

Web Style Guide

2020



Contents

3	Colors /Primary	60-61	URL Structure /Best Practices
4	Colors /Secondary	62	Folder Structure /CMS & Ad Campaign Folders
5	Colors /Secondary Bright Palette	63-68	Folder Structure /Key CMS Folders
6	Colors /Web	69-75	Images /Specifications
7	Typography /Web Font	76-78	Buttons /Specifications
8-9	Typography /Body Styles		
10	Main Navigation /Global Menu		
11	Sub-Navigation /Side Menu		
12-59	Page Templates /Block List		

Colors / Primary

NSU Blue



Pantone: 287C
CMYK: 100-70-0-15
RGB: 0-0-153
Hex: #003893

Main Gray



Pantone: 430C
CMYK: 54-41-38-4
RGB: 125-134-140
Hex: #7c858c

Mid Metallic



Pantone: 10250C
CMYK: 45-34-24-0
RGB: 147-156-172
Hex: #939bab

Dark Blue



Pantone: 286C
CMYK: 100-84-11-3
RGB: 0-51-160
Hex: #0032a0

Mid Gray



Pantone: 429C
CMYK: 37-27-27-0
RGB: 164-169-173
Hex: #a3a9ac

Dark Metallic



Pantone: 10388C
CMYK: 48-38-36-2
RGB: 140-143-172
Hex: #8b8e92

Mid Blue



Pantone: 285C
CMYK: 91-53-0-0
RGB: 0-113-206
Hex: #0070cd

Light Gray



Pantone: 428C
CMYK: 23-17-17-0
RGB: 195-198-200
Hex: #c3c5c8

Light Blue



Pantone: 284C
CMYK: 54-22-0-0
RGB: 109-171-228
Hex: #6caae4

Primary Colors

The university's primary colors are NSU Blue (PMS 287C) and Main Gray (PMS 430C). Use these colors at 100 percent opacity whenever possible. NSU Blue should be present on all visual communication materials whenever possible.

Colors / Secondary

Sunrise Gold



Pantone: 130
CMYK: 0-30-100-5
RGB: 242-169-0
Hex: #F2A900

Tropical Ocean



Pantone: 326
CMYK: 81-0-39-0
RGB: 0-178-169
Hex: #00B2A9

Deep Blue Ocean



Pantone: 285
CMYK: 90-48-0-0
RGB: 0-114-206
Hex: #0072CE

Hibiscus Orange



Pantone: 021
CMYK: 0-69-100-0
RGB: 254-80-0
Hex: #FE5000

Florida Skies



Pantone: 3115
CMYK: 59-0-14-0
RGB: 0-193-213
Hex: #00C1D5

Palm Green

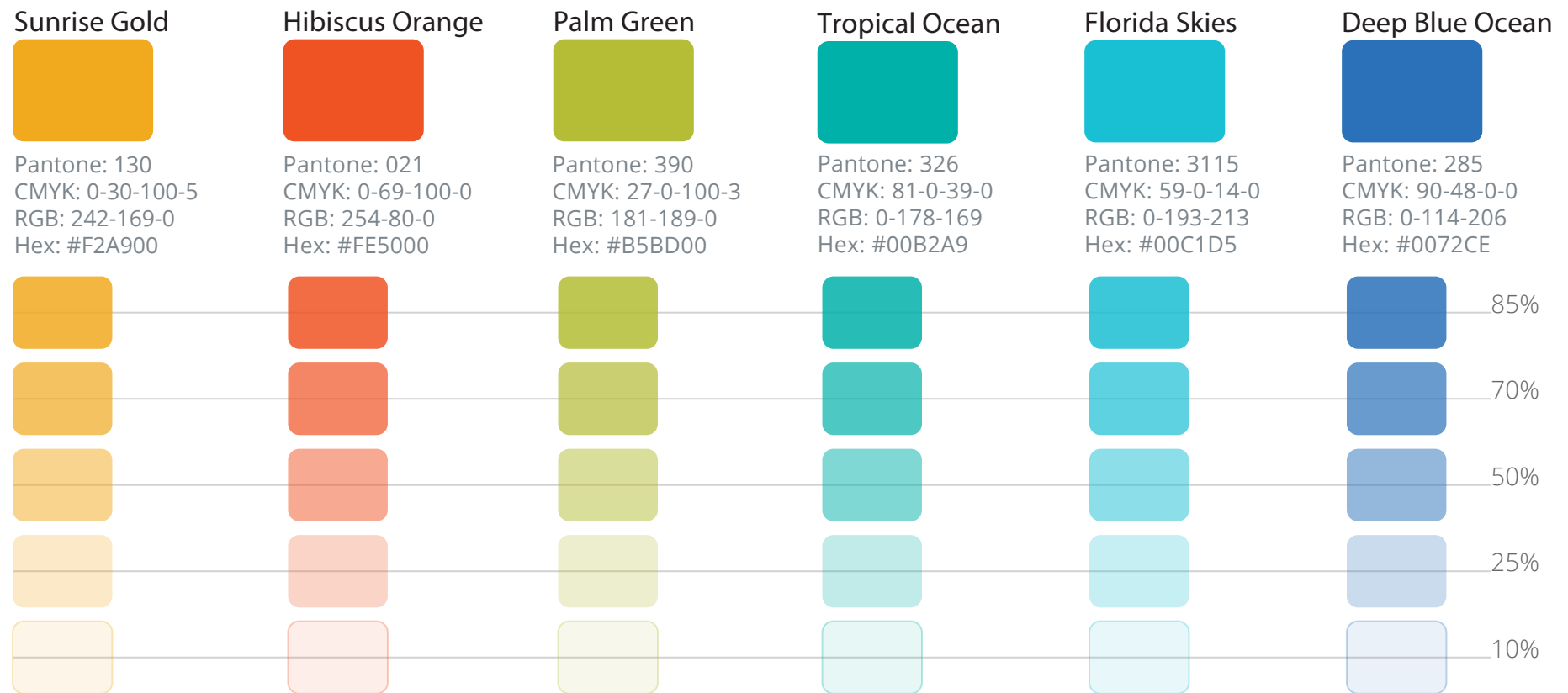


Pantone: 390
CMYK: 27-0-100-3
RGB: 181-189-0
Hex: #B5BD00

Secondary Colors

The secondary palette is inspired by colors found on our campuses and the university's tropical setting: the sun, sand, blue skies, seas, and palm trees. Their transparency can be screened back to the percentages on the following page. Colors from NSU's secondary palette should not be used as background colors behind text, unless for the purpose of one-line calls to action or website buttons.

Colors / Secondary Bright Palette



Transparent Secondary Colors

The secondary palette is inspired by colors found on our campuses and the university's tropical setting: the sun, sand, blue skies, seas, and palm trees. Their transparency can be screened back to the percentages shown. Colors from NSU's secondary palette should not be used as background colors behind text, unless for the purpose of one-line calls to action or website buttons.

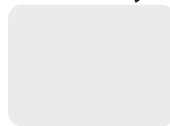
Colors / Web

Web Blue



CMYK: 99-99-0-67
RGB: 1-1-84
Hex: #010154

Web Gray



CMYK: 0-0-0-8
RGB: 235-235-235
Hex: #ebebcb

Text Gray



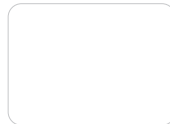
CMYK: 3-0-0-87
RGB: 32-33-3
Hex: #202121

Web Dark Blue



CMYK: 100-68-0-71
RGB: 0-23-73
Hex: #001749

White



CMYK: 0-0-0-0
RGB: 255, 255, 255
Hex: #ffffff

Web Colors

The web palette consists of colors that can be used specifically on NSU web pages, in addition to colors from the university's primary and secondary palettes.

Body Typography / Web Font

Montserrat

Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz
0123456789

Montserrat Bold

Bold Bold

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz
0123456789**

Montserrat Medium

Medium

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz
0123456789

Download the Font

For the web, use Montserrat typeface. Montserrat is a similar, yet web-friendly, font that is freely available on most devices.

If you do not already have Montserrat installed on your computer, you can download it for free from Google Fonts — simply click "Select this font", open the tab at the bottom of the screen, and click the "Download" icon in the upper-right corner of the selection tab. Then check your font library to confirm the download.

You can also download Montserrat from the NSU App Store.

<https://fonts.google.com/specimen/Montserrat>

Body Typography / Styles

Header Styles

Success With an Edge

Header 1 Montserrat 21px #ffffff/ white

A Flexible Education

Header 2 Montserrat 38px #003893

Advantages of Online Learning

Header 3 Montserrat 16px #003893

Dominate Your Future

Header 4 Montserrat 14px #0032a0

Be a Leader in Your Field

Header 5 Montserrat 14px #202121

Body Copy Styles

This is body copy lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim.

21px Montserrat #202121

[This is a text link](#)

21px Montserrat #0032a0 Underlined

Body Typography / Styles

Example of Correct Typograpy

Header 1
Page Title

Experience Nova Southeastern University

Header 2
Page Headline

Your Future is Waiting.

Body Copy
Paragraph

It's time to take your career into your own hands. Gain the NSU Edge and thrive in your profession.

Your first steps to success start with our application. Uncover a sea of opportunity, and apply now.

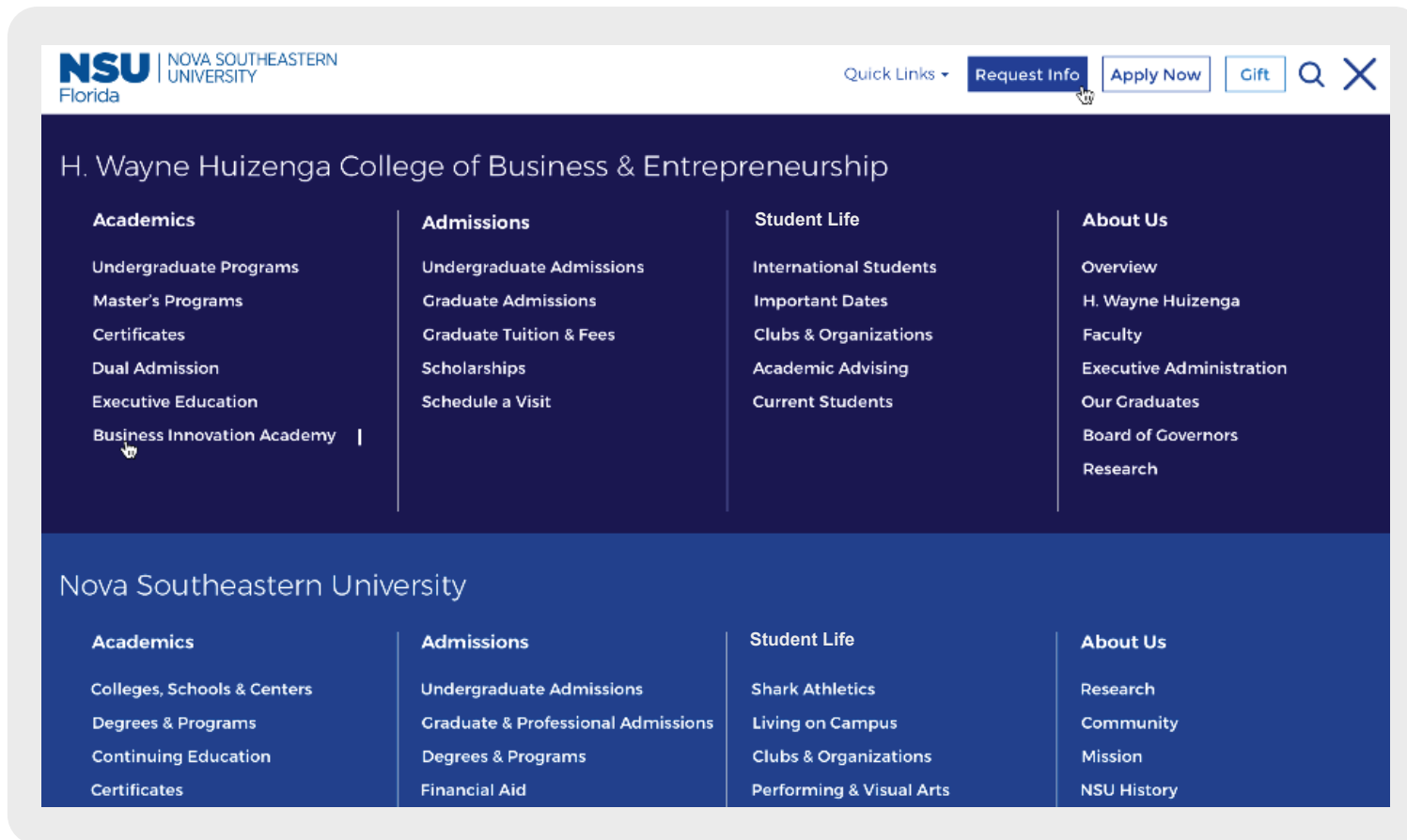
Header 3
Sub head

Success is Waiting: Dive In

Body Copy
Paragraph

Allow our experienced counselors to share any insights with you that will direct you towards a future that dominates. Let us answer your questions about our programs, tuition resources, career paths and more.

Main Navigation / Global Menu



Top Nav
College/Unit Level
Customizable

Bottom Nav
University Level
Non-customizable

7 Tab Limit

Sub-Navigation / Side Menu

The side nav menu is a block that organizes links in a clean and easy to read manner. It should be utilized if non-market pages deeper within the site need to link out to other relevant areas that will help to guide the user in their search for information.

Be An Invaluable Asset to Any Organization

Expert accountants who can steer organizations through volatile economic times are in high demand. They don't just report financial positions – they create tangible economic value. These NSU Master of Accounting concentrations empower you to number-crunch your way to career domination.

Choose From Three Concentrations

Master of Accounting with a Concentration in Managerial Accounting

Achieving the CMA (Certified Management Accountant) credential demonstrates your mastery of financial planning, analysis, control, and decision support, as well as professional ethics.

- Master of Accounting
- Master of Business Administration
- Master of Public Administration
- Certificates
- Events
- Educational Corporate Partners
- Enrollment Services Staff
- Contact Us

Active Page
Highlighted In Dark Blue

Hover State
Highlighted In Dark Blue

Nested Links
Child links listed
under a main
sub-nav link are
not permitted.

White Button Specifications

Montserrat, font-size: 15px, font color: #0070cd,
background-color: transparent, line-height: 1.5

Page Templates / Block List

Accordion Block

The accordion block provides a way to organize and condense lengthy content into easy to read sections. Content within the sections can be hidden or displayed by clicking the accordion header (+/- signs)

App Central Events Block

The app central events block imports event information from the appcentral calendar. It includes a space for images and graphics at the top of the content box and can be featured in a list, tile or card format (indicated below). Events can be featured by day, week or month.

Banner

The page banner block includes a variety of banner types that link to other pages, feature clickable buttons, and has options to include descriptive text or headlines. Page banners are high quality images with text that are used to highlight a college/unit or to feature key messages related to a campaign or topic. Text should be html compatible and SEO friendly.

Comparison Table

The comparison table can compare up to 4 fields and 3 columns of information. It can be used to compare data, degree programs or a side by side comparison with other universities for example.

Custom Content Layout

The custom content layout block is mostly used for a call to action (CTA) that includes a clickable button feature. Multiple buttons can be added to direct users to the right points of contact.

Degree Finder

The degree finder block displays all of the degrees offered by the university. It has filtering options that allow the users to quickly find information targeted to their interests.

Directory Index Bios

The profile directory index block organizes and displays faculty directory information. There is space for photos and a convenient email trigger function.

Events List Block

The events list block displays events in a list format for easy reference.

Featured Items Block

Item Type: Number Facts

The number facts item type can be used to display facts that include numbers, text, and/or images. The numbers appear in an appealing staggered way.

Featured Items Block

Item Type: Downloads

The downloads item type organizes downloadable information, such as training materials, webinars and course information while prioritizing it in a modern look and feel.

Featured Items Block

Item Type: Earnings

The Earnings Item Type is used to display the average salary information for job titles related to a specific program of study or other key information to be highlighted

Page Templates / Block List

Featured Items Block

Item Type: Interactive Cards

Interactive cards are used to display degree categories or noteworthy areas of interest. They can click out to other areas of the site.

Featured Items Block

Item Type: Tiles with Images

The Tiles with Images Infographic is used to promote high-level key facts or achievements. A high quality image or icon coupled with concise text is all that is needed to make the information stand out in an engaging way.

Featured Items Block

Item Type: Tiles with Images

The Staff Feature option is a directory of key contact information. It allows for the inclusion of images and clickable email links.

Featured Items Block

Item Type: Steps

The steps item type organizes information in a numbered format. It's can be used to present a timeline of milestones with related text.

Featured Items Block

Item Type: Tiles

The tiles item type is used to create simple tiles that may work well for contact information, addresses or important details that should be highlighted. Multiple tiles can be used within this item type.

Featured Items - Microsite Block

Item Type: Tiles with Links

The Tiles with Links item type is used to create a grid of photos with clickable links. It is used to feature a block of programs that have a large number of concentrations within that category. Each photo lights up in a hover state appearing in light blue to focus a user's attention.

Featured Items Block

Item Type: Tiles with Images

The Tiles with Images Infographic is also used to promote a call to action in a subtle way. An image or icon coupled with concise text is all that is needed to make the information stand out in an engaging way. This version of the block includes buttons that click out to other areas of the website.

Featured Items Block

Item Type: Tiles with Images

The Tiles with or without option can be used to feature biographical information or testimonial success stories. An image or icon coupled with concise text is all that is needed to make the information stand out in an engaging way.

Featured Items Block

Item Type: Quick Facts

The Staff Feature option is a directory of key contact information. It allows for the inclusion of images and clickable email links.

Page Templates / Block List

Featured Items Block

Item Type: Related Content

The related content item type allows for information to be featured on the page that relates to the page's topic.

Custom Multi-Column Content **Content Layout: 2 Column w/ Image**

The Custom Multi-Column Content block features a two column layout for content. It is mostly used to feature marketing sweeteners that encourage a user to explore the site. It can also accommodate images and buttons.

Filterable Index Stories Block

The filterable index story block displays either the bio or story content of a directory folder.

Filterable Items Block

The filterable items block allows a user to create categories and organize items within those categories. The items are filterable on a web page.

Google Map Embed Block

The google map embed block allows a user to embed a Google Map feature with multiple location markers on a web page. These markers can be clicked to reveal more information and directions for the location.

Multi Column Block

Lightbox Image Slideshow

The lightbox image slideshow allows a user to create a gallery of images that light up when selected, while dimming the page in the background gray. The gallery is built using a series of rows and columns that can include images, blocks, WYSIWYG content and/or another multicolumn block that's already built. This block allows for WYSIWYG image captions and scrollable lightbox content.

LMS Form Embed

The LMS form embed block is used to insert a form that allows a user to request more information. The content comes from recruit, an external source while this block helps render the forms with specific fields and concentrations.

Request Information Form

The request information form is currently being used as an event registration form, targeted at prospective students, to capture those who want information about a specific program. The form helps to establish the basis for recruitment and enrollment initiatives.

News RSS Feeds

The news and announcement block organizes announcements or news items to a web page. It uses an iframe to feed in content from another source.

Page Templates / Block List

Photo Gallery Block

The photo gallery block inserts all the photos in a folder into a gallery of images, standard and custom css can be added.

Program Curriculum

The program curriculum block allows a user to view all the curriculum information related to a course/degree listed.

Regional Campus Events

The regional campus events block displays upcoming events with an RSVP button that can link to a registration page.

Rows Block

The rows block includes multi column blocks that feature content into two columns. It organizes content into single rows on a page. Multiple multi column blocks can be added to the block to feature additional rows of content.

Tabs Block

The Tab block allows you to place in a section different tabs and place within each one new content either block or other type of content to display.

Twitter Block

The twitter block displays a twitter feed on a webpage.

Video Block

Youtube Playlist

The video block is used to feature you-tube video playlists. Success stories are engaging and help to convey key messages in a personal way.

Video Block

Block Type: Single Video

This video block type allows one to add a single video to a section or page. This type is used to promote NSU branded commercials or videos that enrich the site.

Video Block

Block Type: Section of Videos

This video block type allows one to add a section of videos to a page. To organize multiple videos, consider adding the video block to a multi-column block, which will allow one to create rows and columns of videos to form a collection.

Section Youtube Background

The section Youtube background block allows one to take a youtube video and feature it as a background video. In this case it is featured like a banner and is the first thing that is seen when the page is visited. Auto play options are available.

WYSIWYG Option

WYSIWYG means 'what you see is what you get' in terms of editing. A WYSIWIG asset is available that allows for text to display on the screen as it appears on a printout. Copy the content and paste into the editor and save. No need to edit the html code to configure the appearance.

Page Templates / Block List

Accordion Block

The accordion block provides a way to organize and condense lengthy content into easy to read sections. Content within the sections can be hidden or displayed by clicking the accordion header (+/- signs)



Specifications

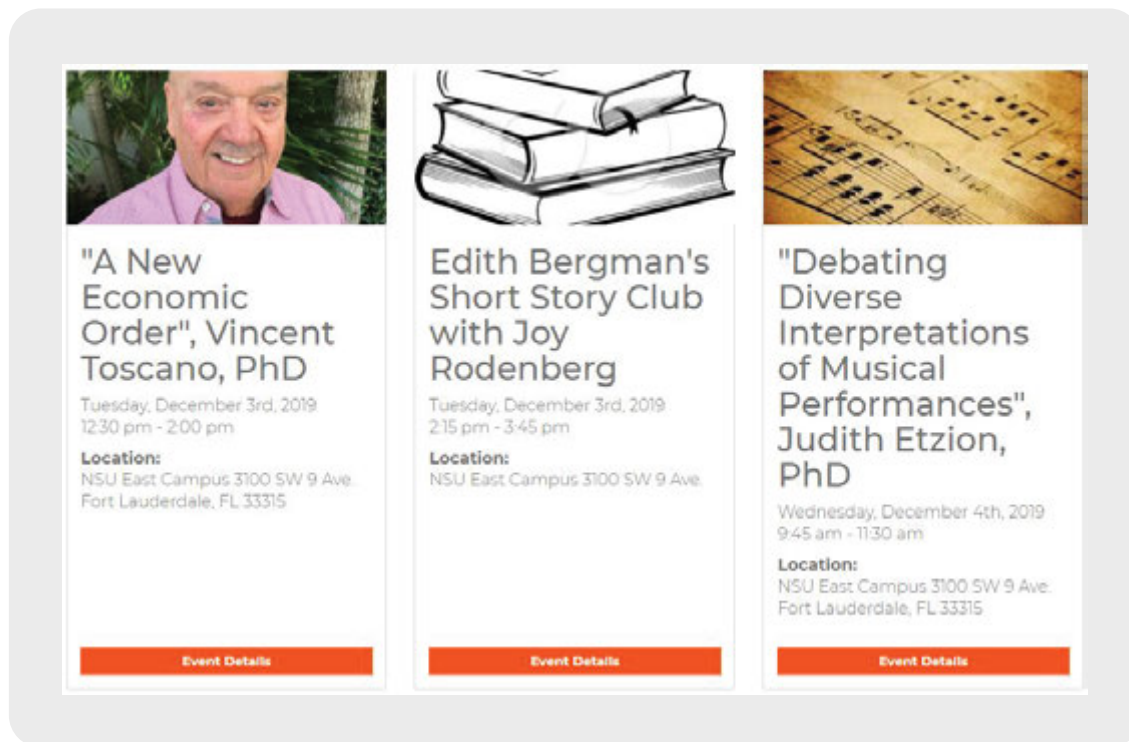
Header: Montserrat, 21px, color: #010154,
line-height: 1.5, background-color: #ffffff,
position: relative, padding: 15px 15px 15px 50px

Text: Montserrat, 21px, #202121

Page Templates / Block List

App Central Events Block

The app central events block imports event information from the appcentral calendar. It includes a space for images and graphics at the top of the content box and can be featured in a list, tile or card format (indicated below). Events can be featured by day, week or month.



Specifications

Image: width: 281.33px, height: 168px

Header: font-size: 36px, font-family: inherit, line-height: 1.1, color: inherit, text-align: left !important

Paragraph: Montserrat, 18px, line-height: 24px, text-align: left !important, color: #737373

Page Templates / Block List

Page Banner

The page banner block includes a variety of banner types that link to other pages, feature clickable buttons, and has options to include descriptive text or headlines. Page banners are high quality images with text that are used to highlight a college/unit or to feature key messages related to a campaign or topic. Text should be html compatible and SEO friendly.

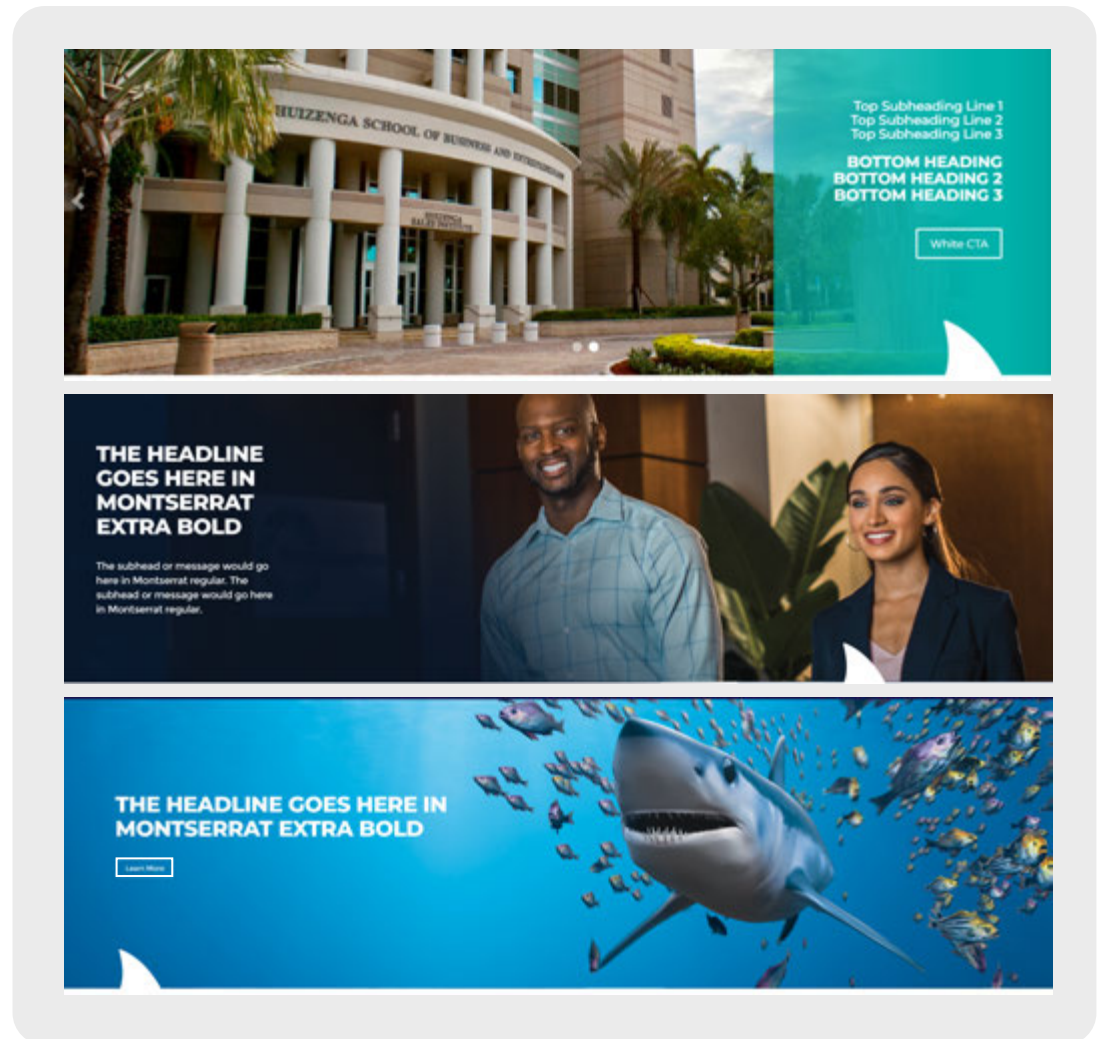
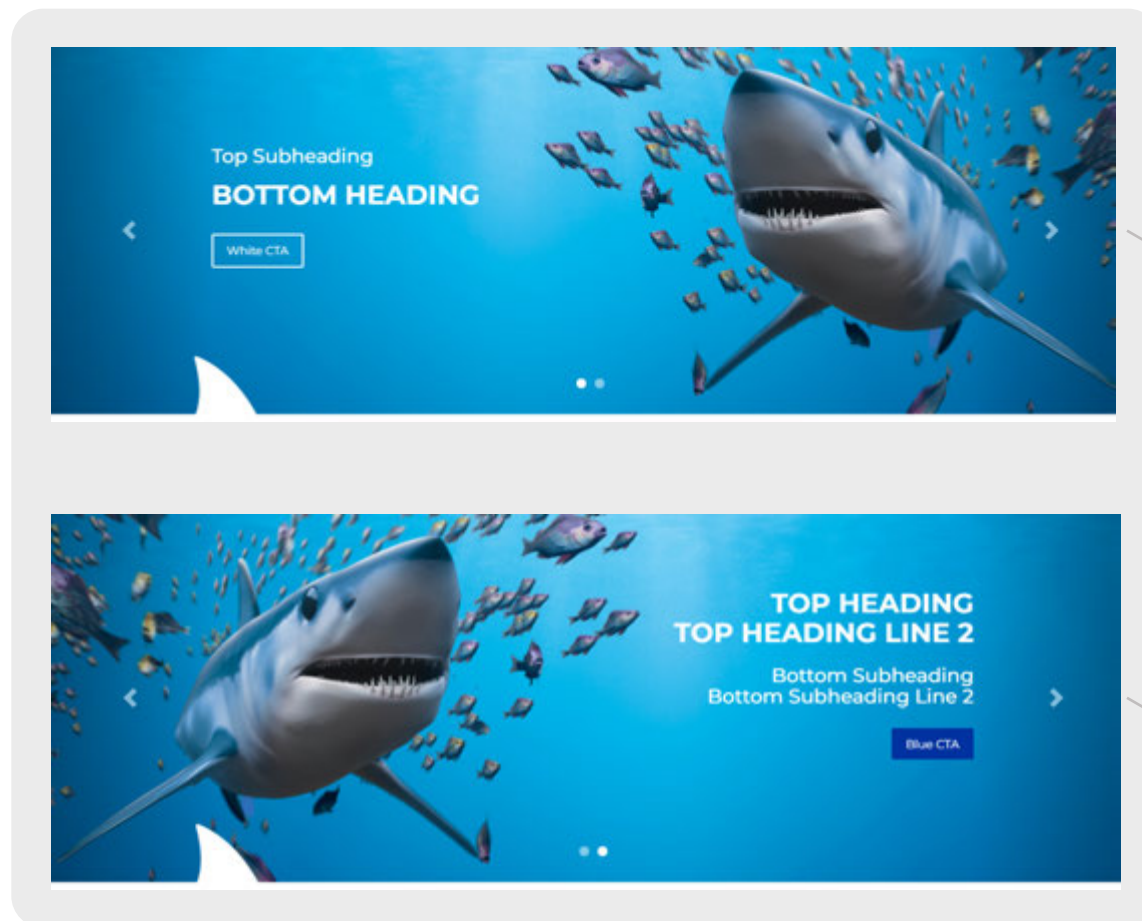


Image Dimensions

For image dimensions, consult the image specifications section in this style guide.

Page Templates / Banner Types

Standard Banner



Specifications

Montserrat, 24px (sub-header), 26px (header), bold, text align: left, color: #fff, button background-color: transparent; border: 2px solid #fff

Montserrat, 26px (header), 24px (sub-header), text align: right, color: #fff, button color: #0032a0

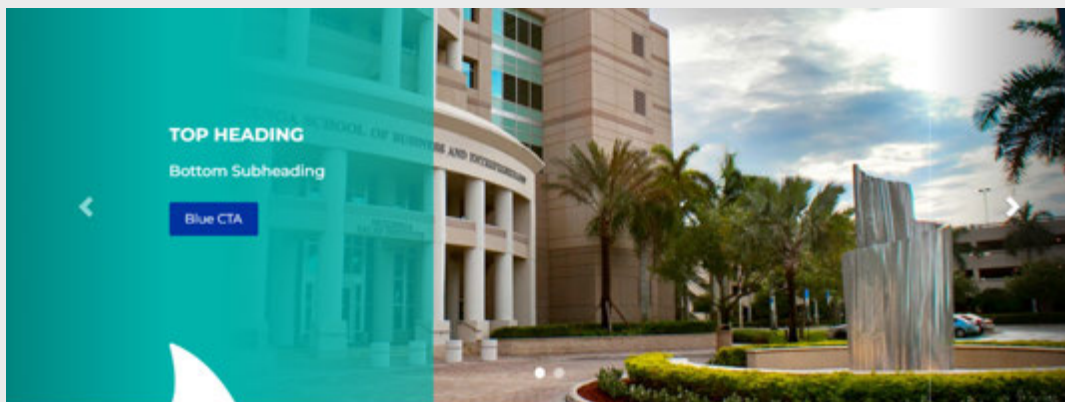
Page Templates / Banner Types

Animated Banner



Specifications

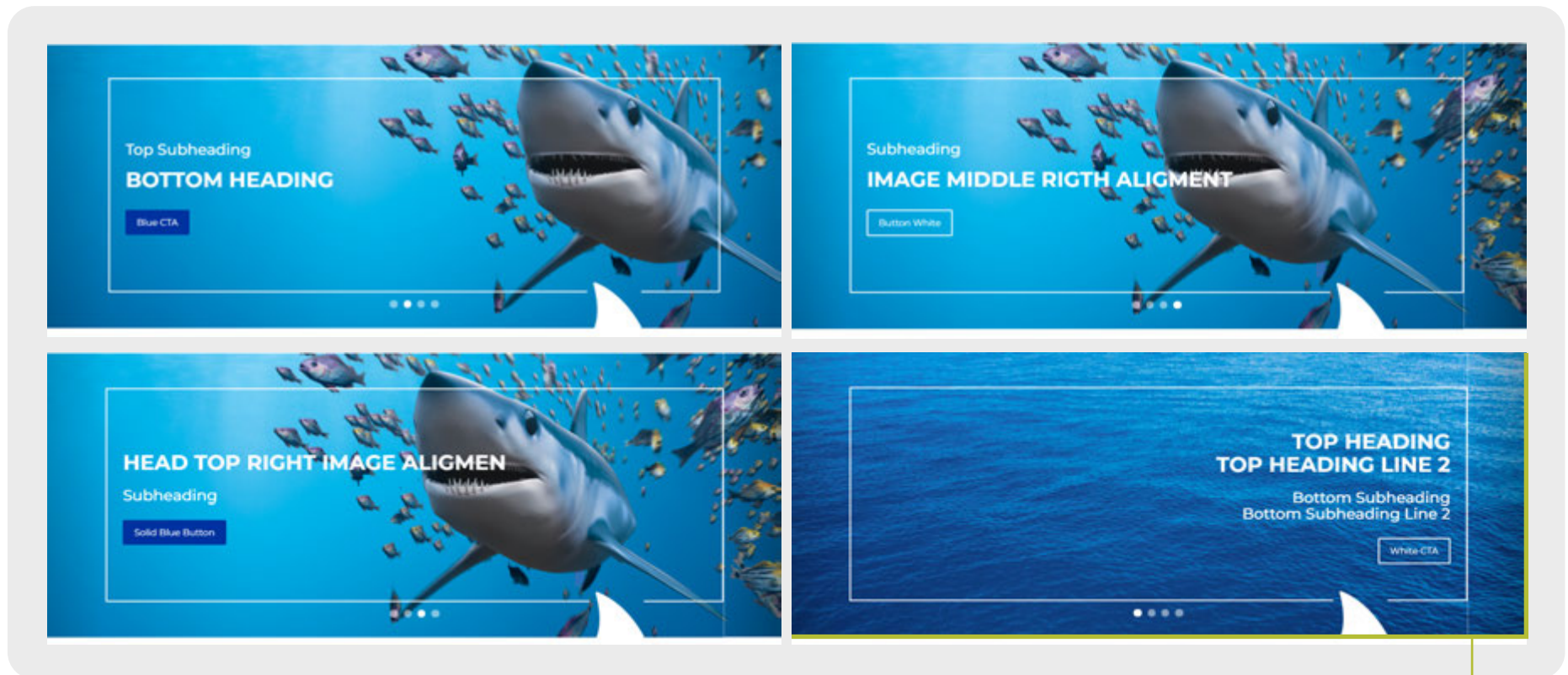
Montserrat, 20px (sub-header),
24px (header), bold, text align:
right, color: #fff, button
background-color: transparent;
border: 2px solid #fff



Montserrat, 24px
(header),bold, 20px
(sub-header), text align: left,
color: #fff, button background
color:#0032a0

Page Templates / Banner Types

Outlined Banner

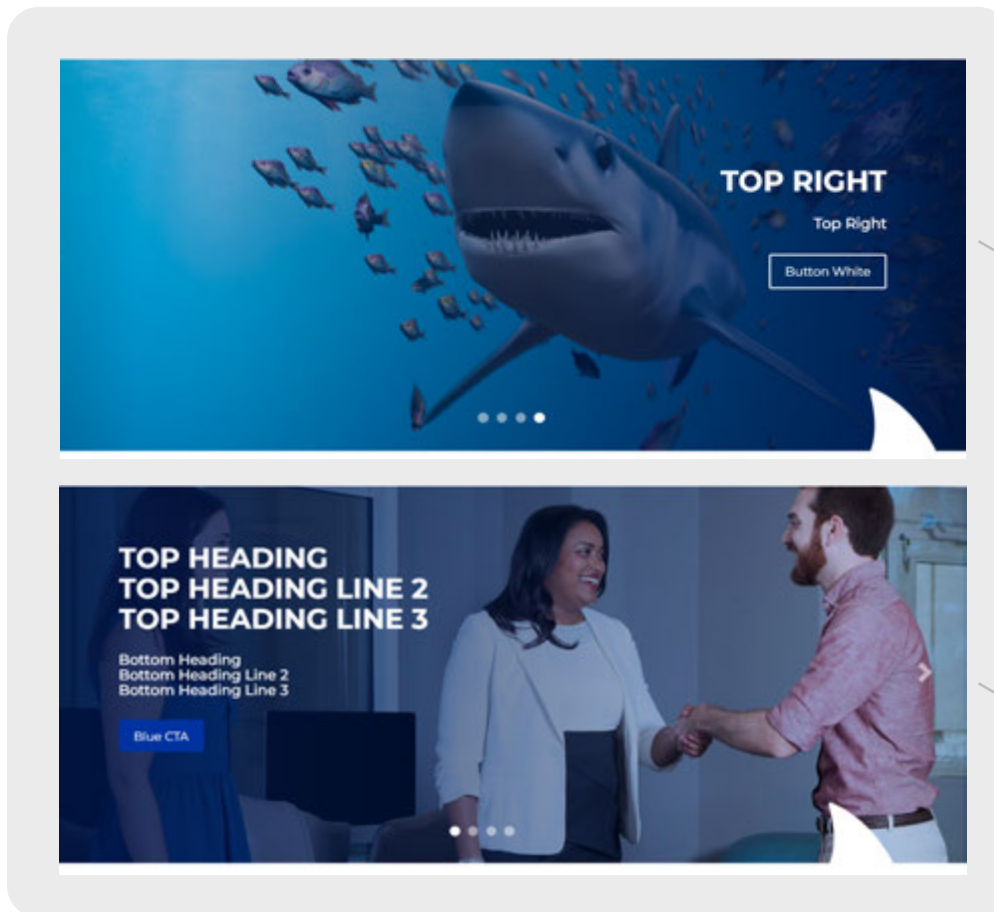


Montserrat, 26px (big header), bold, 24px (sub-header), text align: left, color: #fff, button background color:#0032a0

Montserrat, 26px (big header), bold, 24px (sub-header), text align: right, color: #fff, button background-color: transparent; border: 2px solid #fff

Page Templates / Banner Types

Gradient Banner



Specifications

Montserrat, 26px (big header), bold, 20px (sub-header), text align: right, color: #fff, button background-color: transparent; border: 2px solid #fff

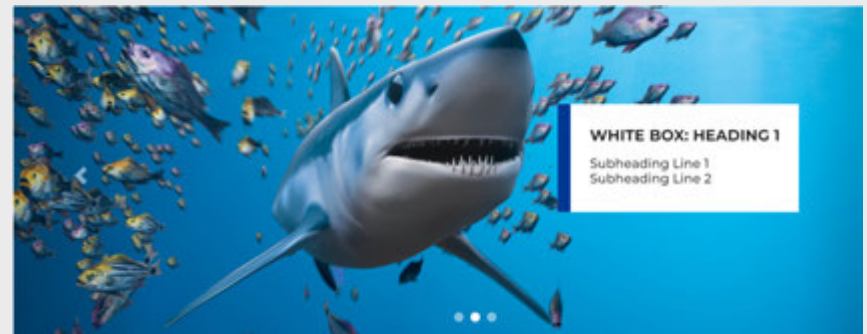
Montserrat, 26px (big header), bold, 20px (sub-header), 20px (sub-header), text align: left, color: #fff, button background color:#0032a0

Page Templates / Banner Types

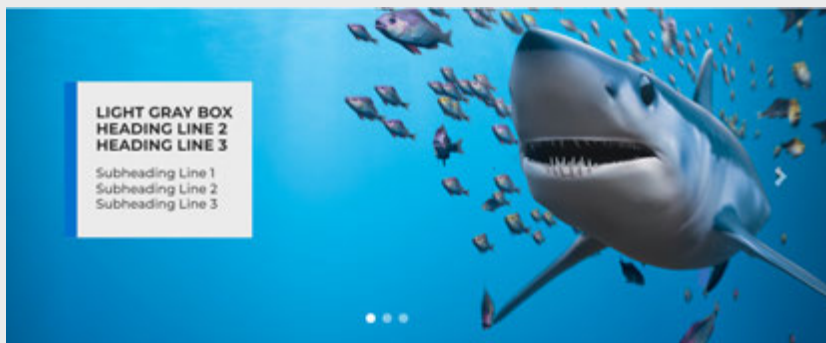
Box Block Banner



Montserrat, 21.5px (big header), 20px (sub-header), text align: left, color: #fff, box color:#001749



Montserrat, 21.5px (big header), 20px (sub-header), text align: right, font color: #202121



Montserrat, 21.5px (big header), 20px (sub-header), text align: left, font color: #202121

Page Templates / Block List

Comparison Table

The comparison table can compare up to 4 fields and 3 columns of information. It can be used to compare data, degree programs or a side by side comparison with other universities for example.

Specifications

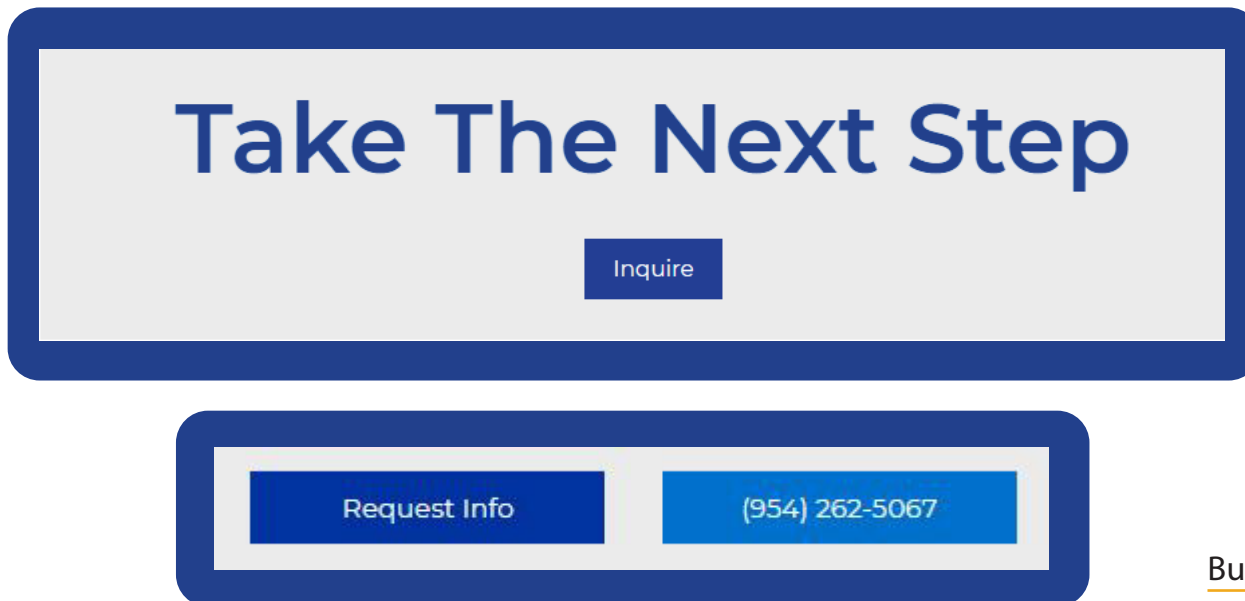
Montserrat, 14px, line-height: 36px, text-align: center, vertical-align: middle, color: #010154 / #fff, background-color: #fff / A8A9AD

Institution	Program	Credits	Total Tuition & Fees
Nova Southeastern University	Flex MBA	40-49	\$35,960
	Online MBA	40-49	\$35,960
	Professional MBA	40-49	\$35,960
	Full-Time Day MBA	40-49	\$35,960
Florida Atlantic University	Flexible MBA	43-55	\$19,602 - \$61,064
	Executive MBA	40-46	\$38,600 - \$44,390
	Online MBA	40-46	\$32,000 - \$36,800
	Professional MBA	40-46	\$36,000 - \$41,400

Page Templates / Block List

Custom Content Layout

The custom content layout block is mostly used for a call to action (CTA) that includes a clickable button feature. Multiple buttons can be added to direct users to the right points of contact.



Specifications

font-family: inherit, 48px, font-weight: 600, color: #003893, line-height: 1.1, background-color: #EBEBEB, text-align: center, margin-top: 0 !important, padding-top: 0 !important

Button Dimensions

For button guidelines, consult the button specifications section for more information.

Page Templates / Block List

Degree Finder

The degree finder block displays all of the degrees offered by the university. It has filtering options that allow the users to quickly find information targeted to their interests.



Sample Search Result

A

<p>Art And Design (B.A.)</p> <p>Advance your technical skills, explore your creativity, and develop your artistic brand and portfolio in studio art or graphic design. Prepare for a career as a freelance artist, art critic or educator, or in-house artist for various industries.</p>	<p>Academic College</p> <p>College of Arts, Humanities, and Social Sciences</p>	<p>Location(s)</p> <p>Fort Lauderdale/Davie, FL</p>
--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------	------------------------------------------------------------

[View Art And Design \(B.A.\) Program →](#)

Degrees & Programs

Choose a path to dominate

Gain a competitive edge. Nova Southeastern University's wide array of undergraduate, graduate, and professional programs don't just provide an education, they prepare students for real careers, real contributions, and real life.

• All • Bachelor's • Master's • Doctoral

Q

[Explore All Degree & Programs](#)

About the Tampa Bay Regional Campus

The new NSU Tampa Bay Regional Campus is here. Get to know more.

About the Campus

Learn about important milestones, the campus's philanthropic history, and more.

[About Us](#)

Events

Here's your chance to swim with your fellow Sharks. See what's happening in Tampa Bay.

[Browse Events](#)

Directions

Our new campus. Your new home. Discover the location and nearby amenities.

[View Info](#)

Tampa Bay Regional Campus News

NSU's New Tampa Bay Regional Campus Makes National, International News

[Read More](#)

Nova Southeastern University Opens its New Tampa Bay Regional Campus in Clearwater, Fla.

[Read More](#)

NSU's New Tampa Bay Regional Campus Featured in Several Media Stories

[Read More](#)

Tampa Bay Regional Campus Featured in Tampa Bay Newspapers

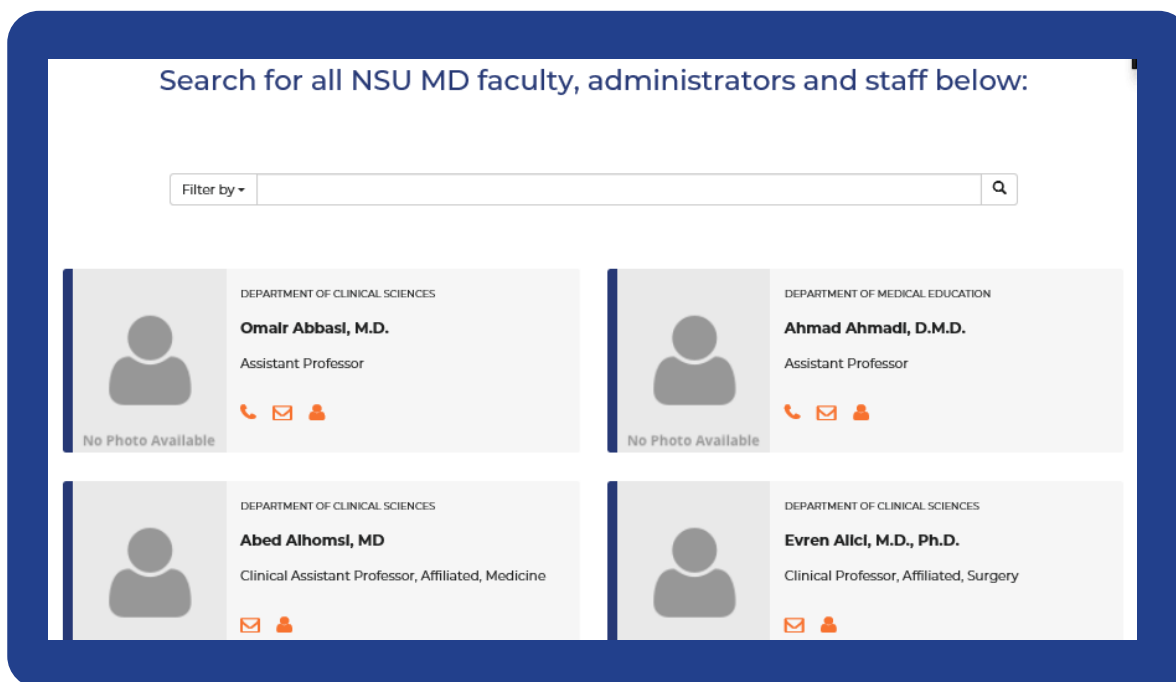
[Read More](#)

[More NSU News](#) ▶

Page Templates / Block List

Directory Index Bios

The profile directory index block organizes and displays faculty directory information. There is space for photos and a convenient email trigger function.



Specifications

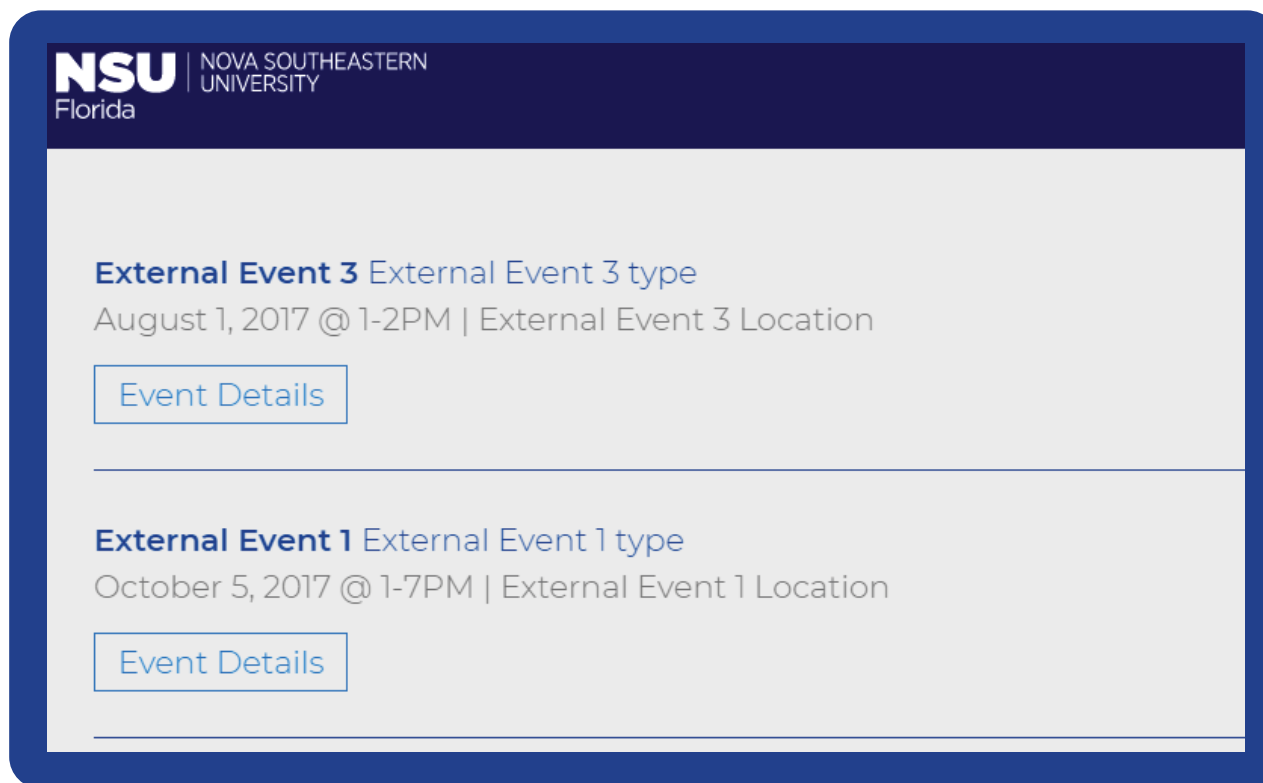
small font-size calc(18px * .6)
 !important, line-height: 23px, Large
 font size: 16px text-align: left, color:
 #202121

Image: width: 100%, height: 200px

Page Templates / Block List

Events List Block

The events list block displays events in a list format for easy reference.



Specifications

Montserrat, 21px, line-height: 1.5,
font color: #003893 (NSU Blue) &
#737373, container: fixed section,
background color: gray (#ebebeb),
events type: list

Page Templates / Block List

Featured Items Block

Item Type: Downloads

The downloads item type organizes downloadable information, such as training materials, webinars and course information while prioritizing it in a modern look and feel.

Specifications

Montserrat, 16px, line-height: 23px, font color: Text gray (#202121), Items type: downloads, items width: 25%, container: fixed section, Image location: right, Image type: normal, Image width: 20%



Page Templates / Block List

Featured Items Block

Item Type: Earnings

The Earnings Item Type is used to display the average salary information for job titles related to a specific program of study or other key information to be highlighted



Specifications

Montserrat, 21px, line-height: 1.5
font color: white, background color:
NSU blue, font color: white, Items type:
earnings, items width: 33%

Page Templates / Block List

Featured Items Block

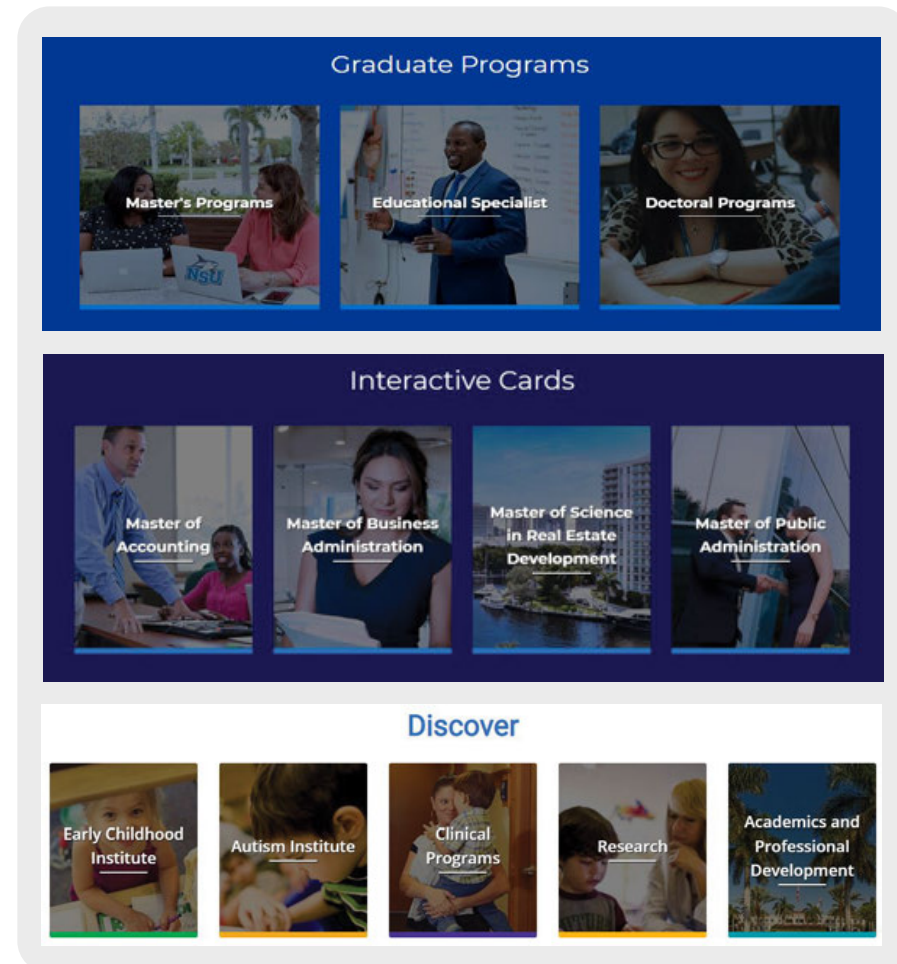
Item Type: Interactive Cards

Interactive cards are used to display degree categories or noteworthy areas of interest. They can click out to other areas of the site.

Note: As additional cards are added, the space for text is decreased resulting in text wrapping within the card which cannot be altered. Limiting the amount of words is a best practice that ensures optimal functionality of the feature.

Image Dimensions

For image dimensions and interactive card specs, consult the image specifications section in this style guide.

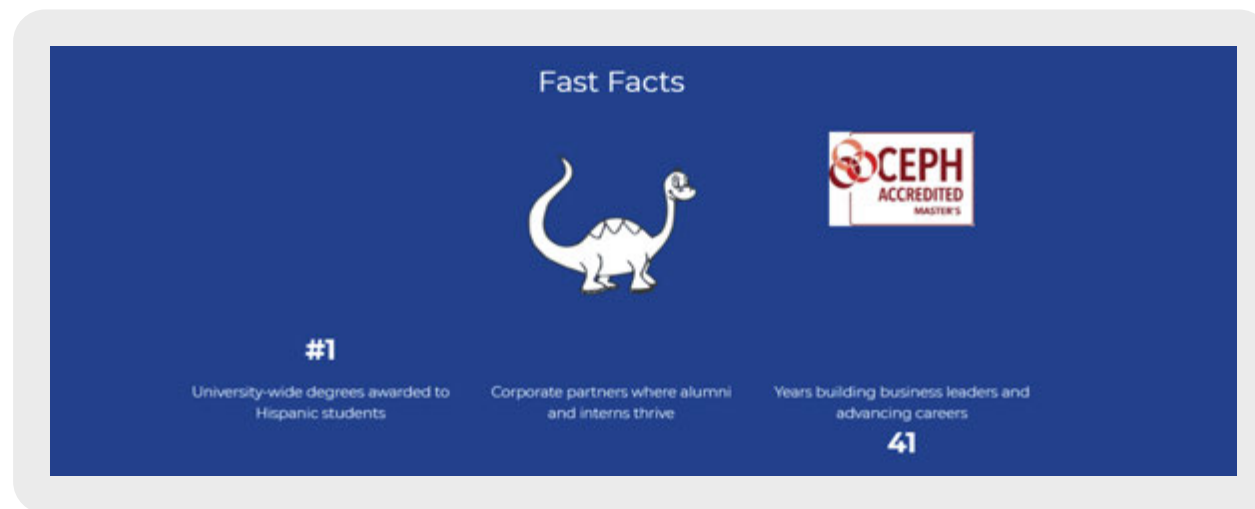


Page Templates / Block List

Featured Items Block

Item Type: Number Facts

The number facts item type can be used to display facts that include numbers, text, and/or images. The numbers appear in an appealing staggered way.



Specifications

Montserrat, 21px, line-height: 1.5,
 container: fixed section, class:
 sm-half-to-third, background color:
 NSU Blue (#003893), font color: white,
 Items type: numer facts, Items width:
 33%

Page Templates / Block List

Featured Items Block

Item Type: Tiles with Images

The Staff Feature option is a directory of key contact information. It allows for the inclusion of images and clickable email links.

Specifications

Image: 130 x 210

Montserrat, 21px, line-height: 1.5

color: #474747, text-align: left, Items type: Tiles with Images, items width: 50%, Image Location: left, Image type: background, Image Width: 30%



Page Templates / Block List

Featured Items Block

Item Type: Steps

The steps item type organizes information in a numbered format. It's can be used to present a timeline of milestones with related text.

New Tampa Bay Regional Campus Milestones

1
September 2017
Announcement – The Drs. Kiran C. and Pallavi Patel Family Foundation made a \$150 million investment in real estate and facilities to build a new campus on a 27-acre site in Clearwater, FL.

2
March 7, 2018
Groundbreaking – More than 300 people joined NSU officials and representatives of the Patel Family Foundation as they broke ground on the new Tampa Bay Regional Campus.

3
November 19, 2018
Topping off – The last beam is placed atop NSU's new Tampa Bay Regional Campus during construction.

4
January 17, 2019
Road renamed – The Clearwater City Council issued a resolution to change the name of Damascus Road to Dr. Kiran C. Patel Boulevard. The road runs alongside the new NSU Tampa Bay Regional Campus.

5
September 14, 2019
Grand Opening – NSU, in collaboration with Drs. Kiran C. and Pallavi Patel, held a ribbon cutting to mark this significant occasion. More than 500 attendees came out to participate in the revelry and to take in the completed building and grounds.

Specifications

Montserrat, 14px, line-height: 1.5, class: steps, background color: gray (#ebeb), font color: #0032a0 & #202121, Items type: steps, Items width: 33%

Page Templates / Block List

Featured Items Block

Item Type: Tiles

The tiles item type is used to create simple tiles that may work well for contact information, addresses or important details that should be highlighted. Multiple tiles can be used within this item type.

Simple Tiles

<p>ILALE</p> <p>Dr. Armando R. Rodriguez, Director de ILALE Abraham S. Fischler College of Education and School of Criminal Justice Nova Southeastern University's Miami Campus 8585 SW 124th Avenue Miami, FL 33183 Telefono: (305) 905-6517 armando@nova.edu</p>	<p>ITEP</p> <p>Dra. Beatriz Diaz, Directora de ITEP Abraham S. Fischler College of Education and School of Criminal Justice Nova Southeastern University's Miami Campus 8585 SW 124th Avenue Miami, FL 33183 Telefono: (305) 275-2638 Fax: (954) 262-2535 diazbb@nova.edu</p>
---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Specifications

Montserrat, 21px, line-height: 1.5,
text-align: left, font-color: #202121,
class: v2, Items Type: Tiles, Items width:
50%

Simple Tiles

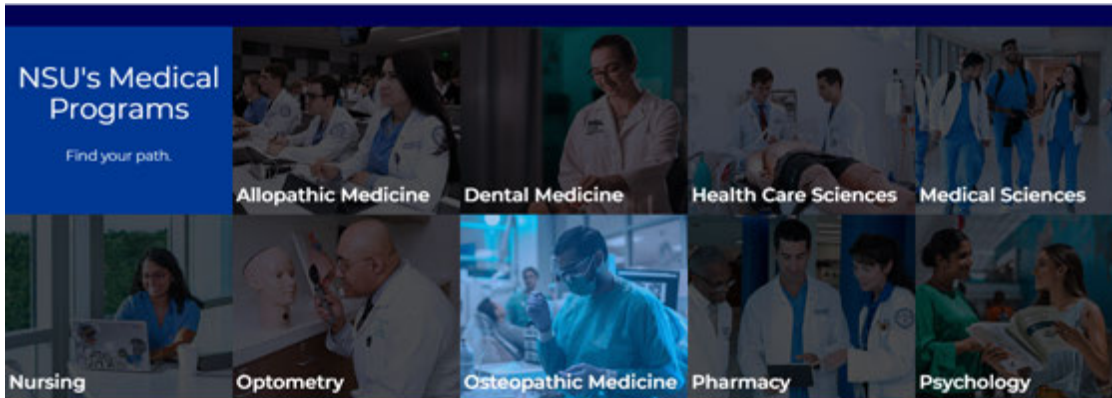
<p>ILALE</p> <p>Dr. Armando R. Rodriguez, Director de ILALE Abraham S. Fischler College of Education and School of Criminal Justice Nova Southeastern University's Miami Campus 8585 SW 124th Avenue Miami, FL 33183 Telefono: (305) 905-6517 armando@nova.edu</p>	<p>Additional Tile</p> <p>To be determined</p>
<p>ITEP</p> <p>Dra. Beatriz Diaz, Directora de ITEP Abraham S. Fischler College of Education and School of Criminal Justice Nova Southeastern University's Miami Campus 8585 SW 124th Avenue Miami, FL 33183 Telefono: (305) 275-2638 Fax: (954) 262-2535 diazbb@nova.edu</p>	<p>Additional Tile</p> <p>To be determined</p>

Page Templates / Block List

Featured Items - Microsite Block

Item Type: Tiles with Links

The Tiles with Links item type is used to create a grid of photos with clickable links. It is used to feature a block of programs that have a large number of concentrations within that category. Each photo lights up in a hover state appearing in light blue to focus a user's attention.



Specifications

Montserrat, 21px, line-height: 1.5, text-align: left, container: fluid section, background color: NSU Blue (#), font color: white, Items type: tiled image links, Intro tile: first item (1 tile) [select the number of tiles wanted blue], End tile: not needed [select if the last tile is to be blue], Tile height: 250px, Items width: 0%, Image: png or jpeg, BG image position: center center [choose position for best photo placement], Link text: [Title], Link: [internal/external page link], Link target: parent window/tab

No more than 3-4 rows should be featured in the grid.

Page Templates / Block List

Featured Items Block

Item Type: Tiles with Images

The Tiles with Images Infographic is used to promote high-level key facts or achievements. A high quality image or icon coupled with concise text is all that is needed to make the information stand out in an engaging way.



Image Icons

SVG, PNG, JPG, GIF

Specifications

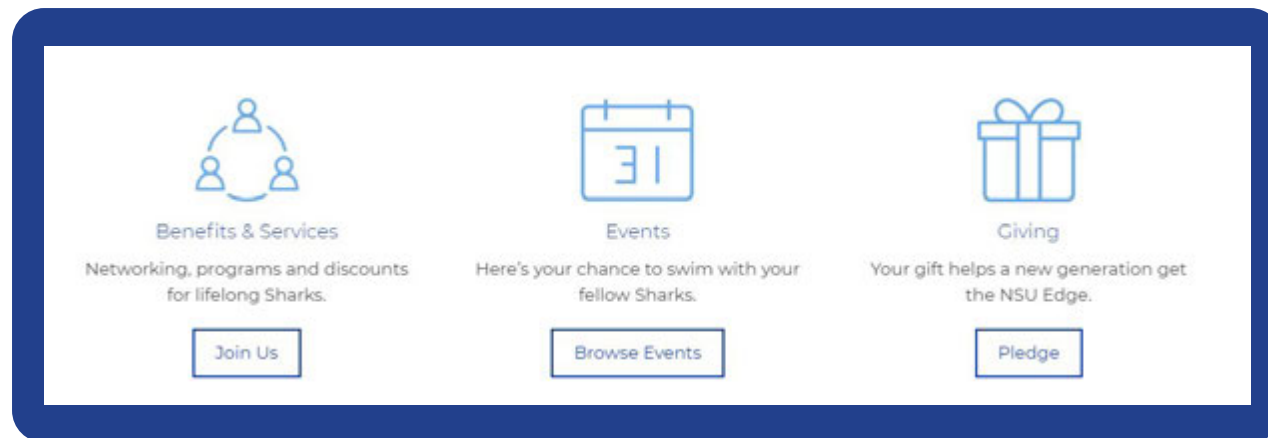
Montserrat, 21px, line-height: 1.5
 class: homepage-infographics
 homepage-infographics2, font color:
 white, background color: #010154
 (web blue), font color: white, Items
 type: Tiles with Images, items width:
 33%, Image Location: top, Image type:
 normal

Page Templates / Block List

Featured Items Block

Item Type: Tiles with Images

The Tiles with Images Infographic is also used to promote a call to action in a subtle way. An image or icon coupled with concise text is all that is needed to make the information stand out in an engaging way. This version of the block includes buttons that click out to other areas of the website.



Specifications

Montserrat, 21px, line-height: 1.5
class: sm-half-to-third text-center
no-margin-fi transparentbg
mw-img-100p btndefault
img-height-100
mg-height-80-mobile,
font color: white, text-align: center,
font color: white, Items type: Tiles
with Images, items width: 33%,
Image Location: top, Image type:
normal

Page Templates / Block List

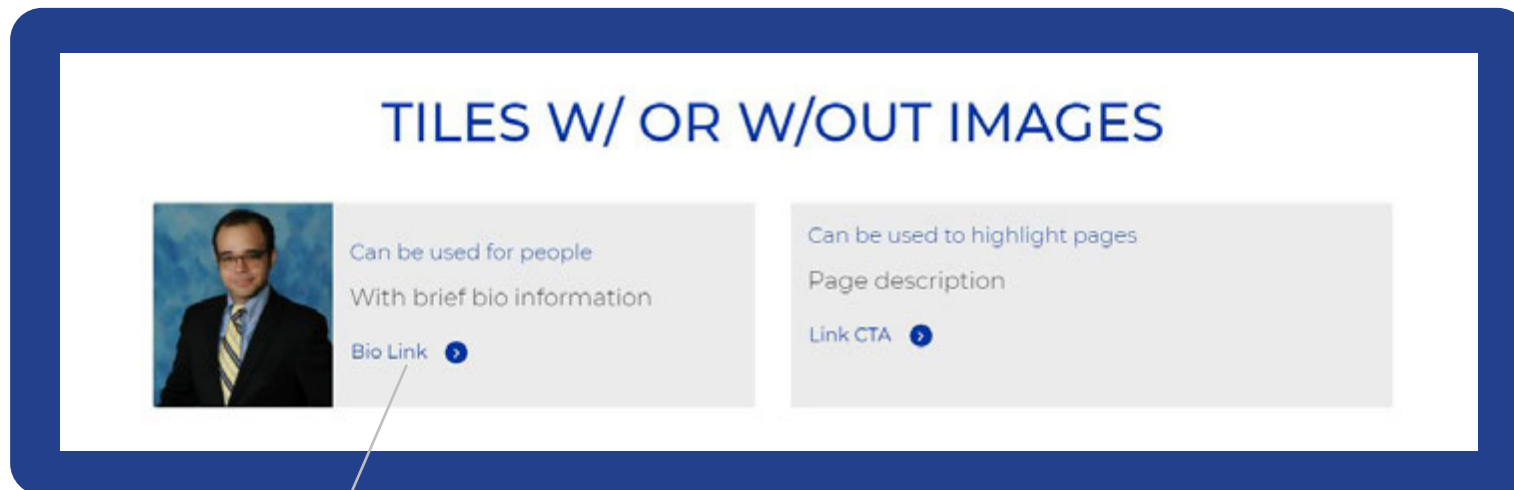
Featured Items Block

Item Type: Tiles with Images

The Tiles with or without option can be used to feature biographical information or testimonial success stories. An image or icon coupled with concise text is all that is needed to make the information stand out in an engaging way.

Specifications

Image: 130 x 210
 Montserrat, 21px, line-height: 1.5
 color: #474747, text-align: left, Items type: Tiles with Images, items width: 50%, Image Location: left, Image type: background, Image Width: 30%



Button Link

Button Dimensions

For button guidelines, consult the button specifications section for more information.

Page Templates / Block List

Featured Items Block

Item Type: Quick Facts

The Staff Feature option is a directory of key contact information. It allows for the inclusion of images and clickable email links.



Specifications

Montserrat, 21px, line-height: 1.5, font color: NSU blue (#003893), background color: web gray (#ebebeb), Items type: quick facts, items width: 50%

Image Icons

813 × 800 pixels (intrinsic: 152 × 150 pixels)
max width: 100%, vertical align: middle

Note: The intrinsic size attribute tells the browser to bypass the actual size of the image and pretend it is the specified attribute.

Page Templates / Block List

Featured Items Block

Item Type: Related Content

The related content item type allows for information to be featured on the page that relates to the page's topic.

Specifications

Montserrat, 21px, line-height: 1.5
 class: homepage-infographics
 homepage-infographics2, font color: white,
 background color: #010154 (web blue), font color:
 white, Items type: Tiles with Images, items width:
 33%, Image Location: top, Image type: normal

You May Also Like

<h3>Supply Chain Management</h3> <p>Cover the strategy and execution of ensuring efficient, profitable movement and storage of goods, from point of origin to consumption, including both domestic and international sourcing.</p>	<h3>Process Improvement</h3> <p>Build valuable industry experience solving real-world challenges posed by area companies. Identify and analyze complex business processes and develop innovative actions that improve key business functions.</p>	<h3>Marketing</h3> <p>Understand best practices for planning marketing policies, determining demand for products and services, targeting the right customers, and developing optimized pricing strategies that maximize share, margin and ROI.</p>
------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

MBA Program Example

Features additional concentrations related to the MBA degree that one would also find interesting.

Page Templates / Block List

Custom Multi-Column Content

Content Layout: 2 Column w/ Image

The Custom Multi-Column Content block features a two column layout for content. It is mostly used to feature marketing sweeteners that encourage a user to explore the site. It can also accommodate images and buttons.



Button Specifications

195 x 45

Button type: on click, Button on click trigger: open-inquire-sweetener, Button tracking ID: sweetener lead, background-color: #0032a0, padding: 10px 20px, line-height: 1.42857143, text-align: center

Specifications

Montserrat, 21px, line-height: 1.5, background color: custom, BG hex color code: #ebebeb, font color: NSU Blue (#003893), content layout: 2 column with image, image location: right, hide image on mobile: yes, text-align: left

Image Dimensions

For image dimensions, consult the image specifications section in this style guide.

Page Templates / Block List

Filterable Index Stories Block


The filterable index story block displays either the bio or story content of a directory folder.

Specifications

Montserrat, 30px (Title), 21px (Text),
line-height: 1.5, font-color: #0032a0 &
#202121, content type: block, **Block:**
stories

Edit Options for Stories Block


Directory Index, Type: stories, Sort by:
folder order, order: ascending, Filters:
enabled, Filter type: horizontal links, All
filters text: All Stories, Search: enabled,
Search Place Holder: search success
stories, View Item Link: Enabled, View
Item text: view story



Christine Mastandrea
Doctor of Education in Educational Leadership Student

“ Education is one of those fields that you can integrate the mind and the heart together.


[View Story](#)



Donna Just, Ed.D.
Doctor of Education in Organizational Leadership

“ Being an online student helped prepare me to be an online teacher.

[View Story](#)



Lt. Col. Honore Spencer, Ed.D.
Doctor of Education in Organizational Leadership

“ I found a program at Nova Southeastern where I could pursue a Doctorate in Education and be able to move to other places as I knew I would need to in the military.

[View Story](#)

Page Templates / Block List

Filterable Items Block

The filterable items block allows a user to create categories and organize items within those categories. The items are filterable on a web page.

Specifications


Montserrat, 30px (Title), 21px (Text),
line-height: 1.5, font-color: #0032a0 &
#202121, content type: block, **Block:**
programs

Edit Options for Programs Block

Directory Index, Type: stories, Sort by:
folder order, order: ascending, Filters:
enabled, Filter type: horizontal links, All
filters text: All Stories, Search: enabled,
Search Place Holder: search success
stories, View Item Link: Enabled, View
Item text: view story

Masters
All Programs


All Programs



Elementary Education (M.S.)

Inspire a new education of learners by taking valuable insights from professors and bringing your edge to elementary schools.


[Learn More](#)



Exceptional Student Education (M.S.)

Improve learning opportunities for children with special learning needs.

[Learn More](#)



Mathematics Education (M.S.)

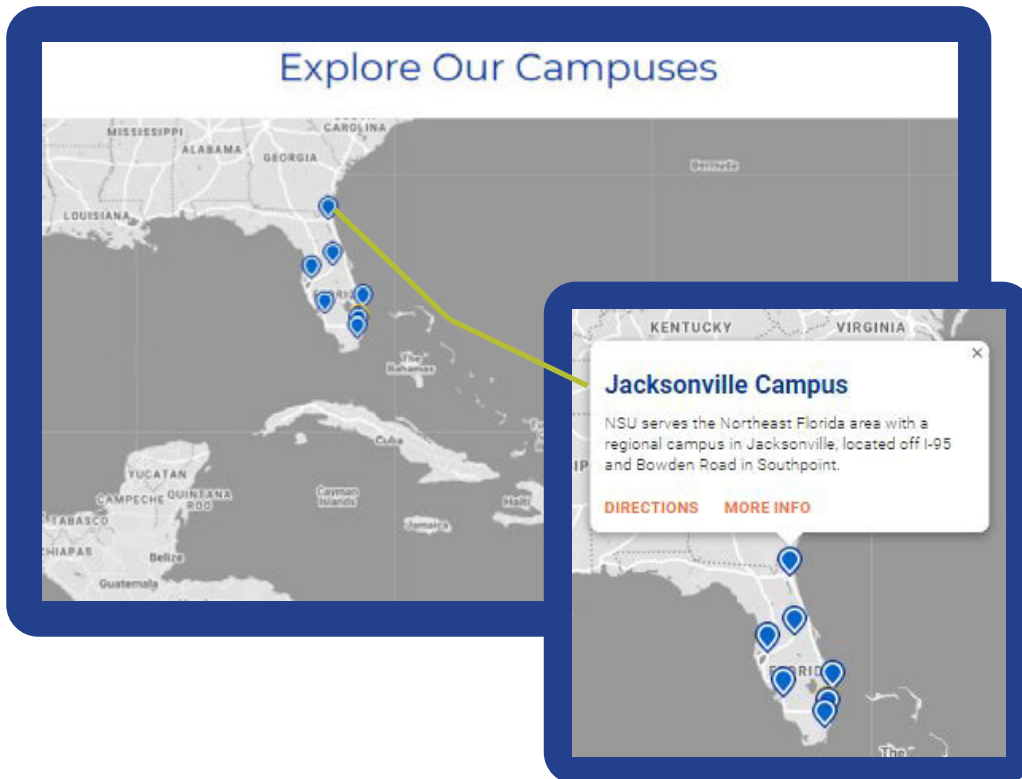
Transform students into problem solvers by becoming an effective teacher in the areas of middle, secondary, and postsecondary mathematics.

[Learn More](#)

Page Templates / Block List

Google Map Embed Block

The google map embed block allows a user to embed a Google Map feature with multiple location markers on a web page. These markers can be clicked to reveal more information and directions for the location.



Specifications

container: fluid section, section header: *(your title)*, header size: h2, class: mapping padding-bottom-0, locations: multiple, name *(your location name)*, latitude/longitude: *(search for location coordinates in google)*, marker: *(default, special and gray are branded color options for your pin on the map)*, details: *(Info about the location)*, more info link: *(links out to a page or file)*, directions link: *(external google maps page with pre-filled directions)*, virtual tour link: [main-campus-virtual-tour](#)

Page Templates / Block List

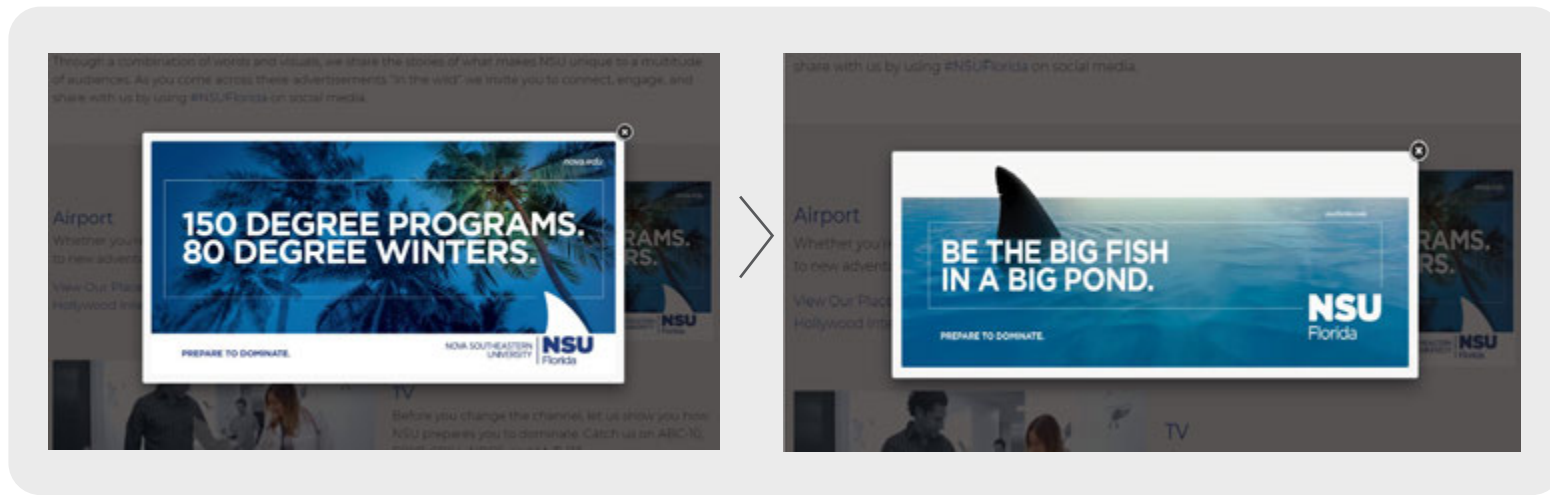
Multi Column Block

Lightbox Image Slideshow

The lightbox image slideshow allows a user to create a gallery of images that light up when selected, while dimming the page in the background gray. The gallery is built using a series of rows and columns that can include images, blocks, WYSIWYG content and/or another multicolumn block that's already built. This block allows for WYSIWYG image captions and scrollable lightbox content.

Specifications

background color: gray, **row options** | select:match height (longest column), **column options** | select customize column width/span, column span: 6, content type: image, Image: Png or Jpeg, Image alt: *(Image description)*, image link: fancybox image



Page Templates / Block List

LMS Form Embed

The LMS form embed block is used to insert a form that allows a user to request more information. The content comes from recruit, an external source while this block helps render the forms with specific fields and concentrations.

Learn More
Complete the form below to request more information.

First Name

Last Name

Email

Phone

I am interested in a(n)


When do you want to start?

[Submit](#)

We care about your privacy. By submitting this form you consent to receive information from NSU.

Advance Your Skills and Your Career

10 Evening and online classes allow you to complete your Post-Baccalaureate Paralegal Certificate in 12 months.



Paralegal Post-Baccalaureate Certificate

Expand your opportunities right away with 5 available start dates: March, May, August, October, and January.

Program available all online. At least 9 credits of courses in a synchronous format.

Experiential courses emphasizing exercises, case studies, and real-world content help you master key paralegal functions and better understand the needs of the legal profession. Focus on family law, real estate, injury and civil litigation, business law, and wills, trusts and estates.

Courses taught by highly experienced NSU Law faculty and attorneys.

Reduced tuition rates for students employed by NSU Law alumni.

NSU Law's Paralegal Certificate enhances your current legal career and propels you into a paralegal role with high level training and a comprehensive paralegal portfolio.

Learn More

Complete the form below to request more information.

First Name

Last Name

Email

Phone

I am interested in a(n)

When do you want to start?

Submit

We care about your privacy. By submitting this form you consent to receive information from NSU.

Page Templates / Forms

Request Information Form

The request information form is currently being used as an event registration form, targeted at prospective students, to capture those who want information about a specific program. The form helps to establish the basis for recruitment and enrollment initiatives.



RSVP

Complete the form below to RSVP.

★ Required

First Name ★

Last Name ★

Cell Phone ★

Email ★

College/University Attending ★

Program of Interest ★

How did you find us? ★

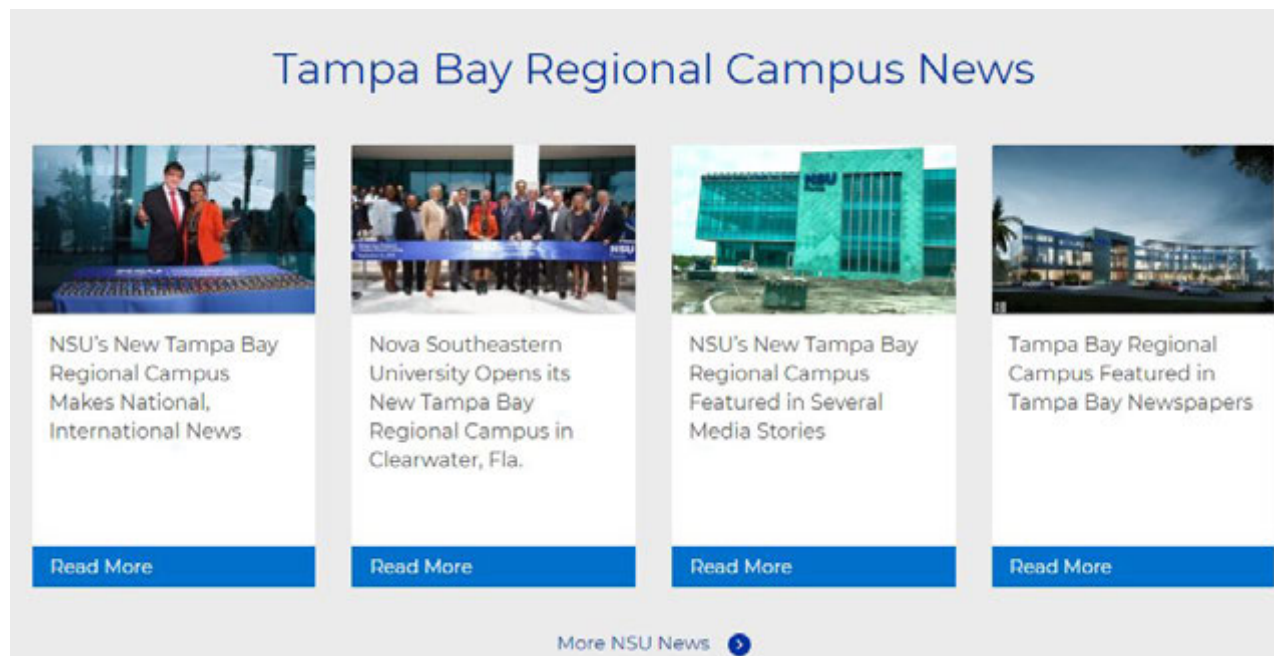
Comments or Questions?

SUBMIT

Page Templates / Block List

News RSS Feeds

The news and announcement block organizes announcements or news items to a web page. It uses an iframe to feed in content from another source. Other news sources may be compatible.



Specifications

Montserrat, 30px (Title), 21px (Text), line-height: 1.5, font-color: #0032a0 & #202121,

CMS Selections

Section header: *[Tampa Bay Regional News]*, Header size: H2, Background color: Gray, Announcement status: disabled, News status: enabled, More news link: enabled, Number of items: *[4]*, Type: NSU Sites RSS Feed, Image location: top, Default Image: nova-southeastern-university-blue-logo-stacked-default-news.png, Items width: 25%,

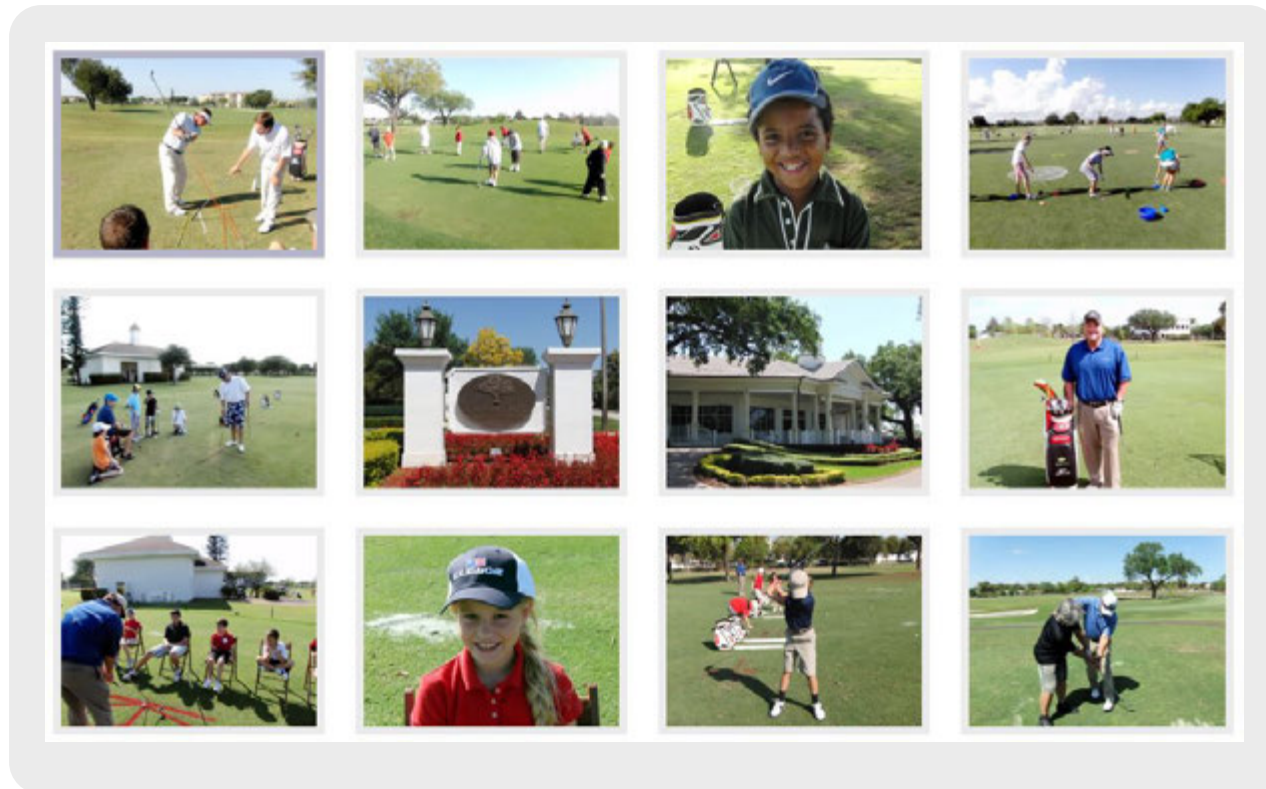
NSU Sites RSS URL: *[https://www.nova.edu/_files/static-data/campuspress/news/tag_tampa-bay-regional-campus.xml]*,

More news Link -link text: *[More NSU News]*, Link: *[internal/external page]*, Link class: btn-link

Page Templates / Block List

Photo Gallery Block

The photo gallery block inserts all the photos in a folder into a gallery of images, standard and custom css can be added.



Page Templates / Block List

Program Curriculum

The program curriculum block allows a user to view all the curriculum information related to a course/degree listed.

Master of Accounting Curriculum

View PDF

Required Courses (15-33 credits)	Credits
ACT 5001* Introductory Accounting	3
ACT 5004* Cost Accounting	3
ACT 5006* Intermediate Accounting I	3
ACT 5007* Intermediate Accounting II	3
ACT 5009 Advanced Accounting	3
ACT 5010* Auditing	3
ACT 5713 Accounting Theory	3
ACT 5725 Financial Statement Analysis	3
ACT 5730 Accounting Analytics	3
ACT 5731* Accounting Information and Control Systems	3
TXX 5760 Survey of Taxation: Individuals, Entities, and Property	3
ACTP 5711** Internet Technology	

+ Managerial Accounting Concentration

+ Public Accounting Concentration

+ Taxation Concentration

Specifications

Montserrat, 16px, line-height: 1.5, font color: #202121, wrap inside accordion: no, Name: [your title][*Master of Accounting Curriculum*], Course category name: Required Courses (total # of credits), Course CRN: [course prefix][ACT 5001], Name: [name of course][*Introductory Accounting*], credits: (# of credits), repeat course info as needed

Page Templates / Block List

Regional Campus Events

The regional campus events block displays upcoming events with an RSVP button that can link to a registration page.

Specifications

Montserrat, Title: *[i.e. tampa rsvp]*, Event title: *[your title]*, Event start date/time: *[details]*, Event end date/time: *[details]*, Event information: *[i.e. Thursday, March 19, 2020 | Noon or 8:00 p.m.]*

Join the Dr. Pallavi Patel College of Health Care Sciences for a virtual, online open house, Link type: external link, Event URL: *[i.e. registration link]*, repeat events as needed

The screenshot displays a web page for NSU Florida. At the top, there is a dark blue header with the NSU Florida logo on the left, a phone number (813) 574-5200, and a 'Request Info' button with a menu icon on the right. Below the header is a large image of four young women in blue scrubs smiling and talking. Overlaid on the image is a white box with the text 'TAMPA BAY REGIONAL CAMPUS' and 'EVENTS' in large, bold letters. Below the image, the event title 'Alphabet Soup: The ABCs of ESE' is displayed in blue, followed by the date and time 'Saturday, February 22, 2020 | 9:00 AM - 1:00 PM'. A short description follows: 'Take a fast-paced look at the historical perspectives of exceptional student education (ESE) and current trends and issues in identifying those with special needs with David Griffin, Ed.D., BCBA-D, Nova Southeastern University, associate professor.' At the bottom right of the event card is a blue 'RSVP' button.

Page Templates / Block List

Rows Block

The rows block can include a multi column block that feature content into two columns. It organizes content into single rows on a page. Multiple multi column blocks can be added to the block to feature additional rows of content.

Row 1 - Specifications

Montserrat, 14px, line-height: 1.5, font color: #202121

Multi-column block, Class: bg-gray

| Row - Custom class: margin-bottom-40 margin-bottom-10-mobile

Column Content Type: Wysiwig, Content: *title text*

| Row - Custom Class: margin-bottom-10

Column Content Type: Wysiwig, Content: *bulleted text*

Column Content Type: Wysiwig, Content: *bulleted text*

Row 2 - Specifications

Montserrat, 14px, line-height: 1.5, font color: #202121

Multi-column block,

| Row - Custom class: margin-bottom-50 margin-bottom-20-mobile

Column Content Type: Wysiwig, Content: *title text*

| Row - Column Options: Hide on tablet, Hide on Mobile

Column Content Type: Image, Image: *Jpg, Png*, Image link: No link

Column Content Type: Wysiwig, Content: *text*

Possible Presentation Topics Might Address:

- The meaning of deeply digital teaching and learning
- The motivational influence of low threshold feedback
- The implementation of an online digital curricula
- What researchers are saying about technology in higher education
- Costs associated to technology in higher education
- Game theory and makerpaces as guides for going digital
- Organizing higher education for a digital curriculum
- Going digital in my classroom
- Social media and the digital curriculum
- Impact of tools from MyMathlab to Google Docs to Adobe
- What is a digital curriculum
- The impact of e-books
- The changing role of the university instructional designer
- Managing an increasingly digital curriculum
- Vendors and the digital curriculum
- Directed vs. discovery learning in higher education
- Student technology expectations
- Showcasing digital curriculum materials for higher education
- Industry standard software
- Preparing faculty, adjuncts, and students to work with digital technology

Presentation Formats



Concurrent Sessions: Concurrent sessions with 1-2 presenters are scheduled for either 25-minute or 50-minute. If a 25-minute time block is requested, this session will be combined with another 25-minute session.

Panel Sessions: Panel sessions with 3-5 panelists are scheduled for 50 minutes. Panel sessions involve a give-and-take between a moderator and panel members, or a series of short presentations by those on the panel, interspersed with questions from the audience, other panel members, or the moderator.

Posters: We welcome proposals for visual poster presentations to be displayed on foam boards. During poster sessions, which can feature a work in progress, new concepts, research results, and more, presenters stand or perform beside their displays to explain content and answer questions.

Workshop Sessions: We welcome proposals for workshop sessions (50-minute sessions) that actively engage conference participants with hands-on activities or demonstrations. Successful workshop proposals explain clearly how participants will engage in workshop activities.

View Keynote Presentations

[watch/see register](#)

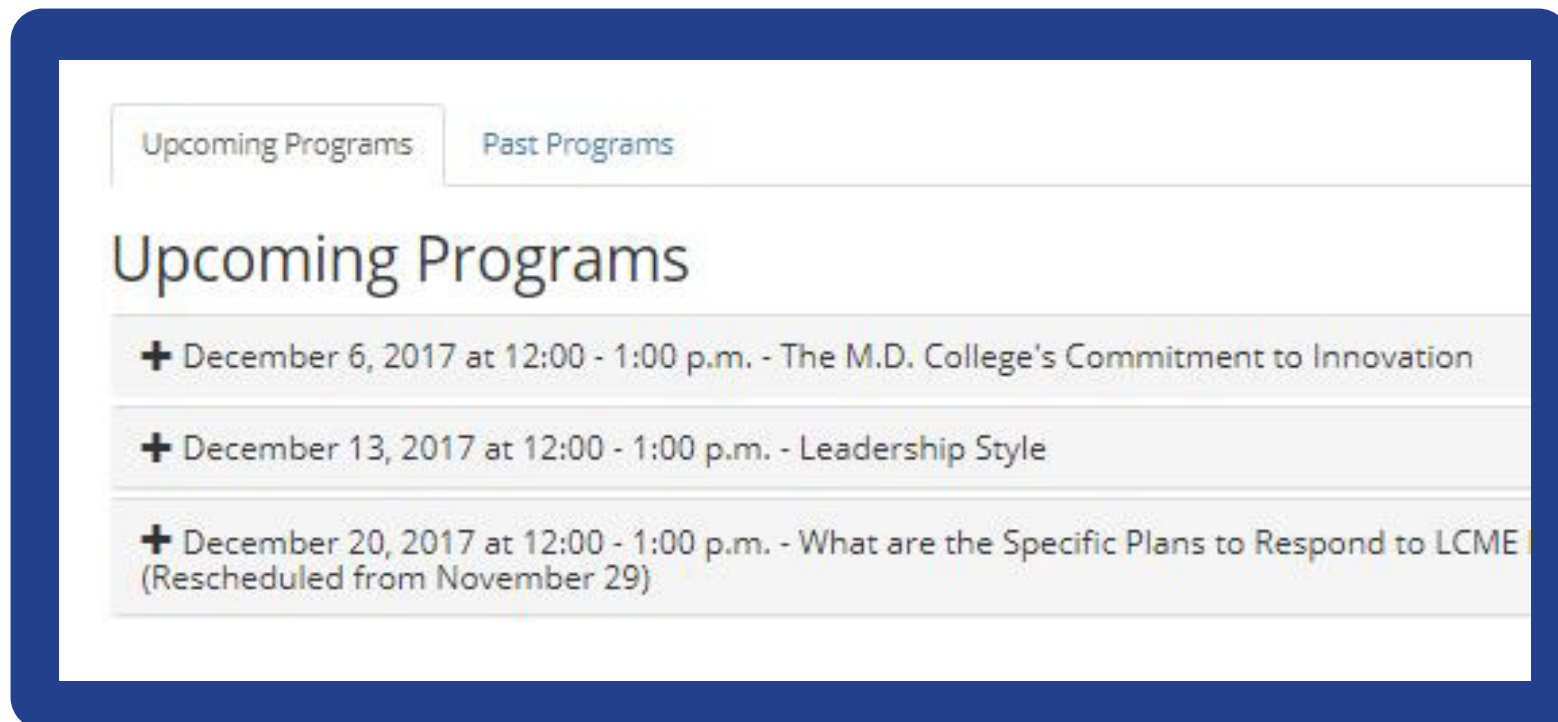
Page Templates / Block List

Tabs Block

The Tab block allows you to place in a section different tabs and place within each one new content either block or other type of content to display.

Specifications

Montserrat, 30px [*Upcoming programs*],
16px [Tab Title], 14px [Tab Body],
line-height: 1.5, font color: #333



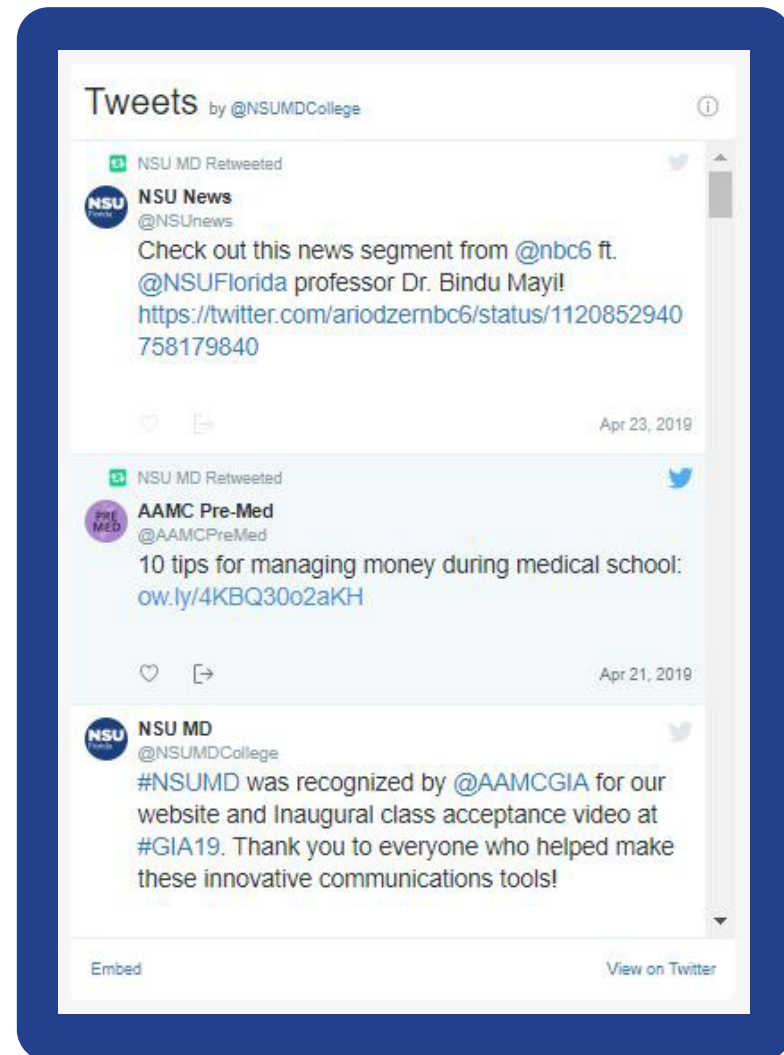
Page Templates / Block List

Twitter Block

The twitter block displays a twitter feed on a webpage.

Specifications

Twitter block options: header, Section header: twitter, Header size: H2, Twitter handle: NSUMDCollege, Theme: light, Link Color Hex#: [i.e. #09B1A9], Widget height: 1510

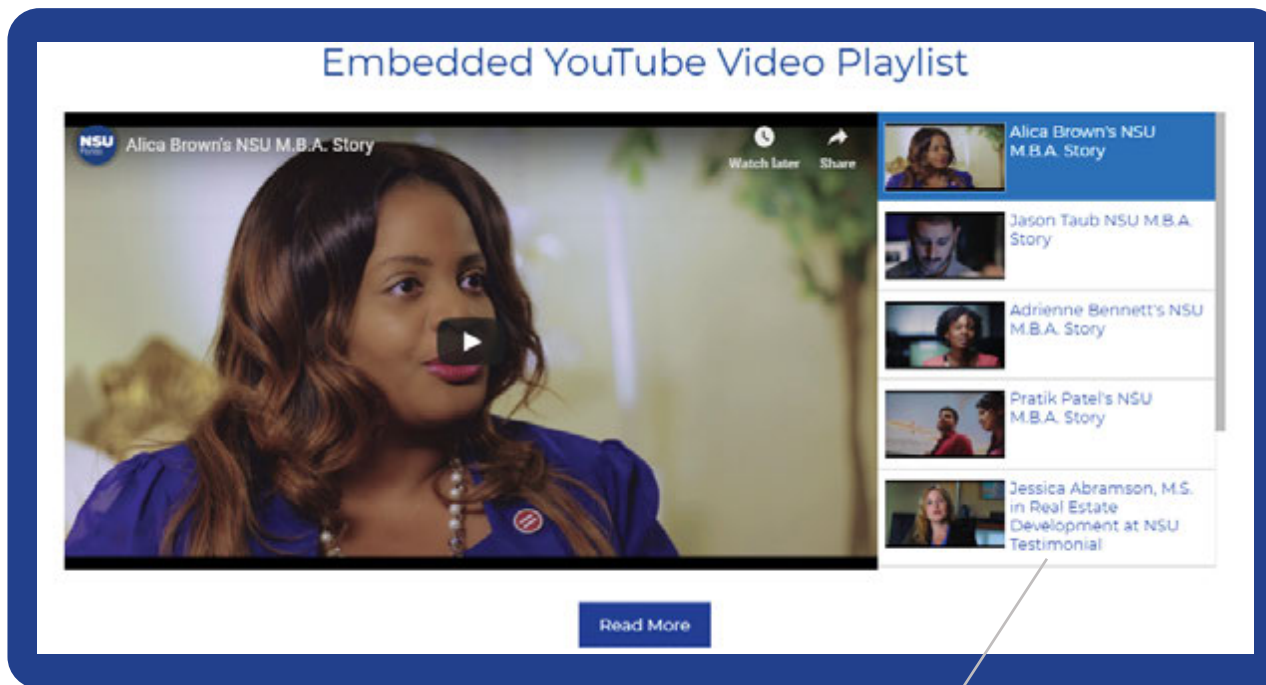


Page Templates / Block List

Video Block

Youtube Playlist

The video block is used to feature you-tube video playlists. Success stories are engaging and help to convey key messages in a personal way.



Videos must be uploaded to Youtube first

Specifications

Font color: NSU blue (#003893),

Multi-column block | **Row 1, Column 1** - content type: block, Block: video block (i.e. playlist name - success stories playlist) , block type: YouTube Playlist, Playlist ID: *Youtube share URL*, **Row 2, column 2** - content type: Wysiwyg, content: Read more

Note: If a multi-column block is used to help organize content on a page, the video block must be placed within it. The multi column block allows one to feature the video content along with text and buttons. The video block can be placed on a page without use of the multicolumn block but will only feature the video and the video playlist without text and buttons as shown.

Page Templates / Block List

Video Block

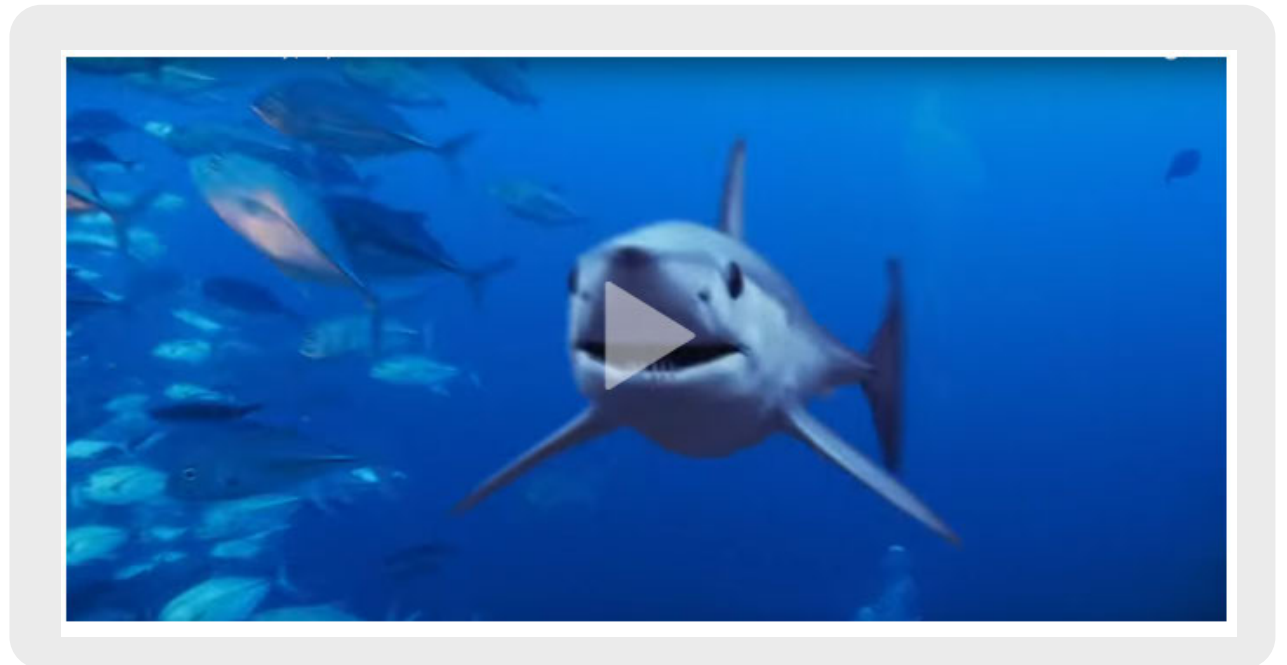
Block Type: Single Video

This video block type allows one to add a single video to a section or page. This type is used to promote NSU branded commercials or videos that enrich the site.

Specifications

Video Block | Block type: single video, Embed (YouTube): Do not embed, Video Title: [title of video][i.e. Be a Shark], Video URL: [i.e. <https://www.youtube.com/watch?v=o-cpEjK3pUY>], Thumbnail: Image

Note: The video block will appear on a page without text or buttons. If text or buttons are desired. Place the video block into a multicolumn block and add rows and columns of content as needed.



Page Templates / Block List

Video Block

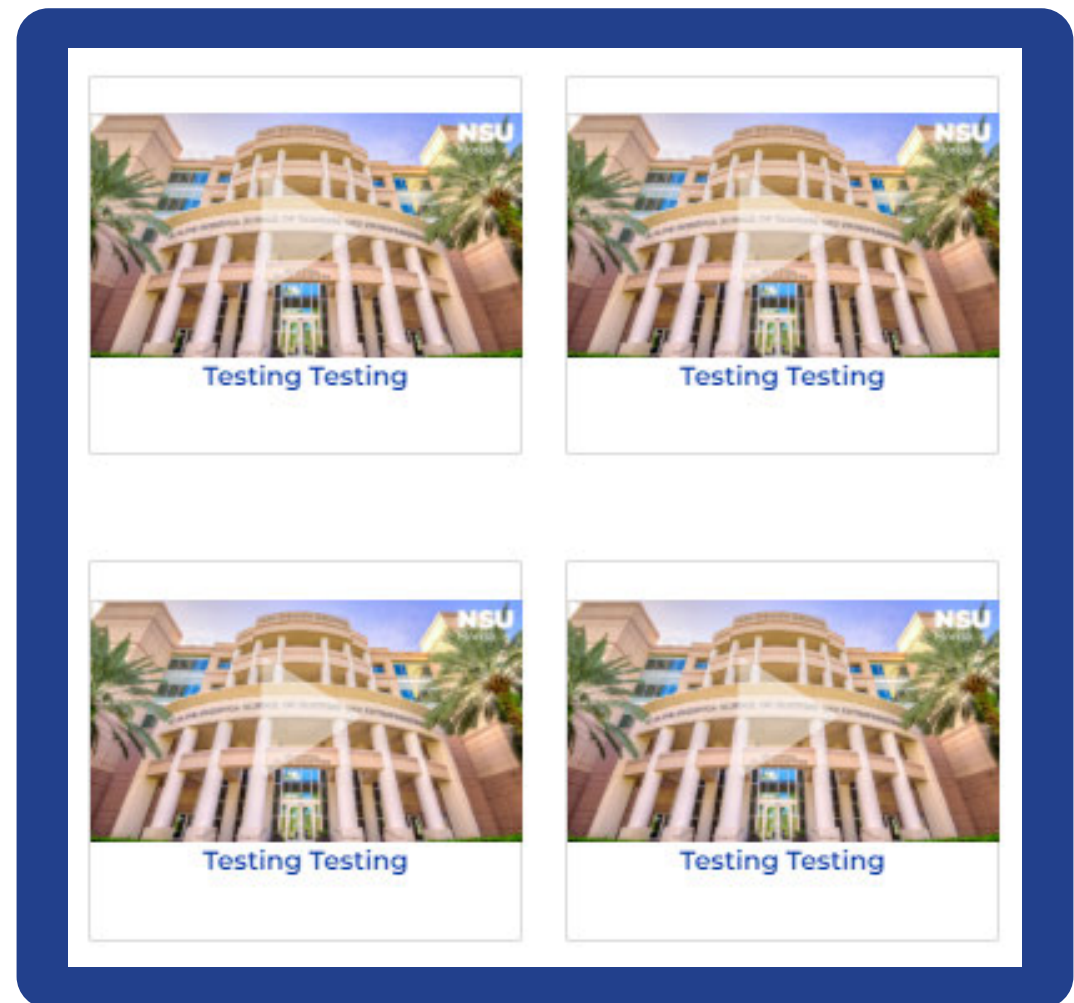
Block Type: Section of Videos

This video block type allows one to add a section of videos to a page. To organize multiple videos, consider adding the video block to a multi-column block, which will allow one to create rows and columns of videos to form a collection.

Specifications

Video Block | Block type: section of videos, Embed (YouTube): Do not embed, Video Title: [title of video][i.e. Be a Shark], Video URL: [i.e. <https://www.youtube.com/watch?v=o-cpEjK3pUY>], Thumbnail: Image

Note: The video block will appear on a page without text or buttons. If text or buttons are desired. Place the video block into a multicolumn block and add rows and columns of content as needed.



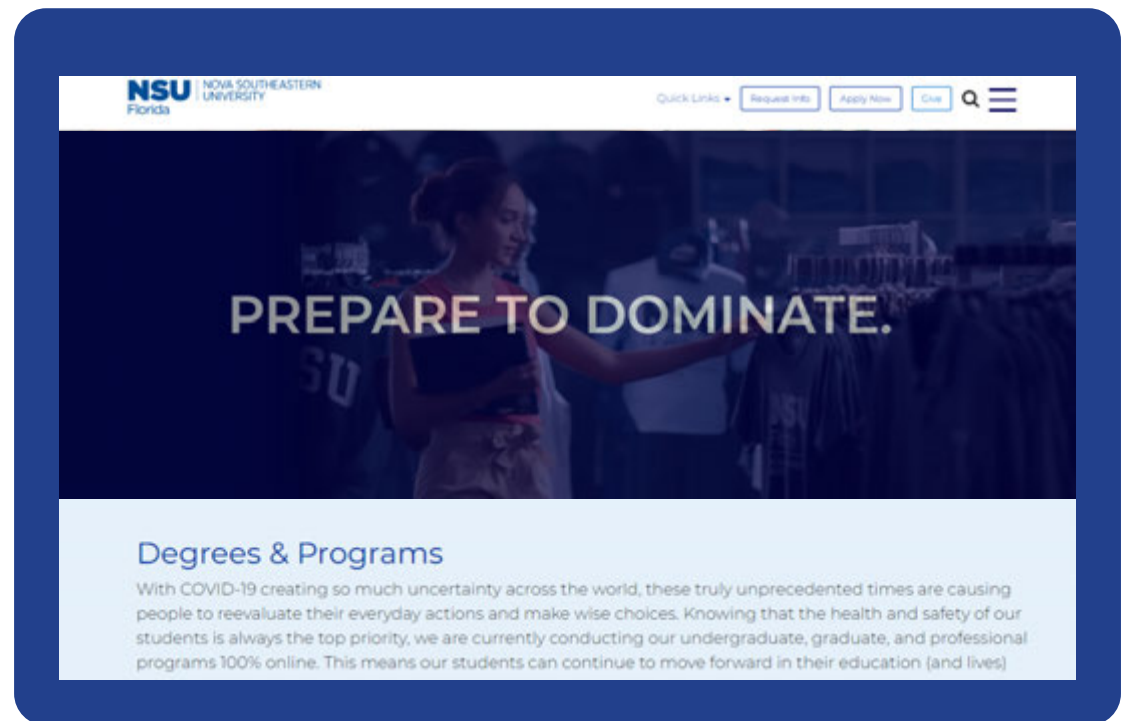
Page Templates / Block List

Section Youtube Background

The section Youtube background block allows one to take a youtube video and feature it as a background video. In this case it is featured like a banner and is the first thing that is seen when the page is visited. Auto play options are available.

Specifications

Class: homepage mobile-height-150
 tablet-height-100 zindex1 bg-blue, font color:
 white, height: 435px, height type: fixed, Video
 Options: Auto play, loop video, show
 mute/unmute, Youtube video ID: *youtube share
 url*, Content: WYSIWYG, Content: *your text*



Page Templates /WYSIWYG

WYSIWYG Option

WYSIWYG means 'what you see is what you get' in terms of editing. A WYSIWYG asset is available that allows for text to display on the screen as it appears on a printout. Copy the content and paste into the editor and save. No need to edit the html code to configure the appearance.

The image shows two side-by-side views of a web page template. The left view is the 'Edit View' in a WYSIWYG editor. It features a top navigation bar with 'Section', '(7/24)', and icons for expand, add, and close. Below this is a 'Content Type' dropdown menu set to 'Wysiwyg'. A 'Wysiwyg' label is followed by a rich text editor toolbar with menus for 'Edit', 'Format', 'Insert', 'Table', 'View', and 'Tools'. The toolbar includes icons for bold, italic, underline, text color, background color, bulleted list, numbered list, link, unlink, and undo. The main content area contains a yellow-bordered box with the heading 'WYSIWYG Copy' and a paragraph of Lorem Ipsum text. A 'GET STARTED NOW' button is at the bottom.

The right view is the 'Live Site View'. It shows the same content as the editor view but rendered on a website. The top part of the page has a blue-tinted image of students with the text 'HUIZENGA COLLEGE OF BUSINESS' overlaid. Below this is the same yellow-bordered box with the heading 'WYSIWYG Copy' and the Lorem Ipsum text. A 'Get started now' button is at the bottom.

Edit View

Live Site View

Structure / URL & Naming Conventions

Best Practices

A set of best practices for naming URL paths establishes consistency in how sections, sub-sections, and pages are written.

A well-defined URL structure gives users an idea of where they are in the site's hierarchy of pages, especially when it comes to pages deeper within the site. It also improves SEO value because it provides more specific context for the content on the designated page. All URLs should be written in lowercase.

Section Folders

Section names should typically be one word without hyphens or underscores (i.e. about, masters, doctoral, etc.). Given that top-level section names are usually the label-names of the main navigation, it's wise to keep them clear, simple and concise.

Acronyms and abbreviations should be avoided because they may not make sense to visitors unfamiliar with the abbreviations.

Sub-Section Folders

Sub-section folders aren't always needed. In most cases, this step isn't always necessary on the nova.edu site unless additional organization is necessary. Sub-section names should be one word but a string of words separated by hyphens is permissible.

Words separated by hyphens also add to SEO value because it captures important descriptive words for the content of the page.

Pages

For the purposes of SEO, at the page level, the naming convention should include major keywords in a page's title (separated by hyphens) because it adds descriptive value.

<http://domain.edu/SECTION/SUB-SECTION/PAGE>

http://DOMAIN.edu/

The site name which encompasses the entire website and its contents.

<http://domain.edu/>
<http://subdomain.domain.edu/>

SECTION/

A top-level URL path. Generally refers to the category under which subsequent content resides.

<http://domain.edu/about>

SUB-SECTION/

A second-level URL path. Generally refers to the category under which subsequent content resides.

<http://domain.edu/about/team>
<http://domain.edu/about/meet-our-team>

PAGE/

A third-level URL path. Describes the content of the page.

<http://domain.edu/about/meet-our-team/student-advising>

Structure / URL & Naming Conventions

NSU URL and Naming Conventions

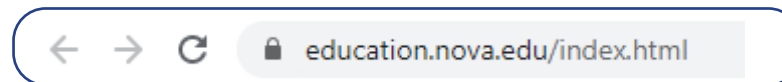
Sample URLs from the College of Education within Nova Southeastern University.

Sub-domain: education.nova.edu

Domain: nova.edu

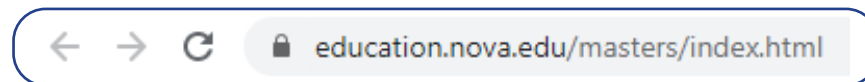
Index Page

Main landing page for the college of education. From this location, one can branch off into other areas of the subdomain.



Academic Landing Pages

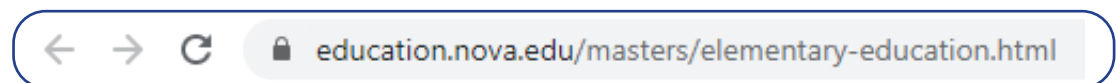
Each academic level has a landing page that details a list of the programs available (i.e. Undergraduate, Masters, Doctoral). Each section folder includes a landing page that utilizes the index. html prefix.



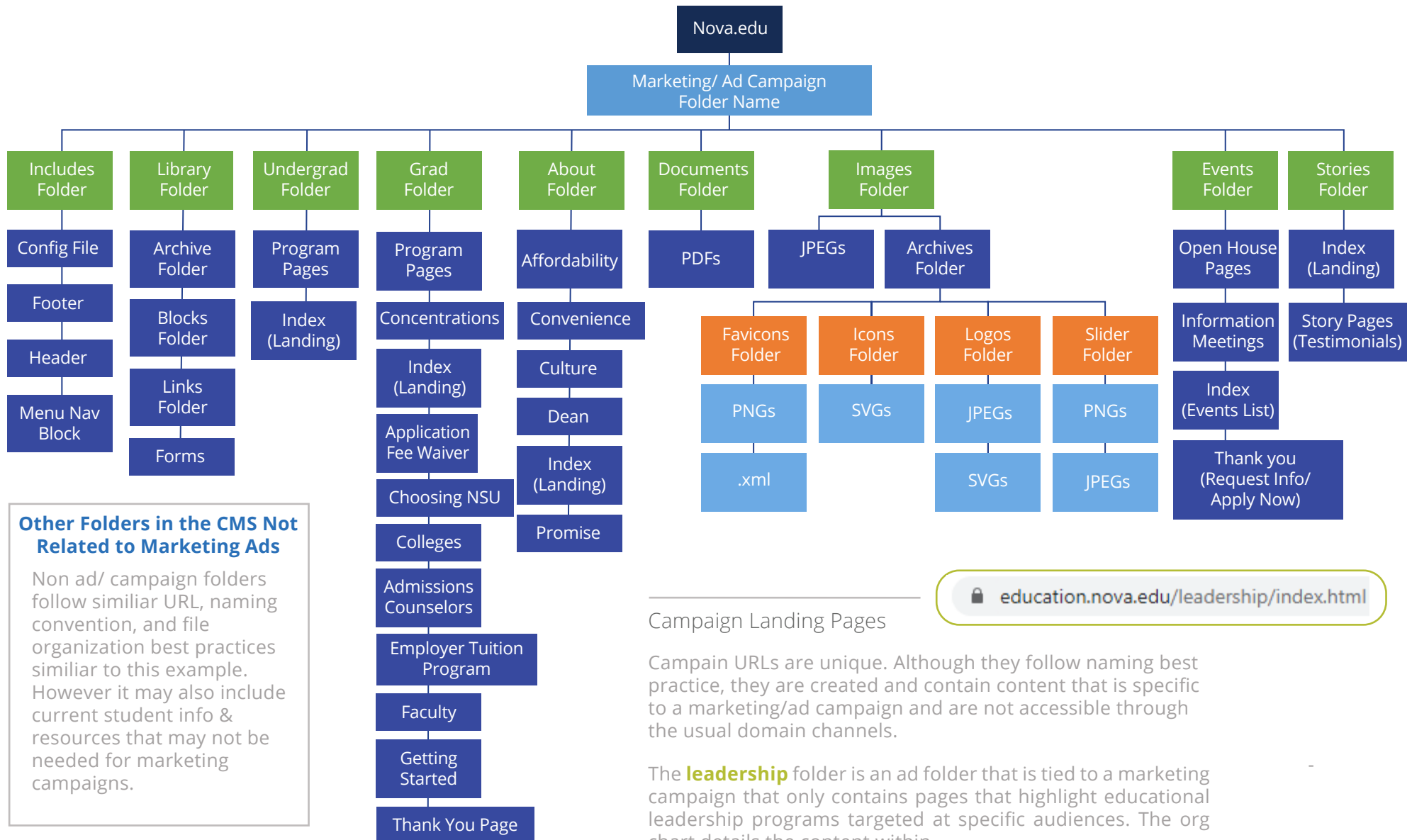
Masters is the section folder that contains the masters programs for the college of education

Program Pages

A program page contains the program name itself, which is usually a major keyword in terms of SEO.



Structure / CMS & Ad Folders

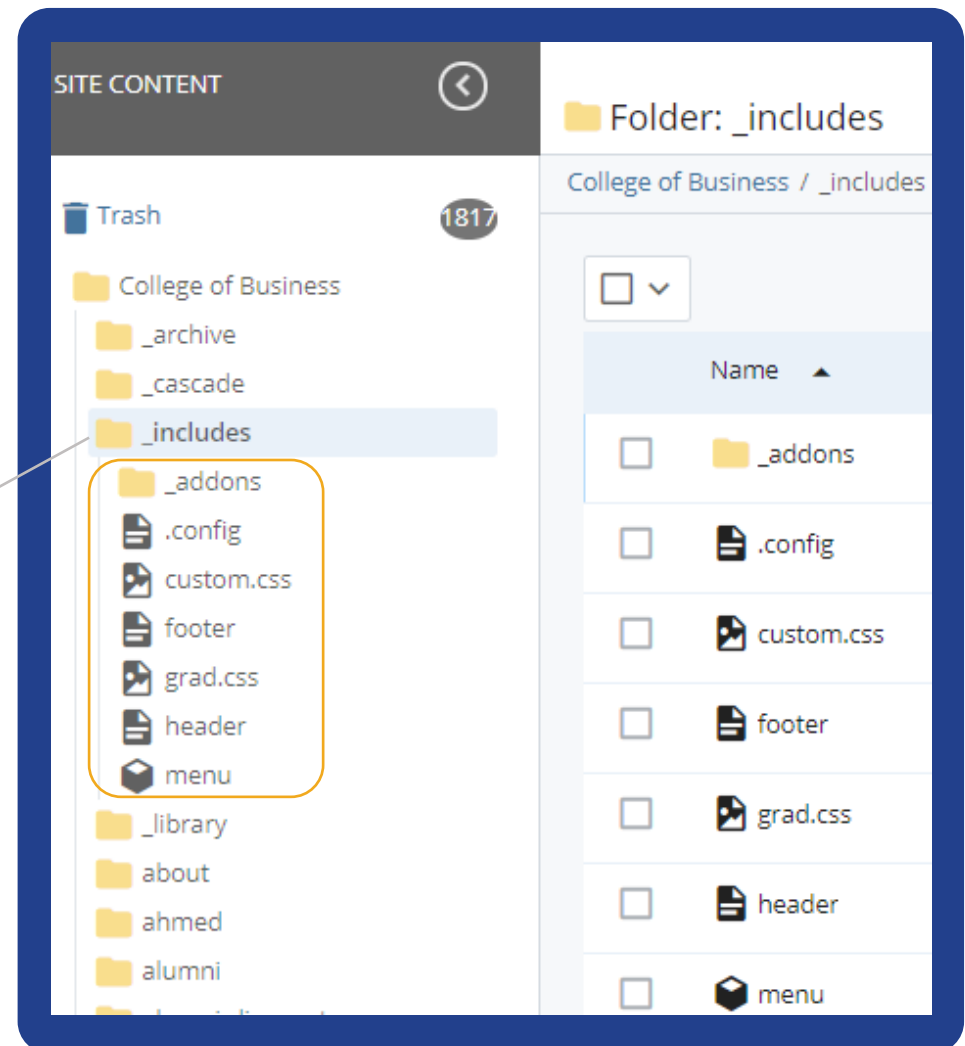


Structure / Includes Folder

Includes Folder

The Includes Folder contains key folders that contributes to the site's look and feel and navigation features. Each area of the site has an Includes folder. This folder and its contents are essential.

Required Folder

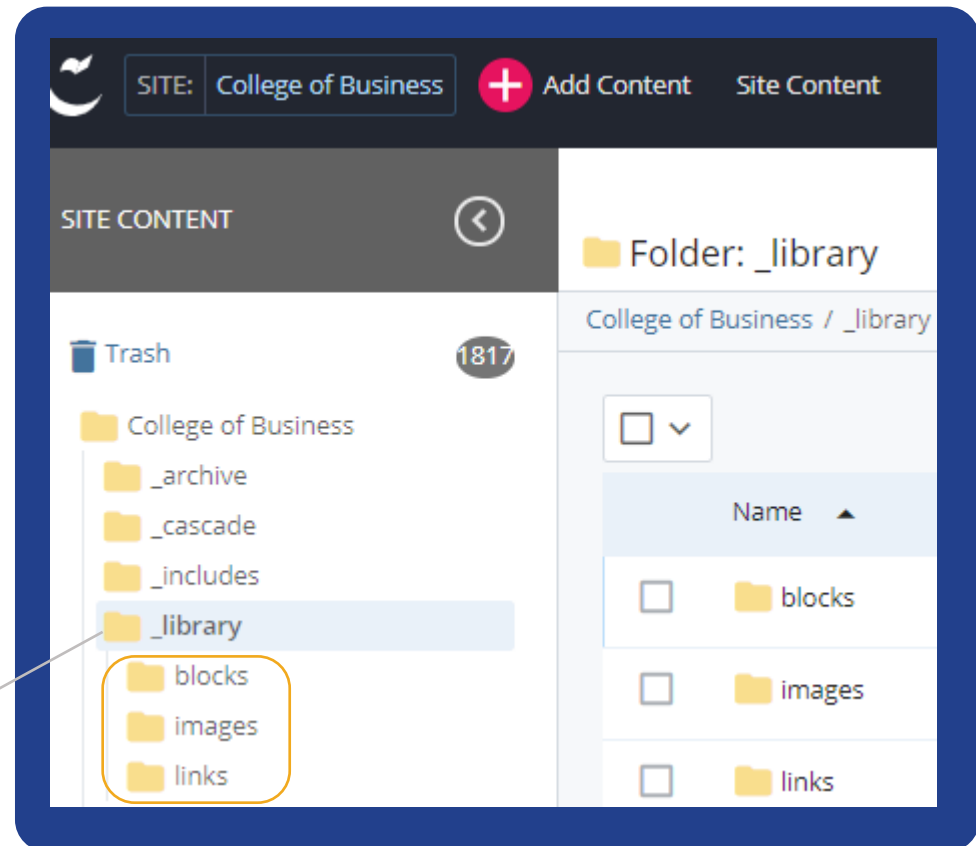


Structure / Library Folder

Library Folder

The Library Folder contains the blocks, images and links for each area of the site. They are the building blocks that shape the content. Each area of the site has a Library folder. This folder and its contents are essential.

Required Folder



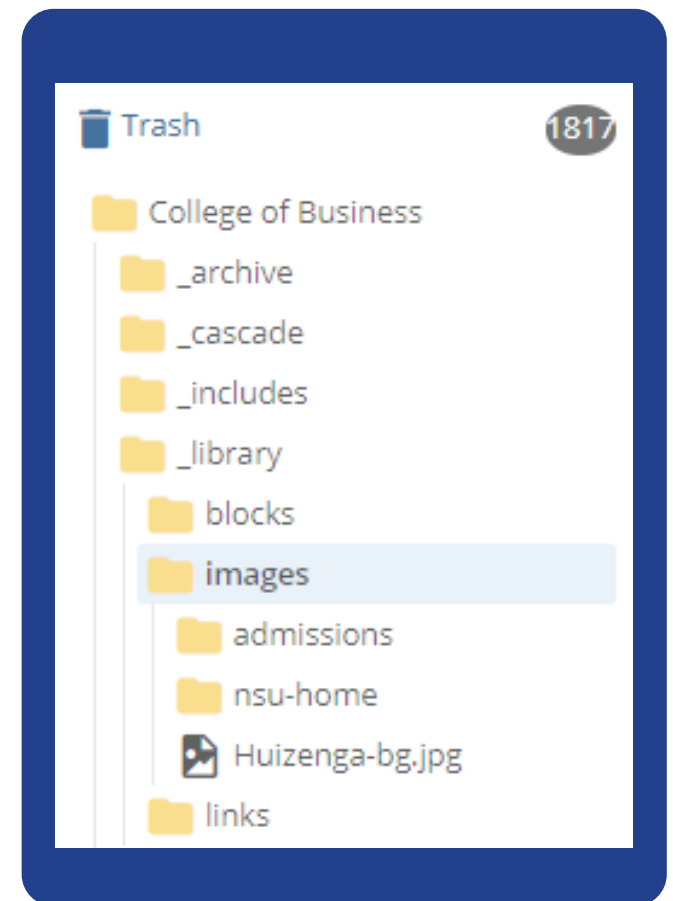
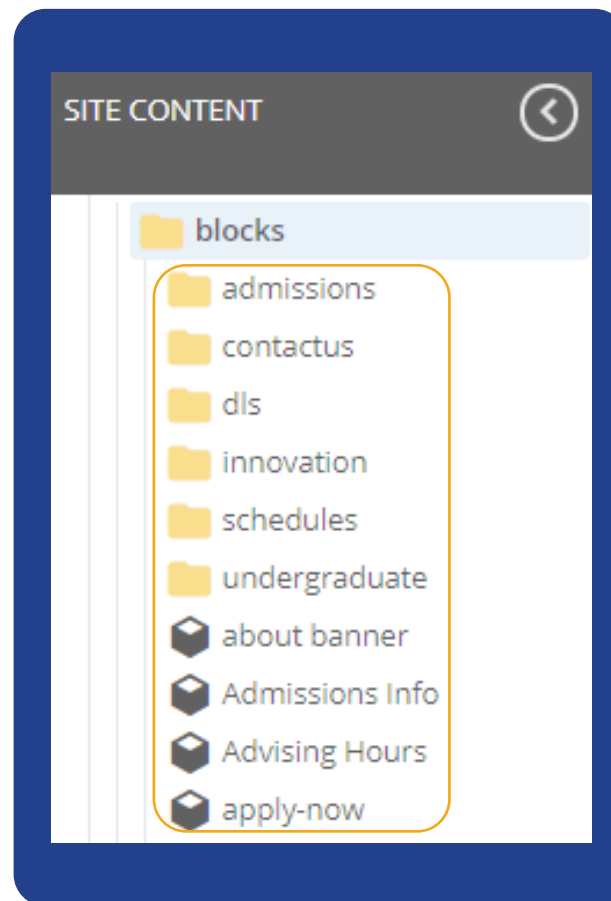
Structure / Blocks & Images Folders

Library/ Blocks and Images Folders

The Blocks Folder contains all of the building blocks for content within a subdomain or domain.

The Images Folder contains the photos and images that are added to the site. File formats for image uploads should be .jpg, .png, .gif, and .svg.

These folders and their contents are essential.



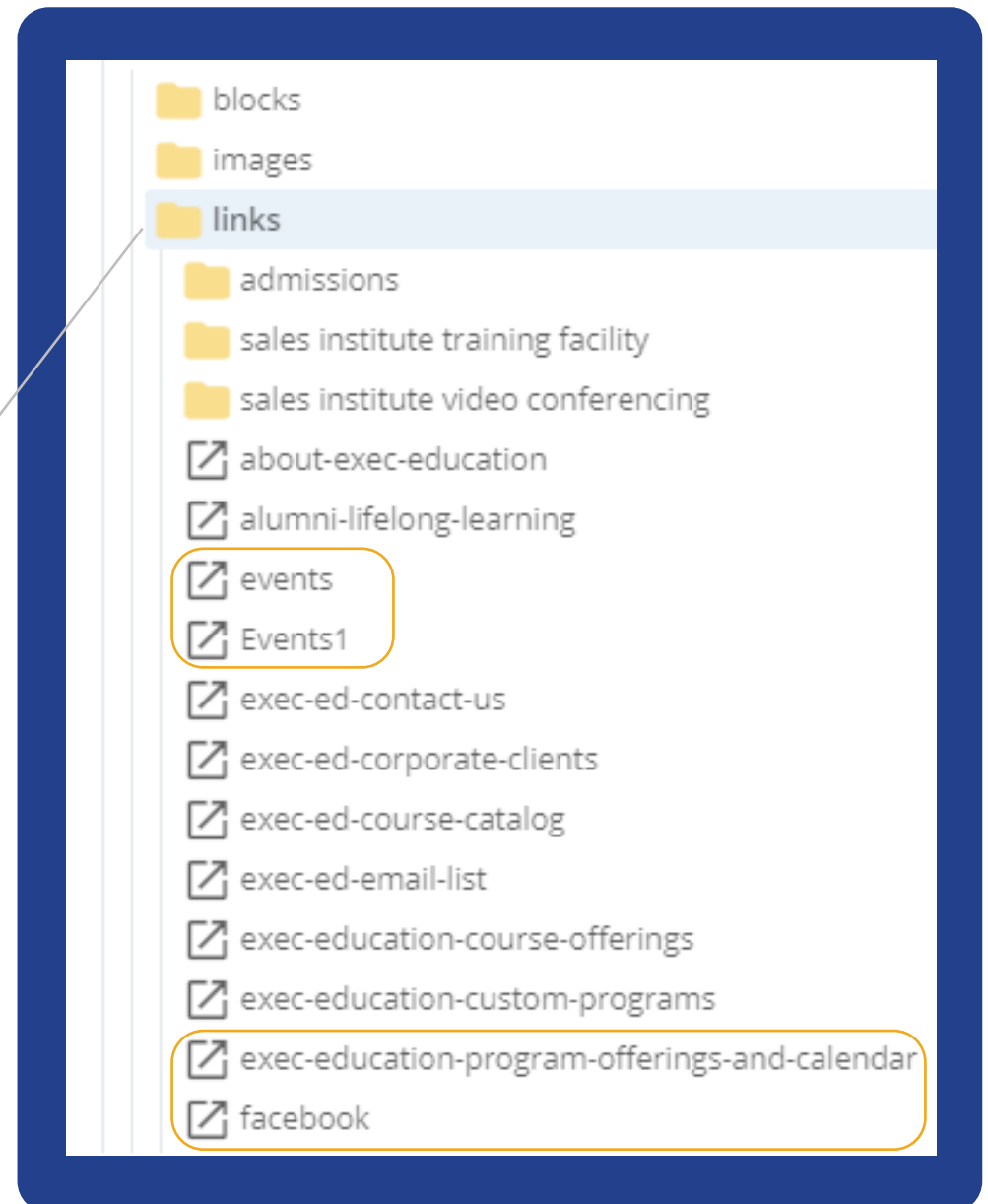
Blocks and Images Folders are Required in the Library

Structure / Links Folder

Library/ Links Folder

The Links Folder contains the external links specific to the area of the site. They are housed neatly in this section for easy reference. This folder contains a variety of links such as event registration links, external calendars, social media and external website links.

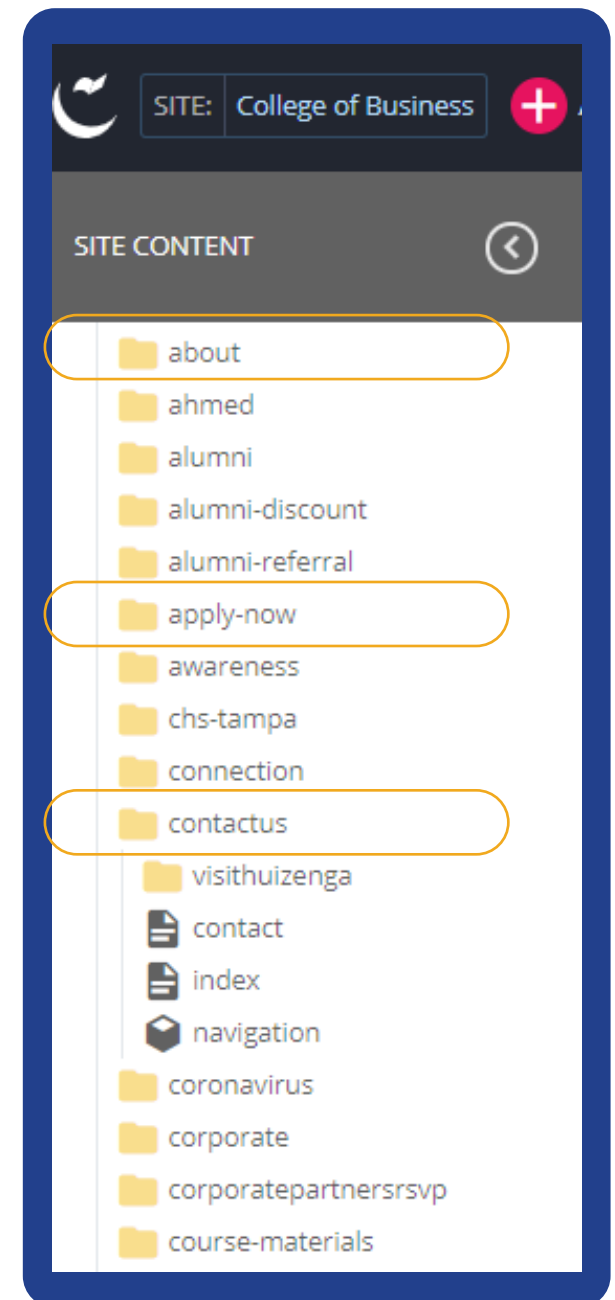
Required Folder



Structure / Additional Folders

Additional Folders

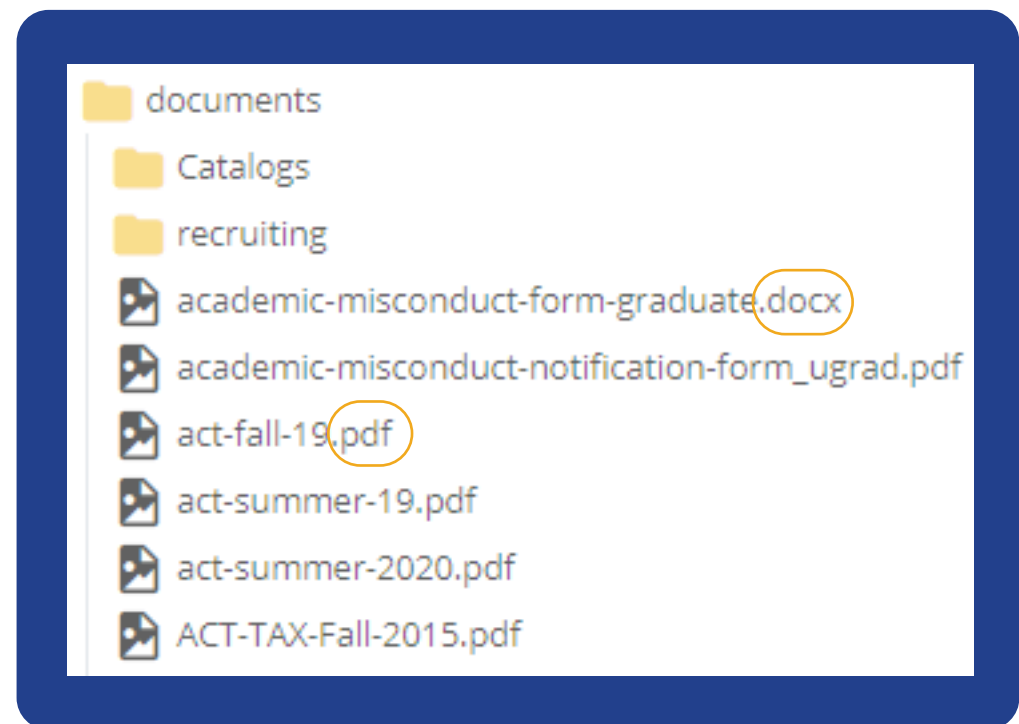
The CMS also contains additional folders, pages and blocks outside of the Includes and Library folders that are valuable. Key folders to note are about us, apply-now, and contact us to name a few. Every subdomain of the website should have a similar folder structure from Include and Library to About us and Alumni.



Structure / Documents Folder

Documents Folder

The Documents Folder is used to store documents, such as pdf's, powerpoint presentations and/or word documents. These documents may consist of marketing sweeteners that a user can download with information about a specific program or a print out of curriculum information. Eligible file formats are .pdf, .docx, and .pptx.



Images / Overview

Photos are an important part of how we tell our story. NSU's photographic style should convey optimism, confidence, and success. We should always aim for a fresh and interesting point of view. Branding is essential in our imagery, so whenever possible, find the blue organically or apply light blue tones/ filters when editing.

For more information and samples, explore the NSU Branding Guide.

Images uploaded to the site should be 72dpi images in the RGB color space. Higher resolutions may slow down page loading times. To maintain quality and consistency, all photography used on the site should be cropped or scaled to the appropriate size. Chosen images should never be stretched, scaled, or otherwise modified.

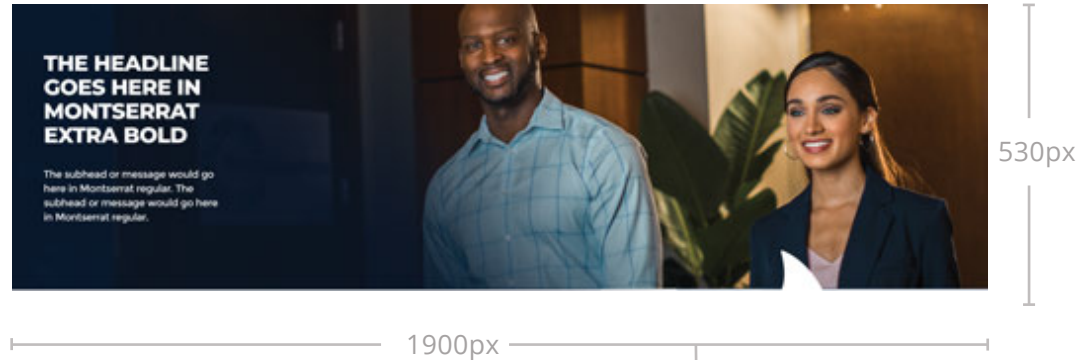


Images/Banners

Banner Specifications

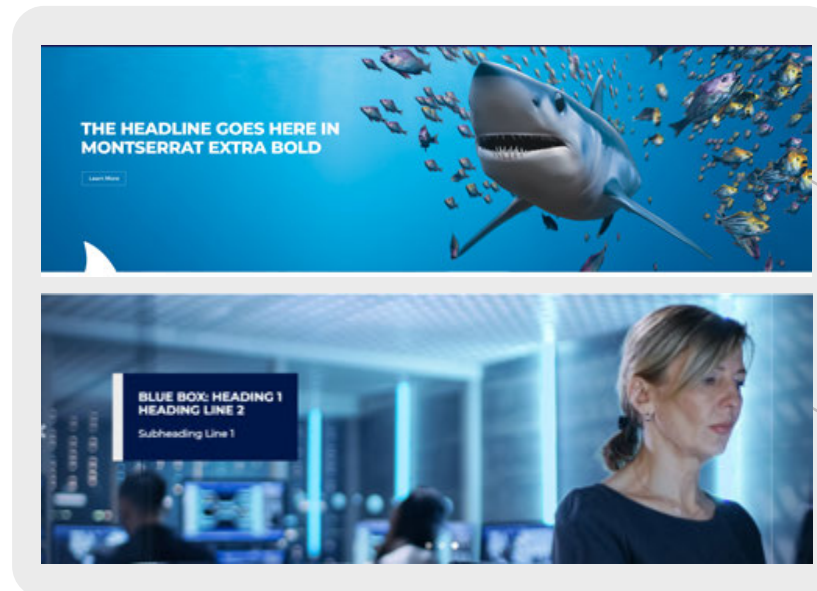
1900px x 530px

A variety of banner types that link to other pages, feature clickable buttons, and have options to include descriptive text or headlines. Page banners are high quality images with text that are used to highlight a college/unit or to feature key messages related to a campaign or topic. Text should be html compatible and SEO friendly.



Original NSU Photography

Okay for Use



Images with graphics to the right work best with the left side text.

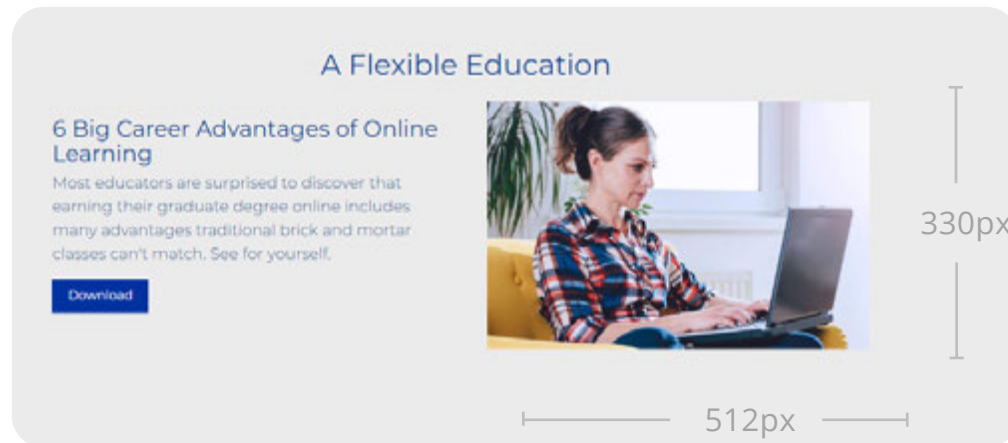
Candid Stock Photography

Okay for Use

Images / Custom Multi-Column Content

(Referred to as a Sweetener)
Content Layout: 2 Column w/ Image

The Custom Multi-Column Content block features a two column layout for content. It is mostly used to feature marketing sweeteners that encourage a user to explore the site. It can also accommodate images and buttons.



Landscape Image Dimensions



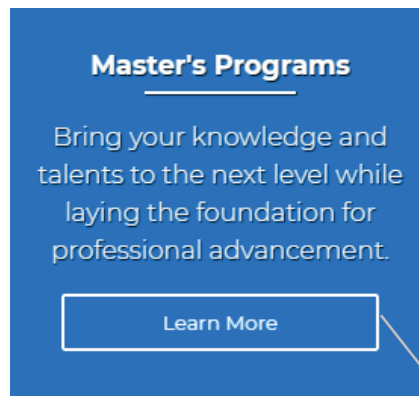
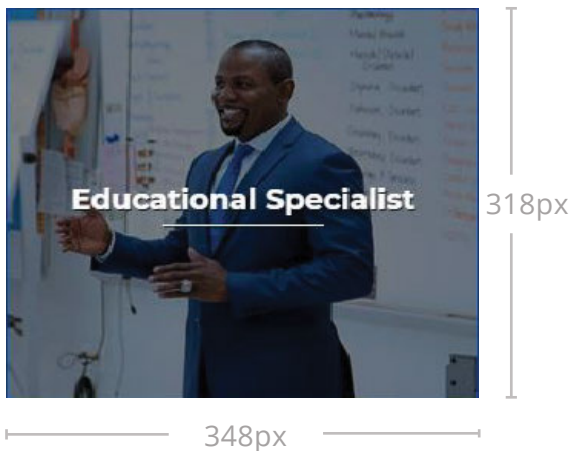
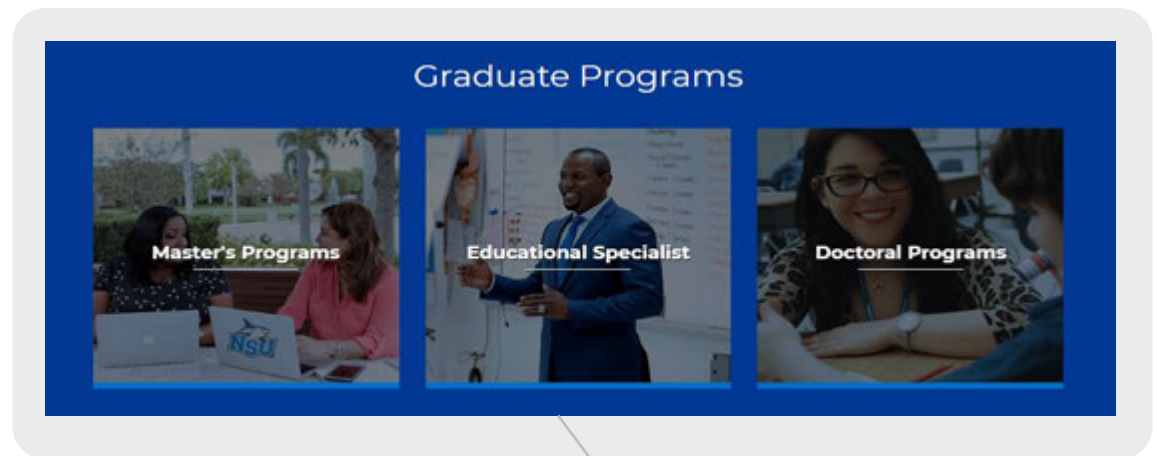
Cubic Image Dimensions

Images / Three Interactive Cards

Featured Items Block

Item Type: Interactive Cards

Montserrat, 21px, line-height: 1.5, class: programs-fi, background color: NSU Blue, font color: white, Items type: interactive cards, Interactive cards, Interaction type: slide, items width: 33%



Original NSU Photography

Okay For Use

Flip Card

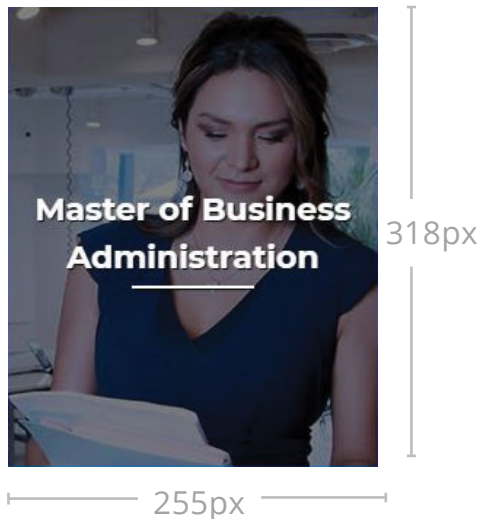
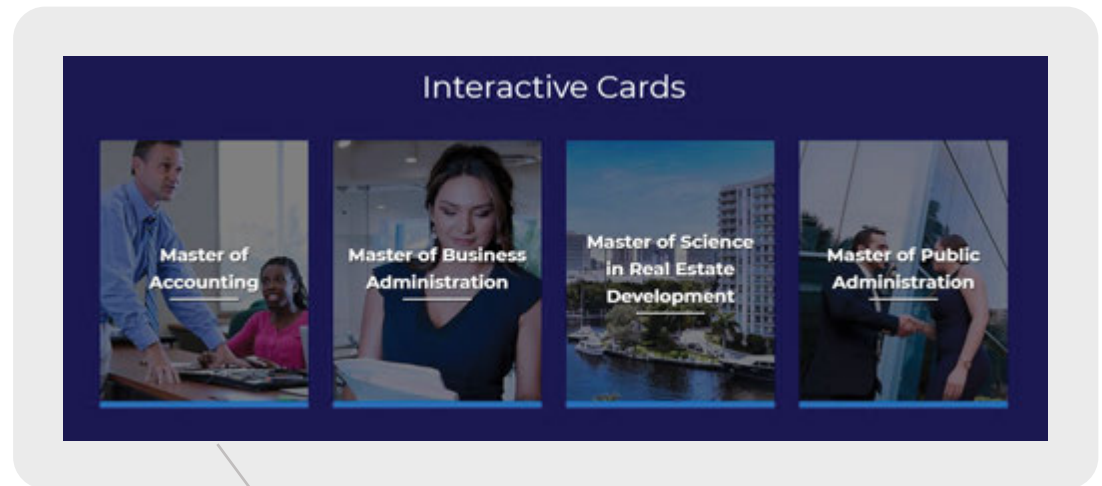
This option includes compelling text and a button

Images / Four Interactive Cards

Featured Items Block

Item Type: Interactive Cards

Montserrat, 21px, line-height: 1.5
 container: fixed section, class: bg-blue,
 background color: NSU Blue, font
 color: white, Item type: interactive
 cards, Interactive cards, Interaction
 type: slide, items width: 25%



Original NSU Photography & Stock Photos
Okay For Use

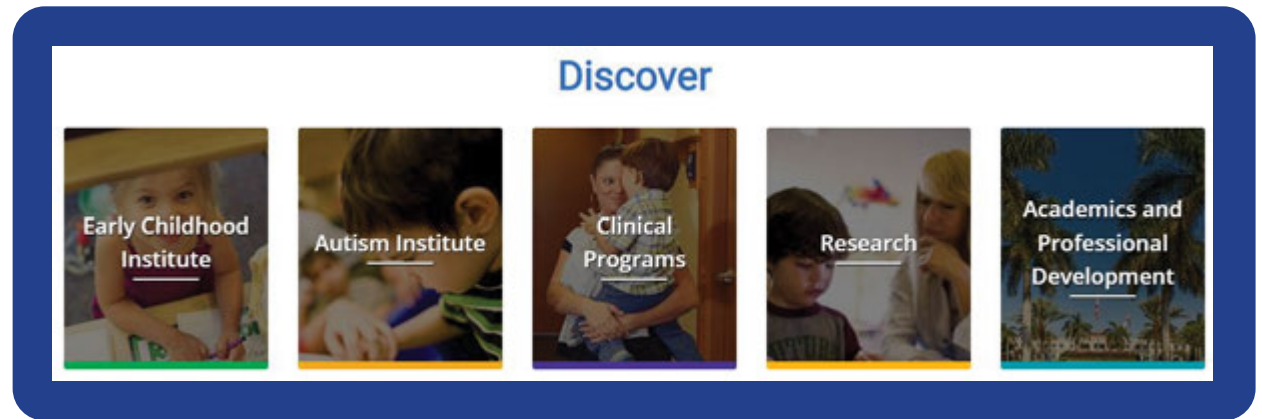
Flip Card

This option is presented in a way that mirrors the front of the interactive card

Images / Five Interactive Cards

Featured Items Block
Item Type: Interactive Cards

Open sans, 18px, line-height: 1.5,
 font color: white, Items type:
 interactive cards, Interaction type:
 slide, items width: 20%



232px

205px



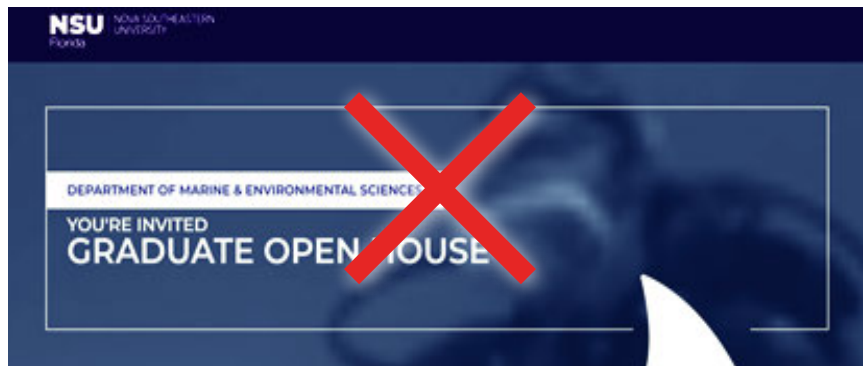
Flip Card

This option includes the program title with a clickable button

Original NSU Photography
 College/Unit Specific
Okay For Use

Images /What Not to Do

Too pixelated (low resolution image)



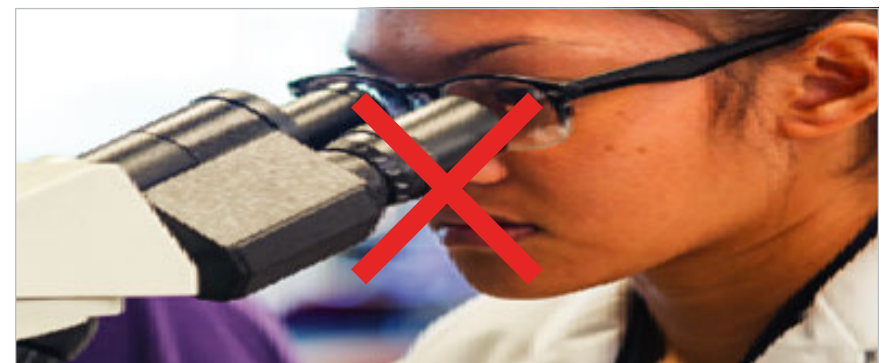
Text added on image



Off brand use of stock photography



Stretching images and wrong dimension size



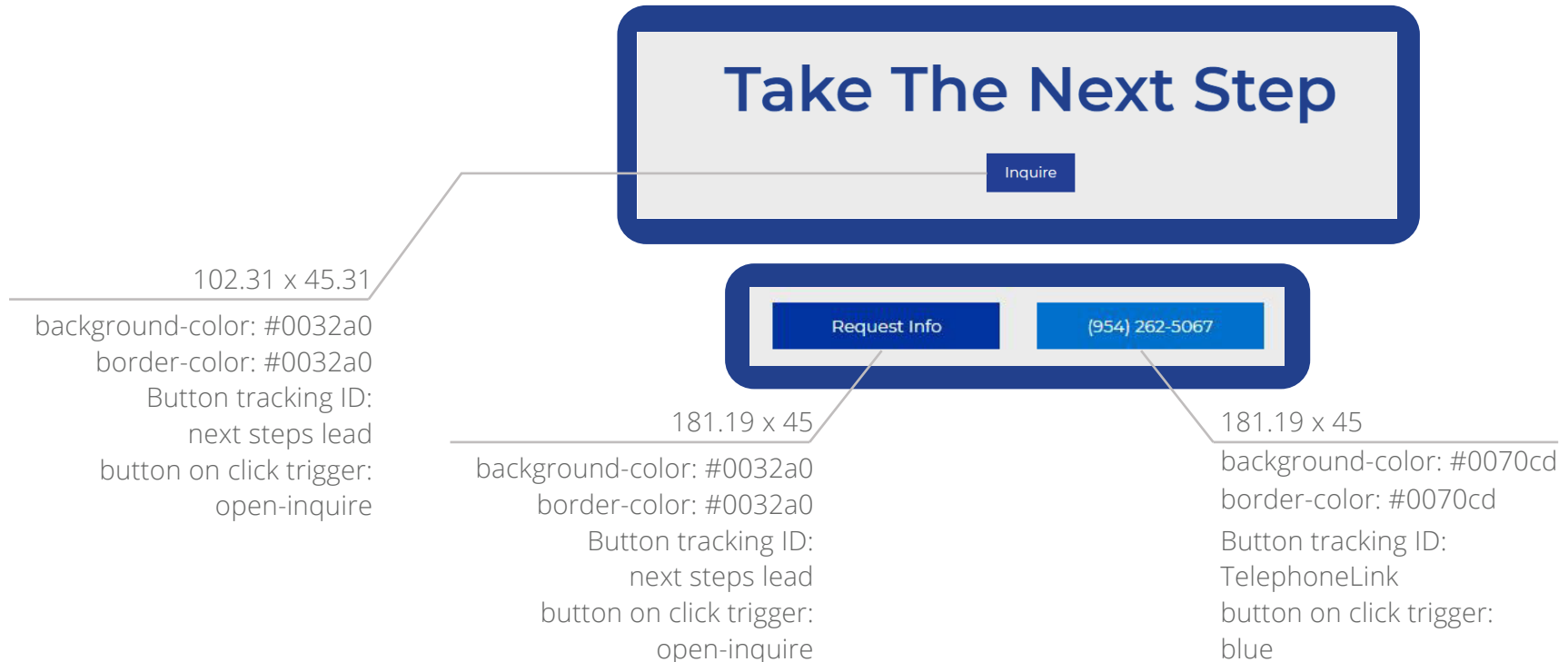
Buttons / Call to Action (CTAs)

Custom Content Layout

The custom content layout block is mostly used for a call to action (CTA) that includes a clickable button feature. Multiple buttons can be added to direct users to the right points of contact.

Specifications For Each Button

Montserrat, 21px, button class: btn btn-primary open-inquire, color: #fff, line-height: 1.42, text-align: center, button type: on click



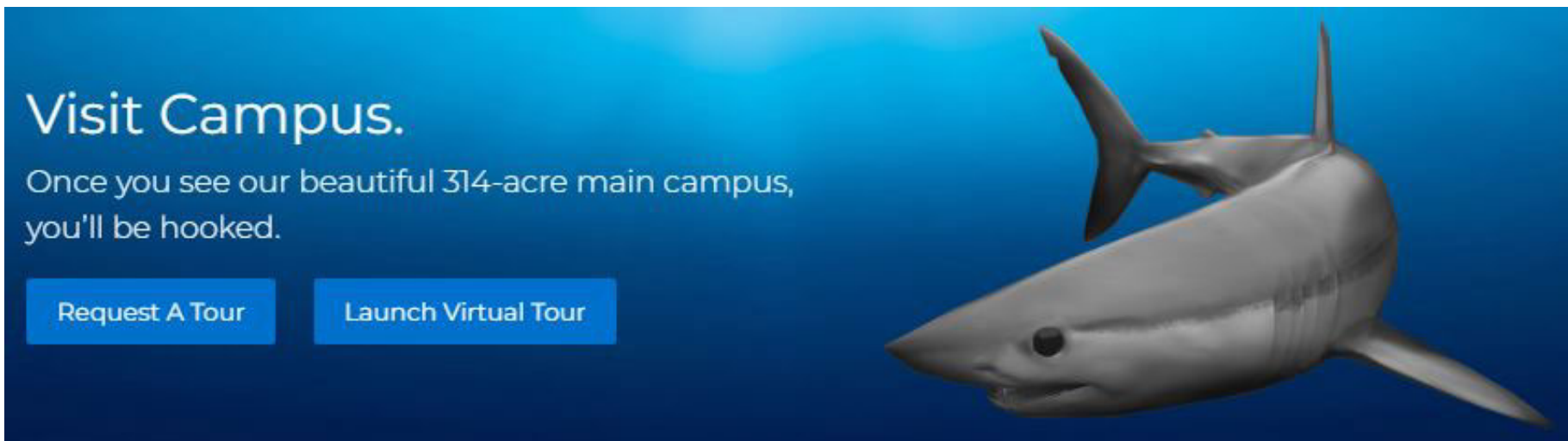
Buttons / Footer

Shark Footer

The bottom section of the NSU homepage contains a footer that is available for use. The footer contains the name of the university, relevant copyright information, and quick links for easy navigation.

Button Specifications

Montserrat, 21px, color: #fff,
background-color: #0070cd,
border-color: #0070cd, text-align:
center

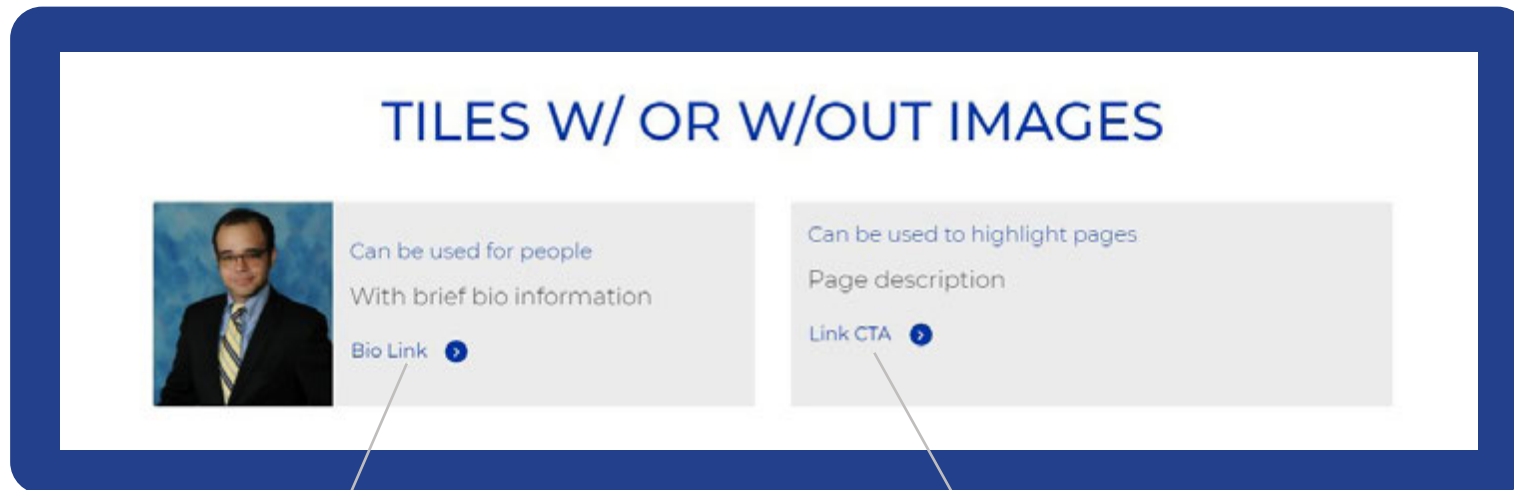


Buttons / Links

Featured Items Block

Item Type: Tiles with Images

The Tiles with or without option can be used to feature biographical information or testimonial success stories. An image or icon coupled with concise text is all that is needed to make the information stand out in an engaging way.



Link Button

Button Specifications

Montserrat, 14px, text-align: left, btn link color: #0032a0, border-color: transparent