## Typography

Typography on a light background.

### Raleway Bold
- Used for headings and overline

### Open Sans Semibold
- Used for subheadings and body copy

<table>
<thead>
<tr>
<th>Overline</th>
<th>Body copy large. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt.</th>
</tr>
</thead>
</table>

Typography on a dark background.

### Raleway Bold
- Used for headings and overline

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- Used for subheadings and body copy

<table>
<thead>
<tr>
<th>Overline</th>
<th>Body copy large. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt.</th>
</tr>
</thead>
</table>
Buttons

Primary Button - Solid Green
Main CTA to be used on light backgrounds.

<table>
<thead>
<tr>
<th>Default</th>
<th>Primary - No Icon</th>
<th>Primary - External Icon</th>
<th>Primary - Locked Icon</th>
</tr>
</thead>
<tbody>
<tr>
<td>Button</td>
<td>Button</td>
<td>Button</td>
<td>Button</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Hover</th>
<th>Primary - No Icon</th>
<th>Primary - External Icon</th>
<th>Primary - Locked Icon</th>
</tr>
</thead>
<tbody>
<tr>
<td>Button</td>
<td>Button</td>
<td>Button</td>
<td>Button</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Disabled</th>
<th>Primary - No Icon</th>
<th>Primary - External Icon</th>
<th>Primary - Locked Icon</th>
</tr>
</thead>
<tbody>
<tr>
<td>Button</td>
<td>Button</td>
<td>Button</td>
<td>Button</td>
</tr>
</tbody>
</table>

Secondary Button - Outline Green
Secondary CTA to be used on light backgrounds with less prominence.

<table>
<thead>
<tr>
<th>Default</th>
<th>Secondary - No Icon</th>
<th>Secondary - External Icon</th>
<th>Secondary - Locked Icon</th>
</tr>
</thead>
<tbody>
<tr>
<td>Button</td>
<td>Button</td>
<td>Button</td>
<td>Button</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Hover</th>
<th>Secondary - No Icon</th>
<th>Secondary - External Icon</th>
<th>Secondary - Locked Icon</th>
</tr>
</thead>
<tbody>
<tr>
<td>Button</td>
<td>Button</td>
<td>Button</td>
<td>Button</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Disabled</th>
<th>Secondary - No Icon</th>
<th>Secondary - External Icon</th>
<th>Secondary - Locked Icon</th>
</tr>
</thead>
<tbody>
<tr>
<td>Button</td>
<td>Button</td>
<td>Button</td>
<td>Button</td>
</tr>
</tbody>
</table>
Buttons

**Tertiary Button - Solid White**

Tertiary CTA to be used on dark backgrounds.

<table>
<thead>
<tr>
<th>Default</th>
<th>Tertiary - No Icon</th>
<th>Tertiary - External Icon</th>
<th>Tertiary - Locked Icon</th>
</tr>
</thead>
<tbody>
<tr>
<td>Button</td>
<td>Button</td>
<td>Button</td>
<td>Button</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Hover</th>
<th>Tertiary - No Icon</th>
<th>Tertiary - External Icon</th>
<th>Tertiary - Locked Icon</th>
</tr>
</thead>
<tbody>
<tr>
<td>Button ›</td>
<td>Button ›</td>
<td>Button ›</td>
<td>Button ›</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Disabled</th>
<th>Tertiary - No Icon</th>
<th>Tertiary - External Icon</th>
<th>Tertiary - Locked Icon</th>
</tr>
</thead>
<tbody>
<tr>
<td>Button</td>
<td>Button</td>
<td>Button</td>
<td>Button</td>
</tr>
</tbody>
</table>

**Additional CTAs**

**Text Link**

<table>
<thead>
<tr>
<th>Default</th>
<th>Link Goes Here</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Hover</th>
<th>Link Goes Here</th>
</tr>
</thead>
</table>

**Downloadable File**

<table>
<thead>
<tr>
<th>Default</th>
<th>Downloadable File</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Hover</th>
<th>Downloadable File</th>
</tr>
</thead>
</table>
Components

Hero

Added to the top of the page introducing the page with an image, title and intro text.

Academics

Five College academic programs collaborate across campuses based on shared disciplinary & interdisciplinary interests to enhance academic offerings and support vibrant intellectual communities.

Title

Large title can be added to describe a section of the page. Can be used centered or left aligned and with or without a yellow line element.

Left Aligned With Line Element

Strategic Planning at Five Colleges

Centered With Line Element

Strategic Planning at Five Colleges

Left Aligned Without Line Element

Strategic Planning at Five Colleges

Centered Without Line Element

Strategic Planning at Five Colleges
Components

WYSIWYG

WYSIWYG (What You See Is What You Get) is used to refer to a computer screen display which exactly matches the way that a document will appear when it is printed.

Characteristics:

Edit: The drop-down list includes undo, redo, cut, copy, paste and more.

Insert: You can insert video, image, link, date/time, special characters and more using this feature.

View: You can show invisible characters (enter, tab, etc) or block, preview article, display full screen etc.

Format: With this, you can format text as bold, italic, underlined, strike through, superscript, subscript, etc.

Table: You can insert a table by specifying the number of columns and rows.

Tools: This includes HTML source code of content of the article.

Add-ons: You can insert objects, PDF files, article templates, YouTube video, link articles, create QR Code etc.
Components

CTA Tiles Section
These CTAs should only be used to drive a user to a Level 2 page of the website and should be placed at the top of the page under the page description copy. Up to 5 are allowed going across the page and as many rows as you need. Yellow styling is also available.

Section: One Column
Width: Small
Background Color: White
Row Margin Padding: 60px

Where to Use Green: Level 1 under page intro.
Where to Use Yellow: Level 2 and Level 3 anywhere.

Image Tiles: Landscape
These CTAs should be used to promote content in a visual way and drives to its designated page. Up to five can fit across the page.

Section: One Column
Width: Medium
Background Color: Light Blue
Row Margin Padding: 60px
Image Tiles: Square
These CTAs promote content that drives users to an external website. The hover state contains an external icon that lets the user know they will be opening up a website in a new tab. Up to five tiles allowed across the page.

CTA Image Block
Full width CTA Image Block can be used to break up a page layout or anchor it to the bottom of the page.
Media w. Text Horizontal Card

These cards should be used to promote parts of the website or an event and to help break up the layout. If there is only one CTA in use, a button is presented within the text box. If there are multiple CTAs, text links are presented up to five.

**Required Fields:**
- Title
- Description
- CTA
- Image

**Optional Fields:**
- Overline/Label
- Teal or White Text Block Background

**Tips:**
Alternate the teal and white cards for better separation and visual interest.

**Section:** One Column
- **Width:** Wide
- **Background Color:** White or Teal
- **Row Margin Padding:** 60px if used as one single component. If multiple used, 0px margin padding for all, but the last one needs 60px margin padding.
**Components**

**Media w. Text Feature Tiles**
List of content with image, text and optional link.

**Required Fields:**
- Title
- Description Text
- Image

**Optional Fields:**
- Title
- Image

**Staff Card**
Directory staff card. Can be added individually on any page.

**Required Fields:**
- First & Last Name
- Role

**Optional Fields:**
- Image
- Phone
- Email
- Role description
Components

Counter
The facts and figures component is an animated counter comprised of an icon, title and subtext. It's a fun and engaging way to add some info/stats within a page.

Required Fields:
Icon
Title
Subtext

Facts & Figures

<table>
<thead>
<tr>
<th>Icon</th>
<th>Title</th>
<th>Subtext</th>
</tr>
</thead>
<tbody>
<tr>
<td>🎓</td>
<td>31,000</td>
<td>Students</td>
</tr>
<tr>
<td>📚</td>
<td>7,000</td>
<td>Courses</td>
</tr>
<tr>
<td>🎥</td>
<td>2,400</td>
<td>Faculty</td>
</tr>
</tbody>
</table>

Accordion
Accordions can be used for instances where there is long format copy or to categorize multiple areas, like FAQs.

FAQs

<table>
<thead>
<tr>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Where can I find directions to the Five Colleges office and its member campuses?</td>
</tr>
<tr>
<td>I'm coming in from outside the area; is it possible to see all five campuses in one day, including tours and interviews?</td>
</tr>
<tr>
<td>How close are the campuses to one another?</td>
</tr>
</tbody>
</table>

Facts & Figures

Section: One Column
Width: Small
Background Color: White
Row Margin Padding: 60px
Icon Upload Format: SVG

Faculty

<table>
<thead>
<tr>
<th>Section: One Column</th>
</tr>
</thead>
<tbody>
<tr>
<td>Width: Small</td>
</tr>
<tr>
<td>Background Color: White</td>
</tr>
<tr>
<td>Row Margin Padding: 60px</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Amherst</th>
</tr>
</thead>
<tbody>
<tr>
<td>Naomi Darling</td>
</tr>
<tr>
<td>Associate Professor of Sustainable Architecture</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Hampshire College Faculty</th>
</tr>
</thead>
<tbody>
<tr>
<td>Michael T. Davis</td>
</tr>
<tr>
<td>Professor of Art History and Architecture (Medieval, Modern, Islamic) Chair, Architectural Studies Program</td>
</tr>
<tr>
<td>Jessica Maier</td>
</tr>
<tr>
<td>Associate Professor of Art History; Chair of Art History</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Mount Holyoke College</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ajay J. Sinha</td>
</tr>
<tr>
<td>Professor of Art History and Architecture (Indian art, Asian art, Indian films)</td>
</tr>
<tr>
<td>Joseph Smith</td>
</tr>
<tr>
<td>Professor of Art (Sculpture and sculpture)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Smith College</th>
</tr>
</thead>
<tbody>
<tr>
<td>University of Massachusetts Amherst</td>
</tr>
</tbody>
</table>
Components

**Anchor Link**

Creating anchor links is a two step process. First you will need to create the actual anchor link component that you’d like the anchor block to jump to. Then add the content component below that such as FAQs or a WYSIWYG.

Important Note: Anchor Blocks/Links are not to be used as a form of main navigation and should not be placed at the top of pages. They should be used on long pages to help users navigate to content easily and always placed below the page hero and at least 2 additional content sections. They should never be placed below a page header as navigation.

**Anchor Block**

Once the anchor links are created add the anchor block component and said anchor links will display.

**Media w. Text Overlay Card**

Visually interesting way to display content and can be used anywhere on the page.

---

**Anti-Racism, Diversity and Inclusion**

The Five College Consortium exists to support collaboration and nurture a robust academic community in the Pioneer Valley. Racism, violence, and injustice do damage to that community and we stand firmly against them.

Diversity of experience and active, respectful engagement with a broad range of ideas are the lifeblood of our work and will remain the focus of our daily work. That work begins with each of us as individuals striving to learn and grow each day and continues with a shared commitment to supporting our member institutions in their efforts to recognize and combat racism and injustice.

[View All Resources]
Page Layout Examples

Level 2 & 3 Pages
Example 1 – Long Scroll

Hero w/ Image

WYSIWYG (Page Intro)

Anchor Links (for long scrolling pages)

Media w/ Text Horizontal Card (Alternate White and Blue Backgrounds)

Left Title w/ Line

WYSIWYG

Left Title w/ Line

Media w/ Text Feature Tiles
Page Layout Examples

Level 2 & 3 Pages

Example 2

Hero w/o Image (optional)

WYSIWYG (Page Intro)

Media w/ Text Horizontal Card
(Alternate White and Blue Backgrounds)

Left Title w/ Line

WYSIWYG

Left Title w/ Line

Media w/ Text Feature Tiles

CTA Image Block

Centered Title w/o Line

Image Tiles: Landscape
Page Layout Examples

Level 2 & 3 Pages

Example 3

- Hero w/o Image (optional)
- WYSIWYG (Page Intro)
- Centered Title w/o Line
- Image Tiles: Square
- Centered Title w/ Line
- WYSIWYG
- CTA Image Block
- Left Title w/ Line
- WYSIWYG
- Left Title w/ Line
- WYSIWYG
- Yellow CTA Tiles