Hello! This is a guide to the basic elements of the Sacred Heart University website.

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Website Color Palette

We updated Sacred Heart’s color palette with the addition of new secondary and tertiary colors.

Listed below, you will find the website color palette with hex #’s, RGB values, CMYK values, and a proposed Pantone color code for future print work. The CMYK and Pantone values will be slightly different from the RGB and Hex colors.

**Primary Colors**

<table>
<thead>
<tr>
<th>HEX#</th>
<th>RGB</th>
<th>CMYK</th>
<th>Pantone</th>
</tr>
</thead>
<tbody>
<tr>
<td>990000</td>
<td>167-0-52</td>
<td>0-100-80-20</td>
<td>187 PC</td>
</tr>
<tr>
<td>000000</td>
<td>0-0-0</td>
<td>0-0-0-100</td>
<td>Process Black</td>
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**Secondary Colors**

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<tbody>
<tr>
<td>003366</td>
<td>0-51-102</td>
<td>100-87-33-23</td>
<td>DS 213-1 U</td>
</tr>
<tr>
<td>6692c</td>
<td>102-105-44</td>
<td>57-42-100-26</td>
<td>DS 315-1 U</td>
</tr>
<tr>
<td>d17514</td>
<td>209-117-20</td>
<td>15-62-100-2</td>
<td>471 PC</td>
</tr>
<tr>
<td>7166a</td>
<td>113-111-106</td>
<td>55-48-52-17</td>
<td>417 C</td>
</tr>
<tr>
<td>81b2e5</td>
<td>129-178-229</td>
<td>47-25-93-3</td>
<td>DS 214-5 U</td>
</tr>
<tr>
<td>9ca243</td>
<td>156-162-67</td>
<td>43-25-93-3</td>
<td>DS 312-3 U</td>
</tr>
<tr>
<td>f8da80</td>
<td>248-218-128</td>
<td>3-12-60-0</td>
<td>1215 C</td>
</tr>
<tr>
<td>d6d0c0</td>
<td>214-208-192</td>
<td>16-14-23-0</td>
<td>DS 21-9 U</td>
</tr>
</tbody>
</table>

**Tertiary Colors**

<table>
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<th>CMYK</th>
<th>Pantone</th>
</tr>
</thead>
<tbody>
<tr>
<td>4943a2</td>
<td>73-67-162</td>
<td>85-86-0-0</td>
<td>DS 184-2 U</td>
</tr>
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<td>ff6c00</td>
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<td>0-71-100-0</td>
<td>DS 49-1 U</td>
</tr>
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<td>0-150-193</td>
<td>80-26-12-0</td>
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<td>117-174-44</td>
<td>60-11-100-1</td>
<td>DS 295-1 U</td>
</tr>
</tbody>
</table>
Website Fonts

The Sacred Heart website uses three fonts: Arial, Georgia, and Avenir. Arial and Georgia are both web-safe fonts, which means they should be available on most modern computers. Because of this, they are the most common fonts used on the website. Avenir has more limited uses: it can be seen in the main navigation of the site, as well as in some of the more graphic features, like the slideshow on the homepage.

**Georgia** is used mostly for titles and headers.

**Arial** is used for body copy throughout the site, as well as pull-quotes and captions.

**Avenir** is used for main navigation and special features.
Font Color Guidelines

These are colors from the palette that are commonly used on text throughout the site. For specific examples, see the templates.

This dark gray is used for body copy, subheaders, pull-quotes and captions. Very common text color.

This dark blue is a common link color.

White is commonly used for text on colored or photo backgrounds.

This dark green is used in some headers. Commonly seen in conjunction with the lighter shade of green.

This light blue is used for text on colored or photo backgrounds, usually links.

This light green is used in some headers. Commonly seen in conjunction with the darker shade of green.

Light gold is sometimes used for text on colored or photo backgrounds, but not as often as white.

Red is VERY rarely used as a text color on the SHU website. The only example at this point is the link style on the search results page.

Light tan is used very rarely as a text color on the SHU website, but is noticeable for its use in the universal footer titles.
While these are certainly not ALL of the styles you will find on the Sacred Heart website, they are the ones you should be generally familiar with when editing content, especially on secondary pages.

| Header Style | Georgia Regular weight, 24px size, 28px leading, #121212. Underline is 2px dotted line border in light gray. |
| Header Style | Georgia Bold/Italic weight, 24px size, 28px leading, underline is 2px solid border in dark green. Dark green #66692c, Light green #9ca243 |
| Header Style Georgia, Intro copy | Georgia Regular weight, 18px size, 24px leading, #121212. This style is used for headers and intro copy. |
| Header Style Arial | Arial Regular weight, 18px size, 24px leading, #121212 |
| Header Style Georgia Smaller, Pull-quotes | Georgia Regular weight, 16px size, 22px leading, #121212. This size is used for headers and pull-quotes. |
| Header Style Arial Smaller | Arial Regular weight, 16px size, 22px leading, #121212 |
| Paragraph | Arial Regular weight, 13px size, 28px leading, #121212 |
Website Image Sizes

To keep the website images consistent, we recommend using the sizes provided below. Using photos that are too small or too large can cause undesirable design and technical issues that result in a web page not looking its best. Web images should be 72 dpi resolution.

**Small thumbnail**

56 x 56 pixels
Smallest image size on the website. Used for news blurbs, callouts in a sidebar, and anywhere else you need a really tiny image.

**Large thumbnail**

104 x 104 pixels
Larger thumbnail, used for photo galleries. Offers a bit more detail than the small version, works best in wide columns.

**Callout Image 1**

226 x 170 pixels
Used for image-based callout with black text bar overlayed at the bottom of the image.

**Tertiary Page Feature Image**

260 x 160 pixels
This image size is used on tertiary pages, where there is not a large image across the top of the page. This image appears at the top of the left column, above the navigation.
Website Image Sizes

Faculty Bio Page Image
This image is used as the portrait on the faculty bio template. This image appears at the top of the left column, above the navigation.

260 x 260 pixels

Carousel Image Thumbnail
The image carousel is a slider used on pages such as the Campus Life landing page. This thumbnail size is used for that widget.

171 x 128 pixels

General Images, Secondary Pages
These are some general guidelines for sizing images on the secondary pages (i.e., images that are inserted with copy into the body of the page, like a news story). They are not set in stone; you may use different sizes or ratios if needed.

300 x 215 pixels (not actual size)

215 x 300 pixels (not actual size)
Website Image Sizes

Secondary Page Feature Image
This is a very large image, which takes up almost 3/4 of the top of a secondary landing page.

Home Page Feature Image
This is a very large image, which spans across the entire width of the page. It is used on the home page.
Specialty Styles

This is a brief overview of design elements that can be used to build pages on the Sacred Heart website. For examples of these elements in use, please see the templates starting on page 15 of this document.

Images and Captions

Images can be left aligned or right aligned. Captions are optional. To keep photos from overwhelming the text on pages and causing awkward wrapping issues, try to follow the image sizing guidelines in the previous section. Images may be vertically or horizontally oriented.

Theo Epstein, Steve Berthiaume and Brian Cashman took to the Edgerton stage for an evening of 'Hot Stove Talk.'

Buttons

For links that need a bit more emphasis, a button can be used. Buttons do not require any special knowledge with graphic programs: they are defined in the stylesheet of the website. By applying a specific style to a link, buttons can easily be created.
Specialty Styles

Pull-Quotes

Also called a lift-out quote, pull-quotes are used to highlight interesting or engaging quotes or information in a body of text, usually an article or story. As a general rule of thumb, pull-quotes should not be used on pages that don’t have a large amount of copy.

“In hac habitasse platea dictumst. Aenean ut est sit amet enim adipiscing vehicula a ut ipsum. Aenean vitae lectus et enim vulputate volutpat ut malesuada.”

- Quote Source

Callout Box (Sidebar)

Callout boxes can either be embedded in a larger body of text, or used in a sidebar. They may contain text and/or images, and are used to call attention to important or related information.

Learn how a 1:16 student to teacher ratio can help you.

WATCH THE VIDEO

Special Instructions for:
- Freshmen
- Transfer
- Part-Time
- International

More SHU Media
- SHU on Ning
- SHU on Google+
- SHU on Pinterest
- WHRT Radio
Specialty Styles

Multiple Column Layouts

To add variety and flexibility to pages, we added the option of having a two-column or three-column layout. These can appear with or without images.
Specialty Styles

Tables

There are three different table styles used in the Sacred Heart website. One is a very simple single color style, suitable for small amounts of information. The second style uses alternating color rows for easier reading, and is more suitable for larger tables. The third is a more specialized style that offers column headers and row headers.

<table>
<thead>
<tr>
<th>Column 1</th>
<th>Column 2</th>
<th>Column 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data One</td>
<td>Data One</td>
<td>Data One</td>
</tr>
<tr>
<td>Data Two</td>
<td>Data Two</td>
<td>Data Two</td>
</tr>
<tr>
<td>Data Three</td>
<td>Data Three</td>
<td>Data Three</td>
</tr>
<tr>
<td>Data Four</td>
<td>Data Four</td>
<td>Data Four</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Column 1</th>
<th>Column 2</th>
<th>Column 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data One</td>
<td>Data One</td>
<td>Data One</td>
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<tr>
<td>Data Two</td>
<td>Data Two</td>
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<tr>
<td>Data Four</td>
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<table>
<thead>
<tr>
<th>Column 2</th>
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</tr>
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<tbody>
<tr>
<td>Row One</td>
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<tr>
<td>Row Two</td>
<td>Data Two</td>
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<td>Row Three</td>
<td>Data Three</td>
</tr>
<tr>
<td>Row Four</td>
<td>Data Four</td>
</tr>
</tbody>
</table>

Carousel

One of the more unique elements of the site is the sliding carousel that can be found on some pages such as the Campus Life landing page. Clicking on the left and right arrows allows a user to scroll horizontally through the content. This element can feature images or text blocks.
Website Templates

Website Templates

There are 21 different templates that were used to build the Sacred Heart website. The following screenshots provide a quick overview of what is available. Any new pages added to the website should be created using one of these templates. While the templates are named for specific pages currently on the website, that doesn’t mean they can’t be used for other areas.

Website Templates:

- Homepage
- Academics Landing Page
- Program Detail Page
- Campus Life Landing Page
- Social Media Mash-Up Page
- Audience Landing Page
- Admissions Landing Page
- Undergraduate Admissions Landing Page
- College Page
- Programs List Page
- Generic #1 Basic Content
- Generic #2 Forms
- Administrative Office Landing Page
- Location Landing Page
- Faculty/Staff Directory Page
- Faculty Profile Page
- Gallery Page
- Offices & Services Landing Page
- News & Events Detail Page
- News & Events Landing Page
- Search Results Page

Note: Because the website was being built at the time this document was created, these screenshots may contain stock imagery and placeholder text.
Website Templates

Homepage

The homepage template is unique, and should not be reused. This page includes:

- Site-wide navigation header and footer
- Large rotating feature area in the center of the page (accommodates image and linkable text)
- Featured Links for Prospective Students
- Image Galleries, Recent News, and Upcoming Events
Website Templates

Academics Landing Page

This template is suitable for creating secondary landing pages and includes a large image paired with a sidebar for introductory copy. Content at the bottom of the page is predominantly link-based, but special callouts may be used.
Program Detail Page

This template is suitable for creating tertiary pages. At the tertiary level, breadcrumbs appear in the black title bar to assist users with site navigation. Also, secondary and related navigation appears in the left column of the template. Ideally, these pages should have a good balance of navigation and content to keep the pages balanced.
Website Templates

Campus Life Landing Page

The Campus Life page is meant to reflect the vibrant nature of SHU’s campus culture, so it contains a variety of features and callouts. The large image and red sidebar are intended for very large campus news or events. The carousel beneath contains additional news and events. There is also a small events calendar and additional room for links at the bottom of the page.
Website Templates

Social Media Mash-Up Page

The social media mash-up page includes feeds for SHU’s social media including Facebook, Twitter, YouTube, etc. This template features a heavy video presence at the top of the page, with additional media feeds located below.
Website Templates

Audience Landing Page

This template is somewhat similar to the Campus Life page, but features a single image instead of a news story or event. The carousel below may echo the one on Campus Life, but can also be tailored to the specific audience of the page. Additional links and FAQs appear below.
Admissions Landing Page

This template is suitable for creating secondary landing pages. Of special interest on this template are the three tabs over the image area. Clicking on a tab will highlight new content, as well as changing the feature image.
Website Templates

Undergraduate Admissions Page

This template is suitable for creating secondary landing pages. Of special interest on this template are the buttons in the sidebar. This section does not expand vertically, so a maximum of 3 to 4 major links can be highlighted here.
Website Templates

College Landing Page

This template is very similar to the Admissions Landing Page template, and the tabs work in a similar fashion. The content layout at the bottom of the page is a bit different.
Website Templates

Programs List Page

This template is suitable for creating list pages. Users may sort using the dropdown at the top. Items in the list may be expanded or closed to see additional levels of the list. Secondary or related navigation is available in the left column.
Generic #1 Basic Content

The generic page is a useful “toolbox” which contains many of the styles mentioned in this document.
Website Templates

Generic #2 Forms

Generic #2 is a collection of styles for creating forms on the website.
Website Templates

Administrative Office Page

This template is similar to the simpler Program Detail Page, but contains additional features, such as 3 column layouts and a special list style.
Website Templates

Location Page

The Location template contains a feature that is specifically designed to feature a map and links to directions for the campus. Additional campuses are highlighted at the bottom of the page, as well as related links and a callout to the campus tour.
Website Templates

Faculty/Staff Directory Page

This template is used for the campus directory. It contains search and filtering options along the top, and an alphabetized list below (default). Pagination is also available.
Website Templates

Faculty Profile Page

This template is used for faculty detail pages. It is very similar to the Program Detail Template.

Faculty & Staff Directory

Suzanne Deschenes, Ph.D.

Assumenda quia et sunt voluptatem in quo voluptate omnis. Ab totam dolor sunt bestiae voluptates ad laborum voluptates. molestiae ut est perferendis magni consequatur molestias laudantium ut veniam harum sunt delictus molestiae, sit accusamus fugit vel aut qui officiis est inventore. vero qui et omnis consequatur voluptates asperiores qui impedit pariatur fugit aut in esse et numquam aut illum dolore qui modi voluptate fugit error autem velit. suscipit et consequatur voluptas laborum natus, voluptatibus laudantium occaecati ea. autem facere distinctio recusandae quia expedita asperiores, quia pariatur reprehenderit eveniet qui et voluptas maiores quis et. assumenda magnam culpa consequatur sunt odio sapiente corporis perferendis ipsam molestias aut, quas sit sint qui quidem qui Veniam quo non et quo cum temporibus. voluptates maxime quam ipsam, repellet est rerum non fugit fugit. voluptatum officiis recusandae consequatur eligendi fugiat sapiente ut in sed blanditiis maiores ut. dignissimos voluptas magni quo quo dolorem laboriosam, dolorem est ut dolorem voluptates et reprehenderit provident. ad rerum soluta est voluptatum velit vitae nisi maxime qui quia

Degrees

- Recusandae Laborum Eum Et A
- Exercitationem Corporis Voluptatem Quaerat Non

Teaching Responsibilities

- Possimus Repellat Paritur Vero Ipsam
- Sed Veniam Et Tempore Aut
- Nihil Aspernatur Modi Magni Et
- Et Molestias Quis Autem Dolor

Research Interests & Grants

- Quo aut aliquam non possimus explicabo sunt et qui voluptatem iste autem rerum et
- Dicta enim et sit amet necessitatibus quo deleniti ut dicta officia velit itaque
- Non hic ipsam qui totam architecto

Honors, Awards & Fellowship

- Amet maxime itaque asperiores veniam saepe impedit
- Reprehenderit ipsa rerum modi eius animi harum et minus soluta est quae aliquam ea nesciunt
- Accusamus enim odio numquam voluptatem minus eos labore sit nisi et atque dolor unde
- Laborum dolores aut quia ut inventore in itaque veritatis reprehenderit voluptas

Publications

- Est provident saepe repellendus sit qui temporibus aut natus quo consectetur possimus eius voluptates
- Sunt nostrum occaecati ratione
- Quia et quisquam consequatur et aliquam voluptatem in
- Et reprehenderit qui omnis voluptas eligendi ipsam deleniti enim
- Vero dicta saepe qui est similique qui porro ipsa autem ipsum qui reiciendis
- Saepe doloribus rem sed amet ipsum nihil et omnis saepe
- Non et eius qui vero odio officia
- Explicabo nobis quas ratione ex asperiores
- Et dolor saepe fugit
- Aut quae aut eum architecto ea sapiente reprehenderit non distinctio
Website Templates

Gallery Page

The gallery template can be used to create photo or video galleries. Clicking on the thumbnail images causes a larger image or video to pop-up over the page.
Website Templates

Offices & Services Landing Page

This template is similar to the programs list page, but contains a double column list instead of a single column.
Cashman and Epstein Entertain with Behind-the-Scenes Baseball Stories

Although no longer the rivals they were when they were booked for Sacred Heart University's 2011-2012 Student Affairs Lecture Series, Brian Cashman and Theo Epstein entertained a capacity crowd at the University's Edgerton Center for the Performing Arts Tuesday night with tales of what goes on behind the scenes in the world of major league baseball.

Cashman, senior vice president and general manager of the New York Yankees, and Epstein, general manager of the Boston Red Sox for nine seasons and now president of baseball operations for the Chicago Cubs, professed to have great respect for one another and to be looking forward to serious trade talk now that they aren’t arch enemies.

"Cash was always on top of everything. We couldn’t let our guard down; we could never relax," Epstein said. "We tried to focus on executing our own strategy and building our organization the way we wanted to, but he seemed to be in all places at all times. I always felt like he was lurking around and had a great sense of the marketplace. It wasn’t a good feeling, but I certainly admired those characteristics."

Cashman said his perception of Epstein was "pure, objective discipline. Their decision making was based on pure, objective analysis about what was best for the team rather than emotion about the player. The Red Sox were constantly making the right choice instead of the popular choice. That helped us change our thinking and reset our buttons. The best compliment you can give is when you start studying your opponent, and I was forced to study what the Red Sox were doing."

With the niceties out of the way, the two moved on to the Red Sox-Yankees rivalry, the rewards and frustrations of the job, the high and low moments of their careers and the funny things that happen behind the scenes.

Epstein said he grew up a Red Sox fan in the Boston area and had the hatred of the Yankees that goes along with that. "Once I was on the inside, I needed to shift my focus. I felt sometimes that we were focused on image rather than substance and we were too focused on the Yankees. Of course we saw them 19 times a year for five-hour games, so we couldn’t ignore them. But, as an executive, I sometimes had to look away; as a fan, you can focus on the rivalry;"

"There was always a teardown after those series," Cashman said. "It’s intense and the people you work for can overreact to what is essentially a three-game series."
Website Templates

News & Events Landing Page

This News & Events Landing Page is a content-heavy template used for news and events. This template features news items, photos, videos, and events lists.
Website Templates

Search Results Page

This template is used for search results.
Virtual Tour

The virtual tour combines an interactive campus map and a linked, alphabetized text directory of locations on campus.
Emergency Website Strategy

After a campus crisis, schools often respond by scrambling to put together a crisis plan. For Sacred Heart, we have put together a four-level strategy for communicating via the website during and after a crisis has occurred.
Emergency Website Strategy

Emergency Homepage Level One

During a “Level 1” emergency, locally relevant information or announcements will display at the top of the SHU website. It allows local, affected constituents to be aware of the alert, but it does not significantly alter the experience for outside audiences who are not affected.
Emergency Website Strategy

Emergency Homepage Level Two

During a locally relevant emergency (e.g. a tornado warning), the large image feature on the homepage is replaced with a pre-designed emergency block with relevant emergency text. This treatment is more visible and makes more detailed information immediately visible to the website visitors.
Emergency Website Strategy

Emergency Homepage Level Three

A major emergency is likely to draw significant external traffic to the SHU website. To avoid a server crash which might keep visitors from getting important information, all traffic to the homepage and subpages redirect to the emergency site. The emergency site is a site designed to keep the focus on the critical information.
Emergency Website Strategy

Emergency Homepage Level Four

Even though Level Three is a relatively simple page, it does include a little more design and page weight. National media attention would drive a lot of traffic to the site and in that case, it could potentially bring the server down. In this level, we would redirect all traffic to a special, lightweight version of the site. Hopefully, you never have to use this.

Attention: Campus Alert

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam sed mauris in sem tempus eleifend lacinia non auge.

Nullam sed tellus in lectus consequat commodo id at ligula. Pellentesque rutrum justo metus, mattis luctus leo. Duis viverra turpis ac diam fringilla sit amet congue nulla pellentesque.

- Lorem ipsum dolor sit amet
- Consectetuer adipiscing elit
- Morbi vitae urna eget ligula convallis viverra eu quis diam

Cras placerat

Sapien a orci ac tellus, hendrerit tincidunt, eu pulvinar odio luctus ac. Duis suscipit nibh magna. Vestibulum sagittis pulvinar nisi non iaculis. Mauris sed mattis augue. Nullam quis diam id mi fringilla condimentum vel ac leo. Nam quam est, sociis natoque ac mattis nec, condimentum ut ligula.

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Responsive Design

The new Sacred Heart website has been built to accommodate a variety of different browser and device sizes. Users may browse the website on a computer, tablet, e-reader or smartphone with minimal changes to the functionality and content of the website.

Break Points

Each website template was built to accommodate five different “break points.” This means that when the browser window width is a certain size, the page layout changes to accommodate it. The break points are:

- 980 pixels
- 768 pixels
- 660 pixels
- 540 pixels
- 480 pixels
Subdomains vs. Subdirectories

According to Sacred Heart website governance standards, programs and departments must structure their websites as a subdirectory (http://www.sacredheart.edu/yoursite), NOT as a subdomain (http://yoursite.sacredheart.edu).

Search engines categorize subdomains as separate from their parent websites. Creating subdomains before sacredheart.edu decreases the number of links that count toward search rankings and weakens the visibility of not only our main university site, but that of your organizational site as well.

Proper structure and usage of subdirectories ensure that our institutional branding efforts are led by the driver of the brand, Sacred Heart University, and that site visitors can consistently and intuitively search for our schools, departments, clubs, and organizations.

Any websites already using subdomains will be set up to redirect to new subdirectory URLs. Please check and update any print publications to make sure they reflect this change.