Applying the Corporate Identity to the Web

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Why have a Web Corporate Identity?

Four reasons why we should:

1. **Competitive Market Place,**
2. **Complex Target Audience,**
3. **Usability and**
4. **Maintenance**

Applying the Corporate Identity to the Web using best practice will benefit the department, the institution and the individual site user.

1. Competitive Market Place

The vast majority of UK HEIs have moved to a significant corporate branding on their Web sites over the past few years. The quality of the branding varies significantly but it provides a clear opportunity to establish a strong profile in an increasingly competitive market place. The need to harness the strengths of all departments under a corporate umbrella is reinforced by research which shows that the second most important factor influencing undergraduate student choice of University is the overall image of the University, the most important factor is the suitability of the course.[1] Providing visual consistency across the University and department pages will contribute to the overall image of the University – the sum of the parts being greater than the whole.

2. Complex Target Audience

The Web pages have internal and external audiences who will be using the University Web site to support a range of purposes. These needs may necessitate visiting a number of Web pages across the site. In addition their requirements may change as they progress through the range of service/activities provided by the University. For example a sixth form student is a potential undergraduate, could be a potential postgraduate, may become interested in professional development opportunities. Creating a visual identity for the Web site will enable various audience groups to identify with the full portfolio of the University.

3. Usability

Placing the name and logo on every page is given as the first of ten ways to "increase the usability of virtually all sites" by Jakob Nielson the usability and hypertext Guru.[2] It provides a coherent framework for the user to navigate comfortably through the site and clearly demarcates the University's area of Web activity. Moreover it maintains the source of the material when it is printed from the Web page.

4. Maintenance

Consistency will significantly reduce the problems of maintaining the Web pages for departments in the future. Departmental Web Maintainers will be aware of their custodial role in building the departmental online environment. There is an increasing move away from users' having the responsibility for the design of Web sites towards content maintenance.

[1] Institute for Employment Study, "Making the Right Choice", March 1999
[2] Jakob Nielson, '10 Good Deeds in Web Design', October 3 1999, http://www.useit.com/alertbox/991003.html

What is the Web Corporate Identity?

The Web Corporate Identity seeks to achieve a degree of consistency across all Web pages whilst enabling department/section individuality. Whilst the visitor should always be aware that they are accessing the University of Leicester's Web site the design must assist their navigation within that site enabling them to differentiate between the University, department and individual pages.

The Web Corporate Identity is therefore based upon three simple features:

- University Logo
- Header Bar
- University Navigation Bar

How and when these features are used is determined by the type of information provided – corporate, department, resources, individual.

The ***University logo*** allows the visitor to be aware of the corporate identity across the whole site and a ***University navigation bar*** makes it easy to negotiate a route across the site.

The ***header bar*** is featured on the top level pages of the University Web site, although departments/sections may also choose to use it, and contains the ***University logo***.

In addition the Web Corporate Identity maintains the distinctions outlined in the Internet Code of Practice[3] between Departmental and Individual directories and files. The ***University navigation bar*** separates the main page content from the page management information required by the Internet Code of Practice. The bar contains a suite of navigation links available from a central store.

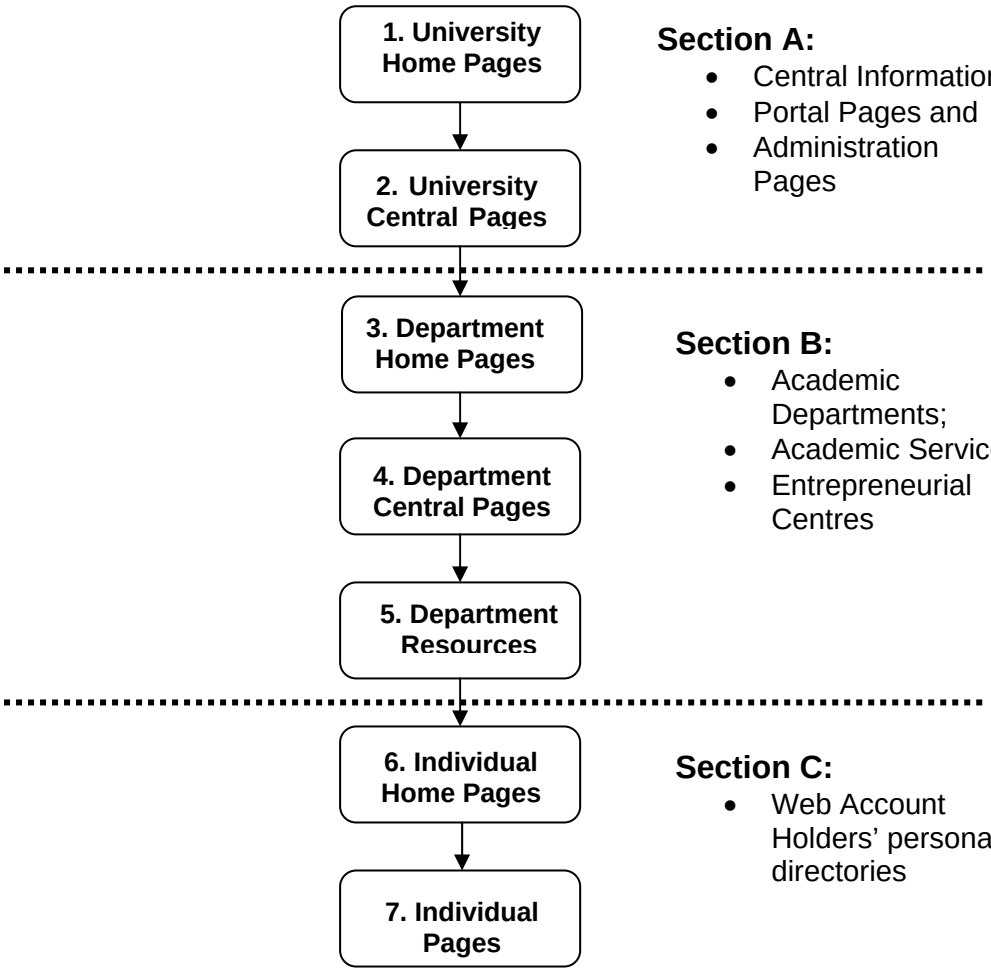
For the purpose of applying the Corporate Identity the Web site has been divided into three sections (University, department and individual) and seven levels that reflect the type and source of information carried.

Section A:
The University pages will create a distinctive identity for the site, utilising the ***University logo***, ***header bar*** and ***University navigation bar*** in a set format.

Section B:
The department pages will feature the ***University logo*** in the top left hand corner and will carry the ***University navigation bar.***

Section C:
The individual pages will carry the ***University navigation bar***.

[3] http://www.le.ac.uk/regulations/computing/codecode.html



Section A:

- Central Information;
- Portal Pages and
- Administration Pages

Section B:

- Academic Departments;
- Academic Services
- Entrepreneurial Centres

Section C:

- Web Account Holders' personal directories

The University Logo

The ***University logo*** is provided in a range of colours and should be present on every corporate Web page. No images or text should impinge on the ***University logo*** inline with the printed logo guidelines. The size of the Web logo is: 183 x 50 pixels

A list of the University Logos which are held centrally and can be accessed from:

http://www.le.ac.uk/corporateid/new/logos/

Additional versions can be produce on request to the Web Design Team.

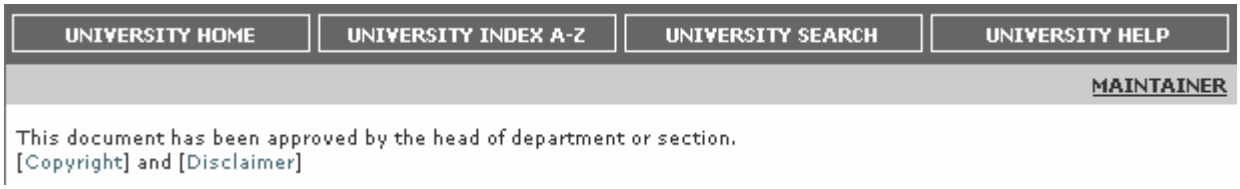
The ***University logo*** should always be linked back to the main University Home page using the "http://www.le.ac.uk/" convention with the image border attribute turned off. In addition [The University of Leicester] should be used for the alternative text value.

The University Navigation Bar

For the ***University navigation bar*** on 'portal'[4] pages, which exist outside the departmental structure, the minimum requirement for links will be:

- University Home <a href="http://www.le.ac.uk/">
- University Index A-Z <a href="http://www.le.ac.uk/portals/indexaz.html">
- University Search <a href="http://www.le.ac.uk/portals/searchsite.html">
- Help <a href="http://www.le.ac.uk/portals/help.html">

As in the following example:

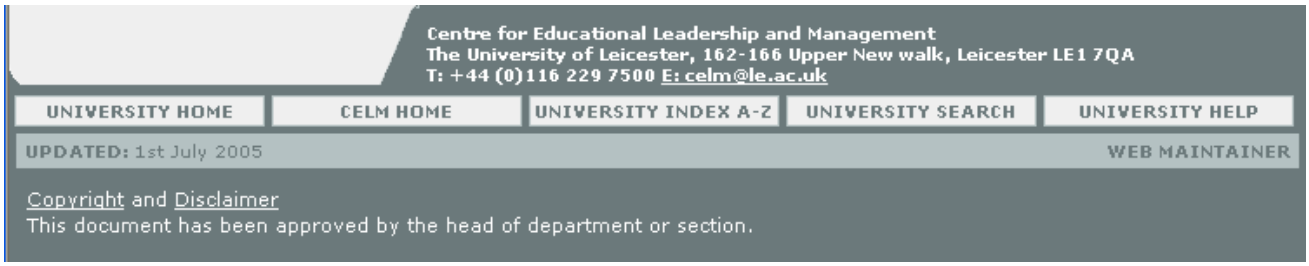


Within the departmental structure a departmental/section home link button will also be required. The ***University navigation bar*** uses a Cascading Style Sheet driven text bar and may use a colour scheme that reflects the departmental/section image. The sequencing of these links must be consistent so the order is as follows:

[4] 'portal' is used for pages which provide links through to site content.

University Home	[Section Home]	[additional links]	**IndexA-Z**	**Search**	**Help**

For example:



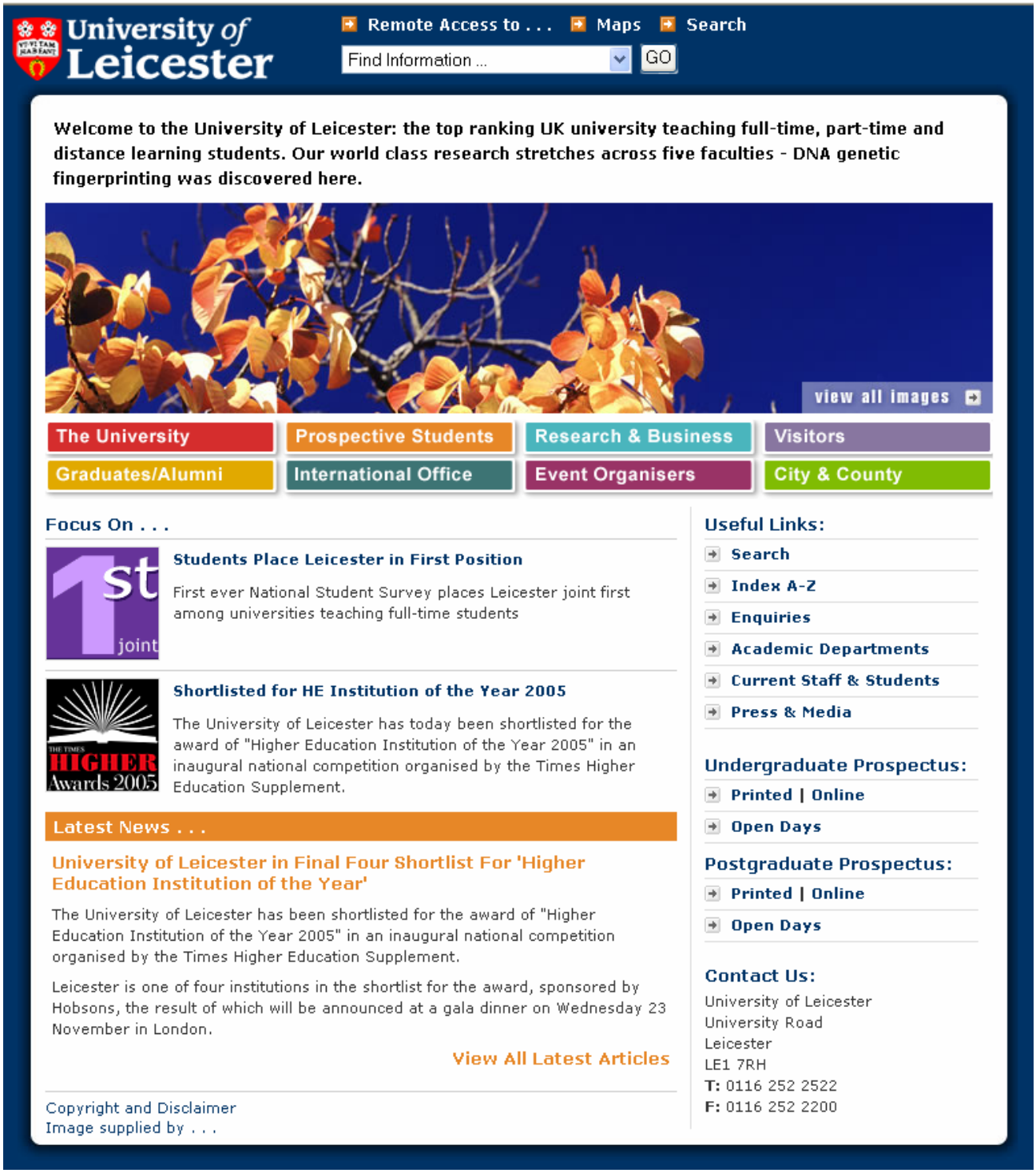
University Home Pages

The University Web server supports two "Home Pages": an Internal and an External. The design of the University's external Home Page is under constant review and is redesigned approximately every two years. Note that the External Home page is designed to display within a single screen shot. A ***header bar*** is used to bind the ***University logo*** with a graphic device which reinforces the page context. The main navigational menu is placed at the top of the page. The international telephone and fax numbers and held in a side bar.

The Internal Home page is an electronic Bulletin (eBulletin) and is produced via a Content Management System. This Home Page shows news items and information relevant to all members of the University and has a Quick Link feature down the left-hand side for access to specific services.

Examples of the current External and Internal Home Pages are as follows:

External home page:


University of Leicester
Remote Access to . . .
Maps
Search
Find Information ...
GO
Welcome to the University of Leicester: the top ranking UK university teaching full-time, part-time and distance learning students. Our world class research stretches across five faculties - DNA genetic fingerprinting was discovered here.
view all images
The University
Prospective Students
Research & Business
Visitors
Graduates/Alumni
International Office
Event Organisers
City & County
Focus On . . .
1st joint
Students Place Leicester in First Position
First ever National Student Survey places Leicester joint first among universities teaching full-time students
Shortlisted for HE Institution of the Year 2005
The University of Leicester has today been shortlisted for the award of "Higher Education Institution of the Year 2005" in an inaugural national competition organised by the Times Higher Education Supplement.
Latest News . . .
University of Leicester in Final Four Shortlist For 'Higher Education Institution of the Year'
The University of Leicester has been shortlisted for the award of "Higher Education Institution of the Year 2005" in an inaugural national competition organised by the Times Higher Education Supplement.
Leicester is one of four institutions in the shortlist for the award, sponsored by Hobsons, the result of which will be announced at a gala dinner on Wednesday 23 November in London.
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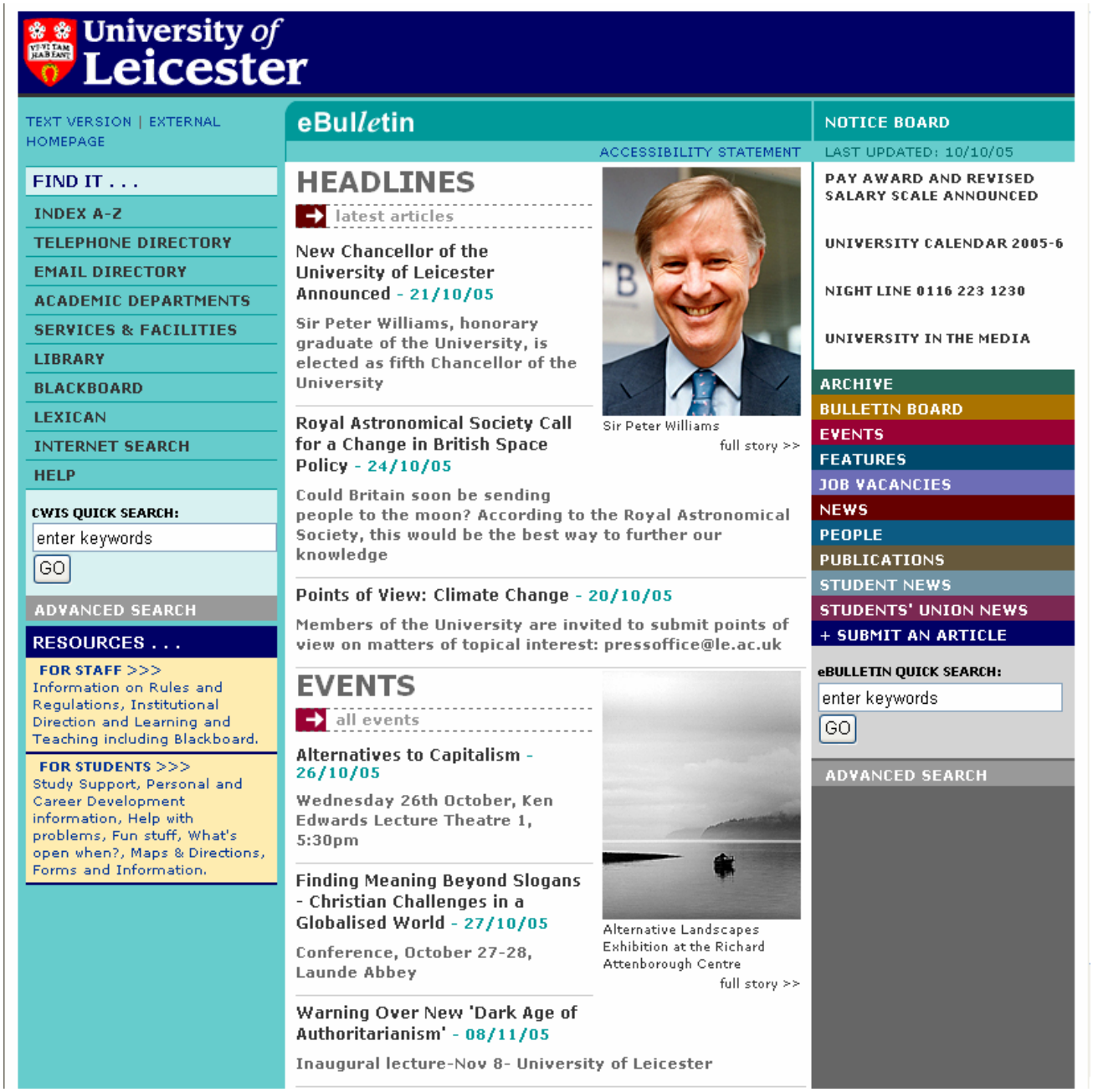
Open Days
Postgraduate Prospectus:
Printed | Online
Open Days
Contact Us:
University of Leicester
University Road
Leicester
LE1 7RH
T: 0116 252 2522
F: 0116 252 2200

Internal home page:



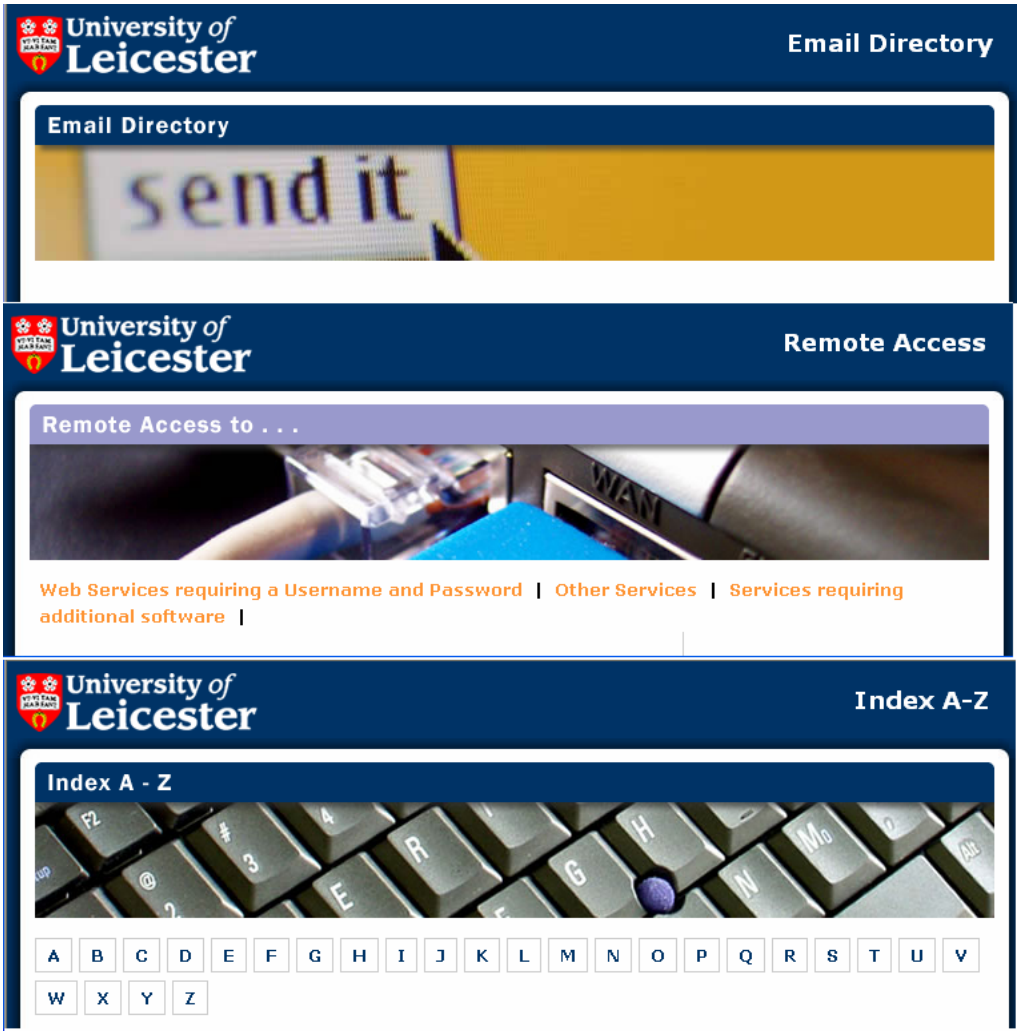
University Level Pages

At this level the ***University logo*** is shown on a coloured background to reflect the image of the department/section. It is linked to the University home page. A stylised icon is used on the right hand side to emphasise the page theme. The heading in the centre uses the <H1> tag so that the text can be used and weighted correctly by search engines.

The ***University navigation bar*** is shown with a minimum of 4 button links as outlined in the Web Corporate Identity section.

http://www.le.ac.uk/corporateid/new/templates/

The following are examples of some core 'portal'[5] pages:



[5] 'portal' is used for pages which provide links through to site content.

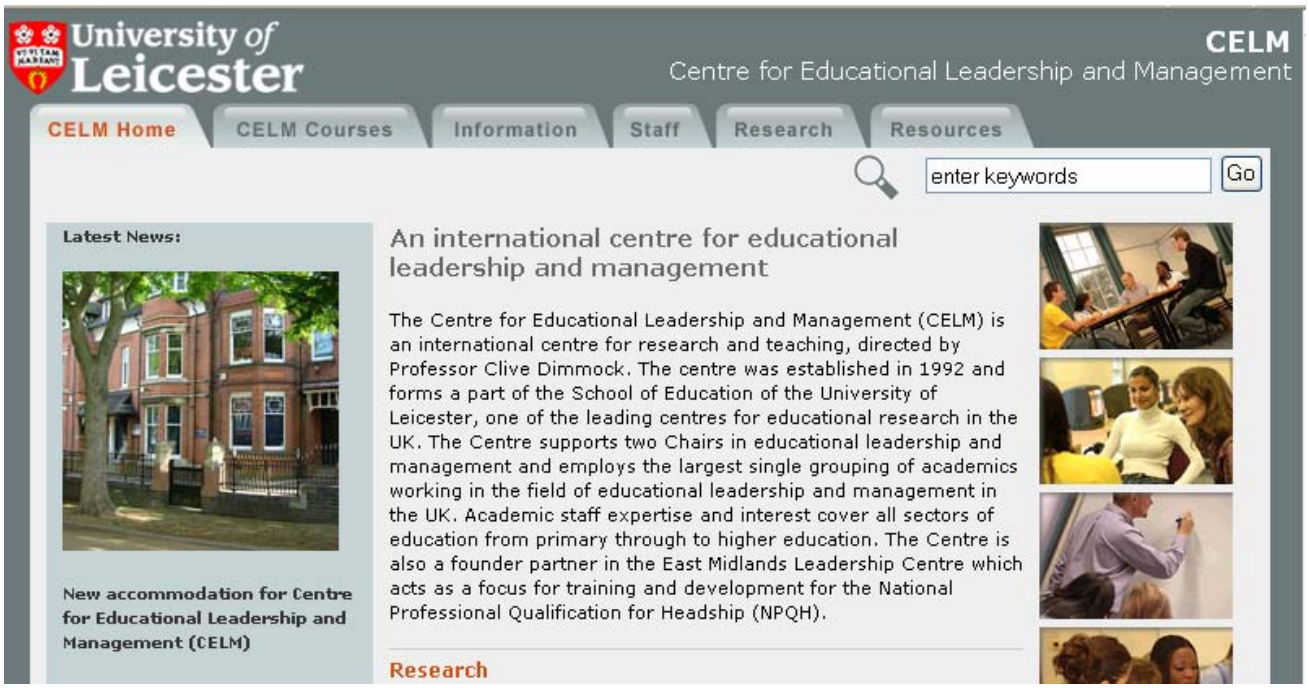
This style will be used for central University pages.

Department Home Page

At this level the ***University logo*** is placed in the top left corner of the page. It is linked to the University home page. A visual device may be used on the right hand side to emphasise the page theme or a secondary logo as a background. The department name should be labelled with the <H1> tag so that the text can be used and weighted correctly by search engines. This does not prevent use of additional attributes to alter the style of the heading[6].

The ***University navigation bar*** is with a minimum of 4 button links as outlined in the Web Corporate Identity section. A separate departmental navigational schema can be used in addition to the University schema.

http://www.le.ac.uk/corporateid/new/templates/



[6] Examples are available in the 'Helpful Hints' documentation, http://www.le.uk/cc/lts/web/design/

Where Can I put a Departmental or Section Logo?

An icon which has been designed to represent the Department or Section independently from its title, is effectively a sub-brand, and can be placed anywhere on the Web page but it must be above the navigation bar and must not impinge on the University logo. It should be smaller than the ***University logo*** used on that page.

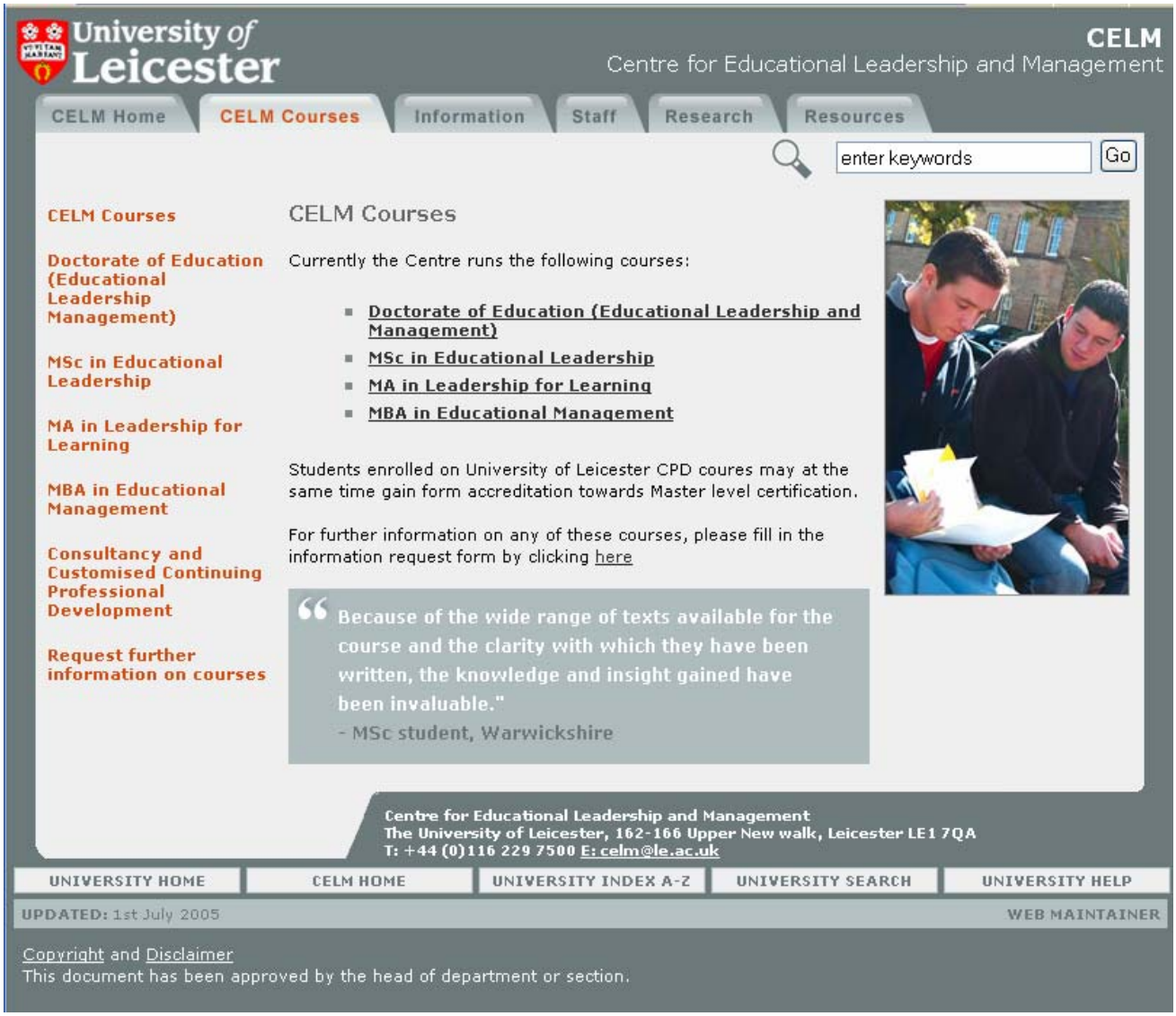
A typographical treatment[7] of the Departmental or Section name is not viewed as a departmental logo and may be placed anywhere in the document providing that it is smaller than the ***University logo***.

Department Central Pages

At this level the ***University logo*** is placed in the top left corner of the page. It is linked to the University home page. A visual device may be used on the right hand side to emphasise the page theme. The appropriate heading which describes the page content should use the <H1> tag so that the text can be used and weighted correctly by search engines. This does not prevent use of additional attributes to alter the style of the heading.

The ***University navigation bar*** with a minimum of 5 button links as outlined in the Web Corporate Identity section. A separate departmental navigational schema can be used in addition to the University schema.

[7] A 'typographical treatment' just uses a typeface format for the whole text of a department or section name. It can be used in any layout and position. A format and style of an abbreviated department/section name creates a visual identity rather than simply conveying information and is not considered a 'typographical treatment'.


University of Leicester
CELM
Centre for Educational Leadership and Management
CELM Home
CELM Courses
Information
Staff
Research
Resources
enter keywords
Go
CELM Courses
Doctorate of Education (Educational Leadership Management)
MSc in Educational Leadership
MA in Leadership for Learning
MBA in Educational Management
Consultancy and Customised Continuing Professional Development
Request further information on courses
CELM Courses
Currently the Centre runs the following courses:
Doctorate of Education (Educational Leadership and Management)
MSc in Educational Leadership
MA in Leadership for Learning
MBA in Educational Management
Students enrolled on University of Leicester CPD coures may at the same time gain form accreditation towards Master level certification.
For further information on any of these courses, please fill in the information request form by clicking here
"Because of the wide range of texts available for the course and the clarity with which they have been written, the knowledge and insight gained have been invaluable."
- MSc student, Warwickshire
Centre for Educational Leadership and Management
The University of Leicester, 162-166 Upper New walk, Leicester LE1 7QA
T: +44 (0)116 229 7500 E: celm@le.ac.uk
UNIVERSITY HOME
CELM HOME
UNIVERSITY INDEX A-Z
UNIVERSITY SEARCH
UNIVERSITY HELP
UPDATED: 1st July 2005
WEB MAINTAINER
Copyright and Disclaimer
This document has been approved by the head of department or section.

Departmental Resources

At this level the ***University logo*** is placed in the top left corner of the page. It is linked to the University home page. A visual device may be used on the right hand side to emphasise the page theme. The appropriate heading which describes the page content should use the <H1> tag so that the text can be used and weighted correctly by search engines. This does not prevent use of additional attributes to alter the style of the heading.

The ***University navigation bar*** with a minimum of 5 button links as outlined in the Web Corporate Identity section. A separate departmental navigational schema can be used in addition to the University schema.

Individual Web Account Holder's Web Page

The ***University logo*** is not to be used on individual Web account holder's personal home page. Departments may like to provide a departmental bar to be used at this level as shown below. Remember that headings should use the <H1> tag so that the text can be used and weighted correctly by search engines. This does not prevent use of additional attributes to alter the style of the heading.

The ***University navigation bar*** with a minimum of 5 button links as outlined in the Web Corporate Identity section. A separate departmental navigational schema can be used in addition to the University schema.

The content of this page tends to be biographical.

http://www.le.ac.uk/corporateid/new/templates/

Framed Pages

Modern Web site designs should not use frames for reasons of accessibility.

Are there any Exceptions to the Web Corporate Identity?

There are specified circumstances where it is not appropriate to apply the Web Corporate Identity.

Currently the agreed exceptions cover:

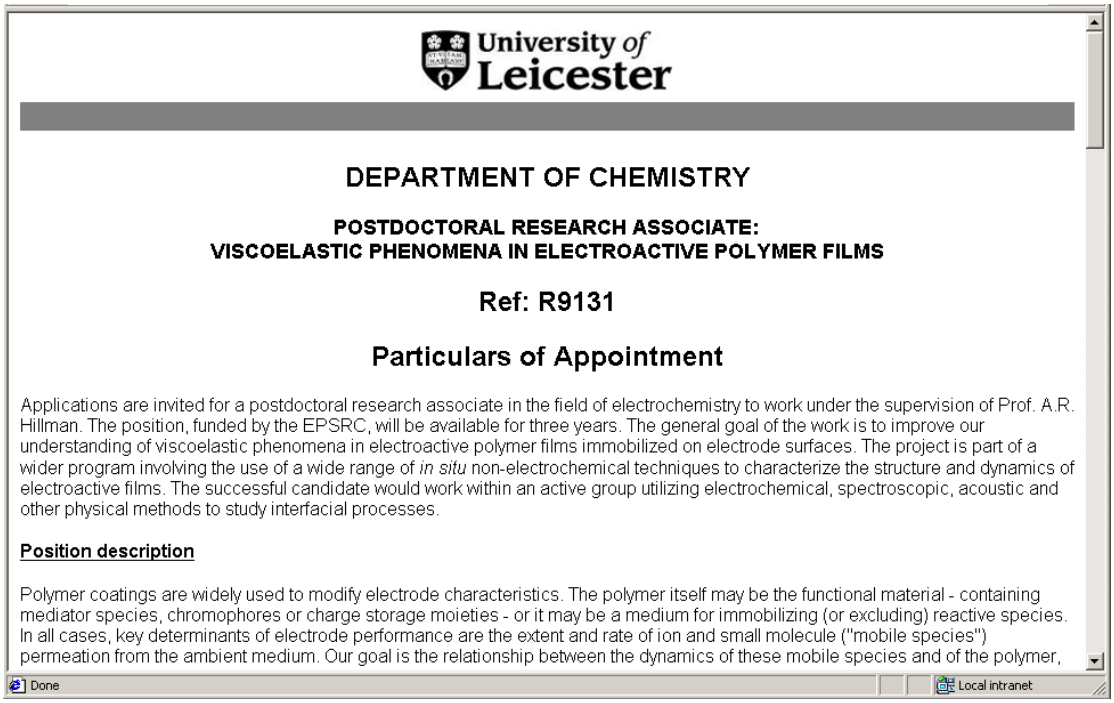
- Migration of printed material
- Joint Venture/ Partnership sites
- Hosted pages
- Mirrored sites

For further clarification please contact Richard Taylor on 0116-252-2850, email rst8@le.ac.uk.

Migration of Printed Material

Printed material can be migrated into the University Web site in its original form. University produced material will already conform with the corporate identity guidelines for printed publications and will therefore be adequately branded (see example below). It is not appropriate to apply the ***University logo*** to third party material. Where relevant, it may be useful to include the ***University navigational bar.***

http://www.le.ac.uk/personnel/jobs/
http://www.le.ac.uk/bulletin/


University of Leicester

DEPARTMENT OF CHEMISTRY

POSTDOCTORAL RESEARCH ASSOCIATE:
VISCOELASTIC PHENOMENA IN ELECTROACTIVE POLYMER FILMS

Ref: R9131

Particulars of Appointment

Applications are invited for a postdoctoral research associate in the field of electrochemistry to work under the supervision of Prof. A.R. Hillman. The position, funded by the EPSRC, will be available for three years. The general goal of the work is to improve our understanding of viscoelastic phenomena in electroactive polymer films immobilized on electrode surfaces. The project is part of a wider program involving the use of a wide range of *in situ* non-electrochemical techniques to characterize the structure and dynamics of electroactive films. The successful candidate would work within an active group utilizing electrochemical, spectroscopic, acoustic and other physical methods to study interfacial processes.

Position description

Polymer coatings are widely used to modify electrode characteristics. The polymer itself may be the functional material - containing mediator species, chromophores or charge storage moieties - or it may be a medium for immobilizing (or excluding) reactive species. In all cases, key determinants of electrode performance are the extent and rate of ion and small molecule ("mobile species") permeation from the ambient medium. Our goal is the relationship between the dynamics of these mobile species and of the polymer,

Done
Local intranet

Joint Venture/ Partnership Sites

(e g Leicester Warwick Medical School) and Multiple Venture Sites (e g National Space Science Centre)

The ***University logo*** must be incorporated in line with the guidelines covering use of logo (please refer to the Corporate Identity Manual Section 1, http://www.le.ac.uk/marketing/identity/pdf/logonew.pdf) but its location and size will be determined by an agreed web design for the joint initiative. It is envisaged that all joint venture activity will require a new identity that reflects the equal positions of the funding partners.

http://www.lwms.ac.uk/

Hosted Pages

Hosted pages should follow the model of the Individual level pages and not use the ***University logo***. A link "Hosted by University of Leicester" should be added at the bottom of the home page linking to http://www.le.ac.uk/.

Where Can I get Help or Advice?

For help and advice on technical and design aspects please contact the Web Team (0116-252-2602/5132, email webteam@le.ac.uk)

For further information or clarification on the Web Corporate Identity please contact Richard Taylor, Marketing Director (0116-252-2850, email rst8@le.ac.uk) or refer to the Marketing Website.

http://www.le.ac.uk/marketing/

Helpful Hints (incorporating best practice) for Web design and construction:

http://www.le.ac.uk/webcentre/

Summary of Web Corporate Identity Elements Used at each level

Level	Style	Logo	Navigation Bar	Example Templates
1	UniversityHome	University logo within Header Bar	Footer Bar containing University contact details	**http://www.le.ac.uk/corporateid/new/templates/**
2	University	University logo within Header Bar	Footer Bar containing minimum 4 link buttons: 1. **University Home** 2. **IndexA-Z** 3. **Search** 4. **Help** **Section Home** will be necessary for pages within departmental structure.	
3	DepartmentHome	University logo top left corner		
4	Department			
5	DepartmentResource	University logo top left corner		
6	Individual	No Logo		
7				

Summary of Web Corporate Identity Exceptions

Type	Style	Logo	Navigation Bar
host	Host	No Logo	Bar optional. Host link
joint	JointVenture	As Agreed	As Agreed
printed	PrintedMaterial	As Found	Bar if appropriate