UF Web Standards Supplemental Information

1. General

1.1 Representation
Websites must represent UF and not the UF Health. UF Health Hosting Content describing patient or clinical services must be hosted on UFhealth.org.

1.2 Copyright
Websites must comply with the UF Intellectual Property Policy.

1.3 Commercial Activity
Websites must not promote commercial activity outside of official university business. Policy this requirement is outlined in the Organizational Websites, Management, and Hosting policy.
Examples
   Bad: “Come see the Florida Crocs play Football on August 31st.
   Acceptable: “The Division of Community Engagement will be at the Florida Crocs game on August 31st providing information about upcoming engagement opportunities.”

1.4 Sexually Explicit Content
Websites containing sexually explicit content must provide a written warning statement and be accessible only through a password mechanism.

Policy
This requirement is outlined in the IT Policy, Advertising on University Web space
Written Warning Statements
Written warning statements before sexually explicit content need to inform a visitor as to what content they are about to view, giving them the opportunity to view the content at their discretion. UF Web Standards & Guidelines, General Requirements,
Using Shibboleth to Restrict Access.
The university needs to enable its departments and units to consume enterprise attributes for authorization of access in an efficient, scalable and secure manner. Shibboleth has been identified as an appropriate system for addressing these needs. For more technical information, check out UFIT Identity Services website.
1.5 Blogs
Websites acting as the primary web presence for a unit must not be a blog.

Blog Components & Links While a unit’s website may incorporate blog components or link to a blog, sites that only function as a blog cannot be a unit’s primary website or only form of web presence. Blog Definition The definition of a blog is defined in the FAQ section of the Web Content, Management and Hosting policy.

1.6 Visibility & Ownership
Websites must have a current UF employee listed as a one site owner or technical contact provided.

Non-Public Websites
For accountability and auditability purposes, websites with a primary audience that is internal (e.g. intranets) should be marked as “Hidden” so they do not show up on the public facing view.

The Importance of Site Owners or Technical Contacts Including a site owner or technical contact provides a single point of contact should a visitor have difficulty finding information or identify a technical issue.
UF Web Standards & Guidelines, General Requirements, Version 2.2

1.7 Archival & Removal
Websites left out-of-date for 12 or more months must be moved to the UF Website Archive or taken offline.

Archival
If a decision is made to archive the website by moving it to the UF Website Archive, the site owner will incur an archival cost of $1,000. This cost guarantees the site will remain archived for 5 years. The archival fee is waived for websites regarding university-level (non-unit/non-school specific) resources.

Removal
If a decision is made to take the website offline, a Service Desk ticket must be opened with Technology Services to properly handle the decommission and records management process.

2. Accessibility
2.1 Federal
The following are high-priority accessibility requirements for federally funded organizations.
2.1.1 Skip to Content Links

Websites must include skip to content links on every page. Skipping to Main Content All sites must have at least one skip-to-content link which skips a user’s focus past redundant template elements and into the main content. However, it is good practice to have skip links to all relevant content, like the main navigation or footer.

Visibility & Location

The skip to content link must be visible on focus and must be the first link after the opening body element. Code

Example CSS

```css
#skip-link{
  background: #c65006;
  color: #fff;
  display: block;
  padding: 10px 0;
  text-align: center;
}
.visuallyhidden{
  position: absolute;
  width: 1px;
  height: 1px;
  padding: 0;
  margin: -1px;
  overflow: hidden;
  clip: rect(0,0,0,0);
  border: 0;
}
.focusable:active, .focusable:focus{
  position: static;
  width: auto;
  height: auto;
  margin: 0;
  overflow: visible;
  clip: auto;
}
```

HTML

```html
<a href="#main" id="skip-link" class="visuallyhidden focusable">Skip to main content</a>
```
2.1.2 Unique Title Tags
Websites must include unique title tags for every page.

The Importance of Unique Title Tags
Unique title tags help with both accessibility and search engine optimization.

Structure (verified 4/9 updated)
All Titles should identify the unit and their affiliation with the university. A website’s title tags should follow the following structure

- Home page: Department Name - University of Florida

Example

- Interior page: Title of single page - Department Name - University of Florida

Example

Home pages should not use the word “Home” as a title. Interior pages should include the title of the page and the name of the department.
2.1.3 Input Labels
Websites must provide associative labels for form inputs.

The Importance of Input Labels All form inputs must have associated labels so screen readers may interpret what content is required for each form input. Visibility Labels do not have to be visible, but they must be machine readable.

Code Example (HTML)

```html
Your email address
<label for="sender">Your email address</label>
<input type="text" name="sender" id="sender" placeholder="example@ufl.edu">
```

2.1.4 Input Agnostic Functionality & Navigability
Websites must be equally functional and navigable when using the mouse, keyboard, or both.

The Importance of Input Agnostic Functionality & Navigability
All content and functionality, including navigation and dropdown menus, that is reachable by mouse, must be reachable by keyboard. This ensures users can get to where they’re going regardless if they’re using a mouse or using a screen reader.

Tabbing
Functionality and navigability can be tested by using the tab key to hop through focusable elements on the site. Skip links should be the first tab-able elements, then the branding bar, and finally the rest of the site, including dropdown navigation and links.

Visible & Identifiable Focus
Links, as well as other focusable elements such as form inputs and buttons, need focus state styles so the user can identify it as focused. In most cases, the hover state styles can also be used for the focus state styles.

Code Example (CSS)

```css
a:focus, [tabindex]:focus { border: 2px solid purple }
```

2.1.5 Alternative Image Information
Websites must provide alt-text for non-trivial images.

Informative & Descriptive Alt-Text
Alt-text should be informative and describe the image to a screen reader. The following guidelines will help in creating informative and descriptive alt-text:
1. Do not use the word “image”; Screen readers will already inform the user that this is an image.
2. Do not just use the filename; The filename does not saying anything informative or descriptive about the image.
3. Do not use the word “page” or describe its location; Screen readers will already inform the user as to what page they’re on.

Images Containing Text
Images that have relevant text in the image must have the same information in the alt tag.

Social Media
Images posted via social media that have relevant text in the image must have the same information in the alt tag or have the information as text provided along with the image.

2.1.6 Meaningful Link Text
Websites must provide links with meaningful text and information as to their end location.

Non-Distinguishable Links
This requirement refers to non-distinguishable links, or links that have the same text but point to a different location. Links can be made distinguishable by adding titles or aria-labels (instructing a screen reader how the links are different) or changing the text so that it is only used one time.

Code Example (HTML)
<code>
<!-- Using meaningful link text -->
<a href="/about">About Academic Technology</a>

<!-- Using aria-labels -->
<a href="/about" aria-label="About Academic Technology">About</a>
</code>
2.1.7 PDF Highlighting & Copying
Websites providing PDF files must ensure these files properly allow highlighting text in a logical order and copying its contents to another program.

Logical Header Nesting & Content
All PDF files must have logical header nesting and content.

How to Check for PDF Issues
Use Siteimprove to identify a site’s PDFs that have accessibility issues.

2.1.8 Video Captioning
Websites providing videos must ensure they are captioned.

Automatic Captioning
Services that provide automatic captioning, such as Kaltura or YouTube, fulfill this requirement. At the time of writing, Vimeo does not support automatic captioning.

Live Streamed Videos
Live steamed videos must be captioned within 24 hours.

2.1.9 Appropriate Page Language
Websites must have an appropriate language set on every page.

Common Languages & Use
Most websites will have the language set to English, but there are instances where Spanish is applicable. The language may be set on the page’s HTML element or a specific element inside the page’s content.

Code Example The language of a page can be set to English by adding the following code

```html
<html lang="en">
```

2.1.10 Color Contrast
Websites must utilize suitable color contrast ratios between text and background.

Contrast Ratios
Following WCAG 2.0 AA compliance, color contrast ratios should be at least 4.5:1 for normal text and 3:1 for large text.
Tools
Here’s a list of useful tools for correcting color contrast issues:

- **Siteimprove** will identify pages that have color contrast issues.
- **0to255** is a great tool to lighten or darken colors while trying to fix color contrast issues.
- **Lea Verou’s** WCAG 2.0 color contrast tool helps web developers decide what color combinations provide enough contrast to meet WCAG 2.0 compliance.
- **Colour Contrast Check** is a useful tool for checking the degree of contrast between foreground and background colors. Documentation & Resources Visit the wiki for more documentation and resources for fixing color contrast issues.

2.2 UF
The following requirements have been established by UF, and either reflect, elaborate, or build on the Accessibility, Federal (2.1) requirements.

2.2.1 Accessibility Review
All new website designs or redesigns and/or web applications are required to follow UF branding guidelines as outlined UF Office of Strategic Communications and Marketing and EIT Accessibility Policy.

2.2.2 WCAG 2.0 AA Compliance
Websites must pass WCAG 2.0 Level AA accessibility standards and adhere to the Electronic Information Technology Accessibility Policy

Status & Compliance
Site owners must be a current student or staff and are to check the current compliance with web related policies of your website.

How to Ensure WCAG 2.0 AA Compliance
Use the Siteimprove Accessibility Checker Google Chrome extension, and set the filter to AA conformance.

Accessibility Resources
Visit the wiki for more accessibility resources for a11y error evaluation.

2.2.3 PDF Accessibility
Websites providing PDF files must ensure these files pass WCAG 2.0 Level AA accessibility standards.
2.2.4 HTML Validation
Websites must not contain HTML validation errors.

2.2.5 Text Only Version
Websites must contain a link on every page to a “text only” version of itself.

The Importance of Text Only
Providing a text only version link on a web page allows users to disable CSS stylesheets at their discretion. A user may want to disable CSS stylesheets for different reasons, including easier readability when viewing or using a screen reader, or parsing out content they cannot consume, like audio/visual media.

Supplemental, Not a Replacement
A text only version of a site is a supplement to the website, and is is not a replacement for an accessible website.

Implementation
UF Technology Services provides a tool that dynamically delivers text only versions of any webpage. Just include the following link throughout your site to utilize this service:

<a href="https://text.ufl.edu/tt/referrer">View text version</a>

2.2.6 Skip Links
Websites must include a div with the id of “skip-links” enclosing a series of skip links after the opening body tag of every page.

Best Practices
It is encouraged to include skip links to major page sections of the website, like the main navigation and footer, but the skips links must include at least one link to the main content section. The inclusion of at least one skip link to the main content is under the Accessibility, Federal, Skip to Content Links (2.1.1) requirement.

UF Web Standards & Guidelines,
Code Example
Visit the code example found under the Accessibility, Federal, Skip to Content Links (2.1.1) requirement.

2.2.7 Readability with Disabled Stylesheets
Websites must be readable with stylesheets disabled.

The Importance of Readability with Disabled Stylesheets Web page readability with CSS stylesheets disabled is important for users accessing text only versions of your website. Additionally, it ensures equal functionality and navigability regardless of styles.
3. Branding

3.1 Branding Bar
Websites must load an approved UF branding bar at the top of every page and must not be obstructed from view by visual elements.

Menu & Search Icons
The exception to visual elements on top of the branding bar include approved menu and search icons as detailed in the UF Web Standards as a guide.

3.2 Unofficial Logos & Seals
Websites must not use unofficial UF logos or seals on any page.

What are Unofficial Logos & Seals?
This includes, but is not limited to, outdated or modified UF logos or seals and the use of a UF logo or seal that does not follow the rules outlined in the UF Web Standards guide

3.3 Unit Context
Websites for a unit that serves a specific part of the university must include the unit name prefixed or in conjunction with its title or parent unit.

Context is Important
Specifying what part of the university your unit serves is important, especially when there are multiple units of the same or similar name dotted around the university. For instance, a site for the UF Heath Web Services department should be distinguishable from the central UFIT Web Services department.

4. Captioning

4.1 General Public & Employees
Websites containing audio/visual media intended for the general public or any UF employee who has a relevant accommodation agreement on file with the ADA Coordinator must provide appropriate captioning for these materials.

4.2 Students
Websites containing audio/visual media provided by instructors for students must provide appropriate captioning or transcriptions for these materials. Video courses recorded in Mediasite are eligible for UFIT captioning. For information on captioning visit the Accessibility website.

5. Content

5.1 UF Homepage Link
Websites must include a link to the UF homepage. Details & Example The UF homepage link must go to “https://www.UF.edu” and have “University of Florida” spelled out. This is typically included in the website’s footer in the contact information.
5.2 Parent Unit Link
Websites for a unit of the university that has a parent unit must provide a link to the parent unit on every page.

Importance & Implementation
A link to a parent unit provides visitors context to the university’s organizational structure as well as ease of navigability to similar resources. This link is typically included in the website’s footer contact information.

5.3 Contact Information
Websites must provide contact information (e.g. address, phone, email) on every page

Required Information
The following contact information is required on every page of a website:

- A physical address or mailing address
- A phone number
- An email address

Importance & Implementation
Providing contact information provides visitors the ability to get additional information by alternative methods. This information is typically included in the website’s footer, but can alternatively be linked to a dedicated contact page.

5.4 Last Updated Date
Websites must provide a date of when the site or its pages were last updated or reviewed on every page.

Importance & Implementation
A last updated date informs visitors on how up-to-date the content is.

- The following guidelines and suggestions should be referenced when implementing a last updated date:
  - The date should be specific to the individual page and not the overall website.
  - The terms “Last updated”, “Updated”, or “Last reviewed” may be used.
  - Special CMS tags, client-side Javascript, or server-side code are often used to provide a last updated date.
  - This information is typically included in the website’s footer.

Out-of-Date Content
Websites are should be updated or reviewed every 12 months. Therefore, the last updated date on any page should be less than 12 months old.
5.5 Postal Box
Websites must not use the phrase "PO Box ####" on any page.

United States Postal Services Trademark
Due to a trademark by the United States Postal Services, websites are not allowed to use the phrase “PO Box ####”. Instead, use “Box ####” when referring to a postal box.

5.6 Inclusion Links
Websites must include links to the required inclusion resources.

Required Inclusion Links
The following are the required inclusion resources every website must link to. These links are typically included in the website’s footer.

Accessibility Link
To better provide inclusive access to UF’s resources, all websites must include a link to UF’s Accessibility website on every page.

Privacy Link
All websites should include a link to the UF privacy policies and procedures on every page. The privacy policy informs users on what information is collected and how it is used while using UF digital resources. Custom privacy policies may be linked so long as it references and links to the official UF privacy policies.

5.7 404 Page
Websites must provide a helpful 404 error page.

The Importance of a Helpful 404 Page
Helpful 404 pages guide users when they stumble across a resource that no longer exists or has moved. These page should be relevant and tailored specifically for the website.

Implementation & Example
Configuration of a 404 page depends on the platform the website is hosted on. Please contact Web Services if technical assistance in implementing a 404 page is required. A good example of a helpful 404 page is the UF homepage 404.

5.8 Search
It is highly recommended that websites include an input field to the UF search tool. Exceptions If a website provides its own equivalent search functionality, or is a single page site, the inclusion of an input to the UF search tool is not required.
5.9 Course Information
Websites should not contain duplicate information from the One.UF

Supplementary Information
If course information must be provided on a website, this information should only supplement and link to the corresponding ONE.UF.EDU

Importance
The ONE.UF is the main resource for course information. Course information that duplicates ONE.UF, instead of supplementing and linking to a UF Bulletin page, can cause confusion for students when outdated content is found or information between both locations do not match.

6. Content Management

6.1 CMS Platform
Websites requiring a content management system (CMS) are suggested to use the approved content management platform for UF, TerminalFour.

Requesting a CMS Managed Website
If a new website needs to be setup in TerminalFour, please review the Getting Started with T4 information and complete the required training.

T4 Primary Web Coordinator
Department websites are required to have a technical contact. Primary Web Coordinators liaison with UFIT to ensure websites are setup with correct configurations using the accessible and official UF branded template.

Configurable Global Header & Footer
Websites in t4, must provide configurable global header and footer sections within their TerminalFour page layout(s).

The Importance of Configurable Global Header & Footer Sections
Providing configurable global header and footer sections in a website’s page layout(s) during development ensures a user can easily modify and management things like styling, scripts, and the use of plugins.

6.2 Security
The (CMS) platform utilized has plug-ins that are up to date and adequately vetted to address potential web security breaches by the technical contact.

7. Design & Browser Compatibility

7.1 Modern Support
Websites must utilize HTML5 and work on modern browsers.
7.2 Structure & Layout
Websites must not use tables as the primary means of site structure or layout.

7.3 External Stylesheets
Websites must utilize external CSS stylesheets for styling.

Best Practices
UF While the use of inline styles can sometimes be necessary, excessive use of inline styles is not permitted. Information on best practices can be found on the UFIT Web Services website.

7.4 Favicons
Websites must provide at least a 16px by 16px UF branded favicon.

7.5 Development Environments & Resources
Websites not under development must not serve assets such as images, CSS, and Javascript from development environments.

7.6 Flash Websites must not use Flash.

Security Vulnerabilities & End-of-Life
Not only does Flash have numerous security vulnerabilities, Adobe, in collaboration with large web and computer companies, will stop updating and distributing Flash Player by the end of 2020.

Domains
8.1 Top-Level Domains
Websites must use a UFL.edu top-level domain.

Exceptions If a website requires a non UFL.edu top-level domain name due to a specific business need, an exception must be granted by UF Marketing and Strategic Communications.

8.2 Subdomains
Websites must not include the term “UFL” in their subdomain. Information regarding the UF domain names policy is outlined on the Polices page.

Examples of Non-Compliance
- UFLarts.UFL.edu
- UFLbusiness.UFL.edu
- UFLtss.UFL.edu.

All third level domains must be requested at https://net-services.ufl.edu/provided-services/domain/ and approved.

8.3 Personal Names
Websites must not include a person’s name in a domain or subdomain.
Exceptions & Personal Websites
If a unit is permanently named after a person, a website for said unit is exempt from this rule.

A website for a person, but not unit a named after that person, should be made via a domain request form located on the Domain Information page.

8.4 Hosting
Websites must use a top-level domain hosted on a UF approved web server.

9. Mobile
9.1 Responsive & Mobile-Friendly
Websites must be responsive and mobile-friendly.

The Importance of Responsiveness & Mobile-Friendliness
As web browsing on small devices becomes more popular, your website’s mobile presence becomes increasingly more important. While traditional websites may work on small devices, they are often not optimally designed for them.

9.2 Viewport Meta Tags
Websites must utilize viewport meta tags to properly handle device width.

The Importance of Viewport Meta Tags
The viewport meta tag allows designers and developers to better control how a website is rendered on small devices.

Documentation Information regarding viewport meta tags can be found at Google’s Web Fundamentals guide on multi-device responsive design.

9.3 Google Mobile-Friendly Test
Websites must pass the Google Mobile-Friendly Test.

9.4 Tap Target Area
Websites must have buttons and inputs that have a decent tap target area.

Documentation Information regarding decent tap target areas can be found at Google’s Web Fundamentals guide on multi-device responsive design.

9.5 Availability, Visibility, & Navigability
Websites must provide content that is equally available, visible, and navigable regardless of viewport size or viewing device.
10 Security

10.1 HTTPS
Websites must be loaded over HTTPS with a valid certificate.

10.2 Secure Connection
Websites must have a secure connection.

Identifying Secure Connections
Secure connections are signified by a green lock icon next to the URL in the URL bar of most modern browsers.

Loading Resources
Non-compliance is often due to loading resources explicitly over HTTP. This can easily be resolved by loading resources explicitly over HTTPS or in select use cases using relative protocol.

The following code shows an example of noncompliance due to resourcing loading, and 2 examples of how to potentially resolve the issue.

```html
<!-- Loading explicitly over HTTP, noncompliant -->
<link type="stylesheet" href="http://example.ufl.edu/media/styles.css">

<!-- Loading explicitly over HTTPS, compliant, preferred -->
<link type="stylesheet" href="https://example.ufl.edu/media/styles.css">

<!-- Loading over relative protocol, compliant, select use cases -->
<link type="stylesheet" href="/media/styles.css">
```

10.3 Authentication & Form Requests
Websites that contain pages requiring authentication or forms requesting sensitive data must send requests over SSL with a secure connection.

10.4 Redirects
Websites must not automatically redirect visitors to an external non UFL.edu domain