

Web style guide



Flinders
UNIVERSITY

inspiring achievement

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The information contained in this guide is accurate at time of publication (November 2011).
Flinders University reserves the right to revise any information contained herein as required.
Please check www.flinders.edu.au/webstyle for updates.

“Our brand identity unites the diverse parts of our organisation, providing a common understanding of who we are and our collective aspirations, both within the University and beyond.”

Flinders University Style Guide

1. Introduction

The Flinders University web style is achieved through the provision of website templates and associated style sheets. These templates have been designed and developed to incorporate the Flinders University brand (bold and inspiring), meet user and stakeholder requirements and achieve consistency and standards across the Flinders University website.

The templates and style sheets are administered through the University's content management system (CMS). A section in the guide is provided for software developers who need to apply the web styles to web applications that sit outside of the CMS.

This guide will provide you with a comprehensive and functional understanding of the Flinders web templates - outlining their features, guidelines and standards. A separate *Flinders Web Style Guide - User Guide* provides information for CMS, Publishers and Editors on how to use and access the template features in the CMS.

This guide is a partner document to the *Flinders University Style Guide*. The *Flinders University Style Guide* outlines the brand identity, essence, and architecture on which this web style guide is based.

A *Flinders Web Editorial Guide* is also available to provide guidance for developing web content.

2. Does this Web Style Guide apply to all Flinders University sites?

This web style guide applies to all sites that represent internal wholly-owned Flinders University 'branded house areas' (ie Faculties, Administration areas and Centres and Institutes), as defined in the *Flinders University Style Guide*.

Variations to the standard templates and style sheets can apply to co-brands (that use the content management system) and in specific instances based on the approval of the Marketing and Communications Office. In these instances, the underlying structures still apply.

3. Templates

Flinders University homepage template



The Flinders University homepage template is applied to the Flinders University homepage only.

It includes:

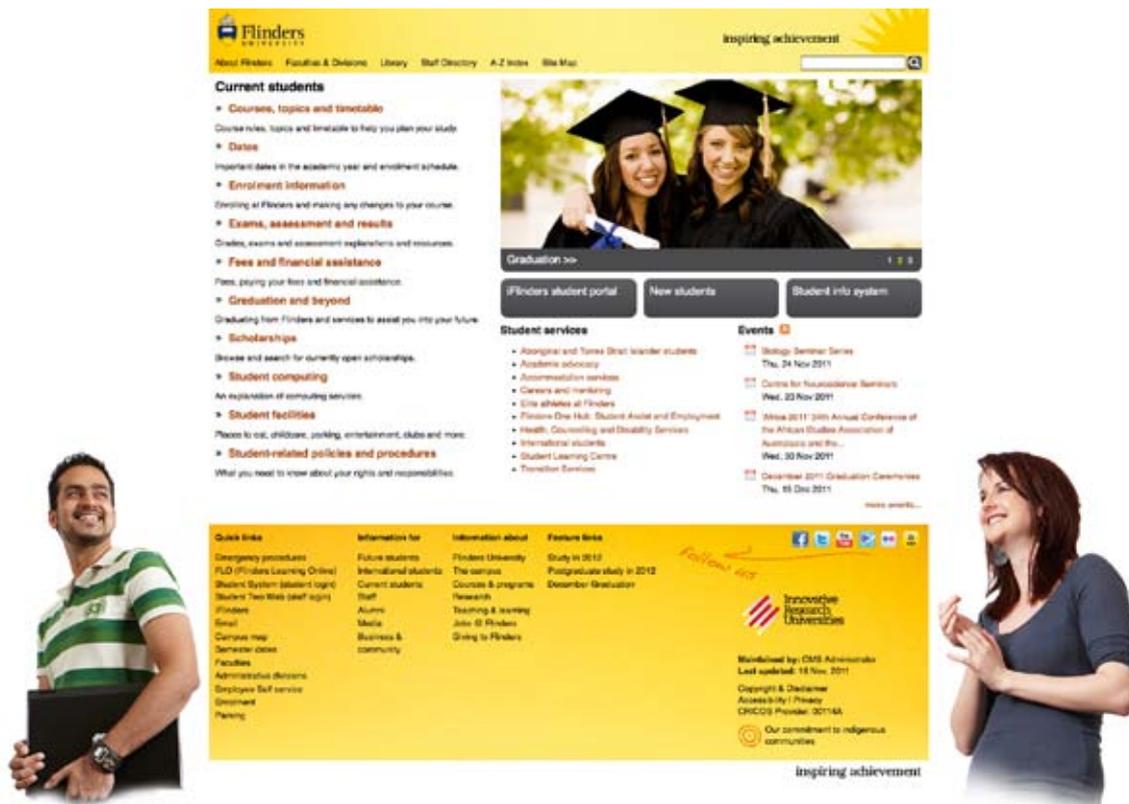
- The top level navigation into the site
- A short description about Flinders University
- The latest news items
- Upcoming events
- Feature promotions
- Slider promotions
- A course search box

The homepage is managed by Online Communications, Marketing and Communications Office.

Feature and slider promotions are based on University-wide promotions and campaigns, messages of strategic significance and profile-making news and events targeted primarily at external audiences – prospective students, business and community. Specific staff and student messages should be promoted on the Staff and Current Students page (and potentially the student portal).

For further advice on how to promote specific initiatives online please contact Online Communications at onlinecomms@flinders.edu.au

Subsite homepage template



The subsite homepage template is applied to the homepages of subsites including:

- Top-level, global-information sites – eg Current students, Courses and programs, Research, etc
- Subsites representing significant support services of the University – eg Health, Counselling and Disability Services, Student Learning Centre, etc
- Faculty, School and Research Centre and Institutes sites (Note: Initial implementation of the subsite homepage template will not include the Research Centre and Institute subsites).

As a general guideline, the template is not applied to small subsites or information based sites, with minimal or no promotional content.

Standard features

Subsite navigation

Subsite navigation always appears on the top left side of the page.

Two styles of navigation can be applied:

- 1 column layout – where each section heading of the subsite is listed along with a link to the top page of that section and a short description of the section.
- 2 column layout – where a list of links is provided.

Where the 2 column layout is applied, a short description of the subsite should be provided above the navigation and after the subsite title. This short description should be limited to 2 sentences and include the essential keywords relating to the subsite. It's purpose is to add some relevant content to the page for search engine optimisation.

Promotional slider/Branded image

The promotional slider or branded image is always applied to the top right of the page. The size of the space is 620 x 250.

Where the promotional slider is used it includes the following elements:

- The image
- A link
- A link description

1 – 4 slider images can be applied, and images can be updated as necessary.

A branded image can be applied to this space, where there is no need to link through to any particular content.

To request a slider/branded image or to have an image uploaded into the content management system send an email to onlinecomms@flinders.edu.au.

Other optional features

A series of other optional containers are provided for the inclusion of promotional content:

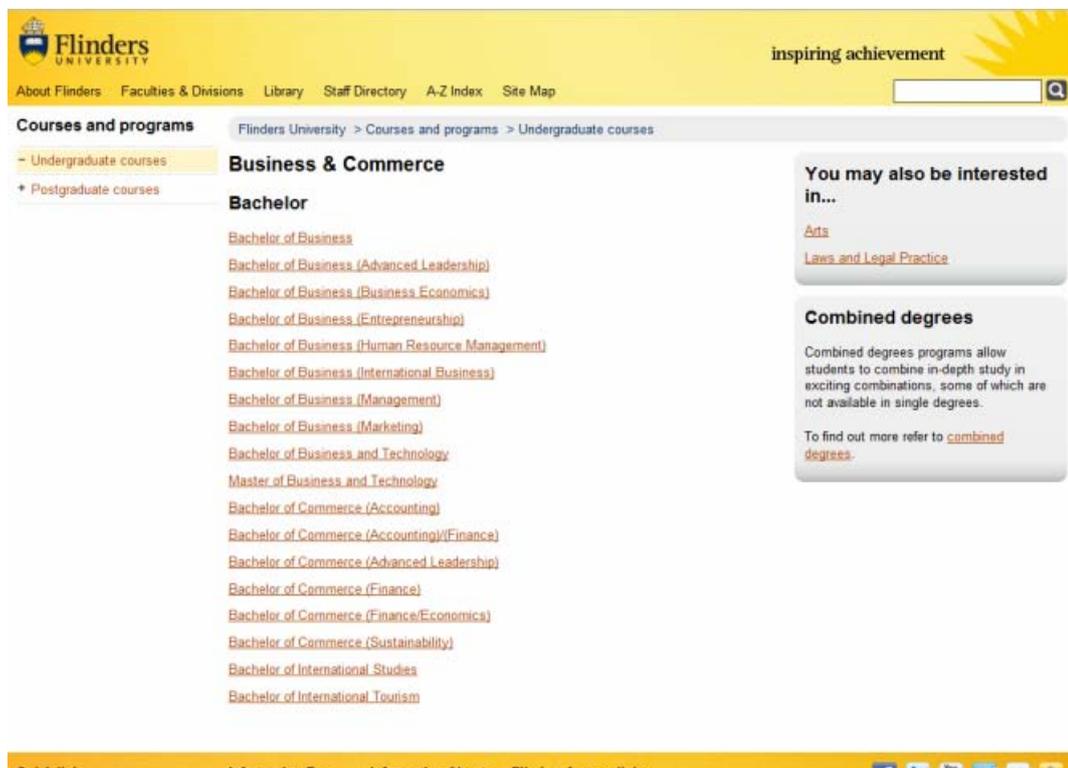
- News feeds
- Events feeds
- Info buttons
- Twitter feeds
- Feature/Quick links
- Feature content
- Etc

Content page templates

3 standard content templates are provided to enable different layout of content web pages.

Refer to the *Flinders Web Style Guide – User Guide* for details of how to use these templates in the content management system.

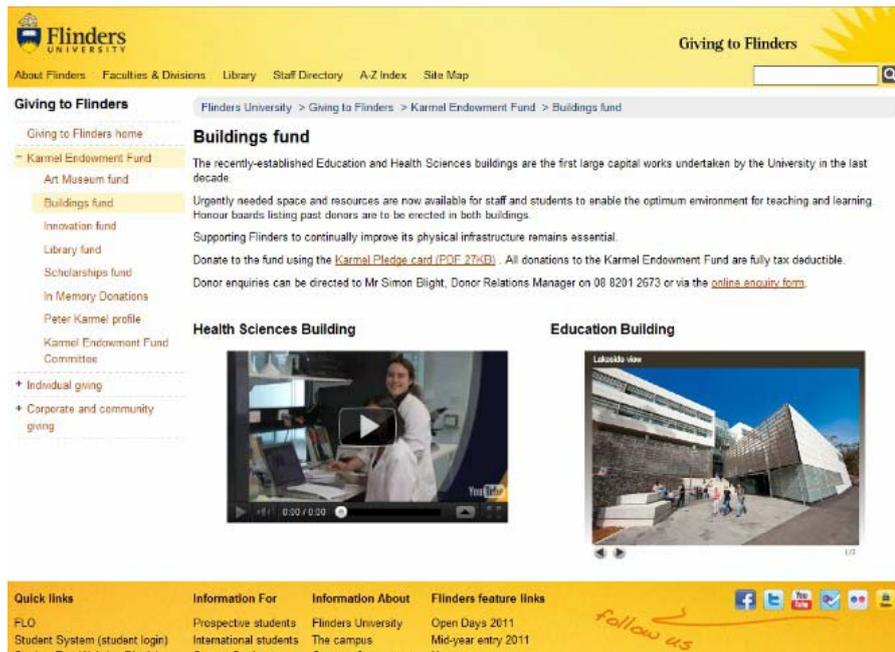
Standard



The screenshot displays the Flinders University website interface. At the top, the Flinders University logo and the tagline 'inspiring achievement' are visible. Below the header, there is a navigation menu with links for 'About Flinders', 'Faculties & Divisions', 'Library', 'Staff Directory', 'A-Z Index', and 'Site Map'. A search bar is located on the right side of the header. The main content area is titled 'Courses and programs' and shows a breadcrumb trail: 'Flinders University > Courses and programs > Undergraduate courses'. The 'Undergraduate courses' section is expanded, showing a list of 'Business & Commerce' programs. The 'Bachelor' section lists various degrees such as 'Bachelor of Business', 'Bachelor of Business (Advanced Leadership)', 'Bachelor of Business (Business Economics)', 'Bachelor of Business (Entrepreneurship)', 'Bachelor of Business (Human Resource Management)', 'Bachelor of Business (International Business)', 'Bachelor of Business (Management)', 'Bachelor of Business (Marketing)', 'Bachelor of Business and Technology', 'Master of Business and Technology', 'Bachelor of Commerce (Accounting)', 'Bachelor of Commerce (Accounting)(Finance)', 'Bachelor of Commerce (Advanced Leadership)', 'Bachelor of Commerce (Finance)', 'Bachelor of Commerce (Finance/Economics)', 'Bachelor of Commerce (Sustainability)', 'Bachelor of International Studies', and 'Bachelor of International Tourism'. On the right side, there are two sidebars. The first sidebar is titled 'You may also be interested in...' and contains links for 'Arts' and 'Law and Legal Practice'. The second sidebar is titled 'Combined degrees' and contains text explaining that combined degrees programs allow students to combine in-depth study in exciting combinations, some of which are not available in single degrees. It also includes a link to 'To find out more refer to combined degrees'.

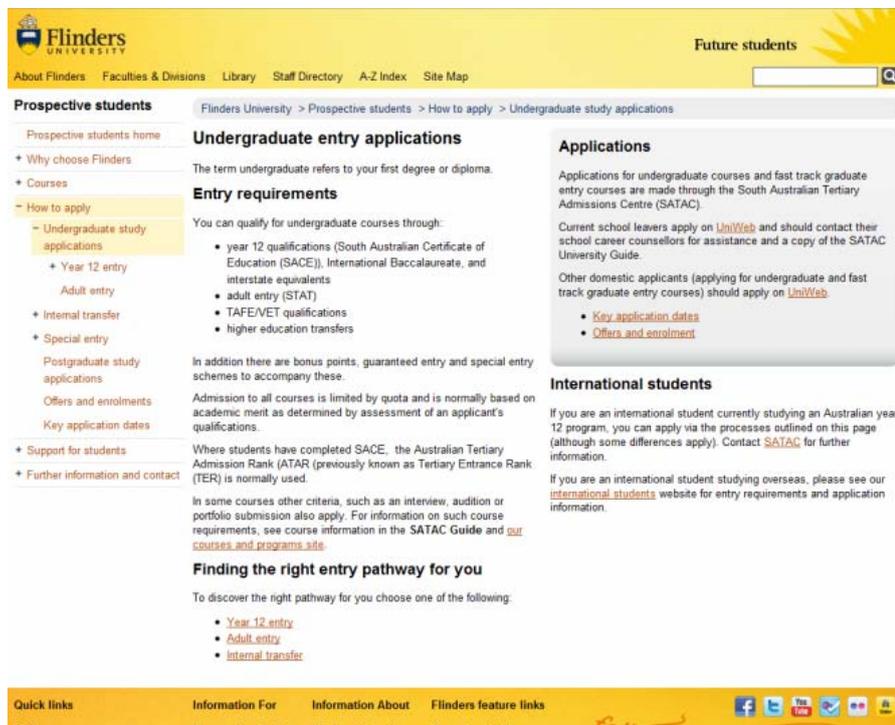
The standard template is the most frequently used and most frequently applicable content template. It includes a main content area and the option for up to 2 feature content boxes.

2 pillars



The 2 pillars template includes a content block running across the width of the page followed by 2 additional content blocks (of equal width) arranged as columns.

4 grid



The 4 grid template allows for up to 4 content blocks of equal width. The use of each content block is optional. It can, therefore, be used to create a 2 column layout.

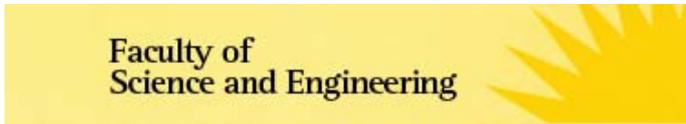
In the example screenshot above 3 of the 4 available content blocks have been applied.

Template features

Fixed width layout

The templates are a fixed width layout of 1060 pixels.

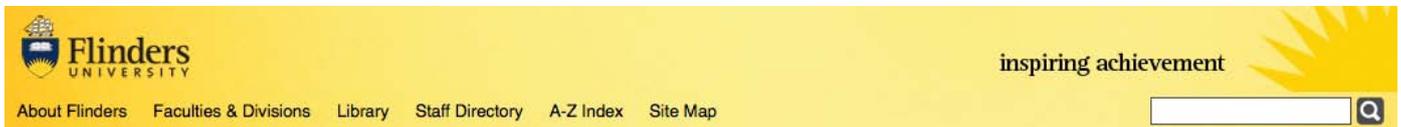
Banner - Subsite title



The subsite title appears in the top right corner of the header. This is a graphic image that uses Flinders University's branded promotional font.

The subsite title is supplied by Online Communications. To request a subsite title send an email to onlinecomms@flinders.edu.au.

Standard header



This standard header is a global navigation feature and applies to all templates. The only variation in the standard header is the inclusion of the relevant banner-subsite title.

Standard footer



The standard footer is a global navigation feature and applies to all templates.

It includes:

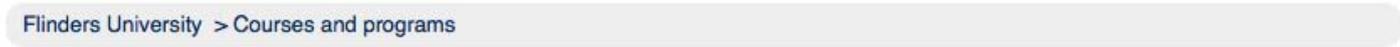
- Quicklinks
- The top level navigation structure
- Feature links
- Links to the main Flinders University social media accounts
- A link to a statement about the University's indigenous initiatives
- A link to Innovative Research Universities
- Web site and page details: Copyright & disclaimer; CRICOS Provider Number; 'Maintained by' and 'Page last updated details'

Side navigation



Side navigation is a local navigation feature that is applied to all content pages.

Breadcrumbs



Breadcrumbs are a useful navigation device in a large website as an indication to visitors of where they are in the site structure. Breadcrumbs appear in all content page templates.

Branded hero shots



The branded hero shots are applied as background images to the outside border of the web pages. They are only visible on large desktop screens.

The branded hero shots are applied by Online Communications, Marketing and Communications Office and are based on the broader Flinders University brand creative.

The following general rules apply:

- The standard branded hero shots are switched off by default and are only applied to major sections of the Flinders University website.
- A standard branded hero shot (as per the Flinders University homepage) applies to Uni-wide/global information subsites – eg News, About Flinders, Research, Teaching and learning, etc.
- Variations apply to the main audience-based entry subsites (eg Current students, International students) and those associated with off-line marketing material (eg Courses and programs, campaign sites).
- Faculty and School branded hero shots will be based on those applied to the undergraduate course brochures.
- Corporate information/services subsites will stay with the default – no branded hero shot.

Other standard features available

News feed

News



The true story of Australia's POWs in Europe

Australian prisoners of war in Europe did not sit around planning their escape as film and TV commonly portray them.

Instead many were treated cruelly and a few even found themselves in concentration camps, a new book by a Flinders historian has revealed.

- [ALTC Citations a ringing endorsement of teaching at Flinders](#)
- [Flinders research to improve aged care, safety on the road and at work](#)

[more news...](#)

The news feed is generated from the Flinders News blog. The feed published can be based on the specific categories in the blog and therefore present stories that specifically relate to a Faculty or School or an area of the University's focus (eg Research).

The option to provide news feeds from other blogs or aggregate feeds from a combination of sources is available. For assistance contact Online Communications at onlinecomms@flinders.edu.au

Events feed

Events

 [Botanical Publications from Flinders' Investigator Voyage](#)
Wed, 13 Jul 2011 10:29am

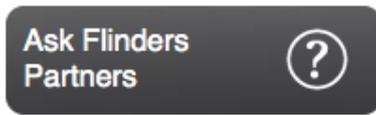
 [Hermannsburg: echoes in the landscape](#)
Thu, 25 Jul 2011 10:29am

 [Intangibles in Terra Australis](#)
Mon, 20 Aug 2011 10:29am

[more events...](#)

The events feed is generated by the Flinders events calendar. The feed published can be based on audience (eg students), categories (conference, exhibitions) or organisation (Faculty, School).

Info buttons



Info buttons can be used to highlight key areas of content.

These are based on the Flinders University brand and have been tested for colour contrast. No other variations can be applied.

4. Style sheets

Font

The standard fonts applied to the style sheets are:

- Heading 1: Helvetica, 20px
- Heading 2: Helvetica 18px
- Heading 3: Helvetica 16px
- Body text: Helvetica 13px
- Side navigation: Helvetica, 13px
- Banner headings: Rotis Serif, 14pt (transparent png)
- Promotional buttons and slider text: Helvetica, 16px

These are based on the Flinders University brand and no other variations can be applied.

Font colour

The font colours applied to the style sheets are:

- Body text: Black #000000
- Links: Ocher #A94807
- Roll Over: Navy Blue #002F60

These are based on the Flinders University brand and no other variations can be applied.

Gradient colour

A grey gradient background can be applied behind content blocks.

This is based on the Flinders University brand and no other variations can be applied.

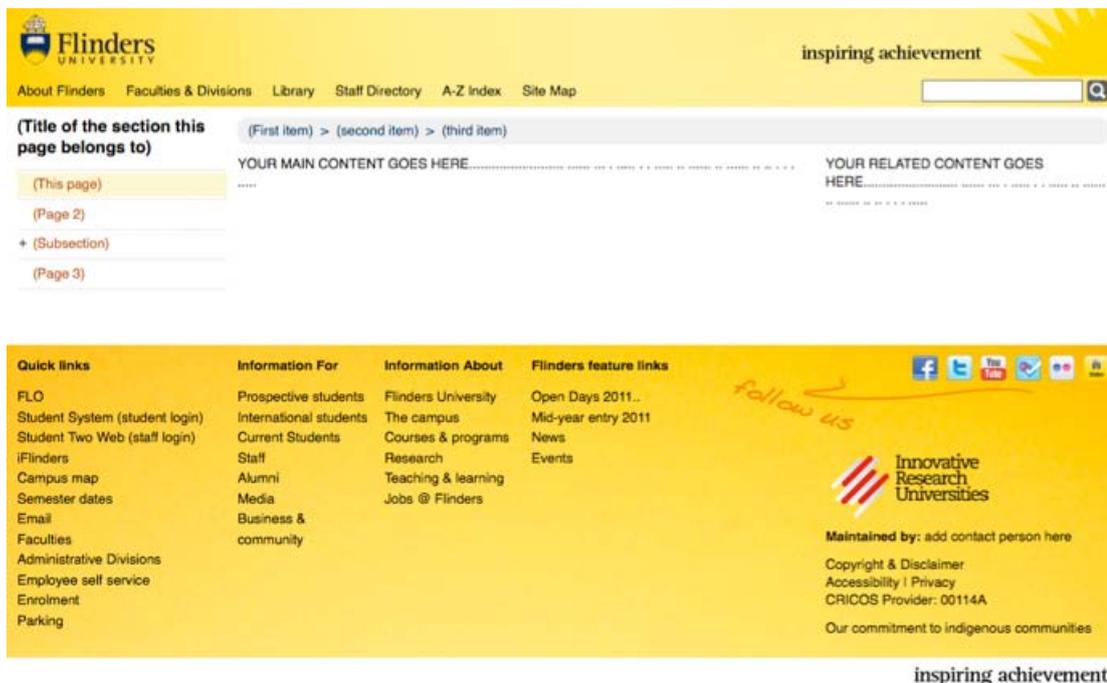
8. Guidelines for web applications

It is recommended that Online Communications be contacted prior to implementing any template changes to web applications. We can provide assistance and recommendations for the best method of implementing/modifying the template for the needs of the application.

The following guidelines are provided for software developers in order to implement the web style standards to Flinders University web applications.

1. If a web application presents content/data in a standard web page format with no secure log-in required (eg staff pages, staff directory, media expertise guide, credit transfer database, private accommodation database), the application should use all elements of the template.

The layout of the content may vary to the standard content templates outlined in this web style guide in order to accommodate the features of the content and/or the functionality of the application (see screenshot below).



Summary of skeletons available for download:

- Skeleton-standard: (<http://www.flinders.edu.au/cms-templates/external/skeletons/skeleton-standard.html>)
- Skeleton-4grid: (<http://www.flinders.edu.au/cms-templates/external/skeletons/skeleton-4grid.html>)
- Skeleton-2pillars: (<http://www.flinders.edu.au/cms-templates/external/skeletons/skeleton-2pillars.html>)
- Skeleton-3pillars: (<http://www.flinders.edu.au/cms-templates/external/skeletons/skeleton-3pillars.html>)
- Skeleton-no-nav: (<http://www.flinders.edu.au/cms-templates/external/skeletons/skeleton-no-nav.html>)

Guidelines for using these skeleton templates are available at:

http://www.flinders.edu.au/MACO_files/documents/webstyle/Flindersskeletontemplates.doc

2. If a web application requires a secure log-in, the global navigation elements in the standard header and footer should not be applied after log-in. Including the standard header and footer at the log-in page – as per instructions above - would be preferred if possible.

In this case the following elements are required:

- The use of the alternative header (see below).
- The use of the alternative footer (see below), where possible.
- The standard use of the CSS - for elements such as link colour, fonts, etc.
- The use of colours on the brand palette for other elements in a manner that is consistent with the styles as outlined in this guide.

The layout of the content may vary to the standard content templates outlined in this web style guide in order to accommodate the features of the content and/or the functionality of the application.

The aim is to apply the web styles outlined in this guide as widely as possible, taking into account:

- the level of customisation that can be achieved with the application
- the impact on the usability of the application
- the impact on maintenance and extra work when upgrades are required.

The use of the alternative header and footer are outlined below. However, to effectively apply these elements you will need to contact Online Communications at onlinecomms@flinders.edu.au.

2.1 Alternative header

The alternative header is applied to web applications post secure log-in. The banner is fixed to 1060px wide.



The alternative header does not include:

- General site search
- Global navigation elements

Guidelines:

- The banner includes the Flinders University logo and the name of the application. Other application details can also appear in the form of web text (eg log-in details, etc).
- The logo can be referenced here:
http://www.flinders.edu.au/flinders/app_templates/flinderstemplates/images/flinders_logo.png
- The background image used can be referenced here:
http://www.flinders.edu.au/flinders/app_templates/flinderstemplates/images/header_bg.jpg
- The application name appears next to the Flinders University logo and must use the University's promotional font. (Contact Online Communications at onlinecomms@flinders.edu.au to develop the graphic for you).
- Web text should not be placed over the sun. Where this is unavoidable (due to constraints in the level of customisation the application allows), the sun will need to be removed from the banner.
- The preferred height of the banner is 65 px. The height can vary in circumstances where the application does not allow you to customise this feature. Where the height of the banner is greater than 65 px, the vertical version of the Flinders University logo will be applied. Where the height of the banner is less than 65 px, the horizontal version of the Flinders University logo will be applied.
- The banner can be fixed width or fluid depending on the function of the application. The header example above is a guide for fixed width applications. Fluid applications will require a modification to the header. Please contact Online Communications at onlinecomms@flinders.edu.au.

2.2 Alternative footer



The alternative footer is setup for a fixed width layout of 1060px and should be applied to applications post secure log-in. Where the application does not allow for a footer– this does not need to be applied.

The standard elements:

- 'inspiring achievement' graphic.
http://www.flinders.edu.au/flinders/app_templates/flinderstemplates/images/inspiring_achievement_footer.png
- CRICOS code.
- Gradient background.
http://www.flinders.edu.au/flinders/app_templates/flinderstemplates/images/footer_app_bg.jpg

Where this footer cannot be applied due to constraints in the level of customisation, Online Communications will provide other alternatives.

6. Ongoing developments

We are committed to a process of continuous improvements to our templates. These developments will be based on:

- responding to updates to the Flinders University brand
- responding to new industry and technology developments and standards
- responding to changes in user behaviour
- implementing improvements to usability and accessibility
- improvements and updates that will have University-wide benefits.

All developments will need to fit within the underlying structure of the templates. Where these structures are no longer meeting a range of requirements, they will be reviewed.

To make a suggestion please send us an email at onlinecomms@flinders.edu.au