



BLOGS VISUAL IDENTITY GUIDELINES

VERSION 1.0

INTRODUCTION

PURPOSE

This document presents the official visual guidelines for all weblogs (blogs) that fall within the Oregon Health & Science University (OHSU) domain, available both internally (O-Zone) and externally to the public. These guidelines are intended to serve as a resource for members of the OHSU community who currently maintain a blog.

These guidelines are a resource for the OHSU blogging community, and as such will undergo occasional revisions over time as necessary. The primary intention of these visual rules are to improve the user experience for all managers and users of OHSU blogs.

CONSTRAINTS

The following topics are not addressed by these guidelines:

- Definition of OHSU web or social media strategy - these guidelines will become a part of that strategy
- Blogs outside of the officially supported WordPress deployment
- Access limitations, specifically, the need to log in to blogs, even on the internal network
- Content, specifically writing. This is covered by guidance from Strategic Communications
- Legal issues for public blogs
- Instructions for using the WordPress blog software

VERSION NOTES

This is the first version of the Blogs Visual Identity Guidelines. These guidelines will evolve with the use of blogs at OHSU. Minor updates will be published after quarterly reviews, while more substantive changes to these guidelines must first be approved by the Web Strategies Advisory Committee (WSAC).

If you have questions or concerns about the information in this document or how it relates to your blog, please contact the Web Strategies department:

Web Support Form - www.ohsu.edu/webstrategies/support.cfm

Help Desk In Box - webadmin@ohsu.edu

Help Desk Telephone - 503 494-0612

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COMMON ELEMENTS

TYPOGRAPHY

Arial and Times New Roman are the primary fonts used on all blogs. Arial is the font used for all body text. Bold is used for emphasis and in certain titles. Shown at the right are examples of Arial, bold Arial, Times New Roman and Times New Roman bold font types. Arial is a sans serif font, which means that does not include finishing strokes on characters. Sans serif fonts are considered easier to read on Web pages. Conversely, Times New Roman is a serif font, more appropriate for titles and other short bits of text in the context of the Web. Both Arial and Times New Roman are standard fonts - they will display the same way regardless of platform or browser type.

MORE ON TYPE AND TEXT STYLES

The font types and sizes for the blogs are controlled by the CSS, or Cascading Style Sheet. This means that you will not be able to change the font to another typeface.

The following includes some specific text styles found in both internal and external OHSU blogs:

- Color and size of body type should not be altered in the text editor
- O-Zone is always cased with a capital O and a capital Z
- Links embedded in body text or as “MORE” below widgets: #612412
- Lists of links in right column: #657494
- Body text color: #404040
- Body text font family: Arial,Helvetica,sans-serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

COMMON ELEMENTS

IMAGES BEST PRACTICES

Used correctly, images can bring color and vibrancy to your blog pages. When used poorly, however, they can reflect badly on your department and OHSU. This is true regardless of whether or not the blog is internal or external. Consequently, it is extremely important to take care in the creation, editing and use of images on your website. Here are some best practices to follow to get the most of your Web graphics:

- Use an image editor such as Photoshop® to work on your images.
- Make your image meaningful by matching it to a page's text content.
- Make your image file as small as possible - < 100 Kb is best.
- Enter descriptive information about your image when uploading it for search engine optimization and for accessibility.
- Use JPG files for photographs or art.
- Use GIF files for text-as-image, drawings, etc.
- Save the image at the size it will appear on your website.
- Save your image at 72 pixels per inch resolution.

When placing an image in the body of a blog post, consider its dimensions in proportion to the text. Images should complement the text of a post, not overwhelm it. Note that images placed in the body of a post will receive a 1 pixel solid border, with a color of #BDBEC0. Images placed in the right column (see [page 9](#)) will have a 1 pixel border of color #001429.

See ozone.ohsu.edu/branding/images.shtml for more information on the use and source of images for OHSU websites.



Image in the body of a post with border



Image in the right column of a blog page with border

COMMON ELEMENTS

COLOR PALETTE

INTERNAL BLOGS COLOR PALETTE

The color palette is standardized across all OHSU internal blogs and is distinct from that employed by the external blogs. This is to signal to the user that the blog is internal, and to create a consistent user experience.



RGB = 26,69,130
HEX = 1A4582

Internal blogs color palette

EXTERNAL BLOGS COLOR PALETTE

OHSU's five mission areas employ a primary color palette that serve to distinguish them, one from another. External blogs use the appropriate palette based on their mission identification.

The colors listed to the right use the formulas given in Adobe Photoshop®. Color values in other programs, such as Microsoft® Word, may lead to slightly different results.

ABOUT



RGB = 0,73,144
HEX = 004990

HEALTHCARE



RGB = 56,124,43
HEX = 387C2B

EDUCATION



RGB = 4,108,182
HEX = 046CB6

RESEARCH



RGB = 200,93,25
HEX = C85D19

OUTREACH



RGB = 112,20,113
HEX = 701471

External blogs color palette, by mission


BLOG INTERFACE

INTERNAL BLOG INTERFACE

Displayed at the right is an internal blogs home page with the internal blog theme and its interface and elements.

- A. Global header
- B. Blog title
- C. OHSU logo
- D. Local blog navigation
- E. Local blog search
- F. Primary content area (posts and comments)
- G. Right column area with various widgets (see page 9)

The global footer is not displayed here due to space constraints.
See page 13 for more on the internal blogs global footer.



The screenshot shows the internal blog interface for 'Web Strategies'. The page layout includes a global header (A) with the OHSU logo (C), a local navigation menu (D) with links for 'Blog Home', 'About', 'Recent Comments', and 'O-Zone', and a local search bar (E). The main content area (F) features a post titled 'Brief Outage of OHSU Websites' with detailed text, a 'Service Name', 'Notice Type', 'Reason', and 'Impact' section, and a 'Posted by' line. A 'No Comments' button is visible below the post. The right sidebar (G) contains widgets for 'Welcome to the Web Strategies blog', 'Recent Posts', and 'Recent Comments'. The global footer (H) is not displayed.

BLOG INTERFACE

EXTERNAL BLOGS BASIC INTERFACE

The public-facing blogs differ somewhat from their internal counterparts. They contain many of the same elements; however, their positioning and styling are designed to establish their separate identities as they exist in different spaces.

- A. Global header
- B. OHSU logo
- C. Blog title
- D. Local blog navigation
- E. Local blog search
- F. Content area
- G. Optional image area
- H. Blog elements
- I. Global footer (see page 13)



The screenshot shows a blog post titled "Funding Focus: Managing the Compliance Sections of Your Proposal, May 12". The interface includes a global header with the OHSU logo (B), a local navigation menu (D) with items like "Blog Home", "About", "Calendar", and "Funding Alerts", and a local search bar (E). The main content area (F) features a featured image (G) of a person in a lab, followed by the article text and a "NO COMMENTS" button (H). A sidebar on the right contains a "Welcome to the Research News Blog" section (G), "Recent Blog Posts" (H), and "Recent Comments" (H). The global footer (I) is visible at the bottom of the page.

BLOG INTERFACE

RIGHT COLUMN

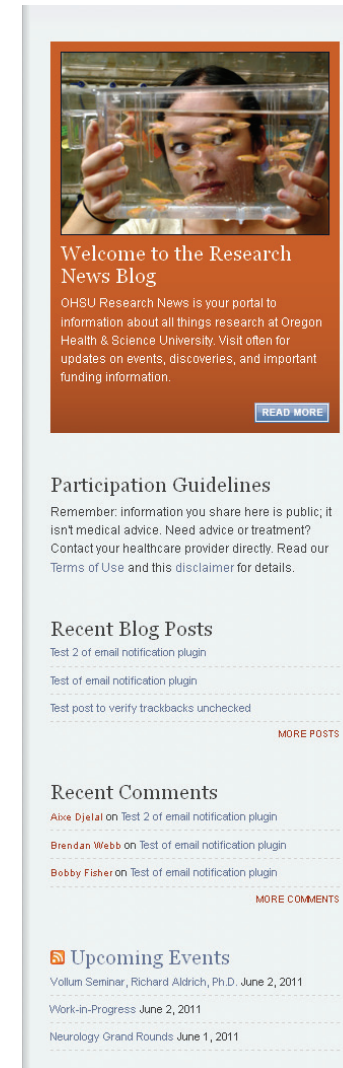
The right column is much the same for both internal and external blogs. It occupies a space to the right of the main content area, and will only contain approved blog widgets. No additional images, promotional graphics, search boxes, or other content may be used in the right column. Blog widgets include:

- Categories - a list or dropdown of categories
- Links - blogroll
- O-Zone Recent Posts - most recent posts on the blog
- Tag Cloud - most used tags in “cloud” format
- Calendar - a calendar of blog posts
- Image Widget - showcases a single image with title, URL, and description

Blog widget headers will be in sentence case, rather than with all the characters capitalized.

Shown at the right is an example of the right column layout, with several widgets displayed. For the purposes of these guidelines, the Image Widget is of the greatest importance. A single image may be displayed here, accompanied by title, URL and a brief description. Images used in this space have no restrictions in height, must not exceed 263 pixels in width. Images added to this space that exceed this limitation will be scaled, resulting in poor display results. A one pixel black border will automatically appear around images used in this widget

If the owner of the blog elects to include it, the image widget must always be at the top of the right column, with the Participation Guidelines immediately below. If the image widget is not used, the Participation Guidelines will be at the top of the right column. Other widgets, if selected for inclusion by blog owner, may be used in any order at the blog owner’s discretion.



BLOG ELEMENTS

GLOBAL HEADER

The global headers differ in layout based on whether the blog on which it appears is internal or external. Internal blogs display the blog name to the left, with the OHSU logo appearing on the right. On external blogs, this is inverted - the logo is on the left, with the blog name to the right of the header. The layout of the external blogs header is designed to more closely resemble the user experience of OHSU public-facing websites. For both internal and external blogs, the blog title is the only element that may be modified. No other changes to the headers are permitted.

INTERNAL BLOGS HEADER

The internal blogs global header contains the blog title, which is a text link to the displayed blog's home page, and the OHSU logo, which links to the home page of the OHSU public site (www.ohsu.edu/xd/). The title will not exceed 24 characters in length.

- A. Department Name (links to blog home page)
- B. OHSU Logo (links to www.ohsu.edu/xd/)

EXTERNAL BLOGS HEADER

The external blogs global header contains a text link to the displayed blog's home page, and the OHSU logo, which links to the home page of the OHSU public site (www.ohsu.edu/xd/). Due to its smaller font size, the titles of external blogs may contain as many as 28 characters.

- A. OHSU Logo (links to www.ohsu.edu/xd/)
- B. Department Name (links to blog home page)

A Web Strategies

B



Internal blogs header

A



B

OHSU Research News

External blogs header

BLOG ELEMENTS

OHSU LOGO

The Oregon Health & Science University logo is the brand's primary identifier. The logo will appear on all officially sanctioned OHSU blogs, both in the public space and on the O-Zone. It will always be found horizontally formatted and full color in the site header. The logo also serves as a link to return visitors to the OHSU or O-Zone home page.

On internal (O-Zone) blogs, logo will always appear in the right of the header and be linked to the intranet home page.

External, or public-facing blogs, will display the logo in the left of the header. The logo for external blogs is the same as it appears on OHSU public websites. The purpose of this is to create visual and functional similarity across all of OHSU's public Web content, whether on the OHSU website or its blogs. As with the logo on OHSU websites, it will always link to the home page of the OHSU website.

For further information regarding the OHSU identity guidelines please see ozone.ohsu.edu/branding/, which specifies additional corporate logo guidelines.



OHSU logo as it appears on the internal blogs header



OHSU logo as it appears on the external blogs header

INTERNAL BLOG ELEMENTS

LOCAL NAVIGATION

The horizontal navigation bar is styled according to whether it is an internal or external blog. The styling of the navigation bar is consistent across all internal blogs. External blogs are styled according to their mission area. Whether internal or external, links contained within the horizontal navigation bar must point to pages within the blog. Links external to the blog must be displayed in the right column (see page 9).

INTERNAL BLOG NAVIGATION

The color of the horizontal local navigation bar will be the same for all internal blogs. There are two elements present in the horizontal navigation, both of which are required. The first is the navigation for the displayed blog, which consists of links to pages within the blog, and a search field that targets the content of the displayed blog.

The local navigation of internal blogs, from left to right, will always begin with “Blog Home,” followed by “About” and end with “O-Zone,” which will return users to the intranet home page. A tab will appear over the link for the displayed page. In the event that local navigation links exceed the space available in the navigation bar, the bar cannot wrap.

EXTERNAL BLOG NAVIGATION

The style of the horizontal navigation bar for external blogs closely resembles the global horizontal on public-facing OHSU websites. The purpose of creating this similar experience is to signal the user that she is viewing a public blog - the same justification for using the same OHSU brand mark and very similar footer. The local navigation of external blogs, from left to right, will always begin with “Blog Home,” and be followed by “About.” When a navigation link is selected, a white background will appear behind the link text, with the text changing to the mission color.



Local navigation bar for internal blogs



Local navigation bar for external blogs

INTERNAL BLOG ELEMENTS

GLOBAL FOOTER

INTERNAL BLOGS FOOTER

The internal blogs global footer contains the following elements:

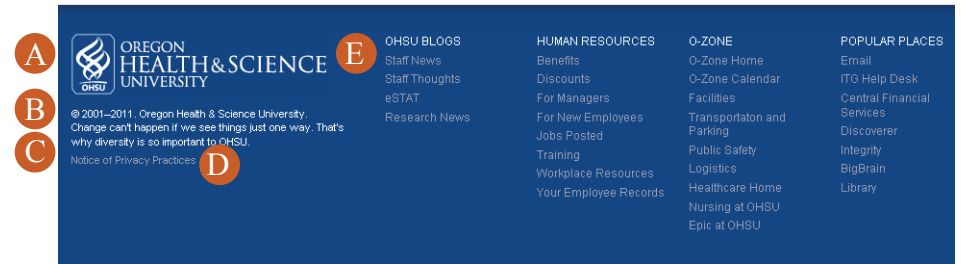
- A. OHSU brand mark
- B. Copyright statement
- C. Diversity commitment statement
- D. Link to privacy practices
- E. Global links

The content and links selected for the global footer focus on resources for OHSU faculty, staff, and students.

EXTERNAL BLOGS FOOTER

The global footer for external blogs closely mirrors the global footer for public-facing OHSU websites. It contains the following elements:

- A. OHSU brand mark
- B. OHSU commitment statement
- C. Copyright Statement
- D. Equal Opportunity Text
- E. Privacy Practices and Accessibility Links
- F. Global Links



Global footer for internal blogs



Global footer for external blogs

APPENDIX

RESOURCES

WordPress Website: <http://wordpress.org/>

RELATED OHSU POLICIES AND GUIDELINES

OHSU Web Visual Identity Guidelines: <http://www.ohsu.edu/xd/about/services/technology/webstrategies/design/visualidentity.cfm>

OHSU Social Media Visual Identity Guidelines: <http://www.ohsu.edu/xd/about/services/technology/webstrategies/design/visualidentity.cfm>

General Blogs Information: <http://www.ohsu.edu/xd/about/services/technology/webstrategies/webtools/blogs/index.cfm>

Blogs Best Practices: <http://www.ohsu.edu/xd/about/services/technology/webstrategies/webtools/blogs/best-practices.cfm>

Requesting a Blog: <http://www.ohsu.edu/xd/about/services/technology/webstrategies/webtools/blogs/requesting-a-blog.cfm>