Western

WEB STYLE GUIDE

Standards and Resources for Creating Western's Web Experience

CONTENTS

CASCADE CMS

The goal of the Western Communications office is to bring the campus' web presence to a unified, intuitive, easy to use look and feel. We strongly encourage the campus community (both academic and administrative units alike) to use Cascade content management system (CMS) as a platform for their websites. There are several reasons for supporting this recommendation:

No-cost setup, training, and maintenance

Cascade is the web platform of choice for Western. Information Technology Services (ITS) is fully committed to supporting the CMS. ITS offers technical support for the initial setup and a training class for the units' representatives involved in creating and maintaining websites and their content.

Flexible design templates that are standards compliant

Communications' and Public Affairs developed the web templates to be compliant with current accessibility standards and are cross-browser compatible (IE 7+). They come complete with secondary pages, a global navigation structure, and a lower-level navigation scheme. The units will need to develop the general layout, label the navigation items, and generate content to populate these templates.

Ease of access

You will be able to access your website by logging in from anywhere. There is no software to download and no client-side installation.

Consistent Western look and feel

While the units have freedom in shaping the look of their websites, the University has certain web and graphic standards to which the units' websites need to adhere. Adopting Cascade templates guarantees that most, if not all, of these standards will be followed.

Ease of Use

Cascade allows many non-technical users to update content and create webpages quickly, with no knowledge of HTML or programming. This significantly reduces the time, effort, and resources the unit would normally spend on training its personnel in new web tools.

Online Resources

An ITS website on all things Cascade-related

http://www.uwo.ca/its/cms/index.html

Login to Cascade CMS

https://cms.uwo.ca

Cascade "How do I ... ?"

http://www.uwo.ca/its/hdi/wcms/index.html

Hannon Hill

http://www.hannonhill.com

Icon Keys

Throughout the guide, key elements are marked using the following icons for ease of navigation:

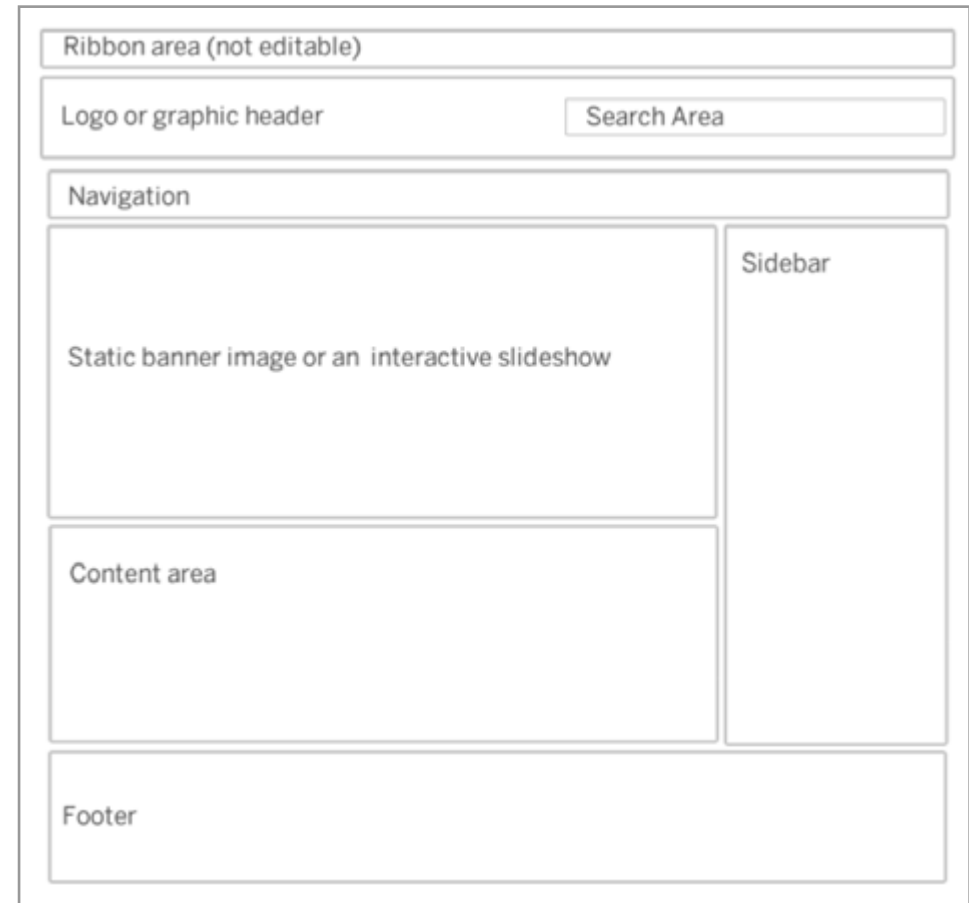**Cascade Tip**

Hyperlink

Warning

Layout 1: Homepage

This layout has been specifically designed for homepages of academic and support unit websites. Besides consistent non-editable regions, this layout incorporates a slideshow banner or a static image banner, the main content area, and right sidebar. The template offers flexibility in the number and types of elements you can display on the page: photos, graphics, news, feeds, calendar of events, etc.

The homepage of your website is the face of your unit and the most important page. It should clearly identify your unit, its purpose, functions, and character. Making this page image-rich and text-light will help achieve maximum visual impact.

Homepage layout specifications:

- Page width – 960px
- Logo / graphic image width – 500px
- Navigation bar – 940x45px
- Static banner or slideshow imagery – 700x300px
- Content area width – 700px
- Sidebar width – 210px
- Footer

Ribbon area (not editable)

Logo or graphic header — Search Area

Navigation

Static banner image or an interactive slideshow

Sidebar

Content area

Footer

PAGE DESIGN AND LAYOUTS

Below there are a few examples of different content elements that diversify the look of the homepage:
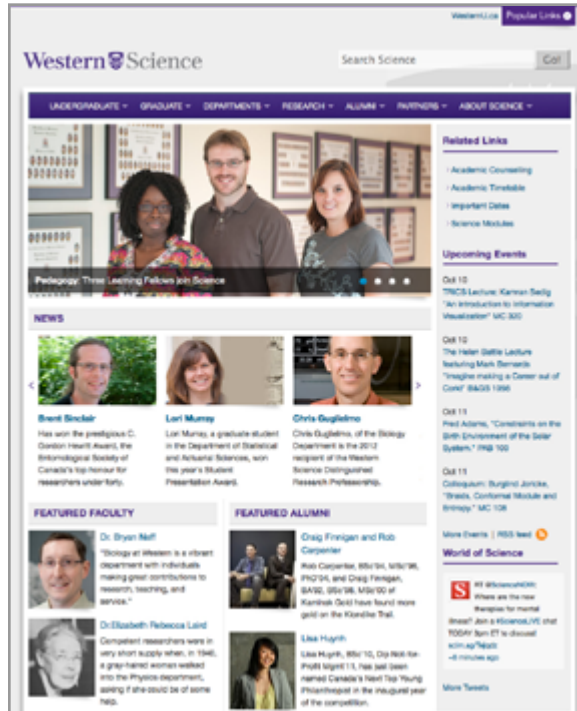
Western Science

The Faculty of Science homepage displays a dynamic slider, which rotates through 3 news articles at a time. A two-column layout introduces faculty and alumni news. The right sidebar contains related links, an upcoming events feed, and an auto update Twitter feed from The World of Science.

http://www.uwo.ca/sci

Western Engineering

The main content area of the Faculty of Engineering homepage is dedicated to Faculty news. The three striking images under the news section promote engineering programs and services. The sidebar contains a random facts block, the events calendar, and publications' .pdfs.

http://www.eng.uwo.ca

Communications and Public Affairs

In addition to the left column news area, the Communications website has an RSS feed of the media releases in the right column. The three images below the content area promote new events and programs. The sidebar has an RSS feed of Alumni news.

http://communications.uwo.ca/comms

Layout 2: Lower-level page with left navigation

The left navigation is generated dynamically based on the folder structure and page
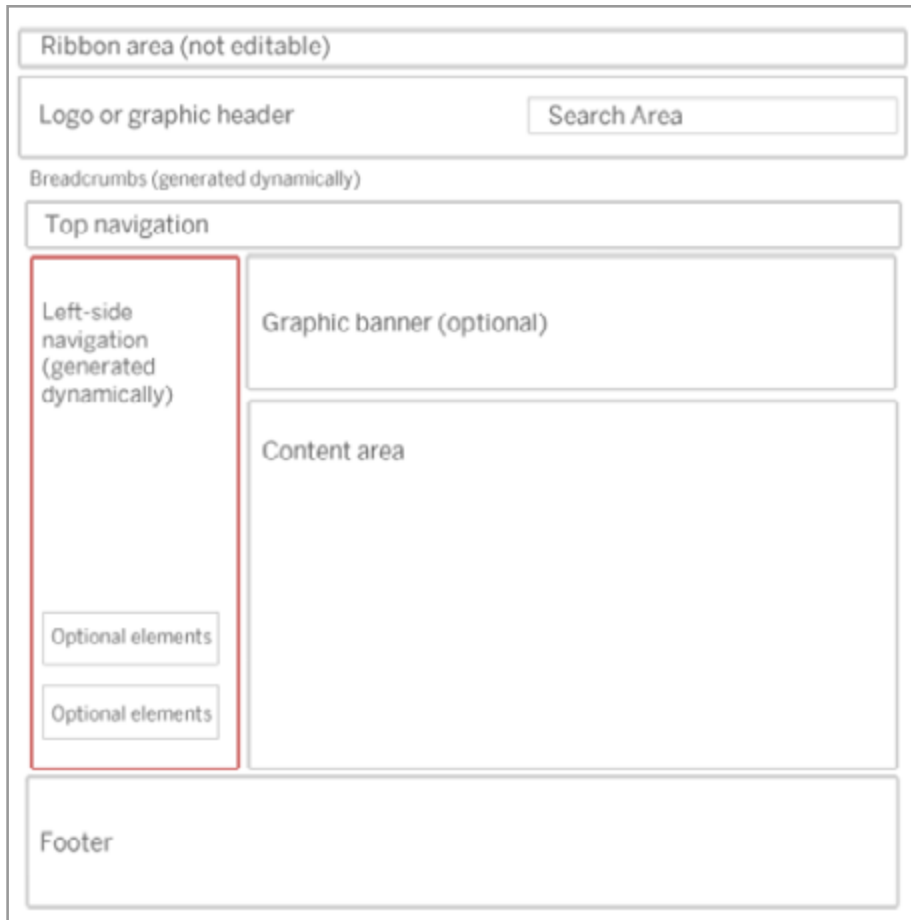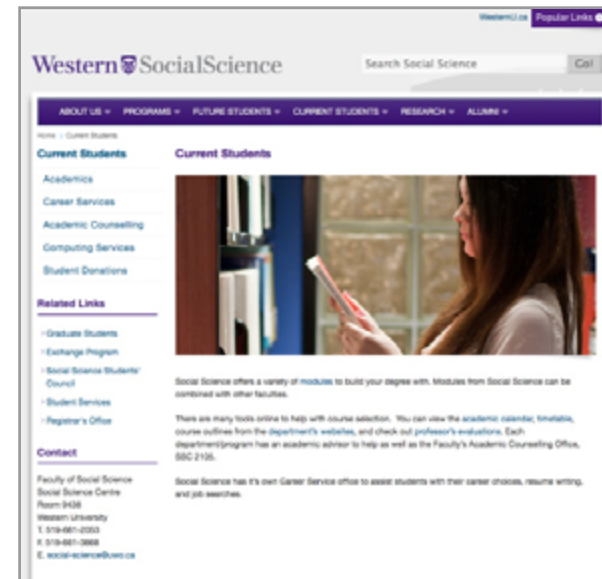

⚙ The width of both of the left navigation and the right sidebars is 210px

To create a page with this layout in Cascade: New > Page > Navigation Index Page

Left Navigation expanded:

Left navigation will expand to show child items. By default, the child items are hidden until the parent item is clicked. The navigation will incorporate items up to 2 levels deep.

Left Navigation Optional blocks:

In addition to the left nav, web authors also have an option of incorporating additional blocks of information under the left navigation.

This example page includes two extra blocks: related links and contact information.

Layout 3. Lower-level page with a right sidebar

Although the homepage (Layout 1) has a sidebar, it is also possible to use Layout 3 that incorporates the right sidebar on lower-level pages. In this case, the left navigation will not be included on the page.
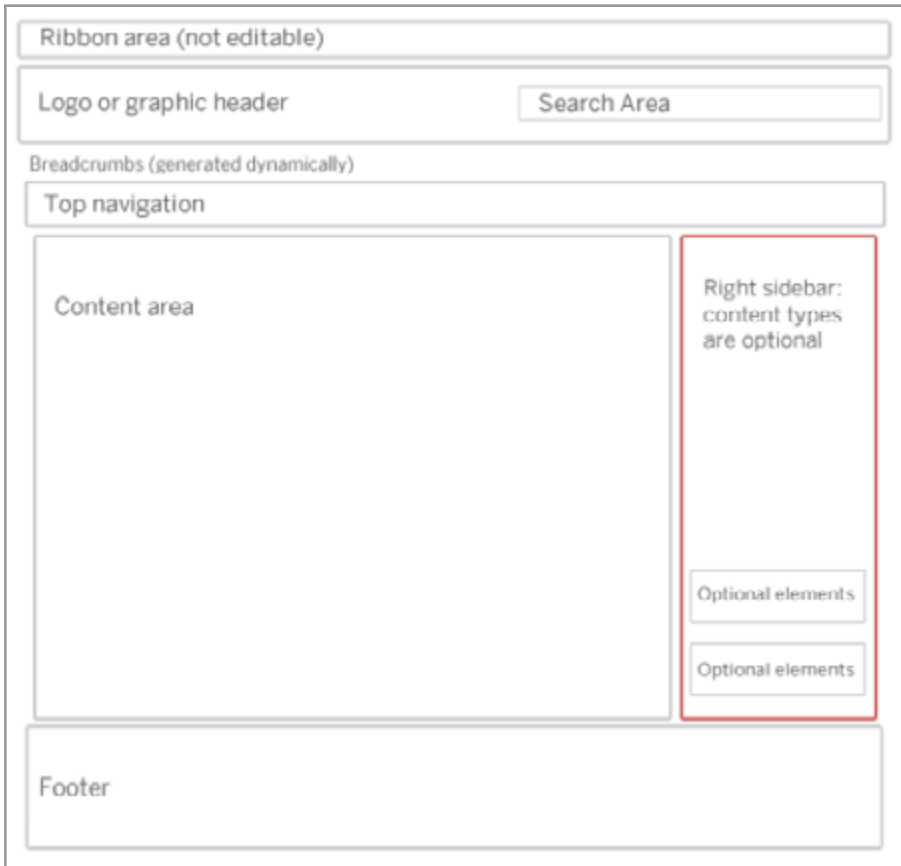
⚙ The width of both the left navigation and the right sidebars is 210px

To create a page with this layout in Cascade: New > Page > Right Sidebar Page

Layout 4. Lower-level single column page

This layout is to be used sparingly for pages with outstanding content (such as special events, live streaming, maps, etc). It does not contain the left navigation.
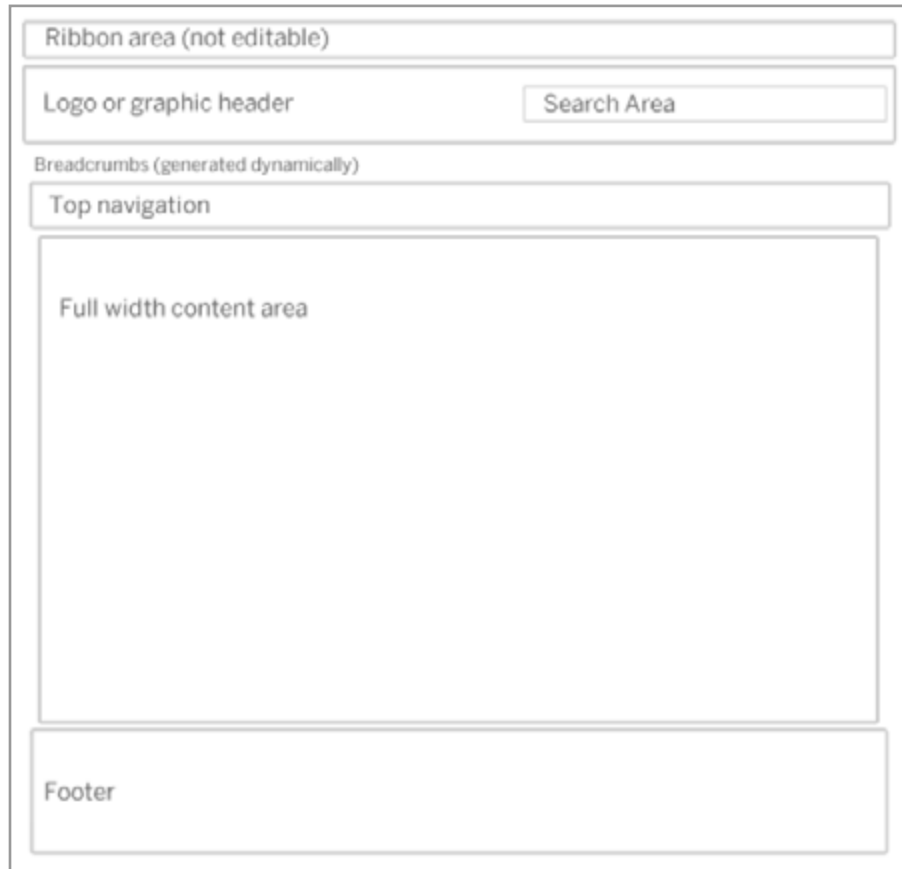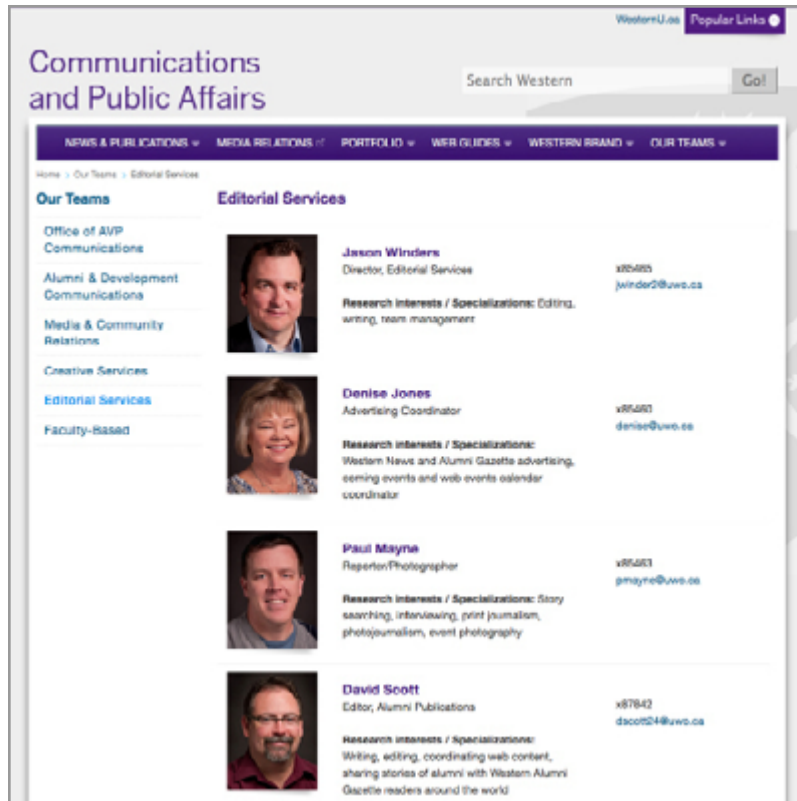

To create a page with this layout in Cascade:

New > Page > Single Column Page

Layout 5. Lower-level page with Faculty/ Staff listing

This layout is designed specifically for inputting the directory of staff / faculty / students. It offers a consistent and structured way of displaying directory elements.

http://communications.uwo.ca/comms/our_teams
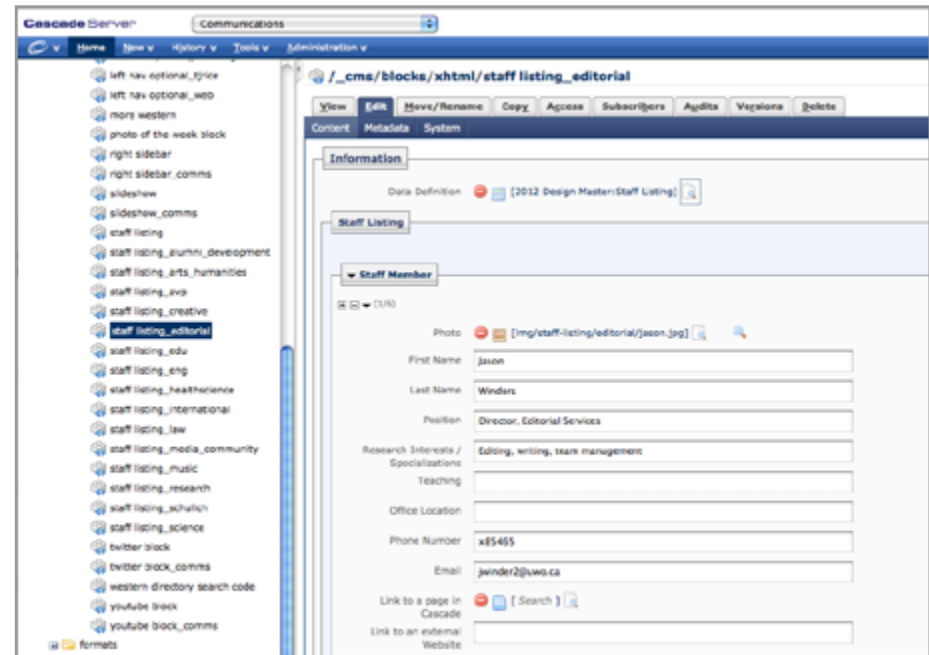
⚙ In Cascade navigate to the staff listing block: CMS > Blocks > XHTML > Staff Listing. The content for this block is built through a form and then applied to the staff listing page.

⚠ The staff listing block will only work with the staff listing page.

CONSISTENT PAGE ELEMENTS

Every single Cascade page across all websites on campus will have a number of consistent, non-editable elements. This ensures a unified look and feel of the template, as well as ease of access to key information for users.

Header

1. The Ribbon (non-editable)

This area of the header is built into every page template. It contains:

- The popular links drop-down provides direct access to the most frequently used campus resources. (Webmail, WebCT, etc.)

- The ribbon serves as an emergency notification tool. In case of campus emergency or urgent campus notifications, the Communications Department will replace the ribbon area content with a message relating to the situation. The Communications office will coordinate the messaging and coding of the emergency notification.

2. Web banners

All web banners with the unit names subscribe to strict branding guidelines. The graphic file for banner art will come as part of a template for your unit's website. All web banner artwork is provided by the Communications office and it should concur with the current branding standards.

3. Google search bar

Campus units can use either the central Western search or a search code specific to their unit.

4. Western shield (non-editable)

The Western shield background is a pre-built part of the template.

Main Body

1. The Horizontal Navigation Bar

The Cascade web template creates dynamically-built navigation, which is populated based on your folder structure. Units have an option of creating the navigation bar with drop-down menus or without drop-down menus.

⚙   The navigation is available in three different CSS classes (large, medium and small) for varying font sizes to ensure the best visual approach.

2. Breadcrumbs

The breadcrumbs, which appear on lower-level pages, serve a dual purpose, they show the user's location within the website. They also work as an additional level of navigation providing both a visual marker of user location and hyperlinks to getting back to each of the levels, including the homepage.

The breadcrumbs and their hyperlinks are built dynamically.
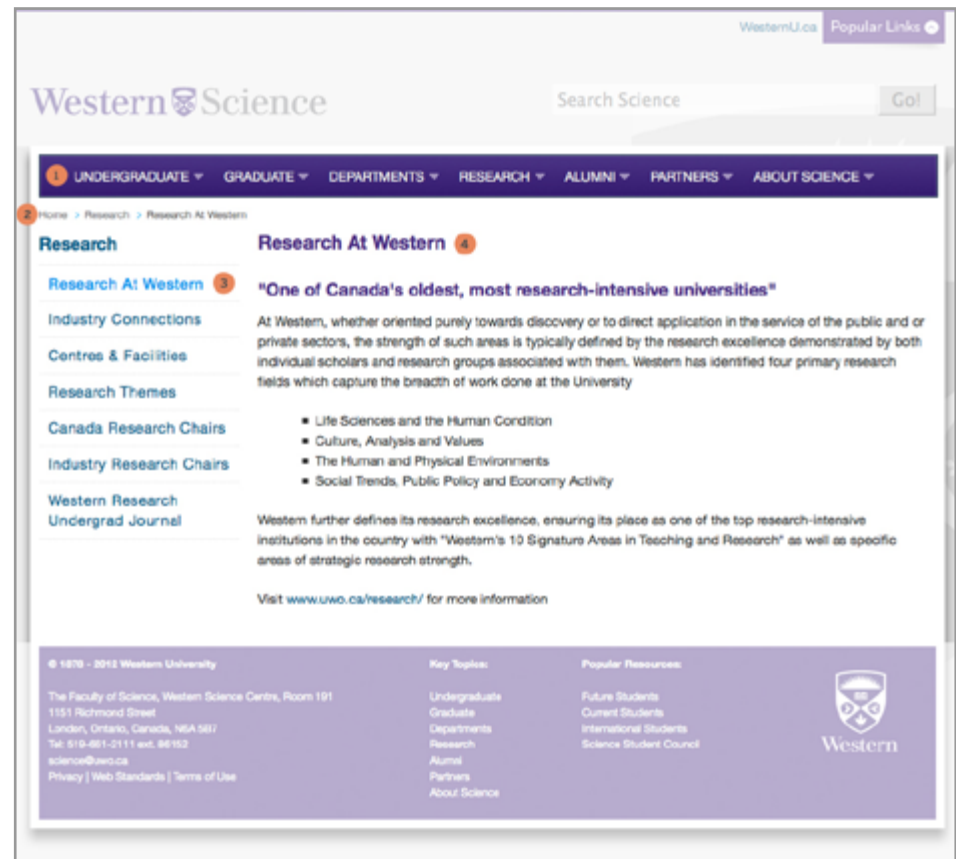
3. Left Navigation

The left hand navigation has been created to assist users with their progression through the levels of the site giving an indication of the major sections. The current active section will be bolded at the top of the menu as a hyperlink, whereas the current selected page will be a hyperlink bolded in light blue within the menu. The left navigation can have varying levels of depth and is generated dynamically based on your folder structure.

4. Page title

The title of each page will be displayed 'automatically' based on the title of each of the pages the content editors assign in Cascade.
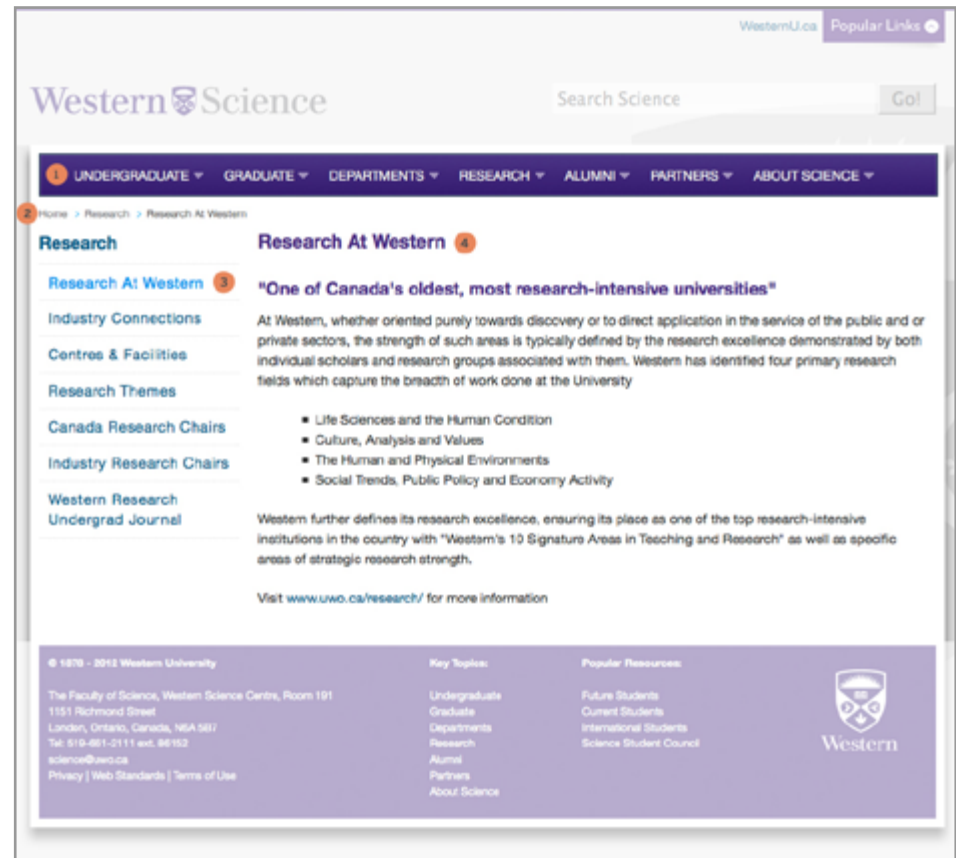
Footer

1. Western Information

- Copyright information (non-editable part of the template)

- Contact information (your unit's address, email and phone number) To edit this block: _cms\blocks\xhtml\footer address

- Links to Privacy, Web Standards, and Terms of Use (non-editable part of the template)

2. Key Topics

These links are generated dynamically and are exactly the same as the top navigation items.

3. Popular Resources

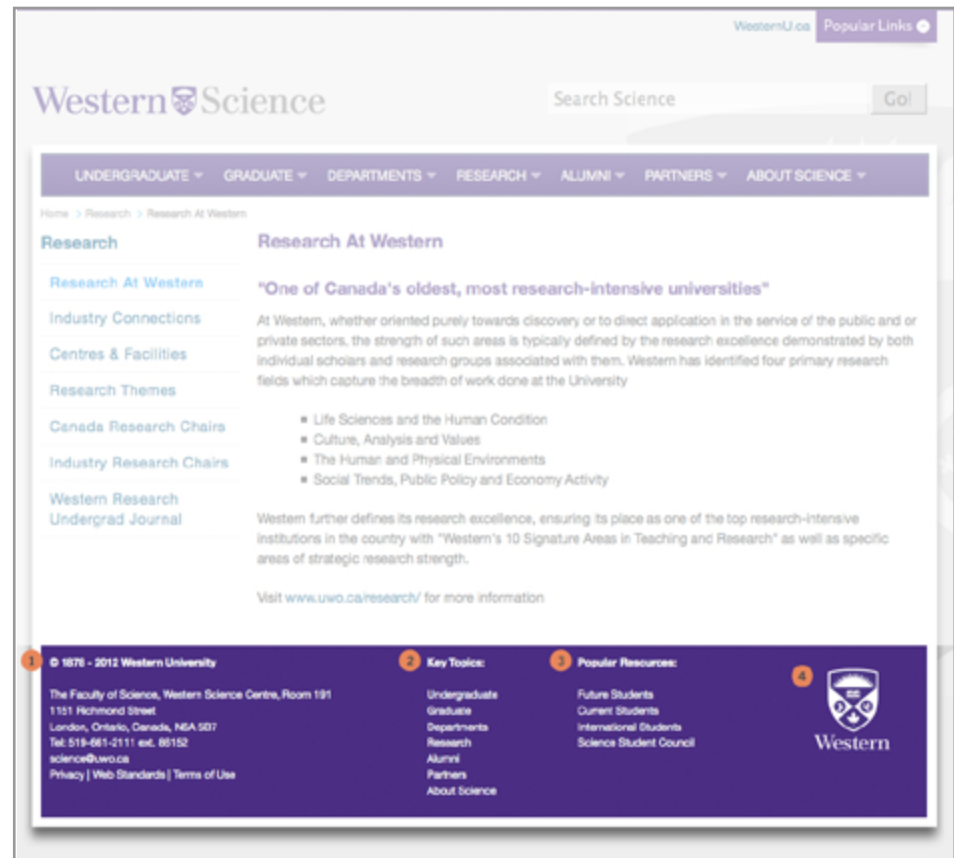The number and types of these links can be modified by the unit's content editor and generally, include most frequently used resources for the unit. To edit this block: _cms\blocks\xhtml\footer popular resources.

4. Western shield image

(non-editable part of the template)

TYPOGRAPHY

Western strives to convey a consistent image as an educational institution that delivers an academic experience second to none. A graphic visual identity helps ensure that all units of the university communicate this image appropriately.

The new visual identity on the web (logos and banners) incorporates two new fonts for Western: Hellmuth and Benton.

Hellmuth - a custom-made serif font, truly unique to Western. We are calling the font Hellmuth in honour of our founder, Bishop Isaac Hellmuth.

Benton - Western's secondary font is a sans-serif. Its acceptable substitute "system font" is Arial.

Arial - Western uses this font for the web body copy. It is free, widely available, and easy to read on screen and on print material.

Refer to the Communications brand guide for all questions pertaining to the logos and font usage for print purposes:

http://communications.uwo.ca/comms/western_brand/vis_toolkit/index.html

Benton Font Family

Benton Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Benton Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Benton Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789*

Arial Font Family

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Arial Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789*

TYPOGRAPHY

The new graphic standards (colours, font types, font sizes) have been integrated and "hard-coded" into the Cascade templates. This allows content editors and web developers to focus on visual aesthetics and content.

Using Heading Tags

The `<h1>` to `<h6>` tags are used to define HTML headings. `<h1>` defines the largest and visually, most important heading while `<h6>` defines the smallest heading size. These tags decrease in size giving visual hierarchy on the important copy throughout the page. `<h>` tags can be applied through the format dropdown menu in the WYSIWYG (What You See is What You Get) editor.

Heading 1 sample <h1>
h1
font-size: 140%
font-weight: bold

Heading 2 sample <h2>
h2
font-size: 130%
font-weight: bold

Heading 3 sample <h3>
h3
font-size: 120%

Heading 4 sample <h4>
h4
font-size: 110%
font-weight: 140%

Body text sample <p>
p
font-size: 14px;

Footer text sample
font-size: 80%
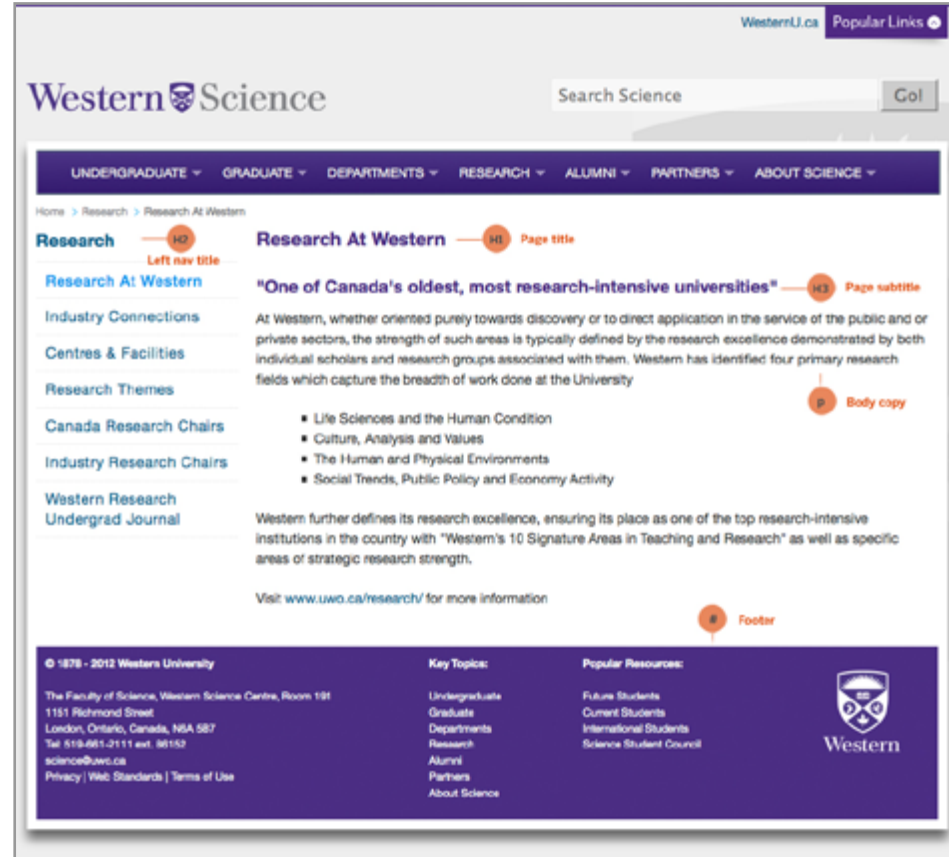
WEB LOGOS

Web versions of all logos and page titles are created by the Communications office. When ITS sets up your website in Cascade, your logo / page title will be embedded in the web header. Here are some sample logos and page titles and their suggested implementation:

Faculty Horizontal Logo

(Recommended for use as the primary logo on faculty websites)

Western ⛨ Engineering

Faculty Stacked Logo

(For use on departmental websites)

Western Science

Department Horizontal Logo

(Recommended for use as the primary logo on departmental websites)

Centre for American Studies

Department Stacked Logo

(Recommended for use on the departmental websites with longer page titles)

Computer Science Continuing Studies

Support Unit Horizontal Logo

(Recommended for use as the primary logo on support unit websites)

Facilities Management

Support Unit Stacked Logo
(Recommended for use as the primary logo on support unit websites with longer titles)

Communications and Public Affairs

WEB BANNERS

Faculty Web Banner
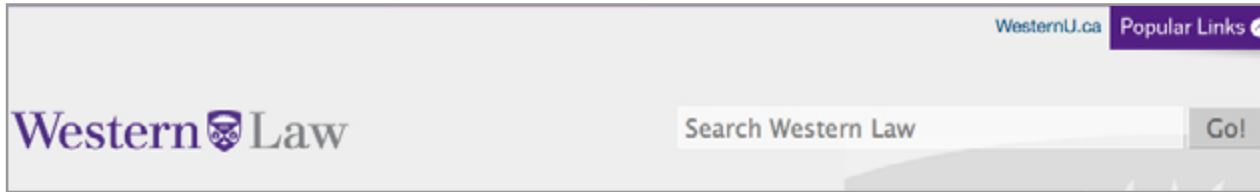
Faculty websites will have the logo placed in the left and hyperlinked to the homepage of the Faculty.

Support Unit's Web Banner
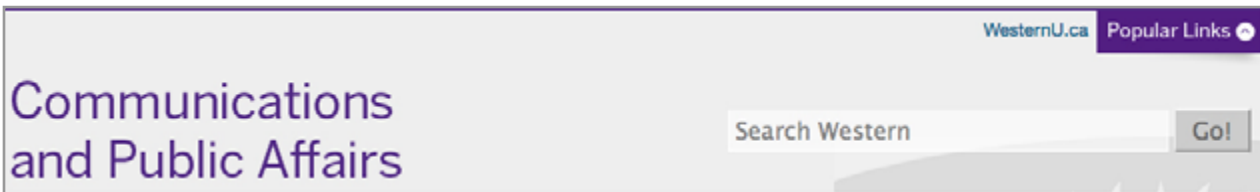
Support unit websites will have the page title placed in the left and hyperlinked to the homepage. The page title wordmark is in Benton typeface.

Departmental Web Banner

Departmental websites have the page title on the left, hyperlinked to the homepage of the department. Their Faculty logo will appear in the top right corner and will link to the homepage of the Faculty. The search bar will be placed below the navigation bar.

COLOURS

In Cascade CMS the colours are preset using style sheets. The new graphic standards (colours, font types and font sizes) have been integrated into the template and will automatically change when the appropriate tags are given.

- **Headings** <h1> - <h6> purple

- **Paragraph** <p> black

- **Hyperlinks** <a> link blue

- **Hyperlinks with hover state** <a> link blue: hover

- **Table Headings** <th> - text grey

Western purple
#4f2683

Link blue
#015b86

Link blue: hover
#029feb

Black
#000000

Text Gray
#333333

Page White
#ffffff
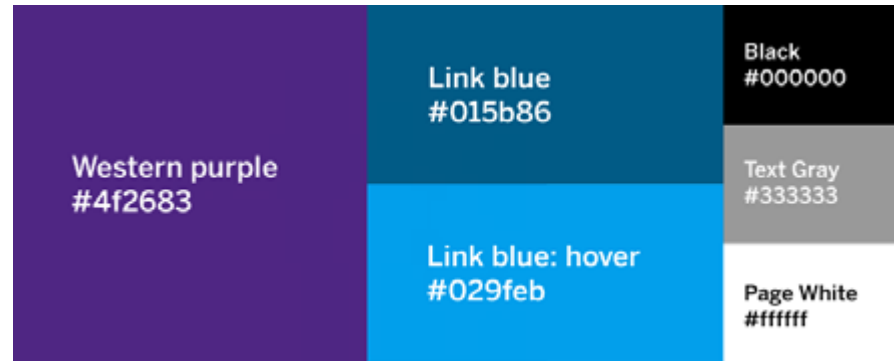
GRAPHIC ELEMENTS

Using similarly-sized imagery is recommended to enable visual consistency.

Homepage banner / Slideshow images

300px

700px

 http://communications.uwo.ca/comms

Landing page banners

200px
or
300px

700px

 http://communications.uwo.ca/comms/web_guides/index.html

2-column images

180px

330px   330px
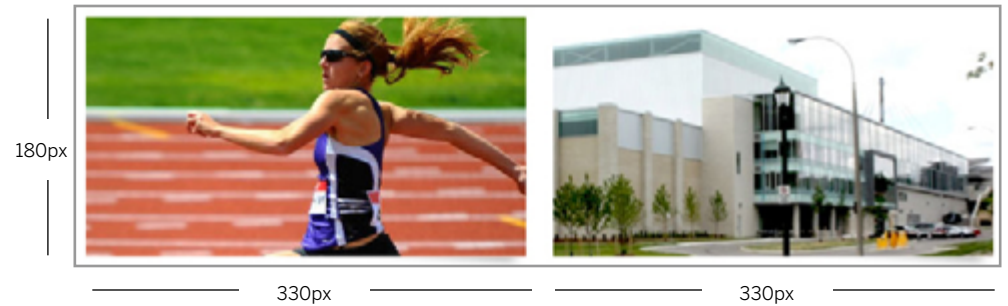
 http://uwo.ca/campus_life/athletics.html

3-column images

110px

210px   210px   210px
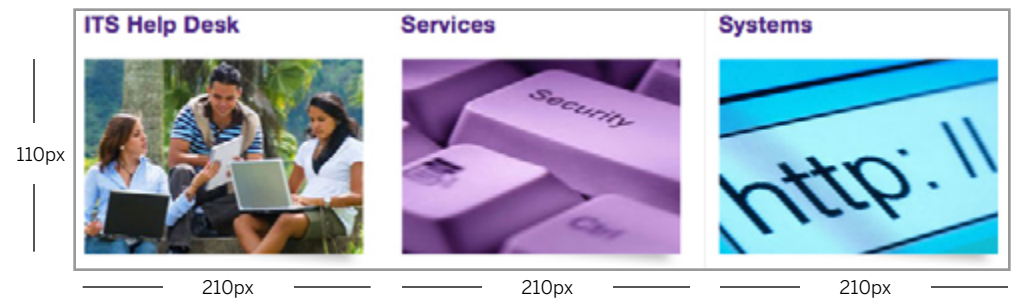
 http://www.uwo.ca/campus_life/computer_support.html

GRAPHIC ELEMENTS

Right sidebar images

110px

210px
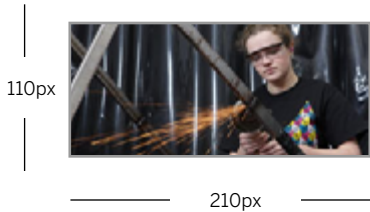
http://communications.uwo.ca/comms/our_teams/editorial.html

Faculty / Staff directory photos
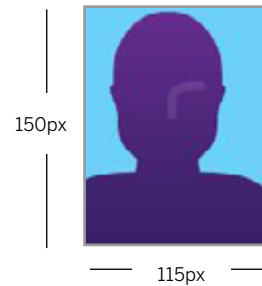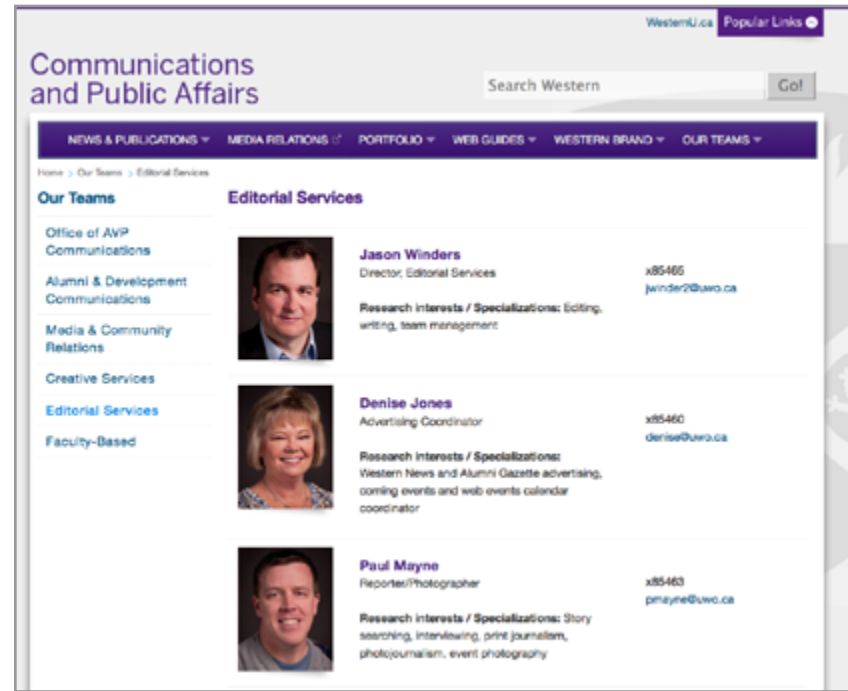
150px

115px

http://communications.uwo.ca/comms/our_teams/editorial.html

Dynamic Slideshow

On the homepage templates, you can add a rotating slideshow, the cycle will rotate every 6 seconds. Alternatively, a user can rotate through images using keyboard arrow keys. The slideshow may be paused by hovering the mouse over the photo

⚙ The slideshow is made through a block and can be edited by navigating to: _cms > blocks > xhtml > homepage slides (naming may be slightly different depending on template). The content in the slideshow can be modified by editing the blocks and filling in the form.

⚠ There should be no more than 5 items in a slideshow

⚙ The slides can be easily reordered. In the top left corner, there are options for editing slides (plus and minus boxes), reordering slides (black arrow), and order of slides (ie. 1 of 2)

Titles and Captions
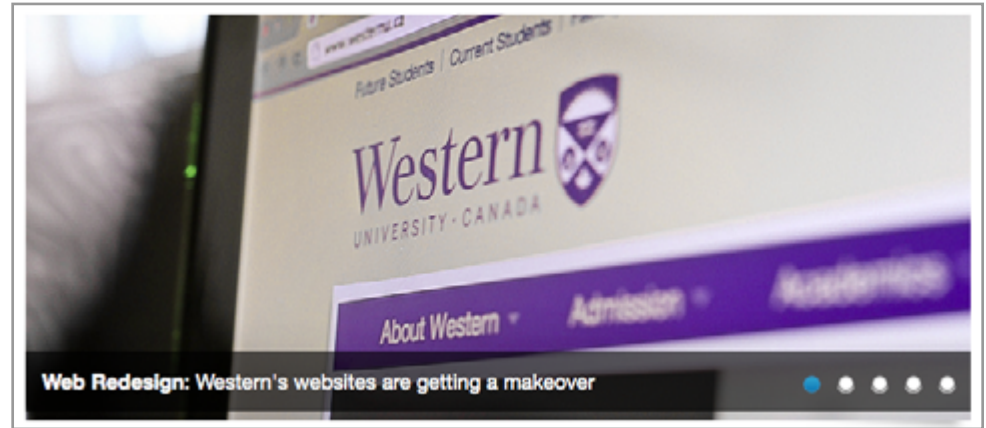
Title   Caption

The captions on the slideshow are added through the block. When creating the titles/captions, try to keep it short and relevant. When possible, keep the captions to one line for a clean and consistent look. The semicolon between the title and caption will be automatically added.

Static Images

If a single static image is preferred over a slider, it can be added through the "static image information" panel on the index page. The same naming conventions of titles and captions apply. (For more details see page 21)

⚙ The static image will need to be 700 x 300px.

Amit Chakma: Western's 10th President & Vice-Chancellor.

GRAPHIC ELEMENTS

Banner Images

A banner image is recommended on all landing pages as they provide a visual focal point. These images should be 700px by 200 or 300px.

(Size should be consistent though all the pages within the site).

Banner Sizes

700x200 for a narrow banner intended for pages with a lot of content.

700x300 for a wider banner intended for pages with less content.

Adding Captions to Banner Images

If a banner image requires a caption to go with it, a class of "photodescription" can be used to overlay text on top of the image adding with a transparent black background. Using this class keeps the look consistant with other pages using captions on images. (For more information on how this class can be applied see page 25)
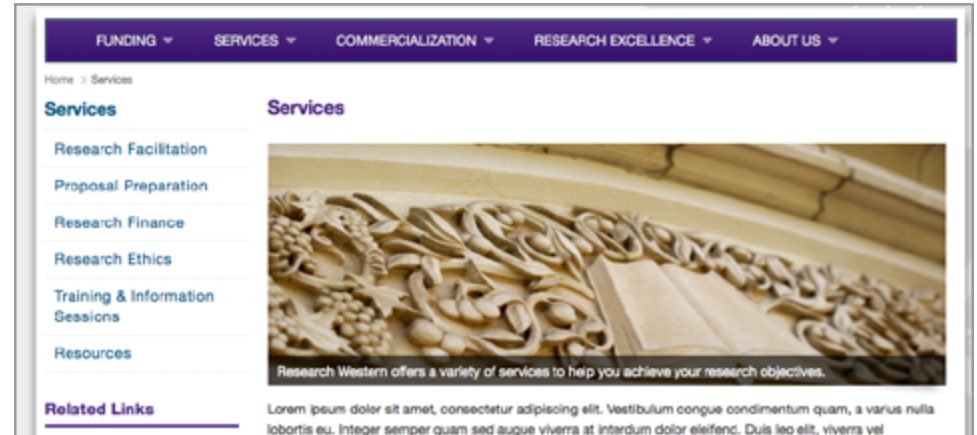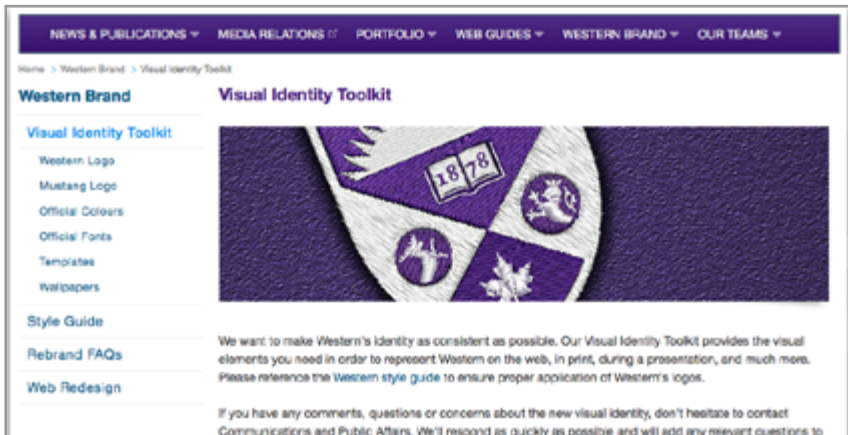
The "image" class applies a subtle drop shadow to the bottom right of your image. Apply this class to all images in order to have consistency throughout the pages.

Image

The `<class="image">` applies the drop shadow to the bottom right of the selected image. Use this class when the content should be wrapped **under** the image. This will automatically give 13px of padding to the bottom of your photo. This allows the content under the photo to be easily read. (see example on right)

```
<img class="image"alt="description"
src="img/campus.jpg"/>
```
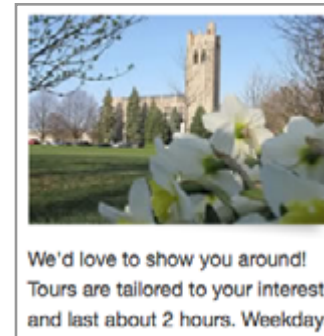
Image Right

The `<class="image-right">` applies the drop shadow to the bottom right of the selected image. Use this class when the **content should be wrapped to the right of the image.** This will automatically give padding to the bottom of your photo of 13px and 10px to the right. This allows the content to the right of the photo to be easily read. (see example on right)

```
<img class="image-right" alt="description" src="img/campus.jpg"/>
```
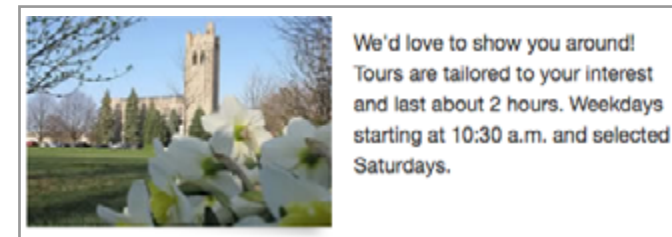
Image Left

The `<class="image-left">` applies the drop shadow to the bottom right of the selected image. Use this class when the **content should be wrapped to the left of the image.** This will automatically give padding to the bottom of your photo of 13px and 10px to the left. This allows the content to the left of the photo to be easily read. (see example on right)

```
<img class="image-left" alt="description" src="img/campus.jpg"/>
```
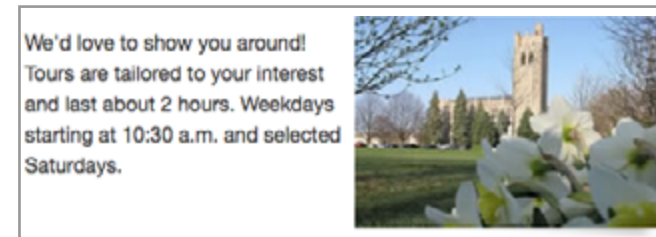
Image with Captions

This class allows users to add captions to the photo, keeping the visual appearance of the design consistent with the other pages and can be easily edited in Cascade. It is read as text by search engines and enhances search engine optimization for the site. This class is commonly used on the homepage for smaller graphic elements, but can also be used throughout the site.

⚠ Limit the caption to five words or less. If there is more than that, the caption will cover up too much of the photo.

http://ssc.uwo.ca/index.html
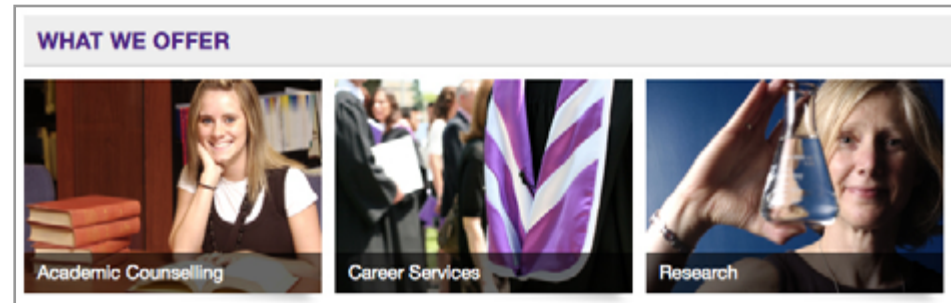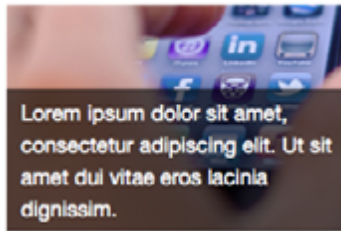
```
<div class="image-right">
<img width="200px" src="img/mobileapp.jpg" alt="describe image">
<div class="caption-wrapper">
<p class="photodescription">add photo caption.</p>
</div>
</div>
```

Adding Photo Credits

Photo credits can be added to the caption using the following lines of code (Optional)

```
<div class="image-right">
<img width="200px" src="img/mobileapp.jpg"
alt="describe image">
<div class="caption-wrapper">
<p class="credit">Photo taken by: First Last</p>
<p class="photodescription">add photo caption.</p>
</div>
</div>
```

Social Media Icons

When using social media icons, please download and use the new set of rounded icons:

http://communications.uwo.ca/comms/web_guides/web_style_guide.html

New Social Media Icon Set

Facebook

Twitter

YouTube

MySpace

Flickr

Instagram

Blogs

RSS

LinkedIn

iTunes

STAY CONNECTED

Western on YouTube   Western on Twitter   Western on Flickr   All Western Social

Homecoming 2012: Relive the

Margaret Trudeau @Westernu today to speak on mental health & her own struggle with bipolar condition uwo.ca/fhs/deansoffic... ~an hour ago

Subscribe to Western's YouTube

MT @WesternEng: A 1400lb pumpkin dropped from 100ft? This is going to be messy. Join @EWBWestern today, 2 PM, UC Hill. #westernu ~2 hours ago

Bike Rack Launch by B. Watson Share your Western photos on Flickr

Western on Facebook

Western on iTunes

Western Blogs

Directory of all Western social media

http://communications.uwo.ca/comms

Social Icon Class

When adding a social media icon to your site, make sure you add the

social icon class to give the proper padding around the icon.

For example: Like Us on Facebook

```
<img src="http://www.uwo.ca/web_standards/img/social/
facebook_16.png" class="social-icon" alt="Facebook">
```

2 - Column Layout

The 2-column layout can be used to run the content of your page in two distinct columns. Using this layout will shorten the length of your page and will display content in a visually-appealing format.

Left Column. Right Column.

The content placed in the "left column" and "right column" will appear in the left and right sides of the column accordingly. The sections can be treated as a regular content area (text, images, links, etc. can all be placed).

⚙ The 2-column layout can be created by adding content in the "left column" and "right column" sections in the WYSIWYG editor. Column widths are: 340px.

The vertical line between the content will be added automatically.

Basic Content Below Columns

The content placed in the "basic content below columns" will remove the float from the columns and place the content under the top columns. If the two columns are left empty, the "basic content" will appear on top of the page.
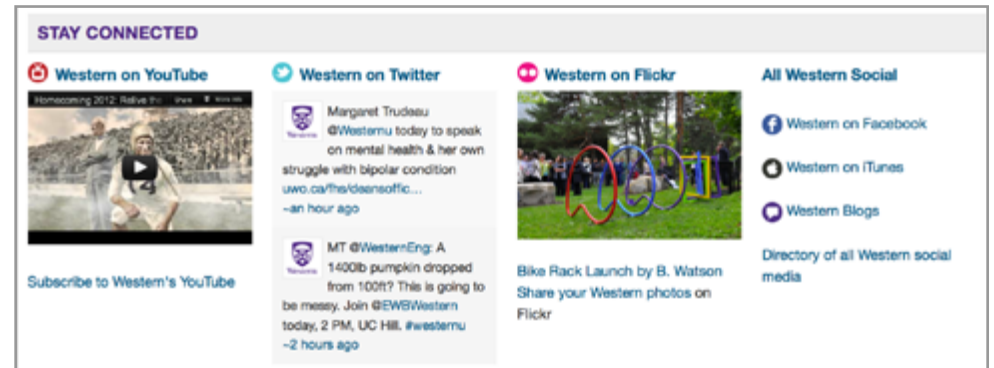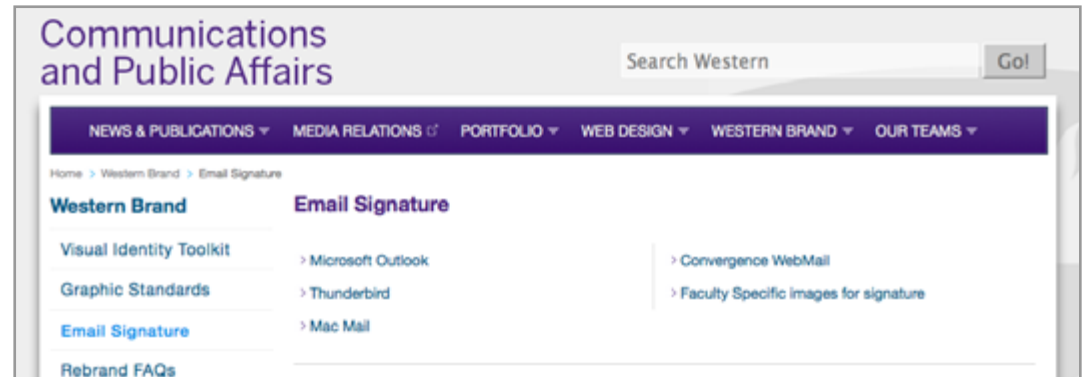

http://communications.uwo.ca/comms/western_brand/email_signature.

```
<div class="left-2column">
<ul class="arrow-list">
<li><a href="#outlook">Microsoft Outlook</a></li>
<li><a href="#bird">Thunderbird</a></li>
<li><a href="#mac">Mac Mail</a></li>
</ul>
</div>

<div class="right-2column">
<ul class="arrow-list">
<li><a href="#mail">Convergence WebMail</a></li>
<li><a href="#faculty">Faculty Specific images for signature</a></li>
</ul>
</div>
```

3 - Column Layout

The three column layout can be used to run the content of your page in three columns. Using the three columns provides an option of structuring the content more efficiently. The content in each of the three columns is wrapped around a `<div>` class to float the columns to the correct position and dimensions. The `<div>` classes need to be applied through the HTML editor.

⚙ The vertical lines between the content will be added automatically.

3 Column Layout Classes

1. **Left:** `<div class="left-3column">`

1. **Center:** `<div class="center-3column">`

1. **Right:** `<div class="right-3column">`

http://communications.uwo.ca/comms/portfolio/expertise
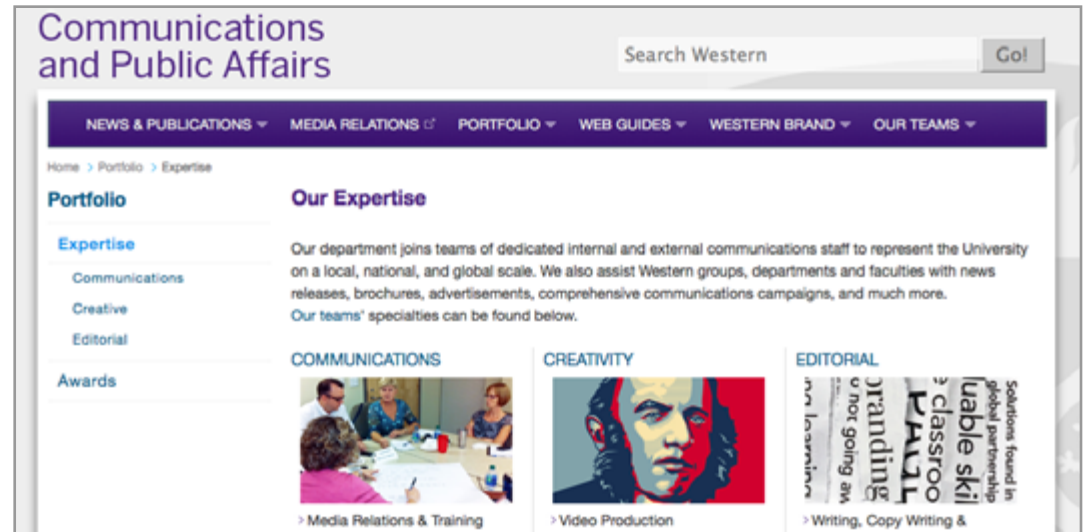
```
<div class="left-3column">
<h4><strong>Communications</strong></h4>
<img width="200" height="119" src="../img/communications.jpg" class="image"
alt="Communications"> <br /> <br />
<ul class="arrow-list">
<li>Media Relations &amp; Training</li>
</ul> </div>

<div class="center-3column">
<h4><strong>Creativity</strong></h4>
<img width="200" height="119" src="../img/creativity.png" class="image"
alt="Creativity"> <br /> <br />
<ul class="arrow-list">
<li>Video Production</li>
</ul> </div>

<div class="right-3column">
<h4><strong>Editorial</strong></h4>
<img width="200" height="119" src="../img/editorial.jpg" class="image"
alt="Editorial"> <br /> <br />
<ul class="arrow-list">
<li>Writing, Copy Writing &amp; Editing</li>
</ul> </div>
```

Unordered Lists

The unordered lists are used when a bulleted list is needed. List styles are built into Cascade and can be applied through the WYSIWYG editor. This will add the appropriate padding and margins to your list.

Ordered Lists

The ordered list is used for listing numbered items. The class can be applied through the WYSIWYG editor.

Listing .pdfs/.doc Files and Locked Icons

Separate styles were created for listing documents that are in .pdf and .doc formats, as well as password-protected documents:

Adding Multiple Icons to Lists

When applying different types of icons to a list, apply the class to each `<li>` tag.

⚠️ Adding the appropriate list classes will give the list correct margins. Without the class, items will not have the proper formatting.

Unordered List Items' Class

■ <ul class"squarelist">

❯ <ul class"arrow-list ">

Ordered List Items' Class

1. <ol class"numberedlist">
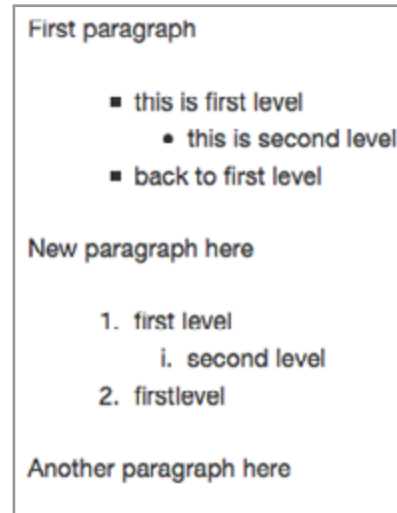
List Items' Class

📕 <li class"squarelist pdf">

📘 <li class"squarelist word">

🔒 <li class"squarelist lock">

First paragraph

- this is first level
  - this is second level
- back to first level

New paragraph here

1. first level
   i. second level
2. firstlevel

Another paragraph here

```
<p>First paragraph</p>
<ul class="squarelist">
    <li>this is first level
      <ul>
        <li>this is second level</li>
      </ul>
    </li>
    <li>back to first level</li>
</ul>

<p>New paragraph here</p>
<ol class="numberedlist">
    <li>first level
      <ol>
        <li>second level</li>
      </ol>
    </li>
    <li>firstlevel</li>
</ol>

<p>Another paragraph here</p>
```

📕 item 1 (PDF, 5.5 MB)
📕 item 2 (PDF, 5.5 MB)

🔒 item 1
🔒 item 2
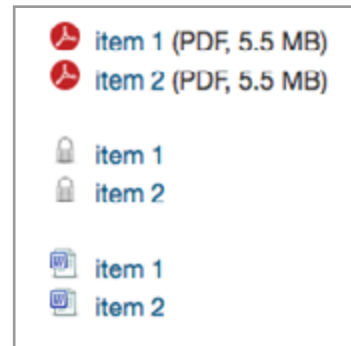
📘 item 1
📘 item 2

```
<ul class="squarelist pdf">
<li>item 1</li>
<li>item 2</li>
</ul>

<ul class="squarelist lock">
<li>item 1</li>
<li>item 2</li>
</ul>

<ul class="squarelist word">
<li>item 1</li>
<li>item 2</li>
</ul>
```

📕 item 1
📘 item 2
🔒 item 3

```
<ul>
<li class="squarelist pdf">item 1</li>
<li class="squarelist word">item 2</li>
<li class="squarelist lock">item 3</li>
</ul>
```

TITLE BARS

There are three different types of title bars that can be used to add more visual appeal or emphasize specific elements of the page.

Title Bar Grey

This class can used on for the homepage "Connect With Us" section, as well as any other section titles of your choice. Uppercase is forced in this class.

FEATURED ALUMNI

Dr. B.N. Jagtap

Dr. B.N. Jagtap who received his post-doctorate degree from Western in 1977 is cited as one of Livemint's "game changers"

```
<h3 class="title-bar-grey">
Featured Alumni</h3>
```

🔗 http://ssc.uwo.ca

Title Bar Purple

This class can be used to emphasize different sections within the page. Uppercase is forced in this class.

SITES OF INTEREST

> Convocation Video Stream
> Imagine 2022
> Fall 2012 Alumni Gazette
> iWestern mobile app

```
<h3 class="title-bar-purple">Sites of Interest
</h3>
```

🔗 https://www.uwo.ca

Side Bar Title

This can be used in right sidebars and/or headings of left nav optional blocks

⚙ By default, the width of any titlebar is 100% of the parent <div>. However, the width can be adjusted as follows:

`<h3 class="sidebar-title" style="width: 50%;">Lorem ipsum</h3>`

World of Science

nature NIH faces chimp housing quandary ow.ly/eUyRu ~26 minutes ago

Here's a Halloween Costume idea, Phantom

```
<h3 class="sidebar-title">Word of Science
</h3>
```

🔗 http://ssc.uwo.ca

Dividing line

The dividing line can be used to separate content.

⚙ By default, the width of the line will span the width of its containing <div>. To adjust the width use inline styling as follows:

`<hr style="width: 210px;">`

Key Links

President's Priorities

Public Accountability

Governance

Giving to Western

`<hr style="width: 210px;">`

🔗 http://president.uwo.ca

BOXES

Blue Box

The blue box class can be used anywhere within the website where a button is needed. The class has a hover state that prompts users to click on the highlighted text.


```
<a title="Self-Guided Tour" target="_blank" style="float:
right;" href="http://uwo.ca/ppd/documentation/Western_
WalkingTour_2011.pdf" class="blue-box">Self-Guided Tour</a>

<a title="Open House" target="_blank" style="float: right;"
href="http://welcome.uwo.ca/preview/visitus/index.html"
class="blue-box">Learn More</a>

<a title="Campus Tours" target="_blank" style="float: right;"
href="http://welcome.uwo.ca/preview/visitus/index.html"
class="blue-box">Learn More</a>
```
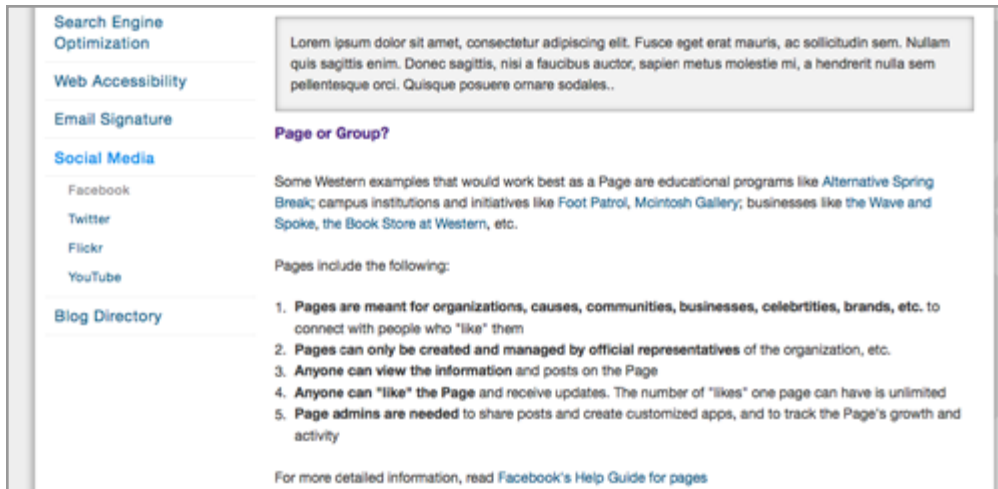
http://www.uwo.ca/about/visit/index.html

BOXES

Callout Box

This class is an effective way of drawing user attention to a specific message within the body of text, sidebar, or a left nav


```
<div>
<p class="grey-box">
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce
eget erat mauris, ac sollicitudin sem. Nullam quis sagittis enim.
Donec sagittis, nisi a faucibus auctor, sapien metus molestie mi,
a hendrerit nulla sem pellentesque orci. Quisque posuere ornare
sodales
</p>
</div>
```

http://communications.uwo.ca/comms/web_guides/social_media/
facebook.html
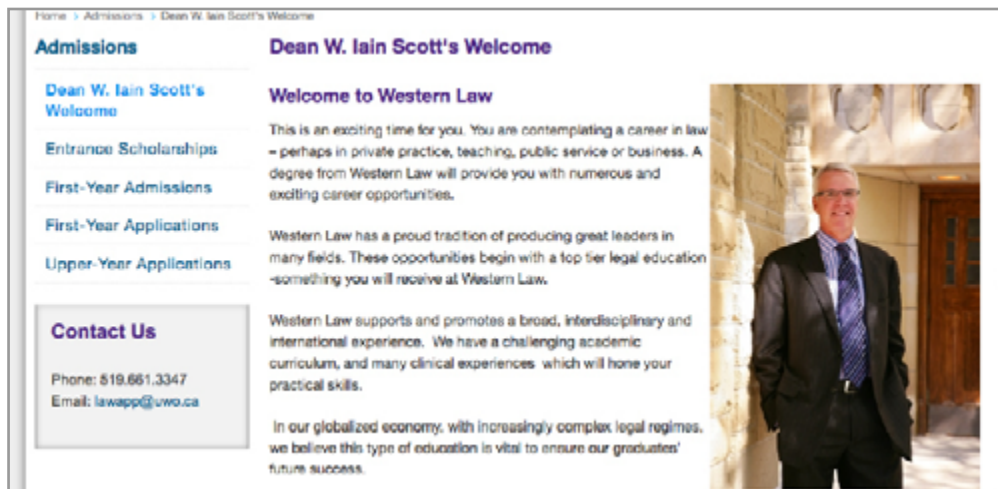

```
<div class="grey-box">
<h1 class="general_items2">Contact Us</h1>
<p>Phone: 519.661.3347<br>
Email: <a href="mailto:lawapp@uwo.ca">lawapp@uwo.ca</a>
</p>
</div>
```

http://www.law.uwo.ca/admissions/deans_welcome.html

TABLES

Tables should be used when rendering data that belongs naturally in a grid, or when the data describes a number of objects that have the same property.

Tables With Borders

Tables are defaulted to have the borders around each cell. Use the code below as reference when creating your table.

Course	Collaborative faculty	Frequency
LAW 9763: Nation-Building in the American Empire	Rande Kostal	Offered approximately every other year
LAW 9225: Public International Law	Valerie Oosterveld or Chi Carmody or Sara Seck	Offered annually
LAW 9430 International Human Rights Law	Valerie Oosterveld	Offered approximately every [other] year
LAW 9809: International Criminal Law	Valerie Oosterveld	Offered most years

Rows wrapped around <th> grey background, bold text

Wrapped around <td> white background, easy to read the content

http://www.law.uwo.ca/academic_programs/graduate_programs/collaborative_program_in_transitional_justice.html

For table headings, wrap the text around a <th></th> tag to add the grey background and bold text. This will help give visual hierarchy to your table.

When saving a page that uses tables, leave the table summary blank for accessibility.

```
<table>
<tbody>
<tr>
<th>Course</th>
 <th>Collaborative faculty</th>
 <th>Frequency</th>
</tr>
<tr>
 <td><p>LAW 9763:<br />Nation-Building in the American Empire</p></td>
 <td><p>RandeKostal</p></td>
 <td><p>Offered approximately every other year</p></td>
</tr>
<tr>
 <td><p>LAW 9225:<br />Public International Law</p></td>
 <td><p>Valerie Oosterveld or <br /> Chi Carmody or Sara Seck</p></td>
 <td><p>Offered annually</p></td>
</tr>
<tr>
 <td><p>LAW 9430<br />International Human Rights Law</p></td>
 <td><p>Valerie Oosterveld</p></td>
 <td><p>Offered approximately every [other] year</p></td>
</tr>
</tbody>
</table>
```

Tables Without Borders

In some cases a table does not require borders. You can add "no-borders" class to the table tag: `<table class="no-borders">.`

Course	Collaborative faculty	Frequency
LAW 9763: Nation-Building in the American Empire	Rande Kostal	Offered approximately every other year
LAW 9225: Public International Law	Valerie Oosterveld or Chi Carmody or Sara Seck	Offered annually
LAW 9430 International Human Rights Law	Valerie Oosterveld	Offered approximately every [other] year
LAW 9809: International Criminal Law	Valerie Oosterveld	Offered most years

rows wrapped around <th> grey background, bold text

wrapped around <td> white background, easy to read the content

http://www.law.uwo.ca/academic_programs/graduate_programs/collaborative_program_in_transitional_justice.html

For table headings, wrap the text around a <th></th> tag to add the grey background and bold text. This will help give visual hierarchy to your table.

When saving a page that uses tables, leave the table summary blank for accessibility.

```
<table class="no-borders">
<tbody>
<tr>
<th>Course</th>
 <th>Collaborative faculty</th>
 <th>Frequency</th>
</tr>
<tr>
 <td><p>LAW 9763:<br />Nation-Building in the American Empire</p></td>
 <td><p>RandeKostal</p></td>
 <td><p>Offered approximately every other year</p></td>
</tr>
<tr>
 <td><p>LAW 9225:<br />Public International Law</p></td>
 <td><p>Valerie Oosterveld or <br /> Chi Carmody or Sara Seck</p></td>
 <td><p>Offered annually</p></td>
</tr>
<tr>
 <td><p>LAW 9430<br />International Human Rights Law</p></td>
 <td><p>Valerie Oosterveld</p></td>
 <td><p>Offered approximately every [other] year</p></td>
</tr>
</tbody>
</table>
```

Input Elements

Adding a Form

To add a form to your page there are three stages involved:

1. Creating the Inputs

Inputs are created to allow users to add data to the appropriate fields.

(For more information on specific inputs - see page 36-37)

2. Connecting to the .txt File

The form action needs to be set to send the form's data to a .txt file within the folder (This will be the document that will be emailed to the recipient).

For example:

```
<form action="http://www.uwo.ca/cgi-bin/cgiemail/
research/services/ethics/romeo/new_investigator_form.txt"
method="get">
```

3. Success Message Page

When a user submits the form, it should link to a thank you/success message. This is a separate page that will display a thank you message to the user who has submitted the form verifying that it has been sent.

For example:

```
<input name="success" value="http://www.uwo.ca/research/
services/ethics/romeo/new_investigator_form_success.html"
type="hidden" />
```


http://www.uwo.ca/research/services/ethics/romeo/romeo_new_investigator_form.html

Input Types

Text Fields

The `<input>` element is used to select user information.

Text Area

The <textarea> tag is used for multi line text input. A text area can hold

an unlimited number of characters. The size of the field can be adjusted

by changing the `cols="80" and rows="7"` to an appropriate number.

First Name:*

Last Name:*

```
<li>
  <label for="required-firstname">First Name:</label>
  <span class="red">*</span></li>
<li>
  <input class="fields required" maxlength="100" name="required-firstname"
size="60" type="text" />
</li>
<li>
  <label for="required-lastname">Last Name:</label>
  <span class="red">*</span></li>
<li>
  <input class="fields required" maxlength="100" name="required-lastname"
size="60" type="text" />
</li>
```

Comments:

```
<li>
  <label for="comments">Comments:</label>
</li>
<li>
  <textarea class="fields optional" cols="80" name="comments" rows="7" size="60"
type="text"></textarea>
</li>
```

Input Types

Selection Menu

The `<select>` tag allows users to select an option from a drop down list.

The `<option>` tags inside `<select>` creates the options available in the drop down menu.


```
<li>
  <select class="fields required" maxlength="100"
name="required-salutation">
    <option label="Dr." value="Dr.">Dr.</option>
    <option label="Prof." value="Prof.">Prof.</option>
    <option label="Ms." value="Ms.">Ms.</option>
    <option label="Mrs." value="Mrs.">Mrs.</option>
    <option label="Mr." value="Mr.">Mr.</option>
  </select>
</li>
```

Radio Buttons

`<input type="radio">` defines a radio button. Radio buttons allow users to select one option from a number of choices.


```
<ul class="inputlist">
<label for="annual-event">Is this an annual event:</
label>
<li> <input type="radio" value="yes" name="annual-
event" id="annual-event" class="required"> Yes </li>
<li> <input type="radio" value="no" name="annual-
event"> No </li>
</ul>
```

Checkboxes

`<input type="checkbox">` defines a checkbox. Check boxes allow users to select more than one option from a number of choices.


```
<p>Choose a Day</p>
<ul>
<li><input type="checkbox" name="day"
value="Monday">Monday</li>
<li><input type="checkbox" name="day"
value="Tuesday">Tuesday</li>
<li><input type="checkbox" name="day"
value="Wednesday">Wednesday</li>
<li><input type="checkbox" name="day"
value="Thursday">Thursday</li>
<li><input type="checkbox" name="day"
value="Friday">Friday</li>
</ul>
```

Submit Button

`<input type="submit">` defines a submit button. This allows the data within the form to be sent to the appropriate destination.


```
<input value="submit" type="submit" />
<input name="success" value="http://www.uwo.ca/
research/services/ethics/romeo/new_investigator_form_
success.html" type="hidden" />
```

JAVASCRIPT MODULES

Javascript modules allow developers to embed popular JavaScript library elements without thorough knowledge of the scripting language. Many of these elements will add interactivity and additional functionality to the page and will help present content in an appealing format.

Single Image Carousel

This module allows users to rotate through a set of similary-sized images with / without text descriptions, one image at a time. The images and descriptions should belong to the same information category (i.e. News, Reports, Profiles, etc.).

⚠ Only one of these sliders can be used per page.

Recommended Formatting

Heading - should be in <h4> tags

Paragraph below heading - should be in <p> tags

Image Size

Recommended size for the images is 200 x 185px. This will ensure a consistent look with the other pages.

⚠ The size may vary slightly depending on the placement of the module and elements around it.

Leesa Couper walks on the wild side

The Children's Dental Clinic Office Manager (Schulich School of Medicine & Dentistry) meets a wildlife rehabilitation and education centre in Mount Brydges.
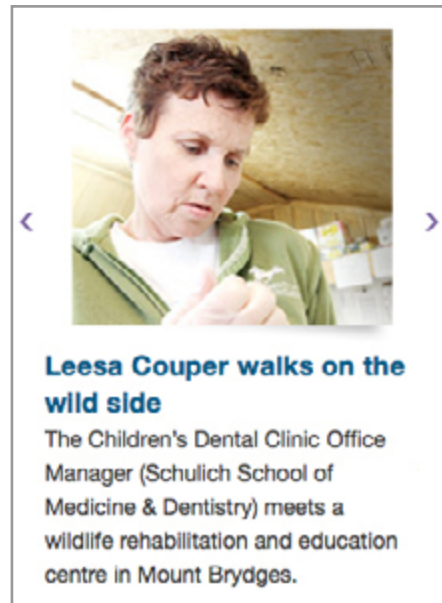
```
<div class="slider-container" style="margin-
left: 12px;">
<div class="flexslider" id="secondary-slider">
<ul class="slides">
<li>
<img alt="Staff Profile" class="image"
src="/img/faculty/profiles/Couper.jpg"
height="185" width="200" />
<h3>Leesa Couper walks on wild side</h3>
<p>The Children's Dental Clinic Office Manager
(Schulich School of Medicine &amp; Dentistry)
meets a wildlife rehabilitation and education
centre in Mount Brydges.</p>
</li>
</ul>
</div>
</div>
```

🔗 http://www.uwo.ca/faculty_staff

Triple Image Carousel

This module allows users to rotate through a set of similarly-sized images with / without descriptions, three images at a time. The triple image carousel can be used in the main content area and is most effective for presenting a gallery of news, faculty, staff, etc.

Recommended Formatting

Heading - should be in <h4> tags

Paragraph below heading - should be in <p> tags

Image Size

The width of each image should be 205px. This ensures that three images fit across with the appropriate spacing in between. The height should be in proportion set to the width.

⚠ All images in the banner should be the same size for visual balance.
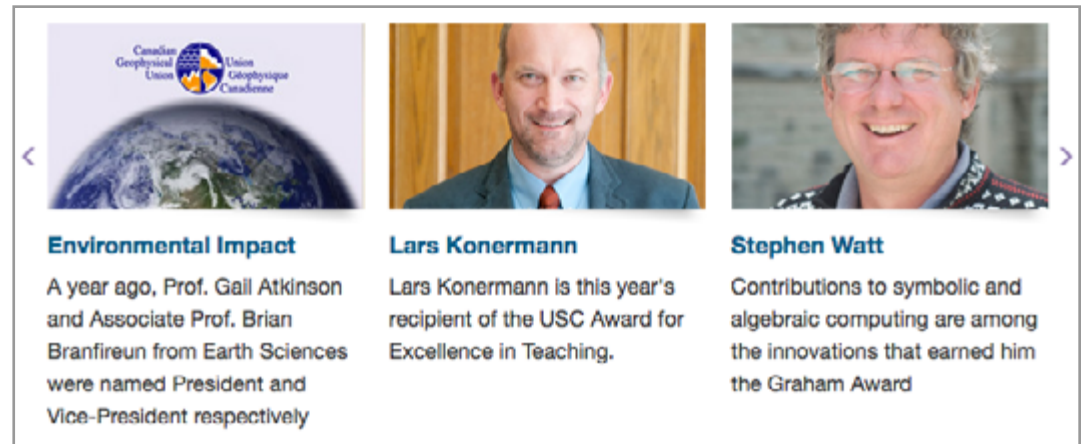

```
<div class="slider-container" >
<div class="flexslider carousel" id="triple-slider">
   <ul class="slides">
   <li><img src="img/slider/environment.jpg" />
   <h3><strong>Environmental Impact</strong></h3>
   <p>A year ago, Prof. Gail Atkinson and Associate Prof. Brian Branfireun from Earth
   Sciences were names President and Vice President respectively</p>
   </li>
   <li><img src="img/slider/lKonermann.jpg" />
   <h3><strong>ELars Konermann</strong></h3>
   <p>Lars Konermann is this year's recipient of the USC Aeard for Excellence.</p>
   </li>
   <li><img src="img/slider/sWatt.jpg" />
   <h3><strong>EStephen Watt</strong></h3>
   <p>Contributions to symbolic and algbeaic computing are among the innovations
   that earned him the Graham Award</p>
   </li>
   </ul>
</div>
</div>
```

🔗 http://www.uwo.ca/sci

Random Info Box

1. Locate the random-box JavaScript file in /js/random-box.js

2. Click on the 'Edit' tab, and change the content within the quotation marks.

```
item[0] = "The University of Western Ontario is one of the
oldest and most beautiful universities in Canada?";
```

⚠ You may add as many items as you wish, just remember to change the numbers in the square brackets.

3. Save the file

4. On the page locate a block where you'd like the random box to be placed. Add the following lines of code in the block:

```
<div>
<h3>Did you know?</h3>
<script language="javascript" src="js/random-box.js"
type="text/javascript"></script>
</div>
```

⚙ This feature is placed in a right sidebar or in a left-nav optional

Using Quotations

To ensure the script's validity on your page, be aware that quotations used in links and text require special treatment in the JavaScript. When using a link, replace double quotes with single ones.

For example: `<a href='http://westernu.ca'>` and in blocks of text where double quotes are required, use a backslash to escape the character

For example: `<p> Lorem ipsum dolor sit \"amet\" </p>`

Random Info Block

```
<div>
<h3>Did you know?</h3>
<script language="javascript" src="js/random-box.
js" type="text/javascript"></script>
</div>
```

Random Box JavaScript

```
var item = new Array ();
item[0] = "Western is one of the oldest and most
beautiful universities in Canada?";
item[1] = "that the University has become a
vibrant centre of learning with over 1,400 faculty
members and approximately 35,000 students?";
item[2] = "Western has 12 Faculties and Schools
and three Affiliated University Colleges?";
var i = Math.floor(item.length*Math.random())
document.write(item[i]);
```

Did you know...

we are located on nearly 400 acres of land along the banks of the Thames River in London, Ontario, a thriving city of more than 450,000 people?

All Western Social

Comprehensive directory of all Western social media
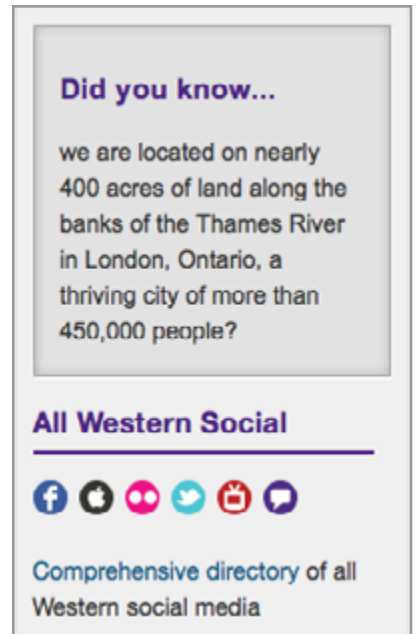
www.uwo.ca/about
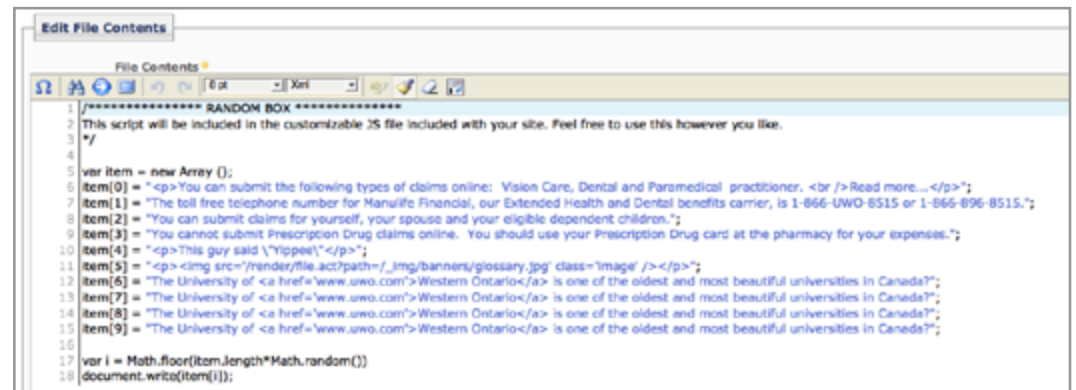
Accordion

The accordion element allows page content to be minimized and maximized on click. It is a great tool that allows you to shorten the page length while keeping all relevant copy in bite-sized chunks. The content within the accordion can be styled the same as content on a regular page (images, links and tables can all be added).
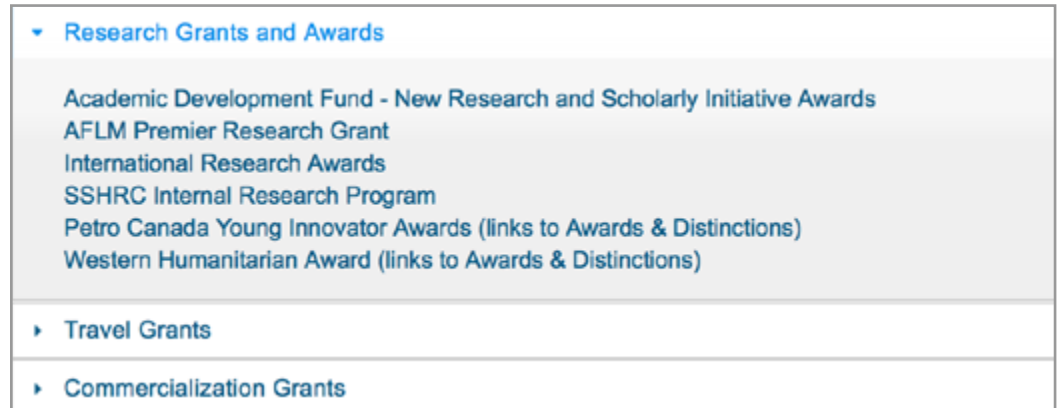
Adding an accordion to a site

The class must always be "accordion" and it is always 100% the width of its parent container (main content, right sidebar, left nav optional). You can include any type of content elements in these containers such as links, paragraphs, images.

Use <h3> for the accordion title, and then place your content inside a div tag below the <h3>.

```
<div class="accordion">
<h3><a href="#">Research Grants and Awards</a></h3>
  <div>
  <li><a href="adf.html">Academic Development Fund - New Research and Scholarly
  Initiative Awards</a></li>
  <li><a href="Premier_Research_Grant.html">AFLM Premier Research Grant</a></li>
  <li><a href="research_awards.html">International Research Awards</a></li>
  <li><a href="sshrc_internal_research_program.html">SSHRC Internal Research
  Program</a></li>
  </div>
<h3><a href="#">Travel Grants</a></h3>
  <div>
  <li><a href="conference_travel.html">SSHRC Conference Travel Program</a></li>
  </div>
<h3><a href="#">Commercialization Grants</a></h3>
  <div>
  <li><a href="western_innovation_fund.html">Western Innovation Fund (WIF)</a></li>
  </div>
</div>
<div class="clear"></div>
```
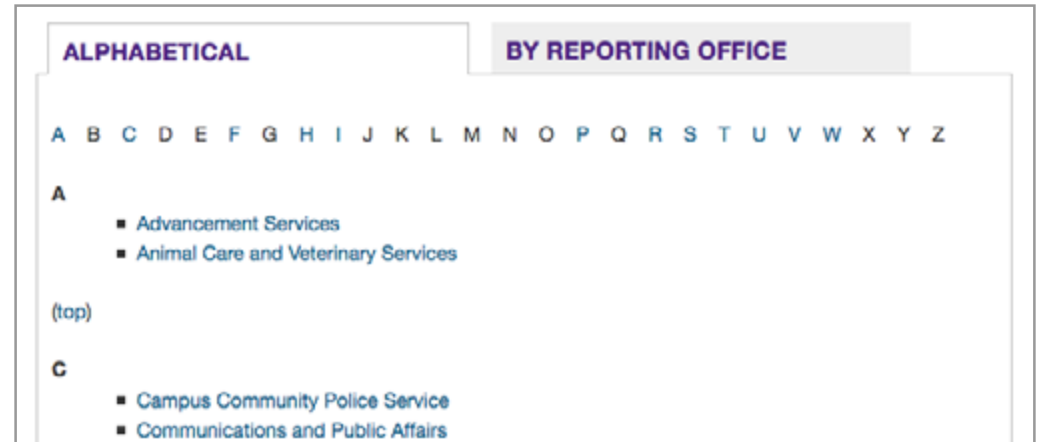
www.uwo.ca/research/funding/internal

Tabs

By default the TabbedPanels class is set to 415px, but this can be overwritten using inline styling. Just name the tabs in the list items, and then place any content into the div's.

🔗 https://www.uwo.ca/about/whoweare/administration.html


```
<div class="TabbedPanels-wide" id="TabbedPanels1">
<ul class="TabbedPanelsTabGroup">
<li class="TabbedPanelsTab" tabindex="0">
<h3>Alphabetical</h3>
</li>
<li class="TabbedPanelsTab tab2" tabindex="0">
<h3>By reporting office</h3>
</li>
</ul>
<div class="TabbedPanelsContentGroup">

<div class="TabbedPanelsContent-wide">
<strong><a name="a"></a>A</strong>
<ul class="squarelist">
<li><a href="http://www.advser.uwo.ca/" target="_blank">Advancement Services</a></li>
<li><a href="http://www.uwo.ca/animal/website/" target="_blank">Animal Care and
Veterinary Services</a></li> </ul>
<p>(<a href="#a">top</a>)</p>
<strong><a name="c"></a>C</strong>
<ul class="squarelist">
<li><a href="http://www.uwo.ca/police/" target="_blank">Campus Community Police
Service</a></li>
<li><a href="http://communications.uwo.ca/comms/" target="_blank">Communications
and Public Affairs</a></li>
</ul> </div>

<div class="TabbedPanelsContent-wide tab2">
<h3 class="h3"><a href="http://president.uwo.ca/" target="_blank"><strong>Office of
the President</strong></a></h3>
<ul class="squarelist">
<li><a href="http://www.uwo.ca/univsec/senate/" target="_blank">University
Secretariat </a></li>
</ul> </div> </div> </div>
```

TWITTER FEED

Creating the Twitter Blocks

1. Locate the twitter block in /_cms/blocks/xhtml.

2. Delete the contents of the block and rename it to "twitter script".

⚠️ Be sure to keep a copy of the original twitter block which contains:

```
<h3>Follow Western on Twitter</h3>
<div class="tweet"></div>
```

3. Navigate to the twitter JavaScript file: /_cms/js/twitter.js.

4. Copy and paste this code into the 'twitter script' block you just created and wrap it around <script > tags. The script should look as follows:

```
<script> jQuery(function($){ $(".tweet").tweet({ username: "westernu",
list: "" }); }); </script>
```

Adding the Blocks to your Page

1. Click to edit your main index page, and choose the configurations tab.

2. Insert the twitter script block into the first configuration block titled 'AdditonalJava_Script'.

3. Then Insert the original twitter block into the social bar configuration block of your choice (found at the bottom of the page).

4. Submit your changes and check that your index page loads the Twitter feed

Changing the username in your Twitter Feed

To change the source of the tweets, in the 'twitter script' block change the username from "westernu" to the username of the feed you want to follow.
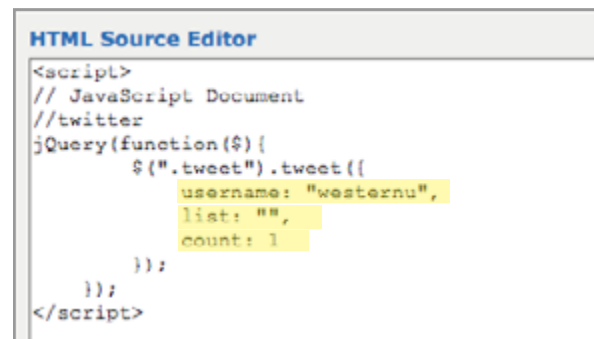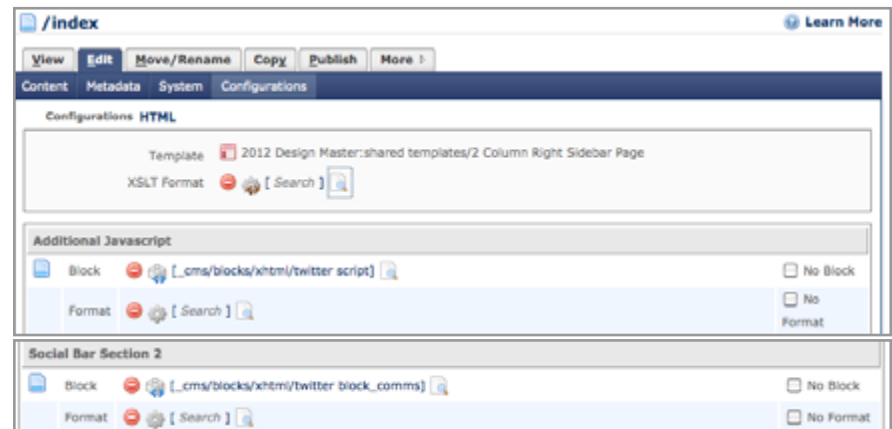
Specifying Number of Tweets

To change the number of tweets that appear, simply adjust the number following the count parameter (the default is 1).

⚠️ Remember to add the coma(,) after 'list', which is the previous parameter.

http://www.ssc.uwo.
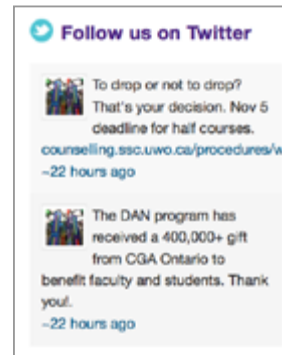
General Guidelines

Write short, relevant sentences

Follow the inverse pyramid method: present the main message first and the details after. Readers rarely read word-for-word on the web; instead, they scan for relevant keywords to help answer their questions.

Bold or italicize for emphasis

Bold or italicized words grab the attention of the reader because they emphasize key concepts and are semantically emphasized by screen readers for the visually impaired. Avoid bolding or italicizing entire paragraphs; use them as focal points for what's important.

Use common words

It's good practice to use words that users will likely search in a search engine like Google. Even though you are writing for a Canadian university site, you want people outside of Canada to understand. Abbreviations should be used sparingly and only if you acknowledge its use in brackets first. For example, The Office of Faculty Relations (OFR).

Use lists instead of long paragraphs

Lists are easy to scan and create levels of information the reader can consume. There must be a minimum of two items in a list. If you have many comparative lists, consider making a table.

Provide a Read more option

When featuring lengthy stories on a homepage or landing page (i.e. biographies, news stories), include a maximum of 3 sentences and a hyperlinked "Read more" that directs to a page with the full story.

Use headings, subheadings, and anchors in your pages

Dividing pages into manageable sections using headings or anchors makes the information more navigable for a reader seeking specific information. If you choose to use anchors, be sure to include a "back to top" option displayed as (top).

Edit your content

A typo-free, comprehensible website is professional and credible. Have 2 or 3 people proofread for proper punctuation, grammar consistency, abbreviations, and general understanding. Cascade has a built-in spell-check feature.

Hyperlinks

- Use descriptive language to introduce a link (i.e. Learn more information about the Dean's honour role on the President's page).

- Avoid using the "click here" prompt. Use"Learn more" or "Read more"

- Provide links to other pages or websites when it is appropriate to do so. Just because you reference another page does not mean it should be hyperlinked. If you reference a specific page, it only needs one hyperlink to that page, not every time it is mentioned. The names of the links should match the name of the page it links to.

Drop-down Navigation Items

Top-level navigation items are presented in upper-case.
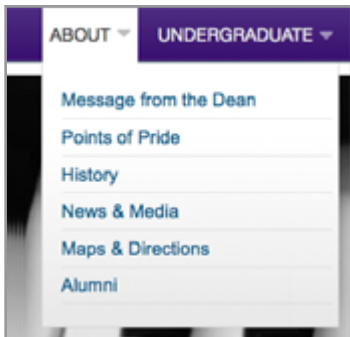
Slideshow Captions

The caption should incorporate the following principles:

- It should be concise (about 70 characters in length or half a tweet).

- It should not cover the blue circles

- Photo credit is recommended but optional.

- Do not have more than 5 images on a slider

Banner Captions

The banner needs to include:

- A short, catchy title (i.e. Purple Fridays)

- A short follow up phrase providing specific details as to who, what, when, where, and why (i.e. Support your Mustangs).

Banner titles should be styled as follows:

- All words in the title are capitalized and bolded

- The follow up phrase is lower-case except the first word, which is upper case.

For example: **Vanier Scholar:** Adrienne Elbert, Biochemistry and Pediatrics

News on the homepage

Display all news items according to the following format and style:

- First word capitalized, the rest are lower-case

- No bolded titles

For example: Professor makes family connection in obesity battle

Read more

If you need to elaborate on the article, use this call to action at the end of the sentence.

For example: Lipsum ipsum dolor sit amet, consectetur adipiscing elit. Read more

Image "Alt" Tags

All images should have an "alt" tag when used on a page. Alt tags need to be provided for accessibility and provides alternate text for an image, if the image cannot be displayed.

Follow these principles when creating your alt tag

- The alt tag should describe the image

- If an image is linked, the alt tag should explain where the link goes

File / Folder Names

- Create short meaningful labels for folders and pages. Use natural descriptive language and think about how the name would read in the context of the full URL. Consider others who may be working on your site in the future when naming your files and folders.

    For example: /benpay/ is confusing, but /benefits/ is acceptable

    /facilitation_consultation_services/ is extremely long and could be easily replaced by /facilitation/

- Do not use acronyms

    For example: /edctfund/ is confusing, but /edu_funding/ or /funding/ is acceptable

The url should read like a sentence and have a good flow:

    For example: /training/required/new_employees

- Use a full word or if you are using two words, shorten the first.

    For example: if your navigation item is Undergraduate Students, you can use either /undergraduate/
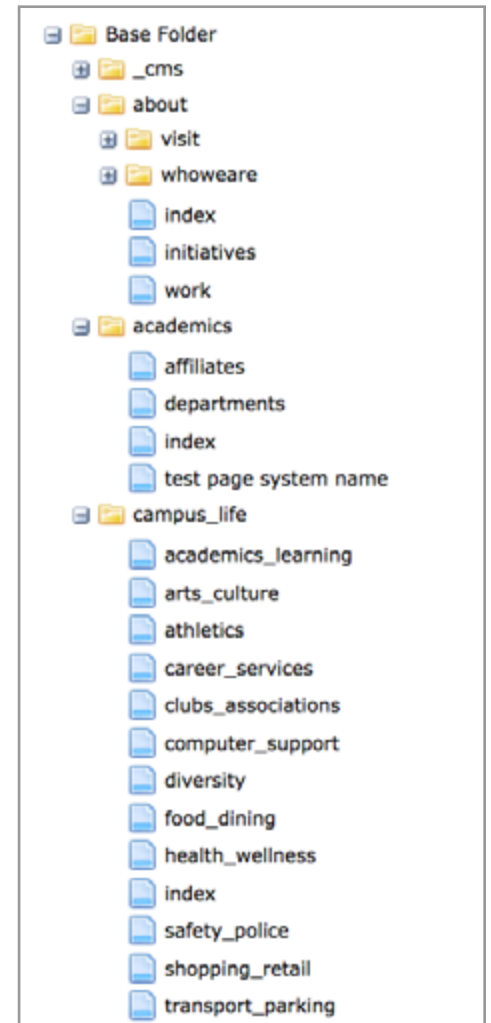
    or /undergrad/ or /undergrad_students/

- Avoid using numbers or special characters unless it is absolutely necessary:

    For example: /archive2012/ is acceptable

- Do not use spaces in between words. Spaces convert to "%20" in the address bar, confusing and extending the URL and adds to load time. Use an underscore symbol for spaces, as this makes the URL easier to read.

Page Titles

By default, Cascade uses the title of the page as the system name (i.e. the file name). In some cases, these names could be really long. It is always a good idea to go back and rename the page. Although names should be short, they need to describe the basic content.

```
Base Folder
    _cms
    about
        visit
        whoweare
        index
        initiatives
        work
    academics
        affiliates
        departments
        index
        test page system name
    campus_life
        academics_learning
        arts_culture
        athletics
        career_services
        clubs_associations
        computer_support
        diversity
        food_dining
        health_wellness
        index
        safety_police
        shopping_retail
        transport_parking
```

Page Titles

When a new page is created you will be asked to put in a **System name** for your page - this is the file name that you assign to the page. This will become a part of your future URL. Make it short and comprehensible.

By default, Cascade uses the system name for the page's actual title unless otherwise indicated. The page title is the name that will appear on the page itself, the left navigation (if using it), the page's breadcrumbs, and the browser window, when published.
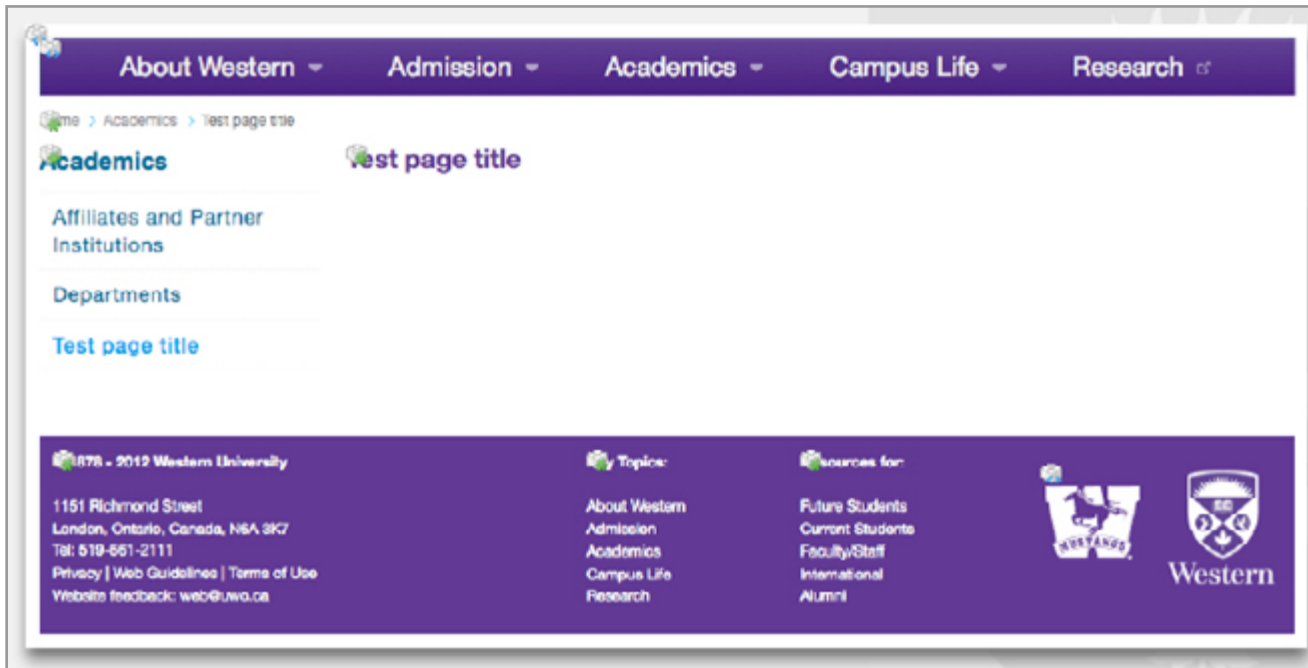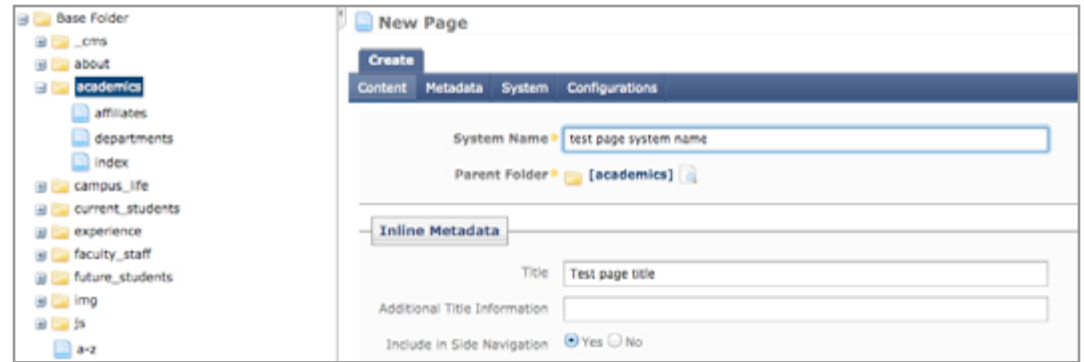
Page Titles in Browsers

Page titles that show in the browser window are an important element of any page: they let users know where within the site they are located and reinforce a branding message. At Western, we subscribe to the following page title structure:

Page Title (1) - Faculty / Department / Support Unit (2) - Western University (3)

For example:

Partners - Faculty of Science - Western University

Web Guides - Communications - Western University
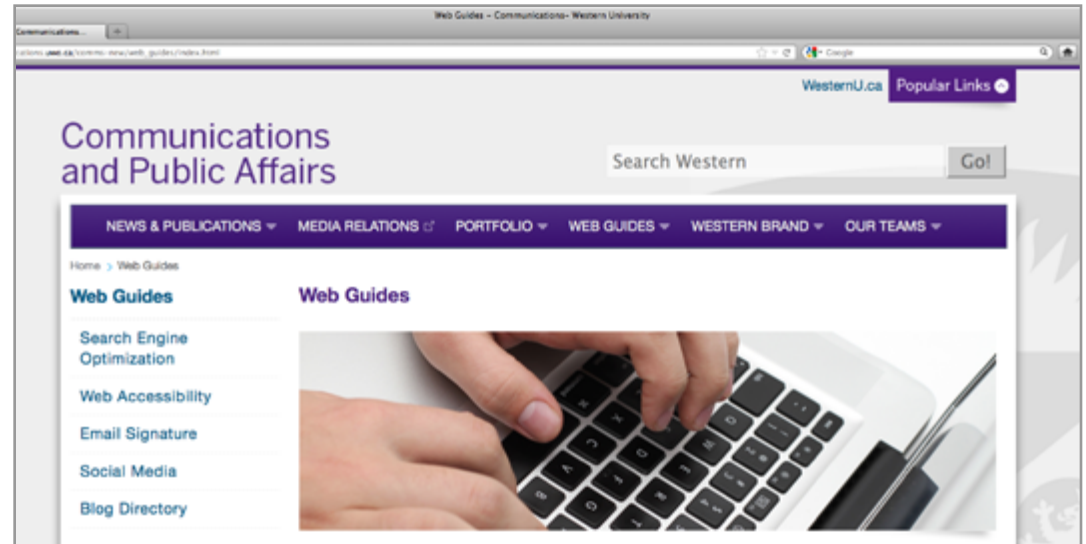
Putting it all together

1. Page titles will be added dynamically based on the page title field input (no dashes are needed).

2. The unit name would have to be added through metadata field, called Display Name (no dashes are needed).

3. Western University will be appended to every single page.
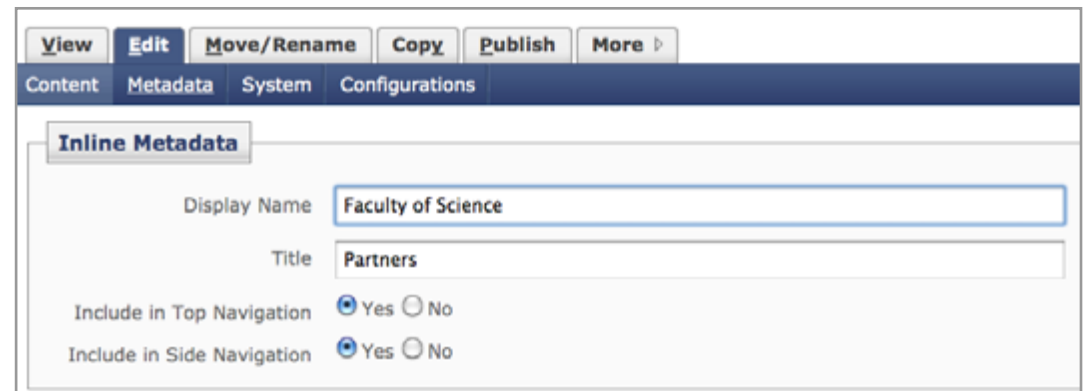
Metadata

Metatags are HTML tags that are placed in the code of the document. These tags are not visible on the actual website but they parse specific information to browsers. While metatags are not a magical solution to having search engines display your website at the top of the results list, they help convey to search engines and your users the purpose of websites.

Display Name - The actual title you will assign to the page. It wil be displayed in the left navigation, the breadcrumbs. And it is different from the system name, which is a file name (compare: News & Publications and news.html)

Summary - A short synopsis of the page

Teaser - A short and punchy sentence/phrase about the page

Keywords - Keywords should reflect the main content on your website. Keep your keywords as pertinent as possible by thinking about what queries users might want to use to find your website.

WEB STANDARDS SUMMARY

Elements	Standard
Web Browser	**Internet Explorer** - version 7 or higher **Firefox** - version 5.x or higher **Safari -** version 5.x or higher **Chrome** - version 20.x or higher **Opera** - 12.x or higher
Image Formats	**JPEG, JPG** - most common image format. Use for photographs or images with gradients. **GIF** - creates a small file size, which will be easy to load on the web. Generally used for images with solid areas of color. **PNG** - creates a larger file size and should be used for small images. Generally used for images that need a transparent background.
URL Naming Convention	Currently, Western does not subscribe to strict guidelines on creating urls. Historically, the two url variations included unit.uwo.ca and uwo.ca/unit. However, Western anticipates migration of the Western domain name from uwo.ca to westernu.ca. Once the domain name is changed, using westernu.ca/unit will become mandatory. In lieu of this, we propose that if your unit considers the url change, it uses uwo.ca/unit
Links	**External links** - pages that are external to your site should open in a new window (target="_blank"). **Internal links** - pages within your site should open in the same window.
File Naming	File names should be kept short and simple. When a file is more than one word, the words should be separated by underscores (_) instead of spaces. Keeping the naming conventions meaningful and consistent will make it easier for users to find the page/document with your site and also provides better Search Engine Optimization.

PRE-LAUNCH CHECKLIST

Reviewed Website:

Consistency with the new style standards	
☐	Ensure content is marked-up semantically correct and is compliant with the standards of the new CSS. For example, all images have \<image\> class applied; lists are either \<arrow-list\> or \<square-list\>, \<h1 – h6\> and \<p\> applied correctly, etc
☐	All external links open in a new window.
☐	All internal links open in the same window.
☐	The correct font properties are being used: Arial, blue for links, purple for titles, etc.

Content	
☐	The url naming scheme is consistent and comprehensible. The urls are not long, they are legible, and do not contain acronyms or special characters.
☐	Top navigation items have first letters capitalized.
☐	All page titles have first letters capitalized. For example, Outreach Services or Web Style Guide Help.
☐	All of the pages have consistent page titles at the top of the browser window in the following format: Page title -> Faculty / Support Unit name -> Western University For example, Client Support -> ITS -> Western University
☐	There's a physical address, phone and an email address in the footer.

Functionality	
☐	Google Analytics code on all pages.
☐	All JavaScript items are working correctly (slideshow, accordions, carousels, etc).
☐	All of the forms are working correctly.
☐	Search form is working correctly and returns results specific to the search (Western or for the specified domain).
☐	The logo is hyperlinked to take users back to the homepage.

PRE-LAUNCH CHECKLIST

Validation and Accessibility

☐	All images have an 'alt' tag. Use http://achecker.ca/checker/index.php
☐	All links are valid. Use http://validator.w3.org/checklink

Branding

☐	Logos comply with Western branding standards.
☐	There's a favicon in place.
☐	Banner fonts (if used) are in Benton.
☐	The new (proper) web colour of purple (#4F2683) is used.

Graphics

☐	The website contains high-resolution imagery optimized for the web.
☐	All photos and graphic elements (icons) have author permission and concur with copyright laws.
☐	The images have an <image> class applied.
☐	The slideshow doesn't contain more than 5 items.
☐	The slideshow captions are not long.
☐	The social media icons have the new rounded imagery.