Orientation to the Penn Web
June 23, 2010

Presenters

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## Office of University Communications

[http://www.upenn.edu/pennnews/](http://www.upenn.edu/pennnews/)

### Internal Communications
- Penn Current
- Penn Current Express
- Social Media
- Penn Web
- Campus Photography

### External Communications
- News Releases
- Source Sheets
- Social Media
- Research at Penn
- Penn Web
- Crisis communications
- Videographer
Web Services – What We Do

• Development and maintenance of the central Penn web (http://www.upenn.edu/) and the top-level university directory pages.

• Development and maintenance of the following web sites:
  • Office of University Communications: http://www.upenn.edu/pennnews/
  • Penn Current: http://www.upenn.edu/pennnews/current/
  • Office of the President: http://www.upenn.edu/president/
  • Several websites of departments that are in the President’s Center (Offices of Secretary, General Counsel, Affirmative Action, etc.)

• Creating websites for special or emergency projects. Examples: H1N1 (http://www.upenn.edu/flu/), Tsunami, Budget Communications, Haiti Earthquake

• Ensuring compliance with University of Pennsylvania branding standards throughout the Penn web.

• Providing guidance and assistance to departments and schools in the creation of their web presence, particularly as it applies to the University identity.

• Providing campus photos to departments and schools within the University. http://www.upenn.edu/pennnews/campus-photographs

• Managing the University's social media (http://www.upenn.edu/pennnews/social-multimedia) presence; Facebook, Twitter, YouTube and Flickr
The Web Style Guide was created to ensure a unified web presence. Official pages of the Penn web should appear to be visually related in order to help promote usability and to reinforce Penn’s brand identity.

This style guide applies only to official University pages. Official University pages are defined as web pages on a University web server that have been created by the University, its schools, departments, or other administrative offices. It does not apply to web pages created by individuals, such as students or faculty members.

Templates were created as a way to ensure departments have the ability to provide a consistent look and feel throughout the University.
Heavy Branded Templates

- Based on the existing design of the central Penn web.
- Created for “high-level” or “cross-university” administrative offices, such as Office of the Secretary, Affirmative Action, etc.
- There are a few different variations of the heavy-branded template available for download at: http://www.upenn.edu/webguide/style_guide/new/index.html#heavy and http://www.upenn.edu/webguide/style_guide/guidelines.html#heavy
Medium Branded Templates

- Created to provide additional design options while still remaining true to the style of the central Penn web.
- Not used for the high-level administrative offices but mostly used at department level.
- There are a few different variations of the medium-branded template available for download at: http://www.upenn.edu/webguide/style_guide/medium.html
Required Elements

Official Penn websites must contain the following elements:

1. Penn logo (department or school specific, if applicable) in the homepage and subsequent pages of their websites.
   - For example: the School of Arts and Sciences logo
   - Do not alter or manipulate the University logo or shield in any way. Inappropriate use of the logo and shield will dilute its effectiveness. The University shield may not be redrawn, reconstructed, or modified in any way.

2. All official University websites are required to include a link back to the Penn homepage (http://www.upenn.edu) in the homepage of their individual sites. The link should be easy for users to find and in a font size that is clearly visible.
   Examples:
Penn Logo

The Penn logo plays an important role in promoting the Penn brand and is important that the logo not be physically altered. With the reputation of the University it in mind we have devised a few, simple, easy-to-follow rules regarding logo usage.

1. Only use official versions of the Penn logo.
2. Do not distort or manipulate the logo in any way
3. Use is authorized only for members of the University community in applications supporting the University's mission.

Penn logos can be downloaded at:
http://www.upenn.edu/webguide/style_guide/logo.html

The official style and branding information regarding the Penn logos can be found in the Publication Services Logo Style Guide.
http://www.business-services.upenn.edu/publicationservices/download.shtml

*PennKey and Password is needed to download the EPS versions of the logo
Additional Information that can be found in the Web Style Guide

- **Official Penn Colors** [http://www.upenn.edu/webguide/style_guide/color.html](http://www.upenn.edu/webguide/style_guide/color.html)

- **Cascading Style Sheets** ([http://www.upenn.edu/webguide/style_guide/css.html](http://www.upenn.edu/webguide/style_guide/css.html))
  Information on the style sheets used throughout the central Penn web. Also includes links to helpful web sites that can help you learn more about CSS based design, how to create print style sheets, etc.

- **Typography** ([http://www.upenn.edu/webguide/style_guide/typography.html](http://www.upenn.edu/webguide/style_guide/typography.html))
  Provides detailed information on fonts used throughout the central Penn web.

- **Accessibility** ([http://www.upenn.edu/webguide/style_guide/access.html](http://www.upenn.edu/webguide/style_guide/access.html))
  Stresses the importance that web developers and content providers be cognizant of user limitations and strive to make their pages accessible to the greatest number of people possible. Includes links to helpful websites.

- **Best Practices** ([http://www.upenn.edu/webguide/style_guide/best_practices.html](http://www.upenn.edu/webguide/style_guide/best_practices.html))
  Guidelines that can help you in the creation of your site.

- **Content Guidelines** ([http://www.upenn.edu/webguide/style_guide/content.html](http://www.upenn.edu/webguide/style_guide/content.html))
Quick Tips

✓ Refer to the Penn web standards and guidelines for the proper colors, logos, suggested typography, etc.
✓ Use CSS to create the layout and style of your site.
✓ Understand the importance of search usability and search engine optimization (SEO)
✓ Always validate your work using services such as:
  - W3C Markup Validator: http://validator.w3.org/
  - W3C CSS Validator: http://jigsaw.w3.org/css-validator/
  - W3C RSS Feed Validator: http://validator.w3.org/feed/
✓ Make your life easier by using a tool like the Firefox Web Developer Toolbar Add-On. It adds a menu and toolbar with invaluable web developer tools.
✓ There are many web sites available to assist you in creating a website. Two sites that I find helpful are:
  - The Web Style Guide Online: http://webstyleguide.com/
Contact Information

- University Communications Web Team: ucomms-web@lists.upenn.edu
- Jackie Eschbach: eschbach@upenn.edu
www.upenn.edu Service

Hosting on www.upenn.edu:

http://www.upenn.edu/computing/central-host/virtual_hosts.html

Technical information:

http://www.upenn.edu/technical.html

Utilities and tools:

http://www.upenn.edu/computing/central-host/utils.html

Additional services:

http://www.upenn.edu/computing/isc/networking/rates/data/web.html

PennKey:

http://www.upenn.edu/computing/pennkey/