

SAN DIEGO MESA COLLEGE

WEB STYLE GUIDELINES

Logo Sizes: Desktop

To ensure the Mesa College logo reproduces clearly and is legible in all applications, do not reduce the size of the logo smaller than the minimum size limit.

Applications of the logo will determine the size and color to use. Always proof before sending for print or other final submission.

All approved logos can be downloaded from the Mesa College Office of Communications webpage.

<http://www.sdmesa.edu/about-mesa/office-of-communications/>

STACKED | MINIMUM SIZE LIMIT

Minimum size limit

Height: 37.5 px

Width: 133.8 px

A large example of the San Diego Mesa College logo in a stacked format. The words "SAN DIEGO" are in a smaller, all-caps serif font above the word "MESA COLLEGE" in a larger, all-caps serif font. The "M" in "MESA" is significantly larger than the other letters.A diagram showing the minimum size limit for the stacked logo. A vertical orange line on the left indicates a height of 37.5 px. A horizontal orange line at the bottom indicates a width of 133.8 px. The logo is centered within these dimensions.

LINEAR | MINIMUM SIZE LIMIT

Minimum size limit

Height: 22.68 px

Width: 220 px

A large example of the San Diego Mesa College logo in a linear format. The words "SAN DIEGO MESA COLLEGE" are written in a single line in an all-caps serif font. The "M" in "MESA" is larger than the other letters.A diagram showing the minimum size limit for the linear logo. A vertical orange line on the left indicates a height of 22.68 px. A horizontal orange line at the bottom indicates a width of 220 px. The logo is centered within these dimensions.

Your contact is

Joel Arias

jarias@sdccd.edu | 619-388-2969

Exclusion Zone

In order to maximize its visual presence, the logo requires a surrounding area clear of any other graphic elements or text.

The Mesa College logo requires space around it so it does not lose focus or draw attention away from its importance. No other type, images, or miscellaneous graphics should interfere with the logo or its required space allowance.

No other elements (type, images, etc.) may be placed closer to the logo than 15 px in any direction. More space is preferable. This also applies to any patterned image or photo.

STACKED | MINIMUM SIZE LIMIT

Space around logo
approximately: 15 px



LINEAR | MINIMUM SIZE LIMIT

Space around logo
approximately: 15 px



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Headings & Text

H1 Page Title 50px

H2 Section Header 36px

H4 Subheader 20px

Text - Arial 14px

Online Colors



Mesa Yellow

HEX #fdb930

R | 253 G | 185 B | 048



Mesa Blue

HEX #023867

R | 002 G | 056 B | 103



Mesa Light Blue

HEX #337ab7

R | 051 G | 122 B | 183



Maroon

HEX #49182d

R | 073 G | 024 B | 045



Grey

HEX #445660

R | 068 G | 086 B | 096



Light Grey

HEX #AAA

R | 170 G | 170 B | 170

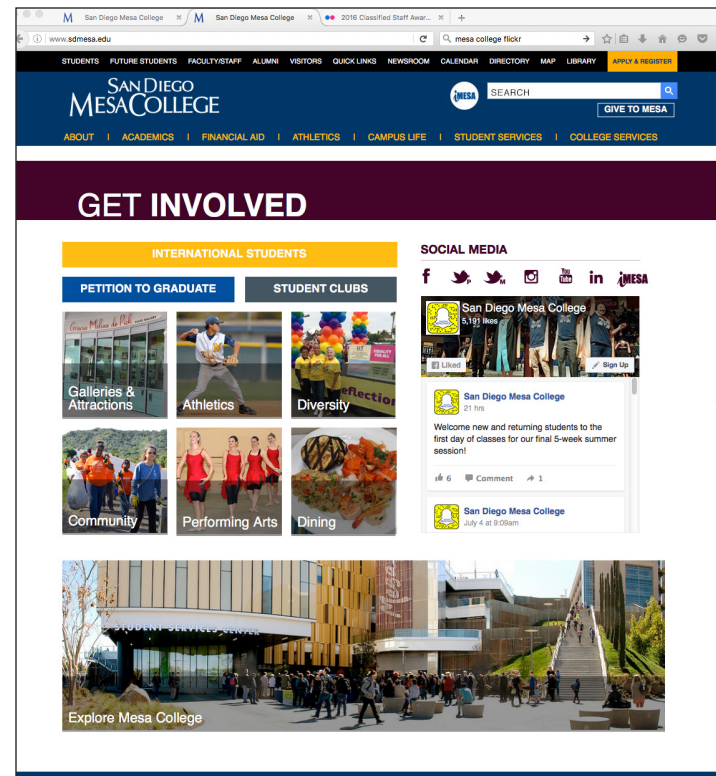


Blue

HEX #00529c

R | 000 G | 082 B | 156

EXAMPLE OF COLORS UTILIZED ON WEBSITE



Content

More is not better

Tests have shown that 79% of people don't read, they just skim. The more concise the content is the easier to navigate. More content also means more work to maintain.

- Use bullet points
- Use lists
- Only write three to five sentence paragraphs
- Divide your article into sections with headlines
- Bold important words
- Include images
- Put the most important information at the top

Think from a student perspective

Make it about them. Use natural language. If you wouldn't use a phrase when speaking to a student, don't use it.

EXAMPLES

BULLET POINTS Student Services

ADDITIONAL PROGRAMS

- Academic Support Programs
- Accelerated College Program
- Study Abroad Program
- Bachelor's Degree Program

LIST MUSIC DEPARTMENT

- ▶ Adjunct-Applied-Music-Instructors
- Applied-Music-and-Auditions
- Courses
- Certificates-Degrees
- Electronic-Music-Program
- Ensembles
- Events-and-Announcements


3 TO 5 SENTENCES Finding

This course offers a series of live musical events in a variety of styles. Presentations feature well-known international performers, music faculty, and music student performers. The content is different each semester and it may be taken four times for credit.

BOLD IMPORTANT WORDS California, as determined by the Admissions Office

1. Must be enrolled in 12 or more units within the SDCCD, minimum 9 units at Mesa
2. Are qualified to receive a **Board of Governors Waiver (BOGW)**, either A or B

IMAGES



IMPORTANT INFORMATION ON TOP

STUDENT SERVICES

WELCOME TO MESA STUDENT SERVICES!
Student Services is dedicated to your success. Welcome.


In Student Services, we value excellence, inclusion, and equity. Our role is to support you as you walk the path from admissions to graduation and transfer. This support can be found in our offices, including:

- Admissions, Assessment/Testing, Associated Student Government, Career, Counseling, Evaluations, Financial Aid, Outreach Student Affairs, Student Health, Transfer, Veterans and Records

Support is also found through programs for first-generation and low-income students (EOPS, CARE, and STAR) and for students with disabilities (DSPS).

Our offices are located in the Student Services Center, where we offer available computers, open study spaces, and refreshments. Come see us often. We're glad you're here.

STUDENT SERVICES CENTER HOURS



MESA WIRELESS INTERNET

HEADLINES Wireless Internet (WiFi network name: **Mesa Wireless**) password is available. Please click [here](#).

SERVICE AREAS

Links

Describe what your clicking to

~~You can download the pdf of web guidelines [here](#).~~

Download Web [Guidelines](#).

Avoid using "click here", this conceals what the user is clicking.

Try to use **nouns** for links whenever possible.

~~[Click here](#) for more information on labeling links.~~

[Tools and resources](#) for labeling links.

Try to end with a link

~~My [new event](#) is coming in the fall.~~

This fall you can attend my [new event](#).

Do not list full URL

~~<http://sdmesa.edu/about-mesa/office-of-communications/index.html>/Office of Communications~~

[Office of Communications](#)

ADA - Color Combinations

Background \ Text	#FFFFFF	#023867	#FDB930	#337AB7	#00529C	#49182D	#000000	#445660	#AAA	#81BD41
White #FFFFFF		Text AAA 11.9	Text DNP 1.7	Text AA 4.5	Text AAA 7.8	Text AAA 14.4	Text AAA 21	Text AAA 7.6	Text DNP 2.3	Text DNP 2.2
Mesa Primary Blue #023867	Text AAA 11.9		Text AA 6.8	Text DNP 2.6	Text DNP 1.5	Text DNP 1.2	Text DNP 1.7	Text DNP 1.5	Text AA 5.1	Text AA 5.2
Mesa Primary Gold #FDB930	Text DNP 1.7	Text AA 6.8		Text DNP 2.6	Text AA 4.5	Text AAA 8.3	Text AAA 12.1	Text AA18 4.4	Text DNP 1.3	Text DNP 1.3
Light Blue #337AB7	Text AA 4.5	Text DNP 2.6	Text DNP 2.6		Text DNP 1.7	Text AA18 3.1	Text AA 4.6	Text DNP 1.6	Text DNP 1.9	Text DNP 2
Blue #00529C	Text AAA 7.8	Text DNP 1.5	Text AA 4.5	Text DNP 1.7		Text DNP 1.8	Text DNP 2.6	Text DNP 1	Text AA18 3.3	Text AA18 3.4
Maroon #49182D	Text AAA 14.4	Text DNP 1.2	Text AAA 8.3	Text AA18 3.1	Text DNP 1.8		Text DNP 1.4	Text DNP 1.8	Text AA 6.2	Text AA 6.4
Black #000000	Text AAA 21	Text DNP 1.7	Text AAA 12.1	Text AA 4.6	Text DNP 2.6	Text DNP 1.4		Text DNP 2.7	Text AAA 9	Text AAA 9.2
Grey #445660	Text AAA 7.6	Text DNP 1.5	Text AA18 4.4	Text DNP 1.6	Text DNP 1	Text DNP 1.8	Text DNP 2.7		Text AA18 3.2	Text AA18 3.3
Light Grey #AAA	Text DNP 2.3	Text AA 5.1	Text DNP 1.3	Text DNP 1.9	Text AA18 3.3	Text AA 6.2	Text AAA 9	Text AA18 3.2		Text DNP 1
Lime Green #81BD41	Text DNP 2.2	Text AA 5.2	Text DNP 1.3	Text DNP 2	Text AA18 3.4	Text AA 6.4	Text AAA 9.2	Text AA18 3.3	Text DNP 1	

AAA : Combination can be used if font size is larger than 8pt.

AA : Combination can be used if font size is larger than 14pt.

AA18 : Combination can be used ONLY if font-size is larger than 18pt.

DNP : 'Do Not Passed' - Don't use this color combination.