



UT Dallas EPPS

The key website resources and fundamentals to get started and maintain the EPPS website.

Basic Principles

The website created to showcase the people and programs of the School of Economic, Political and Policy Sciences is inspired by the school's brand tenants: Impactful Research, Inspiring Current and Future Leaders and Advancing Change. These tenets should be reflected in the website content in a way that engages users with compelling storytelling and visuals that are authentic and inspiring. This guide is designed to:

Keep the school and the University on brand

Ensure greater consistency in visual and written content

Provide an easy place to find company-approved resources

Values

The website should highlight the following values:

Insight: Research being conducted at the school is making an impact

Inclusion The school welcomes those of all backgrounds

Innovation: the ways the school is offering innovative solutions to the issues faced on the local, national, community and even personal level.

Inspiration: the people and programs that have inspiring stories on the ways they are making a difference

Audiences

In creating content for the EPPS site, keep in mind these primary audiences:

Prospective students: Would this be of interest to a high school student exploring the school? A working professional looking to add to their credentials? Highlight EPPS programs and the outcomes of graduates

Faculty: Does the site highlight faculty research and accomplishments? Can faculty members easily update their information?

Current students: Can they find needed information to get help registering for classes or signing up for internships and career services?

Alumni: How does the content instill pride in EPPS graduates? How does it help them connect back to the school and its community?

Media: How does the content show the ways EPPS faculty are respected authorities in their subject areas? Does it provide an easy way to contact the faculty member and the communications manager?

Voice

Writing in Our Style: The EPPS site should have a friendly, yet authoritative voice that assures audiences that the school is a leading academic institution with faculty conducting game-changing research while supporting students to attain their professional goals.

Use contractions for friendly, approachable style (It's, that's)

Except in news-related articles, add the school as "we" and "our."

Use an active voice. Example: Our programs connect classroom lectures with real-world experiences to build lasting expertise.

Use short sentences, try to keep under 12-15 words.

Brand / Logo

Master Brand

The University of Texas at Dallas has detailed brand standards designed to unify the organization through a cohesive visual identity that includes logos, colors and messaging. We developed these guidelines to help you achieve consistency across print and digital platforms and throughout academic and departmental units.. For more, go to <https://utdallas.edu/brand/>



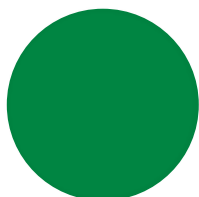
utd_print_orange_epps_monogram.jpg

Logo Variations

UTDmono_flame.svg

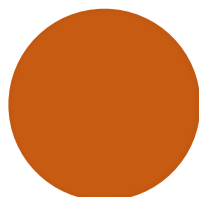
Colors

Callisto Template Colors



Eco Green

#008542
0, 133, 66



Flame Orange








#C75B12
199, 91, 18



Brilliance White

#FFFFFF
255, 255, 255

Secondary Colors

	Solar Orange	HEX #E98300	RGB 233,131,0
	Spark Orange	HEX #FFB612	RGB 255,182,18
	Seedling Green	HEX #C9DD03	RGB 201,221,3
	Sapling Green	HEX #69BE28	RGB 105,190,40
	Sky Blue	HEX #5BC6E8	RGB 91,198,232
	Stratos Blue	HEX #00A1DE	RGB 0,161,222
	Space Blue	HEX #0039A6	RGB 0,57,166

Color Usage

The primary University colors are flame orange, eco green and brilliance white. If possible, these three colors should be used in projects promoting the University.

Secondary colors may be used sparingly to accent the primary colors.

In addition to black and white, the gray tones specified on this page were selected as neutral complements to the color palette.

Use the Pantone Matching System (PMS) illustrated on this page for print projects that require spot colors. CMYK is for 4-color printing. RGB and WEB/Hex colors are for online and mobile projects. For more, go to <https://utdallas.edu/brand/color-palette/>

General Guidelines

Accessibility

Web accessibility refers to the inclusive practice of removing barriers that prevent access to websites by people of diverse abilities. The University must comply with the Texas Administrative Code 206.70 Accessibility standard, and therefore all pages containing official University information that are built, updated or revised must comply with it.

Fonts

Create web content with as much machine-readable text as possible (i.e., HTML text). This will aid search engines in effectively finding and indexing pages.

The University's preferred fonts for utdallas.edu pages are Minion Pro, DIN 2014 and Modesto. Contact University Web Services to access them as web fonts.

For more, go to <https://utdallas.edu/brand/typography/>

Links

Links on the EPPS site are designated through the color eco green from the color palette. The preferred color for visited links is flame orange.

Avoid generic link text such as "click here" as repeated uses work against usability. Website visitors often scan the links in a Web page before they read anything else, so aim to make the link labels descriptive and concise, conveying the purpose or destination of the link.

In most cases, links should not open a new browser tab or window. The exception to this rule is when you are linking to a page outside of the UTD web environment (domains that do not end in utdallas.edu) or if you are linking to a file such as a PDF. In those cases, use of the target="_blank" attribute is recommended.

Photography

Basic Principles

Visual Style

For larger, hero images, shoot full-frame, wide shots that show students, staff, faculty and alumni actively engaged in the classroom and community. For portraits, use environmental photos that show the individual in the context of their work or the subject matter

For student testimonials portraits, try to get a close up of the student smiling. The background should be something environmental – like campus or something from their study abroad.

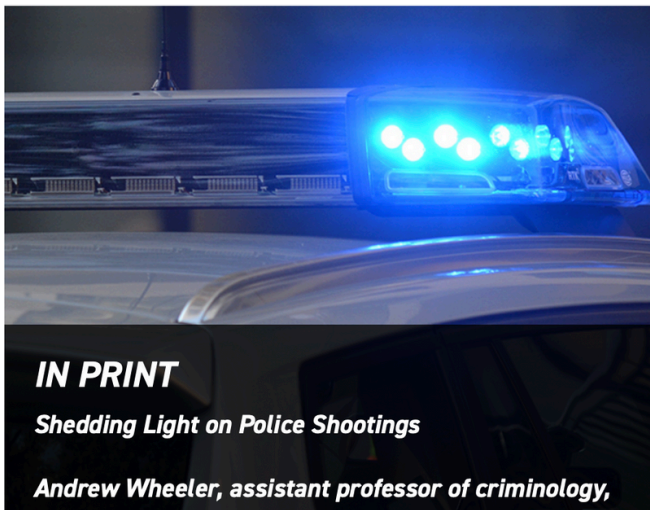
Technical advice

Please be sure to get signed photo permission forms. For a link and more details, go here to download: https://www.utdallas.edu/communications/docs/talent_release.pdf

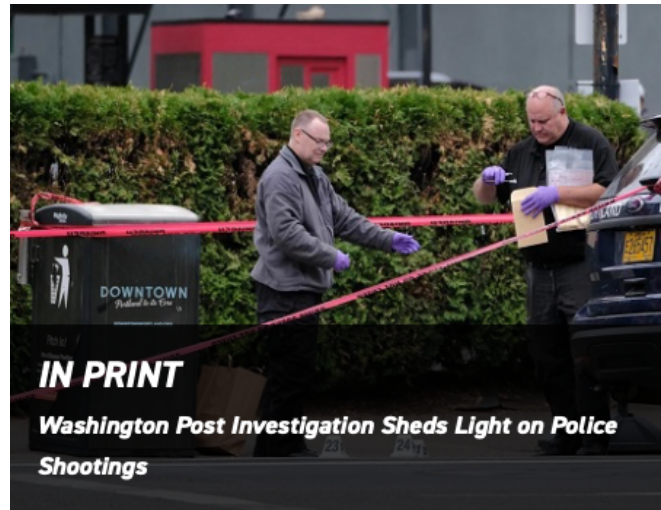
For questions, contact: University Communications:
<https://www.utdallas.edu/communications/contact-us/>

Dos and Don'ts

Do not pull off photos, illustrations or logos from websites outside the university due to copyright protections. For university-approved photos, please use TandemVault: <https://utdallas.tandemvault.com>
You can also purchase stock images or search for free stock images available for public use.



Stock Photo - OK to use



AP Photo - Do not use!

Image Sizes

For Page Headers — Hero Image Home Page: 1800p wide by 815p tall
Hero Image Secondary Pages: 1800p wide by 600p tall

News Center Home Page Images 712p wide by 475p tall


For Faculty Directory Portraits 450p by 450p

Student Testimonials 500p by 500p

Alt Text

When importing an image into the media library, please add alt text to comply with the University's Web Standards and Accessibility guidelines. If the photo is one or two people, add full names. Describe briefly what the subjects are doing in the photo.

Edit Image ✕



anp_webb_cover-712-475.jpg
February 21, 2019
141 KB
712 x 475
[Edit Image](#)
[Delete Permanently](#)

URL	<input type="text" value="http://cms.utdallas.edu/epps/files/anp_webb_cover-712-475.jpg"/>
Title	<input type="text" value="anp_webb_cover-712-475"/>
Caption	<input type="text"/>
Alt Text	<input type="text" value="Homer Webb BS'01 standing in front of airplane"/>
Description	<input type="text"/>

Alt Text Example.png

Home Page

Headline & Dominant Image

The dominant image and headline should reflect the guiding principles of the school and should be admission-focused with a link to the page listing programs.

Since the headline is on the left, the image needs to have a soft focus on the left side with sharp focus on the right.



EPPS Home Page Hero Image.png

Home Page News Stories

Latest News

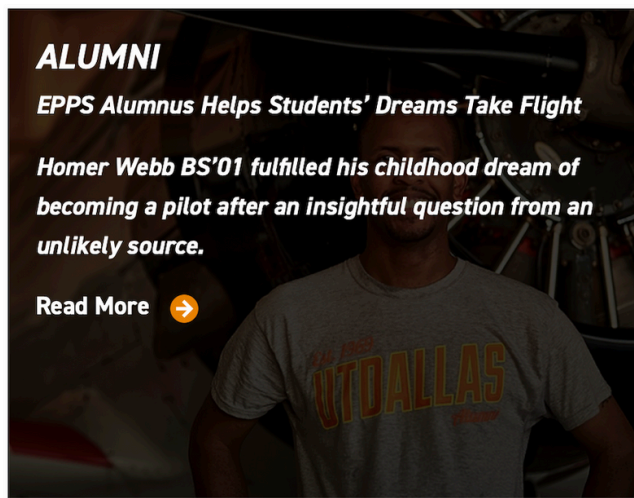
For the top headline – use one of the following categories:

- Research
- Campus
- Students
- Alumni
- Faculty
- Giving
- In Print
- On Air

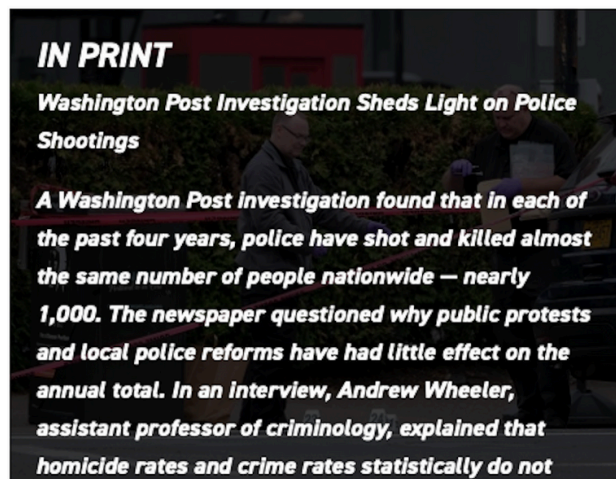
For the second headline, keep length to one line or 5-7 words.

For the summary, keep to two to three lines or 15 to 25 words so the Read More is visible at the bottom of the text block.

Do's and Dont's



News Story Blurb - Good Length



News Center Blurb Too Long

Faculty Profiles

For faculty members, the page should have:

- Name
- Chaired Title (if applicable)
- Professor title
- Other titles

Only the top four titles will appear in the directory

Education:

List latest degrees first.

Faculty members can determine the content of their bios and where to link for more information, such as a personal website. As a default, utilize the Research Areas section of bios found here <https://profiles.utdallas.edu>

Photo specifications: 450 p by 450 p

For office address, include link to UT Dallas campus map location

The University of Texas at Dallas

Apply Give Search UTD

School of Economic, Political and Policy Sciences

About Degrees Future Students Current Students Alumni

FACULTY

UTD / EPPS / About / Faculty / Kurt Beron

Kurt Beron
 Professor of Economics
 NSF Principal Investigator, DFW Federal Statistical Research Data Center
 NCAA Officer

Education

Ph.D. - Economics
 University of North Carolina at Chapel Hill[1985]

MSW - Public Administration, Policy, and Planning concentration
 University of North Carolina - Chapel Hill[1980]

B.A. - Sociology
 University of North Carolina - Greensboro[1977]

B.S. - Economics
 University of North Carolina - Greensboro[1977]

My research is in cross-disciplinary applications of quantitative methodology. I have worked on projects spanning economics, education, sociology, and, most recently, psychology, and my research has often focused on public policy issues. I have had a continuing interest in the public sector and its influence on individuals and institutions. My concern with this began during my work for my Masters in Social Work, which preceded my Ph.D. in Economics, and focused on social welfare policy. My current research agenda focuses on the human capital development of children and young adults and their effects on later outcomes, but emphasizes the traditionally non-economic factors that affect this development. My empirical work seeks the understanding of situations that involve unobservable and latent variables using econometric and statistical techniques such as qualitative and limited dependent variable models, structural equation modeling and multilevel modeling.

kurt.beron@utdallas.edu
 972-883-2929
 GR 3.806
 Website

School of Economic, Political & Policy Sciences |
 Cecil H. Green Hall | 800 West Campbell Road, GR 31 | Richardson, TX 75080-3021
 © The University of Texas at Dallas

Phone: 972-883-2935
 Fax: 972-883-6297
 Faculty and Staff Resources

Example Faculty Page.png

Student Testimonials

The student testimonials are categorized as "posts" in WordPress. They rotate on veteran pages in the site including the Future Students pages, the About page and the Program pages.

The Student Testimonial should follow this format:

Photos:

Try to get a close up of them smiling

The background should be something environmental – like campus or something from their study abroad

Needs to be sized at 500p wide by 500p tall

Format

Name

Hometown

Major – previous degrees if alumni

UT Dallas Achievements & Activities

Deciding on My Major(s)

My Epps Success

Plans for the Future

Advice to EPPS Students

Other Interests (this is optional)

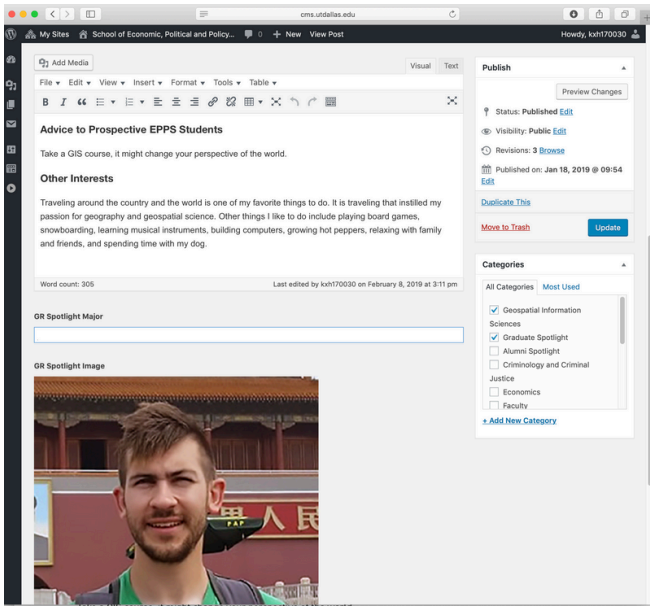
For the highlighted quote, select a sentence specifically about EPPS and why a prospective student should come to the school.

The screenshot shows a web browser window displaying a testimonial for Brent Dell. The page header includes the University of Texas at Dallas logo and navigation links. The main heading is 'STUDENTS' in large green letters. Below this, the testimonial is organized into sections: 'Brent Dell', 'Hometown: Los Angeles, CA', 'Major: PhD in Geospatial Information Sciences', 'UT Dallas Achievements & Activities' (listing roles like Instructor & TA, Upsilon Honors Geography Society, and Administrator), 'Deciding on GIS', 'My EPPS Success', 'Plans for the Future', 'Advice to Prospective EPPS Students', and 'Other Interests'. A photograph of Brent Dell is positioned to the right of the text.

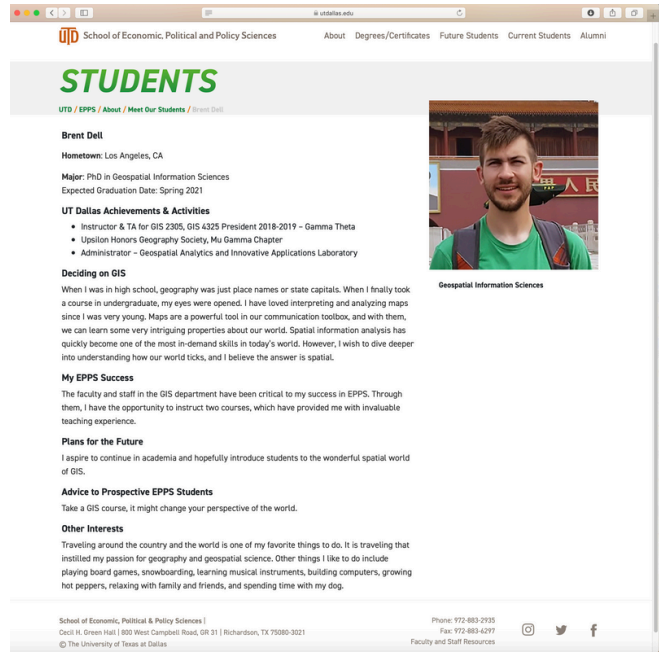
Student Testimonial Example.png

Dos and Don'ts

In Wordpress, leave out the text for the field Spotlight Major if you want to avoid it going underneath the student photo.



No text in Spotlight Major



What Happens if Spotlight Major Text is added

Video

Video should have captions to comply with University Accessibility Guidelines

For help with UT Dallas video guidelines, go to <https://www.utdallas.edu/brand/marketing-collateral/>

Home Page

Headline & Dominant Image

The dominant image and headline should reflect the guiding principles of the school and should be admission-focused with a link to the page listing programs.

Since the headline is on the left, the image needs to have a soft focus on the left side with sharp focus on the right.



EPPS Home Page Hero Image.png

About Page

Social Media

Youtube

Facebook

Twitter

General Usage

