**WEB HEADERS**

**Public, external audiences**
- Full AU logo and title text in Interstate
- If for technical reasons the title text cannot be placed next to the full AU logo, the whole header will be an image. UCM can help create the whole header/image that works for both desktop and mobile. Send request to brand@american.edu

**Internal audience**
Where there is some familiarity with the AU brand, i.e., when the user got to this page from another fully-branded page.
- AU crest and title text in Interstate
- Logo blue (#004FA2 text on white background OR white text on dark blue background)
**WEB HEADERS**

**School-based labeling**
Use this only outside of our CMS, i.e., Recruit application

- AU crest and school wordmark in blue background and title text in Interstate
- Use school color as background for breadcrumb/navigation bar
- If for technical reasons the title text cannot be placed next to the logo, the whole header will be an image. Send request to brand@american.edu

- For Institutes and Centers, use title text (Interstate) in header element. Do not place the Institute logo or other wordmark in the header.

Desktop

Mobile
FOOTERS

- Taupe background
- Left area: contact, copyright, and required links
- Center area: social and auxiliary links
- Right area: AU logo that links back to www
- If it has to be stacked, it should match current www mobile
  a. AU logo and link back to www
  b. Contact, copyright, required links

ONLY OUTSIDE CMS
For example: https://rctugtstweb1.american.edu/Ellucian.ERecruiting.Web.External/Pages/Welcome.aspx
<table>
<thead>
<tr>
<th><strong>Base font size, weight, and family</strong></th>
<th><strong>Base style</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>font-family: “Interstate Light”, Interstate, Arial, sans-serif&lt;br&gt;font-size: 1.6rem&lt;br&gt;font-weight: 400&lt;br&gt;line-height: 2.6rem&lt;br&gt;color: #343434</td>
<td></td>
</tr>
<tr>
<td><strong>Lede para</strong></td>
<td>font-family: Interstate, Arial, sans-serif&lt;br&gt;font-size: 1.8rem&lt;br&gt;font-weight: 400&lt;br&gt;line-height: 2.6rem&lt;br&gt;color: #343434</td>
</tr>
<tr>
<td><strong>Link coloring and outline/underline rules</strong></td>
<td><strong>Base styles</strong></td>
</tr>
<tr>
<td>i. color: #006796&lt;br&gt;ii. text-decoration-color: #aabdbe&lt;br&gt;iii. text-decoration-line&lt;br&gt;   • underline (when inline with other text)&lt;br&gt;   • none (when only child of element as in a unordered list of links)</td>
<td></td>
</tr>
<tr>
<td><strong>Hover, focus</strong></td>
<td>i. color: #1774a9;&lt;br&gt;ii. text-decoration-color: #1774a9;&lt;br&gt;iii. text-decoration-line:&lt;br&gt;   • underline (when inline with other text)&lt;br&gt;   • underline (when only child of element as in a unordered list of links)&lt;br&gt;iv. outline: 1px dotted #1774a9 (focus only)&lt;br&gt;v. outline-offset: -1px (focus only)</td>
</tr>
<tr>
<td><strong>Visited</strong></td>
<td>i. color: #004d70</td>
</tr>
<tr>
<td><strong>Border corners</strong></td>
<td>All border corners should be square, not rounded. (i.e. border-radius: 0; on form inputs, buttons, wells, etc.)</td>
</tr>
</tbody>
</table>
**Buttons**

Primary (warm-blue background) and secondary (link-blue outline) buttons.

![Buttons](image)

**Heading styles**

This is H1 Text Heading
Subheading Text

**This is H2 Text Heading**
Subheading Text

**This is H3 Text Heading**
Subheading Text

**This is H4 Text Heading**
Subheading Text

**This is H5 Text Heading**
Subheading Text

**This is H6 Text Heading**
Subheading Text

**Alerts**

Alerts colors from our brand palette

- Success: #526a3e recommended icon checkmark
- Info: #1774a9 recommended icon i
- Warning: #bb7b0f recommended icon ?
- Danger/Error: #c4122f recommended icon !

**NOTE:** Headings are to be used to denote page structure not select a font size or appearance.
Striped table

<table>
<thead>
<tr>
<th></th>
<th>Undergraduate Students</th>
<th>Full-Time (12-17 credit hours)</th>
<th>Part-Time</th>
<th>Summer Session 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sports Center Fee</td>
<td></td>
<td>$65.00</td>
<td>$30.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Undergraduate Activity Fee</td>
<td></td>
<td>$88.50</td>
<td>$15.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Student Technology Fee</td>
<td></td>
<td>$120.00</td>
<td>$40.00</td>
<td>$0.00</td>
</tr>
</tbody>
</table>

This is the table footer

Step-by-step lists

### BOLD DECIMAL

1. Item 1
2. Item 2
3. Item 3

### BOLD ROMAN

I. Item 1
II. Item 2
III. Item 3

### BOLD ALPHA

A. Item 1
B. Item 2
C. Item 3

For more items view the UI kit at
https://www.american.edu/cptools/examples/ui-kit.cfm