

McMaster University

Digital Brand Standards Manual

VERSION 1.0
November 2017

BRIGHTER WORLD | mcmaster.ca

All images used in this guide are shown for placement purposes only.



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1.0

INTRODUCTION

These brand guidelines are designed to ensure recognition of the McMaster University brand and consistency of its message.

Who should use these guidelines?

Anyone at McMaster who communicates on the University's behalf can refer to these guidelines when creating any digital communications or web pages.

FOR FULL PRINT BRAND GUIDELINES AND CONCEPTUAL DIRECTION, ALWAYS CONSULT THE McMASTER BRAND STANDARDS MANUAL.

2.0

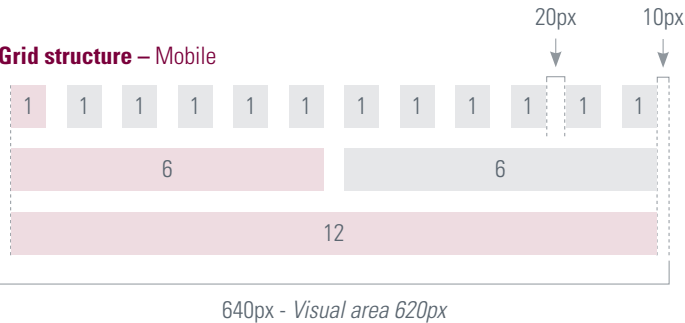
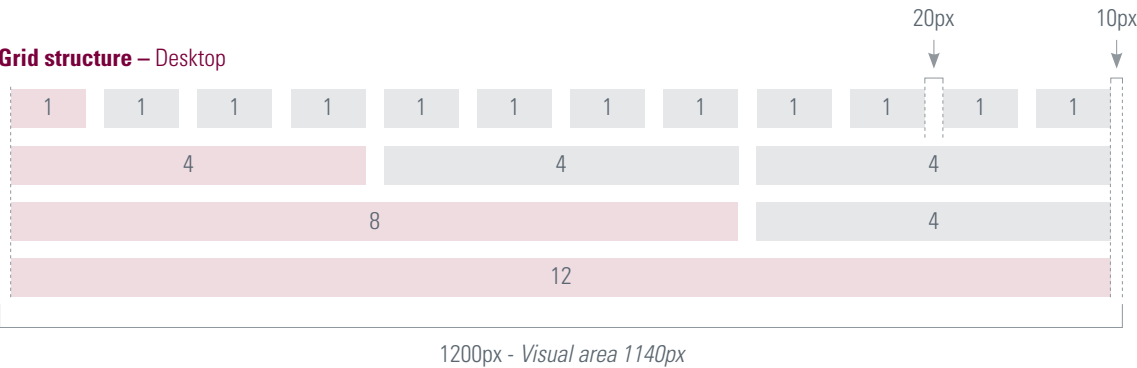
RESPONSIVE DESIGN

Responsive design | Breakpoint overview

All McMaster websites need to have fully responsive design across device breakpoints, ranging from standard desktop to smartphone dimensions. The default grid system is built in Foundation with 12 columns and fluid expandable containers. See below for general guidelines.

Grid system

Screen format	Viewport width range	Number of columns	Gutter between columns
Desktop	1200px and up	12	20 pixels
Tablet	1024px - 641px	12	20 pixels
Mobile	640px and smaller (Fluid to viewport width)	12	20 pixels



3.0

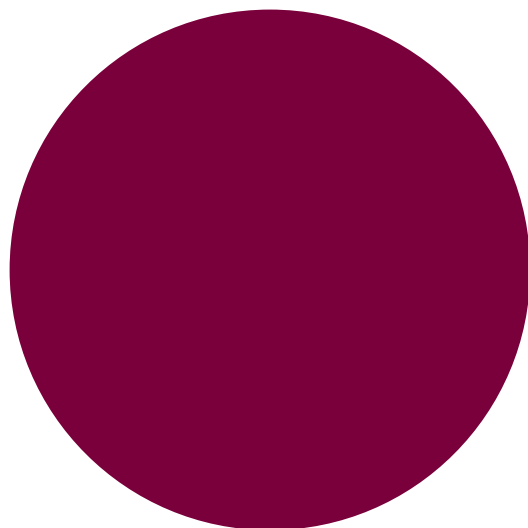
VISUAL ELEMENTS

Colour palette | McMaster Heritage Colours

Strengthen the McMaster brand by consistently using the McMaster colour palette across all digital communications.. The rich hues suggest tradition and solidity. These colours are all reflected in the McMaster logo, an essential element of our brand identity. McMaster Heritage Maroon is a key brand colour. Continue to use this Heritage colour for all digital applications where appropriate. The Brighter World colours are to be used in all brand communications in **addition to the Heritage colours**.

HERITAGE COLOURS

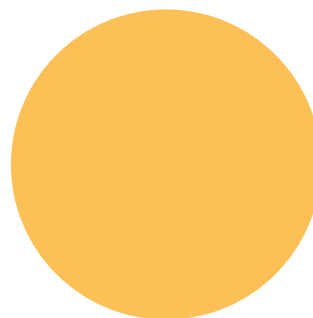
Used in association with all McMaster materials.



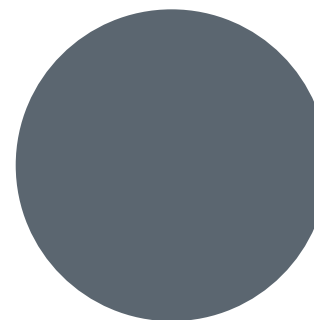
McMASTER HERITAGE MAROON
HEX 7A003C

TINTS

A tint is a screened (lighter) version of a colour. Tints of the McMaster Heritage colours are allowed only in tables and charts when information should be separated to increase the legibility or provide hierarchy of information. Keep in mind that for web and other digital applications, all colour combinations have to pass AA standards from W3C.



McMASTER HERITAGE GOLD
HEX FDBF57



McMASTER HERITAGE GREY
HEX 5E6A71

IMPORTANT

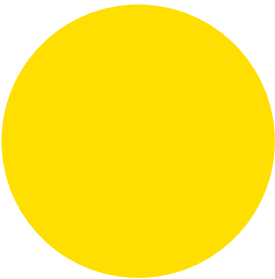
The colours below are only to be used on web and other digital applications. For any other uses, please see the McMaster Brand Standards Manual.

Colour palette | Brighter World Colours

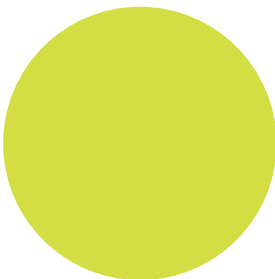
The Brighter World brand colours blend well with McMaster Maroon and Gold and provide a broadened range of colour options that renew McMaster’s image in a youthful way. This palette is intentionally vibrant and these hues complement each other and the Heritage Colour palette, reflecting the “Brighter World” brand story (see the McMaster Brand Standards Manual) and spirit of collaboration at the university.

HIGHLIGHTS

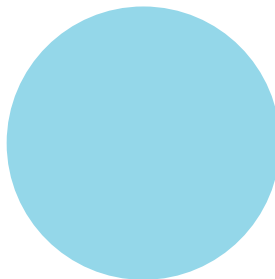
Used for highlights and backgrounds in the duotone images.



BRIGHTER WORLD YELLOW
HEX FFD100



BRIGHTER WORLD LIME
HEX D2D755

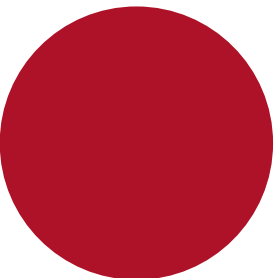


BRIGHTER WORLD SKY BLUE
HEX 8BD3E6

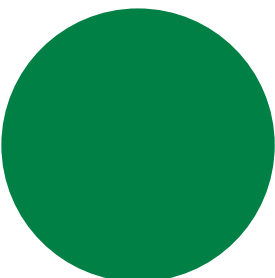
DARKER TONES

Used only to contrast the highlights in the duotone images.

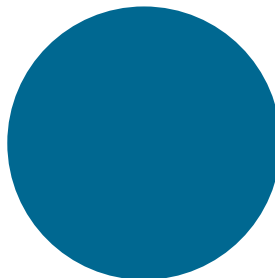
The Darker Tones palette is intended to add contrast where a darker colour is necessary to retain clarity of detail in a photograph. Because of its strong impact, use the darker red judiciously.



BRIGHTER WORLD RED
HEX A6192E

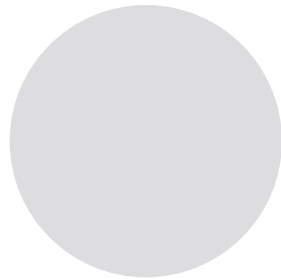


BRIGHTER WORLD GREEN
HEX 007B4B



BRIGHTER WORLD BLUE
HEX 007096

NEUTRAL SUPPORT



COOL GREY
HEX DBDBDD

Typography | Primary typeface

For all digital applications, the Roboto web font set replaces the original Univers print font set. Roboto web font is a sans serif typeface with a clean, modern look.

Univers

Use for print materials only.

LEFT ALIGNMENT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890(,.;?!\$&*)

Roboto

The entire font family can be used for digital applications.

By using a web font we ensure that the typeface will be displayed consistently across all devices.

Roboto Condensed Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890(,.;?!\$&*)

Roboto Condensed Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890(,.;?!\$&*)

Roboto Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890(,.;?!\$&*)

DO:

Use Roboto for web and other digital applications.

DO NOT:

Use Roboto for print materials.

For more information about print guidelines, please see the McMaster Brand Standards Manual.

Typography | Headings

These are the font styles available for headlines and subheads when designing a new webpage.

H1

Used on hero banners and main page headers.

Font: Roboto Condensed Regular 50/55
Colour: 5E6A71

LEFT ALIGNMENT

Roboto Condensed
Light - 50/55

H2

Used on section titles for subheads, in sentence case or all caps.

Font: Roboto Condensed Regular 28/34
Colour: 5E6A71

Roboto Condensed Regular - 28/34
ROBOTO CONDENSED REGULAR - 28/34

H3

Used on form titles.

Font: Roboto Condensed Regular 20/24
Colour: 5E6A71

Roboto Condensed Regular - 20/24

H4

Used for subheads and for dates on posts.

Font: Roboto Black 13/16
Colour: 5E6A71

ROBOTO BLACK - 13/16 - TRACKING 200

Typography | Body copy

These are the Roboto font styles available for body copy. This type weight is preferred for regular body copy because it creates a more sophisticated look and contrasts well with other elements on the page.

LEFT ALIGNMENT

Body copy

Font: *Roboto Condensed Regular* 16/28
Colour: 525C65

At McMaster, we measure our success by the degree to which we improve people's lives, contribute to our global knowledge base and advance the societies in which we live. Learn about the groundbreaking research taking place at McMaster.

Quote

Font: *Roboto Regular* 28/30
Colour: 7A003C

“STATISTIC OR FACTOID ABOUT MCMASTER
AND RESEARCH AREA”

Legal copy

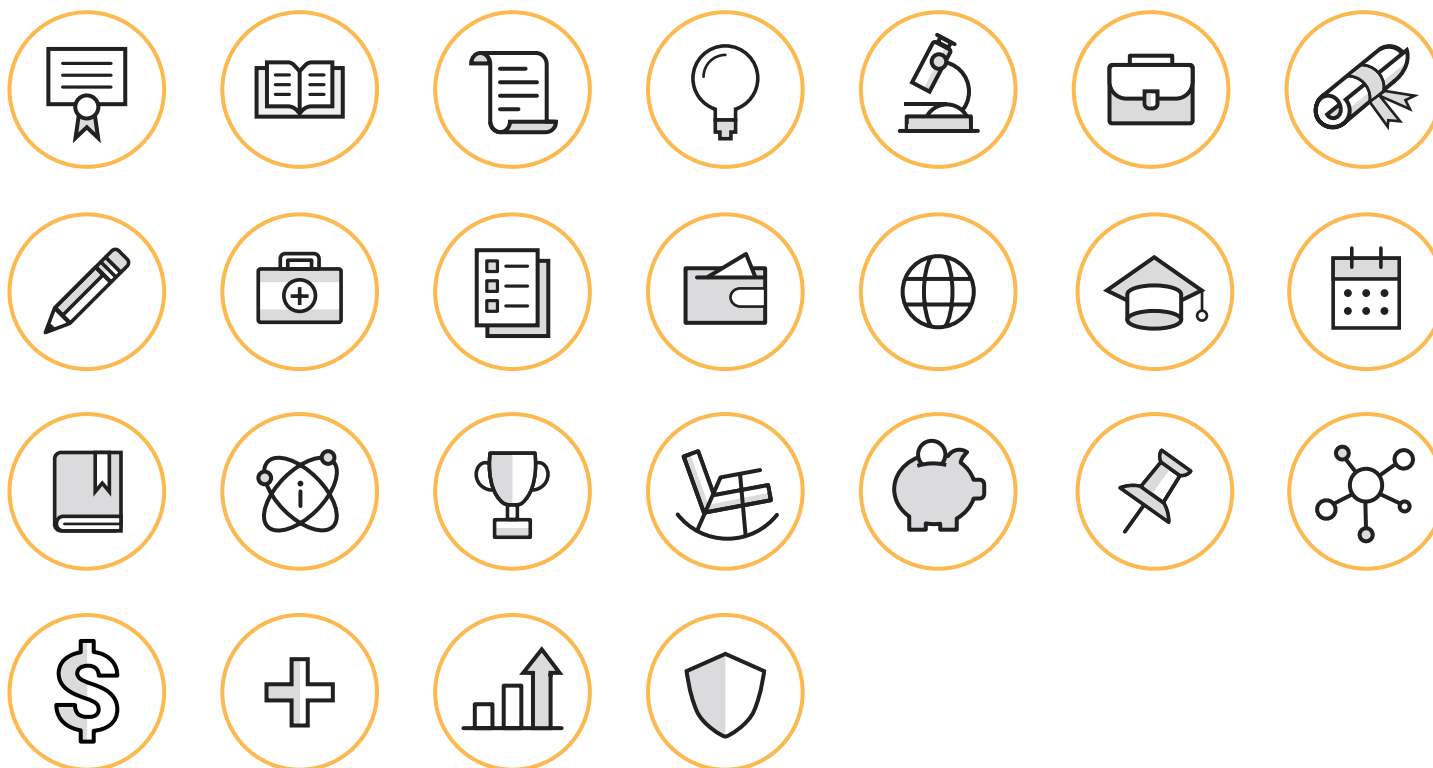
Font: *Roboto Regular* 16/28
Colour: 525C65

Roboto Condensed Regular - 13/16

Iconography | McMaster

Icons are used to represent McMaster services, subjects and way-finding tools simply and visually. These icons are pared down to their simplest form for a contemporary look, and for maximum clarity.

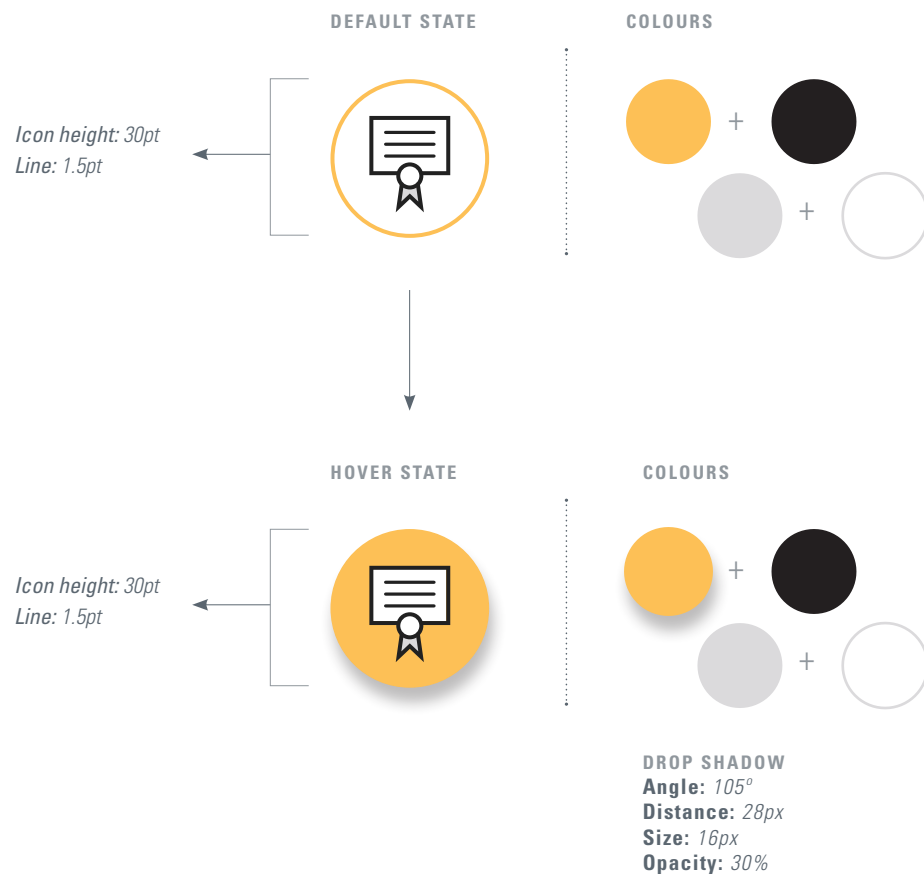
When creating new icons, keep in mind that, in some cases, we also need to consider interaction states, such as hover, clickable and disabled. As a reference, always use the icon examples below, created for the McMaster.ca homepage.



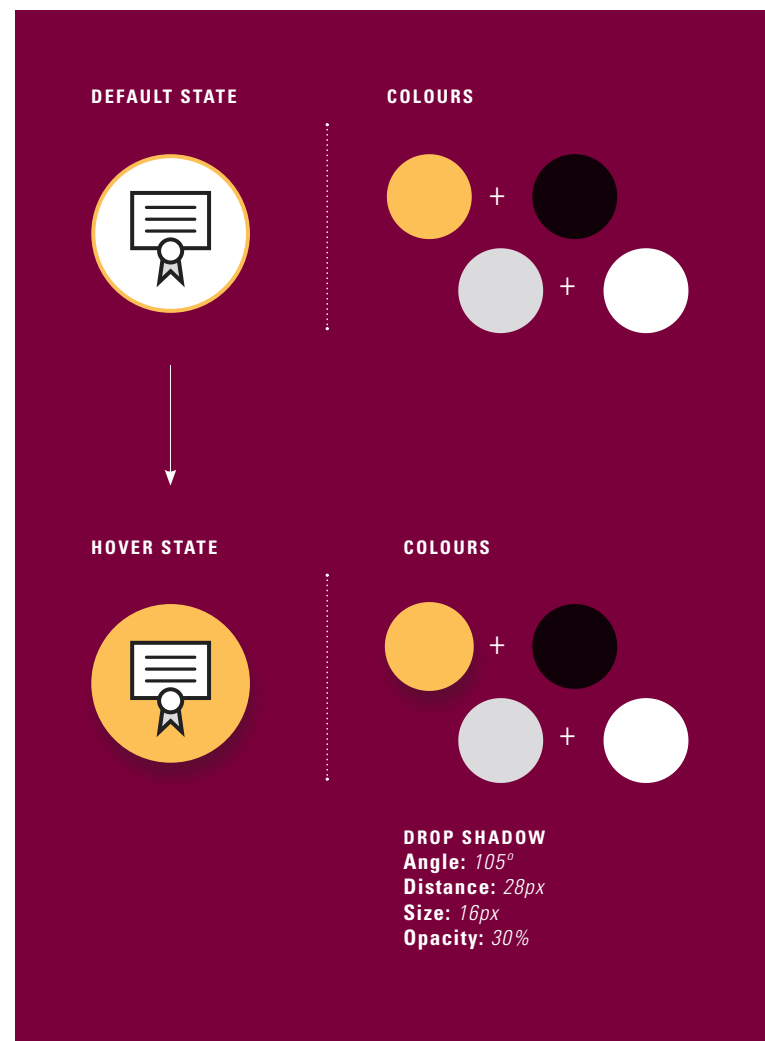
Iconography | Construction

When creating new icons, it's important to use the same visual treatment as existing icons. Use the same colour schemes and line properties, so that even if icons change size, they keep a similar look.

ON WHITE



ON MAROON



Structured content | Tabs

Tabs are used to organize content, to help to reduce page scroll and make content easier to read. When organizing text-heavy content, always consider using tabs, and take into consideration how users will read and navigate through the site.

DEFAULT STATE

Font: *Roboto Condensed Bold 19/21*
Colour: 757575
Background: FFFFFFFF

SELECTED STATE

Font: *Roboto Condensed Bold 19/21*
Colour: FFFFFF
Background: 7A003C
– Down arrow appears when Tab is selected

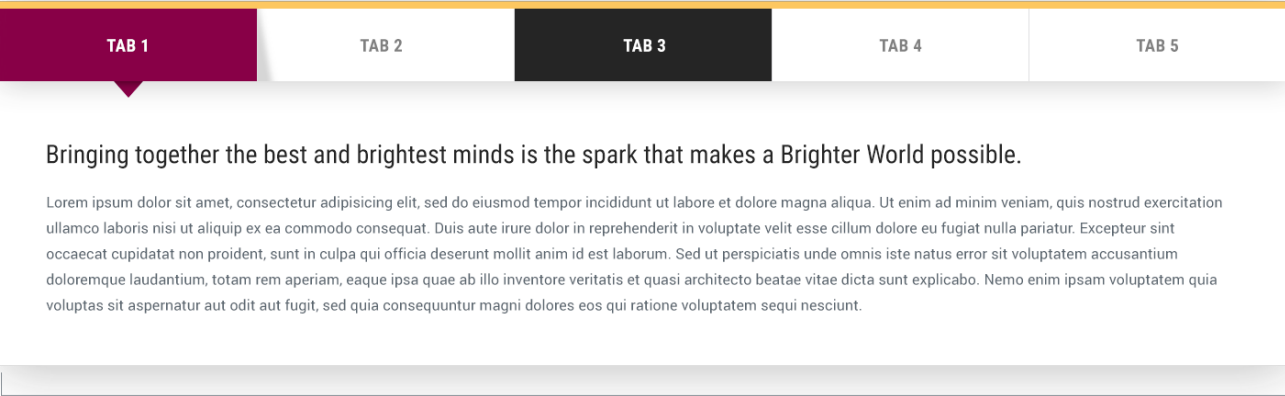
DROP SHADOW

Angle: 105°
Distance: 10px
Size: 32px
Opacity: 15%

HOVER STATE

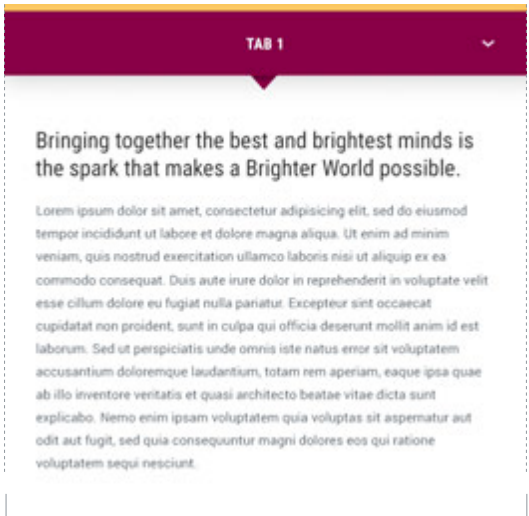
Font: *Roboto Condensed Bold 19/21*
Colour: FFFFFF
Background: 222222

DESKTOP



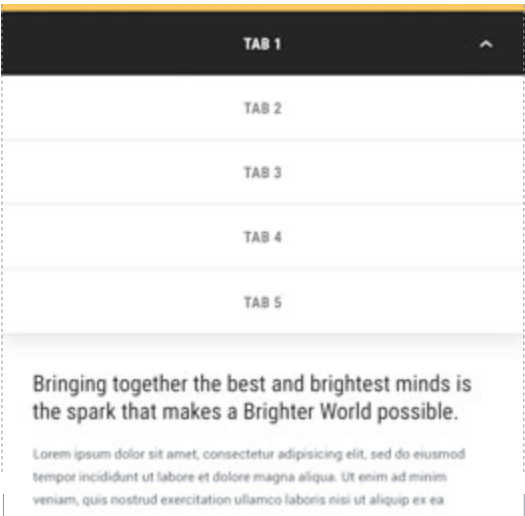
12 column

MOBILE



Full width on mobile

EXPANDED ACCORDION



Full width on mobile

TABS TURN INTO AN
ADAPTATIVE ACCORDION

Table with
column headers

Structured content | Tables

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.

Column A	Column B	Column C	Column D
ONE Hasellus scelerisque is los felis velit, ut auctor ligula rutrum nectar trulos estibulum quam nulla, aliq idjusto sed, cursus cursus.	TWO Hasellus scelerisque is los felis velit, ut auctor ligula rutrum nectar trulos estibulum quam nulla, aliq idjusto sed, cursus cursus.	THREE Hasellus scelerisque is los felis velit, ut auctor ligula rutrum nectar trulos estibulum quam nulla, aliq idjusto sed, cursus cursus.	FOUR Hasellus scelerisque is los felis velit, ut auctor ligula rutrum nectar trulos estibulum quam nulla, aliq idjusto sed, cursus cursus.
FIVE Hasellus scelerisque is los felis velit, ut auctor ligula rutrum nectar trulos estibulum quam nulla, aliq idjusto sed, cursus cursus.	SIX Hasellus scelerisque is los felis velit, ut auctor ligula rutrum nectar trulos estibulum quam nulla, aliq idjusto sed, cursus cursus.	SEVEN Hasellus scelerisque is los felis velit, ut auctor ligula rutrum nectar trulos estibulum quam nulla, aliq idjusto sed, cursus cursus.	EIGHT Hasellus scelerisque is los felis velit, ut auctor ligula rutrum nectar trulos estibulum quam nulla, aliq idjusto sed, cursus cursus.

Table with column
& row headers

	Column A	Column B	Column C
Row A	TWO Hasellus scelerisque is los felis velit, ut auctor ligula rutrum nectar trulos estibulum quam nulla, aliq idjusto sed, cursus cursus.	THREE Hasellus scelerisque is los felis velit, ut auctor ligula rutrum nectar trulos estibulum quam nulla, aliq idjusto sed, cursus cursus.	FOUR Hasellus scelerisque is los felis velit, ut auctor ligula rutrum nectar trulos estibulum quam nulla, aliq idjusto sed, cursus cursus.
Row B	SIX Hasellus scelerisque is los felis velit, ut auctor ligula rutrum nectar trulos estibulum quam nulla, aliq idjusto sed, cursus cursus.	SEVEN Hasellus scelerisque is los felis velit, ut auctor ligula rutrum nectar trulos estibulum quam nulla, aliq idjusto sed, cursus cursus.	EIGHT Hasellus scelerisque is los felis velit, ut auctor ligula rutrum nectar trulos estibulum quam nulla, aliq idjusto sed, cursus cursus.

Table with single
column - No headers

ONE Hasellus scelerisque is los felis velit, ut auctor ligula rutrum nectar trulos estibulum quam nulla, aliq idjusto sed, cursus cursus.	TWO Hasellus scelerisque is los felis velit, ut auctor ligula rutrum nectar trulos estibulum quam nulla, aliq idjusto sed, cursus cursus.	THREE Hasellus scelerisque is los felis velit, ut auctor ligula rutrum nectar trulos estibulum quam nulla, aliq idjusto sed, cursus cursus.	FOUR Hasellus scelerisque is los felis velit, ut auctor ligula rutrum nectar trulos estibulum quam nulla, aliq idjusto sed, cursus cursus.
FIVE Hasellus scelerisque is los felis velit, ut auctor ligula rutrum nectar trulos estibulum quam nulla, aliq idjusto sed, cursus cursus.	SIX Hasellus scelerisque is los felis velit, ut auctor ligula rutrum nectar trulos estibulum quam nulla, aliq idjusto sed, cursus cursus.	SEVEN Hasellus scelerisque is los felis velit, ut auctor ligula rutrum nectar trulos estibulum quam nulla, aliq idjusto sed, cursus cursus.	EIGHT Hasellus scelerisque is los felis velit, ut auctor ligula rutrum nectar trulos estibulum quam nulla, aliq idjusto sed, cursus cursus.

Column Title - Roboto Regular 20px

Left-Aligned HEX 7A003C

Title - Roboto Condensed Regular 20px Uppercase

Left-Aligned HEX 5E6A71

Bodycopy - Roboto Condensed Regular 14px

Left-Aligned HEX 5E6A71

Bodycopy - In the case you need it

Bodycopy - Roboto Condensed Regular 14px

Default HEX 5E6A71

Hover HEX 5E6A71 - Underline

Shadow treatment

Angle: 90° Opacity 20% Distance 5px Size 45px

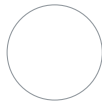
Outline

Stroke: 1px



HEX DBDBDD

Fill



HEX FFFFFF

Forms | Fields

Clearly labelled form fields make it faster and easier for users to complete forms. Follow the guidelines below when creating form fields, and keep the text labels within each field in uppercase.

HEADER

Font: *Roboto Condensed 20px*
Colour: 222222

INPUT TEXT – DEFAULT

Font: *Roboto Condensed 14px - Uppercase*
Colour: 60% – 222222

INPUT TEXT – ACTIVE

Font: *Roboto Condensed 14px - Uppercase*
Colour: 100% – 222222

Input field:

Input field:

Input field:

Error message

Input field:

Confirmation message

Text input area:

DEFAULT

Box Height: 50px
Outline: 1px – DBDBDD

SHADOW TREATMENT

Angle: 90° **Opacity:** 30% **Distance:** 14px **Size:** 20px
 *Create new shape for shadow and decrease 30% width size

ACTIVE

Outline: 1px – 5E6A71

ERROR MESSAGE

Outline: 1px – A6192E

Font: *Roboto Condensed Regular 16px*
Colour: A6192E

CONFIRMATION MESSAGE

Outline: 1px – 007B4B

Font: *Roboto Condensed Regular 16px*
Colour: 007B4B

TEXT INPUT AREA

Outline: 1px – 007B4B
Round corner: 5px

Forms | Field with button and dropdown

When creating form fields with buttons and/or drop down menus, follow the guidelines below.

HEADER

Font: *Roboto Condensed 20px*
 Colour: 222222

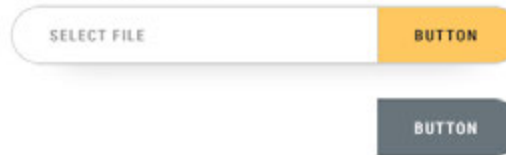
INPUT TEXT – DEFAULT

Font: *Roboto Condensed 14px - Uppercase*
 Colour: 60% – 222222

HOVER

Font: *Roboto Condensed 14px - Uppercase*
 Colour: FFFFFF
 Background Colour: 7A003C

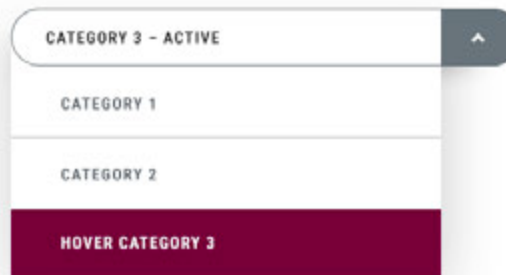
Input field with button:



Dropdown:



Dropdown:



DEFAULT

Box Height: 50px
 Outline: 1px – DBDBDD

BUTTON = ACTIVE

Font: *Roboto Condensed 14px - Uppercase*
 Colour: 222222
 Background Colour: FDBF57

BUTTON = HOVER/CLICK

Font Colour: FFFFFF
 Background Colour: 5E6A71

COLLAPSED DROPDOWN

Box Height: 50px
 Outline: 1px – DBDBDD

BUTTON = ACTIVE

Arrow Colour: 222222
 Background Colour: FDBF57

COLLAPSED DROPDOWN

Box Height: 50px
 Outline: 1px – DBDBDD

BUTTON = HOVER/CLICK

Arrow Colour: FFFFFF
 Background Colour: 5E6A71

Buttons | Primary buttons

Call-to-action (CTA) buttons indicate that the user can perform an action. These over hero images need to be clear and simple in order to guide the user to the next step. Text inside of buttons should be uppercase. See below for examples of primary buttons in a default and hover state.

Primary buttons - Burgundy over heroes

DEFAULT



Roboto Condensed Bold

15 px

Tracking 100px

HEX FFFFFFFF

Button Height: 50px

Sides padding: 30px

HOVER - SELECTED



Default shape colour HEX 7A003C

Hover shape colour HEX 5E6A71

Shadow treatment

Angle: 90°

Opacity 30%

Distance 14px

Size 20px

*Create new shape for shadow and decrease 30% width size

Primary buttons - Gold over heroes

DEFAULT



Roboto Condensed Bold

15 px

Tracking 100px

HEX 222222

Button Height: 50px

Sides padding: 30px

HOVER - SELECTED



Default shape colour HEX FDBF57

Hover shape colour HEX DBDBDD

Shadow treatment

Angle: 90°

Opacity 30%

Distance 14px

Size 20px

*Create new shape for shadow and decrease 30% width size

Buttons | Secondary buttons

Follow the guidelines below when creating secondary and tertiary buttons. Text within buttons should be uppercase.

Secondary buttons - Feature stories

DEFAULT



Roboto Condensed Bold

15 px

Tracking 100px

HEX 222222

Button Height: 50px

Sides padding: 30px

HOVER - SELECTED



Default Shape HEX FFFFFF

Circle HEX 7A003C

Hover Shape HEX DBDBDD

Circle HEX 5E6A71

Outline 1px HEX DBDBDD

*Create new shape for shadow and decrease 30% width size

Tertiary buttons - Non-feature stories

DEFAULT



Roboto Condensed Bold

15 px

Tracking 100px

HEX FFFFFFFF

Icon size: 20px x 20px

HOVER - SELECTED



Padding: 30px

Default HEX 222222

Hover HEX 5E6A71

Buttons | With no symbol

See below for guidelines to use when creating buttons with no symbol. Use these buttons at the end of a limited selection of images, videos, stories, or other content, to allow users to view a wider selection.

Buttons with no symbol - Burgundy

DEFAULT



Roboto Condensed Bold
15 px
Tracking 100px
HEX FFFFFFFF
Button Height: 50px
Sides padding: 30px
Default shape colour HEX 7A003C
Hover shape colour HEX 5E6A71
Shadow treatment
Angle: 90°
Opacity 30%
Distance 14px
Size 20px
*Create new shape for shadow and decrease 30% width size

HOVER - SELECTED



Buttons with no symbol - Gold

DEFAULT



Roboto Condensed Bold
15 px
Tracking 100px
HEX 222222
Button Height: 50px
Sides padding: 30px
Default shape colour HEX FDBF57
Hover shape colour HEX DBDBDD
Shadow treatment
Angle: 90°
Opacity 30%
Distance 14px
Size 20px
*Create new shape for shadow and decrease 30% width size

HOVER - SELECTED



Buttons | Radio buttons

See below for examples of radio and buttons to be used, in both default and hover/selected states, on forms or selection boxes.

Radio buttons

DEFAULT



Outline 1px HEX 222222
Fill HEX FFFFFFFF W: 15px H: 15px

HOVER - SELECTED



Outline 1px HEX 222222
Fill HEX 7A003C W: 15px H: 15px

Radio buttons over colour overlay treatment

DEFAULT



Outline 1px HEX FFFFFFFF
Fill HEX N/A W: 15px H: 15px

HOVER - SELECTED



Outline 1px HEX FFFFFFFF
Fill HEX FFFFFFFF W: 15px H: 15px

Ask | Search Bar

See below for guidelines on creating a search bar in the open, hover and default states. Any text within the search bar should be uppercase, except for the “c” in McMaster, which remains lowercase.

HAVE A QUESTION?



Header - Uppercase

Roboto Condensed Bold 28px

Tracking 80px

HEX 222222

Box Height: 50px

Input text

Roboto Condensed Bold 28px

Tracking 14px

HEX 656565

Box Height: 50px

Shadow treatment

Angle: 90° Opacity 30% Distance 14px Size 20px

*Create new shape for shadow and decrease 30% width size

DEFAULT



Default shape colour HEX 7A003C

Roboto Condensed Bold 28px

HEX 222222

Box Height: 50px Sides padding: 30px

HOVER



Hover shape colour HEX 5E6A71

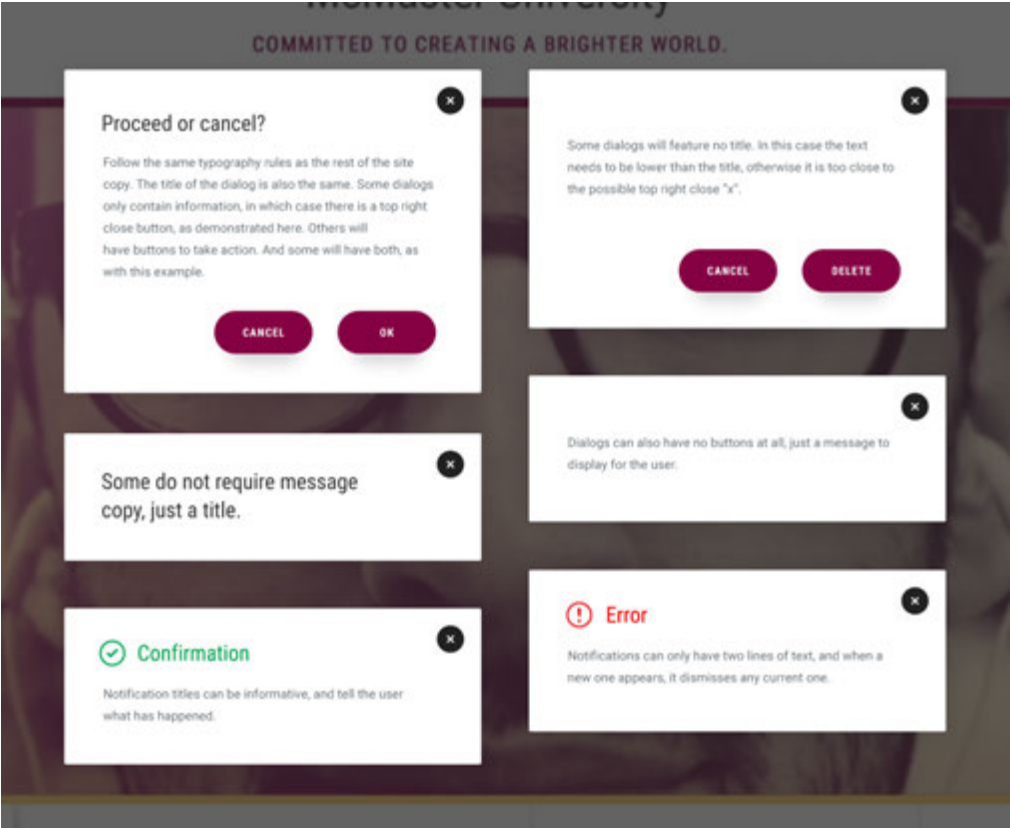
Roboto Condensed Bold 28px

HEX FFFFFFFF

Box Height: 50px Sides padding: 30px

Modals | Overview

A modal dialog is an effective tool for directing a web user’s attention toward important information. They are designed to interrupt the user to inform them or demand an action. See below for examples and guidelines.



*The default copy layout is left align

Close button

DEFAULT



Circle HEX 222222

Line HEX FFFFFFF

HOVER



Circle HEX DBDBDD

Line HEX 222222

All dialogs require a backdrop
HEX 222222 behind them - Gray @ 90%.



HEX 00A650

Outline 1px

W: 30px H 30px



HEX ED1C24

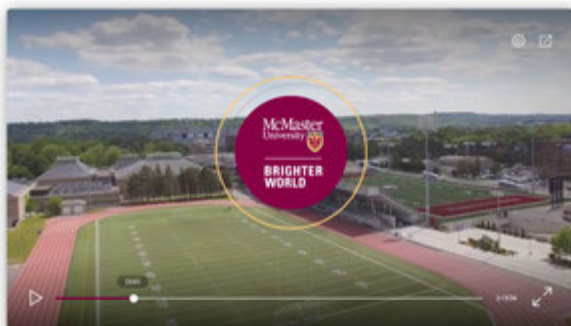
Outline 1px

W: 30px H 30px

Media | Video

When creating videos representing McMaster, use the After Effects working files provided for the intro and outro in order to maintain brand consistency and ensure identification of the McMaster identity.

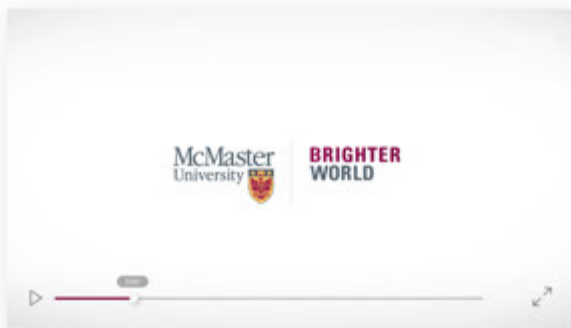
SHORT INTRODUCTION



INTRODUCTION WITH TITLES



OUTRO



Variations

Use either a short introduction featuring only the logo, or animation that also brings in a title treatment.

When to use these animations

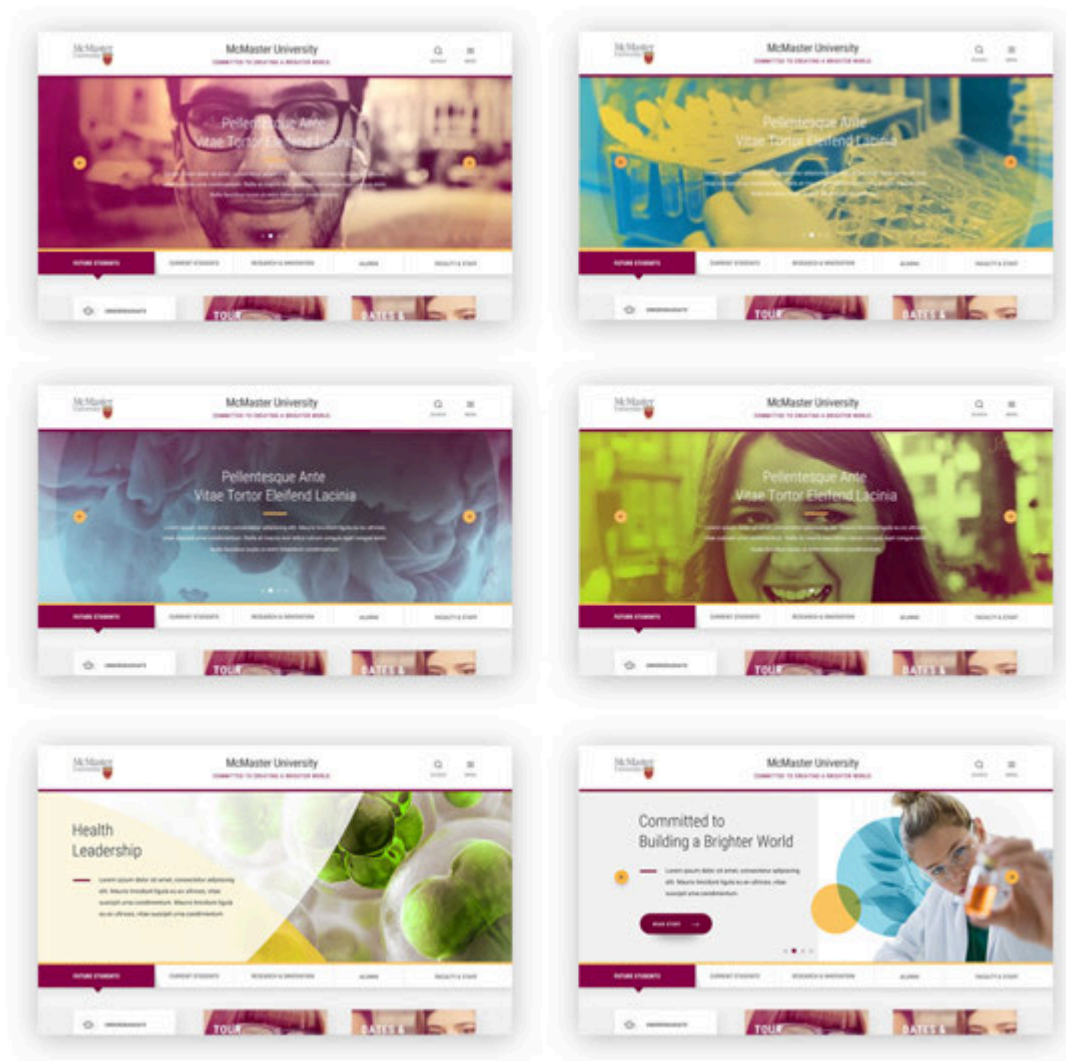
These can be used to introduce or close video profiles of researchers, department tours, student interviews, or other short video subjects.

Where to use these videos

These intro and outro animations are ideal for McMaster videos to be shared on YouTube, Facebook, Instagram, or other social media.

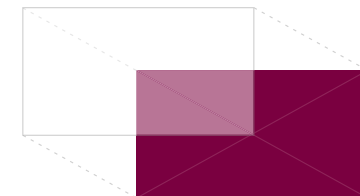
Heroes | Treatment

Here are some examples of hero image treatments to use for reference and inspiration when creating or updating web pages.



Overlay treatment

Overlay



Photography or video

OVERLAY EFFECTS SETTING

Please refer to the Brand Standards Manual

- "Image Style | Creating duotones using Photoshop, method" Page 41
- "Image Style | Creating "fake" duotones using Adobe InDesign." Page 42

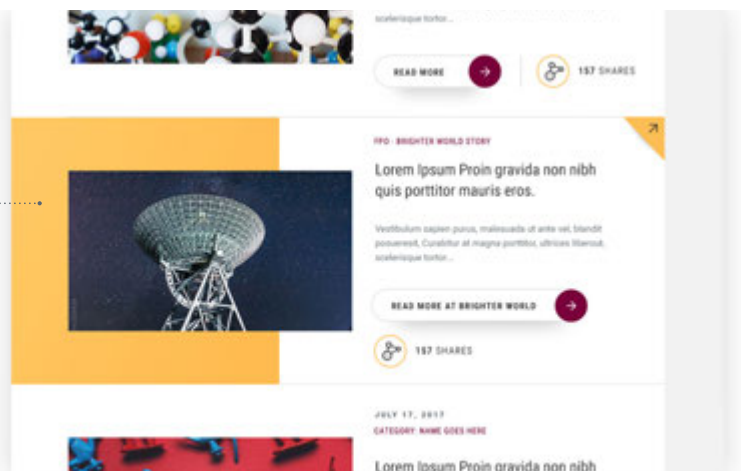
Non overlay treatment

Use the working files provided for the intro and outro in order to maintain brand consistency and ensure identification of the McMaster identity.

News & Events | Treatments

See guidelines below for the treatment of news story teasers, and external link symbols, for the Brighter World website.

News treatments - Brighter World



BACKGROUND COLOUR



McMASTER GOLD
HEX FDBF57

DEFAULT



HOVER



Default shape colour HEX FDBF57

Hover shape colour HEX 7A003C

Shadow treatment

Angle: 140°

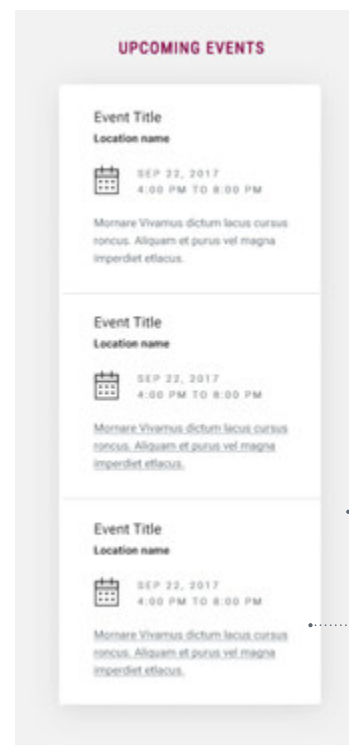
Opacity 30%

Distance 14px

Size 20px

*Create new shape for shadow and decrease 30% width size

Events



Header - Uppercase Roboto Condensed Bold 20px
HEX 7A003C

Event Title - Roboto Condensed Regular 18px

Location - Roboto Condensed Bold 14px
HEX 222222

Date - Roboto Condensed Light 13px

Introduction Copy - Hyperlink

Default HEX 5E6A71

Hover HEX 5E6A71 - Underline



WHITE
HEX FFFFFFFF



GRAY
HEX F0F0F0

Shadow treatment

Angle: 90° Opacity 20% Distance 5px Size 45px

Loading | Overview

Progress indicators, or load spinners, let website users know that progress is being made on the action they've taken, such as a download. Text can help provide further clarity about what's happening. See guidelines below.

LOAD SPINNERS



LOADING...

Load spinners should be used when there is an indeterminate amount of time/progress related to a process (e.g., downloading data).

LOADING BUTTON WITH TEXT



For buttons with text, the load spinner can appear where the icon would appear. The text may change to reflect the current state.

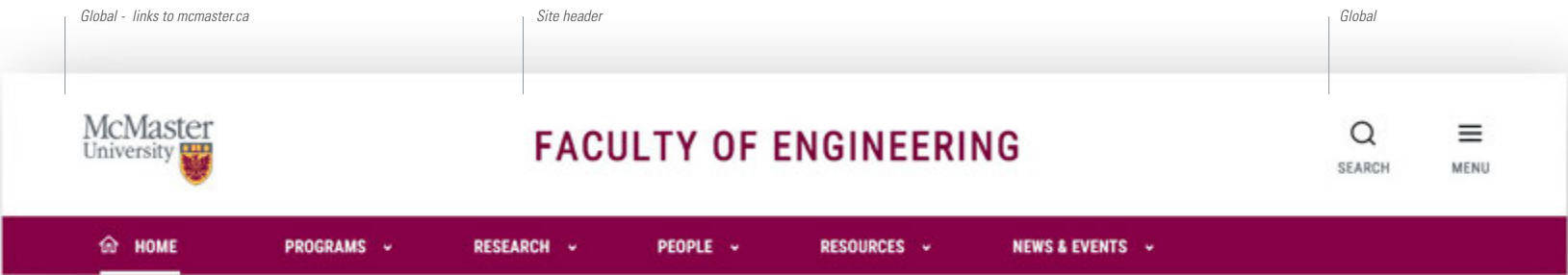
4.0

NAVIGATION

Navigation | Faculty (Tier 1)

The main navigation is a key feature of your website. It provides the guideposts visitors need to navigate your site and needs to be as clear and accessible as possible. This is the main header for your website (The Faculty of Engineering example is provided for reference only.) , so it's important to strictly adhere to the guidelines below for placement of elements, font and logo size, brand colours, and other design features.

HEADER WITH FACULTY NAME (TIER 1)



McMASTER LOGO



Left-align
Maximum width size 140px

BACKGROUND COLOUR



WHITE
HEX FFFFFF

FONTS

H1 TITLE

40px Roboto Condensed Bold
Sentence case
Tracking -20px
HEX 7A003C

SEARCH AND MENU



Right-align
Maximum width size 55px
Minimum px separation between elements 70px

NAVIGATION LEVEL 01

BACKGROUND COLOUR



McMASTER HERITAGE MAROON
HEX 7A003C

FONTS

Right-align

17px Roboto Condensed Bold
Upper case
Tracking 20px
HEX FFFFFF

BAR BACKGROUND
Height 60px
McMASTER HERITAGE
MAROON
HEX 7A003C



Arrow
width 20px

SELECTION
BAR
Height 5px
HEX FFFFFF

Minimum px
separation
between
buttons 85px

Minimum px
separation between
buttons and arrow
20px

Global and site header | | Department (Tier 1) | Faculty (Tier 1)

This header is used for the departmental pages of the website, so follow these guidelines to maintain consistency with the rest of the site. See below for placement of elements, font and logo size, brand colours, and other design features.

HEADER WITH DEPARTMENT (TIER 1) AND FACULTY NAME (TIER 2)

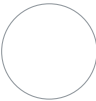


McMASTER LOGO



Left-align
Maximum width size 140px

BACKGROUND COLOUR



WHITE
HEX FFFFFF

FONTS

H2 TITLE

18px Roboto Condensed Reg
Upper case
Leading 25px
Tracking 50px
HEX 7A003C

H1 TITLE

40pt Roboto Condensed Bold
Sentence case
Tracking -20px
HEX 222222

SEARCH AND MENU



Right-align
Maximum width size 55px
Minimum px separation between elements 70px

NAVIGATION LEVEL 01

BACKGROUND COLOUR



McMASTER HERITAGE MAROON
HEX 7A003C

FONTS

Right-align

17px Roboto Condensed Bold
Upper case
Tracking 20px
HEX FFFFFF

BAR BACKGROUND
Height 60px
McMASTER HERITAGE
MAROON
HEX 7A003C



SELECTION
BAR
Height 5px
HEX FFFFFF

Minimum px
separation
between
buttons 85px

Minimum px
separation between
buttons and arrow
20px

Arrow
width 20px

Global and site header | Approved logos and marks

Below is an example of a website header that includes a faculty logo. Follow these guidelines closely to ensure consistency with the McMaster brand.

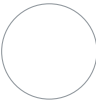


McMASTER LOGO



Left-align
Maximum width size 140px

BACKGROUND COLOUR



WHITE
HEX FFFFFF

LOGO/MARK



Centre-align
Maximum height size 80px
* logo must be 30% bigger than McMASTER LOGO

SEARCH AND MENU



Right-align
Maximum width size 55px
Minimum px separation between elements 70px

NAVIGATION LEVEL 01

BACKGROUND COLOUR

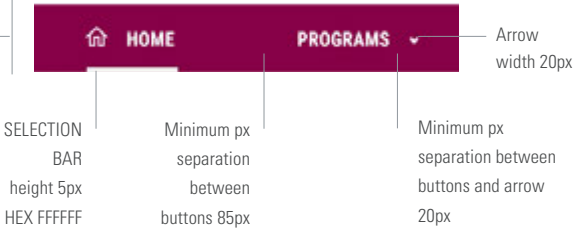


McMASTER HERITAGE MAROON
HEX 7A003C

FONTS

Right-align
17px Roboto Condensed Bold
Upper case
Tracking 20px
HEX FFFFFFFF

BAR BACKGROUND
height 60px
McMASTER HERITAGE
MAROON
HEX 7A003C



Global and site header | Navigation

For clarity and ease of reading, the elements of the navigation menus must consistently follow the guidelines for sizing, spacing, formatting and colours outlined below.

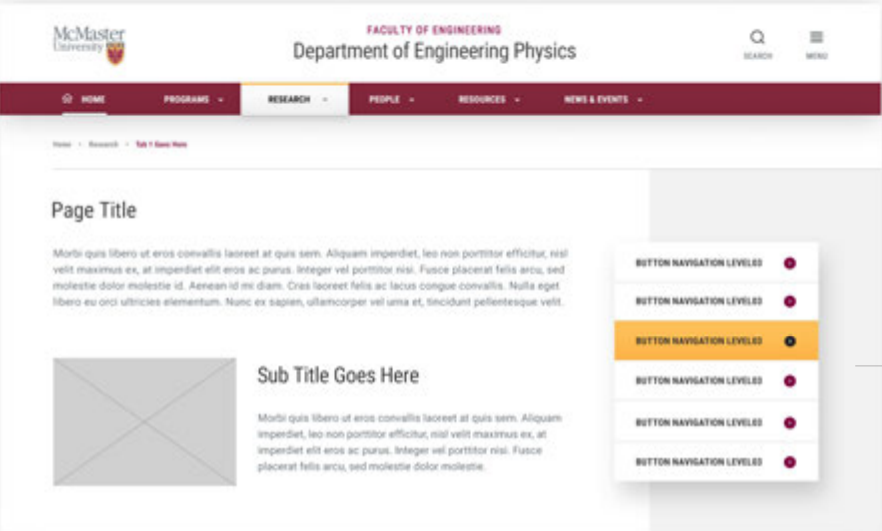
NAVIGATION LEVEL 01



NAVIGATION LEVEL 02



NAVIGATION LEVEL 02 SELECTED - NAVIGATION 3



DEFAULT

FONT
14px Roboto Regular
Sentence case
Tracking 10pt
HEX 222222



BUTTON SHAPE
HEX FFFFFF

HOVER

FONT
14px Roboto Regular
Sentence case
Tracking 10pt
HEX 222222

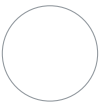


BUTTON SHAPE
HEX EBEBEB

• Width size must be the same than the above button area

DEFAULT

FONT
17px Roboto Condensed Bold
Upper case
Tracking 10pt
HEX 222222



BUTTON SHAPE
HEX FFFFFF

HOVER

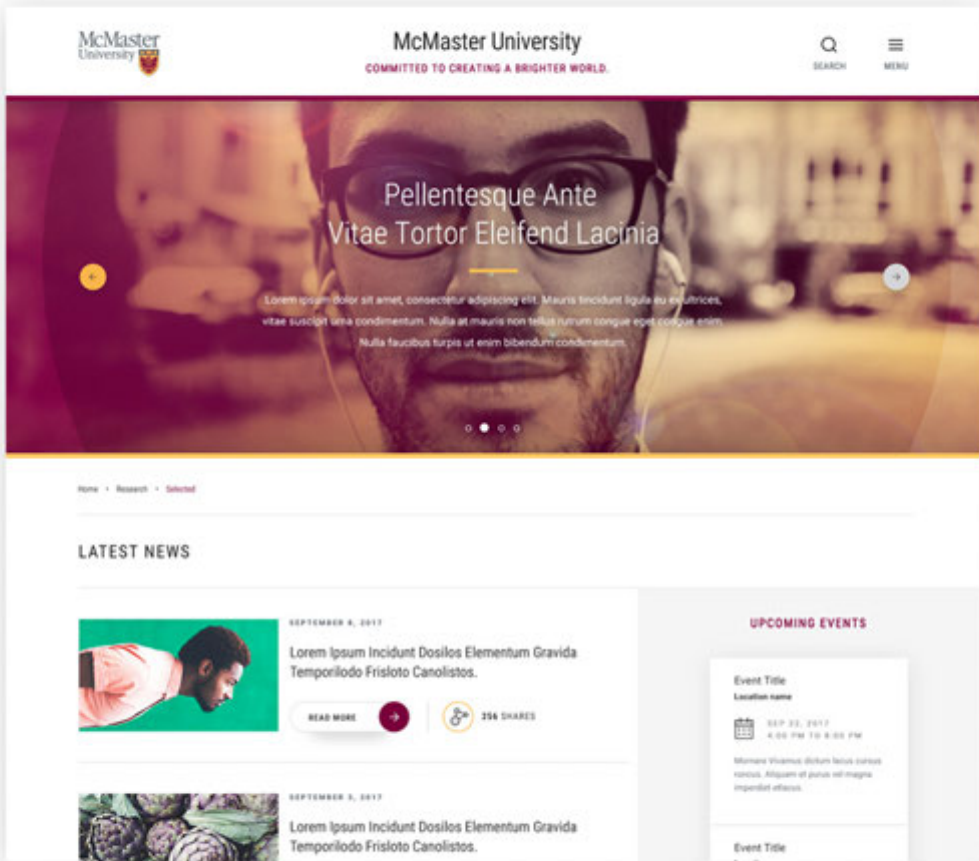
FONT
17px Roboto Condensed Bold
Upper case
Tracking 10pt
HEX 222222



BUTTON SHAPE
HEX FDBF57

Breadcrumb | Overview

A breadcrumb is an effective tool that helps users navigate a website. At-a-glance, visitors can see how their current page relates to the rest of the website, and can more easily retrace their steps. See guidelines below for creating breadcrumb navigation.



Home • Research • Selected

BREADCRUMB NAVIGATION

Default

14px Roboto Condensed Normal

Sentence Case

Tracking 0px

HEX 5E6A71

Selected/Hover

14px Roboto Condensed Normal

Sentence Case

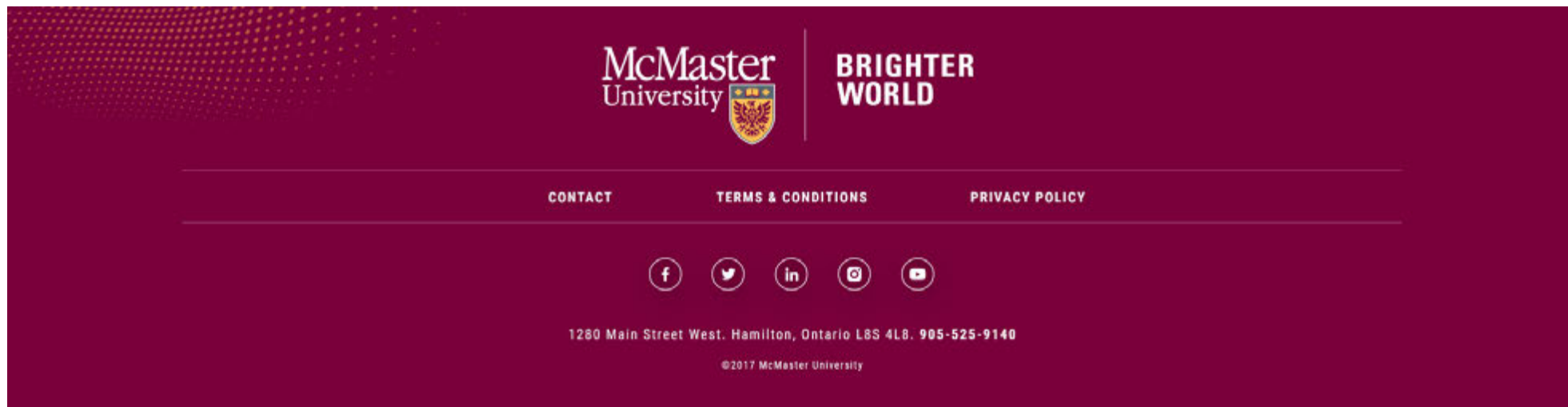
Tracking 0px

HEX 7A003C

Global Footer | Overview

A footer is a key element of your website, a tool for visitors to further navigate the site or find your contact information. It's important for this element to be as clear and easy to scan as possible, see guidelines below.

GLOBAL FOOTER



Fonts

TOP BUTTONS/LINKS

Default	Hover
16px Roboto Condensed Bold	16px Roboto Condensed Bold
Upper Case	Upper Case
Leading 18px	Leading 18px
Tracking 20px	Tracking 20px
HEX 1A1C1D	HEX A86685

McMASTER LOGO



McMaster logo
Maximum width size 200px



Lockup - Maximum width size 425px

BACKGROUND COLOUR



McMASTER HERITAGE MAROON
HEX 7A003C

SOCIAL BUTTONS

Default



Stroke Line / icon HEX FFFFFF

Hover



Fill HEX FFFFFF Icon HEX 22222

Site Footer | Departments

Below, see guidelines and examples to use for departmental or faculty site footers. These departmental and site footers must always be anchored by the global footer.

SITE FOOTER



Fonts

TOP BUTTONS/LINKS

Default	Hover
Headline Upper Case	16px Roboto Condensed Bold
16px Roboto Condensed Bold	Upper Case
Links	Leading 18px
14px Roboto Condensed Bold	Tracking 20px
Leading 18px	HEX FDBF57
Tracking 20px	
HEX 1A1C1D	

FACULTY LOCKUP

ENGINEERING
Department of
Engineering Physics

HEX FFFFFFF - Maximum width size 200px

FACULTY + DEPARTMENT LOCKUP



HEX FFFFFFF - Lockup - Maximum width size 425px

BACKGROUND COLOUR



McMASTER HERITAGE GREY
HEX 5E6A71

SOCIAL BUTTONS

Default



Stroke Line / icon HEX FFFFFFF

Hover



Fill HEX FFFFFFF Icon HEX 22222

5.0

VOICE

Voice and tone

McMaster University speaks with a consistent voice across all print and digital communications — from websites to e-newsletters to advertising. This voice is the embodiment of McMaster’s distinct identity, as expressed in Patrick Deane’s “Forward with Integrity” letter, combined with the Brighter World vision and University Purpose Statement. Our tone, however, may vary depending on the audience. For example, a more conversational tone is used for social media; vivid adjectives and verbs for promotional copy; a direct, straightforward tone for web copy; and a more formal tone for official documents.

Voice elements

Smart and purposeful, but never condescending: Speak from a place of knowledge and authority, yet remain open to new ideas and new ways of thinking or approaching a situation. Inform rather than dictate.

Optimistic

Focus on solutions more than problems. Frame subjects from a positive perspective rather than a negative one.

Direct

Get to the point. Avoid unnecessary wordiness or hyperbole.

Team-focused

Where possible, put individual accomplishments in the context of a team effort. Avoid a “hero worship” approach and, instead, acknowledge the efforts of the group, community or faculty that helped make the accomplishment possible.

Clear and straightforward

Avoid jargon or wordiness. The most concise wording is often the most powerful.

Warm and student-focused

Use first- and second-person language (“we,” “you,” “us”) and contractions when appropriate.

Impact-focused

When sharing specific McMaster research stories, where applicable, make reference to the impact, or potential impact, of the work in contributing to a better world.

Writing for the web

The way users read on a screen is different from the way they read printed pages. Users generally scan the page until they find information that interests them, and then they read further.

When writing web pages, emails, e-newsletters, or other digital communications, please follow these best practices:

Be brief:

Put the most important information up front, and keep paragraphs and sentences short and to the point.

Be scannable:

Break up large chunks of text with informative subheads, bolded keywords and bulleted lists, where appropriate.

Be relevant:

Focus on the user's needs, and try to anticipate what they need to know.

Be helpful:

Try to include a "call to action" on each page, or a clear guide to the next logical step users can take.

6.0

SOCIAL MEDIA

Social media | Overview

Social media has become an integral part of today's communications and these guidelines will help ensure all social media sharing on behalf of McMaster will maintain consistency for our brand, values and mission. Use these guidelines when creating posts or assets for social media.

LANGUAGE:

The same writing guidelines for digital apply to social media.

Make sure you are authentic. Remember to represent yourself and the institution accurately and be transparent about your role in the institution. You are using a channel provided by McMaster University, therefore conversations should be respectful and bring value to users.

ENGAGEMENT:

You are representing the institution, so avoid confrontations online and make sure to manage any issues accordingly.

Be careful when engaging with users, be respectful to others, and know the right moment to intervene. Opposing opinions are common and discussions may happen, but do not engage in arguments that may bring harm to the institution's image.

Mediate discussions with responsibility and do not tolerate disrespect, acting at the right moment to diffuse any situation.

PROTECT INTELLECTUAL PROPERTY:

Before posting anything, confirm if you own the rights of the pieces posted. From a photo to a quote, be sure that you own the right to share it, respecting copyrights, trademarks and other legal rights.

CHANNEL GUIDELINES:

It's important to check each social media channel's requirements for posting on a regular basis, as they change frequently.

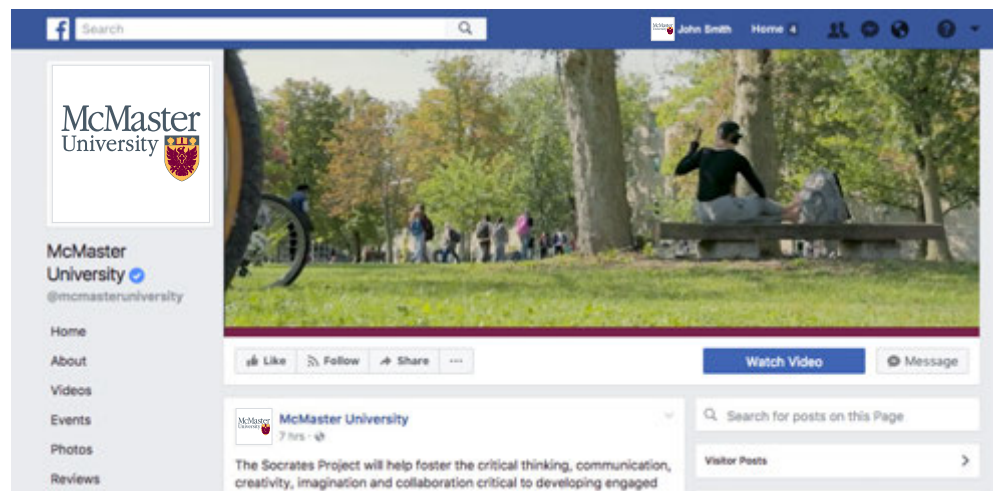
Social media | Logos and avatars -- Square

See below for guidelines on using the McMaster University logo in profile pictures or as a social media avatar. (For full logo and mark guidelines, see the McMaster Brand Standards Manual.)

DIMENSIONS
 Height: 180px
 Width: 180px
 = standard Facebook
 profile picture



Facebook



IMPORTANT:

Small logo usage is explained in detail in the McMaster Brand Standards Manual, however due to the nature of responsive design and social media platforms, we need to consider some unique cases that are listed here.

These are the smallest possible use scenarios and are only allowed in digital platforms.

For the same reason, measurements are written in pixels and should not be replicated in print.

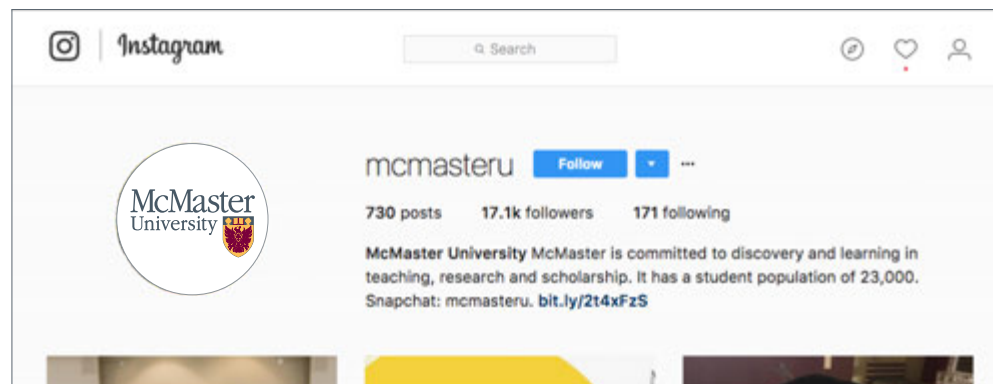
Social media | Logos and avatars -- Circle

Instagram and Twitter have introduced round images as profile avatar formats. Please follow these guidelines when creating circular avatar images.

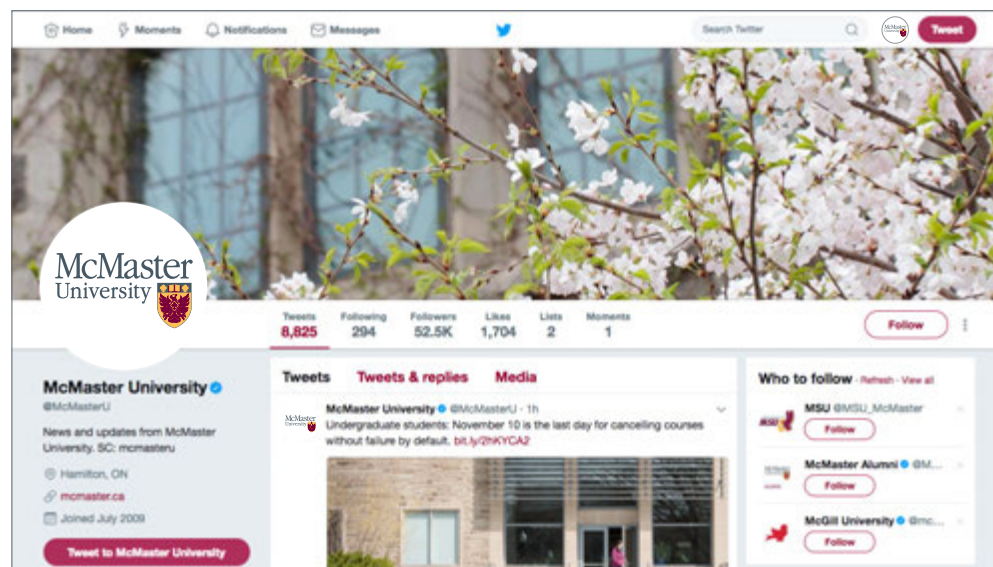
DIMENSIONS
 Height: 180px
 Width: 180px
 = standard Instagram &
 Twitter profile picture



Instagram



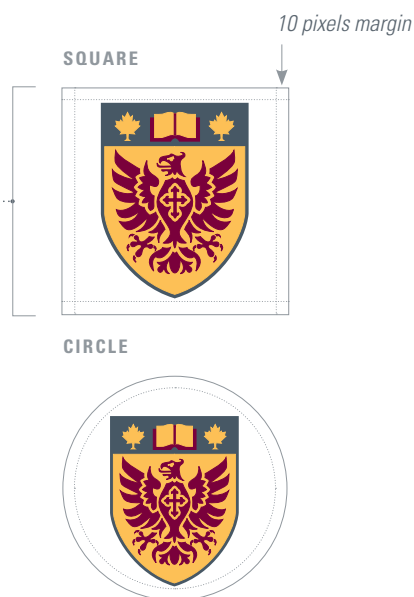
Twitter



Social media | Logos and avatars -- The shield

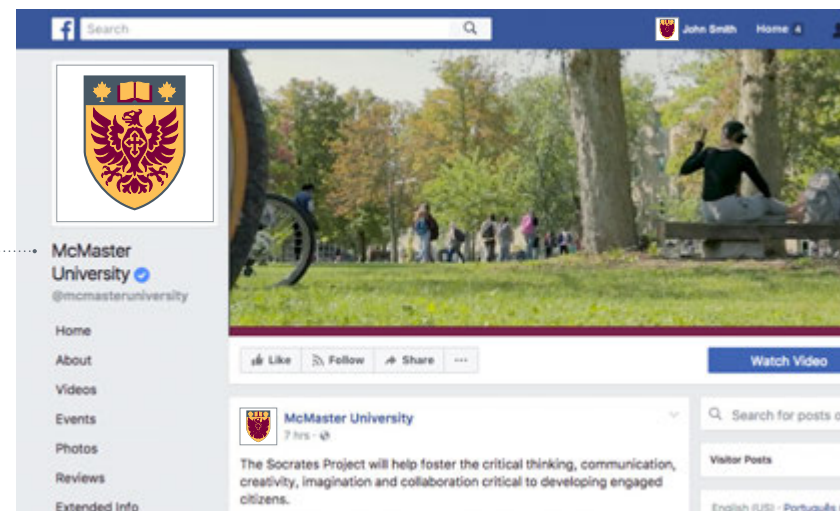
The McMaster shield can be used alone ONLY on McMaster University profiles, because it will always be paired with the full name of the institution beside it. This should never be done for any faculty or department profiles. It is important to remember that a profile picture should help users identify the profile owner and the department it is representing. For those cases, always use the lockup with the complete logo design.

DIMENSIONS
Height: 180px
Width: 180px

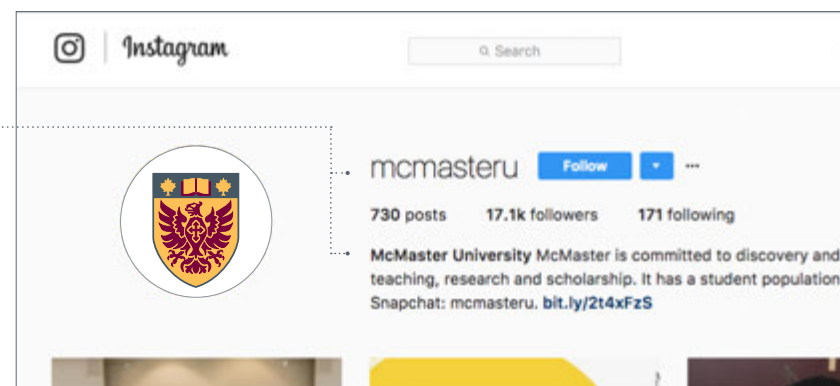


Always paired with name

Facebook



Instagram



Always paired with name

DO:

Always use the lockup with the complete logo version.

DO NOT:

*Use the single shield on any faculty or department social media profile.
 Always use the lockup with the complete logo version.*

Social media | Snapchat and Instagram videos

Here are some considerations when managing a profile and posting videos on Snapchat and Instagram.

1. **Shoot vertically** – This saves user from having to keep rotating their phone to watch a story.
2. **Start by introducing yourself** – Name, event, position.
3. **Mention why are you taking over the account.**
4. **For videos and interviews** – Either create a slide to first tell viewers to turn audion on, or add the speaker emoji to indicate audio is being used.
5. **Be mindful of where you place text.**
6. **Carefully consider text colour.**
7. **Emojis should add to story, not distract from it.**
8. **Make the end of obvious.** Example: “Thank you for watching Marauders!”
9. **Do not open snaps from followers in the chat section.**
10. **When you are done, save story to Memories.**

Social media | Post length

Here are some considerations when creating a social media post. Regulations for maximum possible characters can change often, please consult the requirements for each platform before posting.

FACEBOOK:

Short is sweet on Facebook. Opinions vary on the specific length, but generally, copy should be less than 80 characters. Keep videos to under two minutes. Use hashtags, where appropriate.

INSTAGRAM:

Since it is primarily a visual platform, text should be kept to the minimum on an Instagram post. Only add hashtags (to a recommended maximum of five) if they'll be useful in getting your message to a certain audience.

LINKEDIN:

Try to limit yourself to about 25 words. Make sure to include a URL that sends users to a place where they can get more information about your post's topic.

SNAPCHAT:

Snapchat is another visual channel. If you select the text bar after taking a snap, it will give you space for one line of copy.

TWITTER:

The current limit for tweets is 280 characters, but try to stay under 200 for maximum effect. Twitter is currently testing 280-character tweets with a small group of users. You can include photos, GIFs, or videos in each post.

7.0

ACCESSIBILITY

Accessibility

McMaster University is committed to advancing the culture of accessibility, equity and human rights. The Equity and Inclusion Office works with campus and community partners to promote, develop and support equity, diversity and inclusion initiatives. For more information, please visit: <http://equity.mcmaster.ca/about-us>

McMaster University strives to create an inclusive community for all. How information is presented, and the technologies that are used to share information, greatly shape a person's experience. Promoting a communications infrastructure that takes the needs of persons with disabilities into account is a priority for McMaster and a priority in our goal to create a Brighter World.

The McMaster Brand Guidelines have been created with accessibility in mind to foster a clear and consistent information-scape across campus. For more information on accessibility at McMaster, please visit: <http://accessibility.mcmaster.ca>.

Accessibility | Digital

Digital accessibility standards are a requirement in Canada. These standards were created to ensure that all users can navigate online without limitations, and can access the same level of information.

The standard used in Canada for accessibility is known as **Web Content Accessibility Guidelines (WCAG) 2.0**. You can find the guidelines at <https://www.w3.org/WAI/guid-tech.html>

It's important to remember that all McMaster websites have to follow Level AA standards of accessibility.

Here is a short list of important things to consider when creating a new design.



Keyboard navigation

The navigation through keyboard is very important. Some users use keyboards to navigate online and it's an important consideration while organizing links and elements on a page.

Contrast

All elements should have enough contrast. That is achieved by using appropriate colour combinations and minimum sizes for fonts. You can use this tool to test colours and font sizes <https://contrastchecker.com>

Alt-text

Remember that all images and videos should have alt-text, so screen readers can describe what is being displayed on screen appropriately.

Closed captioning (CC)

Hearing-impaired users rely on CC to understand videos with audio.

Full requirements

To ensure you fully comply with Ontario government website accessibility requirements, visit <https://www.ontario.ca/page/how-make-websites-accessible>

CONTACT INFO

If you have questions or feedback, or want to learn more about the digital assets available for download, please email [**brandmarketing@mcmaster.ca**](mailto:brandmarketing@mcmaster.ca).