



# **State of Michigan Digital Standards**

**FOR OFFICIAL STATE OF MICHIGAN WEBSITES AND APPLICATIONS**

**Version 1.1**

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# PURPOSE

To establish design and development standards for websites and applications used to conduct official state of Michigan (SOM) business. This standard applies to all applications or sites hosted within the SOM standard web content management system (WCMS), on agency internal servers, state clustered server systems or third-party external hosting environments.

# CONTACT/OWNER

Department of Technology, Management and Budget (DTMB)  
Center for Shared Solutions (CSS)  
eMichigan  
[emichigan@michigan.gov](mailto:emichigan@michigan.gov)

# SCOPE

This standard is applicable to all state agencies. Public-facing websites and applications (i.e. utilized by citizens) must comply with the full State of Michigan Digital Standards.

Applications that are solely intended for internal use by State employees and contractors need only to comply with the accessibility section (see ACCESSIBILITY section). Applications utilized by third parties, consuming or collecting information on behalf of the State, are considered internal. Any questions regarding whether an application should be considered internal or public-facing can be sent to eMichigan via the email address listed in the Contact/Owner section of this document.

All applications, public-facing and internal, must complete a State of Michigan Digital Standards Review (see STANDARDS REVIEW section) before moving to production. In-scope examples include but are not limited to the following:

- Michigan.gov WCMS websites
- Marketing (Mini-Sites, Marketing Sites, etc.)
- Vendor hosted, COTS, and SaaS applications
- Custom applications

These standards take effect for any new applications/sites procured or created after May 31, 2018. All other applications/sites must adhere to preexisting SOM Look & Feel Standards.

## STANDARDS REVIEW

To initiate an application review, submit State of Michigan Digital Standards Review DTMB [3533 form](#) to eMichigan team via [usability@michigan.gov](mailto:usability@michigan.gov)

Reviews can be initiated in the Design or Development phase to find and fix issues as early as possible.

After eMichigan completes the review, results with any identified issues will be returned to the requestor. Identified issues must be corrected and returned to the eMichigan team for re-review. This is an iterative process until all issues have been resolved and verified by eMichigan.

Issues identified during review(s) must be resolved prior to production release.

In the rare case when all issues cannot be resolved and the system will remain non-compliant with WCAG 2.0 AA upon launch, the applicable department Director must sign off on the acceptance of risk and provide an action plan for remediation.

## VISUAL ELEMENTS

All application designs must incorporate the following core elements for a consistent presentation: For full specifications of the supporting branding elements refer to the Digital Guidelines:

<https://digitalguidelines.michigan.gov>

### **HEADER**

The header contains the official SOM brand logo, a title and a tagline. The title can be the agency name, program title, marketing project, or the application name. If agency name or application name is used, the parent department name must be displayed in the tagline located on a separate line just below the application or website title.

Using the parent department tagline clearly communicates to the user which department is responsible for the site/application, regardless of internal acronyms or program names. It promotes the agency's legal authority to provide the service or transaction.

For full specifications and example refer to the [Digital Guidelines Header Component](#)

## STATE OF MICHIGAN BRAND LOGO

The SOM brand logo will be displayed on the far left of the header and will always link to the home page of the website or application. The SOM brand must match what is depicted in the [Digital Guidelines](#) and cannot be altered without written approval from eMichigan.

## FOOTER

Footer must include current year copyright with the words "State of Michigan" as a hyperlink to <https://www.michigan.gov> as well as a link to the SOM web policies at <https://www.michigan.gov/policies> (see CORE POLICIES section). Including the copyright helps ensure the user is aware the site or application is an official SOM property.

For full specifications and example refer to the [Digital Guidelines Footer Component](#)

## SUPPORTING BRAND ELEMENTS

In addition to the main elements, consistency in [color](#), [typography](#) and [iconography](#), as detailed in [Digital Guidelines](#), is also required.

# TECHNICAL

## BROWSER MINIMUM REQUIREMENTS

Development teams must accommodate the latest browser versions as well as some pre-existing browsers. To ensure that users with older browsers are still able to access online services, applications must, at a **minimum**, display and function correctly in standards-compliant browsers and the state standard browser without the use of special plugins or extensions. The rules used to base the minimum browser requirements include:

- Over 2% of site traffic, measured using Sessions or Visitors (or)
- The current browser identified and approved as the State of Michigan standard

Please use the most recent calendar quarter to determine [browser statistics](#).

## ACCESSIBILITY

All SOM digital properties are required to be [Web Content Accessibility Guidelines \(WCAG\) 2.0 AA](#) compliant to ensure that content is accessible by everyone, regardless of disability or user device.

For reference, the [Digital Guidelines](#) contains an accessibility section for several UI components.

See the [Standards Review Procedure](#) for information regarding scheduling an application review.

## CORE POLICIES

A link to the SOM web policies at <https://www.michigan.gov/policies> is required and should be displayed in the footer of the website or application. Policies included are Privacy, Accessibility, Link, and Security.

The Department of Technology, Management & Budget may occasionally update the policy language to ensure the state continues to follow new and updated state and federal law. Requiring applications to include the link to this centralized policy language provides uniformity and reduces maintenance. It also presents uniform conditions to be met by all applications, regardless of their final host URL or location within the SOM infrastructure.

Applications are subject to compliance of the SOM web policies. Applications that deviate from these policies should be modified to correct any discrepancies. It is critical that agencies consider the implications of these policies as early in the design process as possible.

# LOGOS AND BRANDING OF 3RD PARTY APPLICATIONS

Agencies contracting with outside vendors to build applications for the SOM are prohibited from including the vendor's logo or brand image on the site, or from providing links to the vendor's commercial website.

There may be rare circumstances where the State will accommodate branding solutions for third-party commercial "off-the-shelf" software. The SOM will evaluate these circumstances on a case-by-case basis, and an exception to the visual/brand requirements may be granted. No exceptions will be granted for failing to meet accessibility requirements.

## MICHIGAN.GOV DOMAIN NAME URLS (MARKETING URLS)

Agencies are not to purchase .com, .org, .gov domain names for state applications or websites. The Department of Technology, Management & Budget has ownership of the Michigan.gov domain and makes it available for agency applications.

A Michigan.gov standard URL can be created to redirect users to applications hosted on state servers or outside systems.

For full specifications refer to the Michigan.gov Marketing URL Guidelines:

[https://www.michigan.gov/documents/emichigan/MarketingURL\\_Guidelines\\_55148\\_1\\_7.pdf](https://www.michigan.gov/documents/emichigan/MarketingURL_Guidelines_55148_1_7.pdf)