

# FLORIDA ATLANTIC UNIVERSITY

WEB STYLE GUIDE

#### FLORIDA ATLANTIC UNIVERSITY

# **CONTENTS**

### 03 Page Design and Layouts

Homepage

Web Theme

Lower Level Page With Sidebar Navigation Single Column Content

### 10 Consistent Page Elements

Header

Mega Menu

Hero Images

Header Banners

Footer

Local Footer

### 21 Typography

Primary

Secondary

Hierarchy

#### 26 Colors

Primary Color Palette

Extended Color Palette

Gradients

Palettes In Use

Gradients In Use

- 32 How to Write Web Copy
- 34 Widgets
- 54 User Interface

Controls

Files

57 Icon Library

**Icons** 

59 Photography

Mood Board

62 Naming Conventions

# PAGE DESIGN AND LAYOUTS

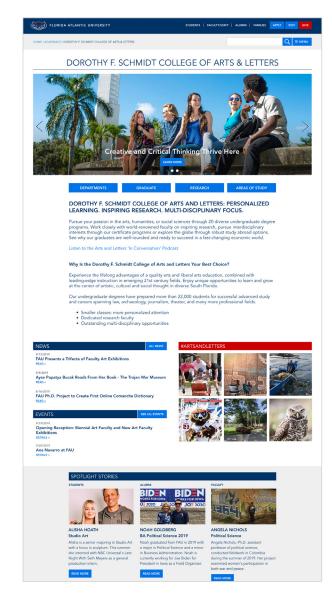
### PAGE DESIGN AND LAYOUTS

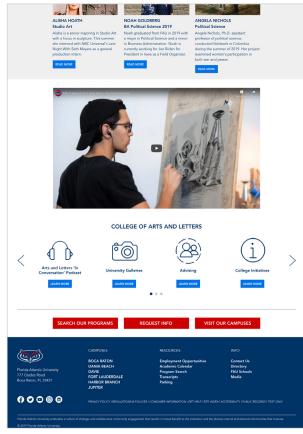
#### **HOMEPAGE**

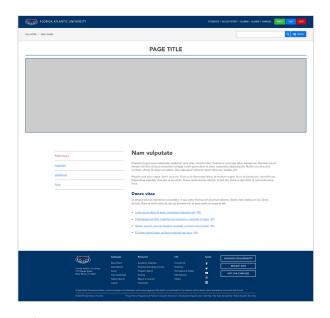
This layout has been created as the homepage for colleges and divisions. It includes a universal header and footer, an editable mega menu, a hero image (slider or static), and interchangeable widgets. The template is flexible. You can adjust the number and type of elements displayed.

The homepage is the face of your college or division. It should clearly identify your purpose. To achieve maximum visual impact, keep the page image-rich and text-light.

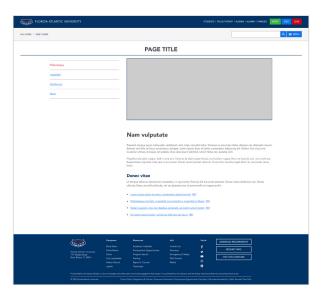
Left: Homepage top portion Right: Homepage bottom portion







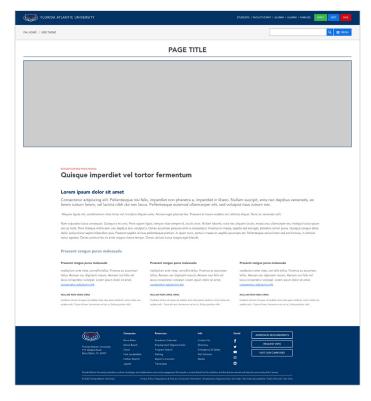
Left Navigation Page



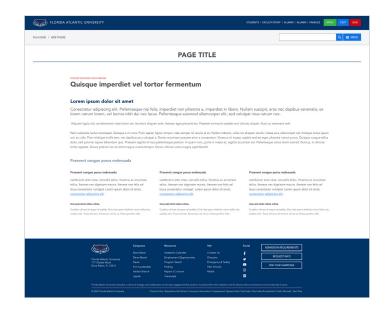
Left Navigation Page – Section Banner



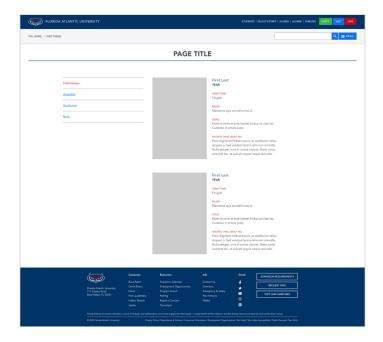
Left Navigation Page – No Banner



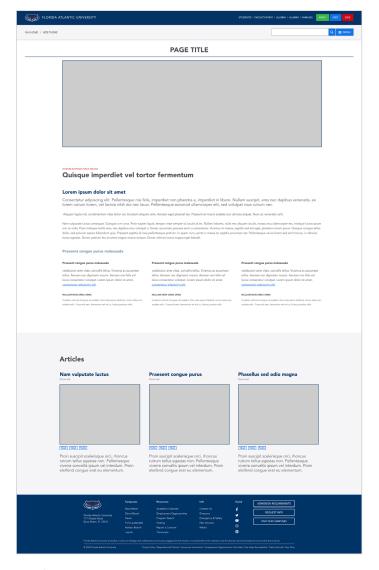
Internal Page



Internal Page – No Banner



People Page

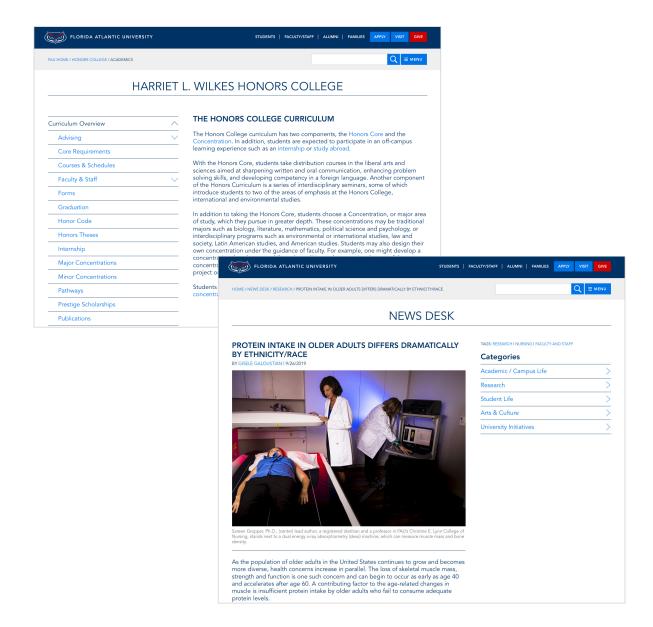


Article Page

# LOWER LEVEL PAGE WITH SIDEBAR NAVIGATION

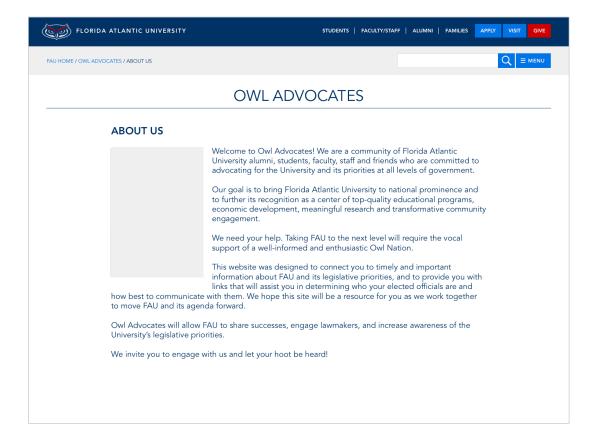
This is a content-focused layout with no widgets – images and text only. In addition to the mega menu, you can customize the sidebar as secondary navigation to organize your pages. Write and organize in a way that information is easy to find. Insert inline imagery when effective and appropriate.

Top: Left sidebar navigation Bottom: Right sidebar navigation



#### SINGLE COLUMN CONTENT

Use this layout for pages where secondary navigation is not needed.

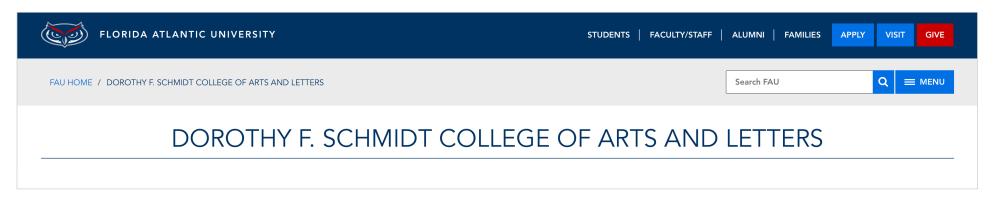


# CONSISTENT PAGE ELEMENTS

# HEADER

Every page has a consistent header:

- Navy stripe with the Florida Atlantic logo, personas and universal action buttons
- "Breadcrumbs," which indicate where the page is located
- Search bar and mega menu, where you can put your main navigation
- Name of the College, Department, or Division (no individual department or division logos are used)

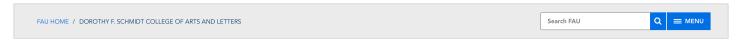


Example: College of Arts and Letters Header

#### **CONSISTENT PAGE ELEMENTS**

# **MEGA MENU**

Every page has a mega menu directly above the page title. The links in this menu are fully editable and provide a way for you to organize all of your pages.



Mega menu collapsed



Mega menu opened

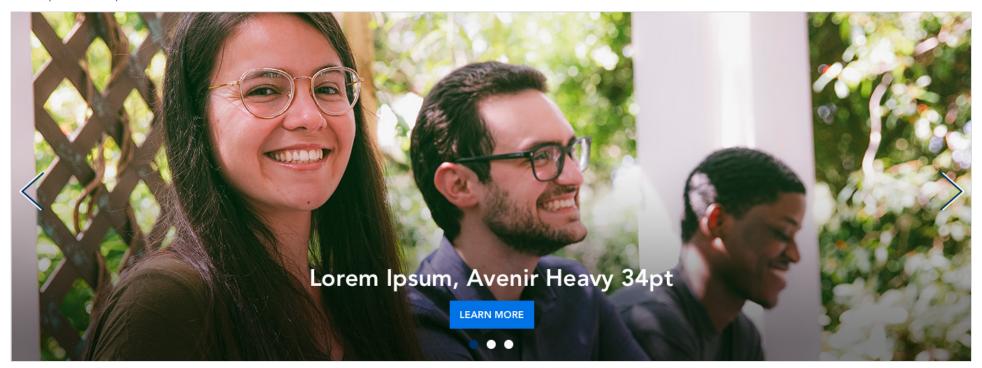
#### CONSISTENT PAGE ELEMENTS

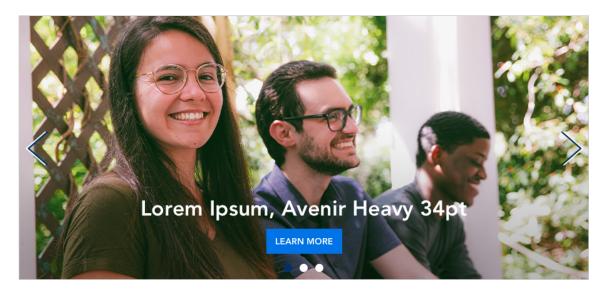
# **HERO IMAGE(S)**

Homepages contain a slider (2-3 images) or still image called the "hero." The design of the hero is standard. There should be no text added to the image(s) in any location. Any text displayed on a hero is added via Modern Campus. Please note that the text will always be white.

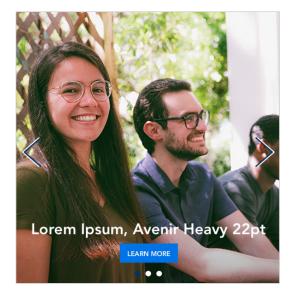
Images must be properly cropped and not distorted or warped in any way. They must be able to accommodate text overlaid on top of the image on desktop, tablet, and mobile. It is recommended that you test the hero images after uploading to make sure that the text is legible on multiple devices.

Desktop: 1920x655px





Tablet: 1400x650px



Mobile: 640x810px

#### CONSISTENT PAGE ELEMENTS | HERO IMAGE(S)

In some cases the text is unreadable due to how light the image is as shown below. In these cases, it's best to add a black gradient at 50% opacity to create enough of a contrast for the overlaying text.





#### **CONSISTENT PAGE ELEMENTS**

## **HEADER BANNERS**

Internal pages may display a header banner. This is to provide visual interest and must be somehow related to the content. These are not as tall as the hero images on your homepage. It is recommended to use bright and clear photographs resized from high-resolution images. There should be no text added to the image in any location. Images displayed as a header banner must be properly cropped and not distorted or warped in any way. It must not include text or clip art. It is recommended to stay away from concept art found commonly on stock image websites, and include students, faculty, staff, or academic-related images only.



Desktop: 1920x444

#### CONSISTENT PAGE ELEMENTS | HEADER BANNERS



Tablet: 1400x350px



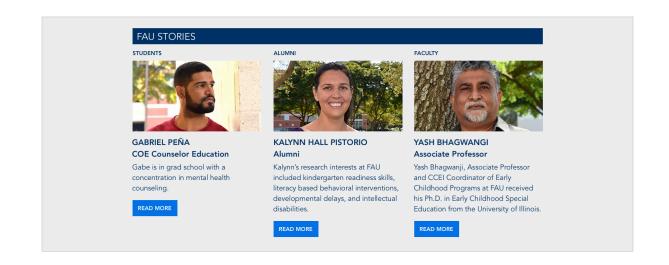
Mobile: 640x550px

#### **CONSISTENT PAGE ELEMENTS**

Homepage content can be displayed in the form of widgets. This allows you to show information in various, dynamic and interactive ways to keep the visitor engaged. The content (images and text) of the widgets are fully editable, but the text styling and design is standardized.

The widgets are modular and can be ordered on the page however you would like. Some widgets take up the full width of the page, and some are half-width. Choose widgets that display your content in an effective, relevant way that suits your needs.





# FOOTER

Every page has the same footer



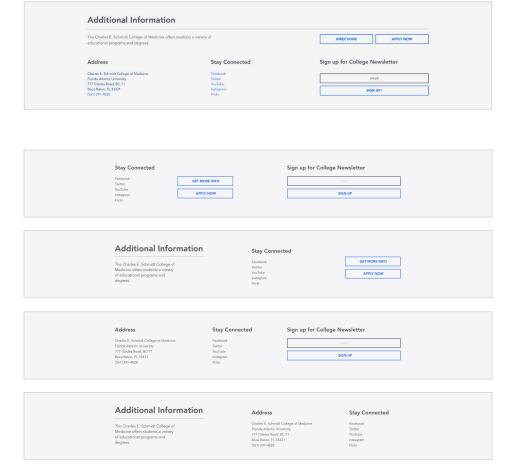
Footer

#### **CONSISTENT PAGE ELEMENTS | LOCAL FOOTER**

The Local Footer is a space above the Florida Atlantic Global Footer that is customizable.

Local Footers must have more than one element but can have no more that six columns.

Additional information
Disclaimer/Licenses
Local quick links
Contact information
Social media links (no icons)
CTA (buttons)



Local Footer

# **PRIMARY**

Avenir is a functional typeface that best represents the voice of the university and enhances the strength of Florida Atlantic's brand with consistent use.

Different sizes and weights allow for various uses without degrading the Florida Atlantic brand. Correct and consistent use of this official typeface helps reinforce the university's identity.

# **Avenir**



#### **AVENIR-LIGHT**

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#\$%^&\*()\_+:;"<>

#### **AVENIR-BOOK**

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#\$%^&\*()\_+:;"<>

#### **AVENIR-MEDIUM**

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#\$%^&\*()\_+:;"<>

#### **AVENIR-HEAVY**

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#\$%^&\*()\_+:;"<>

#### **AVENIR-BLACK**

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#\$%^&\*()\_+:;"<>

#### **AVENIR-LIGHT OBLIQUE**

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#\$%^&\*()\_+:;"<>

#### **AVENIR-BOOK OBLIQUE**

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#\$%^&\*()\_+:;"<>

#### **AVENIR-MEDIUM OBLIQUE**

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#\$%^&\*()\_+:;"<>

#### **AVENIR-HEAVY OBLIQUE**

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#\$%^&\*()\_+:;"<>

#### **AVENIR-BLACK OBLIQUE**

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#\$%^&\*()\_+:;"<>

# **SECONDARY**

Superclarendon is a secondary typeface that is available for specialty use and helps enhance the strength of our brand when paired with Avenir.

Different sizes and weights allow for various uses without degrading the Florida Atlantic brand. Correct and consistent use of this official typeface helps reinforce the university's identity. Superclarendon may only be used on landing pages as headings and designed assets.

# Superclarendon



#### **SUPERCLARENDON-LIGHT**

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#\$%^&\*()\_+:;"<>

#### SUPERCLARENDON-REGULAR

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#\$%'&\*()\_+:;"<>

#### **SUPERCLARENDON-BOLD**

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#\$%^&\*()\_+:;"<>

#### SUPERCLARENDON-BLACK

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#\$%^&\*()\_+:;".

#### SUPERCLARENDON-LIGHT ITALIC

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#\$%'&\*()\_+:;"↔

#### SUPERCLARENDON-REGULAR ITALIC

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#\$%'&\*()\_+:;"↔

#### SUPERCLARENDON-BOLD ITALIC

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%\&\*()\_+:;"\\$

#### SUPERCLARENDON-BLACK ITALIC

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#\$%^&\*()\_+:;"\>

## **HIERARCHY**

**H1** 

Homepage Title

Avenir Book 42pt

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISICING ELIT. VEL QUOD ALIAS IPSUM ILLUM IURE DOLORE INCIDUNT DISTINCTIO MODI.

H2

**Hero Text** 

Avenir Heavy 34pt

Lorem ipsum dolor sit amet, consectetur adipisicing elit. Vel quod alias ipsum illum iure dolore incidunt distinctio modi.

**H3** 

Page Heading

Avenir Heavy 28pt

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISICING ELIT. VEL QUOD ALIAS IPSUM ILLUM IURE DOLORE INCIDUNT DISTINCTIO MODI.

**H4** 

Paragraph Section Heading

Avenir Heavy 22pt

Lorem ipsum dolor sit amet, consectetur adipisicing elit. Vel quod alias ipsum illum iure dolore incidunt distinctio modi.

#### TYPOGRAPHY | HIERARCHY

# Tag: p Body copy

Avenir Book 22pt

Lorem ipsum dolor sit amet, consectetur adipisicing elit. Porro ab, sequi dolor reiciendis obcaecati odio eveniet veritatis rerum illo, quisquam. Consequuntur voluptas animi praesentium fugiat, neque laboriosam quaerat maiores at.

# Tag: ul Bullet point list

- Lorem ipsum dolor sit amet, consectetur adipisicing elit. Ducimus minima asperiores incidunt libero itaque.
- Omnis et ex, voluptatum maxime ab excepturi praesentium corporis ratione id perspiciatis nesciunt.
- Nostrum sint at temporibus impedit molestias voluptas in debitis earum dolorum numquam harum est iusto ipsam, fuga iste provident odit.

#### Tag: ol Numbered list

- 1. Lorem ipsum dolor sit amet, consectetur adipisicing elit. Ducimus minima asperiores incidunt libero itaque.
- 2. Omnis et ex, voluptatum maxime ab excepturi praesentium corporis ratione id perspiciatis nesciunt.
- **3.** Nostrum sint at temporibus impedit molestias voluptas in debitis earum dolorum numquam harum est iusto ipsam, fuga iste provident odit, quas recusandae fugit sit a possimus et eius consectetur! Id.

### Tag: small

Image descriptions or credits

Avenir Book 16pt

Lorem ipsum dolor sit amet, consectetur adipisicing elit. Porro ab, sequi dolor reiciendis obcaecati odio eveniet veritatis rerum illo, quisquam. Consequuntur voluptas animi praesentium fugiat, neque laboriosam quaerat maiores at.

### Blockquote

Lorem ipsum dolor sit amet, consectetur adipisicing elit. Porro ab, sequi dolor reiciendis obcaecati odio eveniet veritatis rerum illo, quisquam. Consequuntur voluptas animi praesentium fugiat, neque laboriosam quaerat maiores at.

#### **Separator**

1px high dark blue line

# PRIMARY COLOR PALETTE

Use only the colors shown to ensure all pages adhere to approved Florida Atlantic brand standards and guidelines.

This will create strong visual consistency and professional impact throughout the website.

Florida Atlantic Blue

**HEX** #003366 **RGB** 0 51 102

Florida Atlantic Red

**HEX** #CC0000 **RGB** 204 0 0

Florida Atlantic Dark Gray

**HEX** #4D4C55 **RGB** 77 76 85

Florida Atlantic Dark Gray is the preferred color for body copy. Shades 0-100% of Florida Atlantic Dark Gray may aslo be used. Florida Atlantic Gray

**HEX** #CCCCCC **RGB** 204 204 20

Shades 0-100% May

# **EXTENDED COLOR PALETTE**

These colors are available to use only when additional colors are needed to establish visual hierarchy or to add emphasis to graphical elements.

Colors form the extended color palette should never be overpower colors from the Primary Palette.

Florida Atlantic Electric Blue

**HEX** #126BD9 **RGB** 18 107 217

Florida Atlantic Electric Blue is the preferred color for Links and buttons Stone

**HEX** #7A97AB **RGB** 122 151 171

Sky Blue

**HEX** #D9ECFF **RGB** 217 236 255

Sand

**HEX** #D4B98B **RGB** 212 185 139

# **GRADIENTS**

Use only the gradients shown to ensure all pages adhere to approved Florida Atlantic brand standards and guidelines.

Gradients can only be built with Florida Atlantic Blue, Florida Atlantic Red, and Florida Atlantic Electric Blue, Gradients may only be used in designed graphic elements, color overlays, and as background elements.

Florida Atlantic Blue

**HEX** #003366 **RGB** 0 51 102

 $\downarrow$ 

Florida Atlantic Red

**HEX** #CC0000 **RGB** 204 0 0

Florida Atlantic Blue

**HEX** #003366 **RGB** 0 51 102

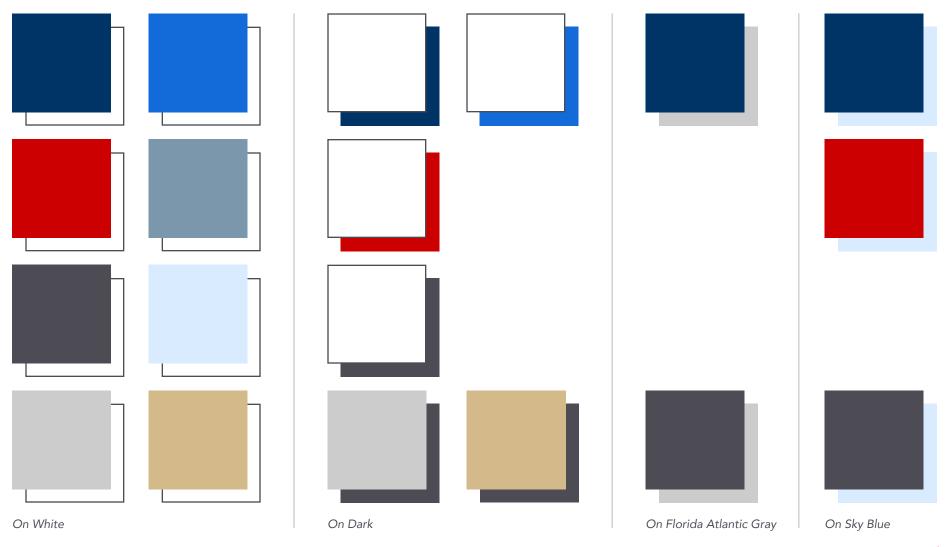
1

Florida Atlantic Electric Blue

**HEX** #126BD9 **RGB** 18 107 217

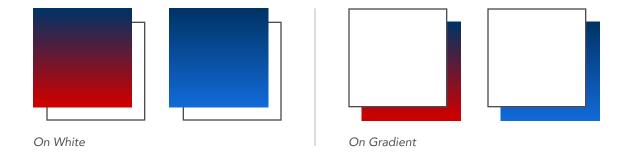
# **PALETTES IN USE**

Use only the color combinations shown.



# **GRADIENTS IN USE**

Use only the combinations shown.



# HOW TO WRITE WEB COPY

#### OFFER INFORMATION IN LAYERS

Many people now view online content on tiny cell screens. For the best user experience, keep copy short on main pages and build text links into your content with clear call-to-action statements guiding the audience to next steps or deeper pages with important details.

#### **AVOID DATED EXPRESSIONS AND TECHNIQUES**

Many in our current target audience prefer touch-screen devices and the next generation has practically been raised on them. With fewer people using a mouse or other physical tracking device to navigate sites, the call-to-action expression "click here" is not as relevant as it once was. Instead, describe where they'll link to, what they'll see, or what they'll get. Example: "download brochure".

Also, avoid specific references to where an element is located on page: Apply "at right". See the chart "below". With a responsive website, the location of copy, photos and other elements can change based upon the device viewing it.

# LESS IS MORE: WRITE FOR SCANNING – NOT READING

Busy people want highlights before deciding to read further. Keep intros short and tell your story in a series of bolded subheads. Use body copy to support each subhead with a few details.

# ALWAYS LOOK FOR VISUAL WAYS TO SHARE INFORMATION

Bullets, charts, graphs, infographics and images are great techniques to convey a lot of data in an eye-catching way.

#### **REMEMBER TO EDIT**

Grabbing and keeping a busy audience's attention requires impactful, to-the-point messaging. That rarely occurs on the initial draft. Always re-read what you wrote at least twice. Delete all filler words, cut long sentences and move unrelated points to a different page.

#### **KEEP IT CONVERSATIONAL**

Overly formal or complex writing can sound unfriendly and dated—particularly to millennials, our target audience. Website copy should never sound like a textbook or thesis. Avoid jargon and write in second person voice ("you" and "yours", "our", "we") which sounds friendlier. Choose short, simple words over longer, more complex options, so that everyone will understand your message.

All our page templates support the use of "widgets." (Widgets are pieces of independent and reusable code.) Widgets provide you with full flexibility to emphasize top points and prioritize them in any order of importance you desire.

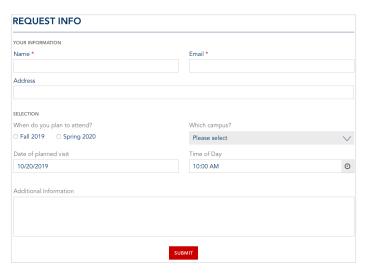
Choice of widgets and how they are prioritized is up to each page owner. The Florida Atlantic Widget Menu includes many pre-designed widgets meeting a wide variety of needs.

# **WIDGETS**

#### **WIDGETS**

All our page templates support the use of "widgets." (Widgets are pieces of independent and reusable code.) Widgets provide you with full flexibility to emphasize top points and prioritize them in any order of importance you desire.

Choice of widgets and how they are prioritized is up to each page owner. The Florida Atlantic Widget Menu includes many pre-designed widgets meeting a wide variety of needs.

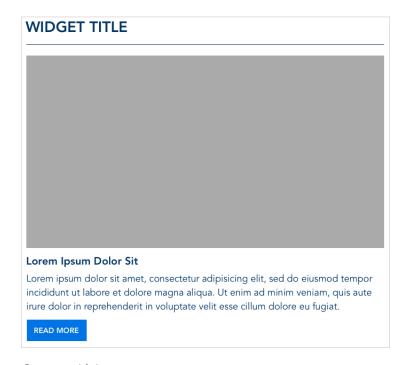


#### Form

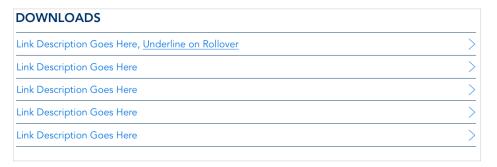


Sticky Form

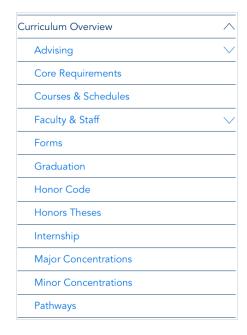
#### **WIDGETS**



Content with image



#### Download List



Link List

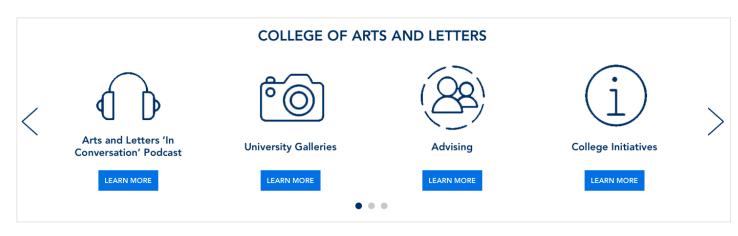


List with thumbnails





News Events

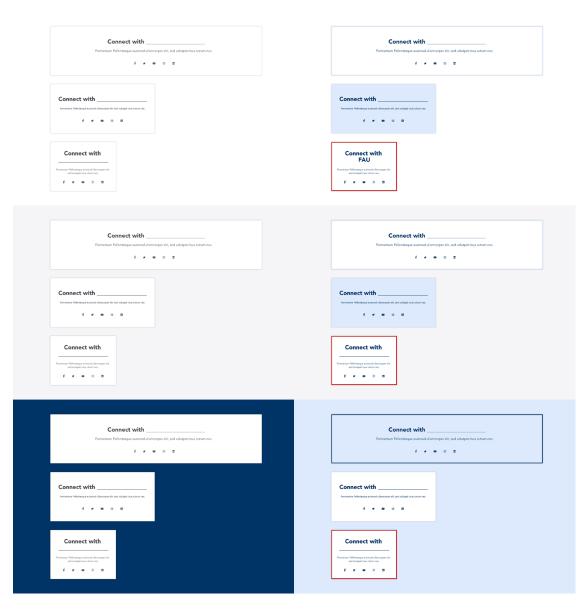


Content Slider

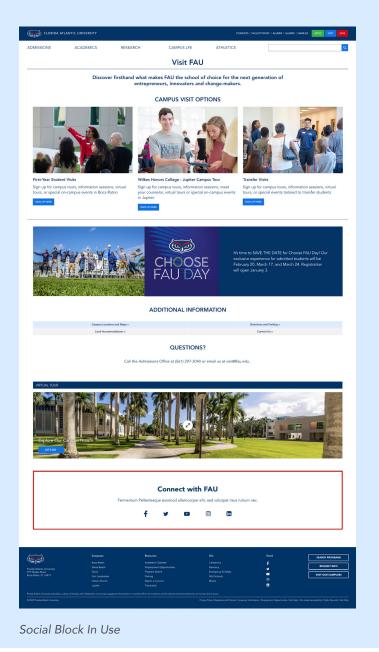


Infographic

#### **WIDGETS**

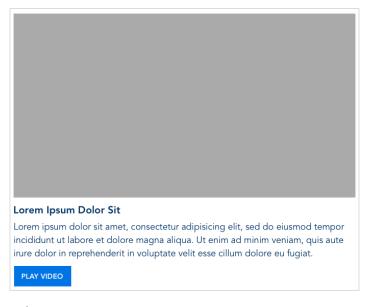


Social Block

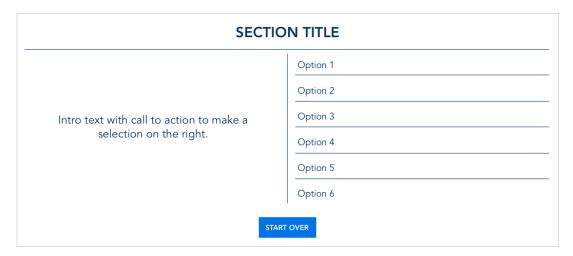


Florida Atlantic University Web Style Guide | November 2023

#### **WIDGETS**



Video



Link Breakdown

## 15pt

INCREASE IN ACADEMIC PROGRESS RATE

2014 - 2021

## 28pt

INCREASE IN 4-YEAR GRADUATION RATE

2014 - 2021

### #41

SOCIAL MOBILITY U.S. News & World Report

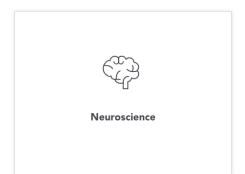
HISPANIC SERVING INSTITUTION Inspiring Programs in STEM Award Recipient

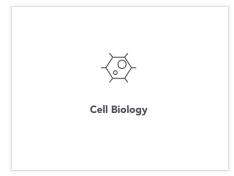
2023

TOP UNDERGRADUATE RESEARCH PROGRAM

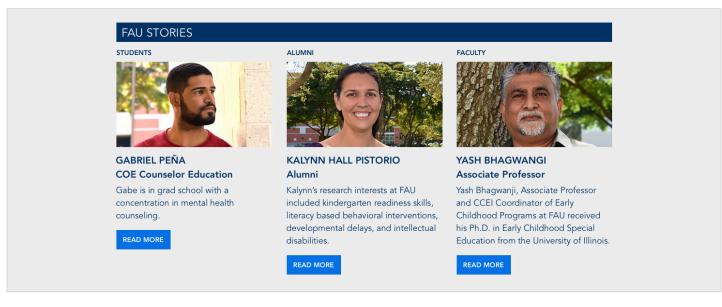
Council on Undergraduate Research

Highlight block





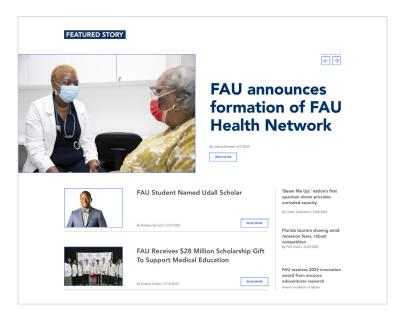
Icon Block



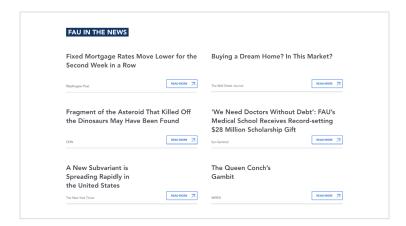
Stories



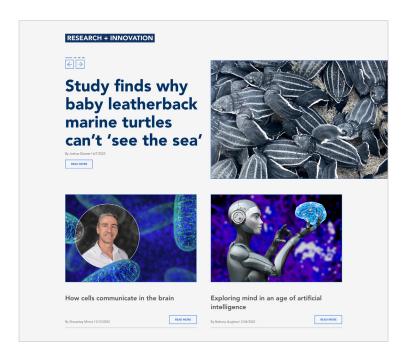
Accreditation



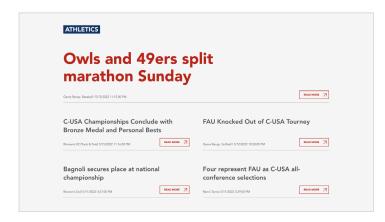
Feature Stories Left



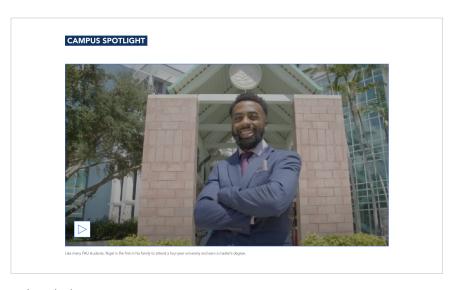
Stories Deck (News Desk 2022)



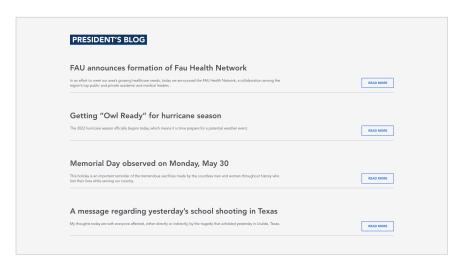
Feature Stories Left



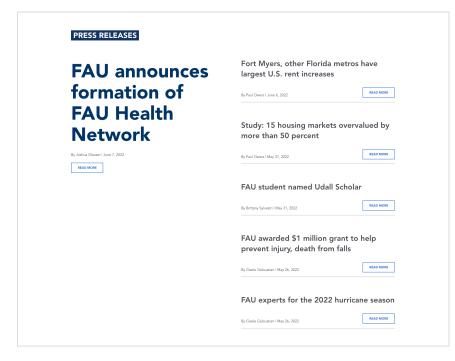
Highlight Stories Deck



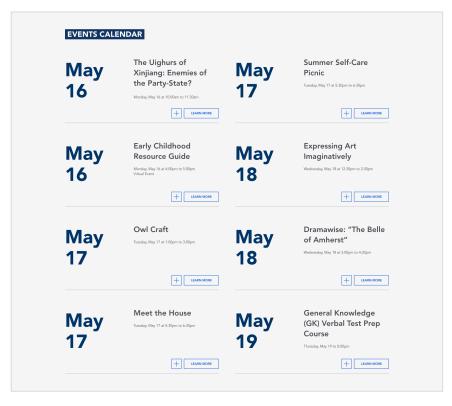
Video Block



Stories List



Highlight Stories List





Embed Block

Calendar Deck



Main Navbar



Main Navbar Search



Information Technology Operation Management

# 

Computer Science Track

# $\begin{array}{c} \textbf{Charles E. Schmidt} \\ \textbf{College of Science} \end{array} \rightarrow$

Mathematical Sciences Track

Link Card

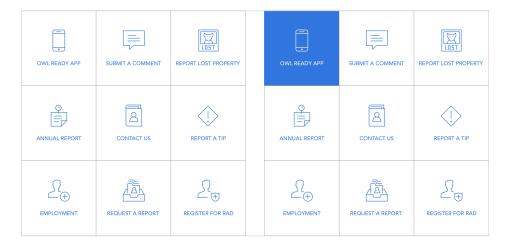


## Why Choose Cybersecurity?

- Salaries range from \$85,000 \$130,000 per year
- Job sector is growing by 37% each year
- Women make up 25% of the cybersecurity workforce
- Job openings in Florida: 36,000
- Job openings nationally: 714,000
- Job openings by the year 2025: 3.5 million

Image Card

#### WIDGETS | NEWS DESK | TALON DESIGN KIT



Link Deck



- Cyberdefense Magazine, 2022



"Those monitoring cybersecurity trends know that the hackers are moving as fast as the defenders."

- Cyberdefense Magazine, 2022



"Those monitoring cybersecurity trends know that the hackers are moving as fast as the defenders."

- Cyberdefense Magazine, 2022

**Quote Block** 

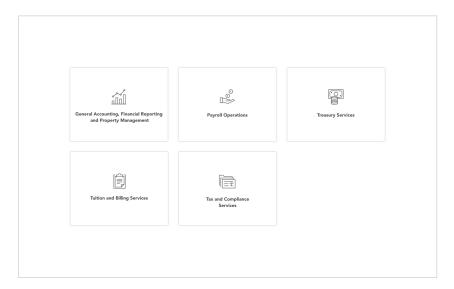


Carousel

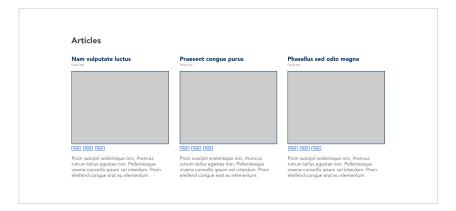




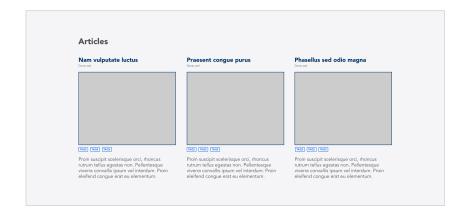
Videos Modal

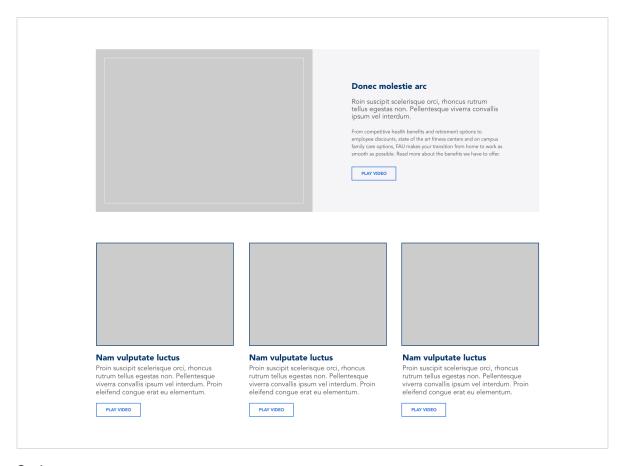


#### Icon Buttons



#### Articles

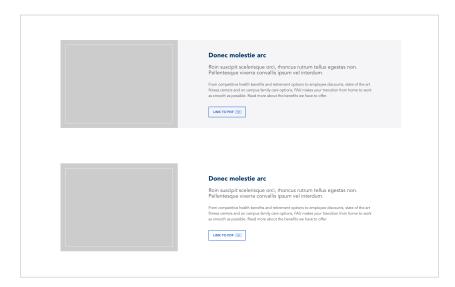




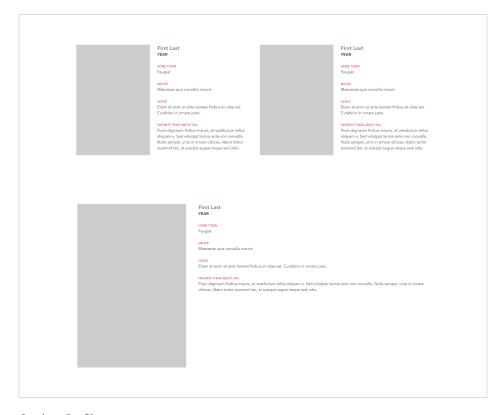
Stories



#### Social Media



Card



Student Profile

FOR A PROGRAM IN:	TO EARN THE FOLLOWING DEGREES:	DEGREES: REGISTER IN THE COLLEGE OF:
Accounting	B.B.A. B.S.	Business

### Table-Clean

FOR A PROGRAM IN:	TO EARN THE FOLLOWING DEGREES:	DEGREES: REGISTER IN THE COLLEGE OF:
Accounting	B.B.A. B.S.	Business

### Table-Row

FOR A PROGRAM IN:	TO EARN THE FOLLOWING DEGREES:	DEGREES: REGISTER IN THE COLLEGE OF:	
Accounting	B.B.A. B.S.	Business	
Accounting	B.B.A. B.S.	Business	
Accounting	B.B.A. B.S.	Business	
Accounting	B.B.A. B.S.	Business	
Accounting	B.B.A. B.S.	Business	
Accounting	B.B.A. B.S.	Business	
Accounting	B.B.A. B.S.	Business	

#### Table-Row-Column

FOR A PROGRAM IN:	TO EARN THE FOLLOWING DEGREES:	DEGREES: REGISTER IN THE COLLEGE OF:	
Accounting	B.B.A. B.S.	Business	
Accounting	B.B.A. B.S.	Business	
Accounting	B.B.A. B.S.	Business	
Accounting	B.B.A. B.S.	Business	
Accounting	B.B.A. B.S.	Business	
Accounting	B.B.A. B.S.	Business	
Accounting	B.B.A. B.S.	Business	

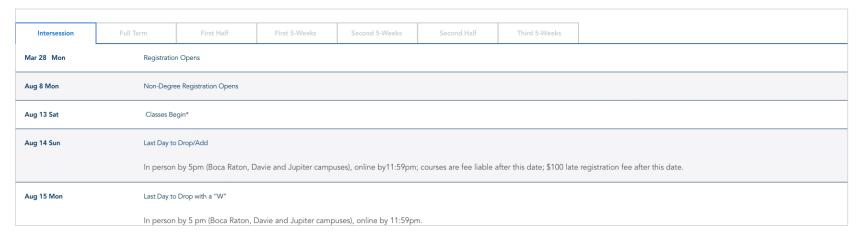
### Table-Detail

FOR A PROGRAM IN:	TO EARN THE FOLLOWING DEGREES:	DEGREES: REGISTER IN THE COLLEGE OF:	
Accounting	B.B.A. B.S.	Business	
Accounting	B.B.A. B.S.	Business	
Accounting	B.B.A. B.S.	Business	
Accounting	B.B.A. B.S.	Business	
Accounting	B.B.A. B.S.	Business	
Accounting	B.B.A. B.S.	Business	
Accounting	B.B.A. B.S.	Business	

### Table-Contrast

FOR A PROGRAM IN:	TO EARN THE FOLLOWING DEGREES:	DEGREES: REGISTER IN THE COLLEGE OF:
Accounting	B.B.A. B.S.	Business

Table-Full



#### Tab-Desktop

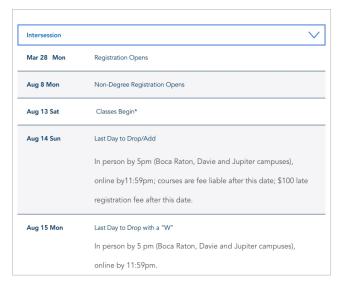


Table-Tablet

Aug 15 Mon

Mar 28 Mon

Aug 8 Mon

Aug 13 Sat

Aug 14 Sun

Registration Opens

Classes Begin\*

Last Day to Drop/Add

Last Day to Drop with a "W"

Non-Degree Registration Opens

\$100 late registration fee after this date.

Tab-Mobile

In person by 5pm (Boca Raton, Davie and Jupiter campuses), online by11:59pm; courses are fee liable after this date;

In person by 5 pm (Boca Raton, Davie and Jupiter campuses), online by 11:59pm.

# **USER INTERFACE**

#### **USER INTERFACE**

# **CONTROLS**



Next



Last



Up



Down



Close



Open



Volume Down



Volume Up



Pause



Play



Rewind



Forward



Skip back



Skip forward



Recording



Stop



Fit To Screen



Settings



Share



Print



Email



Download



Upload



Mute

## **READ MORE**







Button External Link



Navigation Top





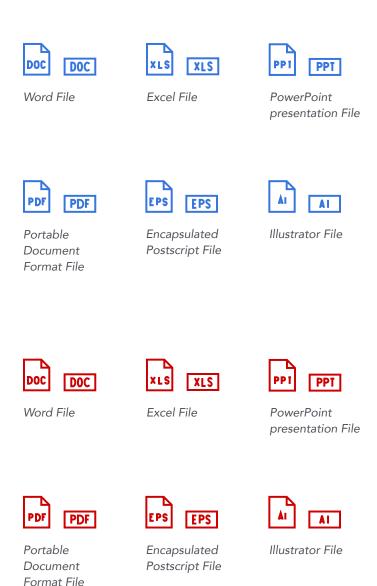
Navigation Bottom

#### **USER INTERFACE**

# **FILES**

All our page links that point to a file for download will be marked with a file icons.

The file icon should lead the the file name. Florida Atlantic Electric Blue is the preferred color treatment for link file icons. Florida Atlantic red may also be uses for links and icons but must remain consistant on a page.



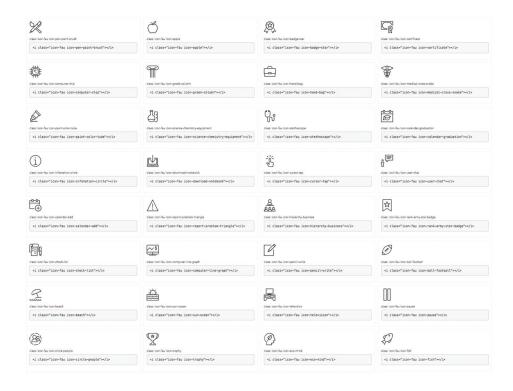
# **ICON LIBRARY**

## ICON LIBRARY

# **ICONS**

Florida Atlantic has purchased a robust icon set containing more than 5,000 different icons: all embody a clean, modern look and feel that complements our website design strategy. Each page owner should find plenty of choices to meet any communications needs site wide.

To maintain Florida Atlantic website consistency and design integrity, please do not use icons from any outside sources.



# **PHOTOGRAPHY**

#### **PHOTOGRAPHY**

# **MOOD BOARD**

When choosing images, keep in mind these concepts that embody Florida Atlantic from a photographic standpoint. Choosing images that fit these concepts will maintain a cohesiveness and unity across Florida Atlantic materials.

Florida Atlantic units are encouraged to use university photography rather than stock images, whenever possible. Find our photography collection at <a href="fau.tandemvault.com">fau.tandemvault.com</a>.

#### **SUNNY OPTIMISM**

Natural-looking, energetic shots of positive people in action; colorful, bright images that reflect the mood and environment surrounding Florida Atlantic.







#### **CURIOSITY AND INNOVATION**

Images of students and researchers immersed in their work; shots that highlight the opportunity to learn through experience.





#### QUIET CONFIDENCE

Shots that portray a confident individual who is secure in their abilities and ready to take on the world; reflects the ambition and drive inherent in Florida Atlantic Owls.





#### **EXPLORATION**

Bold images of students interacting with the world through research, career or philanthropy; powerful shots of students engaging with the South Florida environment that depict a desire to impact the world around us.







# NAMING CONVENTIONS

#### NAMING CONVENTIONS

#### **HERO CAPTIONS**

- Do not have more than 5 images in the slider
- A concise title of around 50 characters in length (i.e. "From A-Z, More Than 170 Degree Programs")
- A short call-to-action in the button (i.e. "Support Your Owls")
- All words in the title are bold and white
- The call-to-action is upper-case and in a blue button

#### **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 /edufunding/ 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 a hyphen for spaces, as this makes the URL easier to read.