

UNMC Web Style Guide

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UNMC Style Guide & Design System

Introduction

Managed by the Department of Strategic Communications with input from web editors throughout the university, the University of Nebraska Medical Center's website is a key resource and destination.

The website advances UNMC's reputation and brand while serving as the university's public face, sharing news, events and vital information with internal and external audiences.

Visual Design

Overview

UNMC's website design follows visual identity guidelines established by the Department of Strategic Communications. Familiar user interface elements and common patterns complement existing brand elements. Together our established brand and modern web design practices along with stringent accessibility standards support an excellent user experience for all audiences.

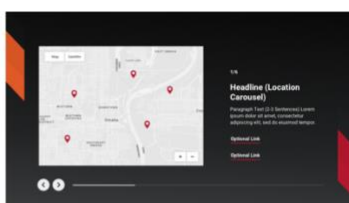
Brand "Frames"

The "frames" design motif is used consistently across UNMC's marketing collateral, internal presentations, and campus environment. The repeated use of the shape on the website reinforces our brand's visual language. Where appropriate, motion is used to bring this element to life. For a definition, see [Frames](#).

Frames



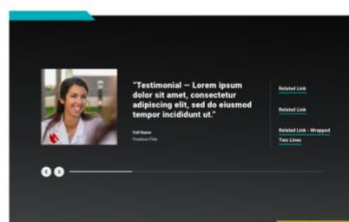
Hero



Location Carousel



Social Panel



Testimonial

Color

UNMC's red, white, black and gray are the primary colors used on the web. Secondary colors include accessible applications of blue, green, yellow and orange. The secondary palette adds vibrancy to the web design. In limited cases, the secondary colors are used to distinguish sub-sites.

Color

Primary Colors



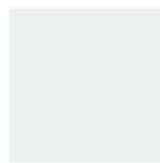
UNMC Red
#000000



Black
#000000



Gray
#54585A



Light Gray
#EEEEFE



White
#FFFFFF

Secondary Colors



Orange 1
#F26721



Orange 2
#FCB614



Green 1
#656515



Green 2
#A1B426



Teal 1
#005E63



Teal 2
#00B2B9



Blue 1
#002957

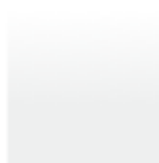


Blue 2
#129DBF

Gradients, Overlays, Dropshadows



Black / Gray Gradient
#000000
#54585A



White / Gray Gradient
#FFFFFF
#EEEEFE



Gray Overlay
#54585A
15%



White Shadow
#FFFFFF
Shadow: #000000 / 8%
x: 0 blur: 10
y: 0 spread: 2

Typography

Roboto is our brand typeface for headlines, body copy and UI labels — replacing Univers in all digital applications. It is an open-source Google font designed specifically for screens. It's widely regarded as a legible web font and works well at a variety of sizes, weights and screen resolutions. As a sans-serif font, Roboto uses simplified characters that appear easier to read for users with dyslexia and other visual impairments.

P

Lorem Ipsum Dolor sit Amet
Consectetur Adipiscing

P LINK

Lorem Ipsum Dolor sit Amet
Consectetur Adipiscing

P SMALL

Lorem Ipsum Dolor sit Amet Consectetur
Adipiscing

P SMALL BOLD

**Lorem Ipsum Dolor sit Amet Consectetur
Adipiscing**

H1

Lorem Ipsum Dolor sit Amet Consectetur

H2

Lorem Ipsum Dolor sit Amet Consectetur Adipiscing

H3

Lorem Ipsum Dolor sit Amet Consectetur Adipiscing

H4

Lorem Ipsum Dolor sit Amet Consectetur Adipiscing

H5

LOREM IPSUM DOLOR SIT AMET CONSECTETUR ADIPISCING

LOREM IPSUM DOLOR SIT AMET
CONSECTETUR ADIPISCING

LOREM IPSUM DOLOR SIT AMET
CONSECTETUR ADIPISCING

P

Lorem Ipsum Dolor sit Amet
Consectetur Adipiscing

P LINK

Lorem Ipsum Dolor sit Amet
Consectetur Adipiscing

P SMALL

Lorem Ipsum Dolor sit Amet Consectetur
Adipiscing

P SMALL BOLD

**Lorem Ipsum Dolor sit Amet Consectetur
Adipiscing**

H1

Lorem Ipsum Dolor sit Amet Consectetur

H2

Lorem Ipsum Dolor sit Amet Consectetur Adipiscing

H3

Lorem Ipsum Dolor sit Amet Consectetur Adipiscing

H4

Lorem Ipsum Dolor sit Amet Consectetur Adipiscing

H5

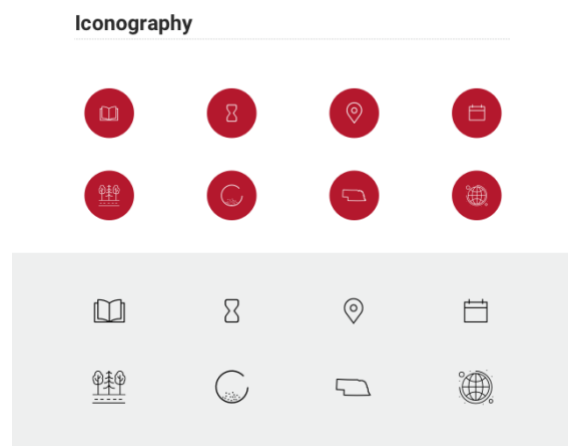
LOREM IPSUM DOLOR SIT AMET CONSECTETUR ADIPISCING

LOREM IPSUM DOLOR SIT AMET
CONSECTETUR ADIPISCING

LOREM IPSUM DOLOR SIT AMET
CONSECTETUR ADIPISCING

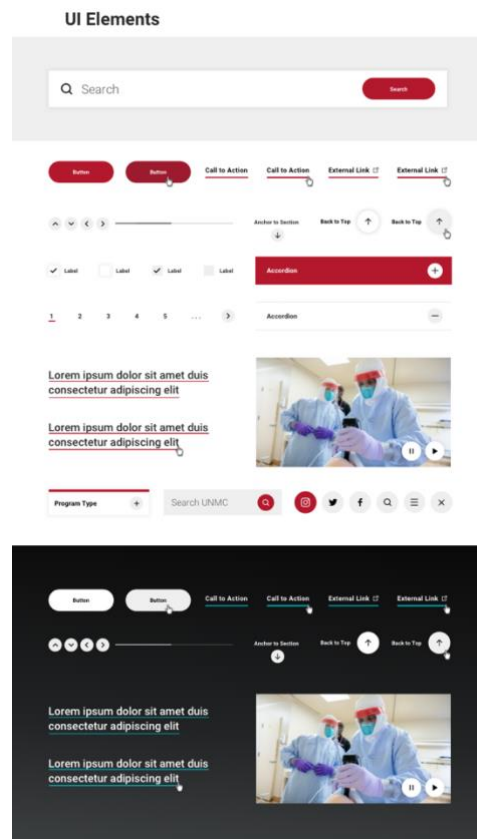
Iconography

A collection of high-quality icons have been selected for discrete use on UNMC's homepage "stats panel" and on the program page "program snapshot panel." Icons should not be used beyond these select panels.



User Interface Elements

"Call to action" buttons, links, arrows, menu icons, sliders, play buttons, image and video controls employ accessibility best practices and are based on familiar patterns. The website's UI aesthetics complement UNMC's brand while providing a smooth user experience.



Pages

Overview

Pages are custom designs not intended to be reused as templates. They contain a combination of standard and custom components arranged in a specific order, or are standalone designs, developed for a very specific purpose.

University Homepage

The University homepage showcases UNMC at the forefront of some of the most urgent health issues facing our nation and our world today and positions UNMC as a leader in health sciences education.

The design is modular, built from custom and standard full-width components and accessible to all audiences. Recommended components include:

- The global UNMC header
- A hero with background video and brand messaging
- A custom story carousel to showcase research
- A standard feature grid to route visitors to "education and training"
- A custom stats panel with images, stats and icons for local, national and global areas of impact
- A standard feature carousel
- A standard news post panel
- Social feed

Program Finder

UNMC's program finder is a tool for prospective students to search for, filter and find the right academic program. Visitors can filter on program type, area of interest and campus location. Online and on-campus preferences are also available. Results show program name and degree type. Program cards link to a program page within a college or department subsite.

Templates

Overview

Our website templates are predesigned with structure and component options for the layout and features of pages. Some templates, like the academic program template, serve a narrow purpose; others, like the tertiary template, offer more flexibility for content creators. Templates help bring consistency to the user experience.

Landing Template

The full-width template is designed as a single-column layout, optimal for landing pages one level off the UNMC's homepage and sub-site front pages. It can serve as routing to tertiary content and can utilize all standard full-width components to create dynamic, media-rich and immersive pages. The landing page template supports strong messaging, high-impact photography and video, and clear calls to action.

Tertiary Template

The tertiary template is a two-column layout that is best for deeper-level pages that contain granular information. The template supports all tertiary components and a sidebar for sub-page navigation, micro features and content cards. No more than two sidebar components (in addition to the navigation) should be used per page. The length of the sidebar should never exceed the length of content in the main column. This template is versatile and makes up the bulk of pages on the UNMC website. When applicable, the tertiary template can be used as a site front page.

The tertiary template is also available as a full-width layout. In this variation, sub-page navigation, micro features and content cards are not available.

Academic Program Template

The Academic Program Template is designed to bring consistency to all program pages across UNMC's colleges, departments and degree-granting units. At a minimum, program pages should include a hero image, program introduction, program snapshot, outcomes, related programs and a call to action panel. Optional components include program highlights, special features and router grids.

College Homepage Template

The College Homepage template is a limited-use design for colleges and the Office of Graduate Studies that employs a custom header, footer and tall hero image for each college. Primary and task navigational elements, as well as footer links, are college-specific. The template utilizes full-width components. We recommend including an overview, an explore programs feature, the locations feature when

applicable, college news, testimonials, events and next steps for prospective students.

Story Template

The Story Template is a limited-use full-width design for editorial and multimedia articles. It is reserved for stories published by Strategic Communications on the top level of unmc.edu. The template supports long-form text, a variety of image layouts, pull quotes, micro features, social sharing, a stats panel, and related stories. Stories that use this template should support the University messaging, have a wide appeal, showcase innovative education or research, and highlight notable accomplishments.

Full-width Components

Overview

The UNMC CMS implementation leverages components as the primary method for creating and managing content. This section explains the different types of components and panels available for full-width landing pages.

Components

Hero

The Hero component is used to create the first section of a full-width page. It contains a full-width image and space for a two-line headline (h1) contained within a UNMC-red branded “frame.”



Body Content

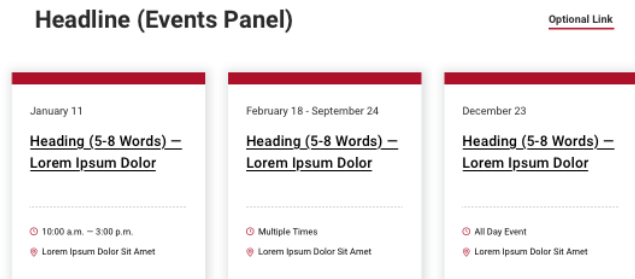
The Body Content component provides a range of standard typographic options for presenting text on full-width pages.

Headline (Paragraph - Body)

Paragraph Text — Lorem ipsum dolor sit amet, cetero aliquam feugiat id sea. Ea case nullam consulatu qui, autem abhorreant elaboraret et sit. Pro insolens ullamcorper ut. Odio lucilius eam cu, in sea salutandi assentior. Bonorum eleifend at nam, ad vis habeo periculis. Te quas legere ignota nam, cum et assum alienum. Id has dicunt corpora rationibus, vix ullum doming interpretaris ad, quot voluptatibus et pro.

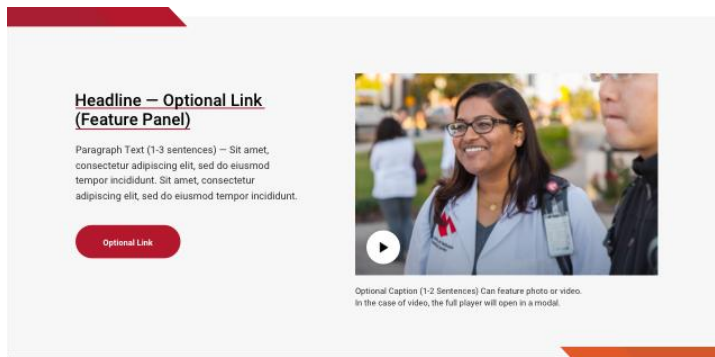
Events Panel

The Events Panel is a dynamic component that displays a feed of coming events on the page. Each card contains the event date or range of dates, a single headline link, event time and location. The Events Panel does not support images. An optional link is available at the panel level for “All Events” or a link to related content.



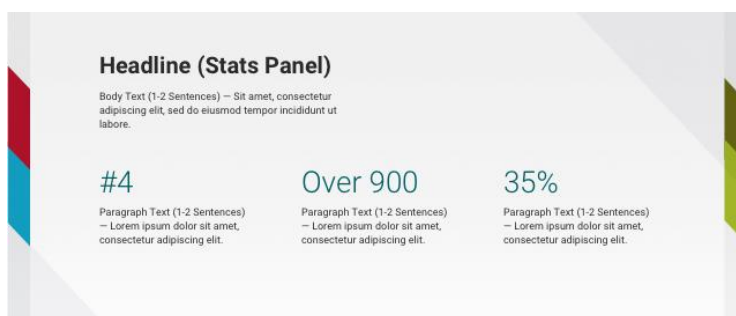
Feature Panel

The Feature Panel is used to preview a story, program, profile, activity or initiative that supports the page content. It includes a headline with an optional link, paragraph text, an optional call to action (CTA), image and caption. The image can also be used to launch a light-boxed modal video presentation. Content editors can choose between left and right layouts, allowing multiple features to be stacked. Note: Editors may choose either to link the headline or use a CTA, but not both.



Stats Panel

The Stats Panel is used to present facts and figures related to page content. It supports a headline, intro text, and three large statistics with supporting text.



Router Panel

The Router Panel is one of two components used to present a list of related links. It can be used to compliment a page as pathways to important information. The router panel supports a single headline, paragraph text, a single image and up to four links. Use this panel when one image will suffice to describe the group of links.

Headline (Router Panel)

Paragraph Text (1-3 sentences) – Sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt. Sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt.



Router Grid

The Router Grid is the second of two components used to present a list of related links. Use the Router Grid when images are needed to support each link and a more visual presentation will be helpful for visitors. The component supports a headline, paragraph text and up to six links, each with an image.

Headline (Router Grid)

Paragraph Text (1-3 sentences) – Sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt. Sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt.



[Subheading Hyperlink](#)



[Subheading Hyperlink](#)



[Subheading Hyperlink](#)



[Subheading Hyperlink](#)



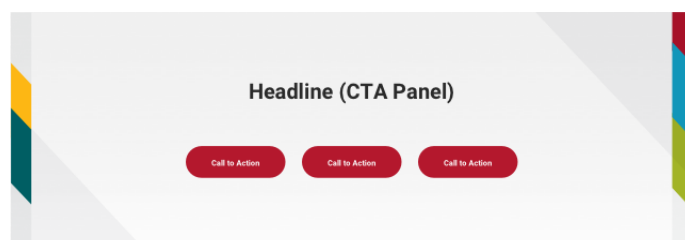
[Subheading Hyperlink](#)



[Subheading Hyperlink](#)

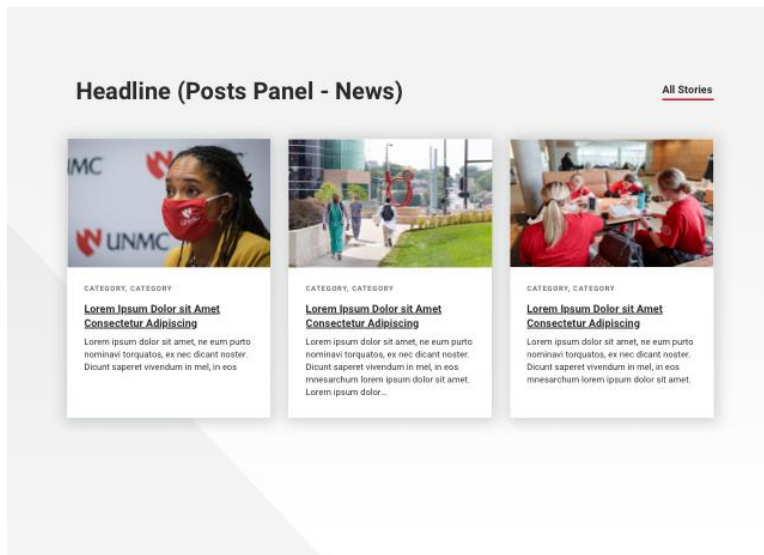
Call to Action

The Call to Action is a simple feature to highlight up to three actions for visitors to the page. Use towards the bottom of the page layout to encourage visitors to explore, complete next steps, apply, visit or request information. This component supports a single headline and up to three standard UNMC-red buttons.



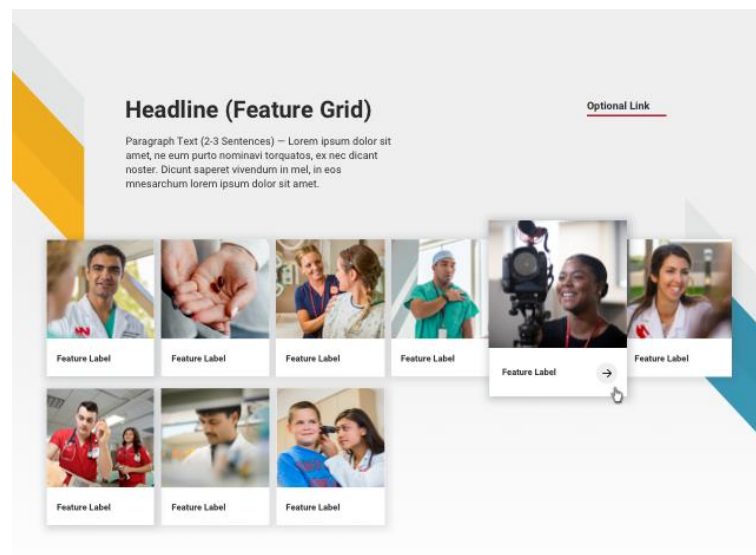
News Panel

The News Panel supports a headline and an “All Stories” link. It houses three news or story cards. Each card contains an image, category tags, multi-line linked story headings and paragraph text. The image should support the post and is required for each card. Headlines route visitors to the full text on either a tertiary page or a story page.



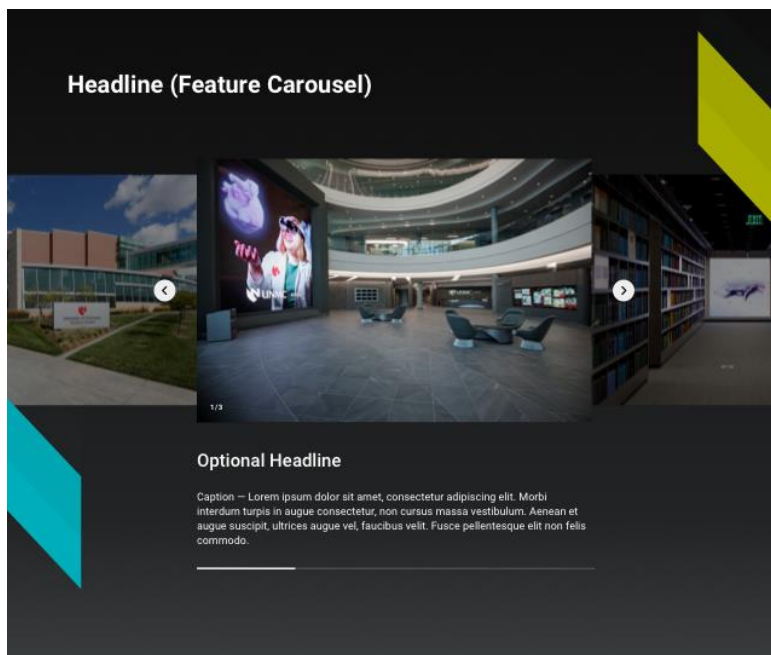
Feature Grid

The Feature Grid, like the Router Grid supports a headline, paragraph text, and image-based routing. It also supports a component-level link. Use the Feature Grid for college routing or research areas listings.



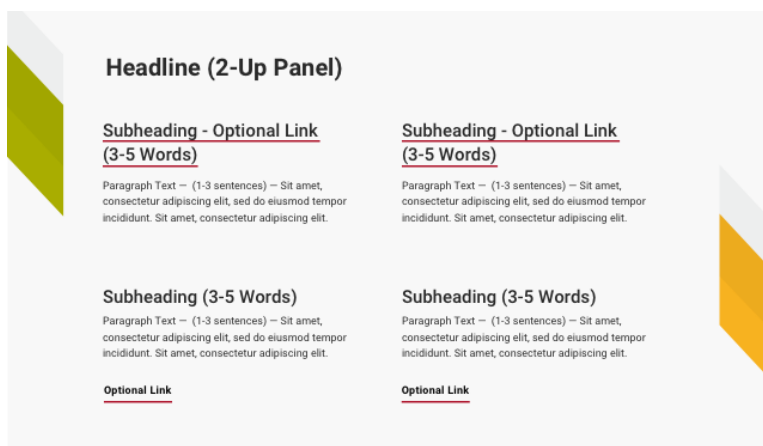
Feature Carousel

Use the Feature Carousel for high-quality slideshows. For example, a collection of images that describe a place, showcase a technology or tell a visual story. For the best user experience, choose three to five images total. Images are always displayed on a dark grey background to aid in the perception of a brighter more dynamic image. Each image supports a caption. Captions are important for site visitors of all abilities and backgrounds to understand what a photo is showing.



2-up Panel

The 2-up Panel places short paragraphs side-by-side in two-column format. Use it to highlight key points on a page and distinguish different sets of information. It offers flexibility to include headings on each column and add any relevant links.



3-up Panel

The 3-up Panel places short paragraphs side-by-side in three-column format. Use it to highlight key points on a page and distinguish different sets of information. It offers flexibility to include headings on each column and add any relevant links.

Headline (3-Up Panel)

Subheading - Optional Link (3-5 Words)

Paragraph Text – (1-3 sentences) –
Sit amet, consectetur adipiscing elit,
sed do eiusmod tempor incididunt.
Sit amet, consectetur adipiscing elit.

Subheading (3-5 Words)

Paragraph Text – (1-3 sentences) –
Sit amet, consectetur adipiscing elit,
sed do eiusmod tempor incididunt.
Sit amet, consectetur adipiscing elit.

Optional Link

Subheading (3-5 Words)

Paragraph Text – (1-3 sentences) –
Sit amet, consectetur adipiscing elit,
sed do eiusmod tempor incididunt.
Sit amet, consectetur adipiscing elit.

Optional Link

Image Grid

The Image Grid displays a gallery of images. Visitors can click on an image to view a light-boxed sequenced slideshow of images with captions. The Image Grid should be used as an alternative to the Feature Carousel when it is important to display a thumbnail preview of each image.

Headline (Image Grid)

Explore All Photos



Table

The Table is used to organize sets of data in an easily digestible format. It consists of columns and column headings, rows and row headings, and fields for corresponding data.

Headline (Table)

Column	Column	Column	Column
Row	+1-202-555-0140	\$38,283	May 13, 2020
Row	+1-202-555-0140	\$38,283	May 13, 2020
Row	+1-202-555-0140	\$38,283	May 13, 2020
Row	+1-202-555-0140	\$38,283	May 13, 2020
Row	+1-202-555-0140	\$38,283	May 13, 2020
Row	+1-202-555-0140	\$38,283	May 13, 2020

Tabs

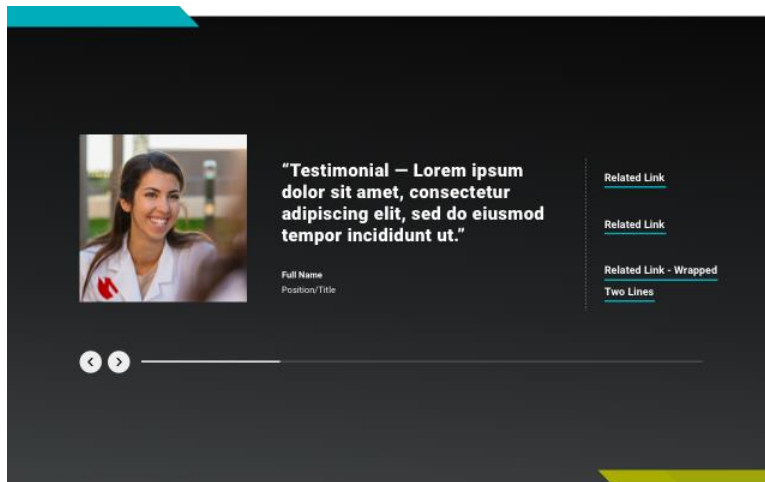
Use Tabs to present related content in a condensed format. Each tab has a heading and supports text and links within each tab. With a small area for tab headings, this component works well for succinct and uniform sets of information, such as steps (Step 1, Step 2...) or timelines (Week 1, Week 2...). To ensure each tab label is readable, use a maximum of four tabs.

Headline (Tabs Full Width)

Tab Label	Tab Label	Tab Label	Tab Label
Intro Text (1-2 Sentences) — Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore.			
Subheading - Optional Link (3-5 Words) Paragraph Text — (1-3 sentences) — Sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt. Sit amet, consectetur adipiscing elit.	Subheading - (3-5 Words) Paragraph Text — (1-3 sentences) — Sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt. Sit amet, consectetur adipiscing elit.	Subheading - (3-5 Words) Paragraph Text — (1-3 sentences) — Sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt. Sit amet, consectetur adipiscing elit.	
	Optional Link	Optional Link	

Testimonial

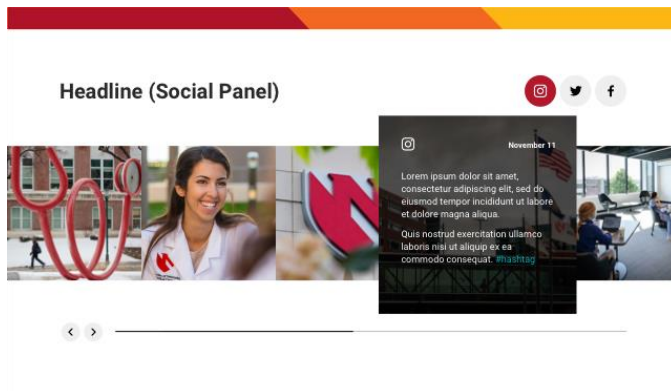
A carousel of Testimonials is used to feature an impactful quote from students, faculty, alumni or other relevant sources. It consists of quote text, an image and attribution fields for name and title. Use the optional link list to help visitors find related content. The maximum recommended length for the quote is 120 characters.



The image shows a testimonial carousel slide with a dark background. On the left is a portrait of a smiling woman. To her right is a quote in white text: "Testimonial — Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut." Below the quote is the attribution: "Full Name" and "Position/Title". To the right of the quote is a vertical list of three "Related Link" items, with the third item being "Related Link - Wrapped" and "Two Lines". At the bottom left are navigation arrows (back and forward) and a progress bar.

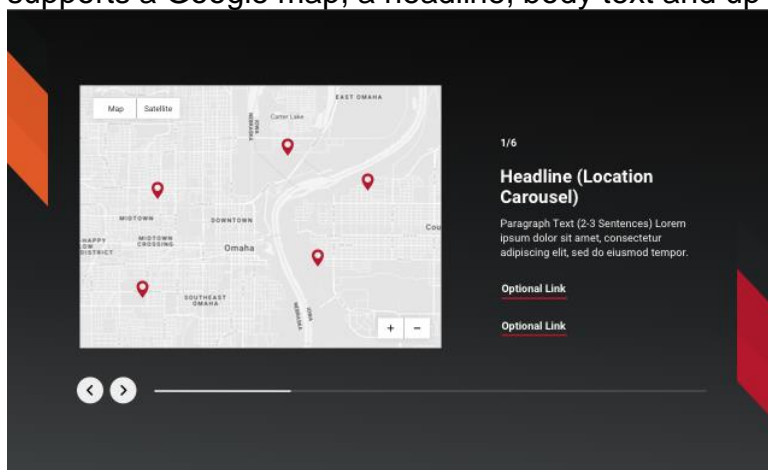
Social

The curated social feed supports Instagram, Twitter and Facebook. Social usage should adhere to [UNMC's social media policy](#).



Location Carousel

The Location Carousel uses Google Maps to help visitors explore UNMC locations. Visitors can advance the slide or click on a location pin to read more. Each slide supports a Google map, a headline, body text and up to two links for related content.



Tertiary Components

Overview

The UNMC CMS implementation leverages components as the primary method for creating and managing content. This section explains the different types of components and panels available for tertiary pages. No more than two sidebar components should be used per page.

Components

Body Content

The Body Content component provides a range of standard typographic options for presenting text on tertiary pages.

Intro Text (20-25 Words) — Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore.

Paragraph Text (3-5 Sentences) — Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi interdum turpis in augue consectetur, non cursus massa vestibulum. Aenean et augue suscipit, ultrices augue vel, faucibus velit. Fusce pellentesque elit non felis commodo, non tempus urna gravida. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Small Caption Text (3-5 Sentences) — Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi interdum turpis in augue consectetur, non cursus massa vestibulum. Aenean et augue suscipit, ultrices augue vel, faucibus velit. Fusce pellentesque elit non felis commodo, non tempus urna gravida.

Split Column

The Split Column places text in a two-column layout. Side-by-side content is a great way to distinguish different sets of information without adding to the length of the page.

Headline (Split Column)


Paragraph Text — Split column is great for listing multiple items such as locations, degree types, and offices. Morbi interdum turpis in augue consectetur.

Paragraph Text — Split column is great for listing multiple items such as locations, degree types, and offices. Morbi interdum turpis in augue consectetur.

Testimonial

Use the Testimonial to feature an impactful quote from students, faculty, alumni or other relevant sources. It consists of quote text that would ideally be 10-15 words in length, a thumbnail image and attribution fields for name and title.

**"Testimonial (10-15 words) —
Lorem ipsum dolor sit amet,
consectetur adipiscing elit."**



Full Name
Position/Title

Feature

The Feature is used to preview a story, program, profile, activity or initiative that supports the page content. It includes a linked headline, paragraph text and image. Content editors can choose between left and right layouts, allowing multiple features to be stacked.



Headline (Feature)

Paragraph Text (8-12 words) —
Flexible feature for a related or
relevant page.

Inline Images

Incorporate Inline Images into long-form copy to complement, underscore or amplify your text. With support for images and image captions, this component works well for articles, event recaps and stories.

Headline (Inline Images)

Paragraph Text — Long-form content with option to feature images inline.

Voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit. Nemo enim ipsam voluptatem quia. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia



Caption — Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi interdum turpis in augue consectetur.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo quasi architecto beatae vitae dicta sunt explicabo.

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Nemo enim ipsam voluptatem quia voluptas sit aspernatur. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam quia voluptas sit aspernatur dui aute irure dolor.



Caption — Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi interdum turpis in augue consectetur, non cursus massa.

Intruder Image

Use the Intruder Image to offer relevant visuals to the user between blocks of text. This image spans the full width of the main column and includes a caption.

Headline (Intruder Image)



Caption — Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Video Embed

Use the Video Embed to showcase a supporting video on a page. This component includes an in-line video player (meaning the video will play without launching a light-box modal), a caption, and a link to a video transcript if one is available.

Headline (Video Embed)



Caption — Lorem ipsum dolor sit amet, consectetur adipiscing elit.

[Video Transcript](#) 

Slideshow

The Slideshow houses a series of photos, each with a unique caption. It's useful for showing campus photos, facilities and event recaps. With left and right arrows and a progress indicator, site visitors can browse images without needing to scroll down the page.

Headline (Slideshow)



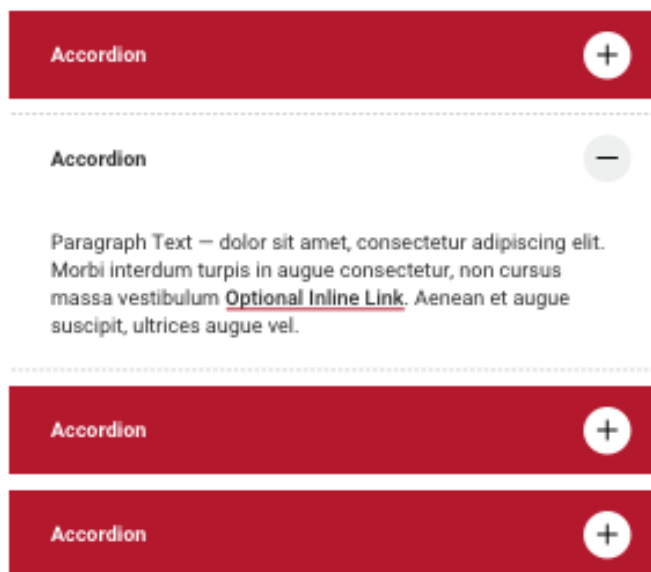
Caption — Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi interdum turpis in augue consectetur, non cursus massa vestibulum.

← 1/5 →

Accordion

The Accordion presents related topics in a condensed format. Examples include FAQs, biographical information and step-by-step processes. Each accordion consists of a heading and supporting content once expanded. Keep the copy within a single accordion as succinct as possible, generally limited to one or two paragraphs. If you find accordions contain multiple paragraphs of information, the content should be trimmed down, or it may warrant a dedicated page.

Headline (Accordion)



Table

The Table organizes sets of data in an easily digestible format. It consists of columns and column headings, rows and row headings, and fields for corresponding data.

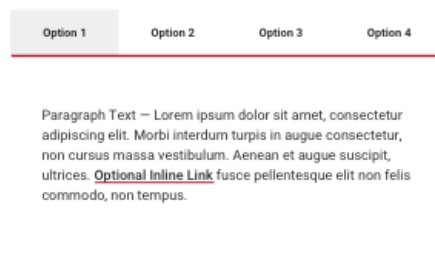
Headline (Table)

Column	Column	Column
Row	\$38,283	May 13, 2020
Row	\$38,283	May 13, 2020
Row	\$38,283	May 13, 2020
Row	\$38,283	May 13, 2020

Tabs

Use Tabs to present related content in a condensed format. This component consists of a set of navigable tabs across the top and supporting content per tab. [Each tab has a heading and supports text and links within each tab.] With a small area for tab headings, this component works well for succinct and uniform sets of information, such as steps (Step 1, Step 2...) or timelines (Week 1, Week 2...). To ensure each tab label is readable, use a maximum of four tabs.

Headline (Tabs)



News Feed (sidebar)

The News Feed - News component incorporates relevant news headlines on a page. Each card features an image, category tags and a linked headline.

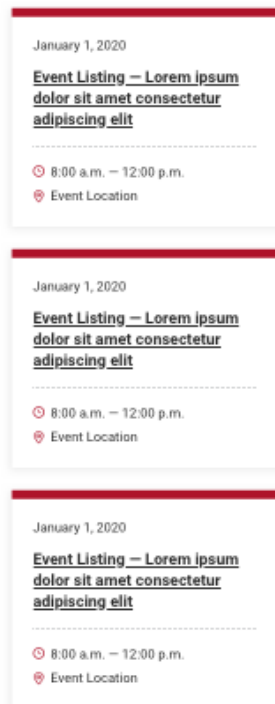
Headline (Posts Feed - News)



Events Feed (sidebar)

The Events Feed component incorporates relevant upcoming events on a page. Each card features the event date, a linked headline, event time and location.

Headline (Events Feed)



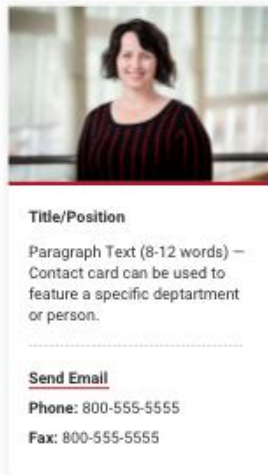
Sidebar Feature (sidebar)

The Sidebar Feature previews a story, program, profile, activity or initiative that supports the page content. It includes a linked headline, paragraph text and image.



Contact Card (sidebar)

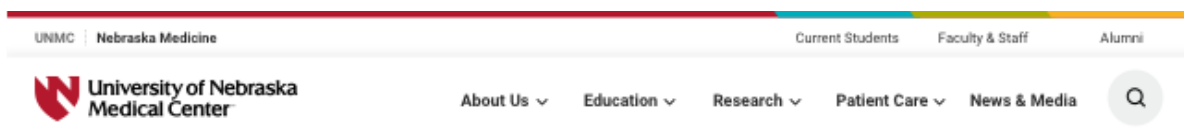
The Contact Card highlights a main point of contact, be it an individual or department/office. The card consists of a photo, heading, supporting open-ended text and fields for email, phone and fax details.



Navigation & Menus

Header Navigation

The Header Navigation serves as the top level of navigation. The links and arrangements vary between main UNMC pages, colleges, institutes and select centers. Across the uppermost bar, there are links for the UNMC and Nebraska Medicine sites, as well as section-specific calls to action. Below are the UNMC logo and, in the case of colleges and centers, an acronym logo. Finally, there's the set of primary links, which act as either dropdowns or links, depending on the information architecture. The dropdowns have one of two layouts: 1) they organize links into categories that can be navigated through tabs or 2) they layout all links without categorization. Note: The main UNMC navigation contains a link for "About Us," while colleges and centers have their respective About links in the footer navigation.



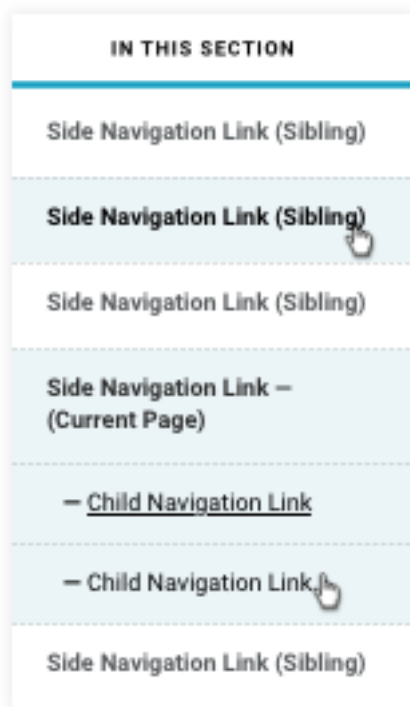
Horizontal Navigation

The Horizontal Navigation serves as the secondary level of navigation. This set of links appears on key landing pages and quickly surfaces the next level of pages within that section for ease of way-finding.



Subpage Navigation

Subpage Navigation serves as the tertiary level of navigation. With nested child links, users can navigate to the deepest levels of content on the UNMC site.



Footers

The footer houses the address, supplemental links, social links, copyright information and important links to university policy, the notice of non-discrimination and the UNMC's accessibility statement. The links and arrangements vary between main UNMC pages, colleges and select centers.

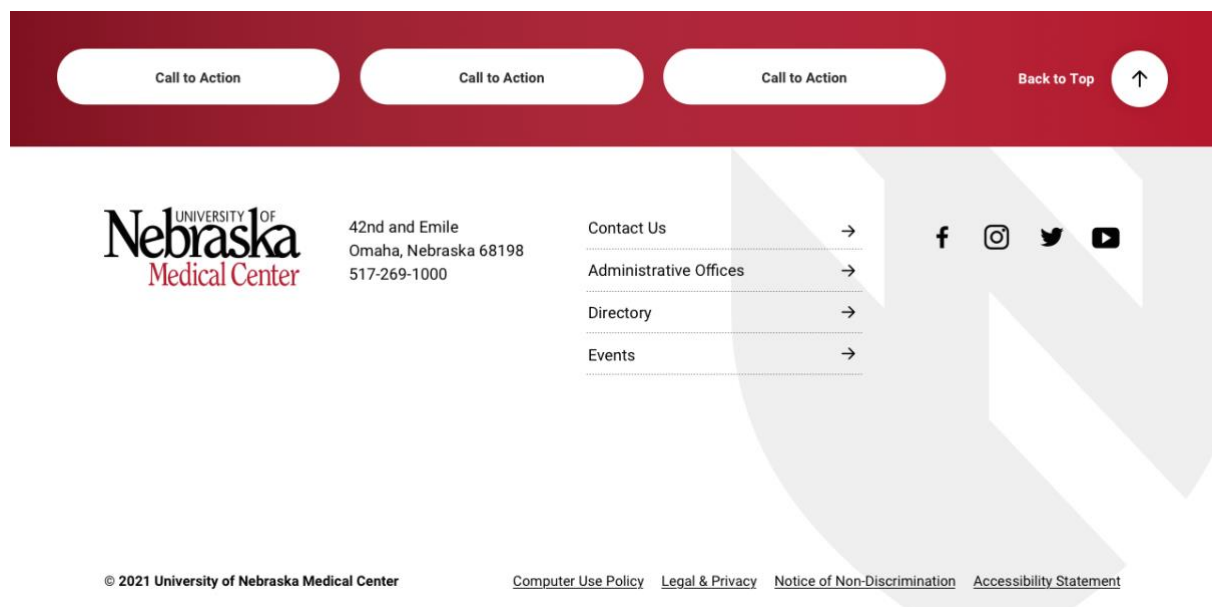


Image Ratios

- 16:8 image aspect ratio is used on the homepage, landing page, and story telling template banner image and videos
- 3:4 image aspect ratio is used for mobile banners and portrait style images in the story telling template
- 2:1 image aspect ratio is used on program page banners
- 1:1 image aspect ratio is used on the feature grid and testimonial images
- 16:10 image aspect ratio is used for the news posts panel images
- 3:2 image aspect ratio is used for feature carousel images, feature panel images, intruder images, featured research images, router grid images, and image grid

Image Ratios

Banners



16:8



2:1

Features



1:1



16:10



3:2



3:4

Mobile Image Ratios

Banners



3:5

Features



1:1



16:10



3:2



3:4

Web Writing Guidelines

This set of guidelines helps us write clear and consistent content across the UNMC website. Please use it as a reference when you're writing or revising web copy.

Writing Goals and Principles

With every piece of content we place on our website, our goal is to:

- **Guide.** Write copy and organize pages to help people find information and complete tasks easily. Communicate in a helpful and friendly way.
- **Educate.** As UNMC writers, we are the experts on our university. We know a lot about UNMC, our visitors may or may not.
- **Respect.** Respect readers' time and attention. Get to the point quickly. Define complex terms and acronyms, but avoid patronizing readers.

At UNMC, our web copywriting is:

- **Clear.** Choose plain language over technical jargon. Choose simple sentences over complex ones. We want our readers to understand our content.
- **Useful.** Each page on our site should have a clear audience and purpose.
- **Professional.** Every page on our site represents our university and reinforces our brand.
- **Human.** Our writing is context-aware. Our website serves a number of audiences, including prospective students, research partners and patients. Our tone can flex based on the context and audience.

Content Planning

Effective web writing has a clear purpose and audience. Effective pages are well structured and actionable.

Audience

Who is the audience for this page? You may choose different words or prioritize different information depending on whether you are writing for:

- Prospective students who are learning about UNMC for the first time
- Researchers well-versed in a particular subject area
- Staff members who use UNMC's website every day

If you are writing for more than one audience, review your page once with each

audience in mind. When in doubt about language, tone or phrasing, prioritize the audience that knows the least about UNMC.

Page Purpose

Why is this page on our website? What is it trying to accomplish? Prioritizing the goals for a page will help you decide how to organize information. If a page does not have a clear purpose, it probably does not need to be on the website. That purpose might be:

- Persuade a prospective student to apply to a particular academic program
- Demonstrate UNMC's success and impact to our federal partners
- Help a current student use a particular resource

Structure and Next Steps

If you have an audience and goals, you have what you need to organize your page and make it actionable. Put the most important information at the top of the page, followed by supporting details. Include a clear call to action or a logical next step. Depending on your audience, a call to action might be:

- Attend an information session
- Visit us
- Make an appointment
- Contact us

Voice, Tone and Style

Below, you'll find tips on crafting clear, readable copy for the web. For details on our [brand personality and tone examples](#), along with our [word usage guide](#), see [Brand Wise](#). Unless addressed by UNMC-specific style guidelines, UNMC follows the *Associated Press Stylebook*.

Style Best Practices

- Use active voice. Avoid passive voice.
- Use direct address. Speak directly to the audience with the second person, "you."
- When referring to yourself or UNMC, use "we" or "us."
- Define unfamiliar words.
- Spell out acronyms on first use. Do not include the acronym in parenthesis. Use acronyms sparingly, except for UNMC. Use general terms instead, such as "the department" or "the program."

Readability Tips

- Choose plain English over jargon.
- Keep sentences simple.
- Keep paragraphs short. Aim for two to four sentences per paragraph. Paragraphs should focus on one idea.
- Cut out any unnecessary words and phrases.

Writing for Search Engine Optimization

The best way to write for SEO is simply to write well. Here are a few best practices to keep in mind:

- Organize your page around one topic.
- Use the words and phrases your audience uses.
- Use keywords words strategically. Avoid keyword stuffing (repeating words and phrases over and over again because you think a search engine would like them).
- Use descriptive headings and subheadings.
- Write a meta description for each page.

Meta Descriptions

This is the text that appears under a page title on a search engine results page. It helps visitors decide whether or not they should click on a link to visit a page. A few tips for writing a good meta description:

- Keep meta descriptions to 160 characters or fewer.
- A one-sentence description is best.
- Each page should have a unique description.
- Do not use quotation marks. This causes Google to truncate your description.

Writing for Accessibility

According to the World Wide Web Consortium, or W3C, the leading international group for web standards, web accessibility, “means that people with all levels of ability can perceive, understand, navigate, and interact with the Web, and that they can contribute to the Web.” To create a quality experience for all people, you should:

- **Write descriptive links.** “Click here” is not useful, but “Learn more about applying” is.
- **Use heading tags (H1-H6) in hierarchical order.** Using headings out of order creates confusion for people who are using screen readers.
- **Offer closed captioning or transcripts** for video content.
- **Write alt text** for any images on your page.

Alt Text

Alt text is a text explanation of an image for site visitors who cannot see the image. To write good alt text:

- Describe the image as specifically as possible.
- Keep it (relatively) short. The most popular screen readers cut off alt text around 125 characters.
- Don't include "image of," or "picture of," in the alt text, it's unnecessary.

Tools and Resources

- [Grammarly](#): A convenient web-based tool to check spelling and grammar. Contact the library for an account.
- [Hemingway App](#): A free web-based tool to check readability. Most web copy should be between 8th and 10th-grade reading levels.
- [Conscious Style Guide](#): A collection of inclusive writing guides, including guidelines on writing about ability and disability; ethnicity, race and nationality; gender, sex and sexuality and more.
- [Adobe PDF Accessibility Overview](#): A guide to PDF accessibility generally, as well as an overview of accessibility features in Adobe Acrobat and Adobe Reader.
- [The PDF Accessibility Guide](#): A conversational, yet comprehensive guide to PDF accessibility.
- [mStoner's Writing for the Web Workshop](#): This recorded webinar offers a high-level introduction to web content strategy, best practices, SEO and accessibility.
- [Writing for the Web Workshop Slides](#): A quick reference to the material covered in the recording above.