



UNIVERSITY of LIMERICK

O L L S C O I L L U I M N I G H

University Web Policy

The following requirements apply to all web pages that provide official information about the University of Limerick to the public. All pages must also conform to the [Code of Conduct for Users of the University of Limerick's Computing Resources](#).

The web is one of the key ways that the University of Limerick presents itself to the public. In many cases, our web pages form a reader's first impression about UL (Please refer to the [Corporate Identity](#) for information on the importance of brand and identity.)

To present a consistent, professional image, it is crucial that all UL web pages clearly establish their relationship with the university.

All UL websites must include:

1) The University of Limerick Identity

The University of Limerick logo must appear in the top left corner of each webpage on the site as per the design of the university homepage. The University of Limerick logo must also link back to the homepage www.ul.ie. The University of Limerick web logo may not be altered. The UL logo dimensions are 369px X 85px

For more information on the use of the University of Limerick logo, consult the UL [Corporate Identity](#) website. The full name of the university must appear on a website. No university trademarks may be altered or manipulated in any way nor merged with or placed directly against any other logo*.

The University of Limerick must appear on all downloadable material e.g. word documents, pdfs etc.

2) Platform

As of November 2011, any new websites must be developed in Drupal

3) University of Limerick Web Site Naming Conventions

Web sites hosted on the UL corporate servers must comply with the following web address naming conventions.

ul.ie must appear in the domain names of UL organisations / Colleges / Depts.

Examples of accepted domain names;

www.ul.ie/business

www.business.ul.ie

EU Project Websites

In relation to the hosting of websites representing EU projects that are joint actions between several organisations and Universities the following conventions will apply;

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Acknowledgement of UL as host - and this acknowledgement linking back to www.ul.ie

4) Search Link

Each site's main webpage must include a search feature to Search the current website. The search functionality must appear on the top right of the screen, as per the homepage www.ul.ie.

5) Top Navigation Menu

The following must appear in the top right hand corner of a website



Links for elements as follows:

- **UL Home** - <http://www.ul.ie>
- **Student & Staff** - <http://www.ul.ie/portal>
- **Study at UL** - <http://www.ul.ie/study-at-ul/>
- **Research** - <http://www.research.ul.ie>
- **Faculties & Departments** - <http://www.ul.ie/about-ul/academic-faculties/>
- **Industry & Business** - <http://www.ul.ie/industry-business/>
- **A-Z Directory** - <http://www.ul.ie/about-ul/directory-of-services/>
- **UL Campus** - <http://www.ul.ie/ul-campus/>
- **About UL** - <http://www.ul.ie/about-ul/>

6) Avoid Content Duplication

7) Contact Information

Top-level pages must include complete contact information for the unit (address, phone, fax, and email) or a clearly visible link to that information.

8) Copyright & Privacy

All sites must abide by copyright law and respect the intellectual property of others. Webpages must display the following:

“University of Limerick, Limerick, Ireland, T: +353 (0)61 202700 : Disclaimer : Privacy & Cookie Statement : Enquiries : Location”

Link for element as follows:

- Disclaimer: <http://www.ul.ie/disclaimer.pdf>
- Privacy & Cookie Statement: <http://www.ul.ie/privacy.pdf>
- Enquiries: <http://www.ul.ie/about-ul/contact-information/>
- Location: <http://www.ul.ie/ul-campus/campus-maps/>

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All University of Limerick websites must also adhere to the following:

9) Information Accuracy and Timeliness

Site information must be accurate and up-to-date. Make sure it is reviewed regularly. Out-of-date names, dates, and other facts do not help users and reflect poorly on you, your department, and the university.

10) High Proofreading Standards

All pages must be free of spelling errors. In addition to using a spell-checker, proofread material carefully and have a “second set of eyes” review it too.

11) Link Integrity

Make sure that all links are accurate and working. Test each link manually or use a link checker) to test the entire page. The UL Web Editor can provide advice on a suitable link checker to use to test sites. Recheck links regularly to make sure they are still operating.

12) Accessibility

At a minimum, essential information and functions must be available in an alternative form. For example all images must have an alt tag.

13) Logos

Faculty logos and Research logos must not be larger than the University of Limerick logo (369x85)

The presence of external web developer logos or company name is not permitted on University of Limerick websites.

The Web Co-ordinator for the University of Limerick reserves the right to remove any sites that are not compliant with the above policy.

*Unless the website is a collaboration between several organisations and Universities



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Revision No.	Date	Details of Change
1	09 Sept 11	Initial Release
2	27 January 12	Addition of Information about University of Limerick Web Site Naming Conventions
3	09 March 12	Addition of Information about Downloadable materials from UL website in Point 1) The University of Limerick Identity
4	10 May 2012	Addition of Point 13
5	30 May 2012	Addition of UL Logo dimensions to point 1
6	08 June 2012	Addition of Point 2
7	18 February 2013	Addition of Point 5
8	02 May 2013	Update to Privacy Statement to read Privacy & Cookie statement
9	19 November 2015	Change Departments to read Faculties & Departments

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