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For optimal digital reproduction, do not scale smaller than 27 pixels. Each logo must be scaled proportionately. Hold down the shift key to make the logo larger or smaller.
## BRANDING

### COLOR THEME

#### PALETTE
- **MATADOR RED**
  - Hex Code: #A32638
  - RGB: R 163, G 30, B 34

- **BLACK**
  - Hex Code: #000000
  - RGB: R 0, G 0, B 0

- **WHITE**
  - Hex Code: #FFFFFF
  - RGB: R 255, G 255, B 255

- **GRAY**
  - Hex Code: #656868
  - RGB: R 101, G 104, B 104

#### GRADIENT
1. **#7D2022**
   - Location: 0%
2. **#9F262A**
   - Location: 19.66%
3. **#EC1C24**
   - Location: 66.85%

#### LINK
1. **VISITED LINK**
   - Hex Code: #550000
   - RGB: R 85, G 0, B 0
2. **ROLLOVER LINK**
   - Hex Code: #FF0011
   - RGB: R 255, G 0, B 255
BRANDING

ICONS

CONTENT AND STYLE

If you cannot find the icon you need, please contact Student Marketing & Communications. All icons must be approved by the Student Portal Planning Committee and University Advancement. Icon size, including border, must not exceed 50 by 50 pixels. Stroke color is #5F605F and stroke size is two pixels wide.

LEGEND

ACADEMIC CALENDAR
ACADEMIC PLANNER (MAP)
APPLY FOR DEGREE/DIPLOMA
APPLY: FAFSA
BUY PARKING PERMIT
BUY/RENT TEXTBOOKS
CAMPUS CALENDAR
PATHWAYS
CAREER CENTER
CHECK GRADES
CHECK TEST SCORES
CLASS SCHEDULE
COLLEGE ADVISOR
CSUN EMAIL
DPR
DEGREE PLANNING TOOLS
eREFUND
ELECTRONIC THESIS
FINANCIAL AID AWARDS
FREE PRINTING
GET INVOLVED

HOME
CONTENT AND STYLE

All links and banner artwork must be approved by the Student Portal Planning Committee.

CURRENT STUDENT PORTAL

APPLICANT/ADMITTED-STUDENT PORTAL
TYPOGRAPHY
Use Verdana Bold 15/18 pixels. Text should be white and all caps.

Verdana Bold
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

ROUND CORNER ADJUSTMENT
Each tab must have round corners. When scaling or resizing tabs in Adobe Illustrator, use the direct selection tool to move the points that make the tab larger or smaller. This will maintain the curve of the corners. The radius of the round corner is 12 pixels.

Start and end of tab navigation bar should prescribe to the following layout.

PADDDING
Padding between the top and bottom, and left and right, of the text should be equal.

STYLE
The tab that is currently open must be black. The rest of the tabs should be the gray gradient indicated in Branding>Color Theme p. 3.

CURRENT STUDENT PORTAL

APPLICANT/ADMITTED-STUDENT PORTAL
LEGEND

+ Add Content  Add Content

- Hide Content  Hide Content

Logout

Ask Matty
PAGELET ANATOMY

Each pagelet features eight key elements, which the style guide has divided into two categories: “Typography” and “Graphic Elements.”

Typography consists of the “Headers,” “Subheaders,” “Subheader headlines,” “Body copy” and “Links.” Graphic elements consist of “Header bars,” “Subheader bars” and “Buttons.”

Pagelets shouldn’t contain a scroll bar unless specifically requested.

ROUND CORNER ADJUSTMENT

Each pagelet must have round corners. When scaling or resizing tabs in Adobe Illustrator, use the direct selection tool to move the points that change the size of the tab. This will maintain the curve of the corner. The round corner radius is 15 pixels.
Student Portal

Pagelet Elements > Pagelet Padding

Padding

As a general rule, padding around all pagelet elements should be 15 pixels except between the left edge of the pagelet and the subheader bar. For example, text should have 15 pixels of padding from the edge of the pagelet or the left side of the scroll bar.

There should be ten pixels of padding around the image or text.
**For Freshmen**

- **New Student Orientation**
  Meet peers and learn about campus offerings.

- **Step-by-step Guide**
  Organize your first year, from books and professors to tests and grades.

- **My Plan to Graduate**
  Use this interactive tool to map out your classes for each term.

- **Degree Progress Report and Academic Planner**
  Track your requirements toward graduation.

- **Career Center**
  Check out internship and career fairs.

---

**My Announcements**

**Fall 2010 Disenrollment**
Fall fees are due by midnight on Aug. 16. Please pay your fees by then to avoid disenrollment. [Read More]

**Fall 2010 New Unit Limits**
In an effort to be fair to all undergraduate and graduate students in a time of limited resources, Northridge is adopting new unit limits beginning with fall 2010 registration. [Read More]
TYPOGRAPHY

Use Verdana Bold 12/12 pixels.

ALIGNMENT

Tab navigation bar and content must be flush left.

PADDING

Padding between the top and bottom should be equal.

STYLE

The tab that is currently open must be Matador Red. The rest of the tabs must be black. For examples, see Branding>Color Theme p. 3.
Urgent!

**New Academic Policy Updates**

Fall fees are due by midnight on Aug. 16. Please pay your fees by then to avoid disenrollment.

**Read More**

**Fall 2010 New Unit Limits**

In an effort to be fair to all undergraduate and graduate students in a time of limited resources, Northridge is adopting new unit limits beginning with fall 2010 registration. **Read More**
For Tseng College Students

Read up on each Tseng College degree program to see which best fits you. Check the course listings and register or search for classes online. If you have any questions about enrolling in The Tseng College programs, consult our useful registration guide.
STUDENT PORTAL

PAGELET ELEMENTS > TYPOGRAPHY > LINKS

STANDARD LINK

Use Verdana Bold 11/14 pixels. Links must be Matador Red, see Branding>Color Theme p. 3, and underlined.

ROLLOVER LINK

When rolling over a link, the font should not change. However, the color will change from Matador Red to the rollover link color. For examples, see Branding>Color Themes p. 3.

VISITED LINK

After a link is visited, the font weight should change from Bold to Regular. The color will also change from Matador Red to the visited link color. For examples, see Branding>Color Themes p. 3. The link should also remain underlined.
TYPOGRAPHY

Use Verdana Bold 13/20 pixels for the body copy. Text should be black.

Use Verdana Regular 10/12 pixels for the “Dismiss” button in the top right corner. The color of the text in the “Dismiss” button should be gray. See Branding>Color Theme p. 3.

PADDING

Padding from the top edge of the rollover to the text should be 30 pixels. Padding from the left, right and bottom edge of the rollover should be 20 pixels. If there is a paragraph break, there should be 30 pixels between the paragraphs.

There should be 7.5 pixels of padding between the “Dismiss” button and the top and right edges of the rollover and 5 pixels between the text “Dismiss” and the rollover.

STYLE

The rollover must be white and set at 90 percent opacity.

Stroke size of the border must be 0.75 pixels.

Use the icon to accompany the text for the “Dismiss” button.

You can personalize content on this page by selecting this “+Add Content” button. A menu of categories will appear. Choose the item you want to add and select “Save.” The feature will now appear on this page. To delete, select the “X” button on the right-hand side of the box.

Dismiss
STYLE

Refer to Student Portal pages 8-13.

SIZE

The width of the video must be no smaller than 200 pixels.

padding

There should be at least 30 pixels around the video.
The background color behind the lightbox should be black and set at 50 percent opacity.

There is an electrical outage on campus. All classes cancelled today. See www.csun.edu for updates.
SIZE AND RESOLUTION
Portal images must be no more than 200 pixels wide at 72 dots per inch (DPI).

CONTENT
Portal images must be approved by Student Marketing & Communications (SM&C). SM&C reviews each image to ensure that it meets our publication requirements and represents the scholarship, pride and diversity of our university and students.

Do not use clip art of any kind. If you cannot find the image you need, please contact SM&C.

BORDER
Portal images with round corners also must have a border. The stroke color is #5F5F5D and stroke size should be 0.75 pixels.
Karisma Gideon is not your ordinary 20-year-old. At a very young age, she was forced to face some ugly realities. But those potent experiences have shaped her into the strong individual she is today.

Read More

For one former foster youth, Cal State Northridge is home.

Karisma Gideon is not your ordinary 20-year-old.

At a very young age, she was forced to face some ugly realities. But those potent experiences have shaped her into the strong individual she is today. Read More
For one former foster youth, Cal State Northridge is home. Karisma Gideon is not your ordinary 20-year-old. At a very young age, she was forced to face some ugly realities. But those potent experiences have shaped her into the strong individual she is today.

Read More

A Beautiful Life

For one former foster youth, Cal State Northridge is home.

Karisma Gideon is not your ordinary 20-year-old. At a very young age, she was forced to face some ugly realities. But those potent experiences have shaped her into the strong individual she is today.

Read More

A Beautiful Life

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Karisma Gideon is not your ordinary 20-year-old. At a very young age, she was forced to face some ugly realities. But those potent experiences have shaped her into the strong individual she is today.

Read More
SIZE AND RESOLUTION

Portal images must be 150-200 pixels wide at 72 dots per inch (DPI).

CONTENT

Portal images must be approved by Student Marketing & Communications (SM&C). SM&C reviews each image to ensure that it meets our publication requirements and represents the scholarship, pride and diversity of our university and students.

Do not use clip art of any kind. If you cannot find the image you need, please contact SM&C.

BORDER

Portal images for the “Student Highlight” pagelets do not have round corners, strokes or decorative edges.
HEADLINE

*Use Myriad Pro Bold* 32/32 pixels.

DECK

*Use Myriad Pro Italic* 16 pixels.

BODY COPY

*Use Myriad Pro* 11/14 pixels.

STUDENT NAME

*Use Myriad Pro Bold* 16 pixels.

HYPHENATION

Avoid hyphenation. Instead move word to the next line.

*Verdana may be used in place of Myriad Pro as an alternative sans-serif.*

---

**Headline**

**Same but Different**

Despite personal love, each member of the Muscas family is carving out an identity of his or her own.

In first grade, Jewel Hernandez began to develop bruises on her arms and legs.

Concerned teachers sent her to the nurse, fearing abuse at home. When she fainted at school, her family took her to the hospital for tests.

The tests were grim. Five-year-old Jewel was diagnosed with leukemia.

However, after successfully undergoing chemotherapy, she went back to school and attended second grade with her younger brother, Andrew.

Despite the happy outcome, the events took a toll on their parents. With their father deported to Mexico and their mother unable to financially support them, Jewel and Andrew were at risk of being placed in foster care.

Fortunately, relatives came to the rescue. The two went to live with their cousins, Tania and Leah Gudiel. Their friendship blossomed as they grew up together in the San Fernando Valley and attended the same elementary, middle and high schools. Now, the four share a bond through Cal State Northridge.

Despite their parallel lives, each fosters a dream of his or her own - dreams aided by an education at Northridge. Although all four work together in Bayramian Hall, each has branched out to find his or her particular calling.

**Student name**

**Tania Gudiel**

While Tania was studying abroad in Madrid, she traveled to a nearby town called Salamanca. During a tour of the local university, she witnessed its famous large sandstone facade.

"She Span! I experienced something new and became my own person," she says.

After returning to the United States, Tania changed her academic concentration from accounting to Spanish. As a Spanish major, she further explored the history and culture she immersed in Madrid.

After earning her bachelor’s degree, she decided to pursue her master’s in educational leadership and policy studies. A first generation college graduate, Tania wanted to give high school students access to the same resources she used when she applied. Now the 27-year-old alumna works for Admissions and Records and assists students.

**Leah Gudiel**

Leah’s sister, Tania, first introduced her to the University Ambassadors program. Leah became involved with the group for three years, during which she made close friends, joined the executive board, and through networking, found a job at Student Marketing & Communications.

Although Tania was the trailblazer of the family, 24-year-old Leah succeeded in forging a path of her own. Like her sister, she too wants to help others.

But in lieu of working in education, Leah is working as a human factors consultant at Medtronic, a manufacturer of insulin pumps for diabetics. For the former graphic design major turned human factors master’s student, improving the usability of medical devices mirrors her love of helping people with product design.
ALIGNMENT

This may vary with each pagelet. Generally, headlines, deck and body copy should be flush left. Double-space to begin a new paragraph and do not indent.

TEXT WRAP

Text should always wrap, not overlap, photos.

PADDING

There should be 10 pixels of padding around each and every image. For example, if two images are placed side by side, the padding between them should be 20 pixels.

Headline, deck and body copy alignment

Same but Different

Danae Daley tells me it makes her a better coach.

Right-side text wrap

Matador Family

As he approached the finish line, his dad said, “You’re going to be the best.”

Left-side text wrap

The meeting: Tech support

On April 28, 2004, Gibson and his mom, Pam, traveled to the Walden School in Falls Church, Virginia, to attend the school’s commencement ceremony.

The proposal: Graduation day

On May 22, 2004, Gibson Sr. told his son that he would not be going to college. Gibson Sr. said he was going to start a new company.

"I was so excited," Gibson Jr. said. "I had always wanted to go to college, but I didn’t want to go to a state university.

"I was so excited," Gibson Jr. said. "I had always wanted to go to college, but I didn’t want to go to a state university. I was going to start a new company."
STANDARD LINK

Use Myriad Regular* 16 pixels. Links must be Matador Red.

ROLLOVER LINK

When rolling over a link, the font and color should not change. However, the link automatically becomes underlined.

VISITED LINK

After a link is visited, the font and color should not change.

*A Verdana may be used in place of Myriad Pro as an alternative sans-serif.

A Bright Future

Working at the MIC helps master’s student Audrey Mercado get a head start on a career.

The start of the school year is usually the busiest time for the Matador Involvement Center (MIC) and as one of its graduate assistants, Audrey is right in the thick of it.

On Move-in Day at Campus Housing she can be found in her red-and-black shirt amid a crowd of pajama-clad students. The MIC-hosted Pajama Jam, a welcome event for first-time freshmen as they check in, features club representatives, an outdoor film screening and free food.

During Matafest and Meet the Clubs days, Audrey staffs the MIC table, fielding questions about any of the 230+ organizations on campus. Despite the bustle, she loves it.

“I’m in charge of the Fun Staff. Clubs help students feel connected to the campus and create a sense of belonging,” she points out. “I tell people, ‘Did you know we are the most diverse campus in terms of sororities and fraternities?’ We also have the first chapter of the men’s Armenian Society.”

Working at the MIC is not just a job for Audrey, but a potential career. Since her assistantship is part of her master’s program in college counseling and student services, it helps build valuable skills in her field.

“This experience is tied to my program – the emphasis of which is working with students,” she explains.
LANDING PAGES

PHOTO STANDARD

SIZE AND RESOLUTION

Portal images must be 150-200 pixels wide at 72 dots per inch (DPI).

CONTENT

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Do not use clip art of any kind. If you cannot find the image you need, please contact SM&C.

BORDER

Portal images for the landing pages do not have round corners, strokes or decorative edges.
LANDING PAGES

DESIGN ELEMENTS

HORIZONTAL LINE

Place a horizontal rule between stories using a <hr> tab. The color should be #E7E8E8 and thickness should be two pixels wide.

Food for Thought

A horizontal line is shown in bold. Text is centered within a block, and paragraphs are aligned to the left. HTML tags are used for formatting, including `<hr>`, `<p>`, and `<br>`.

A Bright Future

Another horizontal line is shown, this time with a different style. Text is aligned to the left without using paragraph tags. HTML is used sparingly for formatting.

Bringing the School Spirit

A horizontal line is used to separate paragraphs. Text is aligned to the left, and HTML tags are used for formatting, including `<p>`, `<br>`, and `<span>`.

Serious About Recreation

Text is centered within a block, and paragraphs are aligned to the left. HTML tags are used for formatting, including `<p>`, `<br>`, and `<span>`.

HOME
GLOSSARY AND STYLE GUIDE

OBJECTIVE
To establish a consistent vocabulary for the current-student myNorthridge Portal

**banner** A feature dedicated to sharing campus events

**click** To comply with web accessibility guidelines, do not use when referring to the usage of a cursor or a mouse to access features or links on the portal. Some alternatives include “choose,” “select” or “go to.”

**CSUN email** Use when referring to the official university email for Northridge students.

**cursor or mouse** Do not use. See definition for “click.”

**departments** Follow the preference of each department. If not listed, please call the unit to confirm name.

- Admissions and Records
- Alumni Association
- Associated Students
- Athletics
- Career Center
- Department of Police Services
- Disability Resources and Educational Services
- Educational Opportunity Program
- Financial Aid & Scholarship Department
- Graduate Studies
- International & Exchange Student Center
- IT Help Center
- Klotz Student Health Center

**departments (continued)**
- Learning Resource Center
- Matador Involvement Center
- National Center on Deafness
- Office of Government and Community Relations
- Office of Institutional Research
- Office of the Vice President for Student Affairs
- Oviatt Library
- Parking and Transportation Services
- Student Development & International Programs
- Student Housing
- Student Marketing & Communications
- Student Outreach and Recruitment Services
- Testing Center
- The Tseng College
- The University Corporation
- University Advancement
- University Cash Services
- University Counseling Services
- University Student Union
- Veterans Affairs

**FAFSA** Upon first reference, the Free Application for Federal Student Aid (FAFSA). In subsequent references, shorten to FAFSA.
icons For icons used in “Quick Links” and “Tools for Academic Success.” See Branding>Icons p. 4-5

lightbox A content box (see definition for “pagelet”) that pops up on the portal either to push vital safety information in case of an emergency, or maximize video or text for better viewing

links Should always be Matador Red, underlined and bold, see The Current-Student Portal>Typography>Links p. 15. When mentioning a department, campus resource or organization, always include a link. For actionable items, always include a link to a website and a due date.

My Announcements A content box (see definition for “pagelet”) dedicated to sharing the latest information about campus resources and news, academic policies, fees and portal outages

My Checklist A content box (see definition for “pagelet”) dedicated to a checklist of actionable items, such as fee payment reminders, enrollment and advising appointments

myNorthridge Portal or portal Do not use “myNorthridge,” “Portal” or “MyNorthridge Portal.”

myNorthridge Prospective Student Portal Not to be confused with the current-student portal. Features its own set of style standards.

online learning or e-learning Use when referring to online courses.

pagelet content Boxes — comprising text, hyperlinks and images — located on each tab. Users can personalize boxes by adding, deleting or minimizing, with the exception of My Announcements and My Checklist.

pagelet titles Should not exceed three words. The pagelet title should succinctly describe the content of the pagelet.

pagelet content Should be clear and concise. Ideally, pagelets should only highlight and direct users to resources found on another website without rehashing information. Sometimes, this is done with just a hyperlink. Some content may require a definition (example: Disability Resources and Educational Services offers services to students with disabilities).

SOLAR Upon first reference, the SOLAR Student Center. In subsequent references, shorten to SOLAR.

student ID A unique, nine-digit number that matches your identity to your student records.

register or enroll Use interchangeably when referring to signing up for a class.

tab One of the following dividers on the navigation bar: Home, Academics, Services, Activities, Financial Matters, Mobile and Add Page

user ID An alphanumeric name that is used along with a password to log in to CSUN websites.
CONTENT REQUESTS

GUIDELINES

Use EBSuite http://techsupport.csun.edu/supportloginldap.jsp to request new portal content and changes (e.g. hyperlinks, images, pagelets and text).

After you log in, go to “Create a new case,” select “myNorthridge Portal” as the “Product/Category,” and direct the request to Student Affairs IT/Student Marketing & Communications in “Case Details.”