

STYLE GUIDE FOR PROGRAM LANDING PAGES

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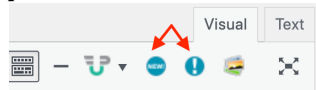
EXAMPLE: <https://famsfdocents.org/education/>

Goals

1. Consistency - Webpages with the same purpose should be consistent (E.g. all Program pages, all Special Exhibition pages, Study Group pages). Style includes layout, font (sizes, color, underline, bold and italic), and images.
2. Easy to browse - a benefit of consistent style is that a docent can easily browse for content.
3. Facilitates learning - Pages following a style guide become references for a new editor to follow.

Style Guide for Committee Program Page (“landing page”)

1. Sample page here <https://famsfdocents.org/sample-page-style-guide/>
2. Page layout
 - a. Headlines and copy are left-justified
 - b. Copy blocks can vary, and should always include
 - i. Committee goals overview
 - ii. Key activities
 - iii. Current members
 - iv. How to get involved
 - c. Subpages are allowed and are a good way to keep the landing page brief. Post a link to the subpage on the main landing page.
 - i. An Archive page is a type of subpage. It allows you to retire content and keep the landing page fresh.
 - d. Navigation (top and left) is only for the landing page. Navigation to all subpages is through links on the landing page
3. Fonts
 - a. There is no choice in typeface. We use a default.
 - b. We provide several heading sizes and a single body copy size (“paragraph”)
 - c. We recommend not using *italics*, **bold**, underline or **color** as usage is subjective. While intended for emphasis, these font styles are easy to overuse.
 - d. Exceptions for *Italics* and **Bold**
 - i. Italics for the title of a book, article or lecture
 - ii. Bold for highlighting category headings. Should not be used for single word emphasis.
 - e. Color - we do not use color, with exceptions
 - i. Our navigation (the “breadcrumbs” at the top of every page)
 - ii. You are free to use icons found in the text editing bar are available. They are preset with a color from our designer (New, Important)



4. Images
 - a. We don't use images except in specific cases approved by the website steering committee
5. Posting Word or PowerPoint docs
 - a. Post as PDFs, not as .docx or .ppt files.
 - b. Files you upload should be less than 2MB. If they are more than that, please contact famsfdocentwebsite@gmail.com