

KCC Website Page Author Style Guidelines

Please note that the KCC website is primarily a function of the Public Information and Marketing Department and that the primary audiences it's designed to serve are prospective and current students. These audiences and their needs take precedence over all other concerns.

The Page Author role is to edit page content to make sure it's accurate and up to date. Page Authors edit body content only; they should not create or delete pages, edit page titles or menu labels. Page Authors should only edit pages they have access to within their department's purview.

All pages on the website should be as accurate, clear, clean and consistent as possible to serve users both from a performance/functionality and an aesthetic standpoint. Users should be able to find the information they're looking for without looking too hard, and the site should look good in the process.

Text Guidelines

- All text should be aligned left. No right- or center-aligned text should be included on your web pages.
- Bolding and italics should be kept to a minimum.
- Nothing should be written in all caps.
- No colored text. The exceptions are pre-existing styles for titles and some headers, which are orange.
- If you can say it in less words and still be clear, you should.
- Invert the pyramid, i.e. put the most important information at the top.
- The simpler and clearer the language, the better. Directions should be as clear as possible.
- Phone numbers should be 10 digits, including the area code without parentheses. Extensions should follow lowercase and abbreviated as in the example. **Example:** 269-965-3931 ext. 2084.
- In most cases, numbers 10 and higher should be expressed using digits. Numbers nine and lower should be spelled out. The exceptions are figures like currency, which should always be digits.
- Times should be written before dates, with the a.m. and p.m. lowercase and with periods. Do not include minutes if there are none. Use "noon" and "midnight" as opposed to "12 p.m." or "12 a.m." Ranges within the same a.m. or p.m. timeframe only need the designation after the final time, as indicated in the examples. **Examples:** 1 a.m.; 3:15 p.m.; 1 a.m. to 3:15 p.m.; 1 to 3:15 p.m.

- Times should precede days which should precede dates. **Example:** 1 p.m. Monday, Jan. 5.
- Days should be spelled out, while most months should be abbreviated: Jan., Feb., March, April, May, June, July, Aug., Sept., Oct., Nov., Dec.
- Email should be written as email, not Email or E-mail or e-mail.

Image guidelines

***Note:** Below are general image guidelines for the website, but it's recommended to consult with the Public Information and Marketing Department about image use before uploading images to the site.

- Generally, all images should be sharp, high-quality color images of appropriate resolution (72 dpi or higher), and should follow the basic rule of good composition. In other words, they have to be pleasing to the eye. But they should also be representative of the page they are on in some way.
- Pixel dimensions for images to “interior pages” that fall “below” landing pages on the page-level menus should be displayed at 430 pixels wide and no larger than 1000 pixels wide when uploaded. The vertical height can vary but they should still be considered “horizontal” photos, meaning they should be relatively shorter than they are wide.
- The first photo on any page should appear at the top, directly under the page title. Interior page photos should always appear at the top, aligned right.
- Some exceptions may be made in the case of adjunct photos/headshots aligned left of small bodies of text. We will advise on standard size at a future date. Generally no image should appear less than 150 pixels square, which is thumbnail size.
- Use “family friendly” content, i.e. no blood, body fluids, nudity, etc.
- Use no more than three images per page, spread out at a consistent, balanced distance. Pages requiring more photos may be better served with a photo gallery.
- Photo galleries may be embedded. See Simon for more information.

Headings

- Use a hierarchy for headings, beginning with Heading 2, then Heading 3, then Heading 4, etc.
- Always include a section of introductory Paragraph-styled text between the page title and the first heading.

- In headings, use title case. The generally means capitalizing the first letter of words four letters long or longer. We also use an ampersand -- & -- in place of the word “and” in headings and titles.

Links

- Page authors **MUST** link through keywords and phrases rather than generic text like “click here.” This is for accessibility purposes.
- All linked text **MUST** be bolded to provided adequate contrast. If punctuation immediately follows bolded text, bold the punctuation as well, **like this**.
- Links must have an objective purpose or value for your pages’ users. Do not link to personal or third-party sites unless they are officially related to your area’s specific focus.

Lists

- For most lists, use bullets. Numbered lists should only be used for sequential actions where the numbered order is necessary.

Videos

- Videos should be embedded from a major online hosting platform, preferably YouTube. To link from YouTube, copy the URL of the video meant to go on your page and paste it where you want it using the Visual Editor, making sure you don’t let the URL go live as a link. Then click “Update.” The CMS will recognize the URL and convert it into the video on your page.
- In most cases, embedded video dimensions should be 480 by 360 or 560 by 315. See Simon for information about aligning videos to the right.

Other considerations

- The primary audience for the website is prospective students.
- Do not post personal content on College web pages.
- **Page Authors should not create or delete pages, menu items or widgets.** If you’d like to request a new page, menu item or widget, contact someone from the PIM Department.
- Page Authors should check their pages for accuracy/currency at least two times each semester.

- Admins check updates regularly and adjust pages accordingly for consistency with the above style guidelines. **Any content that does not adhere to the above guidelines may be edited by admins to conform at any time.**