

## Web Guidelines and Best Practices

### Web Page Editing & Content Migration Standards

#### Templates

University-affiliated departments, organizations or clubs should follow the standards set forth in the “OIT” template available in the website content management system ([Sitefinity](#)).

Requests to utilize new template designs or alterations must be submitted in writing to the Office of Marketing/Communications/Public Affairs, addressing [Joel McPherson](#), Director of Marketing.

#### Page Organization

Your pages should be organized into sets of smaller pages with specific subjects, rather than have just one large page with an overwhelming amount of content. If you do have a page that contains several pages worth of content, [anchors](#) should be used accordingly so that users can easily jump from section to section, and from any section to the top of the page.

#### Remove Formatting

Remove formatting by copying and pasting your content from the existing format (i.e. document created in Microsoft Word, Excel, and all web page formats) into **Notepad**. This is necessary to remove unnecessary coding that Word and other programs contain by default.

#### Text Formatting

Styling of your page should be restricted to the website default font face, size, and color. It is not necessary to change the font face in the website editor. Restrict your use of formatting to the styles that are available in the editing window. These styles account for body text, headings, and table formatting.

Paragraph titles should be specifically set to Heading 2 or 3, standard body text does not have to be set in the system manually (this is determined by the cascading style sheets). Paragraph title breaks should only have a single space break after them (meaning you should press Shift + Enter not just Enter which creates a double space break).

Underlining, **bold**, and *italicizing* should be used sparingly. Especially avoid underlining as the effect would lead a viewer to assume that the underlined text is a [hyperlink](#).

#### Line Length

Text on a computer screen is generally harder to read than book and magazine typography. A good general rule of thumb is to break your paragraph text up into small easy-to-read chunks, approximately **five** lines each. Notice that this entire Web Guidelines document follows this rule for readability.

## Color

Color should be determined by the content management system style sheets. Do not use color for emphasis in formatting (applied to text – i.e. changing the color of a visited link - or as a background color – i.e. changing the color of an individual page).

## Images

Use your professional judgment in selecting appropriate and acceptable images. If you are unsure that an image represents the university in a positive manner, ask the Marketing & Communication Department. There are pre-approved images that you are free to use located in the shared T:\Photos folder. If you would like to view more images, contact the Marketing department.

Images should be sized, so that they are saved in an optimal format for web. If you need help with image formatting, contact [Bob Madeley](#).

### *Alternative Text*

All images should have **alt tags** (Alternative Text - this is the text that you see when you rollover an image in a web page). This helps our website to be section 508 compliant (accessibility standards) as well as if an image is moved or is slow to download, the user can still determine what the image represents. Set the properties of your image control within the content management system.

## Spacing

Spacing vertically or horizontally with spaces, tabs, carriage returns, etc. should be avoided.

## Table Properties

There is typically no need for a table to contain borders unless there are special circumstances (i.e. entirely numerical or the table has so many columns it can't contain cell padding).

## Additional Resources

Web Style Guide – [webstyleguide.com](http://webstyleguide.com)

Oregon Tech [Website Training](#)

Oregon Tech [Graphic Identity Guidelines](#)

[Office of Marketing/Communications/Public Affairs](#) at Oregon Institute of Technology

## Questions?

For questions or comments about these guidelines, please contact [Bob Madeley](#), 541.885.1164.