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Homepage

This layout has been created as the homepage for colleges and divisions. It includes non-editable regions, a slideshow or static hero image banner, and interchangeable widgets that vary in widths. The template is flexible. You can adjust the number and type of elements displayed.

The homepage is the face of your college or division. It should clearly identify your purpose. To achieve maximum visual impact, keep the page image-rich and text-light.

Left: Homepage top-half
Right: Homepage bottom-half
Lower level page with sidebar navigation
ACTIVITY & SERVICE (A&S) FEE

What are A&S fees?

The MSU Board of Trustees has established an activity and service fee (A&S Fee) that is collected as a component of tuition and fees and is supported by the University allocated income from an activity fee fund. The Student Activity and Service Fee shall be expended for local programs to benefit the Student Body in general. This shall include, but shall not be limited to: student center programs and services; student newspaper; University publications; the MSU Recreation Center; University sponsored concerts, lectures, and cultural events; the Student Activity Center; and the Student Union. The purpose of activities and programs supported by the Student Activity and Service Fee shall be directed to the general welfare of the Student Body.

Below you will find data related to the fees you paid during the year your A&S Fee is charged.

A&S Fee Expense Budget Distribution
2016-2017 Academic Year

- Student Activity Center
- Student Union
- University Publications
- Recreational Programs
- Student Center Programs
- Student Activity Fund

*Figures subject to change due to updated budget distribution.*
Consistent Page Elements

Header

Every page has a consistent header, which is “Florida Atlantic University” followed by the Owl Head and the name of the College, Department, or Division. No individual department or division logos are used.

Top: Homepage header
Bottom: College of Business Header
Mega Menu

Every page has a mega menu directly below the owl head. The links in this menu are fully editable and provide important links for each respective column.

Top: Homepage menu collapsed
Bottom: Homepage menu opened
Carousel

Some pages display a carousel. The design of the carousel is standard. There should be no text added to the image in any location. Any text displayed in a carousel is added via Omniupdate. There is a dark blue gradient on the bottom of each carousel image. The font is Avenir and is always in all upper-case letters. Images displayed on the carousel must be properly cropped and not distorted or warped in any way. They must be able to accommodate white text overlaid on top of the image on desktop, tablet, and mobile. It is recommended that you test the carousel function after uploading images to make sure that any text is readable on multiple devices.

Desktop: 1920x890

CAMPUS RECREATION: ENHANCING THE SOCIAL AND PHYSICAL WELLBEING OF THE FAU COMMUNITY

LEARN MORE
Header Banners

Internal pages may display a header banner. This is to provide visual interest and must be somehow related to the content. It is recommended to use bright and clear photographs resized from high-resolution images. There should be no text added to the image in any location. Images displayed as a header banner must be properly cropped and not distorted or warped in any way. It must not include text or clip art. It is recommended to stay away from concept art found commonly on stock image websites, and include students, faculty, staff, or academic-related images only.
Widgets

Page content can be made in the form of widgets. This allows you to show information in various, dynamic and interactive ways keeping the visitor engaged. It is important to not deviate from the standard widget design.

Widgets can have a plain white background or a dark background. They can display content in one, two or three columns. While there is flexibility in how to organize and display your content, the design elements must not be changed. Titles are in all capital letters and dark blue if on a white background, or white if on a dark background. Titles can include one active icon in the beginning but nowhere else.
Footer

Every page has the same footer and they all include the splash graphic.
Avenir has been chosen as a functional typeface that best represents the voice of the university and enhances the strength of FAU's brand with consistent use. Different sizes and weights allow for various uses without degrading the FAU brand. Correct and consistent use of this official typeface helps reinforce the university's identity.

**Typography**

- **font-family: Avenir**
  
  a b c d e f g h i j k l m n o p q r s t u v w x y z  
  A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
  1 2 3 4 5 6 7 8 9 0

- **font-family: Avenir-light**
  
  a b c d e f g h i j k l m n o p q r s t u v w x y z  
  A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
  1 2 3 4 5 6 7 8 9 0

- **font-family: Avenir-bold**
  
  a b c d e f g h i j k l m n o p q r s t u v w x y z  
  A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
  1 2 3 4 5 6 7 8 9 0

- **font-family: Avenir-oblique**
  
  a b c d e f g h i j k l m n o p q r s t u v w x y z  
  A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
  1 2 3 4 5 6 7 8 9 0
Prioritize all messaging on the page by designating appropriate headings H1-H6. There can only be one H1, followed by H2, H3 and so on, including designation of paragraphs and lists.

**Page/Post Heading h1**

H1 tags should be reserved for page titles or widget titles.

**LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISICING ELIT. VEL QUOD ALIAS IPSUM ILLUM IURE DOLORE INCIDUNT DISTINCTIO MODI.**

**Page/Post Heading h2**

To be used as subheadings for content on the page.

Lorem ipsum dolor sit amet, consectetur adipisicing elit. Vel quod alias ipsum illum iure dolore incidunt distinctio modi, esse, minima mollitia in deleniti, ducimus, ipsam repellendus similique fuga hic veniam.

**Page/Post Heading h3**

Best used as paragraph titles.

Lorem ipsum dolor sit amet, consectetur adipisicing elit. Vel quod alias ipsum illum iure dolore incidunt distinctio modi, esse, minima mollitia in deleniti, ducimus, ipsam repellendus similique fuga hic.
Tag: p
To be used for body copy. Most of the type used throughout the website is in this tag.

Lorem ipsum dolor sit amet, consectetur adipisicing elit. Porro ab, sequi dolor reiciendis obcaecati odio eveniet veritatis rerum illo, quisquam. Consequuntur voluptas animi praesentium fugiat, neque laboriosam quae

Tag: small
To be used for image descriptions, credits, or information that does not need to be prominently displayed.

Lorem ipsum dolor sit amet, consectetur adipisicing elit. Porro ab, sequi dolor reiciendis obcaecati odio eveniet veritatis rerum illo, quisquam. Consequuntur voluptas animi praesentium fugiat, neque laboriosam quae

Tag: ul
To be used for unordered lists (lists with bullet points).

- Lorem ipsum dolor sit amet, consectetur adipisicing elit. Ducimus minima asperiores incidunt libero itaque.
- Omnis et ex, voluptatum maxime ab excepturi praesentium corporis ratione id perspicatis nesciunt.
- Nostrum sint at temporibus impedit molestias voluptas in debitis earum dolorum numquam harum est iusto ipsam, fuga iste provident odit, quas recusandae fugit sit a possimus et eius consectetur! Id.

Tag: ol
To be used for ordered lists (lists with numbers).

1. Lorem ipsum dolor sit amet, consectetur adipisicing elit. Ducimus minima asperiores incidunt libero itaque.
2. Omnis et ex, voluptatum maxime ab excepturi praesentium corporis ratione id perspicatis nesciunt.
3. Nostrum sint at temporibus impedit molestias voluptas in debitis earum dolorum numquam harum est iusto ipsam, fuga iste provident odit, quas recusandae fugit sit a possimus et eius consectetur! Id.

Blockquote
To be used for quotes.

Lorem ipsum dolor sit amet, consectetur adipisicing elit. Porro ab, sequi dolor reiciendis obcaecati odio eveniet veritatis rerum illo, quisquam. Consequuntur voluptas animi praesentium fugiat, neque laboriosam qua

Separator
The page separator is a solid blue line that is used to divide widget titles from their content. Can also be used to separate content on a webpage.
Use only the colors shown to ensure all pages adhere to approved FAU brand standards and guidelines. This will create strong visual consistency and professional impact throughout the website.

<table>
<thead>
<tr>
<th>Class</th>
<th>color: color--blue</th>
<th>background: bg--blue</th>
<th>border: border--blue</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>HEX: #003366</td>
<td>RGB: rgb(0, 51, 102)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Class</th>
<th>color: color--blue-hover</th>
<th>background: bg--blue-hover</th>
<th>border: border--blue-hover</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>HEX: #004080</td>
<td>RGB: rgb(0, 64, 128)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Class</th>
<th>color: color--blue-light</th>
<th>background: bg--blue-light</th>
<th>border: border--blue-light</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>HEX: #3a6c99</td>
<td>RGB: rgb(58, 108, 153)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Class</th>
<th>color: color--red</th>
<th>background: bg--red</th>
<th>border: border--red</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>HEX: #cc0000</td>
<td>RGB: rgb(204, 0, 0)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Class</th>
<th>color: color--gray</th>
<th>background: bg--gray</th>
<th>border: border--gray</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>HEX: #737373</td>
<td>RGB: rgb(115, 115, 115)</td>
<td></td>
</tr>
</tbody>
</table>

The following color classes are designated for use on form submissions and feedback. They are not meant to be used on the website outside of form feedback.

<table>
<thead>
<tr>
<th>Class</th>
<th>color: color--success</th>
<th>background: bg--success</th>
<th>border: border--success</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>HEX: #00ff00</td>
<td>RGB: rgb(0, 255, 0)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Class</th>
<th>color: color--valid</th>
<th>background: bg--valid</th>
<th>border: border--valid</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>HEX: #3a6c99</td>
<td>RGB: rgb(58, 108, 153)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Class</th>
<th>color: color--error</th>
<th>background: bg--error</th>
<th>border: border--error</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>HEX: #cc0000</td>
<td>RGB: rgb(204, 0, 0)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Class</th>
<th>color: color--alert</th>
<th>background: bg--alert</th>
<th>border: border--alert</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>HEX: #ff6700</td>
<td>RGB: rgb(255, 103, 0)</td>
<td></td>
</tr>
</tbody>
</table>
Form Elements

Form elements cannot be modified. However, please see the user interface design for various form elements available, including off state, selected state, error and success.

Field Input

<table>
<thead>
<tr>
<th>Input</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>hello world</td>
<td></td>
</tr>
<tr>
<td>error</td>
<td></td>
</tr>
<tr>
<td>disabled</td>
<td></td>
</tr>
</tbody>
</table>

Select Box

<table>
<thead>
<tr>
<th>Option</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Option 1</td>
<td></td>
</tr>
<tr>
<td>error</td>
<td></td>
</tr>
<tr>
<td>disabled</td>
<td></td>
</tr>
</tbody>
</table>

Text Area

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quaerat cumpr, est, pariatur expedita reprehenderit fugiat quis labore perspiciatis aliqua ea voluptate assumenda accusantium quid fugás esse possim omnis exceptur beatet.

error: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut dignissimos nam blanditis, voluptates ullam sequi. Verò neque ducimus et maiore obcaecati reprehenderit atque expedita esse dolores accusamus, corrupti blanditiis perferendis.

<table>
<thead>
<tr>
<th>Input</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>disabled: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Voluptatum ex xa facili, aliquud sed unde magnam illo molestias in</td>
<td></td>
</tr>
</tbody>
</table>

Checkbox Radio Button

<table>
<thead>
<tr>
<th>Label</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>label</td>
<td></td>
</tr>
<tr>
<td>checked</td>
<td></td>
</tr>
<tr>
<td>error</td>
<td></td>
</tr>
<tr>
<td>disabled</td>
<td></td>
</tr>
</tbody>
</table>

Buttons

<table>
<thead>
<tr>
<th>Button</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUTTON</td>
<td></td>
</tr>
<tr>
<td>BUTTON CLASS ERROR</td>
<td></td>
</tr>
<tr>
<td>BUTTON:DISABLED</td>
<td></td>
</tr>
<tr>
<td>BUTTON TAG CLASS BUTTON</td>
<td></td>
</tr>
<tr>
<td>BUTTON TAG:DISABLED</td>
<td></td>
</tr>
<tr>
<td>BUTTON TYPE:SUBMIT</td>
<td></td>
</tr>
<tr>
<td>BUTTON TYPE:SUBMIT CLASS ERROR</td>
<td></td>
</tr>
</tbody>
</table>
Offer information in layers

Many people now view online content on tiny cell screens. For the best user experience, keep copy short on main pages and build text links into your content with clear call to action statements guiding audience to next steps or deeper pages with important details.

Avoid dated expressions and techniques

Many in our current target audience prefer touch-screen devices and the next generation has practically been raised on them. With fewer people using a mouse or other physical tracking device to navigate sites, the call-to-action expression “click here” is not as relevant as it once was. Instead, describe where they’ll link to, what they’ll see, or what they’ll get. Example: “download brochure”.

Also, avoid specific references to where an element is located on page: Apply “at right”. See the chart “below”. With a responsive website, the location of copy, photos and other elements can change based upon the device viewing it.

Less is more: write for scanning – not reading

Busy people want highlights before deciding to read further. Keep intros short and tell your story in a series of bolded subheads. Use body copy to support each subhead with a few details.

Always look for visual ways to share information

Bullets, charts, graphs, infographics and images are great techniques to convey a lot of data in an eye-catching way.

Remember to edit

Grabbing and keeping a busy audience’s attention requires impactful, to-the-point messaging. That rarely occurs on the initial draft. Always re-read what you wrote at least twice. Delete all filler words, cut long sentences and move unrelated points to a different page.

Keep it conversational

Overly formal or complex writing can sound unfriendly and dated—particularly to millennials, our target audience. Website copy should never sound like a textbook or thesis. Avoid jargon and write in second person voice (“you” and “yours”, “our”, “we”) which sounds friendlier. Choose short, simple words over longer, more complex options, so that everyone will understand your message.
Widgets

All our new site templates support the use of “widgets”. (Widgets are pieces of independent and reusable code.) Widgets provide you with full flexibility to emphasize top points and prioritize them in any order of importance you desire.

You’ll see that each main page includes three areas specially designated for widget placement. We call these areas:

- **Position 1 (P1)** Appears as top set of widgets on the page
- **Position 2 (P2)** Appears along the middle of the page
- **Position 3 (P3)** Appears nearer to the bottom of the page

Choice of widgets and how they are prioritized is entirely up to each page owner. The FAU Widget Menu includes many pre-designed widgets meeting a wide variety of needs. Also included in that menu is a special open-ended “banner” widget that can contain any promotional message desired. Additional widgets will be available in future phases of the website roll out.
Content

LOREM IPSUM DOLOR SIT.

Content with Tabs

TITLE OF SECTION

Events List

Event title with brief description
21 JUL
Event title with brief description
21 JUL
Event title with brief description
21 JUL

Link list

TITLE LOREM IPSUM.

Brief link description

Brief link description

Brief link description

Lo
Content in two columns with tabs

2 COLUMN CONTENT

COLUMN 1 TAB 1 | TAB 2

COLUMN 1

TITLE
SUB-TITLE
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque adipiscing pulvinar, facilisis id, ornare a, euismod eget.

COLUMN 2

LOREM IPSUM DOLOR SIT.
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque adipiscing pulvinar, facilisis id, ornare a, euismod eget.

Downloads List

DOWNLOADS

- Brief description of download
- Brief description of download
- Brief description of download
- Brief description of download

Links with sub-sections

TITLE LOREM IPSUM DOLOR SIT AMET.

Choose One

EXTERNAL LINK

Link list with details

RELATED LINKS

Title
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat...

Title
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat...

Title
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat...

Title
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat...
Link breakdown

Intro text with call to action.

Request Info

REQUEST INFO

What would you like to know more about?

- Undergraduate Programs
- Graduate Programs
- Executive Programs
- Financial Aid
- Scholarships
- Campus Housing
- Healthy Aging
- Other

Name
Email
Student Type
Submit

Instagram Feed

#FAU

MORE
UPCOMING EVENTS

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Dolorum, accusantium.

<table>
<thead>
<tr>
<th>Programs</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Dolorum, accusantium.</td>
<td>June 24 - July 15, 2017</td>
</tr>
<tr>
<td>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Magnam, et alias facere nesciunt ssepe voluptatem sed nulla mollit et sequi, reprehenderit consectetur dolore voluptates, tate enim dignissimos iio placeat!</td>
<td>add to calendar</td>
</tr>
<tr>
<td>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Dolorum, accusantium.</td>
<td>June 24 - July 15, 2017</td>
</tr>
<tr>
<td>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Dolorum, accusantium.</td>
<td>June 24 - July 15, 2017</td>
</tr>
</tbody>
</table>

LOREM IPSUM DOLOR SIT.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quae quas adipisci asperiores beatae porro, hic totam ullam, aperiam expedita maiores provident vitae repellat quidem. Id obcaecati doloremque ipsa modi pariatur... MORE
FAU has purchased a robust icon set containing more than 5,000 different icons: all embody a clean, modern look and feel that complements our website design strategy. Each page owner should find plenty of choices to meet any communications need site wide.

To maintain FAU website consistency and design integrity, please do not use icons from any outside sources.
Photography Mood Board

In choosing images for sliders and banners, it is important to keep in mind the three concepts that embody Unbridled Ambition® from a photography standpoint. Choosing images that fit these concepts is very important, as it keeps a cohesiveness and unity to the FAU website as a whole.

**Sunny Optimism**

Natural-looking, multicultural shots of happy students. Exterior shots with bright blue skies and palm trees. Reflects the mood and surrounding environment of FAU.
Unbounded Intelligence and Curiosity

Images of students that reflect a moment of discovery and passion for learning. An important part of expressing the Unbridled Ambition® of FAU students.
An Infectious Zest for Life

Images that reflect the nature of FAU students as active, daring, bold and eager to explore (sporting events and activities both on and off campus).
Naming Conventions

Slider Captions

The slider needs to include:

• Do not have more than 5 images on a slider
• A concise title of around 50 characters in length (i.e. From “A-Z, More Than 170 Degree Programs”)
• A short follow-up phrase providing specific details as to who, what, when, where, and why (i.e. Support your Owls)
• All words in the title are capitalized and white
• The Call-to-Action is upper-case and in a box outlined in white

Read more

If you need to elaborate on the article, use this call to action at the end of the sentence.

For example: Lipsum dolor sit amet, consectetur adipiscing elit. Read more

Image “Alt” Tags

All images should have an “alt” tag when used on a page. Alt tags need to be provided for accessibility and provides alternate text for an image, if the image cannot be displayed.

Follow these principles when creating your alt tag:

• The alt tag should describe the image
• If an image is linked, the alt tag should explain where the link goes

File/Folder Names

• Create short meaningful labels for folders and pages. Use natural descriptive language and think about how the name would read in the context of the full URL. Consider others who may be working on your site in the future when naming your files and folders.

For example: /benpay/ is confusing, but /benefits/ is acceptable. /facilitation_consultation_services/ is extremely long and could be easily replaced by /facilitation/.

• Do not use acronyms

For example: /edctfund/ is confusing, but /edu-funding/ or /funding/ is acceptable

• The url should read like a sentence and have a good flow

For example: /training/required/new-employees

• Use a full word or if you are using two words, shorten the first.

For example: if your navigation item is Undergraduate Students, you can use either /undergraduate/ or /undergrad/ or /undergrad-students/

• Avoid using numbers or special characters unless it is absolutely necessary:

For example: /archive2012/ is acceptable

• Do not use spaces in between words. Spaces convert to “%20” in the address bar, confusing and extending the URL and adds to load time. Use a hyphen for spaces, as this makes the URL easier to read.