GSᵒᵩA

Online
Guidelines

July 2011

GSᵒFA

Online
Guidelines
Contents

GSᵒFA

Intro

i is for information, and also for internet.
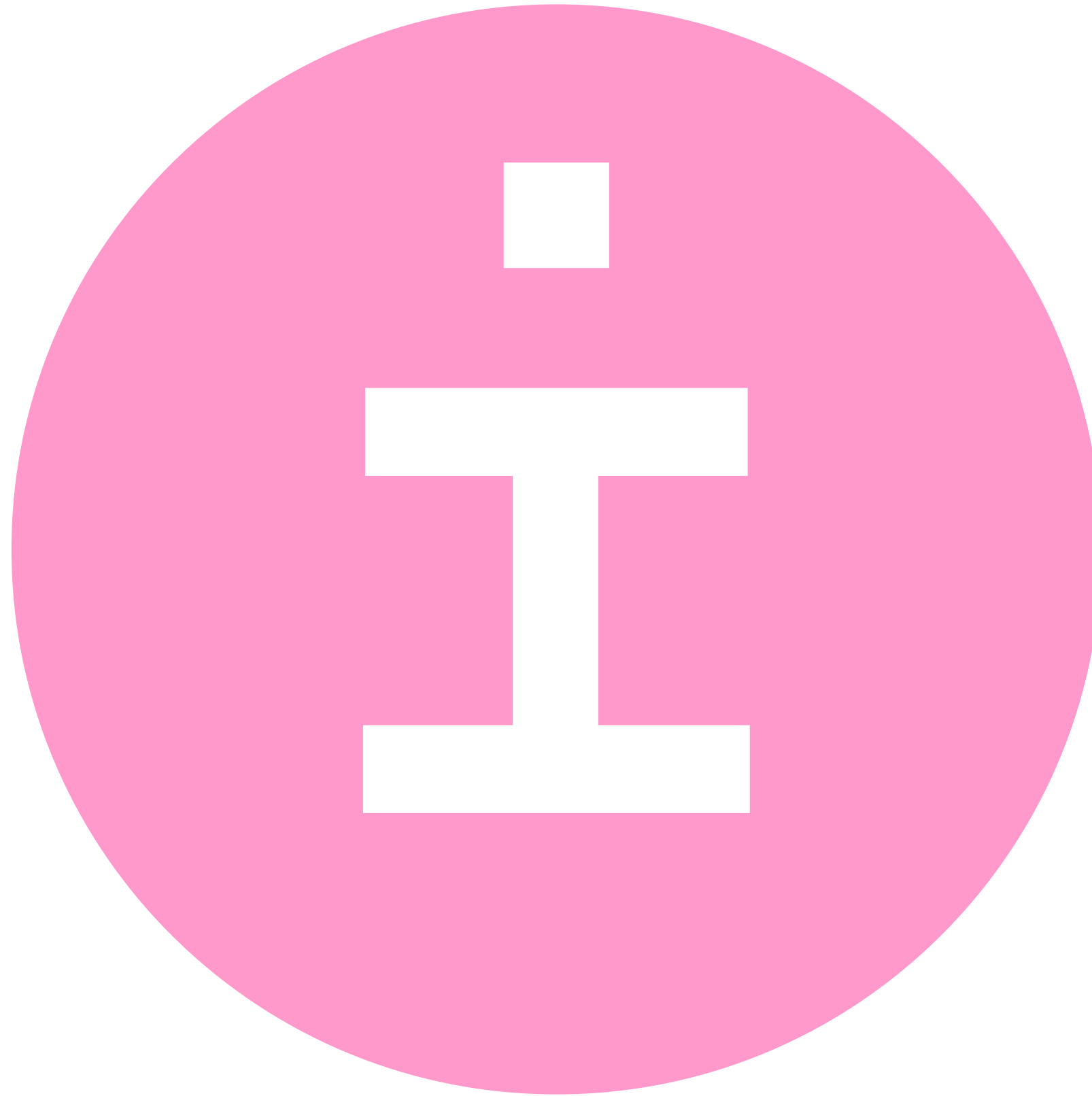
The Glasgow School of Art
Online Guidelines
Introduction
—

This symbol (derived from the Hothouse font) is the GSofA's new symbol for information, online. It flags up need to know, essential data on the core site, and can be used as a marque to point people to this data in print too.

Fees & funding
Study Facilities
Open Days

How to Apply
Entry requirements
Contacts

REGISTER
AN INTEREST

APPLY

GS∘FA
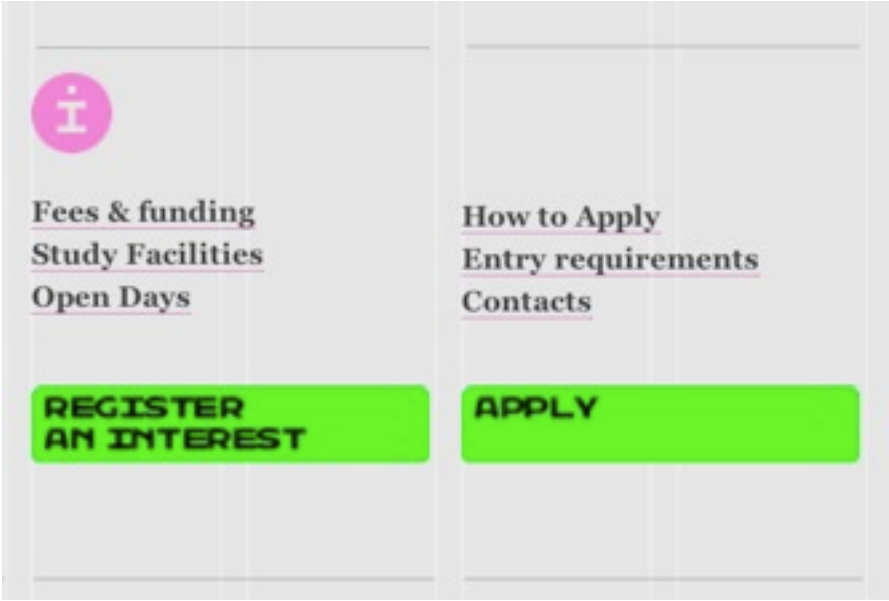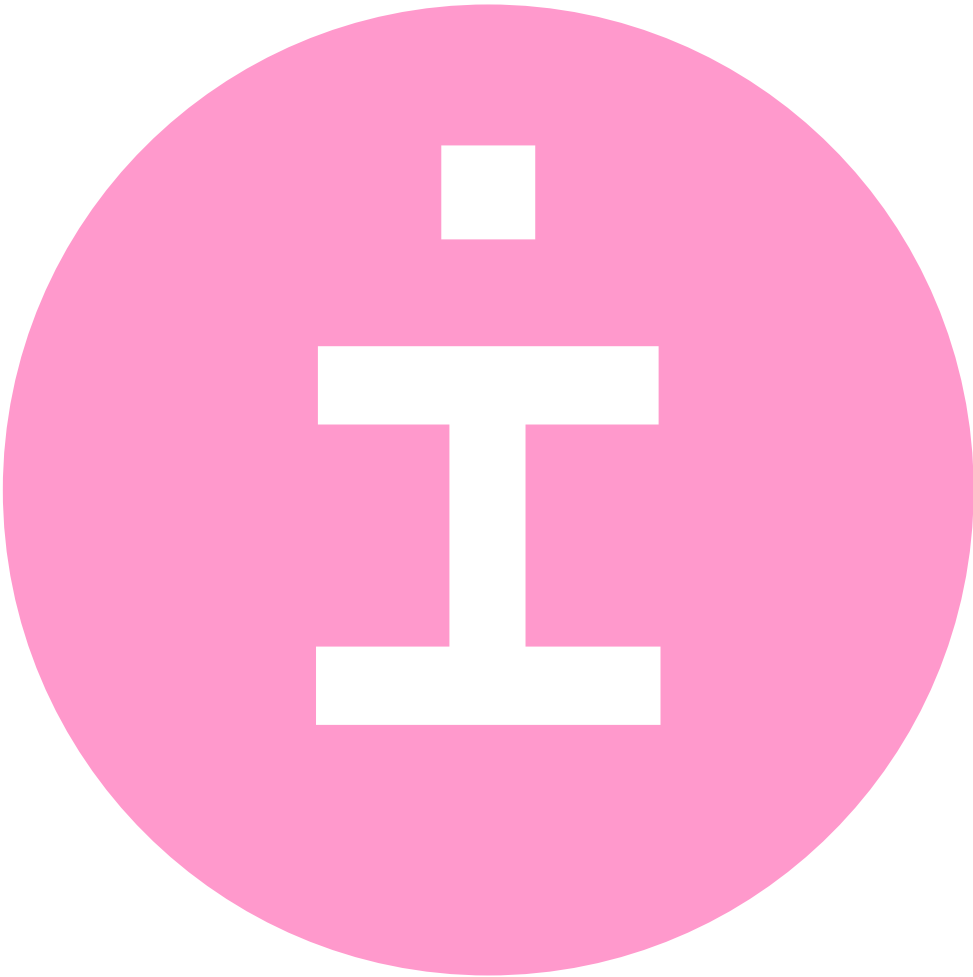
Section 1
Day to Day
Guidance on
Core Site –
Overview

Marque

Mega Menu

Segment Device

Carousel

Brand Statement

Headline Feature

Features

GSᵒFA

search

Study   Life   Research   Visit Us   About Us   Support Us

SUPPORT
GLASGOW
SCHOOL OF ART.
BECOME A
FRIEND OR
DONATE & HELP
NURTURE THE
NEXT WAVE OF
OUR GLOBALLY
SOUGHT
CREATIVE
GRADUATES

Self Portraights
Student Stories Lorna Mangan,
Interior Design Year 3, tells us
about...

Self Portraights
Student Stories Lorna Mangan,
Interior Design Year 3, tells us
about...

← IIII   →

Study   Life   Research   Our Schools   Visit Us   About Us

Title or short description
| Day DD Month, Location

Title or short description
| Day DD Month, Location

Title or short description
| Day DD Month, Location

Title or short description
| Day DD Month, Location

Title or short description
| Day DD Month, Location

Title or short description
| Day DD Month, Location

Title or short description
| Day DD Month, Location

Title or short description
| Day DD Month, Location

INFO FOR ———→ Prospective Students | International Students | Research | Staff | Alumni | Industry/Employers | Parents | Donators

GSofA

Section 1
Day to Day
Guidance on
Core Site –
The Carousel

Carousel Elements

Segment Device

Brand Statement

Headline Feature

Image

Image Caption

SUPPORT GLASGOW SCHOOL OF ART. BECOME A FRIEND OR DONATE & HELP NURTURE THE NEXT WAVE OF OUR GLOBALLY SOUGHT CREATIVE GRADUATES

SelfPortraights
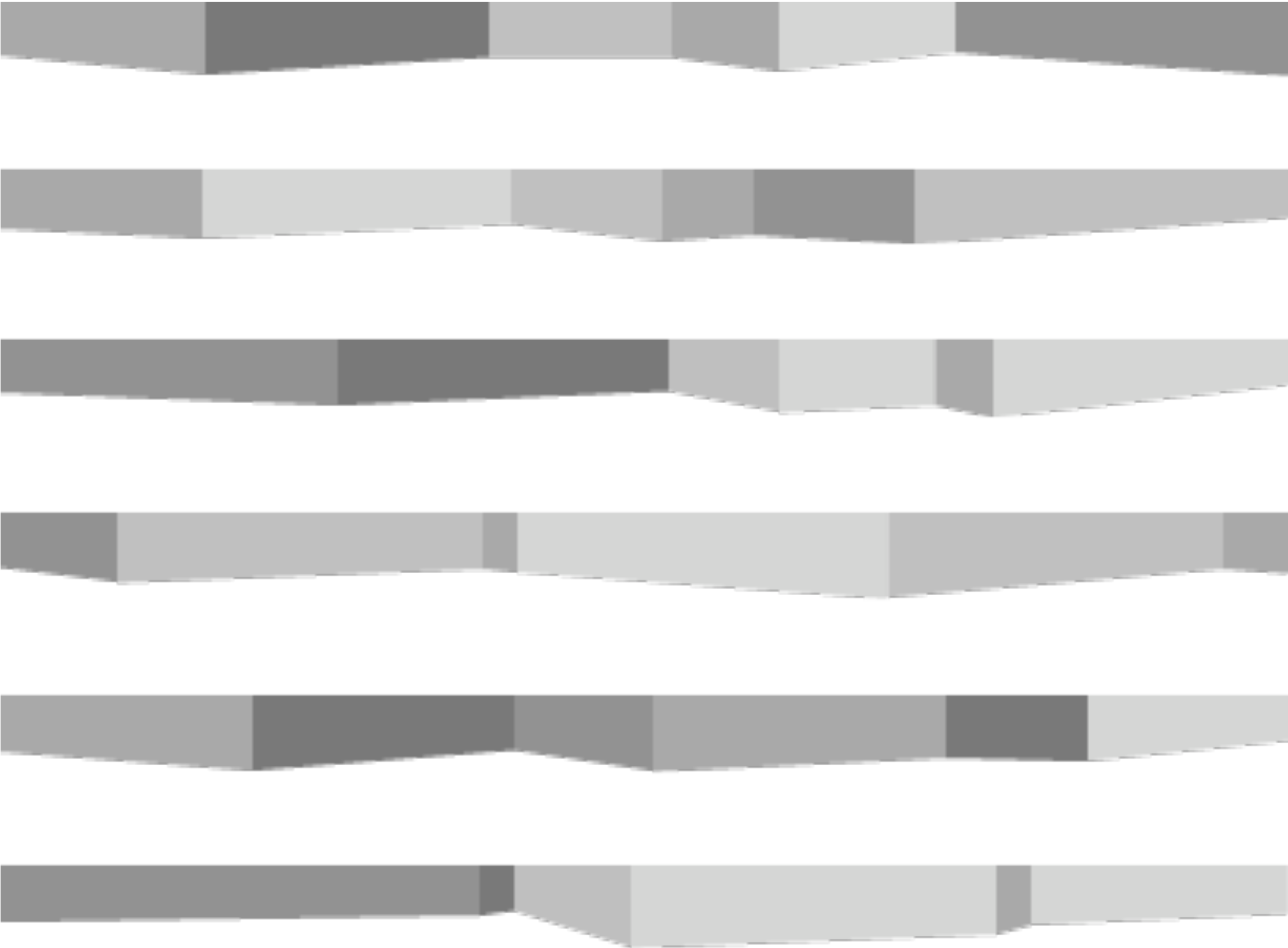Student Stories Lorna Mangan, Interior Design Year 3, tells us about...

SelfPortraights
Student Stories Lorna Mangan, Interior Design Year 3, tells us about...

The Glasgow School of Art
Online Guidelines
Section 1:
Updating the carousel
—

6x versions of the
segment device
to provide variation
within the carousel.

–

NB
These are randomly
generated into the
carousel by the CMS.

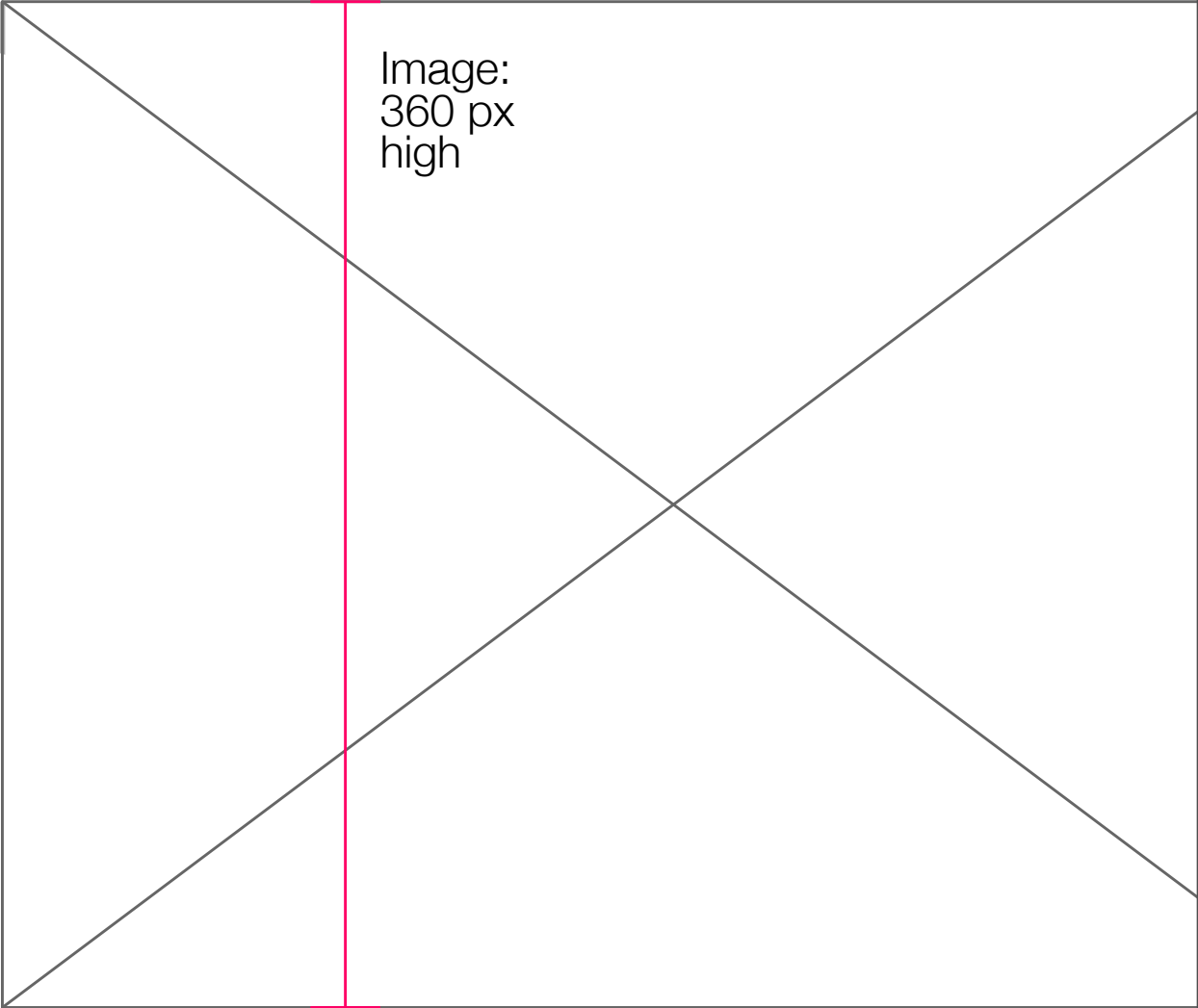The Glasgow School of Art
Online Guidelines
Section 1:
Updating the carousel
—

Typography:

All type sits on an invisible
30 pt Baseline Grid.

GS℉A HEADLINE = 27PT ON 30PT 5 COLUMNS WIDE SUB HEADER IN LIGHTER GREY #878787 AND MAXIMUM OF 9 LINES HIGH

Image:
360 px

Typography:

All type sits on an invisible
30 pt Baseline Grid.

Segment sits within
first row, then 27pt
Hothouse type on
30pt baseline grid.

Baseline
Grid:
30 px

GSᵒₑA HEADLINE = 27PT ON 30PT 5 COLUMNS WIDE SUB HEADER IN LIGHTER GREY #878787 AND MAXIMUM OF 9 LINES HIGH

Image:
360 px

—

Typography:

All type sits on an invisible
30 pt Baseline Grid.

Segment sits within
first row, then 27pt
Hothouse type on
30pt baseline grid.

—

NB Hothouse can only be used
here in ALL CAPS, and with no
special or alternative characters
(such as the GSofA shortcut).
Arrows if necessary can be added
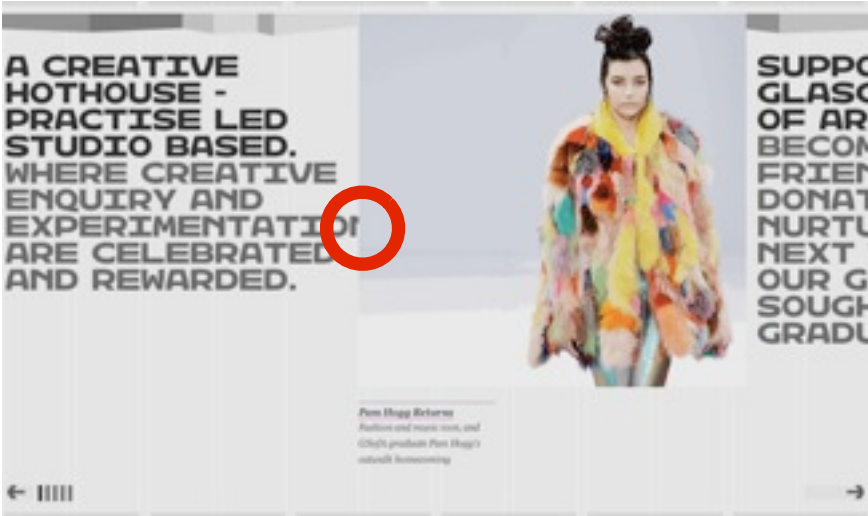using the '>' (greater than) symbol.

—

Optimum text length
7 – 10 lines.

Character limit per line = 14
(So avoid words such as
'EXPERIMENTATION' (15 chars).

Baseline
Grid:
30 px

GS:A HEADLINE =
27PT ON 30PT
5 COLUMNS WIDE
SUB HEADER IN
LIGHTER GREY
#878787 AND
MAXIMUM OF
9 LINES HIGH

Image:
360 px
high

A CREATIVE
HOTHOUSE -
PRACTISE LED
STUDIO BASED.
WHERE CREATIVE
ENQUIRY AND
EXPERIMENTATION
ARE CELEBRATED
AND REWARDED.

SUPPO
GLASC
OF AR
BECON
FRIEN
DONAT
NURTU
NEXT
OUR G
SOUGH
GRADU

Pam Hogg Returns
Fashion and music icon, and
GSofA graduate Pam Hogg's
catwalk homecoming

The Glasgow School of Art
Online Guidelines
Section 1:
Updating the carousel
—

Do's and Don'ts

Do make the statements **short, relevant and punchy.**

Do attempt to make them **aesthetically pleasing** without too many ragged line breaks

NB **Don't add returned line breaks** in Umbraco – this will break the carousel.

You **can add an html:
** within the Umbraco text editor to signify where you would like a text break to occur.

Content | Properties

Dark text
The text entered in this box will appear first and be darker.

A CREATIVE HOTHOUSE - PRACTISE LED, STUDIO BASED.

Text
This text will be in a lighter gray color and will appear after the dark text.

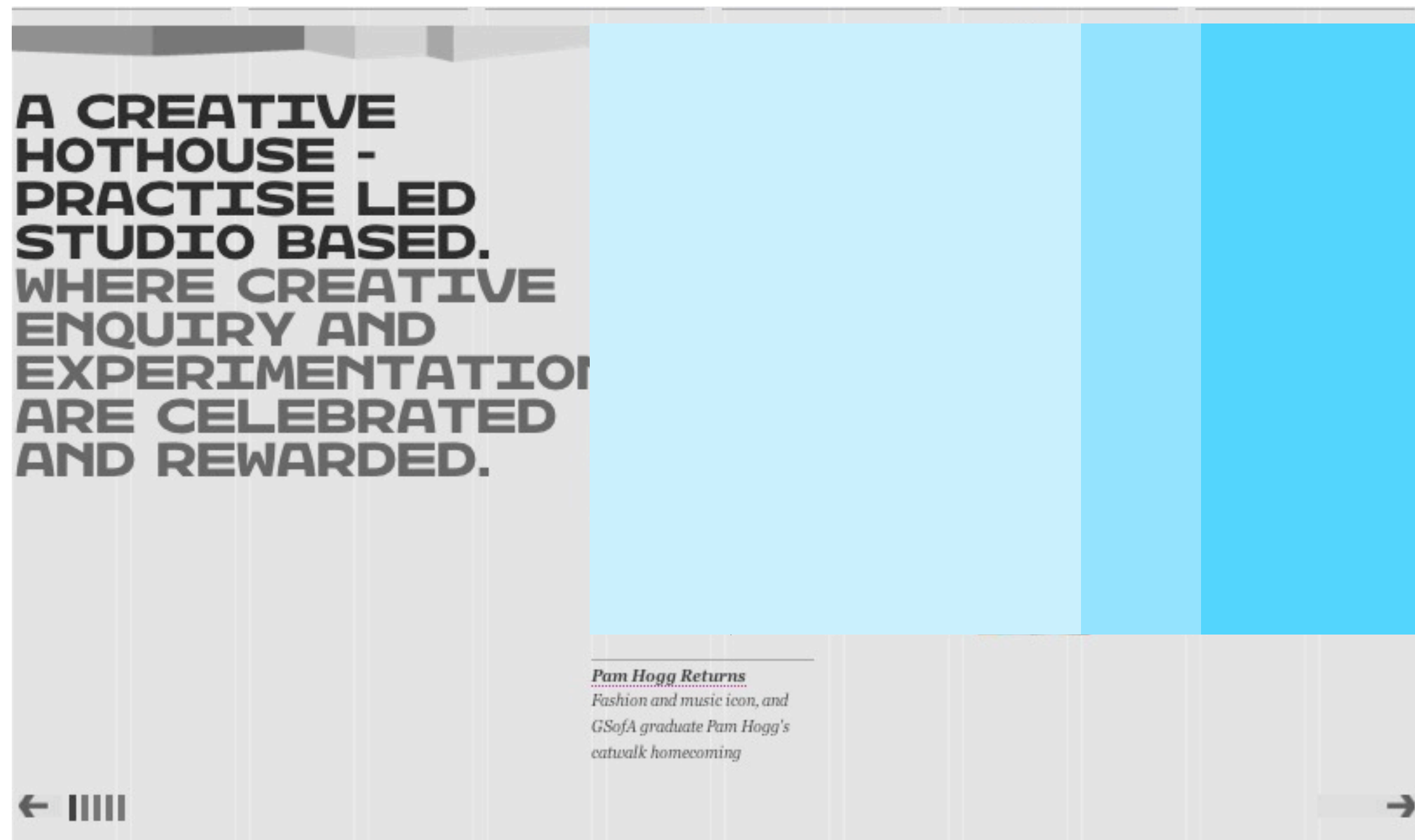WHERE CREATIVE ENQUIRY AND EXPERIMENTATION ARE CELEBRATED AND REWARDED.

The Glasgow School of Art
Online Guidelines
Section 1:
Updating the carousel
—

Images:

max height: 420px

Optimum proportions =
4-7 columns

A CREATIVE
HOTHOUSE -
PRACTISE LED
STUDIO BASED.
WHERE CREATIVE
ENQUIRY AND
EXPERIMENTATION
ARE CELEBRATED
AND REWARDED.

Pam Hogg Returns
Fashion and music icon, and
GSofA graduate Pam Hogg's
catwalk homecoming

← ‖‖‖‖   →

GSofA

Section 1
Day to Day
Guidance on
Core Site –
Image Size
Reference

The Glasgow School of Art
Online Guidelines
Section 1:
Updating the carousel
—

Do's and Don'ts

Features are 1 & 2 Column:
1 Column = 149 pixels
2 Column = 308 pixels?
Do always make it **308 pixels** –
2 columns – then let Umbraco
crunch it down.

Do always **optimise for screen –
72 dpi.**

**Do make aesthetic judgements
on proportions of images** being
used (lengthwise). Umbraco
constrains proportionaly but
doesn't crop

Do upload items specifically
within their correct 'Feature Item' –
so it doesn't allow for crossover.

Don't use images with **white
outlines or borders**, or it will look
like a padding error within the white
feature boxes.

Don't add too many images,
especially in body text.
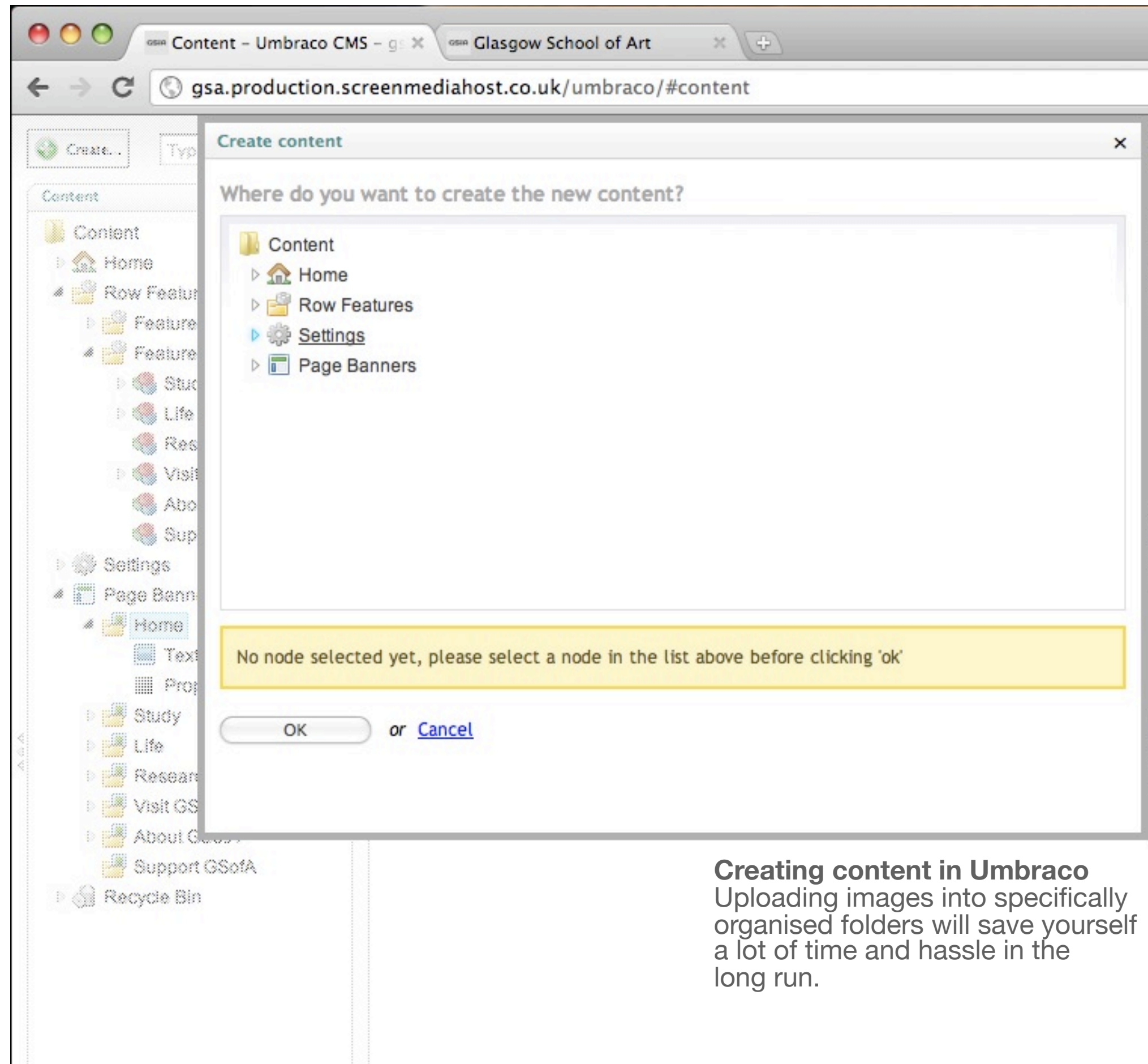
Creating content in Umbraco
Uploading images into specifically
organised folders will save yourself
a lot of time and hassle in the
long run.

The Glasgow School of Art
Online Guidelines
Section 1:
Updating the carousel
—

Here is a guide to the image
sizes on the site:
—

Feature item images
min 308px wide
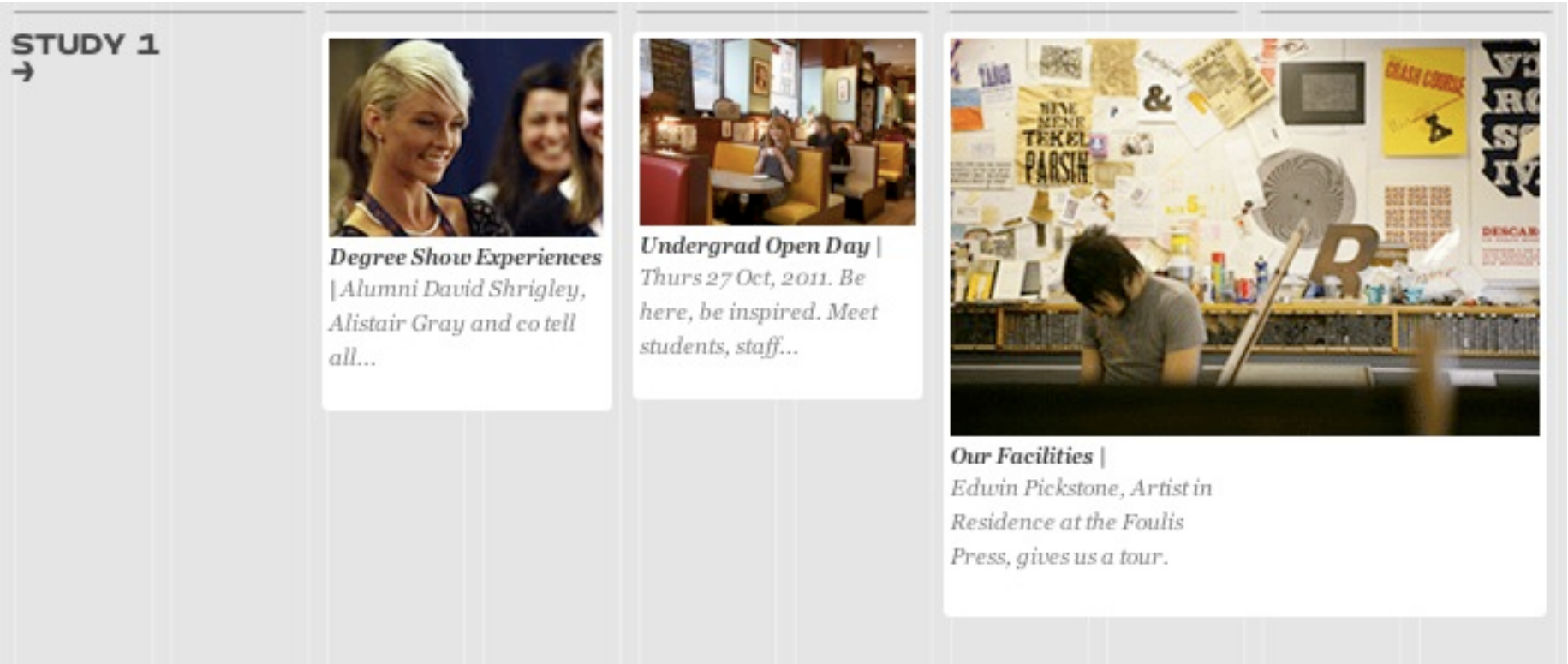
(Create it for 2 columns, Umbraco crunches it down.)
—

PDF thumbnails
min 308px wide
—

Button thumbnails
(eg the flickr link button):
24px by 24px
—

Banners
max height: 420px
—

Profile / Events banners
height: 350px
max width: 490px.
—

All 72dpi, RGB

STUDY 1
→

Degree Show Experiences
| Alumni David Shrigley,
Alistair Gray and co tell
all...

Undergrad Open Day |
Thurs 27 Oct, 2011. Be
here, be inspired. Meet
students, staff...

Our Facilities |
Edwin Pickstone, Artist in
Residence at the Foulis
Press, gives us a tour.

**1 column and 2 column feature
item images –** always create a min,
2 column width feature image
(308pixels) to allow it to be used
at that size if necessary.

GSofA

Section 1
Day to Day
Guidance on
Core Site –
Colour
Reference

The Glasgow School of Art
Online Guidelines
Section 1:
Core Site Overview
—

Core Online Colour Palette
and usage

_

Greys:

Background:
#DFDFDF

Dark Grey Banner Text:
#242424

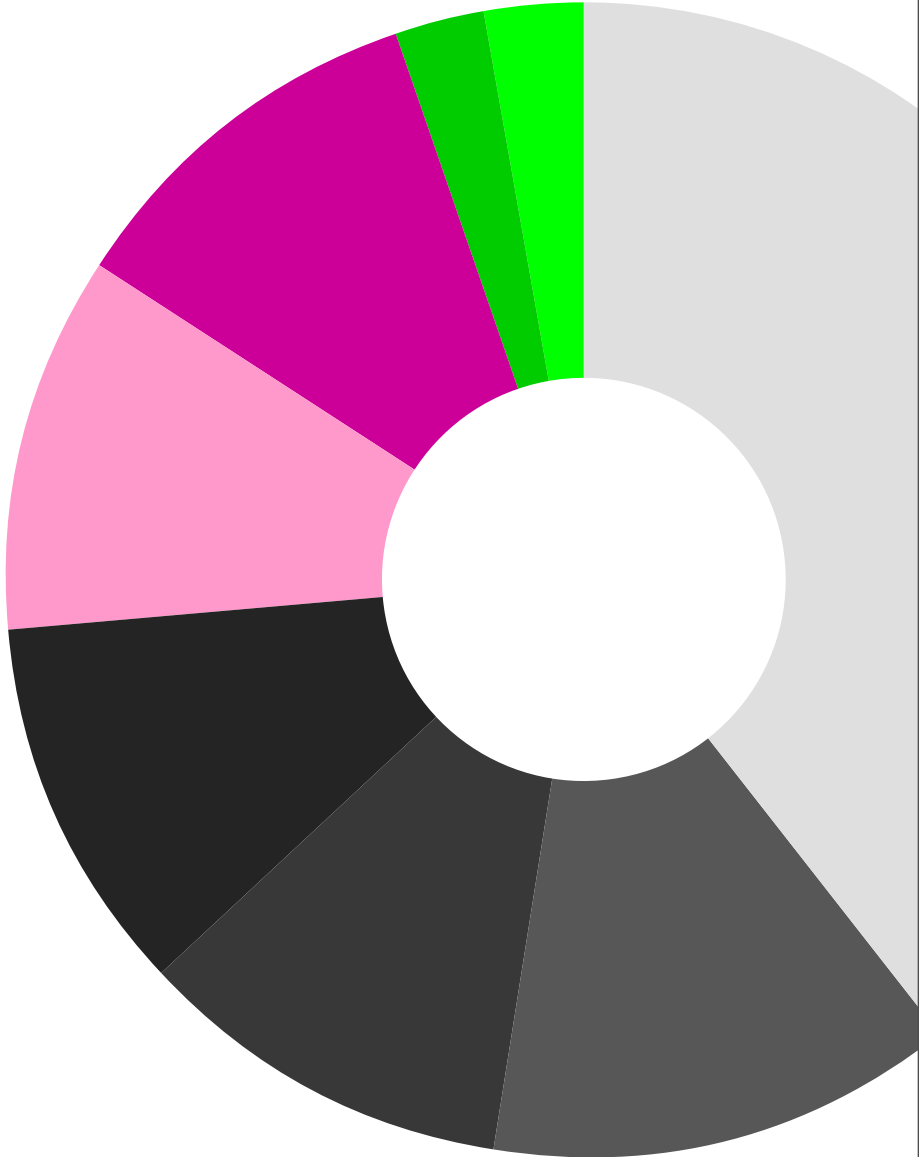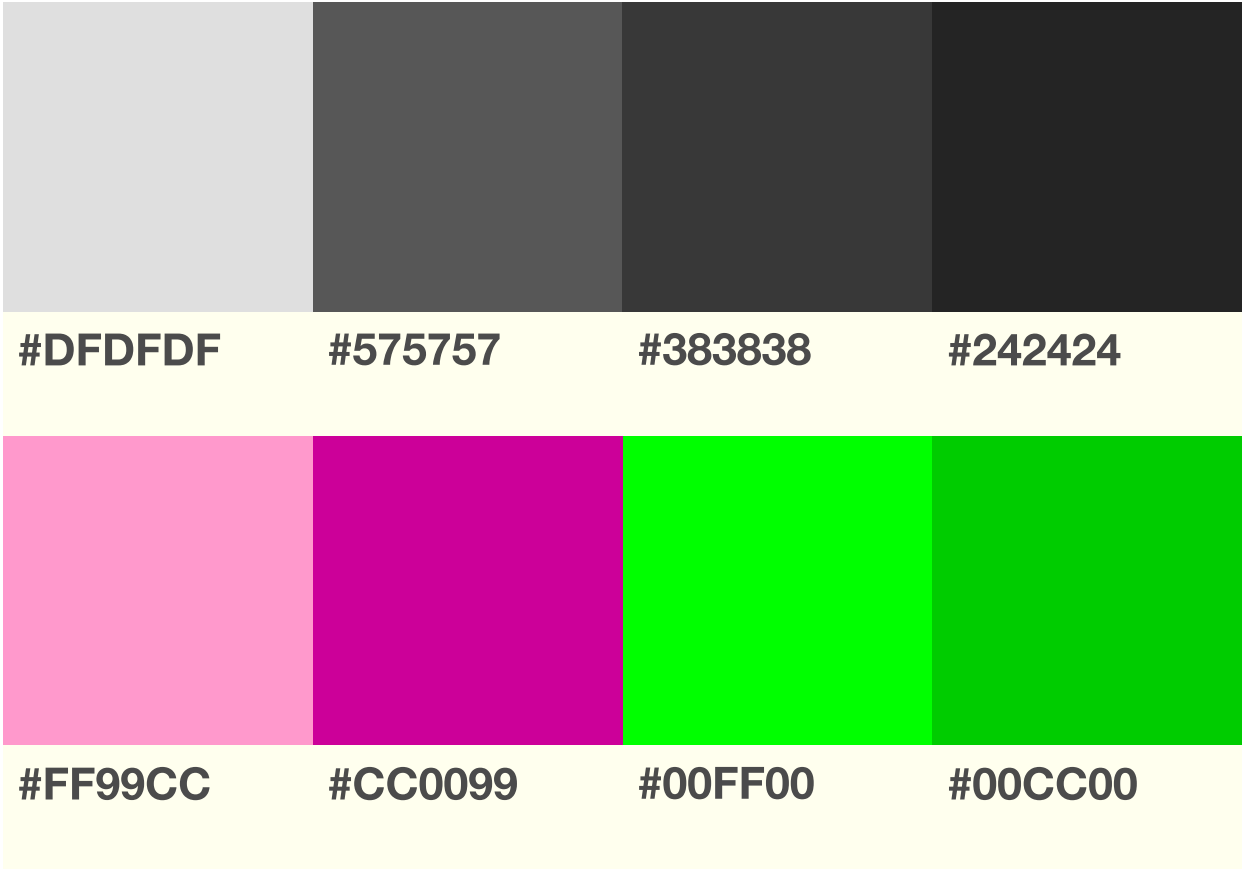Light Grey Banner Text:
#575757

Feature Row Title Text:
#383838

_

Rollovers / Buttons:

Pink Buttons:
#CC0099

Light Pink Feature Buttons:
#FF99CC

Green 'Action' Buttons:
#00FF00

| #DFDFDF | #575757 | #383838 | #242424 |

| #FF99CC | #CC0099 | #00FF00 | #00CC00 |

The Glasgow School of Art
Online Guidelines
Section 1:
Core Site Overview
—

Additional Colour Palette
(from original guidelines)
—

Landing Page Button Text

Blues:
#6699CC & #99CCFF

Turquoises:
#009999 & #99CCCC

Reds:
#CC33333 & #FF9999

Oranges:
#FF9900 & #FFCC

Greens:
#99CC00 & #CCFF99

Purple:
#000066 & #9966CC

Ochre:
#CC9900 & #FFCC66

#CC33333	#FF9999	#FF9900	#FFCC99
CC9900	#FFCC66	#99CC00	#CCFF99
#575757	#383838	#CC0099	#6699CC
#000066	#9966CC	#993333	#FF9966
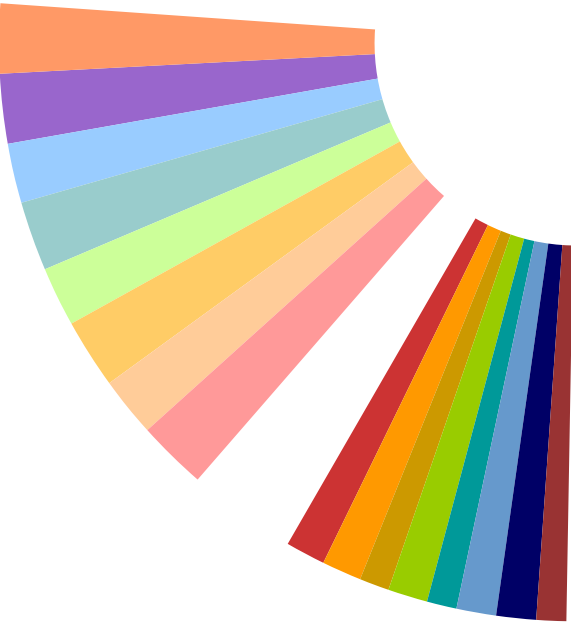
Social Media Buttons
–

GSA Hub
Facebook
Twitter
Flickr
YouTube
Vimeo
–
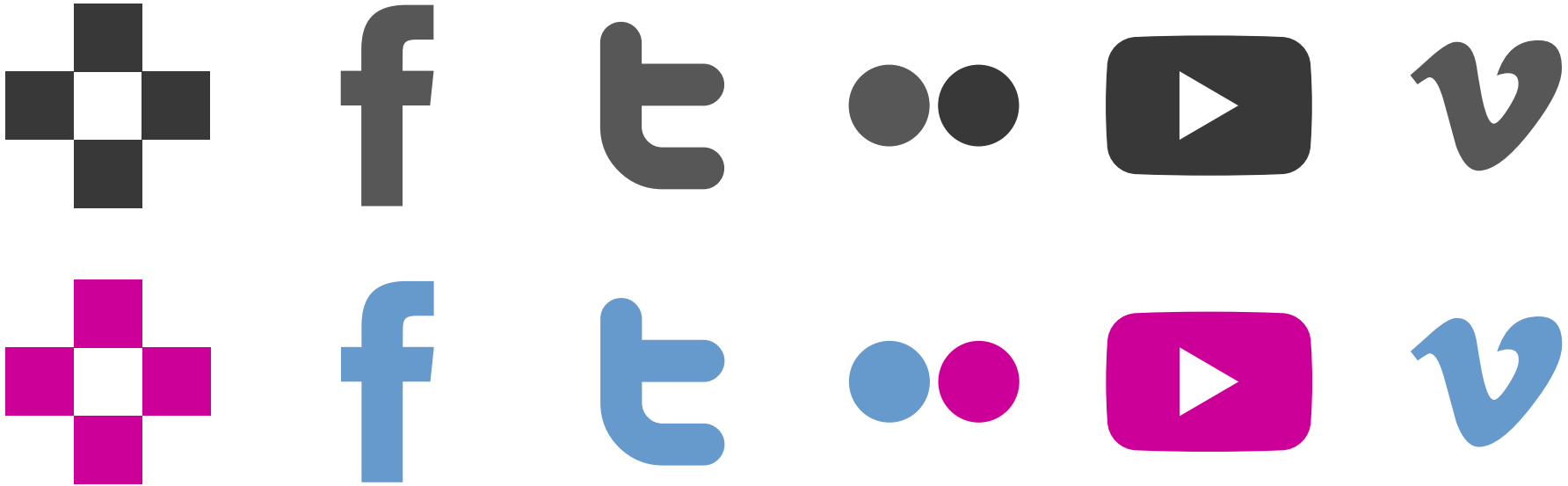
Inert and rollover states
–

Light Grey:
#575757

Darker Grey:
#383838

Pink:
#CC0099

Blue:
#6699CC

#575757	#383838	#CC0099	#6699CC

GS⁰fA
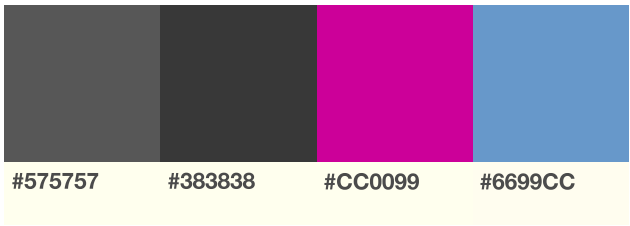
Section 2
Brand extension
& Social Media

Part 1:
Institutional Social
Media Profiles
[eg Facebook, Twitter]

The Glasgow School of Art
Online Guidelines
Section 2:
Brand Extension
& Social Media
—

Core GSofA Profile Marque

For use on digital platforms
outwith the GSA website.
The marque is seen as a
square to adapt easily to
thumbnail views without
cropping.

Square:
#DFDFDF

Text:
#383838

#DFDFDF   #383838

The Glasgow School of Art
Online Guidelines
Section 2:
Brand Extension
& Social Media
—
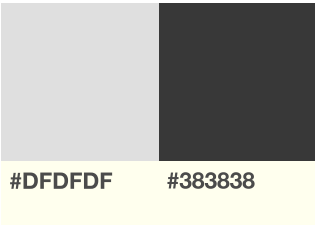
Core GSofA Profile
Marque applied on
GSofA Facebook
page.

The Glasgow School of Art
Online Guidelines
Section 2:
Brand Extension
& Social Media

—

Core GSofA Profile
Marque applied on
GSofA Twitter page.

Thursday, 11 August 2011

twitter

Search

Home   Profile   Messages   Who To Follow   mighty_emlyn ▾

GS°fA   Glasgow School Art

@gsofa Glasgow, Scotland

The Glasgow School of Art - home of creative art, design and architecture since 1845.

http://www.gsa.ac.uk

✓ Following

Tweets   Favorites   Following ▾   Followers ▾   Lists ▾

gsofa Glasgow School Art
Check the newish GSA Video Wall gsahub.org/video_wall/ for all recent GSA video content... It's not raining there.
4 hours ago

Resilicone Re-silicone ↳ by gsofa
How about @gsofa old textile friends for #FF @scottramsaykyle @Bebaroque @anghym @angharadstitch @ramsaytweetsart @LISAG1001 @lindsaylees
1 Jul

pagepark Page Park Architects ↳ by gsofa
Our RIBA award winning building for Scottish War Blinded featured on @Dezeen. dezeen.com/2011/06/30/cen...
30 Jun

ScottishTen Historic Scotland ↳ by gsofa
Scottish ten scanning team recreate famous image of St Kilda parliament! http://bit.ly/gSHXU http://twitpic.com/5imtoi

GSIA About @gsofa

760 Tweets   **456** Following   **1,539** Followers   **54** Listed

You and @gsofa
You follow accounts that follow @gsofa · view

Similar to @gsofa · view all

GSSGLASGOW Sculpture Studios · Follow
Glasgow Sculpture Studios is a unique centre for rese...

CCA_Glasgow CCA Glasgow · Follow
A hub for the local artistic community with contempo...

GlasgowGoMA GoMA Glasgow · Follow

Following · view all

About Help Blog Mobile Status Jobs Terms Privacy
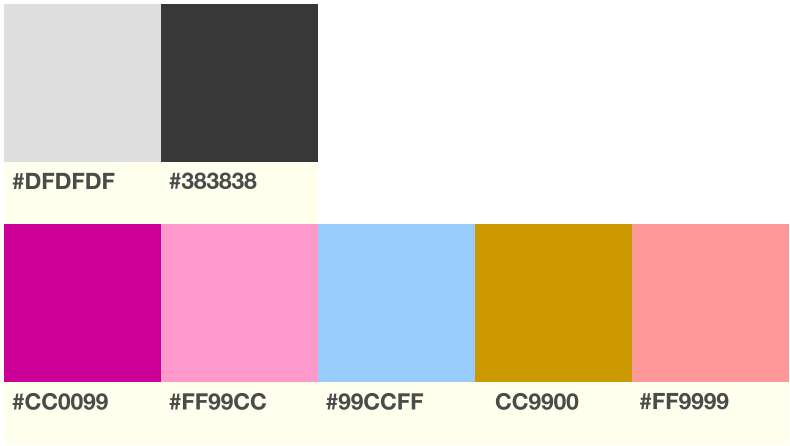Shortcuts Advertisers Businesses Media Developers
Resources © 2011 Twitter

The Glasgow School of Art
Online Guidelines
Section 2:
Brand Extension
& Social Media
—

GSofA Profile Family.
Keeping a brand
consistency across
the digital landscape.
Audience can see at
a glance that each
profile is a part of the
core institution.

A strip of the relevant
brand colourway gives
instant recognition
and variation.

GSofA

GSofA
REGISTRY

GSofA
SUMMER
SCHOOL:

GSofA
LIBRARY

GSofA
EVENTS

GSofA
FRIENDS

#DFDFDF   #383838

#CC0099   #FF99CC   #99CCFF   CC9900   #FF9999

The Glasgow School of Art
Online Guidelines
Section 2:
Brand Extension
& Social Media

—

GSofA Profile
Family – Registry
Facebook.

NB note related GSofA
profiles in 'Likes'.

The Glasgow School of Art
Online Guidelines
Section 2:
Brand Extension
& Social Media
—

GSofA Profile
Family – Summer
School.

Note: Marque is
abbreviated title
'Summer School'
as opposed to
"Continuing Education..."

The Glasgow School of Art
Online Guidelines
Section 2:
Brand Extension
& Social Media
—

GSofA Profile Family –
Friends of GSofA Twitter

Highlight colour:
#FF99CC

The Glasgow School of Art
Online Guidelines
Section 3:
Blogs, Groups
& Microsites
—

GSofA Profile
on Vimeo

vimeo

Join vimeo

Log In   Explore   Help

Search Videos

The Glasgow School of Art: Studio

by The Glasgow School of Art
1 month ago

LIKE

LATER

SHARE

EMBED

04:17

More

Show me   The Glasgow Schoc ▼   See all

Communication Design
by The Glasgow School of Art
1 day ago
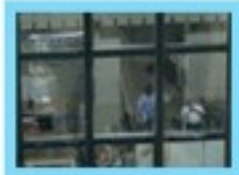
10. The Glasgow School of Art: Studio
by The Glasgow School of Art
1 month ago

9. Silversmithing and Jewellery
by The Glasgow

A short film about The Glasgow School of Art's studio spaces across Fine Art, Design and Architecture.

Switch to HTML5 player

Credits

The Glasgow School of Art

Martin Clark
Director

Cara Connolly
Director

This conversation is missing your voice. Take five seconds to join Vimeo or log in.

Advertisement

vimeo Widgets

The Glasgow School of Art
Online Guidelines
Section 2:
Brand Extension
& Social Media
—

Video.

1. External Link on Core Site
2. Endframe
3. Digital on Screen Graphic

Devices are white, with 50%
screen opacity.

The external link device can
be set in Photoshop for carousel
images, or via the CMS for
feature link content.

GS°FA

Section 2
Brand extension
& Social Media

—
Part 2:
3rd Party Platforms
[eg YouTube Channel]

YouTube Branding Options as follows:

This is a list of basic specific branded components for GSofA YouTube channel,which can be supplemented with image, text and consistent usage of fonts and colours.

To make changes to the channel, go to http://www.google.com/support/youtube/bin/answer.py?hl=en&answer=94526

then:

"Branding Options" via "My Channel"

- **Video Page Banner**:
  Upload a small banner that will display above the info box on all your video pages

- **Video Page Icon**:
  Logo that will display below your username in the info box on all your video pages.

- **Channel Banner**:
  Large banner that will display at the top of your Channel page

- **Channel Banner Link** (optional):
  Include a link to an external site that will redirect a user to when clicking on your Channel Banner Graphic.

- **Mobile Channel Banner**:
  Mobile banner that will display at the top of your Channel page when viewed from a high-end mobile device.

- **Connect Box Icon**:
  Logo that will display in the "Connect with..." box.

- **Channel Side Column Image**:
  Displays in the left column around the "Connect with..." box

Additional:

- **Branding Box**:
  Custom text box with an optional link back to a specified URL.

- **Branding Box Title** (optional):
  Create a title for the Branding box.

- **Channel layout**:
  Select layout 16:9 widescreen format.

- **Tracking Image URL** (optional):
  e.g. http://www.adserver.com/image123.gif .

- **Redirect URL** (optional):
  http://www.youtube.com/username will redirected to this URL.

- A few additional branding features include **"Other Channel Links"** which is optional. You can now list up to 16 destination channels in the order you would like them to be shown in your channel.

YouTube Branding Options

- 1. **Video Page Banner**:
  Upload a small banner that will display
  above the info box on all your video pages

- 2. **Video Page Icon**:
  Logo that will display below your username
  in the info box on all your video pages.

- 3. **Channel Banner**:
  Large banner that will display at the top of
  your Channel page

- 4. **Mobile Channel Banner**:
  Mobile banner that will display at the top
  of your Channel page when viewed from
  a high-end mobile device.

- 5. **Connect Box Icon**:
  Logo that will display in the
  "Connect with..." box.

- 6. **Channel Side Column Image**:
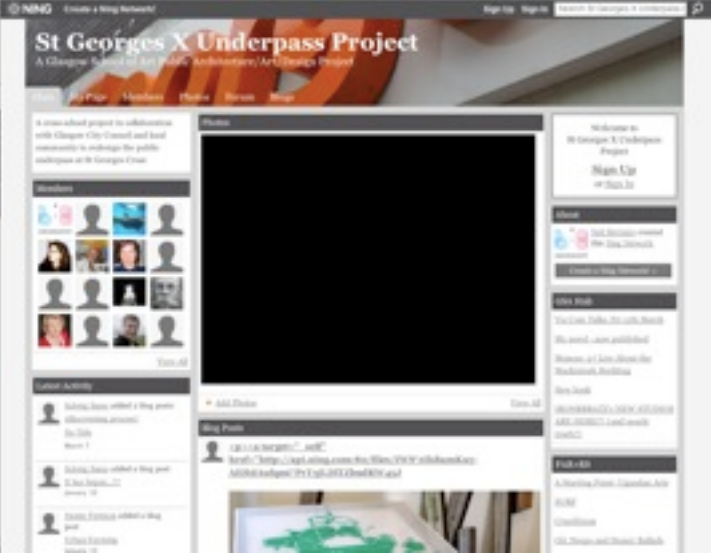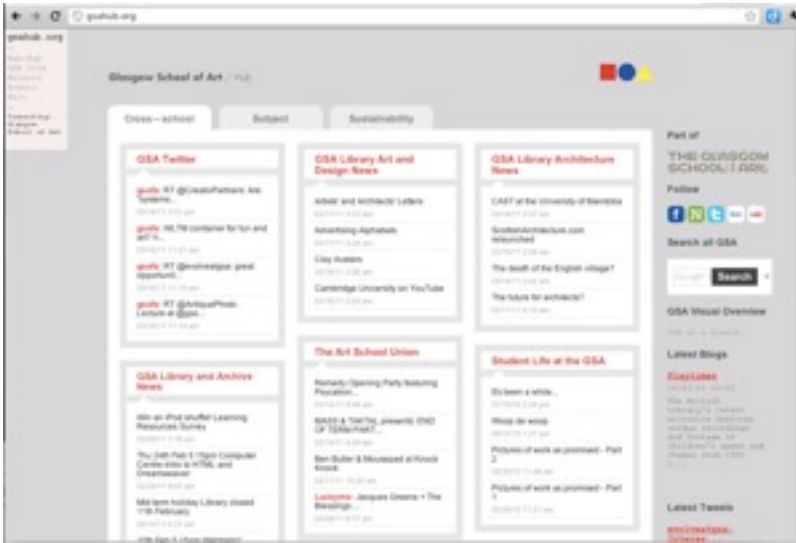 Displays in the left column around
  the "Connect with..." box

GSᵒFA

3

GSᵒFA

1

GSᵒFA

GSᵒFA

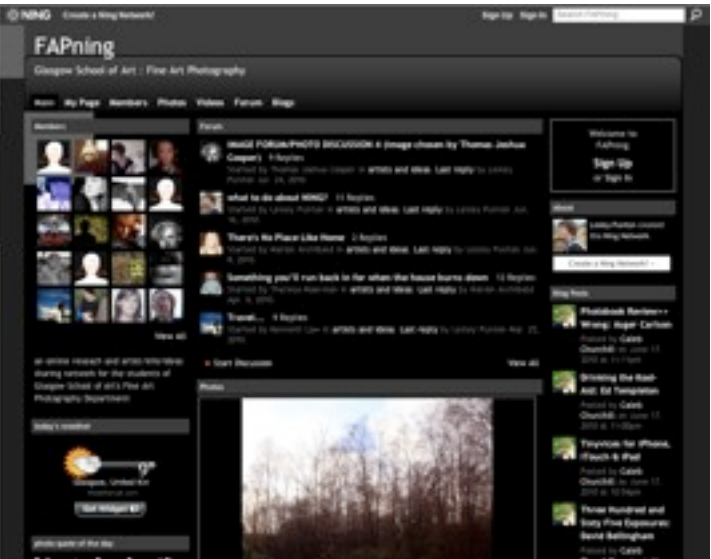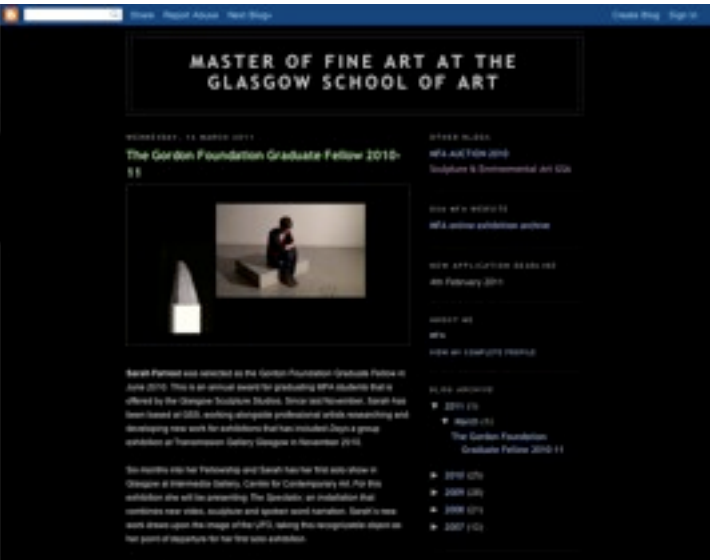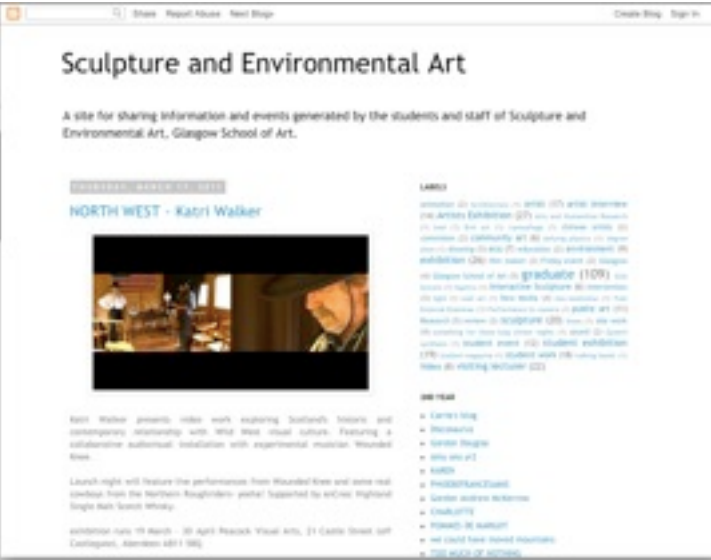4

GSᵒFA

2&5

6
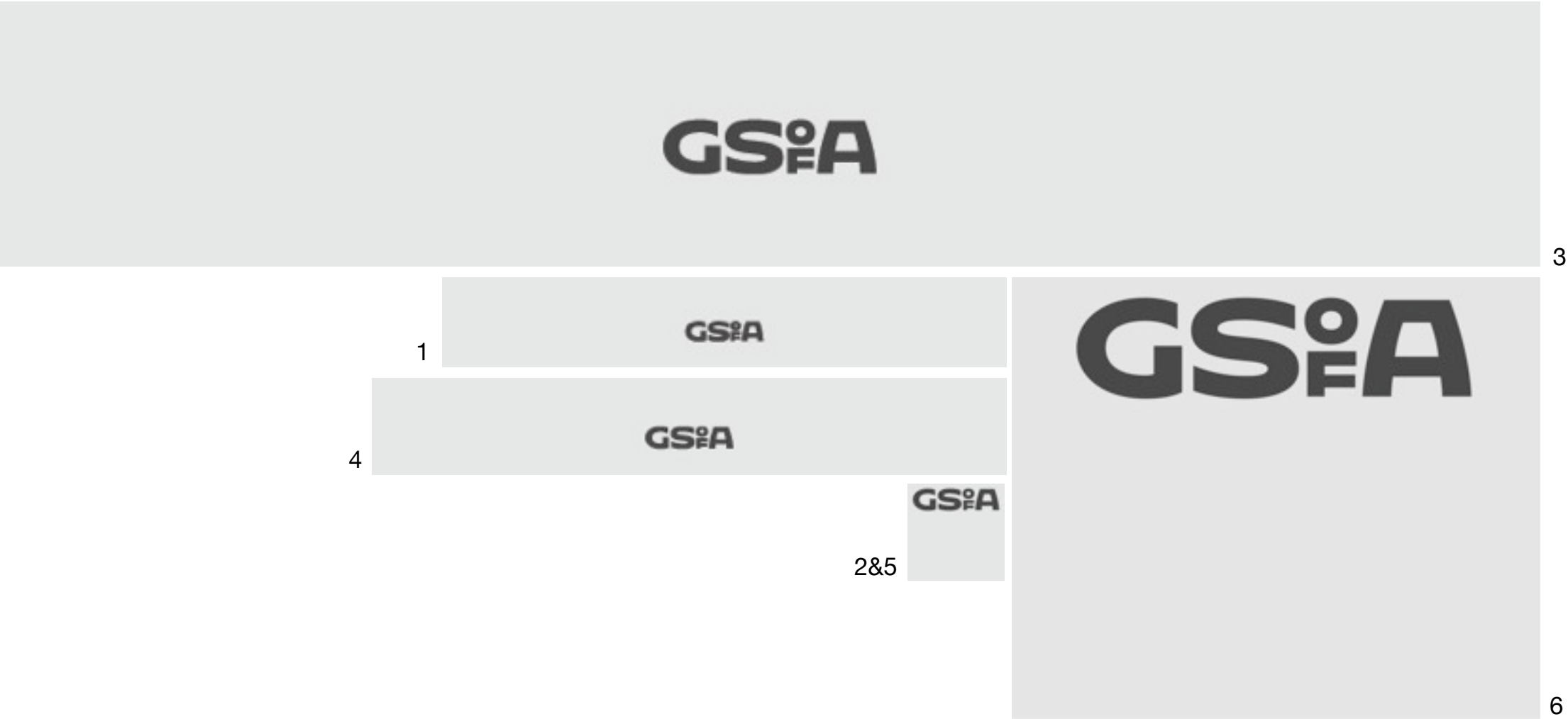
GS of A

Section 3
Brand extension:
Blogs, groups
and microsites

The Glasgow School of Art
Online Guidelines
Section 3:
Blogs, Groups
& Microsites
—

Dept. Blogs
Project Groups
GSA Hub.

Issue – lack of identifiable
GSofA connection.

Create that with minimum
work and fuss.
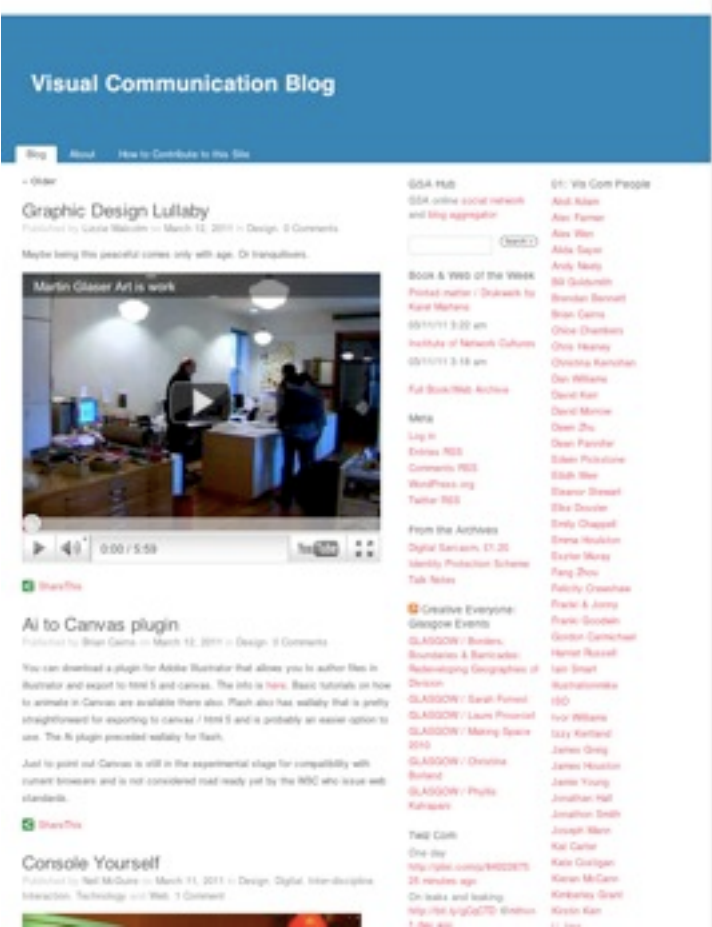
The Glasgow School of Art
Online Guidelines
Section 3:
Blogs, Groups
& Microsites
—

Dept. Blog Mastheads:
Use existing school
colourways as a highlight
colour alongside GSofA
marque.

Allow these 'mastheads'
to snap on to existing
blogs.

Blog title added in Arial Bold
on light grey background.

GSofA

GSofA

GSofA

GSofA

GSofA

GSofA

The Glasgow School of Art
Online Guidelines
Section 3:
Blogs, Groups
& Microsites
—

Dept. Blog Mastheads:

Blog title added in Arial Bold
on matching light grey
background.

Background: #DFDFDF
Logo / Main Text: #383838

GS°FA
Visual Communication Blog

GS°FA
Masters of Architectural Studies Blog

GS°FA
Sculpture & Environmental Art Blog

The Glasgow School of Art
Online Guidelines
Section 3:
Blogs, Groups
& Microsites
—

Dept. Blogs
Text and link colour
can also reflect the
core colour scheme.

GSᵒFA

Visual Communication Blog
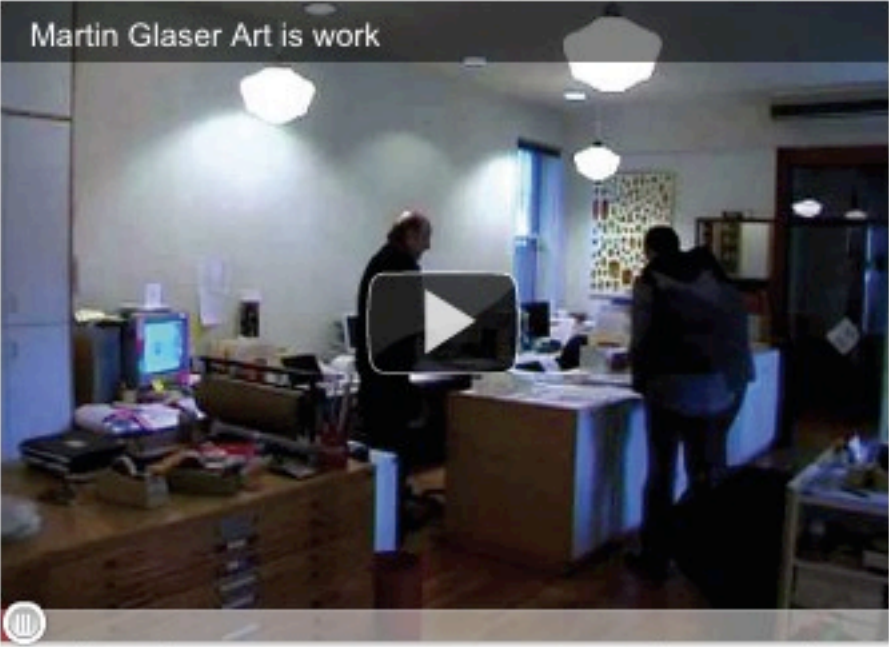
Blog   About   How to Contribute to this Site

« Older

Graphic Design Lullaby

Published by Lizzie Malcolm on March 12, 2011 in Design. 0 Comments

Maybe being this peaceful comes only with age. Or tranquilisers.

Martin Glaser Art is work

0:00 / 5:59   YouTube

ShareThis

Ai to Canvas plugin

Published by Brian Cairns on March 12, 2011 in Design. 0 Comments

You can download a plugin for Adobe Illustrator that allows you to author files in illustrator and export to html 5 and canvas. The info is here. Basic tutorials on how to animate in Canvas are available there also. Flash also has wallaby that is pretty straightforward for exporting to canvas / html 5 and is probably an easier option to use. The Ai plugin preceded wallaby for flash.

GSA Hub

GSA online social network and blog aggregator

[Search »]

Book & Web of the Week

Printed matter / Drukwerk by Karel Martens

03/11/11 3:22 am

Institute of Network Cultures

03/11/11 3:18 am

Full Book/Web Archive

Meta

Log in
Entries RSS
Comments RSS
WordPress.org
Twitter RSS

From the Archives

Digital Sarcasm, £1.20
Identity Protection Scheme
Talk Notes

Creative Everyone: Glasgow Events

GLASGOW / Borders, Boundaries & Barricades: Redeveloping Geographies of Division
GLASGOW / Sarah Forrest
GLASGOW / Laure Prouvost
GLASGOW / Making Space 2010
GLASGOW / Christine

01: Vis Com People

Abdi Adam
Alec Farmer
Alex Wen
Alida Sayer
Andy Neely
Bill Goldsmith
Brendan Bennett
Brian Cairns
Chloe Chambers
Chris Heaney
Christina Kernohan
Dan Williams
David Kerr
David Morrow
Dawn Zhu
Dean Pannifer
Edwin Pickstone
Eilidh Weir
Eleanor Stewart
Elke Dossler
Emily Chappell
Emma Houlston
Eszter Muray
Fang Zhou
Felicity Crawshaw
Franki & Jonny
Franki Goodwin
Gordon Carmichael
Harriet Russell
Iain Smart
illustrationmike
ISO
Ivor Williams
Izzy Kertland
James Greig

The Glasgow School of Art
Online Guidelines
Section 3:
Blogs, Groups
& Microsites
—

GSA Hub
New Icon, connecting
back to core site

GSofA HUB

GSofA Hub
Cross-school resources
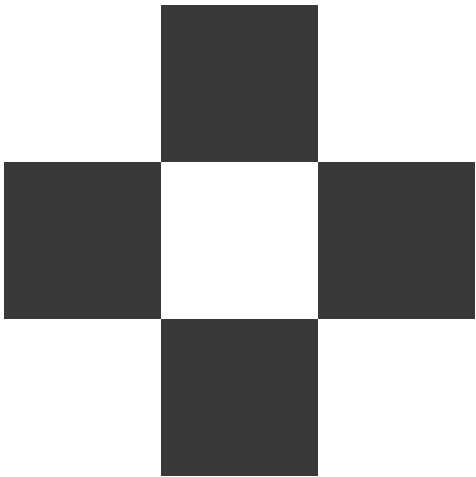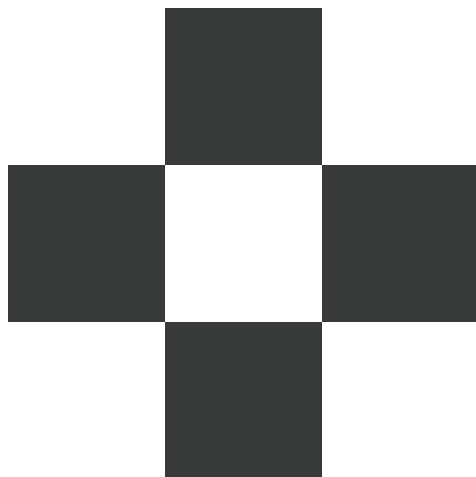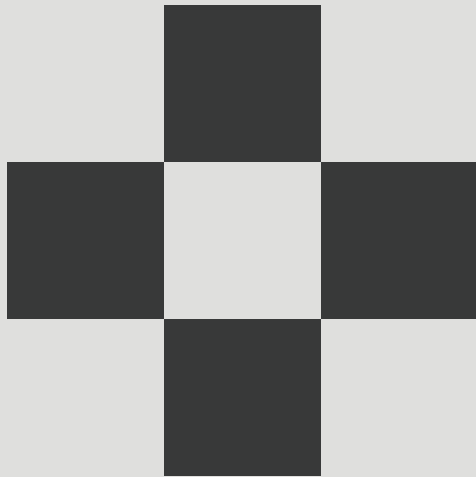
GSofA HUB

GSofA
HUB NETWORK
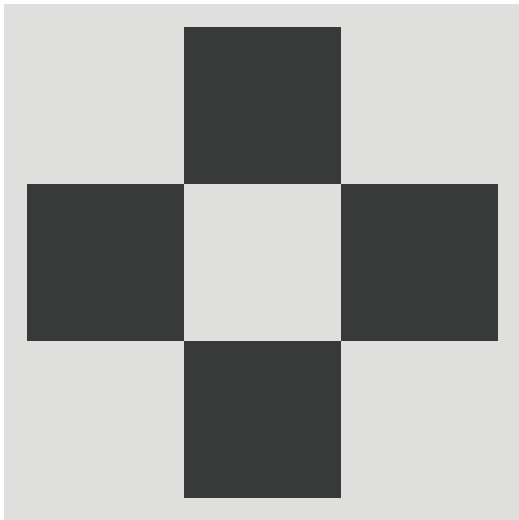
GSofA
HUB NETWORK

GSA Hub
Keeping changes
to minimum –
new identity, plus
suggestion to
change colour
palette if desired.

gsahub.org
—
Web-Hub
GSA Site
Network
Events
Exit
—
Connecting:
Glasgow
School of Art

GSoFA HUB

Cross—school | Subject | Sustainability

GSA Twitter

gsofa: Fulbright-Scotland Visiting Profe...
07/12/11 4:46 am

gsofa: @55n apologies incorrect link to ...
07/08/11 1:02 pm

gsofa: Practicing architect and educator...
07/08/11 1:00 pm

gsofa: Video Archive available now at ht...
07/08/11 10:27 am

GSA Library and Archive News

Complete List of Print Serials in GSA Library
07/05/11 1:42 am

Library Closed Morning of Friday 1st of July
06/28/11 2:33 am

Library Vacation Period Opening Hours
06/13/11 3:11 am

Starring Role for GSA Library
06/06/11 4:56 am

St Georges X Underpass Project

printed with oil based ink, a "transparent green" huge complications with cleaning the screens beca...

GSA Library Art and Design News

Your Film Archives
07/11/11 2:13 am

Gaudier Brzeska's Sketchbook
07/11/11 2:08 am

Olafur Eliasson
07/11/11 2:07 am

GSA Video Archive
07/08/11 3:09 am

The Art School Union

THE ART SCHOOL CLOSING PARTY
06/06/11 4:17 am

One More Tune
05/26/11 4:17 am

FREE!! CROC MADAME VS CROC MONSIEUR!
05/25/11 4:44 am

Vitamins Art School Takeover
05/24/11 9:51 am

InfosmART: Research Skills Online

Archives Hub
04/08/10 2:07 am

Font Licensing
04/07/10 1:04 am

InfosmART Chosen for Best of the West
03/25/10 7:02 am

GSA Library Architecture News

Online maps of Glasgow
06/16/11 12:47 am

Scotland on Front Row
06/15/11 1:04 am

Glasgow's new urban motorway
06/14/11 1:17 am

Mackintosh School guest lectures online
06/13/11 1:35 am

GSA Video

Communication Design
07/11/11 8:05 am

Mackintosh Symposium Panel Discussion Part 1
07/05/11 2:51 am

Lauren Dyer Amazeen
07/05/11 2:44 am

Mackintosh Symposium Panel Discussion Part 2
07/04/11 8:31 am

Pamela Robertson at the Mackintosh Symposium
07/04/11 8:22 am

Gordon Benson, 'CRM + the Legacy of Reinvention'
07/04/11 7:40 am

GSA Hub Blog

Degree Shows 2011 on Central

Follow

Search all GSA

Google | Search | ×

GSA Visual Overview
GSA at a Glance
GSA Video Wall

Latest Blogs
Gaudier Brzeska's Sk...
11/07/11 10:08
Vorticism was a radical art movement that shone briefly but brightly in the years before and during World War I. One of the ...

Latest Tweets
gsofa: 'Live your qu...
07/07/11 14:57
gsofa: 'Live your questions now' exhibition opening Thurs 14 July Mackintosh Museum, GSA, 6-8pm. Hot line-up. All welcome! ht...

The Glasgow School of Art
Online Guidelines
Section 3:
Blogs, Groups
& Microsites

—

GSA Hub Network

Make part of GSofA
profile family and Hub

Keeping changes
to minimum –
new identity, plus
suggestion to
change colour
palette if desired.

Main   Invite   My Page   Members   Photos   Videos   Forum   Events   Groups   Blogs

GSofA
HUB
NETWORK

Welcome to Glasgow School of Art Hub, Emlyn Firth!
Here are a few things you can do right now...

Invite
Friends

Customize
Your Page

Add
Content

Emlyn Firth

Sign Out

Inbox

Alerts

Friends – Invite

Settings

Quick Add...

New Invites

1 Group Invite

Part of:

THE GLASGOW
SCHOOL of ART

Visit: GSA blog-hub / GSA official site.

Events

+ Add an Event

Latest Activity

What are you up to?

140   Share

Neil McGuire left a comment for
Roberta Knox

Welcome to gsahub.ning.com

This site is an online network for the expanded Glasgow School
of Art community. Use it to create groups, start discussions, blog,
promote (and keep track of) events, connect with other members,
add images and media, and take an overview on what's
happening at GSA.

Groups

GSA Pecha
Kucha
19 members

Farewell
Foulis
Newbery
1 member

Sustainable
14 members

Cycle to
Work
Scheme
6 members

Evolve at GSA
22 members

GSA Super-Search

Google™ Cus   Search   ×

GSA: Visual Overview

GSA at a glance

Art School Union

THE ART SCHOOL CLOSING
PARTY

One More Tune

FREE!! CROC MADAME VS
CROC MONSIEUR!

GSofA Network Badge

For sites, blogs and
networks which have a
direct relation to the school,
a GSofA Network Badge
lets the audience know
about it's affiliation.

The Glasgow School of Art
Online Guidelines
Section 3:
Blogs, Groups
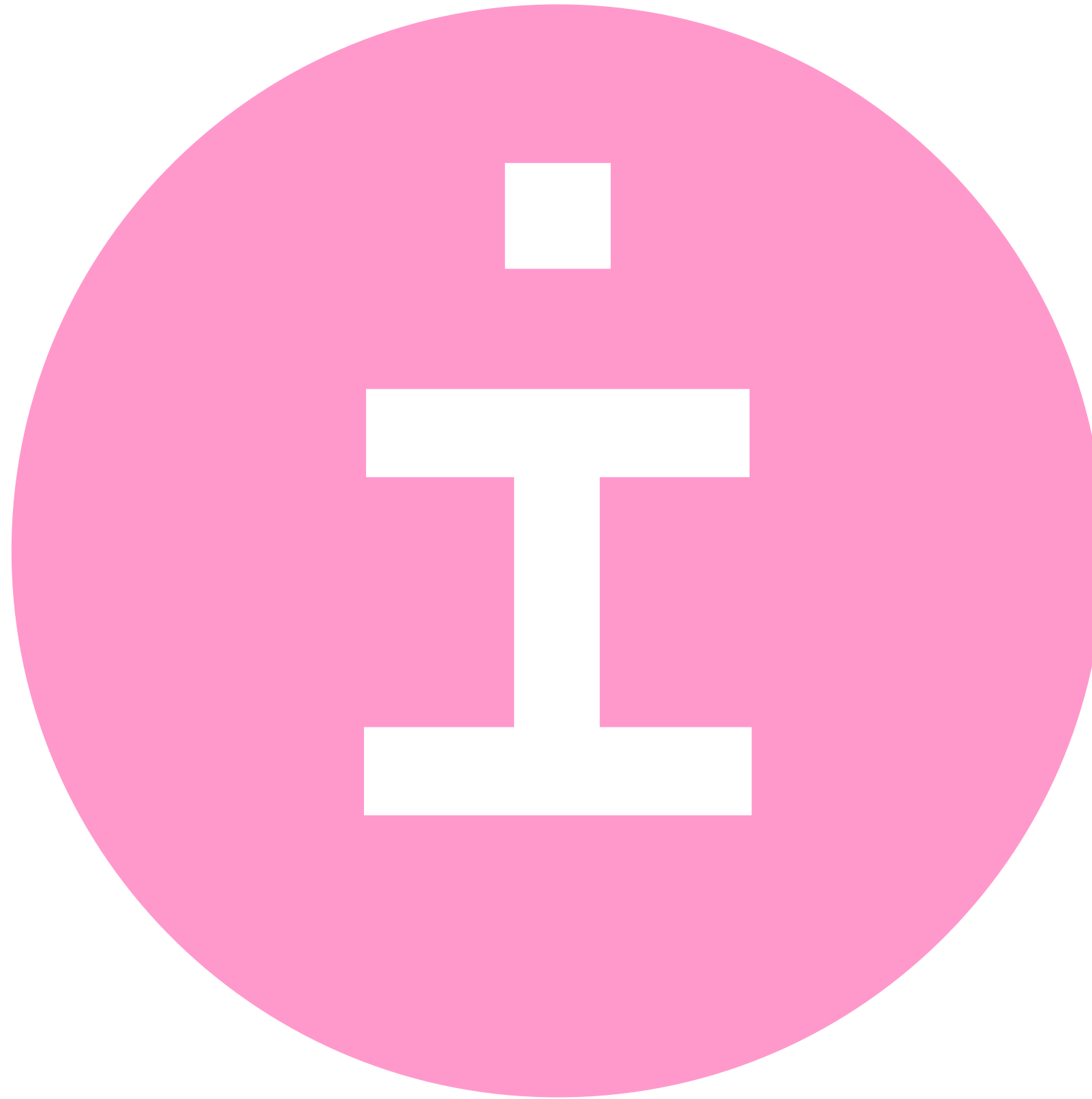& Microsites
—

GSofA Associate Badge

For associated sites,
blogs and networks,
a GSofA Associate Badge
is a small, friendly way
of keeping the GSofA
connection and linking
back to the School.

3 different colours
and a variety of
messages can
be used.

www.gsa.ac.uk

ISO

The ISO Organisation
5th Floor
41 St Vincent Place
Glasgow G1 2ER

T. +44 (0)141 572 9150
F. +44 (0)141 572 9150
Skype. iso_design

E. hello@isodesign.co.uk
W. isodesign.co.uk
twitter.com/isodesign