

Typography

NC State's primary typeface is Univers. Univers is a broad family, and University Communications has obtained site licenses for many of the faces within the font family. A limited number of licenses for Univers are available, free of charge, to professional communicators across campus who agree to use them within brand parameters. If you're interested in receiving a license, contact ncstatebrand@ncsu.edu.

Univers Light

Univers Light Condensed

Univers Light Oblique

Univers Light Condensed Oblique

Univers Roman

Univers Condensed

Univers Oblique

Univers Condensed Oblique

Univers Bold

Univers Bold Condensed

Univers Bold Oblique

Univers Bold Condensed Oblique

Web Headings

Extended Content

h1 Heading

h2 Heading

h3 Heading

h4 Heading

h5 Heading

h6 Heading

p Body

Blockquote

Default Content

h1 Heading

h2 Heading

h3 Heading

h4 Heading

h5 Heading

h6 Heading

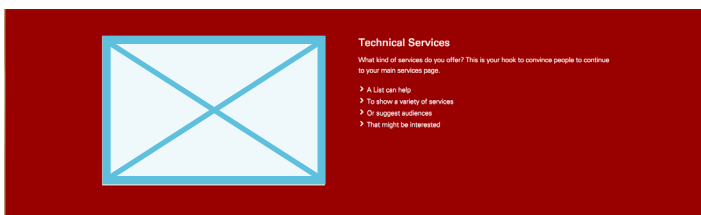
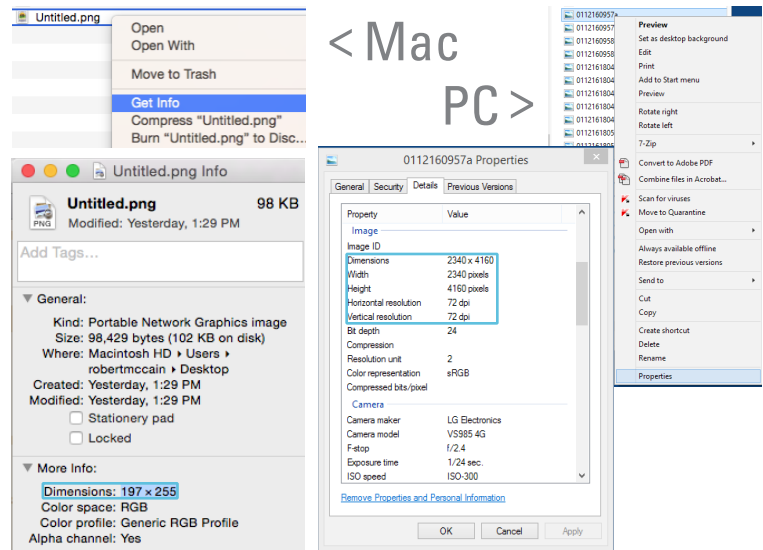
p Body

Blockquote

Images

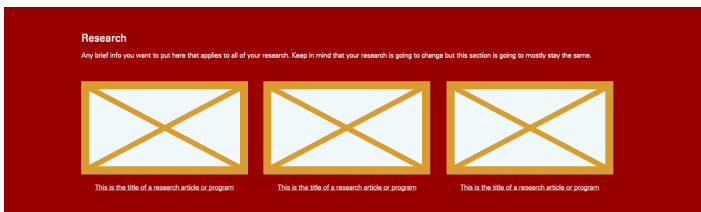
In keeping with the NCSU branding, the new ITRE website will feature more imagery and less text to convey our message to an audience.

Please be aware of the size and resolution of your images. Dimensions can be found by right clicking an image and viewing more info/properties. **72 dpi** is standard for the web.



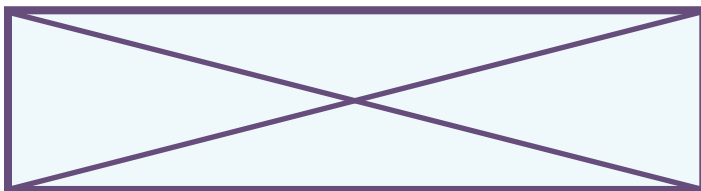
News & 2 Column Images

At least **600px** wide at a **3:2** ratio



3 Column Images

At least **450px** wide at a **2:1** ratio

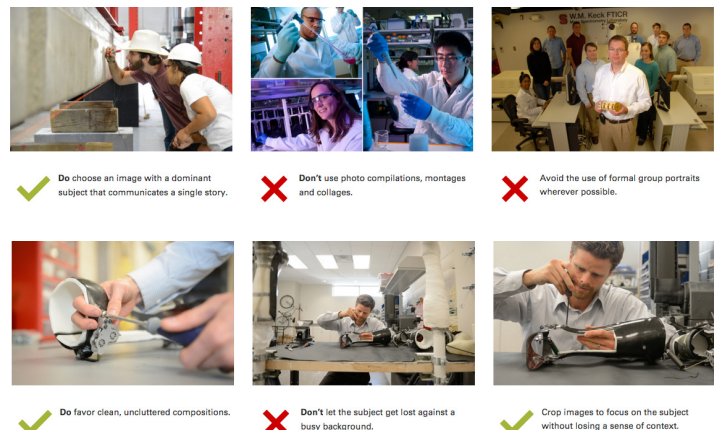


Banner Images

At least **1900px** wide at a **4:1** ratio

When choosing imagery, keep in mind what you convey with the subject matter. Avoid group shots or crowded imagery. When taking photographs, try to capture many different angles to allow for wider use in the future.

Image names should be descriptive of the content or purpose, rather than a series of numbers, to allow for easier identification.



Public Drive

Save the original, unedited image files to the public drive under PHOTOS as:

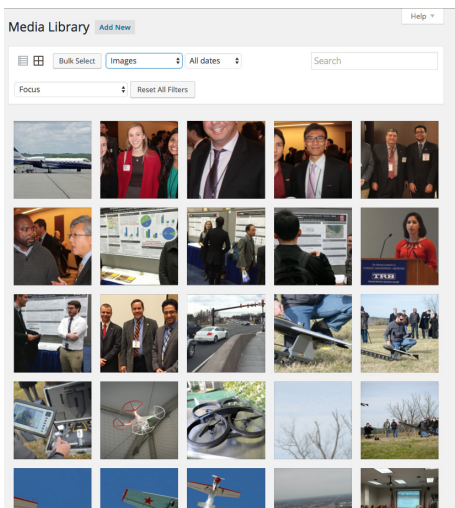
P://PHOTOS / **yearTaken** / **subjectMatter** / **descriptiveName.jpg**

Dashboard

The screenshot shows the WordPress dashboard for a user named 'Howdy, test'. The left sidebar contains navigation links: Dashboard, Home, Posts, Media, Pages, Profile, and Collapse menu. The main content area is titled 'Dashboard' and is divided into three columns. The first column contains an 'Activity' widget showing a list of recent posts with their timestamps and titles, and a 'Comments' widget showing a comment from 'Mr WordPress'. The second column contains a 'WordPress News' widget with a list of recent news items, including 'WordPress 4.5 Release Candidate' and 'WPTavern: Latte: A Free One-Page WordPress Theme to Showcase Your Profile'.

Media

Many images have been uploaded already for use on the web and categorized for easy searching. If you need to add a new image, refer to the branding guidelines and tag the images appropriately.



Pages

Pages are static areas of content editable by **Administrator** and **Director** level users. The Extended Content template designed by OIT uses Advanced Custom Fields to offer a flexible layout. When used, content in the main Wordpress editing box will not display on the page.



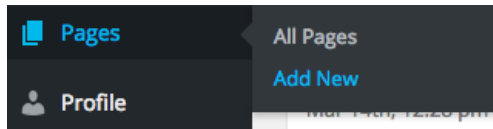
Posts

Posts are dynamic content, used on the ITRE website to display News, editable by **Administrator** and **News** level users. The first image or featured image of a post will be used for display on the ITRE homepage. All news posts require at least one image.



New Page

Pages are static content which can be submitted for review by **Directors** and published by **Administrators**. The **Extended Content template** from OIT offers a flexible layout using Advanced Custom Fields and does **not** display any content placed in the default Wordpress editing field.



- 1 Page Title
- 2 Default Content
- 3 Publish / Submit
- 4 Template Options
- 5 Extended Content
 - 5a Banner
 - 5b Alternate Title
 - 5c Automenu (uses h2 tags)
 - 5d Basic Text (up to 3 columns)

Image will automatically crop and appear above the column, if added.
 - 5e NCSU Callout

A screenshot of the 'Add New Page' form in WordPress. The form is divided into several sections. At the top, there is a 'Page Title' field (1). Below it is a large text area for 'Default Content' (2). To the right of the text area is a 'Publish' box (3) with 'Save Draft', 'Preview', and 'Submit for Review' buttons. Below the 'Default Content' field is a 'Word count' field showing '0'. To the right of the 'Default Content' field is a 'Page Attributes' box (4) with 'Parent', 'Template', and 'Order' fields. Below the 'Default Content' field is an 'Extended Content' section (5) with a button 'Add Content Section'. Below the 'Extended Content' section is a '1. Banner (full-width image)' section (a) with fields for 'Background Color', 'Image', 'Headline', 'Sub-heading', 'Link to', 'Caption', and 'Overlay'. Below the 'Banner' section is a '2. Page Title' section (b) with an 'Alternate Title' field. Below the 'Page Title' section is a '3. Automenu' section (c) with a 'Message' field.

d

4. Basic

Padding

Control the padding above and below the section

☒ default
 ☐ no padding
 ☐ only pad above
 ☐ only pad below

Background Color

Wolfpack White

Columns

Content

Add Media

B I ABC

p

1

Image

Image will display at top of column. They work best if you have more than one column of content.

No image selected

Add Image

Image Link

Link to attach to the above image

Content

Add Media

B I ABC

Columns

The basic content section can support up to 3 columns, automatically adjusting the width for different screen sizes, with an optional 2 column 30/60 split.

e

5. Call-out

Padding

Control the padding above and below the section

☒ default
 ☐ no padding
 ☐ only pad above
 ☐ only pad below

Background Color

Wolfpack White

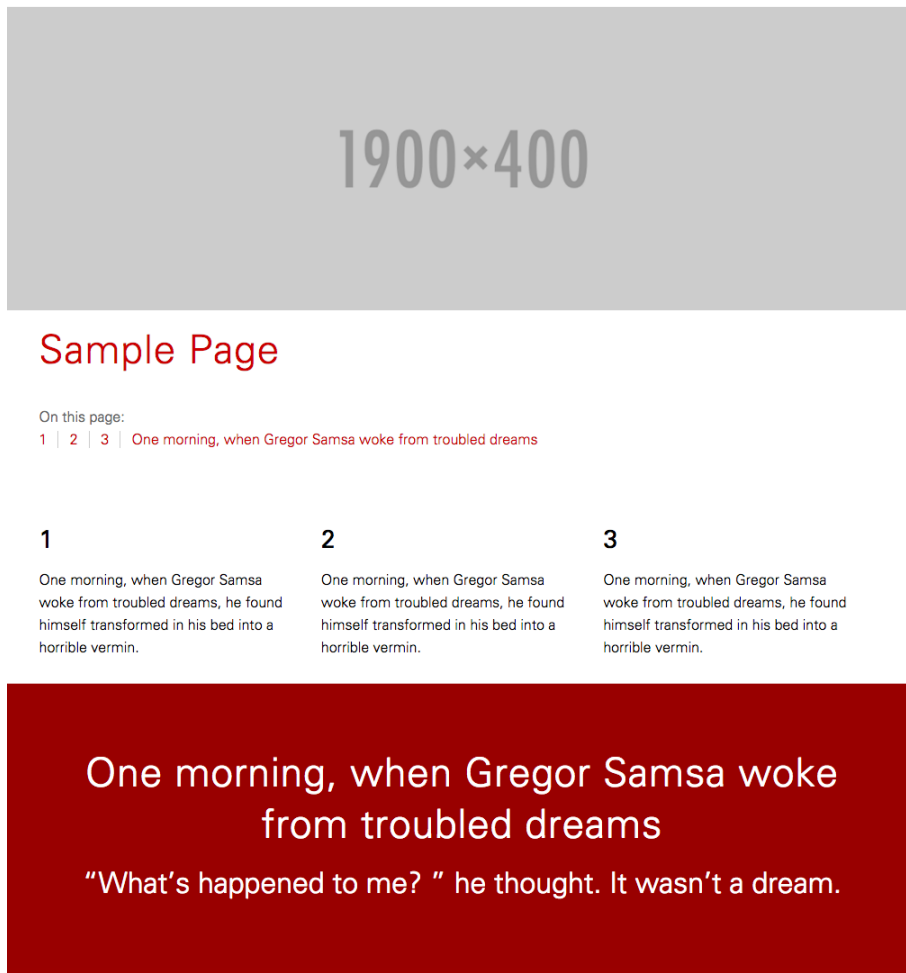
Headline

Content

B I U ABC

p

Front End



5a Banner

5b Alternate Title

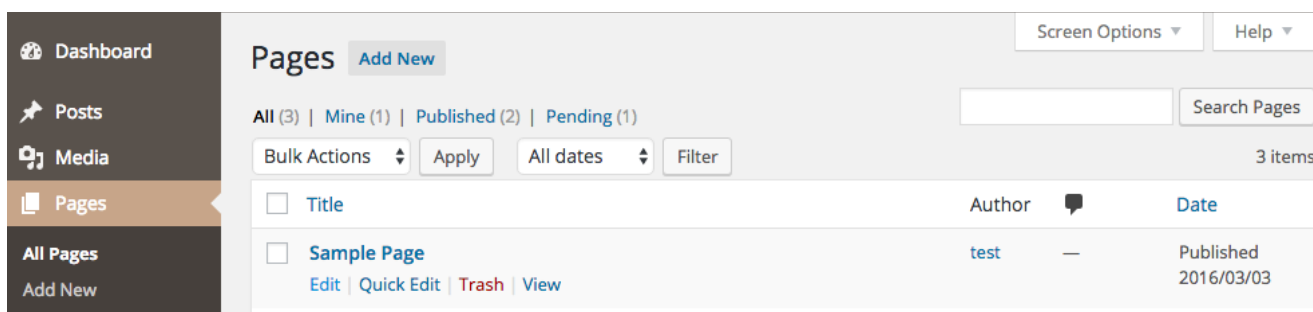
5c Automenu

5d Basic Text (Three Column)

5e NCSU Callout (Reynolds Red)

Editing a Page

Directors can edit any page where they are listed as an author. Administrators can edit any page and assign any user as the author. Revisions are saved and can be restored in the event of an error.

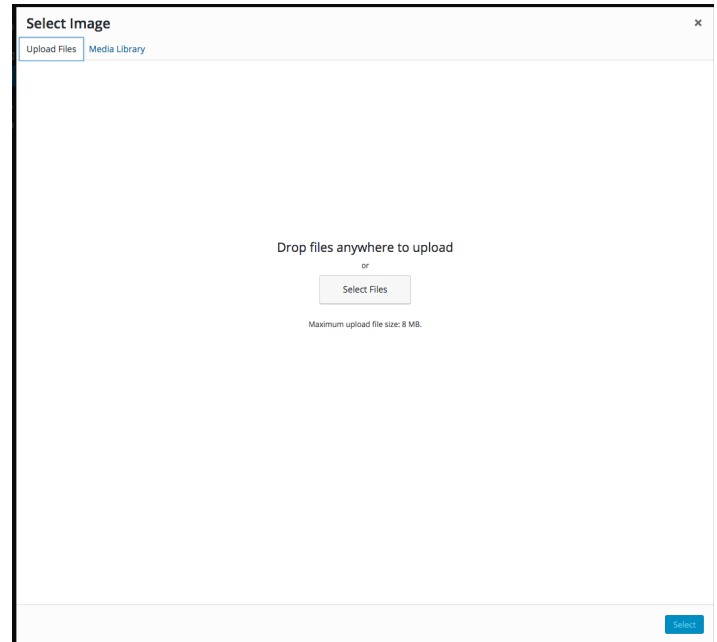
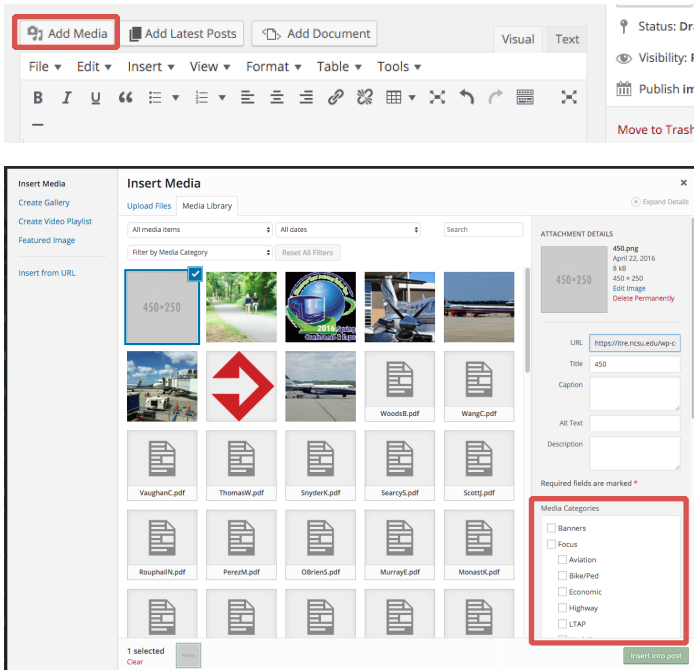


Administrator Approval

While new posts and pages are held for approval before going live, **revisions are not**. Edits should be made sparingly and with pre-approval from an administrator.

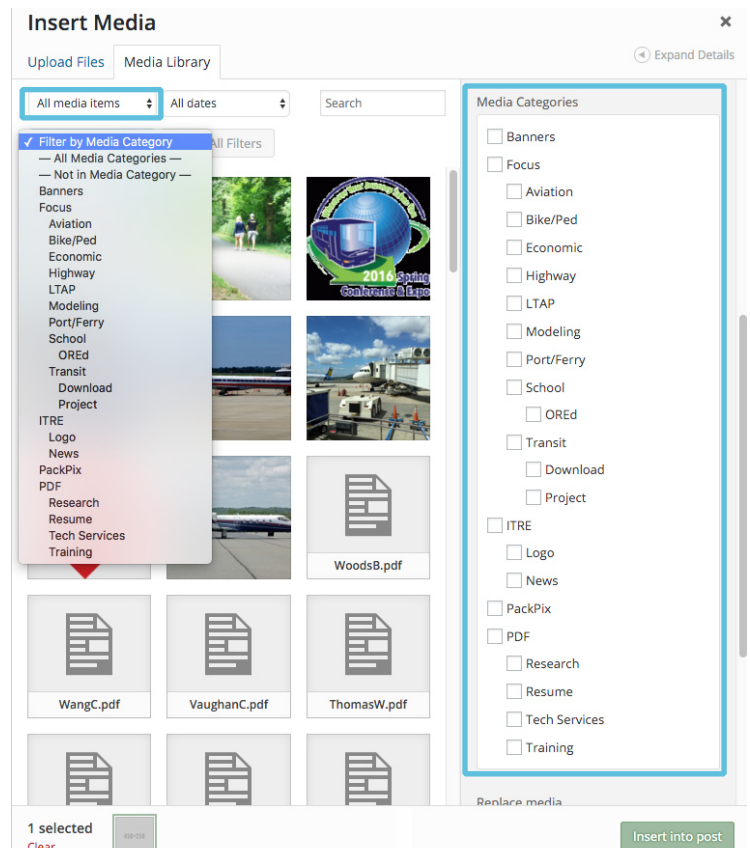
Inserting a File

To insert a file or image, click the **Add Media** button and select the file(s) you want. If the file is not already in Wordpress, you can upload a new file. When uploading a new file, be sure to check the appropriate **Media Categories** so that the file can be easily located in the future.



Media Categories

Media Categories are generated using the Enhanced Media Library plugin and allow media within wordpress to be categorized and searched more easily. Categories must be manually assigned when uploading new files. All images used in **News** posts should be given the **News category**, in addition to any others, and any image which is 1900x400px should be given the **Banners category**, in addition to any others. Images downloaded from PackPix should be labeled with the **PackPix category**.



Easy FAQ with Expanding Text

Easy FAQ can be turned off or on for specific pages or portions of pages, with instructions on the right. This plugin creates an accordion effect on H tags to hide and display content.

▼ Intermediate ModelBuilder

▲ ModelBuilder Bundle

2 Day | \$630

This course is for those who wish to learn how ModelBuilder can be used to help automate processes, standardize workflows and provide process documentation.

Make Animated Drop Down Text

If you would like to give this page an accordian-style drop-down text effect, where users click headings to reveal additional content, select one of the options below:

- ☐ Check this box if you want to apply the drop-down effect to the entire page.
- ☒ Check this box to apply the drop-down effect only to sections on the page wrapped in the shortcodes [bg_faq_start] and [bg_faq_end]

Only one question open at a time? When users open one question on this page, do you want all other opened answers to disappear as the new answer appears?

- ☒ Yes ☐ No ☐ Default from plugin settings

Do you want a visual cue on the questions on this page?

- ☐ Plus Sign / Minus Sign **+** **-**
- ☒ Up Arrow / Down Arrow **▲** **▼**
- ☐ White Plus Minus Sign
- ☐ White Up and Down Arrows
- ☐ None
- ☐ Default from plugin settings

The Course Descriptions portions of the training pages use the expanding FAQ to save space while displaying a long list of possible courses and information about them.

Shortcode is used to allow for uncollapsed section headings. Any H element that is not H6 inside the shortcodes automatically collapses with any non-H tagged text below it nesting inside. The Course titles in the example to the right are H5 tagged, with the description a regular P

More info about this plugin can be found at <http://bryangentry.us/easy-faq-page-with-expanding-text-wordpress-plugin/>

h4

ModelBuilder

[bg_faq_start]

MODELBUILDER BASICS

1 Day | \$400

This course is for those who wish to learn how ModelBuilder can be used to help automate GIS geoprocessing, standardize workflows, and provide process documentation. Topics covered include: Creating interactive models, controlling

h4

h4

This 2-day course combines the ModelBuilder basic and intermediate

ModelBuilder courses at a 10% discount.

[bg_faq_end]

h4

Python for ArcGIS

[bg_faq_start]

INTRODUCTION TO PYTHON BASICS FOR ARCGIS

2 Days | \$800

h4