University Web Site Style Guide

NCCU ITS Web Services

University Web Site Style Guide for NCCU Web Liaisons.

2/22/2009
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Purpose of Style Guide:
The purpose of this style guide is to define select issues regarding the appropriateness of content and design. This design will be approved/disapproved by NCCU ITS Web Services. The university recognizes the value of the World Wide Web (WWW) as an effective information resource for all university constituents, including but not limited to current and prospective students, faculty, staff, alumni, and the general public for communication, education, research, and scholarship, it is further recognized that documents contained on it are a reflection on the creator(s) and the institution as a whole. Therefore, the content and appearance of documents and other subject matter contained on all web pages must comply with the policies and guidelines within this document.

Web Page Content:
Official web pages must be accurate and current. Out of date information must be removed and new information added on a regular basis. Inactive pages and files must be removed from official directories and stored locally. Each web page must contain an explanatory title, description, and set of keywords within head tag. All sites will display name of Web Liaison, “mailto” link, and “Last modified date: mm/dd/yyyy” on the bottom of each page. All web pages developed outside of the University template and hosted on University servers must provide a link back to www.nccu.edu. The link is to be clearly displayed as “NCCU.edu” in the upper half portion of the page. The NCCU logo or “North Carolina Central University” located in the header may serve as a graphical or textual link back to the NCCU home page.

General Appearance
All official University web pages must adhere to the current established template; and accompanying design standards and guides, unless special permission is granted by NCCU ITS Web Services. Unofficial pages need not conform to the University design standards or guides but are subject to applicable policies.

Different Types of Layouts that we use.

<table>
<thead>
<tr>
<th>Basic Layout</th>
<th>Multiple Information Panel Layout</th>
<th>Non-Basic Layout</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Basic Layout</strong> — This layout features a right aligned picture with justified text. This layout is ideal for a small amount of content and great for starting out.</td>
<td><strong>Multiple Information Panel Layout</strong> — This layout features three information sections, a welcome section, a featured event section, and a Miscellaneous section. Each Section is divided by “Red Headers”.</td>
<td><strong>Non-Basic Layout</strong> — This layout is an example of a Non-Basic look. The layout of this page is very unique and structured in a way to stand out.</td>
</tr>
</tbody>
</table>

Color Swatches Used in our Template Design.

<table>
<thead>
<tr>
<th>Color Code</th>
<th>Hex Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>#660000</td>
<td>66666</td>
</tr>
<tr>
<td>#333333</td>
<td>333333</td>
</tr>
<tr>
<td>#666666</td>
<td>999999</td>
</tr>
<tr>
<td>#999999</td>
<td>ccccccc</td>
</tr>
<tr>
<td>#cccccc</td>
<td></td>
</tr>
</tbody>
</table>
Tips to Create and Improve Your Style Guide

- Images should remain within the boundaries of the white space area of the template.
- Navigation should be limited to the Left Navigation and Bread Crumb areas.
- Decorative effects such as image shadows and thumbnails should be formatted with consistency.
- Distinct areas of a web page should be divided by the “redheader” style.
- Mast head graphics should be properly displayed in the feature panel area of the web site.
- Photographic images should be of the highest quality. Grainy, pixilated, or visually unclear images should be avoided.
- Photographic images should be rendered proportionally. Images should not be stretched, skewed, or distorted.
- Default fonts should be used to display content.
- Rouge fonts can be used for graphic ads and photos but should limited to a maximum of three font types.
- Color schemes not shown in the color swatch palette above should be avoided.
- Users should utilize university web applications to display directories, calendars, curriculum guides, forms and documents pages, and pages for frequently asked questions.
Anatomy of Our Web Site

Anatomy of our Web Site
- Header
- Left Side Navigation
- Body
- Footer
by NCCU ITS Web Services

Header w/Main Navigation

Feature Panel

Body Content w/Right aligned Photo (also known as White Space)

NCCU At A Glance
Home > NCCU At A Glance
Since 1909, the mission of North Carolina Central University (NCCU) has been to prepare students academically and professionally to participate in the development of society through the application and transmission of knowledge.

With nearly 9,000 students enrolled, the historically black university is diverse. International studies and exchange programs attract exchange students from more than 12 countries, including Liberia, India, Senegal, Sierra Leone, Nepal, China, the Czech Republic, Nigeria, South Korea, Russia, the Dominican Republic, Mexico, and South Africa.

Some programs are attracting students to NCCU, including the Institute for Homeland Security and Workforce Development, Bioengineering, Nursing, Education, Law, Business and Hospitality and Tourism.

Juniors, seniors and professors are encouraged to mentor incoming freshmen—"to help them adjust to college life." More importantly is the university's commitment to prepare and equip students with the knowledge and skills to compete in the global marketplace.

Through the scholarship and teaching of its faculty, and the many contributions to society of its alumni, NCCU seeks to fulfill its motto of "Truth and Service."

North Carolina Central University is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award baccalaureate and masters degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of North Carolina Central University.

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