

## **Overview**

This chapter addresses the University of San Diego's web standards, which are used to create consistency among university web pages and tie the university's website to its printed materials and other marketing efforts. It also outlines the steps to creating web pages that are accessible, easy to navigate and compliant with the university's visual identity standards.

Branding for the Internet is highly unique, and may not conform to the same principles that come with other media such as print or television. Web standards must take into account the various web browser environments and rapidly growing monitor and display resolutions. Flexibility is also key in promoting unique identities so that areas can be competitive with their peers external to USD and have a special presence on the web.

## **Chapter Organization**

To better organize this chapter, topics are grouped according to content, design and technical criteria.

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## Introduction

The web standards have been established to present a complementary, contemporary and positive image to our internal and external constituencies. The creation of these web standards ensures the following:

- **Identity:** A complementary visual look and page design that strengthens the University of San Diego's identity.
- **Flexibility:** A website presence that complements the USD site and peer departments while accounting for individual navigation, content and layout needs.
- **Usability:** Web pages that are simple to use and navigate and easily understood by the widest audience.
- **Consistency:** Web standards promote consistency through recurring elements such as fonts, logo usage and colors.

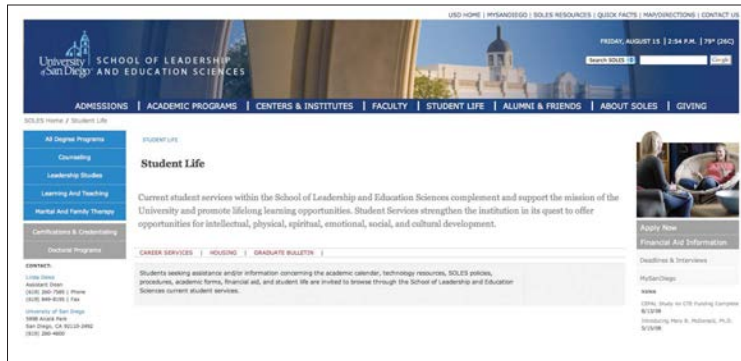


## Web Standards Management

The Web Overview Committee provides broad oversight of all aspects related to the website's appearance, long-term planning, vision and advancement.

Within the committee, three departments have specific authorities. Information Technology Services (ITS) serves as authority on the technical aspects of the university website and issues related to the functionality of the site. Marketing and Strategic Partnerships and Public Affairs are the authority on the appearance and content of all university websites, including the university home page and pages featuring USD's institutional information. Together, they ensure that the site adheres to approved university standards.

The college, schools, departments, divisions and offices will have their web appearance and content addressed in a collaborative manner, with assistance to design, develop and improve the content of their sites.



## Approaches to Content

### Page Organization

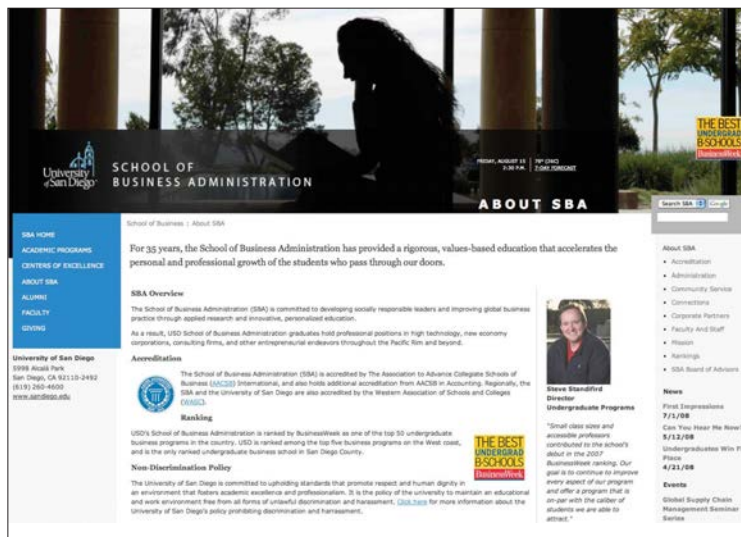
#### USD Home Page Link

The web standards require a link back to USD's home page on all pages, as well as an intuitive way for site visitors to reach pages of interest on the website. All template sets include the USD logo and linkage back to the home page by default.

### Text Layout and Treatment

Best practices for creating content for the web include:

- Use left-justified text
- Break information into brief text blocks or bulleted lists
- Use meaningful headers to better organize content
- Use black text on a white background
- Use plenty of white space
- Store content as text and not as images



Fonts and font sizes are standard throughout the USD website and are governed by the style sheets accompanying each template, which is set for a fluid and consistent look.

## Global Header

A global quick links bar can be added to the top of any page to facilitate reaching other pages both within the same site as well as within the general USD site. Some template sets automatically incorporate this region.

## Breadcrumb Trail

A breadcrumb trail near the header region functions as a link trace for navigating back to the pages in the site that have been visited. Note that this region is automatically generated by the web browser and is not an element that should be manually inserted on pages.

## Footer Links

Required elements within the footer include a link back to the USD home page, copyright, non-discrimination policy links, and a method for receiving feedback addressed to [webcoordinator@sandiego.edu](mailto:webcoordinator@sandiego.edu). The footer may also include a site link region that functions as a quick links directory for the site. Some template sets automatically incorporate this area.

## Required Elements

The following elements should be included on any campus website main page.

### *USD website*

- Master logo
- Title tag and page title
- Link to the USD home page
- A-Z Index
- A link to a directory of staff contact information
- A reference to the school, college, or department address and contact phone number

### *Academic websites*

- A link to available USD class schedules
- A link to the department's academic catalog listing

## Copyright Standards

It is the policy of the University of San Diego to comply with copyright laws. Copyright laws apply to materials found on the Internet, just as they do to other traditional hard copy materials such as textbooks or magazines. The absence of a copyright notice does not mean that the materials are not protected by copyright laws. Unless an exception to the copyright owner's exclusive rights applies, permission must be obtained from the copyright owner to copy, distribute, display, or perform a copyrighted work for any purpose on the website, elsewhere on the Internet, or in any other medium.

The University of San Diego expects its users to assume that any materials found on the web — including, for example, graphics, HTML coding, text, video, and sound — is protected by copyright laws. Any request for permission to use content found on the USD website should be directed to [webcoordinator@sandiego.edu](mailto:webcoordinator@sandiego.edu), the Office of Public Affairs, or the Office of the General Counsel.

## Official University Disclaimer

The University of San Diego's official disclaimer should appear on the USD home page. It must read, "The statements found on this site are for informational purposes only. While every effort is made to ensure that this information is up-to-date and accurate, official information can be found in the university publications."

## Web Development Resources Library

The tools necessary for building a University of San Diego website, including graphics, disclaimers, policies or other official statements, can be found in the web development resource library at [www.sandiego.edu/web](http://www.sandiego.edu/web).

## News and Events

Any news and events information on the USD website should be posted through the MyPostings Information System located at [www.sandiego.edu/mypostings](http://www.sandiego.edu/mypostings). In addition to ensuring that all university-related news and event items filter through the same system, site visitors can:

- See posted content on the USD home page, a departmental or school home page, or in the MySanDiego portal, depending on where the item has been selected for display;
- Be provided with the most current and relevant information about the department;
- View the information in a consistent manner;
- Subscribe to an RSS feed of postings.

More information on MyPostings is found at [www.sandiego.edu/web/pdf/info\\_posting.pdf](http://www.sandiego.edu/web/pdf/info_posting.pdf).

For training specific to using the MyPostings system and publicizing events, please go to the IT training site at [www.sandiego.edu/tutorials/?categories=2&tutorials=108](http://www.sandiego.edu/tutorials/?categories=2&tutorials=108).

## Writing for the Web

Please refer to the Writing Standards chapter of the this manual for specific issues with regard to the university's writing style and writing for the USD website.

Text should be concise, objective and scannable, written in an active voice.

Users generally scan web pages, stopping for:

- keywords
- headlines
- bulleted lists
- links
- one-idea paragraphs

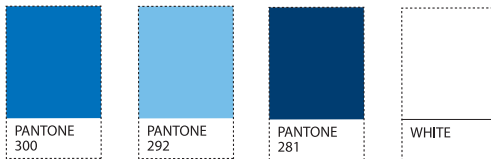
Use common keywords to improve search engine results. Think about how readers look for information on subjects on the web. Use those basic words in your copy.

Store content as text, not as images. Images are not accessible to visually impaired users and may be a violation of the Americans with Disabilities Act requirements.

Text should be left justified. Fonts are governed by template style sheets, as are font colors.

## Primary Palette

There are four official colors in the university's primary palette.



Color	Web Equivalent	RGB
Immaculata Blue	207bc1	(R=32; G=123; B=193)
Torero Blue	84bce8	(R=132; G=188; B=232)
Founders Blue	002868	(R=14; G=62; B=124)
Alcalá White		

## Secondary Palette

There are three official colors in the university's secondary palette.



Color	Web Equivalent	RGB
Metallic silver	NA	NA
Cool gray	70752b	(R=112; G=117; B=13)
Black		

## Accent Palette

There are six official colors in the university's accent palette.



Color	Web Equivalent	RGB
Sage green	738b24	(R=115; G=139; B=36)
Brick red	830e11	(R=131; G=14; B=17)
Rust	c16c23	(R=193; G=108; B=35)
Saffron	dba051	(R=219; G=160; B=60)
Chocolate brown	745952	(R=116; G=89; B=82)
Eggplant	45196a	(R=69; G=25; B=106)

## Design Standards

### Color Standards

The University of San Diego's official colors — Founders Blue, Torero Blue, Immaculata Blue and Alcalá White — play an integral role in its identity. RGB versions of these colors have been formulated for use on the University of San Diego's website.

In addition to the primary palette, USD also has a secondary palette and an accent palette. The accent colors should be used sparingly, truly as accents. Neither the secondary colors nor the accent colors should be used in large blocks, for headlines, body copy, navigational buttons or drop down menus. Accent colors may be used for subheads and for utility buttons.

Decisions regarding the use of accent colors on the University of San Diego website must be made in consultation with the Web Oversight Committee. Please consult with the committee via your assigned web developer for additional assistance.



*Georgia*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*Verdana*

abcdefghijklmnopqrstuvwxyz  
abcdefghijklmnopqrstuvwxyz

*Georgia Bold*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

*Verdana Bold*

**abcdefghijklmnopqrstuvwxyz**  
**abcdefghijklmnopqrstuvwxyz**

*Georgia Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*

*Verdana Italic*

*abcdefghijklmnopqrstuvwxyz*  
*abcdefghijklmnopqrstuvwxyz*

*Georgia Bold Italic*

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***

*Verdana Bold Italic*

***abcdefghijklmnopqrstuvwxyz***  
***abcdefghijklmnopqrstuvwxyz***

## Master Logo Standards

The master logo is the cornerstone of the University of San Diego's visual identity. The master logo must appear prominently on each web page in the format shown here. Use of the custom signatures, often seen on printed materials, is discouraged on the web. All academic and administrative units must use the master logo.

## Typography Standards

Typography, like color and graphics, must be used with consistency. Consistent use of typography, or fonts, on every page within the USD website, adds another element that defines the University of San Diego's look and voice. The key, when using typography on the web, is to keep the look as simple and clean as possible. Official University of San Diego fonts have been incorporated into the template style sheets and should not be altered.

Georgia and Verdana are fonts that are reserved strictly for use on the web. Georgia should be used primarily on headlines. Verdana should be used primarily for body copy, navigational buttons, drop-down menus or other elements that are part of the technical or functional components of a website.





## Templates

The University of San Diego web templates are designed to provide a consistent look and feel for all university websites. The templates encourage users to organize the information on their sites in a usable and logical manner.

Any area not represented here should use the USD website template set. Please note that several website redesigns are currently underway.

These web standards will be updated to include new template sets as they become available.

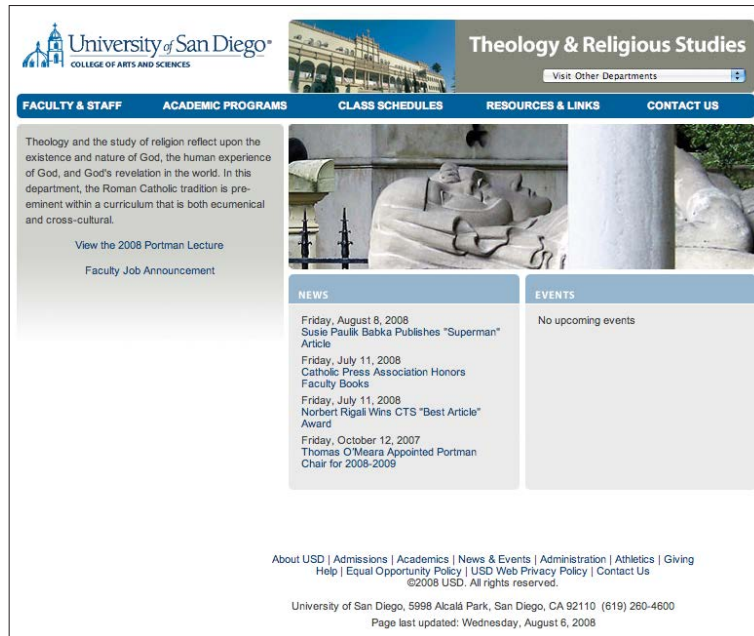
## USD Website Template

All main pages of the university site must be created using the USD Main Site template. This applies to any page not having an assigned template set (noted in the following sections), including the top levels of the university website and the USD divisions.

This template has the following editable regions:

- *Title Image:* The title image should be a graphic containing an office or department name.
- *Navigation Links:* Links presented vertically down the left-hand column and linked to the appropriate pages.
- *Main Area:* Input main content here. This area can contain text, photos, links, etc.

For information specific to using the USD website template, go to [www.sandiego.edu/web/pdf/contribute\\_departments.pdf](http://www.sandiego.edu/web/pdf/contribute_departments.pdf).



## College or School Template Standards

Custom web templates have been created for the college and each of the schools. These have been designed and developed with flexibility in mind and offer flexible content regions and navigation schemes tailored for each area and its programs, centers and institutes and audiences.

## College of Arts and Sciences

This template set has the following editable regions:

- **Header:** The title image should be a graphic containing department or program's name.
- **Content:** Input main content here. This area can contain text, photos, links, etc.

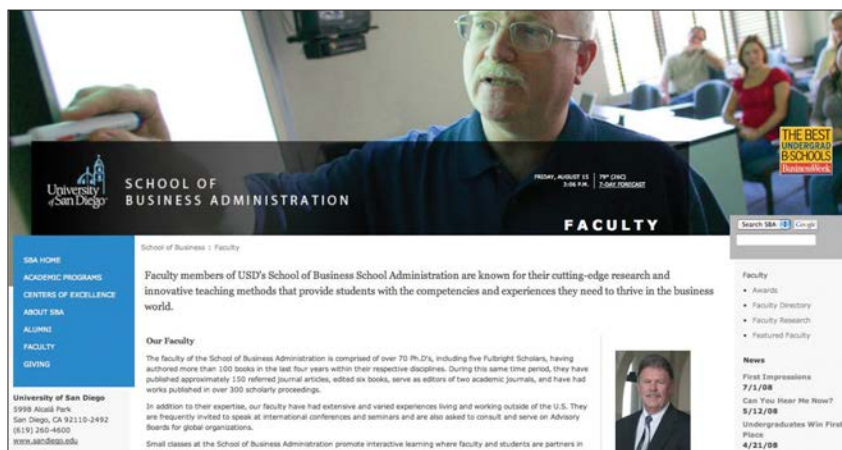
For information specific to using the College of Arts and Sciences templates, go to [www.sandiego.edu/web/pdf/as\\_website\\_contribute.pdf](http://www.sandiego.edu/web/pdf/as_website_contribute.pdf).

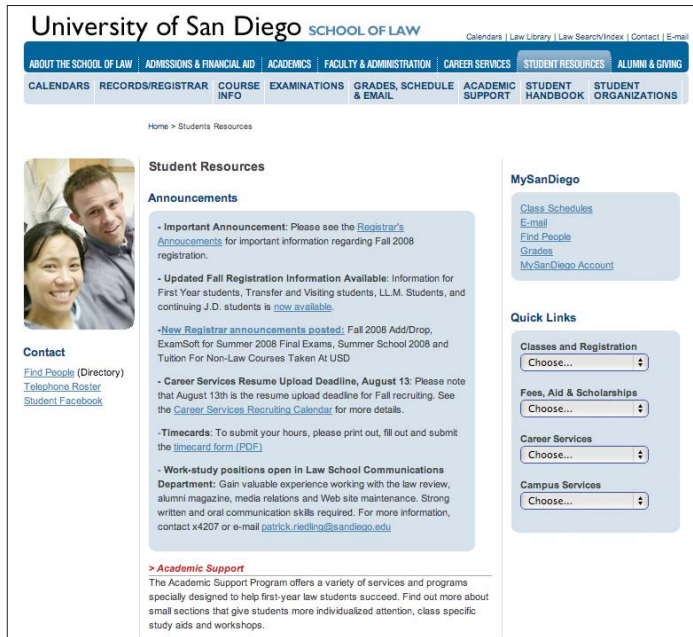
## School of Business Administration

This template set has the following editable regions:

- **Title:** The title image should state the general topic or purpose of page.
- **Main Content:** Input main content here. This area can contain text, photos, links, etc.

For information specific to using the School of Business Administration templates, go to [www.sandiego.edu/web/pdf/sba\\_website\\_contribute.pdf](http://www.sandiego.edu/web/pdf/sba_website_contribute.pdf).





## School of Law

This template set has the following editable regions:

- **Content Title:** The title image should state the general topic or purpose of page.
- **Center Content:** Input main content here. This area can contain text, photos, links, etc.
- **Right Content:** Enter an image here that will display to the right of your content.

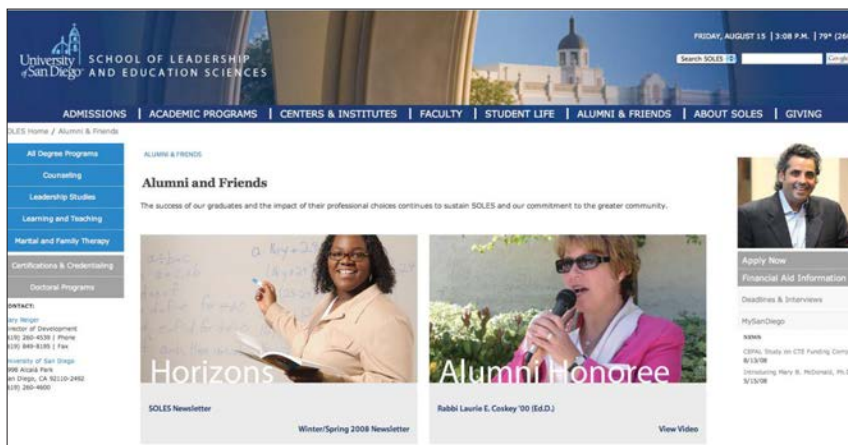
For information specific to using the School of Law templates, go to [www.sandiego.edu/web/pdf/law\\_website\\_contribute.pdf](http://www.sandiego.edu/web/pdf/law_website_contribute.pdf).

## School of Leadership and Education Sciences

This template set has the following editable regions:

- **Title:** The title image should state the general topic or purpose of page.
- **Main Content:** Input main content here. This area can contain text, photos, links, etc.

For information specific to using the School of Leadership and Education Sciences templates, go to [www.sandiego.edu/web/pdf/soles\\_website\\_contribute.pdf](http://www.sandiego.edu/web/pdf/soles_website_contribute.pdf).



## Technical Considerations

### Authorized Web Publishers

Only web maintainers who have completed USD's departmental web training class are authorized to create or edit web content. All maintainers must work within the structure of the appropriate university web templates and abide by USD's standards of quality and responsibility. Each departmental site has web account contacts who are authorized to speak for the site and make decisions about maintenance and request passwords. More information is available at [www.sandiego.edu/webdev/contacts.php](http://www.sandiego.edu/webdev/contacts.php).

### Web Content Management Software

The university's web content management software, Adobe Contribute, is distributed to authorized departmental web maintainers after the required web training. Register for Contribute for Departments through the IT Training program at [www.sandiego.edu/ittraining](http://www.sandiego.edu/ittraining) to qualify. Please refer to [www.sandiego.edu/web/faqs.php#getsoftware](http://www.sandiego.edu/web/faqs.php#getsoftware) for software release guidelines.

### Web Account Quotas

The USD web server has a quota system that restricts the total size of all files uploaded to the website. This is done for three reasons:

1. As an early warning system for accidentally uploading private data or originals;
2. To ensure a smooth user experience, by warning us that the site contains images that are much larger (and thus much slower to download) than they need to be, either because they have not been optimized or because they are not readable in alternative browsers.
3. To keep the server hard drive from getting full.

The main server is optimized for displaying web pages, not large files such as documents, images or media.

There is a separate server for large files including podcasts at <http://catcher.sandiego.edu>.

There is also a separate server for streaming media files at <http://streamer.sandiego.edu>.

### Web Image Optimization

It is important to resize images in an image-editing program such as Adobe Photoshop and specify each image size at its actual pixel dimensions (width and height) for the browser. If Photoshop is not available, free software such as Picasa (Windows) or GraphicConverter (Macintosh) are acceptable substitutes for cropping and optimizing images. Do not stretch or shrink images to fit a particular area of your web pages. If you need an image at different proportions than your original image, either crop the image or select an alternative image that better fits your web page.

Images should be optimized for faster web loading and browsing. An image from a digital camera, for example, can be 1 MB or more. Cropped to a smaller size and optimized for the web, this same image can be 20 or 30 KB and will load considerably faster for the viewer.

For information regarding the proper use of imagery on the website, see the Copyright Standards section of this chapter.

## Dependant File Optimization

Word documents should be saved as PDF documents before uploading to the website. This provides the following:

- Protects the document from editing;
- Facilitates management of website quota;
- Ensures the intended layout is visible to the visitor;
- Allows faster download due to compression of the file.

More detailed information about optimizing PDF files is found at [www.sandiego.edu/webdev/coding/pdf.php](http://www.sandiego.edu/webdev/coding/pdf.php).

## Web Coding Standards

The University of San Diego's web coding standards are based on templates that give authorized web publishers a starting point for developing complementary and uniform web pages. This section highlights best practices for content, images, and navigation schemes on university sites.

## Navigation Standards

The USD navigation systems are designed to clearly show site organization in a hierarchical structure, letting website visitors see the path they have traveled and an overview of where the page they're viewing fits within the site.

Web navigations vary by template and can expand horizontally across the web page and cascade vertically down the page. The main navigations should run horizontally across the top of the page, and the sub navigations should appear along the far left column of the page. Primary links should link only to pages within the local site and not to links outside of the immediate site.

## Accessibility Standards

The university takes appropriate steps to make its website fully accessible to all. To that end, all USD web pages must:

- Provide alternative text for all photos and graphics
- Provide text alternatives for multimedia (Flash, video, and audio)
- Provide a link to a longer description for graphics that present important information, such as charts, graphical tables and diagrams
- Provide a description for each link in an image map
- Ensure that your site is usable with images, JavaScript, and/or CSS disabled
- Validate HTML, scripts, and CSS to be free of errors
- Only use relative font sizes (percentages or ems)
- Allow sufficient contrast between text and background colors

## Web Development Assistance

The Web Services area in Information Technology Services is staffed to support the university's technical web needs. The team can be contacted at [websupport@sandiego.edu](mailto:websupport@sandiego.edu) and can provide the following resources and information:

- A template set that is appropriate for each area. (For additional information, see the Template Standards section of this chapter.)
- Assistance starting your departmental website, including:
  - Getting a URL
  - Site maintenance training
  - Requesting web maintenance software
- Assistance with coding or troubleshooting
- Special project assistance