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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/ or email 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.
• 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. 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.

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
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

The University of Chicago Website Guidelines
Navigation and Dropdown

Dropdown options
Max width: 1430px
Max font size: 14px

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

Mobile view:

Navigation Options
Max width: 1430px
Max font size: 14px

Hover state:
Font weight: 700

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

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

For support contact: webhelp@uchicago.edu

The University of Chicago Website Guidelines
March 2020
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
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
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

Phoenix Maroon
R:128 G:0 B:0
HEX:#800000

Greystone
R:116 G:116 B:116
HEX:#A6A6A6

Light Greystone
R:217 G:217 B:217
HEX:#D9D9D9

Dark Greystone
R:115 G:115 B:115
HEX:#737373

Type Grey
R:77 G:77 B:77
HEX:#4D4D4D

Footer Grey
R:64 G:64 B:64
HEX:#404040

For support contact: 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

For support contact: webhelp@uchicago.edu
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.

Adobe Garamond
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.

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.

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.

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

For support contact: webhelp@uchicago.edu
Contact
For help or further information consult the list below.

Contact university website senior specialist:
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