

# Ursinus Web Style Guide

This new Ursinus College web site is for the quick dissemination of information to potential students, current students, parents, faculty and staff, and the community.

The new website uses a CSS (cascading style sheet) under no circumstances will you apply fonts or sizes to text. If you need to emphasize important text in content use bold.

**Please note that if you copy and paste from word this is not correct. You will need to copy and paste into notepad then copy into the wysiwyg editor.**

## Header Tags, applied in html section of WYSIWYG editor

<h1> H1 Header</h1> **H1 HEADING – THIS IS ONLY ON PAGE TITLE, ONE TIME, AT TOP**

<h2> H2 Header</h2> **H2 HEADING – SECONDARY LEVEL HEADINGS**

<h3> H3 Header</h3> **H3 HEADING –**

## These features you can use in the wysiwyg buttons

- UnOrdered List
- Item 2
- Item 3

1. Ordered List
2. Item 2
3. Item 3

This feature you need to follow the directions

### Definition list - Defined Term 1

Definition

### Defined Term 2

Definition 2

### Defined Term 3

definition 3

**\*Menu - one level fly-outs only**

**Horizontal rules are not allowed**

**Use outlined tables for a means to specify tabular data**

**Directions:**

## Listings and Directories

Standardized format consistent on all pages

Directories use a 2 column table

CSS Style: UCDirectoryInfo

Name in bold (use B button on toolbar), Alphabetical order, Academic or Administrative Head listed first  
Title on same line,

Location, email address

Each line separated by a <br> tag which is shift enter

Directory pages headshot photos: 56 X 75 px

Example (styling does not match Web site styles):

### **April Kontostathis, Ph.D.**

Assistant Professor of Mathematics and  
Computer Science

Ph.D., Lehigh University

M.A., Duke University

B.A., Bloomsburg

Bomberger Hall 213

[akontostathis@ursinus.edu](mailto:akontostathis@ursinus.edu)

### **Victoria Waskiewicz**

Multimedia Instructional Technologist

Myrin Library - Room 307D

610-409-3000 x2678

[vwaskiewicz@ursinus.edu](mailto:vwaskiewicz@ursinus.edu)



## Staff Profiles

Staff Profiles include Directory information plus a short profile of each person. The profile text is the last item, separated by a <br> (Shift+Enter).

CSS Style: UCDirectoryInfo

Profile pages headshot photos: size TBD

Example:

### **Dr. Lindsay A. Rhodenbaugh**

Senior Vice President for College Relations  
610-409-3592

[lrhodenbaugh@ursinus.edu](mailto:lrhodenbaugh@ursinus.edu)

Dr. Lindsay A. Rhodenbaugh Senior Vice President for College Relations, joined the staff in August 2007. He came to Ursinus from Carthage College in Kenosha, Wisconsin where he served as Associate Vice President for College Relations. He previously held vice presidencies at Concordia College in Moorhead, Minn. and Thiel College in Greenville, Pa. A magna cum laude graduate of Augustana College, Rock Island, Ill., Lindsay also earned a M. Div. degree from the Lutheran Theological Seminary in Gettysburg, Pennsylvania and a D. Min. degree from the Lutheran School of Theology at Chicago. Lindsay has championed, and helped found, ministries to the homeless and disadvantaged. For many years he and his wife, Tami, have been active in their community and church, working with young people. The couple have two adult children. Lindsay's areas of responsibility at Ursinus include major and planned giving and overseeing the Development and Alumni Relations offices.



**Size to be  
determined**

### **Photo Sizes**

Homepage main photo or slideshow: 441 X 225.px

Homepage feature area photos (4 thumbnails at bottom): 135 X 98 px

Homepage spotlight photo: 215 X 225 px

Second Level Landing Page Marquee Header photo: 622 x 185 px.

Callout Image (3<sup>rd</sup> col "Back to School"): 174 X 109

Third Level photos should be placed in context to the article and sized accordingly in the center column or belong in a callout or slideshow

Fourth Level and beyond photos should be placed in context to the article and sized accordingly in the center column or belong in a callout or slideshow

Directory pages headshot photos: 56 X 75 px

Profile pages headshot photos: size TBD

**IMAGE TEMPLATES** – See image templates in share point

These are sized appropriately, so you can simply drag a photo into the template, place according to how you want to crop, and then export it as the name of the image you want. The five different images are:

### **Callout Image Template**

**Description:** This is for those little side boxes that can fit into the third column of the site. Back to School is the sample. **Dimensions (pixels):** 164 X 104 (*The width cannot exceed 165, but the height can be more than 104*)

### Homepage Feature Area Template

**Description:** This is for the four feature areas on the homepage. The samples are UC Plan, Common Experience, Arts and Culture, etc. **Dimensions (pixels):** 135 X 98

### Homepage Slideshow Template

**Description:** This is the slideshow on the left-hand side. There is currently one image (Ursinus College)  
**Dimensions (pixels):** 441 X 225

### Second Level Landing Page Main Image Template

**Description:** This is for the image that will show up on the main second-level pages (Admissions, Academics, About, etc.)**Dimensions (pixels):** 622 X 185

### Spotlight Template

**Description:** This is the spotlight that appears on the homepage. The image is currently a goofy looking towheaded boy playing football. **Dimensions (pixels):** 215 X 225

## Colors

Colors were determined using Color Picker tools – I will verify values that are contained in the stylesheet at a later date (EMO).

Description	HTML Value	Verified in CSS
Left Nav Background Light Gray	EEEEEE	
Callout Background Gray	E0E0E0	
UCTableWithBorders th background	E0E0E0	
Menu Red	9F253E	
Menu Dark Red (hover)	6D0129	
<h1> Blue	2370A3	3/7/08
<h2>	Black	3/7/08
Callout Dark Gray	535457	
Ursinus Red (UC logo)	891E35	
Page Background Very Dark Gray	3D3D3D	
Search Box Gray	CCCCCC	

## Anchors within a page (<a name="something"> anchor tags)

Also called:

- Destination Anchors
- Jump-to link
- Bookmark (FrontPage)
- Named anchor (Dreamweaver)

### Approved method

Use an id attribute with any other tag

Link to Overview

```
<a href="#Overview">Overview</a>
```

Overview Destination Anchor

```
<h2 id="Overview">Overview</h2>
```

The h2 tag is just an example; use the tag that is appropriate for your content.

### Normal method

Creating a Destination Anchor

Link to Overview

```
<a href="#Overview">Overview</a>
```

Overview Destination Anchor

```
<h2 > <a name="Overview">Overview<a > </h2>
```

### Why?

When using <a name=" Overview">, "Overview" will display in the same style as a normal hyperlink. This can be confusing to visitors because they will expect that clicking on "Overview" will take them to another destination or web page. Using an id attributer increases usability and renders the Destination Anchor in the correct style.

Tested in IE7 and Firefox 2.0

## Back to Top Links

Place this code at the top of the page

```
<a name="Top"></a>
```

Paste this code where a Back to Top link is needed

```
<p class="UCBackToTop"><a href="#Top">Back to Top</a></p>
```

## Slideshows with Fade Transition

The standard BBNC slideshow uses an abrupt transition between photos. An alternative slideshow that uses a fade transition is available for use. This type of slideshow requires the use of a “Formatted Text and Image” part with custom iframe code on the BBNC site. The actual slideshow page will be on <http://info.ursinus.edu/resources> in the slideshows folder, which can be accessed using Expression Web or FrontPage. (this may be changed to a share –ursinus - emo )

### Configuring the slideshow page

Use FrontPage or Expression Web to connect to <http://info.ursinus.edu/resources>

Copy the appropriate template (need to create additional templates –emo) and rename your copy.

The template will appear to be blank in Design View because the slideshow page uses JavaScript to display the images. Switch to Code View to make your edits. If you are satisfied with the default transition speed and photo display times, all you’ll need to change is are the image references. The image references are near the bottom of the page and look like this:

```
// list of images to display
var A_ITEMS = [
    'images/ss/homepageslideA.jpg',
    'images/ss/homepageslideB.jpg',
    'images/ss/homepageslideC.jpg',
    'images/ss/homepageslideD.jpg'
];
```

Change the relative path ('images/ss/homepageslideA.jpg') to match you image location and file name. You can increase or reduce the number of images. If you add images, make sure you include a comma at the end of each line, except the last one.

It is suggested that you retain the default parameter values, but they can be adjusted in the “configuration structure” section. The exception to this is the “alt text for the image” parameter. It should be changed to describe the group of photos included in the slideshow. The width and height parameters may have to be changed if you are not using one of the templates.

Note: This file does not include the JavaScript that actually runs the slideshow, but merely contains a reference to it. If you create folders to store your slideshow, you will need to adjust the relative path to tFader.js in order for the slideshow to execute. Find:

```
<script language="JavaScript" src="javascript/tFader.js"></script>
```

and edit the path in the scr attribute.

### **Configuring the BBNC page**

After you get the slideshow working OK, you can copy the "Shared-iframe for Slideshow" part to insert on your page. Or you can create a new part and paste:

```
<iframe name=FRAMENAME src="http://info.ursinus.edu/resources/IT/homepageslides.htm"  
frameBorder=0 width=441 scrolling=no height=225></iframe>
```

into it. Either way, you will have to change the scr attribute and the width & height to match your file & images.