

Rochester Institute of Technology

Web Style Guide

Web Style Guide

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University Header

HELVETICA NEUE BOLD UPPERCASE 12

HELVETICA NEUE BOLD UPPERCASE 12

HELVETICA NEUE BOLD UPPERCASE 12



Helvetica Neue Bold 36

Helvetica Neue Bold 14

Helvetica Neue (Bold) 18.67px ▾

Helvetica Neue (Bold) #727578 ▾

Helvetica Neue (Bold) 18.67px ▾

College & Division Header

HELVETICA NEUE BOLD UPPERCASE 12

HELVETICA NEUE BOLD UPPERCASE 12

HELVETICA NEUE BOLD UPPERCASE 12



Helvetica Neue Bold 18

Helvetica Neue Bold 36

Helvetica Neue Bold 14

Helvetica Neue (Bold) 18.67px ▾

Helvetica Neue (Bold) #727578 ▾

Helvetica Neue (Bold) 18.67px ▾

LOGO

USAGE



Isolated RIT logo used on all university-level pages where Rochester Institute of Technology appears as the site title



Logo lockup used on all college/division, and non-university level pages



NAME OF ORGANIZATION

USAGE

All Hex Values #000000 Unless Stated

Rochester Institute of Technology

Full Name of Institution, Center, or Division

Helvetica Neue (Bold) / 36px (2.25rem) / Letter-Spacing -0.05rem / Text-Align Center

Golisano College of

Computing and Information Sciences

College names line-wrap to the second line after the word “of”

Top Line

 Helvetica Neue (Bold) / 18px (1.125rem) / Letter-Spacing 0 / Text-Align Center

Bottom Line

 Helvetica Neue (Bold) / 36px (2.25rem) / Letter-Spacing -0.05rem / Line-Spacing 36px (2.25rem) / Text-Align Center

College of Science

Exceptions for shorter organization names such as “College of Science”

In shorter name instances, use larger text style on one line

UTILITY NAVIGATION, PERSONA NAVIGATION

USAGE

All Hex Values #000 Unless Stated



Default State

Helvetica Neue (Bold) / 12px
(0.75rem) / Letter-Spacing 0 / #FFFFFF



Hover State

Helvetica Neue (Bold) / 12px
(0.75rem) / Letter-Spacing 0 / #C75300



Active State

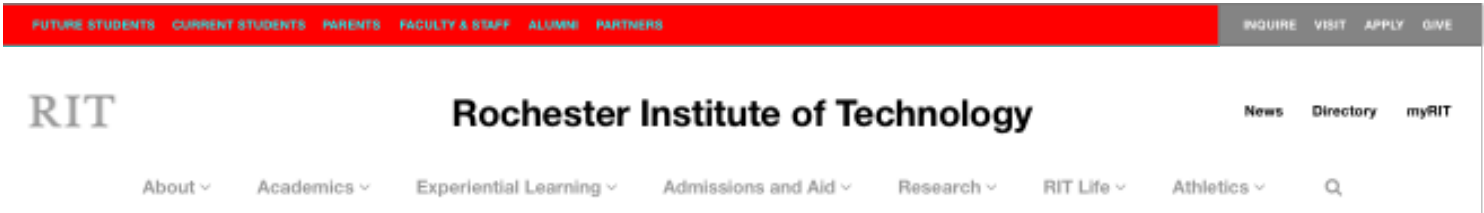
Helvetica Neue (Bold) / 12px
(0.75rem) / Letter-Spacing 0 / #727578



Current View State

Helvetica Neue (Bold) / 12px (0.75rem) /
Letter-Spacing 0 / Border Bottom 3px /
#FFFFFF

Spacing between nav items 18px
(1.125rem)



UTILITY NAVIGATION, PRIMARY CALL-TO-ACTION	USAGE	All Hex Values #000 Unless Stated
	Default State	Helvetica Neue (Bold) / 12px (0.75rem) / Letter-Spacing 0 / Uppercase / #FFFFFF
	Hover State	Helvetica Neue (Bold) / 12px (0.75rem) / Letter-Spacing 0 / Uppercase / #000000
	Active State	Helvetica Neue (Bold) / 12px (0.75rem) / Letter-Spacing 0 / Uppercase / #F6BE00
	Current View State	Helvetica Neue (Bold) / 12px (0.75rem) / Letter-Spacing 0 / Uppercase / Border-Bottom 3px / #FFFFFF
		Spacing between nav items 18px (1.125rem)



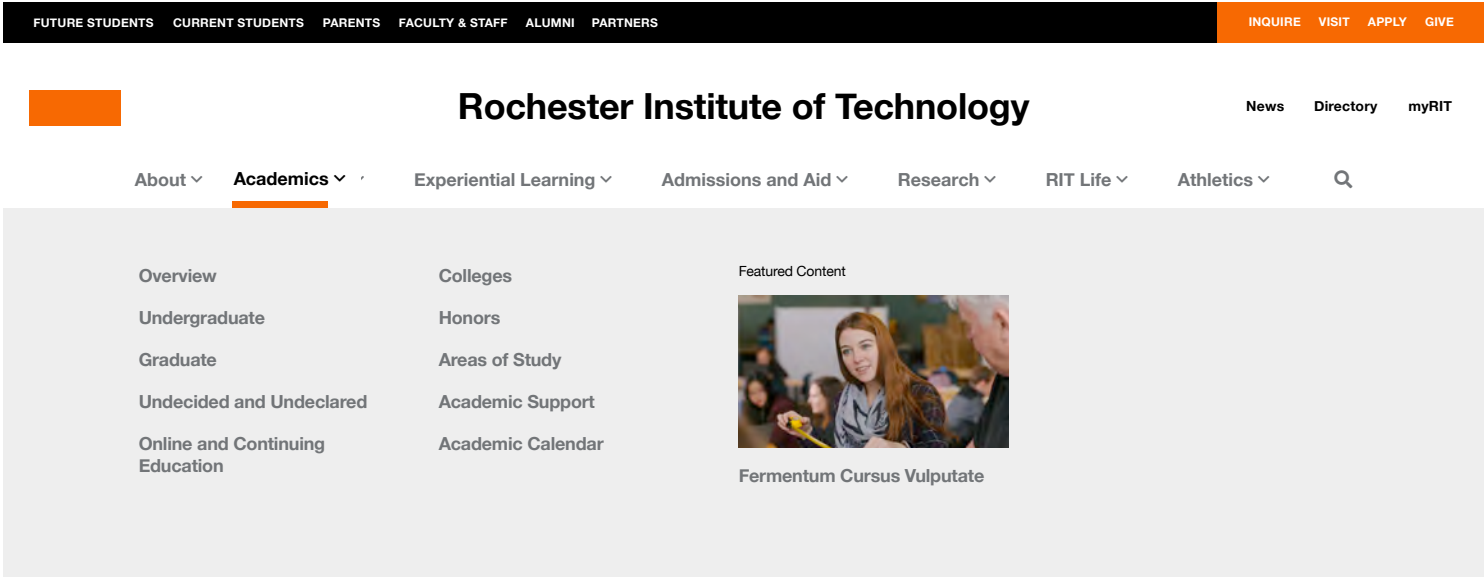
PRIMARY NAVIGATION BAR				USAGE	NOTES
About ▾	Academics ▾	Experiential Learning ▾	Admissions and Aid ▾	Default State	Helvetica Neue (Bold) / 18px / Letter-spacing 0 / #727578
About ▾	Academics ▾	Experiential Learning ▾	Admissions and Aid ▾	Hover State	Helvetica Neue (Bold) / 18px / Letter-spacing 0 / #000000 / Border-Bottom Solid 8px #F76902 Current view state fades out when hovering over other navigation
About ▾	Academics ▾	Experiential Learning ▾	Admissions and Aid ▾	Current View State	Helvetica Neue (Bold) / 18.67px (1.167rem) / Letter-spacing 0 / #000000 / Border-Bottom Solid 8px #F76902 Primary Navigation block is center-aligned with 50px spacing between each nav item.



PRIMARY NAVIGATION BAR, OPEN (SLAB NAV)

USAGE

NOTES



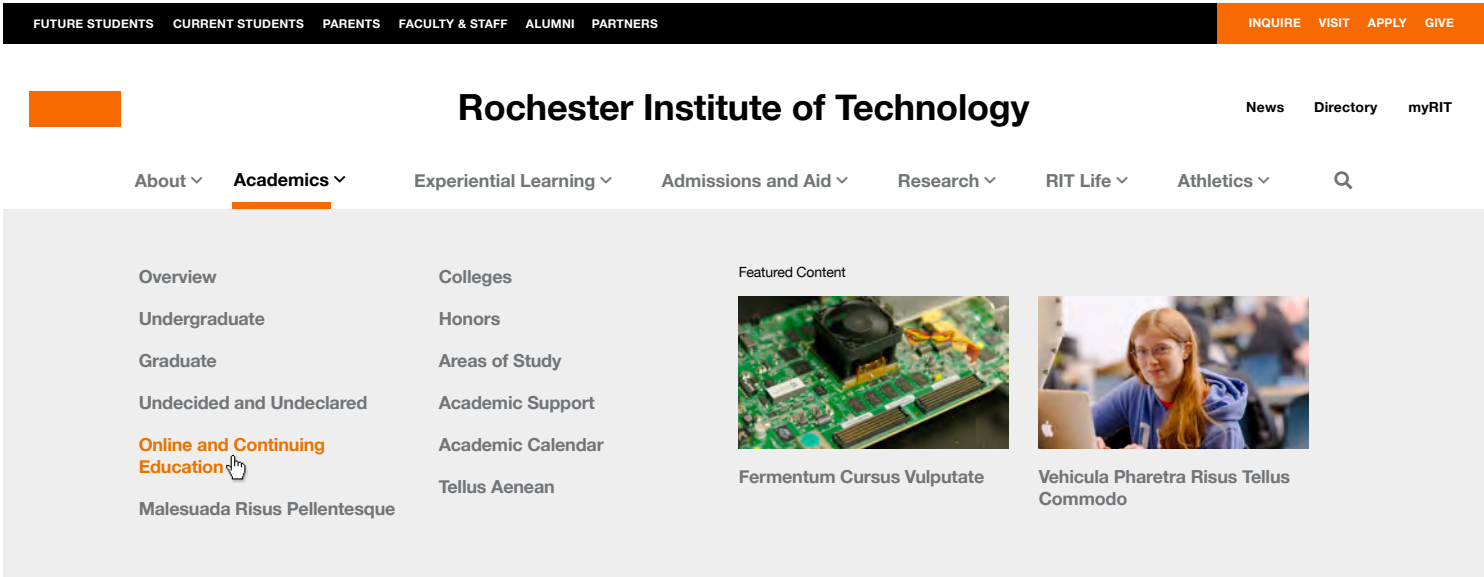
Slab Nav Background

#E9ECEF

Default State

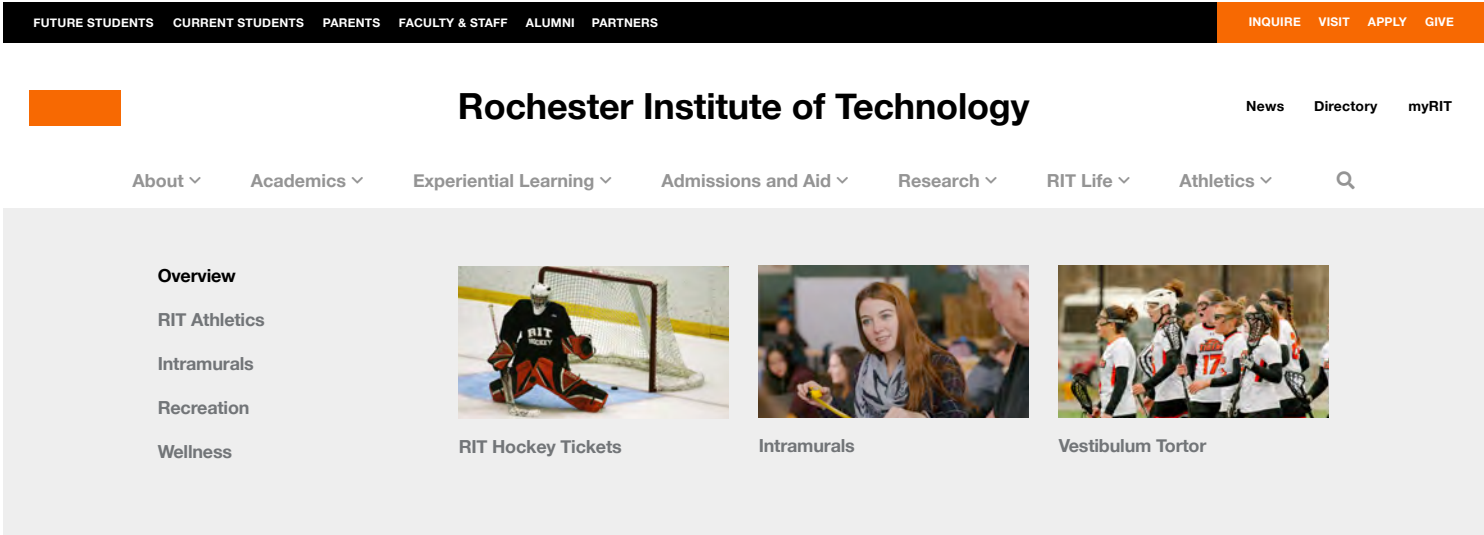
Links Helvetica Neue Bold / 18.67px (1.167rem) / Letter-Spacing 0 / Line-Spacing 22px (1.375rem) / #696E6B

Featured Content header text
Helvetica Neue Light / 18.67px (1.167rem) / Letter-Spacing 0 / #000000



Hover State

Links #C75300



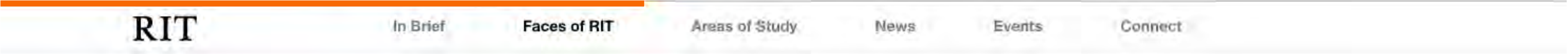
Current View State

Links #000000

OPTIONAL SECONDARY LINKS			USAGE	All Hex Values #000 Unless Stated
News	Directory	myRIT	Default State	Helvetica Neue Bold / 14px (0.875rem) / Letter-Spacing 0 / #000000
News	Directory	myRIT	Hover State	Helvetica Neue Bold / 14px (0.875rem) / Letter-Spacing 0 / #C75300
News	Directory	myRIT	Active State	Helvetica Neue Bold / 14px (0.875rem) / Letter-Spacing 0 / #727578
News	Directory	myRIT	Current View State	Helvetica Neue Bold / 14px (0.875rem) / Letter-Spacing 0 / Border Bottom 3px / #000000
				Spacing between nav items 30px (1.875rem)



TOP JUMP NAVIGATION



Sticky Jump Nav Locks to top of viewport when user scrolls past primary navigation. For use on full-width page layouts with multiple content sections.

Container 51px height / **dropshadow** box-shadow: 0 0.125rem 0.25rem rgba(0, 0, 0, 0.075) !important;

Progress Bar height 4px / top margin 0 / border radius 0 / color #F76902 / transition: width 0.6s ease;

Navigation Text Helvetica Neue (Bold) 18.67px (1.167rem) / letterspacing 0 / Default #727578 / Current View #000000

Scroll Position Indicator Each section reflects user's position horizontally <https://codepen.io/pankajparashar/pen/towxF>

LEFT JUMP NAVIGATION

Helvetica Neue 20

Helvetica Neue 20

Helvetica Neue 20

Helvetica Neue 20

Helvetica Neue 20

Helvetica Neue 20

Helvetica Neue 20

Helvetica Neue 20

Helvetica Neue 20

Helvetica Neue 20

Overview

Impact Stories

Student Work

Curriculum

Faculty

Used on longer content pages
such as Programs pages

Sticky Nav

Locks to top of viewport
when user scrolls to secondary nav.
Observe left-side on http://espndeportes.espn.com/futbol/mexico/nota/_/id/4800655/juarez-dejo-fuera-al-america-y-avanza-a-cuartos-de-final

Scroll Position Indicator

Each section reflects user's position vertically <https://codepen.io/pankajparashar/pen/towxF>
Border-Left 4px (0.25rem) #F76902

Scroll Animation

Ease-out transition

Flexible Height

Minimum height of each list item reduces on smaller viewports

Default State

Helvetica Neue (Bold) 20px
(1.25rem), letterspacing 0,
linespacing 24px (1.5rem),
paragraph spacing 30px
(1.875rem)
#727578

Hover State

#F76902

Currently Viewing

#000000

PRIMARY COLORS



RIT Orange
Graphics
#F76902



Accessible Orange
Text Links
#C75300

Accessible Orange is **only** to be used for link text, to ensure that the color contrast ratio meets AA WCAG requirements.

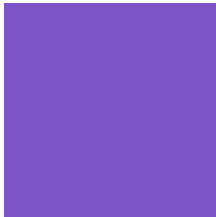
SECONDARY COLORS



Green
#848D00



Blue
#009CBD



Purple
#7D55C7



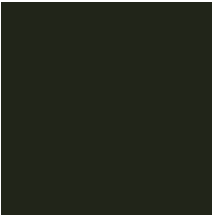
Red
#DA291C



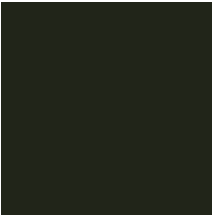
Yellow
#F6BE00

Secondary colors are accent colors, to be used sparingly. For example, on color bars on image/media thumbnails, or in supplemental charts/graphics.

WEB NEUTRALS



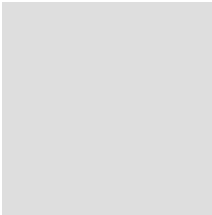
Black
Header text, backgrounds, hover states
#000000



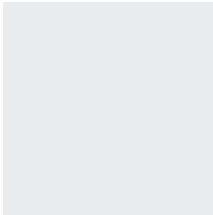
Text Black
default paragraph text color
#212519



Dark Gray
Main navigation text links
#727578



Medium Gray
Horizontal rules
#DEDEDE



Light Gray
Footer and module backgrounds
#E9ECEF

Commonly used neutral colors

FONT STACK	NOTES
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Specify the font stack in your CSS:

<pre>font-family: "Helvetica Neue", "Helvetica", "Roboto", "Arial", sans-serif;</pre>	Helvetica Neue is an Open Type sans serif font family, available by default on Mac. Fallback fonts are Helvetica, Roboto, or Arial.
---	---

HEADERS		USAGE	All Hex Values #000000 Unless Stated
H1	Impact Stories	Page Title	Helvetica Neue (Bold) / 64px (4rem) / Letter-Spacing -.20 / Line-Height 68px (4.25rem)
H2	Game Design and Development	Module or Content Band Headline	Helvetica Neue (Bold) / 36px (2.25rem) / Letter-Spacing -.20 / Line-Height 40px (2.5rem)
H3	Graduates also work as	Subheader	Helvetica Neue (Light) / 32px (2rem) / Letter-Spacing -.20 / Line-Height 36px (2.25rem)
H4	Pulitzer Prizes Awarded	Subheader	Helvetica Neue (Bold) / 28px (1.75rem) / Letter-Spacing -.20 / Line-Height 32px (2rem)
H5	Outcome Rate	Subheader	Helvetica Neue (Bold) / 24px (1.5rem) / Letter-Spacing -.20 / Line-Height 28px (1.75rem)
H6	Largest STEM Degree Producer	Subheader	Helvetica Neue (Bold) / 20px (1.25rem) / Letter-Spacing -.20 / Line-Height 24px (1.5rem)

HEADERS

USAGE

All Hex Values #000000 Unless Stated

H2 Jumbotron
Full row

Affordable Cost

Jumbotron Module Headline

Helvetica Neue (Bold) / 60px (3.75rem) / Letter-Spacing -.20 / Line-Height 64px (4rem) / Text-Align Center

H2 Jumbotron
Multiple per row

Affordable Cost

Jumbotron Module Headline

Helvetica Neue (Bold) / 36px (2.25rem) / Letter-Spacing -.20 / Line-Height 40px (2.5rem) / Text-Align Center

H3 Alt

Rochester Institute
of Technology

Featured Links Module Header

Helvetica Neue (Light) / 40px (2.5rem) / Letter-Spacing -.20 / Line-Height 44px (2.75rem) / #727578 / Text-Align Left

PARAGRAPH		USAGE	All Hex Values #212529 Unless Stated
P	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris.	Paragraph Text	Helvetica Neue Regular / 16px (1rem) Letter-Spacing 0 / Line-Height 28px (1.75rem)
P.small	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo.	Item Descriptions, Tags, News Story Dates	Helvetica Neue Regular / 14px (0.875rem) Letter-Spacing 0 / Line-Height 20px (1.25rem)
P.x-small	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo.	Captions, Photo Credits, Footnotes, Social Media Timestamps	Helvetica Neue Regular / 12px (0.75rem) Letter-Spacing 0 / Line-Height 18px (1.125rem) / #727578

ARTICLES – FOR NEWS ONLY

USAGE

All Hex Values #000000 Unless Stated

RIT helps students take an entrepreneurial gap year

Article Headline

Helvetica Neue Bold / 40px (2.5rem) / Letter-Spacing -.20 / Line-Height 42px (2.5rem)

Article subhead text would be here

Article Subhead

Helvetica Neue Bold / 20px (1.25rem) / Letter-Spacing -.20 / Line-Height 24px (1.5rem)

“Quoted within the text quoted within the text”

—Quote Author

Embedded Article Quote

Helvetica Neue Bold / 32px (2rem) / Letter-Spacing -.20 / Line-Height 36px (2.25rem)

Embedded Article Quote Author

Helvetica Neue Regular / 18px (1.125rem) / Letter-Spacing 0 / Line-Height 22px (1.375rem)

Cras mattis consectetur purus sit amet fermentum. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam quis risus eget urna mollis ornare vel eu leo.

Article Paragraph Text

Helvetica Neue Regular / 18px (1.125rem) / Letter-Spacing 0 / Line-Height 28px (1.75rem)

OTHER STYLES	USAGE	NOTES
13k97%1 st	Statistic or Data Point	Helvetica Neue Light / 100px (6.25rem) on full-width pages, or 68px (4.25rem) on secondary nav pages / Letter-Spacing -8 / #F76902 / Text-Align Center Symbols and ordinal indicators (% , \$) Helvetica Neue Regular, superscripted / Helvetica Neue Regular / 50px (3.125rem) / baseline shift top: -2.125rem Abbreviated numeric units (thousand, million) should be lower case (k, m)
Rochester Institute of Technology prepares its students for successful careers in a global society.	Leadership Quote	Helvetica Neue Light / 32px (2rem) / Letter-Spacing -0.05rem / Line-Height 40px (2.5rem) / #212519 / Text-Align Left
RIT housing offers you a secure, supportive, and inclusive environment for living and learning.	Lead text (page overview or mission statement, or alternative treatment for person quote)	Helvetica Neue Light / 32px (2rem) / Letter-Spacing -0.05rem / Line-Height 40px (2.5rem) / #212519 / Text-Align Center on full width pages; Text-Align Left on secondary nav pages
RIT / B. Thomas Golisano College of Computing and Information Sciences / Overview	Breadcrumb	Links Helvetica Neue Bold / 14px (.875rem) / Letter-Spacing 0 / Line-Height 20px (1.25rem) / #212519 / Hover Ease-in transition, #C75300 Slashes and unlinked text Helvetica Neue Regular #727578

LINK STYLES			USAGE	NOTES
Alumni 21-Day Career Challenge: Start Your Career! Default State, #C75300	Alumni 21-Day Career Challenge: Start Your Career! Hover State, #000000	Alumni 21-Day Career Challenge: Start Your Career! Active State, #727578	Event Titles	Helvetica Neue Bold / 24px (1.5rem) / Letter-Spacing -0.05rem / Line-Height 28px (1.75rem) Hover Ease-in transition
RIT named among the nation's 'Best 384 Colleges' Default State, #C75300	RIT named among the nation's 'Best 384 Colleges' Hover State, #000000	RIT named among the nation's 'Best 384 Colleges' Active State, #727578	Image Card Title	Helvetica Neue Bold / 18.67px (1.167rem) / Letter-Spacing 0 / Line-Height 22px (1.375rem) Hover Ease-in transition
See More Stories 	See More Stories 	See More Stories 	News or Story Module	Helvetica Neue Bold / 18.67px (1.167rem) / Letter-Spacing 0 / Line-Height 22px (1.375rem)
See More Impact Stories 	See More Impact Stories 	See More Impact Stories 	Video Story Module	Hover Ease-in transition
See Event Calendar 	See Event Calendar 	See Event Calendar 	Event Module without Image Background	Icons use Font Awesome Regular / 18px (1.125rem)
Learn More > Default States, #C75300	Learn More > Hover States, #000000	Learn More > Active States, #727578	Module Call-to-Action, Generic	
RIT named among the nation's 'Best 384 Colleges' Default State, #C75300	RIT named among the nation's 'Best 384 Colleges' Hover State, #000000	RIT named among the nation's 'Best 384 Colleges' Active State, #727578	Links under 18.67px (Paragraph links, article links, and other lists)	Helvetica Neue Bold / Letter-Spacing 0 Hover Ease-in transition

BUTTONS WITH OR WITHOUT ICONS

See Event Calendar

Default State
#F76902

See Event Calendar

Hover State
#000000

See Event Calendar

Active State
border 1px #000000

Helvetica Neue (Bold) / 18.67px
(1.167rem) / Letter-Spacing 0 /
Padding 10px 20px / 2px border

icons Font Awesome Regular
18.67px

Hover Ease-in transition

ALTERNATE BUTTONS, WITH OR WITHOUT ICONS

See Event Calendar

Default State
Border 1px #C75300

See Event Calendar

Hover State
#000000

See Event Calendar

Active State
border 1px #000000

Helvetica Neue (Bold) / 18.67px
(1.167rem) / Letter-Spacing 0 /
Padding 10px 20px / 2px border

Hover Ease-in transition

For use in combination with
primary button, or in situations
where buttons require less visual
emphasis

BUTTONS ON ORANGE BACKGROUND, WITH OR WITHOUT ICONS

See Event Calendar

Default State

See Event Calendar

Hover State

See Event Calendar

Active State

Helvetica Neue (Bold) / 18.67px
(1.167rem) / Letter-Spacing 0 /
Padding 10px 20px / 2px border

Hover Ease-in transition

SMALL BUTTONS WITH ICONS

14 Photos

Default State
#C75300

14 Photos

Hover State
#000000

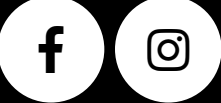
14 Photos

Active State
border 1px #000000

To be used sparingly

Helvetica Neue (Bold) / 14px
(0.875rem) / Letter-Spacing 0 /
Padding 8px 16px

Hover Ease-in transition

			USAGE	NOTES
			Accordion Menus	Inherit parent element size / Hover Ease-in transition
Menu Closed Font Awesome Pro Light #F76902	Hover State Font Awesome Pro Regular #F76902	Menu, open and active Font Awesome Pro Solid #F76902		
			Primary Navigation Caret	Font Awesome Regular / 18.67px (1.167rem) / Letter-Spacing 0 Hover Ease-in transition
Default #727578	Hover State #F76902	Icon flips on menu open #212519		
			Local Footer	Font Awesome Regular / 18.67px (1.167rem) / Letter-Spacing 0 Hover Ease-in transition / circle 42px square
Default #000000	Hover State #F76902	Active State #727578		
			RIT Footer	Font Awesome Brands / 18.67px (1.167rem) / Letter-Spacing 0 Hover Ease-in transition / circle 42px square
Default #FFFFFF	Hover State #F76902	Active State #727578		
			News Social Sharing	Font Awesome Regular / 18.67px (1.167rem) / Letter-Spacing 0 Hover Ease-in transition / circle 42px square
Default #000000 border #727578	Hover State #F76902	Active State #727578		



Default State
Background-Color #EEEEEE
Border-Color #DDDDDD
Text-Color #000000



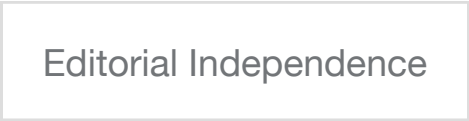
Hover State
Background-Color #000000



Active State
Border-Color #000000

Linked Tags

Helvetica Neue Regular / 14px
(.875rem) / Letter-Spacing 0 /
#000000 / Default Background-Color
#EEEEEE / Padding 8px 16px / Border
1px / **Hover** Ease-in transition



Default State
Border-Color #DDDDDD

Tags with No Links,
Areas of Expertise

Helvetica Neue Regular / 14px
(.875rem) / Letter-Spacing 0 /
#727578 / Default Background-Color
#FFFFFF / Padding 8px 16px / Border
1px #DDDDDD

MULTIMEDIA ICON



USAGE

Vertical video content

NOTES

Icon Font Awesome (Solid) f04b / #FFFFFF / Drop Shadow #000000, 25% Opacity

Position Upper lefthand corner, 30 px from top and left side

HORIZONTAL RULE, SECONDARY COLORS

USAGE



#84BD00 *rgb(132,189,0)*



#F6BE00 *rgb(246,190,0)*



#009CBD *rgb(0,156,189)*



#DA291C *rgb(218,41,28)*



#7D55C7 *rgb(125,85,199)*

News or Story modules

Border-Bottom 8px

Use each hex value in order:
green, yellow, blue, red, purple.
Order can loop.

Hex value should never match item
before or after.

Story Module Example

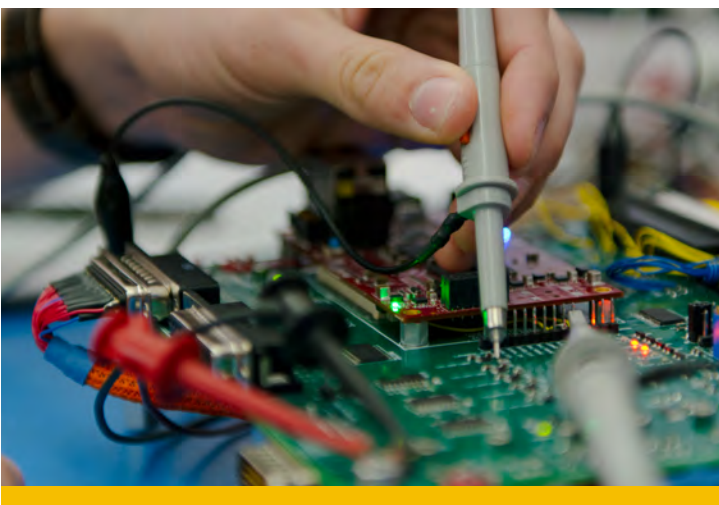
Helvetica Neue Regular 14



**Helvetica Neue (Bold) 18.67px,
Line Height 22**

Helvetica Neue Regular 14, Line
Height 20

Helvetica Neue Regular 14



**Helvetica Neue (Bold) 18.67px,
Line Height 22**

Helvetica Neue Regular 14, Line
Height 20

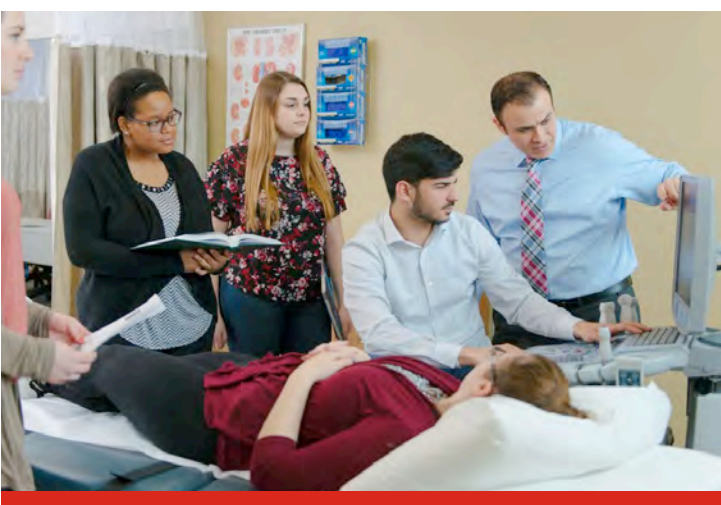
Date



**RIT hosts international scholars
for Fulbright Gateway
Orientation**

Nulla vitae elit libero, a pharetra
augue. Nullam id dolor id nibh ultricies
vehicula ut id elit. Integer posuere erat
a ante venenatis dapibus posuere
velit aliquet.

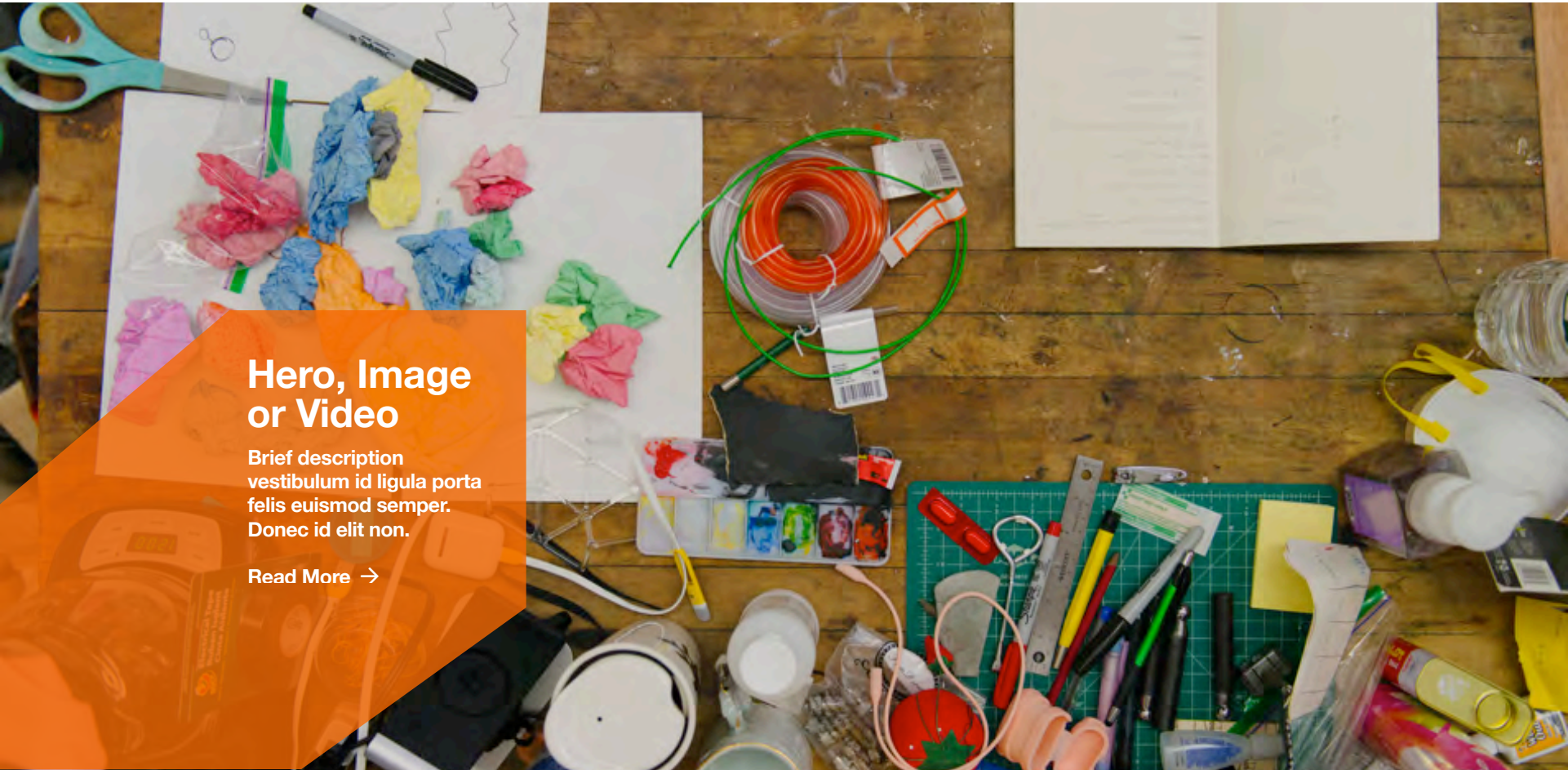
Date



**RIT named among the nation's
'Best 384 Colleges'**

Nullam quis risus eget urna mollis
ornare vel eu leo. Morbi leo risus,
porta ac consectetur ac, vestibulum
at eros. Aenean lacinia bibendum
nulla.

[See More Stories](#)



Used on parent-level pages

Video on desktop dimensions 1920 x 844px / top-center aligned (left, right, and bottom are subject to cropping on browser resize)

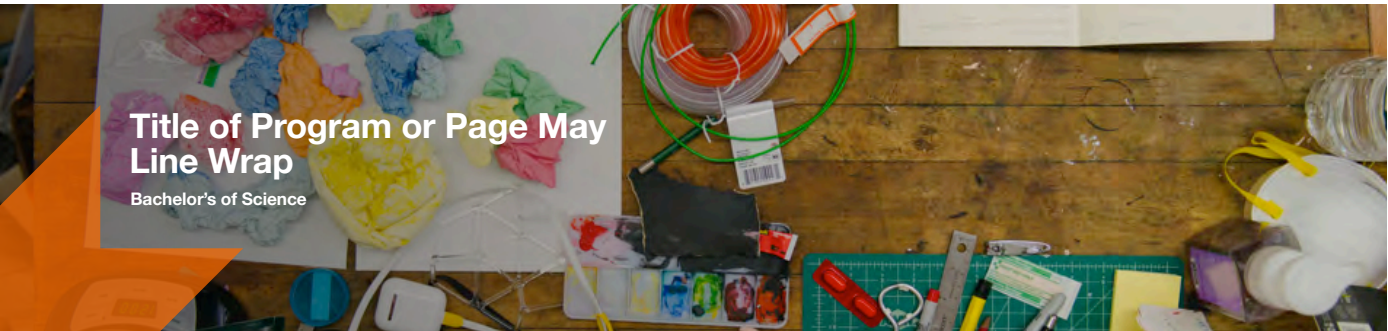
Image on mobile dimensions 800 x 450px

Orange Motion Frame #F76902 / Opacity 85%

Headline Helvetica Neue (Bold) / 36px (2.25rem) / Letter-Spacing -0.05rem / Line-Spacing 40px (2.5rem) / #FFFFFF

Description Helvetica Neue (Bold) / 18.67px (1.167rem) / Letter-Spacing 0 / Linespacing 40px (2.5rem) / #FFFFFF /

Text links Helvetica Neue (Bold) / #FFFFFF / underlined / Font Awesome F061 arrows can be added for more emphasis.



Used on child pages

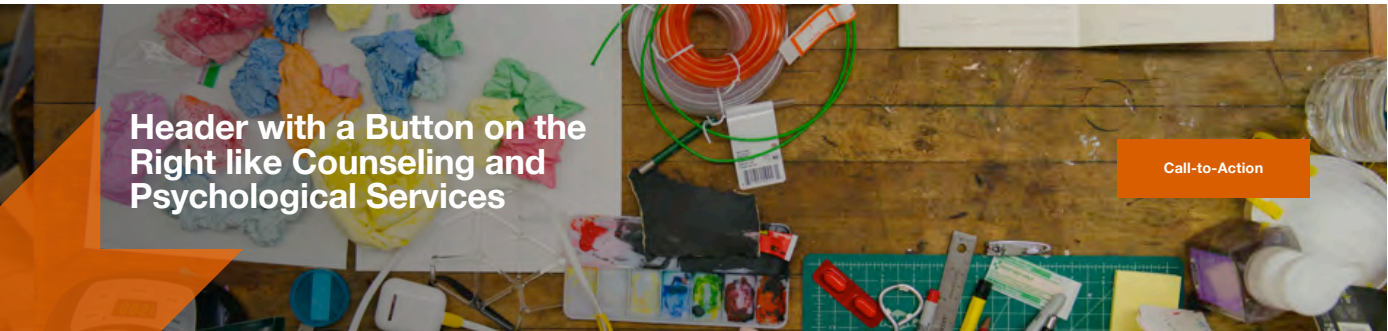
Image dimensions 2160 x 510px / linear gradient (from bottom left to top right, black, transparent, 40% opacity)

Headline Helvetica Neue (Bold) / 36px (2.25rem) / Letter-Spacing -0.05rem / Line-Spacing 40px (2.5rem) / #FFFFFF

Orange Motion Frame #F76902 / Opacity 85%

Description Helvetica Neue (Bold) / 18.67px (1.167rem) / Letter-Spacing 0 / Line-Spacing 28px (1.75rem) / #FFFFFF

Button Helvetica Neue (Bold) / 18.67px / #FFFFFF / Background Color #F76902, Opacity 100%



3:2 RATIO



USAGE

News story modules

NOTES

Image dimensions 540 x 360px

Color bar Secondary color palette / Border Bottom 8px

1:1 RATIO



Person profiles

Image Dimensions 600 x 600px

RIT Tiger graphic serves as the default profile image if no photo is available



VERTICAL VIDEO, 9:16 RATIO



Expanding Perspectives

Preethi Vaidyanathan

Economics '20

In my first year as a Ph.D. student I worked as a research assistant. It has helped me meet so many students and faculty from different departments across RIT and broadened my perspective on how to do research.

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In my first year as a Ph.D. student I worked as a research assistant. It has helped me meet so many students and faculty from different departments across RIT and broadened my perspective on how to do research.

Video modules

NOTES

- Image Placeholder 9:16
Thumbnail / 270 x 480px
- Title Text Helvetica Neue (Bold) /
18.67px (1.167rem) / Letter-
Spacing 0 / Line-Spacing 22px
(1.375rem) / #212529 / Align-
Center
- Subtitle Text Helvetica Neue
Regular / 14px (0.875rem) / Letter-
Spacing 0 / Line-Spacing 20px
(1.25rem) / #212529 / Align-Center
- Description Text Helvetica Neue
Regular / 14px (0.875rem) / Letter-
Spacing 0 / Line-Spacing 20px
(1.25rem) / #212529 / Align-Left
- Hover Zoom in and orange overlay
Selena Inspiration from [https://
tympanus.net/Development/
HoverEffectIdeas/index2.html](https://tympanus.net/Development/HoverEffectIdeas/index2.html)

TYPE	USAGE	NOTES
Animate on Scroll	List module examples include • Statistic modules • Card modules • Link modules • Paragraph modules	Fade-up scroll reveal
Image Hovers	Examples includes video modules.	Reference <i>Selena</i> , Jazz, and Duke from https://tympanus.net/Development/HoverEffectIdeas/index2.html
Accordion Menu	Expandable and collapsible content	https://tympanus.net/Tutorials/FlexibleSlideToTopAccordion/ <i>Preferable to not scroll to top on expand</i>
Page Progress Indicator	Use horizontal on top-level pages. Use vertical format on pages with secondary navigation.	Reference horizontal format from https://codepen.io/pankajparashar/pen/towxF Vertical format http://www.espn.com/nba/story/_/id/24997239/burning-questions-2018-19-nba-season

Helvetica Neue Bold 24	▼	Helvetica Neue Bold 24	▲	- Helvetica Neue Bold 20 Helvetica Neue Regular 16px Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident. More Details
Helvetica Neue Bold 24	▼		⊕	
Helvetica Neue Bold 24	▼		⊕	
Helvetica Neue Bold 24	▼	Helvetica Neue Bold 20	⊕	
		Helvetica Neue Bold 20	⊕	
		Helvetica Neue Bold 24	▼	
		Helvetica Neue Bold 24	▼	
		Helvetica Neue Bold 24	▼	
				Helvetica Neue Bold 24 Helvetica Neue Bold 24

Typography

Name of List Item #1 Helvetica Neue Bold / 24px (1.5rem) / Letter-Spacing 0 / #000000

Name of List Item #2 Helvetica Neue Regular / 20px
(1.25rem) / Letter-Spacing 0 / #000000

Description Helvetica Neue Regular / 16px (1rem) / Letter-
Spacing 0 / Line Height 24px / #212529

Iconography

Arrow Icon Font Awesome Light *fa-angle-down* / 20px
(2.5rem) / #000000 / Flip on click

Plus/Minus Icon Font Awesome Light / 24px / #F76902 /
Hover Font Awesome Regular / 24px / #F76902
Expanded Font Awesome Solid / 24px / #F76902

Animation

Open & Close Bootstrap expand/collapse default

Lines and Borders

Active List Item Border Right #F76902, 10px

List Item Border Bottom 1px #DEDEDE

List Item, Last No border bottom

Helvetica Neue Bold 28

Helvetica Neue Bold 16	Units
Helvetica Neue Bold 16	▼
Helvetica Neue Bold 16	▼
Helvetica Neue Bold 16	▼

Helvetica Neue Bold 13px (.8125rem) Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam

Helvetica Neue Bold 28

Helvetica Neue Bold 16		Units
Helvetica Neue Bold 16		▼
Regular 16	Helvetica Neue Bold 16	3
Regular 16	Helvetica Neue Bold 16	3
Regular 16	Helvetica Neue Bold 16	3
Helvetica Neue Bold 16		▼

Helvetica Neue Bold 13px (.8125rem) Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam

Helvetica Neue Bold 28

Helvetica Neue Bold 16		Units
Helvetica Neue Bold 16		▼
Regular 16	Helvetica Neue Bold 16	3
Helvetica Neue Regular 16px Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident.		
Regular 16	Helvetica Neue Bold 16	3
Regular 16	Helvetica Neue Bold 16	3
Helvetica Neue Bold 16		▼

Helvetica Neue Bold 13px (.8125rem) Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam

Typography

Name of Accordion List Helvetica Neue Bold / 28px (1.75rem)
Letter-Spacing 0 / #212529

Heading row of Accordion List Helvetica Neue Bold / 16px (1rem) / Letter-Spacing 0 / #212529 / background #DEDEDE

Name of List Item #1 Helvetica Neue Bold / 16px (1rem) / Letter-Spacing 0 / #212529

Name of List Item #2 Helvetica Neue Regular / 16px (1rem) / Letter-Spacing 0 / #212529 / links #C75300 Bold

Description Helvetica Neue Regular / 16px (1rem) / Letter-Spacing 0 / Line Height 24px / #212529

Footnote Helvetica Neue Regular / 13px (.8125rem) / Letter-Spacing 0 / Line Height 16px (1rem) / #727578

Iconography

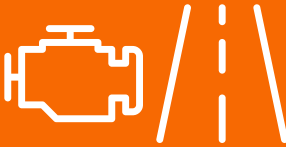
Arrow Icon Font Awesome Light fa-angle-down / 20px (2.5rem) / #000000 / Flip on click

Animation

Open & Close Bootstrap expand/collapse default

Lines and Borders

List Item Border Bottom 1px #DEDEDE



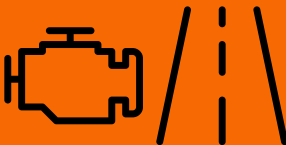
Helvetica Neue
Bold 18

Default State

Icon Linear icon illustration 52px

Horizontal Rule Border-Bottom
5px / #FFFFFF

Program Name Helvetica Neue
(Bold) / 18.67px (1.167rem) / Line-
Spaging 0 / Line-Height 20px
(1.375rem) / #FFFFFF



Helvetica Neue
Bold 18

Hover State

Color #000000



Helvetica Neue
Bold 18

Active State

Color #F6BE00

Basic Input States

1 Example of a basic input field

Input field suggestion

2 Active focus state for an input field

I think you should notice the change in border color and

3 Password

●●●●●●●●

?

4 Example of a form question that line-wraps to a second line would look like this?

User has entered an answer.

Form Heading Helvetica Neue (Bold)
36px (2.25rem)

Input Field Label Helvetica Neue
(Light) 32px (2rem) / Numerals
Helvetica Neue (Bold) 28px (2.25rem)

Input Field Helvetica Neue Regular
18px / Letter-Spacing 0 / #727578 /
Padding 10px 20px / Border 1px /
corner radius 2 / suggested text
#727578 / active text #212529

Icons Font Awesome Pro Solid 24px /
#727578

Hover Text and Border #212529 /
Ease-in transition

More Input Types

5 Example checklist

☐

Unselected Ornare Vestibulum
Risus Lorem Ipsum

☐

Unselected

☐

Unselected

☒

Selected

☒

Selected Ornare Vestibulum
Risus Lorem Ipsum

☒

Selected Two

Checkbox 50x50px / stroke 1px
#727578 / corner radius 2 / fill
#F76902

6 Example single choice list

☐

Unselected Ornare Vestibulum
Risus Lorem Ipsum

☐

Unselected

☐

Unselected

☒

Selected Ornare Vestibulum
Risus Lorem Ipsum

☐

Venenatis Tortor Magna

☐

Purus Bibendum

Radio Button 50px / stroke 1px
#727578 / fill #F76902

MENU DROP-DOWNS

NOTES

Menu Drop-Downs

7 Instance of a drop-down menu select

Select One

Dropdown stroke 1px #727578 /
corner radius 2 / Padding 10px 20px /

8 Open drop-down menu

Select One

Fusce Nibh Eismod Porta

Lorem Ipsum

Cras Egestas Purus

Sollicitudin Dolor

Fusce Nibh Eismod Porta

Lorem Ipsum

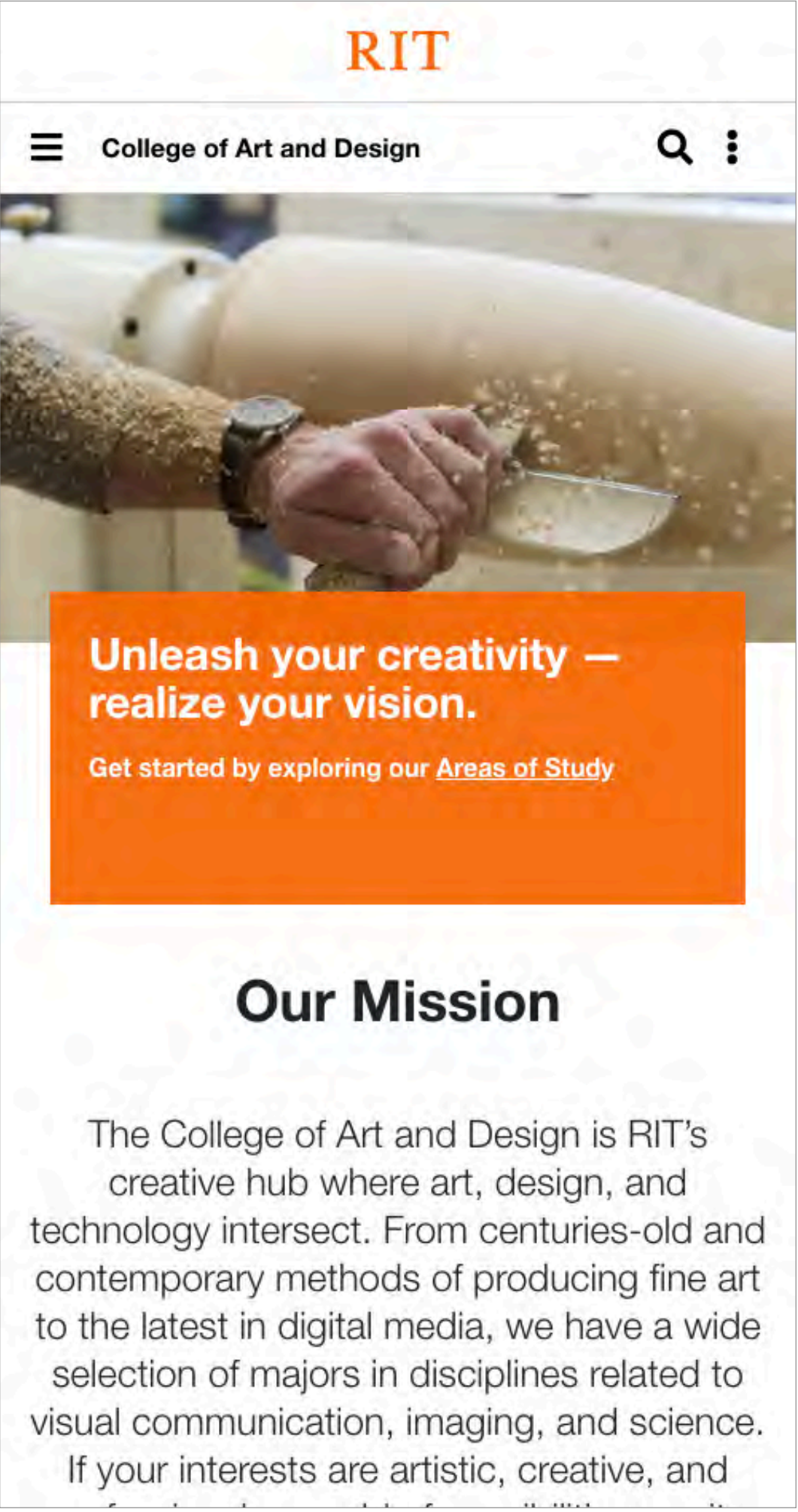
Cras Egestas Purus

Sollicitudin Dolor

Open Menu arrow flips / drop
shadow 0px 2px #000000 / hover
background #CCCCCC

MOBILE HEADER AND HERO IMAGES

NOTES



Header

RIT Bar padding top and bottom (0.5rem) / margin top and bottom (0.5rem) / bottom border 1px solid #CCCCCC / RIT logo: width 64px, height 31px

Site Title Bar Helvetica Neue Bold / font-size: calc(14px + 6 * ((100vw - 320px) / 448)); / padding top and bottom 16px (1rem)

Hero

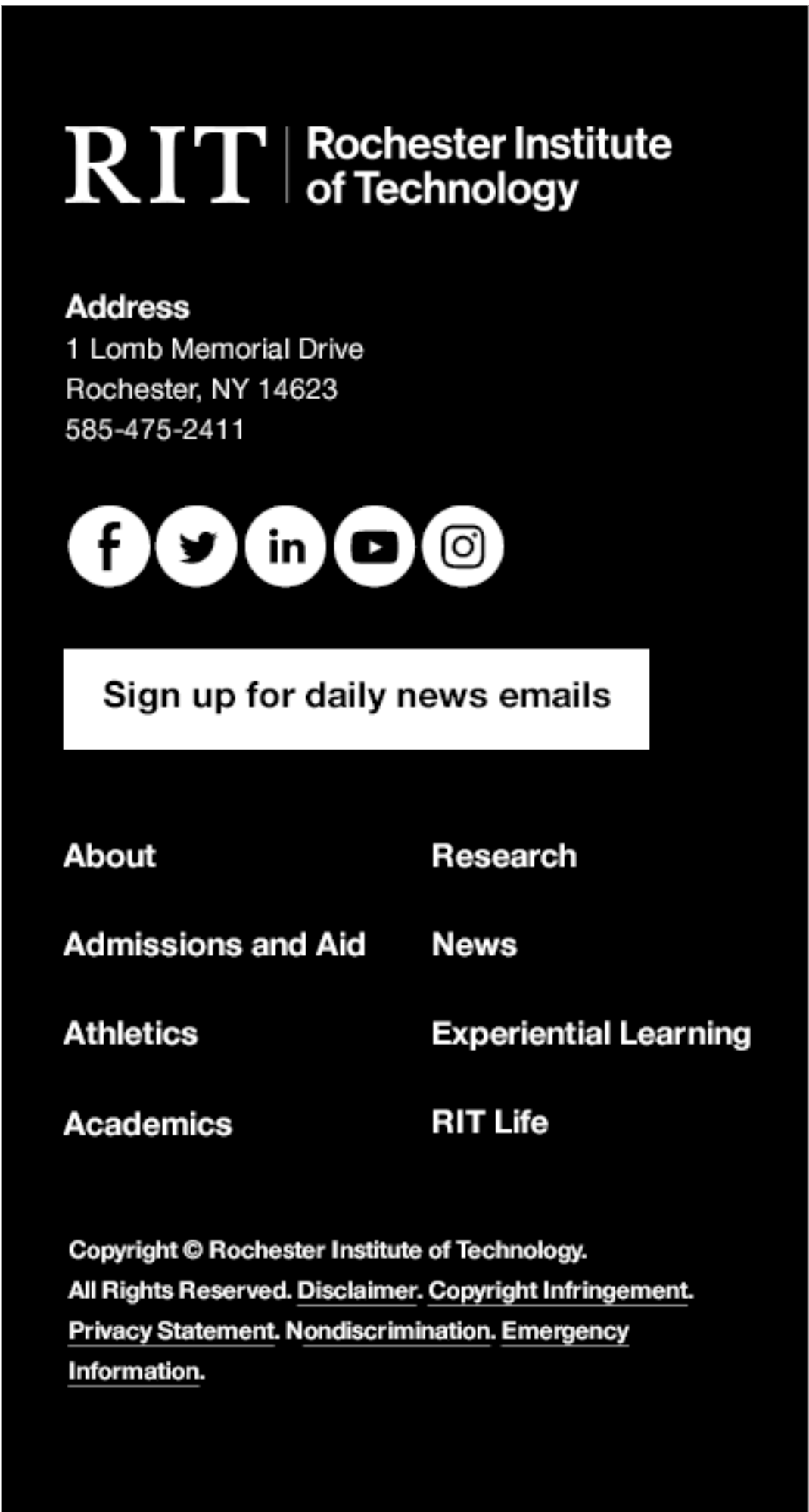
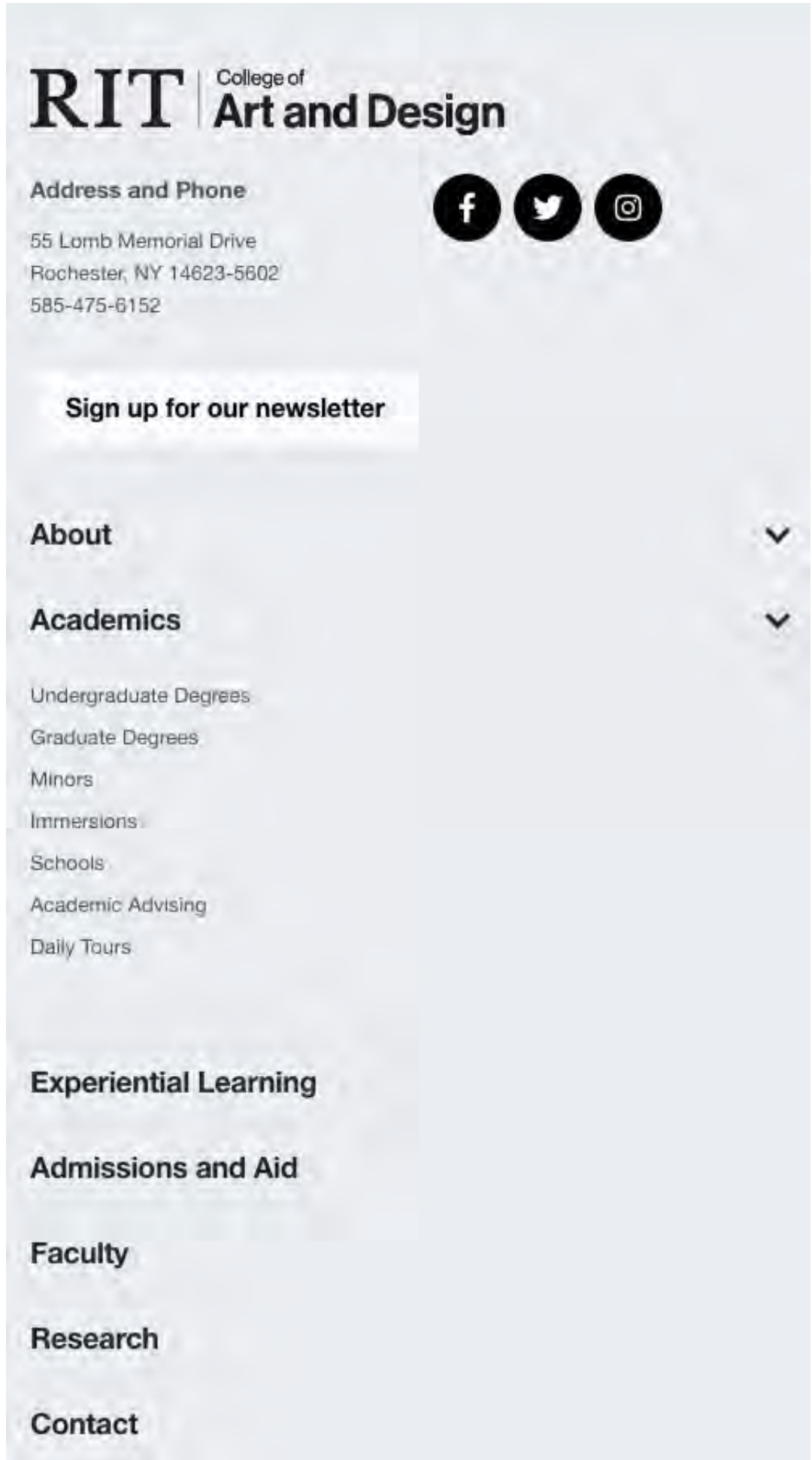
Hero Image 800x450px

Hero Overlay / #F76902 / 95% opacity / left and right outer margin 32px (2rem) / Headline Text: Helvetica Neue Bold 24.8px (1.55rem) / Paragraph Text: Helvetica Neue Bold 20px (1.25rem)

Lead Text Helvetica Neue Light / 24px (1.5 rem) / Line-height 30px (1.875rem) / #212529

MOBILE FOOTER

NOTES



Site-Specific Footer

Unit lockup #000000

Contact Info Header: Helvetiva Neue (Bold) 12.5px (.8rem) / #727578 / Paragraph: Helvetiva Neue (Regular) / 12.5px (.8rem) / #727578

Navigation Links: Helvetica Neue (Bold) 18px (1.125rem) / #000000

Subnavigation: Helvetica Neue (Regular) / 12.5px (.8rem) / line-height 16px (1rem) / #727578

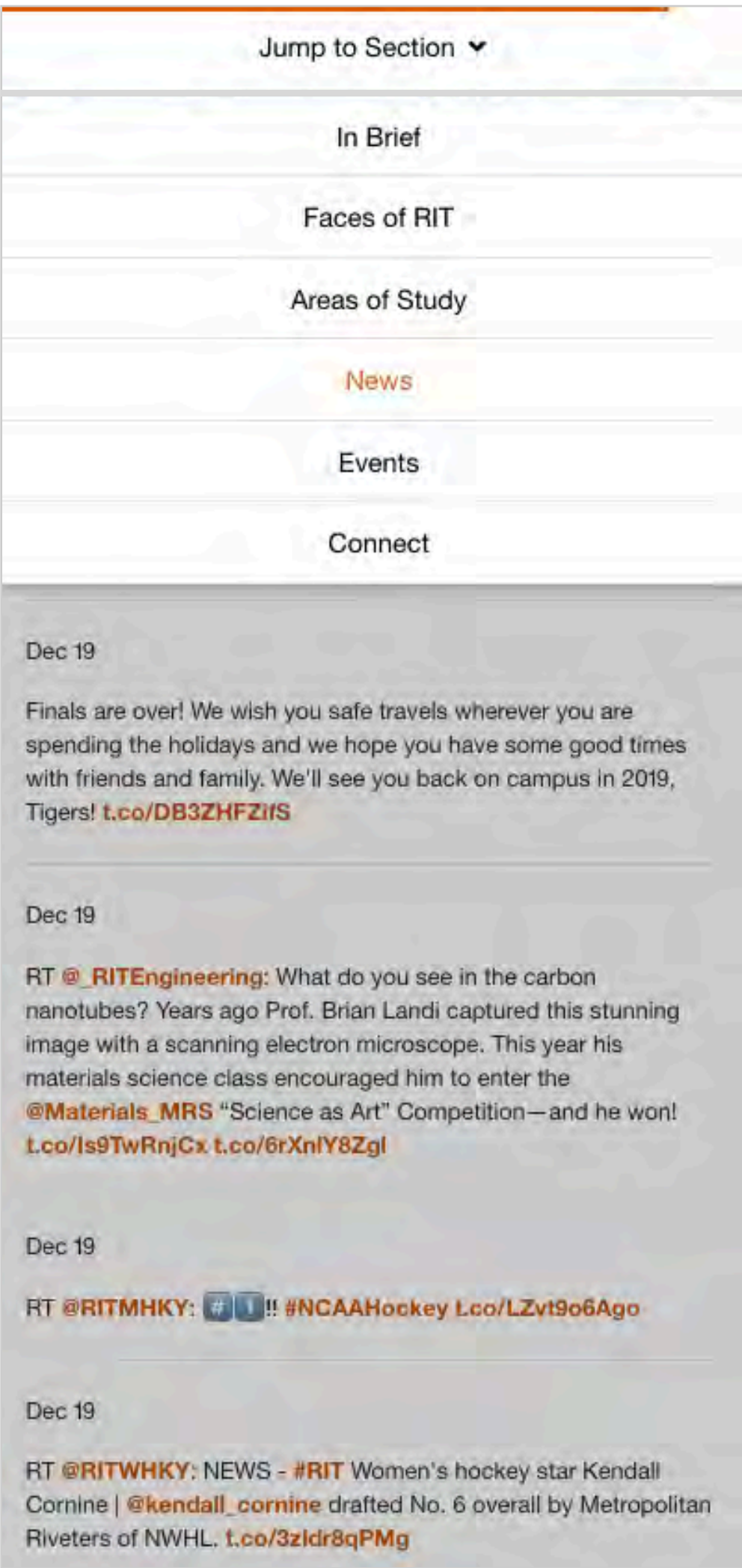
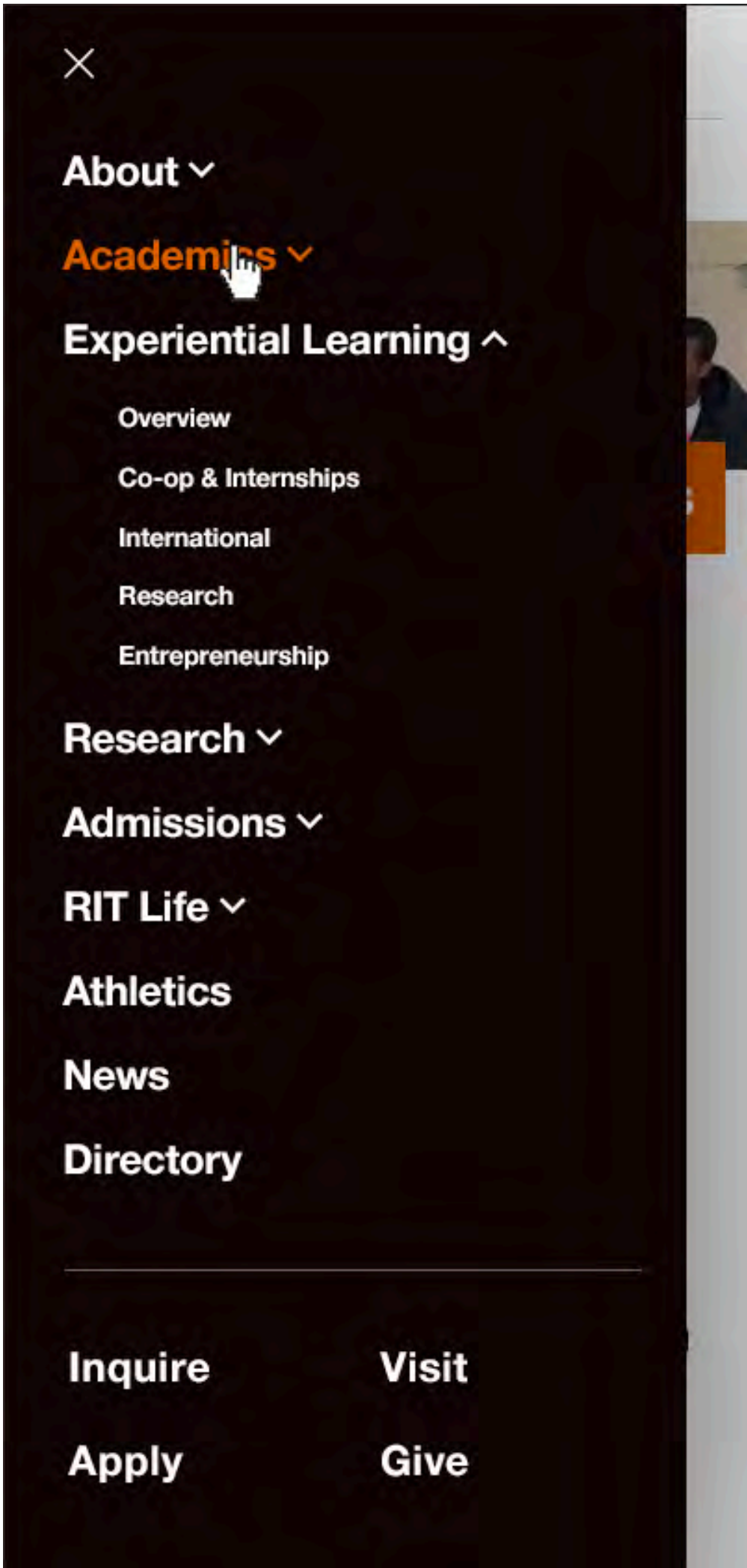
Global RIT Footer

RIT Lockup #FFFFFF

Contact Header: Helvetiva Neue (Bold) / 14.5px (.9rem) 12.5px (.8rem) / #FFFFFF / Paragraph: Helvetiva Neue (Regular) / 12.5px (.8rem) / #FFFFFF

Navigation Links: Helvetica Neue Bold 18px (1.125rem) / #FFFFFF

Copyright: Helvetica Neue (Bold) 12.5px (.8rem) / #FFFFFF / links underlined



Primary Navigation

Menu Open Primary Nav: Helvetica Neue (Bold) 22px (1.375rem) / linespacing 28px (1.75rem) / #FFFFFF / **Hover** #F76902 / background-color #000000 / Arrow Icons Font Awesome / Secondary Nav: Helvetica Neue (Bold) 19.5px (1.2rem) / line height 22px (1.375rem) / #FFFFFF

Background overlay #000000 40% opacity

Featured Images display 251 x 141px (prep at 407 x 229px) / persona nav: Helvetica Neue (Bold) 22px / #FFFFFF

Jump Navigation

Jump to Section bar 57px high / Helvetica Neue (Regular) 15px / #000000 / **Hover** #F76902 / Ease-in transition / scroll indicator 6 px height

HEADERS		USAGE	All Hex Values #212529 Unless Stated
H1	3D Digital Design	Page Header	Helvetica Neue (Bold) / 28px (1.75rem) / Letter-Spacing 0 / Line-Height 30px (1.875rem)
H1 <small>	Bachelor of fine arts degree	Page Header	Helvetica Neue (Regular) / 20px (1.25rem) / Letter-Spacing 0 / Line-Height 30px (1.875rem)

OTHER STYLES

NOTES

13 97%	Statistic Card Header	Helvetica Neue Light / 60px (6.25rem) on full-width pages, or 68px (4.25rem) on secondary nav pages / Letter-Spacing -8 / #D95E00 / Text-Align Center Symbols and ordinal indicators (% , \$) Helvetica Neue Regular, superscripted, top aligned with numerals
Rochester Institute of Technology prepares its students for successful careers in a global society.	Leadership Quote	Helvetica Neue Light / 24px (1.55rem) / Letter-Spacing -0.05rem / Line-Height 30px (1.875rem) / #212529/ Text-Align Left
RIT housing offers you a secure, supportive, and inclusive environment for living and learning.	Lead text (page overview or mission statement, or alternative treatment for person quote)	Helvetica Neue Light / 24px (1.5rem) / Letter-Spacing -0.05rem / Line-Height 30px (1.875rem) / #212529 / Text-Align Center for full width pages; Text-Align Left on secondary nav pages
← Golisano College of Computing and Information Sciences / Overview	Breadcrumb Only displays last two levels	Links Helvetica Neue Bold / 14px (.875rem) / Letter-Spacing 0 / Line-Height 20px (1.25rem) / #000000 / Hover Ease-in transition, #C45500 Slashes and unlinked text Helvetica Neue Regular #727578