WEB STYLE GUIDE

Prepared by
DIGITAL PULP

PACE
UNIVERSITY

Introduction

This guide is a resource for designers and developers working on digital applications for the main Pace.edu site. Unless otherwise noted, it refers to elements in the 1200pt desktop page layout as a baseline for visual consistency.

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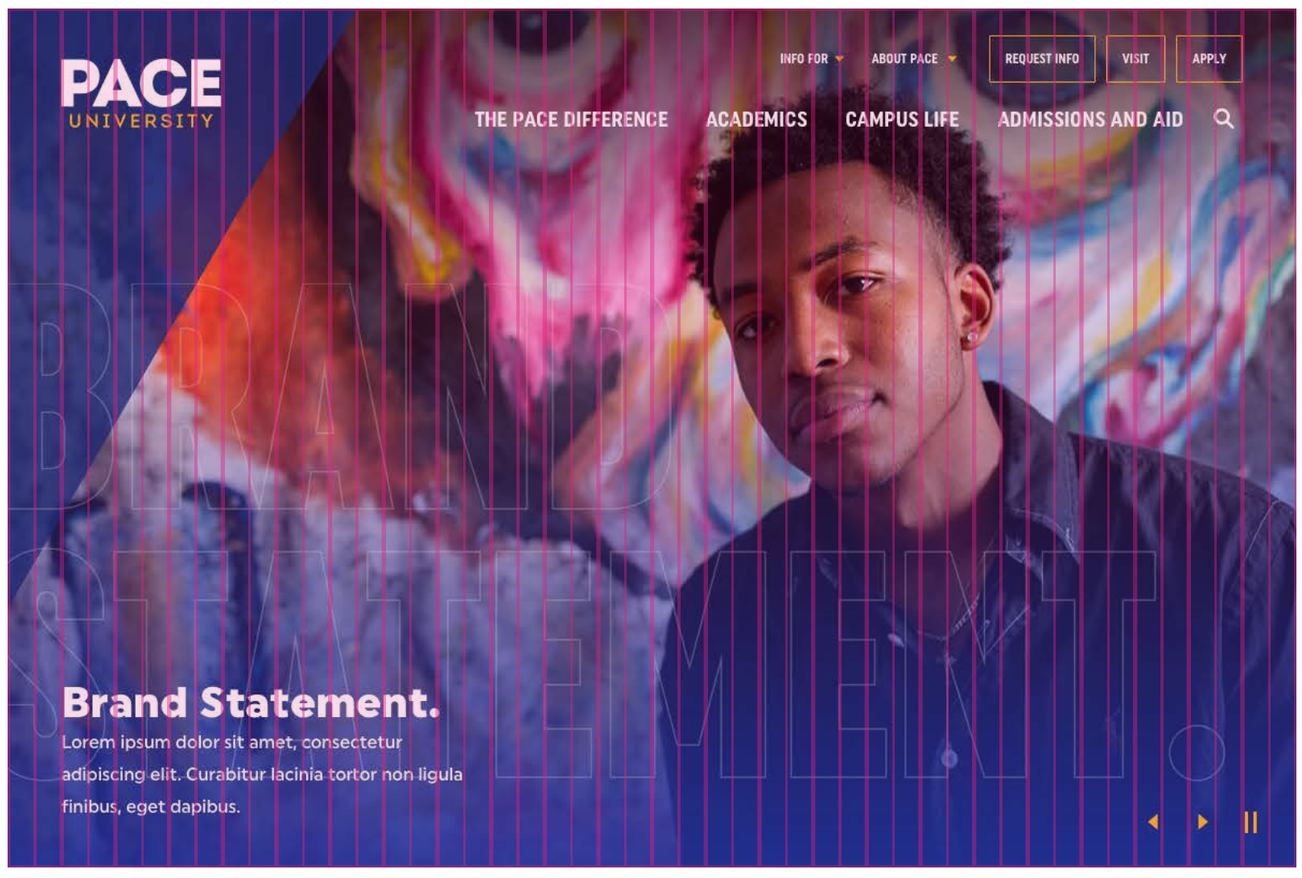
Grid & Breakpoints

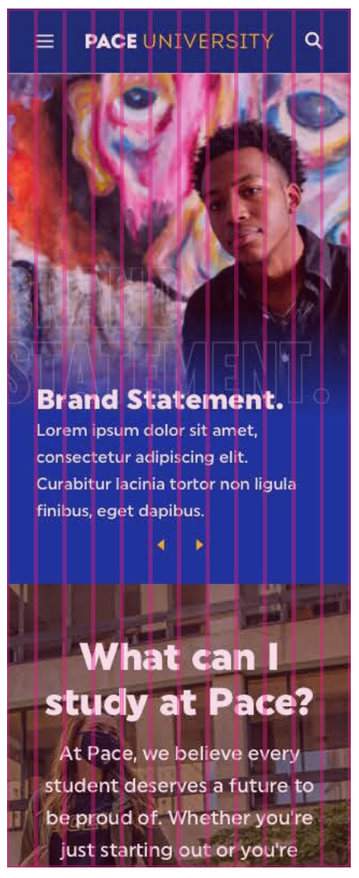
Grid

Desktop and tablet views of the site use a 48 column grid with no margins or gutters. The mobile layout has 12 columns.

1200pt, 48 columns



320pt, 12 columns



Breakpoints

The site automatically detects a user's screen size and displays an optimal view for that screen size. The primary breakpoints are as follow:

Mobile: 320-767pt
Tablet: 768-1023pt
Desktop: 1024-1800pt

We design comps for screen widths of 320pt (mobile), 768pt (tablet), and 1200pt (desktop). However, these comps do not necessarily represent the breakpoints of modules. Content-focused breakpoints are documented unique components in the Responsive Rules .sketch file.

The maximum content width for this site is 1800pt. On screens larger than 1800pt, background images and colors will continue to extend infinitely, but all other content remains fixed to the content area of 1800pt to ensure the best user experience. A mockup of the XL desktop view for a 2000pt screen can be found in the Responsive Rules .sketch file.

Colors

Brand Colors

Dark Blue
#002D73

That Blue
#0036A1

Medium Blue
#4780B5

Light Blue
#4EADCE

Light Blue Hover
#52CBF5

Gold
#FFB81A

Neutrals

Black
#151515

Dark Gray
#4A4A4A

Divider Gray
#CCCCCC

Light Gray (Backgrounds)
#F0F0F0

White
#FFFFFF

Interface

Default Focus
#5498D7

Error Red
#D50032

Accessibility

✓ Indicates that large text (18pt+ Bold, 14pt+ Regular) in this color on a white background (or white text on a background of this color) is considered accessible according to WCAG AA recommendations for text-background contrast.

✓+ Indicates that any size of text in this color on a white background (or white text on a background of this color) is considered accessible according to WCAG AA recommendations for text-background contrast.

Typography: Fonts

The site font family is Uniform. Different colors, weights, and sizes of this font are used to build the typographic hierarchy. Common styles are outlined on the following page.

Uniform

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&()*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Uniform Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&()*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Uniform Extra Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&()*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Typography: Styles

The font family used on this site is Uniform. Below are some common type styles that comprise the typographic hierarchy of the site. This is not a comprehensive listing of every type style in use.

Type on Light Background

H1 Head

H2 HEADLINE

H3 HEADLINE

H4 HEADLINE

H5 HEADLINE

Category/Eyebrow

Body Copy X-Large

Body Copy Large

Body Copy Regular

Body Copy Small

Link (match surrounding type size)

Link Hover (match surrounding type size)

Picture caption lorem ipsum.

Type on Dark Background

H1 Head

H2 HEADLINE

H3 HEADLINE

H4 HEADLINE

H5 HEADLINE

Category/Eyebrow

Body Copy X-Large

Body Copy Large

Body Copy Regular

Body Copy Small

Link (match surrounding type size)

Link Hover (match surrounding type size)

Picture caption lorem ipsum.

Image Styles

The site design is responsive, meaning that content automatically scales and rearranges for the best possible display based on the user's screen size. The following table catalogues how images display at the 1200pt desktop view and recommend CMS upload sizes that will ensure crisp images even on retina devices.

Component	**Display Size** @1x at 1200pt	**Upload Size** Recommended min.	**Ratio** Responsive	**Note**
Article Hero	1200 x 675px	2000 x 1125px	16:9	Promotes articles site-wide
Event Hero	1200 x 675px	2000 x 1125px	16:9	Promotes events site-wide
Full-Width Image with Text	1200 x 675px	2000 x 1125px	16:9	Keep image focus on right
Homepage Hero	100% vw x 100%vh	2000 x 1125px	Variable	Keep image focus in center
Interior Page Hero	1200 x 500px	2000 x 833px	12:5 or 16:9	Keep image focus in center
50-50 Split CTA	600 x 600px	1800 x 1800px	1:1 or 4:3	Keep image focus in center
Manual Cards (Grid)	300 x 169px	900 x 506px	16:9	
Manual Cards (Horizontal)	325 x 183px	975 x 548px	16:9	
Manual Cards with Individual CTAs (Optional BG Image)	100% vw x component height	2000 x 1125px	Variable	Use textural imagery
Media Mentions (Thumbnail Images)	350 x 197px	1050 x 591px	16:9	
Media Mentions (Source Logo)	N/A	800px wide	Variable	Logos will vary in dimension; editors should source the highest-resolution possible. See page 8 for logo prep guidelines.
Personalized Component (Optional BG Image)	100% vw x component height	2000 x 1125px	Variable	Use textural imagery
Personalized Component (Optional Content Image)	600 x 600px	1800 x 1800px	1:1	
Program Detail Sidebar Image	200 x 200px	600 x 600px	1:1	
Rich Text, Floated Image	325 x 325px	975 x 975px	1:1	If image requires a different ratio, observe recommended minimum width.
Rich Text, FW Image	700 x 394px	2000 x 1125px	16:9	If image requires a different ratio, observe recommended minimum width.

Image Styles, cont'd.

Component	Display Size @1x at 1200pt	Upload Size Recommended min.	Ratio Responsive	Note
Video with Text	800 x 450px	2000 x 1125px	16:9	
Vertical Tabbed Carousel	800 x 600px	2000 x 1500px	4:3	
Text & Images Mosaic	400 x 400px	1200 x 1200px	1:1	

Image Styles: Preparing Logos

Single-color logos are used on the site to promote media mentions of the Pace community (**fig. 1**). The following pages provide step-by-step guidelines to preparing those logos in a way that maintains visual consistency. **You will need a copy of Adobe Photoshop to follow these steps.**

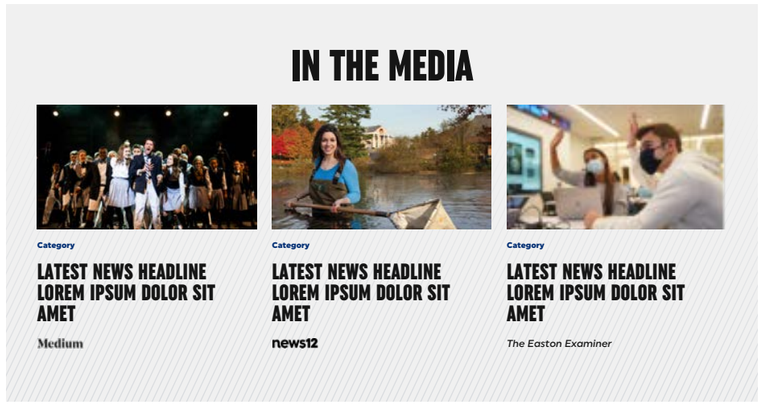


Fig. 1. An example of a media logo in use, below the headline of an external news article.

STEP 1: SOURCE THE LOGO

If you don't have a high-resolution copy of the logo you want to use, Google Image Search is a good resource. Navigate to images.google.com, search for what you need (example: "pbs logo"). The ideal candidate for will be on a background in a single color. Avoid logos superimposed over photos or other complex backgrounds. In the example in **fig. 2**, the first logo will work well. Click on the logo and save the image to your machine.

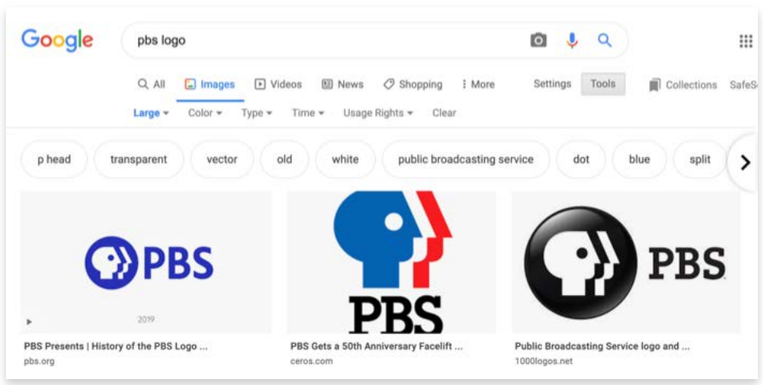


Fig. 2. Google Image search results for "pbs logo," filtered to Large size.

STEP 2: ERASE THE BACKGROUND

Open the saved logo file in Photoshop (**fig. 3**).

In the Tools pane (usually a thin bar of icons on the left side of the screen), find the eraser tool.

The tool we want is the called the Magic Eraser, a subtool of the regular Eraser. Click and hold the triangle in the bottom right corner of the Eraser icon to bring up the subtools. Select the sparkly Magic Eraser.

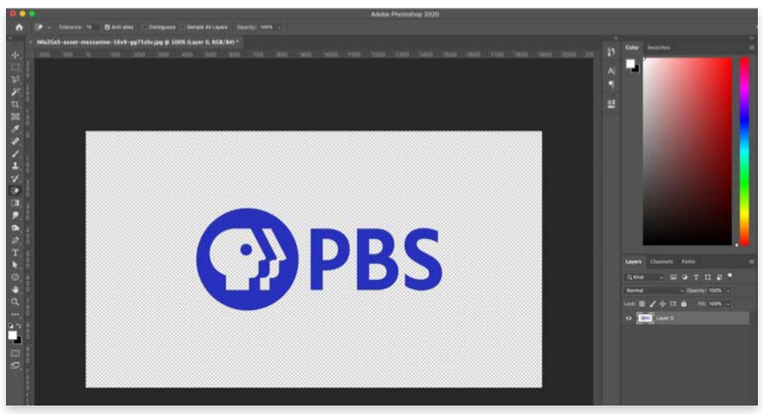


Fig. 3. In Photoshop, Tools typically appear in a skinny column of icons to the right. Options for the selected tool appear in a horizontal bar at the very top of the screen once a tool is slected. At the bottom left, displaying a thumbnail of the current image, you'll find the Layers panel.

Check the settings for the selected tool; these typically appear in a horizontal bar at the top of the screen. With your Magic Eraser selected, make sure the settings read as follows:

- For our purposes, "Tolerance" will usually be a number between 15 and 35.[2]
- The "Anti-alias" checkbox should be selected.
- "Contiguous" should be deselected. This ensures that negative space circumscribed by the logo is also erased.

With the Magic Eraser tool selected, click on the background of your image. The background will disappear, replaced by the white-gray checkerboard pattern that in Photoshop indicates transparency.

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1. Under "Tools," Google offers the option to show only "Large" images, which will help ensure high resolution results. If you are having trouble finding a logo in a single color or on a solid background, you may also find that it helps to amend your search, i.e., "pbs logo single color."
2. The tolerance value tells Photoshop how strict to be when determining whether an individual pixel belongs to the background we are erasing. Higher tolerance is more forgiving (for instance, it may treat a light gray and white as the same color), and will erase more. If, after erasing a background, you find that some stray artifacts have been left behind, undo the erase action and try again with a higher tolerance value.)

Image Styles: Preparing Logos, cont'd.

STEP 3: CROP THE LOGO

Select the Crop tool.

Click and drag the cropping box to the edges of your logo.[3] Photoshop has "smart guides" which should snap to the edges of the logo as your cursor approaches them (**fig. 4**).

Once you're satisfied with your crop, click the check mark in the bar at the top of the screen, or just hit Enter, which will complete the cropping of your image.

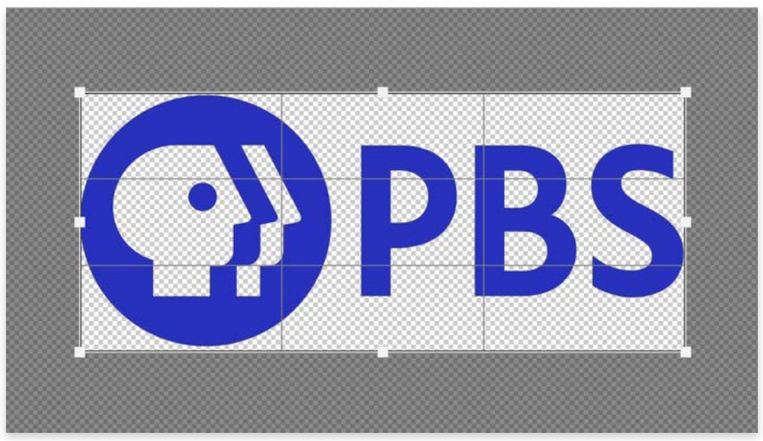

Fig. 4. The darkened area will be cropped out of your image. The light area inside of the crop box will remain.

STEP 4: RECOLOR THE LOGO

We need our logo in a single color to match our site design. The easiest way to recolor the whole logo is by applying a Color Overlay.

Find the Layers panel in your document, usually at the bottom right of your screen. Right click the layer that contains your logo (if you've followed the steps so far, there should only be one layer, probably named Layer 0).

From the right-click menu, select Blending Options (usually this appears first in the list).

In the Blending Options panel, select Color Overlay.

Click the color swatch on the resulting screen. This will bring up a second panel with a color picker, where you can click and drag to find the color you need, or type a hex code directly into the bottom of the panel. We want our logo to be solid black, so we'll drag the color to the very top left corner, or type 000000 into the # box.

Click okay to exit the color picker panel, and then okay again to exit the Blending Options panel.

The logo should now be solid black against the transparent checkerboard background (**fig. 6**).

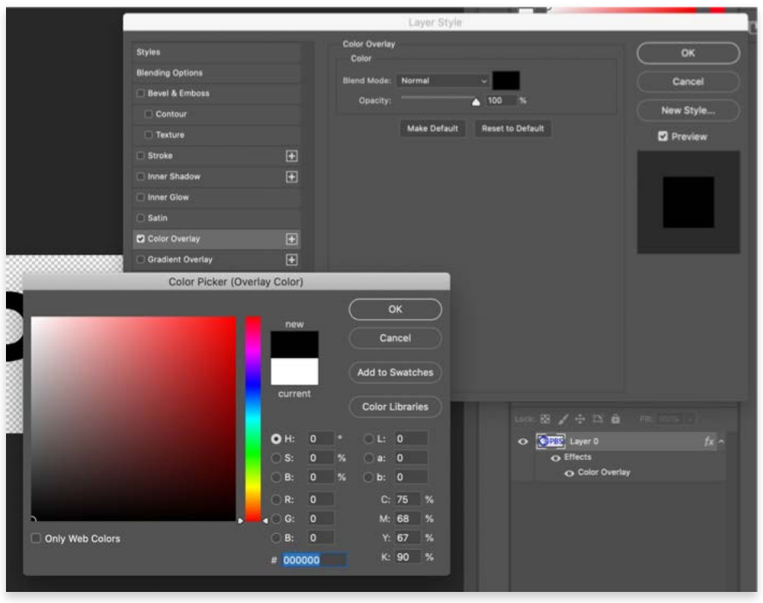

Fig. 5. The "Color Overlay" blend option wll fill an entire image with a single color chosen with this color picker.

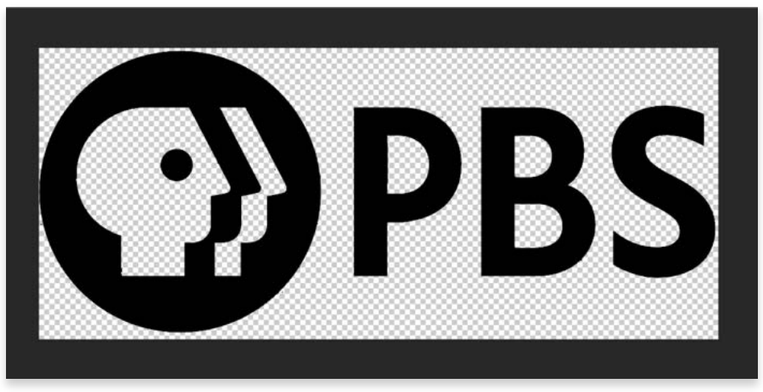

Fig. 6. Once you exit the Blending Options panel, you will see your logo in a single color.

STEP 5: SAVE THE LOGO

Look again to the Layers panel and right-click your logo layer. Select Quick Export as PNG (**fig. 7**). This will bring up the save dialog box. Navigate to the folder where you want to save your logo, and give it an appropriate name, i.e., "pbs_logo_black."

Congratulations—you're done! 🎉

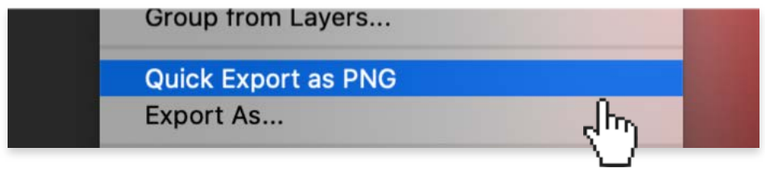

Fig. 7. Right click a layer to bring up quick options. Quick Export as PNG is the fastest way to export in Photoshop.

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3. If you can't drag the edges freely to match the shape of your logo, there may be a Ratio constraint set on your crop tool. Look to the top of the screen (where we adjusted the Tolerance and Anti-Alias on your Magic Eraser in the last step) and make sure the two boxes beside "Ratio" are empty. If they aren't, click the Clear button, and then try dragging your box again.

Logos & Icons

Logos

Single-Line Logo

PACE UNIVERSITY

Stacked Logo

PACE
UNIVERSITY

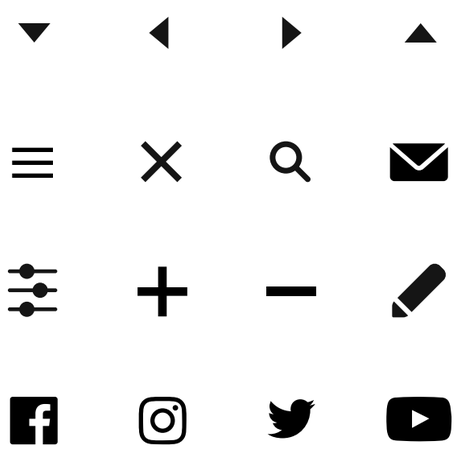
Single-Line Logo

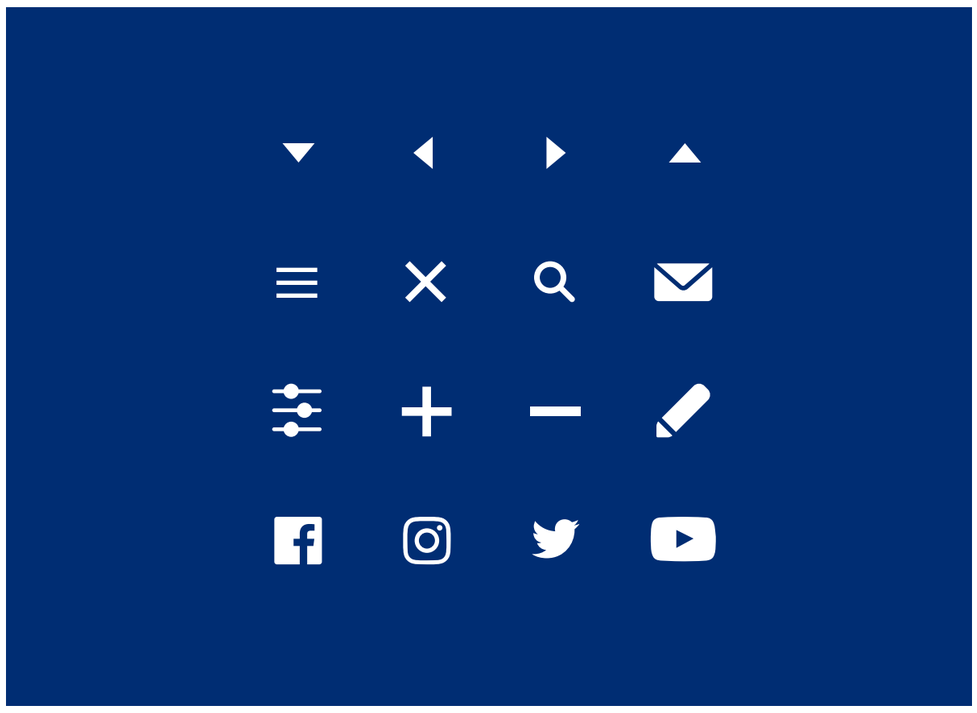
PACE UNIVERSITY

Stacked Logo

PACE
UNIVERSITY

Icons





Favicon

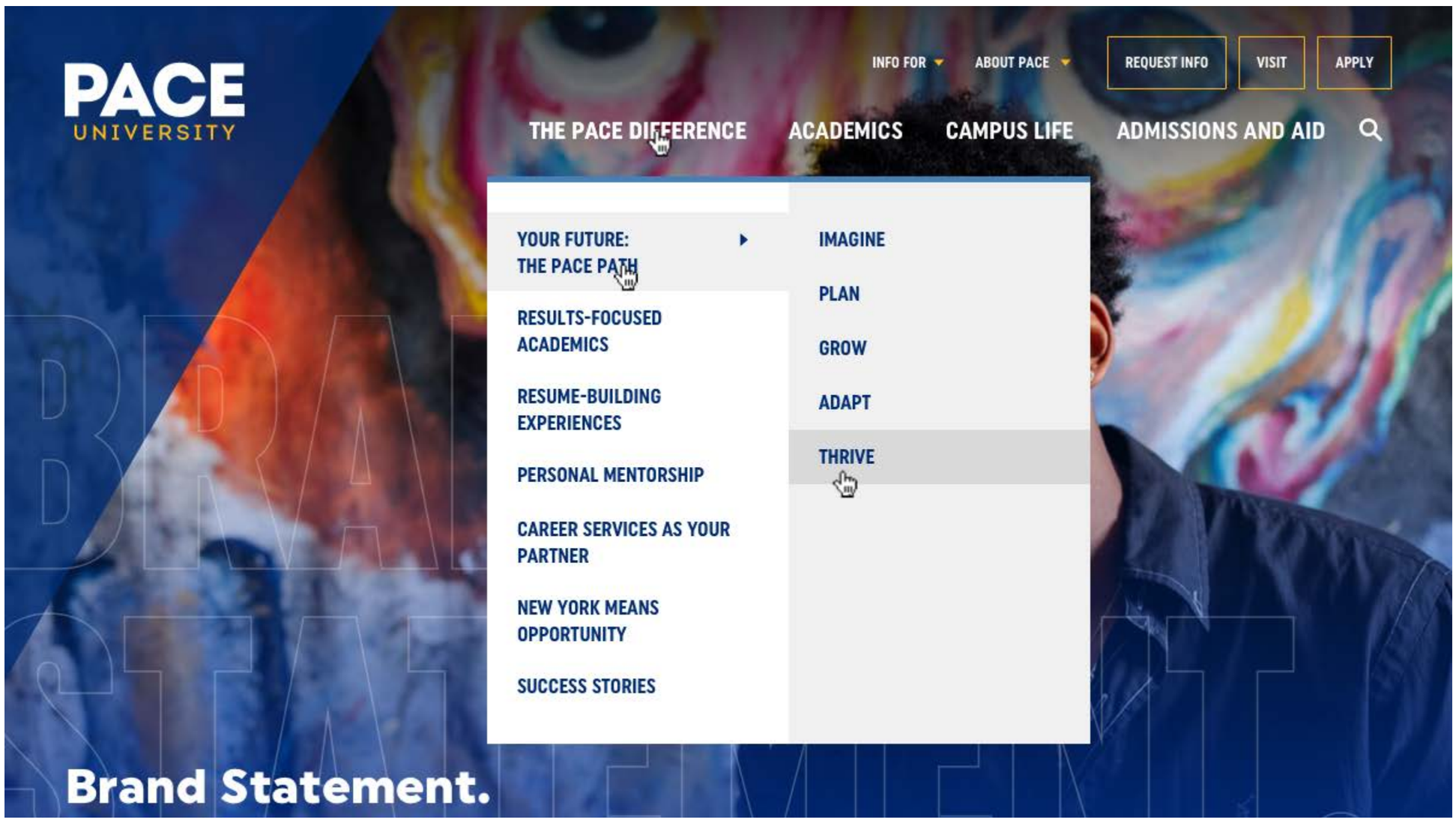
Interface: Navigation

The top-tier site homepage has a unique, transparent navigation bar to allow for a richer gateway experience upon arriving to the site. Interior pages display a solid white nav.

Homepage Nav

Interior Nav

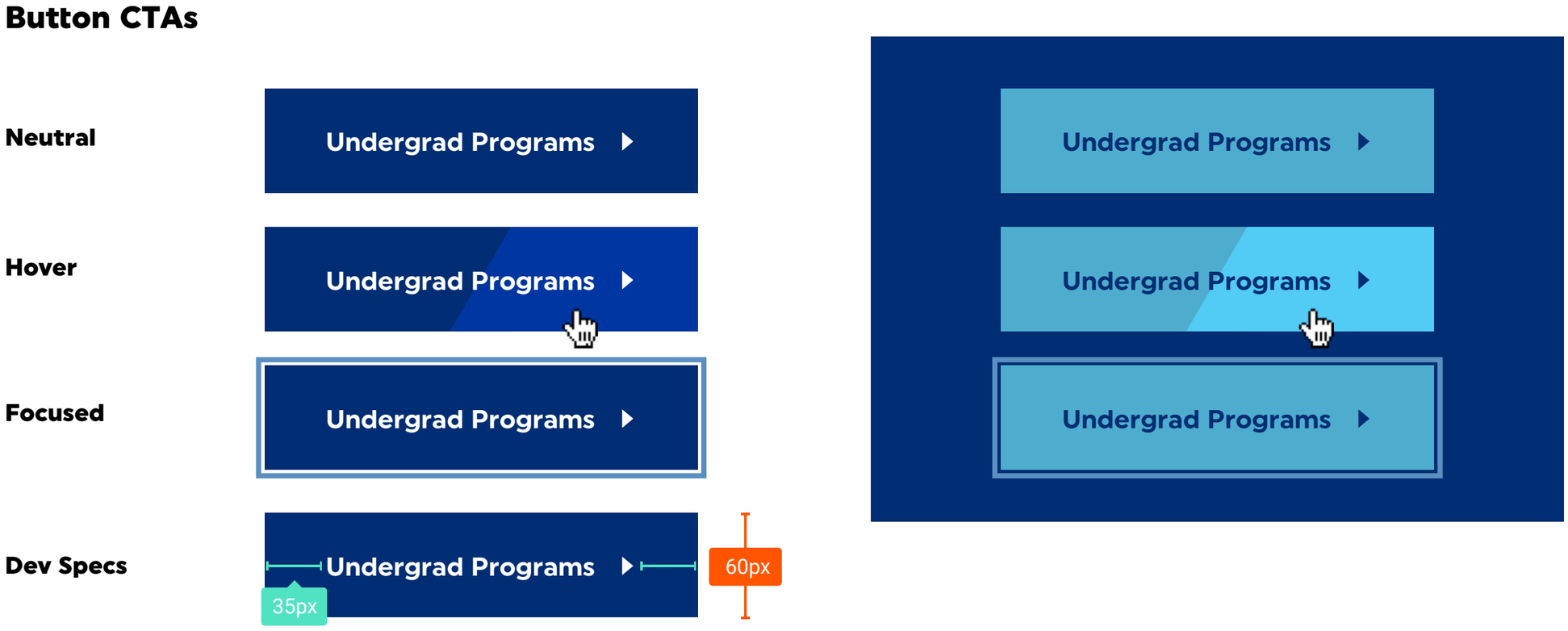
Navigation Dropdowns



Interface: Text & Button CTAs

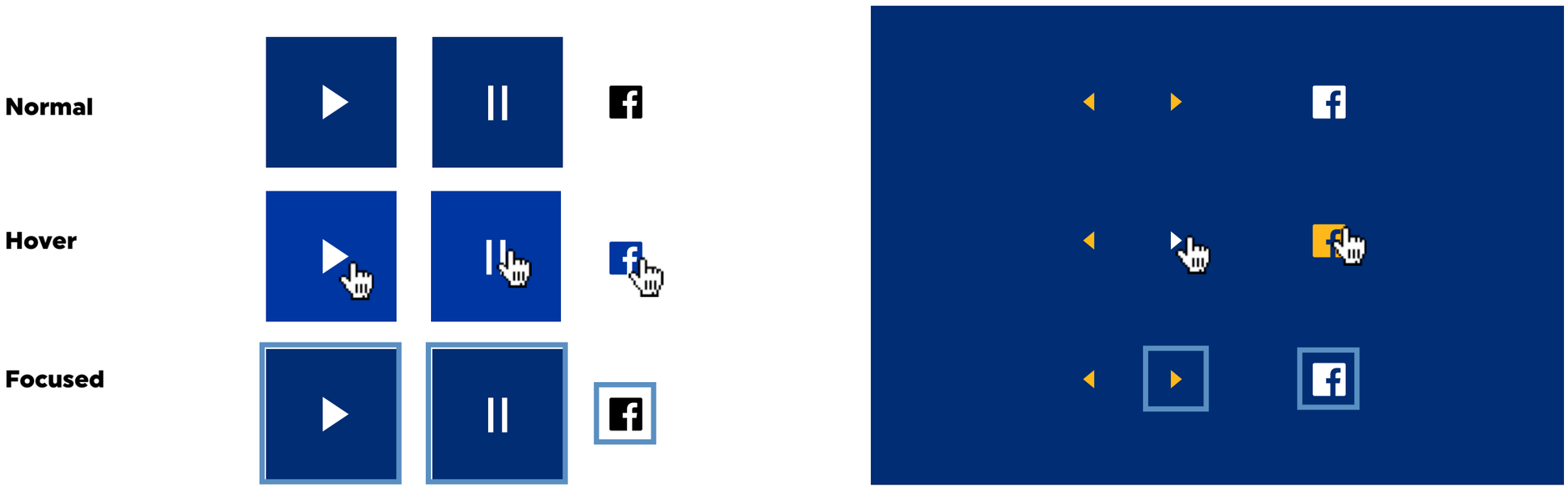
Hover effect ease in and out for a transition duration of 0.3 seconds.

Button CTAs



Text CTAs

Icon Buttons



Interface: Forms

Filter Fields

Neutral Field

First Name

Keyboard Focused

First Name

Active Input

First Name

Jen

Completed, Out of Focus

First Name

Jennifer

Dropdown Item

Department

Long Text Entry

Your Message

Error

Department

This field is required.

Checkboxes

Neutral

Keyboard Focused

Selected

Radio Buttons

Neutral

Keyboard Focused

Selected

Interface: Filters

Filter Fields

Text-Entry Field

By Keyword

Search

Keyboard Focused

By Category

- All -

Active Input

By Keyword

academic calen

Completed, Out of Focus

By Category

University News

Dropdown Item

By Category

- All -

Checkboxes

Neutral

Keyboard Focused

Selected

Radio Buttons

Neutral

Keyboard Focused

Selected

Components

The following pages describe the site component system, available component variations, and recommended copy length restrictions where applicable.

For examples of these components in situation, see the Sample Pages section of this guide.

Full-Width Components

- 50-50 Split CTA
- Emergency Banner
- Faculty Listing
- Featured Articles
- Featured Events
- Full-Width CTA
- Full-Width Image with Text
- Homepage Hero
- Interior Hero
- Landing Breadcrumb
- Manual Cards (Horizontal)
- Manual Cards (Grid)
- Manual Cards with Individual CTAs
- Media Mentions
- Personalized Component
- Text and Images Mosaic
- Vertical Tabbed Carousel
- Video with Text
- Social Media Feed
- Spacer

Column-Width Components

- Accordions
- Link List
- Person Cards
- Manual Cards
- Rich Text
- Stats

Full-Width Components

50-50 Split CTA

Variations

Image can appear on left or right.

Links can appear as buttons or list.

Copy Length Guide

Hed 43 C

Description 28 W

Text link 25 C

Student Stories

STORY ABOUT A STUDENT DOING GREAT RESEARCH

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

See Firstname's Story

Student Research at Pace

SUPPORTING YOUR ACADEMIC ACHIEVEMENT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

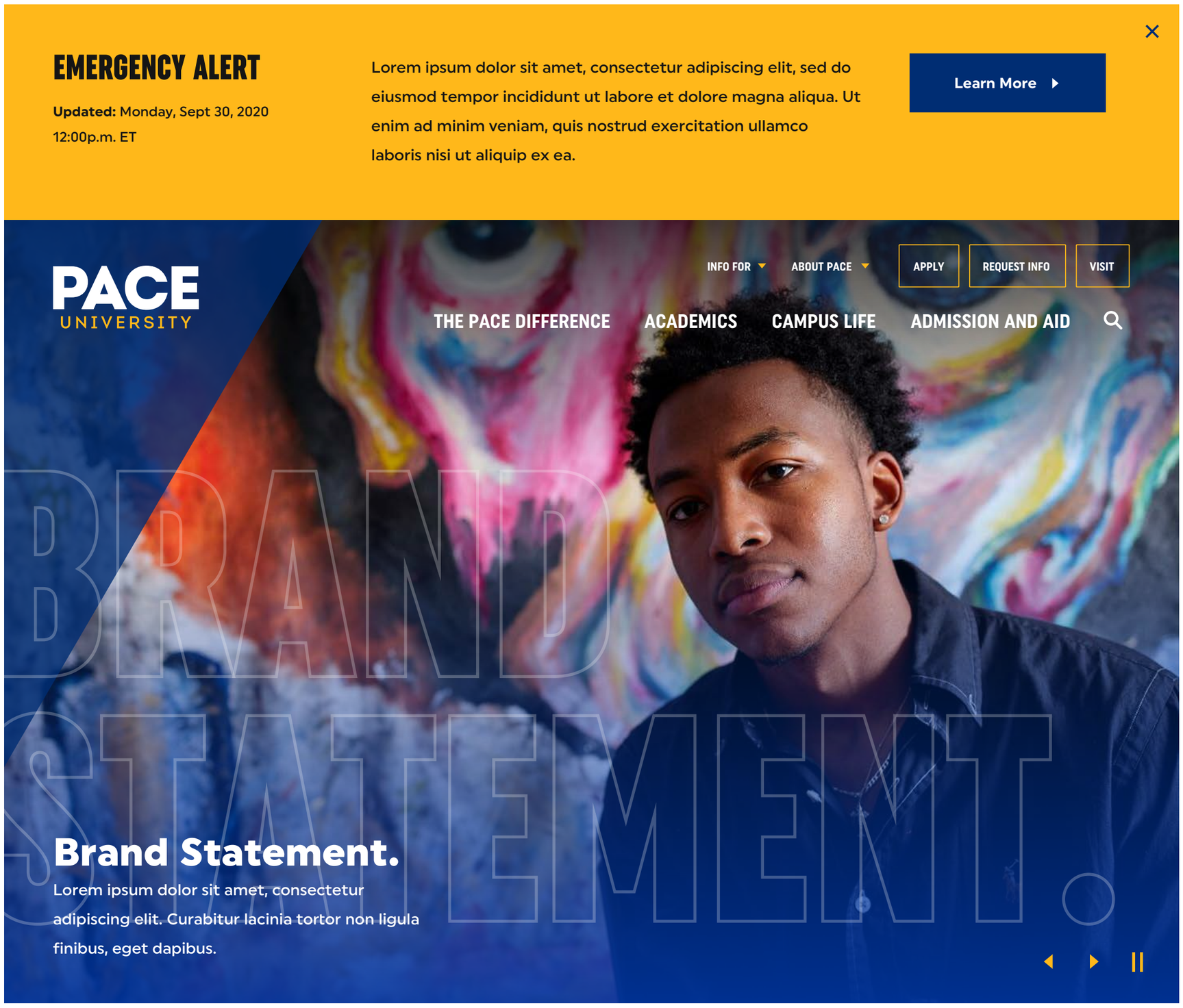
- Office of First Year Experience
- Support Service and Centers
- Libraries
- Computer Labs

Full-Width Components

Emergency Banner

Editorial Use

For highlighting urgent university news alerts in a highly visible way. Messages should be succinct and informative, utilizing the option to read more elsewhere if applicable.



Full-Width Components

Faculty Listing

Copy Length Guide

Hed 25 C

Intro 400 C

FACULTY LEADERSHIP

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas tristique mollis libero ac gravida. Donec euismod tortor eget lacus porta, eu viverra nunc gravida. Maecenas vestibulum accumsan ultrices. Vestibulum cursus velit at nunc ullamcorper imperdiet. Sed justo nulla, luctus vitae lectus a, varius mollis magna. Aliquam ac ornare justo.

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Full-Width Components

Featured Articles

Editorial Use

Highlights up to four featured news items on the site. Featured articles should all have hero images.

Pace Now

Category

TITLE OF FEATURED NEWS STORY, CAN GO TO THREE LINES LONG

September 12, 2020

Category

TITLE OF SECONDARY STORY CAN PROMOTE AN EVENT HERE WITH A NEWS STORY

September 13, 2020

Category

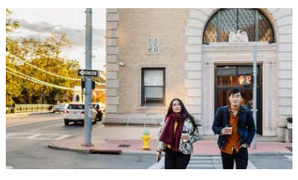
TITLE OF SECONDARY STORY CAN PROMOTE AN EVENT HERE WITH A NEWS STORY

September 13, 2020

Category

TITLE OF SECONDARY STORY CAN PROMOTE AN EVENT HERE WITH A NEWS STORY

September 13, 2020



What's Happening

Full-Width Components

Featured Events

Editorial Use

Highlights up to three featured events on the site. Featured events should all have hero images.

Admissions Events

More Admissions Events

August 29

UNDERGRADUATE ADMISSIONS EVENT

10:00am to 11:30am

Location Goes Here

August 29–30

GRADUATE ADMISSIONS EVENT

10:00am to 11:30am

Location Goes Here

August 29

ONLINE ADMISSIONS EVENT

10:00am to 11:30am

Location Goes Here

Full-Width Components

Full-Width CTA

Editorial Use

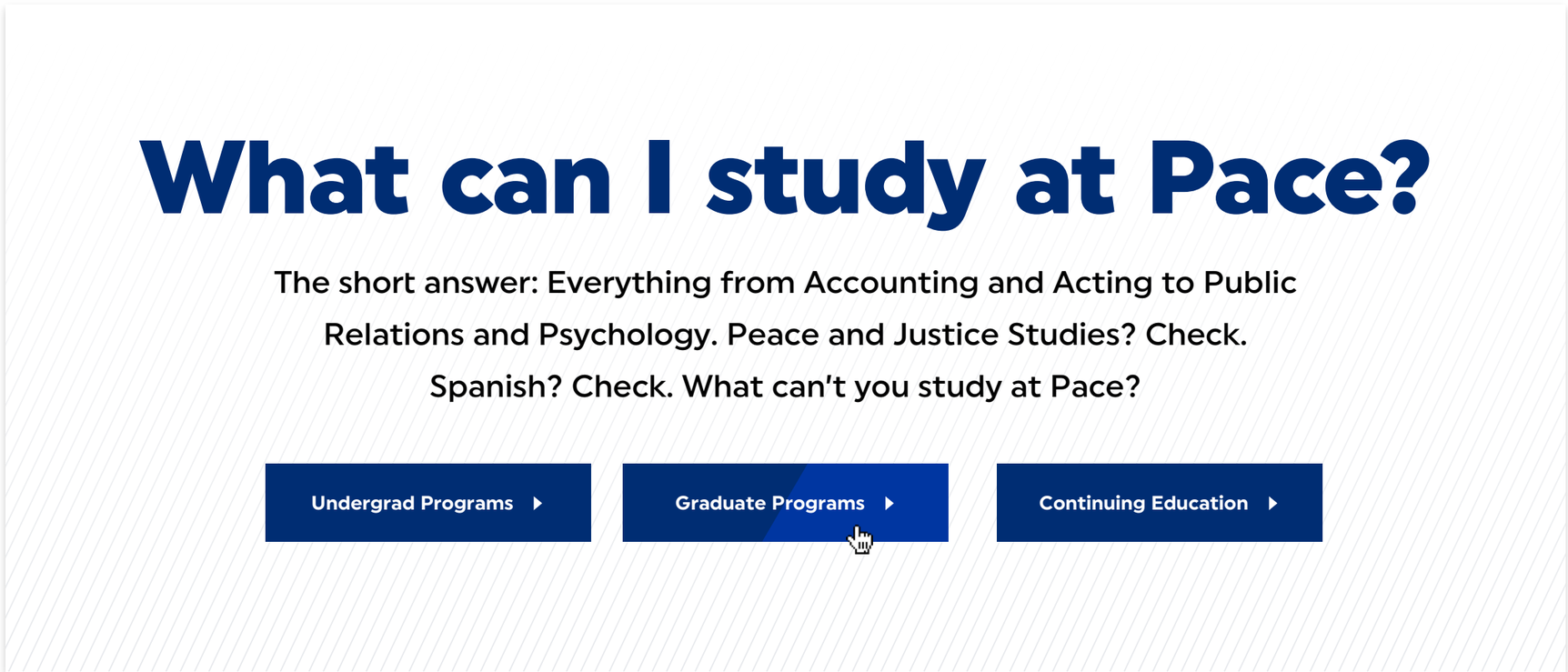
Highlights up to three links with headline and supporting copy.

Copy Length Guide

Hed 26 C

Description 30 W

CTA 21 C



Full-Width Components

Full-Width Image with Text

Editorial Use

High-impact promo for brief copy with an optional CTA.

Variations

Optional ambient video.

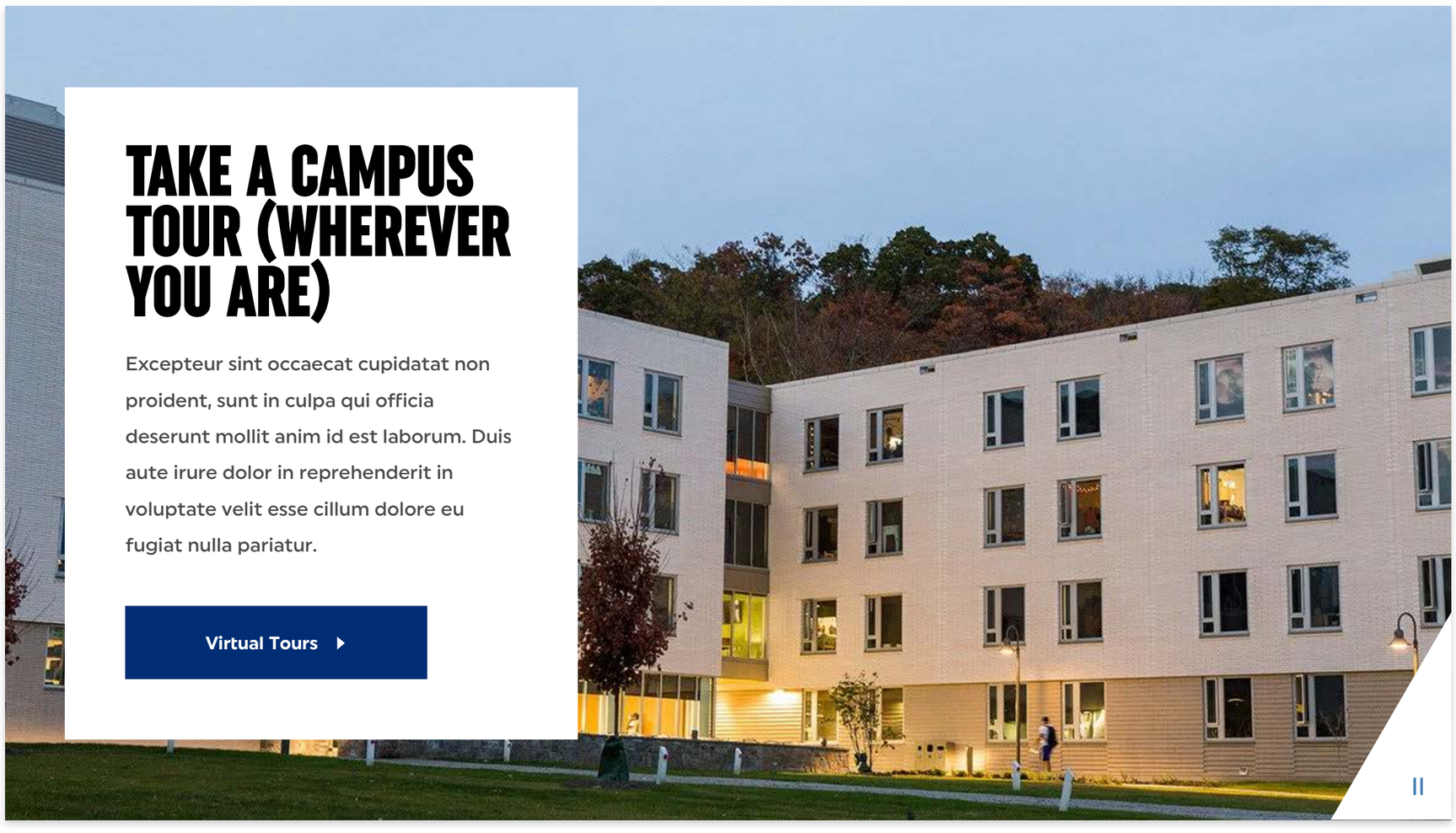
Optional button.

Copy Length Guide

Hed 20 C

Description 35 W

CTA 25 C



Full-Width Components

Homepage Hero

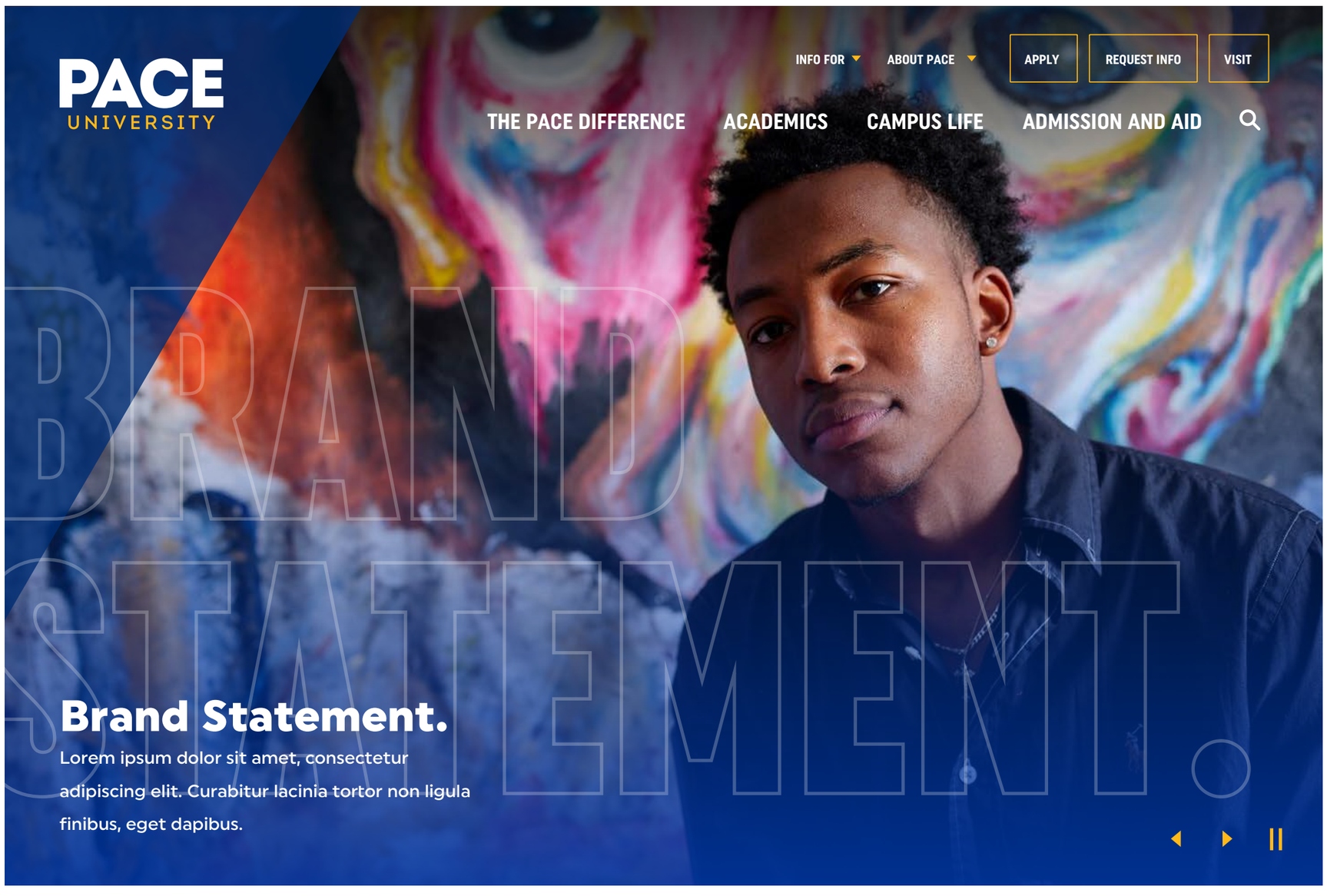
Variations

Can house ambient video or static imagery.

Copy Length Guide

Hed 17 C (1 line) 28 C (2 lines)

Dek 17 W (w/ 1-line hed) 13 W (w/ 2-line hed



Full-Width Components

Interior Page Hero

Variations

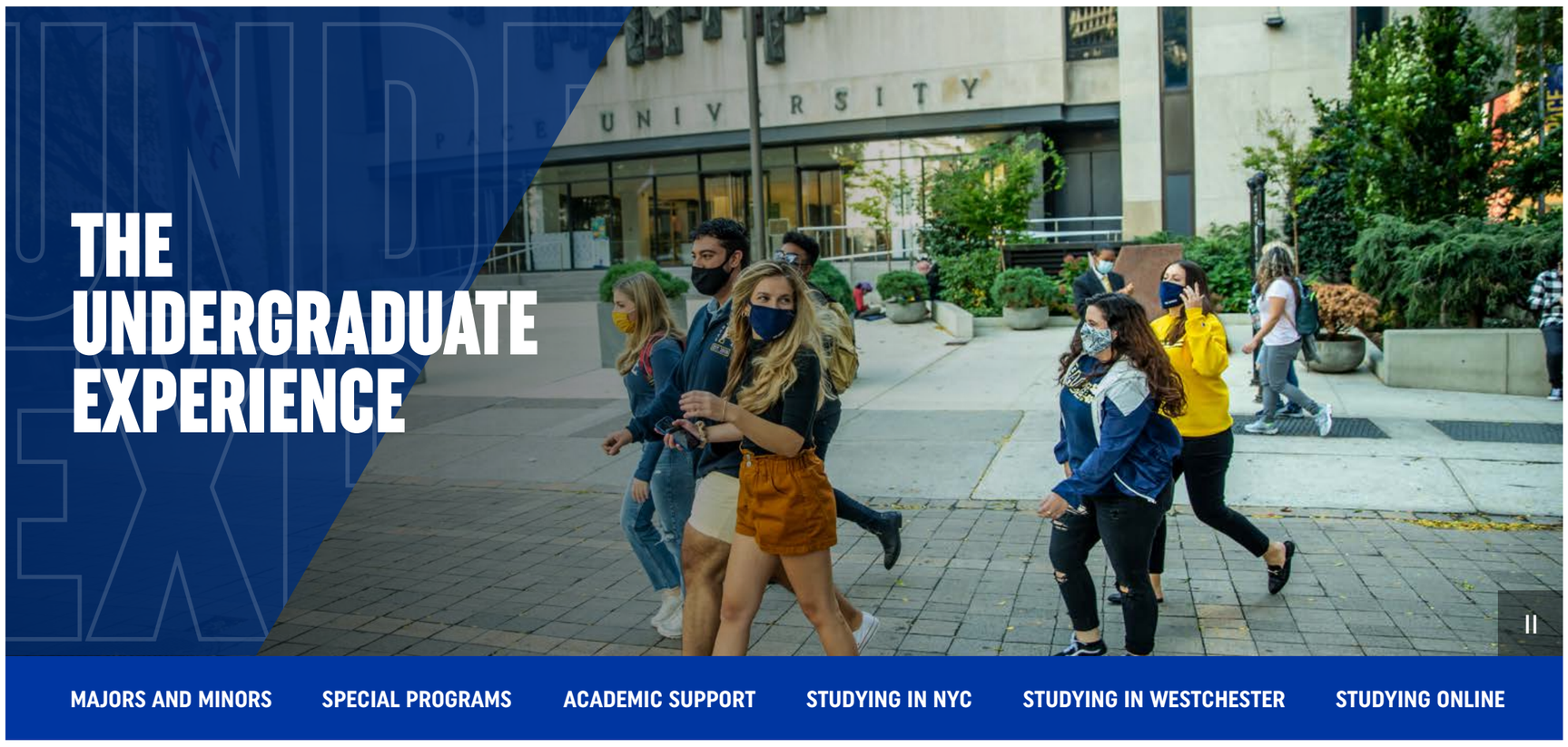
Can house ambient video or static imagery.

Can appear with subnavigation or without.

Copy Length Guide

Hed 17 C (1 line) 28 C (2 lines)

Dek 17 W (w/ 1-line hed) 13 W (w/ 2-line hed)

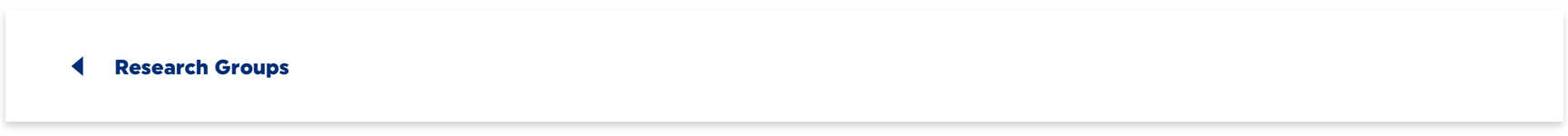


Full-Width Components

Landing Breadcrumb

Copy Length Guide

Text Link 25 C



Full-Width Components

Manual Cards (Horizontal)

Copy Length Guide

Hed 23 C

Intro 20 W

Card Title 27 C (1 line) 40 (2 lines)

Card Description 25 W

Text Link 32 C

Add More Opportunity

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PFORZHEIMER HONORS COLLEGE

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PRE-MED & COMBINED DEGREES

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Duis aute irure dolor in reprehenderit in voluptate velit.

STUDY ABROAD

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STUDY SUMMER AND WINTER INTERSESSION STUDY

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Full-Width Components

Manual Cards (Grid)

Copy Length Guide

Card Title 50 C

Card Description 125 C

ACTORS STUDIO DRAMA SCHOOL

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NYC

AMERICAN STUDIES

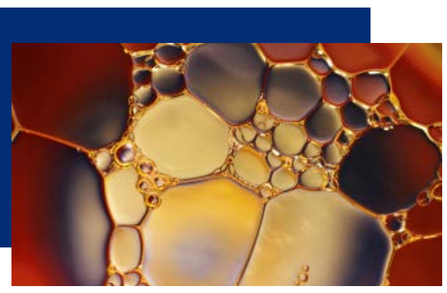
Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla

NYC

ART

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla

NYC



BIOCHEMISTRY AND MOLECULAR BIOLOGY

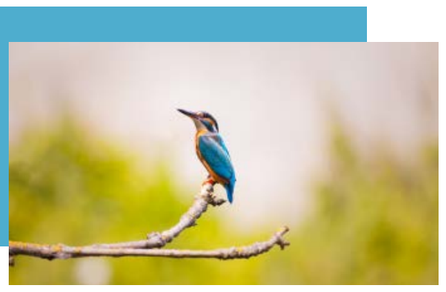
Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla

NYC

BIOLOGY NYC

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla

NYC



BIOLOGY WESTCHESTER

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla

Westchester

Full-Width Components

Manual Cards with Individual CTAs

Variations

Background image is optional.

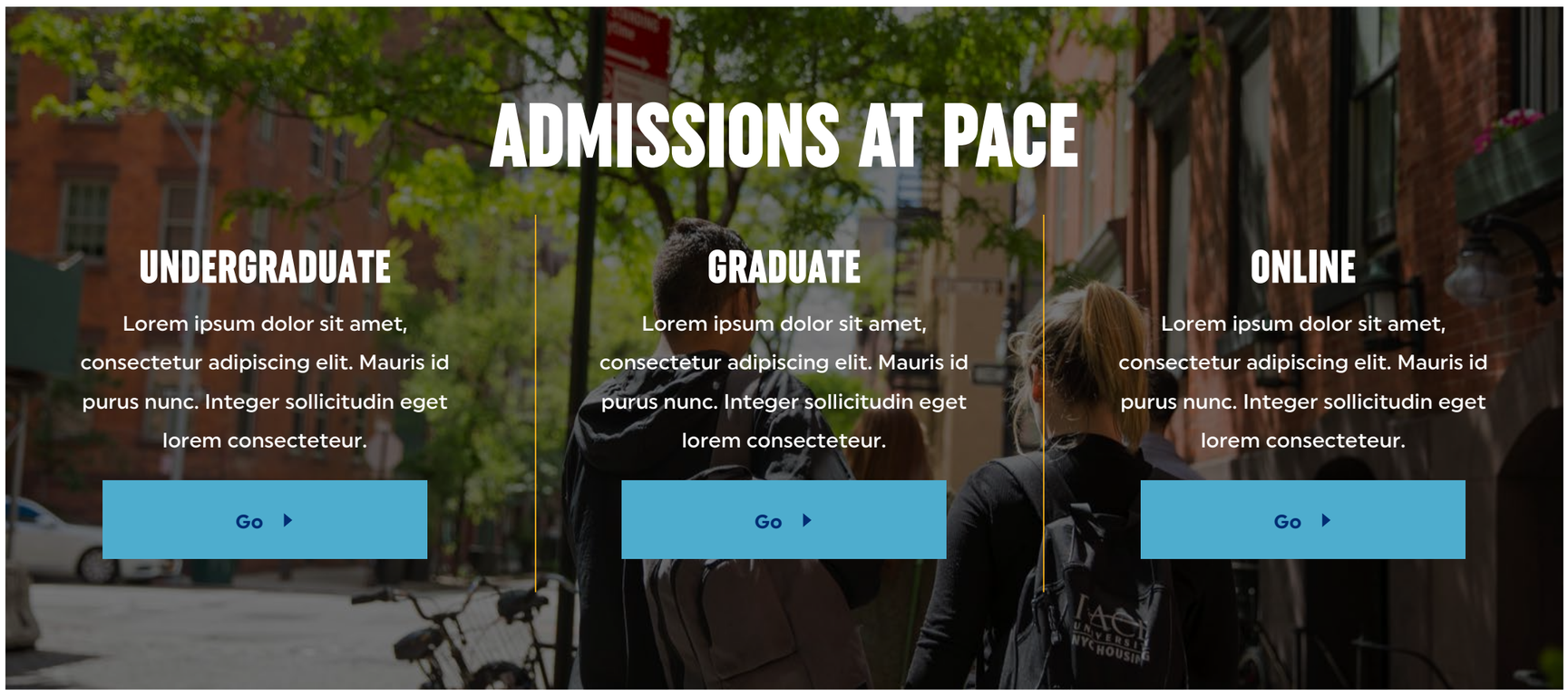
CTA is optional.

Copy Length Guide

Hed 17 C

Description 18 W

CTA 12 C



RELATED PROGRAMS

ACCOUNTING, BBA

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris id purus nunc. Integer sollicitudin eget lorem consecteteur.

ACCOUNTING, PUBLIC, BBA

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris id purus nunc. Integer sollicitudin eget lorem consecteteur.

ACCOUNTING, BASIC, CERTIFICATE

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Full-Width Components

Media Mentions

Usage Notes

Publication logos should be processed according to the guide on page 8 prior to upload.

Variations

In the absence of partner logos, text labels citations will appear instead.

IN THE MEDIA

Category

LATEST NEWS HEADLINE LOREM IPSUM DOLOR SIT AMET

Medium

Category

LATEST NEWS HEADLINE LOREM IPSUM DOLOR SIT AMET

news12

Category

LATEST NEWS HEADLINE LOREM IPSUM DOLOR SIT AMET

The Easton Examiner

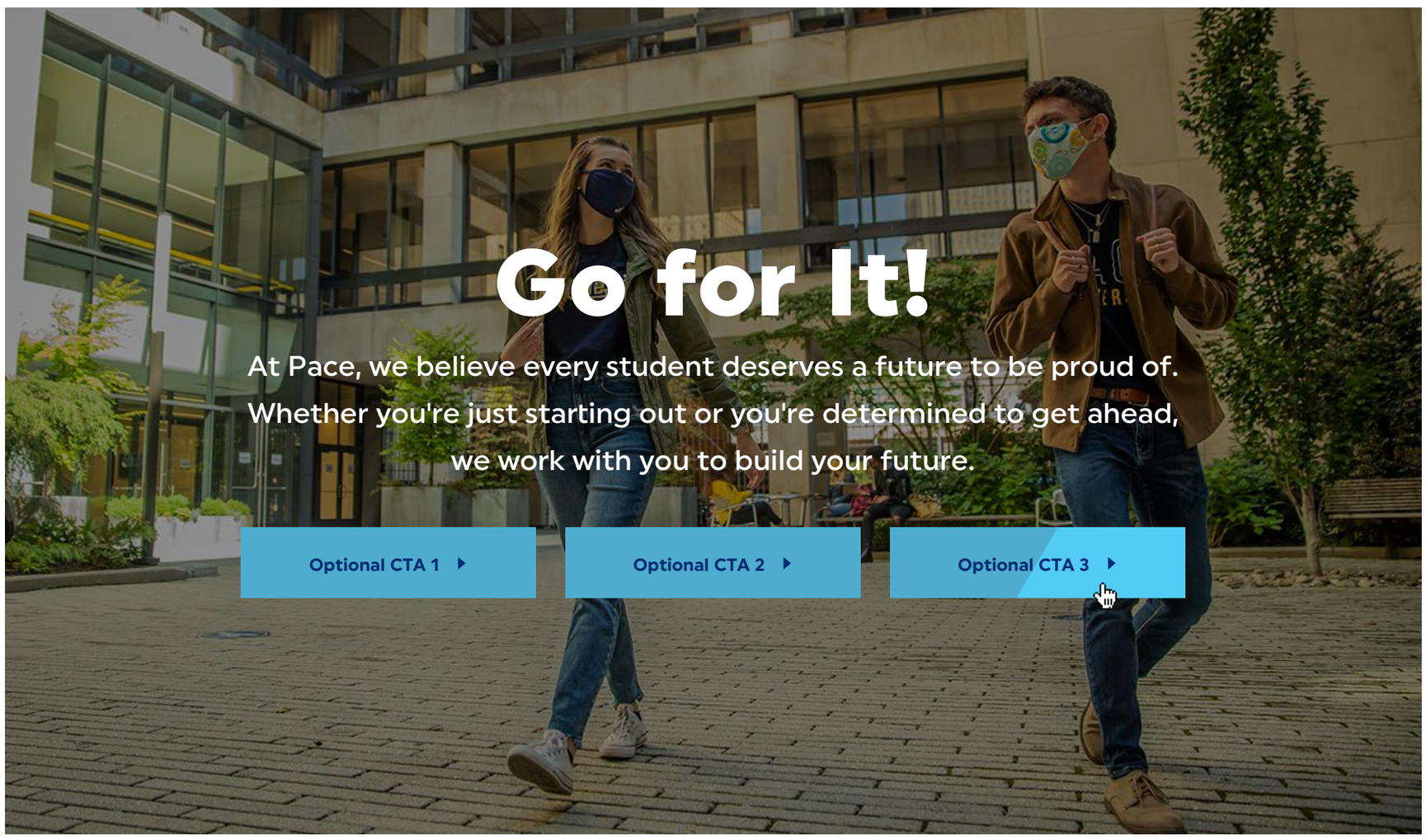
Personalized Component

Usage Notes

Various states for editors to configure based on personalization segments.

Variations

Text-only (white or gray background)
With background image
With content image (left or right)
Title, CTAs are optional



GO FOR IT!

At Pace, we believe every student deserves a future to be proud of. Whether you're just starting out or you're determined to get ahead, we work with you to build your future.

Optional CTA Optional CTA Optional CTA

At Pace, we believe every student deserves a future to be proud of. Whether you're just starting out or you're determined to get ahead, we work with you to build your future.

Continued on following page

Personalized Component, cont.

Usage Notes

Various states for editors to configure based on personalization segments.

Variations

Text-only (white or gray background)
With background image
With content image (left or right)
Title, CTAs are optional

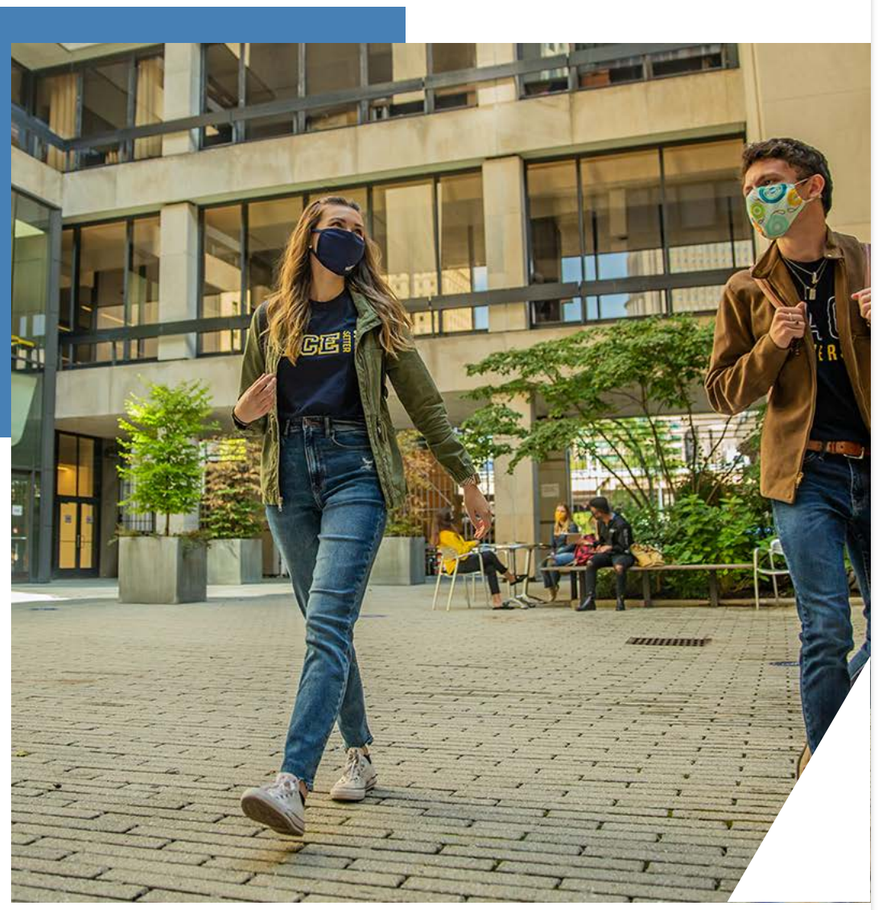
GO FOR IT!

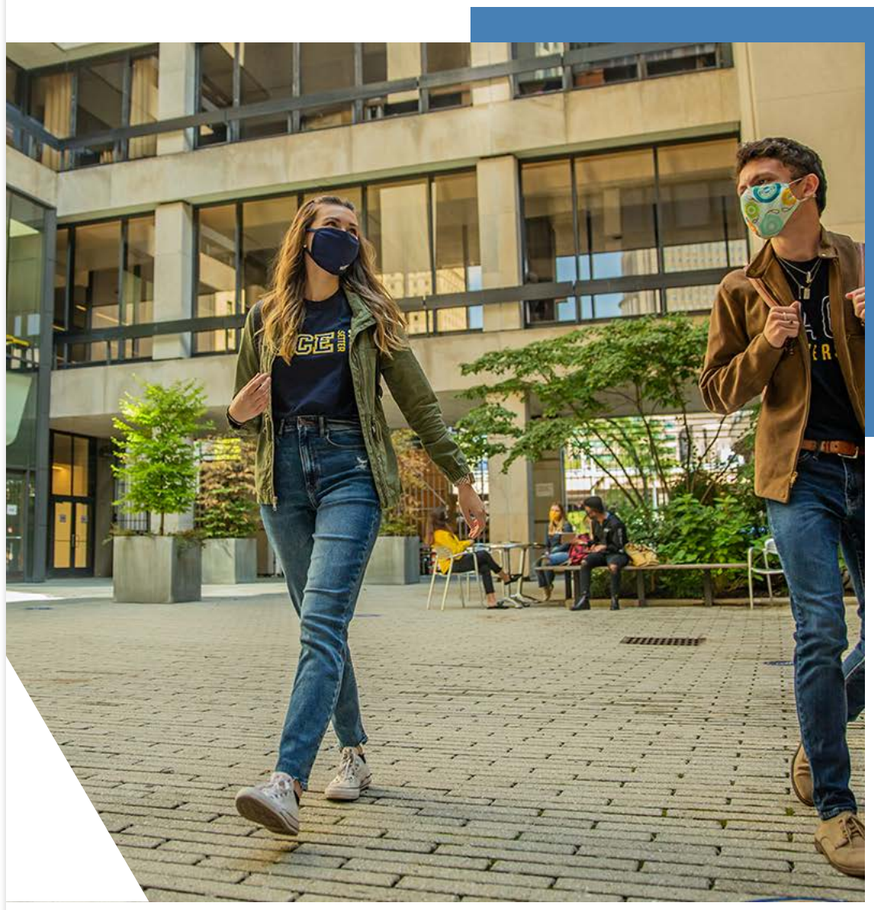
At Pace, we believe every student deserves a future to be proud of. Whether you're just starting out or you're determined to get ahead, we work with you to build your future.

Optional CTA

Optional CTA

Optional CTA





GO FOR IT!

At Pace, we believe every student deserves a future to be proud of. Whether you're just starting out or you're determined to get ahead, we work with you to build your future.

Optional CTA

Optional CTA

Optional CTA

Full-Width Components

Text & Images Mosaic

Copy Length Guide

Hed 14 C (2-lines); 30 C (3 lines)

Quote 117 C

Attribution 30 C per line

Text Link 20 C

Pace People

"Quote from a student/alumnus/ faculty member lorem ipsum dolor sit amet consecteteur adipiscing elit, sed do tempor."

Firstname Lastname '22
Current Role

Read More

"Quote from a student/alumnus/ faculty member lorem ipsum dolor sit amet consecteteur adipiscing elit, sed do tempor."

Firstname Lastname '22
Current Role

Read More

"Quote from a student/alumnus/ faculty member lorem ipsum dolor sit amet consecteteur adipiscing elit, sed do tempor."

Firstname Lastname '22
Current Role

Read More

Full-Width Components

Vertical Tabbed Carousel

Copy Length Guide

Hed 35 C

Tab 24 C

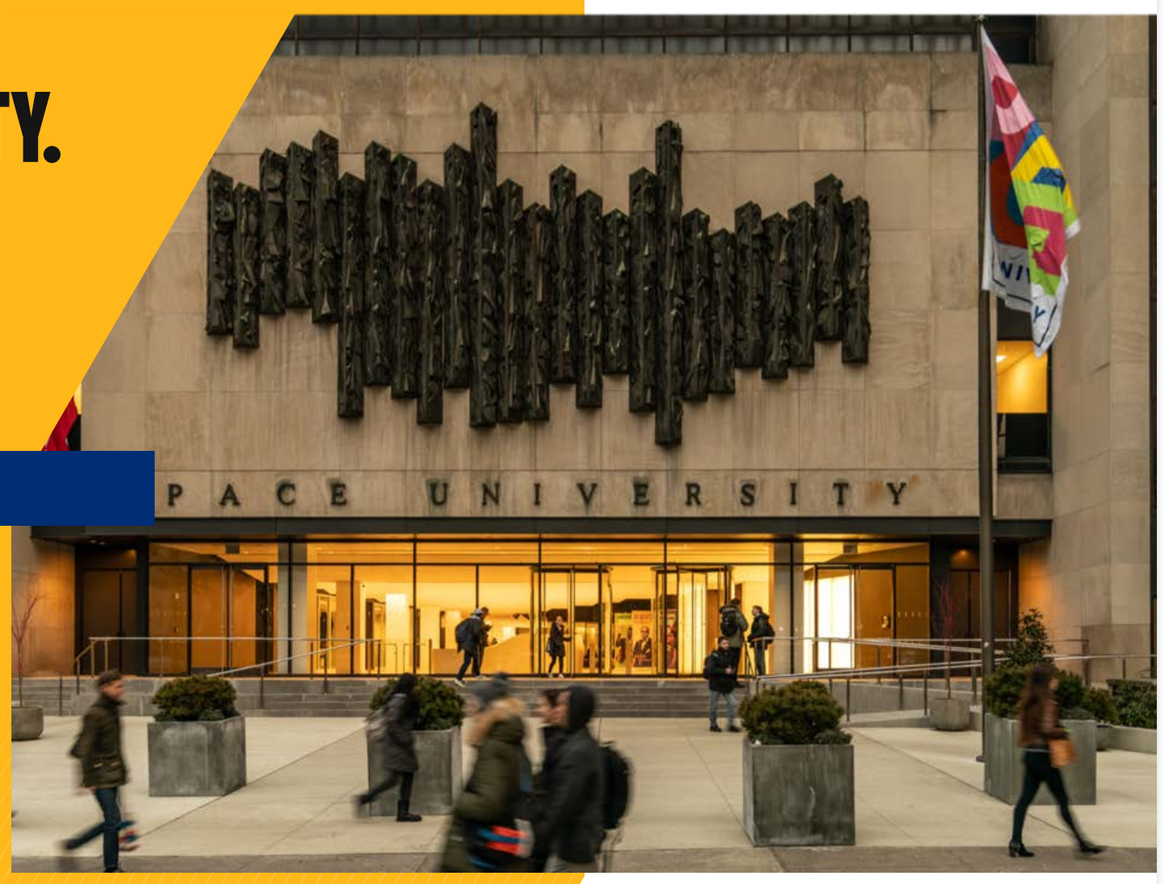
Description 40 W

Text Link 14 C

Optional Eyebrow

ONE UNIVERSITY. FOUR EXPERIENCES.

- NEW YORK CITY CAMPUS
- WESTCHESTER CAMPUS
- HAUB LAW SCHOOL CAMPUS
- PACE ONLINE



NEW YORK CITY CAMPUS / Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Read More

Full-Width Components

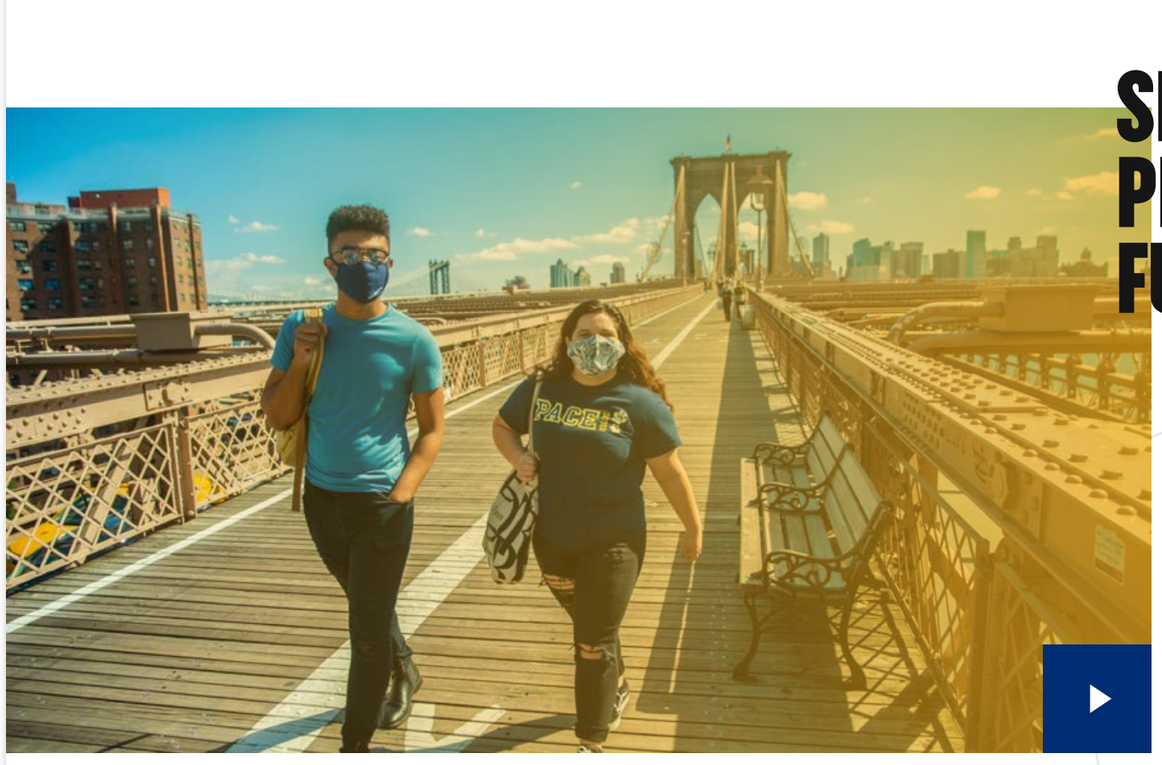
Video with Text

Copy Length Guide

Hed 35 C

Description 38 W

Text Link 18 C



SET YOUR GOALS. PLAN YOUR FUTURE.

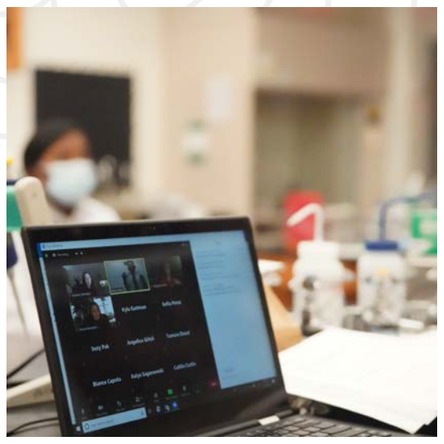
Every Pace student creates a personal plan for success. With guidance from mentors you'll set goals for your future, then weave academic and real-world experiences with leadership and other opportunities to build your path.

Read More

Full-Width Components

Social Media Feed

@PaceUniversity



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@PaceUniversity 2 days ago

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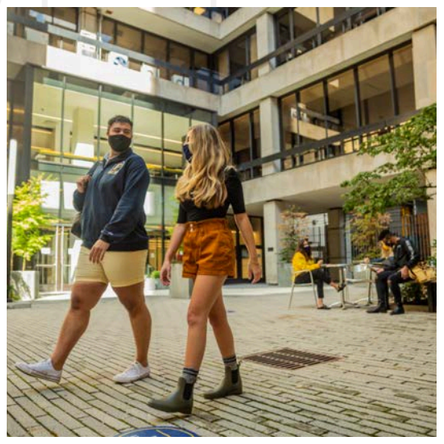
@PaceUniversity 2 days ago



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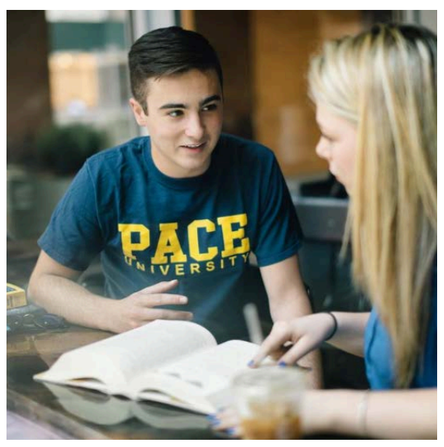
@PaceUniversity 2 days ago



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@PaceUniversity 2 days ago

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@PaceUniversity 2 days ago

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@PaceUniversity 2 days ago

Load More

Full-Width Components

Spacer

Usage Notes

Can be used to add white space between components where content editors find necessary.

Column-Width Components

Accordions

HELP WITH YOUR UNIQUE CHALLENGES

Vivamus at augue eget arcu dictum varius duis at consectetur. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas tristique mollis libero ac gravida. Donec euismod tortor eget lacus porta, eu viverra nunc gravida. Maecenas vestibulum accumsan ultrices. Vestibulum cursus velit at nunc ullamcorper imperdiet. Sed justo nulla, luctus vitae lectus a, varius mollis magna. Aliquam ac ornare justo.

The CAP Program: Extreme Support for Tough Transitions

Exploring Majors: Advising for the Undecided

Column-Width Components

Link List

QUICK LINKS

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- Featured Link
- Featured Link
- Featured Link
- Featured Link
- Featured Link
- Featured Link
- Featured Link
- Featured Link

Person Cards

Variations

Images are optional.

PROVOSTS/EXECUTIVE VICE-PRESIDENTS FOR ACADEMIC AFFAIRS AT PACE UNIVERSITY

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VANYA QUIÑONES

Terms: July 2018 – present

Discipline: Neurobiology and Biopsychology

NIRA HERRMANN

Terms: July 2017 – July 2018

Discipline: Mathematics and Statistics

UDAY SUKHATME

Terms: 2012 – 2017

Discipline: Physics

HARRIET FELDMAN

Terms: 2012 – 2017

Discipline: Nursing

Column-Width Components

Manual Cards

Variations

Images are optional.

ACADEMIC RESOURCES

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PACE LIBRARIES

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COMPUTER LAB

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Column-Width Components

Rich Text

A CENTER FOR WRITING

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Optional caption goes here.

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Column-Width Components

Rich Text

Copy Length Guide

Number 3 C

Description 50 C

THE STATS

95%

Employed or in school six months post graduation

65K

Average starting salary

#1

Ranked program according to Publication Name

Sample Pages

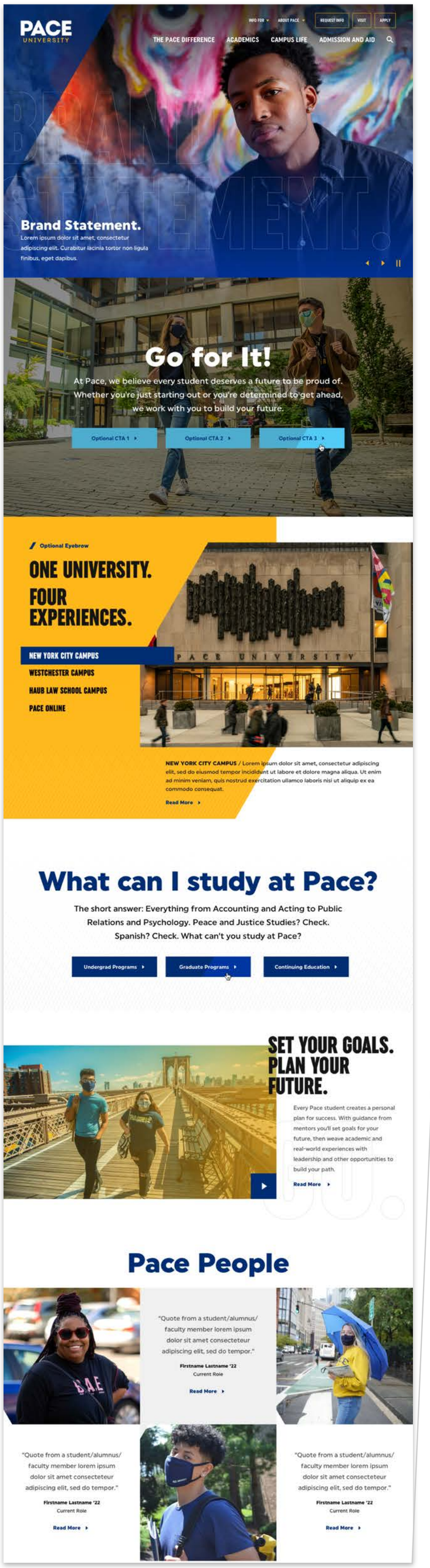
The following pages catalogue example layouts for the various site templates, with components in situ.

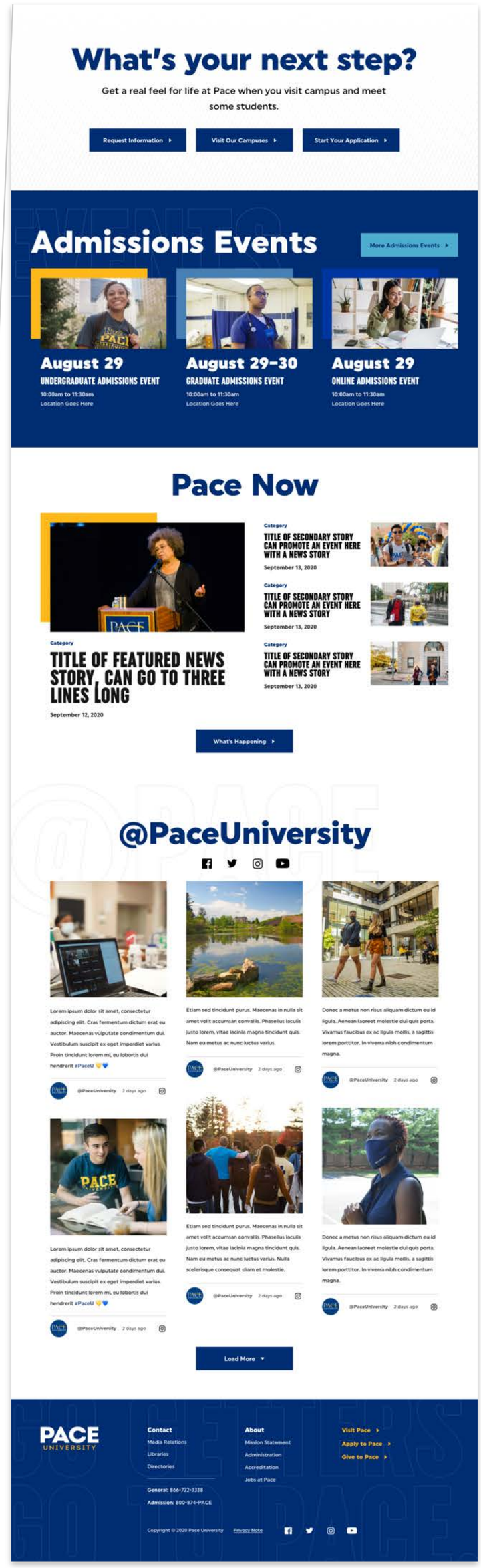
Templates

- T01 Homepage
- T02 Level 1 Landing Page
- T03 Level 2 Landing Page
- T04 Chaptered Page
- T05 Article
- T06 Program Detail
- T07 Left-Hand Navigation
- T08 News
- T09 Events
- T10 Event Detail
- T11 Find Your Program
- T12 Program Matcher
- T13 Utility Page
- T14 Search Results
- T15 Emergency Banner
- T16 Faculty Listing
- T17 Profile

Sample Pages

T01 Homepage





Components Shown:

Navigation

Homepage Hero

Personalized Component

Vertical Tabbed Carousel

Spacer

Full-Width CTA

Video with Text

Text & Images Mosaic

Spacer

Full-Width CTA

Featured Events

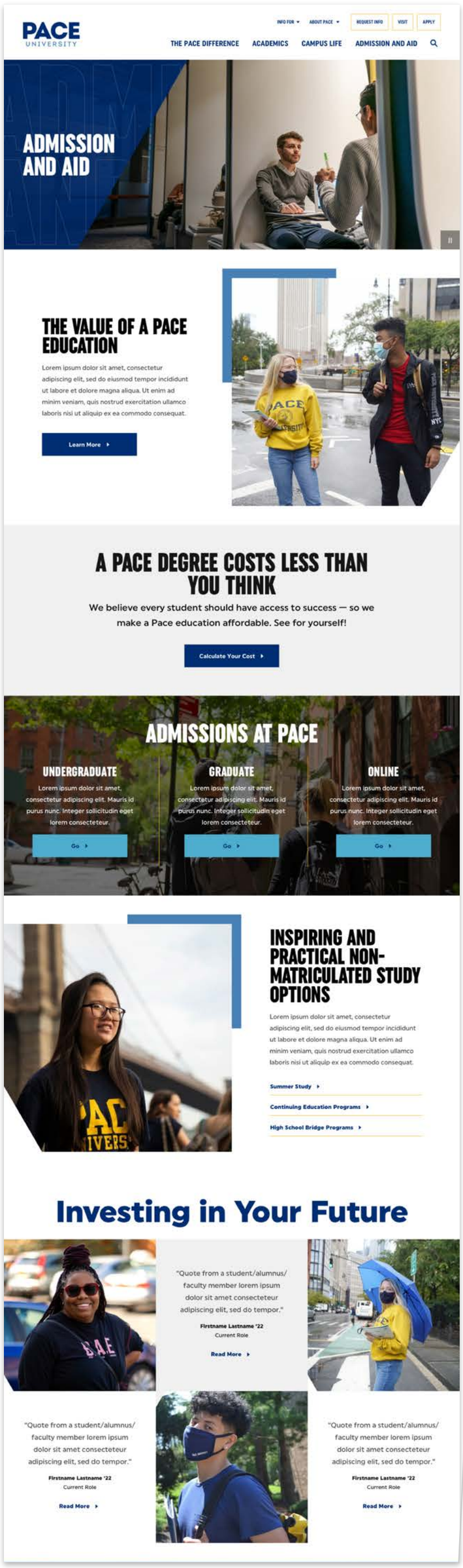
Featured Articles

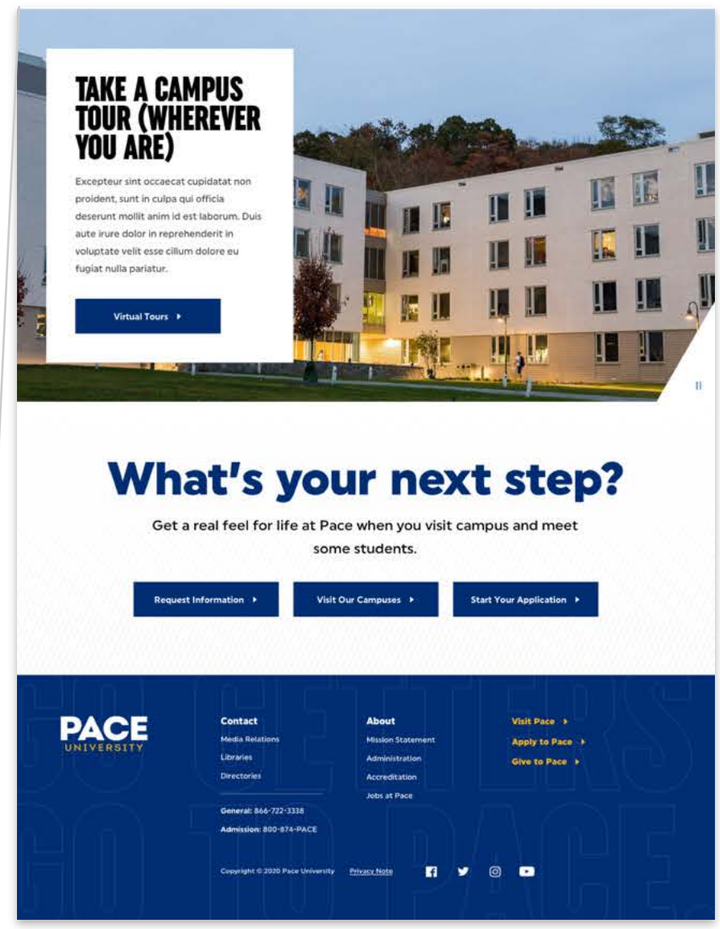
Social Media Feed

Footer

Sample Pages

T02 Level 1 Landing Page





Components Shown:

Navigation

Interior Page Hero

50-50 Split CTA

Personalized Component

Manual Cards with Individual CTAs

50-50 Split CTA

Text & Images Mosaic

Spacer

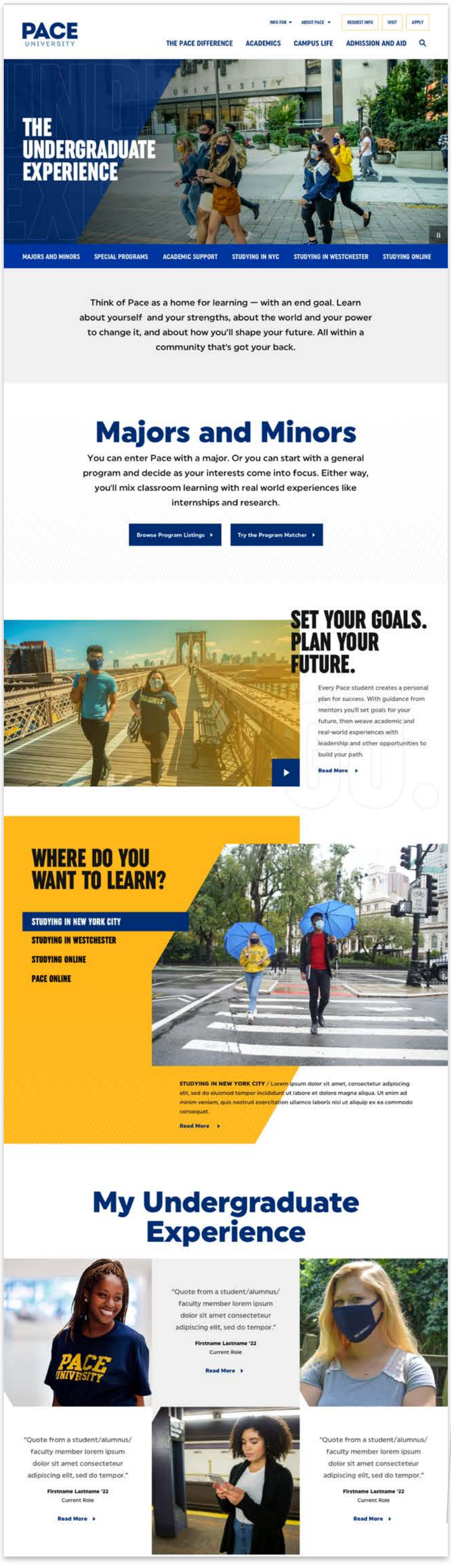
Full-Width Image with Text

Full-Width CTA

Footer

Sample Pages

T03 Level 2 Landing Page



Components Shown:

Navigation

Interior Page Hero

Personalized Component

Full-Width CTA

Video with Text

Vertial Tabbed Carousel

Spacer

Text & Images Mosaic

Spacer

50-50 Split CTA

Spacer

Manual Cards (Horizontal)

Spacer

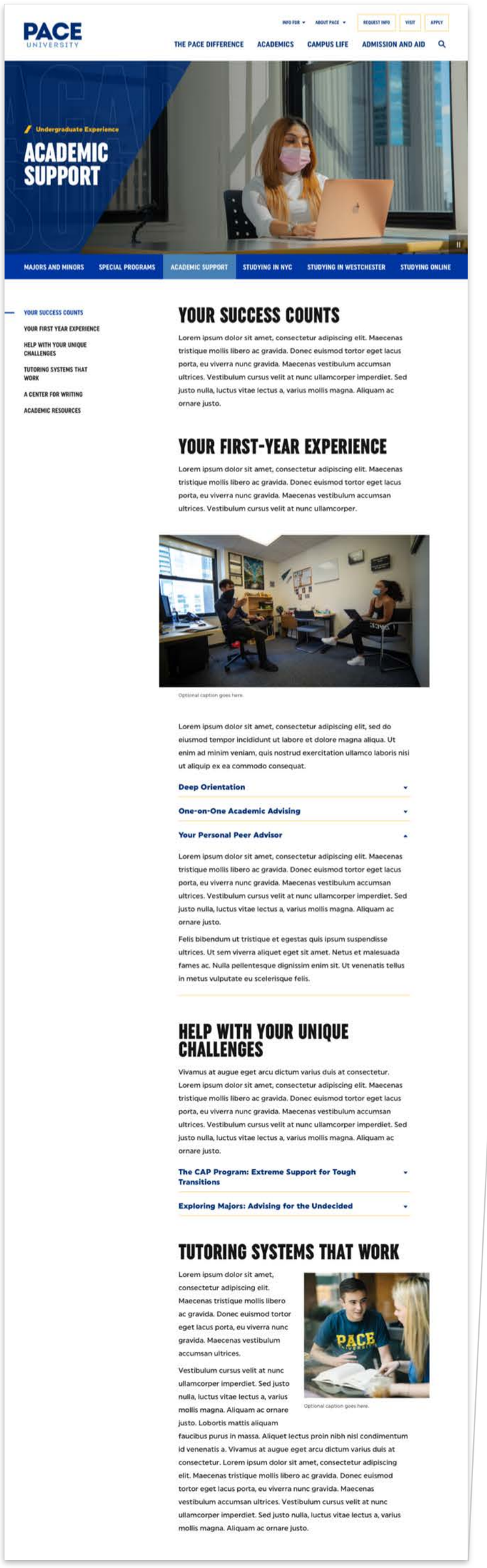
50-50 Split CTA

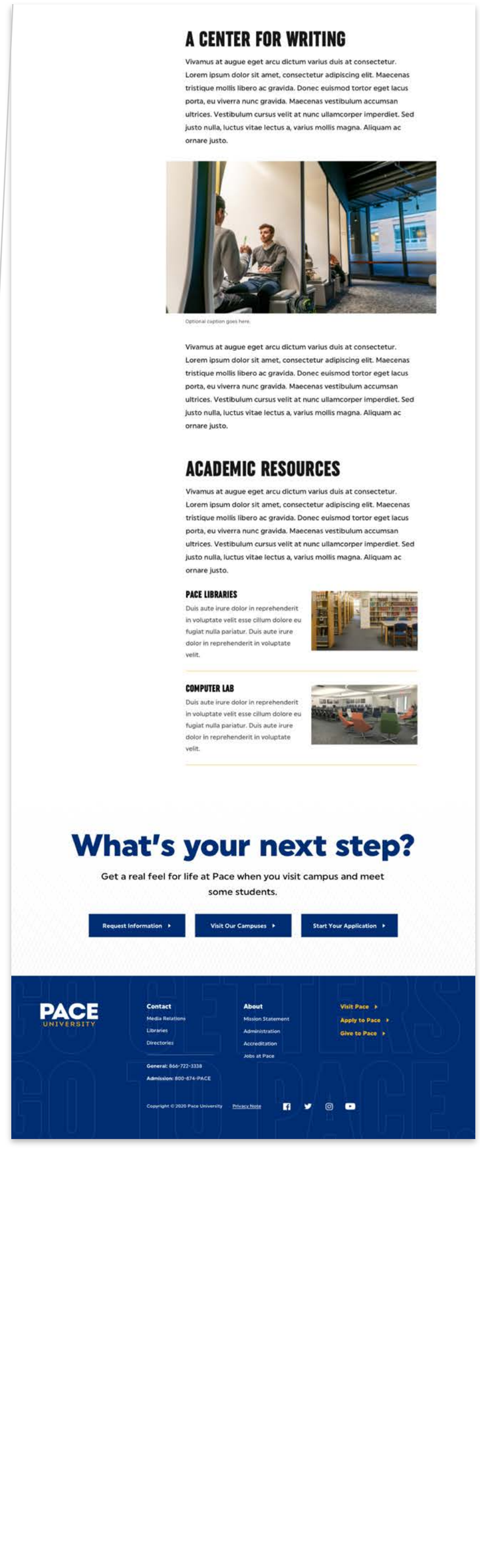
Full-Width CTA

Footer

Sample Pages

T04 Chaptered Page





Components Shown:

Navigation

Interior Page Hero

Rich Text

Accordions

Accordions

Rich Text

Rich Text

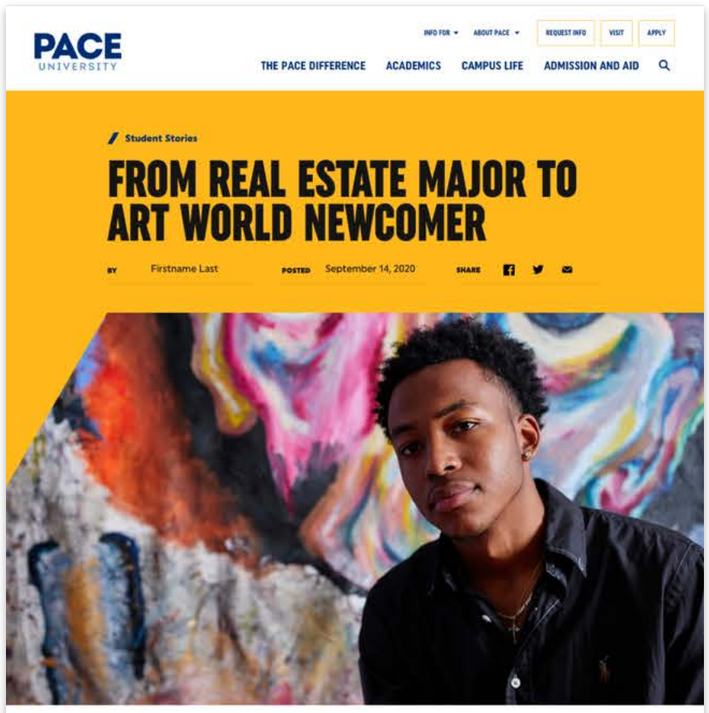
Manual Cards

Full-Width CTA

Footer

Sample Pages

T05 Article



Alexander Romans '21 only started painting last summer and he's already taking the art world by storm. Known as Harris-Lee Rose, he's been featured in art exhibitions locally and internationally. His word of advice? Your major is not set in stone.

Lorem ipsum dolor sit amet. Bold, *italic*, in-line link. consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit.

A LIFE-CHANGING INTERNSHIP

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> **I plan to start painting on clothing, illustrate and write a book, and keep pushing deeper into the art world.**

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MENTORSHIP THAT MATTERED

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Optional caption goes here.

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Image floated right. Optional caption goes here.

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Image floated left. Optional caption goes here.

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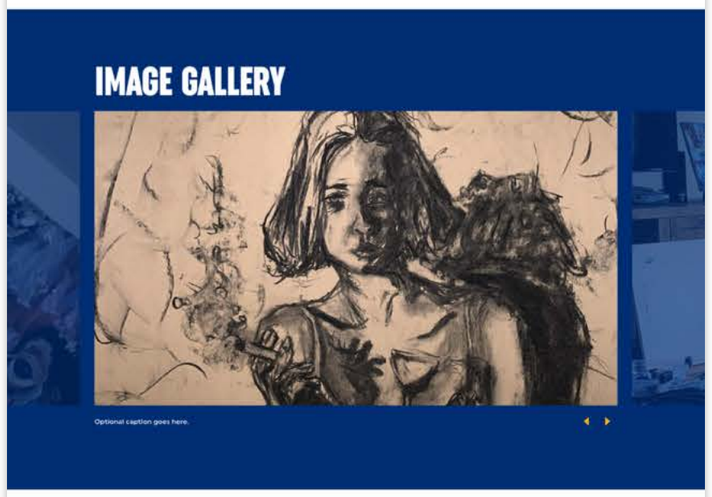
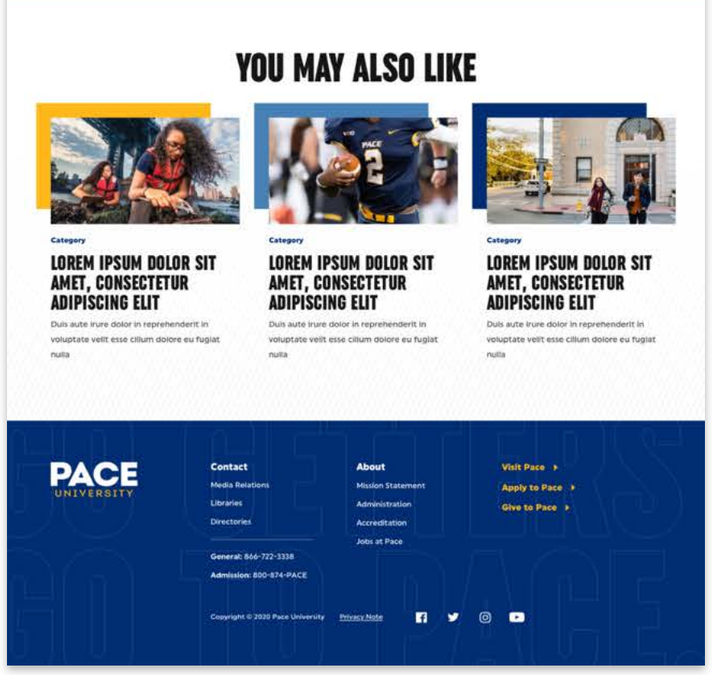
AN ORDERED LIST

1. Lorem ipsum dolor sit amet
2. Ut enim ad minim veniam
3. Quis nostrud exercitation ullamco

AN UNORDERED LIST

- Lorem ipsum dolor sit amet
  - Second level of unordered list lorem ipsum
  - Dolor sit amet
- Quis nostrud exercitation ullamco
- Ut vitae viverra sem



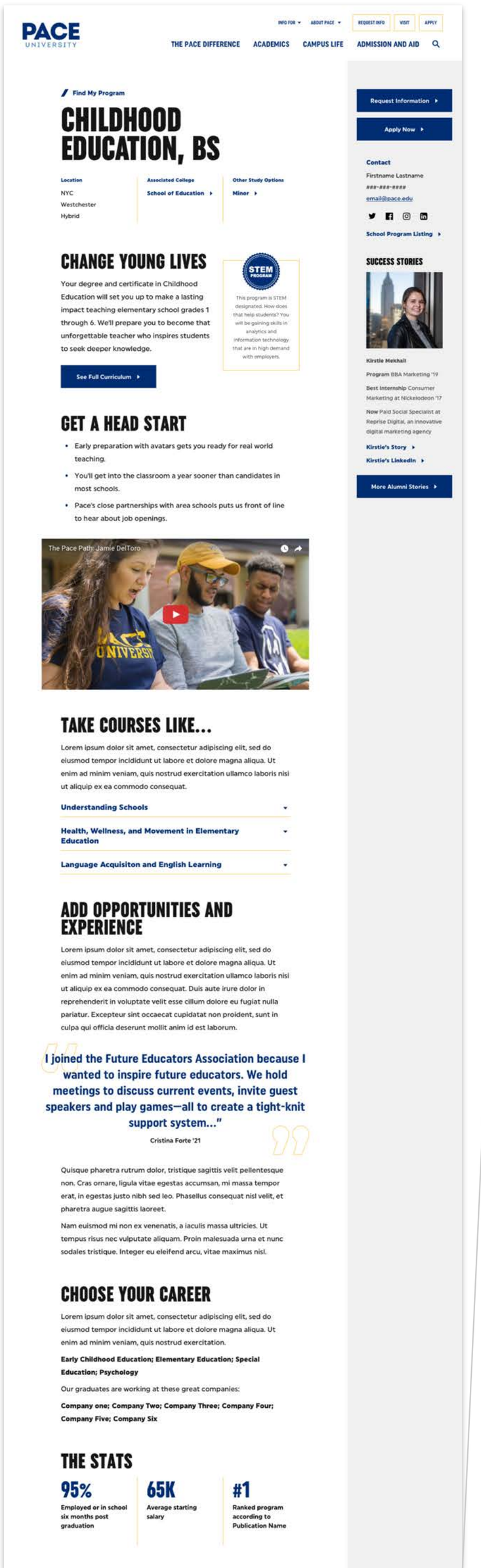


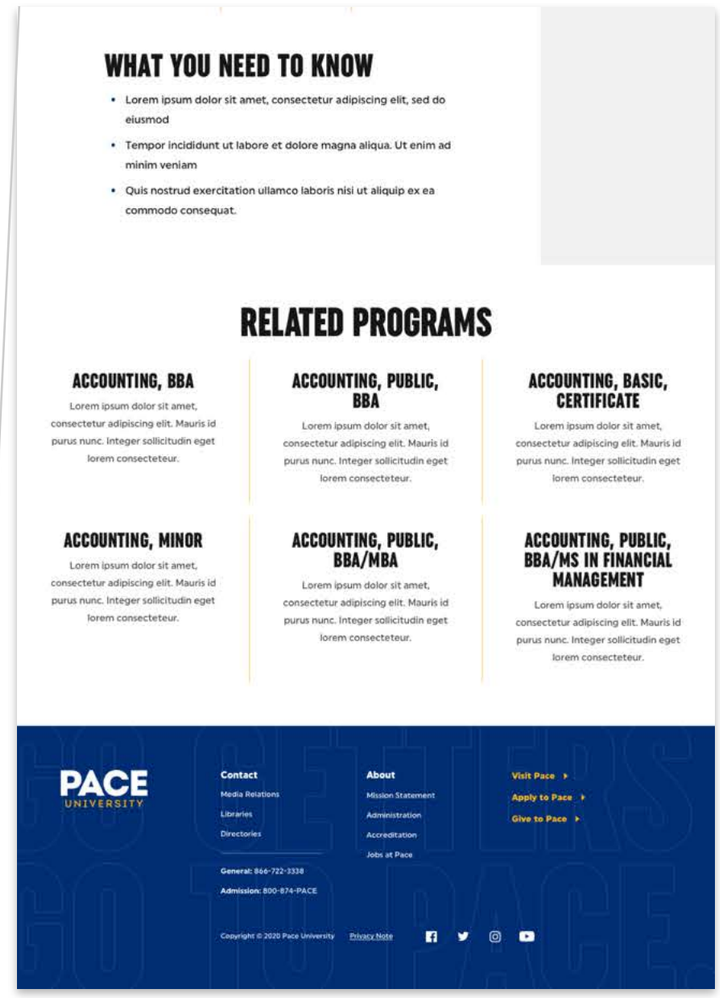
Components Shown:

This template is not assembled of components.

Sample Pages

T06 Program Detail





Components Shown:

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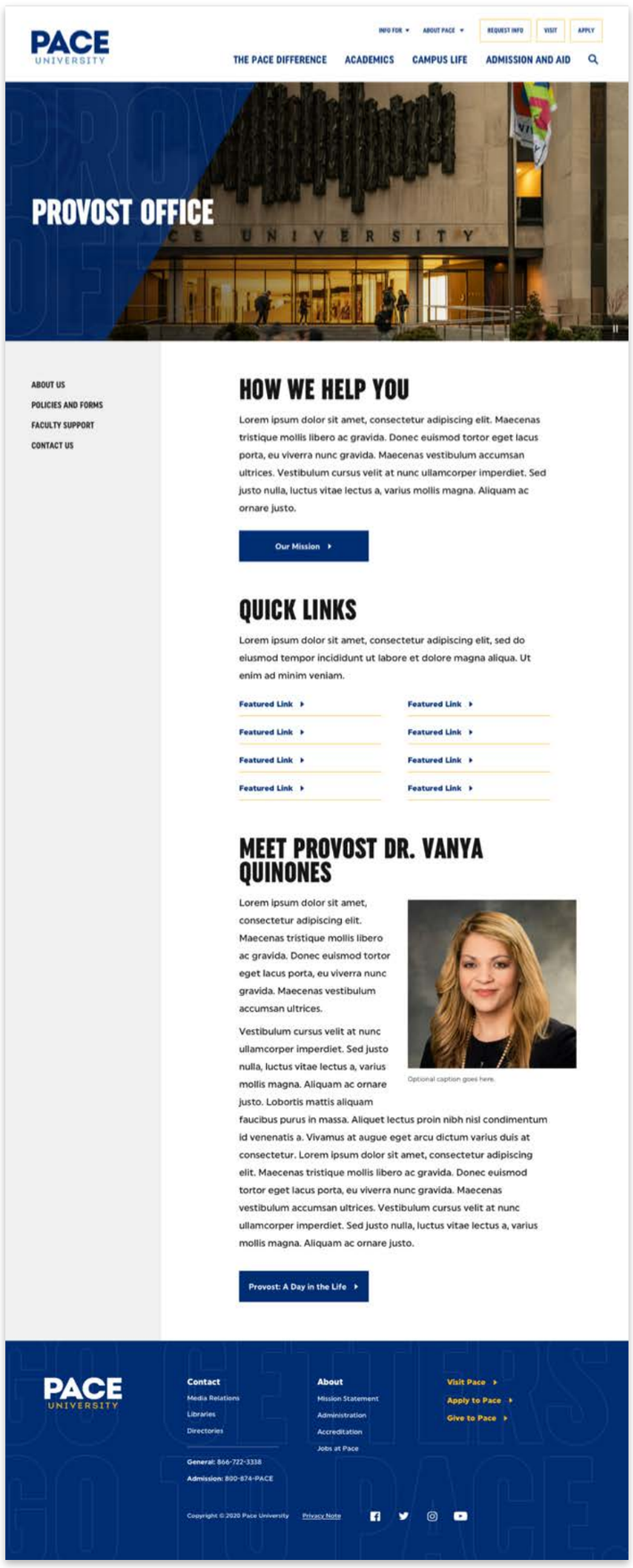
Sample Pages

T07 Left-Hand Navigation (Level 1)



Components Shown:

Navigation

Interior Page Hero

Rich Text

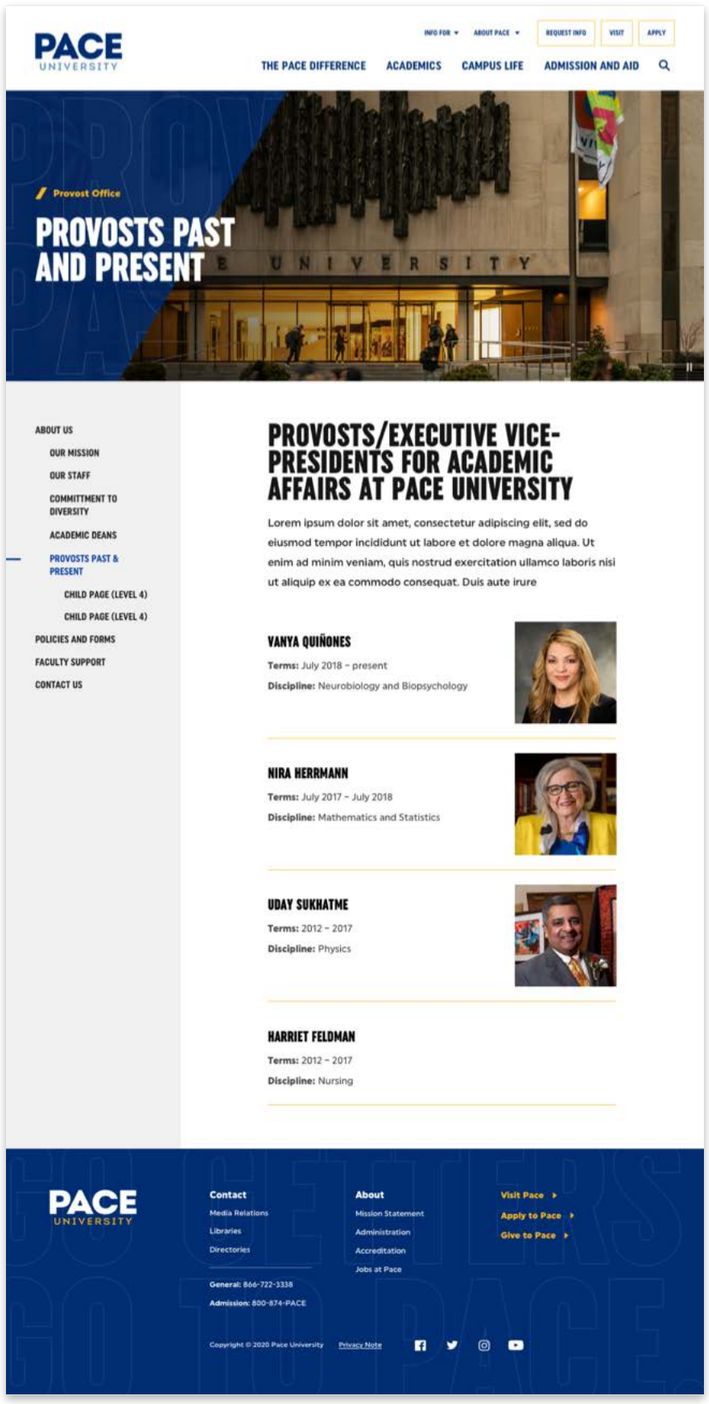
Link List

Rich Text

Footer

Sample Pages

T07 Left-Hand Navigation (Level 3)



Components Shown:

Navigation

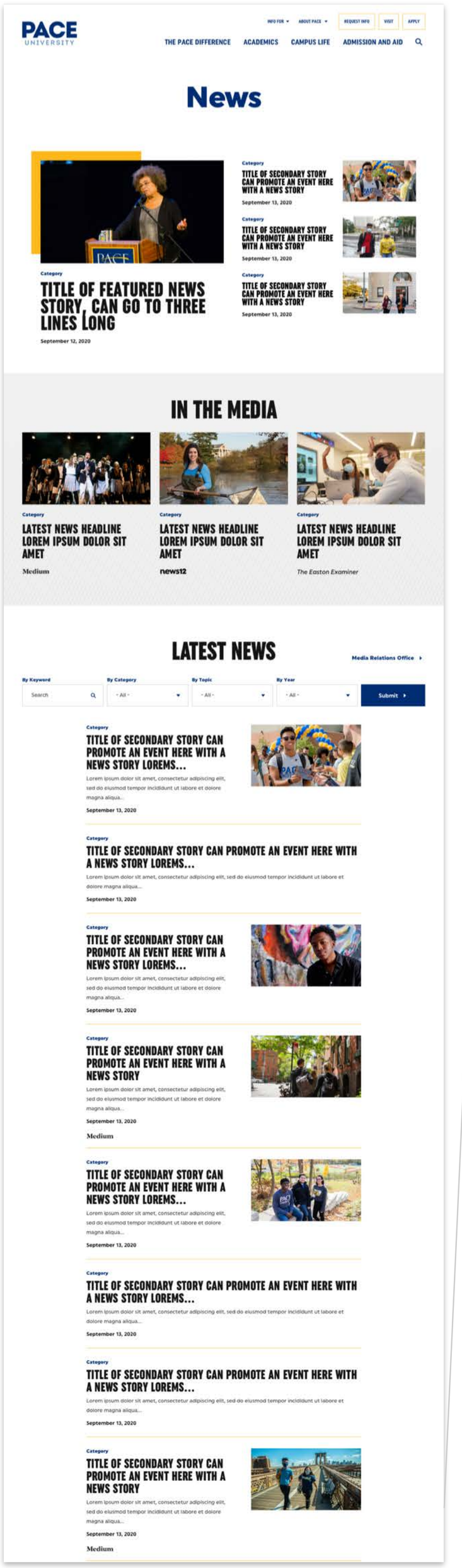
Interior Page Hero

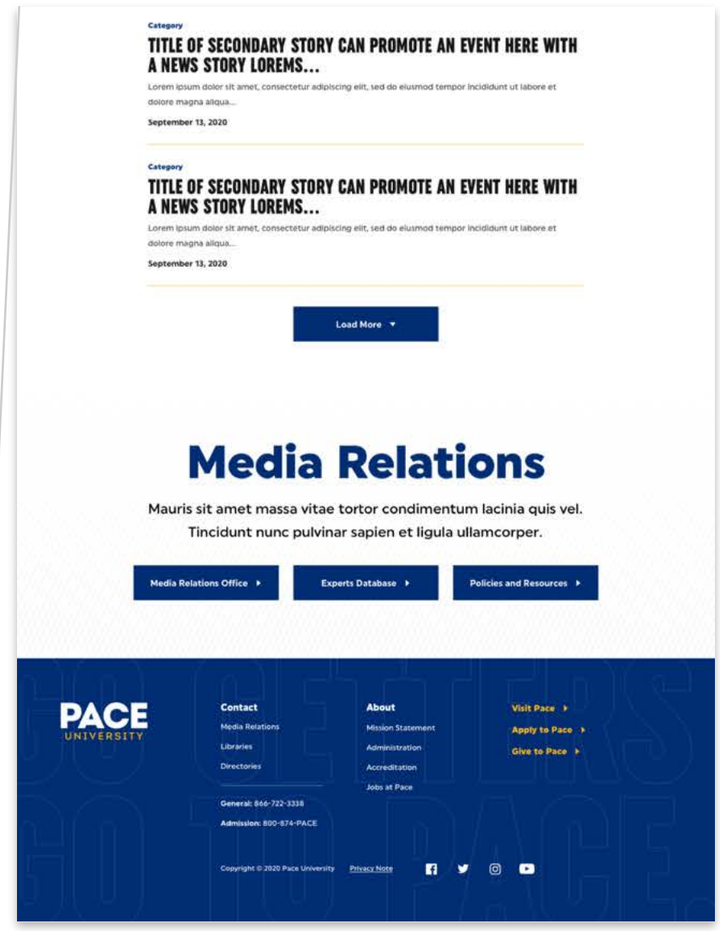
Person Cards

Footer

Sample Pages

T08 News



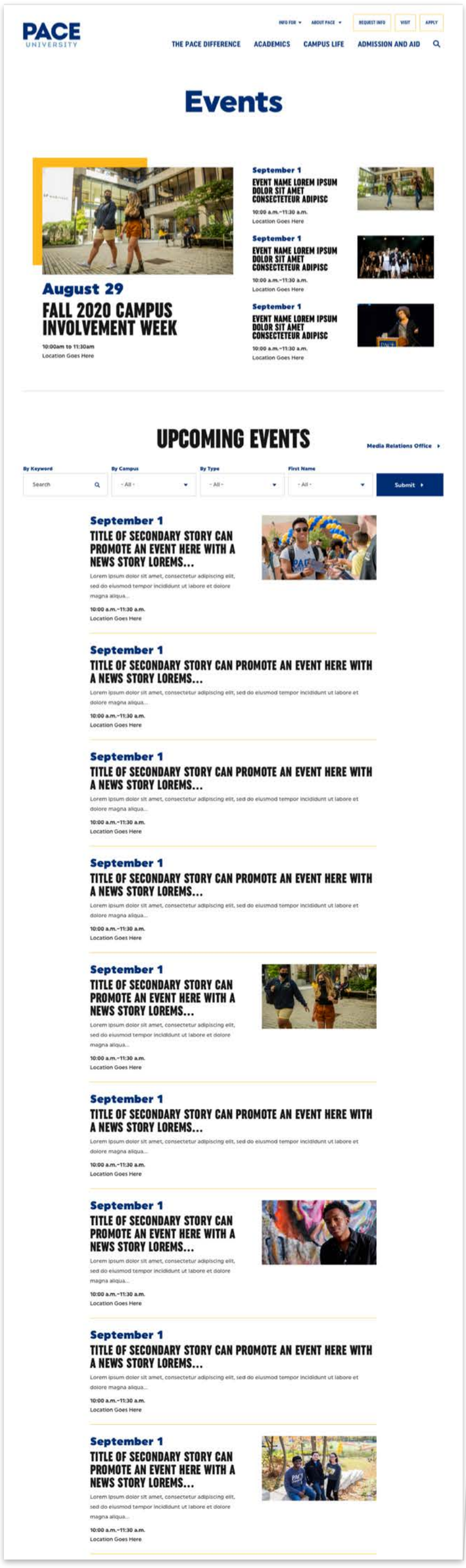


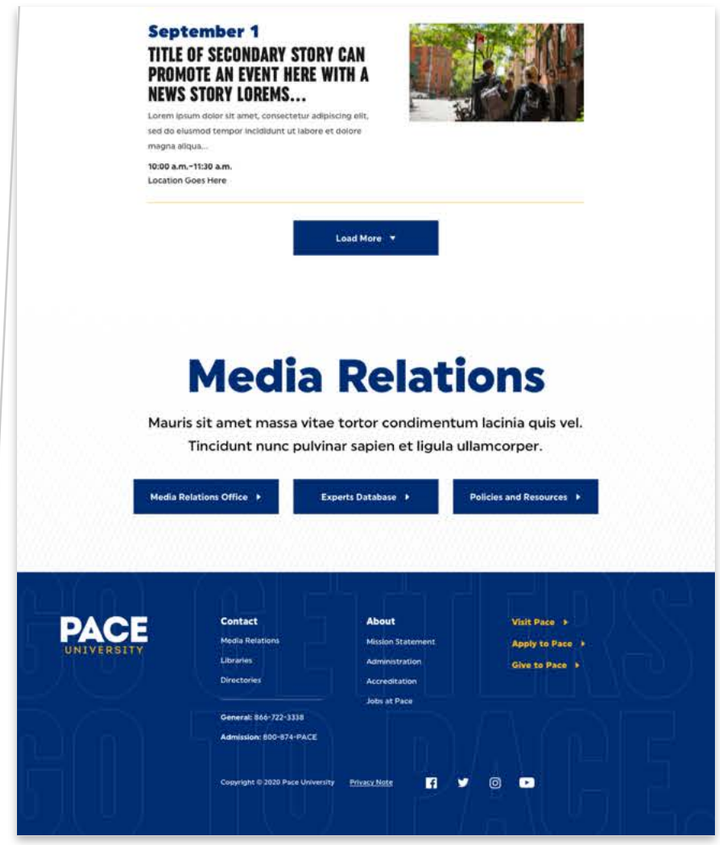
Components Shown:

This template is not assembled of components.

Sample Pages

T09 Events



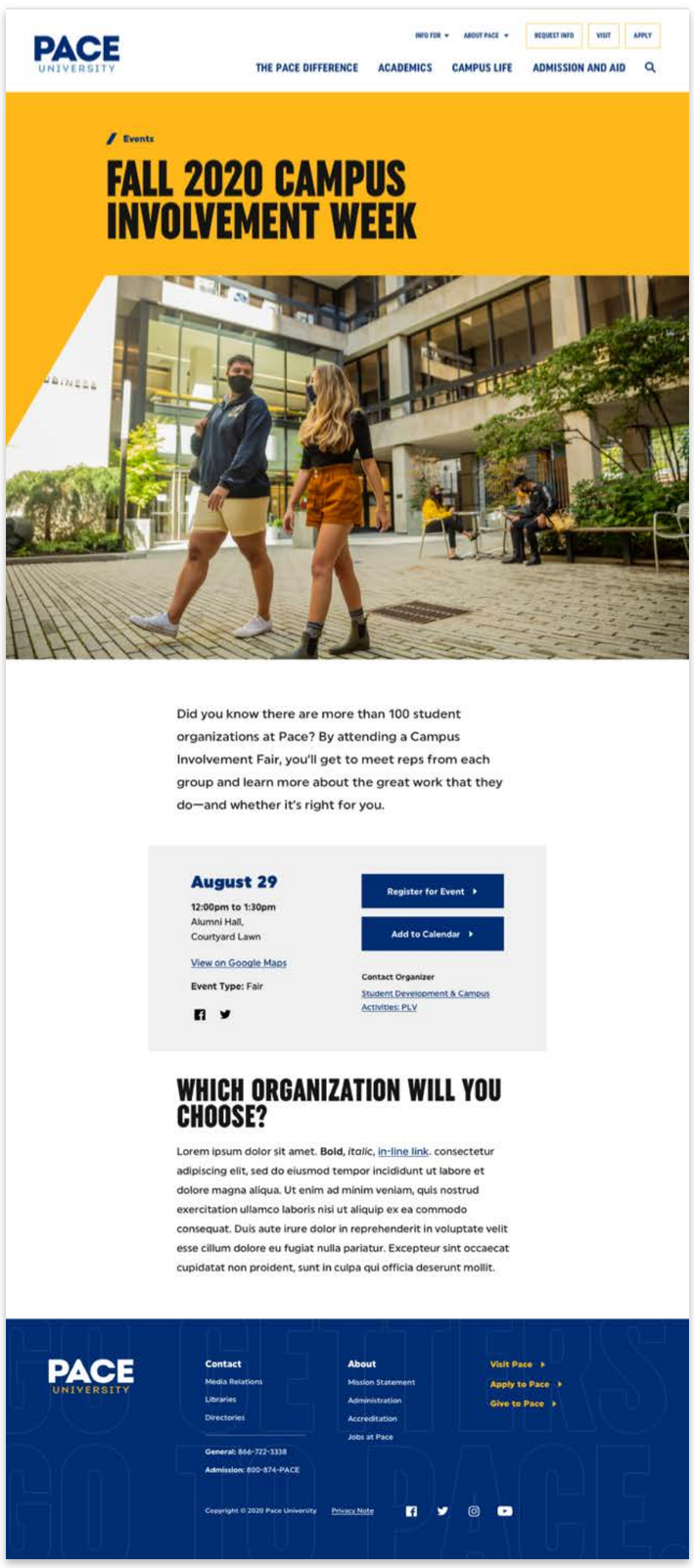


Components Shown:

This template is not assembled of components.

Sample Pages

T10 Event Detail



Components Shown:

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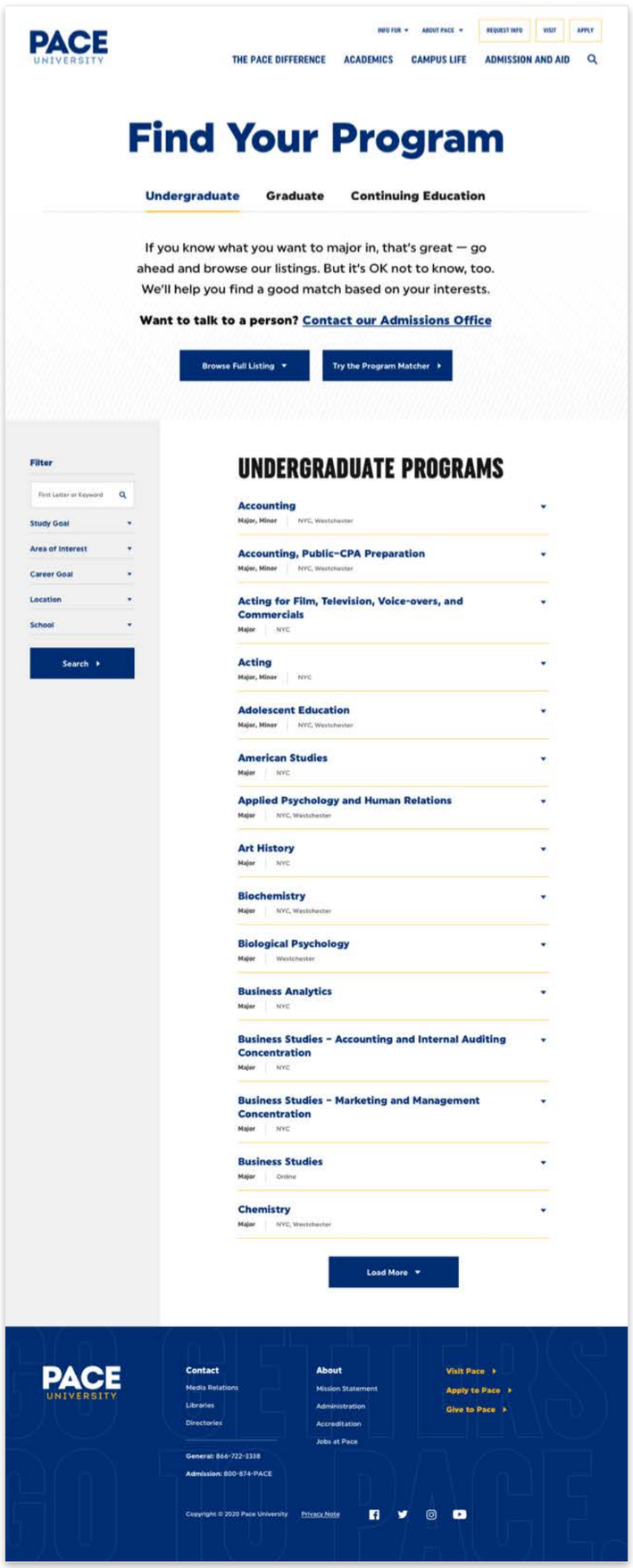
Sample Pages

T11 Find Your Program

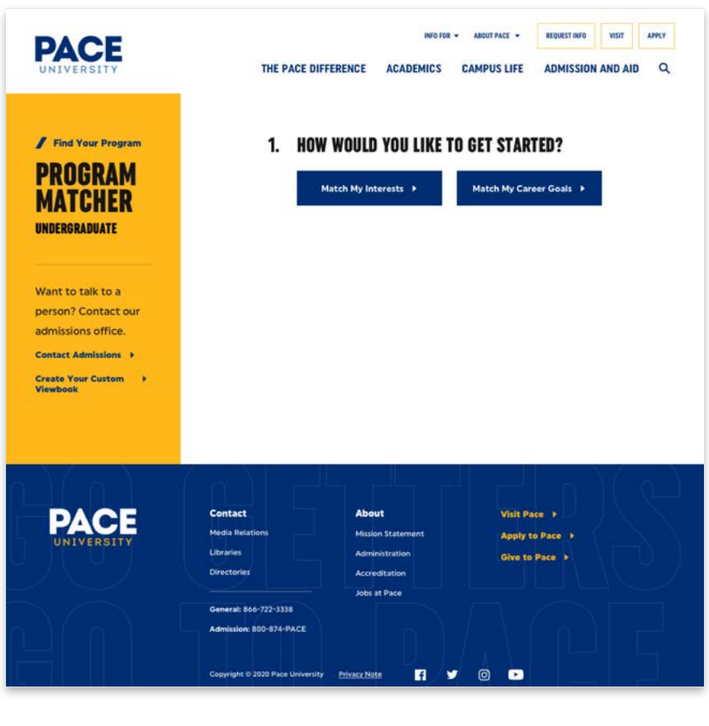


Components Shown:

This template is not assembled of components.

Sample Pages

T12 Program Matcher

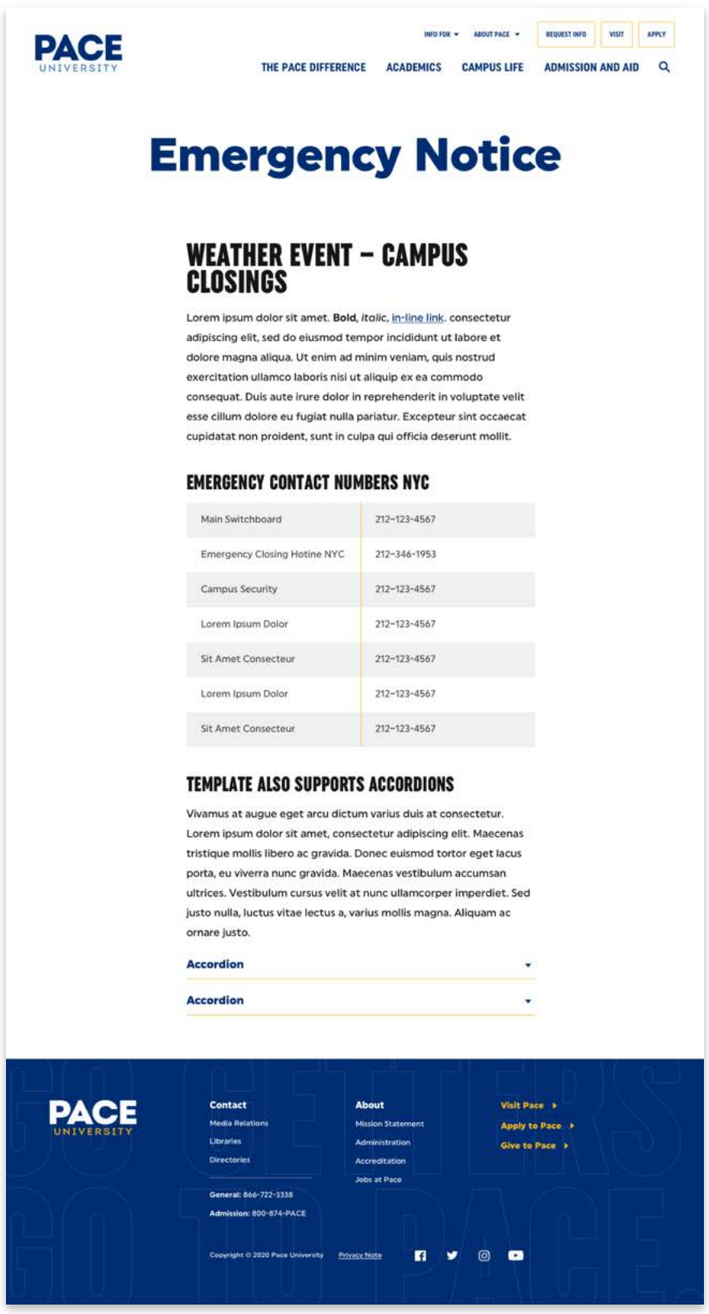


Components Shown:

This template is not assembled of components.

Sample Pages

T13 Utility Page



Components Shown:

Navigation

Text-Only Page Title

Rich Text

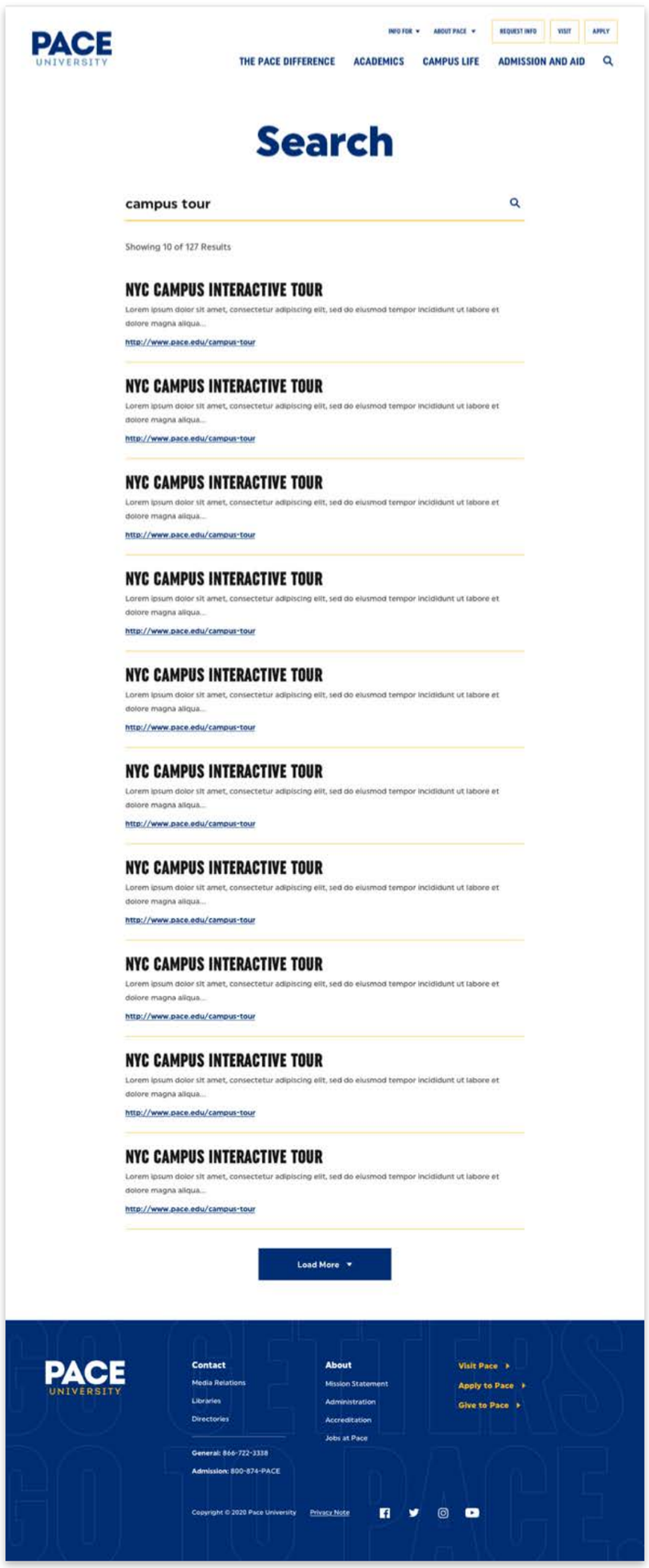
Table

Accordions

Footer

Sample Pages

T14 Search Results

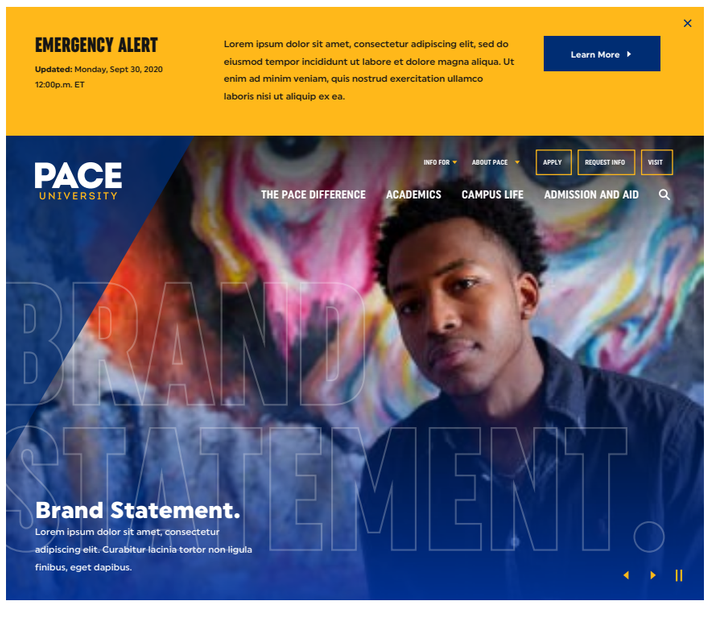


Components Shown:

This page is not assembled of components.

Sample Pages

T15 Emergency Banner



Components Shown:

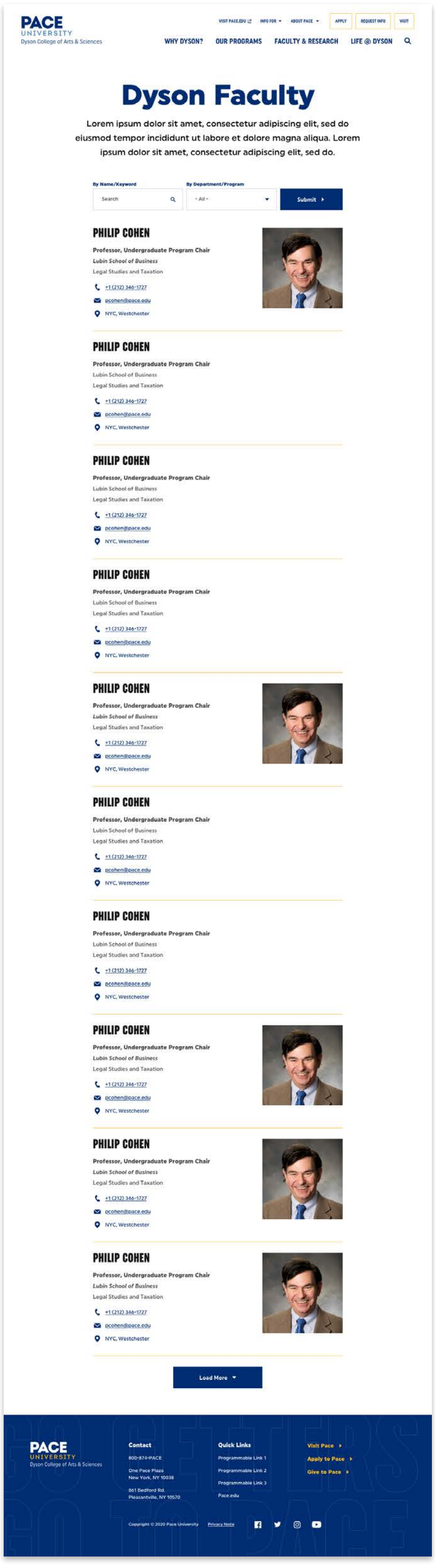
Emergency Banner

Navigation

Homepage Hero

Sample Pages

T16 Faculty Listing

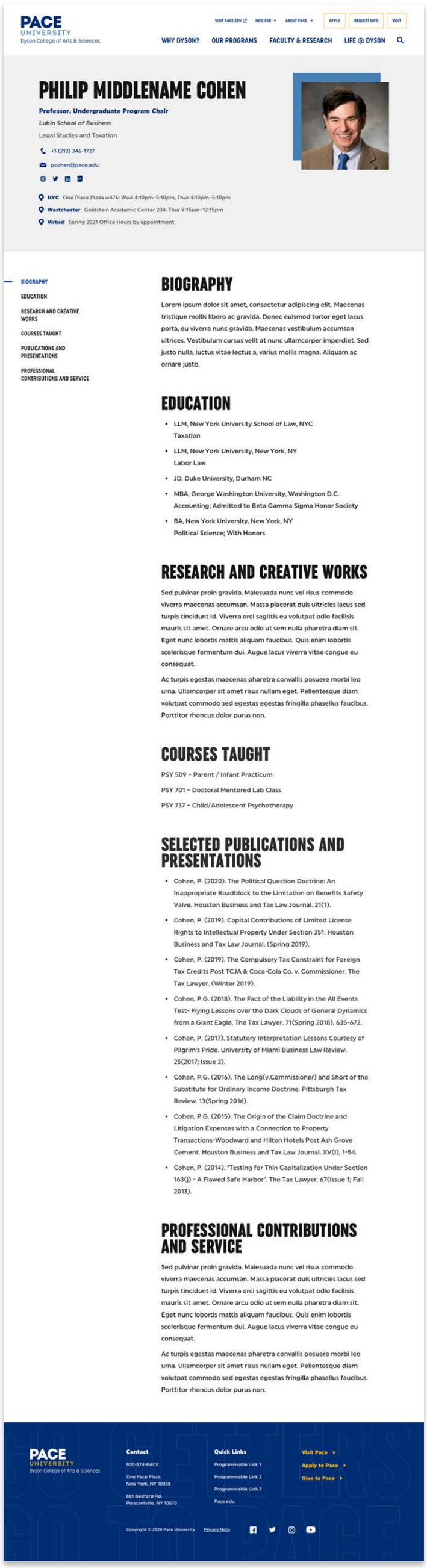


Components Shown:

This page is not assembled of components.

Sample Pages

T17 Profile



Components Shown:

Navigation

Profile Hero

CW Rich Text x6

Footer

Appendix:
Creating Accessible Content

Every Digital Pulp website is built in accordance with WCAG 2.0 Level AA recommendations for Web Accessibility. DP's approach to Accessibility is comprehensive, from strategy to development. Nevertheless, even a well-built site will fail users if its content is not prepared with Accessibility in mind. Ultimately, site editors assume responsibility for producing materials that all of their users can enjoy. This guide is intended to help content managers understand their users' Accessibility needs as described by the WCAG guidelines particular to content creation, and how best to attend to them.

In This Appendix

Guideline 1.1: Text Alternatives

Guideline 1.2: Time-Based Media

Guideline 1.3: Adaptable Content

Guideline 1.4: Distinguishable Content

Guideline 2.3: Seizures

Guideline 2.4: Navigable Content

Guideline 1.1: Text Alternatives

"Provide text alternatives for any non-text content so that it can be changed into other forms people need, such as large print, braille, speech, symbols or simpler language."

View Guideline ▸

What this means for content creators

Non-text content like imagery should have meaningful text alternatives that can be accessed by screen reading software. Purely decorative visual content that is not vital to the comprehension of a site does not require a text alternative.

Alt text should be descriptive but brief, as the most popular screen readers will stop reading alt text aloud after 125 characters. For more information on writing helpful alt text, see external resources below.

For information on video and audio recordings, see Guideline 1.2.

External resources

- Tips for writing useful alt text

Guideline 1.2: Time-Based Media

"Time-based media: Provide alternatives for time-based media."

View Guideline ▸

What this means for content creators

"Time-based media" is any media that has a runtime, like a video or an audio recording. The Success Criteria for this guideline recognize that media may be prerecorded or live but requires captioning or transcription for both. Recorded media that is already a clearly identified alternative to text (for example, a recording of a poet performing their poem alongside its text on a publication's website) is exempt.

Transcripts: A transcript is a textual representation of content separate from the the media it represents–for example, the textual representation of an audio stream that appears below the audio player on a page. Transcripts of audio should clearly indicate who is speaking, and include notes for non-verbal cues like music or other sound effects that provide important context, offset by parentheses, brackets, or otherwise distinguished from the surrounding text. If a doorbell rings in a radio play, a user reading the transcript should be able to clearly identify the stimulus that caused the actors to answer the door. Transcripts are usually most appropriate for audio-only content.

Captions: Captions differ from transcripts in that they are synchronized with their content. This is beneficial to users because they do not need to switch back and forth between video input and a separate transcript. Like transcripts, captions should note non-verbal audio cues that an important to the user's understanding. Captions are usually most appropriate for audio-visual content. Captions may be automatically generated by YouTube or other software (see resources below) but should always be verified by a human being for accuracy and the inclusion of non-verbal cues.

Silent Video: In the same way that still images require meaningful alt text for screen readers, ambient video without any accompanying sound should be accompanied by text that succinctly describes what is presented visually to sighted users.

External resources

- W3C Multimedia Accessibility FAQ
- Why video transcripts alone are not enough for accessibility
- Setting up and editing automatic captioning on YouTube videos
- Enabling captioning on a YouTube LiveStream

Creating Accessible Content

Guideline 1.3: Adaptable Content

"Create content that can be presented in different ways (for example simpler layout) without losing information or structure."

View Guideline ▸

What this means for content creators

Because your website is responsive, and the layout may appear in different configurations on different screen sizes, it is important to consider the dynamic nature of layouts when writing instructional content.

For instance, a button that appears to the right of a paragraph of instructions might appear below that paragraph at a smaller screen size, rendering a desktop-accurate instruction to "click the button to the right" illogical on a mobile phone. Users with impaired vision may also be unable to follow instructions that rely on visual cues.

User interactions should be labeled clearly and concisely to provide context. For instance, a call to action that reads "Next Page" or "Learn More" is more useful than one that simply says "Click Here."

Guideline 1.4: Distinguishable Content

"Make it easier for users to see and hear content including separating foreground from background."

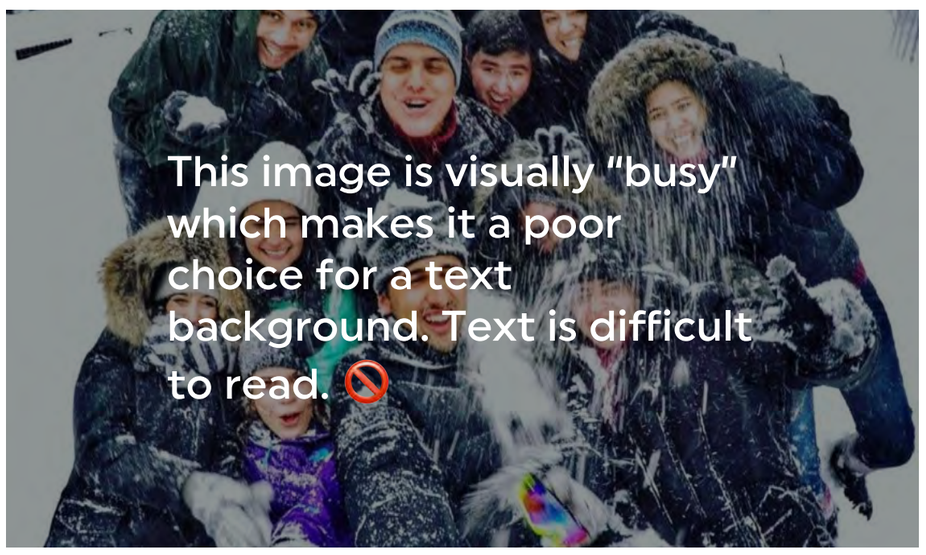
View Guideline ▸

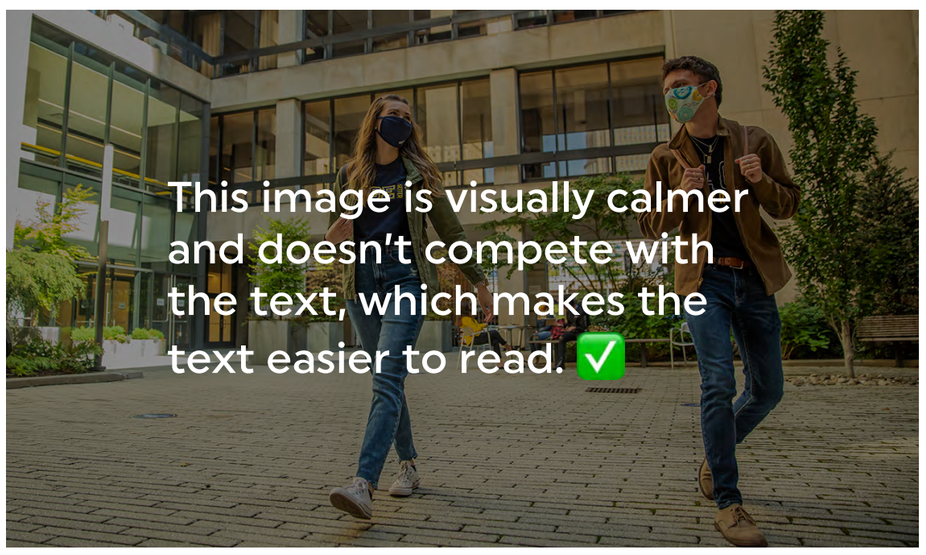
What this means for content creators

This guideline refers primarily to the presentation of text on a site. All type styles on your site have been designed to meet the size and contrast guidelines for text supplied by WCAG 2.0, however there may still be areas where a content creator is responsible for ensuring good separation of foregrounds and backgrounds. The most common scenario is text overlapping an image, such as in a page header where the page title and an image occupy the same space. In such cases, programatically applied overlays will darken images to meet accessible contrast ratios, but page editors still have a role to play in selecting complimentary images.

When selecting an image background, consider:

- How busy or complex is the image? An image with a lot going on, like a photograph of a crowd of people, may produce too much visual noise and compete with the text when used as a background. Images with soft focus or fewer focal points tend to work better. In the examples below, both provide the required contrast ratio between text and its backround needed to be considered accessible, but one is much easier to read.





- How does component you're preparing behave responsively? A face appearing on the right side of the image at a larger screen size could be cropped out or appear behind your text on a smaller device. For best results, refer to component notes and image style chart recommendations in the web style guide.
- Ambient video used as background works best when its movement is smooth and subtle, to avoid distracting from foreground content. See also Guideline 2.3 on avoiding video content that may trigger seizures in certain users.

Continued on following page

Guideline 1.4: Distinguishable Content, continued

When rendering text, creators should keep in mind the following:

- The use of real text is preferable to an image of plain text. Should it be necessary to use an image, WCAG 2.0 requires that the image should always show an equivalent of 14pt text or larger (keeping in mind that images may appear smaller on smaller screens) and that these images should have appropriate alt text indicating their content. These guidelines for sizing do not apply to logos or incidental text that appears in photographs or other imagery, but alt text should still reflect any important context text within imagery may supply. For instance, an image of a street sign where the sign itself is the focus should be clearly described in alt text, but a photograph of a person on a street where signage is visible in the background but does not provide meaningful context does not need to be described.
- The styling of hyperlinks on your site is automatically applied and has been tested for contrast compliance at its default type size. However, when linking text within a paragraph, editors selecting text for in-line links should consider the length of text they choose. Industry best practices for clickable or tappable objects online recommend a minimum target size of 48pt. For an in-line link, this would refer to the pixel width of the linked text itself. This will vary with typeface and size (and the way these facets render across a responsive site), but a good rule of thumb is to always link more than one word. It is easier for a user with limited dexterity to click this link than to click this link.
- Finally, WCAG 2.0 criteria on visual presentation of text specify that, in addition to typographic rules that have already been set by the site design, paragraph text not be justified (as opposed to left aligned) as it becomes difficult for some users to read. Long passages of text that is centered, **bolded**, *italicized*, or WRITTEN IN ALL CAPS should also be avoided in the interest of legibility.

Guideline 2.3: Seizures

"Do not design content in a way that is known to cause seizures."

View Guideline ▸

What this means for content creators

In order to protect users with photosensitivities or epilepsy, nothing on a site should flash rapidly (at a rate of three or more flashes per second), as rapid flashing may trigger seizures in some users. Red flashes should be avoided. This is most applicable to video content, which should be produced in such a way as to be safe for all users. All video content, including ambient video (see below), has been designed for your site with accessible user controls allowing users to pause motion at any time. If video content must include potentially problematic flashing, it should carry an appropriate Content Warning before the video begins.

Ambient video, or decorative video with no audio, used as a design feature postdates the current WCAG guidelines, and as such is not specifically addressed by those guidelines. However, given what WCAG recommends for narrative videos or other animations, and taking into account that ambient video auto-plays upon page load, we recommend the following precautions:

- Ambient video should not flash rapidly at any point.
- Ambient video should be edited so that transitions are smooth and do not cause unintended flashing. This includes the transition from the end of the video back to its beginning, as ambient video typically loops.
- If used as background, ambient video should be produced in accordance with Guideline 1.4. A moment of insufficient contrast between text and an ambient video background may be permissible, but in general, the same rules about contrast and legibility should apply.

For information on video and audio recordings, see Guideline 1.2.

External resources

- More information on epileptic triggers

Guideline 2.4: Navigable Content

"Provide ways to help users navigate, find content, and determine where they are."

View Guideline ▸

What this means for content creators

For editors, Guideline 2.4 primarily relates to giving content meaningful names and context.

- Editors should use the provided title and heading styles to break up long passages of text. Not only will this allow sighted users to more quickly skim content for what they need, but it allows users of assistive technologies like screen reading software to aurally do the same by skipping from one heading to the next to find what they need. For instance, a page on University Admissions that clearly delineates information on financial aid from that about on-campus residential life by using provided text styling options for headings will be more usable for all prospective students.
- When linking away from content by means of an in-line text link, the link's purpose should be self-evident and give a user reasonable expectations of where it might take them. For instance, a user encountering the sentence, "The bus schedule is available online for your convenience," may logically expect that clicking on "the bus schedule" would take them to a page where they can view information on when and where they can catch the bus. "The bus schedule is available online for your convenience" might take the user to the exact same schedule, but the text of the link itself is less indicative of its purpose.

Prepared by

DIGITAL PULP