INTRODUCTION

Design consistency is key in establishing the website's integrity and credibility to our users. For this reason links on the Library home page must point to pages that use a secondary level template. Current exceptions include the links to OskiCat, Melvyl (Next Gen) and Campaign for the University Library. This style guide is intended to promote clarity and consistency in the Library website. Topics addressed include an overview of the standard elements found on Library webpages, updating content on a Library webpage, formatting content with the Library style sheet, and optimizing images for display on Library webpages.
LIBRARY WEBPAGE ELEMENTS

**Photograph:** All webpages in each of the five Library website sections use one of five photographs in the upper left-hand corner to identify the webpage as part of that particular section.

**Sidebar:** Functions as a narrow margin on the left-hand side of all webpages. Not intended as an area for additional submenu options.

**Page Header:** Identifies all webpages as Library webpages at the University of California, Berkeley.

**Main Menu Tab Bar:** Provides navigation among the five sections of the Library website, with an additional tab that links to the Library homepage.

**Secondary Menu:** Lists secondary menu options available within the active Main Menu Tab.

**Page Content:** The content of the webpage.

**Bottom Menu:** Standard menu available at the bottom of all Library webpages.

**Footer:** Copyright statement, server information, date webpage was last updated, and contact information. Required on all Library webpages.
UPDATING CONTENT ON A LIBRARY WEBPAGE

Comment tags: Comment tags have been added to the HTML code in the new Library webpages to indicate the beginning and ending point for each of the page elements. For example, the HTML code and comment tags for the Bottom Menu and Footer:

```html
<!--Begin bottom menu-->
<h6>
<img src="../images/doc_gray.gif" alt="" href="/Help/searchLib.html">Search</h6>
<!--End bottom menu-->

<!--Begin footer-->
<h6>
Copyright &copy; 2004 The Regents of the University of California. All rights reserved.
Document maintained on server: http://www.lib.berkeley.edu
Last updated 09/16/04. Server manager: <a href="http://www.lib.berkeley.edu/Comments/">Contact</a>
<!--End footer-->
```

Page Content: Likewise, the beginning and ending point for the Page Content area is also delimited by HTML comment tags.

```html
<!--Begin content-->
<h2>Books</h2>
<p>Library catalogs list books, dissertations, scores, microfilm, videos, and other materials owned by libraries. The full text of some books is available online through library catalogs and web sites. </p>
<!--End content-->
```

Figure 2

Figure 3

When a Library webpage needs to be updated, the content of the webpage can be found between the beginning and ending comment tags for the Page Content section.

All new or updated HTML code in the Page Content section must follow the most recent standards approved by the Web Advisory Group or the Web Implementation Group, which can be found at: http://www.lib.berkeley.edu/LSO/web_standards

Server Side Includes: Server Side Includes (SSI) are files which contain information used in multiple webpages in a website. The website server automatically inserts the content of the SSI file into every webpage that references the SSI. The Library webpages utilize SSI to insert the image map parameters for the Main Menu Tab Bar and Secondary Menu image maps.
When Library webpages that contain an SSI need to be updated, they must be retrieved from the Library website via the Library Content Management System (LCMS), rather than saving the webpage file via a web browser. Instructions for, and information about LCMS may be found at http://www.lib.berkeley.edu/wikis/LibraryCMS/.

FORMATTING CONTENT WITH THE LIBRARY STYLE SHEET

Style sheets are used to maintain consistent text formatting across multiple webpages. The Library style sheet is applied to all webpages with the new Library design. The following illustration shows the HTML tags and corresponding content formatting for all tags defined in the Library style sheet.
considerations for content owners in formatting Page Content text with the Library stylesheet include:

**Tables:** Content may be formatted with HTML tables, but the content in each table cell `<td>` must be wrapped with one of the tags above.

Example: `<td><p>content here</p></td>`

**Nested lists:** Nested lists should be avoided if at all possible.

**Bold and italic text:** Bold `<b>` and italic `<i>` formatting tags may be used. In order for bold and italic formatting to display correctly in Netscape 4.7 and 4.8, the following attributes must be added to the opening HTML tag.

Example: `<b style="font-weight: bold">bold text</b>
<i style="font-weight: italic">italic text</i>`

**Closing tags:** It is especially important to close all HTML tags when using a stylesheet, as content formatting can be affected if tags are left open.

**OPTIMIZING IMAGES FOR DISPLAY ON LIBRARY WEBPAGES**

The file size of all images on the Library website should be as small as possible. Image editors such as Macromedia Fireworks or Adobe Photoshop have various settings that can be manipulated to produce a small file size. Setting the image resolution at 72dpi and saving the image in the appropriate format are good strategies for reducing the image size. In general, the following two image formats are the most common:

**GIF:** logos, banners, small images with special fonts, line drawings, black and white images, or images with fewer colors

**JPG:** photographs, illustrations, images with multiple colors, shading or tonal variation

**Alt attribute:** All image tags must include the `alt` attribute with a phrase that describes the content of the image. The `alt` attribute may be left empty if the image does not provide useful information about the webpage content.

**Image alt attribute with descriptive phrase:**
`<img src="../images/photo_catalogs.jpg" alt="Photograph: North Facade, Doe Library" />`

**Image that does not provide useful information, with empty alt attribute:**
`<img src="../images/spacer.gif" width="1" height="50" alt="" />`

**Image maps:** All image maps must be client-side. The HTML `<map>` tag should be placed at the bottom of the webpage, after the closing `</body>` tag, and before the closing `</html>` tag.
ADDITIONAL RESOURCES

Links:

Style Guidelines - University of California, Berkeley
http://identity.berkeley.edu/guidelines/

Editorial Style Guide - UC Berkeley Library Website

Standards and Guidelines - UC Berkeley Library Website
http://www.lib.berkeley.edu/LSO/web_standards

Web Advisory Group - UC Berkeley Library Website
http://www.lib.berkeley.edu/Staff/wag/

Contact information:

If you have any comments, questions, corrections to this document, please email Webman at webman@library.berkeley.edu.