DISCOVER
COMMUNITY EDUCATION
ANOKA-HENNEPIN SCHOOLS

Website Style Tips

- **Place contact information at the top of your page.**
  List general departmental phone numbers/email addresses rather than specific staff member names/addresses.
- **Avoid colored and non-standard fonts.**
- **Use bold to emphasize a word rather than underline.**
  (Underlines hint that the text is a link.)
- **Spell out acronyms on first reference. Use the acronym after**
- **referencing it in parenthesis only after the full title is spelled out.**
  Example: Early Childhood Family Education (ECFE) offers programs for families of young children. ECFE catalogs are mailed three times a year.
- **Graphics should be used to illustrate an idea/event.**
  -Use logos sparingly.
  -Do not post animated objects. (Animated clip art such as .gif file formats, slideshows/publications may not load on mobile devices.)
  -Use photos rather than clip art or illustrations. Photos of people generate emotion. Opt to use photos of people with facial expressions rather than photos of buildings, inanimate objects and illustrations.
  -Photos of students may be used unless parent permission is denied.
  Restrictions are recorded annually in the school student information system, Synergy.
- **If a document is from another department, link to it rather than downloading and reposting**.
- **Identify documents by type. (PDF, DOC, XLS)**
- **Make links part of a sentence. Be strategic, use it as a sub-head.**
  Example: Learn more about the program offerings at our school.
- **Make text scannable by using bullets, paragraph breaks and informative subheadings.**

Questions? Call the Communications Coordinator at 763-506-1269 or email kristie.thorson@ahschools.us