State of Michigan Digital Standards
for Websites and Applications

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Contents

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 & Budget (DTMB)
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Scope

This standard is applicable to:
- All executive branch state departments, agencies and sub-units.
- All web and mobile applications.

Public-facing websites and applications must comply fully with all sections of this standard.

Websites and applications that are solely intended for internal use by state employees and contractors need only to comply with the Accessibility and Standards Review sections of this standard.

Questions regarding whether a website or application should be considered internal or public-facing can be sent to SOMDigitalStandards@michigan.gov.

All websites and applications, public-facing and internal, must complete a State of Michigan 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 WCMS websites
- Marketing (mini-sites, marketing sites, etc.)
- Vendor hosted, commercial off-the-shelf software (COTS), and software as a service (SaaS) applications
- Custom applications
- Native mobile apps

Standards Review

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 Review for Websites and Applications Review Request Form](#).

Reviews should be initiated in the design and 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 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.

Web Application Naming Standard

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

Application or site names beginning with the letters 'M' and 'I' or with the letter 'E' must do so with consistent formatting. Hyphens, spaces and non-acronym uppercasing are not allowed immediately following the 'Mi' or 'e'.

- 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', the letter 'e' 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.

Correct Examples: MiSite, eSite, MiDrive and eMichigan

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'.

Visual Elements

All application designs must incorporate the following core elements for a consistent presentation. For full specifications 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, found in the Digital Guidelines Header Component, 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 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 Foundations, is also required.

Technical

Browser Minimum Requirements

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

Accessibility

All SOM websites and applications, web or mobile, procured or created 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. No exceptions will be granted for failing to meet accessibility requirements.

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

See the [Standards Review section](#) for information regarding requesting 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 DTMB may occasionally update the policy language to ensure the state continues to follow new and updated state and federal law. 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 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 SOM 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.

Michigan.gov Domain Name URLs (Marketing URLs)

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](#)
- [1345.00.10 Michigan.gov Domain Standard](#)
- [1345.00.12 Internet Domain Management Standard](#)