

MOOD BOARD & STYLE GUIDE

Bergen Community College

Logos



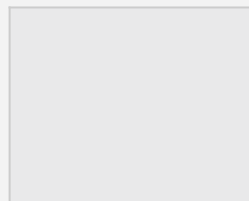
Color Palette



#660099



#FF6600



#e9e9ea

CONTENTS

Template Title

- Brand Identity | Graphic Assets
 - Banners and Buttons
 - Illustrations and Images
 - Page Design Elements
 - Iconography
- Canvas Identity | Layout & Design
 - Homepage Design
 - Content Page Design
 - Module Structure
 - Mobile Design

BRAND IDENTITY

Graphic Assets

- Banners and Buttons
- Illustrations and Images
- Page Design Elements
- Iconography

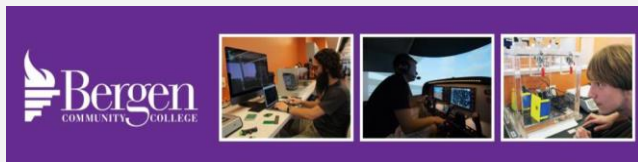
Home Page Banners



Home Page Banners

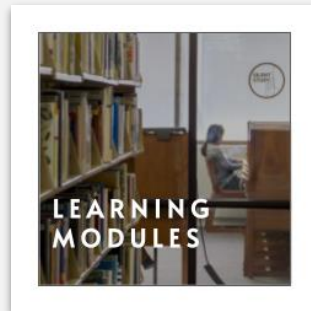
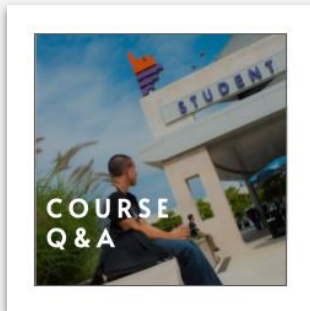


Home Page Banners

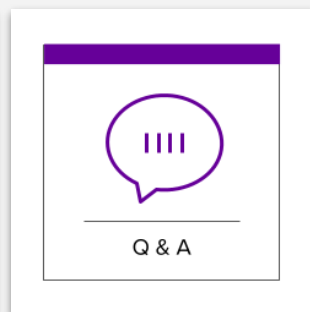
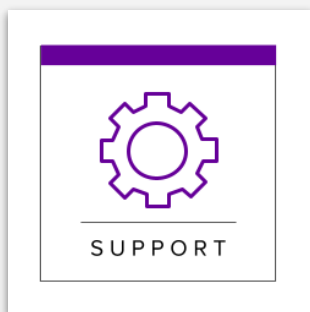
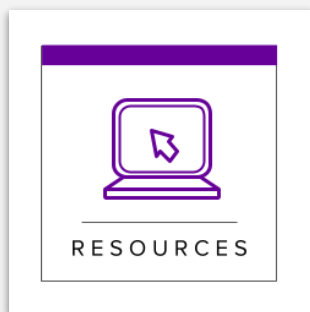
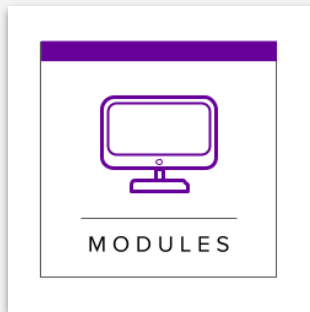


Home Page Buttons

Option 1



Option 2



Page Design Elements



- Editable page headers
- Content divider
- Footer

Iconography



➤ Icon set in branded colors


CANVAS IDENTITY

Layout and Design

- Homepage Design
- Content Page Design
- Module Structure

Homepage Design

Course Title Here

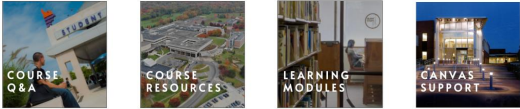


Welcome

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean eget tellus et mauris rhoncus lacinia ac ac quam. Aenean id rutrum quam. Aliquam luctus erat vitae nibh malesuada fringilla. Maecenas sit amet auctor magna.

Navigation

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Course Title Here



Welcome

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Bergen
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Course Title Here



Welcome

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- Three homepage options available in pages for instructors to easily swap out or mix and match banners and buttons for a custom design

Content Page Design

Module 1 Overview

Overview

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero. Sed cursus ante dapibus diam. Sed nisi. Nulla quis sem at nibh elementum imperdiet. Duis sagittis ipsum. Praesent mauris. Fusce nec tellus sed augue semper porta. Mauris massa.

Learning Objectives

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero. Sed cursus ante dapibus diam. Sed nisi. Nulla quis sem at nibh elementum imperdiet. Duis sagittis ipsum. Praesent mauris. Fusce nec tellus sed augue semper porta. Mauris massa.

To-Do List

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero. Sed cursus ante dapibus diam.

1. **Read:** [Content Title]
 2. **Discuss:** [Content Title]
 3. **Assess:** [Content Title]
-

➤ Sample page design with suggestions for content, placeholder text, and links to support guides

Module Structure

Admin Module

Notes for the Template Admin

Instructor Module

Started
Options/Customization
Resources/Support for Instructors

Template Overview/Getting
Image

- Administrator module with instructions for template distribution and use
- Instructor module with instructions on how to use and customize the template
- Sample Learning module

Course Overview | Start Here

About This Course

About Your Instructor

Ask A Question

Resources and Support

Module 1 | Topic

Module 1 | Overview

1.1 Presentation: [Title]

1.2 Discussion: [Title]

1.3 Reading: [Title]

1.4 Assignment: [Title]

1.5 Review: [Title]

1.6 Knowledge Check: [Title]

Module 1 | Summary

Course Conclusion Module

STYLE GUIDE

Typography & Formatting

Graphic Elements

Accessibility

Typography & Formatting

Text:	<ul style="list-style-type: none">- Canvas default text styles.<ul style="list-style-type: none">H2 - 28.8 ptH3 - 18 ptH4 - 14 ptParagraph - 12 pt
Lists:	<ul style="list-style-type: none">- Use bullets for items that require no specific order.- Use numbers for items that require order or step-by-step instructions.
Hyperlinks:	<ul style="list-style-type: none">- External hyperlinks open in a new window.- Internal hyperlinks open in same window (Canvas default).

Graphic Elements

Page Banners, Headers, Footers, & Content Dividers:	<ul style="list-style-type: none">- Set at 100%
Image Sizes:	<ul style="list-style-type: none">- Size to 200-300 px maximum, use white padding.
Icon Sizes:	<ul style="list-style-type: none">- Size to max 45 px

Accessibility

Alt Text:	Add alt text to all images that represent information or content to provide a textual alternative for users using screen readers.
Hyperlinks:	Use descriptive hyperlinks that represent the link destination
Tables:	Tables should be used for data display, not layout. Headings should always be included for columns and rows.
Color Contrast:	Utilize the WebAIM Color Contrast Checker to ensure adequate color contrast and accessibility friendly colors.
Video/Audio Content:	<ul style="list-style-type: none">- Video content should provide option to view captions- Audio content should provide text version of the audio (transcripts).