



THE UNIVERSITY  
OF AUCKLAND

NEW ZEALAND

Te Whare Wānanga o Tāmaki Makaurau

# The University of Auckland Web Style Guide December 2012



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# Governance

## Overview

This Web Style Guide is a sub-set of the overall University Style Guide.

It provides an overview of all approved design, IA and “writing for the web” guidelines for use on the University website.

The University of Auckland is a single legal entity and its brand must take precedence over any sub-brands. All University organisational units must represent themselves accordingly.

A proliferation of web designs and navigational structures across University organisational units/entities would both reduce the usability of its web presence and dilute the impact of its visual identity.

This proliferation could also lead to confusion of identity, possibly indicating an incorrect legal status (e.g. independence from the University), which would be misleading and would constitute a legal risk.

As a general rule, wholly owned\*, staffed and operated organisational units of The University of Auckland (faculties, schools, departments, large scale research institutes, research centres, service divisions etc) should work within the Style Guide and Web Style Guide parameters for the relevant category of unit. These organisational units should not have a separate distinct visual identity outside the prescribed parameters. (\*excluding wholly owned subsidiary companies)

The Web Style Guide is reviewed quarterly and printed copies are for reference only. Please refer to the electronic copy for the latest version.

Enquiries about this document should be directed to the appropriate contact listed under “Help”.



Additional information is on the Staff Intranet: [www.auckland.ac.nz/web-resources](http://www.auckland.ac.nz/web-resources)

## Exceptions

The Registrar has the delegation to approve, or otherwise, matters relating to design, copyright and permissible use of logos and other elements of the University’s visual identity.

Only exceptional circumstances will justify the use of a web design and/or logo that does not conform to the University Style Guide and this Web Style Guide.

Individual University units who wish to argue a special case for an individual web design, logo or visual identity should approach their senior line manager (Dean, Director, Deputy Vice Chancellor, Pro Vice Chancellor) and the University’s Marketing Manager who, where warranted, will jointly pass the requests to the Registrar for a final decision.

The case should explain:

- How the individual web design will advantage the University, i.e., is there a clear requirement to distinguish the organisational unit to enable it to more effectively conduct its day-to-day business? Can it be demonstrated that a separate identity/brand would complement, not undermine, the University’s overall positioning as New Zealand’s foremost research-led university and/or the positioning of the relevant faculty?
- How it will be used.
- The term of the requirement.
- How legal status confusion will be avoided.

University of Auckland organisational units which gain permission to use a separate web design, logo or visual identity must apply the separate design in the manner specified in the Registrar’s approval and ensure it is noted in the “approved exceptions” pages of this Web Style Guide.

## Help

### Web design and brand

For help with the use of University web design and/or logos or to progress a case or if you are unsure about which Style Guide category a particular unit/entity belongs to, please contact;

Helen Whitehead  
Marketing Manager  
**Email:** [h.whitehead@auckland.ac.nz](mailto:h.whitehead@auckland.ac.nz)  
**Phone:** +64 9 923 2949 ext 82949

### Web content and IA

For all IA and web writing queries, please email the University’s Communications team;

Gabriella Davila  
Communications Manager  
**Email:** [webwriting@auckland.ac.nz](mailto:webwriting@auckland.ac.nz)  
**Phone:** +64 9 923 2631 or ext 82631

### Web technical guidelines

For help with the application of approved Web Style Guide layouts and related technical guidelines, please contact;

Julian Wootton  
Web Manager  
**Email:** [j.wootton@auckland.ac.nz](mailto:j.wootton@auckland.ac.nz)  
**Phone:** +64 9 923 4816 ext 84816

## Related documents

### Policy








- Style Guide
- Web Standards
- Publications and Advertising Policy
- Public Communication and Statement Policy
- Information and Communications Technology (ICT) Statute

### Guidelines

- Guide to Planning and Producing University Publications

## Icon key

Each page layout has been specifically designed to differentiate the University’s websites, eg, service division from faculty. These layouts have been marked in this Guide using icon keys:

-  All sites
-  Central site / Service division site
-  Faculty site / Department site
-  Staff Intranet
-  Research site
-  LSRI site
-  Please note

# Approved exceptions

## University units with approved separate web design, logo or visual identity.

These exceptions have been approved as a special case and may not be used by other groups.



### NICAI

- Homepage banner.
- Level 2-7 banners.
- Promotional buttons.



### Maidment Theatre

- Homepage and level 2-7 banners, including drop-shadows.
- Show listings.
- Right hand side content blocks.



### Staff Intranet

- Header style.
- Homepage banner with news, events and notices.
- Homepage highlights.
- Right hand side content blocks.



### Business School

- Homepage banner.
- Level 2-7 banners.
- Footer logos, for Triple Crown accreditation.



### Joint Graduate School

- Additional header logo, approved by Registrar.



### Research Centre

- Homepage banner.
- Right and left navigation styles.

## Additional exceptions

### Central

#### Māori and Pacific sections.

- Use of motifs.

#### Perspectives

- Page layout.
- Banner background (speech bubbles).

#### Exposure

- Logo.

#### 360

- Logo.

### Centre for Continuing Education

- Use of faculty templates.

### Large Scale Research Institute (LSRI)

#### Auckland Bioengineering Institute and Liggins Institute

- Homepage banner.
- Homepage highlights.

### Tāmaki Innovation Campus

- Template column.

### Auckland University Press (AUP)

- Header styling (logo and brand colours).
- Banners.

### Faculties

#### Engineering

- Use of central banner on homepage.

# Navigation and page design overview

It is important that the University's website has a natural flow for visitors as they browse through the site hierarchy (or structure).

To achieve this a variety of page layouts have been specifically designed to:

- Allow movement between sites.
- Ensure consistency.
- Provide a choice of layout designs to meet the University's content needs.

The University of Auckland website uses a 50% fluid, 50% fixed web design to allow the visitor to dynamically alter the page between a horizontal minimum of 955px and a horizontal maximum of 1230px.

## Homepage layouts

### Level 0: Central homepage

This layout has specifically been designed for the central homepage and is typically seen by most visitors to the University website.

It fulfills a number of different purposes for a variety of different audiences.

### Other homepages

The homepage of a service division or faculty site is always at Level 1 of the site structure.

## Layout selection tips

- The homepage of a faculty or service division site should introduce the visitor to the purpose of the service division, or life at the faculty.
- Service divisions with approval for their own website, use a Central Level 1 Layout as their homepage.

There are some important things to consider when selecting your 2 and 3 Column Layouts:

- Web pages should be image-rich at higher levels. For faculty sites the recommended Level 2 layouts are: 2 Column V1, V3, V5 and V8.
- Web pages should become more text / information-rich at lower levels. The recommended layouts for Level 3 and Level 4 of faculty sites are the Faculty Layout V2, V4 and V6 as well as the Layout V1 and V2 for a Content Block.
- If a faculty site contains more than 8 page listings, please use the Faculty Layout V6.
- Page layouts should change from level to level,

and not be repeated, as a visitor moves down the levels of a particular section of the site.

- Page layouts should be consistent at the same level of a particular section.
- Department sites should use the same layout and, wherever possible, these layouts should only be used for that purpose. The recommended layouts for department sites are the Faculty Layout V7.

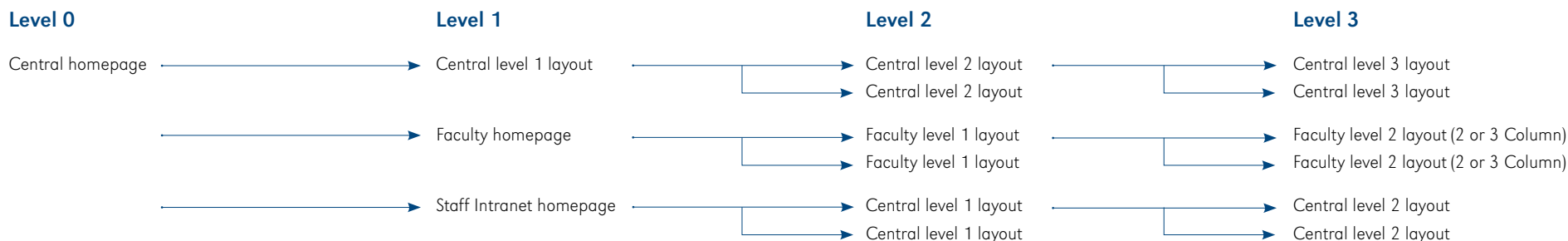
## Maximum number of levels

A site should have no more than 7 levels.



Please refer to the 'IA templates' in this Web Style Guide as a starting point in creating a site structure.

## Visualisation of level numbering



## Breadcrumb example to Level 7

University home » Level 1 » Level 2 » Level 3 » Level 4 » Level 5 » Level 6 » Level 7

# Consistent page elements

These page elements are the same on every page of the site. This is to:

- Ensure consistency.
- Provide easy access to key information, no matter which level of the site a visitor is on.
- Meet legal obligations.



Refer to the Style Guide for the University's logo guidelines.

## Header

This area contains the branding for The University of Auckland website, search box, "Quick links" dropdown and header links.

### Logo

The relevant approved University logo must be prominently displayed on every page of the site. The logo must be in the header, may not be seen within any other treatment and must always feature on the sky imagery.

Faculties can choose between The University of Auckland or their own faculty logo.

The logo must be an active link to the site homepage that it represents, i.e., if it is the University logo it should link to the central homepage and if it is a faculty logo, it should link to that faculty site homepage.

### Search

Websites can use the central (default), or their own, search collection.



The University website uses Google Mini as its search application.

The University of Auckland logo (active link)



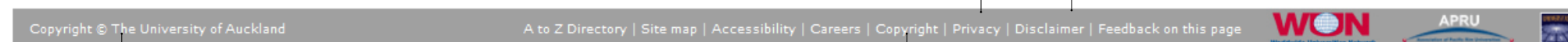
Quick links dropdown  
Order - alphabetical  
Max - 15

## Footer

This area contains links to key information about the University, such as its copyright notice and links to the University's accessibility and disclaimer statements.

It also contains a feedback mechanism. Faculties can choose whether the feedback should go to the mailbox which is maintained centrally (feedback@[auckland.ac.nz](mailto:auckland.ac.nz)) or a faculty-specific email address.

The links identified below should always go to the central page.



Mandatory copyright notice

Link to <http://www.auckland.ac.nz/copyright>

Link to <http://www.auckland.ac.nz/privacy>

Link to <http://www.auckland.ac.nz/disclaimer>

# Consistent page elements

## Breadcrumb

The breadcrumb (Fig 1) enables visitors to navigate backwards through the site with ease.

As visitors navigate through the site, from Level 0 (the central homepage) to Level 7 pages, the breadcrumb is automatically built.

On faculty sites its behaviour is identical to that of the central site.

## Navigation elements

The left hand navigation behaviour has been designed to assist visitors with their progression through the levels of the site. When they visit a page in a major section of the site, any other major site sections will roll-up accordingly.

The right hand navigation provides visitors with immediate access to the related University organisational units, research institutes and campuses. It does not expand or open.

 Layout 3-3 features a content block without right hand navigation

## Promotional buttons

Each faculty site can have a maximum of four promo buttons (Fig 2) to direct visitors to important information on the University website.

They are set on the homepage and appear the same on every page of the site which displays the right hand navigation.

## Faculty promotional buttons

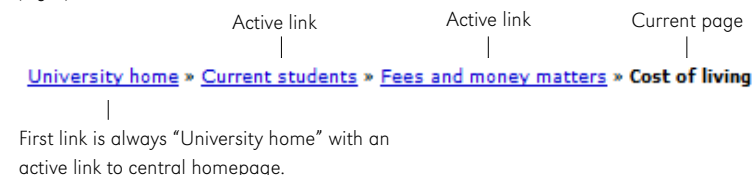
Each faculty can choose if it wants to use the button style of the central site (four different colours) or the style of alternating shades of grey (so that they don't clash with the faculty colour palette, or be too similar to the colours used by a faculty).

If the faculty chooses to use the central button style, the style sequence of the four colours has to be the same as on the central website.

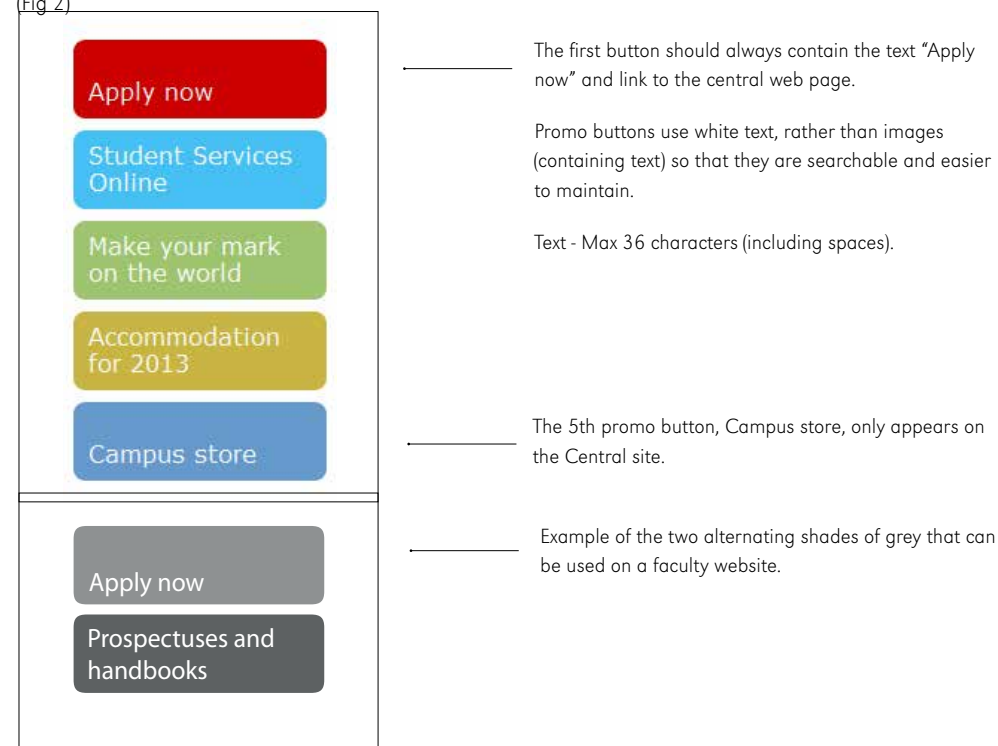
## Social media

Each faculty can choose to promote its social media presence. The social media or "Connect with us" icons are to appear under the website's promotional buttons and each should link directly to the appropriate social media page.

(Fig 1)



(Fig 2)



(Fig 3)



Social media icons - 32px x 32px with background transparency and left aligned.

Number - Max 4 to avoid wrapping.

Each icon is an active link to the appropriate social media page.



# Consistent page elements – hosted web applications

It is important the University provides a seamless experience to its visitors as they browse through the various sections of a site.

Hosted web applications, such as a Wiki or SharePoint site, should always display the consistent page elements of a University website (as described in this Web Style Guide).

However there are applications that have limited configuration options. These can use the alternative header (below) and the standard University footer (displaying the University's copyright notice and links to the central copyright, privacy and disclaimer pages).

The University header and footer should appear in the same way on every page of the site.

## Alternative header

The University of Auckland logo (active link to the central website) must be displayed on every page of the site, may not be seen within any other treatment and must always feature on the sky imagery.



## Alternative header 2

This header contains a search box.





# Colour schemes

## University web colour range

University web colours are used for all areas of the central and service division website.

A faculty is able to choose between using the University web colour range or their specific faculty style.



### Silver

Web (HTML)  
#CCCCCC



### Mid blue

Web (HTML)  
#0098C3



### Greys

Web (HTML)  
Any grey can be used between #333333  
and #F1F1F1



### Dark blue

Web (HTML)  
#00457D

## Faculty web colour styles

The spectrum (right) provides each faculty with the opportunity to have a unique visual identity. It has been specifically designed to be web-friendly and match the faculty's printed collateral, e.g., prospectuses.

These colour styles are used as the theme of the faculty site and also applies to the link and button styles / gradients.

The documented hex values should be used for all screen colour representations, rather than RGB conversions of the specified print colours.

In addition to these specifications, the website will use a range of colours within the spectrum of the colour style.



Contact the University's Web Manager for the related technical guidelines.



### Education

Web (HTML)  
#EAAB00



### NICAI

Web (HTML)  
#D2492A



### Arts

Web (HTML)  
#A71930



### Engineering

Web (HTML)  
#4F2D7F



### Science

Web (HTML)  
#0039A6



### Law

Web (HTML)  
#005B82



### Medical and Health Sciences

Web (HTML)  
#00877C



### Business School

Web (HTML)  
#A8B400

## Other



### Tāmaki Innovation Campus

Web (HTML)  
#780032



### New Zealand Asia Institute

Web (HTML)  
#C42130

# Typography

## Verdana typeface

Verdana is a standard font released by Microsoft. It is widely used as it is a legible font for onscreen display and general web use.

Verdana is the standard font used on the University website and its style colors (right) depend on the colour scheme used by the website.



Refer to the 'Colour schemes' section of this Web Style Guide for more information.

## Heading 1 sample (h1)

### H1

font-family: Verdana

font-size: 220%

font-weight: bold

## Heading 2 sample (h2)

4px, #CCCCCC

### H2

font-family: Verdana

font-size: 130%

font-weight: bold

## Heading 3 sample (h3)

### H3

font-family: Verdana

font-size: 100%

font-weight: bold

## Intro text sample (h4)

### Intro H4

font-family: Verdana

font-size: 90%

font-weight: bold

## Heading 5 sample (h5)

### H5

font-family: Verdana

font-size: 70%

font-weight: bold

## Body sample

### Body

font-family: Verdana

font-size: 70%

font-weight: normal

# Writing for the web

A professional website reflects well on the University.

You should think about your audience, write in plain English and use a conversational tone so that your content comes across as warm and interesting. Above all, your writing should follow the three C's of writing – clear, concise, consistent.

Use English (NZ) or (UK) spelling and make sure your writing is grammatically correct.

## What's the difference between print and web writing?

Websites have two audiences – people and search engines.

Your audience(s) will use a different reading style for print and another for the web. Web users are more goal-focused and want to quickly locate the information and solutions they need. Print readers read, web users scan.

**Every page is a landing page:** Using a search engine, a visitor can potentially land on any page without having found it through browsing from the University website. Therefore every web page must be able to “stand on its own”.

**Short summary:** The (introduction) provides context so your visitor can quickly identify whether they have landed on the page they want. It is also an important element of search engine optimisation (SEO) that your summary should contain the keywords describing what the page is about.

## Factors for Search Engine Optimisation (SEO)

### Keywords

The most important thing you need to do when writing for search engines is to think about “keywords”. These are words your audience are likely to type into a search engine to find your web page.

When thinking about keywords put yourself in the minds of your audience. You should make sure that your web page includes those words within it to maximise its chances of appearing on a search engine results page.

The goal is to keep the page in line with a “keyword theme” so that the search engine will know what the page is all about. This theme is achieved by using the declared search words or phrase within important page elements: title, heading and sub-headings, body copy and links embedded within the body copy.

The desirable keyword density should be at least 2-3% of the content.

### Metadata

The metadata description is visible on the search results page.

A good description helps the visitor decide whether that page will provide the content they want.

The text for your page introduction can be used as your metadata description.

## How to achieve well-written web content

Good web content	Bad web content
Enables user to find what they are looking for	Doesn't fulfil the reader's needs or their purpose for being there
Provides a “call to action” to our varied audiences and elicits a response	Is not effectively managed
Increases the appeal of the site	Contains redundant, out-of-date or trivial (ROT) material.
Increases page (and website) readership	Duplicates information that appears on another page within the website
Encourages repeat visits	Is not optimised for the web (content must be written specifically for online publishing)

## Word count and content guide for each web page element

Write your content to fit the relevant layout design that you're working with.

Web page element	Number of words	Content
Title	1-8	Clear and specific
Page introduction	30-50*	Who? What? Where? When? How? Keywords
Headings	1-8	Clear and specific
Paragraph	40-70	Each paragraph is a new idea
Sentence	15-20	Brief and concise
Metadata description	30-50	Explanation/summary of what the page is about

*\*Depending on the layout being used*



Refer to 'Staff Intranet' for the Editorial Style Quick Sheet and Writing Guide.

# Content sharing, surfacing and picking

The benefit of using the content sharing function in the University (Jahia) CMS is that when the source page is updated, the content you have “picked” for your page will also be updated (this may require workflow approval).

Generally speaking the content of the University’s website is structured as:

- The central website provides University-wide general information (global).
- A faculty website provides faculty-specific information (national). It should link to central for general information or for University services that are not specifically offered by that unit.
- A department website (local) provides department specific information and should link to the faculty for faculty-specific information and central for general information.

There is important University information that should always be linked to or surfaced/picked and never duplicated.

Duplication could lead to content becoming out-of-date and would constitute a legal risk, these are:

- Fees information.
- Key dates
- Programme / course name and codes.

## Recommendations

- Editors should structure their pages to both support content picking by other Editors and to allow for content picking of common content.
- Consider the impact surfacing content may have on SEO; aim to keep page content as unique as possible.
- Avoid surfacing an entire source page or section as this is known to impact the CMS site performance. Linking to the source page/section may be more appropriate.

# Links

The use of links affects a website's functionality, optimisation and usability; for example your audience's ability to scan the page and a search engine's ability to know what the link is about.

**Internal links:** Links to other pages within or between our University websites. Internal links should be relevant and facilitate action.

**External links:** Links to pages outside of the University website. The risk with these links is that they could become broken or the content out-of-date. External links are appropriate when you want to give the visitor "nice to know" information that is not the University's role to provide, nor do we have the resources to maintain. They must be reputable websites.

**Downloadable file links:** Links to files such as PDF and Word documents. Downloadable files should only be used when information cannot be presented in a web page, for example to print, save or modify a document outside a browser.

## Do

- When writing web content, consider what parts of your own and other websites the visitor might be interested in and suggest these as links.
- Links should give a visitor an idea of where they will be taken if they click on it. This greatly increases the visitor's ability to navigate the website and access the information they want.

Make it clear that the user will be leaving the University website. This can be achieved by:

- Indicating to visitors in the surrounding content or hyperlink copy that they will be leaving the University site.
- Creating an interim page informing visitors that they will be going to another website and include the link on this page.

## Don't

- The left hand navigation must not link directly to a different website.
- Use more than 20 links per page as this may have a detrimental impact on SEO

## Link open behaviours

To follow best practise in usability, and prevent interruptions to your audience's browsing experience, the following link settings should be used:

- Internal links: open in the same window.
- External links: open in the same window.
- Downloadable file links: open in a new window

## Linking to downloadable files

In the University CMS there is a recommended limit of 15 downloadable documents per page (if they have been added using the File Manager), with an absolute maximum of 20 files per page.

- Files should have a meaningful name.
- Write the file name out in full and do not italicise the linked file.
- The file type and size should be listed after the file name (but do not hyperlink it).



Refer to the 'Web Standards' for file naming formats.

## Placement of links

So as not to disturb the reading flow, the location of links in web page copy should be either:

- At the end of a paragraph with a full stop (but do not hyperlink it).
- Below a paragraph of text on a new line (no full stop).



Refer to the 'Link styles' section for the guidelines on visual link behaviour and design.

## Link text

The copy that surrounds a link and the hyperlink text itself are both important as they provide context to people and search engines.

### Link text should:

- Provide a description of the information a visitor can expect to see if they click on the link (if relevant).
- For usability reasons, indicate to the visitor if they will be leaving the current site they are browsing – for example moving from a Faculty website to the Central University website.
- Use the name of the external website/provider or the internal destination page's title in the hyperlink.

### Link text should not:

- Contain phrases like "click here".

## Link examples

### Internal links

For more information see:

- Application closing dates.
- Entry requirements.

You can find postgraduate adviser contact details on the faculty websites.

- Arts postgraduate adviser
- Business postgraduate adviser

### External links

- Visit New Zealand's official tourism website
- Visit a website especially for international students in New Zealand

### Downloadable file links

You can download the maps you'll need to find your way around from here:

- City Campus map (142KB PDF)
- Epsom Campus map (76KB PDF)

# Link styles

These link styles apply to the content area and depend on the colour scheme used by the website.

A faculty is able to choose whether its link style includes an underline or uses the faculty or central blue colour scheme but, for usability reasons, this treatment must be consistent throughout the site.

## Active style

This style is for an active link which hasn't been rolled over nor clicked on. It is typically bolded text.



## Hover style

This style is when the mouse is rolled over an active link. For accessibility reasons it is different to the active style.




## Visited style

This style shows that the web page (that a link points to) has already been visited.

It is typically the same as the active link style.



 Refer to the 'Colour schemes' section of this Web Style Guide for more information.

## Call to action button style


The button colour can either be central or the faculty web colour. It must be consistent throughout the site.

### Central example



### Faculty example



 Include any important information, e.g., any associated fees for the event, before displaying this button. This is so that visitors do not have to look for these through the registration process.

# Images

## Image selection

The University has a significant number of images that have been collected for promotional purposes.

An Image Bank (a searchable library of images) is available at:

<http://UniversityofAuckland.imagebank.co.nz>

## Optimising images for the web

Images need to be optimised to reduce their file size (and consequently the amount of time it takes for the image to load on the web page). Optimising images means balancing the overall look of the image, with its file size.



Refer to the Style Guide for image selection guidelines and the Web Standards for file sizes and format guidelines.

## Image size

It is recommended that a common size is used on the page to enable visual consistency. However, due to the fluid design of the University website, no image should be wider than 576px.

Captions are not mandatory, but when they are used the image width and height should be set so that it displays correctly.



Image pixel sizes are always shown as w x h (width x height).

## Image composition

The composition (important feature of the photo) of banner images should be considered to ensure it degrades gracefully with mobile devices and minimised browser windows. A left-aligned composition is recommended.



### Thumbnail (t)

Mainly used with page listings.

naming convention: t-image-name.jpg

crop: 60px x 60px

optimisation: 80%

format: .jpg, .gif



### Content Block Portrait Image (cp)

Used within content blocks to support the content that surrounds it.

naming convention: cp-image-name.jpg

crop: 200px x any reasonable height

optimisation: 80%

format: .jpg, .gif



### Content Block Landscape Image (cl)

Like a portrait image, the selected image should support the content that surrounds it.

naming convention: cl-image-name.jpg

crop: 262px x any reasonable height

optimisation: 80%

format: .jpg, .gif



### Banner Image (b)

Used within most Layout 1-1, 1-2, 2-1, 2-2 banners containing an image.

naming convention: b-image-name.jpg

crop: 361px x 139px

optimisation: 80%

format: .jpg, .gif

Area outside visible image but still in banner: transparent



### Content Block Full Page Image (cf)

Used within content blocks to support the content that surrounds it.

naming convention: cf-image-name.jpg

crop: 576px x any reasonable height

optimisation: 80%

format: .jpg, .gif



### Highlight Image (h)

Used for the Level 0 homepage highlight on the central website.

naming convention: h-image-name.jpg

crop: 280px x 84px

optimisation: 80%

format: .jpg, .gif



# Page design - News, Notices and Events Listing

ALL

## News listing

This page lists all news items ordered by date.

Each news item is displayed with its headline, published date and short teaser text (usually the first sentence of the body copy).

The headline and ">>" (double arrows) are the active link to the relevant news item.

The search on this page allows for searching by keyword, category, publication year and month (this is configurable).

The layout does not feature the right hand navigation.



## Notices listing

This page lists all notices ordered by date.

Each notice is usually displayed with its headline and short teaser text (usually the first sentence of the body copy). It does not display the published date.

The headline and ">>" (double arrows) are the active link to the relevant notice.

The search on this page allows for searching by keyword, publication year and month (this is configurable).

The layout does not feature the right hand navigation.



## Events listing

This page lists all event items by date.

Each event item is usually displayed with its headline, category, iCal icon (optional), date and short teaser text. They can also contain the venue and the event time.

The headline and ">>" (double arrows) are the active link to the relevant event.

The search on this page allows for searching by keyword, category and date (this is configurable).

The layout does not feature the right hand navigation.



# Page design - Layout 0

Breadcrumb reference: University home



## Level 0: Central homepage

Only to be used for the central homepage.

### Notices box

University-wide notices selected to appear on the homepage. If there are no notices the heading should not display.

The headline is an active link to the relevant notice.

Number – Max 5 notices

### Highlights

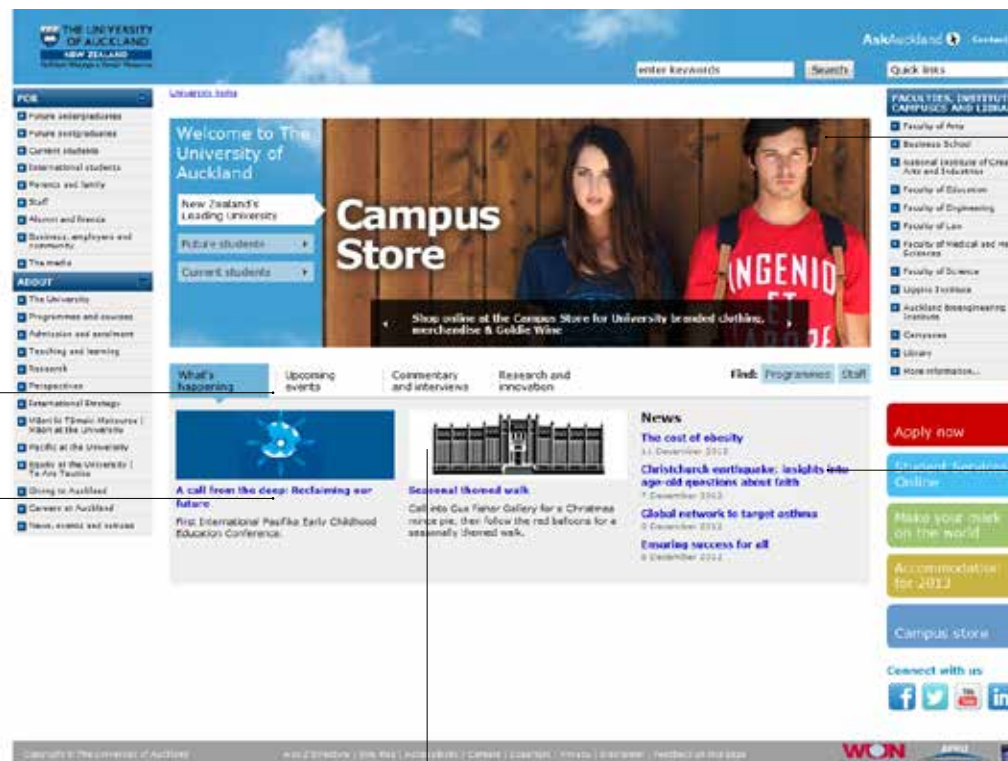
Appears in the “What’s happening”, “Upcoming Events” and “Research and innovation” tabs.

Highlights to feature topics that are important and of interest to all University audiences.

Each highlight has a static image (active link), a headline (active link) and feature copy (not an active link).

Image behaviour - The images expand across each column from minimum width to maximum width.

Text - Max 135 characters (including spaces). The copy should run over no more than 3 lines below the headline (when viewed at maximum browser width). It should be of approximately equal character length to the other highlight(s).



### Banners

University-wide news selected to appear on the homepage (sorted by date) and maintained by the University’s Communications team.

The main “News” title is an active link to the News section of that site.

Underneath are 4 news teasers.

### News and Events boxes

University-wide news selected to appear on the homepage (sorted by date) and maintained by the University’s Communications team.

The main “News” and “Events” title is an active link to the News section of that site.

Underneath are 4 teasers.

### Video teasers

This tab (Commentary and interviews) uses a slider effect to display content.

The thumbnail and heading are active links.

The display of the play button is configurable within the University’s Jahia (CMS)

If there is less than 4 items the right/left slider navigation will not display.

image size: 185px x 125px  
optimised: 80%  
max file size: 25KB



# Page design - News and Events

ALL

## News item

This page shows the full news item.

It contains the headline, publishing date and text.

Additionally, one image (typically right-aligned) can be used to supplement the text elements.

The layout does not feature the right hand navigation.



## Events item

This page presents event information.

It contains the headline, iCal icon (optional), event category and the date when the event takes place.

The page can also contain additional optional information such as a sub-heading, venue, time and contact details. It can also be followed by text to help describe the event.

Additionally, one image (typically right-aligned) can be used to supplement the text elements.

The layout does not feature the right hand navigation.





# Page design - Layout 1-1 and 1-2

Breadcrumb reference: University home » Level 1

## Level 1

These can be used for pages at Level 1 in the site structure. These are likely to be the first pages seen by the visitor after the homepage.

### (A) Banner

The banner always sits on a blue background (it expands vertically depending on the browser window width):

### (B) Image

Static and not an active link)

### (C) Page title

Max 55 characters (including spaces) to avoid unnecessary scrolling

### (D) Page introduction (Layout 1-1)

OR

### (E) Bullet list links (Layout 1-2)

### (F) Page Listing

Shows all the Level 2 pages (flowing from left to right) which sit below this page. It could also be used to link to other pages within the University website.

Each page listing item contains a page/link title (active link), page listing description (not an active link) and 60x60 thumbnail image (not an active link).

The item should relate to the page content that it will direct visitors to.

Description - Max 100 characters (including spaces).  
The recommended maximum is 12 page listing items.

## Layout 1-1

(A) Banner using the University blue background.

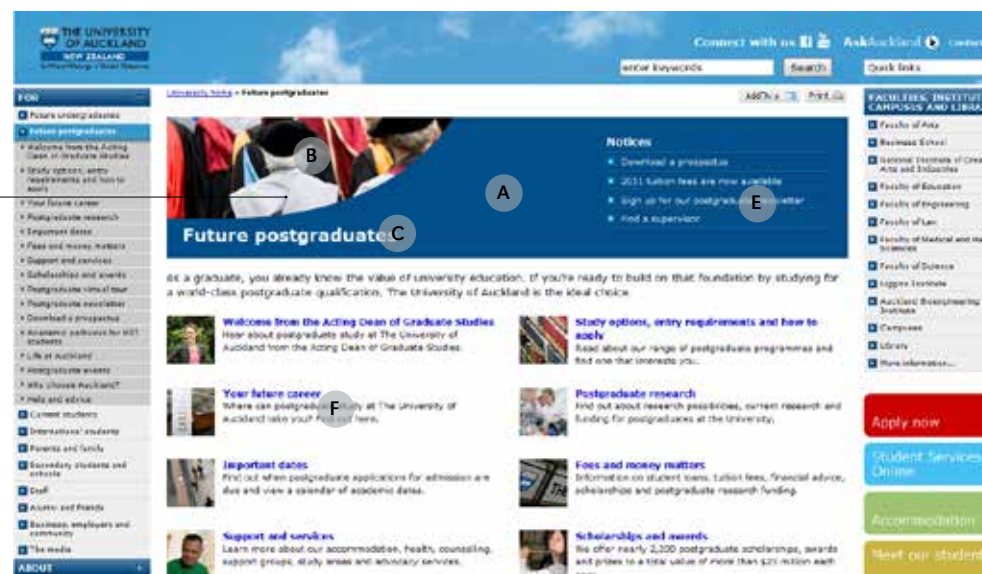
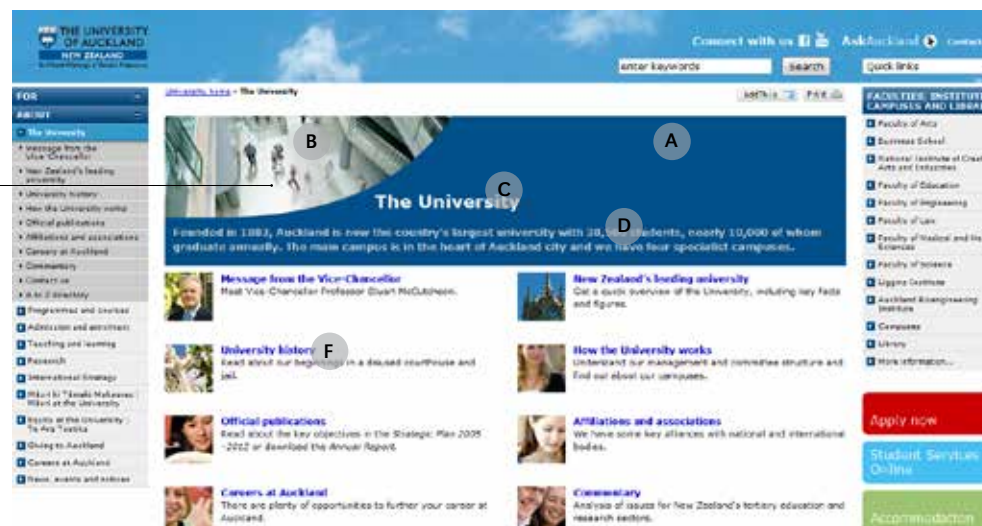
(D) Max 220 characters (including spaces) to avoid unnecessary scrolling

## Layout 1-2

(A) Banner which features a space in the right side (set to 30% width) to display the main (E) "Notices" title (not an active link) and links (relevant to the target audience for this section).

(E) Max 4 bullet list links with Max 55 characters (including spaces) per link to avoid unnecessary scrolling

If no (E) Notices links are added, the (A) Banner should display as per Layout 1-1.



# Page design - Layout 1-3 and 1-4



Breadcrumb reference: University home » Level 1

## Level 1

These can be used for pages at Level 1 in the site structure.

The content area contains a variety of styles that can be mixed and matched to accommodate the needs of the content. This includes tables, headings, text and images whose styles do not have to be used in any prescribed order.

### (A) Banner (Layout 1-3 and 1-4)

Max 100 characters (including spaces) for introduction.

### (B) Image (Layout 1-3)

The image is not an active link, however a “play” button becomes an active link, configurable through the University (Jahia) CMS.

### (B) Image (Layout 1-4)

Uses numbered navigation based on number of images used. Not an active link.

### (C) Banner description (Layout 1-3)

Max 55 characters (including spaces).  
Alternative style of navigation through images.  
Active link.

### (D) Page listing

Each page listing item contains a page/link title (active link) and a page listing description (not an active link).

Text - 150 characters (including spaces).

## Layout 1-3

Image dimensions 675px x 187px

Max number of images: 5

Optimized: 80%

Maximum banner file size should not exceed 60KB  
e.g 5 images x 12KB



## Layout 1-4

Image dimensions 675px x 187px

Max number of images: 5

Optimized: 80%

Maximum banner file size should not exceed 60KB  
e.g 5 images x 12KB



# Page design - Layout 2-1 and 2-2

Breadcrumb reference: University home » Level 1 » Level 2



## Level 2

These can be used for pages at Level 2 in the site structure.

The content area contains a variety of styles that can be mixed and matched to accommodate the needs of the content. This includes tables, headings, text and images whose styles do not have to be used in any prescribed order.

### (A) Banner

The banner always sits on a white background (it expands vertically depending on the browser window width):

### (B) Image

Static and not an active link.

### (C) Page title

Max 55 characters (including spaces)

### (D) Page introduction (Layout 2-1)

Max 220 characters (including spaces) to avoid the page becoming overbalanced.

### (E) Page listing (Layout 2-1)

Each page listing item contains a page/link title (active link) and a page listing description (not an active link).

Text - 150 characters (including spaces).

### Layout 2-1

Displays a synopsis of the pages at the level below, but can also contain links to other pages within the University website (which are relevant to the target audience of the section).

### Layout 2-2

This can be used to present a (F) Content Block.





# Page design - Layout 3-1, 3-2 and 3-3

Breadcrumb reference: University home » Level 1 » Level 2 » Level 3

## Level 3 - 7

Below are the variety of layouts available for pages from Level 3 to Level 7 in the site structure.

All consist of (A) Page title (max 55 characters, including spaces) and (B) Introductory page content.



### Layout 3-1

This layout has a page listing showing a synopsis of the pages at the level below.

It can also contain links to other pages within the University website (which are relevant to the target audience of the section).



### Layout 3-2

This features a content block with right hand navigation.

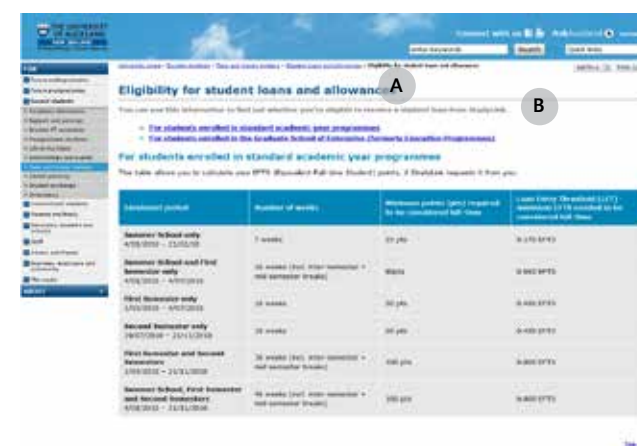


### Layout 3-2

Another example of Layout 3-2, which shows a different configuration of the available styles, including a right-aligned embedded video player.



Refer to the 'Embedded Video Player' section for more information on video content.



### Layout 3-3

This has a content block without right hand navigation to allow for those instances when content quantity or diagrams require extra space.



# Page design - Content Block

ALL

This layout can be used for a content page, in any order, to suit the changing needs of the content.

Below are various styles that can be used.

## H1

This is used for the page title (which specifies the topic of the page).

Headline - Max 55 characters (including spaces).

## Anchor menu

When an anchor menu is required it should always be positioned directly above the content it is related to.

If the page has text below the page introduction, the anchor menu should be positioned below this text. Like all anchors, the active and hover styles should follow the site's link styles.

## H3

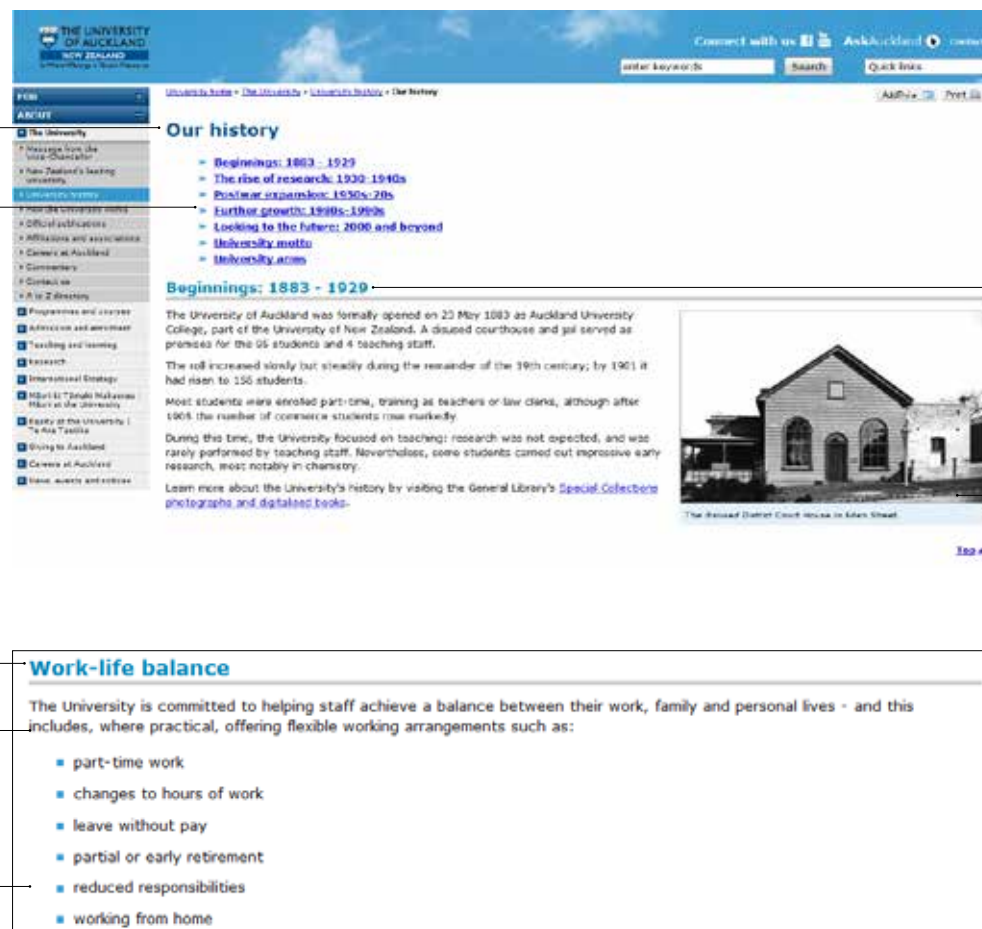
Text - max 220 characters (including spaces) to avoid the page becoming overbalanced.

## Body copy

(Paragraph Text)

## Bullet style

Bullet lists are available in three different hierarchy levels. The bullet style can be used anywhere in a content block.



## H2

Used for a subsection within a page and for anchor links (to create an anchor menu at the top of the page). This subsection can be broken down further using other heading styles, but the H2 style indicates that they are all related to the same topic.

The horizontal line is optional and may be used under the H2 heading. It should not be used in any other content area without the H2 heading.

## Image

Images are usually right-aligned. This example shows the optional text caption.

## “Back to Top” anchor

Can be used between subsections that have an H2 heading. It can also be combined with a dotted line. Like all anchors, the active and hover styles should follow the site's link styles.

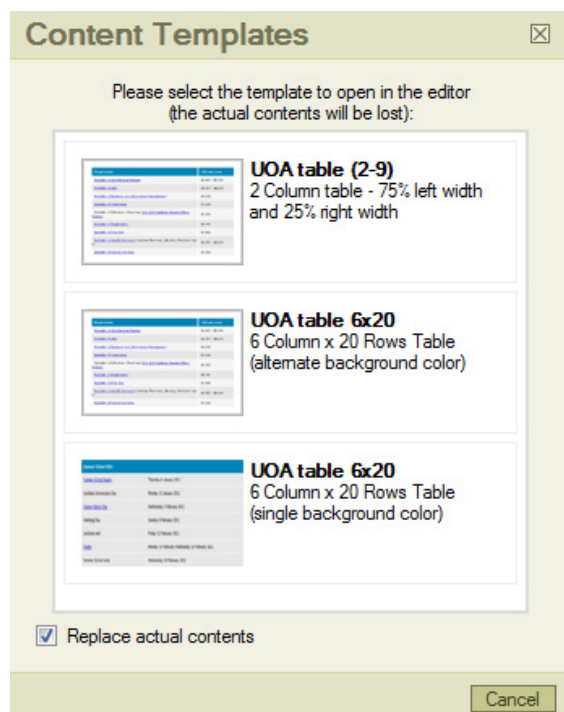
## H4 and H5

H4 and H5 headings are the lowest level of heading and should be used sparingly. They are paragraph text, styled 'strong' or bolded by Editors.

# Page design - Table styles

ALL

Can be used on any page from Level 3 to Level 7 that does not include a page listing. Can have any configuration of content around it. The Jahia CMS has 3 set templates (Fig. 1) to assist you creating tables.



## 1 Table header

Will always be the faculty colour and is automatically applied through style sheets.

## 2 Alternating background

Using a University (Jahia) CMS generated template, alternating grey background colours are applied automatically.

These are referred to as 'odd' and 'even'.

## 3 Single colour background

If no template is used, the default background colour is grey.



Adding additional rows into this style can change the alternating row style and it is not automatically updated, e.g., adding an additional row at the top will change the style from odd-even-odd to odd-odd-even.

For longer tables you should use the single colour table as this is easier to maintain going forward.

## Table examples

Bachelor (Honours) Tuition Fees for 2013		1	tu/5 per year
Bachelor of Arts (Honours)			5,899-7,253
Bachelor of Commerce (Honours)			6,724-7,301
Bachelor of Education (Teaching) (Honours)			4,785-6,016
Bachelor of Fine Arts (Honours)			6,400
Bachelor of Health Sciences (Honours)		2	6,672-7,253
Bachelor of Medical Science (Honours)			6,672-7,253
Bachelor of Music (Honours)			7,258
Bachelor of Nursing (Honours)			6,672-7,253
Bachelor of Property (Honours)			6,724-7,301
Bachelor of Science (Honours)			6,259-7,253
Bachelor of Theology (Honours)			5,899-6,568

Bachelor (Honours) Tuition Fees for 2013		1	tu/5 per year
Bachelor of Arts (Honours)			5,899-7,253
Bachelor of Commerce (Honours)			6,724-7,301
Bachelor of Education (Teaching) (Honours)			4,785-6,016
Bachelor of Fine Arts (Honours)			6,400
Bachelor of Health Sciences (Honours)			6,672-7,253
Bachelor of Medical Science (Honours)			6,672-7,253
Bachelor of Music (Honours)		3	7,258
Bachelor of Nursing (Honours)			6,672-7,253
Bachelor of Property (Honours)			6,724-7,301
Bachelor of Science (Honours)			6,259-7,253
Bachelor of Theology (Honours)			5,899-6,568

# Page design - Faculty Homepage Layouts



Breadcrumb reference: University home » Level 1

## Level 1

There are five homepage variations for a faculty to choose from.

All contain (B) Introductory content, (C) Banner and (D) News, (E) Events and (F) Notices boxes. The styles for the (C) Banner changes for each layout however the boxes for the (D) News, (E) Events and (F) Notices stay identical to the central homepage (Layout 0 on Level 0).

### (A) Site title box

Layout V1 includes this box for displaying the name of the faculty or department. Headline - Max 55 characters (including spaces) and should not contain an active link.

### (B) Introductory content

The main title within the introductory content should always contain the name of that faculty or department.

A single hyperlink is permitted in this area however it should be included on a separate line and at the end of the sentence.

### (C) Banner

This gives visitors an introduction to life at the faculty. It should not be used for promoting news, events or marketing campaigns.

Images are truncated from the right side when browser windows are resized. This means that as the browser window is scaled down, the image width decreases. Image height remains unchanged, i.e., 850px banners are truncated to a minimum width of 576px 415px banners are truncated to a minimum width of 277px

This behaviour is achieved programatically, but images should be selected with this in mind.



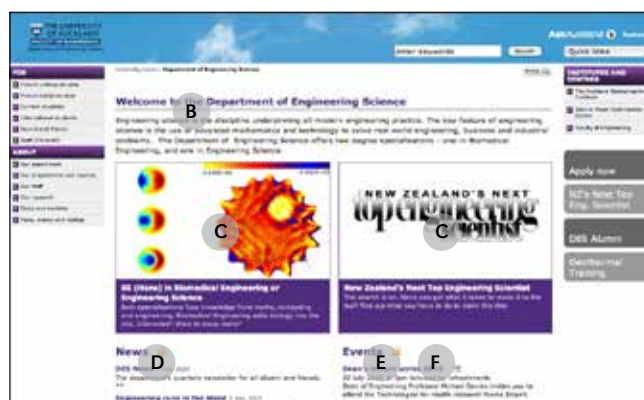
### Layout V1

This layout consists of all described components, except the (C) Banner can rotate (Not an active link). The rotation (max 5 images) should be timed and with the same transition effect between each image.



### Layout V2

This layout does not have an image in the (C) Banner.



### Layout V3

These two (C) Banner images are static (not an active link) and each has an associated headline (active link) and introduction (not an active link) on a background which follows the selected faculty style. No rotation of images.



### Layout V4

This is similar to Layout V3, except there are three (C) Banner images with an associated headline (active link) and introduction (not an active link). No rotation of images.

# Page design - Faculty Homepage Layouts



Breadcrumb reference: University home » Level 1



## Layout V5

This (C) Banner focuses on profiling video content. The left-side has text content to describe the video that the “Play video” will link to. The right-side can rotate (max 5 images) with the same transition effect and contains a text link in the top right corner.

# Page design - Faculty Layout V1 to V7 for 2 and 3 Column Layouts



Breadcrumb reference: University home » Level 1 » Level 2 - Level 7

## Level 2 - 7

These variations can be used for a page on Level 2 and lower in the site structure (Level 0 is the University homepage and Level 1 is the faculty homepage).

All variations feature (A) Site title box, (B) Banner / (C) Banner and (D) synopsis of the pages at the level below. The (B) Banner / (C) Banner should give visitors an introduction to that section of the site and not be used for promoting news, events or marketing campaigns.

## 2 column layout

Includes the left vertical navigation, central body content only.

## 3 column layout

Includes both left and right vertical navigation and central body content.

### (A) Site title box

Displays the name of the faculty or department.

Text (no active link)

### (B) Banner (Plain text)

Title (no active link) and introduction - Max 220 characters (including spaces) to stop the banner becoming overbalanced.

### (C) Banner (video image, with image rotator)

Uses a fluid image (not an active link) at 415px wide by any reasonable height. As the browser window is scaled down the image decreases to a minimum width of 277px.

This can feature static or rotating images. If it's the latter, the rotation (max 5 images) should be timed and with the same transition effect between each rotation.

### (D) Page listing

Page listings flow from left to right.

Each page listing item contains a page/link title (active link) and description (not an active link) which should relate to the page content that it will direct visitors to.

Some layouts include a left 60x60 thumbnail image (not an active link).

Page listing description - Max 100 characters (including spaces).

Number - Min 2 and Max 8 page listing items.



## Layout V1 (2 column)

An image-rich layout that showcases the content that it will direct visitors to.



## Layout V2 (3 column)

This layout doesn't have the (C) Banner and no images for the (D) Page listing. It is used where more space is required for the introduction text in the (B) Banner.



# Page design - Faculty Layout V1 to V7 for 2 and 3 Column Layouts (cont.)



Breadcrumb reference: University home » Level 1 » Level 2 - Level 7



## Layout V3 (3 column)

This is similar to Layout V1 with the differences being the (B) Banner (plain text) is above the (C) Banner in the left column and in the right column, below the (D) Page listing, is an embedded video player.



## Layout V4 (3 column)

This layout features a (D) Page listing with no images. Unlike the other variations, the (B) Banner has no introductory content. It is used where more space is required for the (D) Page listing or if there are no images for the page listing content.



## Layout V5 (3 column)

Like Layout V4 it has a two column (D) Page listing without images.



## Layout V6 (3 column)

Follows the same structure as Layout V5 except that its (D) Page listing contains images.



## Layout V7 (3 column)

This layout combines the Layout V5 (C) Banner with the Layout V6 (D) Page listing with images.

# Page design - Faculty Layout V1 and V2 for a Content Block



Breadcrumb reference: University home » Level 1 » Level 2 - Level 7

## Level 2 - 7

These layouts are for content pages from Level 2 downwards in the site structure (Level 0 is the University homepage and Level 1 is the faculty homepage).

These layouts have a range of available styles that can be used, but do not feature a page listing.

In order to ensure the maximum amount of flexibility, these styles can be mixed and matched to suit the needs of the content.



### Layout V1

Features an embedded video player.



Refer to the 'Embedded Media Player' section of this Web Style Guide for more information on video content.



### Layout V2

Shows a mix of content styles.

This layout usually contains a right hand navigation, but can also be used without (to allow for additional space for the occasions when large amounts of content or diagrams need to be used).



# Page design - Video Player Layouts

ALL


Breadcrumb reference: University home » Level 1 - Level 7

## Level 1 - 7

Video can be inserted on Level 1 to Level 7 pages that do not include a page listing. Like an image, the video can have any configuration of content around it.

The aim is to be able to use video content in any place in a content block that an image currently resides.

There are two different player styles available for video content: the embedded video player and the pop-up video player.

 Refer to the 'Training Guide' for how to upload multimedia files in the University (Jahia) CMS.

If multiple videos are located on the same page, it is recommended that a common size is used for the clickable images to enable visual consistency.

## Please note

All video files need to be approved by central Marketing before they can be uploaded. This is to ensure the multimedia content complies with the University's legal and copyright obligations.

## Optimising videos for the web

Video should be optimised for web usage. Optimise your videos by editing out non-essential content, reducing dimensions (not smaller than 320x240px) and frame rate. Codec applications can be used to compress the video files.

## Media Services Team

Utilise the services of the Media Services Team to optimise, convert and store your video files onto their dedicated streaming server.

Enquiries: mediaservices@auckland.ac.nz

Job requests: servicedesk@auckland.ac.nz

## Embedded video player

This player should be used when the camera is focused on an individual, for example, when a student or supervisor is talking about their experience with studying, teaching or research at the University.

Videos played in the embedded video player would generally not have an additional focus, for example, background imagery or an interviewer, or move location.


The video should be right-aligned and open where they are placed, with a screenshot of the opening frame.

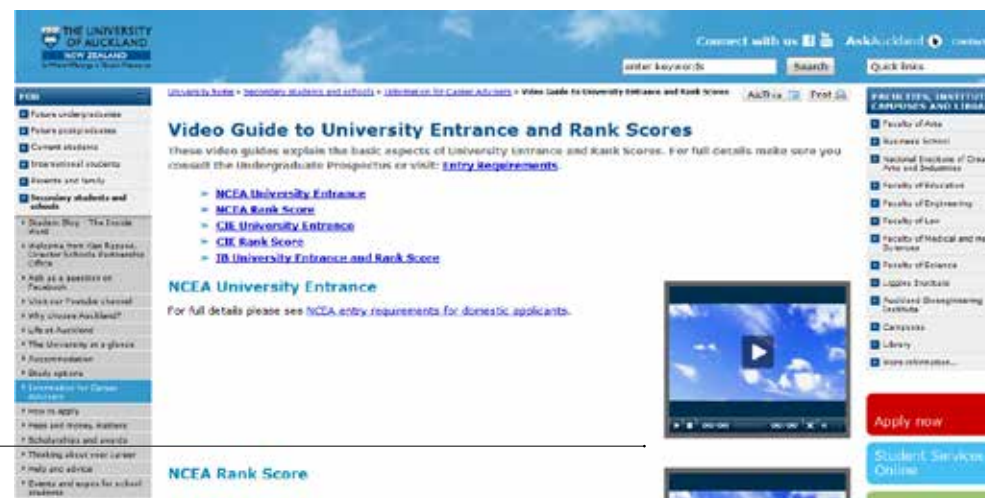
## Pop-up video player version 1

The second video display option is to use the pop-up video player. This should be used when filming multiple locations with multiple people, for example, when displaying a TV commercial.

These videos open in a separate, larger box in a second transparent layer above the original page (referred to as a "lightbox"). The pop-up is activated by clicking a link or a clickable image related to the video content.

 Refer to the 'Web Standards' for the University's accessibility standards on multimedia content.

 Refer to the Staff Intranet's web resources for video content tips:  
[www.auckland.ac.nz/web-resources](http://www.auckland.ac.nz/web-resources)



# Page design - Video Player Layouts

ALL

Breadcrumb reference: University home » Level 1 - Level 7

## Pop-up video player version 2

The second video display option is to use the pop-up video player. This layout allows for multiple videos to be listed in a photo gallery format and each allows for a separate description box.

These videos open in a separate, larger box in a second transparent layer above the original page (referred to as a "lightbox"). The pop-up is activated by clicking a link or a clickable image related to the video content.

Refer to the 'Web Standards' for the University's accessibility standards on multimedia content.

Refer to the Staff Intranet's web resources for video content tips:  
[www.auckland.ac.nz/web-resources](http://www.auckland.ac.nz/web-resources)



# Page design - Photo Gallery

Breadcrumb reference: University home » Level 1 » Level 2 - Level 7

## Level 2 - 7

A gallery can be inserted from Level 2 downwards.

When the page is opened the gallery starts automatically to display the photo series. Each photo is displayed for about 8 seconds until the player fades to the next one.

Max - 50 photos to be displayed; the optimum number is 20.

### Version 1 - Using JAlbum



#### Thumbnail

Each thumbnail should not be more than 300px x 90px.

#### Photo

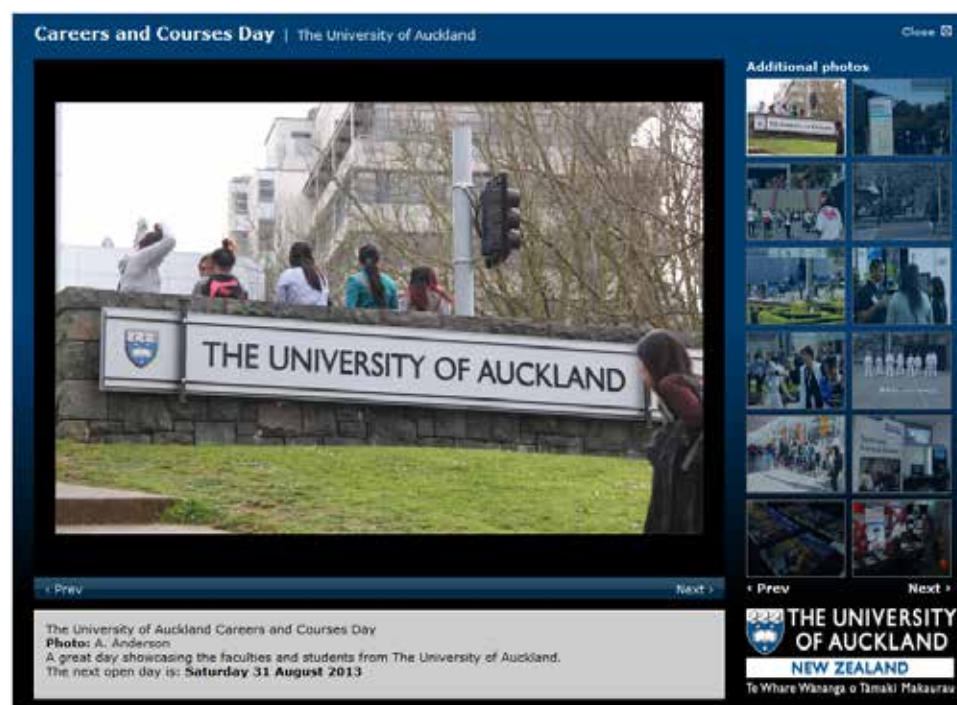
Each fullsize photo should be no more than 720px in width or height.



A photo gallery on the University's CMS is additional functionality and needs to be requested through the ITS Service desk (servicedesk@auckland.ac.nz).

However, once it has been added to the site, it is available for use site-wide.

### Version 2 - Mobile device friendly



#### Thumbnail

Each thumbnail should not be more than 90px x 70px.

#### Photo

Each fullsize photo should be no more than 800px in width or height.





# Page design - Creative Showcase



Breadcrumb reference: University home » Level 1 » Level 2 - Level 7

## Level 2 - 7

This layout is used to showcase multimedia content, e.g., image galleries, audio files and video.

It is similar to a page listing layout and uses a [more] button and multimedia icon (indicating the type of file being showcased).

The recommended maximum is 12 showcase page listing items.



This is additional functionality and needs to be requested through the ITS Service desk (servicedesk@auckland.ac.nz).

### More button

Clicking the [more] button activates the relevant photo gallery, audio or video player pop-up.



Refer to the 'Video Player Layouts' or 'Photo Gallery' page designs for more information about these multimedia pop-up behaviours.



### Add/Share this

Clicking the [+ ] button activates the Add this or Share function to allow visitors to share this showcase to multiple social media channels e.g. FacE-book, Twitter, Email.

### Multimedia icons

The multimedia icon is manually selected during the authoring process of the content type. Icons are customisable but must be consistent with the site's colour style.

### Description and thumbnail image

Ensure the page/link title, page listing description and thumbnail image for each multimedia content clearly explains what is being showcased.

Thumbnail images are 80px x 80px.

# Page design - Google Maps

Breadcrumb reference: University home » Level 1 » Level 2 - Level 7

ALL

## Level 2 - 7

This layout is used to showcase the Google Map functionality.

Can be used in a 2 Column or 3 Column page layout depending on the map size and volume of content required.



This is additional functionality and needs to be requested through the ITS Service desk (servicedesk@auckland.ac.nz).

### Map titles and navigation

Min 1 and Max of 4 maps for page load performance.

The navigation (buttons) only appears when 2 or more maps are added and can be configured to appear at the top or bottom of the map.

### Location icons

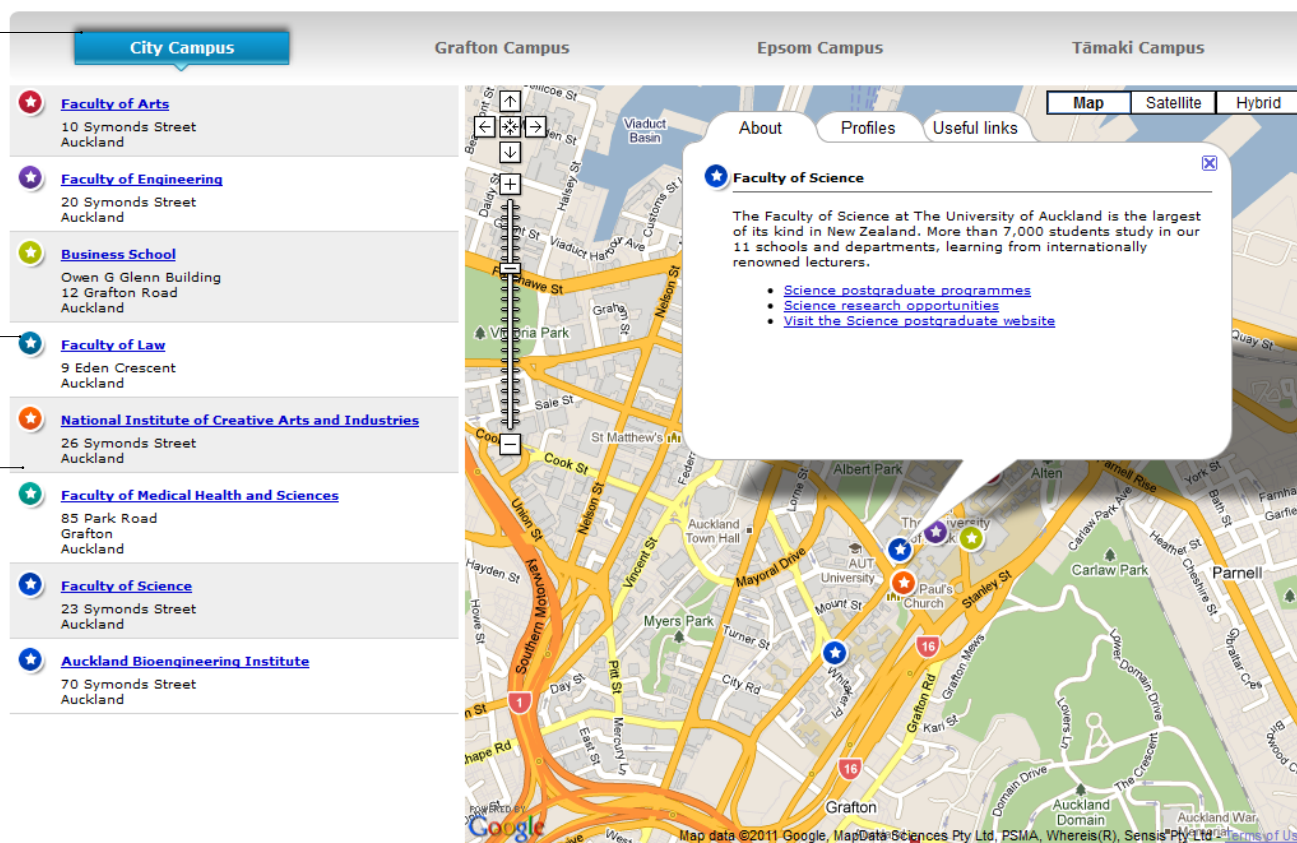
24px x 24px and must be PNG format (with transparency).

### Information pop-ups

Max - 4 tabs.

Each tab label must not exceed more than 12 characters (including spaces).

Content within the pop-up can be edited using the University (Jahia) CMS editing window in the same way any other Content Block is edited.



# Page design - Media Gallery

ALL

Breadcrumb reference: University home » Level 1 » Level 2 - Level 7

## Level 2 - 7

This layout is used to showcase the multimedia gallery.

The gallery can be used on a 2 Column or 3 Column page layout (at 100%) and uses multimedia files stored within the University (Jahia) CMS File Manager or on the University Media Server: <http://media.auckland.ac.nz>



This is additional functionality and needs to be requested through the ITS Service desk ([servicedesk@auckland.ac.nz](mailto:servicedesk@auckland.ac.nz)).

### Gallery list

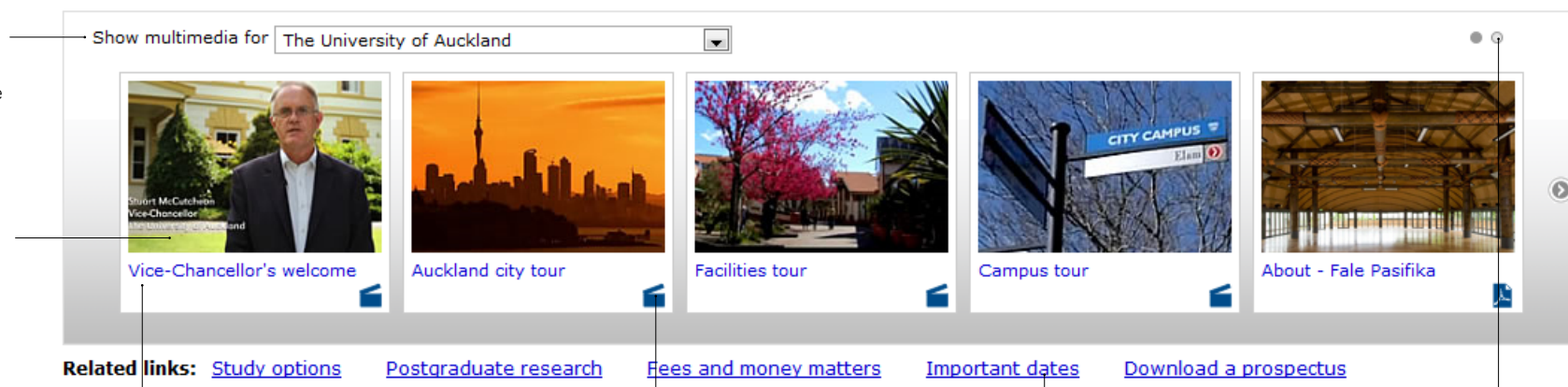
The multimedia gallery allows for multiple galleries to be listed in the dropdown box.

If only one gallery is present, no dropdown menu will appear.

### Thumbnails

170px x 115px  
Optimized at 80%  
Recommended file size <10Kb

Each media gallery should contain  
Min 3 items.



### Media title

50 characters or less.

Keep the title as brief as possible but ensure it provides sufficient detail on expected content.

### Media icons

Selected at the time of content creation.

### Related links

Recommended 5 links.

No character limit per link however keep in mind the overall width of the gallery verses the number of links you choose to display.

Avoid wrapping onto 2 lines.

### Pagination

This is a graphical representation of the number of media elements per gallery.

It is updated automatically based on the number of elements per page.



Refer to 'Video Player layouts' and 'Photo Gallery' designs for media pop-up behaviours

# Page design - Forms

ALL

## Forms

This layout is designed to be as usable and self-sufficient as possible to help visitors complete the form successfully.

## Labels and input boxes

They should be indented in relation to their group header:

**Labels:** Left aligned and superseded with a colon

**Input boxes:** Left aligned

Mandatory fields are denoted with an asterisk following the label/colon (no space and typically red).

## Radio buttons and checkboxes

They should be indented from their related header, question or text.

If there are two they should be horizontally aligned, more should be vertically aligned.

**Checkboxes:** If a large number are required to collect data, the checkboxes should be presented in columns containing an equal number of checkboxes per column.

## Buttons

All buttons must be of the same design and should be left aligned with the group of text or controls to which they are associated (unless the button is used as a navigational aid).

The text must clearly describe the action to which the button is associated, e.g., a button that is used to enable an applicant to save and exit should be clearly labelled "Save and exit". Button text associated with navigational aids should clearly state the destination of the button.

## Form save and exit

Validation errors should be presented as red text and positioned under the affected field (aligned with the beginning of the associated control).

Fields that have failed validation (on save or exit) should be highlighted.

## Contextual help


If this is provided, the contextual help bubbles should appear above the associated help icon and be presented with a shadow (to enable it to be distinguished from the standard page content).


## Permanent help

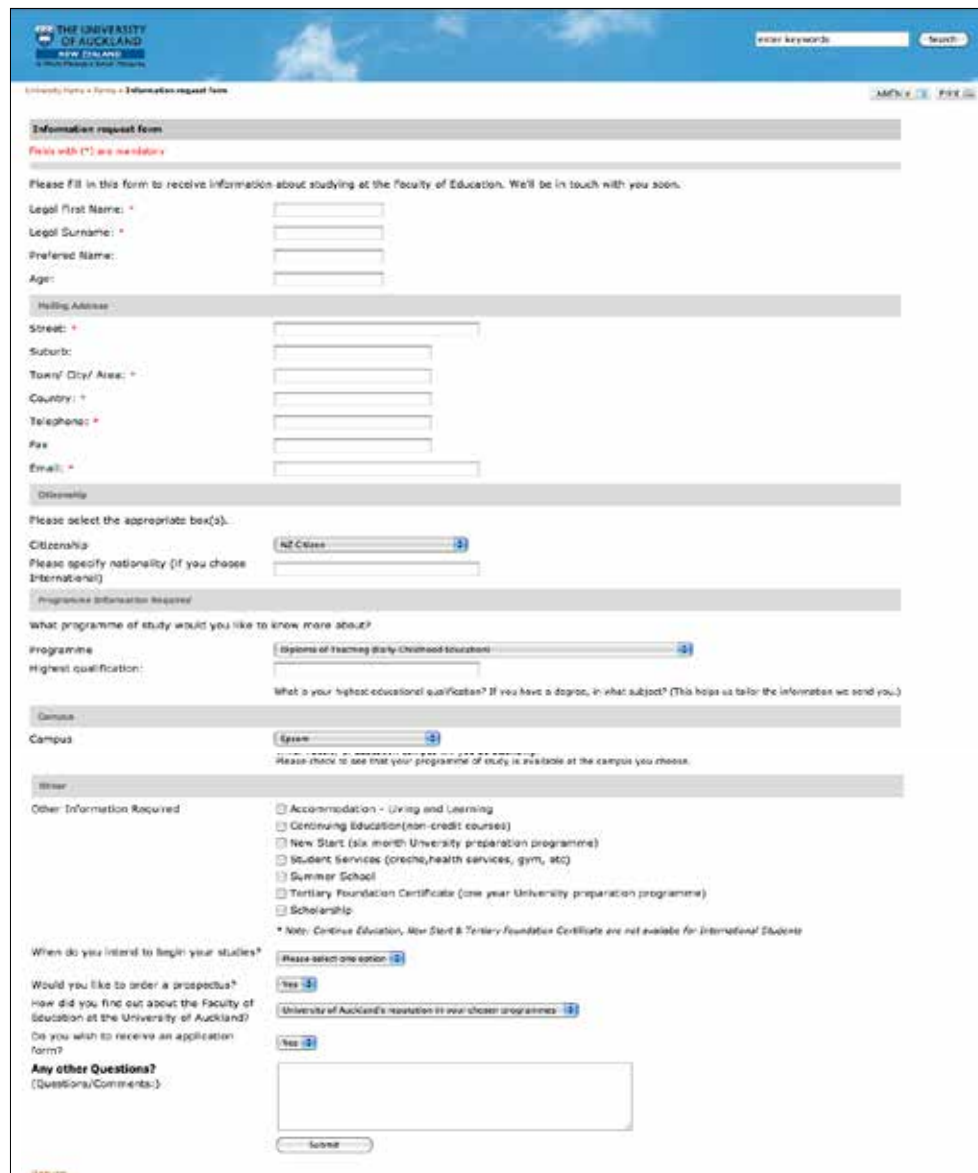
Permanent help should be aligned with the start of the text to which it applies and should be located below the text to which it applies.

## Glossary

If a glossary is provided, the text that has been assigned a glossary definition should be underlined with dots. The glossary definitions must be presented with a shadow to enable it to be distinguished from the standard page content.

 Forms on the University's (Jahia) CMS are hosted on their own site for security reasons.

 Refer to the 'Web Standards' for more guidelines on the University's accessibility standards.



The screenshot shows a web form titled "Information request form" from The University of Auckland. The form is designed with a clean, professional layout. It includes a header with the university's name and a search bar. The form is divided into sections with grey headers: "Personal details", "Contact details", "Academic details", and "Other information". Each section contains various input fields, including text boxes, dropdown menus, and checkboxes. Red text is used to indicate mandatory fields and validation errors. The form also includes a "Submit" button at the bottom. The overall design is user-friendly and follows best practices for web forms.



# E-books



E-books are electronic versions of University-printed collateral, i.e., prospectuses, handbooks and brochures.

Pro e-books are e-books with dynamic content, not included in the Lite ebook platform. This includes audio, video, forms, social networking and animated content.

Pro e-books are created from an existing Lite e-book, and cost over and above the monthly e-book hosting fee.

## Be creative

The Pro e-book platform enables creators to showcase their content in unique ways. So take advantage by:

- Use your faculty or service division's strengths.
- Use your faculty colour.
- Use video, audio, animation.
- Talk to your designer(s) about your vision for the e-book.
- Research what other universities/companies are doing.

## Know your audience

Ensure any and all dynamic content is geared towards the publication's audience(s).

Remember: most publications have a variety of audiences.

An undergraduate prospectus, for example, can have an audience of school leavers, mature students, parents, career advisers, alumni and others, and these "key influencers" can be both in Auckland, elsewhere in New Zealand or on the other side of the world.



Refer to the Staff Intranet's web resources for more information on e-books:

[www.auckland.ac.nz/ebooks](http://www.auckland.ac.nz/ebooks)

## Preserve the University's reputation and brand

Pro e-books are hosted on the University website and are therefore visible to anyone in the world with access to a computer.

As such, all Pro e-books should:

- Reflect the University's brand as being one of the world's leading universities.
- Be designed and produced by University-approved designers.
- Follow the University's Web Style Guide and Web Standards.
- Only include dynamic content that:
  - Is appropriate to the publication's subject matter.
  - Enhances the content rather than distracts from it.
  - Serves a purpose and adds value.

In short, the dynamic content should reflect prestige and excellence, and preserve the University's local, national and international reputation and brand.

## Do

- Be creative and consistent.
- Follow the University's Standards and Policy.
- Include professionally-edited video.
- Keep your target audience(s) and the primary purpose of your e-book in mind.
- Highlight aspects of key text.
- Play on your faculty colour.
- Enable users to turn off dynamic features or stop/mute video and audio (the un-dynamic content must therefore be able to convey your message without the help of dynamic content, as not everyone may see the dynamic content).
- Clearly mark videos and audio tracks as such.



## Do not

- Do not have more than one animation per spread.
- Do not have dynamic content for the sake of dynamic content (sometimes less is more).
- Do not include rapid flashing (strobe-light-like) text or animations.
- Use dynamic content so it detracts from key information. Do not include dynamic content that goes against any of the University's policies.

## Online forms, ecommerce and data collection



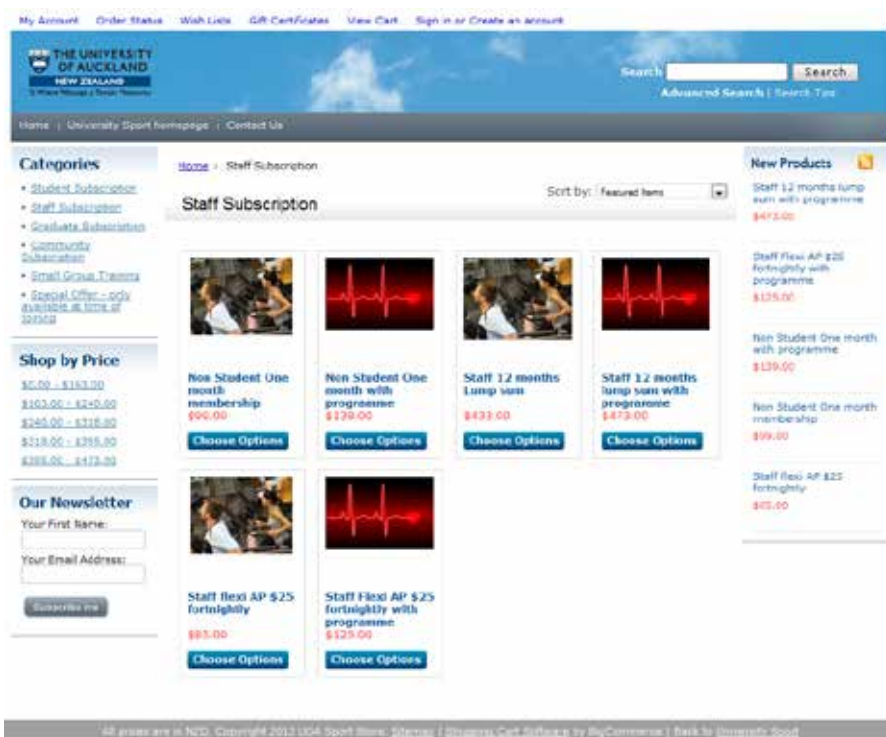
Refer to the 'Web Standards' document for guidelines on online forms.

# BigCommerce

ALL

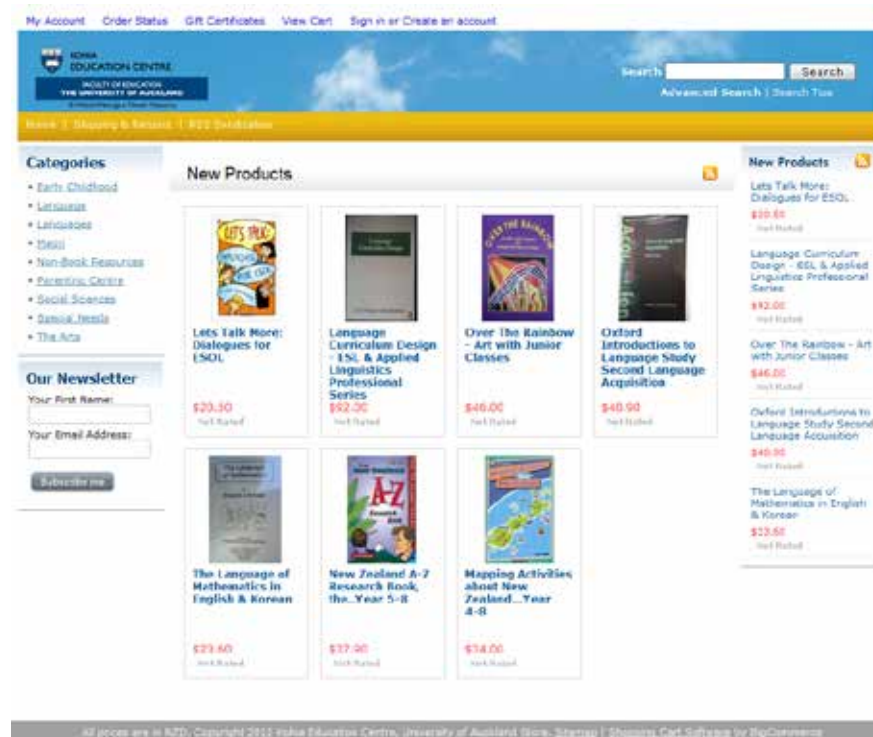
BigCommerce is a ecommerce solution available to faculties and departments that wish to sell products online.  
For more information about creating your own store, please contact the Finance Department.

## Central



- The University of Auckland logo.
- Blue sky header.
- Font colours.

## Faculty or Department



- The faculty or department logo.
- Blue sky header.
- Subnavigation bar uses a gradient of the faculty/department colour scheme.

# iTunes U

ALL

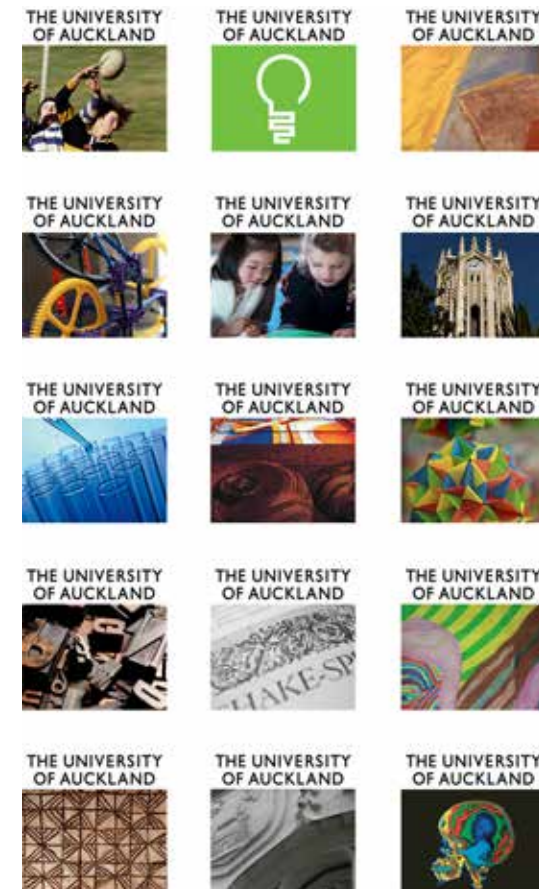
iTunes U is part of Apple's iTunes Store and functions as a multi-device content distribution system. It offers free educational content downloads from more than 800 learning institutions around the world. The University of Auckland's site allows you to download, watch or listen to approximately 150 University of Auckland recordings, from the comfort of your own digital device.

## iTunes U



- The University of Auckland logo.
- University themed background using the “swish” of the central banner layouts.
- Font colours.

## Marketing approved album artwork covers



# Mobile devices



The examples below are a representation of the use of the [www.auckland.ac.nz](http://www.auckland.ac.nz) website colours on the iPhone and iPad. This is only a guide on how faculty colours could be used in a mobile application (app) or mobile friendly website.

## Phones



### Icons

A close representation of what the content will contain once accessed.

### Text

Descriptive as possible but limited to 16 characters. (including spaces)

### Background

Using a gradient from dark blue to black

### Logo

Use the Horizontal Reversed when used on a darker background.

### Background

Using the dark blue (#003F72) as seen on page 9.

## Tablets



### Icons

Optimized for retina display in Apple devices such as iPads.



It is recommended that designs are sighted by the The University of Auckland Marketing Department prior to the development of the application or mobile website to ensure consistency and compliance with brand use.

Please refer to the Web Standards Summary for a list of supported mobile devices and operating systems.

# Web Standards summary

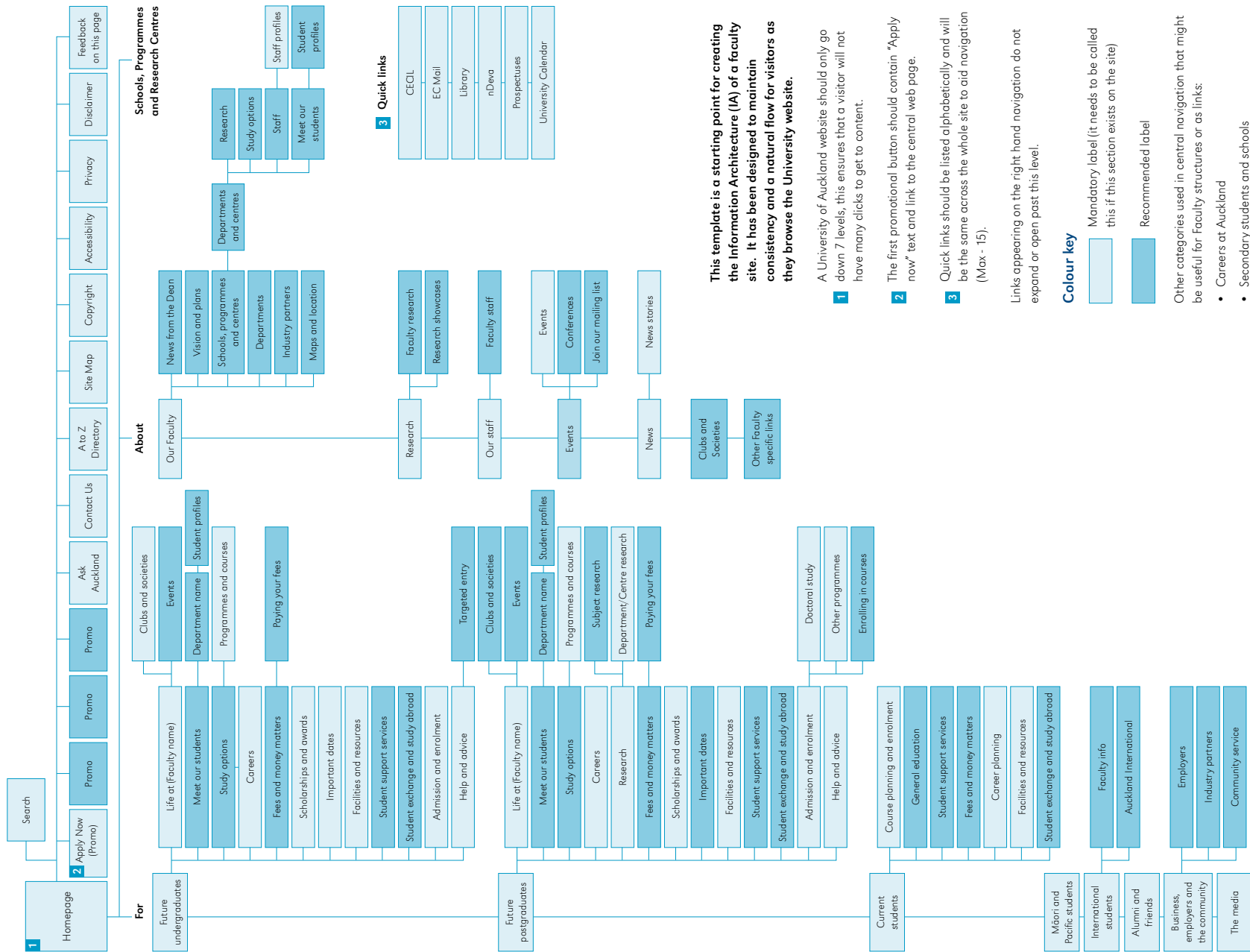


Refer to the full 'Web Standards' for all University accessibility standards.

What	Standard
<b>Web Browser</b>	Internet Explorer 7.x, 8.x, 9.x (Windows)
	Firefox 5.x, 6.x, 7.x, 8.x, 9.x, 10.x, 11.x, 12.x (Windows)
	Safari 5.x, 7.x (OSX)
	Chrome 16.x, 17.x, 18.x, 19.x (Windows)
<b>Screen Resolution (in pixels)</b>	768 x 1024
	1280 x 800
	1680 x 1050
	1366 x 768
	1280 x 1024
	1440 x 900
<b>Mobile devices</b>	iOS 5.x
	Android 2.3.x, 3.x, 4.0.x
<b>Flash</b>	Version 11.x
<b>Validation</b>	JPEG, GIF or PNG files for images
	XHTML 1.1 - Strict or Transitional should be used and web coding should meet W3C XHTML validated standards as close as possible.
	CSS2.1 – CSS code should meet W3C CSS validation validated standards as close as possible. To meet these standards the code should validate with no errors, although some “warnings” could be acceptable
	RSS 2.0
	UTF-8 character encoding - this is to help ensure consistency of data across government and to best enable multilingual support
<b>URL Naming Convention</b>	The following structure applies depending on the relationship of the site to a faculty or service division:
	www.<facultyname>.auckland.ac.nz – distinct sites with their own identity www.<facultyname>.auckland.ac.nz/<something> or www.<something>.<facultyname>.auckland.ac.nz – department, subsection or application of an existing site (friendly or short URL for marketing or reference purposes)
	As the preferred domain name structure for departments can differ from faculty to faculty, it is recommended that a department domain name successfully resolves for structures two and three above.
<b>File sizes</b>	Adobe Acrobat PDF files, word files, PowerPoint files linked to from a web page should open in a new window and not exceed 5MB
	Any image used on the website should not exceed the 80KB size limit
	The combined size of the source of each page should not exceed 150KB. However exceptions to this could include pages using a Photo Gallery, Media Gallery or Google Map functionality
<b>File naming</b>	All the file names should be in lowercase letters, be meaningful, consist of alphanumeric characters, with the correct file extensions
	Where possible the file name should be kept simple and be one word only. Where more than one word is required, the file name should not have spaces but separated by a dash (-).
	The use of underscores (_) and camel case is discouraged as they are difficult to detect once the name becomes a URL.



# Faculty IA Template



For more information, please contact the University's Communications team.

# Research Centre IA Template

