

## STANDARD: Global Elements

# Global Website Elements

*Updated 9/28/22*

UTSA's websites are required to incorporate certain global elements to align with the university's brand, ensure consistent user experience and promote Search Engine Optimization (SEO). UTSA has three categories of global elements:

1. Global headers and footers
2. Required links and elements
3. Google Tag Manager code

### UTSA GLOBAL HEADERS AND FOOTERS

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The vast majority of [UTSA official websites](#) are required to use one of the university's global headers and footers. Global headers and footers are designed to ensure that the university's brand identity is consistent and that UTSA's sites contain required links.

Global headers/footer designs are subject to change, and may include additional elements (such as alert banners) that can be activated or suppressed as needed.

UTSA's current global header and footer options can be found on [UTSA's Visual Style Guide](#).

### REQUIRED LINKS AND COMPONENTS

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UTSA official websites must contain certain links and components as required by federal and state laws, UT System and UTSA policy.

Required components include (but are not limited to):

- An easily discoverable link to [UTSA's home page](#), preferably in the header and the footer.
- Links to relevant university policy pages, accessibility information and the UT System home page.
- A copyright notice in the following format: © YEAR The University of Texas at San Antonio

Required links and components are automatically incorporated into the university's global headers and footers. Visit [UTSA's Required Website Elements](#) for the current list.

### GOOGLE TAG MANAGER AND GOOGLE ANALYTICS

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UTSA utilizes Google Tag Manager to add and update website tags, enabling Google Analytics version tracking, site analytics and remarketing across university web properties. Google Analytics allow the

university to monitor site traffic and user behavior with the intent of improving user experience site-wide. All UTSA official websites must include UTSA Google Tag Manager code.

UTSA's Web Services Team oversees the management of the university's Google Tag Manager account. To ensure compliance with the university's [internet privacy policy](#), requests to implement any additional tracking code should be sent to the [Web Services Team](#).

## EXEMPTIONS

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Requests for exemptions from using UTSA's global website elements as described in this standard will be reviewed by the [Web Steering Committee](#) in concert with the university's [Website Criteria and Requirements](#) policy.

The Web Steering Committee may exempt sites from using one or more global website element if it falls into one of the following categories:

- The site qualifies as a UTSA **Affiliated or Third-Party Application/Site**
- **The site has technical limitations**, such as software as a service web-based applications that do not allow for template customization (i.e. [RowdyLink](#) and the [UTSA Scholarship Hub](#)). These sites are required, at minimum, to incorporate a UTSA logo or link back to the university's home page.
- **The site is grant funded**, and a stipulation of the grant is that the site cannot utilize UTSA branding and/or the UTSA.EDU domain.
- **The site is related to intercollegiate athletics** and serves as a platform for advertising revenue (i.e. [goutsa.com](#))

Other exemptions may be considered individually based on specific business case needs.