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# Your guide to our online identity

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# Introduction

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This document is intended to help you present a consistent image of the University on the University website – ensuring our image is reproduced correctly and effectively.

The following pages deal with the basic elements that combine to create the University of Huddersfield identity: our design, brand marque, navigation, typography, colour palette, imagery and page templates.

The University website is a key marketing tool for the University. It is important that we portray a consistent image across every page of the website to ensure that the user has a positive experience and can find the information they are looking for.

These guidelines will help you to create pages that are consistent with the look and feel of the new web design.

These guidelines are relevant to all University webpages on the following domain:

- [www.hud.ac.uk](http://www.hud.ac.uk)
- [www.hud.ac.uk/staff](http://www.hud.ac.uk/staff)
- [www.hud.ac.uk/students](http://www.hud.ac.uk/students)

Some of the key points within the guidelines are applicable to all websites related to the University, however for external collaborations etc, it will not always be possible to apply all elements of the guidelines.

If you have any questions around the brand guidelines or about the University website, please contact the e-Marketing Team.

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# Our message

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**‘Inspiring tomorrow’s professionals’** is our strapline and the message at the heart of our communication.

It is expressed more fully in the positioning statement below:  
At the University of Huddersfield, we understand the world that exists outside education. We work hand in hand with some of the country’s leading employers, across a range of sectors, to ensure that our courses are in tune with the demands of a 21st century business and work environment.

The University of Huddersfield is an exciting, stimulating place to learn. As a growing centre of research and academic excellence, we are pushing knowledge boundaries. We are developing confident and successful professionals of the future and inspirational opinion formers who can make an impact on the world around us. With our sheer professionalism and industry reputation, Huddersfield opens doors to some amazing opportunities.

This statement captures the essence of the University of Huddersfield.

It is underpinned by three values which help define our personality:

**professional / progressive / dynamic**

These attributes should be reflected in all our design and communication to make it distinctive and engaging.

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# University of Huddersfield

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## On the web

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### Website structure

The University of Huddersfield website is managed and maintained by staff across the University. The central pages are managed by the e-Marketing Team and web editors and marketing practitioners are responsible for managing, maintaining and updating those pages relating to specific schools and services.

### Web templates

When creating new pages on the University website, the preset templates should **always** be used. Creating your own page templates can severely damage the look and feel of the University website.

### Content

If you are writing content for the website, please ensure you are familiar with the tone of voice documents for both the undergraduate and postgraduate audience. If you require further advice for writing copy for the web, please contact the e-Marketing Team or alternatively, check the staff development training list for the appropriate training session.

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# Fixed Assets

## Basic elements

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The standard webpage design has a fixed width of 970 pixels.

For general site content, the minimum size that images should be set is 80 x 80 pixels. The maximum size permitted is 500 x 330 pixels. A tool is now available to users to resize images suitable for use on the University website. Should you require further clarification, please contact the Web Team.

### **Fixed assets**

The following pages detail the assets on the University website that are fixed and that should not be altered or amended in any way. These include:

- Brand marque
- Homepage
- Page header
- Left hand navigation
- Footer

# Fixed Assets

## Brand marque

To ensure legibility and consistency of our brand we have a few rules which we would like you to follow and these are outlined on this page.

### Online

Artwork at various sizes is available from the University of Huddersfield. If manual resizing is required, the marque must always be resized from the original Photoshop file provided. To ensure optimum quality, reduction should always be implemented in 'Image Size', reducing by 75% and 50% until the required size is achieved. Additional marque sizes are available as Photoshop and .JPEG files.



Online  
Minimum size with  
exclusion zone 120pxls

### Do

- Ensure that the supplied marque artwork is utilised.
- Make sure you use the complete marque.
- Make sure the marque is always clear and legible.
- Make sure the marque features in a prominent position on all collateral.
- Ensure the minimum 'clear space' is adhered to.
- Ensure the marque appears top left on the main website and any e-mail templates.

### Don't

- Recreate any part of the marque.
- Distort the marque in any way.
- Remove any part of or add to the marque.
- Use the marque any smaller than the minimum size.
- Resize the artwork in Fireworks or Flash.

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# Fixed Assets

## Homepage

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The University of Huddersfield homepage is a unique webpage that should not be re-created in any way across the site.

There are two layouts for the University homepage which incorporate different colour schemes and layouts at different times of the year.

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### **Layout**

The homepage layout is unique. It features elements that are consistent across all webpages including:

- Brand marque – located top left
- Left hand navigation
- Header
- Footer
- Quick links
- Social media sharing tools

The rest of the homepage is made up of unique content blocks that link through to key areas of the University website.

Under no circumstances should anyone outside the central marketing or web team amend or alter the homepage in any way.

All requests for additions or amends to the homepage should come through the central e-Marketing team.



# Fixed Assets

## Homepage - visuals

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The image shows a screenshot of the University of Huddersfield homepage with several red boxes and arrows highlighting specific areas, each with a descriptive label. The labels are:

- Brand marque – always located in top left on all pages.** (Points to the University of Huddersfield logo)
- Left hand navigation – consistent on all pages except Research and Services to business.** (Points to the left-hand navigation menu)
- Quick links – signposting to key pages on website.** (Points to the quick links section)
- Social media sharing tools.** (Points to the social media sharing icons)
- Header – applied to every webpage.** (Points to the top header area)
- Footer – applied to every webpage – must always contain these links.** (Points to the footer area)

The homepage content includes:

- Header:** Social media links (LinkedIn, Facebook, Twitter, YouTube), Print This Page, Search bar, and a navigation menu.
- Brand marque:** University of Huddersfield logo with the tagline "Inspiring tomorrow's professionals".
- Welcome to the University of Huddersfield:** A section with a yellow background and text about learning from leading lecturers.
- Order a prospectus:** A blue section with the text "Join iHud to get the info you need, when you need it." and a link to "iHud".
- News:** A section with a large image of a classical painting and the headline "Professor looks to reconcile 'Classicism and Orientalism' in Rome".
- Research:** A section with a blue background and the headline "Excel in your Huddersfield of expertise".
- Open Days:** A section with a red background and the headline "Did you know...".
- Events:** A section with a blue background and the headline "Turn up the volume on your future career."
- Virtual campus tours:** A section with a blue background and the headline "Create your own prospectus".
- Quick links:** A section with a red background and links to News, Jobs, Campuses, Finance, Accommodation, Open Days, Scholarships, Students' Union, Fees, Careers, and Placements.
- Social media sharing tools:** A section with a red background and icons for Facebook, Twitter, LinkedIn, and Email.
- Footer:** A section with a red background and links to A-Z index, Visit us, Copyright & disclaimer, Cookie policy, All rights reserved, Current Students, Staff, News, Contact us, Freedom of information, Online Store, and The University of Huddersfield is a member of Yorkshire Universities.

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# Fixed Assets

## Page header

The page header appears on every page of the University website. The page header contains:

- Social media icons (these link through to central University social media accounts)
- Print this page (applies a print style format to the page)
- Google+1 icon (allows people to recommend the page through Google+)
- Search box (allows people to search the site)

The header is applied to every webpage template and should not be altered or amended in any way.

Any amends or additions to the header should come through the central e-Marketing team.

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# Fixed Assets

## Left hand navigation – recruitment pages

The left hand navigation is the main navigation tool on the University website. It is broken into the key areas which have been identified through user research.

The left hand navigation is a fixed asset on every page and remains consistent throughout. The only exceptions to this are Research, Services to Business and the staff and current student sections.

The left hand navigation should always contain these main headings:

- Coursefinder
- Undergraduate
- Postgraduate
- International
- Research
- Services to Business
- Former students
- About us

Relevant subheadings can be found by clicking on each of the main headings. These should not be altered or amended.

The left hand navigation is automatically applied to all webpage templates and the appropriate navigation is applied to the relevant section.

The left hand navigation should not be altered or amended in any way. If you would like to request an amend or alteration, please contact the e-Marketing team.

The left hand navigation forms part of the web design for all webpage templates. It should always sit directly below the main University marque and should always be brown on the recruitment pages.

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# Fixed Assets

## Left hand navigation – current student pages

The current student pages have their own left hand navigation. This is because the information targeted at current students is different to that required on the recruitment pages.

The left hand navigation is a fixed element of the current student pages and should not be altered or amended. The left hand navigation on the current student pages should always contain the following:

- Student resources
- Key dates and events
- Study resources
- University life
- Academic schools

Relevant subheadings can be found by clicking on each of the main headings. These should not be altered or amended.

The left hand navigation for the current student section will automatically be applied to any new page created within the section.

The left hand navigation forms part of the web design for all webpage templates. It should always sit directly below the main University marque and should always be grey on the current student pages.

If you would like to request an addition or amend to the left hand navigation on the current student pages, please contact the e-Marketing team.

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# Fixed Assets

## Left hand navigation – staff pages

The staff pages also have their own left hand navigation. This is because the information targeted at members of staff is different to that required on the recruitment pages.

The left hand navigation is a fixed element of the staff pages and should not be altered or amended. The left hand navigation on the staff pages should always contain the following:

- Staff resources
- Academic schools
- Support services
- Resources for your students
- Research
- Campus life
- Research and Enterprise intranet

Relevant subheadings can be found by clicking on each of the main headings. These should not be altered or amended.

The left hand navigation for the staff section will automatically be applied to any new page created within the section.

The left hand navigation forms part of the web design for all webpage templates. It should always sit directly below the main University marque and should always be grey on the staff pages.

If you would like to request an addition or amend to the left hand navigation on the staff pages, please contact the e-Marketing team.

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# Fixed Assets

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## Footer

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The footer is the information that sits at the bottom of every webpage.

This information is applied to every webpage template and should always include the following at the bottom left:

- A-Z index
- Visit us
- Copyright & disclaimer
- Cookie policy
- All rights reserved ©
- Current Students
- Staff
- News
- Contact us
- Freedom of information
- Online Store
- The University of Huddersfield is a member of Yorkshire Universities

At the bottom right of the page, contact information and the University VAT number should be displayed:

- University of Huddersfield, Queensgate, Huddersfield West Yorkshire. HD1 3DH
- Telephone: 01484 422288
- VAT registration number 516 3101 90

The footer of the website should not be altered or amended in any way. If you would like to make any requests, please contact the e-Marketing team.

# Colour palette

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## Warm colours



Pantone Pro. Mag.  
C0/M100/Y0/K0  
#EC008C



Pantone 1235  
C0/M36/Y98/K0  
#FDBB30



Pantone 186  
C2/M100/Y82/K6  
#E31836



Pantone 151  
C0/M64/Y100/K0  
#F89828

## Cool colours



Pantone 396  
C10/M0/Y95/K0  
#EBE729



Pantone Pro. Cyan  
C100/M0/Y0/K0  
#00ADEF



Pantone 376  
C59/M0/Y100/K0  
#8CC63F



Pantone 2725  
C76/M77/Y0/K0  
#5261AC

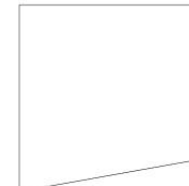
## Neutral colours



Pantone 281  
C100/M72/Y0/K38  
#003976



Pantone 410  
C22/M33/Y27/K62  
#625454



White/Paper  
C0/M0/Y0/K0  
#FFFFFF

### Do

- Use the CMYK versions for print applications whenever possible.
- Use the Hex values for online applications whenever possible.
- Use combinations of colours which complement each other.

### Don't

- Add to the colour palette with your own colours.
- Use too many colours within one piece of communication.
- Use combinations of colours which clash as this will reduce legibility.

# Colour palette

## Audience accent colours

Although the colour palette is very flexible there are certain key audiences that are colour coded using pairings of the warm and cool colours as accents. Ideally the prominent colours online or in any piece of print will relate to these audiences.

### Undergraduates accents



Pantone Process  
Magenta

Pantone Process  
Cyan

### Postgraduates accents



Pantone 186

Pantone 396

### Underpinning colours/Body copy



Pantone 281

Pantone 410

White/Paper

### Part-time student accents



Pantone 151

Pantone 376

### Businesses accents



Pantone 2725

Pantone 1235

### Internal and staff

For the internal audience, including current staff members, a combination of the entire colour palette can be utilised.



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# Imagery/Photography

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Photography is key to our identity, and the correct style and content of photography is essential to communicate the right message about the University of Huddersfield.

Use clean open shots with lots of white space reflecting the exciting and stimulating environment in which to learn. Compositions suggest a collaborative way of working, whilst the movement supports our dynamic and progressive values.

## **Image sizes**

Images for use on the University website should be a minimum size of 80 x 80 pixels. Images should be a maximum of 500 x 330 pixels. An image resizing tool is available for web editors and marketing practitioners to allow you to resize images appropriately.

## **Alternate text (ALT text)**

When adding a new image to the website, there are a number of rules to follow when applying alternative text (ALT text) depending on the image type and what the image is being used for.

Common examples include images used in news items which should be given ALT text that describes what is happening in the photo e.g. Students smiling as they receive their prize from the Vice Chancellor. Another example could be using an image to link to another section of the website. The ALT text

on these images should describe where the link will take you e.g. [Link to Experience it section](#)

There are some occasions where no ALT text is required and in these cases the 'Null' ALT text should be applied. For more detailed information on the use of ALT text, please reference the webmaster guidelines.

## **Do**

- Carefully consider the relationship between the content of an image and the message it sits alongside, making visual reference to the copy through the image when possible.
- Give careful consideration to the cropping of photography.
- When commissioning new photography, incorporate the University logo or name where possible – such as on clothing, or on background signage. However the photography should not appear posed or too contrived.
- Always include a text description of the image in the Alt tag where appropriate.

## **Don't**

- Use clichéd imagery
- Use overly posed images

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# Videos

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There are two different options you can use when adding video content to a webpage.

The easiest option is to embed a Youtube video using the Youtube template. This allows you to paste a link to the Youtube video which will then display on the webpage. By adding a Youtube video, this allows you to track views of the video through Youtube's analytics.

The second option is to add a video to T4. Use the HTML5 video with flowplayer fallback to add videos to T4.

When adding videos in either format, the size of the video will depend on the style template you are using. Below are the sizes for the different column widths:

One right hand content block – no wider than **580px**

Two right hand content blocks – no wider than **500px**

Three right hand content blocks – no wider than **398px**

## Youtube

This template can be used to embed a Youtube video. Where possible, the HTML 5 video with flowplayer fallback template should be used as an alternative.

## HTML 5 video with flowplayer fallback

This is the preferred video template to use, as different browsers support different video file formats. The template allows multiple video formats to be added and lists them in order of preference – starting with HTML5 (MP4) and ending with Flash (FLV). Therefore ensuring that the user will see a version of the video, regardless of what browser they are using. Ideally, the user should also provide at least one of the following files: Ogg or WebM, as an “in between” file format.

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# Typography

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Arial regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

**Arial bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**

## **Online**

The use of Foco is restricted online due to best practice in accessibility, however it is applied to all heading styles as a dynamic font.

The font size on any webpage should never be smaller than 12pts. This is applied automatically to the 'Paragraph' format style and should be applied to all graphical elements that contain text such as banners and infographics.

**Important:** Wherever possible online, the live font Arial should be used to allow for increase of text size, Search Engine Optimisation and to guarantee clear visibility and consistency across all browsers.

## **Online Live Text**

Two weights from the Arial family are utilised. These are Arial regular and bold. Regular should be used as the main body copy font and bold to highlight keywords within your copy where appropriate.

The Foco font is applied to all Heading tags (H1, H2, H3 etc) and this should never be amended or altered in any way.

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# Right hand content blocks

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Right hand content blocks allow you to display links to key areas within the relevant web section.

They allow you to provide users with a visual icon to direct them to other areas of the website.

The content blocks should be consistent for the section that the user is currently navigating to avoid any confusion. Content blocks can vary in size depending on the webpage template you are using.

## Dimensions

Single column content block: 108 x 108 pixels or 108 x 216 pixels

Two column content block: 216 x 216 pixels or 216 x 108 pixels

Three column content block: 324 x 324 pixels or variations of the above.

## Content

Each content block should contain a background image and some anchor text which shows the person where the link will take them. The text should be preceded by a small arrow icon.

The image should also be described for screen readers in the alt tags and should tell the user where it will take them if clicked.

Avoid using too much copy within the content block. For a single column block, we recommend a maximum of four words.

## Images

You can use the image resizing tool to create the correct image size for single column blocks. This will also create a greyscale version for when people hover over the block.

If you do not have a suitable image, you can select a colour from the University colour palette.

## Greyscale

When you add a content block, the roll over should always go from colour to greyscale. You can do this by setting black and white in the adjustment menu.

## Navigation

The right hand column **should not** be used to set up a secondary navigation bar. The only navigation should be the left hand navigation and the right hand column should only use **content blocks**.

# Right hand content blocks – Do

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Visuals - sizes

The screenshot displays the University of Huddersfield website with several content blocks highlighted by red circles and rectangles. Annotations on the right side specify the dimensions of these blocks:

- Single column block – 108 x 108 pixels.** Points to a small square block containing the text "Open Days" and "Order a prospectus".
- Two column block – 216 x 216 pixels.** Points to a rectangular block containing the text "iHud", "Apply now", "Course finder", and "Virtual campus tours".
- Three column width – 324 pixels.** Points to the width of the main content area.

The website layout includes a header with social media links (LinkedIn, Facebook, Twitter, YouTube) and a search bar. The main content area features a "Sandwich years and placements" section with a "Did you know...?" box stating "We're Top 10 in England for student sandwich placement in industry." and a list of links: "Sandwich years", "Placements", "Why choose a sandwich or placement?", "Student profiles", "Business Profiles", and "International placements". The footer contains a "Quick links" section with categories like "News", "Jobs", "Campuses", "Finance", "Accommodation", "Open Days", "Scholarships", "Students' Union", "Fees", "Careers", and "Placements".

# Right hand content blocks – Do

## Visuals – grey scale

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Follow us on: [in](#) [f](#) [t](#) [YouTube](#) [Print This Page](#) [Search](#) Enter Keyword(s)

University of Huddersfield » Undergraduate » Experience it! » Placements

### Sandwich years and placements

Sandwich years and placements

Studying for a degree means you are committing a large amount of time, effort, and money to help secure the most successful future you can.

**Did you know...?**

**We're Top 10 in England for student sandwich placement in industry.**

Here at the University of Huddersfield we are committed to meeting our side of the bargain. We provide a professional learning experience and focus on preparing our students for careers in their chosen discipline. Our reputation for teaching quality, excellent research facilities and strong links with industry consistently enable us to produce the types of graduates that industry requires.

Sandwich years and work placements are an important part of this. They offer you periods of vocational training and experience, and are an important part of the majority of our courses. Many of our courses offer you the chance to take a sandwich year, while others offer shorter periods of placements within your studies.

- [Sandwich years](#)
- [Placements](#)
- [Why choose a sandwich or placement?](#)
- [Student profiles](#)
- [Business Profiles](#)
- [International placements](#)

[Open Days](#)

[Apply now](#)

[Course finder](#)

[Virtual campus tours](#)

[Order a prospectus](#)

Join iHud to get the info you need, when you need it.

**iHud**

**UNIVERSITY OF HUDDERSFIELD THE PLACE TO MAKE IT**

**Quick links**

[News](#) [Jobs](#) [Campuses](#) [Finance](#) [Accommodation](#) [Open Days](#) [Scholarships](#) [Students' Union](#) [Fees](#) [Careers](#) [Placements](#)

[Share](#) | [f](#) [t](#) [in](#) [e](#)

[Like](#) 13 people like this. Be the first of your friends. · [Insights](#)

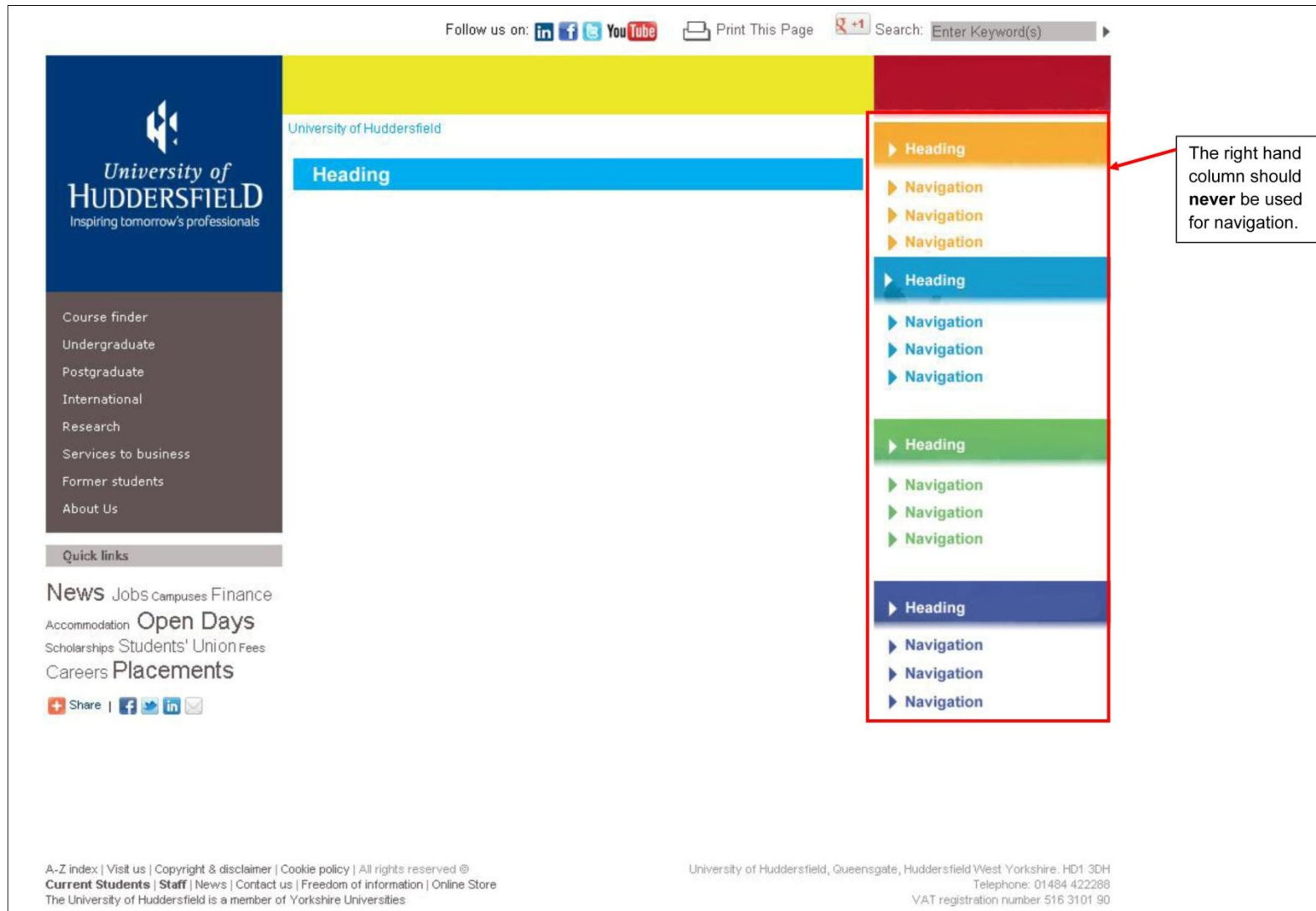
Grey scale content block – black and white adjustment.



# Right hand content blocks – Don't

## Visuals – navigation

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Follow us on: [in](#) [f](#) [t](#) [You Tube](#) [Print This Page](#) [G+](#) Search:

University of Huddersfield

**Heading**

- ▶ **Heading**
- ▶ Navigation
- ▶ Navigation
- ▶ Navigation

▶ **Heading**

- ▶ Navigation
- ▶ Navigation
- ▶ Navigation

▶ **Heading**

- ▶ Navigation
- ▶ Navigation
- ▶ Navigation

▶ **Heading**

- ▶ Navigation
- ▶ Navigation
- ▶ Navigation

The right hand column should **never** be used for navigation.

Course finder  
Undergraduate  
Postgraduate  
International  
Research  
Services to business  
Former students  
About Us

Quick links

News Jobs campuses Finance  
Accommodation Open Days  
Scholarships Students' Union Fees  
Careers Placements

Share | [f](#) [t](#) [in](#) [envelope](#)

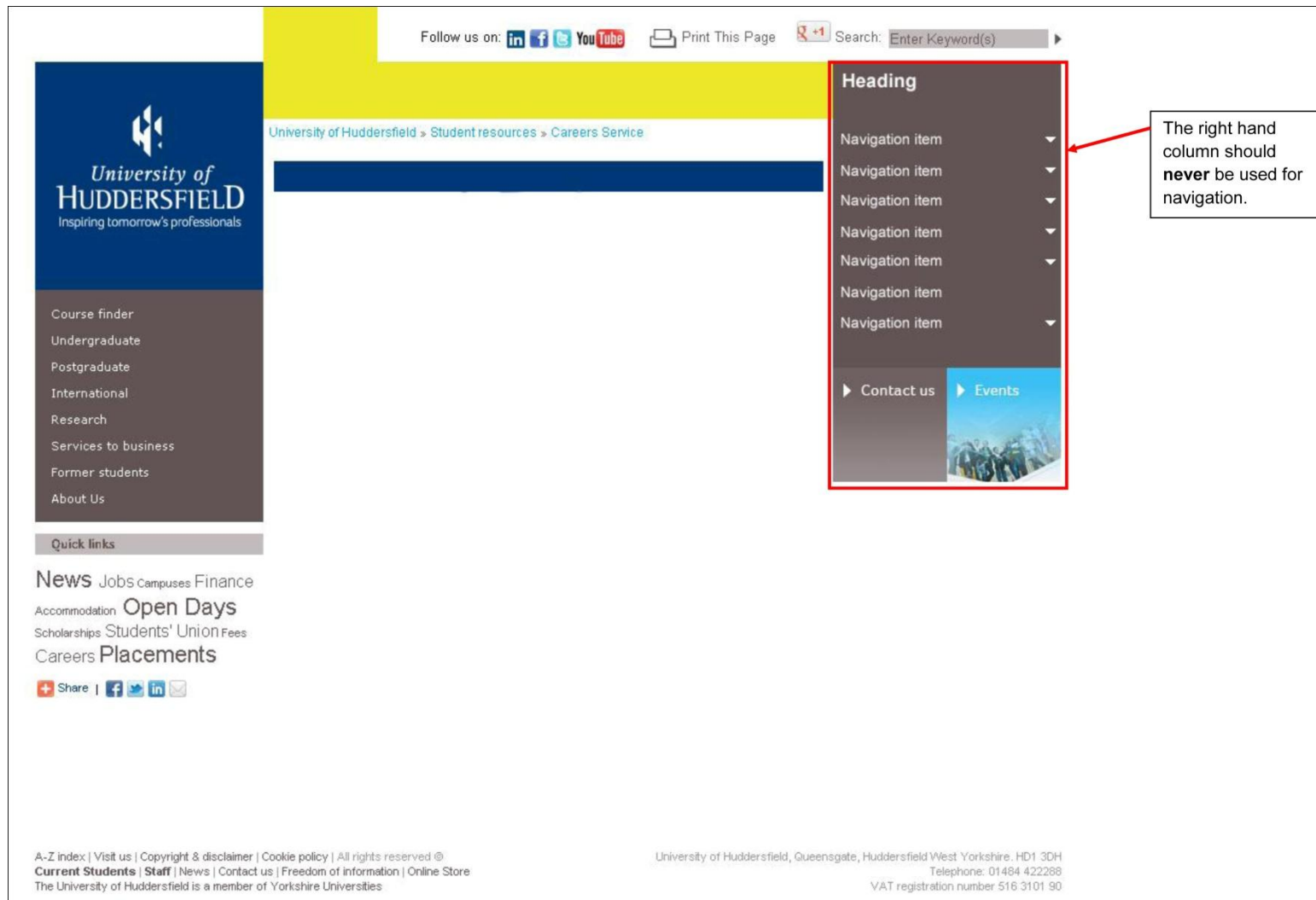
A-Z index | Visit us | Copyright & disclaimer | Cookie policy | All rights reserved ©  
Current Students | Staff | News | Contact us | Freedom of information | Online Store  
The University of Huddersfield is a member of Yorkshire Universities

University of Huddersfield, Queensgate, Huddersfield West Yorkshire. HD1 3DH  
Telephone: 01484 422288  
VAT registration number 516 3101 90

# Right hand content blocks – Don't

## Visuals – navigation

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The screenshot displays the University of Huddersfield website. The top navigation bar includes social media links (LinkedIn, Facebook, Twitter, YouTube), a 'Print This Page' button, and a search bar. The main content area is divided into three columns. The left column features the University of Huddersfield logo and a list of links: Course finder, Undergraduate, Postgraduate, International, Research, Services to business, Former students, and About Us. The middle column shows the breadcrumb trail: University of Huddersfield > Student resources > Careers Service. The right column contains a 'Heading' section with a list of 'Navigation item' links, each with a dropdown arrow. A red box highlights this list, and a callout box points to it with the text: 'The right hand column should **never** be used for navigation.' Below the navigation items are two buttons: 'Contact us' and 'Events'. The footer contains a 'Quick links' section with links to News, Jobs, campuses, Finance, Accommodation, Open Days, Scholarships, Students' Union, Fees, Careers, and Placements. It also includes social media sharing icons and contact information.

Follow us on: [in](#) [f](#) [t](#) [You Tube](#) [Print This Page](#) [G+](#) Search:

University of Huddersfield > Student resources > Careers Service

**University of HUDDERSFIELD**  
Inspiring tomorrow's professionals

Course finder  
Undergraduate  
Postgraduate  
International  
Research  
Services to business  
Former students  
About Us

Quick links

News Jobs campuses Finance  
Accommodation Open Days  
Scholarships Students' Union Fees  
Careers Placements

Share | [f](#) [t](#) [in](#) [e](#)

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University of Huddersfield, Queensgate, Huddersfield West Yorkshire. HD1 3DH  
Telephone: 01484 422288  
VAT registration number 516 3101 90



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# Right hand content blocks

## Image resizing tool

A new tool is currently under development which allows you to resize images for appropriate use on the website. The tool allows you to create three different image sizes; 724 x 600 pixels (gallery), 400 x 323 pixels (midsize) and 108 x 108 pixels (thumb).

### **Crop**

As well as resizing images using the tool, there is also a built in element which allows you to crop the image before resizing.

### **Roll over**

In addition to resizing the image, it also creates a grey scale rollover box within the thumbnail option.

### **Right hand content creator**

In addition to the image resizing tool, there is also a similar tool which will automatically create a right hand content block for you with appropriate text. It works in the same way as the image re-sizer and will also create a grey scale version in addition to the coloured box you have requested.

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# Page templates

## One, two and three columns

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Page style templates define the layout and look of the page. Page style templates should be used depending on the content of the page. For example a page that is very text-heavy may benefit from using the one block style template - which offers the largest content area.

### **One block right-hand column (108px wide)**

Referred to in T4 as "Inner - thin RHC".

This allows for the widest content area, with a right-hand column. Used when you have a lot of text or possibly if you have a video you wish to keep large.

This style template will automatically add a scroll bar, if needed.

The width of the content area is 610px - however we would recommend that you make images/videos no wider than 580px, to allow for a scroll bar if more page content is added.

### **Two block right-hand column (216px wide)**

Referred to in T4 as "Inner - MedRightCol"

This style template will automatically add a scroll bar, if needed.

The width of the content area is 520px - however we would recommend that you make images/videos no wider than 500px, to allow for a scroll bar if more page content is added.

### **Three block right-hand column (324px wide)**

There are two versions of this three block style template - with scroll bar and without scroll bar.

#### **With scroll bar**

Referred to in T4 as "Inner - Scroller".

The width of the content area is 398px - this takes the scroll bar into account.

We would recommend that you make images/videos no wider than 398px.

#### **Without scroll bar**


Referred to in T4 as "Inner - No Scroller".

This template is ideal for photo galleries.

The width of the content area is 414px.

We would recommend that you make images/videos no wider than 414px.

## Visual - one column

Research


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## Research Staff

Huddersfield researchers have expertise across an impressive range of disciplines and specialties and are known for their commitment to innovation, entrepreneurship and knowledge exchange. Their passion for work at the cutting edge inspires our collaborators and students and wins support from major funders of research in the UK and internationally.

In engineering and the sciences our researchers are contributing to work of fundamental importance to basic science and economic development across areas as diverse as accelerator applications, advanced metrology, nanotechnology, the characterisation of materials, medicinal chemistry, molecular genetics and biopolymer research. In the social sciences our contributions to research and public policy in social work, child protection, crime reduction, mental health and citizenship advance human knowledge in these vitally important domains and deliver significant benefits to quality of life. In the arts and humanities our research is influential in contemporary music, sculpture, modern British history and citizenship, the analysis of language in conflict and the history of healthcare systems and has contributed to significant developments in cultural life, not least in the form of the UK's largest international festival of new and contemporary music.

You can find out more about our individual researchers and their work by selecting the relevant [research area](#) where their profiles are showcased or finding them on our [A-Z list of research staff](#).

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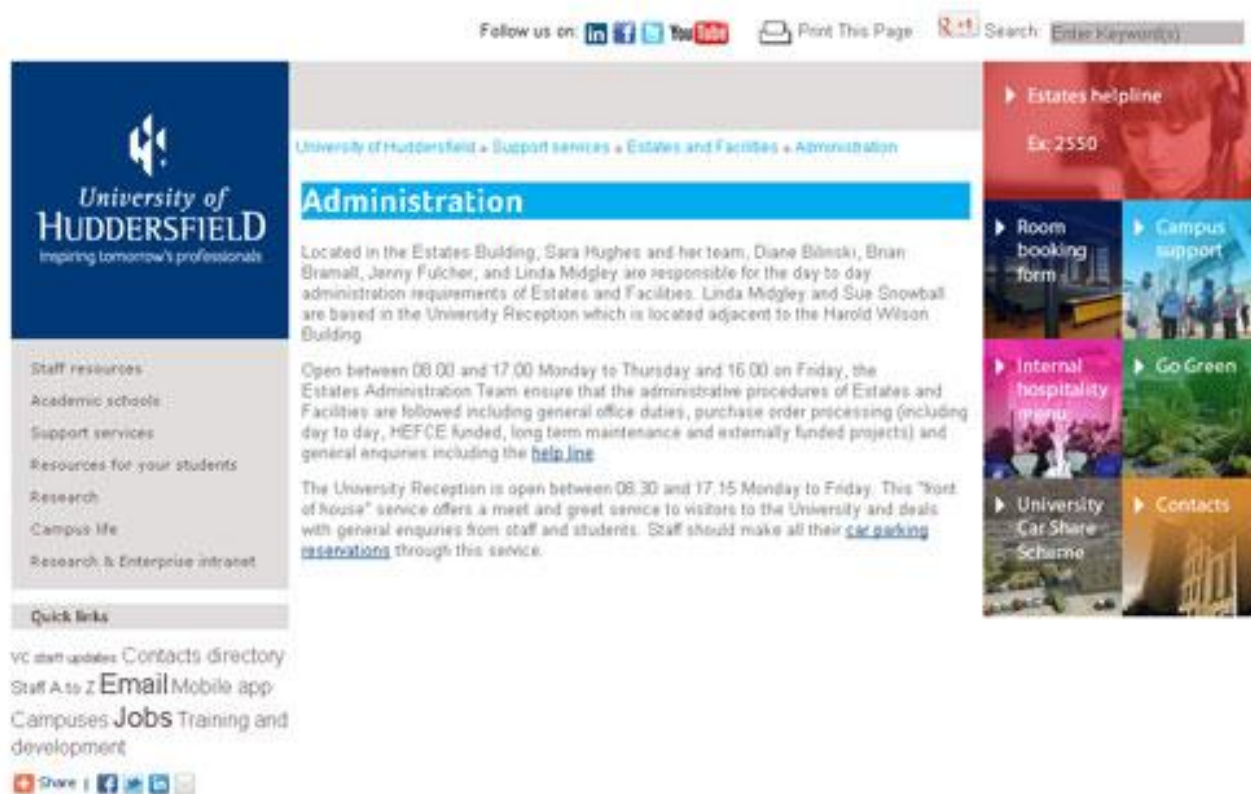
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## Visual - two columns


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# Page templates

## Visual - three columns - scroller

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## Applying for a visa

### Apply for a visa to come to the UK

We want to reassure you that getting a visa for study in the UK is now much easier, even with the changes to the regulations, and that post study work is still available.

The facts about the new regulations are:


- + New student visa regulations, put in place to ensure that you get the best education, mean you will only be allowed to study with a Highly Trusted Sponsor (HTS) in the UK.
- + The University of Huddersfield is already an approved Highly Trusted Sponsor (HTS) and last year over 99% of our applicants were successful in securing student visas.
- + We also have flexibility in assessing your English language qualifications and can offer our Pre-Sessional Programme if you don't meet our requirements. In most cases you can obtain a single visa to cover your English course and your degree course.

[Applying for a visa](#)

### Extending a visa inside the UK

If you are joining the University from another college or university and you have a Tier 4 visa or if your current visa is about to expire you will need to apply for a new visa for the University of Huddersfield. The International Office can help you with this. The visa renewal process requires a lot of paperwork so you should contact us 12 weeks before your new course begins/ your visa expires. You will have the opportunity to attend a workshop and the university can even send your application for you.

[Extending a visa](#)



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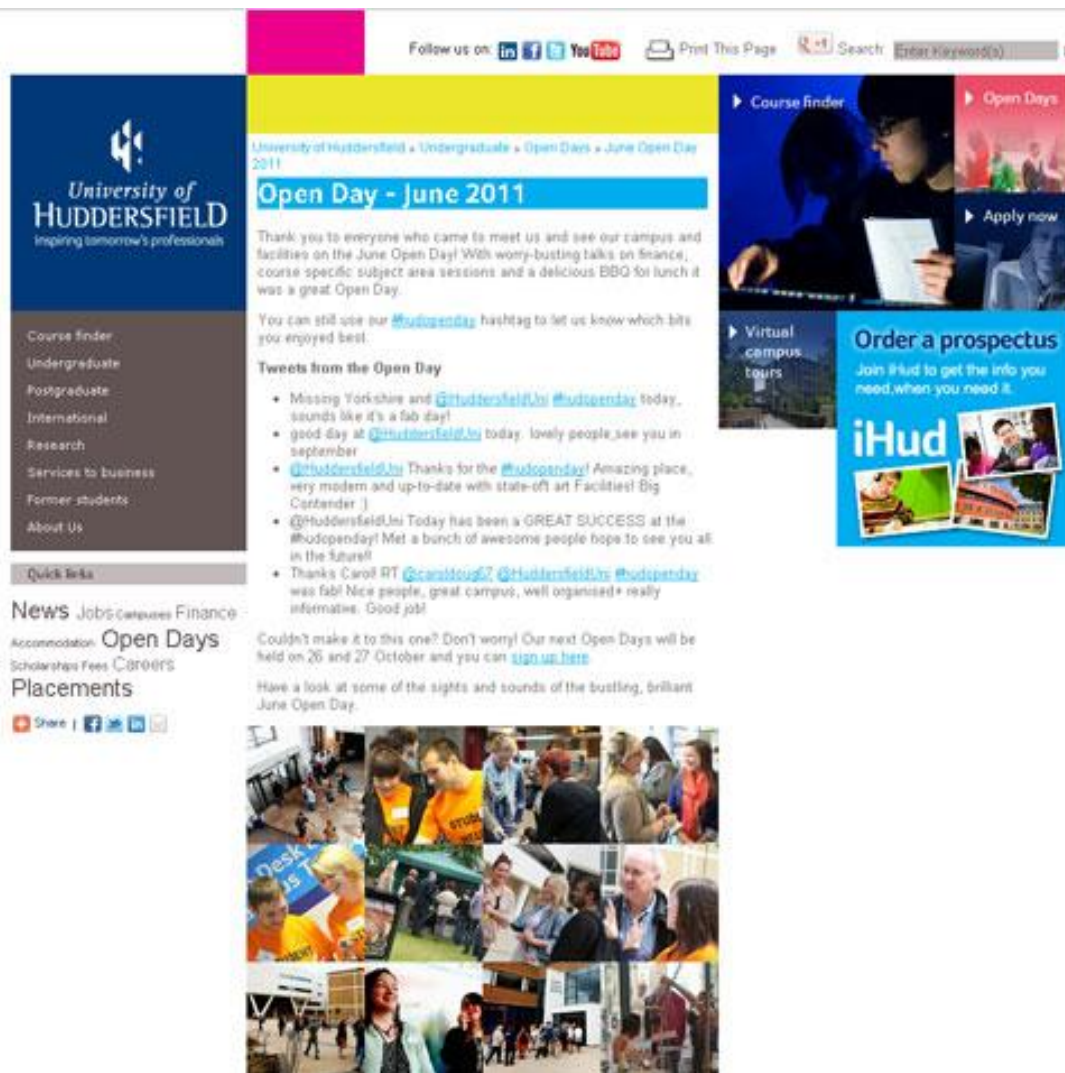
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Telephone: 01484 422300  
VAT registration number 518 2101 90



# Page templates

Visual - three columns – no scroller

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# Accessibility

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Accessibility is a requirement of UK law. The University's webpages are subject to the Equality Act 2010 which brings together different equality laws including the Disability Discrimination Act 1995 (DDA) and the extension to education in September 2002 by the Special Educational Needs and Disability Act 2001 (SENDA).

The University's Accessibility Standard must be upheld (along with the other rules) in all Web publishing.

The SENDA law refers to some of the Web Content Accessibility Guidelines (WCAG 1.0) published by the World Wide Web Consortium (W3C) as part of their overall Web Accessibility Initiative (WAI). This document is widely regarded as providing the definitive guidelines on accessibility for Web publishers, and is referred to for the University's own Accessibility Standard.

## Basic guidelines

- Include "ALT" text on all images and buttons.
- Don't rely on colours to convey information.
- Identify changes in language – (as screen readers read all text as English).
- Don't rely on style sheets to convey information.
- Update content – especially dynamic content that is auto created – provide an accessible alternative.
- Don't use flickering, blinking or scrolling text.
- Use simple language.
- Label data tables.
- Use captions or audio descriptions on multimedia content.
- Make pages available without using applets or scripts.
- Provide audio descriptions for presentations.

The above guidelines are **strongly** recommended for implementation on all University webpages.

However, if, after best efforts, you cannot create an accessible page, provide a link to an alternative page that uses W3C technologies, is accessible, has equivalent information (or functionality), and is updated as often as the inaccessible (original) page.

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# Content guidelines

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Writing content for the web is very different than writing for any other medium. There are many factors to keep in mind; most importantly that content is the primary reason for the website.

## Why is it different?

People read information differently on the web from on the printed page. Research shows\* that they read 25% slower from a screen than from print copy and that approximately 80% of readers scan text instead of reading word by word.

## Keywords/phrases

Keyword/phrase research should underpin any web copy work. By identifying the keywords and phrases that are relevant to the content you are writing, you help the search engine 'spider' to work out what it is you are writing about

## CONTENT: Catch attention!

- Put most important content and keyphrases in headlines.
- Convey strongest benefits first.
- Use popular industry keywords or keyphrases.
- Tell the visitor what you want them to do next – i.e., “Buy product”, “Contact Us”, etc. - use verbs.
- Limit one subject or area of focus per page.
- Keep length to **150-400 words per webpage**.
- Provide more detailed information on secondary pages for visitors who wish to browse deeper into the website.
- Repeat the main idea in the last paragraph using the same keyphrases.

## STRUCTURE: Write for scanning.

- Don't write walls of information.
- Use headings and subheadings where appropriate.
- Break up large amounts of content with lists, bullets, tables, sections, captions & hyperlinks where appropriate.
- Highlight keywords – this can be as simple as boldening something you want people to pick up in a scan read of your copy.
- Keep sentences short and impactful.
- Use short, common words.
- Don't use italics if you can help it.
- Don't underline any copy as this will give the impression that the copy is a link.

\*Study conducted by Nielsen Norman Group



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# Domain name and URLs

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## University domain name

The University has a single domain name – **www.hud.ac.uk**. Suffixes can be added to the domain name to create new sections within the website. The Web Team is responsible for allocating and administering all top level suffixes.

All domain names, existing and new, are administered and maintained centrally by the Web Team and/or ITS and are owned by the University. Schools, Services or individuals, must NOT, under any circumstance, register domain names on behalf of the University.

## URL Policy

When creating a new section within T4, it is important to follow the guidelines for naming the section as this will create the url for that section. The following guidelines have been put in place to help with both usability and search engine optimisation (SEO).

1. If you require a top level url i.e. <http://www.hud.ac.uk/yourchoice> then you must send a request through to the e-Marketing team before creating the new section.
2. This must be signed off before you arrange to have any printed material made up.
3. When naming a new section in T4, please make sure that you separate all words within the title of the section with spaces and paste this into the URI with hyphens. This will make it far easier for people to read when it displays as a url and also make it easier for search engines to search that information as well as create a clean looking breadcrumb. i.e. <http://www.hud.ac.uk/undergraduate/parents-and-carers>

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# Contact information

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If you have any questions and queries relating to the website, or any online activity, please contact the e-Marketing Team or Computing and Library Services.

## e-Marketing

Jill Gainer	Senior e-Marketing Officer	j.gainer@hud.ac.uk	01484 471231
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