Hamilton College

Website Style Guide
Template

The Hamilton website uses a template in order to maintain a consistent look and feel across the website.

The links at the top of the website (header) and content in the footer appear on every page.

The navigation and contact information appear on the right side of each page.

A series of links called a “breadcrumb trail” indicate where the page is located on the site.

Within the page there are content areas: main content, navigation, lower sidebar and lower content.
Modular Content

A webpage on the Hamilton site is comprised of a set of modules, or content blocks, that can be arranged on the page using a drag-and-drop tool. A content block can contain text, images, slideshows, videos either individually or in combinations.

In order to maintain consistency throughout the site, each module has a predefined style.

Some modules can only be used in the full-width area at the bottom of the page.
Modules Available to Advanced SiteManager Users

- Callout Module (without background images)
- FAQ
- Google Forms and Calendar
- Google Map
- Image*
- Photo Grid
- Slideshow*
- Important Dates

* Available to all editors

blue text = new module

Modules Available Only to SiteManager Administrators

- Article Database
- Banner Image
- Comments
- Content Slider (features in banner area)
- Events Calendar
- Facts
- Filtered List
- Callout Module (with background images)

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Topic Block

• These blocks, which are essentially just an image, title, text, and optional link, can be stacked to create more visual content layouts.

• Headings should give a clear breakdowns of what you’ll find below.

• Descriptions should be no more than one or two sentences.

• Images must meet minimum width and height dimensions and will automatically be cropped to landscape view.

Minimum image size = 500 x 334
Important Dates

• This component is useful when multiple deadlines need to be highlighted.
• A link to more information or an application can be included.
• No more than four dates should be listed.
• This module can appear on its own (top right) with or without a callout module (bottom right). Please contact the Communications Office if you’d like to add this module to your page.
Collapsible List (FAQs)

When this is used for something like Frequently Asked Questions, make sure questions are worded in the way your audiences speak.

WHAT YOU NEED TO KNOW

- Does Hamilton require a Writing Supplement in addition to The Common Application Essay?

- Does Hamilton offer application fee waivers?

- Does Hamilton offer merit-based scholarships?
  Hamilton discontinued offering merit scholarships with the class that entered in the Fall of 2008. At that time, we decided that the primary focus and top priority of our financial aid program was to need-based aid. This decision allows us to continue honoring our long-standing commitment to meet the full demonstrated financial need of all students we admit as well as make Hamilton accessible to talented students from diverse socioeconomic backgrounds.
  Most Hamilton students would qualify for merit scholarships at many other colleges. They choose Hamilton because they recognize that an education here is well worth the investment. As a result, you’ll be learning and living with other strong students who also appreciate the value of a Hamilton education and are committed to joining this enduring community of scholars.

- How do I submit supplemental application materials for fine & performing arts?

- How and when will I be notified of my decision?
Keep link titles short, but clear. In all cases, you want to make sure a user has confidence in what they will see if they click a certain link. On the web, mystery isn’t enticing; it’s frustrating.

- This module is meant to highlight a few links. It should not be used in place of the main navigation module on the page.
Callout Module

• A callout module contains a head, subhead, short description, link and an optional image. The background color and layout can be selected by the SiteManager Editor.

• The options for layout appear on the right; the module can be used in the main content area, sidebar or the lower content area.

• The types of callouts include announcements, text-only, text w/image to the side or top, text w/background image and testimonials w/background image.

• Minimum image size = 1600 x 1200
Announcement

• This component is useful for short updates, with or without links to more information.

• Four color options are available, but only one announcement should be included on a page.

• Minimum image size = 1600 x 1200
Text-Only Callout

- The heading should communicate what the callout is about and the description should encourage the reader to explore further.

Because there’s no image required in this callout, interest should be created through language.

- Four color options are available, but only one text-only callout should be included on a page.
Choose a short title that communicates the gist of the story and adds interest. Descriptions should be no more than one or two sentences.

The module can be used in the main content area, lower content area or as a sidebar.

Minimum image size = 1600 x 1200
Testimonials*

• This module is available to SiteManager Administrators only; please contact the Communications Office if you’d like to add this module to your page.

• For both the in-content and sidebar testimonials the heading should provide a bit of context for what the quote is about.

• Quotes should be short and digestible, no more than a couple of sentences. Images here should be flattering, showing people smiling or at work.

• Four color options are available, but only one testimonial should be included on a page.

• Minimum image size = 1600 x 1200
Callout w/Background Image*

• This module is available to SiteManager Administrators only; please contact the Communications Office if you’d like to add this module to your page.

• Heading should communicate what the callout is about and the description should encourage the reader to explore further.

• Minimum image size = 1600 x 1200
Embedded Video

HAMILTON AS HOME

Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Nulla vitae elit libero.

Captions should be no more than a sentence.

Webcam Video

A VIEW OF CAMPUS


This is a full-width module. Headings should again be short, but the caption can be two or three sentences to provide more information about the content of the video.
Headings
Purpose of Headings

Headings answer the question: *What will I learn here?*

Headings enable readers to scan the contents of a page to see what sub-topics it covers and whether it contains the information they seek.

Headings add hierarchical structure and organization to a page.

Headings make it easier for individuals using a screen reader to navigate a page and are an essential element in creating accessible online materials.

_T hey should not be used to emphasize important text, instead use bold or italics._
The summary statement gives the user a sense of what they will find on the page. If you can summarize the page in that space, that's great, but given the short length (approx. 50 words), don't try to include a comprehensive summary there. By scanning the page's title, the breadcrumb, and the summary statement, a user should be able to answer the question: “Is this the page I was looking for / the page I want to read?”
This heading style is only used for the page title and not available in the style menu for text modules.
This heading style is used to introduce Topic Blocks, FAQs and Staff Directories, and should only be used in a text module when these other modules are included on the page.

The length should be limited to a few words and not wrap to a second line.

Examples:

- Off-Campus Study home page
- Apply page
- Open Curriculum page

About two-thirds of Hamilton students take part in off-campus study opportunities that range from the College's highly rated Chinese language program in Beijing to hands-on scholarship in the Adirondack Mountains of New York State.

Pursue your passion

At each off-campus destination, Hamilton students expand their knowledge through academics and real-world engagement. Internships are a major component of Hamilton's domestic programs. Students who study abroad in language immersion programs pledge to speak no English, emerging from the challenge with greatly improved skills, confidence in their own abilities and a global perspective.

International Study

Hamilton sponsors or is affiliated with programs in China, France, Spain and India. Students also may choose from more than 100 other programs approved by the College.

Domestic Study

Hamilton's programs in the Adirondacks, New York City, Washington, D.C., and at the New England Center for Children in Boston provide students with opportunities to combine rigorous academic preparation with practical experience.
Heading 3

Section Heading

- This heading style (H3) is used the most on the website.
- The length should be limited to a few words and never wrap to a second line.

Examples:

- [Off-Campus Study Application and Aid page](#)
- [Hamilton in France About page](#)
- [Applying for Financial Aid page](#)

APPLICATION & AID

APPLICATION

- Once your program is selected or approved (if it is not on the Preferred Program List), complete and submit the application as soon as possible. You need not wait for your leave of absence to be approved.
- Many programs use rolling admissions, so apply in advance of the deadlines.
- Request any needed transcripts from the Registrar’s Office.
- Seek faculty recommendations and provide them the materials to complete those recommendations.
- In many cases you will need to submit a program approval form to the study-abroad advisor (associate dean for off-campus study) to complete and return to the program.
- If you need passport photos, these can be obtained in local stores or the post office in Clinton.

See frequently asked questions about the application process.

FINANCIAL AID

Many Hamilton students who study abroad receive financial aid, and Hamilton College will work with students receiving aid to try to make their study abroad goal achievable.

- See [Studying Off Campus](#) on the Financial Aid site for a complete explanation.
- See [Cost & Aid](#) for more information about financing and scholarships.
Heading 4
Sub-Section Heading

• This should be used when introducing a sub-section of content.

• It should only be used when a larger section heading (H3) is on the page.

• The length should be limited to a few words and never be longer than 50 characters.

Examples:

Academic Regulations page
Adirondack Program Current and Future Programs page
Performing Arts Events page

Requirements for the Baccalaureate Degree

To qualify for the baccalaureate degree, a student must meet the degree requirements established by the faculty for the class in which he or she has matriculated.

Honor Code

Matriculation at Hamilton is contingent upon a student's written acceptance of the Honor Code regulations. The code covers all coursework and course examinations at Hamilton during a student's college career. Complaints alleging violations of the Honor Code shall be submitted in writing by instructors or students to the chair of the Honor Court or to the associate dean of students (academics).

Course Units

The number of full-credit courses (or the equivalent) required for graduation is 32. They must be completed with passing grades; a grade of C- or higher must be achieved in at least one-half of the courses taken at Hamilton. No more than 15 course credits in a single department earned after entering the College, including transferred credits, may be counted toward the courses required for graduation. Each unit of credit is equivalent to four semester hours.

Residence

A student must complete at least one-half of the courses required for graduation while in residence at Hamilton and be in residence for the final semester of study. Residence means enrollment in programs conducted by the College, on or off campus.

Time for Completion of the Degree

The normal pattern for earning the baccalaureate degree is four consecutive years of study. The requirements must be completed within seven calendar years from the date of matriculation.

Concentration

A student must complete the requirements for a regular concentration, a double concentration or an interdisciplinary concentration with a cumulative average of at least 1.7 in all courses taken at Hamilton that are approved for the concentration. Seniors must take at least one course each semester in their concentrations unless granted an exemption by the
• This should be used when introducing a sub-section of content that’s below an h4 heading.
• The length should be limited to a few words and never be longer than 75 characters.

Examples:

Writing Center Tutoring Services page
Writing Prizes page
Alumni Review “The Changing of the Guard” article

MEET A FEW OF THE NEW GUARD

Farah Dawood
B.A., Concordia College;  
Ph.D., Pennsylvania State University  
Appointed 2015

Besides developing the experimental physical chemistry curriculum, Dawood is launching a research program grounded in nanolithography for designing optically active materials for manipulating light and sensors for detecting low concentrations of biomolecules. During her postdoctoral research at Los Alamos National Laboratory, she developed lithographic methods for spatially organizing soft materials.

What is your aspiration as a teacher?
I want students to come away from my class with the ability to create strategies for problem solving. Not everyone who takes my class is interested in being a chemist, but critical thinking and creative problem solving are important lifelong skills.

And as a scholar?
I hope that my independent research gets to a point where it is recognized by other scientists in the field and eventually has an impact on humankind.

What experience at Hamilton stands out as especially meaningful?
Occasionally students will go out of their way to thank you for a job well done, and it makes all the hard work worth it. The best part about this job is getting to know the students. Hamilton students are enthusiastic and talented. Most of all, I am impressed with how kind they are to each other.
Heading 6

Sub-Section Heading

- This should be used when introducing a sub-section of content.
- The length should be limited to a few words
- This heading should be used if you have the related resources navigation module on the page and have a section of text on the page where a parallel heading is needed.
- This is the least used heading style on the Hamilton site.

Examples:

Accommodations page
The McKinney Prize page

ADDITIONAL RESOURCES

airbnb.com ➔ bedandbreakfast.com ➔ Central New York Bed & Breakfast Association ➔
iloveinns.com ➔ www.tripadvisor.com ➔ Vacation Rentals by Owner (VRBO) ➔

TRAVEL AGENCY

If you prefer to go through a local travel agent, contact BTI Travel at 800-472-7447.

Area lodgings are reviewed and published on a semi-annual basis. If you would like to have your establishment considered for addition to this page, please email Liz Spaltani. Generally, establishments should be located within a 20-mile radius of Hamilton’s campus and must be registered as a business with the local county government.
Images
Slideshow

• For both the in-content and full-width galleries, find images that tell a story. A sequence of images is one of the most powerful ways of communicating an idea. Keep your captions informative and efficient.

• Images can only be uploaded one at a time; use a minimum of 3 and max of 20.

• Images will always appear in landscape view and can be cropped in SiteManager.

• Minimum image size = 980 x 552
Photo Grid

• This module can **only** be used in the Lower Content area.

• Photos and videos can be included. If including a video, a photo (screenshot) needs to be uploaded and linked to the video.

• Limit the number of images to 4 if this is not the main component on the page. (See example on the right.)

• If this is the main component of the page, then more than 4 images can be included. (See [Where to Live](#))

• Keep your captions informative and efficient. Links can be included but need to be adding using html coding

  `<a href="link">link text</a>`

• Minimum image size = 1220 x 688
# Image Size Cheat Sheet

<table>
<thead>
<tr>
<th>Size</th>
<th>Purpose</th>
</tr>
</thead>
<tbody>
<tr>
<td>1600 x 1200</td>
<td>Callout</td>
</tr>
<tr>
<td></td>
<td>News home page feature image</td>
</tr>
<tr>
<td>1600 x 900</td>
<td>Banner image</td>
</tr>
<tr>
<td></td>
<td>Full-width slideshow image</td>
</tr>
<tr>
<td>1220 x 688</td>
<td>Photo Grid</td>
</tr>
<tr>
<td>1200 x 1200</td>
<td>Facts</td>
</tr>
<tr>
<td>980 x 552</td>
<td>Slideshow</td>
</tr>
<tr>
<td></td>
<td>Text, landscape image (automatically placed to right)</td>
</tr>
<tr>
<td>500 x 668</td>
<td>Staff Directory</td>
</tr>
<tr>
<td>500 x 334</td>
<td>Topic Block</td>
</tr>
<tr>
<td>400 x 300</td>
<td>News by tag – featured image</td>
</tr>
<tr>
<td></td>
<td>Text, portrait image (automatically placed to right)</td>
</tr>
<tr>
<td>300 x 400</td>
<td>Profiles</td>
</tr>
<tr>
<td></td>
<td>Text, portrait image (automatically placed to right)</td>
</tr>
<tr>
<td>200 x 200</td>
<td>Upcoming Events</td>
</tr>
</tbody>
</table>
Page Layout
Making a Well-Balanced Page

- Provide the right amount of content focused on a single topic.
- Allow for white space and breathing room.
- Avoid a long sidebar with short body content (see example to the right).
- Never bury important content under large, atmospheric callouts.
- Choose the right kind of page for the right kind of content. Some pages should allow for plenty of slow exploration, while others should focus directly on the content without distractions.
Making a Visually Coherent Page

The modular design system allows you a lot of freedom when it comes to combining different components. Make sure pages are visually well paced. Break up dark sections with lighter areas. Stacking big blocks of color or vibrant images can be overwhelming. Use components with light colored backgrounds to separate them and create visual variety. The most important way to make sure your pages are visually coherent is to check them after publishing. If the components aren’t working well with each other, make small adjustments.