# Georgia Tech Body Content Styles

## Colors

<table>
<thead>
<tr>
<th>Color Description</th>
<th>Hex Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tech Gold • Primary color</td>
<td>#B3A369</td>
</tr>
<tr>
<td>Tech Light Gold • Button hover color</td>
<td>#BFB37C</td>
</tr>
<tr>
<td>Tech Medium Gold • WCAG-accessible large text</td>
<td>#A4925A</td>
</tr>
<tr>
<td>Tech Dark Gold • WCAG-accessible small text</td>
<td>#857437</td>
</tr>
<tr>
<td>Black Text • Paragraph text</td>
<td>#333333</td>
</tr>
<tr>
<td>Medium Gray • Headings and secondary buttons</td>
<td>#545454</td>
</tr>
<tr>
<td>Dark Gray • Secondary buttons</td>
<td>#3B3B3B</td>
</tr>
<tr>
<td>Pi Mile Light • Light buttons</td>
<td>#F2F3F1</td>
</tr>
<tr>
<td>Link Blue • Link color only</td>
<td>#00F9F</td>
</tr>
<tr>
<td>Link Hover • Link color only</td>
<td>#1879DB</td>
</tr>
<tr>
<td>Visited Link • Link color only</td>
<td>#730053</td>
</tr>
<tr>
<td>Buzz Gold • Secondary/Link underline color</td>
<td>#EEB211</td>
</tr>
</tbody>
</table>

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

ABCDEFGHIJKLMNOP
abcdefghijklmnopqrstuvwxyz

H1 Heading Text
H2 Heading Text
H3 Heading Text
H4 Heading Text
H5 Heading Text
H6 Heading Text

Abel

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

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-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;
}
**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.

*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.

*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.
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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
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.
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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:**

```html
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;
}
```
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 subheading, appearing above a heading and denoting the title's category. Labels feature the font Abel and the color Tech Dark Gold.

Example:

```
.example as superheading:

Science and Technology
Genomic Study of 412 Anthrax Strains Provides New Virulence Clues
```

```
.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”;
}
```
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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.

```css
.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;
  box-shadow: 1px 1px 4px rgba(0,0,0,0.2);
}
.btn-primary {
  background: var(--gt-gold);
  color: var(--gt-blktxt);
}
.btn-primary:hover {
  background: var(--gt-lt-gold);
}
.btn-secondary {
  background: var(--gt-drkgray);
}
.btn-secondary:hover {
  background: var(--gt-mdgray);
}
.btn-light {
  background-color: var(--gt-pimile-light);
  color: var(--gt-drk-gold);
}
.btn-light:hover {
  background-color: #FFF;
}
```