

# Utah State University Web Standards

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## Introduction:

### 1. About Web Identity:

USU's Web identity is defined by the "look and feel" of the Web site. Web pages in the USU domain should have a commonly defined image that identifies each as part of the University. While originality and creativity are important, care must be taken so that differences in look and feel do not degrade usability or detract from consistency in identity. Users prefer to see pages that feel like they are all part of the same web site. This is why consistency is one of the best usability principles: if pages are the same, users are not confronted by potentially problematic or confusing changes in the navigation or the page layout. Instead, users know that the organization they found on previous pages will repeat in subsequent pages. This is why consistency is the key, not only to give a consistent look and feel to the USU web site, but also by making the website easier to navigate and understand.

By setting up standards, templates ensure consistency throughout the web site and aid developers and designers in maintaining consistency. A template has been developed to this end.

### 2. General Web Standards:

- The USU website and USU web templates are 985px wide and centered in the browser window.
- All pages have light blue background on the left (including behind the left navigation column) and a white background behind the content area that extend to the right to the browser window.
- The main font is Verdana regular
- The page headings font is Arial
- The font color is dark grey, #333333
- The links color is #4677bf
- The rollover state for text links is underlined and the color is #4A5EA2

- More colors are available within the CSS as accent colors, but may not be used as the dominant text color:

.The ablu class (aggie blue) is #4A5EA2

.The brick class is #8c2d00

.The dark brick class is #662000

.The brown class is #312821

.The dark brown class is #333333

.The red class is #bf2f27

- The web template provides a common header, a common left navigation column, and a footer (with or without navigation) for the university offices and units (See below for details).

- A Cascading Style Sheet (CSS) is provided with the template to define the main design elements and help maintain consistency throughout the website.

- The template does not address which content should be on a page or how the content should be organized (navigation). However, the Webmaster's office will help any unit that needs assistance in that area. Units are responsible for the design of all content (text and images) on their web site.

### **3. Who should use the USU web template?**

Every unit on campus is welcome to use the template. Every official web site should meet the following general requirements:

- Presence of the USU logo (or paired logo in some case) on the top left of each page, linking back to the university home page. All units on campus may use their own logo on their web site, but it should not interfere with the University logo (if not paired) or supersede it because of its size or position on the page.

- Presence of the header Links on the top of each page (see below). These links should not open in a new browser window.

- The footer of each page must contain a contact link to the person in charge of maintaining the page and general contact information for the University or the unit website. It should have a link to the copyright disclaimer.

Campus units can be divided in 3 categories regarding the use of the USU template:

**University Central Administrative offices/units:**

The Web template was designed to be used by all administrative units/offices in order to define and maintain a consistent image for Utah State University. Units and offices are responsible for the content and its organization on their website. They are encouraged to consult with the webmaster's office to set up their websites on the template. See Appendix A for a detailed list.

**Colleges and Schools:**

Colleges and schools are not required to use the USU template, because they may have different visual identity needs at this time. They can, however, use the template if they decide to. They may contact the webmaster's office if assistance is needed. See Appendix A for a detailed list.

**Research Centers, cooperative units, student organizations:**

These units are not required to use the USU template because they may have different visual identity needs at this time or may share their visual identity with off-campus organizations. They can and are encouraged, however, to use the template if they decide to. They may contact the webmaster's office if assistance is needed. See Appendix A for a detailed list.

**Personal pages** hosted on the USU domain cannot use the web template. The webmaster's office and the University in general are not responsible for personal pages.

## The USU Website

### 1. The USU Homepage design:

The Utah State University Home Page is the online entrance to the university and provides a logical access to the information provided on the main USU website and all other USU websites. The purpose of the Home Page is to create a point of entry and convergence for all visitors to access the University official information resources and establish the main linkage architecture to the multiple sub-levels. This page's unique design cannot be reproduced by any other USU websites.

### 2. The USU Homepage elements:

**-Header:** The header holds 3 elements.

- The University logo on the left
- The utility links on the right (header navigation) which are "USU home", "A-Z index", "calendars", "MyUSU", "contact", and "directory". These links should open in a new browser window.
- The search field, below the utility links

**-Sub-Header:** The sub-Header hosts the main horizontal navigation which groups the major audience links: "Prospective Students", "Current Students", "Alumni & Friends", "Faculty & Staff", "Community & Visitors". These links lead to five main navigation portals.

**-Banner:** The banner area hosts a wide angle pictures which will highlight all the university major accomplishments, major events, and marketing campaign or messaging.

**-Information Navigation Panel:** The Information Navigation panel focuses on new visitors and particularly prospective students to provide a direct access to the most relevant information. It is divided in 5 columns which link to five main information portals:

- About USU
- Academics
- Student Life
- Apply
- The Degree Finder and social media links

**-Secondary Information Panel:** The secondary Information Panel is divided in four columns:

- USU Campuses: Links to Regional Campuses and Distance Education
- Quick Find
- Events Calendar
- The University News, Utah State Today

**-Features Panel:** This panel displays major events, marketing campaign or multimedia related to USU. The left side can be used by campus units to promote their activities.

**-Footer:** The Footer is repeated through every page and is divided in two rows.

-Footer navigation: The footer navigation is made of six columns which provide links to the most visited information across 6 categories: "Information", "Admissions", "Academics", "Giving", "Campus Life", and "Research".

-Contact Information: This is where the main University contact is displayed, including phone number and address. Links to the copyright policy, the site information, or website feedback are also provided.

PROSPECTIVE STUDENTS  
Become an Aggie

CURRENT STUDENTS  
Get Involved

ALUMNI & FRIENDS  
Stay Connected

FACULTY & STAFF  
Find Resources

COMMUNITY & VISITORS  
Learn About Us

UtahStateUniversity

# GREATS



ACHIEVEMENT. HONOR. DISTINCTION.

ABOUT USU

- > Welcome to USU
- > History and Traditions
- > Maps and Directions
- > Location
- > Research and Innovation
- > more...

ACADEMICS

- > Learning at USU
- > Degrees & Programs
- > Colleges & Departments
- > Graduate Studies
- > International Education
- > Honors Program
- > more...

STUDENT LIFE

- > Student Experience
- > Living on Campus
- > Clubs & Student Involvement
- > Recreation and Wellness
- > Arts and Culture
- > Athletics
- > more...

APPLY

- > Apply Now
- > Undergraduate
- > Graduate
- > Tuition and Fees
- > Financial Aid
- > more...



Find a Degree

- > A-Z Degree List
- > More Search Options

e.g., biology, history, etc.

Undergraduate

USU CAMPUSES



- > Distance Education
- > Brigham City
- > Uintah Basin
- > Tooele
- > USU Eastern
- > USU Eastern San Juan
- > Other Locations

QUICK FIND

- > Offices & Services
- > Library
- > Commencement
- > Cooperative Extension
- > Employment
- > IT Service Desk
- > Bookstore
- > Online Catalog
- > Parents Information

EVENTS CALENDAR

- 01** Forgotten Photographs of the Union Pacific  
**Feb** The exhibit, assembled by 2012 Special Collections and Archives Photograph Curator Daniel Davis,...
- 01** Marion R. Hyde Exhibit  
**Feb** This exhibition will highlight the most recent work of Utah 2012 State's emeritus professor of...
- 01** Bang! Thwack! Plopl! Comics: An Influence on Contemporary Art  
**Feb** 2012 This exhibition explores the intersection of comics and art with specific attention on how...

UTAH STATE TODAY

-  Associate Vice Provost Named to Educational Technologies Steering Committee  
USU's Robert Wagner selected to serve on Steering Committee for the Western Cooperative for Educational...
-  'Forgotten Photographs of the Union Pacific Railroad' on Exhibit at USU  
New exhibit at USU's Merrill-Cazier Library can be seen through Feb. 17
-  2012 Utah Legislative Session Underway  
Session overview and updates will appear weekly
-  'Everything is Connected' says USU Inaugural Professor  
Ecologist Geno Schupp honored at Jan. 10 gathering

Living on Campus



There's no better way to experience all Utah State offers than by making it your home. Read more...

USU Capital Campaign



In the Home Stretch: The time is right to capitalize on our successes

Utah State University's comprehensive campaign has been enormously successful to this point in several areas, but we need to close the campaign in the coming year with a marshaled focus on two remaining critical priorities.

Utah State University in Video



Watch more videos

Information

- Maps
- News
- Campus safety
- Employment
- Plan your visit
- Offices

Admissions

- Undergraduate
- Graduate
- Registrar's Office

Academics

- Colleges & Departments
- Degree Finder
- Academic Calendar
- Library
- Online Catalog

Giving

- Give Now
- Ways To Give
- Capital Campaign
- Alumni Association

Campus Life

- Athletics
- ASUSU
- Recreation & Wellness
- Events Calendar
- Arts & Culture

Research

- Research Office
- Undergraduate Research
- Commercialization & Regional Development

## The USU Web template

### 1. The Template Layout:

**-Header:** The header holds three elements.

- The University logo on the left
- The utility links on the right (header navigation) which are “USU home”, “A-Z index”, “calendars”, “MyUSU”, “contact”, and “directory”
- The search field, below the utility links

**-Sub-Header:** The sub-Header hosts the main horizontal navigation which groups the major audience links: “Prospective Students”, “Current Students”, “Alumni & Friends”, “Faculty & Staff”, “Community & Visitors”. These links lead to five main navigation portals.

**-Office/Unit Name**

**-Banner:** The banner area hosts a wide angle pictures which will highlight the website. The banner is 961px by 215px and covers the entire width of the template. A shorter banner covering only the page content area is also available (678px by 215px). The Banner can also be dropped out.

**-Left Column:** the column hosts the main navigation of the site. A number of sub-levels can be added to it, though it is recommended to limit them to three. A series of CSS class are also available and will help site managers to include in this column other elements such as photos, videos, the university calendar, the university news, social media links, etc...

**-Page Content area:** This area hosts the content of the page. The template offers a lot of options regarding the layouts available. It is for example possible to divide the content into 2 or 3 columns, embed pictures within the various layout, use forms, lists, etc... Most of these options are visible on the template page at <http://www.usu.edu/template>

**-Footer:** The Footer is repeated through every page and is divided in two rows.

-footer navigation: The footer navigation is made of six columns which provide links to the most visited information across six categories: “Information”, “Admissions”, “Academics”, “Giving”, “Campus Life”, and “Research”. The footer navigation may be modified to fit the needs of major units. In some case, the footer navigation may be dropped off the footer.

-Contact Information: This is where the main University contact is displayed, including phone number and address. Links to the copyright policy, the site information, or website feedback are also provided. The contact information can also be replaced by the unit contact information.

UtahState  
University

[USU home](#) [A-Z index](#) [calendars](#) [MyUSU](#) [contact](#) [directory](#)
 [GO](#)

Student Services

<a href="#">PROSPECTIVE STUDENTS</a> <small>Become an Aggie</small>	<a href="#">CURRENT STUDENTS</a> <small>Get Involved</small>	<a href="#">ALUMNI &amp; FRIENDS</a> <small>Stay Connected</small>	<a href="#">FACULTY &amp; STAFF</a> <small>Find Resources</small>	<a href="#">COMMUNITY &amp; VISITORS</a> <small>Learn About Us</small>
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## Office/Department Name

Menu 1

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Menu 2

>

Menu 3

>

Menu 4

v

- . Sub menu 4-1
- . Sub menu 4-2
- . Sub menu 4-3
- . Sub menu 4-4

---

Input:

Input:

Dropdown: Option 1 ▾

Search

---

List in left column

- Item 1
- Item 2
- Item 3

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Home > [Vivamus sagittis](#)

**H1 Title Vivamus sagittis lectus in justo congue blandit. Sed eget felis eget nulla conseteturp**

**H2 Titl Vivamus sagittis lectus in justo congue blandit. Sed eget felis eget nulla consetetureppp sagittis lectus in justo congue**

H3 Title Vivamus sagittis lectus in justo congue blandit. Sed eget felis eget nulla consetetur Sed eget felis eget nulla consetetur congue. Maeceppnas

H4 Title Vivamus sagittis lectus in justo congue blandit. Sed eget felis eget nulla consetetur Sed eget felis eget nulla consetetur congue. Maeceppnas

H5 Title Vivamus sagittis lectus in justo congue blandit. Sed eget felis eget nulla consetetur Sed eget felis eget nulla consetetur congue. Maeceppnas

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**NEWS** UTAH STATE TODAY

2012 Utah Legislative Session Underway  
 USU's Bobby Wagner Playing in Senior Bowl Saturday  
 Fifth Annual Ag Chili Cook-Off Planned for Jan. 28  
 USU Hires Johnson and Harris for RCDE Positions  
 Utah State University Hosts Wellness Expo

[More Stories](#)

**EVENTS CALENDAR**

- 01 Feb 2012** Forgotten Photographs of the Union Pacific  
 The exhibit, assembled by Special Collections and...
- 01 Feb 2012** Marion R. Hyde Exhibit  
 This exhibition will highlight the most recent work of...
- 01 Feb 2012** Bang! Thwack! Plopl! Comics: An Influence on Contemporary Art  
 This exhibition explores the intersection of comics and...
- 01 Feb 2012** Fragments of Terror: Drawings by Jim Starrett  
 With 27 drawings and paintings in this exhibit, the USU...
- 01 Feb 2012** Annual Art Guild Warehouse Show  
 Come and see what students have created in the Annual Art...

[More events](#)

CONNECT WITH US



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**Column Button**

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Information	Admissions	Academics	Giving	Campus Life	Research
<a href="#">Maps</a> <a href="#">News</a> <a href="#">Campus safety</a> <a href="#">Employment</a> <a href="#">Plan your visit</a> <a href="#">Offices</a>	<a href="#">Undergraduate</a> <a href="#">Graduate</a> <a href="#">Registrar's Office</a>	<a href="#">Colleges &amp; Departments</a> <a href="#">Degree Finder</a> <a href="#">Academic Calendar</a> <a href="#">Library</a> <a href="#">Online Catalog</a>	<a href="#">Give Now</a> <a href="#">Ways To Give</a> <a href="#">Capital Campaign</a> <a href="#">Alumni Association</a>	<a href="#">Athletics</a> <a href="#">ASUSU</a> <a href="#">Recreation &amp; Wellness</a> <a href="#">Events Calendar</a> <a href="#">Arts &amp; Culture</a>	<a href="#">Research Office</a> <a href="#">Undergraduate Research</a> <a href="#">Commercialization &amp; Regional Development</a>

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 Logan, Utah 84322-1400  
 Phone: 435-797-1000

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## **2. Template options:**

The template has several layout options available:

- The sub-header (main horizontal navigation) can be dropped. This navigation bar is mainly intended to help users that are not familiar with the website, such as prospective students. Websites providing information to new visitors, prospective students, faculty or staff, should not drop the sub-header.
- The footer navigation can be dropped. The same logic as the sub-header should be used here to determine if it can be dropped from your website.
- The name of the unit, office, or website can be inserted in the header, just below the search bar.
- The template also provides a layout with no left-column, leaving a full width page. This should be mainly used for websites homepage or pages that require the full width (ex: campus map)
- A very simplified version of the template sets a smaller header for websites whose branding is different. This allows keeping some level of consistency throughout the USU websites.



Menu 1

Menu 2

Menu 3

Menu 4

Input:

Input:

Dropdown: Option 1

Search

List in left column

- Item 1
- Item 2
- Item 3

Home > congue blandit

H1 Title Vivamus sagittis lectus in justo congue blandit. Sed eget felis eget nulla conseteturp

H2 Title Vivamus sagittis lectus in justo congue blandit. Sed eget felis eget nulla consetetureppp sagittis lectus in justo congue

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### 3. Web Color Palette:

Aggie Blue is the University official color. For this reason, blue should always be the dominant color of a web site. It is defined as the primary blue color on the web color palette.

To keep a dominant blue color on websites and allow designers variation and flexibility, 3 complementary blues are also available in the template.

Use of other colors: Units/offices may choose to use other colors. However, web sites must keep a blue as the dominant color (easily achieved by using the template header and footer). The use of different colors should be limited to one choice (for example brown, green...) to stay close and consistent to the overall look and feel.

Contact the Webmaster's Office for assistance with colors.

#### Primary Blue



#0f2439

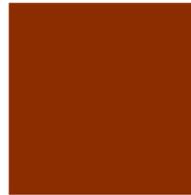
#### Accent Colors



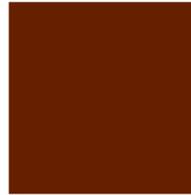
#333333



#312821



#8c2d00



#662000

#### Complimentary Blues



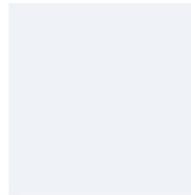
#586a80



#909fb1



#d7dee6



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## Getting Started

The USU web template is not available for download. It is installed by the Webmaster's Office in your server space and is also available within the Content Management System (CMS) provided by IT, Ezplug. Please contact the Webmaster's Office to get started.

**Phone:** 435-797-7237

**Fax:** 435-797-1250

**Email:** [web@usu.edu](mailto:web@usu.edu)

**Address:** 0500 Old Main Hill Logan, Utah 84322-0500

<http://www.usu.edu/webmaster>

## Appendix A

### **University administrative units/offices:**

1. Admissions (undergraduate)
2. Research Office and School of Graduate Studies
3. Provost's Office
4. President's Office
5. Board of Trustees
6. Registrar's Office
7. Financial Aid
8. ASUSU
9. Campus Recreation
10. Outdoor recreation Center
11. Taggart Student Center
12. General Catalog
13. Honors
14. Advising
15. SOAR
16. Housing
17. Dining
18. Department of Public Safety (Police, Fire Dept, Emergency Management)
19. VP for Student Services
20. Student Support Services
21. Student Wellness Center
22. Disability Resource Center
23. Multicultural Student Services
24. Reentry Student Center
25. Risk Management
26. Utah Conservation Corps
27. Women Center
28. Academic Resource Center
29. Counseling Center
30. Graduate Student Senate
31. Alumni Association
32. Advancement
33. PR & Marketing
34. Webmaster's Office
35. Academic Affairs
36. University connections
37. Classified Employee Association
38. Publication Design & Production
39. Budget Office
40. USU Press
41. Student Employment
42. Internal Audit
43. SAAVI
44. Classroom and Multimedia Services
45. Career Services
46. Human resources

47. Controller's Office
48. Cashier (not sure)
49. Faculty Senate
50. VP for Business and Finance
51. International Affairs
52. Testing Services
53. Student Health Services
54. Study Abroad
55. Professional Employee Association
56. Card Office
57. Parking Services
58. Employee Wellness
59. Facilities
60. Analysis, Assessment & Accreditation
61. University Inn
62. Information technology
63. Regional Campuses and distance Education web sites
64. Parking
65. Commercialization & Regional Development

**Information sections and pages under the USU template:**

1. University homepage
2. About USU
3. Apply
4. Parents
5. Student Life
6. Academics
7. Offices and Services (link portal)
8. Faculty & Staff (link portal)
9. Community & Visitors (link portal)
10. Prospective Student (link portal)
11. Current Student (link portal)
12. Alumni and Friends (link portal)
12. MyUSU (link portal)
13. Search USU
14. Calendars
15. Contact
16. Visit USU
17. Utah State Today
18. General catalog
19. Transfer Information
21. USU Greats
23. University Studies

25. Banner Login
26. USU online directory
27. A-Z index
28. Giving
29. Copyright
30. Commencement
31. Degree Finder
32. USU in video

**Colleges and Schools:**

1. College of Agriculture
2. Jon M. Huntsman School of Business
3. Emma Eccles Jones College of Education and Human Services
4. College of Engineering
5. College of Humanities and Social Sciences
6. College of Natural Resources
7. College of Science
8. Caine School of the Arts

**Research Centers and cooperative units:**

1. Extension web sites
2. Research Centers