



# Web Style Guide

*Last updated: September 2009*

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# I. Introduction

This style guide applies only to official University pages. Official University pages are defined as web pages on a University web server that have been created by the University, its schools, departments, or other administrative offices. It does not apply to web pages created by individuals, such as students or faculty members.

Every Penn web site contributes to the user's perception of the University. When a user visits the Penn web, they take away with them an impression of the University and its departments. To ensure a unified web presence, official pages of the Penn web should appear to be visually related in order to help promote usability and to reinforce Penn's brand identity.

As part of our branding strategy it is expected that all "high-level" or "cross-university" administrative offices will adopt the heavy branded templates in order to provide consistency of look and image for the University.

Although consistency is important, this style guide takes into consideration the fact that design standards may vary for individual departments and schools. There are several versions of branded templates to assist in the creation of your web site. While the variety of templates offered may reflect elements of the Penn homepage, there are no templates that duplicate Penn's homepage. **Schools, departments, or administrative offices should not attempt to duplicate the homepage, which is intended as a unique gateway into the entire Penn web.** If you choose not to utilize the templates, elements of the style guide, such as color and font standards, may be adopted for use in your design.

However, if you wish to make creative modifications to the templates, please contact University Communications in the early stages of redesigning your site. While there is the option of choosing between several templates, there are certain required elements, which are outlined in the Required Elements section of the style guide.

**In order to provide the University community with additional style options, new templates (Heavy and Medium Branded) have been created. We are soliciting feedback on these templates and encourage anyone with comments, concerns or suggestions to send an email to [eschbach@upenn.edu](mailto:eschbach@upenn.edu). This style guide is using the Blue Side Menu with Gray Toolbar template.**

## II. Required Elements

All official (see Section I.) Penn web sites must contain the following elements:

1. Penn logo (department or school specific, if applicable) in the homepage and subsequent pages of their web sites.

For example: School of Veterinary Medicine logo and the School of Arts and Sciences logo



**Do not alter or manipulate the University shield in any way. Inappropriate use of the shield will dilute its effectiveness. Therefore, the University shield may not be redrawn, reconstructed, or modified in any way.**

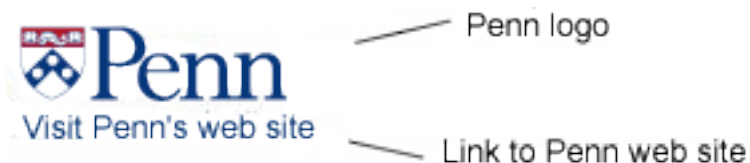
2. All official University web sites are required to include a link back to the Penn homepage (<http://www.upenn.edu>) in the homepage of their individual sites. The link should be easy for users to find and in a font size that is clearly visible.

### Recommended versions:

1. Footer logo and link

When the link back to the Penn homepage is in the footer, the recommended version includes the Penn logo and a clear link back to the homepage that says something like "Visit the Penn web site" or "Penn's Homepage".

For example:

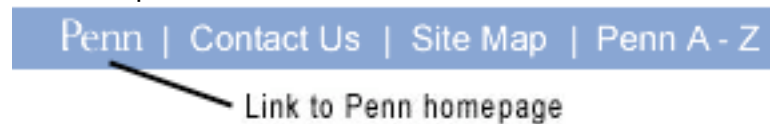


The recommended minimum width for the Penn logo in the footer is 80 pixels

## 2. Toolbar link

A link to the Penn homepage may be incorporated in the toolbar of the template versions that are provided in this style guide.

For example:



## III. Color Values

### Official Colors








Red and blue are the traditional colors for the University of Pennsylvania.

They are as important to the identification program as the logos. To ensure consistency, the University has chosen PMS 201 red and PMS 288 blue as its official colors. The application of these specific colors will create a strong and consistent identity for the University.

The logo can be used in black, white or Penn blue, but no other color is acceptable. Additional information on the Penn Logos, including download information, can be found in the Logo and Branding Standards of this style guide.

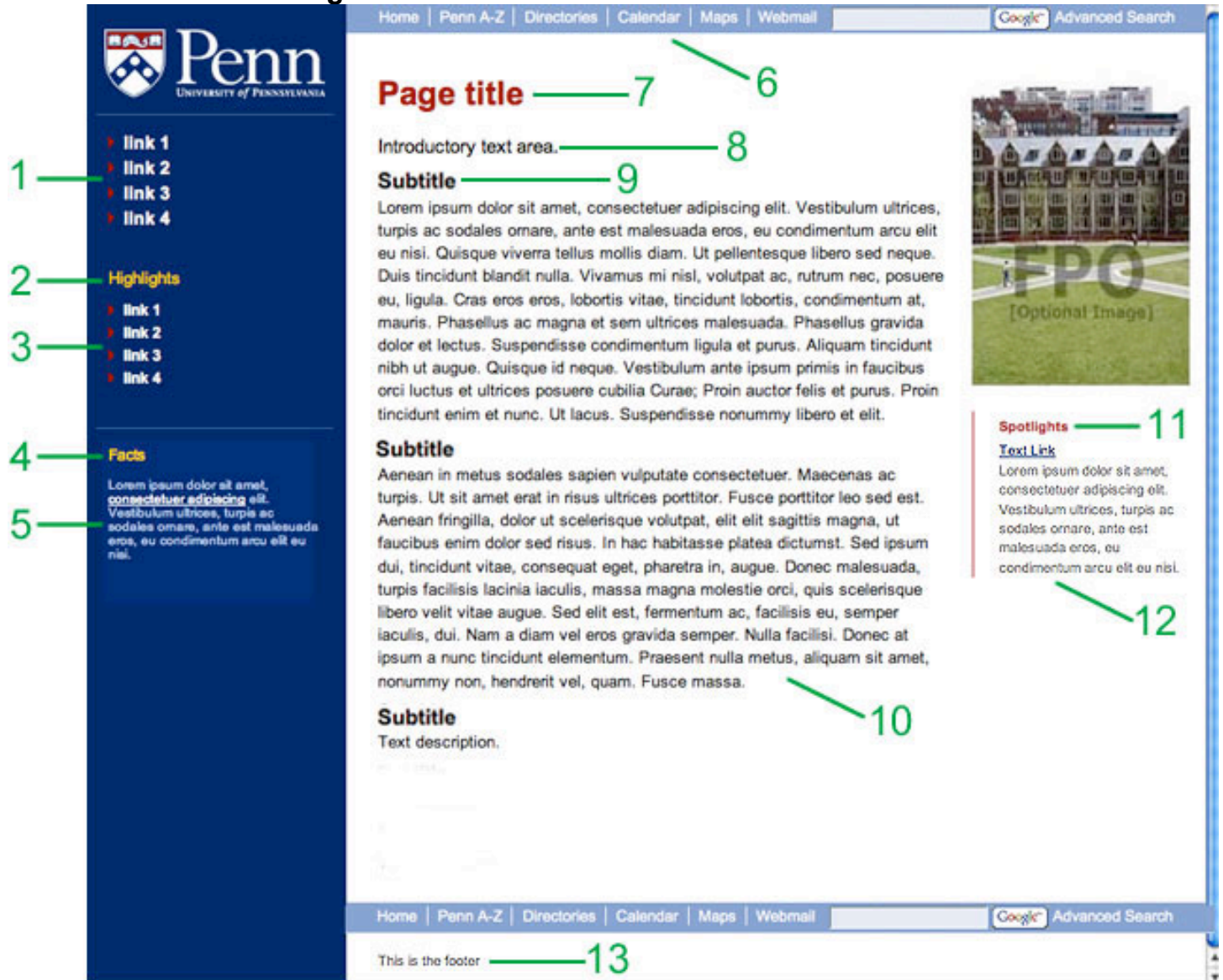
### Colors Used on the Penn Web

The colors below represent the hexadecimal and RGB values of the colors that appear on the central Penn web.

Color	R	G	B	HEX Value
Dark blue 	001	031	091	011F5B
Gold 	255	204	0	FFCC00
Gray 	102	102	102	666666
Light Blue 	160	183	224	A0B7E0
Light Gray 	204	204	204	CCCCCC
Medium Blue 	51	105	153	315496
Red 	153	000	000	990000

## IV. Typography

### Fonts used throughout central Penn web



### Typography: Font sizes and colors

Item		Font	Size	Color	Class  (as referenced in style sheet)
1	Side menu navigation	Arial, Helvetica, sans-serif	1.07em bold (What is em?)*	#FFFFFF	#navigation ul
2	Highlight heading	Arial, Helvetica, sans serif	1.07em	#FFCC00	#navigation h2
3	Highlight links	Arial, Helvetica, sans-serif	0.99em bold	#FFFFFF	#navigation .highlights ul
4	Facts heading	Arial, Helvetica, sans-serif	1em	#FFCC00	#navigation .facts h2

5	Facts text	Arial, Helvetica, sans-serif	0.85em	#A0B7E0	#navigation .facts p
6	Toolbar text	Arial, Helvetica, sans-serif	1em	#FFFFFF	. subNav-container a:link
7	Page title or heading (H1)	Arial, Helvetica, sans-serif	1.99em	#990000	h1
8	Introduction text	Arial, Helvetica, sans-serif	1.24em	#000000	#content p.intro
9	Subtitle (H2)	Arial, Helvetica, sans-serif	1.24 bold	#000000	h2
10	Paragraph text	Arial, Helvetica, sans-serif	1.07em	#000000	#content p
11	Spotlight heading	Arial, Helvetica, sans-serif	1.07em bold	#990000	#spotlight h2
12	Spotlight links/text	Arial, Helvetica, sans-serif	0.85em	#666666	three-column #rightColumn #spotlight
13	Footer text	Arial, Helvetica, sans-serif	0.85em	#666666	#footer

## Helpful Tips

em: The em unit displays font size based on the size set in the user's browser preferences. For example, if the user has specified 12 point as their default size, then the em unit is based off of 12-point type. This measurement allows the user to scale the type as needed for their legibility, and you still control the hierarchy of the type because the size is relative. For example, if you specify an em unit of 1 (1em) and the user's default font size is 12 point, then the font will display in 12 point. However, if the user changes their default font size to 16 point, the font will now display 16 point because the 1em is based of the user's default setting. Em size can also be specified as decimals to get larger or smaller fonts. For example, if the user has 14 point as their default setting, and you specify 0.5em, the font will display at 7 point or half of the default setting.

### Source:

- **Designers Toolbox,**  
<http://www.designerstoolbox.com/designresources/webstandards/fonts/>
- **Additional tips on font size can be found at** <http://www.w3.org/QA/Tips/font-size>

## Typography used for the Penn Logo

### Penn Mark

Penn

### Perpetua

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
TUVWXYZ - 1234567890



### University of Pennsylvania logotype

UNIVERSITY *of* PENNSYLVANIA

### ITC Stone Serif

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
VWXYZ - 1234567890

### ITC Stone Serif Italic

*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*UVWXYZ - 1234567890*

More detailed information on Penn logo guidelines is available in the Logo Style Guide available through Publication Services.



## V. Cascading Style Sheet

The Penn homepage and associated central web pages are CSS-based. Using CSS allows you to separate content from presentation and enables you to store all the information about the style of your web pages in one single document. It also enables you to change colors and layout by changing only the style sheet without the need to make changes to the all of the individual pages. CSS-based layout improves the quality of your web site by increasing accessibility, search engine optimization and the readability for many different browsers and media including: printing, personal digital assistants and cellular phones.

Below is a list of the style sheets for the heavy and medium branded templates, including print-specific style sheets that are used by each of the templates.

**More information on creating print-specific style sheets can be found at**

- [http://www.designplace.org/tutorials.php?page=1&c\\_id=2](http://www.designplace.org/tutorials.php?page=1&c_id=2)
- [http://www.killersites.com/articles/newsletterArchive/Newsletter\\_Nov3\\_2003.htm](http://www.killersites.com/articles/newsletterArchive/Newsletter_Nov3_2003.htm)
- <http://www.alistapart.com/articles/goingtoprint/>
- <http://webdesign.about.com/cs/css/a/aa042103a.htm>

**More information on CSS-based design can be found at**

- <http://www.w3schools.com/css/>
- <http://www.w3.org/TR/CSS2/>
- <http://www.w3.org/Style/CSS/learning>
- <http://www.positioniseverything.net/>
- <http://css.maxdesign.com.au/index.htm>
- <http://www.csszengarden.com/>

**All templates use the following style sheets:**

- \_defaults.css: Located at [http://www.upenn.edu/webguide/style\\_guide/template/css/\\_defaults.css](http://www.upenn.edu/webguide/style_guide/template/css/_defaults.css)
- ie.css: Located at [http://www.upenn.edu/webguide/style\\_guide/template/css/ie.css](http://www.upenn.edu/webguide/style_guide/template/css/ie.css)

**Heavy branded templates use:**

- heavyLayout.css: Located at [http://www.upenn.edu/webguide/style\\_guide/template/css/heavyLayout.css](http://www.upenn.edu/webguide/style_guide/template/css/heavyLayout.css)
- heavyPrint.css: Located at [http://www.upenn.edu/webguide/style\\_guide/template/css/heavyPrint.css](http://www.upenn.edu/webguide/style_guide/template/css/heavyPrint.css)
- The new heavy branded templates use different style sheets. These style sheets can be viewed at [http://www.upenn.edu/webguide/style\\_guide/new/index.html](http://www.upenn.edu/webguide/style_guide/new/index.html)

## Medium branded templates use:

- mediumLayout.css: Located at [http://www.upenn.edu/webguide/style\\_guide/template/css/mediumLayout.css](http://www.upenn.edu/webguide/style_guide/template/css/mediumLayout.css)
- mediumPrint.css: Located at [http://www.upenn.edu/webguide/style\\_guide/template/css/mediumPrint.css](http://www.upenn.edu/webguide/style_guide/template/css/mediumPrint.css)
- The new medium branded templates: Located at
- [http://www.upenn.edu/webguide/style\\_guide/new/css/red-side-gray-toolbars.css](http://www.upenn.edu/webguide/style_guide/new/css/red-side-gray-toolbars.css).

Each medium color specific template (except for the Blue Band templates and the new medium branded templates) uses an extra CSS file in addition to the base CSS files above. Below is a list of the additional style sheets that are used by the individual templates.

- Blue Band templates  
These templates do not use an additional style sheet.
- Red Band templates redbandLayout.css: Located at [http://www.upenn.edu/webguide/style\\_guide/template/css/redbandLayout.css](http://www.upenn.edu/webguide/style_guide/template/css/redbandLayout.css)
- Blue No Side Navigation templates nosideLayout.css: Located at [http://www.upenn.edu/webguide/style\\_guide/template/css/nosideLayout.css](http://www.upenn.edu/webguide/style_guide/template/css/nosideLayout.css)
- Red No Side Navigation templates rednosideLayout.css: Located at [http://www.upenn.edu/webguide/style\\_guide/template/css/rednosideLayout.css](http://www.upenn.edu/webguide/style_guide/template/css/rednosideLayout.css)

## VI. Page Guidelines and Templates

In order to provide the University community with additional style options, new templates (Heavy and Medium Branded) have been created. We are soliciting feedback on these templates and encourage anyone with comments, concerns or suggestions to send an email to [eschbach@upenn.edu](mailto:eschbach@upenn.edu). The web version of the style guide is using the Blue Side Menu with Gray Toolbar template.

There are two different styles of templates, heavy and medium branded, both of which offer different variations. While the variety of templates offered may reflect elements of the Penn homepage, there are no templates that duplicate Penn's homepage. **Schools, departments, or administrative offices should use the templates provided and not attempt to duplicate the homepage, which is intended as a unique gateway into the entire Penn web.** Please contact the University Communications web team if you have any further questions or concerns.

**The templates provided should only be used for official Penn web pages and are not intended for use by any outside group or institution. Official web pages are defined as any web page on a Penn web server that have been created by the University, its schools, departments, or other administrative offices.**

Please note that these XHTML CSS-based templates are all CSS-based designs.

## New Heavy Branded Templates

The screenshots below are provided to give you an idea of how that particular template will look. Please note that the screenshots only show the pages in three-column format and not two-column or single column format. The templates have been separated by side menu color, toolbar color and by the number of toolbars each template contains. The first column describes the side menu color, the second column describes the toolbar color and the third column includes a link to the associated style sheet. University Communications is interested in getting feedback on the new templates. Please send any suggestions, comments or questions to [eschbach@upenn.edu](mailto:eschbach@upenn.edu).

### Blue sidebar with medium blue toolbars. Banner has dark blue background.









### Blue sidebar with medium blue toolbars. Banner has white background.





# Logo here

School or Page Logo

[Link](#)
[Link](#)
[Link](#)
[Link](#)
[Link](#)
[Link](#)


[Google](#)
[Advanced Search](#)

## Page Title <h1>

Nullam lorem justo, vehicula vitae, adipiscing eget, scelerisque eget, turpis. Donec viverra. Quisque metus nunc, pellentesque a, scelerisque vel, elementum in, diam. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae. Nam eu nisl sed massa porta suscipit. Vestibulum lacus lorem. In magna odio, pretium id, ornare in, vestibulum ultrices, pede. Nullam nec urna eget enim gravida blandit. Aliquam lacus diam consectetur sapien. Sed venenatis.


Nullam lorem justo, vehicula vitae, adipiscing eget, scelerisque eget, turpis. Donec viverra. Quisque metus nunc, pellentesque a, scelerisque vel, elementum in, diam. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae. Nam eu nisl sed massa porta suscipit. Vestibulum lacus lorem. In magna odio, pretium id, ornare in, vestibulum ultrices, pede. Nullam nec urna eget enim gravida blandit. Aliquam lacus diam consectetur sapien. Sed venenatis.

### Additional link area



Include a short description here.

[Read more >](#)



Include a short description here.

[Read more >](#)


Photo caption text if necessary

[Link](#)
[Link](#)
[Link](#)
[Link](#)
[Link](#)
[Link](#)

[Google](#)
[Advanced Search](#)


Footer information here.








Footer information here.



Logo here

School or Flash Logo



[Link](#) | [Link](#) | [Link](#) | [Link](#) | [Link](#) | [Link](#)

[Google](#) [Advanced Search](#)


[Link](#)  
[Link](#)  
[Link](#)  
[Link](#)  
[Link](#)  
[Link](#)

## Page Title <h1>

Nulam lorem justo, vehicula vitae, adipiscing eget, scelerisque eget, turpis. Donec viverra. Quisque metus nunc, pellentesque a, scelerisque vel, elementum in, diam. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Nam eu nisl sed massa porta suscipit. Vestibulum lacus lorem. In magna odio, pretium id, ornare in, vestibulum ultrices, pede. Nulam nec urna eget enim gravida blandit. Aliquam lacus diam consectetur sapien. Sed venenatis.


Nulam lorem justo, vehicula vitae, adipiscing eget, scelerisque eget, turpis. Donec viverra. Quisque metus nunc, pellentesque a, scelerisque vel, elementum in, diam. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Nam eu nisl sed massa porta suscipit. Vestibulum lacus lorem. In magna odio, pretium id, ornare in, vestibulum ultrices, pede. Nulam nec urna eget enim gravida blandit. Aliquam lacus diam consectetur sapien. Sed venenatis.

**Additional link area**



Include a short description here.

[Read more >](#)



Include a short description here.

[Read more >](#)

Photo caption text if necessary

[Link](#) | [Link](#) | [Link](#) | [Link](#) | [Link](#) | [Link](#)

[Google](#) [Advanced Search](#)

Footer information here.

Footer information here.

## Heavy Branded Templates

### HB Version A:

These templates include the dark blue sidebar navigation and the global Penn web toolbar (Home, Penn A-Z, Directories, etc...) at the top and bottom of the page. It is available in a two column and three column format (see example HB-1 below).



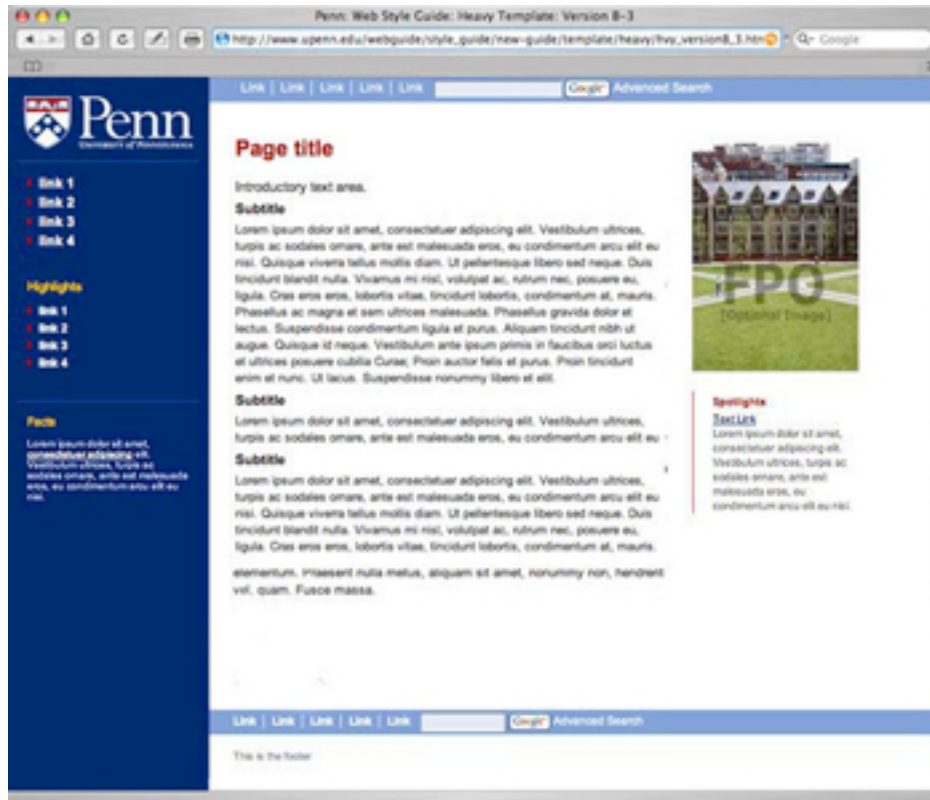
HB-1

- Two column template  
File location:  
[http://www.upenn.edu/webguide/style\\_guide/template/heavy/hvy\\_versionA\\_2.html](http://www.upenn.edu/webguide/style_guide/template/heavy/hvy_versionA_2.html)
- Three column template  
File location:  
[http://www.upenn.edu/webguide/style\\_guide/templates/heavy/hvy\\_versionA\\_3.html](http://www.upenn.edu/webguide/style_guide/templates/heavy/hvy_versionA_3.html)



## HB Version B:

In these templates, the top and bottom toolbars may contain links specific to the individual school or department, instead of the global toolbar that appears in HB Version A. These templates are available in a two column and three column format (see example HB-2 below).



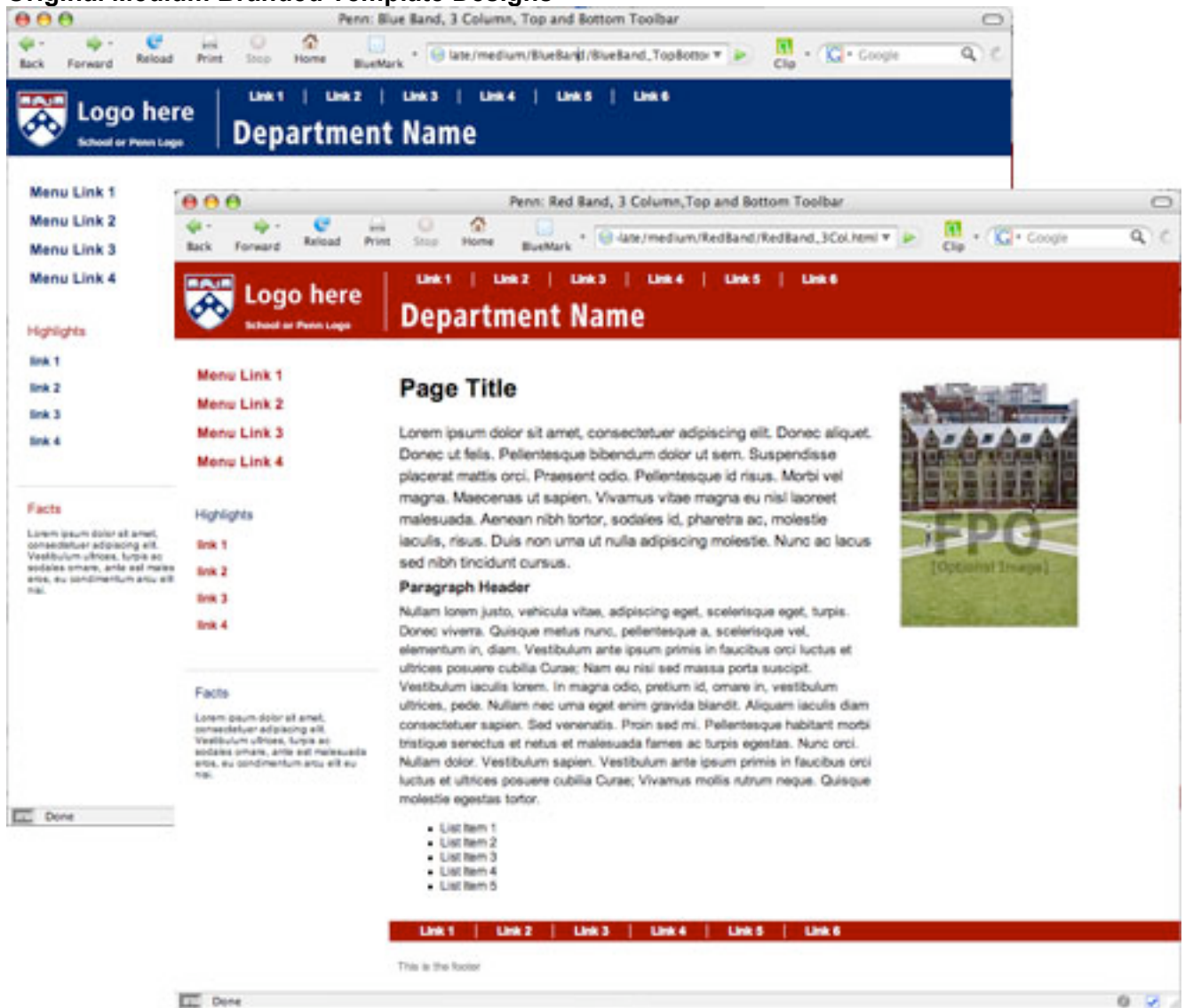
HB-2

- Two column template  
File location:  
[http://www.upenn.edu/webguide/style\\_guide/templates/heavy/hvy\\_versionB\\_2.html](http://www.upenn.edu/webguide/style_guide/templates/heavy/hvy_versionB_2.html)
- Three column template  
File location:  
[http://www.upenn.edu/webguide/style\\_guide/templates/heavy/hvy\\_versionB\\_3.html](http://www.upenn.edu/webguide/style_guide/templates/heavy/hvy_versionB_3.html)

## Medium Branded Templates

These templates have been created to provide additional design options while still remaining true to the style of the central Penn web. Several variations of medium templates are available for download. Templates are available in one, two and three column formats, as well as in several different colors. See example MB-1 to view several of the templates that are available. **New medium branded designs are also available** and an example of the new templates can be seen in example MB-2. All of the medium branded templates can be accessed at the following location: [http://www.upenn.edu/webguide/style\\_guide/medium.html](http://www.upenn.edu/webguide/style_guide/medium.html).

### Original Medium Branded Template Designs \*



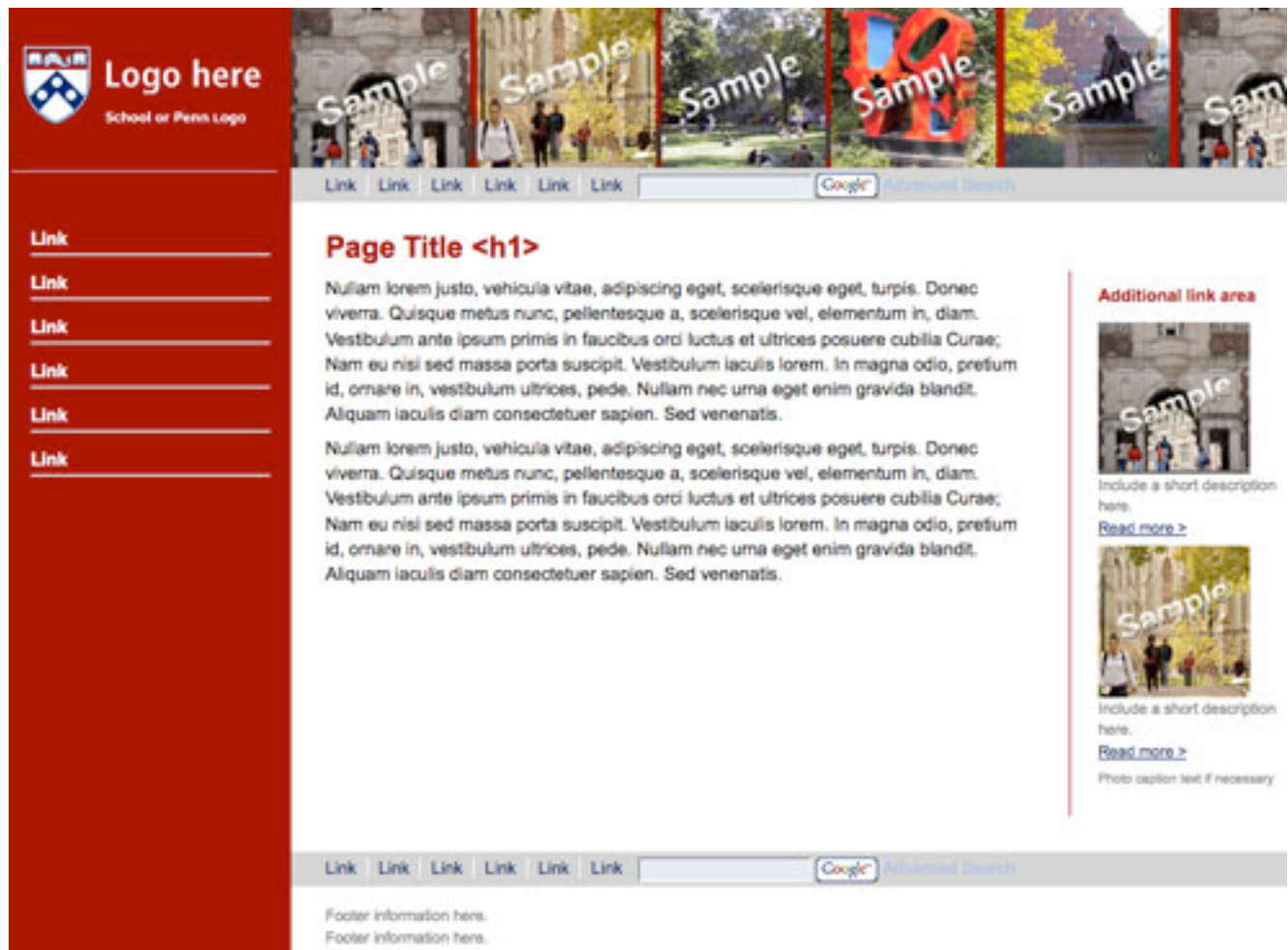
MB-1

**\*Please note:** Currently, Dreamweaver 8 is not able to correctly display all valid web standards. Adobe says that they are working on upgrading this feature for future releases, but currently there is no fix or work-around to have pages display correctly. The original medium templates (shown in MB-1) will not display correctly in Dreamweaver but **will** display correctly in your browser and comply with valid web standards. Try opening one of the templates in Dreamweaver, select "Code and Design" from the View menu or the Split button (depending on what version you have) and click around in the Design mode section. When you click on an area, the cursor in the Code mode automatically moves to the section you selected in the Design mode section. **The new medium templates (shown in MB-2) will render properly in Dreamweaver and in your browser. All pages using the medium templates should be previewed in your browser before uploading to the site.**

Adobe states that the newest version of Dreamweaver includes CSS tools to make creating and maintaining CSS-based sites easier.

## New Medium branded templates

The new medium branded templates are available in single and double toolbars iterations and in two and three column formats. These new templates can be viewed at [http://www.upenn.edu/webguide/style\\_guide/new/index.html#medium](http://www.upenn.edu/webguide/style_guide/new/index.html#medium)



MB-2



## VII. Penn Logo Identity and Branding Standards

The University of Pennsylvania has been synonymous with excellence for well over 200 years. The Penn logo and university shield are graphic manifestations of our tradition and reputation. They are an integral component of the overarching Penn experience and are as central to the University as College Hall, Locust Walk or Ben Franklin. These symbols play an important role in promoting the Penn brand and as such, it is important that the logo not be physically altered. With the reputation of the University in mind we have devised a few, simple, easy-to-follow rules regarding logo usage.

The images on this page are the primary graphic elements of The University of Pennsylvania identification program. Use is authorized only for members of the University community in applications supporting the University's mission. The University reserves the right to deny permission for uses it deems injurious to the interests of the University or members of its community. These images must be used according to the official guidelines (available through Publication Services).

The EPS versions should be used in print publications and the GIF versions should be used online (at the size in which they appear on this page). To ensure that the EPS versions are used only by members of the University or authorized agencies working on behalf of the University, it is necessary to use a PennKey ID and password to access the logos.

Please use the official renditions of the Penn logo, available at [http://www.upenn.edu/webguide/style\\_guide/logo.html](http://www.upenn.edu/webguide/style_guide/logo.html) and **do not distort or manipulate the logo in any way**. More detailed information on Penn logo guidelines is available in the Logo Style Guide available through Publication Services.

## The Penn Brand

The logos on this page are the primary graphic elements of the University branding program. Consistent application and precise production of the logos will identify and reinforce public awareness of the University, its schools, departments, and other areas. When the logos are used properly with the other elements of the identification program, a unique and effective visual style can be established. The logos and their treatment described in the following pages are: the official Penn logo and the official logotype, the various school logos and samples of applications.

### The Penn Mark



The University Shield

The University of Pennsylvania  
logotype

The top edge of the  
University Shield aligns the  
top edge of the Penn Mark

The bottom edge of the  
University Shield aligns  
the bottom edge of the  
University of Pennsylvania  
logotype



equal distance

The width of the Penn Mark equals the  
width of the University of Pennsylvania  
logotype

For smaller formats this  
logo can be used with the  
University of Pennsylvania  
logotype as a separate  
element.



## The Penn Logo

### Specific design recommendations for using the Penn Logo:

Examples of correct usage of the Penn logo:

Please use the logo variation with the dark text if you are placing the logo on a white background,



Please use the logo variation with the white text if you are using a colored background,



A style guide demonstrating correct usages as well as logo specifications is available for download at <http://www.business-services.upenn.edu/publicationservices/pdf/logostyleguide.pdf>

## Toolbar and Side Navigation Graphics

Images can delay the downloading of a web page. If an image or graphic takes too long to download, users may become frustrated and leave the site. Please ensure that all images for use on the web are 72ppi.

The "Google Search" button is used in the universal toolbar and two red arrows are used in the left side navigation. Please do not change the size of the images or distort them in any way.

Image	
Universal toolbar graphic	 google_univ.gif
Side navigation graphic	 arrowRed.gif
Side navigation rollover graphic	 arrowRed_on.gif

## VIII. Accessibility

The University of Pennsylvania web site is frequented by a diverse group of people from around the globe. Some of our users have visual or motor skill impairments and utilize assistive technologies such as screen readers and text-only browsers; others view our pages using outmoded technologies and slow connection speeds. As such, it is important that web developers and content providers be cognizant of these limitations and strive to make their pages accessible to the greatest number of people possible.

The accompanying page templates, and the central University web pages on which they are based, have been constructed to meet level one of the WC3 Web Content Accessibility Guidelines (<http://www.w3.org/TR/WAI-WEBCONTENT/>). It is recommended that developers and content providers familiarize themselves with these standards and work to maintain at least this level of accessibility.

### More information on web accessibility is available at:

- World Wide Web Consortium (WC3) Web Accessibility Initiative: <http://www.w3.org/WAI/>
- Web AIM (Accessibility In Mind): Introduction to Web Accessibility- <http://www.webaim.org/intro/>
- WC3 Resources: <http://www.w3.org/WAI/Resources/>
- WC3: <http://www.w3.org>
- Web Standards Project - <http://www.webstandards.org/>
- Web Usability: <http://www.usability.com.au/index.cfm>

### Some useful tools for developing accessible pages are:

- W3 Schools: [http://www.w3schools.com/quality/quality\\_accessibility.asp](http://www.w3schools.com/quality/quality_accessibility.asp)
- Watchfire WebXACT (page validation tool): <http://webxact.watchfire.com/>
- Lynx (text-only web browser): <http://www.delorie.com/web/lynxview.html>

## IX. Best Practices on the Web

In order to create a satisfying user experience, all official Penn web sites should follow best practices. Here are a few guidelines that can help you in the creation of your site.

- Keep navigation consistent throughout the site. Users should always be able to return easily to your homepage and to other major navigation points in the site, including the main Penn web site.
- Divide your information into clearly defined sections.
- Ensure that all images include an "ALT" tag and height and width information.
- Use Cascading Style Sheets to create the layout and style of your site. The "font" tag should no longer be used.
- Understand the importance of search usability and search engine optimization (SEO) Learn more about SEO at:
  - <http://www.google.com/support/webmasters/bin/answer.py?answer=35291&cbid=-10m2zyovfbnmr&src=cb&lev=answer>
  - <http://www.seochat.com/>
- Links should be created using text that makes sense when read out of context. For example, avoid "click here".
  - Always check your work using a validator such as the W3C Markup Validation Service at <http://validator.w3.org>. Style sheets can be validated using the [W3C CSS Validation Service](#)
- Create pages using XHTML.

Additional tips can be found in the Google Webmaster Guidelines at:  
<http://www.google.com/support/webmasters/bin/answer.py?answer=35769>.

## **X. Content Guidelines**

To maintain Penn's brand identity, official Penn web sites should use consistent terminology. All official web sites should follow the content guidelines below:

- email: Use "email" instead of "e-mail; do not hyphenate; lowercase it except at the start of a sentence.
- homepage: Use as one word; lowercase.
- online: Use as one word; do not hyphen.
- World Wide Web: Capitalize when referring to the "World Wide Web."
- webmaster: Use as one word; do not capitalize.
- web site: Use as two words; do not capitalize.
- webcast: Use as one word; do not capitalize
- URL: capitalize. Do not spell out "uniform resource locator".

## **XI. Contact Us**

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