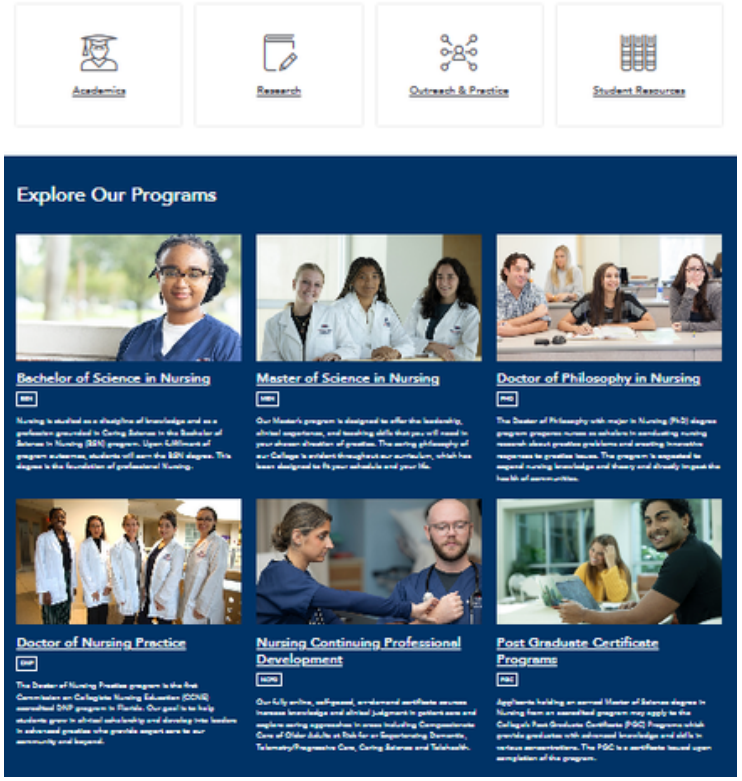
Florida Atlantic
Christine E. Lynn College of Nursing
WEB STYLE GUIDE

PAGE DESIGN AND LAYOUTS

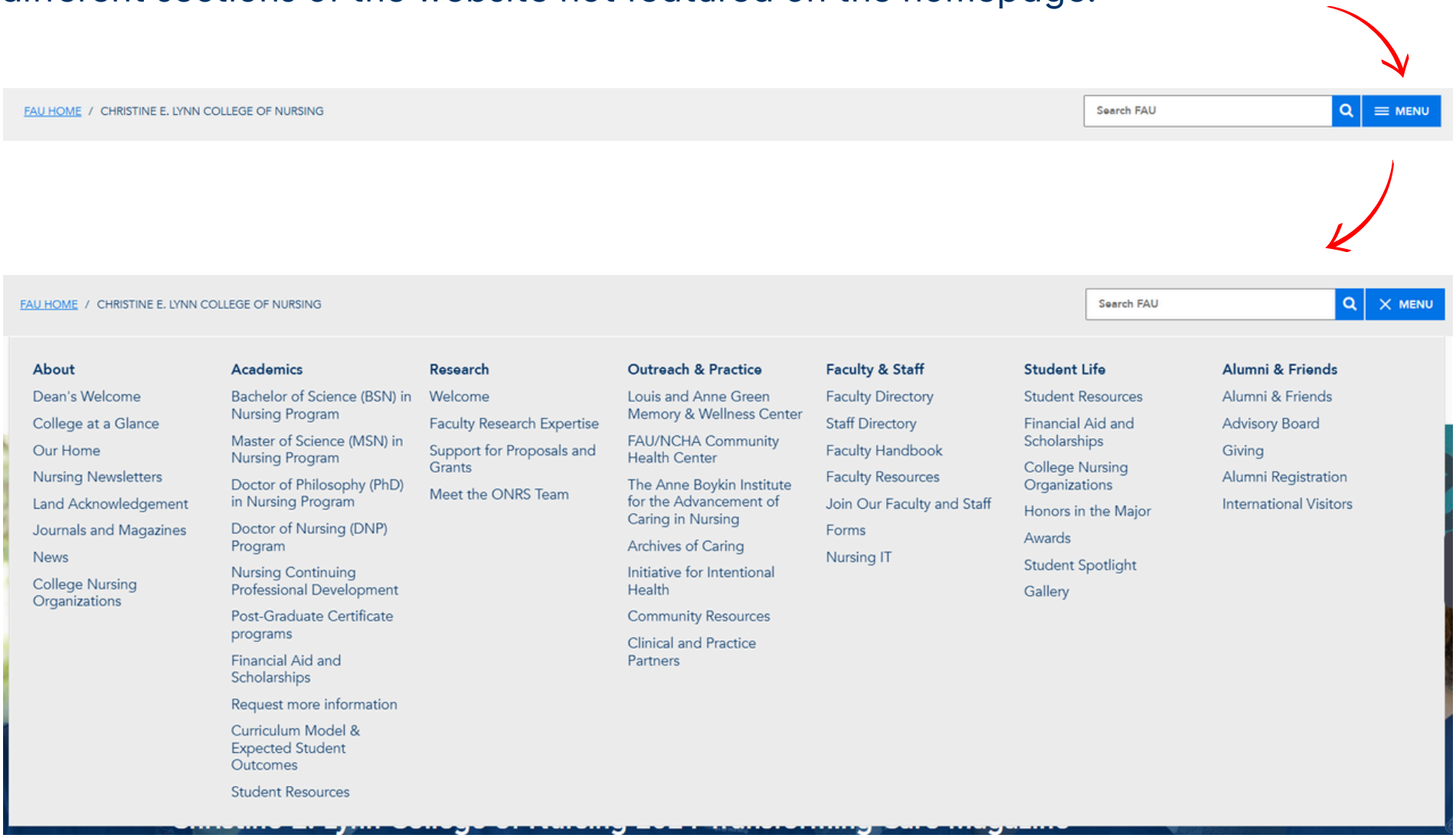
The homepage introduces visitors to the college and provides an overview of the full website. It includes a universal header and footer, a mega menu tab, hero or banner image and widgets. To achieve maximum visual impact, the homepage and other web pages are designed to be image-rich and text-light.





MEGA MENU

Every page has a mega menu directly above the page title. Use this menu to find different sections of the website not featured on the homepage.



HERO IMAGES DIMENSIONS

Homepages contain a slider (2-3 images) or still image called the “hero.” The design of the hero is standard.
Recommended: 1300px * 650px
Acceptable range: 1200px * 600px – 1800px * 875px



PROGRAMS IMAGE DIMENSIONS

Recommended: 395px * 250px

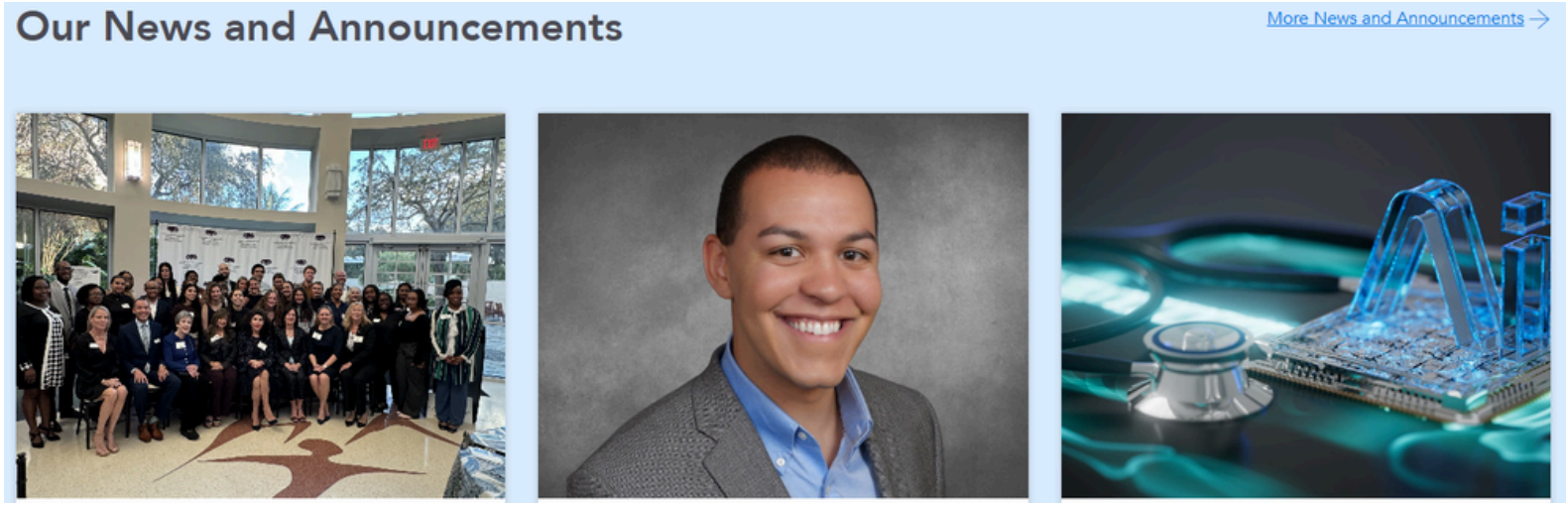
Acceptable range: 380px * 205px – 430px * 255px



OUR NEWS IMAGE DIMENSIONS

Recommended: 395px * 323px

Acceptable range: 380px * 323px – 450px * 350px



OUTREACH IMAGE DIMENSIONS

Recommended: 446 x 220

Acceptable range: 430 x 215 – 450 x 230



OUR CLINICS IMAGE DIMENSIONS

Recommended: 1286px * 500px

Acceptable range: 1200px * 500px – 1800px * 550px



ACADEMICS IMAGE DIMENSIONS

Recommended: 446 x 291

Acceptable range: 440 x 280 - 470 x 300



Doctor of Nursing Practice



Nursing Continuing Professional



Post Graduate Certificate

RESEARCH IMAGE DIMENSIONS

Recommended: 287 x 257

Acceptable range: 280 x 250 - 330 x 290



Faculty Research Expertise



Grant and Proposal Support

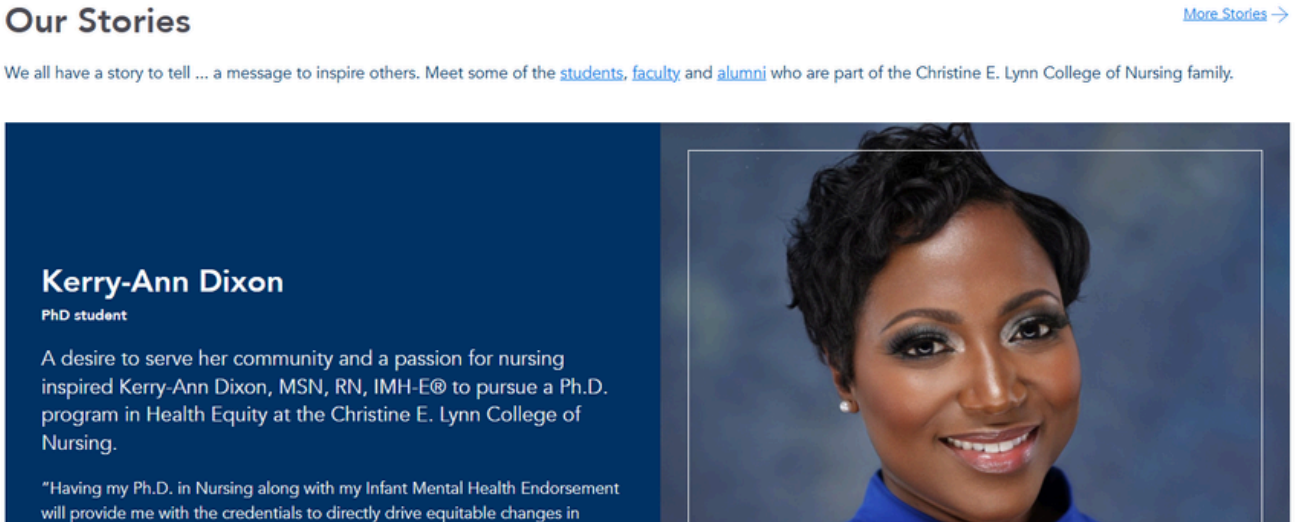


Meet the ONRS Team

OUR STORIES IMAGE DIMENSIONS

Recommended: 600px * 600px

Acceptable range: 500px * 500px – 650px * 650px



OUR STORIES > MORE STORIES IMAGE DIMENSIONS

Recommended: 446 x 400

Acceptable range: 420 x 390 - 470 x 430



PHOTO QUALITY RECOMMENDATIONS FOR WEBSITE SUBMISSIONS

To ensure the best representation of our college on the website, here are some helpful tips for submitting high-quality photos:

- **Resolution:** Aim for at least 1080x1080 pixels (square) or similar dimensions. Higher resolution is always better to avoid blurriness.
- **Size:** Aim for at least 1 MB files for the photos to ensure the resolution is sufficient for the website.
- **Focus and Clarity:** Ensure the image is sharp, and avoid using overly zoomed-in or pixelated shots.
- **How you send the images matters:** If you are sending a photo via email, attach it instead of embedding it in the body of the email – it lowers the quality of the image.
- **Headshots:** Professional headshots with good lighting are best. Self-portraits taken with a cellphone camera have low resolution and look less professional.
- Photos should be in **JPEG or PNG format.** Avoid embedding them in Word or PDF files.
- If you're unsure about a photo's suitability, feel free to ask for guidance or feedback before submitting it.

PHOTO QUALITY DOS AND DON'TS

Professional Headshot VS Low Light Photo



Professional Headshot VS "Passport Photo"



64 x 64 px. photo VS 1024 x 1024 px. photo



Low VS High Resolution



FONTS

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

Avenir

Aa

Superclarendon

Aa

AVAILABLE COLOR PALETTE

The following primary colors on the College of Nursing website adhere to Florida Atlantic brand standards and guidelines.

Florida Atlantic Blue	Florida Atlantic Red	Florida Atlantic Dark Gray	Florida Atlantic Gray	Sky Blue
HEX #003366 **RGB** 0 51 102	**HEX** #CC0000 **RGB** 204 0 0	**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.	**HEX** #CCCCCC **RGB** 204 204 204 Shades 0-100% May be used.	**HEX** #D9ECFF **RGB** 217 236 255

WEB COPY BEST PRACTICES

- Webpages should have **minimal text, compelling, high-quality images and sufficient white space** to engage visitors. Write short paragraphs and use bullet points, subheadings and hyperlinks to organize and break up content.
- **Use Search Engine Optimization** (SEO) keywords: Florida Atlantic, holistic nursing education, nursing program, BSN, caring science, nursing research, and others.
- **Help us identify and fix broken links in a timely manner.** Broken links on an academic website can disrupt the user experience for students, faculty and prospective applicants who rely on accurate and accessible information. Missing links to key resources, program details, or application pages can potentially discourage engagement. Additionally, broken links can harm the website's search engine ranking, making it harder for users to find essential content. Regularly identifying and fixing broken links ensures that the website remains a reliable and professional resource for all visitors.
- **Avoid adding specific dates** in web copy unless it is necessary to indicate the approval or implementation dates of new policies and procedures and to promote upcoming events (i.e., information sessions). Immediately after the event, remove the date and related content from the webpage. Review your program's web pages on a monthly basis to delete outdated information.
- **Describe links** (i.e. "download brochure") instead of using "click here" as the call to action since fewer people are using physical tracking devices to navigate websites.

STANDARD OPERATING PROCEDURE FOR COLLEGE OF NURSING WEBSITE MAINTENANCE

To ensure Florida Atlantic Christine E. Lynn College of Nursing website is user-friendly, informative, up-to-date and engaging for visitors, this standard operating procedure is intended to streamline requests for website changes and maintenance.

On a regular basis, members of the College's web team (Jony, Craig, Suzanne, Jeaneen and Agrippina) review website metrics such as page views and other data to determine strategies for improving the site. It is imperative for faculty and staff to review their web pages on a regular basis (weekly/monthly) to determine if the content is timely and relevant. These steps will help improve website engagement and functionality.

Submitting tickets:
All website requests must be submitted using this form: **Nursing Website Support.** This will help to ensure that changes to the website go through the proper approval process.

Response time: Up to 72 business hours for basic website requests. Response time will vary depending on scope of work for major updates or new pages.

Weekly Website Maintenance:
· Check all your content for outdated information and errors.
· Ensure images and photos are appropriate sizes for web pages.
· Report any broken links.

Monthly/Quarterly Website Maintenance:
· If you have forms (downloadable PDFs) on your webpages, review them to make sure they are up-to-date and working properly to collect accurate information.
· Test new contact forms, signup forms, registration forms, etc.

See the full Florida Atlantic Web Style Guide
College of Nursing Communications and Branding Guidelines Form