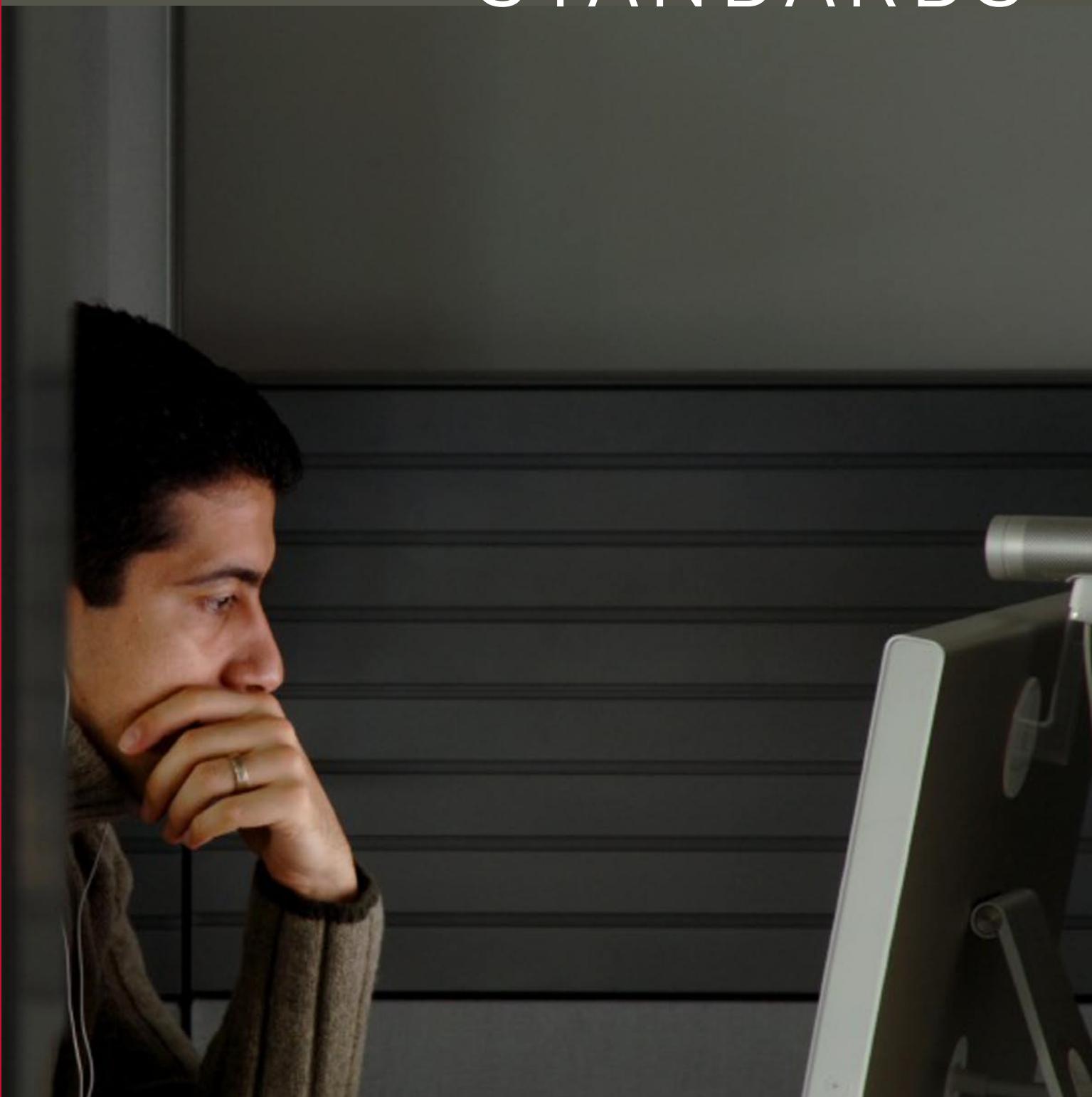


WEBSITE GRAPHIC STANDARDS

A photograph of a man with dark hair and a beard, wearing a brown sweater, sitting at a desk and looking intently at a computer monitor. He has his hand to his chin in a thoughtful pose. The monitor shows some graphical elements, including a large letter 'A'. The background is a dark, minimalist interior.

CONTENTS

- 2 Introduction
- 3 SFU Site Organization
 - Site Structure / Elements
- 4 SFU Header
- 5 SFU Footer
- 5 SFU Campus Header
- 6 Organizational Unit Sites
 - Wireframe Drilldown
- 7 Homepage
- 7 Overview
- 8 Alternate Content Layout
- 9 Subpages
 - Left Navigation
 - Right Navigation
 - Breadcrumbs
 - High Level Category Page - Level 1
- 10 Level 2
- 10 Level 3
- 11 Level 4
- 12 Level 5
- Page Specifications
 - 13 Basic Dimensions
 - 14 HTML Typography
 - 14 Graphical Typography
 - 15 Colours
 - 16 Photography
- Example Pages
 - 17 Faculty
 - 18 Administration
 - 18 School or Program
- Design Variations
 - 19 Meet and Stay at SFU
 - 20 Student Services Micro-site
- 21 SFU Colours
- 22 Font Standards and Typographic Alignment
- 23 Charts
- 24 Forms
 - Log-in Pages

Introduction

This standards guide has been written to help SFU communicators and Web developers consistently and effectively design and build websites under the global branding guidelines for Simon Fraser University. These guidelines were created in conjunction with the Public Affairs and Media Relations (PAMR) department and the office of University Relations.

Scope of Standards

These standards are made available in two formats. Web templates, ready to use with a custom version of Adobe Contribute are available through the Learning Instructional Design Centre (LIDC) who can also provide training and support for units wishing to use this software. Elements from these templates are also available as standalone image, script and style sheet files for those who wish to implement their own content management systems (CMS).

The SFU Board of Governors

The SFU Board of Governors approved on 30 November 2006 a motion as follows: That the Board of Governors of Simon Fraser University approve the wordmark and brand developed by Karo Design as the University standard and that all University communications must meet the requirements of the Simon Fraser University Graphic Standards Manual.'

The Graphic Standards Manual is in two volumes: One covers use of the new SFU logo and branding in print materials, on stationery, business cards, brochures, and more; and one covers use and style for university websites.

SFU's department of Public Affairs and Media Relations has been assigned to protect the integrity of the new brand and logo, and to verify that proposed usage meets the requirements.

To this end:

- Drafts of any print use of the new branding, logo or wordmark must be sent to the SFU Design Group for verification before publication or issue: (cknight@sfu.ca)
- Drafts of any web use must be sent to Public Affairs Steve Ray for verification before posting: (seray@sfu.ca)
- Questions about usage and styles not covered in the two volumes of the Graphic Standards Manual should be referred to the director of PAMR: donmac@sfu.ca

Goals of Standards Program

The university's web site is one of the most important communications tools and venues for interaction with our audiences and stakeholders. In the absence of deliberate organization and management – or in the presence of inconsistency through our sites– audiences create their own perceptions and opinions. That experience may or may not result in engaging with the university

Most significantly, consistently implementing the templates will:

Promote a unified, cohesive online brand.

First, to ensure that visitors to sites featuring SFU programs, initiatives, departments, people, and achievements have a connection to the university brand. And the second is to improve the overall consistency among certain aspects of SFU Web sites by addressing issues including look and feel, color palette, font choices, and navigational conventions.

While addressing these issues, the templates have also been created to ensure flexibility in design and encourage uniqueness among sites throughout the University. The templates are not intended to make all sites within the SFU the same.

Improve ease of use through navigation through conventions.

When every site within the University's Web structure uses different navigational conventions, visitors are forced to learn a multitude of ways to find the information they seek. By adopting navigation conventions in these guidelines, communicators and Web developers can provide a consistent and learnable method of navigation that allows users to more easily navigate between and within University Web sites.

Help Web visitors who seek general information

Especially to users who are new to the university, one of the most frequent complaints our Web visitors have regards their inability to find general University information. This often includes centralized contact information, access to general search features (for both people and departments), as well as access back to the University's home page. Too often visitors navigate to areas within the University's Web structure where they are unable to easily get back to these broader, top-level University resources. The templates have been designed to ensure that all users can get to more commonly used resources at any time during their online experience.

Help units develop pages more efficiently.

The templates provide communicators and Web developers with a convenient structure to be used for their specific needs. Consequently, developers will not have to "recreate the wheel" each time they develop a new site.

Templates and attendant files are provided free of charge by LIDC and PAMR to all units who are creating or updating sites to reinforce and advance the University's mission. Consultation services are available and regular updates will be available through www.sfu.ca/clf website and discussed in webmasters meetings and mailing lists.

SFU Web Site Organization

To help promote a cohesive online brand, specific page or site genres have been developed to help visitors orient themselves with the main entry-points to SFU websites.

SFU Global Site

One of the most significant changes to the web site organization is the introduction of the SFU Global Site. This page is meant to be the primary starting point for new visitors and contains overarching information relevant to each campus. This includes content such as general "About SFU" information; Administrative offices; policy and legal; and descriptions of academic units.

The SFU Global Site is also the home for cross-campus services and information such as contact directories; Clan Athletics; Libraries; Academic Computing Services; and Media and Public Relations.



A typical illustration of the SFU Global Site

The homepage links are organized using two palettes that reside in the two columns to the right of the headline photo. The first list is the "Audience Palette" which is intended to be a collection of links targeted towards specific user groups such as "Parents". The second is the "Topic Palette" that lists frequently referenced categories of information such as "Research". The link names used here are not necessarily the exact names of the organizational unit, rather they terms which are meaningful to the general public.

News, events and features that are aggregated from all SFU campuses are presented at the level of the Global Home page.

The News section is meant for announcements as they are made and ordered by date. Features are links to specially selected content which may reflect current headline stories or support current events such as an advancement campaign or convocation.

Global Elements

Within this framework, there are two components that all implementations of the templates should share: the SFU header and footer. Sites also need commonality in navigation structure, and other common elements and approaches that appear on the following pages.

These elements were developed to provide consistency and cohesiveness in user interface. They are also designed to help ensure that visitors know they are on a SFU website support customization towards incorporating a visual identity associated with the organizational unit. The university header and footer also help users navigate back to Global and Campus homepages.

SFU Header

The header bar contains key identification and navigation elements for SFU web sites. It is also a key part of the visual identity system. On the left is the SFU logo, university and organizational unit names. On the right is a space for customized image and / or secondary organizational unit logo.

The header also contains the SFU navigation bar which provides access to the Global Home (sfu.ca) and Campus Home pages. It also houses links to dropdowns containing SFU online services, A-Z Directory and the search tool – all resources that users frequently access.

This area is reserved for University Logo and wordmark, and the appropriate campus, faculty, school or program designation

Individual departments or webpages may customize this area with images that are bright and colourful



The Main red navigational bar must not be altered. It is the primary nav tool for moving between SFU.ca and campus locations. It also provides direct links to Online resources, A-Z links and a search tool

SFU Footer

The footer bar contains mailing address information for the main campus; links to a contact info page with frequently referenced numbers and directories; site map; terms and conditions of use, road conditions and copyright statements.

SFU Campus Site

Similar to the SFU Global Site, the SFU Campus Site is intended to present content and links that are specific to each campus. Audience and Topic palettes are also intended to work in a similar fashion as the Global Home with links localized to each campus. For example, the “Library Services” link on the Surrey Campus homepage goes directly to its respective page within the main library site. News and Features are also filtered to prioritize information relevant to the specified campus.

Burnaby Campus Banner with site specific image



Surry Campus Banner with site specific image



Vancouver Campus Banner with site specific image



SFU Organizational Unit Sites

A third genre of sites has been designed for each organizational unit. The suggested navigation structure is straightforward, comprehensive and capable of handling broad topic categories and supporting deep page drill-down.

While this navigation schema may satisfy the needs of most organizational units, it is acknowledged that special requirements may result in different navigation solutions. Any different navigation solutions shall be approved by the web strategist in Public Affairs and Media Relations.

Designers and developers are encouraged to share these solutions such that they may be incorporated into future guidelines.

SFU.ca



Student run initiatives
Personal profile pages
SFU affiliated clubs

Campuses



Faculty



Global Services



Administration



Portals



Campus specific schools/programs/classes



Student Services
Library
Clan Athletics

President's office
Research
Legal and Policy

mySFU
goSFU

School



Program

Global Home Page

This overview page features information and provides introductory language to explain the purpose of the unit and to suggest what users may find deeper into the site. Practically, the unit home page cannot link to and represent everything the unit has to offer; instead, it works best for headlines, features, calendar of events and timely notices.

Like other home pages in these guidelines, a large area for images or photos (see page 17 on image guidelines) are reserved to reinforce headline information or to market certain aspects of the organization.

Overview

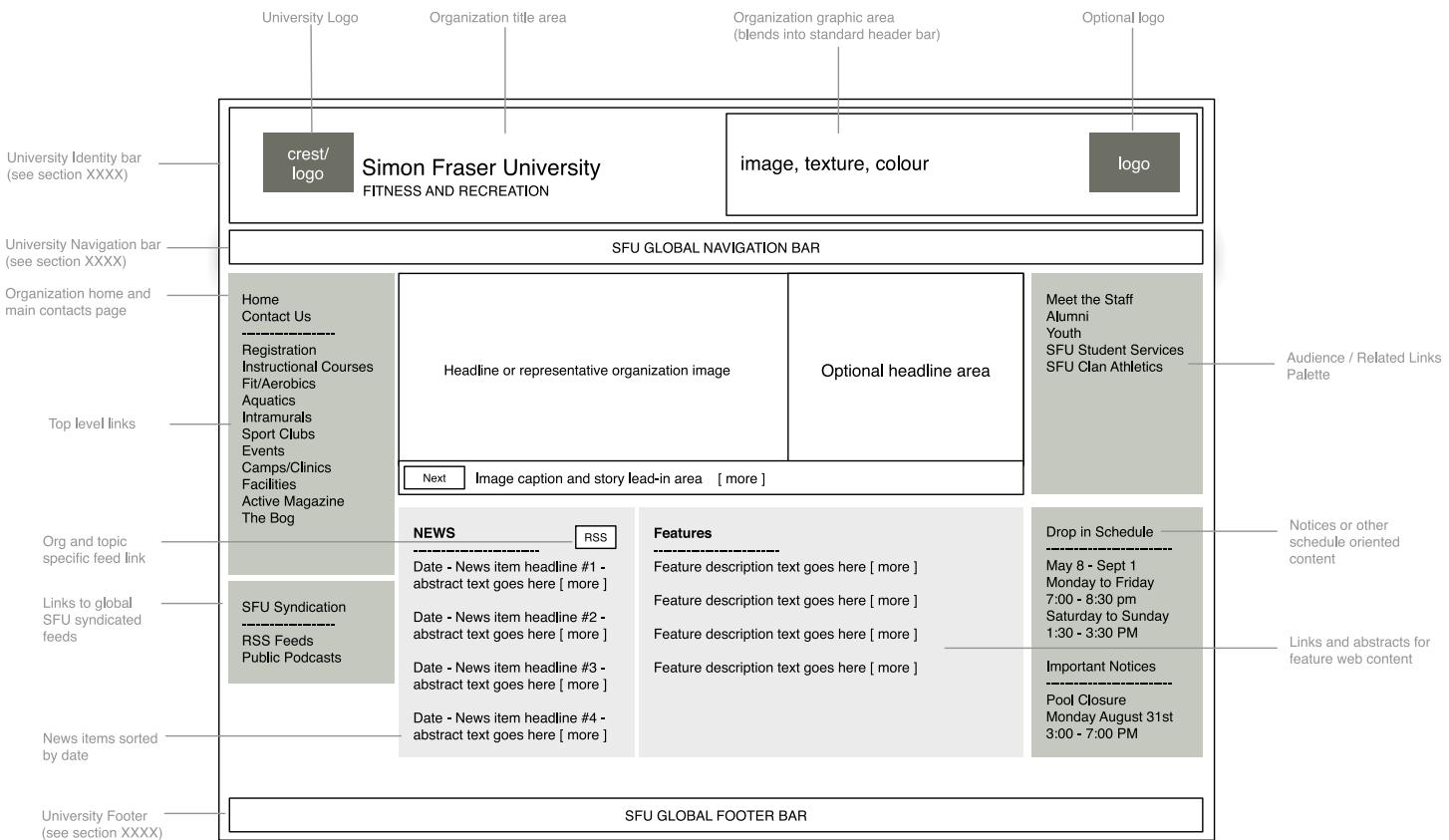
The following schematics are recommendations for applying a consistent brand experience across a variety of different web site with a broad ranges of content and goals.

Scrolling and Navigation

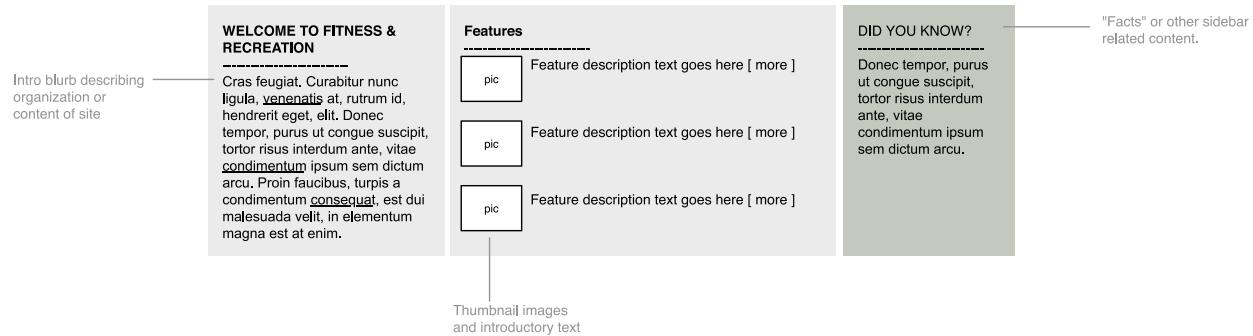
It is recommended for home page and menu pages where users need to make a navigation choice that scrolling is kept to a minimum based on a screen resolution of 1024 x 768 pixels. A best-practice is that nobody should be required to scroll any deeper than screen-plus-25%.

Content pages, such as full text of articles or papers, are exempt from the minimal-scrolling requirement. However, long papers should be broken up into multiple pages and provide the user with inter-page links. (See example on page 10).

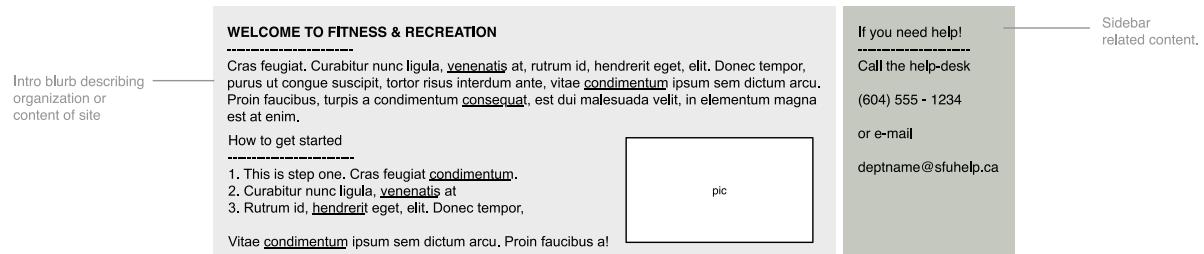
If the number of links appear excessive, in either the left navigation or body area, it is recommended that site planners develop categories to group links to reduce the number of top-level choices.



Alternate Content Layout



Alternate Content Layout



Subpages

The navigation structure suggested in these guidelines allow for deep hierarchy while maintaining context within the SFU Global and Organizational Unit navigation. See diagrams annotations for details.

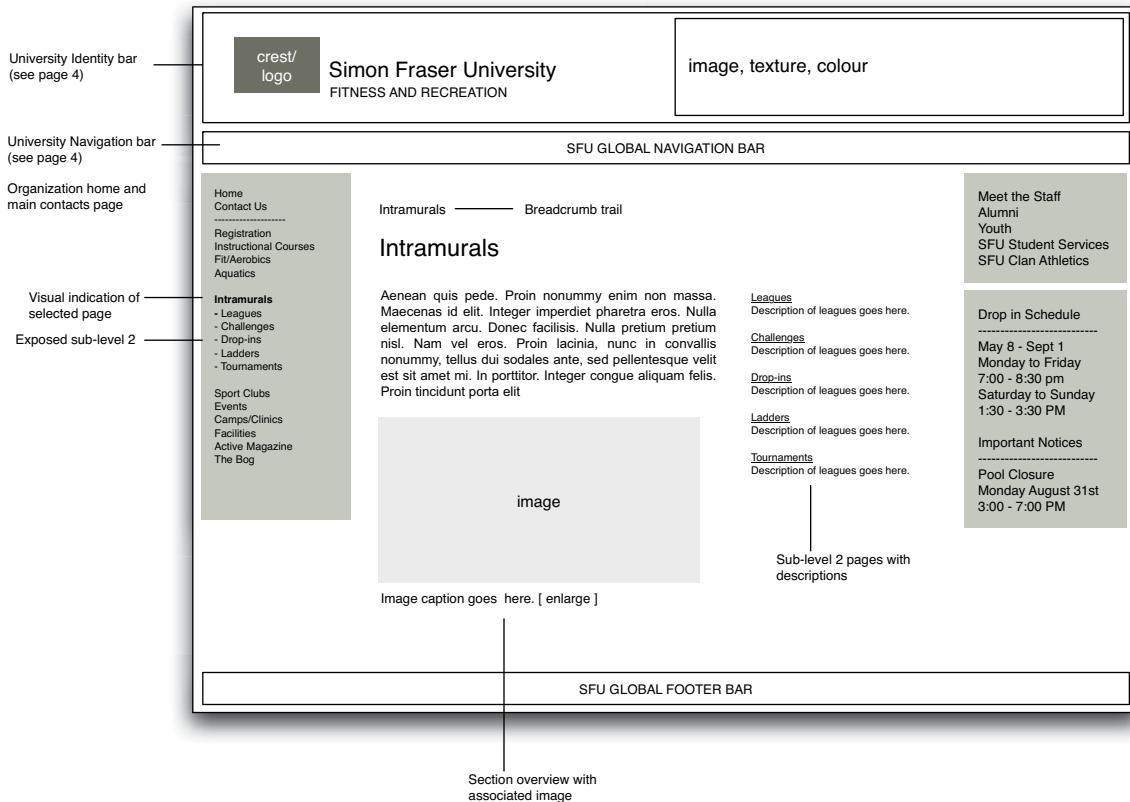
Left-Hand Navigation

The left-hand navigation area is used to indicate high-level categories. It is recommended that the first two links are always links to the organizational unit's home page and main contact information. To minimize the length of the left hand navigation, it is recommended that only one level of sub-sections is shown below the top level links.

Right-Hand Palette

This palette may be used for Audience, Related or deeper navigation links below the second level in the page hierarchy. The area below the right hand-palette may be used for notices, schedules or other content related to the page.

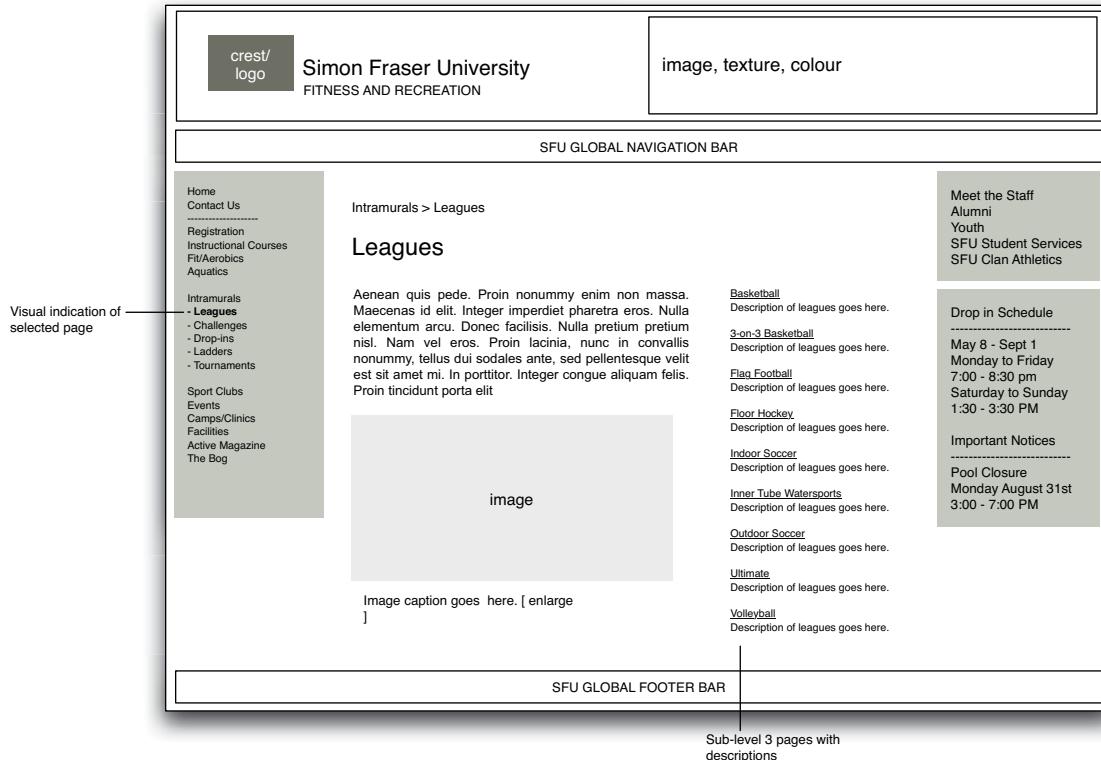
High Level Category Page - Level 1



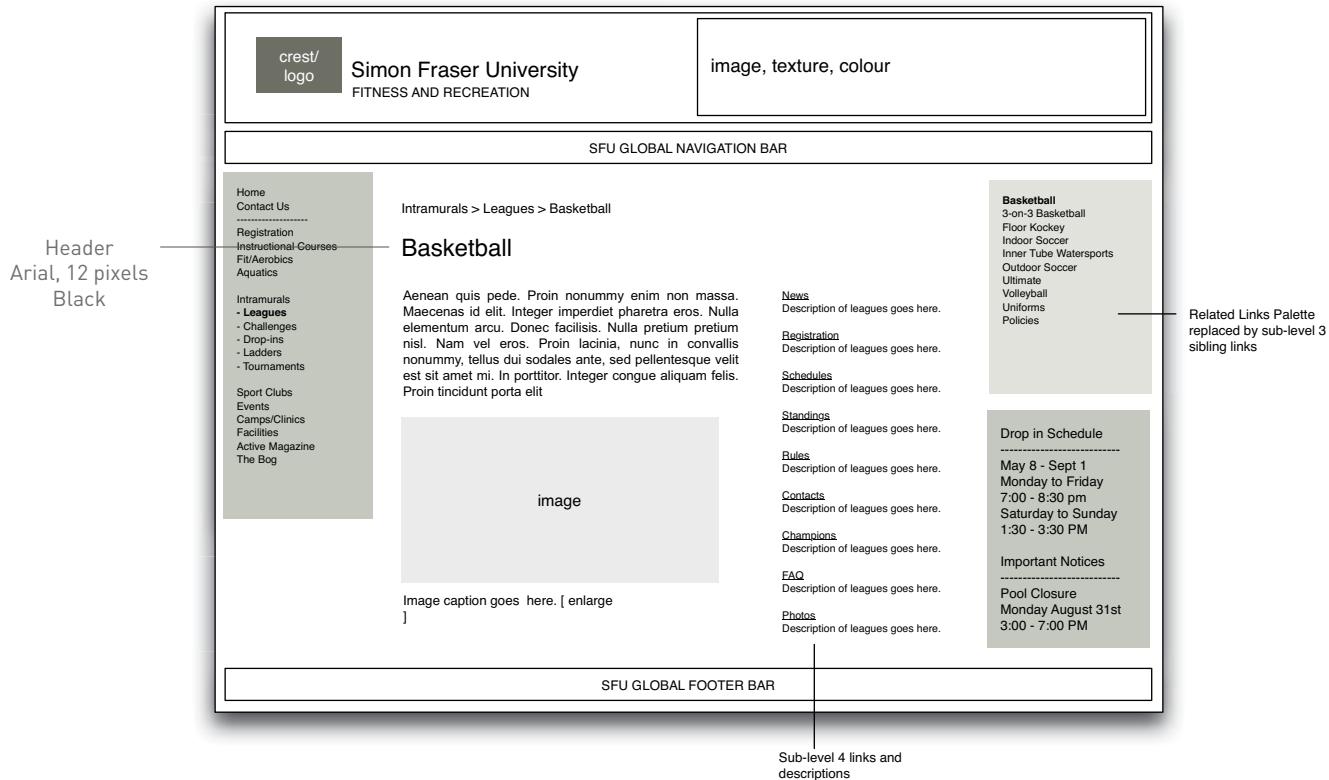
Breadcrumbs

Breadcrumbs are links that provide a path back to the main sections of a site. They also present a visual representation of the site's architecture to users.

Category Sub Page - Level 2



Category Sub Page - Level 3



Category Sub Page - Level 4

The screenshot shows a web page layout with the following components:

- Header:** A dark grey header bar containing the university crest/logo and the text "Simon Fraser University" and "FITNESS AND RECREATION".
- SFU GLOBAL NAVIGATION BAR:** A horizontal bar at the top of the main content area.
- Left Sidebar:** A vertical sidebar on the left side of the content area, containing links such as Home, Contact Us, Registration, Instructional Courses, Fit/Aerobics, Aquatics, Intramurals (Leagues, Challenges, Drop-ins, Ladders, Tournaments), Sport Clubs, Events, Camps/Clinics, Facilities, Active Magazine, and The Bog.
- Content Area:**
 - Breadcrumb:** Intramurals > Leagues > Basketball > News
 - Title:** Basketball News
 - Date:** 2006 | 2005 | Archives — Sub level 5 links
 - Text:** News item Title and Date (with placeholder text about Aenean quis pede). Below it is another news item with placeholder text about Nam vel eros.
 - Image:** A small placeholder image with the caption "image" below it.
 - Caption:** Image caption goes here. [enlarge]
- Right Sidebar:** A vertical sidebar on the right side of the content area, containing links such as News, Registration, Schedules, Standings, Rules, Contacts, Champions, FAQ, and Photos.
- Callout:** A callout arrow points from the text "Related Links Palette replaced by sub-level 4 sibling links" to the right sidebar area.
- Footer:** A horizontal bar at the bottom of the main content area, containing the text "SFU GLOBAL FOOTER BAR".

Category Sub Page - Level 5

Article with thumbnails

The screenshot shows a page layout for a category sub-page. At the top left is the Simon Fraser University crest/logo. To its right is the university name and 'FITNESS AND RECREATION'. A large central image placeholder is labeled 'image, texture, colour'. Below the header is a 'SFU GLOBAL NAVIGATION BAR' with links: Home, Contacts, Registration, Instructional Courses, Sport Clubs, Intramurals, Leagues, Challenges, Tournaments, Camps/Clinics, Facilities, Active Magazine, and The Blog.

The main content area features a large heading 'THIS IS THE HEADLINE' with a date 'October 24, 2006'. Below the heading is a large block of placeholder text: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed vitae sem. Praesent rutrum nisi nec urna. Nulla facilisi. Duis augue lorem, malesuada non, tristique at, volutpat eu, nulla. Etiam mattis. Nunc vitae erat nec nunc blandit suscipit. In varius urna nec risus. Aliquam tristique lacus vitae turpis. Praesent toror.' This is followed by several smaller text blocks and a sidebar:

- News**: Registration, Schedule, Standings, Rules, Contacts, Champions, FAQ, Photos.
- Drop in Schedule**: May 8 - Sept 1, Monday to Friday, 7:00 - 8:30 pm; Saturday to Sunday 1:30 - 3:30 PM.
- Important Notices**: Pool Closure: Monday August 31st 3:00 - 7:00 PM.
- Related Links**: Link 1, Link 2, Link 3.
- Document tools**: - Printable version, - e-mail this page, - send to delicio.us, - Font size S M L.

Below the sidebar is another large image placeholder labeled 'image' with a caption 'Image caption goes here. [enlarge]'. At the bottom is a footer bar with 'SFU GLOBAL FOOTER BAR' and a page navigation link 'Page [prev] 1 2 3 4 [next]'.

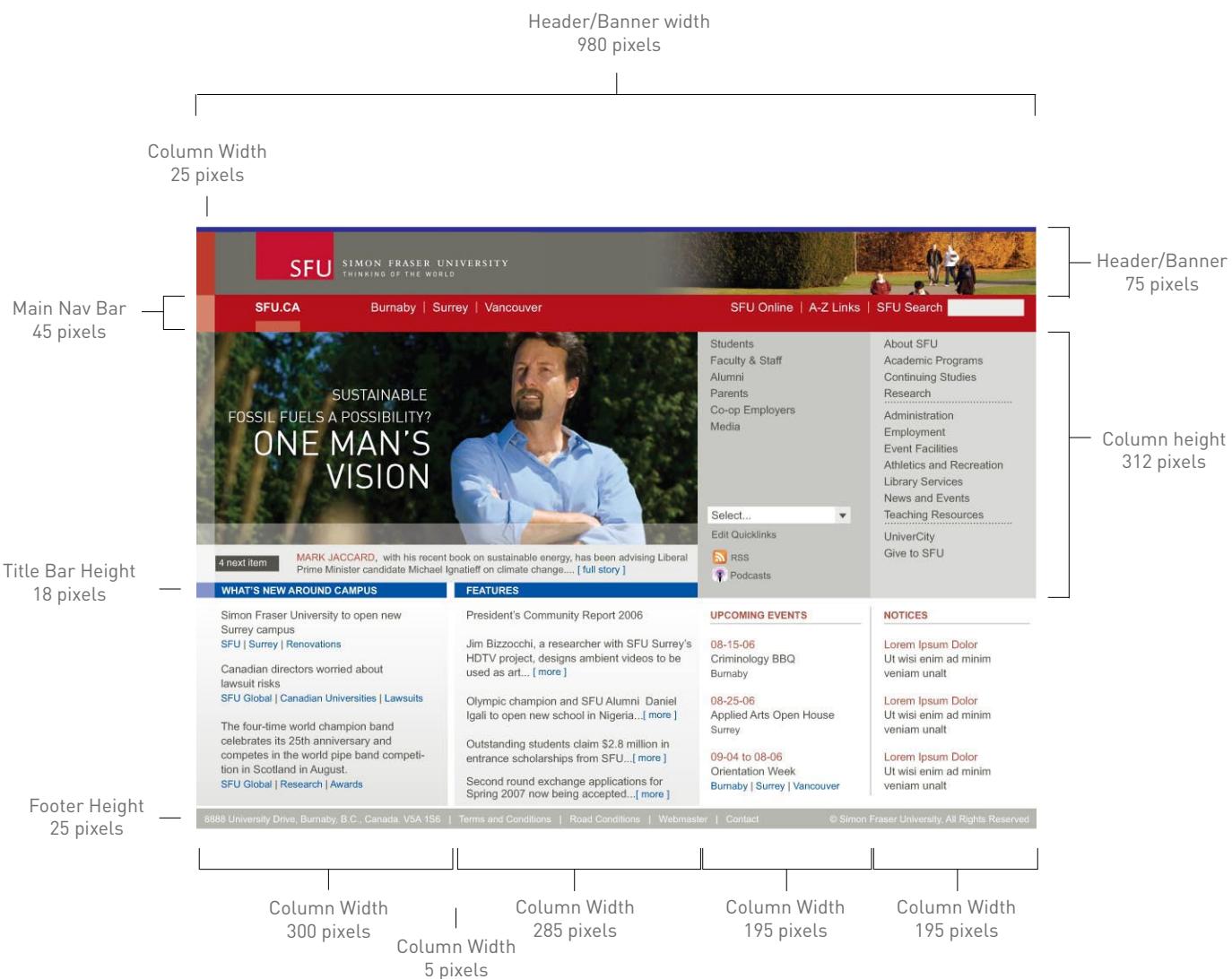
Article with dominant image

This screenshot shows a similar page layout but with a different visual emphasis. The large central image placeholder is labeled 'image, texture, colour'. The rest of the page structure is identical to the first one, including the header, navigation bar, and content blocks. The footer bar also contains the same text and page navigation link.

Page Specifications

Basic Dimensions of Page Attributes

Design note: The above dimensions are based on exact pixel dimensions taken from the original design files.
Please ensure to follow these closely, not from other built pages.



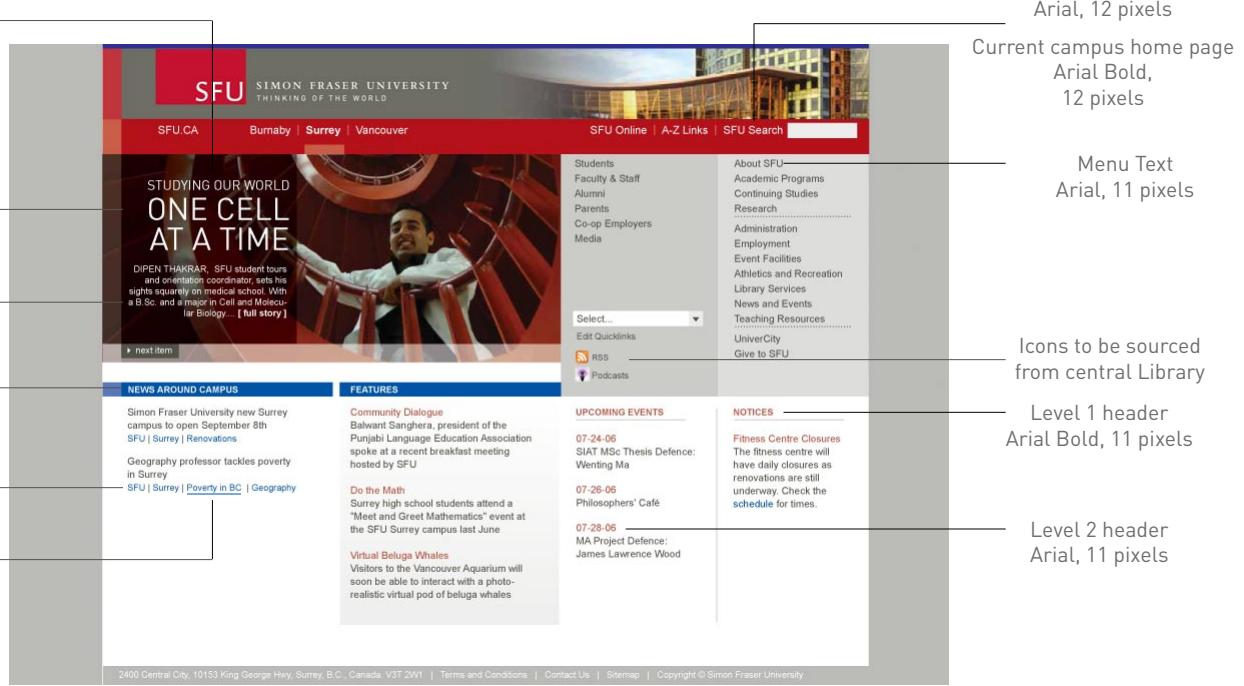
HTML Typography

The following are examples of type fonts and sizes used throughout the HTML text of the templates. These fonts are all controlled through the associated style sheets. . .

Graphical Typography

The following are examples of fonts and sizes used to create images with text overlays.

Image Title small
Din, 14 pixels



Menu Text
Arial, 12 pixels

Current campus home page
Arial Bold,
12 pixels

Menu Text
Arial, 11 pixels

Icons to be sourced from central Library

Level 1 header
Arial Bold, 11 pixels

Level 2 header
Arial, 11 pixels

Image header
Din, 30 pixels

Image body copy
Arial, 10 pixels

Header Bar copy
Arial, 12 pixels

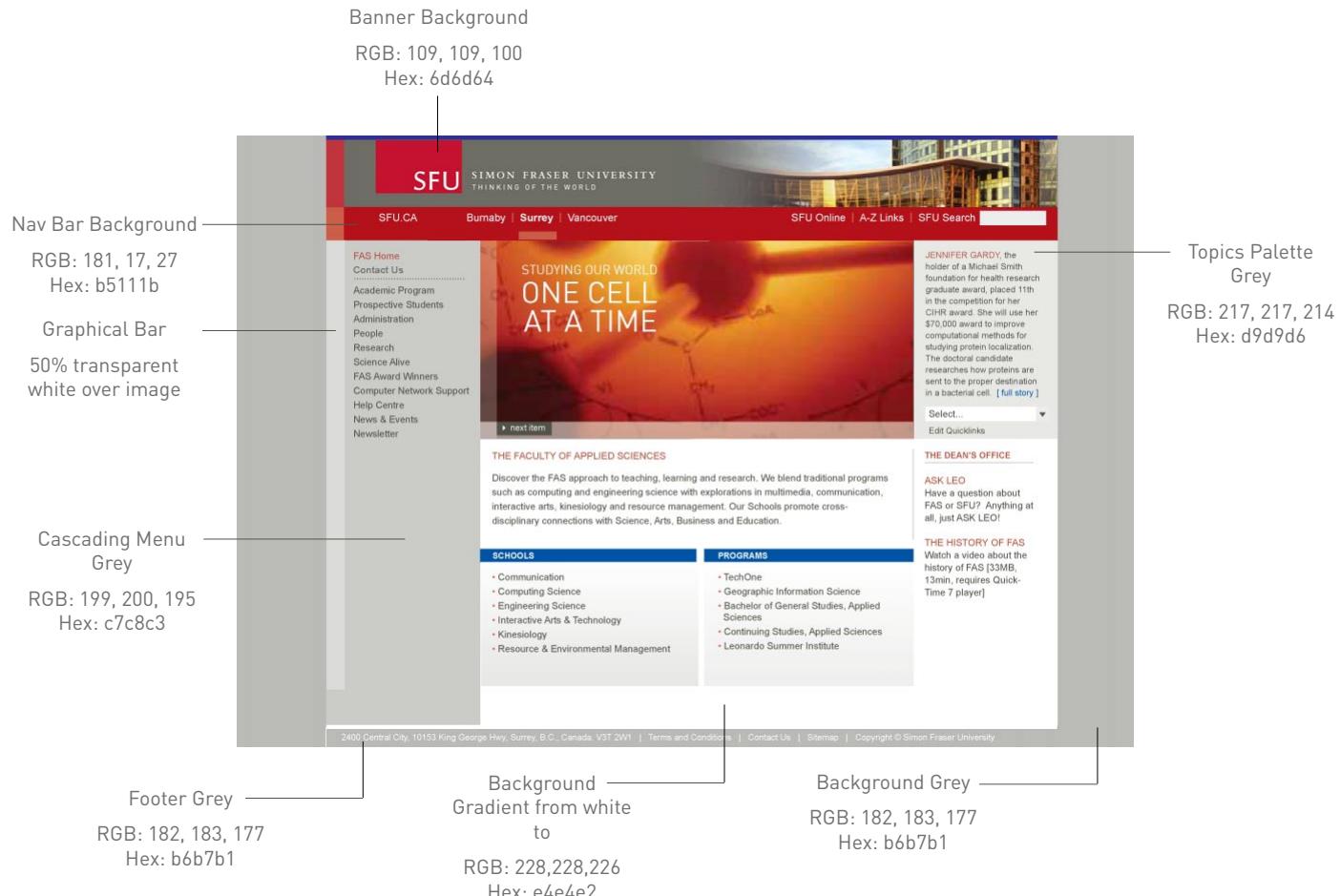
Link text
Arial, 9 pixels

Visited Link text
Arial, 9 pixels
Underlined

Footer text —
Arial, 9 pixels

Colors

Consistent use of color throughout a site helps users navigate and also promotes brand/site awareness. Using colors that are also used in publications related to the site is an additional way to help build brand consistency between print and Web publications.



Photography

Simon Fraser has a large collection of readily available photography for use through the LIDC Library tool. Faculties, Schools, Programs and departments as well as individuals may want to source photography for their specific individual banner treatment from these collections.

Photography chosen for articles / banners etc. should have a feeling of promise, should be broad and grand in its style and use vibrant colours as much as possible.

The overall website design was intentionally muted in order to allow images to stand out as prominent features of the site.

Image width
490 pixels

Image height
75 pixels

Image should be indicative of Site whether at the Campus/Faculty/School or program level and should fade to 100% grey on the left part of the Banner

Image width
590 pixels

Image Height
243 pixels

Image should be colourful and visionary and should be reflective of the brand position "thinking of the world"

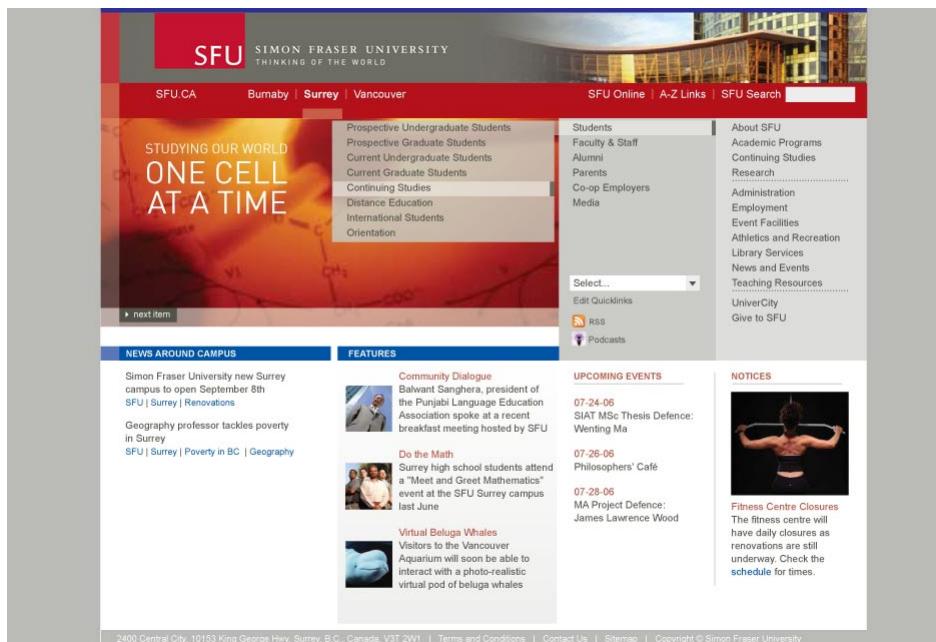


Image width
160 pixels

Image height
125 pixels

Image should relate to article/notice etc

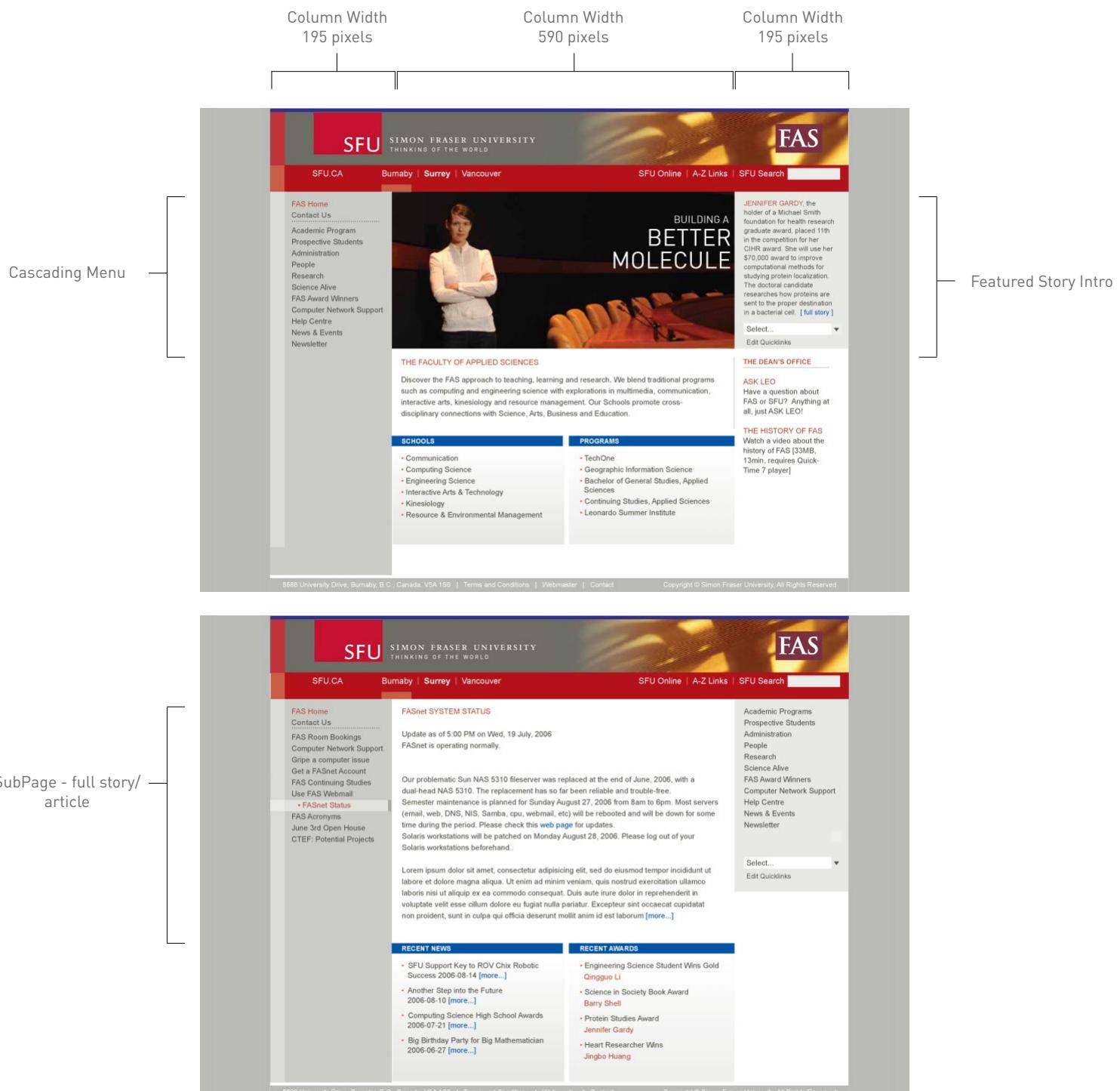
Image width
45 pixels

Image Height
45 pixels

Faculty Pages

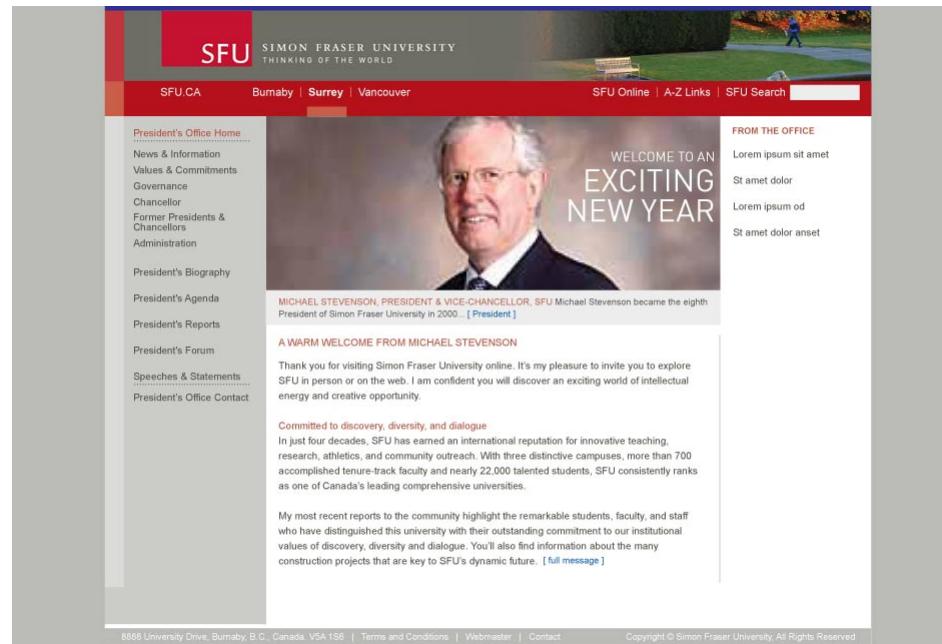
At the faculty level there is still opportunity for large, brand-focused images linked to recent announcements, research grants, findings, etc. We suggest using the LIDC Library tool to ensure photography crops properly and that

a unified brand is presented at all points of contact. If you wish to place your faculty Logo it must appear on the right side (your editable image area of Banner) and cannot be larger than, or compete visually with the Main SFU identity.



Administration Pages

Cascading Menu



Recent News

Featured articles

School / Program Pages

Cascading Menu



campus offerings related to school/ programs

Important notices / course outlines

Design Variations

These are a couple of options showing the versatility within the SFU Web Style.

This should allow some creative freedom among the various campus organizations while maintaining a consistent, and readily identifiable connection to SFU site.

Meeting, Event and Conference Services

MEET AND STAY AT SFU

CONFERENCE SCHEDULE

Su	Mo	Tu	We	Th	Fr	Sa
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

CONFERENCE AND ACCOMODATION OPTIONS TO MEET YOUR EVERY NEED

CONFERENCE SCHEDULE

FACILITY CLOSURES

IMPORTANT NOTICES

Student Services Micro-Site

The purpose built Student Services Micro-site player window houses both Flash and HTML versions – allowing for Flash technology while not alienating a non-flash audience.

When using stand-alone pop-up windows for full screen Flash, Quicktime movies etc., the Nav bar is exempt from the standards for navigation elements. A simple close window button should be used to direct the user back to the previous page.



Note:

Pop-up player windows
do not have navigation
elements

SFU Colours

There are three main colours for Simon Fraser University - red, blue and grey.

The deep blue is a “cool” colour often used in corporate identities to convey trust, strength, loyalty and reliability.

The deep, red is a “warm” colour that symbolizes energy, humanity, bold ideas and progress.

The grey is mainly used as a backdrop - or when large areas require coverage - to ensure images are strong and vibrant.

These colours are to be used online, but are not intended to limit the choice of colours used in communications in general. Colour specifications are given for full colour printing (CMYK values), for spot colour printing (PANTONE® Colour Matching System numbers), for on-screen applications (RGB colours), and for web applications (Hexadecimal colours). When matching an unspecified medium (such as paint or vinyl film), refer to the PANTONE® colour matching system number and choose the closest visual match possible. For accurate colour standards, refer to the current edition of the PANTONE® Colour Formula Guide. PANTONE® is a registered trademark of Pantone, Inc.

SFU Red

CMYK – 0, 100, 96, 28

RGB – 181, 18, 27

Hexadecimal – b5111b



SFU Blue

CMYK – 100, 68, 0, 12

RGB – 0, 83, 155

Hexadecimal – 0054a6



SFU Visited Links Blue

CMYK – 100, 93, 28, 15

RGB – 37, 49, 110

Hexadecimal – 25316e



SFU Grey

CMYK – 62, 54, 63, 35

RGB – 84, 83, 74

Hexadecimal – 54534a

Note: The colour reproduction in this manual should not be used for visual matching purposes, and will vary with printers and computer monitors. For accurate visual representations, refer to PANTONE® Colour Matching System swatches or other high fidelity printed colour guides.



Font Standards

The typeface used for the SFU visual identity signature is Bembo. The use of this font is specified for the name Simon Fraser University (when incorporated into the complete signature with Logo).

The signature and logo are provided as graphic files and should not be re-set.

The preferred supporting type family to be used for SFU applications is Din

Supporting typography:

Display/Headers

- Din – Preferred font
- Arial – Acceptable font and standard to Microsoft Word.

Body Text

- Arial – Preferred body text font. Suitable for long reports or anything with a lot of text.

DIN Regular

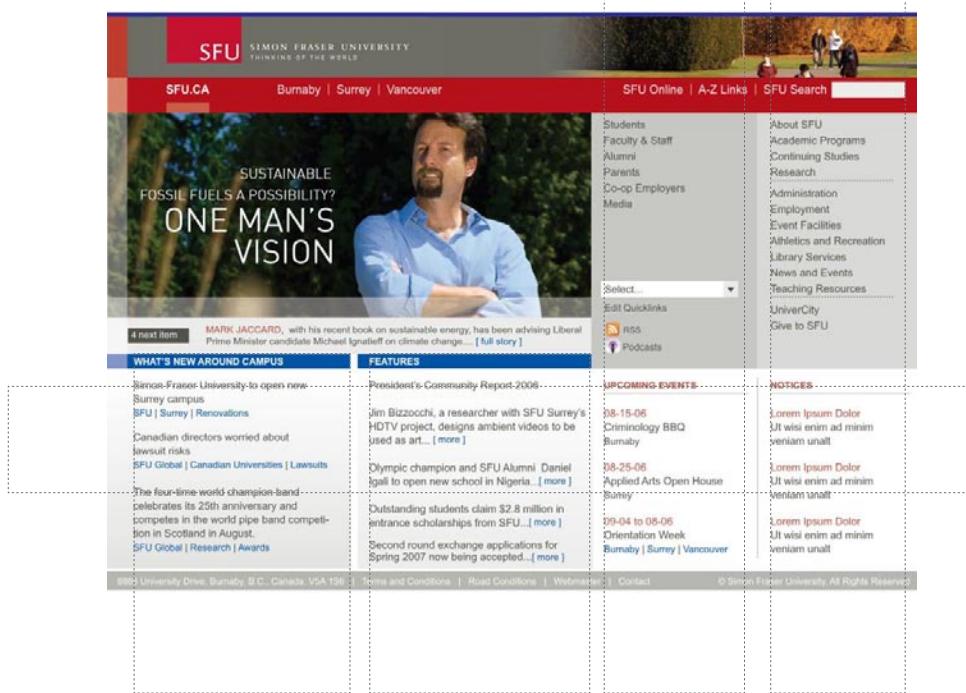
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ &

Arial Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ &

Type alignment

Please refer to the grid below when placing text in your site. Note that strong verticals and horizontals are achieved by lining type with other type. This helps with organization and readability and also keeps your site and content visually neat.



Further Examples

The next three pages cover examples of charts, Forms and Log-in pages. While these are not meant to cover any and all other possible page types, they are meant as a guide to show how the language and style established on earlier pages can be adopted to fit a wide variety of applications.

Charts

The screenshot shows a section of the SFU website for the School of Cultural and Creative Studies (SCCD). The header includes the SFU logo, "SIMON FRASER UNIVERSITY THINKING OF THE WORLD", and links for SFU.CA, Burnaby, Surrey, Vancouver, SFU Online, A-Z Links, and SFU Search. On the left, there's a sidebar with links for CSCD Home, Contact Us, Academic Programs Home, Undergraduate Certificate, Post Bacc Diploma, Certificate/Diploma Comparison, FAQ's, Job Postings, and Gateway to CED Links. The main content area displays a "Schedule of SCD Courses" with a list of bullet points about directed studies courses. Below this is a table showing course offerings by semester and location.

Semester	Fall 2006 1067	Spring 2007 1071	Summer Intersession 2007 (1074)	Summer semester 2007 (1074)
Directed Study	SCD 404-4 Practicum Project	SCD 404-4 Practicum Project		
	SCD 412-4 Directed Study	SCD 412-4 Directed Study		
Classroom	SCD 201-3 Classroom Downtown Tues. evening	SCD 201-4 Classroom Downtown Tues. evening	SCD 410-4 Classroom Downtown Mon/Thurs evening May-mid-June	
	SCD 301-4 Classroom Downtown Thur. evening	SCD 403-4 Classroom Downtown Thur. evening		
Distance	SCD 401-4 Distance Education	SCD 201-3 Distance Education		SCD 410-4 Special Topic: Housing and Community Sustainability Distance Education
	SCD 403-4 Distance Education	SCD 301-4 Distance Education		

At the bottom, there are links for 8888 University Drive, Burnaby, B.C., Canada V5A 1S6 | Terms and Conditions | Webmaster | Contact, and Copyright © Simon Fraser University, All Rights Reserved.

Forms

The screenshot shows a web page for 'Register for Spring 2007 Semester' on the SFU.ca website. The top navigation bar includes links for SFU.ca, Burnaby | Surrey | Vancouver, SFU Online | A-Z Links | SFU Search, and language options (ENGLISH | FRANCAIS) with font size controls. A banner image of a person looking up is visible. The main form area contains fields for First Name, Last Name, Middle Initial, Date of Birth (MM DD YYYY), and a note about DOB required. Below this are two address sections: 'HOME' and 'OTHER', each with Street Address, City, Province, Postal Code, and Phone Number fields. A 'REQUIRED FIELDS' section with a red asterisk is present. A tip message states: 'Tip: Lorem ipsum dolor sit amet conseetur et ipsum dolor sit amet.' At the bottom right are 'CONTINUE TO NEXT STEP >>>' and links for Privacy Policy and Terms of Use.

Log-In Pages

The screenshot shows a login page on the SFU.ca website. The top navigation bar is identical to the previous form. The main area features a 'welcome to my SFU' message with placeholder text: 'LOREM IPSUM DOLOR SIT AMET LOR EM IPSUM DOLOR SIT AMET LOREM IPSUM DOLOR SIT AMET.' To the right is a 'Login' form with 'User Name' and 'Password' fields, and links for 'Forgot Password?' and 'Forgot your ID?'. Below the login form is a 'Need Assistance?' section with contact information: 'email mysfu@sfu.ca or call the help desk at 604.291.3230'. At the bottom are 'Privacy Policy' and 'Terms of Use' links.



SIMON FRASER UNIVERSITY
THINKING OF THE WORLD

BURNABY

8888 University Drive
Burnaby, British Columbia
Canada V5A 1S6

SURREY

250, 13450 102 Avenue
Surrey, British Columbia
Canada V3T 0A3

VANCOUVER

515 West Hastings Street
Vancouver, British Columbia
Canada V6B 5K3