# UNIVERSITY OF WYOMING

# WEBSITE STYLE GUIDE

# CONTENTS

# UW CMS TEMPLATES

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.

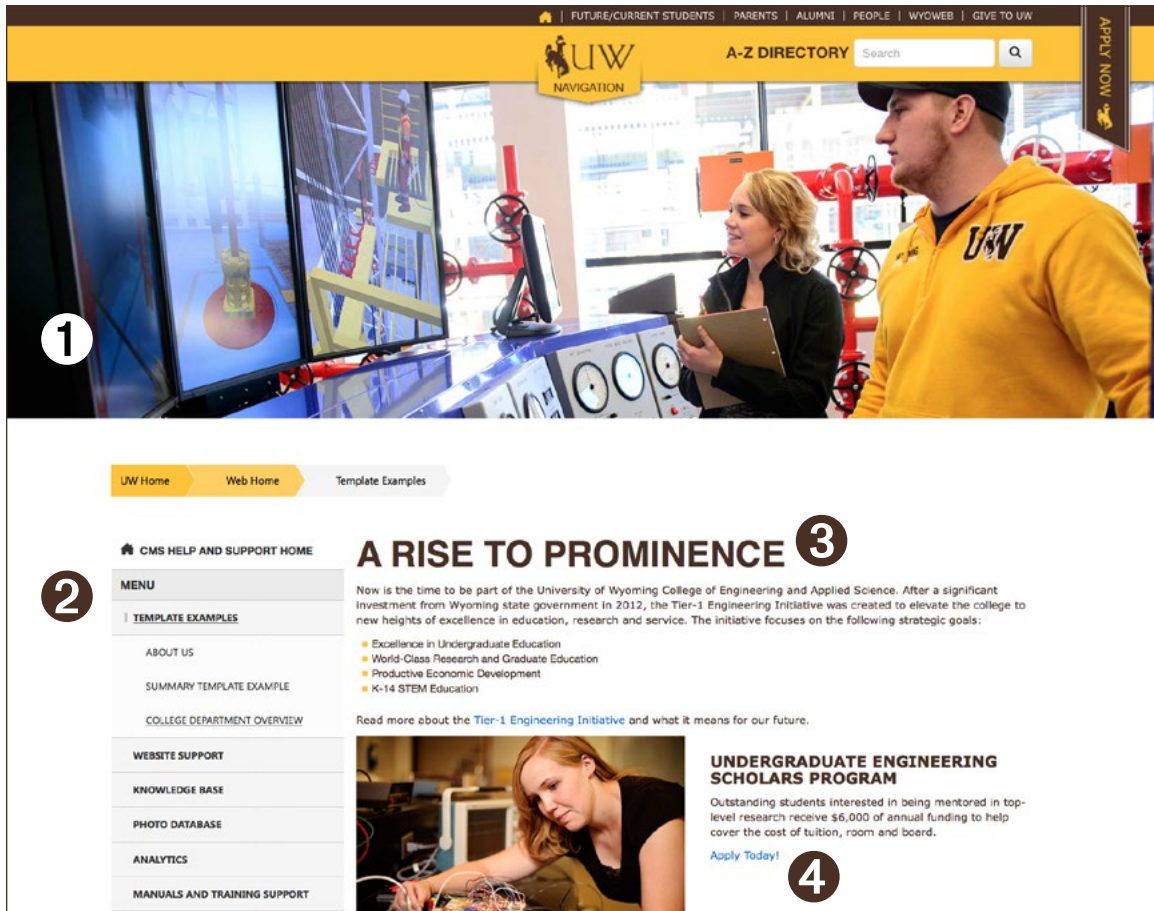| TEMPLATE NAME | PAGE TYPE AND USE |
|---|---|
| College-Department Overview | **Modular interior page:** Used for text rich pages. Offers areas for video, images, image sliders and bulleted lists. |
| College-Department Advanced | **College/Department landing page:** Used for website homepages. Offers multiple options for video, images, image sliders and bulleted lists. Modular rows can have different background colors. |
| Summary | Used to create directory style listings without the additional formatting found in the faculty/staff directory template. |
| Faculty Staff | Used to show listings of all faculty and staff in your unit. |
| Redirect | Allows the author to create a page that will redirect site users to another URL. |
| Form with Content | 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.) |

**Resources and Best Practices:**

http://www.uwyo.edu/web/kb/design-website.html

http://www.uwyo.edu/web/template-examples/index.html

# COLLEGE/DEPARTMENT OVERVIEW



❶ **Masthead** photography should come from the _shared-assets folder in the www.uwyo.edu site within the CMS or UW photo database. Personal photographs cannot be used unless with written permission from Institutional Marketing. Text CAN NOT be overlaid on an image. As a best practice, masthead images should be changed quarterly.

❷ **Primary 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.

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

❹ Provide consistent **calls-to-action** to encourage your primary audience to take a special action within the page. **Links** within your page serve as areas of support as well as secondary calls-to-action.

**Quick Tips**

• If this is your homepage, keep content brief and to the point with paragraphs separated by subtitles. Content should focus on primary external audiences and reflect key messages.

• H1 headings are used by screen readers to navigate to the most important content on a page.

• As a best practice, keep the page depth to no more than 2.5 screens.

• Optimize all images for the web and check for broken links regularly.

• Commercial advertising is not permitted.

• Use videos when appropriate. A variety of videos are offered through the UWYO YouTube channel. Vimeo videos are also supported. Include text that succinctly describes the topic and provide a transcript of the video. This will aid users who rely on assistive technology when viewing your site.

# COLLEGE/DEPARTMENT OVERVIEW



**❺ 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
dept@uwyo.edu
Unit logos should ONLY be displayed in this section. You can also add unit social media links here.

**❻ Subheads** should be used to logically break up content, making it easier for visitors to scan the page and find what they are looking for. Headings must follow a logical order (H1, followed by H2, H3, H4, etc.)

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

**❽ Image slider** is used to display multiple images in one spot and allows visitors to scroll through with the right or left arrows.

**❾ Infographic slider** can be used for additional navigation or important links. Round icon graphics should be chosen from the _shared-assets folder in the www.uwyo.edu site within the CMS.

**❿ News** should profile priority events, students and faculty, deadlines or quick facts.

# COLLEGE/DEPARTMENT ADVANCED
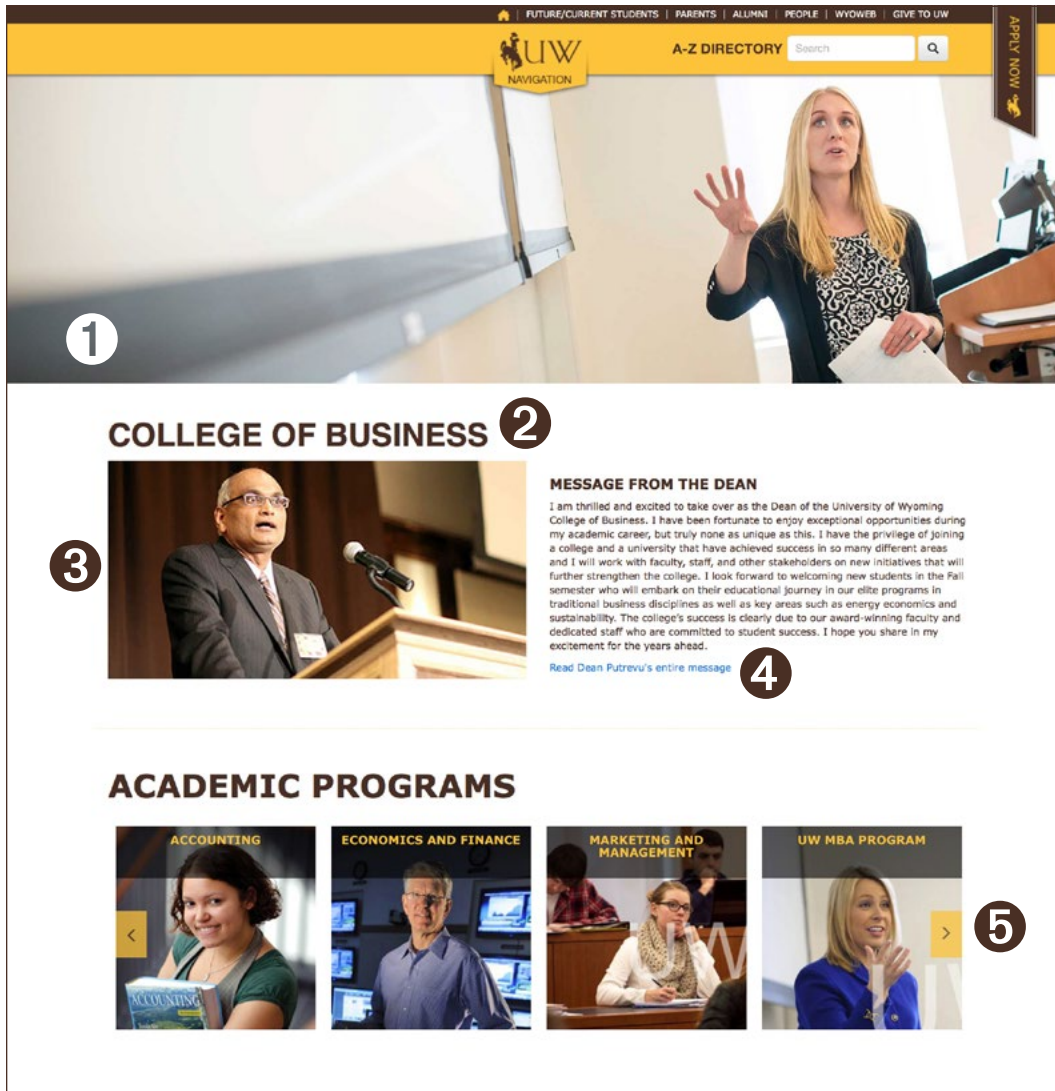


The College/Department Advanced template should be used for college and department home pages. This template offers advanced features and design. Engage your website audience with more images, image sliders, video and different colored backgrounds for module rows. This template is used to create a consistent look and feel for each of the college and department homepages across the entire university website.

❶ **Masthead.** Photography should come from the _shared-assets folder in the www.uwyo.edu site within the CMS or UW photo database. Personal photographs cannot be used unless with written permission from Institutional Marketing. Text CAN NOT be overlaid on an image. As a best practice, masthead images should be changed quarterly.

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

❸ **2-column row** (can be up to 4 columns)

❹ Provide consistent **calls-to-action** to encourage your primary audience to take a special action within the page. **Links** within your page serve as areas of support as well as secondary calls-to-action.

❺ **4-plus image carousel**

# COLLEGE/DEPARTMENT ADVANCED



❻ **Section title**

❼ **2-column image with caption**

❽ Text used with image sliders and two and three column rows should reflect key messages and link to more informative pages within your website. (Image slider, 2 column split, 2 and 3 column row)

❾ **3-column image with caption**

❿ **2-column split**

# COLLEGE/DEPARTMENT ADVANCED



⑪ **Bulleted lists** can be used to break up text and make content easy to understand for users. Links in bulleted lists are acceptable, though the link must be a descriptive call-to-action or appropriate title.

⑫ **News** should profile priority events, students and faculty, deadlines or quick facts.

⑬ **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
dept@uwyo.edu
Unit logos should ONLY be displayed in this section. You can also add unit social media links here.

If this is your index page, you will need to fill out the contact info in the section default area of the template so that subsequent pages can use it for the section default. Since the College-Department Advanced template doesn't display the section default or content below sections in the Contact Info block, site authors will need to add a bottom row with the contact info as shown.

**Quick Tips**
• If this is your homepage, keep content brief and to the point with paragraphs separated by subtitles. Content should focus on primary external audiences and reflect key messages.

• H1 headings are used by screen readers to navigate to the most important content on a page.

• As a best practice, keep the page depth to no more than 2.5 screens.

• Optimize all images for the web and check for broken links regularly.

• Commercial advertising is not permitted.

• Use videos when appropriate. A variety of videos are offered through the UWYO YouTube channel. Vimeo videos are also supported. Include text that succinctly describes the topic and provide a transcript of the video. This will aid users who rely on assistive technology when viewing your site.

# FORM WITH CONTENT



Forms built within the CMS provide and easy way to prompt users for and collect data. Form submissions are sent via email to an email address you choose. To make collecting your form submissions easier, you can provide a unique email subject and use rules in Outlook to organize your form submissions. Form fields have the option of being required, marked by an asterisk, and include the following field types: text, text area, dropdown, checkbox, radio button.

Before you create your form page you will need to create a 'thank-you' page or form submission page the user will be directed to after submitting the form. You will not be able to submit and publish your form until you have linked it to a 'thank-you' page. Be sure not to prompt users for sensitive data and provide clear instructions on how to fill out the form.

**Quick Tips**
• 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.

# SUMMARY PAGES
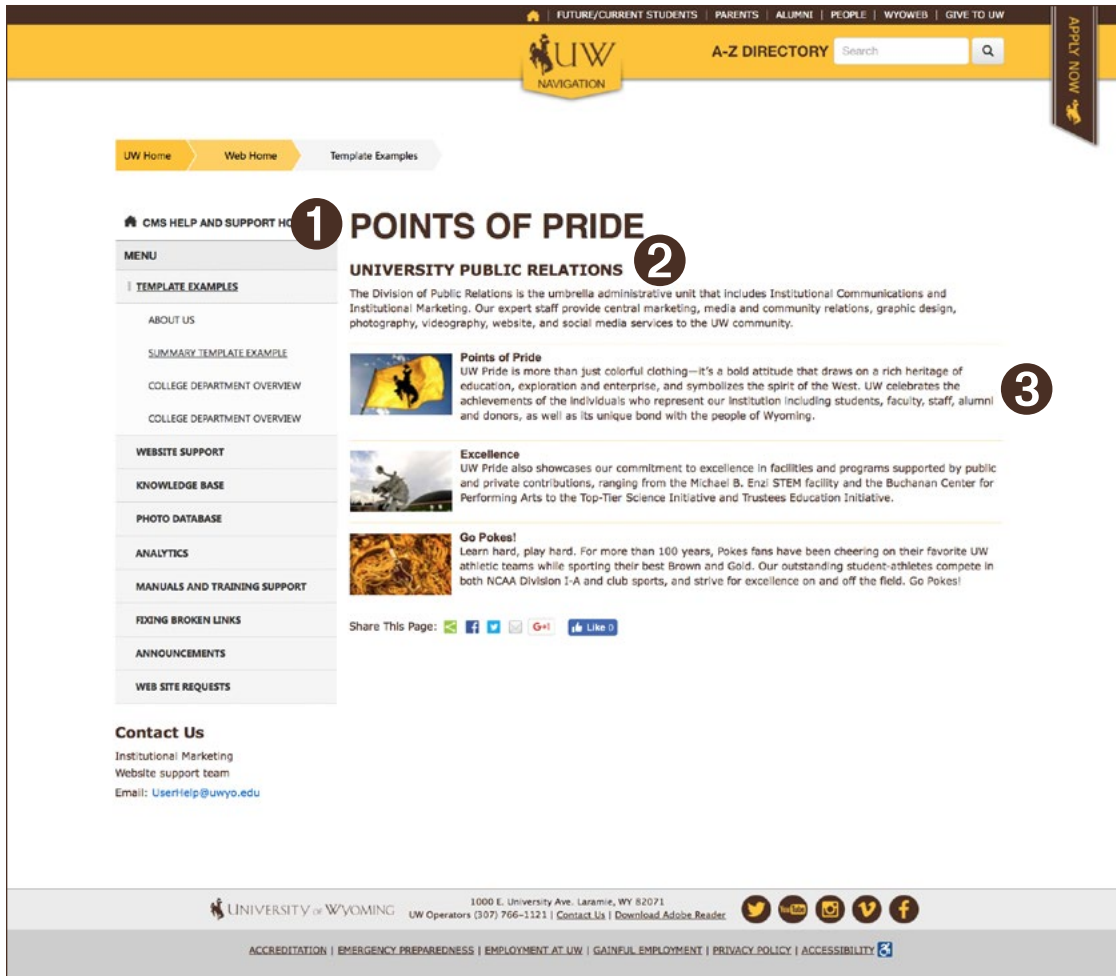


Summary pages are similar to the faculty/staff directory pages. This template features list-like items with accompanying images. Each section of the summary list must have an image, a heading and a short description/key messaging. Useful for menu/catalog style of information.

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

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

❸ **Summary areas** must have an appropriate high-quality image on the left-hand side. The text should be brief while conveying all necessary information.

Summary text is limited to 595 characters per listing.

Summary images must be 125 px wide and should not be repeated for each entry. Each image should be a unique and relate to the information in the accompanying summary area.

# FACULTY/STAFF PAGES
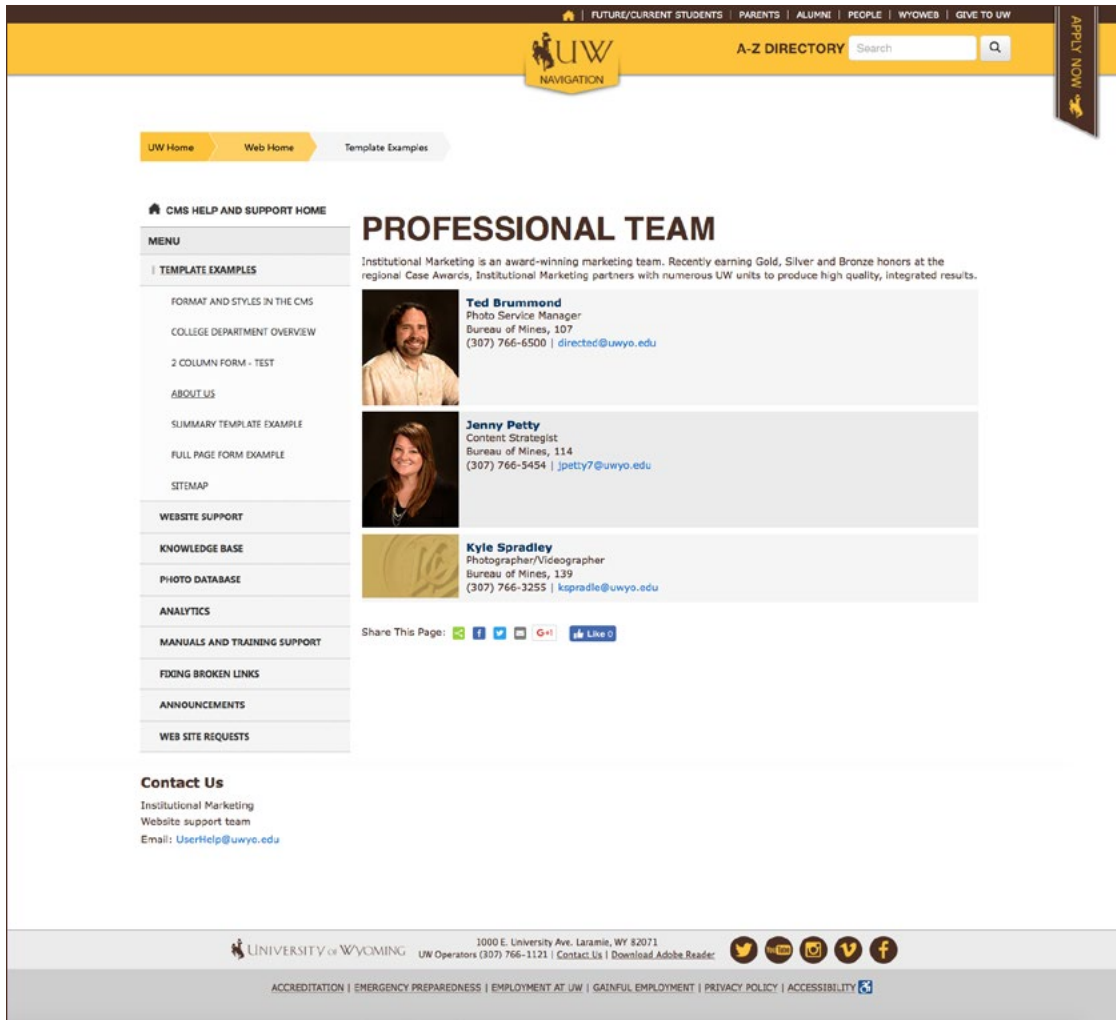


This template easily allows you to create a page that features each staff profile image, contact information and their name that can link to a more detailed biography page.

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 Tips**
• It is encouraged to add brief descriptive text that promotes your unit's team.

• Faculty/staff names will appear in the blue 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
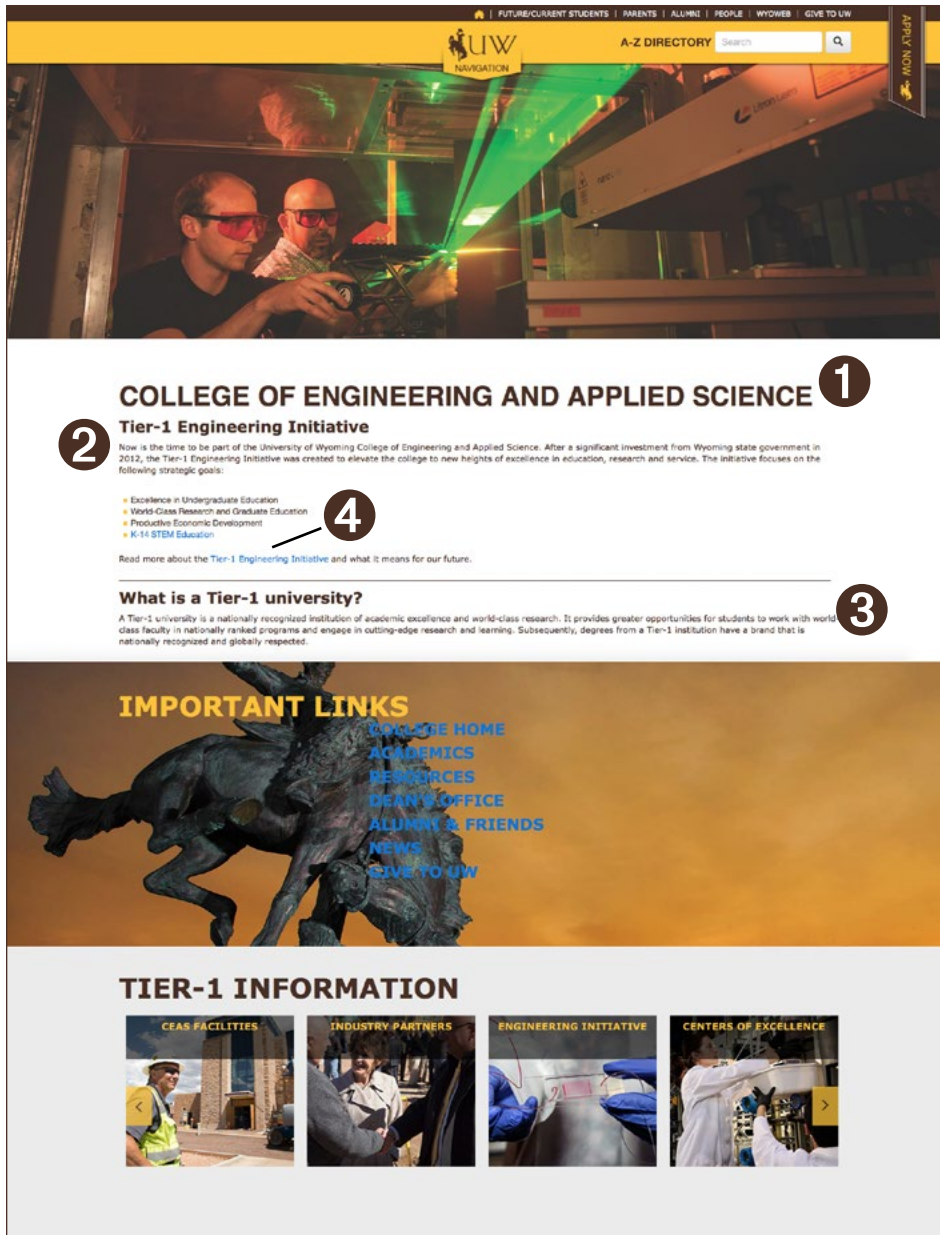


Font styles (color, size, line-spacing and font family) are controlled by a central style sheet. Use of inline styles to change font styles is not permitted.

❶ **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.

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

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

❹ **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
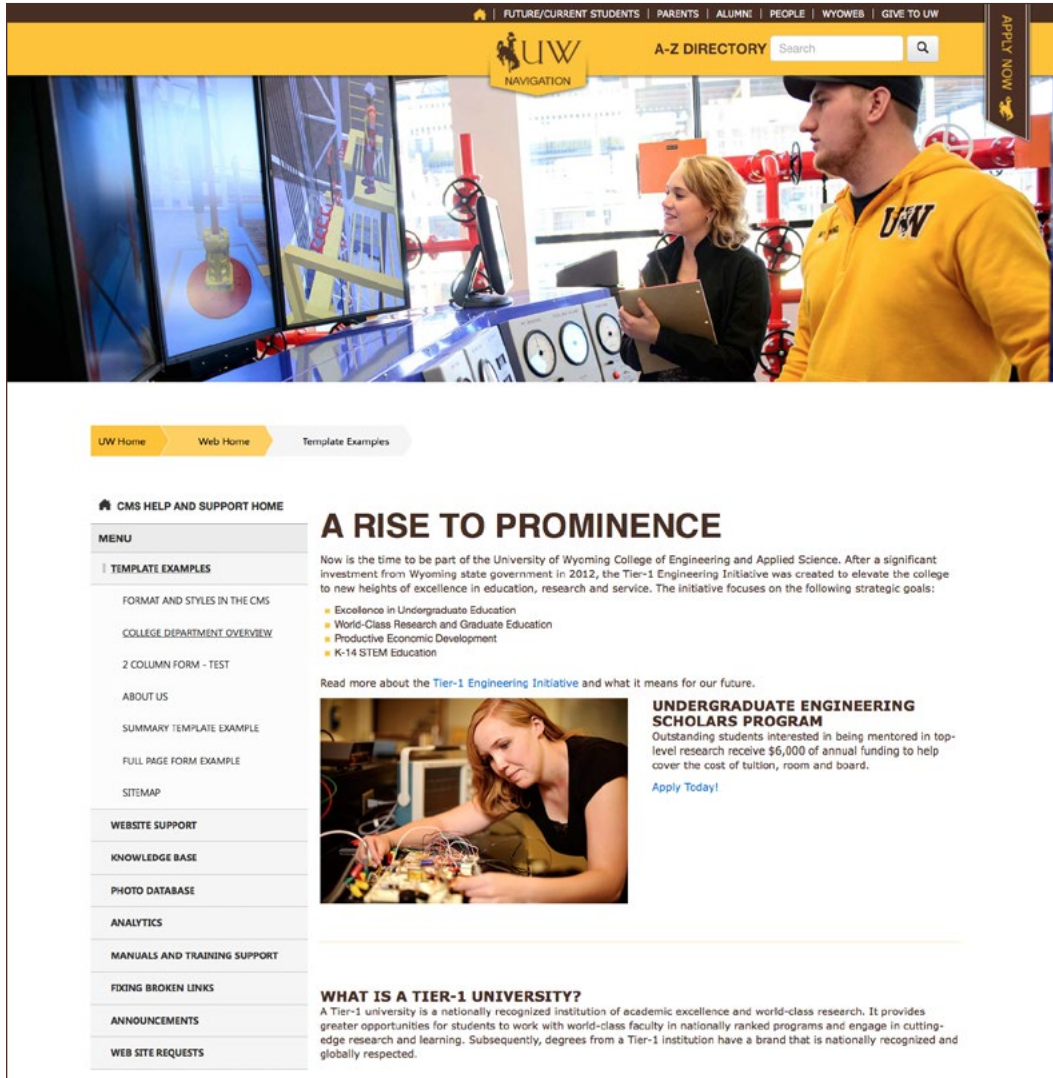


**Spacing** between sections of text is controlled by a central style sheet. It is not necessary to add additional spacing between text sections by entering paragraph or line breaks. Gold lines can be used to separate content sections where more use of white space is appropriate.

**Alignment** for headings and content MUST always be left justified. Do not center or right align any text.

# PHOTOGRAPHY



Masthead images for a site's homepage should come from the UW Photo Database or be pre-approved by Institutional Marketing. One strong image is recommended. Any photos showing individuals must also have a photo release obtai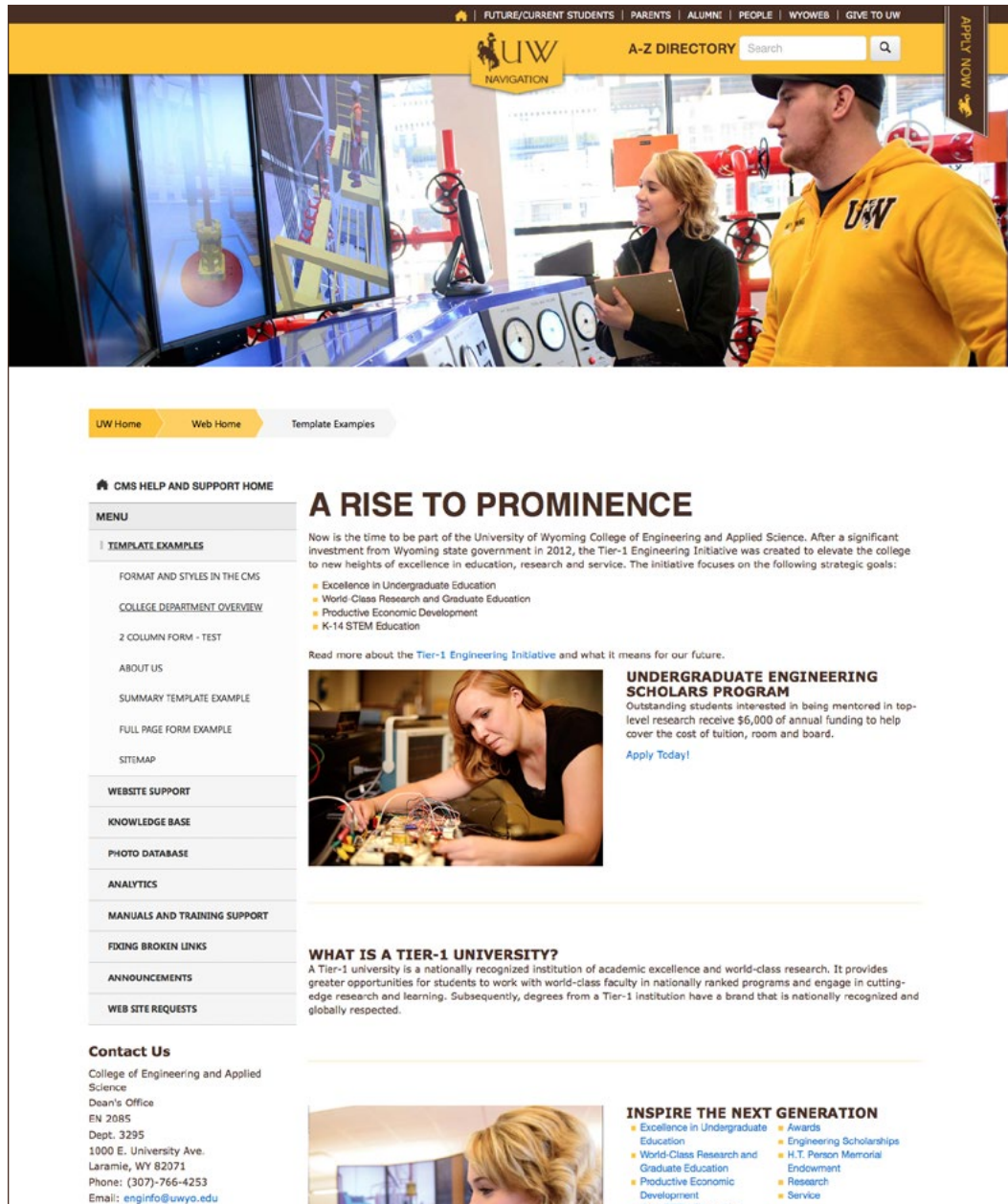ned from Institutional Marketing (uwmktg@uwyo.edu). Masthead images can be chosen from the _shared-assets folder in the www.uwyo.edu site within the CMS.

All photos should be converted to RGB and saved as progressive jpegs before being placed on the site.

Images containing graphics, illustrations or text should not be used.

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. Avoid using "picture of" in your ALT text.

Images over 98 ppi should not be used. The larger the image file size, the longer it will take to render when a user views a page.

# LOGOS
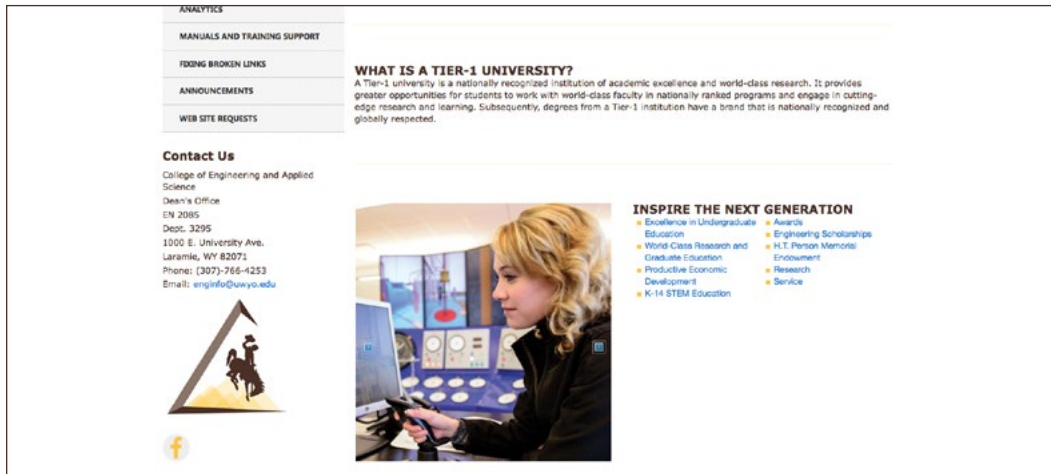
College, department or unit logos should be placed under the contact information under the left-hand navigation. The width of the logo may not exceed 205 pixels. Graphics must be .gif, .jpg and .png only. Use of animated .gif or Flash formats are not permitted.

All logos should be converted to RGB and saved as progressive jpegs before being placed on the site.

# 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 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 Manual at: http://www.uwyo.edu/publicrelations/marketing/templates/writing-style-manual.html

# USE OF TABLES



Tables should only be used for displaying tabular data, not for controlling the 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/

To control the layout of tables you will need to use Cascading Style Sheets (CSS) which is a simple way to add style (e.g., fonts, colors, spacing) to Web documents. https://www.w3.org/Style/CSS/. Your CSS file can be added to your site though the additional code >> CSS module for the template you are working with.

Be sure when setting up your table to use percentages for the height and width so the table remains responsive or omit the height and width altogether.  If you use pixel values, your table will not respond to varying screen sizes.

| Name | Month | Week Day |
|------|-------|----------|
| Jackie | January | Monday |
| Beth | October | Friday |

# VIDEO
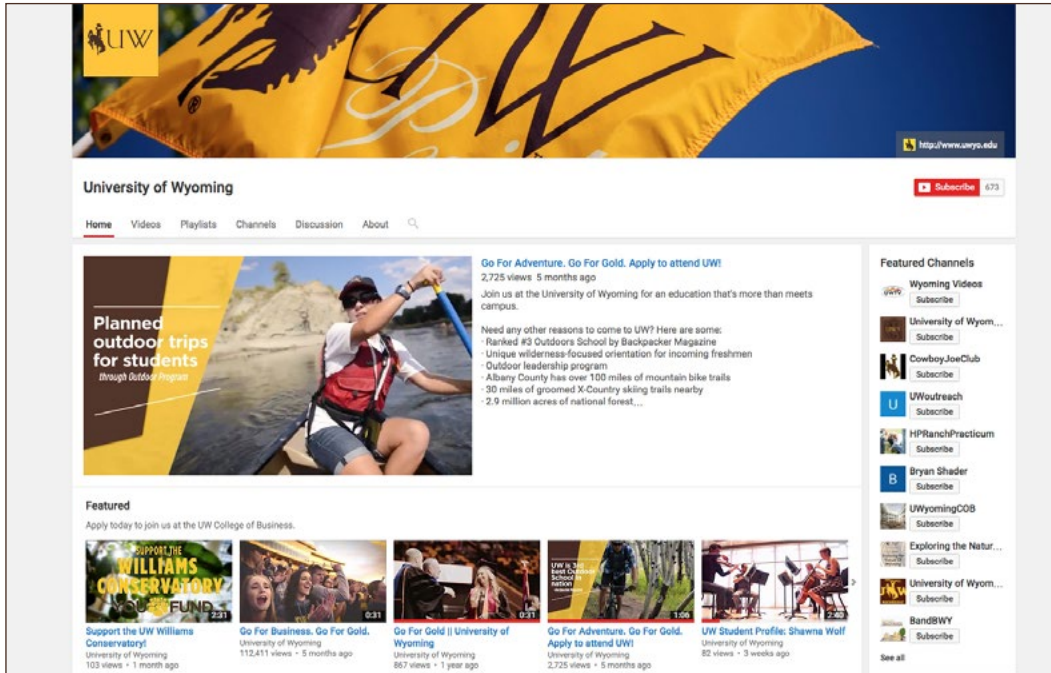


A wide variety of videos are offered through Institutional Marketing and/or the UWYO YouTube account: https://www.youtube.com/user/uwyo

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

• Transcripts must be provided for all videos to be ADA compliant. Videos submitted by colleges and department must have an accompanying text transcript when submitted to Institutional Marketing if the built-in closed captioning is not sufficient.