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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
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.
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*
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.
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.
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.
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.
CONSISTENT PAGE ELEMENTS | HEADER BANNERS

Tablet: 1400x350px

Mobile: 640x550px
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.
Every page has the same 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)
TYPOGRAPHY
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.
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.
TYPOGRAPHY

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.
Tag: p
Body copy

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 quaeat 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 tur! Id.

Tag: small
Image descriptions or credits

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 quaeat maiores at.

Separator

1px high dark blue line
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 also be used.

**Florida Atlantic Gray**
- **HEX**: #CCCCCC
- **RGB**: 204 204 204

Shades 0-100% may be used.
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

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**Stone**

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

**Sky Blue**

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

**Sand**

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

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

Florida Atlantic Red

HEX  #CC0000
RGB  204  0  0

Florida Atlantic Electric Blue

HEX  #126BD9
RGB  18  107  217
COLORS

PALETTES IN USE

Use only the color combinations shown.
COLORS

GRADIENTS IN USE

Use only the combinations shown.

On White

On Gradient
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.
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Content with image

Lorem Ipsum Dolor Sit
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat.

Download List

Link List

Curriculum Overview
Advising
Core Requirements
Courses & Schedules
Faculty & Staff
Forms
Graduation
Honor Code
Honors Theses
Internship
Major Concentrations
Minor Concentrations
Pathways
Events

Lorem Ipsum Dolor Amet Sit
9/11/19
Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Neque qui a nesciutatibus qui accusamus
dolorum? Quisquam ratione enim dolorem, voluptas autem numquam suscipit voluptates, obcaecati
veritatis iusto, deserunt, alias. Dignissimos, nulla.

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List with thumbnails

NEWS

9/11/2019
Educational Equity Partnership Project
READ »

9/5/2019
Cast Your Vote for Yash Bhagwanji!
READ »

8/8/2019
FAU Pine Jog Selected as 2019 ULIEA Grand Prize Winner
READ »

EVENTS

9/18/2019
CCEI Faculty Meeting ED 356
DETAILS »

9/18/2019
Announcement of Dissertation Defense for Kelly M. Roy (ED - 261)
DETAILS »

9/19/2019
CCEI Dissertation Defense - Kevin Leichtman
DETAILS »

News

Events
**WIDGETS**

**Lorem Ipsum Dolor Sit**
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis aute

**Video**

**SECTION TITLE**

Intro text with call to action to make a selection on the right.

- Option 1
- Option 2
- Option 3
- Option 4
- Option 5
- Option 6

**Link Breakdown**
**FAU STORIES**

**STUDENTS**

GABRIEL PEÑA
COE Counselor Education
Gabe is in grad school with a concentration in mental health counseling.

READ MORE

**ALUMNI**

KALYNN HALL PISTORIO
Alumni
Kalynn's research interests at FAU included kindergarten readiness skills, literacy based behavioral interventions, developmental delays, and intellectual disabilities.

READ MORE

**FACULTY**

YASH BHAGWANGI
Associate Professor
Yash Bhagwanji, Associate Professor and CCEI Coordinator of Early Childhood Programs at FAU received his Ph.D. in Early Childhood Special Education from the University of Illinois.

READ MORE

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**ACREDITATION**

![CAEP](image1)
![Best Online Programs](image2)
![US News](image3)

Accreditation
FEATURED STORY

FAU announces formation of FAU Health Network

FAU Student Named Udall Scholar

FAU Receives $28 Million Scholarship Gift To Support Medical Education

FEATURE STORIES LEFT

RESEARCH + INNOVATION

Study finds why baby leatherback marine turtles can’t ‘see the sea’

How cells communicate in the brain

Exploring mind in an age of artificial intelligence

FEATURE STORIES LEFT

FAU IN THE NEWS

Fixed Mortgage Rates Move Lower for the Second Week in a Row

Buying a Dream Home? In This Market?

Fragment of the Asteroid That Killed Off the Dinosaurs May Have Been Found

The Queen Coach’s Gambit

Stories Deck (News Desk 2022)

ATHLETICS

Owls and 49ers split marathon Sunday

C-USA Championships Conclude with Bronze Medal and Personal Bests

Four represent FAU as C-USA all-conference selections

Highlight Stories Deck

WIDGETS | NEWS DESK | TALON DESIGN KIT
Video Block

Highlight Stories List

Stories List
College of Business
Information Technology
Operation Management

College of Engineering and Computer Science
Computer Science Track

Charles E. Schmidt College of Science
Mathematical Sciences Track

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
Link Deck

“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

“Those monitoring cybersecurity trends know that the hackers are moving as fast as the defenders.”
– Cyberdefense Magazine, 2022
BECOME A CYBERSECURITY EXPERT
PREPARE FOR HIGH-DEMAND CAREERS IN CYBERSECURITY

Carousel

Videos

Videos Modal
Icon Buttons

Articles

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Praesent congue purus

Phasellus sed odio magna
Stories
Social Media

Card

Donec molestie arc

Donec molestie arc

Student Profile

Donec molestie arc

Donec molestie arc
### WIDGETS | TALON DESIGN KIT

#### Table-Clean

<table>
<thead>
<tr>
<th>FOR A PROGRAM IN:</th>
<th>TO EARN THE FOLLOWING DEGREES</th>
<th>DEGREES: REGISTER IN THE COLLEGE OF:</th>
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</thead>
<tbody>
<tr>
<td>Accounting</td>
<td>B.B.A. B.S.</td>
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#### Table-Row-Column

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#### Table-Full

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## WIDGETS | TALON DESIGN KIT

<table>
<thead>
<tr>
<th>Intersession</th>
<th>Full Term</th>
<th>First Half</th>
<th>First 5 Weeks</th>
<th>Second 5 Weeks</th>
<th>Second Half</th>
<th>Third 5 Weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mar 28 Mon</td>
<td>Registration Opens</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aug 8 Mon</td>
<td>Non-Degree Registration Opens</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aug 13 Sat</td>
<td>Classes Begin*</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aug 14 Sun</td>
<td>Last Day to Drop/Add</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>In person by 5pm (Boca Raton, Davie and Jupiter campuses), online by 11:59pm; courses are fee liable after this date; $100 late registration fee after this date.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aug 15 Mon</td>
<td>Last Day to Drop with a “W”</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
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### Tab-Desktop

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<td>In person by 5pm (Boca Raton, Davie and Jupiter campuses), online by 11:59pm; courses are fee liable after this date; $100 late registration fee after this date.</td>
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<tr>
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</table>

### Table-Tablet

<table>
<thead>
<tr>
<th>Intersession</th>
<th>Full Term</th>
<th>First Half</th>
<th>First 5 Weeks</th>
<th>Second 5 Weeks</th>
<th>Second Half</th>
<th>Third 5 Weeks</th>
</tr>
</thead>
<tbody>
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<td>Mar 28 Mon</td>
<td>Registration Opens</td>
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<tr>
<td>Aug 8 Mon</td>
<td>Non-Degree Registration Opens</td>
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<td></td>
</tr>
<tr>
<td>Aug 13 Sat</td>
<td>Classes Begin*</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
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USER INTERFACE
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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
Button External Link

Navigation Top
Navigation Bottom
All our page links that point to a file for download will be marked with a file icon.

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

**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

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 /edu-funding/ 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.