UTAH VALLEY
UVU
UNIVERSITY

online
COURSE
STYLE GUIDE

This Online Style Guide establishes a UVU online learning brand that promotes accessibility, consistency, and quality. This guide includes consistent visual and navigation design elements to make learning in an online environment more intuitive.

As we work together to continuously improve the quality of UVU's online courses and programs, consistency and simplicity principles as conveyed in this Online Style Guide will contribute to student success.

BANNERS/SUPPLEMENTAL PHOTOS

SIZING

The image of the University is not just accomplished in color or logo usage but also in the photographic imagery we choose to represent UVU. We express the pride we feel for the institution by showing the exciting and diverse experiences available here. Subject matter of photos should reflect our University mission and core themes of Engaged, Inclusive, Serious, and Student Success. University Marketing & Communications has an extensive photo library available to the University. You can also schedule a photographer to shoot for your department or event.

IMAGE DOWNLOAD

UVU Marketing – uvumarketing.photoshelter.com/galleries
ADOBE Stock – stock.adobe.com

Home Page, Syllabus, and Module banners should reflect the general feel, values, and subject of the course or department. Only single, professional photographs are appropriate for banners (text or illustrated images are not permitted). Photos from the UVU photo library are also appropriate for use within banners and course content.

The Office of Teaching and Learning has a license through Adobe Stock. Image requests can be made using the file number.

UVU 1010 *Introduction to Anatomy and Physiology*
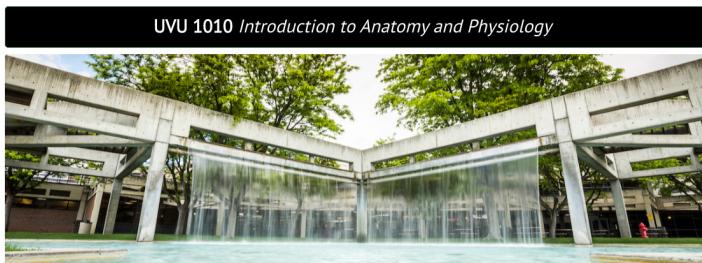
HOME PAGE BANNER
This image appears beneath the course title on the Home Page and above the course description.

Size – 1200 x 360 px
Pixel Aspect Ratio – 10:3
Course # – Bold Caps
Course Title – Regular Italic Title Case

Respiratory System and Exploration of Human Physiology

SYLLABUS/MODULE BANNER
This image appears beneath the module title on the Module Overview Page.

Size – 1200 x 171 px
Pixel Aspect Ratio – 7:1
Module Title – Regular Title Case

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BRANDED FOOTER
This is a full width horizontal line accompanied by a black department logo centered beneath.

Size – Height: 50 px.
Width will be determined by the logo itself in order to allow for proper proportions without distortion.

SIZE
When using images on a page, it is best to use an image editor such as Adobe Photoshop CC to scale the images to the final size that you want to use.

Example:
If your image is 800px wide, do not resize it with HTML to
.

Scaling images down with HTML may cause loading issues. Do not stretch images to fit the container or area on a page. Images must maintain their aspect ratio. Scaling up an image will pixelate it, or force the image to appear out of focus. Images should not be larger than the width of the current UVU Online Course Template. (1100px)

For images that require a transparent background, it is recommended to use .png files rather than .gif files.

Image file names should use lowercase letters, and, in cases where there is a space, it is recommended to use a dash or underscore.

Example:
image-title.jpg or image_title.jpg

SRC
The path to the file you want to use.

ALT
The text that will display if the image can't be loaded. The alt tag is also what is read by a screen reader to help with accessibility. All images should have proper "alt" tags or be marked "decorative."

TITLE
(optional, recommended) = text that displays when a user hovers over an image or HTML tag.

NOTE
Images with flattened text (text embedded in the image) require properly tagged "alt" and "title" attributes.

CREATE A BANNER IMAGE IN ADOBE PHOTOSHOP CC
– Open Adobe Photoshop CC.
– Go to: File > New
– Set measurement to "pixels"
– Set "Width" to: 1200
– Set "Height" to: 360 or 171 for corresponding banner (see banner reference left page)
– Set Resolution to: 72
– Click "Create"
– Drag image file into newly created document
– Click and drag image corners to fill entire canvas
– click and drag image to desired frame crop
– Double click image to realease "Transform" feature
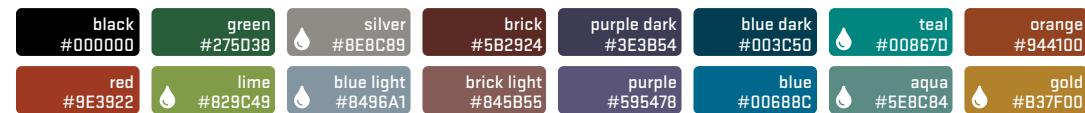– Save image as a .png or .jpeg

ADOBE PHOTOSHOP CC RE-SIZING
– Open Image in Adobe Photoshop CC.
– Go to: Image > Image Size
– Set Resolution to: 72
– Ensure "Width" and "Height" settings are linked with chain icon to maintain proportion
– Set measurement to "pixels"
– Set Width to 1200 pixels
– Save image as a .png or .jpeg

The online course color palettes use the complementary color palette as outlined by the official UVU University Style Guide. Color can strengthen the quality of design, but proper usage is essential for building a consistent visual representation of the University. These palettes have been carefully selected to enhance student success in online courses through consistency and optimized contrast and readability.

Colors should only be used as outlined within their specific groups/palettes.

MONOCHROMATIC

black #000000	green #275D38	silver #8E8C89	brick #5B2924	purple dark #3E3B54	blue dark #003C50	teal #00867D	orange #944100
red #9E3922	lime #829C49	blue light #8496A1	brick light #845B55	purple #595478	blue #00688C	aqua #5E8C84	gold #B37F00

Page Headers + Sub Headers + Icons
— select one color

DICHROMATIC

key: black | green | silver | [blank]

Page Headers + Sub Headers
— select any two colors from an individual group: one color for Page Headers, one color for Sub Headers

Icons
— must be one of the two selected colors, except as indicated (💧)

TRICHROMATIC

black	green	red	brick	brick light	purple dark	purple	blue dark	blue	orange

Icons
— select one color
[select Page Header and Sub Header color(s) from Monochromatic OR Dichromatic palettes above]

💧 — Indicates a color that is accessible for page headers and sub headers ONLY.
Icons for these color selections must be black for accessiblity.

ICONS

UVU online courses use the Font Awesome icon set. Icons visually represent an idea. Consistent icons facilitate faster navigation and connection to ideas.

Certain Icons have been set aside and must be used according to their assigned titles (see universal icons to the right). If an icon represents something in one section, it should represent that same thing in other sections. Additional icons may be implemented after consultation with the Office of Teaching and Learning.

Full Icon List:
https://fontawesome.com/icons?d=gallery&m=free

HOME PAGE
- Syllabus
- Instructor Info
- Modules

INSTRUCTOR INFO
- Name
- Email
- Phone
- Department
- Office Hours

SYLLABUS
- Course Description
- Course and Program Outcomes
- Prerequisites and Needed Skills
- Fees, Materials, and Technology Tools
- Grading and Late Work Policy
- Assignment and Assessment Descriptions
- Policies and Academic Services
- Canvas Support
- Websites
- Technical Support
- Course Overview and Schedule

CONTENT
- Read
- Watch
- Discuss
- Review
- Complete
- Submit
- Looking Ahead

STANDARDS

Lato, the Canvas default font, is the standard font to be used within Canvas pages for UVU online courses. Documents within courses should utilize fonts from the preferred sans-serif fonts listed on this page.

Do not underline text. Underlines should be reserved for links. Use other methods of emphasizing text, such as bold, italics, headers, etc.

Body/paragraph text within UVU Canvas courses should be black. We recommend a limit of three or fewer fonts and font colors within any pages or documents.

We do not recommend or support Comic Sans MS or cursive fonts.

SIZES

The Office of Teaching and Learning has set the header font sizes for online courses.

Header 2: 21pt (banners: Home Page, Syllabus, Module Overview, Content/Assessment)
Header 3: 14pt (sub banners: Syllabus, Instructor page, Home Page)
Header 4: 14pt (Text headers on white)
Paragraph: 12pt (Standard paragraph text)

PREFERRED SANS-SERIF FONTS

Arial
Arial Black
Geneva
Helvetica
Impact
Lato
Lucida Grande Regular
Lucida Grande Bold
Tahoma
Trebuchet MS
Verdana

L.I.S.T. Fonts & Colors

LINKS

Link text should provide context as to where the link will take the reader. The text should be in a contrasting color and underlined.

IMAGES/MEDIA

Describe images with captions, provide alternative text to describe the content and function of images, and include any text that is part of any image. Captioning should be provided for videos and transcripts should be provided for audio.

STRUCTURE

Structure documents and pages to ensure proper reading order for the content of the page by using built-in styles to create headings, lists, and columns. Properly distinguishing reading order allows text-to-speech or screen-reading software to read the information in a logical order.

Headings
Create a logical hierarchy for your content by using the built-in heading styles. Avoid using font size, bolding, underlining, etc. to format your headings.

Lists
Use built-in list styles to properly format your lists and ensure they are appropriately nested (hierarchy of bullets and sub-bullets, etc). Avoid using spaces, tabs, and returns to format your lists.

Columns
Use built-in column styles in documents to properly format your columns. Avoid using spaces, tabs, and returns to format your columns.

TABLES

Ensure tables have column and/or row headers and only use tables for data not for layout. Avoid split and merged cells when possible. Break more complex tables into two or more simpler tables. For more complex tables provide a link to a text alternative that contains the same information.

FONTS

Use accessible fonts that are simple. Avoid overly decorative fonts. The sans-serif fonts such those listed under the TEXT section are preferred.

COLORS

Do NOT use color as the sole indicator of meaning and ensure sufficient contrast between background and foreground colors.

fonts

If you have questions about the online course guidelines that are not answered in this volume, do not hesitate to contact our office.

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FULTON LIBRARY • 5TH FLOOR

TeachingLearning@uvu.edu

(801) 863-8255