Guidelines for ORNL Public Websites – Including Personal Websites

**ORNL-hosted Websites - Branding**

There are branding requirements for all public facing ORNL websites. See SBMS [Branding External Websites](#) for details. This covers the use of logos and secondary logos, attribution statement, and fonts. Our templates already incorporate these branding requirements.

**Website Standards**

See SBMS [Website Standards](#) for details. This covers requirements for accessibility, contact information, disclaimers/security and privacy notices, titles, credit/attribution, links back to home pages, and links to the ORNL homepage. Our templates incorporate some of these requirements.

**Copyrighted Material**

See SBMS [Copyrighted Material](#) for details. This procedure applies to staff who would like to use copyrighted material owned by others. Additional information regarding copyright can be found on the ORNL Library site: [Authors Resources - Copyright](#) – pay special attention to the section *Reusing Third-Party Content*.

**Website Content Controls**

See SBMS [Website Content Controls](#) for details. This procedure helps content owners what content can be accessible to the public.

**Publications Guidance**

Publications should be vetted through Resolution. See SBMS [Review and Approve Scientific Communications Internally](#) for details.

**Implied Requirements** - adapted from SBMS social media guidelines for all researcher websites

Regardless of whether a researcher’s website is hosted by ORNL, if the researcher acknowledges a relationship with the laboratory on the website, they should note that:

- Anything a staff member posts may tarnish ORNL's reputation, so be mindful of what you say and how you say it. ORNL encourages and wants employees to use websites to promote the Lab as a scientific leader, valuable partner, and community asset.
• If speaking on behalf of the Lab, coordinate responses with the Communications Staff.

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