TEXAS A&M UNIVERSITY CORPUS CHRISTI
STYLE GUIDE

This visual styleguide provides consistency across all user experiences within the Texas A&M University Corpus Christi website.
Website maintains TAMU-CC brand colors.

BarkleyREI tests accessibility standards to pass at least WCAG Level AA or higher.

To meet Level AA, text must have a contrast ratio of at least 4.5:1 (or 3:1 for large text). In order to meet the guidelines at the stricter level AAA, the contrast ratio must be at least 7:1 (or 4.5:1 for large text).

VISIT WCAG
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The original icons were sourced from two specific collections on the nounproject.com. The majority of icons in both of these collections are fills rather than strokes. If a new icon is needed, whether created or sourced, use a stroke size of 3px to ensure the iconography stays within brand. The overall style of the icons includes no harsh edges or corners—all the corners are rounded.

The sizing of each icon was determined optically to ensure there were no icons that appeared too large or small in the design. However, a recommendation is to keep icons no larger than 100px in height or width.
PHOTOGRAPHY

There are two overall photography styles we recommend in order to support the content for the Texas A&M Corpus Christi website redesign; Medium to wide environmental shots and close-up shots. All photos should capture genuine interactions between students, faculty and/or staff to help strengthen the story.

We recommend using photos that are vibrant in tone and contrast to communicate the energy of the on-campus island experience. Images showcasing people should communicate action and movement as often as possible. They should not feel stagnant. Images showcasing the island environment should highlight the vivid blues and greens found in the surroundings and speak to the brand. They should not feel gloomy or dull.

When uploading images into the CMS, images should be saved for the web and at 72dpi to reduce page load. It is strongly recommended to optimize your images, either through Photoshop (or other image editing software) or through an online resource (such as Optimizilla: imagecompressor.com).

MEDIUM TO WIDE

Medium to wide shots help provide a sense of place and allow for multiple subjects to be showcased. Students and/or faculty should be present in all environmental shots, particularly for mastheads and media components. These images should be candid in nature and subjects should not be looking directly at the camera.

Avoid large open areas with blank walls as they can feel too sterile. If open areas cannot be avoided, consider utilizing interesting angles and depth of field to provide interest to the background.

It is recommended when composing or selecting a medium to wide image that there is some extra space around the subjects to allow for responsive cropping on the website.

CLOSE-UPS

Close-up shots help provide focus on a particular subject (student, faculty-member, etc.) or between students and faculty interacting.

These shots should be candid in nature and subjects should not be looking directly at the camera.

Utilize a shallow depth of field to help focus on the subject and give depth to the image. Consider composing the shot in between people to add visual interest when using depth and to provide further focus on the subject.

FACULTY HEAD SHOTS

This is the only instance that the subjects should be looking directly at the camera.

We recommend all faculty and staff headshots are shot with the same lighting and background setup for consistency.

VIDEO

When capturing video for the website, the photography guidelines outlined in the medium to wide and close-up sections should be referenced.

B-roll video should be in the standard 16:9 ratio with a recommended duration of 20 seconds and at a recommended resolution of 720p and frame rate of 30 frames per second. B-roll should be used sparingly and should be used to support the story of the images and not as a distraction.