North Central College Web Publishing Standards

The standards outlined below govern content that the Office of Marketing and Communications (OMC) creates and maintains on the primary institutional website (northcentralcollege.edu). This is intended to be shared with content editors across the North Central community as a best-practices guide for creating content that is engaging, compliant with accessibility standards, on brand and lawful (with respect to FERPA and copyright/IP laws.)

Web Content Copy Guidelines

- All copy should be written in AP style.
- Avoid using NCC as an abbreviation. Whenever possible use “North Central” or “North Central College.” If an abbreviation is absolutely necessary, please use “NC.”
- Make sure there's a clear hierarchy of sections (for scanning and structure) using heading styles on webpages. Also make sure to use headings for headings rather than emphasis. Bolding can be used for that purpose.
- Standardize (call-to-action) CTA and titles/heading styles.
- Check for consistent bullet punctuation.
- Check that em-dashes are used and not hyphens.
- Avoid "here" and "click here" links. All links should ideally reference the page title or the topic of the page being linked, i.e., “Explore Naperville” instead of “Explore Naperville, click here”
  - This is important for web accessibility (ADA) standards in addition to SEO (search engine optimization) best practices.
- Exclamation points: Use sparingly in general and avoid more than one on a page.

Heading Styles

When entering content into the rich text component you need to use heading styles to format headings and subheadings for sections and paragraphs. Heading styles adjust the font of headings and subheadings automatically so they are consistent throughout the site.

- Do not use bold for headings and subheadings. Only use bold for emphasizing words or phrases in a sentence.

Headings are necessary because they:

- Give hierarchical structure and order to your information, making it more useful to users.
- Are essential for accessibility; visitors using a screen reader need headings to understand the order of information.
- Are important for SEO (search engine optimization).

Tagline

North Central College’s tagline is “Be central.” When “Be central.” is used, it is always used with a capital “B” lower case “c” and period after “central.” The tagline should always appear in the font Aldine 401 BT when used as a wordmark. The tagline does not need to be capitalized when used in a sentence. logo. Any other use of the tagline must be approved by the Office of Marketing and Communications.
Images and videos

All images used on the external website and in official College publications must be owned by or licensed to the College. When OMC hires photographers to shoot on campus the College purchases and owns images from those photographers. Similarly, if faculty/staff upload photos taken from their phone or another camera those photos become the property of the College.

For both web accessibility (ADA) standards in addition to SEO best practices, images uploaded to the website must include “alt” tags.

Example of alt tag:

![Example of alt tag](image.png)

Videos

Similar to photos, all videos used on the external website and on official College social media channels must be owned or licensed to the College. When possible, the videos should include captions. Captions allow those with hearing disabilities to view the video and have shown to increase social media engagement.

Confidentiality and privacy

Sometimes the anonymity of the computer brings out the desire to share confidential information. It is important to keep in mind that both students and employees are urged to maintain strict confidentiality, unless there is a legal requirement to report information to the authorities. The Federal Educational Rights and Privacy Act (FERPA) of 1974 and the Health Insurance Portability and Accountability Act (HIPAA) of 1996 should be kept at the forefront of every administrator’s mind when handling social media or the website. The North Central College Personnel Policy Guide, available online at: [http://cardinalnet.northcentralcollege.edu/employees/personnel-policy-guide](http://cardinalnet.northcentralcollege.edu/employees/personnel-policy-guide), offers additional information.
Logo/Brand standards

Primary "Tower" Logo

With its classic typeface (Galliard) and stylized Old Main tower, the logo suggests both a sense of tradition and a vision of the future. The phrases “Naperville, Illinois” and “Founded 1861” are inseparable parts of the logo. You may not omit these elements. In addition, the tower may not be separated from the rest of the logo, except in very specific circumstances determined by OMC.

Secondary "Tower" Logo

A secondary version of the logo, suitable for applications when there is not enough horizontal space to display the primary logo properly, is also available. It may not be embellished or modified.

Primary and Secondary Logo Color Variations

Both logos are designed with two colors; PMS 201 C (or PMS 200 U) and black. NOTE: When using the two color version of the logo, the text must ALWAYS be black and the tower must ALWAYS be red. The logo can never appear with the colors reversed.
The College Seal

The College seal is to be used sparingly, for the highest academic purposes only. Such uses included diplomas, transcripts, programs for major academic ceremonies, the academic catalog, the College flag and certain Board of Trustees materials. When the seal is used, the logo should not appear on the same page. Any use of the College seal must first be approved by the Office of Marketing and Communications (OMC).

**Athletic Logos**

Chippy Head

The "NC" or "Athletic" Logo
The NC and Chippy logos are used only for athletic materials. When the NC and or Chippy logo is used, the College logo should not appear on the same page.

Logo Use

When using the logo with other elements on the page, appropriate margins must be used around the logo to ensure a clean design and to preserve the integrity of the brand.

Logo Variations

Primary and Secondary Logo Color Variations
Both logos are designed with two colors; PMS 201 C (or PMS 200 U) and black.

NOTE: When using the two color version of the logo, the text must ALWAYS be black and the tower must ALWAYS be red. The logo can never appear with the colors reversed.

College Seal Color Variations

The College seal is consistent with the Primary and Secondary logo colors; PMS 201 C (or PMS 200 U) and black and grey.

Athletic Logo Color Variations
There are many different color combinations to use with our athletic ‘NC’ logo. Again, the color remains consistent with the Primary and Secondary logos; PMS 201 C (PMS 200 U) and black.

The Chippy head introduces a third color for the beak. It is PMS Yellow 395 C.

Questions
Questions about web publishing standards, online privacy, logo files and more can be directed to the Office of Marketing and Communications at omc@noctrl.edu or 630-637-5300.