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APPENDIX

Web & Editorial Standards Overview



Guidelines for Web

As one of Kennesaw State's most visible brand touchpoints, the website plays a critical role in shaping perception and delivering a consistent user experience. The following is a high-level overview of web style best practices. For full details, please refer to the official [Web Style Guide](#) for Kennesaw State University..

PURPOSE

All official University websites should reflect the KSU brand and meet usability, accessibility, and consistency standards. The full Web Style Guide outlines how to structure, write, and maintain content that is accurate, accessible, and aligned with the University's goals.

KEY STANDARDS

- **Templates**
All pages must use the approved KSU Omni CMS template. The header and footer are standard across all pages. Departments may customize page titles and content areas.
- **Navigation**
Use clear, concise menu labels. Limit top-level navigation to 7–8 items. Avoid dropdowns with more than two levels.
- **Typography**
Use Montserrat for all web content. Apply heading styles consistently and avoid manual font overrides.
- **Writing Style**
Keep language simple and scannable. Use short paragraphs, active voice, and bulleted lists when possible. Follow AP style and University naming conventions.
- **Accessibility**
All content must meet WCAG 2.0 AA guidelines. Use alt text for images, descriptive link text, and ensure keyboard navigation to ensure accessibility compliance.
- **Brand Consistency**
Web content should reflect the University's voice and tone. Avoid outdated logos or unapproved visuals. Refer to this Brand Standards Guide for direction on photography, messaging, and graphic elements.

Full Guidelines

To ensure your site meets University standards, refer to the complete [Web Style Guide](#).

Editorial Standards

Kennesaw State's communications, whether online or in print, reflect our professionalism and voice. The following is a concise guide to our editorial standards. For full details, please refer to the official KSU [Editorial Style Guide](#).

PURPOSE

Ensure consistent, polished messaging across all University publications. This guide, grounded in the AP Stylebook and Merriam-Webster's Collegiate Dictionary, addresses common usage issues and evolves with language trends.

KEY STANDARDS

- **Style & Spelling**
Follow AP Stylebook and Merriam-Webster's Collegiate Dictionary. This covers capitalization, punctuation, numbers, and spelling.
- **Names & Titles**
Use full names and titles on first reference; last name thereafter. Use "Dr." only for medical doctors on first reference.
- **Abbreviations & Acronyms**
Spell out on first reference with the acronym in parentheses, e.g., Center for Teaching and Learning (CETL). Use the acronym thereafter, as needed.
- **Degrees & Academic Terms**
Capitalize full degree names (Bachelor of Arts). Short forms (bachelor's degree) are lowercase; abbreviations like Ph.D.—with periods and no apostrophes—are used, as needed.
- **Time & Addresses**
Use "a.m.," "p.m." lowercase with periods. Abbreviate Ave., Blvd., St. after numbered addresses; spell out when no number is used.

Full Guidelines

For detailed rules, exceptions, examples, and alphabetized entries, access the comprehensive [Editorial Style Guide](#). For style questions or clarifications, contact Strategic Communications and Marketing.