1. Overview

The University uses a common web content management system for all administrative sites. This unified approach, branded as Web-One, is designed to meet the goals of improved website content maintenance, increased consistency in overall institutional branding, and improved accessibility and navigation across the campus administrative websites.

The Web Coordination Group (WCG), was formed by the Executive Technology Steering Committee (ETSC) to coordinate the web content management system for University administrative webpages, to review University web projects (including ongoing and future division web projects), and make recommendations and identify issues to ETSC as appropriate.

This document outlines the recommended Web-One Guidelines to be followed by campus web designers and campus web content managers as a means to achieve the Web-One goals. These guidelines were developed by WCG, in consultation with several cross-divisional experts. The guidelines are expected to evolve over time as we move forward with Web-One and continue to gain experience using it at CSUN.

2. Web-One – What is it?

Web-One is a content management system that provides the opportunity to standardize content and key page components (e.g. typography, global navigation), and utilize workflow for publishing content on the administrative webpages. In addition, Web-One also addresses accessibility and usability compliance, branding, site taxonomy, and page owner identification.

3. Web-One Taxonomy and Content Organization Guidelines

Content organization, which determines the "findability" of content, is reflected in the site navigation, URL naming, and the vocabulary used to label content.

3.1 Web-One Site Navigation

Global site navigation provides user access to the main sections of a site from a consistent and logical structure, providing users with "one-click" access to the main categories of information on a unit or department web site.

☐ All Web-One unit or department home pages should include a Global Navigation Bar as a horizontal bar immediately below the header.

☐ The global navigation bar should include menu options to directly access the main sections of the unit or department web site.

☐ The global navigation bar should include no more than seven (7) concise menu options. This is to avoid overwhelming the users with too many options for global navigation. This change necessitates that departments developing web pages in Web-One consider the content of their pages using principles of usability and hierarchical structure to support consistent meaningful navigation for users.

☐ "Home" is an optional link on the Global Navigation Bar because the home webpage for the unit will also be reached through selecting the unit's word mark in the header.

Drop-down Menus, when used correctly, can provide users with direct access to secondary categories of content, improving usability. Note that drop-down menus should increase usability by providing clear category based navigation to avoid overwhelming the user with too many choices.

Web-One provides single level drop-down functionality for global navigation at the top of the page. There is a total limit of 28 links available, which includes any organizing sub-categories. There should be no more than four sub-categories and seven child links per sub-category (totaling 28). If there are no organizing sub-categories, there should be no less than three links or more than seven per column.
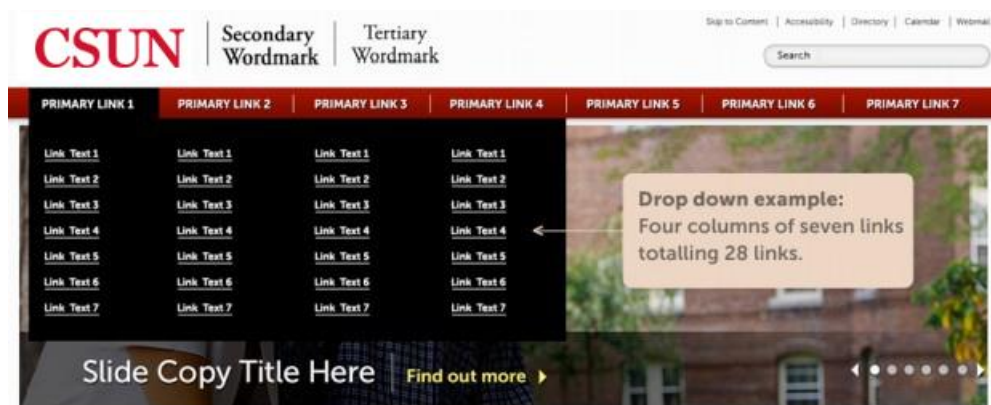
Constituency-based navigation provides easy navigation to content that targets an audience, such as students, faculty, staff, alumni, or guests.

☐ An optional constituency-based navigation bar is available in Web-One as a horizontal navigation bar immediately under the banner. When this option is used, a banner is required for the constituency-based navigation bar to display properly.

STUDENTS	FACULTY	STAFF	ALUMNI	VISITORS
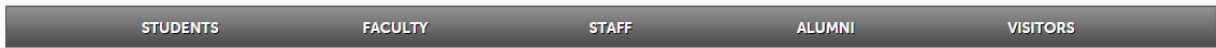
3.2 Web-One URL Naming

Each CSUN division, college, department and chartered center or institution can have its own website hosted within CSUN's Drupal environment. This means that each college and division sits at a top-level path (e.g. www.csun.edu/amc or www.csun.edu/studentaffairs) and each department sits at a sub-path (e.g. www.csun.edu/amc/theater).

☐ An example of a Web-One URL for a CSUN unit is http://www.csun.edu/unit/
☐ Departments within division and college units should follow a structured URL format. An example of a Web-One URL for a CSUN department is http://www.csun.edu/unit/department/
☐ URL links should be readily identifiable, using natural language terms that clearly describe the content, can be easily remembered, and follow predictable URL structures.
☐ URL links should use dashes to separate multiple words (e.g. http://www.csun.edu/student-affairs).
☐ URL links should not include underscores, dots, ampersands, or spaces as these can be imperceptible when styled as underlined.
☐ Files uploaded to the file list are automatically assigned a URL and do not contain the Org Group's name in the URL. They do, however, contain the file name so shortening the file name before uploading will produce a shorter URL.
☐ Short URLs can be created in Web-One by using the "URL alias" option when creating a page, webform, news or event item. An example of this is: http://www.csun.edu/it/zoom instead of "www.csun.edu/it/zoom-video-web-conferencing."
☐ Vanity or custom URLs are typically used for promotional purposes. They are shorter than the lengthy string of names that sometimes exists in a website URL.
☐ An example of a vanity URL is http://summer.csun.edu which could be used as part of an ad in a print publication in place of http://tsengcollege.csun.edu/programs/summersession
☐ Requests for vanity URL links must be approved by University Advancement, Marketing and Communications to ensure that we use them appropriately across the divisions and colleges. Send requests to pubrels@csun.edu.

4. Web-One Design Guidelines

The Web-One design guidelines address fonts, banner styles, colors, headers, and footers to be used by all CSUN administrative webpages. These are outlined below and also in the Web-One Style Guide, which was developed by a cross-campus working group under leadership from University Advancement, Marketing and Communications.

4.1 Web-One Colors

The University online colors are Red (PANTONE 186, CMYK: 12 • 100 • 91 • 3, RGB: 208 • 13 • 45, HEX: #D00D2D, Black (CMYK: 75 • 68 • 67 • 90, RGB 0 • 0 • 0, HEX: # 000000) and White (#fbfbfb). These primary colors should always carry the main visual weight of the design. Secondary colors may be used where appropriate based on site goals (i.e. sustainability) or audience profiles (i.e. incoming freshman). When used, secondary colors should be complementary to the primary brand colors and not used to modify the design of major interface components such as the header area, primary navigation, and footer. For Secondary colors, visit www.csun.edu/identity.

4.2 Web-One Fonts

The font options are Museo and Droid, sans serif contemporary typefaces selected to complement the more traditional Garamond typeface used in the university wordmark. They were selected for their flexibility (i.e. a range of weights is offered) and legibility in a web environment.

4.3 Web-One Header and Footer Guidelines

- ☐ The use of standard headers and footers across the enterprise web presence ensures consistency and improves the user experience.
- ☐ Local web content owners do not need to maintain header components, compliance markers can be integrated into all administrative webpages, and site updating of changes to headers is global and instantaneous.
- ☐ The header content will be managed centrally by University Advancement, Marketing and Communications.
- ☐ The header populates the top of all Web-One pages.
- ☐ The footer content serves as an area for displaying a broad range of links covering legal requirements (e.g. emergency information), contact information, group affiliations, community outreach, and accessibility compliance (e.g. document readers). The footer also includes an optional Page Feedback link, which can be used to contact the webmaster for the group.
- ☐ Standardized use of the University seal is included in the footer to emphasize the academic and institutional focus of the Web-One pages.
- ☐ There are optional fields in the footer for administrative web content owners' unique content, such as social media links and local identification requirements.
- ☐ The footer populates the bottom of all Web-One pages.

4.4 Web-One Banner Guidelines

- ☐ Banners are optional.
- ☐ Banners can be single static image or a multi-image slideshow.

Banner Sizes

To create a consistent visual experience for the user, six vertical heights for banners have been defined. The heights are sized proportionately to accommodate various uses. Additionally, they are sized in multiples of underlying development grid to align text, line spacing and images, which increase legibility and ease of use.

1. 356 pixels

2. 330 pixels
3. 300 pixels
4. 264 pixels
5. 250 pixels
6. 156 pixels

Banner Typography
The provided header and linked text at the bottom of the banner are the preferred messaging solution for each unit. Where additional branding is required, it is recommended that the unit identifier be placed in the upper right of the banner, using the approved campus font. If text is embedded in the banner image as a graphic element, it must comply with accessibility requirements for legibility and contrast. The following examples demonstrate the font, size, weight, position and single versus multi-line applications.


Web-One banners can be used to display unit secondary marks and unit branding per review by the University Advancement Marketing Department. Review criteria will be based on graphic identity standards (inclusive of co-branding criteria) and strategic messaging guidelines developed by University Advancement in the service of institutional and executive priorities. Co-branding standards and requirements will be developed in collaboration with appropriate Academic and Student Affairs representatives.

4.5 Web-One Image Sizes
To ensure visual consistency in Web-One:
- Image widths (heights are variable but should be a multiple of the six pixel grid) are limited to full width (545 pixels) and half width (240 pixels) in the main content column.
- Side column images should be full width (240 pixels) or thumbnail size (80 by 80).
- Images used as navigation or buttons are exempt from these size guidelines but must still comply with the aforementioned accessibility requirements.

The following examples include a full width and half width image in the center column, full width (with variable heights) and thumbnails in the side columns. Images used as navigation or buttons are exempt from these size guidelines but must still comply with the aforementioned accessibility requirements.
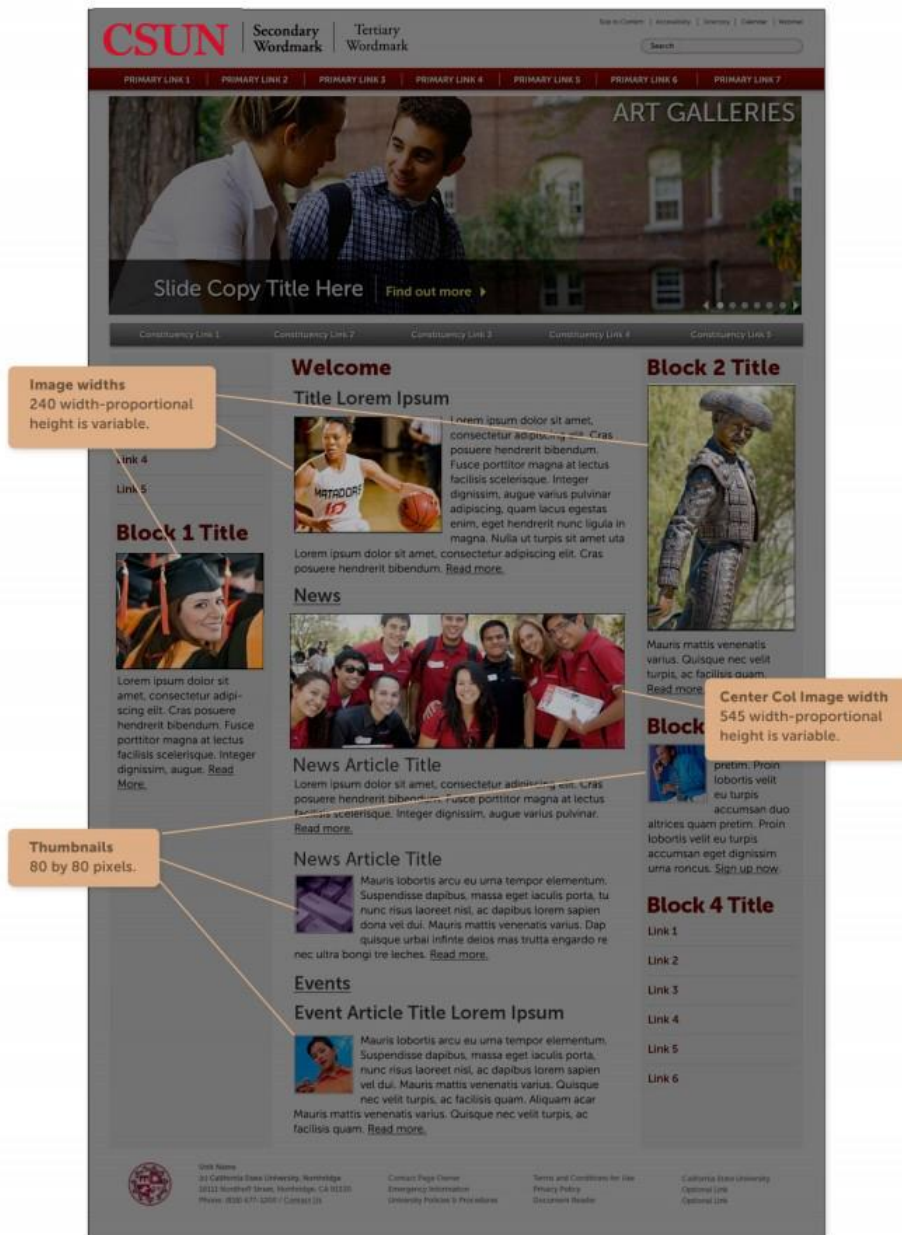
5. Web-One Drupal Web Content Type and Theme Guidelines
Drupal uses the terminology of **web content types** and **themes** to represent most closely the CSUN templates that we have been using in recent years**.**

- ☐ Web content types are standard displays of content, used to gain consistency across CSUN webpages, and to also allow reusable content on multiple websites across campus. There is an extensive library of web content types available and they are all listed in the Web-One Essentials User Guide.
- ☐ The CSUN web content types include Page, Webform, Slideshow, Video, News, Events, Gallery Carousel and Person, to allow lists of faculty and lists of staff within units and departments.
- ☐ All web content (e.g News or Events) is assigned to a CSUN department; however, identified web content owners may assign a piece of content to multiple departments. This is an example of the efficiency of using a Drupal database to manage content.

To develop webpages with a standard look and feel for the university, the web style guidelines described above are applied as a "presentation layer" to the program coding associated with the web content types, and together, these components comprise a Web-One theme.

- ☐ Themes include specific design elements, including the selection of a primary banner color, one font pairing, and a layout for the web page content, including the number of columns and placement of particular content (such as News or Events) in the columns.
- ☐ As user requirements, service expectations, branding initiatives and academic needs evolve, additional themes may be implemented.
- ☐ All Web-One themes must comply with University guidelines and standards, inclusive of accessibility requirements and be approved by University Advancement, Marketing and Communications.

6. Web-One or myNorthridge Portal Guidelines
The transition and migration to Web-One affords an opportunity to review the content of the current webpages prior to moving into the Web-One environment. Some CSUN unit/departments are considering moving some of their web content into the campus myNorthridge portal, specifically content that is intended only for members of the CSUN community.

Guidelines for content that could be moved into the portal are:

- ☐ All targeted, sensitive or private content directed toward students, faculty, staff, and applicants or groups composed of those constituencies.
- ☐ Public content (e.g. forms, procedure manuals) which is used only by CSUN campus constituencies and is not of interest to or needed by the general public.

7. Web-One Analytics Guidelines
Google Analytics tools will be used to measure and analyze metrics on all Web-One administrative webpages.

- ☐ Campus units will be provisioned with appropriate access to their metrics information via a Measurement Plan approved by the WCG.
- ☐ Initial data reporting will be based on WCG approved metrics focusing on usability and outcome based objectives. Training for custom reporting will be made available.

8. Web-One Accessibility Guidelines
Web-One themes, inclusive of navigation and URL conventions, will meet Section 508 and WCAG 2 accessibility standards. This functionality will be tested by the Universal Design Center before deployment.

9. Web-One Keyword Search Optimization Guidelines
Search engine optimization using keywords makes it easier for CSUN's target audiences to find content. However, keywords can also be submitted to Advancement for the Chancellor's Office Google Search Appliance.

The Chancellor's Office supports Google Search for use by CSU campus website searches. To ensure consistent and optimal searching across all CSUN administrative webpages, Web-One unit and department content owners should submit search terms to University Advancement, Marketing and Communications to be entered into the Google Search engine. This type of key word search instantly provides search users with specific content. For example, a search for the word "map" in the Google Search on CSUN's webpage will yield the CSUN campus map as the first search result.

10. Web-One Mobile Responsiveness Guidelines

CSUN users (especially students) increasingly access the CSUN web from mobile devices. Therefore it is important that Web-One renders well on different sized devices, ranging from a large desk monitor to a tablet or a smartphone device.

"Responsive" designs automatically change the way a website displays by re-sequencing and/or reformatting structural elements depending on the size of the device or the size of a browser window as it gets larger or smaller. For example, a responsive design that displays a large navigation bar when viewed on a desktop computer might convert that navigation bar into a small drop-down slider when viewed on a smartphone.

11.   Appendix A: Initial Web Coordination Group (see IT Governance website for current Web Coordination Group membership http://www.csun.edu/it/governance-wcg).

> **Web Coordination Group**
> Co-Chairs Ben Quillian, Jeff Noblitt
> Members: Stephanie Nguyen, Nerces Kazandjian, Editha Winterhalter, Jennifer De Iuliis, Paul Schantz, Kimon Rethis, Kevin Lizarraga, Randy Reynaldo, Sean Choi, Genelyn Arante, Elizabeth Altman, Kate Sharron.