

# FAMU Web Integration Guidelines

## Web standards — FAMU Web pages should include:

### FAMU color scheme

- Web sites should use FAMU-related colors.
  - See official green and orange colors below.
  - This document does not prescribe every possible color that could be used. It is expected that Web site designs will include colors that are complementary to FAMU green and orange.
- Black and white may be used as appropriate to Web site design.
- Illustrations used for Web page backgrounds should be consistent with the FAMU color scheme.

Official FAMU Web Colors hexadecimal value
<b>FAMU Green</b> #205320
<b>FAMU Orange</b> #FB7516

### FAMU seal/wordmark

- Minimum seal size
  - Cannot be less than 72 pixels in diameter with the wordmark scaled proportionally.
- Preferred placement
  - In the top left corner, or
  - In the top center, or
  - In the top right areas of the Web page
  -
- Alternate placement
  - To avoid disrupting a Web page design, the seal/wordmark may be placed in the footer section of the Web page.

### A link back to the FAMU home page <[www.FAMU.edu](http://www.FAMU.edu)>

- A text link must be available.
- The FAMU seal/wordmark graphic should also be linked to the FAMU home page URL.

### Fonts

- The Garamond font may be used for Web page titles and headers but should not be used for page text.
- It is recommended that font families common to both Windows and Macintosh computers be used.

<b>Fonts loaded on both Windows and Macintosh computers</b> (Not a prioritized order)	
Font names common to both	Similar style/appearance fonts with different names, (Windows name/Macintosh name)
<ul style="list-style-type: none"> <li>• Sans serif fonts               <ul style="list-style-type: none"> <li>○ Arial</li> <li>○ Arial Black</li> <li>○ Verdana</li> </ul> </li> <li>• Serif fonts               <ul style="list-style-type: none"> <li>○ Georgia</li> <li>○ Palatino</li> </ul> </li> <li>• Cursive font               <ul style="list-style-type: none"> <li>○ Comic Sans MS</li> </ul> </li> <li>• Monospace font               <ul style="list-style-type: none"> <li>○ Courier New</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Sans serif fonts               <ul style="list-style-type: none"> <li>○ Impact/Charcoal</li> <li>○ Tahoma/Geneva</li> <li>○ Trebuchet MS/Helvetica</li> <li>○ MS Sans Serif/Geneva</li> </ul> </li> <li>• Serif fonts               <ul style="list-style-type: none"> <li>○ Times New Roman/Times</li> <li>○ MS Serif/New York</li> </ul> </li> <li>• Monospace font               <ul style="list-style-type: none"> <li>○ Lucida Console/Monaco</li> </ul> </li> </ul>

## Footer information

- Copyright symbol "© Florida Agriculture And Mechanical University"
- Link to FAMU copyright notice <[www.FAMU.edu/main/copyright.html](http://www.FAMU.edu/main/copyright.html)>
- Link to FAMU Web site privacy policy <[www.FAMU.edu/main/policy.html](http://www.FAMU.edu/main/policy.html)>.
- Statement of Web page responsibility. Should include (1) the unit name and (2) the name and e-mail address of the person responsible for maintaining the page, (no anonymous "Webmaster" listings).

## Links

- Links should be consistent with FAMU colors.
- Browser default link settings of blue (unvisited) and magenta (visited) are not to be used.

## Review

- Official FAMU Web pages shall be regularly reviewed by the responsible organization's senior staff member or their designate. Concerns shall include, but are not limited to:
  - Accurate and current information.
  - Functional links.
  - Appropriate public presentation.
  - Accessibility and usability issues.

## Instructions and assistance

Contact the famu webmasters <[webmasters@FAMU.edu](mailto:webmasters@FAMU.edu)> for assistance in meeting the minimum Web design standards.