University of St. Thomas - Houston

Y ^àÆGuidelines



University of St. Thomas ‡

Purpose

UST's official Website is stthom.edu and is maintained by the Web Team, comprised of staff from Marketing Communications and Technology Support Services. The primary audiences of the Website are prospective and current students, both undergraduate and graduate. Other audiences include faculty, staff, parents, alumni, the media and the general public.

The purpose of the UST Website is to inform and educate the public about the University of St. Thomas through a strategic approach to communicating on the World Wide Web.

Ease of the admissions process for prospective students is the primary focus of the Website. The site should guide a new user from prospect to applicant status through a series of research-validated benchmarks as designated by the National Research Center for College and University Admissions.

The purpose for establishing a formal set of Web guidelines is to promote high standards and consistency both in quality and usability. By adhering to these guidelines, the Web Team will guide users to admissions information, serve the educational community and maintain the institutional brand.

UST Web Team

1. Home Page Design, Overall Content & Marketing

- a. Vickie Alleman, Vice President for Marketing Communications & Enrollment Management
- b. Sandra Soliz, Assistant Vice President for Marketing Communications

2. Online Newsroom, Success Stories & Master Calendar

- a. Sandra Soliz, Assistant Vice President of Marketing Communications
- b. Molly Shook, Sr. Marketing Communications Coordinator
- c. Brenda Cooper, Assistant Director of Marketing Communications
- d. Bridget Hardy, Writer/Editor, Media Specialist
- e. Ronnie Piper, Sr. Social Media Specialist

3. Web Updates & Projects

a. Ty Nichols, Web Consultant & Content Administrator

4. Graphics

- a. Ronnie Piper, Senior Social Media Specialist & Campus Photographer
- b. Chris Zeglin, Sr. Digital Design Manager
- c. Marionette Mitchell, Director of h

5. Instructional Technology & Emergency Notification System

- a. Mark Henderson, Director, Technology Support Services
- b. James Sangster, Manager of Instructional Technology & Web Services, backup for Web updates
- c. Sandra Soliz, Assistant Vice President for Marketing Communications

All Web updates should be sent to <u>webmaster@stthom.edu</u> to ensure they are received and reviewed.

Design & Branding

The Director of Publications oversees the image and brand of the University. The intent of these guidelines is to maintain a consistent graphic design and editorial brand when referring to the University and its programs online. The official UST colors, graphics, fonts and overall styles and layouts will be used in creating both online content and printed materials.

Logos & Colors

Star Brand: The University logo is for use either on the Web or in print. The logo consists of the University star mark with the University wordmark below or to the right.

Official Seal: The official seal is a device for lending authenticity to official academic documents from the University. The seal is never used for advertising or in Website design.

Official Colors:

The sea and the logo should be produced in the two official PMS (Pantone matching System) colors designed for each other.

The star mark in the University logo is produced in the color PMS 186C (Red) and the wordmark is in Black. The seal is produced in the colors PMS 186C (Red) and PMS 142C (Gold). The images may appear in their one-color form in Black or other appropriate one-color treatment.

Template Element	PMS	HEX/HTML	RGB
RED	186C	#FF0000	255,0,0
GOLD	142	#F2BF49	242,191,73

Official University Colors

Departmental / Program Logos:

Athletic logo: The Celt Lion logo is used for the University's Athletic Department and University-sanctioned sports activities and organizations. This logo is reserved for the Athletic Department's use.

Content

Writing for the Web is more like direct marketing or magazine journalism than traditional print journalism or academic writing. Web Users scan for important keywords. If the content looks relevant to them, they will read it.

Basic principles for Web writing:

- Short sentences (15 words or less); break up long sentences into one major thought followed by bulleted brief phrases.
 - Example:

Our goal for our events is to strengthen the bond between alumni and the University, strengthen bonds between fellow alumni and keep all alumni up-to-date on the University's current events.

Rewrite:

Our events bring everyone closer together by:

- Strengthening the bond between the alumni and the University
- Increasing networking between fellow alumni
- Keeping the alumni up-to-date on the University's activities

Short paragraphs (1-3 sentences); no more than six consecutive lines without an indentation or paragraph break

- 1. Use subheads
- 2. Use active words, not labels
- 3. Use words that the readers use: If you are writing about online programs, the correct term would be "online degree program" not "distance learning."
- 4. Use of the second person "you" is permissible and preferable

UST Student Organizations, Groups, and Programs

Only UST student organizations, groups and programs that have gone through the formal recognition process conducted by the Office of Student Affairs may have new Web pages or Website sections created for them. Third party organizations, groups and programs that have not successfully gone through the entire formal recognition process are not permitted to host web sites or Web pages on the stthom.edu domain. However, such entities can be linked to as resources and for reference purposes.

Finding Our Website on Search Engines

A primary method for finding universities involves searching on Google, Yahoo or a variety of other search engines on the Web. Keywords are the words people use in their everyday language to search on the Web.

The writing and editing of any main content should consider the keywords. UST has a tracking system through WebTrends that has the capability to track keywords. The Office of Marketing Communications will continually monitor content of the UST Website to update and optimize the site for search engines.

Text Formatting

Graphics standards for typefaces have been established for readability. These standards have developed over decades in the print and advertising industries and have been modified for Web usage. General rules for readability are:

- Body text is 10 or 12 point. Sans serif is easier to read (i.e. Arial, Verdana, Tahoma. Not Times Roman).
- Acceptable formats for headings are 2-point sizes larger than body text, bold or both.
- Upper and lower case is the only acceptable format for body text.
- Body text is black or a standard color matching the web page design elements (such as gray or brown).

Specific Standards:

Alignment: All text is to be left-justified. This includes headings for page titles, page sections and pages that contain images.

Headers: All headers will be formatted using the standard "Heading 2" setting with the

Links: All link font colors will default to #FF0000 (RGB: 255,0,0). Text used as a link should also be informative for Search Engine Optimization and usability purposes. See the example below:

- Unacceptable Click here to read the student handbook. (never use "click here")
- Acceptable <u>The student handbook can be read here</u>
- Acceptable The student handbook can be read here
- Acceptable <u>Student Handbook</u>

Bolding: Bolding is limited to the Web style sheet and should be designated for headlines or subheadings. Keywords highlighted within text will be set as active links for search engine optimization.

There are two main heading styles currently defined:

- 1. "Heading 1" is used to display the title from the content block when set to "on" when the page is created. It is 13pt and bold.
- 2. "Heading 2" is the standard size used for all sections/sub sections and is 11pt/bold.

Bolding non-header text in the body of the Web page is to be used for emphasis only and should not be applied to large paragraphs of text content.

Italicizing: Italicizing is to be used only for book titles, newspapers or other publications.

• **Capitalizing**: No words should be written in ALL CAPS. Research has shown that ALL CAPS **reduces** readability significantly and can be interpreted as "shouting on the Internet."

Font Color: Font color is not to be changed, with the exception of headers and links, which will automatically change to default colors when created.

Use of Tables

Tables of data should be submitted in a Microsoft Excel format. Table headers and sections titles are bolded and are placed on a light gray (#CCC) background.

Example:

2011 Men's Soccer Schedule

Date	Day	Opponent	Location	Time
September				
9/3	Sat.	Texas A&M International	Houston, TX	L 3-0
9/10	Sat.	at William Carey	Hattiesburg, MS	L 5-1
9/16	Fri	UT-Brownsville	Houston, TX	L 2-1
9/17	Sat.	UT-Brownsville vs Oklahoma Christian	Houston, TX	T 0-0
9/18	Sun.	Oklahoma Christian	Houston, TX	T 0-0
9/22	Thurs.	at UT-Brownsville	Brownsville, TX	L 4-0
9/24	Sat.	at Our Lady of the Lake	San Antonio,TX	L 2-1
9/29	Thurs.	at Northwood University	Cedar Hill, TX	W 2-0
October				
10/1	Sat.	at LSU Shreveport	Shreveport, LA	W 4-2
10/6	Thurs.	at Houston Tillotson College	Austin, TX	7 p.m.
10/8	Sat.	at Southwest Assemblies of God	Waxahachie, TX	3 p.m.
10/13	Thurs.	University of th Southwest	Houston, TX	7 p.m.
10/15	Sat	Texas Wesleyan University	Houston, TX	3 p.m.
10/20	Thurs.	Texas College	Houston, TX	7 p.m.
10/22	Sat	Bacone College	Houston, TX	6 p.m.
10/27	Thurs.	at UH-Victoria	Victoria, TX	7 p.m.
10/29	Sat.	Wiley College	Houston, TX	6 p.m.
November				
3/5		Red River Conference Tournament	TBD	TBD

Use of Lists

Unordered lists (bulleted lists) and ordered lists (numbered lists) can be submitted using Word documents or embedded in Outlook emails but should be formatted using their respective formatting buttons in both programs.

• For bullet lists use:

1. For numbered lists use:

Use of Images (Photos & Graphics)

Images Copyright / Ownership:

Special care MUST be taken with regard to the use of graphics and photographs both on the St. Thomas website and in print communication. All graphics used must meet one of these three criteria:

- 1. The image and all of its parts were originally created by St. Thomas staff or under contract with St. Thomas and are therefore the property of the University.
- Written permission from the owner of the image has been granted for its use. This permission must also specify the extent to which its use is allowed. This documentation must be kept on file in the Office of Marketing Communications.
- 3. The image in question is royalty free or public domain. Documentation for this status must be kept on file in the Office of Publications.

Standard Photo Conventions & Photo Sizes:

To maintain the consistent look and brand of the site, photos on standard content pages are required to adhere to one of four standard sizes. Parties wishing to create their own images will be responsible for editing their own photos with the software required (Adobe Photoshop, Fireworks, etc.) or contact the Office of Marketing Communications to assist with proper image editing.

- All photos inside the center content block column on a UST Web page appear as one of following standard sizes:
 - o Thumbnails
 - 60x60 pixels [Example]
 - Square/Rectangular:
 - Square: 100x100 pixels, 175x175 pixels[Example]
 - Horizontal: 150x200 pixels[Example]
 - Vertical: 200x150 pixels [Example]
 - o E-Newsletters designs also utilize the same standards.

All photos should also use the following html properties: Border = 0, Hspace = 10, Vspace = 5

Photo Placeholders:

A placeholder avatar will be used for individuals without a photo.

Standard Graphics Conventions & Graphics Sizes:

The Office of Marketing Communications has adopted a "free-form" graphic dimensions standard. This allows ample consideration for embedding non-photographed graphics, such as company logos that may be various heights and widths and cannot contain additional graphical elements due to trademark infringement and alteration or hindrance in conveying the graphic's visual message.

- All graphics must be 460 pixels in width or less to avoid Web page template breaking
- All graphics must be approved by the Office of Marketing Communications prior to being placed on the website

Standard Image Placement:

Orienting the images to the text has also been established in a stylized manner. The primary image on the page should be aligned to the right. Additional images should alternate between alignment on the left and right sides of the page. Deviations may be requested through the Marketing Communications department.

All images should contain a descriptive "alt tag" to ensure accessibility.

Image Slideshows:

UST image slideshows and galleries are created, implemented and managed using Google Picasa.

- Slideshows will be centered on the Web page.
- Each slideshow will have a maximum of 60 pictures.
- One embedded slideshow is allowed per Web page.
- Each department may have a maximum of three slideshows on their section of the UST Website.
- All embedded slideshows must have a title above the slideshow as well as a description of the slideshow above or below it.
 - View Example

Picasa slideshows are not meant to act as permanent photography archives and will be removed after 60 days.

- Picasa Getting Started Guide
- Ordering Photo Prints from Picasa
- Downloading Photos from Picasa

Contact the Office of Marketing Communications about having a slideshow placed on a UST Web page.

Embedded Social Media Widgets

With the advent of social media networking, the need and desire to display connections to social media accounts has grown. Embedded social media widgets allow UST Web pages to display the University's, and its corresponding offices and departments', active presence on social media platforms like Twitter.com.

Twitter Widget

All embedded UST Twitter widgets must use the following styling code when embedded on a UST Web page.

```
<script charset="utf-8"
                                                              height: 300,
                                                                                                                            }
src="http://widgets.twimg.com/j/2/widget.js">
                                                              theme: {
                                                                                                                            },
</script>
                                                               shell: {
                                                                                                                            features: {
                                                                background: 'transparent',
                                                                                                                             scrollbar: true,
<script>
new TWTR.Widget({
                                                                color: '#000000'
                                                                                                                             loop: false,
version: 2,
                                                               },
                                                                                                                             live: false,
                                                               tweets: {
                                                                                                                             behavior: 'all'
type: 'profile',
                                                                background: 'transparent',
rpp: 10,
                                                                 color: '#000000',
interval: 30000,
                                                                                                                          }).render().setUser('celtcareers').start();
                                                                 links: '#ff0000'
width: 'auto',
                                                                                                                           </script>
```

To use this code, change the **Twitter Account Name** in the code above to the Twitter account that needs to be embedded.

Note: Alterations to any of the above widget codes may be made by the Office of Marketing Communications to ensure design consistency with additional Web templates the University may implement.

Use of Rich Media

Use of Video:

All videos must be approved by the Office of Marketing Communications prior to being made viewable on the UST domain. All videos must be uploaded to UST's Official YouTube account and adhere to the <u>Social Media Guidelines</u> regarding YouTube videos.

Videos can be posted to UST Web page in one of two ways:

- 1. Embedded YouTube video.
 - a. Video dimensions will be Width =420px (or less) by Height = 315px
 - b. Embedded videos will be centered on the page.
 - c. No more than one video may be embedded on a single UST Web page.
 - d. All embedded videos must have and accompanying title above the video and description below the video.
 - e. A department may not have more than five total videos embedded throughout their section of the UST website.
 - f. Embedded videos must not auto play when the Web page loads.
 - i. View example

If you have more than three videos you need to list on a single Web page, the following method for posting video should be implemented.

2. Link to a YouTube video

- a. Example: Table UST's Admissions Video
- b. Video links to other websites must open in new windows.

Use of Animation and Flash Media:

The use of animation via animated GIFs, flash applications or other animation technologies should be used sparingly and must be used in a manner consistent with the template and message delivered with the content. All animations must be approved through Marketing Communications.

Web-based apps and embedded flash movies should be linked with text. When the text link is clicked, it should open in a new window or pop-up window. There should also a note along with the link that warns users that the link leads to a Web page with audio that auto plays upon the Web page loading.

• Example: View flash-based game

*Link opens a window that plays sound.

Contact the Office of Marketing Communications about having a video or flash app placed on a UST Web page.

Use of Universal Audio & Video Icons:

When linking rich media, the following icons can be implemented:

PDFs: 1 [example]Flash: [example]

Site Navigation

Limits on Links in Left Navigation Panel:

All pages will have no more than seven (7) links on the left-hand navigation panel. (See figure to the left.) Links will not be more than 45 characters in length.

Linking to External Resources:

External links: Any link that connects to an external resource (e.g. Google.com) must be formatted so it will open in a new window.

Formatting a link to open in a new window can usually be accomplished by setting the "target" property to equal "blank."

Problems that May Adversely Affect Template Layout:

Tables, images and long URLs (links) that do not normally fit within the prescribed content area may cause the template to stretch beyond the designed limits and cause the page to display incorrectly. All tables and images must be less than 465 pixels in width. All pages should be previewed and checked for overall layout prior to using the "Save and Approve" command.

UST Centers for Excellence Templates

UST has implemented separate Web templates for each of its Centers for Excellence. Each Center will inherit all of the Web guidelines on pages 1-9 of this document and adhere to the compliance notice at the end of this document.

Additional Guidelines for Each Center

Each UST Center for Excellence follows the same layout and structure, with the primary differences being colors used throughout each Center template. The charts below outline the color guidelines for various components of each Center for Excellence.

Template Element	Center for Faith & Culture	Center for Irish Studies	Center for Int'l Studies	Center for Business Ethics	Center for Faculty Excellence	Center for Thomistic Studies		
Navigation & Headers Font Face	Adobe Garamond Semi Bold	Adobe Garamond Semi Bold	Adobe Garamond Semi Bold	Adobe Garamond Semi Bold	Adobe Garamond Semi Bold	Adobe Garamond Semi Bold		
Body Font Face	Times New Roman	Times New Roman	Times New Roman	Times New Roman	Times New Roman	Times New Roman		
Standard Template Colors								
call-out headers, table borders	#FFF4DD	#004334	#247ea3	#656f8a				
backgrounds, tables	#7E7967	#7E7968	#7E7969	#7E7970	#7E7971	#7E7972		
backgrounds	#FFFFFF, #e0d9c3	#FFFFF	#FFFFF	#FFFFFF	#FFFFFF	#FFFFFF		
borders	#87826F	#87826F	#87826F	#87826F	#87826F	#87826F		
Fonts & Links								
Font Color	#5F5E5E	#5F5E5E	#5F5E5E	#5F5E5E	#5F5E5E	#5F5E5E		
Accent Colors	#FFF4DD, #7E7967, #FFFFFF, #87826F, #e0d9c3	#FFF4DD, #7E7967, #FFFFFF, #87826F, #e0d9c3, #006f56	#FFF4DD, #7E7967, #FFFFFF, #87826F, #e0d9c3, #247ea3	#FFF4DD, #7E7967, #FFFFFF, #87826F, #e0d9c3, #656f8a				
Link & Button Color	#7D0909	#44957F	#247ea3	#656f8a				

You can visit each Center by clicking its name above.

Each Center follows the layout of UST's main website with a logo in the top left of every Web page and top and left-hand navigation on every Web page.

Home page slideshow images for each Center must meet the following resolution requirements:

- 651 pixels wide by 328 pixels high (Hi-Res)
- 72 dpi minimum

Compliance

All websites containing official UST-related content are required to adhere to these guidelines regardless of the location of the hosting of the electronic files. All third-party affiliates supporting official UST-related content are required to meet these guidelines as well.

Corrective Action:

Should a section of the official UST-related content be out of compliance, a written request to take corrective action will be sent to the responsible party via email from the VP of Marketing Communications. Corrective action should be performed in a timely manner.

In situations where the appropriate party, for making the changes, cannot be identified or time is a pressing issue, Marketing Communications and/or Web Administration will be empowered to make changes to bring the content into compliance.

Aquifer Access:

UST faculty and staff that have access to make changes to certain sections of the Website must adhere to the <u>Acceptable Use</u> and <u>Acceptable Use Guideline</u> policies as outlined by UST's Office of Information Technology.