

MICHIGAN STATE UNIVERSITY

WEB RESOURCES: WEB STYLE GUIDE

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INTRODUCTION

The experience of browsing content, accessing information, and using Web-based services and tools on Michigan State University Web pages affects a visitor's perception of our university. To ensure intuitive, useful, and positive Web experiences for our audiences, it is important that MSU Web-based communications and interfaces reflect the university's overall brand identity consistently and effectively.

The MSU Web Style Guide contains recommendations for the design and development of Michigan State University Web pages. The specifications and examples within this document are intended to enable graphic design and Web development professionals to create new Web pages that include the core design and formatting used by the MSU home, second-level, and executive university leadership Web pages.

Additions to the guide are planned, so please check back for updates. Please contact University Relations if you have questions regarding the use of the MSU Web Style Guide for the design and development of custom MSU Web sites or applications.

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COMPETENCIES

In order to most effectively use the materials contained in this style guide, it is recommended that you have:

- Experience using industry-standard graphic design and Web development tools
- Experience designing and developing Web sites
- An understanding of cascading style sheets (CSS) and Web standards

RELATED RESOURCES

MSU Web Accessibility Policy

<http://webaccess.msu.edu/policies-and-guidelines/web-accessibility-policy.html>

World Wide Web Consortium Standards for HTML & CSS

<http://www.w3.org/standards/webdesign/htmlcss>

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RECOMMENDED STANDARDS

BRAND AND GRAPHIC IDENTITY STANDARDS

Create Web page graphic and editorial content following the MSU Brand and Graphic Identity Standards (<http://www2.ur.msu.edu/toolkit/Branding-MSU.html>).

ACCESSIBILITY

Test Web page graphic and editorial content to ensure access for persons with disabilities. For detailed information and guidance, review the MSU Web Accessibility Policy (<http://webaccess.msu.edu/policies-and-guidelines/>).

WEB STANDARDS

HTML

Validate all HTML code using the XHTML 1.0 standard. HTML may be validated using the W3C Markup Validation Service accessible from <http://validator.w3.org/>. It is strongly recommended that code validate to the XHTML 1.0 Strict standard.

CSS

Validate all CSS code using the CSS level 2 standard. CSS may be validated using the W3C CSS Validation Service accessible from <http://jigsaw.w3.org/css-validator/>.

BROWSER COMPATIBILITY

Test to be sure that Web page graphic and editorial content displays without error in commonly used Web browsers (e.g., Internet Explorer, Firefox, Safari, Chrome, Opera).

Individual MSU units may determine compatibility requirements for Web browser and operating system software for which the manufacturer no longer provides mainstream support (e.g., Windows XP SP 2 and earlier, Internet Explorer 6 and earlier). For detailed Microsoft software lifecycle support information visit <http://support.microsoft.com/gp/lifeselect>.

DEVICE COMPATIBILITY

Test to be sure that Web page graphic and editorial content can be accessed and displayed without error on desktop, laptop, and mobile devices (e.g., iPhone, Blackberry, Windows mobile, Android-based phones).

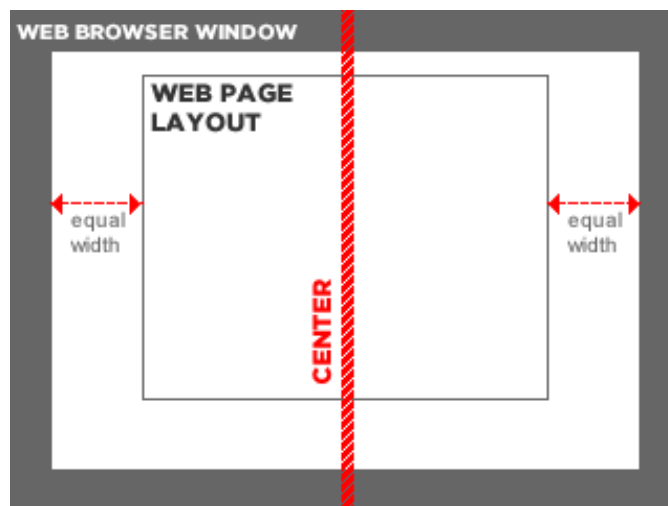
PAGE LAYOUT RECOMMENDATIONS

Maximum page width

Page layouts for desktop/laptop-based Web browsers should not exceed 960 pixels in width. This maximum is based on an optimal page width for displays with a minimum resolution setting of 1024x768.

Centered orientation

It is strongly recommended that Web page layouts utilize a centered layout: the left and right margins between the Web page layout and browser window should be equal in width (see diagram below).



Page elements

Michigan State University Web pages should use a consistent layout for placement and display of the masthead, navigation, editorial content, multimedia, and copyright elements. This will enable Web page visitors to:

- Identify they are viewing a Michigan State University Web page
- Clearly understand what topic, program, or unit a Web page features
- Use interface elements to:
 - Return to the MSU home page
 - Return to the unit/program/topic home page
 - Use a search tool to find specific information within the Web site being viewed or within the entire <http://www.msu.edu> Web site
 - Obtain contact information (e.g., postal address, email, fax, phone)

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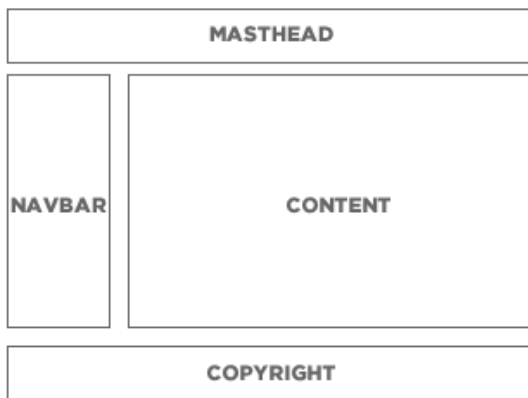
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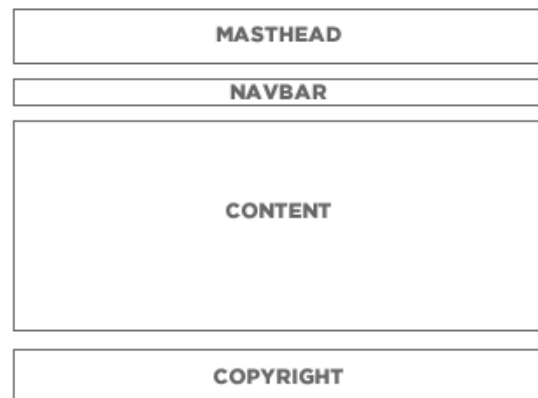
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Wireframes

Michigan State University Web pages should use a standard left navigation or a horizontal navigation wireframe. The standard left navigation wireframe places the navigation element to the left of the content element, and the horizontal navigation wireframe places the navigation element above the content element (see diagrams below).



Standard Left Navigation



Horizontal Navigation

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PAGE ELEMENT SPECIFICATIONS



a. Masthead Background	h. Main Navigation	n. Unordered List 	t. Callout Box
b. Masthead Rule	Sublink	o. Level Four Heading	u. Callout Copy <p>
c. Masthead Drop	i. Page Title <h1>	<h4>	v. Callout Link <a>
Shadow	j. Page Subtitle <h2>	p. Ordered List 	w. Copyright Fill
d. MSU Title	k. Main Copy <p>	q. Level Five Heading	x. Wordmark
e. Unit Title, Line 1	l. Main Copy link <a>	<h5>	y. Copyright Statement
f. Unit Title, Line 2	m. Level Three Heading	r. Block Quote	z. Copyright Link <a>
g. Main Navigation Link	<h3>	s. Level Six Heading <h6>	

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DETAILED SPECIFICATIONS

- a. Masthead Background**
Repeating 1px wide image
Linear gradient fill: top, #0d2620; bottom, #1a493e
Page background: #f9f9f7
- b. Masthead Rule**
Part of the repeating 1px wide image
5 px tall
Fill: #548555
- c. Masthead Drop Shadow**
Part of the repeating 1px wide image
Fill: #000000
Angle: 90 degrees
Opacity: 90%
Background fill: #f9f9f7
- d. MSU Title**
All caps
Fill: #ffffff
Type size: 17pt
Typeface: Gotham Bold, Gotham Book
Link: <http://www.msu.edu>
- e. Unit Title, Line 1**
Capitalized
Fill: #ffffff
Type size: 21pt
Typeface: Gotham Book
Link: to unit home page
- f. Unit Title, Line 2**
Capitalized
Fill: #ffffff
Type size: 21pt
Typeface: Gotham Bold
Link: to unit home page
- g. Main Navigation Link**
Arial, 0.8em (13px), bold, 81814B
On hover: underline
- h. Main Navigation Sublink**
Arial, 0.8em (13px), #81814B
On hover: underline
- i. Page Title <h1>**
Arial, 1.5em (24px), #548654, bold
- j. Page Subtitle <h2>**
Arial, 1.1em (21px), #847135, bold
- k. Main Copy <p>**
Arial, 0.9em (14px), #000000
- l. Main Copy Link <a>**
#497A49, underline
On hover: no underline
- m. Level Three Heading <h3>**
Arial, 0.9em (14px), #82732D
- n. Unordered List **
Arial, 0.9em (21px)
Padding left: 2em
Line height: 1.5em (21px)
- o. Level Four Heading <h4>**
Arial, 0.9em (14px), #000000, bold
- p. Ordered List **
Arial, 0.9em (14px)
Padding left: 2em
Line height: 1.5em (21px)
- q. Level Five Heading <h5>**
Arial, 0.85em (14px), #000000
- r. Block Quote**
Arial, 0.9em, #000000
Line height: 1.25em (20px)
Padding left+right: 1.5em
- s. Level Six Heading <h6>**
Arial, 0.7em (11px), #000000, bold
- t. Callout Box**
5px rounded corners
Fill: #EAEDE6
- u. Callout Copy <p>**
Arial, 0.9em (14px), #000000
Line height: 1.5em (21px)
- v. Callout Link <a>**
Arial, 0.9em (14px), #18453B, underline
On hover: no underline
- w. Copyright Fill**
Fill: #E4E8DE
- x. Wordmark**
Dimensions: 187x56px
Type fill: 18453b
Background: #E4E8DE
- y. Copyright Statement**
Arial, 0.62em (10px), #686964
- z. Copyright Link <a>**
Arial, 0.62em (10px), #686964, underline
On hover: no underline

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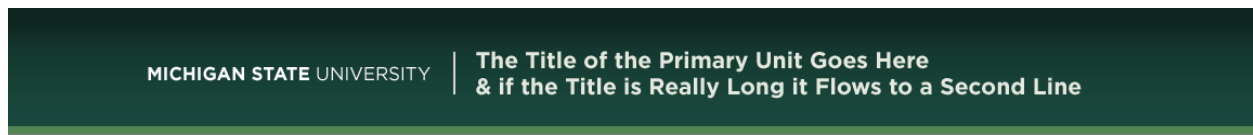
MASTHEAD LAYOUT OPTIONS

The title of your Web site masthead may be presented as a single or double line—see examples below. It is not recommended that additional elements be added to the masthead. It is also not recommended that the style, appearance, or location of the MSU main navigation bar, as displayed in the <http://www.msu.edu> masthead, be replicated or modified for use as MSU unit or service Web site navigation.

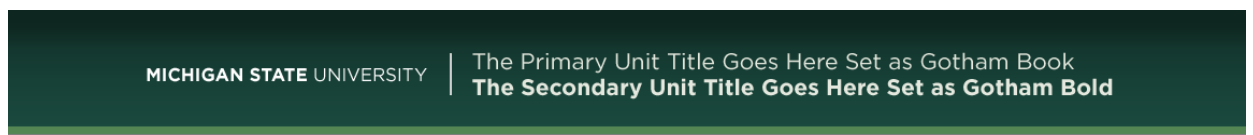
Creating a masthead for your new Web site requires Adobe Photoshop and the Gotham typeface. If you do not have access to a licensed copy of Photoshop and/or the Gotham typeface, you may request a masthead be created for you by submitting the request at <http://www2.ur.msu.edu/toolkit/web.html>.



Single line masthead title



Double line masthead title



Double line masthead title for secondary units and workgroups

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Masthead with photo or graphic banner

A photo or graphic banner may be displayed with the masthead element and include the title for a subunit or service (see example below). The height of the photo banner should not exceed 200 pixels.



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SEARCH TOOL RECOMMENDATIONS

When including a search tool in your Web site design/layout, it is recommended that the search tool enable visitors to search the content of your Web site or choose to search the entire Michigan State University Web site.

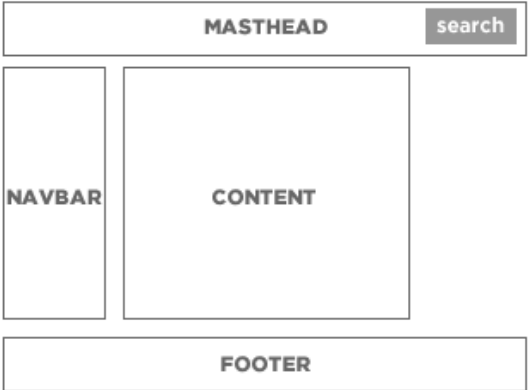
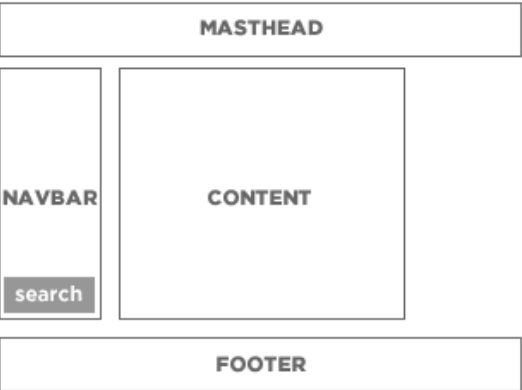
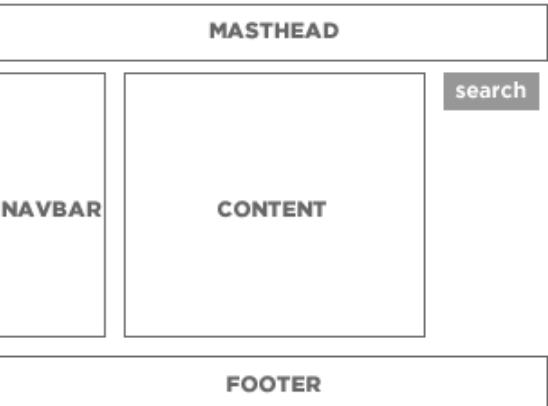
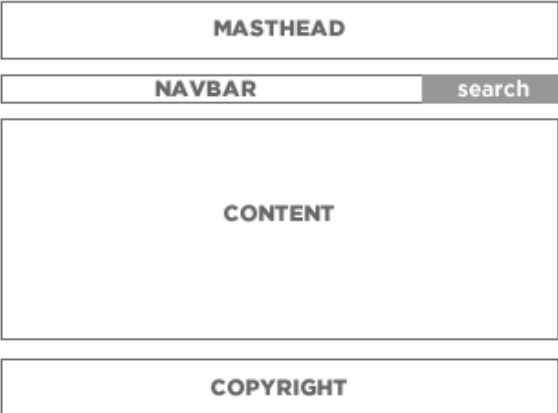
Search tool layout options

It is recommended that search tools on MSU Web sites be displayed using one of the standards shown in the table below.

Layout		
Horizontal	All search elements are displayed on a single line. This layout is ideal for integration with a toolbar or masthead.	<input type="radio"/> this site <input type="radio"/> all msu sites <input type="text"/> <input type="button" value="search"/>
Two lines	Search elements are displayed on two lines—the search filters (i.e., this site, all msu sites) are displayed on a second line.	<input type="text"/> <input type="button" value="search"/> <input type="radio"/> this site <input type="radio"/> all msu sites
Vertical	Search elements are displayed on three lines. This layout is ideal for integration with a vertical main navigation tool.	<input type="text"/> <input type="radio"/> this site <input type="radio"/> all msu sites <input type="button" value="search"/>

Search tool page layout options

It is recommended that the search tools on MSU Web sites be displayed in page layouts using one of the positioning guides shown in the table below.

 <p>The diagram shows a page layout with a MASTHEAD at the top, NAVBAR on the left, CONTENT in the center, and FOOTER at the bottom. A search tool is positioned in the upper right corner of the MASTHEAD.</p>	 <p>The diagram shows a page layout with a MASTHEAD at the top, NAVBAR on the left, CONTENT in the center, and FOOTER at the bottom. A search tool is positioned at the bottom of the NAVBAR.</p>
<p>Masthead Place the search tool in the upper right corner of the page within the masthead element.</p>	<p>Main navigation tool Place the search tool at the bottom of the main navigation tool.</p>
 <p>The diagram shows a page layout with a MASTHEAD at the top, NAVBAR on the left, CONTENT in the center, and FOOTER at the bottom. A search tool is positioned to the right of the CONTENT area.</p>	 <p>The diagram shows a wide layout with a MASTHEAD at the top, NAVBAR on the left, CONTENT in the center, and COPYRIGHT at the bottom. A search tool is positioned within the far right portion of the NAVBAR.</p>
<p>Right column Place the search tool to the right of the main content space.</p>	<p>Wide layout main navigation tool When using a wide layout, place the search tool within the far right portion of the main navigation tool.</p>

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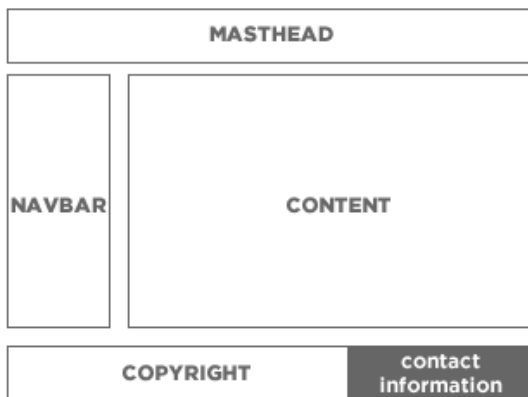
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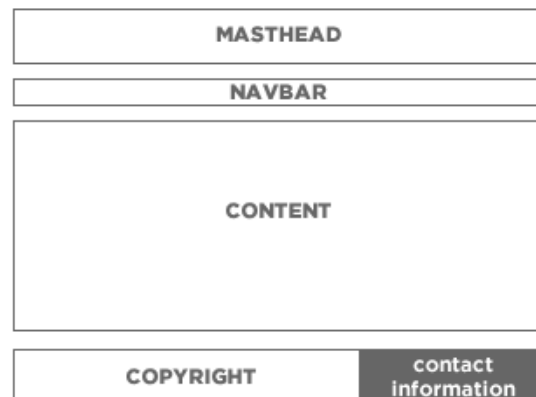
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MSU UNIT OR SERVICE CONTACT INFORMATION

It is recommended that MSU unit or service contact information (e.g., street address, room number, phone, fax, e-mail address) be placed within the footer element as illustrated in the diagrams below.



Standard Left Navigation



Horizontal Navigation

Recommended contact information

The contact information for your Web site should contain the following details:

- Office/unit/service title
- Street address
- Phone, fax numbers
- E-mail address

Recommended contact information type style

The contact information text should be formatted as illustrated below (Arial, 0.8em, #686964):

Office of John Doe
1234 Office Building | East Lansing, MI 48824-1234
Phone: (517) 123-4567 | Fax: (517) 123-4567
your-contact-address@msu.edu

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COPYRIGHT

The copyright element should contain the following content:

- Michigan State University wordmark with a link to <http://www.msu.edu>
- MSU copyright statement:
 - © Michigan State University Board of Trustees. East Lansing, MI 48824
 - MSU is an affirmative-action, equal-opportunity employer.