11.10 Web

The West Valley College web site is one of the most important vehicles for establishing the brand identity of the college. The homepage is the first impression that many will experience and needs to establish a strong image, a lively sense of campus life, and a sense of its mission. The site needs to be visually “clean”, well organized and easy to navigate.

**Placement and choice of logo**

Due to space limitations on a web page, we recommend using the horizontal logo configuration using the primary college colors on a white background. The logo should be placed in the upper left corner of the site to establish a corporate signature and allow for the maximum visibility of the logo. There should be ample “clear space” surrounding the logo to insure legibility, visibility and integrity.

**Slogan**

The slogan, “Create Your Future” should be prominently displayed in the masthead or a feature section of the page. Any associated visual images that would support the message can be used as long as it doesn’t distract from the message.

**Headline Message and feature image**

A simple, 1 line message may be used in conjunction with the “feature” image to communicate important or timely information. The font styling should be consistent. We recommend using upper and lower case type in Helvetica Bold or equivalent. If the type is a part of the image, Helvetica or Helvetica Condensed is acceptable.

A colored background can help differentiate the design away from a corporate feel (however, please note the gradation to white. He recommend placing the logo onto a white background).
11.10 Web

Color Usage
As it is important to establish the college identity through its color usage, we are recommending that the logo be used in its primary color on a white background. The primary colors may be used to enhance the page design as in a background color, color bars, or icons. WVC graphical elements such as the “leaf” may be used to further enhance the WVC identity. The accent colors and athletic colors may be used but should not dominate the color palette (we suggest no more than than 10 percent of the overall color usage on the page).

Call to actions should be clear attention grabbers. Give them prominent size and position. They should not be buried in the body text. The example shown utilizes a colored button.

We recommended using as much photography as possible to enhance the site and distinguish the fact that the user is on different pages.

Use some sort of design to establish which page the user is on.
11.10 Web

Suggested Web Font
We recommend using Helvetica Bold or equivalent for headline fonts. (For special events, or unique applications, alternative fonts may be used as long as it maintains the legibility and integrity of the brand. To maintain searchability, fonts from the Google font library, http://www.google.com/webfonts, may be used. Alternatively, fonts may be incorporated into photos or images using Photoshop. For any questions, please contact the marketing department for clarification).

For general body copy, we are recommending the consistent use of Helvetica, with Helvetica or Helvetica Bold for subheads. For design consistency, brand unification as well as legibility, we recommend using black for the body copy and the default blue and underscore for text links.
(see section 12.1 for more information and recommendations regarding accessibility and section 508 legislation).