

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, consectetur 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](#)

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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
	Semibold	18	0055B7	Caps	30	22.5	Standard button on light background.
							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

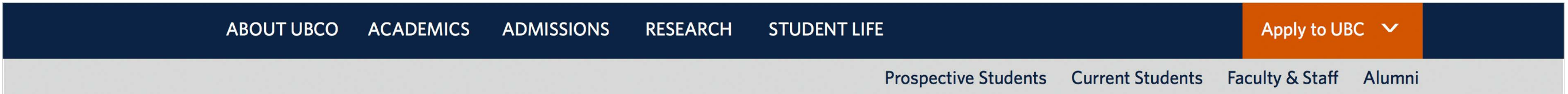
Site Design Features

Menus, Footers, Typography, Page Layouts

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

ok.ubc.ca - Mega Menu

STATIC



HOVER

Header
Whitney Semibold CAPS: 18 pt
Leading: 36 pt
Tracking: 0 pt
HEX 6699D4

Items
Whitney Medium: 16 pt
Leading: 26 pt
Tracking: 20 pt
HEX 8591A1

Line 1pt :
HEX OC2344

Line 2pt :
HEX OC2344

Header
Whitney Semibold CAPS: 18 pt
Leading: 36 pt
Tracking: 0 pt
HEX FFFFFF

Items
Whitney Medium: 18 pt
Leading: 36 pt
Tracking: 20 pt
HEX FFFFFF

Mobile Menu & Flyouts

Header
Line 1pt :
HEX OC2344

Mobile items
Whitney Book: 14 pt
Leading: 35 pt
Tracking: 20 pt
HEX 002145

Line 1pt :
HEX CBCBCB

Lined box 3pt:
HEX OC2344

HEX OC2344

ok.ubc.ca - Fly-outs

Menu Icons
Approx. 24 pixels wide

Recent News
Line 1pt :
HEX OC2344

Actions
Whitney Medium
CAPS: 18 pt
Leading: 22 pt
Tracking: 0 pt
HEX FFFFFF

Items
Whitney Semibold: 18 pt
Leading: 36 pt
Tracking: 20 pt
HEX FFFFFF

Line 1pt :
HEX OC2344

Items
Whitney Medium:
18 pt
Leading: 32 pt
Tracking: 20 pt
HEX FFFFFF

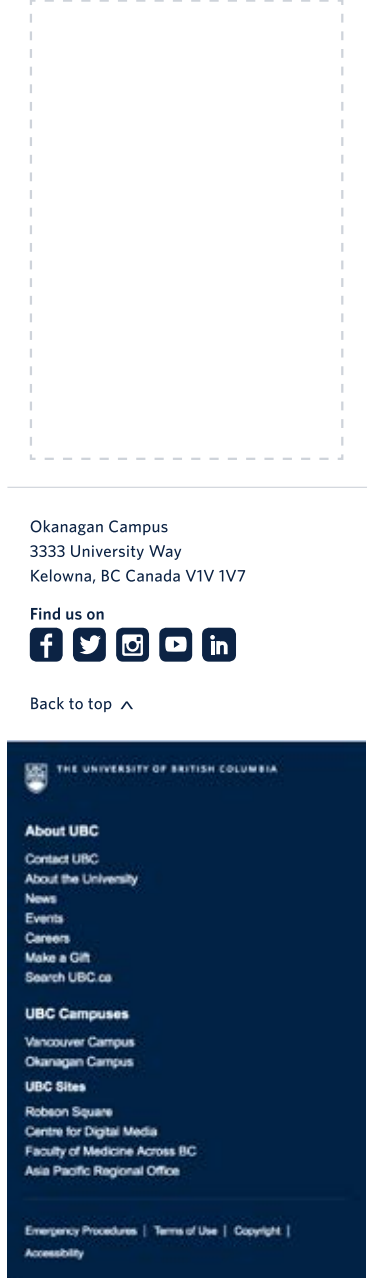
Line 1pt :
HEX OC2344

Search Box: HEX OC2344

Items
Whitney Medium: 18 pt
Leading: 32 pt
Tracking: 20 pt
HEX FFFFFF

Line 1pt :
HEX OC2344

Box: HEX 002145



Site Design Features - continued

Menus, Footers, Typography, Page Layouts

Faculty Dual Nav Menu

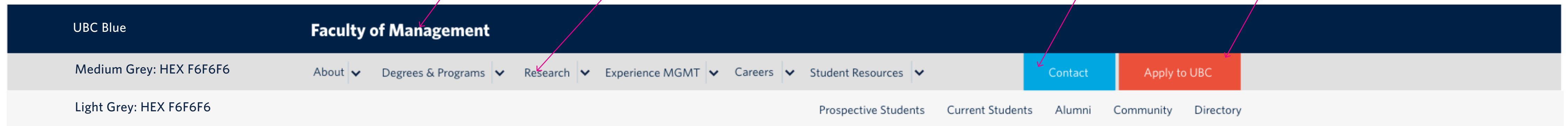
Functions like: www.arts.ubc.ca

Faculty Name
Whitney Bold: 22 pt
Tracking: 0 pt
HEX FFFFFFFF

Navigation
Whitney Book: 15 pt
Tracking: 0 pt
HEX 002145

Contact Button
Whitney Book: 15 pt
Tracking: 0 pt
Button Name: HEX FFFFFFFF
Button Colour: HEX 00A7E1

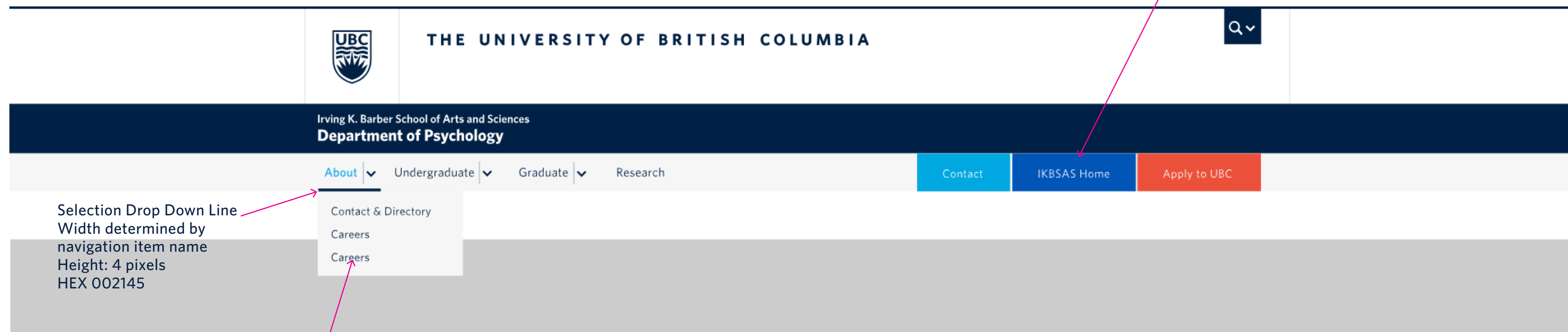
Apply to UBC Button
Whitney Book: 15 pt
Tracking: 0 pt
Button Name: HEX FFFFFFFF
Button Colour: HEX EB513A



Department/School Single Nav Menu

Functions like: brand.ubc.ca

Department/School Home Button
Whitney Book: 15 pt
Tracking: 0 pt
Button Name: HEX FFFFFFFF
Button Colour: HEX 0055B7



Selection Drop Down Line
Width determined by
navigation item name
Height: 4 pixels
HEX 002145

Selection Drop Down Menu items
Whitney Book: 15 pt
Tracking: 0 pt
HEX 002145

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
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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 n

PROSPECTIVE STUDENTS
f t i y l n

THE UNIVERSITY OF BRITISH COLUMBIA

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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
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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

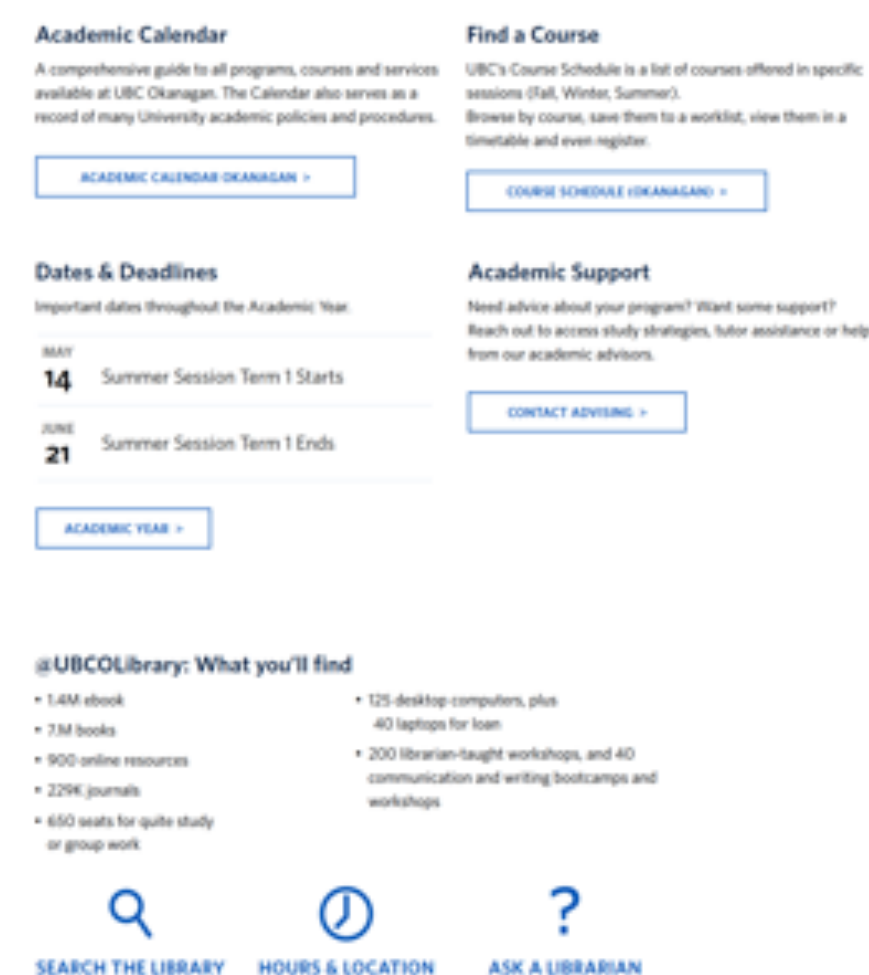
Full-width Colour Container

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

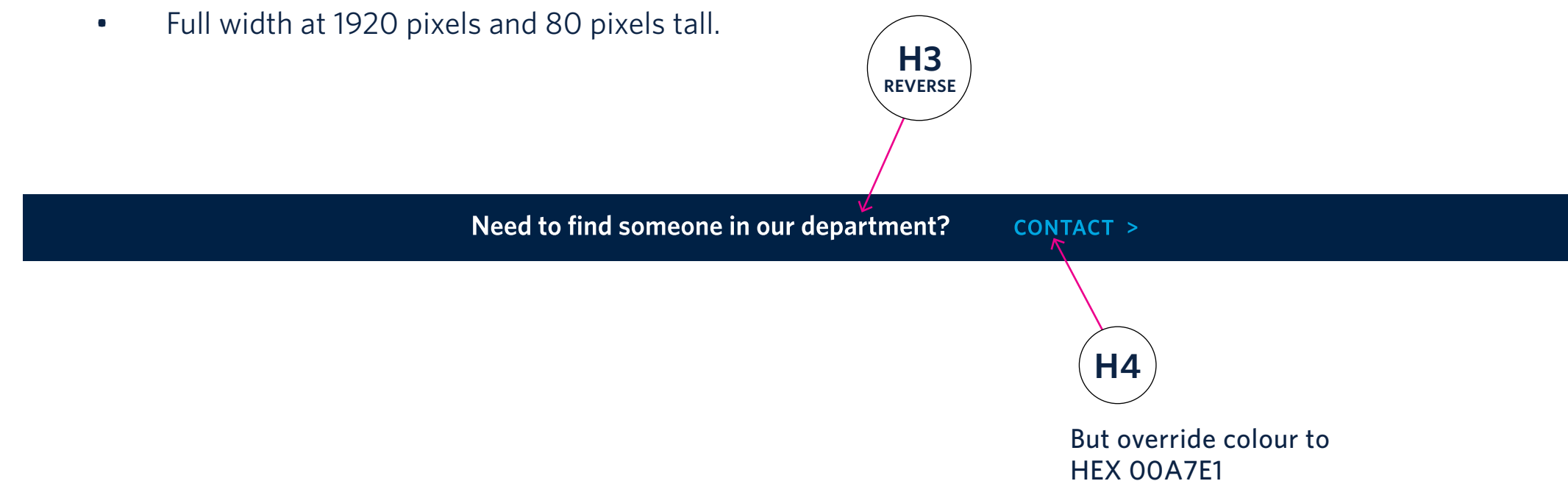
Columns (2 and 3 Column Options)

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
Historical Programs 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 Schabel
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	Jenica Frisage
Office of the Provost and Vice-Principal	provost.ok.ubc.ca	Shari Verigin
Centre for Scholarly Communication	csc.ok.ubc.ca	Jordan Slouck
Centre for Teaching and Learning	ctl.ok.ubc.ca	Felicia Goshue

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)

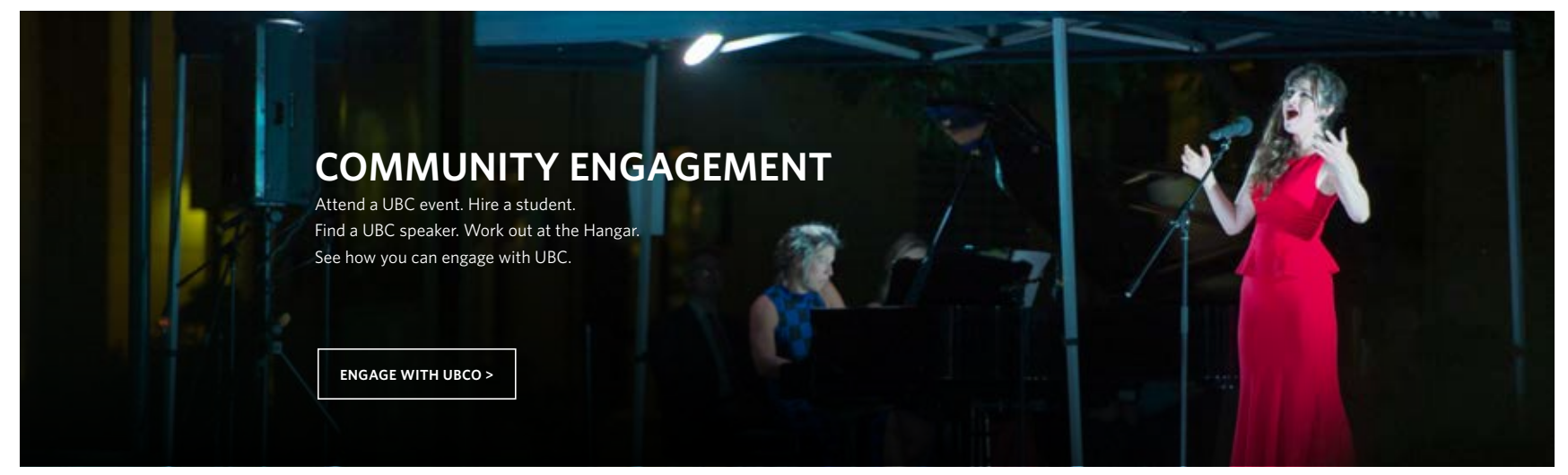
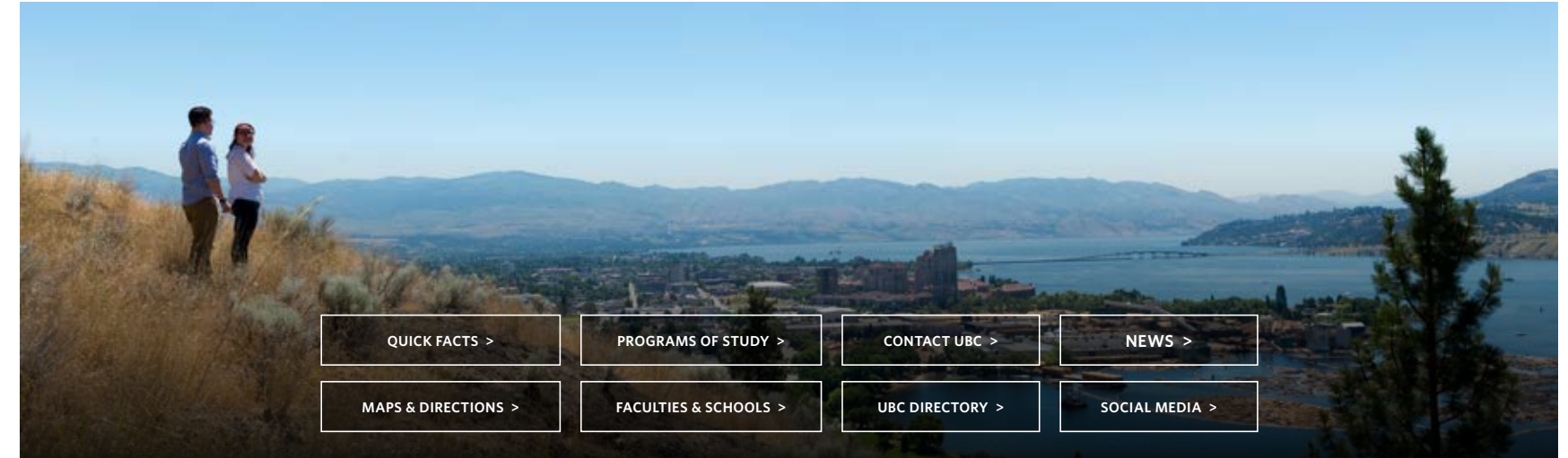
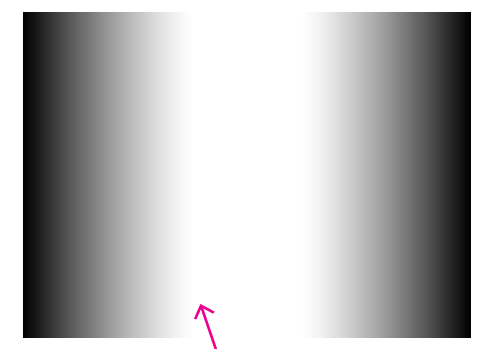


Photo Gallery (no CTA)



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

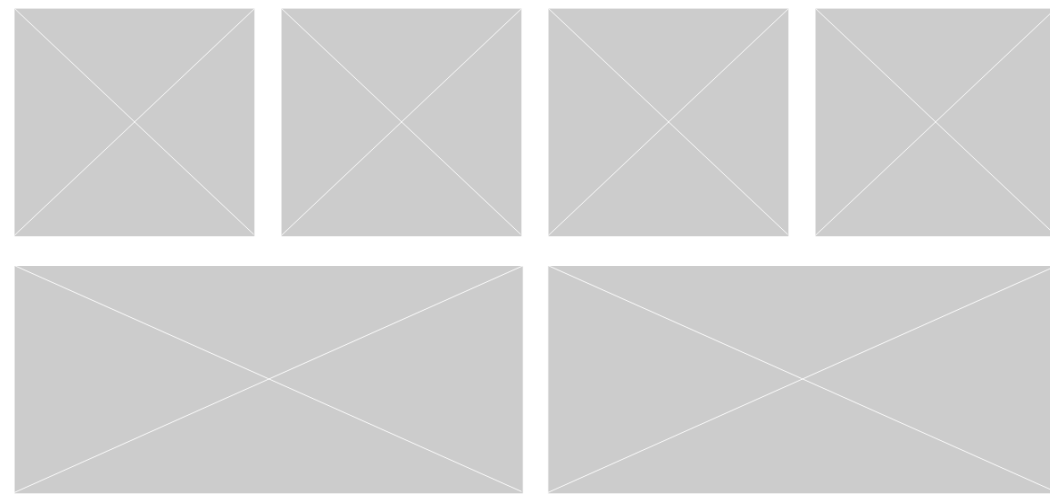


Image with Link Bar



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.

Button

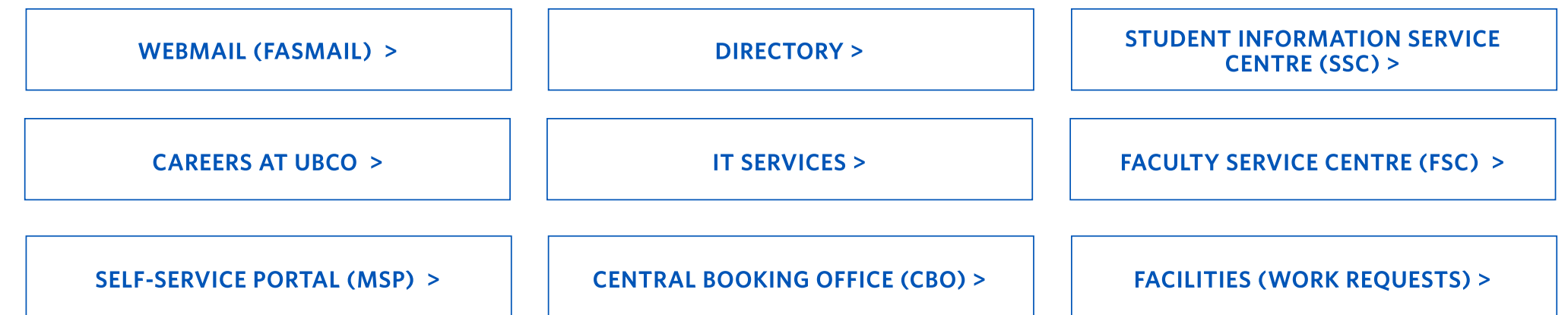
Buffer width before and after
button name: approx. 22 pixels

			Static colour: HEX 0055B7 Hover view: reverse in HEX FFFFFF	
				Static colour: HEX 002145 Hover view: reverse in HEX FFFFFF
				Static colour: HEX FFFFFF Hover view: reverse in HEX 0055B7

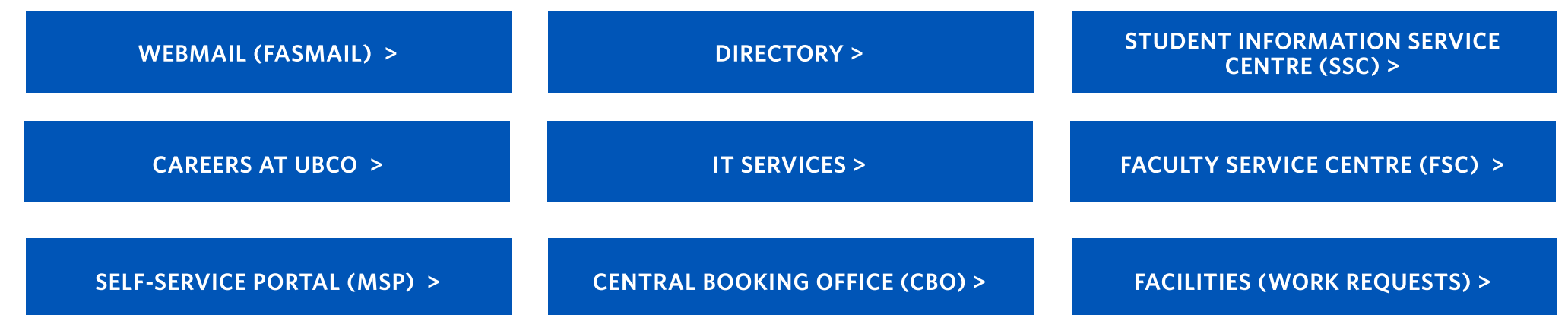
Buttons: 1 pt frame colours
UBC Blue - HEX 002145
UBC Secondary Blue 1 - HEX 0055B7
Reversed in white - HEX FFFFFF

Button Bar (set width)

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



ON HOVER

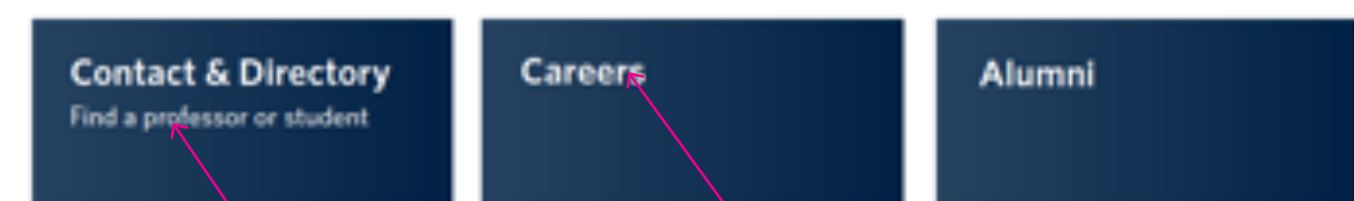


Mega Buttons

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/>



P1

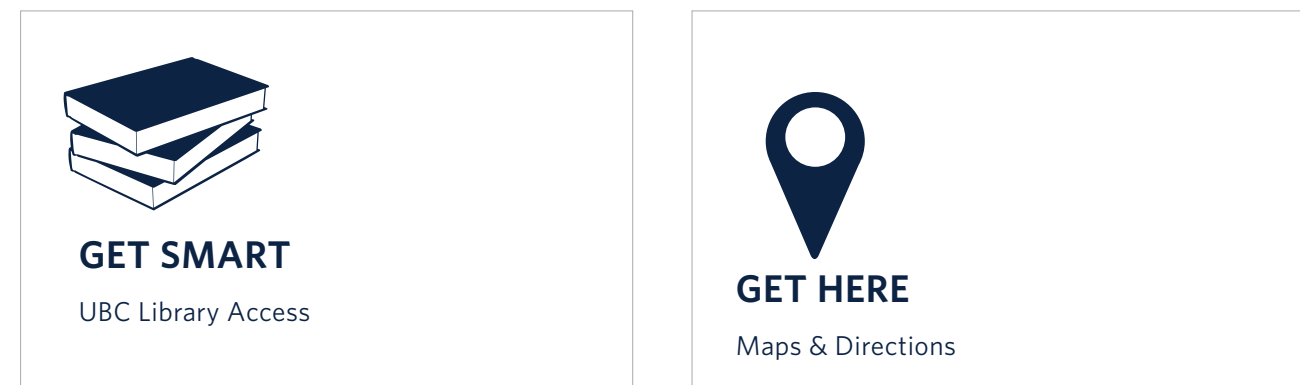
H3 reverse

Mega button gradient colour choices:
UBC Blue - HEX 002145 to HEX 425B75
UBC Secondary Blue 1 - HEX 0055B7 to HEX 2E6EB6
UBC Secondary Blue 2 - HEX 00A7E1 to HEX 2BB3E2

Element Library - continued

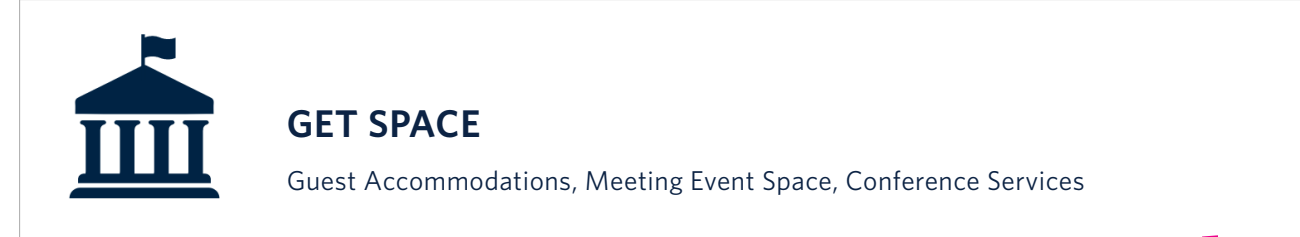
Mega Icon

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



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

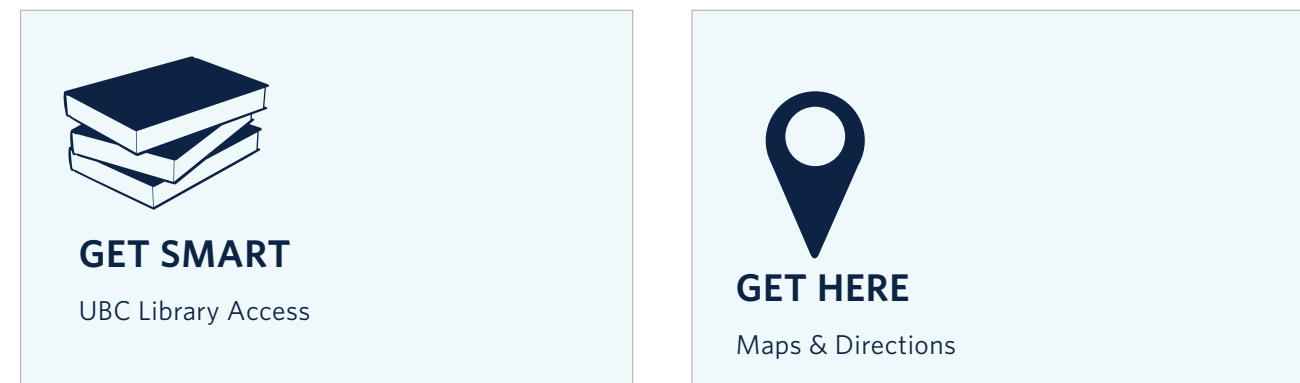
Icons will either be supplied as pngs or chosen from FontAwesome selection.



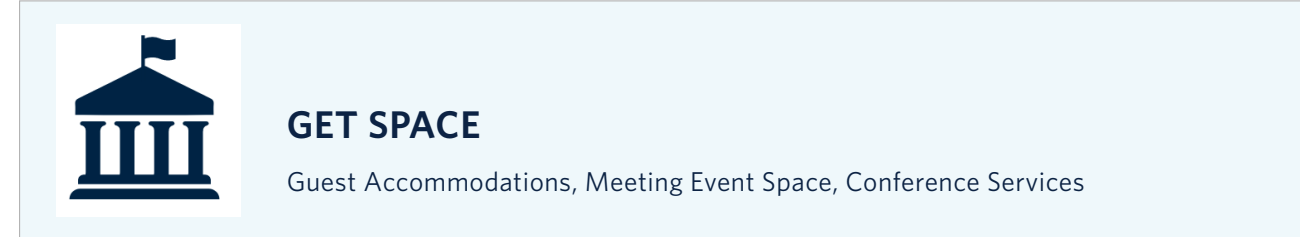
Button Descriptor - Whitney Book: 18 pt
Leading: 22
Tracking: 20 pt
HEX 002145

Box outlined: 0.5 pt :
HEX CBCBCB

ON HOVER

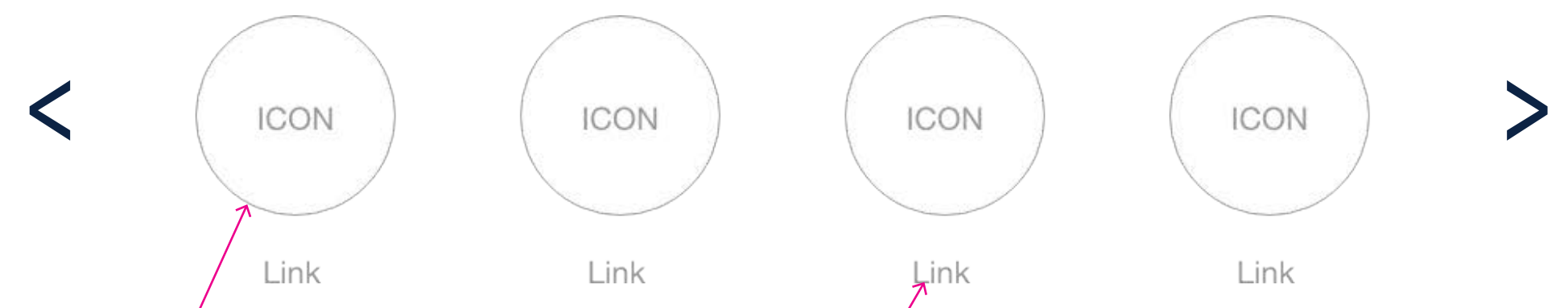


Box fill with hover:
HEX EFF8FB



Icon Carousel

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



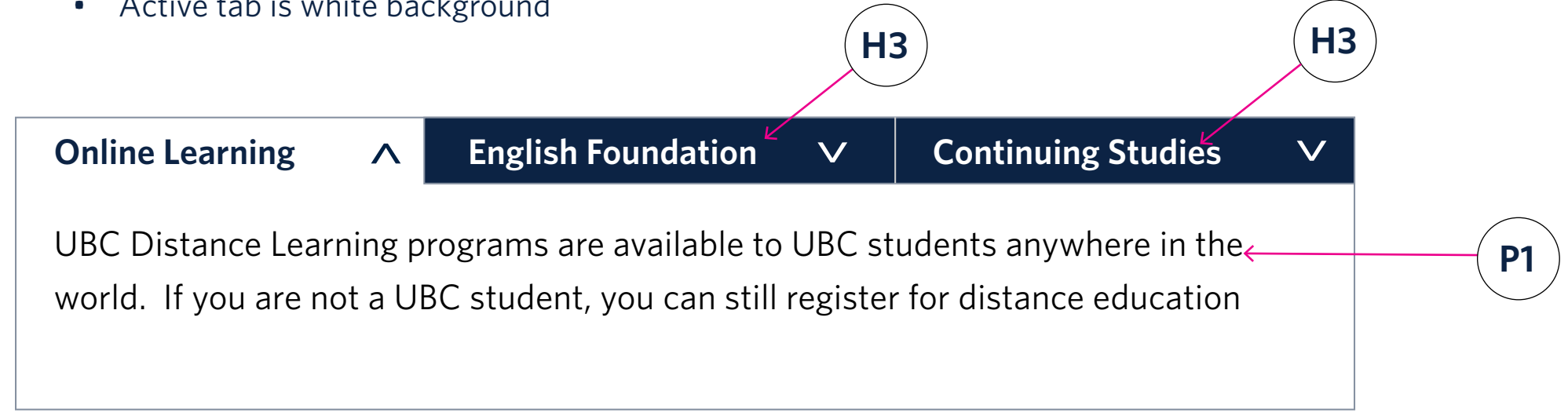
Icon width at approx.
Width 60 to 70 pixels
Colour choices:
UBC Blue: HEX 002145
UBC Secondary Blue 1: HEX 00A7E1

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

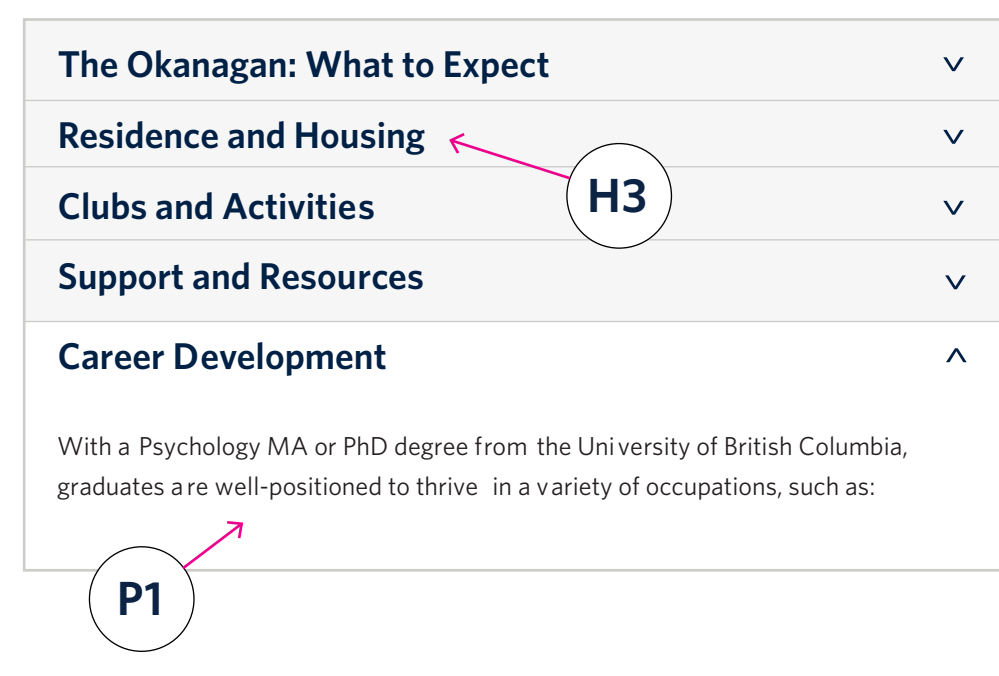


- ∨ ^ Arrows: UBC blue - HEX 002145
- Unselected tab colour - HEX 002145 or HEX 0055B7
- | Vertical line separating tabs: 0.5 pt HEX CBCBCA
- Surrounding box: 1 pt width HEX CBCBCA

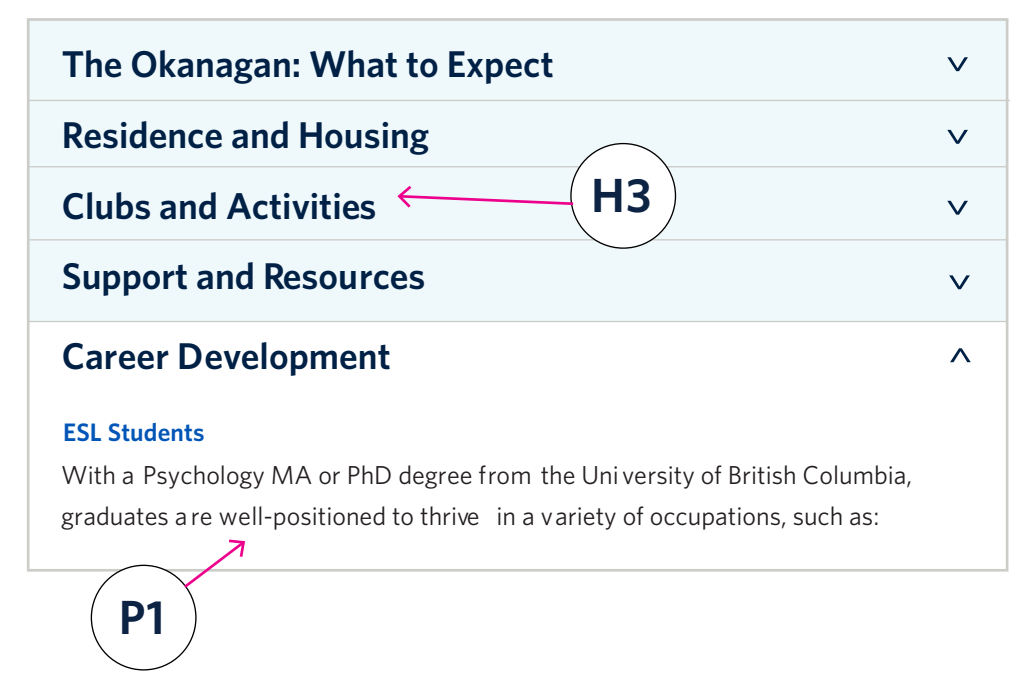
Accordion

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

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



- ∨ ^ 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



- ∨ ^ 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)

Unflipped Box: HEX 002145

Flipped Box: HEX 97D4E9

Flip Box Header Whitney Semibold CAPS: 34 pt
Leading: 40
Tracking: 10 pt

Flip Box Header Whitney Semibold CAPS: 34 pt
Leading: 40
Tracking: 10 pt

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.

H5 with white override.

Video
MELODY KAISER, STUDENT
"UBC is where I found myself and my confidence."

Story
ZACH WALSH, UBC PROFESSOR
"What better place to study?"

P1 reverse
Link on dark blue
HEX 00A7E1

Story
ALYSHA BAKER, UBC ALUMNA
"I was fortunate to work alongside top forensic experts."

P2 With white override.

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)

Override: H6
Secondary Blue 1
HEX# 0055B7

Override: H6
HEX 706D6E

Colour of box background grey: HEX F7F5F4 or light blue: HEX EFF8FB

H2

P1

H6

H3

H6

P1

P1

Element Library - continued

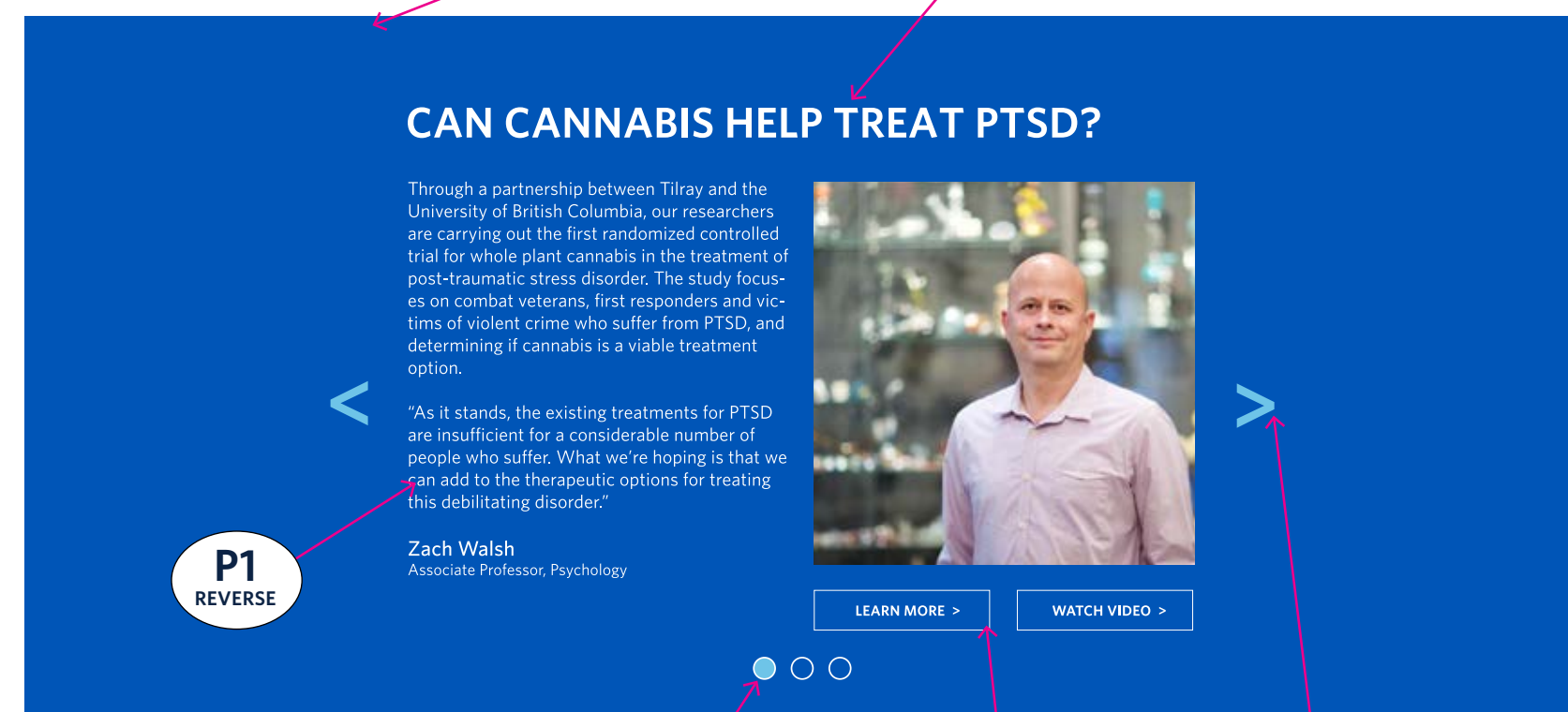
Carousel with CTA

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 FFFFFFFF



P1
REVERSE

Carousel Circle Navigation
26 pixels in width
2 pt outline - HEX FFFFFFFF
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?



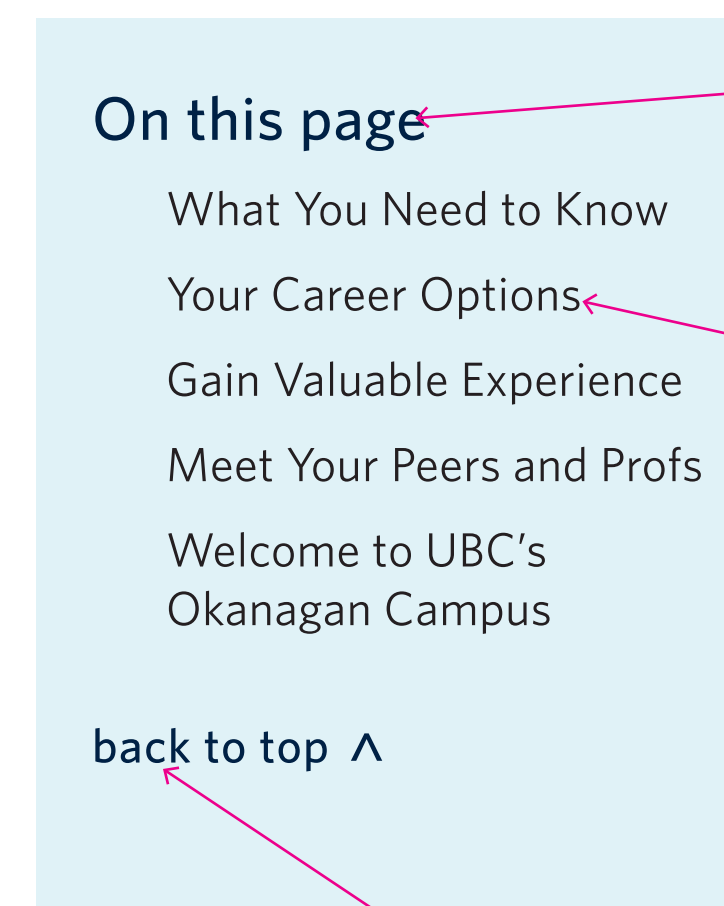
Embedded Forms

- 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)



N1

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

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

N2

Academic Deadlines Feed

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

Dates & Deadlines

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

Important dates throughout the Academic Year.

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

MAY
14 Summer Session Term 1 Starts

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

JUNE
21 Summer Session Term 1 Ends

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

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

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

News headlines
Whitney Book: 20 pt
Leading: 22 pt
Tracking: 5 pt
HEX 000000

P1

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 | 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

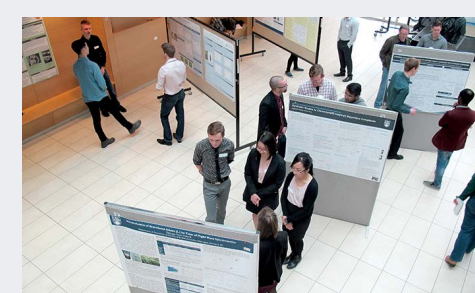
28 Bachelor of Education Information Webinar

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
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[See more events >](#)

EVENTS

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[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

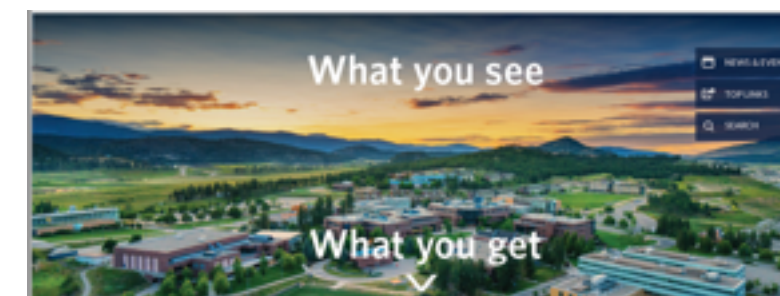
Main number
Whitney medium: 85 pt
Leading: 0 pt
Tracking: 0 pt
HEX 000000

189 PUBLIC EVENTS, OVER 55% OFF-CAMPUS

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

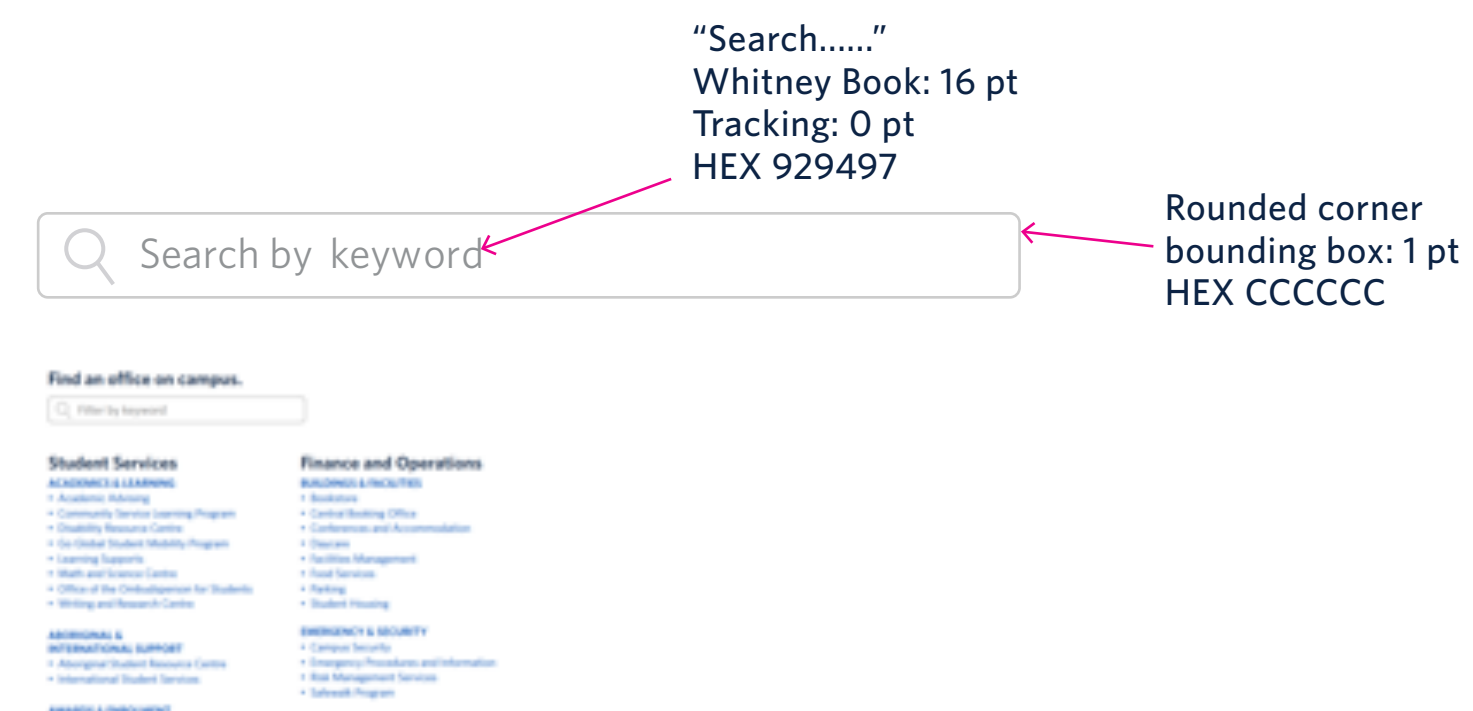
Video Background

- 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, accordians, etc.)