

Styles

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Though many forms of literature display information in the same style throughout each page (e.g., fiction novels, medical forms, and philosophy textbooks), web content is engaging when the style varies within a consistent set of conventions. After all, the primary goal of a website is to help visitors find what they are looking for quickly, and an intentional use of styles can enhance this effort.

The application of styles in web content is both a practice of art and a study of science. Though it can take a refined eye to find the ideal balance between these two worlds, the Modern Campus CMS editor gives you a palette of options to choose from as you stylize your text, images, and hyperlinks.

icon for best view.

How to Apply a Style

While you are [Editing a Page](#), you have the ability to stylize content through several pre-defined options in the [Style](#) menu, in addition to various [Headings](#). Some of these styles are used for plain text, while others are used for images or hyperlinks. For guidelines about each style, see the descriptions below.

This style is the default format for the first section of text on Interior Pages.

This style is the default format for the first section of text on Landing Pages.

This style is small and pairs well with the [Text](#) style.

This style is used sparingly to call attention to important or "alert" information.

This style aligns an image to the left when it is added to the same paragraph as the text.*

This style aligns an image to the right when it is added to the same paragraph as the text.*

This style displays an image across the full width of the page, with no text adjacent to it.*

This style is a good choice for a hyperlinked call-to-action with text that is too long for a button (5+ words).

This style is a good choice for a hyperlinked call-to-action in a prominent format with short text (1-4 words).**

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PRO TIP: A few notes to enhance your sense of style...

- When it comes to style, *less is more*. Only use **bold** font in small doses and stick with the color codes from the university's [Brand Identity](#). In all situations, use the above styles and [Headings](#).
- With multiple buttons on a page, *the color of buttons can indicate their similarities or differences*. Consider styling buttons of similar content with the same color, while styling buttons of a different type of content with a different color. When in doubt, be conservative in your use of color.
- If you want to make a button *larger in size* and you have access to edit the Source Code in Modern Campus CMS, enter **btn-large** in the **class** attribute (e.g., **class="btn btn-arrow-right btn-large green"**).

* To avoid technical difficulties with image options in the [Image](#) menu, use the following workflow:

1. Insert an image with the **Insert/Edit Image** [tool](#).
2. Complete the fields within the **Insert/Edit Image** window to enter the **Source**, **Alternative description**, **Width**, **Height**, and **Class** (choose **Left-aligned image**, **Right-aligned image**, or **Full-width image**).
3. For further details, see the [Images](#) article or the example below.

** To update all settings for hyperlink options in the [Link](#) menu, use the following workflow:

1. Insert a hyperlink with the **Insert/Edit Link** [tool](#).
2. Complete the fields within the **Insert/Edit Link** window to enter the **URL**, **Text to display**, **Open link in**, and **Class** (choose **Link with Arrow**, **Purple Button Link**, **Gold Button Link**, or **Green Button Link**).
3. For further details, see the [Hyperlinks](#) article or the example below.