Oneida Nation Website Standards

Oneida Website Steering Team
July 6, 2016

Website Standards

These website standards will be available online when the new site is launched.

Who is responsible for the standards?

The website steering team maintains and enforces the website standards. Content managers are responsible for staying in compliance with the standards.

Why do we need standards?

The standards help provide consistency for the benefit of our viewers and to maintain a professional appearance no matter who the content provider may be. The standards also provide a base of knowledge and coordination with recognition that not all content managers on the Tribe's site are professional web designers.

What makes a good web page?

Consistency – Basic information and navigation is in the same place and current with a look of consistency in design.

Simplicity – The right content is easy to find, read and understand. The page is well organized and intuitive.

Graphics – At the image's largest view it should have a resolution of not less than 72 dots per inch and not exceed 1MB or 1000KB. Images should be visually clear, relevant and placed to enhance the page's content.

Images should either have a title and alt text applied (this can be updated in the media library or when you're adding the images). If the image is simply for visuals, the title and alt text can be absent. This is for usability and ADA Compliance.

Policy and Procedure

Content Managers must comply with all applicable Tribal, State, and Federal Laws and Tribal policies including the Computer Resource Ordinance, Social Media Policy and Copyright Laws . Content Managers must also comply with the brand standards of the Nation.

Use of Content Areas

Top of the Page Area – Place the most important information here. If the page contains panels leave this area blank.

Page Sections – Use this area to organize page content into logical segments. A few examples would include grouping GTC meetings by year or grouping the details for each employee benefit into a separate page section.

Right Side Bar – Use this area to provide essential information such as contact information and location. One thumbnail size graphic, such as a location photo or department logo, may be inserted into this area. Social feeds may be added below the side bar.

Expandable Toggle Section – Place supplemental information such as a list of resource links, contact lists or footnotes.

Formatting Standards

Fonts shall be used as described below.

Headings - Font headings shall be logically sized as described in the table below. Use of colored fonts should be minimized to maintain a profession appearance. Text that is copied into a page shall be pasted in as text only.

Justification - Text in paragraphs should be left justified. Text in tables may be justified as appropriate for clarity.

Underlined Text - Do not underline text. Underlined text is generally associated with hyperlinks. If text needs emphasis it may be bold or italics.

Capitalization - Text should not be in all caps unless absolutely necessary. If something's very important you can make it a Heading 3 (our code makes it look like it's all caps even if it's entered lowercase). This is important for screen readers.

Area of Concern	Style to Use	Uses
Page Heading	Heading 1 – Largest Serif	Page Heading only (Automatic) Do not use manually.
Section/Panel Heading	Heading 2 - Large Serif	Section Headings (Automatic when using page sections)
Expanded Section Header	Heading 3 – Normal bold Sans	Main Topics under section headings.
Subsection Header	Heading 4 – Normal bold Sans	Sub-topics under Section Main Topics
Text Body	Heading 5 – Normal Sans	Normal body text
Text Body	Heading 6	Small body text
Body - Normal	Blocks – Paragraph	
Body - Indented	Blocks – Block quote	
Address	Blocks - Paragraph	
Hyperlinks	Orange	Automatic formatting

Style

The following style standards are to promote consistency in presentation.

Addresses and PO Box - The PO Box and State should be written without the periods.

PO Box 365
Oneida, WI 54155

In general, if it can be written two ways, go with the ways without periods

Phone Numbers - Phone numbers should be in the following format: (999) 999-9999

(920) 496-7000
(800) 206-1100

When linking to phone numbers, the url should be "tel:(999) 999-9999", and it should not open into a new tab/window.

Email Links - When linking to an email, the url should be formatted as "mailto:emailaddress@email.com" and open up into a new window/tab. The text of the link should be the entire email address. Ex:

Good	Bad
Forrest Pelky FPELKY@oneidanation.org	Click here to email Forrest Pelky

Time Labels/Punctuation - Time should be labeled with am or pm (no periods).

Ex: 9:00 am to 11:30 pm

PDF/Links - PDFs and any links that would go off site should be selected to open into a new window/tab (see screenshot below).

Bulleted Lists/Numbered Lists – To use the editor's built in list options,

1. Type the list
2. Highlight the list
3. Click on the option for a bulleted list or numbered list and the list will automatically format.

Table Uses

Tables can be useful, and they can create problems (especially for responsive sites like ours). However, there are a few ways that tables can (and should) be used throughout the site.

Hyperlink Blocks - There are several sections throughout the site that have lists of resources or links at the bottom of pages. This is a great place to use a table for columns so the links don't make the page extremely long. When doing this, each column should have a Heading 3 at the top, the links should be soft entered (click shift and enter at the same time, rather than just enter). Also, there should only be one "row" to the table. Below are two screenshots (one of what they look like on the site, and one of what it should look like in the editor): As an alternative to tables consider using the Expandable Toggle Section for this use.

Editor View

What's New	Quick Links
March: National Nutrition Month	Healthiest Nation in 1 Generation
Opioid Abuse in Wisconsin	After Hours Care
Opioid Overdose Prevention in Wisconsin	Oneida Community Health Assessment Results 2012
	Oneida Community Health Improvement Plan (CHIP)
	Community Health Services Strategic Plan 2015

Webpage View

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	Community Health Services Strategic Plan 2015

Structured Information - Whenever there's a bunch of information that makes sense to be in a table, feel free to use it. Tables that are more than one row will automatically have offset colors of the rows so your eye can easily follow. Below are two screenshots (one of what they look like on the site, and one of what it should look like in the editor):

Editor View

Sat	Jan 23:	9-11:30 am	New Year Walk
Wed	Feb 24:	5-7 pm	Family Fun Night
Wed	Mar 16:	4-6:30 pm	Marching Toward Health
Wed	April 13:	4-6:30 pm	Spring into Action Walk
Wed	May 18:	4-6:30 pm	National Employee Health & Fitness
Sat	June 18:	9-11:30 am	Kickoff to Summer Fun (Oneida Lake)
Wed	July 13:	4-6:30 pm	Summer Walk (Duck Creek Trail)
Sat	Aug 13:	9-11:30 am	Beat the Heat Walk (Oneida Lake)
Sat	Sept 24:	9-11:30 am	Oneida Diabetes Walk (NHC)
Sat	Oct 22:	9-11:30 am	Spooktacular Walk
Wed	Nov 16:	4-6:30 pm	Fall Walk
Wed	Dec 14:	4-6:30 pm	Jingle Walk

Webpage View

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Site Theme Colors – These colors are consistent with the Oneida Brand.

Hexadecimal Color Code	Color Name	Primary Use(s)
#F8F8F8	Light Grey	Main content background
#EA8D1E	Vivid Orange	Highlighting and Hovering
#31254D	Very Dark Purple	Top Menu background, panels
#5F3996	Dark Moderate Purple	Bottom of page background
# E2DCEE	Very Light Purple	Text over purple