

{draft date April 9, 2019}

Rule 4-003G Web Site and Web Page Design Requirements

Effective date: July 1, 2019

I. Purpose and Scope

- A. The purpose of the design requirements rule is to define and describe the minimum requirements and standards for Web sites and pages covered by University of Utah Web Policy 4-003.
- B. Rule 4-003G applies to all Institutional and Non-Institutional sites and pages as defined in Policy 4-003.
- C. This rule supports section G, Web Site and Web Page Design Requirements, of the World Wide Web Policy 4-003.

II. Definitions

The definitions provided in Policy 4-003: World Wide Web Resources Policy apply for purposes of this Rule.

III. Rule

- A. Institutional Web Sites must include the following basic elements:
 - 1. A page header with the following characteristics:
 - a. Consistent with the University color palette;
 - b. Including a University Marketing and Communications approved University of Utah logo located in the upper left corner which links to the University Web site <https://www.utah.edu>
 - 2. A page footer that includes the following elements:

- a. A link to the University of Utah web disclaimer:
<https://www.utah.edu/disclaimer>
 - b. A link to the University of Utah privacy statement:
<https://www.utah.edu/privacy>
 - c. A link to the University of Utah Nondiscrimination statement:
<https://www.utah.edu/nondiscrimination>
- B. Non-Institutional Web Sites must include the following basic elements:
1. A link to the University of Utah Web Disclaimer
<https://www.utah.edu/disclaimer>.
 2. An email address for the Web Site Owner or Webmaster so that responses to those pages can be directed to the appropriate individual(s).
- C. Contact email addresses. Graphic image representations of email addresses may be used in place of plain text links provided they comply with Web Content Accessibility Guidelines. Contact or feedback forms may be used in place of email address links, provided that they comply with Web Content Accessibility Guidelines and do not require any user inputs other than the sender's email address. See Guideline 4-003A Implementing Web Site Accessibility.
- D. Form inputs. Web Pages containing any form inputs, including search engine query boxes, should use Transport Layer Security (TLS) protocols (<https://>).
- E. Campus resource link text.
1. Links to the main University A to Z index should spell out: Campus A to Z.
 2. Links to the campus directory should spell out: Campus Directory.
 3. Links to the campus map should spell out: Campus Map.

- F. Use of the University Name, Seal, or Trademarks. The University of Utah has an established licensing program to control the use of the name, symbols, emblems, logos, and mascots associated with the University. Unauthorized use of any such representations may be trademark infringement in violation of state and federal laws.
1. Faculty and staff are authorized to use the University's logos and name for non-commercial purposes on their Non-institutional Web Sites to indicate their formal affiliation with the University.
 2. All other uses on Non-institutional Web Sites of the symbols, emblems, logos and mascots associated with the University are authorized only with the approval of the University Licensing Manager.
 3. Any commercial use of the names, symbols, emblems, logos and mascots associated with the University is prohibited unless an appropriate license is obtained from the University or its authorized agent.
- G. University Branding. University Marketing & Communications oversees the brand identity of the University, and maintains the established standards and guidelines regarding messaging, branding, color palettes, typography, and visual style.

[Note: Parts IV-VII of this Regulation (and all other University Regulations) are Regulations Resource Information – the contents of which are not approved by the Academic Senate or Board of Trustees, and are to be updated from time to time as determined appropriate by the cognizant Policy Officer and the Institutional Policy Committee, as per Policy 1-001 and Rule 1-001.]

IV. Rules, Procedures, Guidelines, Forms and other Related Resources

- A. Rules [Reserved]
1. Rule 4-003D Web Site Registration
 2. Rule 4-003F Privacy Statement

B. Procedures [Reserved]

C. Guidelines

1. Guideline 4-003A Implementing Web Accessibility
2. [Trademarks & Licensing](#)
3. [University Branding Guidelines](#)
4. [WCAG 2.0 Level AA Accessibility Guidelines](#)

D. Forms [Reserved]

E. Related Resources

1. Web site: [University Web Resources](#)

V. References [Reserved]

VI. Contacts

The designated contact officials for this Rule are

- A. Policy Owner (primary contact person for questions and advice): Deputy Chief Information Officer, 801-581-3100
- B. Policy Officer: Chief Information Officer, 801-581-3100

These officials are designated by the University President or delegee, with assistance of the Institutional Policy Committee, to have the following roles and authority, as provide in University Rule 1-001:

“A ‘Policy Officer’ will be assigned by the President for each University Policy, and will typically be someone at the executive level of the University (i.e., the President and his/her Cabinet Officers). The assigned Policy Officer is authorized to allow exceptions to the Policy in appropriate cases...”

“The Policy Officer will identify an ‘Owner’ for each Policy. The Policy Owner is an expert on the Policy topic who may respond to questions about, and provide interpretation of the policy; and will typically be someone reporting to an executive level position (as defined above), but may be any other person to who the President or a Vice President has delegated such authority for a specified area of University operations. The Owner has primary responsibility for

maintaining the relevant portions of the Regulations Library... [and] bears the responsibility for determining –requirements of particular Policies....”
University Rule 1-001-III-B & E

VII. History

Current version: Revision 1, effective date July 1, 2019

Approved by Academic Senate April 1, 2019

Approved by Board of Trustees April 9, 2019