

# State of Michigan Technical Standard

## 1360.00.11 SOM DIGITAL STANDARDS FOR WEBSITES AND APPLICATIONS

**Issued:** 05/27/2025

**Revised:**

**Reviewed:**

**Next Review Date (1 yr):** 05/27/2026

Authoritative Policy: [1360.00 Systems Engineering Methodology](#)  
Associated Procedures:  
Distribution: Statewide

### PURPOSE

To establish design and development standards for websites and applications used to conduct official State of Michigan (SOM) business.

### CONTACT/OWNER

Department of Technology, Management and Budget (DTMB)  
Center for Shared Solutions (CSS)  
eMichigan

### SCOPE

Compliance with this standard is mandatory for Executive Branch Departments, Agencies and Sub-units for all web and mobile applications, unless an exception is granted.

External websites and applications must comply with all sections of this standard.

Internal websites and applications are those solely intended for use by State employees and contractors and need only to comply with the Accessibility and Standards Review sections of this standard.

All websites and applications, public-facing and internal, must complete a SOM Digital Standards for Websites and Applications Review and remediate any identified issues before moving to production.

In-scope examples include but are not limited to the following:

- Michigan.gov Web Content Management System (WCMS) websites
- Marketing (mini-sites, marketing sites, etc.)
- Vendor or SOM hosted,
- Commercial off-the-shelf software (COTS), and software as a service (SaaS) applications
- Custom applications
- Native mobile apps

## STANDARD

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### **SOM DIGITAL STANDARDS FOR WEBSITES AND APPLICATIONS REVIEW**

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All websites and applications must be reviewed by the eMichigan team before moving into production. To initiate a review, submit the [DTMB-3533 State of Michigan Digital Standards for Websites and Applications Review Request Form](#).

Reviews should be initiated in the design and development phase of websites and applications 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 for remediation. 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.

### **ACCESSIBILITY**

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All external and new internal websites and applications, developed or procured, web or mobile, are required to be at a minimum [Web Content Accessibility Guidelines \(WCAG\) 2.1](#) Level AA compliant to ensure that content is accessible by everyone, regardless of disability or user device.

All existing internal websites and applications must meet the latest technical standard at the time of a significant user interface change.

For reference, the [SOM Digital Guidelines](#) contain an accessibility section with guidance for designers and developers.

See the Standards Review section for information regarding requesting an application review.

Additionally, the use of Accessibility Overlays is not permitted on SOM websites and applications.

### **WEB APPLICATION NAMING STANDARD**

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For the purpose of content consistency, the following naming conventions must be followed.

Application or site names beginning with the letters 'Mi' (with the intent of referring to Michigan) and 'i' (with the intent of referring to internet or information) or with the letter 'e' (with the intent of referring to electronic) must do so with consistent formatting. Hyphens, spaces and non-acronym full word uppercasing are not allowed immediately following the 'Mi', 'e,' or 'i.'

- When using the letters 'Mi,' the letter 'M' must be capitalized, followed by a lowercase 'i,' followed by a capitalized first letter of the application name.
- When using the letter 'e' or 'i,' the letter 'e' or 'i' must be in lowercase followed by a capitalized first letter of the application name.
- Proper letter casing must be used unless a defined acronym is being appended; e.g. MiOSHA, Michigan Occupational Safety and Health Administration.

In cases where an application name includes multiple words, minimization will be recommended; i.e. 'MiSite Name' would be 'MiSite' or 'e Site Name' would be 'eSite.'

Correct Examples: MiSite, eLicense, MiDrive, MiOSHA

## **VISUAL ELEMENTS**

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All application designs must incorporate the following core elements for a consistent presentation. For full specifications refer to the [SOM Digital Guidelines](#).

### **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 [SOM Digital Guidelines Header Component Section](#).

### **STATE OF MICHIGAN BRAND LOGO**

The SOM brand logo, found in the [SOM Digital Guidelines Header Component Section](#), 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 logo must adhere to the logo use specifications depicted in the SOM 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 within this standard). 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 [SOM Digital Guidelines Footer Component Section](#).

### **SUPPORTING BRAND ELEMENTS**

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

## **TECHNICAL REQUIREMENTS**

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### **BROWSER MINIMUM REQUIREMENT**

Development teams must accommodate the latest browser versions (including mobile browsers) as well as some pre-existing browsers. To ensure that users are able to access online services, all applications and websites

must display and function accurately in, at minimum, the two most recent major versions of the following browsers, without reliance on special plugins or extensions.

- Google Chrome
- Microsoft Edge
- Safari
- Firefox

### **RESPONSIVE DESIGN REQUIREMENT**

Development teams must utilize responsive design techniques to ensure content adapts dynamically to various screen sizes, orientations, and resolutions.

### **CORE POLICIES**

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A link to the [SOM web policies](#) is required and should be displayed in the footer of the website or application. Policies included are Privacy, Accessibility, Link, and Security.

Requiring websites and 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 websites and applications, regardless of their final host URL or location within the SOM infrastructure.

Websites and applications are subject to compliance of the SOM web policies. Websites and 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 3<sup>RD</sup> PARTY APPLICATIONS**

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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.

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

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Agencies are not to purchase .com, .org, .gov domain names for state applications or websites. The DTMB 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 domain management and marketing URL guidelines:

- [Michigan.gov Marketing URL Guidelines](#)
- [SOM 1345.00.10 Michigan.gov Domain Standard](#)
- [SOM 1345.00.12 Internet Domain Management Standard](#)

## EXCEPTIONS

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If an exception to this standard is necessary, agencies, in conjunction with their DTMB representatives, must comply with the approved DTMB process outlined in [SOM 1305.00.02 Technical Policy and Product Exception Standard](#) and [SOM 1305.00.02.01 Technical Review Board \(TRB\) and Executive Technical Review Board \(ETRB\) Exception Procedure](#).

A Standards Review must be completed prior to requesting an exception to the Accessibility section of this standard, as the review results must be attached to the exception request.

For external systems, if Americans with Disabilities Act (ADA) Title II is the only federal law applicable, the only allowable exceptions to the Accessibility section of this standard are those permitted under ADA Title II, Sections 35.201 – 35.205. For a summary of these Federal Exceptions, review [Fact Sheet: New Rule on the Accessibility of Web Content and Mobile Apps Provided by State and Local Governments | ADA.gov](#)

## RELATED TOOLS

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[SOM Digital Standards](#)

[SOM Digital Experience \(intranet only\)](#)

## RELATED FORMS

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[DTMB-3533 State of Michigan Digital Standards for Websites and Applications Review Request Form](#)

## REFERENCES

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[Administration State Guide Policy 1650.00 Accessibility and Reasonable Accommodations & Modifications](#)

[Administration State Guide Procedure 1650.02 Accessibility and Reasonable Modifications, ADA Title II](#)

[Michigan.gov](#)

[Michigan.gov Marketing URL Guidelines](#)

[Michigan.gov/Policies](#)

[SOM 1305.00.02 Technical Policy and Product Exception Standard](#)

[SOM 1305.00.02.01 Technical Review Board \(TRB\) and Executive Technical Review Board \(ETRB\) Exception Procedure](#)

[SOM 1345.00.10 Michigan.gov Domain Standard](#)

[SOM 1345.00.12 Internet Domain Management Standard](#)

[SOM Digital Guidelines](#)

[Web Content Accessibility Guidelines \(WCAG\) 2.1](#)

**APPROVING AUTHORITY**

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Michelle Lange, Director

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