Columbia University Libraries Website Guidelines

Web Services & Communications Teams in Collaboration with Executive Committee

Contents:

I. Site Naming

- Use words instead of acronyms for clearer identification.
- Eliminate use of "CUL" from domain names.
- Adopt standard naming convention: library.columbia.edu/THING
  - library.columbia.edu/studio
  - library.columbia.edu/3Dprint
  - library.columbia.edu/blogs/Avery
- For site naming that falls outside the standard convention, Directors should seek approval from the Libraries' Executive Committee.

II. Design Elements

a. Banner:

- Include the Libraries banner in the left-hand side of the rooftop on every webpage, choosing from one of the three template options below. Other rooftop text should appear in Helvetica Neue, white (#ffffff), and be 13 px in size.

- Use hex value #002B7F (dark blue), with #779BC3 for the light blue background behind the quicksearch, or #000000 (black).
- Include the "quicksearch" box in the upper right-hand corner if providing access to CUL holdings is appropriate to the content of the site/page.
- Include the customizable "Help" drop-down menu to the right of the quicksearch box if appropriate.
- To incorporate top menu from a template, please consult the LDPD Toolkit. (http://cdn.cul.columbia.edu/ldpd-toolkit/widgets/)

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- o For banner treatment that falls outside the standard guidelines, Directors should seek approval from the Libraries' Executive Committee.
- o In certain cases, the white Libraries banner with blue text might be used in place of the top navigation bar examples above. These exceptions will be vetted by Web Services and Communications, and referred to Executive Committee as needed. Vendor sites, such as EBSCO, are examples of this type of branding.

b. Footer:

- o List the appropriate contact information, such as office address, main telephone number, and e-mail alias. When needed, include the Libraries' official name, Columbia University Libraries.
- o Include a copyright symbol that links to the University's copyright statement.
- o Include a link to the Libraries' Suggestions & Feedback form.
- o Avoid inclusion of marketing messages or links for commercial companies.
- o For footer treatment that falls outside the standard guidelines, Directors should seek approval from the Libraries' Executive Committee.

535 West 114th St. New York, NY 10027 Telephone (212) 854-7309 Fax (212) 854-9099
Copyright | Policies | Suggestions & Feedback | Contact Us | About Us

III. Content

- Identify the intended audience(s) for content, the message, desired action by users, and the keywords your users will likely use to locate content (use these keywords to generate the first draft of content).
- Create content that is clear, concise, easy to scan, and direct.
- Put most important information at the top of the page, bearing in mind that most readers experience content in an "F" pattern (left to right at the top, then down the left column).
- Use subheadings, bulleted lists, and anchors to organize content.
- Use meaningful text to create links rather than "Click Here". Links should not open in a new window unless user is being redirected to an external site.
- Create a content creation and maintenance cycle (maintenance depends on audience needs and staff obligations) using a content audit to identify what already exists and what needs to be updated regularly.
- Images should scale well in a responsive design and be 150 dpi (dots per inch).
- Always include "alt text" and a title for images to ensure our sites meet accessibility standards.

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IV. Visual Identity - General

    a. Logos:

        i. The University recommends that logos and identities should be rendered in the official University font, Trajan Pro.

        ii. The official CUL logo is moveable and scalable; however, do not change the aspect ratio of the image. This logo is available on Staffweb at https://culis.columbia.edu/content/staffweb/units/marketing.html.

        iii. The official University logo is movable and scalable; however, do not change the aspect ratio of the image. This logo is available on Staffweb at https://culis.columbia.edu/content/staffweb/units/marketing.html.

        iv. Logos can be reproduced in black (#000000), white (#ffffff), gray (#999999) and the following blues: #c4d8e2, #002b7f, #75aadb, #A8cee2, and #0038a8.

        v. Do not use the crown without the accompanying name of the University.

    b. Colors

        i. Columbia Blue is #c4d8e2. Complimentary official University colors are: #002b7f, #75aadb and #0038a8. Other complimentary color palettes are also available. (http://www.columbia.edu/files/columbia/content/color-palettes.pdf)

V. Design for Accessibility

- Strive to comply with Section 508 in accordance with Columbia University guidelines. (http://cuit.columbia.edu/web-publishing/508-web-accessibility)
- WebAIM (http://webaim.org/) and Usability.gov's Accessibility site (http://www.usability.gov/accessibility) are excellent resources for information about compliance and accessibility considerations.
- Utilize standard CSS web font stacks for content and navigation.
- Webpages should be scalable (responsive); barring that capability, the width of each page should be a minimum of 950 pixels.
- Set maximum width of 1200 pixels.
- Test website on different monitors, operating systems, devices (including tablet and mobile), and browsers to ensure consistent rendering across platforms. Consult the WCM help desk for questions about accessibility. (cul-wcm@columbia.edu)

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