Keeping content layout standard with the template is essential in order to be consistent with all pages on marquette.edu:

1: The Top banner and menu bar is the identifier for your department or office that will link back to your main landing page. The menu bar can also have a drop-down feature to link to promotional content or easily accessible links to pages within your site.

2: Page names should be all capitalized. Blue breadcrumbs link to the main Marquette.edu landing page along with your department or office name with a link back to your main landing page.
**Inner Page Photography:**

3: Photography on the secondary content pages normally is minimized to what is shown on these templates. The secondary B2 template is the most used template, which has the image on the right and quick link navigation or promotional content below. The visual image can be tied to the content on the left. If you would like to select images for the different pages on your site, you can contact Joan Holcomb (288-5751) in the Office of Marketing and Communication to view our image portfolio.

4: The main body of the page usually includes the Heading 2 style for headlines and normal text as paragraphs (styles described more in-depth on the “Formatting content” documentation). To make text easier to read, a bulleted list is recommended when appropriate to limit the amount of text a user needs to scan in order to find the information they need. A callout box can be an area where you may want to “callout” particular content. This should have wrapped text around it.

5: The right content may have some of the same links as the main page content to help users navigate easily through your site. This is also normally an include file. (This is described further in the “Editing include files” documentation.) It is helpful when you have many pages that link to the same information. You don’t need this part of the layout if it isn’t necessary on your particular page(s).