Web Content Guidelines: Group pages, Websites, and Branding Guidelines

Group page
(on The Bridge)

Who has one	Any group in The Bridge
Access to Content	Group members only
Intended Audience	Group members
Types of Content	Administrative: • Files/forms • Discussion forums/announcement feeds • Events • Roster

Group Website
(on The Bridge, example: Evergreens and Student Clubs and Orgs

Who has one	Affiliate Groups managed by a staff moderator/advisor (SGA, RAs, Evergreens, etc.); *RSOs*
Access to Content	Public facing
Intended Audience	Loyola Community (but visible to anyone)
Types of Content	• Relevant dates and information for Loyola Community • Showing involvement opportunities for prospective students

Best Practices:
- Top navigation bar should be present on every page of Group Website
- SEO settings: The default setting is for the website to be findable by search engines. If you don't want this, turn this setting off under "Access Rights."
- Content, design, and guidance from subject matter experts in MarComm.
- Technical support and oversight from The Office of Student Engagement and Campus Groups.

Typical website organization:
- Home
  - Mission/purpose, what the group does, social media accounts, etc.
  - Call attention to your other important pages like Events or News
  - If the group has a lot of general info to share, consider adding an About page after Home
- Membership/Get Involved/Join
  - Member requirements, instructions for how to join, etc.
- Events
- News/Announcements
- Contact Us
  - Can also include leadership team, roster, social media accounts

Branding Guidelines

The Office of Marketing and Communications provides detailed information regarding Loyola University Maryland's Branding Guidelines. To ensure a cohesive image is presented to all audiences, these guidelines must be followed. Though The Bridge has some limitations in terms of typography and color palette, guidelines regarding logo and style will be strictly enforced.
For a full account of these guidelines, please click here