



University of San Diego

Brand & Style Elements

USD Website Redesign

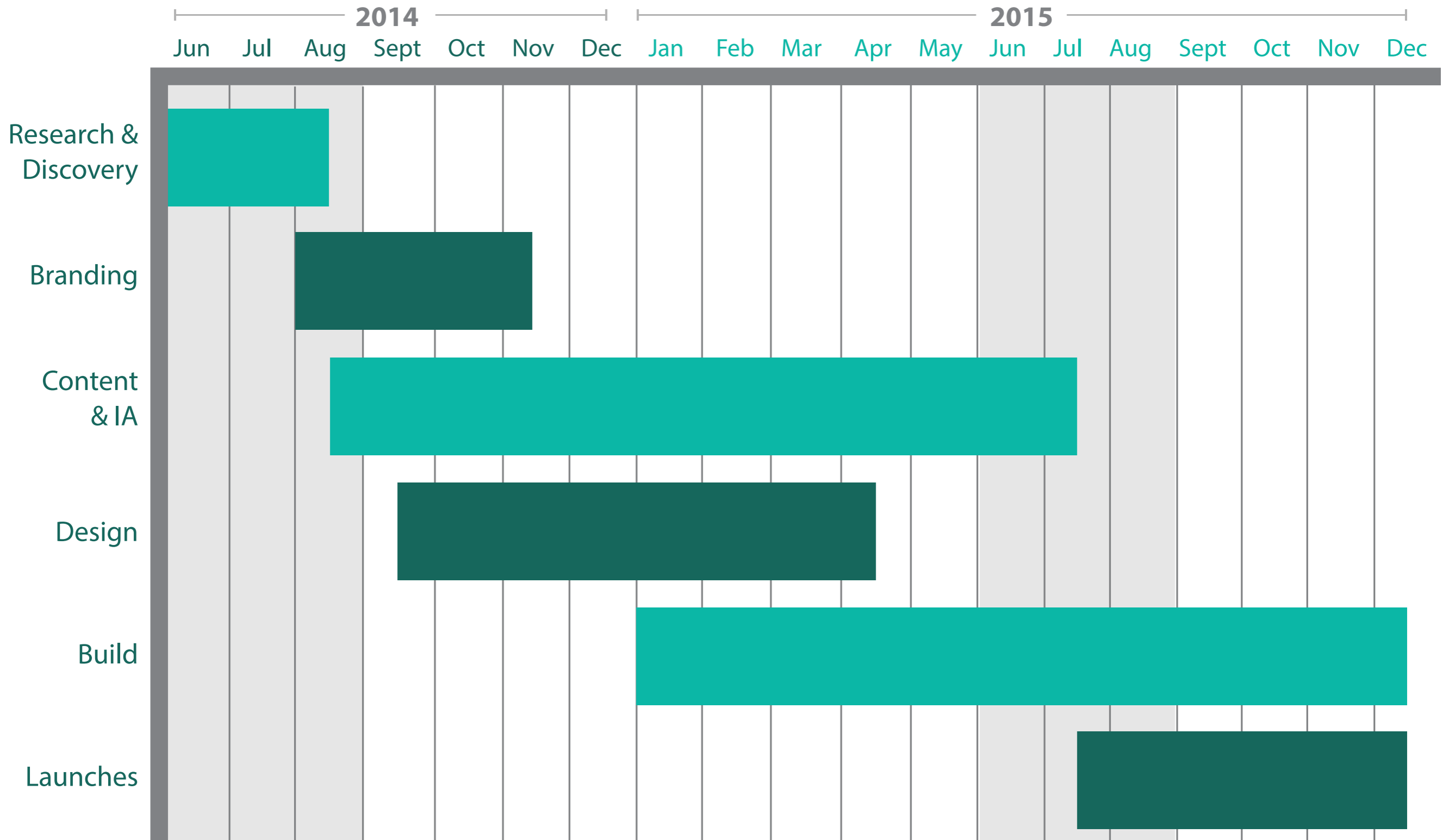
Overview

- Goals
- Content
- Brand & Style

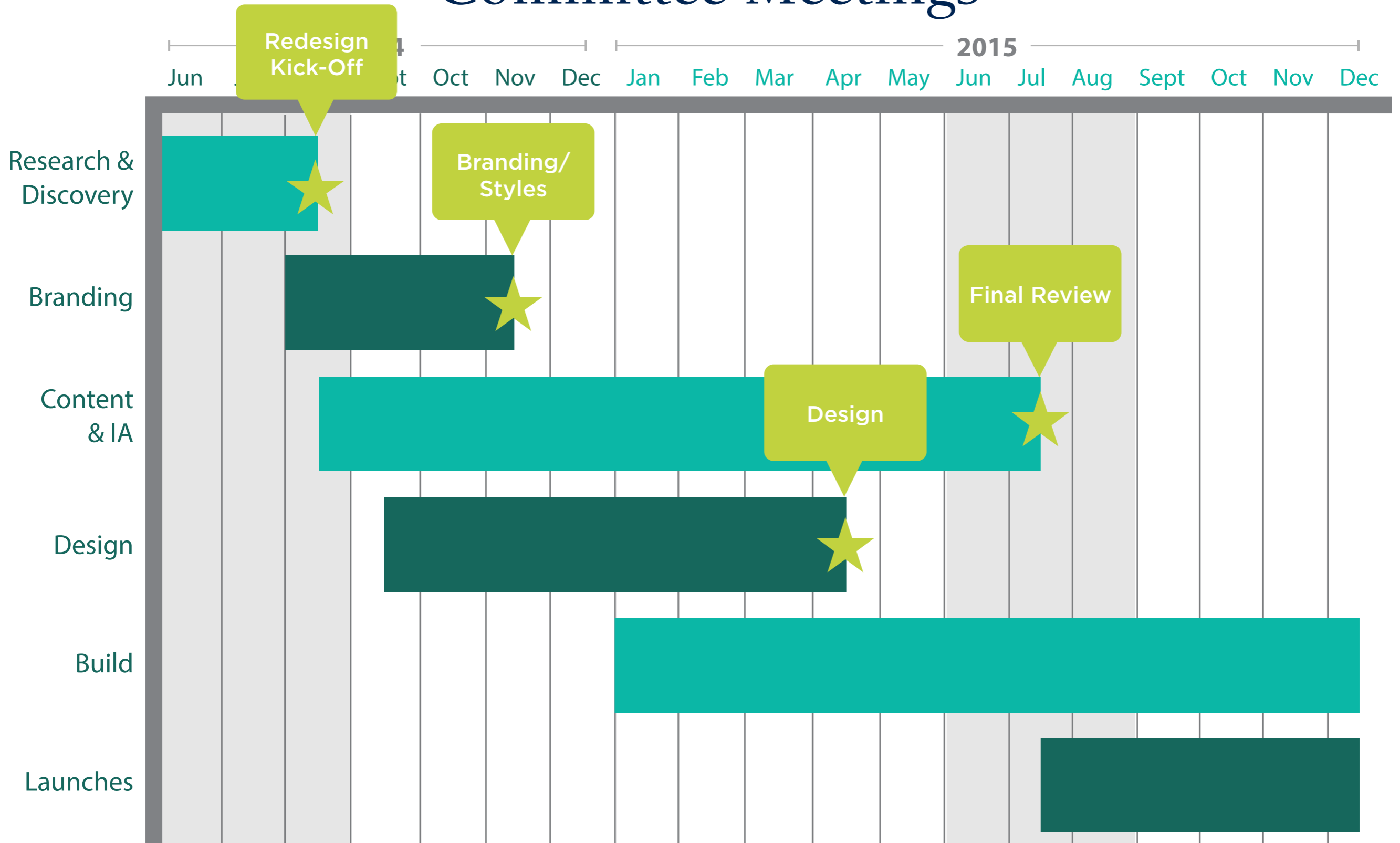
Goals

- WHY:** Mobile-First Initiative
- WHAT:** All USD maintained sites and department sites
- WHEN:** Completion estimated December 2015
- WHO:** Audience and Personas

Timeline and Phases



Committee Meetings



Terminology

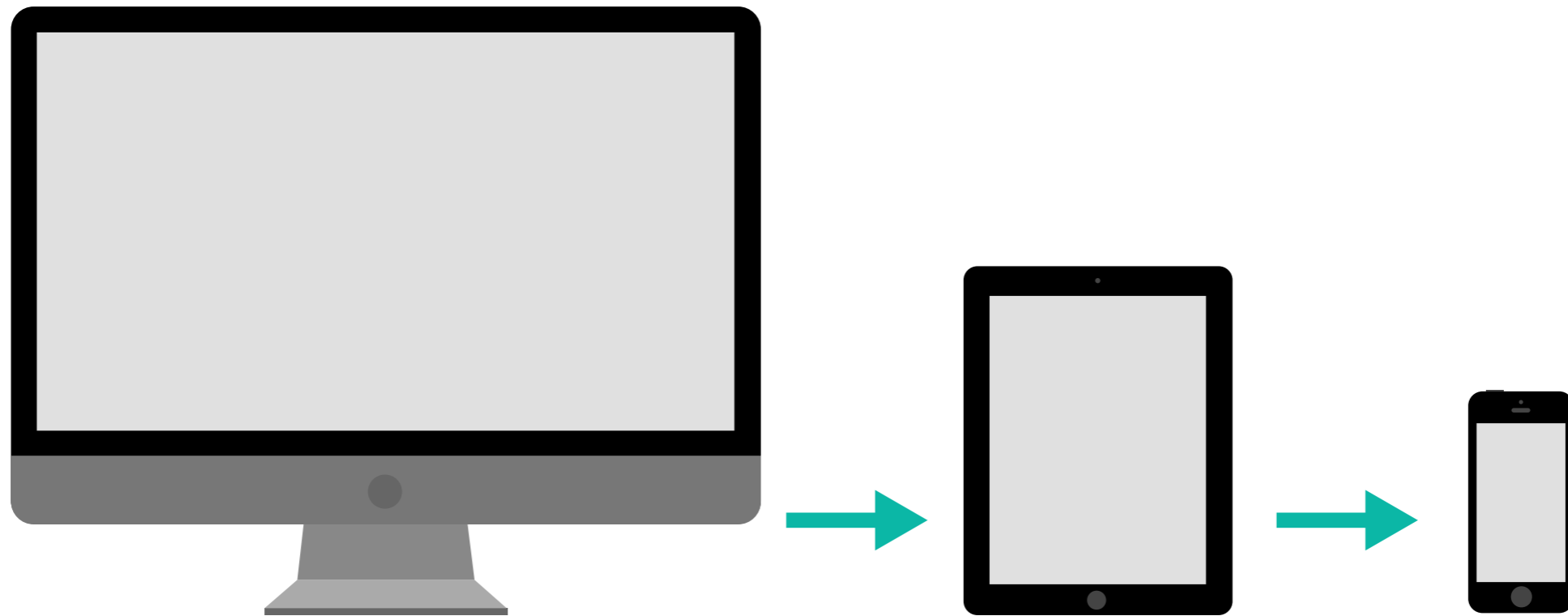
- **Mobile-first:** designing for devices; specifying unique design considerations for web organization, layout, behaviors, and input
- **Responsive:** a web design approach aimed to provide an optimal viewing experience across a wide range of devices
- **Brand:** A unique feature, design, term, name, that identifies one from others
- **Sub Brand:** A sub-set of a brand that reflect or reinforce the core purpose of the overall brand to which they belong while maintaining its own identity
- **Style Tiles:** a design deliverable consisting of fonts, colors and interface elements that communicate the essence of a visual brand for the web

WHY

Original Design Method



Desktop: *Primary* | Mobile: *Afterthought*

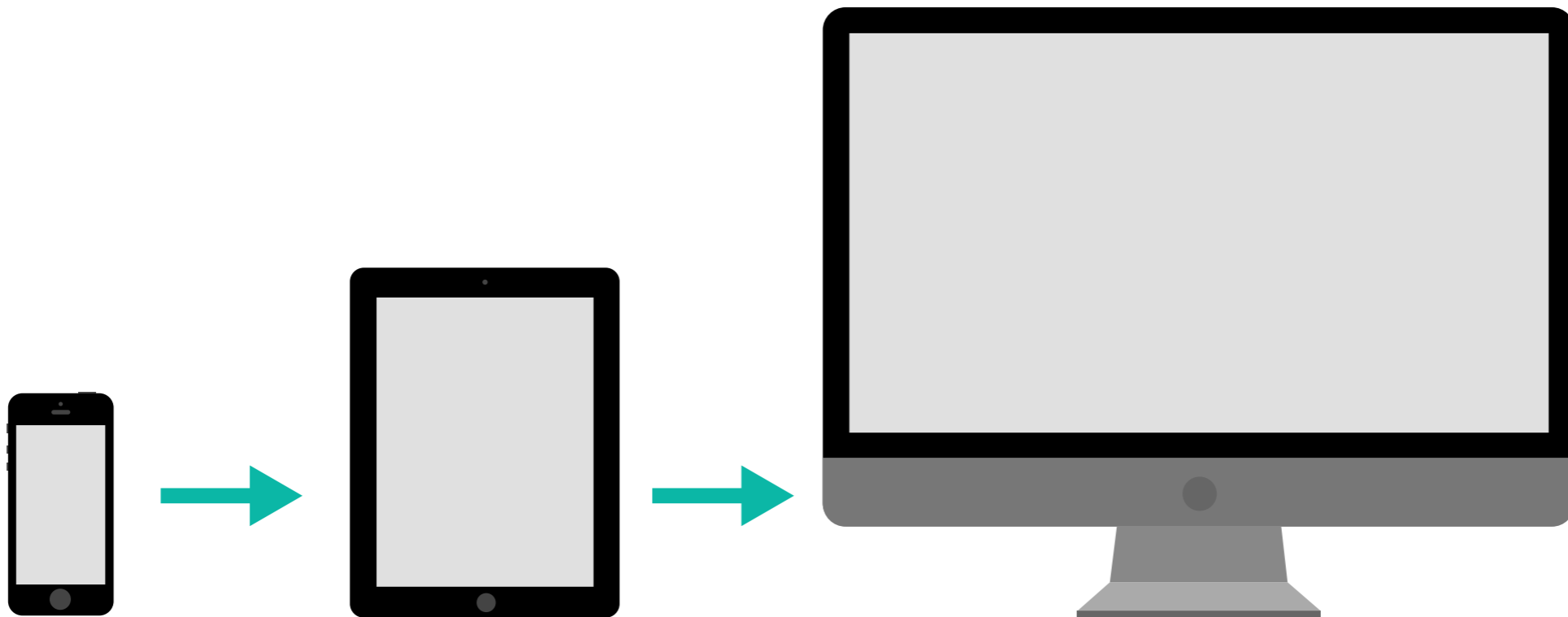


WHY

Mobile-First Initiative

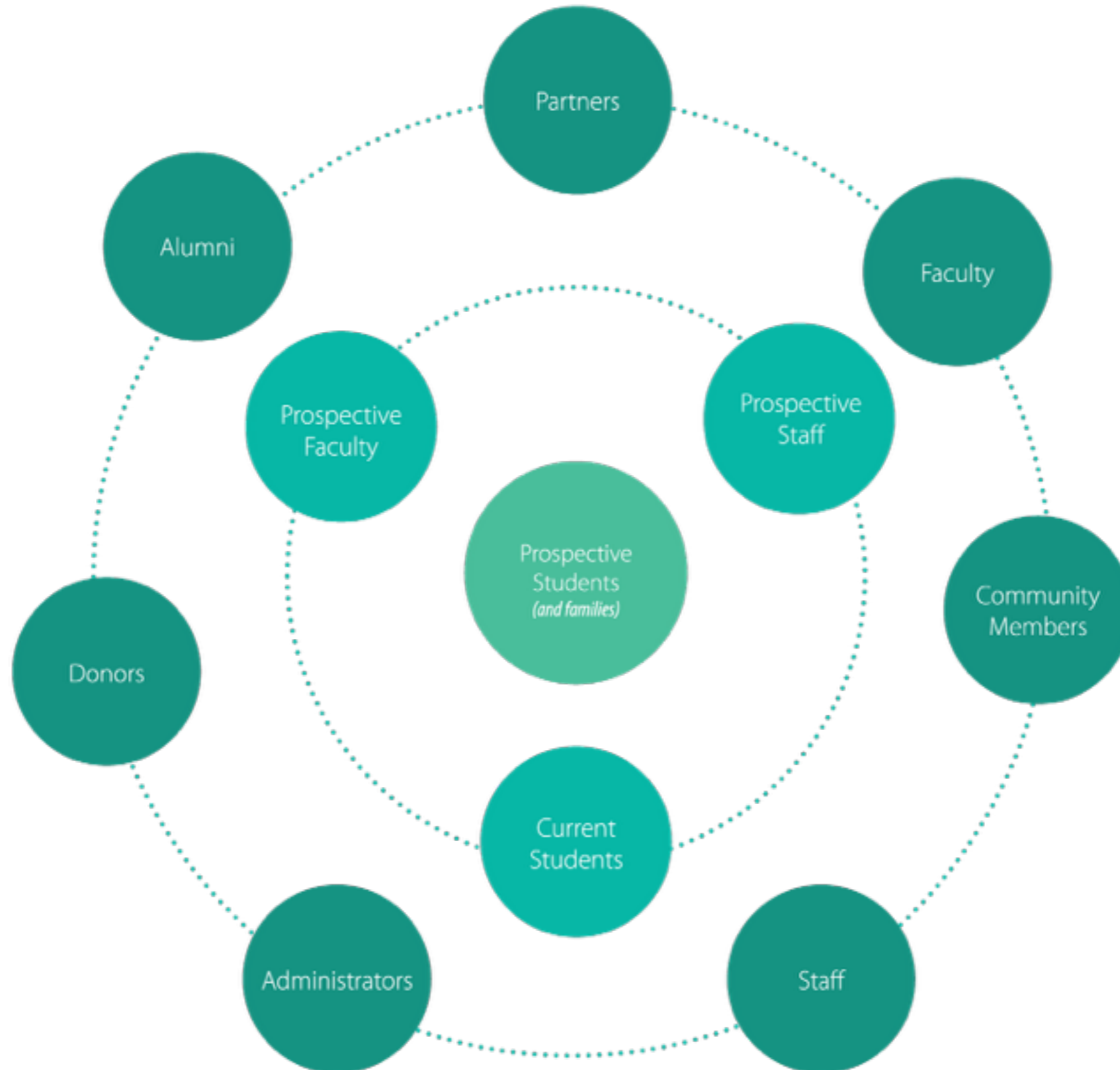


Designing with the mobile device in mind first; enhancing the experience with increased screen sizes or different devices.



WHO

Audience



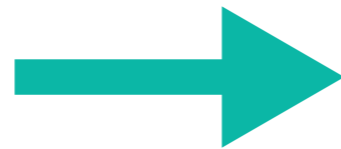
University Priorities

- Quality students, not quantity
- Raising awareness of Catholic identity
- Changemaking; internationalization; global presence
- Promoting/elevating sense of community
- Transparency in services to users, regardless of division, department or unit

Audience/University Priorities

Audience needs and university priorities drive content organization and design

WHAT



HOW

1. Academic Excellence
2. Global Learning and Diversity
3. Changemaking
4. Personal Attention
5. Catholic Identity

1. Programs/Schools
2. Study Abroad/Groups
3. Outcomes/Alumni/Torero Life
4. Accessible Faculty/Small Classes
5. Throughout Content

Audience: Provide What They Need, Where They Need It

How do they consume information?

- Many devices/screens/locations
- Different entry points/landing pages
- Different place in the decision-making process

How do we deliver?

Old Way

- University first
- Static/inflexible
- Siloed information
- Duplicate content
- Cyclical user paths



New Way

- Audience first
- Flexible/dynamic
- USD cohesive
- Modules, links, shortcuts
- Clear organization

WHO

Dynamic Architecture

[Academics](#)

[Admissions](#)

[Discover USD](#)

[About](#)

[Visit Us](#)

Visit Us

[Events](#)

[Tours](#)

[Visit Campus](#)

Dynamic Architecture

Persistent Links and Attributes

(Calls to action)

- Apply Now
- Search
- Give
- Visit

Utilities

(Tools people use)

- MySanDiego Portal
- Map & Directions
- Directories & Departments
- Academic Calendars
- Email
- Blackboard
- u.achieve

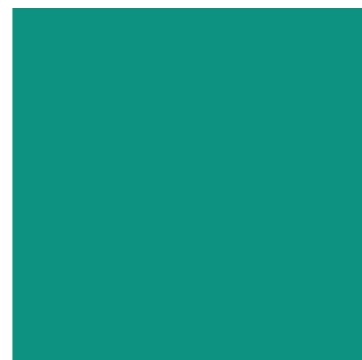
Shortcuts

(Identified by person)

- Prospective Students
- Current Students
- Faculty
- Staff
- Parents
- Alumni
- Visitors
- Athletes
- Veterans
- Prospective Employees



How does this translate to design?



WHO

Key Values

INTEGRITY

RESPECT

FAITH

CATHOLIC

FAMILY

LOYALTY

COMMUNITY

TRUST

MORALS

TRANSPARENCY

LOVE

GOOD HEARTED

COMPASSION

HUMILITY

KINDNESS

CONFIDENT

HARD WORK

STRONG

INVESTMENT

HUMBLE

DISCIPLINE

SUSTAINABILITY

COURAGE

PERSEVERANCE

ENVIRONMENT

SOCIAL JUSTICE

HAPPINESS

GENEROSITY

SERVICE

COMMITMENT

INTELLECTUAL

HONOR

LIFE

INVESTMENT

STRONG

DISCIPLINE

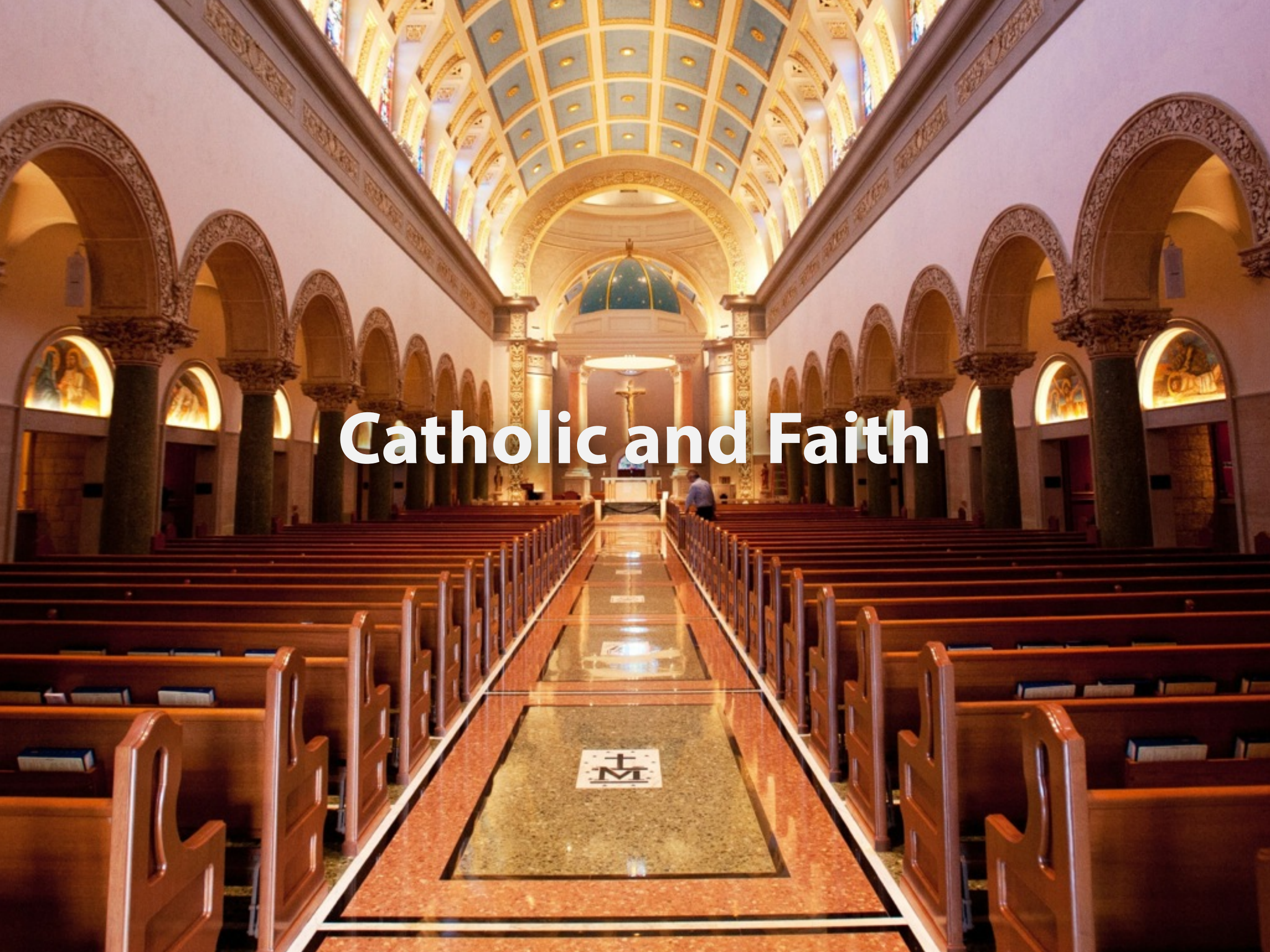
PERSEVERANCE

COMMITMENT

WHO

Appeal to USD



The image shows the interior of a large, ornate Catholic cathedral. The perspective is from the back of the church, looking down a long, polished central aisle. The aisle is flanked by rows of dark wooden pews. The ceiling is a high, vaulted dome with a grid of blue and gold tiles. The walls are white with numerous arches, some containing religious murals. At the far end of the aisle, a person is visible near the altar area. The overall atmosphere is one of grandeur and solemnity.

Catholic and Faith

A photograph of a university building with a large dome, partially obscured by purple wisteria flowers in the foreground. The text "Campus Beauty" is overlaid in the center.

Campus Beauty



Health and Happiness



Community

Style and Elements



Round edges: *softer, lighter, more inviting*

Straight edges: *harsh, rigid, boxed in, sense of restriction*

Watch the Video 

Slanted line: *modern, cool, engaging*

Combined with a rounded element: *fun, interactive, enticing*

LOGO



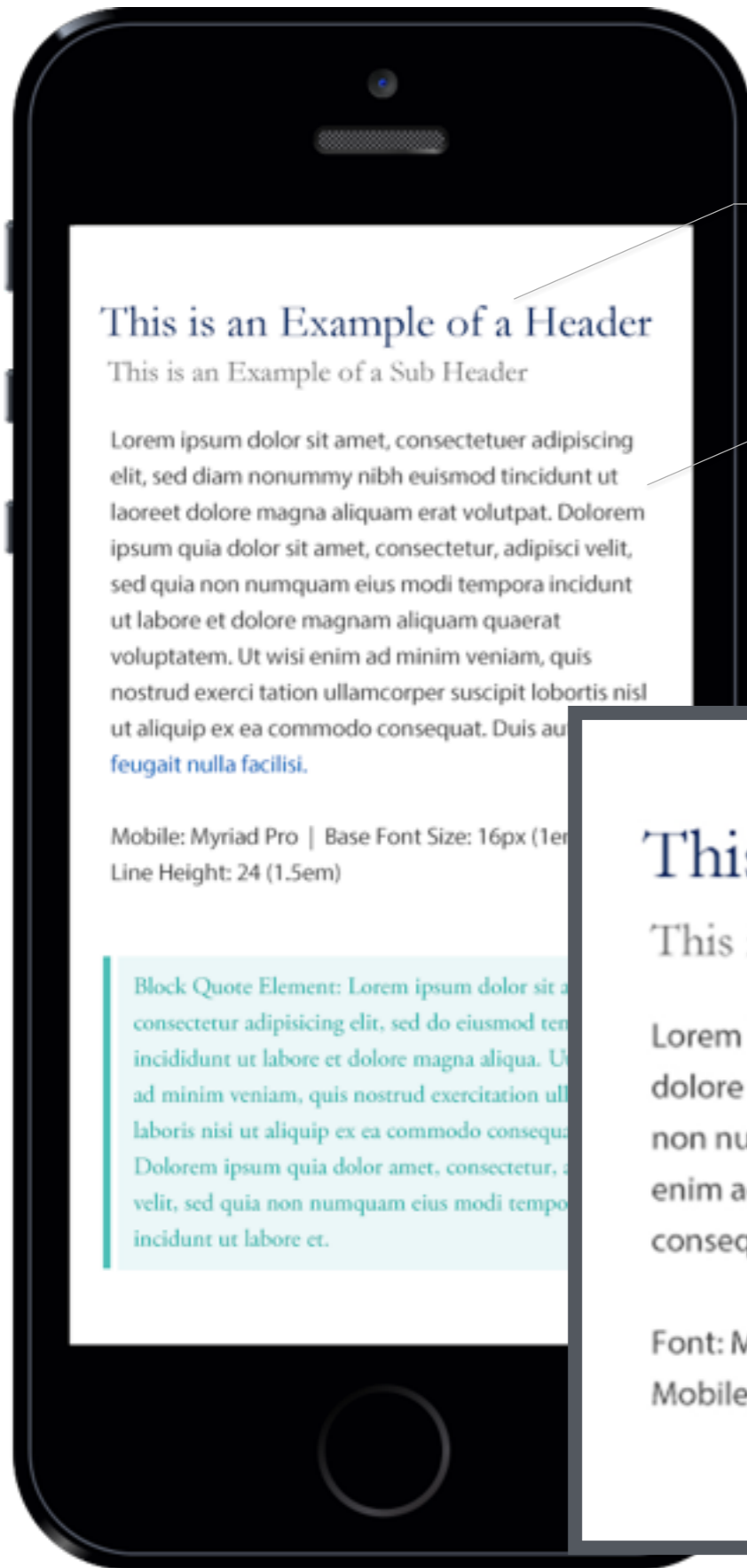
COLOR PALETTE



ACCENT COLORS



TYPOGRAPHY



Classic-type font (*confident, professional*)
Dark color (*bold, power*)
Decreased title font size to fit on a line

Increased font size
Fewer words on each line
Quicker to read and scannable text

Larger title font size
Decreased content font size
More words per line
More white space

This is an Example of a Header

This is an Example of a Sub Header

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Mobile: Myriad Pro | Base Font Size: 16px | Line Height: 1.5



This is an Example of a Header

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Increased font size

Indentation not ideal for smaller screen size

Treatment on smaller screen sizes for visual cues

Visual focal points

Breaks content in scannable sections

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Familiar, Inviting,
Modern, Youthful

DESIGN ELEMENTS



Prominent Calls To Action



Bold,
Visual Cues

MODULES

Interactive,
Vibrant, Happiness



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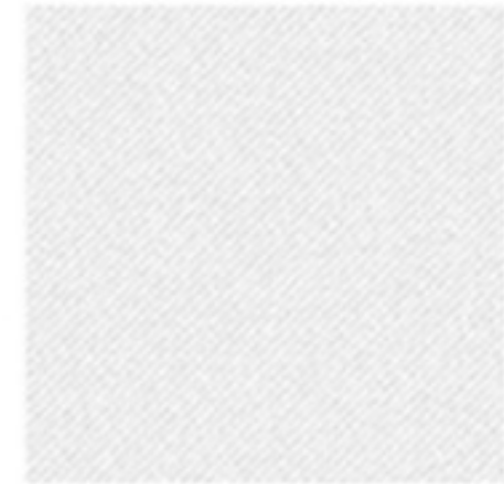
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Title of the Article

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TEXTURES/PATTERNS

Creates depth,
Movement on page



EXAMPLES



LOGO



COLOR PALETTE



ACCENT COLORS



TYPOGRAPHY

This is an Example of a Header

This is an Example of a Sub Header

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DESIGN ELEMENTS



featured**PROJECTS**

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MODULES



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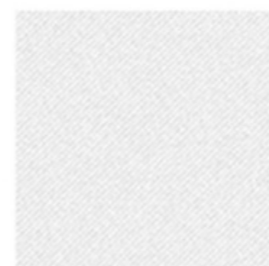
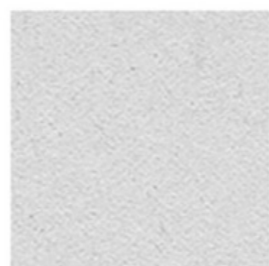
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TEXTURES/PATTERNS



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DESIGN ELEMENTS



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TEXTURES/PATTERNS



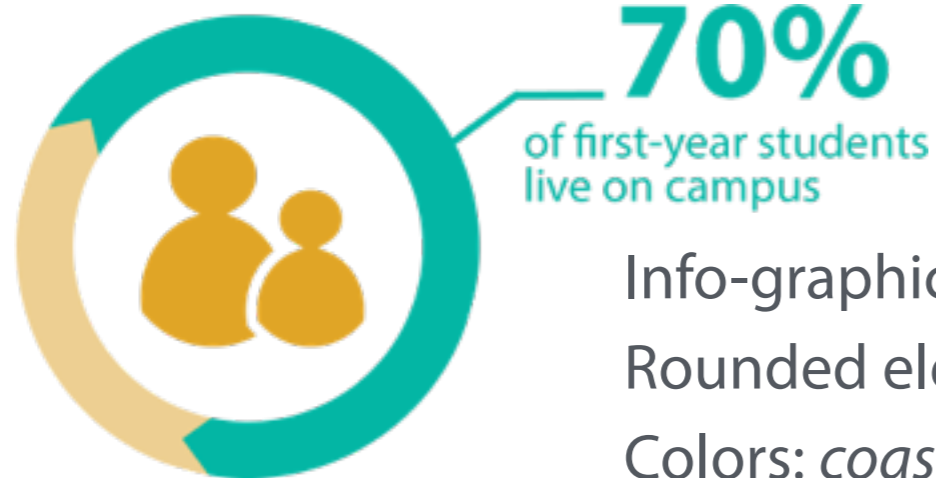
Sub Brands



Shared attributes of the larger brand but will be differentiated by certain traits

Personality | Voice | Tone | Language | Colors | Fonts | Styles

STYLE & ELEMENTS



Info-graphics: *easy to digest, scannable, 'techy', friendly, interactive*
Rounded elements: *soft, inviting, engaging, evoke happiness*
Colors: *coastal, environmental, bright, airy*



Round edges: *softer, lighter, more inviting, different colors*
Bright colors: *youthful, happiness, cheery, millennials*

BRAND



SUB BRAND



Accent color use,
Similar and expanded icon set



Playful type treatment,
Friendly, Inviting

featured **PROJECTS**

Scannable text,
Mobile functionality



JANUARY 15, 2015
4 p.m. - 5:30 p.m.

RSVP | SHARE

SUMMARY

- Content first, then design
- Mobile-first design
- A site designed for our users
- Brand and sub-brand styles developed

NEXT STEPS

- Design Phase
- Committee Meeting: March/April 2015
- Redesign Website:
www.sandiego.edu/redesign
- Presentation and Next Steps:
www.sandiego.edu/redesign/project-updates/usd.php

Thank You.

Questions?