Style Guide for Print and Web

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Logo

The @ONE logo has been customized in lowercase letters and is avialable to use as an Illustrator vector image. This vector image can be resized to any desired size for print or web without losing quality. Once the desired size is obtained you can convert it to your choice of format, PNG for web or TIFF for print work.

The name @ONE if typed should always appear in all uppercase letters. The only color to be for the logo should be the approved Blue and White. Black and White combinations can use 100% Black or 50% Black Tint when needed. No other color combinations should be used when working with the @ONE brand.

50% Black Tint

100% Black

Color

Primary Color

The primary Dodger Blue color is used for all headlines and in main navigation components. The Blue color most often is used on white but it can be reversed only with the @ONE Blue in the background. Do not use the @ONE logo with any other colors besides White and Dodger Blue.

Dodger Blue
The @ONE logo blue
Hex #0096D1
RGB 0 148 212
CMYK 77.73% 28.49% 0% 0%

Orange Red
Hex #FA6400
RGB 250 100 0
CMYK 0% 75.2% 100% 0%

Bright Green
Hex #93C900
RGB 147 201 0
CMYK 47.82% 0% 100% 0%

Purple Rain
Hex #8E4598
RGB 142 69 152
CMYK 51% 87% 1% 0%

Secondary Colors

The secondary colors can be used according to the account or platform that is being taught.

OEI Collaboration

Aqua
Hex #008080
RGB 0 128 128
CMYK 86.35% 31.38% 49.18% 8.02%

Teal
Hex #0E5985
RGB 4 88 135
CMYK 96.39% 66.76% 24.48% 7.06%

Canvas Projects

Dark Red
Hex #9A3334
RGB 154 51 52
CMYK 51% 87% 1% 0%

Typography Print

Main Header

Main headlines or headers on page should be Raleway Heavy at approximately 42 pt. depending on the context size.

Sub Header

The Sub Header is Open Sans Light at 24 pt.

Paragraphs

Raleway Regular at 9 pt. font size with 10.8 pt leading or line spacing.

Raleway Regular at 9 pt for printed material such as this style guide is using. Using a Google font is one way to provide consistency between web typography and print, no matter if the user is on a Mac or PC. All creators of content should downloaded and activate these fonts, providing a consistency between print and screen.

Page headers

Raleway Bold at 15 pt. is page header style. It can also be used as header 3, or a small break up between content or paragraph headings.

Headings are Raleway Heavy, size 42

Sub-headings are Open Sans Light, size 24

Raleway Regular at 9 pt. font size with 10.8 pt leading or line spacing.

Raleway Regular at 9 pt for printed material such as this style guide is using. Using a Google font is one way to provide consistency between web typography and print, no matter if the user is on a Mac or PC. All creators of content should downloaded and activate these fonts, providing a consistency between print and screen.

Raleway Bold 15 pt.

Raleway Regular at 9 pt for printed material such as this style guide is using. Using a Google font is one way to provide consistency between web typography and print, no matter if the user is on a Mac or PC. All creators of content should downloaded and activate these fonts, providing a consistency between print and screen

https://www.google.com/fonts#UsePlace:use/Collection:Raleway
https://www.google.com/fonts#UsePlace:use/Collection:Open+Sans

Typography for Web

<h1>

Headings are Raleway Heavy, size 42

<h2>

Sub-headings are Open Sans Light, size 24

<p>

Body text is Raleway, size 11 with 13 pt line spacing. It should be comfortably readable for long passages. Serifed fonts are widely used for body text because they are considered easier to read than sans-serif fonts in print. Sans-serif fonts are considered to be more legible on low-resolution computer screens.

<h3>

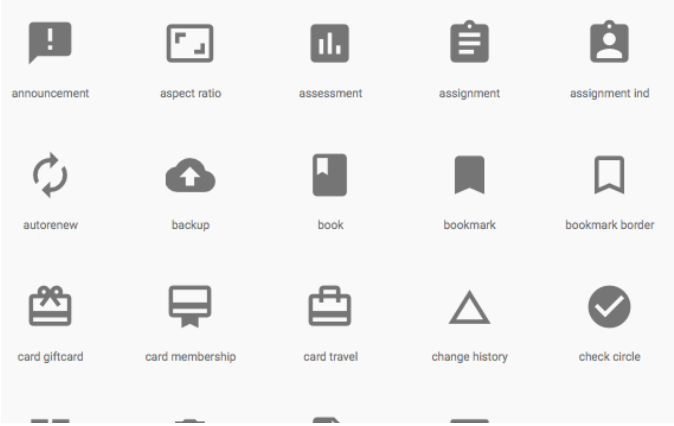
Raleway Bold 15 pt.

<p>

Using a Google font is one way to provide consistency in web typography, no matter if the user is on a Mac or PC. Open Sans is a free font and can also be downloaded for print material, providing a consistency between print and screen.

Icons

Google Material Icons



Categories

Action
Alert
AV
Communication
Content
Device
Editor
File
Hardware
Image
Maps
Navigation
Notification
Social
Toggle

How to use SVG's downloaded from Google's Material Icons

Scaleable Vector Graphics can be resized to any size or resolution without losing quality. The preferred method for using Google's icon's is by selecting the one you want on their website, and at the bottom of your screen select to download the SVG. This file can be opened in Illustrator, and resized or the color changed. The default color is black and should be changed to an approved color.

The icons can also be downloaded as Portable Network Graphics, which are bitmap based. It is not recommended to use this method as the PNG files should not be scaled up when you use them as they will look "pixelated", see to the right. The default color is black.

https://www.google.com/design/icons/
Feel free to use, remix, and re-share the icons in your products. The icons are available under the CC-BY license. Google would love attribution in website's "about" screen, but it's not required. The only thing they ask is that you not re-sell the icons.

Icons

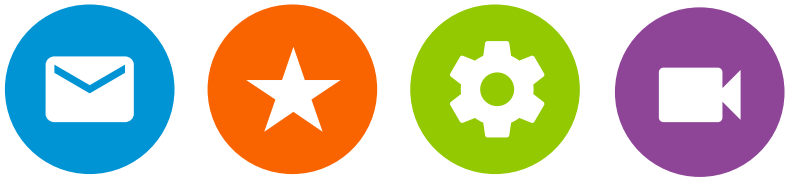
Canva Icons

How to use Icons

Print or Web Icons

Color

Download the SVG and open in Illustrator to change the fill color.



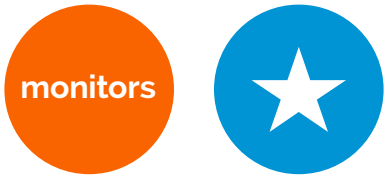
Color icons do not have to be in circles, just used as an example of a color background

Icons can be used on white with full color, or in a shape with a 3pt. stroke to corresponding color to match the icon.

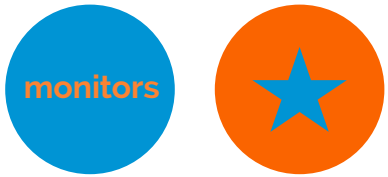
Accessibility

Contrast

The accent colors are so bright and there is not much variation in tonal value between them. For accessibility issues, they should not be used with important text inside them, only icons of white and text of white should be used against color.



YES!

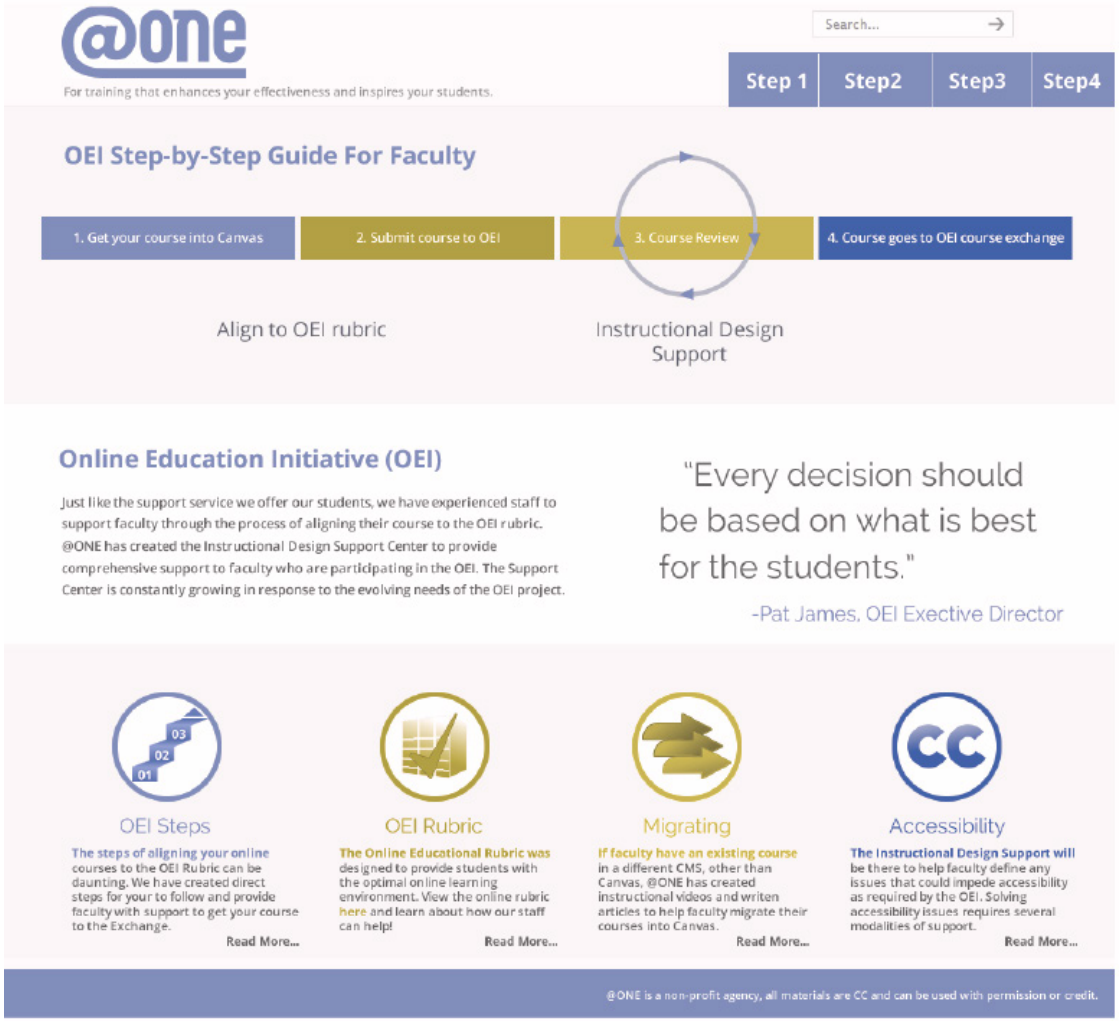


NO!

It is not recommended that any of the colors overlap each other.

Accessibility

Color Blindess Test



Using a color blindness test for protanopia, no red cones, red-green color blindness you can see there is still not a great distinction between the green and orange secondary colors.

Using free Sim Daltonism software
https://michelf.ca/projects/sim-daltonism/

Images

Captions

When it is available, provide captions for images. These help screen readers and general users to understand what the image is about. If attribution is required to use the image, it can be placed in the caption area. If no attribution is required, do not list it.

Alt Tags

When uploading images online to any website, make sure ALT tags are inserted. ALT tags mean alternative text and they are used for screen readers. When a person is using a screen reader, they can not see images properly and rely on ALT tags to explain what the images are or how the images are being used.

Example alt tag for the image on the right may read:
"Man on laptop at airport".

Man on laptop at airport.

Accessibility

Video

Closed Captioning

Closed captions should always be available for any video project made.

Print Alternative

A printed transcript should be made available to public audiences as an alternative source for the information.

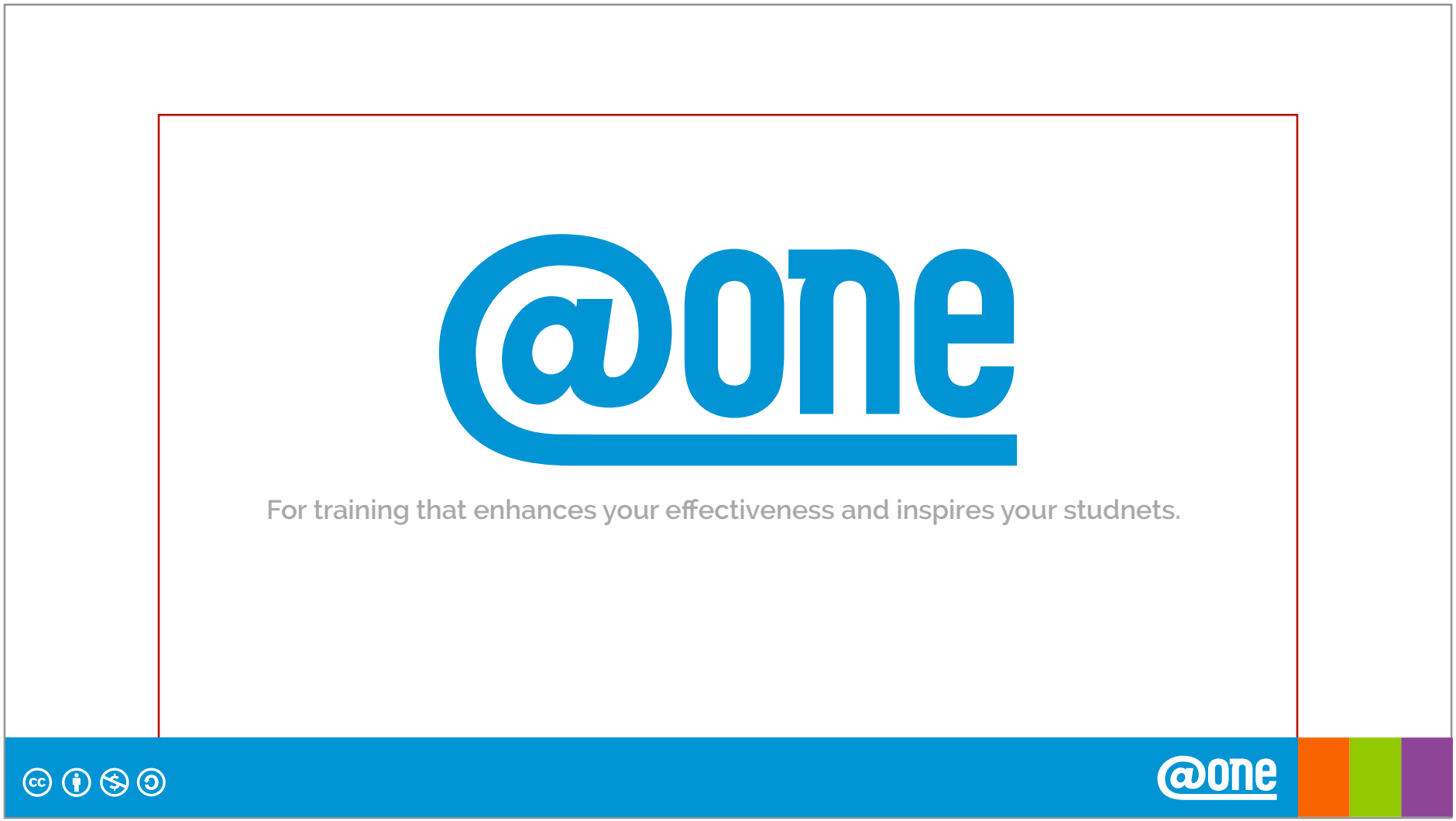
Format

YouTube supports the following formats to upload: MOV, MPEG4, MP4, AVI, WMV, MPEGPS, FLV, 3GPP, and WebM. Vimeo supports all major codecs (file formats) but it will be converted using a H.264 codec. If you have the option, use this file format for your videos: MPEG4 or mp4.

Ownership

Video which is proprietary to @ONE should contain the logo watermark on the video.

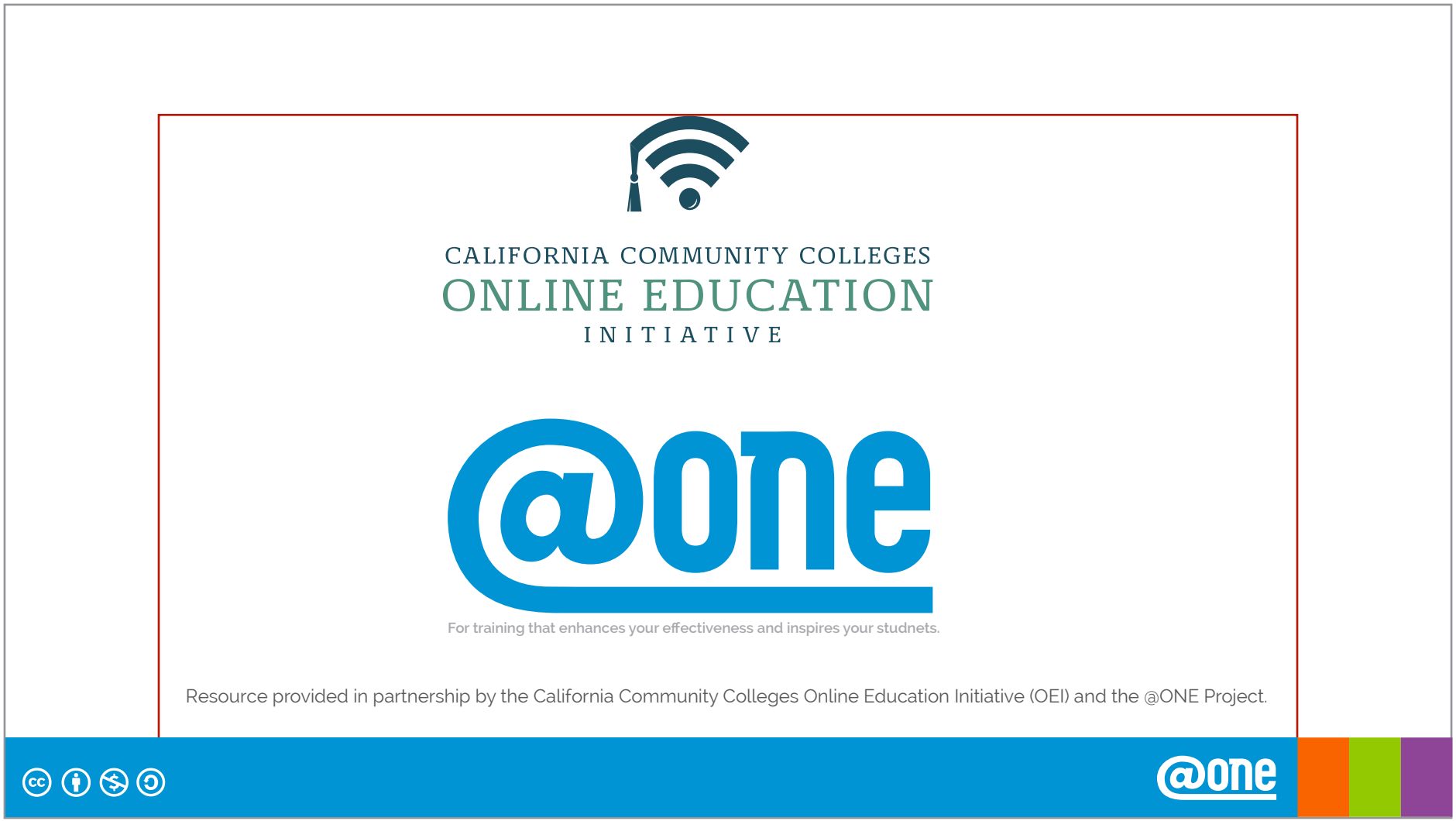
Video Presence v.1



Logo Placement

All @ONE videos should contain the logo before the main title screen.
The color bar at the bottom contains CC BY-NC-SA license.

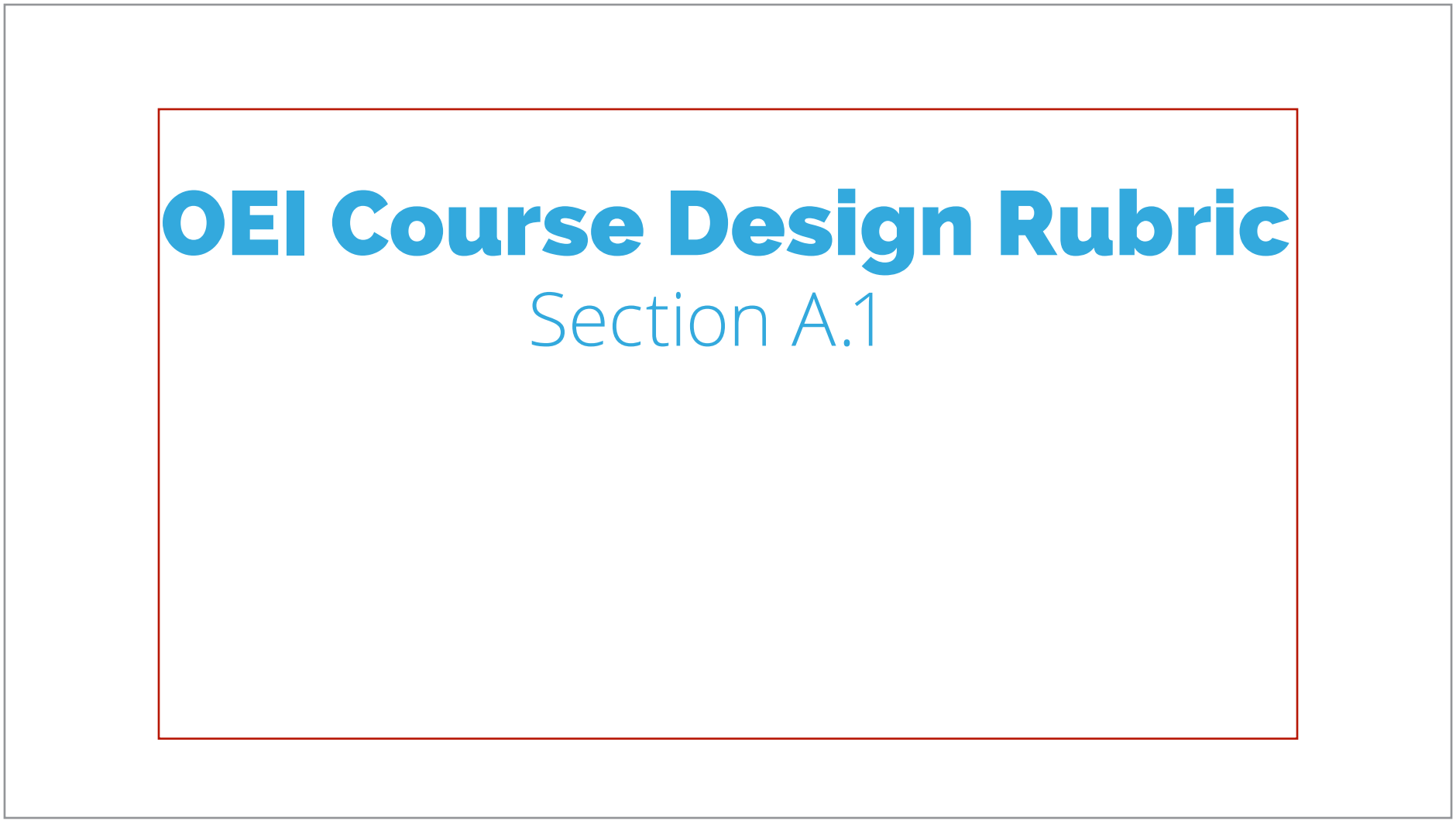
Video Presence v.1



Logo Placement

In partnered projects, the OEI Logo will take precedence over the @ONE Logo, or be displayed first. Resource provided in partnership by the California Community Colleges Online Education Initiative (OEI) and the @ONE Project.

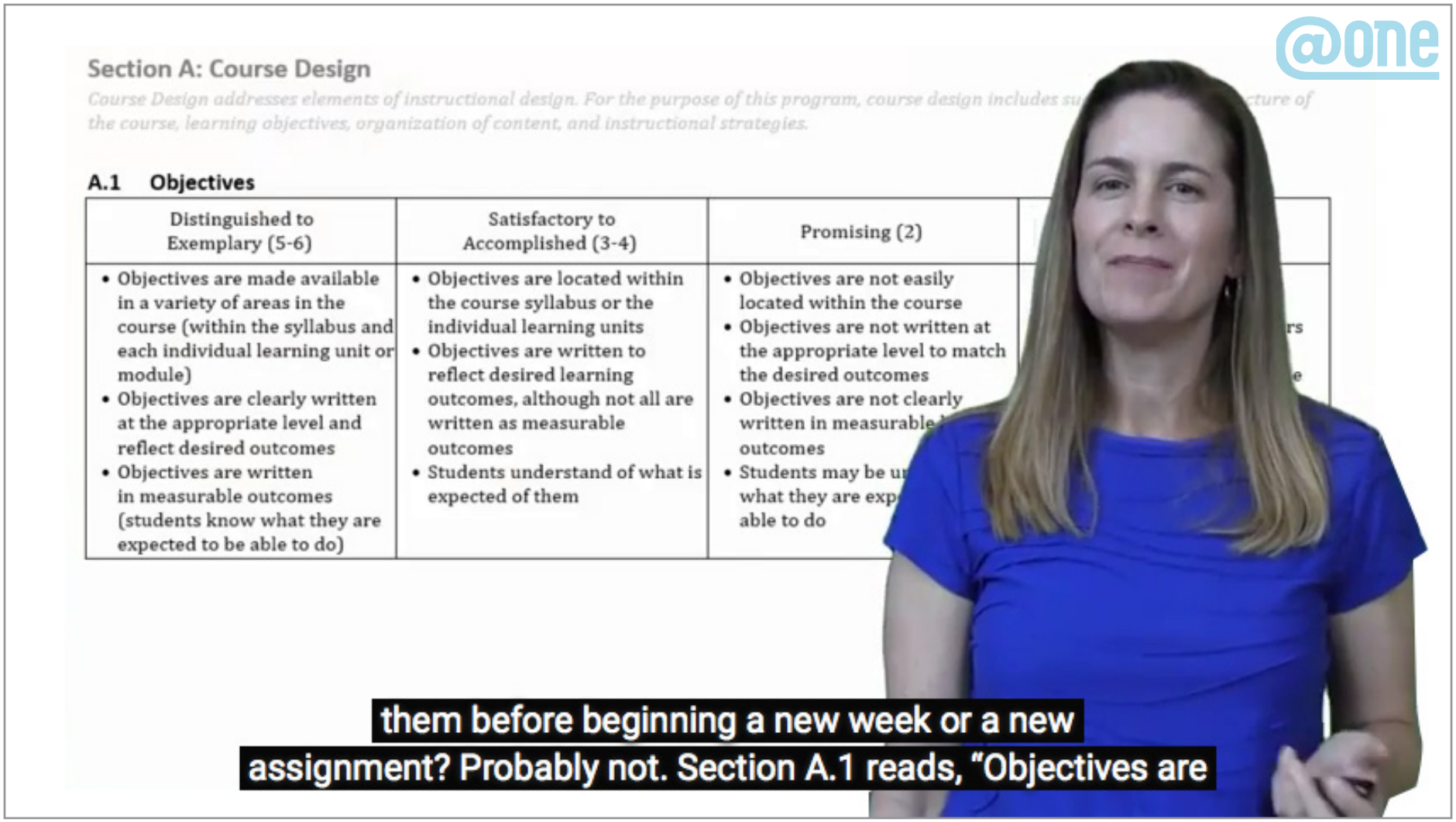
Video Title Screen



Title Placement

Title of video should be centered 48pt, Open Sans Bold
Subtitle of video should be centered underneath at 36pt, Open Sans Semibold
Use Video Template in Camtasia when possible
There is a title safe zone 20% from the screen's edge; important text should always be inside the zone.

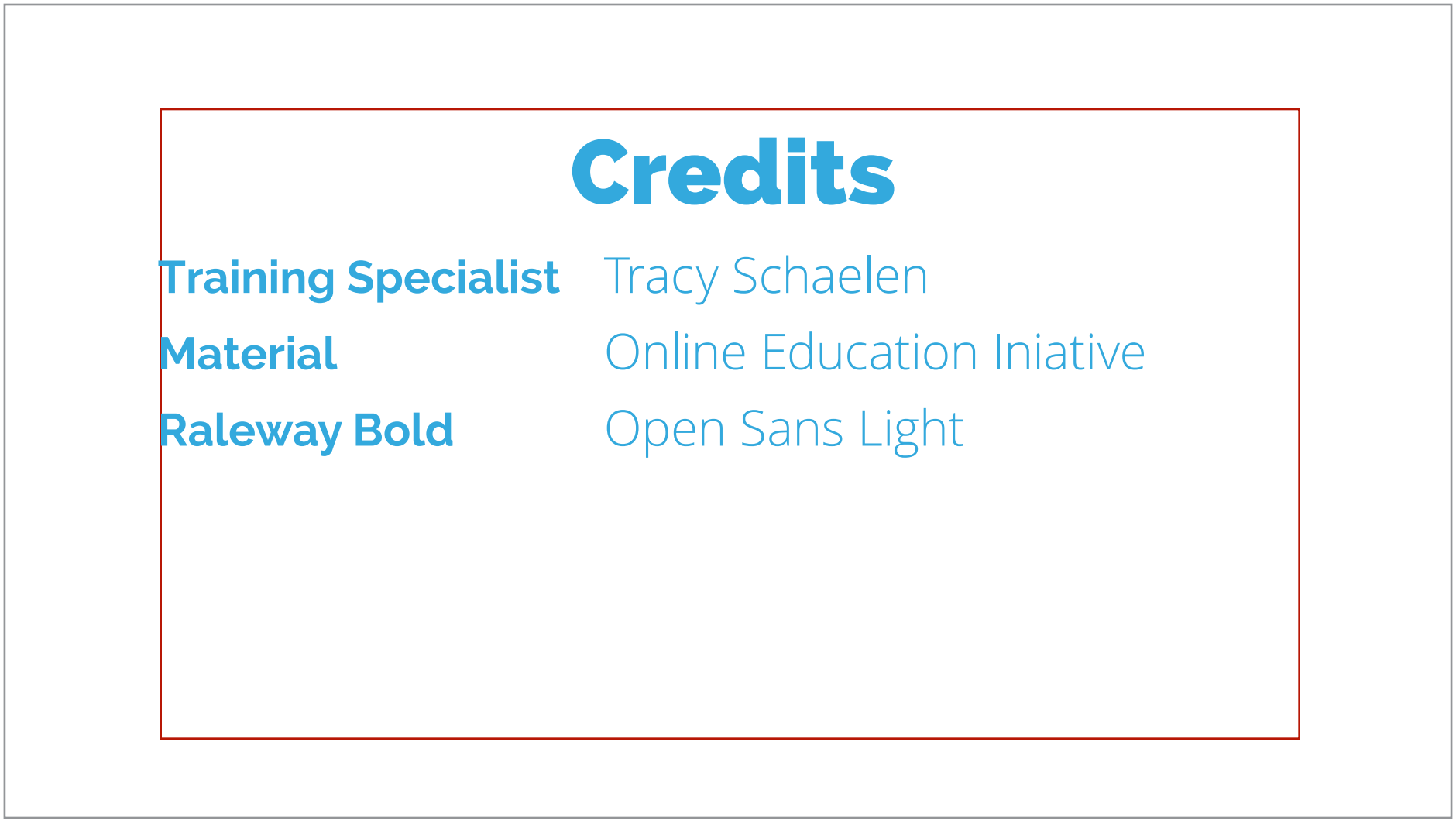
Video Content



Logo Placement

Watermark logo for @ONE should be placed in the top right corner of the every content screen.
The logo is at 35% opacity, which can be adjusted if the content is too light or too dark.
Please use the Camtasia template when possible.

Video Credit Screen



Credit Placement

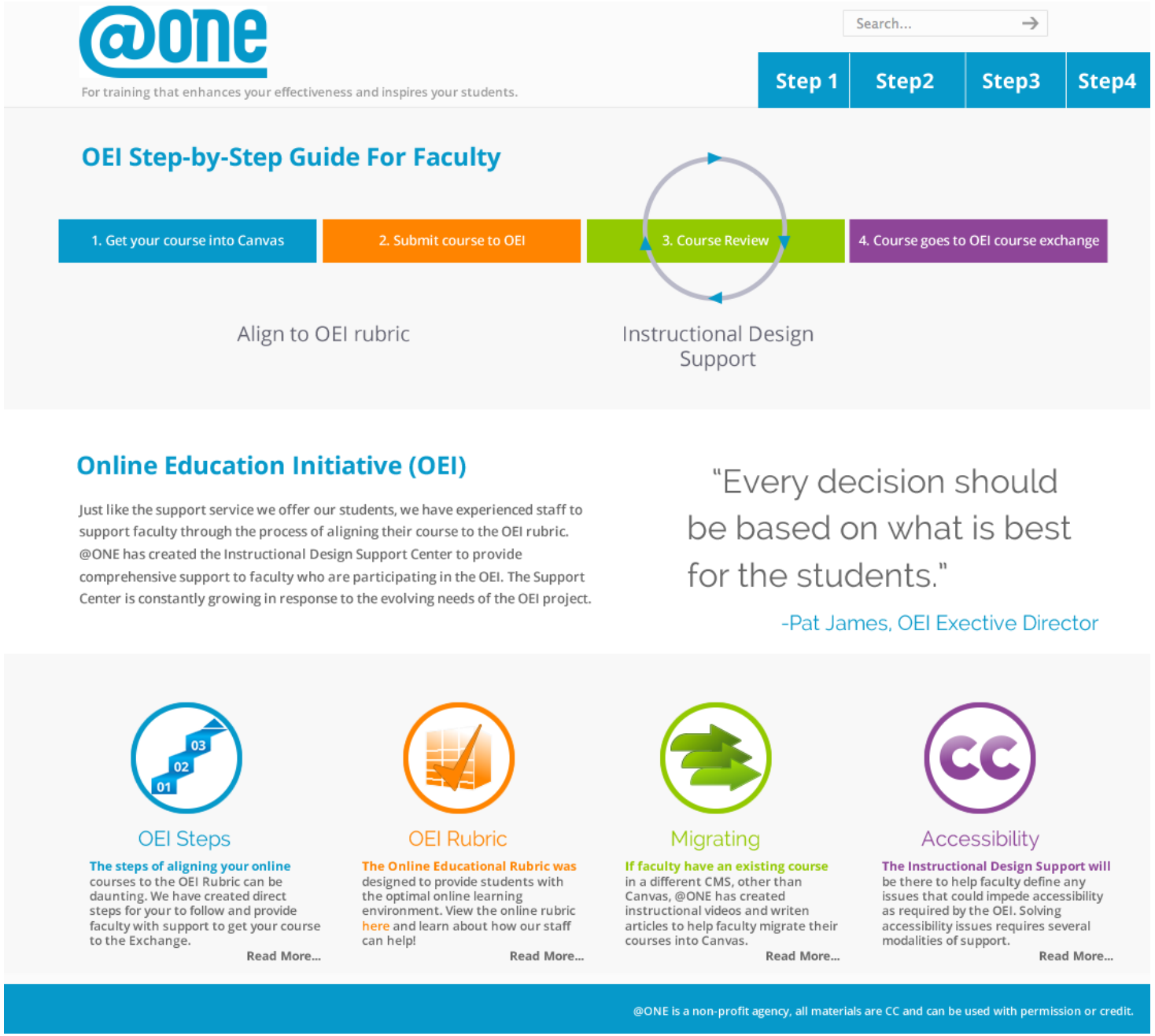
Credits for video should be centered 48pt, Open Sans Bold
Credit title should be left justified in safe zone at 24pt, Open Sans Bold
Credit attribution tabbed over and left justified at 24pt. Open Sans Semibold
Try to stay within the safety zone,

Web Presence

Responsive WordPress Theme U-Design

Web Mockup v.1

oei.foronetraining.org



Resource provided in partnership by the California Community Colleges Online Education Initiative (OEI) and the @ONE Project.

Converting from Blackboard to Canvas

Blackboard Content	Canvas Equivalent	How do I use a Tool in Canvas?
Announcements	Announcements	Documentation Video
Assignments/SafeAssignment	Assignments	Documentation Video - overview Video – creation
Blog	No Equivalent	See workaround
Course Calendar	Calendar	Documentation Video
Course Files	Files	Documentation Video
Discussion Board/Forums	Discussions	Documentation Video - overview Video – creation
Documents, Images and Media	Files	Documentation Video
Glossary	Pages	Documentation –overview Documentation - creation

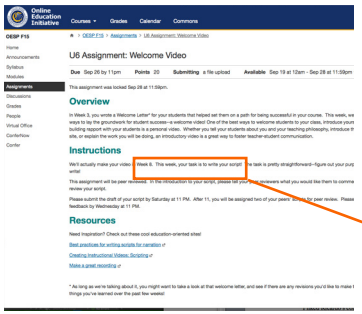
When migrating from Blackboard to Canvas please keep in mind that Blackboard and Canvas are two very different LMS systems. This mean your Blackboard content will not transfer over exactly as it was in Blackboard. You might find it easier to simply rebuild your course in Canvas. If you decide to transfer you content over using the Import Content Tool, below are recommendations you might want to keep in mind when using this tool.

Creative Commons Icons https://creativecommons.org/about/downloads

@ONE Word Layout

CALIFORNIA COMMUNITY COLLEGES
ONLINE EDUCATION
INITIATIVE

@one



Recommendations

Use Import Content Tool:

Announcements

Assignment/SafeAssignments – Transfers as normal assignments, there is no SafeAssignment in Canvas. There will also be a column created in the Grade Center

Calendar

Discussion Board – Discussion prompts transfer over

Glossary – Transfers as Pages

Grade Center

Tasks– Transfers as Pages

Tests, Surveys and Pools – will transfer in Quizzes section. Only multiple choice, fill in the blanks,

essay, matching, numerical and formal will transfer. If not supported by Canvas the question

becomes text only question

Raleway Bold 15 pt.

Using a Google font is one way to provide consistency in web typography, no matter if the user is on a Mac or PC. Open Sans is a free font and can also be downloaded for print material, providing a consistency between print and screen.

Ownership

OEI

Vertical Orientation

Horizontal Orientation

Any items created for OEI by @ONE will have @ONE style, but contain the OEI Logo or funding statement: Resource provided in partnership by the California Community Colleges Online Education Initiative (OEI) and the @ONE Project. If logos are used, the OEI Logo will take precedence over the @ONE Logo, or be displayed first. When projects are assigned, they will be assigned as OEI, @ONE or partnership projects.

The above two orientations are the only approved logo's by OEI and they are available as .eps vector formats.

@ONE

All images and material used by @ONE are labeled Attribution-NonCommercial-ShareAlike CC BY-NC-SA
Example of footer attributation marks:

CC BY-NC-SA https://creativecommons.org/licenses/
Creative Commons Icons https://creativecommons.org/about/downloads