as you form a network of lifelong friends, colleagues, and collaborators.

Institutes & Centers  
Academic Departments  
Library  
Breakthroughs  
Innovation

Argonne National Lab  
Fermilab  
Marine Biological Laboratory  
NORC  
Office of Research and National Laboratories

With an unwavering focus on rigorous inquiry, UChicago research continually breaks new intellectual ground. Across disciplines, departments, and over 140 institutes and centers, our researchers produce ideas that matter—and change the world.

## Navigation Options

Max width: 1430px  
Max font size: 14px

Hover state:  
Font weight: 700

Background color:  
Option 1, #fafafa, Text #800000  
Option 2, #a6a6a6a, Text #fff  
Option 3, #d9d9d9, Text #151515

ABOUT	ACADEMICS	RESEARCH	PEOPLE	EVENTS
ABOUT	ACADEMICS	RESEARCH	PEOPLE	EVENTS
ABOUT	ACADEMICS	RESEARCH	PEOPLE	EVENTS

**Note: Any navigation, dropdown or header animations need to be reviewed and approved by Digital Communications at [webhelp@uchicago.edu](mailto:webhelp@uchicago.edu)**

## Footer

### Footer

Background color: #404040

Maximum width: 1430px

Maximum font size: 12px

Minimum font size: 10px

UChicago Logo

Minimum logo width: 215px

Maximum logo width: 350px

Required margin: 60px padding around logo

Links within footer

Color: #fff

Text decoration: dotted rule, solid on hover

Opacity: .8

### Footer Icon Style:

display: inline-block

font-size: inherit

height: 1em

vertical-align: -.125em

color: #fff

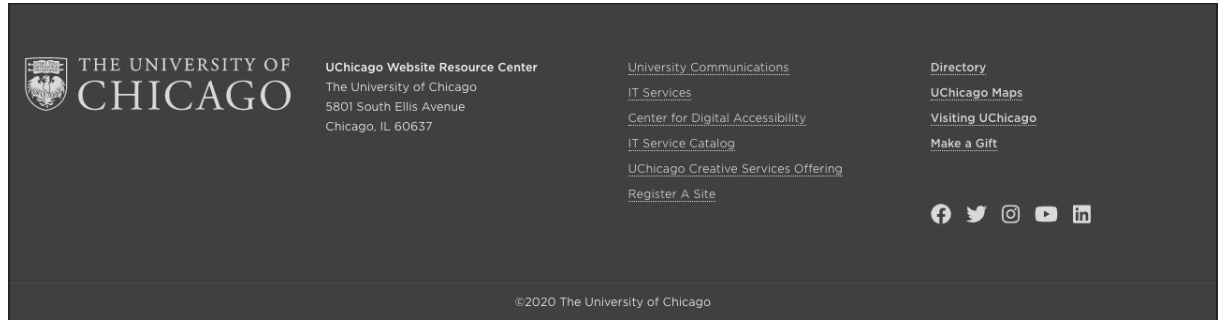
opacity: .8

line-height: 1em

### On hover:

color: #fff

opacity: 1



Social Media Icons (See page 10 for Font-Awesome details). Links directly to the University social accounts or can be re-directed to a specific partner's account.

**Note: UChicago logo always appears in footer and links to [www.uchicago.edu](http://www.uchicago.edu).**

## Link and Hover Styles

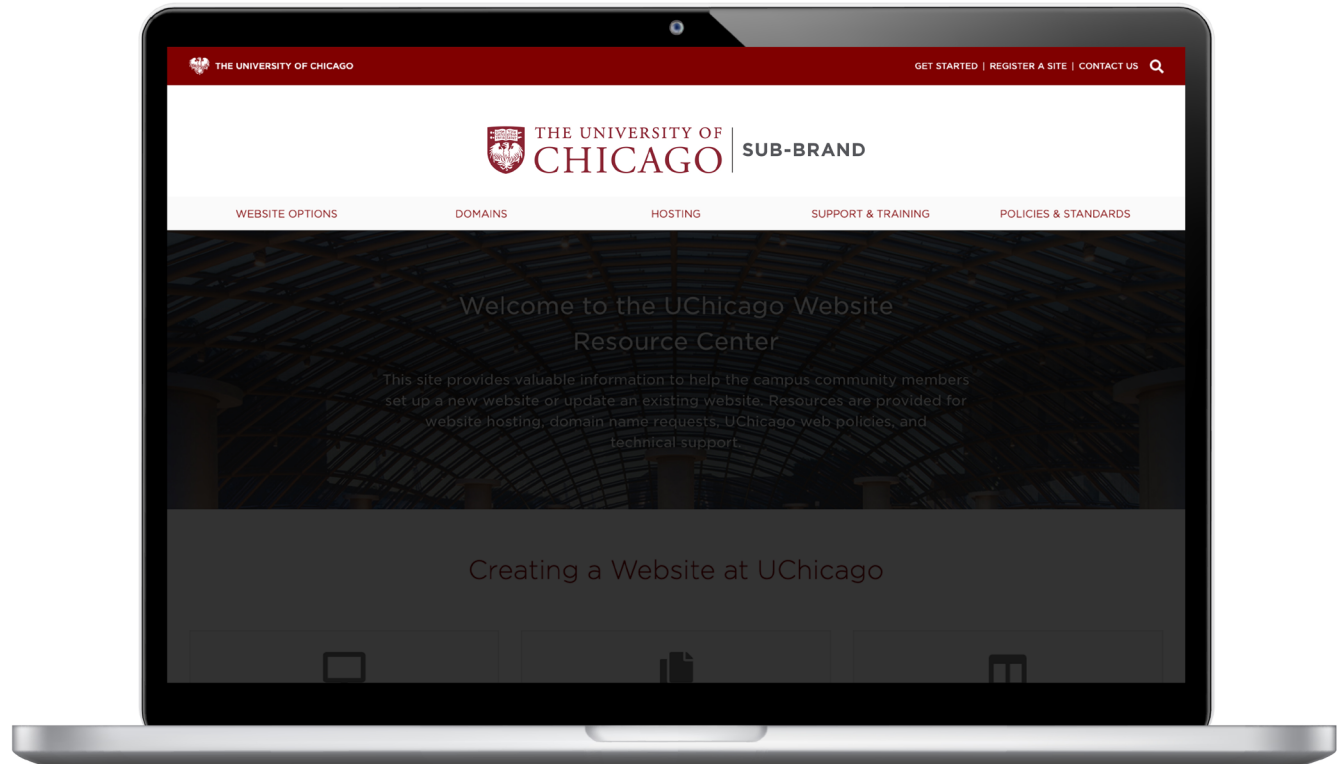
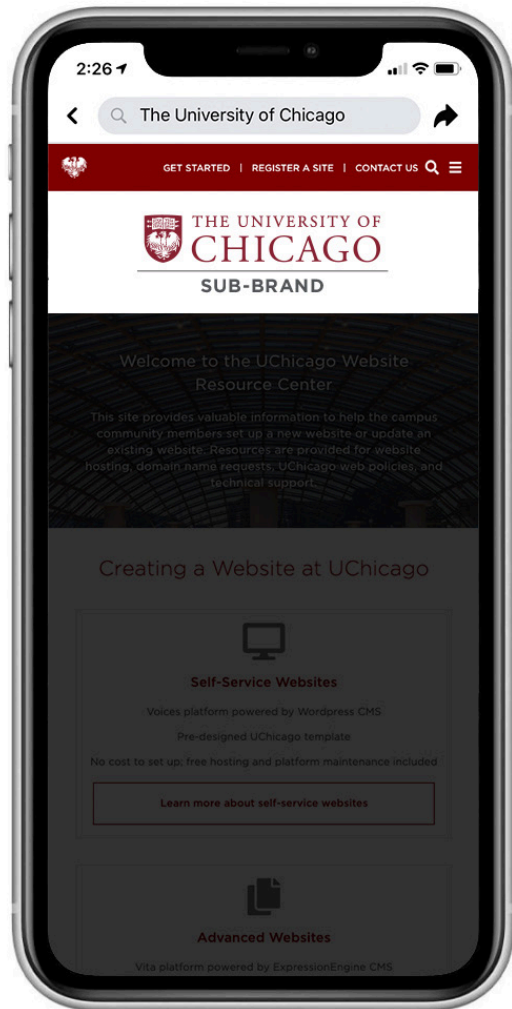
WCAG 2.0 AA requires that foreground and background colors have a 4.5:1 contrast ratio and that color not be used as the sole method of conveying content or distinguishing visual elements.

Where links appear alongside non-linked text they need to be indicated with more than a color. The general recommendation of the CDA is for links that fall into this category to have a default underline or bottom border style in addition to color. Depending on the overall design of a site, a highlight background color on links, any kind of border, or even adding icons to links could satisfy this criteria.

**For support contact:** [webhelp@uchicago.edu](mailto:webhelp@uchicago.edu)

## Device Examples

The UChicago Master Brand Logos System must always center in header as shown below. Please contact UChicago Creative to have your logo developed—[creative@uchicago.edu](mailto:creative@uchicago.edu)



**For support contact:** [webhelp@uchicago.edu](mailto:webhelp@uchicago.edu)

## Color System

The primary digital color palette consists of Phoenix Maroon, Light and Dark Greystone and Footer Grey. These colors should be the dominant colors on all websites.

### Primary digital color palette

 <p><b>Phoenix Maroon</b> R:128 G:0 B:0 HEX:#800000</p>	 <p><b>Greystone</b> R:116 G:116 B:116 HEX:#A6A6A6</p>
 <p><b>Light Greystone</b> R:217 G:217 B:217 HEX:#D9D9D9</p>	 <p><b>Dark Greystone</b> R:115 G:115 B:115 HEX:#737373</p>
 <p><b>Type Grey</b> R:77 G:77 B:77 HEX:#4D4D4D</p>	 <p><b>Footer Grey</b> R:64 G:64 B:64 HEX:#404040</p>

**For support contact:** [webhelp@uchicago.edu](mailto:webhelp@uchicago.edu)



Color System (continued)

Our secondary color palette can be used sparingly for digital applications. It should complement our primary palette.

Secondary digital color palette

 <p><b>Light Goldenrod</b> R:243 G:208 B:62 HEX:#F3D03E</p>	 <p><b>Light Terracotta</b> R:236 G:161 B:84 HEX:#ECA154</p>	 <p><b>Light Brick</b> R:180 G:106 B:85 HEX:#B46A55</p>	 <p><b>Light Ivy</b> R:169 G:196 B:127 HEX:#A9C47F</p>	 <p><b>Light Forest</b> R:156 G:175 B:136 HEX:#9CAF88</p>	 <p><b>Light Lake</b> R:62 G:177 B:200 HEX:#3EB1C8</p>	 <p><b>Light Violet</b> R:134 G:100 B:122 HEX:#86647A</p>
 <p><b>Goldenrod</b> R:234 G:170 B:0 HEX:#EAAA00</p>	 <p><b>Terracotta</b> R:222 G:124 B:0 HEX:#DE7C00</p>	 <p><b>Brick</b> R:164 G:52 B:58 HEX:#A4343A</p>	 <p><b>Ivy</b> R:120 G:157 B:74 HEX:#789D4A</p>	 <p><b>Forest</b> R:39 G:93 B:56 HEX:#275D38</p>	 <p><b>Lake</b> R:0 G:115 B:150 HEX:#007396</p>	 <p><b>Violet</b> R:89 G:49 B:95 HEX:#59315F</p>
 <p><b>Dark Goldenrod</b> R:204 G:138 B:0 HEX:#CC8A00</p>	 <p><b>Dark Terracotta</b> R:169 G:67 B:30 HEX:#A9431E</p>	 <p><b>Dark Brick</b> R:100 G:51 B:53 HEX:#643335</p>	 <p><b>Dark Ivy</b> R:19 G:48 B:28 HEX:#13301C</p>	 <p><b>Dark Forest</b> R:40 G:71 B:52 HEX:#284734</p>	 <p><b>Dark Lake</b> R:0 G:42 B:58 HEX:#002A3A</p>	 <p><b>Dark Violet</b> R:65 G:39 B:59 HEX:#41273B</p>

## Typography

Our two main typefaces are Adobe Garamond and Gotham—they can be used together or individually. These fonts are essential in visually communicating the University of Chicago brand. Carefully consider context and legibility when working with the two typefaces. Gotham is the preferred typeface for body copy in most applications, especially for smaller digital applications as serif fonts become hard to discern at smaller scales.

**Adobe Garamond** is our serif font and represents the longevity and tradition of the University.

Garamond Regular

*Garamond Regular Italic*

Garamond Semibold

*Garamond Semibold Italic*

Garamond Bold

*Garamond Bold Italic*

If Adobe Garamond is not available, the substitute font is Times New Roman.

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**Gotham** is a sans serif font that provides a contemporary compliment to Garamond and conveys the University's future. It is the preferred font to use in print and on websites. Gotham can be purchased at [typography.com](http://typography.com).

Gotham Light

*Gotham Light Italic*

Gotham Book

*Gotham Book Italic*

Gotham Medium

Gotham Medium Italic

Gotham Bold

*Gotham Bold Italic*

**Gotham Black**

*Gotham Black Italic*

If Gotham is not available, the substitute font is Helvetica. If Helvetica is not available, use Arial.

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**Gotham Narrow** can be used for captions, call-outs, copy heavy documents and in body copy where space is limited.

Gotham Narrow Light  
Gotham Narrow Book  
Gotham Narrow Medium  
Gotham Narrow Bold

**Font Awesome** is used for all icons.  
For details email [webhelp@uchicago.edu](mailto:webhelp@uchicago.edu)

**For support contact:** [webhelp@uchicago.edu](mailto:webhelp@uchicago.edu)

## Contact

For help or further information consult the list below.

### Contact university website senior specialist:

[webhelp@uchicago.edu](mailto:webhelp@uchicago.edu)

### Request hosting consultation:

<https://websites.uchicago.edu/get-started/domain-or-hosting-request/>

### View a glossary of website terms:

<https://websites.uchicago.edu/support-training/glossary/>

### Logo creation or brand assets:

[creative@uchicago.edu](mailto:creative@uchicago.edu)