

Site Design Features

Menus, Footers, Typography, Page Layouts

Typography & Link Styles

- Style sheet set by site with ok.ubc.ca as the baseline
- Header links: maintain color of heading; a:hover {underline}
- Body links: a:link HEX0055B7; a:hover { underline}

Header Examples

Lorem ipsum dolor sit amet, conse adipiscing elit

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

P1 copy and CTAs

LOREM IPSUM DOLOR SIT AMET, CONSE ADIPISCING ELIT

Lorem ipsm dolor sit amet, conse adipiscing elit

[See more news](#)

Lorem ipsum dolor sit amet, conse adipiscing elit

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

LOREM IPSUM DOLOR SIT AMET, CONSE ADIPISCING ELIT

Lorem ipsm dolor sit amet, conse adipiscing elit

[See more news](#)

NAME	WEIGHT	SIZE	COLOUR	CASE		LINE SPACE	USE
Hlm	Semibold	100	FFFFFF	Caps	10	Auto	Level 1 & 2 image heading
H1	Medium	60	002145	Caps	20	Auto	Level 2 & 3 top (when no hero image)
H2	Semibold	50	0055B7	Caps	10	Auto	Level 2 & 3 – sections
H3	Semibold	32	002145	Title	5	Auto	Level 1 & 2–Sections Level 3
H3 reverse	Semibold	32	FFFFFF	Title	5	Auto	Sections–dark background and active story box
H4	Semibold	26	0055B7	Caps	20	54	
H5	Semibold	20	0055B7 FFFFFF (storybox)	Caps	0	Auto	Sidebar head, pull-out box heading, Story box heading
H6	Semibold	26	00A7E1	Caps	10	26	Story box sub-head - Active
Hero	Book	42	002145	Sentence	20	36	Hero statement at top of page
Paragraph 1	Book	22	000000	Sentence	5	33	Main body, accordion body, tabbed body
Paragraph 1 bullet	Book	22	000000	Sentence	5	22, space after: .125”	Bulleted lists
Paragraph 1 reverse	Book	22	FFFFFF	Sentence	5	22	Main body copy over dark background
Paragrah 2	Book	20	000000	Sentence	5	27	Sidebar copy
Paragraph 3	Semibold	13	FFFFFF	Sentence	5	Auto	Storybox
<div><div>BUTTON ></div><div>ACTIVE ></div></div>	Semibold Bounding box: stroke 1pt 0055B7, padding 10pix	18	0055B7	Caps	30	22.5	Standard button on light background.
<div><div>BUTTON ></div><div>ACTIVE ></div></div>							Reverse button on dark background
Nav1	Medium	22	002145	Title	10	Auto	First-level navigation (For 2nd level pages)
Nav2 Nav2	Medium Active: Semibold	18	002145 Active: 0055B7	Title	20	Auto	Second-level navigation (for 3rd level pages)
Nav3 Nav3	Medium	16	002145 Active: 0055B7	Title	20	Auto	Third-level navigation (for 4th level pages)
Caption	Book	20	989898	Sentence	0	Auto	Photo captions

Site Design Features

Menus, Footers, Typography, Page Layouts

Functions like: <http://www.cornell.edu/> and <https://www.jhu.edu/>

ok.ubc.ca - Mega Menu

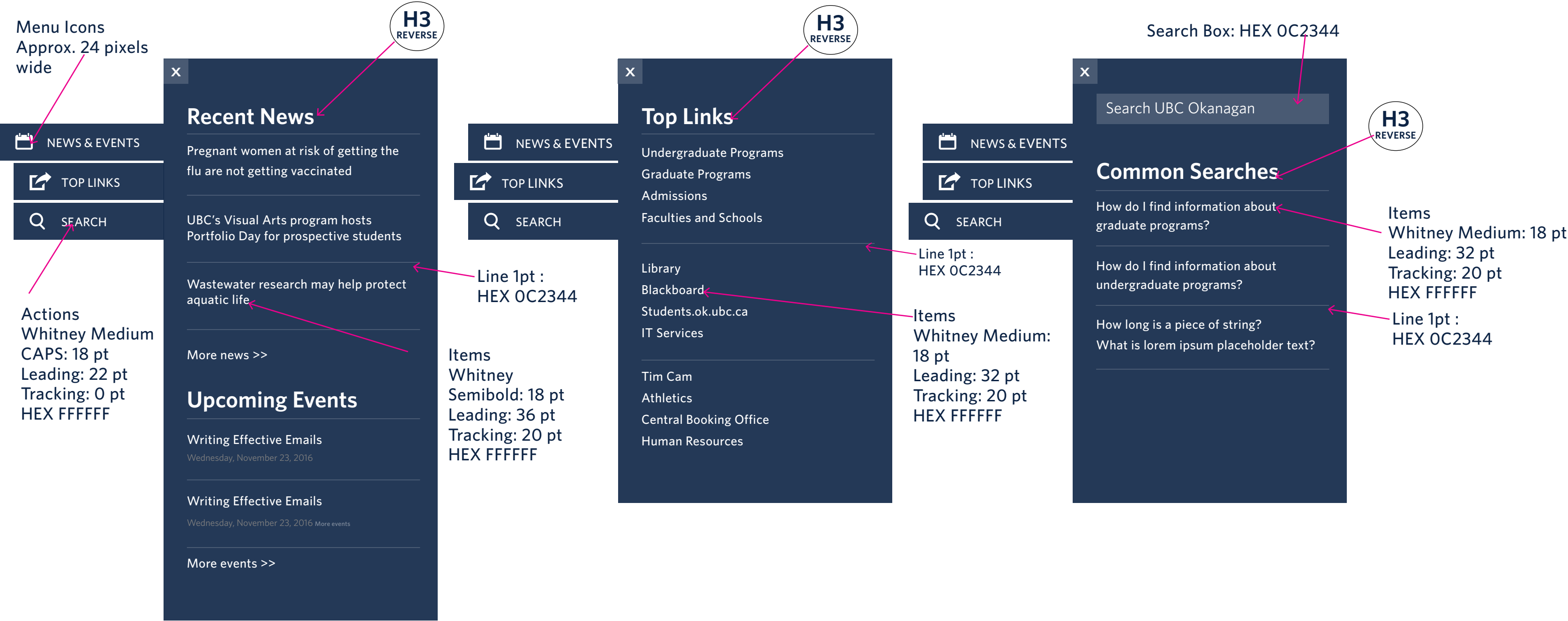
STATIC



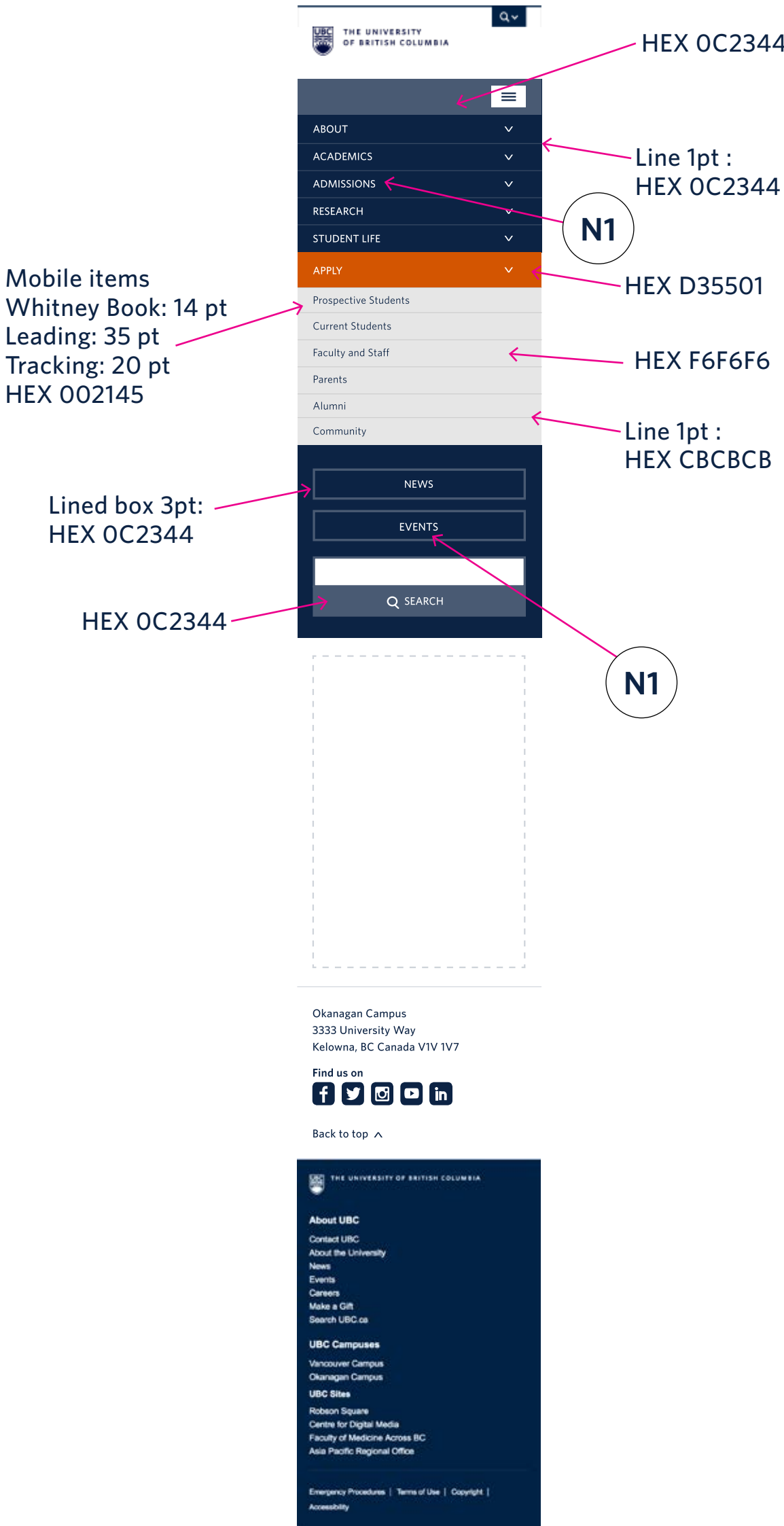
HOVER



ok.ubc.ca - Fly-outs



Mobile Menu & Flyouts

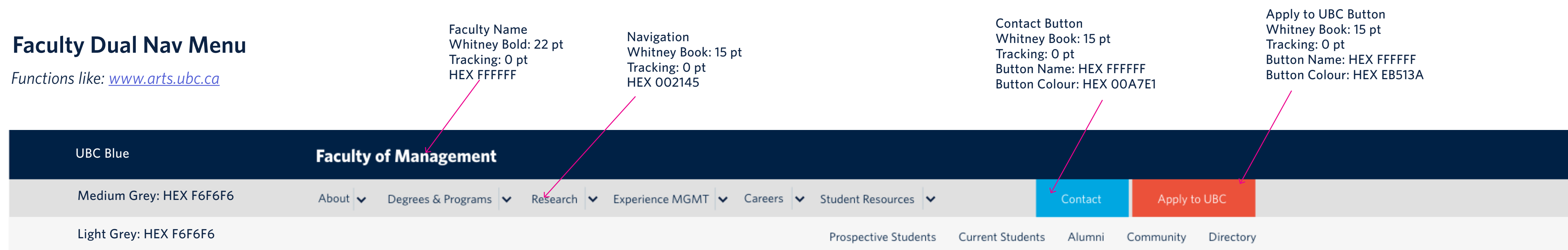


Site Design Features - continued

Menus, Footers, Typography, Page Layouts

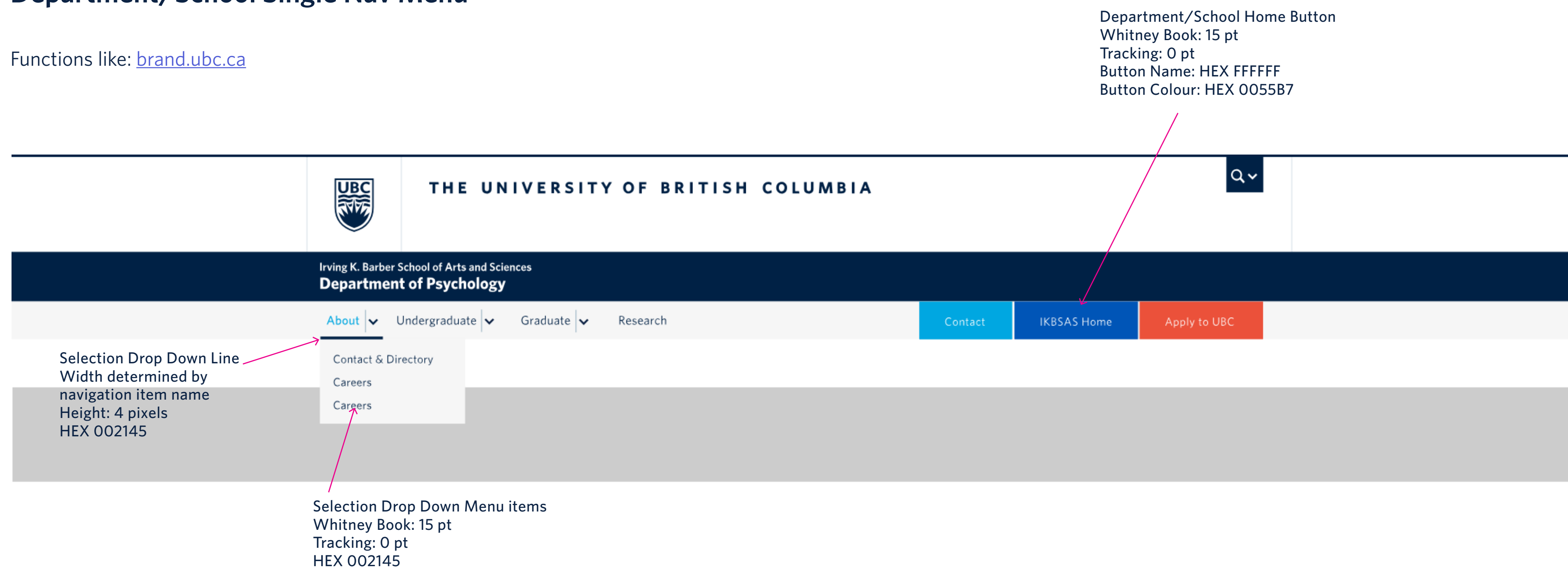
Faculty Dual Nav Menu

Functions like: www.arts.ubc.ca



Department/School Single Nav Menu

Functions like: brand.ubc.ca



Site Design Features - continued

Menus, Footers, Typography, Page Layouts

3-column Footer ok.ubc.ca

Footer Headers
Whitney Semibold CAPS: 16 pt
Leading: 32 pt
Tracking: 5 pt
HEX 0055B7

Horizontal Line
1 pt
HEX 0C2344

Social Icons
29 pixels wide
HEX 0055B7

Footer Text
Whitney Book: 16 pt
Leading: 32 pt
Tracking: 5 pt
HEX 000000

OKANAGAN CAMPUS
333 University Way
Kelowna, BC Canada V1V 1V7
Tel 250.807.8000

Campus Map | Parking Info

ABOUT UBCO
Facts | History | Careers
Library | Make a Gift
IT Services | Webmail

UBC's Okanagan campus is situated on the territory of the Syilx Okanagan Nation.


FACULTIES & SCHOOLS
Arts and Sciences
Creative and Critical Studies
Education
Engineering (Applied Science)
Health and Social Development
Management
Medicine (Southern Medical)
College of Graduate Studies

ADMISSION
Undergrad | Graduate | Scholarships & Awards

RESEARCH
Research at UBCO | VP Research | Research Services

OKANAGAN CAMPUS
f t i y l in

PROSPECTIVE STUDENTS
f t i y l

 THE UNIVERSITY OF BRITISH COLUMBIA

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Robson Square
Great Northern Way
Faculty of Medicine Across BC
Asia Pacific Regional Office


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2-column Footer (Faculty & Department/School)

Default provided by Vancouver

Irving K. Barber School of Arts and Sciences
Okanagan Campus
3187 University Way
Kelowna, BC Canada V1V 1V7
Tel 250.807.9597
Fax 250.807.8001
Email bsasadmin.ubco@ubc.ca
Back to top ^

Find us on
f t i y l

 THE UNIVERSITY OF BRITISH COLUMBIA

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Okanagan Campus

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Robson Square
Great Northern Way
Faculty of Medicine Across BC
Asia Pacific Regional Office

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Page Layouts

- Determined by IT and UR Designers based on client needs

Ok.ubc.ca

- o Home: full width
- o Level 2: hero image + full width
- o Level 3 and 4: 75-to-25 content-to-navigation layout

Faculty/Department

- o Level 2: hero image + full width
- o Level 3 and 4: 75-to-25 content-to-navigation layout
- o Common layouts for Homepage, Contact Directory, Research Landing, Undergrad Program Page, Graduate Program Page

Element Library

What can I add within a page?

Anchors

Standard anchor links #nameofanchor

Rules

DIRECTORY RULES

[John Doe](#) | Professor | Psychology | john.doe@ubc.ca | 250.807.7777

Research interests: Intergroup relations; specifically, stereotypes, prejudice and discrimination; diverse forms of social identity threat; how perception of stereotypes can influence levels of prejudice and discrimination that target stigmatized individuals.

[Jane Doe](#) | Administrative Assistant | john.doe@ubc.ca | 250.807.7777

Line 0.5 pt :
HEX CCCCCC

VERTICAL RULES

Line 1pt :
HEX CBDCF0

HORIZONTAL RULES

Line 1.5 pt :
HEX CBDCF0

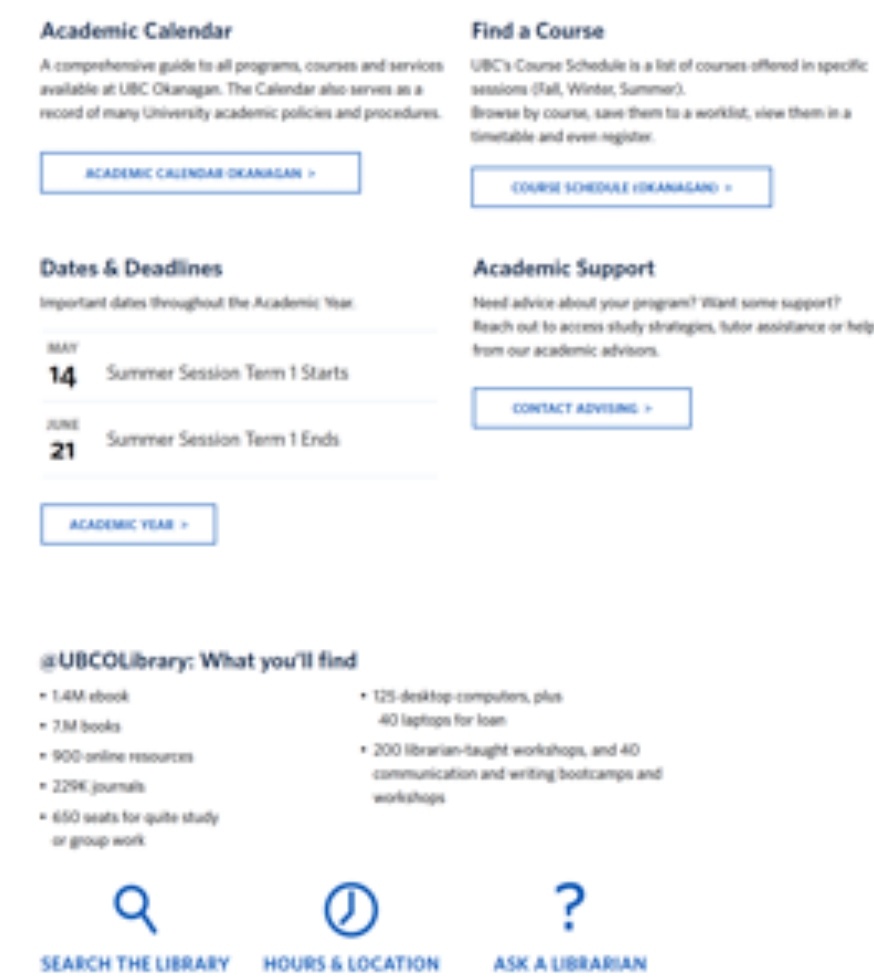
Full-width Colour Container

Full width is 1920 pixels. Height is dependent on page design and page type. (For example Hero image can be 1920 pixels x 780 pixels).

Colour choices:
UBC Blue - HEX 002145
UBC Secondary Blue 1 - HEX 0055B7
UBC Secondary Blue 2 - HEX 00A7E1

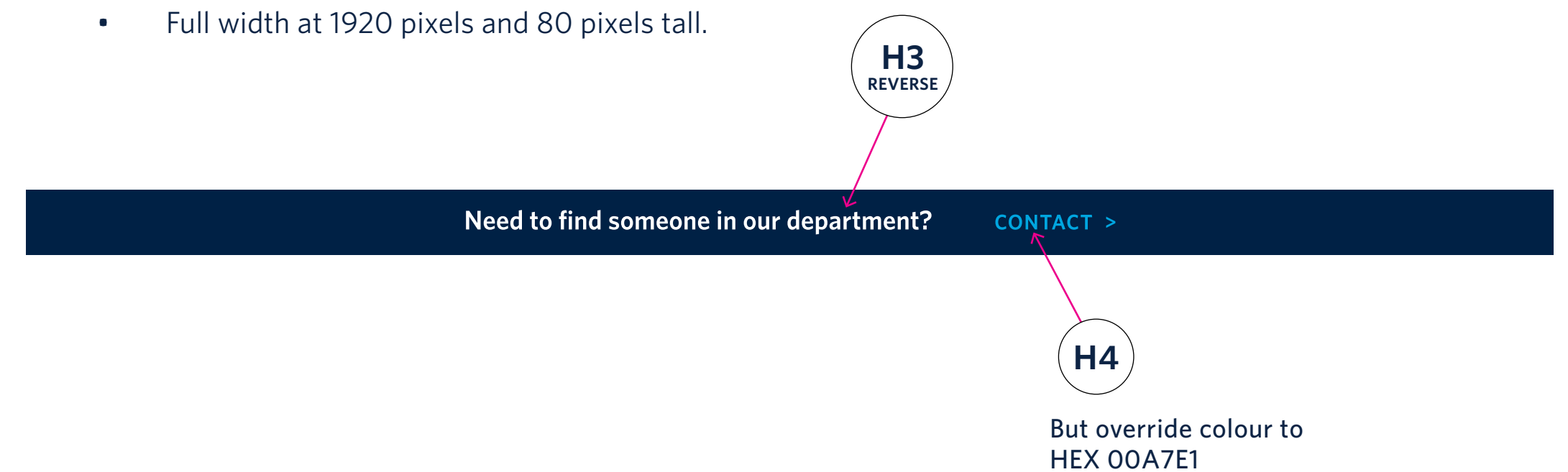
Columns (2 and 3 Column Options)

Ability to insert page elements within 2 and 3 columns to provide varied layouts within a main content area



Call out

- 12 column...any other size (Diana/Jamie??) I say full width as well. DB
- Choose color. Add text
- Full width at 1920 pixels and 80 pixels tall.



Element Library - continued

Tables

- CLF Default: lines between rows
- CLF Striped: but override smoky grey with HEX0055B7 at 10%
- TableHead: custom to table

FACULTIES & SCHOOLS		
Irving K. Barber School of Arts and Sciences	f t i	
Faculty of Creative and Critical Studies	f t i	
Faculty of Education	f t i	
School of Engineering	f t	
Faculty of Health and Social Development (Nursing, Social Work, Health and Exercise Sciences)	f t	
School of Social Work	f	
Faculty of Management	f t	
Southern Medical Program	f t i	
College of Graduate Studies	f t	
STUDENT SERVICES		
Students	f t i	
Academic Resources and Services	f t i	

Website	URL	Web Manager
Okanagan campus	ok.ubc.ca	Chris Guenard
Office of the Deputy Vice-Chancellor and Principal	dvc.ok.ubc.ca	Adam Schubel
University Relations	ur.ok.ubc.ca	Chris Guenard
Media Relations	news.ok.ubc.ca	Chris Guenard
Communications Services	communications.ok.ubc.ca	Chris Guenard
Community Engagement	ur.ok.ubc.ca/community	Suann Brown
Alumni Relations	alumni.ok.ubc.ca	Richelle Matas
Equity and Inclusion Office	equity.ok.ubc.ca	Janica Trisique
Office of the Provost and Vice-Principal	provost.ok.ubc.ca	Shari Verigin
Centre for Scholarly Communication	csc.ok.ubc.ca	Jordan Slouck
Proctor for Teaching and Learning	crl.ok.ubc.ca	Felicia Gauthier

Images (in-line in text column)

- Simple insertion of in-line images
- Size is based on the container they're in. Max width is 1170px; depth variable



Full-Width Feature with Overlay

- Ability to insert full width area, choose image background with variable columns over top
- 1920px wide by variable depth

Functions like: Find a Program at www.you.ubc.ca (image scales—not crops—and content slips below image at break point)

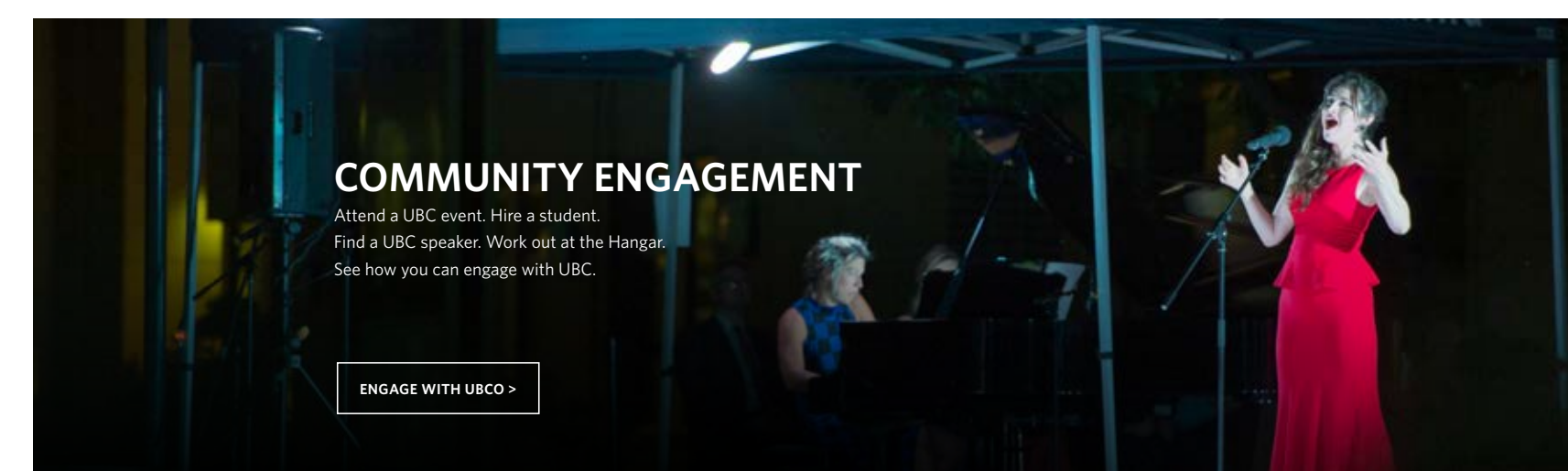
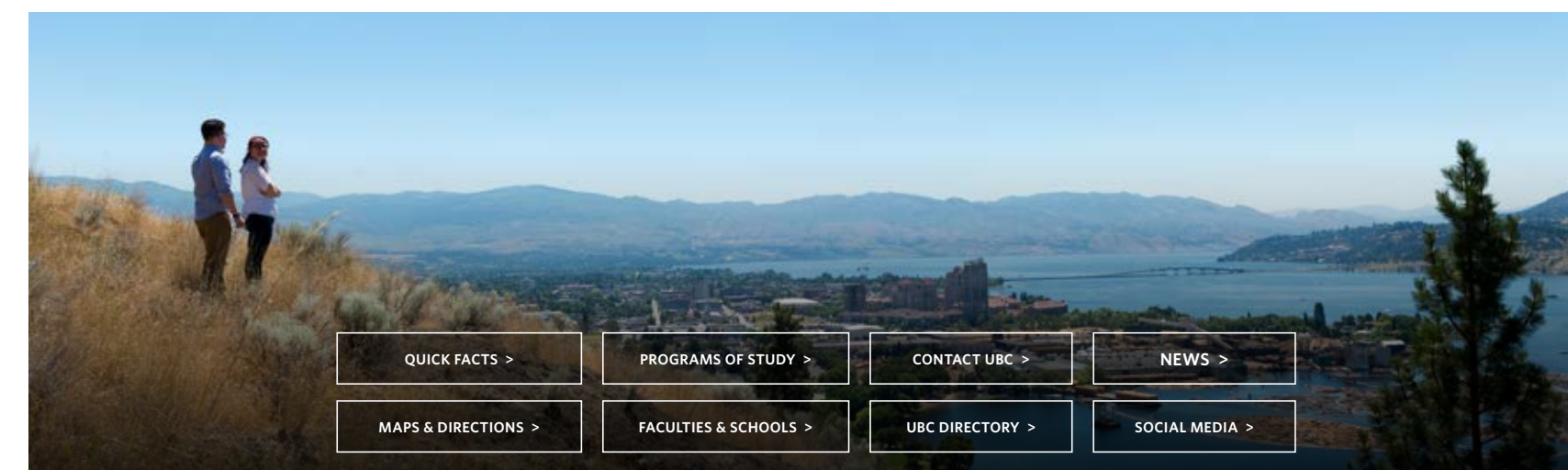
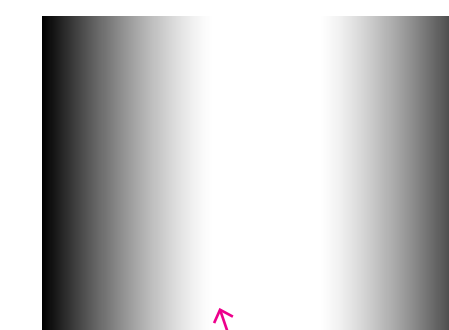


Photo Gallery (no CTA)



Video edge overlay
Transparency
HEX 000000 to full
transparency

Overlay Transparency 85%
HEX 005B7

Photo slide-show caption
Whitney Book: 13 pt
Leading: Auto
Tracking: 0 pt
HEX FFFFFF

Element Library - continued

Photo Bar

Based on 12 column grid at 1170 pixels in width

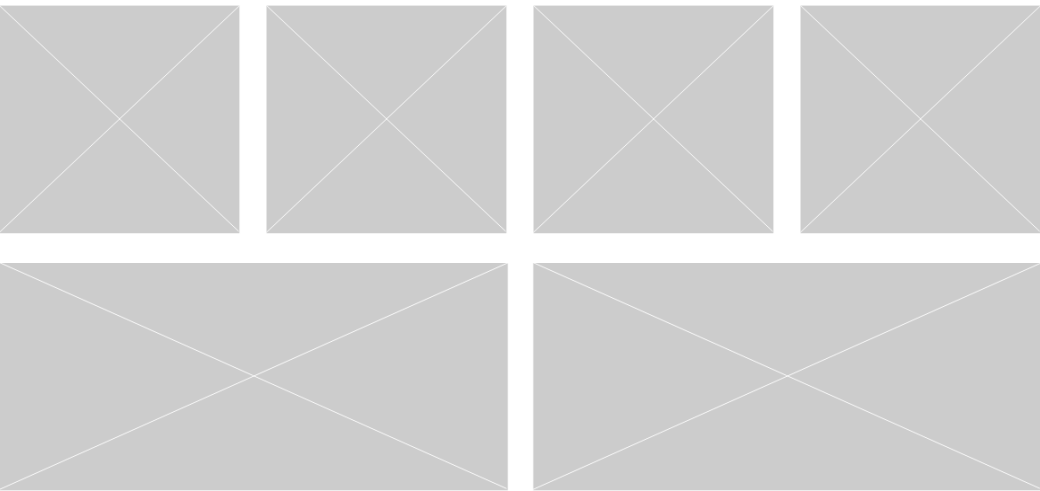


Image with Link Bar



Full box size:
472 p x 292 p
HEX 002145

Box overlay size:
472 p x 62 p
HEX 002145

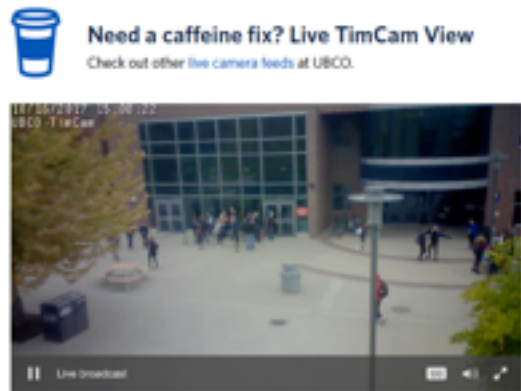
H5

Embedded Video



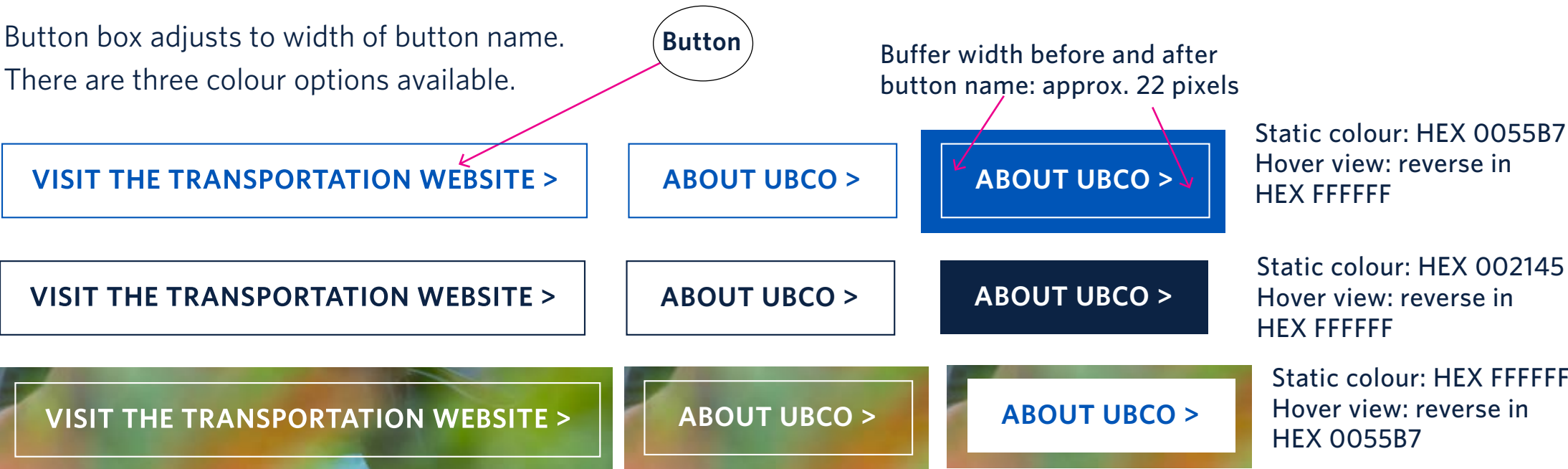
Live Video Embed

Feed needs to play in most popular browsers
(Chrome 54%, Safari 27%, Explorer 8%, Firefox 7%)



Buttons

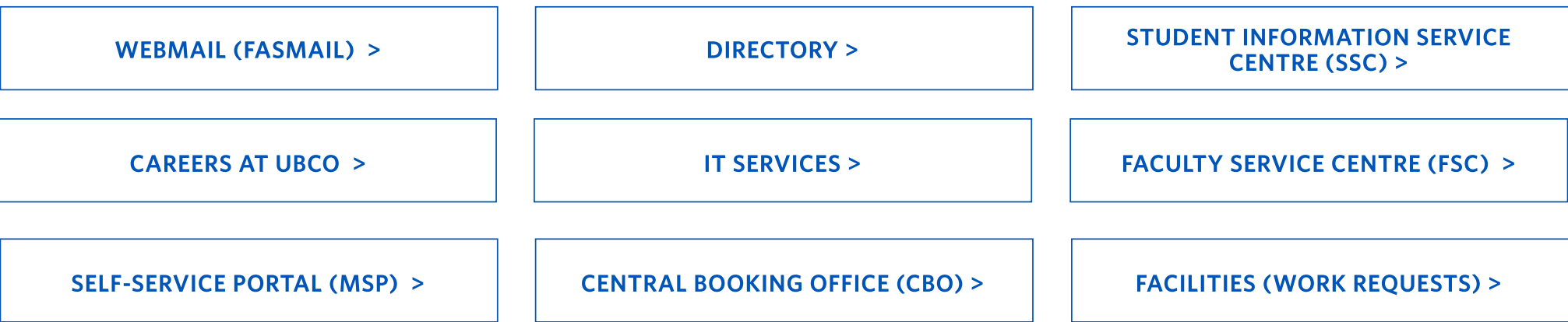
Button box adjusts to width of button name.
There are three colour options available.



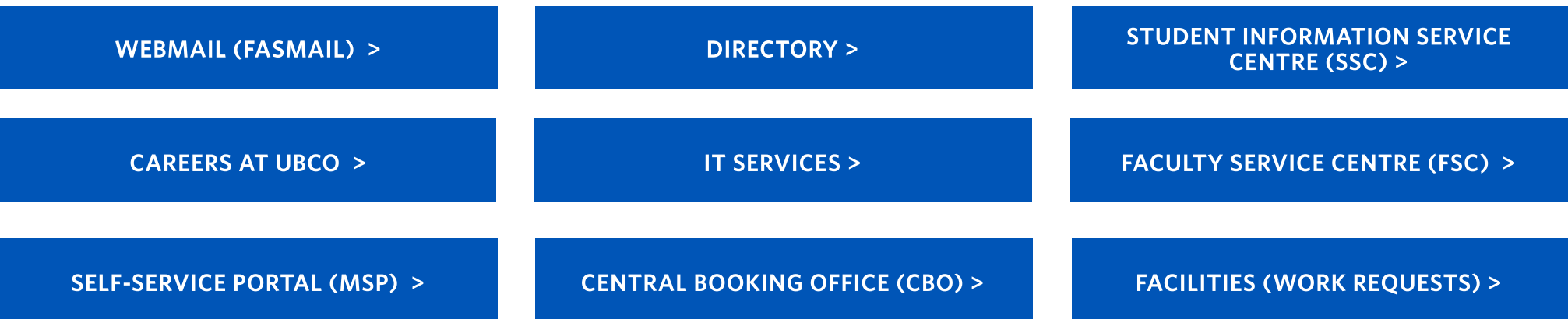
Buttons: 1 pt frame colours
UBC Blue
- HEX 002145
UBC Secondary Blue 1 - HEX 0055B7
Reversed in white - HEX FFFFFF

Button Bar (set width)

Button boxes do not adjust to width of button name. They are sized according to column grid.



ON HOVER

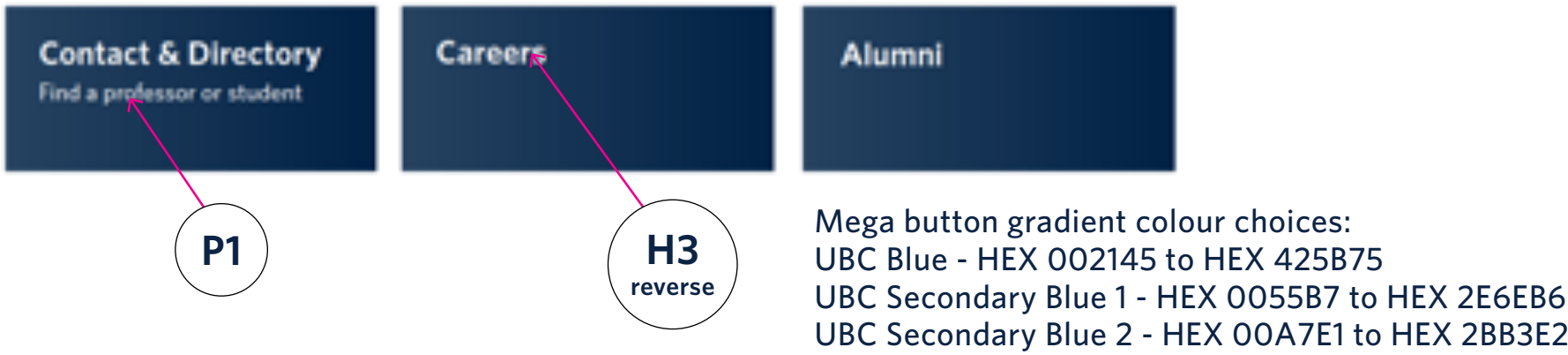


Mega Buttons

Based on 12 column grid. Two layout options:

- 3 mega buttons: 370 pixels x 160 pixels
- 4 mega buttons: 270 pixels x 160 pixels


Functions like: buttons near page bottom at <https://students.ubc.ca/academic-success/>




Element Library - continued

Mega Icon

Icons in icon library or custom made or chosen from FontAwesome selection of icons.




GET SMART
UBC Library Access



GET HERE
Maps & Directions

Button Name - Whitney Semibold CAPS
:26 pt
Leading: 36
Tracking: 20 pt
HEX 002145


Icons will either be supplied as pngs or chosen from FontAwesome selection.




GET SPACE
Guest Accommodations, Meeting Event Space, Conference Services

Box outlined: 0.5 pt :
HEX CBCBCB

ON HOVER




GET SMART
UBC Library Access



GET HERE
Maps & Directions







Box fill with hover:
HEX EFF8FB



GET SPACE
Guest Accommodations, Meeting Event Space, Conference Services

Icon Carousel

Functions like: <https://www.ualberta.ca>

Link Link Link Link

Icon width at approx.
Width 60 to 70 pixels
Colour choices:
UBC Blue: HEX 002145
UBC Secondary Blue 1: HEX 00A7E1

Icon Carousel descriptor:
Whitney Medium: 18 pt
Tracking: 0 pt
HEX 002145 or HEX 00A7E1

Tab Module

Functions like: Think Strategically Before-During-After at <http://brand.ubc.ca/brand-toolkit/writing/>

- Up to 3 tabs
- Two colour options: HEX 002145 and HEX 0055B7 blue
- Active tab is white background

Online Learning ^

English Foundation v

Continuing Studies v

UBC Distance Learning programs are available to UBC students anywhere in the world. If you are not a UBC student, you can still register for distance education

Arrows: UBC blue - HEX 002145

Unselected tab colour - HEX 002145 or HEX 0055B7

Vertical line separating tabs: 0.5 pt HEX CBCBCA

Surrounding box: 1 pt width HEX CBCBCA

Accordion

Functions like: <http://you.ubc.ca/programs/>

- Two colour options; grey or light blue
- Active pane with white background.
- Variable content within panes.

The Okanagan: What to Expect v

Residence and Housing v

Clubs and Activities v

Support and Resources v

Career Development ^

With a Psychology MA or PhD degree from the University of British Columbia, graduates are well-positioned to thrive in a variety of occupations, such as:

Arrows: UBC blue - HEX 002145

Unselected accordion tabs: HEX F6F6F6

Horizontal Lines: 0.5 pt width HEX CBCBCA

Surrounding box: 1 pt width HEX CBCBCA

The Okanagan: What to Expect v

Residence and Housing v

Clubs and Activities v

Support and Resources v

Career Development ^

ESL Students

With a Psychology MA or PhD degree from the University of British Columbia, graduates are well-positioned to thrive in a variety of occupations, such as:

Arrows: UBC blue - HEX# 002145

Unselected accordion tabs: HEX EFF8FB

Horizontal Lines: 0.5 pt width HEX CBCBCA

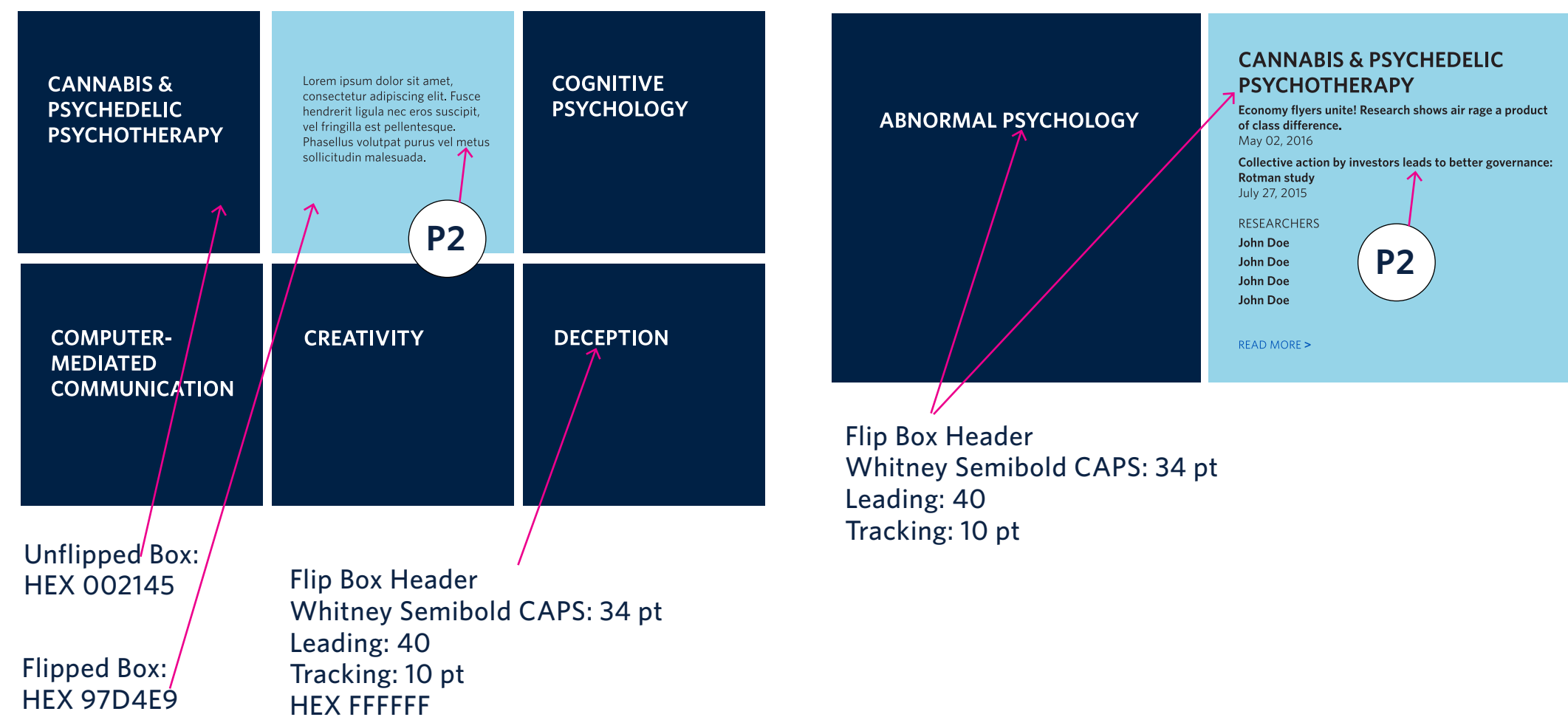
Surrounding box: 1 pt width HEX CBCBCA

Element Library - continued

Flip Boxes

Functions like <http://brand.ubc.ca/brand-story/>

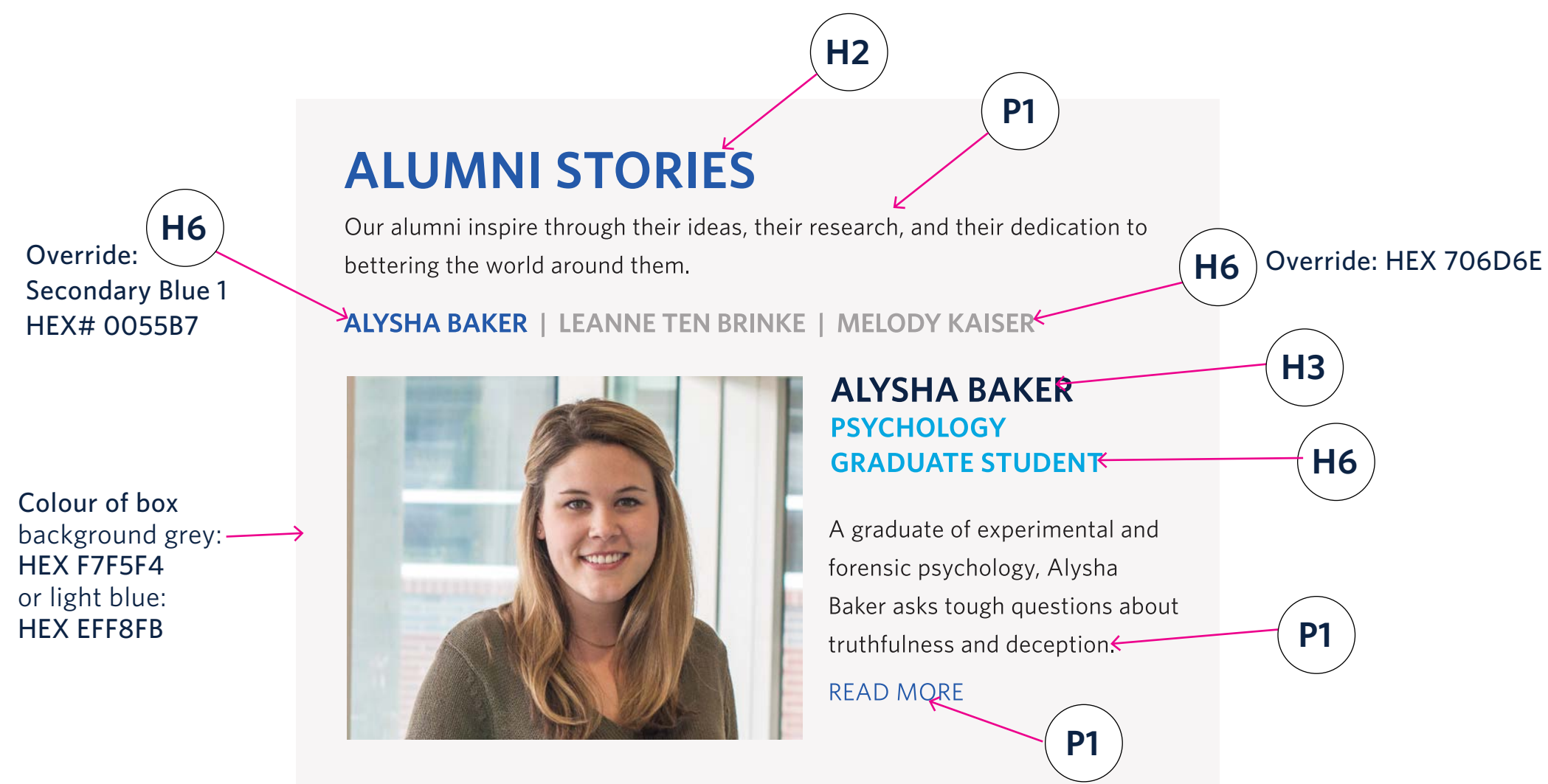
- Two size options: 3 across or 2 across (4 columns wide or 6 columns wide)



Storybox Module

Functions like: Cornell Portraits at <http://www.cornell.edu/academics/>

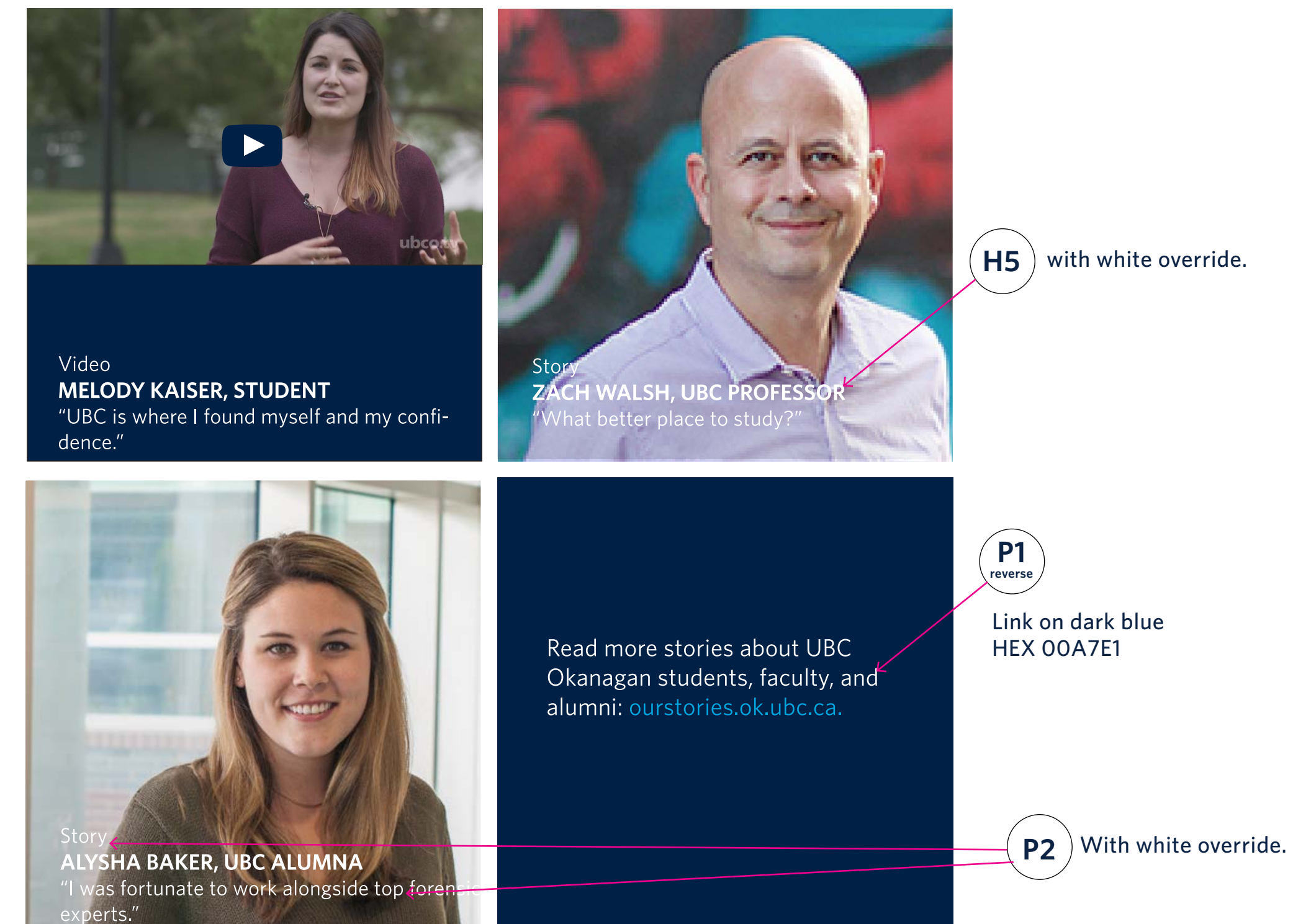
- 1170px or 870px page content area
- Ability to choose from two background colours (grey or blue)



Storytile Module

Functions like <http://brand.ubc.ca/>

- Need a 12-column (3 across) and 9-column (2 across) option
- Choose image or video; Youtube video opens in lightbox and plays
- Note re videos: Yes, Timothy can still track video with Google Tag Manager if it opens in a lightbox; Jamie may need to converse with Timothy regarding tracking.



Element Library - continued

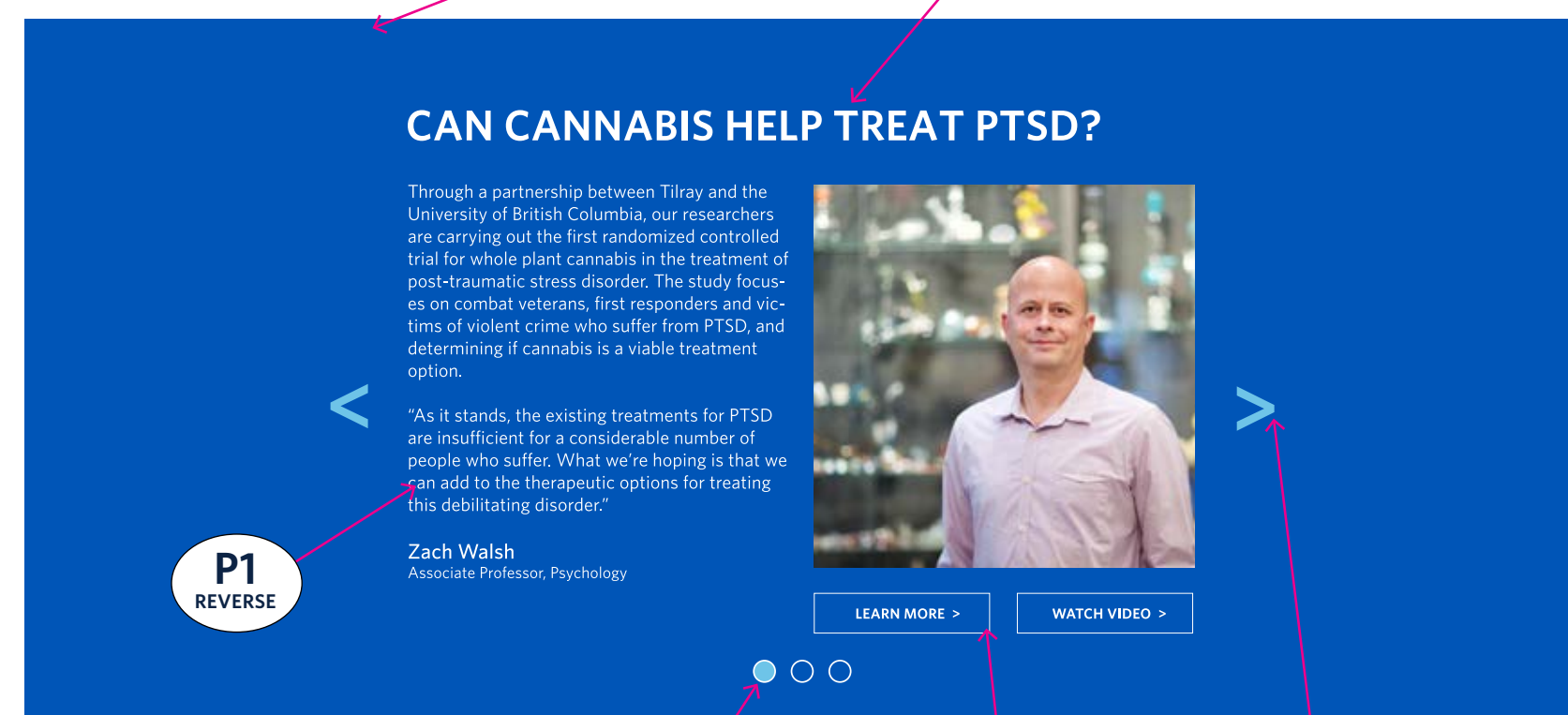
Carousel with CTA

Functions like <http://brand.ubc.ca/>

- Full width with image or video embed

Blue box:
1920 pixels x 880 pixels
HEX 0055B7

Carousel Header
Whitney Semibold: 53 pt
Leading: 63 pt
Tracking: 10 pt
HEX FFFFFF



Carousel Circle Navigation
26 pixels in width
2 pt outline - HEX FFFFFF
Selected blue fill - HEX 6EC4E8

Use Button specs
on page 5

Arrow colour:
HEX 6EC4E8

Share Page Bar

We found this one: <https://wordpress.org/plugins/lightweight-social-icons/#description>

Can we use it?



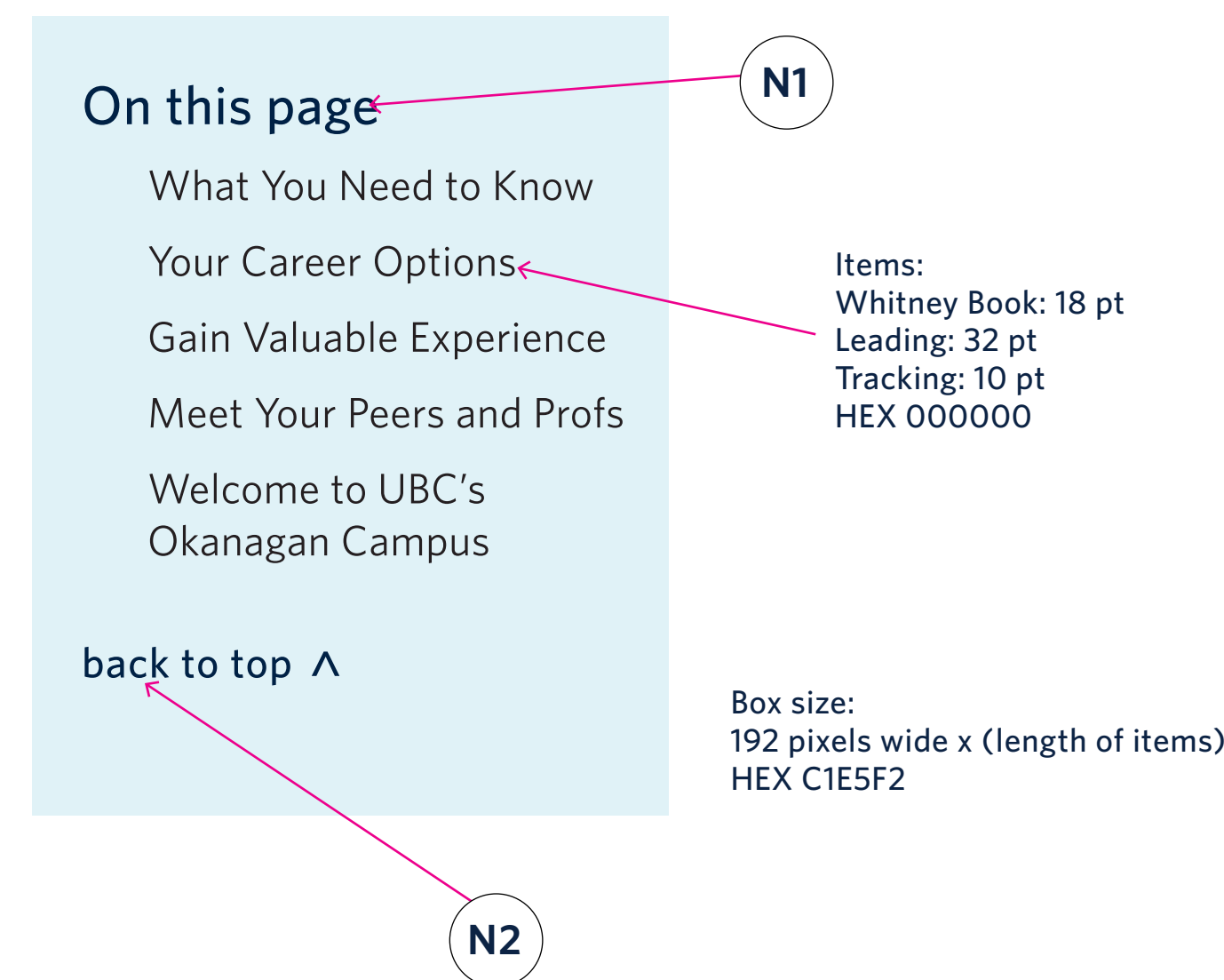
Embedded Forms

- For unpaid registrations, lead-generation forms, polls
- Use Gravity Forms Plug-in or Qualtrics Survey Embeds plug-in?

This Page Anchor Widget

Functions like <http://brand.ubc.ca/>

- To be used on very long scroll pages (eg. undergrad & graduate program pages)
- Visible on desktop only (disappears on mobile)



Items:
Whitney Book: 18 pt
Leading: 32 pt
Tracking: 10 pt
HEX 000000

Box size:
192 pixels wide x (length of items)
HEX C1E5F2

Academic Deadlines Feed

***** Jamie to check RSS for styling options *****

Dates & Deadlines

Important dates throughout the Academic Year.

MAY

14

Summer Session Term 1 Starts

JUNE

21

Summer Session Term 1 Ends

Title
Whitney Semibold: 32 pt
Leading: 38 pt
Tracking: 5 pt
HEX 002145

Descriptor
Whitney Book: 20 pt
Leading: 24 pt
Tracking: 5 pt
HEX 000000

Date Description
Whitney Book: 22 pt
Leading: 26 pt
Tracking: 5 pt
HEX 000000

Month
Whitney Bold: 20 pt
Leading: 24 pt
Tracking: 0 pt
HEX 706D6E

Number
Whitney Semibold: 33 pt
Leading: 26 pt
Tracking: 0 pt
HEX 000000

Line 0.5 pt :
HEX CCCCCC

Element Library - continued

News Feed

***** Jamie to check RSS for styling options *****

News

News headline goes here right here because it should

News headline goes here right here because it should

News headline goes here right here because it should

See more news

P1

Title

Whitney Semibold: 32 pt

Leading: 38 pt

Tracking: 5 pt

HEX 002145

Line 0.5 pt :

HEX CCCCCC

News headlines

Whitney Book: 20 pt

Leading: 22 pt

Tracking: 5 pt


HEX 000000

NEWS

H2


HEX 0055B7

H5



PARTICIPATING IN ACTIVITIES THAT ARE FUN MAKES YOU HAPPY.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis quam risus, gravida a elementum ac.



PARTICIPATING IN ACTIVITIES THAT ARE FUN MAKES YOU HAPPY.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis quam risus, gravida a elementum ac.

See more news

P1

P2

Social Media Feed

FOLLOW US

H2



UBC School of Social Work | Ok..

1,075 likes

Like Page

Learn More



UBC School of Social Work | Okanagan Campus

3 hours ago

Master of Social Work program applicants who have little or no social-work-related experience may strengthen their application through volunteering with a social service agency, as experience is a consideration in application evaluation: <https://kcr.ca/vol.../okanagan-volunteer-opportunities-fair/>

Event Feed

- Pull RSS from <http://www.calendar.events.ubc.ca/> for the interim. WebCore to consider Okanagan option, such as Event Espresso plugin or Localist with consideration of UBC Vancouver plans.
- Jamie to check RSS for styling options. Contact Di with options for styles.

Events

28

Bachelor of Education Information Webinar

28


Centre for Mindful Engagement Fiction Book Club

28

Thesis Final Submission and office Drop-in Sessions

See full listing of events

EVENTS



LOREM IPSUM DOLOR SIT AMET, CONSE ADIPISCING ELIT

December 30, 2017 | 11:30 am to 2:00 pm

LOREM IPSUM DOLOR SIT AMET, CONSE ADIPISCING ELIT

December 30, 2017 | 11:30 am to 2:00 pm

LOREM IPSUM DOLOR SIT AMET, CONSE ADIPISCING ELIT

December 30, 2017 | 11:30 am to 2:00 pm

See more events >

EVENTS

LOREM IPSUM DOLOR SIT AMET, CONSE ADIPISCING ELIT

December 30, 2017 | 11:30 am to 2:00 pm

LOREM IPSUM DOLOR SIT AMET, CONSE ADIPISCING ELIT

December 30, 2017 | 11:30 am to 2:00 pm

LOREM IPSUM DOLOR SIT AMET, CONSE ADIPISCING ELIT

December 30, 2017 | 11:30 am to 2:00 pm

See more events >

Custom Elements

As-needed requests

Animated Infographics



STYLE OPTION 1

Colour of box background: HEX F6F6F6

Main number
Whitney Light: 85 pt
Leading: 0 pt
Tracking: 20 pt
HEX 0055B7

565

undergraduate
students

Number Descriptor
Whitney Medium: 26 pt
Leading: 32 pt
Tracking: 0
HEX 0055B7

STYLE OPTION 2

Main number
Whitney medium: 85 pt
Leading: 0 pt
Tracking: 0 pt
HEX 000000

189

**PUBLIC EVENTS, OVER
55% OFF-CAMPUS**

Sub-header
Whitney semibold: 21 pt
Leading: 26 pt
Tracking: 0
HEX 000000

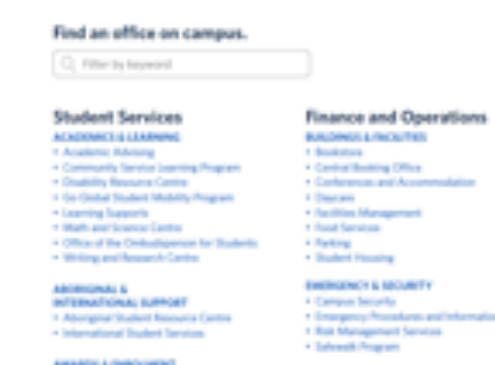
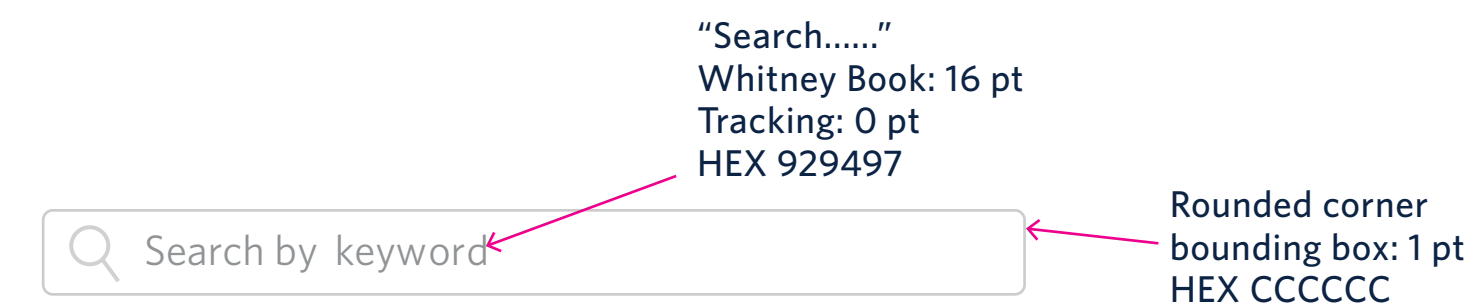
Video Background

- Full width 1920px and variable depth
- Custom content overlay
- Frame crops at break points



On-Page Filter

Functions like: search box at <http://ok.ubc.ca/academic/undergrad.html>



Undergrad Program Finder (Tab, Accordion, Filter, Search)

Functions like: <http://you.ubc.ca/programs/#mode=by-topic&viewMode=list>



Match to existing styles (tabs, accordions, etc.)