

SOUTHERN OREGON UNIVERSITY

Website Guidelines

TABLE OF CONTENTS

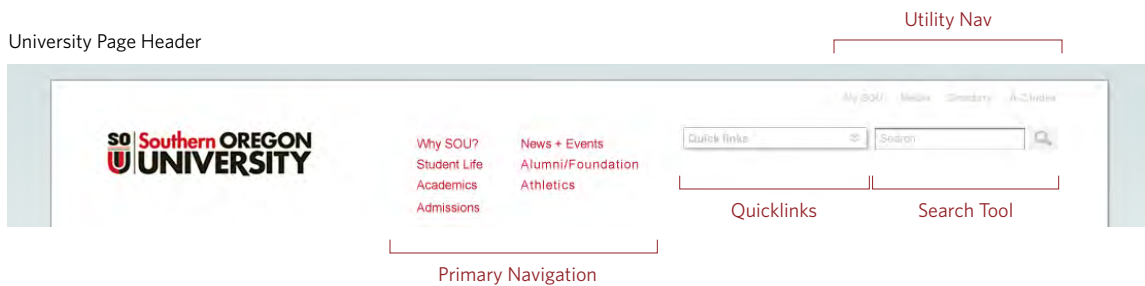
Navigation	2
Image Style.....	4
Typographic Style.....	5
Color Palette.....	6
Web Templates.....	8
Modules.....	36
Architecture	42

Navigation

The navigation is comprised of the primary navigation, secondary navigation and tertiary navigation. The header also includes the search tool, quicklinks and utility nav area.

PRIMARY NAVIGATION

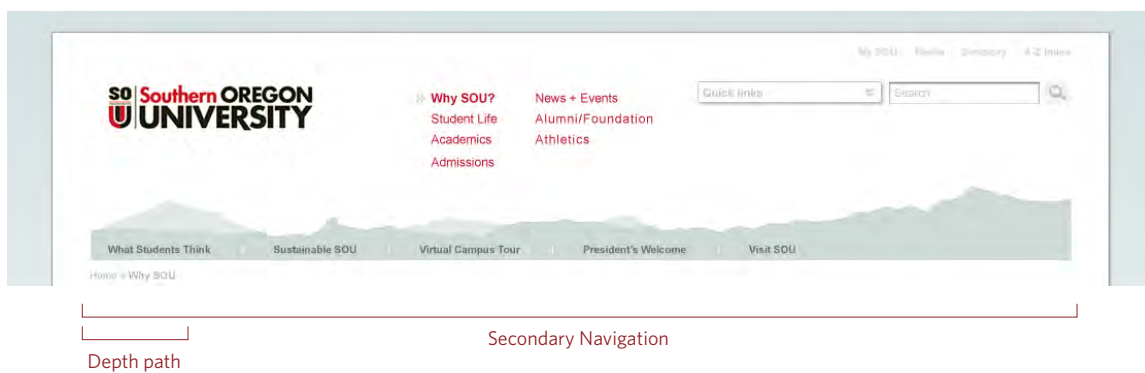
This is the navigation for all areas of sou.edu; retain the primary nav links and branding throughout. Clicking primary nav links will take user to that primary landing page. Search tool and utility nav are also part of the header template.



SECONDARY NAVIGATION

This is the secondary navigation bar for all areas of sou.edu. The secondary navigation appears on upon clicking a primary nav link and landing on a primary page. All subsequent pages will retain the secondary nav bar. The breadcrumb path is located below the secondary nav bar.

University Page Header with Secondary Navigation



TERTIARY NAVIGATION

The tertiary navigation is used for all pages beyond the primary pages. This navigation is relevant to the selected primary and secondary nav and includes section nav, sub-section pages and x-level pages as needed.

Closed

College of Arts & Sciences
School of Business
School of Education

Expanded

College of Arts & Sciences
Departments, Programs & Majors
Art
» Biology
Program Options
Catalogs & Class Schedules
Scholarships
Facilities
Research
Clubs & Student Groups
Faculty, Staff & Advising

Chemistry, Physics & Engineering
Communication
Computer Science
Criminology & Criminal Justice
Environmental Studies
Health, Physical Education & Leadership
History and Political Science
Language, Literature & Philosophy
Mathematics
Performing Arts
Psychology
Social Sciences, Policy & Culture

Catalogs & Class Schedules
Student Perspectives
Office of the Dean
Faculty
Contact

School of Business
School of Education

QUICKLINKS DROPDOWN

The quicklinks dropdown menu functions as quick access to popular links.



Image Style

Image style plays a critical role in maintaining a vivid and meaningful identity for Southern Oregon University.

Dynamic cropping, natural lighting and candid, purposeful subject matter—these are the attributes of successful photographic imagery. For web, consider using tighter image crops for increased visual impact.

Strive to use imagery that portrays the authentic SOU experience. Do not use stylized treatments such as cross-processed images or software filters. Overlapping images and semi-transparent color overlays are permitted.

Textural



Editorial



Lifestyle



Typographic Style

The Southern Oregon University Website utilizes two primary typefaces: Arial and Georgia. Below is the basic framework for typographic style used in the Web templates.

Georgia Regular: page titles and topic headers

HEADLINE
Headline

Georgia Regular: intro copy

Overview message copy.
This is overview message copy, this is message copy, this is overview message copy.

Arial: body copy

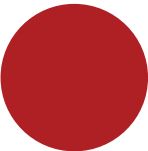
Situated in sunny Ashland, Southern Oregon University combines quality education with a spectacular location.

Color Palette

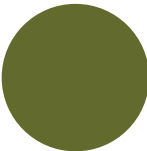
It is important that Southern Oregon University maintains consistency of visual communications across various media types and materials. A flexible range of colors has been provided for use online.



SOU Dark Red
R 147 G 33 B 39
932127



SOU Red
R 173 G 31 B 36
AD1F24



SOU Dark Green
R 99 G 105 B 45
63692D



SOU Medium Green
R 148 G 161 B 89
94A159



SOU Light Green
R 196 G 221 B 176
C4DDB0



SOU Light Green Tint
R 231 G 240 B 216
E7F0D8



SOU Orange
R 193 G 107 B 26
C16B1A



SOU Light Orange
R 206 G 164 B 41
CEA429



SOU Yellow-Green
R 187 G 183 B 50
BBB732



SOU Dark Blue
R 68 G 92 B 96
445C60



SOU Medium Blue
R 154 G 179 B 183
9AB3B7



SOU Light Blue
R 214 G 226 B 225
D6E2E1

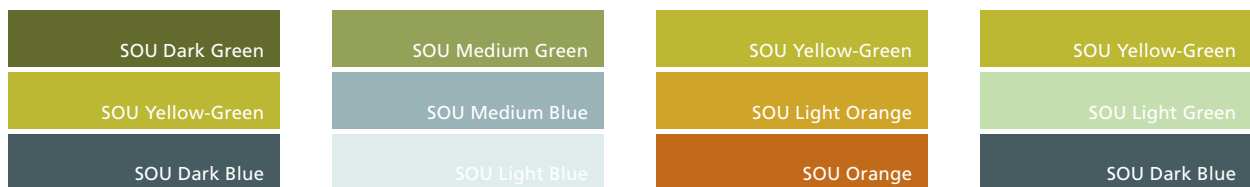
COLOR FAMILIES

A range of colors have been provided for use in online applications. Below are some recommended color combinations from within the palette. Red should be used as an accent color.

TWO COLOR SUGGESTIONS



THREE COLOR SUGGESTIONS



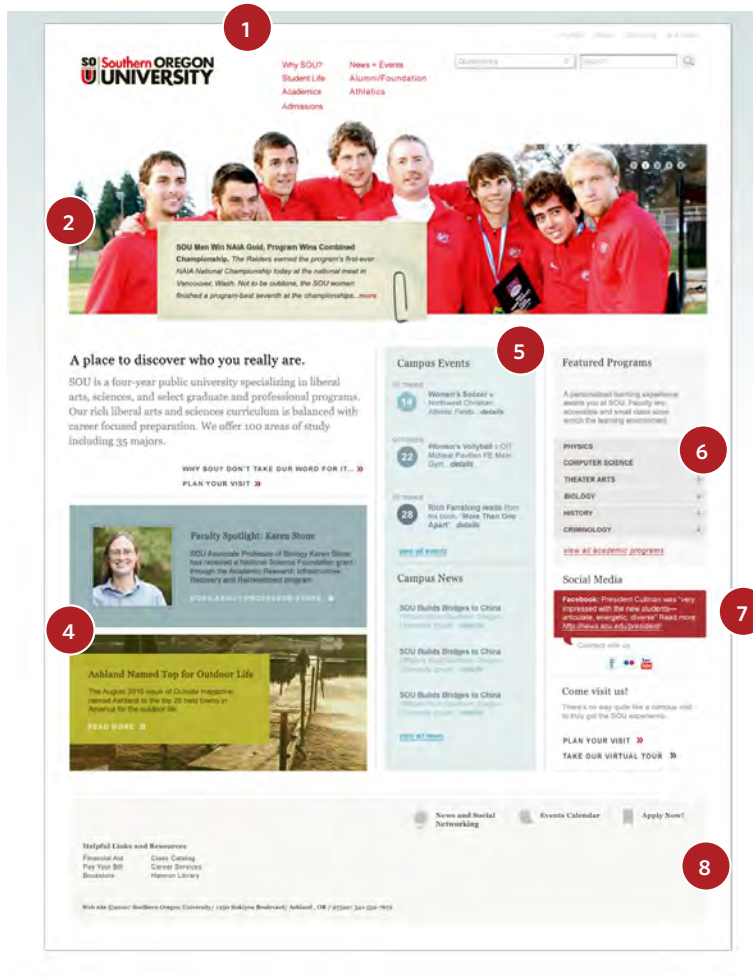
FOUR COLOR SUGGESTIONS



Web Templates

T1: HOMEPAGE

The homepage template allows for promotion of multiple elements and establishes the core navigation structure for the user. The focal point of the homepage is the main content area where strong imagery draws the viewer into the page.



1. Homepage Header - includes the SOU Logo, primary links, quicklinks, search tool and the utility nav area the top of the page.

2. Slideshow Feature Area - is a place to feature stories—what's new, prospective student announcements, faculty/staff, business/community news, alumni, etc. The navigation dots allow user to activate the next feature story they wish to view.

4. Promo Modules - are a place to tell additional stories—Faculty Spotlights, Student Spotlights, Events and News.

5. News and Events - three campus events and three campus news articles should be shown on the homepage. Amount of copy should be limited by CMS.

6. Accordion - allows multiple short blurbs to exist within limited space. These topics should all be related to each other and fit into a single category. Shown here is "Featured Programs". Each expandable topic is a program at SOU, such as "Biology". The user can then follow a link directly to the Biology department page.

7. Social Media Feed - the SOU facebook status feeds to the homepage. Buttons below link to other social media locations.

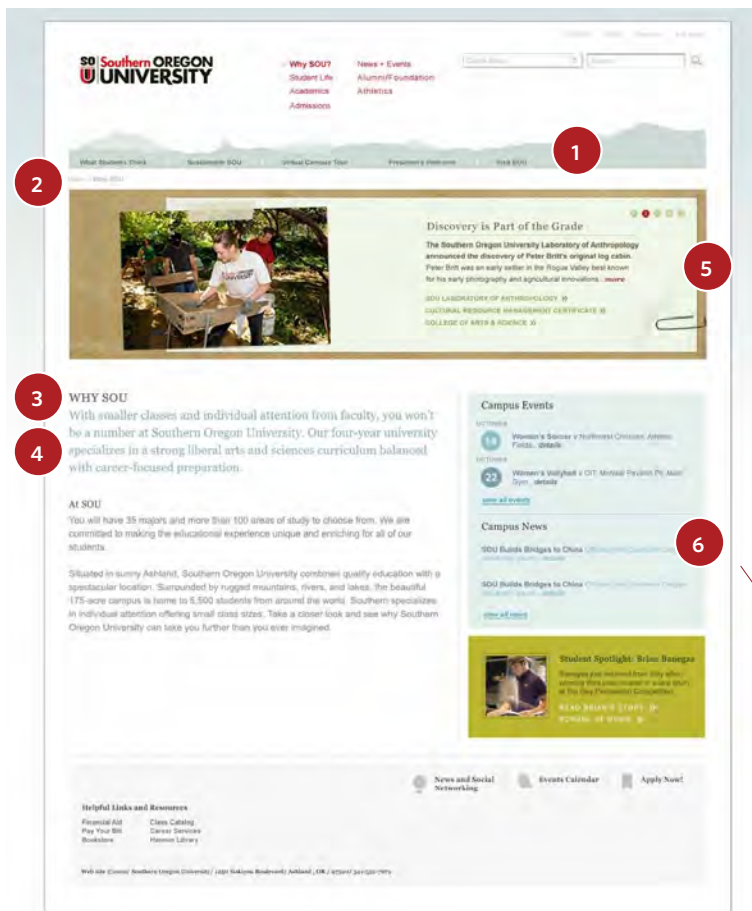
8. Footer - includes helpful links and resources, the university contact information and links to social networking, the events calendar and the application page.

T1: HOMEPAGE (CONT'D)



T2A: PRIMARY

The primary templates establish a landing point from each of the primary navigation links. It functions like a mini-home page for the selected category featuring relevant photography, messaging and announcements.



1. Secondary Navigation - appears below the primary navigation on primary pages and deeper. The navigation is specific to the chosen primary link.

2. Depth Path - helps to orient the user.

3. Page Title - is consistent throughout the website.

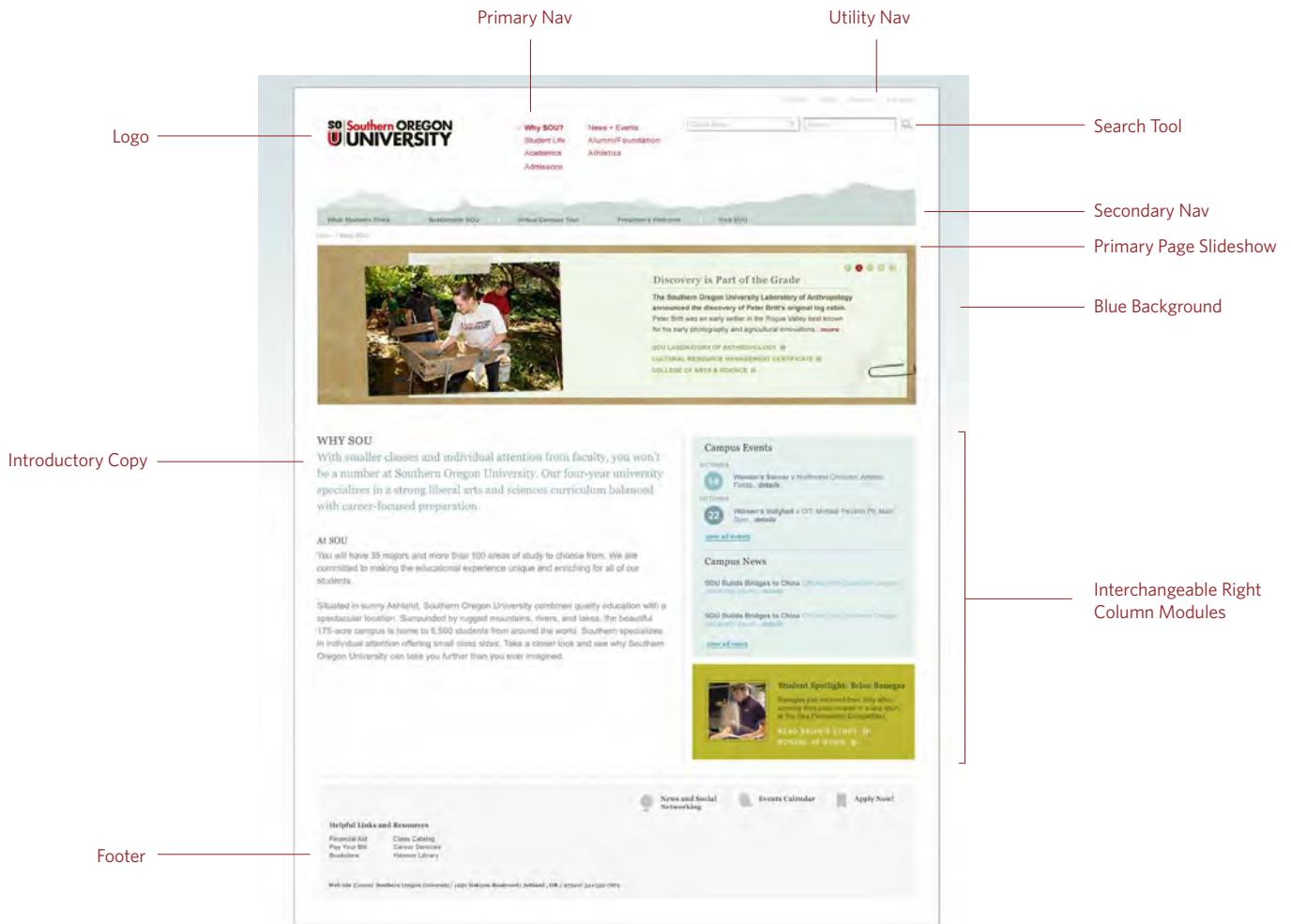
4. Introductory Copy - is larger and in Georgia. The color can be changed according to the palette of the page.

5. Slideshow - is a place to highlight stories relevant to the primary landing page. Amount of copy should be limited by the CMS.

6. Right Column Modules - can be swapped in and out interchangeably. A primary page can feature campus news and events or news and events only relevant to the primary page. Promo modules such as student spotlights and captioned images can live here as well. (See variations below).

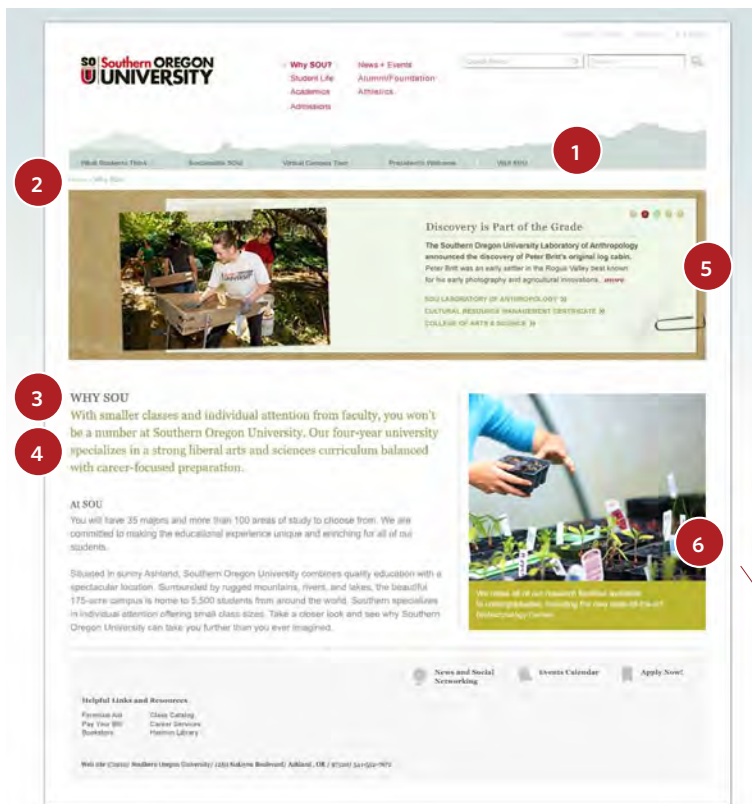


T2A: PRIMARY (CONT'D)



T2B: PRIMARY

The primary templates establish a landing point from each of the primary navigation links. It functions like a mini-home page for the selected category featuring relevant photography, messaging and announcements.



1. Secondary Navigation - appears below the primary navigation on primary pages and deeper. The navigation is specific to the chosen primary link.

2. Depth Path - helps to orient the user.

3. Page Title - is consistent throughout the website.

4. Introductory Copy - is larger and in Georgia. The color can be changed according to the palette of the page.

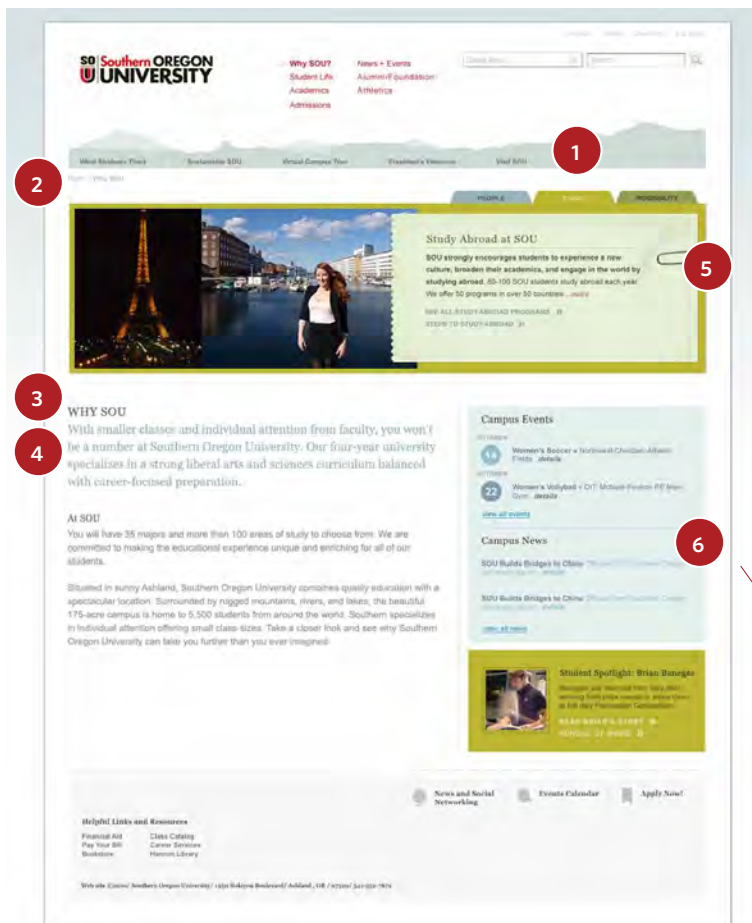
5. Slideshow - is a place to highlight stories relevant to the primary landing page. Amount of copy should be limited by the CMS.

6. Right Column Modules - can be swapped in and out interchangeably. A primary page can feature campus news and events or news and events only relevant to the primary page. Promo modules such as student spotlights and captioned images can live here as well. (See variations below).



T2.5: PRIMARY

The primary templates establish a landing point from each of the primary navigation links. It functions like a mini-home page for the selected category featuring relevant photography, messaging and announcements.



1. Secondary Navigation - appears below the primary navigation on primary pages and deeper. The navigation is specific to the chosen primary link.

2. Depth Path - helps to orient the user.

3. Page Title - is consistent throughout the website.

4. Introductory Copy - is larger and in Georgia. The color can be changed according to the palette of the page.

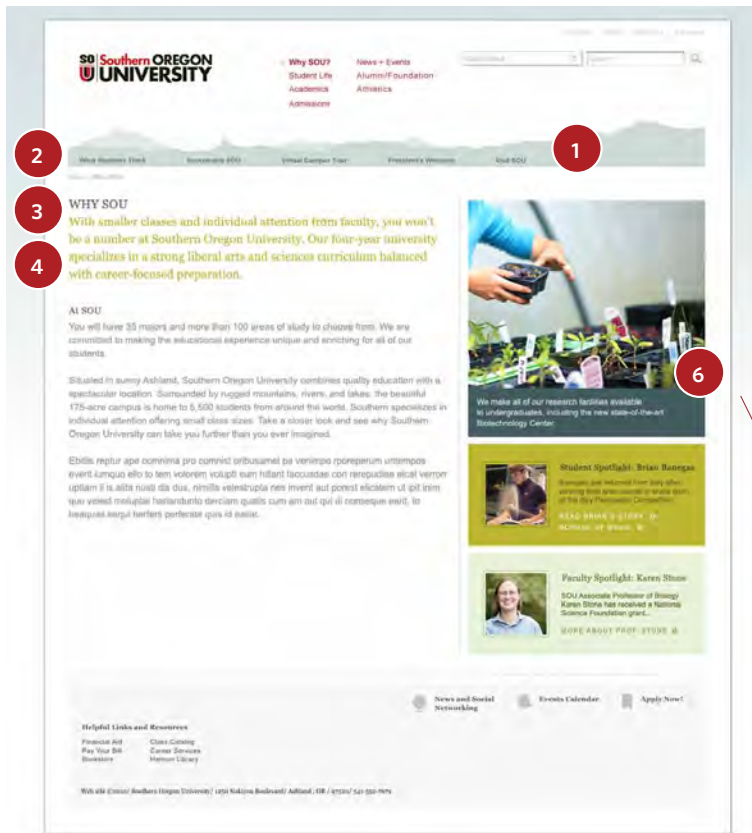
5. Tabbed Slideshow - is a variation on the regular slideshow. Tabs should be used for more topic driven material vs. stories. *Shown here: People, Place, Possibility.*

6. Right Column Modules - can be swapped in and out interchangeably. A primary page can feature campus news and events or news and events only relevant to the primary page. Promo modules such as student spotlights and captioned images can live here as well. (See variations below).



T3: PRIMARY

The primary templates establish a landing point from each of the primary navigation links. It functions like a mini-home page for the selected category featuring relevant photography, messaging and announcements.



1. Secondary Navigation - appears below the primary navigation on primary pages and deeper. The navigation is specific to the chosen primary link.

2. Depth Path - helps to orient the user.

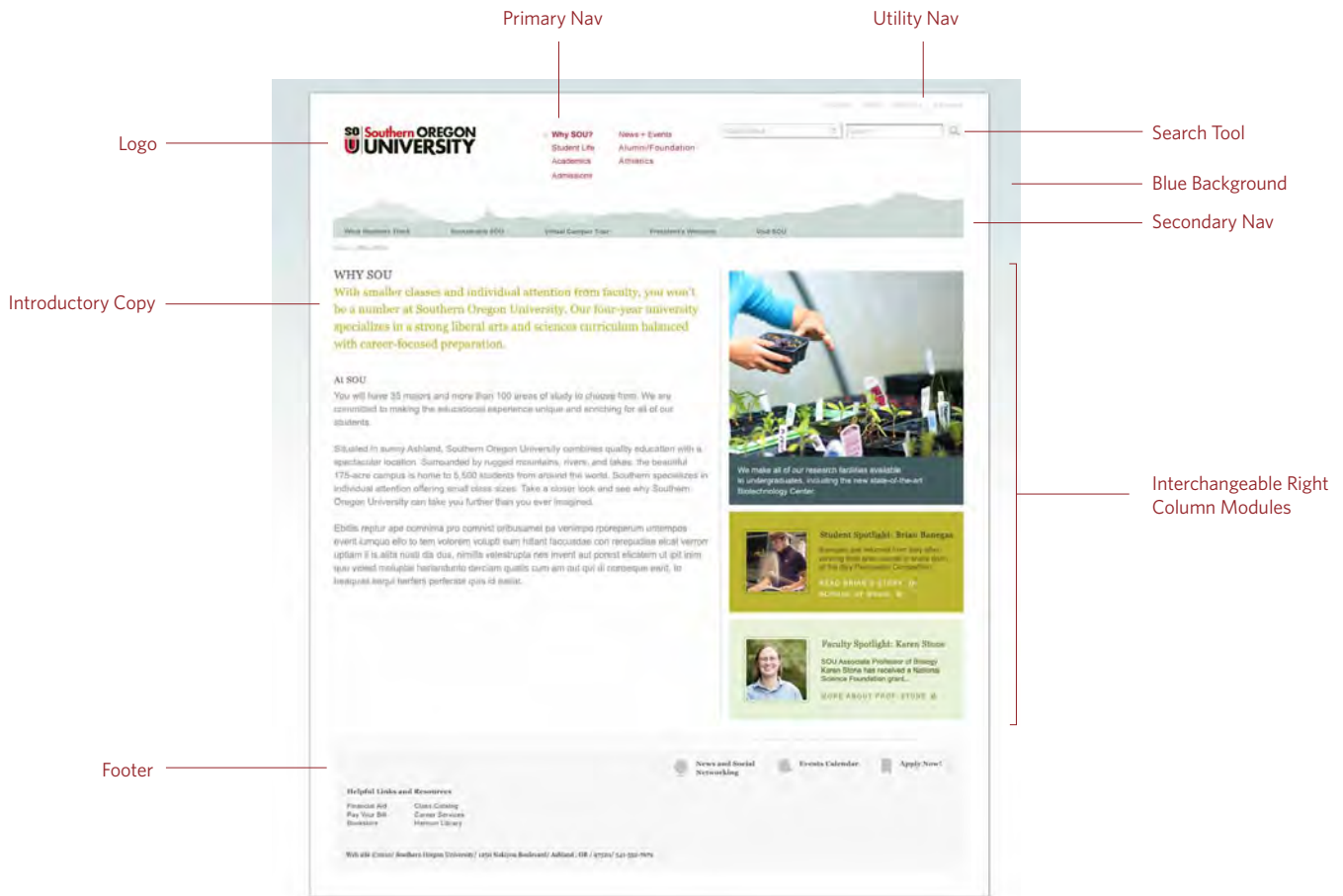
3. Page Title - is consistent throughout the website.

4. Introductory Copy - is larger and in Georgia. The color can be changed according to the palette of the page.

6. Right Column Modules - can be swapped in and out interchangeably. On this template, with no slideshow feature, the captioned image can function as a branding image for the page. Promo modules such as student spotlights and the news and events module can be added here as well. (See variations below).



T3: PRIMARY (CONT'D)



T4: PRIMARY

The primary templates establish a landing point from each of the primary navigation links. It functions like a mini-home page for the selected category featuring relevant photography, messaging and announcements.



1. Secondary Navigation - appears below the primary navigation on primary pages and deeper. The navigation is specific to the chosen primary link.

2. Depth Path - helps to orient the user.

3. Page Title - is consistent throughout the website.

4. Introductory Copy - is larger and in Georgia. The color can be changed according to the palette of the page.

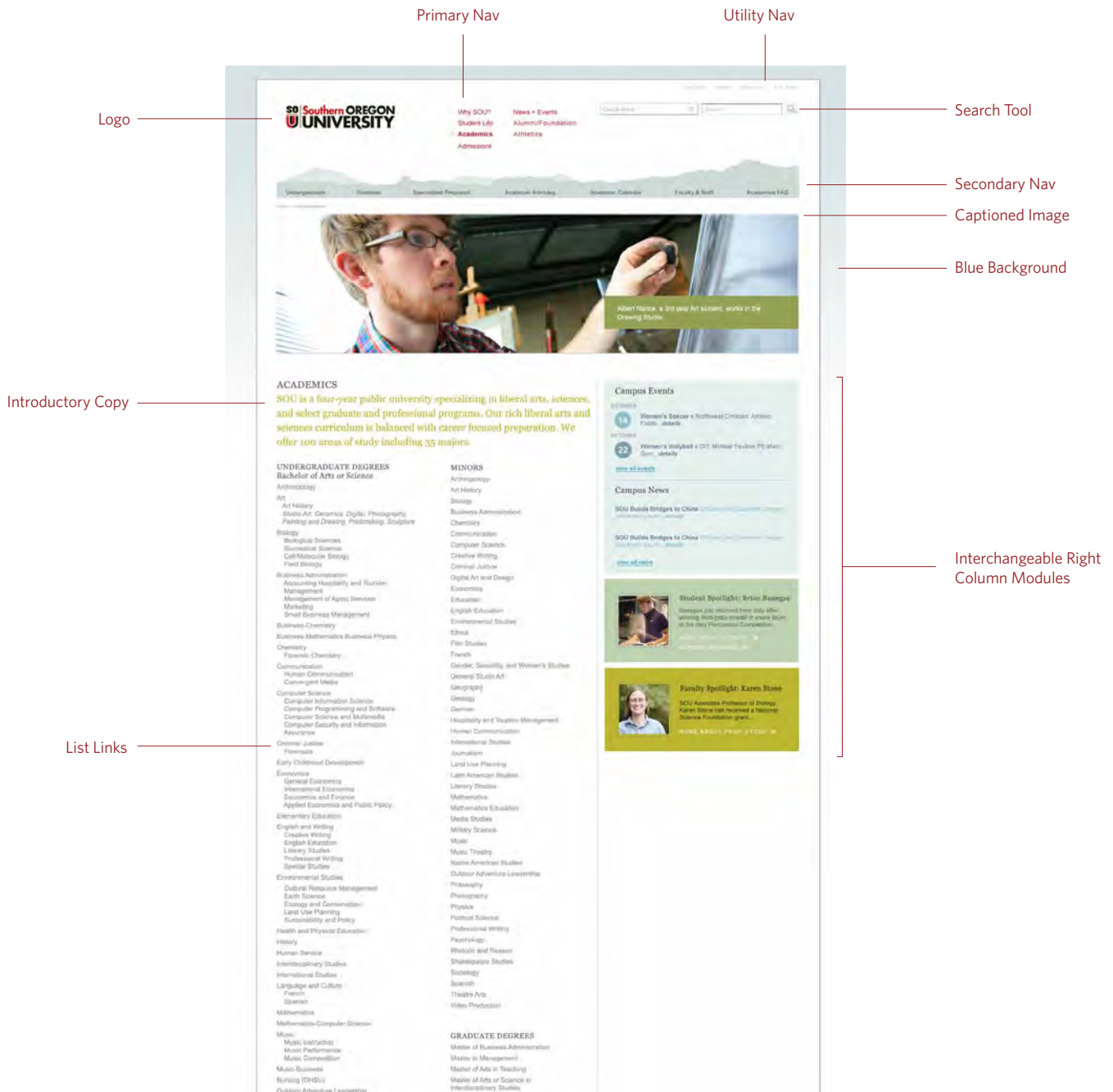
5. Captioned Image - functions as a simple way to brand a page without creating a slideshow.

6. List Links - two columns of links follow the introductory copy. This template functions as a list page.

7. Right Column Modules - can be swapped in and out interchangeably. A primary page can feature campus news and events or news and events only relevant to the primary page. Promo modules such as student spotlights and captioned images can live here as well. (See variations below).

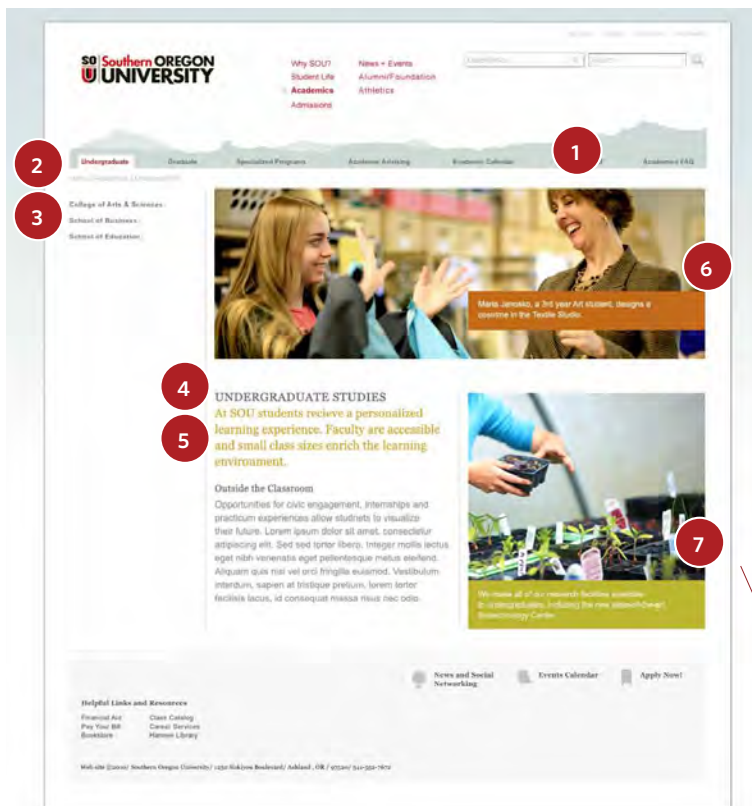


T4: PRIMARY (CONT'D)



T5: SECTION

The section page templates are intended for secondary navigation landing pages or deeper. It establishes a lower level template from the primary template but still provides opportunity for branding, messaging and information.



1. Secondary Navigation - appears below the primary navigation on primary pages and deeper. The navigation is specific to the chosen primary link.

2. Depth Path - helps to orient the user.

3. Tertiary Navigation - appears at the section page level. The links are relevant to the chosen secondary link. *Shown here: Undergraduate.*

4. Page Title - is consistent throughout the website.

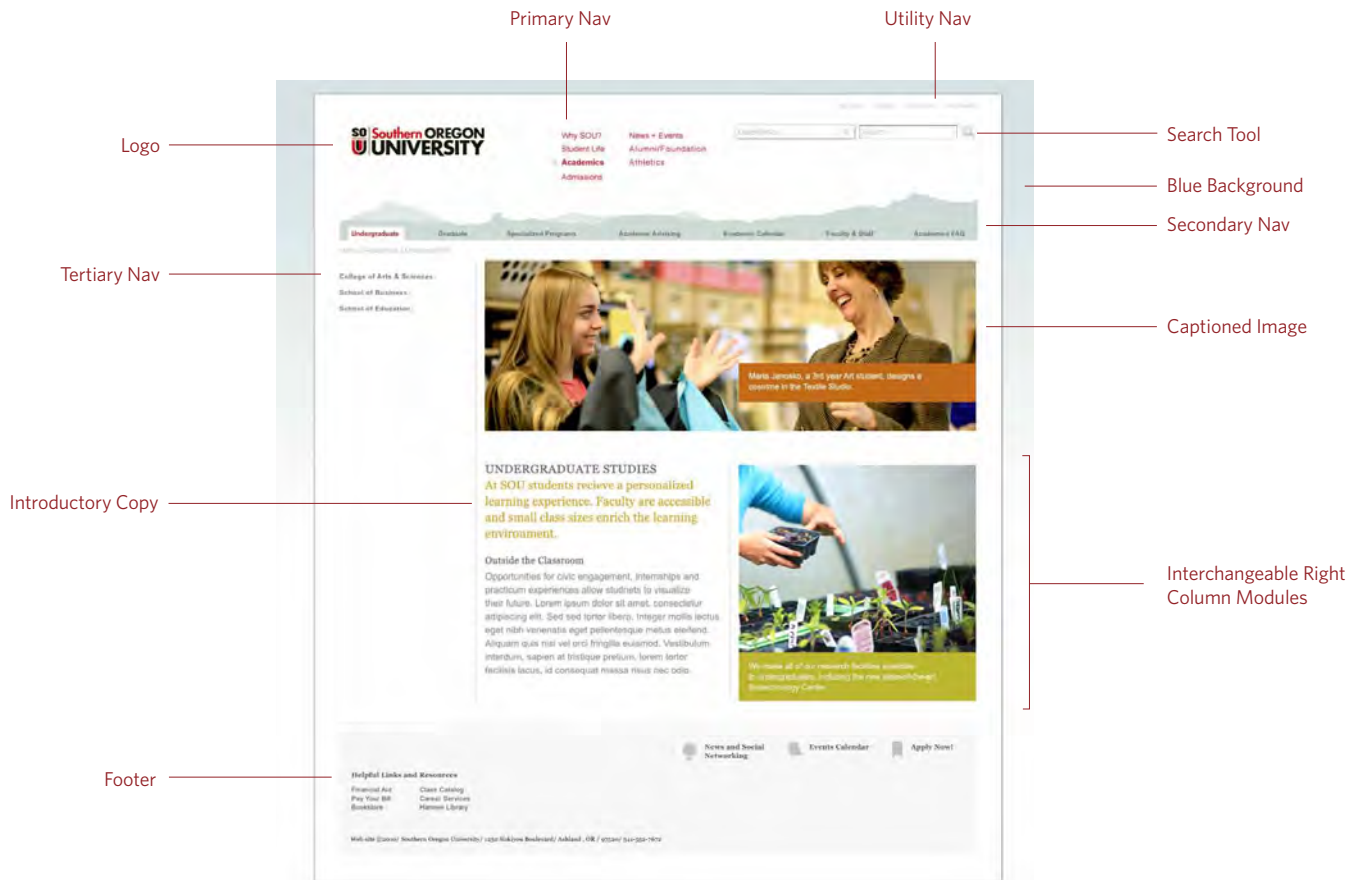
5. Introductory Copy - is larger and in Georgia. The color can be changed according to the palette of the page.

6. Captioned Image - functions as a simple way to brand a page without creating a slideshow.

7. Right Column Modules - can be swapped in and out interchangeably. A section page can feature campus news and events or news and events only relevant to the section page. Promo modules such as student spotlights and captioned images can live here as well. (See variations below).

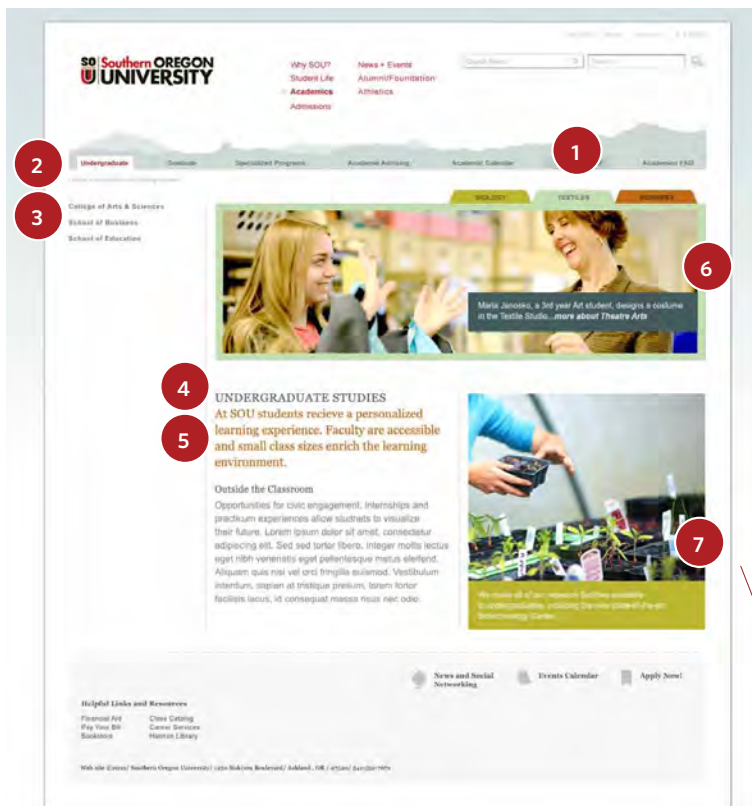


T5: SECTION (CONT'D)



T5.5: SECTION

The section page templates are intended for secondary navigation landing pages or deeper. It establishes a lower level template from the primary template but still provides opportunity for branding, messaging and information.



1. Secondary Navigation - appears below the primary navigation on primary pages and deeper. The navigation is specific to the chosen primary link.

2. Depth Path - helps to orient the user.

3. Tertiary Navigation - appears at the section page level. The links are relevant to the chosen secondary link. *Shown here: Undergraduate.*

4. Page Title - is consistent throughout the website.

5. Introductory Copy - is larger and in Georgia. The color can be changed according to the palette of the page.

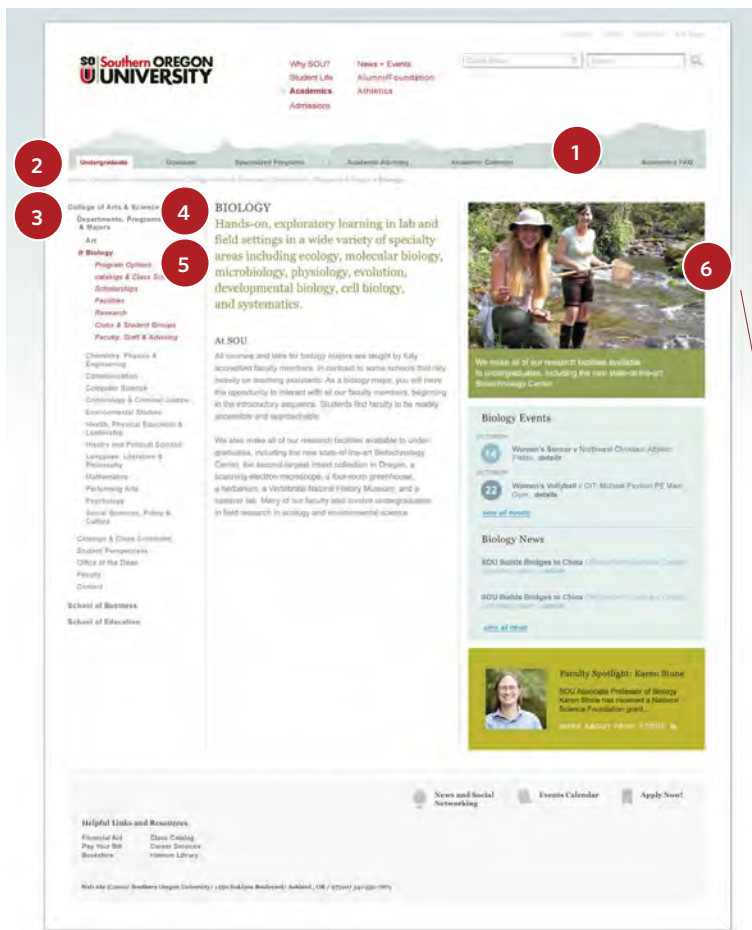
6. Tabbed Slideshow - is a variation on the regular slideshow. Tabs should be used for more topic driven material vs. stories. *Shown here: Biology, Textiles, Business.*

7. Right Column Modules - can be swapped in and out interchangeably. A section page can feature campus news and events or news and events only relevant to the section page. Promo modules such as student spotlights and captioned images can live here as well. (See variations below).



T6: SECTION

The section page templates are intended for secondary navigation landing pages or deeper. It establishes a lower level template from the primary template but still provides opportunity for branding, messaging and information.



1. Secondary Navigation - appears below the primary navigation on primary pages and deeper. The navigation is specific to the chosen primary link.

2. Depth Path - helps to orient the user.

3. Tertiary Navigation - appears at the section page level. The links are relevant to the chosen secondary link. Links expand to reveal additional levels as needed.

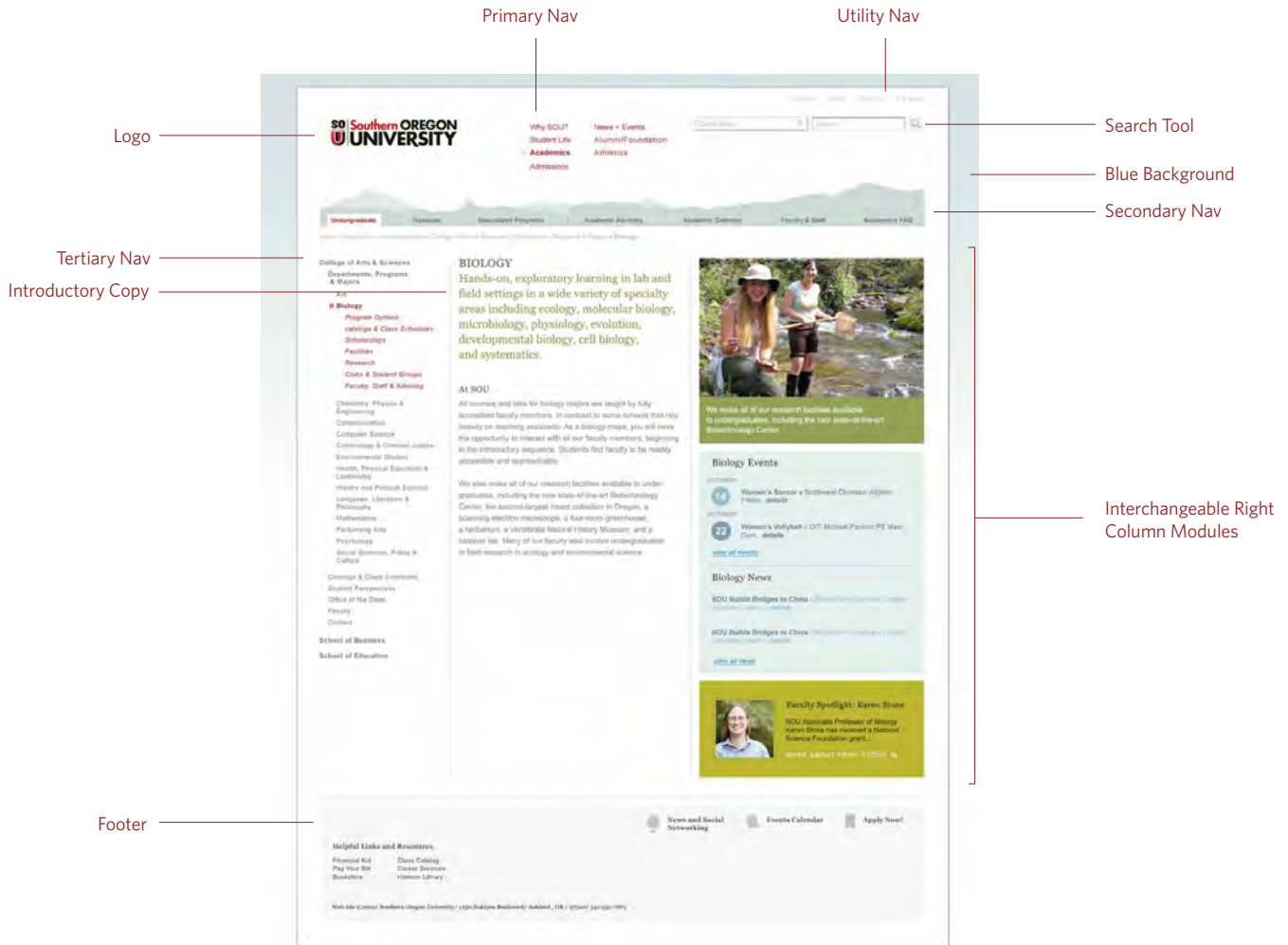
4. Page Title - is consistent throughout the website.

5. Introductory Copy - is larger and in Georgia. The color can be changed according to the palette of the page.

6. Right Column Modules - can be swapped in and out interchangeably. On this template, with no slideshow feature, the captioned image can function as a branding image for the page. Promo modules such as student spotlights and the news and events module can be added here as well. (See variations below).

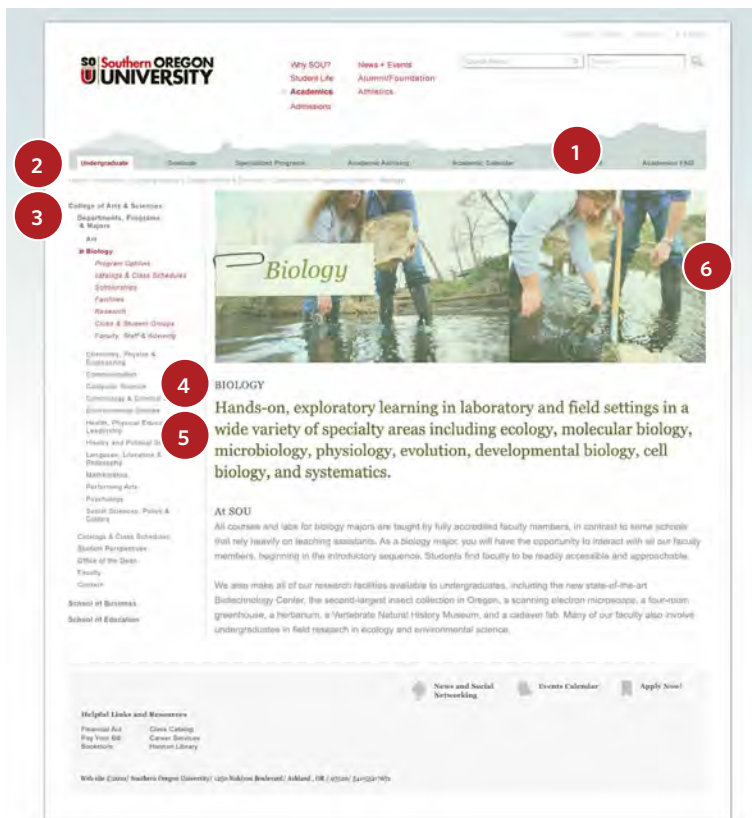


T6: SECTION (CONT'D)



T7: SECTION

The section page templates are intended for secondary navigation landing pages or deeper. It establishes a lower level template from the primary template but still provides opportunity for branding, messaging and information.



1. Secondary Navigation - appears below the primary navigation on primary pages and deeper. The navigation is specific to the chosen primary link.

2. Depth Path - helps to orient the user.

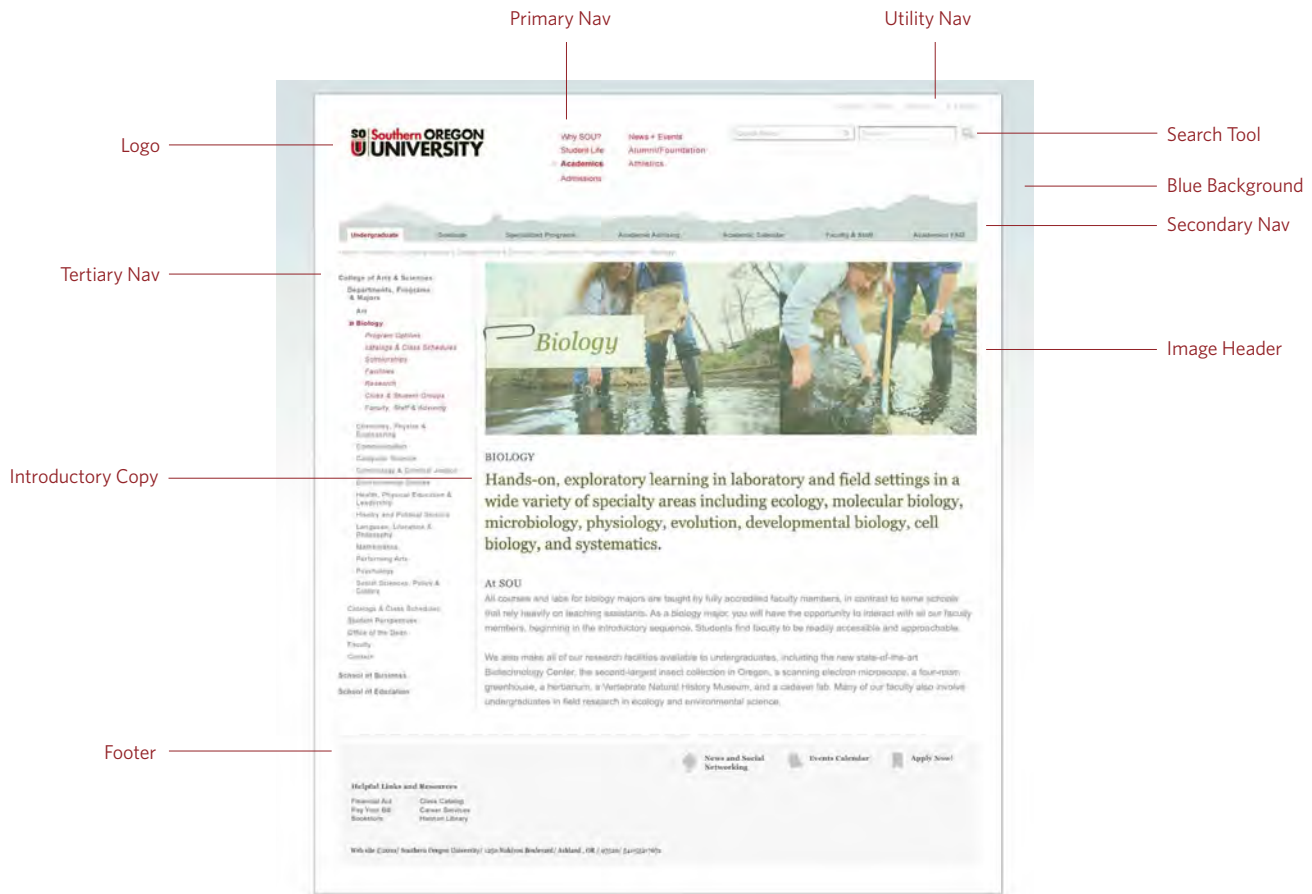
3. Tertiary Navigation - appears at the section page level. The links are relevant to the chosen secondary link. Links expand to reveal additional levels as needed.

4. Page Title - is consistent throughout the website.

5. Introductory Copy - is larger and in Georgia. The color can be changed according to the palette of the page.

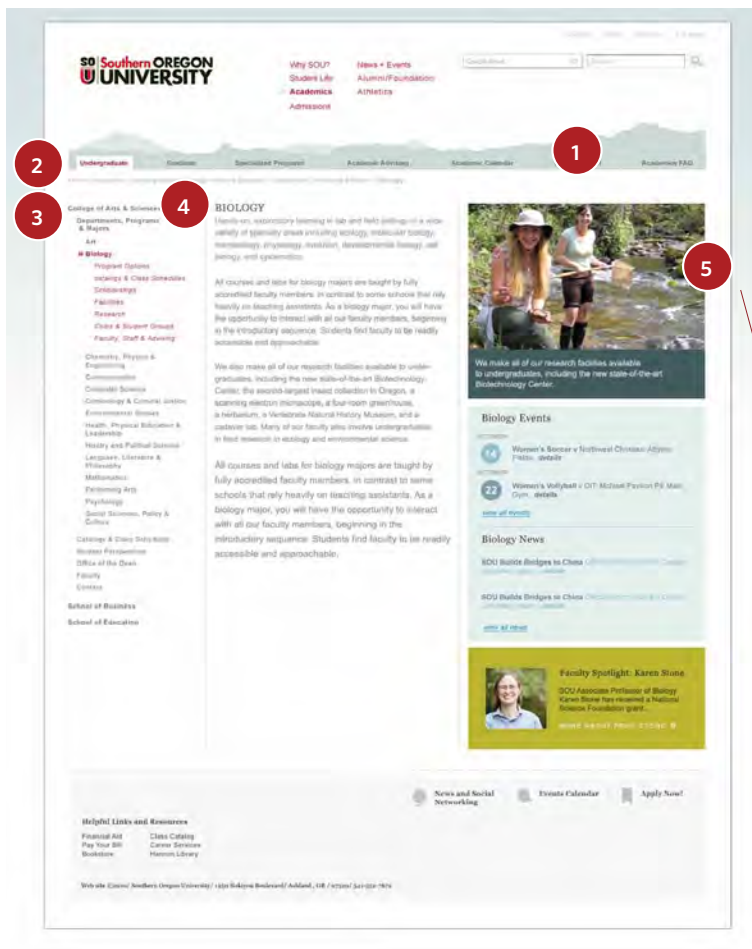
6. Image Header - functions as a simple way to brand a page by uploading an image or graphic.

T7: SECTION (CONT'D)



T8: X-LEVEL

The x-level templates establish a lower level page from the primary template and section templates, but still provide opportunity for branding, messaging and information.



1. Secondary Navigation - appears below the primary navigation on primary pages and deeper. The navigation is specific to the chosen primary link.

2. Depth Path - helps to orient the user.

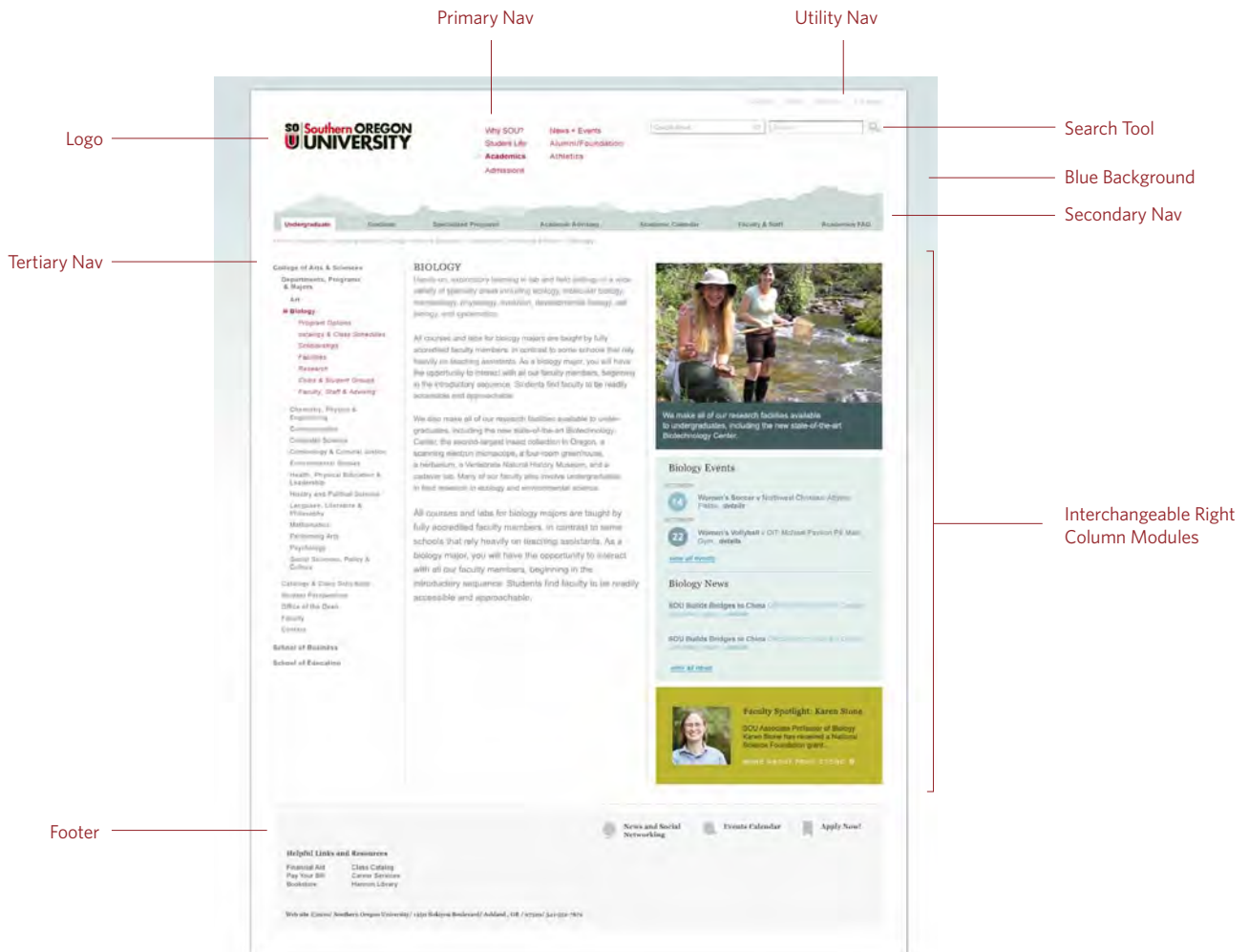
3. Tertiary Navigation - appears at the section page level. The links are relevant to the chosen secondary link. Links expand to reveal additional levels as needed.

4. Page Title - is consistent throughout the website.

5. Right Column Modules - can be swapped in and out interchangeably. On this template, with no slideshow feature, the captioned image can function as a branding image for the page. Promo modules such as student spotlights and the news and events module can be added here as well. (See variations below).

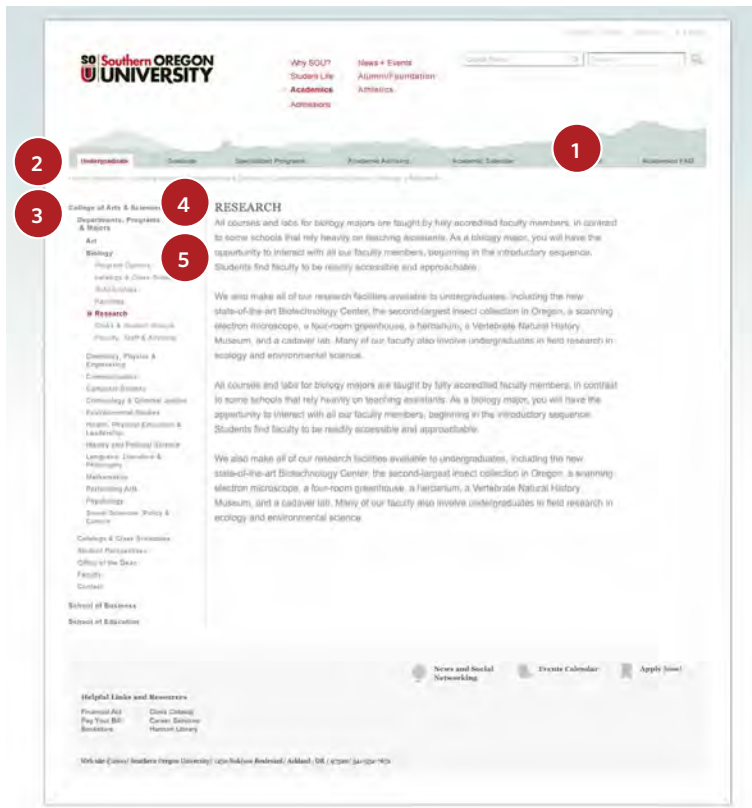


T8: X-LEVEL (CONT'D)



T9: X-LEVEL

The x-level templates establish a lower level page from the primary template and section templates, but still provide opportunity for branding, messaging and information.



1. Secondary Navigation - appears below the primary navigation on primary pages and deeper. The navigation is specific to the chosen primary link.

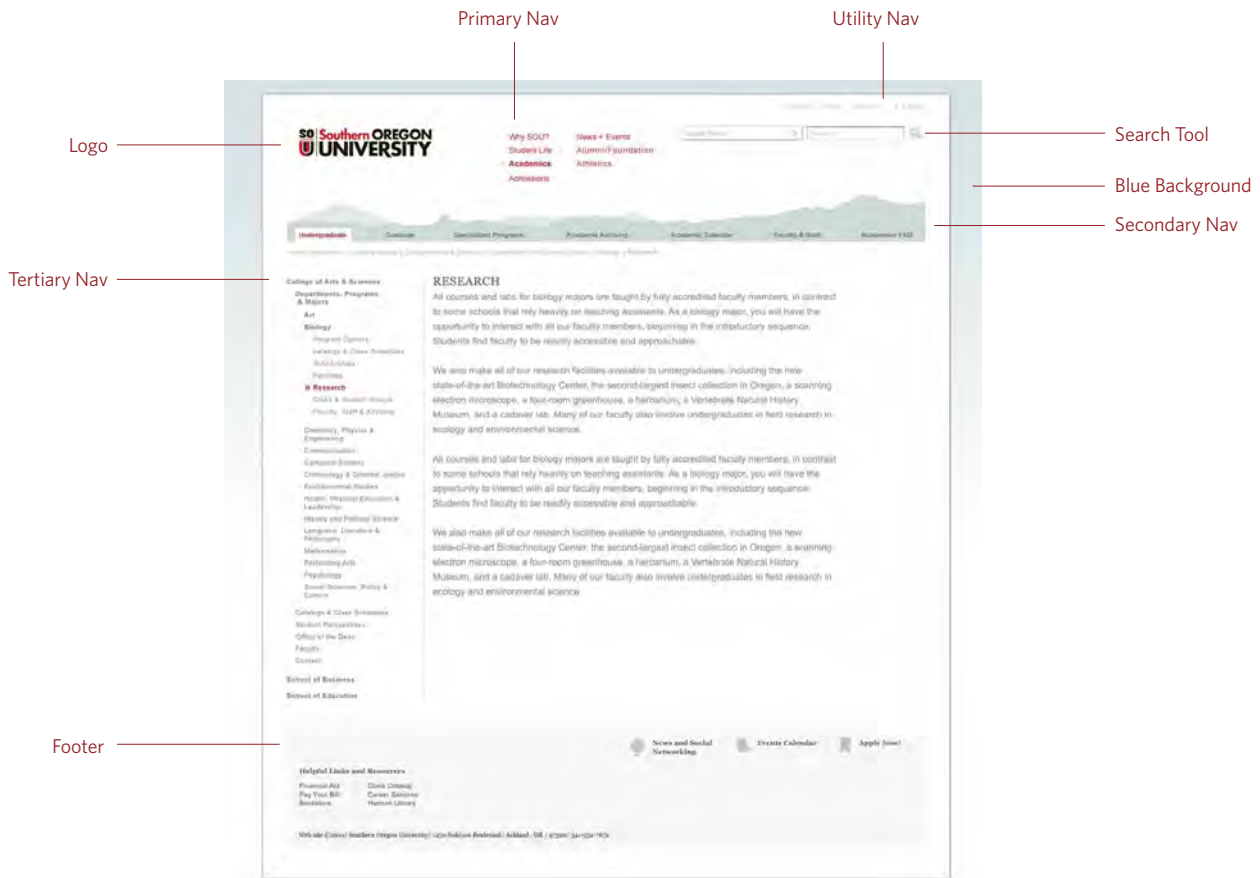
2. Depth Path - helps to orient the user.

3. Tertiary Navigation - appears at the section page level. The links are relevant to the chosen secondary link. Links expand to reveal additional levels as needed.

4. Page Title - is consistent throughout the website.

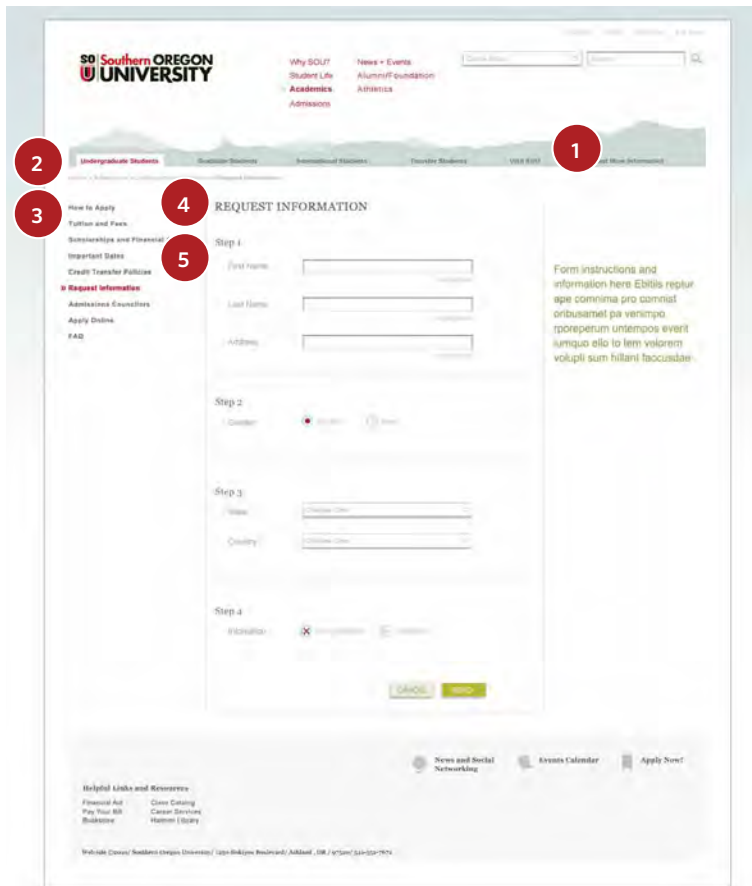
5. Copy - this template is useful for low level pages which are copy heavy.

T9: X-LEVEL (CONT'D)



T10: X-LEVEL

The x-level templates establish a lower level page from the primary template and section templates, but still provide opportunity for branding, messaging and information.



1. Secondary Navigation - appears below the primary navigation on primary pages and deeper. The navigation is specific to the chosen primary link.

2. Depth Path - helps to orient the user.

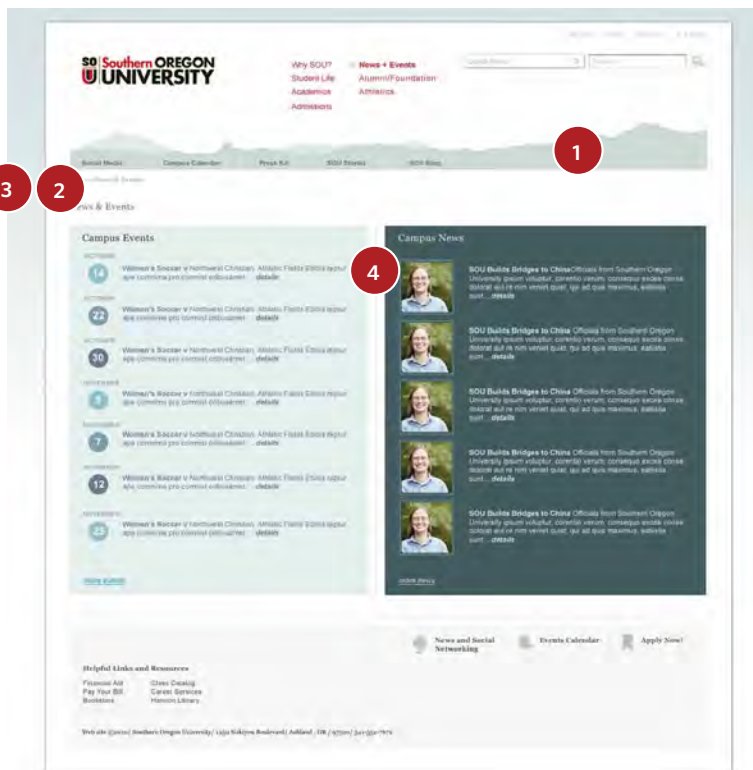
3. Tertiary Navigation - appears at the section page level. The links are relevant to the chosen secondary link. Links expand to reveal additional levels as needed.

4. Page Title - is consistent throughout the website.

5. Form - may be placed into the content area of other templates as needed.

T11: X-LEVEL

The x-level templates establish a lower level page from the primary template and section templates, but still provide opportunity for branding, messaging and information.



1. Secondary Navigation - appears below the primary navigation on primary pages and deeper. The navigation is specific to the chosen primary link.

2. Depth Path - helps to orient the user.

3. Page Title - is consistent throughout the website.

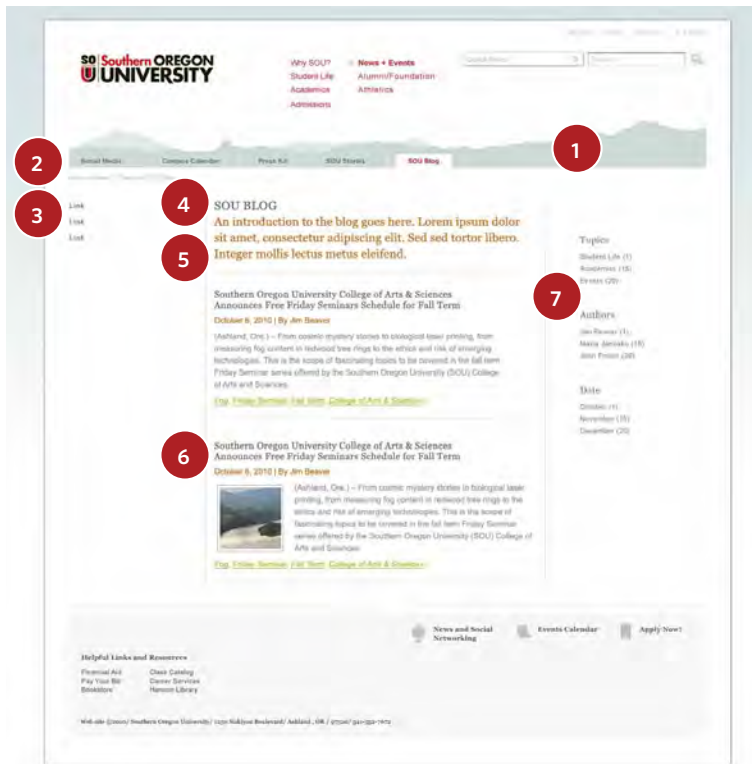
4. News and Events - features a more flushed out news and events module that can hold more events and articles. The length of the copy should be regulated by the CMS.

T11: X-LEVEL (CONT'D)



T12A: BLOG

The blog template establishes a blog page to be used wherever needed on the website. *Shown here: SOU Blog, under News + Events primary link.*



1. Secondary Navigation - appears below the primary navigation on primary pages and deeper. The navigation is specific to the chosen primary link.

2. Depth Path - helps to orient the user.

3. Tertiary Navigation - appears at the section page level. The links are relevant to the chosen secondary link.

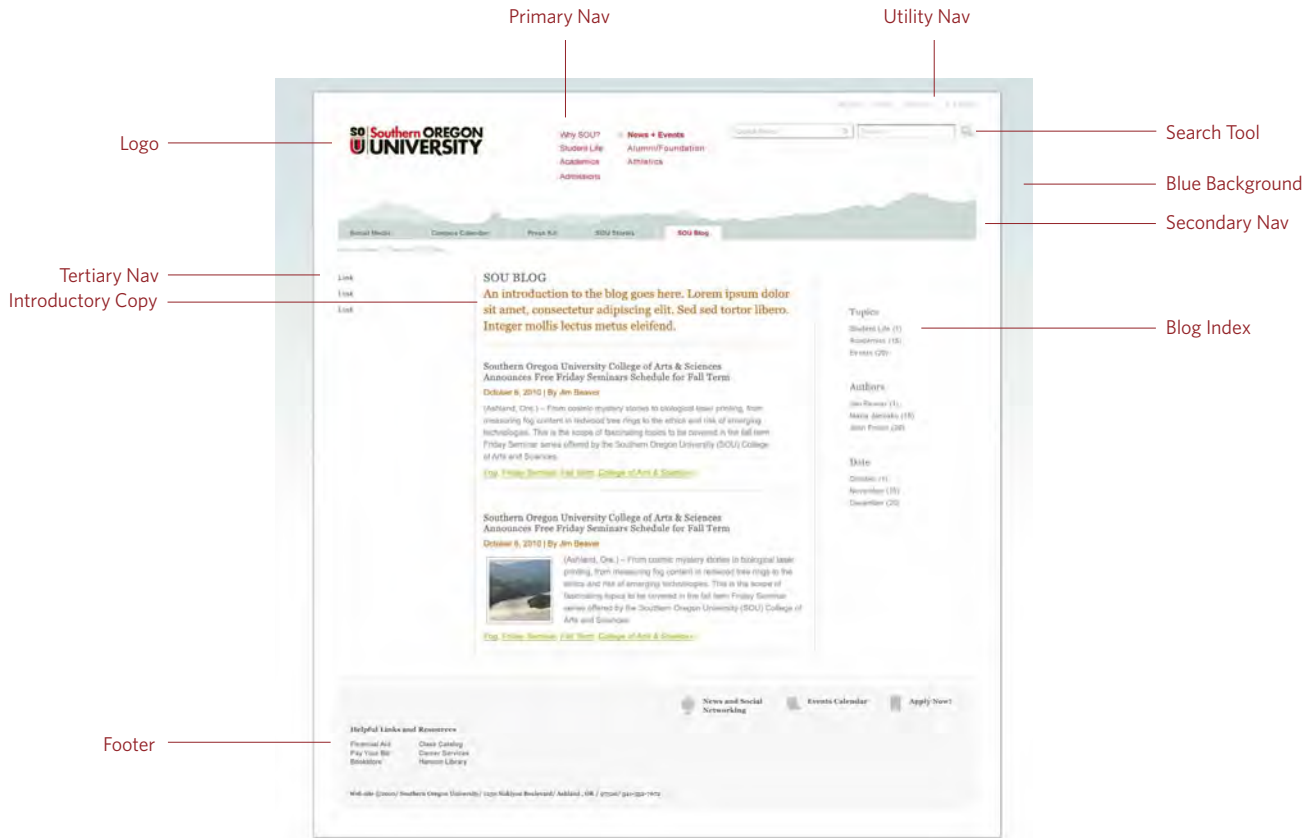
4. Page Title - is consistent throughout the website.

5. Introductory Text - is in Georgia. The color can be changed according to the chosen color palette for the page.

6. Blog Post - can feature a square image, or just text.

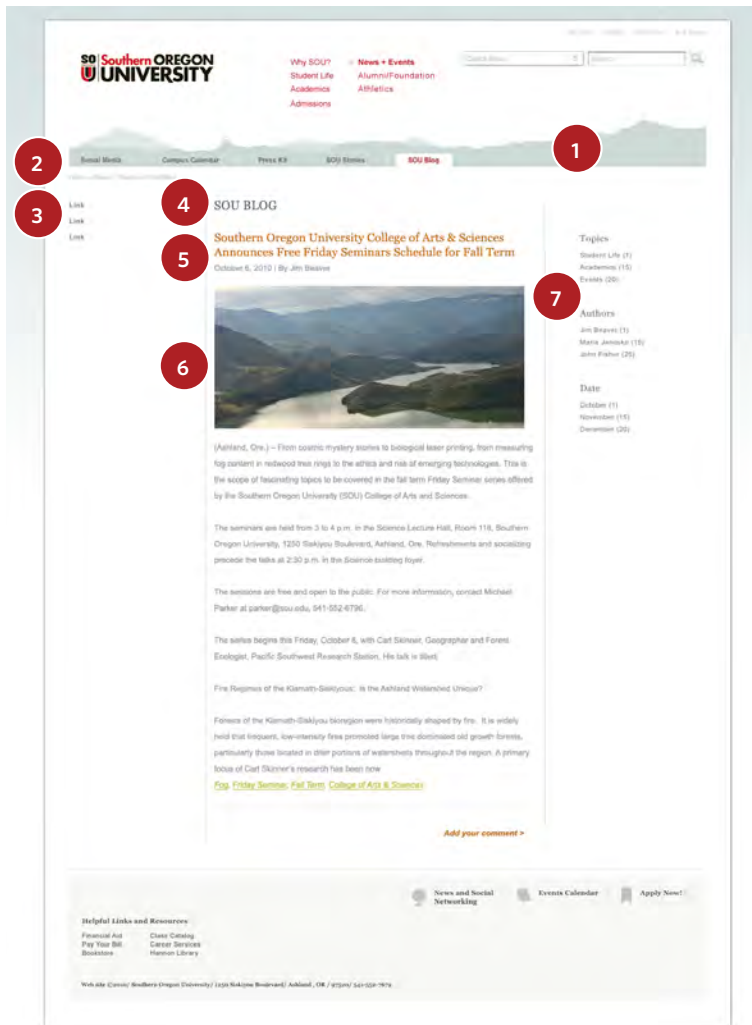
7. Blog Index - allows the user to sort through the blog by topic, author, date and/or any other category deemed useful by the blog creator.

T12A: BLOG (CONT'D)



T12B: BLOG

The blog template establishes a blog page to be used wherever needed on the website. Shown here: a blog post on the SOU Blog, under News + Events primary link.



1. Secondary Navigation - appears below the primary navigation on primary pages and deeper. The navigation is specific to the chosen primary link.

2. Depth Path - helps to orient the user.

3. Tertiary Navigation - appears at the section page level. The links are relevant to the chosen secondary link.

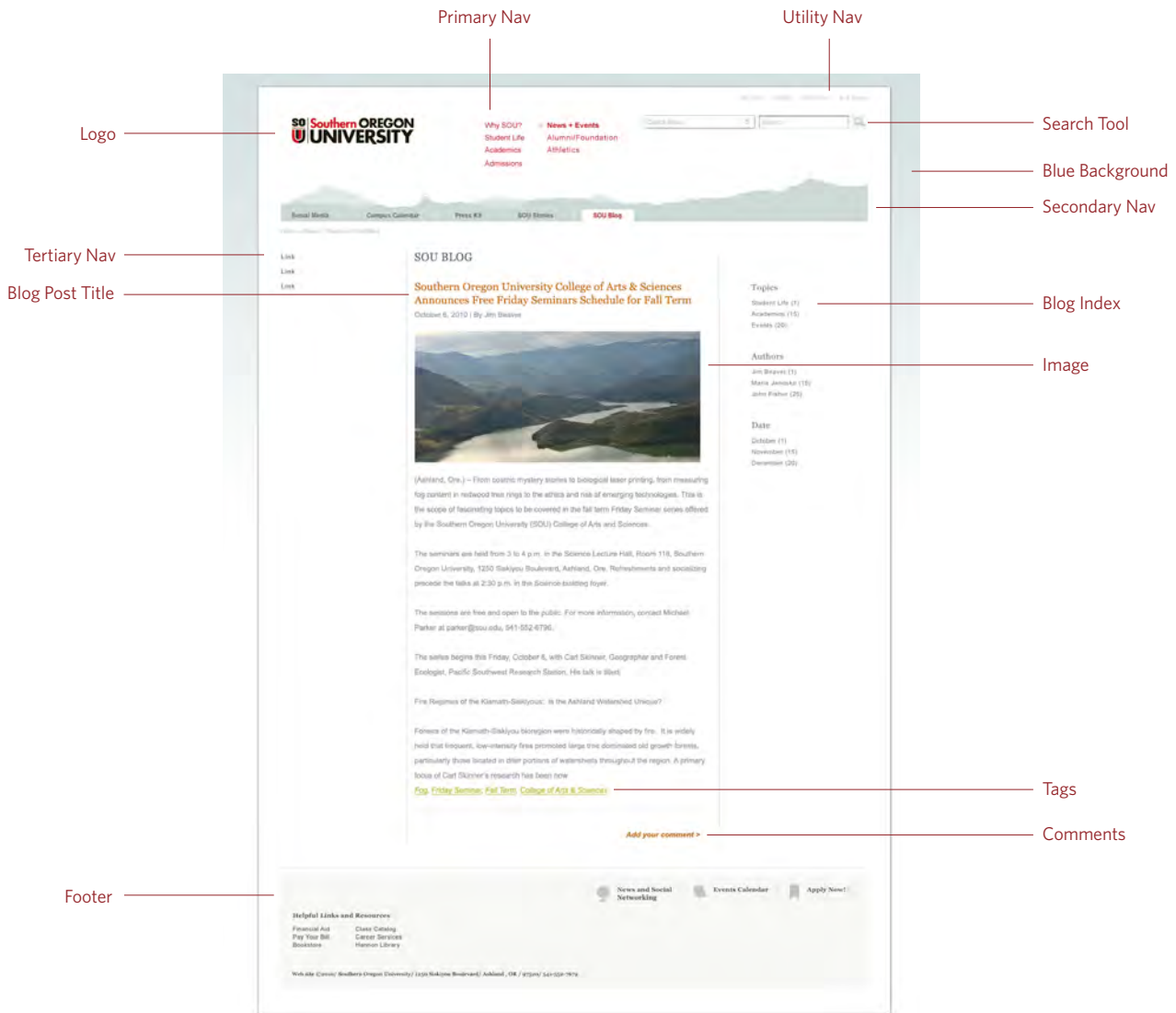
4. Page Title - is consistent throughout the website.

5. Blog Post Title - is in Georgia. The color can be changed according to the chosen color palette for the page.

6. Blog Post - features a title, date, author, image (optional) text, tags and a link to add a comment.

7. Blog Index - allows the user to sort through the blog by topic, author, date and/or any other category deemed useful by the blog creator.

T12B: BLOG (CONT'D)



Modules

HOMEPAGE SLIDESHOW

The homepage slideshow allows for the dynamic promotion of stories and events. The homepage slideshow is a little more special than the primary page slideshows, it allows for images and tags to break out of the edge. The graphics are created by using the provided PSD template. The text is added in the CMS. Shown below are 3 different allowed tag layouts.



Image breaks out of the top edge.



Image breaks out of the top edge.

Headline on Image (optional)



Navigation up to 5 images can be added.

Tag there are 3 locations for tags (see three examples on this page). Be mindful of the location while creating the image. Copy on small tags should be no more than 3 lines. Copy on the large tag should be no more than 5 lines.

PRIMARY PAGE SLIDESHOW

The primary page slideshow allows for the promotion of stories and events relevant to the particular primary page. The graphics are created by using the provided PSD template. The text is added in the CMS. Shown below are several layout examples.



Navigation
up to 5 slides can be added.



Text
is always in the same place. The graphic layout must allow for this. The text format allows for a headline, copy, link to more of the article and other relevant links below.

PRIMARY PAGE TABBED SLIDESHOW

A tabbed slideshow is a variation on the regular slideshow. Tabs should be used for more topic driven material vs. stories. *Shown here: People, Place, Possibility.* The graphics are created by using the provided PSD template. The text is added in the CMS. Shown below are several layout examples.



Navigation up to 5 tabs can be added.

Text is always in the same place. The graphic layout must allow for this. The text format allows for a headline, copy, link to more of the article and other relevant links below.



Background of the slideshow must match the corresponding tab color.



Captioned Image can also be used in the tabbed slideshow. In this case the caption copy placement is used.

PRIMARY PAGE IMAGE

The captioned image functions as a simple way to brand a page without creating a slideshow. The appropriately sized image is uploaded to the CMS. The caption is added in the CMS.



SLIDESHOWS ON PAGES WITH TERTIARY NAV

Pages with tertiary nav (any page deeper than a primary page) have the same slideshow options, sized to fit with the tertiary nav. PSD templates are available.

Captioned Image



Graphic (created to slideshow size)



Tabbed Slideshow



NEWS & EVENTS

The News & Events module is used throughout the website. The content can be university wide “Campus Events” and “Campus News” or department specific “Biology Events” and “Biology News”. The thinner width is used on the homepage only, the wider version is used on all other pages in the right hand column.

Homepage News & Events Module

Campus Events

OCTOBER
14 Women's Soccer v Northwest Christian: Athletic Fields...[details](#)

OCTOBER
22 Women's Volleyball v OIT: McNeal Pavilion PE Main Gym...[details](#)

OCTOBER
28 Rich Farralong reads from his book, "More Than One Apart"...[details](#)

[view all events](#)

Campus News

SOU Builds Bridges to China Officials from Southern Oregon University ipsum...[details](#)

SOU Builds Bridges to China Officials from Southern Oregon University ipsum...[details](#)

SOU Builds Bridges to China Officials from Southern Oregon University ipsum...[details](#)

[view all news](#)

Primary page and deeper News & Events Module

Campus Events

OCTOBER
14 Women's Soccer v Northwest Christian: Athletic Fields...[details](#)

OCTOBER
22 Women's Volleyball v OIT: McNeal Pavilion PE Main Gym...[details](#)

[view all events](#)

Campus News

SOU Builds Bridges to China Officials from Southern Oregon University ipsum...[details](#)

SOU Builds Bridges to China Officials from Southern Oregon University ipsum...[details](#)

[view all news](#)

Color
is always constant throughout the website. The background is always SOU Light Blue.

Events Copy
should not exceed 2 lines. Bold the important details, such as the title of the event.

News Copy
should not exceed 2 lines. Bold the title of the article. If the title exceeds 7 words, bold only the first 7 words.

Events Copy
should not exceed 3 lines. Bold the important details, such as the title of the event.

News Copy
should not exceed 3 lines. Bold the title of the article. If the title exceeds 7 words, bold only the first 7 words.

PROMO

Promo modules are used to highlight teachers, students and other stories. There are two sizes, one to be used on the homepage and one for all other pages. The homepage features two styles. All other pages use Style 1. Background color should be changed according to the color palette of the page.

Homepage Promo Module: Style 1



Image
with coordinating color outline.
Shown here: a dark blue.

Title
try to keep the title to one line.
2 lines are permitted if necessary.

Copy
should not exceed 4 lines. Both the title and copy should be a darker version of the promo background color, unless the color is very dark (Dark Green or Dark Blue), then a lighter color should be used for title, copy and links.
Shown here: a dark blue.

Homepage Promo Module: Style 2



Links
one or two (CTA style) links. Color should be light version of the Promo background color. *Shown here: a light blue.*

Full Bleed Image

Color Block Overlay
is added over top the full bleed image. The text should follow similar rules to Style 1. Use a darker version of the background color. Do not use more than 4 lines of copy.

Primary page and deeper Promo Module: Style 1



Background Color Options



Site Architecture

Below is a list of best practice ideas we can include in the style guide in addition to the sample architectures we created in the sitemap;

1. Group broad categories of information according to user's needs, not according to your unit's internal organization or hierarchy.
2. Try to identify what items a user would logically want, even if it means grouping functions from different areas together.
3. Create a site hierarchy that starts with broad categories of information, and then provides increasing levels of detail for those who require more information.
4. Prioritize links according to usage patterns and importance.
5. Do not list links alphabetically, as usability studies show that doing so is essentially the same as random organization.
6. Try to avoid sets of navigational links that exceed 8 items.
7. Think about what you want the target audience to be able to do or what it wants to do, and what words they would be looking for to carry out that task.
8. Choose words that are meaningful to your audience.