

Georgia Tech Body Content Styles

Colors



#B3A369

Tech Gold • Primary color



#BFB37C

Tech Light Gold • Button hover color



#A4925A

Tech Medium Gold • WCAG-accessible large text



#857437

Tech Dark Gold • WCAG-accessible small text



#333333

Black Text • Paragraph text



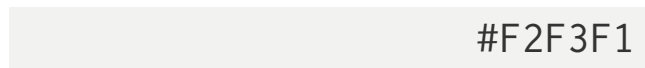
#545454

Medium Gray • Headings and secondary buttons



#3B3B3B

Dark Gray • Secondary buttons



#F2F3F1

Pi Mile Light • Light buttons



#004F9F

Link Blue • Link color only



#1879DB

Link Hover • Link color only



#730053

Visited Link • Link color only



#EEB211

Buzz Gold • Secondary/Link underline color

```
:root {
  --gt-gold: #B3A369;
  --gt-lt-gold: #BFB37C;
  --gt-md-gold: #A4925A; /*Accessible large headlines*/
  --gt-drk-gold: #857437; /*Accessible normal text*/
  --gt-blktxt: #333;
  --gt-mdgray: #545454;
  --gt-drkgray: #3b3b3b;
  --gt-pimile-light: #F2F3F1;
  --gt-linkblue: #004F9F;
  --gt-linkhov: #1879DB;
  --gt-linkvisited: #730053; /*Whistle purple*/
  --gt-buzzgold: #EEB211;
}
```

Georgia Tech Body Content Styles

Headings

The main heading typeface for site content is Roboto Sans Condensed Bold. A second heading option is Abel, which may be used as needed to differentiate content. Abel is also used in the main site title in the site's header.

Headings are considered large text and should be Tech Medium Gold (#A4925A) for optimal accessibility, per WCAG 2.0 level AA guidelines.

Multiple subheadings may be differentiated from one another if necessary by using the color Medium Gray (#545454).

Roboto Sans Condensed Bold

ABCDEFGHIJKLMN
OP
abcdefghijklmnop 1234567890
!@#\$%^&*()

H1 Heading Text

H2 Heading Text

H3 Heading Text

H4 Heading Text

H5 Heading Text

H6 Heading Text

Abel

ABCDEFGHIJKLMN
OP
abcdefghijklmnop 1234567890
!@#\$%^&*()

H1 Heading Text

H2 Heading Text

H3 Heading Text

H4 Heading Text

H5 Heading Text

H6 Heading Text

```
h1, h2, h3, h4, h5, h6, .h1, .h2, .h3, .h4, .h5, .h6 {
  font-family: "Roboto Condensed", "Helvetica Neue",
    "Helvetica", "Arial", sans-serif;
  font-weight: 600;
  letter-spacing: .035rem;
  line-height: 1;
  margin-bottom: .25rem;
  color: var(--gt-md-gold);
}
```

```
h2, h2 a, .h2, .h2 a {
  font-size: 2.12rem;
}
```

```
h3, h3 a, .h3, .h3 a {
  font-size: 1.75rem;
}
```

```
h4, h4 a, .h4, .h4 a {
  font-size: 1.5rem;
}
```

```
h5, h5 a, .h5, .h5 a {
  font-size: 1.25rem;
}
```

```
h6, h6 a, .h6, .h6 a {
  font-size: 1rem;
}
```

```
h1.abel, h2.abel, h3.abel, h4.abel, h5.abel, h6.abel,
.h1.abel, .h2.abel, .h3.abel, .h4.abel, .h5.abel,
.h6.abel {
  font-family: 'Abel', sans-serif;
}
```

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Paragraph Text

Body copy is Roboto Sans (weight 400) with a base size of 16px (1rem). Text color is Black Text (#333333).

To optimize legibility, the line length of a paragraph should not exceed 75 characters.

Roboto Sans

ABCDEFGHIJKLMN OP abcdefghijklmnop 1234567890

!@#\$%^&*()

Roboto Sans Bold

ABCDEFGHIJKLMN OP abcdefghijklmnop 1234567890

!@#\$%^&*()

```
p {
  font-family: "Roboto", "Helvetica Neue",
    "Helvetica", "Arial", sans-serif;
  font-size: 1rem;
  font-weight: 400;
  line-height: 1.6;
  color: var(--gt-blktxt);
  margin-bottom: 1.3rem;
}
```

Intro Text

Intro text is typically a very short paragraph at the beginning of an article. It is the same as body copy but slightly larger (1.2rem). Intro text may be a lighter weight (300) to differentiate it from body copy.

Intro text sample. Etiam pellentesque mauris ut lectus. Nunc tellus ante, mattis eget, gravida vitae, ultricies ac, leo. Integer leo pede, ornare a, lacinia eu, vulputate vel, nisl.

```
p.intro-text {
  font-size: 1.3rem;
  line-height: 1.9rem;
  font-weight: 300;
}
```

Cutline Text

Cutline text is the same as body copy but slightly smaller (.83rem). Cutlines are typically used as image captions.

Cutline text sample. Etiam pellentesque mauris ut lectus. Nunc tellus ante, mattis eget, gravida vitae, ultricies ac, leo. Integer leo pede, ornare a, lacinia eu, vulputate vel, nisl.

```
p.cutline-text {
  font-size: .83rem;
  line-height: 1.1rem;
  margin-bottom: 1rem;
}
```

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Links

Default link styles are underlined and Link Blue (#004F9F). Link hover color is Link Hover (#1879DB). Visited link color is Visited Link (#730053, also known as “whistle” in the Georgia Tech tertiary palette).

[Normal Link](#)

[Link Hover](#)

[Active Link](#)

[Visited Link](#)

Content may also feature a more styled link in bold Black Text (#333333) with a thicker underline in Buzz Gold (#EEB211). Visited links have a black underline, and external links may be accompanied by the Fontawesome external link icon. The link’s hover state features a Buzz Gold background.

[Normal Link](#)

[Link Hover](#)

[Active Link](#)

[Visited Link](#)

[🔗 External Link](#)

```
a {
  color: var(--gt-linkblue);
  text-decoration: underline;
  font-weight: 400;
}

a:hover, a:visited:hover {
  color: var(--gt-linkhov);
}

a:active {
  color: var(--gt-blktxt);
}

a:visited {
  color: var(--gt-linkvisited);
}
```

```
p a {
  color: var(--gt-blktxt);
  display: inline-block;
  position: relative;
  transition: background .3s ease;
  text-decoration: none;
  font-weight: 600;
  border-bottom: .18rem solid var(--gt-buzzgold);
  line-height: 1;
  padding: .125rem .125rem 0 .125rem;
}

p a:hover, p a:visited:hover {
  background-color: var(--gt-buzzgold);
}

p a:visited, p a:link:visited {
  border-bottom: .18rem solid var(--gt-mdgray);
}

p a:active {
  background-color: var(--gt-buzzgold);
}

p a.external-link:before {
  font-family: "Font Awesome 5 Free";
  font-size: .85rem;
  font-weight: 900;
  content: "\f35d";
  padding-right: .25rem;
}
```

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Lists

Ordered and unordered list items may be preceded by a Tech Dark Gold (#857437) marker for ordered lists and a Tech Gold marker for unordered lists. Dark Gold must be used instead of Tech Gold for small text, per WCAG 2.0 level AA guidelines.

Ordered List

- 1 List item text example.
- 2 A second list item example.
- 3 Third list item sample text.
 - a Next tier list item.
 - b Next tier list item.
- 4 Fourth item in the ordered list.

Unordered List

- List item text example.
- A second list item example.
- Third list item sample text.
 - ◆ Next tier list item.
 - ◆ Next tier list item.
- Fourth item in the ordered list.

```
ul, ol {
  margin-bottom: 1rem;
  list-style: none;
  padding-left: 2.5rem;
}

ul li, ol li {
  font-family: "Roboto", "Helvetica Neue",
    "Helvetica", "Arial", sans-serif;
  font-size: 1rem;
  font-weight: 400;
  line-height: 1.6;
  color: var(--gt-blktxt);
  margin-bottom: .8rem;
}

ul li:before {
  content: '\25FC';
  color: var(--gt-gold);
  padding-right: .5rem;
  height: 1rem;
  position: relative;
  bottom: .125rem;
}

ul ul, ol ol {
  margin-top: .8rem;
}

ul ul li:before {
  content: '\25C6';
}

ol {
  counter-reset: item;
  list-style-type: none;
}

li:before {
  content: counters(item, "(") " ";
  counter-increment: item;
  color: var(--gt-drk-gold);
  font-weight: 600;
  padding-right: .125rem;
}

ol ol li:before {
  content: counter(item, lower-alpha) " ";
  counter-increment: item;
}
```

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Breadcrumbs

Appearing below the site's heading but above the page title, breadcrumbs are a series of sequential links which show the user how they got to the current page. Breadcrumb order is home page first and active/current page last. Each link is Medium Gray, font weight 400, separated by a Tech Gold chevron. The active link is font weight 700. Uppercase is an optional suggestion and must feature a 1px letter-spacing. Lowercase links are not letter-spaced.

Example:

HOME > SPECIFIC CONTENT > MORE SPECIFIC CONTENT

NORMAL BREADCRUMB > BREADCRUMB HOVER > BREADCRUMB ACTIVE

```
li.breadcrumb-item a {
  text-transform: uppercase;
  font-size: .8rem;
  letter-spacing: 1px;
  color: var(--gt-mdgray);
  opacity: .9;
  font-weight: 400;
  margin-bottom: 0;
  padding-left: 0;
}

li.breadcrumb-item a:hover {
  text-decoration: underline;
}

li.breadcrumb-item a:active {
  font-weight: 700;
}

li.breadcrumb-item a::after {
  content: url('data:image/svg+xml;utf8,<svg xmlns="http://www.w3.org/2000/svg" viewBox="0 0 16 17" width="10" height="11"><polygon fill="%-23B3A369" points="10.5,0 5.7,0 10.5,8.4 5.7,17 10.5,17 15.5,8.4"/></svg>');
  left: 100%;
  width: 0;
  padding: 0 .5rem 0 .3rem;
}
```

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Labels

Labels may be used to denote the name or category of an element or piece of content where a heading tag is not appropriate. A label may also serve as a super-heading, appearing above a heading and denoting the title's category. Labels feature the font Abel and the color Tech Dark Gold.

```
.label {
  font-size: 1.2rem;
  line-height: 1rem;
  font-weight: 400;
  letter-spacing: .04rem;
  margin-bottom: 0;
  display: inline-block;
  color: var(--gt-drk-gold);
  font-family: "Abel";
}
```

Example:



Figure Title

Illustration depicts a photomicrographic view of *Bacillus anthracis* bacteria taken from heart blood and processed using a carbol-fuchsin stain. (CDC image)

Figure Link Text

Example as superheading:

Science and Technology

Genomic Study of 412 Anthrax Strains Provides New Virulence Clues

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Buttons

Primary button color is Tech Gold. Text color is Black Text (#333333). Hover state is Tech Light Gold (#BFB37C).

Secondary buttons feature a dark gray background (#3b3b3b) with a hover state of Medium Gray (#545454).

Light links feature a Pi Mile Light background (#F2F3F1) which shifts to white (#FFFFFF) on hover. These are for use on dark backgrounds.



```
.btn {
  padding: 0rem 1.25rem;
  display: inline-block;
  transition: background .2s ease-in-out;
  line-height: 2.25rem;
  text-transform: uppercase;
  letter-spacing: .05rem;
  font-size: .8rem;
  border: 0;
  border-radius: 2px;
  -moz-box-shadow: 1px 1px 4px rgba(0,0,0,0.2);
  -webkit-box-shadow: 1px 1px 4px rgba(0,0,0,0.2);
  box-shadow: 1px 1px 4px rgba(0,0,0,0.2);
}

.btn.btn-primary {
  background: var(--gt-gold);
  color: var(--gt-blktxt);
}

.btn.btn-primary:hover {
  background: var(--gt-lt-gold);
}

.btn.btn-secondary {
  background: var(--gt-drkgray);
}

.btn.btn-secondary:hover {
  background: var(--gt-mdgray);
}

.btn.btn-light {
  background-color: var(--gt-pimile-light);
  color: var(--gt-drk-gold);
}

.btn.btn-light:hover {
  background-color: #FFF;
}
```