



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



Interactive Word Cloud



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



Where do I Start?

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**

The screenshot displays the 'websites.ucr.edu' website. The header includes 'INFORMATION TECHNOLOGY SOLUTIONS', 'UCR Home', 'REQUESTS & INCIDENTS', and a search bar. The main navigation bar lists 'HOME', 'ABOUT', 'CONTENT STRATEGY', 'TRAINING RESOURCES', 'REQUESTING A SITE', and 'EVENTS CALENDAR'. The page features a large banner with the UC Riverside logo and a clock tower image. A sidebar on the right titled 'Drupal Websites' provides information about the partnership between ITS and UCOMM, with buttons for 'MORE ABOUT THE SERVICE' and 'IS YOUR SITE ELIGIBLE?'. The main content area is titled 'UCR's Website Management System' and contains four cards: 'Request a Site' (with an icon of a document and a brief description of the onboarding process), 'Launch a Site' (with a globe icon and a description of the pre-launch check list), 'Zoom Training & Workshops' (with a graduation cap icon and a sign-up link), and 'Online "How To" Guide' (with a person icon and a link to the training outline). Below these cards are three announcement cards for Drupal releases: 'Summer 2025 Release' (July 26, 2025), 'Winter 2025 Release' (February 19, 2025), and 'Fall 2024 Release' (October 28, 2024). A 'VIEW MORE POSTS' button is at the bottom right.

INFORMATION TECHNOLOGY SOLUTIONS

UCR Home REQUESTS & INCIDENTS Q Search

UC RIVERSIDE Websites

Resource Guide

HOME ABOUT CONTENT STRATEGY TRAINING RESOURCES REQUESTING A SITE EVENTS CALENDAR

UC RIVERSIDE

Drupal Websites

Information Technology Solutions (ITS) and University Communications (UComm) have partnered to bring Drupal's content management services to campus. This platform seeks to provide a robust, feature-rich, easy-to-use web solution to eligible sites across campus. This site is your Resource Guide to all things Drupal.

MORE ABOUT THE SERVICE

IS YOUR SITE ELIGIBLE?

UCR's Website Management System

Request a Site

Launch a Site

Zoom Training & Workshops

Online "How To" Guide

Request a Site

Launch a Site

Zoom Training & Workshops

Online "How To" Guide

Announcements

Summer 2025 Release

Winter 2025 Release

Fall 2024 Release

VIEW MORE POSTS

Training Tutorials

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

- **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.

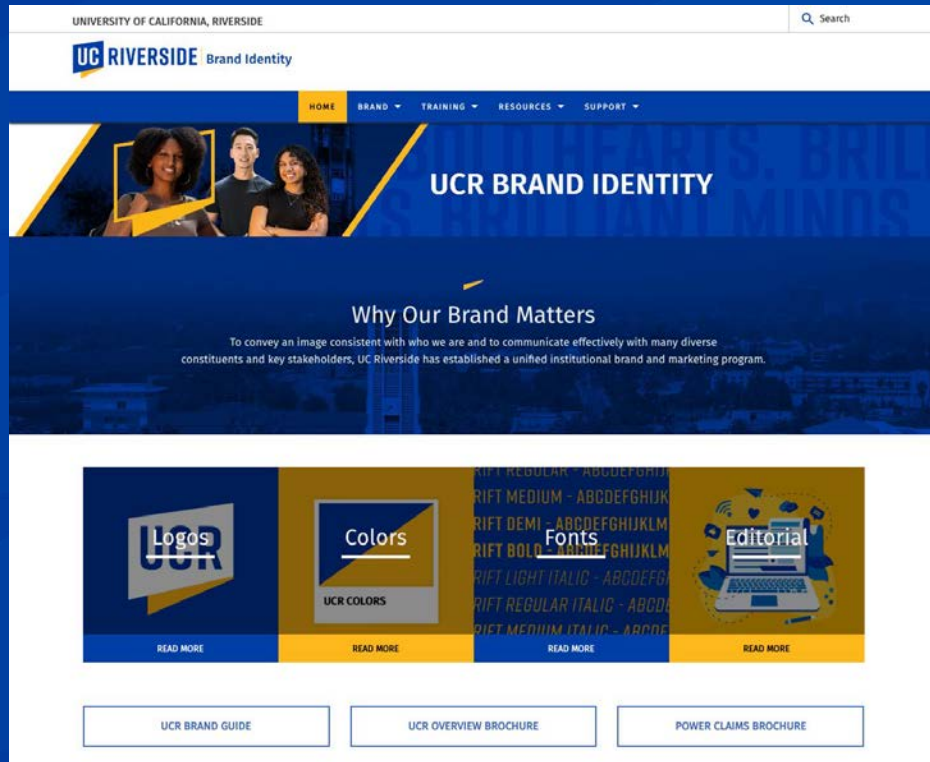
Aside from key marketing and design guidelines on:

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

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



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
 - Using the proper content block
websites.ucr.edu/training/customblocks

Add content block ☆

Home » Add content block

➤ Accordions

Create a content block that displays information with Accordion-like functionality.

➤ Articles Preview

The ability to display a block of articles. The display can be narrowed down to the different Article Types, Featured, or Spotlight.

➤ Basic block

A basic block contains a title and a body.

➤ Bubble Grid

Create a grid with a bubble image & text display.

➤ Button Bar

A block that displays a group of linked buttons vertically and horizontally

➤ Call to Actions

Create a grid of simple text, image, and color items. Choose from multiple layout styles for the overall look.

➤ Carousel Slider

Create a slider of images or videos.

➤ Custom Alert

A simple alert / announcement that can be customized and placed on your site.

➤ Custom Header & Title

A custom block that will allow you to place an image and title to be displayed statically. This should be used for pages that are auto-generated.

➤ Expanding Card

Makes an info card grid with expanding caption section.

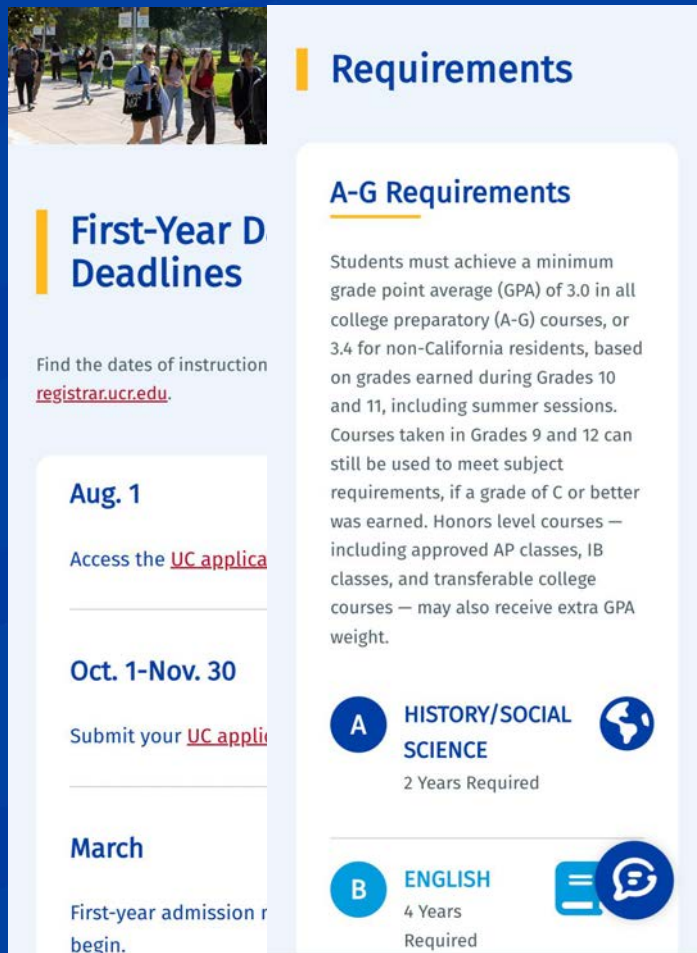
See how your website looks on mobile

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



See how your website looks on mobile

- 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



The image shows a mobile website mockup for UC Riverside. At the top is a photo of students walking on a campus path. Below the photo is a section titled "First-Year Deadlines" with a sub-header "First-Year Deadlines". The text says "Find the dates of instruction" and provides a link to registrar.ucr.edu. Below this are three deadline items: "Aug. 1" with the text "Access the UC application", "Oct. 1-Nov. 30" with the text "Submit your UC application", and "March" with the text "First-year admission begins". To the right of the deadlines is a section titled "Requirements" with a sub-header "A-G Requirements". The text explains that students must achieve a minimum GPA of 3.0 in all college preparatory (A-G) courses, or 3.4 for non-California residents, based on grades earned during Grades 10 and 11, including summer sessions. It also states that courses taken in Grades 9 and 12 can still be used to meet subject requirements, if a grade of C or better was earned. Honors level courses — including approved AP classes, IB classes, and transferable college courses — may also receive extra GPA weight. Below the text are two requirement items: "A HISTORY/SOCIAL SCIENCE" with a globe icon and "2 Years Required", and "B ENGLISH" with a book icon and "4 Years Required".

First-Year Deadlines

Find the dates of instruction
registrar.ucr.edu

Aug. 1
Access the [UC application](#)

Oct. 1-Nov. 30
Submit your [UC application](#)

March
First-year admission begins.

Requirements

A-G Requirements

Students must achieve a minimum grade point average (GPA) of 3.0 in all college preparatory (A-G) courses, or 3.4 for non-California residents, based on grades earned during Grades 10 and 11, including summer sessions. Courses taken in Grades 9 and 12 can still be used to meet subject requirements, if a grade of C or better was earned. Honors level courses — including approved AP classes, IB classes, and transferable college courses — may also receive extra GPA weight.

A HISTORY/SOCIAL SCIENCE
2 Years Required

B ENGLISH
4 Years Required

See how your website looks on mobile

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



First-Year D Deadlines

Find the dates of instruction registrar.ucr.edu.

Aug. 1

Access the [UC applica](#)

Oct. 1-Nov. 30

Submit your [UC appli](#)

March

First-year admission r begin.

Requirements

A-G Requirements

Students must achieve a minimum grade point average (GPA) of 3.0 in all college preparatory (A-G) courses, or 3.4 for non-California residents, based on grades earned during Grades 10 and 11, including summer sessions. Courses taken in Grades 9 and 12 can still be used to meet subject requirements, if a grade of C or better was earned. Honors level courses — including approved AP classes, IB classes, and transferable college courses — may also receive extra GPA weight.

A HISTORY/SOCIAL SCIENCE

2 Years Required

B ENGLISH

4 Years Required





FOLLOW US









Naming Conventions (Images/Content Blocks)

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

<input type="checkbox"/>	THUMBNAIL	MEDIA NAME	TYPE
<input type="checkbox"/>		img_0589.jpg Image File: img_0589.jpg (View)	Image
<input type="checkbox"/>		pxl_060425_0025535.jpg Image File: pxl_060425_0025535.jpg (View)	Image
<input type="checkbox"/>		gettyimages-1393964570.jpg Image File: gettyimages-1393964570.jpg (View)	Image
<input type="checkbox"/>		0_0.jpeg Image File: 0_0.jpeg (View)	Image

<input type="checkbox"/>	THUMBNAIL	MEDIA NAME	TYPE
<input type="checkbox"/>		First Year: Page Header Image File: first-year-page-header.jpg (View)	Image
<input type="checkbox"/>		Phoenix Alexander in office Image File: phoenix-alexander-in-office.jpg (View)	Image
<input type="checkbox"/>		Chancellor Hu: Banner Image File: chancellor-hu-banner.jpg (View)	Image
<input type="checkbox"/>		Apply Today: Background Image File: apply-today-background.jpg (View)	Image

Naming Conventions (Images/Content Blocks)

- **Images** - name-of-image-type*.jpg/png/gif
 - first-year-students-page-header.jpg
 - chancellor-hu-homepage-banner.jpg
- **Content Blocks** - (Page Name) Name of content/section
 - (How to Apply) First Year Requirements
 - (About UCR) Fun Facts

Custom block library ☆

[Content](#)[Blocks](#)[Feeds](#)[Articles](#)[Files](#)[Media](#)

[Home](#) » [Administration](#) » [Content](#) » Custom block library

[+ Add content block](#)

Block description

Block type

- Any -

Apply

BLOCK DESCRIPTION	BLOCK TYPE
(Home) Banners (Left – Transparent Background)	Carousel Slider
(Home) Banners (Left – Colored Background Mobile)	Carousel Slider
(Refresh) Admission Resources	Call to Actions
(Refresh) Deadlines Button bar	Button Bar
(First Year) Int'l Exam/Credit	Dynamic Columns
(Refresh) Important Dates and Deadlines	Dynamic Columns
(Out-of-State) Connect With Your Counselor	Dynamic Columns
(Out-of-State) Quick Links Button Bar	Button Bar
(Out-of-State) Achievement Scholarship for Nonresidents	Dynamic Columns

Naming Conventions (Images/Content Blocks)

- **Images** - name-of-image-type*.jpg/png/gif
 - first-year-students-page-header.jpg
 - chancellor-hu-homepage-banner.jpg
- **Content Blocks** - (Page Name) Name of content/section
 - (How to Apply) First Year Requirements
 - (About UCR) Fun Facts
- **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

Custom block library ☆

[Content](#)[Blocks](#)[Feeds](#)[Articles](#)[Files](#)[Media](#)

[Home](#) » [Administration](#) » [Content](#) » Custom block library

+ Add content block

Block description

Block type

- Any -

Apply

BLOCK DESCRIPTION	BLOCK TYPE
(Home) Banners (Left – Transparent Background)	Carousel Slider
(Home) Banners (Left – Colored Background Mobile)	Carousel Slider
(Refresh) Admission Resources	Call to Actions
(Refresh) Deadlines Button bar	Button Bar
(First Year) Int'l Exam/Credit	Dynamic Columns
(Refresh) Important Dates and Deadlines	Dynamic Columns
(Out-of-State) Connect With Your Counselor	Dynamic Columns
(Out-of-State) Quick Links Button Bar	Button Bar
(Out-of-State) Achievement Scholarship for Nonresidents	Dynamic Columns

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/>

PREVIEW

Google

UC Riverside / University of California, Riverside

<https://www.ucr.edu/> ▼

UC Riverside is the nation's leader for social mobility with a diverse & inclusive community pioneering research with impacts around the globe.

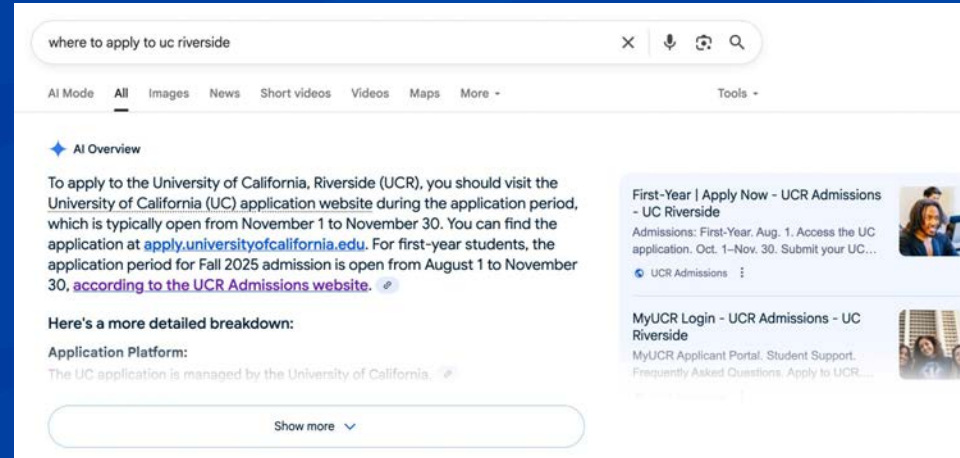
X (Formerly Twitter)



From ucr.edu

SEO vs. AEO

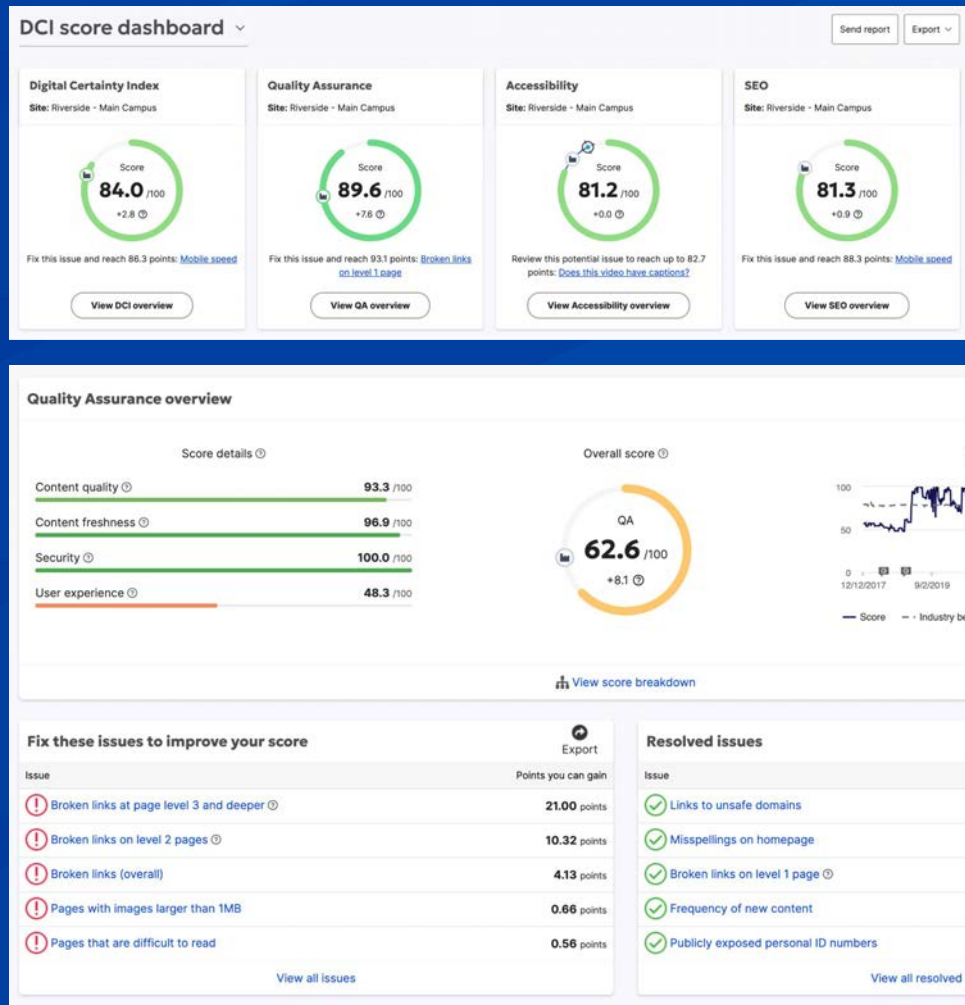
- **SEO (Search Engine Optimization)** - Focuses on optimizing content to rank higher in search engine results pages (SERPs)
 - Meta tags: **Title/description**/keywords/image
 - Create SEO-friendly URLs/Image optimizations (File size/Naming/Alt text)
 - Check how Google sees your website/page using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



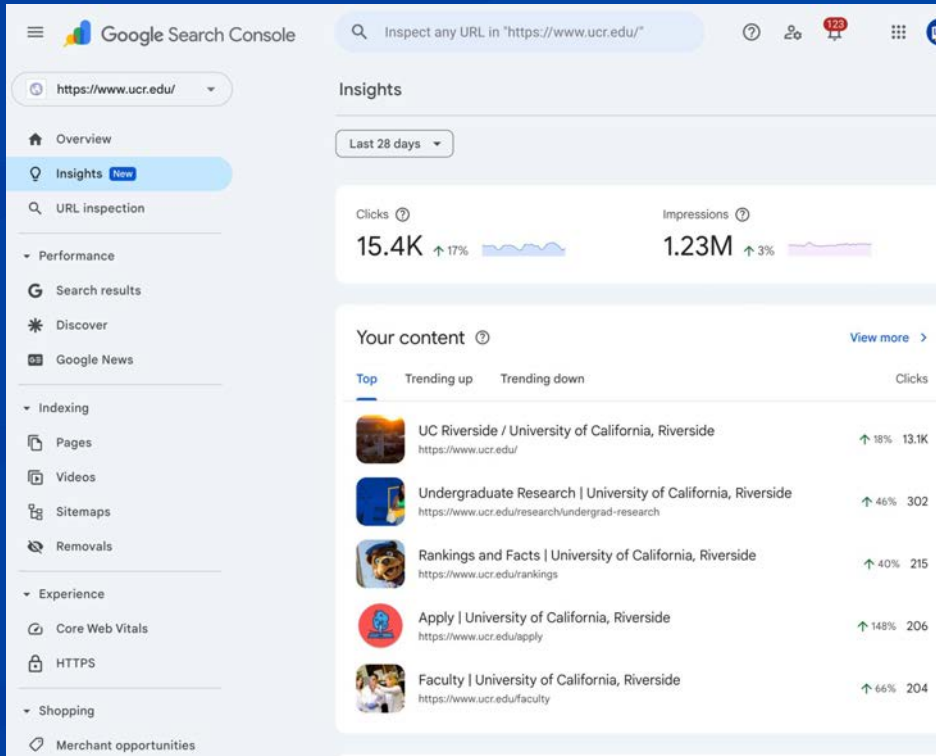
Accessibility

- **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

- **Using Google Search Console:**

- Monitor google search performance



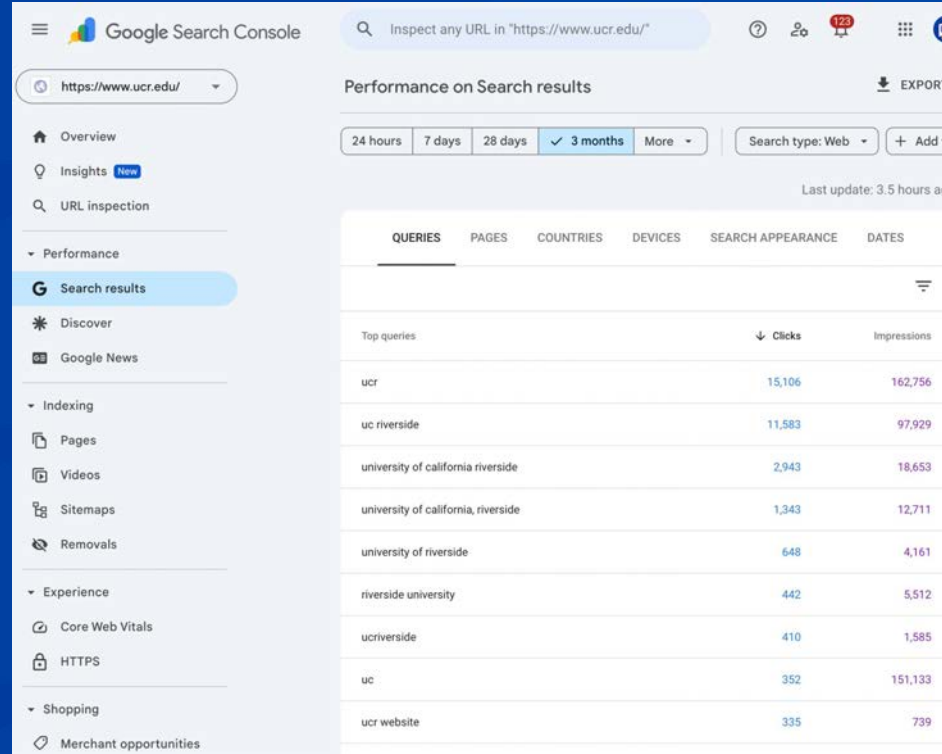
Accessibility

- **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

- **Using Google Search Console:**

- Monitor google search performance
- Low ranking or trending keywords/pages



The screenshot displays the Google Search Console interface for the URL <https://www.ucr.edu/>. The left sidebar contains navigation links: Overview, Insights (marked 'New'), URL inspection, Performance, Search results (highlighted), Discover, Google News, Indexing, Pages, Videos, Sitemaps, Removals, Experience, Core Web Vitals, HTTPS, Shopping, and Merchant opportunities. The main content area is titled 'Performance on Search results' and includes a search bar with the text 'Inspect any URL in "https://www.ucr.edu/"'. Below this, there are filters for time ranges (24 hours, 7 days, 28 days, 3 months, More) and a search type dropdown set to 'Web'. A table titled 'Top queries' shows search performance data. The table has columns for the query, clicks, and impressions. The data is sorted by clicks in descending order.

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Top queries				↓ Clicks	Impressions
ucr				15,106	162,756
uc riverside				11,583	97,929
university of california riverside				2,943	18,653
university of california, riverside				1,343	12,711
university of riverside				648	4,161
riverside university				442	5,512
ucriverside				410	1,585
uc				352	151,133
ucr website				335	739

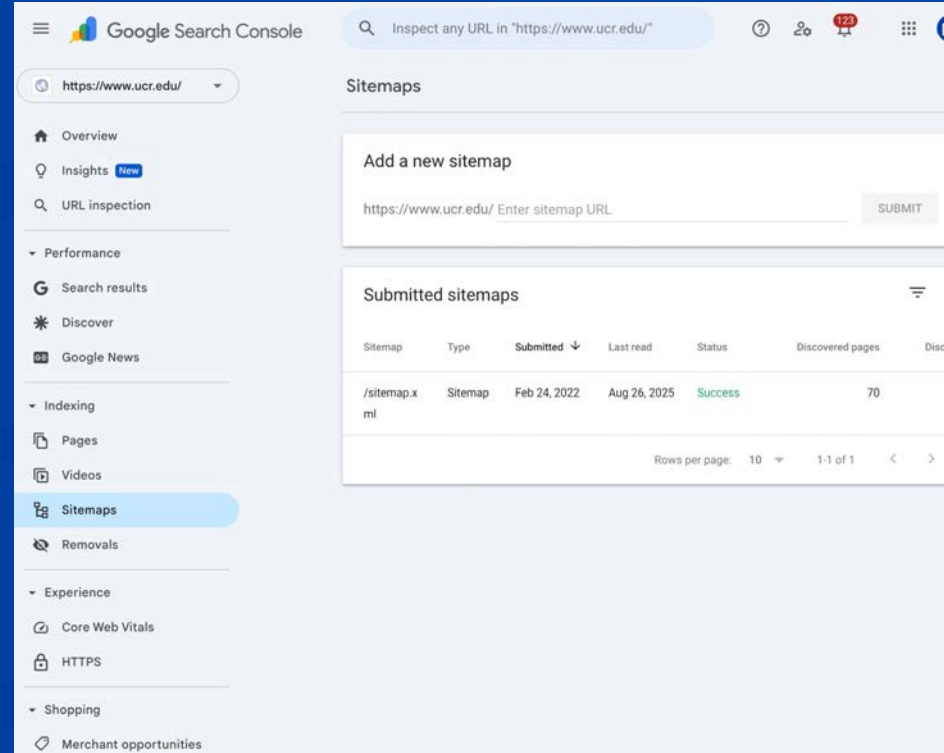
Accessibility

- **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

- **Using Google Search Console:**

- Monitor google search performance
- Low ranking or trending keywords/pages
- Submit sitemap and request index of new pages



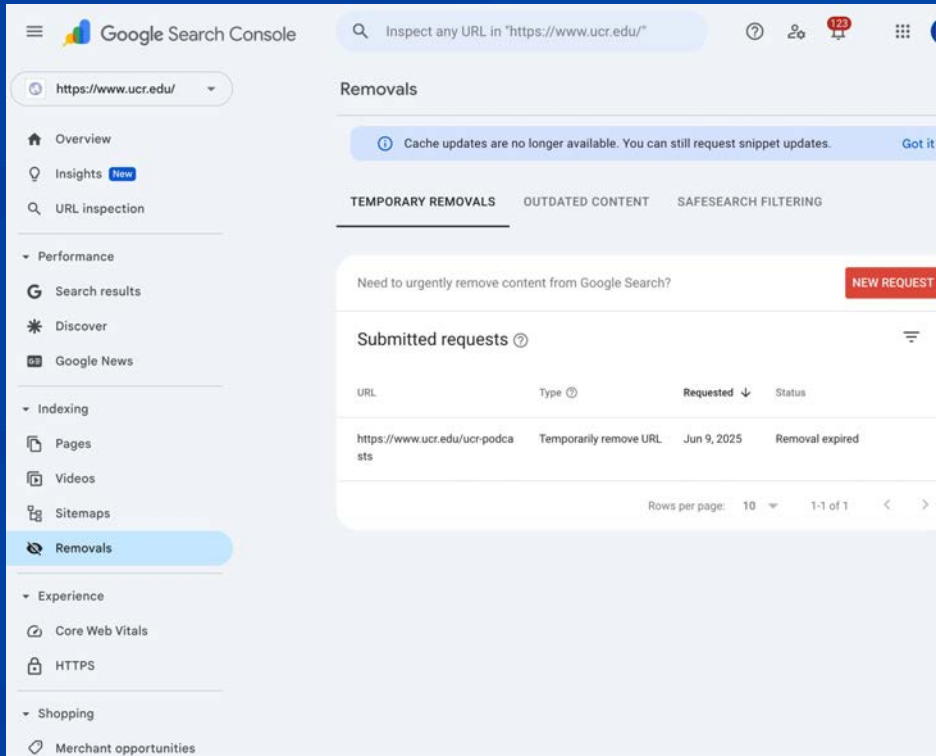
Accessibility

- **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

- **Using Google Search Console:**

- Monitor google search performance
- Low ranking or trending keywords/pages
- Submit sitemap and request index of new pages
- Remove a URL/page from Google Search
- websites.ucr.edu/google-search-console





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

Block description *

A brief description of your block.

General

Style Options

Body



This is test copy

This is test copy

Block description *

A brief description of your block.

General

Style Options

Body



```
<p><span style="font-family:&quot;Times New Roman&quot;; serif;">This is test copy</span></p>  
<p>This is test copy</p>
```

Color Contrast

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

brand.ucr.edu/ucr-colors

	Text	#FFFFFF	#003DA5	#FFB81C	#78BE20	#009CDE	#FF671F	#FBD865	#E4002B	#000000
Background										
White #FFFFFF	Text		Text	Text	Text	Text	Text	Text	Text	Text
		AAA 9.5	DNP 1.7	DNP 2.2	AA18 3	DNP 2.9	DNP 1.3	AA 4.8	AAA 21	
UCR Blue #003DA5	Text		Text	Text	Text	Text	Text	Text	Text	Text
	AAA 9.5		AA 5.4	AA18 4.1	AA18 3	AA18 3.2	AA 6.9	DNP 1.9	DNP 2.2	
UCR Gold #FFB81C	Text	Text		Text	Text	Text	Text	Text	Text	Text
	DNP 1.7	AA 5.4		DNP 1.3	DNP 1.7	DNP 1.6	DNP 1.2	DNP 2.8	AAA 12.1	

Normal Text

WCAG AA: **Fail**

WCAG AAA: **Fail**

The five boxing wizards jump quickly.

Large Text

WCAG AA: **Pass**

WCAG AAA: **Fail**

The five boxing wizards jump quickly.

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)

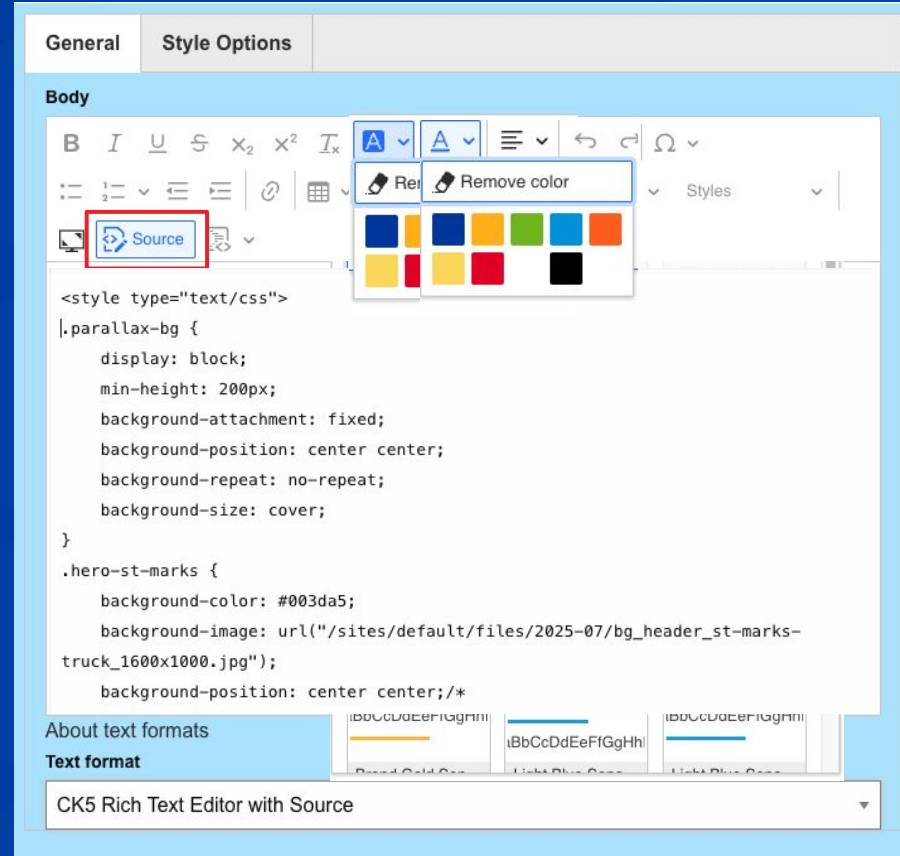
- **Drupal's Standard Editor:** Utilizes common copy editing options and functions
- **Additional copy layout features:**
 - Text background and font colors
 - Paragraph and Header
 - Copy Styles

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/>



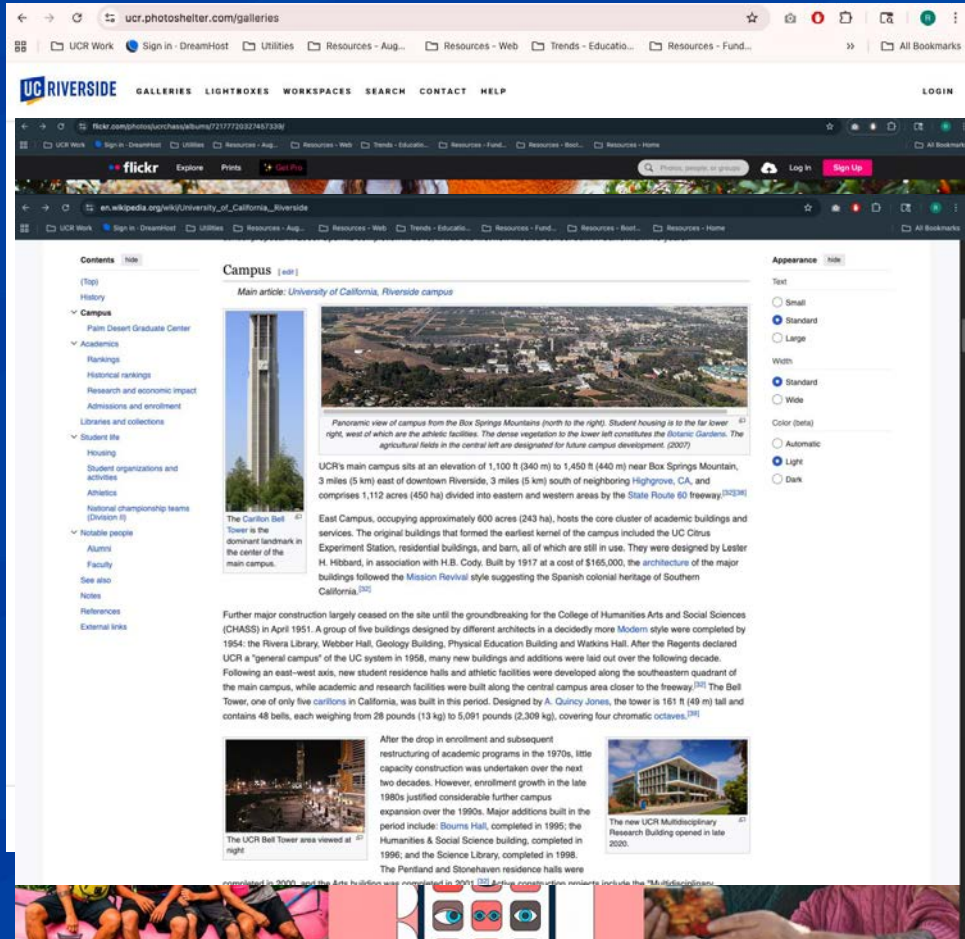
On-Brand Visuals

- 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.

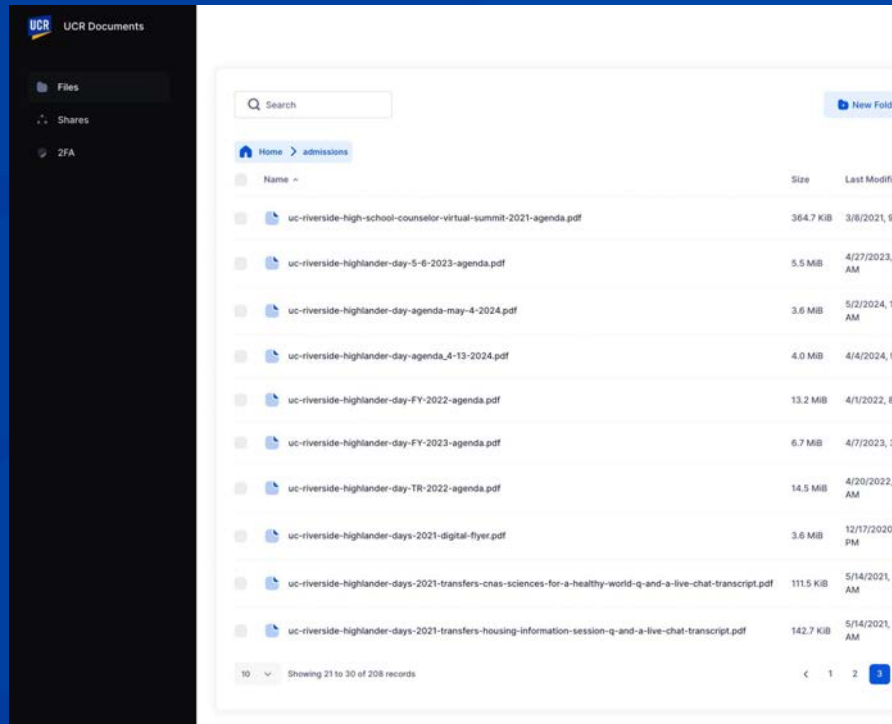




Documents Server

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

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



UC RIVERSIDE | Undergraduate Admissions

Bold Hearts. Brilliant Minds.

DISCOVER ▾ ADMISSIONS ▾ MAJORS AFFORDABILITY & VALUE ▾ COUNSELORS RESOURCES ▾ **APPLY TO UCR**

Begin Your Fall 2026 Application

Submit Oct. 1-Nov. 30

GET STARTED TODAY

Bold Hearts. Brilliant Minds.

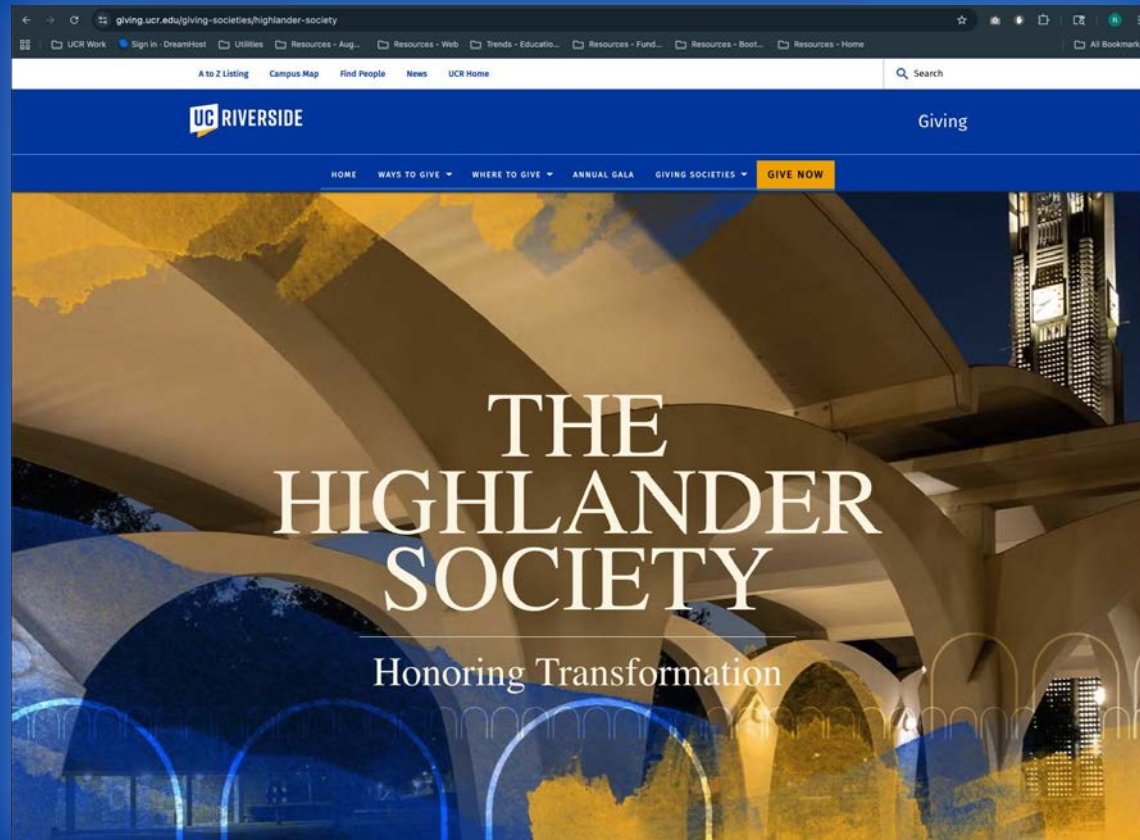
UC Riverside is a tapestry of trailblazers — from first-generation students to globally recognized researchers — working together to accelerate bold solutions and transform lives.

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](https://ucr.edu/magazine/summer-2024/lab-to-table)

Buzzworthy Byproducts

For Barbara Baer-Ikhoof 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-Ikhoof 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!