

# Style Guide for your new Web Site

## **Headers**

In the body of each page, use the header styles to create a uniform, professional look for the headlines in the page. Type the headline, highlight it, and select "Header 1," "Header 2," etc. from the menu on the upper left.

## **Images**

1. All images must have <ALT> tags to describe the image or what the image links to.

## **Links**

1. The color or style of links should not be changed. They should use the default colors provided by the browser.
2. If possible, a link should use the same language as the title of the page it links to.
3. A link should never use "Click Here"
4. Unless the document is primarily intended to be printed, links should be descriptive text, not the URLs they are pointing to.
5. For links to the LINKcat catalog, use <http://linkcat.scls.lib.wi.us/catalog/launcher.cgi>, never <http://linkcat.info>
6. For links to specific books in LINKcat, go to the "LINKcat Web URL Scrubber": <http://linkcat.scls.lib.wi.us/scrubber.html>
7. For links to SCLS databases, go to <http://www.scls.info/resources/> and copy the link that begins like this: <http://www.scls.lib.wi.us/cgi-bin/auth.cgi?connectto=> or your patrons will not be able to get into the database.  
*In Internet Explorer 6, right-click and "Copy Shortcut" to copy the link you want.*

## **Emphasis**

1. Use bold font or one of the heading styles for emphasis.
2. Text should not be in all caps.
3. Color should not be used as the only indication of emphasis (particularly red or green).