



IANAS Style Guide
v.1.0



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ABOUT OUR STYLES

IANS' primary focus is on cyber-security. Our goal is to change the balance of power in the cyber-war. We give leaders the tools and knowledge they need to defend themselves from the repeated cyber attacks they are going to suffer.

From a visual standpoint, our goal is to supplement and enhance the content we are delivering. The content written by our faculty, the event recaps, and printable one sheets we distribute; all must be enhanced by our visuals, and never detracted from.

DIGITAL ENCYCLOPEDIA

Historically, encyclopedias have always been the paramount means of distributing tested and true information. We take many of our visual elements from the way encyclopedias are treated. Since our clientele tend to be leaders in their respective industries we focus more on a general science journal feel. Some of these visual elements include, but are not limited to:

- White backgrounds and lots of white space.
- Clear, high-contrast type and content
- High focus on proper typography (punctuation, proper dash use, sub-scripts, post-scripts, high glyph use etc.)
- Simple, mono-chromatic color use. Strict color palette.
- Diagrams and artwork must add to the concept, not be superfluous space filler.

We've brought together some of the best minds in cyber-security. They given us some incredibly valuable and useful content to distribute. We should treat it with the respect it deserves and make sure the content is always the centerpiece of all visuals.

THE LOGO

The IANS logo is a custom font coupled with an abstract representation of the M.I.T. dome. The logo is meant to have a fair amount of space around it. Approximate to what is displayed below. The logo should never appear smaller than 1/2 inch tall on all printed material. The log should always appear in IANS Blue (see page #), or white against another brand color or photo.



FONTS & COLORS

FONTS

For print materials, IANS uses Roboto. A Google font that can be downloaded here.

<https://fonts.google.com/specimen/Roboto>

Our web-font is Open Sans (Robot does not turn out as well on some screens, that is why we switch).

<https://fonts.google.com/specimen/Open+Sans>

For both we use **Light, Light Italic, Regular, Regular Italic, Semi-Bold, and Semi-Bold Italic**. Fonts should always be open, and have lots of white-space around them. A mix of All-Caps and Regular can be used.

COLOR PALETTE

White – #FFFFFF (hex)

Dark Gray – #333333 (hex)

Light Gray – #E6E6E6 (hex)

Dark Blue – #023556 (hex)

Primary IANS' Blue – #034673 (hex)

Light Blue 1 – #356b8f (hex)

Light Blue 2 – #6890ab (hex)

Dark Orange – #734503 (hex)

Primary IANS' Orange – #f36e25 (hex)

Light Orange – #f8a87c (hex)

Tech. Green Dark – #004646 (hex)

Primary Tech Green – #006969 (hex)

Tech. Light Green 1 – #008c8c (hex)

Tech. Light Green 2 – #33a3a3 (hex)

COLOR USAGE

Primary IANS' Blue should be used for headers and generic backgrounds. Type should always be *White* or *Dark Gray*. Our color scheme is largely monochromatic.

Primary Tech. Green should take the place of *Primary IANS' Blue* in headers and backgrounds for areas referring specifically to the 8 Domains of Technical Excellence.

Primary IANS' Orange should be used for buttons, links, and areas we want the user to interact with. If they can click on it, then it should be this orange.

ICONS AND STOCK ART

ICON FONTS

We use icons from the following Icon Fonts:

Glyphicon, included in Bootstrap - <http://getbootstrap.com/components/>

FontAwesome - <http://fontawesome.io/>

IANS ICONS

We also have a large collection of custom icons. The 7 Factors & 8 Domains' icons are part of this larger set. This set is growing and expanding. Marketing is responsible for its creation and upkeep. If you need access to these icons, please inform Marketing and they will provide files for you to use.

If a custom icon needs to be used and isn't in a font form we highly encourage the use of SVG graphics as much as possible over PNGs, GIFs, and JPGs. Having a PNG, GIF, or JPG backup is perfectly acceptable though.

STOCK ART

All stock art must be approved by Marketing before use. All rights and copyrights of original creator will be observed at all times. Art found violating these parameters are subject to be taken down immediately.

Stock icons and vector graphics may occasionally be used, but they will need to be approved by marketing and edited to match our color schemes.

Stock photography should rarely be used, and only with Marketing approved pieces. We try to never use photos as "space filler". Imagery should tie to the content of the page in a meaningful manner. When a piece has been approved Marketing will imply strict usage parameters.

Article images should be provided by the author and only changed with approval from Marketing AND Research. Center images, included lots of white space. And provide all necessary footnote information below the image itself.

Faculty images need to be approved by Marketing before posting on the website. Once a specific Faculty Profile photo has been approved, that photo should be used for all references to the faculty member. (Group photos, lecture photos, etc. being the exceptions.)

Faculty Profile photos should be:

- Professional. Suite, or business casual level dress
- Contain a clear view of the Faculty member's face
- Simple, unobtrusive backgrounds
- Accurate and current likeness (not heavily edited or out of date)
- Of the Faculty member only, no group shots

IANS WEBSITE TEMPLATE

Our entire website template requires Bootstrap as a base. Bootstrap must be installed prior to the IANS Meta Theme being installed as well. Remember, *IANS Primary Orange* is our “active” color, and should be reserved for links.

Bootstrap can be downloaded here:

<http://getbootstrap.com/>

IANS CUSTOM TAGS & CLASSES

Headers:

The IANS Template has pre-designed versions of the (h1), (h2), (h3), and (h4) tags.

- Header 1 (h1): 32px, *IANS Primary Blue*, Light
- Header 2 (h2): 28px, *IANS Primary Blue*, Light
- Header 3 (h3): 22px/28px, *IANS Primary Blue*, Light
- Header 4 (h4): 18px, *IANS Primary Blue*, Light, ALL-CAPS

Paragraphs:

The standard (p) tag is 16px/26px, *Dark Gray*, Normal. The classes below allow you to augment the (p) tag in a variety of ways.

- .lg-text – Increases font size to 130% and expands the line-height 1.75 times.
- .sm-text – Decreases font size to 90% and expands the line-height 1.75 times.
- .loose-text – Increases the line-height 2.25 times.
- .blue – Color the type *IANS Primary Blue*
- .light-blue – Color the type *Light Blue 2*
- .orange – Color the type *IANS Primary Orange*

Lists:

The IANS template comes with several list styles. Add all classes to the (ul) or (ol) tag:

- .plain-list – A simple list with no bullets and flush left.
- .simple-list – A basic bullet list with specific spacing and margins set.
- .fancy-list – A list with the gear icon as the bullet.
- .check-list – A list with checks as the bullets.

Other Classes:

- .divider – Adds an extra large margin on (hr) tags.
- .well – Add to a (div) tag to turn it into a bordered box.
- .spacer – Add to a (span) or (div) tag to turn it into a big horizontal space.

- .mkt-trademark – Add to the TM symbol to make them smaller.
- .btn – Add to an (input) or anchor tag (a) to turn it into a button graphic. 14px, *IANS Primary Orange*, 2px border, 3px border radius.
- .btn-lg – Makes the button 100% width of the container and bumps the font up to 18px.
- .btn-sm – Button width is returned to auto, type is reduced to 13px.
- .example-number – Add this to the (blockquote) tag to generate a *IANS Primary Orange* speech box.
- <code> – Us the (code) tag to make parts of your copy look like computer code. (Monospace type with IANS orange highlights).

Google Font:

```
<link href='https://fonts.googleapis.com/css?family=Open+Sans:400,300,300italic,600,400italic,600italic' rel='stylesheet' type='text/css'>
```

```
font-family: 'Open Sans', sans-serif;
```

```
Light – 300
```

```
Normal – 400
```

```
Semi-bold – 600
```

IANS Gradient

The IANS Gradient goes from *IANS Dark Blue* (#023556) to *IANS Light Blue 1* (#356B8F).

```
/* Permalink - use to edit and share this gradient: http://colorzilla.com/gradient-editor/#023556+0,356b8f+100 */
```

```
background: #023556; /* Old browsers */
```

```
background: -moz-linear-gradient(left, #023556 0%, #356b8f 100%); /* FF3.6-15 */
```

```
background: -webkit-linear-gradient(left, #023556 0%,#356b8f 100%); /* Chrome10-25,Safari5.1-6 */
```

```
background: linear-gradient(to right, #023556 0%,#356b8f 100%); /* W3C, IE10+, FF16+, Chrome26+, Opera12+, Safari7+ */
```

```
filter: progid:DXImageTransform.Microsoft.gradient( startColorstr='#023556', endColorstr='#356b8f', GradientType=1 ); /* IE6-9 */
```


