



# WEBSITE STYLE GUIDE

A VISUAL REFERENCE FOR ALL PROPERTIES INCLUDING:  
NNLM.GOV, DEV.NNLM.GOV, NEWS.NNLM.GOV, AND TRAINING.NNLM.  
GOV

- I. VISUAL IDENTITY
- II. COMPONENTS
- III. CONTENT PRESENTATION


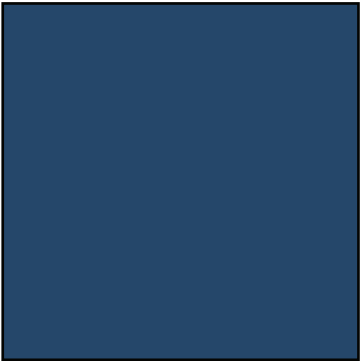
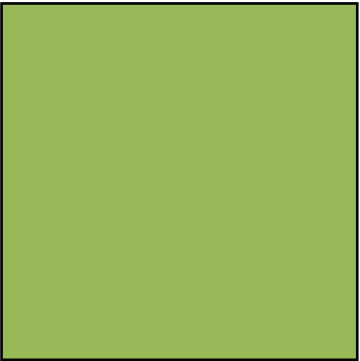
# I. VISUAL IDENTITY

- 01. COLOR PALETTE
- 02. TYPOGRAPHY
- 03. ICONOGRAPHY
- 04. LOGOS

# 01. COLOR PALETTE (PRIMARY)

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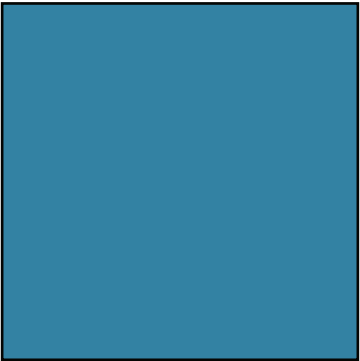
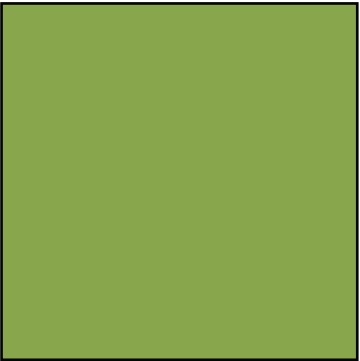
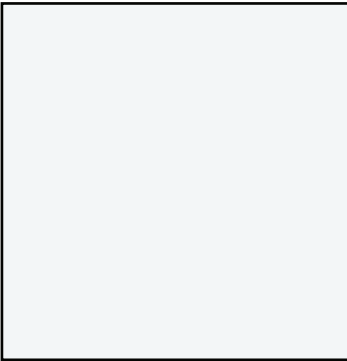
The selected color palette reflects a combination of grays, greens, and blues that compliment the established color scheme of the National Network of Libraries of Medicine. This set of primary colors is to be used as the main scheme for all website components, whether text or visual block layouts.

Dark Gray	Dark Blue	Light Blue	Green	White
				
#353432	#294668	#3590b2	#97b95f	#ffffff
R: 53 G: 52 B: 50	R: 41 G: 70 B: 104	R: 53 G: 144 B: 178	R: 151 G: 185 B: 95	R: 255 G: 255 B: 255
C: 68 Y: 62 M: 64 K: 58	C: 91 Y: 73 M: 35 K: 21	C: 74 Y: 31 M: 18 K: 1	C: 45 Y: 11 M: 84 K: 0	C: 0 Y: 0 M: 0 K: 0

# 01. COLOR PALETTE (SECONDARY)

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The selected color palette reflects a combination of grays, greens, and blues that compliment the established color scheme of the National Network of Libraries of Medicine. This set of secondary colors is to be used only as complimentary colors to the main scheme for all website components, whether text or visual block layouts.

Black	Dark Blue	Light Blue	Green	Light Gray
				
#000000	#2e4e74	#2f81a0	#86a654	#f2f2f2
R: 0 G: 0 B: 0	R: 46 G: 78 B: 116	R: 47 G: 129 B: 160	R: 134 G: 166 B: 84	R: 242 G: 242 B: 242
C: 75 Y: 68 M: 67 K: 90	C: 89 Y: 71 M: 31 K: 15	C: 79 Y: 40 M: 24 K: 1	C: 52 Y: 19 M: 90 K: 2	C: 4 Y: 2 M: 2 K: 0




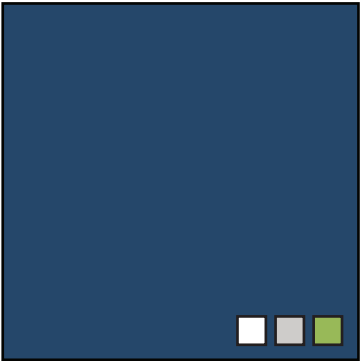
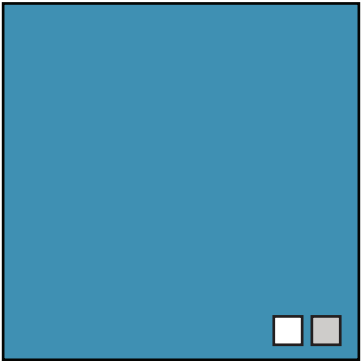
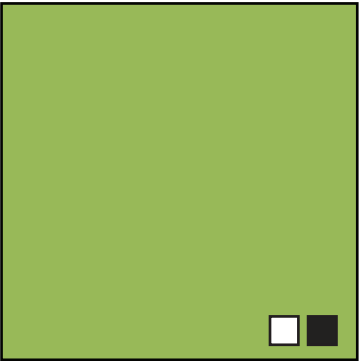
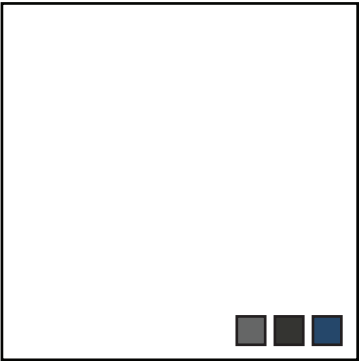













# 01. COLOR PALETTE (COMBINED)

The selected color palette reflects a combination of grays, greens, and blues that compliment the established color scheme of the National Network of Libraries of Medicine. Both sets of color swatches, primary and secondary, are designed to compliment each other, and these combinations can be used together for any website components, whether text or visual block layouts.

Dark Gray	Dark Blue	Light Blue	Green	White
				
Primary: #353432	Primary: #294668	Primary: #3590b2	Primary: #97b95f	Primary: #ffffff
Secondary: #000000	Secondary: #2e4e74	Secondary: #2f81a0	Secondary: #86a654	Secondary: #f2f2f2

# 01. COLOR PALETTE (CONTRASTING)

Swatches from the primary color palette may be used in combination with each other, but with specific restrictions. Sufficient contrast, between colored backgrounds and font color, must be maintained in order to comply with federal regulations. Contrasting color combinations for text-based components are specified below, for each of the primary background colors.

Dark Gray	Dark Blue	Light Blue	Green	White
				
Background color: #353432	Background color: #294668	Background color: #3590b2	Background color: #97b95f	Background color: #ffffff
Contrasting text:  #ffffff  #cccccc  #97b95f	Contrasting text:  #ffffff  #cccccc  #97b95f	Contrasting text:  #ffffff  #cccccc	Contrasting text:  #ffffff  #242322	Contrasting text:  #666666  #353432  #2e4e74

## 02. TYPOGRAPHY (PRIMARY)

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The website utilizes sans-serif fonts, including Helvetica Neue as the primary font family. Serif fonts should not be used on the website. When creating new content, there is no need to specify or modify font properties related to color, size, or family. Styling attributes are automatically assigned to specific content types, as well as content areas, via Cascading Stylesheets.

### Helvetica Neue Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 - =

! @ # \$ % ^ & \* ( ) \_ +

[ ] \ ; ' , . /

{ } | : " < > ?

### Helvetica Neue Bold

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

**a b c d e f g h i j k l m n o p q r s t u v w x y z**

**1 2 3 4 5 6 7 8 9 0 - =**

**! @ # \$ % ^ & \* ( ) \_ +**

**[ ] \ ; ' , . /**

**{ } | : " < > ?**

## 02. TYPOGRAPHY (SECONDARY)

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The website utilizes sans-serif fonts, including Arial as the secondary, web-safe font family. Serif fonts should not be used on the website. When creating new content, there is no need to specify or modify font properties related to color, size, or family. Styling attributes are automatically assigned to specific content types, as well as content areas, via Cascading Stylesheets.

### Arial Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 - =  
! @ # \$ % ^ & \* ( ) \_ +  
[ ] \ ; ' , . /  
{ } | : " < > ?

### Arial Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 - =  
! @ # \$ % ^ & \* ( ) \_ +  
[ ] \ ; ' , . /  
{ } | : " < > ?

## 03. ICONOGRAPHY

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The website utilizes assets from Font Awesome (fontawesome.io). This industry-standard library offers over 990 vector icons that are scalable, reusable, customizable, and lightweight. Browse for an icon that you want to use, follow the instructions on their website, under “How to Use” to include the icon in your own content, within standard HTML markup tags.

From the “Icons > Free” listing, search for the icon that you want to use. Click on the icon thumbnail for usage instructions, and a relevant clip of HTML source code. The following snippet produces an icon of a retro camera:

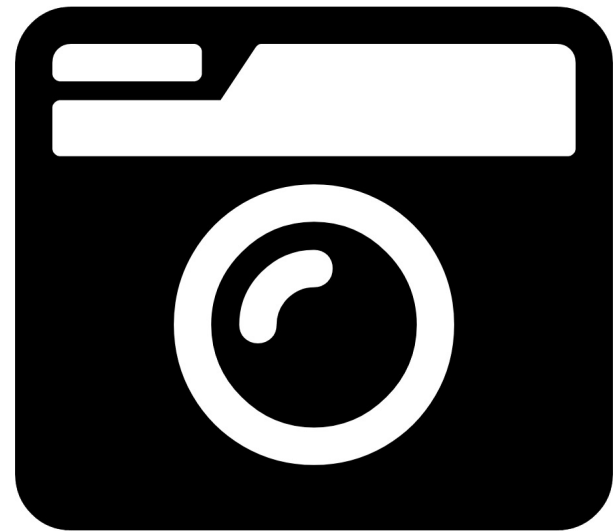
```
<i class="fas fa-camera-retro"></i>
```

Note for the Drupal platform: the CMS does not recognize empty `<i></i>` tags, within content regions. You must add a non-breaking space between the tags, as such:

```
<i class="fas fa-camera-retro">&nbsp;</i>
```

Icon sizing can also be controlled by additional CSS attributes, within the HTML markup. See the website instructions for a full listing of options.

```
<i class="fas fa-camera-retro fa-xs"></i>  
<i class="fas fa-camera-retro fa-sm"></i>  
<i class="fas fa-camera-retro fa-lg"></i>  
<i class="fas fa-camera-retro fa-2x"></i>  
<i class="fas fa-camera-retro fa-3x"></i>  
<i class="fas fa-camera-retro fa-5x"></i>  
<i class="fas fa-camera-retro fa-7x"></i>
```



## 04. LOGOS (CENTRAL)

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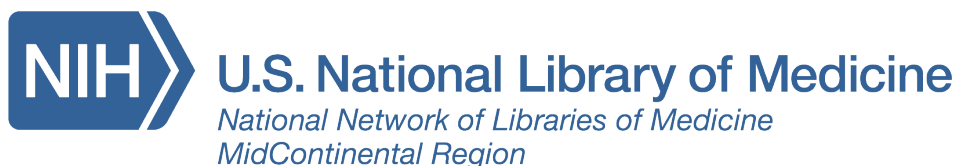
The website utilizes logos that have been provided by the National Network of Libraries of Medicine. All logos must follow the established guidelines. Please reference the separate logo style guide, available from NNLM or NLM's Office of Communications and Public Liaison. Each full or acronym logo is available in two-color, black, blue, gray, or white.



## 04. LOGOS (REGIONAL LIBRARIES)

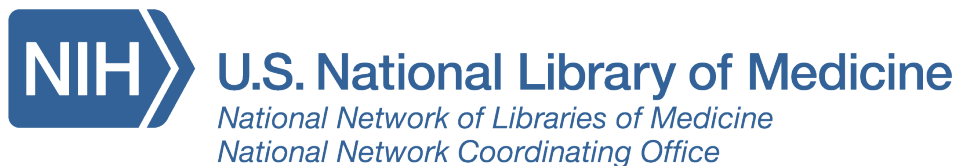
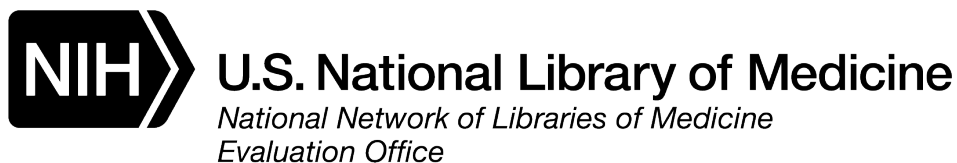
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The website utilizes logos that have been provided by the National Network of Libraries of Medicine. All logos must follow the established guidelines. Please reference the separate logo style guide, available from NNLM or NLM's Office of Communications and Public Liaison. Each full or acronym logo is available in two-color, black, blue, gray, or white.



## 04. LOGOS (OFFICES & COMMITTEES)

The website utilizes logos that have been provided by the National Network of Libraries of Medicine. All logos must follow the established guidelines. Please reference the separate logo style guide, available from NNLM or NLM's Office of Communications and Public Liaison. Each full or acronym logo is available in two-color, black, blue, gray, or white.





# II.

# COMPONENTS

- 01. CAROUSEL SLIDER
- 02. HOMEPAGE FEATURED WIDGET
- 03. SIDEBAR FEATURED WIDGET
- 04. PHOTO BANNER (NNLM)
- 05. PHOTO BANNER (NEWS)
- 06. VIDEO BANNER (NEWS)
- 07. REGIONAL MAP

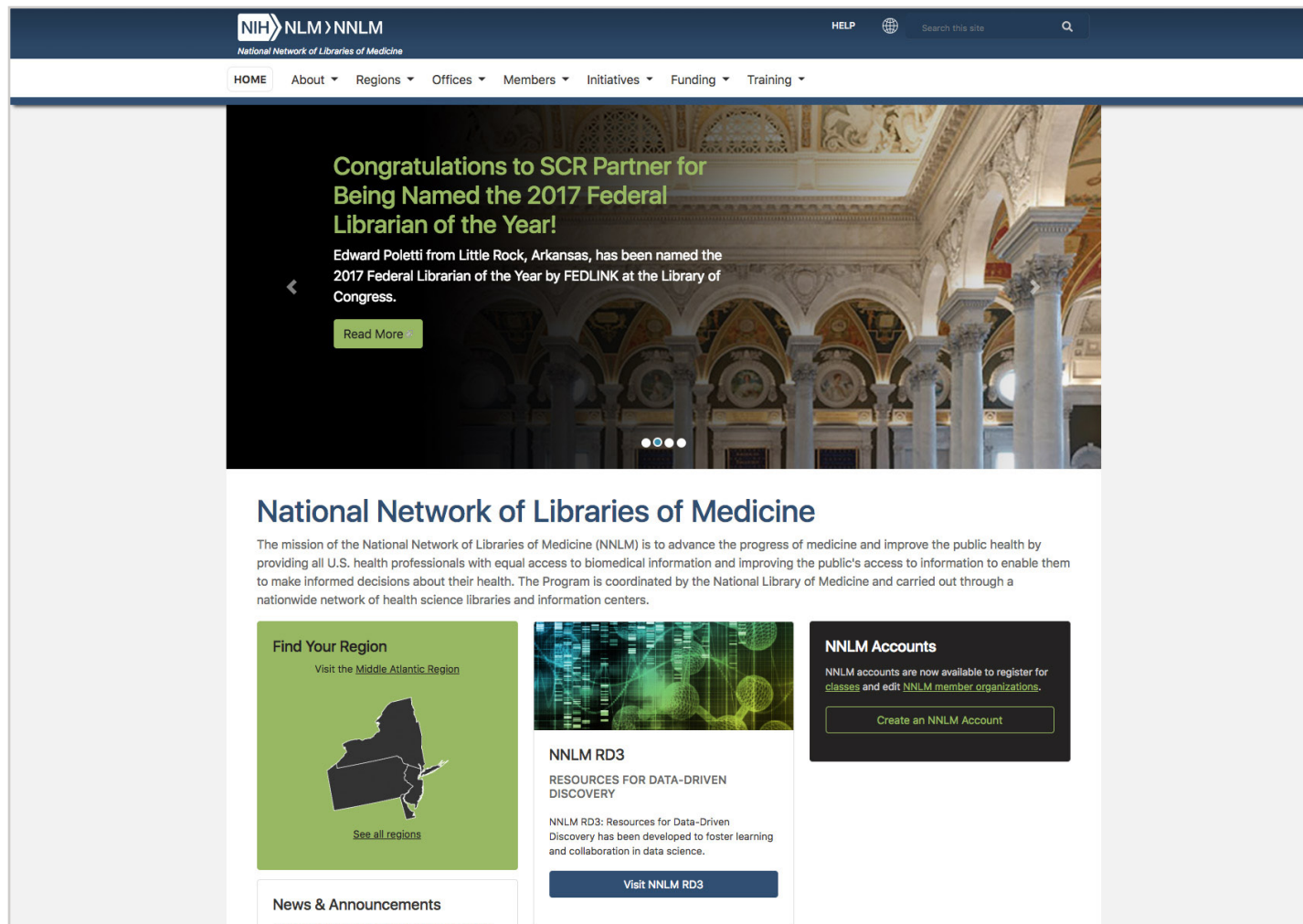
# 01. CAROUSEL SLIDER

The Carousel Slider is present on each of the individual landing pages for regions, offices, or community outreach initiatives. The slider is composed of individual slides that have been created and assigned to a specific region, office, or initiative.

New slides can be added to the site through the following Content Type: **Carousel Slide**.

The content type is composed of fields in which the content author can populate the slide placement, title, description, button text and link, sort order, and photographic asset.

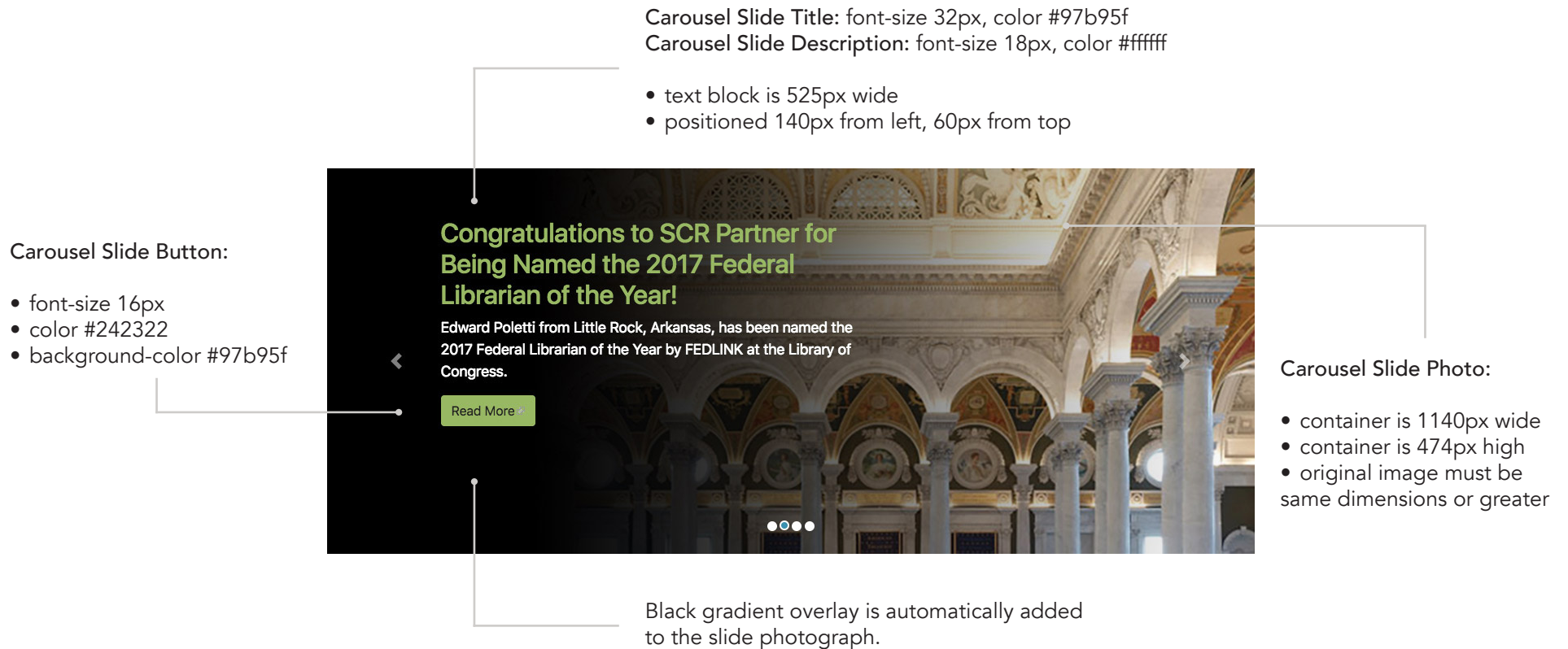
NOTE: When specifying a value in the field of "Carousel Slide Sort Order," please be certain to designate only one image as the first slide (value of 1).



# 01. CAROUSEL SLIDER

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The Carousel Slide styling is managed by the website. Each field is outputted in the proper position and formatted accordingly. All elements are styled and positioned, specific to the screen display (desktop vs. mobile), and automatically scaled and re-adjusted depending on the selected screen display.



## 02. HOMEPAGE FEATURED WIDGET

The Homepage Featured Widget is present on each of the individual landing pages for regions, offices, or community outreach initiatives. Each homepage is composed of individual widgets that have been created and assigned to a specific region, office, or initiative.

New homepage widgets can be added to the site through the following Content Type: **Homepage Featured Widget**.

Block positioning on the homepage is automatically determined, based on a block's content and relative block size.

The screenshot displays the NNLM South Central Region homepage. At the top is a banner image of a fountain. Below it, the heading "South Central Region" is followed by a paragraph: "The NNLM South Central Region aims to advance the progress of medicine and improve public health through increased access to health information within the states of [Arkansas](#), [Louisiana](#), [New Mexico](#), [Oklahoma](#) and [Texas](#)."

The page is organized into several columns of widgets:

- Upcoming Webinars:** A list of upcoming webinars including "NNLM Resource Picks", "SCR CONNECTIONS", "Beyond an Apple a Day", and "Patient Safety Webinar Series". A "Training Schedule" button is at the bottom.
- News & Announcements:** A section titled "WHAT ONE LIBRARIAN LEARNED FROM NNLM'S BIG DATA IN HEALTHCARE COURSE" featuring a video thumbnail and a "Read More" button. The post is dated "May 11, 2018".
- Connect with Us:** A dark-themed widget with links to Facebook, Twitter, the SCR Blog, and the NNLM SCR Email List. It includes a "Contact Us" button.
- Network Membership:** A section with a network diagram and text encouraging health information providers to join the NNLM network. It includes a "Why Should I Join?" button.
- Quick Links:** A green-themed widget with a list of links: "Disaster Information", "SCR Blog - The Blogadillo", "NIH News", "NLM Databases & Resources", "Order Articles with Loansome Doc", "Order NLM Educational Materials", and "Affordable Care Act".
- Follow us on Twitter:** A widget showing tweets from @nnlmscr, including a tweet about a new research study and another about a webinar.

## 02. HOMEPAGE FEATURED WIDGET

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The Homepage Featured Widget styling is managed by the website. Each field is outputted in the proper position and formatted accordingly. All elements are styled and positioned, specific to the screen display (desktop vs. mobile), and automatically scaled and re-adjusted depending on the selected screen display. Widgets are available in four schemes: Dark Gray, Dark Blue, Green, and White.

### Dark Gray

**Accessibility**  
**SECTION 508 COMPLIANCE**  
Section 508 of the Rehabilitation Act of 1973 requires that all website content be accessible to people with disabilities. This applies to Web applications, Web pages and all attached files. If you have difficulties accessing a resource on this site, please use the feedback form on this page to report it.

Learn More About Section 508

Source: U.S. Department of Health & Human Services

### Dark Blue

**Accessibility**  
**SECTION 508 COMPLIANCE**  
Section 508 of the Rehabilitation Act of 1973 requires that all website content be accessible to people with disabilities. This applies to Web applications, Web pages and all attached files. If you have difficulties accessing a resource on this site, please use the feedback form on this page to report it.

Learn More About Section 508

Source: U.S. Department of Health & Human Services

### Green

**Accessibility**  
**SECTION 508 COMPLIANCE**  
Section 508 of the Rehabilitation Act of 1973 requires that all website content be accessible to people with disabilities. This applies to Web applications, Web pages and all attached files. If you have difficulties accessing a resource on this site, please use the feedback form on this page to report it.

Learn More About Section 508

Source: U.S. Department of Health & Human Services

### White

**Accessibility**  
**SECTION 508 COMPLIANCE**  
Section 508 of the Rehabilitation Act of 1973 requires that all website content be accessible to people with disabilities. This applies to Web applications, Web pages and all attached files. If you have difficulties accessing a resource on this site, please use the feedback form on this page to report it.

Learn More About Section 508

Source: U.S. Department of Health & Human Services



## 02. HOMEPAGE FEATURED WIDGET

The content type is composed of fields in which the content author can populate the widget placement, title, subtitle, description, button text and link, byline, sort order, and photographic asset placed at either the top or bottom of the block.

Byline

Title

Subtitle

Description

Button text and link

Image

Optional Image,  
Positioned Bottom


Source: U.S. Department of Health & Human Services

**Accessibility**


**SECTION 508 COMPLIANCE**

Section 508 of the Rehabilitation Act of 1973 requires that all website content be accessible to people with disabilities. This applies to Web applications, Web pages and all attached files. If you have difficulties accessing a resource on this site, please use the feedback form on this page to report it.

[Learn More About Section 508](#)



Optional Image,  
Positioned Top



**Accessibility**

**SECTION 508 COMPLIANCE**

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[Learn More About Section 508](#)

Source: U.S. Department of Health & Human Services

Container:

- 338px wide
- variable height
- content margins 20px
- border-radius .25em
- border 1px solid

Image 338px wide,  
141px high

font-size 20px

font-size 15px, uppercase

font-size 13px

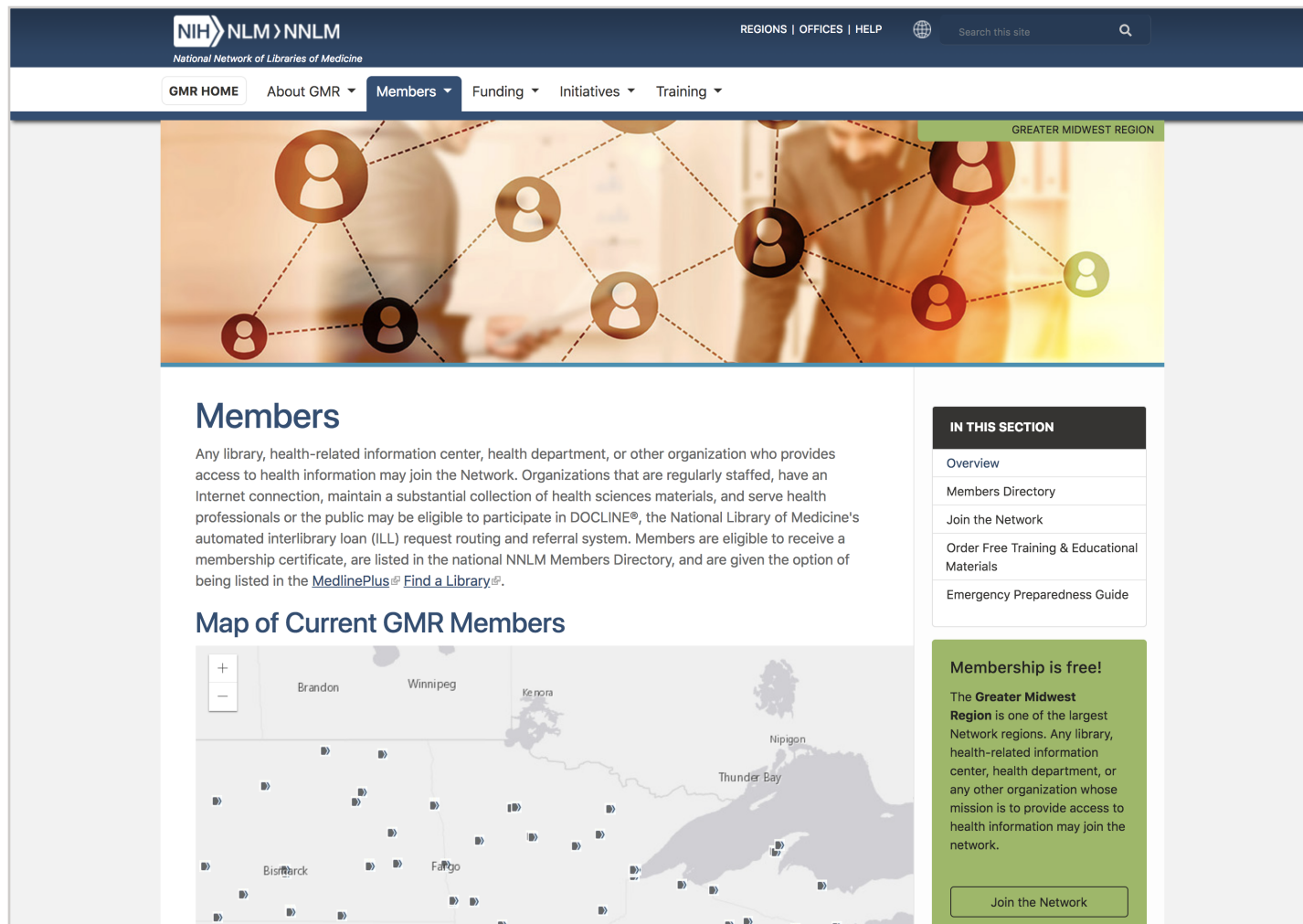
font-size 14px,  
no link underlining

font-size 12px, italicized

## 03. SIDEBAR FEATURED WIDGET

The Sidebar Featured Widget may be present on any of the interior pages for regions, offices, or community outreach initiatives. Each sidebar column may be composed of individual widgets that have been created and assigned to a specific region, office, or initiative.

New Sidebar Featured Widgets can be added to the site through **Content > Add Block > Sidebar Featured Widget**.



## 03. SIDEBAR FEATURED WIDGET

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The Sidebar Featured Widget styling is managed by the website. Each field is outputted in the proper position and formatted accordingly. All elements are styled and positioned, specific to the screen display (desktop vs. mobile), and automatically scaled and re-adjusted depending on the selected screen display. Widgets are available in four schemes: Dark Gray, Dark Blue, Green, and White.

Dark Gray

**NNLM Web Services Office**

**RELIABLE WEB SERVICES**  
The NNLM Web Services Office (NWSO) is responsible for developing and maintaining reliable Web services for NNLM in compliance with the US Department of Health & Human Services information policies.

Contact Us

Dark Blue

**NNLM Web Services Office**

**RELIABLE WEB SERVICES**  
The NNLM Web Services Office (NWSO) is responsible for developing and maintaining reliable Web services for NNLM in compliance with the US Department of Health & Human Services information policies.

Contact Us

Green

**NNLM Web Services Office**

**RELIABLE WEB SERVICES**  
The NNLM Web Services Office (NWSO) is responsible for developing and maintaining reliable Web services for NNLM in compliance with the US Department of Health & Human Services information policies.

Contact Us

White

**NNLM Web Services Office**

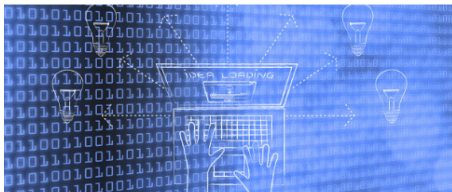
**RELIABLE WEB SERVICES**  
The NNLM Web Services Office (NWSO) is responsible for developing and maintaining reliable Web services for NNLM in compliance with the US Department of Health & Human Services information policies.

Contact Us



## 03. SIDEBAR FEATURED WIDGET

The content type is composed of fields in which the content author can populate the widget placement, title, subtitle, description, button text and link, byline, sort order, and photographic asset placed at either the top or bottom of the block.

Title	NNLM Web Services Office	font-size 18px
Subtitle	RELIABLE WEB SERVICES	font-size 15px, uppercase
Image (optional)		Image 242px wide, 101px high
Note: Sidebar images are only displayed when utilizing the White Widget Styling option.		
Description	The NNLM Web Services Office (NWSO) is responsible for developing and maintaining reliable Web services for NNLM in compliance with the US Department of Health & Human Services information policies.	font-size 14px
Button text and link	<a href="#">Contact Us</a>	Container: <ul style="list-style-type: none"><li>• 242px wide</li><li>• variable height</li><li>• content margins 20px</li><li>• border-radius .25em</li><li>• border 1px solid</li></ul> font-size 14px, no link underlining

# 04. PHOTO BANNER (NNLM)

Photo Banner blocks can be found on nearly every page within <http://nnlm.gov>. Banners, constructed as blocks, are assigned to groups of similar pages. Banners are not controlled on an individual, per-page instance. All photos are managed by the NWSO team.

The screenshot displays the NNLM website interface. At the top is a dark blue header with the NIH > NLM > NNLM logo and the text 'National Network of Libraries of Medicine'. To the right of the logo are links for 'HELP', a globe icon, and a search bar labeled 'Search this site'. Below the header is a white navigation bar with a 'HOME' button and several dropdown menus: 'About', 'Regions', 'Offices', 'Members', 'Initiatives', 'Funding', and 'Training'. The main content area features a large photo banner with the text 'professional development' in a bold, yellow, sans-serif font. The background of the banner is a dark blue grid with various alphanumeric characters in lighter shades of blue and yellow. Below the banner, the section is titled 'Class Descriptions' with a sub-header 'Displaying 1 - 15 of 24'. A table lists three class descriptions, each with a title and a brief description. To the right of the table is a sidebar with a section titled 'IN THIS SECTION' containing links to 'Training Schedule', 'Class Descriptions', and 'Calendar'. Below this is a section titled 'FILTER CLASS(ES)' with a 'Keyword(s)' search box, a note 'Use quotes for exact match', and a 'Sponsoring Region/Office' section with radio buttons for 'NLM' and 'GMR'.

NIH > NLM > NNLM  
National Network of Libraries of Medicine

HELP Search this site

HOME About Regions Offices Members Initiatives Funding Training

## professional development

### Class Descriptions

Displaying 1 - 15 of 24

Title	Description
<a href="#">A Glimpse at the Public Health Digital Library Resources</a>	The paid resources in the Public Health Digital Library are valuable and this is a course that will let you see what's in the collection.
<a href="#">Beyond an Apple a Day: Providing Consumer Health Information at Your Library</a>	This hands-on class will cover the health information seeking behavior of consumers and the role of the librarian in the provision of health information for the public.
<a href="#">Beyond the SEA Web Series</a>	Beyond the SEA is a webinar series from the National Network of Libraries of Medicine, Southeastern/Atlantic Regional Medical Library (NNLM SEA).

**IN THIS SECTION**

- Training Schedule
- Class Descriptions
- Calendar

**FILTER CLASS(ES)**

**Keyword(s)**

Use quotes for exact match

**Sponsoring Region/Office**

- ☐ NLM
- ☐ GMR

## 04. PHOTO BANNER (NNLM)

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Photo Banner blocks can be found on nearly every page within <http://nnlm.gov>. Banners, constructed as blocks, are assigned to groups of similar pages. Banners are not controlled on an individual, per-page instance. All photos are managed by the NWSO team.

Photo Banner image:

- container is 1140px wide
- container is 280px high
- original image must be same dimensions or greater
- artwork is proportionally resized to fit entire container
- resized artwork is centered within container

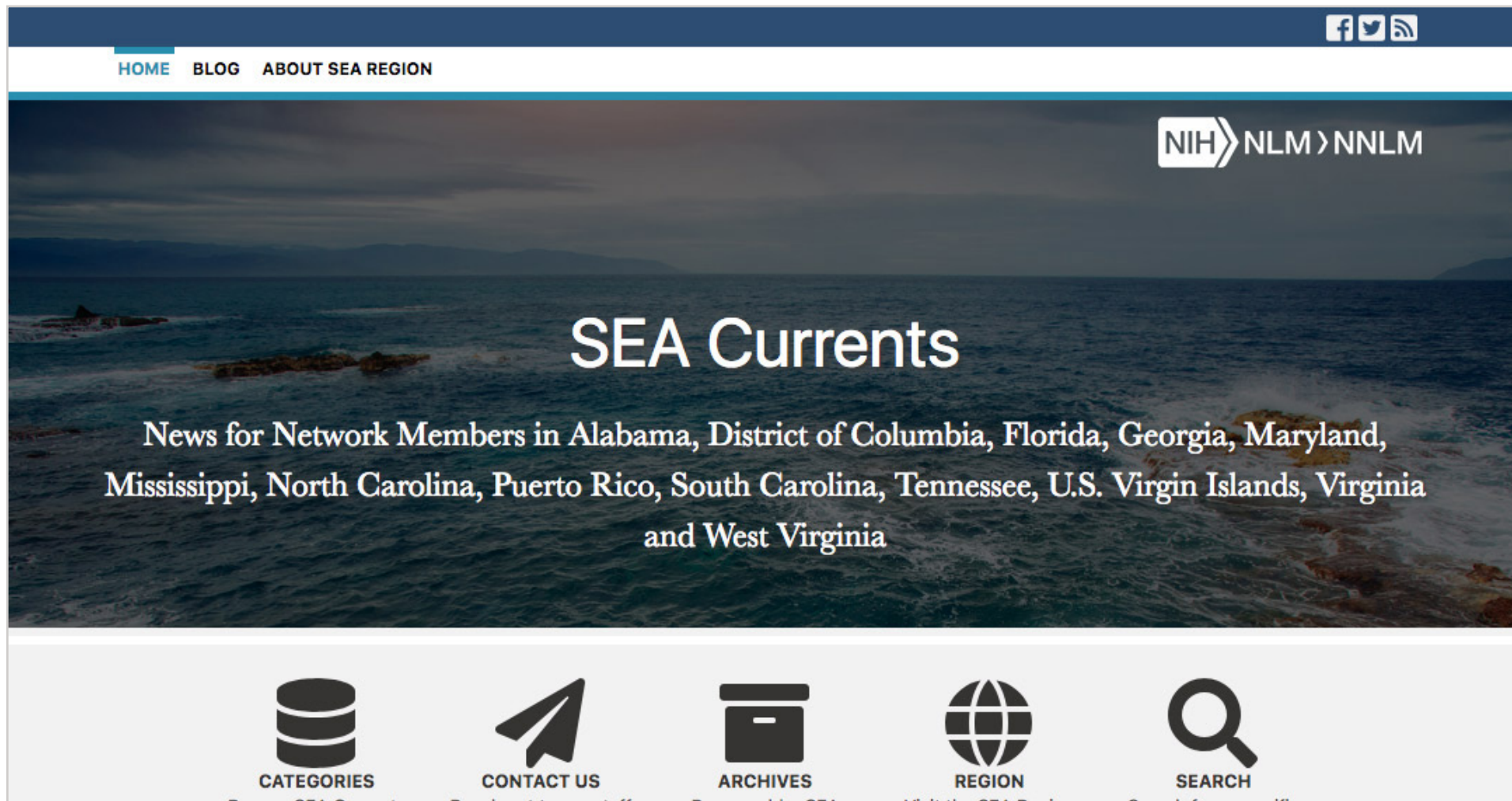


Light blue border, 5px solid #3590b2, on the bottom is automatically added to the photograph.



## 05. PHOTO BANNER (NEWS)

Photo Banner blocks can be found on nearly every page within <http://news.nlm.gov>. Banners are available on the homepage and interior page templates. Banners are not controlled on an individual, per-page instance.



# 05. PHOTO BANNER (NEWS)

Homepage photo banners are managed by the blog owner. Customize the blog by selecting the following, within the WordPress administrative panel: **Appearance > Customize > Header Options > Photo Banners > Homepage Photo URL.**

## Blog title text:

- font-size 3em
- color #ffffff
- text-align center
- text-shadow 2px 2px 3px

## Blog tagline text:

- font-size 16px
- color #ffffff
- text-align center
- text-shadow 2px 2px 3px
- line-height 1.5em
- font-family Baskerville, Palatino, Century Schoolbook

Light blue border, 6px solid #3590b2, on the top is automatically added to the photograph.



National Network of Libraries of Medicine logo is automatically added as an overlay to the homepage photo banner assembly.

## Photo Banner image:

- container is full width of browser window (approx. 2000px)
- container is 382px high
- original image must be same dimensions or greater
- artwork is proportionally resized to fit entire container
- resized artwork is centered within container
- black overlay is automatically added to photograph

# 05. PHOTO BANNER (NEWS)

Interior photo banners are managed by the blog owner. Customize the blog by selecting the following, within the WordPress administrative panel: **Appearance > Customize > Header Options > Photo Banners > Interior Photo URL.**

Light blue border, 6px solid #3590b2, on the top is automatically added to the photograph.

NNLM logo is automatically added as an overlay to the interior photo banner assembly.

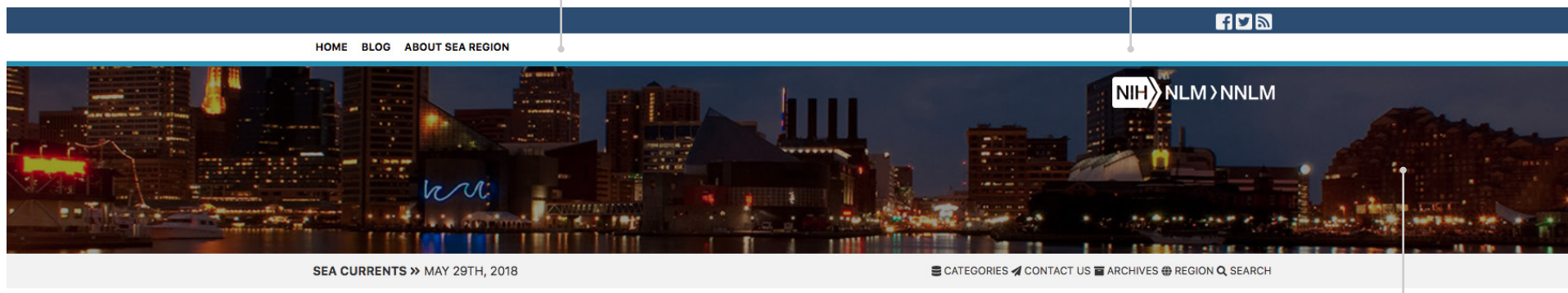
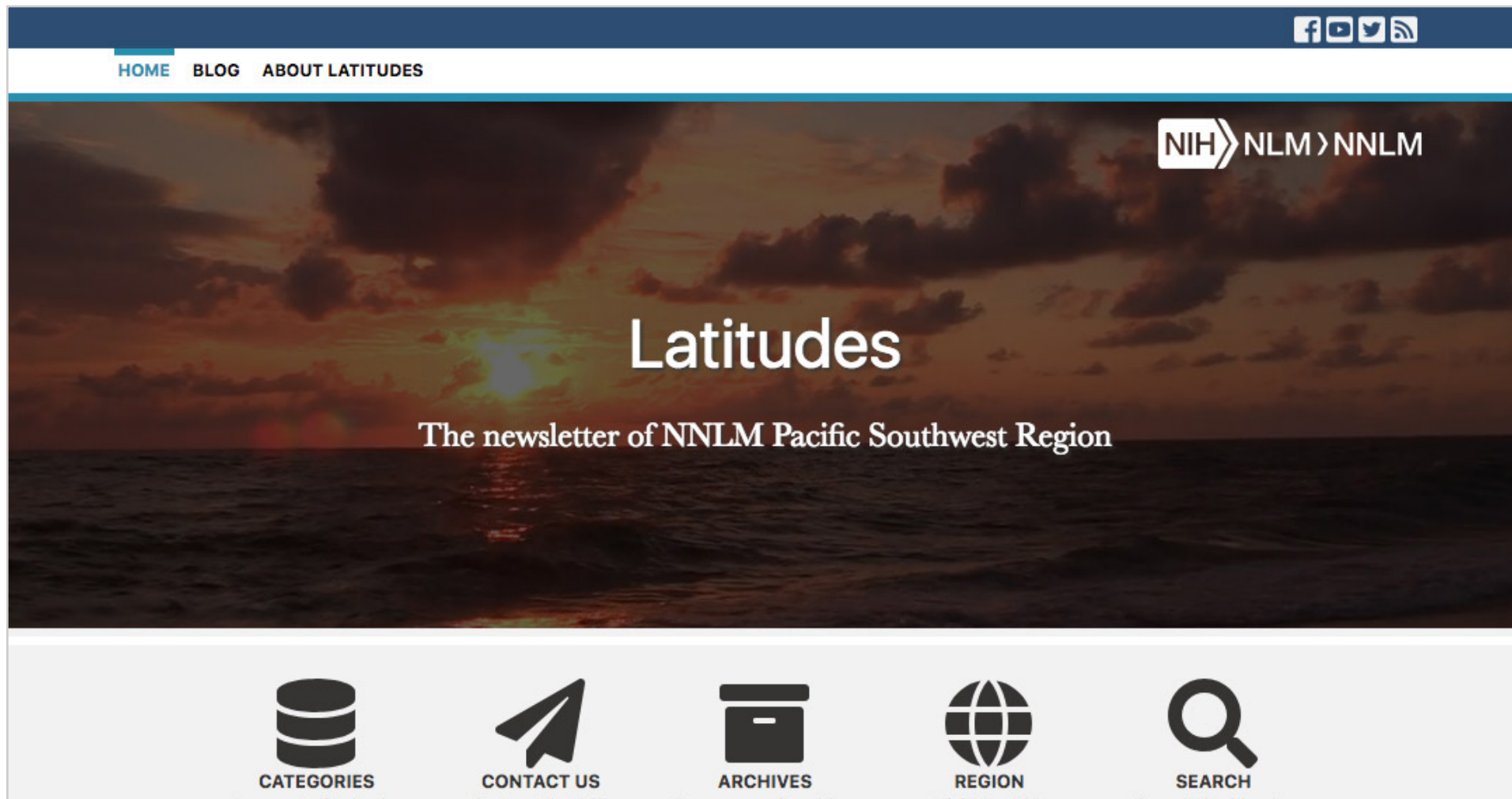


Photo Banner image:

- container is full width of browser window (approx. 2000px)
- container is 216px high
- original image must be same dimensions or greater
- artwork is proportionally resized to fit entire container
- resized artwork is centered within container
- black overlay is automatically added to photograph

## 06. VIDEO BANNER (NEWS)

Video Banner blocks can be found on the homepage within <http://news.nnlm.gov>. Banners are not controlled on an individual, per-page instance.





# 06. VIDEO BANNER (NEWS)

Homepage video banners are managed by the blog owner. Customize the blog by selecting the following, within the WordPress administrative panel: **Appearance > Customize > Header Options > Photo Banners > Homepage Video URL.**

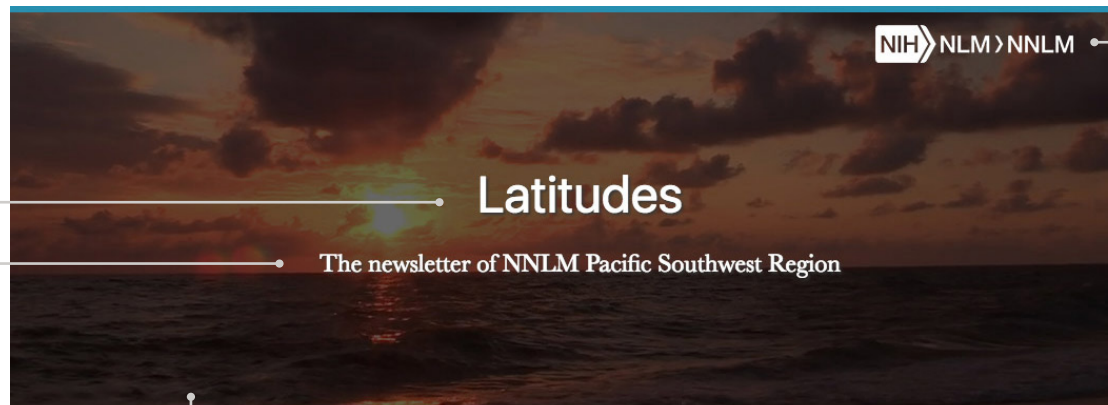
## Blog title text:

- font-size 3em
- color #ffffff
- text-align center
- text-shadow 2px 2px 3px

## Blog tagline text:

- font-size 16px
- color #ffffff
- text-align center
- text-shadow 2px 2px 3px
- line-height 1.5em
- font-family Baskerville, Palatino, Century Schoolbook

Light blue border, 6px solid #3590b2, on the top is automatically added to the video.



National Network of Libraries of Medicine logo is automatically added as an overlay to the homepage video banner assembly.

## Video Banner image:

- container is full width of browser window (approx. 2000px)
- container is 382px high
- original image must be same dimensions or greater
- artwork is proportionally resized to fit entire container
- resized artwork is centered within container
- black overlay is automatically added to photograph
- video format is .mp4



# 07. REGIONAL MAP

The Regional Medical Libraries map is an interactive, illustrative experience that combines layered images, JavaScript functionality, and CSS styling components. Inactive map regions are indicated as dark gray areas, and active map regions are highlighted blue.

## Inactive map region:

- background-color #333333
- state outline #ffffff

## Circle indicator:

- background-color #97b95f
- font-size 14px, bold
- border 2px solid #fffff
- nested, outlined border

## Pull-out map sections:

- background-color #efefef
- font-size 8px, uppercase
- color #333333



## Map ribbon:

- width 330px, height 27px
- border-radius 6px
- background-color #97b95f
- font-size 14px, uppercase
- color #24232b

## Active map region:

- background-color #3a90b0
- state outline #ffffff

## Circle indicator:

- background-color #97b95f
- font-size 14px, bold
- border 2px solid #fffff
- nested, outlined border

## Map background: #f9f9f9

# III.

# CONTENT

# PRESENTATION

- 01. CONTENT STRUCTURE & STYLING
- 02. NAVIGATIONAL MENUS
- 03. MODAL OVERLAYS
- 04. SIDEBAR EXPOSED FILTERING
- 05. OUR BOOTSTRAP APPROACH
- 06. MOBILE BREAKPOINTS

# 01. CONTENT STRUCTURE & STYLING

The NNLM website is composed of several primary blocks: Masthead, Main navigation, Photo banner, Sidebar navigation, Content region, and Footer region. Content added to respective blocks will be automatically styled accordingly, based on established styles.

## Masthead:

- width 100%, height 66px
- background-color #294668
- font-size 12px
- color #ffffff

## Title, <H1> markup:

- font-size 2.5rem
- color #2e4e74

## Body copy:

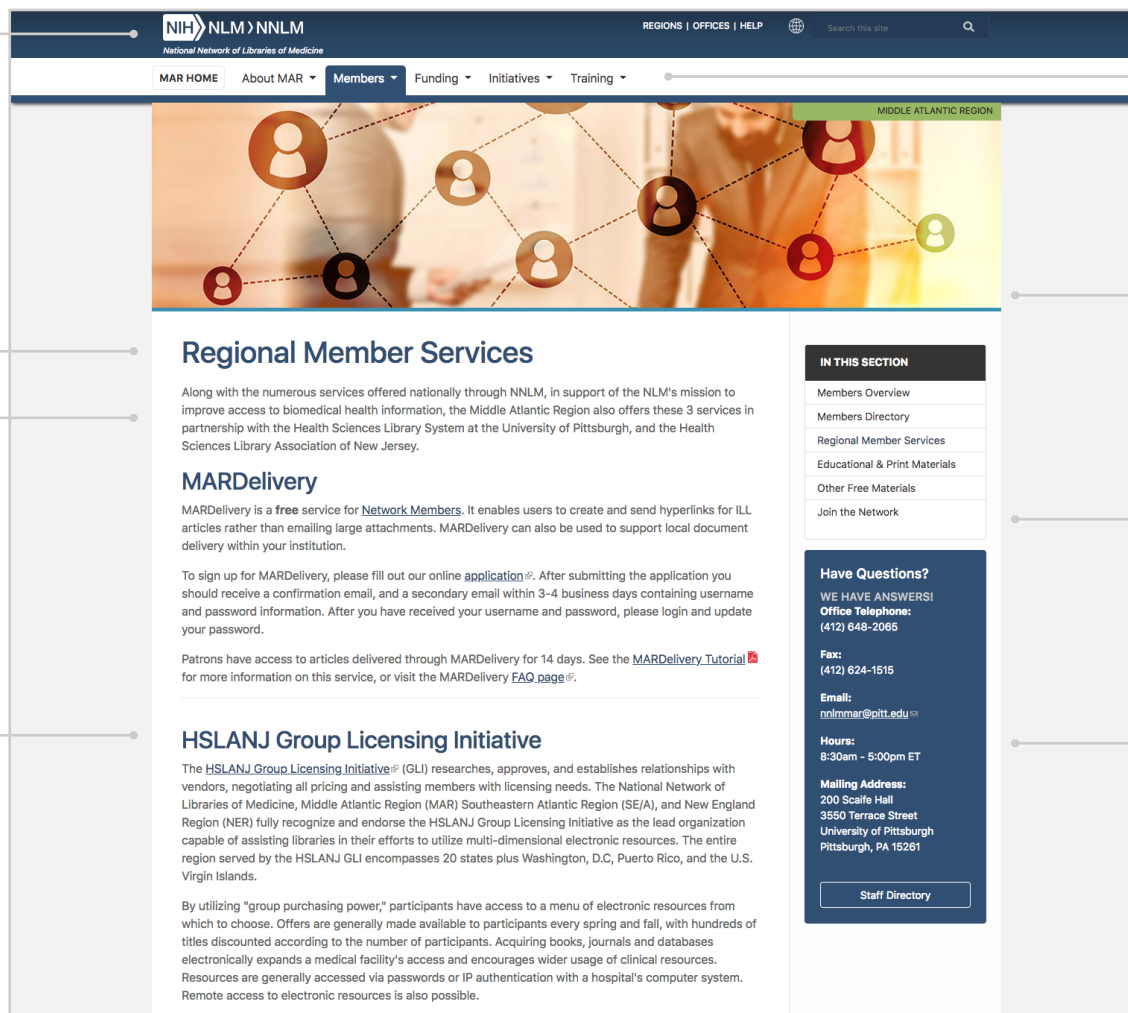
- font-size 1rem
- color #666666

## Body hyperlink:

- font-size 1rem
- color #2e4e74
- link underlining

## Subtitle, <H2> markup:

- font-size 2rem
- color #2e4e74



## Main navigation:

- see III/02 NAVIGATIONAL MENUS

## Photo banner:

- see II/04 PHOTO BANNER (NNLM)

## Sidebar navigation:

- see III/02 NAVIGATIONAL MENUS

## Sidebar Featured Widget:

- see II/03 SIDEBAR FEATURED WIDGET

# 01. CONTENT STRUCTURE & STYLING

The NNLM website is composed of several primary blocks: Masthead, Main navigation, Photo baner, Sidebar navigation, Content region, and Footer region. Content added to respective blocks will be automatically styled accordingly, based on established styles.

Subtitle, <H3> markup:

- font-size 1.75rem
- color #666666

Bulleted list:

- margin-left 15px
- list-style-type disc
- color #666666

Footer ribbon #2:

- width 100%
- min-height 60px
- background-color #294668
- font-size 12px
- color #fffff

Social media icons:

- see I/03 ICONOGRAPHY

Bucket title, <H2> markup:

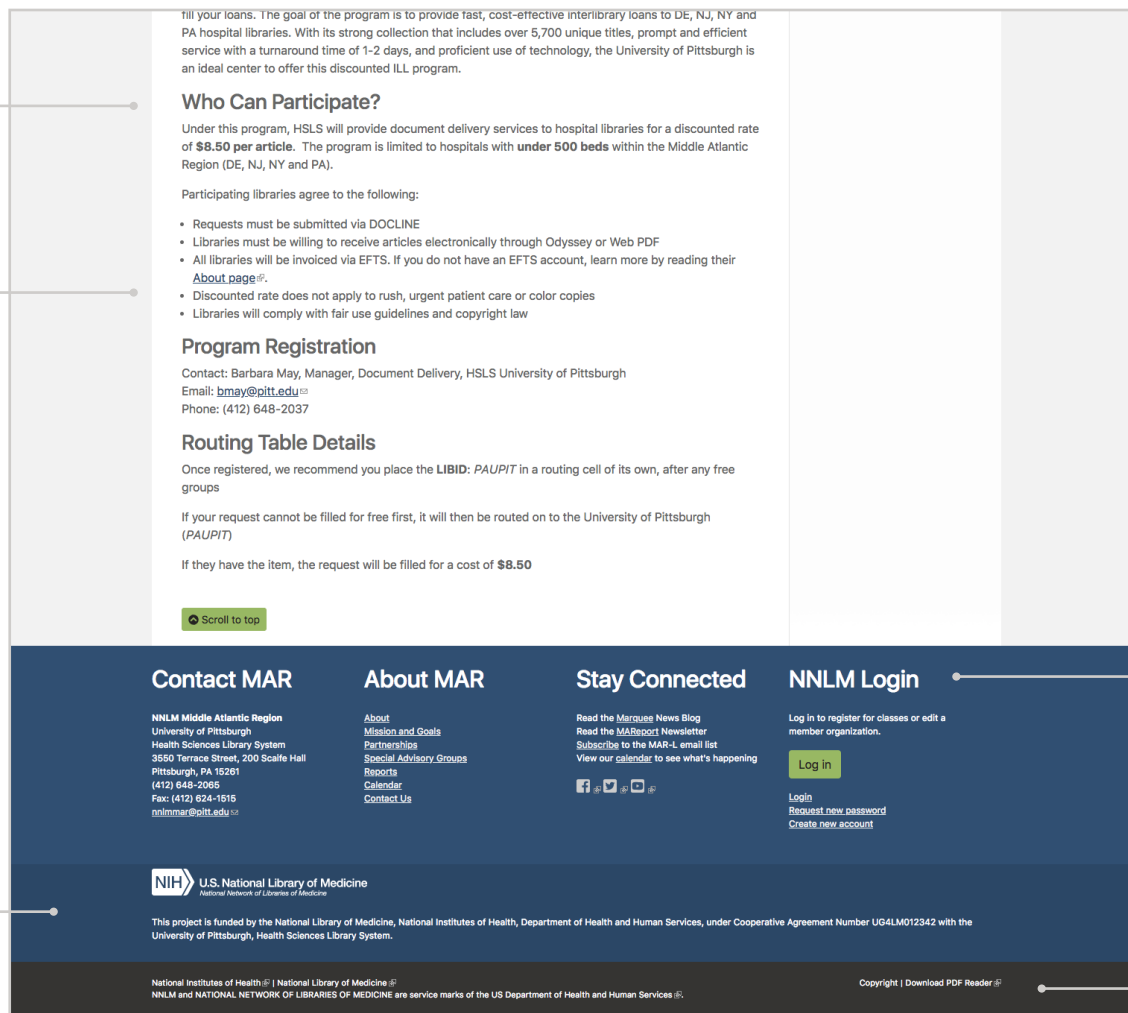
- font-size 2rem
- color #ffffff

Footer ribbon #1:

- width 100%
- min-height 292px
- background-color #2e4e74
- font-size 12px
- color #ffffff

Footer ribbon #3:

- width 100%, height 40px
- background-color #353432
- font-size 11px
- color #ffffff



# 02. NAVIGATIONAL MENUS

The NNLM website is composed of two menus: Primary navigation and Secondary navigation. Where applicable, a Tertiary navigation is nested within the sidebar area. Each menu is managed, automatically displayed, and styled by Drupal.

## Primary navigation:

- font-size 16px
- color #353432
- height 50px

## Secondary navigation dropdown:

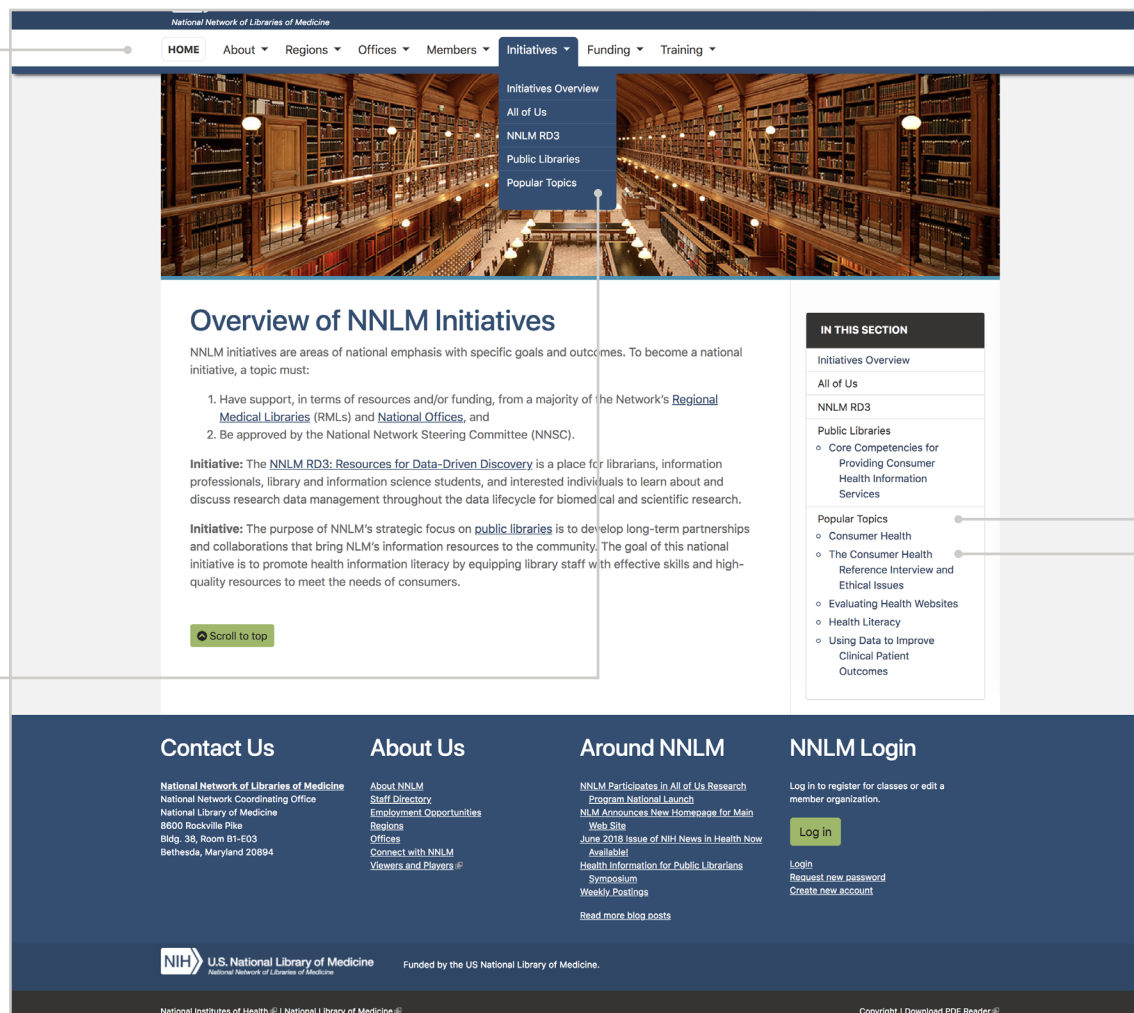
- font-size 14px
- color #f2f2f2
- padding-top 5px
- padding-bottom 5px
- background-color #2e4e74

## Secondary navigation:

- font-size 14px
- color #294668
- padding-left 15px
- padding-bottom 5px
- border-bottom 1px solid #e5e5e5
- width 242px

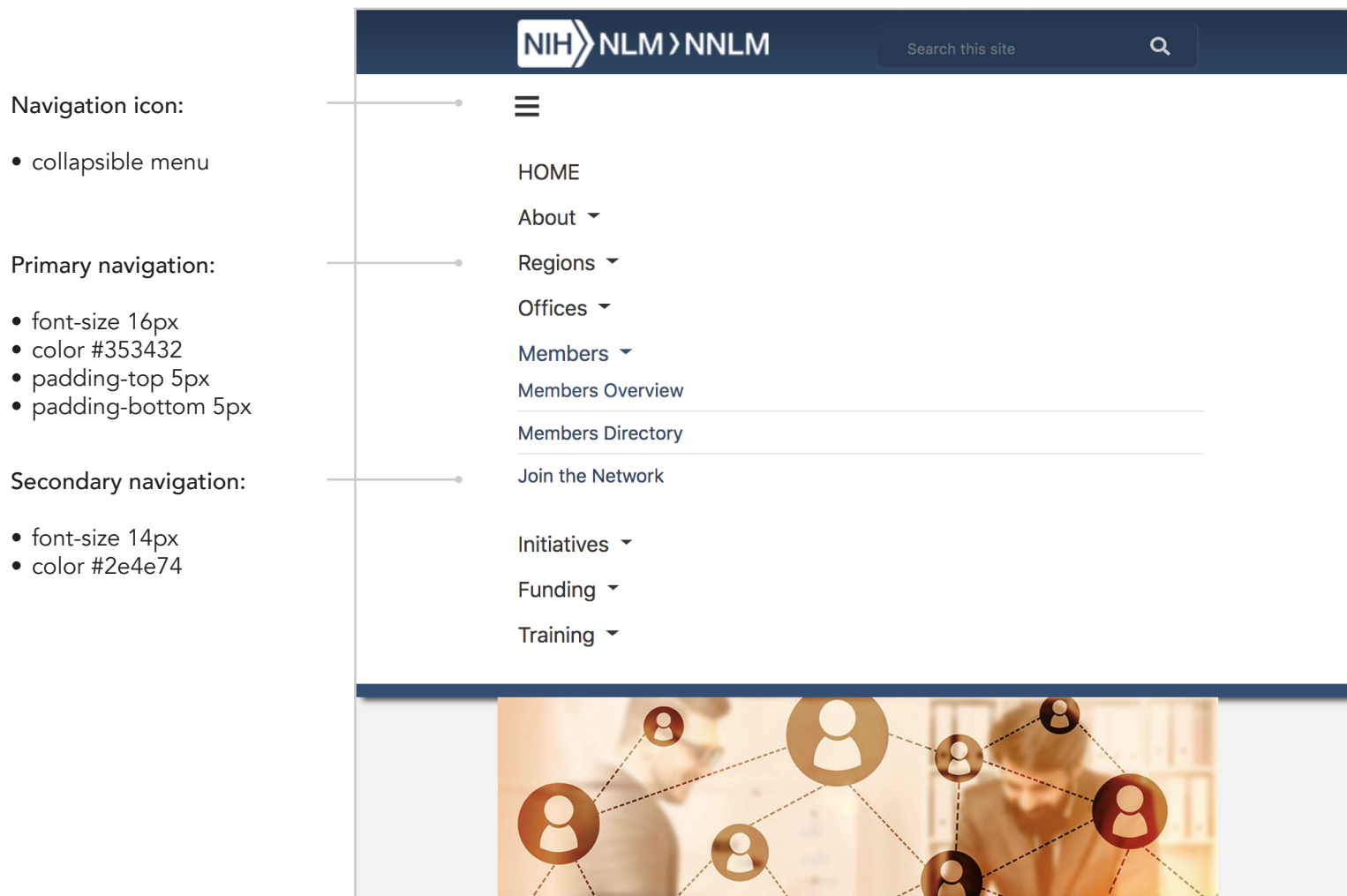
## Tertiary navigation:

- font-size 14px
- color #294668
- padding-left 15px
- padding-top 2px
- padding-bottom 2px
- list-style-type disc



## 02. NAVIGATIONAL MENUS (MOBILE)

Based on a mobile-first design philosophy, the NNLM website menus transform in appearance and functionality, based on the visitor's device that they use to access information. Smaller devices such as vertical phones, landscape phones, and horizontal tablets may utilize a compact solution for site navigation. Compact navigation is accessed by a collapsible menu, and nested secondary menu.



## 02. NAVIGATIONAL MENUS (MOBILE)

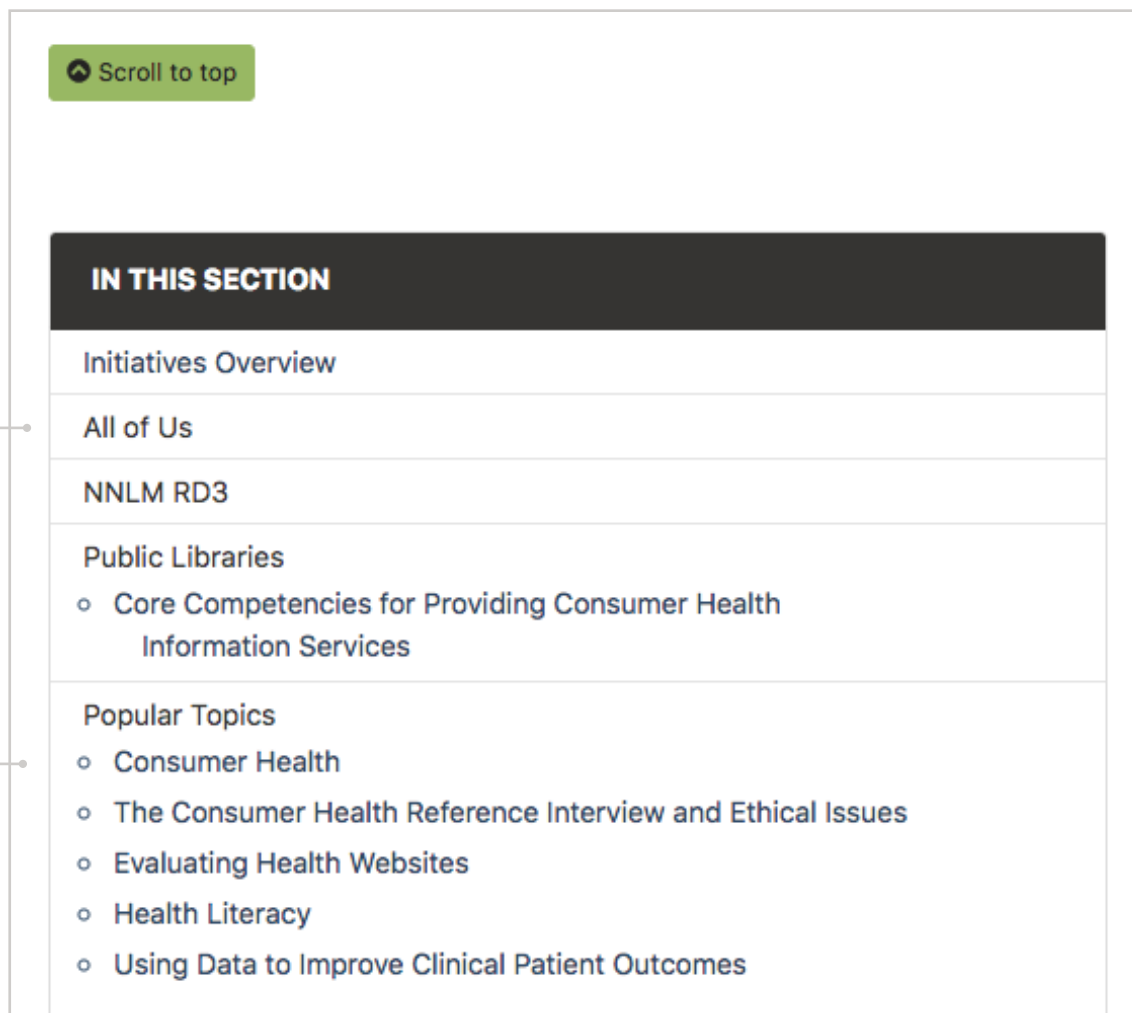
Based on a mobile-first design philosophy, the NNLM website menus transform in appearance and functionality, based on the visitor's device that they use to access information. Smaller devices such as vertical phones, landscape phones, and horizontal tablets may utilize a compact solution for site navigation. Compact navigation is accessed by a collapsible menu, and shifted sidebar menu.

### Secondary navigation:

- font-size 14px
- color #353432
- padding-left 15px
- padding-top 5px
- padding-bottom 5px

### Tertiary navigation:

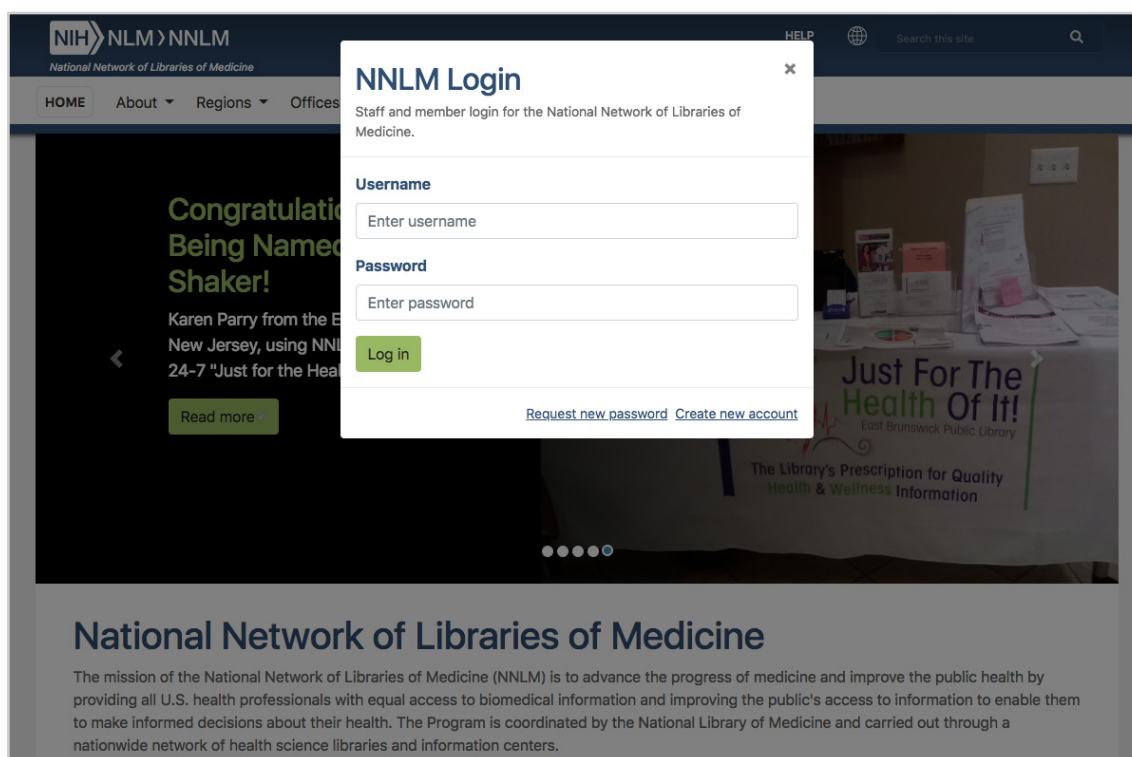
- font-size 14px
- color #2e4e74
- padding-left 15px
- padding-top 5px
- padding-bottom 5px
- list-style-type disc



## 03. MODAL OVERLAYS

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The NNLM Login is displayed within a modal. This window, presented in a box that is 500px wide, overlays the active page underneath. Modal overlays are utilized to present other forms of content, such as the YouTube Media Gallery for Class Presentations.





# 04. SIDEBAR EXPOSED FILTERING

In addition to Secondary navigation and Sidebar Featured Widgets, the sidebar column is used to present blocks for advanced content filtering. This block usually contains form elements, radio buttons or text inputs or select dropdowns, that are used to filter listed results presented in the main content area. Each available block is automatically styled and managed by Drupal templating.

The screenshot shows the NNLM website interface. The main content area displays a list of class descriptions under the heading 'Class Descriptions'. The sidebar on the right contains a 'FILTER CLASS(ES)' section with various filtering options. The sidebar is styled with a dark blue background and white text. The main content area has a light gray background. The sidebar is positioned to the right of the main content area, and the filtering options are clearly visible and accessible.

Title	Description
<a href="#">A Glimpse at the Public Health Digital Library Resources</a>	The paid resources in the Public Health Digital Library are valuable and this is a course that will let you see what's in the collection.
<a href="#">Beyond an Apple a Day: Providing Consumer Health Information at Your Library</a>	This hands-on class will cover the health information seeking behavior of consumers and the role of the librarian in the provision of health information for the public.
<a href="#">Beyond the SEA Web Series</a>	Beyond the SEA is a webinar series from the National Network of Libraries of Medicine, Southeastern/Atlantic Regional Medical Library (NNLM SEA).
<a href="#">Big Data in Healthcare: Exploring Emerging Roles</a>	The Big Data in Healthcare: Exploring Emerging Roles course will help health sciences librarians better understand the issues of big data in clinical outcomes and what roles health sciences librarians can play.
<a href="#">Chemicals, Drugs and Genetics: Searching PubMed and Beyond Online On Demand</a>	This specialized class will help improve your effectiveness in searching PubMed and related NLM and NIH databases for literature information on chemicals, drugs and genetics.
<a href="#">Combating Information Fatigue: Health Information Resources for Veterans</a>	Veterans and their families need reliable health information resources and training to locate health information that is sensitive and pertinent to their needs.
<a href="#">Food for Thought: Exploring Nutrition Information Resources</a>	This class is designed to assist librarians, public health workers, health professionals, and the general public in locating authoritative information on nutrition and topics relating to nutrition.
<a href="#">Health and Wellness @ the Library: The Essentials of Providing Consumer Health Services</a>	Centered around eight core competencies, this interactive 4-week online course provides a rich learning experience to build all the essential skills for providing consumer health information service.
<a href="#">Health Statistics on the Web</a>	This hands-on course focuses on the location, selection, and effective use of statistics relevant to health on the local, state, national, and international levels.

IN THIS SECTION

- Training Schedule
- Class Descriptions
- Calendar

FILTER CLASS(ES)

Keyword(s)

Use quotes for exact match

Sponsoring Region/Office

- ☐ NLM
- ☐ OHR
- ☐ MAR
- ☐ MCR
- ☐ NEO
- ☐ NER
- ☐ NPHCO
- ☐ NTD
- ☐ PWR
- ☐ PSR
- ☐ SEA
- ☐ SCR

Disaster Information Specialization Courses

No preference

Consumer Health Information Specialization Courses

No preference

Recording Availability

No preference

Class Category

No preference

On Demand Classes

No preference

Apply

Reset

Block header and title:

- background-color #353432
- font-size 14px
- color #ffffff
- uppercase

Text input field:

- width 200px, height 30px
- font-size 14px
- color #ffffff
- border 1px solid #cccccc

Checkbox label:

- font-size 12px
- uppercase

Select label:

- font-size 14px
- font-weight bold

# 05. OUR BOOTSTRAP APPROACH

NNLM.gov is designed and built upon the Bootstrap framework. This front-end component library assumes a responsive design, mobile-first approach toward presenting content to the end user. We use Bootstrap to deliver consistent content to end users, regardless of platform, browser, or device selection while maintaining a consistent design vocabulary and brand recognition.

## Component library:

Visit [getbootstrap.com](https://getbootstrap.com) to view documentation and examples, or to browse the component library that we used for the design and development of NNLM.gov.


## Bootstrap

Build responsive, mobile-first projects on the web with the world's most popular front-end component library.


Bootstrap is an open source toolkit for developing with HTML, CSS, and JS. Quickly prototype your ideas or build your entire app with our Sass variables and mixins, responsive grid system, extensive prebuilt components, and powerful plugins built on jQuery.

[Get started](#)[Download](#)

Currently v4.1.0




See how your visitors are really using your website. ads via Carbon



### Installation

Include Bootstrap's source Sass and JavaScript files via npm, Composer or Meteor. Package managed installs don't include documentation, but do include our build system and readme.




### BootstrapCDN

When you only need to include Bootstrap's compiled CSS or JS, you can use [BootstrapCDN](#).

**CSS only**

```
<link rel="stylesheet" href=
```



### Official Themes

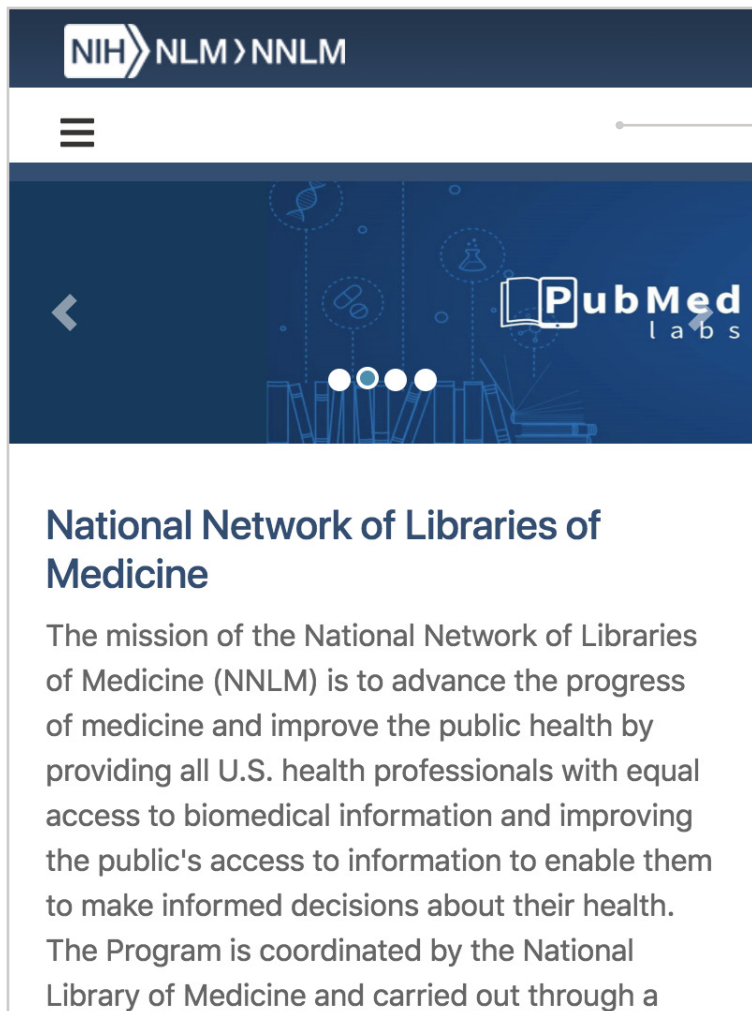
Take Bootstrap 4 to the next level with official premium themes—toolkits built on Bootstrap with new components and plugins, docs, and build tools.

NNLM Website Style Guide: III. Content Presentation

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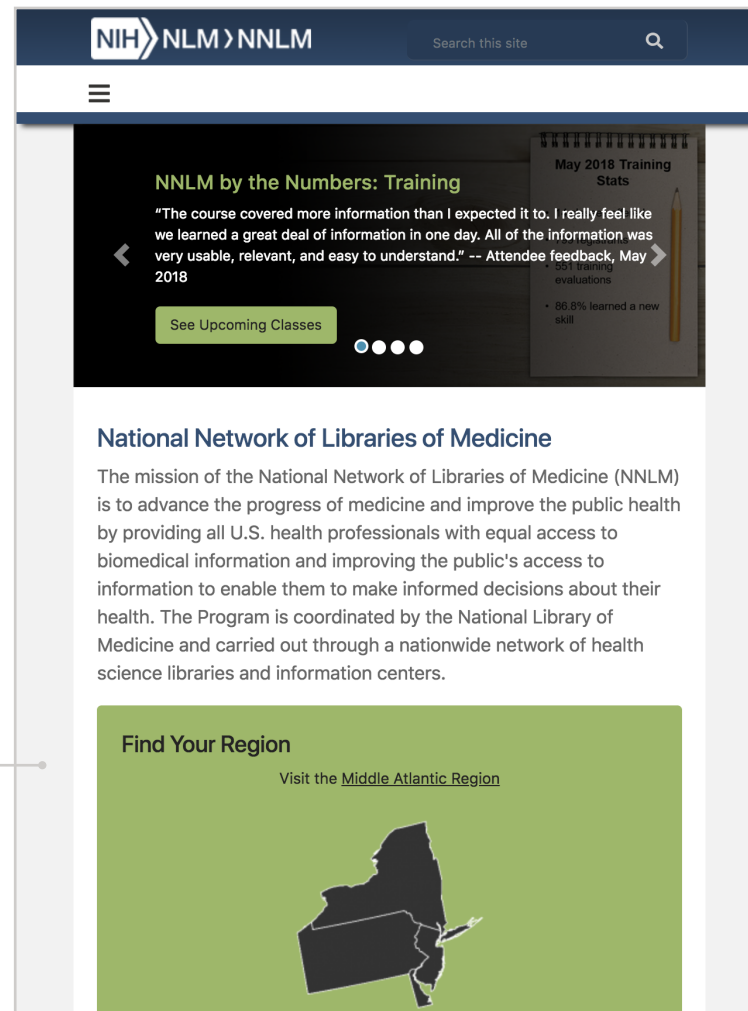
# 06. MOBILE BREAKPOINTS (MOBILE)

Following a mobile-first approach for displaying content, the NNLM website will appear differently, based on the device that you use to access content. Two breakpoints, Extra Small and Small, are utilized to manage the presentation of content on phone devices.



Extra Small devices:

- portrait display phone
- max screen width 576px



Small devices:

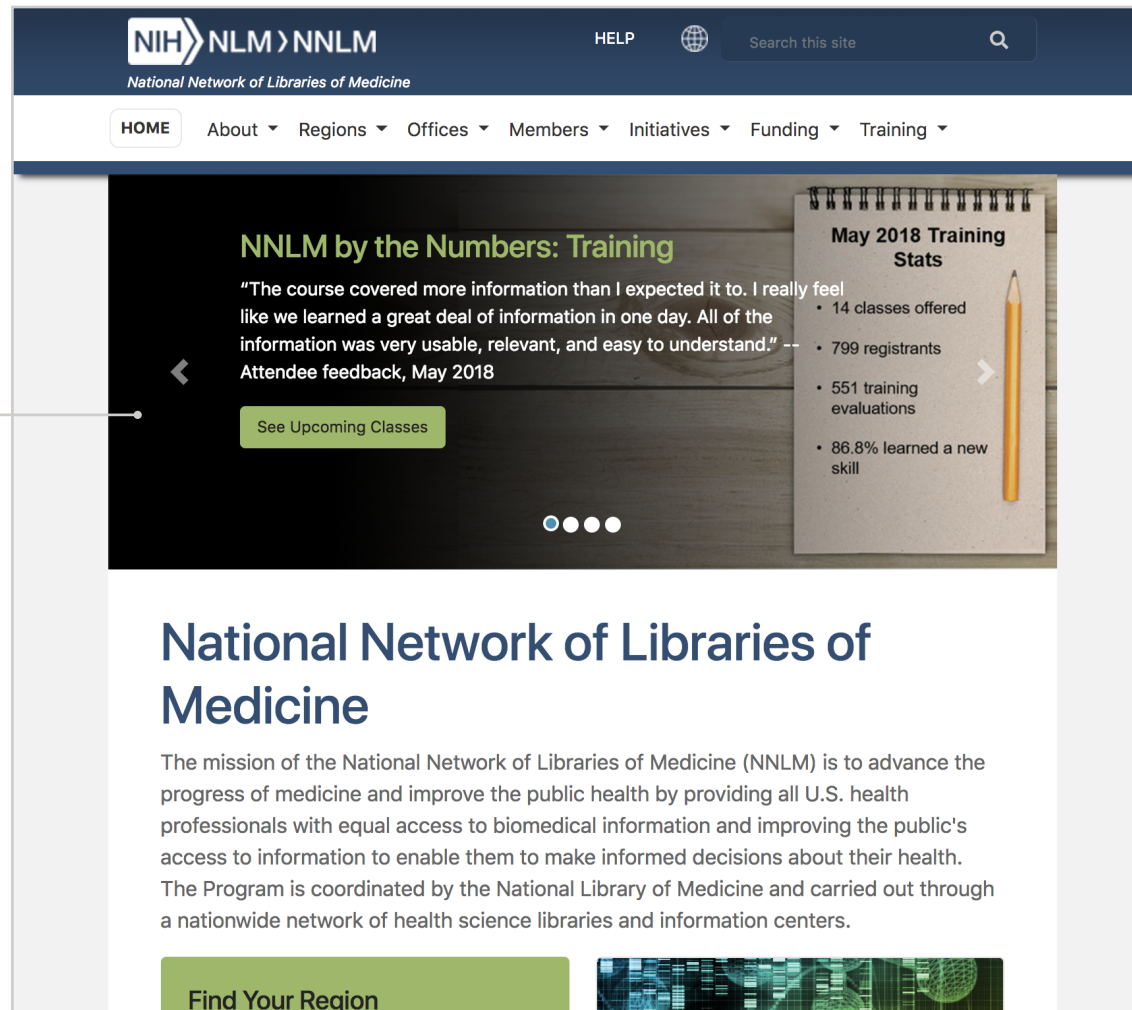
- landscape display on phone
- min screen width 576px
- max screen width 767px

## 06. MOBILE BREAKPOINTS (TABLET)

Following a mobile-first approach for displaying content, the NNLM website will appear differently, based on the device that you use to access content. One breakpoint, Medium, is utilized to manage the presentation of content on large phone or tablet devices.

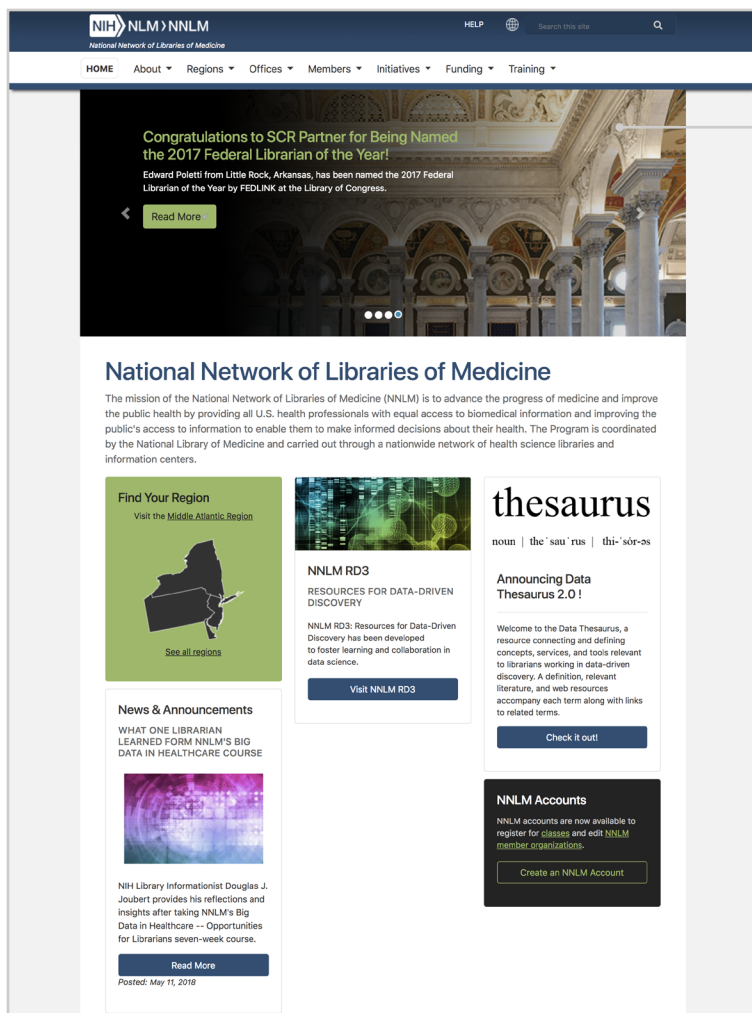
Medium devices:

- vertical tablet display
- min screen width 768px
- max screen width 991px



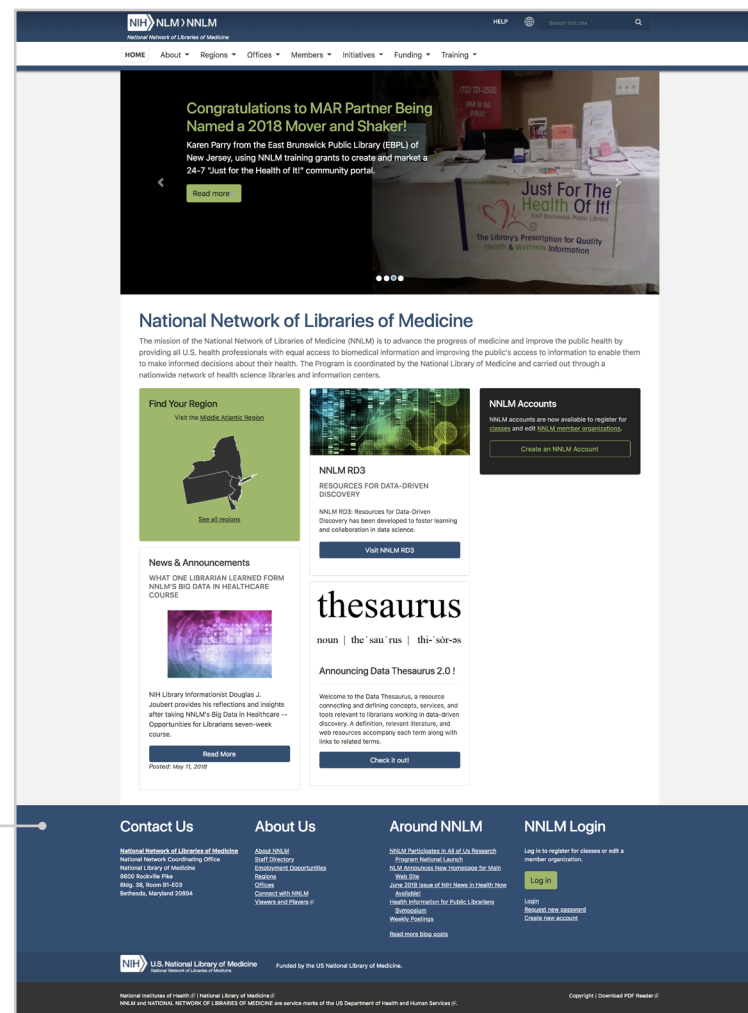
# 06. MOBILE BREAKPOINTS (DESKTOP)

Following a mobile-first approach for displaying content, the NNLM website will appear differently, based on the device that you use to access content. Two breakpoints, Large and Extra Large, are utilized to manage the presentation of content on a laptop/desktop.



Large devices:

- horizontal tablet display
- small desktop display
- min screen width 992px
- max screen width 1199px



Extra Large devices:

- large desktop display
- min screen width 1200px



STYLE GUIDE DESIGNED, DEVELOPED, AND MAINTAINED BY  
NNLM NATIONAL WEB SERVICES OFFICE:

NWSO@PITT.EDU  
[HTTP://NNLM.GOV/NWSO](http://nnlm.gov/nwso)