

Website Style Guide



CWU Web Services
www.cwu.edu/public-affairs/web

Style Guide

Typography

Bold and italicized content has special meaning to search engines. It is not appropriate to bold and italicize content for the purposes of visual presentation. Only bold or italicize content that is important. It is almost never appropriate to do both (bold and italicize).

CKEditor

CKEditor allows users incredible control over the layout of the content. We have created a CKEditor profile that supports the web standards and guidelines appropriate for content on university web pages.

General Style Guide

1. Content should be left align including section titles, images, video etc.
2. When images are paired with text, they should be positioned to the left, right or above the text.
 - When images are positioned on the left side or right side of a text block, the text should wrap around the image.
 - When images are positioned above a text block and it is associated with the block of text, the image should span the width of the text block.
3. Headings are used to create visual hierarchy and to signal to search engines meaning about the content.
 1. Do not skip Headings. An H2 heading should be followed by an H3 heading, and an H3 heading should be followed by an H4.
 2. After using a heading, it is appropriate to use a higher level heading after it.

Example

H2 Subheading level 2

H3 Subheading level 3

H4 Subheading level 4

H3 Subheading level 3 ← OK because H4 has already been used

H2 Subheading level 2

Example

H2 Subheading level 2

H4 Subheading level 4 ← A subheading level 3 should be used

H2 Subheading level 2

H3 Subheading level 3

4. Clipart is not allowed - if you need an icon designed please submit a project request to the web services office.
5. When linking to other pages or documents, avoid using images as much as possible.
6. It is appropriate to use images to link to deeper sections of your website
7. when using images to link to subsections of your website, images must include an alternative description (alt text) describing the image, and a title that describes the action when clicking on the link.
8. Do not use tables to create layouts for your content. Tables must be used for tabular data ONLY.

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