

WCM Style Guide

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Table of Contents

Overview	3
Applying Styles.....	3
Block Versus Inline Styles.....	5
Styles	6
Usage Examples.....	9
Headings.....	9
Paragraph Alignments	10
Section Header	11
Box and Blockquote.....	12
Table Heading and Brown Border	13
Alerts.....	14
Fine Print and Spotlight Text.....	14

Table of Figures

Format Menu Command	3
Toolbar Selector.....	4
Block and Inline Style Types	5
Style Usage.....	8
Figure Guide	9
Headings.....	9
Alignment Types	10
Alignment Types – Code View	10
Section Header	11
Box and Blockquote	12
Table Heading and Brown Border.....	13
Alerts.....	14
Spotlight Text	14

Overview

One of the tenants of website design is consistency. Consistency dictates that a site maintain a universal layout and style (i.e. fonts, colors, etc.) with respect to text and graphics. Aside from providing a professional, polished look for the website, this visual repetition across pages provides users with a predictable and intuitive interface.

As a content author or reviewer, you will be creating and/or approving content that will be incorporated into the Bryant website. The content that you generate will be an integral element of the website's design consistency. In order to make your task easier, the most common style elements have been compiled and made available in the Web Content Manager's editor. In the future, these styles will be added to or refined as needed.



If you are using some special formatting within your department's pages and you feel that it should be added to the style list, contact the Bryant University Webmaster at sbates@bryant.edu to discuss the possibility of adding your style. Keep in mind that the style list in the editor is made available across all departments and is intentionally concise in order to minimize impact to the site's consistency. If the addition of your style would counter this, then it will probably not warrant inclusion into the list.

Applying Styles

Styles can be applied using the toolbar selector or via the **Format** menu's **Style** option. To use the menu command, go to **Format ▶ Style**. A list of available styles will appear. Choose the name of the style you want to apply. Note that when using this method, styles are presented in a list by name only. By contrast, the toolbar method lists the styles as previews of what they will look like when applied (e.g. a red font will be listed as a **red font**).

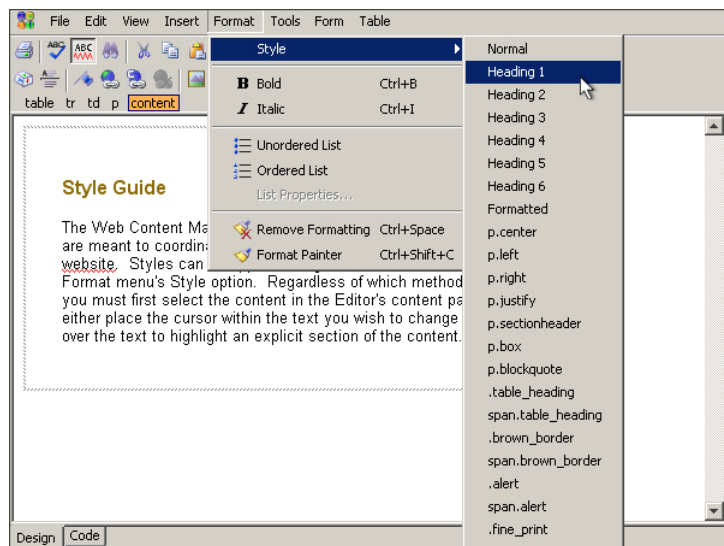


Figure 1 Format Menu Command

To use the toolbar, click on the drop-down list toward the bottom of the toolbar, to the right of the bold and italic icons. Click on the selector and then scroll to the desired style and click on it. This is the preferred method for applying styles because the style name is presented as it will look in the final output.

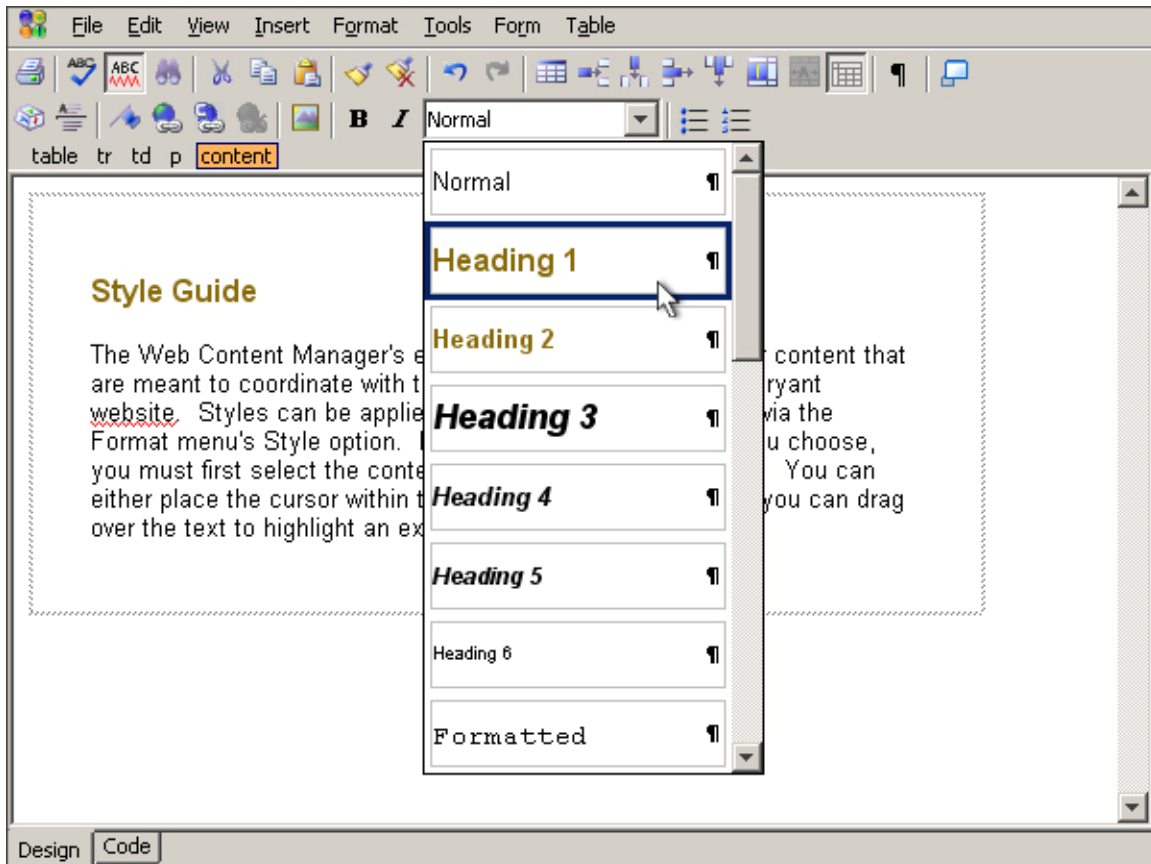


Figure 2 Toolbar Selector



Most users will want to use the toolbar method exclusively. Aside from providing more information about the style to be applied, the toolbar selector is also more quickly accessed. The menu command is most appropriately accessed via the keyboard in conjunction with the **ALT** key.

Regardless of which method you choose, you must first select the content in the editor's content pane. This can be accomplished in two different ways depending on the type of page element to which the style will be applied.

Block Versus Inline Styles

In the style list, you will find two types of styles corresponding to two different ways that the underlying HTML code can be treated. The first of these is a block style. Applying a block style to a piece of content will apply the style to the entire HTML element in which the cursor resides – there is no need to highlight the text. The second type of style is an inline style. An inline style will only be applied to the text you have selected (dragged over and highlighted) with the cursor.



You only need to place the cursor (single click on the text) within the text of the element to which you wish to apply a block level style. Before applying an inline style, you need to highlight a specific piece of text (drag over with the mouse).

These two types of styles (block and inline) are differentiated in the toolbar selector by a symbol to the right of the style name. A paragraph symbol (¶) denotes a block level style. The underlined "a" symbol (a) denotes an inline style. In the style list, you will see block and inline version of several styles.

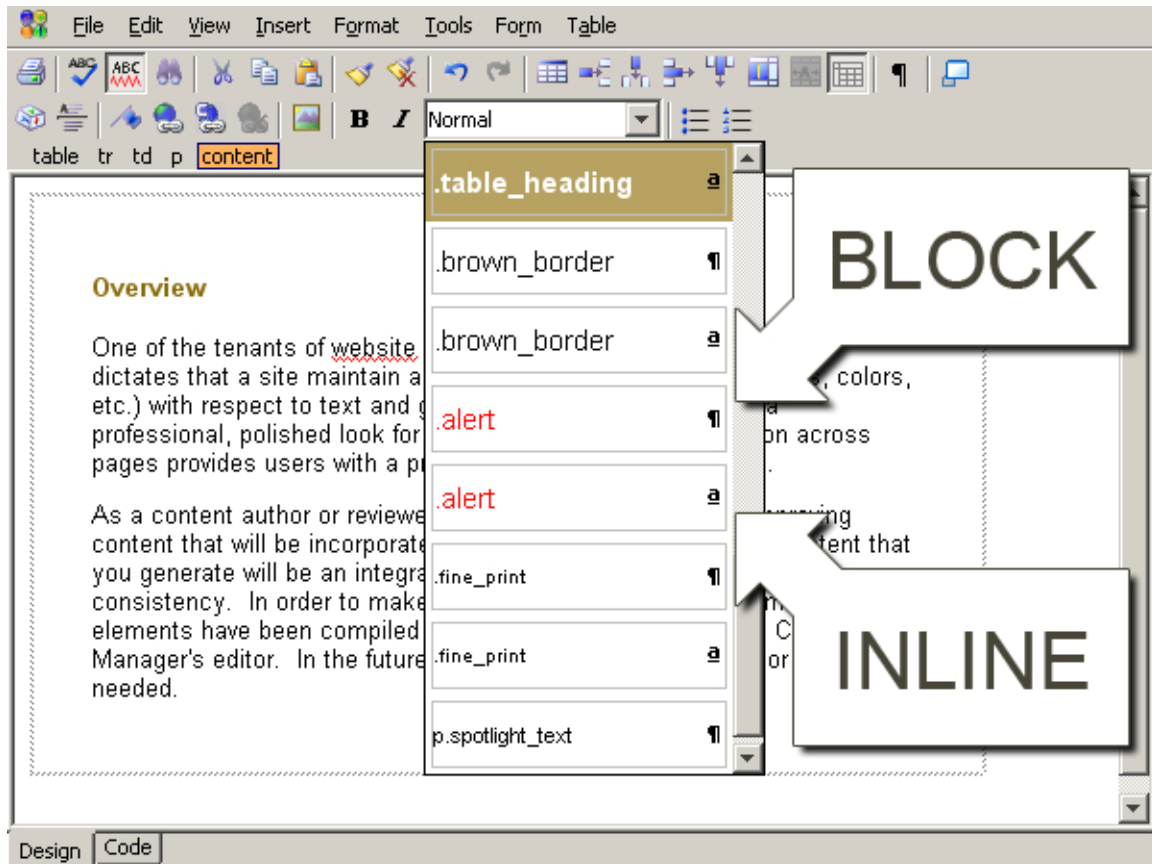









Figure 3 Block and Inline Style Types

Styles

The following table lists all of the styles available in the editor along with their intended usage.

Style	Toolbar Option	Type	Usage
Normal	Normal	Block	Main body text or removal of styles from some content.
Heading 1	Heading 1	Block	Main heading, usually at the top of the page.
Heading 2	Heading 2	Block	Sub-heading for page, usually more than one when used.
Heading 3	Heading 3	Block	This style is under review and may change.
Heading 4	Heading 4	Block	This style is under review and may change.
Heading 5	Heading 5	Block	This style is under review and may change.
Heading 6	Heading 6	Block	This style is under review and may change.
Formatted	Formatted	Block	Multi-purpose teletype text.
p.center	p.center	Block	Align content on center.
p.left	p.left	Block	Align content on the left side.
p.right	p.right	Block	Align content on the right side.
p.justify	p.justify	Block	Align content on the left and right for a "blocked" appearance.
p.sectionheader	p.sectionheader	Block	Special purpose section heading. Only use when Heading 1 - 2 doesn't provide a clear division (e.g. form separations).
p.box	p.box	Block	Minimal contrast, bordered box similar to block quotations.
p.blockquote	p.blockquote	Block	Indent both sides of the content to set it apart.
.table_heading	.table_heading	Block	White on gold, bolded text for sidebar tables such as spotlights.
.table_heading	.table_heading	Inline	White on gold, bolded text for sidebar tables such as spotlights.

.brown_border		¶	Block	Brown-gold border used in sidebar tables such as spotlights.
.brown_border		a	Inline	Brown-gold border used in sidebar tables such as spotlights.
.alert		¶	Block	Alerts or warnings.
.alert		a	Inline	Alerts or warnings.
.fine_print		¶	Block	Multi-purpose small text.
.fine_print		a	Inline	Multi-purpose small text.
.spotlight_text		¶	Block	Caption text used in sidebar tables such as student/faculty spotlights.

Keep in mind that the styles made available to you in the editor are meant to be applied to certain page elements in order to maintain the sites consistency. In Figure 4, a few of the more distinct styles are shown in an existing page. Note how the elements are arranged and how the styles have been applied to these elements.

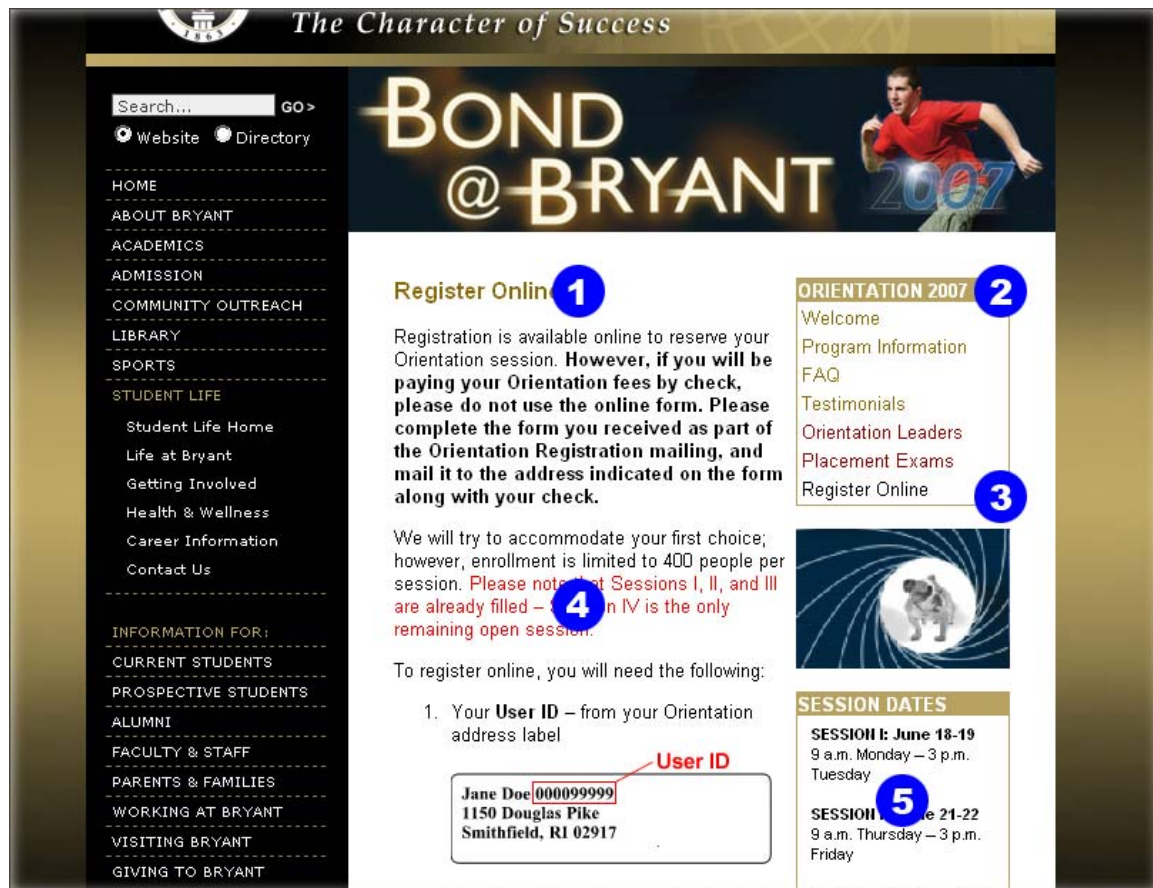


Figure 4 Style Usage

- 1 This text has the **Heading 1** style applied to it. In general, this style is used once on a page for the page title.
- 2 This text has the **table_heading** style applied to it. This style is used to create a title bar for sidebar tables such as the faculty spotlight table or special navigation tables.
- 3 This text has the **brown_border** style applied to it. This style is used for creating a border around special sidebar tables.
- 4 This text has the inline **alert** style applied to it.
- 5 This text has the **spotlight_text** style applied to it.

Usage Examples

The following sections outline the intended usage for the available styles. Each figure displays the page as seen in the design view along with an overlaying indicator that points out the styled element. Where applicable, an overlay showing the code view for the element's underlying HTML is included.

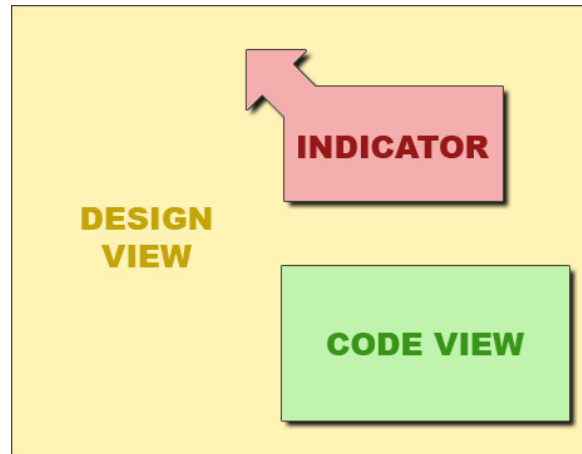


Figure 5 Figure Guide

Headings

All headings (i.e. Heading 1, Heading 2, etc.) are block styles. From the code standpoint, they are applied by wrapping (thus converting) the selected text in heading tags (<H1>, <H2>, etc.).

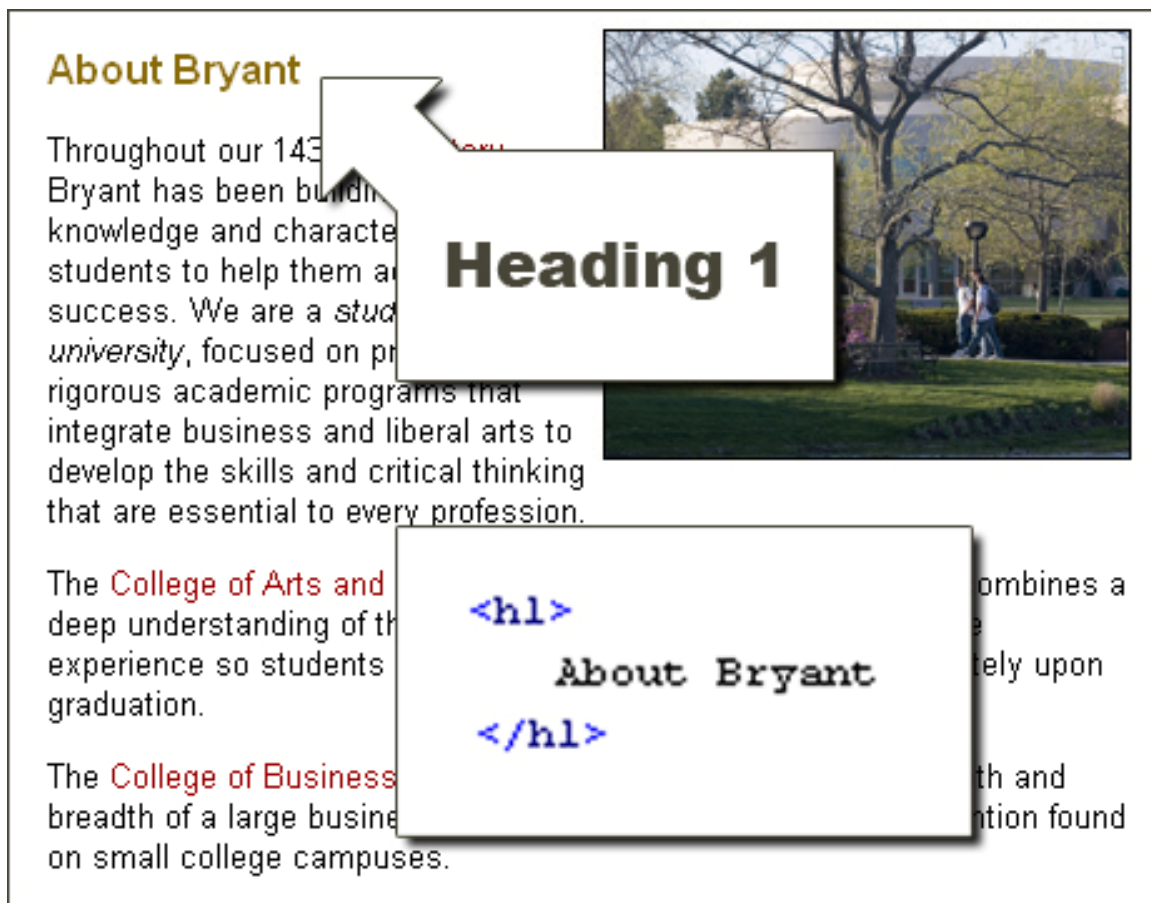


Figure 6 Headings

Paragraph Alignments

There are four styles designed for content aligning – p.center, p.left, p.right, and p.justify. These have the same effect as the alignments in any popular word processing program. Figure 6 recreates the icon representations present in these word processing programs.

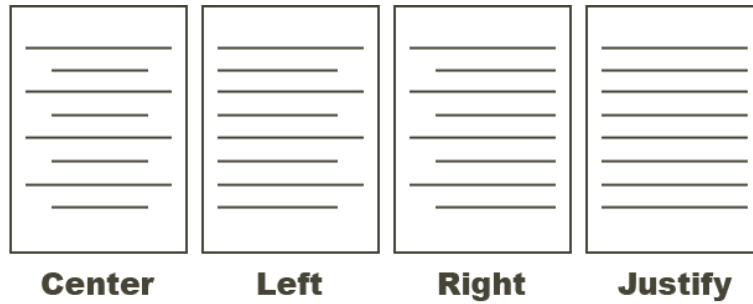


Figure 7 Alignment Types

Paragraph Alignments

There are four styles designed for content aligning – p.center, p.left, p.right, and p.justify. These have the same effect as the alignments in any popular word processing program. Figure 6 recreates the icon representations present in these word processing programs.

```
<p class="center">
    There are four styles...
</p>
<p class="left">
    There are four styles...
</p>
<p class="right">
    There are four styles...
</p>
<p class="justify">
    There are four styles...
</p>
```

There are four styles designed for content aligning – p.center, p.left, p.right, and p.justify. These have the same effect as the alignments in any popular word processing program. Figure 6 recreates the icon representations present in these word processing programs.

Figure 8 Alignment Types – Code View

Section Header

The section header style is meant to be used as a content division where one of the heading styles is inappropriate. Specifically, it was designed to divide content areas in web forms. Examples of web forms would be a registration page or an online survey.



Use section headers sparingly. In general, a form should be broken into as few sections as possible with a single header introducing each one. Unless you have a very lengthy form, any more than three headers is probably too much.

Registration Form

Account Information

Name

Address

Billing Information

Credit Card

Card Type

Section Header

```
<p class="sectionheader">
  Account Information
</p>
```

Figure 9 Section Header

Box and Blockquote

The box and blockquote styles were designed to give authors a way of setting apart a piece of content within a larger context. The box style encapsulates the content in a shaded, bordered box. The blockquote style indents both sides of the content.



These styles are intended to emphasize some piece of text. Overuse – more than a couple in a normal page – will have the opposite effect!

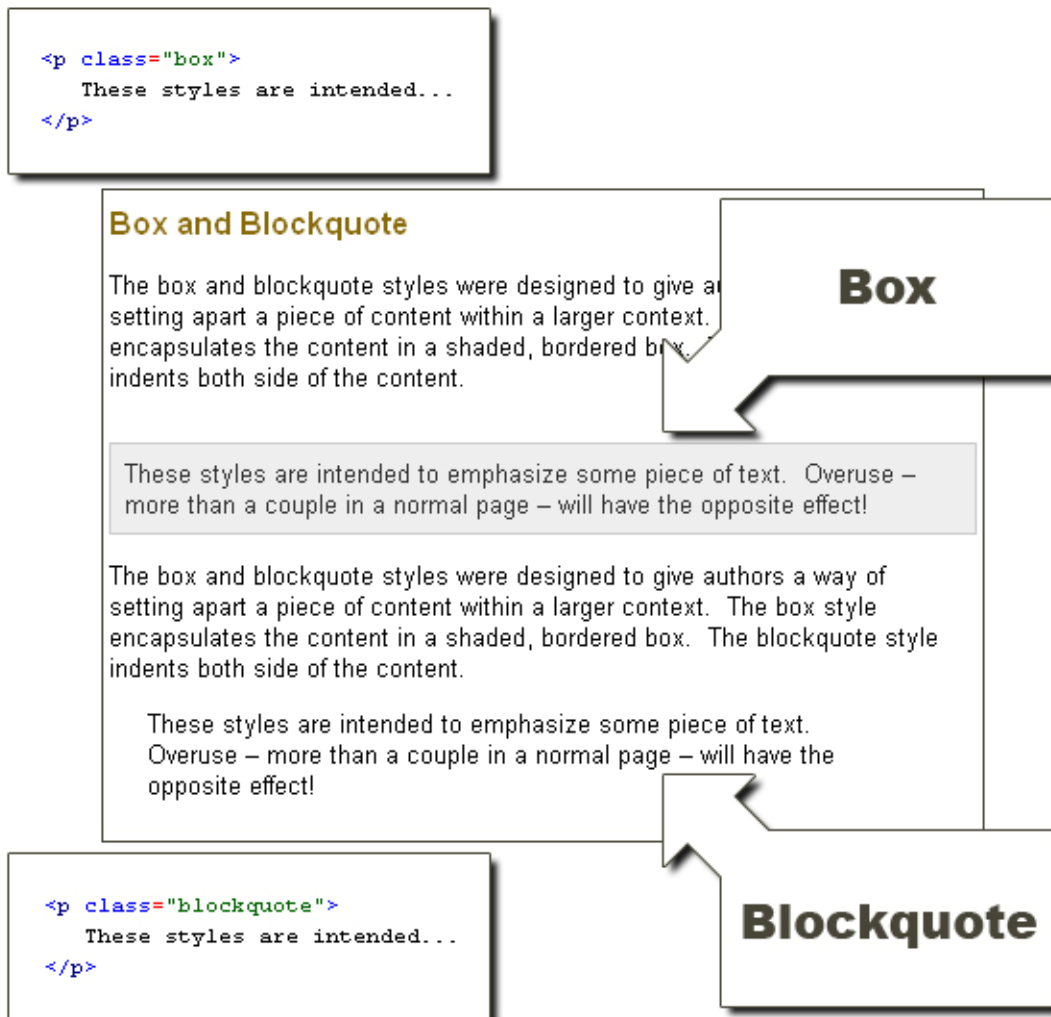


Figure 10 Box and Blockquote

Table Heading and Brown Border

These two styles were created to work in unison with each other. Several pages on the Bryant website use special areas for navigation or special interests. The `.table_heading` and `.brown_border` styles are used to create these elements.

```
<tr>
  <td class="table_heading">
    COMMUNICATION DEPARTMENT
  </td>
</tr>
```


Communication is integral to all a
of persc
ability t
essenti
interper
succes
institutions.

The Department of Communication offers a Bachelor of Communication within the College of Arts and Sciences. It offers challenging courses in the areas of:

- ◆
- ◆
- ◆ Writing
- ◆ Media production (creating television and radio programs)

Table Heading

Brown Border

<p style="text-align: center;">Table Heading</p> <p style="text-align: center;">Brown Border</p>	<div style="background-color: #c0c080; padding: 5px; text-align: center;">COMMUNICATION DEPARTMENT</div> <ul style="list-style-type: none"> About the Department Programs Faculty Research Co-curricular Opportunities News <div style="background-color: #c0c080; padding: 5px; text-align: center;">SPOTLIGHT</div>  <p>Wilberte Paul '07 chose Communication because the "professors make it interesting. classes are different from other classes at Bryant cause they are taught by the best, funniest, most personable others."</p>
--	--

```
<tr>
  <td class="brown_border">
    <a href="about">About the Department</a><br>
    <a href="programs">Programs</a><br>
    <a href="faculty">Faculty</a><br>
    <a href="research">Research</a>
  </td>
</tr>
```

Figure 11 Table Heading and Brown Border

Alerts

The alert style is simply a red font application. Use this as another method of bolding or emphasizing some text. There are block and inline styles available and the minimal use guidelines for section headers, boxes, and blockquotes are strongly suggested for alerts, as well.

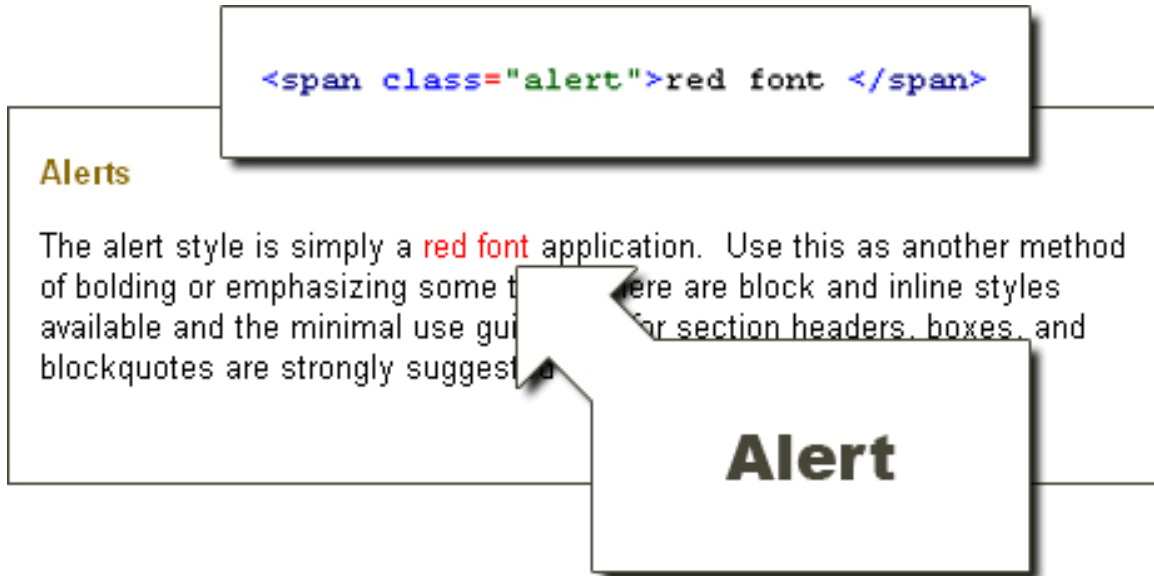


Figure 12 Alerts

Fine Print and Spotlight Text

The fine print and spotlight text styles are designed for minimizing text and fitting text into special applications, respectively. Since they are similar in appearance and code application, a single example using the spotlight text style is shown.

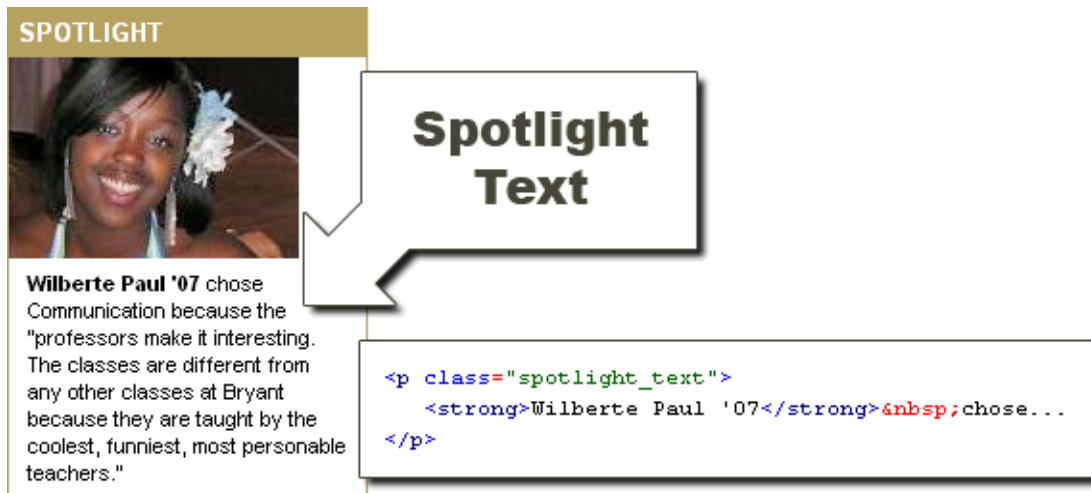


Figure 13 Spotlight Text