Interim Web Guidelines

September 2020

HUMBER

humber.ca/brand

Contents

Introduction

The purpose of this document is to provide a set of interim guidelines for Humber faculties and departments to follow when proceeding with new website development undertaken by any internal resource, third-party, external vendor or student. Sections (2-6) of these guidelines should also be adhered to when embarking on substantial redesign and redevelopment work to any existing website properties.

The general aim is to fill process and knowledge gaps which exist in the current approach to website development, while longer-term strategies are being developed and finalized.

Following these guidelines and the documents referenced therein will help to ensure the following key characteristics are inherent on all Humber-branded web properties:

- Quality of sites from both a design and functional perspective
- Consistency of design and branding across sites
- Security of sites and integrity of institutional content/user data
- Maintainability of site content, design, functionality and application of latest platform security patches
- Usability of sites across differing device types and assistive technologies in addition to AODA compliance

Document Scope

The following guideline categories will be covered or referenced within the scope of this document:

1. **New website initiation**
   - Information which must be provided to the Government Relations, Marketing and Communications Department (GRMC) outlining details about the newly proposed website and details for post-launch plans

2. **Vendor eligibility**
   - Minimum requirements and agreements for any Third Party enlisted in developing new or redeveloping existing Humber websites

3. **Brand, design and usability**
   - Guidelines on brand standards, usability considerations for mobile web views, Accessibility for Ontarians with Disabilities Act (AODA) requirements and available audit tools

4. **Security and website hosting**
   - Minimum and mandatory website hosting and security requirements

5. **Web Forms**
   - Data collection, storage policies and application of the Freedom of Information and Protection of Privacy Act (FIPPA)

6. **Exception process**
   - Process to request exceptions/exemptions from these interim guidelines or referenced policies, if necessary

1. New Website Initiation

The Government Relations, Marketing and Communications (GRMC) Web team should be advised as early as possible of any newly proposed initiative to create any internal or publicly facing Humber web property. This will help to ensure that timelines can be met, especially in cases where the new site is part of a larger institutional project.

GRMC will be able to advise if there are any existing Humber web properties which may be well-suited to house the content/features being proposed and can aid in the determination of whether a new web property is actually required.

Departments and Faculties are required to contact GRMC, even if they intend to have the web development work done by a Third Party or a Humber employee/work-study student.

To order to initiate GRMC engagement, contact the GRMC Web Manager (siby.jacob@humber.ca)
In order to assess the full scope of the requirements, the following details must be provided:

1.1. Contact Information

Internal Contacts

- Internal Department or Faculty stakeholder(s)
- Project Initiator or Lead

External Contacts (if applicable)

- Third-party project manager/client manager
- Third-party technical contact (developer/designer)

1.2. General Site Information

Purpose and Positioning

- Describe the user needs or functional gaps that the proposed site is intending to fill
- List any known existing Humber sites/content which would be logically associated with this new site

Target Audience

- Describe the intended users of this site, both public users and internal site administrative users

Content

- Provide the scope of site pages and content sections
- List the required general content types (text/images/video/audio/social media feeds)

Location

- The preferred location for new Humber web properties is as a URL path branching from humber.ca
  - i.e. (humber.ca/newsite)
- Other potential options include a subdomain i.e. (newsite.humber.ca) or a separate domain i.e. (some-new-humber-domain.ca). New subdomain names require approval of the GRMC team. Using an entirely new domain is not advisable as it poses tracking and administrative challenges.

1.3. Post Launch Plans

Communications Plan

- Describe the general communications plan for bringing awareness to new site (internally and externally)
- Determine whether the rollout will be soft-launched or promoted prior to launch

Content Updates

- Confirm who will be responsible for regular content updates to the site. If it is a vendor, obtain details including support hours and turnaround time. If internal staff is required, to make content updates, ensure they have the training and skills required and an escalation path if support is required. Ensure that the budget allocation includes the costs of ongoing site content and software updates.

Development/Design Support

- Confirm the process for updating the functionality and design elements of the site and the maintenance details of the agreement.

Platform Maintenance

- Website should only be built on platforms supporting the latest secure and stable versions of the underlying software components (i.e. operating system, coding language, database)
- Website platform maintenance and security patches should be included as part of the support agreement clearly outlining which party is responsible, going forward.

Analytics

- Define the website usage and analytics tracking requirements. Ideally all analytics tracking should be administered by the GRMC web team and provided to the internal developer or vendor for implementation on site.

2. Vendor Eligibility

Any third party developing or redeveloping new Humber web properties must possess a minimum of 3 years' related work experience and provide examples of completed work.

The vendor should have prior experience developing website solutions for educational institutions or governmental entities and have an understanding of their unique requirements.

Before any web development work begins, the third party must review, complete and sign the **Humber College Third Party Service Provider Privacy and Security Standard**s agreement (see appendix), if they have not signed previously.

3. Brand, Design and Usability

3.1. Brand Standards

All new and existing web properties must adhere to official Humber brand standards in regards to the use of logos, taglines, colours, imagery

Current brand standard resources can be found on the official Humber Brand website: https://humber.ca/brand

The Brand website provides guidance on such items as:

- Official Humber brand logos and sub-brand logos
- Brand Colour reference guide
- Acceptable use of imagery
- Image bank: https://humber.ca/brand/image-bank-and-photography

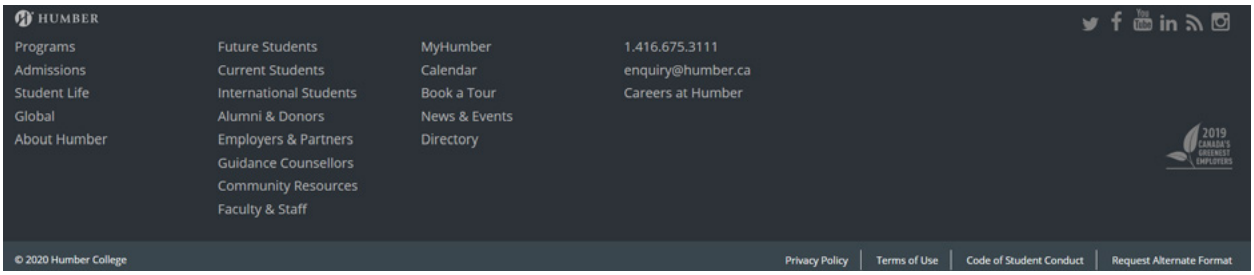
Any questions regarding appropriate use of the Humber brand in a web implementation or other form can be directed to: Lori Falvo (Associate Director, Marketing) – lori.falvo@humber.ca

3.2. Design Consistency

Global Components
In order to achieve design consistency and cohesiveness, all web properties must include the Humber standard global header and footer components. These components must include all logos, hyperlinks and navigational functionalities. Ad hoc changes to the global header and footer navigational links are not permissible. If changes are required, contact the GRMC team who will assess and update the global standard components if necessary.

Standard Global Header:
http://hcgsi.humber.ca/header.html

Standard Global Footer:
http://hcgsi.humber.ca/footer.html



Site Styles
Site Cascading Style Sheet (CSS) definitions should mirror the standard Humber website CSS definitions as closely as possible in regards to:

- Header styles (<H1>...<H6>)
- Link styles (a:link, a:visited, a:hover, a:active)
- Text styles
- Tabular data styles
- Form elements (including buttons, input fields, select menus)

Standard Humber website CSS file:

- https://humber.ca/assets/templates/site/css/site.css

Mobile Responsiveness

All web properties must adhere to mobile responsive design principles to ensure usability across varied devices and screen sizes. As mobile browsing use has overtaken desktop/laptop usage, the need to ensure that sites dynamically adapt to the available screen viewport is critical.

Some good references for understanding responsive design layout are provided below

[Mozilla] https://developer.mozilla.org/en-US/docs/Learn/CSS/CSS_layout/Responsive_Design

[Google] https://developers.google.com/web/fundamentals/design-and-ux/responsive

SEO Implications

There are SEO implications to not implementing mobile-responsive designs as Google has deployed mobile-first indexing practices as default. Sites that are not mobile-friendly can expect to see their search rankings weakened.

[Google] https://developers.google.com/search/mobile-sites/mobile-first-indexing

Mobile Audit Tools

Free mobile tools are available as standalone web sites and built-in browser functionality.

[Google] https://search.google.com/test/mobile-friendly

[Google Chrome] https://developers.google.com/web/tools/chrome-devtools/device-mode

[Mozilla Firefox] https://developer.mozilla.org/en-US/docs/Tools/Responsive_Design_Mode

Accessibility Compliance (AODA)

Provincial law requires that all websites must meet accessibility requirements under the Accessibility for Ontarians with Disabilities Act (AODA). Any vendor created Humber website or redesigned website must adhere to these requirements.

- Beginning January 1, 2014: new public websites, significantly refreshed websites and any web content posted after January 1, 2012 must meet Web Content Accessibility Guidelines (WCAG) 2.0 Level A
- Beginning January 1, 2021: all public websites and web content posted after January 1, 2012 must meet **WCAG 2.0 Level AA** other than criteria 1.2.4 (live captions) and 1.2.5 (pre-recorded audio descriptions)

For any questions related to AODA and WCAG compliance, please contact the Web Properties Manager (siby.jacob@humber.ca)

[Official WCAG 2.0 AA Quick Reference]
https://www.w3.org/WAI/WCAG21/quickref/?currentsidebar=%23col_customize&versions=2.0&levels=aaa

Commonly overlooked requirements include:
- Ensuring all images have descriptive alt text
- Minimum contrast ratio between text and background
- Text captioning of recorded audio/video content
- Use actual text vs images of text
- Ensure PDFs are AODA compliant

A Simplified WCAG 2.0 A/AA checklists are provided here:
[WUHCAG] https://www.wuhcag.com/wcag-checklist/

AODA Audit Tools

Some accessibility audit tools are available as browser extensions and standalone applications.
[Google Chrome]
https://chrome.google.com/webstore/detail/siteimprove-accessibility/efcfolpjihicnikpmhnmphjhhpiclljc

[Adobe Reader Pro]
https://helpx.adobe.com/ca/acrobat/using/create-verify-pdf-accessibility.html#check_accessibility_of_PDFs

4. Security and website hosting

Hosting

To ensure a secure and consistent web experience, all Humber sites should be hosted on official ITS-supported internal or vendor web-farm environments. This allows for tighter security and access controls, internal monitoring of system performance and more efficient leveraging of resources.

Requests for hosting of new Humber-branded websites on non-Humber infrastructure must follow the exception process outlined in section 6 of these guidelines.

Load Testing

Performance and load testing of significant functional changes to existing sites or creation of resource-intensive, new websites will ensure that undue strain on IT infrastructure is avoided. Load testing should be performed on the development environment to examine system behaviour and performance, specifically, response time, scalability, speed and resource utilization.

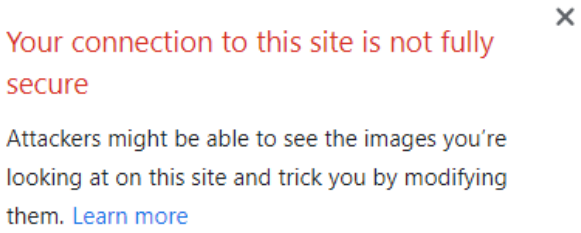
ITS must be engaged in order to conduct credible load tests which will adequately mimic the performance of the site under test under normal and peak load conditions. Adequate lead time must be provided to ITS in order to ensure resources are available to set up, run the tests, analyze and report the findings. Also, time will be required to refactor any functionality that results in failed or poor performance.

To initiate and discuss load testing requirements, please contact the Manager of Infrastructure & Operations (Bruce.MacMillan@humber.ca)

HTTPS/SSL

All website pages and associated assets (images, stylesheets, JavaScript files, etc.) need to be served using HTTPS protocol to ensure that data is encrypted during transit.

Browsers will display security warning messages if content is mixed (between secure and insecure connections). If user attempts to access site using insecure HTTP protocol, they should be automatically redirected to site using HTTPS.



Minimum Security Requirements

Minimum Security Requirements are outlined in section 10 of the **Humber College Third Party Service Provider Privacy and Security Standards** agreement (see appendix). The document outlines security requirements covering system, source code and data access, user credential and password polices, and vendor responsibility in remediating identified system vulnerabilities.

Some specific key items referenced in the security standards document are listed below:

Single Sign On (SSO)
Administrative access to web properties should ideally be implemented using Single Sign On (SSO) strategies. A SAML 2.0 Identity Provider (IdP) is used by ITS.

Vulnerability Remediation
Vulnerabilities identified by Humber College, shall be remediated using an agreed upon approach and timeframe based upon associated risks.

5. Web Forms

Humber College is subject to FIPPA, which imposes requirements and limitations in relation to the collection, use, disclosure, protection, retention and destruction of Personal Information and provides individuals with rights in relation to their own Personal Information.

Third Party Service Providers shall provide services in accordance with the Service Agreement and these Standards and more generally, in a manner that permits Humber College to comply with its obligations in relation to Personal Information under FIPPA.

Any collection of personal user data on the website(s) must adhere to Humber's Data Governance and IT Security policies. These policies are outlined in sections 2-5 of the **Humber College Third Party Service Provider Privacy and Security Standards** agreement (see appendix).

Any form that solicits personal user data will need to be vetted by ITS and Legal to ensure that it is compliant with Humber's data governance policies. The Registrar's Office may also need to be advised of the intent to use the form if related to the registration process. The internal co-ordination of this approval should be initiated by reaching out to the GRMC Web Properties manager (siby.jacob@humber.ca)

The following information is required to request approvals:

- Form Purpose (summary of the need this form fulfills)
- Description of the data that will be collected
- Location of where data will be stored
- Access list (who will have access to the data)
- Form publication lifespan (launch date, removal date if applicable)
- Data lifespan (how long is the data required to be stored)
- Form review date (when will form next be reviewed – forms and data that have served their approved purpose should be removed)

Form Requirements:

- Privacy Policy - A link to Humber's Privacy Policy in the content and on the footer of the site in which form is located. https://humber.ca/privacy-policy
- Brand Recognition – Humber Logo prominently displayed
- Legal disclaimers - Any text or disclaimers required by legal must be added

6. Exception/Exemption Process

Maintaining both the consistency of the Humber brand and the quality of the user experience throughout Humber's digital environment requires a consistent application of standards. Exceptions and exemptions to the elements presented in these guidelines are not encouraged but in some cases may not be required. Requests to move forward in a manner not in accordance with the website guidelines must be presented to the GRMC in writing specifying:

1. Which element of these guidelines the exception pertains to (i.e. brand, design, security, etc.)?
2. Why the exemption is being requested and why the guideline element(s) can not be adhered to for the web project in question

Upon receipt of the exception request, GRMC will work the stakeholders and the pertinent partners in ITS and Legal to determine whether the exemption can be permitted and if there are any mitigation requirements conditional on allowing it to proceed.

Requests can be initiated by submitting an email to the Web Properties Manager (siby.jacob@humber.ca)

Appendix

Third Party Service Provider Privacy and Security Standards Agreement

https://humber.ca/brand/sites/default/files/web-guidelines/Humber-College-Third-Party-Service-Provider-Privacy-and-Security-Standards.pdf