By having a set of web design standards, IPS and IPS agency websites provide a cohesive experience for our digital audiences. A web style guide ensures that design is consistent among all pages and optimized to meet business objectives and create enjoyable experiences for users.

If you have any questions regarding these standards, please contact Hannah Holder or Susan Robertson of the IPS Administration office.
Colors

Each agency has a unique visual identity, and that is evident even in color choice. Although there are a number of colors to choose from in our organization’s color palette and dozens of possible combinations, it is still important to maintain consistency in the display of basic web elements across all agency sites. With exception of “Charcoal”, all colors presented in this style guide are available to view at http://brand.utk.edu/colors/palettes/.

Color | Background

<table>
<thead>
<tr>
<th>Color</th>
<th>Background</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Charcoal”</td>
<td></td>
</tr>
<tr>
<td>CMYK: 0 0 0 90</td>
<td></td>
</tr>
<tr>
<td>HEX: 1A1A1A</td>
<td></td>
</tr>
<tr>
<td>RGB: 26 26 26</td>
<td></td>
</tr>
<tr>
<td>White</td>
<td></td>
</tr>
<tr>
<td>CMYK: 0 0 0 0</td>
<td></td>
</tr>
<tr>
<td>HEX: FFFFFF</td>
<td></td>
</tr>
<tr>
<td>RGB: 255 255 255</td>
<td></td>
</tr>
<tr>
<td>“Limestone”</td>
<td></td>
</tr>
<tr>
<td>CMYK: 5 5 10 0</td>
<td></td>
</tr>
<tr>
<td>HEX: FOEDE3</td>
<td></td>
</tr>
<tr>
<td>RGB: 240 237 227</td>
<td></td>
</tr>
</tbody>
</table>
Important to Note:

- The body container does **not** have a border.
- If the background of the page is white, there must still be a container present on every page.
Color | Typography

**Body Text**

“Charcoal”
- CMYK: 0 0 0 90
- HEX: 1A1A1A
- RGB: 26 26 26

Black
- CMYK: 0 0 0 100
- HEX: 000000
- RGB: 0 0 0

“Globe”
- CMYK: 100 18 10 50
- HEX: 006C93
- RGB: 0 108 147

White
- CMYK: 0 0 0 0
- HEX: FFFFFF
- RGB: 255 255 255

Typography Color Standards

The quick brown fox jumped over the lazy dog.

The quick brown fox jumped over the lazy dog.

The quick brown fox jumped over the lazy dog.

The quick brown fox jumped over the lazy dog.

The quick brown fox jumped over the lazy dog.

The quick brown fox jumped over the lazy dog.

The quick brown fox jumped over the lazy dog.
## Typography Color Standards

**Headings**

- **“Charcoal”**
  - CMYK: 0 0 0 90
  - HEX: #1A1A1A
  - RGB: 26 26 26

- **Black**
  - CMYK: 0 0 0 100
  - HEX: #000000
  - RGB: 0 0 0

- **“Globe”**
  - CMYK: 100 18 10 50
  - HEX: #006C93
  - RGB: 0 108 147

**Drop Down & Vertical Sidebar Options AND Breadcrumb Navigation**

- **“Charcoal”**
  - CMYK: 0 0 0 90
  - HEX: #1A1A1A
  - RGB: 26 26 26
Color | Typography

**Subheadings**

- **“Charcoal”**
  - CMYK: 0 0 0 90
  - HEX: 1A1A1A
  - RGB: 26 26 26

- **Black**
  - CMYK: 0 0 0 100
  - HEX: 000000
  - RGB: 0 0 0

- **“Globe”**
  - CMYK: 100 18 10 50
  - HEX: 006C93
  - RGB: 0 108 147

- **“Tennessee”**
  - CMYK: 0 50 100 0
  - HEX: FF8200
  - RGB: 255 130 0

Typography Color Standards

- **SUBHEADING | H4**
- **SUBHEADING | H5**
Hover

On Light Backgrounds

“Torch”
CMYK 0 85 100 0
HEX EF4E22
RGB 240 78 35

On Dark Backgrounds

“Summit”
CMYK 25 0 10 0
HEX B9E1E2
RGB 185 225 226

Visited

On Light Backgrounds

“Leconte”
CMYK 40 100 60 30
HEX 8D2048
RGB 141 32 72

On Dark Backgrounds

“Valley”
CMYK 100 50 65 0
HEX 00746F
RGB 0 116 111
Link Color Examples

Important to Note:

• Do not use these link styles in the primary navigation bar, secondary navigation bar, drop down menu, vertical sidebar, or the footer.

Hover

To learn more about our training and upcoming courses, click HERE.

To learn more about our training and upcoming courses, visit our Events page.

Visited

To learn more about our training and upcoming courses, click HERE.

To learn more about our training and upcoming courses, click HERE.
Important to Note:

- Multiple colors can be used if using multiple icons, but this is not required.
Icon Color Examples
**Color | Buttons**

- **“Charcoal”**
  - CMYK: 0 0 0 90
  - HEX: 1A1A1A
  - RGB: 26 26 26

- **“Tennessee”**
  - CMYK: 0 50 100 0
  - HEX: FF8200
  - RGB: 255 130 0

- **White**
  - CMYK: 0 0 0 0
  - HEX: FFFFFF
  - RGB: 255 255 255

- **“Limestone”**
  - CMYK: 5 5 10 0
  - HEX: F0EDE3
  - RGB: 240 237 227

- **“Globe”**
  - CMYK: 100 18 10 50
  - HEX: 006C93
  - RGB: 0 108 147

- **“Torch”**
  - CMYK: 0 85 100 0
  - HEX: EF4E22
  - RGB: 240 78 35

**Important to Note:**

- Use the corresponding colors when using a primary and secondary button (“Torch” primary button with “Torch” secondary button).
- When using the “Limestone” primary button, use the “Charcoal” secondary button if it is needed.
- Only use the white primary button on a dark background or an image.
Button Color Standards

Primary

- Primary Option
- Primary Option
- Primary Option
- Primary Option

Secondary

- Secondary Option
- Secondary Option
- Secondary Option
- Secondary Option

Primary Option

Secondary Option
Typography

Using appropriate typefaces is imperative to creating an effective print or digital publication, but some typefaces are more effective than others depending on the platform in which they are used.

Typography  |  Primary Typefaces

When selecting a typeface to use on your webpage, it is important to utilize a clean, sans-serif typeface, especially in a page’s body text. That is why our primary typeface is Gotham. Arial is also an acceptable alternate typeface.

Important to Note:

- Do not use Gotham Thin, Thin Italic, Extra Light, Extra Light Italic, Light, Black, Black Italic, Ultra, Ultra Italic.

Primary Typefaces Examples

The quick brown fox jumped over the lazy dog.
Gotham Book

The quick brown fox jumped over the lazy dog.
Gotham Medium

The quick brown fox jumped over the lazy dog.
Gotham Bold

Secondary Typefaces Examples

The quick brown fox jumped over the lazy dog.
Gotham Book Italic

The quick brown fox jumped over the lazy dog.
Gotham Medium Italic

The quick brown fox jumped over the lazy dog.
Gotham Bold Italic

The quick brown fox jumped over the lazy dog.
Arial Regular

The quick brown fox jumped over the lazy dog.
Arial Italic

The quick brown fox jumped over the lazy dog.
Arial Bold

The quick brown fox jumped over the lazy dog.
Arial Bold Italic
Typography | Secondary Typefaces

Although serif typefaces are more effective in print materials, Georgia is a serif typeface that may also be used for subheadings (H2, H3, etc.) or accent text.

Secondary Typefaces Examples

The quick brown fox jumped over the lazy dog.
Georgia Regular

The quick brown fox jumped over the lazy dog.
Georgia Italic

The quick brown fox jumped over the lazy dog.
Georgia Bold

The quick brown fox jumped over the lazy dog.
Georgia Bold Italic

Typography | Page Headings

Page headings (or titles) use Gotham Bold at size H2. Use this heading size for page titles so that users know what page of the website they are on.

Please note that page headings are different from content headings. Page headings are titles such as Resources, Calendar, Directory, etc. located at the top of the body container.

Page Heading Examples

HEADING 24px / H2
Page Heading Examples

IPSCONNECT Archive

**PUBLICATION YEAR**

- 2017
- 2016
- 2015
- 2014
- 2013
- 2012

Winter 2016  
Fell 2016  
Summer 2016  
Spring 2016
Typography  |  Content Headings & Subheadings

Subheadings (H2, H3, H4, H4) break articles into smaller, more specific sections. Subheadings should not be larger than the page or content heading.

Please note that page content headings and subheadings are different from page headings. Content headings and subheadings are titles such as, “Town Elects New Mayor”, “How Your Team Can Benefit from our Training”, etc.

Content Headings & Subheadings Standards

<table>
<thead>
<tr>
<th>HEADING</th>
<th>24px / H2</th>
</tr>
</thead>
<tbody>
<tr>
<td>HEADING</td>
<td>19px / H3</td>
</tr>
<tr>
<td>SUBHEADING</td>
<td>16px / H4</td>
</tr>
<tr>
<td>SUBHEADING</td>
<td>14px / H5</td>
</tr>
</tbody>
</table>

Important to Note:

- **Do not** use the H1 heading size for content headings or subheadings on any page. This heading size is reserved for page titles.
Content Heading & Subheading Examples

EVENTS

Big Event This Week
Come Join our Event

Time: 4 PM
When: June 20, 2017
Location: 1610 University Ave

Ga. Nequi quatendi ut liquae magnis que enditatis aut moloratia sinci conse dolores doloreh enture s mi, comni dellectatur aut optatur eniminctur, ero vel idisquam quo vitium ipidis dit, ani ut porae prae inciet plicidebitio intorei ciendit ionetur, suntem faccull esequunt eiu? Obit ea sam apererumquam a ant adigenda dis et evellum ditist, to dolest, culles vel molorio ea nullupis solor solor repro et et eos cae aut odis molores sequaepernam eum doluptatur, quam ium et alitatempori blaudan diaecto beat id quia perro berum abore, to voluptaspid minciligendi aut mincta natet, offici delecea volupta quo rr sunt latur?
Typography  |  Menus

Primary Navigation Bar:
The primary navigation bar’s main options are displayed in Gotham Medium at 19px in all caps. Language and Settings options within that menu are Gotham Book sized at 11px.

Secondary Navigation Bar:
The Secondary Navigation Bar’s options are displayed in Gotham Medium at 19px in all caps as well.

Drop Down Menus:
These options are displayed in Gotham Book at 16px with only the first letter of each word capitalized.

Page Heading Examples

<table>
<thead>
<tr>
<th>HEADING</th>
<th>24px / H2</th>
</tr>
</thead>
<tbody>
<tr>
<td>HEADING</td>
<td>19px / H3</td>
</tr>
<tr>
<td>SUBHEADING</td>
<td>16px / H4</td>
</tr>
<tr>
<td>SUBHEADING</td>
<td>14px / H5</td>
</tr>
</tbody>
</table>

Important to Note:
- **Do not** use the H1 heading size on any page
Primary Navigation Bar Example

HOW TO PREPARE FOR FLOODING

Learn helpful tips from our experts...
Drop Down Menu Example

IPSCConnect Archive

Photo Gallery

Media Coverage

Video Gallery
Typography | Breadcrumb Navigation

This navigation uses Gotham Book typeface sized at 11px. The first letter of each word is capitalized, but the rest is lowercase.

Breadcrumb Navigation Examples
Typography  |  Alignment

Body text and section/page headings on any page are left-justified.

Alignment Example

Flush Left

The statewide UT Institute for Public Service (IPS) provides university expertise for communities and workplaces by consulting daily with government, law enforcement and industry leaders. In fiscal year 2016, IPS services contributed more than $1.2 billion to Tennessee’s economy as local governments and industries increased revenue, won contracts or reduced operating costs. For nearly 60 years, IPS agencies have led the university’s outreach efforts, extending the university to all communities in the state. So please take a moment to learn more about what we do. We might be helping your community right now.

Ragged Right

Important to Note:

- **Do not** fully-justify your text as this makes it difficult for the user to find the next line.
- **Do not** use right-justified text in your body text and/or section and page headings. Since we read English from left to right, many users may overlook a right justified header or struggle to read right-justified text.
Both primary and secondary buttons use the Gotham Book typeface. Text in any button should be centered and does not extend past the first line.

Button Examples

personnel on a local, regional and national level. With offices in every region of the state, IPS also helps Tennessee manufacturers reduce costs and increase revenue.

Our Values Statement

At the Institute for Public Service we value people, diversity, relationships, integrity, and excellence.

Contact Us
Icons

Icons are a simple, effective way to draw users into the content of your website. Since there are many standard actions that the user can take while visiting any agency page, including contact, search, and connect on social media, there is a collection of commonly-used icons available for IPS agency web use.

Important to Note:

- It is not necessary to always place an icon with a corresponding section. These icons are available to use at the discretion of the website designer or content manager.
Icon Standards

Home  Location  Search  Contact
Call  Email  Share  RSS Feed
Facebook  Twitter  Google  Google+
Dropbox  LinkedIn  Vimeo  WordPress
Folder  Sound  Play  Link
Navigate Back/Left  Navigate Next/Right  Calendar  Document
Buttons

Buttons are a great way to highlight an important action or link, like “Register” or “Give”. Buttons should always contain actions, and the language should be clear and concise. Make sure to capitalize every word, including articles, or capitalize the whole word.

Important to Note:

- It is not necessary to always place an icon with a corresponding section. These icons are available to use at the discretion of the website designer or content manager.
Buttons | Primary Button

This button guides the user to take action (“Contact Us”, “Next Page”, “Submit”, etc.). Primary buttons have a rounded corner of 30px and a line weight of 2pt. These buttons have a drop shadow with an X & Y axis offset of 2px, a blur at 1px, and are set to 25% opacity.

Primary Button Standards
Primary Button Example

personnel on a local, regional and national level. With offices in every region of the state, IPS also helps Tennessee manufacturers reduce costs and increase revenue.

Our Values Statement

At the Institute for Public Service we value people, diversity, relationships, integrity, and excellence.

Contact Us
Buttons  |  Secondary Button

Secondary buttons are useful for showing the user that there is another option, such as “Return” or “Cancel”. Secondary buttons are white, not transparent, with a color border. They also have a rounded corner set at 30px and a line weight of 2pt.

Secondary Button Standards
Secondary Button Example
Images

IPS agencies provide a wide variety of services to the communities of Tennessee, so why not share what your agency is capable of through a captivating photo? Ensure that all images on your site have the best resolution possible, are in focus, and tell a story.

Images | Logos

Your agency’s logo should always be on the main header of every page on that agency site. This logo should be the full horizontal logo instead of the stacked version. The stacked logo can be used at your discretion in the main content sections of each page.

Important to Note:

- Do not remove the UT symbol from the title
- Do not distort the logo
- Do not place the logo on a patterned background
- Do not outline the UT symbol (drop shadows are acceptable)
- Do not color the UT symbol white
Images | Header Images & Carousels

Both the Header Image and Carousel are located at the top of the page. Both image elements can be vector backgrounds, illustrated artwork, and even animated videos and are not limited to just being photographs. Either of these image elements should not take up more than 75% of the “Above the Fold” view on a homepage. This is to encourage the user to engage with the page and scroll down or move to other pages within the site. Please note that this rule does not apply to landing pages.

Header images, or Hero Images, are large images that cover the majority of the page’s width. These images directly to the content of the page that they are on, or they can illustrate the brand identity of the organization. Header Images appear below the page heading but above the section heading. Do not use text wrap with a Header Image. Not every page requires a Header Image.

A Carousel, or Rotating Gallery, is a loop of images that highlight important news or resources that welcomes your audience to your website or a specific webpage. Each image should be a link to an internal or external page. This is why it is important to place a brief description within a bar at the bottom of the image. This bar should be white or “Charcoal”, depending on the light or dark image, at 80% opacity. This bar also occupies roughly 20% of the image. Since Carousels contain more than one image, it is important to show how many images are in the loop and allow the user to navigate back and forth among them. This can be achieved through aligning multiple 10px circles below the image description. Ensure that the transitions from each image or graphic element are consistent.
Carousel Examples

HOW TO PREPARE FOR FLOODING
Learn helpful tips from our experts
Carousel Examples

The University of Tennessee Institute for Public Service (IPS) takes the expertise of a statewide university to the communities of Tennessee by helping leaders in government, business and law enforcement solve real-world problems every day.
The statewide UT Institute for Public Service (IPS) provides university expertise for communities and workplaces by consulting daily with government, law enforcement and industry leaders. In fiscal year 2016, IPS services contributed more than $1.2 billion to Tennessee’s economy as local governments and industries increased revenue, won contracts or reduced operating costs. For nearly 60 years, IPS agencies have led the university’s outreach efforts, extending the university to all communities in the state. So please take a moment to learn more about what we do. We might be
Images  |  Alt Text

Alt text describes the image in a brief sentence or two. Not only does this make the image more accessible to users who can’t see, it improves the page’s Search Engine Optimization (SEO). Google and other search engines pull keywords from sites when providing their users with search results, and those keywords or tags can be found an image’s alternative text as well as the main content of the site. Alt text appears when the user hovers over an image.

Alt Text Example
Interactive Elements

Interactive elements encourage users to pay attention and engage with a website, rather than just passively take in the information. These elements include scroll bars, search bars, links, and social sharing icons.

Interactive Elements  |  Social Sharing

Allow your users to share posts and pages that they find valuable by including sharing options like social media share and copy link functions. It is not essential that you include these sharing features on every page, but it is a great way to engage your audience.

IPS SERVICES

Economic Development

Since 1949, agencies of the University of Tennessee (UT) Institute for Public Service expertise to help community and business leaders enhance their economic competitiveness.

IPS helps companies, entrepreneurs, organizations, and cities and counties across the state to access resources and intellectual assets to help advance the economic well-being of each. The economic development assistance of IPS is carried out by its Industrial Services (CIS), the County Technical Assistance Service (CTAS), and the State Technical Assistance Service (MTAS) in partnership with other organizations within and outside the University.
Interactive Elements | Scroll Bars

If you have a section that requires the user to scroll down or up, apart from the page itself, ensure that they have option to do so and can clearly identify it. Autoscrolling or dragging might confuse some users and deter them from exploring the rest of the page. Avoid horizontal scrolling if at all possible.

Important to Note:

• Do not make autoscrolling the standard page navigation.

Scroll Bar Example

<table>
<thead>
<tr>
<th>PUBLICATION YEAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
</tr>
<tr>
<td>2016</td>
</tr>
<tr>
<td>2015</td>
</tr>
<tr>
<td>2014</td>
</tr>
<tr>
<td>2013</td>
</tr>
<tr>
<td>2012</td>
</tr>
<tr>
<td>2011</td>
</tr>
<tr>
<td>2010</td>
</tr>
<tr>
<td>2009</td>
</tr>
<tr>
<td>2008</td>
</tr>
</tbody>
</table>

Winter 2015
Winter 2016
Interactive Elements | Search Bars

A search bar is a heavily-used element in a content-heavy website. It is important that the user can access it on any page within the site in case they have trouble finding what they need. The search bar is always available in the Primary Navigation Bar, but is also appropriate to utilize in archive pages.

Search Bar Example
Interactive Elements  | Links

If linked to a PDF or external website, links should open in a new window/tab. Users can become confused if they reach this dead end with no site navigation, so avoid making them do more work when they are trying to access information.

Links should look different from the regular text in the rest of the copy or the headings. Each link should also use a hover color to indicate that they are interactive (see page 10).

Important to Note:

• Do not include preceding articles (a, an, the) in your link.
Links Examples

IPS SERVICES

Economic Development

Since 1949, agencies of the University of Connecticut have utilized their expertise to help community and business development.

IPS helps companies, entrepreneurs, organizations, and individuals access resources and intellectual assets to help create and sustain new and expanding job opportunities. The economic development efforts of the Connecticut Innovation Network, the Connecticut Center for Advanced Technology, the Connecticut Innovations, Inc., the Connecticut Small Business Development Center, and the Connecticut Technology Council, among others, are working together to help companies grow, attract investment, and create jobs.

Click HERE to learn more about how IPS can help.

IPS SERVICES

Economic Development

Since 1949, agencies of the University of Connecticut have utilized their expertise to help community and business development.

IPS helps companies, entrepreneurs, organizations, and individuals access resources and intellectual assets to help create and sustain new and expanding job opportunities. The economic development efforts of the Connecticut Innovation Network, the Connecticut Center for Advanced Technology, the Connecticut Innovations, Inc., the Connecticut Small Business Development Center, and the Connecticut Technology Council, among others, are working together to help companies grow, attract investment, and create jobs.

Click HERE to learn more about how IPS can help.
Navigation

Have you ever been on a website and gotten lost in all of the content? This can easily happen to users when they are presented with many pages and subpages within a site, which is why it is important to show them where they are and how they got there.

Menus are an essential element to an effective site. Rather than list every resource available, they should simply guide the user to the most important sections of the website.

**Navigation | Breadcrumbs**

“Breadcrumbs” list the pages that the user has gone through to get to the page they are currently visiting. This navigation path reduces the number of actions a website visitor needs to take in order to get to a different page. The breadcrumbs for your site should right-justified.
Navigation | Site Map

A site map is a list of pages on a website site that are accessible to the user. This not only benefits the user so that they can easily find a page they are looking for, but it also benefits IPS and its agencies in providing better visibility in search engines. The site map for your agency is formatted as an outline and should be located in the footer of every page.

Site Map Standard

Fax: (865) 974-1528
ips.tennessee.edu

INSTITUTE FOR PUBLIC SERVICE

We Serve Business and Government to Improve the Lives of Tennesseans.

Site Map | Disclaimer | Indicia | EEO/AA Statement/Non-Discrimination Statement | IPS Employees Intranet | Work for UT IPS
Links to: University of Tennessee Systems | UT Chattanooga | UT Chattanooga | UT Martin | Health Science Center | UT Knoxville
Site Map Example

SITE MAP

IPS Home
- IPS Agencies
  - Center for Industrial Services
  - County Technical Assistance Service
  - Law Enforcement Innovation Center
  - Municipal Technical Advisory Service
- About
  - Locations
  - Staff
  - Staff Expertise
  - IPS History
- Give to IPS
- Contact
- Training
  - Center for Industrial Services
  - County Technical Assistance Service
  - Law Enforcement Innovation Center
  - Municipal Technical Advisory Service
- Calendar
- Resources
  - Calendar
  - IPS Annual Report Archive
This menu displays the most basic information about the agency/IPS and includes “IPS Agencies”, “About”, “Give to [Agency]”, “Contact”, and a search function. These options are right-justified. Language & Settings options are to the right of the search box.

Items in this menu bar are spaced 26px apart and are centered in the middle of the primary navigation bar. There is a 56px padding on the left and right side of the logo and menu items. Padding above and below these items is 40px.
Navigation | Secondary Navigation Bar

Items in this menu bar are spaced 42px apart. These menu items are left-justified and centered in the middle of the vertical space.

This menu provides more specific resources for the user. This menu bar only contains 7 items that are aligned left-justified and pertain specifically to your agency. When hovering over an item in the primary navigation bar, a 5pt stroke, orange line that is 26px longer than the menu item will appear centered underneath the option.

The secondary navigation bar should have a vertical ratio of 1:2 against the primary navigation bar and should always be visible, regardless of what portion of the page the user views.

Secondary Navigation Bar Standard
Navigation | Secondary Navigation Bar

Drop down menus are available from the secondary navigation bar when needed. When hovering over an item in the secondary navigation bar that displays a drop down menu, a 5pt stroke, orange line that is 42px long than the menu item will appear underneath the option.

Option items populate a white container with a 0.25pt stroke in “Rock” gray. Each item within this container is 200px wide and 60px tall, and there is a “Rock” colored, 180px horizontal rule between each item.

Drop Down Menu Example
Navigation  |  Vertical Sidebar

Used for tertiary information deriving from the secondary navigation bar. For example, once the user has selected “Directory” from the secondary navigation bar, the page’s side navigation bar can list the types of directories available.

Vertical Sidebars are tertiary menus that do not always have to be present on a page. These are great for document archives or information that is broken down into many categories, like counties, for example.

This menu is located on the far left side of the container and is 160px wide when present on the page. There is an orange line (3pt stroke) that is 160px wide at the top of this menu.

The size of the Vertical Sidebar title is H6. Each item in a Sidebar Menu is 160px wide and 60px tall, and there is a “Rock” colored, 140px horizontal rule between each item.
Page & Content

In order to strengthen the IPS brand as a whole, it is important to display information consistently across all agency subsites. It is the decision of each agency to decide what content appears on its page, but it improves the user’s experience if all IPS sites present their information in a similar structure.

Page & Content  |  Header

The header for all IPS and IPS agency pages has the same design. The header image also contains the primary navigation bar. Each agency logo should be the full, horizontal logo and left-justified. The header should be on the page at all times, even when the user is viewing the bottom of the page.

Header Standard
The footer for all IPS and IPS agency pages has the same design. The full, horizontal agency logo is located above the first orange rule in the left column. The first of the three columns contains important links to your agency. The second column is titled “Contact Us” and lists your address(es), phone, fax, and email information. Below another orange rule is the IPS logo with our mission statement. The third column contains links to all IPS agencies. The following are found in a 900px-width text box: site mpa, disclaimer, indicia, EEO/AA statement, IPS employee intranet, Work for UT IPS, [next line] Links to: University of Tennessee Systems, UTC, UTM, HSC, UTK.
Page & Content  |  Body Container

The body container of each page is a fixed width of 980px. Padding around the content inside of the container is 40px. Padding around the outside of the container is set to 60px. Do not use fluid/elastic width for the container. A fixed width ensures that what the web designer and content manager see is what the user sees.

Body Container Example

The Institute for Public Service

About IPS

Advisors & Friends

Annual Awards

FY16 Annual Report

The statewide UT Institute for Public Service (IPS) provides university expertise for communities and workplaces by consulting daily with government, law enforcement and industry leaders. In fiscal year 2016, IPS services contributed more than $1.2 billion to Tennessee’s economy as local governments and industries increased revenue, won contracts...
Body Container Standard

Header Image / Carousel

CONTAINER

TRAINING  |  CALENDAR  |  RESOURCES  |  MEDIA  |  STAFF  |  PROJECTS  |  LOCATIONS

60px

40px

60px

980px

900px
The body container of each page is a fixed width of 980px. Padding around the content inside of the container is 40px. Padding around the outside of the container is set to 60px. Do not use fluid/elastic width for the container. A fixed width ensures that what the web designer and content manager see is what the user sees.

Grid Examples
Page & Content  |  Homepage

The body container of each page is a fixed width of 980px. Padding around the content inside of the container is 40px. Padding around the outside of the container is set to 60px. A fixed width ensures that what the web designer and content manager see is what the user sees.

Important to Note:

- **Do not** use fluid/elastic width for the container.
Use lists to present steps, groups, or sets of information. Ordered lists use numbers when the order is important, like when describing steps of a process, for example. Bullet points will suffice when the list’s order doesn’t matter.

**Ordered List Example**

1. Go to http://www.house.gov/representatives/find
2. Type in your zip code
3. Click “Find Your Rep by Zip”

**Unordered List Example**

- Municipal Technical Advisory Service (MTAS)
- Collection of Knowledge Documents by MTAS Consultants
- Municipal Administration Program (MAP)
- MTAS Publications
- City Information