Communications

Digital Media Styleguide

The Lone Star College Web, Digital Signage, Digital Content, Social Media, and Email Marketing System

Updated February 2015
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Go online at [LoneStar.edu/Marketing-Resources](LoneStar.edu/Marketing-Resources) for:

- Branding Guidelines
- Editorial Guidelines
- Marketing & Communications Requests
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LoneStar.edu serves as a primary information source for current students, future students, faculty, staff, news outlets, and the community at large. For our site to fulfill this purpose, information must be organized, easy to find, and easy to read. It is the responsibility of the college to ensure that the site is effectively managed to provide accurate, pertinent, and accessible information to all users, including those with disabilities. This holds true for both the way content is found on a page and the way pages are found on the site as a whole.

The value of a styleguide is to have documentation for others to refer to and follow. This is important for large websites like LoneStar.edu that have numerous individuals and groups adding and editing content. Having a guide to enforce common usage will help ensure a consistent site design.

The guidelines in this document are intended to establish standards for all LSC web pages linked to or from any page found on LoneStar.edu, including subdomains. Knowing the principles and their boundaries will ensure that the site maintains a consistent look and feel across its thousands of pages while ensuring accountability for information presented by Lone Star College.

This guide is essential for content authors, web designers, information architects, and web developers to frame their thought processes when adding or changing content on the website. As such, this styleguide should be referred to whenever new content is introduced.

All pages within my.LoneStar.edu are managed separately through the Office of Technology Services (OTS).
Open Text Red Dot v11, a Web Content Management System (WCMS), has been put in place for subject matter experts at Lone Star College to manage content displayed on LoneStar.edu. To access the LSC web authoring tool, the user will first need training through https://learnnet.LoneStar.edu and approval by Lone Star College’s Web Content Administrator. Once a user name and password are obtained, access can be gained at http://cms.LoneStar.edu/reddotlogin/.

Without exception, the addition/removal/editing of web content by web authors as well as the addition/removal/editing of entire webpages should be done using our WCMS.

This is done to ensure that the linking and navigation structure remains consistent throughout LoneStar.edu. The WCMS should only be accessed via Internet Explorer as it requires Active X control to function properly. The WCMS can be accessed via Internet Explorer versions 8 and higher. Users accessing the WCMS via Internet Explorer 11 may need to use Internet Explorer’s ‘compatibility mode’.

Responsive Site
LoneStar.edu is a responsive website that provides optimal viewing of the same content across a wide range of devices – from desktop monitors to tablets to smart phones. As such, layouts will look different on various devices depending on the screen resolution of that device.
Authoring & Publishing

Web Content Management System
Lone Star College uses a Web Content Management System (WCMS) to distribute authoring responsibilities to system-wide subject matter experts. All authors at LSC must undergo training on the WCMS before authoring live content on the LSC website and should contact either their campus web coordinator or the LSC Digital Services Team to schedule or inquire about training.

Once training is complete, a list of attendees who satisfactorily finished training is maintained and sent to the LSC Digital Services Team; all attendees who wish to access content in the WCMS must contact the Digital Services Team to request access. Once granted access to the WCMS, LSC web authors can author webpages based on role and department/division alignment.

Access to the LSC WCMS is at the discretion of the LSC Digital Services Team and campus web coordinators and can be removed or restricted at any time.

Content Publication Process
All content authors must submit any changes to content or structure to workflow for review and release. Content will be reviewed for accuracy, appropriateness, resource efficiency, layout and general web standards (Alt tags for images, images are web-enabled, etc.) All content must conform to styleguide standards set forth by the Web Styleguide and the Logo and Branding Styleguide. Any plan to deviate from the styleguide must be requested through the LSC Digital Services Team to make an exception.

If content is rejected in workflow, a response will be given to the submitting author with a description of the problem and a contact name as to who rejected the update if the author needs to contact for clarification. Content authors may be contacted via the WCMS for recommendations to their content that may not justify rejection, but will make suggestions and give the content author additional contacts to help clarify the situation. Content that has not been addressed in either of these scenarios will not be published before the situations are addressed.

Once content is released for publication, the update will be included in the next batch-publishing job, which currently runs every night Monday through Saturday. If content must be published immediately in the case of emergencies or time-sensitive materials, please contact the LSC Digital Services Team at SO-WebServices@LoneStar.edu.

Content publication rights may be suspended at any time.
Site Architecture
In an attempt to reduce duplicate information on LoneStar.edu, the process of creating new pages and adding links in site navigation is to be managed by the LSC Digital Services Team and Campus Web Coordinators. This practice is to ensure content integrity and reduce the number of places where the same content needs to be updated.

If you need to add pages to your existing website, please contact either the LSC Digital Services Team or your Campus Web Coordinators.

Content Ownership
Only use text, images, videos, or other multimedia content that either has been created by Lone Star College and its employees or has been purchased by Lone Star College for the explicit use on its website.

Authoring Rights
If a content author has not logged in to the WCMS within one year prior to the beginning of each long semester, that author’s privileges to create and edit content will be removed. In order to regain privileges, said author must retake the Open Text Red Dot WCMS training.
Header elements, main navigation, and drop-down navigation windows are fixed across all pages on LoneStar.edu. Edits to these elements must be approved through the Digital Services Team at the LSC-System Office (SO-WebServices@LoneStar.edu).

The **global header** is broken up into four major areas:

1. **Lone Star College campuses** *(dark blue bar)* including LSC-CyFair, LSC-Kingwood, LSC-Montgomery, LSC-North Harris, LSC-Tomball, LSC-University Park, LSC-Online, LSC-University Center, and LSC-Corporate College.

2. **Branding and utility links** *(main blue bar)* including the Lone Star College logo, search field, myLoneStar, Email, Contact Directory, and A-Z Index.

3. **Main site navigation** *(red bar)* including the LoneStar.edu homepage, Programs of Study, Admissions, Student Services, Paying For College, Community & Business, and Libraries.

4. **Drop-down navigation window** *(triggered by the links in the red bar)*
   Each drop-down navigation window will have content specific to the link listed in the main site navigation. Each drop down window will have links organized by subject listed on the left and featured content listed on the right.
Footer elements are fixed across all pages on LoneStar.edu. Edits to these elements must be approved through the Digital Services Team at the LSC-System Office (SO-WebServices@LoneStar.edu).

The global footer is broken up into three major areas:

1. **Social media links** *(dark blue bar)*
   Links on most pages will go to system-level social media channels. The exceptions being campus homepages that will link to campus specific channels.

2. **General information** *(main blue bar)*
   Content in this area is organized by subject matter: LSC Information, Resources, Campuses, Site Policies, and Languages.

3. **Contact information** *(red bar)*
   Most pages will list contact information for the Lone Star College System Office. The exceptions being campus homepages that will show contact information for respective campuses.
The most important element on any LoneStar.edu webpage is the content itself. The usage of predetermined layout templates allows for content authors and subject matter experts to focus their time on providing the most relevant and up-to-date information to our students, faculty, and community members without needing to edit HTML code or consider new methods of content presentation. Page templates denote specific content areas and what types of content will be on individual pages.

Templates, and in turn, the majority of page layout decisions, are to be administered by the LSC Digital Services Team at the LSC-System Office. Supplemental elements that require JavaScript, additional navigation, or special formatting must be approved by the Digital Services Team.

With hundreds of content authors and thousands of pages, it would be very easy for sections of our site to fall into silos (in essence, a “House of Brands”). Even though LSC covers many locations and programs, our marketing and informational materials still need to have a consistent look and feel no matter the source (in essence, a “Branded House”).

This line of thinking applies just as much to the layout of the LSC website as it does to printed materials. Lone Star College should be thought of as one entity and as such, LoneStar.edu should have a consistent look and feel, no matter the campus, class, or program in question.

There are currently five templates approved for use by all content authors. Additional webpage layouts are administered directly by the Digital Services Team and require approval for usage. Templates may be added or removed by the Digital Services Team as needed.
This template is used for both the main Lone Star College homepage as well as individual campus homepages: LSC-CyFair, LSC-Kingwood, LSC-Montgomery, LSC-North Harris, LSC-Tomball, LSC-University Park, LSC-Online, and LSC-University Center at Montgomery.

‘Campus News’ blurbs should be written like headlines to get the viewer’s attention and have a size limit of 150 characters.

The following are dimensions in pixels for images used on the ‘Homepage’ template:

- Main Slider images: 560 x 285
- Ask The President/Campus Tour images: 420 x 225
- Campus News images: 160 x 107
- Student Life image: 600 x 300
- Featured Program images: 450 x 250
- LSC News images (LSC homepage only): 420 x 210
One Column Template

The ‘One Column’ template is the main template for content on LoneStar.edu and should make up the vast majority of ‘destination’ pages.

This template places the local page navigation on the left side of the page and the main content area on the right side. This will remain consistent on desktop computers, laptops, larger tablets, or any device with a screen 600px or wider. On devices with screens that are 599px or less such as smart phones and certain smaller tablets, the local navigation will shift to the bottom of the page (this is also true for any webpage with left side local navigation).

The maximum width of the content area in this template is 680px. Any image that needs to be full width in this template should be 680px wide. On devices with smaller screens, images will resize to a maximum width of 100% (All images on LoneStar.edu will resize based on device screen size so that their maximum width of the image is never larger than its containing div).
The ‘Sidebar’ template is designed for landing pages or any page that needs to segment out various types of content. Aside from the regular content area in the center, it has the added feature of a third column on the right side of the page for secondary content.

It is important for site visitors to be able to find the same types of information in the same places on a landing page, regardless of the subject matter. Typical uses of the ‘Sidebar’ boxes are for: supporting documents, forms, maps, important dates, or contact information.

This template places the local page navigation on the left side of the page, main content in the center, and secondary content on the right. This will remain consistent on desktop computers, laptops, larger tablets, or any device with a screen 600px or wider. On devices with screens that are 599px or less such as smart phones and certain smaller tablets, the sidebar content will shift to the bottom of the page.

The maximum width of the main content area in this template is 454px, even though full width images will only display at 440px on desktop devices. On devices with smaller screens, images will resize to a maximum width of 100%.
STICKY SIDEBAR TEMPLATE

The ‘One Column Sticky Box’ template is designed for pages where the viewer might need a consistent reminder or call to action for certain information. The ‘Sticky Box’ template is very similar in layout to the ‘Sidebar’ template except that it only contains one box that remains ‘stuck’ at the top of the page.

The ‘Sticky Box’ will display on desktop computers, laptops, larger tablets, or any device with a screen 600px or wider. On devices with screens that are 599px or less such as smart phones and certain smaller tablets, the ‘Sticky Box’ will disappear.

Image sizes function the same as in the ‘Sidebar’ template.
This template is used for certain high level pages that have more than one important piece of information. Content in this template is displayed in two parallel columns.

This template places the local page navigation on the left side of the page with the main content on the right. This will remain consistent on desktop computers, laptops, larger tablets, or any device with a screen 600px or wider. On devices with screens that are 599px or less such as smart phones and certain smaller tablets, the second column will shift below the first column.

To cover all devices, the maximum width of the main content area in this template is 454px, even though full width images will only display at 320px on desktop devices. On devices with smaller screens, images will resize to a maximum width of 100%.
Guidelines for the page titles and headings:

- Branded fonts for page titles and headings on LoneStar.edu are generated using Adobe Typekit. In the event that branded fonts don’t load, text will revert to browser defaults. The usage of any font not listed below is unacceptable.

- Page titles <H1> on LoneStar.edu are set in Trajan Pro in dark grey (#4d4d4d), at 27px with a 31px line height. Trajan Pro is one of our official branded fonts and can be found in all Lone Star College logos. **There should only be one <H1> page title per webpage.**

- Headings in the main content area <H2> are set in Futura Heavy in our official blue (#003768), at 19px with a line height of 23px and a 1px grey (#a6a6a6) bottom border.

- Sub-headings <H3> in the main content area are set in Futura Heavy in dark grey (#4d4d4d), at 16px with a line height of 25px.

- Sub-sub-headings <H4> in the main content area are set in Futura Heavy in dark grey (#4d4d4d), at 14px with a line height of 21px.

- Headings in the sidebar area <H5> are set in Futura Book in grey (#666666), at 19px with a line height of 20px.

- Sub-headings in the sidebar area <H6> are set in Futura Book in light grey (#888888), at 15px with a line height of 16px.

- Links are underlined in blue (#4789a1).

The following are general guidelines for the treatment of text in the main content area:

- The default for text on LoneStar.edu is Arial set in dark grey (#4d4d4d), at 13px with a 21px line height.

- In almost all circumstances, text should be left-justified. For easy legibility, text and headers should not be centered.

- Avoid placing headings, titles, and text in content areas in ALL CAPS.

- Use **bolded** and *italicized* text sparingly. Large amounts of bolded and italicized text are hard to read and should not be used for entire paragraphs.

- Bolded text should only be used to make key words and phrases stand out in a body of text. Entire paragraphs should not be bolded.

- *Italicized* text should only be used for the emphasis of individual words, formal titles, and special terms.

- Underlined text can be confused with hyperlinks and should not be used.

- **DO NOT** alter font sizes for text. Site visitors will have various device screen sizes and browser settings that could cause large text to become hard to read and conflict with titles, headers, and sub-headers.
### Text & Font Examples

**<H1> Page Title**

- Local Link 1
- Local Link 2
- Local Link 3
- Local Link 4
- Local Link 5

**Section Heading <H2>**


**Box Heading <H5>**

- Apply for Admission to LSC
- CNCan
- Financial Aid Office & Code of Conduct
- Net Price Calculator

**Box Sub-Heading <H6>**

- Local Link 1
- Local Link 2
- Local Link 3

**Table Heading <H2>**

<table>
<thead>
<tr>
<th>Campus</th>
<th>City</th>
<th>Mascot</th>
</tr>
</thead>
<tbody>
<tr>
<td>LSC-CyFair</td>
<td>Cypress</td>
<td>Duck</td>
</tr>
<tr>
<td>LSC-Kingwood</td>
<td>Kingwood</td>
<td>Coyote</td>
</tr>
<tr>
<td>LSC-Montgomery</td>
<td>Conroe</td>
<td>Maverick</td>
</tr>
<tr>
<td>LSC-North Harris</td>
<td>Houston</td>
<td>Hurricane</td>
</tr>
<tr>
<td>LSC-Tomball</td>
<td>Tomball</td>
<td>Timbers</td>
</tr>
<tr>
<td>LSC-University Park</td>
<td>Houston</td>
<td>Lion</td>
</tr>
</tbody>
</table>
Our Logo

Usage On The Site
The Lone Star College extended logo appears in the global header on every webpage to reinforce the LSC brand. Because the website is already branded with official LSC logos, colors, and fonts, additional logos do not need to be added in the content area of pages.

Recommended Minimum Size for Web
In general, the logo must be prominently displayed, and sized appropriately for each particular purpose. Common sense should prevail. Recommended minimum sizes are shown below.

75 pixels 75 pixels
Images

Photography should be high quality, student focused, and meaningful to the purpose of the page content.

- Original photos of our diverse student body are preferred to stock photography.
- If using an original photo of a student, child, or any visitor to campus, be certain a Photo Release Form is completed and on file with the college. These forms can be obtained from the Public Information Council member at your location. Photo releases can also be found at http://www.LoneStar.edu/model-release and can be digitally signed.
- Use full color photos when possible; black and white photos are also allowed.
- Limit the amount of images and graphics on each page to maintain a strong mobile UX.
- The use of illustrative icons is encouraged to help the user find key pieces of information.
- Avoid duotone images or other effects, such as posterization.
- Avoid images that feature other logos or brand names. Be certain that you own the rights to reproduce an image before using it.
- The use of “clip art” is prohibited.
- The use of Lone Star College logos in place of relevant photography is discouraged.
- All images on LoneStar.edu are subject to review by the Digital Services Team.
Images In Marketing

Images used on LoneStar.edu to promote events or programs should be seen as part of a campaign to improve user experience. However, this does not mean that you should use the exact same image over and over again.

Marketing Image Guidelines:

• Every marketing or promotional image (including homepage sliders, news articles, featured programs, etc.) will be accompanied by HTML text so the image itself does not need to have text in it. When including text in an image, it should be limited to a program title, name, location or short phrase.

• Promotional images should work together with the accompanying HTML text to entice a user to click and learn more about the program.

• Images which contain text that is partially cropped out or too small to read are unacceptable.

• Promotional images should have a clear, concise, and legible message.

• Promotions should have a clear “call to action”. Tell the user what is the next step they need to take in order to participate in something.

• Any images or visuals used should be high quality and relevant to the subject matter.

• LSC logos are not an acceptable alternative to relevant imagery.
**Videos & Multimedia**

**Videos on LoneStar.edu**
The preferred method of adding video content to LoneStar.edu is to do so via YouTube.com. This ensures that videos will all be in the same format and will be easily accessible by the vast majority of viewers. The easiest method for using video content is to upload the video straight to YouTube and link to it on our site. The bandwidth on LoneStar.edu servers needs to be reserved for the actual information about the college, its programs, and its classes. Placing the video content on YouTube will keep the necessary bandwidth requirements for video off our servers.

The LSC YouTube channel may be accessed here: [YouTube.com/user/lonestarcollege](http://YouTube.com/user/lonestarcollege)

Please contact the Digital Services Team at the System Office or your campus administrator if you need to embed a YouTube video directly onto your LoneStar.edu page.

Note: Embedded videos should not be set to autoplay.

**Video Production**
The Marketing and Communications team can provide assistance with audiovisual production for the web, radio, television and non-traditional media (like Jumbotrons). We employ award-winning producers with decades of combined experience in commercial production, broadcast, and multimedia. We can consult, train, and offer guidance for adding professional-quality rich-media to your promotion campaigns.

Contact [SO-WebServices@LoneStar.edu](mailto:SO-WebServices@LoneStar.edu) if you need assistance.
When adding a document or file to the Web, provide a parenthetical description next to the link using an abbreviated document type or the PDF file icon.

Word documents should not be posted online because not everyone has access to Microsoft Word and they can be edited by the user and redistributed. This, in turn, can create official looking documents with inaccurate information. The preferred document type is a PDF. All PDFs should be opened in a new window (target: _blank).


If applicable, assets should be named with “campus_prefix_filename” where content relates specifically to a campus. All assets should be lower case with underscores for word separation. File names should not exceed 35 characters.

Prefixes for campuses are:
- System Office: “so”
- LSC-CyFair: “cf”
- LSC-Kingwood: “kw”
- LSC-Montgomery: “mg”
- LSC-North Harris: “nh”
- LSC-Tomball: “tb”
- LSC-Online “lsco”
- LSC-University Park: “up”
- LSC-University Center at University Park: “uc”
- Libraries: “lib”
- Files pertaining to satellite centers should use the prefix for their main campus.

Documents posted online should be reviewed at least once every six months to ensure the accuracy and timeliness of the information.
Readers need a sense of context of their place within a hierarchy of information. Viewing all of the information of a page is impossible for most viewers on most devices. Most pages don’t fit completely on a monitor and mobile devices offer even less information at a time.

To get around this, use the “inverse pyramid” writing style so the most important information comes first. This way, the user can determine with a fairly high probability if the information they are looking for is on a particular page. If the user then chooses to do so, they can gather supporting details as they move down the webpage.
Information Architecture

General guidelines for organizing information on a page:

• Content should always be written with the objectives of the user in mind.

• Don’t say in 15 words what you can say in five. Users of our site want to find information quickly and efficiently. Extra words make information harder to find.

• Don’t create five pages with one paragraph each when you can add/combine those five pages into one page with five sections of content.

• Large blocks of full width copy are hard to read and don’t look good on a webpage. Break your content up into smaller blocks of one to four sentences. This will make the page easier to read and lower the bounce rate.

• Provide links to other pages when possible. In the event that a reader wants to find out more, provide them with links to other pages on LoneStar.edu that give them routes to further information.

• Use the inverse pyramid writing method. Let the reader know immediately if the information they are looking for is included on the current page.

• Pages with a single sentence/document/link (dead-end pages) are unacceptable.

• Authors should always be mindful of the age of their content. Dated content should be edited to reflect the most current information and expired content should be removed.

• Newly created pages should have an expiration date and should be reviewed at least once every six months.

• Responsive web design has made the concept of “above the fold” obsolete because the “fold” is going to be in a different place on different devices. Extensive research shows that users are comfortable scrolling through a page to find what they are looking for.

Site Navigation

In an effort to maintain continuity and control over site architecture, only internal pages should be listed in the left navigation. If there is a need to link to an external site, it should be done in the main content area of that page.
URLS
When establishing a name for your page, content authors have two options. Pages within the WCMS can be assigned a “friendly URL” for use in printed publications and online marketing. This URL describes the page title and is usually hyphenated. Pages that do not have a “friendly URL” will have a “page identification number URL” assigned to it by the WCMS. “Friendly URLs” should always be used in promotions or when referencing webpages in press releases.

- Friendly URL example: http://LoneStar.edu/Veterans-Affairs.htm
- Page ID number example: http://LoneStar.edu/16276.htm

Linking
Pages within LoneStar.edu should be linked within the same window (either target = "_self" or left undefined) to show continuity. The only exception to this rule is linking to a page that requires a specific browser size (an example being the campus virtual tour links on Campus Tours). Pages that exist outside of the LoneStar.edu umbrella should always be linked in a new window (target = "_blank") to show that they are from a separate source. All external sites are subject to review.

Unacceptable external links include:
- Cloaking, doorway pages, mirror sites, redirects, or anything spam related
- Illegal, violent, or hate sites
- Adult, drug, tobacco, or gambling sites
- Sites under construction
- Sites featuring mostly affiliate links without unique content
- Sites delivering spyware or malware

Acceptable external links include:
- Web sites with rich and unique quality content
- Sites related to student success
- Transfer/Admissions information for other colleges and universities
- Government resources including scholarships, grants, and records

Cross Linking
Adding links to the content on a page allows for users to find more information on the topics being discussed.

Example: Did you know that you do not have to be a high school graduate to benefit from great Lone Star College classes, programs, and services? We offer a variety of opportunities to help high school students meet their academic goals – from earning college credit while still in high school to working with first-class tutors in our learning centers to getting assistance with college and financial aid applications.

It should also be noted that while LoneStar.edu uses an upper case “L” and “S” when shown in print, all webpages should be given lower case web addresses.
URL Naming & Linking

Homepages
Our Web address is officially written as “LoneStar.edu,” with capital letters “L” and “S.” This helps our readers quickly read the Web address.

The official Web address for Lone Star College is http://www.LoneStar.edu. Additionally, there are nine campuses and college entities listed in the global header on every page:

- LSC-CyFair: http://LoneStar.edu/CyFair
- LSC-Kingwood: http://LoneStar.edu/Kingwood
- LSC-Montgomery: http://LoneStar.edu/Montgomery
- LSC-North Harris: http://LoneStar.edu/NorthHarris
- LSC-Tomball: http://LoneStar.edu/Tomball
- LSC-University Park: http://www.LoneStar.edu/UniversityPark
- LSC-Corporate College: http://www.LoneStar.edu/CorporateCollege
- LSC-Online: http://LoneStar.edu/LSC-Online
- LSC-University Center: http://www.LoneStar.edu/UC-Montgomery
LoneStar.edu is a responsive site that needs to load quickly on any device. Any page on our site should be expected to load in 3 seconds or less for our average user. The following are general guidelines to ensure that pages adhere to this standard:

- Limit the number of images and graphics on each page.
- Reduce image file sizes, dimensions, and/or resolution when possible. Use a web optimization service or Photoshop’s “Save for Web & Devices” when applicable.
- Most digital cameras take pictures with a resolution of 300dpi or higher. While printed images need to be at a higher resolution, most monitors can only display 72dpi.
- Images larger than 200KB should be used sparingly.
- **Images larger than 500KB in size are unacceptable.**
- Reuse existing images in the CMS when possible. It is likely than the image has already downloaded to the user’s Web cache.
- Use JPGs for pictures of students, campuses, events, etc.
- Use PNGs for images that require transparency.
- Use GIFs for simple illustrations with geometric shapes.
- Do not use animated GIFs.
- Avoid unnecessary code such as `<span></span>` without any content inside of it.
- Use valid HTML and CSS.
- Use a separate CSS document instead of inline styles.
- Avoid excessive use of JavaScript and Flash. These types of files can add to the user experience but require much more bandwidth per page.

**Flash**

In the past, LoneStar.edu used a wide variety of Flash applications built into its content. However, due to the advance of other technologies such as HTML5, the use of Flash on our site is highly discouraged.

- Flash is not compatible with all devices, in particular, mobile devices.
- Flash content is bad for accessibility and search engine optimization.
- Flash requires a separate plugin and loads slower than standard HTML content.
- Flash content is time intensive to maintain and can’t be done through our WCMS.
Browser Statistics
LoneStar.edu supports the current versions of Chrome, Internet Explorer, Safari, and Firefox. In addition, we support legacy versions of Internet Explorer back to IE9. We do not support IE8 and earlier.

| Browser                  | Visits | Browser contribution to total:
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Chrome</td>
<td>39.6%</td>
<td>39.6%</td>
</tr>
<tr>
<td>2. Internet Explorer</td>
<td>30.16%</td>
<td>30.2%</td>
</tr>
<tr>
<td>3. Safari</td>
<td>17.11%</td>
<td>17.1%</td>
</tr>
<tr>
<td>4. Firefox</td>
<td>10.51%</td>
<td>10.5%</td>
</tr>
<tr>
<td>5. Android Browser</td>
<td>1.98%</td>
<td></td>
</tr>
<tr>
<td>6. Amazon Silk</td>
<td>0.18%</td>
<td></td>
</tr>
<tr>
<td>7. Safari (in-app)</td>
<td>0.12%</td>
<td></td>
</tr>
<tr>
<td>8. Opera</td>
<td>0.08%</td>
<td></td>
</tr>
<tr>
<td>9. Opera Mini</td>
<td>0.07%</td>
<td></td>
</tr>
<tr>
<td>10. IE with Chrome Frame</td>
<td>0.06%</td>
<td></td>
</tr>
</tbody>
</table>

Source: Google Analytics, February 2015

Device Statistics
LoneStar.edu is a responsive site that will resize and realign elements on the page based on the user’s device and screen size. While the majority of LoneStar.edu’s traffic still comes from desktop browsers, it should be noted that mobile traffic has more than doubled since the launch or our responsive site.

| Browser | Visits | Browser contribution to total:
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Desktop</td>
<td>73.30%</td>
<td>73.3%</td>
</tr>
<tr>
<td>2. Mobile</td>
<td>21.90%</td>
<td></td>
</tr>
<tr>
<td>3. Tablet</td>
<td>4.80%</td>
<td></td>
</tr>
</tbody>
</table>

Source: Google Analytics, February 2015
Age Demographics
Roughly 60% of LoneStar.edu visitors are under 35 and roughly 90% of site visitors are under 55.

Gender Demographics
LoneStar.edu traffic breaks down fairly evenly between men and women.
Web Accessibility

Web Accessibility is the practice of making websites usable by people of disability. When sites are correctly designed, developed and edited, all users can have equal access to information and functionality. It is the goal of Lone Star College to comply with the Texas Administrative Code 206.70 Accessibility Standard.

Accessibility in Images

Where an image is used to provide information, a text equivalent must be provided by using the alt attribute. Alt text is the alternative text used by text browsers and screen readers that can’t view images.

Example:

```
<img src="cyFairCampus.jpg" alt="Photo of students" />
```

Any image that has text in it should have that text as the alternative text. You can place other words in the alternative text, but at a minimum it should say the same thing as the image. Remember that screen readers will read aloud the alt attribute as a description for site visitors who may not be able to see the image. As such, it is better to begin alt attributes with “Photo of” or “Graphic of” so the image description makes more sense.

Empty Alt Tags

Occasionally, images will be used that don’t have any useful descriptive text, such as bullets or simple icons. In this case, use a blank alt attribute rather than leaving it out.

```
<img src="bullet.gif" alt="" />
```
Search Engine Optimization

Search Engine Optimization is the process of improving the visibility of a website or webpage in search engine results. This can be done by a combination of methods:

- **Use unique, accurate page titles.** An accurate page title tag tells both users and search engines what the topic of a particular page is. If your webpage appears in a search results page, the contents of the title tag will usually appear in the first line of the results. In addition, words in the page title will be bolded if they appear in the user’s search query.

- **Use unique description meta tags** of 1-2 sentences in length that clearly describe the type of content on the page.

- Avoid using the same description meta tag across several pages or entire sites.

- Avoid filling the description with only keywords.

- **Choose a relevant URL** for your page that will be easy for users and search engines to understand. Use keywords to make a friendly URL when possible.

- **Cross link between pages on LoneStar.edu:** Including links to other LoneStar.edu pages when relevant is also recommended for keeping the bounce rate on our site low.

- **Use relevant keyword meta tags.**

- Use **header tags** to denote key subjects and divisions in page content (example: h2, h3, h4)

- Methods such as spamdexing, or deliberately manipulating the results of search engine indexes, are not an approved practice of Lone Star College.

- Contact the Digital Services Team for professional assistance.
Lone Star College operates monitors that are placed in hallways, libraries, and common areas across all LSC campuses. These monitors are used to promote official events and programs, as well as notify students and faculty of emergencies. The DMS system is capable of displaying full screen images, half screen images, and video/multimedia content. The content displayed on the screens should always be relevant to student needs and up-to-date with current programming. In the event of an emergency, the DMS will display appropriate emergency communications.

DMS screens are positioned at various heights and distances from foot traffic. While some screens are at eye-level, others might be closer to the ceiling or in large rooms. Because there is no way to control the viewing experience, content displayed on DMS screens should be viewed as “teaser” for the program being advertised. As such, slides should meet the following criteria:

**DMS Slide Design Guidelines:**

- All text on a DMS slide should be legible from at least 15 feet away.
- Slides should have a clear, concise message. Viewers should not have to stop walking to get the full message being conveyed.
- Slides should have a clear “call to action”. For example, “Meet in Room 101 at 5pm today” or “Go to LoneStar.edu/Registration for more info.”
- Any images or visuals used should be high quality and relevant to the slide’s subject.

**Slide Specifications:**

- Full screen slide dimensions are 1366 x 630
- Half screen slide dimensions are 600 x 480
- Preferred slide format is JPG (non-progressive).
- Slide file size should not be over 200kb

_Digita Media System (DMS)_
Digital Media System (DMS)

Sample Full Screen Image:

Sample Half Screen Image:

LATE START CLASSES ARE STILL AVAILABLE
It’s not too late to register.
Lonestar.edu/late-start
Digital Media System (DMS)

Sample Emergency Full Screen Image:

CAMPUS LOCKDOWN

1. Go to the closest **SAFE PLACE** inside a building – inside office, classroom or closet.
2. **TAKE** immediate personal belongings with you if you move to another location.
3. **MOVE AWAY** from any windows, barricade the door, stay quiet.
4. **ASSIST** people in need.
5. **WAIT FOR INSTRUCTIONS** from campus police or other officials before leaving your safe place.

Sample All Clear Full Screen Image:

ALL CLEAR

The emergency situation is under control.

You may now resume normal activities.
Email Marketing

Email is one of the most effective ways to market new programs and give updates to the community because it’s fast, direct, and inexpensive. It is important the LSC appears professional and concise in all email communication because a properly formatted email marketing piece reads easily and reinforces the desired message.

For questions related to branding standards in marketing emails, please contact the Marketing and Communications department at the System Office.

External Email Guidelines:

• Avoid using large blocks of text. Emails are read on screen, not in print. By keeping paragraphs brief, more white space is created. This maintains legibility.

• Use bullets where possible. Readers recognize that bullets will contain important but concise information and will naturally gravitate towards them.

• Keep the total message size as small as possible. Some servers will block emails with too many or too large of attachments. Additionally, short messages are easier to send and download.

• Emails should not contain non-HTML code (example: JavaScript or Flash)

• Never send emails with attachments. Depending on the end user’s security settings, emails with attachments might be blocked due to suspicion of viruses.

• Only use .jpg, .gif, or .png images that have been optimized for web.

• When linking to URLs, be sure to include the full web address. (“http://www.LoneStar.edu/beststart.htm” as opposed to “/beststart.htm”)

• Test everything before sending it out to the community. Always send a copy of your HTML formatted email to yourself or a co-worker and test the formatting in multiple email programs on both Mac and PC computers.

• Maximum width for marketing emails should be 650px.
Sample Email Via Constant Contact:

Lone Star College
Discovery College

Discover exciting and rewarding ways for your child to grow this summer, with science, technology, engineering, and math-based programs, as well as performing arts, physical activity and more!

Some of our camps include:

- Oozing, Bubbling Science
- Be a Broadway Star
- ACT/SAT Prep
- Digital Photography
- Electronics
- Robotics
- CSI Crime Scene
- Just Dance
- Rocks, Minerals and Fossils

One-week camps for ages 6 - 17 start at $89. Registration begins March 23.

LoneStar.edu/DiscoveryCollege
Social Media: Outlets

Social Media Outlets allows Lone Star College, its faculty, staff and students the opportunity to share and exchange information. The information can be further shared outside the original network of users, thus expanding the reach of the information. This ability to share information brings with it the potential to influence the reputation of Lone Star College and those who represent it. Lone Star College requires that all Lone Star College Sponsored Social Media Outlets be used in accordance with this policy.

Each Lone Star College Sponsored Social Media Outlet must have a minimum of two account administrators assigned to monitor the site and make sure it adheres to the following:

1. Has approval of the unit head and is registered with the appropriate Campus Authority.
2. Includes the prescribed disclaimer statement regarding opinions and links contained within the site.
3. Adheres to the terms of use/service set forth by any applicable third-party Social Media Outlet.
4. Complies with all laws, regulations and Lone Star College policies, including but not limited to harassment, privacy, confidentiality, copyright, trademark, intellectual property, information security, information technology, commercial soliciting and libel.
5. Uses Lone Star College symbols and logos in accordance with Lone Star College Style Guide Policies.
The following are a list of general guidelines for a successful social media presence:

- **Do** develop a proper image for your profile picture.
- **Do** solicit feedback from your audience.
- **Do** post accurate, concise, and useful information, and respond to your commenters in a timely manner.
- **Do** share a variety of content types (status updates, events, photos, videos, etc.)
- **Do** monitor comments and conversations that take place on your posts.
- **Do** obey the terms of service of any social media site you’re using.
- **Do** link back to LoneStar.edu or appropriate sub-pages whenever possible.
- **Do** follow LSC’s styleguide for all posted copy.
- **Do not** post or allow comments that contain hate speech.
- **Do not** allow posts that would be offensive or in poor taste.
- **Do not** post copyrighted, questionably legal content, direct attacks on individuals or groups, or libelous statements.
- **Do not** use the LSC logo for any kind of endorsement.
- **Do not** release confidential or proprietary information related to LSC, its staff, students, alumni, or any member of its community.
- **Do not** use LSC related social media channels to share your personal opinions or positions on controversial issues.
- **Do not** post the same content on every social media account; have a strategy for your different channels.
- **Do not** let your account lie unused; have a plan for keeping your account updated, even over the summer.
LSC is bound by the Digital Millennium Copyright Act. The Digital Millennium Copyright Act has specific requirements which must be met in the notification before the claim of infringement can be considered. These “Elements of Notification” are listed below.

The Elements of Notification
Quoted from Public Law 105-304 (U.S. Code, Title 17, Chapter 5, Section 512)

(A) To be effective under this subsection, a notification of claimed infringement must be a written communication provided to the designated agent of a service provider that includes substantially the following:

(i) A physical or electronic signature of a person authorized to act on behalf of the [copyright] owner...

(ii) Identification of the copyrighted work claimed to have been infringed ...

(iii) Identification of the material that is claimed to be infringing ... and information reasonably sufficient to permit the service provider to locate the material.

(iv) Information reasonably sufficient to permit the service provider to contact the complaining party, such as an address, telephone number, and, if available, an electronic mail address...

(v) A statement that the complaining party has a good faith belief that the use of the material in the manner complained of is not authorized by the copyright owner, its agent, or the law.

(vi) A statement that the information in the notification is accurate, and, under penalty of perjury, that the complaining party is authorized to act on behalf of the owner of an exclusive right that is allegedly infringed.

To report copyright infringements on the website of Lone Star College or the web sites of any component institutions (LSC-CyFair, LSC-Kingwood, LSC-Montgomery, LSC-North Harris, LSC-Tomball, or LSC-University Park), please notify:

Brian Nelson
General Counsel / CLO
5000 Research Forest Drive
The Woodlands, Texas 77381
e-mail: Brian.S.Nelson@lonestar.edu
Lone Star College (LSC) is committed to ensuring the privacy of personal information, however, we may share information gathered from our web servers. Because LSC is a public institution, some information collected from the LSC web site, including summary server log information, emails, and information collected from web-based forms, may be subject to public information requests under the Texas Public Information Act (TPIA). This means that while we do not share information, in some cases we may be compelled by Open Records law to release information.

Student directory information is routinely requested by vendors through the Texas Public Information Act. Students have the option of excluding their personal information from the directory during registration.

LSC complies with the Family Educational Rights and Privacy Act (FERPA), which prohibits the release of education records without student permission.

The LSC Web consists of several web servers. Some servers hosted by LSC may adopt different privacy statements as their specific needs require. If another LSC web server has a privacy statement that is different from this statement, that policy will be posted on their site.

The LSC website contains links to external websites. The College is not responsible for the privacy practices or content of external web links.

**Information We Gather**

The following information is collected and stored automatically from all users accessing the LSC website to browse or download information:

- Internet address of computer being used
- Web pages requested
- Referring web page
- Date and time
- Type of web browser being used

This information is used to create summary statistics which are used for purposes such as assessing what information is of most interest to users, determining technical design specifications, and identifying system performance or problem areas.

This information is not reported or used in any manner that would reveal personally identifiable information, and will not be released to outside (third) parties unless legally required.
It is the policy of Lone Star College (LSC) that all official college information published on LSC’s websites shall be accessible to all users in compliance with section 206.70 of the Texas Administrative Code.

**Web Accessibility Coordinator**

LSC has designated a staff member to serve as the accessibility coordinator. The coordinator will monitor the college’s compliance with this policy and train Web publishers and developers how to make all Web pages accessible. The University’s Accessibility Coordinator may grant written requests for exceptions to this policy under appropriate circumstances.

For more information regarding Lone Star College disability services, please visit the disability services page.
Legal: Terms & Conditions

About this Site

Lone Star College (“LSC”) encourages the use of this site and other LSC sites as a way to share information and knowledge in support of the LSC mission of providing educational opportunities and programs to enrich lives.

Terms and Conditions of Use

1. Acceptance of terms of use and amendments
   Each time you use or cause access to the Lone Star College website, you agree to be bound by these terms of use, as amended from time to time with or without notice to you. In addition, if you are using a particular service on this website or accessed via this website, you will be subject to any rules or guidelines applicable to those services. Please read the site’s privacy policy, which is incorporated within these terms of use.

2. Your responsibilities and registration obligations
   In order to use this website or certain parts of it, you may be required to register for a user account on this website; in this case, you agree to provide truthful information when requested. By registering for a user account, you explicitly agree to this site’s terms of use.

3. Privacy policy
   Registration data and other personally identifiable information that the site may collect is subject to the terms of the web privacy policy. LSC is committed to ensuring the privacy and accuracy of your confidential information. Read our Web Privacy Policy (link).

4. Registration and password
   You are responsible for maintaining the confidentiality of your password, and you will be responsible for all usage of your user account and/or user name, whether authorized or not authorized by you. You agree to immediately notify LSC of any unauthorized use of your user account, user name or password.

5. Copyright and Trademark
   Lone Star College and all related trademarks are the property of LSC. Any trademark which identifies or is associated with LSC may not be used without prior expressed written permission from the Office of General Counsel.

LSC supports enforcement of copyright law for the protection of its employees as both creators and users of copyright protected works. LSC requires that all faculty, staff and students comply with federal law regarding the use of copyright protected materials. Read our Copyright Policy.
6. Indemnification
You agree to indemnify and hold harmless LSC and LSC’s representatives, subsidiaries, affiliates, related parties, officers, directors, employees, agents, independent contractors, advertisers, partners, and co-branders, from any claim or demand, including reasonable legal fees, that may be filed by any third party, arising out of your conduct or connection with this website or service, your provision of content, your violation of these terms of use or any other violation by you of the rights of another person or party.

7. Disclaimer of Warranties
You understand and agree that your use of this website and of any services or content provided (the “service”) is at your own risk. Services and content are provided to you “as is”, and LSC expressly disclaims all warranties of any kind, either implied or expressed, including but not limited to warranties of merchantability, fitness for a particular purpose, and non-infringement.

LSC makes no warranty, either implied or expressed, that any part of the service will be uninterrupted, error-free, virus-free, timely, secure, accurate, reliable, or of any quality, nor is it warranted either implicitly or expressly that any content is safe in any manner for download. You understand and agree that neither LSC nor any participant in the service provides professional advice of any kind and that any advice or any other information obtained via this website may be used solely at your own risk, and that LSC will not be held liable in any way.

Some jurisdictions may not allow disclaimers of implied warranties, and certain statements in the above disclaimer may not apply to you as regards implied warranties; the other terms and conditions remain enforceable notwithstanding.

8. Limitation of Liability
You expressly understand and agree that LSC will not be liable for any direct, indirect, special, incidental, consequential or exemplary damages; this includes, but is not limited to, damages for loss of profits, goodwill, use, data or other intangible losses (even if LSC has been advised of the possibility of such damages), resulting from the following:

(i) the use of services or the inability to use services,
(ii) the cost of obtaining substitute goods and/or services resulting from any transaction entered into on through services,
(iii) unauthorized access to or alteration of your data transmissions,
(iv) statements by any third party or conduct of any third party using services, or
(v) any other matter relating to services.

In some jurisdictions, it is not permitted to limit liability and, therefore, such limitations may not apply to you.
9. **Applicable law**

You agree that these terms of use and any dispute arising out of your use of this website or products or services provided will be governed by and construed in accordance with local laws applicable at LSC’s geographical location. By registering for a user account on this website, or by using this website and the services it provides, you accept that jurisdiction is granted to the courts having jurisdiction over LSC’s geographical location, and that any disputes will be heard by said courts.

10. **Miscellaneous Information**

   (i) In the event that any provision of these terms of use is deemed to conflict with legislation by a court with jurisdiction over the parties, the said provision will be interpreted to reflect the original intentions of the parties in accordance with applicable law, and the remainder of these terms of use will remain valid and applicable;

   (ii) The failure of either party to assert any right under these terms of use will not be considered to be a waiver of that party’s right, and the said right will remain in full force and effect;

   (iii) You agree that any claim or cause in respect of this website or its services must be filed within one (1) year after such claim or cause arose, or the said claim or cause will be forever barred, without regard to any contrary legislation;
This section 2.08 provides faculty, staff, and students with social networking guidelines to facilitate informal (social) communication while fully complying with LSC policies and institutional goals. “Social media” refers to various online technology tools that enable individuals to share user-generated information and resources through social interaction and is created using highly accessible and scalable publishing techniques. Examples include but are not limited to Facebook, Twitter, YouTube, MySpace, LinkedIn, and weblogs. Employees and students who violate this Section 2.08 do so at the risk of disciplinary action, termination or expulsion in accordance with Board Policy Sections IV and VI.

When utilizing social media, employees and students shall:

1. Not use the LSC name, its copyrighted or trademarked materials, registered logos, or iconography on personal social media sites; unless specifically approved by LSC as part of LSC business or promotional activities (See Board Policy Manual, Section II);

2. Not use the LSC name to promote a product, cause, or political party or candidate unless such product or cause is specifically approved by LSC as part of LSC business or promotional activities (See Board Policy Manual, Section II);

3. Use LSC resources appropriately:
   a. LSC computers and work time are to be used only for LSC-related business;
   b. Employees may only use social media sites at work if this use is authorized and directly related to accomplishing work activities;

4. Must identify all personal opinions and commentary on personal social media sites as NOT representing LSC policies or practices, and must clearly state that they are not expressing the official views and opinions of LSC

5. Individuals may be held liable for any content they post on social media sites and shall not post threatening, harassing, illegal, obscene, defamatory, slanderous, or hostile material regarding LSC or any employee or student;

6. Not use LSC email addresses and to not discuss LSC business on personal social media sites;

7. Understand that LSC reserves the right to manage posted content or commentary in which social media accounts are owned by LSC for its official business and at any time, may block, remove, or erase posts;

8. Comply with the following when using social media sites for LSC business:
   a. Obtain approval from the Local Executive Officer before requesting or setting up any form of account on any social networking site for any LSC department or organization. Social Media sites that store or display LSC content or information are continually subject to review and any such information may be amended at the sole discretion of LSC;
   b. An individual, department or organization shall not use a social media site as representing LSC policies, an alternative for established and formal LSC business practices and shall not contractually commit LSC without express and written delegation or authority to do so.
At a System level, Lone Star College maintains the following social media channels:

- Facebook: https://www.facebook.com/LoneStarCollege
- Twitter: https://Twitter.com/LoneStarCollege
- Instagram: http://Instagram.com/LoneStarCollege
- YouTube: https://www.youtube.com/user/LoneStarCollege
- LinkedIn: https://www.linkedin.com/company/Lone-Star-College
- Pinterest: http://www.pinterest.com/LoneStarCollege/
- Google+: https://plus.google.com/+LoneStarCollege
- Flickr: https://www.flickr.com/photos/lonestarcollege

For further social media inquiries:

Bill Van Rysdam
Manager of Media Relations
5000 Research Forest Drive
The Woodlands, Texas 77381
e-mail: Bill.VanRysdam@lonestar.edu

Jonathan Coen
Senior Web Designer
5000 Research Forest Drive
The Woodlands, Texas 77381
e-mail: Jonathan.D.Coen@LoneStar.edu