



WEBSITE STYLE GUIDE

JULY 31, 2015

VERSION 1.0

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Northeast State Community College Style Guide

Welcome to the Northeast State Community College Website Styleguide, the following document outlines the various attributes of the website and make suggestions on how to edit and contribute content.

Mobile First

This new website was built using a mobile first mentality. Which is to say that the smallest screen size was taken into consideration during the initial design phase of the project. This is important to keep in mind because catering to the smallest screen sizes first will help determine the priority for managing the content on each page. Since there isn't a lot of space to use, It is important to organize information clearly and put the most important things first on each page. Creating a clear hierarchy of content will help users quickly dig through the large amount of information that we have on the site and get people to where they want to go as quickly as possible.

A mobile first approach suggests that the content of the page is considered first before the design. Once the content has been organized into a clear hierarchy of importance, it can be marked up using the appropriate html content structuring.

Best Practices for Content Structuring

Once the appropriate structure has been determined for the page, the next step is marking up the content using the correct html elements.

The available elements are as follows:

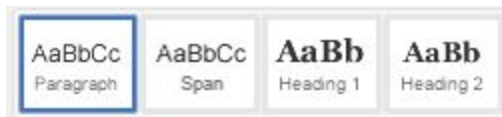
Heading tags: H1, H2, H3, H4

Each heading tag is designed to identify the hierarchy of importance in regard to headlines on a page. So for example, the absolute most important thing on a page would be wrapped around an H1 html tag. Ektron makes this very easy by simply highlighting text and clicking on the appropriate heading button in the toolbar.



There can be multiple H2, H3, and H4 elements on a page but it is usually best practice to only include one H1 tag. This tells search engines what the page is all about, so it is very important for search engine optimization or SEO. We currently only through H4 elements styled even though Ektron provides for specifying H5 and H6 but there wasn't a reason found for using these elements.

Paragraph tags: p



The majority of content on a page exists as a paragraph element. These will contain the descriptive text of a page. It is important to always have a headline for the page that describes what the content of the page is all about, but the majority of the actual content on a page will exist as a paragraph element.

List tags: ul, li

There are many instances where it is more efficient and scannable to include content is a list. There are two main kinds of lists and those are ordered and unordered. And ordered list or OL will display on the page with numbers to establish the order.



General note about fonts and other text styling

The NeSCC website is controlled by a content management system (CMS) called Ektron, which is used to control all the text and image content on the site. Almost all content pages on the site can be edited using Ektron and there are recommendations as to editing content.

Ektron does sometimes allow for changing the font style on page, It is almost always best to style the text as little as possible using only the elements described (h1, h2, h3, p, ul, li) and then let the site's stylesheets control the font sizing and styling. Mixing in other font styles will usually end up looking disorganized since they don't match the rest of the site.

Actually everything in this menu should be avoided if at all possible.



Images and Recommended Image Dimensions

The images for the site are currently outlined in three formats. Since mobile devices are so widely varied, it is best to keep things simple with the different sizing options. So we have:

Full width images: display 100% of the width and shrink and expand to fill the screen width. The recommended image width is 636px wide and then the site will automatically scale the image accordingly to maintain a 100% width. Also, it is important to remember to tag each image with a class of "ci-full" in order to make them display correctly.

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Image Full Width @ Typical Picture Height

H3 LOREM IPSUM DOLOR SIT AMET

Half width left: display 50% of the screen space and align left. If images are given a class of “ci-left” then the images will align to the left and let text flow up to the right of them as shown below. The recommended width to start with is 300px.




Image Float Left

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Half width right: display 50% of the screen space and align right. Similar to the left images, If images are given a class of “ci-right” then the images will align to the right and let text flow up to the left of them as shown below. Again, the recommended width to start with is 300px.

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Image Float Right

4 - [link to audio recording for admin presentation](#)