



# 2015 MSB WEBSITE STYLE GUIDE

**MATANUSKA-SUSITNA BOROUGH**

350 E. Dahlia Ave. Palmer, AK 99645

*Version 1 – April 2015*



*The 2015 MSB  
Website redesign  
is the idea of  
Borough Manager  
John Moosey  
who envisioned  
a magazine  
type format to  
showcase the Mat-  
Su Valleys' many  
great qualities and  
services.*

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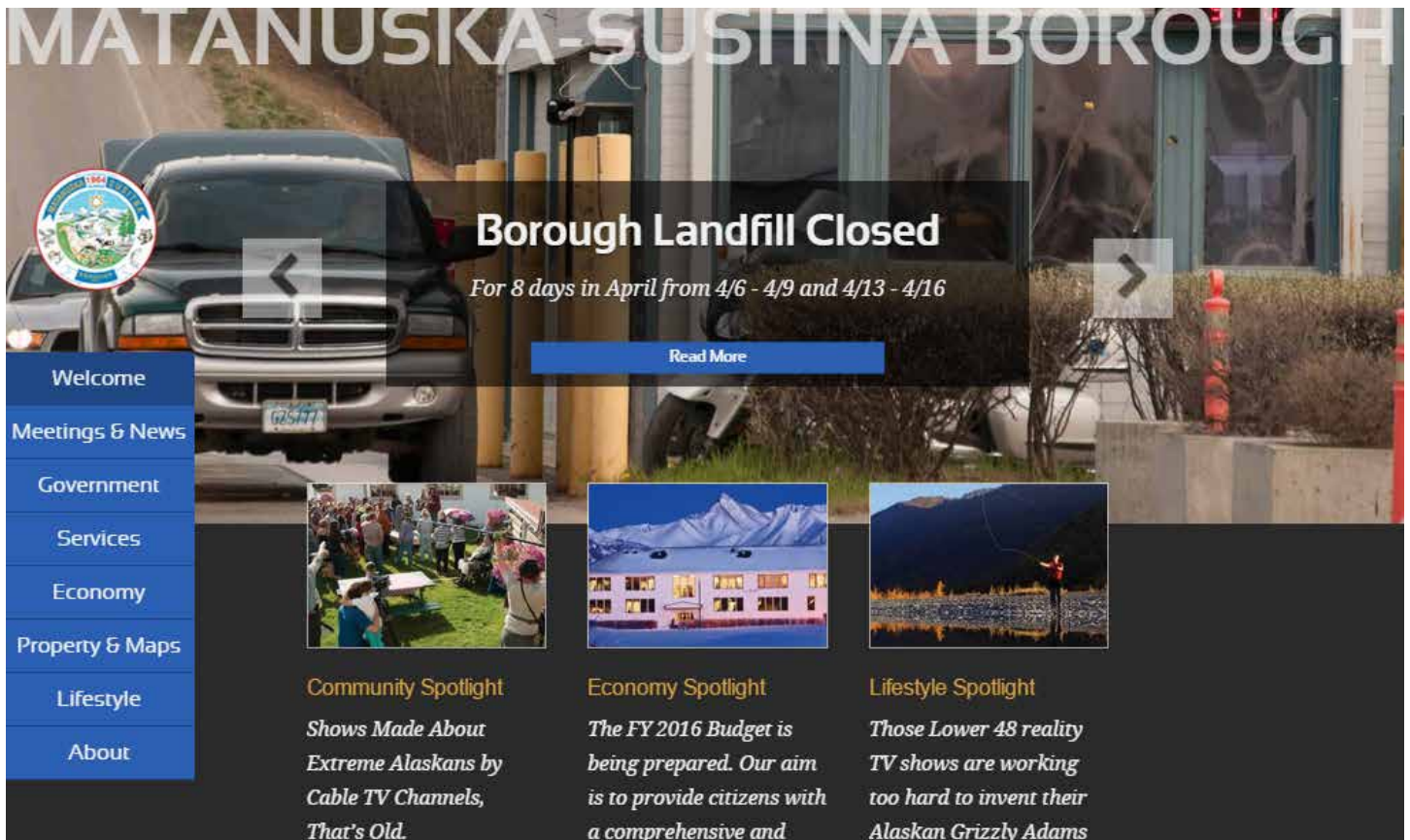
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# 1. BUILDING TRUST

**T**he Matanuska-Susitna Borough website is one of the primary mediums for interfacing with the public and aids in the building of trust. It is a conduit for information available to the public 24 hours a day, 365 days a year.

**Mission:** *To establish and maintain the framework for an informative and user-friendly web presence.*

**Vision:** *To provide structure through web governance, allowing web authors to develop functional and appealing online content.*



<http://www.matsugov.us/>

The purpose of this style guide is to provide guidelines to anyone providing content for the public-facing website or developing related websites. Included is guidance on branding, navigation, page layout, typography, color palette, and other details that will ensure that the Borough’s online presence is consistent, functional, and appealing.

## 2. BRAND IDENTITY

**T**o be fully effective, the Borough must raise awareness of our programs and services with citizens and stakeholders and branding is crucial to these efforts.

Whether it's an outreach effort to educate citizens or an effort to improve a service, the Borough is always trying to engage with the public in ways that build trust and increase involvement.

Branding helps us accomplish our mission and goals with increased recognition, improved internal processes to support the external brand, and cost-savings from having an established look-and-feel for all communication outputs.

The website is an important reflection of the organization as a whole. As more and more people use the web for conducting business, it is essential that the site maintain consistent branding to ensure a unified web presence.



# UNIFIED WEB PRESENCE

**T**he 2015 MSB Website has implemented a new information architecture and branding approach to support a unified web presence. These improvements include:

- A magazine type format on the homepage that spotlights important Borough information in a compelling way
- A restructured navigation approach that strives to improve usability through a limited number of categories: *Government, Services, Economy, Property & Maps, and Lifestyle*
- Consistent layout of pages with the ability to relate content in a meaningful way through the use of specialized templates (public notices, press releases, projects, plans, spotlights, forms etc.)
- Contemporary and eye-catching design that promotes an approachable and friendly tone through the use of large, meaningful photos and unique imagery
- Fonts specifically designed for online use
- Responsive design that scales on all devices

## 3. HOMEPAGE

**T**he web storytelling effort is aimed at convincing the principals of engineering firms, the General Managers of professional and industrial businesses, and others that the Mat-Su Valley is an ideal home for satisfied employees and their company offices and headquarters. The homepage layout includes the following:

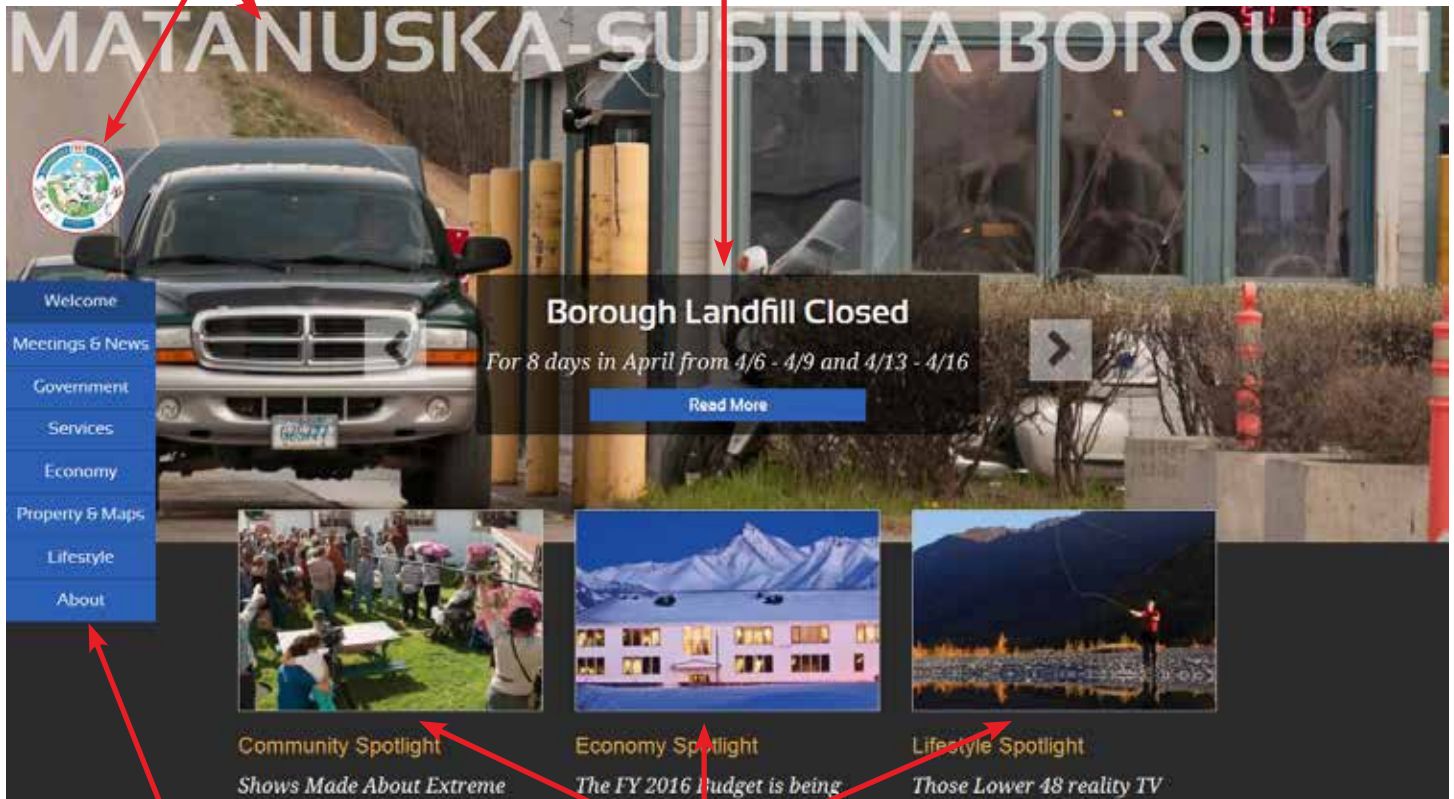
- **Branding Elements**
- **Important Announcements**
- **Spotlights**
- **Jump Menu:**
  - » Welcome
  - » Meetings & News
  - » Government
  - » Services
  - » Economy
  - » Property & Maps
  - » Lifestyle
  - » About
  - » Search



# HOMEPAGE LAYOUT

**Branding Elements**  
*The title and seal*

**Important Announcements**  
*Includes an eye-catching photo and message front and center*



**Jump Menu**  
*Moves with the user as they scroll down this one-page display*

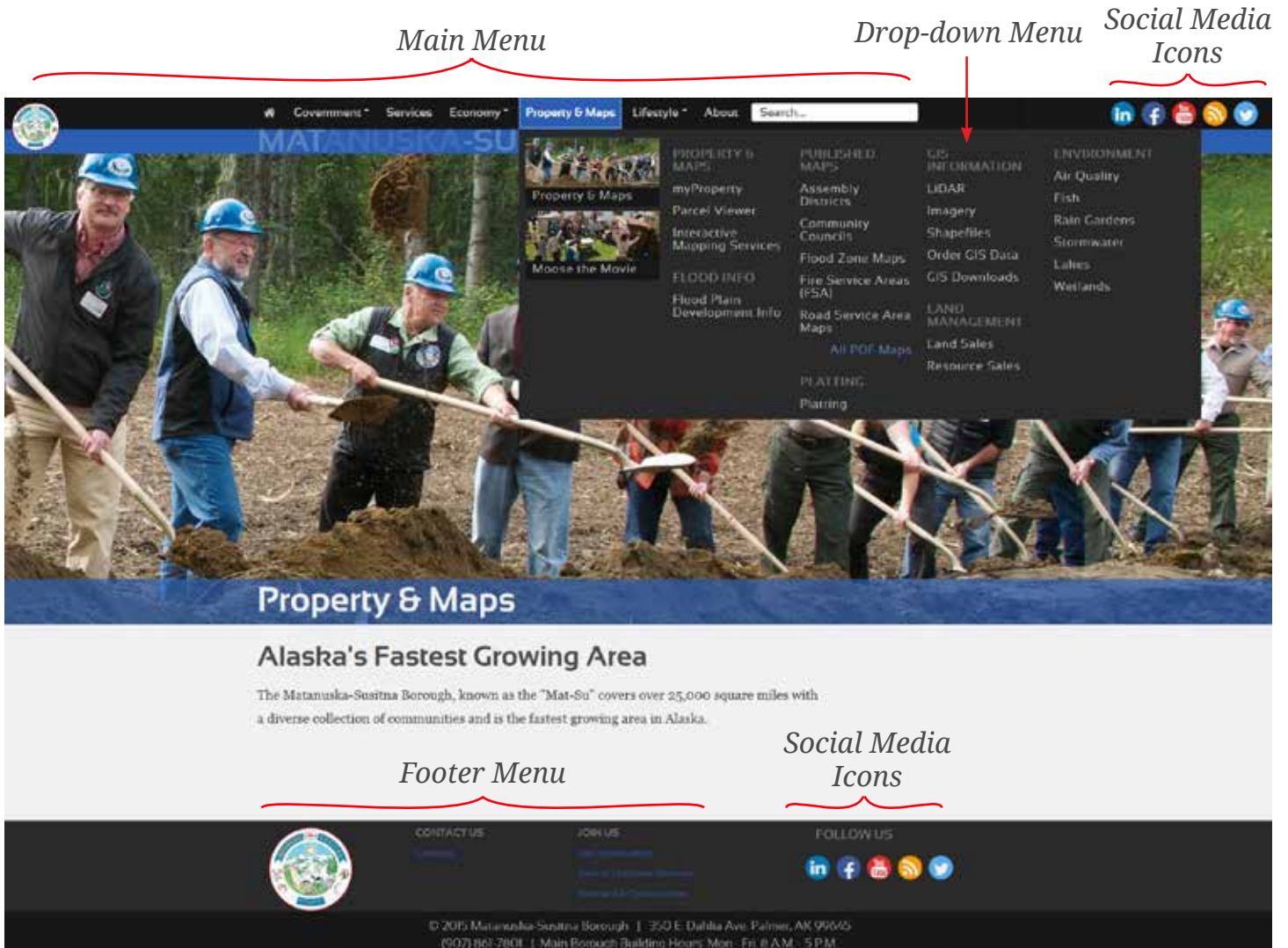
**Spotlights**  
*Highlights interesting community, economic, and lifestyle stories*

# 4. SITE STRUCTURE

**I**nformation is structured to make it easier for the public to find what they need. Information is located under the following categories: *Government, Services, Economy, Property & Maps, Lifestyle, and About*. Site structure includes:

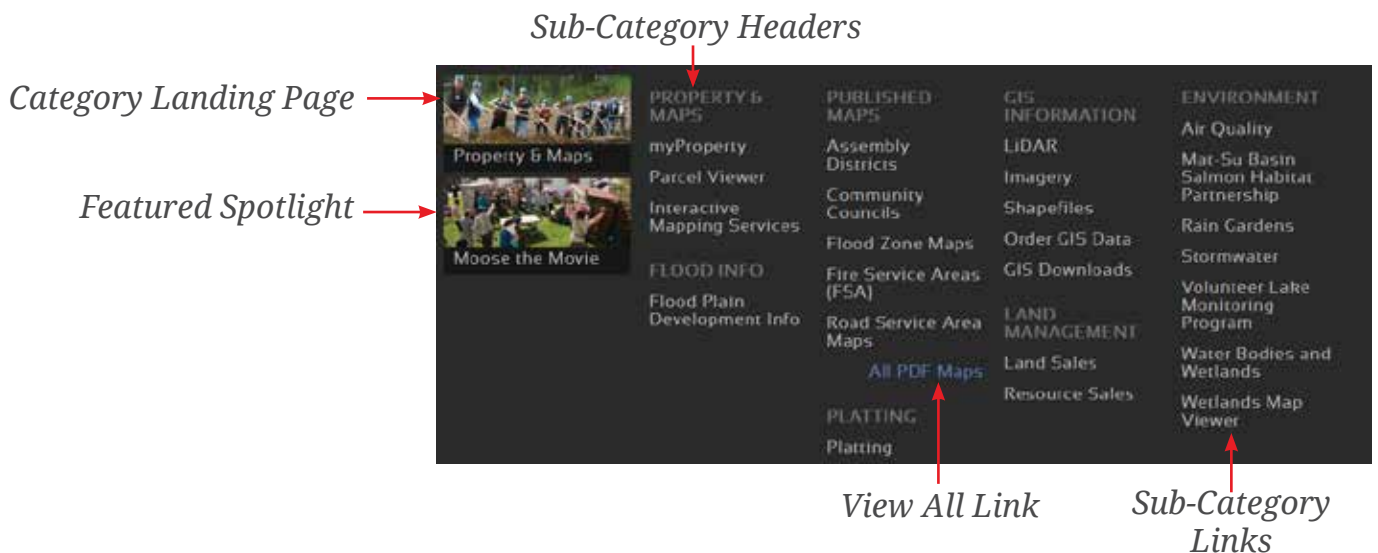
- **Header**
  - » Main Menu
  - » Search
  - » Social Media Icons
- **Drop-down Menu**
  - » Sub-Category Headings and Links
  - » Category Landing Page Link
  - » Featured Spotlight Link
  - » View All Links
- **Footer Menu**
  - » Contact Us
  - » Join Us
  - » Follow Us (Social Media Icons repeated)
- **Copyright**

# HEADER MENU AND FOOTER MENU



Copyright

# DROP-DOWN MENU



# 5. RESPONSIVE DESIGN

**R**esponsive layout allows the page layout and information to be automatically scaled, reordered, and optimized for mobile devices.

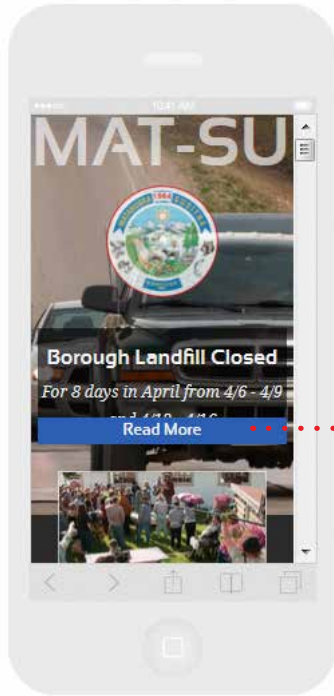
The 2015 MSB website is created in the Joomla content management system, and is based on Bootstrap, a sleek, intuitive, and powerful mobile first front-end framework for faster and easier web development. Page layouts are based on the 12-column Bootstrap Grid:

.col-md-1	.col-md-1	.col-md-1	.col-md-1	.col-md-1	.col-md-1	.col-md-1	.col-md-1	.col-md-1	.col-md-1	.col-md-1	.col-md-1
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Whether using a smartphone or other mobile device, end users can access all the same information as is presented on the desktop.



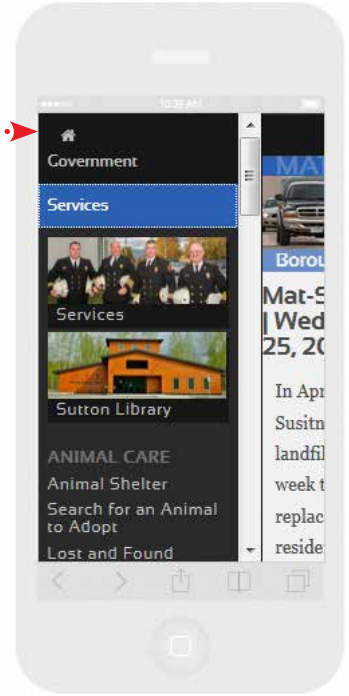
# MOBILE NAVIGATION



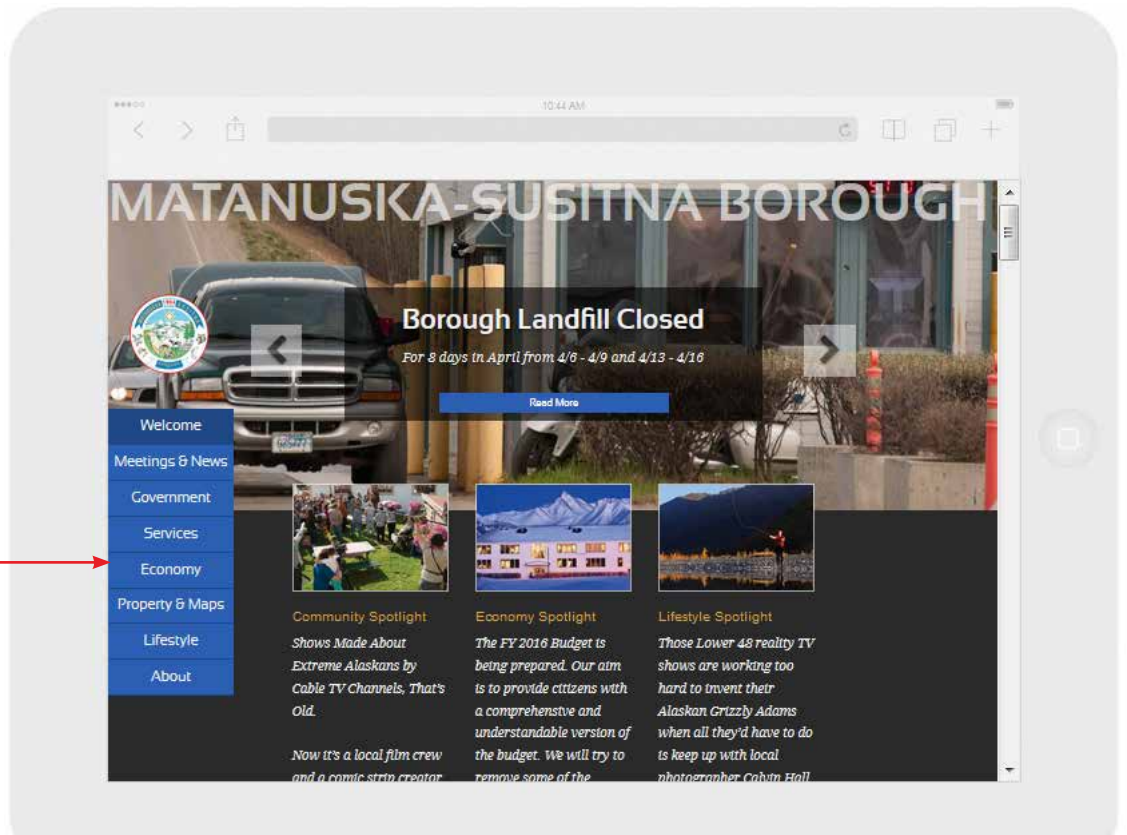
**Homepage on Phones**  
*End users can access inner pages by clicking on any button or link on the homepage*



**Accessing Inner Pages**  
*End users can access the main menu and mega menu by clicking the icon in the upper right corner*



**Mobile Menu**  
*Mega menu items may be expanded and collapsed*



**Bookmark Menu**  
*Appears on tablets, but is removed on smaller devices*

**Homepage on Tablets**

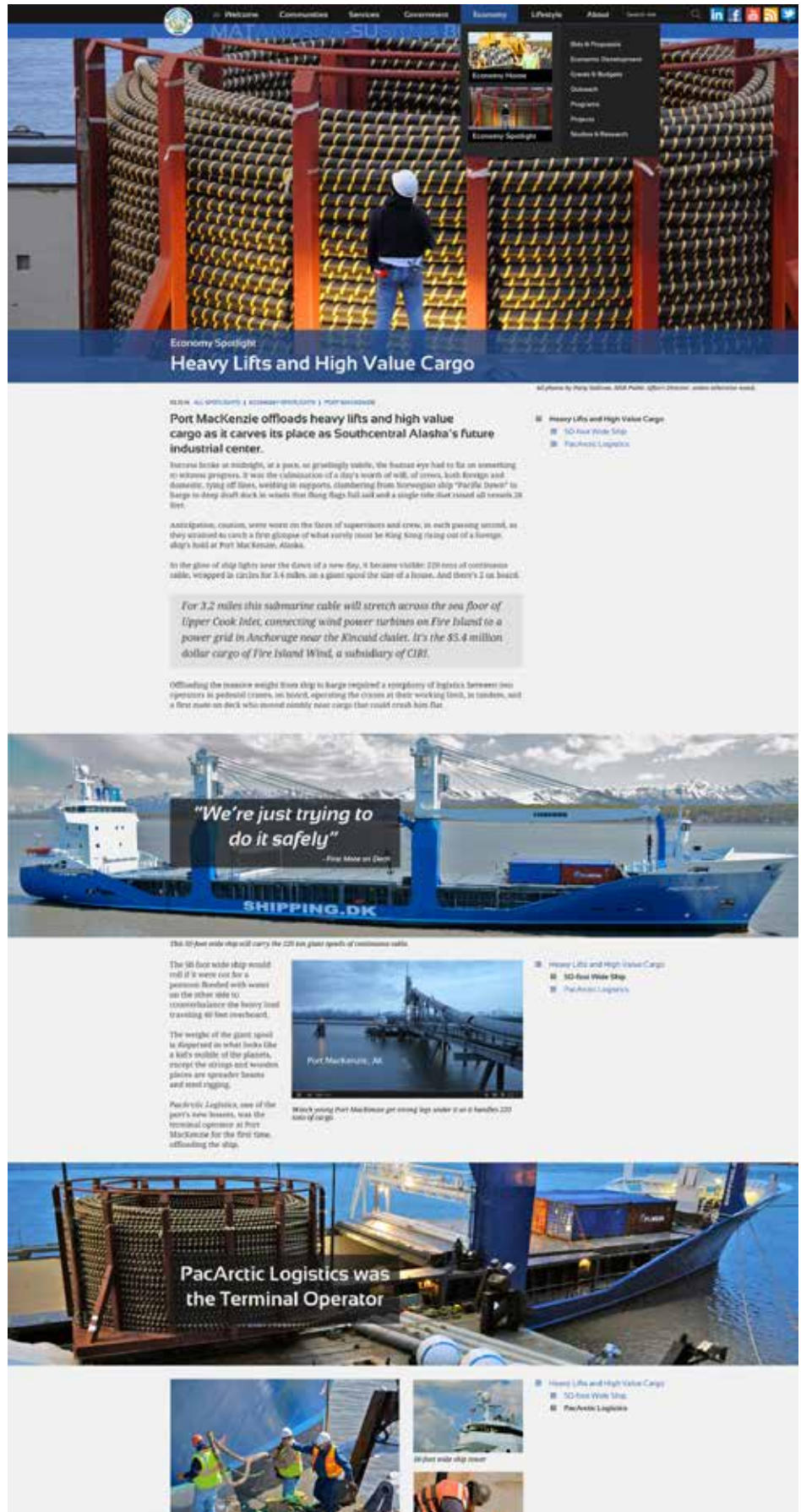
# 6. INNER PAGE LAYOUTS

## SPOTLIGHTS

Spotlight pages are long parallax scrolling pages featuring web storytelling through the use of large background photos, content photos, videos, and engaging text.

All spotlights are created by the MSB Public Relations department.

Please see the Photos and Video section of this style guide for formats and usage guidelines.





# FEATURED PAGES

Featured pages consist of a full-width, background photo followed by content. Examples include:

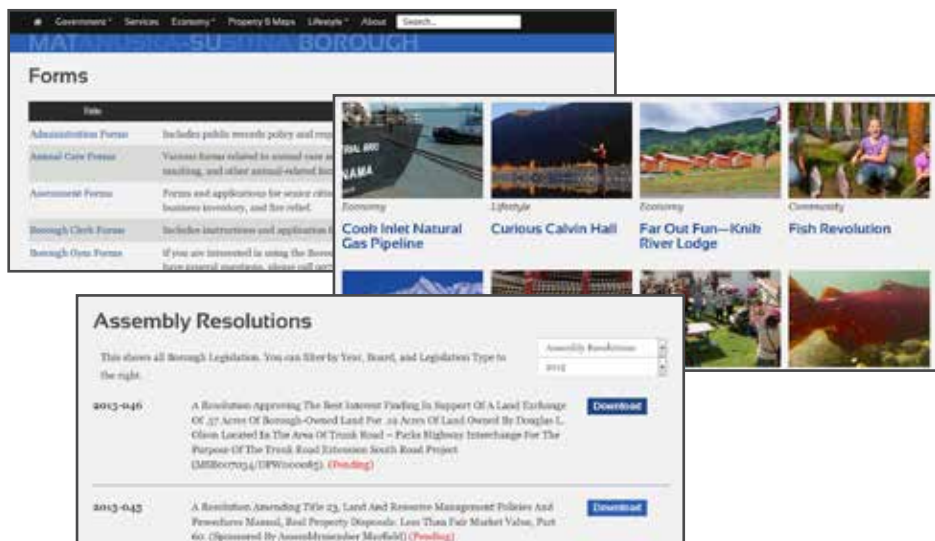
- **Spotlights**
- **Landing pages**
- **Press Releases**
- **Plans and Programs**
- **Outreach**



# LIST PAGES

List pages consist of:

- **Form lists**
- **Image galleries**
- **Download button lists**



# STANDARD CONTENT PAGES

Standard content pages consist of:

- **9-col + 3-col**
- **8-col + 4-col**
- **6-col + 3-col + 3-col**
- **3-col + 6-col + 3-col**





# 7. TYPOGRAPHY

*Font Color for all headings  
and body copy:*

CMYK 71 / 64 / 64 / 66  
RGB 42 / 42 / 42  
HEX #2a2a2a

Body Copy Line Height: 1.42857

**S**ansation font family was selected for headings and links, because it matches the font used on signs in the Borough building and provides continuity in branding.



**D**roid Serif font family was selected for the body copy, because it was designed for improved legibility on mobile devices and provides an appealing contrast to the Sansation font.



# INNER PAGE HEADERS AND BODY COPY

## h1 Sansation Bold 48px

When h1 is used on a Landing Page, Spotlight, Press Release, or other page featuring a large background photo, it appears on a transparent blue background band overlaying the bottom portion of the photo with the following specifications:

HEX: #f1f1f1  
background-color: rgba (43, 95, 179, 0.7)

**h1 Sansation Bold 48px**

**h2 Sansation Bold 42px**

**h3 Sansation Bold 36px**

**h4 Sansation Bold 28px**

**h5 Droid Serif Bold 24px**

**Body Droid Serif Regular 20px**

*Caption Droid Serif Italic 18px*

*Blockquote Droid Serif Italic 22px*  
background-color: #d9dbd6

# INNER PAGE MENU TYPOGRAPHY

**S**ansation should be used for all links including those that appear in panels and wells. The only time a link would not use Sansation, is when the link appears within body copy where it would then be Droid Serif to match the body copy.

# HEADER AND MAIN MENU

**Main Nav Links**  
 font-family: sansationbold  
 font-size: 18px  
 color: #c2c2c2  
 text-decoration: none  
 background-color: #171717



**Branding Title Part 1**  
*Used for letters:*  
 MAT-SU BOROUGH

font-family: sansationbold  
 font-size: 40px  
 color: #5F84BE;  
 background-color: #2b5fb3

**Branding Title Part 2**  
*Used for letters:*  
 ANUSKA SITNA

font-family: sansationbold  
 font-size: 40px  
 color: #406EB8;  
 background-color: #2b5fb3

# DROP-DOWN MENU

**Hover and Active Tabs**  
 color: #ffffff  
 background-color: #2b5fb3

**Landing Pages and  
 Spotlight Links**  
 font-family: sansationregular  
 font-size: 18px  
 color: #c2c2c2  
 background-color: #171717

**Hover**  
 color: #ffffff  
 background-color: #2b5fb3



**Sub-Category Headers**  
 font-family: sansationbold  
 font-size: 18px  
 text-transform: uppercase  
 color: #717171  
 background-color: #2a2a2a

**All Links**  
 font-family: sansationregular  
 font-size: 16px  
 color: #5f84be  
 text-decoration: underline

**Hover**  
 color: #ffffff  
 text-decoration: underline

**Sub-Category Links**  
 font-family: sansationregular  
 font-size: 16px  
 color: #c2c2c2

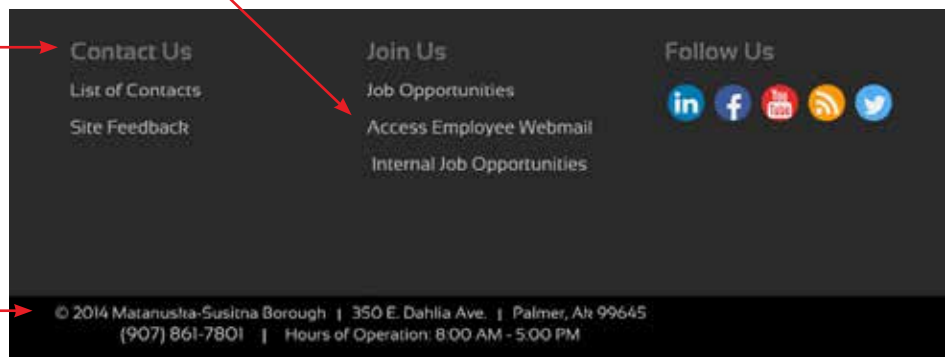
**Hover**  
 color: #ffffff  
 text-decoration: underline

**Footer Links**  
 font-family: sansationregular  
 font-size: 16px  
 color: #c2c2c2  
 background-color: #2a2a2a  
 text-decoration: underline

# FOOTER MENU

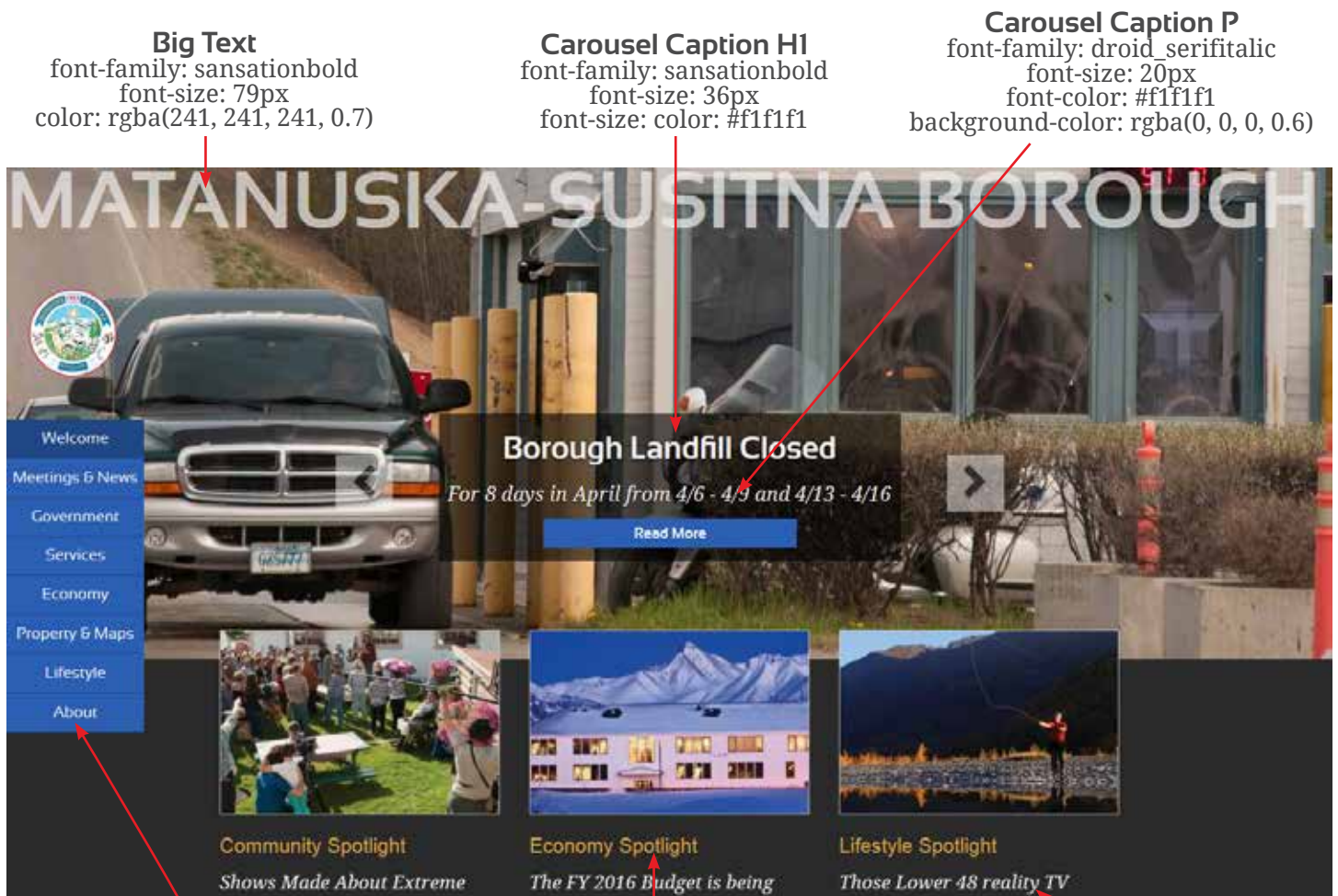
**Footer Section Headers**  
 font-family: sansationbold  
 font-size: 18px  
 text-transform: uppercase  
 color: #717171  
 background-color: #2a2a2a

**Copyright**  
 font-family: sansationregular  
 font-size: 16px  
 color: #999999  
 background-color: #171717



# HOMEPAGE TYPOGRAPHY

Font sizes and font colors differ somewhat from the inner pages in order to complement and bring attention to the page elements and styling of the homepage.



## Big Text

font-family: sansationbold  
font-size: 79px  
color: rgba(241, 241, 241, 0.7)

## Carousel Caption H1

font-family: sansationbold  
font-size: 36px  
font-size: color: #f1f1f1

## Carousel Caption P

font-family: droid\_serifitalic  
font-size: 20px  
font-color: #f1f1f1  
background-color: rgba(0, 0, 0, 0.6)

## Jump Menu Links

font-family: sansationbold  
font-size: 18px  
color: #f1f1f1  
text-decoration: none  
background-color: #2b5fb3

### Hover:

color: #ffffff  
background-color: #3F6CB5

### Selected:

color: #ffffff  
background-color: #204785

## Spotlight H3

font-family: sansationbold  
font-size: 24px  
color: #dca445

### Hover:

color: #ecce9b

### Image Hover:

opacity: 0.7;  
border: 1px solid #ecce9b

## Spotlight P

font-family: droid\_serifitalic  
font-size: 20px  
color: #f1f1f1



### Snapshot H2

font-family: sansationbold  
font-size: 30px  
color: #f1f1f1  
background-color: #204785

### Snapshot P

font-family: sansationbold  
font-size: 18px  
color: #f1f1f1  
background-color: #204785

### Group Title

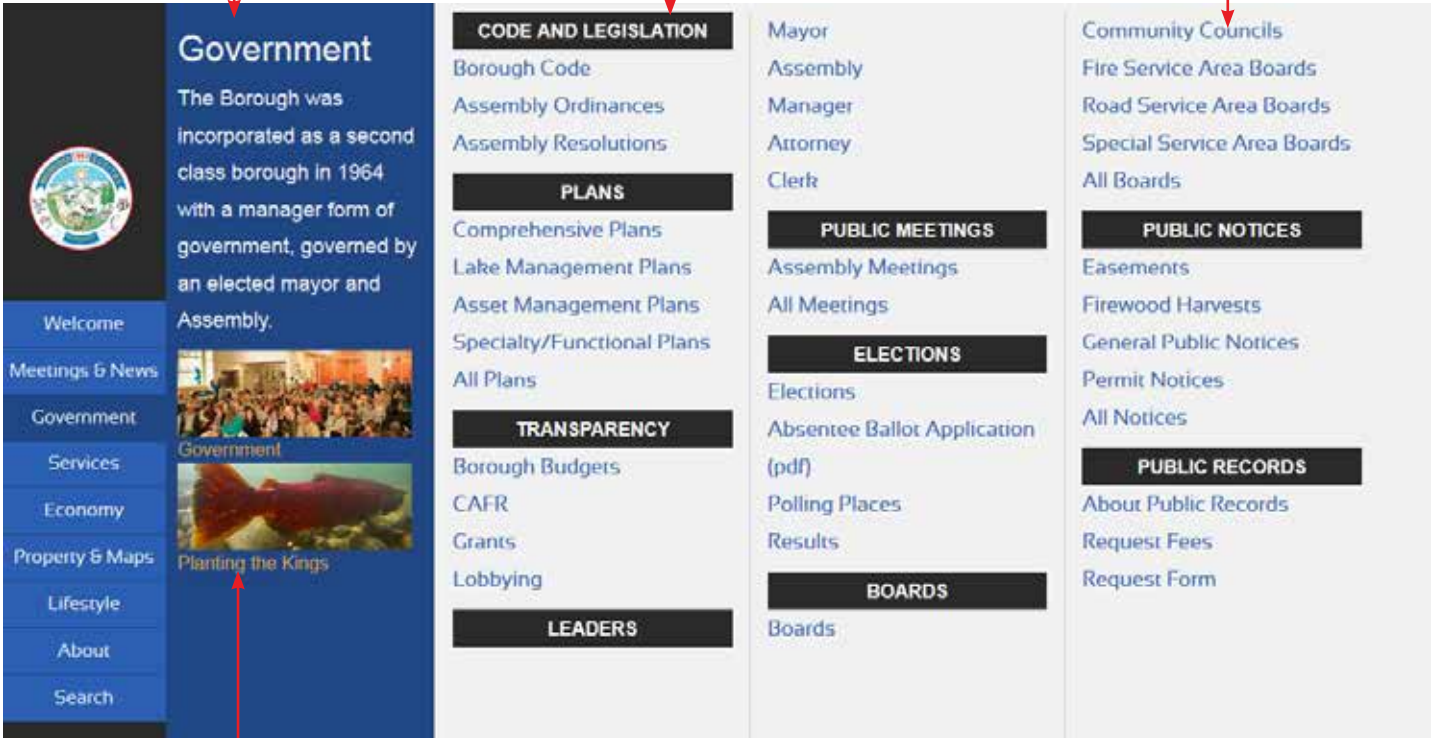
font-family: sansationbold  
font-size: 16px  
color: #f1f1f1  
background-color: #2a2a2a  
text-transform: uppercase

### Links

font-family: sansationregular  
font-size: 18px  
color: #2b5fb3  
background-color: #f1f1f1

### Hover

color: #23527C;  
text-decoration: underline



### Snapshot Links

font-family: sansationregular  
font-size: 18px  
color: #dca445

### Hover:

color: #ecce9b  
text-decoration: underline

### Selected Tab

font-size: 14px  
color: #2a2a2a  
background-color: #f1f1f1

### Tabs

font-family: sansationbold  
color: #2a2a2a  
background-color: #d8dbd6

### Hover

color: #ffffff  
background-color: #2b5fb3

### Section H1

font-family: sansationbold  
font-size: 68px  
color: #2a2a2a  
text-transform: uppercase

### Section H2

font-family: sansationbold  
font-size: 30px  
color: #2a2a2a  
text-transform: uppercase



### Linked Headers

font-family: sansationregular  
font-size: 24px  
color: #2b5fb3

### Hover

color: #23527C  
text-decoration: underline

### Section P

font-family: droidregular  
font-size: 20px  
color: #2a2a2a



## 8. COLOR PALETTE

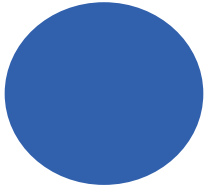
**T**raditionally, blue, gray, and white have been used by the Borough for web design projects. The 2015 MSB Website follows this tradition with some variations and new colors added for department icons.

The use of a defined color palette is important to the consistency of branding and helps end users identify and recognize that they are viewing a Borough sanctioned website.

All future websites related to the Borough should follow these website color palette standards.



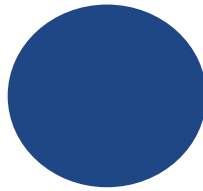
# BASE COLORS



## MSB Blue

*Branding Bar, Active Navigation Tabs, Links and Buttons*

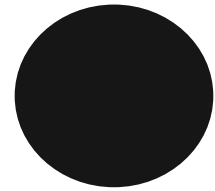
CMYK 87 / 67 / 0 / 0  
RGB 43 / 95 / 179  
HEX #2b5fb3



## MSB Dark Blue

*Selected Navigation Tabs and Background Columns on Homepage*

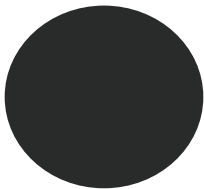
CMYK 98 / 82 / 19 / 5  
RGB 32 / 71 / 133  
HEX #204785



## MSB Black

*Navigation Bar and Sub-Footer Background*

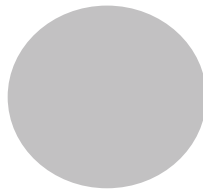
CMYK 73 / 67 / 65 / 80  
RGB 23 / 23 / 23  
HEX #171717



## MSB Dark Gray

*Mega Menu and Footer Background*

CMYK 71 / 64 / 64 / 66  
RGB 42 / 42 / 42  
HEX #2a2a2a



## MSB Medium Gray

*Navigation and Footer Links*

CMYK 24 / 19 / 19 / 0  
RGB 194 / 194 / 194  
HEX #c2c2c2



## MSB Light Gray

*Panel, Well, Blockquote, No Results message, and Alternate List Row Background*

CMYK 14 / 9 / 13 / 0  
RGB 217 / 219 / 214  
HEX #d9dbd6



## MSB White

*Content Background and Selected Navigation Tab Links*

CMYK 4 / 3 / 3 / 0  
RGB 241 / 241 / 241  
HEX #f1f1f1

# SPECIALTY COLORS

Icons were designed to represent each department at the Borough.

A color palette was assigned to each department icon.

Divisions or related content within a department uses the color palette of their respective parent department.

Icons were also designed for special purpose use for elections, trails, and parks information. Please see the Graphics section of this style guide for more information on when it is appropriate to use icon graphics.



## Admin Blue

### Background

CMYK 87 / 67 / 0 / 0  
RGB 32 / 71 / 133  
HEX #3060ac

### Dark Blue

CMYK 100 / 87 / 72 / 21  
RGB 0 / 51 / 105  
HEX #003369

### Light Blue

CMYK 38 / 15 / 0 / 0  
RGB 152 / 191 / 229  
HEX #98bfe5

### Skin Tone

CMYK 0 / 19 / 34 / 0  
RGB 253 / 210 / 169  
HEX #fdd2a9



## Attorney Purple

### Background

CMYK 56 / 56 / 0 / 0  
RGB 125 / 118 / 182  
HEX #7d76b6

### Dark Purple

CMYK 86 / 86 / 48 / 30  
RGB 51 / 45 / 81  
HEX #332d51

### Light Purple

CMYK 28 / 28 / 0 / 0  
RGB 180 / 176 / 215  
HEX #b4b0d7



## Finance Green

### Background

CMYK 78 / 0 / 100 / 0  
RGB 36 / 178 / 75  
HEX #24b24b

### Dark Green

CMYK 90 / 31 / 100 / 21  
RGB 0 / 112 / 44  
HEX #00702c

### Light Green

CMYK 41 / 0 / 53 / 0  
RGB 155 / 208 / 151  
HEX #9bd097



## IT Periwinkle

### Background

CMYK 51 / 24 / 100 / 4  
RGB 101 / 154 / 209  
HEX #659ad1

### Dark Periwinkle

CMYK 91 / 72 / 40 / 28  
RGB 39 / 67 / 96  
HEX #274360

### Light Periwinkle

CMYK 30 / 9 / 0 / 0  
RGB 172 / 208 / 238  
HEX #acd0ee



## Clerk Magenta

### Background

CMYK 13 / 89 / 12 / 0  
RGB 211 / 64 / 136  
HEX #d34088

### Dark Magenta

CMYK 44 / 100 / 45 / 34  
RGB 114 / 0 / 68  
HEX #720044

### Light Magenta

CMYK 87 / 67 / 0 / 0  
RGB 32 / 71 / 133  
HEX #3060ac



## Community Chartreuse

### Background

CMYK 51 / 24 / 100 / 4  
RGB 139 / 156 / 34  
HEX #8b9c22

### Dark Chartreuse

CMYK 63 / 40 / 100 / 25  
RGB 92 / 106 / 14  
HEX #5c6a0e

### Light Chartreuse

CMYK 31 / 5 / 100 / 0  
RGB 188 / 205 / 48  
HEX #bccd30



## Emergency Red

### Background

CMYK 3 / 99 / 98 / 0  
RGB 231 / 30 / 37  
HEX #e71e25

### Emergency Orange

CMYK 3 / 63 / 91 / 0  
RGB 238 / 124 / 50  
HEX #ee7c32

### Emergency Yellow

CMYK 2 / 9 / 100 / 0  
RGB 255 / 221 / 0  
HEX #ffdd00



## Planning Ochre

### Background

CMYK 7 / 18 / 100 / 0  
RGB 241 / 201 / 0  
HEX #f1c900

### Dark Ochre

CMYK 38 / 39 / 100 / 10  
RGB 157 / 133 / 0  
HEX #9d8500

### Light Ochre

CMYK 1 / 9 / 60 / 0  
RGB 255 / 226 / 129  
HEX #ffe281



## Project Turquoise

### Background

CMYK 75 / 14 / 8 / 0  
RGB 0 / 168 / 211  
HEX #00a8d3

### Dark Turquoise

CMYK 86 / 86 / 48 / 30  
RGB 0 / 89 / 155  
HEX #00599b

### Light Turquoise

CMYK 50 / 2 / 7 / 0  
RGB 115 / 203 / 229  
HEX #73cbe5



## Public Works Teal

### Background

CMYK 78 / 10 / 36 / 0  
RGB 0 / 169 / 172  
HEX #00a9ac

### Dark Teal

CMYK 92 / 48 / 58 / 32  
RGB 0 / 169 / 172  
HEX #00555e

### Light Teal

CMYK 55 / 0 / 28 / 0  
RGB 108 / 199 / 194  
HEX #6cc7c2

# 9. INTERFACE ELEMENTS

**I**nterface elements are based on Bootstrap components that are styled to match the MSB website look and feel. Interface elements include:

- **Related Content Components:**

- » **Panels**

*Panels include a panel header followed by a list of related content and related links within a box outline. Panels may appear in the sidebar or within the content area and may or may not contain links.*

- » **Wells**

*Wells are used for related documents or other information that needs highlighting. Wells may appear in the sidebar or within the content area and may or may not contain a header or links.*

- » **Side Nav**

*The sidebar navigation is a way for users to jump down a long page to a specific section of an article. The navigation scrolls down the page.*

- **Alerts**

- **Form Controls**

- » **Search**

- » **Filter**

- » **Page Navigation**

# RELATED CONTENT COMPONENTS

## PANELS



### Panel Headers

font-family: sansationbold  
font-size: 22px  
color: #2a2a2a  
background-color: #d9dbd6

### Panel P

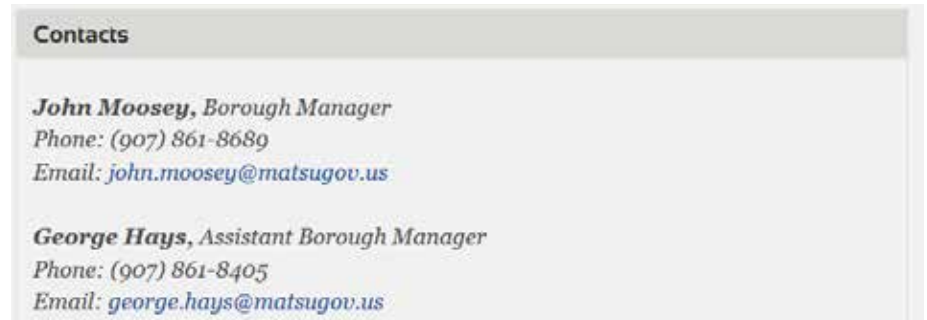
font-family: droid\_serif  
font-size: 20px  
color: #2a2a2a  
background-color: #f1f1f1  
border-color: #d9dbd6

### Panel Link

font-family: sansationregular  
(unless part of body copy as is the case in the contact panel, then it is droid serif)  
font-size: 20px  
color: #2b5fb3

### Hover

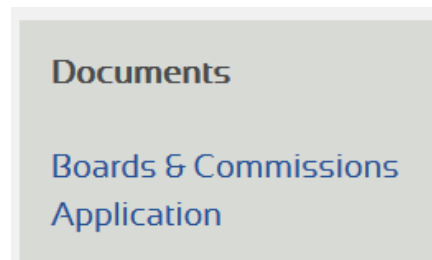
color: #23527c  
text-decoration: underline



Please note that all contacts should appear in a panel and be formatted as displayed above with the contact name in **Bold** followed by title, followed by Phone and Email.

The **Contact Panel** may appear in the content area where appropriate, or in the sidebar.

## WELLS



### Well Headers

font-family: sansationbold  
font-size: 22px  
color: #2a2a2a  
background-color: #d9dbd6

### Well P

font-family: sansationregular  
font-size: 20px  
color: #2a2a2a  
background-color: #d9dbd6

### Well Link

font-family: sansationregular  
font-size: 20px  
color: #2b5fb3

### Hover

color: #23527c  
text-decoration: underline

## SIDE NAV



### Side Nav Header H4 Link

font-family: sansationbold  
font-size: 28px  
color: #2b5fb3  
text-decoration: underline

### Side Nav Links

font-family: sansationregular  
font-size: 20px  
color: #2b5fb3


### Hover

color: #23527c  
text-decoration: underline

# ALERTS

**T**here are five types of alert messages available. Not all alert message types are currently used. Following is the usage and color specifications for all five types.

- **No Result** (gray) messages appear when filtering and searching
- **Success** (green) alert message for successful submission (not currently used)
- **Info** (blue) messages to bring attention to content, a link, or button to an external site
- **Warning** (yellow) alert messages for less critical messages (not currently used)
- **Danger** (red) alert message for more critical messages (not currently used)



There are currently no Public Notices of this type.

CMYK 14 / 9 / 13 / 0  
RGB 217 / 219 / 214  
HEX #d9dbd6



Success alert message

CMYK 60 / 30 / 0 / 0  
RGB 102 / 154 / 211  
HEX #659ad2



Info alert message

CMYK 60 / 30 / 0 / 0  
RGB 102 / 154 / 211  
HEX #659ad2



Warning alert message

CMYK 60 / 30 / 0 / 0  
RGB 102 / 154 / 211  
HEX #659ad2



Danger alert message

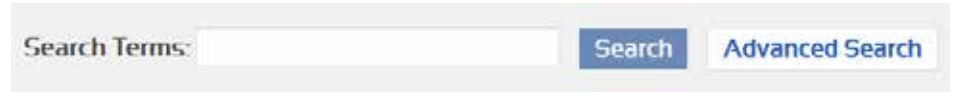
CMYK 60 / 30 / 0 / 0  
RGB 102 / 154 / 211  
HEX #659ad2

# FORM CONTROLS

## SEARCH

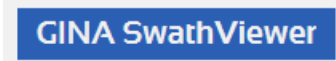
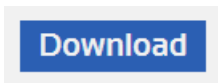


Search field in main navigation header bar.



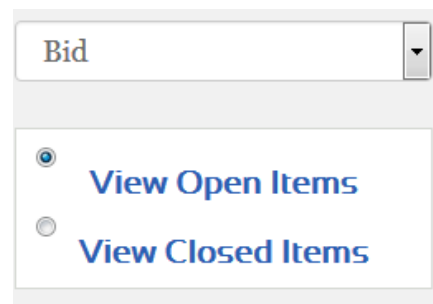
Search Terms field and Advanced Search button on search page.

## BUTTONS



Buttons are used for downloading files or navigating to other content.

## FILTERS



Drop-down fields are used for filtering content. They may or may not appear with a radio button selection option.

## PAGINATION



Page navigation is used for paging through long lists.



# 10. GRAPHICS

**T**his section discusses the use of the MSB Seal, MSB Icons, and use of other graphics. The MSB Seal remains unchanged, and new MSB icons were developed for departments, trails, and election information.

# MSB SEAL

In general, the Borough seal should appear by itself and not with other seals or logos.

However, when the Borough is in a cooperative venture with one or more organizations, it may be appropriate to place the logos of these other organizations together.

In order to achieve maximum recognition and fidelity of the seal or other logo, the Web Team suggests following these guidelines carefully.

## ACCEPTABLE USE

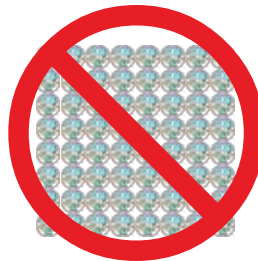


Full Color



Black and White

## UNACCEPTABLE USE



Create a Pattern



Transform



Rotate



Apply Special Effects

# MSB ICONS

**S**tylized icons were designed to help users quickly identify departments and certain services. Examples of those icons are shown below. All future icons should follow the same style and colors. Please see the Color Palette section for all acceptable colors keeping in mind that colors coordinate to departments in most instances.

## DEPARTMENT ICONS

These icons were designed to represent each department and division at the Borough. Learn more in the Color Palette section of this style guide.



## ELECTION ICONS

These icons were designed for the Election Content Type and make it easy to find information.



## TRAIL AND PARK ICONS

These icons were designed to represent trail and park activities, amenities, and seasons at a glance.

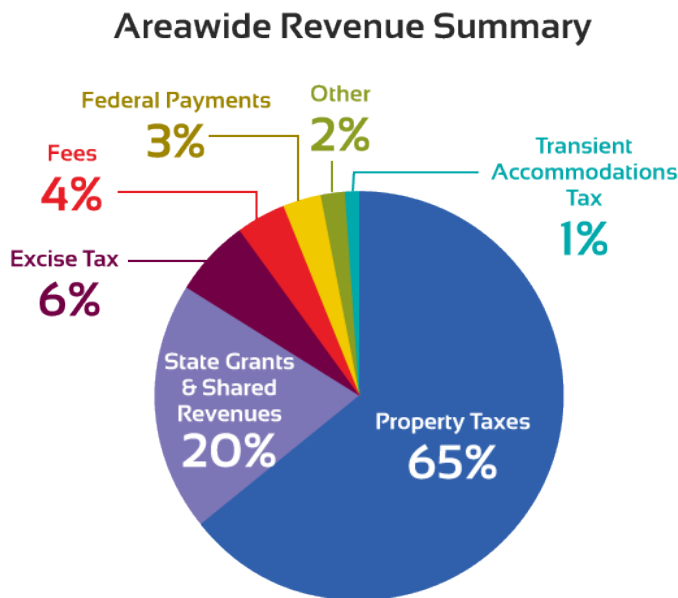


# OTHER GRAPHICS

**U**se of other graphics should be discussed with the Web Team.

Acceptable and unacceptable use of other imagery within the content area is shown below.

Please be aware as you create your page, how the layout will look on mobile devices and make sure that graphics scale appropriately.



## Acceptable

Graphs and graphics should use a flat design and use the same color palette as the website. Graphs or graphics should also fall within the column grid structure and not have body copy wrapping around it.

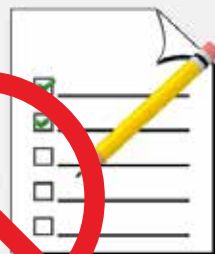
## Unacceptable

This is an example of a graphic that does not follow the new look and feel. It also does not fall within the column grid system and body copy wraps around it which should be avoided.

### Building Permit Process

Submit completed plan review application form and construction documents (see above) to the Administrative Secretary of the Fire Code Office.

1. Fire system plan reviews (fire alarm, fire suppression, hood suppressions, and fuel systems) will be submitted using the Plan Review Application above.
2. A plan review fee will be calculated by the Administrative Secretary.
3. The plans are reviewed by a Fire Code Official after receipt of the fee.
4. The review is usually completed within a two-week time frame, however, additional information may be required.



# 11. PHOTOS AND VIDEOS

**P**hotos and video from the Public Relations Department are an excellent way to add interest to content that requires additional emphasis.

*Please contact Patty Sullivan in the Public Relations Department for appropriate photos and videos for your use.*

# PHOTOS

## PHOTO FORMATS AND SIZES

### Background

#### Photos:

1920 px wide x 711 px high



Property & Maps

### Content Photos:

Photos may occupy 1-column, 2-columns, 3-columns, or 4-columns

As with graphics, body copy wrapping around a photo should be avoided.



Enjoying all that the Mat-Su has to offer

High-end niche tour companies are now drawn to the lodge. Beginning this summer, one of the top tour



Ice slabs fall off the face of a glacier



Breathtaking Fall landscapes

# VIDEOS

Videos should link to their YouTube location on the MSB YouTube channel and should occupy at least 4-columns. Videos should include the responsive class to assure that they scale on devices:

```
<iframe src="https://www.youtube.com/embed/nameofyourtubevideo" class="embed-responsive-item"></iframe>
```



The 50-foot wide ship would roll if it were not

The weight of the giant spool is dispersed in what looks like a kid's mobile of the planets, except the strings and



