Message from Marketing & Creative Services

Campus Community Members:

The University of West Florida web presence is one of the most valuable assets we have as an institution. As a collective, it showcases the entirety of our campus and as a result - our brand. In order to remain consistent in our approach as we migrate into the new content management system environment, we have created the following guide as a way to maintain our identity on the web.

Throughout this document you will find detailed illustrations for layouts, color breakdowns, typography usage and other stylizing requirements as you build and maintain your websites. By following these guidelines, you can help to ensure that we project a clear and consistent voice to all of the audiences we serve.

Please know this document will be updated on a regular basis as part of the campus dialogue Marketing & Creative Services has been committed to from the very beginning of this process. Thank you for your cooperation, support and feedback throughout this endeavor. I look forward to the continued growth of uwf.edu in the months and years to come.

Best Regards,

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Writing for the Web

Writing for the web is a specialized way of phrasing information so that you create content that is both easy for the user to understand and reflective of the institution. In addition, a consistent approach to text serves as a foundation for search engine optimization and maximizing space.

The basic guidelines for effectively communicating the UWF brand include the following techniques:

1. **Write for your Audience**
   Put audience needs first and write in a way they will understand.

2. **Embrace your Role**
   Help protect the brand and ensure the consistency and clarity of our narrative.

3. **Develop Visual Copy**
   Layout information in a way that creates interest beyond just text.

4. **Be Action Oriented**
   Encourage response from your site visitor through interactive elements.

5. **Write Persuasively**
   Connect the dots for your audience and drive engagement opportunities.

6. **Embrace Brevity**
   Be short and concise in everything you do.

7. **Write for Search Engines**
   Help them help you, but don’t “stuff” keywords; keep it organic.

8. **Have a Goal**
   Be strategic and have a purpose.
Introduction to Responsive Design

Websites built with responsive design adjust their layout to make your site readable and easy to navigate whether a user is holding an iPad, an Android device or a 17-inch laptop computer. They incorporate certain visual design and development practices to detect the screen size and resolution on a user’s device and make a site “respond” in a way that preserves your intended experience while adapting from click to touch. Tactics include automatically resizing images and text, rearranging elements to stack vertically based on priority and nesting navigation menus to free up space on tiny screens.

A responsive website is an alternative to building websites for all shapes and sizes of devices. As it uses a same source of content and a single set of templates, responsive design is often more efficient and easier to maintain than separate mobile and desktop sites, for example.

Google is forecasting that traffic to your website from mobile devices (smartphones and tablets) will exceed traffic from desktops and laptops within the next one to two years. Of course the same person who uses your website from a laptop on Tuesday may be looking up something on your site from their Android phone that weekend. It’s often the same person interacting with you across all of these formats. The mobile and desktop web experience need to be conceived as a whole. But we don’t think it’s enough just to be mobile “friendly.” Your website should be mobile “smart.”

Responsive design impacts a user’s experience on uwf.edu in a number of ways:

- **A simpler, cleaner design aesthetic.** Desktop web design has trended over the years towards maximizing the use of screen real estate. Mobile assumes people are on the go, with limited time to focus and a need to get right to the point. Interface design is therefore more clean and concise, with limited choices on screen at any given time.

- **Everything should be more “touch” friendly.** Tiny, densely packed links don’t support fingertips well. Buttons and links need to be big and obvious.

- **Interaction should be simple but powerful.** Forms aren’t much fun on mobile devices, so interactions should minimize data entry. But people still want to interact. Keep it as simple as tapping through menus, taking a photo, or sending a text.

- **Emphasis on photos and video.** Mobile doesn’t have to be boring text. Users are quick to engage with multimedia on mobile.

- **Context becomes more important.** Before we could assume most people were sitting down somewhere when they visit a website. Now they’re likely to be anywhere, doing anything.

- **Some content will have to be shorter, or edited for shorter paragraphs.** People consume content differently on a mobile device, and we develop content elements that can dynamically push alternative content to your mobile templates.
Color Palette

UWF.edu has a color palette that reflects the UWF brand. Besides the primary colors (blue & green), the website makes use of secondary colors to accent the site and create a stronger visual appeal.

Primary Colors

- HEX# 0069aa
  - RGB: 0-105-170
  - CMYK: 92-88-6-1

- HEX# 008540
  - RGB: 0-133-64
  - CMYK: 88-23-100-9

Secondary Colors

- HEX# 008540
  - RGB: 0-105-170
  - CMYK: 92-88-6-1

- HEX# 008540
  - RGB: 0-133-64
  - CMYK: 88-23-100-9

- HEX# 09aed
  - RGB: 9-174-218
  - CMYK: 73-10-6-0

- HEX# c1d835
  - RGB: 193-216-53
  - CMYK: 29-0-99-0

- HEX# 343333
  - RGB: 52-51-51
  - CMYK: 69-63-62-58
Introduction to Web Fonts

UWF uses three unique fonts in its print communications. Unfortunately, none of these fonts are “web safe” (meaning they are available on the majority of desktop computers or mobile devices) or available for web licensing. In order to maintain the consistency of the UWF brand, we have selected web-appropriate alternatives.

Print

Archer

Gotham

Gotham Condensed

Web

Museo Slab

TeX Gyre Adventor

Oswald

*Note that these web fonts should only be used for web-related work, and are not permitted in other mediums.
Fonts

The following are the web safe fonts we have selected for UWF and their respective font families.

**Museo Slab** is mostly used for headers, dates, and buttons. **TeX Gyre Adventor** is primarily used for body copy throughout the site, as well as pull quotes and captions. **Oswald** is used as a header.

### Museo Slab

<table>
<thead>
<tr>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
</tr>
</thead>
<tbody>
<tr>
<td>abcdefghijklm</td>
<td>abcdefghijklm</td>
</tr>
<tr>
<td>nopqrstuvwxyz</td>
<td>nopqrstuvwxyz</td>
</tr>
<tr>
<td>1234567890</td>
<td>1234567890</td>
</tr>
</tbody>
</table>

### TeX Gyre Adventor

<table>
<thead>
<tr>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
</tr>
</thead>
<tbody>
<tr>
<td>abcdefghijklm</td>
<td>abcdefghijklm</td>
<td>abcdefghijklm</td>
</tr>
<tr>
<td>nopqrstuvwxyz</td>
<td>nopqrstuvwxyz</td>
<td>nopqrstuvwxyz</td>
</tr>
<tr>
<td>1234567890</td>
<td>1234567890</td>
<td>1234567890</td>
</tr>
</tbody>
</table>

### Oswald

<table>
<thead>
<tr>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
</tr>
</thead>
<tbody>
<tr>
<td>abcdefghijklm</td>
<td>abcdefghijklm</td>
<td>abcdefghijklm</td>
</tr>
<tr>
<td>nopqrstuvwxyz</td>
<td>nopqrstuvwxyz</td>
<td>nopqrstuvwxyz</td>
</tr>
<tr>
<td>1234567890</td>
<td>1234567890</td>
<td>1234567890</td>
</tr>
</tbody>
</table>
Font Colors

These are colors from the UWF web palette which are commonly used on text throughout the site. For specific examples, see the template section at the end of this document.

Font Colors

- **Black**
  - HEX: #000000
  - RGB: 0-0-0
  - CMYK: 0-0-0-100
  - Black is the most common font color. It is used for headers, body copy, and sidebar links.

- **Green**
  - HEX: #56b94b
  - RGB: 86-185-75
  - CMYK: 69-0-99-0
  - A few of the headers use this green.

- **Light Gray**
  - HEX: #343333
  - RGB: 52-51-51
  - CMYK: 69-63-62-58
  - Dark gray for use with some headers.

- **White**
  - HEX: #ffffff
  - RGB: 255-255-255
  - CMYK: 0-0-0-100
  - White is used for headers and links on a blue background.

- **Light Blue**
  - HEX: #09aeda
  - RGB: 9-174-218
  - CMYK: 73-10-6-0
  - Light blue header for dates and event titles.

Link Colors

- **Black**
  - HEX: #000000
  - RGB: 0-0-0
  - CMYK: 0-0-0-100
  - Black is used as a link color for the nav items in the sidebar.

- **Blue**
  - HEX: #225da1
  - RGB: 34-93-161
  - CMYK: 92-68-6-1
  - The basic link color for majority of the links on UWF.

- **White**
  - HEX: #ffffff
  - RGB: 255-255-255
  - CMYK: 0-0-0-100
  - White is a link color that should only be used to help with contrast of links on a blue background.
Common Font Styles & Headers

While these are certainly not ALL of the styles you will find on the UWF website, they are the ones you should be generally familiar with when editing content, especially on secondary pages.

**Page Title**
Oswald Bold, 36 pt. font size, 42 point leading, #000000

**Header Style 2**
Oswald Book, 24 pt. font size, 31 pt. leading, #333333

**Header Style 2**
Oswald Book, 24 pt. font size, 31 pt. leading #54b948

**Header Style 3**
Oswald Book, 18 pt. font size, 24 pt. leading #333333

**Header Style 4**
Museo Slab 700, 20 pt. font size, 24 leading, #000000

**Link Style 5**
Museo Slab 700, 16 pt. font size, 20 pt. leading #000000

**Link Style**
TeX Gyre Adventor 14 pt. font size, 18 pt. leading, #225da1

**Paragraph Text**
TeX Gyre Adventor 14 pt. font size, 18 pt. leading, #000000
Image Sizes

To keep the website images consistent, we recommend using the sizes provided below. Using photos that are too small or too large can cause undesirable design and technical issues that result in a web page not looking its best. Web images should be 72 dpi resolution.

Large, full width image  This is a full width image size that is used on the landing pages.

1024 x 364

Large feature image  This is a feature image size that is used on the landing pages.

880 x 495

Homepage image  This image size is ideal for our homepage. The image will always retain full size through all devices, this means the portion of the image that is visible will be subject to change depending on what device and orientation is used.

1200 x 675
Image Sizes

Small thumbnail

Smallest image size on the website. Used for news blurbs, callouts in a sidebar, and anywhere else you need a very small image.

Large thumbnail

Larger thumbnail, used for photo galleries. This size offers a bit more detail than the small version, works best in wide columns.

Callout Image 1

Used for image-based callout with black text bar overlaid at the bottom of the image.

Tertiary Page Feature Image

This image size is used on tertiary pages, where there is not a large image across the top of the page. This image appears at the top of the left column, above the navigation.
Who We Are

Introduction to Content Elements

In addition to the variety of template layouts, the Site Manager CMS provides numerous options for displaying your content. The elements described in the following pages showcase the many different ways to present your information.

*Please note that these are not recommended templates, but simply a showcase of the various content element options.
Content Elements

This is a brief overview of design elements that can be used to build pages on the UWF website.

Breadcrumb A
The breadcrumb style appears on some pages when the user is several levels deep into the content.

Breadcrumb B
Another breadcrumb style for the landing pages. This one isn’t as design heavy and works better on certain pages than breadcrumb A.

Collapsible Sidebar
The sidebar is a collapsible menu with links that can expand and close when the user clicks on them.

Programs & Courses
- Undergraduate Majors & Minor
- Graduate Programs
- Course Catalog

Careers & Internships

Our Faculty

Research

Alumni

About Us

Also See
Content Elements

Pull-Quotes
Also called a lift-out quote, pull-quotes are used to highlight interesting or engaging quotes or information in a body of text, usually an article or story. As a general rule of thumb, pull-quotes should not be used on pages that don’t have a large amount of copy.

“This is a pullquote, TeX Gyre Adventor regular 18 pt size, 30 kerning, 26pt leading, #000000. Lorem Ipsum dolor sit amet, Ac telius iaculis nostra sapien omare Suspendisse ante!”
— Byline, TeX Gyre Adventor regular, 14pt size, 20pt leading, 30 kerning, #666666

Callout Box (Sidebar)
Callout boxes can either be embedded in a larger body of text, or used in a sidebar. They may contain text and/or images, and are used to call attention to important or related information.

Featured Programs
Optional Link
Optional Link
Optional Link
Optional Link

Photos & Videos

315 x 176

Photo caption. TeX Gyre Adventor Regular 16pt size, 22pt leading, 30 kerning, #666666.

Photo Caption
Photo captions are optional text that will appear under a photo. These are considered more informative than the use of “alt” text only in regards to website usability and accessibility. It is highly encouraged to use these when embedding an image within a body of text.
Content Elements

Multiple Column Layouts
To add variety and flexibility to pages, we added the option of having a two-column or three-column layout. These can appear with or without images.

Table Style
The table style is used to hold various amounts of data, it alternates between white and light blue bars.
Specialty Styles

Feature Area
The homepage has a unique feature with four clickable columns that give the user a way to explore important areas of content without ever leaving the page. This element is not available anywhere else on the site.

Selecting a block
Once you select a block, the columns collapse and it gives you the option to view several sections of content. Clicking on one of them will take you to another page.

Image Carousel
The carousel on the Specialized Unit page is unique to that template and is not available for other layouts. It rotates between thumbnails when clicked on, and is used to display feature images and information.
Introduction to Templates

The following screenshots provide a quick overview of the basic templates used within the Site Manager CMS. As the system grows, so will our library of templates. However, unless approved and included in this guide all pages added to uwf.edu must use one of the provided templates.

• Homepage
• Department Homepage
• Landing Page
• Media Gallery
• Search Results
• Specialized Unit

Note: Because the website was being built at the time this document was created, these screenshots may contain stock imagery and placeholder text.
Homepage

The UWF homepage has a large image in the background that changes upon refresh. The functionality of the blue bar is unique to the homepage. After clicking on “Explore UWF” for example, the blue bars slide to the left revealing more content related to the whatever block was clicked on.

Three columns below the bar have information about News, Events, and callouts related to UWF.

Homepage Alert

In case of an emergency such as severe weather, there are two options for providing visitors with information. One is the UWF Notice, which is represented by an amber bar at the top and provides a brief summary of information and links to the UWF emergency website. When active, this bar is visible throughout the website. For even more important information, a large red Argo Alert box replaces the image on the homepage. When this is active, the top bar will be visible and red; as with the UWF Notice, this bar will stay active throughout all pages until an all clear is declared. Alerts are not available anywhere else within the uwf.edu site.
Department Homepage

This template is used for the various academic and non-academic departments as well as other campus units. Each department page will have a title and the ability to customize the layout with whatever content may be available. The template below includes all of the available content elements. For more information on content elements please refer to the appropriate section of this guide.
Landing Page

This landing page template is typically used for marketing campaigns. It contains a large image at the top with a right sidebar and no left side (primary) navigation. Examples of marketing campaigns may include Think UWF, Creating Great Futures, etc.

A landing page is not a suitable replacement for a department homepage. For additional inquiries regarding use of this template, please contact M&CS’s Web Services unit.
Pensacola/Pensacola Beach


237 x 178  237 x 178  237 x 178  237 x 178

Pensacola Beach  March 27, 2013  Pensacola Beach  March 27, 2013  Pensacola Beach  March 27, 2013  Pensacola Beach  March 27, 2013

Last Updated: 03/27/2013
Search Results

Website Search

Search

1. Search Result title 1
   http://uwf.edu/link1

2. Search Result title 2
   http://uwf.edu/link2

3. Search Result title 3
   http://uwf.edu/link3

4. Search Result title 4
   http://uwf.edu/link4

5. Search Result title 5
   http://uwf.edu/link5

6. Search Result title 6
   http://uwf.edu/link6

7. Search Result title 7
   http://uwf.edu/link7

8. Search Result title 8
   http://uwf.edu/link8

9. Search Result title 9
   http://uwf.edu/link9

10. Search Result title 10
    http://uwf.edu/link10

  + Previous 1 2 3 4 5 Next +
Specialized Unit

A small number of campus units have unique needs and operational structures related to the university. Direct Support Organizations, centers and other affiliated entities may obtain approval for use of this layout. Decisions are made on a case by case basis. For more information or to obtain approval please contact the M&CS Web Services unit to initiate the request.