

WEB DESIGN GUIDELINES

These rules apply to all Brunel web assets that are hosted on the brunel.ac.uk domain.

These rules do not apply to Brunel web assets set up for research projects or research conferences.

Where exceptions are made for systems that employ complex style sheets, a complex style sheet setup is defined as a site that employs multiple style sheets that exceed 1000 lines of CSS, or the number of individual style sheets used number more than 20 CSS files averaging 500 lines or more.

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1. FONTS

If the web system being used comes with complex built-in style sheets, where it would be difficult to manage the fonts consistently within the site then the body and header fonts specified here do not have to be used.

IT IS MORE IMPORTANT FOR THE FONT TO REMAIN CONSISTENT WITHIN THE SITE ITSELF THEN IT IS FOR BRAND CONSISTENCY.

1.1 Headings font (H1, H2, H3, etc.)

1.1.1 Font-family **must** be “Montserrat-Regular, Arial, sans-serif”.

1.1.2 **Must** not be bold.

1.1.3 **Should** set line-height to 120%.

1.1.4 You can **choose** to use the body font for headings which have a background colour.

Note: special rules apply to titles in the header of the web site, refer to section 5 and 5.2 for details.

RECOMMENDED DEFINITION:

```
h1, h2, h3, h4, h5 {  
  font-family: "Montserrat-Regular", Arial, sans-serif;  
  line-height: 120%;  
  font-weight: normal;  
}
```

VARIATIONS

You can invert the colours of the heading or use any of the Brunel colour palate colours as backgrounds to headings.

Montserrat-Regular is not a standard web font, to enable easy adoption Brunel hosts this font centrally and all you need to do is add the following line to the top of your site’s main CSS file.

```
@import url('//www.brunel.ac.uk/__brunel_brand/fonts/0/webfonts.css');
```

Note: this exact line will work for both https and http sites, it is a protocol agnostic URL, it is **not** a typo.

1.2 Body font

1.2.1 Font-family **must** be “Arial, sans-serif” or “Helvetica Neue”, Helvetica, Arial, sans-serif”.

1.2.2 Colour should be dark grey (■ #202020)

1.2.3 **Should** set line-height to 140%.

1.2.4 **Should** set font-size to 80%, or 0.8em.

RECOMMENDED DEFINITION:

```
body {  
  color: #202020;  
  font-family: Arial, Sans-Serif;  
  font-size: 80%;  
  line-height: 140%;  
}
```

2. COLOURS

2.1 Dark grey

HEX: #202020

RGB: 32, 32, 32

Used for body text colour.



2.2. Dark blue colour

HEX: #00325b

RGB: 0, 50, 91

Used for links; navigation bar background colour, selected navigation item colour. Can be used as site title.



2.3 Red colour

HEX: #be0f34

RGB: 190, 15, 52

Used for site titles; can be used for H1 colour.

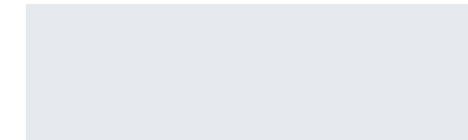


2.4 Light blue colour

HEX: #e5eae6

RGB: 229, 234, 238

Used for footer background colour; used for background colour of selected main navigation item.



2.5 Grey colour

HEX: #afafaf

RGB: 175, 175, 175

Used for body background colour in fluid or fixed width designs.



2.6 Other colours

Other colours are permitted in the design as long as they **complement** the brand elements and colours.

3. FAVICONS, WINDOWS 7/8 TILE IMAGES AND APPLE TOUCH ICONS

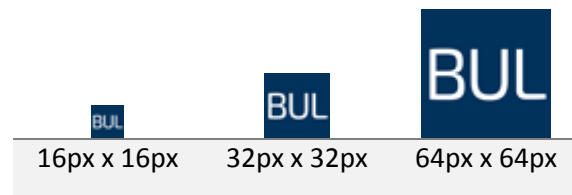
3.1 Where appropriate a site's favicon **should** be the official Brunel favicon.

3.1.2 Where you are matching the design of www.brunel.ac.uk then you **must** use the same icons that it uses.

3.2 Where the official Brunel favicon is used the site can also **choose** to include the Windows Tile Images and the Apple Touch icons.

3.2.1 A site **cannot** use the official Brunel favicon and then use its own Windows Tile images and Apple Touch icons.

Icons are available in the following sizes:



NOTE: these icons can only be used for favicons, they cannot appear elsewhere such as on webpages or be used as social media icons.

The official favicon file contains these different resolutions so if you use the official file your site will benefit from this way of packaging the file.

The official icon is hosted centrally by the Web Team, simply add the html to the <head/> tag of all the pages in your site to use this file.

```
<link rel="shortcut icon" href="//www.brunel.ac.uk/__brunel_brand/icons/fav/favicon.ico" />
```

Using this path allows you to ensure that your site is always using the correct file and means you do not have to manage the file on your own server.

3.1 SETTING THE WINDOWS TILE IMAGES

Windows 7 allows websites to be pinned to the taskbar. To allow for a higher resolution image file to be used Microsoft introduced a metadata tag to allow web sites to specify these image files.

Windows 8 allows websites to be pinned to the start screen. To allow for the different tile image sizes to be used Microsoft introduced metadata tags to allow websites to specify the correct image file for each different tile size state.

If these metadata tags are not used then Windows 7 and Windows 8 will use the favicon.ico file of the site and will try to guess the correct colour based on the colours within the favicon.ico file.

Add the following metadata tags to the head of the html code:

```
<meta name="msapplication-TileColor" content="#00325b" />
<meta name="application-name" content="Site Title Here"/>
<meta name="msapplication-TileImage" content="Path to brunel-144.png" />
<meta name="msapplication-square70x70logo" content="Path to tiny.png"/>
<meta name="msapplication-square150x150logo" content="Path to square.png"/>
<meta name="msapplication-wide310x150logo" content="Path to wide.png"/>
<meta name="msapplication-square310x310logo" content="Path to large.png"/>
```

All of these files are available to be linked to centrally via:

```
//www.brunel.ac.uk/__brunel_brand/icons/win/filename.png
```

Using this path allows you to ensure that your site is always using the correct file and means you do not have to manage the files on your own server.

For complete reference here is the code required in your site's html <head/> element for you to copy and paste directly, notice this is using the xml configuration file to help save space in your html page size:

```
<meta name="msapplication-TileColor" content="#00325b" />
<meta name="application-name" content="Site Title Here"/>
<meta name="msapplication-TileImage" content="//www.brunel.ac.uk/__brunel_brand/icons/win/brunel-144.png" />
<meta name="msapplication-config" content="//www.brunel.ac.uk/__brunel_brand/icons/win/browserconfig.xml"/>
```

**wide.png**

310px x 150px

**large.png**

310px x 310px

**square.png**

150px x 150px

**brunel-144.png**

144px x 144px

**tiny.png**

70px x 70px

NOTE: these icons can only be used for Windows 7 and 8 tile icons, they cannot appear elsewhere such as on webpages or be used as social media icons.

An example of how the different sized tile images look on a Windows 8 Start Screen.



3.2 SETTING THE APPLE TOUCH ICONS

To allow websites to be pinned to the iOS home screen, Apple introduced metadata tags to allow for the correctly formatted image files to be used for the appropriate screen size of an iOS device.

If these metadata tags are not used then iOS will use the favicon.ico file of the site.

Add the following metadata tags to the head of the html code, Apple does not provide the ability to have a separate configuration file like Windows so you must list all the formats you want to use, and the top item needs to be listed twice for backwards compatibility for older iOS devices:

```
<link rel="apple-touch-icon" href="Path to icon72.png">
<link rel="apple-touch-icon" href="Path to icon57.png" sizes="57x57">
<link rel="apple-touch-icon" href="Path to icon72.png" sizes="72x72">
<link rel="apple-touch-icon" href="Path to icon76.png" sizes="76x76">
<link rel="apple-touch-icon" href="Path to icon114.png" sizes="114x114">
<link rel="apple-touch-icon" href="Path to icon120.png" sizes="120x120">
<link rel="apple-touch-icon" href="Path to icon144.png" sizes="144x144">
<link rel="apple-touch-icon" href="Path to icon152.png" sizes="152x152">
```

All of these files are available to be linked to centrally via:

```
//www.brunel.ac.uk/__brunel_brand/icons/apple/filename.png
```

Using this path allows you to ensure that your site is always using the correct file and means you do not have to manage the files on your own server.

For complete reference here is the code required in your site's html <head/> element for you to copy and paste directly:

```
<link rel="apple-touch-icon" href="//www.brunel.ac.uk/__brunel_brand/icons/apple/icon72.png">
<link rel="apple-touch-icon" href="//www.brunel.ac.uk/__brunel_brand/icons/apple/icon57.png" sizes="57x57">
<link rel="apple-touch-icon" href="//www.brunel.ac.uk/__brunel_brand/icons/apple/icon72.png" sizes="72x72">
<link rel="apple-touch-icon" href="//www.brunel.ac.uk/__brunel_brand/icons/apple/icon76.png" sizes="76x76">
<link rel="apple-touch-icon" href="//www.brunel.ac.uk/__brunel_brand/icons/apple/icon114.png" sizes="114x114">
<link rel="apple-touch-icon" href="//www.brunel.ac.uk/__brunel_brand/icons/apple/icon120.png" sizes="120x120">
<link rel="apple-touch-icon" href="//www.brunel.ac.uk/__brunel_brand/icons/apple/icon144.png" sizes="144x144">
<link rel="apple-touch-icon" href="//www.brunel.ac.uk/__brunel_brand/icons/apple/icon152.png" sizes="152x152">
```


icon57.png

For non-retina iPhone pre iOS 7

57px x 57px


icon72.png

For non-retina iPad pre iOS 7

72px x 72px


icon76.png

For non-retina iPad iOS 7

76px x 76px


icon114.png

For retina iPhone pre iOS 7

114px x 114px


icon120.png

For retina iPhone iOS 7

120px x 120px


icon144.png

For retina iPad pre iOS 7

144px x 144px


icon152.png

For retina iPad iOS 7

152px x 152px

Note: you are not required to use all of these icons in your site, if you are concerned about page load speeds due to the increased amount of html then you can choose to use one definition for the apple touch icons. Below is the recommended single line definition that you should use:

```
<link rel="apple-touch-icon" href="//www.brunel.ac.uk/__brunel_brand/icons/apple/icon144.png">
```

NOTE: these icons can only be used for Apple Touch icons, they cannot appear elsewhere such as on webpages or be used as social media icons.

3.3 ICONS FOR ANDROID DEVICES

Google Android devices will make use of either the apple-touch-icon or the favicon and will try to use the closest size dependant on what the device needs and what is available from the web page metadata. There is currently no need to do anything special to support Android if you are already using the favicon and the apple-touch-icons.

3.4 ICONS FOR BLACKBERRY DEVICES

At the time of writing, Blackberry devices only support the use of the site's favicon. There is currently no need to do anything special to support Blackberry if you are already using the favicon.

3.5 WINDOWS BASED PHONES

At the time of writing, Windows based phone devices do not utilise the favicon for bookmarked pages, sites pinned to the phone's start screen will create a screen grab of the web page being pinned. There is currently no need to do anything special to support Windows phone devices.

3.6 OTHER DEVICES AND BROWSERS

If you know of other popular devices or web browsers that provide a special mechanism for icon file support then please contact the Web Team and let us know.

4. BODY

4.1 FULL WIDTH BODY LAYOUTS

4.1.1 Background colour **must** be white (□ #fff).

4.2 FIXED WIDTH AND FLUID BODY LAYOUTS

4.2.1 Body background colour **must** be grey (□ #afafaf).

4.2.2 Content area background colour **must** be white (□ #fff).

5. SITE HEADERS

This applies to all pages that include a site header.

5.0.1 The logo **must** appear in the site header.

5.0.2 The use of a rendered image as the site header is **not acceptable**.

5.0.3 The use of an image map for the site header is **not acceptable**.

5.1 LOGO USAGE

5.1.1 The logo **must** be the full colour logo on a white background on the left hand side of the header with **at least** a 10px margin on all sides of the logo. The white background **must** extend to the full site header.

5.1.2 The logo **cannot** appear on the right of the header.

5.1.3 The logo **cannot** appear in the footer.

5.1.4 The logo **must** be at least 110px wide.

5.1.5 Where **possible** a double resolution logo should be used to allow the logo to not be blurred on a retina display enabled device and so that the logo does not blur should the user zoom their browser. Where this is not possible the exact resolution logo should be used to fit the space.

5.1.6 Where there is not enough space for the logo to appear, or where the logo would have to be displayed less than 110px wide, or where the site header text will appear too close to the logo then you may **choose** not to display the logo. **This should only be the case in responsive designs being displayed on small screens**; where the site is being built for mobile devices then space for the full logo **must** be allowed within the design.

Exception: Where a system does not allow sufficient customisation to allow the logo to be correctly sized then the logo can be smaller than 110px wide as long as it is still visibly the Brunel University London logo. *

* IT IS EXPECTED THAT THIS EXCEPTION WILL BE REMOVED IN THE NEXT VERSION OF THIS DOCUMENT AND IS ONLY INCLUDED DURING THE TRANSITION PHASE TO THE NEW BRAND

The following logo files are provided centrally by the Web Team, the smallest acceptable size and 2 more standard sizes, along with their double resolution versions.

**brunel-logo-40.png**

110px x 40px

[//www.brunel.ac.uk/__brunel_brand/logo/brunel-logo-40.png](http://www.brunel.ac.uk/__brunel_brand/logo/brunel-logo-40.png)**brunel-logo-40-x2.png**

221px x 80px

[//www.brunel.ac.uk/__brunel_brand/logo/brunel-logo-40-2.png](http://www.brunel.ac.uk/__brunel_brand/logo/brunel-logo-40-2.png)**brunel-logo-60.png**

166px x 60px

[//www.brunel.ac.uk/__brunel_brand/logo/brunel-logo-60.png](http://www.brunel.ac.uk/__brunel_brand/logo/brunel-logo-60.png)**brunel-logo-60-x2.png**

331px x 120px

[//www.brunel.ac.uk/__brunel_brand/logo/brunel-logo-60-x2.png](http://www.brunel.ac.uk/__brunel_brand/logo/brunel-logo-60-x2.png)**brunel-logo-80.png**

221px x 80px

[//www.brunel.ac.uk/__brunel_brand/logo/brunel-logo-80.png](http://www.brunel.ac.uk/__brunel_brand/logo/brunel-logo-80.png)**brunel-logo-80-x2.png**

442px x 120px

[//www.brunel.ac.uk/__brunel_brand/logo/brunel-logo-80-x2.png](http://www.brunel.ac.uk/__brunel_brand/logo/brunel-logo-80-x2.png)

5.2 SITE TITLE

5.2.1 The site title **must** be centred **or** on the right hand side in the header, so that there is adequate spacing away from the Brunel University London logo.

5.2.2 It **must** be red (■ #be0f34) **or** dark blue (■ #00325b) text **or** a combination of the two if desired.

5.2.3 It **must** be using the header font.

5.2.4 It **must be no more** than 20pt size. **Note:** *percentage* and *em* based font sizes are preferred, 20pt is the absolute maximum.

5.2.5 It **must not** be bold.

5.3 TOP LEVEL HORIZONTAL SITE NAVIGATION

5.3.1 HORIZONTAL NAVIGATION

5.3.1.1 It **must** have a dark blue (■ #00325b) background.

5.3.1.2 It **must** use white (□ #fff) links.

5.3.1.3 Highlighted and hover items **must** have a light blue (■ #e5eae) background and dark blue (■ #00325b) text.

5.3.1.4 The font **must** be the header font and **must not** be bold.

5.3.2 NO HORIZONTAL NAVIGATION

5.3.2.1 There **must** be a dark blue (■ #00325b) line that separates the header from the page contents,

5.3.2.2 This line **must be at least** 2px thick.

EXAMPLE SITE HEADERS

SIMPLE HEADER WITH NO NAVIGATION



HEADER WITH TOP LEVEL NAVIGATION



HEADER WITH HORIZONTAL NAVIGATION



6. FOOTERS

6.1 Site footers **should** have a light blue (■ #e5eae) background.

6.2 Site footers **should** have dark blue (■ #00325b) text.

6.3 Site footers **should** use the header font.

6.4 Site footers **should** be separated from the page body by a dark blue (■ #00325b) line.

6.5 Where there are extra navigation options that need to be highlighted in the footer then these **should** match the header navigation style of dark blue (■ #00325b) background and white text. However, these **should not** highlight in the same way as the header navigation.

EXAMPLE SITE FOOTERS

SIMPLE FOOTER

© Brunel University

FOOTER WITH GENERIC FOOTER LINKS

© Brunel University

Footer link 1 | Footer link 2 | Footer link 3 | Footer link 4

FOOTER WITH EXTRA NAVIGATION OPTIONS

Link 1 Link 2 Link 3

© Brunel University

Footer link 1 | Footer link 2 | Footer link 3 | Footer link 4

7 CSS FRAMEWORKS

The Web Team is currently working on supporting modified versions of popular CSS frameworks which have been adapted to meet Brunel's requirements. It is expected that by the next version of this document at least the following CSS frameworks will be available.

- Bootstrap 3 - <http://getbootstrap.com/>
- Zurb Foundation 5 - <http://foundation.zurb.com/>
- Base - <http://matthewhartman.github.io/base/>
- Pure - <http://purecss.io/>
- Semantic - <http://semantic-ui.com/>
- Uikit - <http://www.getuikit.com/>

If you would like the Web Team to support and modify a CSS framework that is not listed here then please let us know; we will prioritise frameworks that support LESS or SCSS pre-processing.