Build It Right:

Branding, Accessibility & Best Practices for a Better Website

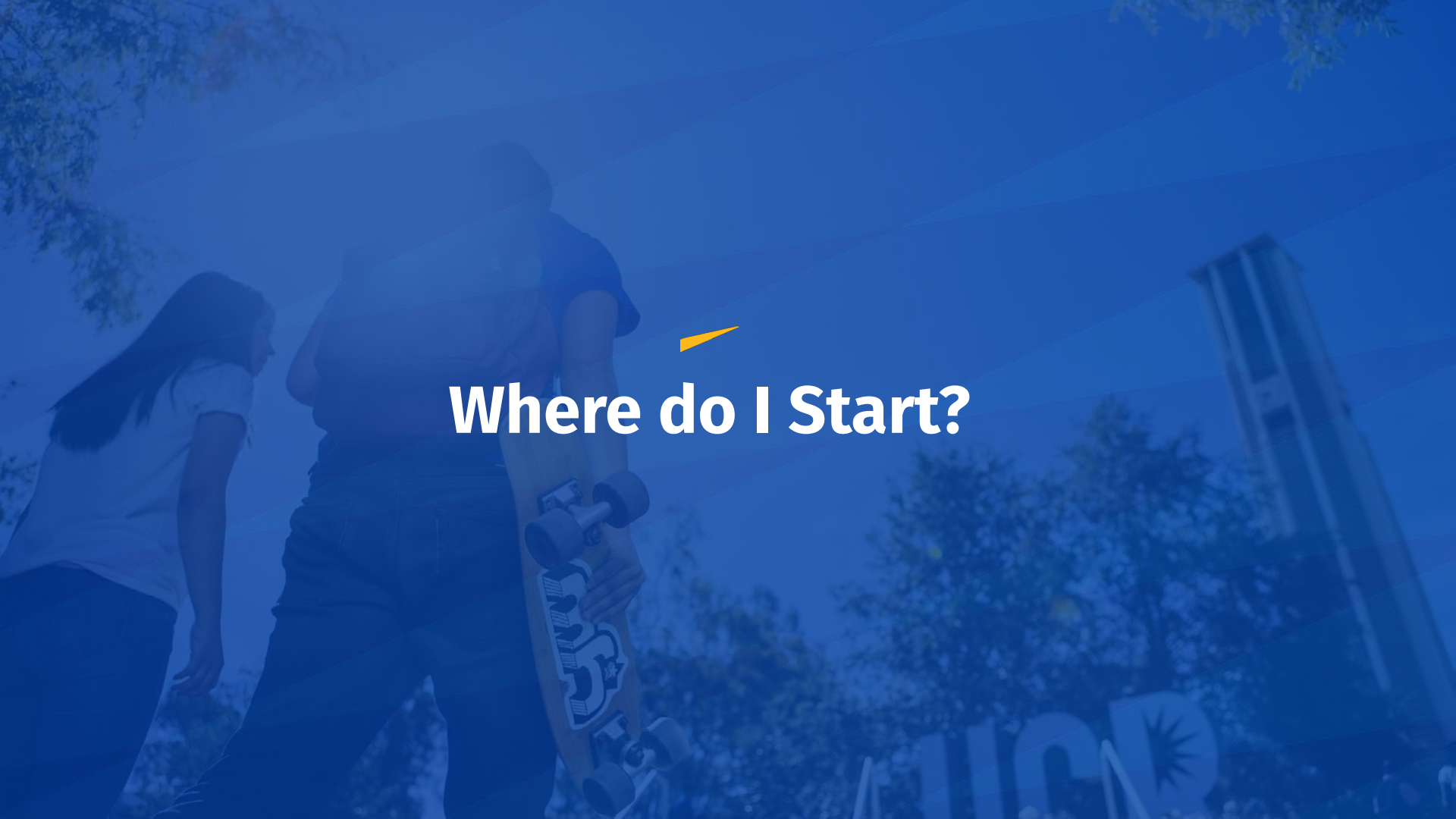
Johnny Lam, Evan Fields, and Rick Donato
University Relations
September 11, 2025 - 1-1:45pm

UC RIVERSIDE

Interactive Word Cloud

What is one thing you would like to learn to do in Drupal?

slido



Where do I Start?

Drupal Online Resources

websites.ucr.edu

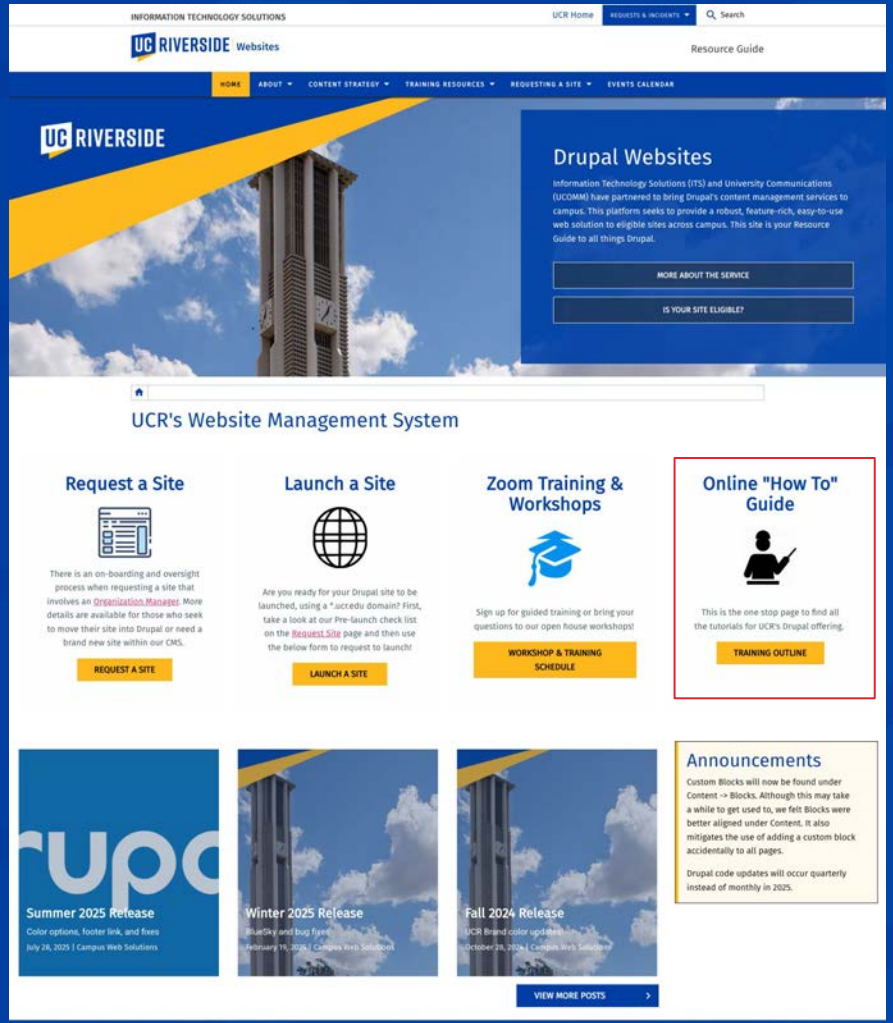
Online resource developed by ITS and UREL as a web portal for all things Drupal.

On this site, you can get information about:

- Requesting a Drupal Site
- Launching a Drupal Site
- Request and Schedule Drupal Training & Workshops
- Latest Drupal release info
- Important Drupal-related ITS announcements

We'll focus on :

- **DIY "How To" Guides**



websites.ucr.edu

Training Tutorials

From site content basics to implementing more advanced user interfaces.

- **Layout Builder**
- **Custom Blocks, Media, and Site Main Navigation Menu**

And some cool stuff:

- **Adding Additional Media**
  - Social media feeds, video embeds, icons, parallax
- **Advanced Tools**
  - Page redirects, logins, webforms

websites.ucr.edu/training/tutorials

brand.ucr.edu

Website developed by UREL as an online resource for UCR branding and marketing style guides, to help insure visual identity and consistency with department projects.

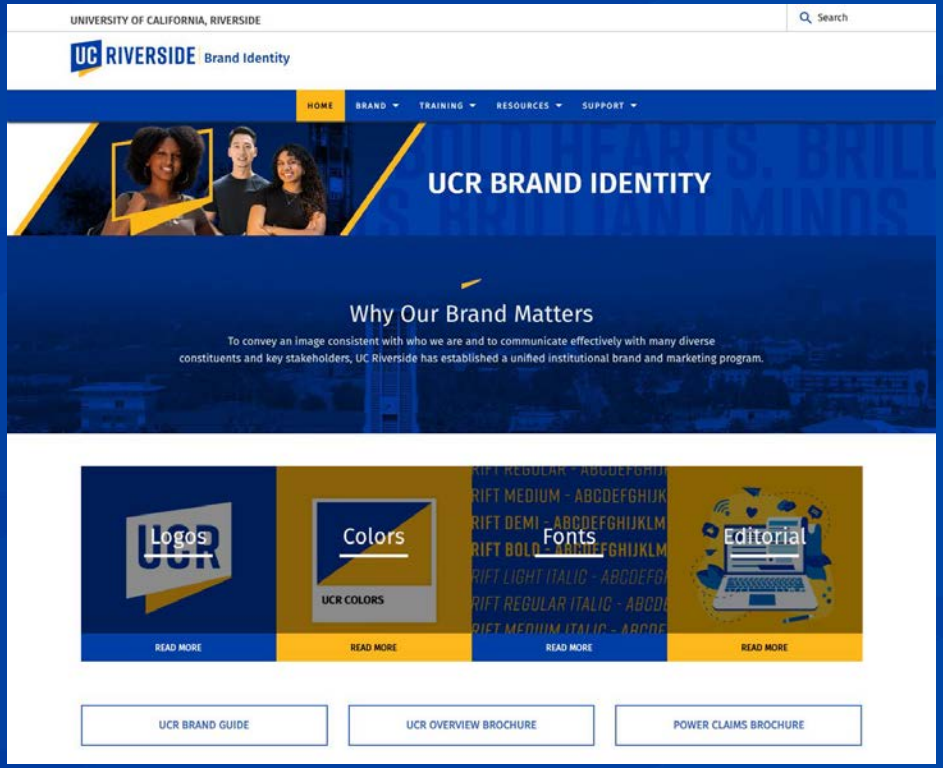
Aside from key marketing and design guidelines on:

- **UCR Logo**
- **Marketing content**
- **Specific typography**

MOST IMPORTANTLY:

- **UCR Brand Colors**
  - Brand consistency
  - Page legibility

brand.ucr.edu/ucr-colors



Best Practices

Design/Layout

- **Plan your website layout before you build** - The goal is to figure out the best way to display your content so it's easy for users to understand and engage with.

- **Strategic use of Layout -** Don't just pick a layout—use it intentionally.
    - Using columns, full width sections, color background sections
    - Layout used for multiple pages
    - Image assets

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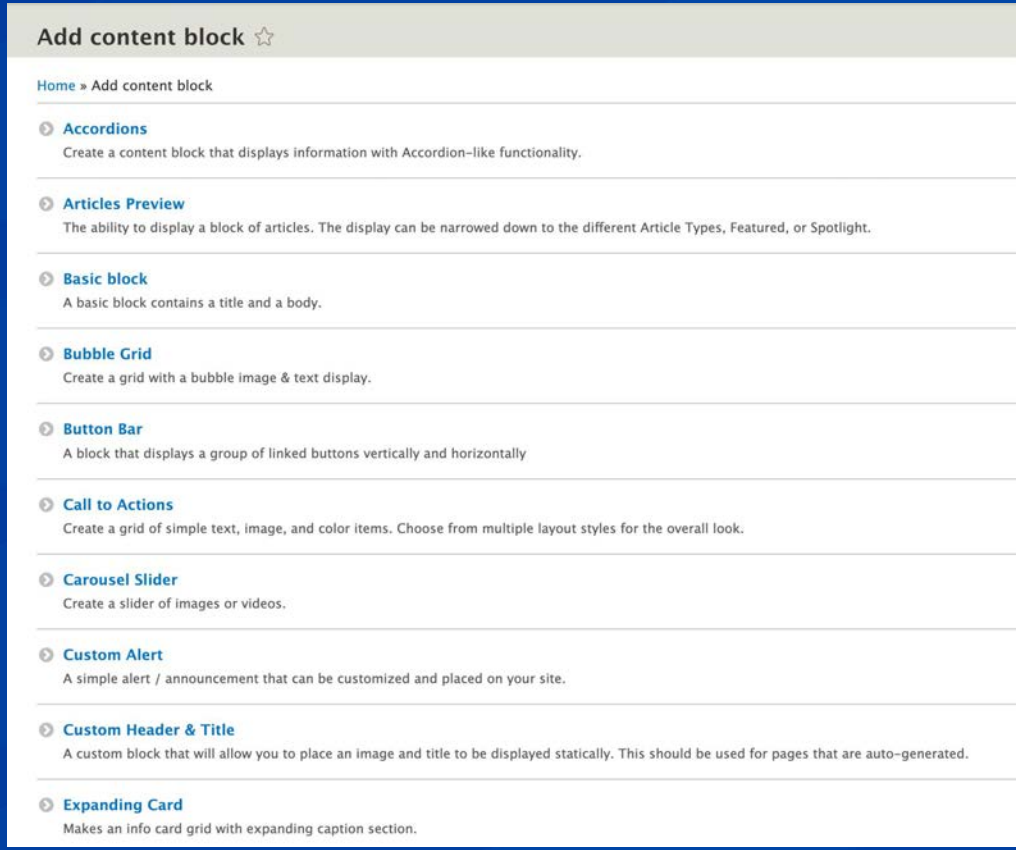
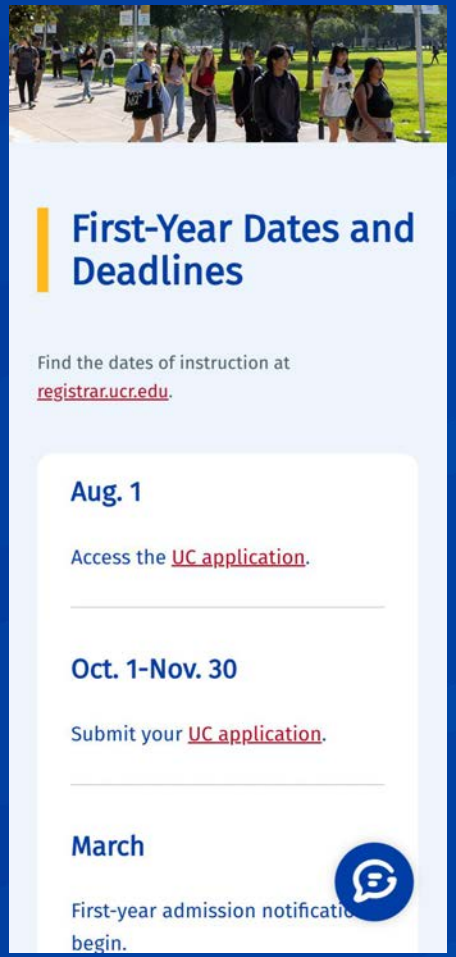
    - Layout used for multiple pages
    - Image assets
    - Using the proper content block websites.ucr.edu/training/customblocks



See how your website looks on mobile

- Check your content blocks if the padding/margins are displaying correctly



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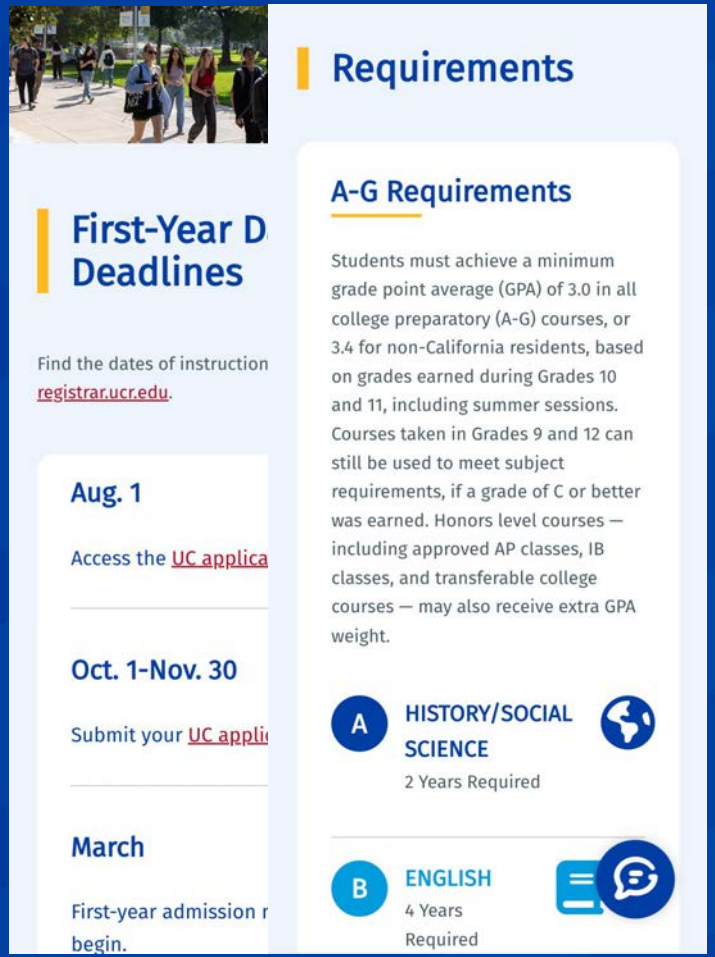
- Check your content blocks if the padding/margins are displaying correctly
- Check the stacking order of your content if you are using columns
    - CSS Order code that can change the stacking order on mobile
    - websites.ucr.edu/training/layout-builder/using#order



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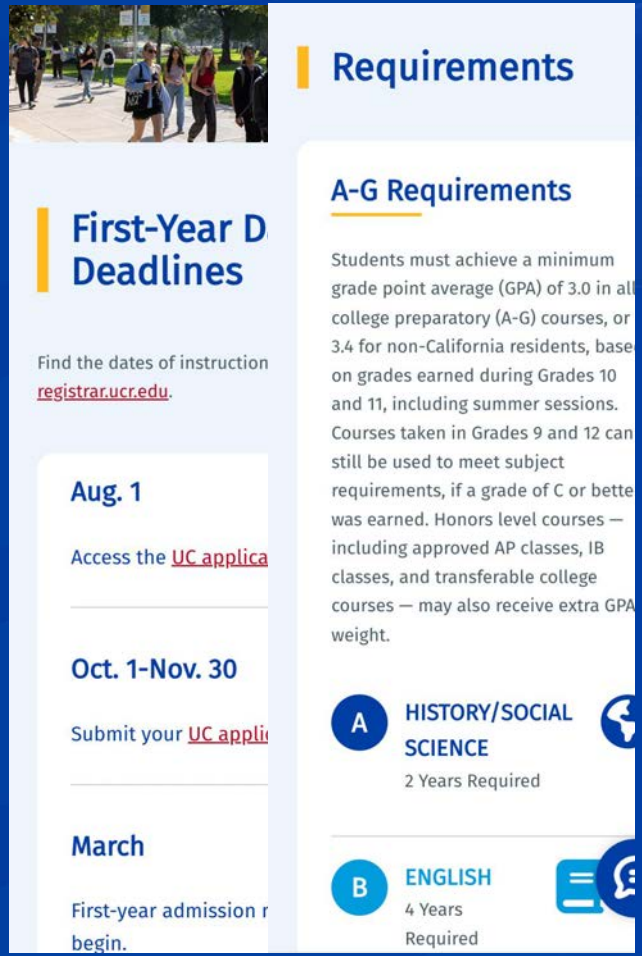
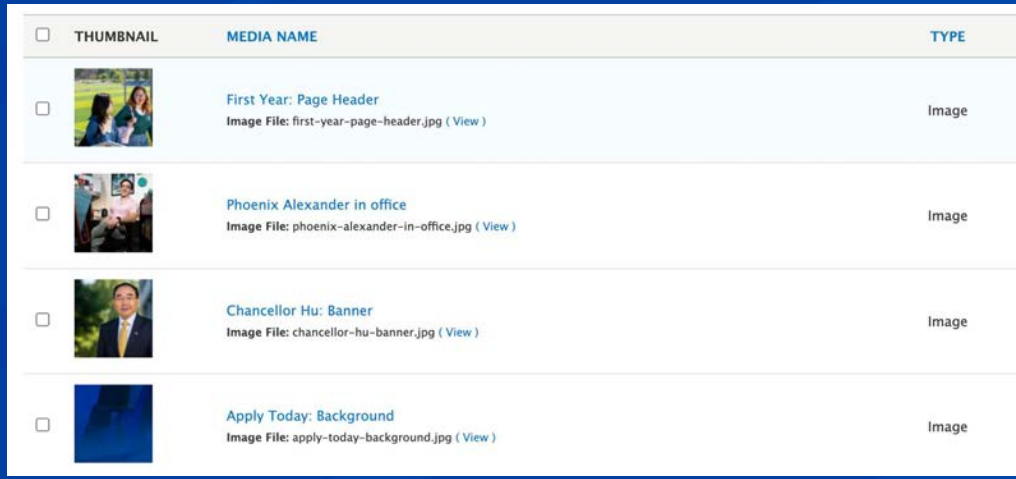
- Check if your 3rd-party widgets are responsive
  - Instagram widget
  - AI Chatbot
  - Video players (YouTube/Vimeo), photo gallery, and news widget (Drupal default)



Naming Conventions (Images/Content Blocks)

- **Images -** name-of-image-type*.jpg/png/gif
  - first-year-students-page-header.jpg
  - chancellor-hu-homepage-banner.jpg



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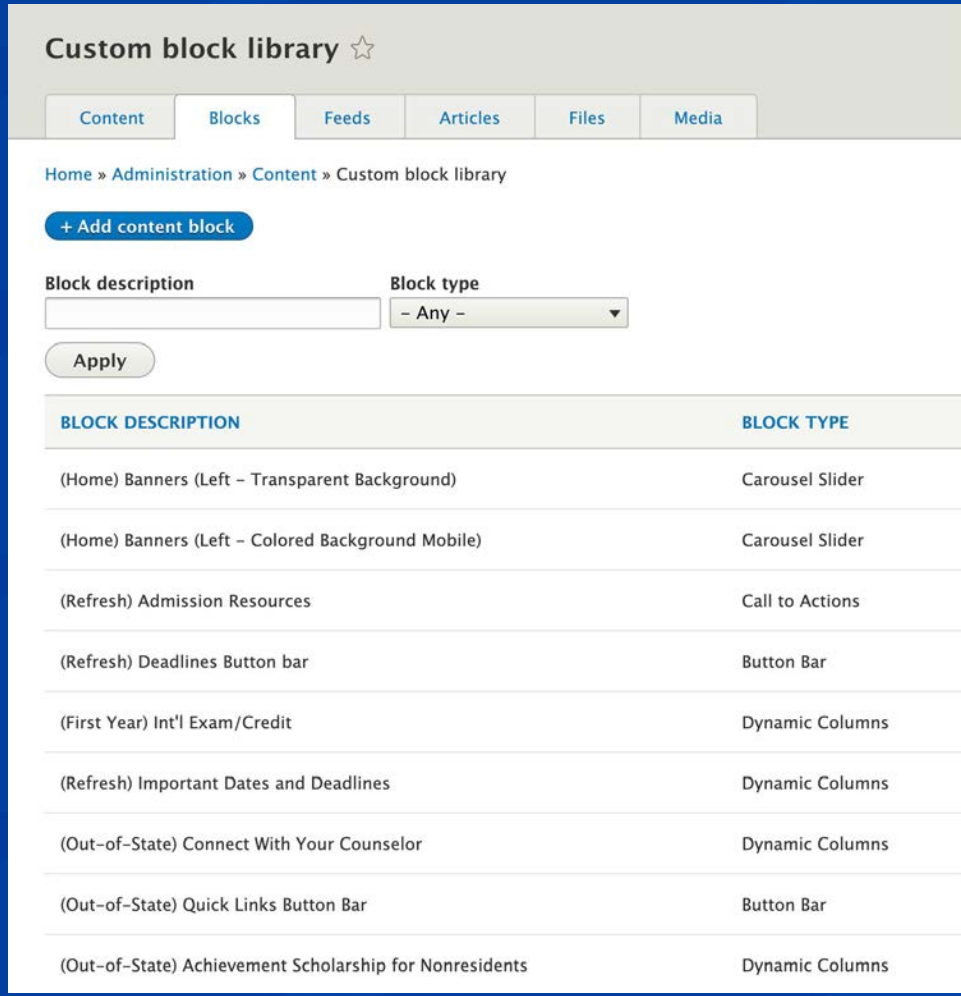
- **Content Blocks** - (Page Name) Name of content/section
  - (How to Apply) First Year Requirements
  - (About UCR) Fun Facts



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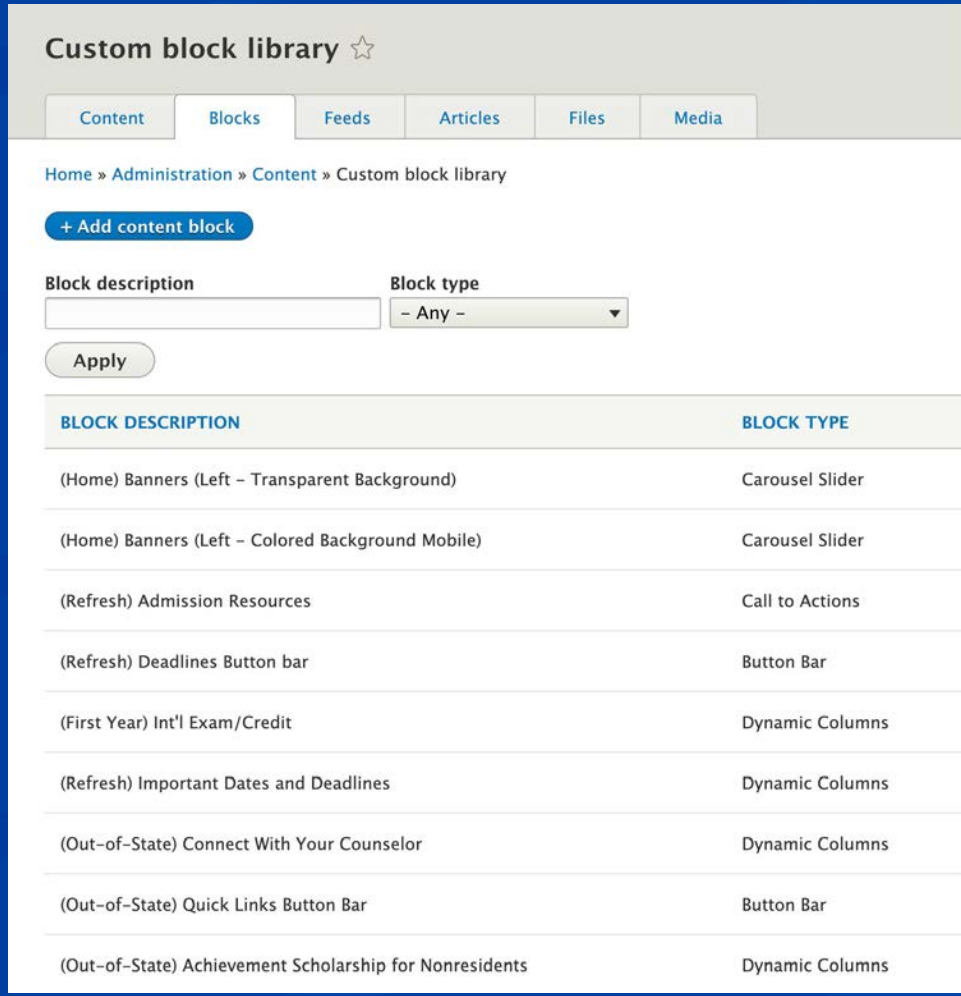
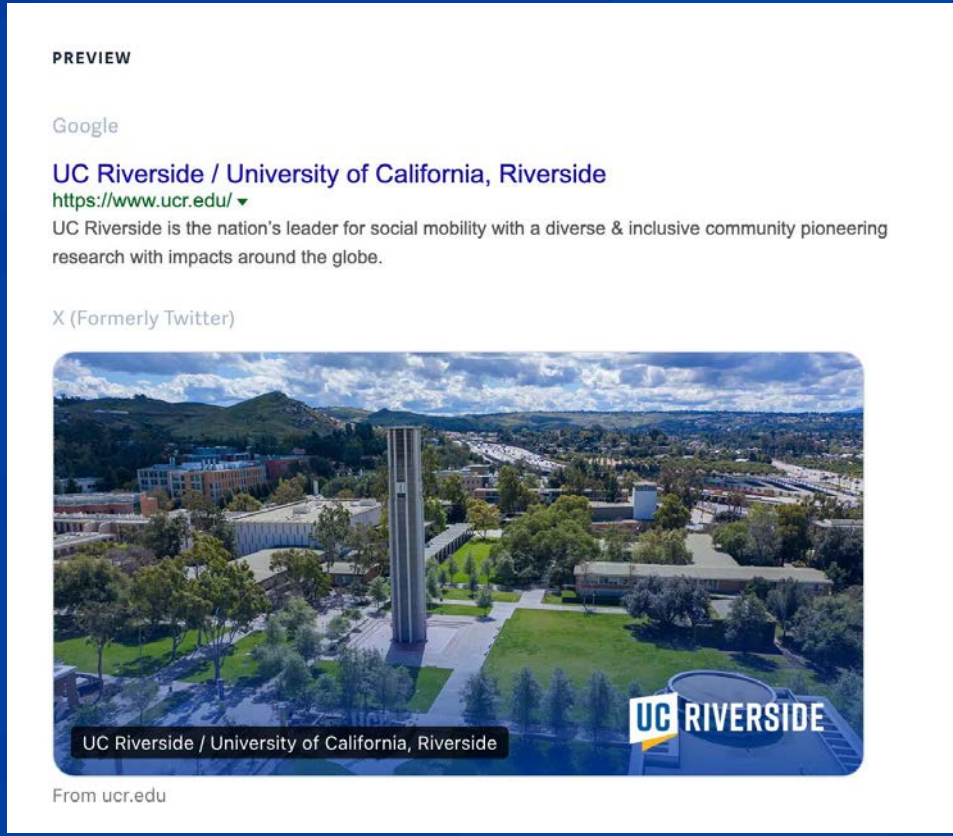
- **Benefits of Good Naming Conventions:**
  - **Improved SEO**: Search engines can better understand the image content
  - **Better Organization**: Makes it easier to find and manage images/block in your library
  - **Better Collaboration**: Easily work with other contributors who updates your website



SEO vs. AEO

- **SEO (Search Engine Optimization)** - Focuses on optimizing content to rank higher in search engine results pages (SERPs)
    - Meta tags: **Title**/**description**/keywords/image
    - Create SEO-friendly URLs/Image optimizations (File size/Naming/Alt text)
    - Check how Google sees your website/page using this tool - https://metatags.io/



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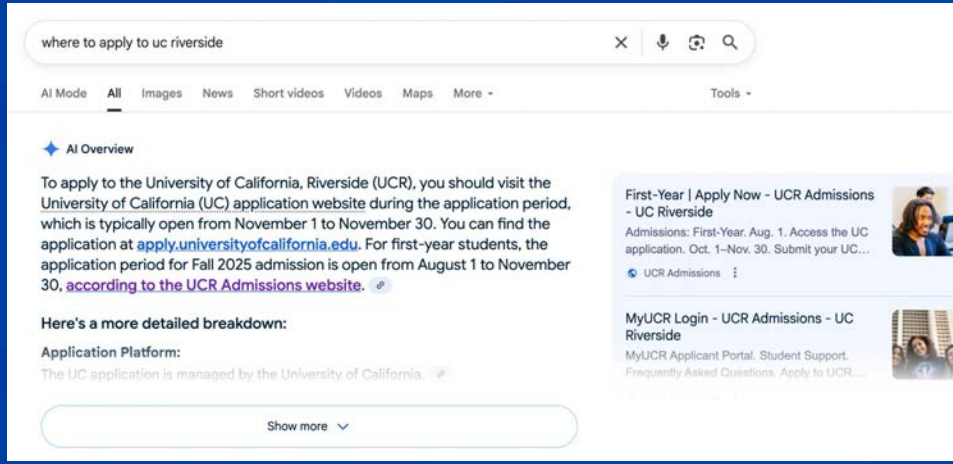
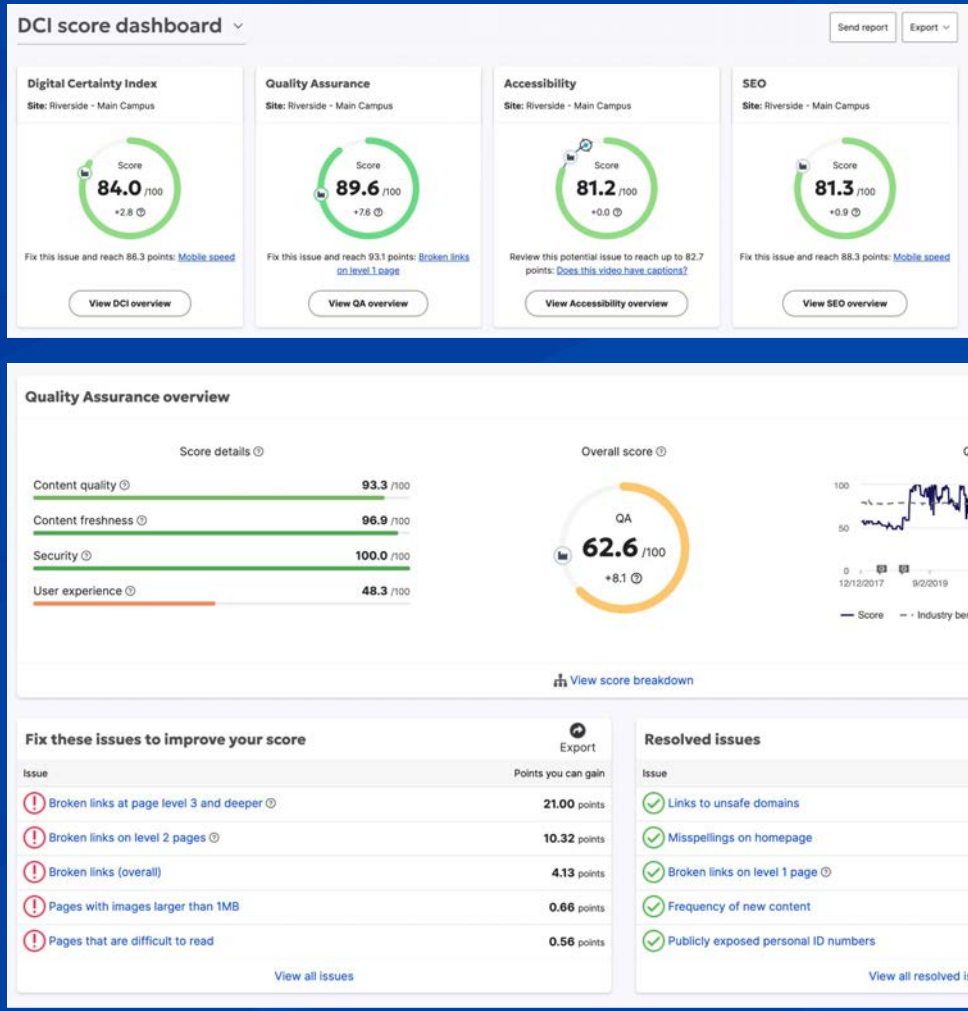
- **AEO (Answer Engine Optimization)** - aka Google AI Overview. Focuses on optimizing content for AI tools, voice assistants, and AI Chatbots. It's about ensuring your content is the correct answer provided in the AI's response
    - Structure your content with proper headings (keywords)
    - Update outdated information (dates/deadlines)
    - Create a FAQs section/page
    - Frame content around questions



Accessibility

- **Using SiteImprove:**
  - Look for broken links
  - Misspelled words
  - Find images that are missing image alt text
  - Fix contrast for text on color backgrounds
  - websites.ucr.edu/accessibility/siteimprove



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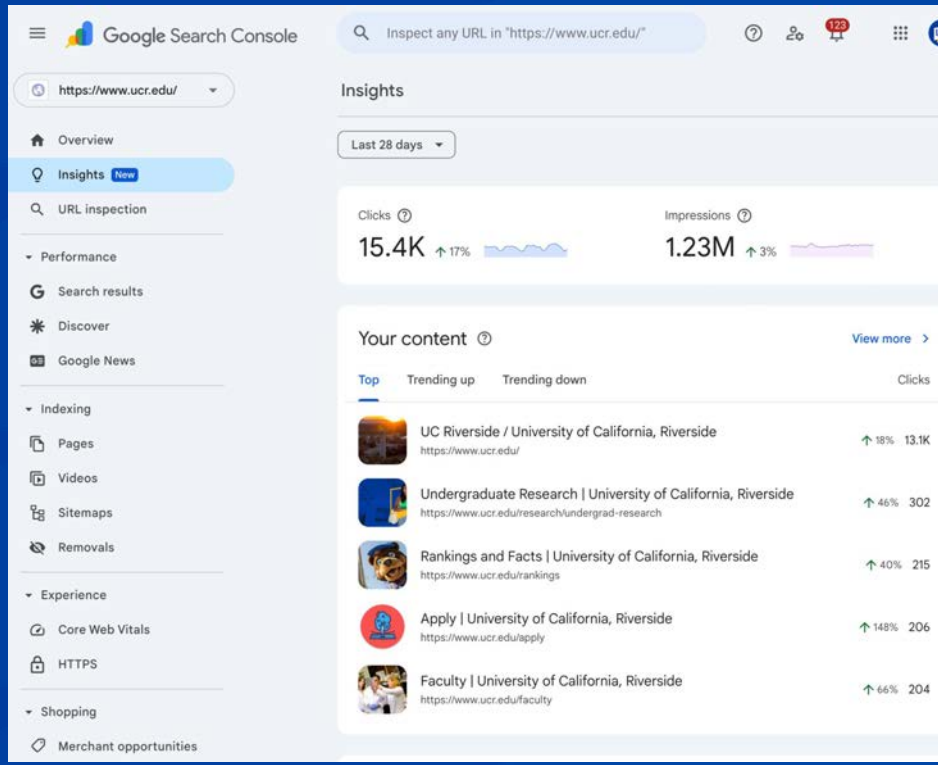

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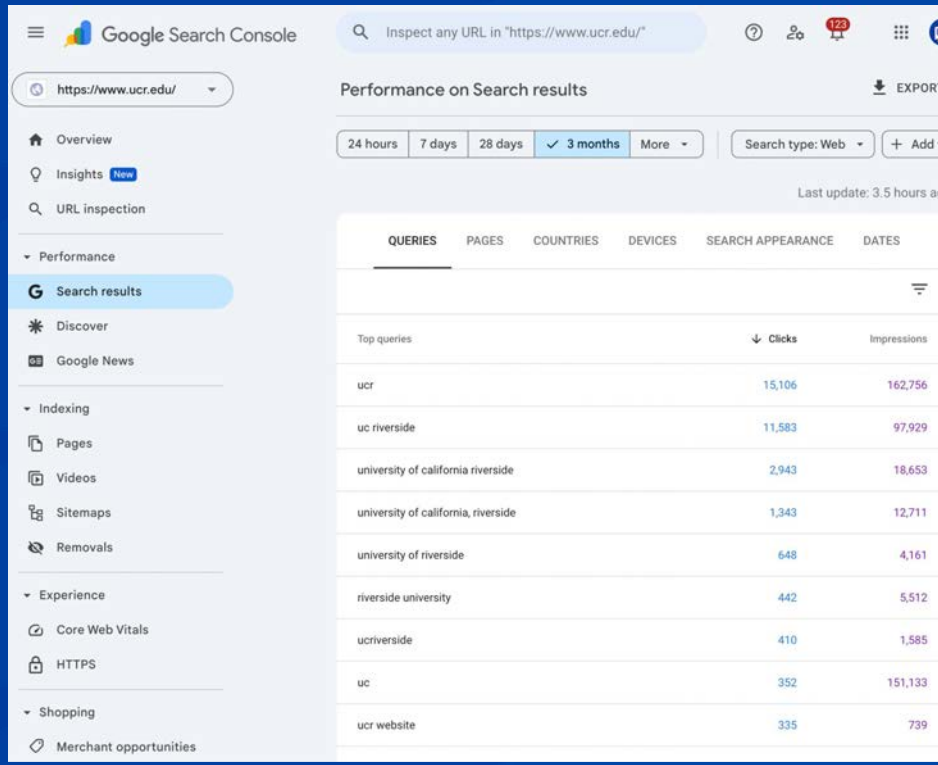

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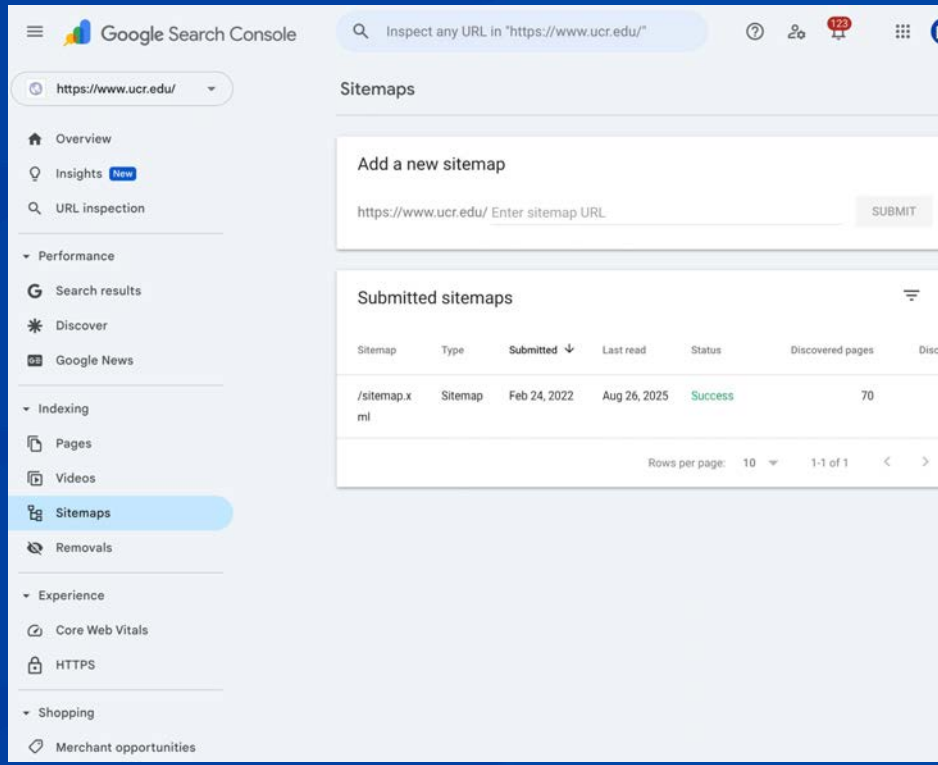

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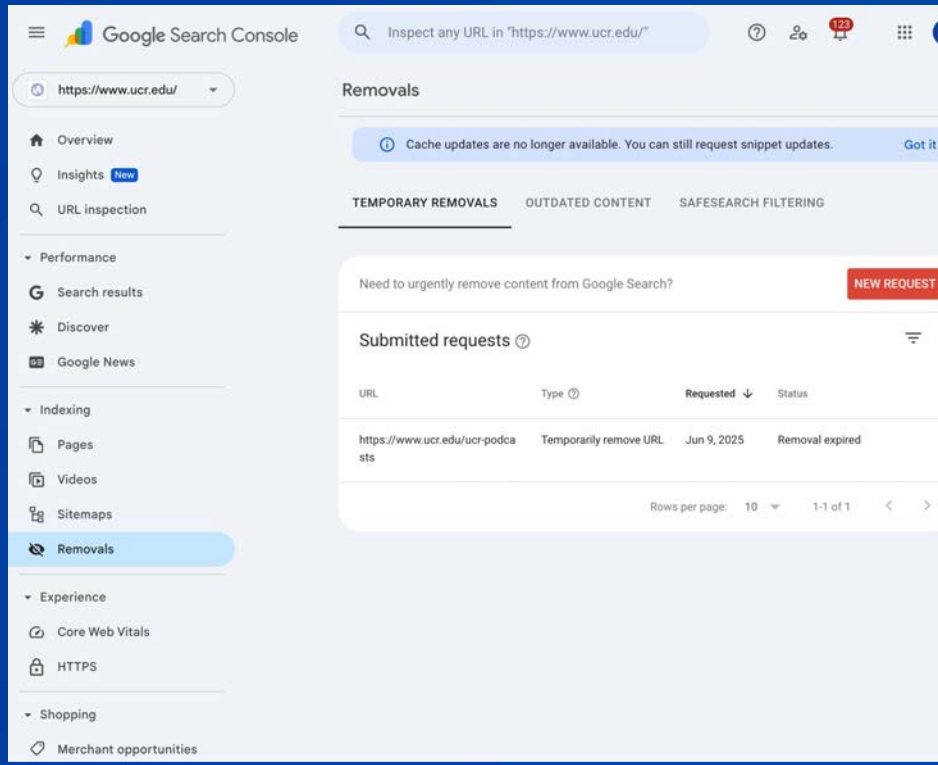
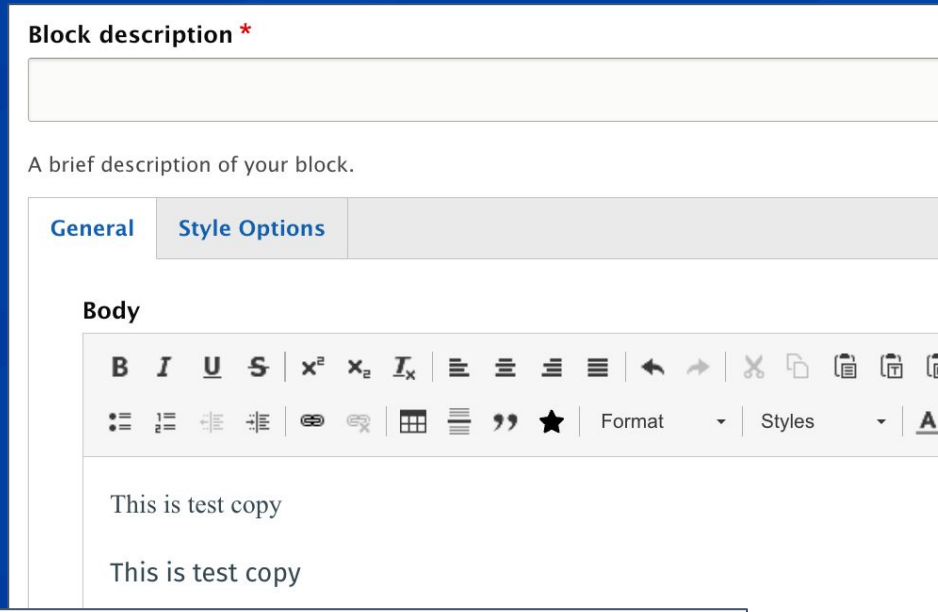


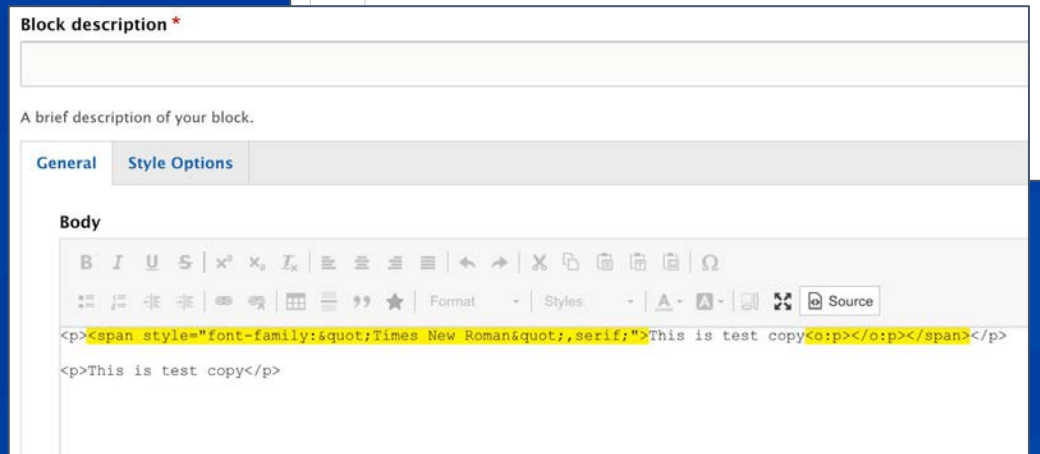
Staying On-Brand

Fonts

Fira Sans:

- Pasting from programs like Word can cause styling that is not on brand. It will also cause inline CSS styling in the background.
  - Shortcuts
    - PC = Ctrl+Shift+V
    - MAC = Command+Shift+V
  - Copy into a notepad, then paste into the WYSIWYG editor
- Do not use words as images



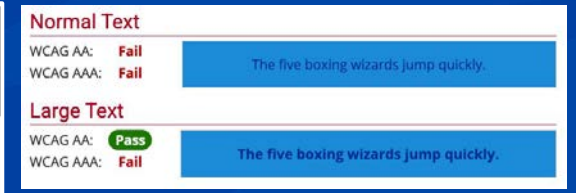


Color Contrast

Making web pages accessible to everyone — especially to those with visual impairment.

brand.ucr.edu/ucr-colors

Background \ Text	#FFFFFF	#003DA5	#FFB81C	#78BE20	#009CDE	#FF671F	#FBDB65	#E4002B	#000000
White #FFFFFF		Text AAA 9.5	Text DNP 1.7	Text DNP 2.2	Text AA18 3	Text DNP 2.9	Text DNP 1.3	Text AA 4.8	Text AAA 21
UCR Blue #003DA5	Text AAA 9.5		Text AA 5.4	Text AA18 4.1	Text AA18 3	Text AA18 3.2	Text AA 6.9	Text DNP 1.9	Text DNP 2.2
UCR Gold #FFB81C	Text DNP 1.7	Text AA 5.4		Text DNP 1.3	Text DNP 1.7	Text DNP 1.6	Text DNP 1.2	Text DNP 2.8	Text AAA 12.1



AAA	Highest Standard
AA	Passes
AA18	Passes for large text
DNP	Does not pass

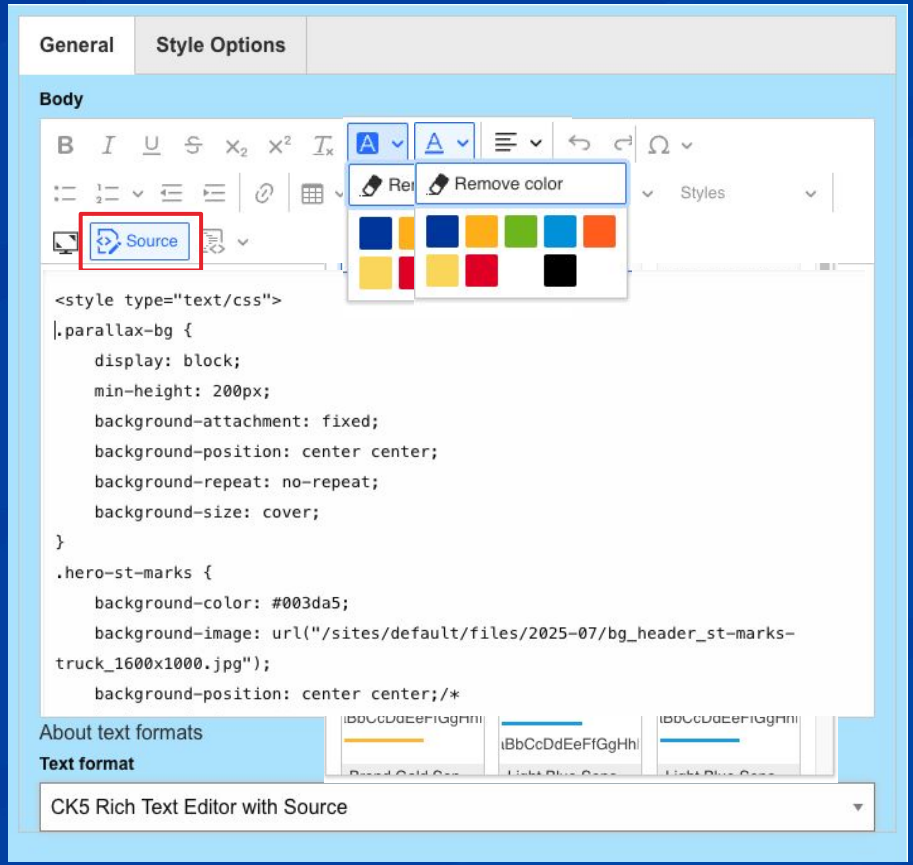
For combinations not mentioned here go to:
webaim.org/resources/contrastchecker

Wizzy Wig (WYSIWYG)

- **Drupal's Standard Editor:** Utilizes common copy editing options and functions
- **Additional copy layout features:**
  - Text background and font colors
  - Paragraph and Header
  - Copy Styles

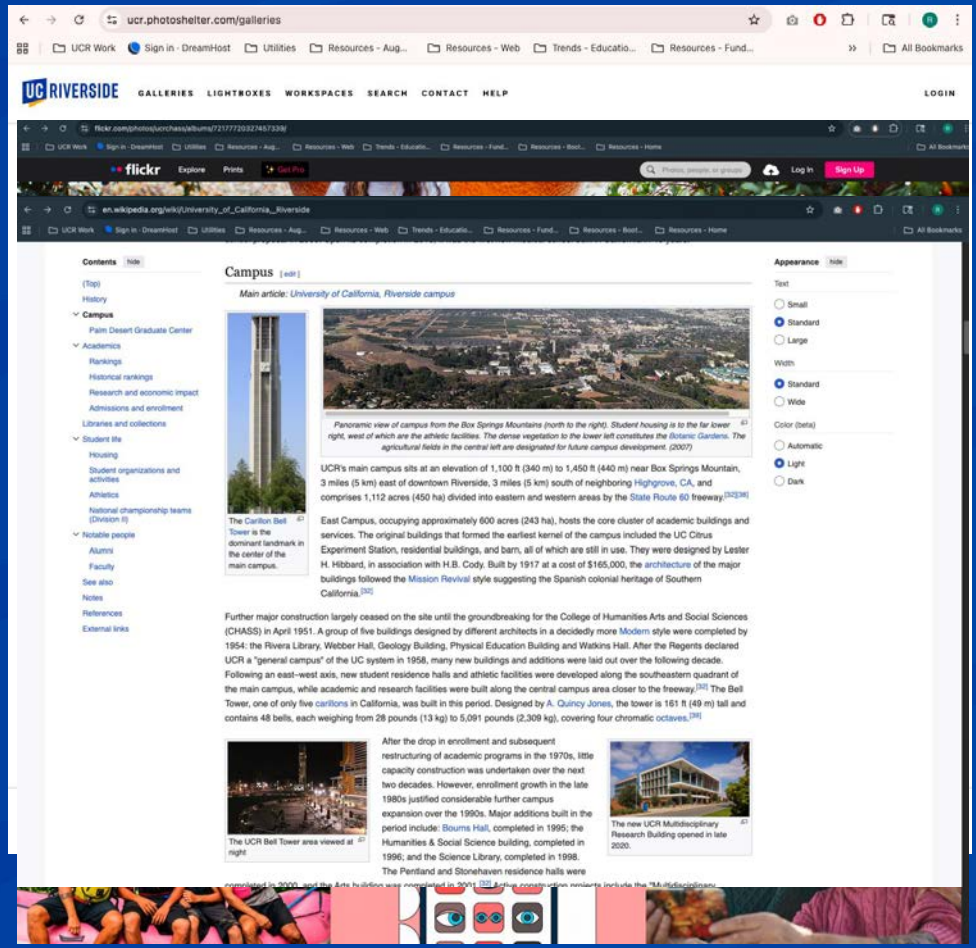
  websites.ucr.edu/training/editor-styles
  - **Source Option**
    - Implement custom html code
    - Inline css styles or javascript

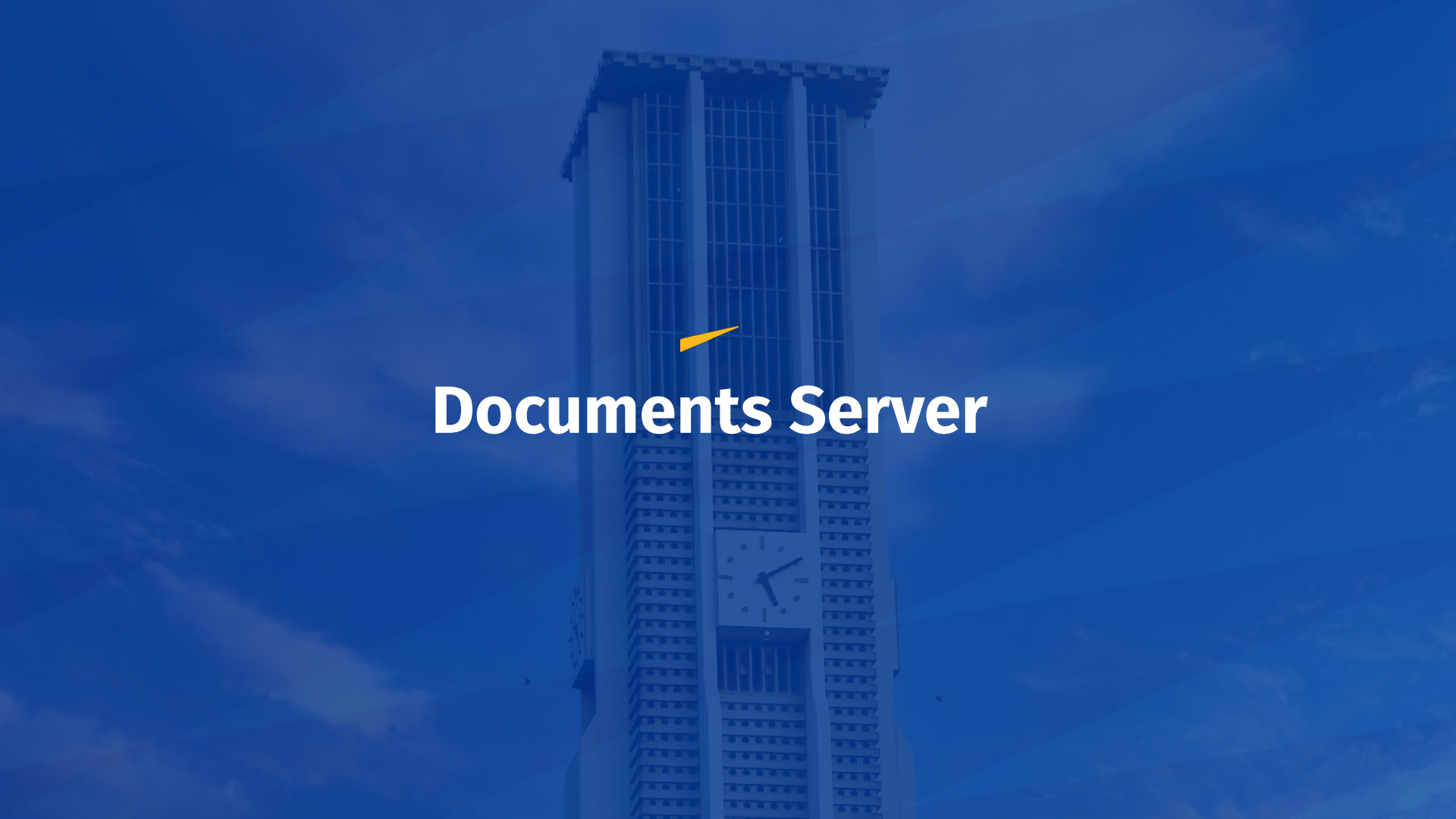
  websites.ucr.edu/training/ck5editor
  https://www.w3schools.com/



On-Brand Visuals

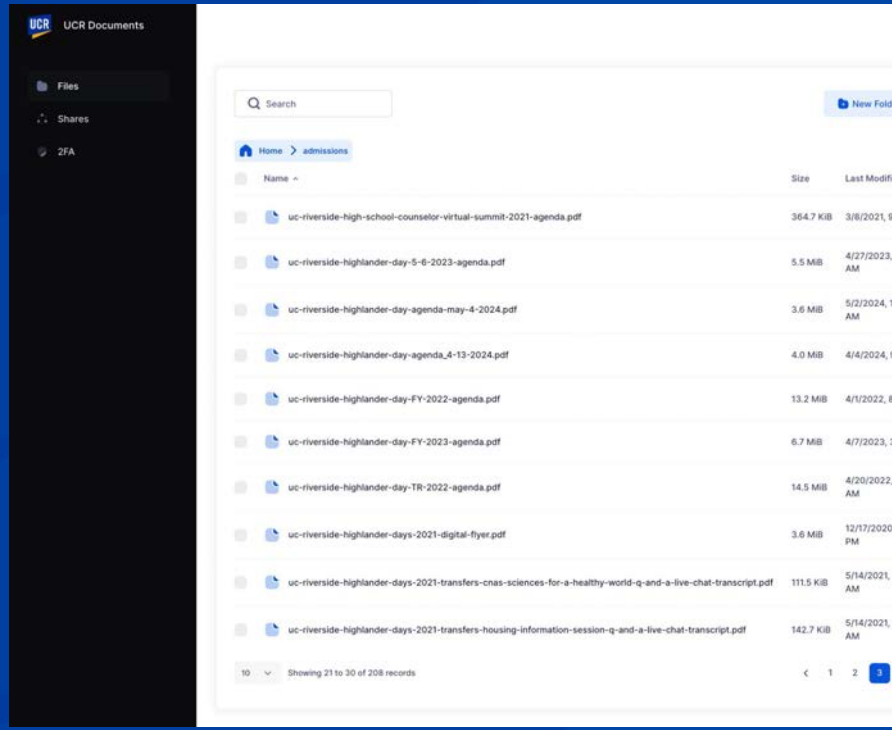
- **Online Resources:**
  - Photoshelter
    ucr.photoshelter.com/index
    Stan Lim: stan.lim@ucr.edu
  - Your department/college archives
  - Subscription Libraries
    (Getty Images, Shutterstock, iStock, Adobe Stock)
  - Public Domain - Wikipedia
- **Some “Don’ts” to keep in mind:**
  - Do NOT just download and use any online assets from the internet - many have copyright or licensing protections
  - Limit AI use, don’t use to portray a UCR-specific subject or person
  - Don’t upload print-resolution images. Resize and crop images accordingly, and use an image optimization app to reduce file sizes.




Documents Server

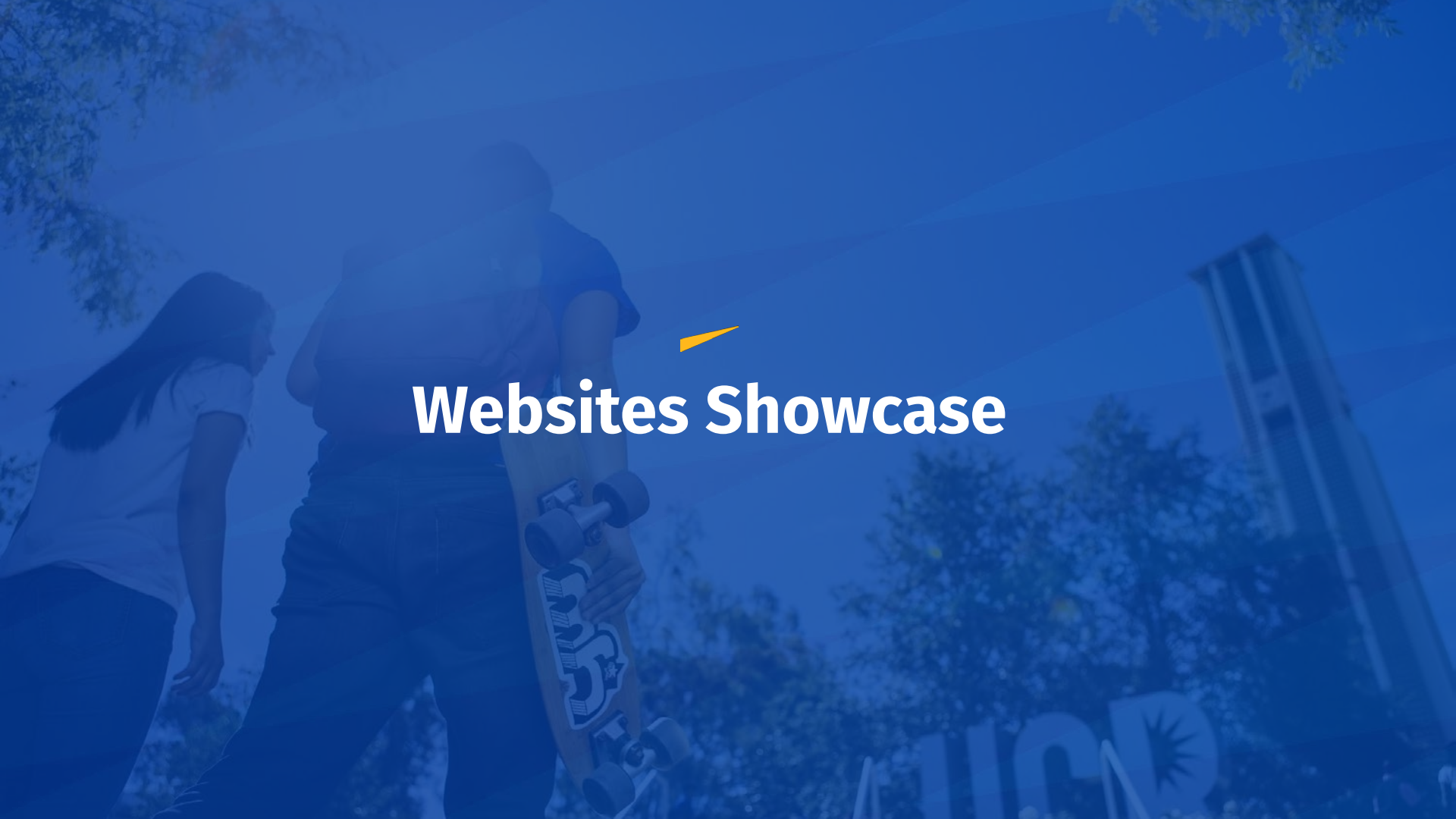
Storing your public documents

- **Why host your documents on a server rather than directly in Drupal:**
  - Cannot update documents in Drupal
  - Easily overwrite files to update while maintaining the same link on your web page
  - Easy login and web browser interface
- **How to get started/access**
  - Go to: **websites.ucr.edu/documents**
  - Follow instructions on the page.
- **How to link documents**
  - **documents.ucr.edu/your-folder/document-name**
- **Some best practices**
  - File formats: .PDF and .DOC
  - Not an archive. Only for relevant, current documents.
  - Delete obsolete files.
  - No personal identifiable information files
  - Have link open into a new tab
  - FIles are searchable on the web



Learn to make your PDFs More accessible

www.ucop.edu/information-technology-services/services/ucop-it-services/application-and-web-services/accessible-pdfs.html



Websites Showcase

Showcase

Admissions

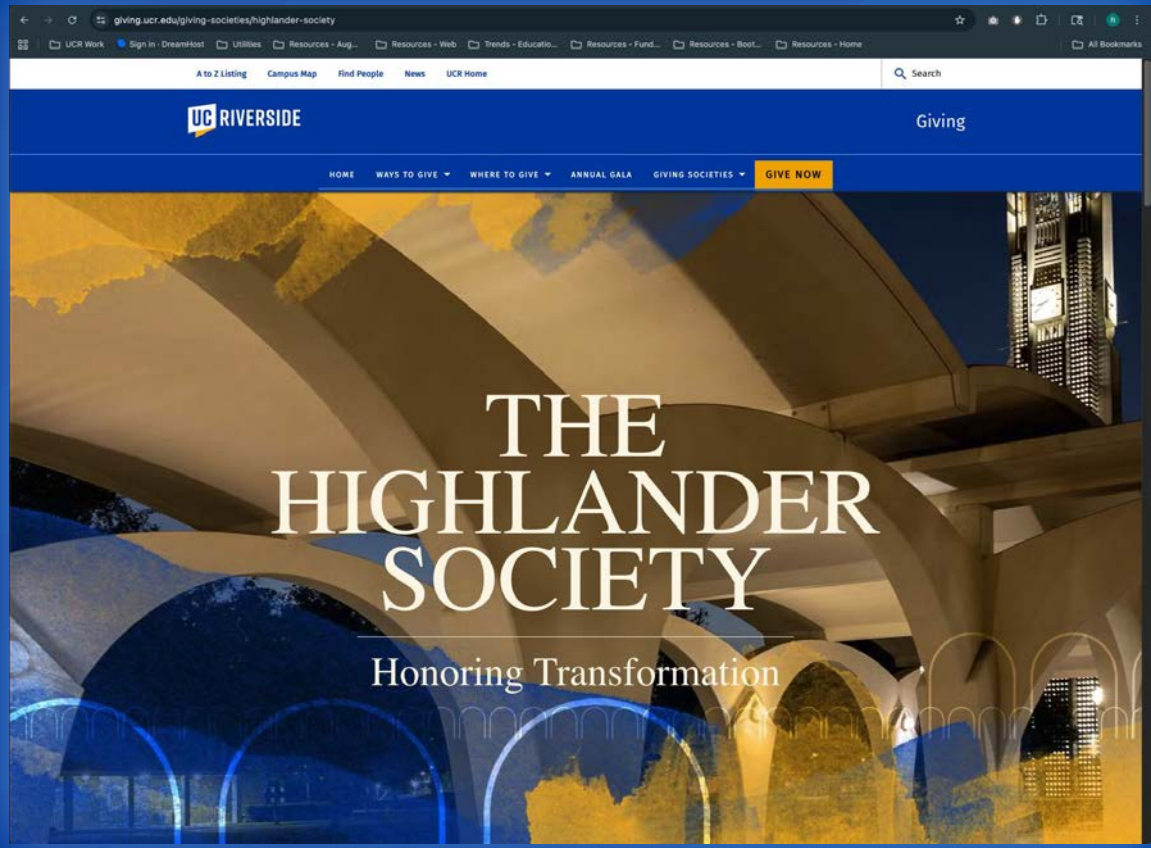
UCR Admissions | UC Riverside
Learn how to apply to UC Riverside, a top-tier research university in the heart of Southern California. Check out majors, academic requirements, and deadlines.

admissions.ucr.edu

Giving Societies

UCR Donor Tiers | Highlander Society
Every gift to UC Riverside redefines what's possible – for our students and our world. Giving Societies are one way we honor and celebrate the diverse and vital impact of UC Riverside's generous and visionary philanthropic partners and friends.

https://giving.ucr.edu/giving-societies/highlander-society



UCR Magazine

Lab to Table
A decade-long collaboration between UC Riverside's researchers and campus chefs brings agricultural research—citrus, honey, avocados—into inventive campus dining. Chefs use UCR-developed ingredients in diverse dishes and drinks—from citrus beers to honey drinks and avocado creations—connecting the community to the university's heritage and fresh, locally grown innovations.

ucr.edu/magazine/summer-2024/lab-to-table

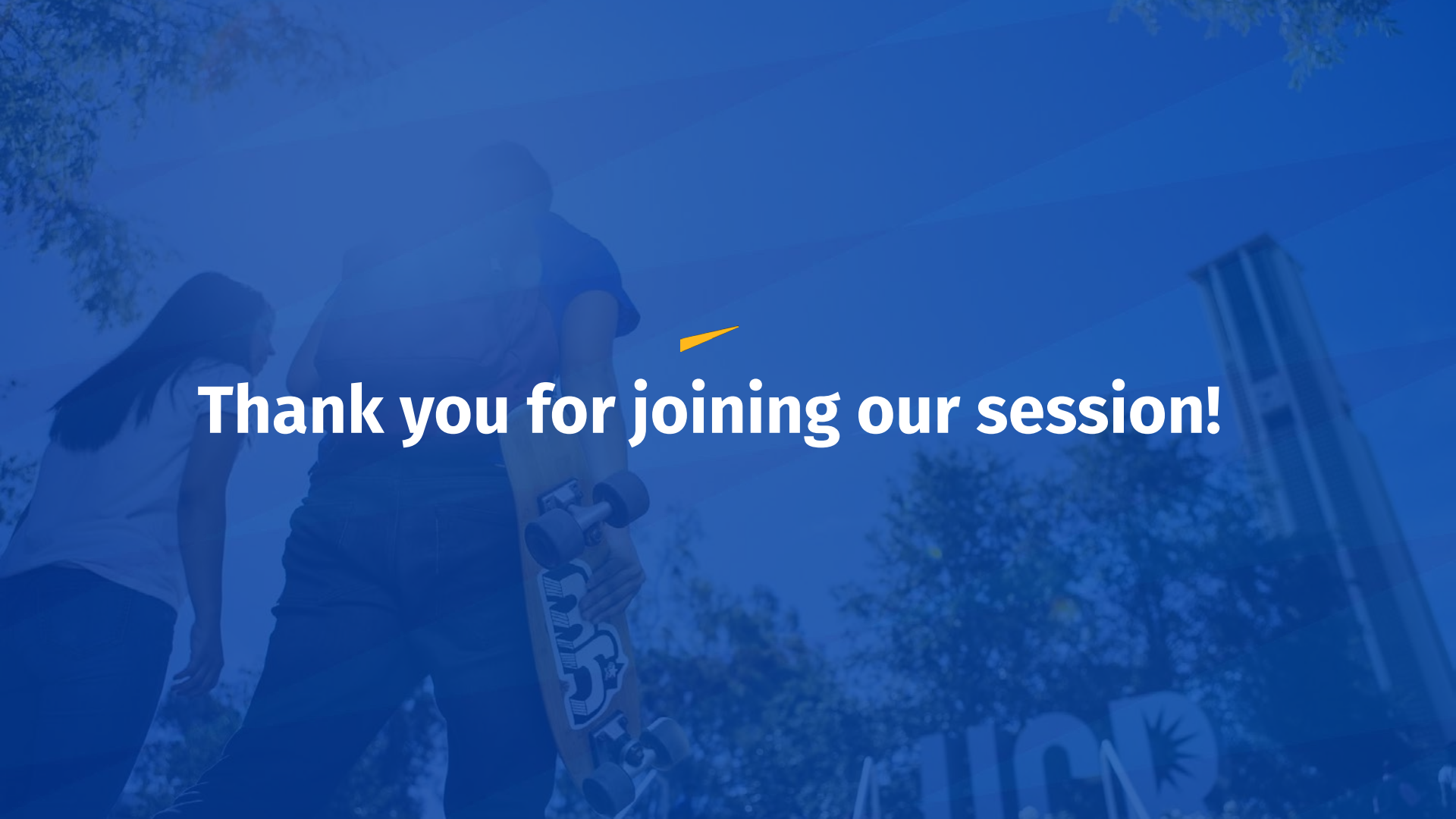
Buzzworthy Byproducts

For Barbara Baer-Imhoof and Boris Baer, founders of the Center for Integrative Bee Research (CIBER), honey is a byproduct of their work, which involves finding solutions for honey bee colony collapse. They provide Dining Services with 500 pounds of honey a year, delivered in buckets, and receive part of the proceeds from Citrus Gifts and Emerbee's, an outdoor cafe that specifically spotlights honey ingredients and the work conducted at CIBER. Those funds are then used to further support CIBER's research. The Baers, who are married, sometimes visit Emerbee's to enjoy a coffee or dishes like a yogurt and honey muesli.

"I can taste our honey because it has a signature taste," Barbara Baer-Imhoof said. "Each season, we know the taste and we recognize it. It makes me proud."

The Baers head the Center for Integrative Bee Research (CIBER) at UCR. (UCR/Stan Lim)

It's a convenient spot to take visitors, such as fellow bee researchers or industry representatives, since bees and CIBER are prominently displayed in the cafe's design and informational posters — another point of pride for the Baers.


Thank you for joining our session!