

## WEB BEST PRACTICES

### Colored Text

Colored text should only be used to indicate a link. Link text and color is built into the UConn Health templates for you.

Never use color to highlight text.

### Heading Hierarchy

UConn Health WordPress templates are preset with default heading styles (headline 1, 2, 3, etc.) Page headings are automatically formatted for you and use the Headline 1 style. Use heading styles in order from 2-5 for content headings and subheadings.

### Images

One component of the UConn Health brand is photography that captures the essence of UConn pride. When selecting photography, use the following as a guideline:

Photos should be actual size and full quality as captured directly by the camera. Do not crop or adjust in any way. Do not submit photos copied from websites.

Avoid the use of flash unless absolutely necessary to provide a clear picture.

The subject should be close to the camera so that the photo will require minimal cropping. Avoid distracting backgrounds.

The subject should be dressed in a respectful manner. Except for UConn gear, avoid clothing with logos or other branding.

Be sure you have permission to use all photos and graphics. Images and text taken from other websites are typically copyrighted and cannot be used without permission. Include photo credits for photographs obtained from external sources.

UConn Health has a stock photography account through [gettyimages.com](http://gettyimages.com). Please contact [web@uchc.edu](mailto:web@uchc.edu) if you wish to download a photo from Getty.

### Links

Hyperlinked text should be a noun that specifically describes the content of the page you're linking to. The words "click here" make the documents or webpage you are linking to less useable to readers and should not be used as link text. *Example:* For more information, see our course schedule. (Not, "Click here to see our course schedule.")

Generally, don't spell out a URL in page text. Instead, make words into a link that leads to that URL. *Example:* See our course schedule. (Not, "To see our course schedule, visit <http://health.uconn.edu/>.")

When making text into a link, don't include the spaces or punctuation before or after a word in the link.

If a link is broken it should be updated or removed. It is never acceptable to use strikethrough to identify a broken link.

## **Proofing and Go Live Protocol**

Proofread all text before making a single page or full website live. See **Editorial Style** below.

Check layout integrity and image quality on multiple screen sizes by either resizing the browser to desired screen size, or in Google Chrome, select menu > More Tools > Dev Tools, and click on mobile phone icon in menu bar. You can then select different mobile screen sizes.

Quality assurance test by testing web form and email delivery, functionality testing, and link checking.

Check for accessibility issues. See **Accessibility** below.

## **Tables**

Don't use tables for page layout. Tables should only be used to present data in a structured, tabular format. People with disabilities use alternative browsers such as screen readers and speech output browsers. Using alternative browsers on table-based websites can provide users with a problematic experience. Users of mobile devices (e.g., Blackberries, iPhones, Android phones) also benefit from tableless websites. Please use <DIV> tags as an alternative.

## **Under Construction**

Placeholder pages containing nothing but text such as "Page under construction" or "Information to come" will not be published. We will wait to put these pages up until the content is available.

## **Underlining**

Underlining should only be used for links so as not to confuse the reader.

## **BRANDING**

Ensure all web content, including .pdfs, .docs, etc. are brand compliant. The blue banner with the UConn Health logo and the footer are required elements and are included in the UConn Health templates. See [brand standards](#) for more information on brand guidelines.

## **Font**

Fonts are predetermined and included in the UConn Health templates. Do not change them or add additional fonts.

The font family for body text is "Helvetica, Arial, sans-serif".

## **Logo**

The primary UConn Health wordmark is required in the blue banner and is included in the template.

When the wordmark or custom wordmarks are used on a webpage, [wordmark and logo standards](#) must be followed.

## **Colors**

Color options are preset into the UConn Health templates.

## ACCESSIBILITY

Web accessibility means that people with disabilities can use the web. These disabilities can include visual, auditory, physical, speech, cognitive, and neurological ones. All UConn Health templates are designed to be ADA compliant. View complete accessibility standards on the [Brand Standards website](#).

### Testing

Test for accessibility:

- [Wave: Web Accessibility Evaluation Tool](#)
- [AChecker, Web Accessibility Checker](#)

### ALT Tags

Use descriptive ALT tags on all images.

### PDFs

PDFs should contain real text, not scanned text or images of text, and be tagged and exported correctly by enabling accessibility.

### Movement

In general, avoid or limit content that moves (e.g., blinks, scrolls, rotates, etc.). Movement on web pages is often distracting. It also decreases readability and accessibility.

Exceptions would be rotating sliders.

## EDITORIAL STYLE

Follow AP Style as a general rule of thumb.

### Academic Degrees

Use periods in abbreviations for degrees that are all caps (M.D., D.M.D.); exceptions exist where there's a mix of caps and lowercase (Ph.D., Pharm.D.)

|  |                                     |
|--|-------------------------------------|
| Master of Science – M.S.                     | Doctor of Dental Medicine – D.M.D.  |
| Master of Dental Science – M.D.S.            | Doctor of Medicine – M.D.           |
| Master of Business Administration – M.B.A.   | Doctor of Pharmacy – Pharm.D.       |
| Master of Public Affairs – M.P.A.            | Doctor of Philosophy – Ph.D.        |
| Master of Public Health – M.P.H.             | Doctor of Physical Therapy – D.P.T. |
| Master of Social Work – M.S.W.               | Juris Doctor – J.D.                 |
| Master of Science in Physical Therapy – MSPT | Sixth-Year Certificate – 6th Year   |

### Abbreviations and Acronyms

Do not use acronyms for UConn Health or UConn Health buildings. See **UConn Health Naming Conventions** b.

On first reference, spell out full formal name of organization (or other entity), followed by the acronym in parentheses; use the acronym in subsequent references (Exceptions include acronyms such as FBI, DNA, CIA, where the acronym is better known than the full title and can be used at first reference without spelling it out); avoid using acronyms where possible,

especially if there are three or fewer references to the organization in the article. Example: The School of Business has joined the Entrepreneurship Bootcamp for Veterans with Disabilities (EBV).

Plural forms of acronyms do not require an apostrophe (Example: Ph.D.s, N.G.O.s)

### **Address, Mail Code, and Room Formats**

When providing an address or contact information, follow this format:

Department or Program Name  
Street Address  
Farmington, CT 06030-XXXX  
Phone: 860.679.XXXX  
Email: [emailaddress@uchc.edu](mailto:emailaddress@uchc.edu)

Be sure to use official department/office names and titles.

Add the mail code after the zip code when including in an address. When referencing in text, use the format: MC XXXX. Don't use MC-XXXX or MCXXXX.

Room number format: AG050. Don't use AG-050 or AG 050.

Use numbers for floors, e.g., 1st Floor, 2nd Floor.

### **Ampersands and Hyphens**

Avoid using ampersands and hyphens. The one exception is if it is part of the **formal title** of a published work or of a department/organization.

### **Captions**

"From left" or "left"; no parentheses, and don't abbreviate "l to r" (Example: "From left, President Susan Herbst, Gov. Dannel Malloy" or "President Susan Herbst, left, and Gov. Dannel Malloy.")

### **Centers and Institutes**

For the formal names of the University's and UConn Health's recognized centers and institutes, refer to the following webpages for the most current lists:

- Academic centers and institutes: <http://provost.uconn.edu/centers-institutes/>
- Clinical and basic science departments and centers at UConn Health: <http://research.uchc.edu/about/uconn-health-research/centers-programs-labs/>

When a shortened form of a UConn center/institute is used on second reference, capitalize the word "Center" or "Institute". *Example:* The Center on Aging provides elders with healthy aging advice related to nutrition and disease prevention. The Center also conducts a diverse range of clinical, laboratory, and community-based research efforts.

### **Commas**

UConn Health uses the serial comma (also known as the Oxford comma). There is a comma before the conjunction in a list of three or more items. (*Example:* a, b, c, and d, not a, b, c and d).

## Date and Time

Specific dates should be formatted: month day, year (Example: June 9, 2016).

Do not include a comma when only using the month and year (Example: May 2016).

Use the word “to” in copy, not a hyphen: “from 11 a.m. to 2 p.m.,” only use an en dash in abbreviated copy, such as a calendar item or an invitation: “11 a.m.-2 p.m.”

Use “noon” and “midnight,” not 12 p.m. or 12 a.m.

Do not include “:00” for on-the-hour times, even in ranges. (Example: 9 a.m., not 9:00 a.m.)

Write a.m. and p.m. in lowercase, with periods between the letters.

## Email and e-

Email is one word with no hyphen and should only be capitalized if it begins a sentence. Other terms referring to electronic devices or businesses, however, should contain a lowercased “e,” followed by a hyphen and the product being described: email, e-commerce, e-reader, e-books.

Email addresses are written in all lowercase letters.

## Headlines

Capitalize the first letter of all words in headlines, with the exception of prepositions, articles, and conjunctions that are less than four letters long, such as for, but, and, or, nor, a, an, to, and the. Always capitalize the first and last word in the headline, regardless of word length.

*Examples:* Improving Security for Information Transmitted Online or The Joy of Artistic Expression

Use smart single quotes in headlines (Example: ‘Arms Race’ Targets MRSA)

## Numbers

Generally, spell out one through nine; use numerals for the rest. Spell out numbers at the beginning of a sentence. (*Examples:* “He wrote five books.” or “She sold 15 manuscripts this year.” or “Twenty-five students attended the dinner.”)

Exceptions to these rules include the following, in which numerals should always be used:

|                        |                |
|------------------------|----------------|
| Ages                   | Scores         |
| Days of the month      | Serial numbers |
| Degrees of temperature | Speeds         |
| Dimensions             | Sums of money  |
| House numerals         | Time of day    |
| K-12 grades            | Time of races  |
| Percentages            | Votes          |
| Proportions            | Years          |

## Phone Numbers

Use hyphens in phone numbers, not periods or parentheses.

## Spacing After Periods

Use only one space between sentences.

## Titles

**Titles (people):** Capitalize and spell out academic and formal titles preceding a name but lowercase when they follow a name; also on first reference, indicate the School or College with which any UConn professors are affiliated

- Examples: “Professor John Smith in the College of Liberal Arts and Sciences”; “Jane Smith, professor of accounting in the School of Business”; “U.S. Rep. John Larson”; “Paul Adams, senior vice president of Pratt & Whitney Engineering”
- Exceptions:
  - Capitalize the title of an endowed chair (Example: “Joe Smith, the Pratt & Whitney Chair of Engineering”)
  - Capitalize the title of professors with the Board of Trustees Distinguished Professors designation (Example: “Joseph Renzulli, Distinguished Professor Emeritus of educational psychology”)
  - PER SUSAN HERBST: Capitalize “president” in reference to Susan Herbst in all cases (Examples: “President Susan Herbst”; “Herbst is UConn’s 15th President”)
- Capitalize a title preceding a name only if it is used as a form of address (Examples: “Professor John Smith”; “accounting professor Jane Smith”; “assistant professor of management Joe Brown”)
- On subsequent references, use the person’s last name only, unless included as part of a quotation
- Courtesy titles:
  - Do not use “Mr.,” “Mrs.,” or other courtesy titles, unless included as part of a quotation
  - Exception: Use “Dr.” only for physicians and dentists, on first reference only; do not add “M.D.” or “D.M.D.” after the name.

**Titles (Books, Films, TV Shows, Lectures):** The general guidelines, followed by some examples:

- Italicize titles of books, journals, and magazines
- Use quotation marks around titles of TV shows, films, song and album titles, etc. (*Examples:* the NBC-TV “Today” program; a performance in the Broadway debut of “South Pacific”);
- Use quotation marks around titles of journal articles and unpublished dissertations
- Capitalize the principal words, including prepositions and conjunctions of four or more letters (*Example:* “Gone With the Wind”)
- Capitalize an article – *the, a, an* – or words fewer than four letters only if it is the first or last word in a title (*Example:* “The Star-Spangled Banner”)
- Use “titled” or “called” rather than “entitled.” (*Examples:* “A presentation titled ‘Alliteration in Chaucer’s manuscripts,’” or “a book called *Moo.*”)

## UConn Health Naming Conventions

When used in written format, as opposed to as a wordmark, UConn should appear as UConn, not UCONN. UCONN is only capitalized in the wordmark system.

Always use UConn Health, **never** UCONN Health, UConn Health Center, UCHC, UCH, or University of Connecticut Health.

### **URL (web address) for UConn Health Sites**

When writing your UConn Health website address in print materials or an advertisement, omit the http:// and/or “www”. (*Examples:* health.uconn.edu; medicine.uconn.edu; immunology.uchc.edu)

All lowercase for words in URLs (Example: uconnmagazine.uconn.edu); exceptions to this rule are: UConnAlumni.com and UConnHuskies.com

### **RESOURCES**

#### UConn Brand Standards

- Recommended Links