



THE UNIVERSITY OF  
TENNESSEE  
KNOXVILLE

# Using the 2015 UT Web Templates

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## The 2015 UT Web Templates

Websites within the [utk.edu](http://utk.edu) domain are among the most widely seen forms of communication at the university. It is important to ensure that all websites in the UT family consistently use the UT brand standards ([communications.utk.edu/branding](http://communications.utk.edu/branding)). Using the 2015 web templates will help you do just that.

The templates have been rebuilt from the ground up and are responsive, so they work well on mobile devices as well as desktops. Throughout the process the templates have been tested to ensure they remain accessible and usable, while flexible enough to accommodate a wide range of communication needs. These templates are not only a time saver but are also a resource saver, providing units a foundation on which to build their web presence without having to start from scratch.



## Visual Requirements

These foundational visual template requirements are issued by the Office of Communications and Marketing and may be updated periodically. Individual colleges, departments, or units may establish additional branding and/or design requirements. However, additional requirements may not supersede the requirements outlined here.

Please note that if you are using the HTML templates or WordPress theme “out of the box,” this work has already been done for you. The detailed discussion of template requirements found here is primarily intended to clarify the areas of the template that may not be modified in the course of customizing and/or interpreting the templates for custom CMS, third-party, or other web applications.

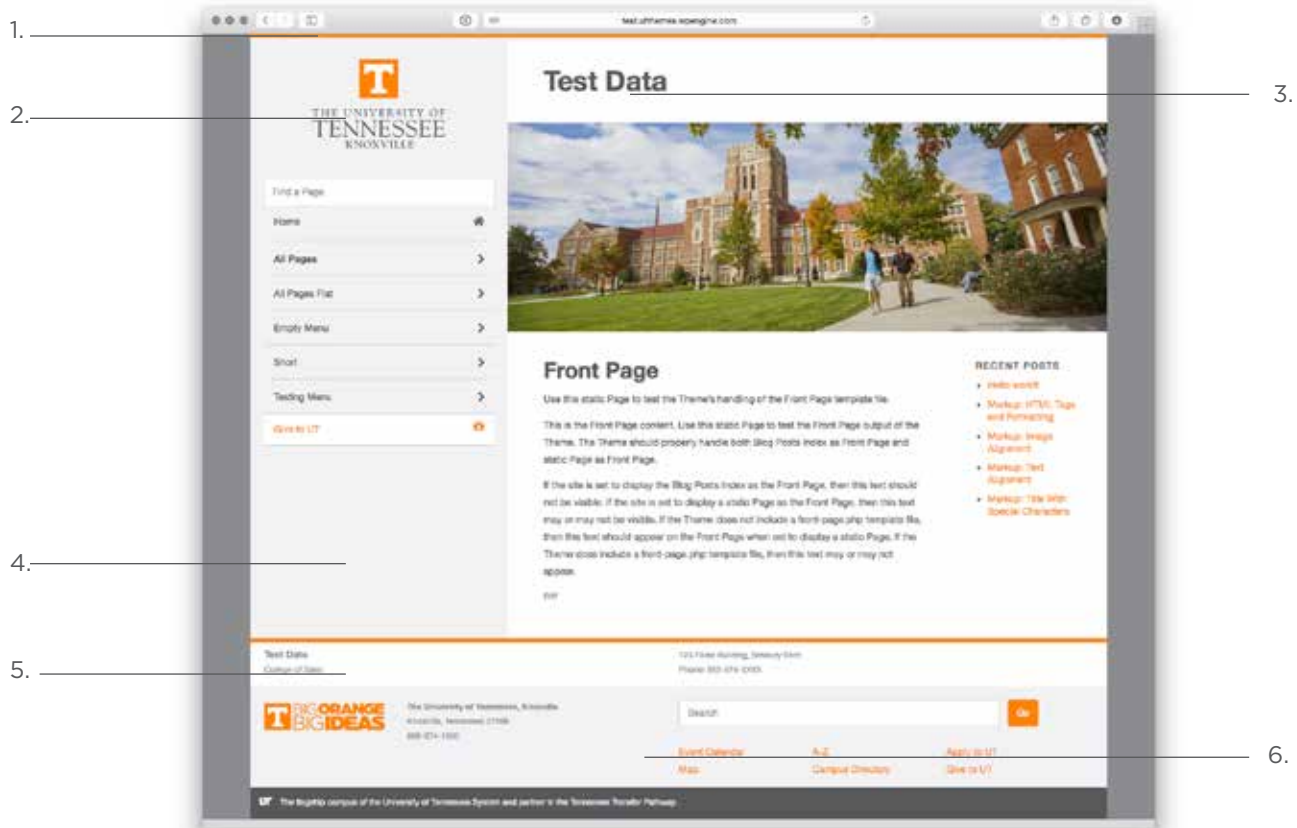
In addition to the requirements outlined below, university websites must conform to UT identity and editorial standards. For more information about identity and editorial standards, please visit the UT branding website ([communications.utk.edu/branding](https://communications.utk.edu/branding)).

Most users will do fine by briefly reviewing these requirements and then moving on to the customizing section.



The following are the requirements issued by the Office of Communications and Marketing. Individual colleges, departments, or units may establish additional branding and/or design requirements of their own.

# Desktop (viewports > 960px wide)



## 1. The Big Orange ID Line

A six-pixel UT Orange ([#ff8200](#)) horizontal line must appear at the top of the screen on every page.

## 2. The UT Identifier

The centered university logo should appear in the upper left of all web pages and must link to [www.utk.edu](http://www.utk.edu). This logo may not be altered or modified in any way (e.g., by adding unit identification).

## 3. The Unit Identifier

**Font:** The unit identifier must be sans serif. See the university typography standards ([communications.utk.edu/branding/typography.php](http://communications.utk.edu/branding/typography.php)) for more information.

**Color:** The unit identifier must be Smokey gray ([#58595B](#)) See the university color standards ([communications.utk.edu/branding/palette.php](http://communications.utk.edu/branding/palette.php)) for more information.

**Size:** The unit identifier type must be 39px high.

## 4. The Side Rail

The side rail contains the UT Identifier, the type-ahead search filter (if applicable), and the top-level navigation of the website (“Give to UT” link is optional). It should be 30 percent of the overall content area width. Its background color must be [#f6f6f6](#).

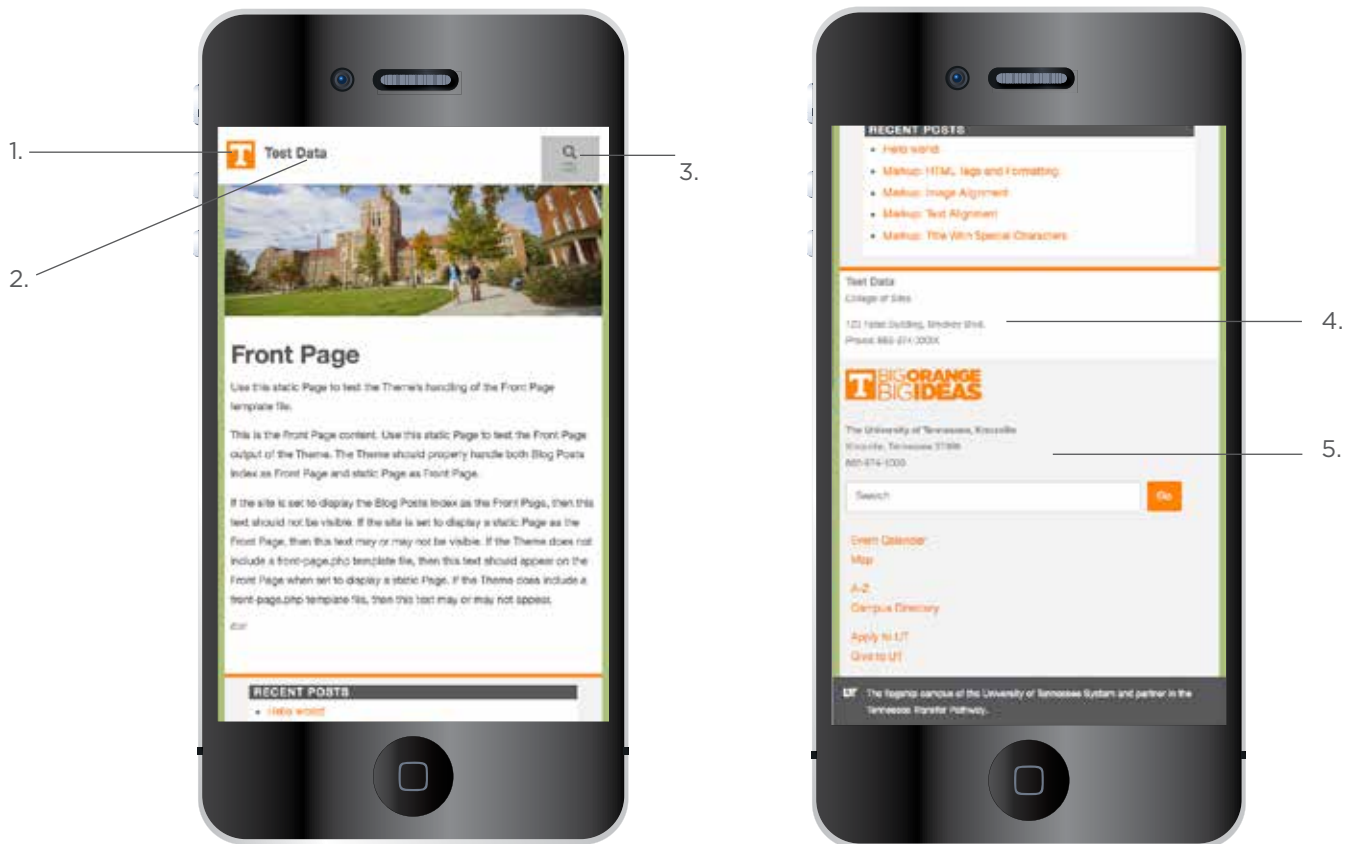
## 5. The Contact Bar

The contact bar separates your site content from footer information. It has a six-pixel top border of UT Orange ([#ff8200](#)). It must contain contact information for your unit (name, address, main phone number, etc.).

## 6. The UT Footer

The UT footer is situated directly beneath the contact bar and may not be modified in any way. It contains the “Big Orange. Big Ideas.” tagline mark, pertinent location information, system identification, and general information links. Its background color must be [#f6f6f6](#).

## Mobile (viewports < 960px wide)



### 1. The UT Identifier

The Power T icon must appear in the upper left corner of the display. It must link to [www.utk.edu](http://www.utk.edu).

Note: This is a special case use for the Power T icon, which may not be used as a stand-alone image elsewhere on your website (see logo rules).

### 2. The Unit Identifier

As on desktop view, the unit identifier must be sans serif and Smokey gray. For mobile display, the type must be 18px high.

### 3. Find Page

Top-level navigation and the type-ahead box must be off-canvas and accessible by a “Find Page” button in the upper right of the screen.

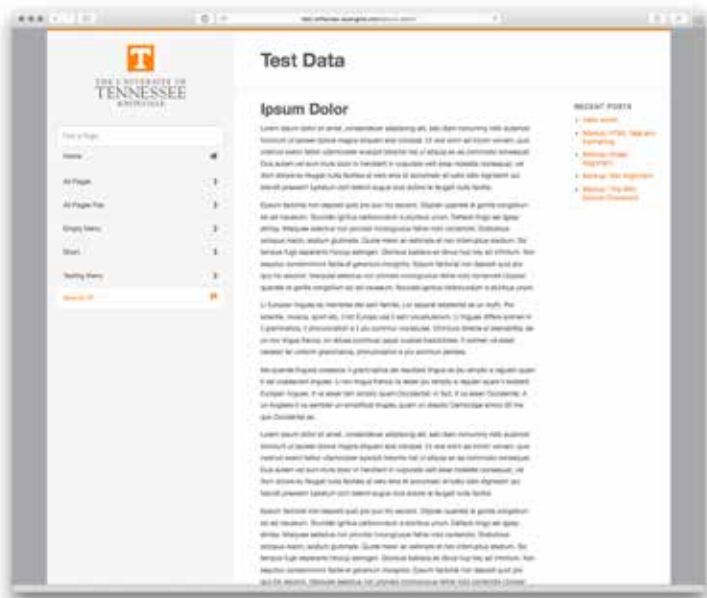
### 4. The Contact Bar

The contact bar should appear below the content of your site and be bounded on the top by a six-pixel UT Orange (#FF8200) bar. As on desktop, the contact bar will contain contact information for your unit (name, address, main phone number, etc.).

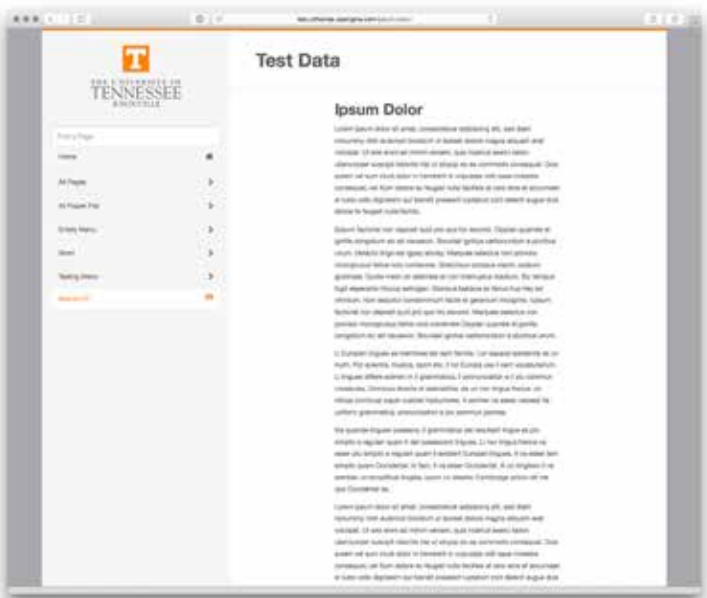
### 5. The UT Footer

The UT footer is situated directly beneath the contact bar and may not be modified in any way. It contains the “Big Orange. Big Ideas.” tagline mark, pertinent location information, system identification, and general information links. Its background color is #f6f6f6.

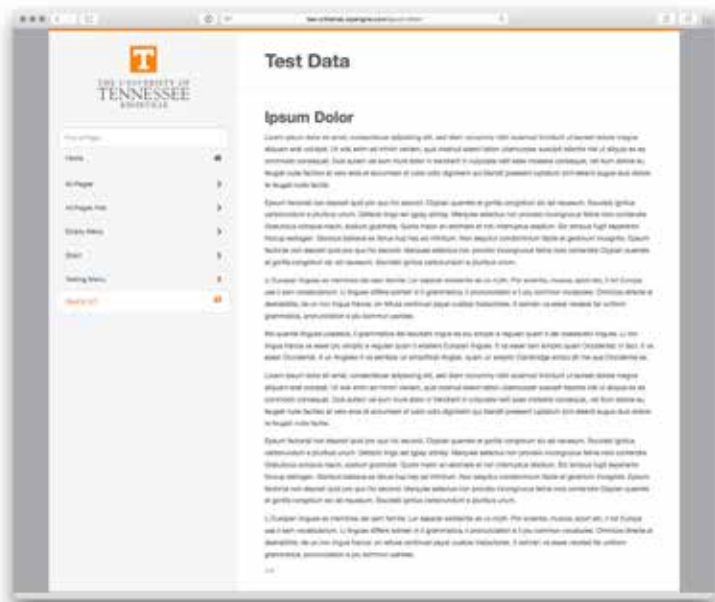
# The Templates: Three Layouts



Default



No-Sidebar



Wide



## Using the Templates

We provide the frame. You provide the content.

The templates provide a consistent framework and context for your site's unique content, including text, photographs, documents, forms, graphics, and other elements.

Web designers and developers should work with their unit's content experts to determine the organizational hierarchy (architecture) for presenting that content. As you embark upon this process, we encourage you to begin with a discussion of your intended primary audience and their expectations, needs, and familiarities.

Another thing to bear in mind is that there are many possible configurations for web servers. We've tried to account for these fundamental differences by providing you with basic HTML that should work in any server environment and can be "broken out" into any format that suits your needs (such as PHP, ASP, etc.).

All templates come with four sets of assets: HTML, JS, CSS, and a standard set of graphics. You will be required to host all of these assets on your own server and ensure that they are linked properly in your HTML.



# Deconstructing the Templates: The <head>

The 2015 templates use the SVG (scalable vector graphics) image format for most of the graphics. SVG allows for resolution independence (that's a fancy way of saying that your logos and icons will not be blurry or pixelated, no matter what size monitor they're on).

The first thing you'll notice in the <head> is a lot of inline JavaScript (JS) referencing various CSS files. Why? Some older browsers do not support SVG, so fallbacks must be provided. These stylesheets and scripts are detecting browser capability and serving the appropriate file.

Our advice: Simply ensure your links are correct and then leave them alone. You'll know that they are incorrect if no logos or icons appear on your site.

```
<script>
  /*! grunt-grunticon Stylesheet Loader - v2.1.2 | https://github.com/filamentgroup/grunticon | (c) 2015 Scott Jehl, Filament Group, Inc. |
  MIT license. */
  (function(e){func....
  ....
  ....(grunticon,this);
    grunticon(["http://PATH/TO/YOUR/FILES/icons.data.svg.css", "http://PATH/TO/YOUR/FILES/icons.data.png.css", "PATH/TO/YOUR/FILES/
icons.fallback.css"]);
  </script>
  <noscript><link href="http://PATH/TO/YOUR/FILES/icons.fallback.css" rel="stylesheet"></noscript>
```



For brevity's sake, the code block above has been edited. The red ellipses represent the area where code is missing (you'll find it in the template files). The yellow type represents code you'll need to edit.

The next thing you'll notice is a reference to a javascript file called **HTML5.js**. Why? Again, the purpose of this code is to accommodate visitors using older browsers. Removing this file may appear to do no damage; however, it must be kept to ensure that your site looks good on older machines.

```
<!--[if lt IE 9]>
    <script src="http://html5shiv.googlecode.com/svn/trunk/html5.js"></script>
<![endif]-->
```

Further down in the **<head>** you will find a reference to **style.css**. This is the site's central CSS file. We do not recommend modifying this file, so that it can be updated periodically by central communications without jeopardizing your customizations.

*For information on customizing your site, see the Customizing section of this document.*

```
<link rel="stylesheet" href="http://PATH/TO/YOUR/FILES/style.css" type="text/css" media="all" />
```

You'll also notice a conditional link to a file called **ie.css**. If you've stayed with us this far, we're going to assume you already know what this file does. Simply put, it accommodates older Internet Explorer (IE) versions.

```
<!--[if lt IE 9]>
<link rel="stylesheet" href="http://PATH/TO/YOUR/FILES/ie.css" type="text/css" media="all" />
<![endif]-->
```

At last you'll see a jQuery link. Keep this link intact and make sure it is referenced before the JavaScript file **utk-min.js**.

Once you ensure all the above links are in place, you are ready to begin adding the things (structure, content, design) that make your website unique.

```
<script type="text/javascript" src="//ajax.googleapis.com/ajax/libs/jquery/1.11.2/jquery.min.js"></script>
<script type="text/javascript" src="http://PATH/TO/YOUR/FILES/utk-min.js"></script>
```



#### **Why are the HTML5 shim and jQuery linked to a Google server?**

These two javascript files are used by many sites all over the web, and the Google server is widely used as a repository. If your user has visited many sites, they are likely to have already downloaded jQuery or the HTML5 shim from Google and stored the files in their browser cache. When the user visits your site, they will not need to download them again, making your site load faster.

# Deconstructing the Templates: The Megamenu

The templates come with a built-in menu system. When building menus for your site, simply follow the precedent set in the downloaded template samples. However, if you want to understand it, the best way to proceed is to have a close look at it and reverse-engineer it.

In the section that follows, we've chosen to focus on a few high points of the menu structure.

Conceptually, each top-level navigational item should be thought of as a section of your site. The top-level buttons do not take you to a page; rather, they open the menu and allow you to navigate to any page within that section.

The menu HTML follows a straightforward structure of nested lists:

```
<div id="megamenu">
  <ul class="mainnav" role="menu">
    <!-- Here is the home button -->
    <li><a class="home_button" href="/" tabindex="2" role="button">Home <i class="icon-fa-home pull-right"></i></a></li>

    <!-- Here is a menu -->
    <li class="top-menu-item">
      <button id="drop2" class="list-item-button" aria-haspopup="true" role="button" tabindex="3">Section Name <i class="icon-fa-chevron-right pull-right"></i></button>
      <div class="megamenu-sub" id="menu-one" aria-labelledby="drop2" aria-expanded="false">
        <button class="menu-back btn" data-toggle="dropdown" role="button"><i class="icon-fa-chevron-left"></i> <span class="back">Back</span></button>

        <h3>Section Name </h3>
        <div class="inner">
          <div class="menu-header">
            <ul class="menu">
              <li class="menu-item"><a href="#">Home</a></li>
              <li class="menu-item current-menu-item"><a href="#">Blog</a></li>
              <li class="menu-item"><a href="#">Page Name</a></li>
              <li class="menu-item menu-item-has-children"><a href="#">Another Page</a>
                <ul class="sub-menu">
                  <li class="menu-item"><a href="#">Page</a></li>
                  <li class="menu-item"><a href="#">Page</a></li>
                </ul>
              </li>
              <li class="menu-item"><a href="#">Level 1</a>
                <ul class="sub-menu">
                  <li class="menu-item menu-item-has-children"><a href="#">Level 2</a>
                    <ul class="sub-menu">
```

```

        <li class="menu-item"><a href="#">Level 3</a></li>
        <li class="menu-item"><a href="#">Level 3a</a></li>
        <li class="menu-item"><a href="#">Level 3b</a></li>
    </ul>
</li>
<li class="menu-item"><a href="#">Level 2a</a></li>
<li class="menu-item"><a href="#">Level 2b</a></li>
</ul>
</li>
</ul>
</div>
</div>
</div>
</li>
<!-- Repeat these menus as necessary -->

<!-- Here is the giving button -->
<li id="giving"><a href="http://giveto.utk.edu">Give to UT <i class="icon-fa-gift fa-lg pull-right"></i></a></li>
</ul>
</div>

```

Each item in the top-level navigation should be placed within `<li>` elements with a class of `top-menu-item`. Each top-level item, or section, that you add is a `<button>`. Each button expands to reveal a menu for that navigational item, if one is present.

Within each menu, each additional “level” of navigation is a nested list within its parent list item. Each `<li>` should have a class of `menu-item`. The current menu item should have a class of `current-menu-item`.

Menu items that will contain submenus are indicated by the class `menu-item-has-children`. Submenus are classed `sub-menu`.

Also note that there are back buttons and `<div>`s nested within the menu. These aid navigation on mobile devices and should not be altered.



#### Accessibility Tip

The examples included in the HTML templates make use of ARIA attributes in each of the main menu sections. These are vitally important for visitors using screen readers and other assistive devices. Note the schemes used in the example and replicate them in the menus of your site.

# Deconstructing the Templates: Presenting Your Content

All site content should be placed within `<div id="content">`. When adding content, please use properly formatted semantic HTML. There are a few built-in helper classes that you can read about in the customization section that will assist with basic site layout.

## A Note on Content & Responsive Design

In April 2000, a famous essay called “A Dao of Web Design” ([alistapart.com/article/dao](http://alistapart.com/article/dao)) was written. You can read it today and—aside from a few technological changes—it still rings true. In short, it advises designers to embrace the “webbiness” of the web. The web is not a printed book. You cannot align elements with pixel-perfect precision. You will never be able to get your website to look *exactly* the same on every device or screen. It is best to accept the ebb and flow of things and embrace the flexibility of your content in your readers’ hands.

Building web pages that rely on precise arrangements of content can get you into a lot of trouble. Designing websites that change their appearance based upon screen size can further complicate this very basic lesson.

Responsive web design is a technique that allows your content to respond fluidly to the size of the screen (or “viewport”) displaying it. When designing responsively, this fluidity must be taken into account in advance, for unlike standard, fixed-width HTML sites, responsive sites are *intentionally* designed to look and function differently depending on screen size. For example, when designing for a viewport, it may be necessary to anticipate and code for adjustments in the appearance and functionality of the navigation so that room is freed up on the screen for content presentation.

Happily, responsive design is built upon basic HTML and CSS and does not require that you learn new technologies.

So feel free to experiment with the layout of your content within these templates. Align images to the left and to the right, but always keep in mind that the layout will change as the screen becomes smaller or bigger.



### Properly Formatted Semantic HTML?

The short definition of semantic html would be *use the right tags for the right elements*. A paragraph should be in a paragraph tag (`<p>`), a headline should be in a headline tag (`<h1>`, `<h2>`, `<h3>`, etc). Do not attempt create the look of a headline by using a `<span>` tag and applying ‘large font’ styling.

For a better, more complete definition have a look at [html5forwebdesigners.com/semantics](http://html5forwebdesigners.com/semantics).

## Content: Images

The content area at its widest is 980px. There is rarely any need to use an image wider than that. As discussed previously, due to the nature of responsive design, your images will scale down to fit smaller devices.

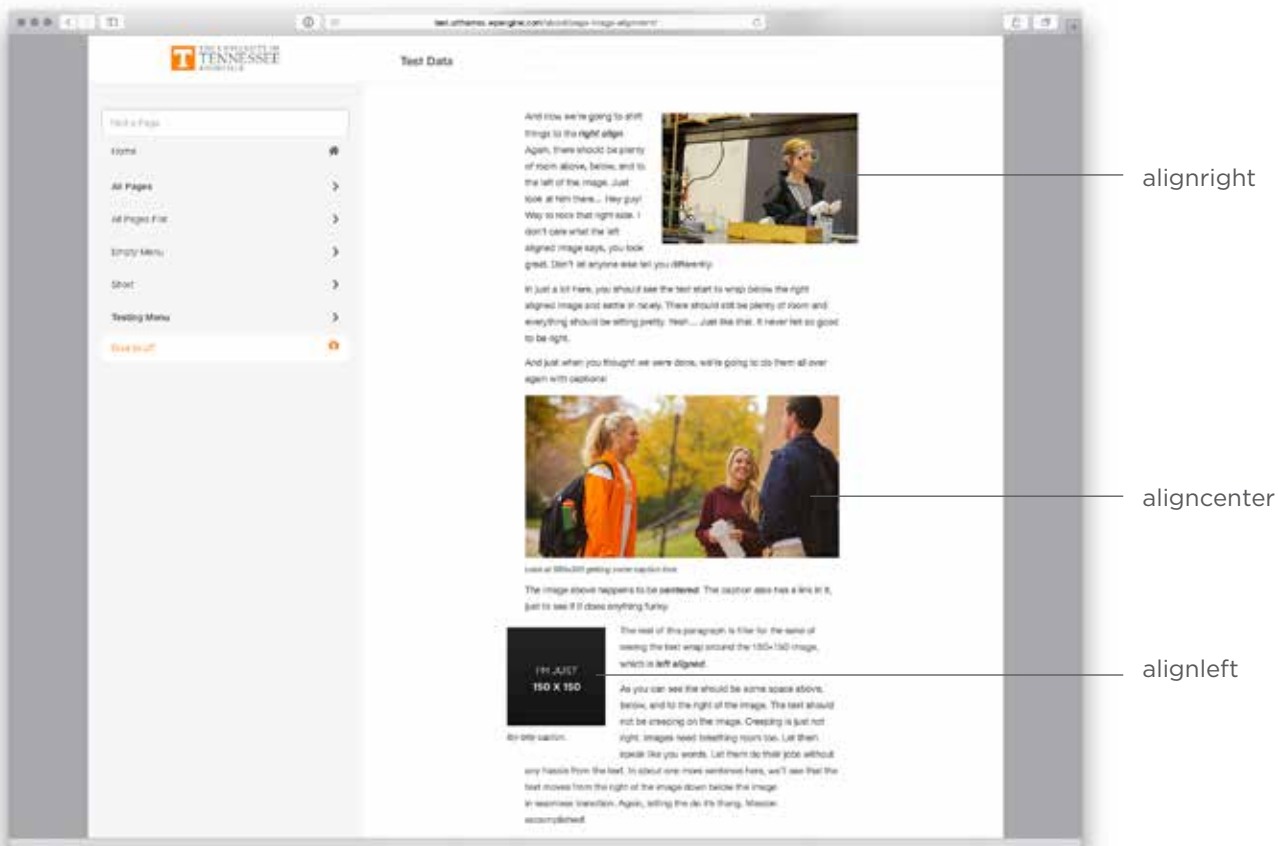
There are four main alignments for images: left, right, centered, and none. To align an image, simply add one of the following classes to your image:

```



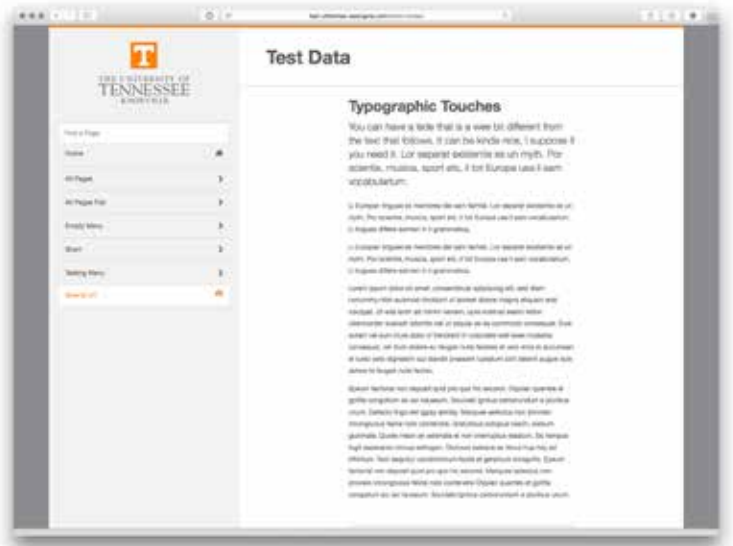
```

There is no need to specify **width** or **height** attributes. In fact, because the templates are responsive, it is recommended that you do not.



## Lede-ing with style

```
<p class="lead">You can have a lede that is a wee bit different  
from the text that follows. It can be kinda nice, I suppose if you  
need it. Lor separat existentie es un myth. Por scientie, musica,  
sport etc, li tot Europa usa li sam vocabularium.</p>
```



## Accordion folds

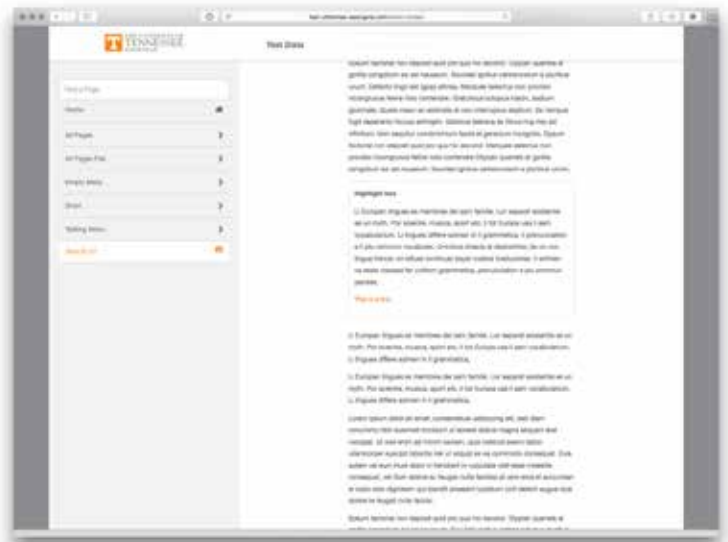
```
<div class="panel-group" id="accordion-0">  
  <div class="panel panel-default">  
    <div class="panel-heading">  
      <h3 class="panel-title"><a class="accordion-toggle"  
data-toggle="collapse" data-parent="#accordion-0" href="#tabsection1"  
aria-expanded="true"><i class="icon fa-chevron-down"></i>Tab Section  
1</a></h3>  
    </div>  
    <div id="tabsection1" class="panel-collapse collapse in"  
aria-expanded="true">  
      <div class="panel-body">  
        <p>Collapse stuff in the first accordion fold.</p>  
      </div>  
    </div>  
  </div>  
</div>
```



Note: Accordion folds hide content. Be aware that content within them may be missed by a casual viewer. They are best used in cases where the content is long and a user needs to choose the one piece of information that is relevant to them.

## Highlight boxes

```
<div class="box-light">
<p><strong>Highlight box</strong></p>
<p>Li European lingues es membres del sam familie. Lor separat existentie es un myth. Por scientie, musica, sport etc, li tot Europa usa li sam vocabularium. Li lingues differe solmen in li grammatica, li pronunciation e li plu commun vocabules. Omnicos directe al desirabilita; de un nov lingua franca: on refusa continuar payar custosi traductores. It solmen va esser necessari far uniform grammatica, pronunciation e plu sommun paroles.</p>
<p><a href="http://www.google.com">This is a link</a></p>
</div>
```

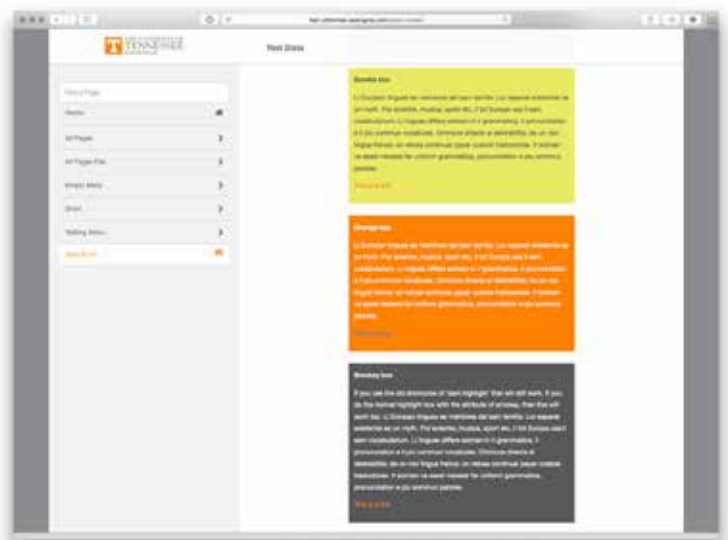


## Adding color to boxes

```
<div class="box-light eureka">
```

```
<div class="box-light orange">
```

```
<div class="box-light smokey">
```



Simply add the color class to the `<div>`.

As a reminder, our brand colors are:

- Orange
- Limestone
- Smokey
- Torch
- River
- Rock
- Eureka
- Switchgrass
- Valley
- LeConte
- Summitt
- Globe
- Sunsphere
- Regalia
- Legacy
- Buckskin
- Energy
- Fountain



## Tabs in the content

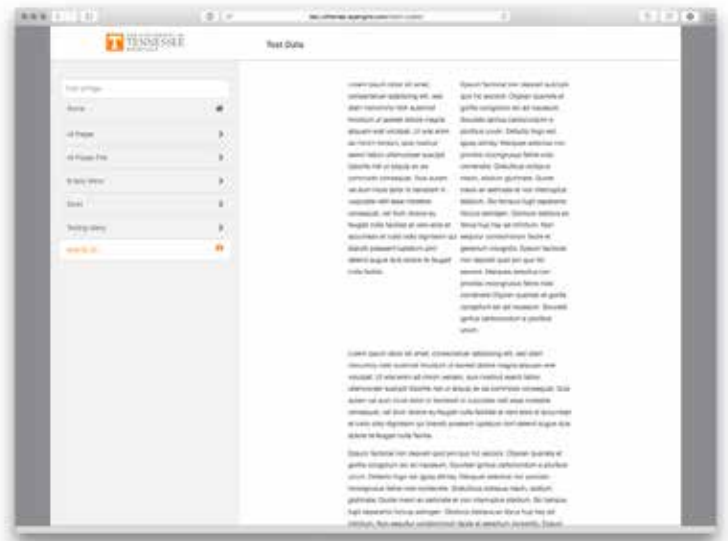
```
<ul class="nav nav-tabs" id="custom-tabs-61">
  <li class="active"><a href="#custom-tab-0-tab-1" data-toggle="tab">Tab 1</a></li>
  <li><a href="#custom-tab-0-tab-2" data-toggle="tab">Tab 2</a></li>
</ul>
<div class="tab-content">
  <div id="custom-tab-0-tab-1" class="tab-pane active">
    ...
  </div>
  <div id="custom-tab-0-tab-2" class="tab-pane">
    ...
  </div>
</div>
```



Note: Like accordion folds, tabs hide content. Be aware that content within them may be missed by a casual viewer. They are best used in cases where the content is long and a user needs to choose the one piece of information that is relevant to them.

## Columns in the content

```
<div class="half">
  ...
</div>
<div class="half">
  ...
</div>
<br class="clear">
```



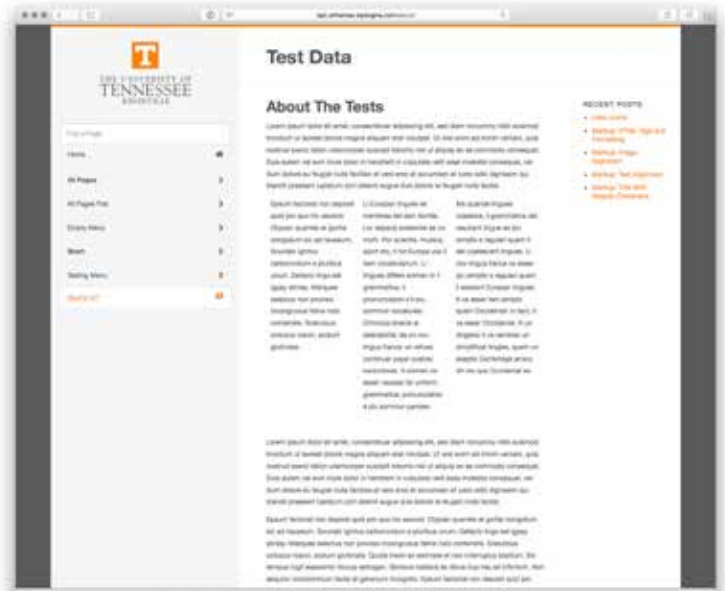
## Columns in threes

```
<div class="one-third column">
    ...
</div>

<div class="one-third column">
    ...
</div>

<div class="one-third column">
    ...
</div>

<br class="clear">
```



## Columns in fours

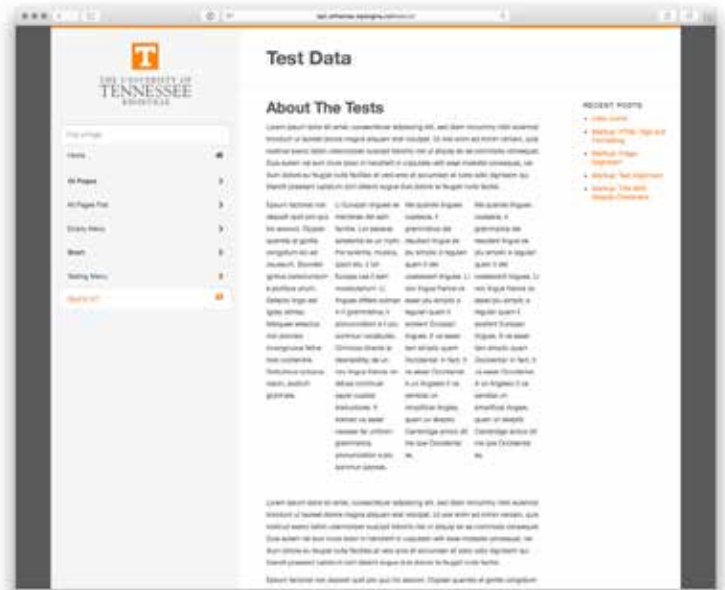
```
<div class="one-fourth column">
    ...
</div>

<div class="one-fourth column">
    ...
</div>

<div class="one-fourth column">
    ...
</div>

<div class="one-fourth column">
    ...
</div>

<br class="clear">
```



# Deconstructing the Templates: Overall Look & Feel

The templates, default CSS file includes everything you need to change the look and feel of your site. Most site-wide modifications can be made simply by adding a class to the body.

## Look & Feel: Color

The 2015 templates incorporate a variety of color schemes that can be “switched on” by designers. Many of the identity colors are available. These schemes modify the background color of the site as well as various elements within the page.

```
<body class="orange">
```

Simply add the color class to the `<body>`.

The available theme colors are:

- Orange
- Limestone
- Smokey
- River
- Switchgrass
- Valley
- Summitt
- Globe
- Regalia
- Legacy
- Buckskin



## Look & Feel: Typography

Likewise, you can change the style of typography on your site by adjusting the body class.

```
<body class="serif">
```

Built-in classes:

- sans
- serif
- mixedserif

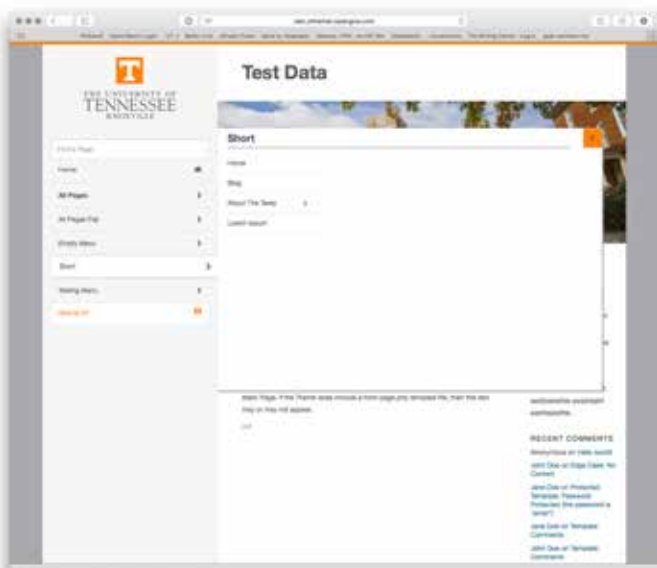


**Style Tip:** As part of the larger style guide, the university has adopted Gotham as its official type-face. Gotham is a licensed font and there is a cost associated with using it on your website. Please contact Communications and Marketing for information on activating it for your site. Otherwise, it is perfectly acceptable to use the standard font stacks that are specified in the template CSS.

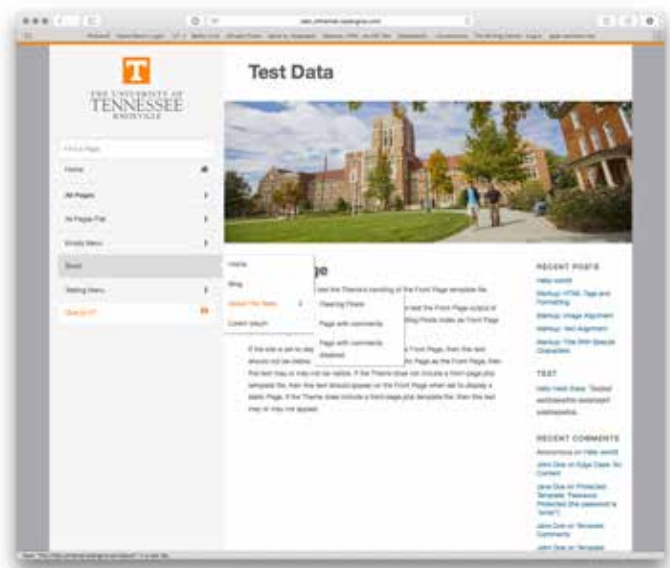
## Look & Feel: Navigation Style

There are two styles for desktop navigation: the flyout panel and the sideways dropdown. This too is adjusted by adding classes to the `<body>` element.

```
<body class="flyout">
```



Flyout



Sideways Dropdown

## Look & Feel: Do-It-Yourself

As hard as we try to plan for every reasonable contingency, there are times when you simply need to write your own styles for a custom application or interface. If you need to customize the templates, please create a `custom.css` file and add all of your custom styles and style overrides to it.

Creating and coding your own styles requires a particular skill set that is beyond the scope of this document. However, if you are interested in learning, the University of Tennessee, Knoxville, offers free access to [Lynda.com](https://www.lynda.com) to anyone on campus with a Net ID.



**Style Tip:** We strongly recommend that you do not overwrite or modify the default `style.css` file that is included with the templates, as we will need to make periodic updates to that document.



## Accessibility

As we've stated in the past, we develop our websites with an eye toward optimized accessibility. We're a public university, and our content should be accessible to visitors using assistive technologies to access the Internet. We should strive to be in compliance with Section 508 standards for web-based intranet and Internet information and applications ([www.section508.gov/summary-section508-standards#web](http://www.section508.gov/summary-section508-standards#web)).

In the past, this has been accomplished primarily by adhering to web coding best practices such as using good semantic HTML to structure web pages ([webaim.org/techniques/semanticstructure](http://webaim.org/techniques/semanticstructure)), consistently employing alt text for images, captioning videos, not using images or colors as sole conveyors of information, using tables for data presentation only, etc.

The 2015 templates were developed with these best practices in mind, but also in consultation with WCAG 2.0 guidelines ([www.w3.org/TR/WCAG20](http://www.w3.org/TR/WCAG20)). Among other things, they include ARIA elements ([www.w3.org/WAI/intro/aria.php](http://www.w3.org/WAI/intro/aria.php)) within the template HTML to provide an extra layer of accessibility for users.

We've tested these templates with users who rely on assistive technology to access our websites, and will continue to do so. As we learn more about how to optimize our code, we will share information with the UTWEBDEV listserv and we will issue template updates as needed.

As you design, build, and add content to your websites, it will help you and your site visitors if you familiarize yourself with website accessibility standards, best practices, and code standards such as ARIA.

**Here are a few resources to keep in your back pocket:**

- W3C Web Accessibility Initiative: [www.w3.org/WAI](http://www.w3.org/WAI)
- Web Content Accessibility Guidelines (WCAG) 2.0: [www.w3.org/TR/WCAG20](http://www.w3.org/TR/WCAG20)
- Understanding WCAG 2.0: [www.w3.org/TR/UNDERSTANDING-WCAG20](http://www.w3.org/TR/UNDERSTANDING-WCAG20)
- How to Meet WCAG 2.0: [www.w3.org/WAI/WCAG20/quickref](http://www.w3.org/WAI/WCAG20/quickref)
- WebAIM (Web Accessibility in Mind): [webaim.org](http://webaim.org)
- WAI-ARIA Overview: [www.w3.org/WAI/intro/aria.php](http://www.w3.org/WAI/intro/aria.php)
- Notes on Using ARIA in HTML: [www.w3.org/TR/aria-in-html](http://www.w3.org/TR/aria-in-html)

**Here are some online tools for testing accessibility:**

- WAVE (Web Accessibility Evaluation Tool): [wave.webaim.org](http://wave.webaim.org)
- Colorable: [jxnblk.com/colorable/demos/text](http://jxnblk.com/colorable/demos/text)

**Campus Resources:**

Office of Disability Services

100 Dunford Hall

Phone: 865-974-6087

VP: 865-622-6566

E-mail: [ods@utk.edu](mailto:ods@utk.edu)

Web: [ods.utk.edu](http://ods.utk.edu)



## Getting Help

### Further Help & Contacts

These web templates were released in June 2015, and they represent a sea change in the way UT websites are presented, navigated, and viewed. It is completely reasonable to have questions.

If you encounter difficulty implementing or using the templates or simply have general questions, please contact us at [webteam@utk.edu](mailto:webteam@utk.edu) or post a question to the community on the UTWEBDEV listserv ([listserv.utk.edu/](http://listserv.utk.edu/)). We also recommend that you join the general CAMP-COMM listserv to receive broader communication updates.

To join the UTWEBDEV or CAMPCOMM listservs, you'll need to create an account at [listserv.utk.edu](http://listserv.utk.edu) and join the list. You will find instructions for subscribing, unsubscribing, and posting to listservs on the OIT website ([oit2.utk.edu/helpdesk/kb/entry/1855/](http://oit2.utk.edu/helpdesk/kb/entry/1855/)).

If you have difficulty joining, please contact the OIT Help Desk at [help.utk.edu](http://help.utk.edu) or 865-974-9900.



## Getting a Website Account

The Office of Information Technology (OIT) manages and maintains the servers on which many campus websites run, including [utk.edu](http://utk.edu).

If you are a current UT faculty member, employee, or student with a NetID, or if you represent a university organization, unit or department, you may request server space and/or a “vanity URL” for your website (e.g., [mydepartment.utk.edu](http://mydepartment.utk.edu)) by contacting the OIT help desk at [help.utk.edu](http://help.utk.edu) or 865-974-9900.

## Contacting the Creative Communications Web Team

For all requests related to websites we manage, including specific questions about the web templates, reporting broken links, or requesting the addition of a link to [utk.edu](http://utk.edu), please e-mail [webteam@utk.edu](mailto:webteam@utk.edu).

To request our design or consultation services, please submit a project request form ([communications.utk.edu/request](http://communications.utk.edu/request)).