



INTERACTIVE MEDIA

# style guide

NIC INTERACTIVE MEDIA DESIGN + DEVELOPMENT PROGRAM



INTERACTIVE MEDIA

# using the interactive media wordmark

The Interactive Media wordmark exists in two parts: the symbol and the logotype.

**In order to maintain the integrity of both the Interactive Media program, and its wordmark, consistent representation will allow for a recognizable, familiar, and trusted organization.**

**We thank you for adhering to the guidelines provided.**

#### WORDMARK



#### SYMBOL



#### LOGOTYPE

INTERACTIVE MEDIA

## clear space

To ensure that the wordmark is seen clearly, it should always have an equal area of clear space around all sides.

The wordmark may be scaled up and down, however, we ask that you maintain the ratio of clear space surrounding the wordmark. This space is always equal to one-third ( $1/3X$ ) of the overall height of the wordmark ( $X$ ), as illustrated below.



## minimum size

The wordmark should never appear smaller than two (2) inches from one side to the other. The wordmark should never be cropped.





INTERACTIVE MEDIA

# using the interactive media color palette

The chart opposite provides references and values for the colors in the Interactive Media color palette.

To achieve consistent color reproduction across different mediums and materials, the chart includes cmyk, rgb, and hex (#) values.

#### PRIMARY COLORS



#### SECONDARY COLORS





INTERACTIVE MEDIA

# interactive media typography

Interactive Media incorporates two typefaces; a dynamic sans serif that is been balanced with a story-telling serif.

These typefaces have been chosen to work together and are to be utilized according to specific guidelines.

abcdefghijklm  
*nopqrst*uvwxyz

**overpass**

abcdefghijklm  
*nopqrst*uvwxyz

crimson text



abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 0123456789 (!@#\$%&.,?;:)

OVERPASS 300

*abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 0123456789 (!@#\$%&.,?;:)*

*OVERPASS 300 ITALIC*

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 0123456789 (!@#\$%&.,?;:)

OVERPASS 400

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 0123456789 (!@#\$%&.,?;:)

OVERPASS 600

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 0123456789 (!@#\$%&.,?;:)

OVERPASS 800

: to bring into existence

*verb* cre·ate \ krē- āt , krē- āt \

create

Overpass is an edgy, well-formed typeface is an open source font family available from google fonts at <https://fonts.google.com/specimen/Overpass>. This typographic workhorse is perfect for body copy, captions, titles, headings, and subheadings. Generally, font weights above 600 are best for titles, while italic weights of 300 fit captions. Overpass at 400 screams body copy, such as in this text.

overpass

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 (!@#\$%&.,?;)

CRIMSON TEXT ROMAN

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abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 (!@#\$%&.,?;)

CRIMSON TEXT SEMIBOLD

: fill (someone) with the urge or ability to do or feel something, especially to do something creative.

*verb* in·spire \ in-spī(-e)r \

inspire

Crimson Text is a beautiful, old-style typeface available as an open source font family from google fonts at <https://fonts.google.com/specimen/Crimson+Text>. Inspired by classic typefaces meant for descriptive texts, Crimson Text Semibold is an excellent choice for those one-word headings. When looking to imbue a humanistic element, Crimson Text Roman is the font to go with.

crimson text



INTERACTIVE MEDIA

# interactive media photography

The photographs opposite provide an example of how we apply color and greyscale to photographic profile imagery.

To enhance inclusivity and color harmony, we have established guidelines for the use of color and greyscale in photographic images, most frequently applied to the profile pictures of our real-life faculty, students, and alumni.

Where multiple profile photographs are displayed in groups, 80% greyscale is to be used.

Where a profile photograph stands alone, full color photographs are to be used.

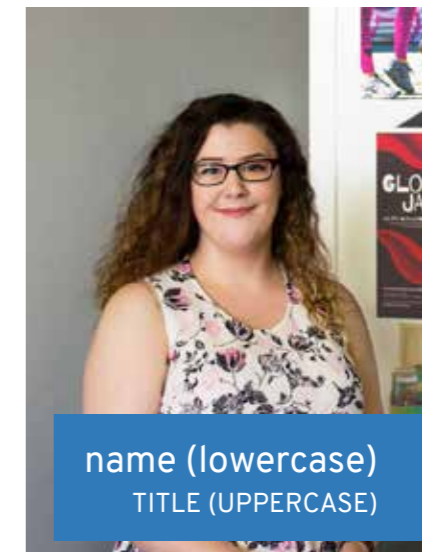
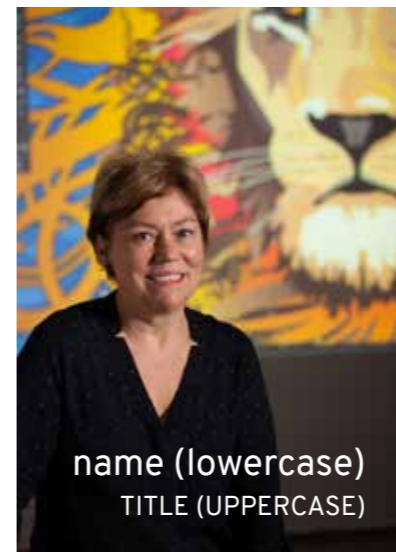
We prefer the same profile photograph to be displayed, whether in a group or individual setting.

Each individual's name sits either justified left, or right, at the bottom of the image, in lowercase letters. We ask that white (#ffffff) or our primary grey (#666666) be used for the name and any associated titles, so that the name be read effectively. When names are illegible, add a background title plate in one of our primary colors.

#### MULTIPLE GROUPED PHOTOGRAPHS



#### INDIVIDUAL PHOTOGRAPH





INTERACTIVE MEDIA

# interactive media graphic elements

Interactive media loves graphic elements. We hope you do, too.

What can we say? Graphic elements, when established and maintained effectively, give that extra something.

## the horizontal line

Horizontal lines, at 1 px, help separate content and establish heirarchy.

### HORIZONTAL LINE



## iconography

To help us with this, we encourage you to use pre-existing, or create new iconography, as per our guidelines. We like a simple, yet elegant style of iconography.

Icons, in their resting state, should be made up of our primary colors. Hover effects should enable a visibly clear color differentiation.

### ICONS



Hover Effect