Web Standards Guide
The Warren Alpert Medical School of Brown University
The Alpert Medical School homepage consists of 7 parts: 1. audience gateways, 2. the masthead and search, 3. a primary navigation bar, 4. feature image and news, 5. Dean’s module, 6. a calendar widget, and 7. the footer.
1. AUDIENCE GATEWAY
Each gateway links to pages organized by user type—students, faculty and staff, alumni, residents and fellows, etc. The purpose of the gateway pages is to help specific users quickly access information that is relevant to them. Gateway links are set in white and Vitesse Bold at 10 pixels. The rollover state is red (#C00404).

2. MASTHEAD AND SEARCH
The Alpert Medical School logo links to the homepage at http://www.brown.edu/academics/medical/. Users may search the medical school or Brown University sites using the Google custom search box.

3. PRIMARY NAVIGATION BAR
Each of the six tabs in the primary navigation bar links to content organized by topic—about, education, student affairs, diversity, admission, and financial aid. Users can click on a tab to navigate to the landing page for the selected topic. The primary navigation bar also features links to the University’s Directory Search and to the Med A-to-Z, an alphabetical listing of all pages on the medical school website. The navigation bar is set in blue (#007DA3) and is visible on all pages across the medical school site. The text for each navigation item is set in white (#FFF) and Vitesse Book at 16 pixels. Links for the Med A-Z and Directory Search are white (#FFF) and Vitesse Bold at 10 pixels. The rollover state for all links in the primary navigation bar is yellow (#FFCA00).

4. FEATURE IMAGE AND NEWS
The rotating feature image includes an image sized at 730 x 405 pixels, a headline with short caption, and a "Read more" link. The feature image links to a preview of a full news items and changes each time the image is clicked. As new items are added to the feature space, older items are moved into one of the three blocks below it. The headings for each feature image headline is set in white and Vitesse Bold at 36 pixels. The rollover state is red (#C00404) and underlined. The news headlines are set in red (#C00404) and Vitesse Bold at 16 pixels.

5. DEAN’S MODULE
The Dean’s Module links users directly to http://biomed.brown.edu/dean for communications from the Office of the Dean of Biology and Medicine. The heading is set in white (#FFF), Lucida Demibold Roman at 10 pixels. The body text, which links to the Dean’s page, is set in white Lucida Sans Regular at 12 pixels. The rollover state is underlined.

6. FOOTER
The left column of footer links to the Brown University homepage, directions to the medical school, a “contact us” submission form, and various social media sites. The center columns offer links to frequently visited pages. The right column is reserved for featured content and currently offers a link to the “Make a Gift” page. The footer is 960 pixels wide and set in brown (#26186). Footer headings are set in white (#FFF) at 12 pixels. The text is Lucida Sans Regular in yellow (#FFCC00) at 11 pixels. The rollover state for each link is white (#FFF).

7. CALENDAR Widget
The calendar widget displays events from the medical school events calendar. The block is set in grey (#ACA698). The body text is Lucida Sans at 12 pixels. The main heading is set in white (#FFF) and Vitesse Bold at 17 pixels. The link to view all related calendars is white, Vitesse Bold at 10 pixels. The rollover state is red (#) and underlined.
Secondary Page

Structure and Composition

Secondary pages are made up of: 1. breadcrumb navigation, 2. a banner image, 3. secondary navigation menu, 4. content column, and 5. a right column.
1. BANNER IMAGE
Banner images for secondary pages are 940 x 172 pixels.

2. BREADCRUMB NAVIGATION
“Breadcrumbs” show users where a page is located in the website hierarchy relative to the current page. Breadcrumb text is set in off-black (#242A20) and Lucida Sans Demibold Roman at 10 pixels.

3. SECONDARY NAVIGATION MENU
The secondary navigation menu works with the primary navigation. When a user selects a particular tab from the primary navigation menu, a secondary navigation menu appears in the left column. Menu items are set in Lucida Sans Regular at 12 pixels.

4. CONTENT COLUMN
The content column contains text and images relevant to its respective page. Each page has a page title set in off-black and Lucida Sans Demibold Roman at 36 pixels. A special page title (level two heading) is set in Vitesse Bold at 21 pixels is also available. Main body text is set in off-black and Georgia Regular at 14 pixels. Subheadings are also set in off-black, Lucida Sans Demibold at 16 pixels.

5. RIGHT COLUMN
The right column is reserved for dynamic content, i.e., event listings, news modules, and social media feeds.

RELATED LINKS AND MEDIA
The site can accommodate embedded links, documents, and video. Embedded media can be added to the main content column or set apart in a text box at the bottom of the page.

PHOTOGRAPHS
Images uploaded to secondary pages are scaled to the following dimensions:
• “Original” displays at a maximum of 510 x 640 pixels
• “Preview” displays at 195 x 154 pixels. The preview image can be linked to a larger view of the image (not to exceed 510 x 640 pixels)
• “Thumbnail” displays at 100 x 79 pixels

OTHER PAGE ELEMENTS
Users have many options for formatting content. Please reference the University’s Web Style guide http://www.brown.edu/Administration/PAUR/documents/BrownStyleGuidev1-1.pdf for information on text styles, tables, and more.
Each gateway is meant to help specific users (students, faculty and staff, residents and fellows, alumni, and parents) quickly access information that is relevant to them. Each gateway offers lists of links organized by topic.

**ANNOUNCEMENT FEED**

The current student and alumni gateway pages feature an announcement module that displays events and other items of interest. The modules are managed by the Office of Medical Student Affairs and the Office of Biomedical Advancement.

**CURRENT STUDENT GATEWAY BLOCKS**

Visitors can use links just below the announcement feed module to toggle between content organized by class year.

**ALUMNI AD BLOCKS**

The Alumni gateway displays links to featured content just above the announcement feed. Using these “ad blocks,” visitors may link to the Brown Medical Alumni Association site, Brown Medicine magazine online, various social media networks, and the Brown Medical Alumni Fund site.
Biomed Web Communications has partnered with University Web Services to create a website template (called a “BrownSite”) for medical school-affiliated departments, offices, and organizations.

The Alpert Medical School BrownSite combines clean, professional design with a user-friendly interface that allows users of all technical backgrounds to create and maintain their websites.

BrownSites take advantage of best practices in web design. The structure is designed to be consistent across departments; as such most elements are fixed and cannot be altered without custom work.

**Structure and Components**

**NAVIGATION**
The medical school gateway links, masthead, and primary navigation (includes link to Med A-Z index and Directory Search) are visible on all AMS BrownSites.

**SITE BANNER**
The site name is selected during the BrownSites requisition process and displayed over an image sized at 940 x 200 pixels. Users may select an additional banner image to be displayed on interior pages.

Site owners may request a custom banner design from the Office of Public Affairs and University Relations.

**IMAGES**
Refer to “Secondary Page Structure and Composition” on page 5 for information on image dimensions.

**SECONDARY AND TERTIARY NAVIGATION**
Departmental content is accessed via the secondary navigation menu in the left column.

**FOOTER NAVIGATION**
Links under the “Resources” heading (to academic departments, affiliated hospitals, faculty directory, and the make a gift page) are fixed; departments may choose their own quick links. Please see page 1 for fonts and pixel dimensions.

**ADDRESS BLOCK**
All sites should include a department mailing address and email, if applicable.

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**Color Palette**
The Alpert Medical School site and templates use the following colors in various combinations.

<table>
<thead>
<tr>
<th>Color Name</th>
<th>Hex Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td>#2F2A20</td>
</tr>
<tr>
<td>Warm Gray 9 C</td>
<td>#645E50</td>
</tr>
<tr>
<td>Warm Gray 6 C</td>
<td>#ACA698</td>
</tr>
<tr>
<td>Warm Gray 3 C</td>
<td>#CCC6B8</td>
</tr>
<tr>
<td>Warm Gray 1 C</td>
<td>#EFECF5</td>
</tr>
<tr>
<td>497 C</td>
<td>#261816</td>
</tr>
<tr>
<td>193 C</td>
<td>#C00404</td>
</tr>
<tr>
<td>123 C</td>
<td>#FFCA00</td>
</tr>
<tr>
<td>7477 C</td>
<td>#01495F</td>
</tr>
<tr>
<td>7468 C</td>
<td>#007DA3</td>
</tr>
<tr>
<td>1385 C</td>
<td>#EA861B</td>
</tr>
</tbody>
</table>

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**Web Writing Guidelines**
More information
For more information, please contact Jumoke Akinrolabu Dumont, Web Content Manager at Jumoke@brown.edu.