

## Web Standards

### Colors

The web equivalent of PMS 3435 is #004731. Like the PMS color, the web version of UW-Parkside's green can be screened to create lighter colors. The table below shows the opacity and color number for acceptable screens:

Opacity	Web color number:
100% (darkest)	#004731
80	#336C5A
75	#407565
60	#669183
50	#80A398
40	#99B5AD
25	#BFD1CB
20 (lightest)	#CCDAD6

#004731 is used as the link color on the UW-Parkside homepage, second-tier pages and template pages.

The web equivalent of PMS463 (Ranger Bear brown) is #6D4921. It is used as the visited link color on the UW-Parkside homepage, second-tier pages, and template pages.

For accessibility and readability purposes, use white (#FFFFFF) as the background color for university web pages, and black (#000000) for body text.

### Fonts

Sans serif type is the easiest typeface for most readers to read on a screen. Verdana is the first choice for page font. Arial and Helvetica are acceptable second and third choices. Serif fonts should rarely, if ever, be used in a web publication.

Body text should be set at .75 to 1 EM, or 10 to 12 point, which is approximately equal to <font size="2">, but choose a font size that suits your audience. Remember, text that is too small is difficult to read overall, but text that is too large is equally difficult to read on a computer monitor due to shortened line lengths.

Links, whether in menu blocks or in the body text, should be treated much like body text. Display them in a consistent size; for example, do not make your links 12 point in a paragraph of 10 point text. Also, avoid creating jarring rollover effects, such as making links change from bold to italic when the mouse is placed over them. This often causes the document text to shift, causing eye strain for the reader.

Headers and other accents may be displayed in a larger font. Whenever possible, use the <h1> through <h6> header styles instead of the deprecated <font size="x"> tags. When using the university template, use <h2> for the main page header.

### University Logo

When using the university signature on the web, several of the rules for using it in print apply. The signature, or any part of it, may not be stretched, altered, or reshaped. It must appear visually equal to any secondary logo also used on the page.

The differences in web versions of the signature are listed below.

Position Statement:

Because the signature used on the web is a smaller size and lower resolution than the print version, the position statement becomes difficult to read. It is removed from the web version of the signa-

ture. The position statement has been moved to the footer of the university homepage, second-tier pages and template page. Departments designing their own pages are encouraged to use the position statement in the footers of their pages.

Variation:

The web version of the signature for dark backgrounds (such as the one used on the university homepage) has a thin outline around the “P” in Parkside to separate it slightly from the logo behind it. The web is the only acceptable place to use this version of the graphic.

Department-level pages use the logo, independent of the "University of Wisconsin-Parkside" signature in the left corner of the header. The logo functions as a link back to the university's homepage, and as a unifying element between other template and university pages. University of Wisconsin-Parkside and the department's name are centered in the remaining header space, and function as a link back to the department's homepage.

## **UW-Parkside Web Styleguide**

### 1.0 Introduction

The UW-Parkside Web Styleguide complements the UW-Parkside web policy. This document provides specific information and examples for UW-Parkside page authors about how to make their pages comply with the policy.

### 2.0 Goals:

2.1 Publish accurate and reliable information about the university for which the publishing unit is directly responsible for maintaining.

#### 2.1.1 Identification

Homepage file names

Use index.htm or index.html (or index.cfm when using the university template) for a site's homepage filename; the server recognizes the index file as the homepage, regardless of whether the filename was requested in the address. Using index.htm is what allows the university's homepage to appear when www.uwp.edu is entered in the browser, instead of www.uwp.edu/index.cfm .

Page Titles

Documents must contain a brief, descriptive title. Titles are used by search engines and appear when a file is bookmarked. They must be clear, concise, and identify the document's place within the university's site.

For example:

The Admissions homepage is titled: **UW-Parkside Admissions**

The staff page of the Admissions site is titled: **UW-Parkside Admissions: Staff**

Footer

Footer information should be displayed in a smaller font than that used for the rest of the document. Footers must include:

- The university's position statement: Southeastern Wisconsin's University of Opportunity.
- A copyright statement: © 20xx University of Wisconsin-Parkside.

- Contact information including name and e-mail link for the person responsible for the page content. This person may or may not be the page designer.
- Document dates including date of publication, date of last review, and date of last update.
- Text or graphic linking back to the UW-Parkside homepage at [www.uwp.edu](http://www.uwp.edu) and text or graphic linking back to department-level homepage.
- Mailing address, phone and/or fax numbers for the department or division.

### 2.1.2 Structure

Clear, easy-to-understand links which allow users to quickly find the specific information they're seeking are vital for a successful website. Consider the audience your site will have when deciding the menu and navigation structure for your pages. An audience of prospective and current students will not recognize the same words and phrases as an audience of internal staff and faculty.

Use targeted links to link to a specific point in a larger document.

Break long, information-heavy pages into smaller targeted pages of information.

### 2.1.3 Site scope

#### Links

Links are what make the World Wide Web what it is. The ability to link a word or image to other websites or pages creates a fast-moving, interactive environment, vastly different from other communication mediums. Links should be carefully worded for clarity. Avoid “click here” in favor of more descriptive links.

For example:

Avoid: [Click here](#) for more information on the series.

Try instead: [Series information](#)

In addition, links should always be used instead of duplicating information from another UW-Parkside site on your site. For example, several sites may wish to have tuition and fees listed on their site, but only the office directly responsible for publishing tuition and fees should create a page with that information. Other departments and offices can link to the single tuition and fees page. By using a link rather than duplicating the information, only the single page needs to be updated when information changes.

### 2.1.4 Reliability

Clearly, the UW-Parkside site should be filled with the best information UW-Parkside has to offer about itself. Information should be presented free of grammatical and spelling errors, in clear, concise language, and with changes made in as timely a manner as possible.

There are some things which do not belong on a website representing the university—personal views on university policy, news or people; current events; etc. That information belongs on a personal, unofficial page, which does not represent UW-Parkside.

### 2.1.5 Copyright

The easiest rule to remember in regards to copyright is to ALWAYS ask if you can borrow information, graphics, photos or other materials from other pages and sites on the web.

When presenting copyrighted information on your website, unless the page owner or organization granting the copyright has asked for something specific, you may use a text note: [item] presented with permission from [organization], copyright [year].

## 2.2 Publish pages with common design elements that help users navigate within the sites that make up the UW-Parkside website as a whole.

### 2.2.1 Design

Consistent design within a site is vital to a user becoming comfortable reading and using the information on a site. Do not switch colors, design, navigation structure, etc., abruptly throughout your site; it confuses readers and often frustrates their search for information. In addition, using UW-Parkside colors, graphics, etc., helps to identify your site as part of the larger UW-Parkside website to visitors who click through more than one of the university's sites.

The University of Wisconsin Parkside's colors are green, black and white, which equate to #004731 (green), #000000 (black) and #FFFFFF (white) in hexadecimal language.

### 2.2.2 Readability

Clarity and brevity are important when writing for the web. Web readers are looking for information they can read and absorb in quick bursts, such as a bulleted list or a short paragraph. Like newspaper readers, web readers often skim the first few sentences of text before quickly deciding whether to continue reading or click somewhere else, so make sure your pages put the most vital information at the top.

Some tips:

Use an active tone. For example, use "Prof. Smith decided to cancel the lecture," instead of "It was decided the lecture should be cancelled."

Always use spell check and if available, grammar check. In addition, read through the page looking for grammar and spelling errors, since the checks don't catch everything.

## 2.3 Ensure all users can access UW-Parkside information.

### 2.3.1 Accessibility

The University of Wisconsin-Parkside strives to conform to guidelines for website accessibility found in Section 508 of the Electronic Rehabilitation Act. Some information about making a UW-Parkside page compliant with accessibility guidelines is listed below; more information can be found at [www.uwp.edu](http://www.uwp.edu)  
Keyword: *accessibility*.

## Images

All graphics used as hypertext links MUST be accompanied by an equivalent text link. Many users turn images off in their browsers or are using speech software to “read” a page; these users will be unable to use a link that exists purely as a graphic. In addition, ALL graphics used on a page must have an “alt” tag entered. Alt tags are short text descriptions of a graphic which screen readers and those with images turned off in their browsers use to know what the image should be. Alt tag text should function in the same manner as the graphic on the page. For example, if an aerial photo of UW-Parkside is used purely as a decorative element, the alt tag could simply be "Aerial photo of UW-Parkside." If the photo is used as a link to other information, incorporate that function in the alt tag: "Link to information about UW-Parkside."

Beware of image menus and rollover menus created with JavaScript. If a user cannot see the images or cannot manipulate a mouse to make a rollover work, that user is unable to use the menu for navigation. A more accessible choice for this style of menu is to use cascading style sheets to build a text-based menu that features rollover effects. In addition, rollover effects that are NOT purely decorative (for example, vital information or new navigation appears on rollover) must offer users a second, more accessible way to reach the information that happens on rollover.

## Colors and Design

The most readable, most accessible, easiest-to-print webpage is one that uses black text on a white/very light background. Textured backgrounds, colored backgrounds, etc. are all best used sparingly, and used under text that is not relevant when printed – such as a navigation menu. In addition, be aware of color-deficient readers – green text on a yellow button might look nice, but if a reader isn't able to fully see green, they've missed the information entirely. Never use color as the only means to display information.

Some files on the UW-Parkside site are provided in portable document format (PDF) only. Adobe's site – [www.adobe.com](http://www.adobe.com) – has free tools to convert PDF files into an accessible format. In addition, the University of Wisconsin System uses "Bobby" – <http://www.cast.org/bobby/> – a website that diagnoses potential accessibility problems and pinpoints reasonable solutions. University Relations owns a licensed copy of the "Bobby" software, and can run reports on each page in a site at one time. Contact the web designer/coordinator for more information. Further, The Access Board, a federal agency committed to accessible design – <http://www.access-board.gov> – provides information on the standards required by Section 508 of the Electronic Rehabilitation Act.