DIGITAL GUIDELINES

Welcome

Welcome to the digital guidelines for the website of the University of Stirling.

This document provides guidance about our website and digital products, including information about page layouts, colour application, typography and imagery.
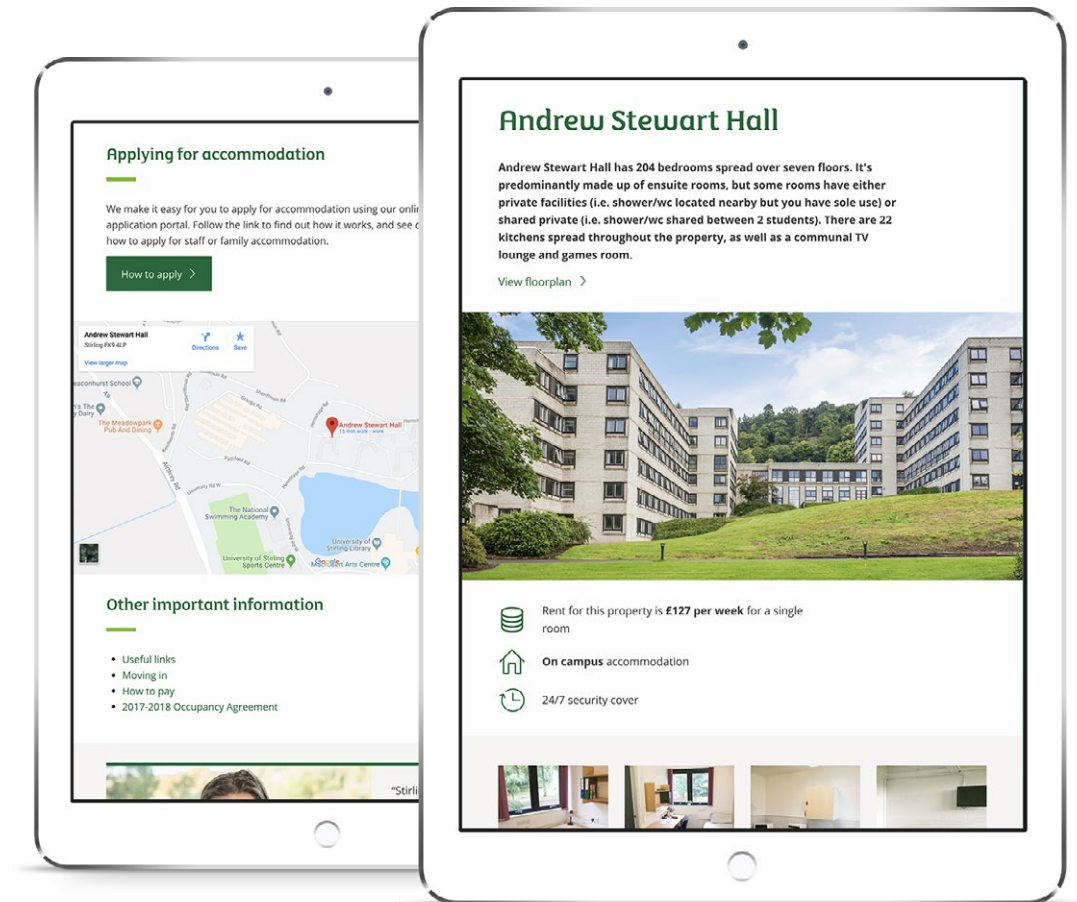
Contents

Visual language

The visual language of the University of Stirling website should uphold the brand by using a simple, clean design which focuses on:

- white space
- high quality imagery
- iconography
- bold, impactful typography
- plain English
- easy, digestible content

User experience

A user-centred design process helps us create content relevant to our users based on these principles:

- focus on user needs
- engage the user
- accessible content
- keep content simple

Colour palette

The digital colour palette consists of a small amount of colours for page consistency. Colours are derived from the brand guidelines but are not identical.

The primary colours are the most predominant on the website, with the secondary colours being reserved for highlight colours, standout call to actions etc. (see Colour usage for full details).

If a new colour is needed please contact the marketing department for guidance but it is recommended to keep to the colour palette presented on this page.

Please do not colour pick colours from this PDF. Always use the RGB colours or HEX colours provided.

Primary colours

Heritage Green	Energy Green	Light Grey
#006938	#76BD22	#F6F5F4
R0 G105 B56	R118 G189 B34	R246 G245 B244

Secondary colours

Medium Mink	Dark Grey	Energy Pink	Energy Purple
#756E65	#616361	#D41568	#592C82
R117 G110 B101	R97 G99 B97	R212 G21 B104	R89 G44 B130

Heritage Berry	Heritage Blue	Heritage Purple	Heritage Teal
#9D1E65	#385DAE	#31006F	#005E63
R157 G30 B101	R56 G93 B174	R49 G0 B111	R0 G94 B99

Colour usage

This section shows what each colour can be used for online.

Note

If you're building a page in *TerminalFour (T4), certain colours are already built into the template for things like headings, body text etc. These are not variable and have been carefully selected for accessibility compliance (see more in the Accessibility section).

*TerminalFour

TerminalFour is a developer and provider of a digital marketing & web content management systems (WCMS). It specialises in providing WCMS to educational institutions throughout the world.

Heritage Green can be used for the following:
- H1 headings
- H2 headings
- Call to action button
- Link text (hyperlinks)
- Infographic panel
- Icons
- Hook
- Breadcrumb (internal)

Energy Green can be used for the following:
- Hook
- Heading divider
- Be The Difference strapline (footer)
- Link hover state (footer)
- Link hover state (top nav)
- Map marker (footer)
- Promo box divider

Light Grey can be used for the following:
- Wrapper
- Breadcrumb

Energy Pink can be used for the following:
- Standout CTA button
- Infographic panel
- Promo box divider

Other colours

All other colours from the colour palette can only be used for the following :
- Wrappers
- Infographic panel
- Promo box divider

Accessibility

The website aims to be AA compliant with the *Web Content Accessibility Guidelines (WCAG) 2.0.

We recommend conforming to the guides shown in this section in order to make web content as accessible as possible.

The WCAG has the following recommendations for contrast ratio and font sizes: level AA requires a contrast ratio of 4.5:1 for normal text and 3:1 for large text. Large text is defined as 14 point (typically 18.66px) and bold or larger, or 18 point (typically 24px) or larger. Please see https://webaim.org/resources/contrastchecker/ for more information.

> ***Web Content Accessibility Guidelines**
>
> The WCAG documents explain how to make web content more accessible to people with disabilities. Web "content" generally refers to the information in a web page such as text, images, and sounds.
>
> Please visit https://www.w3.org/TR/WCAG21/ for more information.

Body copy

> Regular body copy is 20px using the colour #3a3c39. This style of text can be used on a white or light grey background.

White text can be used on any of the following background colours whilst still maintaining the minimum contrast requirements:

- Heritage Green
- Medium Mink
- Dark Grey
- Energy Pink
- Energy Purple

- Heritage Berry
- Heritage Blue
- Heritage Purple
- Heritage Teal

Accessible content

Accessible content is quality content which is easy for everyone to understand and use, regardless of the individual's needs.

Here are a few basic guidelines to ensure content is accessible to all users:

- make your content scannable (by eye)
- break up large paragraphs
- don't use italicised text
- use plain English
- use descriptive words in links instead of "click here" or "find out more"
- use *alternative text for images
- don't use images containing important text embedded within the image
- provide closed-captions or subtitles for videos

*Alternative text

Alternative text, or 'alt text', is a word or phrase that can be inserted as an attribute in an HTML (Hypertext Markup Language) document to tell Web site viewers the nature or contents of an image.
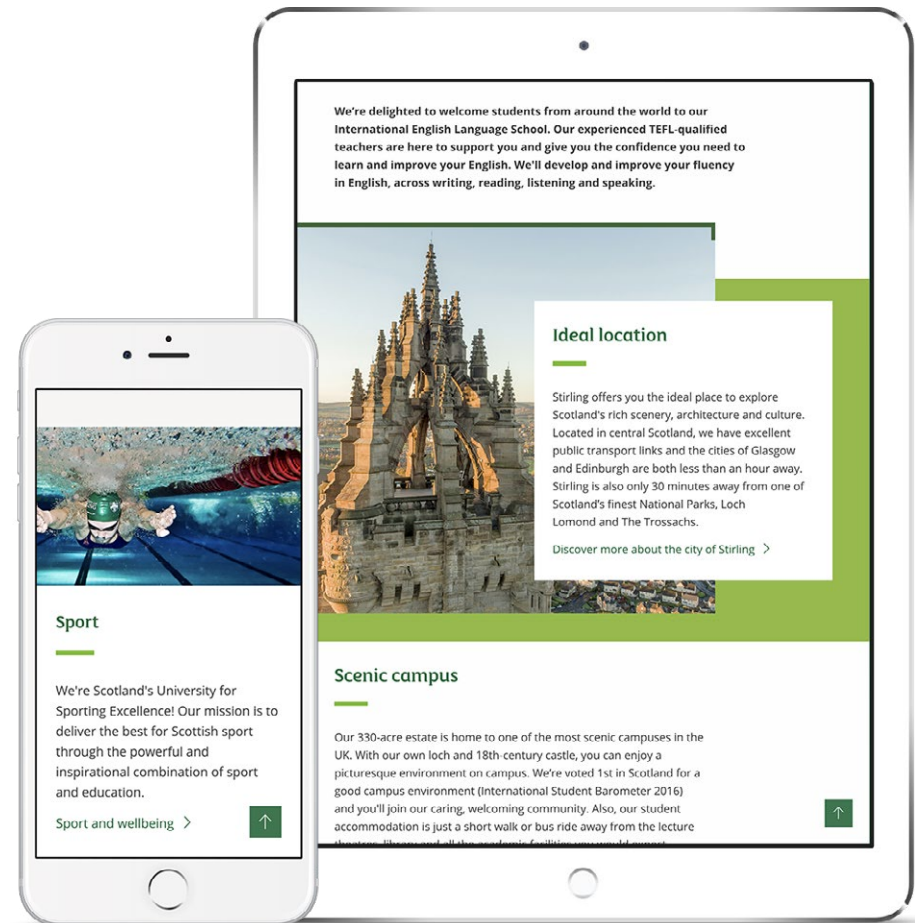
Typography

The primary digital font is FS Maja, and the secondary font is Open Sans.

FS Maja is used H1 and H2 headings, and Open Sans for everything else, including H3-H6 headings, body copy, link text, buttons etc.

For information about writing style, visit the Brand Bank at
https://www.stir.ac.uk/internal-staff/brandbank/
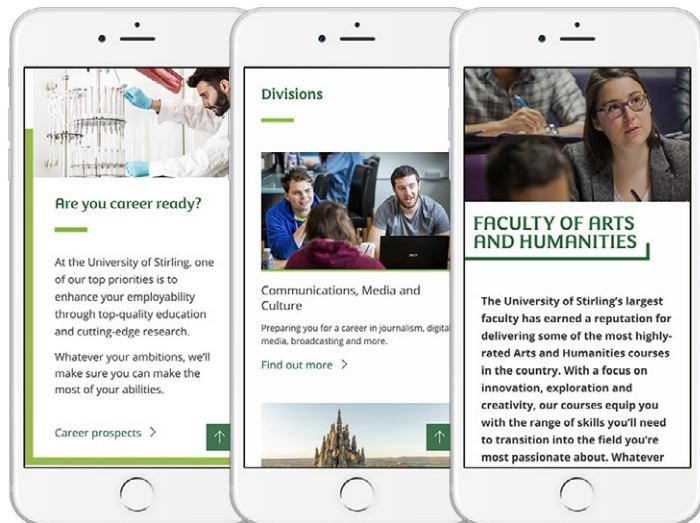
Note

The first paragraph below the main heading on each page should be Open Sans Bold.

Brand fonts for digital use vary from our general brand guidelines.

H1
72px, FS Maja Regular, #006938

H2
36px, FS Maja Regular, #006938

H3
26px, Open Sans Bold, #3A3C39

H4
22px, Open Sans SemiBold, #3A3C39

H5
20px, Open Sans SemiBold, #3A3C39

H6
16px, Open Sans SemiBold, #3A3C39

Body copy
20px, Open Sans, #3A3C39

Small body copy
16px, Open Sans, #3A3C39

Hyperlink
20px, Open Sans [Underlined], #006938

Graphic elements

We use two main graphic elements to tie the website together with our brand.

See pages 12-13 for examples of how these elements should be implemented online.

The Hook

The hook can be used online under certain circumstances, and helps to bring consitency to our brand across on and offline channels.
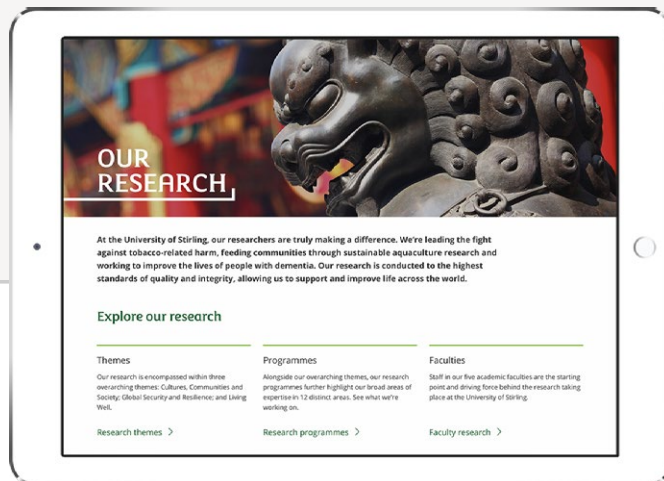
The hook shown under the main page heading

Energy Green divider

This is used as a dividing line between H2 and H3 headings and other elements like images, icons etc.

The divider is shown here under the heading "International students"

The Hook

Here are some examples of how you can use the hook online. The hook has a stroke width of 7px.

The hook in energy green under a H1

The hook in heritage green aligning with the top of the image

The hook in white uder a H1

Energy Green divider

Here are some examples of how you can use the divider online.

Note

This device should only be used in Energy Green and no other colour. The dimensions are usually 60x8 pixels, depending on usage.
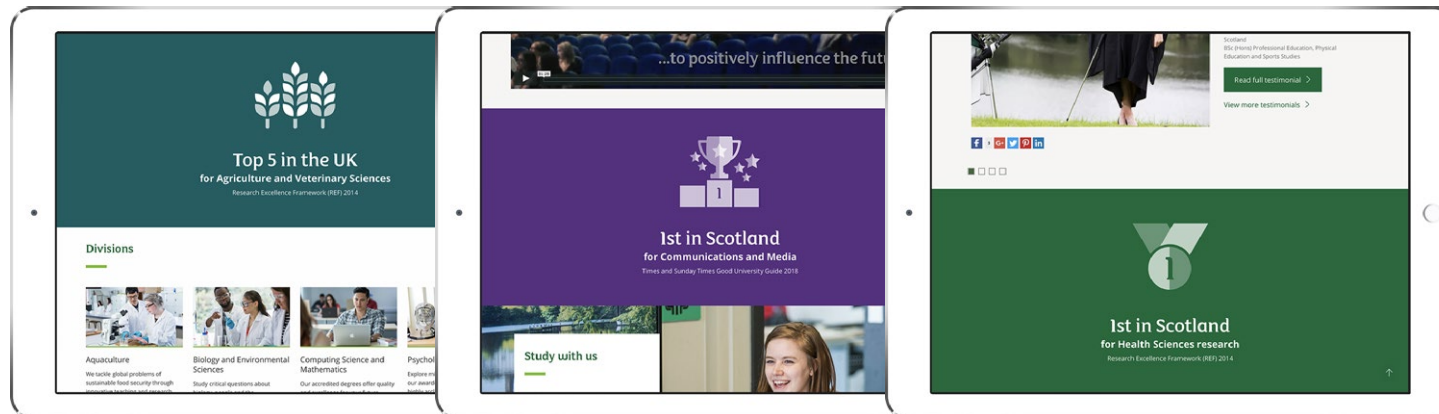

The divider below a H2

The divider below a H3

The divider below a top nav link (hover state)

Infographics

Infographics can be used on the website, contained within a coloured wrapper. This is easiest way to make the most of statistics and facts about the University.

Note

If any new graphics are required, they must be created by a designer, and be consistent with the brand style of graphics.

We avoid using carousels online because of lack of visibility and poor performance.

Imagery

Imagery is a key element of the brand, which should bring consitency across on and offline channels.

All images used on the website should be downloaded from the image repository Third Light, as they are all approved by Communications, Marketing and Recruitment (CMR).

If you have an image you would like to use which is not on Third Light, you can send this to marketingtools@stir.ac.uk for approval to ensure the image is on brand.

Using the correct framing methods, compression and size guidelines will ensure pages will work well on a number of different devices and sizes.

Where possible please use jpegs and compress images using online tools such as https://tinypng.com/

For information about photography style, please visit the Brand Bank at https://www.stir.ac.uk/internal-staff/brandbank/visual-assets/photography/.

Note

Text should not be placed on images as this goes against best practice for SEO and accessibility. The only way to add to text over an image is by using the Banner Masthead content type which allows the user to enter text into a field in T4, which will overlay a H1 heading (shown above).

Image sizes

Here are the main image sizes we use on the website:

- **XL**: 1920 x 689px
- **L**: 1240 x 730px
- **M**: 760 x 470px
- **S**: 578 x 358px
- **Testimonial images**: 260 x 320px
- **Profile images**: 700 x 600px
- **News and events thumbnails**: 450 x 338px
- **Gallery image**: 1240 x 730px
- **Gallery thumbnails**: 470 x 470px
- **News article images**: 760 x 470px
- **Logos**: ≈ 250 x 100px
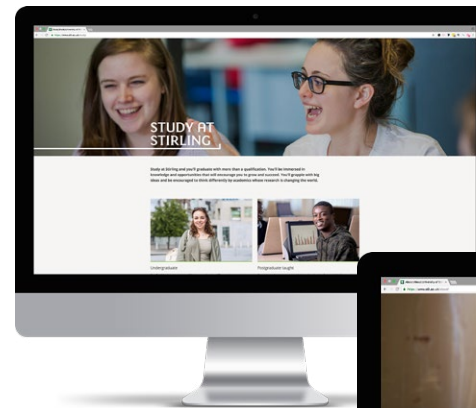
Pages 17-25 shows examples of the various image sizes in use.

Example of XL image used as an Image Divider

XL images

XL images are 1920 x 689px and can be used for any of the following content types:

- Banner masthead
- Text over full width background image
- Text over side image on colour background
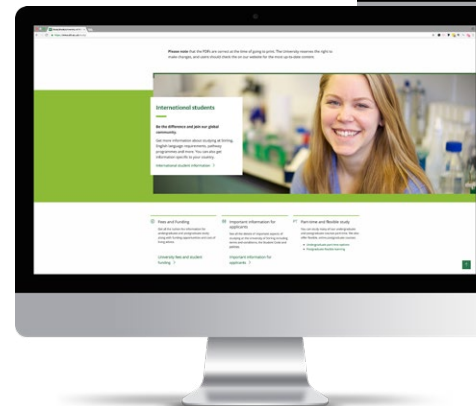- Image divider

Banner masthead

Text over full width background image
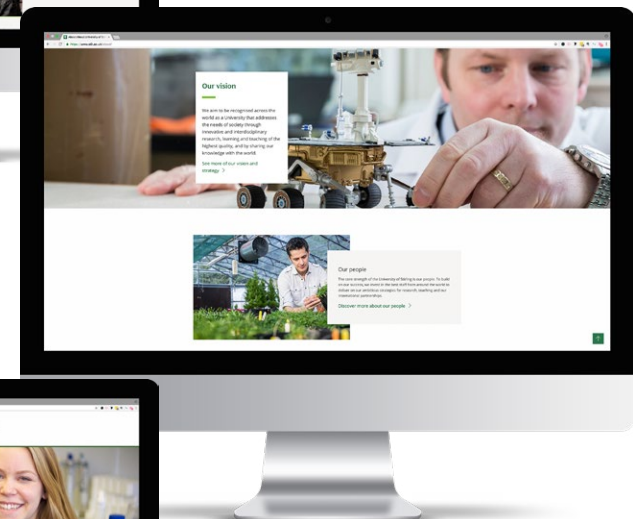
Text over side image on colour background

Large images

Large images are 1240 x 730px and can be used for any of the following content types:

- Image divider (with padding)
- Text over full width background image (with padding)

Text over full width background image (with padding)
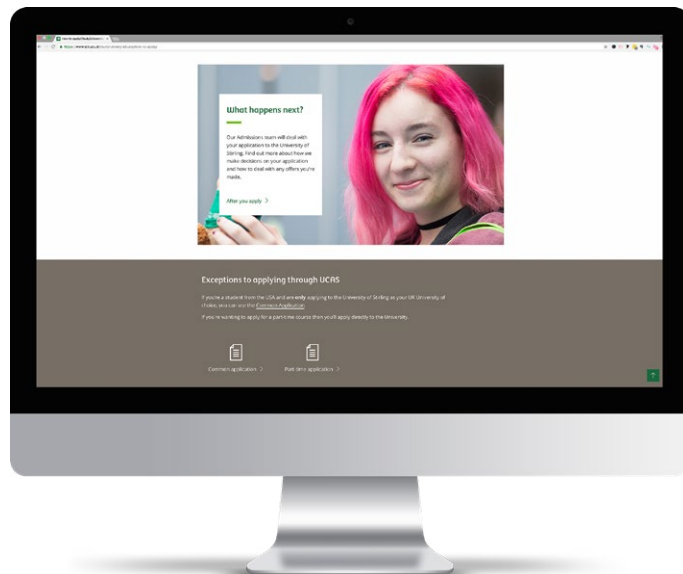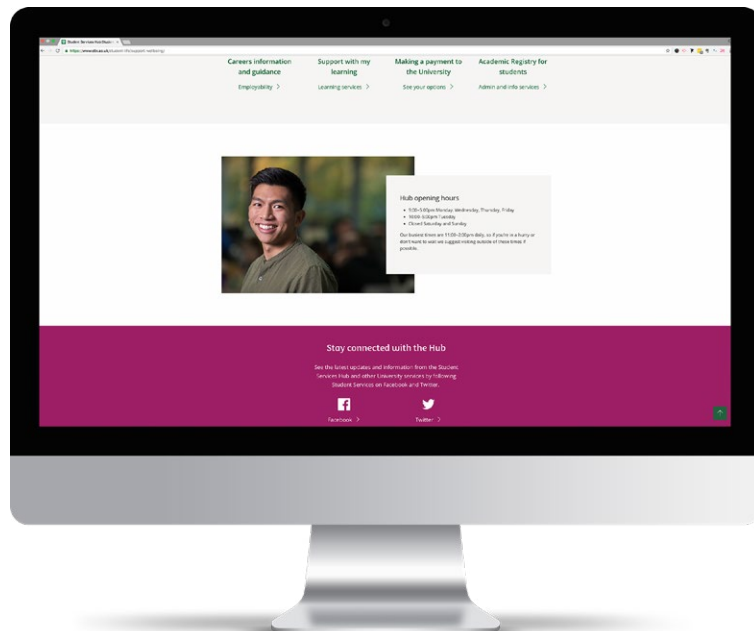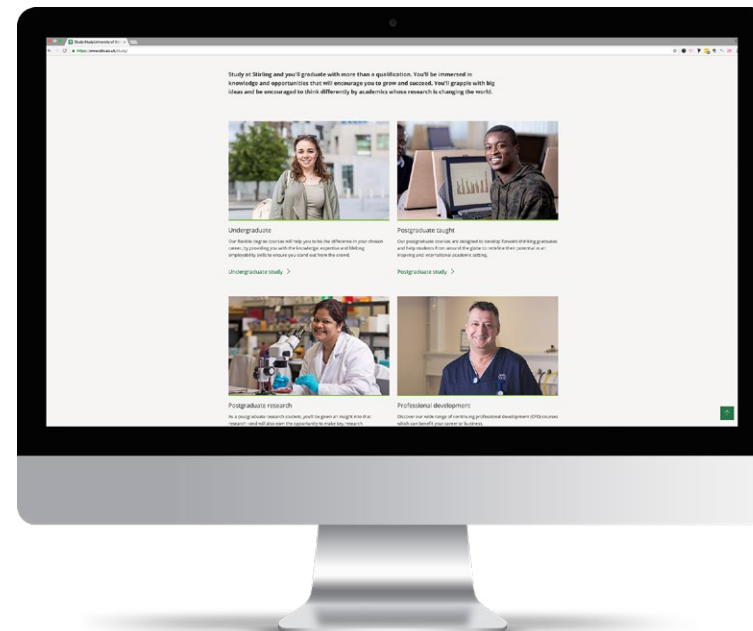

Image divider (with padding)
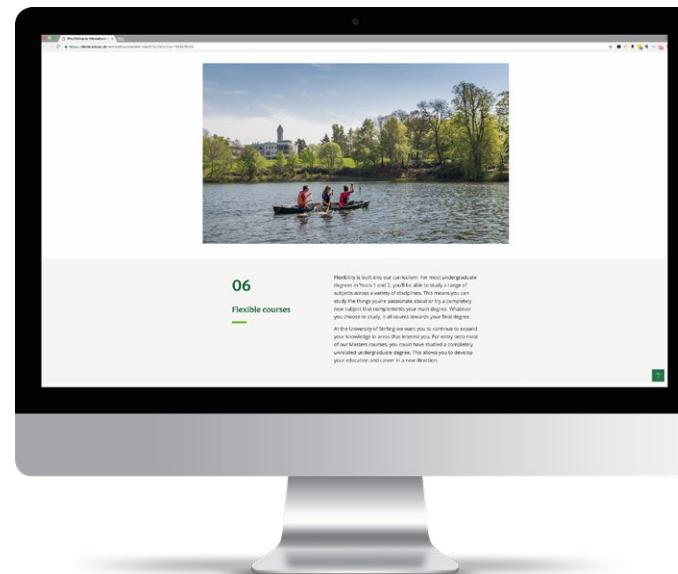
Medium images

Medium images are 760 x 470px and can be used for any of the following content types:

- Text box with image aside
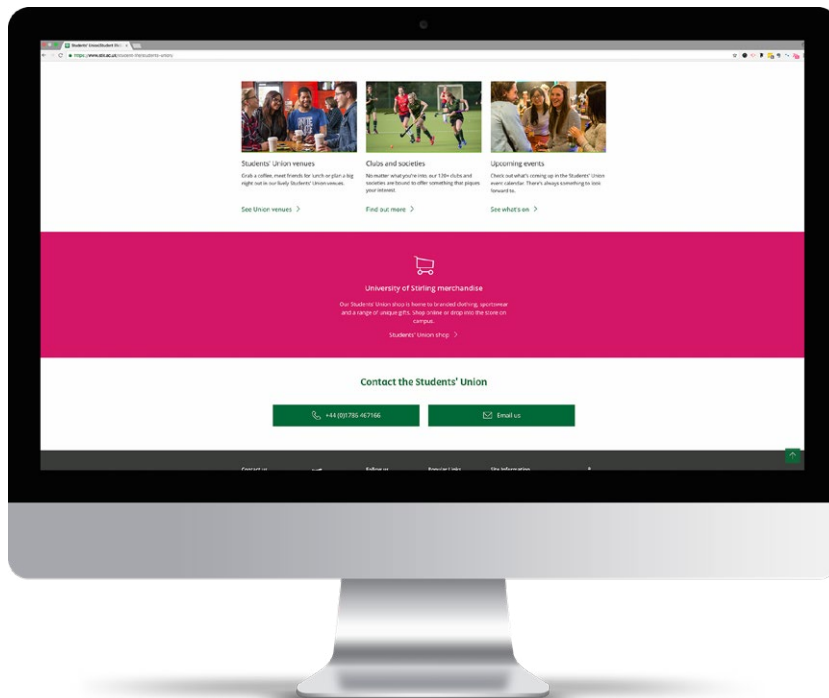- Promo standard

Text box with image aside

Promo standard

Small images

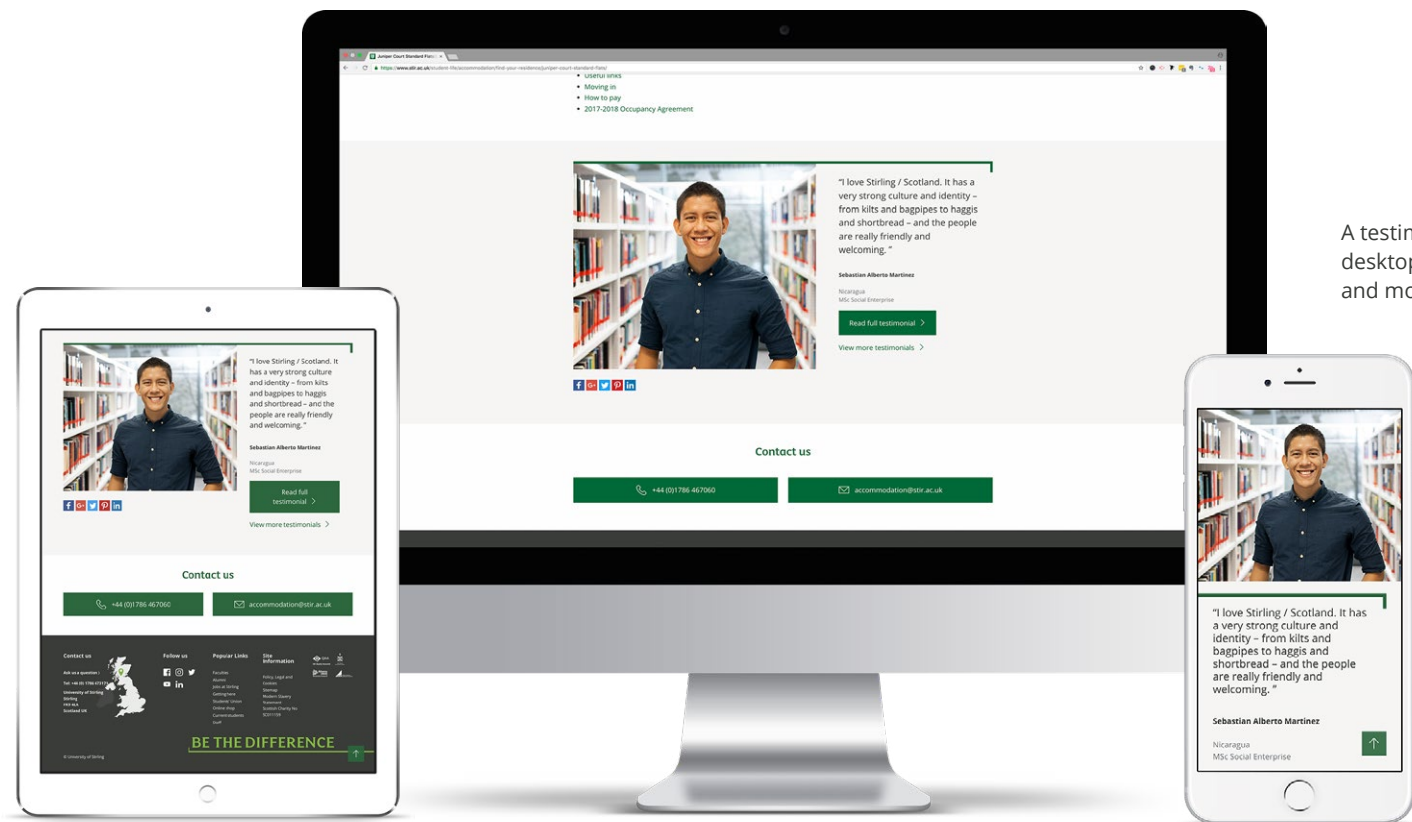**Small images are 578 x 358px and can be used for any of the following content types:**

- Promo standard (when using a 3 or 4 column layout)
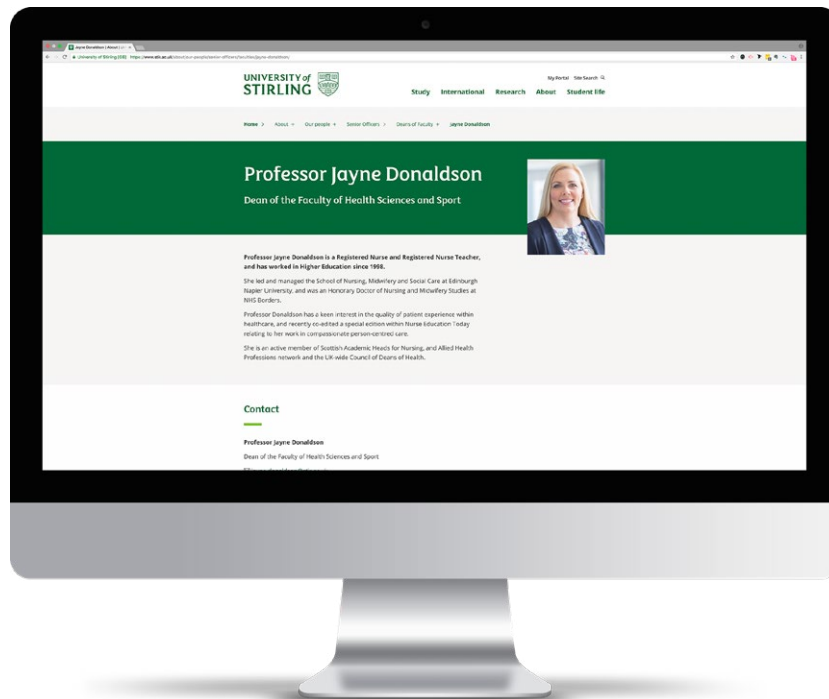

Promo standard with
3 column layout

Testimonial images

Testimonial images are 700 x 600px and are used for testimonals which can appear anywhere throughout the website.

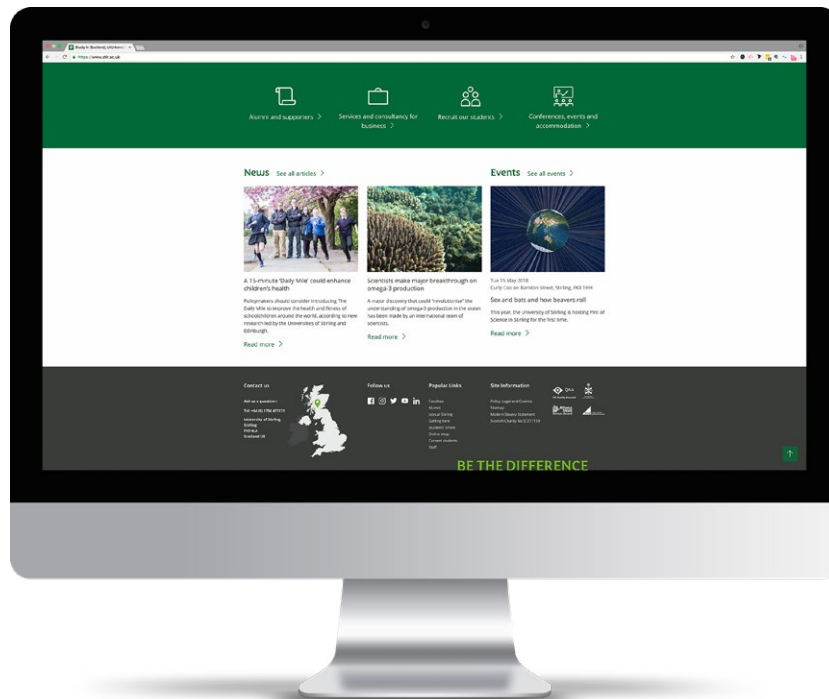A testimonal on desktop, tablet and mobile

Profile images

Profile images are 260 x 320px and are used for staff profile pages and the Contact Details component

Example of a staff profile page

News and events thumbnails

News and events thumbnails are 450 x 338px and are used as a thumbnail image which links to a news story or event detail page.

News and events thumbnail images on the homepage

Gallery images

An image gallery can be a good way to include lots of images on a page whilst maintaining a clean aesthetic. For every image in a gallery, you must also prepare a thumbnail image.

The full size gallery image should be 1240 x 730px (portrait or landscape) and the thumbnail image should be 470 x 470px for consistency.
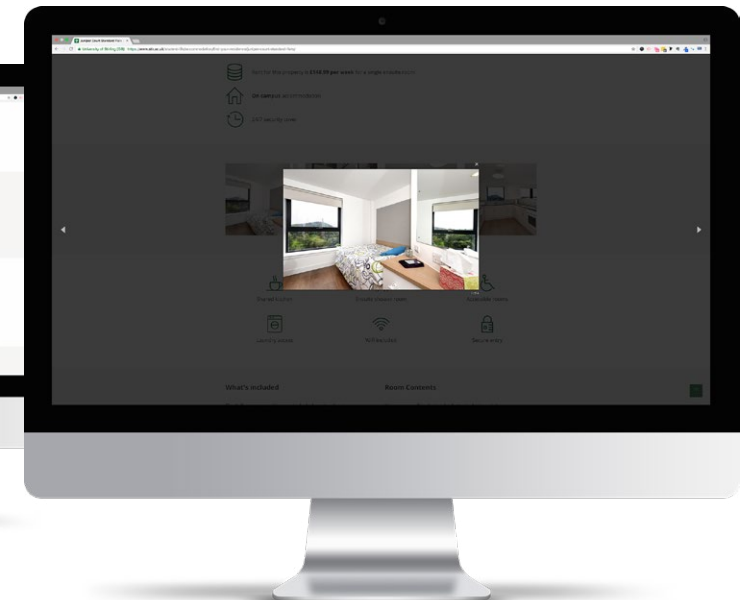
Note

When including an image gallery, try to include a number of images divisible by 4, (eg 4,8,12) as this will work best with the design

Full size images open up in a lightbox

An image gallery of four images

Logos

When inserting a logo into a webpage, the optimum size is approximately 250 x 100px, but this varies on the type of logo. Please seek the assistance of a designer if you are unsure what size will work best.
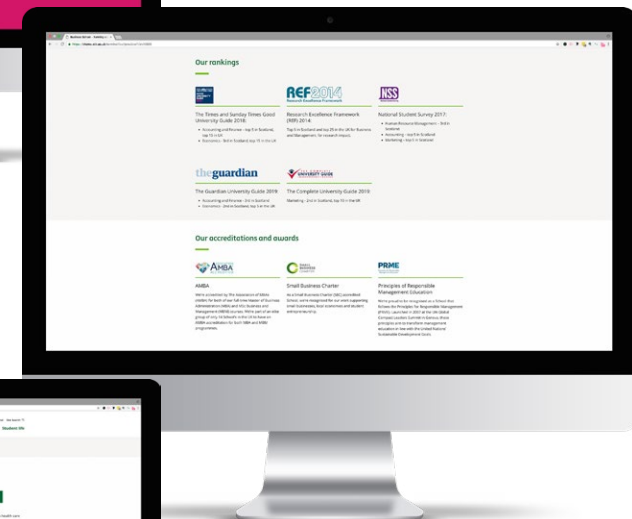
Note

Please save all logos as transparent PNGs, and if inserting on a colour background, ensure that the logo has the background removed.
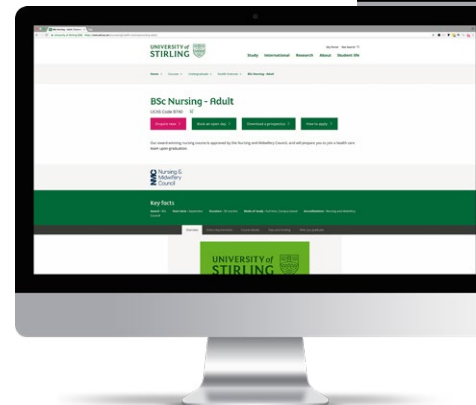
Sub-brand logo on Stirling Sport home page
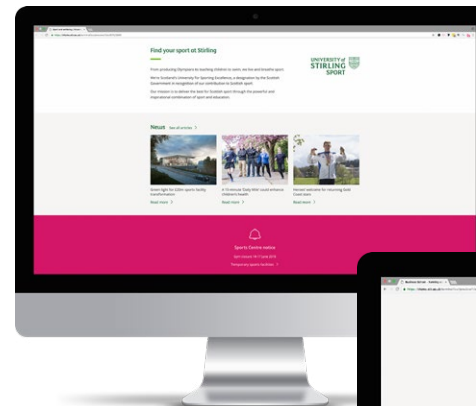
Rankings page featuring multiple logos
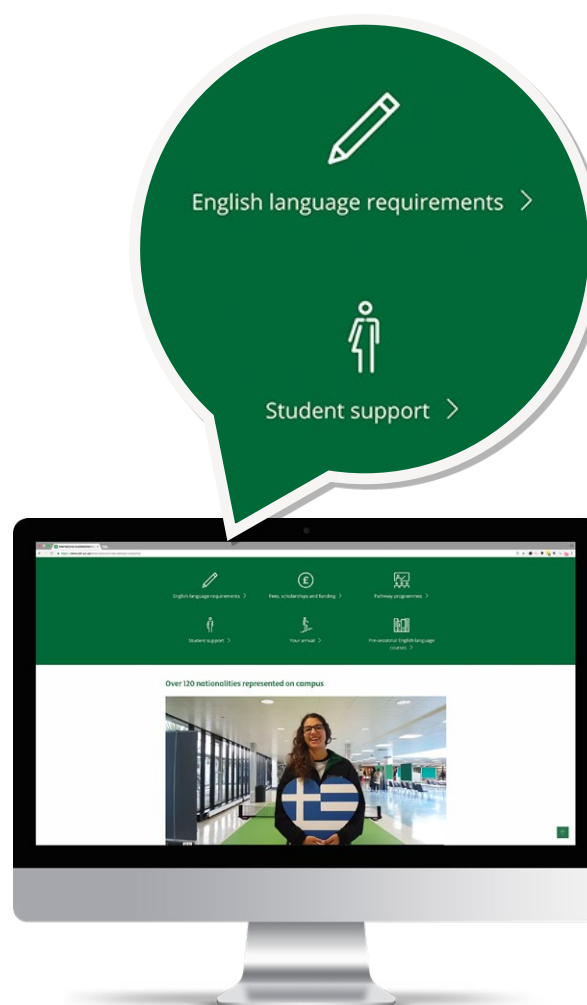

Accreditation logo on a course page

Iconography

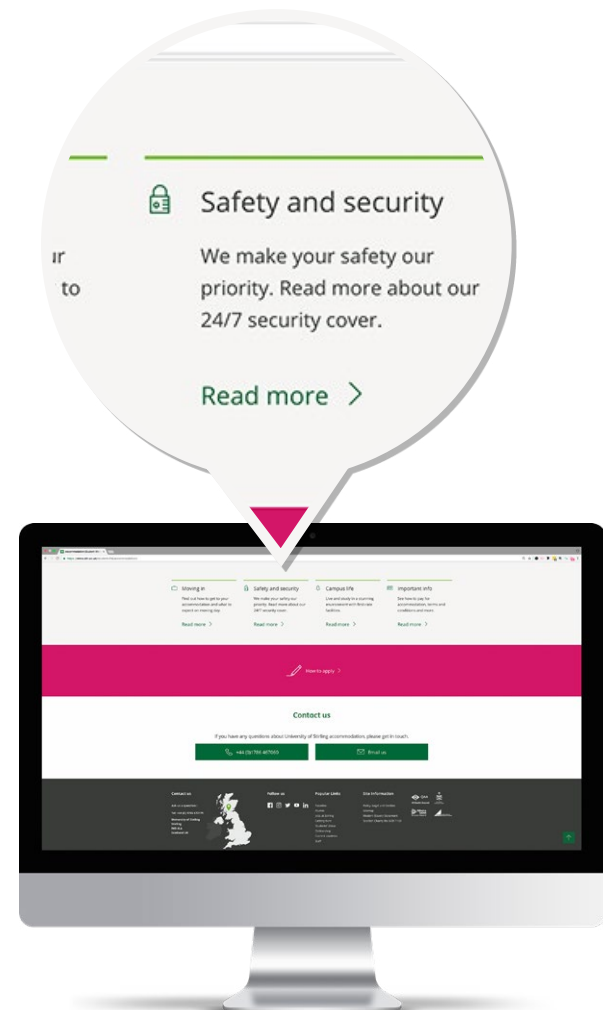**Iconography is an important part of our brand and has been used throughout the website.**

Icons can be used either in Heritage Green on a white or light grey background, or in white on a colour background.

Example of white icons on a colour background

Example of Heritage Geen icons on a light grey background

Icons in use

Here is a list of the most commonly used icons and what they're used for.

Aquaculture
Airthrey Loch

Reception
Bar

Alert

Books
Library
Folders

Video
Recording

Classroom
Teaching
Lecture hall

Alert
Time
Alarm

Time

Coffee
Café
Refreshments

Award
Trophy
Winner

Medicine
Doctor
GP surgery

Document
PDF
Word doc

Download

Email
Contact
Mail

Campus
Agriculture

Group
Students
Stafff

History

Home
Accommodation

Contact
Conversation
Message

Yes
Correct
Successful

Icons in use (continued)

Here is a list of the most commonly used icons and what they're used for.

	Award Medal Winner
	Research Equipment Facilities
	Finance Money Fees
	Books Library Instructions
	Psychology

	WiFi Internet
	Notes Report
	Sport Gym Running track
	Travel Study abroad
	Public transport

	Calendar Diary Date
	Transport Car parking
	Blog Chat Contact
	Computing Website Online
	Improvement Marketing Analysis

	Flag Find (something) Attention
	Food Restaurant Eateries
FT	Full-time education
PT	Part-time education
	Travel Study abroad Global

Icons in use (continued)

Here is a list of the most commonly used icons and what they're used for.

Light
Electricity
Idea

Find us
Location
Map

Find
Search

Aquaculture
Airthrey Loch
Marine life

Accessible

Apply
Write
Report

Contact
Phone

Travel
Fly
Airport

Secure
Safety

Partnership
Partners
Agreement

Swimming
Swimming pool

User
Student
Profile

Note

If you would like to request a new icon, you can send a request to marketingtools@stir. ac.uk and CMR will asses the request and supply a new icon where possible.

Videography

Video is a great way to bring our brand to life. All of the photography guidelines apply equally to videography.

For other resources and more information about videography guides, please visit https://www.stir.ac.uk/internal-staff/brandbank/visual-assets/videography/.

Videos for the website should be uploaded to Vimeo or Youtube and **must** include closed captions or subtitles for accessibility.
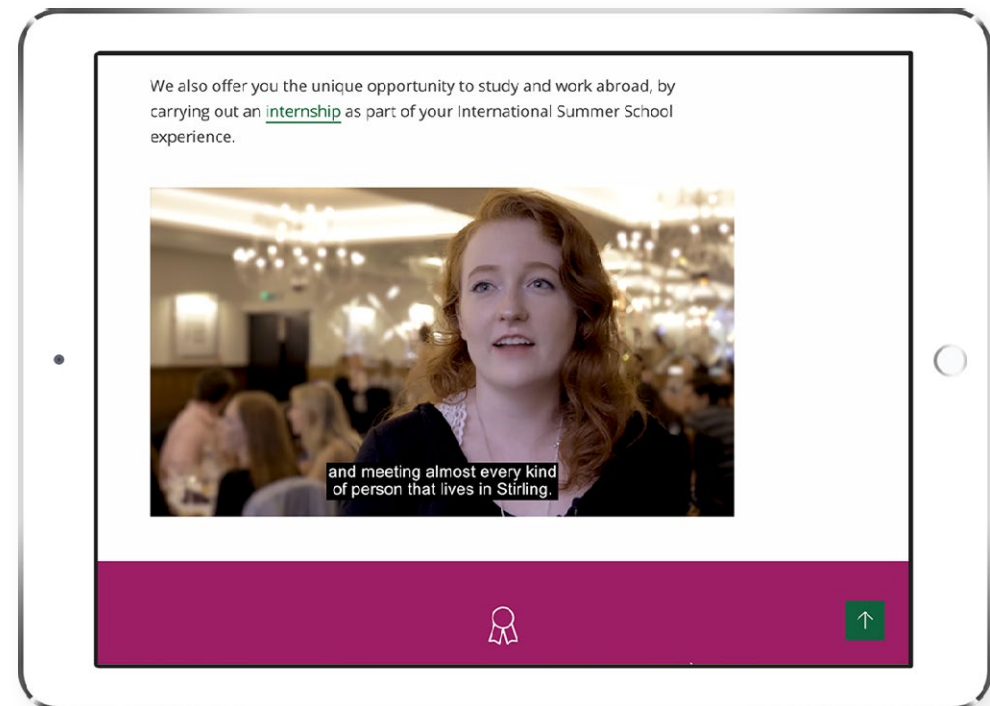
Bulding a webpage (Terminal 4)

If you're building a page for stir.ac.uk, this must be built in the Terminal 4 CMS using any of the configurable page templates or content types (components).

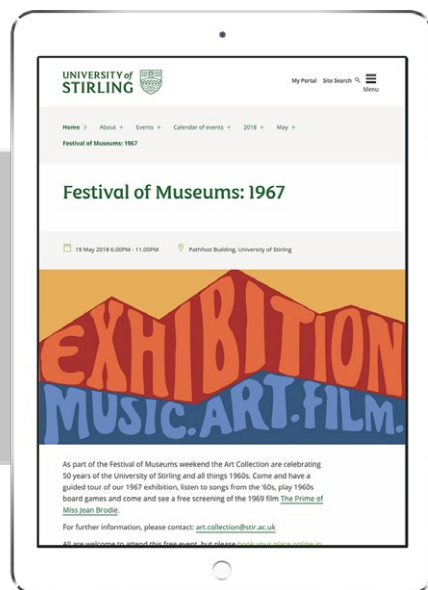Pages 32-36 will cover the various contents types and page templates which are available, and what they should be used for.

Page Templates

Here is a list of the page templates available. For all other pages, you must use the content types available.

- Case Study
- Standard Internal
- Event
- Scholarship
- Continued Professional Development (CPD)

Case Study

This template can be used when creating a case study page about research, or a business partner of the University.
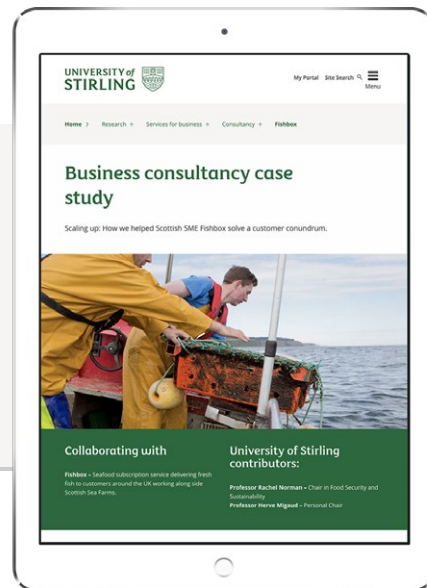
Internal

This template is for internal pages only, and has a very basic layout compared to external pages.
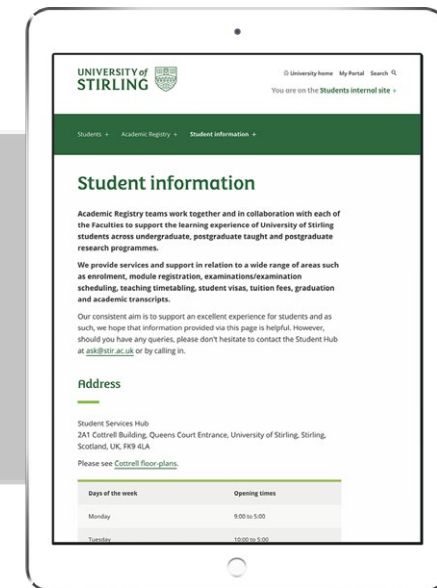
Page Templates (continued)

Here is a list of the page templates available. For all other pages, you must use the content types available.

- Case Study
- Standard Internal
- Event
- Scholarship
- Continued Professional Development (CPD)

Scholarship

This template is for scholarship pages, each scholarship should have it's own page containing the relevant information

Event

This template can be used when creating any event, from Open days to art exhibitions.
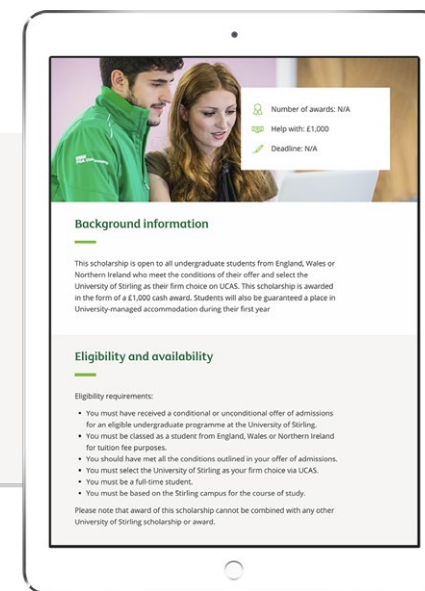
CPD

This template is for Continued Professional Development courses.
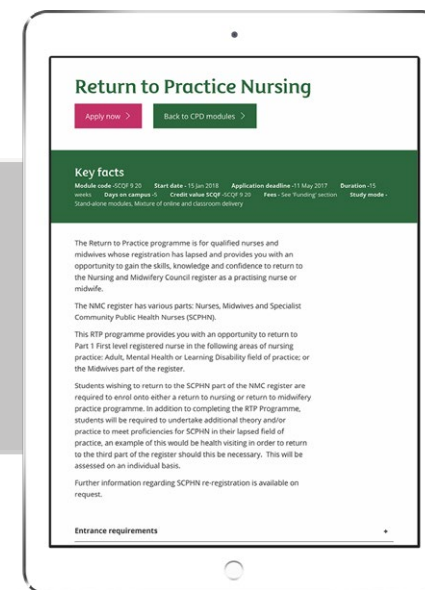
Campaign Landing Pages

Campaign landing pages should follow the look and feel of the relevant campaign (eg a Clearing landing page should follow the Undergraduate brand style).

This can be achieved by making use of certain graphical devices, colour combinations or photography associated with the campaign.

Campaign pages will need to be designed and built with the help of a designer and a dveloper, as they often require a custom design.

Postgraduate

This is an example of a postgraduate landing page linked to paid media and email campaigns

Note

All accessibility rules still apply to campaign landing pages, including minimum colour contrast requirements.
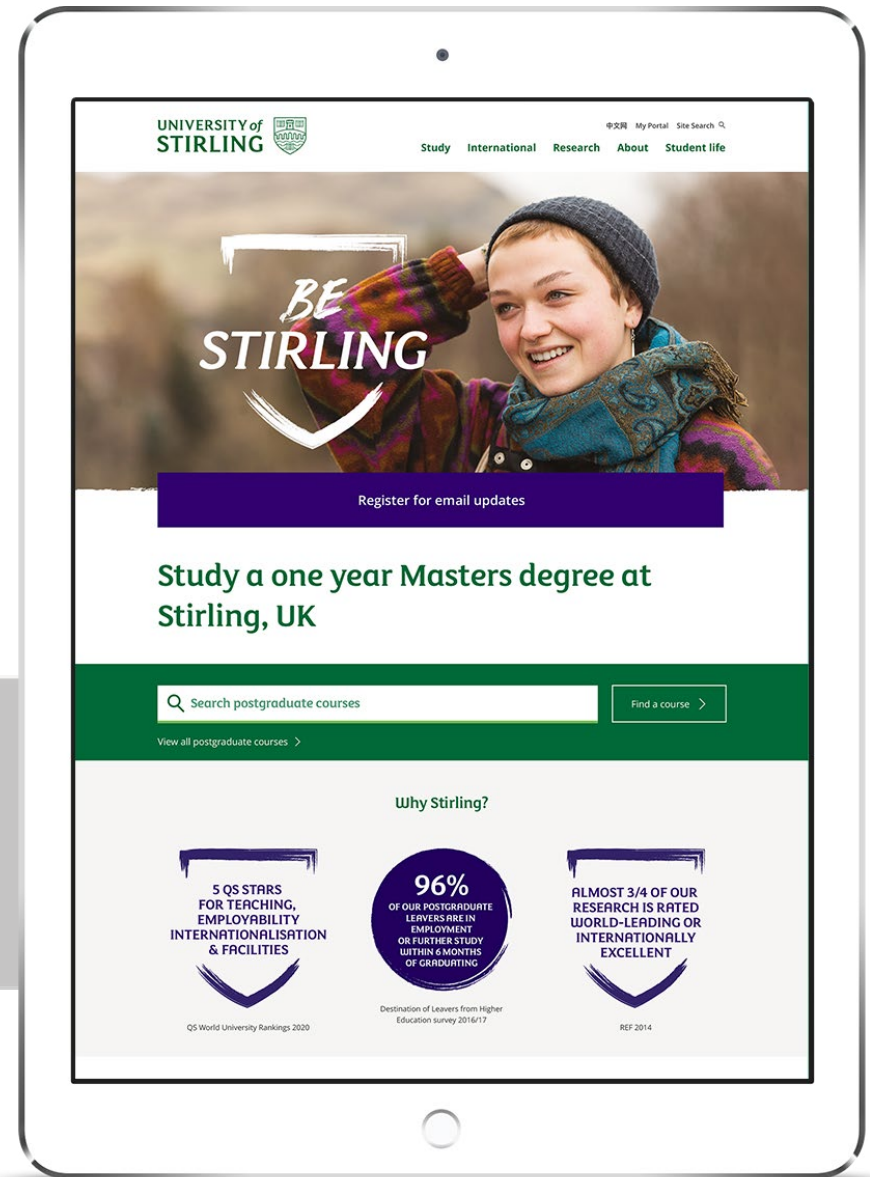
Content types (components)

Here is a list of the content types available. These can be used as building blocks to create a page within the Terminal 4 CMS.
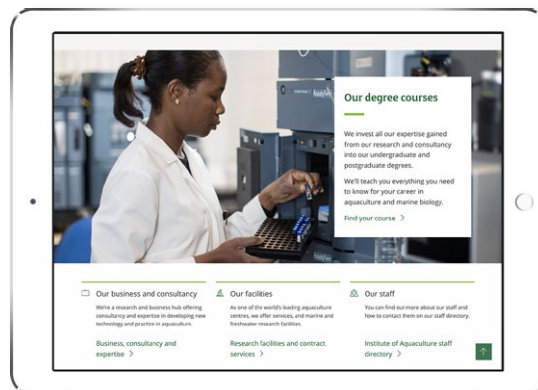
Contact Buttons
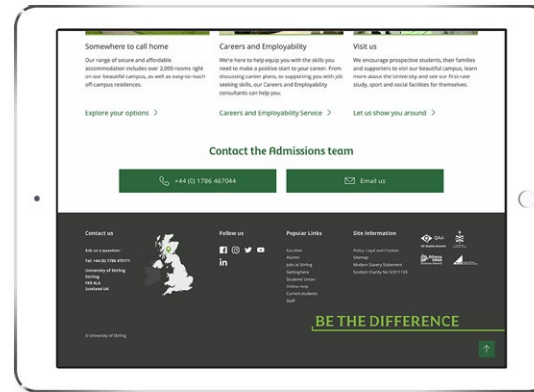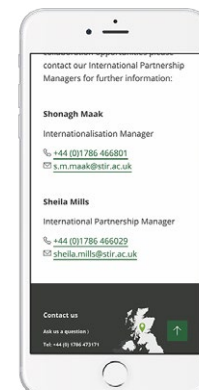

Call To Action: Icon
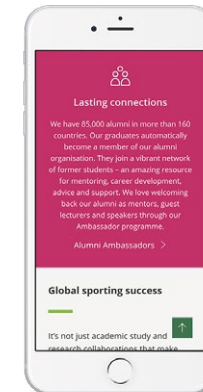
Call To Action: Link or Button
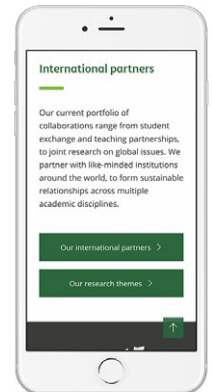
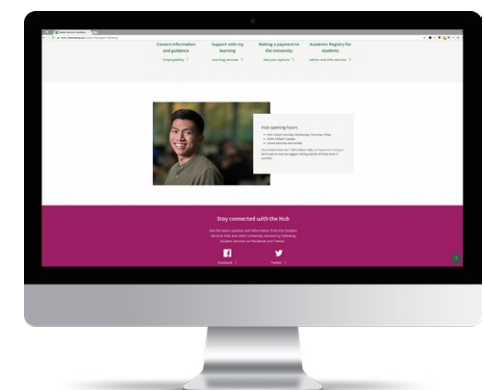

Feature: Text over Full Width Bg Image
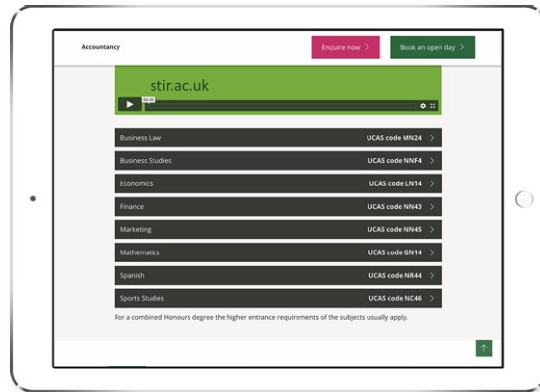

Banner Masthead

Contact Details

Feature: Text Box with Image Aside
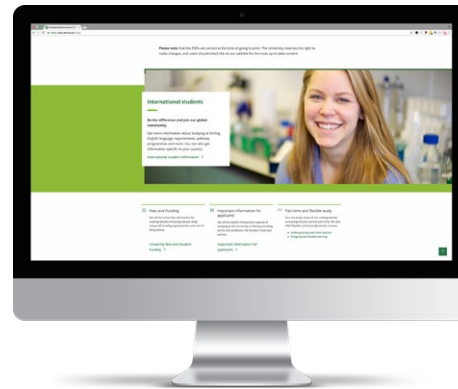
Content types (continued)

Call to Action: Related Course Button
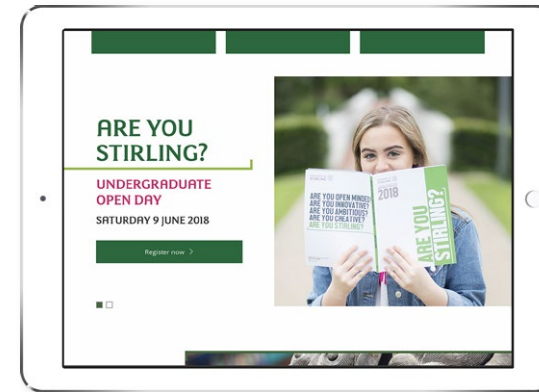

Feature: Text over Side Image on Colour Bg

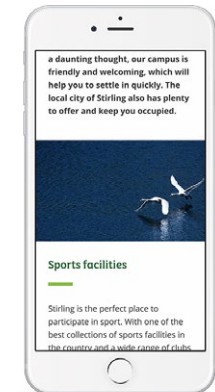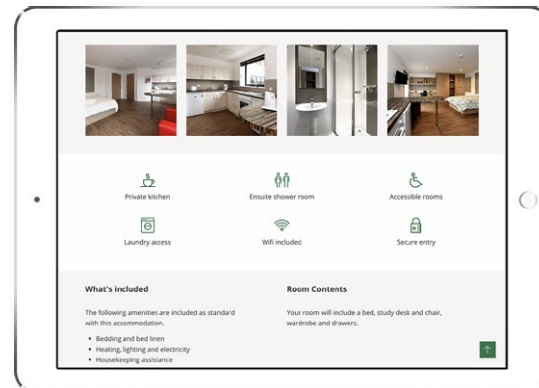
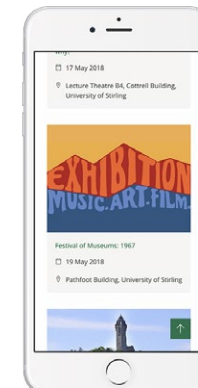Feature: Text with Hook and Side Image
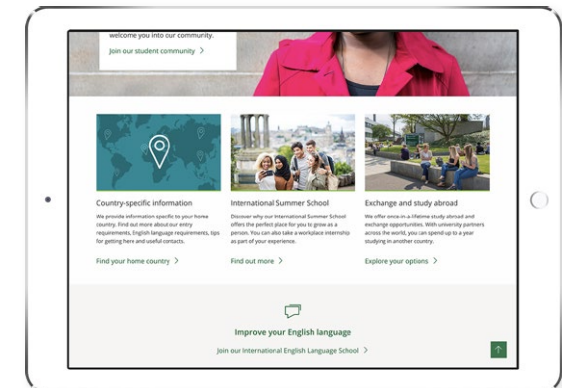

Image Divider

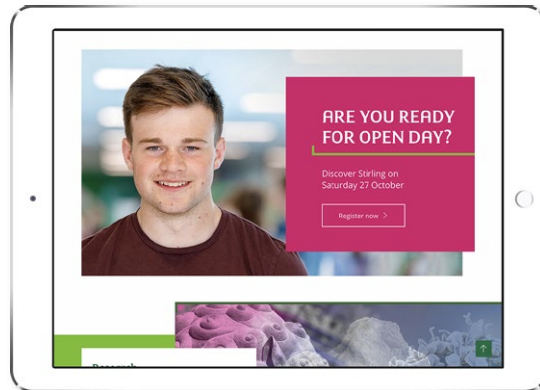Infographic

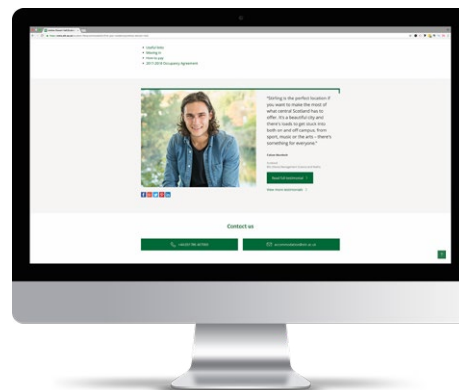Photo Gallery and Photo Gallery Item

Promo Event

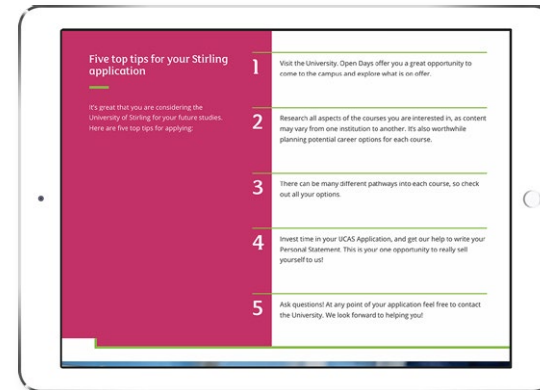Promo Standard

Content types (continued)
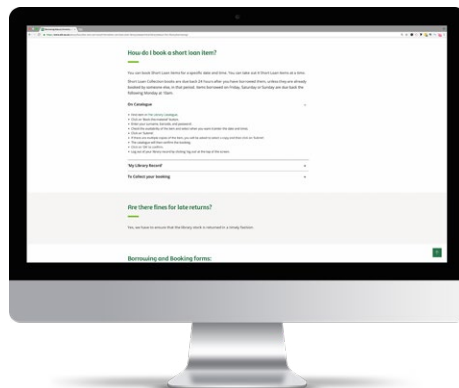
Homepage promo with hook
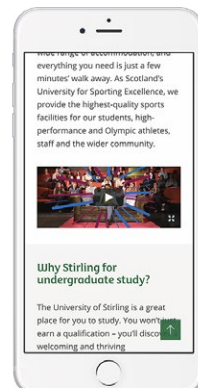

Testimonial Dynamic Story/Pullquote
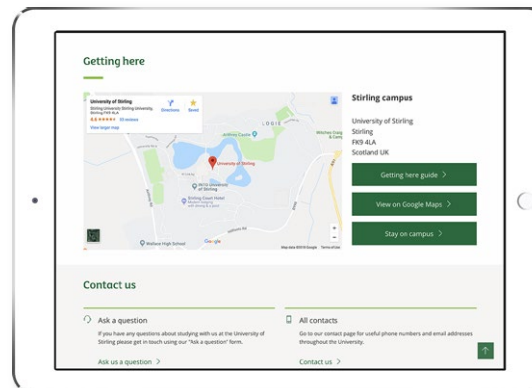

Top Reasons

Tabs / Accordion

Video Embed

Getting Here

Text with Heading
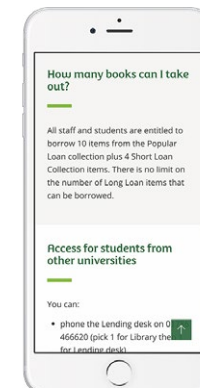
Sub-branding

The University represents several sub-brands online inlcuding Sport, Stirling Management School and Institute of Aquaculture.

The homepage of each sub-brand should look like the example opposite, with the Sub-brand logo to the right of the introduction.

For more information on sub-branding and how this should be represented, please visit the Brand Bank at https://www.stir.ac.uk/internal-staff/brandbank/sub-branding/.
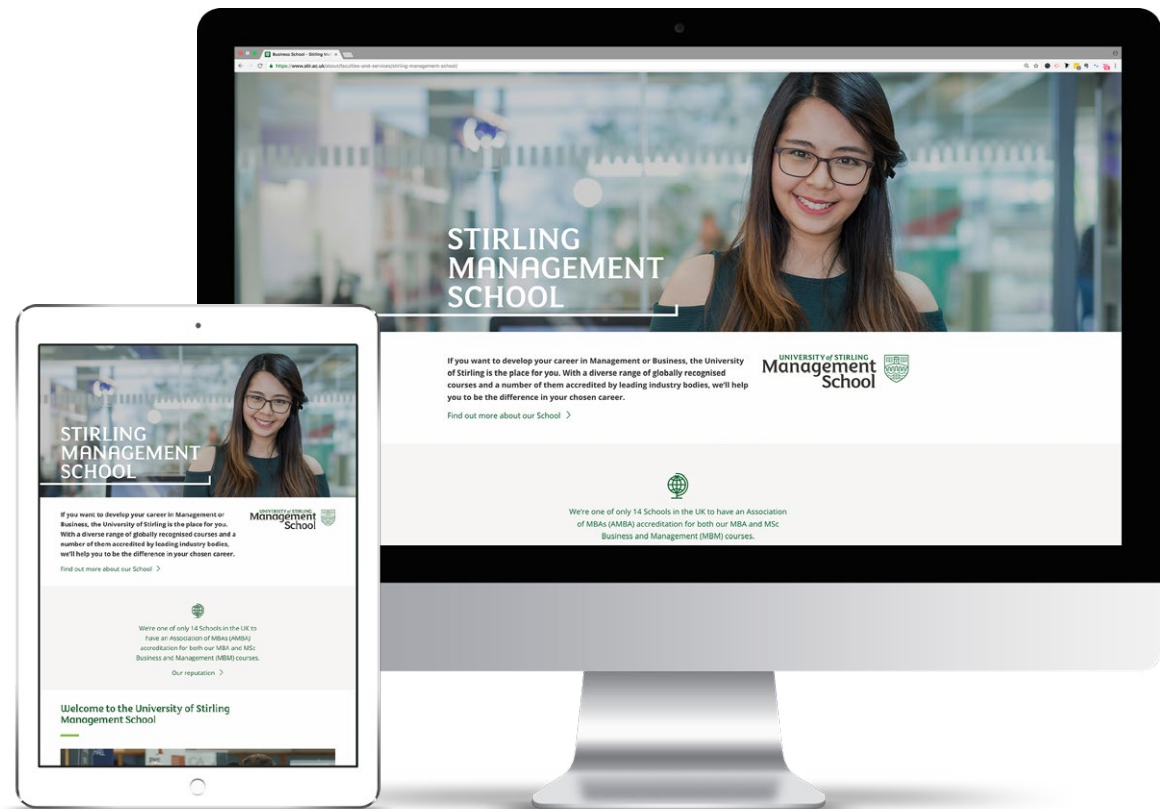
Co-branding

Co-branding refers to instances where our logo is being used in conjunction and displayed next to third-party logos on websites or online.

This should only be used when a real partnership/collaboration can be demonstrated between the University of Stirling and an external organisation.

For more information on co-branding and how this should be represented, please visit the Brand Bank at https://www.stir.ac.uk/internal-staff/brandbank/co-branding/.

Sharing and Social Media

We like to encourage our users to share our content and engage with us via social media platforms like Facebook, Instagram, Snapchat, LinkedIn etc.

Throughout the website we use social sharing buttons and include links to our social media channels wherever possible.

Note

For guidance on social media avatars, please visit the Brand Bank at https://www.stir.ac.uk/internal-staff/brandbank/
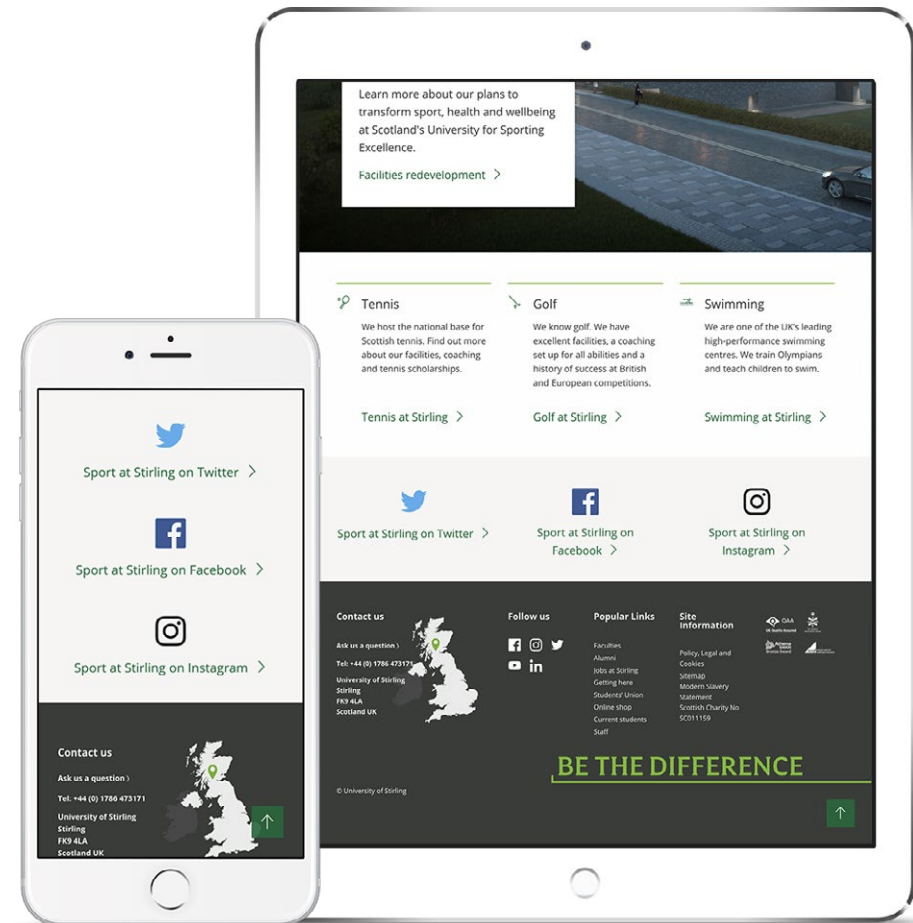
SEO

Search engine optimisation is important to us as it enables Google's search bots to easily discover and categorise our web pages appropriately.

Here are a few basic guidelines to ensure your content is optimised:

- write content for the user
- create unique content
- carry out keyword research
- add important keywords into your page text
- include a unique meta description
- use 'alt text' for images
- image file names should be descriptive, and each word should be hyphen separated
- use open graph descriptions

Other useful resources

Brand Bank

https://www.stir.ac.uk/internal-staff/brandbank/

Co-branding Guidelines

https://www.stir.ac.uk/internal-staff/
brandbank/co-branding/

Image Compression

https://tinypng.com/

WebAIM (Accessibility)

https://webaim.org/

Third Light

https://universityofstirling.thirdlight.com/

Google SEO Starter Guide

https://support.google.com/webmasters/
answer/7451184?hl=en