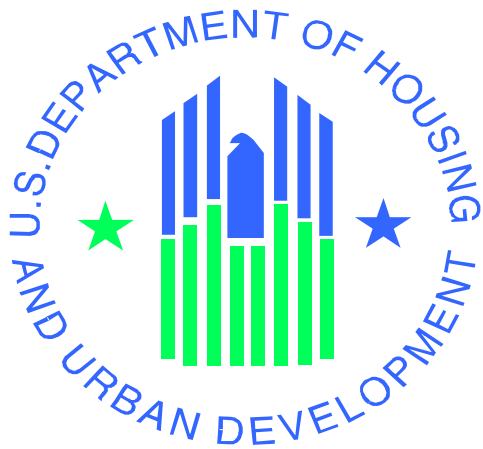


# HUD.gov Style Guide

Version 1.0



For use by the

**U.S. Department of Housing and Urban Development**

February 2012

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## OVERVIEW

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This is to be used as a style reference for the HUD.gov website. It provides instructions for handcoding various elements on the HUD.gov website.

## INTENDED AUDIENCE

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This document is intended for use by those individuals seeking to add content to the HUD.gov web environment using hand coded html. This document assumes the reader already has a basic knowledge of Hyper Text Markup Language and Cascading Style Sheets.

## REVISION LOG

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<b>Release No.</b>	<b>Date</b>	<b>Revision Description</b>
Rev. 0	09/01/11	HUD.gov Style Guide- Preliminary Draft
Rev. 1	02/21/12	HUD.gov Style Guide First Release

# 1 ENVIRONMENT NOTES

---

- HUD.gov is based on the HTML 4.0 coding standard
- Browser standard is Internet Explorer 7.0

## 2 LISTS

CLASS NAME	SCREENSHOT	CODE	INDENT	BULLETS
<b>.blandlink</b>	<p>Please note that a common problem with lists is if the line is too long and the text wraps to the next line.</p> <p>Find a Home See Allocations by Grantee</p>	<pre>&lt;div class=blandlink&gt; &lt;ul&gt; &lt;li&gt;&lt;a href="#"&gt;Link&lt;/a&gt;&lt;/li&gt; &lt;li&gt;&lt;a href="#"&gt;Link&lt;/a&gt;&lt;/li&gt; &lt;/ul&gt; &lt;/div&gt;</pre>		
<b>.genlink</b>	<p>▶ Please note that a common problem with lists is if the line is too long and the text wraps to the next line.</p> <p>▶ Link</p>	<pre>&lt;div class=genlink&gt; &lt;ul&gt; &lt;li&gt;&lt;a href="#"&gt;Link&lt;/a&gt;&lt;/li&gt; &lt;li&gt;&lt;a href="#"&gt;Link&lt;/a&gt;&lt;/li&gt; &lt;/ul&gt; &lt;/div&gt;</pre>		✓
<b>.genlist</b>	<p>Please note that a common problem with lists is if the line is too long and the text wraps to the next line.</p> <p>Link</p>	<pre>&lt;div class=genlist&gt; &lt;ul&gt; &lt;li&gt;&lt;a href="#"&gt;Link&lt;/a&gt;&lt;/li&gt; &lt;li&gt;&lt;a href="#"&gt;Link&lt;/a&gt;&lt;/li&gt; &lt;/ul&gt; &lt;/div&gt;</pre>	✓	
<b>.genlink (ul #indent)</b>	<p>▶ Please note that a common problem with lists is if the line is too long and the text wraps to the next line.</p> <p>▶ Link</p>	<pre>&lt;div class=genlink&gt; &lt;ul id=indent&gt; &lt;li&gt;&lt;a href="#"&gt;Link&lt;/a&gt;&lt;/li&gt; &lt;li&gt;&lt;a href="#"&gt;Link&lt;/a&gt;&lt;/li&gt; &lt;/ul&gt; &lt;/div&gt;</pre>	✓	✓

## 2.1 LIST WITH SUBTITLE

Subtitles text is grey and bolded. Use this to separate different sections of text that appear within the same item. \*Remember, all content should be wrapped in an item header. See previous sections for instructions on how to create a header.

### Questions and Answers

- ▶ **NEW** NSP2 Correction-2 Frequently Asked Questions
- ▶ NSP2 Frequently Asked Questions

### Webcasts and Presentations

- ▶ Neighborhood Stabilization Program 2 Webcast
- ▶ NSP2TV Presentation

### 2.1.1 CODE EXAMPLE:

```
<DIV class=genheading>Questions and Answers</DIV>
<DIV class=genlink>
<UL>
<LI><FONT color=red>NEW</FONT>
<A href="http://www.hud.gov">NSP2 Correction-2 Frequently Asked Questions</A>
<LI><A href="http://www.hud.gov">NSP2 Frequently Asked Questions</A>
</LI>
</UL>
</DIV>
<br>
<DIV class=genheading>Webcasts and Presentations</DIV>
<DIV class=genlink>
<UL>
<LI><A href="http://www.hud.gov">Neighborhood Stabilization Program 2 Webcast</A>
<LI><A href="http://www.hud.gov">NSP2TV Presentation</A>
</LI>
</UL>
</DIV>
```

## 2.2 MIXED LIST W/ PLAIN TEXT AND LINKS

Plain text and links can be combined in any combination with or without bullets. This example uses bullets.

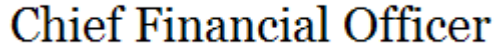

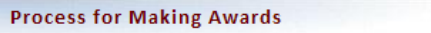
\*Remember, all content should be wrapped in an item header. See previous sections for instructions on how to create a header.

- ▶ Green Retrofit Program Status Report [\[PDF\]](#) [\[Excel\]](#)

### 2.2.1 CODE EXAMPLE:

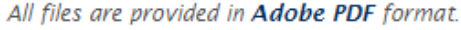
```
<DIV class=genlink>
<UL>
<LI>Green Retrofit Program Status Report <A href="#">[PDF]</A>
<A href="#">[Excel]</A>
</li>
</ul>
</div>
```

### 3 HEADINGS

CLASS NAME	SCREENSHOT	CODE	USE
.areattl		<pre>&lt;div id="areattl"&gt;Chief Financial Officer&lt;/div&gt;</pre>	<p>Used for high level page titles. I.E. Program Offices, States, Principal Staff, etc.</p>
Multiple/ See Code		<p><i>Note: 'ttlbgwide' signifies a <b>WIDE</b> blue background</i></p> <pre>&lt;DIV class=ttlwrapper&gt; &lt;DIV class=ttlbgwide&gt; &lt;DIV id=ttlpos class=ttlred&gt;Program Description&lt;/DIV&gt; &lt;/DIV&gt; Your Content Goes Here &lt;/DIV&gt;</pre>	<p>For use with <b>Wide</b> item titles. Consist of a blue gradient background with red text</p> <p>Width:664</p> <p>Used for Overviews, etc.</p>
Multiple/ See Code		<p><i>Note: Half width headings are used for sidebar content as well</i></p> <pre>&lt;DIV class=ttlwrapper&gt; &lt;DIV class=ttlbg&gt; &lt;DIV id=ttlpos class=ttlred&gt;Process for MAKing Awards&lt;/DIV&gt; &lt;/DIV&gt; Your Content Goes Here &lt;/DIV&gt;</pre>	<p>For use with <b>Half Width</b> item titles. Consist of a blue gradient background with red text</p> <p>Width:332</p> <p>Used for 'I Want To', 'In Focus', etc.</p>

## 4 LINKS

---

CLASS NAME	SCREENSHOT	CODE	USE
N/A		<pre data-bbox="766 443 1575 472">&lt;I&gt;All Plans are in &lt;A href="#"&gt;Adobe PDF&lt;/A&gt; format&lt;/I&gt;.</pre>	<p data-bbox="1619 240 2018 467">Basic links appear in a blue bold text that changes to red when a user hovers over the link. A link can be placed anywhere on the page and the formatting will automatically be applied.</p> <p data-bbox="1619 565 2018 634">This is also true for links in a list. See section titled 'List'</p>



# 5 IMAGES

---

## 5.1 THE GENERAL RULE

To ensure unity of the sites' design, keep in mind these rules for images:

- All images should have a crisp, clear image, which is free of distortion.
  - Example of a bad image:



- Example of a good image:



## 5.2 REFERENCING IMAGES

Images are referenced using the Content ID for the image that was entered when it was uploaded to the HUD.gov Content Management system. For example, the Content ID for the uploaded image below is USAFLAG.GIF:

```

```

### Notes:

- The image source must have ***http://portal.hud.gov/huddoc/*** preceding the content id of the image

## 5.3 INLINE IMAGES

### 5.3.1 TAG ATTRIBUTES

As a best practice, when inserting images on a page, the image tag must, at minimum, contain the following attributes:

- Title
- Source (src)
- Alt
- Width
- Height

For example:

```

```

### 5.3.2 AVAILABLE GENIMG CLASS

**genimg** – This is the basic image class that will align the image to the left of the surrounding text, add a black border, and padding between the text and image.



For example:

```

```

## 6 SLIDESHOWS

Slideshows are controlled by JavaScript that cycles photos entered via the content management system. Styles for slide content are predefined in the HUD.gov style sheet.

### 6.1 SLIDESHOW GUIDELINES:

The following guidelines are recommended to ensure visual continuity and legibility of slide content:

- Preferably, descriptions should be 180 characters in length or less (approx. 30 words)
- Preferably, headlines should be no more than 4 lines tall

In addition to general image guidelines, slideshow images must adhere to these rules as well:

- Each image should be accompanied by an appropriate caption
- Images are automatically resized to fit the slideshow area. To prevent image degradation and distortion, image size should be 400x225 pixels. Photos that do not adhere to these dimensions will show up stretched or distorted.

**Note:** For slideshow images smaller than the specified size, a background image ([ss\\_bg.jpg](#)) is available in the content management system for use to fill in the surrounding space.



# 7 FULL PAGE EXAMPLES

---

## 7.1 PRESS RELEASE

HUD No. 10-165  
Lemar Wooley  
(202) 708 - 0685

FOR RELEASE  
Tuesday  
July 27, 2010

**OBAMA ADMINISTRATION AWARDS \$19.5 MILLION TO PRODUCE MORE ASSISTED LIVING  
SENIOR HOUSING IN FOUR STATES**

*Funding to convert existing multifamily projects to help elderly 'age in place'*

WASHINGTON -Elderly Americans in Arizona, Maryland, New York and Ohio will soon find themselves living in upgraded apartments equipped to meet their physical needs because of \$19.5 million in grants from the U.S. Department of Housing and Urban Development. HUD today announced the grants to help convert existing multifamily projects into assisted living facility for the elderly. A detailed summary of each grant is attached to this release.

###

*HUD's mission is to create strong, sustainable, inclusive communities and quality affordable homes for all. HUD is working to strengthen the housing market to bolster the economy and protect consumers; meet the need for quality affordable rental homes; utilize housing as a platform for improving quality of life; build inclusive and sustainable communities free from discrimination; and transform the way HUD does business. More information about HUD and its programs is available on the Internet at [www.hud.gov](http://www.hud.gov) and [espanol.hud.gov](http://espanol.hud.gov).*

## 7.1.1 EXAMPLE PRESS RELEASE CODE:

```
<DIV class=ttlwrapper>
  <div id=prinfo>
    <DIV id=prleft class=prheading>
      HUD No. 10-165<br>
      Lemar Wooley<br>
      (202) 708 - 0685
    </DIV>
    <DIV id=prright class=prheading>
      FOR RELEASE<br>
      Tuesday<br>
      July 27, 2010
    </DIV>
  </div>
  <DIV class=clearit></DIV>
  <BR><BR>
  <DIV class=caps id=prttl>
    OBAMA ADMINISTRATION AWARDS $19.5 MILLION TO PRODUCE MORE
    ASSISTED LIVING SENIOR HOUSING IN FOUR STATES
  </DIV>
  <DIV id=prsubttl>
    Funding to convert existing multifamily projects to help
    elderly 'age in place'
  </DIV>
  <DIV class=message>
    <p>WASHINGTON -Elderly Americans in Arizona, Maryland, New York
    and Ohio will soon find themselves living in upgraded apartments
    equipped to meet their physical needs because of $19.5 million
    in grants from the U.S. Department of Housing and Urban Development.
    HUD today announced the grants to help convert existing multifamily
    projects into assisted living facility for the elderly. A detailed
    summary of each grant is attached to this release.</p>
    <p id=prfooter>###<br><br>
    HUD's mission is to create strong, sustainable,
    inclusive communities and quality affordable homes for all. HUD is
    working to strengthen the housing market to bolster the economy
    and protect consumers; meet the need for quality
    affordable rental homes: utilize housing as a platform for improving
    quality of life; build inclusive and sustainable communities free
    from discrimination;and transform the way HUD does business. More
    information about HUD and its programs is available on the Internet
    at <a href="http://www.hud.gov">www.hud.gov</a> and
    <a href="http://espanol.hud.gov">espanol.hud.gov</a>.</p>
  </DIV>
```

## 7.2 BLOG

July 22, 2010

### Serving Those Who have Served

April Tey Brown, Public Affairs Specialist, HUD's Office of Public Affairs

I come from a long line of service members so it was no surprise to my family when I decided to join the U.S. Air Force at the young age of 19. For six years, I proudly served my country on active duty. I traveled around the world and made some amazing friends. It was a wonderful experience and I wouldn't change it for the world! As a veteran, I make it a point to know and understand all the benefits that are available to veterans.

VHPD also supports the Obama Administration's far-reaching and ambitious strategic plan to prevent and end homelessness. Last month, Donovan and 18 other federal agencies unveiled *Opening Doors*, an unprecedented federal strategy to end veteran and chronic homelessness by 2015, and to end homelessness among children, families, and youth by 2020.

### 7.2.1 EXAMPLE BLOG CODE

```
<DIV class=ttlwrapper>
  <div id="bloginfo">
    <DIV class=dateln>Thursday, July 22, 2010</DIV>
    <DIV id=blogttl>
      <a href="HUD/press/blog/2010/blog2010-07-22" target=>
        Serving Those Who have Served</a>
    </DIV>
  </div>

  <div class=message>
    <div id=preamble>
      <div id="blogauthor">April Tey Brown, Public Affairs
        Specialist, HUDs Office of Public Affairs</div>
    </div>
    <p>I come from a long line of service members so it was no
    surprise to my family when I decided to join the U.S. Air Force
    at the young age of 19. For six years, I proudly served my
    country on active duty. I traveled around the world and made some
    amazing friends. It was a wonderful experience and I wouldn't
    change it for the world! As a veteran, I make it a point to know
    and understand all the benefits that are available to
    veterans.</p>

    <p>VHPD also supports the Obama Administrations far-reaching and
    ambitious strategic plan to prevent and end homelessness. Last
    month, Donovan and 18 other federal agencies unveiled <a
    href="HUD/press/press_releases_media_advisories/2010/HUDNo.10
    132"><strong><em>Opening Doors</em></strong></a>, an
    unprecedented federal strategy to end veteran and chronic
    homelessness by 2015, and to end homelessness among children,
    families, and youth by 2020.</p>
  </div>
  <div class=bloghr></div>
</div>
```

## 7.3 FEATURED NEWS/FEATURED LOCAL NEWS

### Featured Local News

Monday, July 12, 2010

Obama Administration Announces More than \$986,000 to Help West Virginia's Very Low-Income Elderly and Persons with Disabilities

Wednesday, July 07, 2010

HUD Secretary Donovan Announces \$2.2 Million in Homeless Aid to West Virginia

Friday, June 18, 2010

HUD to Help 20 Homeless Veterans in West Virginia Find Permanent Homes

Newsroom

Stories

### 7.3.1 EXAMPLE FEATURED NEWS/FEATURED LOCAL NEWS CODE

```
<div class=ttmlwrapper>
  <div class=ttmlbg>
    <div id=ttmlpos class=ttmlred>Featured Local News</div>
  </div>
  <div class=blandlink>
    <ul>
      <li>
        <div class=dateln>Monday, July 12, 2010</div><br>
        <A href="HUD/states/west_virginia/news/HUDNo.2010-07-12" >
          Obama Administration Announces More than $986,000 to Help
          West Virginia's Very Low-Income Elderly and Persons with
          Disabilities</A>
      </li>
      <li>
        <div class=dateln>Wednesday, July 07, 2010</div><br>
        <A href="HUD/states/west_virginia/news/HUDNo.2010-07" >
          HUD Secretary Donovan Announces $2.2 Million in Homeless
          Aid to West Virginia</A>
      </li>
      <li>
        <div class=dateln>Friday, June 18, 2010</div><br>
        <A href="HUD/states/west_virginia/news/HUDNo.2010-06-18a" >
          HUD to Help 20 Homeless Veterans in West Virginia Find
          Permanent Homes</A>
      </li>
      <li>
        <A href="HUD/states/west_virginia/news" > Newsroom</A>
      </li>
      <li>
        <A href="HUD/states/west_virginia/stories" > Stories</A>
      </li>
    </ul>
  </div>
</div>
```

## 8 DOCUMENTS

---

### 8.1 REFERENCING DOCUMENTS

Documents are referenced using the Content ID for the image that was entered when it was uploaded to the HUD.gov Content Management system. For example, the Content ID for the uploaded document below is 2010report.doc:

```
<a href="http://portal.hud.gov/huddoc/2010report.doc">2010 Report</a>
```

# 9 HUD.GOV COLOR MAP

\* All Colors are represented in hexadecimal color code.

TUESDAY, SEPTEMBER 28, 2010

# HUD.GOV

U.S. Department of Housing and Urban Development  
Secretary Shaun Donovan

Links: #00295A

Connect with HUD  
W RSS f f YouTube Twitter

Busque Información en Español

Site Map A-Z Index Text A A A

Textbox Border: #A5ACB2 Search

HOME PRESS ROOM MULTIMEDIA STATE INFO PROGRAM OFFICES TOPIC AREAS ABOUT HUD RESOURCES CONTACT US

Print Friendly Version SHARE f t e

## Resources to Help You Find Shelter or Stay in Your Home

At HUD, we are committed to helping those who are homeless or at risk of becoming homeless.

[Background #5C99C2](#)

[LEARN MORE](#)



Background: #25456D Staff Photo

## Making Home Affordable

#DF1A21 #094D9E  
MAKING HOME AFFORDABLE.GOV

Help for America's Homeowners

[LEARN MORE](#)

Box Title Text: #996633

## HUD Implementation of the Recovery Act



HUD.GOV/Recovery

[LEARN MORE](#)

Learn More Button Background: #112F5A

## I Want to

- ▶ Buy a Home
- ▶ Avoid Foreclosure
- ▶ Find Rental Assistance
- ▶ Apply for a Grant
- ▶ Find information by audience group
- ▶ Learn about reverse mortgages for seniors
- ▶ File a Fair Housing Discrimination Complaint
- ▶ Access Quick Links

## Featured News

Section Title: #600

Monday, September 27, 2010 Date: #696969  
HUD Announces more than \$5.1 Million for Housing Counseling Training

Friday, September 24, 2010  
HUD Awards \$6.3 Million to Tribal Colleges and Universities

Thursday, September 23, 2010  
HUD Approves \$36.6 Million Financing Plan to Expand and Refinance Hayes Green Beach Memorial Hospital in Charlotte, Michigan

Links: #00295A

Bullet Arrow: #A01B1B

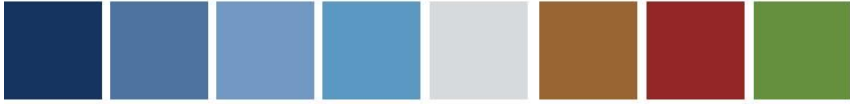
Menu Background: #FAFAFB



# 10HUD.GOV COLOR PALETTE

---

## Primary Colors



## Blue Tints/Hues



## Complimentary Blue Tints/Hues



## Grey Tints/Hues



## Complimentary Grey Tints/Hues



## Additional Complimentary Colors Tints/Hues

These colors are found in text, images, and logos

