

The web standards guide is a resource for styles, standards and procedures on MSUM's websites and pages. This is a working document and is subject to updates and changes.

1. Typography

- a. The MSU Moorhead website follows the [MSUM Visual Identity Guidelines](#) for primary and alternate typeface.
- b. Copy text color is MSUM gray (#544f47) on a white (#ffffff) background.
- c. Red (#a6192e) should only be used on hyperlinks and some headings. Typically the background should be white (#ffffff) when using red text.

2. Web Colors

a. Primary Color Palette:

- White: #ffffff; rgb(255, 255, 255)
- MSUM Red: #a6192e; rgb(166, 25, 46)
- MSUM Gray: #544f47; rgb(84, 79, 71)

b. Secondary Color Palette:

- Dark orange: #be4d00; rgb(190, 77, 0)
- Light orange: #cc8a00; rgb(204, 138, 0)
- Blue: #326295; rgb(50, 98, 149)
- Green: #a8ad00; rgb(168, 173, 0)
- Purple: #653279; rgb(101, 50, 121)
- Gray shades:
 - #262626; rgb(38, 38, 38)
 - #303030; rgb(48, 48, 48)
 - #5e5e5e; rgb(94, 94, 94)
 - #bababa; rgb(186, 186, 186)
 - #f6f6f6; rgb(246, 246, 246)

3. Copy Requirements

- a. PDFs should only be utilized in instances where the content needs to be printed and retained in its exact appearance.
- b. Paragraphs should be one to four sentences in length but should not exceed six character lines.
- c. The minimum font size for web copy is 1 em (100%, 12 pt or 16 px). Refer to the **MSUM Web Policy** for compliance with the **Digital and Academic Materials Accessibility Policy**.

4. Required Page Elements

All pages should follow the university standard two-column template. Some special pages will utilize the one-column template. All university websites will include, but are not limited to the following standard elements:

- Header
- Footer
- All official University websites are required to include a link back to the MSUM homepage (mnstate.edu) via the University wordmark.

5. Standard wording

opening sentence/paragraph explaining what that means

a. University References

The institution's full name is Minnesota State University Moorhead. The name may appear as follows:

Minnesota State University Moorhead

MINNESOTA STATE UNIVERSITY MOORHEAD

Acceptable abbreviated forms include:

MSU Moorhead

MSUM

Any form used other than those listed are considered incorrect.

b. Degree References

When abbreviating an academic degree, do not insert a period after each letter.

BA, Bachelor of Arts

BFA, Bachelor of Fine Arts

BS, Bachelor of Science

MA, Master of Arts

MS, Master of Science

EdD, Doctor of Education

c. Offices, Organization and Departmental References

Name of departments, organization and offices should be spelled out upon the first reference with abbreviation (if applicable) included in the parentheses. On second reference, the department or office should be abbreviated (where applicable) with uppercase letters and no periods.

For example: Comstock Memorial Union (CMU) is a popular gather place on campus, Within the CMU there are...

Names of departments, organizations, offices, programs and colleges should be capitalized when specifically referenced and/or when the full title is used. Use lowercase if no proper name is used.

For example: Department of Art & Design...the department offers...

The Student Academic Conference...the conference is a unique venue...

The Master of Liberal Arts Program...the program requires...

d. Other standard references

These are other words that we utilize often, but can have varying options

for reference and should only be used how referenced here

Freshman

Upper Class

Using MSUM in a sentence or title “The benefits of an MSUM accounting degree...”

6. Links

- a. URLs to other pages on the MSUM website should be utilizing relative links. For example if the accounting degree website wants to link to the Paseka School of Business website, the correct link would be /schoolofbusiness NOT <https://www.mnstate.edu/schoolofbusiness>. Absolute links should only be used if linking to an external website resource (e.g. <https://www.mnstate.edu>).

7. Photography

- a. All images should be high quality to allow for resizing and cropping for maximum visual impact.
- b. All images should be optimized for fast web loading. JPG tends to have the best quality with the lowest file size.
- c. Standard photo dimensions:
 - Main photo: 1366 x 911 px
 - Directory photos: 160 x 160 px
 - Side by Side Content Block: 400 x 400 px
 - Event graphics or photos in content: 714 x 400 px
 - Make sure all photos are optimized for fast web loading. JPG tends to have the best quality with lowest file size.

8. Digital Marketing

- a. If you are advertising and marketing digitally, e.g. emails, Facebook and Twitter posts, etc., it is suggested that you create a campaign URL using Google Campaign URL Builder (<https://ga-dev-tools.appspot.com/campaign-url-builder/>). This helps better understand if a user has clicked on the link at the location it was used and we can track it in Google Analytics.

9. Employee Website Platform Options

- a. University designated web content management system:

Employees can choose to have a University branded website or page on the official University web server using the official University designated web content management system.

 - Full support will be offered for this type of website and page. This includes the initial build of the site, training to edit the site and any other content editing help that is requested.

- Websites and pages developed in this environment must use the MSUM branded template. No changes can be requested to the template.
- These types of websites/pages will have a URL like this <https://www.mnstate.edu/first-lastname> or <https://www.mnstate.edu/lastname>.

b. WordPress web content management system:

Employees can choose to have their website on MSUM's hosted WordPress environment called Collaborate (<https://collaborate.mnstate.edu>).

- A wide array of templates are available for this platform including an option to have an MSUM branded template.
- Support for this platform will include troubleshooting. It will not include training, there are many tutorials on the WordPress documentation site, LinkedIn Learning, YouTube, etc.
- Additional plugins and templates can be requested. When they are requested they will go through a review process by Information Technology to determine the risk of installing the requested template or plugin.
- These types of websites will have a URL like this <https://collaborate.mnstate.edu/public/blogs/lastname>

c. Stand-Alone web editor:

Employees (faculty and staff) can choose to develop and edit their websites and pages in a stand-alone web editing software (i.e., Dreamweaver, Microsoft Expression Web, CoffeeCup, text editors, etc.).

- Information Technology will help set up an FTP connection to the employee's web folder.
- These types of websites and pages will be housed on a separate server from the main MSUM website to reduce accidental interruptions in service to a business critical server.
- These types of websites and pages will also have a different URL from the MSUM website, which will correlate to the server on which they are developed. (i.e., <http://web.mnstate.edu/first-lastname>)
- Information Technology will only install approved and current web editing software on a University-owned computer (e.g., Dreamweaver and Microsoft Expression Web). Please check the information below for the most up-to-date information on approved software.

10. Removal of Employee Websites or Pages

Upon separation from MSUM employment, end of contract, retirement or other separation, editing access and the websites and pages will be removed.

- a. Access will be deactivated immediately.
 - b. Within six months of leaving MSUM the employee can request to have a copy of the site sent to them:
 - If the employee's website was in the University designated web content management system, pages will be saved as PDFs then emailed or a OneDrive link provided to the email address the separated employee requested.
 - If the employee's website was on Collaborate, which is a WordPress platform, the website will be exported using WordPress's built in export tool. Then, it will be emailed or an OneDrive link provided to the email address the separated employee requested.
 - If the employee's website was on the stand-alone environment, a copy of the web folder will be zipped then emailed and or a OneDrive link provided to the email address the separated employee requested.
 - c. Six months after the official separation date, the employee's website will be deleted from the MSUM servers.
11. Information Technology approved software for installation on University owned computers:
- a. Dreamweaver (PC and MAC)
 - b. Microsoft Expression Web (PC Only, replacement for Microsoft SharePoint Designer 2007)

For questions, information or assistance related to the MSUM website, policy or standards, please contact the MSUM Web Team at webteam@mnstate.edu.