University of the Pacific

WEB BRAND GUIDELINES  VERSION 6 / 09.06.12
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The Web Style Guide was created by EM2 Design and the Office of Communications.
For questions or comments, contact:

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General Content Rules

Your website users rely on you for two things that are equally important:
How to find what they need and the information or directions they seek.

The more concise, consistent, and intuitive your website, the more likely your visitors will be successful.

For the most consistency and readability, use only the text styles and colors in this manual. If you believe you need something different, contact the Office of Communications.

When necessary changes to the website are identified by a department, the department’s CMS user(s) should revise the existing page(s) and submit the page(s) to approvers for consideration and review. The approvers will use the Web Style Guide to ensure that website communications remain consistent with our style and goals for the site. If a department identifies a need outside of the Web Style Guide, the director/manager may make the request to Communications for consideration.

Text styling, such as boldface, italic, underline, etc., should be used sparingly, or it will undermine readability. The stylesheets should provide for most text style needs.

All images must be sized to the correct dimensions for the space where they will appear, and be saved as 72 dpi JPEG files. Follow the size detailed for the page template you are using. Allowing the CMS to resize images most often creates distortion or poor design, so do not rely on the CMS to size your images.

Select strong quality images that relate to the text and the intended message. It is better to have a page without pictures than to use images of poor quality that compromise your website’s appearance.

Web copy should be as short and concise as possible. Be sure what you write is relevant to your audience.
Typography

There are two ways text appears on the site—as a graphic or in HTML.

Graphic type elements on the site include the global navigation, flash components, and some headings. Graphic type elements use the variations of Franklin Gothic and Garamond shown below. Graphic text is used minimally throughout the site because this text is not accessible to those with visual impairments who must use a text browser. Graphic text also requires content creators to use additional software to create or change this type of content.

HTML type areas use the variations of Arial and Times shown below. Most of the site uses HTML text which can be edited using the CMS. Times is used for headers, subheads and, in some cases, body copy. Arial is used for subheads and most body copy.

Stylesheets and type styles are created by Communications within the CMS. They tell the text how to display in the templates. Please see Section 5 for further information on type styles within the CMS.

Franklin Gothic Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Franklin Gothic Book Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Franklin Gothic Demi
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Garamond Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Garamond Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Garamond Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Times Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Times Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Times Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Color Palette

These are the hexadecimal equivalents of the brand and secondary colors for University of the Pacific.

Primary brand colors are used on every page for the background and text. Secondary colors are used only in their specific section of the site as a navigation background.

To maintain consistency, additional colors should not be used.

### PRIMARY COLORS

- **ORANGE**
  - HEX: #F47920

- **WARM GRAY 11**
  - HEX: #806F58

- **LIGHT GRAY**
  - HEX: #998C79

- **CREAM**
  - HEX: #EDE7DE

- **BLACK**
  - HEX: #000000

### SECONDARY COLORS

- **DARK BLUE**
  - HEX: #002C5F

- **DARK RED**
  - HEX: #762123

- **RUST**
  - HEX: #7A3E09

- **TEAL**
  - HEX: #156570
Brand Imagery and Supporting Images

Photography should demonstrate the brand attributes of the University as well as topic-specific subjects. This mixture is important to portray the Pacific experience.

Below are examples of imagery for the main attributes – balance, campus beauty, classic, dedicated faculty, experiential learning, and student focus.

In general, most photography will be added to the website through the CMS. Exceptions to this rule are photos added within the body copy of an HTML area. Photos should only be inserted into this area by someone trained and experienced with this task. This task is taught in the CMS 101 course.

All images for the Web must be a 72 dpi JPEG optimized for web display. Each photo will have a set pixel dimensions that must be adhered to at all times. Please refer to Section 3: website Detail for further information on pixel dimensions for specific templates.
Accessibility Standards

University of the Pacific is committed to making this site as accessible as possible to persons with disabilities.

Most people who have significant visual impairment use text-only browsers to “read” Web pages. These browsers may be used to dramatically enlarge the text and display it in a simpler form, or the computer may read the text aloud to the visually-impaired user.

University of the Pacific must ensure that any part of a Web page that is not HTML text, has an <alt> tag or image description in the CMS that can translate or describe the graphic, picture, video or Flash element for someone who cannot see it.

Similarly, audio and content should be supported with a text transcript or summary of what is being said, if available, including descriptions of actions in the video to ensure visually impaired users can understand.

Although not required as Pacific is a private University, we strive to follow all requirements for accessibility outlined in Section 508 legislation: www.section508.gov

Keep in mind these rules when creating content:

1. Make sure the page title clearly describes the content on the page.

2. Make a clear distinction between the text and the background colors. Use only the background color designated by the CMS.

3. Do not use special effects, such as scrolling, flickering, or flashing.

4. Whenever possible, avoid using symbols that would not be in a standard text-browser. An alternative is to spell out the name of the concept or symbol.
Page Template Usage

Below is an overview of each template for the site with a short description of its usage, followed by an example.

HOME
(detailed example on page 4.1)
There is only one home page on any site. It serves as a wayfinding point for all other pages by providing several types of navigation, such as the global navigation, audience navigation and links to featured and promotional content. The home page also contains links to news and events and important utility items. Global navigation directs the user to the five main sections of the site and appears on most pages of the University-wide site.

SCHOOL/COLLEGE HOME
(detailed example on page 4.2–3)
The School/College Home template provides a collection of information and navigation specific to a school or the College of the Pacific. Please note that the topical navigation in this section is specific to the school or college and is different from the University-wide global navigation. There are multiple variations of this page. The center well may display news, events or text. The right column may display news, events, or announcements. Promos on both versions may link to University-wide or school/college-specific content. This flexibility allows for varying types of content to display based on the amount available.
**SECTION FRONT**  
*(detailed example on page 4.4–6)*

The Section Front template is the main landing page for each of the sections shown in the topical navigation and for audience pages, whether University-wide or section-specific. This template may also be used for other top-level pages throughout the site. Authors must contact Communications if they would like a Section Front page, as only Communications can create this page. It introduces the content and displays links to content within the section. This page type is also used as a portal page for audience navigation that links from the University-wide global navigation. There are three options of this page, each offering a different type of content in the center well. The topical navigation at the top of the page can be either University-wide or section-specific.

**DETAIL**  
*(detailed example on page 4.7–8)*

The Detail template is the workhorse template of the website. Very flexible, it contains many components that can be used to display different types of content. These pages are located below the Section Front templates in the hierarchy and can be used at multiple levels thereafter.
DEPARTMENT/OFFICE
(detailed example on page 4.9)
The Department/Office template is for department or academic office, center, or special project/initiative use. Very flexible, it contains many components that can display different types of content. The topical navigation at the top of the page is either global or department- or office-specific. Promos on the Department/Office page may link to University-wide or department-specific content.

LIBRARY HOME
(detailed example on page 4.10)
The Library Home template is used only by the library. It contains specialized search fields and content specific to the library and acts as the main portal to the library’s databases. The topical navigation is also specific to the library. Promos may link to University-wide or library-specific content.
Page Template Usage cont’d

ADMISSION HOME
(detailed example on page 4.11)
The Admission Home template provides a collection of information and navigation specific to admission. This page also serves as a portal for the multiple audiences that fall under Admission. Topical navigation is absent from this section. Promos may link to University-wide or admission-specific content.

ADMISSION DETAIL
(detailed example on page 4.12–13)
The Admission Detail template is used for all pages at the level beneath the Admission Home page. This template has two versions, one of which can act as either a jumping-off point with multiple links in the center well and no left-navigation or the other which contains body copy only in the center well and left-hand navigation.
NEWS FRONT
(detailed example on page 4.14–15)
The News Front template is the main page for news at Pacific. In addition to rotating features, the news is divided into multiple categories, each of which hold a feature story with several links to other stories. This template also contains promos that have different functionality than the standard promos in the rest of the site. The global navigation is University-wide, however there is a local navigation bar at the top. This template is used only for the News Front.

NEWS DETAIL/FEATURE
(detailed example on page 4.16–17)
The News Detail/Feature template is used for all University news and announcements. The content displayed on this page type shows an entire article along with options for featured content, author information and comments. This page type can also contain the specialized promos available on the News Front template, but can also contain standard promos. The global navigation is University-wide. There are two versions of this template; the difference is the size of the photo at the top of the page in the center well.
Page Template Usage cont’d

NEws INDEX

*(detailed example on page 4.18)*

The News Index template is used for categorizing news by publication date. Current and past news articles may be browsed by year and month. A thumbnail and descriptive text are optional. The global navigation is University-wide.

TABLE OF CONTENTS/INDEX PAGE

*(detailed example on page 4.19–20)*

The Table of Contents/Index template is used to display an abbreviated list of either one type or all types of content for a particular category tag. An abbreviated list of the content is shown with a link to view all links to the content type for the taxonomy category. There is only one copy of this page needed in the CMS, as content is dynamically populated. The global navigation is University-wide.
Page Template Usage cont’d

MEDIA GALLERY HOME
(detailed example on page 4.21)
The Media Gallery Home template is the gateway for all University-wide media: photos, video and audio. Each media category has a sample of five media selections and a link to view all media of that type. There is also a space for featured and related media at the top. Media may also be searched from this page. The global navigation is University-wide.

MEDIA GALLERY DETAIL
(detailed example on page 4.22–24)
The Media Gallery Detail template displays the selected photo/photo gallery, video or audio at the top. The area below can be either a continuation of the gallery or links related to the selected media. Media may also be searched from this page. The global navigation is University-wide.
MEDIA GALLERY INDEX  
(detailed example on page 4.25)  
The Media Gallery Index template is used to display media when 'View All Photos/Video/Audio' link is selected. Featured and related media remain at the top, while the space below holds all the media from one category. This page can also be used to display content from a specific taxonomy category. The global navigation is University-wide.

A–Z INDEX  
(detailed example on page 4.26)  
The A–Z Index template allows users to access pages through an index format. Navigation at the top jumps through the alphabet to access the topic-specific pages. Pages are selected via taxonomy or manually. The global navigation is University-wide.
Page Template Usage cont’d

**FACILITIES**
*(detailed example on page 4.27)*
The Facilities template is used to show content for a specific facility. This includes options for a photo gallery, virtual tour, and campus map location as well as information, amenities and specifications of the facility. This page type should be used for facilities only. The global navigation is University-wide.

**PROFILES**
*(detailed example on page 4.28)*
The Profiles template is used to display content specific to a marketing profile. The content includes a photo, quote, Quick Facts information and an area for copy. Profiles are centrally located by type (Student, Alumni, etc.) and are used for a variety of promotional purposes including alumni success stories, students of the month or highlighted faculty.
SEARCH
(detailed example on page 4.29)
The Search template provides the return results for a site-wide search. Up to 10 results are returned per page. A user may also search the staff and faculty directory, the library, and events from this page. The global navigation is University-wide. This template may be used for Search results only.

INSERT
(detailed example on page 4.30)
The Insert template is used for pages that have content pulled in from a database. A good example are the library search return pages, which are pulled from the library database. This page allows the data to be displayed in a style consistent with the look and feel of the rest of the site. The global navigation varies depending on the section where the insert page is located.
Component Overview: Organization and Hierarchy

Components define more complex areas of content within the site. Sometimes content is entered into one component and displayed by yet another component. They are also used for the purpose of content reuse, allowing use of a single component by multiple users and on multiple pages. It is important to understand their organization within the folders and the hierarchy of the components to make sure you are effectively displaying content.

COMPONENT ORGANIZATION
Components within the CMS are organized in a folder system under the heading ‘Internal Components’. Components are organized by folder, with each component type having its own folder. Two of these folders, ‘Site Map’, and ‘Section Controls’, hold the components that define the general navigation and structure of the site. The components in these folders can only be edited by the Office of Communications. The ‘Shared’ folder contains components available for University-wide use in the site. If a more specific version of the component is needed, these are organized within their own entity-specific folder for the school, department, office, program, or topic navigation name.

COMPONENT HIERARCHY
Components are sometimes used to display other components on a page. It is important to understand that in order to alter the content, you need to go to the lowest-level component. For instance, the ‘Sidebar Announcement Listing’ component displays various ‘Announcement’ components on a webpage. A user who wants to alter a specific announcement cannot do so from the ‘Sidebar Announcement Listing’. In order to alter an announcement, you need to go to the specific ‘Announcement’ component. This is only one example of how one component may reference other components in the site.
Component Overview: Types

There are many types of components used in the site. Components can dictate the appearance of all pages of the site, direct site functionality, or display content in numerous ways.

SECTION CONTROL COMPONENT
Two Section Controls are used for every page of the site. The first, Site Section Control, defines the common navigation areas and provide the basic ‘framework’ for the site. The Site Section Control is the same for every page. The second Section Control comes in many varieties: Main, Administration, Schools, About Pacific, Academics, Campus Life and Community are some examples. These varieties of Section Control all have the same elements present for use on the page and help provide a common framework for a particular section.

SHARED COMPONENTS
Shared components come in two types: components that are for use on specific pages only, and components that are meant for content reuse on different pages throughout the site. Although all shared components are available for use on every page, it is important to choose only components designed for your page. Here is a comprehensive list of these two component types:

Site Functionality Components
Topical Navigation Tabs Component
Categories for Localist Dropdowns*
Navigations*

Page-Specific Components
Contained Within Entity-Specific Folders
About the Authors (Feature/News Detail)
Announcements (to be displayed with Announcement List Component or as a group on Admissions Home and Detail pages)
Featured Navigation Tab Components (Admission Home)
Header Bar Components:
> Header Bar Medium Components (Admission Home and Admission Detail)
> Header Bar Wide Components (All Pages except Admission Home and Admission Detail, Search and Insert)
Library Dropdowns (Library Home)
Library Icon Link Components (Library Home)
Photo Components (Photo Gallery Detail Pages)
Promotional Components (All Pages and Section Controls except Search and Insert)
Sidebar Components:
> Announcement List (School/College Home, Section Front, Detail, Department/Office)
> Category Lists (All Pages except Home, Library, News Front, Admission Home, Search, and Insert)
> Contact Component (School/College Home, Department/Office, Detail, Profile)
> Event Sidebar (All Pages except News Front, All Media Gallery Pages, Search and Insert)
> Featured Media Components (News Front and News/Feature Detail)
> Flexible Components (Detail Page, Department/Office, Admission Home and Admission Detail, Section Front)
> Large Promos (All Pages except Home, Library, Admission Home, Search, and Insert)
> Left Link Lists (All Pages except Home, Library, News Front, Admission Home, Search and Insert)
> Media Search Component (All Media Gallery Pages)
> News Sidebar (All Pages except All Media Gallery Pages, Search and Insert)
> Promo Wrapper (Detail, Department/Office, News Detail)
Social Media (All Pages)
Text Expansion (Detail, Department/Office, Section Front, Admission Detail)

Other Shared Components
Facilities Image Reel (Facilities)
Facility Information Tab (Facilities)
Link List Column Components (Section Front)
Newsroom Feature Component (News Front)
Newsroom Section Stories (News Front)

*not covered in these guidelines
Section Control: Site

The Site Section Control is shared by all pages within the site. It defines the common navigation areas and how the site will work overall. Only site administrators can modify the Site Section Control.

1. Utility Links
   Editorially-selected links of typical utilities on the site. These may be internal, external or document links. Limit of seven.

2. Campus Dropdown
   This dropdown navigation contains all schools and colleges organized by campus location. These links are a mix of internal and external.

3. Site-wide Search Bar

4. Footer Info
   Includes campus addresses and campus links.

5. Footer Quick Links
   Editorially-selected links of the site map and any legal/terms of use. These links are a mix of internal and external. Limit seven.
Section Control: Main Example

The Main Section Control is shared by some pages within the site. This is the section control that defines the common elements of University-wide pages.

1. CAMPUS LOGO
University-wide pages must use the official version of the University of the Pacific logo. The height of this image may not exceed 56 px. The length is flexible.

2. TOPICAL NAVIGATION TABS
Topic Navigation Components for each topic is chosen here from a designated folder. There is one set of topical navigation that is consistent between all University-wide pages. Other pages such as schools, departments or offices may have different topical navigation. You may have up to six topic nav tabs or five plus a drop down area for audience navigation. All changes in topical navigation must be approved by Communications.

3. SECTION PROMOS
Indicates the folder from which three promos will randomly be chosen for School/College and Section Front pages. A minimum of three promos must be populate in this folder for promos to show on the page.

4. MARKETING PROMO
This area allows selection of one marketing promo from a folder of Marketing Promo Components.

5. SOCIAL MEDIA
A Social Media Component is selected to display text and icons relating to the social media links available for the specific page.

Not shown:
LEFT COLUMN CONTACT COMPONENT
LEFT COLUMN MEDIA SEARCH COMPONENT
Section Control: Schools Example

This example of the Schools/College Section Control shows how the same Section Control is used to display content for a school or college.

1. CAMPUS LOGO
   The logo was chosen to match the specific school/college. The height of this image may not exceed 56 px. The length is flexible.

2. TOPICAL NAVIGATION TABS
   Topic Navigation Components for each topic is chosen here from a designated folder. You may have up to six topic nav tabs or five plus a drop down area for audience navigation. All schools/college must have the following topics: Admission, About, Academics, Community and must choose between Faculty or Research.

3. LEFT NAVIGATION
   This area controls the display of ‘children’ pages in the left hand navigation. The Max Depth field indicates how many levels the site the left-hand navigation will show as you go deeper into the section. A depth of three is default unless approved by Communications.

3. MARKETING PROMO
   This area allows selection of one marketing promo from a folder of Marketing Promo Components.

4. SECTION PROMOS
   Indicates the folder from which three promos will randomly be chosen for School/College and Section Front pages. A minimum of three promos must be populate in this folder for promos to show on the page.

5. SOCIAL MEDIA COMPONENT
   A component is selected to display text and icons relating to the social media links available for the specific page.

6. LEFT COLUMN CONTACT COMPONENT
   A component is selected to display the correct contact information for all School/College home and Detail pages within the specified section control.

Not shown:
LEFT COLUMN MEDIA SEARCH COMPONENT
Site Functionality: Topical Navigation Tabs Component

This component controls the links for the topical navigation at the top of the page. All changes must be approved by the Office of Communications.

1. **LINK FIELDS TO LANDING PAGE**
   Links are chosen for each navigation topic’s landing page.

2. **TOP FIVE PAGES SHOWN**
   Fields for the top five pages shown in the subnavigation. If there are more than five links total, a link for ‘View more >’ must be supplied to link to the landing page which contains a list of all links for the topic.
Shared: About the Authors Component

This component is used on the Feature/News Detail page only. It contains information about the author of a feature or news article.

1. ABOUT THE AUTHORS COMPONENT

Author’s name, title, body copy for bio, e-mail, and personal social media link are all available content fields.
Shared: Announcements Component

The Announcement Component contains content fields for a single announcement. The Announcement Components are displayed by the Announcement List Component, which is available for use on School/College Home, Section Front, Detail, and Department/Office pages. They are also displayed as a group on the Admission Home and Detail pages.

1. ANNOUNCEMENT COMPONENT
Title, date, description, link and link text, and display start and end dates are all available content fields.

Try to keep the title and description text to as few words as possible. Longer text will cause the page to lengthen, depending on the number of announcements on the page.

Users can include additional details regarding the announcement on a page which can be linked to from the component.
Shared: Contact Component

The Contact Component displays contact information specific to the University, school/college or department on their respective pages. This component may be displayed on School/College Home, Department/Office, Facilities and Detail pages.

Department name, phone, e-mail, location, contact name and title, and college name, address, and e-mail address are all available content fields.

1. GENERAL SCHOOL/COLLEGE INFORMATION
General school/college contact information will use only some of the supplied text fields. Display of the Contact Component is controlled through the Section Control for the page.

2. SPECIFIC DEPARTMENT INFORMATION
Department contact information will use almost all of the supplied text fields. This contact information should only be displayed throughout department-specific pages and can be applied within an individual page.
Shared: Featured Navigation Tab Component

The Featured Navigation Tab Component displays all the content for one main navigation box on the Admission Home page.

1. TITLE AND HEADER LINK
The title can break to two lines if necessary. The header link must go to a page with the same title as the navigation.

2. BOX SIZE
The box may be large or small. Typically the first two boxes in the row are large, the last three are small.

3. IMAGE
Image dimensions: 229x132 px (large box), 145x132 px (small box). Images for this space should be more simple and graphic in composition.

4. LINKS
List of links for subnavigation. These may be internal, external or document links. Limit of five will display.

5. MORE LINK
Links to a page that has the complete list of links, if there are more than five.
Shared: Header Bar Wide Components

These components can appear across the top of all pages except Admission Home and Detail, Search and Insert. There are many variations of this component to give flexibility to the layout. There is also an option to have no main graphic.

1. HEADER BAR HOME WIDE IMAGE COMPONENT
   For use with the Home Page only. Image dimensions: 1022x390 px. Text and link for text block are available content fields.

2. HOME HEADER SLIDESHOW COMPONENT
   This component rotates Header Bar Home Wide Image Components. Up to four may be selected to rotate on the Home Page.

3. HEADER BAR WIDE IMAGE COMPONENTS
   For use with all pages. Image dimensions: 1022x318 px. Text and link for text block are available content fields and should be used to describe photos or highlight messaging points.

4. HEADER BAR IMAGE TEXT COMPONENTS
   For use with all pages. Up to three image selections. Image dimensions: 336x280 px. A black box with text may be substituted for one of the images (as shown).

5. HEADER BAR VIDEO COMPONENTS
   Allows selection of an internal video detail page, plus title, byline, and description.

6. HEADER SLIDESHOW COMPONENT
   This component rotates Header Bar Wide Image components. Users indicate the order of the slides through placement in the component. Up to four may be selected to rotate.
Shared: Header Bar Medium Components

These components can appear across the top of the page for either Admission Home or Admission Detail. These components may not be used with any other pages.

1. HEADER BAR MEDIUM IMAGE COMPONENT
   Image dimensions: 772x283px. Text and link for text block are available content fields.

2. HEADER MEDIUM IMAGE SLIDESHOW COMPONENT
   This component rotates Header Bar Home Wide Image Components. Up to four may be selected to rotate on the Home Page.

3. HEADER BAR MEDIUM DOUBLE IMAGE COMPONENT
   Image dimensions: 247x283 px (small), 525x283 px (large).
Shared: Library Dropdowns Component

The Library Dropdowns Component configures one set of editorially-selected links along the left side of the Library Home page. The bars are set by default to collapse so only the title of the link set is showing. Multiples of this component are set to display on the Library Home page.

1. LIBRARY DROPDOWN COMPONENT

   Title and a link list are all available content fields. A toggle option also exists to enable keeping the list open.

   Be cautious when selecting whether or not to leave the lists of links open. A longer list of links will cause the page to lengthen, making users scroll to find information.
Shared: Library Icon Link Component

The Library Icon Link Component holds the content for one icon link on the Library Home page. Multiples of this component are set to display on the Library Home page.

1. LIBRARY ICON LINKS COMPONENTS

Content fields include icon, title, optional body copy, optional links, and space for a ‘Computer Availability’ link.

Note: the icon graphic must be saved as a PNG file so the background is transparent and not white. Icon graphics have a maximum size of 42x42 px.
Shared: Photo Components

A Photo Component holds information for a single image, including both a large and thumbnail version of the photo, as well as alt text and photo title. Multiples of this component are set to display on the Media Gallery Photo Detail page.

1. **FULL SIZE IMAGE**
Photos have no maximum upload size.

2. **THUMBNAIL IMAGE**
The upload size for thumbnail images is 128x85 px.

3. **IMAGE TITLE**
Titles longer than 40 characters will end with an ellipsis. The full title will display at the bottom of the photo in the ‘detail’ view.
Shared: Promotional Components

Promotional Components are spaces for content that can appear on any page type except Insert and Search pages. The configuration of image and banner position, text, and color can be customized for each topic to provide visual interest. Their position on the page is established by the page type.

**PROMO TOPICS**
Promos can either be site-wide or specific to the page or section in which they appear. A mixture of these is normally present in each page template. Specifics on number and type are noted on the detail page for each template.

**PROMO IMAGE**
Image dimensions: 238x123 px (colored banners), 238 x192 px (clear banners). Clear banner promos are reserved for the Office of Communications.

**BANNER POSITION**
Choices for banner position are top or bottom.

**BANNER AND TEXT COLOR**
It is important that the Promotional Components used together on a single page have a variety of banner and text colors to keep the layout dynamic. Keep this in mind when choosing the banner theme. The clear banner option can only be used by Communications.

1. CLEAR BANNER WITH WHITE TEXT
2. GRAY BANNER WITH BLACK TEXT
3. ORANGE BANNER WITH WHITE TEXT
4. BROWN BANNER WITH WHITE TEXT
5. WHITE BANNER WITH GRAY TEXT
Shared: Announcements List Component

The Announcements List Component displays all published Announcement Components from a chosen folder. This component is available for use on School/College Home, Section Front, Detail, and Department/Office pages.

1. ANNOUNCEMENT LIST COMPONENT

Title, folder ID with Announcement Components, number of announcements to display, and a ‘View All’ link are all available content fields. The ‘Title’ field can vary but should be titled “Announcements” unless an alternative title is more appropriate.

Note: Authors must create individual Announcement Components for each announcement they want to display on their page. These are created in the area’s Announcement component folder. The Announcements List Component is used to display these individual announcements.
Shared: Category Lists Component

The Category Lists Component displays a list of editorially-selected taxonomy categories. These categories should be related to the main content of the page in some way. This component can be used on all pages except Home, Library, News Front, Admission Home, Search, and Insert.

1. CATEGORY LIST COMPONENT
Title, category list, and an index link are all available content fields. The index link should be set to Tag Index A (x54084). Examples of approved titles are “Related Categories” and “Related Tags”.

![Category Lists Component Example](image-url)
Shared: Events Sidebar Components Overview

These components may occur in many positions throughout the site depending on the page. There are several variations on how it appears depending on the need of the page. The pages that can use this component are all pages except News Front, All Media Gallery pages, Search, and Insert.

1. EVENT SIDEBAR CALENDAR COMPONENT
   This version may only be used for the News Front and Feature/News Detail Page.

2. EVENT SIDEBAR–EXPANDABLE
   This variation may be used when only a small amount of space is available for events or if events is a less important item on the page. An icon allows for the text area to expand and close on click. The default should be set to ‘Closed’ for the text area.

3. EVENT SIDEBAR–LIST
   This variation is for use in the right column on a School/College Home page. There is no icon toggle for the text area—it is always open.
Shared: Events Sidebar Components Detail

The Events Sidebar Components use categories to bring in events listings from the events calendar. The type of events displayed can be customized by specifying the event type, department or group.

1. EVENT SIDEBAR CALENDAR COMPONENT

RSS link, display type, and a place to customize events by type, department and group are all available content fields. The RSS link can be found on the event calendar for your particular office/group.

If a more specific event list is preferred, the standard event categories may be overridden. This requires working with Communications to create and implement a custom code.

For questions on override codes or the events calendar contact:
John McElmants
jmcclimans@pacific.edu
209.932.2812
Shared: Featured Media Components

Featured Media Components allow the display of featured media promos on the News Front and Feature/News Detail pages. They always display in the right column.

1. FEATURED PHOTO COMPONENT
2. FEATURED VIDEO COMPONENT
3. FEATURED AUDIO COMPONENT

The default image for the feature is the thumbnail from the detail page for the media. Featured media link, view all link and image override are all available content fields. The title of the black block can also be overridden.
Shared: Flexible Components

Flexible Components allow insertion of either photos or text into the right column of the site on Detail pages.

1. FLEXIBLE COMPONENT
The content is entered through a text editor. Text should be styled to match the standards set in the rest of the site.
Shared: Large Promo Component

Large Promotional Components are spaces for content that can appear on any page type that has a right column. Their position on the page is established through the Right Column Components selector, available on all templates with a right column. This component is similar to regular Promotional Components in content type, however the banner area is larger to accommodate more descriptive text.

1. LARGE PROMO COMPONENT

Image, title, link, and copy are all available content fields. The image dimension is 238x191 px. The only banner theme is black text on a light gray background.
Shared: Left Link List Components

The Left Link List Component offers editorially-selected links under the left navigation. There are three styles—Standard, Orange, and Leaf.

1. LEFT LINK LIST COMPONENT—STANDARD
   The standard left link list is typically used for ‘See Also’ or ‘Quick Links’, although any appropriate title may be used. Limit 6 links.

2. LEFT LINK LIST COMPONENT–ORANGE
   The orange left link list is reserved for ‘Action Steps’ links. These are links that are chosen to guide someone through a multistep process, such as financial aid steps or signing up for a program. Limit 3 links.

3. LEFT LINK LIST COMPONENT–LEAF
   The leaf left link list is reserved for ‘Action’ links. These are links that are chosen to guide someone through a multistep process such as financial aid steps, downloading a form or signing up for a program. Limit 3 links.
Shared: Media Search Component

The Media Search Component allows users to search the Media Gallery. Only one of these components should exist for the entire site as it is used on all Media Gallery pages.

1. MEDIA GALLERY SEARCH COMPONENT

Title, categories, and search results page are all available content fields. The ‘Categories’ fields determine what taxonomy categories are displayed in the drop-down menu labeled ‘Media Type’. The results page determines which page type should be used to display the results of the search.
Shared: News Sidebar Components Overview

These components may occur in many positions throughout the site depending on the page. There are several variations on how it appears depending on the need of the page. The pages that can use this component are all pages except all Media Gallery pages, Search and Insert.

1. SIDEBAR NEWS TAXONOMY LISTING COMPONENT - LIST
   This variation can only be used on School/College Home pages in the right column. There is no icon toggle for the text area—it is always open.

2. SIDEBAR NEWS TAXONOMY LISTING COMPONENT - EXPANDABLE
   This variation may be used when only a small amount of space is available for the news or if the news is a less important item on the page. An icon allows for the text area to expand and close on click. The default should be set to ‘Closed’.

3. SIDEBAR NEWS TAXONOMY LISTING COMPONENT–BLACK BAR
   This version may only be used for the News Front and Feature/News Detail Page.
Shared : News Sidebar Components Detail

The News Sidebar Components use taxonomy categories or a chosen set of news articles from a folder to bring in news listings.

1. SIDEBAR NEWS TAXONOMY LISTING COMPONENT - LIST
The title, list of taxonomy categories from which to create the news listing, the number of news items to display, and the link for ‘More News >’ are all available content fields.

2. SIDEBAR NEWS TAXONOMY LISTING COMPONENT - EXPANDABLE

3. SIDEBAR NEWS LISTING COMPONENT–BLACK BAR

The title, list of taxonomy categories from which to create the news listing, the number of news items to display, and the link for ‘More News >’ are all available content fields.

Although there is an option to display any number of news items, please keep in mind the overall length of the page to prevent excessive scrolling.
Shared: Promo Wrapper Component

The Promo Wrapper Component displays up to three random Promotional Components from a folder in the right column for Detail, Department/Office and News Detail pages.

1. PROMO WRAPPER COMPONENT

There is a single field that designates which folder contains the desired Promotional Components.

If a Promo Wrapper Component is used on a page, individual Promo Components may not be used for the page. This maintains a maximum of three promos in the right column.
Shared Component: Social Media Component

The social media links are set by default in the Section Control. This component overrides this default and enables more specific social media icons and links for the page. This is used on all pages.

1. SITE-WIDE SOCIAL MEDIA
This example shows how the default university-wide social media text and icons display.

2. PAGE-SPECIFIC SOCIAL MEDIA
The default social media for a section may be overridden on a specific page.

The content for this space is controlled using an editable text field.
Shared: Text Expansion Component

The Text Expansion Component allows large amounts of text to be collapsed into an expandable text field. Only the title of the text and a few lines of body copy are visible when collapsed. These components are displayed as a group on Detail, Department/Office, Admission Detail, and Section Front pages.

1. TEXT EXPANSION IN BODY COPY, CENTER COLUMN
This component is available for use within the body copy area of a page. One text expansion component must be created per topic. The content areas include a title and the body copy, which can be styled in a text editor.

2. TEXT EXPANSION IN BODY COPY, FULL WIDTH OF PAGE
When no page elements appear in the right hand column, the body copy area moves over to fill in the space. This includes the text expansion component.
Shared: Facilities Image Reel Component

The Facilities Image Reel Component displays information for a single image. Multiples of these components are displayed in a clickable thumbnail/image format, controlled by fields on the Facilities Page.

1. FEATURED IMAGE
Photos have an upload at full size of 420x281 px.

2. THUMBNAIL IMAGE
The upload size for thumbnail images is 250x167 px.

3. RIGHT IMAGE INFORMATION
Provides a short description of the facility pictures in the photo.
Shared: Facility Information Tab Component

The Facility Information Tab Component displays information for a single tab. Up to three of these components are displayed, controlled by fields on the Facilities Page.

1. TITLE
   The title must be short enough to fit in one line across the tab.

2. LEFT, CENTER AND RIGHT COLUMN
   The text for these areas is controlled through an editable text field. The text styling should be consistent with the rest of the site.
Shared: Link List Column Components

Link List Column Components displays a title and list of links. Multiples of these components are displayed, controlled by fields on the Section Front Page.

1. TITLE
The title must be short enough to fit on one-two lines across the column.

2. LIST ITEMS
Internal, external or document links may be selected for the list.
Shared: Newsroom Feature Component

The Newsroom Feature Component contains information for one image. Multiples of these components are displayed as a slideshow on the News Front page.

1. LARGE FEATURE IMAGE

Photo must be 725x306 px. This image also has an optional space for alt text.

2. NEWS ITEM LINK

Internal, external or document links may be selected for the list. Text from the news article abstract populates the information in the black bar under the photo.
Shared: Newsroom Section Stories Component

The Newsroom Section Stories Component controls of the main content areas on the News Front page. Multiples of these components are displayed as a group, controlled by the News Front page.

1. TITLE
The title must be descriptive of the types of news stories displayed underneath.

2. FEATURE NEWS STORY
Internal, external or document links may be selected for the list. Text and an image from this news article populate the featured story space.

3. MOST RECENT NEWS LIST
Using taxonomy, the category of stories to populate this area must be chosen.

4. NUMBER OF ITEMS
The number of recent news items from the specific category must be set here. Four to five are recommended.
Template: Home

The home template is used only once within the entire site. This page explains the types of content that are controlled within this template, outside of the site and section controls.

1. Header Bar Components
The appropriate Header Bar Component is set here.

2. Upper Left Related Links
Editorially-selected links for action steps. Limit of 4.

3. Static Promotional Components
Promotional Components that do not change on page refresh. Limit two. The top promo is reserved for Admission and the bottom for Development.

4. Rotating Promotional Components
Promotional Components that change on page refresh. No limit.

5. News Group
Controls to set Featured News, Highlighted News, and ‘View All News’ link

6. Local List
Controls to set Featured Events, Highlighted Events, RSS link, and ‘View All Events’ link. Includes Local list override if necessary.

7. Social Media Override
Overides social media settings from the Section Control.

8. Section Control
Sets controls for common elements within a section of the site, such as topical navigation.
Template: School/College Home (Version A)

The School/College Home template serves as a jumping-off point for navigation within the school or college. This version includes a space for either News or Events to be featured in the central well of the page.

1. **TITLE AND ABSTRACT**
The title appears at the top of the page, in ancestor navigation and may appear in left hand navigation. The abstract appears in certain section links and under the page title in search results.

2. **HEADER BAR COMPONENTS**
The appropriate Header Bar Component is set here.

3. **UPPER LEFT RELATED LINKS**
Editorially-selected links.

4. **DISPLAY (NEWS)**
Choice of content for center well: News, Events or Body Copy.

5. **NEWS GROUP**
Controls to set Featured News, Highlighted News, and 'View All News' link

6. **LEFT COLUMN COMPONENTS**
Controls display of specific left column components. A contact component is required for all School/College Home pages.

7. **RIGHT COLUMN COMPONENTS**
Controls display of specific right column components. Can be Newsroom, Events, or Announcement Listing.

8. **SOCIAL MEDIA OVERRIDE**
Overrides social media settings from the Section Control.

9. **SECTION CONTROL**
Sets controls for common elements within a section of the site, such as topical navigation.
Template: School/College Home (Version B)

The School/College Home template serves as a jumping-off point for navigation within the school or college. This version includes a space for images and body copy to be featured in the central well of the page.

1. TITLE AND ABSTRACT
The title appears at the top of the page, in ancestor navigation and may appear in left hand navigation. The abstract appears in certain section links and under the page title in search results.

2. HEADER BAR COMPONENTS
The appropriate Header Bar Component is set here.

3. UPPER LEFT RELATED LINKS
Editorially-selected links.

4. DISPLAY (BODY COPY)
Choice of content for center well: News, Events or Body Copy.

(NOT SHOWN) NEWS GROUP
Controls to set Featured News, Highlighted News, and ‘View All News’ link

(NOT SHOWN) LOCAL LIST
Controls to set Featured Events, Highlighted Events, RSS link, and ‘View All Events’ link. Includes Local list override if necessary.

5. LEFT COLUMN COMPONENTS
Controls display of specific left column components. A contact component is required for all School/College Home pages.

6. RIGHT COLUMN COMPONENTS
Controls display of specific right column components.

(NOT SHOWN) SEO GROUP
Controls search engine optimization for the specific page.

7. SOCIAL MEDIA OVERRIDE
Overides social media settings from the Section Control.

(NOT SHOWN) ANCESTOR NAVIGATION
The type of listing and first item on the list can be managed here.

8. SECTION CONTROL
Sets controls for common elements within a section of the site, such as topical navigation.
Template: Section Front (Version A)

The Section Front template displays content for the main topical navigation, audience, and other top-level pages in the site. This version has intro text and a series of clickable subheads with descriptive text underneath.

1. TITLE AND ABSTRACT
The title appears at the top of the page, in ancestor navigation and may appear in left hand navigation. The abstract appears in certain section links and under the page title in search results.

2. HEADER BAR COMPONENTS
The appropriate Header Bar Component is set here.

3. FEATURED CONTENT GROUP
Left aligned image and feature image copy is entered here. Image dimensions: up to 200x125-140 px.

(NOT SHOWN) TEXT EXPANSION COMPONENTS
Multiple Text Expansion Components are selected to display as a group.

4. BODY COPY
This area can lengthen to fit longer copy. Text styles are provided.

5. SECTION LINKS
Links are grouped by left, center, and right. Descriptive text is pulled from link abstract.

(NOT SHOWN) LINK LIST COMPONENTS
Multiple Link List Column Components are selected to display as a group.

6. LEFT COLUMN COMPONENTS
Controls display of specific left column components.

(NOT SHOWN) SEO GROUP
Controls search engine optimization for the specific page.

7. SOCIAL MEDIA OVERRIDE
Overrides social media settings from the Section Control.

8. ANCESTOR NAVIGATION
The type of listing and first item on the list can be managed here.

9. SECTION CONTROL
Sets controls for common elements within a section of the site, such as topical navigation.
Template: Section Front (Version B)

The Section Front template displays content for the main topical navigation, audience, and other top-level pages in the site. This version has intro text and a series of expandable text components with body copy underneath.

1. **TITLE AND ABSTRACT**
The title appears at the top of the page, in ancestor navigation and may appear in left hand navigation. The abstract appears in certain section links and under the page title in search results.

2. **HEADER BAR COMPONENTS**
The appropriate Header Bar Component is set here.

3. **FEATURED CONTENT GROUP**
Left aligned image and feature image copy is entered here. Image dimensions: up to 200x125-140 px.

4. **TEXT EXPANSION COMPONENTS**
Multiple Text Expansion Components are selected to display as a group.

5. **BODY COPY**
This area can lengthen to fit longer copy. Text styles are provided.

(NOT SHOWN) **SECTION LINKS**
Links are grouped by left, center, and right. Descriptive text is pulled from link abstract.

(NOT SHOWN) **LINK LIST COMPONENTS**
Multiple Link List Column Components are selected to display as a group.

6. **LEFT COLUMN COMPONENTS**
Controls display of specific left column components.

(NOT SHOWN) **SEO GROUP**
Controls search engine optimization for the specific page.

7. **SOCIAL MEDIA OVERRIDE**
Overrides social media settings from the Section Control.

8. **ANCESTOR NAVIGATION**
The type of listing and first item on the list can be managed here.

9. **SECTION CONTROL**
Sets controls for common elements within a section of the site, such as topical navigation.
Template: Section Front (Version C)

The Section Front template displays content for the main topical navigation, audience, and other top-level pages in the site. This version has multiple link list column components.

1. TITLE AND ABSTRACT
The title appears at the top of the page, in ancestor navigation and may appear in left hand navigation. The abstract appears in certain section links and under the page title in search results.

(NOT SHOWN) HEADER BAR COMPONENTS
The appropriate Header Bar Component is set here.

(NOT SHOWN) FEATURED CONTENT GROUP
Left aligned image and feature image copy is entered here. Image dimensions: up to 200x125-140 px.

(NOT SHOWN) TEXT EXPANSION COMPONENTS
Multiple Text Expansion Components are selected to display as a group.

(NOT SHOWN) BODY COPY
This area can lengthen to fit longer copy. Text styles are provided.

(NOT SHOWN) SECTION LINKS
Links are grouped by left, center, and right. Descriptive text is pulled from link abstract.

2. LINK LIST COMPONENTS
Multiple Link List Column Components are selected to display as a group.

(NOT SHOWN) LEFT COLUMN COMPONENTS
Controls display of specific left column components.

(NOT SHOWN) SEO GROUP
Controls search engine optimization for the specific page.

3. SOCIAL MEDIA OVERRIDE
Overrides social media settings from the Section Control.

4. ANCESTOR NAVIGATION
The type of listing and first item on the list can be managed here.

5. SECTION CONTROL
Sets controls for common elements within a section of the site, such as topical navigation.
Template: Detail (Version A)

The Detail template is used for the content-heavy pages of the site. The template provides a variety of ways in which content can display. This version shows how the template can look with most of the fields filled with content.

1. TITLE AND ABSTRACT
The title appears at the top of the page, in ancestor navigation and may appear in left hand navigation. The abstract appears in certain section links and under the page title in search results.

2. HEADER BAR COMPONENTS
The appropriate Header Bar Component is set here.

3. BODY COPY
This area can lengthen to fit longer copy. Text styles are provided.

(NOT SHOWN) TEXT EXPANSION COMPONENTS
Multiple Text Expansion Components are selected to display as a group.

4. FEATURED CONTENT GROUP
Left aligned image and feature image copy is entered here. Image dimensions: 200px wide by a variable height. An area for additional body copy is provided.

5. RELATED LINKS GROUP
A header and multiple links are selected to display as a group in the left, center and/or right of the well.

6. LEFT COLUMN CONTENT
Controls display of specific left column components.

7. RIGHT COLUMN COMPONENTS
Controls display of specific right column components.

(NOT SHOWN) SEO GROUP
Controls search engine optimization for the specific page.

8. SOCIAL MEDIA OVERRIDE
Overides social media settings from the Section Control.

9. ANCESTOR NAVIGATION
The type of listing and first item on the list can be managed here.

10. SECTION CONTROL
Sets controls for common elements within a section of the site, such as topical navigation.
Template: Detail (Version B)

The Detail template is used for the content-heavy pages of the site. The template provides a variety of ways in which content can display. This version shows how the template can look with less content.

1. TITLE AND ABSTRACT
   The title appears at the top of the page, in ancestor navigation and may appear in left hand navigation. The abstract appears in certain section links and under the page title in search results.

2. BODY COPY
   This area can lengthen to fit longer copy. Text styles are provided.

3. LEFT COLUMN CONTENT
   Controls display of specific left column components.

4. SOCIAL MEDIA OVERRIDE
   Overrides social media settings from the Section Control.

5. ANCESTOR NAVIGATION
   The type of listing and first item on the list can be managed here.

6. SECTION CONTROL
   Sets controls for common elements within a section of the site, such as topical navigation.
Template: Department/Office Home

The Department/Office Home template displays content for Departments, Offices or Programs. The template provides a variety of ways in which content can display. This example shows how the template can look with most of the fields filled with content.

1. TITLE AND ABSTRACT
The title appears at the top of the page, in ancestor navigation and may appear in left hand navigation. The abstract appears in certain section links and under the page title in search results.

2. HEADER BAR COMPONENTS
The appropriate header bar component is set here.

3. UPPER BODY COPY
This area can lengthen to fit longer copy. Text styles are provided.

4. TEXT EXPANSION COMPONENTS
Multiple Text Expansion Components are selected to display as a group.

5. LOWER BODY COPY
This area can lengthen to fit longer copy and is used if text is wanted under the text expansion components.

6. LEFT COLUMN COMPONENTS
Controls display of specific left column components.

7. RIGHT COLUMN COMPONENTS
Controls display of specific right column components.

(NOT SHOWN) SEO GROUP
Controls search engine optimization for the specific page.

8. SOCIAL MEDIA OVERRIDE
Overrides social media settings from the Section Control.

9. ANCESTOR NAVIGATION
The type of listing and first item on the list can be managed here.

10. SECTION CONTROL
Sets controls for common elements within a section of the site, such as topical navigation.
Template: Library

The Library template is very specialized in the way content is displayed. Several areas of content are populated from the Library's server.

**NOT SHOWN** TITLE AND ABSTRACT
The title appears in ancestor navigation and may appear in left hand navigation. The abstract appears in certain section links and under the page title in search results.

**1. LIBRARY SEARCH BOX**
This content is pulled in using an external link to another server.

**2. TODAY'S HOURS**
This content is pulled in using an external link to another server.

**3. COLUMN 1: LIBRARY DROPDOWN LINKS**
Library Dropdown Components are selected to display in this area as a group.

**4. COLUMN 2: GROUPED ITEMS**
An image, link, title and body copy are all available content fields. Image dimension: 200px wide by a variable height.

**5. COLUMN 3: GROUPED ITEMS**
For News, a list of news article links, default expand toggle and 'View All News' are all available content fields. For Events (Local List), a place to customize events by type, department, and group are all available content fields.

**6. COLUMN 4: ICON LINK COMPONENTS**
Library Icon Link Components are selected to display in this area as a group.

**NOT SHOWN** SEO GROUP
Controls search engine optimization for the specific page.

**7. SOCIAL MEDIA OVERRIDE**
Overides social media settings from the Section Control.

**8. ANCESTOR NAVIGATION**
The type of listing and first item on the list can be managed here.

**9. SECTION CONTROL**
Sets controls for common elements within a section of the site, such as topical navigation.
Template: Admission Home

The Admission Home template is specialized in the way content is displayed. This page contains no topical navigation. Navigation is organized by both audience and topic using navigation tabs.

1. TITLE AND ABSTRACT
The title appears at the top of the page, in ancestor navigation and may appear in left hand navigation. The abstract appears in certain section links and under the page title in search results.

2. HEADER BAR MEDIUM COMPONENTS
The appropriate Header Bar Medium Component is set here.

3. ACTION TABS
Editorially-selected links that show admission-specific action steps and information. Limit of six.

4. FEATURED NAVIGATION TABS
Multiple Featured Navigation Tab Components are selected to display as a group.

(NOT SHOWN) BODY COPY
This area can lengthen to fit longer copy. Text styles are provided.

5. ANNOUNCEMENT COMPONENTS
Multiple Announcement Components are selected to display as a group.

6. LOWER BODY COPY
This area can lengthen to fit longer copy. Text styles are provided.

7. CENTER COLUMN COMPONENTS
Controls display of specific center column components.

8. RIGHT COLUMN COMPONENTS
Controls display of specific right column components.

(NOT SHOWN) SEO GROUP
Controls search engine optimization for the specific page.

9. SOCIAL MEDIA OVERRIDE
Overrides social media settings from the Section Control.

10. ANCESTOR NAVIGATION
The type of listing and first item on the list can be managed here.

11. SECTION CONTROL
Sets controls for common elements within a section of the site, such as topical navigation.
Template: Admission Detail (Version A)

The Admission Detail template is used for all pages beneath the Admission Home page. This version contains large navigation buttons in the center well with body copy beneath.

1. TITLE AND ABSTRACT
The title appears at the top of the page, in ancestor navigation and may appear in left hand navigation. The abstract appears in certain section links and under the page title in search results.

2. HEADER BAR MEDIUM COMPONENTS
The appropriate Header Bar Medium Component is set here.

3. ACTION TABS
Editorially-selected links that show admission-specific action steps and information. Limit of six.

4. ADMISSION NAVIGATION BUTTONS
One internal, external or document link per button. Links in multiples of three are suggested to balance the layout.

5. BODY COPY
This area can lengthen to fit longer copy. Text styles are provided.

6. LOWER BODY COPY
This area can lengthen to fit longer copy. Text styles are provided.

7. LEFT COLUMN COMPONENTS
Controls display of specific left column components.

8. RIGHT COLUMN COMPONENTS
Controls display of specific right column components.

9. SEO GROUP
Controls search engine optimization for the specific page.

10. ANCESTOR NAVIGATION
The type of listing and first item on the list can be managed here.

11. SECTION CONTROL
Sets controls for common elements within a section of the site, such as topical navigation.
Template: Admission Detail (Version B)

The Admission Detail template is used for all pages beneath the Admission Home page. This version contains body copy and expandable text in the center well with related links beneath.

1. TITLE AND ABSTRACT
   The title appears at the top of the page, in ancestor navigation and may appear in left hand navigation. The abstract appears in certain sections links and under the page title in search results.

2. HEADER BAR MEDIUM COMPONENTS
   The appropriate Header Bar Medium Component is set here.

3. ACTION TABS
   Editorialy-selected links that show admission-specific action steps and information. Limit of six.

   (NOT SHOWN) ADMISSION NAVIGATION BUTTONS
   One internal, external or document link per button. Links in multiples of three are suggested to balance the layout.

4. BODY COPY
   This area can lengthen to fit longer copy. Text styles are provided.

5. TEXT EXPANSION COMPONENTS
   Multiple Text Expansion Components are selected to display as a group.

6. RELATED LINKS GROUP
   A header and multiple links are selected to display as a group in the left, center and/or right of the well.

   (NOT SHOWN) ANNOUNCEMENT COMPONENTS
   Multiple Announcement Components are selected to display as a group.

7. LOWER BODY COPY
   This area can lengthen to fit longer copy. Text styles are provided.

8. LEFT NAVIGATION TOGGLE
   Default setting is no left nav.

9. LEFT COLUMN COMPONENTS
   Controls display of specific left column components.

10. RIGHT COLUMN COMPONENTS
    Controls display of specific right column components.

   (NOT SHOWN) SEO GROUP
   Controls search engine optimization for the specific page.

11. SOCIAL MEDIA OVERRIDE
    Overrides social media settings from the Section Control.

12. ANCESTOR NAVIGATION
    The type of listing and first item on the list can be managed here.

13. SECTION CONTROL
    Sets controls for common elements within a section of the site, such as topical navigation.
Template: News Front

The News Front template displays a variety of content featuring news articles, media, and events.

**NOT SHOWN** TITLE AND ABSTRACT
The title appears in ancestor navigation and may appear in left hand navigation. The abstract appears in certain link lists and under the page title in search results.

1. NEWSROOM BANNER
Image must be a GIF for background transparency. Image dimensions: 338x59 px.

2. NEWSROOM HEADER TABS
Editorially-selected links that provide the local navigation at the top of the page. Limit of 5.

3. NEWSROOM FEATURE COMPONENTS
Multiple Newsroom Feature Components are selected to display as a group. Limit of 5.

4. NEWSROOM SECTION STORY COMPONENTS
Multiple Newsroom Section Stories Components are selected to display as a group. Limit of 3.

5. PACIFIC IN THE PRESS
Content is populated by a third-party news search source and is automatically populated.

6. LINK GROUP 1
Link group title and list of links are all available content fields.

7. LINK GROUP 2
Link group title and list of links are all available content fields.
Template: News Front  cont’d

The News Front template displays a variety of content featuring news articles, media, and events.

8. RIGHT COLUMN COMPONENTS
Controls display of specific right column components.

(NOT SHOWN) SEO GROUP
Controls search engine optimization for the specific page.

9. SOCIAL MEDIA OVERRIDE
Overrides social media settings from the Section Control.

10. ANCESTOR NAVIGATION
The type of listing and first item on the list can be managed here.

11. SECTION CONTROL
Sets controls for common elements within a section of the site, such as topical navigation.
Template: Feature/News Detail (Version A)

The Feature/News Detail template was designed to handle topic-specific content. The template provides a variety of ways in which content can display. This example shows how the template can look for a news article with most of the fields filled with content.

1. **TITLE AND ABSTRACT**
The title appears at the top of the page, in ancestor navigation and may appear in left hand navigation. The abstract appears in certain section links, under the page title in search results, and on the News Front page as descriptive text for the article.

2. **NEWS CATEGORY**
Chosen based on pre-defined list. This only shows at the top of the page and it not associated with taxonomy.

3. **SUBTITLE**

4. **AUTHOR AND DATE**

5. **FEATURED IMAGE GROUP**
Featured image type (wide, narrow or none), image, caption, byline, and thumbnail are all available content fields. Image dimensions: 503px by 300-375px (wide), 251px by 200-400px (narrow), 79x89px (thumbnail).

6. **UPPER BODY COPY**
This area can lengthen to fit longer copy. Text styles are provided.

7. **FEATURED CONTENT GROUP**
Left aligned image and feature image copy is entered here. Image dimensions: 200px by variable height. An area for additional body copy is provided for below the featured content area.

8. **ABOUT THE AUTHORS COMPONENT**
Select one About the Authors Component.

9. **ALLOW COMMENTS TOGGLE**
Default setting is no comments.

10. **LEFT COLUMN COMPONENTS**
Controls display of specific left column components.

11. **RIGHT COLUMN COMPONENTS**
Controls display of specific right column components.

12. **SECTION CONTROL**
Sets controls for common elements within a section of the site, such as topical navigation.
Template: Feature/News Detail (Version B)

The Feature/News Detail template was designed to handle topic-specific content. The template provides a variety of ways in which content can display. This example shows how the template can look for a feature article with some of the fields filled with content.

1. TITLE AND ABSTRACT
The title appears at the top of the page, in ancestor navigation and may appear in left hand navigation. The abstract appears in certain section links, under the page title in search results, and on the News Front page as descriptive text for the article.

(NOT SHOWN) NEWS CATEGORY
Chosen based on pre-defined list. This only shows at the top of the page and it not associated with taxonomy.

2. SUBTITLE

3. AUTHOR AND DATE

4. FEATURED IMAGE GROUP
Featured image type (wide, narrow or none), image, caption, byline, and thumbnail are all available content fields. Image dimensions: 503px by 300-375px (wide), 251px by 200-400px (narrow), 79x89px (thumbnail).

5. UPPER BODY COPY
This area can lengthen to fit longer copy. Text styles are provided.

(NOT SHOWN) FEATURED CONTENT GROUP
Left aligned image and feature image copy is entered here. Image dimensions: 200px by variable height. An area for additional body copy is provided for below the featured content area.

(NOT SHOWN) ABOUT THE AUTHORS COMPONENT
Select one About the Authors Component.

(NOT SHOWN) ALLOW COMMENTS TOGGLE
Default setting is no comments.

7. RIGHT COLUMN COMPONENTS
Controls display of specific right column components.

(NOT SHOWN) SEO GROUP

8. SOCIAL MEDIA OVERRIDE

9. ANCESTOR NAVIGATION
The type of listing and first item on the list can be managed here.
Template: News Index

The News Index template is primarily used for the news archive pages.

1. TITLE AND ABSTRACT
The title appears at the top of the page, in ancestor navigation and may appear in left hand navigation. The abstract appears in certain section links and under the page title in search results.

2. ARCHIVE NAVIGATION
Select Navigation Component for the correct year or month.

(NOT SHOWN) LEFT COLUMN COMPONENTS
Controls display of specific left column components.

(NOT SHOWN) RIGHT COLUMN COMPONENTS
Controls display of specific right column components.

(NOT SHOWN) SEO GROUP
Controls search engine optimization for the specific page.

3. SOCIAL MEDIA OVERRIDE
Overrides social media settings from the Section Control.

4. ANCESTOR NAVIGATION
The type of listing and first item on the list can be managed here.

5. SECTION CONTROL
Sets controls for common elements within a section of the site, such as topical navigation.
Template: Table of Contents/Index (Version A)

The Table of Contents/Index template is used to display an abbreviated list of either one type or all types of content for a particular category tag. The page is created dynamically, generated based on the page type from which the user came. This version shows all forms of content that are tagged. Only one version of this page exists because content is created dynamically.

**NOT SHOWN** TITLE AND ABSTRACT
The title appears in ancestor navigation and may appear in left hand navigation. The abstract appears in certain section links and under the page title in search results.

1. FULL SITE NAVIGATION
Selects the Full Site Navigation Component (x46114).

**NOT SHOWN** LEFT COLUMN COMPONENTS
Controls display of specific left column components.

**NOT SHOWN** RIGHT COLUMN COMPONENTS
Controls display of specific right column components.

**NOT SHOWN** SEO GROUP
Controls search engine optimization for the specific page.

2. SOCIAL MEDIA OVERRIDE
Overrides social media settings from the Section Control.

3. ANCESTOR NAVIGATION
The type of listing and first item on the list can be managed here.

4. SECTION CONTROL
Sets controls for common elements within a section of the site, such as topical navigation.
Template: Table of Contents/Index (Version B)

The Table of Contents/Index template is used to display an abbreviated list of either one type or all types of content for a particular category tag. The page is created dynamically, generated based on the page type from which the user came. This version shows one form of content that is tagged. Only one version of this page exists because content is created dynamically.

(NOT SHOWN) TITLE AND ABSTRACT
The title appears in ancestor navigation and may appear in left hand navigation. The abstract appears in certain section links and under the page title in search results.

1. FULL SITE NAVIGATION
Selects the Full Site Navigation Component (x46114).

(NOT SHOWN) LEFT COLUMN COMPONENTS
Controls display of specific left column components.

(NOT SHOWN) RIGHT COLUMN COMPONENTS
Controls display of specific right column components.

(NOT SHOWN) SEO GROUP
Controls search engine optimization for the specific page.

2. SOCIAL MEDIA OVERRIDE
Overrides social media settings from the Section Control.

3. ANCESTOR NAVIGATION
The type of listing and first item on the list can be managed here.

4. SECTION CONTROL
Sets controls for common elements within a section of the site, such as topical navigation.
Template: Media Gallery Home

The Media Gallery Home template is the gateway for all University-wide media: photos, audio and video. Nearly all of the content on this page is contained within components.

1. TITLE AND ABSTRACT
The title appears at the top of the page, in ancestor navigation and may appear in left hand navigation. The abstract appears in certain section links and under the page title in search results.

2. FEATURED MEDIA
Link for one Media Gallery Detail page. The content for this area is drawn from the detail page.

3. RELATED MEDIA GROUP
The related media type (link list or taxonomy), left, center and right media links or related media taxonomy are all available content fields.

4. VIDEOS LISTING/ALL VIDEOS LINK
Choice of taxonomy category and link to display ‘All Videos’.

5. PHOTOS LISTING/ALL PHOTOS LINK
Choice of taxonomy category and link to display ‘All Photos’.

6. AUDIO LISTING/ALL AUDIO LINK
Choice of taxonomy category and link to display ‘All Audio’.

(NOT SHOWN) LEFT COLUMN COMPONENTS
Controls display of specific left column components.

(NOT SHOWN) SEO GROUP
Controls search engine optimization for the specific page.

(NOT SHOWN) SOCIAL MEDIA OVERRIDE
Overides social media settings from the Section Control.

7. ANCESTOR NAVIGATION
The type of listing and first item on the list can be managed here.

8. SECTION CONTROL
Sets controls for common elements within a section of the site, such as topical navigation.
Template: Media Gallery Detail (Version A)

The Media Gallery Detail displays the selected media. This version shows how video will display and play in the area at the top.

1. **TITLE AND ABSTRACT**
The title appears at the top of the page, in ancestor navigation and may appear in left hand navigation. The abstract appears in certain section links and under the page title in search results.

2. **MEDIA INFO GROUP**
Author, date, YouTube/Vimeo/Kaltura ID, media length, thumbnail image, and media description are all available content fields. Thumbnail image dimension: 128x85 px.

3. **RELATED MEDIA**
Editorially-selected list of page ID numbers that have a similar topic.

(NOT SHOWN) **LEFT COLUMN COMPONENTS**
Controls display of specific left column components.

(NOT SHOWN) **SEO GROUP**
Controls search engine optimization for the specific page.

4. **SOCIAL MEDIA OVERRIDE**
Overrides social media settings from the Section Control.

5. **ANCESTOR NAVIGATION**
The type of listing and first item on the list can be managed here.

6. **SECTION CONTROL**
Sets controls for common elements within a section of the site, such as topical navigation.
Template: Media Gallery Detail (Version B)

The Media Gallery Detail displays the selected media. This version shows how audio will display and play in the area at the top.

1. TITLE AND ABSTRACT
The title appears at the top of the page, in ancestor navigation and may appear in left hand navigation. The abstract appears in certain section links and under the page title in search results.

2. MEDIA INFO GROUP
Author, date, image, Kaltura ID, media length, thumbnail image, and media description are all available content fields. Image dimension: 480x320 px. Thumbnail image dimension: 128x85 px. If no images are selected, they will default to a blue graphic media image.

(NOT SHOWN) RELATED MEDIA
Editorially-selected list of page ID numbers that have a similar topic.

(NOT SHOWN) LEFT COLUMN COMPONENTS
Controls display of specific left column components.

(NOT SHOWN) SEO GROUP
Controls search engine optimization for the specific page.

3. SOCIAL MEDIA OVERRIDE
Overrides social media settings from the Section Control.

4. ANCESTOR NAVIGATION
The type of listing and first item on the list can be managed here.

5. SECTION CONTROL
Sets controls for common elements within a section of the site, such as topical navigation.
Template: Media Gallery Detail (Version C)

The Media Gallery Detail displays the selected media. This version shows how a photo gallery will display. The thumbnails show a larger version in a lightbox feature over the page.

1. TITLE AND ABSTRACT
   The title appears at the top of the page, in ancestor navigation and may appear in left hand navigation. The abstract appears in certain section links and under the page title in search results.

2. MEDIA INFO GROUP
   Featured image, author, date, thumbnail image, and media description are all available content fields. Featured image dimension: 480px by a variable height. Thumbnail image dimension: 128x85 px.

3. PHOTO LISTING
   The xID for the folder which contains the chosen Photo Components is entered here.

(Not shown) Flickr Photos
A url may be entered to bring in photos from a Flickr gallery.

(Not shown) Left Column Components
Controls display of specific left column components.

(Not shown) SEO Group
Controls search engine optimization for the specific page.

4. SOCIAL MEDIA OVERRIDE
   Overrides social media settings from the Section Control.

5. SECTION CONTROL
   Sets controls for common elements within a section of the site, such as topical navigation.
Template: Media Gallery Index

The Media Gallery index displays all available content for a media group—audio, photo or video.

1. TITLE AND ABSTRACT
The title appears at the top of the page, in ancestor navigation and may appear in left hand navigation. The abstract appears in certain section links and under the page title in search results.

2. FEATURED SECTION MEDIA
Link for one Media Gallery Detail page from the selected media group. The content for this area is drawn from the detail page.

3. RELATED MEDIA GROUP
The related media type (link list or taxonomy), left, center and right media links or related media taxonomy are all available content fields.

4. MEDIA INDEX LISTING
Choice of media taxonomy category to display in this area.

5. LEFT COLUMN COMPONENTS
Controls display of specific left column components.

6. SEO GROUP
Controls search engine optimization for the specific page.

7. SOCIAL MEDIA OVERRIDE
Overrides social media settings from the Section Control.

8. ANCESTOR NAVIGATION
The type of listing and first item on the list can be managed here.

9. SECTION CONTROL
Sets controls for common elements within a section of the site, such as topical navigation.
Template: A–Z Index

The A–Z Index template can have a variety of uses for displaying content in the alternative format of an alphabetical listing. This example shows how it can be used for a directory.

1. TITLE AND ABSTRACT
The title appears at the top of the page, in ancestor navigation and may appear in left hand navigation. The abstract appears in certain section links and under the page title in search results.

2. COLUMN 1 LETTERS
Designates which letters are grouped into Column 1. This allows the columns to be broken into similar lengths going down the page, which keeps the page length as short as possible.

3. COLUMN 2 LETTERS
Designates which letters are grouped into Column 2.

4. COLUMN 3 LETTERS
Designates which letters are grouped into Column 3.

5. A–Z INDEX LISTING
Choice of index taxonomy category to display in this area.

6. MANUAL NAME LINKS
List of editorially-selected links to pages that are not contained within the index taxonomy category.

(NOT SHOWN) RIGHT COLUMN COMPONENTS
Controls display of specific right column components.

(NOT SHOWN) SEO GROUP
Controls search engine optimization for the specific page.

(NOT SHOWN) SOCIAL MEDIA OVERRIDE
Overrides social media settings from the Section Control.

7. ANCESTOR NAVIGATION
The type of listing and first item on the list can be managed here.

8. SECTION CONTROL
Sets controls for common elements within a section of the site, such as topical navigation.
Template: Facilities

The Facilities template is used to display content for a specific facility.

1. TITLE AND ABSTRACT
The title appears at the top of the page, in ancestor navigation and may appear in left hand navigation. The abstract appears in certain section links and under the page title in search results.

2. FACILITIES IMAGE REEL
Multiples of the Facilities Images Reel Component are selected here for display as a group.

3. FACILITIES INFORMATION TAB
Multiples of the Facility Information Tab Component are selected here for display as a group. Limit 3.

(NOT SHOWN) BODY COPY
This area can lengthen to fit longer copy. Text styles are provided.

(NOT SHOWN) LEFT COLUMN COMPONENTS
Controls display of specific left column components.

(NOT SHOWN) SEO GROUP
Controls search engine optimization for the specific page.

4. SOCIAL MEDIA OVERRIDE
Overrides social media settings from the Section Control.

5. ANCESTOR NAVIGATION
The type of listing and first item on the list can be managed here.

6. SECTION CONTROL
Sets controls for common elements within a section of the site, such as topical navigation.
Template: Profiles

The Profiles template is used to display content specific to a marketing or promotional profile.

1. TITLE AND ABSTRACT
The title appears at the top of the page, in ancestor navigation and may appear in left hand navigation. The abstract appears in certain section links and under the page title in search results.

2. PROFILE FEATURE IMAGE
Image, byline, caption and thumbnail image are all available content fields. Image dimension is 503px by a variable height. Thumbnail image dimension is 79x89 px.

3. BODY COPY
This area can lengthen to fit longer copy. Text styles are provided.

4. RIGHT COLUMN QUICK FACTS
Editable text area for short lengths of body copy. Text styles are provided.

5. SOCIAL MEDIA OVERRIDE
Overrides social media settings from the Section Control.

6. ANCESTOR NAVIGATION
The type of listing and first item on the list can be managed here.

7. SECTION CONTROL
Sets controls for common elements within a section of the site, such as topical navigation.
Template: Search

The Search template provides the return results for a search within the site faculty directory, library, or events. There is only one search page in the CMS as content is drawn in dynamically.

1. **Google Mini Search**
The url that directs the search return results for a site-wide search.

2. **Faculty Search Results**
The url that directs the search return results for a faculty directory search.

3. **Library Search Results**
The url that directs the search return results for a library search.

4. **Event Search Results**
The url that directs the search return results for an events search.

5. **(Not Shown) Title and Abstract**
The title appears in ancestor navigation. The abstract appears in certain link lists.

6. **(Not Shown) SEO Group**
Controls search engine optimization for the specific page.

7. **Social Media Override**
Overides social media settings from the Section Control.

8. **Ancestor Navigation**
The type of listing and first item on the list can be managed here.

9. **Section Control**
Sets controls for common elements within a section of the site, such as topical navigation.
Template: Insert

The Insert template is used for pages that have all the content pulled in from a separate database. This example is a library search return.

1. **IFRAME REFERENCE**
   External link to content on database.

2. **IFRAME HEIGHT**
   Sets maximum height for content area on the page. If the height is exceeded a scroll bar is added.

3. **CUSTOM BREADCRUMBS**
   Sets links for ancestor navigation.

4. **SECTION CONTROL**
   Sets controls for common elements within a section of the site, such as topical navigation.

**NOT SHOWN**

- **TITLE AND ABSTRACT**
  The title appears in ancestor navigation. The abstract appears in certain section links.

- **PAGE REFERENCE**
  Enter URL for page reference here.

- **SHOW TITLE TOGGLE**
  Default is no title shown.

- **GENERATE LEFT NAVIGATION TOGGLE**
  Default is no left navigation.

- **CUSTOM LEFT NAVIGATION**
  Sets link for left navigation.

- **GENERATE BREADCRUMBS TOGGLE**
  Default is no ancestor navigation.

- **SEO GROUP**
  Controls search engine optimization for the specific page.

- **SOCIAL MEDIA OVERRIDE**
  Overrides social media settings from the Section Control.

- **ANCESTOR NAVIGATION**
  The type of listing and first item on the list can be managed here.
Naming and Organizing Files

In order to create and maintain a consistent look and feel across our website and to make finding items in the CMS easy, users need to adhere to the set style guidelines. This includes size restrictions for images and media, not modifying the font size, style or color, and organizing their files appropriately within the CMS.

NAMING PAGES

It is important to note that there are two areas in the CMS to name a page: the Page Name field and the Title field. The Page Name field indicates the page’s name in the CMS and the left-hand navigation on the live site. It is also used when creating the page’s URL. For example, in the URL below, the Page Name is ‘Dental Feature’, which can be seen at the end of the URL, ‘Dental-Feature.html’.

www.pacific.edu/About-Pacific/Newsroom/2012/May-August-2012/Dental-Feature.html

A user can overwrite the left-hand navigation name using the ‘Navigation Name’ field in the ‘SEO’ Group. As a guideline, avoid hyphens (-) or slashes (/) in page titles, which can interfere with a user’s ability to access a page through the direct URL.

The title of a page is the first thing an audience will see. The page title will default to the page name, but it can be altered. Keeping this in mind, it’s important to create a page title that is descriptive, concise, and accurate, in order to capture the audience's attention and let them know with as much clarity as possible what the content on the page will be. It’s good practice to capitalize every word in the title of a page, as though it were the title of an article or other document.

In the ‘Dental Feature’ example, the Page Name is ‘Dental Feature’ but the title is more descriptive:

**Demonstrating a New Model for Dental Care**

NAMING COMPONENTS

Due to the large number of components being created for the site in numerous sections, it’s important to name your component with the appropriate abbreviation or acronym of your section. The proper naming convention looks like this: OfficeAbbreviation-ComponentType-SpecificName.

The ‘SpecificName’ should be a brief but distinctive title in order to help you find the component later. For instance, in the case of promo components, you would want to name each one with a unique title that would remind you of the promo component’s content without needing to go back and look at it.

For example, if you work in Student Life, you would preface your component with ‘SL’. If you were making a contact component for the division’s homepage, the end result would be a component named ‘SL-Contact Component-DivisionHome’.
ORGANIZING COMPONENTS

Most departments and schools have their own component folders. These can be found under ‘Internal Components’, at the bottom of the navigation tree in the CMS. Departments within a larger division or school (Student Life or College of the Pacific, for example) can find their department’s files within the main division or school file.

When creating components, they must be placed in the component-specific folder. For example, Promo Components can only be created in Promotional Component folders. If you oversee multiple sections, place components in the appropriate folder for the section they will be appearing in.

ORGANIZING PAGES

When creating pages, make sure you are creating them in the appropriate section. Create the “parent page” first, or the page you want your viewers to see first. Any pages created after this page and placed under it in the hierarchy are referred to as the “child” pages. These “children” pages will show up in the navigation of the parent page, as well as the navigation of each individual “child” page.

In the CMS:

On the Live Site:
If you create a page that you’d like to hide from the navigation, create a folder where the page would normally display, and then place the page within that folder.

The page can still be linked to and will show up in search results, but will not display in the navigation, as shown below:

**In the CMS**

**On the live site**

The folder, named “Resources”, does not show up in the navigation of the live site. However, any page within a folder can still be linked to, just like any other page.

This is useful for pages such as forms, documents, or other pages that you might want to link to from an information page, but don’t want to show up in the navigation.

**ORGANIZING RESOURCES (PHOTOS AND DOCUMENTS)**

All resources are located under the “Assets” button on the main CMS toolbar.

Within the “Assets” pop-up, there are three separate trees for uploading resources: Documents, Images, and Media. Each of these has its own separate folders for organizing and separating files. Files are no longer being uploaded to the ‘Media’ file as it impedes CMS performance. Files already uploaded to the folder can still be referenced.

Upload files to the folders that are most relevant to your purpose. For instance, if you are uploading a picture for the Community section homepage, you would expand “Images”, then “Community”.

Within each image section folder you will find folders: Body, Headers, News, and Promos. These folders allow you to better organize your images depending on where they will be used.

While it is possible to create new folders within “Assets”, please try to refrain from creating them unless it is absolutely necessary.
PAGE DEPTH

Page depth refers to how many levels, or layers, deep your site is. A level is defined as a page being placed underneath another page. For example, in the image below, there are a total of three levels:

![Diagram of page depth](image)

To insure the best experience for our web users, limit the number of levels of your site to three. As seen in the image above, three levels allow for a homepage, topical navigation and two additional detail levels. This should be adequate for most of the Pacific website.

Please contact Communication if you believe your site needs more than three levels, or need assistance in reorganizing your site to three levels.

OPTIMIZING PAGES FOR SEARCH

On each page within the CMS, there is a section titled “SEO Group”. Within this group, there are several fields, most important of which are “Meta Description” and “Meta Keywords”, shown below:

![SEO Group](image)

The Meta Description appears as a brief description of the page when indexed in search results. It’s important to keep this section brief but thorough, giving a summarization of the information available on the page. This is similar to the Abstract field.

Meta Keywords help search engines find a page. Try to use four or five keywords that are most relevant to the content on the page. Use words which you believe visitors might use when searching for your site on search engines.

For instance, if you were creating a page about Greek life, you might use the keywords “fraternity, sorority, Greek, Greek life” in order to ensure that someone searching for that type of content would arrive at your page.
Guidelines for Images and Multimedia

Images are an important part of any website. They help break up content and can supplement your content through imagery rather than text. The website provides many areas for imagery, but it is important to note that each area has constrictions on the size and style of photography. In order to maintain a cohesive looking website, it is important that all authors follow the image size and style guidelines.

Choose high quality, crisp images, especially when selecting images for header bar components. While normal point-and-shoot photos are acceptable for use in the body copy, header images should be taken by the University photographer to insure proper image style.

If you can’t find a high-quality image or have questions about an existing photo, contact Communications. If we are unable to find the type of photo you are looking for, you may need to make a photography request. It’s good to err on the side of caution and not display a photo over displaying a poor-quality photo.

While you can upload an image to the CMS “as-is” and edit it with the CMS image editor, it is recommended to resize or crop the image prior to uploading. For users who do not have access to a photo editing program on their computer, Communications recommends the use of the web-based editor Pixlr (www.pixlr.com). This service provides many of the features found in Photoshop but is free for authors to use.

NEVER rely on the CMS to resize an image (i.e., uploading an image without attempting to resize it in any way). This will result in a distorted or stretched image.

Once an image is inserted in the CMS, you must assign “Alt Text” or an “Image Description” to meet 509 Accessibility standards. Those with visual impairment use text-to-speech programs to read out the alt text or image description of the corresponding image. Alt text should simply describe the photo. The alt text field looks like this:
**IMAGE SIZE GUIDELINES:**

**Components:**
- Header Bar Wide Image – 1022px wide, 318px tall
- Header Bar Image Text Component – 336px wide, 280px tall
- Promotional “Promo” Component – 238px wide, 123px tall
- Photo Component – 128px wide, 85px tall

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*Protecting Campus*

Pamela A. Eibeck is the 24th President of University of the Pacific. She oversees Pacific’s eight schools and its college on campuses in Stockton, Sacramento and San Francisco.

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*Give to Pacific*

Your support makes a difference to students, faculty and programs.

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*Students lounging on the DeRosa...*
Detail Page:
Featured Image in “Featured Content Group” – Max width 200px

News Detail Page:
Featured Image Type in “Featured Image Group”
Narrow – 251px wide, 200-400px tall

Wide – 503px wide, 300-375px tall

Thumbnail Images – 79px wide, 89px tall
Featured Image in “Featured Content Group” – Max width 200px

Profile Page:
Image in “Profile Feature Image Group” – 503px wide, 300-375px tall

Thumbnail Images – 79px wide, 89px tall

Photo Gallery Detail Page:
Featured Image in “Media Info Group” – 480px wide, 300-375px tall

Thumbnail in “Media Info Group” – 128px wide, 85px tall
INSERTING IMAGES INTO BODY COPY

Images that are inserted into the body of a page should be sized appropriately. Use your judgment to decide whether an image is too large to fit while maintaining aesthetic appeal. Do not use images that are disproportionately large in relation to the amount of copy on the page.

Decide what size you’d like the image to be prior to uploading, and crop it or resize it using an image editing program such as Photoshop or Pixlr.

When inserting an image into the body copy, try to consider whether the image would work better as a header image. If there is already a header image on the page, consider whether the additional image is necessary. Try not to over-saturate a page with images.

GUIDELINES FOR MULTIMEDIA

Adding video or audio content to a website can completely change the user’s experience. It is a powerful tool that can leverage emotional responses that text cannot. It is important though, not to overuse it. A webpage that is oversaturated with video or audio content can quickly become overwhelming for users and cause them to leave your page. Don’t add content just for the sake of having content.

Before uploading multimedia content, make sure your video/audio content is of good quality. Is the camera shaky or blurry? Is the audio distorted or hard to hear? Your multimedia doesn’t have to be professionally produced, but you want to use high-quality multimedia.

Multimedia must be hosted outside of the CMS. Video can be uploaded to sites like YouTube, Vimeo, or hosted on Sakai. Audio can also be hosted on Sakai. Please contact Communications if you have questions regarding how to host your multimedia.

NAMING VIDEO OR AUDIO

As when naming a page, it’s important to make the title of an audio or video clip as briefly descriptive as possible. In most instances, a short description is also required. This is the area where you will want to elaborate on the video or audio, not in the title.
Type Styles
Using type style helps authors create better organized content. The use of the correct style helps break up content, making it easier for users to read and experience content on your page.

The type styles are found in the ‘Format’ drop-down in the text editing toolbar of Body Copy sections. They consist of six heading options and a paragraph style. Below are examples of headings with guidelines on appropriate use.

**HEADING 1**
Heading 1 is used on as the title for Section Front pages. This is the only area on the site where Heading 1 should be used.

**Heading 2**
Heading 2 is used as the title for most page types, including the Detail, Department/Office and Profile pages. Heading 2 can be used sparingly below of page titles to break up larger areas of content that would also contain sub-sections. When possible, authors should try to organize content to not require the use of Heading 2.

**Heading 3**
Heading 3 is the primary sub-heading that users should use for their content. The heading can be bolded for increased prominence on a page. Note that when using Header 3, text will move closer to the heading than normal spacing.

Headings 4, 5 and 6 are used in various components within the CMS. They are not for use within pages.

**Paragraph**
The Paragraph style is used for all non-heading body copy. The CMS automatically applies this style to all text unless an author manually changes it. To ensure a consistent website and cohesive experience for users, do not override the text font, size, or color.
I have received and been informed about the website style guidelines at University of the Pacific. I have received a copy of the policy and agree to abide by the policy guidelines.

I understand that if I have questions, at any time, regarding website style guidelines, I will consult with University Communications Web Development staff.

Employee Signature: _______________________________________

Employee Printed Name: _______________________________________

Date: _________________________