Web Design Standards

Summary

Columbus State University has a policy statement on CSU's web design standards.

Purpose

The purpose of this document is provide guidance for CSU's web design standards.

Policy

The quality and presentation of the information on CSU's websites is of importance and concern to the Web Team. Consequently, we are providing this document containing design rules and standards for CSU websites. We require that official university Web pages use the CSU Web templates to ensure compliance. These templates include the following:

1. **The CSU Banner**

   a. Clock Tower Logo including the text "Columbus State University"
      - The clock tower logo is the official logo of Columbus State University
      - The logo must be located in the top left corner of the page and link back to the CSU home page
      - For more information about CSU logos see Appendix A
   b. Academic units and Administrative offices must utilize the full CSU Banner including logo, quick links and link bar
   c. Other units may use an alternative banner as supplied by the Web Team

2. **Department Banner**
   The full department/unit name must be located in a department banner supplied or approved by the Web Team. Do not abbreviate; however, "Department of" or "School of" may be dropped. For example, The School of Nursing may be shortened to Nursing.

3. **Navigation**
   The primary navigation must be located on the left or top of the page. Primary navigation must include:

   a. Link to School, College and/or Department Home Page
      Departments and offices must provide clear links to the home page of the school, college or division within which they reside.
   b. No "fly-out" sub-menus
      Links may not use mouse-over, flash, javascript or hover effects to show more links
   c. No more than 12 links

4. **Breadcrumbs**
   Breadcrumbs are a navigation trail that serves as links to where the user is at within the site. Breadcrumbs are at the top of the page inside of the body. Breadcrumbs include CSU Home, parent unit (if applicable), site home, folder/sub-site (if applicable) and current page.
5. **Footer Information**
   Each page must include the following standard footer information:
   a. Link for comments and questions
   b. Text-only link
   c. Unit contact information including unit name, building name, room number or floor, and telephone number (if applicable)
   d. CSU contact info
   e. Link to Privacy Policy
6. **Page Title**
   The Page title is the title that you see at the top of a browser window. This title is also the title used when you bookmark a page.
   Page titles must include:
7.
   a. "Columbus State University"
   b. unit name
   c. descriptive title (relative to the page content)
      example: Columbus State University: Office of Web Development - Best Practices
8. **Accessible Design**
   All CSU Web pages must be accessible to users with disabilities.
   a. All pages must link to a text-only version. The templates include code to automatically generate links to text-only versions of web pages.
   b. Must be section 508 compliant
   c. For more accessibility information see Appendix C

Related USG Policy

10.2.2 Institutional Publications

Last Update

9/2/2014

Responsible Authority

University Relations