School of Medicine MOSS Web Template Standards

The School of Medicine (SOM) has developed a set of Microsoft Office SharePoint Server (MOSS) Web templates that have a common look-and-feel for general usability, branding purposes and overall aesthetics for all SOM static Web content. Below are the guidelines for the use of the templates that ensure consistency yet also allow for structured individuality and creativity. Note: dynamic Web applications (e.g. a database application) are not governed by these standards.

Static SOM Template Content

The masthead, logo and footer portions of the SOM MOSS templates are not to be changed without express consent from the SOM Dean's Office Web staff and/or the SOM Dean. Unauthorized changes are not allowed and will be corrected.

1.a - Masthead
The top “masthead” portion of all SOM templates is reserved for approved SOM global content only. The masthead is designated to be the same for all SOM sites and may only be changed by the SOM Dean's Office. Any unauthorized changes to the masthead will be noted and corrected.

1.b - Logo
All SOM logos in the masthead are approved and created by University Integrated Communications. Any unauthorized replacement of the logo will be noted and corrected.

2. Footer
The bottom, footer portion of all SOM templates is reserved for approved SOM global content only. The footer is designated to be the same for all SOM sites. The footer may only be changed by the SOM Dean’s Office. Any unauthorized changes to the footer will be noted and corrected.
Web Content in MOSS

Per University directive as of 8/1/2010, all SOM static Web content must be created and presented in MOSS. SOM static Web sites and content may not be hosted on local (Departmental) Web servers or off campus Web servers unless approved via the below exception process. **Note:** dynamic Web applications are not governed by these standards.

3. Non-MOSS HTML Content
The presentation of all SOM static Web content must use the available SOM MOSS templates. The import of non-MOSS html pages or altering of the CSS so that the page no longer looks like an approved template is not authorized (minor tweaks to the CSS are acceptable, but drastic changes that fundamentally change the page layout are not acceptable). See the [SOM MOSS Template Style Guide](#) for detailed information about the approved templates.

General Content and Design
We recommend going through the [MOSS training](#) and reviewing the [SOM MOSS Template Style Guide](#) to ensure you are building the most effective website possible. Beyond best Web practices and the SOM style guide, you are free to use all the available and approved MOSS Web parts, reusable content and campus images to design your site and present your content. Additionally you able create your own reusable content and use your own images that follow the SOM template and style guidelines.

Exception Process
The School of Medicine acknowledges that there may need to be exceptions to these rules. If you feel that you have a valid reason to seek an exception, please follow this process:

1. Contact [Michael G. Miller](#) on the SOM Dean’s Office Web team to see if an exception is necessary.
2. Write a detailed business case that outlines:
   a. What rule you are seeking an exception for
   b. Why you feel you need the exception
   c. Cost associated with following or not following the rule
3. Submit the business case to [Tyler Schultz](#), IT Director for SOM Dean’s Office.
4. The business case will then be reviewed by the SOM Dean’s Office Web Committee.
5. You should receive a decision from the SOM Web Committee within ten business days.
6. If you disagree with the decision of the Web Committee, you may appeal your request with the SOM Dean who is the final arbiter of exception requests.