

Guidelines for FIU Digital Standards

General Standards	<p>Design / Development Outsourcing</p> <p>Before outsourcing all or part of an official FIU digital solution design or development to an external provider, Web supervisors should contact the Office of Digital Communications. The Office of Digital Communications will review the design, accessibility, hosting, and linking requirements with the supervisor to develop an appropriate plan of action. The Information Technology Security Office must review the security features if the digital solution is designed to maintain sensitive information (e.g., social security numbers, credit card payment information, medical information, etc.).</p> <p>Site Content Guidelines</p> <p>Each department / unit that publishes information on an official university digital solution is responsible for maintaining accurate content and current information, to the extent reasonably possible.</p> <ul style="list-style-type: none">• All digital solutions must be reviewed and updated as necessary, at least once each semester, or as often as necessary to maintain the accuracy and relevance of all posted content.• Each content area must have an individual designated to be the primary administrator for the unit’s content and timely update of its content.• Administrators should verify that all links are accurate and working. They should re-check links and functionality regularly to ensure that they are still operating.• Administrators should take steps to make the older, obsolete versions of content such as Web pages / Web sites and downloadable content (usually replaced during the normal maintenance of site content) invisible to the indexing system. Ultimately, unnecessary content should be deleted to conserve disk space and reduce maintenance confusion, and should be retained only when necessary for a particular purpose or in accordance of FIU records retention policies.• All official university digital solutions must present information using the highest editorial standards (spelling, punctuation, grammar, style, etc.). The Office of Digital Communications or the appropriate vice president or his/her designee may request that the site administrator make necessary changes to maintain editorial consistency.• All units should adhere to the latest edition of The AP Stylebook as well as the exceptions as published in the FIU Editorial Guidelines or discipline-specific style guides.• Units should link any information on their digital solution that exists in original form elsewhere on the FIU web site (e.g., student handbook, campus map, directions to campus) to its original source, rather than copying it. This reduces duplication and helps ensure consistency and accuracy as revisions are made to such resources.• Site administrators should consider utilizing appropriate links to university-wide resources (calendar, email, campus maps, phonebook, etc.). <p>All University digital solutions should Contain the Following Minimum Identification Requirements</p> <ul style="list-style-type: none">• The university's complete name – Florida International University – must be listed as the owner of the content by use of copyright mark and year published on all digital solutions, e.g. “© 2015 Florida International University”. A digital solution should never copyright to a department or division at FIU and list the copyright to Florida International University. This can typically be found in the footer area of a website or in the about section of a mobile application.• FIU copyright should link to FIU home page (“http://www.fiu.edu”) when used on an internet-connected digital solution.• A contact name or department with an e-mail address should be listed within the digital solution. The designated e-mail recipient should check and answer e-mail sent to this address within a reasonable time frame. The contact e-mail address may be supplemented by a contact name and/or telephone number. In unusual cases where an e-mail address is unavailable, a contact name and telephone number must be substituted for a contact e-mail address. Generic department e-mail addresses and phone numbers are encouraged to be used as the contact information where more than one person monitoring them can respond. Departments / units should develop appropriate standards for responding to digital solution user requests. A technical content contact should have the authority to resolve problems reported or at a minimum have a process to resolve issues.• Official FIU digital Terms and Conditions and Privacy Policy must be accessible to the user. <p>Recognizing Corporate Supporters or Sponsors</p> <ul style="list-style-type: none">• From time to time, the university enters into sponsorship arrangements with corporate entities for the purpose of fundraising or underwriting of events or programs. Each unit must abide by the specific requirements that may apply to the disclosure of such sponsorship agreement or
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underwriting. In general, units that enter into approved sponsorship arrangements may provide limited sponsorship recognition in the form of a link that includes the sponsor’s name, a static logo, a short factual description of the supporter’s relationship with the university and a link to the supporter’s home page.

- Links may only point to the supporter's corporate or main home page or a page developed specifically for the sponsor’s relationship with the university.
- Links to retail web pages (other than the supporter's corporate home page) are prohibited.
- University digital content must not contain (1) a comparative or qualitative description of a sponsor’s or underwriter’s products, (2) price information or any other indications of savings or value regarding such products, or (3) any message that endorses such products or induces one to purchase or use such products.

FIU Branding Standards for Digital Application

Logos

- General Guidelines
 - Refer to (“<http://brand.fiu.edu>”) for the entire collection of approved FIU logos and styles approved for use.
 - **All University digital solutions must bear the institutional logo** unless the content and production is related to the Athletics Division or a spirit organization (such as the Alumni Association) – in which case the communication would bear the Athletic/Spirit Logo.
 - FIU has three logos approved for official use on digital solutions, as per below.



- Divisions, Colleges, Schools, Offices, Departments, and Faculty or Administrative use
 - Divisions and departments must use the institution logo on all solutions. The font recommend for use with division and department signatures is Helvetica Neue 75 Bold.
 - In cases where Helvetica Neue is not available, any installed version of Helvetica Roman or Arial Regular is an acceptable substitute.
 - Labels (a variation of the logo featuring a name) are reserved for use by colleges, schools, centers, museums and other units that are externally focused.
 - Labels, if chosen to be used, must be placed to the right side or below of the FIU logo in the following format on digital applications.
 - In no circumstances may a custom logo be created without the approval of External Relations.
 - Examples of correct web-only department logos:



- Sub-department or sub-divisional logos may choose to leverage their parent logo or create their own department/division logo in accordance to above guidelines but not in any combination of their logo with their parent department/division logo.

Colors

- **HEX COLORS (FOR DIGITAL ONLY)**
 - FIU Blue
 - #081E3F
 - rgb(8, 30, 63)
 - rgba(8, 30, 63, 1)
 - FIU Gold
 - #B6862C
 - rgb(182, 134, 44)
 - rgba(182, 134, 44, 1)



	<ul style="list-style-type: none"> • Refer to (“http://logos.fiu.edu/”) for the entire collection of approved FIU colors. • FIU digital solution must use a variation of the approved FIU branding colors to compliment the FIU brand. Solutions that do not leverage an FIU color pallet or represent the FIU brand are subject to removal or corrective action by the Office of Digital Communications. <p>Fonts</p> <ul style="list-style-type: none"> • ["Helvetica Neue", Helvetica, Arial, sans-serif] families are the approved FIU digital fonts. Any combination and usage of these fonts are acceptable. • Special font treatments require the approval of the Office of Digital Communications prior to use.
Web Site Standards	<p>ADA Compliance</p> <p>The university must comply with the US SECTION 508/ADA, and therefore all Web sites containing official university information must comply with the US SECTION 508/ADA of the Rehabilitation Act of 1973, as amended (29 U.S.C. 794d), which establishes the minimum standards for accessibility of electronic and information technology; developers are encouraged to develop Web sites that exceed the minimum standards required for accessibility.</p> <p>To meet accessibility standards, all FIU Web sites must employ as many of the following general accessibility strategies as possible:</p> <ul style="list-style-type: none"> • Title frames with text that facilitates frame identification and navigation • Provide alternative text for all photos and graphics • Provide text alternatives for multimedia content (Flash, video, and audio) • Provide a hyperlink to a longer description for graphics that present important information such as charts, graphical tables, and diagrams • Provide a description for each hyperlink • Make sites usable for assistive technologies by providing alternative text for content that might normally be managed and/or hidden by Web components (such as JavaScript, Applets, Scripts, CSS) that these technologies do not utilize • When electronic forms are designed to be completed online, allow for assistive technologies to access information http://webaim.org/techniques/forms <p>FIU Homepage (http://www.fiu.edu)</p> <ul style="list-style-type: none"> • Requests to place content on the FIU home page http://fiu.edu should be directed to the Office of External Relations. • Space on the home page is limited, and as such, priorities are based on the size of the intended audience and support of university goals. • Link requests for the home page should be directed to the Office of External Relations. Links are intended to provide general university information and direct users to needed sub-sites. Space is limited and priorities are determined by the Office of External Relations. • Links from the home page will not be provided to unsponsored personal resources, (e.g., a Web site for which a department or office has not accepted responsibility or where content is not controlled by university administrators, faculty, or staff). Web sites that originate from a non-university host will not be directly linked to the university's Web site. <p>The following are the approved methods for including content on the homepage.</p> <ul style="list-style-type: none"> • Write an article for FIU News • Submit an event to the FIU Events Calendar <p>HTML Markup and Domains</p> <ul style="list-style-type: none"> • All code/markup should be tested for valid HTML and be free of any errors according to W3C recommendations. (A free code validator is available at http://validator.w3.org/) • When updating the address of a site (URL), the site owner must ensure that all previous links are disabled or forwarded to avoid dead links and 404 errors. • All university site addresses (URLs) must be registered or updated in the FIU web site A-Z index located at http://fiu.edu/atoz. • All FIU domain requests must be submitted for approval with the Office of Digital Communications prior to registration to ensure proper alignment with FIU marketing standards.

	<p>Header Standards</p> <ul style="list-style-type: none"> • All FIU web sites must display the appropriate FIU logo defined for the department, division, or college that the web site is on behalf of. • All FIU web site must have a primary navigation with a dedicated home button accessible from all sub-pages within the site. • Primary navigation must conform to ADA and 508 accessibility standards and consist of HTML text and not be graphical or media based. <p>Footer Standards</p> <ul style="list-style-type: none"> • All web sites must display the site owner’s contact information. • The date (year) the material was last updated must be listed on all web pages via the footer copyright year as per FIU identification guidelines listed above, e.g. “© 2015 Florida International University”. • All web sites must link to the main FIU web site, (“http://www.fiu.edu”) <p>User Experience</p> <ul style="list-style-type: none"> • Digital solutions must maintain a user experience consistent with FIU brand standards and reflect the school’s brand accurately. Designs using approved FIU colors, fonts, and graphical treatments consistent with the FIU brand are required. Design and user experience approval by the Office of Digital Communications is required before publication of a new web site. • Digital solutions with expected deployments across multiple devices types, such as mobile, tablet and desktop, must be built on responsive architectures to ensure users can access content regardless of device type.
<p>Mobile and Tablet Application Standards</p>	<p>Application Icons and Names</p> <ul style="list-style-type: none"> • Applications names must not be generic and must state the purpose of the application. Simply stating “FIU” or “FIU Mobile” is not a best practice and should be avoided. Be specific so users know exactly what application they are opening. • Application icons must leverage FIU branding and colors. Below are examples of proper use of the FIU brand on application icons. All application icon must be approved by the Office of Digital Communications prior to publication. • Approved Examples: <div data-bbox="440 1209 1133 1415" data-label="Image"> </div> <p>Publishing to Distribution Channels</p> <ul style="list-style-type: none"> • FIU mobile applications must be published to the following approved distribution channels, other distribution channels must be approved by the Office of Digital Communications. <ul style="list-style-type: none"> ○ Apple iTunes/App Stores for iOS applications and publications ○ Google Play Store for all Android applications and publications <p>User Experience</p> <ul style="list-style-type: none"> • Mobile and tablet applications must maintain a user experience consistent with FIU brand standards and reflect the school’s brand accurately. Designs using approved FIU colors, fonts, and graphical treatments consistent with the FIU brand are required. Design and user experience approval by the Office of Digital Communications is required before distribution on approved publication channels.
<p>Other Platform Standards</p>	<p>FIU branding of other digital platforms not listed in this policy or guidelines must have design and FIU brand usage approved by External Relations and the Office of Digital Communications. These solutions require a case-by-case review and approval.</p>

<p>Terms and Conditions Requirements</p> <p><i>To be located in the footer of any official FIU Web page.</i></p>	<p>Terms & Conditions of Use FIU site administrators should include links to these terms and conditions from their respective sites.</p> <p>BY USING THE FIU WEB SITE, YOU AGREE TO THE TERMS AND CONDITIONS OF USE SET FORTH HEREIN. IF YOU DO NOT AGREE TO THESE TERMS AND CONDITIONS, PLEASE DO NOT USE THE FIU WEB SITE.</p> <p>As a condition of use of this Web site and the services contained therein, you represent and warrant to FIU that you will not use this Web site for any purpose that is unlawful or prohibited by these terms, conditions and notices.</p> <ul style="list-style-type: none"> • THE INFORMATION, PRODUCTS, AND SERVICES INCLUDED ON THIS WEB SITE MAY INCLUDE INACCURACIES OR TYPOGRAPHICAL ERRORS. CHANGES ARE PERIODICALLY ADDED TO THE INFORMATION HEREIN. FIU MAY MAKE IMPROVEMENTS AND/OR CHANGES TO THIS WEB SITE AT ANY TIME. ADVICE RECEIVED VIA THIS WEB SITE SHOULD NOT BE RELIED UPON FOR PERSONAL, LEGAL OR FINANCIAL DECISIONS AND YOU SHOULD CONSULT AN APPROPRIATE PROFESSIONAL FOR SPECIFIC ADVICE TAILORED TO YOUR SITUATION. • FIU MAKES NO REPRESENTATIONS ABOUT THE SUITABILITY, RELIABILITY, TIMELINESS, AND ACCURACY OF THE INFORMATION, PRODUCTS AND SERVICES CONTAINED ON THIS WEB SITE FOR ANY PURPOSE. ALL SUCH INFORMATION, PRODUCTS, AND SERVICES ARE PROVIDED “AS IS” WITHOUT WARRANTY OF ANY KIND. • FIU HEREBY DISCLAIMS ALL WARRANTIES AND CONDITIONS WITH REGARD TO THE INFORMATION, PRODUCTS, AND SERVICES CONTAINED ON THIS WEB SITE, INCLUDING ALL IMPLIED WARRANTIES AND CONDITIONS FOR MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, TITLE AND NON-INFRINGEMENT. • IN NO EVENT SHALL FIU BE LIABLE FOR ANY DIRECT, INDIRECT, PUNITIVE, INCIDENTAL, SPECIAL. CONSEQUENTIAL DAMAGES OR ANY DAMAGES WHATSOEVER, INCLUDING WITHOUT LIMITATION, DAMAGES FOR LOSS OF USE, DATA OR PROFITS, ARISING OUT OF OR IN ANY WAY CONNECTED TO THE FIU WEB SITE OR CONTENT CONTAINED THEREIN. • IF YOU ARE DISSATISFIED WITH ANY PORTION OF THE WEB SITE OR WITH ANY OF THESE TERMS OF USE, YOUR SOLE AND EXCLUSIVE REMEDY IS TO DISCONTINUE USING THIS WEB SITE. • These Terms & Conditions are governed by the laws of the State of Florida, U.S.A. You hereby consent to the exclusive jurisdiction and venue of courts in Miami-Dade County, Miami, Florida, U.S.A. in all disputes arising out of or relating to the use of the Web site. Use of this Web site is unauthorized in any jurisdiction that does not give effect to all provisions of these terms and conditions, including without limitation this paragraph. No joint venture, partnership, employment, or agency relationship exists between you and FIU as a result of your use of this Web site. These terms and conditions are subject to existing laws and legal process, and nothing contained herein is in derogation of FIU’s obligation to comply with government, court, and law enforcement requests or requirements relating to your use of the Web site or information provided to or gathered with respect to such use. If any terms or conditions herein are determined to be invalid or unenforceable pursuant to applicable law including, but not limited to, the warranty disclaimers and liability limitations set forth above, then the invalid or unenforceable provision will be deemed superseded by a valid enforceable provision that most clearly matches the intent of the original provision and the remainder of the terms and conditions set forth herein. <p>This document sets forth the terms and conditions between the user and FIU with respect to this Web site and it supersedes all prior or contemporaneous communications and proposals, whether electronic, oral or written with respect to the Web site. A printed version of this document and any notice given in electronic form shall be admissible in judicial or administrative proceedings based upon or relating to this document to the</p>
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	<p>same extent and subject to the same conditions as other business documents and records originally generated and maintained in printed form. Fictitious names of companies, products, people, characters and/or data mentioned herein are not intended to represent any real individual, company, product or event. Any rights not expressly granted herein are reserved.</p>
<p>Privacy Policy Requirements</p> <p><i>To be located in the footer of any official FIU Web page.</i></p>	<p>University Website Privacy Policy Statement</p> <p>In order to develop targeted content for the FIU visitor, the university collects personally unidentifiable information such as: browser type and version, the operating system of the computer browsing the Web site, the Internet Service Provider used to connect to the Internet and the pages on the site accessed during a visitor session.</p> <p>The FIU Web site also employs “cookies,” which allows access to the Web server to better tailor the content of the Web site to a visitor’s specific browsing needs. The cookies used on the FIU site contain no personally identifiable information unless that information is provided directly via site form, survey or other opt-in method. While a Web browser does not have to have cookies enabled to browse the FIU Web site, specific site features may require that cookies are enabled.</p> <p>Personal Information Collection</p> <p>In those instances in which a digital solution seeks to capture the name or likeness of an individual, consent should generally be obtained if the use is for trade, promotional or advertising purposes. There are a number of situations, however, where it may not be necessary to obtain an individual’s consent, such as when the information is provided as part of a news report or a presentation having a current and legitimate public interest where a person’s name or likeness is not used for advertising purposes; or where a person appears in a photograph solely as a member of the public and where such person is not named or otherwise identified. Any questions or concerns regarding consent in particular cases, should be referred to the Vice President of External Relations or the Office of General Counsel.</p>