Styles

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 Omni CMS editor gives you a palette of options to choose from as you stylize your text, images, and hyperlinks.

▶ Instructional Video

Watch this 2-minute tutorial for an initial overview of styles, or scroll below to see complete written instructions.

*Note: Click ⛶ 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 [Styles ⌄] 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.

Intro Text

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

Landing Page Title

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

Fine Print

This style is small and pairs well with the Highlighted Text style.

Highlighted Text

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

Left-aligned Image

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

Right-aligned Image

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

Full-width Image

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

Link with Arrow

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

PURPLE BUTTON LINK

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

GOLD BUTTON LINK

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

GREEN BUTTON LINK

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

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

- When it comes to style, *less is more*. Only use   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 stylizing buttons of similar content with the same color, while stylizing 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 Omni CMS, enter   in the   attribute (e.g.,
).

* To avoid technical difficulties with image options in the [Styles   ∨] menu, use the following workflow:

1. Insert an image with the   🖼 tool.
2. Complete the fields within the   window to enter the   ,
                    ,   ,   , and   (choose   ,   ,
   or   ).

3. For further details, see the Images article or the example below.

Insert/Edit Image   ✕

General
Advanced

Source
{{f:41497}}   ⬆
/offices/marketing/images/Alisa.jpg

Alternative description
Kingsmen Park Bridge

Image title

Width   Height
240   300   🔒

Class
Full-width Image   ⌄

Custom Class

ID

                                    CANCEL   **SAVE**

** To update all settings for hyperlink options in the [Styles ⌄] menu, use the following workflow:

1. Insert a hyperlink with the 🔗 tool.

2. Complete the fields within the window to enter the , , , and (choose , , , or).

3. For further details, see the Hyperlinks article or the example below.

Insert/Edit Link   ✕

Basic
Advanced

URL
{{f:14623}}   ⬆
/offices/marketing/web/index.pcf

Text to display
Learn More

Title

Anchors
None   ⌄

Open link in...
Current window   ⌄

Class
Purple Button Link   ⌄

Custom Class

                                    CANCEL   **SAVE**

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