Web Style Guide

(Addendum to the Berry College Style Guide)

These guidelines pertain to all official sections of the Berry College public Web site, www.berry.edu, *including linked schools and/or departments with third-level domains.*

This document has been developed with the objective of standardizing and optimizing the look and feel of the Berry College public Web site while positioning it for the use of future Web technologies. This guide was developed as an addendum to the Berry College style guide that can be found at www.berry.edu/web. These documents are complimentary and can be used together. For questions about this document, or if assistance is needed in setting up Web pages per these guidelines, please contact webmanager@berry.edu.

Page Setup

- The use of standard Berry College templates is REQUIRED when creating pages on the Berry College public Web site. These templates are made up of a basic HTML file, JavaScript references, multiple include statements and a group of Cascading Style Sheets (CSS). Each department subdirectory includes a folder named "bcconfig" containing the template files for that area. The file used to create all other pages is named "master.asp". It should be duplicated (copy and paste) and renamed as needed. **ALL FILES MUST BE NAMED WITH THE .ASP EXTENSION (not .htm or .html) SO THAT THE SITE HEADER AND NAVIGATION WILL WORK.**

- All template files including the left hand navigation are created and maintained by E-communication Services (ES). Change requests relating to the template should be sent to webmanager@berry.edu. When viewing the source (html) of a Berry template file, notice that lines are included such as <!--#include virtual="/folder/file.html" -->. These lines are used to insert the header and/or left-side navigation into the page and **MUST NOT BE CHANGED OR DELETED.** *Note: When editing pages in Dreamweaver, the header and/or left-side navigation may appear with broken image links or loss of formatting. They will, however, display appropriately on the final document. Sample text has been placed on the templates at the content insertion points.*

- The Berry College templates make excessive use of CSS. The templates and all pages derived from the templates include code referring to global style sheets. The tags looks similar to <link rel="stylesheet" href="/css/berry.css" type="text/css"> and **MUST NOT BE REMOVED FROM THE PAGE.** The CSS file predefines the font, font size, colors and properties for many areas of the page. This way, text and other page elements will have a consistent look throughout the Web site. If text is used without applying the CSS style to it, the font must be specified as "Verdana, Arial, Helvetica, sans-serif.

- Proper file management is a necessity. Each school or department will be given secure ftp access to a folder under the main Web root for publishing files. In addition to the existing "bcconfig" subdirectory, there should be at minimum a subdirectory created and named "images" where all graphics are stored.

- The first page referenced within this department-level folder is the school/department home page and must be named "index.asp." All subsequent pages can be named as needed, but must use the .asp extension for the templates to properly render. File and folder names should NEVER include spaces or special

characters. It is also suggested that additional subfolders be created as needed to organize content.

- Hyperlinks to external resources or commercial Web sites should only be included when they directly benefit a constituent group in their dealings with Berry College. These links must always open in a new window (target=_blank).

DO NOT

- include "Page Last Updated" lines in page footers or elsewhere on the page
- include "Page Best Viewed With" statements referring to specific browser types
- develop pages using server side scripting other than asp
- include visible counters on any page (page statistics are available via Google Analytics which can be provided by ES)
- use animated graphics unless specifically approved by ES
- use fonts and colors outside the Berry College Style Guide unless approved by ES

Graphics & Design

- The use of the Berry College wordmark found at www.berry.edu/pr is approved for immediate use on official Berry pages. **The use of the college seal is limited and should first be approved by the Office of Public Relations.** If custom or resized graphics, layout or scripting is required contact ES for assistance.

- Graphics must be optimized in Gif or Jpeg format. They should be saved in RGB mode at 72dpi and should not be larger than 30k. Images that adversely affect the load time of a page will be re-optimized or removed. The total file size per HTML page including all graphics should not exceed 100k.

- All pages should be designed with basic Accessibility Features (alt tags, intuitive hyperlink descriptions, no frames) to accommodate alternative browsing devices.

- Pages should display properly using a 1024 pixel by 768 pixel screen resolution with no horizontal scrolling. Pages **MUST** display appropriately in all 4.0 or higher browsers.

Content

The objectives and purpose for actively maintaining content on the Berry public website is described in the Berry College Web Policy.

All information published to the Berry public Web site is required to be accurate and timely. Content that is out-of-date or no longer relevant should be immediately removed. Every effort should be made by department posters to perform **monthly** updates at minimum.

All parties posting to the official Berry College public Web site must agree to follow the Web Policy document in conjunction with the Web Style Guide Addendum.

Page Level Detail – Note: All pages are required to use approved templates

College Home Page (1st level)

This page is the main entrance of the official Berry College public Web site. This page has the most exposure to the public, and content may extend across departmental/office lines. The Office of Public Relations/E-communication Services, therefore, maintains this page.

- E-communication also determines the navigation structure for the home page.

Main Entrance Pages (2nd level)

These pages act as ports into major areas of the Web site and are accessed via the main left-side navigation links on the home page and other second-level pages. Various departments maintain these pages. They include:

- Informational pages about Berry (maintained by PR)
- Academics main page (maintained by PR with guidance from Web Advisory Committee members)
- Admissions and Aid main page (maintained by Enrollment Management)
- Advancement main page (maintained by Advancement)
- The Faculty/Staff Directory (maintained ES)
- News/Events main page (maintained by PR)
- Athletics (maintained by Sports Information Director)
- Student Work (maintained by Student Work Office)
- Service Opportunities (maintained By ES)
- The President's Office main page (maintained by the President's Office)
- Student Life main page (maintained by Student Affairs)

School/Administrative Office/Site Map Main Pages

All main entry pages into a school or administrative office area of the Web site that are not mentioned under the Main Entrance Pages section above are considered third-level pages and must use Berry templates and follow Web Style Guidelines and Policies.