This manual documents web communication guidelines for University Business Services and provides both content and imagery direction for correctly representing the brand, vision and values of the department.

The importance of web standards
It is critical that identity is always communicated consistently. Every McDonalds you walk into has a very similar look and feel and always utilizes the golden arches. People could simply see the golden arches and know that it represents McDonalds.

Consistent messaging and visual elements are key to becoming recognized. With the web now a primary mode of communication, especially in the educational realm, it is vital that web content and design are consistently displayed.

Consistency shows professionalism; establishes our presence and positive recognition in the public eye; and ensures our identity and trademarks are protected legally.

This manual provides the tools needed to continue building and maintaining a distinctive, consistent and striking brand on the web.
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University Business Services must be conscious of its vision and values and how to better incorporate these items into our web presence. The web is a key component in daily communication with our customers and it is important to provide the best possible information as well as make the website as user-friendly as possible.

**Our Vision**
ASU’s University Business Services is a leader in business services and customer satisfaction.

**Our Values**

**Integrity:** We tell the truth, honor our commitments, adhere to ethical standards, treat others with respect and act responsibly.

**Customer Focus:** We give priority to customer satisfaction. We believe in listening to and understanding our customers. We actively solicit input in order to address our customers’ needs.

**Commitment to Excellence:** We are committed to individual growth and development and to continuous improvement in the quality of our programs, processes, services and products. We are passionate about what we do and about giving our personal best in all that we do.

**Recognized Leadership:** We influence others to accomplish objectives. We motivate others and work to make them successful. We mentor and develop our successors. We serve our community.

**Our Promise**

**General**
- Make websites top in the country within each business area including ASU Bookstores, Parking & Transit Services, Purchasing, and Sun Card.
- Make the transition from website to website as seamless as possible to ensure an optimal user experience.
- Comply with the ASU brand and accessibility standards.
- Integrate new web mediums as they become available to make the user experience more stimulating and exciting.
- Utilize additional resources within ASU to further enhance our web presence and further collaborate with the university.

**Customer Feedback**
- Include customer feedback and surveys where applicable to give the customer an opportunity to tell us about their experience.
- Respond to customer web feedback professionally and make appropriate changes in a timely manner.

**Navigation & Hyperlinks**
- Ensure all links are working and go to the correct pages, thus increasing usability of the site.
- Utilize Google Analytics to assess the current navigation of the site and make appropriate adjustments to better ensure customers are finding the information they need, when they need it.
- Increase the visibility of UBS news, features, videos, podcasts and social media.
- Ensure all primary links are included in the left-hand navigation, so they are accessible at all times.

**Photography**
- Use compelling, documentary-style imagery to tell the UBS story and show how we are making a difference every day.
- Keep stock photography usage to a minimum.
- Use large, dominant photos and move away from small icons.
The areas of University Administration and Business and Finance within Arizona State University are committed to finding more efficient and effective business processes as well as new ways of doing business. The services provided within these two areas are fundamental to the success of the university and serve ASU faculty, staff, and students in a multitude of ways.
University Business Services follows the Associated Press Stylebook (AP) to keep verbiage consistent in press releases and marketing materials beyond a few exceptions that are listed in this section.
Academic References
• Always upper case University Business Services.
• Always lower case university when standing alone.
• Degree abbreviations should not have periods (BA, BS, MFA, etc.)
• Campus is always capitalized when accompanying a single campus, but lower cased when referring to multiple campuses.
• Always list the various campus locations in alphabetical order (Downtown Phoenix Campus, Polytechnic Campus, Tempe Campus, West Campus).
• An item should be capitalized when it is a proper name.

Addresses
• Always abbreviate Arizona as AZ, not Ariz.
• Always abbreviate Avenue, Boulevard, Road, Street, etc. using USPS standard street address abbreviations (ex: Ave, Blvd, Rd, St) when included with a specific address to save space.
• Always use a period after the abbreviation.
• With specific addresses, always include the city followed by a comma and the state as well as the zip code. There should not be a comma between the state and zip.

City and State
• In content other than addresses, well-known cities do not need to include the state (Los Angeles, New York City, Phoenix).
• When the state is used alone, always spell out.
• Use the postal code abbreviation when referring to a city and state in an address.

Contact Information
• Always link a person’s name to their ASU directory listing rather than listing their name, email and phone number in the content.
• Always link department contact information to the contact page rather than listing contact information individually on a page to reduce the number of pages that need updating.

Dashes
• When using an en dash to separate words, a space precedes and follows the dash, e.g., When Tanya returned from the store – she went to buy eggs – she was exhausted.
• When separating numbers (7-9pm or K-12) there is no space.

Department Titles
• Always capitalize unit titles when using official name including the ASU Bookstores, Parking and Transit Services, Sun Card, etc.
• Always lower case areas within the various units (permit sales office, etc.)

Date and Time
• Day of the week should always precede time.
• The day of the week is always abbreviated.
• am and pm are always lower case and do not use periods.
• Do not use a space between the time and the am or pm (7am, 10pm).
• Months are abbreviated unless they have five letters or less.
• When referring only to a month or when referring to a month and a year, the month is spelled out. (He will go on vacation in January.)
• Do not use 12 noon. Always use 12pm.
• Do not use 12 midnight. Always use 12am.
• To convey a time span when start and end times are both either am or pm, use the am or pm only once (6-9pm). If times vary, use am and pm for clarity (8am-9pm).

Phone Numbers
• To eliminate visual clutter and to make a phone number easier to read, in copy, use dots without spaces rather dashes and parentheses (480.965.2000).
• Always include the area code with the phone number.

Punctuation
• For dates and times see date and time section.
• Do not use a comma before the “and” in a series unless the series references individual sentences.

Web References
• Do not use a dash in the word email.
• Refer to website as lower case and one word.
• Avoid using the actual URL. Whenever possible use more information or use the department title as display text for a hyperlink rather than showing the actual URL.
• When you must use a web address, do not include the www or http:// in the display text.
• When necessary, always link the person’s name to their ASU directory listing rather than listing their name, email and phone number in the content.


All University Business Service web designs should speak with simplicity, clarity and sincerity, providing a tone that is bold, clear, optimistic, entrepreneurial, active, committed, purposeful and honest.

**Color Palette**

All UBS websites will conform to the ASU brand color palette.

The primary colors include maroon, gold and gray.

![Maroon Color](#)

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![Gold Color](#)

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![Gray Color](#)

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The secondary colors include green, blue, orange and light gray.

![Green Color](#)

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![Blue Color](#)

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![Orange Color](#)

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![Light Gray Color](#)

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**Content Block**

- The content block should not be used for primary navigation.
- The content block should utilize clear, concise copy as well as a compelling visual to attract readers.

**Header/Footer**

- ASU has instituted a required header and footer that must accompany any webpage associated with ASU.
- Requirements concerning the header and footer can be found at commguide.asu.edu/web/header.

**Logos**

- Acceptable ASU logo usage, required space around logos, who can use the logos, etc. can be found at commguide.asu.edu/elements/logo.
- Downloadable logos in various formats can be found at commguide.asu.edu/downloads/logos.

**Icon Usage**

- Icons may be designed to be used as links.
- Icons cannot compete with the primary image.
- Icons must be displayed in a tasteful manner.
- Icons must follow color and branding guidelines set forth by the university.
- The web content team will make all final decisions concerning icon usage.

**Photography**

- Convey purpose and optimism, with a feeling of accomplishment and moving forward.
- Use unusual perspectives, unexpected composition and dramatic lighting.
- Images convey powerful messages and are the visual manifestation of our brand.
- Images must be compelling, intriguing and relevant, reflecting more of a documentary style rather than stock imagery.
**Primary Navigation**  
Encompasses all left-hand navigation, including the search function, services and contact blocks.  
- Navigation cannot go more than three clicks deep.  
- Navigation must be in alphabetical order.  
- When possible, a link should fit on one line.

**Secondary Navigation Blocks**  
The secondary navigation blocks encompass the right-hand navigation, which includes related links, departments, and news and features.  
- The news and features block should be updated on a regular basis. It is recommended at least once every two weeks.  
- The news and features block can include videos and podcasts, as well as written articles.  
- Other than the department block, the navigation does not expand.  
- The department block is auto-expanded only on the UABF homepage.

**Typography**  
- The typography speaks with authority: strong, direct and clear, but also fresh and ownable.  
- Typography should be distinct but not over-designed so the message never feels dishonest.  
- The primary font for ASU is Berthold Akzidenz-Grotesk.
Accessibility Standards and Guidelines
University Business Services follows ASU guidelines for accessibility. The ASU guidelines are available at commguide.asu.edu/web/accessibility.

Below is a short list of some of the most important elements to consider when designing an accessible website. Please consult the link above for more detailed information.

• Use alternative text for images, applets and image maps.
• Audio information must have textual equivalents.
• Moving visual information must have verbal descriptions available in both auditory and textual form.
• Both text and graphics must be legible when viewed without color.
• Pages using newer HTML features must transform easily into an accessible form.
• Moving, blinking, scrolling or auto-updating objects or pages must be able to be paused or frozen.
• Tables can be used for tabular layout.
• If tables are used for formatting and placement, they must be tested in a text-only browser. This ensures that the tables have the necessary markup to be properly restructured or presented by accessible browsers.
• Style sheets are preferred for layout and presentation.
• Informative link phrases should be created.
• Avoid using frames. If frames are used, sufficient information to determine the purpose of frames and how they relate to each other must be provided.

Browser Standards
• All web pages, scripts, database functions and interactive applications developed for the Internet must be tested to function without error when viewed on browsers supported by ASU.

E-promotions
• The subject line should have something to entice readers to open the email.
• Any e-promotions should also be available as an accessible URL on the website.

Web Audit Information
ASU makes available a checklist of items that should be taken into consideration in order to give the user the best possible experience. The checklist can be found at commguide.asu.edu/webauditchecklist.
Advertiser Approval Process
- All advertising contracts must be approved through UBS Purchasing & Business Services prior to finalizing any agreements.

Content & Design Guidelines

General Content Guidelines
- Advertisements must not be offensive, deceptive or misleading.
- Advertisements must not encourage behavior or indulgence that is immoderate, excessive or dangerous.
- Advertisements will not be accepted if they conflict with or appear to violate ASU policy, deemed offensive in either text or artwork, or contain attacks of a personal, racial or religious nature.
- No advertising will be accepted that is in violation of the Student Code of Conduct.
- The content of any website that is referenced in an advertisement must also meet these advertising standards.
- The advertiser is solely responsible for the content of the ad. The advertiser is responsible for compliance with applicable copyright and other laws applicable to the images, text and other elements of the ad.

General Design Guidelines
- Any use of the ASU logo must be approved prior to posting by Martha Knight, Web Content Communications Administrator.
- All design elements should comply with similar content guidelines as listed above.

General Placement Guidelines
- Advertisements cannot conflict with the primary navigation of the website.
The questionnaire to the right will help you identify how to successfully complete your project. Not all questions apply.

What to Think About

Objectives
- What is the purpose of the project? What do you hope to accomplish?

Creative Considerations
- What is the tone/attitude you want to communicate?
- Who will use the materials (community, students, industry, researchers, peers, etc.)?
- Who is your target audience; what will interest and motivate them?
- If you could choose only one thing the audience would remember, what would it be?
- What are the features and benefits you want to convey and what makes them unique?
- What limitations or constraints may there be (image use, color, size, budget, etc.)?
- What items must be included in the design (special logos, specific imagery, text, etc.)?
- Who needs to help you or provide you with writing, illustrations, photography, sponsor logos, etc.?

Information to be Delivered
- What new web content must be collected and organized before the page is built?
- What is the purpose for the page? It must be stated.
- What is your target audience: age, demographics, education level?
- What do they want to find in your pages?

Competition
- Do you have examples that you like of similar projects from other organizations?
- What differentiates your website from the competitions: i.e. what do you offer that they do not?

Web User Engagement
- How can the web user interact with your site/page (e.g. via real-time chat rooms, electronic messaging, invitations to face-to-face events, etc.)?
- Will the page include links to online forms, messaging, courses or other sites? Do you have all the links and permission to link to them?

Web Resource Support
- How often will you monitor the website and provide updates?
- Who is responsible for maintaining the links now and in the future?
- How will the pages be maintained?

User Environment
- Does your target audience have the skills and technology to use the pages as you want them designed? Your target audience and the technology they use will determine such things as text-only pages, JAVA script, electronic messaging structure, streaming video clips, etc.
- Have you considered how download times on low speed modems, etc. will affect the imagery and user options you’d like?

Deadline
- When does the site/page need to launch?

Approval
- Who else needs to approve the project? Are there any specific needs to get approval?
- Do you have all permissions and rights to use imagery/photography?

Budget
- How much money do you have to spend for associated resources (image rights, photography)?
**Project Submission Process**

**New Web Project/Proposal**
- Submit all new project requests to Martha Knight.
- Please include answers to the questions on page 12, to the best of your ability. Answering these questions will help the efficiency of the project.
- Martha to present the project to the web content team.
- The web content team will review the project and develop the best solution for the project taking into consideration the requests made by the client.
- The web content team will supply a proposal and production schedule for the project.

**Web Updates**
- **ASU Bookstores:** All web updates for bookstore can be submitted to Martha Knight.
- **Digital Document Services:** All web updates for Digital Document Services can be submitted to Martha Knight.
- **Mail Services:** All web updates for Mail Services can be submitted to either Andrea (Andy) Streed or Martha Knight.
- **Parking & Transit Services:** All web updates for PTS can be submitted to either Shereen Eaton or Martha Knight.
- **Property Control & Surplus:** All web updates for Property Control and Surplus can be submitted to John Chapman or Martha Knight.
- **Purchasing & Business Services:** All web updates for purchasing can be submitted to Andrea (Andy) Streed or Martha Knight.
- **Sun Card:** All web updates for Sun Card can be submitted to Martha Knight.
- **University Club and Camp T:** All web updates for University Club and Camp T can be submitted to Martha Knight.

**Web Feedback**
All web feedback can be submitted online at uabf.asu.edu/website_feedback_form.

**Contacts**

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