



## Web Style Guide

### ABC

#### Academic Degrees

BS, MA or Ph.D.

associates, bachelor's, master's

#### Advisor vs. Adviser

Advisor: academic context

Adviser: admissions

#### Alignment

Always left-aligned, not center or right.

#### Alumni

Alumna/ae (female graduate/plural)

Alumnus/i (male graduate/plural)

Alum (informal)

#### And

No ampersands (&) unless in a trademarked name.

#### Bullets

If content is not sequential, use bullets.

#### Capitals

Never use all capital letters.

#### Colored Text

Colored text, including gray, cannot be used according to web accessibility standards.

#### Commas

No commas before "and" unless the items in the list are several words long.

Examples:

I went to the store to buy chocolate, coconut and milk.

I thought I saw a dog covered in chocolate, three little girls in dresses juggling cherries, and a cat wearing glasses drinking tea.

#### Cut/Paste

When you are placing new content, always choose the "paste plain text" option or re-type the content.

### DEF

#### Dates

January 13 or Jan. 13–20

#### Email

#### Emphasis

Do not use underlining or italics.

Use bold, but sparingly, no more than a few words.

### GHI

#### Images

Please do not add images to content areas. Images should only be added to areas set aside for images.

### JKL

#### Links

Never type out a url in text. Also don't use "here" or "click here".

Always link descriptive text.

Example: Go to the Office of Financial Aid website for more information.

When making a link, highlight the text then click the chain icon. A box will pop up. Add the URL in the top box. Then, in the "Title" box, add a sentence (using proper punctuation) telling the user where the link is taking them.

For instance, in the example above, you might use "Go to the Office of Financial Aid site." Also, use "site", "page" or "PDF" at the end, depending on the situation.

If you are linking to an external site—meaning outside of the site you are currently on, change the "Target" to "new window". Example: If you are on the Admissions site and you are linking to Financial Aid, you would use the "new window" function.

If it's an internal link, leave that field as is.

#### Linking to a PDF

See PDFs

### MNO

#### Naming Conventions

Numbers one to nine are spelled out. 10 and up, use numerals.

#### Online

### PQR

#### PDFs

When linking to a PDF, end the link with [PDF]. Example: Download the dance flyer [PDF].

This is also an instance where you would use the "new window" feature.

#### Phone Numbers

No hyphens or parentheses.

Example: 734.555.1234

#### Prerequisites

### STU

#### Tables

Because of accessibility standards, tables cannot be used. Bulleted lists are a good work around.



# EASTERN MICHIGAN UNIVERSITY

## Times

3 p.m.

3:45 a.m.

Use noon (not 12 p.m.)

## Titles

### Book Titles

Capitalize all words of four letters or more and the first and last word of the title. Title in quotation marks.

### Course Titles

Course topics are lowercased, unless it's preceded by the course number. Also, no hyphens or colons after the course number. Just one space. Example:

Dr. Chung teaches courses in database management and IT.

COB 200 Introduction to Business

### Job Titles

Lowercase titles unless they come before a name.

## Uploading Content (PDFs, docs, images, etc)

Store content in the designated areas – images in the images folder; PDFs in documents.

When uploading new content (i.e. photos, PDFs), the title must be all lowercase with no spaces. Use hyphens instead of underscores. Leave out references to dates/years. Make the title as generic as possible while still making it clear what the document is. Example:

USE: annual-budget-report.pdf

NOT: 2017\_Annual\_budget\_report\_  
Nov.pdf

VWX

## Website

## Work study

YZ

## Need help?

Use our web ticketing system. Go to [emich.edu/communications/web/](http://emich.edu/communications/web/) and click on Request Web Services. Log in using your my.emich credentials, scroll down to the Web Communications section and choose Website Support. Once you complete the form that follows, it will alert us to the issue and we will communicate with you through that ticketing system.

## When to use the ticketing system

- Adding a new program to the degrees and programs search.
- New, large images or a navigation change is needed.
- You need to edit something but don't have access to it.

## Another way to get help

If you are using the OU Campus editor and feel stuck, please feel free to consult with one of our many tutorials on our Division of Communications website. Visit [emich.edu/communications/web/](http://emich.edu/communications/web/) and click "training".