

STANDARDS MANUAL FOR GOOGLE SITES



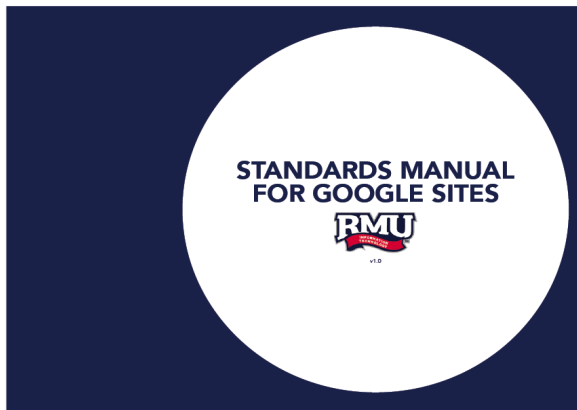
v1.0

PLEASE NOTE

This document is not to get confused with the Robert Morris University Identity Standards Manual.

All press and media outlets should strictly follow the Robert Morris University Identity Standards Manual.

- You can locate the manual at <http://rmu.edu/newsroom/PhotosandLogos>



IDENTITY STANDARDS MANUAL

10/2013-09/14/13

The purpose of this document is to outline the standards that are used across the **RMU Intranet** sites and pages that are housed in Google Sites.

Please adhere to the following guidelines outlined within this manual when editing, creating, and publishing content to any of the RMU Intranet Google Sites*.

**All RMU Intranet Google Sites are identified with a URL containing something.rmu.edu where the something corresponds to the organization, school, or department that the site is established for. For example, studentlife.rmu.edu is the RMU Intranet Google Site for Robert Morris University Student Life.*

*As well, all RMU Intranet Google Sites are identified by the text "**Powered by Google Sites**" located at the very bottom of the page.*



INDEX

Site Templates - Page 4

Page Layout - Page 5

Colors - Page 6

Fonts - Page 7

Page Text and Subheadings - Page 8

Page Title and Breadcrumbs - Page 9

Images - Page 10

Links - Page 11

Left Navigation - Page 12

Contact Information - Page 13

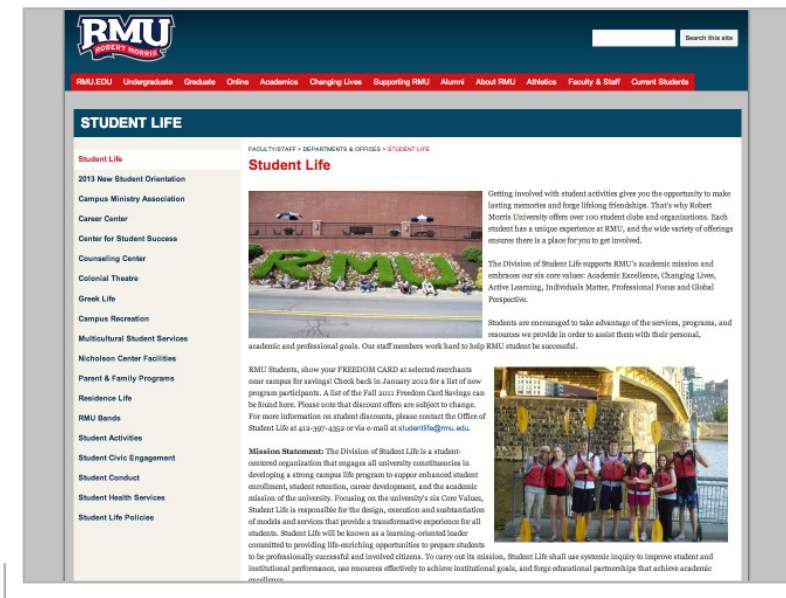
For More Information - Page 14

SITE TEMPLATES

There are two versions of the official RMU Intranet Google Site template, featured below. The first template was created and established in 2012. The second version was created and established in Fall of 2013.

Some sites have been transitioned to the newer template. All new sites will be created using the new template, as of Fall 2013.

Certain RMU-owned sites may have customized templates for Google Sites (i.e. RMU Island Sports Center); however, all RMU Intranet pages will generally adhere to one of the two official templates.



Official RMU Intranet Template
Developed in 2012

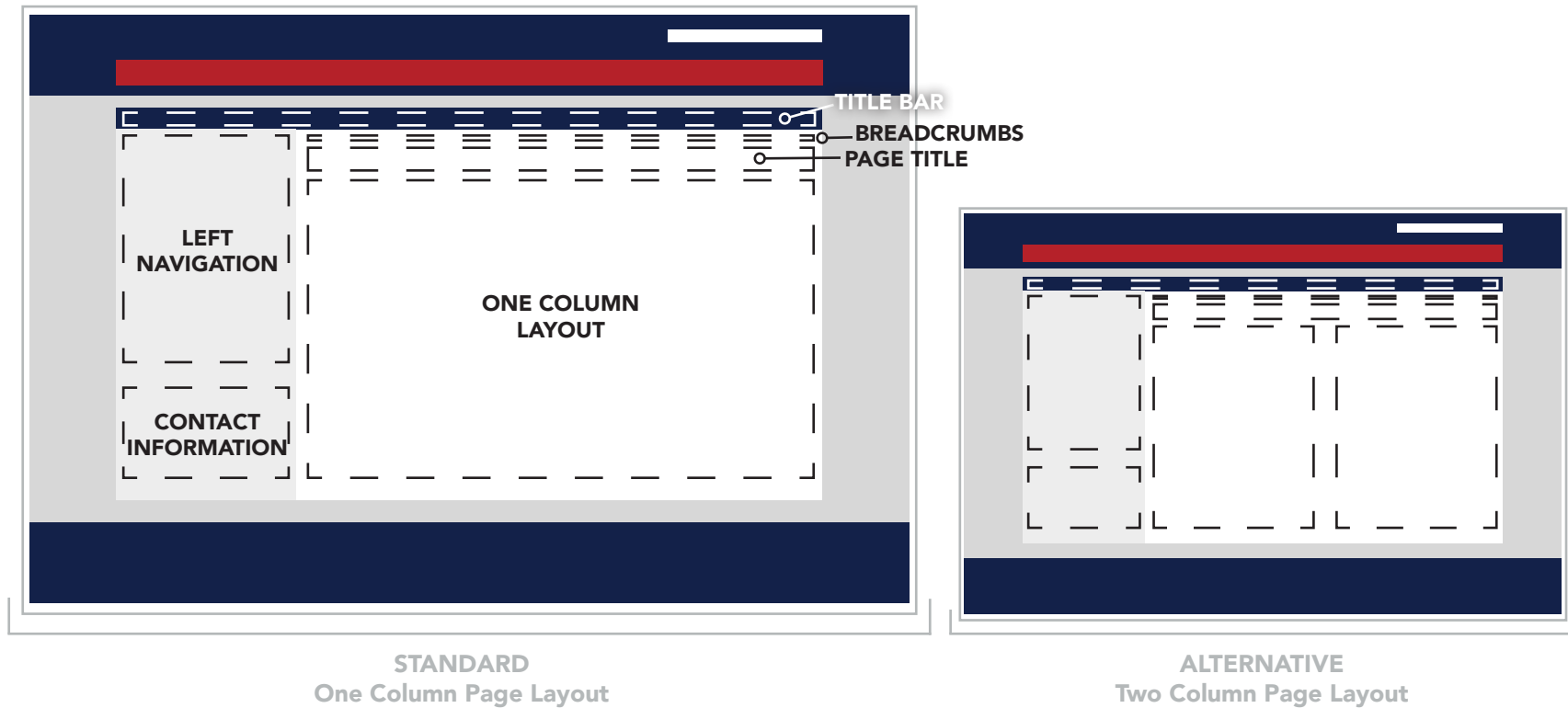


Official RMU Intranet Template
Developed in Fall 2013

PAGE LAYOUT

The standard layout for an RMU Intranet Google Site page is a one column layout with title bar, left navigation, contact information, breadcrumbs, and page title.

Additionally, some sites may utilize a customized version featuring a two column layout. The customized layouts can be created, if requested. Never utilize the Page Layout feature in Google Sites to modify the template.

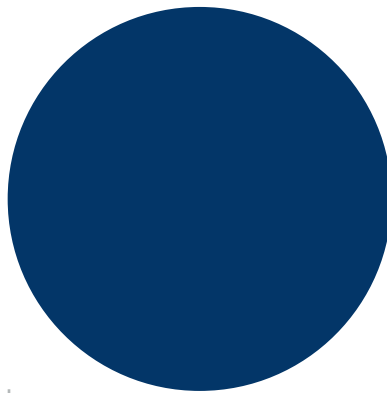


COLORS

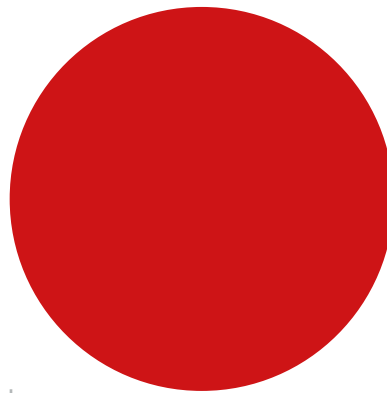
There are four standard colors used throughout the template: white, black, blue, and red. The specific shades of each color are outlined below.



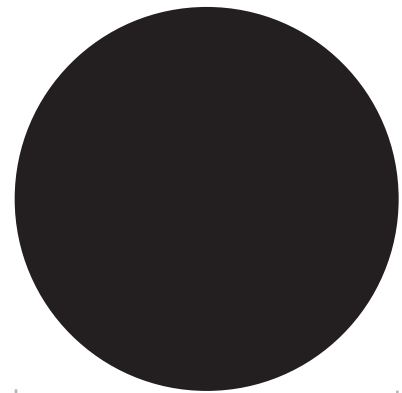
HEX #F5F2EC
RGB (245,242,236)



HEX #033668
RGB (3,54,104)



HEX #CE1416
RGB (206,20,22)



HEX #000000
RGB (0,0,0)

FONTS

There are two font families used with our RMU Intranet Google Sites. Arial is used for sans-serif application: headings, subheadings, and certain text areas. Georgia is used for serif application, such as general body text. Arial is sometimes substituted for body text.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ARIAL
Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

GEORGIA
Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

ARIAL
Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

GEORGIA
Regular

PAGE TEXT & SUBHEADINGS

By default, general body text is specified as **size 2, black** in the Google Editing Bar. The 2012 template defaults body text Georgia, the serif font mentioned on page 7. The Fall 2013 template defaults body text to Arial. Either font can be used as the general body text; however, it should be **consistent** throughout the entire site.

The quick brown fox jumps over the lazy dog.

GEORGIA
Size 2 (10 pt)
Color #000000

The quick brown fox jumps over the lazy dog.

ARIAL
Size 2 (10 pt)
Color #000000

Headings and subheadings can range in size from size 2 to size 5 in the Google Editing Bar. Headings and subheadings should always be **bold**, either red or blue, and used consistently throughout the site. Arial should be font choice used.

Standard Subheading, Blue

ARIAL
Size 3 (12 pt)
Color #033668

Standard Small Subheading, Blue

ARIAL
Size 2 (10 pt)
Color #033668

Standard Subheading, Red

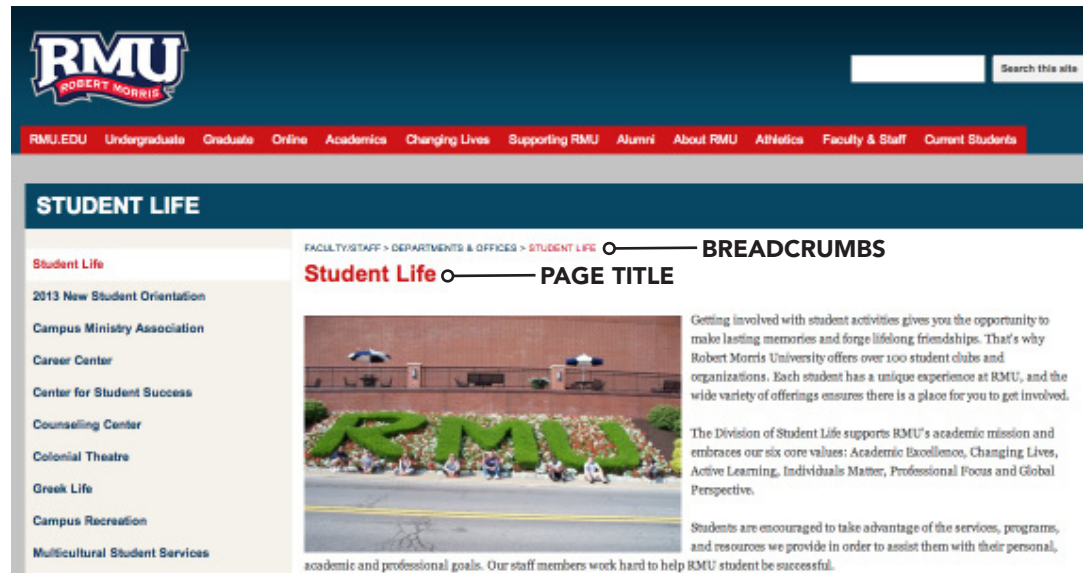
ARIAL
Size 3 (12 pt)
Color #CE1416

Large Subheading, Red

ARIAL
Size 4 (16 pt)
Color #CE1416

PAGE TITLE & BREADCRUMBS

Every page within an RMU Intranet Google Site has a page title and breadcrumb trail. The page title is identified as the red text that describes what the page is. The breadcrumb trail is the series of small text at the top that outlines the navigation of how you get to the page.



FACULTY/STAFF > DEPARTMENTS & OFFICES > **STUDENT LIFE**

ARIAL
Size 1 (8 pt), All Caps
Color #033668 - Active Color #CE1416

Student Life

ARIAL
Size 5 (18 pt), Bold
Color #CE1416

IMAGES

Images may be used throughout your site to enhance the visual appeal of the page.

Always remove the link from an image unless you are linking to another page or document. Never allow an image to link to itself.

INCORRECT USE

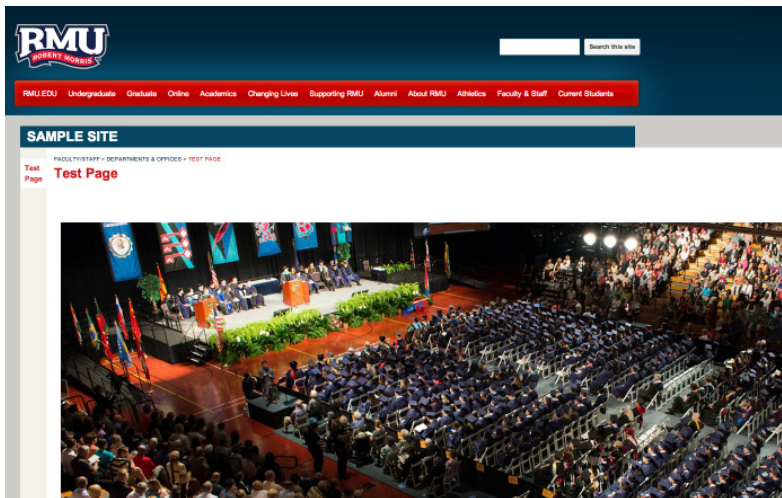


CORRECT USE

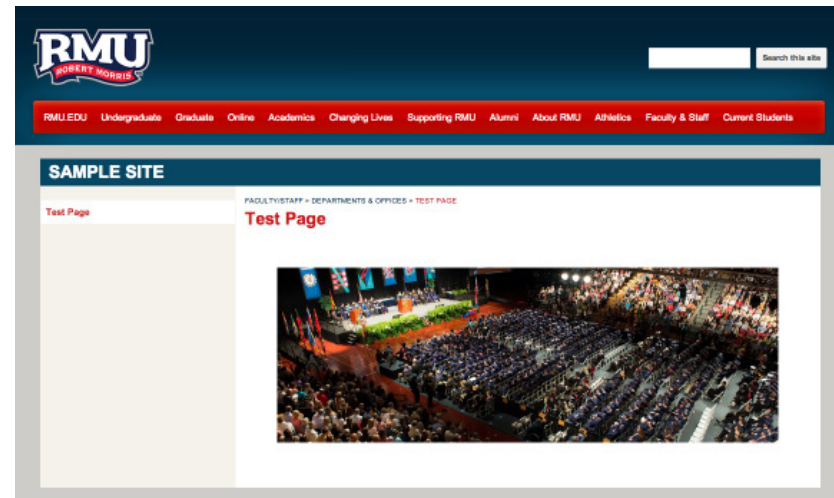


Never allow an image to expand out past the boundary of the page. If the image is stretching the content area, it should be resized to a smaller size in order to fit within the template-specified page width.

INCORRECT USE



CORRECT USE



LINKS

By default, the template does not specify the correct font or font style for links. Links should **always** be Arial (Normal) font, the same size as the text that it is accompanying, and should **never** be underlined.

INCORRECT USE (DEFAULT)

Robert Morris University was founded in 1921 in [downtown Pittsburgh](#).

INCORRECT USE

Robert Morris University was founded in 1921 in [downtown Pittsburgh](#).

INCORRECT USE

Robert Morris University was founded in 1921 in [downtown Pittsburgh](#).

CORRECT USE

Robert Morris University was founded in 1921 in [downtown Pittsburgh](#).

LEFT NAVIGATION

Main Level Page

Sub Page

Sub Page

Main Level Page

Main Level Page

Main Level Page

Sub Page

For More Information, Contact:

First and Last Name, Degree

Position Title

Department Name

emailaddress@rmu.edu

412-397-XXXX phone

412-397-XXXX fax

Office Location



Every left navigation in an RMU Intranet Google Site should be formatted to look the same way. The left navigation features two components: the navigation links and contact information.

By default, all links should be blue (HEX #033668). The main level navigation pages should be bolded, Arial, size 2. Subpage navigation should be regular, Arial, size 2.

Only the active page should be red (HEX #CE1416). The font size and style should remain the same as mentioned above. Active pages should also be noted with a white background behind the navigation (link) text.

When a subpage is the active page, the main level page should remain highlighted in a white background. The subpage should be noted as red text, as shown to the left.

Contact information is displayed below all of the navigation links. Contact information should never appear above links in the navigation.

IMAGE USAGE IN LEFT NAVIGATION

Images, primarily logos, can be used in the left navigation. Commonly, they are used to show accreditations. All image use in the left navigation should follow the same guidelines as normal image use.

The image(s) should never alter the width of the left navigation - they should be sized to fit properly. Images should be displayed below the contact information, but may appear above the navigation text in certain instances.

CONTACT INFORMATION

For More Information, Contact:

First and Last Name, Degree

Position Title
Department Name

emailaddress@rmu.edu

412-397-XXXX phone
412-397-XXXX fax
Office Location

First and Last Name, Degree

Position Title
Department Name

emailaddress@rmu.edu

412-397-XXXX phone
412-397-XXXX fax
Office Location

Contact information should always be formatted as shown to the left. Every site should have contact information on their home page, so that visitors can identify who to contact if they have questions. It is optional to add it to every page.

Contact information displayed on RMU Intranet Google Sites is not pulled from Patriot. There is no database connection to our Google Sites; therefore, site owners and content managers are responsible to keep their contact information up-to-date on each page that the contact information appears when title and/or position changes take effect. Employee titles should match the exact title that was given to the employee by Human Resources (see below on obtaining information).

More than one contact person can be added to the page. For more than one contact person, continue to follow the same format as shown to the left.

The red text for the employee's email address should always be formatted as a link. The text should be linked to <mailto:emailaddress@rmu.edu>. This allows users to click directly on the email address and have a draft email appear with the email address in the TO: field. Please note that the draft email will be generated with the users default email client on their machine (commonly this may be Microsoft Outlook).

OBTAINING EMPLOYEE TITLE AND INFORMATION

To obtain an employee's title and contact information, visit rmu.edu/directory. Once you click on "Employee," you can search for the employee's name. The information displayed will be pulled directly from Patriot as Human Resources has specified it.

FOR MORE INFORMATION



Please note that this guide has been formulated to inform individuals of Robert Morris University who update, maintain, and create RMU Intranet Google Sites about standards that everyone should adhere to in order to provide a consistent experience across all of our sites.

The Standards Manual for Google Sites was not created to provide detailed instructions on how to update, maintain, and create your RMU Intranet Google Site. For detailed instructions on our use of Google Sites, please visit rmu.edu/trainingdocs and check out the numerous guided instructions that are provided there.

For added convenience, you may email the web team directly at webchanges@rmu.edu. This email will automatically generate a ticket for support. Someone within the department will respond to your request as promptly as possible.

CONTACT US

Robert Morris University
Department of Information Technology
Applications

webchanges@rmu.edu
412-397-2211 (Help Desk)