Research Lab WordPress Site Guidelines  
December 2015

Research Lab Sites and Blogs

We welcome WordPress web sites dedicated to research labs in the Department of Pathology. They are a wonderful way to highlight your work and to attract the best trainees to your lab. In order to keep some degree of cohesion, and to make sure that we do not violate institutional policies of branding, we have developed the below guidelines. Do not hesitate to ask us if you have questions about any of these guidelines.

Requirements for research lab sites:

1. The Johns Hopkins Medicine Department of Pathology logo should be placed in upper left corner of site; the logo should be linked to the Pathology site — http://pathology.jhu.edu
2. additional text link to Pathology site labeled, “Department of Pathology”
3. Identify a single content administrator responsible for the site with [optional] content-editing access. Please send us the email address of your content administrator.
4. Proper branding and decorum: see ‘Web Best Practices & Tips’

WordPress Website-Building ‘Package’:

- Sites should be hosted on a Pathology web server- we provide maintenance, security, etc.
- We will help you follow ‘Web Best Practices and Tips’
- We will install on your site by default:
  - A group of basic plugins: we’ll keep these maintained; others can be added by request.
    - Shortcodes Ultimate: https://wordpress.org/plugins/shortcodes-ultimate/: Shortcodes Ultimate offers many small add-ons to the functionality of your site: sliders, columns, photo galleries, frames, etc. Many of the ‘extras’ that you may want to add to your site can be found in this plugin.
    - Social Media Feather: https://wordpress.org/plugins/social-media-feather/: use Social Media Feather to add social media icons to your site for sharing and following.
    - Google Analytics Plugin: our Google Analytics plugin will allow us to track your site traffic, traffic sources, geographic locations, etc and send you reports.
  - An appearance theme template (optional): we will design a site with this theme for you if you’d like or you can use this theme to design the site yourself; other themes can be added by request.
- content administrator will receive:
  - quarterly reminder emails to update content if necessary
  - periodic analytics reports
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Additional Resources:

- [Introduction to the WordPress backend](YouTube: 10 minutes)
- Johns Hopkins Medicine Department of Pathology logo
- [Johns Hopkins Medicine branding & logo guidelines](if you’d like to use the Johns Hopkins Medicine logo, it is available here)
- [Johns Hopkins color palette](for your reference-- using these colors is optional)

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Please contact us with any questions or if we can help.

For a quick response, contact us via the web requests form found at:
[http://pathology.jhu.edu/campus/requests.cfm](http://pathology.jhu.edu/campus/requests.cfm)

Good luck with your site!

*The Pathology Web Team*
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