

Institutional Website Project Style Tile

A style tile is a design deliverable consisting of fonts, colors and interface elements that communicate the essence of a visual brand for the web. They help form a common visual language and provide a catalyst for discussion.

This style tile is based on combining the insights from the Institutional Website Project discovery phase with the UCCS brand standards and visual identity.

UCCS University of Colorado
Colorado Springs

UCCS University of Colorado
Colorado Springs

UCCS Institutional Website

Style Tile
version 7

Navigation Item One Item Two Item Three

UCCS » SECTION » PAGE

About UCCS

FACTS & FIGURES

HISTORY

MISSION & VISION

MAP & DIRECTIONS

OFFICES & SERVICES

Button Example

Button Example

Small Button Example »

This is a Page Title

Font: 44/44 Helvetica Neue Light #050505

This is intro, summary, or highlight text. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Font: 20/24 Helvetica Neue Light Italic #545454

This is an Example of a Header

Font: 32/32 Helvetica Neue #282828

This is an Example of a Sub Head

Font: 24/24 Helvetica Neue #282828

This is body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit.

Vestibulum luctus erat vel vestibulum rhoncus. In et venenatis dolor.

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Praesent erat nisi, adipiscing ac hendrerit eget.

Font: 16/24 Helvetica Neue #282828

Aliquam ac sem massa. In dapibus justo sed magna tincidunt tincidunt. Praesent erat nisi, adipiscing ac hendrerit eget, consequat in felis. Aliquam ac sem massa. In dapibus justo sed magna tincidunt tincidunt.

[This is an example of a text link »](#)

[This is an example of a text link while hovered »](#)

Font: 16/24 Helvetica Neue #336699 / #003366 Underlined

Image caption

High-Quality Simple
PROFESSIONAL Clean
Modern **Consistent**

More info about style tiles:

<http://alistapart.com/article/style-tiles-and-how-they-work>

Prepared by UCCS University Advancement

For more information, visit www.uccs.edu/advancement/website