# UAS Mosaic websites

Style and accessibility briefing

# Background

- All UAS sites use the same fonts, colours, and header & footer layout to give the same overall appearance
- The UAS style for content within the pages aims to ensure
  - the consistent look and feel is maintained across all UAS sites
  - that sites meet legal requirements with regard to accessibility
  - a good 'user experience'
- A consistent look and feel gives
  - a common identity across all sites
  - a better user experience familiarity with the design helps navigation
- The style is based on
  - Official guidance for meeting legal accessibility requirements
  - Acknowledged 'best practice' for websites
  - Input from a professional, external web design agency
  - Choices made by a Steering Group comprised of representatives from UAS sections

# Page layout

- Content is included in Region 2 and Region 3
- Regions 1 and 4 are only used in rare situations
- Region 2 is used for the main content of the page
- Region 3 is used for 'tertiary' or 'related' content such as useful links or contact details
- Always try to have some content in Region 3 – it is unlikely that there won't be something which is useful to the user



ADMISSIONS RESEARCH NEWS & EVENTS ABOUT

Staff Gateway Oxford Students Alumni

Q

## Compliance

HOW WE USE YOUR DATA SUBMIT AN INFORMATION REQUEST POLICIES & STATEMENTS STAFF GUIDANCE ON DATA PROTECTION ABOUT

A > Staff guidance on data protection > Retention schedules

#### Retention schedules

How long the University will retain different categories of data

#### Region 1 Contact us Data retention refers to the length of time data will be actively retained by the University before it is destroyed, archived or anonymised. Email: information.compliance@admin.ox.ac.uk The University's data retention schedules set out the period of time that categories of data Region 2 held by the University will normally be kept. Presenting retention periods in a schedule format and on the basis of applicable legal or regulatory requirements, recognised good Region 3 practice or internal policy, provides a systematic, accountable and transparent approach to data management and compliance. Importantly, in terms of the personal data we hold, our data retention schedules support the University to monitor and maintain compliance with the storage limitation principle under the General Data Protection Regulation (GDPR). The storage limitation principle states that we must not keep data longer than necessary for the purposes for which it was collected. Below are links to further information about the retention of certain types of data: + Expand All STUDENT RECORDS PERSONNEL FINANCE Region 4



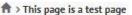
Was this page useful?

# Page layout - 1

- Titles should align with Region 2 narrow content
- Every page should have a subtitle (homepage only exception)
- Subtitles should be a single sentence, which does not end with a full stop
- Main content area generally set to "narrow" (WYSIWYGs, accordions) – this improves readability
- Grids and tabbed content can be wider than WYSIWYGs if it improves the display and makes them easier to use – no need to set them narrow (not everything has to align!)

## **Staff Gateway**

WORKING AT OXFORD STRUCTURE & ORGANISATION RESEARCH & TEACHING SERVICES & TOOLS A TO ZS



narrow content area

## This page is a test page

This is the subtitle of the test page, where we are testing some item styles

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#### Information Cards



#### Listing items 1

Listing item 1 text lorem ipsum and so on. Ut enim ad minim veniam, quis nostrud



#### Listing items 2

Listing items 2 text lorem ipsum and so forth. Ut enim ad minim veniam, quis nostrud



#### Listing item 3

Listing item 3 text lorem ipsum and so on. Ut enim ad minim veniam, quis nostrud



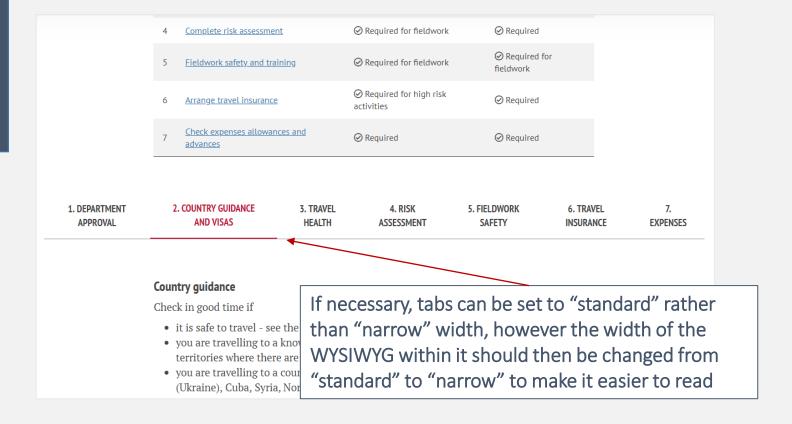
See all

#### Listing item 4

Listing item 4 text lorem ipsum and so on. Ut enim ad minim veniam, quis nostrud

# Page layout - 2

- Don't overwhelm the user just because you can put a table into a tab into an accordion doesn't mean you should.
- Ask yourself "Would I want to read this? Does it look ok on my phone?
   If somebody was reading it over my shoulder could they find the information?"
- Use top and bottom margins to improve spacing between content – and be consistent



whether you have margins



A line of text

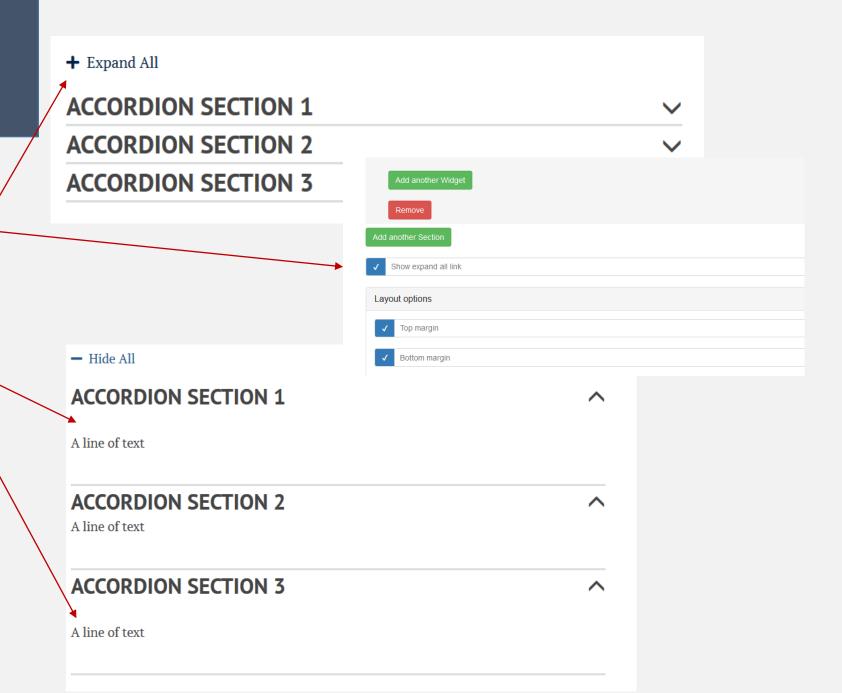
#### **ACCORDION SECTION 2**

A line of text

WYSIWYGs within accordions should have a margin above and below to give the text space.
But most importantly, ensure you are consistent in

# Accordions layout

- If you have an accordion of three or more sections you should provide the user with an 'Expand all' button
- UAS style is to use top and bottom margins on the WYSIWYGs in an accordion to improve spacing
- Note that the Mosaic default is the top margin turned off, so it should be turned on when new sections are added
- But most of all, be consistent in whether they are on or off – don't mix your margins

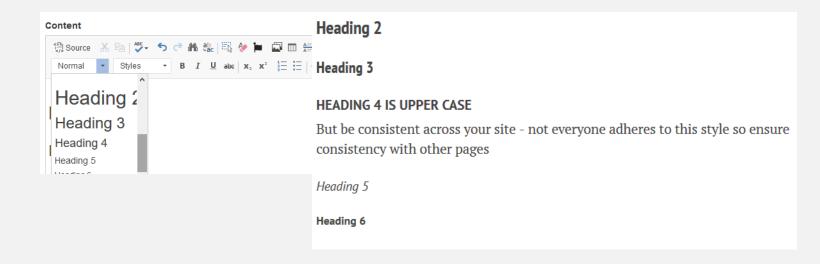


## Text in a WYSIWYG

- Do not underline text
  - If a user sees underlined text they expect it be a link, so do not underline for emphasis
- Do not use italics as a way to make content stand out
  - Some users find italics harder to read
  - Use only in certain contexts
  - Find other ways to highlight the text if needed
- Use the 'headings' styling to structure your content
- Do not centre-align text in a WYSIWYG
- Do not use a <font> tag or try to use different colours to highlight content

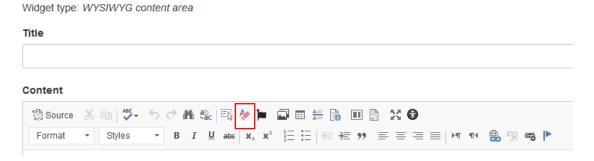
You <u>must not</u> underline content – visit <u>our information page</u> to find out why

- German nationals can use their ID card (*Personalausweis*).
- Source: ed. B Harris, History of the University of Oxford, Volume V, p. 19



# Strip formatting

- When copy/pasting content from Word into Mosaic, make sure to strip the formatting completely
  - Fither use ctrl+shift+V
  - Or use the strip formatting button in the WYSIWYG toolbar



Otherwise you might end up with different fonts and colours that are being copied over from Word

## Links

## Accessibility legislation requires that

- Links within text be descriptive
- Link text not be the same when the destination page is different (this excludes Calls to action in grids/lists)
- Have links open in the same tab except when
  - you are linking to something that's not a webpage (a PDF or similar)
  - the user is in the middle of a process, and the link leads to background information the user should refer to (for example selection criteria or policies)
  - You are linking away from your site, but you expect the user to continue browsing your site

#### Use

to find out more <u>visit our ABC page</u>

### Don't use

- to find out more click here
- to find out more visit <a href="https://communications.admin.ox.ac.uk/">https://communications.admin.ox.ac.uk/</a>

Example of links which would not be acceptable

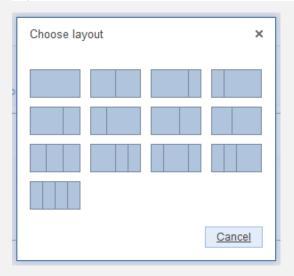
- See how Google displays <u>search results for Oxford</u>
- See how Bing displays search results for Oxford

## Tables

- Where possible try not to use tables as they are less accessible to some users
- Consider whether the content could be presented in a different way
- If using a table, ensure it is properly constructed with headings for the rows and/or columns
- Don't use tables just to space out content - use the layout option, or list styles instead
- Don't set a width or height for the table, or individual rows/columns/cells

   the table won't resize properly on mobile





```
Content
▼ B I U abc | x₂ x² 🚉 🗄 | € 1至 99 🚍 🚍 🚍
1 v 
  one
    four
    seven
   two
10 *
    five
11 *
    eight
12
```

# List styles

## Use the link list style for lists of links

- In main body text
- Popular links on homepage
- Related links in right-hand-column

## Process list style (ordered list)

Processes (either linking to tabs or series of pages)

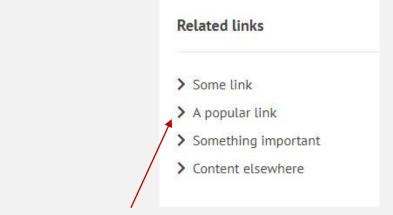
## Normal list styles

- Bullet points in main body text
- Text following a bullet point should normally not end with a full stop or semicolon

# Popular links Three-column-link-list > Link 1 > Link 4 > Link 7 > Link 2 > Link 5 > Link 8 > Link 3 > Link 6 > Link 9

- 1 Before you start
- 2 Obtain Quotations or Tenders
- 3 Order via Oracle financials
- 4 Order with credit card/petty cash
- 5 Receive/Reject Goods or Services
- 6 Process invoices
- 7 Making payments

One-column-process-list



One-column-link-list

## H3 Duis aute irure dolor in reprehenderit

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Sentences after bullet points should not end with a full stop

# Capital letters

 When using 'mixed case' only the first letter of a title should be a capital letter, except for proper nouns

## **EU/EEA staff Brexit information**

The Home Office have published details about how EU citizens and their families can obtain settled status in the UK

#### **EU Settlement Scheme**

The aim of the scheme is that "EU citizens living in the UK, along with their family members, will be able to stay and continue their lives, with the same access to work, study, benefits and public services that they enjoy now. Existing close family members living overseas will be able to join them here in future".

#### Related pages

- > Oxford and the EU: staff Q&As
- > Conversations about Brexit

## **Living in Oxford**

Find clubs, museums, parks, theatres, festivals and other activities that are happening in Oxford

#### + Expand All

| UNIVERSITY CLUBS AND SOCIETIES | ~ |
|--------------------------------|---|
| COURSES AND LECTURES           | ~ |
| FESTIVALS AND EVENTS           | ~ |
| MUSEUMS AND LIBRARIES          | ~ |
| MUSIC                          | ~ |

#### Events

Information about events in and around Oxford can be found in

- > The Oxford Times
- > Oxford Mail
- > Daily Info
- > Oxford City Council's website

## Travelling for work

Use this step-by-step guidance when you plan and carry out a research trip or business travel

Please allow enough time to complete the necessary pre-travel planning steps.

Complex trips abroad, working in remote areas or involving high risk activities, may take a number of weeks or months to organise.

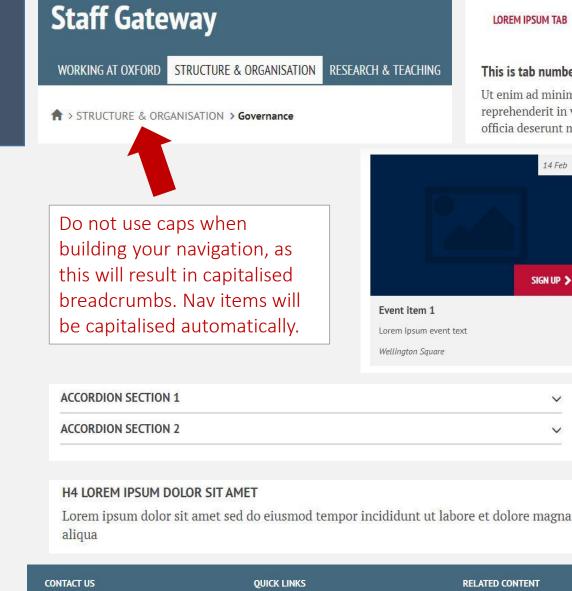
#### Related links

- > Travel expenses quide
- > Travel insurance

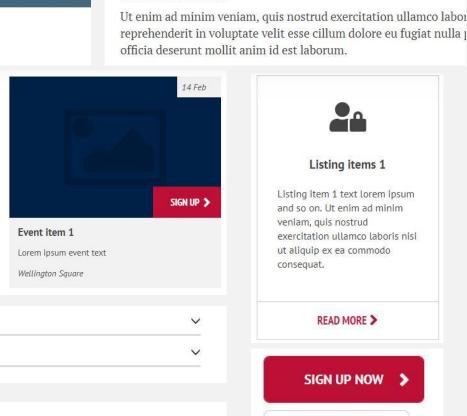
# Upper case

## Which items are written in upper case?

- Navigation items level 1 (automatic)
- Left hand navigation (automatic)
- Tab section titles
- Accordion section titles
- All buttons: in WYSIWYGs, cards, tiles, etc
- Subheadings level 4
- Footer headings



Tel: 01865 (2)70000

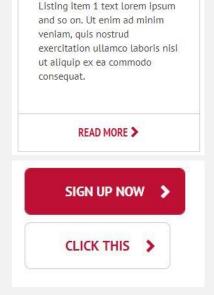


LOREM IPSUM TAB

This is tab number 1

**DOLOR AMET TAB** 

MINIM VENIAM





# Images

- Don't use images to "give the page some colour" or because "my line manager wants more images"
- Images should always have a function, and tell the user something
- Avoid meaningless images at all costs
- Sites which are more outward-facing so require a 'visual identity' for marketing purposes can be accommodated, but discuss this with the UAS Comms/Project team first
- Don't be afraid of empty white space a neat, well presented, site is more visually appealing than a site cluttered with images
- Users are attracted to use sites where they can find content – don't let images get in the way of this
- Ensure you are not breaching copyright when using any images, and give the necessary credit

## **Opening hours**

The times at which the Iffley Road Sport Centre, swimming poot, gym and track are open in the next three weeks



**CENTRE OPENING HOURS** 

These images add nothing to the information being delivered.

Tier 2 & Tier 5 visa conditions leaflet

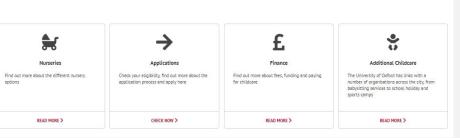


DOWNLOAD THE LEAFLET (PDF, 349KB)

This image gives a message - "Look how happy the kids in our nurseries are!"

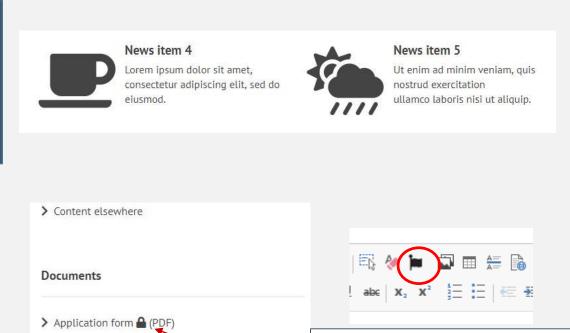
More administrative content is still displayed with information cards, using icons, for a clean and consistent approach and to avoid a "stock image" look

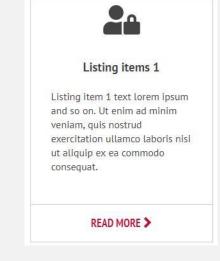




# Images - icons

- We are using Font Awesome 5 Free
- The Pro version is not available due to licensing issues
- Icons are mainly used in information cards, but can also be added to news items as a listing image
- More icon images can be uploaded individually, please follow the specifications
- Do not upload icons in any other colour than #444444
- You can also add an icon into text via the WYSIWYG editor





Padlock icon is added via the WYSIWYG editor.

Don't use icons for decoration, only if they have a function.

### Icon image specs:

> Project analysis guide (PDF

> Payroll form (PDF)

The images are in PNG format, 500 x 500px each, colour #444444 with transparent background.

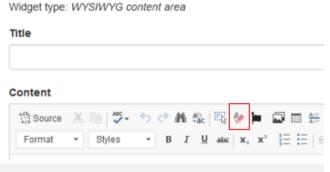
They are laid out in a 500px square canvas, with an icon area of 450x450 - the icons are centred in the middle and are either 450 high (for portrait icons) or 450 wide (for landscape icons).

The necessary SVG files can be downloaded from the Font Awesome website.

# Images - accessibility

- Using images is often not an 'accessible' way of providing information.
- A picture only 'speaks a thousand words' if you can see it – make sure non-sighted people can use your site
- Images should be in addition to, rather than instead of, information in text form
- Images must always have a meaningful 'alt text' added which describes the content of the picture and is used by screen readers

## Next click the button highlighted in the image below:





### Suitable alt text:

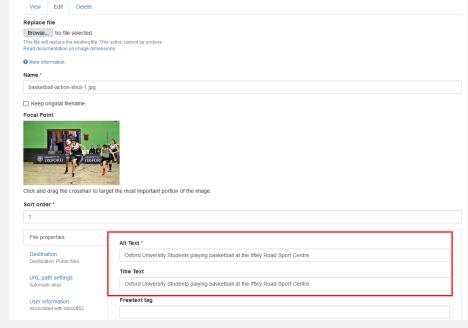
 Oxford University Women's Basketball Team playing at the Iffley Road Sport Centre

#### Unsuitable alt text:

- Basketball
- Basketball action shot
- basketball-action-shot-1-310x207.jpg

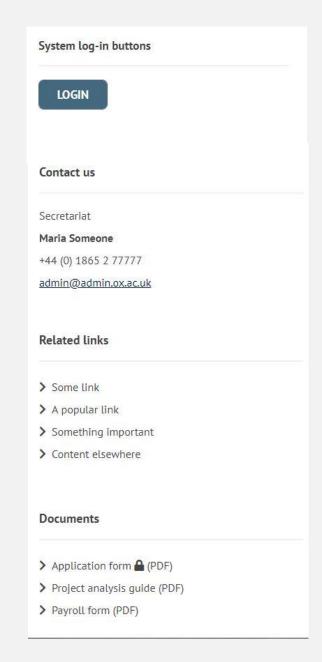
#### Our Corporate Governance Framework is shown below:

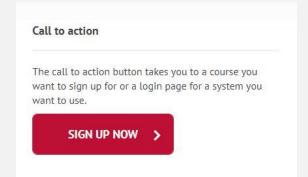




# Right-hand column

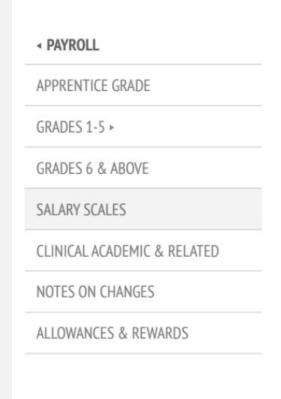
- WYSIWYGs here always use the "alternative" font styling
- Separate headings from content with horizontal lines (don't do this in Region 2)
- Use CTA button for main download or other activity
- Use a teal button style for system log-ins
- For links to documents, use a link list and add file type to the link title (eg PDF)
- Indicate SSO documents with padlock
- Leave WYSIWYGs you don't need completely empty, so they won't show





# Left-hand navigation

- Only use left-hand navigation for pages that don't appear in your main menu
- Landing pages do not require a lefthand navigation
- If you do turn on the left-hand navigation it is OK to change the width of the widgets in Region 2 so they are not narrow



## **Salary Scales**

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Here's a <u>link to something</u> ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie

- · Lorem ipsum dolor sit amet
- · Consectetuer adipiscing elit, sed diam nonummy

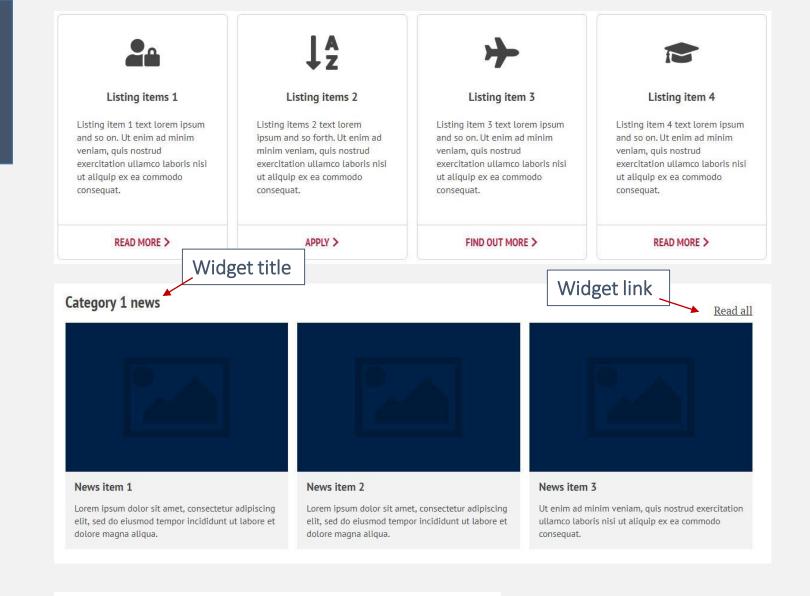
Switch on/off the left-hand navigation in the details tab of your page

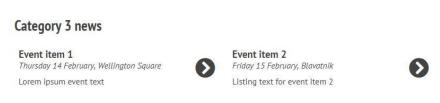
1

Hide sidebar menu?

# Grids and listings

- 3 or 4 items per row look best
- Always use the information card item style, unless it's a news, event or person listing (or you have a visual site)
- Do not add widget titles (unless you have more than one grid on a page, eg a news listing page)
- "Read all" widget link can be added if necessary
- Select style that doesn't show images/icons if you don't have sufficient/suitable images





# Button styles

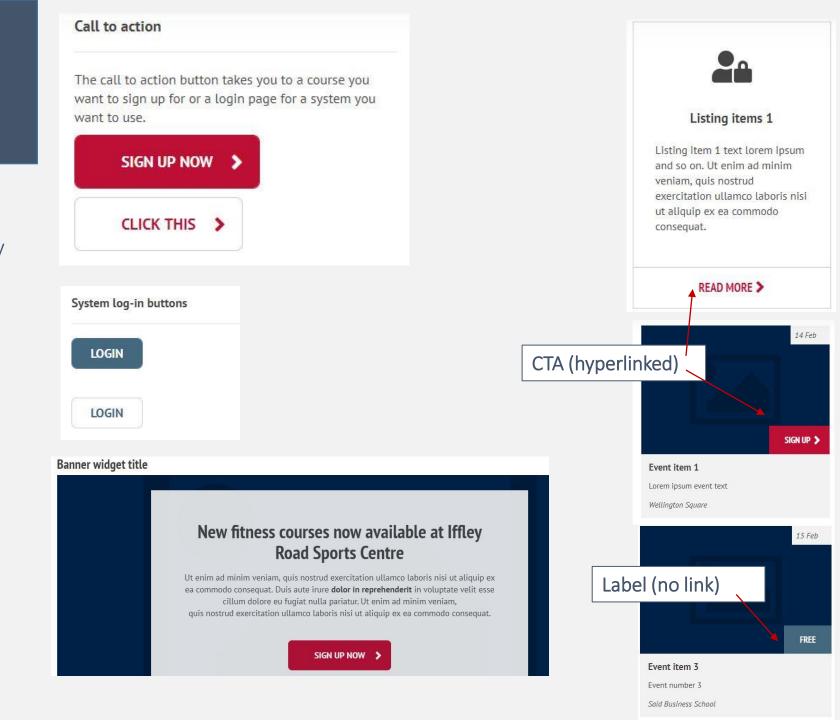
## Red call to action (CTA)

- Use "fill" version for main, high priority calls to action on the page
- Use "outline" version for medium priority calls to action

## Teal buttons (mainly for systems)

- Use "fill" version for most important system log-in
- Use "outline" version for medium priority links

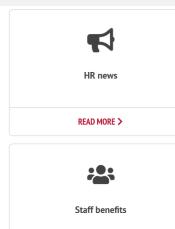
Always to try to provide a CTA on information cards. Tiles with news or events can have a CTA, a label (teal) or neither.



## Calls to action

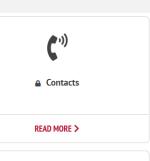
## Calls to action and buttons

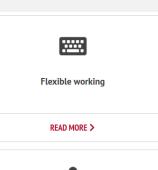
 Try to make them descriptive and interesting, and avoid repetition



**P**o

READ MORE >





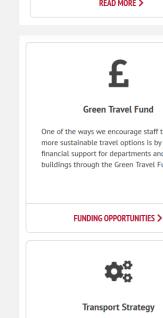


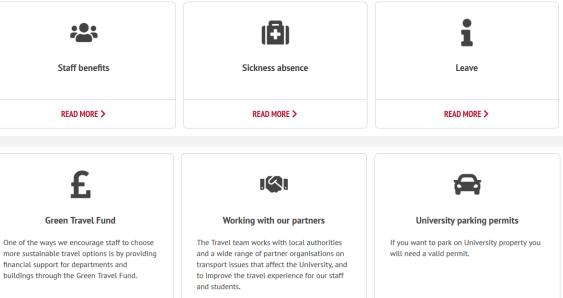
Season ticket loan

Bus travel discounts

.[Q

Reward





WORK WITH US >

START RIDING >



| TRAVEL BY CAR > | APPLY > |
|-----------------|---------|
|                 |         |

| •—   |
|--|
| Get cycling  |
| There are lots of ways to make the most out of being a cyclist in Oxford |
|  |



Rail travel discounts

| TAKE THE TRAIN >  | TRAVEL BY BUS >  |
|---|--|
| You can get 15% off rail travel to Oxford station with Great Western Railways (GWR) through the University's train pass scheme. | Get up to 10% off the cost of travel on particular routes run by Oxfordshire bus companies through the University's bus pass scheme. |
|   |  |

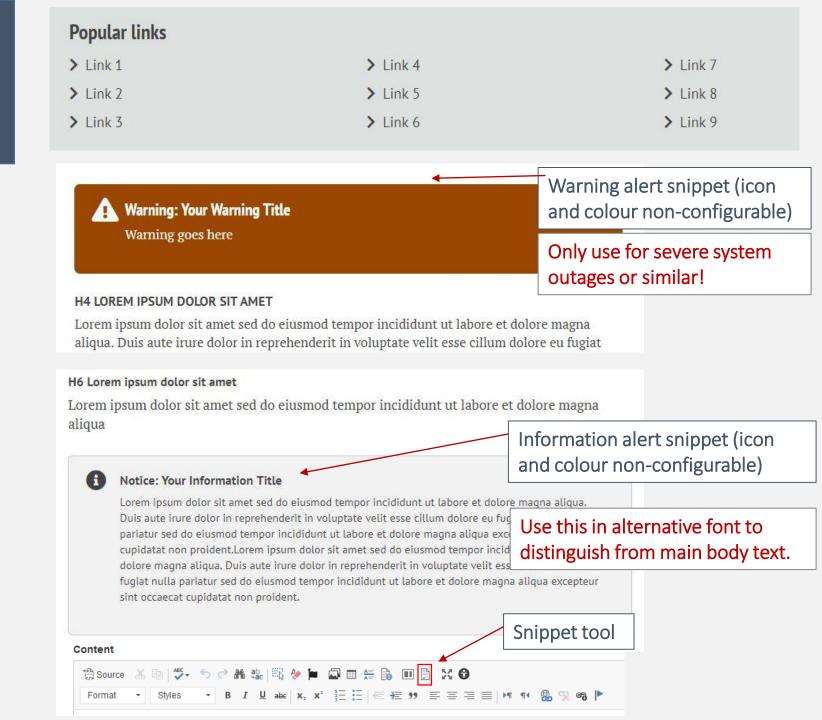
# Background colours

Generally, do not use widget background colours.

Exceptions only on homepage (colour is part of the agreed style sheet – f2f2f2 - so stick to this)

- Popular links WYSIWYG
- Mission statement WYSIWYG

Alert messages and info boxes can be included in WYSIWYGs (insert via snippets tool). Please use with care!



# Feedback option

- Option for users to give feedback on the content
- This should be turned on for most pages
- Can be turned on 'site-web' and then switched off when inappropriate
- Responses are collected via Manage content > Site-wide content > Feedback



ADMISSIONS RESEARCH NEWS & EVENTS ABOUT

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### Compliance

HOW WE USE YOUR DATA SUBMIT AN INFORMATION REQUEST POLICIES & STATEMENTS STAFF GUIDANCE ON DATA PROTECTION ABOUT

Email: information.compliance@admin.ox.ac.uk

Contact us

Tel: (01865 2)70285

A > Staff guidance on data protection > Retention schedules

#### Retention schedules

How long the University will retain different categories of data

Data retention refers to the length of time data will be actively retained by the University before it is destroyed, archived or anonymised.

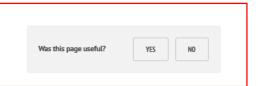
The University's data retention schedules set out the period of time that categories of data held by the University will normally be kept. Presenting retention periods in a schedule format and on the basis of applicable legal or regulatory requirements, recognised good practice or internal policy, provides a systematic, accountable and transparent approach to data management and compliance.

Importantly, in terms of the personal data we hold, our data retention schedules support the University to monitor and maintain compliance with the storage limitation principle under the General Data Protection Regulation (GDPR). The storage limitation principle states that we must not keep data longer than necessary for the purposes for which it was collected.

Below are links to further information about the retention of certain types of data:

#### + Expand All

| STUDENT RECORDS |  |
|-----------------|--|
| PERSONNEL       |  |
| FINANCE         |  |



RELATED CONTENT

Council Secretariat

Legal services Personnel services

Proctors

ACROSS THE UNIVERSITY

HR Self-Service login

Professional development

Access guide Searchable map

Term dates

The Information Compliance Team University of Oxford University Offices Wellington Square Oxford OX1 2JD Tel: 01865 (2)70285

CONTACT US

GDPR and the University Gifts and hospitality policy ICO registration Photography guidance The Prevent Duty Submit an FOI request

**QUICK LINKS** 

# Building navigation

- When building your navigation in the "Main Menu" settings, make sure to always use the content nodes as links, not the URLs of pages
- Otherwise the navigation does not work consistently (hover/selected behaviour) and may break if content moves or aliases are changed
- Do not use the main navigation to link out to other sites
- UAS Comms can switch of the mega menu and the sticky navigation if required
- Breadcrumbs are built via the navigation these are important for users' orientation so all pages should be built in to the navigation, even if they are disabled so do not appear in the main menu

# PDF accessibility

- PDFs are usually less accessible than webpages
- Before adding a PDF, question whether you could present this information as a webpage instead
- Any new PDFs must meet accessibility requirements
- Older PDFs must be made accessible when they are updated
- Things you can do are
  - Mark headings correctly
  - Create bookmarks
  - Use list tags
  - Use descriptive link text
  - Provide headers or footers
  - Mark columns correctly
  - Tag images with alternative text
  - Make tables accessible
- See the guidance document <u>Create accessible PDFs from Word documents</u>

## Content behind SSO

- Do not put webpages behind SSO unless there is a strong reason for them to be there
  - Content behind SSO slows down performance of Mosaic
  - Asking users to log-in slows down their browsing experience
- Do not put documents behind SSO on Mosaic
  - Host them on Sharepoint, and link to them there there is a UAS websites subsite for this purpose
  - This is more secure and doesn't affect Mosaic's performance
- See the guidance document <u>SSO guidance for UAS editors</u>

# Guidance documents

## Found via **Communications website**

- Mosaic Manual
- UAS web style guide
  - For example how to format times and dates, or the correct way to capitalise and hyphenate Pro-Vice-Chancellor
- Writing content for UAS websites
- SSO guidance for UAS editors
- Image, video and iframe management in Mosaic
- Create accessible PDFs from Word documents