

# Northwestern Law Bluhm Legal Clinic

## Web Standards for Content Contributors

### Titles & Subheadings

- Every page must have a Title (Georgia, official Northwestern Law purple #472979, font size: 22). Only one Title may be used per page.
- Subheading options include Heading 2 (dark gray, font size: 19) and Heading 3 (dark gray, font size: 12). If you are only using one subhead style for your page, use Heading 2. These heading options are available in the content editor.
- Do not use all capital letters for subheadings
- Do not underline subheadings

### Content

- *Italics* & **bold** may be used within text for emphasis
- Do not underline any text (only links will be signified with an underline)
- Phone number format mask: 312.503.0000
- Use of bulleted or numbered lists are encouraged when appropriate to improve readability.
- Keep verbiage brief, clear and to the point. Keep paragraph lengths short.
- Do not use the website as a file repository.
- Remove old documents and graphics when they are no longer in use.
- Event information should be removed post event.

### Links

- Always put link addresses/urls behind words themselves.

**Correct:** Learn more by visiting [About the Bluhm Legal Clinic](#).

**Incorrect:** Learn more by visiting our About the Bluhm Legal Clinic page at <http://www.law.northwestern.edu/legalclinic/about/index.html>

- Do not use 'click here' or 'go to this page'. Describe where you are linking the user to in the text.
- All links to pages on the Northwestern Law website should be relative paths -> remove the <http://www.law.northwestern.edu> prior to inputting your page link. *Note: When linking to a page within the content management system you may navigate and select the page you are linking to within the system, and it will automatically create the correct link path.*
- Links to websites outside of Northwestern University should open in a new window.
- When linking to a pdf, video, audio, etc. specify this in parenthesis and lowercase letters at the end of the link. For example, "Please complete our [application](#) (pdf) by the end of the year."

### News

- Centers who would like to link to relevant outside news articles on a regular basis should format items as: 05/05/2015 [Name of Hyperlinked News Article](#) | Attorney Name in The Chicago Tribune

## Social Media

- Social Media icons specific to a Center can be added underneath the left navigation on the homepage.

## Navigation

- Standard structure, order, and naming convention recommendations for left hand site navigation is as follows. Items in bold are required, other pages are optional.

### Center Homepage

**About Us**

**Who We Are \***

**Student Opportunities**

Projects

News

Events

Resources

Contact Us

*\* This section is incorporated onto the 'About Us' page in most centers. Large centers that have more extensive About Us content have a separate page for 'Who We Are'. See CWCY.*