Bard

Bard Website Style Guide

This document is a guide to using the Bard logo and as a starting point for imagery, styling, and design on Bard websites. For more information, contact webservices@bard.edu.

Logo Usage

Logo Graphic

Only the ***official*** Bard logo should be used. Alternative fonts or treatments are not acceptable. You may download Bard's logo by clicking the graphic below and downloading it to you desktop. For alternative versions of this logo please contact webservices@bard.edu. DO NOT alter this logo in any way.

Bard

Logo Placement and Treatment

The Bard logo should appear on all websites. Preferably as part of the site's logo or in the header area of the site. A link to Bard's main website (https://www.bard.edu) should also be included on Bard logos. If the Bard logo is a part of the site's main identity, then a duplicate Bard logo is not necessary but a link to Bard College should appear elsewhere on the site.

Creating a New Logo

All new program and center logos must incorporate the Bard logo and Bard red. If your current logo does not, you must place the Bard logo on your website in addition to your logo. Please contact publications@bard.edu to request the creation of a new logo for your website and promotional materials.

Bard College, 30 Campus Road, Annandale-on-Hudson, NY 12504   845-758-6822

Font, Type, and Color Usage

Fonts

In general Bard's choice for body and heading fonts is a sans-serif. Our preferred open source and cross platform fonts are: Source Sans Pro, Open Sans, Trebuchet, or Helvetica or Helvetica Neue. You can use the Google font service linked below to include one of these fonts in the <head> of your website.

- Google Fonts

Type Treatment

Type presentation should be clear and unobstructed. ALL CAPITAL type should be reserved for headings only. Underlined type should only appear on links and not used for emphasis.

Type Color

Bard's color is red. Bard's general color scheme is red, black, grey, and white.
The Bard red used for websites is: #ad1a1f.
In general, body type should appear in black (#000000) or dark grey (#222222) on a white (#FFFFFF) or light background (#ededed). If alternative colors are being used they must meet the WCAG 2 required ratio of 5:1 or better. You can check your contrast at the link below.

- Color Contrast Checker

Photography and Copyright

Whenever possible, use Bard-specific imagery. All imagery used on our public websites, social media, event postings, and eblasts does not fall within "fair use" guidelines. All of these are considered publicly distributed works and can only include copyright-free images. Please contact communications@bard.edu to request Bard images for your website. Otherwise use the resources below to find copyright-free images.

- https://www.google.com/advanced_image_search
- https://search.creativecommons.org/
- https://www.flickr.com/creativecommons/