

**Internet  
Guidelines  
for Canisius College**

## **Introduction**

This document, published by the Canisius College Office of Web Services, is a guide to helping Web page creators and designers create content and Web pages.

For specific issues relating to spelling and grammar usage, please refer to the Canisius College Stylebook. For official guidelines on institutional logo usage, including Athletics Department logos, please refer to the section on Graphic Standards.

## **Access**

Access to the college's Web tool can be made via <http://www.canisius.edu/wizard>

Access is only available through a PC using Internet Explorer 5.5 or higher. For a username and password, please contact the Office of Web Services.

## **Template Usage Policy**

To help insure a consistency in design and navigation on the Canisius Web site, templates have been developed for use by all departments.

Any pages that promote Canisius College programs or departments must use the templates and content management tool provided. The content management tool features a user-friendly method to update content, place images and create department or Canisius-related pages. Printed copies of the available templates can be found on pages 16 and 17.

Templates provided by the Office of Web Services may not be altered without the consent of the Director of Web Services. This includes logo placement, colors and navigation elements.

## **Content Guidelines**

### **Check Spelling/Grammar**

Correct spelling and the proper adherence to the standard rules of grammar are essential to creating effective Web pages. Many readers will judge the credibility of an organization or a person by what they say and how they say it.

Content should adhere to universal spelling and grammar rules. It is suggested to have one other person carefully review and proofread Web pages for typos and proper grammar usage. Proper grammar usage includes not using slang or region-specific words and phrases.

### **Keep it short and simple**

Many Web users do not read every word they see on-line. Just like newspapers or magazines, readers scan pages looking at pictures, headlines and keywords. Therefore, it is suggested to keep content short, simple and to the point, emphasizing content with attention-grabbing headlines, bold words and good pictures. Too many words or too long of a Web page will scare many readers away. Also, overly long pages with many photos will take those with old computers and slow modem connections a long time to access.

For longer documents, the following tips are suggested:

### **Subheadings**

Break the Web page into sections by using headings and/or subheadings to summarize what each section is about. Many times, users are only looking for a specific piece of information or topic. Headings can help shorten the time a reader needs to spend looking for what they want.

### **Bulleted lists**

A great way to help readers scan pages is by bullet pointed lists. Bulleted lists help readers scan Web pages as they are more likely to read a list in bullet point form than in block paragraph form.

### **Page jumps**

Long documents can also be easily navigated through page jumps, which are internal links in a Web page. The jumps are normally placed at the top of the page and can mirror headings or section breaks. In long documents, it is recommended to put an internal link back to the top of the page so readers can easily get back to where they started.

## **Adobe Acrobat**

A great way to post official documents and forms on the Internet is preparing them in a .PDF version viewable through Adobe Acrobat. PDFs keep the look of the original printed document, they are accessible by all computers, the “Reader” software is free from Adobe, and the viewer cannot alter the documents.

## **Other Tips**

### **Align left**

The natural tendency for most people is to read a page from left to right. When placing content, align text on the left. Centering and right aligning text are acceptable in certain instances to help create an affect (added white space).

### **Scrolling**

Internet users are used to scrolling up and down pages. In fact, many mice have a knob in between the left and right click buttons that allow users to scroll pages.

Any pages with text or images that force a user to scroll left or right will be adjusted by the Office of Web Services to fit to a screen resolution of 800 x 600.

### **Bold/italicize**

Bolding and italicizing certain words, phrases or ideas can add to the scanability of Web pages and also help emphasize key content points. However, too much bolding can turn readers off just as quickly.

## **Text color**

Black text on a white background works the best. However, if a colored page background is desired, please be mindful of users with visual impairments and stay away from white text or light colored text on black or very dark backgrounds.

## **Typefaces**

For the Canisius Web site, Verdana is the standard typeface for body copy. Pages submitted for publishing through the Web tool not using this typeface will have the typeface adjusted to Verdana.

## **The Web is Worldwide**

As the Internet is called the World Wide Web, people of all sorts of backgrounds, languages, religions and ethnicities can access Canisius pages. Please stay away from English slang or region specific sayings or words. Also, please do not include information that is meant for select or internal audiences only – if it’s on the Web site, everyone will be able to see it.

## **Keep Content Current**

Many Internet users are looking for current information. Since information rapidly changes, it is recommended that content is regularly updated. The Office of Web Services advises that each department review and update at least once a month.

## **Contact Information**

Although a department Web site may be comprehensive, some people may still have questions about the content.

Each page contains a footer with contact information including the department’s mailing address, building location, phone number and E-mail address.

A basic contact form is also recommended. Since the campus Web tool does not have a form builder in it, please contact the Office of Web Services to have one built if it is needed.

## **Images**

Images are contained in all pages in the Image Banner area and are also recommended for placement in body content. Some suggestions:

### **Keep images small in size and number**

Large images, in both dimension and byte size, can keep visitors from accessing content quickly and efficiently. The larger the dimensions of an image, the longer it will take a visitor to a site to load the page. Please keep images as compact as possible – feel free to contact the Office of Web Services for assistance with images.

As a rule, keep the total byte size of images to 60kb or under. Images within the main content area should be no wider than 500 pixels.

**ALT tags** - ALT tags allow Web surfers who have their graphics turned off in their Web browsers to see what an image might be. Also, for users with slow computers and Internet connections, ALT tags will show up first while the graphic loads.

ALT tags will also be read aloud to anyone using a text reader.

### **\* Image Content**

Images should help explain content and/or support it. Pictures should be taken in focus and well-lit with proper contrast. The best images of people are taken in focus, with everyone looking at the camera and smiling with natural expressions.

### **New technology**

Internet technology changes rapidly. New programming languages and tools allow for more flexibility with Web design. It generally takes Web users and Web browsers time to catch up with new updates of their software. When thinking about “bells and whistles” such as animation, video and dynamic content, keep in mind that many people lag behind new technology.

Keeping it simple with text and pictures is the best way to make sure everyone can effectively access information. A Web site should not be solely built on graphics, animation or unique scripting languages.

### **Navigation**

Navigation elements are standardized across the Canisius Web site. Department navigation is contained in the left hand column of every page including text and image callouts.

There are various routes to take with Web site navigation. One way is putting all links to a site on all pages. Another is a funnel approach. The Office of Web Services works with each department to design navigation that is most appropriate.

Site wide navigation at the top of each page and near the bottom footer of each page is standardized and cannot be altered.

### **Search Engine Optimization**

In addition to page content, most search engines also look at page titles, META keywords, and META descriptions. These can all be added and edited in Step 5 of the campus Web tool. Please do not repeat the same exact keywords or descriptions in these fields. For assistance with determining what words and phrases may be best appropriate, please contact the Office of Web Services for assistance.

### **Questions/Comments**

For questions or comments on this document, or for more information on the Web site or the templates and how to use them, please contact:

**Chuck Pustelnik**  
**Director of Web Services**  
**888-2636**  
**pustelnc@canisius.edu**

The following is a basic listing of colors used in the Canisius website. This is not a comprehensive listing, but rather covers the major elements on the site.

<b>Color</b>	<b>Hex Code</b>
Blue	#052f53
Gold	#f0af03
Orange	#e17e1e
Silver/Gray	#efeeea

# IMAGE BANNER

- Link 1
- Link 2
- Link 3
- Link 4

# TEXT BANNER

High Content Layout

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BLUE  
CALLOUT

GOLD  
CALLOUT

WHITE  
CALLOUT →

 [SEARCH >](#)[ASK US](#) | [ABOUT](#) | [CALENDAR](#) | [SITE MAP](#) | [CAMPUS DIRECTORY](#) | [LIBRARY](#) | [HOME](#)

# IMAGE BANNER

# TEXT BANNER

# RIGHT SQUARE IMAGE

- Link 1
- Link 2
- Link 3
- Link 4

Low Content Layout

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BLUE  
CALLOUT

GOLD  
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WHITE  
CALLOUT →

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