

Tips for a quick, easy writing-and-design Web site review

By converting or creating your site using Gato, you are helping Texas State achieve a consistent look for its online communications, which represent the university to the public. Although Texas State comprises many colleges, departments and offices, it is a single institution. A consistent look projects a professional image and strengthens the Texas State brand.

Required Reviews

Before your site can go live, the university requires the Webmaster/Educational Technology Center and the Office of University Marketing to review your site for the following:

- technical issues (Do all the links function?)
- content (Are there typos or grammatical errors? Does the text meet Texas State's editorial style guidelines?)
- brand/logo use (Are the logos and other graphic elements used in accordance with Texas State's Branding Standards and Graphic Identity Tool Kit?)

How to Speed Up Your Review

Spell-check and proofread.

Prevent typos and misspelled words by creating content in Microsoft Word (or copying and pasting existing content into it) before you copy it into Gato so you can use Word's spelling checker. Gato does not have a spell-check function. Correcting missed errors makes your review take longer, so use spell-check and ask someone to proofread your site before you submit it for review. Ewe never no watt spell check mite miss.

Use Texas State's editorial style guide.

Visit www.umktg.txstate.edu/resources/guides/editorial-styleguide.html to familiarize yourself with this alphabetical list of university-recommended styles for treatment of dates, names, capitalization and abbreviations as well as correct spelling, capitalization and usage for many Texas State locations and terms, including:

Texas State University-San Marcos — The formal name of the university appears in the logo on every Web page created in Gato, so it's not essential that you use the full name on first reference on each page. When referring to the university in your Web site copy, use either Texas State University-San Marcos, Texas State University or Texas State. Never use TSU, TSUSM or TxSt.

capitalization — Do not capitalize the names of academic disciplines or majors or minors, except those derived from proper nouns. When the name of the discipline is used as part of a title, such as that of a department, capitalization is necessary, but don't use it when speaking of the discipline in general terms:

I studied American history and English at Yale.

Graduate students in the Department of Biology must complete research.

Follow the instructions for applying to the doctoral program in physical therapy.

Capitalize a title when used before a person's name, but lower case the title if it stands alone or follows the name:

the professor; John Smith, professor of literature; Professor Smith

dates — Never add "nd," "st" or "th" to a date:

Classes start August 20.

Month, day and year: Separate the date and year with a comma:

September 1, 2008

When a date appears in the middle of a sentence, follow the year with a comma:

July 4, 1776, is Independence Day.

Month and year: Spell out the name of the month and do not include commas:

October 2008

numerals — Generally, spell out numbers less than 10. Use numerals for 10 and larger numbers, except at the beginning of a sentence. For 999 and larger, include commas where appropriate: 1,000 or 100,000.

times — a.m. and p.m. are lowercased and include periods. Do not use :00 for times on the hour: 5 p.m. or 5:30 a.m. Include a space between the numeral and a.m. or p.m.

e-mail — Hyphenate and use a lowercase “e” unless it is used at the beginning of a sentence or for consistency with an uppercase headline style. (Never capitalize the “m.”)

Web site/Web page — Not Website, website or web site; not webpage or web page. Web is short for World Wide Web, a proper noun, so it is capitalized.

Refer to the university’s Branding Standards and Graphic Identity Tool Kit.

Visit www.umktg.txstate.edu/resources/guides/graphic-styleguide.html to access university guidelines on use of official Texas State colors, logos (which ones are OK to use and how to use them), “the Rising Star of Texas” tagline and other required statements, and more.

Follow these tips on correct use of logos, photos and other graphic elements.

Use only approved Texas State logos. Answer a series of simple questions to download the most appropriate logo for your needs at www.umktg.txstate.edu/resources/logos.html using the Texas State Logo Finder.

DO NOT USE:

- Texas State University logos that are no longer approved for use

DO NOT USE



Texas State University | SAN MARCOS

- Any SWT logo

DO NOT USE



- Athletic logo incorrectly (Super Cat mark must face right only)

DO NOT USE



- Trademarked logo (Current logo is marked with a ®.)

DO NOT USE



Avoid excessively large logos. Horizontal logos that take up more than one-third of the width of the defined white area of the Texas State template page in Gato are too large. Vertical logos that take up more than one-fourth of the width of this white area are too large.

Do not animate the Texas State logo. Please don’t animate logos unless they are being used in conjunction with videos and are viewable in the videos.

Use photos that promote Texas State, not other schools or companies. (Watch for T-shirts and caps with other universities' logos on them.) Exception: if the photo is being used to promote an event for which Texas State is collaborating with another university or company, its logo may be included.

Avoid blurry, stretched photos. Always use photos with a high enough resolution for the Web, and resize photos from one corner to avoid skewing the image out of proportion. Go to <http://gato.its.txstate.edu/gallery/banners.html> to download images that are the correct size for your Web site's banner area.

Use subheads for readability. People often skim Web pages for information they seek. Include short subheads that tell readers what they will find in each section. Subheads also break up what could be long, intimidating blocks of text, which are best to avoid altogether with editing. A colon is not necessary after a subhead.

No all caps YELLING, even in subheads. Use the head and subhead style options available in Gato instead.

Use type treatments sparingly. (all caps, reversed type, italics, underlining and boldface type)

Use only a single space after sentences. (rather than two)