Departments in the Biological Sciences Division
Typography

**Gotham**

**Book**

*Uses Include*: Body copy, utility links, bylines and captions

**Medium**

*Uses Include*: Headlines, intro blurbs, labels, menu, and quick link lists
Iconography

COLORS

TYPOGRAPHY

ICONOGRAPHY

BUTTONS/LINKS

PHOTOGRAPHY

HOME PAGE GUIDELINES

LANDING PAGE GUIDELINES

STORY & GENERIC PAGE GUIDELINES

VERSATILE HERO PAGE GUIDELINES

FACULTY PROFILE GUIDELINES

VERSATILE PAGE GUIDELINES

NAVIGATION STRUCTURE

Facebook Twitter LinkedIn Instagram YouTube Flickr

Podcast Print Email Search Menu Close

Check Box Select Check Box Back Next Expand Collapse

Gallery – Previous Gallery – Next Play Email Phone
Buttons/Links

Static

<table>
<thead>
<tr>
<th>Buttons</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="button.png" alt="Button" /></td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Quick Links</th>
</tr>
</thead>
<tbody>
<tr>
<td>— Lorem ipsum dolor</td>
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<td>— Sit amet, consectetur</td>
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<table>
<thead>
<tr>
<th>Story Rail</th>
</tr>
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<tbody>
<tr>
<td>You may also like...</td>
</tr>
<tr>
<td>Lorem ipsum dolor sit amet adipiscing elit</td>
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<tr>
<th>Story Links</th>
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<tr>
<td>Lorem ipsum dolor sit amet, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua enim.</td>
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</tbody>
</table>

Share

| ![Facebook](facebook.png) | ![Twitter](twitter.png) | ![LinkedIn](linkedin.png) | ![X](x.png) | ![Email](email.png) | ![Print](print.png) |
Photography

Tips on choosing the right photo
Photography is a powerful tool for evoking feeling. For the majority of audiences, the photo you choose will play a big role in how they perceive your content.

Start with high quality
— Users will link the quality of your photos to the quality of the content. Avoid overly scaling a photo; instead start with the largest available resolution and scale down as needed.

Make it memorable
— Photos become memorable when they engage you. When they evoke moments, thoughts, and feelings.
— When using photos of large groups focus in on a particular subject - giving the user clear understanding of what they should be looking at. Focusing in on a human face allows the user to relate to your content more.
— Interesting coloring, provocative cropping, and unexpected elements can all make for a memorable image.
— You don’t have to manipulate a photo to make it memorable. Any image that’s relatable for your audience and helps convey your message will do the trick.
— Make sure your images are clear and focused on the subject, they should look clean and not busy.

Use original photography
— Stock photos tend to feel generic, uncreative, and cliché. Original photography will create an authentic impression.
— Using stock photography can be unavoidable, if you need to use stock try looking for candid shots of individuals looking away from the camera and consider cropping to try and achieve a memorable shot.
— If you’re not sure if your image is too stocky, think about the photo of shaking hands you’ve seen on a thousand corporate websites. Does your image remind you of that? A good rule of thumb is if the image feels unnatural to you, it is going to feel unnatural to the user as well.

Take your time
— Give your imagery search some serious time, and you’ll likely find the photo that evokes a powerful feeling.
Photography

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NAVIGATION STRUCTURE

Color photos

Home, landing pages, and promos
- 1:1 aspect ratio
- 595 x 595 px (large tile)
- 290 x 290 px (small tile)
- 220 x 220 px (circle tile)

Stories and galleries
- 16:9 aspect ratio
- 900 x 505 px

Black & white photos

Faculty Spotlight, and Home page quotes
- 1:1 aspect ratio
- 290 x 290 px (home quote)
- 220 x 220 px (faculty circles)
Home Page Guidelines

Colors

Typography

Iconography

Buttons/Links

Photography

Home Page Guidelines

Landing Page Guidelines

Story & Generic Page Guidelines

Versatile Hero Page Guidelines

Faculty Profile Guidelines

Versatile Page Guidelines

Navigation Structure

Guidelines

- The home page can be used as is or you can add and remove components as needed
- The top of the home page will always include the large photo component (the headline is optional), the quote/message from the dean, and the about statement with quick links
- Below the about statement and in the footer each department will contain the line “Department Name is a department in the Biological Sciences Division”
- You should avoid having the content that is paired with the large image component extend beyond the height of the image
- No more than 8 components on the page
- Do not place 2 alike components on top of one another
- The large photo components can be stacked but the photo must alternate sides
- No more than 2 sets of circle promo component
- Events can be treated with or without photos

The length of all the different elements will impact the amount of content you will be able to include. The home page examples on this page are intended to give you a frame of reference as you build and contains 6 and 5 blocks of content; as a general rule we recommend a max of 8 for all home and landing pages.

The call out component and the feature component are outlined within the landing page guideline section
Home Page Guidelines

Department of Pediatrics top
In this example, the author applied the following:

Hero photo
— Large Photo Headline - character count 37 (optional)
Quote
— Quote - character count 83
— Name - character count 22
— Title - character count 108
— Link - character count 18
About
— Headline - character count 11
— About Blurb - character count 218
— 5 Quick Links - min 2, max 6

Department of Pathology top
In this example, the author applied the following:

Hero photo - no headline applied
Quote
— Quote - character count 115
— Name - character count 21
— Title - character count 79
— Link - character count 18
About
— Headline - character count 11
— About Blurb - character count 218
— 5 Quick Links - min 2, max 6
Landing Page Guidelines

Existing pre-fab layout options

The landing page template allows for a set of pre-determined layouts that assemble together components into visually strong page designs. Using one of these layouts will simplify the creation of new pages, as the author needs only to plug in appropriate content into each component. Pre-determined layouts are based on the landing pages found within this document.

Guidelines

— The pre-fab layouts can be used as is or you can add and remove components as needed.

— All landing pages must lead with the large photo component and include the page title. (The news and faculty pages are exceptions).

— No more than 8 components per landing page.

— Do not place 2 alike components on top of one another.

— The featured components can be stacked but the photo must alternate sides.

— You should avoid having the content that is paired with the featured component extend beyond the height of the image.

— No more than 2 sets of circle promo component.

— Accordions should be separated by content or another component, they should not be stacked.

— No more than 15 elements should be within a single accordion.
Landing Page Guidelines

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NAVIGATION STRUCTURE

Sections & Programs

Education

Education

Sections & Programs
Landing Page Guidelines

Feature component

This component is intended to highlight a section or topic allowing the user to access additional content quickly. The component can consist of a combination of the following: section label, headline/page title, intro paragraph, descriptive paragraph, stats, a list of links, and a call out box.

The length of all the different elements will impact the amount of content you will be able to include in the topic overview space. The examples on this page are intended to give you a frame of reference as you build.

Descriptive with Quick Links

In this example, the author applied the following:

— **Page Title** - character count 24
— **Intro & Descriptive Paragraph** - combined character count approx. 440
— **5 Quick Links** - min 2, max 6

Descriptive with Quick Links and Logo

In this example, the author applied the following:

— **Page Title** - character count 12
— **Intro Paragraph** - character count approx. 340
— **4 Quick Links** - min 2, max 6
— **Logo** - 147 x 50 px
Landing Page Guidelines

Feature component cont.

Text with Profile
In this example, the author applied the following:

— Section Label – character count 9
— Page Title – character count 26
— Intro Paragraph with Links – character count approx. 330
— Dean Profile – Includes name and title
  Name character count 22
  Title character count 90

The above are just 3 examples of possible configurations. You are not limited to these and multiple additional configurations can be used by mixing and matching these elements.

Call out component
In this example, the author applied the following:

— Headline – character count 22
— Sub head – character count 105 (optional)
— Circle Call out 1 – character count 36
— Circle Call out 2 – character count 15
— Circle Call out 3 – character count 31

This component can consist of 3-4 call outs
Landing Page Guidelines

Events call out component
This component is intended to highlight upcoming events. It can consist of 3-4 events and be treated with or without images but they can't be mixed. Each event consists of a headline, date, and time.

Events with photos
In this example, the author applied the following:

- Headline - character count 6
- Circle Call out 1 - character count 54
- Circle Call out 2 - character count 84
- Circle Call out 3 - character count 88
- Circle Call out 4 - character count 53
- Call To Action - character count 18

Events without photos
In this example, the author applied the following:

- Headline - character count 6
- Circle Call out 1 - character count 57
- Circle Call out 2 - character count 72
- Circle Call out 3 - character count 73
- Circle Call out 4 - character count 75
- Call To Action - character count 18
Story & Generic Page Guidelines

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NAVIGATION STRUCTURE

Story page guidelines

Story page templates consist of the following:

- Section label (News, About etc...)
- Headline
- Subhead
- Byline

Optional story components:

- Lead photo
- Left rail
  “You may also like...” or “Related”
- Left rail accordions
  “Related”

Generic page guidelines

Generic page templates consist of everything the story page does except the following:

- Byline

Additional components available for generic pages:

- Accordions. Content should be limited to approximately 6-8 paragraphs and link out to additional pages as needed
- Call outs
Left rail navigation

Link list

The left rail link list can consist of a header and an unlimited number of links. It is recommended that list be kept 3 - 8 links.

In this example, the author applied the following:

— **Headline** - character count 18

— 3 Links

Related

- Research Support
- ARIC
- Center for Research Informatics
- Chicago Fellows Program
- Funding opportunities
- Institute for Translational Chicago Fellows
- Diversity & Inclusion

Departments

- Ron May Department for Cancer Research
- Biochemistry and Molecular Biology
- Ecology and Evolution
- Human Genetics
- Microbiology
- Molecular Genetics and Cell Biology

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Left rail accordion navigation

Accordions

The left rail accordion set can consist of a header and an unlimited accordions with an unlimited number of links within each accordion. Despite being unlimited it is recommended that accordion sets be kept 3 - 8.

In this example, the author applied the following:

— **Headline** - character count 7

— 3 Accordions
Versatile Hero Guidelines

Guidelines

Versatile hero page template consist of everything the story and generic page does except the following:

— Byline
— Social share

The full screen photo, stats and bold intro set this template apart from the story and generic page template. Consider the following:

— **Full Screen Photo** - 1200 x 525 px. Reference the photo tips outlined within the photography guideline section

— **Stats** - Can consist of 3 - 4 stats. The stat description should be as short as possible. In this example, the average character count that the author applied was 55

— **Bold Intro** - Limit the bold intro text 2 - 3 sentences with an approx. character count of 330
Faculty Profile Guidelines

Guidelines
The faculty profile template consist of the following:

- Section label (Our Faculty)
- Name
- Title
- Clinical Interest (limit to 3-7 and approx 175 character counts)
- Research & Scholarly Interests (limit to 3-7 and approx 175 character counts)
- Website. Rather than expose the URL link lab name to conserve space
- Contact
- Graduate Program Affiliation
- Bio
- Accordions

Optional right rail modules:
- Information For Patients
- Course Schedule
Versatile Page Guidelines

Guidelines
The versatile page template is intended to be used for any page type that is not handled by landing pages, story and generic pages, and the versatile hero page. This is the foundation for the following:

- News lists
- Events lists
- Card grids
- Directories

News List
The news list template consist of the following:

- Headline
- Subhead
- 10 most recent news stories
- Pagination as needed

Events List
The events list template consist of the following:

- Headline
- Subhead
- Search
- The next set of events
- Pagination as needed
Versatile Page Guidelines

Card grid

The card grid component page template consists of everything the landing page does and can consist of the following:

— Section label (News, About etc...)
— Headline
— Subhead
— Card grid

Guidelines

— All grid card pages must lead with the grid card component.
— No more than 8 components per landing page
— Do not place 2 alike components on top of one another
— The featured components can be stacked but the photo must alternate sides
— You should avoid having the content that is paired with the featured component extend beyond the height of the image
— No more than 2 sets of circle promo component
— Accordions should be separated by content or another component, they should not be stacked
— No more than 15 elements should be within a single accordion
Versatile Page Guidelines

Directory

The directory template consist of the following:

- Section label (About, Student Life etc...)
- Headline/page title.
  - There are 2 font sizes for these.
  - The page title example = 70px
  - The headline example = 40px

Optional components:

- Featured profiles (see leadership example)
- Sub headline and body copy
- Filtering

The profile component consist of the following:

- Photo (optional)
- Name
- Title
- Phone number
- Email address

Colors

Typography

Iconography

Buttons/Links

Photography

Homepage Guidelines

Landing Page Guidelines

Story & Generic Page Guidelines

Versatile Hero Page Guidelines

Faculty Profile Guidelines

Versatile Page Guidelines

Navigation Structure
Navigation Structure

Guidelines

All department primary navigation will consist of the following:

- About
- Research
- Education
- People
- News
- Events

Optional label for Basic Science Departments:

- Open label. Possibilities include: Facilities, Clinical Services, and Affiliations

Optional label for Clinical Departments:

- Sections & Programs

Super Navigation:

- Consist of 2-4 related external links
- Clinical Departments should include “Give” & related medical institutions
- Basic Science Departments should include “Give”

Fly Out Menu:

Each primary label that contains sub pages will have a fly out menu that consists of a link to that primary page, a short blurb, and links to all the pages that category.

Category blurb - character count approx. 160