

## Web Style Guide (and Tips)

### Titles and Headers

**For Titles and Headings, cap like this:**

- Paying for Goucher
- Talk to Us
- Meet the Staff

Basically, don't put articles and prepositions in caps. If needed, use this to test:

<http://titlecapitalization.com/> (use AP style)

### Ampersand

Use & instead of "and" in link labels, breadcrumbs, and headings.

**Headings (H1->H6) should not be hyperlinked.** Hyperlink paragraph text, bulleted text, or use buttons.

### Naming conventions

Use all lowercase for webpages and folders. Use dashes to separate words. OUC won't allow spaces. I.e:

<http://www.goucher.edu/become/apply/first-year-students.html>

For **Faculty Bios** use: firstname-lastname.html

Alphabetize and sort by last name in Right Nav (nav.inc.).

Use caps and dashes for document file names. I.e:

<http://www.goucher.edu/become/documents/Document-Title.pdf>

### File and folder structure

Create an "images" and "documents" at the root level of each academic or administrative folder. I.e:

<http://www.goucher.edu/learn/study-abroad/images/>

<http://www.goucher.edu/learn/study-abroad/documents/>

### Linking

#### **New Windows (target="\_blank")**

Use for external links – anything that doesn't include "goucher.edu" in the link. Also use for links to documents. Everything else should open in current window.

For example, these should open in the **SAME window**:

- <http://catalog.goucher.edu/>
- <http://events.goucher.edu/etc>

- <http://blogs.goucher.edu/etc>
- <https://meyerhoff.goucher.edu>
- <http://libraryguides.goucher.edu/az.php>

These should open in **NEW windows**:

- [https://www.washingtonpost.com/news/comic-riffs/wp/2017/03/08/marvel-hired-gabby-rivera-a-queer-latina-writer-for-its-queer-latina-superhero-that-matters/?utm\\_term=.490aa2099771](https://www.washingtonpost.com/news/comic-riffs/wp/2017/03/08/marvel-hired-gabby-rivera-a-queer-latina-writer-for-its-queer-latina-superhero-that-matters/?utm_term=.490aa2099771)
- <http://www.baltimoresun.com/news/maryland/baltimore-county/towson/ph-tt-midatlantic-youth-ballet-1207-20161214-story.html>
- <http://www.goucher.edu/legal/documents/Some-Policy.pdf>

**Don't link directly to PDF documents in right navigation** (\_nav.inc files). Those should be contained within body of page.

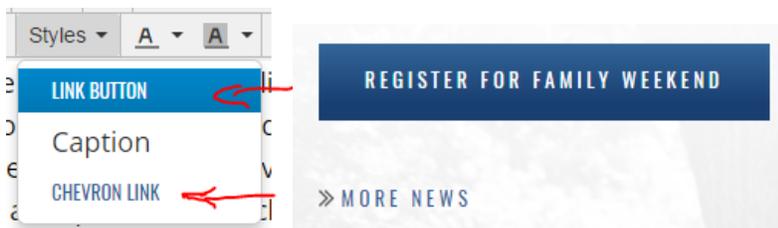
### Accessible Links

Don't use [click here](#). Instead of "[Click here](#) to register for Family Weekend." do something like "[Register for Family Weekend](#)."

If linking to a PDF, include (PDF) after it and include that in the link. Ie.

For more information, see the [Streaking Policy \(PDF\)](#).

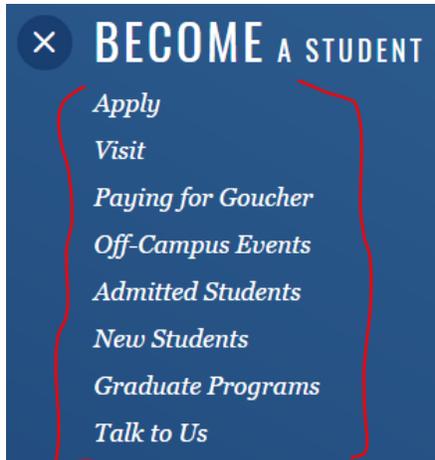
Use buttons to call attention to important call to action items:



Use Chevron link for stuff like More News, More Events, etc. Not used often.

### Introduction Content

Use for dept landing pages like financial aid homepage, CDO homepage, Study Abroad homepage, and for pages just beneath High Level pages like these:



## APPLY TO GOUCHER

Introduction Content

*The selection process at Goucher is highly in committee pay particularly close attention n to their personal qualities, talents, interests, that may not be reflected in standardized tes admissions process.*

Main Content

The application process differs for traditional first-ye homeschoolers, students eligible for the Maryland S sure to check what you need to include in your comp

Also use for News Detail pages, to put abstract.

Only use if the first paragraph is short enough, like a sentence or two. The Intro Content area will make the text bigger and italicized. Please note, only the first paragraph will be formatted this way in the Intro Content area.

### Images

If a global or shared image like masthead photos or watermarks, store in `/_resources/img/etc.`

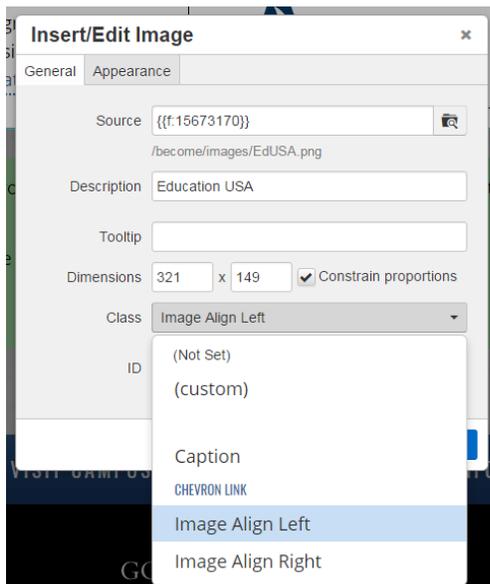
If just for a dept or section, store in the images folder for whatever dept, like:

`/become/images/`

`/financial-aid/images/`

`/explore/images/`

If you need to add a headshot or smaller image to main content area, choose CSS class to float image left or right:



**Image Preview:**

Please note that newly added images will appear broken in preview, until you publish them, or you'll need to change the site at top right of screen from "www (default)" to "Staging" to have them appear correctly in preview.



When you publish the page, keep this option checked to also upload dependencies like images and documents:

Publish Options  Include Unpublished Dependencies  
*This file contains links to items that have not been published.*  
[View Files](#)

The published page should appear correctly.

**Tip:** publish images immediately after you upload them, so they'll appear in preview.