Palm Beach State College Web Standards
Version 5.0, Updated July 2015

Palm Beach State College’s Web site strives to present a clear, consistent and positive public image of the College. It is important that the College’s Web site expresses the College’s mission and goals and be an extension of the College's overall marketing efforts. College Web pages or links to other pages should not conflict with the mission or be used to sell or in any way further private or personal interests. Any Web page deemed inappropriate according to Palm Beach State College Web standards will be removed.

Page Navigation
The College Website is designed for easy navigation. The template that can be found on every page consists of the header, the footer, and the left nav bar. The header is at the top and consists of 2 rows of links and the Search box. The footer is at the bottom and duplicates the quick links found in the drop-down box under the Social Media icons. The left nav bar consists of the green boxes found on every page linking to the College's main departments and on inside pages, the blue nav bar on the left side of each page contains local navigation links (displayed vertically) that are specific to the area.

Page Content Standards
College Web pages need to contain current, accurate and professional-looking information at all times. Pages need to be reviewed for content updates at least once every term by the designated Owner and Maintainer(s).

- At minimum, each area’s home Web page should contain (or have a link to) contact information (e-mail, phone or both) and current office hours (updated as needed for Summer or other special hours).

- At minimum, each academic program area should contain:
  - A link to the degree/certificate program sheet(s) and any special admission requirements

- Academic program pages could also include the following, if applicable:
  - Links to faculty information and/or homepages
  - Links to related organizations outside the College
  - Information about certifications available in the discipline
  - Information about departmental events, open houses, information sessions, etc.

- Academic program pages should not duplicate information found in the Catalog or other areas of the College Website. Link to the information and/or page instead of duplicating the information.

- There should only be one main Web area for each academic program or College department. Areas that exist on multiple campuses (Financial Aid, SLC, Library, etc.) may contain campus sub-pages.

- Links to documents and links to external areas outside the College need to open in a new window.

- All documents posted on the Web should first be converted to a PDF file unless they are a form.

- Each Web area will be maintained by a College employee(s) designated by the director of that area.

- Maintainers must attend Web training to obtain permissions to work on College Web pages.

- Photos should be resized before they are uploaded to OU Campus.

Pages should not contain:
- Broken links (links to external sites need to be checked often as they do change).
- Outdated information. Dated information should be removed within one week.
- Excessive text colors, red text or all CAP text (unless it is an acronym).
- Pages under construction or TBA. Leave those pages off the live site until ready.
- Avoid using flash as it is often not mobile-friendly.
- Animated or clip art/cartoon images.
College Style Standards

All Web pages (except faculty pages) must adhere to the style guidelines below and those found in the College Relations and Marketing (CRM) Branding Guide. Compliance will be monitored by CRM.

Style and Font:
- Default font type is Verdana 10 pt for body text.
- Color affects readability. When using tables, it may be appropriate to use color on alternating rows to enhance readability. Colors should be chosen from the College's official color palette.
- Logo – Adhere to Graphic Identity Standards found on the CRM page: www.palmbeachstate.edu/CRM
- Underscore – Do not underline text. Readers may think the text is a broken link.
- Uppercase – Do not use all UPPERCASE. It hinders readability and implies shouting.
- Clip Art / Animations – Do not use clip art, cartoons, animations and/or blinking icons.

Images:
- It is best to size and crop images before they are uploaded to OU Campus.
- CRM can provide images for the Web. Allow a minimum of 2 weeks. Complete an Image Request.
- The Americans with Disabilities Act requires that all photos be tagged with alternate text.
- Photos must follow size guidelines stated in the User’s Manual and relate to the page contents.
- If images contain students, the students must sign a model release before photos are posted. The form can be found on the CRM site: www.palmbeachstate.edu/CRM
- Do not copy, scan or post images from other Web sites or publications unless you have secured written permission from the owner of the other site or publication.

Copyright Standards

Palm Beach State College employees must observe all U.S. laws governing copyright. Any violation of copyright or any other law is the sole responsibility of the author of that Web page. View Copyright Guidelines.

Web Standards Violations

College Web pages must be reviewed by the Owner and Maintainer(s) for updates at least once every term. Pages may be edited by the Web Committee, as needed, for typos or if other errors are found.

If you are notified by the Web Content Manager that your Web pages are in violation of College Web Standards, you will have five business days to make the corrections. If the error is not corrected or you do not respond to the email, your supervisor(s) will be notified, you may lose Web privileges and/or the page may be removed from the College’s live site until it is fixed.

For more information, please contact:
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WEB STANDARDS APPROVED BY WEB COMMITTEE - JULY 2015