

Terminalfour (T4)

Content Type Guide

A practical guide for content editors

PURPOSE	SELECTION	ACCESSIBILITY
Understand what each component does	Choose the right pattern for the content	Create clear, usable page experiences

Contents

1. Using this guide
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Using This Guide

Content types should be selected based on the job the content needs to do, not simply because a component looks visually interesting. Start by identifying the visitor's task: read, compare, contact, navigate, watch, notice an update, or take an action.

General principles

- **Use structure intentionally.** Headings, cards, links, tables, and callouts should help visitors understand relationships between pieces of information.
- **Keep components focused.** A content type works best when it communicates one clear idea or supports one clear task.
- **Use images when they add meaning.** Do not add an image simply to fill space. Image-based variations are most useful when the image helps identify, distinguish, or explain the content.
- **Write for scanning.** Use descriptive headings, concise summaries, and meaningful link labels.
- **Avoid duplicating content.** Components should support the primary page content rather than repeat it.
- **Check the page as a whole.** Too many visually prominent components can compete for attention and make a page harder to use.

Quote

Purpose

Use the Quote content type to visually distinguish a short quotation or testimonial from the surrounding page content. It is best for a meaningful statement that benefits from attribution.



Quote

Choose this content type when:

- Highlighting a testimonial or participant voice
- Pulling out a short, meaningful statement
- Adding a credible human perspective to a page

Avoid:

- Using it for ordinary body copy
- Very long quotations
- Decorative quotations that do not support the page

Accessibility considerations

- Do not use quotation styling as a substitute for a heading.
- Make sure attribution text is readable and understandable without relying on visual styling alone.

Content recommendations

- Keep the quote concise
- Include the speaker's name
- Add a title, role, or affiliation when it provides useful context

Placement

- Within the section the quote supports
- After introductory context rather than before visitors understand the topic

Video

Purpose

Use the Video content type to embed or feature video content as part of the page experience.

VIDEO



Video

Choose this content type when:

- The video directly supports the page topic
- Demonstrations, interviews, stories, or explanations are more effective in video
- Visitors benefit from watching without leaving the page

Avoid:

- Autoplaying media
- Videos that duplicate information without adding value
- Embedding videos without captions

Accessibility considerations

- Captions are required for spoken content.
- Provide a transcript when appropriate.
- Avoid relying on audio alone to communicate essential information.

Content recommendations

- Use a clear title or nearby context
- Use an accurate thumbnail/poster image
- Provide captions and an accessible transcript

Placement

- After text that introduces what the visitor will learn
- Near the content the video directly supports

Vertical Card Group

Purpose

Use Vertical Card Groups to present several related items as a scannable set. Cards can be displayed with images or without images.

VERTICAL CARD GROUP - WITH IMAGES



Card Title Lorem

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget cola tri.



Card Title Lorem

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget cola tri.



Card Title Lorem

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget cola tri.

Vertical Card Group - With Images

VERTICAL CARD GROUP - WITHOUT IMAGES

Card Title Lorem

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget cola tri.

Card Title Lorem

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget cola tri.

Card Title Lorem

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget cola tri.

Vertical Card Group - Without Images

Choosing the variation: Select the image version when visuals help users recognize or differentiate the options. Select the text-only version when imagery would be decorative, inconsistent, or unnecessary.

Choose this content type when:

- Presenting a small group of related programs, services, topics, or destinations
- Each item needs a title, short description, and link
- Visitors benefit from comparing or browsing multiple options

Content recommendations

- **With images:** use when each image meaningfully helps distinguish the cards
- **Without images:** use when the content is primarily informational or strong images are unavailable
- Keep card titles and descriptions similar in length

Avoid:

- Mixing unrelated items in one group
- Using decorative or repetitive images
- Putting long paragraphs inside cards

Accessibility considerations

- Use meaningful link text.
- Provide useful alt text for informative images; decorative images should not create redundant announcements.
- Do not rely on the image alone to identify the card.

Placement

- Landing pages and overview pages
- After an introduction that explains what the card group represents

Horizontal Card with Image

Purpose

Use a Horizontal Card when one featured item needs a stronger visual treatment than surrounding links or body content.

HORIZONTAL CARD WITH IMAGE



Title Lorem Ipsum Dolor Sit Amet Consectetur

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem.

Horizontal Card with Image

Choose this content type when:

- Featuring one program, story, service, event, or destination
- A supporting image adds context
- You need a compact image + summary + action pattern

Avoid:

- Using several horizontal cards where a card group would scan better
- Generic stock imagery
- Overloading the card with multiple competing actions

Accessibility considerations

- Write useful alt text when the image conveys information.
- Make the link purpose clear from its text and context.
- Do not place essential text inside the image.

Content recommendations

- Use a descriptive title
- Keep the summary brief
- Choose an image directly related to the item

Placement

- Between major content sections
- Where a single featured destination is contextually relevant

Feature with H2

Purpose

Use the Feature with H2 content type for a prominent section that combines a true section heading, supporting copy, an action link, and optional visual emphasis. The image can appear on either side.

FEATURES WITH H2



Feature Title Lorem Ipsum Dolor

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

[→ Primary Link Label](#)

Feature with H2 - Image Left

Feature Title Lorem Ipsum Dolor

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

[→ Primary Link Label](#)



Feature with H2 - Image Right

Choose this content type when:

- Introducing an important section of the page
- Highlighting a priority program, initiative, resource, or story
- The content deserves more emphasis than standard body copy

Content recommendations

- Use a meaningful H2 that describes the section
- Keep supporting text focused
- Use one clear primary action
- Choose image placement based on the surrounding page composition

Avoid:

- Using the heading only for visual size
- Multiple unrelated calls to action
- Alternating image positions excessively just for decoration

Placement

- At the start of a major page section
- On landing pages where a featured pathway needs prominence

Accessibility considerations

- Maintain logical heading order.
- Provide alt text for informative images.
- Use descriptive link text rather than 'Learn More' when the destination is unclear.

Call to Action

Purpose

Use the Call to Action content type to draw attention to one important next step.

CALL TO ACTION

**Consetetur sadipscing elitr, sed diam
nonumy eirmod tempor.**



Primary Link Label

Call to Action

Choose this content type when:

- There is one high-priority action
- Visitors have enough context to act
- You need a strong visual break before an application, registration, request, or other next step

Avoid:

- Several equally weighted links
- Using a CTA before the visitor has enough context
- Generic button labels that do not describe the action

Accessibility considerations

- Use descriptive action text.
- Do not rely on color alone to communicate importance.
- Keep the heading and link understandable out of visual context.

Content recommendations

- Write an action-oriented heading
- Use one primary link
- Make the destination and benefit clear

Placement

- After supporting information
- Near the end of a page or section where the next step is logical

Link Block

Purpose

Use a Link Block to organize a compact set of related navigation links into an easy-to-scan area.

LINK BLOCK

LINK BLOCK TITLE LOREM IPSUM DOLOR

Link label lorem

Link label lorem ipsume

Link label lorem ipsum dolor sit

Link label lorem ipsum dolor sit

Link label lorem

Link label lorem ipsume

Link Block

Choose this content type when:

- Visitors need quick access to several closely related destinations
- The links support navigation rather than detailed explanation
- A compact list is more useful than cards

Avoid:

- Long uncurated lists
- Duplicate links already obvious in navigation
- Labels such as 'Click Here' or repeated 'Learn More'

Accessibility considerations

- Link text should make sense when read on its own.
- Avoid exposing raw URLs as labels.
- Keep keyboard focus and reading order logical.

Content recommendations

- Group links under a clear heading when context is needed
- Use descriptive, parallel link labels
- Prioritize the most useful destinations

Placement

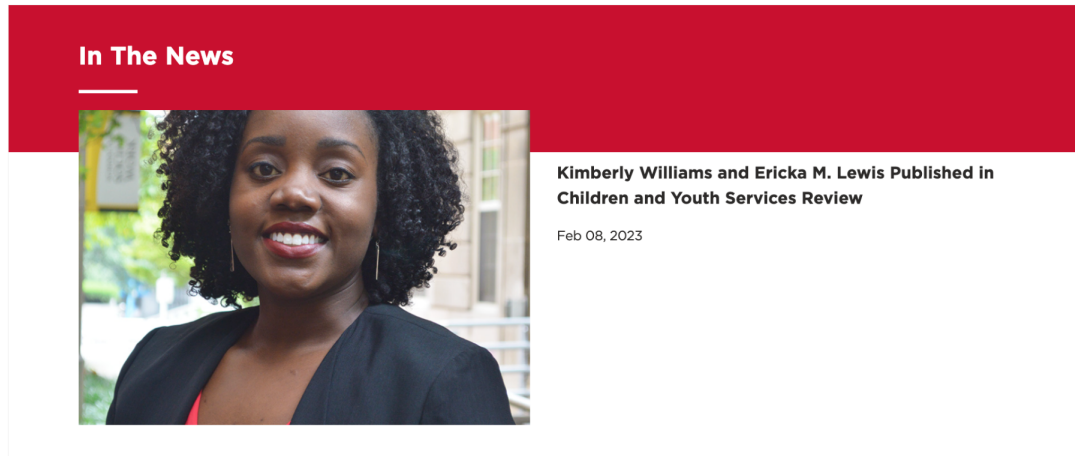
- Near the related content
- On overview pages as a secondary navigation aid

News Feature

Purpose

Use the News Feature content type to spotlight a news item or timely story with stronger visual emphasis.

NEWS FEATURE



News Feature

Choose this content type when:

- Highlighting a recent or high-value news story
- The story has an appropriate image and concise headline
- The page benefits from a timely editorial feature

Avoid:

- Using old news as permanent evergreen content
- Images unrelated to the story
- Headlines that are vague or promotional

Accessibility considerations

- Provide alt text for informative news images.
- Make the headline link descriptive.
- Do not communicate status or recency by color alone.

Content recommendations

- Use the published headline or a clear equivalent
- Use an accurate image
- Keep metadata such as date concise

Placement

- News or media landing pages
- Homepage/section landing areas where current news is expected

Statistics

Purpose

Use Statistics to present a small number of high-value quantitative facts that users should be able to scan quickly.

STATISTICS



Statistics

Choose this content type when:

- Highlighting a few key outcomes, rankings, percentages, counts, or impact measures
- The numbers are meaningful without a complex chart
- Each statistic can be explained in a short label

Avoid:

- Large datasets
- Numbers without a source or context
- Using statistics primarily as decoration

Accessibility considerations

- Do not rely on size alone to convey meaning.
- Write labels that explain what each number represents.
- Provide the same information in text rather than embedding numbers in images.

Content recommendations

- Use verified and current data
- Add enough context for the number to make sense
- Use consistent units and time periods

Placement

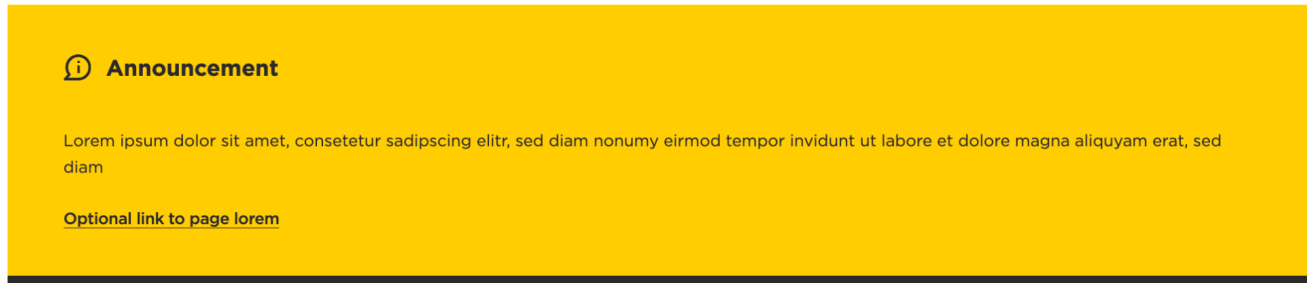
- Near supporting narrative or evidence
- On overview and impact pages

Announcement

Purpose

Use the Announcement content type for timely, important information that visitors should notice while reading the page.

ANNOUNCEMENT



Announcement

Choose this content type when:

- A temporary update affects the visitor's task
- There is a deadline, service change, closure, alert, or important notice
- The information deserves emphasis but is not an emergency alert

Avoid:

- Permanent general information
- Multiple announcements competing on one page
- Using the component solely to make ordinary content more noticeable

Accessibility considerations

- Do not rely on background color alone to signal importance.
- Use plain language.
- Include specific dates rather than ambiguous terms such as 'soon' when possible.

Content recommendations

- Lead with the most important information
- Include dates when the notice is time-sensitive
- Remove or update the announcement when it expires

Placement

- Near the top when it affects most visitors
- Immediately before the content or task it affects

Table with Row Headers

Purpose

Use this table pattern for genuinely tabular information where each row has a meaningful header and users need to compare values across a consistent structure.

TABLE WITH ROW HEADERS

Column 1 header lorem ipsum dolor sit amet	Boldened row content lorem ipsum dolor Row content lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat.
Column 2 header	Row content lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. Lorem ipsum dolor sit amet. Inline link lorem ipsum
Column 3 header lorem ipsum	Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

Table with Row Headers

Choose this content type when:

- The information has clear row/column relationships
- Users need to compare structured values
- A list would make relationships harder to understand

Avoid:

- Merged cells unless necessary
- Very wide tables with excessive columns
- Using a table for ordinary prose or visual alignment

Accessibility considerations

- Identify headers correctly so assistive technology can associate them with data cells.
- Provide a caption or nearby description when useful.
- Avoid blank header cells and overly complex structures.

Content recommendations

- Use concise row and column headings
- Keep cell content focused
- Use tables only for data, not page layout

Placement

- Within the section that introduces the data
- After a short explanation of what the table contains

Text Callout

Purpose

Use a Text Callout to emphasize supporting information alongside the main narrative. It can be used with media or without media.

Heading 2 Lorem Ipsum Dolor

Lorem ipsum dolor sit amet consectetur. Eget quis egestas sed cras mi ornare massa ut. Sit blandit facilisi adipiscing pellentesque dignissim fames dui elit. Vel non arcu vulputate porta. Cursus malesuada lectus magna dui ac praesent. Lorem ipsum dolor sit amet consectetur. Eget quis egestas sed cras mi ornare massa ut. Sit blandit facilisi adipiscing pellentesque dignissim fames dui elit. Vel non arcu vulputate porta. Cursus malesuada lectus magna dui ac praesent. Lorem ipsum dolor sit amet consectetur. Eget quis egestas sed cras mi ornare massa ut. Sit blandit facilisi adipiscing pellentesque dignissim fames dui elit. Vel non arcu vulputate porta. Cursus malesuada lectus magna dui ac praesent.

Lorem ipsum dolor sit amet consectetur. Eget quis egestas sed cras mi ornare massa ut. Sit blandit facilisi adipiscing pellentesque dignissim fames dui elit. Vel non arcu vulputate porta. Cursus malesuada lectus magna dui ac praesent.

Lorem ipsum dolor sit amet consectetur. Eget quis egestas sed cras mi ornare massa ut. Sit blandit facilisi adipiscing pellentesque dignissim fames dui elit. Vel non arcu vulputate porta. Cursus malesuada lectus magna dui ac praesent. Lorem ipsum dolor sit amet consectetur. Eget quis egestas sed cras mi ornare massa ut. Sit blandit facilisi adipiscing pellentesque dignissim fames dui elit. Vel non arcu vulputate porta. Cursus malesuada lectus magna dui ac praesent.

Text Callout - Without Media

Heading 2 Lorem Ipsum Dolor

Lorem ipsum dolor sit amet consectetur. Eget quis egestas sed cras mi ornare massa ut. Sit blandit facilisi adipiscing pellentesque dignissim fames dui elit. Vel non arcu vulputate porta. Cursus malesuada lectus magna dui ac praesent.

Partner With Researchers

Our centers collaborate with community organizations, government agencies, and fellow institutions on applied social work research. Reach out to explore a partnership.

Start a Conversation →



Partner With Researchers

Our centers collaborate with community organizations, government agencies, and fellow institutions on applied social work research. Reach out to explore a partnership.

Start a Conversation →

Text Callout - With Media

Choosing the variation: The media version adds visual identification and context. The text-only version is cleaner when the content does not need a meaningful image.

Choose this content type when:

- Providing a related note, partner detail, contextual explanation, or secondary story
- The content deserves distinction but should not interrupt the primary narrative
- A compact sidebar-style treatment improves scanning

Content recommendations

- **Without media:** choose when the message is self-contained and the image would be decorative
- **With media:** choose when the image helps identify a person, organization, place, or subject
- Use a concise callout heading and short supporting copy

Avoid:

- Putting essential primary-page information only in a secondary callout
- Adding an image simply to fill the component
- Long blocks of text

Accessibility considerations

- Keep the reading order logical.
- Provide alt text when the image conveys useful information.
- Do not use the callout heading as a substitute for the page's heading hierarchy.

Placement

- Adjacent to the body content it supports
- Mid-page where the relationship to nearby content is clear

Contact + Related Resources

Purpose

The Contact + Related Resources content type provides a structured way to present contact information, related links, or both within a single component. It gives visitors quick access to people, offices, departments, and supporting resources relevant to the page.

Contact + Related Resources

Optional intro text lorem ipsum dolor sit amet

Contact Us

Center Lorem Ipsum Dolor
650 West Baltimore Street
Baltimore, Maryland 21201

Phone: 410-555-1234

wireframe@ssw.umaryland.edu

[f](#) [@](#) [in](#) [X](#)

Related Information

[Link Lorem Ipsum Dolor](#)

[Link Lorem Ipsum Dolor](#)

[Link Lorem Ipsum Dolor](#)

[Link Lorem Ipsum Dolor](#)

[Link Lorem Ipsum Dolor](#)

[Link Lorem Ipsum Dolor](#)

[Link Lorem Ipsum Dolor](#)

[Link Lorem Ipsum Dolor](#)

[Link Lorem Ipsum Dolor](#)

Combined: Contact + Related Resources

Available display options

- **Contact Information Only:** use when the visitor's primary need is to reach a department, center, office, or individual.
- **Related Resources Only:** use when visitors primarily need supplemental pages, forms, downloads, or related information.
- **Contact + Related Resources Combined:** use when visitors need both a point of contact and a clear set of next-step resources.

When to choose the combined layout

- Contact details and resources are directly related.
- The page serves as a primary landing or service page.
- Visitors may need assistance after reviewing the resources.
- Both columns contain enough useful content to justify the combined treatment.

Recommended placement

- Near the bottom of informational pages after the primary body content.
- Before footer content.
- Earlier on the page only when contact or resource access is a primary visitor task.

Contact + Related Resources: Choosing a Variation

Contact + Related Resources

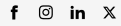
Optional intro text lorem ipsum dolor sit amet

Contact Us

Center Lorem Ipsum Dolor
650 West Baltimore Street
Baltimore, Maryland 21201

Phone: 410-555-1234

wireframe@ssw.umaryland.edu



Contact + Related Resources

Optional intro text lorem ipsum dolor sit amet

Related Information

[Link Lorem Ipsum Dolor](#)

[Link Lorem Ipsum Dolor](#)

[Link Lorem Ipsum Dolor](#)

[Link Lorem Ipsum Dolor](#)

[Link Lorem Ipsum Dolor](#)

[Link Lorem Ipsum Dolor](#)

[Link Lorem Ipsum Dolor](#)

[Link Lorem Ipsum Dolor](#)

Contact Information Only

- Departmental or office contact details
- Office location or mailing address
- A specific support contact
- Multiple appropriate ways to connect

Include

- Full office/department name
- Complete address when relevant
- Direct phone number
- Named contact when appropriate
- Functional email address

Accessibility and content quality

- Use meaningful link text rather than 'Click Here.'
- Verify phone numbers, email addresses, and resource destinations.
- Keep resource labels concise and descriptive.
- Use consistent naming conventions for offices, people, and services.
- Limit the resource list to items that directly support the page.

Related Resources Only

- Related pages and services
- Forms and applications
- Frequently requested resources
- Policies, guidance, or supporting documents

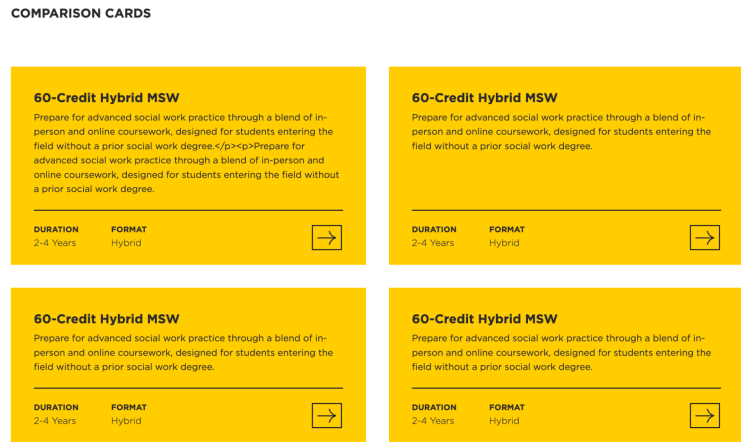
Avoid

- Outdated contact information
- Unclear lists of multiple contacts
- Generic placeholder text
- Long lists of unrelated resources
- Duplicate links already prominent on the page

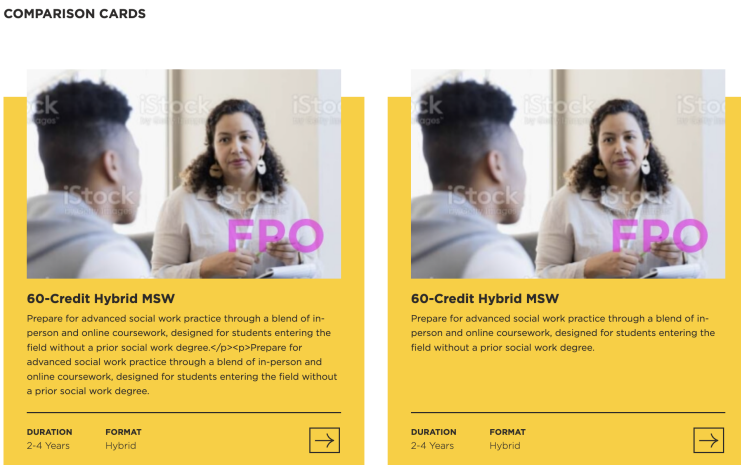
Comparison Cards

Purpose

Use Comparison Cards when visitors need to evaluate two or more related options using the same set of attributes. Cards can be displayed with images or without images.



Comparison Cards - without images



Comparison Cards - with images

- Choose WITH images**

Use when the image meaningfully identifies or differentiates each option, such as people, locations, physical experiences, or visually distinct programs.
- Choose WITHOUT images**

Use when the decision is based primarily on facts, eligibility, duration, format, cost, or other textual attributes.

Comparison Cards: Best Practices

Use comparison cards when:

- Visitors are actively choosing between related options
- The same attributes can be shown for every option
- Side-by-side scanning will make a decision easier

Avoid:

- Comparing items that are not truly alternatives
- Giving one card substantially more detail than the others
- Using images that imply differences that are not meaningful
- Too many cards or attributes at once

Accessibility considerations

- Do not use color or images as the only way to communicate differences.
- Use the same attribute labels across cards so comparisons are understandable.
- Provide alt text for informative images.
- Keep card links descriptive and distinguishable.
- If the comparison becomes complex, consider whether an accessible data table would communicate the relationships more clearly.

Content recommendations

- Use parallel card titles and descriptions
- Present attributes in the same order
- Keep labels and units consistent
- Link each card to detailed information when needed

Placement

- On program, service, or pathway landing pages
- After enough introductory context for users to understand what is being compared

Quick Selection Guide

Use this page as a starting point when deciding which content type best matches the visitor's task.

Visitor/content need	Recommended content type
Highlight a person's words or testimonial	Quote
Watch an interview, story, or demonstration	Video
Browse several related destinations	Vertical Card Group
Feature one image-led destination	Horizontal Card with Image
Introduce a prominent page section	Feature with H2
Take one important next step	Call to Action
Access a compact set of related links	Link Block
See a timely editorial story	News Feature
Scan a few key numbers	Statistics
Notice a temporary important update	Announcement
Compare structured data	Table with Row Headers
Read secondary supporting context	Text Callout
Contact an office/person or find related resources	Contact + Related Resources
Compare two or more equivalent options	Comparison Cards

Final check before publishing

Ask: Does this component make the page easier to understand, navigate, or act on? If the content works just as well as standard body content, use the simpler option. Strong content governance favors clarity and consistency over adding visual components for decoration.