UWC Websites Style Guide

Headings
• Don’t add extra styles to headings (bold, all caps, underline, italic)
• Avoid special spacing except where needed (indent, centering)
• **Only** use headings for organizing content into sections on a page, not for drawing attention to text. This is an accessibility requirement.
• Follow proper nesting order (always start with heading 2 for your main section(s); don’t skip heading sizes - only use heading 4 if it’s starting a sub-section within a section that starts with a heading 3) Ask [webmaster@uwc.edu](mailto:webmaster@uwc.edu) if you are unsure or have questions.

Normal/Paragraph Text
• Don’t use underline style for plain text except when formatting publication references, or when using it in a writing style guide.
• If you need to draw attention to something important, use indentation, bold, or italics. You may use all caps, but VERY sparingly and not for an entire sentence. Another option is to use a heading that says “Special Announcement” or “Important Note” and then type the announcement in paragraph text below the heading.
• Only type one space between sentences in your text: adding two spaces is a now archaic format from the manual typewriter days when two spaces were required because of monospacing typeset. Adding two spaces between sentences adds unnecessary extra coding on web pages and should be avoided. To remove the extra coding if the text on the web page already has 2 spaces, delete both spaces and then add one space.
• When copying content from a file or web page into a Drupal page (ex: "meet our community" profile, content block/widget, bio page, news item or event description), you must first click the "paste from word" icon in the toolbar, and then paste your copy into the pop-up window. Then click “insert” to copy the content into your target location. After copying the content, you may additionally need to select all of the text and then click the eraser icon. This will remove additional code that mucks up the content in visible and invisible ways. After using the eraser function, you may need to re-format any bolded or italicized text.

Webpage and Document Links
• Never use link text that says “click here” or “here” or “more” and so on...
• Always set links to open in a new window (target = blank) when they take visitors away from your site.
• When linking to a page within the site, use the **relative** URL path: everything after the “edu” including the first forward slash.

• Links to documents and web pages must be descriptive, not generic. Use event or publication dates, web page titles, organization/institution/company names, document titles, etc. Good examples: “Veterans Affairs website” “August 13 preview event registration” “Facility Use Guidelines” “festival entry form” “so-and-so’s study skills tips”

• Multiple links on the same page must have unique text (for example: not simply “register” each time, but “register for XX” and “register for YY”)

This is BAD for accessibility:

**Beginning Watercolor**

*Instructor, Joyce Easley*

Explore the beauty of watercolor and lose yourself in the flow of the creative process! Gain knowledge and insights on how to control and maneuver watercolor paints. Use tips and techniques to paint your own photographs or the ones provided by the instructor. Beginners welcome! *Supplies required*

*Wed, Feb 25-Apr 2, 5:30pm-8:00pm, $139*  
*Register after Feb 12, $154*

**NEW! Watercolor & Mixed Media – Great for Youth Beginners!**

*Instructor, Joseph Mitchell*

This class will explore the enjoyment of watercolor with no prior art skills required. Students will learn a variety of watercolor techniques necessary to achieve desired results. Mixed media refers to art areas not usually associated with watercolor painting like ink, acrylics, wax resist, crayons, and various types of glue. *Supplies required*

*Thurs. Mar 6-May 8, 6:00pm-7:30pm, $109*  
*Register after Feb 20, $124*

This is GOOD for accessibility:
Images (Slideshows, Widgets and Page Content)

- Only use photos or graphics designed/taken/owned by UWC staff unless you have express permission to use it. Credit the photo when taken by non-staff.
- Avoid thumbnail images of printed publications whenever the text is too small to read with the naked eye. Instead, use graphic elements or cropped images from the publication.
- Always include a brief description of the image content in the "alt text" or "description" field. This makes the image accessible to screen readers that assist visitors with visual impairments. It is both good practice and a legal requirement.

Homepage Slideshow Titles & Captions

- Don’t add extra styles (bold, all caps, underline, italic)
- Keep ‘em short & make ‘em punchy: this is your chance to show prospective students why they should come and how easy it is to get in.
- Make sure the combination of title and caption is short enough so that the “Read More” link shows up with some space underneath.
- There’s no need to include links in the caption text. The image, title and “read more” all link to the page it promotes. Adding links into the caption is distracting.
Homepage Custom Content Widgets

- You may edit the title as needed.
- Only promote a single topic at a time in each custom widget (avoid using it for a list of announcements/links that just make eyes glaze over with too many options): drive the user to a single place in the site.

Tabbed Landing Page Slideshows

- Keep the titles short to avoid breaking the tab layout.
- Feel free to link text in the caption (but only once, as the caption should be promoting a single topic).

Tables

- Tables must only be used for tabulating data, never for organizing content on a page (this is an accessibility requirement).
- Tables must be built from scratch: do not copy and paste a table from another source.
- All tables must have a caption field that briefly describes the table content.
- All tables must have a header row; each heading must be set to have scope over its column.
- Data within the table must be entered manually into each cell.
- Please contact webmaster@uwc.edu for assistance if you are going to be creating new tables.