

# Macomb Community College

## Website Design Style Guide

### 2008

ATTACHMENTS	<ul style="list-style-type: none"> <li>Contact WWW Web Info for special requests or assistance</li> <li>When naming anything for the Resource Gallery, please insert an underscore “_” between words, (e.g., Job_Posting)</li> </ul>
BOLD	Bold <b>Headings</b> in the text area
BULLETS	<ul style="list-style-type: none"> <li>Round bullet</li> </ul>
COLLEGE NAME	<ul style="list-style-type: none"> <li>Use “Macomb Community College” or “Macomb College” when it appears the first time on the page</li> <li>“Macomb” can be used on the page thereafter</li> <li>NEVER use “MCC” (Note: the only exception is the name of the foundation – “MCC Foundation)</li> </ul>
COURSES	<ul style="list-style-type: none"> <li>Course code and course number should always be separated with a hyphen (e.g., ENGL-1180)</li> </ul>
DEGREE REFERENCES	<ul style="list-style-type: none"> <li>References to generic degrees should be lower case and includes the apostrophe ‘s’; e.g., associate’s degree, bachelor’s degree, master’s degree</li> <li>References for specific degrees should be in caps, but the word “degree” in lower case, e.g., Associate of Arts degree, Associate of Baccalaureate Studies degree</li> </ul>
EVENTS	<ul style="list-style-type: none"> <li>Title and description should be a combination of upper and lower case</li> <li>Short description should be 10 words or less</li> <li>Only the detailed description (entered at the bottom of the template) will appear on the detail page</li> <li>Location order should be Campus, Building, Room; e.g., South Campus, K-Building, Room 324</li> </ul>
FILE NAME	Descriptive name to include letters, numbers, and the underscore only; no characters (e.g., #, &)
FONT	Arial, 10 pt.
FONT COLOR	Black
IMAGES	<ul style="list-style-type: none"> <li>Image sizes in the Resource Gallery should not be adjusted</li> <li>Contact WWW Web Info for special requests or assistance</li> <li>When naming anything for the Resource Gallery, please insert an underscore “_” between words, (e.g., Job_Posting)</li> </ul>
ITALICIZE	<ul style="list-style-type: none"> <li><i>Special instructions</i></li> <li><i>Lists on forms</i></li> <li><i>Items that are there for a limited timeframe (dated items)</i></li> </ul>
PHONE NUMBERS	<ul style="list-style-type: none"> <li>Use periods, not hyphens between the numbers; e.g., 586.445.7999</li> </ul>
PROGRAMS & COURSES	<ul style="list-style-type: none"> <li>Program and Course Descriptions should not be repeated on any pages. If you’d like to link to these pages from another page, contact WWW Web Info for assistance.</li> </ul>
TABLES	Forward request to WWW Web Info if you don’t know HTML and need assistance with formatting
TIME	<ul style="list-style-type: none"> <li>Time with hours should include the minutes</li> <li>“am” and “pm” should be lower case with no periods</li> <li>Insert a space after the time and before am or pm</li> <li>Examples: 1:00 pm; 3:30 am</li> </ul>
UPPER/LOWER CASE	<ul style="list-style-type: none"> <li>HEADERS at the top of the page should be in upper case</li> <li>All other text should be a combination of upper and lower case</li> <li>Save pages using upper and lower case</li> </ul>