Wilton Town Website Guidelines

The guidelines below are meant to ensure our site has a nice, clean and consistent look across all the pages, and shows up well on both mobile devices and desktops.

Pasting text: When pasting in new text, always use "paste plain text" so extraneous hidden formatting is scrubbed which could cause problems down the road. Once you have pasted it in as plain text, you can use the text editor to add bullets and other formatting as needed.

Font size: Please do not change the font size. For most of the text on our pages, the defaults size is "3". If you want to create section titles which have larger font sizes, choose one of the "Header" selections – usually 2, 3, or 4 will work. Do NOT use Header 1, as that is the one used for the page title.

Font type: Please do not change the font. We have a default font for the entire site (Lato) which will automatically be applied when it is posted unless you explicitly overrule it, which should be avoided. Note that within the editor, it may appear like you are using a different font like Times Roman – do NOT change it, as the correct font will show up when you publish the change. This helps keep a uniform look to a site with our many contributors. Agendas, minutes and forms that are downloadable from the site can of course be different, but applying some of these rules of design will help keep everything clean and readable.

Font color: Please avoid using different text colors – it can make a site look busy and complicated. The one exception is if you are listing a major alert and want to use a red color to highlight it. These should be temporary and removed when the alert is passed.

Bold and <u>underline</u>: You can feel free to selectively **bold text for emphasis**, but avoid using <u>underlines</u>, as they are often used to denote a clickable link.

Upper/lower case: Please do not use "ALL-CAPS", even in a section heading. Using upper and lower case improves readability.

Hyperlinks: Please try to have a descriptive link and not the "CLICK HERE" convention sometimes used. In other words, if you are sending someone to another site, use the name of the site as the link, or if you opening up a document, use a description of what it is. Note that a link that opens up on a site other than our town site should always open in a "new window" and anything linking on our site can open in the "same window" – these can be found under Properties. In the example below, the two "Visit" phrases are linked to the site.

> Wilton and surrounding towns have a number of rooms available through Airbnb and HomeAway, Just go to their sites and search for Wilton, NH.
>
> Visit the Airbnb Website
>
> Visit the HomeAway Website

Images: These are encouraged! Our new site is very visually appealing, and images or photographs can enhance your page and make it more engaging. Please try not to distort your images. It may seem like it will fit better, but it will look odd.

As is: perfect! Stretched: ????

Also, to ensure your photos display properly on mobile devices, please go into Properties and change the dimensions to be in percentages rather than pixels. For instance, if you want the picture to take up half the width of your web page, type in 50% for the width rather than leave in pixels (which are the default). Don't worry about the length, it will be adjusted automatically.

Dates: When creating documents for minutes or agendas, please begin them using the convention MM.DD.YEAR [then anything you want after that]. Our new site organizes minutes and agendas based on the document title, and is set up to list things in reverse alphabetical order – this convention will result in minutes and agendas showing the most recent at the top of the list. Once January rolls around, please create a new "2020" folder under both Minutes and Agendas to start adding your new ones.

Phone Numbers: Please use the standard (603) 654-5555.

News and Announcements: unlike our old site, all news announcements are entered centrally in the "What's New" section rather than on everyone's individual pages, but you are still responsible for adding these. The three most recent new articles will show up on the home page, so you need to include an image to illustrate your announcement since it. A simple way to find a free image is to search the Clip Art section while within Microsoft Word. If you have an announcement that is more community focused rather than related to town government, please submit this via the "Submit a Community Announcement" form in the Residents section. These will also be promoted on social media occasionally.

Events: Board, Committee, or Departmental meetings should all be entered on the "Town Government" calendar. Please do not uses abbreviations in the name of your event, i.e. use "Wilton Sewer Department" and not "WSD". For upcoming meetings, please attach the agenda as a PDF to the Event itself so people can find it easily. All other community events will show up on the Community Calendar. If you would like to propose a Community Event for the calendar, please submit a request to Donna Crane (wennie2@copper.net).