

WEB GUIDELINES



TEXAS TECH UNIVERSITY
HEALTH SCIENCES CENTER™

WEB GUIDELINES

A STANDARDS-COMPLIANT, ACCESSIBLE STRUCTURE

To provide for quick updates and ease of content creation, all Web pages are coded as XHTML Transitional documents using common external Cascading Style Sheets (CSS) to dictate the appearance of the page. Separating the content from the design in this way creates lightweight, fully standards-compliant Web pages that keep the content accessible to every visitor. As long as the existing mark-up standards are adhered to, the CSS documents will provide all of the styling necessary to keep your pages in sync with the Texas Tech identity.

TYPOGRAPHY

Where appropriate, graphics may be used for typographic headers. In these instances, consult the typography guidelines for guidance on usage of Charter and Helvetica Neue, the official Texas Tech typefaces. In the majority of Web content, styled HTML type is necessary, and common fonts must be substituted for the official typefaces. In these situations, styles have been written to dictate most kinds of header and paragraph information. Arial is the substitute font for Helvetica Neue, and is used for most general content and lower-level headers. Times replaces Charter, and is used for high-level headers and some major introductory paragraphs.

COLOR

For each color in the Texas Tech color palette, we have created an RGB/hexadecimal equivalent for Web and screen use. Texas Tech Red (#cc0000) is used in headers, borders and links, while Dark Red (#990000) may be used as an accent. Black (#000000), Dark Gray (#333333) and Light Gray (#cccccc) are used in masthead graphics, navigation, type, borders, the page backgrounds, and various containing devices.

Departments must register a site by contacting the Office of Communications and Marketing's Social Media Manager at (806) 743-2143 ext. 263.

Please refer to HSC OP 67.03.

SOCIAL MEDIA

Departments must register a site by contacting the Office of Communications and Marketing's Social Media Manager at (806) 743-2143 ext. 263. Posts about or on behalf of TTUHSC are to be made only on authorized social media sites (Facebook, Twitter, YouTube, LinkedIn, etc.) that have been registered with the Office of Communications and Marketing. If an Office of Communications and Marketing full-time employee has been designated to one's department or school, that employee will be responsible for maintaining the department or school's social media sites.



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FOR QUESTIONS REGARDING TTUHSC BRANDING PLEASE
CONTACT:

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