

 [www.nyu.edu](http://www.nyu.edu)

# Style Guide & Specifications

PREPARED BY THE BERNHARDT FUDYMA DESIGN GROUP | v 1.1 | 02.28.01

BERNHARDT



FUDYMA

## CONTENTS

---

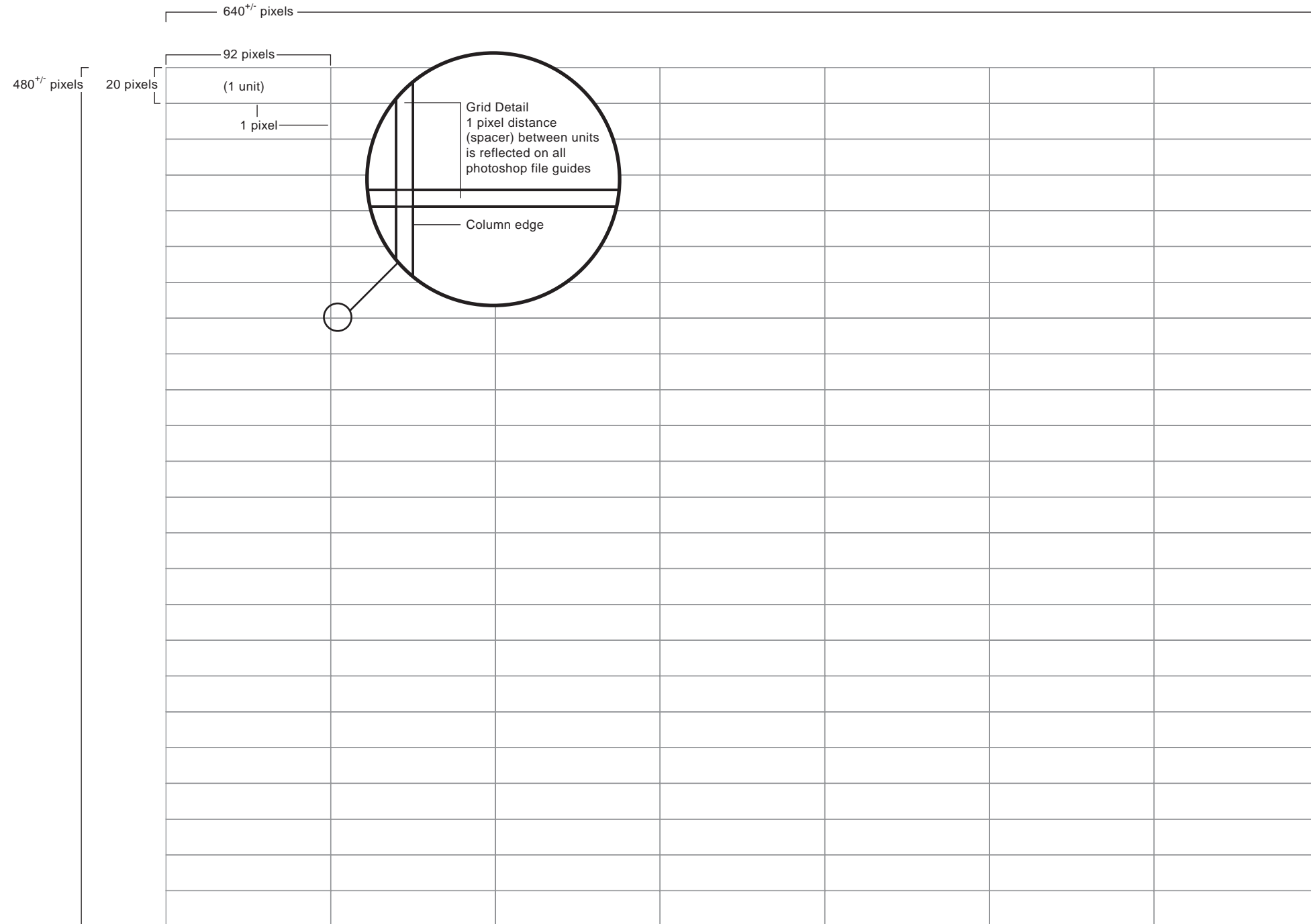
<b>Introduction</b>	<b>03</b>
<b>Site Structure</b>	
Underlying Grid System	04
Global Navigation Elements	05
Site Specific Navigation	06
HTML Text Positioning	08
Text Style Guidelines	09
<b>Site Construction</b>	
Image Optimization	10
<b>College of Arts and Science</b>	
CAS Outline	11
CAS Site Architecture	12
CAS Homepage Design & Structure	13
<b>Faculty of Arts and Science</b>	
FAS Outline	14
FAS Site Architecture	15
FAS Homepage Design & Structure	16
<b>Graduate School of Arts and Science</b>	
GSAS Outline	17
GSAS Site Architecture	18
GSAS Homepage Design & Structure	19
<b>CD ROM Files</b>	
CD ROM Contents	20
CD ROM	Inside Back Cover

## INTRODUCTION

---

This style guide has been developed to assist you in the production of the new NYU GSAS, CAS and FAS suite of websites. The instructions found in this guide are meant to be used in conjunction with the template files on the CD ROM supplied. Adherence to these guidelines will not only insure proper implementation of the various interactive features and navigation schemes, but also provide for a consistent page design and an overall visual interface as the sites are updated and evolve in the future.

SITE STRUCTURE / UNDERLYING (24/7) GRID



The NYU websites use a single underlying 7 column, 24 row grid. This flexible underlying matrix is used to create the wide variety of page layouts throughout the three sites. By utilizing this grid system within the guidelines outlined in this manual, you will create a consistent and functional overall user experience. There are master templates for each of the site sections/levels on the accompanying CD:

> templates > master\_pages >

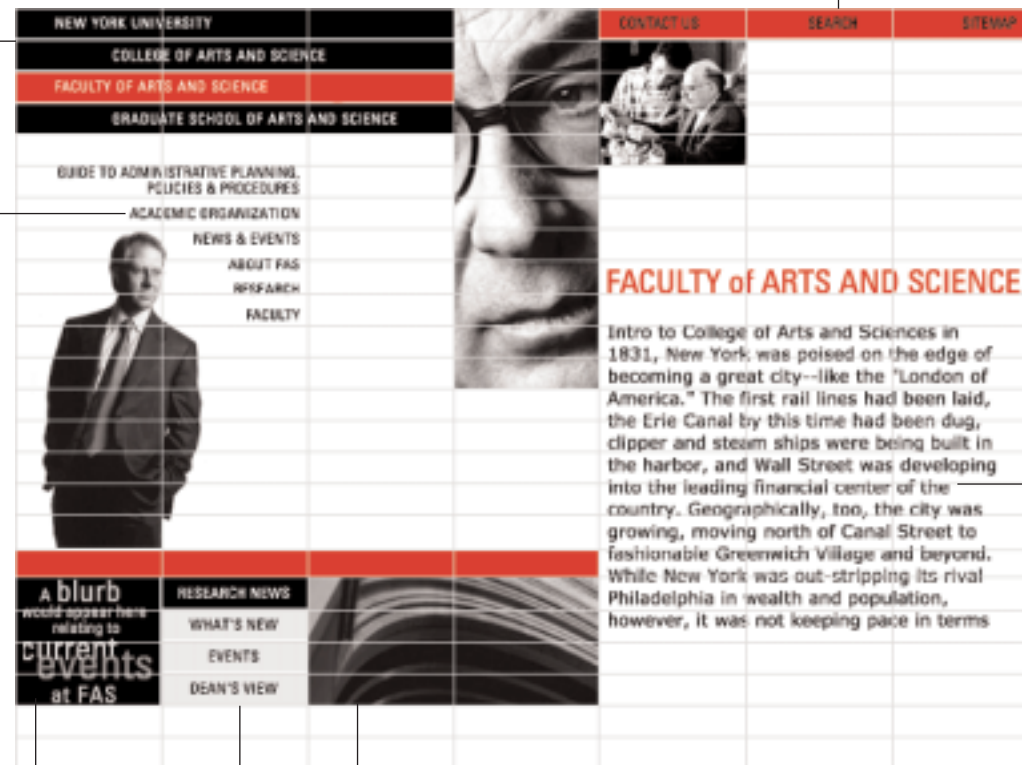
**SITE STRUCTURE / GLOBAL NAVIGATION ELEMENTS**

The homepages of the three sites will contain all of the elements outlined below, plus any additional imagery and/or graphic elements. On subsequent levels, the news navigation and related callout/image areas are removed. Only the Inter-Site and General Information navigation remains throughout the entire site.

**A** *Inter-Site Navigation is a master element and is 3 units wide by 4 units deep. This master element file contains individual layers for each of the highlighted bands which can be colored according to each site's palette. A master file for the Inter-Site Navigation of each site is included on the CD:*  
 master\_elements > global > fas\_primary\_nav.psd  
 master\_elements > global > cas\_primary\_nav.psd  
 master\_elements > global > gsas\_primary\_nav.psd

**B** *The site's General Information Navigation band is 3 units wide and 1 row deep. A master file for this navigation element is also found on the CD:*  
 master\_elements > global > global\_nav.psd

Navigation specifications are outlined on page 06



Headline specifications are outlined on page 08

HTML text specifications are outlined on page 07

**C2** Primary News item callout

**C3** Secondary News Callout (image area). This element is not used on all sites.

**C1** *The main News Navigation element appears on each site's home page only. There is also a master News Navigation file on the CD:*  
 master\_elements > global > news\_nav.psd

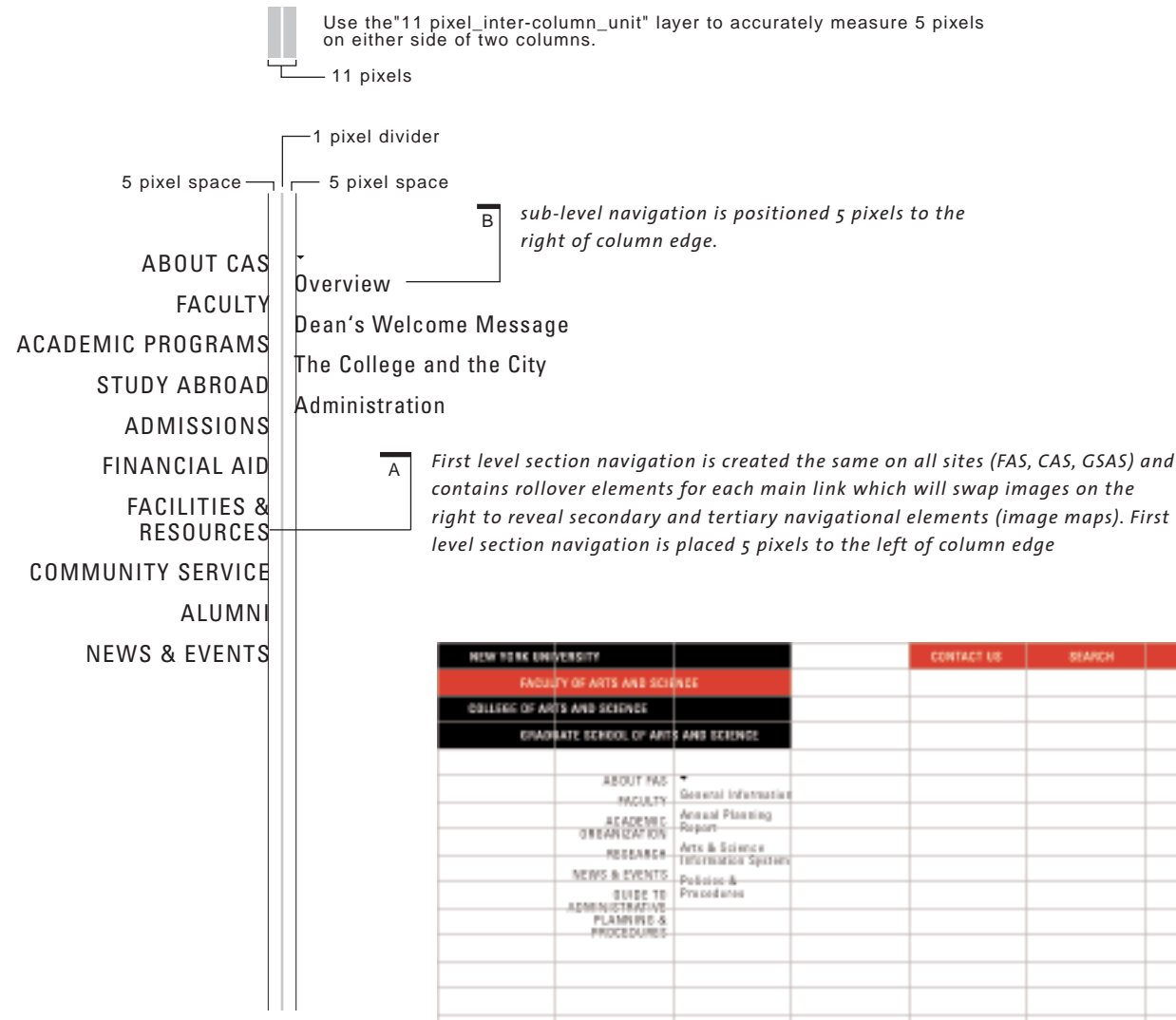
**SITE STRUCTURE / SITE SPECIFIC NAVIGATION**

Use the specifications and measurements below for placement and creation of navigational elements. There are only two ways to position these main navigational elements.

**Position 1**

Use this spacing for positioning of navigation text that aligns with column edges.

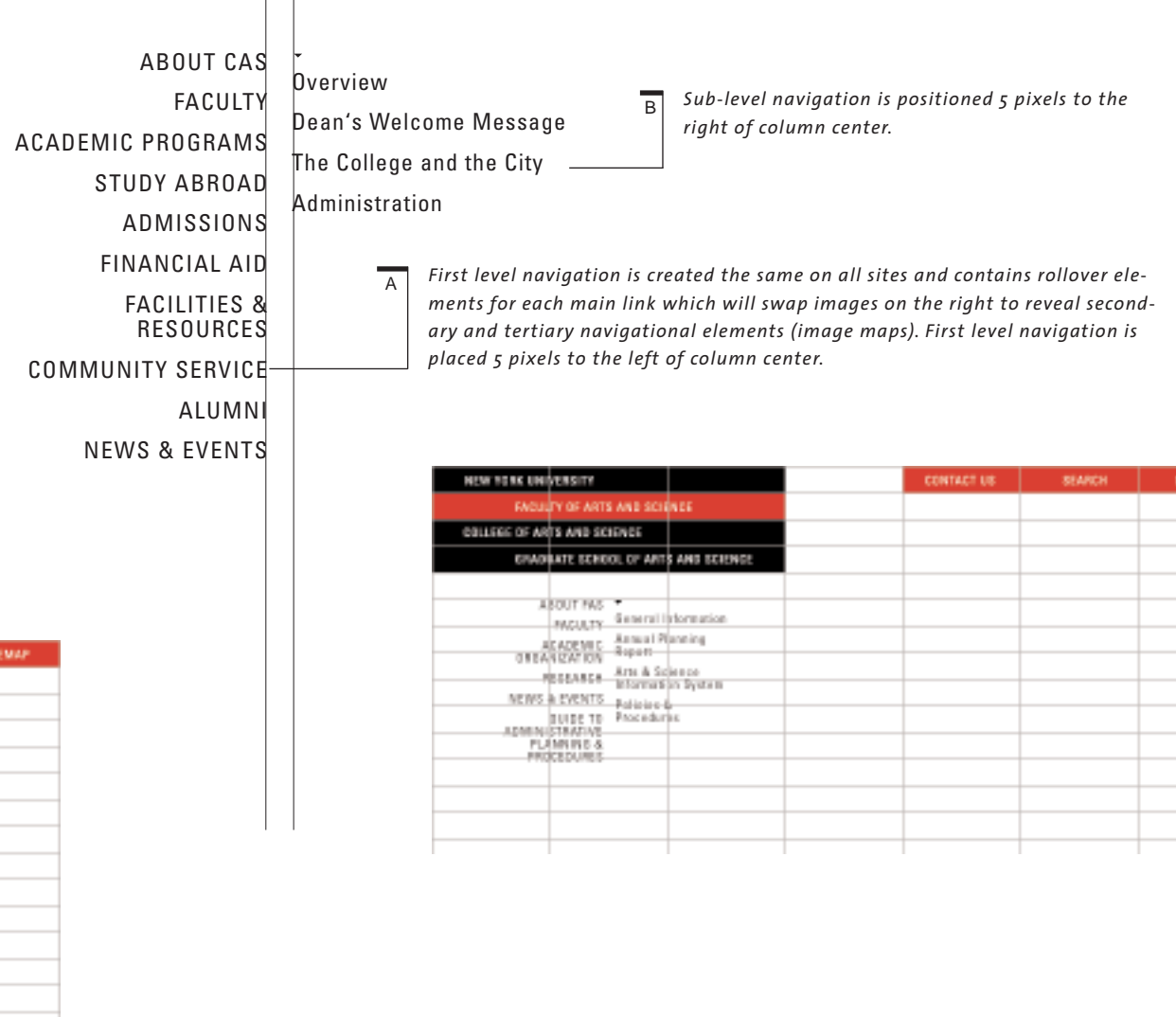
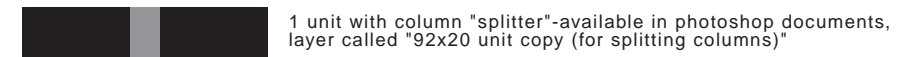
2 units (92 pixels x 20 pixels each with 1 pixel separation)



**Position 2**

Use this spacing for alignment of text that falls in the center of a column.

1 unit (92 pixels x 20 pixels using the center 10 pixels)





Navigation is placed one unit below the inter-site navigation.

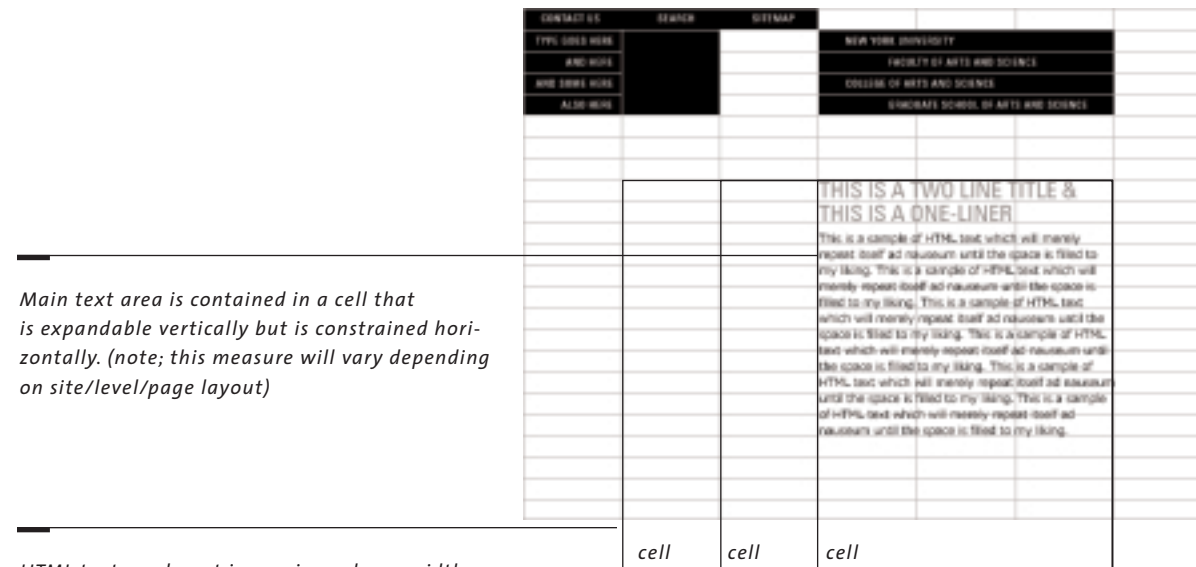
Sub-navigation is positioned with the first link's baseline aligned with its parent link



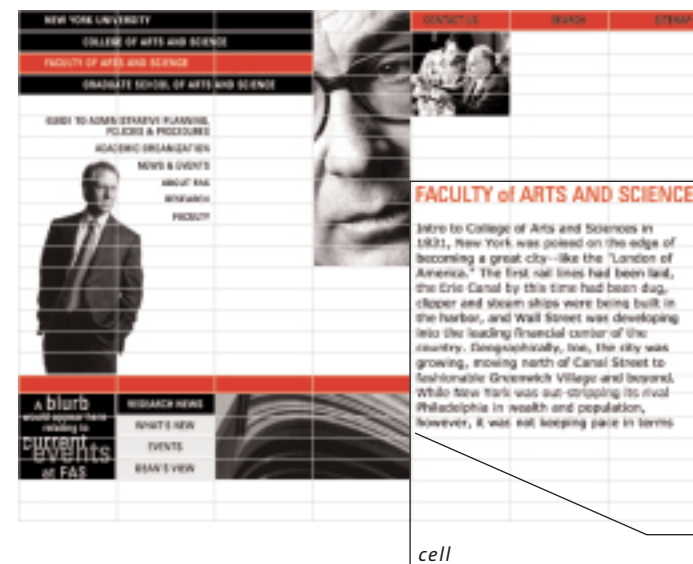
Long lists of sub navigation should be set from the top down. First link's baseline aligned with first item in parent list.

SITE STRUCTURE / HTML TEXT POSITION

HTML text can be placed in a wide variety of positions and column widths. Use the guidelines below for positioning of html text. Also, all html text should be placed within table cells in order to control the width of the column. Table structure should be designed to accommodate overflow of text or a user's impulse to increase font size to 300% without blowing out vital navigational elements on the page.



1 When html text is placed into a cell, align text directly on a grid line if no other elements are adjacent to the text.





SITE STRUCTURE / TEXT STYLE GUIDELINES

---

Use the text specifications below for the creation of future navigational elements and page headlines.

HTML body text should be set to the following specifications:

<font face="verdana,arial,Helvetica" size="1" color="#000000">

First and Second level navigation

- ABOUT CAS
- FACULTY
- ACADEMIC PROGRAMS
  - Overview
- STUDY ABROAD
  - Dean's Welcome Message
- ADMISSIONS
  - The College and the City
- FINANCIAL AID
  - Administration
- FACILITIES & RESOURCES
- COMMUNITY SERVICE
- ALUMNI
- NEWS & EVENTS

**B** Sub-level navigation is set in Universe 57 Condensed at a size of 9.2 point on 16 point leading, upper and lower case. Links with long names that break onto two lines are leaded at 10 points. Tracking is set to 70 in Adobe ImageReady.

**A** First level navigation is set in Universe 57 Condensed at a size of 9.2 point on 16 point leading, all caps. Links with long names that break onto two lines are leaded at 10 points. Tracking is set to 70 in Adobe ImageReady.

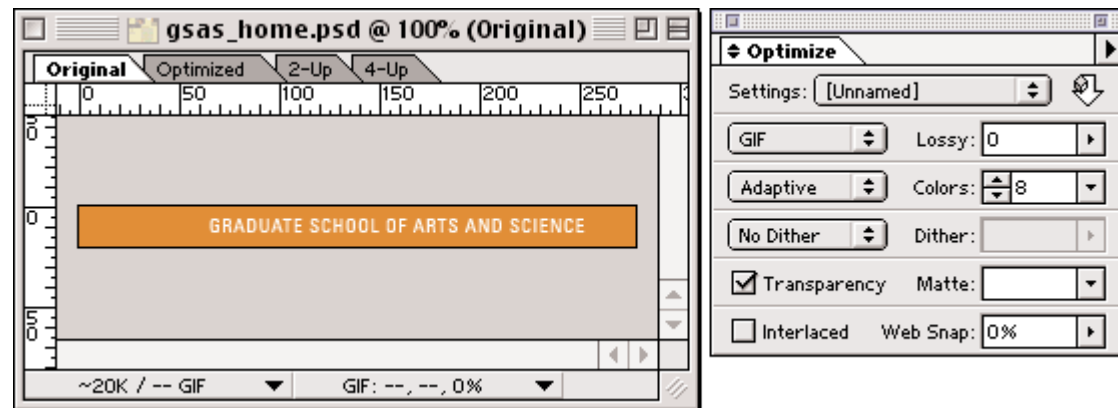
Headline treatment

THIS IS THE FIRST LINE  
FOLLOWED BY THE SECOND

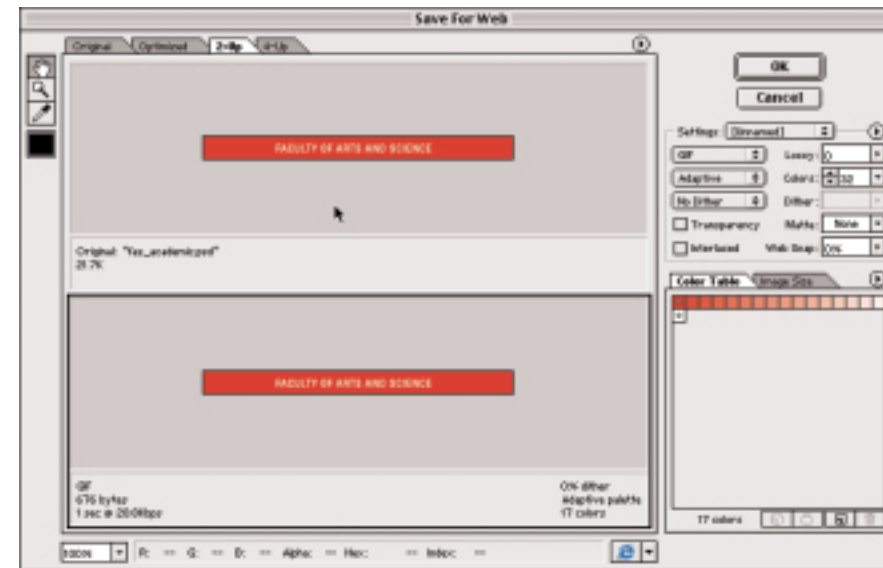
**C** Page headlines are set in Universe 57 Condensed at a size of 21 point on 22 point leading, all caps. Tracking is set to 0.

SITE CONSTRUCTION / IMAGE OPTIMIZATION

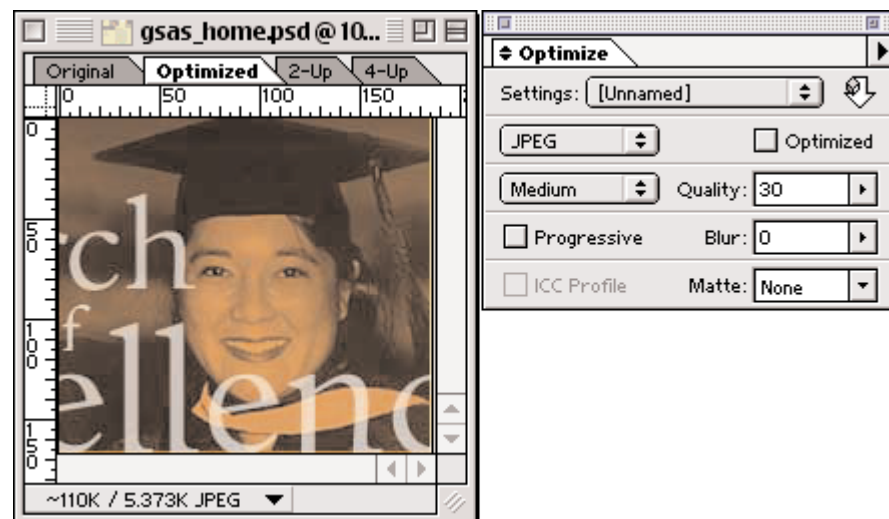
This style guide has been developed in order to assist you in the creation and development of the NYU GSAS, CAS and FAS websites. The recommendations found in this guide should be used in conjunction with the supplied template files on the CD ROM. Following these guidelines will help insure a consistent visual design and page structure across the entire site and will create an enjoyable user experience.



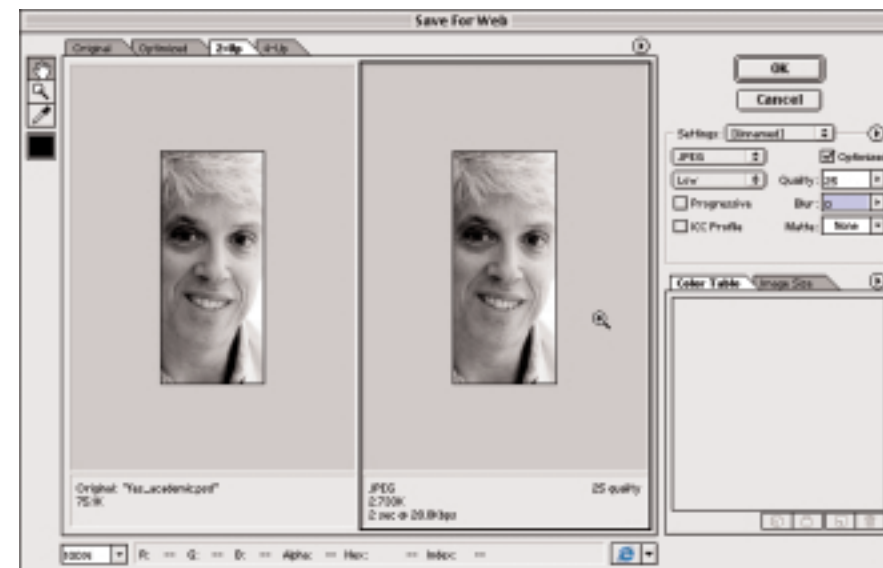
For Gif files: In Adobe ImageReady, click on the optimize tab of the document to view the file when it is reduced to its fewest possible colors. Use the optimize palette to set the graphic to an adaptive palette, then decrease the number of colors until the graphic is at it's smallest file size but retains it's original appearance. Gif files should be set to not dither.



For Gif files: In Adobe Photoshop, choose Save for Web from the file menu, a dialog box will appear with 2 or 4 windows (2-up, 4-up) click on the 2-up tab of the document to view the file in its original and optimized state. Use the seting controls to set the graphic to an adaptive palette, then decrease the number of colors until the graphic is at it's smallest file size but retains it's original appearance. Gif files should be set to not dither.



For JPEG files: In Adobe ImageReady, click on the optimize tab of the document to view the file when it is compressed. Use the optimize palette to set the graphic to low, medium, high or maximum compression. The higher the compression, the poorer the image quality. Try to maintain the image's original appearance. Medium compression is usually sufficient. Use the Quality slider to adjust the quality; the higher the value, the better the quality, but this will also increase the file size.



For JPEG files: In Adobe Photoshop, choose Save for Web from the file menu, a dialog box will appear with 2 or 4 windows (2-up, 4-up) click on the 2-up tab of the document to view the file in its original and optimized state. Use the seting controls to set the graphic to low, medium, high or maximum compression. The higher the compression, the poorer the image quality. Try to maintain the image's original appearance. Medium compression is usually sufficient. Use the Quality slider to adjust the quality; the higher the value, the better the quality, but this will also increase the file size.

**1.o About CAS**

- 1.1 Overview
- 1.2 Dean's Welcome Message
- 1.3 The College and the City
  - 1.3.1 Community service
  - 1.3.2 Internships
- 1.4 Administration

◆ **2.o Faculty**

**3.o Academic Programs**

- 3.1 Morse Academic Plan
  - 3.1.1 Expository Writing
  - 3.1.2 Foreign Language
  - 3.1.3 Foundations of contemporary Culture (FCC)
  - 3.1.4 Foundations of Scientific Inquiry (FSI)
  - ◆ 3.1.5 Link to MAP Website
- 3.2 Programs of Study
  - 3.2.1 Majors & Minors
  - 3.2.2 Dual Degree
  - 3.2.3 Inter-School Minors
    - 3.2.3.1 Education
    - 3.2.3.2 Social Work
    - 3.2.3.3 Studio Art
    - 3.2.3.4 Public Policy
    - 3.2.3.5 Law & Society
  - 3.2.4 Pre-health & Pre-law
  - 3.2.5 Accelerated M.P.A. program
- 3.3 Pre-Professional Studies
  - ◆ 3.3.1 Pre-health & Pre-law
- 3.4 Honors Program
  - 3.4.1 Scholars' groups
  - 3.4.2 Freshman Honors Seminars
  - 3.4.3 Departmental Honors
  - 3.4.4 Other Distinctions
- 3.5 Study Abroad
- ◆ 3.6 CAS Bulletin
- 3.7 Academic Calendar
- 3.8 Undergraduate Research
- 3.9 Honors & Awards

◆ **4.o Study Abroad**

◆ **5.o Admissions**

◆ **6.o Financial Aid**

**7.o Facilities & Resources**

- 7.1 Freshman Programs
  - 7.1.1 Assistant Dean for Freshman
  - 7.1.2 Freshman Peer Alliance
  - 7.1.3 The Freshman Dialogue
  - ◆ 7.1.4 Orientation Website
- 7.2 Sophomore & Junior Programs
- 7.3 Senior Programs
  - 7.3.1 Senior Programs
  - 7.3.2 Link to Senior Website
- 7.4 College Advising
- 7.5 Course Planning
  - ◆ 7.5.1 Course Evaluation Guide (link)
  - ◆ 7.5.2 Link to CAS Bulletin
  - 7.5.3 Registration
    - 7.5.3.1 Tuition Insurance & Refunds
    - 7.5.3.2 Registration by Torchtone
    - 7.5.3.3 Placement Issues
    - 7.5.3.4 Factors to Consider
    - 7.5.3.5 Consulting Publications
    - 7.5.3.6 Developing Your Schedule
  - ◆ 7.5.4 NYU Registrar (link)
- 7.6 Academic Achievement Program
- 7.7 Faculty Mentor program
- 7.8 Learning Assistance
  - 7.8.1 College Learning Center
  - 7.8.2 Henry & Lucy Moses Center for Students with Disabilities
  - 7.8.3 Writing Center
  - 7.8.4 Computer Resources
  - 7.8.5 Library Services
- 7.9 Asian Pacific American Student Support
- 7.10 Student Council
- 7.11 Residence Life
- 7.12 Career Assistance
- 7.13 Counselling Services
- 7.14 Office of Student Life
- 7.15 Office of Student Activities
- 7.16 Coles Support & Recreation Center

**8.o Community Service**

- 8.1 Dean's Service Honors Corps
- 8.2 Courses & Internships
- 8.3 The President's C-Team
- 8.4 Community Service center
  - 8.4.1 Community Service

◆ **9.o Alumni**

**10.o News & Events**

- 10.1 Research
  - ◆ 10.1.1 Link to FAS Site
- 10.2 Events
  - ◆ 10.2.1 Link to Current Events
  - ◆ 10.2.2 Link to Alumni Events
- 10.3 CAS in the News
- 10.4 Dean's Views



CAS HOMEPAGE

General Information Navigation band color is # 660000 rgb 102,0,0 text color is # ffcc66 rgb 255,204,102

News link color (off state) is # 996600 rgb 153,102,0 On state is black bar, white text

Rollover color is # 996600 rgb 153,102,0

First level navigation color is # ffcc66 rgb 255,204,102 First level navigation rollover/highlight color is # 996600 rgb 153,102,0

Sub-level navigation color is white

Rollover color is # 660000 rgb 102,0,0

headline color is # ffcc66 rgb 255,204,102

# 003333 rgb 0,51,51 on homepage. All subsequent pages have color backgrounds using # 996600 rgb 153,102,0



CAS master color palette

		
# 003333 rgb 0,51,51	# 660000 rgb 102,0,0	# 996600 rgb 153,102,0

**1.o About FAS**

- 1.1 Overview
- 1.2 Dean's Welcome Message
- 1.3 Administration
  - 1.3.1 FAS Administration
  - 1.3.2 Chairs, Directors & Administrators

**2.o Faculty**

- 2.1 NYU Phone & email Directory
- 2.2 Alphabetical Listing
  - 2.2.1 Faculty Profiles
- 2.3 Search by Name, Dept. and Keyword

**3.o Academic Organization**

**4.o Research**

- 4.1 Active Research Grants
- 4.2 Featured Research

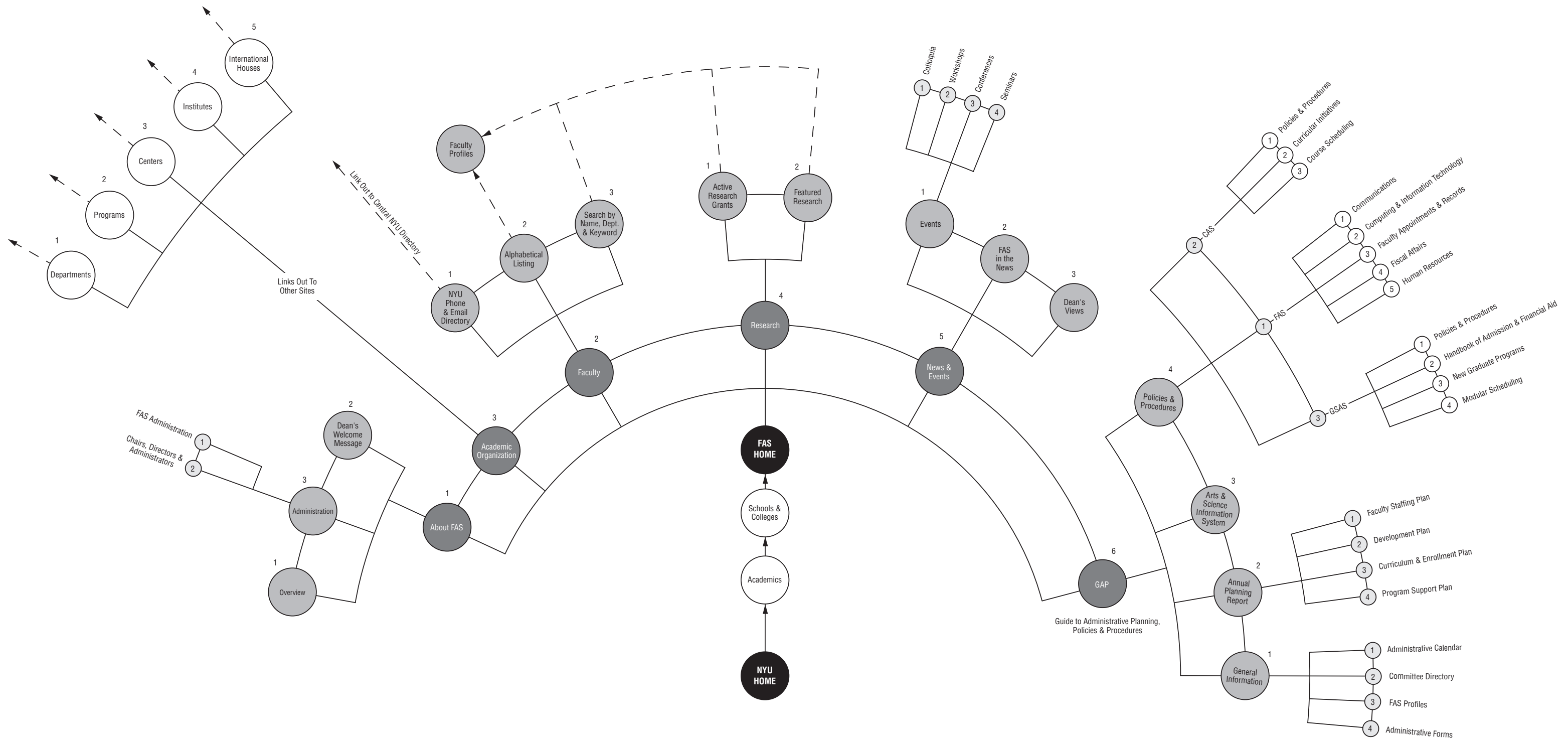
**5.o News & Events**

- 5.1 Events
  - 5.1.1 Colloquia
  - 5.1.2 Workshops
  - 5.1.3 Conferences
  - 5.1.4 Seminars
- 5.2 FAS in the News
- 5.3 Dean's Views

**6.o GAP**

- 6.1 General Information
  - 6.1.1 Administrative Calendar
  - 6.1.2 Committee Directory
  - 6.1.3 FAS Profiles
  - 6.1.4 Administrative Forms
- 6.2 Annual Planning Report
  - 6.2.1 Faculty Staffing Plan
  - 6.2.2 Development Plan
  - 6.2.3 Curriculum & Enrollment Plan
  - 6.2.4 Program Support Plan
- 6.3 Arts & Science Information System
- 6.4 Policies & Procedures
  - 6.4.1 FAS
    - 6.4.1.1 Communications
    - 6.4.1.2 Computing & Information Technology
    - 6.4.1.3 Faculty Appointments & Records
    - 6.4.1.4 Fiscal Affairs
    - 6.4.1.5 Human Resources
  - 6.4.2 CAS
    - 6.4.2.1 Policies & Procedures
    - 6.4.2.2 Curricular Initiatives
    - 6.4.2.3 Course Scheduling
  - 6.4.3 GSAS
    - 6.4.3.1 Policies & Procedures
    - 6.4.3.2 Handbook of Admission and Financial Aid
    - 6.4.3.3 New Graduate Programs
    - 6.4.3.4 Modular Scheduling





**Site Map for NYU/FAS Web Pages - 11/15/00**  
 (Numbers denote order of link in Navigation List)

**NEW YORK UNIVERSITY**

**FACULTY OF ARTS AND SCIENCE**

**COLLEGE OF ARTS AND SCIENCE**

**GRADUATE SCHOOL OF ARTS AND SCIENCE**

CONTACT US SEARCH SITEMAP

ABOUT FAS

- FACULTY
- ACADEMIC ORGANIZATION
- RESEARCH
- NEWS & EVENTS
- GUIDE TO ADMINISTRATIVE PLANNING, POLICIES & PROCEDURES

**FACULTY of ARTS AND SCIENCE**

Intro to College of Arts and Sciences in 1831, New York was poised on the edge of becoming a great city--like the "London of America." The first rail lines had been laid, the Erie Canal by this time had been dug, clipper and steam ships were being built in the harbor, and Wall Street was developing into the leading financial center of the country. Geographically, too, the city was growing, moving north of Canal Street to fashionable Greenwich Village and beyond. While New York was out-stripping its rival Philadelphia in wealth and population,

RESEARCH NEWS

WHAT'S NEW

EVENTS

Annotations:

- Rollover color is # CC0000 rgb 204,0,0
- General Information Navigation band color is # CC0000 rgb 204,0,0
- First level navigation color is black, # 000000
- First level navigation rollover/highlight color is # 999999 rgb 153,153,153
- Sub-level navigation color is black, # 000000
- headline color is # CC0000 rgb 204,0,0
- News link color (off state) is black text and grey bar # 999999 rgb 153,153,153 On state is black bar, white text

FAS master color palette



# FFFFFFFF  
rgb 255,255,255



# CC0000  
rgb 204,0,0



**1.o About GSAS**

- 1.1 Overview
- 1.2 Administration
- 1.3 Dean's Welcome Message
  - 1.3.1 Administration
  - 1.3.2 Standing Committees
  - 1.3.3 Internal Student Advisory Board
  - 1.3.4 External Advisory Board

◆ **2.o Faculty**

**3.o Scholarly Programs**

- 3.1 Our Approach
- 3.2 Degree Programs
  - 3.2.1 M.A.
  - 3.2.2 Ph.D
- 3.3 International Study
  - 3.3.1 Academic Year
  - 3.3.2 Summer
- 3.4 GSAS Bulletin
- 3.5 Courses
  - ◆ 3.5.1 Course Look-up
  - ◆ 3.5.2 NYU Registrar
- 3.6 Academic Calendar

**4.o Admissions**

- 4.1 Graduate Enrollment Services
- 4.2 Degree Programs
- 4.3 Admissions & Application
  - 4.3.1 Obtain an Application
  - 4.3.2 Frequently Asked Questions
  - 4.3.3 Application Deadline Policies
  - 4.3.4 Program Application Deadlines
  - 4.3.5 Admission Requirements
  - 4.3.6 Handbook of Admission & Financial Aid
- 4.4 International Applicants
- 4.5 Financial Aid
  - 4.5.1 Handbook of Admission & Financial Aid
  - 4.5.2 Financial Information
    - 4.5.2.1 Financing Graduate Education
- 4.6 Open Houses
- 4.7 GSAS Bulletin

**5.o Financial Aid**

**6.o Student Affairs & Academic Services**

- 6.1 Student Handbook
- 6.2 Dissertation Guide
  - 6.2.1 Download Guide
- 6.3 Academic Calendar
- 6.4 Grants & Awards
  - 6.4.1 Grants in Graduate Study
  - 6.4.2 Internal/External Awards
  - 6.4.3 Writing Workshops
- 6.5 TA Development
- 6.6 Leadership Alliance
- 6.7 Graduate Student Council
- 6.8 On the Square
  - 6.8.1 Recent Newsletter
  - 6.8.2 Archive of Previous Newsletters (Download/View PDF)
- 6.9 Career Services & Development
- 6.10 Housing & Dining
- 6.11 NYU Student Services
- 6.12 Office of Student Life
- 6.13 Student Homepages
- 6.14 Computer Resources
- 6.15 Book Store
- 6.16 Coles Sports & Recreation Center

**7.o Alumni & Alumnae**

- 7.1 Alumni Achievement Award
  - 7.1.1 Recent Recipient
  - 7.1.2 Past Recipients
- 7.2 Supporter of the Month
- ◆ 7.3 Alumni Home Page

**8.o News & Events**

- 8.1 Research
- 8.2 Events
- 8.3 GSAS in the News
- 8.4 Dean's Views





## CD CONTENTS

Contained within the CD ROM are all of the necessary files and resources you will need to get started on the construction of the NYU websites. They include layered photo-shop 5.5 documents of the three homepages, example layered documents (templates) of the site's secondary and tertiary levels and layered documents of common master elements used within and throughout the three sites. Please refer to the diagram below for a visual representation of the CD's contents and structure.



BERNHARDT



FUDYMA

BERNHARDT FUDYMA DESIGN GROUP

133 East 36<sup>th</sup> Street New York, NY 10016

T 212 889 9337 | F 212 889 8007 | [www.bfdg.com](http://www.bfdg.com)