



## Site Appearance Guidelines for schooldish.com

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### **Purpose:**

- This policy document and its corresponding requirements have been defined to ensure the technical integrity of the schooldish.com branded websites so that they best support the operations of the client.

### **Audience:**

- Authors
- Editors
- Administrators

### **Scope:**

- This policy applies to all sites within the schooldish.com environment.

### **Responsibilities:**

- **Authors:** The system manager at the district level. This is usually the FSD, however, it could also be the AFSD or the on-site marketing specialist. Authors make content changes, additions, and deletions to the designated "local content" sections of the website as well as develop and post monthly menus. Content changes by the Author must be reviewed by their "Editor" before being pushed live on the site.
- **Editors:** The person who reviews and approves content changes made by the Author. Once the Editor approves the content, s/he submits the changes to the live site. The Editor will usually be the DM or the regional marketing director. For purposes of the pilot phase, the Editor role will be held by Darlene Alu (ARAMARK Education IT).
- **Administrators:** The person(s) who manages the system in its entirety. The Administrator is responsible for the initial site creation as new districts join the system, manages "global content", and controls any major creative or structural changes to the site. The Administrators for this site are members of the ARAMARK Education Marketing and IT groups.

### **Requirements:**

#### General

- eSiteManager will be used to manage all district and school websites on schooldish.com.
- Each site will use a Cascading Style Sheet (CSS) that will define an appropriate color scheme and control font attributes, including all mouse-over effects.
- The site(s) must be kept updated with current menus, staff, and events. Since the sites are available for viewing by everyone including the school community, competitors, prospective clients, etc., it is imperative that the information provided remain current.
- Motion features, animated GIFs, scrolling marquees, and Flash content can only be used with explicit written permission from the ARAMARK Education Marketing department.

#### Fonts

- All font attributes are controlled by centrally managed Cascading Style Sheets.
- The standard font face is Verdana and the size is 10 point. Font size for headings must not exceed 14 point.
- The use of boldface, italics and font color to emphasize a point of copy are subject to Editor approval. Avoid using too much of one effect as it defeats the desired effect (e.g., ALL CAPS = "A BRICK WALL FOR THE READER").
- Underlined text will always inform users that there is a hyperlink; therefore, underlining must not be used as a means to emphasize or highlight text. Hyperlinks can be changed to a blue color if desired.

## Files

- Files in the Resource Manager can only be of the following file types: doc, xls, pdf, jpg, gif, png, bmp, mpeg, mov, avi, asf.

## Images

- Images in the Resource Manager can only be of the following file types: gif, jpg, bmp, png.
- Images cannot be used as hyperlinks.
- If you need to resize an image, it is not sufficient to click on it in the Editor and use the handlebars to change its dimensions, or to use the Image Manager tool in the Editor. That technique degrades the quality and clarity of the image and does not change the file size.
- To change the dimensions of an image, you must use an image editing program (i.e., Adobe Photoshop, Microsoft Photo Editor).
- Images must have a business purpose that is supportive of the page content.
- You must receive approval from food service employees prior to posting their pictures on the site.
- We do not recommend posting student photos on the site given concerns around child privacy. However, if there was a school event that you would like to highlight on your site (e.g., Spike Live! show, guest chef, ADA School Walk for Diabetes, etc.), you will need to receive a signed parent release. In many cases, the district will have these on file already; be sure to check with your principal and client. Also, you can obtain a copy of a Photo Release Form from your regional marketing director.

## Links

- The font for all hyperlinks outside the navigation menu headers is blue with an underline. Currently, this must be done manually within the Editor.
- Links to Word documents, Excel spreadsheets, and PDFs should all open in a new browser window (target = \_blank). In all cases, documents should be converted to a PDF format prior to posting on the website. This will maintain file integrity when downloaded/viewed by site visitors. Exceptions to this guideline include any forms (catering, free and reduced applications, etc.) where providing it in Word or Excel will facilitate a process for our customers.
- All links to other pages or documents within a single site must be relative, not absolute. In other words, when linking to another page within a site, <http://www.schoolish.com> should not be hard-coded into the path.