

# Shenandoah University

## Web Site Style Guide



## TABLE OF CONTENTS

<b>General Guidelines</b> .....	<b>3-4</b>
General Content Rules .....	3
Hierarchy & Styles .....	4
<b>Typography, Fonts &amp; Color Palettes</b> .....	<b>5</b>
<b>Image Guidelines</b> .....	<b>6-7</b>
<b>Page Design Usage Guidelines</b> .....	<b>8-11</b>
Standard Template Examples & Guidelines .....	8
Unique Template Examples.....	9-11
<b>Sample Pages</b> .....	<b>12-27</b>
Home .....	12-13
L2 Standard.....	14
L3-6 Standard .....	15
L2 Academics .....	16
L3-6 Academics.....	17
Audience.....	18
Prospective Students .....	19
Press Releases/Multiple Listing .....	20
Press Release.....	21
Our Community .....	22
Multiple Listing.....	23
Profile.....	24
School Landing Page .....	25
L3-6 School.....	26
Photo Gallery.....	27

This style guide outlines the HTML text styles, color usage and image formats for the newly redesigned Shenandoah University web site. In order to ensure visual consistency throughout the site, it is important to follow these guidelines as closely as possible.

## General Content Rules

- Body content should always be flush left, never centered or flush right.
- Page content should not begin with a bulleted list.
- For maximum consistency and readability, use only the text styles and colors specified.
- Text modifications should be used sparingly, or they may become overwhelming and affect readability. If certain words require additional emphasis, apply a style that is bold or italic.
- All content or in-line images must be re-sized to the appropriate dimensions for the page on which they will appear and saved as 72 dpi JPEG files. Image sizes are specified on sample pages.
- Imagery should be used judiciously, and only when it supports the message within the content.
- Where “Related Links” and embedded content links are permitted, the links should be directly relevant to the content of the page. These links should not lead the user to unrelated information.
- Web content should be as succinct as possible. Be sure content is relevant and keep copy to a minimum.

## Content: Hierarchy & Style Guidelines

The content and navigation text styles used in the web site have been carefully created to support usability by defining and establishing a hierarchy of information that is consistent across all areas of the site. Styles should not be used for other than their intended purpose. Improper use of styles will detract from the user's experience and understanding of the site and its content. Header styles should be applied and used as recommended in this document. The default text style should be used for most text on the site. Text should be flush left, never flush right or centered.

Bold or italic text may be used for special emphasis within the body—use these text modifications sparingly and only when appropriate. Other styles not specified here are unique to particular templates and in most cases, are automatically set.

## Text Styles Available in Contribute

### **Default Text** *(example on page 13)*

The default text style is automatically applied to all body content. The default text style should remain for the bulk of the content on the site.

### **H1** *(example on page 13)*

This style should be applied to page titles only.

### **H2** *(example on page 13)*

This style should be applied to the highest level headings within the standard content.

### **H3** *(example on page 15)*

This style should be applied to subheadings for content under H2 headings.

### **H4** *(example on page 13)*

This style should be applied to subheadings for content under H3 headings.

### **H5** *(example on page 13)*

This style should be applied to subheadings for content under H4 headings.

### **Bulleted List** *(example on page 13)*

A bulleted list style has been provided for lists within content. Bulleted lists enhance scanning readability and comprehension. List items should be limited to one paragraph each.

### **Anchor Links** *(example on page 15)*

An anchor link style has been provided for use within content.

### **Numbered List** *(example on page 13)*

A numbered list style has been provided for numbered lists within content. Choose a numbered list if clear sequence or hierarchy among items is critical.

### **Table Styles** *(example on page 15)*

A default table style has been provided for use within content.

### **List Links** *(example on page 14)*

This style should be used for lists consisting of only links.

## Typography & Fonts

There are two types of typography on the Shenandoah University Web site: graphic type, created in PhotoShop and used for stylized type treatments, and HTML type which is editable in Contribute.

### Fonts Used for Graphic Typography in PhotoShop

**Gill Sans**

**Garamond**

### Fonts Used for HTML Typography

**Trebuchet**

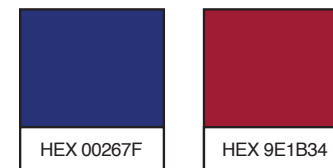
**Georgia**

## Color Palettes

The following Primary Palette represents Shenandoah University's official colors. This, combined with the Secondary Palette, represents the basic range of Hexadecimal (HEX) colors used in the design of the web site. Additional color variations of these swatches have also been used on the web site to create visual consistency.

Text colors have been preselected to reflect this palette, and in order to maintain consistency throughout all areas of the site, additional colors should not be used.

### Primary Palette



### Secondary Palette



All images on the web site must be 72 dpi and optimized for small file sizes.  
 Dimensions of each individual image are detailed within the sample pages of this document.

Imagery on the Shenandoah University web site will include two major types: brand imagery and content imagery. While the occasional image will fit into both categories, it is easiest to think of these image types separately.

### Brand Imagery

Brand imagery is used to communicate high-level information about Shenandoah and to communicate a feeling of what the college is like. These images should illustrate key attributes of Shenandoah, and should depict the students, faculty, interpersonal interactions, and facilities of the college. Brand imagery is used throughout the site, on the home page, and either in the upper left or bottom of the sublevel pages or both.

Brand Imagery Examples



### Content Imagery

Content imagery refers to photographs placed within the content area of a page (also referred to as in-line images). Content photographs should be used judiciously and only when the selected images add value to the site and specifically enhance or illustrate concepts or ideas present in the text of the page on which they are placed. In some cases, it may be best not to use images if there are none that directly support or illustrate the content of the page.

Content Imagery Examples



### Image Guidelines

Images are one of the primary elements contributing to a page's file size, and numerous large photos will adversely affect download speed.

- In the majority of cases, users are best served by placing no more than one content or in-line image per text page.
- If more than one image is used, each image should be placed making sure that no less than one paragraph of content separates them.
- All in-line images should be placed in the left-hand side of the content area, and should not be centered or placed on the right.
- In-line images (body photos) for standard page designs should be no wider than 200 pixels unless otherwise specified. All images should be saved as 72 dpi JPEG files.
- Use of in-line images next to a list or table is not recommended.

### Choosing Images

Whenever possible, use photographs that include people. This will reflect the friendly, supportive atmosphere of Shenandoah, and in the case of prospective students, will help them picture themselves at the school. People should be positioned relatively close together—space between people that works well in print easily becomes distracting dead space on the Web and can reduce the amount of interesting detail that can be included. Imagery should highlight not only student–student and student–faculty interaction, but should also feature strongly the facilities located on campus.

In the web medium, certain types of imagery work better than others:

- Tight shots (close-ups on subject or content) work much better than wider shots;
- Images with a lot of detail and/or complicated composition are less effective;
- All images need to be able to work well at a relatively small size;
- And simple backgrounds work best; in the online environment too many details can easily overwhelm the rest of the subject matter.

Standard page templates have been designed for the majority of the pages on the web site. Below are examples of standard page templates along with usage guidelines and a partial list of pages that will use each template.

## Standard Template Examples & Guidelines



### Standard Level 2 Template (detailed example on page 14)

Level 2 pages define most of the major sections of the site and provide users with information about what will be found in each of these sections. Some examples of pages that will use the standard second level page template are:

- About Shenandoah
- Admissions & Aid



### Standard Level 3-6 Template (detailed example on page 15)

The third level of the site is where users begin to explore more detailed content. Some areas of the site are purely informational, while other areas include rich content and visual imagery. Some examples of pages that will use the standard third level page design are:

- Admissions & Aid > How to Apply
- About Shenandoah > The Basics

Unique page templates have been designed for various key areas of the web site. Below are examples of unique page templates along with usage guidelines and a partial list of pages that will use each template if applicable.

### Unique Template Examples



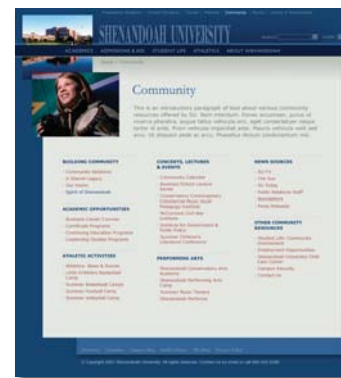
**Level 2 Academics**  
(detailed example on page 16)

The Academics page has a unique design with a variety of information in the content area. This template is intended to be used solely for this page.



**Level 3-6 Academics**  
(detailed example on page 17)

These pages are unique designs for the academics pages. They feature information and links which are useful to that particular audience. All level 3-6 pages within the Academics section will use this template unless otherwise specified.



**Level 2 Audience**  
(detailed example on page 18)

These pages are unique designs for the audience pages. They feature information and links which are useful to that particular audience. Examples of pages that will use this templates are:

- Current Students
- Faculty
- Parents



**Prospective Students Page**  
(detailed example on pages 19)

This page is a unique design for the Prospective Students page. It features information and links which are useful to current students.



### Press Releases/Multiple Listing (detailed example on page 20)

The Press Releases page is where all news items or press releases are featured. The three most recent releases are profiles at the top, while older releases will be listed below.



### Press Release/News Detail (detailed example on page 21)

This template features a full story which is linked to from within the Press Releases page or another content area of the site.



### Our Community (detailed example on page 22)

The About Shenandoah page has a unique design with a variety of information in the content area. This template is intended to be used solely for this page.



### Multiple Listing (detailed example on page 23)

The Multiple listing template is used for profile, news or events listings. Some examples of pages that will use this page design are:

- Offices and Services
- News
- Meet the Staff



### Profile (detailed example on page 24)

This template contains its own internal navigation. This template is intended to be used solely for profile pages. Some examples of pages that will use this page design are:

- Donor Profile
- Faculty & Staff Profile
- Alumni Profile



### School Landing Page (detailed example on page 25)

Each school has its own sub-section of the site. The school landing page is essentially the school home page. It features text, imagery and news items relating to that department.



### School Level 3-6 (detailed example on page 26)

Each school has sublevel pages like on the main site, these pages provide users with useful information about the schools. These pages typically have more detailed content and contain information as well as visual imagery.



### Photo Gallery (detailed example on page 27)

This template should be used for all galleries.

## SAMPLE PAGES



News/Events Image

**68x58 pixels**

(border is added automatically)

Footer Navigation  
(not editable)

## Home

The home page is unique among all pages of the site. Individual content is variable but should be kept brief. Each content item on the page should be thought of as a “teaser”—you want to entice the user to click further into the site. Attempting to provide too much information or too lengthy content on this page will overwhelm users. Use deeper pages of the site to provide full details and information.

- 1 Schools of Excellence Navigation:**  
On click, this area expands to highlight each of the six schools.
- 2 Primary Global Navigation**
- 3 Audience Navigation**
- 4 News and Events**  
Each event can be up to 25 words including headline and brief description
- 5 Explore Feature... “Yes, You Can”**  
Rotates between six to eight items. Up to 10 words.
- 6 Emergency Announcement**  
This area can expand to accommodate up to 20 words
- 7 Global Site Tools**

Prospective Students | Current Students | Faculty | Parents | Community | Alumni | Giving to Shenandoah

# SHENANDOAH UNIVERSITY

ACADEMICS | ADMISSIONS & AID | STUDENT LIFE | ATHLETICS | ABOUT SHENANDOAH | NORTHERN VIRGINIA CAMPUS

**1** Schools of Excellence Navigation

**2** Schools of Excellence Feature (expanded)

The Bernard J. Dunn School of Pharmacy prepares pharmacists as astute decision makers able to meet the needs of an increasingly diverse population. Central to that mission is a familiarity with the latest technology. The curriculum integrates a mix of classroom lectures, small group discussions, laboratory experiences, clinical patient care and clerkships. Shenandoah's partnership with the George Washington University offers the first-ever undergraduate program in pharmacogenomics. >>

Schools of Excellence

- Arts & Sciences
- Conservatory
- Business
- Pharmacy
- Health Professional
- Education & Human Development

## News & Events

News | Today at SU | Special Events | Academic Excellence

**Shenandoah Performs Festival Chamber Ensemble**  
Saturday, July 21, 2007 at 8 PM in Armstrong Concert Hall.  
Festival faculty perform with guest Jens Lindemann, trumpet.  
Repertoire TBA. >>

**Bye Bye Birdie**  
July 25, 2007 - August 05, 2007, Wednesday through Saturday at 8 PM,  
Sundays at 2:30 PM and 7 PM, Wednesday, August 1 at 2:30 PM >>

**Dulcimer Concert**  
Tuesday, July 31, 2007 at 7 PM in Armstrong Concert Hall. >>

Full Calendar >>

SEARCH  >

LOGIN

PASSWORD  >

Help? Register

Yes, You Can.  
...track dinosaur life  
in Montana.  
Explore here. >>

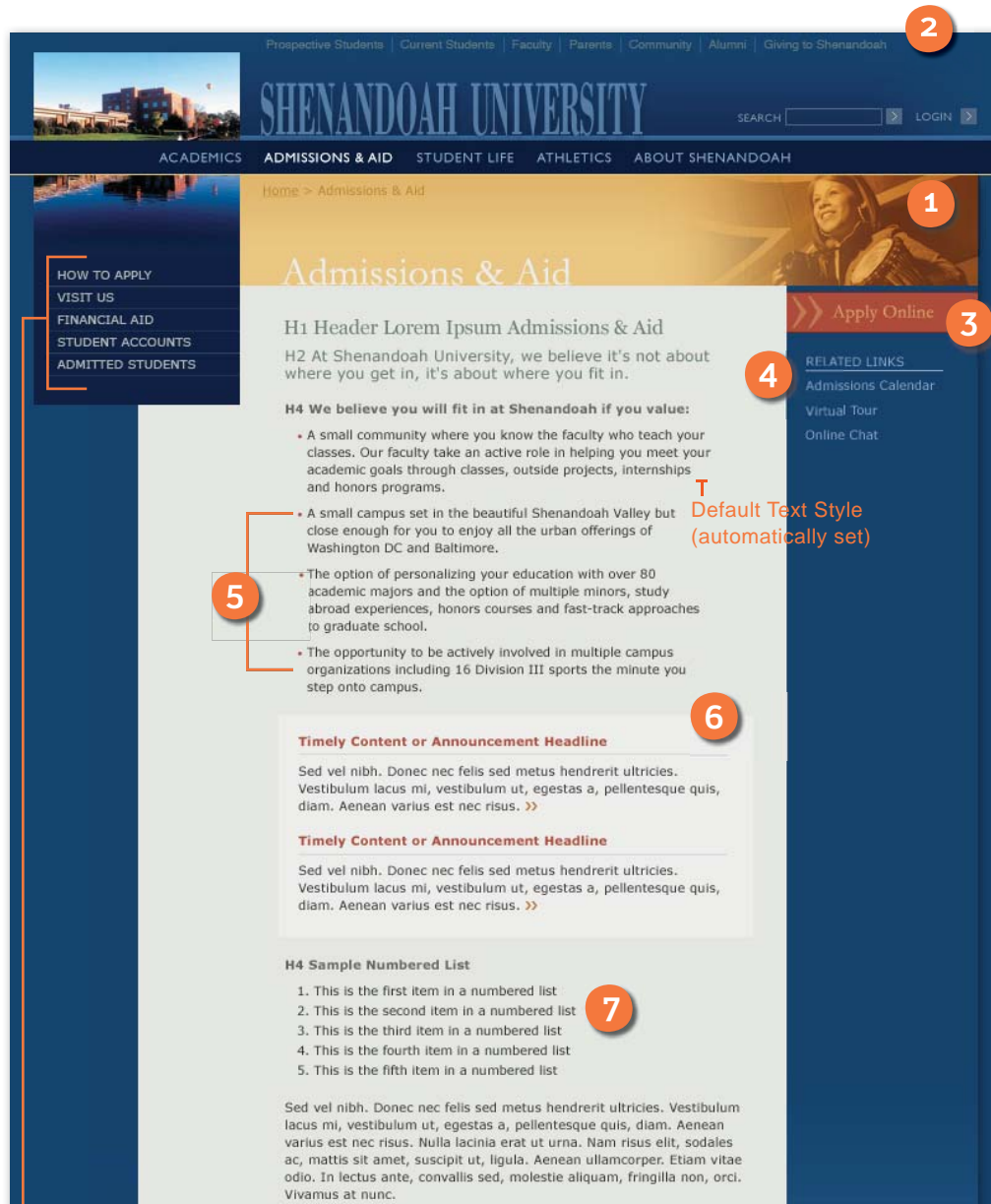
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Image Size:  
**244x241 pixels**  
 (frame is added automatically)

## Home (Primary Feature)

- 1 Schools of Excellence Navigation**  
See page 8 for a detailed description
- 2 Schools of Excellence Feature (expanded)**  
Area to highlight each school. This area will contain a large image and a lead in to the fuller story. - up to 150 words.



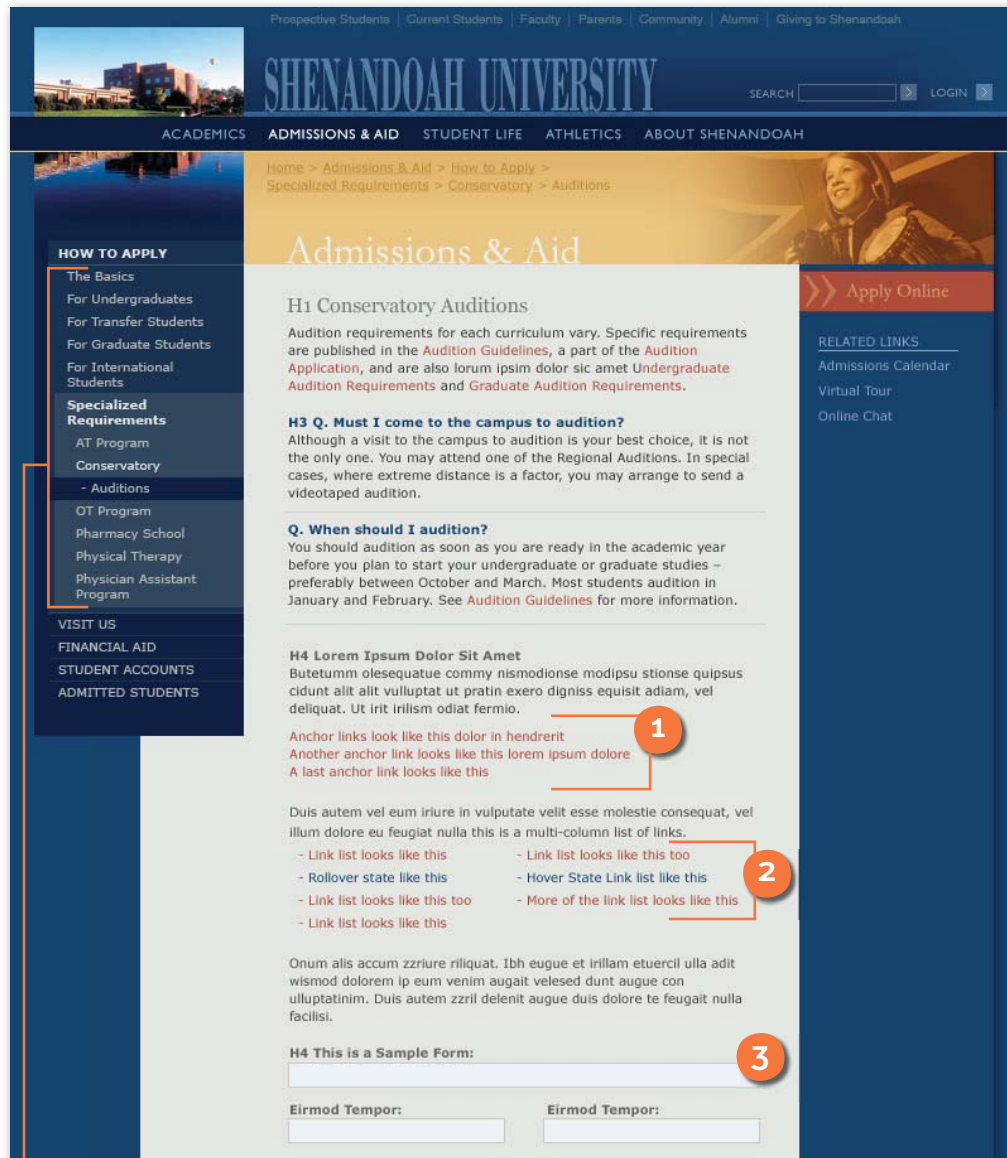
## L2 Standard

**Example:** Home > Admissions & Aid

Level 2 pages define the major sections of the site, and provide users information about what will be found in each of these sections.

- 1 **Level 2+ Branding Images**  
This image is different and relevant to each main section of the site unless designed otherwise.
- 2 **Audience Navigation**
- 3 **Apply Online**
- 4 **Related Links**  
Cross-section links that highlight areas of interest that relate to the content on the current page, but might be located in another section of the web site.
- 5 **Bulleted List**  
For non-linking items
- 6 **Announcements**  
Area for a brief admissions-related announcement. May be up to 25 words in length.
- 7 **Numbered List**

Navigation Block  
Showing Third-Level  
Links

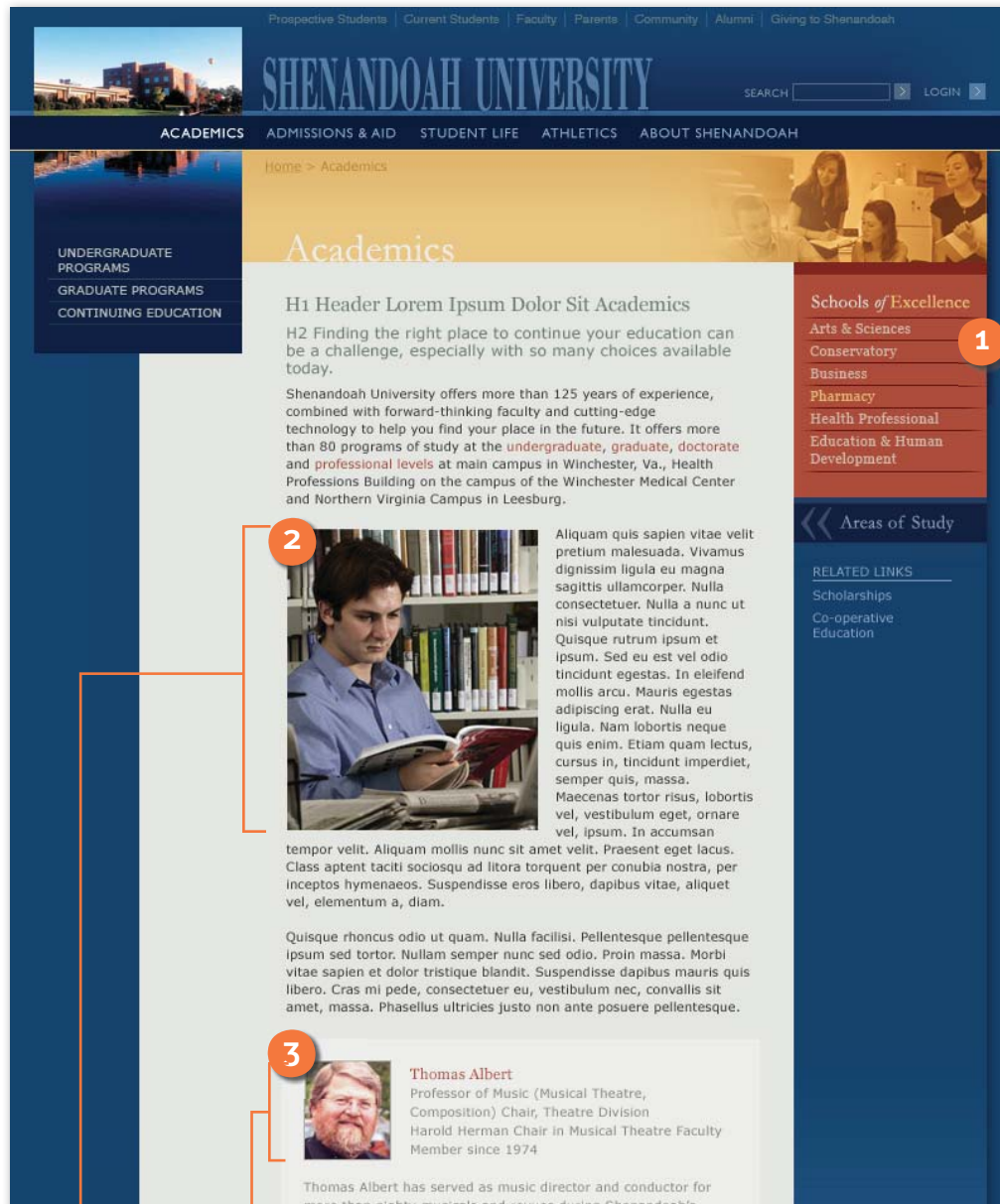


Navigation Block  
Showing Sixth-Level Links

### L3-L6 Standard

**Example:** Home > Admissions & Aid > How to Apply > Specialized Requirements > Conservatory > Auditions  
 Level 3, 4, 5 and 6 pages fall under level 3 pages and are generally content heavy. All lower level pages will use this template unless otherwise specified as having a custom template detailed further in this document.

- 1 Anchor Links
- 2 Link List
- 3 Sample Form



## L2 Academics

**Example:** Home > Academics

The Academics page has a unique design that allows content to be displayed up front to draw users to specific areas of interest within the Academics section.

- 1 Areas of Study**

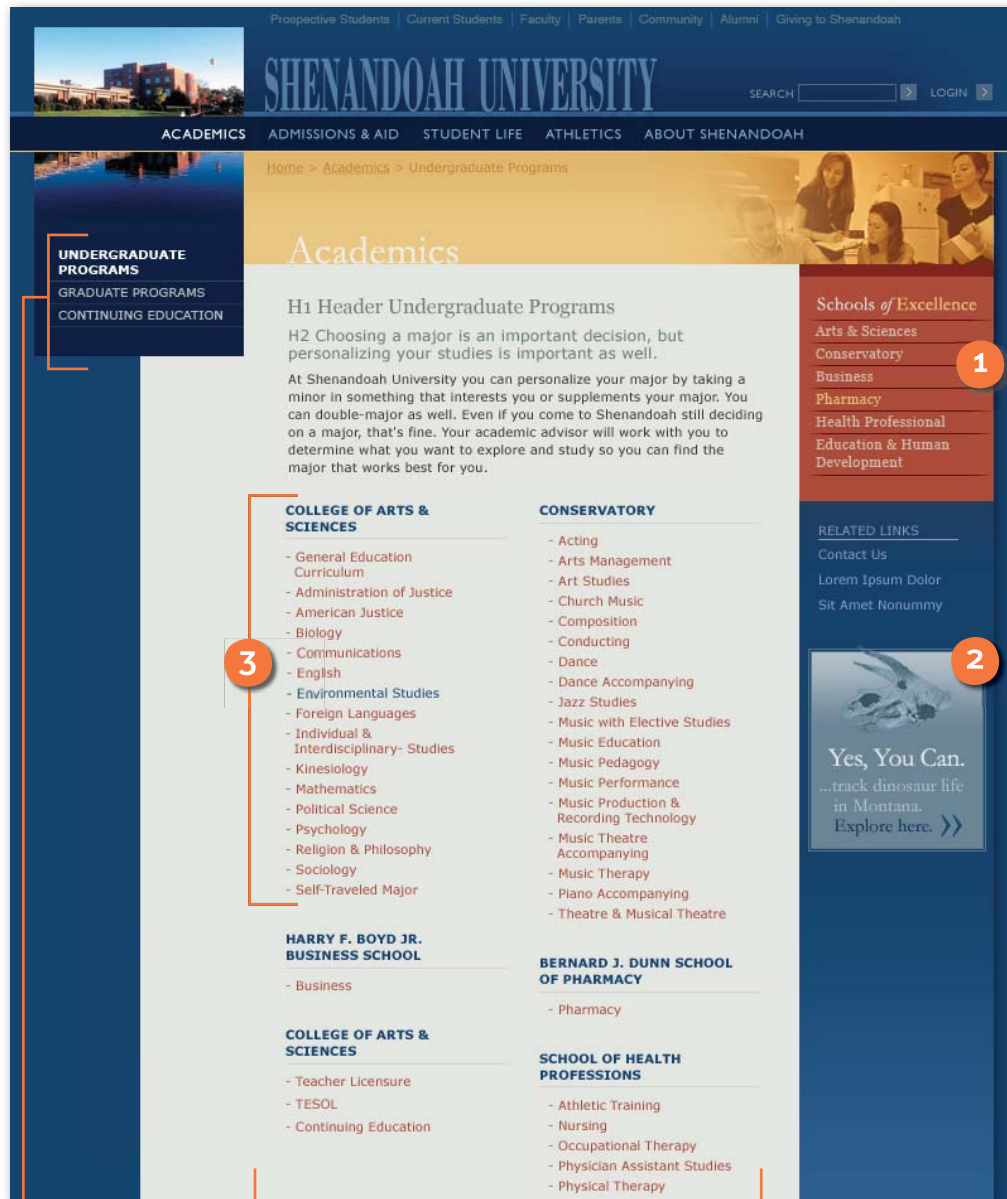
This button, when rolled over, pops out a menu that lists all majors. This button appears on all Academics pages.
- 2 Optional Content Imagery**

In-line images can be added to the standard content (default text) on most pages. The image should be directly related to the main body of content. Image dimensions are detailed in the example.
- 3 Faculty Profile**

Profile must include name, head-shot and brief description (up to 50 words). The photo should be cropped as in the examples. Image dimensions are specified in the example.

Image Sizes:  
200x240 pixels

Image Sizes:  
68x78 pixels  
(border is added automatically)



### L3-6 Academics

**Example:** Home > Academics > Undergraduate Programs

Level 3 pages fall under level 2 pages and are generally content heavy. All level 3 pages will use this template unless otherwise specified as having a custom template detailed further in this document.

- 1 Schools of Excellence Navigation
- 2 Explore Feature... "Yes, You Can" Rotates between six to eight items. Up to 10 words.
- 3 Link List

Navigation Block Showing Third-Level Links

Two Column Layout

Prospective Students | Current Students | Faculty | Parents | **Community** | Alumni | Shenandoah

**SHENANDOAH UNIVERSITY** SEARCH [ ] LOGIN [ ]

ACADEMICS | ADMISSIONS & AID | STUDENT LIFE | ATHLETICS | ABOUT SHENANDOAH

Home > Community

## Community

This is an introductory paragraph of text about various community resources offered by SU. Nam interdum. Donec accumsan, purus ut viverra pharetra, augue tellus vehicula orci, eget consectetur neque tortor id ante. Proin vehicula imperdiet ante. Mauris vehicula velit sed arcu. Ut aliquam pede ac arcu. Phasellus dictum condimentum nisl.

### BUILDING COMMUNITY

- Community Relations
- A Shared Legacy
- Our Vision
- Spirit of Shenandoah

### ACADEMIC OPPORTUNITIES

- Business Career Courses
- Certificate Programs
- Continuing Education Programs
- Leadership Studies Programs

### ATHLETIC ACTIVITIES

- Athletics: News & Scores
- Little Dribblers Basketball Camp
- Summer Basketball Camps
- Summer Football Camp
- Summer Volleyball Camp

### CONCERTS, LECTURES & EVENTS

- Community Calendar
- Business School Lecture Series
- Conservatory Contemporary Commercial Music Vocal Pedagogy Institute
- McCormick Civil War Institute
- Institute for Government & Public Policy
- Summer Children's Literature Conference

### PERFORMING ARTS

- Shenandoah Conservatory Arts Academy
- Shenandoah Performing Arts Camp
- Summer Music Theatre
- Shenandoah Performs

### NEWS SOURCES

- SU-TV
- The Sun
- SU Today
- Public Relations Staff
- Newsletters
- Press Releases

### OTHER COMMUNITY RESOURCES

- Student Life: Community Involvement
- Employment Opportunities
- Shenandoah University Child Care Center
- Campus Security
- Contact Us

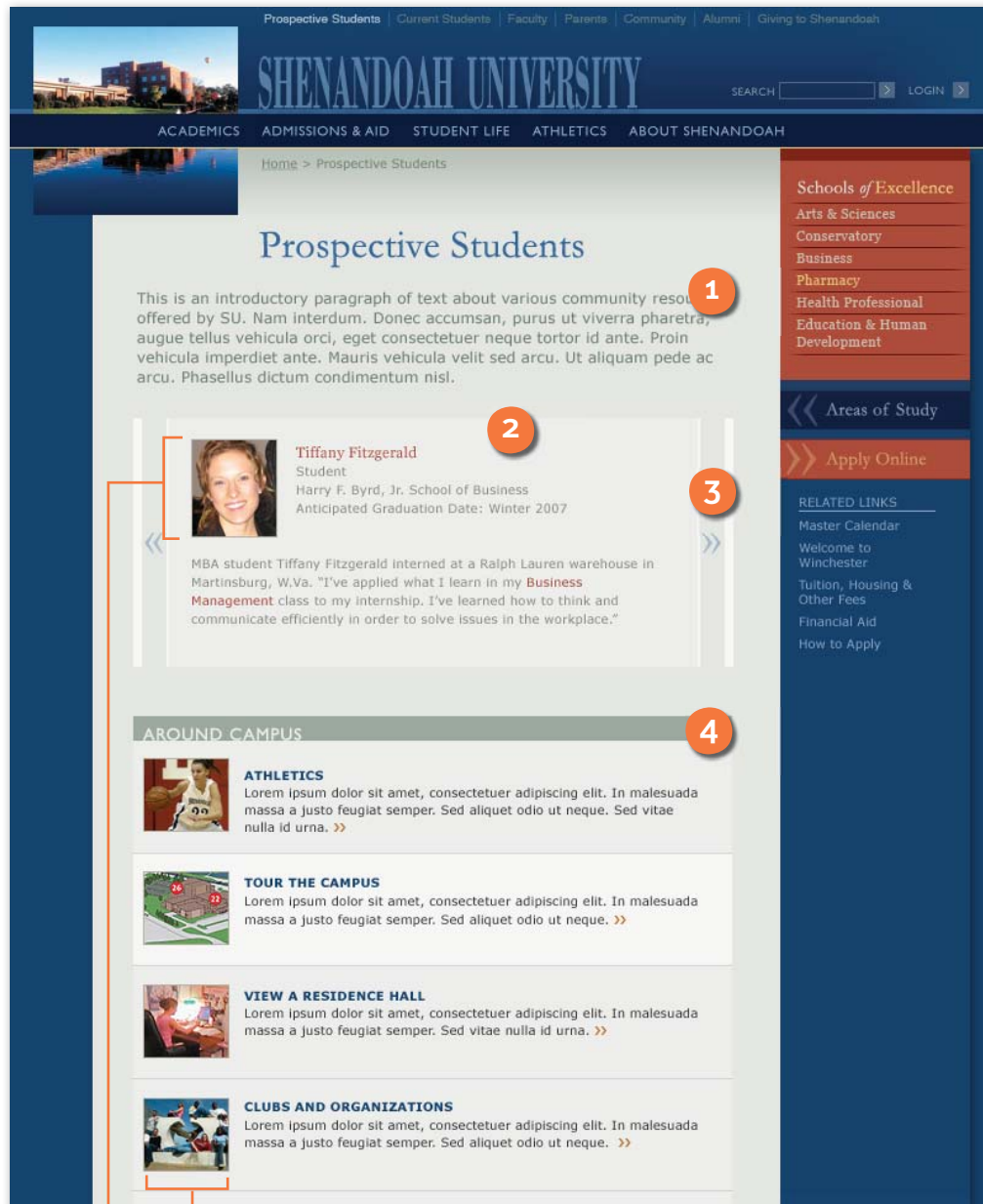
Directory | Calendars | Campus Map | Smith Library | Site Map | Privacy Policy

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## Audience - Wide Page

*Example:* Home >Community

- 1 Audience Navigation (on state)
- 2 Audience Branding Image  
This image is different and relevant to each main section of the site unless designed otherwise.
- 3 Three Column Layout
- 4 Global Tools



## Prospective Students

**Example:** Home > Prospective Students

- 1 **Brief Introduction**  
Brief introduction of up to 8 lines.
- 2 **Current Student Profile**  
Profile must include name, head-shot and brief description (up to 50 words). The photo should be cropped as in the examples. Image dimensions are specified in the example.
- 3 **Profile Navigation**  
This module has it's own navigation.
- 4 **Local Areas Modules**  
Area to highlight the communities surrounding Shenandoah. Each item must have a title and a brief lead-in of up to 25 words. Each may also have an optional thumbnail image. Image dimensions are specified in the example.

Image Size:  
**68x78 pixels**  
(border is added automatically)

Image Size:  
**68x58 pixels**  
(border is added automatically)

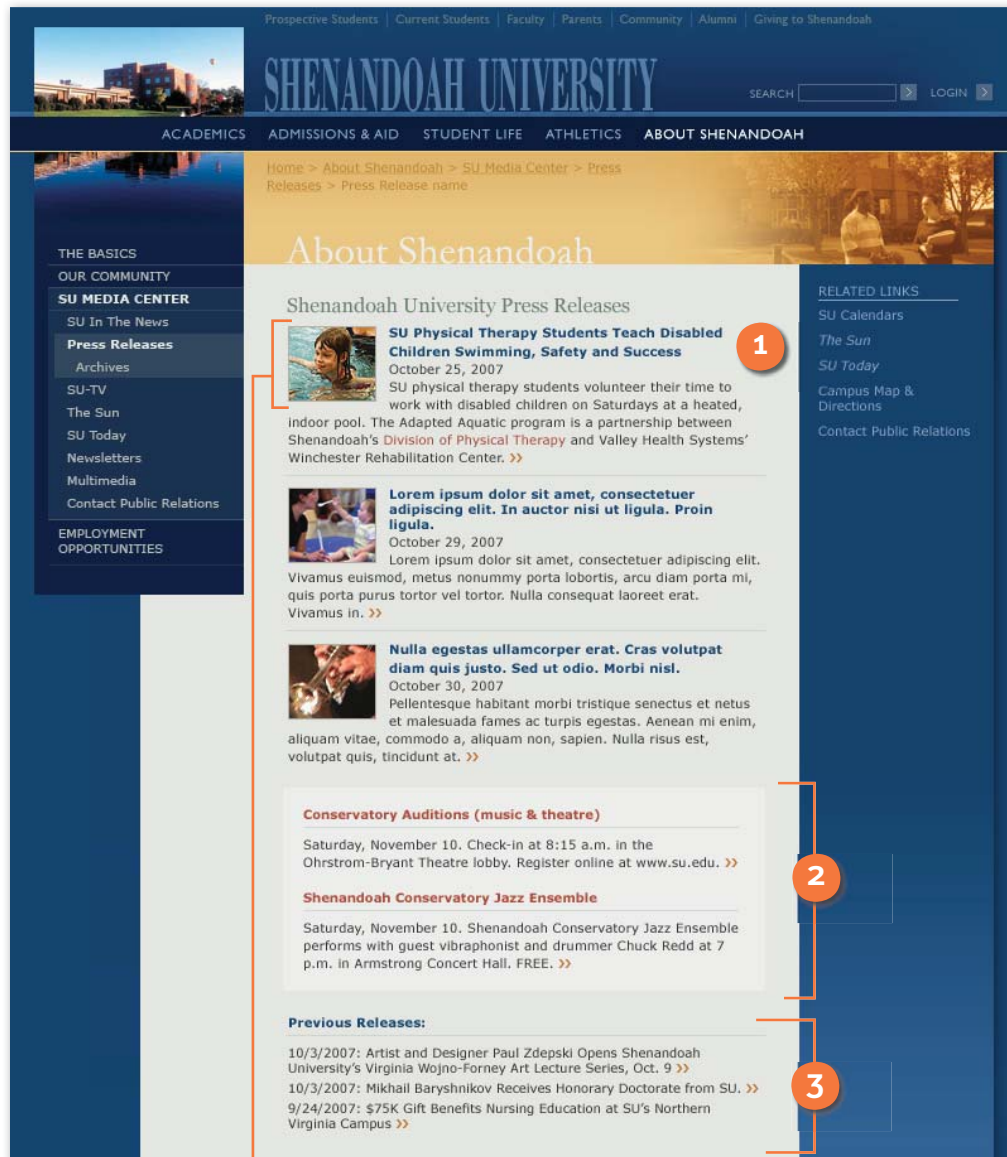


Image Size:  
**68x58 pixels**  
 (border is added automatically)

## Press Releases

**Example:** Home > About Shenandoah > SU Media Center > Press Releases  
 > Press Release name

### 1 News Item/Press Release

Area to showcase the three most recent press releases. Each item must have a title and a brief lead-in of up to 3 sentences. Each may also have an optional thumbnail image. Image dimensions are specified in the example.

### 2 Announcements

Area for a brief announcement. May be up to 25 words in length.

### 3 Previous Press Releases

Archive of previous press releases. May be up to 25 words in length.

The screenshot shows a university website page for a press release. The page has a dark blue header with navigation links and a search bar. Below the header is a breadcrumb trail: Home > About Shenandoah > SU Media Center > Press Releases > Press Release name. The main content area is titled "About Shenandoah" and features the headline "Mikhail Baryshnikov Receives Honorary Doctorate from SU" with a sub-headline "Posted October 3, 2007:". The main text begins with "Shenandoah Conservatory of Shenandoah University awarded an honorary doctorate to world-famous dancer Mikhail Baryshnikov on Friday, Sept. 28, during a fundraising gala at the Workhouse Arts Center in Lorton, Va." A photograph of a group of people at a gala is shown below the text. A quote from Dr. Laurence Kaptain is featured in a light blue box. The page also includes a sidebar with navigation links and a "RELATED LINKS" section.

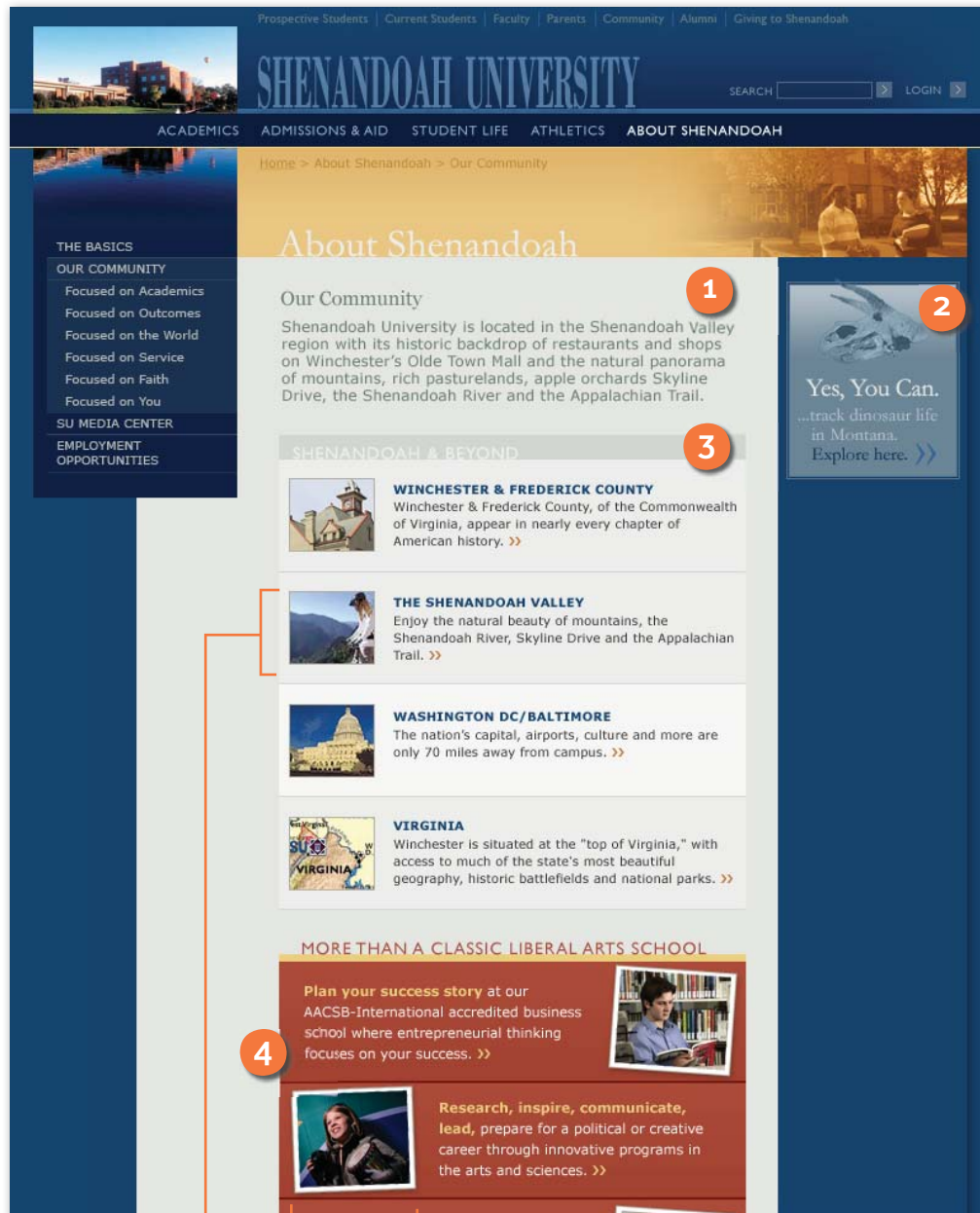
**1** Introductory Paragraph  
First 4 lines of the press release.

**2** Optional Image  
In-line images can be added to the standard content (default text) on most pages. The image should be directly related to the main body of content. Image dimensions are detailed in the example.

**3** Photo Credit or Caption  
Credit or brief description (up to 30 words).

**4** Feature Quote  
Use this feature to call-out a quote taken directly from the news story content. The ideal quote length should be between 4 and 10 lines of text.

Content Image Size:  
max 350x240 pixels



## Our Community

**Example:** Home > About Shenandoah > Our Community

- 1 **Brief Introduction**  
Brief introduction of up to 8 lines.
- 2 **Explore Feature... "Yes, You Can"**  
Rotates between six to eight items. Up to 10 words.
- 3 **Local Area Module**  
Area to highlight the communities surrounding Shenandoah. Each item must have a title and a brief lead-in of up to 25 words. Each may also have an optional thumbnail image. Image dimensions are specified in the example.
- 4 **Featured Schools Area**  
Rotating feature highlights three schools and is composed of a thumbnail image and a description of up to 20 words in length. Image dimensions are specified in example.

Image Size:  
**68x58 pixels**  
(border is added automatically)

Image Size:  
**95x83 pixels**  
(border is added automatically)

Prospective Students | Current Students | Faculty | Parents | Community | Alumni | Giving to Shenandoah

SHENANDOAH UNIVERSITY

SEARCH [ ] LOGIN [ ]

ACADEMICS | ADMISSIONS & AID | STUDENT LIFE | ATHLETICS | ABOUT SHENANDOAH




Home > Directory

Directory

Enter all or part of an employee's last name or a department name:

1 [ ] Search >>>

SEARCH RESULTS

NAME	DIVISION	OFFICE	TELEPHONE	EMAIL
2  Adams, Jennifer Filton	Theatre	Ruebush 127-A	540-545-7246	jadam2
 Adams, Erin	Pharmacy	HPB 145	540-542-6212	eadams
 Adams, Karen	Arts & Sciences	Howe 217	540-665-4587	kadam3

Directory | Calendars | Campus Map | Smith Library | Site Map | Privacy Policy

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Profile Image Size:  
**68x78 pixels**  
 (border is added automatically)

## Multiple Listing - Wide Page

**Example:** Home > Directory

- 1 Search Area**
- 2 Directory Listing**  
 Each item is composed of an image, name, division, office, telephone number and e-mail link. There must be a head-shot of the individual. The photo should be cropped to the person's head and shoulders as in the example. Image dimensions are specified in the example.

Prospective Students | Current Students | Faculty | Parents | Community | Alumni | Giving to Shenandoah

**SHENANDOAH UNIVERSITY** SEARCH [ ] LOGIN [ ]

ACADEMICS | ADMISSIONS & AID | STUDENT LIFE | ATHLETICS | ABOUT SHENANDOAH

Home > Directory > Jennifer Flitton Adams

**Jennifer Flitton Adams**

**1** Professor of Lorem Ipsum, Theatre Division

**2** Ruebush 12A  
504-545-7246  
Email: jadams2  
IM: jadamssu2  
Facebook: theatrageek72

**Subject/Teaching Area**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam interdum, augue tellus vehicula orci.

**Education**  
B.A., University of Lorem Ipsum  
M.A., University of Dolor Sit Amet

**Career Highlights:**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam interdum. Donec accumsan, purus ut viverra pharetra, augue tellus vehicula orci, eget consectetur neque tortor id ante. Proin vehicula imperdiet ante. Mauris vehicula velit sed arcu. Ut aliquam pede ac arcu. Phasellus dictum condimentum nisl. Quisque elementum dictum nibh. Curabitur auctor faucibus libero. Suspendisse eu dui ut sem nonummy egestas. Praesent luctus lorem a magna.

**Latest Accomplishment:**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam interdum. Donec accumsan, purus ut viverra pharetra, augue tellus vehicula orci, eget consectetur neque tortor id ante.

**Favorite Quote:**  
"Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam interdum".

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Profile Image Size:  
**118x132 pixels**  
 (border is added automatically)

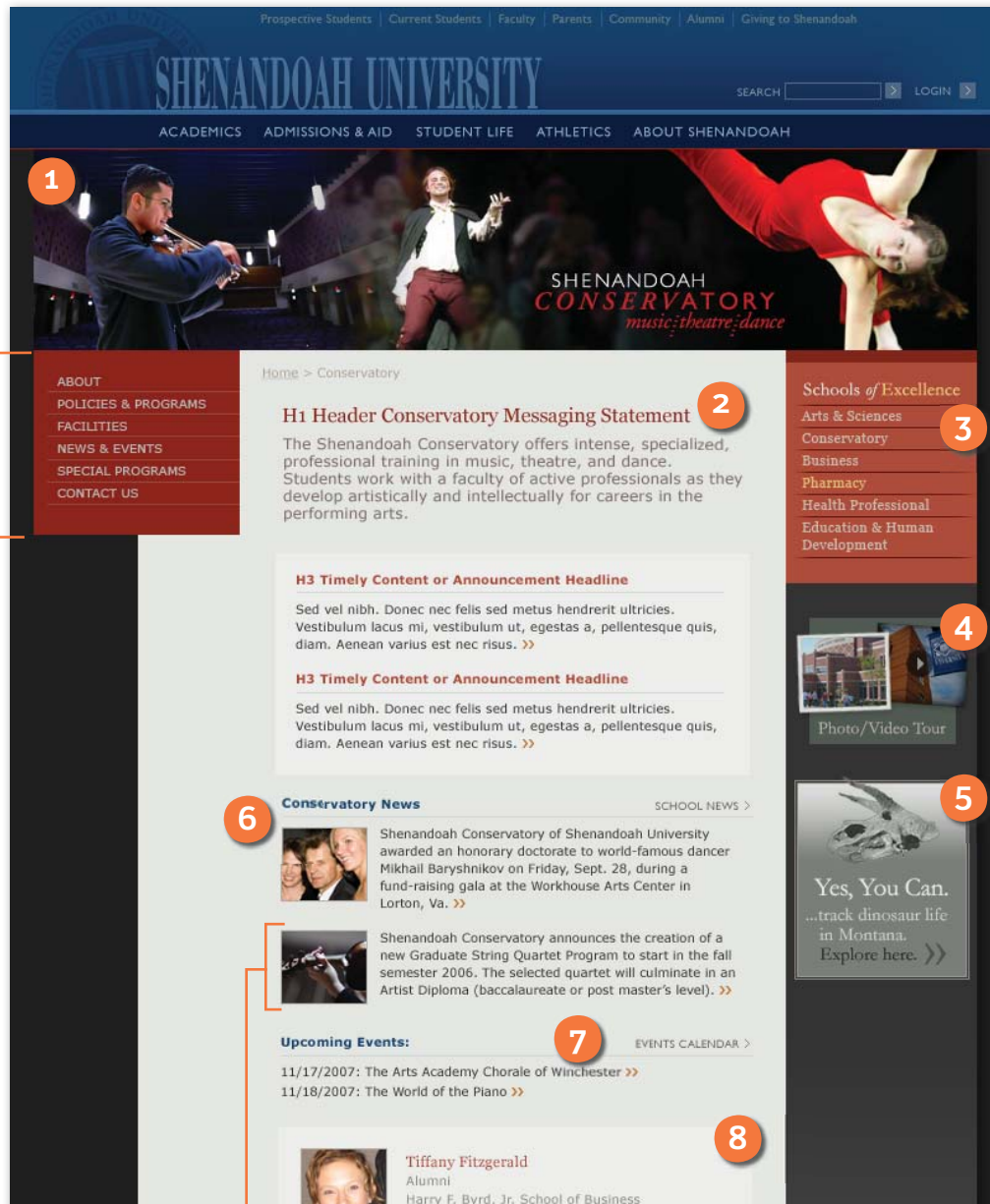
## Profile

**Example:** Home > Directory > Jennifer Fitton Adams

This template has been designed for the Donor or Profile 5th level pages.

- 1 Profile Image**
- 2 Contact Information**

There must be a head-shot of the person in the profile. The photo should be cropped to the person's head and shoulders as in the example. Image dimensions are specified in the example.



## School Landing Page

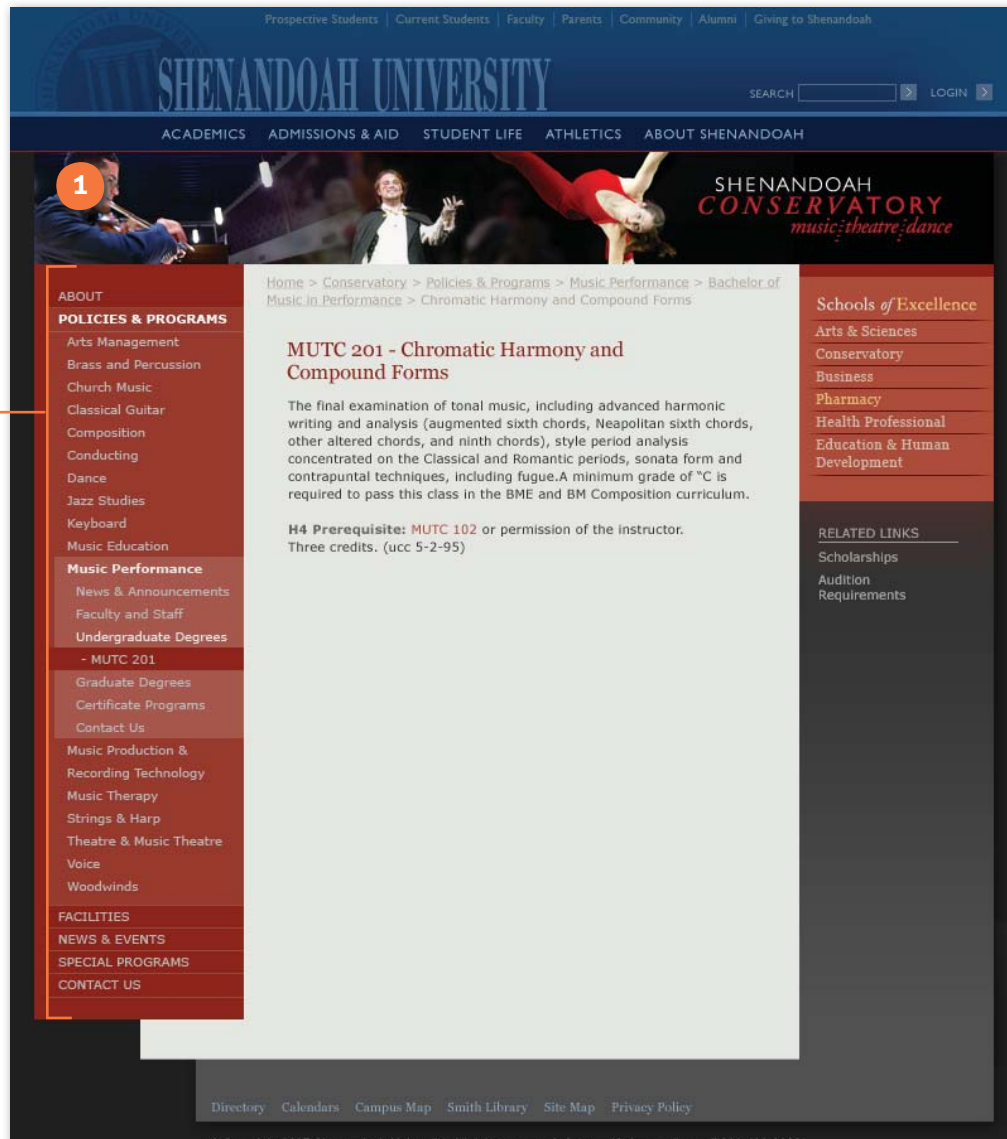
**Example:** Home > Shenandoah Conservatory

- 1 **School-specific branding image**  
Each department/program has unique imagery that helps represent it both conceptually and literally.
- 2 **Department Introduction**  
Each department/program must have brief introduction of up to 8 lines which highlights the benefits and aspects of the department/program.
- 3 **Schools of Excellence Navigation**
- 4 **Photo Gallery/Virtual Tour**  
Buttons that links to the Photo Gallery and Virtual Tour
- 5 **Explore Feature... "Yes, You Can"**  
Rotates between six to eight items. Up to 10 words.
- 6 **Department News**  
Highlights links to 2 department-related news stories. Each news item is composed of a date, title, and a description of up to **25 words**. Each event item can feature an optional thumbnail image. Image dimensions are specified in the example.
- 7 **Department Events**  
Highlights links to 2 upcoming audience-related events. Each event item is composed of a title, date and/or time, and a description of up to 10 words.
- 8 **Alumni Profile**  
Profile must include name, head-shot and brief description (up to 50 words). The photo should be cropped as in the examples.

Navigation Block Showing Third-Level Links

Image Size: **68x58 pixels**  
(border is added automatically)

Image Size: **68x78 pixels**  
(border is added automatically)

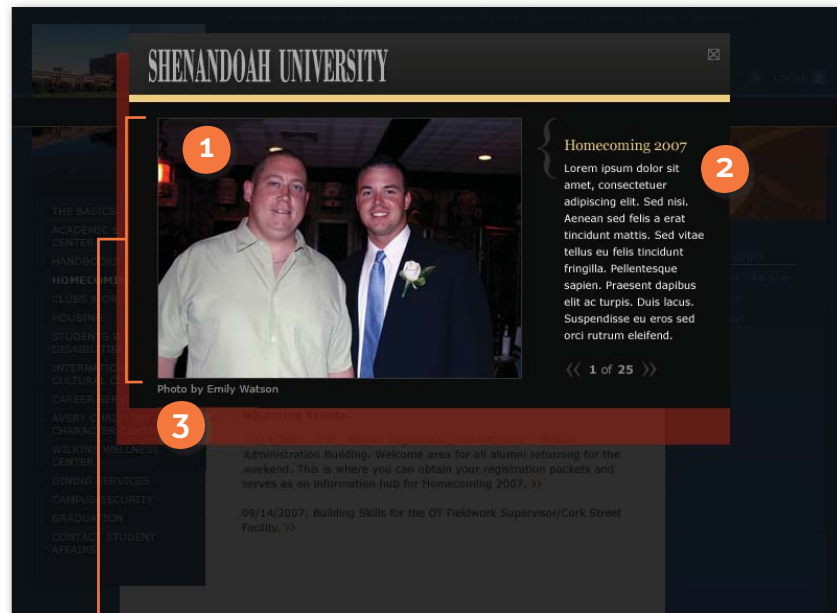


## L3-6 Schools

**Example:** Home > Academics > Liberal Arts > Political Science

- 1 School-specific branding image

Navigation Block  
Showing Sixth-Level Links



Gallery Image Size:  
 max 348x248 pixels

## Photo Gallery

- 1 **Main Image**
- 2 **Image Description**  
 May be up to 30 words in length.
- 3 **Image Credit**  
 May be up to 10 words in length.