

## **National CAPT Website Key Elements Style Guide**

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10/1/04 - Version 1.0

The key elements style guide should be used by the CAPTs to promote consistency across the various sections of the CAPT Website. This document outlines standards that should be adhered to in order to present an attractive and consistent Web presence relating to the following categories:

- Site structure
- Color palette
- Typography
- Cascading style sheets
- Miscellaneous guidelines

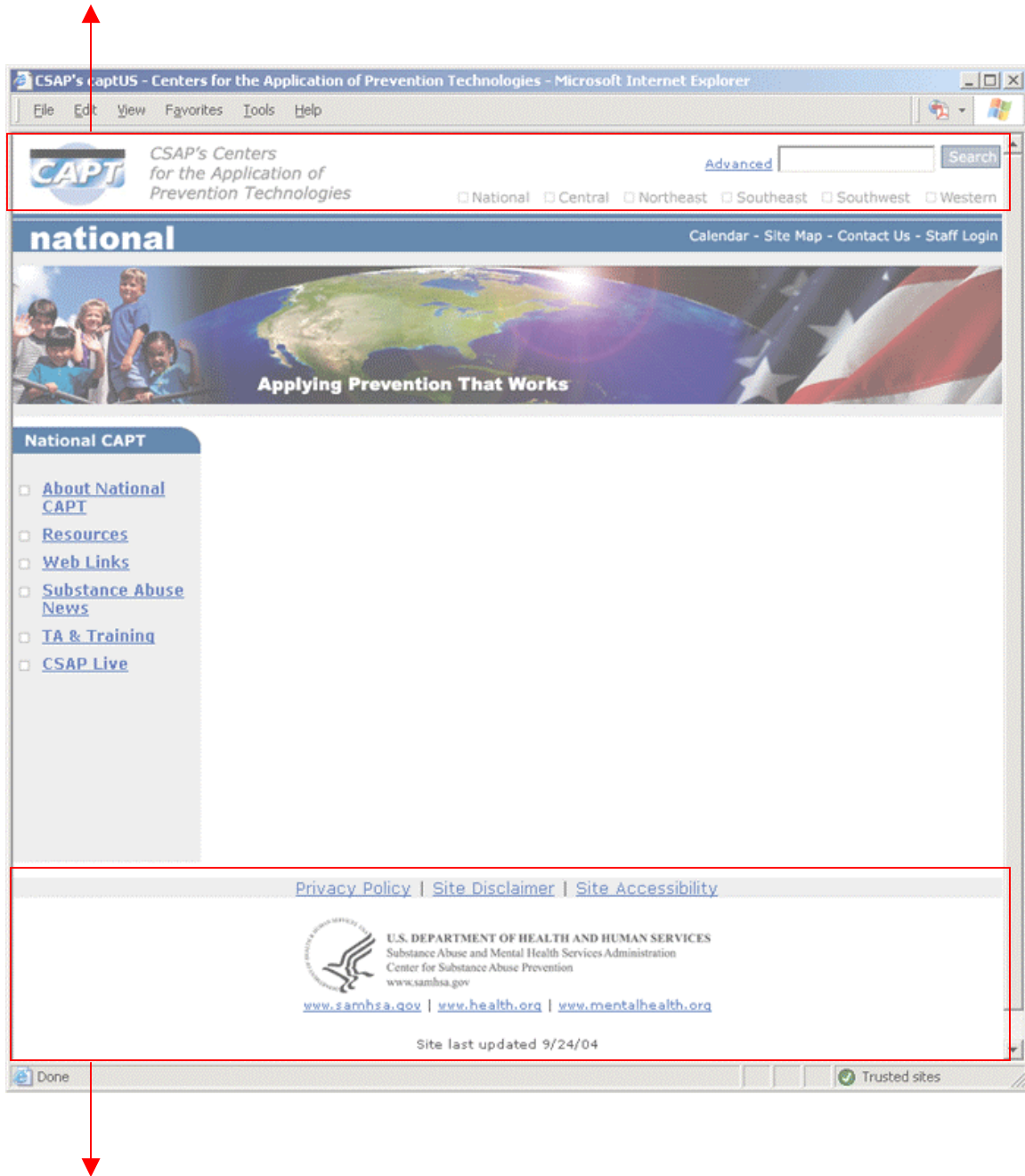
Questions on the usage of this guide should be directed to ORC Macro.

## Site Structure

The Site Structure section provides an overview of the major components that make up the site.

The global header and footer are applied consistently across all pages of the site. The header and footer are generated from two include files that are referenced from within each CAPT template. ORC Macro controls both of these files.

Global header



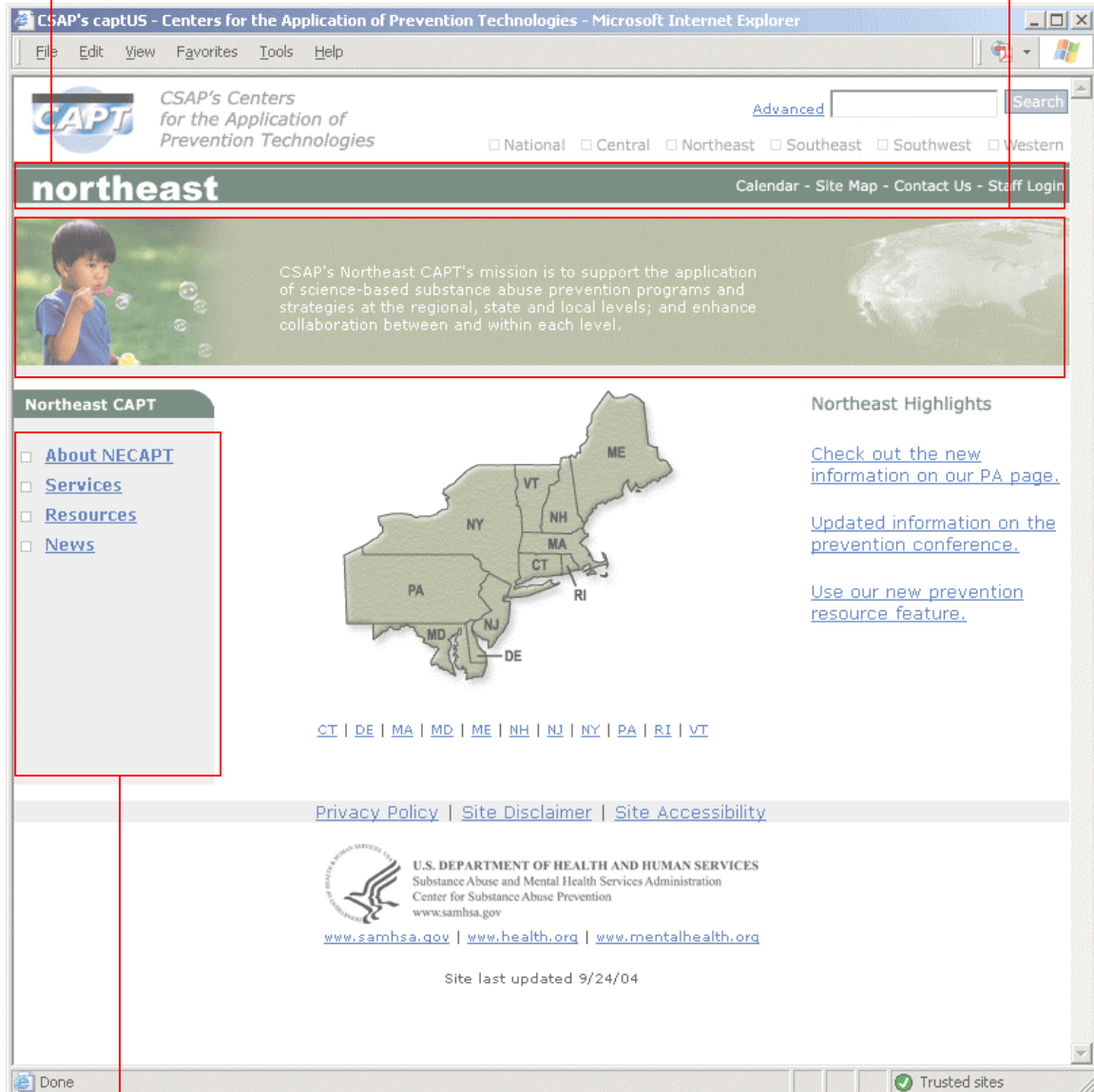
Global Footer

Each CAPT section of the site has its own unique color scheme. This is evident in the sub header and home page banner of each CAPT section. ORC Macro controls both of these elements. The mission text in the banner should not be changed frequently.

Each CAPT has the ability to control its left hand navigation. This is accomplished through the Global Link Administration tool in the Staff section.

Sub header

Home page banner



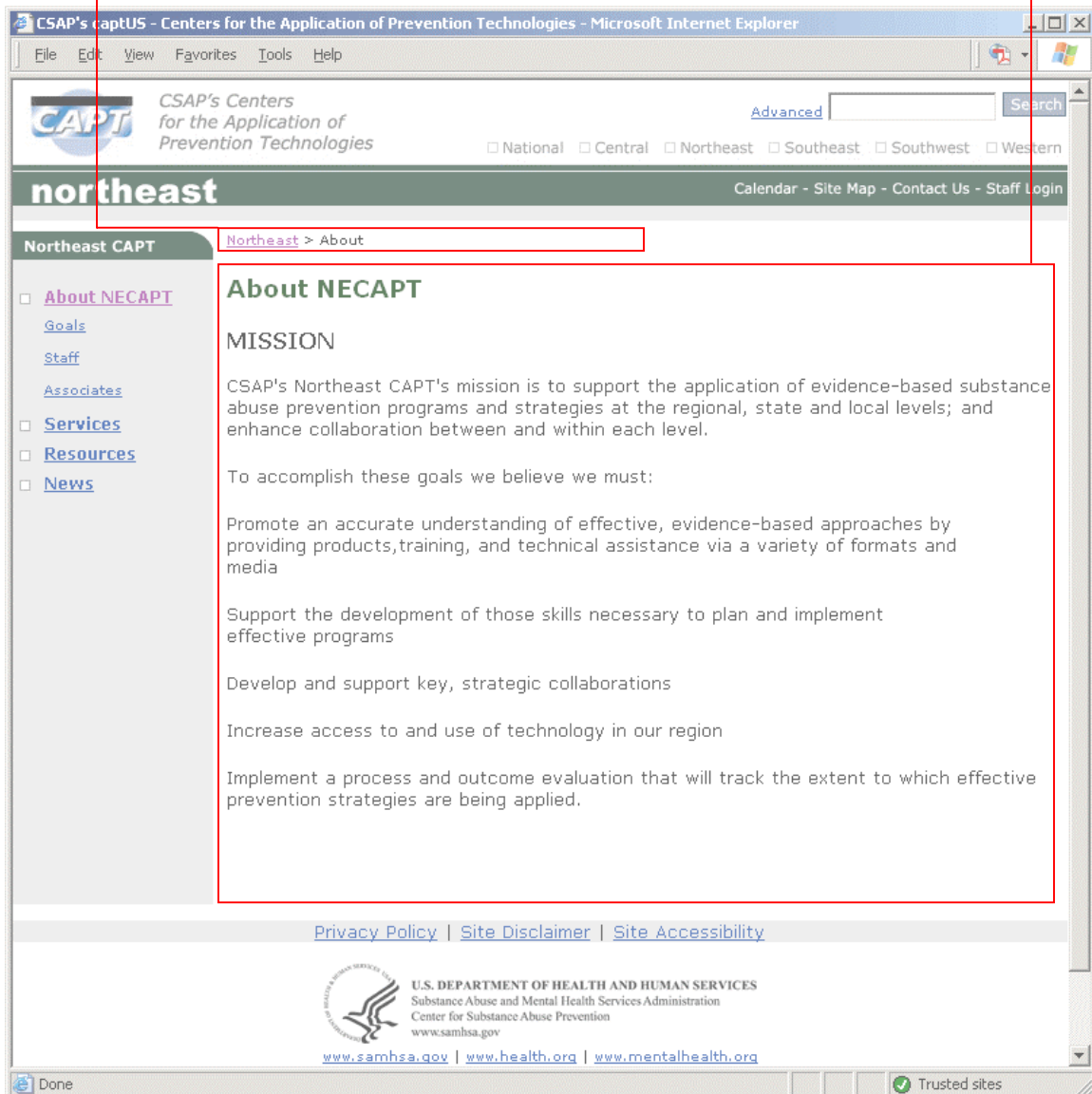
Left hand navigation

Breadcrumb trails provide position indication to users. They help to tell the user where they are within the structure of the site, and provide a method to navigate to higher-level pages. Breadcrumb trails are maintained by the CAPTs, and should appear on every page except the home page. The format of breadcrumbs should follow the site hierarchy.

The body content section is the area where CAPTs add and maintain content. The body content section is 622 pixels wide.

Breadcrumb trail

Body content



Page title should appear in the top left corner of all pages (except home pages).  
Subtitles should be used where appropriate.

Page title

Subtitle

The screenshot shows a Microsoft Internet Explorer browser window displaying the website for CSAP's CaptUS, specifically the Northeast CAPT page. The browser's address bar shows the URL: CSAP's CaptUS - Centers for the Application of Prevention Technologies - Microsoft Internet Explorer. The page header includes the CSAP logo and the text "CSAP's Centers for the Application of Prevention Technologies". Below the header, there are navigation links for "National", "Central", "Northeast", "Southeast", "Southwest", and "Western". The main content area is titled "northeast" and includes a "Calendar - Site Map - Contact Us - Staff Login" link. The page title is "About NECAPT" and the subtitle is "MISSION". The main content area contains the following text:

CSAP's Northeast CAPT's mission is to support the application of evidence-based substance abuse prevention programs and strategies at the regional, state and local levels; and enhance collaboration between and within each level.

To accomplish these goals we believe we must:

- Promote an accurate understanding of effective, evidence-based approaches by providing products, training, and technical assistance via a variety of formats and media
- Support the development of those skills necessary to plan and implement effective programs
- Develop and support key, strategic collaborations
- Increase access to and use of technology in our region
- Implement a process and outcome evaluation that will track the extent to which effective prevention strategies are being applied.

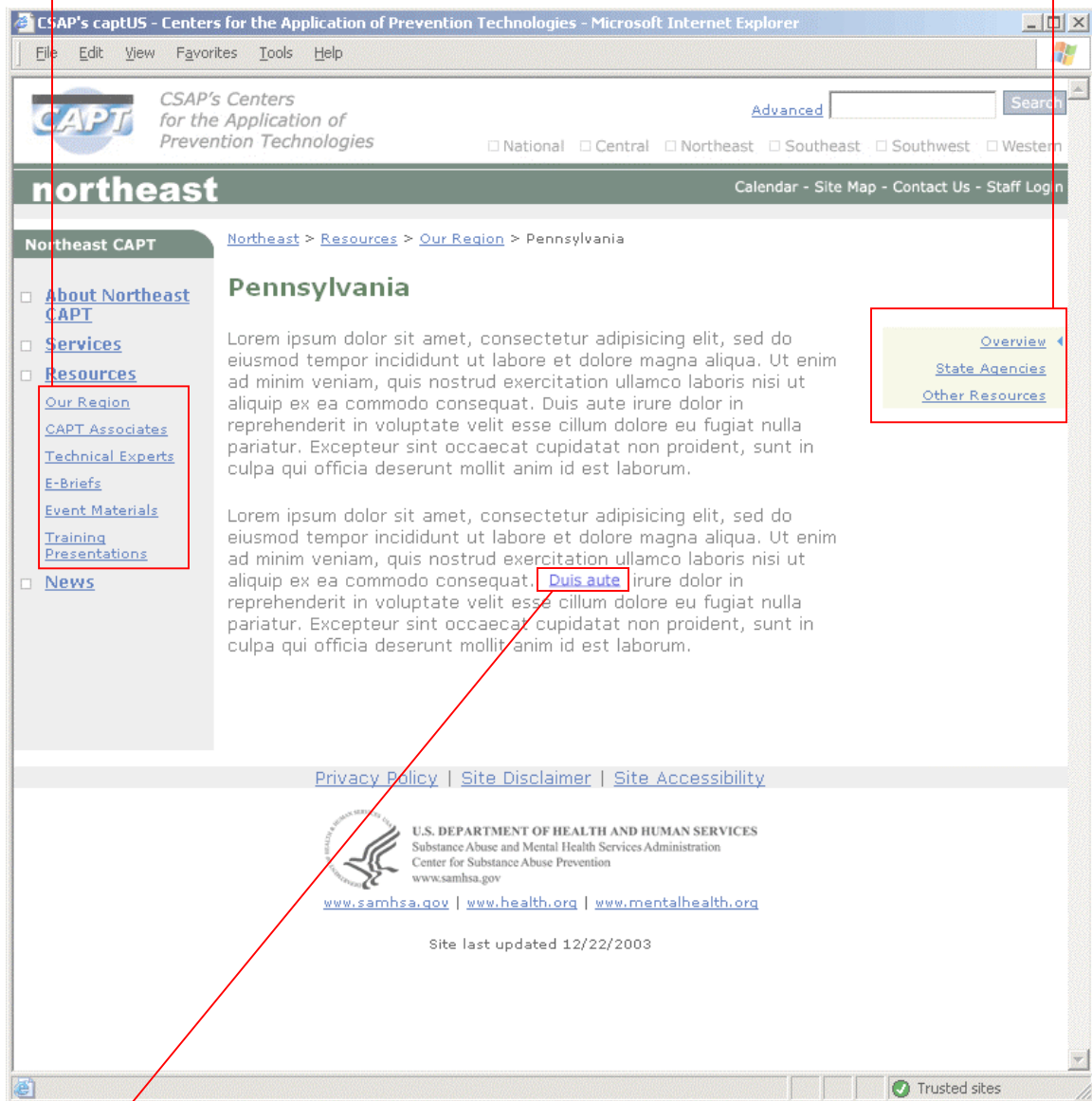
The footer of the page includes links for "Privacy Policy", "Site Disclaimer", and "Site Accessibility". At the bottom, there is a logo for the U.S. Department of Health and Human Services, Substance Abuse and Mental Health Services Administration, Center for Substance Abuse Prevention, with the website address www.samhsa.gov. The browser's status bar shows "Done" and "Trusted sites".

Sub Navigation is expanded when the user clicks on a top-level link in the left hand navigation. In this screenshot the user has clicked on the Resources link. The Sub Navigation is controlled through the Global Link Administrator tool in the Staff section.

Local navigation and inline linking is hard coded into the site by the CAPTs. They are not controlled through the Global Link Administrator tool. This screenshot presents an example of how Local Navigation can be applied. In this case a two-column table has been added to the Body Content section. The right hand column contains the Local Navigation. CAPTs can implement Local Navigation as appropriate for their site.

Sub Navigation

Local (tertiary) Navigation



Inline Link

## Color Palette

The following colors are used as the default colors in the specific CAPT sections. This color palette provides a reference guide for CAPTs.

### National



#003366 (R0, G51, B102)



#336699 (R51, G102, B153)

### Central CAPT



#4A207E (R74, G32, B126)



#528274 (R82, G130, B116)

### Northeast CAPT



#214232 (R33, G66, B50)



#386736 (R51, G102, B51)

### Southeast CAPT



#005883 (R0, G88, B131)



#A17E94 (R161, G126, B154)

### Southwest CAPT



#6F3014 (R111, G48, B20)



#D1987F (R209, G152, B127)

### Western CAPT



#715821 (R113, G88, B33)



#848442 (R153, G153, B51)

# Typography

The following title styles have been defined for the CAPTs and are applied using Cascading Style Sheets. The Pagetitle and Subtitle1 styles are consistent with the preceding color palette.

## National

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### Pagetitle

Font: Verdana Medium Bold, Color: #003366 (R0, G51, B102)

### Subtitle1

Font: Verdana Small Bold, Color: #336699 (R51, G102, B153)

### Subtitle2

Font: Verdana Small Bold, Color: #000000 (R0, G0, B0)

## Central CAPT

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### Pagetitle

Font: Verdana Medium Bold, Color: #4A207E (R74, G32, B126)

### Subtitle1

Font: Verdana Medium Bold, Color: #528274 (R82, G130, B116)

### Subtitle2

Font: Verdana Small Bold, Color: #000000 (R0, G0, B0)

## Northeast CAPT

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### Pagetitle

Font: Verdana Medium Bold, Color: #214232 (R33, G66, B50)

### Subtitle1

Font: Verdana Medium Bold, Color: #386736 (R51, G102, B51)

### Subtitle2

Font: Verdana Small Bold, Color: #000000 (R0, G0, B0)

## Southeast CAPT

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### Pagetitle

Font: Verdana Medium Bold, Color: #005883 (R0, G88, B131)

### Subtitle1

Font: Verdana Medium Bold, Color: #A17E94 (R161, G126, B154)



## **Subtitle2**

Font: Verdana Small Bold, Color: #000000 (R0, G0, B0)

### **Southwest CAPT**

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## **PageTitle**

Font: Verdana Medium Bold, Color: #6F3014 (R111, G48, B20)

### **Subtitle1**

Font: Verdana Medium Bold, Color: #D1987F (R209, G152, B127)

## **Subtitle2**

Font: Verdana Small Bold, Color: #000000 (R0, G0, B0)

### **Western CAPT**

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## **PageTitle**

Font: Verdana Medium Bold, Color: #715821 (R113, R88, B33)

### **Subtitle1**

Font: Verdana Medium Bold, Color: #848442 (R153, G153, B51)

## **Subtitle2**

Font: Verdana Small Bold, Color: #000000 (R0, G0, B0)

## Cascading Style Sheets

Cascading Style Sheets (CSS) are used to apply consistent font styles across Websites. They enable Web administrators to control the fonts on all pages across the site from a central file. If the color of a page titles needs to change, the change only needs to be made in one place instead of on all pages.

CSS also greatly reduce the amount of HTML code that each page requires. Instead of adding font tags to each text occurrence, CSS styles can automatically set the font style. Embedded font tags should not be used on the CAPT Website.

.CSS Class	Comments
td	This style automatically sets all text in table tags to the standard font.
p	This style automatically sets all text in paragraph tags to the standard font.
li	This style automatically sets all text in lists to the standard font.
.small	This style should be used for text that is smaller than the standard page text. It is recommended that this style be used in the highlights section of the CPAT home pages.
.red	This style is for any text that CAPTs want to be red.
.CAPT_pagetitle	This style should be used for the page title at the top of each page, with the exception of the home pages. "CAPT" is substituted with the name of each CAPT's region.
.CAPT_subtitle	This style is used as a section or paragraph heading within a page. "CAPT" is substituted with the name of each CAPT's region.
.CAPT_subtitle2	This style is also used as a section or paragraph heading within a page. "CAPT" is substituted with the name of each CAPT's region.
.banner_text	This style defines the text in the banner on the home page.
.r1	This style is meant to be used as a title row in a table, the background is dark blue and the text white
.r2	This style is meant to be used as a subtitle row in a table, the background is light blue and the text dark blue
.ra	This style can be used as an alternating row color, or to distinguish rows between white rows.
.rb	This style can also be used as an alternating row color, or to distinguish rows between white rows.
a:link	This style defines the default link styles. Links are displayed as blue underlined text. On hover the link color changes and the underline disappears. Visited links are displayed as purple.
.btn	This style should be applied for all form buttons. The style creates a button with a light blue background and dark blue Verdana text.

## Miscellaneous Guidelines

### Recommended table format

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The following example provides an attractive option for displaying content tables. When inserting tables use cellspacing="1" cellpadding="3". This will provide enough space between table text and display a white line





.r1	Text
.r2	Text
.ra	Text
.rb	Text
.ra	Text
.rb	Text

### File format icons

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It is helpful to indicate to users the format of files the site is linking to. Using file format icons is a good way to visually communicate to users that the link they are clicking on will load a file.

Example: If you missed the training session you can [read a transcript](#)  of the session details.

-  Excel files (excel.gif)
-  Adobe Acrobat files (pdf.gif)
-  Power Point files (ppt.gif)
-  Word files (word.gif)