University of North Carolina Wilmington

Website Standards, Guidelines, & Policies

Part of the UNCW 07.200.12 Campus Web Resources Policy

Last updated April 2011 in coordination with the Web Advisory Committee and General Counsel

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The Campus Web Resource Policy (ITS 200.12) requires UNCW web pages to comply with the following minimum standards and policies. These standards apply to all new or redesigned websites except for personal web pages that are hosted on the people.uncw.edu or students.uncw.edu web servers.

ITSD Department of Technology Research Assessment Services and the Office of Marketing and Communications maintain this guide. In addition, the UNCW Visual Identity Program and Publications Guide require UNCW web pages to comply with these requirements, because web pages contain official presentations of university information.

The UNCW website is a critical tool for informational and marketing purposes and a key conveyor of the university’s image. It should be readily apparent to users that each page of the site is associated with the University of North Carolina Wilmington, and a professional and consistent “look and feel” should be maintained throughout the university’s pages.

ITSD-approved content management software must be used to maintain UNCW web pages. This structure helps to ensure that all UNCW web pages:

- Complement the UNCW home page
- Contain common elements of design
- Utilize a consistent navigation structure
- Print well, making efficient use of printer paper
- Fulfill accessibility requirements
- Display well on handheld devices
- Work across various platforms and browsers

The templates also provide benefits to content managers. For example:

- Posting and editing information requires basic copy-and-paste techniques without worrying about technical requirements
- Photos can be inserted without worrying about resolution or file size
- Photos can be resized, cropped and rotated easily; brightness, contrast and sharpness can also be manipulated easily
- Style questions are simplified, since the templates automate the masthead, colors and typography on each page
In order to enact the templates, a department’s content manager, chair or director should submit a Web Project Request form to the Office of Marketing and Communications. A link to the form may be found on the Web Content page of the Marketing and Communications website.

**Note:** All new websites, whether developed by UNCW staff or contracted vendors, and whether hosted on- or off-campus, must be approved by the campus webmaster and the Office of Marketing and Communications prior to launch.

Content managers are expected to be familiar with, and comply with, the Responsible Use of Electronic Resources Policy. The university reserves the right to edit or remove content that is deemed to be in conflict with this policy.

All UNCW content managers are required to attend the free Contribute training workshop offered by ITSD prior to receiving access to Contribute.

### I. Design Options

Official websites have suggested templates choices for their opening (i.e., “home” or “index”) page and secondary pages, which generally incorporate the following elements. Available templates may be viewed on the Web Publishing website.

1. UNCW masthead with the logo, institution name and horizontal UNCW navigation. This masthead is hyperlinked to the UNCW homepage.
   
   **Note:** In the event of emergency or other significant news, a “breaking news” banner will automatically appear in the masthead. This banner will alert users and link to the Marketing and Communications website for details.

2. Selected Quicklinks, mySeaport link, Directory, E-mail links and a UNCW search box.
3. Left-hand navigation
4. Optional search engine that searches the particular site only
5. UNCW footer
6. Highlights area that can be used to promote news, special topics, pertinent links, et cetera

### Variations

University units may request certain design variations from Marketing and Communications. However, Marketing and Communications will make the changes to the template. ITSD and Marketing and Communications will provide a final decision. UNCW templates will accommodate most data and content within the existing web design options.
II. Content

Website data and documents must be in compliance with university polices 07.100.12 Campus Web Resources and 07.100.03 Confidentiality. All information placed on a website that does not require an appropriate level of authentication must be public information with no restrictions by university policies and local, state, and federal laws.

Photos

Photographs for web use can be obtained through the UNCW Coordinator of Photographic Services at 910.962.3601 or moncriefj@uncw.edu. A variety of approved UNCW photos are also available on the Sammy file server at //Sammy/departments/UNCW SHARE/Best or, for photos sorted by size needed, //Sammy/departments/uncwshare/webphotos.

Content managers may insert photographs they obtain within the editable regions of their webpages, so long as copyright and privacy laws are not violated. Copyright enforcements of unauthorized use of photographs are some of the most aggressive actions instituted by copyright holders. If content managers have not secured permission to use selected photos, or possess satisfactory evidence the photo(s) are in the public domain, or have been donated for use, the photo(s) should not be used.

Content managers should try to include captions with all the photos they insert. Research shows that students are more likely to ignore photos if they lack captions that connect them to UNCW.

Unless the photographer or copyright holder(s) have waived attribution rights, photo credit attribution should always be included. If the information is not available, the photo must be in the public domain or expressly donated for the proposed use.

Use of UNCW photographs must comply with the university’s Photo Use and Photo Release policies outlined below.

All images, photographs, drawings, or artwork should contain an alt attribute (alternative text). Alt text makes your images viewable by people who use screen readers or who browse with images off. Using alt text is required to make your pages accessible. The alt text should clearly describe the graphic, in as few—and descriptive—words as possible, for example, “sycamore tree” rather than “tree” or “A huge sycamore tree at the corner of Oleander and College Road in Wilmington, NC.”

Use of University Photography

All photographs created by the Marketing and Communications staff are the property of UNC Wilmington and are available for non-commercial use by UNCW’s students, faculty and staff and, with prior approval, off-campus media outlets and publications. Images should be credited as “UNCW/photographer’s name” in all print and electronic publications.
Any other use of Marketing and Communications-produced photographs must be approved by the Coordinator of Photographic Services.

As a public university, UNC Wilmington will use staff produced photographic images of public campus life, events, ceremonies and other activities to advance the mission of the university.

Images contained in //Sammy/departments/UNCW SHARE/Best and //Sammy/departments/uncwshare/webphotos may be used on campus-approved websites.

These images may NOT be: used for commercial gain, sold in part or in total, or used as stock photography. Prior approval from UNCW Photo Services is required before any photograph is digitally altered in a manner that changes its editorial representation. Digitally altered photos must also be clearly identified as “photo illustrations.”

If you have questions regarding the use of UNCW photographic images, please contact the Coordinator of Photographic Services at 910.962.3601 or moncriefj@uncw.edu.

Photo Release Policy

As a public university, UNC Wilmington often uses photographic and electronic images of public campus life, events, ceremonies and other activities to advance the mission of the institution.

Students, faculty, staff members and guests of the university may be identified or photographed for publication, broadcast, transmission and/or electronic display by the university. The photographs may also be made available to state, regional, national and international news agencies and media outlets. The images are not published for commercial purposes and do not violate the privacy of any individual or group.

By registering at, visiting or being employed by UNCW and being present in public settings, you authorize the use and reproduction by the university, or anyone authorized by the university, to any photographs taken while at UNCW, without compensation. All negatives and positives, photographic prints and digital photo files shall constitute UNCW property, solely and completely.

It is recommended that photo release forms be signed by all individuals who will be photographed for university publications, videos and webpages. The suggested wording of the form is as follows:

I have agreed to be photographed, audio or video recorded by the University of North Carolina Wilmington. With my signature, I agree that image(s)/recordings and information that correspond with the image(s)/recordings may be disseminated for any public release usage by the University of North Carolina Wilmington.

If the subject is a minor under the age of 18, the form must be signed by the child’s parent or guardian.
I have agreed that my minor child may be photographed, audio or video recorded by the University of North Carolina Wilmington. With my signature, I agree that image(s)/recordings and information that correspond with the image(s)/recordings may be disseminated for any public release usage by the University of North Carolina Wilmington.

The form should include the photo subject’s name, both printed and signed, as well as the date the form was completed.

Reproduction of Copyrighted Material

In order to place copyright protected material, such as text, photos, audio, video or other documents, on a university webpage, the content manager must obtain prior written permission from the copyright owner(s) as applicable.

The assistance of the General Counsel’s Office is available to assist content managers in ascertaining whether the subject material constitutes public domain or proprietary content, and if copyright protected how to secure permission for its proposed use.

Please see the UNCW Visual Identity Program and Publications Guide details governing the use of UNCW protected names, marks, and logos. Additional online resources may be of assistance at:

- UNCW website copyright notice
- UNCW faculty handbook section on Institutional Patent and Copyright Procedures
- AUX 5.40 - Reproduction of Copyrighted Books and Periodicals
- How to Get Permissions
- Copyright Use and Ownership Policy

Complying with the Americans with Disabilities Act (ADA)

UNCW web pages must be available, accessible and usable to as many people as possible. Content managers are responsible for helping ensure that UNCW web pages meet current accessibility standards for visitors with disabilities, including those defined by Section 508 of the U.S. Rehabilitation Act as well as, at minimum, Priority 1 of the World Wide Web Consortium's Web Content Accessibility Guidelines.

By default, the use of the UNCW templates will make most web pages fully accessible to visitors with disabilities, as required in the Americans with Disabilities Act (ADA). That is, the templates will ensure that our university web pages meet current accessibility standards for visitors with disabilities, including those defined by Section 508 of the U.S. Rehabilitation Act and, at a minimum, Priority 1 of the World Wide Web Consortium's Web Content Accessibility Guidelines.
However, certain content still requires manual work by content managers to ensure accessibility.

**Text**

Content managers should use the pre-designated UNCW styles (that is, typefaces and point sizes) available through Adobe Contribute software (Figure 1).

Due to ADA policies and the functionality of automatic readers, content managers need to utilize the headings in the consecutive order in which they are created in the styles area. (For example, instead of using Heading 1, Heading 4, and then Heading 2 the order should be followed: Heading 1, Heading 2, Heading 3, Heading 4.)

The use of the styles for typography ensures that the pages will also offer consistency when viewed on a computer with a web browser, when viewed with a handheld device and when printed.

**Note:** these specially-designed styles permit visitors to increase or decrease the display size of the text in their browsing software per their vision needs. This increases the ADA accessibility and functionality of UNCW web pages.

![Contribute style menu showing pre-designated UNCW styles.](image)
**Tables and Charts**

The use of tables as charts (that is, tables that use columns and rows to organize text content) requires an extra step on the part of the content manager to ensure that this information is appropriately ADA accessible. Specifically, the content manager must specify a “header row” to ensure the rows and columns are read in an understandable order by screen readers.

Techniques for specifying a header row in tables is reviewed in (Figure 2) and the Contribute workshop offered for free by ITSD (910.962.4357).

![Figure 2: Header row specification](image)

**Page Titles**

The page title in the templates follows this convention: Page: Department: Division: UNCW. Start from a specific description of your page and progress to the more general description. For example: Admissions: UNCW

**Links to Commercial Websites**

In order to link to a commercial organization’s website, the content manager must demonstrate the following:

- The organization has an active role in service delivery to the university,
- The link is functioning as a means of acknowledgement to organizations that facilitate the university’s mission through financial support or gifts in kind, or
- The links are used in a compilation of hyperlinks which provide reference information and/or contribute importantly to the university’s mission. In this situation, the following disclaimer should be included above or below the list of links: The links provided on these pages are intended to acquaint the users of this site with information, services, and organizations at UNCW, on-line, and in the local community. UNCW is not responsible for the content or maintenance of linked sites, and cannot vouch for the accuracy of information or material contained thereon.

**Note:** Advertising and adding links to pages that directly sell products is not permitted on university web pages, including personal web pages.
Multimedia (Audio, Video, Interactive Flash)

Audio and video files in any format, either for download or streaming, should not be placed on the main UNCWWEB server due to disk space limitations. Rather, these files should be placed on the UNCWMEDIA1 server.

Due to accessibility limitations, Shockwave Flash (.swf) files may only be used for non-critical, non-navigational parts of a UNCW web page. Content in the Flash file should be made functional in another available format.

In addition, the content manager must provide text transcripts for audio and video in order to make the content accessible to visitors with disabilities. See section VII for details on ADA compliance.

E-mail Addresses

Content managers should avoid spelling out e-mail addresses. Instead, content managers should list the content manager’s first initial and last name then hyperlink the name to an e-mail address.

III. UNCW Website's Visual Identity

Colors

UNCW’s official colors are teal and medium blue. In the color palette in Contribute, the RGB equivalents are teal 0,112,115 and blue 0, 51,102. The hex code equivalents are teal #007073 and blue #003366. Content managers should make sure content utilizes these school colors.

Logos

The use of various logos as content within the editable regions of the templates should be in accordance with university policies as outlined in the UNCW Visual Identity Guide. University logos cannot be redrawn, reconfigured, modified or altered in any way. The mascot logo may be modified with pre-approval from Marketing and Communications. Web developers can obtain appropriate digital files of UNCW logos from UNCW Printing Services.

For more information on the use of logos, contact the Office of Marketing and Communications.
IV. Contracted Work and Vendor-Hosted Websites

All new official websites, whether developed by UNCW staff or contracted vendors, and whether hosted on- or off-campus, must be approved by the campus webmaster and the Office of Marketing and Communications prior to launch.

Currently the use of commercial services as third-party payment gateways is not permitted for websites hosted on UNCW web servers. If you need payment services, arrangements must be made through UNCW Financial Systems Department.

RFPs and Contracts

Both the campus webmaster and Marketing and Communications should be made aware of the RFP process and should review contracts established with contractors and vendors to ensure that this style guide and important legal, marketing and compliance requirements for web pages are addressed, including accessibility for disabled visitors and Payment Card Industry (PCI) Data Security Standard compliance for e-commerce transactions.

Contracted Work to be Hosted on UNCW Web Servers

Web pages developed by non-university personnel, such as web design contractors, for use on UNCW web servers must not include references or hyperlinks to the contractor. Exceptions may be made when a vendor provides an exclusive service to the university; contact the campus webmaster for details.

All contracts or agreements for outside design services must require that pages and related materials (HTML, graphics, multimedia, etc.) hosted on UNCW servers will become the sole property of UNCW.

Vendor-Hosted Websites

If it appears that UNCW might be responsible for the content or maintenance of a vendor-hosted website but is not, the site’s homepage should display the following sentence:

This website is provided as a convenience, program, or public service. The operator and/or users are solely responsible for the content; UNCW neither contributes to nor maintains Website content.

Vendor-Hosted Websites with “UNCW” in the Domain Name

Vendor-hosted websites that include “uncw” in their domain name (e.g., uncwtickets.com) should contain specific elements that identify the site with UNCW.

- The homepage must display the UNCW logo, which is the same as the logo in the upper left-hand corner of the UNCW homepage. The vendor-hosed website with the UNCW in
the domain name must provide a hyperlink to the UNCW homepage from the UNCW logo. The vendor should employ XHTML-compliant code that includes a full URL reference to the specific image file on the UNCWWEB server.

The code for this is: 

```
<a href="http://www.uncw.edu"><img src="http://www.uncw.edu/assets/images/uncw.gif" alt="University of North Carolina Wilmington Home" /></a>
```

- The pages must meet current accessibility standards, including those defined by Section 508 of the U.S. Rehabilitation Act as well as, at minimum, Priority 1 of the World Wide Web Consortium's Web Content Accessibility Guidelines.
- The site should offer UNCW contact information (e-mail address and/or phone number).

### Websites without “UNCW” in the Domain Name

Websites that do not include “UNCW” in their domain name are not required to follow the style guidelines of this document. However:

- If the university contributes resources to the development or hosting of such a site, the site may wish the site to acknowledge the university’s contributions. If the university wishes its contributions acknowledged, a sentence may appear in the footer of the homepage, choosing applicable verbiage:

  *The University of North Carolina Wilmington (UNCW) provides [technical services] and/or [funding] for this website project.*

- The words “University of North Carolina Wilmington” may link to the UNCW homepage, <http://www.uncw.edu>.

### V. Cell Phones and Hand-held Technology

The templates described above are designed to present information properly on hand-held devices such as PDAs and smartphones.

Pages designed in Wireless Markup Language (WML) for smartphones using WAP must spell out “University of North Carolina Wilmington” across the top of the pages. The HTTP equivalents of the WML pages should produce HTML that matches that produced by the templates described above in sections I and II. These efforts should be coordinated with the campus webmaster.
VI. Domains, Sub-domains, Pointers and Domain Masking

To purchase an off-campus domain name containing “UNCW” (e.g., uncwtickets.com), a UNCW department should:

1. Check availability of the domain via a domain name registrar;
2. Contact Marketing and Communications for approval and/or recommendations; and
3. Once approved, purchase the domain using a UNCW account to insure it is owned by the university.

Requests for sub-domains (e.g., jobs.uncw.edu) and requests for pointers (e.g., http://www.uncw.edu/housing) must be approved by the campus webmaster and Marketing and Communications. Pointers are recommended over sub-domains.

Domain masking of Web pages on UNCW web servers is not permitted without approval by the campus webmaster and Marketing and Communications. If approved, the masked pages must still acknowledge the university’s contributions to the hosting of the pages (see the section Contracted Work and Vendor-Hosted Websites).

VII. Social Media and Social Software (Blogs, Forums, Wikis).

Blogs, forums and wikis are examples of computer-mediated communication tools, often referred to as social software, for which certain requirements must be met in order to provide a safe and legal environment for users. UNCW groups interested in launching social software are asked to consult with the campus webmaster, General Counsel and Marketing and Communications prior to release.

Faculty, staff and student organizations are encouraged to use mySeaport, the campus portal, for group communication such as file sharing, message boards, photo sharing and chat. Any use of the official UNCW house logo by administrative units on a social software site must have prior approval from Marketing and Communications. Student organizations may not use the UNCW house logo on any social software site that is not located on the university server. Marketing and Communications reserves the right to edit or remove content that is deemed to be objectionable or counter to the university’s mission and/or strategic goals.

Note: The use of social media and UNCW policies are currently being reviewed. In the meantime, please contact Marketing and Communications with questions regarding the use of Twitter, Facebook, YouTube and any others.
VIII. Summary

The guidelines outlined in this manual are designed to support a comprehensive approach to UNCW’s web presence. A cohesive look and consistent navigational system throughout our website will help to support the university’s image and strategic goals and, most importantly, will ultimately make it easier for users to find the information they seek.

Please direct any questions or concerns related to the website not addressed here to the campus webmaster and/or Marketing and Communications.