Department of Medicine website style guide (technical)

Headings:

**Heading 2:** Used when the page title is broad and the sub-titles are smaller pieces of the whole

*Exception:* If the content falls specifically within the scope of the page title, heading 2 is not necessary.

*Exception:* If heading 2 would be at the top of the page, just under the page title, start with heading 3. The page title with heading 2 right underneath looks odd.

**Heading 3:** Used as a sub-category/subtitle within the heading 2 category

**Heading 4:** Used as your final sub-category

**Bold:** Used to provide emphasis to a specific word or sentence within the paragraph.

**Example 1:**

Page title: The University of Toronto  
Heading 2: The Faculty of Medicine  
Heading 3: The Department of Medicine  
Heading 4: The Division of Hematology

**Example 2:**

Page title: The body  
Heading 2: The arm  
Heading 3: The hand  
Heading 4: The finger

Tables:

Once you’ve selected a table with the number of columns and rows you’d like, use the “style” drop-down to select the size of the rows. Don’t do this manually.

**Photos in tables:** For photos in the left column and a paragraph in the right column, it is recommended that you choose the table style 25%/75%. The first set of columns will then be 25% of the table and the second column will be 75% of the table.

**Usability consideration:** It is recommended that – because the eye automatically reads from left to write – photos are placed in the left hand column. This will also ensure consistency across the pages.

**Usability consideration:** If you have used the “style” drop-down to create your table, and you place a photo in the table, the padding (white space around the photo) will automatically adjust. This is important when viewing the website on various different screen sizes and devices.
**Usability consideration:** Avoid using “light blue table” in the “style” drop down. It’s difficult to read.

**AODA consideration:** these tables do not have vertical lines because that makes the tables incompatible with screen-readers for those who have a visual impairment.

**Photos:**

**AODA consideration:** When uploading a photo, ensure the “alt-tag” has a description in it. The “alt-tag” is read by screen readers for those who are visually impaired.

**Sizes of photos:**

- Headshots should have a portrait orientation and a width of 200 pixels for consistency
- Photos embedded in a page should be 320 x 225 pixels to remain consistent with the “news” images

**Usability consideration:** Attempt to save and upload “gif” files

**Anchors:**

When the page is densely filled with text (over 500 words) use anchors to allow readers to skip to, or over, certain content.