



Department of Medicine website style guide (technical)

Headings:

Heading 2: Used when the page title is broad and the sub-titles are smaller pieces of the whole

Exception: If the content falls specifically within the scope of the page title, heading 2 is not necessary.

Exception: If heading 2 would be at the top of the page, just under the page title, start with heading 3. The page title with heading 2 right underneath looks odd.

Heading 3: Used as a sub-category/subtitle within the heading 2 category

Heading 4: Used as your final sub-category

Bold: Used to provide emphasis to a specific word or sentence within the paragraph.

Example 1:

Page title: The University of Toronto
Heading 2: The Faculty of Medicine
Heading 3: The Department of Medicine
Heading 4: The Division of Hematology

Example 2:

Page title: The body
Heading 2: The arm
Heading 3: The hand
Heading 4: The finger

Tables:

Once you've selected a table with the number of columns and rows you'd like, use the "style" drop-down to select the size of the rows. Don't do this manually.

Photos in tables: For photos in the left column and a paragraph in the right column, it is recommended that you choose the table style 25%/75%. The first set of columns will then be 25% of the table and the second column will be 75% of the table.

Usability consideration: It is recommended that – because the eye automatically reads from left to write – photos are placed in the left hand column. This will also ensure consistency across the pages.

Usability consideration: If you have used the "style" drop-down to create your table, and you place a photo in the table, the padding (white space around the photo) will automatically adjust. This is important when viewing the website on various different screen sizes and devices.

Usability consideration: Avoid using “light blue table” in the “style” drop down. It’s difficult to read.

AODA consideration: these tables do not have vertical lines because that makes the tables incompatible with screen-readers for those who have a visual impairment.

Photos:

AODA consideration: When uploading a photo, ensure the “alt-tag” has a description in it. The “alt-tag” is read by screen readers for those who are visually impaired.

Sizes of photos:

Headshots should have a portrait orientation and a width of 200 pixels for consistency

Photos embedded in a page should be 320 x 225 pixels to remain consistent with the “news” images

Usability consideration: Attempt to save and upload “gif” files

Anchors:

When the page is densely filled with text (over 500 words) use anchors to allow readers to skip to, or over, certain content.