

# ST. MARY'S UNIVERSITY



## ST. MARY'S UNIVERSITY WEB STANDARDS

*Updated March 1, 2018*

## EXPECTATIONS FOR ST. MARY'S WEBSITE

- Responsive (content automatically resizes and moves based on screen size)
- Secure (SSL certificate is installed and enforced)
- Accessible (WCAG 2.0 level AA & section 508 compliant)
- Compatible with web browsers and devices used by more than 5% of our visitors

## CORE STYLING

- Color palette: #003366 (dark blue) #f2bf49 (gold) #ffffff (white) #444444 (dark gray)
- Backgrounds are either solid white or our basketweave pattern (image-on-gradient-on-solid):



- Font: Mukta Mahee from Google Fonts. Set <body> font to 21px with 1.6 line-height.
  - Body text: 1em; dark gray on white background, or white on dark blue background; gold text may be used on dark blue background for emphasis, but never gold text on a white background
  - Headings: use 1.1 line-height; dark blue on white, or white on dark blue

<h1> 3em	<h2> 2em	<h3> 1.7em	<h4> 1.6em	<h5> 1.5em	<h6> 1.25em
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- Links are underlined unless otherwise clearly visually marked (i.e. with a button style)

	Default state	Hover or focus: “pressed” look
Primary CTA – use sparingly for most important CTA		
Secondary CTAs on white		
Secondary CTAs on dark blue		

- Primary navigation collapses to a hamburger menu on small screens
- Sidebars appear to the left of main content (desktop) or below main content (mobile)

## CODING STANDARDS

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- Use semantic HTML5 (i.e. <nav> and <aside> instead of <div>) as screen readers and search engines understand these and provide a basic level of built-in accessibility
- Write tags in lowercase (i.e. <body> not <BODY>) for consistency
- Minify and combine CSS and JS files; avoid inline css (i.e. <div style="font-size:2em;">), to improve loading speed and ease in locating styles
- Use CSS wherever possible (i.e.: sentence-case HTML with text-transform:uppercase so screen readers don't spell uppercase words letter by letter)
- Code mobile-first (not just responsive, but base styles cover smallest viewport)
- Use live HTML text wherever possible; avoid PDFs and text within images (so assistive technology and crawlers can more easily interpret and output all information)
- Specify sizes in ems or rems rather than pixels (so that if visitors zoom in or increase font size, layout does not break)