

NOVA WEB GUIDELINES



Office of Marketing and Communications
Northern Virginia Community College

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1 Introduction

The purpose of this document is to provide detailed guidelines on how to present and manage Web content for the Northern Virginia Community College (NOVA) website. Since the NOVA website serves as the introduction to NOVA, it is essential that it communicates the College's mission, vision and informational services to students, faculty, staff and the wider community in a clear and consistent manner. By developing and maintaining a consistent visual identity, NOVA creates a unified and coherent impression that strengthens its marketing image and the public's perception of NOVA as an institution of quality.

These guidelines are meant to solidify NOVA's Web presence by increasing connectivity among campuses and centers, divisions, departments and offices and by unifying the College's official pages. They are based on industry best practices for Web navigation, usability, content and online services. For additional information on NOVA branding, refer to the *Institutional Identity Guidelines*.

NOVA uses Hannon Hill's Cascade Server Web content management system (CMS). The CMS helps NOVA to efficiently and reliably maintain the website, Web standards and consistent branding of the College.

The Office of Web Services and Digital Media (WSDM) is responsible for the development, design, voice and maintenance of NOVA's website and mobile site. Contact the Office of Web Services and Digital Media under the direction of the Office of Institutional Advancement at wsdm@nvcc.edu for questions.

2 Categories of NOVA Web Pages

For the purposes of these guidelines, NOVA Web pages are divided into two main categories:

- Official NOVA institutional pages
- Non-institutional pages

NOTE: Non-institutional Web pages are the responsibility of their authors and include faculty and staff professional pages.

The following sections describe the unique aspects of each type of Web page.

2.1 Official NOVA Institutional Pages

Official Web pages provide official information about NOVA to the public, regardless of the server on which they are located. The majority of NOVA's official pages are located inside of Hannon Hill's Cascade Server Web Content Management System.

Northern Virginia Community College (NOVA) home page http://www.nvcc.edu/index.html
<ul style="list-style-type: none"> All pages under Students All pages under Faculty & Staff All pages under Alumni & Friends All pages under Parents & Families All pages under Workforce
<ul style="list-style-type: none"> All pages under Academics All pages under Admission & Registration All pages under Campuses & Centers All pages under Service & Support All pages under Student Life All pages linked About NOVA All pages linked in the footer

Figure 1a Official NOVA Institutional Pages

All official institutional Web pages must comply with NOVA’s Web guidelines, the NOVA branding standards detailed in the [Institutional Identity Guidelines](#), the [Information Technology Employee Acceptable Use Agreement](#), the [Computer Use Agreement](#) and all local, state and federal laws.

2.2 Non-Institutional Web Pages

Non-institutional Web pages that reside on NOVA servers include the following:

- Personal/professional home pages for faculty, staff and currently enrolled students
- Home pages for recognized student organizations (see example below)

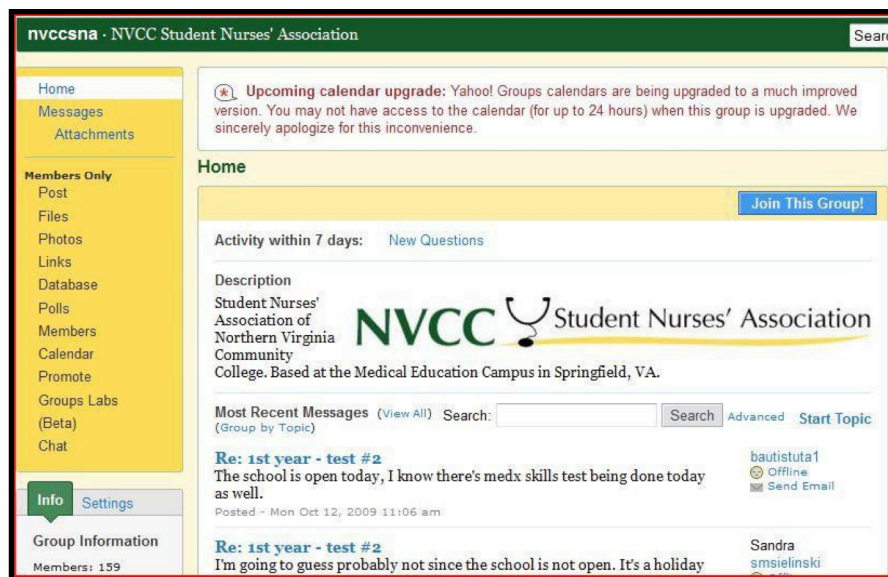


Figure 1b Student Organization Page Example

NOTE: These pages will be removed if they are used for any commercial purposes or are in violation of any local, state or federal laws. The owner of the page will be notified. After revisions are made to the problem pages, WSDM will publish the revised site.

All non-institutional Web pages residing on any NOVA server must be:

- ADA (Americans with Disabilities Act) accessible
- Free of copyright violations
- Free of commercial advertising
- Free of inappropriate material
- Up-to-date content
- In compliance with state and federal laws and all College policy.

Additionally, all non-institutional Web pages housed on NOVA servers must comply with the [Information Technology Employee Acceptable Use Agreement](#), [the Computer Use Agreement](#), as well as all [College policy](#).

3 NOVA Web Content Standards

All official and unofficial NOVA Web pages should convey professionalism and congruence with the College's mission. They must not violate state or federal law or any college policy. Additionally, official and unofficial pages must not feature obscene, harassing or discriminatory content or contain any other inappropriate information.

Examples of appropriate Web page content include the following:

- Up-to-date contact information (phone, fax, email, mailing address)
- Latest department, office, center or campus news and events
- Original articles
- Commonly requested forms and other resources

NOTE: Only active files should be kept on the Internet server. Inactive files, such as old Web pages, should be removed from official directories and stored locally.

3.1 Violating NOVA Web Publishing Standards

If an official or unofficial Web page is not in accordance with the NOVA Web guidelines or violates state or federal law, or any college policy, depending on the violation, the Web page may be removed from the College's official server. The owner will be notified.

Situations that would prompt WSDM to remove a Web page or site:

- The page violates state or federal law or college policy.
- The page features commercial advertising.
- The page conveys disruptive or harmful misinformation.
- The page features inappropriate material, including obscene, harassing, or discriminatory language.
- The page does not meet ADA Compliance and does not provide an accessible alternative.
- The page features an unofficial version of the College logo.

The dean, department or organization head is ultimately responsible for the content of his/her area's official NOVA website pages.

3.2 Use of Advertising

As used in this policy, an advertisement is anything placed on a website, including links, logos or other identifiers, that promotes, induces or encourages, directly or indirectly, commercial activity of any sort with or for the benefit of any person or entity other than the College, or that endorses or recommends directly or indirectly the products, facilities or services of any person or entity.

This definition does not include an endorsement or recommendation placed on a personal Web page, provided there is no suggestion whatsoever that such endorsement or recommendation is that of the College and that the person making the endorsement or recommendation receives no payment, goods, services, discounts or anything else of value in exchange.

Specific NOVA policies regarding advertising on official and unofficial websites include the following:

- Without specific authorization from the Vice President of Institutional Advancement, NOVA Web servers and/or websites may not be used for advertising.
- NOVA Web pages or server space may not be used to request contributions to and/or advertisements for political campaigns.
- NOVA official Web pages may provide a text link to a commercial site if the College has a contractual relationship with the business (e.g. Dell).

4 NOVA Home Page

The NOVA home page is the starting point for users seeking information about the College. It consists of several sections, including:

- Hero Feature
- Secondary Marketing Section
- Fast Facts (Infographics)
- Now at NOVA
- Upcoming Events
- Main Menu Navigation
- Footer

NOTE: The provost, dean, department or organization head is ultimately responsible for the content of his/her area’s official NOVA website pages. Once the content changes have been determined, then the content changes can be emailed to wsdm@nvcc.edu for WSDM staff to post. Content will be posted within 48 hours of receipt during the business week.

4.1 Hero Feature

The hero image contains one video with no sound and three images. The content displayed in the hero image highlights and promotes official NOVA programs and events.



Figure 2 Hero Image Example

4.2 Secondary Marketing Section

The secondary marketing section highlights a combination of college-wide events and activities. This section combines text and images. WSDM works with Marketing to determine content for this section.

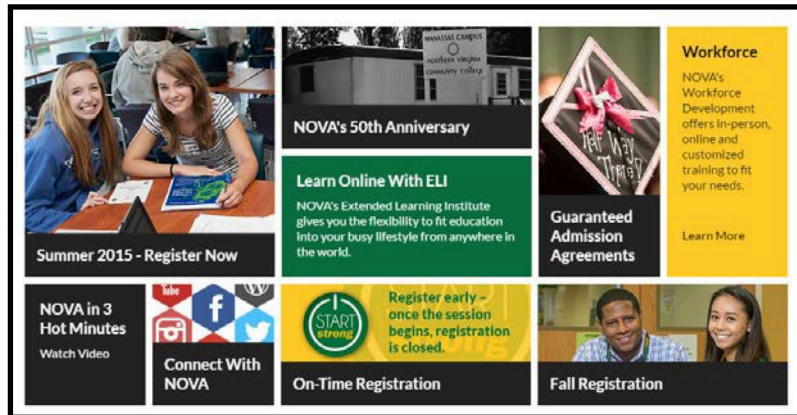


Figure 3 Secondary Marketing Example

4.3 Fast Facts

The fast facts section contains infographic images to display NOVA facts. This section includes a main photo and three different infographic images. The information for the infographics comes from primarily NOVA Fact Books and OIR.



Figure 4 Fast Facts Example

4.4 Now at NOVA

The Now at NOVA section provides important information to NOVA’s faculty, staff, students and the community. This section does not contain news or press release information. WSDM updates this content.

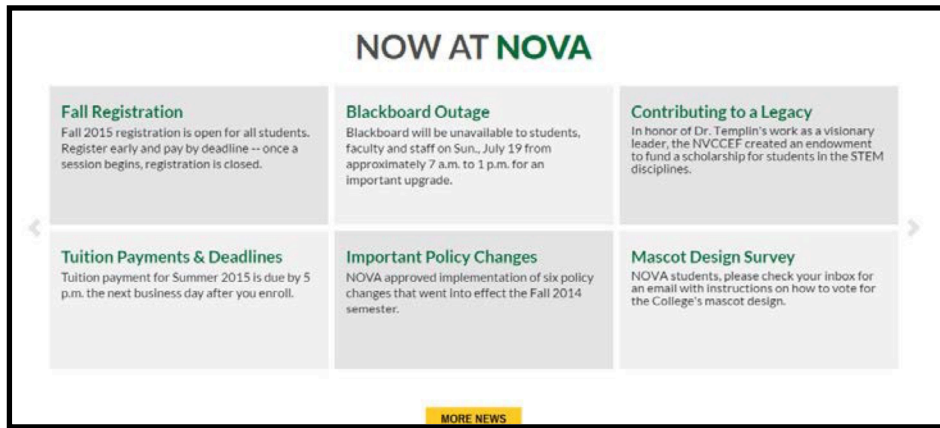


Figure 5 Now at NOVA Example

4.5 Upcoming Events

The Upcoming Events section includes three events and a scroll for more that have been selected from the NOVA Calendar of Events. Events that appear in this section are chosen based upon the intended audience, campus and type of event. WSDM will select the events; however, requests for events to be featured are considered.

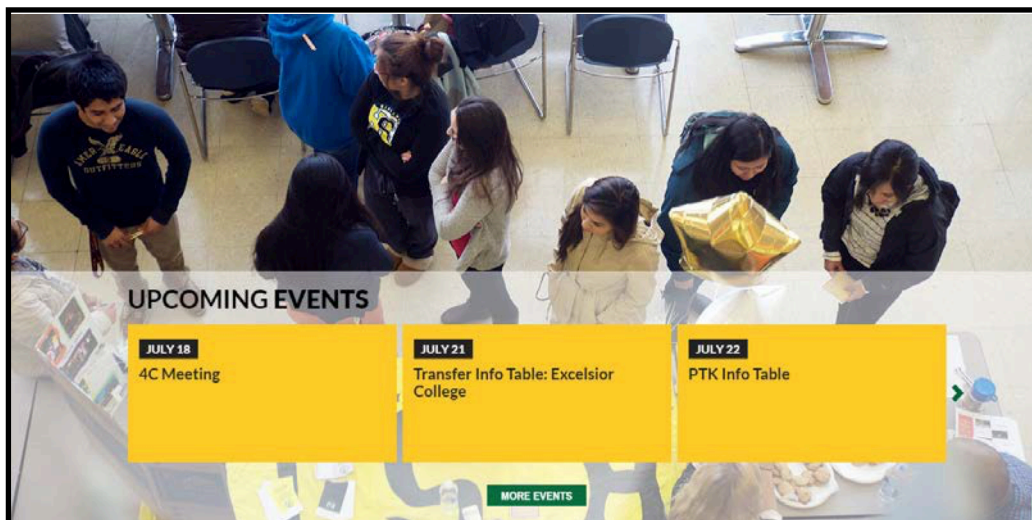


Figure 6 Now at NOVA Example

4.6 Main Menu Navigation

The top level menu choices cannot change. They provide the overall structure for the site. Any request for additional sub-navigational items must be approved by the Office of Marketing and Communication. See the example below.

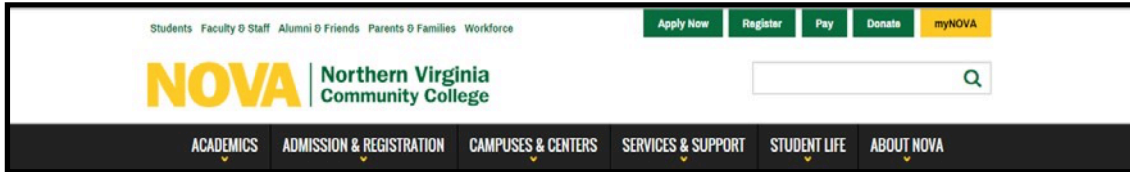


Figure 7 Main Navigation Example

4.7 Connect With NOVA

This section features NOVA's official social media venues. The College's Facebook, Twitter, Pinterest, Instagram and YouTube pages are called NOVAaccess. All others are under the name "Northern Virginia Community College." See the list of icons below for all of NOVA's social media platforms.



Figure 8 Connect With NOVA Example

4.8 Footer

The footer content must be approved by the Office of Marketing and Communications. It houses VCCS and NOVA policies, A-Z Index, Sitemap, Text-Only Version, support centers and About NOVA information. See the example below.

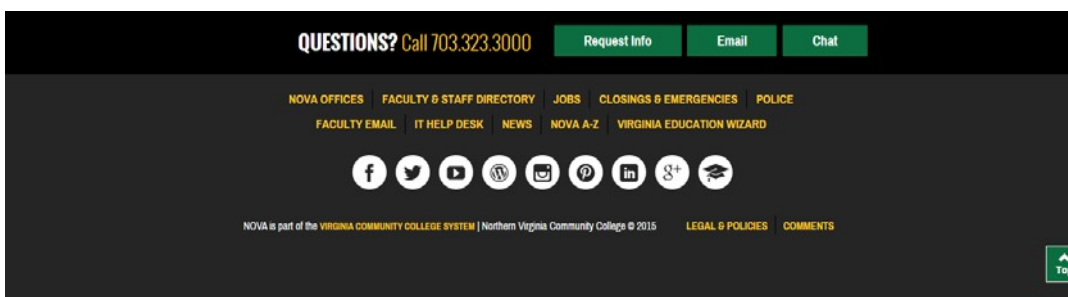


Figure 9 Footer Example

5 Official NOVA Logo and Seal

Use only official versions of NOVA's logo on college Web pages. Web-ready versions of the College logo are available for [download](#).

- Electronic logos may not be edited or manipulated, and Web page authors should not create new versions of the logo for use on the Web. It should be used in only its original form as a graphic.
- The College logo is a professionally designed logo and is used to establish NOVA's visual identity.
- The NOVA logo should be used in the upper-left corner of every landing page and second level page.

5.1 Using the Official NOVA Seal

The seal is not the College logo. Its use is restricted to official events and documents. Contact the NOVA Graphics office for any clarification. See the example below.



Figure 10 Official NOVA Seal

6 NOVA Photo Gallery and Web Images

NOVA's Office of Marketing and Communications has created and maintains the NOVA photo gallery and a library of Web graphics in order to provide NOVA Web page authors with materials officially approved for posting or publication. For more information contact NOVA Graphics.

6.1 College Photo Gallery

Photos are available online through the NOVA Graphics. Permission must be obtained through NOVA Graphics in order to access the photos.

NOTE: Only official photos can be used on the site so NOVA can guarantee no copyright violations, the best quality and a consistent NOVA identity.

6.2 Web Images

Web graphics and photos should be saved at 72 dots per inch.

NOTE: This resolution is not suitable for print.

7 Official NOVA Colors

NOVA uses green and gold as its identifying colors (see examples below). However, the PANTONE® colors have been selected to allow for greater flexibility and reproduction quality. The official colors are PANTONE® 117 (gold) and PANTONE® 349 (green). Using two-color treatment is preferred.

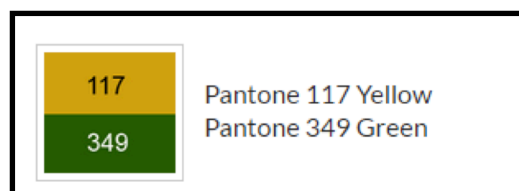


Figure 11 Official NOVA Colors

8 NOVA Template

WSDM has developed two templates that can be used for those pages that remain outside the Content Management System. They are consistent with the look and feel of the current NOVA website. Use of these templates can be requested through the Associate Vice President of Internal Communications and Web Services or WSDM staff can take the content provided and migrate it into the templates.

9 NOVA Style Guide

The College has developed the NOVA Style Guide, an in-house editorial style guide, which Web page authors and online content creators should use when creating pages and writing for the Web. Using the style guide lends editorial consistency to the College's Web pages by standardizing spelling, capitalization, punctuation and usage.

A copy of the [NOVA Style Guide](#) can be found in **Appendix A** of this document.

NOTE: Online references, such as Wikipedia, are not approved sources because their content is submitted and/or created by volunteers who are not necessarily experts and because their content can be edited by anyone on the Internet.

In addition to promoting adherence to a consistent writing style, using the NOVA Style Guide also assists with the editorial review process. Easy-to-read and error-free copy is essential when describing the College and its activities. The editorial review process includes a review for grammar, typographical and spelling errors, editorial style, factual accuracy and appropriateness of the subject matter for the target audience. In cases where there are editorial issues not clearly defined by the NOVA Style Guide, alternate resources, such as the Associated Press Style Guide and the Merriam-Webster Dictionary can be used. The approved editorial hierarchy is in the following specific order:

1. NOVA Style Guide
2. Associated Press Style Guide (online edition requires subscription)
3. Merriam-Webster Dictionary

10 Accessibility

NOVA is committed to compliance with the *Americans with Disabilities Act (ADA)*, ensuring that all Web pages, to the extent feasible, will be accessible to people with disabilities. If this is not possible, reasonable accommodations will be made to provide the same materials in other formats. Specific NOVA goals to provide Web page access to those with disabilities

- At a minimum, seek to make essential information and functions available to all users.
- Follow current Web accessibility guidelines explained at the [Guide to the Section 508 Standards](#) for all official College Web pages. Additional accessibility information is available from the [World Wide Web Consortium \(W3C\)](#) and the [ADA home page](#).

11 Electronic Publishing and Copyright Rules

In accordance with U.S. copyright law, material that carries a copyright may not be reproduced without express permission from the copyright owner. Permission, however, is not needed when utilization falls under what the *U.S. Copyright Act of 1976* deems fair use. Additional information about copyright is available through the [U.S. Copyright Office](#).

If a copyright complaint is filed with the College, the material in question will be removed from the College's website immediately, provided that the complainant sufficiently identifies the copyrighted material and asserts that use of the material is not authorized by the copyright owner, its agent or the law. The College Web Communications Manager will notify the owner of the pages in question.

Many publications, photos and art work are protected by copyright law. Use the following guidelines to ensure compliance with copyright and trademark rules:

- [Federal copyright and trademark rules and regulations](#) must be observed.
- Adhere to the [College's policy regarding copyright](#).
- Include this copyright designation on NOVA Web pages:
[Copyright Information](#) © Northern Virginia Community College, Year [For the year, list both the year of first publication and the year of the latest revision.] Link the words "Northern Virginia Community College" to NOVA's home page: <http://www.nvcc.edu>.

12 Web Design, Applications and Digital Media

WSDM staff can help any unit of the College with Web page design, application and online survey development for the Web and digital media production for the Web. Digital media production requests can also be made for postings to *NOVAaccess* and other social media platforms. Requests for assistance should be made by emailing wsdm@nvcc.edu. A meeting will be set up to complete a project management report to establish the parameters of each project.

13 Social Media

Guidelines and recommendations regarding social media usage and blogs can be found in the [NOVA Social Media Guidelines](#).

14 Designating a Primary Web Contact

The WSDM team provides assistance to the College community in the form of website planning, migration, development and Web template support and training. The College designated a campus webmaster for Alexandria and Annandale campuses. WSDM staff maintains the Loudoun, Manassas, Medical Education and Woodbridge campus pages with a backup person designated for each of those campuses.

Each campus, center, division, department and office should designate a primary web contact (PWC). The PWC is responsible for making sure that his/her campus, center, division, department or office web pages adhere to the College's web publishing guidelines and keep the content up-to-date. The PWC should be prepared to serve as the primary informational contact for inquiries regarding the pages.

Once a PWC is designated, please contact Kimberly Evering at kevering@nvcc.edu or 703.323.3586, with the contact's name, title, campus, center, division, department or office name, phone number and email address. Working together NOVA's website can continue to be an effective online portal into NOVA.

Appendix A – NOVA Style Guide

Achieving the Dream

When used in abbreviated form ATD is all uppercase.

Example: ATD

Capitalization of Campus

When used with a specific location the term “campus” is a formal designation and should be uppercase.

Example: Alexandria Campus

Capitalization of College

When used alone “college” should be lowercase unless it is part of a proper noun.

Example: he is going to college, the College, Northern Virginia Community College

Capitalization of Words in Headlines and Headings

All should be uppercase except: a, an, and, as, at, but, by, for, if, in, of, on, or, the, to

Case Style

When referencing these college services use the following case style – NOVA all uppercase, one word.

Examples: eMeeting

eNOVA

myNOVA

NOVAaccess

NOVACard

NOVAConnect

NOVATrak

Name of College

Never use “NVCC” when referring to the College; use “NOVA” or “Northern Virginia Community College.”

Commas in a Series

Do not put a comma before the conjunction in a simple series.

Dates

Spell out days of the week, abbreviate months

email

Lowercase, no dash.

EMPLID

All uppercase, it's considered a reference not an actual word

Faculty & Staff Web Pages Categories to Include:

Name (hyperlink to their personal NOVA website if they have one) | **Discipline** | **Phone** | **Email**

** Group people by Discipline*

FAQ not FAQs

It is an abbreviation for Frequently Asked Questions (the "s" at the end is implied)

Guaranteed Admissions Agreements

Accepted form with an –s on the end of Agreements, NOT on the end of Admission

home page

Two words, not one

Internet

uppercase

More Than vs. Over

AP lifted the ruling on the use of more than versus over; choose whichever term you prefer as long as it's used consistently throughout the same story

Names

Do not use titles like Mr./Mrs. in front of names, except for Dr. and do not use middle initials

PDF

All uppercase, an abbreviation for Portable Document Format. It is a file format that allows a document to be shared among several types of computers without losing its formatting.

Examples: Faculty Handbook (PDF); File requires Adobe Reader to open.

Seasons/Sessions

Uppercase

Example: Fall Semester 2009; Spring Semester 2015; exception Summer Sessions (not Semester)

Spacing

Use single spaces after punctuation. The practice of using two spaces after punctuation was a technique used when text was written on a typewriter. Computers have made the use of two spaces unnecessary.

Student ID

Use in place of the term EMPLID

Telephone Number

Use periods between the numbers, not dashes

Example: 703.323.3000

Time Reference

Use noon and midnight, not 12 noon, 12:00 p.m. or 12:00 a.m. Do not use “o’clock.” Lowercase and use periods with a.m. and p.m. Use a single dash between times.

Example: HOURS

Monday - Thursday: 9:00 a.m. - 7:30 p.m.

Friday: Noon - 5:00 p.m.

Wait List

Two words

Web or Web page

Uppercase W, short for World Wide Web

Website

One word, all lowercase