

The University Academic Department Homepage Template

Requirements of use

Office of Communications and Marketing

March 2016

The University Academic Department Homepage Template reflects the University brand and establishes official University standards. These include a specific layout, colors, fonts and graphics. It is imperative that all departments adhere to these standards as their consistent use will help to ensure a unified, cohesive and “signature” brand image for the University.

The Office of Communications and Marketing (OCM) has been tasked with defining, administering, and managing the template’s proper use.

Requirements for homepages developed with the University Department Template:

1. Review and approval by OCM.
2. A single department specific banner created by OCM that includes the standard layout, photography, fonts, colors and uses the official department name. No rotating banners can be used in the banner.
3. A functioning search box at the top of the page.
4. A school or college logo situated at the top left of the page created by OCM that links back to the school or college home site.
5. Links above the search box will be limited to University Home and MyUAlbany.
6. No links below the search box.
7. A contact box with a standard gold header including email link, street address and phone number, as well a link to faculty contact page, if such a page exists.
8. No added fonts, graphics, logos, icons or style sheets without approval from OCM. This does not include news photography.
9. The University standard footer at the bottom of the page.
10. All content boxes must use the standard purple header style.
11. No more than 5 departmental news stories displayed in the center content area if no University news stories are displayed. No more than 3 departmental news stories displayed if a University feed of news stories is used.
12. No changes, addition or deletion of links in the “It All Starts Here” navigation section without OCM approval.

Once the site goes live, design or style changes must be reviewed and approved by OCM.

For questions contact us at marketingservices@albany.edu.