# TABLE OF CONTENTS

- CMS templates .............................................. 3
- General site overview .................................. 4
- College and department home pages ............... 5
- 2-column page .............................................. 8
- 3-column page .............................................. 9
- Summary page ............................................. 10
- Faculty/staff page ....................................... 12
- Typography ................................................ 13
- Images ....................................................... 15
- Use of tables .............................................. 16
- Videos ....................................................... 17
- Writing for the web ...................................... 17
Officially branded templates are available to UW website managers. These templates are assigned for your use when your site is created within the university CMS.

<table>
<thead>
<tr>
<th>TEMPLATE NAME</th>
<th>PAGE TYPE AND USE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homepage: Used ONLY for website home pages.</td>
<td></td>
</tr>
<tr>
<td>2-Column Interior Page: Used for primarily text-rich pages.</td>
<td></td>
</tr>
<tr>
<td>3-Column Interior Page: Used for major category pages. Offers areas for additional callouts and videos.</td>
<td></td>
</tr>
<tr>
<td>Faculty/Staff Directory: Used to show listings of all faculty and staff in your unit.</td>
<td></td>
</tr>
<tr>
<td>Faculty/Staff/Student Profile: Used to show detailed information about individuals (research, expertise, academic credentials).</td>
<td></td>
</tr>
<tr>
<td>Forms: Used when creating basic forms for event registrations or requesting non-sensitive information (not to be used for anything requiring personal information such as DOB, SS numbers, credit cards, etc.)</td>
<td></td>
</tr>
<tr>
<td>Summary: Used to create directory style listings without the additional formatting found in the faculty/staff directory template.</td>
<td></td>
</tr>
</tbody>
</table>
GENERAL SITE OVERVIEW

1. **Rotating Media Header**
   Displays 3 images that rotate every 5 seconds. Title information and additional information should be placed in the right-hand text area.
   
   Text should NEVER be placed over the image.

2. **Primary Navigation**
   This navigation provides access to the main content sections of your site and helps orient visitors. It is generated based on the assets in your folder structure.

3. **Left-Hand Callout**
   These are links to related sites or parent sites. These links are located below the primary navigation.

4. **Contact/Social Media**
   Contact information is reserved for this area only. If you have a unit logo, it can ONLY be placed in this location. Social media icons will appear below the contact information.

5. **Main Content Area**
   Main content areas must start with a header with an H1 style. H1 headers can only be used ONCE per page. Main content should be broken up using sup-headings and returns for readability.

6. **News Section**
   The UW news section is an automatic RSS feed. Units should use this feed versus setting up manual news areas.

7. **Right-Hand Callouts**
   Callouts should profile priority news, students and faculty, upcoming events and deadlines, or quick facts.

8. **Right-Hand Callouts**
   A video should be used as often as possible. A wide variety of videos are offered through Institutional Marketing and/or the UWYO YouTube account.
The college home page and department home page are remarkably similar, the one exception being that the rotating header image is unique to the college and department pages. College header images are larger with separated text fields. Department pages have slightly smaller images with stacked text fields.

Colleges can ONLY use the college page template for their templates, and departments can ONLY use the department page template. This is to create a consistent look and feel for each of the college and department home pages across the entire university website.
COLLEGE AND DEPARTMENT HOME PAGES

- Keep your homepage content brief and to the point with paragraphs separated by subtitles.
- As a rule of thumb, keep the page depth to no more than 2.5 screens.
- At a minimum, a new primary feature should be added each month.
- H1 headings are used by screen readers to navigate to the most important content on a page. H1 headings can only be used once on each page.

Notes:
- Rotating images should represent the brand through primary key messages and should link to pages with supportive information.
- Photography should come from the UW photo database. Personal photographs cannot be used unless with written permission from Institutional Marketing.
- Text should be reserved for the designated area on the right hand text area. Text CAN NOT be overlaid on an image.
- Titles should be brief and reflect key messages. Main content sections must start with an H1 heading.
- Content should focus on primary external audiences and reflect key messages. Calls to action and page links should provide the user the ability to learn more and/or take a desired action.

QUICK TIP!

Provide consistent calls to action to encourage your primary audience to take a specific action within the page.

Links within your page serve as areas of support as well as secondary calls to action.
Contact information should be available on every page. Unit contact information should be displayed in the following format:

Unit Name
Physical Location
(307) 766-xxxx
dep@uwyo.edu

If you have a unit logo, it can ONLY be placed in this section.

Either a featured profile or featured news can reside above the news section, which allows units to profile priority news.

The UW news section is an automatic RSS feed. Units should use this feed versus setting up manual news areas.

Callouts should profile priority news, students and faculty, upcoming events and deadlines, or quick facts.

A video should be used as often as possible. A wide variety of videos are offered through Institutional Marketing and/or the UWYO YouTube account.

- When adding a video callout, always add a caption that succinctly describes the topic and provide a transcript of the video. This will aid users that rely on assistive technology when viewing your site.
- Callouts must have titles above the content. Such as "Graduate Opportunities" in the example above.
The 2-Column template is used for interior pages of your site that feature large amounts of text. The 2-Column template can contain 1-2 high quality images. Content must have an H1 header at the top of the main content section.

As a rule of thumb, keep the page depth to no more than 2.5 screen lengths. Use photos when appropriate, but not too many. Keep in mind that the more images you have on a page, the longer it will take to load.

H1 headings are used by screen readers to navigate to the most important content. H1 headings can only be used once per page.

**Bulleted links** can be used to break up text and make content easier to understand for users. Links in bulleted lists are acceptable, though the link must contain a descriptive call to action or appropriate title.

**Subheads** should be used to logically break up the content. Subheads make the content easier for visitors to scan the page and find content they are looking for. Headings must follow logical order (H1, followed by H2, H3, H4, etc.).
3-COLUMN PAGE

The 3-Column template is used for interior pages of your site. The right-hand callout sections provide opportunity to promote individuals, events or other information on your site.

As a rule of thumb, keep the page depth to no more than 2.5 screen lengths.
Use photos when appropriate, but not too many. Keep in mind that the more images you have on a page, the longer it will take to load.
Only use the 3-column layout if you have content that needs the right-hand callout fields. Any 3-column page should have at least 1-2 right-hand callouts.
H1 headings are used by screen readers to navigate to the most important content. H1 headings can only be used once per page.
SUMMARY PAGES

Summary pages are similar to the faculty/staff directory pages. This template features list-like items with accompanying images. Each section of the summary list must have an image, a heading and a short description/key messaging.
**SUMMARY PAGES**

- **Titles** should be brief and reflect key messages. Main content section must start with an H1 heading.

- **Introductory text** should be a brief descriptive body of text that reflects key messages appropriate to the summary page.

- **Summary areas** must have an appropriate high-quality image on the left-hand side. The text should be brief while conveying all necessary information. Heading tags can be used to make information easier for users to find (H1 can not be used in these instances).

- **Images must be 125 px wide.**
- **Summary text is limited to 595 characters per listing.**
- **Summary images must not be repeated for each entry. Each image should be a unique and relate to the information presented in the accompanying summary area.**

**QUICK TIP!**

- Consider your audience and content before committing to using the summary template. If the information is easier to understand in a different format, use a more appropriate template.
- **H1 Headings are used by screen readers to navigate to the most important content. H1 headings can only be used once per page.**
FACULTY/STAFF PAGES

Also called a Faculty/Staff Directory, this template allows you to create a page that features each staff profile image, contact information and their name that can link to a more detailed biography page. It is encouraged to add a brief descriptive text that promotes your unit’s team. This text should be placed above the faculty and staff listings.

- Images must be 125 px by 150 px.
- If an image is not added to a listing, a default image will be automatically inserted.

QUICK TIP!

Images must be 125 px by 150 px.
If an image is not added to a listing, a default image will be automatically inserted.

- It is encouraged to add a brief descriptive text that promotes your unit’s team. This text should be placed above the faculty and staff listings.
- Faculty/staff names will appear in the red heading when that listing is linked to a biography page. Unlinked listing items will appear with a blue heading color.
- H1 headings are used by screen readers to navigate to the most important content. H1 headings can only be used once per page.
TYPOGRAPHY STYLES

Font styles (color, size, line-spacing and font family) are controlled by a central style sheet. Use of inline styles to change font styles is not permitted.

Preparing Students for the 21st Century

The College of Engineering and Applied Science is a nationally recognized institution of academic excellence and world-class research. Student and faculty engagement is a hallmark of the college, helping our students reach their full potential to achieve dynamic and rewarding careers. Through small class sizes, UW engineering students have the opportunity to gain hands-on experience with real world projects alongside renowned faculty and research scientists.

Unprecedented investments are creating world-class facilities for engineering students and researchers. The College of Engineering and Applied Science combines accessibility and affordability with an experience that prepares our students to be competitive in a global market.

APPLY TODAY!

Undergraduate Engineering Scholars Program

We are seeking outstanding students interested in being mentored in research and scholarship. The Scholarship will provide $6,000 of annual funding to help cover the cost of tuition, room and board. The scholarship is merit based and renewable for an additional three years for a total scholarship of $24,000.

Learn more about the Undergraduate Engineering Scholars Program today!

H1 headings must be present on the top of each page’s main content section. The H1 heading should be a descriptive title and reflect the most important key messages on the page. H1 headings can not be used more than once on a page.

H2, H3, H4, H5, H6 headings should be used to break up text. The subhead should relate to the paragraph the follows it and should be a brief descriptive title. Sub headings must follow numerical order (H2 is followed by H3, etc.).

Paragraph text should be brief and to the point. The most important information should be placed in the first paragraph on the page.

Links give users opportunities to find additional information and key messaging in your site. Link text should be descriptive of where the link will take the user.
TYPOGRAPHY SPACING AND ALIGNMENT

Spacing between sections of text is controlled by a central style sheet. It is not necessary to add additional spacing between text sections by entering paragraph or line breaks.

Alignment for headings and content MUST always be left justified. Do not center or right align any text.
Feature photos for a site’s homepage must come from the UW Photo Database or be pre-approved by Institutional Marketing. **Any photos showing individuals must also have a photo release obtained from Institutional Marketing (uwmtkgr@uwyo.edu).**

All photos should be sized to the final pixel dimensions at a resolution of 72 ppi before being placed on the site.

The built-in text area available through the CMS should be used to add a brief message to the right of the photo. **Images containing graphics, illustrations or text are not permitted.**

- Images must contain **Alternative Text (ALT Text).** This allows users using assistive technology to access the content in your site. Alt Text should be a brief (150 characters or less) description of what is shown in the image.
- Images over 98 ppi should not be used. The larger an image’s file size, the longer it will take to render when a user views a page.
IMAGES—EXTERNAL GRAPHICS

When using a graphic to link to another site, you may use the organization’s logo in a right callout or in the main content area of the page. The width of the logo may not exceed 205 pixels. Graphics must be .gif, .jpg and .png only. Use of animated .gif or Flash formats are not permitted.

- **Commercial Advertising is not permitted!**
- **Graphics must be at least 72 ppi resolution**
- **All right callout graphics must have a width of 205px.**

USE OF TABLES

<table>
<thead>
<tr>
<th>Graduate Degree Programs</th>
<th>MS</th>
<th>PhD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atmospheric Science</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Architectural Engineering</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Chemical Engineering</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Civil Engineering</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Civil Engineering/Water Resources</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Computer Engineering</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Computer Science</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Electrical Engineering</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Environmental Engineering</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Mechanical Engineering</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Petroleum Engineering</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

Tables should only be used for **displaying tabular data**, not for controlling layout of page elements such as copy blocks and images.

**NOTE:** To make a table accessible to users with disabilities, the header row in the table must use utilize the “Table Head” property.

To select the “Table Head” property in the CMS:
- select the row,
- right-click
- choose “Row > Table Row Properties.”
  A dialog box will open.
- On the “General” tab, you must select “Table Head” in the “Row in table part” dropdown menu.

For additional information on creating accessible tables, visit [http://webaim.org/techniques/tables/](http://webaim.org/techniques/tables/).
VIDEOS

Videos callouts must have a title and a brief caption describing the video content.

Transcripts must be provided for all videos to be ADA complaint. Videos submitted by colleges and department must have an accompanying text transcript when submitted to Institutional Marketing. Institutional Marketing provided videos will have text transcripts embedded in each video.

A wide variety of videos are offered through Institutional Marketing and/or the UWYO YouTube account.

WRITING FOR THE WEB

Writing for a website is very different than writing for a print publication. Web users are looking for specific information when searching through your website, it is the best practice to place the most important information at the top of the page, and less important information or details lower in the content. Content should be brief and to the point, and broken up by bulleted lists and subheads as often as possible.

Find out more about writing for the web in the UW Writing Style Guide at http://www.uwyo.edu/publicrelations/marketing/templates/writing-style-manual.html