

PINT



Web Site Style Guide

University of San Diego



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1 About The Style Guide

This is a guide to graphics and general standards used for implementing www.sandiego.edu. Use of any colors or design elements not specifically mentioned in this guide is not recommended.

If you encounter any design situation not specifically explained in this guide, please direct your questions to your PINT project managers David Sanchez (dsanchez@pint.com) and Catrin Walsh (catrin@pint.com) or 858.270.2086.

1.1 The USD Home Page

The screenshot shows the University of San Diego (USD) website as viewed in Microsoft Internet Explorer. The browser window title is "University of San Diego - Microsoft Internet Explorer". The address bar shows the website URL. The page features a navigation menu with links for "Libraries", "Bookstore", "Find People", "A to Z Index", "Campus Resources", and "Jobs". The main content area is divided into several sections:

- Navigation:** A horizontal menu with tabs for "ABOUT USD", "ADMISSIONS", "ACADEMICS", "NEWS & EVENTS", "ADMINISTRATION", "ATHLETICS", and "GIVING".
- Search:** A search bar with the text "Search USD" and a "GO" button. There is also an "Advanced Search" link.
- Highlights for:** A vertical list of links with small images:
 - Prospective Students:** Find out information about attending University of San Diego.
 - Current Students:** Current students can find USD info here.
 - Alumni, Parents & Friends:** Find out everything you need about USD.
 - Employees:** Get current information related to HR.
 - Visitors:** Find maps, office hours and other visitor info.
- Featured:** A section titled "Faculty Music Recital" with a photo of a pianist. Text includes: "Thursday, October 9, 2003", "Kay Etheridge, piano, with guest Holly Hofmann, flute. Music by Hindemith, Piston, Gershwin, and Sting. Tickets available at the door. \$8, general admission, \$6, students, faculty, staff, and alumni; free to USD students.", "Time: 12:15PM", and "Location: French Parlor, Founders Hall".
- Events:** A list of upcoming events:
 - Visual Arts Faculty Exhibition: Wednesday, September 3, 2003 to Wednesday, October 1, 2003.
 - Selections from the Collection - Works on Paper: Thursday, September 4, 2003 to Wednesday, October 1, 2003.
 - Body Image Awareness Keynote: Tuesday, September 30, 2003.
- News:** A list of news items with dates and brief descriptions:
 - 09.29.03: This is where a major news item would go. You would click on it to get the whole story.
 - 09.25.03: Here is another news story. Don't know what it would say, but here it is right here.
 - 09.15.03: Another important news item will be here.

At the bottom of the page, there is a footer with contact information and a logo for the "University of San Diego Capital Campaign".

2 Logo Usage

2.1 The USD Logo



Colors Used:

logo blue: RGB: 7,75,136 ; HEX: #074B88

logo text: RGB: 0,0,0 ; HEX: #000000

Size - Home Page: W=321 H=69

Size - Sub Page: W=321 H=69

The USD logo appears on the home page at the specified size above and is not clickable. The logo appears on the sub page at the specified size above and is always clickable back to the USD home page.

Please refer to any existing guidelines for further logo usage rules.

3 Color Palette

Below is the color palette used on the USD Web site. The Hex and RGB values appear on top of the color.

#074B88 R: 7 G: 75 B: 136	#83A5C3 R: 131 G: 165 B: 195	#CDDBE7 R: 205 G: 219 B: 231
#000000 R: 0 G: 0 B: 0	#333333 R: 51 G: 51 B: 51	#E5E5E5 R: 229 G: 229 B: 229

Navigation tabs blue: RGB: 7,75,136 ; HEX: #074B88

Highlights for light blue: RGB: 131,165,195 ; HEX: #83A5C3

Lighter blue (also used for secondary nav background): RGB: 205,219,231 ; HEX: #CDDBE7

Light gray feature background: RGB: 229,229,229 ; HEX: #E5E5E5

For an in-depth technical discussion of the color palette, along with some tools to help designers, refer to www.webdesignref.com/examples or www.htmlref.com.

4 Image Setup and Naming Conventions

The USD site uses inline images in many places to add visual interest. Use `.gif` and `.jpg` according to image optimizing standards. For a more in-depth technical discussion of this issue, along with some tools to help designers, refer to www.webdesignref.com.

4.1 Naming Conventions

All image names follow a set naming convention. The capital 'H' means 'home'; these images appear either in the home page or deal with the top-level navigation. This means all images associated with the home page cluster together in the images directory, aiding in site construction and troubleshooting. The `'H_image.gif/jpg'` only appears on the home page, so it gets the 'H' in front of the name. Likewise on sub pages, the `'S_image.gif/jpg'` only appears on the sub pages of the site.

EXAMPLES:

Image Name: H_image.gif/jpg

Location: USD home page

Image Name: S_ or SH_image.gif/jpg

Location: USD sub page

4.1.1 Key to Naming Conventions

Home Page Images:

H_: Image (for example, H_highlightsfor.gif)

HN_: Navigational image (for example, HN_admissions.gif)

HNO_: Navigational on state image (for example, HNO_admissions.gif)

HNR_: Navigational roll-over image (for example, HNR_admissions.gif)

Sub Page Images

S_: Image (for example, S_image.gif)

SH_: Header images (for example, SH_aboutcse.gif)

HN_: Navigational image (for example, HN_admissions.gif)

HNO_: Navigational on state image (for example, HNO_admissions.gif)

HNR_: Navigational roll-over image (for example, HNR_admissions.gif)

Non-page Specific Images:

IMG_: Miscellaneous graphic that can be used throughout the site (for example,

IMG_searchbutton.gif)

4.2 Image Sizes and Treatment

4.2.1 Home Page Images



The H_mainimg_01.jpg on the home page has a specific size which is 438 x 305.



The HFI_featured.jpg on the home page has a specific size which is 103 x 165 with fading effect to white.



The HI_employees.jpg on the home page (different names for the different audiences) has a specific size which is 103 x 50.

4.2.2 Main Sub pages

Each Main section contains two images to create the Main Heading.



The SH_administration_main1.gif has a specific size which is 760 x 50. The image has a blue #83A5C3 on the left and right with white text. Font is Myriad Roman, size 35px. Left-hand blue area is 213 x 50 pixels. Left-hand photo is 105 x 50 pixels and the right hand photo is 359 x 50. Right-hand blue area is 78 x 50 pixels. There is a white 1 pixel line in between each of the photos and at the edge of the blue areas on each side.



The SH_administration_main2.gif has a specific size which is 465 x 100. Left-hand photo is 105 x 100 pixels and the right hand photo is 359 x 100. The white line is 1 pixel and appears to the right of the left-hand photo.

The template contains a table into which each of these images is placed.

Layered source files are provided as templates for each image.

4.2.3 Sub pages

All sub pages within a specific area use the same image heading.



The SH_administration.gif has a specific size which is 760 x 50. The image is all a blue #83A5C3 with white text. Font is Myriad Roman, size 35 px. Left-hand blue area is 213 x 50 pixels, the middle area is 465 x 50 pixels, and the right hand blue area is 78 x 50 pixels. There is a white line in between each of the images and at the edge of the image which is 1 pixel.

Layered source files are provided as templates for each image.

5 Page and Style Specifications

5.1 Page Standards

Background Color: #ffffff

Use descriptive alt-tags in the tags

Font/Text Color: #333333

Link Color: # 074b88

Visited Link Color: # 042d52

Font Family: Arial, Helvetica, Sans-serif (these are controlled by the CSS)

Font Size/standard: -1 / 12pt

Use the <title> tag:

- Pages must have titles that begin with USD

Use the <description> and <keywords> meta tags:

- <meta name="keywords" content="USD, University of San Diego....." lang="en-US" />
- <meta name="description" content="The University of San Diego is a....." lang="en-US" />
- <meta name="copyright" content="....." lang="en-US" />

Borders must be turned off all images (border="0")

No frames

Attributes associated with tags must be enclosed in double quotes

All HTML code should include comment tags for readability, particularly when nested tables are used. This also makes it easier for content updates.

ALL HTML code should be lowercase.

All code should be consistent in case, using all lower case

All special characters (©, ®, ™) are coded correctly in their respective ASCII code

Validate all pages with a Syntax validator.

PDF files should be provided if information requires a certain look and formatting.

All pages should be able to be bookmarked.

Assistance links (bread crumbs) are used on all pages to show the hierarchical path from the home page down to the current page.

The footer (textual links) is always placed at the bottom of a page and mimic the primary navigation links on top of a page (controlled by the includes).

Avoid splash pages

Pop-ups should be used when linking to:

- A file other than an HTML file (PDF, PowerPoint, Flash, video, downloads etc.).
- A Web page on an external Web site.

If the file being linked to is of a format other than HTML (such as .doc, .ppt, .pdf), the following should be provided:

- An icon indicating file format
- File size
- Information about where the user can get the plug in if one is needed and a link to that site.

A customized 404 message page where a clickable site map is returned instead of a generic 404 page.

Keep home page weight below 45KB and sub page weight below 35KB.

5.2 Style Sheets

The USD site uses a global style sheet (common.css) that contains styles that are treated the same way in different browsers as well as two style sheets that account for IE specific (dom.css) rules and Netscape specific (netscape.css) rules. The site also contains styles specific for printing pages (print.css):

```
common.css  
dom.css  
netscape.css  
print.css
```

All CSS files are in the CSS directory of the site and should only be maintained by one individual.

Below is a list of the HTML and CSS code approved for use on the USD site. A depiction of the font style is provided, along with the code snippets used to create that style.

CSS:

Indicate where/how that style is used within the document and name of the text style depicted.

```
/* Subhead for subpages */  
h1 { font-size: 13px; color: #333333; margin-top: 0px; margin-bottom: 4px; }
```

HTML:

```
<h1>Mission & Goals</h1>
```

BROWSER RENDERING:

Mission & Goals

(For a more in-depth technical discussion of this issue, look at www.htmlref.com.)

Coding HTML carefully and properly goes a long way toward making sure the pages look the same in every browser. Unfortunately, this still does not guarantee that they will either. For this reason, it is important to view the pages in different browsers to make sure none have problems displaying the pages properly.

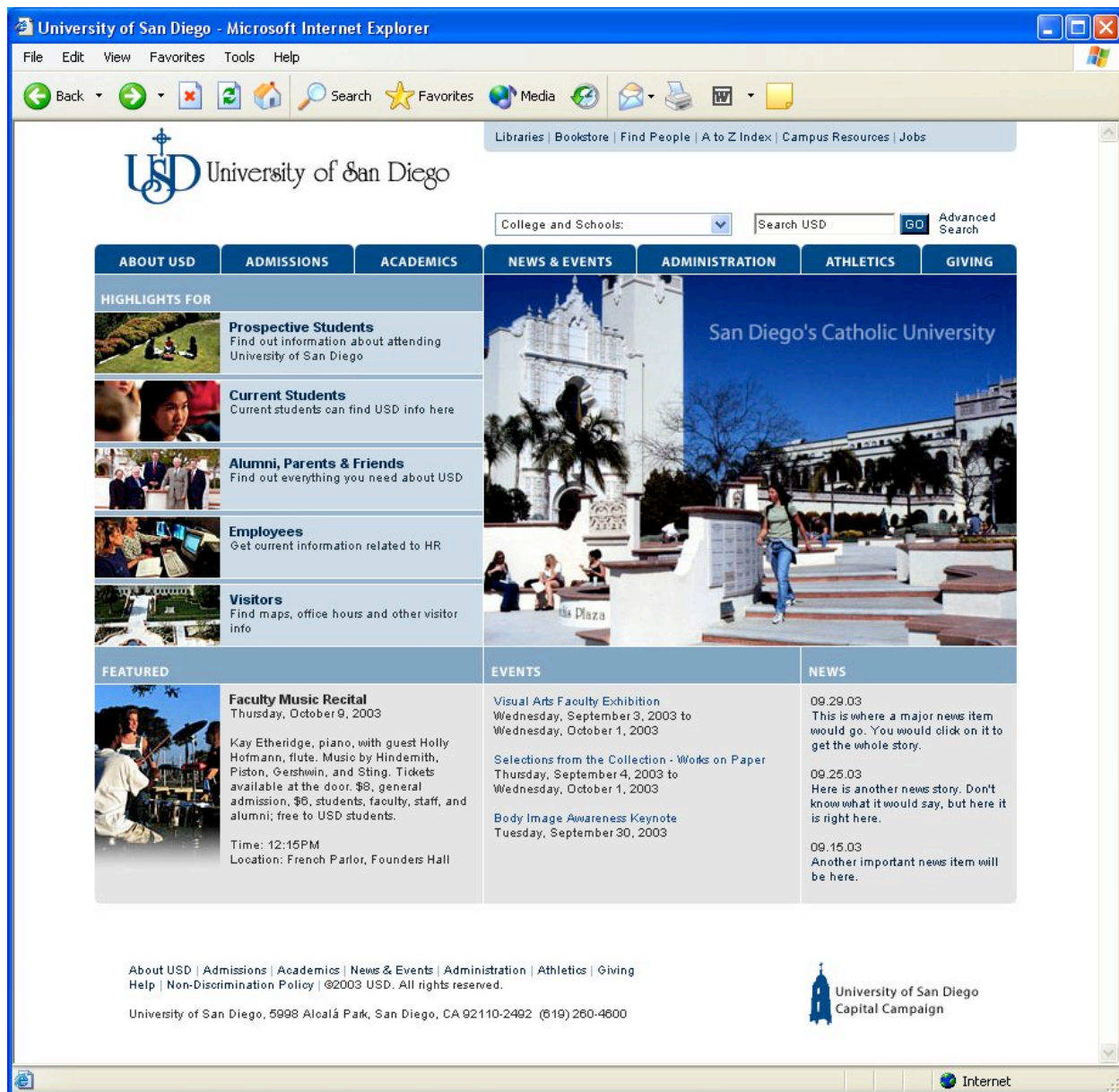
Make sure all pages are validated with a syntax checker to confirm that there are no mistakes in the code.

6 Template Specification

The templates are designed to be an independent skeletal structure into which content can be imported. The templates use comments that denote specific content areas. The purpose of the templates is to keep consistency across the site. Therefore, we recommend the templates should not be changed.

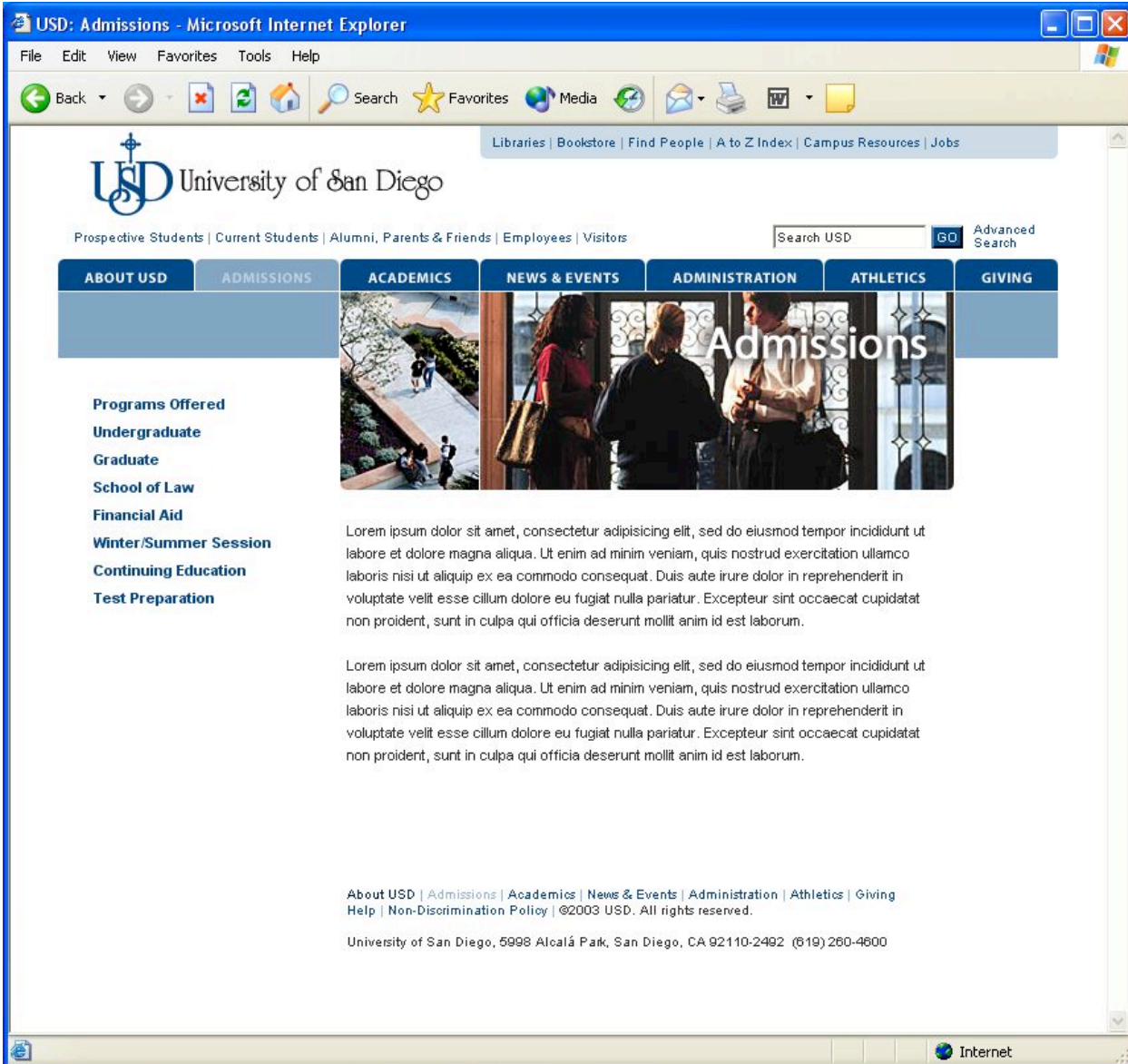
Below are graphical representations of the home page and the sub page templates. Coded templates for each of these pages are kept by the Webmaster.

6.1 Home Page (index.php)



6.2 Main Sub Page – Admissions

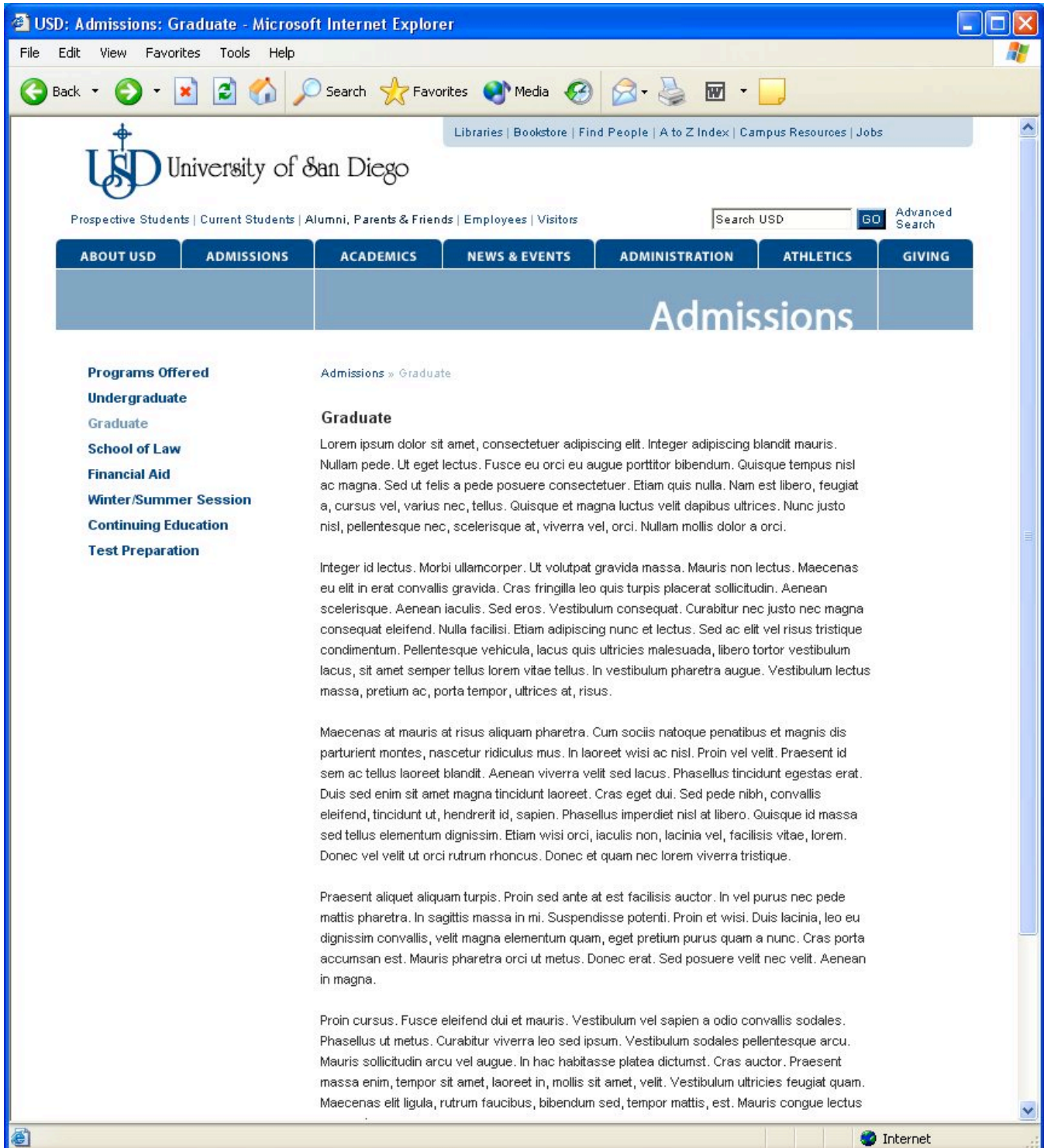
(admissions/main_template.php)



Each main section (About USD, Admissions, Academics, News & Events, Administration, Athletics, and Giving) will have a main_template.php file.

The maximum width for the content area is 455px. If a table is inserted in the content area, cellspacing and cellpadding must also be taken into account. For example, `<table width="455" cellpadding="5" ... >` will push the table too wide.

6.3 Sub Page (admissions/subpage_template.php)



Each main section (About USD, Admissions, Academics, News & Events, Administration, Athletics, and Giving) will have a subpage_template.php file.

The maximum width for the content area is 455px. If a table is inserted in the content area, cellspacing and cellpadding must also be taken into account. For example, `<table width="455" cellpadding="5" ... >` will push the table too wide.

6.4 Header, Footer, and Sub Navigation Display Files (Include Files)

(/include/display/header.php, /include/display/footer.php, /include/display/subnav.php)

NOTE: These files should only be modified by individuals who know HTML and are familiar with XML.

One header.php, footer.php and subnav.php control the whole site. These files should only be modified if a new Main section is added to the site.

header.php controls:



footer.php controls:



subnav.php controls:



6.5 Subpage Navigation Files

(news/subnav.xml)

NOTE: These files should only be modified by individuals who know HTML and are familiar with XML.

Each main section (About USD, Admissions, Academics, News & Events, Administration, Athletics, and Giving) will have a subnav.xml file. This XML file controls the sub navigation items for every section. Here is the file for the current news section:

```
<?xml version="1.0"?>
<!DOCTYPE navigation
[
    <!ENTITY class "tertnav">
    <!ENTITY basePath "/news">
]>
<navigation section="news">
    <navitem id="news"
        label="News"
        link="&basePath;/news.php"
        class="&class;" />
```

```
<navitem id="presskit"
  label="Press Kit"
  link="&basePath;/presskit.php"
  class="&class;" />
<navitem id="eventcalendar"
  label="Event Calendar"
  link="&basePath;/eventcalendar.php"
  class="&class;" />
<navitem id="academiccalendar"
  label="Academic Calendar"
  link="&basePath;/academiccalendar.php"
  class="&class;" />
<navitem id="eventscheduling"
  label="Event Scheduling"
  link="&basePath;/eventscheduling.php"
  class="&class;" />
</navigation>
```

To add a new page within the news section you will need to add the following:

```
<navitem id="newpage"
  label="New Page"
  link="&basePath;/newpage.php"
  class="&class;" />
```

When adding the above code to the file (before the </navigation> tag), a link will be created on each page that uses this XML file on the News section. The link order can be changed by placing the above code in between other navigation links. Make sure the name of your new file is specified in the following line: link="&basePath;/newpage.php". The rest of the file should not be modified as it might disrupt the rest of this section. If you are adding a new page to one of the top three levels you will also need to add a link to the "pull down" menus. The "pull down" menus are controlled by a central JavaScript file.

7 Checklists

7.1 XHTML Checklist

- ⊖ Template was not altered and all coding specs were used
- ⊖ All Web pages begin with a <!DOCTYPE> (in uppercase) declaration to indicate the particular version of markup being employed in a page
- ⊖ All tags are closed
- ⊖ Comment tags were used to note new content areas and table structures
- ⊖ Used approved USD color palette
- ⊖ Used approved Font faces
- ⊖ Font color: #333333
- ⊖ Images have Width, Height, Border, and Alt Attributes specified
- ⊖ Attributes enclosed in double quotes
- ⊖ Image Format: .gif or .jpg
- ⊖ Image Referencing: /images/
- ⊖ HTML code is written in lowercase
- ⊖ File names are lowercase and alphanumeric characters only
- ⊖ Proper ASCII values used for special characters. Test commonly used character entities across several browsers and versions.
- ⊖ Links coded correctly
- ⊖ All CSS files are located in the central styles directory
- ⊖ All image files are located in the central image directory
- ⊖ All scripts are located in the central script directory
- ⊖ All PDF files are located in the central PDF directory
- ⊖ The id attribute is consistently used for a unique tag while the class attribute is used for many tags.
- ⊖ If styles have been modified update CSS directory
- ⊖ Document spell checked
- ⊖ Document validated

7.2 Design Checklist

- ⊖ USD font used for graphical text
- ⊖ Images optimized for .gif or .jpg with a small file size (eg. 20-40k)
- ⊖ Copy written in a simple, friendly tone
- ⊖ Photoshop 5 or above used to maintain proper graphical effects and image optimization
- ⊖ Supplied color palettes used for design
- ⊖ Specs for logo design and sizing used
- ⊖ Look and feel is kept consistent throughout the site
- ⊖ Correct template is used