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I. Overview

The purpose of this document is to provide guidance when designing and developing resources to be implemented within the context of the University of Chicago’s Web portal, myUChicago.

This style guide contains information on the acceptable use of a range of design elements and techniques including coding standards, color palate, typographical elements, imagery, and branding, among other things. This document is to be viewed as the authoritative guide to all decisions related to design.

Any questions or discrepancies between this document and myUChicago, as well as issues that arise which are not explicitly addressed within the scope of this style guide, should be directed to Web Services and the Portal Project Manager.

II. Coding Standards

In order to keep myUChicago accessible to the greatest number of users, regardless of the specific technology used to access the resource, it is imperative that all coding is done using valid XHTML and CSS and that content, style, and behavior layers remain separate. Once coding is complete, all pages must be validated to ensure these goals have been met.

a. XHTML

i. Doctypes should be declared XHTML 1.0 Transitional
ii. Charset should be UTF 8
iii. Tables should only be used when presenting tabular data, never for the sole purpose of layout
iv. Comments should be used wherever possible to mark where specific elements begin and end
v. <h1></h1> tags are used for the portlet chrome, and should be considered reserved elements
vi. Main headings contained within portlets used to identify groups of content or links should carry <h2></h2> tags
vii. Heading subordinate to the main heading should be in successive <h> tags (h3, h4, etc.)
   Example: <h2>Main Heading 1</h2>
   <h3>Sub Heading 1</h3>
   <h2>Main Heading 2</h2>
   <h3>Sub Heading 2</h3>
   <h4>Sub Heading 2.2</h4>
viii. Paragraph text should be wrapped in <p></p> tags
ix. Lists of links should be formatted into lists as follows:
x. Use <strong></strong> for bold and <em></em> for italic, if defined in the individual portlet specification

xi. Close ALL tags

xii. Use lower case letters for ALL tags

b. CSS
i. Style sheets (CSS) should be used for all positioning and visual design. Inline styles should be avoided.

ii. CSS files should contain comments thoroughly describing which elements are being controlled by the various styles

iii. CSS files should be called from the “uofchicago.css” file using the @import method:

   ```
   @import url("new_style_sheet.min.css")
   ```

   1. Where appropriate, styles may be integrated into the general myUChicago portlet style sheet: uofchicago_portlet_content.css. External developers should consult with the portal project team to determine the best course of action

iv. Classes used to style portlet elements and content should be taken from the global myUChicago style sheets. Exceptions to this include portlet content that has not current analogy in the Portal framework. In such cases, styles should be sent to the Portal project team for review and approval.

   1. For a list of current class names relevant to your individual project, email Chris Riedel at criedel@uchicago.edu

v. Class names developed for specific portlets should make use of the Fluid naming convention. More information can be found here: http://wiki.fluidproject.org/display/fluid/Class+Name+Conventions

c. Accessibility
i. Technology developed for use in the portal should be accessible to both mouse and keyboard users

   1. Mouse-driven actions that present the user with important information should be avoided if possible. If these actions are necessary, a keyboard equivalent should also be implemented

ii. Images used in development must carry defined “alt” tags. This can be ignored ONLY IF the image is not informative to the user (i.e., a transparent GIF used for layout/display purposes. A background image, etc.)

iii. Text/background or element/element color pairs that have a contrast ratio less than 4.5:1 should not be used
iv. Colors should NOT be used as the sole means for conveying information (ex.: red=important).

v. Frames should be avoided unless there are no alternate means to display critical information

vi. Additional information related to accessibility can be found in the University Web Accessibility Guidelines document, located at: [URL TBD]

d. Validation

i. All code developed for use in the portal should be run through a standard validator to check for potential issue areas. A few options are listed here:

1. XHTML
   a. http://validator.w3.org/

2. CSS
   a. http://jigsaw.w3.org/css-validator/

3. Accessibility
   c. http://wave.webaim.org/
   d. http://fae.cita.uiuc.edu/
      (To Test Color Contrast)

ii. All technology developed for use in myUChicago should be subjected to thorough user testing prior to implementation

   1. A test script should be written for each resource, and for each user group of that resource
   2. Testers should be secured from each user population
   3. Test feedback should be evaluated, bugs fixed, and appropriate enhancements integrated prior to releasing the resource into the portal environment

III. Content

To ensure visual consistency and overall usability, all content designed and developed for display within myUChicago must follow standard formatting guidelines. This includes typographical elements, color usage, icons and imagery, and general page layout.

a. Typography
i. All fonts used within the myUChicago framework must be in the typeface Verdana. Fonts are specified in the global style sheets. Any custom styles developed must include Verdana as the standard typeface, or else leave the font-family undefined.

ii. Font sizes should be flexible (using the css % or em definitions)

iii. Special characters should be implemented using the appropriate encoding methods (ex.: “—” should be coded “&mdash;”). If encoded characters are not available, they should not be used.

iv. Headings are used to organize content within a given set. Heading styles available for use are h2, h3, h4, h5, and h6. They should nest according to the priority of the content being displayed (h2 coming before all other heading definitions; h6 coming after all other heading definitions). Heading definitions should never be used as a simple font treatment. Colors and font sizes (as defined in the global style sheet) are as follows:

   1. h2 {color: #767676;}
   2. h3 {color: #767676;}
   3. h4 {not currently defined}
   4. h5 {not currently defined}
   5. h6 {not currently defined}

Other heading styles can be developed by creating classes and applying them to a given heading tag (ex.: <h2 class="new_style"></h2>) as long as they don’t violate the basic rules outlined in this document. If new styles are developed, style information and class names must be given to Web Services for review and integration into the global style sheets.

v. Links contained within the portal—including links within individual portlets—will follow the same general style as basic text (fonts, sizes, positioning, etc.). In addition, all links must be clearly identifiable within the context of other text.

   1. Link colors are defined globally as followed:
      a. General: a:link{ color: #155f83;}
      b. Hover: a:hover{ color: #767676;}
      c. Active: a:active{ color: #155f83;}
      d. Visited: a:visited{ color: #155f83;}

   2. Link rollover states MUST be defined as follows:
      a. General: a:link{ text-decoration:none;}
      b. Hover: a:hover{ text-decoration:underline;}
      c. Active: a:active{ text-decoration:none;}
      d. Visited: a:visited{ text-decoration:none;}

b. Color Palette

   i. myUChicago makes use of the University’s signature and secondary color palettes for all elements implemented within the portal framework. (Colors can be found here:  

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Any modifications or additions to myUChicago must make use of the approved color scheme.

1. Header  
   a. Primary=#FFFFFF, secondary=#989892, text=#767676

2. Footer  
   a. Primary=#EAE9E1, text=#767676

3. Backgrounds  
   a. Framework background: #EAE9E1,  
   b. Portlet background: #FFFFFF

4. Text  
   a. Basic text: #474740  
   b. Header text: #FFFFFF  
   c. Footer text: #767676  
   d. Links: #155F83  
   e. Errors: #800000  
   f. Special Cases

5. Portlet Chrome  
   a. Header Color: Colors are defined by each portlet’s associated content type and are as follows:  
      i. Administration, Contacts: #58593F  
      ii. Announcements, My Information: #800000  
      iii. Life & Well Being: #8A9C45  
      iv. Cnet Authenticated Systems: #C16622  
      v. My Personal Content: #350E20  
      vi. News, Features, Entertainment, Calendars: #D6D6CE  
      vii. Research, Search: #155F83  
   For portlets being developed outside of Web Services, the portal project manager must be consulted to determine the best fit for content type definition.

   b. Portlet Background: #FFFFFF

6. Page Layout  
   i. The general page layout for myUChicago is defined globally in the myUChicago skin style sheets. Changes to this skin require review and approval by the Portal Stakeholder Committee (PSC).

7. Forms  
   i. Forms developed for use in myUChicago should follow the general rules laid out in this document. Styles have been developed for form elements, defining:  
      1. Padding around all form elements  
      2. Graphics to be used for all buttons  
      3. Font sizes and colors for form labels and information
ii. Forms elements should make use of the <label> tag to aid with accessibility
   1. Labels should wrap both the text of an element AND the element itself. Ex.:
      a. <label>This is a text field: <input type=”text” />
   
iii. Forms should make use of the <fieldset> and <legend> tags to define grouped information where appropriate. Ex.:
   1. <fieldset>
      <legend><strong>Step One: Personal Information</strong></legend>
      Name: <input type="text" SIZE="20">
      Email: <input type="text" SIZE="20">
   </fieldset>

e. Errors
   i. Error messages delivered within the portal framework should make use of the following format:
      1. Content: “ERROR: {Specific error message is written here.”
      2. Font size: font size and spacing should follow the same general style as the overall portal.
      3. Color: #800000

f. Content-specific functionality
   i. JQuery toggle functionality has been implemented in myUChicago portlets as a way to show and hide long lists of content. Global styles have been created for these toggles and are as follows:
      1. The heading for each toggled category will carry the class “toggle_head”
      2. The content area that is being expanded and collapsed will carry the class “toggle_body”
      3. “+” and “-” icons will be used to display the current toggle state. These icons are currently being implemented as plain text, with font sizes defined in the global style sheets.
      4. Other elements within these toggles will use the same global styles as other portal and portlet content
   ii. Tab functionality has been used for various portlets. These make use of the JQuery UI styles and icon sets. To implement a tabbed portlet, contact the portal project for specific class definitions and linked file locations.

IV. Branding

myUChicago has been branded to stand out as a University related resource, while establishing its own unique identity within the context of other University Web
resources. All development related to myUChicago MUST follow the established brand without breaching the main University brand guidelines.

a. **University Logo and Wordmark**
   i. The University of Chicago logo and wordmark are implemented in the footer on each page within myUChicago. This is the only location these items should be placed.

b. **myUChicago Wordmark**
   i. myUChicago has been branded with a unique wordmark designed to differentiate the portal from other University resources, while at the same time associating it with overall University of Chicago branding efforts.
      1. The myUChicago wordmark appears in the header of each page or “tab” within the portal. It should not appear in individual portlets
      2. The myUChicago wordmark uses the Gotham Bold and Gotham Book typeface. No other fonts should be used when recreating this brand element
      3. myUChicago uses the University’s signature maroon color (see [http://identity.uchicago.edu/guidelines/palette.shtml](http://identity.uchicago.edu/guidelines/palette.shtml) for color definitions). The wordmark can also be recreated in white, black, or grayscale.

c. **Chrome**
   i. Titles
      1. Portlet titles are intended to be descriptive elements informing users of the content found within a given portlet. As such they should use clear, concise language, and avoid jargon or obscure references.
      2. Titles should relate directly to the content of the portlet. Avoid using unrelated terms or concepts that could appear misleading to users
      3. Titles must use no more than 30 characters to avoid wrapping. Titles that are too long will be edited in order to ensure a consistent user experience
   
   ii. Colors
      1. A set of seven portlet chrome colors have been defined for use, and relate to the content types found within a given portlet. Please refer to **section III.b.5 of this document** for more information.
      2. Chrome colors must be defined in accordance with this scheme. For portlets developed outside of Web Services, please consult with the portal project team to determine the appropriate color/content type definition.

   iii. Icons
1. All functionality icons used for portlets within myUChicago must be from the “chameleon” icon set. For development internal to Web Services, the set can be found at: tank5\web services\graphics\icons\chameleon\. For development external to Web services, contact the portal Project Manager for access to the required icon set.

2. Functionality icons included in the portlet chrome should have a default color of white, changing to dark grey (#333333) on rollover. The sole exception to this is the lock icon—implemented in portlets defined as “locked” within the portal—which should always have a default color of dark grey, and no rollover state.

V. Graphics
   a. myUChicago Framework
      i. The portal has been designed as an information gathering tool and as such relies on a clean, uncluttered appearance. The only graphics that have been integrated into the overall design include the myUChicago wordmark, the University of Chicago logo and wordmark, and approved icons (as referenced in this document). No other graphics should be implemented as a part of the overall portal design.

   b. Portlets
      i. Portlets that exist in myUChicago follow a standard format that relies heavily on clean design. Images can be included in portlets, but should be used sparingly, and only to convey necessary information to the user. Images should not exceed 150px x 150px. If exceptions need to be made, Web Services and the Portal Project Team should be consulted prior to implementing final design.

VI. Multimedia

Currently no multimedia assets are included within the myUChicago framework. External developers interested in including multimedia assets in their portlets should contact the portal project team for guidance.

VII. Appendix

TBD