

WEB STANDARDS & STYLE GUIDE

SOUTH DAKOTA



SCHOOL OF MINES
& TECHNOLOGY

WEB STANDARDS & STYLE GUIDE FOR THE SOUTH DAKOTA SCHOOL OF MINES & TECHNOLOGY

Purpose

This document is supplemental to the “Graphic Standards and Style Guide” produced by the University Relations Department for the South Dakota School of Mines & Technology. That document, available from the University Relations department website (<http://www.sdsmt.edu/Campus-Services/University-Relations/>), provides a wider scope of direction for university publications and materials. For all matters of linguistics and writing, punctuation, proper usage of academic and technical terms, etc. please refer to the “Graphic Standards and Style Guide.”

This document provides guidelines that pertain to the website only, and may differ in places from the master “Graphic Standards and Style Guide” to address the unique and specific requirements of the web.

The Need for Standards and Uniformity

In 2012, the university launched a new website to better showcase the capabilities, accomplishments and history of the South Dakota School of Mines & Technology. To maintain that website as a professional and effective component of university branding, it is important that all publishers to the site adhere to the standards contained in this document. We recognize there is often a natural impulse to want to differentiate your information or give your department its own unique identity, but doing so is detrimental to the branding efforts of the university and disrupts the user experience on the website. If you do this, University Relations will have to redo your work to standardize it. We ask you to strive to stay as consistent as possible.

Ektron Content Management System

The university website is built on a proprietary content management system (CMS) developed by Ektron, Inc., a company with many high profile corporate and academic customers.

Roles of the ITS and University Relations Departments in Maintaining the SDSM&T Website

Individuals from the ITS department maintain the servers that house the SDSM&T website, install CMS updates and upgrades, develop website templates, and address many of the functionality needs of the website, including building custom forms.

Members of the University Relations department manage the look and feel of the website, using the templates to present SDSM&T web information, and assist department publishers and others with their website needs. UR also manages the university’s social media accounts.

If you need website assistance, you should use the UR web request form (available from the UR website at <http://www.sdsmt.edu/Campus-Services/University-Relations/>). If your web request requires the assistance of the ITS department, then the UR department will request that assistance on your behalf.

WEB STYLE GUIDELINES

Presentation and Voice

The School of Mines does not, at this time, have an intranet, so the university website serves both internal and external needs. We urge you to always present information with an external audience in mind.

Fonts used on the Website











Body text on the website will appear in Arial, a sans-serif font that will be accessible to almost all computers or devices used by visitors to the site. Sparing use of Rockwell (**Rockwell**) for site-wide headings and highlighted information is also featured.

Colors

Website Colors





Website colors are meant to carry forward consistency with the print style guidelines, though the individual colors may vary slightly to accommodate the different needs of onscreen presentation. RGB color values are show below. Pantone or CMYK colors are not applicable to the web.

Primary Use colors include:

	White used in the site background (pure white): #FFFFFF
	Light Gray used in the site background: #EEEEDEB
	Light Gray-Blue (CTA box backgrounds, borders, horizontal rules): #E6E6EC
	Dark Blue background of the drop-down menu: #0A1A34
	Charcoal body text: #222222
	Dark blue text used for links or headings: #011C4F
	Gold hover state for hyperlinks: #946E2B
	Gold text against any white or light background: #946E2B
	Gold text against a dark blue or black background: #C1A868
	Green text - preferred accent color: #227700

On occasion, the use of more than the primary set of university colors may be appropriate (for example, when displaying a chart or graph image that requires multiple colors easily distinguished from one another). In that case, use one or more of the following secondary colors:

Secondary Use colors include:

	Pale yellow: #F0E87B
	Bright orange-yellow: #F8B219
	Pale blue: #319B42
	Red: #AF272F

Page Content and Layout

Website Home Page

The website home page is maintained by the University Relations web team. News stories featured on the home page news list and/or highlighted by the rotating image banners are selected by our Media Relations/Public Relations personnel. If you have a suggestion for a story that merits home page presentation, contact mediarelations@sdsmt.edu. They will consider your suggestions and always appreciate being informed of anything newsworthy happening on campus.

Audience panels offer quick links that help specific audiences locate important resources and may be tied to audience landing pages which direct them to a wider array of materials and information.

Smaller CTAs (Call To Action) boxes appear in the right column and bottom tier of the website home page. These get changed on a periodic basis and can be used to highlight important events or university accomplishments.

To suggest changes to home page information, site-wide drop down menus, footer links, etc. use the UR Job Request form or contact webmaster@sdsmt.edu.

More information on how news and events are added and displayed on the home page follows in a later section.

Subsidiary Pages - Guidelines

A majority of pages on the website are built on a three column format. Components include the top site-wide header and navigation drop-down menus, page banner, left-column (left-rail) content, right column (right-rail) content, the main page content area (center), and the site-wide footer area. *See diagram - next page.*

Department publishers have the ability to change the main content banner image (if authorized by UR), the CTA (call to action) boxes on the right and left rails, related links on the right rail, and information in the main content area.

Department publishers are designated by their department head, who emails a request to webmaster@sdsmt.edu asking that a member of their department be given rights to publish and training on how to publish. Department heads or University Relations may opt to approve changes before they are published to the live site. Specific “how to” instructions for publishing are available on the University Relations website under “Web Services > Publishing to the University Website” and will be updated from time to time.

Page Titles

Page titles should be in **title case** and appropriately sized by using Heading (or h3) styling/

What does “title case” mean? It means . . .

use this (title case): **Campus Emergency and Safety Procedures**

not this (all capitals): **CAMPUS EMERGENCY AND SAFETY PROCEDURES**

not this (sentence case): **Campus emergency and safety procedures.**

You may notice that our online news releases have sentence case titles (in accordance with Media Relations usage of AP style for all media-directed publications), but in all other webpages title case should be used. **Underlines should not be used on any text in the page that is not a hyperlink.**

Subtitles

Subtitles should be in title case and be appropriately sized by using the Sub-Heading style (or h4 styling, bolded). For uniformity and more concise presentation, the subtitle should precede its accompanying text without a double-space between the subheading and the text.

Writing for the Web

Make information scannable and skimmable, and as brief as its purpose will allow. More often than not, people are searching for a specific subset of information, or fact or link. They don’t want to, and won’t, read a lot of text. Help them by using subtitles, bullets, bolding and numbering so they can scan your information efficiently to drill down to the portion that they need.

Use gender-neutral references when possible and appropriate, and follow the university “Graphic Standards and Style Guide” for consistent usage of abbreviations, acronyms, number and date formatting, etc.



AVOID Duplication of Information

Send users to other web information on the SDSM&T website by linking to it, rather than replicating it within your webpages. Doing so helps to keep the website streamlined and reduce the risk that users will find conflicting versions of the same information. Information that is replicated may match initially, but as soon as the original-source information changes, there will be two conflicting versions on the website. If you think your content might duplicate information found elsewhere on the site, try a site search to see if it already exists.

Linking and Other Internet References

Links to external websites should open in a new window. Links to SDSM&T content that lives in a separate website (the Foundation, the Alumni Association, the bookstore, for example) should also open in a new window, until such time as they are migrated to the university website. All internal links should open in the same window.

Where possible, spare users from long and unwieldy URLs, and maintain the semantic flow of information, by linking to an entity's name rather than its website URL.

Example: display a link to the [World Clock Time Zone Converter](#) rather than displaying a link to <http://www.timeanddate.com/worldclock/converter.html>, unless there is a particular need for the user to remember or copy the URL.

Formatting of Web Information

As UR and ITS further develop the website and the Ektron editor, department publishers will have access to a greater selection of styles and pre-formatted components for tables, image displays, and accordion displays. More information will be added to this document when that is accomplished.

Publishers should use the preformatted displays when they can, for uniformity, rather than creating their own.

Related Links

Related Links display in the upper right column of most SDSM&T webpages and their formatting is pre-set in the CMS. When a publisher adds a “**standard**” related link it shows up only on the page to which it is added. **Sitewide** related links are also available, and show up on every page within a designated department.



When both are used, the sitewide set of related links will display first, with any others specific to the individual webpage appended beneath them, with no additional spacing between.



CTAs - Call to Action Boxes

To highlight information for users, a CTA (Call to Action) item can be added to the right or left rails of most webpages by members of the UR web team or by authorized department publishers. There are three types of CTAs: *(see example next page)*

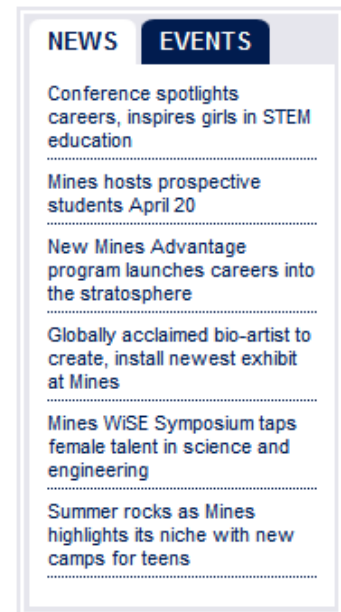
CTA Formats - EXAMPLES:

Pre-Formatted CTA Box	Pre-Formatted CTA Box with Banner Image	Image used as a CTA
<div data-bbox="203 394 573 825"> <p>Students have 24/7 access to Surbeck Center</p> <p>All students have 24/7 access to Surbeck Center - just use your student ID. If you have an old student ID, take it to Student Accounts and Cashiering Services to swap it out for a proximity card ID.</p> </div>	<div data-bbox="630 394 1006 825">  <p>The bachelor of science program in chemical engineering is accredited by the Engineering Accreditation Commission of ABET</p> <p>MORE</p> </div> <p style="text-align: center;">image width: 166 pixels</p>	<div data-bbox="1052 394 1463 726">  <p>GO TO MINES! Attend a Campus Open House</p> </div> <p style="text-align: center;">image width: 182 pixels</p>

In most cases, a CTA should include a link to a webpage, website, or news story with additional information. Sitewide CTAs (a CTA that shows up on all pages of a department website) can also be added. CTAs can be scheduled to start and end, useful for CTAs that promote date specific events or information.

News/Events Display

A News/Events display has been added to many of the webpages for SDSM&T departments and offices. Content flows automatically into those containers from entries made to the SDSM&T Calendar and the News Application. If a calendar or news entry is tagged, when created, to a particular department and office, it will show up on their webpage(s). The display will show a maximum of eight entries, ordered by date. If there are no tagged events available, then the events panel will not display; if there are no tagged news stories, the news panel will not display. If there are neither, the News/Events box will not display. If you need an item (calendar or news) to show up on your page, send a detailed message to webmaster@sdsmt.edu.



While department publishers will be able to add events to the calendar and tag them, we ask that they submit their news events to UR Media Relations (mediarealtions@sdsmt.edu). This ensures proper formatting of news events and keeps the media relations team in the loop on campus activities. Your department story may be something that can be publicized to the media, mentioned on SDSM&T social media outlets, or used alone or in combination with other information in stories for Legacy News or the Hardrock Magazine.

Images

General Information about Images

Images are important on the web, a visual medium, so be sure you know how to properly select, size and compress an image for the web. If you don't, then please request assistance from the University Relations web team.

Image selection: The university "Graphic Standards and Style Guide" provides helpful information on image selection. Briefly, you should use a high quality image that is appropriate to the content of the page and adds visual interest. While it is best to use authentic university photos whenever possible, department publishers are cautioned to steer away from posed group photos of employees or students as they are quickly out of date and not particularly compelling for external audiences. An action photo is always better. Contact University Relations if you need help finding appropriate images. UR has many photos on file and a photographer on staff who can, when given appropriate notice, assist with specific photography needs.

Permission for use: It is technically easy to copy photos off the internet, but just because an image can be copied doesn't mean you are authorized to use it. Image copyright violation is a serious crime with consequences. Be sure you can document the permission to use any image that isn't a photo or design you originated or didn't come from SDSM&T photo archives.

Image size and compression: While Ektron has a few basic tools for image manipulation and display, it is preferable to use an image that is properly sized for its usage (i.e. an image displayed at 100% size and not artificially expanded or condensed.) Photo manipulation software (like Adobe Photoshop) allows the user to size and crop photos as needed. Images should also be properly compressed for web display. Compression, a process available using photo manipulation software, greatly reduces the file size and allows the image to be quickly viewed online or downloaded. In most cases, any image used should not exceed 100kb in file size, and most should be considerably smaller (around 25kb). Please be aware that high resolution images used for printed pieces will be much too large for the web, and need to be compressed and sized before uploading to Ektron.

Banner images

On a standard three column display page, the banner image size is 536x232 pixels. Do not create banner images if you do not know how to properly size and compress images for web and screen display and have been authorized by UR to add banner images. Instead, request assistance from the University Relations web team.

Other Images Used in Webpages

When possible and appropriate, use the following standard sizes to add consistency to our webpages.

Thumbnail images: 80x102 pixels - horizontal or vertical

Small images: 130x195 pixels - horizontal or vertical.

Large images: 200x250 pixels - horizontal or vertical.

Try to use images of identical size and shape when multiple images are displayed.

News release photos (uploaded by the web or media relations team) should have a specific aspect ratio (a horizontal rectangle shape), as the photo is automatically resized to create the thumbnail image that appears on the home page and news list page. ecommended sizes for news images would be:

Small images: 250x162 pixels - horizontal

Medium images: 300x195 pixels - horizontal

Large images: 400x260 pixels - horizontal

If a vertical image or square image must be used, it is best to embed it in the body of the story. In that case the Mines News icon will appear on the news list instead of the stretched thumbnail image.

Logo usage

The website header includes a School of Mines logo, so publishers should rarely have a need to add the School of Mines logo within individual webpages. Should such a need arise, refer to the “Graphic Standards and Style Guide” which also documents the proper use of the university seal and mascot image (Grubby). If needed, university-approved logos are available on this page: <http://www.sdsmt.edu/Campus-Services/University-Relations-and-Media/Logos/>

SDSM&T Calendar

A variety of university publishers are authorized to add events to the SDSM&T master calendar. Department heads or business unit heads determine who is authorized to add calendar events, and notify University Relations when a publisher should be added or removed. When adding events to the calendar, publishers must add certain required information (title, description, date and time) and are also encouraged to consider other information that users will want to know: who can attend, if there’s a cost to attend, who to contact with questions, etc. The University Relations web team will provide training and “how to” documentation for calendar publishers.

News

News stories are added to the website by members of UR’s web, media relations or public relations teams, and they determine which stories will be featured on the website home page or highlighted by home page image banners. News stories can include related video or Flickr slideshows. Contact mediarelations@sdsmt.edu if you have a story or accomplishment you would like to see publicized. They can tag it to your department so it shows up on your department news display.

Directories

Personnel Directory entries are managed by ITS, HR and UR. Any personnel changes to individual records that involve Name, Title, Office Number, Phone Number, or Education must be approved by HR before information on the website can be changed. Personnel photos are uploaded by the university photographer.

Internal Search Results

Many visitors to the site go first to the Search function to find the information they are seeking. The Ektron CMS allows the fine-tuning of search results on the website. In most cases, Search will use its own internal algorithm to find and list appropriate results. However, those results can be modified in two ways:

1) Suggested Search Results: Ektron offers the ability to direct Search to display a particular webpage link in response to specific search terms.

2) Search Results Descriptions: When search results are listed, the first few sentences of a page's written content are listed as that page's description. This description can be customized instead. Contact the University Relations web team if you need to tailor search results for a particular subject.

Aliasing

Aliasing refers to the ability to apply a shortened URL in place of a long one. This is often useful for high profile pages that need to be addressed in print. For example, a page with the URL of: www.sdsmt.edu/Academics/Registrar/Transcript-Requests/ could be aliased to www.sdsmt.edu/transcripts for ease of use and recall. Contact University Relations if you need to put an alias in place.

Website Syncing

SDSM&T website "lives" simultaneously in two environments: the staging environment and the production environment (the live site).

The University Relations web team and designated department publishers make website changes and additions in the staging environment ("staging"). Periodically (currently once a day) changes made in staging are published out to the live website. However, ITS and University Relations can sync (or publish) to the live site on an as needed basis. If you have something that is critical to change before the next scheduled syncing, please contact the University Relations web team which can sync most individual components as needed.

Social Media

Social media icons that appear on the home page of the website, or in tandem with left navigation on other pages, link to the Facebook, YouTube, Twitter and Flickr (or other social media) accounts for the university. Departments may add and link CTAs to their own social media pages, in accordance with the SDSM&T social media policy. (Social Media Guidelines are being developed and will be made available when completed.)

Mobile Website

This section to be added at a later date.

Updates to these Guidelines

The website is in an ongoing state of development and things can change quickly. University Relations will update this document upon significant changes, however, please contact the University Relations web team any time you have questions or need assistance.