Saugatuck-Douglas History Center Visual Identity and Style Guide

Fonts

You can download the fonts that SDHC uses for free download through Google Fonts.

Josefin Sans   Download

For headings and titles

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890-=~`@#$!%^&*()_+}{|\][:"';<>?/.,

Bitter   Download

For body text, lists, captions, etc.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890-=~`@#$!%^&*()_+}{|\][:"';<>?/.,

NOTE: the Neutraface font is only used in the wordmark

Color Palette

Swatch	Name	Hex	RGB	CMYK	Pantone
	pencil	E5A724	229-167-36	10-36-100-0	7409 C

This is the preferred branding color for SDHC

Swatch	Name	Hex	RGB	CMYK	Pantone
	water	007CA3	0-124-163	100-40-26-0	314 C
	brick	B95647	185-86-71	30-80-80-0	7585 C
	black	000000			
	white	FFFFFF			

We can provide a color swatch file for Adobe software.

Logo

The logo has two elements

1. Graphic - the facade of the Douglas Union School building, which is presently the home of the Saugatuck-Douglas History Center.

2. Wordmark - the name of the organization.

One element may be used without the other

The wordmark should appear on the right or below when both elements are used.

The stacked version is the preferred way to use both elements together.

Color, Background, and Spacing

The logo should be in a solid color from the SDHC palette, not a gradient or pattern. The wordmark should normally appear in black (or white on a colored background). When used together, both elements should normally appear in the same color.

When using one or both elements, leave empty space around them the size of the "X" below (the height of the bottom line of text or one-quarter the width of the building). The background should be a solid color, not a gradient, pattern, or drawing.

When the two elements are used together, they should be the same height ("Y").
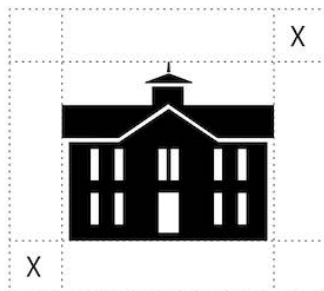
Color Combinations

No   ## Yes

Solid white background

Not enough clear space

Official Names

Saugatuck-Douglas History Center

>   The name of the organization, with a hyphen (Saugatuck-Douglas).
>   We refer to it as SDHC in this document.

Saugatuck-Douglas History Center in Douglas

>   The name of the building on Center Street, with a hyphen.

The History Museum at Mount Baldhead Park

>   The name of the building on Park Street.

~~Pump House~~   (it is now the Saugatuck-Douglas History Museum)

~~Old School House~~   (it is now the Saugatuck-Douglas History Center in Douglas)

~~Historical Society~~   (using previous names of the organization will confuse new people)

Tagline

"History lives here"

>   A tagline is a short phrase that helps promote an organization.
>   It helps explain who you are and why people need you.
>   It grabs people's attention and gets stuck in their heads

Styling Text

The website has predefined styles for body text, headings, lists, quotes, captions, etc. Let the software format your text, rather than trying to do it yourself manually.

Word Processing Templates: Google Doc *[and soon - Microsoft Word].* Use them as a starting point for correspondence, minutes, reports, and other documents.

Making Text Stand Out

If you try to make too much stand out, then nothing will stand out.
If you use too many different methods to emphasize text, then readers get confused.

Boldface	Use bold text sparingly for emphasis. Where needed, boldface is incorporated into text styles, such as titles and headings.
Italics	Use them for emphasis only if something might be overlooked or misread. Italicize the title of a book, periodical, report, or other stand-alone work.
Underlining	Hyperlinks will automatically appear with underlining. Do not use underlining for emphasis. Do not underline a title or heading; its style will make it stand out.
All uppercase	A block of uppercase text is hard to read, users may interpret it as "shouting," and **a screen reader will read each letter separately.** It's okay to occasionally put a word or two in all caps for emphasis, but never put an entire paragraph in uppercase.
Exclamation	Use exclamation marks sparingly.
Color	Use colored text and highlighting sparingly, if at all.

Use Descriptive Link Text

When creating a text link on the website, use a short, descriptive phrase - like the title of the destination page. "Click here" provides no context.

Writing for the Website

General Principles

A website is different from a magazine, newspaper, or academic journal.
When people read the material there, they will expect a certain kind of writing.

General	Follow the [Associated Press Stylebook](). Here are two helpful free references: [summary page from Purdue]() | [cheat sheet from Boston U]().
Conciseness	Do not say in 150 words what can be said in 75. Avoid "happy text," like welcoming users to a page, bragging about the Center, or providing excessive background.
Clarity	Be direct and straightforward. Use short sentences and simple structures.
Active voice	Say "The board proposed the legislation" rather than using the passive voice: "The regulation was proposed by the board."
Media	Use graphics, charts, photos, and video to reinforce the text. Don't use random meaningless images; they can confuse people.
Front-Loading	Put essential information first. People should not have to read three paragraphs before getting to the point.
Word choice	Use common words. Avoid sarcasm, profanity, jargon, bureaucratic language, and technical terms.
Acronyms	The first time you use an acronym, spell out the words then put the acronym in parentheses: "Saugatuck-Douglas History Center (SDHC)"
Chunking	Break up different ideas into paragraphs. Dense blocks of text are hard to follow. Several short paragraphs are preferable to a single long one.
Headings	Break up long text with brief, descriptive headings so users can find information faster.
Listing	List items on separate lines, rather than continuously in a paragraph.
Spell-Check	Pay attention to spell-check indicators. Check the spelling of captions and titles.

Punctuation

Apostrophe   Use one to make a contraction (you're) or show possession:
                  You're wrong; I saw Mary Jones' book in Tom's car.
                  Do NOT use an apostrophe to pluralize:
                  I learned my ~~ABC's~~ ABCs in the ~~1970's~~ 1970s.
                  The ~~Jones'~~ Joneses bought three ~~tomatoe's~~ tomatoes.

Comma   Do NOT use a comma before a conjunction in a simple series:
                  "red, yellow and blue."
                  DO use a comma in a series that contains a conjunction:
                  "They offer degrees in literature, language and linguistics,
                  and composition."

Space   Only put one space after a period.

Quotation marks   Put quotes around the *first* instance of a word or phrase used in irony
                  or as slang, or if it's something you invented. Don't overdo this.
                  Commas and periods go within quotation marks:
                  "I did nothing wrong," he said. She said, "Let's go to the game."

Phone Numbers

269-857-5751   Use dashes (not periods) after the area code and exchange
                  An area code is usually necessary, so parentheses are no longer used.

Technological Terms

- app
- cyberspace
- download
- e-book   *use a hyphen*
- email
- google   *(verb) — "Mary googled the name of Peru's president."*
- hashtag
- hyperlink   *(noun)*
- link   *(verb)*
- social media
- smartphone   *one word — preferred over cell phone or mobile phone*
- tweet, retweet *no hyphen*
- website
- web page
- webmaster
- login   *(noun) — preferred over logon - e.g., "John entered his login password."*
- log in, log out *(verbs) — "Mary logged out of the website."*
- online   *one word, no hyphen*
- database   *one word*
- internet   *lower case — "internet" is preferred over Web, Net or World Wide Web*

Bicapitalized Nouns

Use capital letters in the middle of these brand names.
At the beginning of a sentence, capitalize the first letter as well

- eBay
- iPad
- iPhone

Proper Nouns

Capitalize these business names.

- LinkedIn   *there's a capital I in the middle*
- Facebook
- Google   *the name of the company - e.g., "We heard that Google had launched …"*
- Twitter
- YouTube

Using Images

Copyright

Images used in SDHC documents or on its website should meet one of these criteria:
1. Free of copyright restrictions,
2. Released for public use, or
3. Used with permission from the copyright holder.

The laws are complex but, generally speaking, ANY image is **automatically** protected by copyright **for 120 years**. This applies to family photos, newspaper images, maps, cartoons, posters, etc. Before using an image, try to find out where the original came from and who holds the copyright.

Google searches are not the best way to find images because there's often no indication of who created them. Look for images that have a Creative Commons license or are in the public domain.

The Smithsonian Institution has a large collection of historic images that are in the public domain and there are many websites with copyright-free images. Note that "royalty-free images" are not free; they require a one-time license fee.

If the license for an image does not allow *derivatives* you must use it as-is: no cropping, no text overlays, no color adjustment, etc.

Captions

You probably don't need a caption.

A caption conveys information that's missing from an image or tangentially related to it. They may provide context or explain the image's meaning. Ask yourself, "Why is the image in this particular spot? Do I need to explain something beyond what's in the image or described in the text?" If the reason for the location is obvious and there's nothing that needs to be explained, then don't include a caption.

Credits

Provide an image credit that identifies the artist (if known), either included in parentheses under the image or listed in a separate location.
On the website, when you add an image that comes from an online collection, link its credits to the source web page. Since you MUST have permission to use any image, the credits need not say "used with permission."

Examples:
- SDHC photo   [not required on the website]
- Cover graphic by Sally Winthers   [not required on the website]
- Photo by Jeffrey Ploskonka   [link to Smithsonian]
- Photo by Wingerham52, CC BY-SA license   [license link required by Wikimedia]
- Photo by Charlotte May from Pexels   [format suggested by Pexels]

Alternative Text

All websites should have alternative "ALT" text that describes images. Screen-reading software speaks the ALT text out loud as an aid for the visually impaired. When adding a photo, illustration, icon, graph, or chart to the website, include descriptive ALT text.

ALT text will also help search engines find the page on which the image is located!

Exceptions: an image that's part of the page design (e.g. a separator line),
an image with alternative text right next to it,
or a purely decorative image that doesn't add content.

	Not helpful	Helpful
Photo	soccer player	Argentinian soccer player Leo Messi at the 2018 World Cup
Photo	A dog in a forest	A golden retriever looks over her shoulder down a forest path
Icon	(no ALT text)	Print this page
Logo	(no ALT text)	Saugatuck-Douglas History Center logo
Chart	Budget graph	Bar chart of budgets for ten years, where 2023 is the lowest
Graphic	Flower	(**no ALT text** — it's just decorative eye candy)