



UAH Website Style Guide




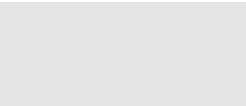


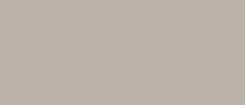

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Office of Marketing and Communications
webmaster@uah.edu | 256.824.6414

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Colors

	#0077C8	H1 - H5
	#009FDF	Inline text link
	#FDDA24	Selected state for main nav Righthand CTA box color More button box color Carousel selected state color
	#E5E5E5	Grey background color Link grid box color Filter dropdown box color Righthand column module box color Show More box color
	#757575	Breadcrumb text Dates Faculty Titles - Faculty Page
	#333333	Text color for standard body copy Intro text color H6
	#BBB1A7	Grey background v2 - Used exclusively on homepage style carousels
	#29282A	Narrow view module header background color Search box color

Typography

H1 Header

Avenir Light
49px

H2 Header

Avenir Medium
40px

H3 Header

Avenir Heavy
30px

H4 Header

Avenir Heavy
26px

H5 Header

Avenir Heavy
22px

H6 HEADER

Avenir Heavy
14px (ALL CAPS)

Body copy lorem ipsum dolor sit amet,
consectetur adipiscing elit. Vivamus
ultrices dolor [link text](#).

Avenir Medium
18px #000000

(link) Avenir Heavy

FORMATTING TEXT

Do not format text in other colors (such as red) to call attention to text. Instead use headers, bold, or italics.

Responsive Layout

The UAH website is responsive, meaning the layout of each page changes based on the screen size (or the browser window size) with which it's being viewed. When updating content on the website it's important to ensure the content displays correctly across all these screen sizes.

Here are some prominent examples of layout changes visible on smaller screens:

- header condenses
- tile modules rearrange and condense
- sidebars wrap to below the main content
- menus move off screen
- images shrink



BREAK POINTS

There are several predefined screen widths at which major layout changes occur. These are called "break points."

700px - mobile
900px - tablet
990px - desktop

Images

Images should be **16:9 ratio, landscape**. Since webpages (and thus images) are responsive, image sizes should be determined based on how large the image will be in relation to the rest of the page. Refer to the chart to the right.

IRREGULAR IMAGE SIZES

If an image doesn't fit the 16:9 ratio, 9:16 ratio (portrait) or 1:1 ratio (square) formats are acceptable.

Image sizes - 1:1

1/2 width or smaller
720x720

1/3 width or smaller
480x480

Image sizes - 9:16

1/2 width or smaller
405x720

1/3 width or smaller
270x480

TECHNICAL NOTE: These image sizes are larger than their display area in order to appear sharp on hi-resolution screens, such as retina displays. It's best practice to save these images with a high JPEG compression in order to keep the file size low and the page load times short.

In Photoshop, select Save for Web and then set the JPEG quality to 35.

The screenshot shows the top navigation bar of The University of Alabama in Huntsville website. Below the navigation bar, there is a section titled "Page Title" with a blue header. To the right of the header, there are three image size options: "Full width 1440x810", "2/3 width 960x540", and "1/2 width 720x405". Below these, there is a section titled "1/3 width 480x270". The page content includes a paragraph of placeholder text and a table of image sizes.

Image Size	Dimensions
Full width	1440x810
2/3 width	960x540
1/2 width	720x405
1/3 width	480x270

Writing Content

Written content on your webpage should be:

1. Short and Concise

Remember that visitors tend to *scan* pages, not read them. Reducing content reduces the noise level of the page and ensures that the important information is most prominent. Omit needless words and reduce sentences down to the essential information. If you're providing instructions that are extremely long, consider that the process itself could probably be simplified.

2. Easily Navigable

Make your pages easier to scan by using the following techniques:

- use plenty of headings - h2, h3, h4, h5, and h6 (h1 is reserved for the page title)
- keep paragraphs short (see above)
- use bulleted lists or tables
- use inline links where appropriate (ex: "...or speak to an [advisor](#) for further information about...")
- and have clear calls to action, prominent links to guide your visitor to their next logical step

3. Conversational in Tone

Always remember the audience that you're writing for (most likely 16-18 year olds). Write in the same tone that you would use in speaking to this audience. This applies to most pages; however, there will be some pages, such as legal disclaimers, where conversational tone is not appropriate.

4. Current

For pages that don't expect much repeat traffic from the same visitors, changing content arbitrarily is not important. However, it's **critical for all pages to display current, relevant, and accurate information**. Frequent checks of your pages will help you ensure that your visitors aren't presented with outdated or erroneous content.

Anatomy of a Page - Typical Page

1 Breadcrumbs

2 Scholarships

3 Section Menu (or Left Menu)

4 Header Photo

5 Page Text

6 Related Links

6a Contact

At UAH, more than 2/3 of our students receive financial assistance of some kind. If you would like to be eligible to receive a scholarship, please complete your [application for admission](#) to UAH first.

APPLY FOR SCHOLARSHIPS >

Merit Tuition Scholarship

Merit tuition scholarships are available to all admitted first-time freshmen (including international students) who meet specified academic criteria. No separate scholarship application is required. Students who submit an Application for Admission, official transcripts, and standardized test scores are automatically eligible for consideration. If your GPA increases once we receive your final transcript and it puts you in a higher scholarship bracket, we will automatically upgrade your scholarship.

UAH Merit Tuition Scholarship Chart

ALABAMA RESIDENTS AND NON-RESIDENTS

Test Scores	ACT	25-27	28-29	30-33	34-36
SAT	1130 - 1240	1250 - 1320	1330 - 1480	1490 - 1600	
High School GPA	4.0+	50%	67%	100%	100%
	3.50 - 3.99	40%	45%	100%	100%
	3.00 - 3.49	35%	35%	45%	50%

Charger Excellence* Charger Distinction Charger Scholar Charger Achievement

*Charger Excellence award covers on-campus housing in addition to tuition

[Merit tuition scholarships](#) [Scholarship incentive program](#)

Departmental Scholarships

Departmental awards are competitive scholarships made available to students through the generosity of alumni and friends of the University. Student eligibility is based on a variety of criteria including academic interests and achievements, special talents, and demonstrated leadership. The UAH Scholarship Application is used to determine eligibility for all departmental awards, and should be submitted by December 1 for priority consideration.

Important Scholarship Dates

August 1	Departmental scholarships application available
December 1	Priority consideration deadline for departmental scholarships
January-February	Departmental scholarship application review
End of February	Departmental scholarship notification letters mailed
May 1	Acceptance deadline for all scholarship offers

Once a departmental scholarship application has been submitted, no changes can be made other than editing or re-sending email requests for letters of recommendation. Applicants should contact the Financial Aid Office for additional updates.

[Apply for scholarships](#) [View all departmental scholarships](#)

National Merit Awards

Platinum Award of Academic Distinction

Students who are selected as National Merit Finalists, National Achievement Finalists, or National Hispanic Recognition Program Scholars qualify for the

- 1** Breadcrumbs
- 2** Page Title
- 3** Section Menu (or Left Menu)
- 4** Header Photo
- 5** Page Text
- 6** Sidebar
- 6a** Contact Information

KEYS TO SUCCESS ON THIS PAGE

- large image attracts attention to page
- lead paragraph presents most important information first
- inline links (application for admission) direct visitors to pertinent pages
- large yellow button provides clear call to action
- important information is bolded within paragraph
- proper use of headers makes content easily scannable
- tables make information easier to understand
- buttons are given weighted importance by the use of color and size
- sidebar provides links to related information and contact information
- menu structure is organized logically for visitors

Be sure to read the previous section, "Writing Content."

Anatomy of a Page - College Frontpage



- 1 Breadcrumbs
- 2 Tile Module (News or Nav)
- 3 Section Menu (or Left Menu)
- 4 Page Text
- 5 Link Grid
- 6 Two-Block Spotlight
- 7 Recent News Module
- 8 Faculty Spotlight
- 9 Contact Us

KEYS TO SUCCESS ON THIS PAGE

- news tile module displays marketing-oriented news and statistics
- lead paragraph provides concise introduction without overwhelming visitors
- link grid presents visitors with programs of study, the next logical step for visitors
- two-block spotlight module displays notable/relatable alumni, linking to story about alumni
- small spotlights give visitors glances at recent news and notable faculty, and provide access to contact information
- menu structure is concise and organized logically for visitors

Be sure to read the previous section, "Writing Content."

News Tile Module

OVERVIEW

The news tile module is great for colleges that generate a lot of news they want to feature on their front pages. It displays the page title, two featured news stories, and two statistics or brag facts. It is currently only available to college front pages. Remember to use news and stats that are relevant to prospective students.

EXAMPLES - <http://uah.edu/eng>

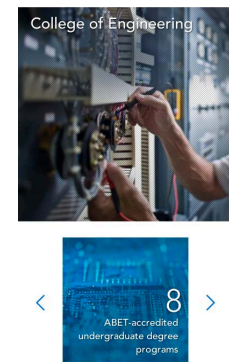
Desktop (>900px browser width)



Tablet (700px - 899px)



Mobile (<700px)



HOW OFTEN SHOULD NEWS BE UPDATED?

News articles displayed here should be marketing-focused. Generally they can be displayed for up to 6 months before being replaced. To display articles that rotate more frequently, consider the recent news module (p. 18).

TECHNICAL NOTE

Text on images has a 60% drop shadow. Titles for news tiles have no text shadow.

News Tile Module

MODULE BREAKDOWN



1 Header Tile

Text is page title. Photo representing page has stripe overlay.

2 News Tile 1

Photo and title of linked news article. Entire tile is linked. Arrow is placed in bottom right corner.

2a Photo for News Tile 1

2b Title of News Tile 1

3 Stat 1

Abstract image. Statistic begins with 1 large number (or word). Preferably linked to more info. Entire tile is linked. Arrow in top left.

4 Stat 2

5 News Tile 2

5a Photo for News Tile 2

5b Title of News Tile 2

Sizes listed reflect the largest size needed in all responsive layouts.

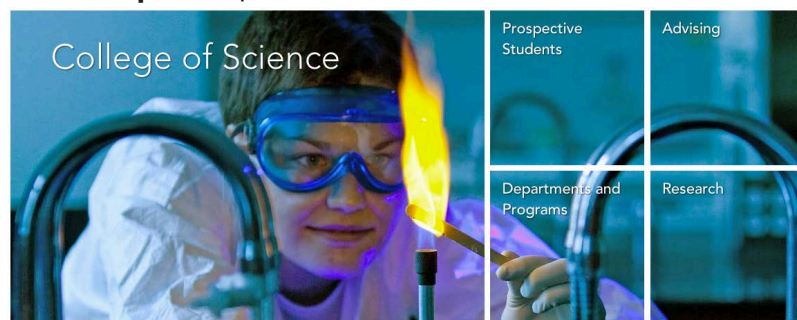
Navigation Tile Module

OVERVIEW

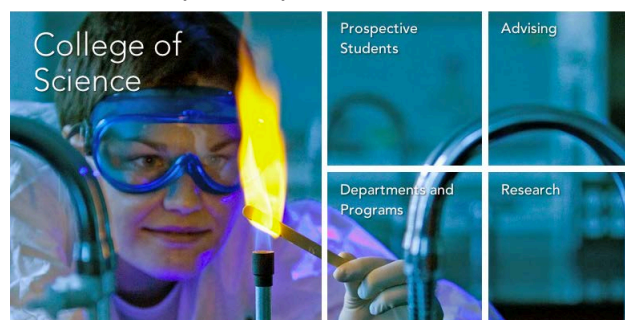
The nav tile module is better suited for colleges and departments that don't want to especially feature news on their front pages. Instead, the tiles display one large image and feature important links. Each link tile flips to display a relevant photo when visitors hover over it (on mobile the tiles are flipped by default with a blue overlay for legibility). The nav tile module is only available for use on college or department front pages. Remember to choose links that are important to prospective students.

EXAMPLES - <http://uah.edu/science>

Desktop (>900px browser width)



Tablet (700px - 899px)



Mobile (<700px)

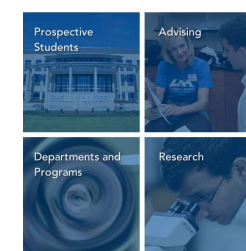
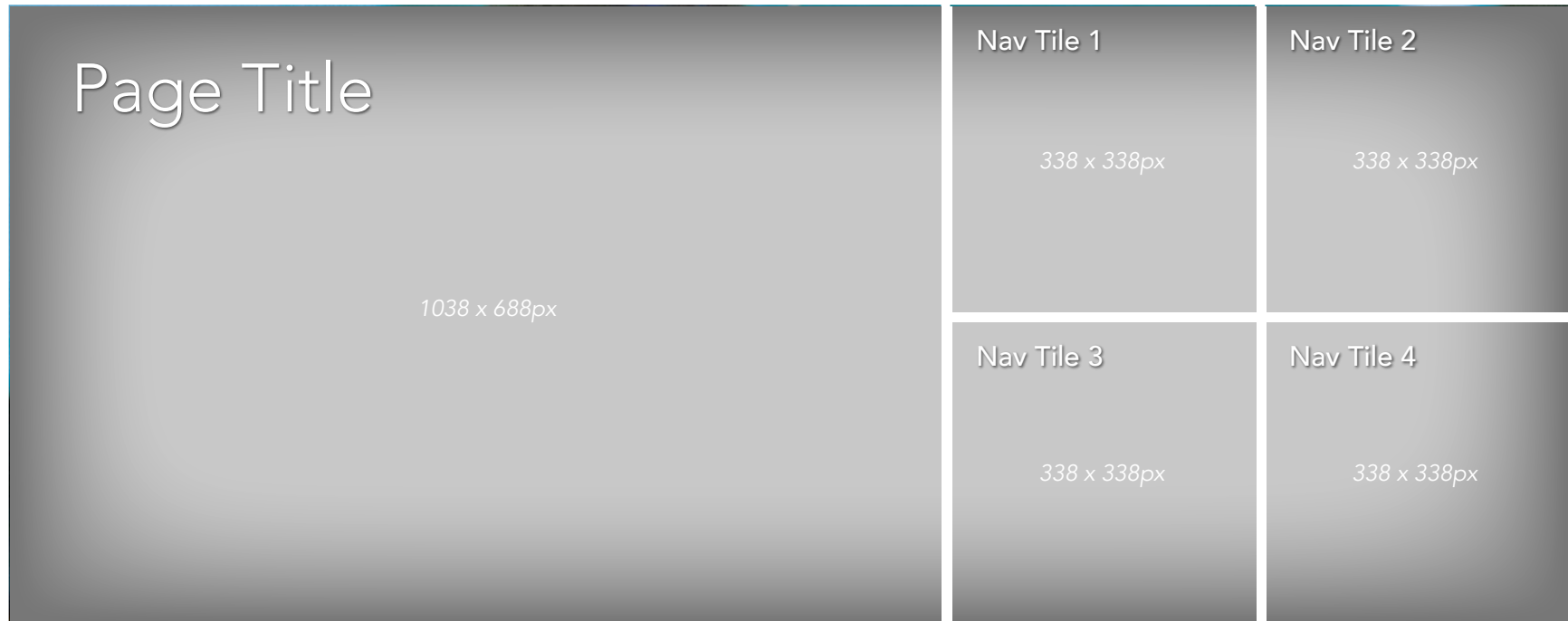


PHOTO SELECTION

Choosing a photo for the nav tile module can be tricky. Photos that work best have the subject in the middle or middle-left. For legibility of the links it's important that the right side of the photo isn't too bright or busy. The original background photo used to build your module should be at least 1738 x 688.

Navigation Tile Module

MODULE BREAKDOWN



NOTE

- Original image should be 1738 x 688
- Sizes listed reflect the largest size needed in all responsive layouts
- Text has a 60% drop shadow

Two-Block Spotlight Module

OVERVIEW

The two-block spotlight is used within the body of a web page to **feature a person or event**. The person is usually a current student or an alumni. Faculty/administration can be featured; however, there is already a faculty spotlight module intended for use at the bottom of college front pages. Two-block spotlights may also be used as a carousel.

EXAMPLE - <http://uah.edu/science>, <http://www.uah.edu/admissions/undergraduate>



Desktop - (>900px browser width)



Mobile (<700px)

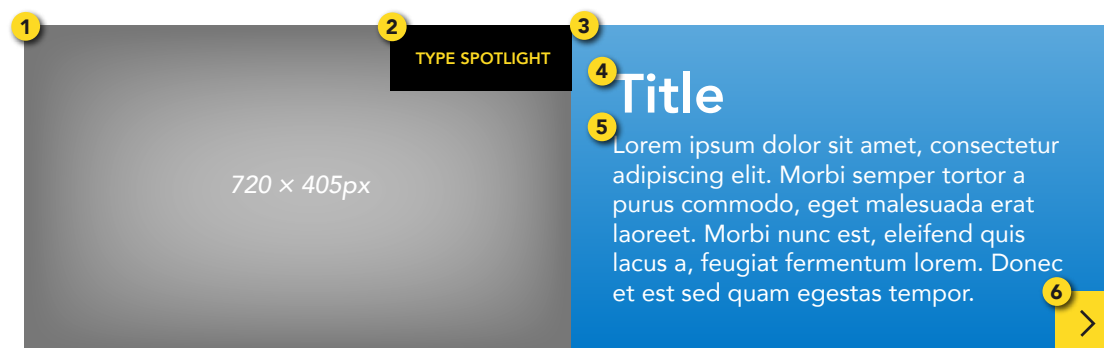
60/40 version



Most Two-Block Modules are split 50/50 photo-to-content. However, you may notice some 60/40 versions feature a wider photo or even a different shade of blue. **These 60/40 versions are reserved for modules that feature interactive content, such as a video or interactive map.**

Two-Block Spotlight Module

MODULE BREAKDOWN



1 Photo Block

2 Spotlight Title/Event Date

Examples: "ALUMNI SPOTLIGHT", "OCT 4"

Text is white if unlinked, yellow if linked (to an Alumni section, for instance)

3 Content Block

Keep it short - amount of content affects size and layout of module
Background: gradient #5BA8DC to #0077C8

4 Title

h2, h3, h4, or h5

5 Text

Short paragraph

6 Link Arrow

Link to more information about Spotlight content

NOTE

Photos are cropped automatically based on the height of the text. Photos may be cropped at the center, top, bottom, left, right, top-left, or top-right.

Small Spotlight Module

OVERVIEW

The small spotlight module is displayed at the bottom of college/department front pages and is primarily used to feature **recent news stories**, **faculty**, and **contact information**. A degree/program may be used in place of faculty.

EXAMPLES - <http://uah.edu/cba>, <http://www.uah.edu/la>, <http://www.uah.edu/honors>



Students uncover the past
with UAH's first archeology
field school »

JUL 30

This summer, history students at UAH took part in the first-ever historic archeology field school. A combination of classroom learning a...



Yeqing Bao »

ASSOC. DEAN, ASSOC.
PROFESSOR, BUSINESS
ADMINISTRATION

Yeqing Bao published in the top Journal of Operations Management: Kevin Z. Zhou, Qiyuan Zhang, Shibin Sheng, En Xie, and Yeqing Bao (2014), "Are Relational Ties Always Good for Knowledge Acquisition? Buyer-Supplier Exchanges in China" Journal of Operations Management, 32 (3), 88-98.



Honors College »

Morton Hall 336
301 Sparkman Drive
Huntsville, AL 35899

☎ 256.824.6450
✉ honors@uah.edu

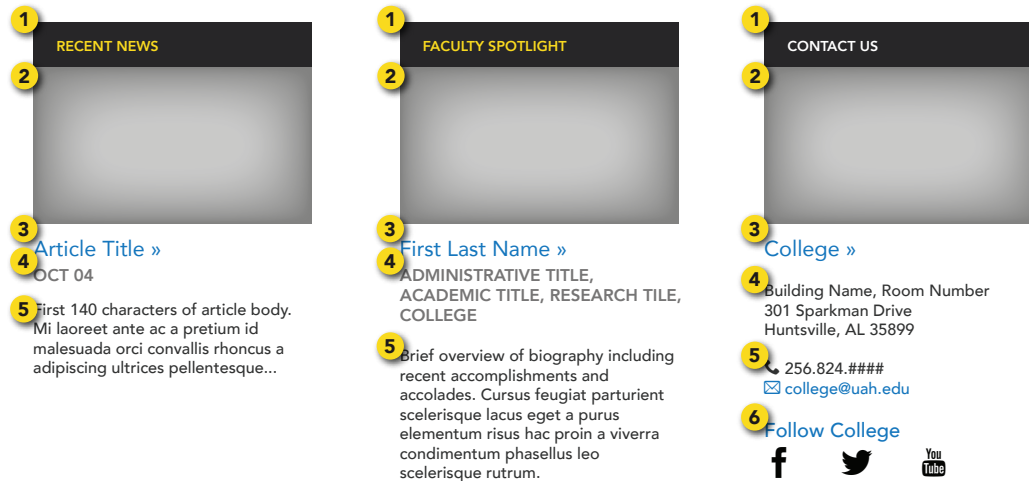
Walk-in hours
M-F: 8:00AM - 4:30PM

Follow UAH Honors



Small Spotlight Module

MODULE BREAKDOWN



- 1 Recent News - linked to News section for department
- 2 Intro Image - linked to article
- 3 Article Title - linked to article
- 4 Publish Date - (MMM DD)
- 5 Teaser Text - first 140 characters of article body

- 1 Faculty Spotlight - linked to Faculty section for department
- 2 Intro Image - linked to article about faculty member or UAH Faculty Profile (coming soon)
- 3 Faculty Name - (First Last) - linked to article about faculty member or UAH Faculty Profile (coming soon)
- 4 Title - Administrative, Academic, Research (any that apply)
- 5 Teaser Text - brief biography overview

- 1 Contact Us
- 2 Building Image
- 3 College/Department Name - linked to Contact page
- 4 Address
- 5 General Phone Number and Email Address
- 6 Follow - links to department-centric social media pages

Recent News

Recent news modules display the most recent featured news article categorized under a specific department.

There are three options to display news on a page:

- A 1 article spotlight** - 1 spotlight article with linked photo, linked title, date, and teaser text (see the previous section: Small Spotlight Module)
- B Multiple articles w/ photos** - 3-5 articles, each with linked photo and linked title
- C Multiple articles w/o photos** - 3-5 articles, each with linked title

Featured articles written by the Office of Marketing and Communications will automatically be pushed to the recent news module as well as the News page for the applicable college/department.

HOW OFTEN SHOULD NEWS BE UPDATED?

Recent news articles should be changed at least once every few weeks. For news that should display for a longer time, consider the news tile module (p. 10).

A **RECENT NEWS**



Grant will fund multi-university research on impact of reshoring on U.S. economy »

NOV 10

The University of Alabama in Huntsville (UAH) received a grant to study the impact of reshoring on transportation infrastructure and the U...

C **Recent News**



UAH professor watching galaxy he discovered collide with cluster »



Grant will fund multi-university research on impact of reshoring on U.S. economy »


B **Recent News**

UAH professor watching galaxy he discovered collide with cluster »


Grant will fund multi-university research on impact of reshoring on U.S. economy »

Von Braun Memorial Symposium sees record number of student poster entries »

Budding European entrepreneurs learn from UAH experts in the field »



Von Braun Memorial Symposium sees record number of student poster entries »



Budding European entrepreneurs learn from UAH experts in the field »

**Choose one display type per page*

Link Grid

OVERVIEW

The link grid is designed to present a list of links of the same type of content, such as a list of programs offered by a college. The link grid is always 3 columns wide on desktop view (except in the case of pages without a left menu). Remaining empty spaces are filled with the blue stripe pattern. The link grid should have a heading. If the page has a sidebar, the narrow style is used.

EXAMPLE - <http://uah.edu/science>

Typical - 22px font size

Undergraduate Programs

Biology »	Chemistry »	Computer Science »
Earth System Science »	Math »	Physics »
Individualized Bachelor of Science »		

Narrow - 18px font size

Undergraduate Financial Aid »	Scholarships »	Federal Aid »
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Navigational Elements

Section Menu (or Left Menu)

The section menu allows visitors to navigate to other pages within a particular section of the website.

- On smaller screens, the section menu is off-screen until the user taps on the yellow tab.
- The heading is linked to the front page of the current section
- Visitors may click on a link to go to that page, or they can click the + to see and navigate to that page's subpages.

GRADUATE	
About	+
Programs	—
Masters Degrees	
Doctoral Degrees	
Fifth-Year Programs	
Graduate Certificates	
Resources	+
Current Students	
News	
Contact	

NOTE

- Menu items *must* be linked to a page.
- The section menu is the only module or content that may be displayed in the left column of the website.
- Avoid adding links to outside websites or other sections on the UAH website. Instead, these links can be displayed within the web page.

Breadcrumbs

Breadcrumbs give visitors a sense of place within the website and allow them to navigate to parent pages if they get lost. Breadcrumbs are generated automatically based on a page's menu structure.

ADMISSION & AID / UNDERGRADUATE ADMISSION / UNDERGRADUATE FINANCIAL AID

Jump to Section

For pages that are unavoidably very long, a Jump-to-Section menu in the right sidebar can help users quickly find the section they need.

JUMP TO SECTION Federal Loans

Federal Loan
Information

Federal Direct
Unsubsidized Stafford

Federal Direct Grad
PLUS

Loan Details

Private Loans

Private Loans

Action Elements

Buttons

Buttons elicit action from visitors and are thus used to highlight important links and actions on a page.

There are multiple styles and sizes of buttons available:

- "UAH" and "Primary" are the primary buttons reserved for the most important links and actions.
- "Default" and "Black" are secondary buttons designed to complement the primary buttons.
- Multiple sizes are available to match surrounding style and to convey importance.



Context-specific buttons

These buttons should only be used in their respective context in forms and applications.



Link Arrow

The link arrow is used on a tile or image to indicate that visitors may click it to visit a page with more information.

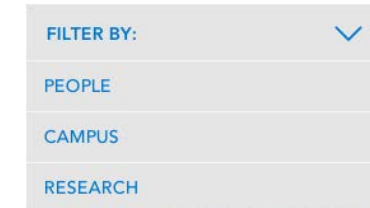


Dropdown Select

Blue



Gray - expanded



Search Field



Text Field

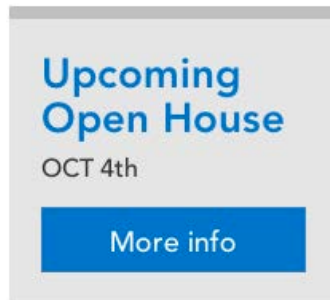


Content Grouping Elements

Wells, panels, and callouts are available to help visually group content.

Wells

Wells are most often used in the sidebar to group content that may or may not be related to its surrounding content.



Callouts

Callouts are best used to communicate information or warnings relevant to written instructions.

Remember

Blue callouts display information that may be relevant to the current task.

Important

Yellow callouts display information that is important to the current task.

Panels

Panels are most often used to group content that is related to the surrounding content.

Important Dates

November: Get your FAFSA pin

January: Fill out your FAFSA online at fafsa.gov

May-August: Complete loan entrance counseling and sign the promissory note at studentloans.gov

Panels - Expanding

Use expanding panels to condense very long content into more navigable groups.

General

Loans **require half-time enrollment.**

Exceptions apply for graduate student enrollment during the summer term when three credit hours is considered half-time enrollment.

Limits

Requirements

Media Elements

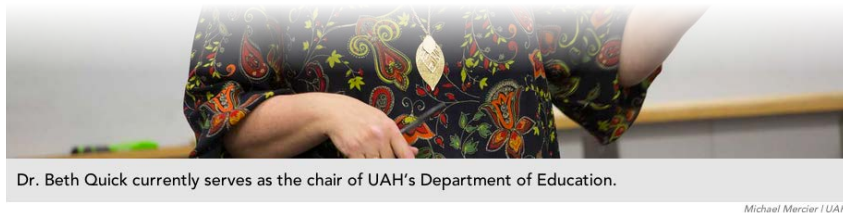
Image Captions

Image captions should be as concise as possible and no more than 250 characters.

Blue (overlay)

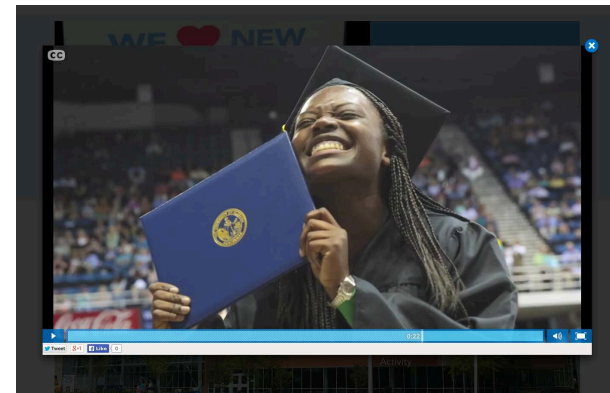
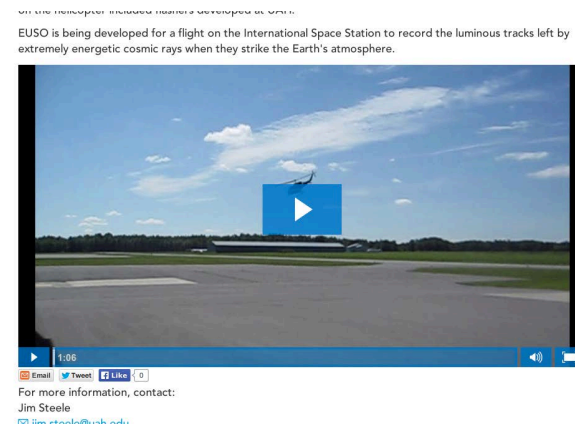


Gray (below)



Video

Videos may be played within a page or in a modal (pop-up). Videos should be 16x9 widescreen, 720p or 1080p. Videos should be hosted with a video service such as Youtube, Wistia, or Vimeo. *Videos MUST be closed-captioned for accessibility.*



Other Common Elements

Tables

Basic Table

#	First Name	Last Name	Username
1	Mark	Otto	@mdo
2	Jacob	Thornton	@fat
3	Larry	the Bird	@twitter

Striped Table

#	First Name	Last Name	Username
1	Mark	Otto	@mdo
2	Jacob	Thornton	@fat
3	Larry	the Bird	@twitter

Bordered Table

#	First Name	Last Name	Username
1	Mark	Otto	@mdo
	Mark	Otto	@TwBootstrap
2	Jacob	Thornton	@fat
3	Larry the Bird		@twitter

TABLE USAGE

Tables are used strictly for displaying tabular data, data you would find in a spreadsheet. They are not to be used for layout or formatting of pages, as this is not a responsive solution.

Blockquotes



You're making connections with people in the community and with local businesses and you're getting valuable experience. There are lots of benefits!

— Alex Sims

UAH student, president of iSystems Club

Alerts

Alerts are displayed at the top of a page to display important information regarding a user's current activity or regarding the university itself.

TEST: UAH campus is closed at 6:00 PM today due to severe weather. [Read More »](#)

TEST: Please login first.

TEST: You are not permitted to access that link.

TEST: Thank you! Your form has been submitted.



CONTACT

Office of Marketing and Communications
webmaster@uah.edu | 256.824.6414