



Introduction: Editorial Standards

“Illinois State University’s identity—its name, graphic identity, and editorial presentation—are among its most valuable assets. The University’s identity is an important tool that is used to shape public opinion and public perceptions about the University among many key audiences.” Therefore, it would be best to govern all of the ways in which the University’s identity is expressed.

To print a style guide that seeks to “secure and protect the University’s good name and image – and advance the University with many constituencies,” and do so with an “across-the-board application of the institution’s editorial and graphic identity,” one must also remember that one of the most far reaching ways in which the University’s name is conveyed is through its Web sites. If it is true that the goal of the University Marketing & Communications Style Guide is to both protect and enhance the reputation and work marks of Illinois State University, then so too should the document apply both to the University’s Web sites, as well as how those Web sites are represented in printed documents.

Illinois State University’s Web Sites

To best promote the IllinoisState word mark, in referencing the official Web site of Illinois State University in print, use www.IllinoisState.edu (uppercase I, uppercase S, all other letters should be lower case).

For ease of memory, college sites and high traffic sites should be referenced as www.IllinoisState.edu/xxxx where xxx is the specific University college or office (finearts, admission, business, alumni, etc.). Contact IWSS if you have any questions on the printable version of the URL for a site.

There is no final / needed on printed web addresses (www.IllinoisState.edu/finearts would be fine rather than www.IllinoisState.edu/finearts/).

URLs like www.ilstu.edu and www.cfa.ilstu.edu should not appear in any form of external documents. However, it is acceptable to reference a site as www.xxx.ilstu.edu if it is either being used in some sort of internal documents (like departmental newsletters), or if there is no direct www.IllinoisState.edu/xxx address available (as is the case with the College of Arts and Sciences).

Never under any circumstance should an address be printed that starts with either LILT or IWSS. In the case like the Web site for the Departments of Sociology and Anthropology, use www.soa.ilstu.edu rather than www.lilt.ilstu.edu/soa.

Also, in referencing home pages, it is not necessary to include the name of the page if it is index.html or default.html. Use the shorter and easier to remember www.IllinoisState.edu/finearts rather than www.IllinoisState.edu/finearts/index.html.

In much the same way, it is not necessary to print http:// in front of a URL that starts with www. Only pages that do not specifically use a www in their URL should be printed with http://

To create a sense of unity in the Illinois State Web Sites, all Illinois State University Web pages should feature the iGuide at the top of each page. The iGuide is a small navigation bar that allows user to quickly access all of the University's main pages. The iGuide is the main identifying mark of an Illinois State University Web site.

Illinois State University E-mail

To continue to make the IllinoisState word mark more noticeable, e-mail addresses can now be marketed as xxx@IllinoisState.edu rather than xxx@ilstu.edu or a third party server such as yahoo or hotmail. If you'd like a custom e-mail address, contact Institutional Web Support Services.

To increase the security of the Illinois State University e-mail service, as of August 15, 2004, only e-mail sent to the primary campus mail server will be allowed on campus. Those with any questions about this policy can contact CISS.

Web Site Accessibility

All of Illinois State University's Web sites adhere to the Section 508 guidelines outlined in the Americans with Disabilities Act.

Those with further questions on the guidelines expressed in Section 508 can visit www.section508.gov/

Some of the most important aspects of the 508 guidelines that govern the creation of Illinois State Web sites are:

- Contrastive colors.
- The ability for screen readers to skip repetitive navigation.
- Screen reader accessible tables and .PDF files.
- Dynamically sizing text.
- <ALT> tags on pictures that contain important information relevant to the page.
- <ABBR> tags so screen readers will pick up when an abbreviation or acronym is used.

Miscellaneous

log in – is a verb, as in, “Log in to the iCampus portal to check your class schedule.”

logon – is an adjective / noun, as in “Use your logon to access your email.”

e: - to represent email address in use in business cards

iCampus – Illinois State University’s official Web portal (lowercase i, uppercase C)

Telephone Numbers, E-mail Addresses, URLs

e-mail E-mail stands for electronic mail. The proper usage is to have the “e” lowercase, and separated from “mail” with a hyphen.

Illinois State University has its own e-mail server. Those addresses are
XXXX@IllinoisState.edu.

URL – A URL (or Uniform Resource Locator) is a fancy way of saying what is physically entered into a browser to access a file on the Internet. Most often, URLs are used to reach Web sites.

In print, Illinois State University URLs should appear as www.IllinoisState/xxx making sure that the “I” and “S” are capitalized, and that xxx stands for whatever department or office is referenced. All other letters in a URL should be lower case.

It is not necessary to print <http://> unless the URL does not begin with www, nor is it necessary to end a printed URL with a [/](http://).

URLs that begin with <https://> are secure pages, that is, pages that include personal information that can only be accessed with a username and password. Rather than directing people to an <https://> page directly, attempt to direct them to a www page that acts as an introduction to the secure site.