UHS Web Style Guide

This style guide is meant to describe the specific standards and rationale of the visual design and behavior of the elements the UHS digital team uses on our websites. The guide is organized along a project timeline, starting with the information architecture, and then moving into the global elements and settings that would need to be configured for an entire website before moving into more granular page-level elements.

Within each section there are several sub-sections, including Requirements, Recommendations, Examples, and Useful Links for reference. In future versions, our goal is to also have similar sections for examples of the current patterns and styles, as well as future or preferred patterns and styles. Not all of these sections are relevant for each element, and therefore are not always included.

How this guide is updated, and how elements are added or revised (to be determined).

Information Architecture

For our purposes, we use a template to create information architecture diagrams, which include a title page, and consistent headers and project labels.
The main goal of any information architecture is to clearly define the page hierarchy and order of a website. If blocks of content are included in the architecture diagram, their design and placement should clearly indicate that they are different from pages. Consistent numbering of items and tiers is critical for the entire team to understand the site's organization and the work ahead of them in creating the content and building the site.

Link: IA template

Useful Resources
https://www.uxbooth.com/articles/complete-beginners-guide-to-information-architecture/
https://www.webfx.com/blog/web-design/information-architecture-101-techniques-and-best-practices/

Grid

(Still being determined)

XL - Large monitor Screens
1. Max Width: 1440px
2. Grid: 12 columns
3. Gutters: tbd

Large - Average desktop monitor
1. Max Width: 1180 px
2. Grid: 12 columns
3. Gutters: 20 px on either side (40 px total)
Outside Margins: none in Sketch file, though in html there is a margin

Medium - Laptop Screen
1. Max Width: 992 px ?
2. Grid: tbd
3. Gutters: tbd
4. Outside Margins: tbd

Small - Tablet Screen
1. Max Width: 768 px
2. Grid: 8 columns
3. Gutters: 14 px on either side (28 px total)
4. Outside Margins: 20 px

XS - Phone
1. Max Width: 375 px
2. Grid: 4 columns
3. Gutters: 13 px on either side (26 px total)
4. Outside Margins: 20 px

Report about most common browser sizes:
https://docs.google.com/spreadsheets/d/1R2ZBO5q0JjvIgQWCLiblNxvkON0mCK9GFaxWjQmJLKs/edit#gid=1285399807

SEO Content - Move to writing section (universal)

Site Title

The naming convention we use for our sites currently follows three patterns:
Welcome to [Name of Facility]
[Name of Facility]
[Name of Facility] | [City, State]

Page Title Conventions

SEO Snippet text of pages

The text description of pages that appears in google search results should always include…

Featured Images

A featured image should always be specified for each page of a website. They can be the same image, or varying images depending on need. These may displayed in google search results or social media posts with links to the page.

Navigation

The header area of any website is the most valuable and familiar area to users. Therefore this space should be used for navigation elements and contact phone numbers, the most useful and valuable content on our websites.

For consistency, this is how we refer to different types of navigation elements:

Very top bar area: **Utility navigation**
Below the top bar in the header area: **Main Navigation**, should be larger than the utility navigation
Bottom of page: **Footer**
Elements of the Footer:
        legal text/copyright
        footer nav/menu
        social menu (optional)
        Logo
        Contact (location/phone/etc)
Anything within a Mega-menu or sidebar: **Sub-navigation**

CTAs: Other navigation elements within pages

*Note - in the Drupal dashboard of the Acute Care sites, the footer navigation menu is referred to as "secondary navigation".

Main Navigation

General Recommendations

- Aim for a maximum 7 menu items
- Labels written in Title Case
- Hover state defined with more than a color change (indicator, underline, outline, etc)

Things to Avoid

- Ampersands (if size permits, if navigation is too close to logo or not fitting within breakpoints, ampersands are ok)
- External links (as discussed in Links section below). If an external link must be used in a main navigation, it should have an indicator (icon, etc) that it is external
- Labels with line breaks. If a menu item must have a line break, line height should be 1.1-1.2rems, with more space between separate items to make it clear that the item with the break belongs together
- Megamenu that cannot display all of the items on the screen and requires the user to scroll

Utility Navigation

Recommendations

- Consider how many items/how much space it takes up, especially in relation to the main navigation
- Aim for maximum of 5 items
- Labels written in Title Case or Sentence case

Things to Avoid

- Icons or other visuals that add visual clutter

*Rationale for what goes in main navigation vs. utility navigation - flesh out with details/description

Footer Navigation

Recommendations

Footer Disclaimer Navigation Items

Legal notices and copyright should be included on all sites. These may include links to the following:

- HIPAA Statement
- Physician Disclaimer
- Privacy Policy
- Nondiscrimination Notice
- Language Assistance
- Site Map

Include these items in footer

- Include an address that is linked to google map address in mobile view
- Include phone number linked for mobile view
- Social media if applicable

Acute Sites
- Include UHS logo

Acute Sites Footer Disclaimer Text

Sidebar Navigation

Requirements

- Line height should be 1.2rem or less to make it clear what items are separate or have line breaks
- Labels written in Title Case
- Provide an easy way to get back to the main landing page for that section

Mobile Navigation

For mobile navigation, the goal is to eliminate clutter and provide clear options that are easy for users to click on with fingers.

Requirements

- Hamburger menus should include the label "Menu"
- For the close action to go back to the regular site view (in the case of drawer or overlay navigation), use a button with the label "Close"
- Clicking on the search bar should bring up the native keyboard with "Go" button, so no "Search" or "Enter" button is needed in the design (to save space)
- Hiding the logo in the mobile navigation is ok to save space

- Clicking on a menu item should take you to that page (not the submenu as it does now in AC sites)
- Color consistency should be maintained for parent and child items, as well as active pages

Recommendations

- Use a drawer or full-page design
- Place the search bar in top bar area of the mobile menu, and utility navigation at the bottom
- Within a child page or section, rather than using the label "Back" to view the parent item, label the button with the name of the specific parent page or section.

Example code (to bring up keyboard)

Use of Accordions in Sidebar/Mobile Navigation (*specific to Acute sites)

- The active page should have a defined style that is different than the rest of the menu items
- All child items should be expanded from the active page by default
- If there's an action a user must take to change the element (to expand it for example), then it should be clear that the action is possible, and where the active area is to take initiate the action
- If Accordion sections are links, that should be clearly indicated

CTA blocks

Calls-to-Action, or CTAs are used widely throughout our sites. They are usually composed of a header and a button, sometimes with additional text and a colored or photo background.

Requirements

- Use consistent colors to match overall site theme
- If multiple styles of CTA blocks are an option, make sure there is a clear hierarchy for when they are used
- Make the text in the header, body and button as concise as possible

Example:
Sub-navigation made with call-out boxes

Search bar

Search bars should be included on every one of our sites, placed prominently in the header area, usually in the utility navigation.

Recommendations

- Provide an easy exit from the search function
- If using a hidden search bar, include a functionality that reveals the bar when the search icon is clicked, or appears in a drawer under the utility navigation
- Consider not hiding the search bar at all

Color Palette

(Section still being worked on)
Show current state - warm and cool
Future State

Primary color based on hospital branding
Secondary and tertiary colors determined by… ?

Alert colors

Typography

Overall Requirements

- Use base font of 16-18pt size (18pt preferred)
- ~~Use clean sans serif font for body copy~~
- Set headers in Rems following a scale with 2pts or more between sizes
- Specify at least H1-H3 font sizes for the project
- Body copy color should have enough contrast to meet AA standard
- Prioritize maximum readability/legibility in typeface selection for our projects

Recommendations

- Set line height of body copy to be 1.6-1.65rems (using the golden ratio)
- Use open source or google fonts that are readily available on all devices

Units

For the purposes of our web designs, we use Rems as the unit for font size. To understand why, it's best to start with some basic definitions.

Pixels: An abbreviation of "picture element" pixels are the smallest element in a digital image. The size of this element depends on the resolution of an image, and therefore is not ideal for determining consistent font size.
Points: A unit of measure specific to font size, originally used to measure font height. 1 point is exactly equal to the 1/72nd of an inch.
Ems: A unit of measure of the width of a font size, originally referencing the width of the "m" within the typeface/font size. Ems are used as a reference of the base font size, so if a font is set to be 16pt, 1 em = 16 pt.
Rems: "Responsive" or "root" ems reference a root html element of a document or website rather than referencing an element on a page as Ems do.

Rems and ems are scalable on a web pages, where pixels or points are not. If the font size is set in Ems or Rems on a website, users can adjust the size in their browser to suit their needs. Ems, however, reference the element they are applied to within a page and are subject to inheriting styles from parent elements. Rems on the other hand, reference a root element that is consistent across the entire website, which is why Rems are preferable.

The Rem or root size of the body copy should be set within the stylesheet in points, and then a specific scale for header sizes can be defined based on ratios of Rems (3.2, 2.5, etc) for consistency throughout a website.

Useful Resources

Pixel to Point converter: http://www.endmemo.com/sconvert/pixelpoint.php
Typescale tool: https://type-scale.com/

Size

The default body copy font size on our websites is 18pt. The smallest size we recommend is 16pt.

Use the golden ratio for line height (1.618) of body copy. Abbreviating it to 1.6 is fine. For a base size of 18pt, 1.6rem = 28.8pt line height. For a base size of 16pt, 1.6rem = 25.6pt.
Follow general guidelines about readability of text depending on the screen size, and the distance of average users to the screen.

Text in footers or legalese can be as small as 10 pt. Please note text cannot be smaller than 9 pt in order to adhere to AA usability standards.

Quick Reference
10pt x 1.6 = 16pt
16pt x 1.6 = 25.6pt
18pt x 1.6 = 28.8pt
20pt x 1.6 = 32pt
24pt x 1.6 = 38.4pt

Color

To maintain AA accessibility rating on our websites, a contrast ratio of 4:5:1 is required between foreground and background elements. Body copy color should avoid using full black on full white. Our default color of text on a white background is #000000 (black) at 90% opacity, or #747474, or #4a4a4a.

Quick Reference
Lorem ipsum dolor sit amet → #00000 at 90% opacity
Lorem ipsum dolor sit amet → #747474
Lorem ipsum dolor sit amet → #4a4a4a

Useful Links

https://webaim.org/resources/contrastchecker/

Headers

The default space we use between paragraphs is 20 px. For a base body copy font size of 18pt, this translates to 1.1 rem.

- Specify sizes for H1-H3 within all projects within the style settings
- All header sizes should have at least 2pts of difference
- Line height for headers should be between 1.1-1.2rem
- Each page should include at least an H1 and an H2 tag for SEO purposes
- Multiple headers on a page should follow a clear hierarchy (H2 should not be used above an H1 for example). This is most important for H1 and H2 tags, as web crawlers use this content to validate and classify the web page for search results. Tags that don't follow a clear hierarchy can negatively impact the page's search rankings.

UHS

Mobile

Mobile body text should scale by .6 as a default.

Typeface Selection

We prefer to use clean sans-serif typefaces for body copy and headers.

Our go-to typefaces include the following:

Avenir (18 pt)

Montserrat (18 pt)

Open Sans (18 pt)

Serif fonts can be used at a designer's discretion as part of the overall design composition of a website.

Useful Resources:

https://practicaltypography.com/line-spacing.html
https://learnui.design/blog/mobile-desktop-website-font-size-guidelines.html
https://typecast.com/blog/a-more-modern-scale-for-web-typography
https://webdesign.tutsplus.com/tutorials/comprehensive-guide-when-to-use-em-vs-rem--cms-23984

Buttons

For our designs, we follow the adage "buttons should look like buttons." This means that buttons should look and behave similarly to buttons our users are familiar with from other websites.

Requirements

- Labels written in Title Case or Sentence case
- Minimum height of 50 px (Android standard)
- Font size of 16pt or larger
- Button color should be consistent throughout a website and match link color

- Labeling - should describe the action a user is taking or what the button does ("Send Form" rather than "Submit" or "Send Email" rather than "Contact Us")

Recommendations

- Use a slight border radius (2-3 degrees)
- Underline the text label as hover state (with discretion)
- Gradients may be applied depending on the overall design (hover or active state should alter the gradient to look like it's 3D)
- Hover and Active/Clicked states should be defined. Hover state should be slight change of color, and underline, for accessibility
- If more than one button style is used within one site, there should be a hierarchy to the styles, as in a primary, secondary, and tertiary style (if needed). The hierarchy should then be used intentionally for links that correspond to that hierarchy
- Place buttons where users expect to find them
- Consider the space around buttons - more space can help emphasize the possible action

Things to Avoid

- Drop-shadows (outdated)
- Arrows in button labels (the visual design of buttons indicate a separate destination)
- Buttons that break on mobile view (buttons should not be wider than 350px)
- Use of ads/graphics in buttons (anything that looks like an ad should be avoided)

Use of Buttons vs. Use of Text Links

Buttons should be used when there is a clear, tangible action for the user to take.
If there are multiple possible actions the user could take, consider the goal of a web page, and the primary action you want a user to take on the page. Of course sometimes a website's structure includes pages where there is no action - a page may just be informational. If there is a clear action, use a button to draw attention to it. If other links are relevant to the page content, include them as buttons or text links (depending on the design). Style and place these secondary buttons or links within the layout to indicate that they are less important (as in, place them lower on the page). Links should be used within body copy, not buttons. If you have multiple buttons, place them where users expect (for example, in the case of pagination place buttons to advance or move back in bottom left and right corners).

Links

When using links within a body of text, we strive to provide clarity to the user about the content of the link, it's location, and status. The general text usability guidelines from above also apply.

Requirements

- Labels written in Sentence case
- Link should describe the content of the link, not use generic label such as "click here"
- Avoid using icons in links
- Avoid using full url as a label for a link
- Specify global hover state for links
- Avoid using external links in main navigation

Recommendations

- If possible, the actual name of the linked item should be the link itself
- Make labels as brief as possible, the label should not be a full sentence
- The label "Read more" can be used where a description of the linked content is provided nearby
- If an icon is used, a non-breaking space ( ) should also be used between the label text and icon
- Add an aria-label tag to further clarify the content of a link for users with assistive technology

Example:
Run-on links, links that use "click here"
<button aria-label="open" onclick="function()">CLICK</button>

Links with Icons

Icons should be used sparingly with linked text. Acceptable uses of icons include an indicator for a "Contact Us" link to email or a contact form, or a pdf icon to indicate a linked document to download. If an icon is used, a non-breaking space ( ) should also be used between the label text and icon, so that the link wraps as one entity within text in responsive views. Any use of an icon should be accompanied by a text label within the html tag for accessibility.

Examples:
Links with line break in them
Links that look like internal links but are actually external

Link to email with icon
Text label within html tag for icon

External Links

Links that take a user to another site should indicate this whenever possible, with an icon or with descriptive text. When the link goes to another website, it is ok to use a shortened url as the label, not the full url (as in http://www.cerner.com/).

Example:
Contact Us
PDF
Cerner.com

Main Navigation and Header Links

Using external links within main navigation elements should be avoided as much as possible. If an external link is used within header elements, include a button or link to the same destination later in the text on the page so that users can clearly tell that there is a separate destination being indicated.

Example
Header Link

Indicator States

Links should have a specified global hover state. It's up to the designer what the state should be (underline, change in color). An additional state for visited links should also be defined whenever possible. Sometimes color modifications aren't enough of a change to indicate where a link is present, which is why underlines can be useful.

Example:
Normal, Hover, Visited states

Making Links Accessible

There are situations when the link label isn't as descriptive as possible, or using an icon with a link makes the most sense but then needs extra configuration to make it fully accessible. There are several options to make links (and other html elements) more accessible. For most elements, the attribute "aria-label" and "title" can be added to provide additional detail that is read by screen readers. The "title" attribute will also display a tooltip label on mouse hover.

Another option that is slightly less desirable, is to add text with the class "sr-only", which is invisible to regular users, but will be read by screen readers.

Useful links

https://www.deque.com/blog/text-links-practices-screen-readers/
https://fontawesome.com/v4.7.0/accessibility/
https://www.geeksforgeeks.org/html-aria-label-attribute/
https://www.nngroup.com/articles/guidelines-for-visualizing-links/

Forms

Forms are a major feature of many of our web pages, and a major opportunity to provide a smooth user experience, as opposed to one that is confusing or unpleasant. Our main goal is to layout our forms in a way that is intuitive for users, which saves them time and eliminates confusion. Making sure our forms behave consistently requires modifying some settings which are simple, and a few that are more advanced.

Requirements

- Vertical form stacking: each field is on its own line, there are no fields side by side.
- Minimum field height of 44 px
- Form fields should all be same width
- Drop-down fields should never have a default selected
- If date/time picker is used, include a calendar icon
- Radio buttons should be used when only one item may be selected
- Checkboxes should be used when more than one item may be selected
- Field labels should always be on top of the field (not below or to the side)
- Button label should describe the button's action, as in "Send Form" not "Submit"
- Button styling should be consistent with the rest of the website's design
- Visual focus or clicked state should be specified for fields (for example, when you put the cursor in the field the background color or border color changes slightly)
- Don't use reset/cancel buttons as they are too easily confused for Submit/Send buttons
- Buttons and captchas should scale appropriately on mobile views

Recommendations

- Use a background color to the form to provide contrast between fields and the page. Our default is #F4F6F8
- Field labels should be the same color as paragraph text or slightly darker

- Space between fields should be 30px
- Use a slight border radius on form fields of 4px
- Using the * symbol is not adequate to indicate a required field. The word "Required" should be included for screen readers

Other Layout/Styling Guidelines

Additional HTML/CSS Specs

Specify the type of input for each field, such as "numerical" or "text" or "tel" so that the correct keyboard is available for mobile users when filling in the fields.

Rather than add margins/padding on the top and bottom of form fields, it's easier to add a margin only to the bottom of fields so that there's no extra space at the top, and specify for the bottom margin to be 0 on the last field element in the form.

Placeholder Text

Placeholder text is text added to fields that describe what users should type there, or provide an example. It's usually styled in a lighter color than body copy to indicate that it's temporary, and it should disappear when users start typing.

Use approachable and concise placeholder text as a prompt. It's ideal if this text can move above the field once the user starts typing in the field to continue to provide guidance after the user has started filling in the field.

Field masking

Field masking is a way of formatting the characters a user enters, so that any special characters for phone, date, or other formats are added automatically. Rather than requiring a user to type in the "/" character for a date field, if the field was masked properly, all the user would have to do is type in the numbers corresponding to the date they want to enter, and the / would appear automatically. There are several ways to mask fields, and they depend on what tool the form is built in. Gravity forms and other popular form providers offer the option to create custom masks for fields.

- Calendars - pop-up calendar is ideal, or mask that indicates date/month/year in DD/MM/YYYY format
- Email field - bring up keyboard with @ symbol, or @gmail.com options
- Phone number - have dashes in appropriate spots

Useful Resource:
https://baymard.com/blog/input-masking-form-field

Form Validation and Error messages

Error messages need clear explanation of what is wrong with the input text. A red X is not adequate, users need more specific information to know what to correct.

Error messages should appear next to fields, either above or below the field, as that is where users are looking when they are typing. This placement is much preferable to error text placed at the top or bottom of the form, which is sometimes called a validation summary. Tooltips should not be used for error messages, as most users only think of them as supplemental, not critical information. Tooltips can be used to provide supplemental information where it makes sense.

Consider using inline validation for your forms, or an indicator of valid input for a form field (green checkmark, for example). If you do decide to use inline validation, specify color states for normal, error, and validated fields within your design.
If you set a field to indicate a validated state, make sure it doesn't check the field until the user is finished typing.

Further validation can be added in some cases to email fields, to filter out obvious fake email addresses (ones that use test@test.com or bob@email.com).

Testing for Accessibility

Be sure to specify and test out tab-key navigation for forms. See link below for instructions on how to do so.

Multi-Step Forms

For multi-step or multi-page forms, the button should move from left-justified to the bottom right.

Ideally the form would include a progress bar or indicator of how many steps are completed and how many are left.

Be sure to make it easy for users to go back and make edits if needed with a prominent "Back" button.

Consider using a summary of the information the user added to the form before sending.

Confirmation Messages

Confirmation messages are good to build user confidence in the transaction. They appear after the form has been sent and should be as descriptive as possible. If details such as expected turn-around time for a reply, or next steps can be included, a confirmation message is where to display that.

Registration Forms

Have brief description of benefits you can get from signing up, as in, what users will get from filling out the form in the space above the first field.

Mobile

All forms should be tested on mobile, with particular attention to the field height and keyboard options described above.

Useful Resources:

https://www.nngroup.com/articles/web-form-design/
https://uxmovement.com/mobile/input-types-give-users-the-right-keyboard-on-mobile-forms/

Text Elements

Call-Out Boxes

An element we've used on our drupal-based Acute Care sites has been a Call-Out Box. These elements are just a version of a call-to-action meant to draw attention to specific links or highlight information within a page. These elements use a different color background or adds a border around a block of text for emphasis. These can be a useful way to break up information on a page and direct user's attention to important details. There are several considerations for when and how to use them, especially in relation to other elements on a page.

Default Style

The default style of Call-Out Boxes should be with a color background. Adding a simple border (which is an option in the WYSIWYG settings) doesn't emphasize the text as well as a different background. Because call-outs are meant to break up the text, they should not be placed next to other call-outs or horizontal lines within the page. The call-out should be able to stand on its own to emphasize or define sections of body copy.

When using call-outs or horizontal lines, keep the style consistent throughout the site. It's ok to use more than one style, but be sure that the styles are used in a meaningful way. If there is no distinction about when a solid horizontal line is used compared to a dotted line, or one color Call-Out Box is used rather than another, then only one style is needed. Avoid using Call-Out Boxes, headers, horizontal lines, and images in close proximity to each other which can make a page seem cluttered.

Call-Out Boxes, like CTAs should not include run-on or multiple sentences, and any buttons or links included with them should follow our other guidelines to be as concise as possible.

In instances where there are multiple CTA blocks being used to link out to other pages, consider creating a sub-navigation area with card elements instead.

Use of Bold

Bold text should be used to emphasize a few key words in a sentence. If an entire sentence seems to need emphasis, consider using a Call-Out Box instead. Use of bold in headers should be avoided.
Where bold text will be used frequently, the designer should consider defining a specific CSS class with weight and size.

Columns

Columns should be added to page layouts where long lists are used. Consider using columns when you have a list that gets to be over 10 items long. The mobile view of columns should always be specified to stack rather than shrink, to ensure that users can read the text easily.

Useful Links
Example responsive column html code:
https://www.w3schools.com/howto/tryit.asp?filename=tryhow_css_two_columns_responsive

Tables

Table columns should follow specific rules for justifying content to ensure maximum readability. Left columns should be left-aligned, right columns should be right aligned. Centered text within cells should be avoided. When cell content includes numbers, the commas should be aligned within the column to make it easier to compare the data.

Recommendations
- Left justify the left column

- Right justify the right column
- Make sure columns with numbers that use a comma align the commas
- Mobile design first is essential - stacking of columns from within a table is useless since users can't compare the rows to each other. Consider scaling or using tabs to break up the parts of the table for mobile views.

Useful Links
Codepen Example: https://codepen.io/uhsdigital/pen/MWYapga

Bullets

Bulleted lists are also called unordered lists in html. They are composed of the unordered list tags ( ), and the individual list item tags (
). Our default style for bulleted lists is for them to align with body copy. This is not how <ul> tags are usually styled, so it will need to be manually defined. For each bulleted item (<li>), the paragraph spacing should be the same as body copy so that if the text breaks to a separate line, it is easy for users to determine that it's still one bullet. Spacing between bulleted items should be slightly more than body copy, to help differentiate the difference between the bulleted items, even if one or more breaks to a second line.

Useful Links
Codepen Example: https://codepen.io/uhsdigital/pen/dyPYvZq

Phone Numbers

For our purposes, phone numbers should use dashes to separate sections; not parentheses, spaces, periods, or other special characters. Phone numbers should also have a link applied in mobile views so that users can easily initiate a phone call from the linked number.

Useful Links
Codepen Example: https://codepen.io/uhsdigital/pen/MWYapNE

Addresses

Addresses should have the title of the building or location in bold.

Linking the location title to either the location's website or the google maps location may make sense based on the overall page content and goals.

If the website for a location is included with the address, our preference is for it to be linked in a separate line, with a label such as "Visit Website", not have the location title linked to the website, due to the separate linking mentioned above to the map location.

Useful Links
How-to:
https://www.techrepublic.com/article/link-the-business-address-on-your-website-to-a-google-map/

Special Characters

There are several special characters we often use on our sites, including the ©, ®, and ™ symbols.
For the ® and ™ symbols, they should be displayed as superscript. To do this in html, use the tags around each.

In making our designs as usable as possible for users of screen readers, keep in mind that not all special characters are read appropriately by screen readers. The following list of characters are read correctly by the top 2 screen readers:

- @ (the at symbol)
- & (ampersand, written either as & or & in the markup)
- / (slash)
- © (copyright, written as ©)
- ® (registered, written as ®)
- ™ (trademark, written as ™)
- ¶ (paragraph, written as ¶)
- • (bullet, written as •)
- $ (dollar)
- € (Euro, written as €)
- £ (British pound, written as £)
- ¥ (Yen, written as ¥)
- % (percent)
- ½ (one half, written as ½)
- ¼ (one fourth, written as ¼)
- ¾ (three fourths, written as ¾)
- ° (degrees, written as °)

Non-breaking space

When using a special character, or an unusual phrase with spaces, consider using a non-breaking space if the character or phrase might break across two lines. With a non-breaking space, the entire word or phrase can be kept together to facilitate easier reading for the user.

UHS

Useful Links

Safe Characters:
https://www.deque.com/blog/dont-screen-readers-read-whats-screen-part-1-punctuation-typographic-symbols/
Trademark, copyright symbols, etc
https://practicaltypography.com/trademark-and-copyright-symbols.html

Images & Icons

Icons

Icons can be useful to help users recognize navigation items and familiar actions or elements they may have seen on other websites. For other situations, icons should be used only when absolutely necessary. When icons are used, they should always be accompanied by a text label nearby.

Navigation icons are one use case that definitely helps to orient users. Icons that are widely used in other websites should be used for similar items or actions on our websites, or not used at all. Good icons are flat and match the overall style of the rest of the site in terms of line weight, colors, and how detailed or simple they are. For sites with multiple icons, all icons used should appear to be part of a family.

Requirements

- Always accompany icons with a text label in the html tag for screenreaders
- Icons that have a familiar or universal meaning should be used for similar purposes if deployed on our sites (for example: (i) indicates a tooltip/more information)
- Match the style of the site in terms of line weight, color, and refinement

Useful Resources
https://fontawesome.com/v4.7.0/accessibility/
https://www.deque.com/blog/text-links-practices-screen-readers/

Images

Selection of Stock Images

The photos and images used on our sites should be relatable to a wide audience, relevant to the local community of the facility, display good health outcomes, and be as accurate as possible.

Relatable: Images should show people in normal circumstances. Images that show close-ups of organs, or futuristic renderings of processes can give users the wrong impression about what is involved in a service line or procedure. Our visual style is meant to be approachable, human, clean and bright, not futuristic or neon.

Relevant to the community/audience: In selecting images, we need to keep the local audience in mind, as well as the audience of the particular service line or event. Photos of fall leaves should not be used for facilities in the south, which don't have that kind of foliage. Similarly, for our hospitals located in the Las Vegas area, don't use images that show people at the beach. For a senior audience, don't use images with only young people. Whenever possible, select images that reflect the local demographics of the area around a facility.

On another note, be thoughtful about using pictures of the desert, or the beach, or cliffs for behavioral health audience, as these areas sometimes promote suicidal ideation.

Display good health outcomes: Images used to promote a particular type of injury should show the positive end result of a patient who uses our services. We never want to show patients in pain, any blood or internal organs, or sick children. Images can have lasting resonance with viewers long after they forget the accompanying text, which is why we want to show happy, healthy patients as much as possible. For example, on an orthopedic-related page, we don't show someone with a broken leg, we show them running or doing a fitness-related activity with a healthy leg. For health conditions that are hard to see (for example, stroke, or gastro issues) think about what a positive outcome for someone would be after experiencing that ailment. For a stroke this could be reading or being active. For gastro issues this could be sharing a healthy meal with family.

Hard-to-see medical conditions and potential photo subjects

Neuro/Stroke - Reading
Gastro - Sharing a healthy meal with family
Orthopedic - Running/walking for health
Cardio/Heart - Working out
Cancer - Enjoying time with family

Sometimes the use of more futuristic images can't be avoided. If no other options are available, it's ok to use them sparingly.

Useful Links

Cropping Images

When cropping images for use on the web, our most useful advice is to not settle for bad cropping. We spend a lot of time cropping and checking images in multiple page widths and views, to make sure the image looks good in all cases. Sometimes there isn't a shortcut to uploading the photo to see how it works on a page or layout. If it doesn't work, if the subject's head is covered by a menu overlay, their line of vision looks odd, or there's a distracting element in the photo poking out of the subject's head, go back and re-adjust in Photoshop. Be mindful of not cropping out the critical part of an image in an effort to make it fit. Also be aware of how focus area of an image for the mobile view changes the visible area. When in doubt, test it on the page and readjust as needed.

Image alignment

On the acute care sites, images should be left-aligned, or adjusted to fit within the full-width span of the page.

Profile images

Profile images (aka headshots) of doctors, patients, or other professionals should be cropped to match the dimensions of other similar profile images on a site (i.e. if other profile images are square, new ones should be cropped to be square and the same dimensions. Profile images placed in-line within a block of text should have padding of 12-15px (or use the grid as your guide). Our preference is for profile images to be right-aligned.

In-line images

Images included within a block of text (usually of a patient or illustating more about the text) should be set as a block element to expand to fill the width in mobile, with text not wrapping in mobile views. Padding of 12-15px should be applied.

App mockup image

If an app mockup image needs to be added to a page, which includes a background pattern, the background should be removed or cropped so that only the mockup is visible. Be sure these

call-out boxes with images are designed to be responsive and will scale or stack in mobile views.

Awards Badges

Many of our hospitals want to display a variety of awards badges. Our preference is to treat them similarly to profile images, so that they are added inline within blocks of text and right-aligned. The badges should be sized so that the text is readable, but no larger. Many of these badges have guidelines about sizes, which can be consulted if available.
If a badge must be included on a hero image, it should follow the respective guidelines if available, otherwise they should be sized so that the text is readable, but no larger.

Use awards badges with discretion as over-using them can contribute to ad-blindness or banner noise.

Video

When including a video on a page our preference is to embed it so that users can watch without leaving the page. If the video is hosted on Youtube or another platform, the designer/developer should make sure suggested videos don't appear on top of the video once it's played.

To prevent black bars from appearing above or below the video, specify within the embedded code either the width or the height of the window size, but not both. Then the video can expand into the space as needed.

If a video cannot be embedded, the next best option is to offer it as a modal or pop-out window, where the entire screen gets a dark overlay, and the video plays in a larger area of the screen. If neither of these methods are available, the alternate method is to create a cover slide with the video content and a generic play button, embed that in the page, and link it to the video on an external page or platform.

Recommendations

- Specify the height or width only, of the iframe to ensure black bars don't appear around the video, but not both
- Prevent recommended videos from appearing or playing after video is played
- If a video can't be embedded, create a title slide with a play button, featuring a nice still frame from the video that is linked to a lightbox or external site where the video can be played

Example code to suppress suggested videos: add '&rel=0' to end of url

Useful Links
https://wptavern.com/how-to-disable-related-videos-for-youtube-embeds-in-wordpress

Maps

The visual style for Google Maps is our default for all maps, using a red location marker, which is also Google's default. If we have to create a custom map, designers should use Google Maps' style. It's not necessary to match a map's location marker to the site's branding.

Google maps styles that can be defined as defaults.

Animations

Animations can add visual appeal and engagement on websites, but should be used thoughtfully.

Hover states are a great place to use animations, for example to zoom in or out on images, or to add a drop-shadow to card elements.

When animation is applied, we recommend using easing to transition between states.

When applying animation effects in Wordpress, we use normal speed, not slow, and more subtle actions such as sliding or zooming, not flashy or jarring actions such as spinning images, somersaulting, etc.

For large blocks of text, don't apply animations as the moving text can make people queasy and is annoying because it is hard to read.

Micro-interactions

Micro-interactions are subtle animations to show status around one main task or element. They can be a good way to clarify the next state and ease users into it. An example we use on our sites is the animation of a drawer or overlay mobile menu. Another example is a progress wheel that shows a form being submitted by a user, and displays a checkbox when the submission is complete.

Consider using micro-interactions to add subtle feedback for users on our sites about the actions they take.

Useful Links
https://designmodo.com/microinteractions/

To-Do Items
Shayne - explore button hover states

Interior/floor maps