The Division of Student Affairs Web-One Content Style Guide serves as a supplement to the Web-One guidelines set by the Division of Information Technology and University Advancement. In keeping with the university’s goals to improve accessibility, increase consistency and implement branding initiatives, the following standards have been set for all department websites under the Division of Student Affairs. If you have any questions, please contact Student Marketing & Communications at (818) 677-5848.
Welcome to the Division of Student Affairs website. Whatever your interest, we hope you connect to the resources and assistance you need. As a student, we want you to know from the first day you meet with our campus recruiter to the moment you turn your tassel at commencement, our staff members continue to provide programs, services, and support that help you get the most out of your college experience. The Division of Student Affairs is made up of dedicated staff, including student workers, who understand and are committed to providing quality support that enables student success.

You will find a number of departments within our division, each with a unique way of supporting students.

News and Events

**Event Title**
The Ethel Louise Armstrong Foundation Endowment provides funding to support the development of assistive technology solutions through the Faculty-Student Collaborative Projects initiative. Find out more about the Ethel Louise Armstrong Endowment.

**Event Title**
The 2013-2014 Campus Quality Fee proposal submission period is now closed. Find out more about the Campus Quality Fee.

**News Article Title**
Sometimes you don't have to wait until you graduate before your college education starts to pay off. Check out this story about Lisa, a graduating senior who is already working full time.

**News Article Title**
Have you ever wondered what it's like to be a CSUN student for a day? Get an inside look by watching this short video about student life.

Center Column Content

Subpages

About Us
The header is consistently used on all CSUN Web pages. After the CSUN wordmark, the secondary wordmark should read “Division of Student Affairs,” and the tertiary wordmark should read the official department name (e.g., Student Outreach and Recruitment Services, not SOARS or Student Outreach & Recruitment).
NAVIGATION

PRIMARY NAVIGATION BAR

The primary navigation bar may contain up to seven primary menu links and should include your most essential categories. The first link should read Home, and the last link should read About Us. If space permits, use official program names, and refrain from using abbreviations and ampersands. There is a 127-character limit for the seven primary menu links combined.
Welcome to the Division of Student Affairs website. Whatever your interest, we hope you connect to the resources and assistance you may need. If you are a student, we want you to know from the first day you meet with our campus recruiters to the moment you turn your tassel at commencement, our staff members continue to work diligently to provide programs, learning opportunities, and services that help you get the most out of your college experience. The Division of Student Affairs is made up of dedicated staff, including student workers, who understand and are committed to providing quality support that enables student success. You will find a number of departments within our division, each with a unique way of supporting students.

**News and Events**

- **The Ethel Louise Armstrong Foundation Endowment**, established in 2010, provides funding to support the development of assistive technology solutions through the Faculty-Student Collaborative Projects initiative. [Read more](#)
- The 2013-2014 Campus Quality Fee proposal submission period is now closed. [Read more](#)
- Sometimes you don't have to wait until you graduate before your college education starts to pay off. [Read more](#)
- Have you ever wondered what it's like to be a CSUN student for a day? Get an inside look by watching this short video! [Read more](#)
CONSTITUENCY NAVIGATION BAR

The constituency navigation bar is optional and appears below the main banner image on the homepage. If you select one of the constituency navigation links, it will lead you to the page for that link, and the constituency navigation menu will move to the left column. The constituency navigation bar has a five-link limit and should mainly be used to target possible visitors to CSUN websites.

Because the constituency navigation bar does not appear on every page of the website, it is best to only include content that can also be found in other sections of the website.

If you are using the constituency bar to describe particular visitors, follow the naming conventions and order below.

1. Students or Prospective Students
2. Faculty, Staff or Faculty and Staff
3. Employers, Volunteers or Counselors
4. Parents or Guardians
5. Alumni
6. Community
The home page banner image may include one static image or up to six rotating images. Rotating images will either rotate automatically every five seconds or manually as the user controls the rotation. Images should measure 1128 pixels (width) by 400 pixels (height).

You may include an optional banner image on each of the subpages. The image will not rotate and should correspond to the particular section. The image should measure 1128 pixels (width) by 300 or 264 pixels (height). If you opt to use subpage banners, make sure they are all the same height.

All images should be student-centric and university appropriate (avoid shots from unflattering angles and those that show too much skin). Images should also illustrate the main purpose of the department, especially the first image, which will include the official department name. See the banner guidelines on page seven for tips on selecting the best images.

If you decide to link the department image, include a teaser line in yellow text. If you do not customize the yellow text, the URL will display on the banner. The phrases “read more” and “click here” should not be used since they do not meet Web accessibility standards for hyperlinked text.

Images that do not link to a specific page do not require the yellow text, but all home page banner images require the title text in white. Include the department name on at least the first banner image on the home page.

Event-specific advertising banners may be included, but they should be photography-based and accessible. Advertising banners that are not photography-based may be used if at least one rotating image is a student-centric photograph.

Please contact the Universal Design Center if you have questions regarding accessibility.
BANNER GUIDELINES

Web-One homepage banner dimensions: 1128 pixels (width) by 400 pixels (height)
Web-One subpage banner dimensions: 1128 pixels (width) by 300 or 264 pixels (height)

**Do**

Select pictures with a central focus on people or objects.

Choose bright-colored pictures that are vivid and vibrant but not overexposed.

Use balanced crops.

Crop images in a way that you can still see the overall context of the image to help explain the surroundings.

**Don’t**

Don’t use photos that lack focus or a focal point.

Don’t select dark pictures with dated, dingy or overexposed colors.

Don’t use off-balanced or uncentered crops.

Don’t use images cropped so tightly that you can’t understand the context or show what you are trying to portray.
The department name automatically generates as the title of the page. If you alter the department name text, the location of the page will change, and the home page will not function. Write general information about the department below the title.

Below the general information paragraph or image tiles (see page nine for information on image tiles), insert a “News and Events” or “Dates and Deadlines” section. Include featured news, announcements, important dates, pressing deadlines or events with teaser text next to each entry and an optional thumbnail. If necessary, link to the appropriate news or event feed at the end of each teaser.

Fonts and font-size properties are predetermined by the Web-One template.

Please see the University Advancement Style Guide for specific guidelines related to punctuation, grammar and spelling.

---

**Department Name**

Welcome to the Division of Student Affairs website. Whatever your interest, we hope you connect to the resources and assistance you may need. If you are a student, we want you to know from the first day you meet with our campus recruiters to the moment you turn your tassel at commencement, our staff members continue to provide programs, learning opportunities, and services that help you get the most out of your college experience. The Division of Student Affairs is made up of dedicated staff, including student workers, who understand and are committed to providing quality support that enables student success. You will find a number of [departments](#) within our division, each with a unique way of supporting students.

---

**News and Events**

**Event Title**
The Ethel Louise Armstrong Foundation Endowment provides funding to support the development of assistive technology solutions through the Faculty-Student Collaborative Projects initiative.

Find out more about the Ethel Louise Armstrong Foundation Endowment.

**Event Title**
The 2013-2014 Campus Quality Fee proposal submission period is now closed. Find out more about the Campus Quality Fee.

**News Article Title**
Sometimes you don’t have to wait until you graduate before your college education starts to pay off. Check out the story about Lisa, a graduating senior who is already working full time.

**News Article Title**
Have you ever wondered what it’s like to be a CSUN student for a day? Get an inside look by watching this short video about student life.
Some departments may replace the welcome text area with image tiles that link to specific information. Image tiles will be approved on a case-by-case basis and limited to six tiles created by Student Marketing & Communications.

News and Events

Event Title
The Ethel Louise Armstrong Foundation Endowment, established in 2010, provides funding to support the development of assistive technology solutions through the Faculty-Student Collaborative Projects initiative. Find out more.

Event Title
The 2013-2014 Campus Quality Fee proposal submission period is now closed. Find out more.

News Article Title
Sometimes you don’t have to wait until you graduate before your college education starts to pay off. Find out more.

News Article Title
Have you ever wondered what it’s like to be a CSUN student for a day? Get an inside look by watching this short video!
LEFT COLUMN CONTENT

GRAPHIC ICONS (QUICK LINKS)

The left column will include side blocks of information beginning with optional graphic icons (quick links) directing to the most-used services or popular content; they should not replicate any of the primary navigation menu links or serve as an additional navigation menu. For University Counseling Services and the Klotz Student Health Center websites, include a Student Health 101 image link above Ask Matty.

You may choose up to six graphic icons that must be created by Student Marketing & Communications. All icons must include text below the graphic in order to meet accessibility standards.
CALENDAR

An optional calendar on the home page displays the current month and allows you to scroll through previous or future months. Select highlighted dates to view event details on another page. You may also view events in list form on the same page under the "News and Events" section.

The optional calendar display will only appear in the left column of the home page unless placement in the subpage left column is requested.

News and Events

Testing Center Web-One Launch
Tuesday, February 4, 2014 - 3:00pm to 5:30pm
February 4, 2014 is the planned launch day for the full conversion of the Testing Center web site to the new Web-One format. Be sure to check it out! Read more

Disability Resources and Educational Services Web-One site launch
Tuesday, February 4, 2014 - 3:00pm to 5:00pm
The official launch of the new fully Web-One version of DRES website. Read more

Department Name
Welcome to the Division of Student Affairs website. Whatever your interest, we hope you connect to the resources and assistance you may need. If you are a student, we want you to know from the first day you meet with our campus recruiters to the moment you turn your tassel at commencement, our staff members continue to provide programs, learning opportunities, and services that help you get the most out of your college experience. The Division of Student Affairs is made up of dedicated staff, including student workers, who understand and are committed to providing quality support that enables student success. You will find a number of departments within our division, each with a unique way of supporting students.

Department Name

Location
University Hall 310
18111 Nordhoff Street
Northridge, CA 91325-8239
Telephone (818) 677-2391
Fax (818) 677-5597

Hours
Monday-Friday: 8a.m. - 5p.m.
LOCATIONS AND HOURS

Place the location and hours for your department in a side block directly below the graphic icons. Follow the format below, and link the building name and room number to the official campus map. If you include more than one number, label the numbers (e.g., telephone or fax). If you only include the telephone number, do not label it “telephone” — list only the digits.

Location
Department building name and room number
18111 Nordhoff Street
Northridge, CA 91339—mail-drop code
(818) 677-XXXX

Hours
Monday-Thursday, 8 a.m.-5 p.m.
Friday, 9 a.m.-3 p.m.

Location
University Hall 310
18111 Nordhoff Street
Northridge, CA 91339-8239
Telephone (818) 677-2391
Fax (818) 677-5597

Hours
Monday-Friday: 8 a.m. - 5 p.m.
Place approved social media icons below the location and hours side block. Social media icons should measure 30 pixels by 30 pixels and link to the department’s official social media pages or the official CSUN social media pages. Contact Student Marketing & Communication if you need the social media icon graphics. The following is a list of official CSUN social media pages.

1. Facebook: www.facebook.com/calstatenorthridge
2. Twitter: www.twitter.com/csunorthridge
3. Instagram: www.instagram.com/csun_edu
4. YouTube: www.youtube.com/calstatenorthridge
5. Pinterest: www.pinterest.com/csunorthridge
ASK MATTY

The Ask Matty search field is located in the side block directly below the locations and hours side block. The Ask Matty question is customizable. Make sure the question relates to your department and the appropriate answer populates when you type the question. If an answer doesn’t appear, you can always add information about your department to the database by contacting communications specialist Marcos Rodriguez at marcos.rodriguez@csun.edu.
Welcome Title
Welcome to the Division of Student Affairs website. Whatever your interest, we hope you connect to the resources and assistance you may need. If you are a student, we want you to know from the first day you meet with our campus recruiters to the moment you turn your tassel at commencement, our staff members continue to work diligently to provide programs, learning opportunities, and services that help you get the most out of your college experience. The Division of Student Affairs is made up of dedicated staff, including student workers, who understand and are committed to providing quality support that enables student success. You will find a number of departments within our division, each with a unique way of supporting students.

News and Events
Event Title
The Ethel Louise Armstrong Foundation Endowment, established in 2010, provides funding to support the development of assistive technology solutions through the Faculty-Student Collaborative Projects initiative. Read more

Event Title
The 2013-2014 Campus Quality Fee proposal submission period is now closed. Read more

News Article Title
Sometimes you don't have to wait until you graduate before your college education starts to pay off. Read more

News Article Title
Have you ever wondered what it's like to be a CSUN student for a day? Get an inside look by watching this short video!
You may include an optional banner image on subpages. The image should measure 1128 pixels (width) by 300 or 264 pixels (height). Photographs of students are encouraged but not required. Include the name of the section in red underneath the banner image; this will be the name of the page and should match a primary link or drop-down menu name.

Keep the two-column format from the home page or opt for three columns if you need to feature more information. Everything in the left column will remain the same and mirror the home page. However, there will be an additional side block menu if you’ve clicked on a primary link with a drop-down menu. The drop-down menu links now appear at the top of the left column.

Enter the body text in the center column. If you have a large amount of text for a particular section, it’s best to break it up by using the multibody setting. The multibody setting will hold the same amount of information as the body setting, but the information won’t display until selected.
ABOUT US

Include a general description of services, and touch on the department mission, values or goals; this may or may not be an extension of the general text found on the home page. Include an appropriate headshot (150 pixels by 200 pixels) for any manager at the assistant director level or above. Next to the headshot, include the person’s full name, title, email address and short biography. For the rest of the staff, include name, title and email address. Headshots are not required for general staff. Student Marketing & Communications will arrange a photo shoot for your department’s headshots.

You also have the option of including two drop-down menu pages, Staff Directory and Student Employment. If you use the additional pages, include the general description of the department and management photos and biographies on the main About Us page. Use the Staff Directory page to list every staff member name, title and email address. Use the Student Employment page to list job opportunities for students.
TEXT GUIDELINES

HEADINGS

MULTIBODY SECTIONS