

## MTSU.edu Website Guidelines

The Information Technology Division (ITD) supports the content management system (CMS) that is being used to brand and unify the entire MTSU web site. The content management system is an essential tool in ensuring the MTSU website has consistent branding that supports the University's mission and strengthens the image of every area of MTSU. The content management system is a web-based software that allows users to concentrate on the content (primarily text and images) of a web page without having to worry about design and structure.

### Guidelines:

1. All areas of MTSU and anyone using the Middle Tennessee State University name including departments, groups, clubs and student organizations that wish to have a public web site at MTSU need to contact ITD's Academic and Instructional Technology Services for a consultation with a member of the Web Applications Team to discuss design options and obtain access to the CMS or the standard design template.
2. All @mtsu.edu sites must follow the directives contained in the Information Technology Resources Policy (see <http://www.mtsu.edu/policies/pdfs/InformationTechnologyResources.pdf> including those related to commercial use, logos and icons.
3. All division, department and other official sites housed in the @mtsu.edu domain are to be developed using the University approved design template found in the CMS. Faculty and student personal sites are not defined as "official sites" and will not be in the CMS and are not required to follow the template. MTSU official clubs are encouraged to be in the CMS but are not required.
  - a. A member of the ITD Web Applications Team will be assigned to a department to help them develop the site page(s) and set up the initial framework. Training will be provided for the CMS as well as documentation on the system. A web specialist will also be assigned to the department as a technical contact from that point.
  - b. All CMS based sites must contain, at minimum, navigation links to the home page of the department/division, the MTSU home page and a "Contact Us" page.
  - c. The assigned web specialist will work with the site "owners" to facilitate any special need pages, i.e. sites needing credit card purchase capabilities that might not be functional within the CMS due to any technical restraints of the system.
4. All @mtsu.edu sites must refrain from including forms or email link requests for student social security numbers, birthdays or other personally identifiable information (PII) without first consulting the Web Applications Team and the ITD security officers.
5. Those units requesting an exemption from using the CMS **MUST** present to the committee:
  - a. **Written justification of why the exemption is being requested**
  - b. **Visual examples of how their proposed design shows consistency to the official MTSU template**

- c. Complete details of how all design criteria (listed in #6 of this document) are to be met
- d. A maintenance plan that details how long-term continued compliance with these guidelines will be provided.

**These materials MUST be submitted to the Assistant Vice President for Academic and Instruction Technologies ([webapps@mtsu.edu](mailto:webapps@mtsu.edu))**

**The committee will review the documentation and make a recommendation to the Vice Presidents. The Vice Presidents will make a recommendation to the President, as appropriate.**

6. Any site granted an CMS exemption **MUST** include the following:
  - a. Background and color schemes that match or complement the current design found in the CMS. The website **MUST** include significant use of the MTSU school colors including primarily the MTSU royal blue (RGB: 007BC3).
  - b. The MTSU official logo (per the approved design standards from Creative and Visual Services) in the upper left hand corner of each webpage that links back to the [www.mtsu.edu](http://www.mtsu.edu) address.
  - c. Header navigation links as in the LCMS global navigation bar: Future Undergraduate, Future Graduate, Current Undergraduate, Current Graduate, Faculty and Staff, Alumni, About MTSU, Admissions, Academics, Campus Life, Research, International MTSU, Athletics and Contact MTSU.
  - d. Navigation links to the home page of the department/division, the MTSU home page and a "Contact Us" page.
  - e. **Must** meet ADA guidelines as described in the Web Accessibility Initiative detailed on the World Wide Web Consortium website (<http://www.w3.org/WAI/intro/wcag.php>).
  - f. Page footer disclaimer information as below:

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*Middle Tennessee State University, in its educational programs and activities involving students and employees, does not discriminate on the basis of race, color, national origin, sex, religion, or age. Furthermore, the university does not discriminate against veterans or individuals with disabilities.*

7. If the requested exemption is not approved, the department/unit **MUST** comply with the decision of the Vice Presidents to use the University approved design template within the CMS for a minimum of the department/unit's home and primary navigation pages within 3 months of notification.
8. All sites that are licensed from, outsourced to and/or hosted by third-party vendors are to be customized as much as possible to match the design template in the LCMS. Departments entering into a contract with a third-party vendor **MUST** consult with the ITD Web

**Version 3**  
**Recommended by the**  
**Web Design committee**  
**Approved by VPs 030111**

Applications Team prior to initiating the project to collaborate on working with the vendor to determine customization needs and options.