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Background

The World Wide Web supports the teaching, research, and outreach missions of the Health Sciences Center as an open, accessible and interactive communications medium. The University of New Mexico encourages faculty, staff, students, campus departments, and administrative units to make broad use of the Web as a tool for learning, communication, and scholarship. Still, computing and data communications are limited resources that serve a large number and variety of users. The following guidelines recognize the importance of the Web for open communication and scholarly activity, while also recognizing that users have the responsibility to make use of these resources in an efficient, ethical, and legal manner.

Web Standards and Content Guidelines

Guidelines for HSC Web Pages: Official Web pages that represent a college, department, unit, or program of the University and the HSC are expected to follow the same professional and graphic standards that apply to official publications in any other medium.

The following standards apply to all official HSC home pages and all pages linked from the HSC Site Map page and the Events & Calendars page: (a home page is the portal or top level page for a college, department, unit, or program)

- The official HSC Navigation Bar will appear on all top level web pages.
- The top level page should incorporate the HSC's disclaimer statement, either as text or as a link. The URL for the disclaimer statement is:
<http://hsc.unm.edu/disclaim.shtml>
- To enhance web page functionality with search engines and to promote University identification, top level web pages should include a meaningful, unique <TITLE> tag that also includes the text "University of New Mexico HSC" or "UNM Health Sciences Center." Example: XYZ at UNM Health Sciences Center or UNM Health Sciences Center - XYZ. Contact the webmaster if you have more questions on this topic.

In addition, the following standards apply to all official HSC web pages:

- Every page must have contact information or a link to contact information. The contact might be a specific individual, a generic contact such as "webmaster" or "XYZ"

Department," or a link to a page of contacts for the unit. The contact(s) should include a physical mailing address, an e-mail address(s), and a telephone number(s).

- To enhance the accessibility of HSC web pages to as wide an audience as possible, all graphic images must include height and width attributes. In addition, all graphic images that are used as navigational links or convey important information must include appropriate text descriptions in the "ALT" attribute.
- Materials will be carefully checked for proper grammar and spelling.
- Materials will be updated and maintained in a timely manner.
- Written permission will be obtained for use of copyrighted materials, with the clear understanding on the part of the copyright holder that these materials will be used on the Web rather than in a printed publication. This applies to the use of text, logos, photographs, drawings, video clips, sound clips or other copyrighted visual images.
- Photos of people, especially minor children, will not be used without express written permission from the subject or a parent or guardian.
- Faculty and staff directory information may be included without permission.
- Any links provided to other sites will be accessible and appropriate. Links to commercial sites are strongly discouraged, with the exception of resources licensed by the University, and links to various search engines that include advertising.
- E-Commerce Policy: The University of New Mexico is currently working on guidelines regarding e-commerce.

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