LEE UNIVERSITY

IDENTITY STYLE GUIDELINES MANUAL

Introduction from the Office of Publications .................................................. 1
Lee University Identity Policy ................................................................. 2
Rationale ................................................................. 2
Core Identity Elements ................................................................. 2
Positioning Statement ................................................................. 2
Logo: Introduction ................................................................. 2
Logo: Color Variations ................................................................. 3
Logo: General Usage Guidelines ................................................................. 3
Clear Space Rule ................................................................. 3
Minimum Allowable Size ................................................................. 3
Logo: Departments, Centers, Institutes and Administrative Offices ................................................................. 4
Icon ................................................................. 4
Tagline ................................................................. 4
Typography ................................................................. 4
Color: School Colors ................................................................. 4
Incorrect Logo Usage ................................................................. 5
Stationery ................................................................. 5
Publication Samples ................................................................. 6
Lee University Seals ................................................................. 6
Policy for the Use of Photographs in University Publications ................................................................. 6
Web Address ................................................................. 6
Grammar and Language Usage ................................................................. 7
Lee’s History in Publications and Media ................................................................. 8
Calendar Dates ................................................................. 9
Glossary ................................................................. 12

WEBDev COMMITTEE STYLE GUIDELINES

Introduction to the Lee University WWW Style Guide ................................................................. 15
General Use Guidelines ................................................................. 15
University Header and Footer ................................................................. 15
Photos and Images ................................................................. 15
Fonts ................................................................. 15
Page Information ................................................................. 16
Tables ................................................................. 16
INTRODUCTION FROM THE OFFICE OF PUBLICATIONS

As Lee University has developed, grown and changed, so has the world around it. The information age has taken on a whole new meaning other than the telephone and television. In this fast-paced world in which we live, people are driven by first impressions – sort of the “big bang” effect – whatever grabs their attention at the initial glance.

It is because of this transition of times that we are convinced of the necessity to focus on a grander scale concerning our marketing capabilities.

Lee University has been recognized throughout the Southeast as an institution of quality and excellence in higher education. With that, however, we find ourselves challenged to create an increased identity, both nationally and internationally with other top-tier institutions of higher learning.

This Identity Style Guidelines Manual has been created to help fulfill that challenge. An appealing, distinctive graphic identity in marketing is necessary in guiding targeted audiences to recognize Lee University as the quality institution that it is. This manual serves as the road map to gaining increased national and international recognition by joining forces in this effort of identifying Lee University through its publications. We are proud of Lee University and what it offers; we just need to make sure that the rest of the world knows as well. We want to be known at first glance – kind of like those “golden arches.” This is the first step in that direction.

Take time to study this manual. If you have questions or need additional guidance, the Office of Publications is here to serve you.
LEE UNIVERSITY IDENTITY POLICY

Rationale
Our identity indicates who we are, what we do, and where we are going as an institution. In part it communicates our vision as a significant, energetic, and innovative University; one possessing a clear mission, consistent goals, and distinct objectives. With these standards, we aspire to integrate our identity with our mission and provide a process that will allow all of our communications to reflect a common, mutually acceptable image of our collective enterprise.

Core Identity Elements
Clear, consistent, and compelling visual communication materials are important elements of any successful organization. There are a number of core elements which contribute to the development of a strong brand for Lee University.

These components include not only the positioning statement, logo, and tagline, but also the typography, and color palettes. Together, these form the University’s core identity. The core elements have been designed to bring consistency to the visual identity, while still allowing flexibility.

a. Positioning Statement
The positioning statement is the representation of how the University wishes to be perceived by its various audiences. It is the principal message we want to deliver in every channel to reinforce the audiences’ perceptions of the University.

“Lee University is a Christ-centered institution offering liberal arts and professional education on both the baccalaureate and master’s levels. It seeks to provide education that integrates biblical truth as revealed in the Holy Scriptures with truth discovered through the study of the arts and sciences and in the practice of various professions. The foundational purpose of all educational programs is to develop within the students’ knowledge, appreciation, understanding, ability and skills which will prepare them for responsible Christian living in a complex world.”

b. Logo: Introduction
The The University’s logo is a visual representation of the positioning statement. It is composed of two parts – the icon and the name.

The icon is a flame which signifies both the eternal flame of God’s Holy Spirit and the flame of knowledge which is passed to each generation. In its various forms the flame provides a source of iconic continuity throughout the University’s distinguished long history.

Because the name of the University is extended, the typography is important in order to maintain continuity while projecting the name in a clear and confident manner.

The blue color represents truth and is also symbolic of heaven. The crimson color is a mixture of red and white. Red represents the blood of Christ and white symbolizes purity of the believers.
c. Logo: Color Variations

There are two acceptable color variations of the logo. The preferred version uses two colors, blue and red on a white or light background.

When using the one or two color version, the background should be white or a very light solid color. Never place the one or two color variations on a medium or dark colored background because it will diminish the legibility of the logo.

When using the reverse version of the logo, the background can be a dark solid color. Placing the reverse version of the logo on a dark solid color, or a patterned or photographic background is acceptable as long as it is sufficiently dark. The logo's legibility will be reduced if placed on a mid-to-lighter toned background.

Various approved logo files can be downloaded from Lee’s Publications-Office website.

d. Logo: General Usage Guidelines

When using the logo, an adequate amount of space is required between it and any other element in order to ensure legibility.

Clear Space Rule
It is important to maintain a clear area around the logotype in order to ensure clarity. The clear space around the logo should remain proportional as the logo is enlarged or reduced. If we establish the height of the logo as “X” inches, the space that must remain clear around the logo is half of that: “0.5X” inches.

Minimum Allowable Size
In order to assure the legibility of the logo, a minimum size has been established. The logo should not appear smaller than 25% of its original size. See below.
e. **Logo: Departments, Centers, Institutes and Administrative Offices**

The University has four colleges and schools, twelve departments, over 30 centers, institutes, and administrative offices. To maintain consistency among these various groups, a system has been developed to allow each college, school, center, institute and office to be visually tied to the University. By implementing the logo guidelines established in this document, each unit of the University gains status from the association with the Lee University name. These guidelines were developed with flexibility and usability in mind. Please follow them as closely as possible and contact the Office of Publications with any special cases.

f. **Icon**

The icon is symbolic of the University, its positioning and overall presence. The icon may be separated from the name in restricted situations. For example, it may be a useful branding mechanism when used as a subtle background graphic (watermark).

Although there are various ways to enlarge and crop the icon, the icon should never be enlarged to the point that it is unidentifiable as part of the Lee logo. Similarly, the icon should never be used too small so as to trivialize it, or used separately from the University name at 100% of a color. Keep in mind that at no time should the icon be skewed, cut apart, or disfigured. For any special cases, please check with the Office of Publications.

g. **Tagline**

“A Christ-Centered Liberal Arts Campus” is the chosen tagline for Lee University. It succinctly summarizes the University’s positioning statement, and should be used in all appropriate communication materials.

When designing communications materials, the tagline has an established typographic style and visual arrangement that should be used. The electronic files of the tagline can be downloaded from Lee’s Publications-Office website. You should not attempt to typeset the tagline or mimic the established style in running copy.

h. **Typography**

Typography is an integral component of a consistent identity for the University. Times New Roman, the typeface that is used within the logo, is a classic face which is artistically skewed and as such, it should not be used for body text.

i. **Color: School Colors**

The University Colors are the blue and red of the logo. It is essential that the color palette be consistently applied. Only through consistent and accurate representation will the University’s identity be established and reinforced.

The specific color values are listed for various production methods. Values have been established for Pantone (PMS) coated and uncoated papers, four color process (CMYK), and Web or Screen use (RGB). There will always be color shifts depending on production methods, paper, and ink. Therefore, the established values were selected to create as consistent a color palette as possible across various production methods.
Lee's blue
Pantone 2757

C = 100%
M = 92%
Y = 30%
K = 30%
R = 28%
G = 41%
B = 92%

Lee's red
Pantone 1807

C = 26%
M = 95%
Y = 83%
K = 22%
R = 154%
G = 41%
B = 47%

j. Incorrect Logo Usage
These are examples of incorrect configurations of the Lee University logo. It would be impossible to show all incorrect variations. These examples serve only to illustrate the most probable examples. To guarantee proper usage, please refer to the logo files, which can be downloaded from Lee’s Publications-Office website.

STATIONERY
The University's stationery is perhaps the most visible channel for the University's identity. All of the core identity elements have been consistently integrated into the University's stationery.

The stationery collection includes memos, facsimiles, and news release templates, large envelopes, mailing labels, notecards, notepads, and other printed materials which serve as official university documentation. Samples and links can be found on Lee's Publications-Office website.
PUBLICATION SAMPLES

The Office of Publications seeks to provide assistance in designing common communication materials that standardize and integrate the University identity. This would include but is not limited to PowerPoint presentations, catalogs, handbooks, recruitment ads, flyers, postcard, posters, invitations, announcements, reports, and various brochures. Please contact the Office of Publications at publications@leeuniversity.edu.

LEE UNIVERSITY SEALS

The seals of Lee University symbolizes its history since 1918. It ties our years of history with our flame of academic excellence. There are three seals, each representative of a target audience, its historical era and logistics. Two seals, the Church of God and the Cleveland, TN, are smooth edged, while the 1918 is distinguished as the “scalloped seal.” Any time an official seal is used, it is important to take into consideration your targeted audience. It is also important that the seal be proportionate in size and at no time should it be skewed. The seals are used in various documents, including official university documentation. Care should be taken at all times to keep the integrity of the seals. Various approved seals can be downloaded from Lee’s Publications-Office website.

POLICY FOR THE USE OF PHOTOGRAPHS IN UNIVERSITY PUBLICATIONS

Lee University randomly and routinely photographs various persons/settings on the main and branch campuses for educational and promotional purposes only. These photographs and promotional materials include but are not limited to the University Catalog, Student Handbook, Office of Admissions brochures, international program materials, departmental and college brochures, University Web sites, and other University information publications.

Lee University adheres to the regulations set forth by FERPA. Regulations may be reviewed at http://www.pitt.edu/~registrar/ferpaBuckleyForm.htm. Directory information may be released without written consent, unless the student requests non-disclosure. Directory information includes such items as name, address, telephone number, dates of attendance, class, degree(s) conferred, field of study, participation in sports and activities, honors and awards, e-mail address, and photographs. Students may access their personal information at Lee Central to request non-disclosure of private information at any time. For further information, please contact the Office of Publications at publications@leeuniversity.edu.

WEB ADDRESS

In this effort to create an increased identity for Lee University, both nationally and internationally, it is important that all publications (letterhead, brochures, newsletters, pamphlets, flyers, etc.) include the www.leeuniversity.edu Web address.
### GRAMMAR AND LANGUAGE USAGE

Lee University has several unique attributes concerning grammar and language usage that should be observed in all publications throughout the University.

- The abbreviation LU is not used anymore when referring to Lee University.
- The word University is always capitalized when referring to Lee University.
- After the first reference to Lee University, it may be referred to as Lee or the University.
- The title of President is always capitalized when referring to the University leader.
- When referring to degrees granted by the University, it is "bachelor's degree" and "master's degree" in lower case. When referring to bachelor of arts, bachelor of science, master of arts, master of science, all are lower case as well.
- The Board of Directors is always capitalized.
- Specific buildings/areas on campus should always be referred to as follows (see example):

<table>
<thead>
<tr>
<th>Building Name</th>
<th>Referenced Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Admissions Center</td>
<td>Keeble Hall</td>
</tr>
<tr>
<td>Alumni Park</td>
<td>Livingston Hall</td>
</tr>
<tr>
<td>Amphitheater</td>
<td>McKenzie Athletic Building</td>
</tr>
<tr>
<td>Atkins-Ellis Hall</td>
<td>Medlin Hall</td>
</tr>
<tr>
<td>B.L. Hicks Hall</td>
<td>Music Annex</td>
</tr>
<tr>
<td>Beach Building Annex</td>
<td>Nora Chambers Hall</td>
</tr>
<tr>
<td>Beach Science Building</td>
<td>O'Bannon Hall</td>
</tr>
<tr>
<td>Bowdle Hall</td>
<td>Olympic Baseball Field</td>
</tr>
<tr>
<td>Brinfield Row Apartments</td>
<td>Paul Conn Student Union</td>
</tr>
<tr>
<td>Brown Auditorium</td>
<td>Paul Dana Walker Arena</td>
</tr>
<tr>
<td>Butler Softball Field</td>
<td>Schimmels Park</td>
</tr>
<tr>
<td>Conn Center</td>
<td>School of Music/Curtsinger Building</td>
</tr>
<tr>
<td>Cross Hall</td>
<td>Sharp Hall</td>
</tr>
<tr>
<td>Davis Hall</td>
<td>Simmons Hall</td>
</tr>
<tr>
<td>Deacon Jones Dining Hall</td>
<td>Soccer Field</td>
</tr>
<tr>
<td>Devos Center for the Humanities</td>
<td>Squires Library/Pentecostal Resource Center</td>
</tr>
<tr>
<td>Devos Recreation Center</td>
<td>Squires Recital Hall</td>
</tr>
<tr>
<td>Devos Tennis Center</td>
<td>Storms Hall</td>
</tr>
<tr>
<td>Dixon Center</td>
<td>Tharp Hall</td>
</tr>
<tr>
<td>Follett Campus Store</td>
<td>Vest Building</td>
</tr>
<tr>
<td>Helen Devos College of Education</td>
<td>Walker Lawn</td>
</tr>
<tr>
<td>Higginbotham Administration Building</td>
<td>Walker Memorial Building</td>
</tr>
<tr>
<td>Hughes Hall</td>
<td>Watkins Building</td>
</tr>
</tbody>
</table>

**EXAMPLE**

- Acceptable: The meeting will be held in the Helen Devos College of Education.
- Not Acceptable: The meeting will be held in the Devos College of Education.
- Not Acceptable: The meeting will be held in the College of Education.
Lee University has a very rich history. Many times it is enjoyable, as well as sobering, to revisit the past and see the transitions. We thought we would share some historical objects, photos and articles which reflect Lee’s history. Enjoy!
<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1886</td>
<td>Church of God (sponsoring denomination) is organized as Christian Union in the back hills of western North Carolina.</td>
</tr>
<tr>
<td>1911</td>
<td>Leader of the denomination (General Overseer A. J. Tomlinson) discusses preparatory school at the General Assembly. First board of education appointed.</td>
</tr>
<tr>
<td>1917</td>
<td>Motion to establish Bible Training School (BTS) in Cleveland, TN is passed at General Assembly.</td>
</tr>
<tr>
<td>1918</td>
<td>(January) BTS begins. Nora Chambers is secured as a teacher. <strong>A. J. Tomlinson</strong> serves as first Superintendent of Education (president). Enrollment: 12</td>
</tr>
<tr>
<td>1919</td>
<td>First graduating class of six members receives certificates. Correspondence course is starts.</td>
</tr>
<tr>
<td>1922</td>
<td>F. J. Lee is elected second superintendent.</td>
</tr>
<tr>
<td>1923</td>
<td>J. B. Ellis is elected third superintendent. School moves to new quarters on 24th and Peoples Streets in Cleveland.</td>
</tr>
<tr>
<td>1924</td>
<td>T. S. Payne is elected fourth superintendent.</td>
</tr>
<tr>
<td>1930</td>
<td>J. H. Walker is elected fifth superintendent. Commercial department is initiated.</td>
</tr>
<tr>
<td>1934</td>
<td>Academy formally initiated. <strong>R. R. Walker</strong> is employed as principal.</td>
</tr>
<tr>
<td>1935</td>
<td>Zeno C. Tharp is elected sixth superintendent.</td>
</tr>
<tr>
<td>1936</td>
<td>Office of General Superintendent of Education is created and filled by Tharp.</td>
</tr>
<tr>
<td>1937</td>
<td>First building for school is finished.</td>
</tr>
<tr>
<td>1938</td>
<td>Denomination purchases Murphy Collegiate Institute. School moves to Sevierville, TN.</td>
</tr>
<tr>
<td>1941</td>
<td>Junior College is established.</td>
</tr>
<tr>
<td>1942</td>
<td>General Assembly creates the Office of the President. First printing of the yearbook Vindagua is published.</td>
</tr>
<tr>
<td>1943</td>
<td>High school is accredited by Southern Association. Enrollment: 450</td>
</tr>
<tr>
<td>1944</td>
<td>J. H. Walker returns as seventh president.</td>
</tr>
<tr>
<td>1945</td>
<td>E. L. Simmons is appointed as eighth president.</td>
</tr>
<tr>
<td>1946</td>
<td>Bob Jones College is purchased in Cleveland, TN for $1.5 million. Alumni Association is officially founded.</td>
</tr>
<tr>
<td>1947</td>
<td>Junior college is accredited by the University of Tennessee. School returns to Cleveland, TN and is named Lee College.</td>
</tr>
<tr>
<td>1948</td>
<td>J. Stewart Brinsfield is appointed ninth president.</td>
</tr>
<tr>
<td>1951</td>
<td>John C. Jernigan is appointed tenth president.</td>
</tr>
<tr>
<td>1952</td>
<td>R. Leonard Carroll is appointed 11th president.</td>
</tr>
<tr>
<td>1953</td>
<td>Bible College is initiated.</td>
</tr>
<tr>
<td>1957</td>
<td>Rufus L. Platt is appointed 12th president.</td>
</tr>
<tr>
<td>1958</td>
<td>Alumni Association begins quarterly publication, <strong>Alumnus</strong>.</td>
</tr>
<tr>
<td>1959</td>
<td>The Bible College is accredited by American Association of Bible Colleges and Schools. Enrollment: 337</td>
</tr>
</tbody>
</table>
1960  R. H. Hughes, Sr. is appointed 13th president. Junior College is accredited by Southern Association of Colleges and Schools (SACS).
1961  Enrollment: 515
1962  Enrollment: 625
1963  New administration building is constructed. Enrollment: 669
1965  Enrollment: 897
1966  James A. Cross is appointed 14th president. Science building is constructed. Enrollment: 1082
1967  Fourth year of Teacher Education program is added. Enrollment: 1113
1968  College is accredited by Tennessee State Department of Education. Bible College and Liberal Arts College merges for unified accredited program by SACS. Hughes Hall is constructed. College celebrates its 50th anniversary. Enrollment: 1127
1969  Cross Hall is constructed. Enrollment: 1006
1970  Charles W. Conn is appointed 15th president. Enrollment: 1111
1971  Enrollment: 1093
1972  Enrollment: 1155
1973  Enrollment: 1069
1974  Enrollment: 1139
1975  Enrollment: 1185
1976  1800-seat Charles W. Conn Center is constructed. Enrollment: 1197
1977  Enrollment: 1288
1978  Enrollment: 1313
1979  Enrollment: 1342
1980  Enrollment: 1231
1981  Enrollment: 1164
1982  R. H. Hughes, Sr. returns as 16th president. Enrollment: 1134
1983  Enrollment: 1059
1984  Lamar Vest is appointed 17th president. Enrollment: 1154
1985  Institutional Advancement Office is formed. Pentecostal Resource Center is dedicated. Enrollment: 1204
1986  Paul Conn is appointed 18th president. Enrollment: 1214
1987  Carry the Torch campaign is announced. Church Street is closed. Old auditorium razed. First recruitment video, Exit 25, is released. Enrollment: 1332
1988  $2 million campus facelift is dedicated: Vest Building renovation, DeVos Tennis Center, Sharp Pedestrian Mall, Pressley Maintenance Building is constructed. Alumni project is the Alumni Amphitheatre. Enrollment: 1534
1989  Phase I of Davis-Sharp Dormitory is completed. Alumni project is the Student Center renovation. Enrollment: 1642
1990  Phase I and II of 240-bed Davis-Sharp Dormitory is dedicated. Higher Ground campaign is announced. Alumni project is the Pedestrian Mall extension – 13th to 15th Street section of Pedestrian Mall is completed. Enrollment: 1739
1991 Higher Ground receives $1 million gift. Dixon Center auditorium construction begins. Alumni project is the Dixon Center seating. Enrollment: 1827
1993 DeVos Recreation Center is completed and dedicated. Phase III of Higher Ground (Parker Street conversion) is completed. Alumni project is the Alumni Terrace. Ellis Hall is destroyed by fire. Enrollment: 2011
1994 Atkins-Ellis Hall is completed. Alumni project is the Atkins-Ellis Hall. Enrollment: 2197
1995 Curtsinger Music Building and Livingston Hall is completed. Alumni project is the Curtsinger Music Building. Enrollment: 2477
1996 Deacon Jones Dining Hall and B. L. Hicks Hall is completed. Alumni project is the Deacon Jones Dining Hall. Enrollment: 2652
1997 Alumni project is the East-West Pedestrian Mall. Enrollment: 2870
1998 Helen DeVos College of Education is completed. Helen DeVos College of Education, Centenary Building, and the East-West Pedestrian Mall is dedicated. Alumni project is the Centenary Building renovation. Enrollment: 3081
1999 Keeble Hall and Storms Hall are completed. Alumni project is Keeble Hall. Enrollment: 3259
2000 Paul Conn Student Union is completed. Keeble Hall, Storms Hall and Paul Conn Student Union is dedicated. Alumni project is the Paul Conn Student Union. Enrollment: 3361
2001 Alumni project is the Annual Alumni Fund. Enrollment: 3511
2002 Bowdle Hall and O’Bannon Hall is completed. Enrollment: 3711
2003 McKenzie Athletic Building and Schimmels Park is completed and dedicated. Enrollment: 3806
2004 Bowdle Hall, O’Bannon Hall, Brinsfield Row and the DeVos Center for the Humanities is completed and dedicated. Enrollment: 3849
GLOSSARY

Alignment—The arrangement of letters or words along the same vertical or horizontal line.

Bleed—Printers cannot print right to the edge of a piece of paper because grippers must hold the sheet on both sides as it runs through a printing press. The printer must use a sheet which is larger than the document size, print beyond the edges of the document, and then trim the paper to the document size in order for the image to "bleed" off the sheet. Bleed refers to the extension of art beyond the document's actual size.

Blind Emboss—A technique whereby the impression of an uninked image is pressed into a sheet of paper. The image is raised.

Brand—There are several definitions for a brand; we have listed two below:

  ✤ A brand is the intangible sum of an organization's attributes: it can include its name, its history, its reputation, its packaging, and the way it is advertised.
  ✤ A brand is an identifying symbol, sign, name, or mark that distinguishes an organization or a product from its competitors.

Coated Paper—Paper having a coating applied to one or both sides. These coatings produce a variety of finishes: dull, gloss, matte, etc.

Color Palette—A system of designated colors that are used in conjunction with each other to achieve visual consistency.

CMYK—The acronym used for a printing technique that uses the four process colors—cyan, magenta, yellow and black (CMYK)—in varying proportions to create thousands of colors. Color images are reproduced using a pattern of overlapping, different-sized-dots in the four process colors.

Core Identity Elements—The basic components (the logo, tagline, typography, and color palette), which, taken together, form the foundation of a brand identity system.

Four-Color Process (CMYK Printing)—A printing technique that uses the four process colors—cyan, magenta, yellow and black (CMYK)—in varying proportions to create thousands of colors. Color images are reproduced using a pattern of overlapping, different-sized-dots in the four process colors.

Grid System—The structural foundation that establishes alignment and hierarchy of the individual elements on a page.

Icon—A symbol that illustrates a concept or message without the use of words. Many corporate identities incorporate an icon with the name in an established manner.

Identity System (Brand Identity System)—Includes all of the components of the brand that work together to create the visual signature, look and feel of an organization, including the logo, icon, name, tagline, and color palette, etc.

Logo—The distinctive visual symbol for the brand that should represent its core values and attributes.

PMS (Pantone Matching System)—A standard colormatching system used by printers and graphic designers for inks, papers, and other materials. A PMS color is a standard color defined by percentage mixtures of different primary inks.

Positioning Statement—The expression of how an organization wishes to be perceived by its target audiences. The Positioning Statement states the reason for the brand's existence and, once successfully
established, it should rarely be changed. It provides a blueprint for the marketing and development of a brand.

**Pre-Printed**—A document that is printed in advance with certain visual elements, and made available to run through a laser printer for customization.

**RGB**—Red, Green, Blue; The color system used for on-screen applications, including the Web.

**Reverse**—Objects that are white or a light color on a dark-colored background.

**Super-Graphic**—An icon or graphic that is used in an oversized and subtle manner.

**Tagline**—A statement or motto that succinctly defines or represents an organization’s mission.

**Typeset**—To format copy by assigning it a typeface, weight, size, and color.

**Typography**—The system of characters that make up the arrangement of text on a page.

**Uncoated Paper**—Paper that is free of any applied coating to either side. These papers are available in a variety of colors, weights, and finishes (laid, smooth, vellum, writing).
INTRODUCTION TO THE LEE UNIVERSITY WWW STYLE GUIDE

Welcome! This guide is designed to assist Lee University Web publishers in creating and maintaining a simple Web presence that is specific to a certain area or topic while maintaining a uniform look and feel throughout the official University Web site.

The different sections will outline the different standards set for their respective areas.

GENERAL USE GUIDELINES

University Header and Footer
Every page of the University’s Web site should include the official header and footer. This allows for consistency in the overall look and feel of the University Web site.

Photos and Images
A good understanding of the proper use of photos and images on pages by the publisher will result in a faster and friendlier experience to the user. To assure more optimized pages, all images will be reformatted for 72 dpi (dots per inch) at 100 percent.

Never resize your images with web authoring software. When the majority of users are on a modem connection, download time is critical and every kilobyte that we decrease of your images will help.

✦ All photos must be approved through the Web Development Committee (WDC).
✦ Photos should be submitted on diskette or by email to webdev@leeuniversity.edu in JPG, GIF, or PSD format.
✦ After approval from the WDC, the photos will be placed in a central area on the Lee University web site for use by all publishers. The photos will be subdivided by departments and schools using folders to delineate their origination, but can be used across all university sites.
✦ There should be no more than three photos per page. If the need arises to have more than three photos, an image gallery web page should be setup with the referencing link noting that it is an image gallery. This will let the user know that the web page may take a little longer to load.

All web photos and images should be used for web publishing only. Using the web photos and images in printed material may provide undesired results.

Fonts
All body text should be black and sized with 10, 12, or 14 pixels.
✦ Approved fonts are as follows:
  Times New Roman
  Arial
  Verdana
✦ Approved header sizes are as follows:
  Header size 1 - [click here] for a sample
  Header size 2 - [click here] for a sample
Page Information

- Approved Background colors are as follows:
  - Name: White
  - Hexadecimal value: #FFFFFF

Tables

- Approved table sizes are as follows:
  - 780 pixels in width – anything more than 780 will require the user to scroll to the right to see the information. The web site is designed for 800 X 600 and 1024 X 720 screen resolutions.