



web style guide

Version 1.1/201412

1.0 :::: Policies & Guidelines/snc.edu



The college's primary means for information and communication is its website. Our website is our virtual gateway for those outside the college as well as those within. As such, it is worthy of our attention, investment and respect.

In August 2012, after a significant collaborative effort, the college launched a new externally-facing website that featured newly produced content, specifically targeted at external audiences. The site was based on new architecture, so web content that was of primary interest to external audiences like

prospective students, alumni, donors and the community was regrouped and included in the new site. Content relevant to internal audiences like current students, faculty and staff was not migrated during this first phase. The design and development of this new site was defined as Phase I of a two-phase redesign and renewal of www.snc.edu. Phase I was completed in early November 2012.

Soon after, Phase II of the web redesign process was begun. Phase II includes the conversion of unit (department) web folders from the www.snc.edu legacy design into a brand new, reorganized site with a new design and new page templates. The goal is to provide a smaller, cleaner, more usable and better-maintained website for both external and internal users.

Web Management and Certification

The website is the cornerstone of the college's communication efforts, is essential in maintaining its reputation and represents a significant investment of resources. It is for these reasons that a high level

of commitment is expected as units develop and maintain web content.

Designated web managers

Each unit (department) that desires a presence on the college website must designate a web manager. Web managers must be permanent employees of the college. Students cannot be designated as web managers.

A web manager is responsible and liable for the content that appears on a unit's website and for adherence to college web standards and practices.

Cascade Certification

Each web manager must complete Cascade web content development training to be certified and to receive access to the college website.

Certified web managers may build their own unit web teams, and those teams may include other employees and students.

All personnel must complete the **Introduction to Cascade Training Workshop** or, if already certified, must attend the **Cascade Refresher Workshop** to gain access to the new website. Web

managers are responsible for requesting or revoking website access by their team members.

In addition to Cascade training, continuing education opportunities and open labs will be provided for the ongoing development of web content managers and their teams.

Web Maintenance Policies and Best Practices

In order to maintain quality, as well as timely and accurate web content, it is important that certain checks and balances be used in maintaining the website.

Roles and Workflow

It is a best practice to have another person review your web updates before publication to the live website. It is also a best practice to provide access only to areas of the web that are within a person's area of responsibility.

Among Cascade's advanced features is the ability to designate different roles and privileges for different users, and to provide a workflow process for approving content changes and updates. As part of the Phase II process, roles and workflow have been implemented, as

needed, to better manage the web production and publication process.

Roles as defined within Cascade are:

Manager - can access folders within their respective area of responsibility. Can create and edit folders, pages, written content and import photos and PDF files. Can publish.

Contributor - can do everything a manager can do except publish. A manager must approve a contributor's work before publishing live.

Semi-annual Website Review

In order to provide the best, up-to-date web content for our visitors, we recommend a thorough review of your web area twice each year. A best practice is to schedule the review dates in advance and invite others inside and outside of your department to review your site with you.

Getting help

If you have questions, need help or have comments about the website or Cascade, please email web@snc.edu.

The ITS Service Desk also is available to either or refer you to help.

Service Desk Phone: 920-403-4040
Email: servicedesk@snc.edu
Service Request Form: <http://www.snc.edu/service>
Location: Mulva Library Room 108

Academic Year Hours

Sunday	12 p.m. - 12 a.m.
Mon- Thurs	7 a.m. - 12 am
Friday	7 a.m. - 9 p.m.
Saturday	11 a.m. - 6 p.m.

1.1 :::: Header and Footer/snc.edu

Site Page Header

Appears on every page

The standard header provides a consistent location for navigational aids for external visitors.

It includes:

- ❶ Primary links
- ❷ Secondary links
- ❸ Site search tool
- ❹ A-Z index
- ❺ Link to giving.snc.edu
- ❻ Home link



Notes:

Site Page Footer

Appears on every page

The standard footer provides a consistent location for navigational aids and helpful links for external visitors.

It includes:

- ❶ Link to Living Norbertine page
- ❷ Live SNC Twitter feed
- ❸ Link to giving.snc.edu
- ❹ Helpful links for external and internal visitors
- ❺ Links to SNC institutional social media accounts and social media directory



1.2 :::: The Home Page/snc.edu

Home Page

The main landing page for the college's website (snc.edu).

This page serves as “wow” factor and navigation index for visitors to the website. Most regions of the page are dynamic and are updated on a regular and continuing basis. The only static content, in addition to the header and footer, is the “welcome” text.

It includes:

- 1 The college logo in the head banner is a link back to home page.
- 2 From four to six banner images provide a slideshow that emphasizes key messages or strategic content.
- 3 Static welcome text with inline links and rollover text tips. Text tips provide additional content in a very efficient space and help with search engine optimization.
- 4 Rotating stats box presents points of distinction directed at prospective students and families.
- 5 Highlighted news items. Three text highlights and two photo highlights are regularly updated.
- 6 Links provide access to press releases and other college-generated news content.



- 7 Highlighted event promos - three as text and two with photos. “more events” link accesses campus master calendar.
- 8 Mouse rollover reveals slideshow back and next arrows.
- 9 Mouse rollover reveals multiple captions/quotes. Banner images and captions are carefully chosen to provide content relevant and important to prospective students, their families and other visitors unfamiliar with the college.

Up to four quotes, captions or social media excerpts are accessible within each banner image, again, packing a lot of content into an economical space.

1.3 :::: Page Types & Templates/snc.edu

Admission



Landing page for primary navigation link. Caters to the specific needs of prospective students and their families.

Unique features

- Dynamic slide show
- Large Apply Online button
- Admission events schedule
- Navigation aids and invitation to like Facebook page
- Story/video promos
- Special left callouts

Academics



Landing page provides overview and splits experience pathway between graduate and undergraduate audiences. Provides easy access and links to the very best of the academic experience, services, facilities and offerings.

Unique features:

- Three-column page type
- Left-column link buttons
- Multiple entry points and links
- Banner slide show with captions
- Right column callouts

Academic Programs



Each academic program has its own landing page. Each program is geared to prospective students and is written with a standardized hierarchy.

Unique features:

- Two-column page type
- Left-column link buttons
- Standardized left navigation
- Inline callouts allow for stacked or tabbed content
- Banner slide show with captions

Magazine



The magazine landing page uses a modified three-column page type. Meant to provide visitors with access to all news and features stories produced by the college.

Unique features:

- Robust left-column callouts
- Featured story slideshow
- Tabbed inline callouts for news and regular features
- Robust right column callouts
- Customized right callout style for links to web-only magazine content and multimedia.

Living Norbertine



Pinterest-like page provides static and dynamic content. Meant to illustrate what Norbertine means and what *communio* is.

Unique features:

- Four-column layout
- Two callout styles to distinguish static and dynamic content
- Link to story pages, multimedia and mission content

Story Page



Provides standard magazine style layout with access to related additional content. Page style used for Living Norbertine, magazine and e-news stories and content.

Unique features:

- Headline/subhead area
- Large, single banner image
- Print style page format
- Robust right callout section
- No left navigation
- Breadcrumbs provide a navigational aid

1.3.1 :::: Page Types & Templates/snc.edu

Inside



This is meant to be used as the home page for internal audiences. Links to login sites, A-Z index, personnel directory and robust search.

It includes:

- A-Z Index
- People Directory
- Department Directory
- Site Search
- Links all login sites used by campus community
- Link to campus-wide calendar

Athletics Landing



Based on three-column page type. Provides access to all individual athletic programs, most recent media releases and all-sport athletic schedule.

It includes:

- Wide banner with no caption
- Custom left column callout style
- Data feed for headlines
- Data feed for schedule
- Right navigation to individual sport pages
- Right column promo callouts

Athletic Program



Each individual sport has its own landing page, based on the three-column page style. Each sport provides standardized content in a predictable location.

It includes:

- Standard left column callouts
- Center column includes schedule, headlines and optional promo to special announcements and events
- Standard right navigation to all sports
- Standard right callouts

Notes:

2.0 :::: Page Templates/Three-Column Template/snc.edu

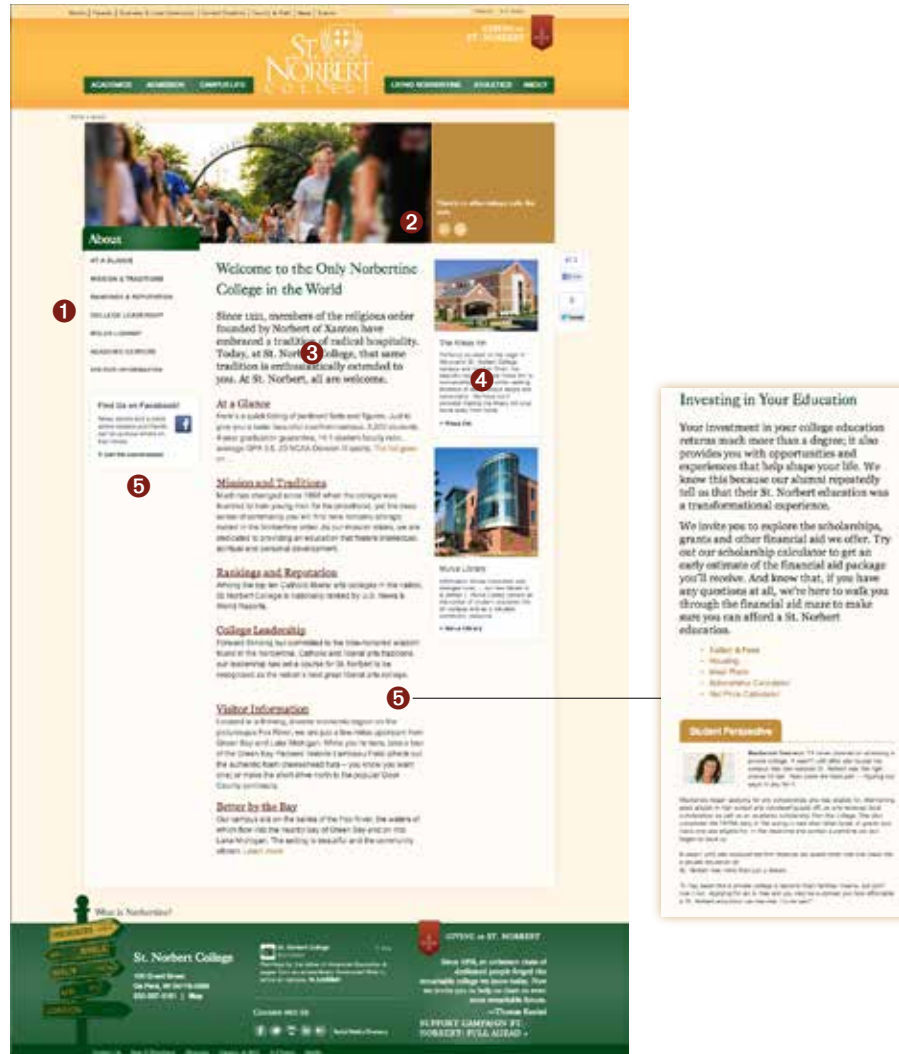
Three-Column Page Best choice for a department or unit landing page.

The standard three-column template is both functional and flexible. If planned well, it can be a well organized, robust combination of written and visual content with plenty of options for rich media, links and guidance for where the visitor should go next.

Highlights include:

- 1 Left navigation generated by page/folder architecture
- 2 Banner that can be singular or expanded into a slideshow, or not used at all.
- 3 Center content that is controlled by the WYSIWYG editor
- 4 Robust left-column callouts
- 5 Optional right-column and center (inline) callouts are also available in this template.

The example at right uses the three-column template as a landing page, with the center content area being used for introductory content as well as an index for related pages. Even though the left navigation already links to the same pages, the center linking allows for the visitor to make a more informed choice of where to go next.



Notes:

2.1 :::: Page Templates/Two-Column Template/snc.edu

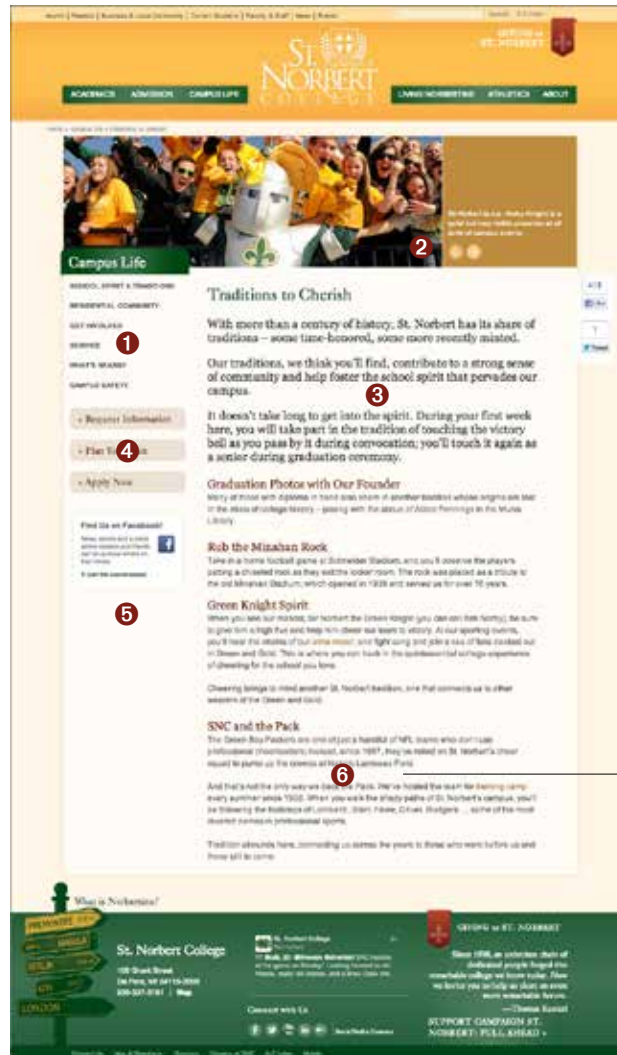
Two-Column Page

Best choice for text-heavy, single subject and procedural pages.

The standard two-column template is designed to provide the most space for written content. It can be used with a banner and or banner slideshow, or without a banner at all.

Highlights include:

- 1 Left navigation generated by page/folder architecture
- 2 Banner that can be singular, expanded into a slideshow, or not used at all.
- 3 Center content that is controlled by the WYSIWYG editor
- 4 Left-column standardized button links
- 5 Optional left-column callouts.
- 6 Optional center (inline) callouts.



The two-column page style is also a good choice for faculty/staff directory pages.



Notes:

2.2 :::: Page Regions/snc.edu

Photo Banners

To be or not to be.

Banners can be used as a stand-alone image with caption or as a multiple-image slideshow with captions.

Banners are not required. Some pages may serve audiences better without images.

Banner standards:

- Standard banner size is 738 pixels by 256 pixels
- If a single banner is used, directional arrows will not appear
- Banners should include photographic images only. Text or decorative graphics are not acceptable.
- Captions are integral for providing detail and context for banner photos, so should be treated as valuable content.
- Generally, banner photos will be created, cropped and uploaded by web staff.



A high-quality single banner is more effective than a low-quality banner slideshow.



Notes:

2.3 :::: Page Regions/snc.edu

Main Page Body

The central area of the page is controlled by use of the WYSIWYG editor.

The editor uses familiar command tools.

The central region of the page is simple, but very flexible, and generally requires a certain level of expertise and at least a knowledge of HTML formatting.

The WYSIWYG editor can be used to

- 1 Create forms
- 2 Create table-based layout
- 3 Import photos and match text
- 4 Create orderly text hierarchy
- Import and edit HTML code
- Table colors are preconfigured to have a consistent look and feel throughout the website



The WYSIWYG editor, above, and the styled text after hierarchal formatting, at left.



Text Styles

These styles are found in the WYSIWYG editor and in the “Styles” dropdown field.

1 Body Lead-in - this is used for the introductory paragraph(s) on the page as needed. Lower level pages will likely not use this style.

2 Red Subhead - this is used to break the page into digestable content areas, each with a descriptive headline. Subheads should use title case.

When Red Subhead is used as a link, it will automatically be styled with an underline.

3 Body text - this is the default style when text is imported or entered without choosing a style. Body text is a dark gray.

4 Inline link - body text that is highlighted and formatted as a link will automatically change to a link color and style.

5 Bullet list - apply the bullet text format from the WYSIWYG menu to create a body text list with bullets. Use the level tool to move the list indent.

6 Numbered list - apply the bullet text format from the WYSIWYG menu to create a body text list with bullets. Use the level tool to move the list indent.

7 Red Body - this style can be used to highlight important points or to create a third-level subhead style.

Wisconsin’s Catholic Liberal Arts Leader

Choosing a college that’s right for you involves many factors, none more important than finding a learning environment that challenges and supports you through four years of unforgettable discovery. **1**

Four-Year Graduation Guarantee **2**

St. Norbert College offers more than 40 programs, backed by the best four-year graduation rate in Wisconsin and our four-year graduation guarantee. **3**

More than 94 percent of **alumni report** being employed or attending graduate school nine months after graduation – testament to the close personal attention you receive in class, through the Honors Program, science labs, performance spaces, undergraduate research projects and **study abroad**. **4**

Did You Know?

Studies show that undergraduate research and service-learning programs are two of the highest impact options you can pursue in college.

- Example of body style as a bulleted list
- Example of body style as a bulleted list
- Example of body style as a bulleted list

- Example of a bulleted list of links
- Example of a bulleted list of links **5**
- Example of a bulleted list of links

1. Example of body style as a numbered list
2. Example of body style as a numbered list **6**
3. Example of body style as a numbered list

More than 94 percent of alumni report being employed or attending graduate school nine months after graduation – testament to the close personal attention you receive in class, through the Honors Program, science labs, performance spaces, undergraduate research projects and study abroad.

Successful outcomes **7**

More than 94 percent of alumni report being employed or attending graduate school nine months after graduation – testament to the close personal attention you receive in class, through the **Honors Program**, science labs, performance spaces, undergraduate research projects and study abroad.

The **green main headline style** is automatically applied when text is entered into the “Title” filed of the inline metadata.

Notes:

2.5 :::: Callouts/Right Side/snc.edu

Right Column

Callouts are used to provide supplemental content, to promote, to link to media and to help certain content stand out.

The fonts, colors, borders and text styles used in callouts are predesigned to provide consistency across the website.

Callouts are created by entering or linking content into a series of specific data fields in Cascade's edit mode.

By combining different features, there are a multitude of callout styles available.

Right-column callouts can include:

- 1 Text only
- 2 Text with inline links
- 3 Text with link list
- 4 Headline with link list
- 5 Text with photo
- 6 Photo with link list

With assistance from the office of Communications, the following callouts are available:

- 7 Text with video access
- 8 Text with photo gallery thumbnails

1

Why live on campus?
Studies show that students who live on campus are more likely to persist in college and complete their baccalaureate degree in four years.

2

Hours of Operation
Summer
The Art Galleries will be closed for Summer Break and reopen on August 26, 2013.

Monday-Friday
9 a.m.-3 p.m.

Saturday
11 a.m.-3 p.m.

During the academic year, closed in summer and on college holidays. Admission into the galleries is free and all galleries are open to the public.

Please Note: when planning your visit, the galleries are occasionally closed for exhibit installation.

3

Wise Dining
Do you want to know the nutritional value of turkey shawarma or that delicious potato bowl? You can check out the dining services website or the mobile website for complete nutrition information. Both sites flag healthy, non-gluten, vegetarian and halal menu items for your convenience.

4

Academic Divisions
The academic structure here is divisional, meaning that most course work is taken under one of our three divisions.


- Humanities and Fine Arts
- Social Sciences
- Natural Sciences

5

Related Resources


- Room Layout
- Floor Plan, Floor 1
- Floor Plan, Floor 2
- Floor Plan, Floor 3

6



Our mission

- Weekly bulletin
- Liturgical ministry schedule
- Mission statement


7


What sets apart the liberal arts at St. Norbert College?
Our commitment to our Catholic and Norbertine traditions at St. Norbert College sets us apart from many other strong liberal arts colleges. The central aim of the liberal arts, to educate the whole person for the highest levels of meaning in all aspects of life, is more fully realized in an educational setting where a religious dimension is present and pervasive. The strong religious heritage at St. Norbert supports an ideal community, one that realizes the best of the liberal arts tradition.

8

St. Norbert in Season

GALLERY: Seems that, as soon as May arrives, it's time to don, in turn: flip-flops and shorts; a winning attitude (for campus golf and more); a studious air (for Finals Week); cap and gown (for Commencement!). Our photographers were there to capture it all!

9


What will you major in?
Major First gives first-year and undecided students the opportunity to visit booths representing each major offered at the college. Students can pose questions about various fields of study. At each station, a faculty member, current student and alum are available with plentiful information about the intricacies of pursuing a certain discipline, and the real-life possibilities of drawing on that particular major in the workplace.

Helpful tip:

The body text size in a callout box is smaller than the normal default body text on the page.

Sometimes, the text in the callout does not format properly and displays in the larger style.

If text does not size down properly when previewed, go back to edit mode and place a hard return in front of the first word in the copy block and then hit a backspace. This action creates a <p> tag in the HTML code and applies the proper style to the text.


Notes:

including maps and

e collection. (To
at Ed's Café

ust love the
quiet study, or a
ve Muiva has the
lp you land that

oom on the first
d by students. In


Meet the Muiva
It took 17 months to construct the Muiva Library and you can see it unfold in less than a minute!

- Watch the time-lapse video.

St. Norbert College Web Standards // 12

2.6 :::: Callouts/Right Side/snc.edu

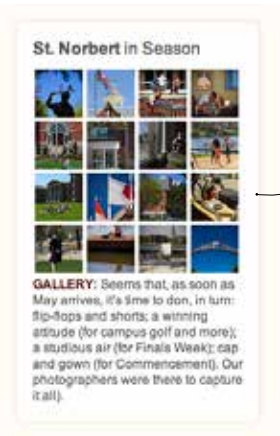
Lightbox Media

Videos and photo galleries allow immediate viewing with the click of a mouse.

Videos play in a lightbox with full controls. The background is semi-transparent black and provides comfortable viewing without leaving the web page. Videos are sourced from YouTube.

Photo galleries are presented in a thumbnail grid in rows of four. Clicking on a thumbnail invokes a lightbox with slide show controls and pop-up captions. Gallery images are sourced from Flickr.

Videos and photo galleries need to be produced by the office of communications in accordance with web and media best practices.



Contact Information
St. Norbert College Parish
100 Grant Street MS-16
De Pere, WI 54113-2058
Phone: 920-433-0010
Fax: 920-433-4432
parish@snc.edu



► Weekly bulletin
► Liturgical ministry schedule
► Mission statement

Parish Tour



Old St. Joe's is the oldest building on the St. Norbert campus. Our current building, dedicated in 1990, stands on the site of a small chapel built in 1878. Our commitment to fellowship and hospitality is reflected in the extensive renovation undertaken in 1998, which added an atrium, gathering area, lounge, ornate chapel and up-to-date facilities. This work, which revealed the original masonry and beams, was recognized with two national awards for architectural design.

Stackable Callouts

Different types of callouts can be produced, combined and reordered.

Callouts can provide additional content that may not easily flow from other content on the page. Callouts should be used to promote events and programs, to link visitors to additional pages or content, to provide additional information or to bring emphasis to particular content.

2.7 :::: Callouts/Left Side/snc.edu

Left Column

Because site navigation appears in the left column of a page, left-column callouts are used more sparingly and use small graphic icons instead of larger photographic images.

The fonts, colors, borders, text styles and icon sizes used in callouts are pre-designed to provide consistency across the website.

By combining different features, callouts can take on several forms, depending on their use.

Left-column callouts can include:

- ➊ Helpful tips and tasks
- ➋ Highlighted information
- ➌ Lists of links with introductory text that provides context
- ➍ Links to social media channels
- ➎ Basic contact information
- ➏ Related links under a single heading

➊ **Pay your enrollment deposit**
Securely pay your \$350 enrollment and security deposit online.
➤ [Make your deposit now](#)

➋ **4 years**
St. Norbert students enjoy the best four-year graduation rate over the past 10 years among Wisconsin's 33 colleges and universities.
➤ [Fast Facts](#)

➌ **News, Events & More**
Download the entire print issue of St. Norbert College Magazine. [Download PDF](#)
➤ [Calendar](#)
➤ [Alumni Events](#)
➤ [Press Releases](#)
➤ [Living Norbertine](#)
➤ ["Conversations from St. Norbert College"](#)

➍ **Find Us on Facebook!**
News, stories and a place where readers and friends can let us know what's on their minds.
➤ [Join the conversation](#)

➎ **Contact Us**
Location
We are located on the 2nd floor of Todd Wehr Hall 215.
Hours of Operation
8 a.m.-4:30 p.m.
Monday-Friday
Closed on Wednesdays from 10-11 a.m. for Sacred Hour.
Phone: 920-403-3040
Fax: 920-403-4052
Email: careers@snc.edu

➏ **About Us**
➤ [Mission](#)
➤ [Policies](#)

Connect With Us
➤ [Facebook](#)
➤ [LinkedIn](#)
➤ [Pinterest](#)

[Request Information](#)

[Plan Your Visit](#)

[Apply Now](#)

Notes:

Some left-column callouts include button links to pre-defined, standardized links, like these links that are included on admission and academic program pages.

These links are directed to specific audiences and link to specific actions.

Inline Callouts


Inline callouts are located in the main body of a page and are designed to fall below the main body content. The fonts, colors, borders, text styles and photo sizes used in inline callouts are predesigned to provide consistency across the website.

Inline callouts can be used as singular elements, can be stacked, or if their titles are short, can be set up in side-by-side, or toggled, tabs.

Inline column callouts can:

- 1 Include photos and short text blocks with or without links. Photos can be places on the left or right side.
- 2 Link to and access videos
- 3 Set in tabs to provide maximum content within a minimal space.

Student Perspective




In his bid to understand more about the Baroque period of art history, Lailur Djurhuus '12 created a series of dramatic photographs that have drawn recognition on and off campus. The art major's recreations of masterworks by Caravaggio garnered two gold ADDYs in the communications industry award program.

» View the Story


Alumnus Perspective

"I had long dreamt of someday working in the movies and, at age 24, it seemed like the right time in my life to give it a shot. I've been very fortunate to work as a character designer and concept artist for some challenging and fun projects such as *Men in Black II*, *Fantastic Four* and *The Santa Clause 2*."

Chris Ayers '99
Hollywood character designer and digital artist



Faculty Perspective



It was 1961, just before the start of Green Bay Packers training camp when Coach Vince Lombardi had the idea of putting a logo on the helmets of his players for the very first time. A new design concept, the Packers "G," was born. It's a concept that has stood the test of time, thanks to the careful original work of its designer, St. Norbert College adjunct assistant professor of art John Gordon.

» Watch the video

A to Z Index

People Directory

Department Directory

Site Search

A Z

Here's the familiar A to Z index. Even if you don't know the name of a department, give it your best guess and there's a good chance you'll find what you're looking for.

A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z | @ | #

A to Z Index

People Directory

Department Directory

Site Search



This directory search will help you find current faculty, staff and students. You can search by first name, last name, or even the first few letters of a name. You will be redirected to more options when you select Find.

Find

A to Z Index

People Directory

Department Directory

Site Search



You can view a list of departments, or search for people by entering a department name here:

Find

A to Z Index

People Directory

Department Directory

Site Search



Use this search to find content or specific pages on our web site:

Google™ Custom Search

Search

2.9 :::: Images/snc.edu

Keep It Simple

Standard image sizes give the site consistency and continuity, and make production more efficient.

The banner position and flexibility for providing multiple image slideshows provide great opportunities for visual display. Additionally, the inline and right callout options provide additional opportunity for secondary image display.

Banners

738 x 256 pixels

Banner sizes on two- and three-column pages are the same.



Center Callout



240 pixels wide

Depth is variable, but a square format works best.

Right Callout Images

210 pixels wide

Images can have variable depths.



There is little, if any need to import images via the WYSIWYG editor, and if done, it should be done sparingly and with a very good purpose.

Another way to include more images onto a page is through a photo gallery callout in the right-hand column.

Video: 210 pixels wide

To maintain consistency, use a depth of 194 pixels.



To maintain a 16:9 format, use a depth of 118 pixels.



Photo Gallery

Thumbnail images are generated automatically and sources images from Flickr. Galleries must include images in multiples of four (4, 8, 12, 16, 20).



Left Callout graphics



40 pixels square

Employee Directory

137 x 197 pixels

Standard headshot size for employee directory.



Employee Biography

220 x 287 pixels

Standard headshot size for employee bio page.



3.0 :::: Words On the Web/snc.edu

A Warm and Friendly Conversation

We believe that writing for the web is all about meeting our audience with a hospitable and helpful air. We depend on your help to make it easy for our virtual visitors to readily find the information they need – and, at the same time, to give them a taste of the St. Norbert experience of *communio*.

As we create new pages for the college website, we've found it helps to imagine ourselves actually in conversation with the web user.

- We think about what our visitor would like to know, as well as what we wish to tell them.
- We write as if we were talking with a real person – a person we'd just met.
- We find that using “we” and “you” helps things feel more conversational.
- We think you'll find that short, simple sentences work well.



Use Curly Quotes!

Macintosh computers:

Double curly open quote - “ - use option [
Double curly close quote - ” - use shift+option [

Single curly open quote - ‘ - use option]
Single curly close quote - ’ - use shift+option]

Windows computers:

Double curly open quote - “ - use alt 0147
Double curly close quote - ” - use alt 0148

Single curly open quote - ‘ - use alt 0145
Single curly close quote - ’ - use alt 0146

Five Things to Keep in Mind

❶ We use “title case” for headlines and subheads, like the ones on this page. (Title case uses both upper and lower-case letters.)

Correct: Five Things to Keep in Mind

Incorrect: Five things to keep in mind

❷ After a period, we type one space only.

Correct: A sentence ends. A sentence begins.

Incorrect: A sentence ends. A sentence begins.

❸ We use “curly” apostrophes and the college’s dash style – just like the ones in this sentence!



Hint: The WYSIWYG editor supplies straight apostrophes by default. Straight quotes are only used for indicating inches and feet, so all quotes should be converted to curly quotes. See **Best Practice: Use Curly Quotes** on this page.

❹ We style dates and times as in these examples:

- J-term runs Jan. 4-25.
- “Fat Brass” will perform on Tuesday, July 16. (NB: The “short” months, March-July, are written out in full.)
- The gallery is open to the public Monday-Friday, 9:30 a.m.-4 p.m.
- The class takes place 9-9:50 a.m., Monday, Aug. 26-Friday, Dec. 6.
- The next Enrichment Series event takes place on Thursday, Oct. 11, starting at 12 noon.
- The 2012-13 academic year ended with Commencement on May 12.
- St. Norbert lived 1080–1134.

❺ We don’t use capital letters for common nouns, like job titles, the names of disciplines and the names of departments. We don’t capitalize the word college, either, when it stands alone. Here are a few examples:

- St. Norbert College is a four-year residential college in De Pere, Wis.
- Erica DeQuaine is the assistant director of career services.
- David Poister teaches courses in both biology and environmental science disciplines.
- Our college magazine is produced in the office of communications.

3.0.1 :::: Words On the Web/snc.edu

Formatting Your Text for the Web

Be brief.

For a variety of reasons – ranging from screen resolution to attention spans – Web copy should be kept short and sweet. That means avoiding repetition and unnecessary detail. It also means using simple, direct words rather than elaborate ones.

Tip: Once you've written something, read back through and strike out every word you can without eliminating information. You'll be surprised how many can be deleted, and how much crisper your writing will be as a result.

Use bullet lists liberally.

Bullet lists not only help you convey information in fewer words, they also create white space on the page, providing relief from a solid wall of type. (See We Like Bulleted Lists on Page 19 for proper formatting guidelines for bulleted lists.)

Use subheads.

Again, they help to break up the page, and they improve “scannability” of your copy.

Keep paragraphs short.

The rule of thumb is no more than five lines per paragraph. Again, it breaks up the page and creates eye relief.

Use links freely.

When it's helpful to the reader, build in links to other sites (or other places on our site) for additional information. But don't be gratuitous about it – a page full of links to everywhere can be annoying.

Nine More For Your Attention

❶ We identify people like this:

- the Rev. Jim Baraniak, O.Praem., '88 (Note: the apostrophe points to the left)
- Peggy Shallue (Mission & Student Affairs)
- Deb Anderson (Biology)
- Cabrini Jablon '97, associate director of admission (Use formal titles only when necessary for clarity.)
(Note: we don't capitalize the initial letters of job titles)

❷ We identify offices and departments like this:

- the division of business and finance, the office of the president, the financial aid office
- the philosophy discipline
- Admissions, Facilities, Campus Safety (Use caps when referring to departments by nickname)
- The Sturzl Center, the Center for International Education, the Mulva Library (Use caps when the name of the department is also a proper noun)

❸ We don't use spaces within suffixes like O.Praem. and Ph.D.

❹ We use this format for phone numbers:

- 920-725-0547

❺ We use the Associated Press abbreviations for state names in body copy, and ZIP codes only in full addresses:

- Appleton, Wis.; Peoria, Ill.; Saginaw, Mich.; San Anotino, Texas; Long Beach, Calif.
- The St. Paul (Minn.) School District; Youngstown University (Ohio).
- St. Norbert College
100 Grant St.
De Pere
WI 54115-2099

Getting it Right – and Legal

Proofread your work carefully.
Use spellcheck, certainly, but also read through your work carefully at least once, preferably more. Nothing makes a worse impression than typos, esp. on a college’s website!

Fact-check your work.
Verify dates, times, days of the week, phone numbers, addresses, titles, spelling of names and so on.

Copyright
Respect copyright and intellectual property. Do not take text or images from another site without express permission – this includes Google images.

Let it sit.
If you can, put your writing aside for a day, or at least a couple of hours, and then come back to it. Flaws you couldn’t see when you were immersed in the process will become clear to you. Also, when practical, have someone else look over what you’ve written; a fresh set of eyes can identify issues you may have overlooked.

State Abbreviations

Ala.	Md.	N.D.	Ariz.	Mass.	Okla.
Ark.	Mich.	Ore.	Calif.	Minn.	Pa.
Colo.	Miss.	R.I.	Conn.	Mo.	S.C.
Del.	Mont.	S.D.	Fla.	Neb.	Tenn.
Ga.	Nev.	Vt.	Ill.	N.H.	Va.
Ind.	N.J.	Wash.	Kan.	N.M.	W.Va.
Ky.	N.Y.	Wis.	La.	N.C.	Wyo.

Nine More For Your Attention (continued)

5 We keep calendars up-to-date by deleting past events. We do understand that departments sometimes like to refer to a list of past events as a way of showing the range of their activities, but we recommend reporting this material in a paragraph, since an out-of-date calendar gives the impression that your website is not well-maintained, and can even cause confusion.

6 We like bulleted lists! Keep yours “parallel” by imagining two halves of a sentence. The first half sets up the list. Each item in the list then makes one possible conclusion to that opening sentence.


- **Correct:** (all the bulletin items are similar parts of speech)
Our programming focuses on
 - Academic preparation
 - Internships
 - Résumé writing
 - Interview skills
- **Incorrect:** (sentence fragments and full sentences are jumbled together)
Our programming focuses on
 - Choosing the right classes
 - Internships are important
 - Résumé writing
 - We can help you learn interview skills

7 We use the Associated Press (AP) abbreviation style for states (see table at right). We also use AP style for place name punctuation. Place one comma between the city and the state name, and another comma after the state name, unless ending a sentence or indicating a dateline.

- **Example:** He was traveling from Nashville, Tenn., to Austin, Texas, en route to his home in Albuquerque, N.M.

8 We have a college style guide that can help you with many St. Norbert-specific situations. The style guide is found on the web at snc.edu/go/styleguide.

9 We also make use of the Associated Press StyleBook, which is the default style guide for St. Norbert College publications, including the website. You can find a copy at the Mulva Library.



The Associated Press StyleBook (available at the Mulva Library) is the default style guide for St. Norbert College publications, including the college website.

The college’s style guide can help you with many St. Norbert-specific situations. The style guide is found on the web at snc.edu/go/styleguide