

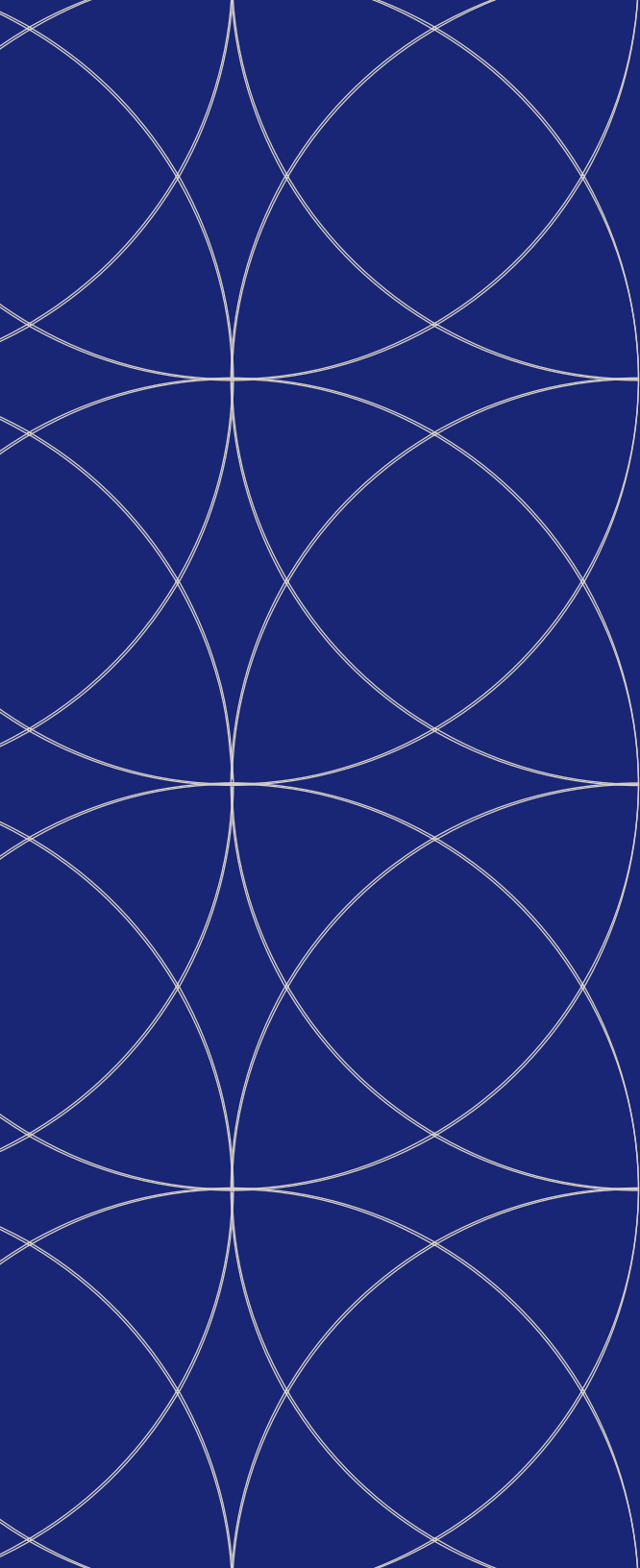


VISUAL IDENTITY PROGRAM

THE OFFICIAL GUIDE TO LSU'S GRAPHIC IDENTITY STANDARDS

JANUARY 2009

WWW.LSU.EDU/PA/IDENTITY



SECTION FOUR

THE OFFICIAL LSU WEB SITE

In addition to following the visual identity guidelines, online and electronic communications must adhere to the policies detailed in the LSU Web Policy, PS-10 (Internal and External Communications), PS-107 (Use of Computing Resources), and the LSU Web Standards Manual (www.lsu.edu/pa/webstandards).

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NOTE: All campus units must follow the guidelines created for Web sites in order to be recognized by the University.

LSU WEB SITES

Guidelines:

- Communications & University Relations manages the appearance and content of the LSU home page, as well as the top tier pages linked from the home page.
- Communications & University Relations reserves the right to review sites that are using the .edu servers for content and consistency.
- The University requires all official Web sites to display the LSU header and footer.

Policies regulating LSU Web-related Activities:

LSU Web Policy

PS-10 (Internal and External Communications)

PS-107 (Use of Computing Resources)

LSU Web Standards Manual
www.lsu.edu/pa/webstandards/

NOTES:

LSU WEB POLICY

CONDITIONS OF USE

The World Wide Web is an Internet-based tool that uses standards for document presentation, graphical software, and distributed computers to display and link images, text, motion, and sound from resources in disparate locations throughout the world. These features, plus its ease of use, make the World Wide Web (WWW) a popular publishing and distribution medium.

LSU provides WWW servers, communication networks, and workstations to support and promote the mission of the University: teaching, research, and public service. These guidelines, policies, and laws emphasize the public nature of the Web and the responsibility of publishers and users. At the same time the University recognizes and supports the First Amendment rights of its students, staff, and faculty.

POLICIES RELEVANT TO PUBLISHING ON LSU.EDU

Individuals and units using and publishing information on LSU WWW servers must abide by basic guidelines including all applicable University policies. WWW users and publishers are bound by all University policies; these apply independent of the distribution/publishing medium. Supervisors shall apply necessary and appropriate corrective action whenever a user or publisher fails to meet the required standards of conduct or performance. Though not exhaustive, the following section describes areas of particular relevance to the WWW.

COMPUTER USAGE POLICY

The University provides access to Internet resources to conduct University business. Incidental and occasional personal use is permitted within the University so long as such use does not disrupt or distract the conduct of University business (due to volume or frequency). Incidental and occasional personal use of Internet resources is subject to University policy. See “Use of Computing Resources,” LSU PS-107.

USE OF UNIVERSITY NAME AND INDICIA

The University actively manages the use of its trademarks, tradenames, logos, and other indicia. Any commercial use of University indicia must be approved by the appropriate department. See “Use of University Name and Indicia,” LSU PS-93 and this LSU Visual Identity Manual.

PUBLICATION STANDARDS

LSU PS-10, “Internal and External Communications,” establishes the policy governing the design and production of “reputation-defining” publications, communications, and marketing that reflect the mission and vision of LSU. The goal is to preserve, protect, and build LSU’s image by presenting the University in a clear, unified, and consistent manner. In order to carry out this mission, the development of unit Web sites, whether being developed internally through any LSU unit or by an external vendor, must first be approved by Communications & University Relations.

COPYRIGHT

Web publishers are responsible for compliance with current copyright laws and relevant University policies (see PM-17, “Fair Use of Copyrighted Material”). Copyrighted information may not be posted without permission of the copyright holder (owner). Individuals transmitting or extracting information from LSU units are responsible for investigating copyright issues. Publication in electronic format, rather than in print, in no way changes the underlying (copyright) issues.

Digital Millennium Copyright Act (DMCA). The DMCA represents the most comprehensive reform of United States copyright law in a generation. The act seeks to update U.S. copyright law for the digital age in preparation for ratification of the World Intellectual Property Organization (WIPO) treaties. Key among the topics included in the DMCA are provisions concerning the circumvention of copyright protection systems, fair use in a digital environment, and online service provider (OSP) liability.

COMMERCIAL AND PROMOTIONAL ACTIVITIES

Personal Financial Gain. Commercial activity for personal financial gain is not permitted. Advertising services and programs, within the purview of the LSU Board of Supervisors, is permissible.

Advertising. Web publishers may acknowledge donations/contributions by creating links to selected organizations/corporations that are primary contributors to the campus.

Banner Advertising. LSU will permit banner advertisements in accordance with all applicable University policies. For specific guidelines see the LSU Web Banner Advertising Policy.

CONFIDENTIAL INFORMATION

You are required to use all information—in particular, confidential, medical, or personal data—in accordance with University policy and to obtain permission when required (see PS-30, “Student Privacy Rights”).

Criminal and Civil Statutes. Users of LSU servers and publishers of LSU.EDU Web pages are free to express themselves provided that they do not do anything to injure or harm others. Users and publishers may not use the LSU Web site for acts that violate laws. The Web site may not be used to encourage any activity associated with illegal drugs, gambling, pornography, prostitution, child pornography, theft, spreading computer viruses, cracking into private computer systems, software infringement, trafficking in credit card codes, or other crimes. Publishers must adhere to existing laws regarding defaming others and personal negligence. Any activity that is illegal is a violation of LSU policy. Alleged violations will be referred to the appropriate authority. In addition, offenders may be investigated and/or prosecuted by the appropriate local, state, or federal authorities. If in doubt about appropriate use of the Web site, individuals are encouraged to obtain the advice of campus counsel.

ACCESSIBILITY REQUIREMENTS

In order to comply with Section 508 of the Rehabilitation Act of 1998, Web sites developed by LSU units should make every attempt to ensure that pages are accessible to individuals using a variety of browsing methods. LSU Web sites incorporating multimedia, extensive scripting, and/or interactive applications must provide important information contained in those features in an alternate text form in order for the information to be accessible to users with hearing or sight impairments. See the LSU Web Standards Manual’s accessibility guidelines for more information.

CLASSIFICATION AND REGISTRY OF WEB SITES

The University will support and maintain the official LSU Web site. Units, schools, departments, and individuals may request links to their sites. In doing so, they must agree to abide by the following guidelines (see also LSU Web Standards Manual). Communications & University Relations will monitor LSU Web sites for compliance and will remove links to documents that do not conform.

LSU WEB SITE CLASSIFICATIONS

The University seeks to provide an environment that encourages access to knowledge and the sharing of information. The University has an obligation to maintain conditions under which the work of the University can go forward freely, in accordance with the highest standards of quality, institutional integrity, and freedom of expression, with full recognition by all concerned of the rights and privileges, as well as the responsibilities, of those who comprise the University community. Three classes of LSU Web sites have been established:

1. **Official Web sites:** pages created and maintained by LSU units to disseminate information deemed contributive to the goals and objectives of individual LSU units.
2. **Affiliated Web sites:** pages created by official student or faculty organizations.
3. **Unofficial Web sites:** personal and professional interest pages created by LSU faculty, staff, and students.

For more information about classes of Web sites, see the LSU Web Standards Manual.

LINKAGE (OFFICIAL, AFFILIATED, AND UNOFFICIAL)

Any individual or unit wishing to have a link established on any lsu.edu Web site must adhere to the policies and procedures relating to the classification of the Web site being linked to (i.e., official pages must follow all policies and guidelines established for official pages). When unit sites provide links to affiliated and/or unofficial LSU Web sites, the unit providing linkage should verify that the site displays the required disclaimer.

LINKING TO EXTERNAL SITES

External sites are defined as Web sites that do not reside on servers owned by Louisiana State University or Web sites that are not managed by a University department. Servers residing in department locations outside of Information Technology Services are considered University servers.

When linking to external sites, it must be clear that the link selection is not an lsu.edu Web site. For specific suggestions on external linking, see the LSU Web Standards Manual.

LSU WEB STANDARDS

REQUIREMENTS OF OFFICIAL LSU WEB SITES

LSU Web sites adhering to the following criteria may be linked from the official LSU Web site. All official departmental Web sites are subject to periodic review by Communications & University Relations. Developers are encouraged to review guidelines and adhere to specifications. Any questions, comments, or concerns, should be addressed to Communications & University Relations at urelat1@lsu.edu.

Please note, permanent administrative units and committees may adopt additional requirements and/or suggestions for their units' Web pages. These additional requirements/suggestions must comply with LSU policies and procedures.

REQUIRED INFORMATION

The following information must appear on every Web page of an official LSU Web site. Specific information for using these items follows:

1. **LSU Logo**, which must be prominently displayed on all Web pages.
2. **Unit contact information** including, but not limited to, the name of the unit, telephone number, and e-mail.
3. **Link to LSU home page** (<http://www.lsu.edu/>).
4. **Link to unit home page.**
5. **Copyright designation.**
6. **(Optional) Date page** if the information is time sensitive and/or of a nature that lack of date would cause users concern over whether the information is reliable.

Design recommendations for including this information on Web pages are provided in the Development & Design Guidelines section of this document.

INTELLECTUAL PROPERTY OWNERSHIP

LSU owns the copyright and/or trademark rights to any content of official and professional outreach pages.

Copyright and trademark of content on affiliated pages is determined by the affiliated organization.

Copyright and trademark content on unofficial pages are owned by the individual unit that creates such pages unless otherwise noted.

REQUIREMENTS OF AFFILIATED AND UNOFFICIAL PAGES

Affiliated and unofficial pages linked from any official LSU department site will not be monitored for content or design and are not subject to the LSU Web Guidelines and Standards or PS-10. Developers of these sites are encouraged to comply with applicable laws and policies (i.e., student organizations must adhere to guidelines set forth in the Student Organization Handbook).

Any affiliated and unofficial Web site linked from an official LSU Web site is required to have the "Standard Disclaimer for Affiliated and Unofficial Pages" placed on the home page of the site. Failure to post the disclaimer will result in the deactivation of links from the LSU Web site. (See the "Standard Disclaimer for Affiliated and Unofficial pages.")

STANDARD DISCLAIMER FOR AFFILIATED AND UNOFFICIAL WEB PAGES

Information published by student organizations and by individual faculty, students, and staff is considered unofficial and is not subject to PS-10. Additional guidelines have been added for unofficial information published using Louisiana State University equipment. The information published on electronic media will not be edited or censored for content, but the home page must contain a disclaimer stating the following:

"The statements and opinions included in <insert organization's or individual's name here> Web pages are those of <insert organizations or individual's name here> only. Any statements and opinions included in these Web pages are not those of Louisiana State University or the LSU Board of Supervisors."

Example:

The statements and opinions included in Mike the Tiger's Web pages are those of Mike the Tiger only. Any statements and opinions included in these Web pages are not those of Louisiana State University or the LSU Board of Supervisors.

Any affiliated or unofficial Web site that does not have the disclaimer posted will have its link removed from the official LSU Web site.

Any official LSU Web site linking to unofficial pages should verify that the standard disclaimer appears on the affiliated or unofficial Web site prior to establishing a link to the Web site.

ACCESSIBILITY GUIDELINES

Web sites developed by LSU units should make every attempt to ensure that Web pages are accessible to individuals using a variety of browsing methods. LSU Web sites incorporating multimedia or interactive applications should make sure that the information included in these applications can be accessed by individuals who are visually impaired or hearing impaired.

All LSU units should make every reasonable attempt to ensure that University Web sites are in compliance with Section 508 of the Rehabilitation Act of 1998.

Visit www.lsu.edu/pa/webstandards for detailed information about accessibility guidelines. Any additional questions LSU Web site developers have should be submitted to Communications & University Relations at urelat1@lsu.edu.

LSU WEB STANDARDS

DEVELOPMENT & DESIGN GUIDELINES

OFFICIAL GRAPHICS, LOGOS, AND TRADEMARKS

University trademarks can be used on official pages without formal permission in accordance with all established standards and guidelines. Affiliated and unofficial pages must obtain permission to use trademarks from the LSU Trademark Licensing office. Download LSU insignia and typography for use on official publications and Web sites.

IDENTIFY CONTENT PROVIDER

Each page must identify the Web site developer and content provider. In some cases, these may be the same person. Organizational units and individuals are accountable for the information they choose to distribute via the Web. Material on the Web must include pointers to individuals and offices that are an enduring part of the administrative hierarchy. Each page shall also list the most recent modification date.

ADHERE TO HTML STANDARDS

Developers should adhere to current HTML standards for maximum access by multiple Web browsers. Developers are encouraged to accommodate text-only or handicapped-enabled browsers. Developers should also be cognizant of data transfer rates, and should refrain from excessive use of data “heavy” pages.

NAVIGATION AND NECESSARY LINKS

All official pages must have a link to the LSU.EDU home page. An easy and effective way to do this is with the standard LSU footer.

Each unit’s home page should link to its administrative parent’s home page (i.e., Accounting Services’ home page should link to Finance & Administrative Services’ home page.)

All pages must have a link to the Web site unit’s home page so that users entering any page will be able to navigate to other portions of that unit’s Web site.

All pages are required to have a link to a departmental contact (i.e., the Webmaster’s e-mail address).

If an image map is used for navigational purposes, “alt” tags should be used in the image map and an alternate text-only navigation bar should appear on the page (the text only navigation bar is usually placed at the bottom of the page so that it does not interfere with the overall design and content of the page).

PAGE LAYOUT

Design pages so that they fit within the boundaries of most user screens. Designing for a screen resolution of 800 x 600 is an acceptable standard.

A minimal amount of vertical scrolling is acceptable. Horizontal scrolling should be avoided.

FRAMES

When designing a site in frames, provide a nonframe version.

A nonframe version can be provided by placing a link to the page containing all links for the site within the frameset index page. The “no frames” link will only be visible to users who are browsing in a nonframe view.

When providing links to external sites in frames, make sure that all links are coded so that the external sites load outside the frameset.

HELP SEARCH ENGINES FIND WEB PAGES

The following tags should be used to help users access your site:

<title>

Each page in a Web site should have a unique page title that is no more than 60 characters long. Using unique titles for each page on a Web site will aid users looking at results from the search engine.

<meta>

The use of meta tags enables search engines to accurately identify and catalog Web pages.

COLORS

Be sure to use high-contrasting background and text colors when designing pages. If you decide not to use a white background with black text, test your pages on a variety of monitors and computer platforms to be sure that a sufficient amount of contrast does exist otherwise your pages may not be legible to all users. See Accessibility Requirements on page 37 for additional information regarding frames.

The hex-decimal numbers for LSU colors can be found on page 11 of this manual.

HEADERS AND FOOTERS

Be consistent in headers and footers within in the Web site. This is what provides users with a sense of where they are located within the Web site.

The following information should be presented in a consistent format on Web pages:

- unit name
- address
- phone number
- fax number
- regularly monitored e-mail address

GRAPHICS

Use graphics wisely. Remember, all graphics contribute to page download time.

— Use “alt” tags on all graphics. The alt tags should be:

- the word “photo” or “image,” or
- a set of empty quotes (Empty quotes are useful for graphics that are used in the site design, but are not important; the use of empty quotes causes screen readers for the visually impaired to skip over the image).

— Do not increase, reduce, stretch, or shrink the size of graphics in the HTML code. You should always use an image editing program to prepare graphics before you insert them into your Web pages.

— Abide by copyright laws when selecting images for your Web site.

— When using the LSU logo or trademark, be sure you are complying with the policies outlined in this manual.

EXTERNAL LINKAGE

Linking to external Web sites is permitted. However, you must adhere to the following conditions:

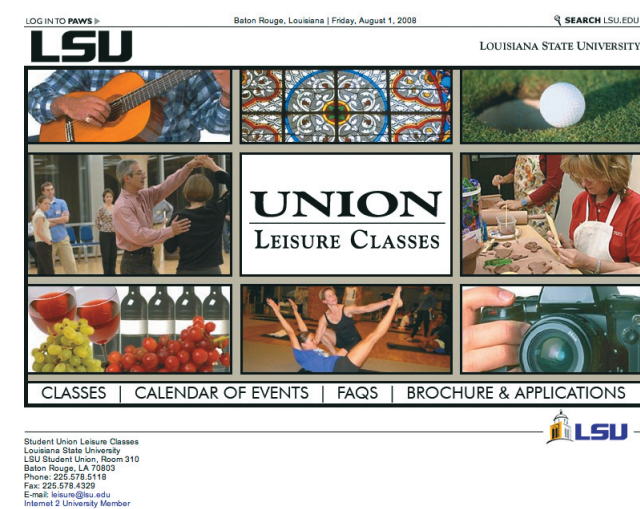
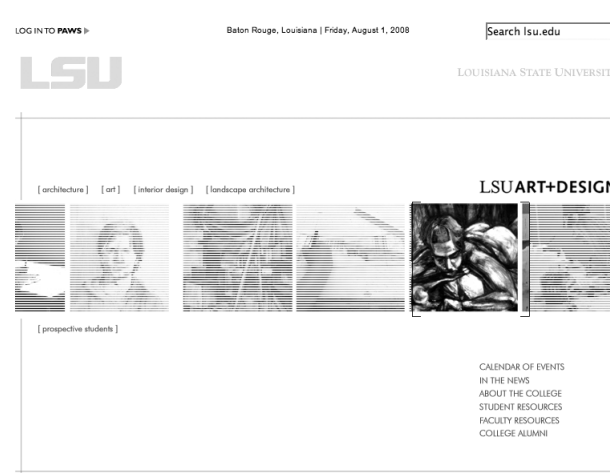
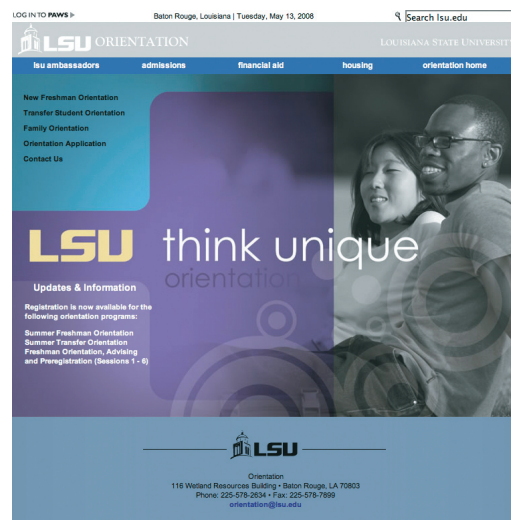
1. External links must be identified consistently within a unit Web site.

Notification of leaving lsu.edu can be provided to the site user in several ways:

- text indicating a series of links are outside of lsu.edu
- forcing a new browser window to open when a link is selected
Note: If this method is being used to alert users that they are being linked to a different unit site at lsu.edu, then another mechanism should be used to alert users that they are being linked to a site outside lsu.edu.
- a pop-up window with text indicating the selected link is outside of lsu.edu
- placing icons next to external links and providing a site legend explaining the purpose of the icon

2. Only text links are allowed. The use of logos on Web pages is prohibited unless a vendor contract has been approved through the vice chancellor for Finance & Administrative Services.

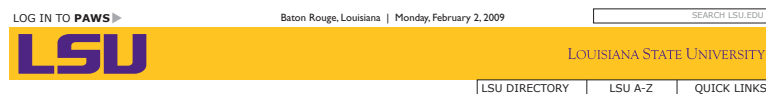
WEB SITE EXAMPLES WITH CORRECT HEADERS



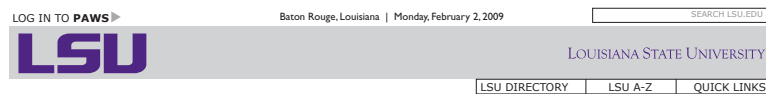
WEB SITE HEADERS

Template headers containing the mandatory information have been developed in purple, gold, gray, and white. There are a total of 15 different Web headers to choose from. These template files are available at www.lsu.edu/pa/identity.

GOLD HEADERS [2 TEMPLATES—LSU IN PURPLE OR WHITE]



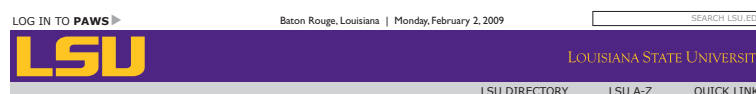
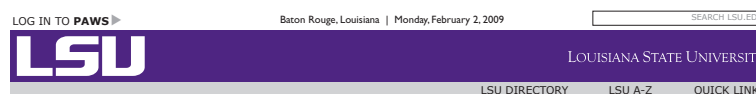
GRAY HEADERS [3 TEMPLATES—LSU IN PURPLE, WHITE, OR BLACK]



WHITE HEADERS [4 TEMPLATES—LSU IN PURPLE, GRAY, BLACK, OR GOLD]



PURPLE HEADERS [6 TEMPLATES—LSU IN GRAY, WHITE, OR GOLD; DIFFERENT SUBHEADS]



WEB COLORS

At least one of LSU's primary colors (purple or gold) must be incorporated into the Web page design. In addition to the use of a primary color, units may incorporate colors included in LSU's expanded color palette.

AFFILIATED WEB SITES

Information published by student organizations and by individual faculty, students, and staff is considered "unofficial" and is not subject to the Web policies listed here; however, the home page of such sites must contain the following disclaimer:

The statements and opinions included in <insert organization or individual's name here> pages are those of <insert organization or individual's name here> only. Any statements and opinions included in these pages are not those of Louisiana State University or the LSU Board of Supervisors.