



SESLHD CMS Web Style Guide

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v 1.0

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Summary

This guide should be used when creating content for web pages in the Drupal Content Management System (CMS).

The CMS has been designed to present a consistent and uniformed designed across the district's websites.

The guide refers to NSW Health policies and guidelines and these should be referred for further clarification:

- Writing for the web, please refer to the *SESLHD Web Writing Style Guide*.
- Branding, please refer to the *SESLHD Style Guide*.
- Capitalisation, please refer to the *NSW Health Publication Guidelines*.

Logos

Only official district and hospital logos can be published on the website. A request to add additional logos should be submitted to media and communications.

- Main district logo (colour)



- Secondary logo (all white)



Colours

To keep a consistent look and design to the web pages, only the three colours shown below are permitted.

These are in line with current NSW Health and SESLHD Style Guides. These colours have been applied to block styles (Styles) and paragraph format (Normal).



Red19 Green 56 Blue126
Hex: #13387e



Red 224 Green 23 Blue 62
Hex: #e0173e



Red 0 Green 0 Blue 0
Hex: #000000

Exemptions to use another colour should be directed to the Web Team by logging a call through the State Wide Service Desk. The Web Team will seek sign off from the Media and Communications Manager. Not all requests will be approved.

File Naming Conventions

Consistency in the use of naming conventions for web files is paramount as it improves ease of navigation and usability.

There are two parts to naming files when creating content on the CMS. There are page names, and files that are uploaded to the CMS e.g. a hyperlink to PDF file.

Page Names

- The first letter of each word in the page name should be upper case e.g. Early Referral Project
- The page name will be auto-formatted when displaying it in the browser e.g. .../health-professionals/early-referral-project
- The page name is the header of the page

Files

You may wish to upload files to the CMS to make available for the end user e.g. a PDF document. You would normally want to do this when creating a link that enables the user to click the link to download or open the document.

- File names should all be lowercase, not uppercase (uppercase acronyms are acceptable)
- Use hyphens instead of spaces
- Use short names, less than 32 characters
- Names should be meaningful

- Avoid acronyms and abbreviations that won't be commonly known to the general public

- Naming images and documents :

Incorrect Examples

- Description name of file.pdf
- Thisisaverylongexampleofafilenamethatishardtoread.pdf
- 123testjpegimage.png

Correct Example

- description-name-of-file.pdf
- SESLHD-storage-policy-june-2017.pdf
- stgeorge-nurse-main-slider.jpeg

Menu

- Top Navigation bars
 - These links in the District and Hospital navigation bar have been mandated by SESLHD Executive and will be consistent across all sites
 - 2 additional links may be configured for each hospital navigation bar
 - There must be collective agreement between the content authors, approvers and relevant steering committee member as to what is configured in the available menu bar items
- Left Hand Side Navigation bar
 - There will be 3 mandated left-hand-side menu items to promote consistency across the site
 - Content authors will be able to configure the left menu bar/dropdown adding additional links
 - No more than 5 configurable items on the left menu bar can be added making a total of 8 left-hand-side menu bar items
- Don't duplicate top navigation links on the left menu

Page layout

Drupal contains a number of Content Types and Layouts (templates) for content authors to use to create web pages. A list of suggested content types for web content is contained in the CMS User Manual.

Text

- All body text and content highlight text should be formatted using 'normal' paragraph format (Arial 11 px) and use only available heading styles
- Do not use custom font typefaces, sizes, colours
- Numbering - use words for numbers where appropriate
- Don't use ampersands in text i.e. use 'and', not '&'

Headings

- There are three colour options for headings - red, blue and black:
 - Heading 1 – Blue or black, 14, bold

- Heading 2 – 12, bold
- Heading 3 – 11, bold
- Heading 4 – 11, bold, italic
- Use the heading hierarchy in order. i.e., Heading 1, then Heading 2, then Heading 3, etc. Text would then sit under each heading
- Heading 1 is reserved for the page title (generated by default from page name)
- Heading 4 – is to be used for photo acknowledgment
- Start sub-headings as Heading 2, with nested headings beneath in a hierarchical order.
- All headings must use a heading style, not normal text that has bold, underline applied or capitals
- Page titles and headings should be written in sentence case. That is, only the first letter of each word has a capital unless title includes a proper noun e.g. “Healthy Living”
- Don’t use ‘&’ in headings

Note: the above style is the default when adding text via the CMS. The styles will be automatically applied e.g. when selecting a heading. When creating pages do not deviate from the default style unless there is a good reason to do so. In such scenarios seek the guidance of the Media & Communications team.

Blocks & Content Highlights

- Content highlights:
 - Section heading – don’t use capitals
 - All sizes are predefined in the style dropdown, users can choose from H2 – H3 headings depending on the hierarchy
 - Highlight image – decorative feature
 - Quick-links – un-bold, normal link text
 - Quick-link row – use similar amount of text in each link block to ensure blocks remain the same size
 - Profile – Name and qualification to be bold text
 - Image to be portrait
 - Accordion – click link to reveal text e.g. FAQs (Click on question to reveal answer).
 - Link to be normal text bold, text normal
 - The amount of text must be adequate to deliver meaning
 - Content highlight banner – heading size. Heading 2 is the best size for this feature, colour is optional to the author
- Do not apply custom width to height to content highlight blocks

Paragraph

- When using a new paragraph block, add a return after the last entry (text, image) to achieve consistent spacing

Tables

- When possible avoid tables as they are not always suitable for mobile view
- Use for data presentation, not for layout.
- Use available basic Drupal table styles, not custom designs
- Column and row headers should be clearly identified
- Use multiple simple tables instead of a single complex table. Don't nest tables (place one table in the cell of another)
- Avoid using tables as a mechanism for styling. If used, the table contents should make sense when read in order across the page (left to right)

Links

- Link text must be underlined.
- Link text within your page should clearly identify the link's target (i.e. where it is going to? e.g. Home visit referral). The text "Click here" or similar is not acceptable
- Do not display the full URL i.e. rather than:
http://www.seslhd.health.nsw.gov.au/Emergency_Information/default.asp use Emergency information
- Display text for hyperlinks should be short and descriptive
- Hyperlinked images - must include Alt Text description
- Link to final, approved documents. Remove descriptors such as draft, final, versions and dates, etc.
- Test each link in the View or Preview screen before submitting to Approver for review
- External links – insert external link icon at end of the link text

Lists

- Numbered lists should only be used where order is important, otherwise use a bulleted list
- Only apply list styling to lists of items or steps. Do not use list styling to display text as a list

Metadata

Complete the following fields in Migration screen:

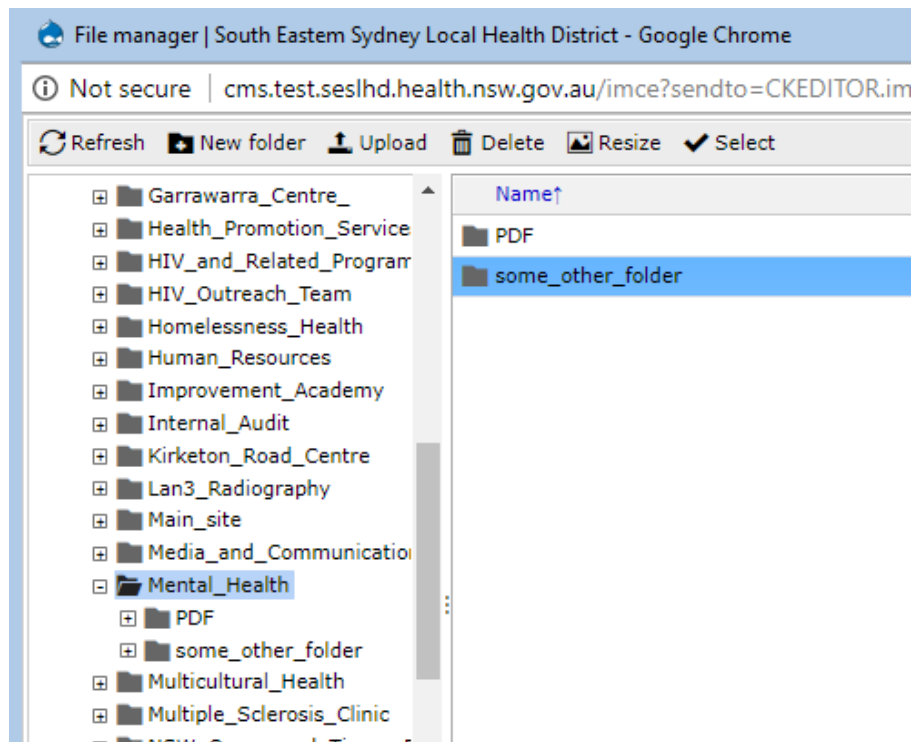
- Meta Description - describe what this page is about in less than 255 characters
- Meta Keywords - insert the page's main keywords and acronyms separated by commas i.e. words that people may search to locate the content on your page

Image Format and File Size

- File extension must be .jpg, .gif, .png (do not rename file extensions) i.e. AgedCare.jpg not AgedCare.pic
- Images Naming should have no spaces, spaces are to be replaced by dashes (calvery-hospital-age-care-nurse.jpg)
- Images which convey information and are not purely decorative must have a text alternative (alt)
- For complex images such as flowcharts or maps, include a long description which conveys the exact same information after the image or link directly under the image to a separate descriptor page
- There is a 1MB upload limit on images
- Do not use clip art and only use well designed promotional graphics
- Remember, before using an image in a webpage:
 - All photos must have appropriate approvals to be published on the web (some images are licensed to be used in printed publications only) e.g. staff and/or patients
 - Consent to use image must be added below the image, if required. Credit photos if purchased from an agency such as Shutterstock. i.e. Image credit name of photographer/Shutterstock (in heading 4)
 - Ensure that images are resized according to the template requirements, see Appendix 1
 - Do not upload images that are stretched or pixelated

Documents

- File extension must be pdf, doc/x, ppt/x, xls/x
- Upload documents using the IMCE feature (Open File Browser) and save in relevant area (see supporting video)
- See above naming convention for files
- Must not have an ISBN, ISSN, or SHPN number
- Do not publish a document unless a page links to it
- If linking to an external document, link to its original source on the external website. Do not upload the document to the CMS.
- If content can be suitably displayed in a web page, create a page rather than convert to a document file to be linked to. This improves web accessibility
- Take care when uploading documents to the server. The system is configured so that content authors cannot delete documents. If you make a mistake and upload a document in the wrong place inform the web team who will remove it for you
- When uploading documents to the server you must put them in your designated folder. You may create subfolders to organise your file content. All newly created folders must be lower case, meaningfully named and use underscores instead of spaces. See below screenshot
- Refer to supporting video for document management:
 - <https://youtu.be/sV2XEWk97bs>



Publications

- Must have ISBN/ISSN/SHPN
- PDF must open in a new window when linking from a publication page

Fact sheets

- A fact sheet can be a webpage, a PDF or both.
- Fact sheets available in both page and PDF format must use the same base file name e.g. factsheets-name.aspx (webpage), factsheets-name.pdf (pdf version)

Appendix 1: Image sizes

Page	Image Position	Page Link	Width: pixels	Height: pixels	Resolution	Max File Size
Standard Page	Top Right	http://52.255.54.245/seslhd/default-example	641	413	96	200kb
Standard Page	Highlight image	Images must be larger than 640x480 pixels.	Min 640x480 pixels			1.0MB
Standard Page	Inline Image in Copy		Max 740px wide			200kb
Main SESLHD Page	Main Carousel Image	http://52.255.54.245/seslhd/	800	470	96	300kb
Main SESLHD Page	Featured 3 Services	http://52.255.54.245/seslhd/	702	389	96	200kb
Main SESLHD Page	News Image	http://52.255.54.245/seslhd/	397	264	96	100kb
About Us Page	Main Right Image	http://52.255.54.245/seslhd/d7-about-us	641	413	96	200kb
About Us Page	Board Photos	http://52.255.54.245/seslhd/d7-about-us	196	274	96	100kb
Careers Page	Main Right Image	http://52.255.54.245/seslhd/d7-carreers	641	413	96	200kb
Get Involved	Main Right Image	http://52.255.54.245/seslhd/d7-get-involved	641	413	96	200kb
Get Involved	Bottom Right Image	http://52.255.54.245/seslhd/d7-get-involved	641	413	96	200kb
Health Professionals	Main Right Image	http://52.255.54.245/seslhd/d7-health-professionals	641	413	96	200kb



Health Professionals	Right Block Content Image	http://52.255.54.245/seslhd/d7-health-professionals	805	310	96	200kb
Services Landing	Services Images	http://52.255.54.245/seslhd/d7-hospital-services-1	520	245	96	100kb

Call the Web Team with any questions or email at web-services@health.nsw.gov.au