Global Header
The header is found at the top of every page, with fields that help the user understand and navigate through the Ohio University website.

Ownership Solution
The ownership solution is used to help users find the landing page for the College, Unit, Department and others. If this is not used, the Students, Family, etc. links will appear here (see below).

Site or Department Name

Top Navigation

Default Header
The links at the top (in the green) default to this option if the Ownership Solution is not utilized.

Contact Information
This can be customized to show the address, phone, and email of an office or department.

Global Footer
The footer is at the bottom of every page and provides navigation when the user reaches the end of the content.
Top Navigation Overview

On the web, navigation serves as your roadmap to getting around a website. Do not use symbols such as "&," duplicate the top navigation in the left column navigation, have a "home" or other variation of this link, shorten and/or alter an office or department name—unless it’s an officially recognized acronym (e.g. OIT, UCM).

Megamenu Top Navigation
It is a layout that is automatically inserted based on the number of levels of navigation entered. If the navigation is at least three levels deep, it outputs in a mega menu fashion.

Traditional Top Navigation
This is the default display with a drop-down in the top and a list of links below.
Landing Page

The landing page serves as the homepage for a site. These pages can display various amounts of elements to help users find their way through the rest of the site. They are also be used as top-level pages for schools, programs, departments, offices, and other important sections of a website.

- **Global Head**: Contains the Site Title and Navigation.
- **Hero Image**: Can be Tall or Condensed.
- **Breadcrumbs**: Navigation that breaks the site into links in sequential order.
- **Content**: This can include content such as text, photos, videos, and various elements.
- **Global Footer**: Includes standard links and the contact information.
Two Column Landing Page

This type of page serves as a secondary landing page for an office, department, program, school, or other groups of pages within a website. These pages are similar to a Landing Page in the sense that they can have many different types of elements and content, and also resembles a basic page in structure.
Basic Page
Basic pages are found internally in a website and hold the bulk of the content.
Text and Image Elements
**Hero Images.................... p.10
**Topic Previews.................... p.11
Faculty and Staff Profiles............... p.12
**Featured Media Sections............... p.13

Link and Icon Elements
**Quick Link Sections............... p.14
**Icons........................ p.15
Image Tiles.................... p.16
Card Links.................... p.17

Feed Elements
**Calendars and Event Feeds............... p.18
**News and Article Feeds............... p.19
**Announcements.................... p.20
**Twitter Post.................... p.21

Miscellaneous Elements
**Various Content.................... p.22
**Embedded Videos.................... p.23
Hours of Operation.................... p.24
Blog Feed Page.................... p.25
Blog Story Page.................... p.26

** Denotes an element that is currently available for a 2-Column Landing Page
Ohio University | Hero Images

**Hero Image Dimensions and Options**
Condensed hero image dimension: 1800px by 472px
Large hero image dimension: 1800px by 835px

Hero images can contain up to three Call to Action Buttons, a heading, a subheading, and text in varying combinations. Do not use the Hero Image area as a place to display multiple photos or details (e.g., slideshows). Users have been shown either to skip over the slideshow, or not to click past the first image. Think about how you would like to represent your department and what imagery would best encompass that, such as through a campus beauty shot, an action shot, etc.
Ohio University | Topic Previews

**Topic Preview Overview**
Topic Previews are composed of an image, a subheading, summary text, and a button. They can be displayed in groups of two or three in a row, and should not be stacked on top of each other. This element is to be used on a landing page to preview or highlight various topics, and is meant to encourage users to click the button to find out more about the topic.

Image

Section Heading

Call to Action Buttons

**Lorem Ipsum Dolor**


Lorem Ipsum Dolor Sit Amet


Lorem Ipsum Dolor Sit Amet


**Display of Three Topic Previews:**

Lorem Ipsum Dolor


Lorem Ipsum Dolor Sit Amet


Lorem Ipsum Dolor Sit Amet

### Profiles Overview

Photos can be landscape or portrait, and all faculty/staff photos should have consistent orientation.

<table>
<thead>
<tr>
<th>Profile Name</th>
<th>Profile Fields</th>
</tr>
</thead>
<tbody>
<tr>
<td>John Doe</td>
<td>Fields can include title, phone number, email, office address and more</td>
</tr>
</tbody>
</table>

**Portfolio Profile Image**


**Profile without Biography**

John Doe  
Job Title Here  
123.456.7890  
email@ohio.edu  
Baker Center 123

**Landscape Profile Image**


**Profile Without a Photo:**

John Doe  
Job Title Here  
123.456.7890  
email@ohio.edu  
Baker Center 123

Ohio University | Featured Media Sections

**Featured Media Overview**
This element displays a featured image or video and a heading, summary text and a call to action button. The text section can be on the left or the right side of the page, and sections can stack on top of each other in alternating sides. Be aware that this is meant to be a promotional ‘blurb.’ This element does not hold more than 3-4 sentences of text. Use photos that contain people or things. Studies have shown that photos with something happening in them better attract users to it than empty landscape photos.

**LOREM IPSUM DOLOR SIT AMET**
Vestibulum laoreet tellus tincidunt ex semper ornare. In blandit nulla sapien, fringilla sagittis ligula iaculis sed. Integer sodales, quam eget volutpat varius, mi tellus auctor dolor, vitae bibendum orci ex eu dolor

**VITAE SOLADES DOLOR**
Vestibulum laoreet tellus tincidunt ex semper ornare. In blandit nulla sapien, fringilla sagittis ligula iaculis sed. Integer sodales, quam eget volutpat varius, mi tellus auctor dolor, vitae bibendum orci ex eu dolor

**VITAE SOLADES DOLOR**
Vestibulum laoreet tellus tincidunt ex semper ornare. In blandit nulla sapien, fringilla sagittis ligula iaculis sed.
Quick Link Overview
Sections of links can be displayed in various ways, including with categories or icons.

Section Background
Can be a solid color, or image overlay, as displayed here.

Lorem Ipsum Dolor

Lorem Ipsum Dolor Sit Amet Nunc > Lorem Ipsum > Curabitur Volupat Purus Ellus Nisi Lobortis >
Lorem Ipsum >

Lorem Ipsum >

Lorem Ipsum Dolor Sit Amet Nunc Quam Magna Amet Dolor >
Lorem Ipsum Dolor Sit Amet Nunc Amet >
Lorem Ipsum >

Lorem Ipsum Dolor Sit Amet Nunc Quam Magna

Lorem Ipsum Dolor Sit Amet Porta
Lorem Ipsum Dolor Sit Amet Porta
Lorem Ipsum Dolor Sit Amet Porta
Lorem Ipsum Dolor Sit Amet Porta Eros Neque Amet Males
Lorem Ipsum Dolor Sit Amet Porta
Lorem Ipsum Dolor Sit Amet Porta
Lorem Ipsum Dolor Sit Amet Porta
Lorem Ipsum Dolor Sit Amet Porta Eros Neque Amet Males
Lorem Ipsum Dolor Sit Amet Porta
Lorem Ipsum Dolor Sit Amet Porta Eros Neque Amet Males
Lorem Ipsum Dolor Sit Amet Porta
Lorem Ipsum Dolor Sit Amet Porta
Lorem Ipsum Dolor Sit Amet Porta
Lorem Ipsum Dolor Sit Amet Porta Eros Neque Amet Males
Lorem Ipsum Dolor Sit Amet Porta
Lorem Ipsum Dolor Sit Amet Porta
Lorem Ipsum Dolor Sit Amet Porta Eros Neque Amet Males

Quick Links
Can be displayed in varying amounts, from 3 to 9 links.
Icons Overview
Icons are a way to add a flair to a traditional link used on a landing page to help users quickly find topics within a website. Icons are more powerful when there are less on a page, which is why we offer icons in groups of 4, 5, 6, 8, or 9 to preserve their uniqueness. These are not intended to replace the use of navigation, but to highlight important pages.

Large Icon Tiles:
- Icon: Should be relevant to the link text.
- Quick Links: These should be limited to two lines of text.

Small Icon Tiles:
- Icon: Should be relevant to the link text.
- Quick Links: These should be limited to two lines of text.

Quick Link Icons:
Icons can be displayed in groups of four, five and six. Link text can be up to 30 characters long, or two lines of text.

Quick Link Text: The link is limited to two lines of text.
Image Tiles Overview

Similar to the Icon Tiles, Image Tiles are a great way to add a feature-effect to traditional links. Instead of icons, these utilize images and a zoom-hover effect. These can be in groups of 2, 3, and 4 in varying stacked formats. Just like icons, these are best used sparingly. Tiles should not replace navigation, but highlight important pages.

2 in a Row:

2 in a Row:

3 in a Row:

3 in a Row:

4 in a Row:

4 in a Row:

Quick Link Text
These should be limited to two lines of text, or 36 characters.
Card Links Overview
This element can be grouped in 4, 6, and 8 with a hover effect. The cards have an image with a linked subheading and an optional description.

Group of 4 with Descriptions:

<table>
<thead>
<tr>
<th>Image</th>
<th>Linked Subheading</th>
<th>Optional Background</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Image 1" /></td>
<td>LOREM IPSUM DOLOR SIT AMET NET ARCUI ET Lorem Ut nec Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin id gravida sapien, a vestibulum felis. Aliquam lobortis arcu a placerat rhoncus. Praesent enim</td>
<td></td>
</tr>
<tr>
<td><img src="image2.png" alt="Image 2" /></td>
<td>LOREM IPSUM DOLOR SIT AMET NET ARCUI ET Lorem Ut nec Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin id gravida sapien, a vestibulum felis. Aliquam lobortis arcu a placerat rhoncus. Praesent enim</td>
<td></td>
</tr>
<tr>
<td><img src="image3.png" alt="Image 3" /></td>
<td>THIS IS ZILLA SLAB UPPERCASE 20px Lorem Ut nec Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin id gravida sapien, a vestibulum felis. Aliquam lobortis arcu a placerat rhoncus. Praesent enim</td>
<td></td>
</tr>
<tr>
<td><img src="image4.png" alt="Image 4" /></td>
<td>LOREM IPSUM DOLOR SIT AMET NET ARCUI ET Lorem Ut nec Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin id gravida sapien, a vestibulum felis. Aliquam lobortis arcu a placerat rhoncus. Praesent enim</td>
<td></td>
</tr>
</tbody>
</table>

Description Text
Should be limited to 3-4 sentences.

Hover State

Group of 6:

<table>
<thead>
<tr>
<th>Image</th>
<th>Linked Subheading without Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Image 1" /></td>
<td>LOREM IPSUM DOLOR SIT AMET</td>
</tr>
<tr>
<td><img src="image2.png" alt="Image 2" /></td>
<td>LOREM IPSUM DOLOR SIT AMET</td>
</tr>
<tr>
<td><img src="image3.png" alt="Image 3" /></td>
<td>LOREM IPSUM DOLOR SIT AMET</td>
</tr>
<tr>
<td><img src="image4.png" alt="Image 4" /></td>
<td>LOREM IPSUM DOLOR SIT AMET</td>
</tr>
<tr>
<td><img src="image5.png" alt="Image 5" /></td>
<td>LOREM IPSUM DOLOR SIT AMET</td>
</tr>
<tr>
<td><img src="image6.png" alt="Image 6" /></td>
<td>LOREM IPSUM DOLOR SIT AMET</td>
</tr>
</tbody>
</table>
Calendar Feed Overview

Depending on the frequency and amount of events, there are multiple displays for calendar feeds to hold photos, event descriptions and more. Utilize the calendar feed to fit your content: think about how frequently events occur before deciding which display to have on the page. If calendar feeds are not updated frequently, especially on displays that show multiple events, the information will appear out-of-date and this alerts readers the page is stale.

6 Events with Photos:

<table>
<thead>
<tr>
<th>Event Image</th>
<th>WEDNESDAY, NOVEMBER 30</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Mauris Nisi Dolor Posuere Sit Amet Eget Bibendum Lorem Ipsum.</td>
</tr>
<tr>
<td></td>
<td>8:00 A.M. – 5:00 P.M.</td>
</tr>
<tr>
<td></td>
<td>Lorem Ipsum Dolor Sit Amet</td>
</tr>
</tbody>
</table>

3 Events Display:

<table>
<thead>
<tr>
<th>Calendar Default Image</th>
<th>WEDNESDAY, NOVEMBER 30</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Mauris Nisi Dolor Posuere Sit Amet Eget Bibendum Lorem Ipsum.</td>
</tr>
<tr>
<td></td>
<td>8:00 A.M. – 5:00 P.M.</td>
</tr>
<tr>
<td></td>
<td>Lorem Ipsum Dolor Sit Amet</td>
</tr>
</tbody>
</table>

Single Event Display:

<table>
<thead>
<tr>
<th>Event Fields</th>
</tr>
</thead>
<tbody>
<tr>
<td>Includes the date, title/name, time, and location for an event.</td>
</tr>
</tbody>
</table>

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Saturday, November 30 11:00 A.M. – 10:00 P.M.

Ohio University | News and Article Feeds

News Feed Overview

Depending on the frequency and amount of articles published, there are multiple displays for news feeds to hold photos, story summaries and more. Utilize the news feed to fit your content: think about how frequently stories are published before deciding which display to have on the page. If feeds are not updated frequently, especially on displays that show multiple articles, the information will appear out-of-date and this alerts readers the page is stale.

3 Articles with Photos:

Lorem Ipsum
VIEW ALL NEWS STORIES

Lorem Ipsum Dolor Sit Amet
June 20, 2018
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in.

Lorem Ipsum Dolor Sit Amet
June 20, 2018
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in.

Lorem Ipsum Dolor Sit Amet
June 20, 2018
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in.

Featured Story:

Lorem Ipsum Dolor Sit
VIEW ALL NEWS STORIES

Lorem Ipsum Dolor Sit Amet
March 21, 2018
Ohio University’s Sherleena Buchman, an assistant professor in the College of Health Sciences and Professions’ School of Nursing, helped create a NARCAN simulation along with an interprofessional team of students from the college. The simulation will debut on April 16 from 8:30 a.m. to 9:30 a.m. at Ohio University’s Grover Center, Room E218.

READ THIS STORY

Lorem Ipsum
# Announcements Overview

This element displays up to three announcements, with optional fields to add details to the announcement. The difference between a Calendar Event and an Announcements is that a Calendar Event has a specific date, time, and place whereas an Announcement can be a reminder to turn in a registration, a deadline, an update to an event, changes in schedules, or many other options!

<table>
<thead>
<tr>
<th>Announcement Title</th>
<th>Announcement Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>June – August</td>
<td></td>
</tr>
<tr>
<td>June 30</td>
<td></td>
</tr>
<tr>
<td>Mid-June</td>
<td></td>
</tr>
<tr>
<td>June 30</td>
<td></td>
</tr>
</tbody>
</table>
Twitter Post Overview

The Twitter post displays the most recent post from an account, and is situated next to a photo, social media links, or other elements. The traditional method of inserting a Facebook and Twitter feed has caused some issues when it comes to user experience. If a user hovered their mouse unknowingly over the feed and attempted to scroll, they rest of the page would not move and instead the feed would scroll, therefore causing user frustration.

Twitter Post with Image:

Lorem Ipsum Dolor Sit

@LoremIpsumDolorSitAmet

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam eros neque, vulputate sit amet malesuada sit amet. Fusce scelerisque lacinus ut porta... Read More

Most Recent Twitter Post

Side by Side Elements:

Calendar

VIEW ALL UPCOMING EVENTS

Wednesday, November 30

Mauris Nisi Dolor Posuere Sit Amet Eget Bibendum Lorem Ipsum.

1 8:00 A.M. – 5:00 P.M.

@LoremIpsumDolorSitAmet

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam eros neque, vulputate sit amet malesuada sit amet. Fusce scelerisque lacinus ut porta... Read More

Most Recent Twitter Post

Twitter

FOLLOW US ON TWITTER

Wednesday, November 30

Mauris Nisi Dolor Posuere Sit Amet Eget Bibendum Lorem Ipsum.

1 8:00 A.M. – 5:00 P.M.

@LoremIpsumDolorSitAmet

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam eros neque, vulputate sit amet malesuada sit amet. Fusce scelerisque lacinus ut porta... Read More

Most Recent Twitter Post
Various Content Overview

These sections of content can hold a variety of information, such as social media links, award and sponsor logos, fast facts, and more.

Social Media Links:

Optional Background

Follow Us on Social Media

Social Media Icons
These are linked to the respective social media accounts.

Affiliated Logos:

Optional Background

Awards and Recognition

Gray-scaled Logos
These can be sponsors, partners, or award logos.

Fast Facts:

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>94%</td>
<td>$12 Million</td>
</tr>
</tbody>
</table>

Lorem ipsum dolor sit amet,
adipiscing elit.

Fact Numbers and Descriptions

Optional Background

Contact Us:

How Can We Help You?

Email: ohio.edu
Phone: 123.456.7890

Contact Information
Can be a phone number, email, address, and other information necessary.

Call to Action Button
This, again, can be an action to contact or perform a more specific action.
Embedded Videos Overview
These can be embedded onto a web page using embed codes from Youtube. It’s a good idea to also include a call to action link to encourage the user to perform an action afterwards.

Lorem Ipsum Dolor Sit Amet
Lorem ipsum dolor sit amet, vidisse petentium intellegat ne pro. Id vis error omnium. Ea vel choro setentiae. Odo iudicid est et. Duo minm laboramus urbanitas no, nec solum repudiare eu, ne nam apeirian imperdiet. Nam eu inani tollit feuqalt, ut aequo splendidam nam, ex vel harum vulputate.

Minim movet an has, ei senerit temporibus eum. Ius ad graeco persius dolore. Eos id brute illum.

Lorem ipsum dolor sit amet, vidisse petentium intellegat ne pro. Id vis error omnium. Ea vel choro setentiae. Odo iudicid est et. Duo minm laboramus urbanitas no, nec solum repudiare eu, ne nam apeirian imperdiet. Nam eu inani tollit feuqalt, ut aequo splendidam nam, ex vel harum vulputate.

Featured Video Display:
VITAE SOLADES DOLOR
Vestibulum laoreet tellus tincidunt ex semper ornare. In blandit nulla sapien, fringilla sagittis ligula laculis sed.
Ohio University | Hours of Operation

Hours of Operation Overview
This is another flexible element where many different types of content can fit into its layout.

Lorem Ipsum Dolor Sit Amet

LOREM IPSUM DOLOR SIT AMET NET AT
67880 Lorem Ipsum Dolor, Sit Amet

Mondays through Fridays: 9:00 a.m. - 5:00 p.m.

LOREM IPSUM DOLOR
12345 Lorem Ipsum Dolor, Sit Amet 24632

Lorem Ipsum Dolor Sit Amet Net Lorem: 1:00 P.M. – 5:00 P.M.
Lorem Ipsum Dolor Sit Amet Net Lorem: 1:00 P.M. – 5:00 P.M.
Blog Feed Overview
This page design is used for organizing and listing blog posts in a feed format.
Blog Story Overview
This is the page design for a blog story.


Published: January 30, 2013
Author: Jane Doe