WEB DESIGN GUIDELINES

Policy Document Information	
Policy Document Category:	University-wide
Policy Document Owner:	Office of University Communications
Scope:	Applies to: All Staff
Effective Date:	16 December 2021
POLICY DOCUMENT HISTORY	

Version No.	Approved by (Name, Designation)	Approval Date	Effective Date	Policy Document Change
V1	Ms Ovidia Lim-Rajaram Chief Communications Officer	27 March 2018	27 March 2018	
V2	Ms Ovidia Lim-Rajaram Chief Communications Officer	16 December 2021	16 December 2021	Minor Amendment - to use the Official Template for alignment with the UPF

1 DEFINITIONS & INTEPRETATION

Please refer to Appendix 1 for the definition of the various capitalised terms used in this Web Design Guidelines ("**Policy Document**").

2 RATIONALE & OBJECTIVES

The Web Design Guidelines aims to establish a set of standards so as to:

2.1 Create consistent and cohesive online branding for all NUS main websites;

2.2 Ensure a smooth and user-friendly online experience across different NUS websites; and

2.3 Achieve the goals of NUS websites, such as:

- To position NUS as a leading global university

- To project the University as a vibrant university which offers transformative education, conducts high-impact research and provides dedicated service

- To provide accurate and timely information on NUS to both the external and internal communities

3 SCOPE

This Policy Document applies to all Staff and Students across the University. The NUS Office of University Communications (UCO) reserves the right to amend or waive, in whole or in part, these guidelines on a case-by-case basis.

A. GUIDELINES

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4 GLOBAL STYLE GUIDE

4.1 The NUS website uses the primary colour palette of Orange (RGB/Website: R239, G124, B0, #EF7C00) and Blue (RGB/Website: R0, G61, B124, #003D7C)

4.2 The NUS website uses the font-family CSS property, which allows for a prioritised list of font family, in the following order - Helvetica Neue, Helvetica, Arial, and sans-serif.

This is in line with the latest Bootstrap's typography guidelines, which ensure maximum cross-browser and cross-platform support. In the case where Helvetica is not installed on a machine, the browser selects and loads the next font in the list.

4.3   Please refer to the Web Style Guide for more details on the colours, font type and font sizes to utilise for NUS websites.

5.   MANDATORY SECTIONS

5.1   The four mandatory sections are (a) Logo, (b) Global Navigation Bar, (c) Footer Background Colour and (d) Copyright Links:

   a. Logo

        The NUS logo cannot be resized or replaced with any logo other than the full colour NUS corporate logo. It should be hyperlinked to http://www.nus.edu.sg. All NUS websites shall adopt the NUS logo policy, as highlighted in NUS Identity.

        The Sub-brand logo should be hyperlinked to the homepage of the Department website. Departments may co-brand their names only if their logo is approved for use. Please contact UCO for further clarification on the eligibility, creation and application of co-branded or sub-logos

   b. Global Navigation Bar

        Departments may design their own drop-down menus or mega menus, as long as the global navigation bar retains the original styling.

        All NUS microsites should use a coloured navigation bar to ensure clear differentiation from the main corporate sites. Please contact UCO for further clarification on the eligibility and application of the microsite header

   c. Footer Background Colour

        Footer items (address panel and social media buttons) are optional, but the background colour should be consistent throughout all webpages.

   d. Copyright Links

        This section contains the copyright statement and text links to the Legal and Branding Guidelines pages. Departments may append their own link(s) to the right of the two mandatory text links.

6.   EDITABLE SECTIONS

6.1   Aside from the mandatory sections of the header and footer, Departments enjoy autonomy in the design of their respective websites.

6.2   Departments may refer to the following for suggestions on the editable sections of the webpages:

        6.2.1   Header

a. Quick Links

These provide quick access to the most frequent links used. They can be edited according to the needs and preferences of the Departments.

b. Multi-level Dropdown Menu and Mega Menu

Departments can adopt either the conventional dropdown menu, or the mega menu, or a mixture of both. There are no restrictions on the design for both menus.

- For multi-level dropdown menus, the sub menus appear only when a parent category is chosen, and it provides clear visual hierarchy. Each dropdown menu may have up to a maximum of 4 levels. To accommodate the varying amount and length of the Level 2, 3 and 4 items, Departments may increase the height and width of the dropdown menus at their own discretion.

- For mega menus, a single dropdown appears on hover and shows all options in one large dropdown panel. This also groups options into related categories

c. Search Function

Departments may customise the search bar (eg. adding search filters, multiple text boxes, etc) to suit the needs for their respective websites. They may also opt to remove the search function completely.

d. Off-canvas Menu (for mobile devices)

The off-canvas menu is independent of the desktop dropdown menu and mega menu and offers Departments the flexibility to customise a separate set of menus for mobile users. Each menu may have a maximum of 4 levels

6.2.2   Content Body

a. Department Headers

These headers are to be featured in a coloured bar and Departments may choose one of the three variations provided – Blue, Orange and Grey

6.2.3   Footer

a. Breadcrumbs

Departments may choose to use breadcrumbs in footers or remove these completely

b. Address Panel

Departments may edit the address panel or remove it completely.

c. Copyright Links

Departments may append their own link(s) to the right of the two mandatory text links (Legal and Branding Guidelines)

7. RESPONSIVE BREAKPOINTS

7.1 NUS websites carry a responsive design and breakpoints are required to ensure that the contents will adapt in the most optimal way when viewed on various devices, to provide the best possible user experience.

7.2 For desktop, tablet and mobile views, Departments can utilise the recommended breakpoint values or define their own. The recommended values are:

- Desktop and Tablet view: 991px
- Tablet and Mobile view: 480px

B. GENERAL

5 REVIEW OF POLICY DOCUMENT

5.1 This Policy Document shall be reviewed by the Policy Document Owner in accordance with the requirements set out in the University Policy Framework, or more frequently if deemed necessary by the Policy Document Owner. Any recommendation for changes to this Policy Document (whether amendments, repeal or otherwise) must similarly be carried out in accordance with the requirements of the University Policy Framework.

5.2 The University shall be entitled to revise, amend or update this Policy Document and to issue additional Policy Documents from time to time. All such revisions, amendments, updates and additions shall be deemed to be a part of this Policy Document. Any revisions, amendments, updates or additions to this Policy Document issued by the University may be published or notified through written notice, electronic mail, the University website, or such other form of communication as the University may deem appropriate.

6 QUERIES

All questions as to the interpretation of this Policy Document shall be referred to the Policy Document Owner.

7   INTERPRETATION

7.1   Headings

The headings of the provisions of this Policy Document are to facilitate reference only and do not form a part of this Policy Document, and shall not in any way affect the construction or interpretation thereof.

7.2   Inconsistency with this Policy Document

In the event of any inconsistency between the requirements set out in this Policy Document and those set out in the Related Documents and any other Policies, Procedures, Guidelines or other documents relating to the subject matter of this Policy Document, the requirements set out in this Policy Document shall prevail unless otherwise stated.

8   RELATED DOCUMENTS

This document should be read in conjunction with the Related Documents set out in Appendix 2.

9   LIST OF APPENDICES

No.	Appendix
1.	Definitions
2.	Related Documents

APPENDIX 1
DEFINITIONS

In this Web Design Guidelines (this "**Policy Document**"), the following words shall have the following meanings:

"Department"	Refers to all NUS units in the Research, Administrative and Enterprise clusters, as well as departments within NUS Colleges, Faculties and Schools.
"Web Design Guidelines"	The Web Design Guidelines, as the same may be amended/supplemented from time to time.
"**Related Documents**"	All NUS Policy Documents, internal University legislation, external government legislation, websites, forms, templates, publications and other documents referred to in this Policy Document or related to the subject matter of this Policy Document, as amended and supplemented from time to time, including but are not limited to, the documents set out in Appendix 2 below.

Interpretation

1. The word 'may' when used to bestow a duty or power indicates that the action or decision <u>may</u> be enacted or not, at discretion.

2. For the avoidance of doubt, the words 'must', 'shall' or 'will', if used to bestow a duty or power, indicate that the action or decision is mandatory and <u>must</u> be enacted.

3. A reference to the word 'including' in any form is not to be construed or interpreted as a word of limitation.

APPENDIX 2
RELATED DOCUMENTS

This Policy Document should be read in conjunction with the following Related Documents:

No	Name of Document
1	NUS Identity
2	Web Style Guide
3	Web Domain Name Policy