



# SCHOOL WEBSITE PLANNING GUIDE

MAKING THE MOST OF YOUR SCHOOL'S MOST  
POWERFUL COMMUNICATION AND MARKETING TOOL



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## When you see this Logo

When you see the Twine logo, watch for benefits or features specific to Twine websites. If you're not a Twine customer yet that's okay, too – these sections may still provide ideas you can adapt.

# Part 1: Intent

Don't skip ahead!

It may seem easy to jump right into content, but by taking some time to plan your objectives your website will be much more effective.

## Timeline and Budget

While a shortened timeline can sometimes influence the costs to develop a site, you should think about what you can accept in terms of how long the website will take to develop. Schools that are just starting up and have no website will likely want to get their website up more quickly than those schools who already have a site and are contemplating a refresh.

Understanding what you want to achieve with your website, and what that effect will likely be on your school's revenues will help you decide what you can afford to spend to create your website.

**Know your limit, and plan within it.**

## Determine Your Mission

Just like your school has its own mission statement or purpose, your website should also be built around some core goals or ideas. For most schools, a website's mission is to attract new students and families. You may have additional objectives around that, based

on your school's individual goals, values, and target audience. Before you get into the specifics of planning a website, you need to think about what your mission is. Taking another pass at your school's value and mission statement can help guide you here. If you're just starting out and you're not sure where to start, our Starting a School Guide has a great [section on school identity](#) that can help.

Your mission should be the lens through which you decide **why** you want a particular piece of content or design in the site, **what** that thing looks like, and **how** you are going to fit it in to the overall site. Too often, organizations get caught up in the pursuit of fancy features and effects or worry so much about not including something that they pile in buckets of long text and hundreds of pages – all the while moving further and further from achieving the site's primary purpose.

The more clear, succinct, and meaningful your website mission is, the less confusion you will have when making decisions along the way, and the faster the development process will be.

## Establish a Project Lead

Consider who in your organization will be responsible for the site's development. This is necessary whether you plan to build the website in-house or use an outside agency or platform to do it.

A common mistake schools make is to leave the website to the people (or person) who are the most adept at working with technology. This is not something you should do!

A website is a tool for **communication**, so choose the best **communicator** in your organization to lead the project.

If there are technical aspects required for site development, you can include a more technically capable assistant to the project lead. These days, any web platform that requires coding or other highly technical skills should be avoided.

## Target Audience

### Who are you trying to reach?

Clearly defining the target audience for your website is a must. A school website is never intended to reach teenagers looking for gadgets to buy or music to download, nor is it generally a useful place to learn about the habits of endangered animals. In fact, even within the broader category of 'school websites' a private school website has a different audience and set of objectives than a public-school website.

Different schools have different purposes and niches that they serve. For example, one school might seek to enroll students who are highly accomplished athletes, while another might focus on leadership development, and yet another might focus on students from families with a particular faith or



FAMILIES NEED TO KNOW WHY THEY SHOULD INVEST IN YOUR SCHOOL.

YOUR WEBSITE SHOULD TELL THEM WHAT MAKES YOUR SCHOOL DIFFERENT.

philosophy. Only you can define who best fits your school and its offering, so take this step very seriously and think about how to hone your message to suit those families that are most likely to respond positively to your school's offering.

The purpose and the target audience of your website must be well matched if the site is to achieve its mission. If Ferrari designed website to sell their luxury cars, but the site was all tricked up to appeal to a teenage audience in its messaging and styling, it wouldn't be successful with the people who actually have enough money to buy a Ferrari. This is one of those times where being honest with yourself will pay off in terms of your site's effectiveness. You can't be all things to all people, so focus on the sweet spot that is your market.

## Theme

### Establishing a Core Message and Supporting Messages

Your school likely has myriad values, activities, strengths, features, etc, etc. You can't (and you shouldn't) try to describe everything you are or could be in your website alone.

Come up with one key statement that is

## Planning Your Site

- Establish your timeline and budget
- Determine your website's mission
- Identify and empower your project lead
- Identify your target audience
- Establish your Core and Supporting messages

your school's core message. What your school does (best), boiled down to a single sentence or two, or even a slogan, is a powerful tool to help keep the rest of your content consistent and on track to meet your primary objective.

### **"Strenuous study and vigorous activity make powerful learners"**

Regardless of whether you find that statement compelling, it nonetheless succinctly says a lot about what you value, your philosophy as a school, and what families in your target audience



## Who are you NOT trying to reach?

A common mistake that reduces the effectiveness of websites for attracting new families and recruiting new employees is cluttering the website with information for currently-enrolled students, families, and your existing staff members. Give your prospects a break and let them find what they want!

Keeping your website really focused on **prospective** families is only possible when you also have a great way to share school news, classroom updates and materials, schedules, assignments, student grades, and more with your **current** students and their families.

Twine provides exactly this, bringing all of your internal communications together inside a secure portal that teachers and families love, allowing your public website to become a much effective marketing tool.

can expect when they join you.

Your school probably has a number of different dimensions that are all important to include in your overall message. While your first priority is to clearly establish your core message, the other dimensions that round out your school's offering are also very important because they clarify and lend credibility to the overall message put forward in your website.

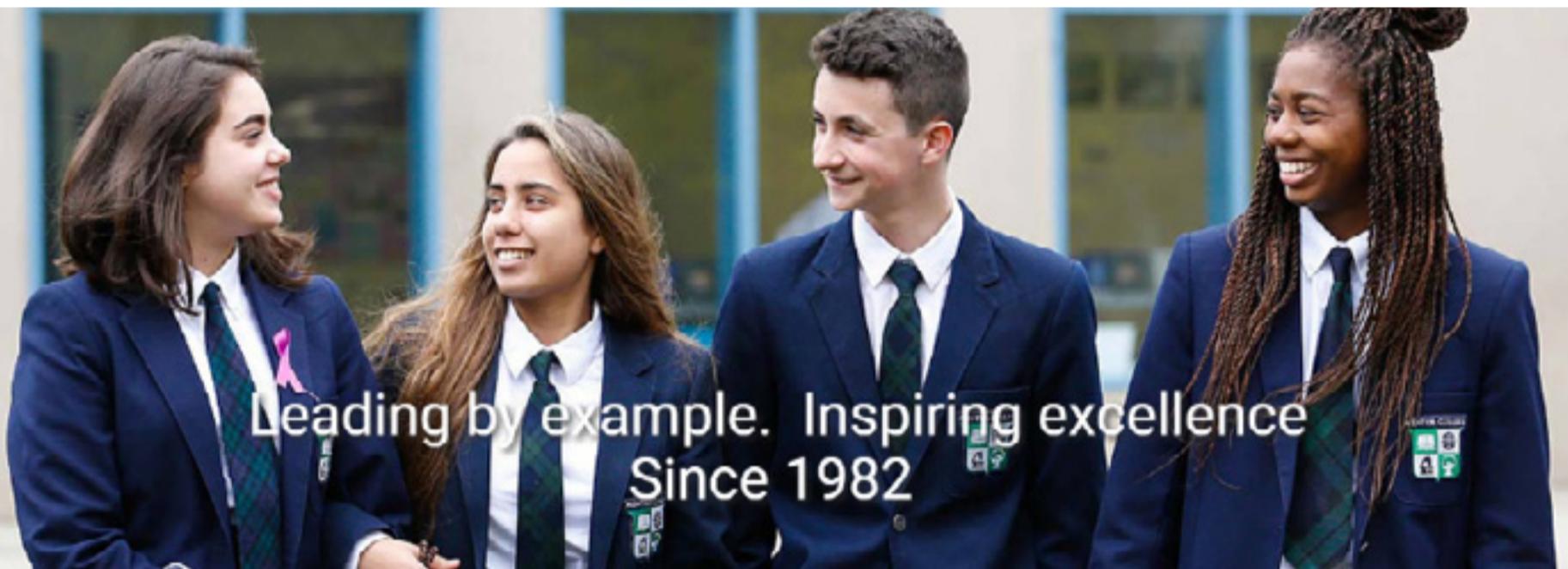
"Our school has the highest percentage of graduates accepted to the Ivy League of any school in the Pacific Northwest"

"All Twine Academy students participate daily in physical activity, from team and individual sports to outdoor experiences and personal fitness"

"Our daily spiritual devotions are led by local pastors"



SUPPORTING STATEMENTS WILL FLAVOR THE WAY THE PRIMARY IDEAS ARE INTERPRETED BY YOUR AUDIENCE AND THEY CAN HAVE A POWERFUL INFLUENCE ON THE EFFECTIVENESS OF YOUR CORE MESSAGE.



## Presenting your vision

All Twine websites are designed with private schools in mind, with recommended site navigation that helps convey your mission and vision.

Our Twine templates are all geared to appeal specifically to the families of kids who value a private school education, with each one offering a distinctly different visual 'feel' that is adapted to your school with the addition of photos, videos, and graphical elements that demonstrate your unique brand.

All the planning we've recommended up to this point is explicitly referenced in the Twine website templates, so the process we've outlined here contributes directly to build-out of your personalized, focused website.

# Part 1 Worksheets

It always helps to put things down on paper when undertaking a project as significant as developing a website. Use this sheet to track your decisions and thoughts as you work through the first part of the planning process. You'll find that once you are ready to implement the next stages, you'll be glad that you kept a clear record of your decisions - and you'll refer here a lot.

## BUDGET AND TIMELINE

Our development budget is:

Our ongoing maintenance / hosting budget is:

We intend to complete the website by:

## PROJECT LEAD

The person leading this project is:

Technical support will be provided by:

## TARGET AUDIENCE

Example: Our website's target audience is:

"Families who have a combined income of between \$100,000 and \$200,000 who are looking for a school with our beliefs"

"Families of students with special educational needs who ..."

Our website's target audience is:

## WEBSITE MISSION STATEMENT

Examples: Our website's mission is:

"to present the school and our programs in its best light, with excellence in the graphical presentation and in content"

"to provide prospective families enough information about the school to convince them to register online"

Our website's mission is:

# Part 1 Worksheets

Your core message(s) are the central theme(s) of the website, targeting the audience you've defined with ideas central to your value proposition. This is the place to be clear and consistent in the core messages and the other ideas that back them up.

## CORE MESSAGE

Example: Our website's core message is:

"Our academic standards, coupled with our athletics program give students the highest chance of entry into college with a scholarship"

"The spiritual guidance students receive is foundational to character and success in school"

The core message we want to get across to visitors to our website is:

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## SUPPORTING MESSAGES

Example: Our website's supporting messages are:

"Our coaches have all led college level teams to state championships"

"Our teachers have all had missionary experience"

"Facilities at our school are OSPCA approved"

Our Secondary and supporting messages are:

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## SLOGAN / CATCH PHRASE

Example: Our school slogan is:

"Leading by example. Inspiring excellence since 1982"

"Where tradition informs the future"

Our slogan or catch phrase that will feature prominently on the site is:

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# Part 2: Design and Navigation



## Brand

### Quality and consistency

Your brand, the visual representation of your school and its core attributes, is something that needs to be very consistent across all of your marketing materials, not just your website. You should make sure that your website augments your brand and stays true to it. If your website is just fantastic, and your brochure looks like it had a coffee cup on it at some time in the past, you should consider a re-vamp of your printed materials at the same time. The critical take away here is that your website and every other brand message within your entire organization should be complimentary and consistent.

If you've had a long-established brand, now is a great time to revisit that brand. Is your logo, perfect for 1983, still a good representation of what you offer? Are your colors, neon pink and lime green, still making the same statements about your school as they did back when you came up with them? Brand refreshment can be led by the website, but make sure it becomes consistent throughout your organization.

If you are just starting out, brand development should be moved to the

very top of this document as a first, critical step in your website project. The importance of getting help with your brand and logo from someone who knows how to do this professionally cannot be overstated; don't use clipart, student drawings, no matter how cute, or anything that too closely resembles your competitor's brands!

Style guides are part of branding, so make sure you have thought about the typeface of fonts, logo placement, and color palette you will use in both your electronic and print marketing materials. If you're looking for help in understanding what a **style guide** looks like, check out the Twine style guide as an example.



## Competitive Review

### Who is going to take your students away?

Knowing what you are up against in terms of competitive schools is very important. A good understanding of the other options your target audience

Your logo isn't your brand.

Your logo, combined with the fonts you use, the colors employed, and the messages found in all of your materials from the website to your business cards, to your stationary all work together to form your brand.

Your brand is the sum total of all of your messaging and styles.

has will help you close holes in your offering and provide value that the others aren't. An analysis of what you like and don't like (from the perspective of your target audience!) of three or four competitive school websites will give you a powerful advantage when creating your web offering.

## Design Starting Point

### Resources to collect

When it comes to the design phase of your website, there are a few critical things to keep in mind. First, the colors you use need to be well chosen and complimentary to each other. Typically, your site will use your school colors, but you'll need either the Hexadecimal or RGB codes for those colors.

Our School  
 OUR SCHOOL  
 Our School  
 Our School



### Revisit your brand!

- Is your logo still relevant?
- Could it be refreshed?
- Are your colors modern or dated?
- Do your colors compliment each other?
- Are your fonts outdated?
- Are all of your school's communications pieces consistent and complimentary to each other?

Most graphics programs will let you sample part of an image and extract the color information from them, and if you don't have one of these, you can get free color picker software online to do this.

*(please note that when visiting any website, make sure to have adequate antivirus and phishing protection in place on your computer)*

#### Free online color pickers

Mac: <https://www.macupdate.com/app/mac/47475/colorpicker>

Windows: <https://sourceforge.net/directory/os:windows/?q=color+picke+r+for+windows+10>

### Fonts

Fonts are one of the most important aspects to your website design, but they are very often given less attention than they deserve. A website where the fonts have been chosen carefully is always more effective than sites where poor font choices have been made.

If you are going to choose the fonts for your website, here are a few tips that will help you to make good choices:

- **Choose fonts that best match your primary message in style and character:**  
 If you are an ivy league feeder school, then you'll want a classic, reserved type of font that speaks to tradition and class. It's probably a fairly thin (light weight) font that has serifs. If, on the other hand, your school is striving to be an ultra-modern and technology focused school, perhaps a more modern, sleek looking font is in order - in

### Sample Site Palette

	Hex	RGB
Primary Color	#75bf31	117.191.49
Secondary Color	#0193cf	1.147.207
Tertiary Color	#cfcfcf	207.207.207
Text Color	#474747	71.71.71



### FOR TWINE CUSTOMERS

In order to set your Twine website up initially, we'll need your school's color palette in either Hexadecimal or RGB (Red, Green, Blue) format - see the sample site palette at left for examples of these formats. We'll use this information to tailor your website to your school.

The fonts for your Twine website have been carefully chosen in advance and paired together to give an appealing and clear look for written content. This relieves you of the burden of trying to sort through the myriad fonts and font combinations out there and gives you a tried and true set of relevant and popular fonts for your website.

(Twine Deluxe customers will be consulted about fonts during the setup phase)

this case, you would probably choose a sans-serif font.

Think of it like a suit of clothes - you shouldn't wear your Halloween costume to a wedding. The main goal for your fonts are to be consistent with your site's 'personality' and clarity can't be over stated. One common mistake people make is to use novelty fonts that are overly expressive or showy:

ITS PRETTY HARD TO TAKE ME SERIOUSLY

*I'm pretty hard to read*

I'm classy and I know what I'm talking about

- **Combine font types**  
While staying within your font's "personality", try to find a few different fonts that go well together, and use different weights of each font to accomplish stronger or more reserved messaging. It is common to combine serif and sans-serif fonts that go well together for use in different parts of your website. This is called a "font pairing" and there is a wealth of information on the internet about it.
- **Don't combine fonts that are too similar**  
When combining fonts, make sure that any paired fonts are distinct from each

**Serif** different thicknesses  
serifs  
**Sans-Serif**  
no serifs thickness is consistent

other and provide a clear contrast, but not ones that conflict in overall personality and mood

## Logo

Your school's logo is one of the most important branding elements of your school and it should be a prominent part of your school website. This is a good time to revisit your logo to see that it is still relevant and in keeping with the times. Perhaps your logo was developed a few decades ago and uses colors and styles popular in another time so now is a perfect time to freshen it up to some extent, even if only in the colors chosen. If you're still working on developing a logo, our Starting a School Guide has some excellent resources for getting one designed. Remember, this is all part of your school's brand and should fit within the style guidelines you established earlier in this process.



EVERY FONT HAS ITS OWN PERSONALITY.

CHOOSE FONTS THAT BEST MATCH YOUR SCHOOL'S OWN PERSONALITY AND MESSAGING, AND ONLY USE FONTS THAT ARE CLEAR AND EASILY READABLE.



If you're using a printed version, visit our website at [choosetwine.com](http://choosetwine.com) and search for our guide there.

## Other Graphics

Your school may also have, in addition to your logo, a crest or wordmark, and your school's mascot. Gather the best images of these items, preferably in high definition .jpg and .png file formats for inclusion in your site's content. Stay away from animated images (.gif) that take away from the clarity and quality of your school's image.

Once you have all of these images in as high definition as possible, we suggest that you create versions of each in various pixel sizes ranging from 200 pixels in width up to 1,000 pixels in width (if your original images allow for copies that large). See more about images in the next section of this guide.

## News Thumbnails

As you post news and blog articles to your website, you typically need thumbnail images that serve to provide some illustrated context to the news post itself. While thumbnails will be generally created along with the news post itself when you post content, you can better prepare for the ongoing maintenance of your website if you create a few stock thumbnails that can be reused. Thumbnails for general news, announcements, sports victories (and losses), exams, etc. can all be set up in advance so you don't find yourself hunting for an appropriate thumbnail when a standard one will do the job. As you can see from the following sample of a feed post, a thumbnail draws the eye to the post and can really enhance

the effectiveness of the message.

## Photos

These days, with the increasing popularity of drones, getting very high-quality images of your campus is easier than ever, and hiring a professional photographer for a half day of candid shots of your school and its community is strongly recommended.

**Do not forget to get written permission from the family of every student who appears in any of the images on your website!**

## Navigation Best Practices

You'll want to try to limit your navigation so that it doesn't take more than two clicks to get anywhere.

Keep it simple: have one path to content.

In general, don't cross-link in navigation unless it is likely that people will need to get somewhere from multiple different places. An example of an appropriate cross-link is where the main menu for

the website has a link to the athletics area in the site, and the same link is included in the school programs area.

Keep the number of pages in your website to as few as is possible to accomplish your mission.

## Website Layout Lingo

The concept of a 'fold' in a website goes back to the early newspaper days, where stories and pictures most important to the day's news were arranged on the page so that they were visible, even when the newspaper was folded in half. In modern web parlance, the fold is the place on a page where content is not displayed when the page first loads because it is below the bottom edge of the screen used to view the site. Of course, this changes from screen to screen, but the general idea is the same.

When you're designing your website, you'll want to think about what you want to emphasize above and below the fold, and any designer or company you work with will probably use this terminology, so it is a good idea to be familiar with it.



A WELL-CHOSEN THUMBNAIL IMAGE CAN DRAMATICALLY ENHANCE THE EFFECTIVENESS OF YOUR NEWS AND BLOG POSTS.



### Teachers lives made much easier!

They gain a 24/7 super-helper in streamlining a zillion teacher tasks—such as attendance, grades, course planning, collaborative projects, and parent communications. ...

[more >>](#)



## FOR TWINE CUSTOMERS

Thumbnails should be small and square images 192 pixels wide x 192 pixels wide if possible, but Twine will resize images for you if you don't have time to edit every thumbnail.

# About Images and Graphics



Because websites are primarily visual communication tools, pictures usually make up a very large part of the content. The adage that a picture is worth a thousand words is still very true, so you really need to put care into each of your thousand-word objects in your website.

## Images and graphics

We generally refer to photographs as 'images' and other kinds of visual pictures as 'graphics'. Your logo, a diagram of your school departments, or an icon that downloads a pdf from your website are all examples of graphics. For our purposes, everything discussed here applies equally to both images and graphics, but the distinction becomes important when you are making decisions about creating them.

## Image and graphic quality

Photographs taken with a low-resolution camera, or without proper lighting, adequate shutter speed, or good composition will all speak poorly of your school if they are on your website. Graphics made using a cheap drawing program, especially one used 15 years ago, will likewise reduce your website's effectiveness.

## Aspect ratios

The relationship between the width and height of an image is called the **aspect ratio** and it is an important concept to understand, especially when working with responsive websites (websites that automatically fit whatever screen they are being viewed on from giant monitors down to cell phones). Aspect ratio is generally referred to in an expression like this: 5x7 or 8x10 which are very common aspect ratios for camera photos. An aspect ratio of 5x7 means that whatever units you use to measure the size of an image (inches, centimetres, or pixels), the picture in question is 5 of those units wide and 7 of those units tall.

When a responsive website is viewed on screens of different widths, the width of the images on the page change to adapt. As the width changes, the height of the image changes proportionately so that the image continues to look right, avoiding very tall, skinny objects, or very short and wide objects.



Twine image sizes in our template websites have been carefully chosen to look good both on big computer monitors and when scaled down on small phone screens.

## Image sizes

The actual size of an image in the computer world is measured in pixels. A pixel is the smallest unit of a digital image or graphic that can be

displayed and represented on a digital display device. You've heard of digital cameras that produce images that are 'megapixels' in size. Even very fancy, very large computer monitors display pixels at 1-2 megapixels, so you will always want to reduce the size of the images of most modern cameras down to resolutions that match the highest resolution displays they will be viewed on.

Large images take longer to download when a visitor comes to your website but because they are automatically scaled down to fit the computer screen they are displayed on anyway, you are much better to reduce the size before using an image in your website.

All of this is to say that it is essential that your website images are of very high resolution, but then scaled down to fit the requirements of the particular job you have for them.

## Other Resources

We really like a free online program called Pixlr, which is both sophisticated and easy to use. Pixlr allows you to do all of the editing of images required for most applications.

Here's a link to the **Pixlr X** application, which is the newest version.

Also, we've created our own video about how to crop an image to match another's aspect ratio, which you can watch here.

**Cropping an image with Pixlr**

# Part 3: Content



These sections follow the recommended navigation for Twine Complete sites. Please feel free to add or skip sections, depending on the changes you have in mind for your own site navigation.

Your website, no matter how beautifully designed, has to say something meaningful. The content you post should be relevant, consistent, correctly spelled, and engaging. The top-level menu, or your main site navigation, can have a lot of different options, depending on what pages you want to have on your site and how you want them to be structured. If you're building a site outside of Twine, you can use any sections you want, but these are good ones to consider either way.

## ABOUT US

### About our School

This section of the website is designed to give prospective families a little background on your school, why you exist, and where you came from in terms of your philosophy and practices. This area should focus on those aspects of your school's history and worldview that most address the needs of your target audience. Don't recount every moment in your founder's journey towards becoming a school, but rather succinctly explain who you are and what you stand for, and how you got there. You can also explain a little about what your school's culture is like and what students can expect on a day to day basis as a part of that culture.

### Mission & Values

This area is where you can more deeply articulate your school's offering in terms of your core beliefs, your core

values, and how you see those beliefs and values being imparted on the children who enroll in your school. Think carefully about what you put into this section as it is truly the definition of your school at its most fundamental level.

### Leadership

Every school has a different story. Each school is led by people of conviction and purpose, and this section of your website will tell the world about the nature, beliefs, and qualifications of those in charge of the school's direction. We suggest that you include pictures of the leadership team, along with a short biography and a summary statement of personal belief or philosophy for each.

### Employment

Smaller schools will generally omit this section of the website, but if you are seeking to attract faculty and other staff, this area can let prospective employees know what your expectations are, as well as what they can expect in terms of your staff culture.

### Contact Us

While probably the shortest and most technical part of your website, it is also the most critical for your school's success. Make sure that you have available resources to deal with inquiries from your website: people to answer the phone if called, and someone looking at email that might be coming in. Twine offers a feedback form as part of our offering, which can reduce SPAM emails often caused by posting email addresses

directly on the website. We'll help you set this online form up and point it at an email address you own that can be monitored regularly.

If you want people to know your physical location, include a map to your school and explain any peculiarities that may apply to your location – some places are just hard to find, so make it easy for prospects by explaining exactly how to get where you are.

## ADMISSIONS

### Admissions Information

Letting people know what it will take for them to enroll their kids in your school is a really important part of your website. If you have admissions criteria, this is where you articulate them and explain in clear and simple language what they need to do to join your school's community.



**IF YOUR SCHOOL HAS ANY FINANCIAL INCENTIVES OR AID PROGRAMS, THEY SHOULD BE INCLUDED HERE.**

If you wish to do so, you can list your tuition fees and any other financial obligations parents can expect from you when they sign up. Don't be misleading or vague here but think carefully about your wording and presentation to entice further inquiry from prospective families.

### Apply

The Apply page can either lead to an online application for parents to fill out

or it can just be instructions on how families can apply to the school.

## ACADEMICS

There are many approaches to the academics section of a school's website. Some schools dive deeply into the curriculum, programs, and expectations, while others prefer a less detailed overview of the academic life of the school. Generally, this area of the website serves to explain your academic philosophy, and those things that differentiate you from other schools.



Because this part of a school's website can vary, the Twine template

website has no dropdown menus for Academics; however, you can subdivide your academic information into several different pages and create drop down menus for this section.

Clear definitions and references to known standards (national, state, faith, branch) are helpful.

## PROGRAMS

Many schools rely heavily on alumni support to meet their financial goals. If this fits your school, this section of the website lets you encourage alumni and community members to participate in the life of your school and donate.

## NEWS AND EVENTS

While much of what goes on in your school relates only to your tight-knit group, some events and

announcements affect the community at large.

The News and Events area shows prospects what you are actually doing daily. If your team just won something big, post it!



Twine customers enjoy an extra benefit with respect to news and event information. Twine websites are integrated with the entire communication platform, so this part of the website is automatically fed by the news articles and calendar events that you release to the web from inside Twine.

## Now You're Ready!

If you are building your website outside of the Twine environment, we hope that this guide has been useful to you and that you have every success.

If, on the other hand, you have chosen Twine for your school's technology platform, we have some very good news for you!

Much of what's been talked about here is already done for you in Twine's website builder. We have beautifully designed template websites that have design themes ranging from highly graphical to more information centric, all with consistent graphics and color schemes.

We'll incorporate your school's logo and colors into one of these beautiful designs to get your site up and running sooner, and with less work than any other option.

Each Twine template site includes a pre-existing site structure that includes the must-have sections for any private school website such as an admissions area, Academics, Programs, News and Events, and Alumni sections.

All of these areas are ready to be adjusted by your communicators to reflect your website's Mission, and of course you can quickly add sections, pages and images of your own to get your site tuned to your plan.

## What's Next?

If you're a Twine customer, we'll take it from here!

Please work through this guide and share the completed worksheets in the Website Development Group.

Your Twine onboarding specialist will contact you to get your site tailored to your school.

Good Luck!

The Twine Team



Twine currently has three distinct template websites that our customers can use to get their website up and running quickly. These templates differ in their emphasis, their layout and use of whitespace, but each has the same essential link and content structures.



## Template 1

This website focuses more on the people in the school than the school itself. If your message is about your student's daily life at your school, this type of website is a good option. Of course, you put images of your campus and facilities in the banner slideshow as well. This template is highly graphical, favoring imagery over written content, and will require very professional images if you are going to make it work for your school. Almost all of the actual content on the home page is below the fold with the intent of highlighting the feel of your school slightly over the content on your website. This template's color scheme is designed for schools with one main color, and one that goes well with a grey or other neutral accent. <https://www1.twine.academy/>

## Template 2

This template is much more information-focussed than the other templates. If your school has a vibrant community around it, consider this template as optimal for sharing news and events with a higher emphasis. Notice that there is quite a bit of actual content above the fold on the home page, making it clear that there is a lot going on in the school. This template requires less in the way of large graphics, but you will still want to gather some high-quality pictures for news thumbnails and highlight areas. The color scheme for this template really highlights both a primary and secondary color so if your school has two different colors, this site will highlight that. <https://www2.twine.academy/>



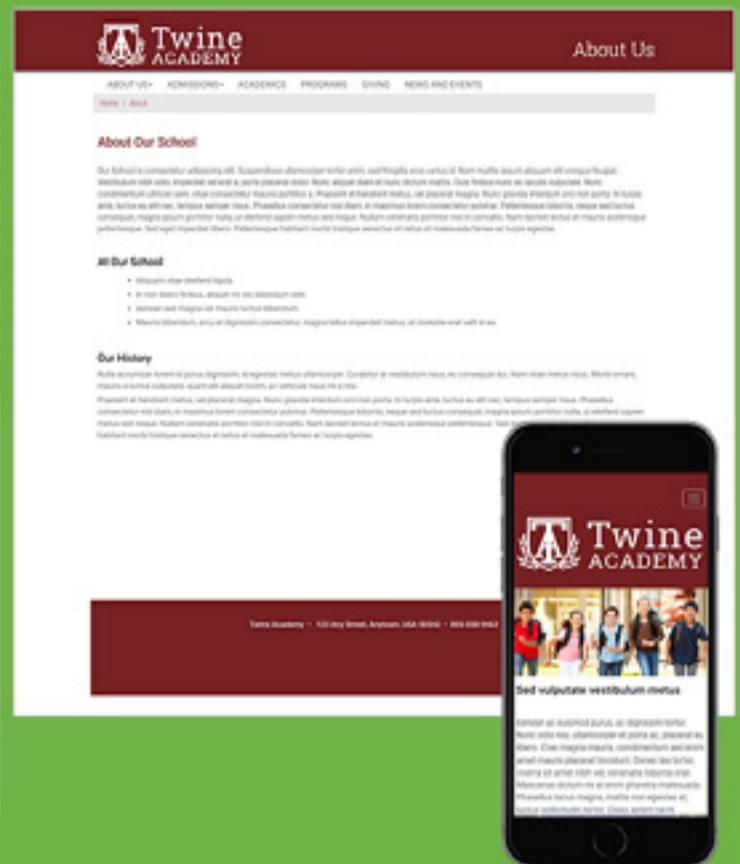
## Template 3

This website showcases your campus and your facilities with a strong statement visible immediately when the page first loads, along with three calls to action designed to draw visitors into your website more deeply. The fold plays less of a role in this site as content is embedded right over the graphical presentation. The color scheme for the Twine Academy III template is much less focussed on the school colors as it uses these mostly for font and highlight colors, with white and light grey being the dominant colors where content is displayed. <https://www3.twine.academy/>



Once a template is selected, we'll help our Twine Complete customers get their logo, images and content put into their new site, and we'll set all of the colors to the school's so that the website can be up and running quickly. For Twine Deluxe schools, we'll either use one of the templates as a starting point, and fully customize it, or start from scratch in a consultative process geared to getting your brand represented on the web in a unique and powerful way.

# Template 1 Design Specifications



## Banner Slideshow images

For the main banner slideshow, the full screen is used, which means that whatever images you choose to put there should be at least 2000 pixels wide by 825 pixels tall (height) because the image will grow (or shrink) infinitely based on screen size. Since most computer monitors are less than 2,000 pixels wide, your banner image won't need to be expanded if it starts out at that size. You will need to reduce the output quality of banner images so that the file size is under 200 kilobytes if at all possible, in order to reduce page loading time. Because of the large size of these images, we don't recommend having more than 3 images in the banner slideshow at any one time.

If your aspect ratio in these images is different, the look and feel of the page will change. For example, if your images are 600 pixels in height, and 2000 pixels wide, the banner slideshow will appear 'shorter' on the page and bring the content below it up higher on the page and, conversely, if the images you provide are 'taller', they will push the content below further down below the fold.

While you may wish to bring the content below the banner up so that it appears above the fold by reducing the height of your banner images while keeping the width at 2,000 pixels, you will need to consider that images with lower aspect ratios

## Calls to Action

The three call to action images in this template are images (.jpg or .png) that are 350 pixels height x 350 pixels wide (square). Your pictures can be of a different aspect ratio if desired, but all images must be the same in this regard.

## Summary for Twine Template 1:

### Banner images

- 2,000 px wide x 825 px tall
- Jpeg (.jpg) format, reduced in resolution to 72 DPI and lower output quality to get image size below 200 kb if possible
- No more than 3 images at any one time recommended to increase page loading speed

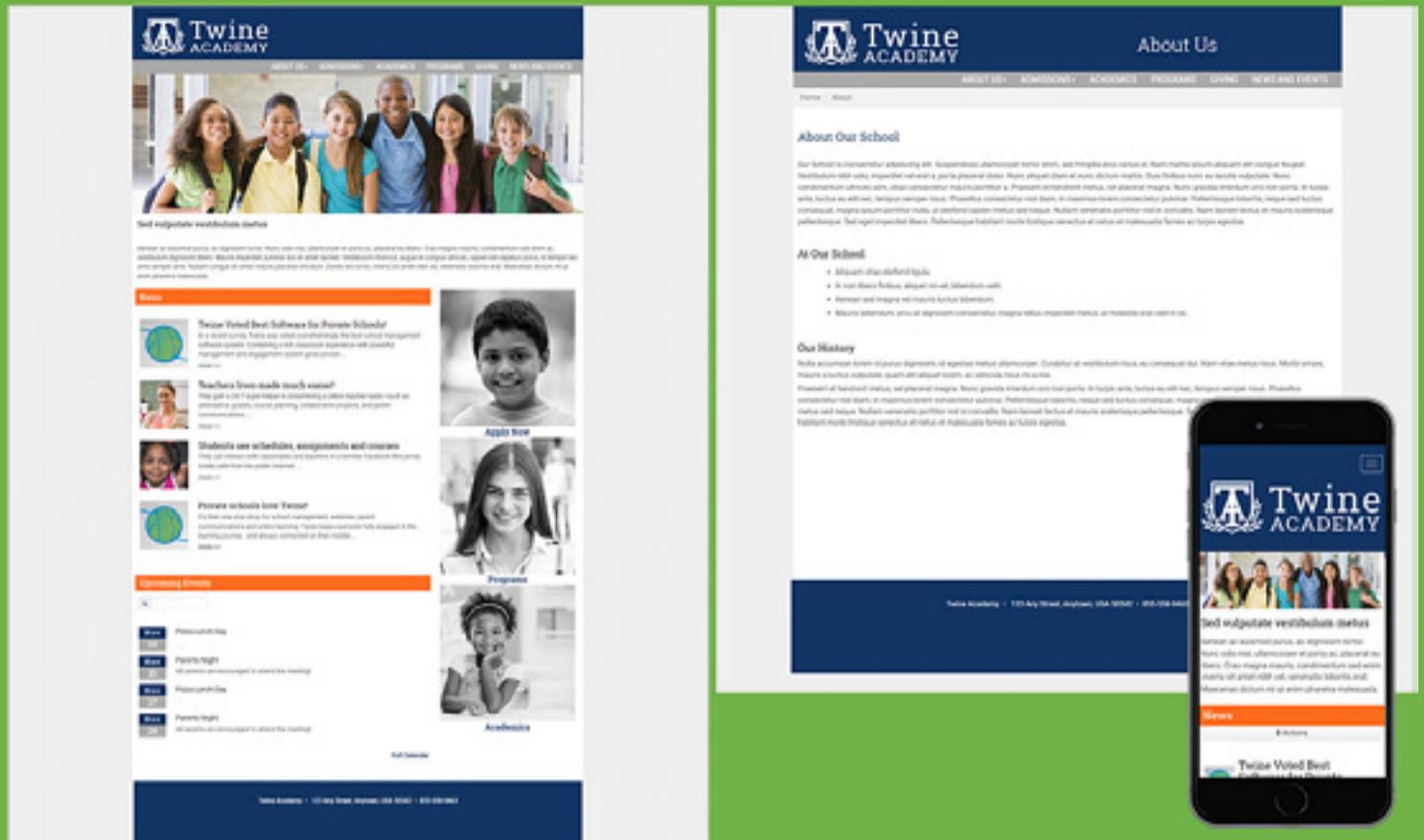
### Call to Action images

- 350 px wide x 350 px tall
- Jpeg (.jpg) or PNG (.png) format, 72 DPI, highest output quality
- 3 images are used in this template

### Thumbnail images

- 192 px wide x 192 px tall (minimum - you can go up to 400 x 400 if you wish without adversely affecting loading time)
- As may as you can think of that will be used over and over again to represent common topics in the school news

# Template 2 Design Specifications



## Banner Slideshow images

In this template, the banner image is constrained to be a maximum of 1,170 pixels wide, so you can generally use a few more images than with the Twine 1 template (page loading speed is not only governed partly by image size, but by the number of images). Images for this banner should be 1,170 pixels wide by 360 pixels high.

## Calls to Action

The three call to action images in this template, despite being arranged vertically instead of horizontally, are the same as in Template 1. They are images (.jpg or .png) that are 350 pixels height x 350 pixels wide (square). Your pictures can be of a different aspect ratio if desired, but all images must be the same in this regard.

## Summary for Twine Template 2:

### Banner images

- 1,170 px wide x 350 px tall
- Jpeg (.jpg) format, reduced in resolution to 72 DPI and lower output quality to get image size below 200 kb if possible
- No more than 6 images at any one time recommended to increase page loading speed

### Call to Action images

- 350 px wide x 350 px tall
- Jpeg (.jpg) or PNG (.png) format, 72 DPI, highest output quality
- 3 images are used in this template

### Thumbnail images

- 192 px wide x 192 px tall (minimum – you can go up to 400 x 400 if you wish without adversely affecting loading time)
- As many as you can think of that will be used over and over again to represent common topics in the school news

# Template 3 Design Specifications



## Home Page - Main Image

The Twine 3 template does not have a slideshow on the home page, but rather a very large background image meant to show your school campus. The background image used in the template is 1,900 pixels wide by 1,155 pixels high, however, there is some room for variation in the image you provide. The most important thing is that the image be general and convey a feeling rather than detail. It is not advisable to put any people in this image because there will be objects on top of the image that will cover parts of it, and it is not good to cover people up in photographs, and even if visible, pictures of people will tend to take away from the desired effect of conveying a feeling about your school rather than just information. The exception to this is crowd shots that are far enough removed to create a general, non-detailed effect.

## Calls to Action

The three call to action images in this template are slightly larger than in the other two templates, although the actual photographs should be the same size. In order to ensure that the Call to Action images stand out against the large background picture, we've added a white border or 10 pixels around each image, making the total image size now 370 pixels wide and 370 pixels high. You can change the color of your border to contrast with the background image you have in mind, or to show off your school colors, but be careful about clashing.

## Summary for Twine Template 3

### Banner images

- None - this site does not use a banner image

### Call to Action images

- 350 px wide x 350 px tall with 10 pixel border around the image, to make an overall graphic size of 370 px x 370 px
- Jpeg (.jpg) or PNG (.png) format, 72 DPI, highest output quality
- 3 images are used in this template

### Thumbnail images

- 192 px wide x 192 px tall (minimum - you can go up to 400 x 400 if you wish without adversely affecting loading time)
- As many as you can think of that will be used over and over again to represent common topics in the school news