

naz.edu Homepage Editorial Guidelines

Page Section/Asset	Definition	Pub Schedule	Guidelines
<b>Now@Naz</b>	Space on naz.edu to advertise brand pillar-related features. Now@Naz feature topics will highlight unique takes on Nazareth projects, people and events. Features will be presented via a new, dedicated page/area of the Web.	Four features will run at any one time; a new feature will be swapped in every two weeks.*	<ul style="list-style-type: none"> <li>• Now@Naz feature content may take the form of a story, video and/or photo gallery</li> <li>• Each feature will represent a different brand pillar; all four brand pillars should be represented in Now@Naz at all times</li> <li>• Store all content/assets in DIRECTORY</li> <li>• Filenaming convention:               <ul style="list-style-type: none"> <li>• Text docs: feature_itemdescription_v# (example: feature_strongclassoutline_v03.doc)</li> <li>• Related images: feature_subject#.ext (example: feature_strongclass1.jpg)</li> </ul> </li> </ul>
<i>Feature story</i>	<ul style="list-style-type: none"> <li>• One of three types of media that may be showcased as a Now@Naz feature</li> <li>• Stories will be magazine-style</li> <li>• Must illustrate/"bring to life" one of the four brand pillars through its look at a specific subject (Nazareth project/ event/ person/ etc.)</li> </ul>	Potentially one of four features will run at any one time; a new feature will be swapped in every two weeks.*	<ul style="list-style-type: none"> <li>• Text: Approx. 500-600 words</li> <li>• Link: All stories must include <i>at least</i> one relevant link bringing readers deeper into the naz.edu site</li> <li>• Content Image: All stories will require at least one related content image for inclusion in the body of the story, each w/caption of 10-12 words</li> </ul>
<i>Feature photo gallery</i>	<ul style="list-style-type: none"> <li>• One of three types of media that may be showcased as a Now@Naz</li> </ul>	Potentially one of four features will run at any one	<ul style="list-style-type: none"> <li>• 10-15 images total</li> <li>• Each feature gallery must</li> </ul>

	<p>feature</p> <ul style="list-style-type: none"> <li>• Must tell a story and illustrate/”bring to life” one of the four brand pillars through its look at a specific subject (Nazareth project/ event/ person/ etc.)</li> </ul>	<p>time; a new feature will be swapped in every two weeks.*</p>	<p>include a magazine-style title and a brief companion story (approx. 250 words)</p> <ul style="list-style-type: none"> <li>• Each feature gallery should have a condensed description to be posted on Flickr (about 75 words)</li> <li>• Each photo must have a title/caption (approx. 75-100 characters, inc. spaces) <ul style="list-style-type: none"> <li>- Every caption should include the full name of the phot subject and class year (when applicable) – consider each photo and caption as stand-alone from other pictures in the gallery</li> </ul> </li> <li>• Final resolution at 72 dpi</li> <li>• Image size should be #pi x #pi</li> </ul>
<i>Feature video</i>	<ul style="list-style-type: none"> <li>• One of three types of media that may be showcased as a Now@Naz feature</li> <li>• Must tell a story and illustrate/”bring to life” one of the four brand pillars through its look at a specific subject (Nazareth project/ event/ person/ etc.)</li> </ul>	<p>Potentially one of four features will run at any one time; a new feature will be swapped in every two weeks.*</p>	<ul style="list-style-type: none"> <li>• Three to five minutes in length, total</li> <li>• Final format:</li> <li>• File size: &lt;1 GB</li> <li>• Recommended res: 1290 x 720</li> <li>• Include: <ul style="list-style-type: none"> <li>• a magazine-style title (4-6 words),</li> <li>• brief paragraph of introduction (&lt;150 words), and</li> <li>• brief summary description (about 50 words).</li> </ul> </li> </ul>
<i>Promo image</i>	<p>Image integrated with promo text to advertise feature on naz.edu.</p>	<p>One per feature, regardless of medium</p>	<ul style="list-style-type: none"> <li>• Final resolution:72 dpi</li> <li>• Image size: #pi x #pi</li> <li>• Can be photo or illustration</li> <li>• Composition must complement</li> </ul>

			<p>naz.edu color palette; represent diversity; be well-framed and active</p> <ul style="list-style-type: none"> <li>• Must have direct correlation to content of related feature</li> </ul>
<i>Promo text</i>	<p>Text integrated with promo image to advertise feature on naz.edu. Promo text will include:</p> <ul style="list-style-type: none"> <li>• Pillar Word: the brand pillar/attribute the feature best highlights</li> <li>• Feature Headline: short, catchy and creative, ala magazine journalism</li> <li>• Tag: short description of story content, connecting with &amp; elaborating on title</li> </ul>	One set per feature	<ul style="list-style-type: none"> <li>• Pillar Word: one of four pre-established words</li> <li>• Feature Headline: &lt; 45 characters, inc. spaces (approx. seven words)</li> <li>• Tag: &lt;75 characters, inc. spaces (approx. 10 words)</li> </ul>
<b>Photo Gallery</b>	<p>Each gallery will have a theme and must tell a graphic story to illustrate/“bring to life” one of the four brand pillars through its look at a specific subject (Nazareth project/ event/ person/ etc.)</p>	<p>One photo gallery will be featured at any one time; a new gallery will be swapped in every two weeks.*</p>	<ul style="list-style-type: none"> <li>• Store all content/assets in DIRECTORY</li> <li>• File naming convention: <ul style="list-style-type: none"> <li>• Images: gallery_subject#.ext (example: gallery_strongclass1.jpg)</li> <li>• Related text docs: gallery_itemdescription_v# (example: gallery_strongclasscaptions_v03.doc)</li> </ul> </li> </ul>
<i>Photos</i>	<p>All photo composition must complement naz.edu color palette; represent diversity; be well-framed and active.</p>	One set per gallery	<ul style="list-style-type: none"> <li>• Eight-twelve images total</li> <li>• Final resolution at 72 dpi</li> <li>• Image size should be #pi x #pi</li> </ul>
<i>Title/Intro/Captions</i>	<p>Gallery-associated text will support the story being told through images in creative, engaging manner. Text will serve to move the audience through the</p>	One per gallery/photo	<ul style="list-style-type: none"> <li>• Each feature gallery should have a condensed description to be posted on Flickr (about 75 words)</li> </ul>

	story and offer the opportunity to learn more.		<ul style="list-style-type: none"> <li>Each photo must have a title/caption (approx. 75 characters) <ul style="list-style-type: none"> <li>Every caption should include the full name of the photo subject and class year (when applicable) – consider each photo and caption as stand-alone from other pictures in the gallery</li> </ul> </li> </ul>
<b>Spotlight</b>	Spotlights will highlight institutional priorities and be used to move audience further into the Web site to existing pages. This section may also be used to draw connections between current events/topics and the College.	Three spotlights will run at any one time; a new spotlight will be swapped in monthly.*	<ul style="list-style-type: none"> <li>Spotlights are not new stories/areas in and of themselves but instead lead the audience to existing site pages where topical information resides.</li> <li>Store all content/assets in DIRECTORY</li> <li>Filenaming convention: <ul style="list-style-type: none"> <li>Text docs: spotlight_itemdescription_v# (example: spotlight_busethicsoutline_v01.doc)</li> <li>Related images: spotlight_subject#.ext (example: spotlight_busethics1.jpg)</li> </ul> </li> </ul>
<i>Spotlight content</i>			<ul style="list-style-type: none"> <li>Content will vary depending on topic; often it will take the form of re-imagined and re-visioned content on an existing page. See Web editor to discuss.</li> </ul>
<i>Promo Image</i>	Image integrated with promo text to advertise spotlight on naz.edu.	One per spotlight, regardless of medium	<ul style="list-style-type: none"> <li>Final resolution:72 dpi</li> <li>Image size: #pi x #pi</li> <li>Should be photograph or illustration</li> </ul>

			<ul style="list-style-type: none"> <li>• Composition must complement naz.edu color palette; represent diversity; be well-framed and active</li> <li>• Must have direct correlation to content of related spotlight</li> </ul>
<i>Promo title/text</i>	Text integrated with promo image to advertise spotlight on naz.edu. Promo text will include: <ul style="list-style-type: none"> <li>• Feature Headline: short, catchy and creative, ala magazine journalism</li> <li>• Tag: short description of story content, connecting with &amp; elaborating on title</li> </ul>	One set per feature, regardless of medium	<ul style="list-style-type: none"> <li>• Spotlight Headline: &lt; 35 characters, inc. spaces (approx. five-seven words)</li> <li>• Text/description: &lt;145 characters, inc. spaces (approx. 15ish words)</li> </ul>

- = schedule may change depending on institutional goals and events.