



South
Lanarkshire
College

East Kilbride

FOR PUBLISHING

OUR
DIGITAL
BRAND
GUIDELINES

Welcome

Welcome to our digital brand guidelines for the South Lanarkshire College website.

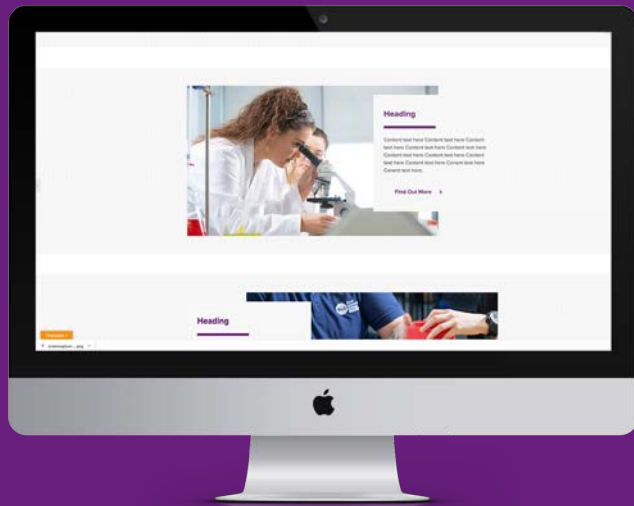
These brand guidelines have been created to help you implement the basic principles of the brand when uploading content. They will understand the correct placement of visuals, typography and use of colour.

Page templates and sections have been created to help you create web pages via the Elementor page builder.



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Our Culture

Vision

Mission

To be Scotland's leading college: delivering excellence.

Preparing learners well for their future, in an outstanding learning environment and inclusive community.

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Our Culture

Values

We are inclusive and diverse | passionate about our roles and responsibilities | continually improving | high achieving | reducing our environmental impact | delivering community and social value | committed to health, safety and wellbeing | creative and innovative | a listening organisation

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Brand Message

We are...

We are South Lanarkshire College

We are South Lanarkshire College
East Kilbride

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Our Visual Approach

Our aim is to have a strong digital presence with a bold and clean-looking website design. Making effective use of our photography, icons and vector graphics. Allowing enough white space that provides visual breathing room for the eye.

Full width colour backgrounds will contain centralised content within 1200px page width.



Our Identity

Main Logo

Our primary logo is the stacked version and this should be used where possible on all marketing communications.

The simplified logo can be used on its own on College produced materials where space is limited, or as a icon.

Extended Logo

As an alternative, where space is limited, the extended version of our logo can be used. The text can also be used on its own, if octagon is placed elsewhere



Main Logo



Simplified Logo



Extended Logo



South Lanarkshire College
East Kilbride

South Lanarkshire College
East Kilbride

Associated Logos

The College has many productive partnerships and there are many opportunities to showcase these partnerships in our digital media. Logos can be added to relevant pages.

Logos are added to media library as PNG or JPEG files. The logos should be set at 100px high Max, with width set between 100-300px wide.



File Extensions

A file extension, or file name extension, is a suffix at the end of a computer file. It comes after the period, and is usually two-four characters long. If you've ever opened a document or viewed a picture, you've probably noticed these letters at the end of your file.

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- JPEG** JPEG stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for digital photos. JPEG images are made up of pixels and lose quality if scaled up in size.
 - PNG** PNG stands for Portable Network Graphics. PNG file are predominantly used online. This format has built-in transparency, but can also display higher colour depths, which translates into millions of colours. PNGs are a web standard and are quickly becoming one of the most common image formats used online.
 - TIFF** TIFF stands for Tagged Image File Format. Due to its extremely high quality, the format is primarily used in photography and desktop publishing. You will likely encounter TIFF files when you take a photo with a professional digital camera or use in graphic design.
 - GIF** GIF stands for Graphics Interchange Format. In its simplest form, a GIF is just an image file like the JPEG or PNG file formats, but GIF format has a special feature—it can also be used to create animated images. Multiple frames encoded into a single image file that will play those images back in animated sequence automatically. GIFs are often used across social media platforms.

File Extensions

These file extensions are vector-based graphics for print and web.

Vector graphics are comprised of paths, which are defined by a start and end point.

When you scale up a vector graphic, the edges of each object within the graphic stay smooth and clean. This makes vector graphics ideal for logos, which can be small enough to appear on a business card, but can also be scaled to fill a billboard.

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- SVG** SVG stands for scalable vector graphic. SVG files are developed as a standard format for displaying vector graphics on the web. Graphics can be scaled up, without losing quality. This helps with adding icons that may be displayed at different sizes throughout website.
 - AI** AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format.
 - EPS** EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Raster images contains pixels.
 - PDF** PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly. PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near-universal standard, PDF files are often the file format requested by printers to send a final design into production.

Colour systems

There are two major colour systems in the digital and print design industries: the **RGB** colour system and the **CMYK** colour system. This page describes the difference between the two.

RGB RGB is an acronym for red, green and blue and is the colour space for digital images. Use the RGB colour mode if your design is supposed to be displayed on any kind of screen.

A light source within a device creates any colour you need by mixing red, green and blue and varying their intensity. Designers can control aspects such as saturation, vibrancy and shading by modifying any of the three source colours. Because it is done digitally, a designer can manipulate how the light on the screen manifests to create the colour they want.

CMYK CMYK is an acronym for **Cyan, Magenta, Yellow, Black** and is a colour mode is used for any print based design work. This includes booklets, posters, flyers, cards and any general stationary.

A printing device creates images by combining **CMYK** colours to varying degrees with physical ink. This is known as subtractive mixing. All colours start as blank white, and each layer of ink reduces the initial brightness to create the preferred colour. When all colours are mixed together, they create solid pure black.

Our Colours

Primary Colours

Purple
Pantone 259
R: 108 G: 28 B: 115
#6c1c73

White
#ffffff

Secondary Colours

Pure Blue
Pantone 2727
R:105 G:139 B:199
#688ac6

Faculty of Business

Midnight Blue
Pantone 281
R:65 G:74 B:117
#404975

Faculty of Business

Care Teal
Pantone 325C
R:70 G:186 B:184
#46b9b7

Faculty of Care

Care Green
Pantone 281
R:02 G:168 B:150
#01a896

Faculty of Care

Construction Yellow
Pantone 108
R:255 G:221 B:49
#fedd31

Faculty of Construction

Construction Orange
Pantone 137
R:245 G:157 B:59
#f59c3a

Faculty of Construction

Stone Grey
R:144 G:136 B:131
#908883

Charcoal Grey
R:88 G:83 B:82
#585352

Light Grey
#f7f7f7

Light Grey is an alternative web colour background that works well with our primary purple colour and the main body colour Charcoal Grey.

Colour Usage

Each colour is used for specific items. This list guides you on how to use our brand palette in digital media.

All the colours are all added to the Elementor colour library, so no need to enter the hex values.



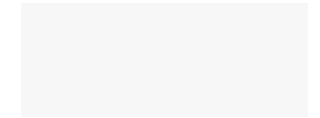
Purple

Headings
Icons
Call to action
Link text
Background
Underline divider



Charcoal grey

Headings
Underline divider
Body copy
Backgrounds



Light Grey

Used mainly as backgrounds
dividers containing content.



Faculty Colours

Faculty colours are used through our website, predominately seen on relevant course pages. The colours are subtle nods to the faculty the course belongs to. The use of the colours will be limited to small line dividers, or as full colour backgrounds containing vector graphics. These colours are not to be use as any font colour.

Elementor

Introduction to the powerful page builder within Wordpress. This page builder will help users build more visually pleasing web-pages.

Templates of web pages and various elements or sections will be created for any users to add content to site.

Elementor is a powerful page builder that can help make content on our website more visually appealing and engaging. Elementor is quite simple to use. Each page is made up of sections that can be filled with any number of columns. The columns consist of headers, body text, blocks of colours, videos and images.

Before you get started creating pages using Elementor, you should look at some helpful videos to give you some insight into how the page builder works. A step-by-step guide is available to help you create pages for the site. A lot of the design is ready to use via templates. This helps us to keep consistency throughout the website.

The following links will help you understand some basics of Elementor:

elementor.com/getting-started/

docs.elementor.com

Accessibility

We carry out Equality Impact Assessments on all of our work. We wanted to ensure that our website and its content complies with the web content Accessibility Guidelines (WGAG) 2.0.

This guide has been produced in part, to help you to make sure digital content is as accessible as possible.

WCAG 2.0 level AA requires a contrast ratio of at least 4.5:1 for normal text and 3:1 for large text. WCAG 2.1 requires a contrast ratio of at least 3:1 for graphics and user interface components (such as form input borders). WCAG Level AAA requires a contrast ratio of at least 7:1 for normal text and 4.5:1 for large text. Large text is defined as 14 point (typically 18.66px) and bold or larger, or 18 point (typically 24px) or larger.

Please use webaim.org/resources/contrastchecker/ for any information regarding colour contrast.

Body copy

Body copy is set to 20px throughout the website. The text will either be set to charcoal grey #585352, or white #ffffff. Charcoal grey is used on all white or light grey backgrounds.

White text is used on a select few coloured backgrounds to meet requirements of colour contrast. You can only use white text over the these colours:

Accessible Content

To make content useful and readable, it has to be easily understood by a large number of people, including those with disabilities.

Nearly 14% of the UK population has a disability, whether that be sight loss, dyslexia, memory loss, autism or something completely different.

Our content should be as accessible as possible for as many people as possible. Some ways that we make sure our content is accessible:

- Plain understandable Language
- Headings and descriptive words used for links
- No italicised text
- Use subtitles for videos
- Text is only ever displayed on a solid colour background with appropriate contrast. Text can be displayed over an image, if contained within a solid white column.
- Use alternative text for images

Our Font

Typography is important to the SLC brand. How it is used helps to create a strong and consistent visual identity. Our typeface is Proxima Nova.

A variety of font weights are used for headings, with the body text regular. Only Purple #6c1c73, Charcoal Grey #585352 and white #ffffff are used when using typography online.

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A strong, clean, modern typeface. It delivers impact, brilliant legibility and consistency to our brand.

H1 – 80px Proxima Nova Black

H2 – 55px Proxima Nova Extra Bold

H3 – 40px Proxima Nova Extra Bold

H4 – 32px Proxima Nova Bold

H5 – 26px Proxima Nova Semi Bold

H6 – 22px Proxima Nova Semi Bold

Links – 20px Proxima Nova Semi Bold. Underlined.

Small text will be 16px.

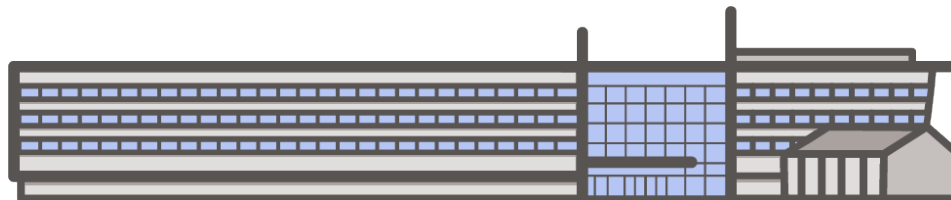
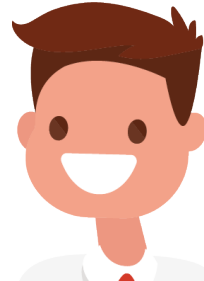
Graphic Elements

Simple flat vector illustration graphics can be used to accompany content online. Nothing overcomplicated or fussy should be used.

Illustration can help add an element of fun while visually communicating a message. Illustrations including: students, buildings, speech bubbles can all be used.



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Graphic Elements

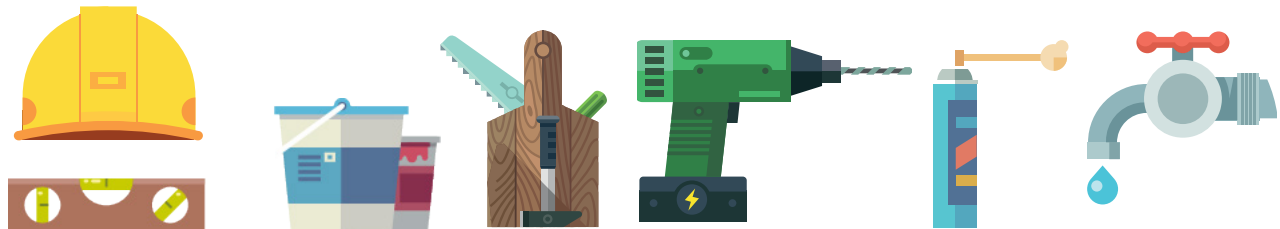
Illustrations associated with a course/ faculty can accompany content on pages. These items can sit side by side of text-boxes, images or videos.



Faculty of Business



Faculty of Care



Faculty of Construction

Graphic Elements

Graphics can also be used to divide pages and can highlight positive messages. Graphics are two toned with a splash of contrasting colours.



Seen here are example graphics including: medals, trophies, students and charts.



Tablet view of a statistics divider section on tablet. Separated into three parts. Top section has a two-toned graphic top left of box with relevant 'We are...' message. Large heading and subheading in the middle. With a three column grid of percentages at bottom.

Background Graphics

Colour backgrounds can have patterns or vector graphics with subtle tonal changes.

Grids, dots, slants can all be used here with content box added over the backgrounds. Examples seen here.



Purple background with dots



Purple background with slant



Purple background student graphics

Icons

Icons will be used throughout website to accompany text or links. The icons will either be in purple or solid white against a grey or purple background.

The icons here can be found in icon library. All the icons saved will be in SVG format. Select the desired button widget and pull up the required icons by using the name given in this guide.



Facebook



Twitter



Instagram



Facebook



Twitter



Instagram



Full time



Part time



Evening



Online



Block Release



Profile



Walk



Train



Car



Walk



Electric Car



Cycle



Students/ Group/ People



Student



Student Care



Study



Rucksack



Cycle care



Accommodation



Accommodation



Mind



Watch



Speech



Help

Icons



Student Support



Partnership



Partnership Agreement



Group Meeting



Meeting Counselling



Meeting Counselling



Money



Finance/ Funding



Student Discount



Thumbs up



number 1



Gender



Care



Book



Book/ Books



Books/ Folders



Book



E-Learning



Computer/ online



Computer/ online



study/ book



study/ book



Classroom



Lecturer/ Teach



Accessible access



Learning development



Idea/ Light



Assistive technology



Think

Icons



Trophy/ award



award



award



award



award



Announcement



Graduate



Certificate



First/ best



Gold/ Platinum



Medal



Document/ Form



PDF



Fill in Forms



Apply



Apply/ Write



Notes



Folder



Calender



Calender example



Communicate/ message



Email



Location



Phone



Mobile



Speech/ Language



Quote



Quotes



Download

Icons



Print/ Printer



Function/ Process



Time



Search



Target/ Goal



Growth/ Percentage



Chart



Coffee/ Pod



Tea



Cafe/ Restaurant



Flag



Reception Area



College Main building



College Main building



Annex Building



Low Carbon House



Wind Energy



Upload/ Cloud



Secure



Shield/ Protect



Locked



Digital Screens
Desktop/ Tablet/ Mobile



Web/ Online



Wifi



Water bottle



Environment care



Environment



Carbon free house



Green Energy

Icons



Law/ business/ Legal



Travel



Travel



Hospitality



Chef/ cooking



Calculate



Horticulture



Justice



Legal/ court



Photography



Walk



Painting



Hair



Make-up/ Beauty



Science



Childcare



Barber



Beauty therapy



Plumbing



Healthcare



Fitness



Weights



Beauty/ Lips



Tools



Hair styling



Hard hat



Painting



Paint brush



Cement Mixer



Drill



Building



Foam can

Imagery

We use authentic photography, with real students within the college. The marketing department will make sure images are suitable and on brand.

File images can be easily be cropped to required specification on [pixlr.com](https://www.pixlr.com), and file sizes can be compressed using [tinypng.com](https://www.tinypng.com). This helps with the page load speed.



Image upload

When you are uploading images or any kind of graphics to the media library, there are a number of guidelines should be followed.

It is important to use the correct file type, size and file name. This helps with **GDPR** compliance and **SEO**.

Jpeg, **PNG**, and **GIF** are the file types to be used when uploading images to the WordPress media library.

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Naming images

No image titles should contain a students name, to ensure compliance with GDPR. Image titles should contain fewer than six words, each separated with a dash. Underscores should not be used. For example, a URL containing the phrase “my_page” would be interpreted as “mypage” instead of “my page”.

Image file names could follow this rough guide:

Subject-faculty-course-size-number

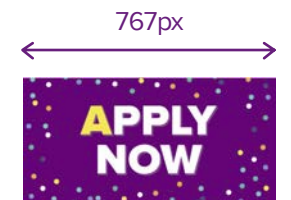
Some example file names are:



Student-business-travel-xl-01



Nae-Pasaran-event-medium-A-02



Apply-Now-news-tile-01

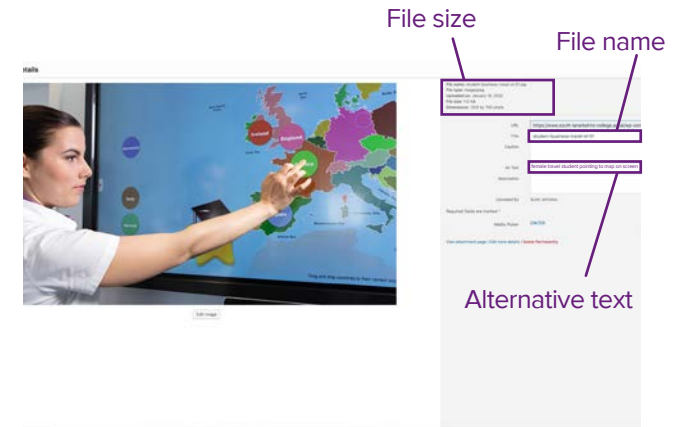
Alternative text

Alternative text is important for Accessibility and for SEO. Alternative text describes imagery and is read aloud by screen readers, so it is important to make sure that your alternative text is meaningful.

Alternative text can be added to any image in the Wordpress media library. Keep Alternative text to around twelve words or less, and try not to stuff too many keywords in.

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File name: student-business-travel-xl-01



Good alternative text: “female travel student pointing to map on screen”

Accessibility

The purpose of alternative text is to describe images to visitors who are unable to see or identify them. Including alternative text with your images ensures all users, regardless of visual ability, can appreciate the content on your site.

Image SEO

SEO (Search Engine Optimization), is a process to make your website and landing pages more visible (rank higher) in search engines.

Accurate, descriptive alternative text can help earn you both explicit and implicit SEO benefits. Along with implementing image title and file naming best practices, including alternative text may also contribute to image SEO.

Image Sizes

Images should be cropped to correct size and also compressed to reduce file size via the online tools. Compress large PNG and JPEG files tinypng.com

Editing image sizes pixlr.com

See page p55 for all other links.

Image sizes for website display are:

Full page	1920 x 1080px	Logos	100px high
Masthead	1920 x 700px	Vectors	100px height 285px width 400px width
XL Header	1200 x 700px	Icons	50px 75px 100px
Large A	970px x 590px		
Medium A	740px x 590px		
Medium B	590px x 740px		
Medium C	590px x 590px		
Medium D	590px x 360px		
Small A	437px x 330px		
Small B	360px x 270px		
Profile	360px 450px		
Profile square	255px x 255px		
Thumbnail	285px x 180px		
News Tile	767px x 378px		

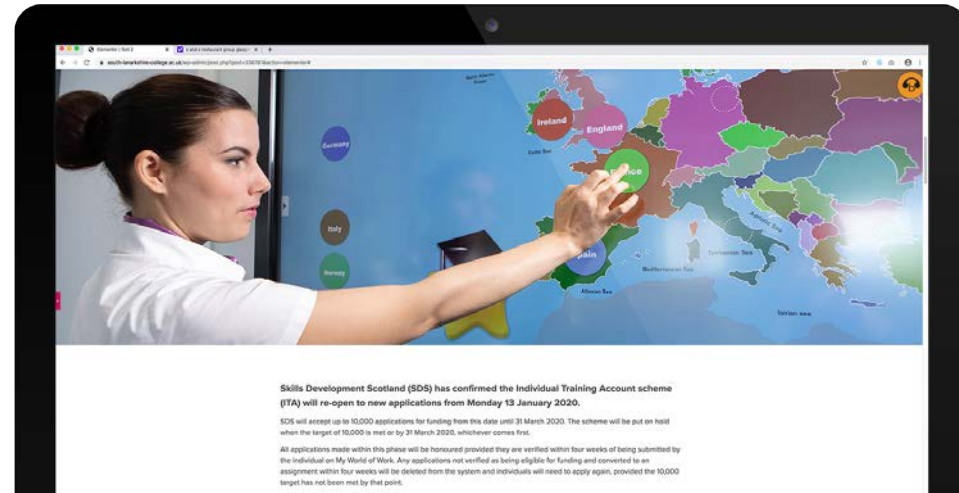
Image Sizes

Masthead 1920 x 700px

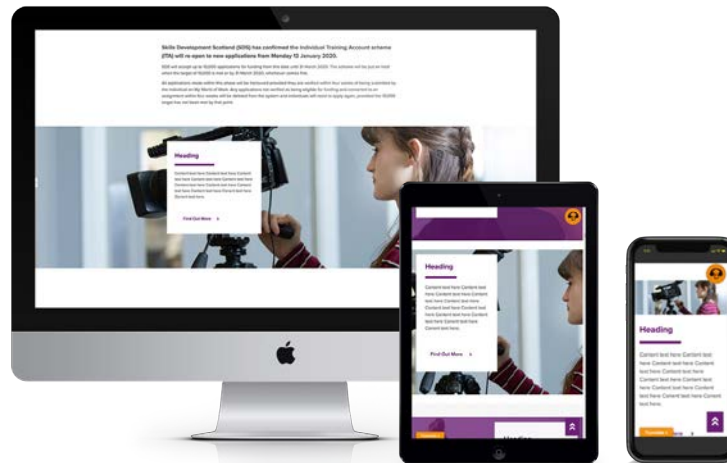
The full width masthead appears on most web pages. Masthead images are often, but not limited to the top of the page.

The masthead could include a text-box navigational links to other pages on the website.

Masthead banner as it appears on most pages



Masthead with text-box seen over all screens



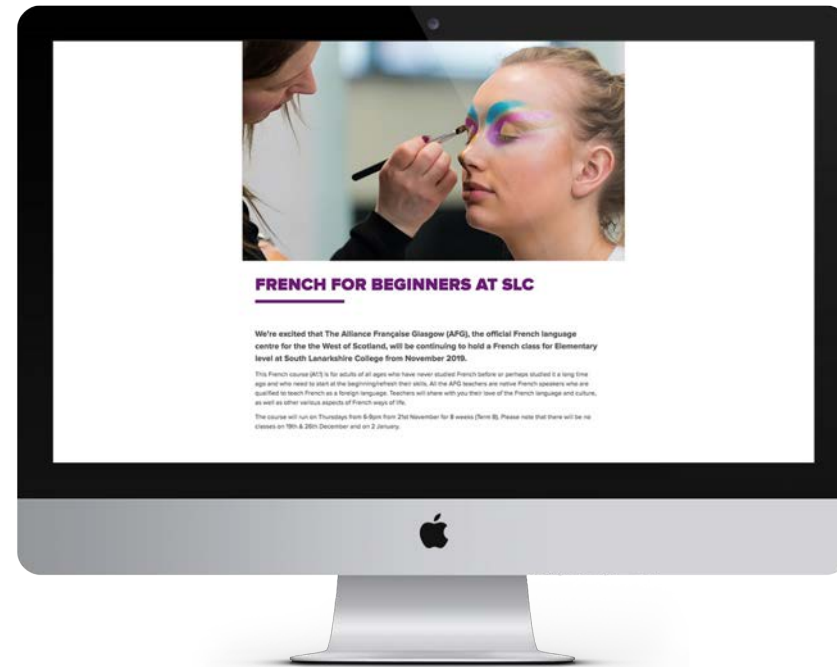
Elementor view showing a secondary image box. The image will not be visible on the desktop or tablet, so ignore how it looks on screen in elementor. This is for mobile mode only so add the same image in this space. The image and text-box will appear as separate items in mobile mode.

Image Sizes

XL image 1200 x 700px

The XL image is set to the 1200px page width of the website. This will leave white space either side of the image.

This size of image is often used near the top of the news page. Alternatively, it can be used further down page with text-box and navigational links, or an image carousel.



Section with of right or left hand side text-box.



Image Sizes

Large 970px x 590px

The large image size can be used as a standalone image divider, or to accompany a text-box that overlaps the image.

A coloured background can be used or a background that contains: dots, shapes, lines, graphics or patterns. This acts as a divider on the web page.

image here shows the text-box overlapping the image

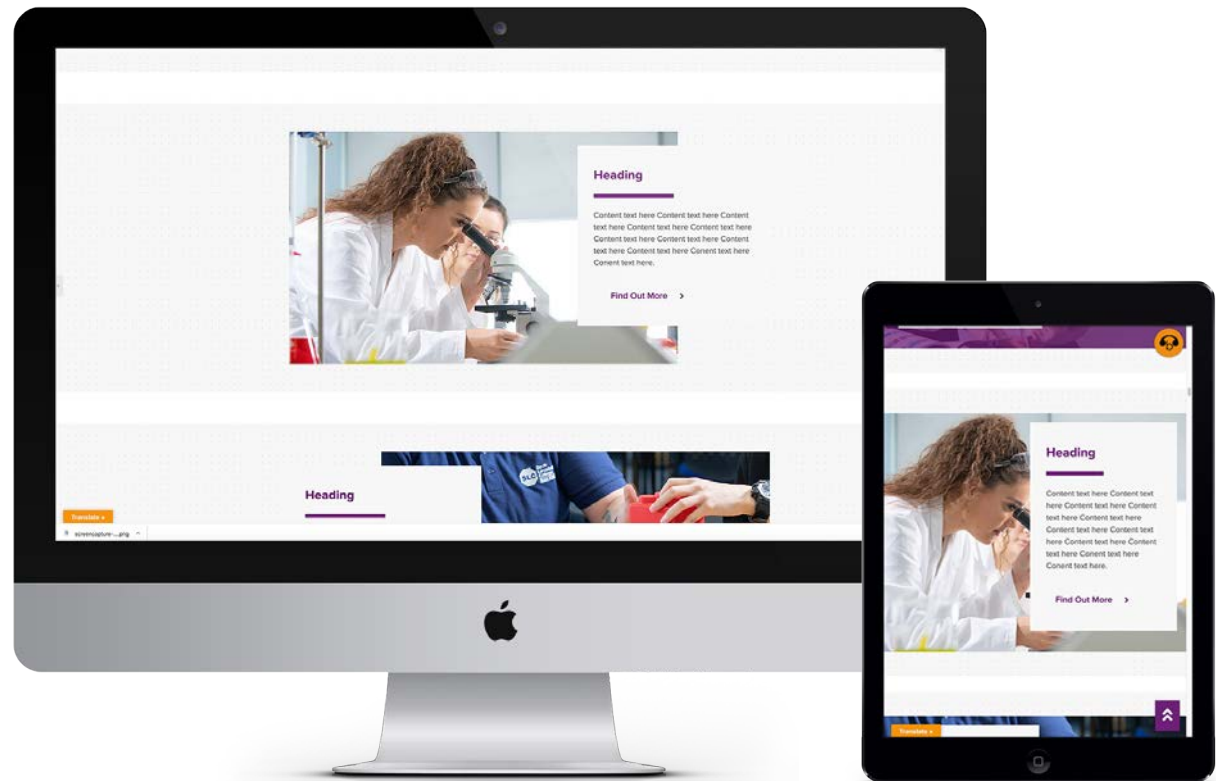


Image Sizes

Medium size Images

Medium A
740px x 590px

Medium B
590px x 740px

Medium C
590px x 590px

Medium D
590px x 360px

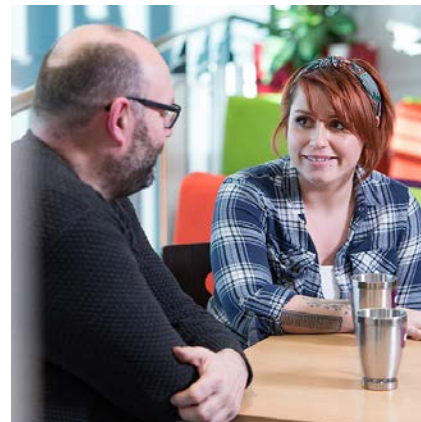
Medium A landscape



Medium B Portrait



Medium C square



Medium D landscape



Image Sizes

Small images

Small A

437px x 330px

Small B

360px x 270px

Small image can be used on section like news thumbnails, displayed here on all devices. The three column grid turns into one when the layout reverts to mobile mode.



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Image Sizes

Profile/ testimonial 360px 450px

The profile image sits beside a quote or testimonial. The profile image can also be used on a staff or student profile page, sitting in a three-column grid.

The image can be a cropped photograph or have background removed to stand alone. This can be done by request to marketing.

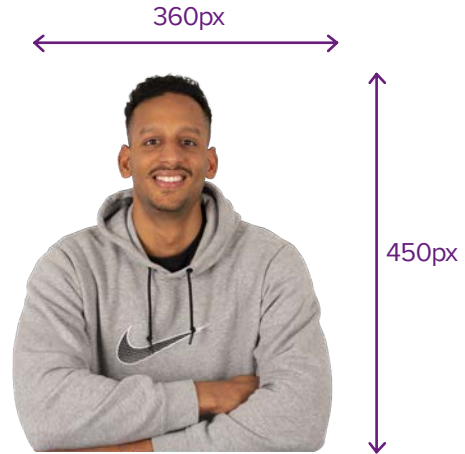


Image beside large quote



Cut out image beside quote

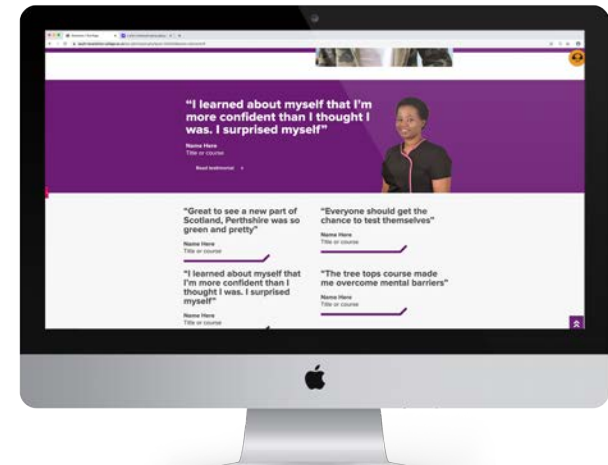


Image Sizes

News Tile

The news tile image appears on the College website homepage in a responsive five-column grid. This image will be your feature image on your posts.

Homepage News tile
767px x 378px

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Homepage News tile



Imagery Sizes

Other sizes for all our other digital platforms and screens.

1920 x 1080 pixels

This covers the 16:9 aspect ratio. This size is displayed on large HD TV screens, social media cover photos, Power Point graphics.

2560 X 1440

Channel cover photo on such platforms as YouTube.

1080 x 1080 pixels

This 1:1 ratio image size used widely across social media, namely Instagram and Facebook share posts.

1080 x 1920 pixels

9:16 aspect ratio size to be used on social media platforms for Instagram stories. Artwork displayed on portrait advertising boards.

1500 x 500 pixels

Twitter header post

820 x 312 pixels

Facebook cover photo

1200 x 630 pixels

Facebook share images

440 x 220 pixels

Twitter photo size

Page Templates

Page templates help to ensure consistency of context and design throughout the website.

This is an template of a course page template. It is saved as:

Page_template_course

Any section can be deleted or added from the template library. Additions can be: videos, quotes, testimonials, Buttons, stats or vectors.

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→ PLACE HEADER HERE ←

HNC TRAVEL AND TOURISM
Faculty of Business

Course code, type and length

Content box. Header/ title in left box with a relevant icon below. Content box on right contains main body text or buttons/ links.

Buttons to apply, search for courses

Faculty background, with a vector graphic relating to the faculty.

Take a tour video relating to the faculty. Header with vectors graphics set at 100px high, above video, with small text-box below video

Quote

Text-box with medium image

Other quotes

Stats relating to course

WE ARE TOP PERFORMING

Our student attainment rates are at record high

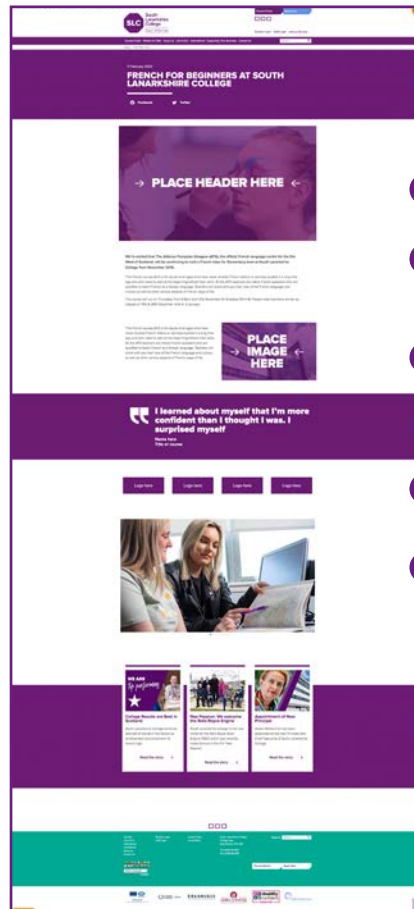
Our student attainment rates are at record high.

71%	82%	81%
-----	-----	-----

Pages Templates

This is a template of a news page that contains the core elements of a news page. The template is saved as: **Page_template_News Basic**

This foundation can be built upon with other elements, depending on the content.



Date, headline and sub-header, followed by a white line divider and share buttons to facebook and twitter.

Header image set to XL size of 1200px x 700px.

Copy text

Copy text in a two columns with a medium image.

Quote from the body copy

Logos

Image Carousel

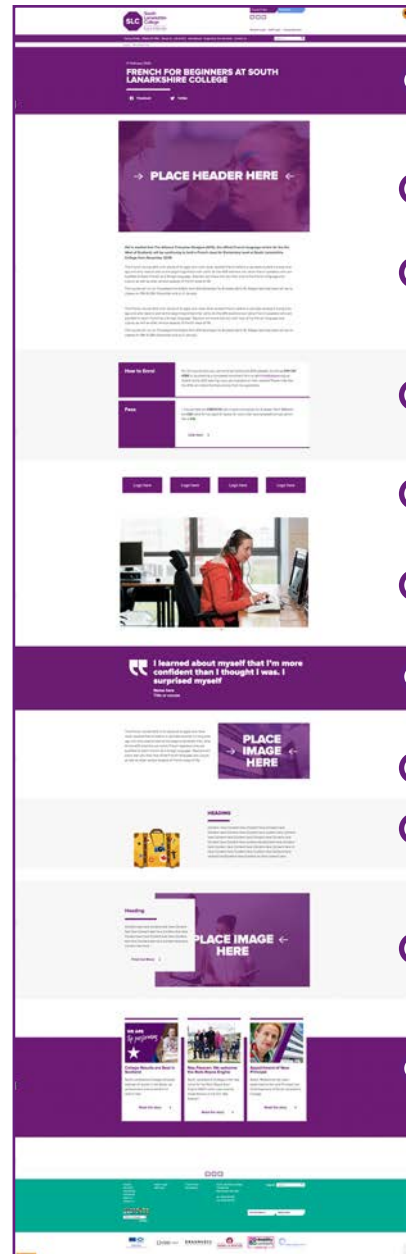
News thumbnails lining to other pages.

Page Templates

This is a template of a news page with added sections, giving examples of extra content. The template is saved as:

Page_template_News

Pages differ in content so each page is different.



Date, headline and sub-header, followed by a white line divider and share buttons to facebook and twitter.

Header image set to XL size of 1200px x 700px.

Main body text

Content box. Header/ title in left box with a relevant icon below. Content box on right contains main body text or buttons/ links.

Logos

Image Carousel

Quote from body text

Text-box with medium image

Vector with text-box. Can be left or right aligned.

Overlapping text-box with background large image. Grey grid background.

News thumbnails linking to other pages.

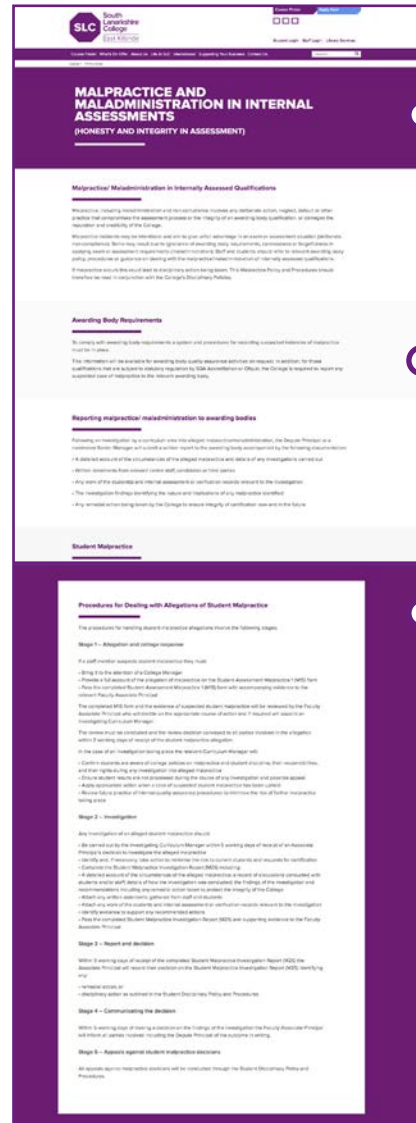
Pages Templates

This is an template of a text heavy policy page. This is saved as:

Page_template_policy

The pages can be laid out with minimal graphic distraction. Additional PDF documents can be created to download via the button.

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Purple background with header, sub-header and white line divider. Download button option below header to download as a PDF. Masthead images are not necessary here, but can easily be added if desired.

Usually the policy pages or text heavy pages will be laid out like this. Each copy section given its own block with plenty of room in-between. Each content block can have a colour to act as a divider. Content box will contain sub-header, underline and copy.

Specific policy steps and procedures can be laid out like this.

Next steps or stages example

Stage	Stage 1	Stage 2	Stage 3	Stage 4	Stage 5	Stage 6
Stage 1	Report and college response	A letter, meeting or other as further action or consent will be investigated after 2 days of receiving the allegation	Investigation			
Stage 2	Investigation	A letter, meeting or other as further action or consent will be investigated after 2 days of receiving the allegation	Investigation			
Stage 3	Report and decision	Complete the appropriate Investigation Report (SQA/MS/UC)	Communicating the decision			
Stage 4	Communicating the decision	Decision to be communicated to all parties concerned within 5 working days of the completion of the investigation	Appeals			
Stage 5	Appeals	In a letter, Student Disciplinary Policy and Procedures or Staff Disciplinary Policy and Procedures	Communicating with awarding bodies			
Stage 6	Communicating with awarding bodies	If applicable a written report will be completed by the Faculty/Departmental Reporting and Compliance Officer/Quality Assurance Officer or a nominated Senior Manager				

Pages Templates

This is an example of a campaign/ showcase page that shows the various page elements. This will be saved as: **Page_template_Campaign**

Like other pages, elements can be added or removed depending on a campaign.

44



Top half of page

Campaign Headline and sub-header, followed by a white line divider.

Full page 1920x1080px image of students.

Colour overlay applied to graphic same tone as the background.

Open evening dates and links

Buttons

XL image with text-box

Campaign video/ animation supporting campaigns. In this case 'we are...'

Body copy

Masthead with text-box

Stats section supporting a campaign/ college.

Events thumbnail with navigational link to event page or apply button

Investors in people section

Follow us section

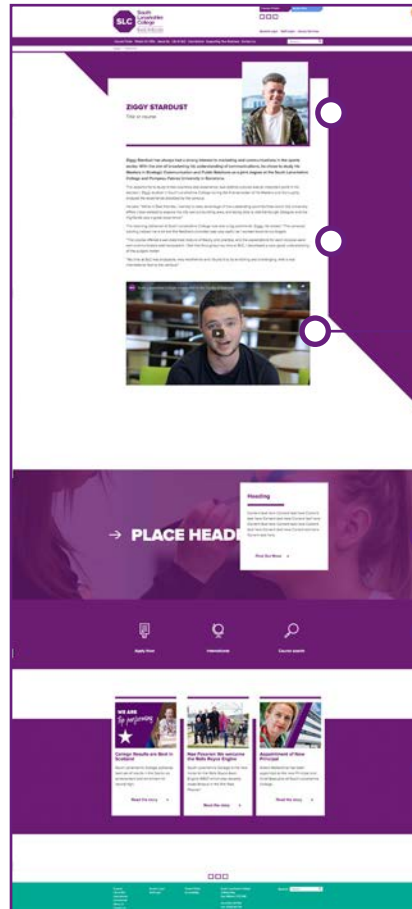
Medium square image sided with relevant text-box. Each section stating a different we are message.

Bottom half of page



Pages Templates

This is an example of a testimonial page template. This will be saved and laid out as:
Page_template_Testimonial



Name, title, and profile image

Background divider

Student testimonial body copy

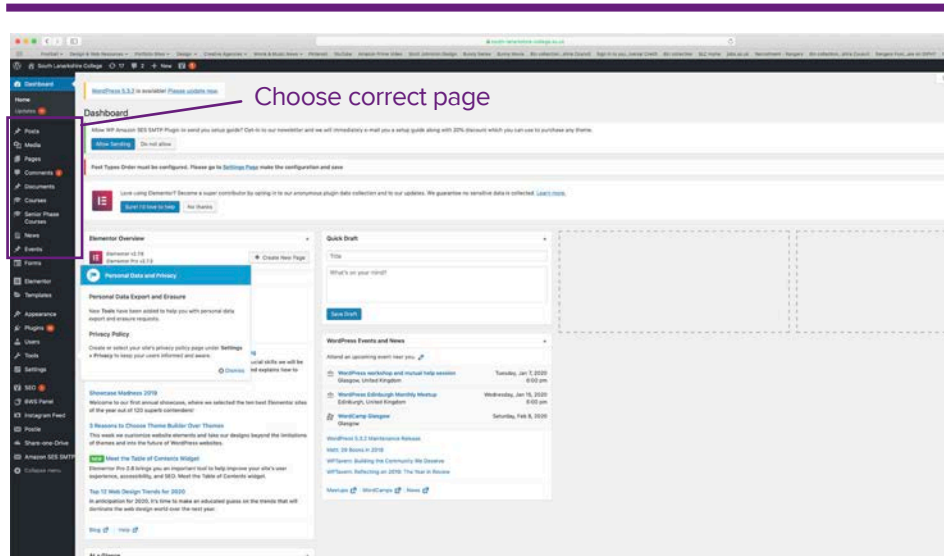
Student Short video

Masthead text-box with navigational link

Buttons with icons

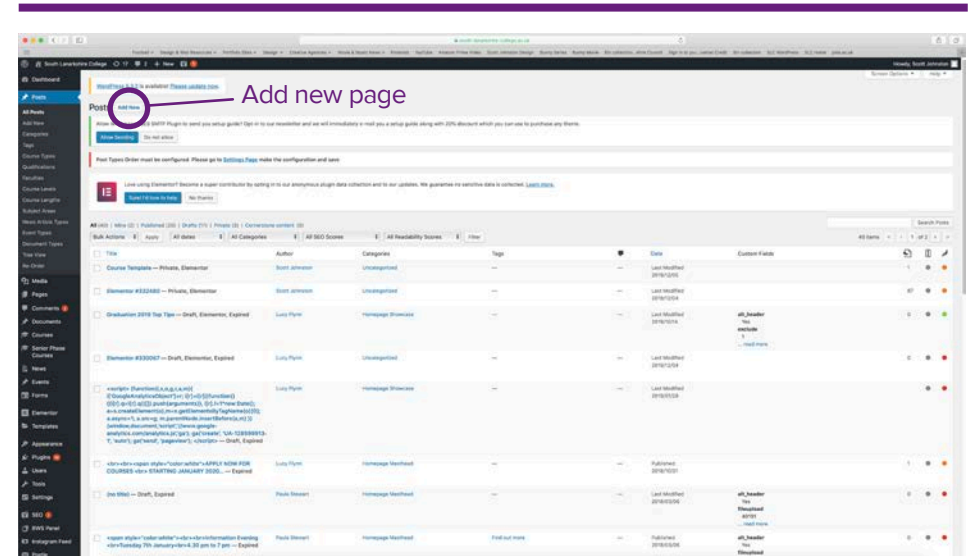
News thumbnails

Elementor step-by-step Guide



1 Open

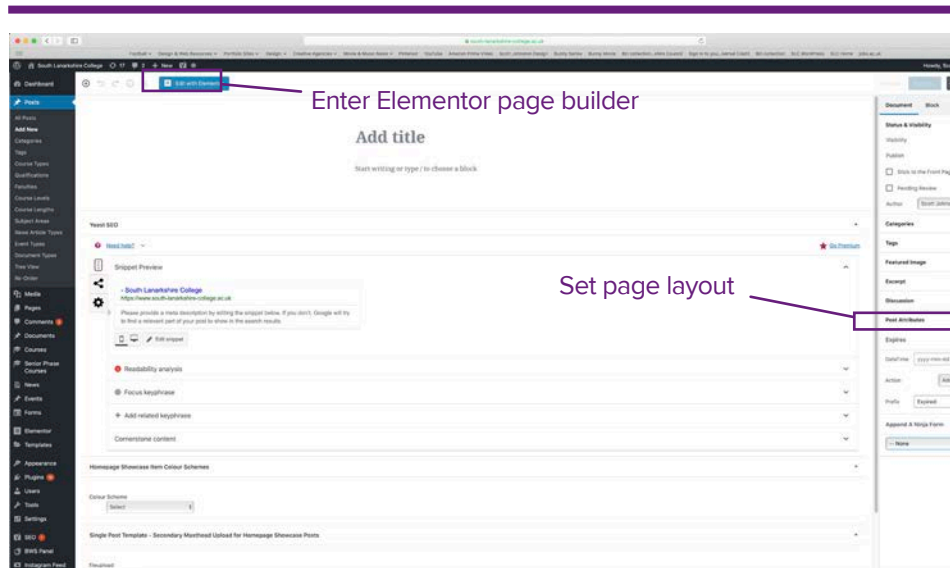
Open Wordpress up and the screen will look something like this. Add page from the list section on the left hand side of the screen. Choose from: pages, posts, news, events and courses.



2 Posts

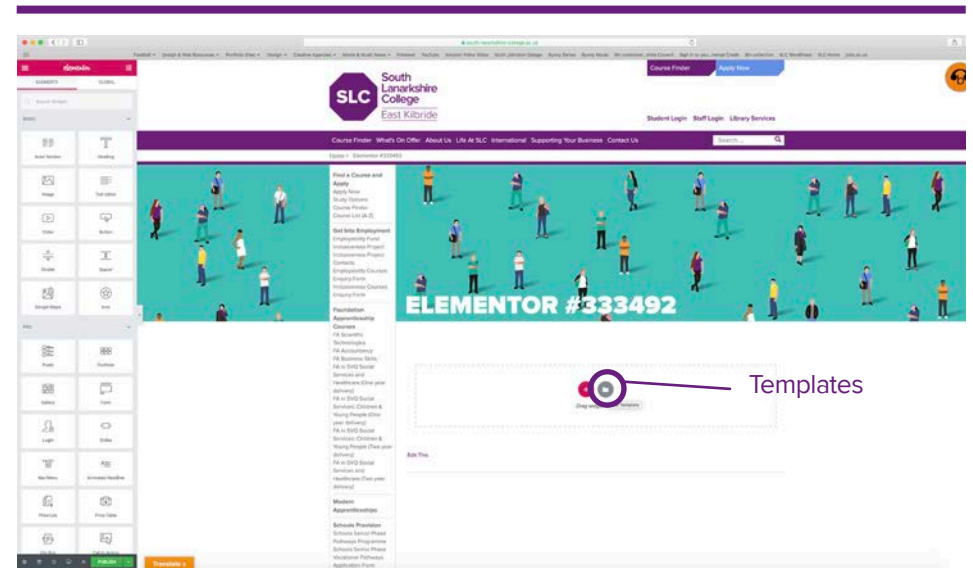
Click add new from the button at top, or edit an existing page by clicking the page title from the list.

Elementor step-by-step Guide



3 Edit

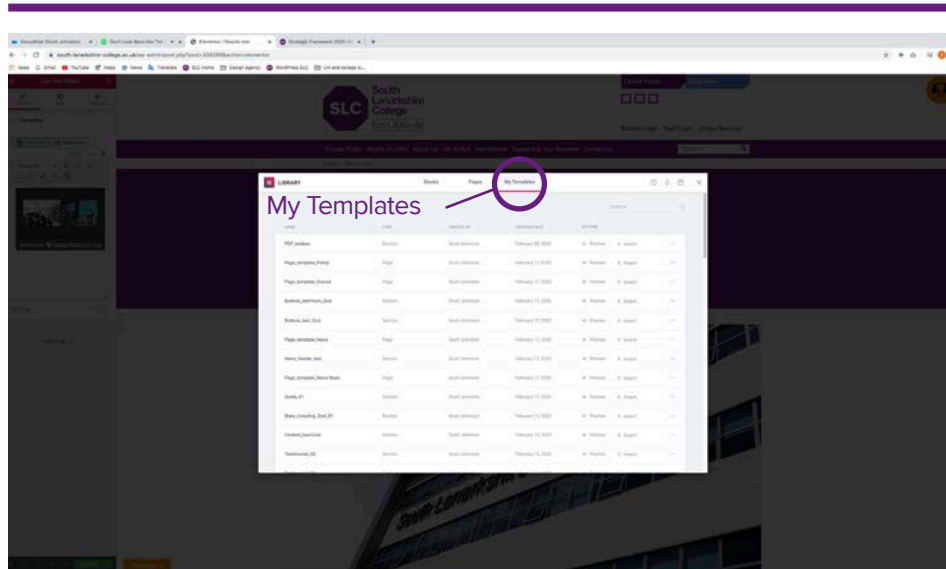
Set the page layout to Elementor full width in page attributes in the right hand side panel. This option is under the page attributes section. Add any other necessary details here. Then, click “**Edit with Elementor**”, to get started.



4 Add template

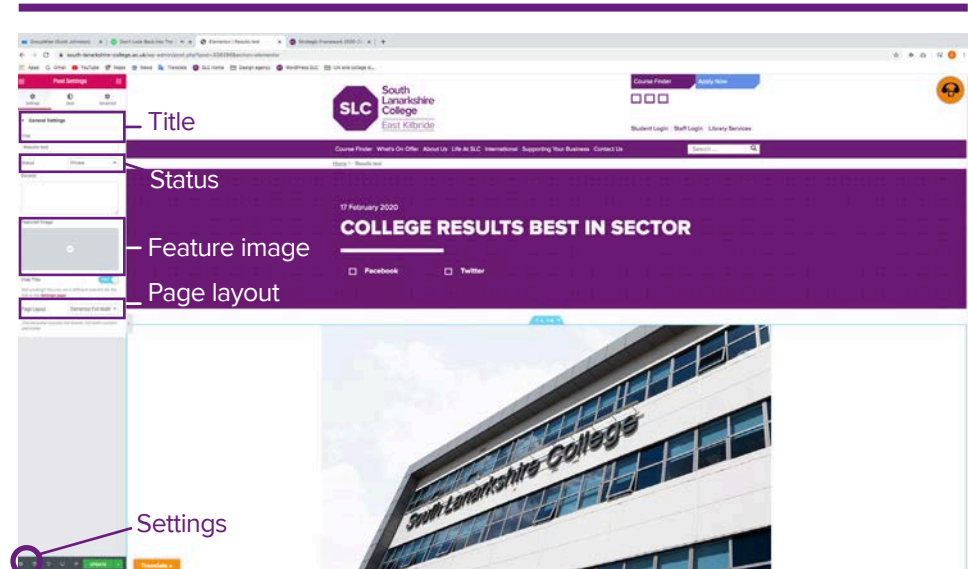
Default blank page opens up at first. Click on the templates button, then select “**My templates.**” Full page templates have been created along with block sections. Page templates can be course pages, news pages or policy pages etc

Elementor step-by-step Guide



5 My templates

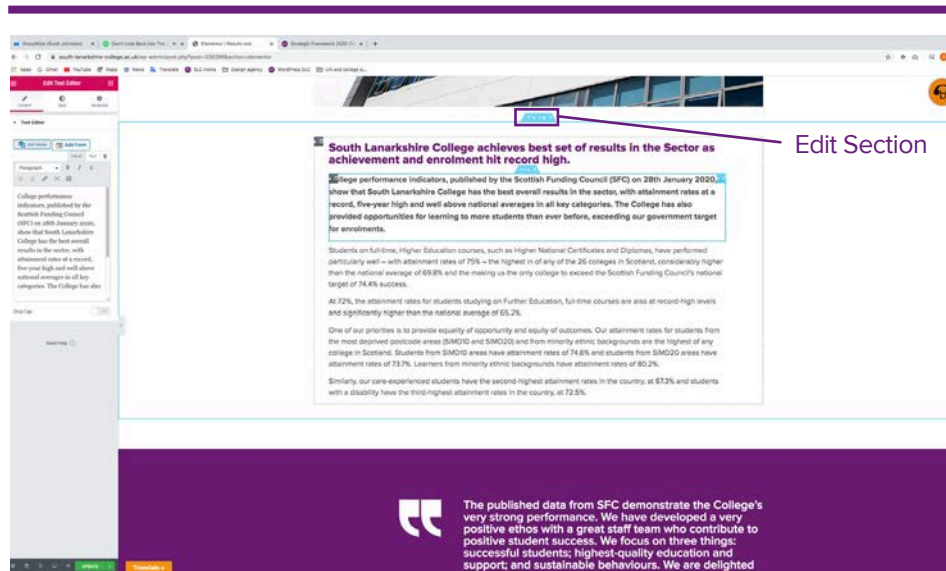
A list of templates are available to be selected. To start, type “page” in the search bar and all available page templates will appear (see page 42). All the other templates listed are for additional content (see pxx).



6 Page settings

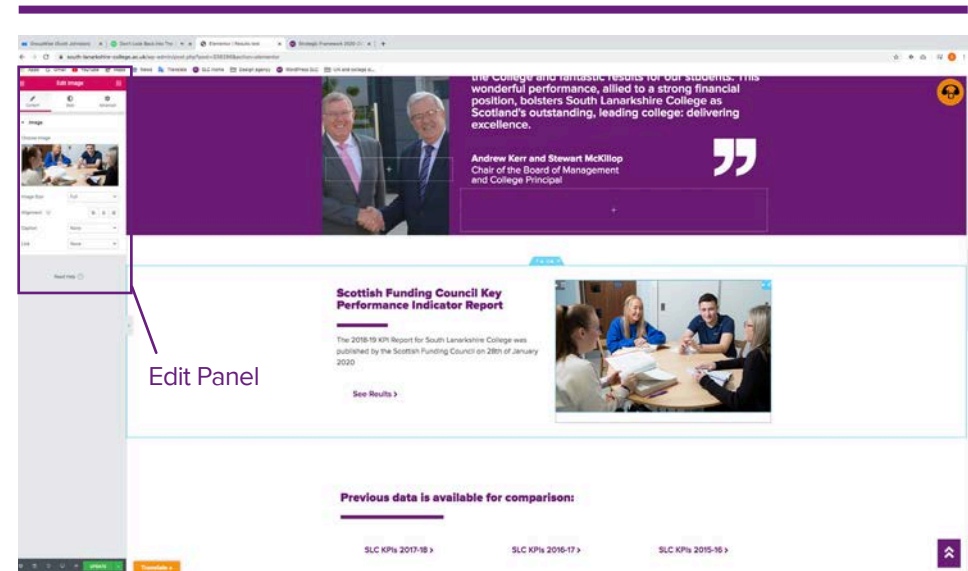
When the setting tab is selected, the post setting of the page are available to edit. You can update: title; status; feature image; page layout. Every time you add a template, the default settings will be applied, so change page layout to “Elementor full page.” The header and footer remains the same, as this is built into the theme.

Elementor step-by-step Guide



7a Edit Section

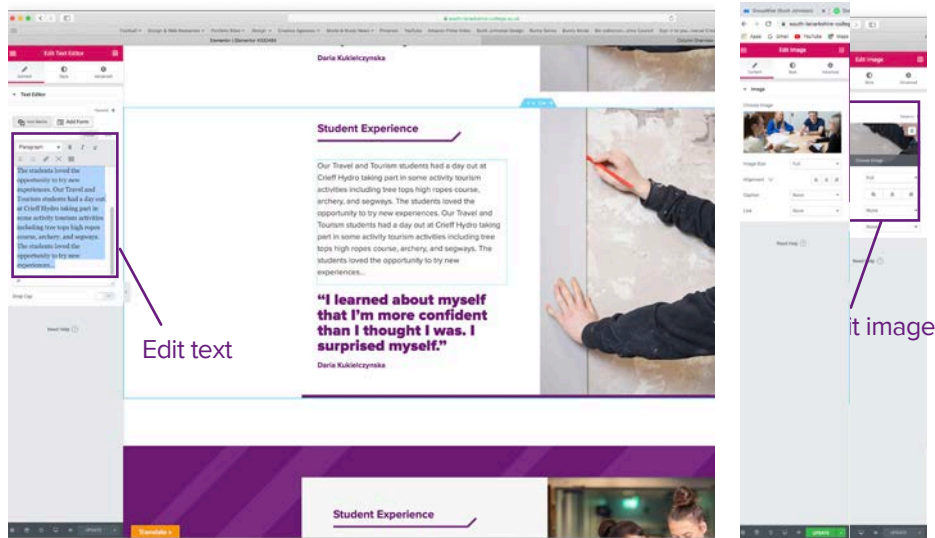
The page is made up of sections containing columns. The section can be edited by clicking the tabs at the top or by right clicking with mouse. We can duplicate, move, delete or edit the section. We can control: spacing, height, background colour image, by using the edit panel.



The edit panel is located on the left hand side of your screen and is split into three sections: layout, style and advanced. Below is a detailed overview of each option.

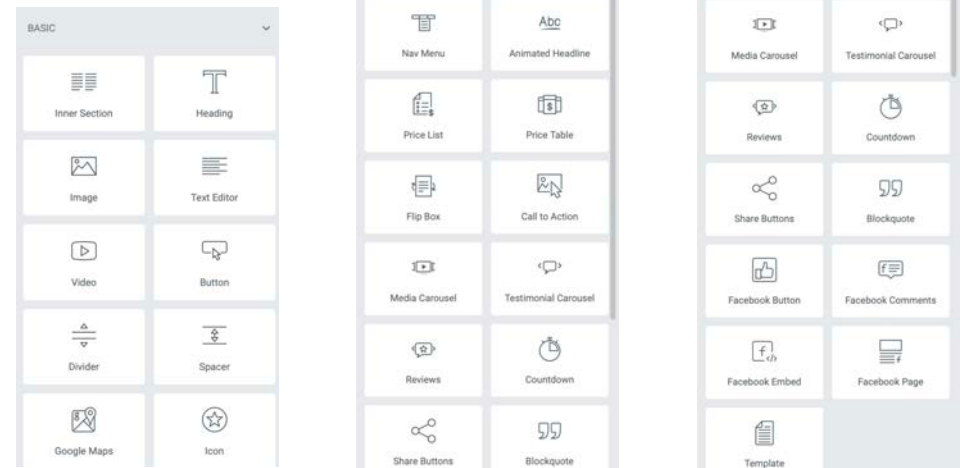
Section overview can be found here docs.elementor.com/article/365-section-overview

Elementor Guide



7b Edit columns

Within each section, columns containing widgets are set up, for the user to add content. Templates are set up, so users won't need to worry about adding new widgets. To edit each column click on the specific area within the page, and use the edit panel on left to make changes. This is where you will add/ edit text, or change an image.

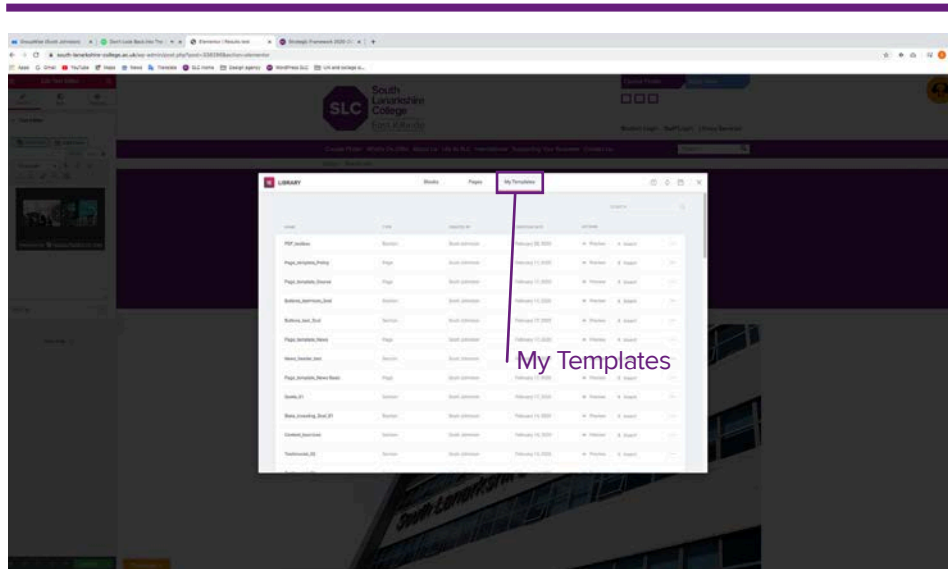


Widgets available

Widgets are displayed above, that are available from the edit panel. Widgets are the small blocks within columns, that perform specific functions. So widgets can be a: text-box, header, image, video, share button, heading text, carousel.

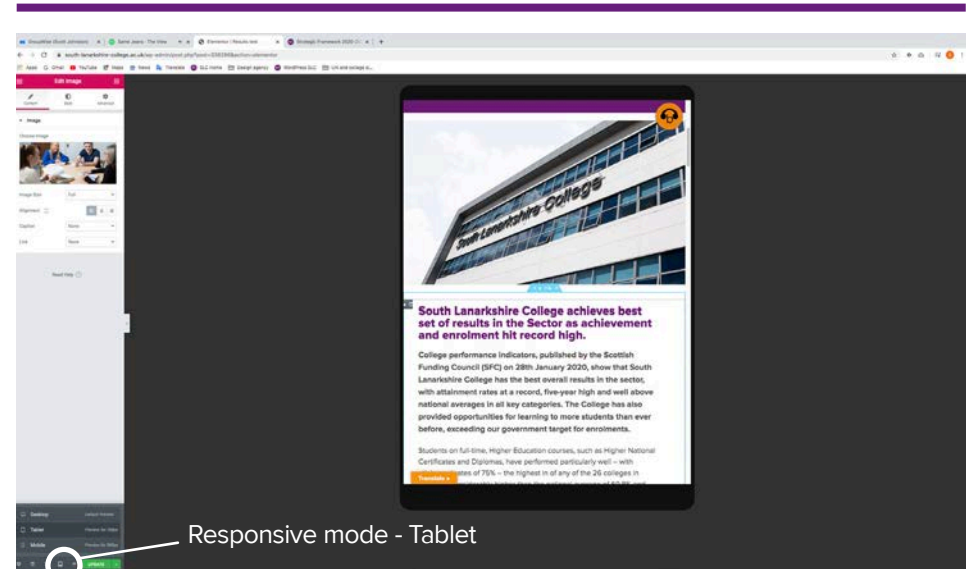
Column overview can be found here docs.elementor.com/article/368-column-overview

Elementor Guide



8 Other templates

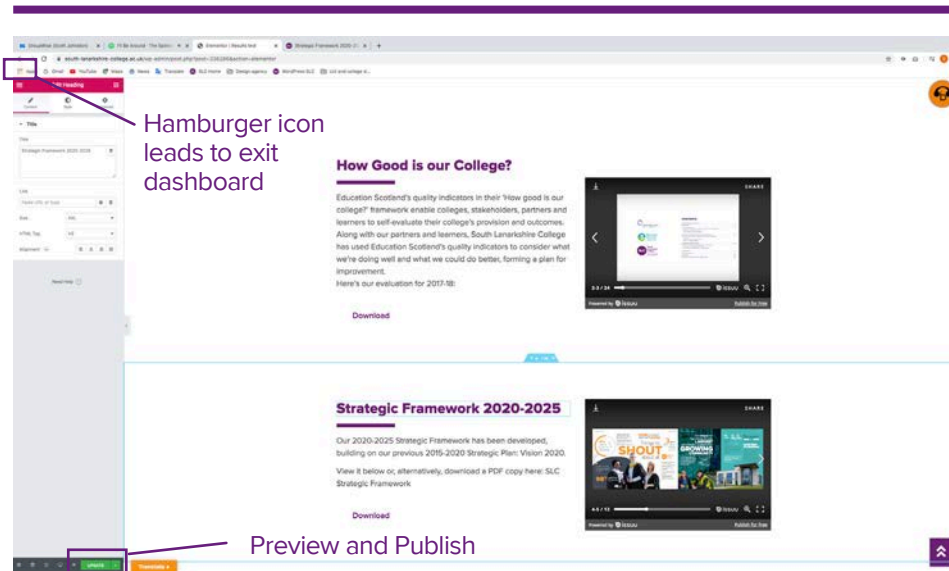
Web pages are made up sections, containing content. A list of page section templates are also created to help users add extra content. The search bar can help narrow down search when looking for items. Templates can be: student testimonials, image carousels, news thumbnails or even masthead banners with navigational links.



9 Responsiveness

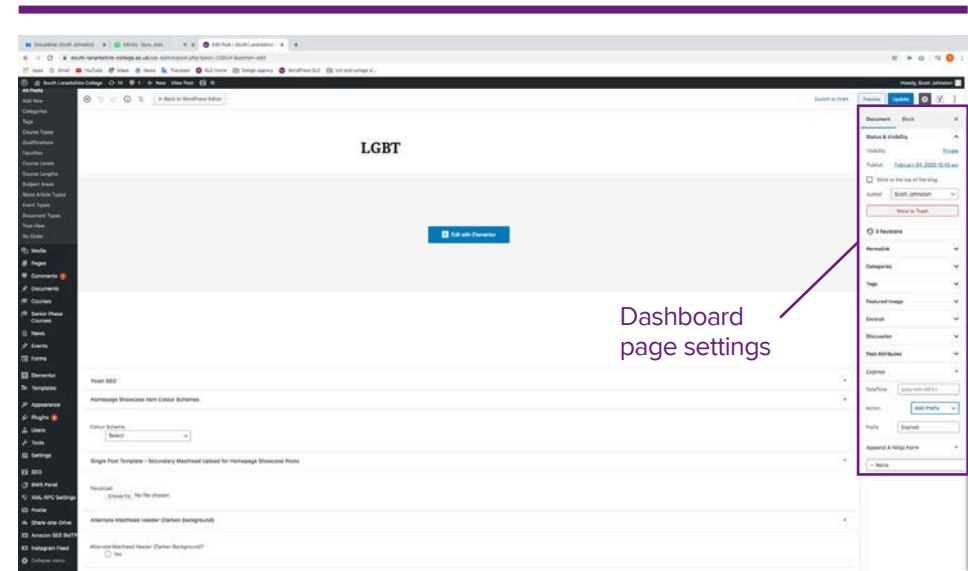
Once you have created your page, check the responsiveness of the page on the various screens. The website needs to work on desktop, tablet and mobile. Select responsive tab at bottom, to switch between the three screens.

Elementor Guide



10 Before you are ready to publish, click preview to see how the page looks live. This tab is also located at bottom left of the screen.

If everything looks good, click **“Publish”** button beside preview tab. The green button will now be grey. Head to the hamburger icon at top left and choose **“Exit to dashboard”**



11 In dashboard mode, the final page settings can be applied. The options are located on the right-hand side. Here you can: assign parent page, category or set perm-link.

Hit the **“Update”** button and the page will now be live, in desired location on website.

Useful Links

A few useful links that will assist you in when uploading images and adding content to the website.

The elementor guides are in place on the Elementor website to help you with every single step. Any issues, you can always revert back to them.

Colour Contrast Checker
webaim.org/resources/contrastchecker

Compress large PNG and JPEG files
tinypng.com

Editing image sizes
pixlr.com

Elementor
elementor.com/getting-started/docs.elementor.com

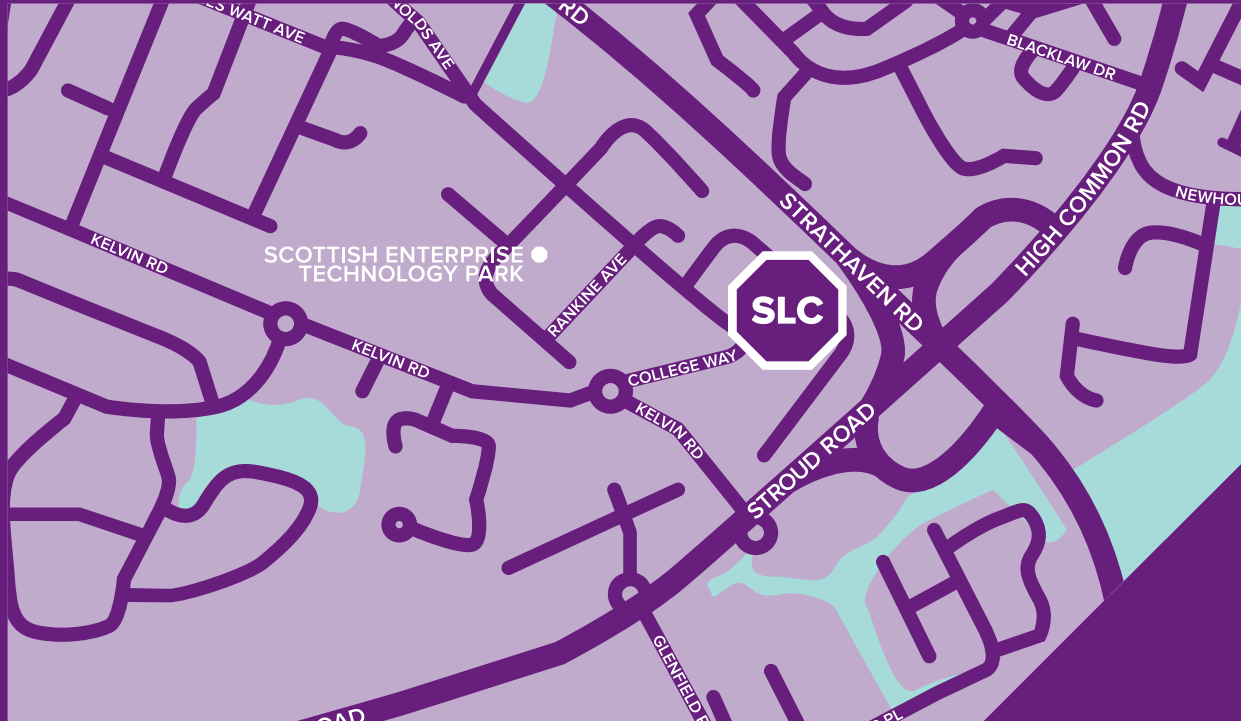
Images, graphics and artwork are available upon request. Please contact our marketing department if you have any queries:

Email: marketing@slc.ac.uk

Call: 01355 807780



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