



# **Purdue University Web Standards and Template Guidelines**

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# Table of Contents

<i>Page</i>	<i>Sections</i>
3	Introduction
4	General Requirements for Purdue University Web sites
6	General Recommendations for Purdue University Web sites
8	Templates
8	Who Can/Can Not Use
9	Recommended Software and File Formats
10	Template Basic Guidelines
11	Template Experience Levels
12	Templates: Level 1
14	Templates: Level 2
18	Templates: Level 3
22	Download the Templates — Contact Information

## Introduction

The University's Web identity is one of the most immediate and far-reaching vehicles to spread the message that Purdue University is a premier university. Your effort to utilize the brand elements and provide consistent navigation and structure is vital to Purdue's mission.

ADA compliance and accessibility will be mentioned several times in this document. ADA is the abbreviation for the Americans with Disabilities Act, which guarantees persons with disabilities who are "otherwise qualified" an equal opportunity to participate in the programs, services, and activities of an institution. Because of this act and several other legal precedents, Web and multimedia developers are required by federal law to take measures to be accessible to persons with disabilities. Noncompliance to these laws can have serious consequences such as exposure to litigation or loss of federal funding.

There are many resources for information regarding compliance issues. We recommend the W3C (<http://www.w3.org/WAI/References/>), an organization that publishes recommendations. At Purdue, the Universal Access Initiative (<http://www.purdue.edu/odos/puai/index.html>) is an excellent resource for ADA-compliance questions.

## General Requirements for Purdue University Web Sites

1. Page size: No larger than 760 pixels wide to fit within the viewable area of an 800 x 600 pixel monitor. Width may also be set for 100%.
2. Purdue University color palette; other Web colors should only be used in a secondary manner. The solid colors of the palette must dominate. The hexadecimal values are:
  - B1946C (official Purdue Gold)
  - E0D5C5 (Accent Gold)
  - 000000 (Black)
  - When using accent grays, please use the following hexadecimal values:
    - a. 333333
    - b. 666666
    - c. 999999
    - d. cccccc
3. Purdue University signature in the upper-left corner of the page (to be used as specified in the Purdue Identity Graphics Standards Manual), which must link to <http://www.purdue.edu>.
4. Typography: Minion and Frutiger (Times or Times New Roman may be substituted for Minion. Helvetica or Arial may be substituted for Frutiger).
5. HTML text: Verdana, Arial, Helvetica, Sans-Serif is to be used. Size will vary depending on usage. Body copy should be set no smaller than 2 (css use: Verdana, Arial, Helvetica, sans-serif, size should be no smaller than 70% for body copy).
6. Satisfy W3C priority level one accessibility checkpoint for all Purdue University Web pages as outlined in the Web Accessibility Strategies on the Purdue Universal Access Initiative's (<http://www.purdue.edu/odos/puai/index.html>) Web site.
7. All homepages should be optimized for search engines by including a short description of the site and related keywords in the meta data of the HTML.

### Footer Requirements

- Standard footers should include links to:
  - a. Purdue Homepage
  - b. Purdue Search
  - c. Campus Maps
  - d. Purdue Directories
- Copyright, Equal Access/Equal Opportunity statement in the following words:

Copyright © 2005, Purdue University, all rights reserved. An equal access/equal opportunity university. Purdue University, West Lafayette, IN 47907 USA, 765-494-4600

  1. Link the words "all rights reserved" in the above statement to <http://www.purdue.edu/Purdue/disclaimer/>

2. Link the words “An equal access/equal opportunity university” in the above statement to <http://www.purdue.edu/Purdue/nondiscrimination/>

***The following content is required within the sub menu area, preferably at the bottom:***

1. School or department name and postal address
2. Phone number of someone committed to responding or obtaining a response to ANY inquiries. Fax number if available.
3. Valid e-mail of someone committed to responding or obtaining a response to ANY inquiries.

Required Address Block:

School or Department Name  
Address Line 1  
Address Line 2  
West Lafayette, IN 47907-XXXX

(XXX) XXX-XXXX  
Fax: (XXX) XXX-XXXX  
email@email.purdue.edu

## **Navigation**

For consistency of location, a flush-left or centered section navigation should be used. A graphic navigation bar with drop-down menus near or at the top of the page can be used as shown in the Level 2 templates as long as the left-side or centered section navigation is also available.

# General Recommendations for Purdue University Web sites

1. Pages should not exceed 75k
2. Satisfy W3C priority level two and three accessibility checkpoints for highest level and critical Web pages as outlined in the Web Accessibility Strategies on the Purdue Universal Access Initiative's (<http://www.purdue.edu/odos/puai/index.html>) Web site. A complete checklist can be found at [http://www.pmc.purdue.edu/pages/web/ada\\_tips.html](http://www.pmc.purdue.edu/pages/web/ada_tips.html).

## Header Recommended Links

### "Apply" Link

There are two options for this link: It can go directly to the "Apply to Purdue" page on the Office of Admissions Web site, [http://www.purdue.edu/Admissions/Undergrad/pages/app/apply\\_pu.html](http://www.purdue.edu/Admissions/Undergrad/pages/app/apply_pu.html), or it can go to a page that has school- or department-specific applications. If the link does not go directly to the University application, the intermediate page containing school/department applications needs a link to the University application.

### "Request Info" Link

This link should go directly to the Web page that provides details about receiving additional information, [https://vwave-01.itap.purdue.edu/cgi-bin/relay.exe/80D23F6E-8AF/redirect/publicEforms?form=prospective\\_student\\_contact\\_card&returnURL=http://www.purdue.edu/Admissions/Undergrad&returnLabel=Admissions%20Page](https://vwave-01.itap.purdue.edu/cgi-bin/relay.exe/80D23F6E-8AF/redirect/publicEforms?form=prospective_student_contact_card&returnURL=http://www.purdue.edu/Admissions/Undergrad&returnLabel=Admissions%20Page)

### "Visit" Link

This link should go directly to the "Visit Purdue" page [http://www.purdue.edu/Admissions/Undergrad/pages/visit/visit\\_pu.html](http://www.purdue.edu/Admissions/Undergrad/pages/visit/visit_pu.html), on the Office of Admissions Web site.

### "Giving" Link

There are two options for this link: It can go directly to the University Development Web site, <http://www.purdue.edu/UDO/>, or it can go to the school- or department-specific development page. If the link does not go directly to the University Development Web site, the intermediate Web site should contain links to:

- University Development Web site (<http://www.purdue.edu/UDO/>)
- Purdue-gift (how to make a gift online by credit card) ([http://www.purdue.edu/udo/pages/how\\_to/credit\\_card.html](http://www.purdue.edu/udo/pages/how_to/credit_card.html))

## Recommended Content for Schools and Academic Departments

- Course listings
- Research programs and highlights
- Updated news, events, and alumni information
- Suggested high school preparation for specific fields of study (if applicable)
- Section highlighting undergraduate involvement in research — photos, testimonials, etc.

- Internship information, if applicable
- Careers, job prospects, and salary information related to area
- List of student clubs and highlights of their activities
- Relevant academic information specifically targeted to transfer students
- Academic resources for students (information about advising, or links to pages containing related information)
- Study-abroad opportunities
- List and highlights of labs/research facilities
- Corresponding information (or links) for graduate programs
- List of college and/or department scholarships (and financial aid if available)
- Details regarding scholarship qualifications and how to apply for scholarships
- Link to scholarship applications
- Link to the Division of Financial Aid homepage
- List of faculty and their related research initiatives/interests and contact information. Should also include information to market faculty strengths, i.e., awards, significant achievements, etc.
- Links to other relevant University info for graduate students, i.e., housing information specific to them, graduate school application, etc.

# Templates

## Who Can/Can Not Use

Templates have been set up for use by the following:

- Purdue University schools, departments, libraries, administrative and service divisions, research facilities, extension and extended education units, and other official units and programs of the University
- The University's four branch campuses
- The primary constituent organizations of the University
- Web pages of internal employee organizations
- Professional Web pages created for faculty members, administrators, and staff, hosted on University servers. The Purdue banner must not be used on personal Web pages of University employees.
- Web pages of educational and research consortia headquartered at Purdue University but not solely University entities, to indicate their Purdue University affiliation and to show courtesy to visitors.
- Web pages consisting solely of class content for current University students
- University departments that have placed on the Web a number of materials. These include large collections of photographs, diagrams and charts, database results, PowerPoint presentations, and archives of news releases. In these cases, the banner must be used on the homepage for these collections and archives, but use is optional for the pages that display the individual elements of this specialty content.

### Templates May Not Be Used For:

- Any Web page not officially affiliated with the University
- Personal Web pages of University employees or students

**University sites** should utilize either a homepage template or any of the secondary page templates for their homepages. The homepage templates provide for the strongest graphic impact, but the needs of your audience may best be served by using the less graphic, faster-loading secondary page templates.

If there are any questions about template usage, please contact (765) 494-2034 or e-mail [webmaster@pmc.purdue.edu](mailto:webmaster@pmc.purdue.edu).

## **Recommended Software and File Formats**

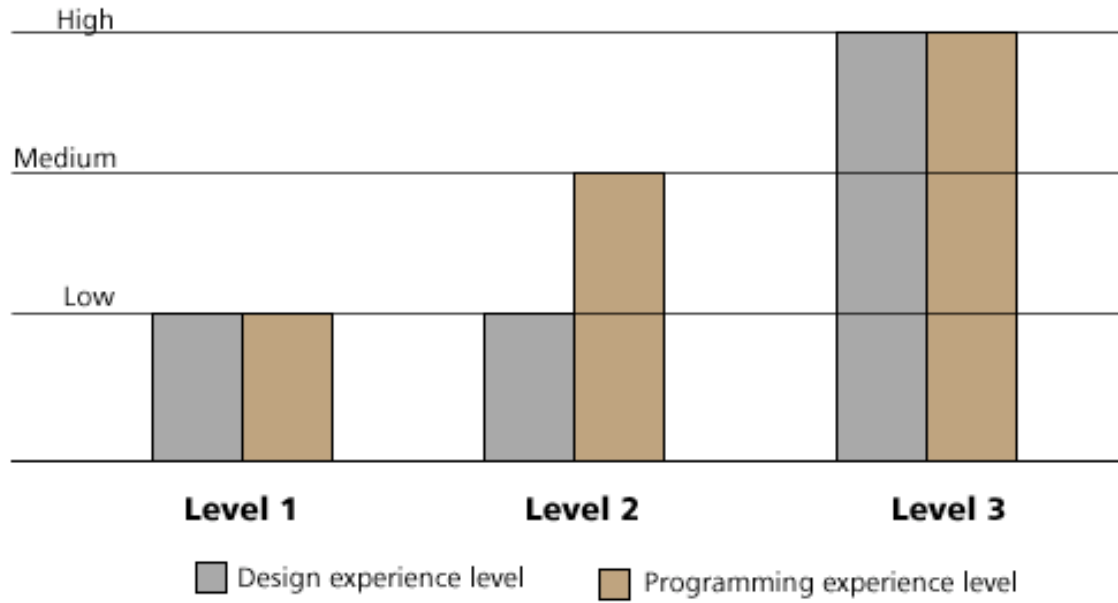
- Graphic Templates: Templates were created using Macromedia Fireworks.
- HTML Files: The HTML files were created and the code edited using Macromedia Dreamweaver.
- Image files: All images have been saved as .gif files for faster downloading. If the file names or dimensions are changed, the templates may not function correctly.

## **Template Basic Guidelines**

The templates are composed of many editable content zones. These guidelines describe the appropriate content and display for each zone. Imagery within each zone can be customized to fit the needs of your site within the guideline parameters. Because of a homepage design's graphic nature and customization needs, some zones of the homepage are provided as a graphic file that corresponds to a placeholder graphic in the HTML template file.

All homepages should be optimized for search engines by including a short description of the site in HTML.

# Template Experience Levels



# Templates: Level 1

The level 1 templates are for use by beginners. This template was created to put information on the Web quickly and with minimal effort while remaining consistent with the Purdue University brand identity. This template can be used with an HTML editor such as Dreamweaver (recommended) or FrontPage. Directory/File breakdown is as follows:

- Fireworks/Photoshop — Contains the .png files for changing the photos and graphics instructions
- Contains the instruction file you are reading now
- l1\_page\_graphics — Contains the graphic (.gif) files for the Web page
- l1\_page\_photos — Contains the banner photo (.gif) file
- l1\_page.html — The HTML file you will work with to create your page
- styles1.css — Style sheet

The HTML template editable areas are outlined below in figure 1.

Figure 1



1. Links Menu Area
2. Content Area
3. Footer
4. Header
5. Links Menu Area 2 (optional; can also be used for news, testimonials, profiles, links external to the site, etc.)

## Instructions

The Level 1 template has been pre-coded for ADA compliance (level 1), font styles, functionality, and layout. You may open the template and immediately begin inputting the content. The file can then be saved and published.

To customize the template with University images that better suit the audience of the page, go to <http://www.pmc.purdue.edu/> to download new images. The image you choose should be placed in the I1\_page\_photos folder.

#### Level 1 Co-Branding

When the Purdue brand is used in conjunction with other “brands,” such as school or department identifiers, the **approved** mark or logo for the school or department should be placed in the content area. For more information about co-branding, please contact Purdue Marketing Communications.

## Templates: Level 2

The level 2 templates are designed for use by medium-level Web programmers. Skills required for use of these templates include:

- Basic HTML knowledge. HTML editors such as Dreamweaver (recommended) or FrontPage can be used.
- Image-editing software such as Macromedia Fireworks (recommended), Adobe Image Ready, Adobe Photoshop, Corel Photo Paint, etc. The graphic .png templates were created using Macromedia's Fireworks program, which is why this software is recommended.
- Cascading style sheets
- Extra skills recommended, but not required:
  - Basic JavaScript knowledge (to use the drop-down menus on the horizontal design. JavaScript is not required for the vertical design.)

Directory/File breakdown is as follows:

Fireworks/Photoshop — Contains the .png files for changing the photos and graphics.  
instructions — Contains the instruction file you are reading now.

Inside each folder (l2\_homepage\_h, l2\_homepage\_v, l2\_secondary\_h, l2\_secondary\_v)  
l2\_page\_graphics — Contains the graphic (.gif) files for the Web page  
l2\_page\_photos — Contains the banner photo (.gif) file  
l2\_homepage\_”h or v”.html — The homepage HTML file you will work with to create your homepage.  
l2\_secondary\_”h or v”.html — The secondary page HTML file you will work with to create your inside pages.  
stylesl2”h or v”.css — Style sheet

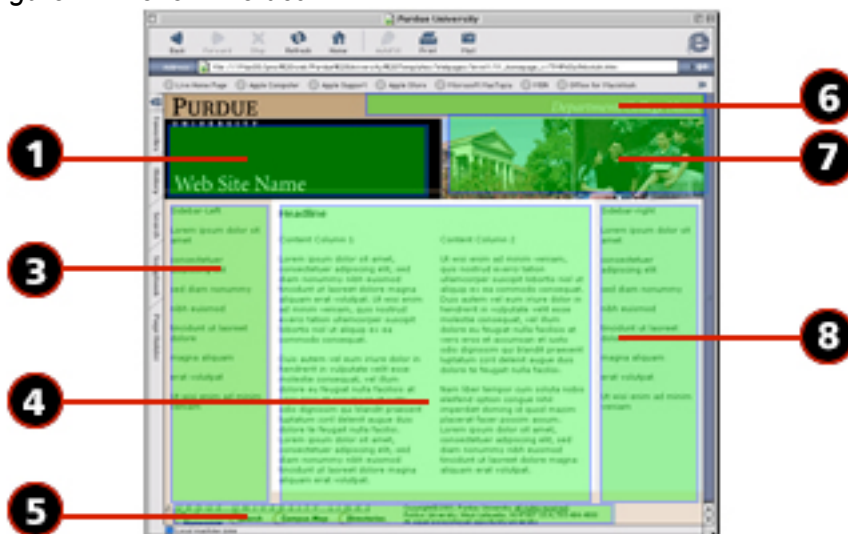
### Instructions

Level 2 templates are designed to match and programmed to function the same as the secondary pages of Purdue.edu. The Level 2 template has been pre-coded for ADA compliance (level 2), font styles, functionality, and layout. The basic design is not to be altered; only photos, menu items (including drop-down menus), and content are to be changed/added. The templates are similar in design with the exception of the horizontal design (Figure 2), which includes a main menu bar (number 2) with JavaScript drop-down menus. See diagrams below in Figure 2 and Figure 2.1.

Figure 2 Level 2-horizontal



Figure 2.1 Level 2-vertical



1. Web Site Name
2. Main Menu Bar
3. Sub Menu Area
4. Content Area
5. Footer
6. Header
7. Image Bar
8. Sub Menu Area 2 (optional; can also be used for news, testimonials, profiles, links external to the site, etc.)

The Level 2 templates have several editable areas outlined in more detail here:

#### 1. Web Site Name

The Web site name has an image template called l2-homepage-Website\_name.png for the homepage and l2-secondary-Website\_name.png for secondary pages. To more easily change the name in the image template, Fireworks (the file is a .png file created in Fireworks) or Photoshop experience is recommended.

#### 2. Main Menu Bar

The main menu bar is found only on the horizontal design (Figure 2). As an option, the menu bar contains JavaScript drop-down menus. CAUTION: These drop-down menus are for more experienced programmers with a basic knowledge of JavaScript. The JavaScript drop-down menus are dependent on the mm\_menu.js file to function correctly, unless the move is noted in the template code. If this file is moved from its directory location, the drop-downs will not function correctly. The horizontal design may be used without the drop-down menus, and all menu items do not require drop-down menus.

#### 3. Sub Menu Area

The sub menu area is for site navigation and is consistent on all three levels. This area is required on the secondary pages for ADA compliance.

#### 4. Content Area

The content area is for the main content of the page. The original templates use a two-column grid for layout. This is not required; a one-column grid for the layout can be used.

#### 5. Footer

The page footer is required and pulls images from a central location so that the dates and information can be altered on a University level.

#### 6. Header

This area is required for Purdue links (see Header Recommended Links earlier in this document). This area can also be used for co-branding (for more information on co-branding, please contact Purdue Marketing Communications). The links do not need to be done using an image file; HTML text may be used. The text should use the style sheet setting "bodycopy."

#### 7. Image Bar

The image bar is required. Dimensions for the bar should not be altered or the template will not function correctly. Images can be changed to better suit the audience. A template for the images is located in the templates folder and is titled l2-homepage-photos.png for the homepage and l2-secondary-photos.png for the secondary page.

#### 8. Sub Menu Area 2

The sub menu area 2 is optional. It can be used for news, testimonials, profiles, links external to the site, etc.

#### Level 2 Co-Branding

When the Purdue brand is used in conjunction with other “brands,” such as school or department identifiers, the **approved** mark or logo for the school or department should be placed in the Web Site Name section or Image Bar section. For more information on co-branding, please contact Purdue Marketing Communications.

## Templates: Level 3

The level 3 templates are for use by advanced-level Web programmers with design resources. The template allows more creative freedom for design. This template has recommendations for use; however, many of these are only recommendations to allow more creative freedom. Please utilize design and programming resources, or contact Purdue Marketing Communications for assistance. Skills required for use of these templates include:

- HTML knowledge. HTML editors such as Dreamweaver (recommended) or FrontPage can be used.
- Image-editing software such as Macromedia Fireworks (recommended), Adobe Image Ready, Adobe Photoshop, Corel Photo Paint. The graphic .png templates were created using Macromedia Fireworks.
- Cascading style sheets
- JavaScript knowledge (to use the drop-down menus on the horizontal design. JavaScript is not required for the vertical design.)

Directory/File breakdown is as follows:

Fireworks/Photoshop — Contains the .png files for changing the photos and graphics.  
instructions — Contains the instruction file you are reading now.

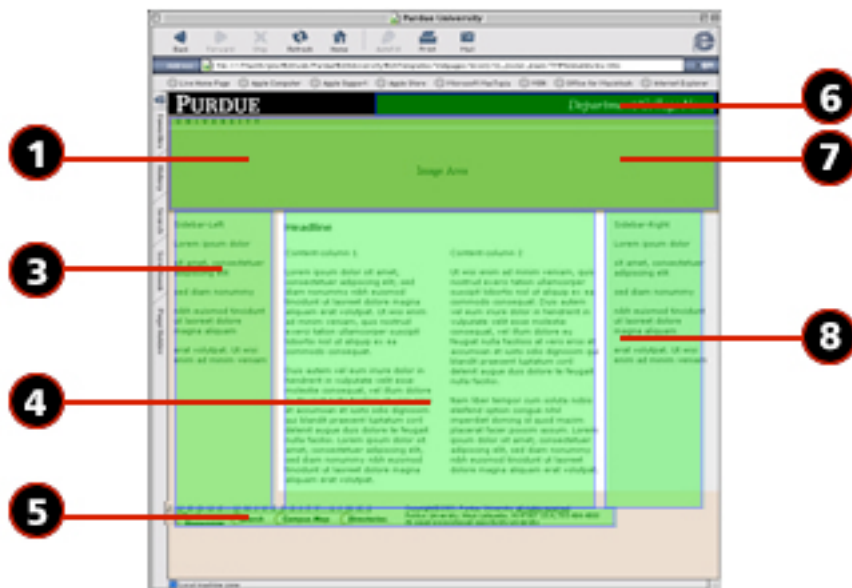
Inside each folder (l3\_2color\_black, l3\_2color\_gold, l3\_black, l3\_gold)

- l3\_"version you are using"\_graphics — Contains the graphic (.gif) files for the Web page
- l3\_"version you are using".html — The homepage HTML file you will work with to create your homepage.
- stylesl3"version you are using".css — Style sheet

Figure 3 - Level 3-horizontal



Figure 3.1 - Level 3-vertical



1. Web Site Name
2. Main Menu Bar
3. Sub-Menu Area
4. Content Area
5. Footer
6. Header
7. Image Bar

## 8. Sub-Menu Area 2 (optional-can also be used for news, testimonials, profiles, links external to the site, etc.)

### 1. Web Site Name

The Web site name is required.

### 2. Main Menu Bar

The main menu bar is found only on the horizontal design (Figure 3). As an option, the horizontal menu bar contains JavaScript drop-down menus. CAUTION: These drop-down menus are for more experienced programmers with a knowledge of JavaScript. The JavaScript drop-down menus are dependant on the mm\_menu.js file to function correctly. If this file is moved from its directory location, the drop-downs will not function correctly unless the move is noted in the template code. The horizontal design may be used without the drop-down menus, and all menu items do not require drop-down menus. This area is recommended in the area specified; however, if the design/functionality is needed, it may be moved.

### 3. Sub-Menu Area

The sub-menu area is required for site navigation. The area is consistent on all three levels. The section content is required on the secondary pages for ADA compliance. Table widths in this area can be changed to suit the needs of the layout.

### 4. Content Area

The content area is for the main content of the page. The original templates use a two-column grid for layout. This is not required; a one-column grid for the layout can be used. Table widths in this area can be changed to suit the needs of the layout.

### 5. Footer

The page footer is required and pulls images from a central location so that the dates and information can be altered on a University level.

### 6. Header

This area is required for Purdue Links. This area can also be used for co-branding (for more information on co-branding, please contact Purdue Marketing Communications). The links do not need to be done using an image file; HTML text may be used. The text should use the style sheet setting "bodycopy."

### 7. Image Bar

The image bar is not required but recommended. Image size is not to exceed 130 pixels in height on the homepage and 110 pixels in height on secondary pages.

### 8. Sub-Menu Area 2

The Sub Menu Area 2 is optional. It can be used for news, testimonials, profiles, links external to the site, etc.

### Level 3 Co-Branding

When the Purdue brand is used in conjunction with other “brands,” such as school or department identifiers, the **approved** mark or logo for the school or department should be placed in the image bar. For more information on co-branding, please contact Purdue Marketing Communications.

## Download

Templates are available for download at  
[http://www.pmc.purdue.edu/pages/web/web\\_templates.html](http://www.pmc.purdue.edu/pages/web/web_templates.html)

## Contact Information

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