Web Identity Standards
Introduction

This style guide outlines presentation standards for USF Health web pages hosted on USF Health web servers. The new web standards brings consistency to users’ experience of USF Health web sites, facilitating our missions and businesses, and enhancing the prestige of our groups and of the university as a whole.

Required Software

Microsoft Internet Explorer to access the USF Health Microsoft Content Management Server (CMS) authoring web site at http://hsccm.health.usf.edu.

Standards & Policy

This style guide sets presentation standards for the USF Health web presence. It creates a strong framework for consistency, within which is much room for creativity and unique identity. Not every contingency is covered. New approaches that serve usability are encouraged.

Page Anatomy

Each page has mandatory and optional elements. Figures 1 outlines the parts that make up a typical USF Health web page.

Figure 1. Anatomy of a Web Page
What you can't edit

In the illustration, the University / USF Health banner and it’s associated dropdown menu cannot be altered.

What you can edit

In the illustration, the content in areas 1 – 6 can be customized.

Width Restrictions

Tables, images and other elements within a column must not be set wider than the column's width in pixels. Elements set too wide will push the elements within columns and adjacent columns out of alignment and make the page look broken or poorly designed. Pages should be set to be flexibly adjustable to accommodate the wide variety of monitors that are present today. Minimally, a web page should be designed for an 1024 x 768 pixel monitor.

Editable Regions

Figure 2 illustrates the editable and non-editable regions of a content page. The editable content includes the organizational content (1), breadcrumbs (2), left navigation and column (3), content column (4), right column (5), and footer (6).

Figure 2.Editable and non-editable regions of a Content Web Page
Browser Titles and Meta Tags

The browser title -- the text that shows at the top of the browser when the page is viewed -- is the most important factor in how your pages are indexed by search engines.

- Browser title may be kept constant across the entire site or may show the hierarchy of the website for the current page being viewed. For the latter option, the titles should go from Most Detailed to Most General
- **Example:**
  Education - Department of Pediatrics – College of Medicine – USF Health

Meta Tags

You can improve elevation and relevance in search engines by adding meta tags for description and/or keywords.

The CMS authoring environment has placeholder controls for both the description and keyword meta tags. In the NOCMS version of the templates, the meta tag should be placed after the </title> tag (being careful not to disturb the surrounding template tags)

**Here are example description and keyword meta tags:**

```
<meta name="description" content="provide a short narrative-style description of the group, site or topic">

<meta name="keywords" content="fill, in, all, desired, terms, separated, by, commas">
```
CSS Stylesheets

Cascading Style Sheets (CSS) are bits of code understood by the browser and used to interpret the display of text. The default CSS file is located at http://health.usf.edu/nocms/global_files/usfhealth.css for organizational departments that serve USF Health as a whole.

Special style sheets that extend the base USF Health css file have been created for websites belonging to the Colleges and Schools under USF Health. In the CMS environment, the css are automatically included based on the College of the web site. The css files for each of the colleges are located at the following URLs:

- Nursing - http://health.usf.edu/nocms/global_files/usfhealth_con.css

Figure 3 illustrates the variety of looks defined by these style sheets. Also refer to the individual color palettes for each USF Health College located in the Appendix of this document.

Figure 3. Styles possibilities for USF Health web sites. Clockwise from top left: USF Health department, COM website, COPH website, and CON website.
The USF Health header is the only uneditable element on the web page. The styles are defined in the usfhealth.css stylesheet file. The USF Health header provides a common element that ties all web sites together. The features of the USF Health banner include the USF Health logo, USF links, and the dropdowns menus categorized by the missions of USF Health.

### Dropdown Menus and the Missions of USF Health

The categories of the dropdown menus emphasize the Education, Research, and Healthcare missions of USF Health. The dropdowns provide access to more links to more websites under the USF Health web. Mousing over each tab reveals a drop-down menu of links to pages that are associated with that mission. The links are stored centrally in a javascript file so that all pages will render the most current set of links.

The USF Header is designed to accommodate both fixed and flexible width pages. For fixed-width pages, the header has been designed to be 760 pixels wide.

The text and rollovers for the USF links on the tan bar are defined by the headUSF and headUSFLinks styles in the usfhealth.css stylesheet file.

The styles for the menu categories are defined by menuHeader, and the styles for the dropdowns are defined by menuDrop.

For specific details of these styles, please refer to the usfhealth.css stylesheet file.
Breadcrumbs

Breadcrumbs are the trail of links under the USF Health header to help the user find their way back up through the site's layers to the Home page. Bread crumbs links are displayed without the underline link decoration.

In the CMS, the breadcrumbs are generated automatically by the system. Custom properties are provided to customize the links. The Print-Friendly, USF Home, and USF Health Home links will always be present.

Figures 4 and 5 illustrate the breadcrumbs under normal and hover states.

![Figure 4. Breadcrumbs under normal state](image1)

![Figure 5. College Name breadcrumb being hovered over.](image2)

The breadcrumb styles are defined by the `breadcrumbs` and `breadcrumbs_current` styles in usfhealth.css. These styles define the color and fonts for the normal and hover states and the static link for the crumb of the current page (the last page of the bread crumb trail).

For specific details of these styles, please refer to the `usfhealth.css` stylesheet file.
Organizational Header

The Organizational Header is the area of the web page that allows you to brand your department or organization.

The content can be modified to suit the needs of how you want to brand your organization. The larger sized text is defined by the subheader_page_title style in usfhealth.css, and the smaller text is defined by the subheader_locale style.

Referring back to Figure 4, the background is different for each of the colleges in USF Health. The image for the background is defined in subheader_banner in usfhealth.css, usfhealth_com.css, usfhealth_con.css, and usfhealth_coph.css. To identify the site's hierarchical affiliation with either USF Health or one of its colleges, the Organizational Header cannot be altered.

For specific details of these styles, please refer to the usfhealth.css, usfhealth_com.css, usfhealth_con.css, and usfhealth_coph.css stylesheet files.

Search Box

A Search Box is also available under the Organizational Header to search for web pages within the USF Health website.
Left Navigation and Column

The left column is where the most comprehensive link navigation appears within your website. Think of the left navigation as the table of contents for your site. Topics with subdirectories of their own will typically have their navigation indented below their topic when the topic link is clicked.

Navigation Links

Style for Left navigation links are maintained in the usfhealth.css, usfhealth_com.css, usfhealth_con.css, and usfhealth_coph.css stylesheet files. A special format has been created for links that appear here, distinguished by bullets, consistent bold sans-serif font and the lack of any underline decoration in the normal state. Styles are also defined for the hover states.

Referring back to Figure 4, the font color is different for each of the colleges in USF Health so that the site’s hierarchical affiliation with either USF Health or one of its colleges can be promoted.

Content

Content in the Left Column can also display information such as announcements, short highlight items, etc. below site links.

In Figure 4, the heading styles for the left column vary in color and are defined by the .left .heading and .left .heading_alt styles in the usfhealth.css, usfhealth_com.css, usfhealth_con.css, and usfhealth_coph.css stylesheet files.

The font size for normal text in the left column is defined by the center_wrapper style in usfhealth.css and is set to be at 85% of the font size of the text in the main content column.

The content links in the left column use the styles defined for the <a> tag in usfhealth.css; the font-size is also 85% of the font size of the text in the main content column.

For specific details of these styles, please refer to the usfhealth.css, usfhealth_com.css, usfhealth_con.css, and usfhealth_coph.css stylesheet files.
Body Text and the Main Content Column

Paragraphs, HTML Style

Normal text within the main content column is defined by the style definition for the .middle div tag in usfhealth.css. The base font 14 px Arial with a #666666 shade of gray.

Example: This is normal text.

The bulk of your page's text should be in this format. Paragraphs always have a double space in between them. You can also link text, or apply bold, italic or both to the text.

Headings and Subheadings

Heading and subheadings in the Main Content column are defined by the .middle H1 and .middle H3 styles, respectively. The header color varies by the College in which the department website is housed. Refer to the usfhealth.css, usfhealth_com.css, usfhealth_con.css, and usfhealth_coph.css stylesheet files to see the colors defined for each of the colleges. Examples of the headline styles are shown in Figures 6 through 9 on the following page.

Two sets of alternate headline styles are also provided for the headers and sub-headers for each college. These include .middle H1.alt1 and .middle H1.alt2 for primary headers and .middle H1.alt2 and .middle H3.alt2 for subheaders. See the Figures on the following page for examples of these styles.

Structure Your Page

By using the appropriate descending headline settings, you will indicate not only content sections, but the relative importance of sections to users and to search engines and accessibility tools for the disabled.

Top headline should use Heading 1<H1>. A subheading should be an <H3>.

For specific details of these styles mentioned in this section, please refer to the usfhealth.css, usfhealth_com.css, usfhealth_con.css, and usfhealth_coph.css stylesheet files.
Figure 6. USF Health Headings and Subheadings

Figure 7. Medicine Headings and Subheadings

Figure 8. Nursing Headings and Subheadings

Figure 9. Public Health Headings and Subheadings
Right Column

The right column is optional on USF Health web pages. Typically the right column will be used to highlight organizational information, such as related links, news and announcements, photos, or anything that is not the main body content of the page.

Refer to the styles defined in the Left Navigation Column section for details on font sizes and colors to be used in the Right Column.
Tables and Lists

Tables are used for both page structure and for presenting grids of text and/or images. Tables can be nested within one another. Both tables and lists can be used to structure and relate bits of information. Normal text within tables and list in the Main Column is defined by the style definition for the `<th>`, `<td>`, `<ul>`, `<ol>`, and `<li>` tags in `usfhealth.css`.

**Tables**

Style settings apply to various table elements that do not have a special class applied. Here are the native table styles:

<table>
<thead>
<tr>
<th><code>&lt;th&gt;</code></th>
<th>Table heading looks like this - 14px Arial bold</th>
</tr>
</thead>
<tbody>
<tr>
<td><code>&lt;td&gt;</code></td>
<td>12px Arial Text within table cells without paragraph or headline formatting is smaller than normal</td>
</tr>
</tbody>
</table>

**Lists**

Lists provide a quick and convenient way to order and structure text items. Both unordered lists (UL tags) and ordered lists (OL tags) in the Main Content column are defined by a base size of 14px Arial.

- `<UL>` Unordered
- lists look
- like this
- 1. `<OL>` Unordered
- lists look
- like this
### Hypertext Link Summary

#### Left, Right, and Main Column Links

<table>
<thead>
<tr>
<th>color #</th>
<th>type</th>
<th>decoration</th>
</tr>
</thead>
<tbody>
<tr>
<td>0000FF</td>
<td>link</td>
<td>none</td>
</tr>
<tr>
<td>A13350</td>
<td>hover</td>
<td>underline</td>
</tr>
<tr>
<td>0000FF</td>
<td>active</td>
<td>none</td>
</tr>
<tr>
<td>0000FF</td>
<td>visited</td>
<td>none</td>
</tr>
</tbody>
</table>

#### Left Navigation Links (USF Health hierarchical pages)

<table>
<thead>
<tr>
<th>color #</th>
<th>type</th>
<th>decoration</th>
</tr>
</thead>
<tbody>
<tr>
<td>00684d</td>
<td>link</td>
<td>none</td>
</tr>
<tr>
<td>A13350</td>
<td>hover</td>
<td>underline</td>
</tr>
<tr>
<td>00684d</td>
<td>active</td>
<td>none</td>
</tr>
<tr>
<td>00684d</td>
<td>visited</td>
<td>none</td>
</tr>
</tbody>
</table>

#### Left Navigation Links (COM hierarchical pages)

<table>
<thead>
<tr>
<th>color #</th>
<th>type</th>
<th>decoration</th>
</tr>
</thead>
<tbody>
<tr>
<td>15689A</td>
<td>link</td>
<td>none</td>
</tr>
<tr>
<td>A13350</td>
<td>hover</td>
<td>underline</td>
</tr>
<tr>
<td>15689A</td>
<td>active</td>
<td>none</td>
</tr>
<tr>
<td>15689A</td>
<td>visited</td>
<td>none</td>
</tr>
</tbody>
</table>

#### Left Navigation Links (CON hierarchical pages)

<table>
<thead>
<tr>
<th>color #</th>
<th>type</th>
<th>decoration</th>
</tr>
</thead>
<tbody>
<tr>
<td>CD9915</td>
<td>link</td>
<td>none</td>
</tr>
<tr>
<td>A13350</td>
<td>hover</td>
<td>underline</td>
</tr>
<tr>
<td>CD9915</td>
<td>active</td>
<td>none</td>
</tr>
<tr>
<td>CD9915</td>
<td>visited</td>
<td>none</td>
</tr>
</tbody>
</table>

#### Left Navigation Links (COPH hierarchical pages)

<table>
<thead>
<tr>
<th>color #</th>
<th>type</th>
<th>decoration</th>
</tr>
</thead>
<tbody>
<tr>
<td>883995</td>
<td>link</td>
<td>none</td>
</tr>
<tr>
<td>A13350</td>
<td>hover</td>
<td>underline</td>
</tr>
<tr>
<td>883995</td>
<td>active</td>
<td>none</td>
</tr>
<tr>
<td>883995</td>
<td>visited</td>
<td>none</td>
</tr>
</tbody>
</table>
Image Policies and Resources

Good images provide relief to the eye, interest to the mind, and can be indispensable to understanding some topics. The best sites provide both strong text and excellent images.

Copyright

Observe copyright laws and obtain permissions and waivers. Don't assume that images found on the Web, even on a USF Health site, that the image is free to use.

Here are some legitimate channels for obtaining images:

Your personal photographs - Privacy restrictions and waivers may apply.

Your projects - Images that emerge from research can be some of the most compelling and interesting visuals you can have on your site. Always keep and eye out for the eye/brain candy. Be careful not to disclose patient identities.

Image owners, with permission - You can contact the owner of an image to request permission to use it. Make sure the person has the right to grant permission because they own the image, and don't use the image until you have permission.

Stock photos and graphics – Various companies are available on the web that sell images and graphics. A search for “stock photos” on Google or Yahoo will provide a list of many sources.

USF resources – Check with USF Media Relations, USF Health Media Center, USF Health Public Affairs.

Privacy Issues and Waivers

When taking photographs to use on your site, be sensitive to privacy. Every person on the USF campus has a reasonable expectation of privacy, even in public spaces. HIPAA makes protection of patient identities a legal requirement.

Don't publish any recognizable face unless you have at the very least a verbal agreement from the subject. Photos for the purpose of providing portraits of faculty and staff should be fine, as long as the subject provides the image or agrees to be photographed.

A signed release from all of a photo's discernable subjects is the standard for photo privacy, and it is routine for professional photographers to gather them during an assignment. Liability should be small if there is at least a verbal agreement from the subjects to use their photo on the web site. For university-sponsored events, USF Health reserves the right to use photos of faculty, students, and staff participating at these events for official publicity materials.
Image Alt Tags

Provide "ALT" information for all images, no matter how large or small. ALT information is used by the visually disabled, and by others who have suppressed graphics in their browser. Graphics without Alt information, even small, trivial ones, create speed-bumps for text-only page readers. It is acceptable to set the Alt to " " (the space character), especially for small graphics.
The Footer

The footer appears at the bottom of every page and its style is defined in `usfhealth.css` to be 70% of the base font. The style name used in the stylesheet is the `footer` style id. The content of the footer may be customized, but typical information may include address, copyright, phone numbers, FAX numbers, and email addresses. The CMS also provides settings to include the Last Modified date and a Return to Top link. The graphic below shows an example of a footer.
Appendix
College of medicine
School of Physical Therapy
USF Physicians Group

color palette

COM, PT, USFPG TEXT

Academic Advising
Advisor contact information and schedule of upcoming information sessions.
More information >

Other options

a.) Academic Advising
Advisor contact information and schedule of upcoming information sessions.
More information >

b.) Academic Advising
Advisor contact information and schedule of upcoming information sessions.
More information >

c.) Academic Advising
Advisor contact information and schedule of upcoming information sessions.
More information >
College of Nursing color palette

**CON TEXT**

**Academic Advising**
Advisor contact information and schedule of upcoming information sessions.
More information >

**Other options**

a.) **Academic Advising**
Advisor contact information and schedule of upcoming information sessions.
More information >

b.) **Academic Advising**
Advisor contact information and schedule of upcoming information sessions.
More information >

c.) **Academic Advising**
Advisor contact information and schedule of upcoming information sessions.
More information >
College of Public Health

color palette

# 6C27D0
R: 108
G: 34
B: 124

# 8839F5
R: 88
G: 39
B: 95

# 9F6AB7
R: 159
G: 111
B: 171

# CC99C7
R: 204
G: 153
B: 199

# 068845
R: 0
G: 104
B: 77

# e6dbb5
R: 230
G: 216
B: 181

# ceb75b
R: 206
G: 189
B: 145

COPH TEXT

Academic Advising
Advisor contact information and schedule of upcoming information sessions.
More information >

Other options

a.) Academic Advising
Advisor contact information and schedule of upcoming information sessions.
More information >

b.) Academic Advising
Advisor contact information and schedule of upcoming information sessions.
More information >

c.) Academic Advising
Advisor contact information and schedule of upcoming information sessions.
More information >

HEADER 12pt/14pt bold, Arial
Colors: # 8839F5

BODY COPY : 8pt/12pt normal, Arial
Color: #666666

Hypertext link: 8pt/12pt normal, Arial
Color: #3D96B9