WEB STRUCTURE

The CSU Online environment is a tier-based web structure based on functional differences, summarised in the matrix below.

Tier	Description	Audience	Template	Features	Examples
1: Top level	CSU home and 'CSU2'	External	Fixed	Single strictly branded template Separate style guide document	http://www.csu.edu.au
2: Gateways	High-level multi-page portals into the CSU Online environment	Internal/ External	Fixed – with mandatory differentiation	Strongly CSU branded with clear visual similarities to csu.edu.au but some differentiation Each instance will have unique point of difference	http://m.csu.edu.au http://news.csu.edu.au http://student.csu.edu.au http://www.csu.edu.au/alumni http://staff.csu.edu.au
3: Landing pages	Primarily marketing focused to target a particular stream of traffic, offering them a single information context and clear calls to action.	External	Various options	Suite of template options Does not have global navigation options Capture traffic from offline advertising, PPC, display ads, EDMs, print publications Includes EDM as a sub-category	http://www.csu.edu.au/study/you-csu http://www.csu.edu.au/utimes http://www.csu.edu.au/study/email/defer/
4: Department - Faculty and Schools	May or may not map directly to organisational structure.	Internal/Student facing	Fixed – some customisation	Distinct areas of template for differentiation such as image element May not have own logo	Will include faculty and schools http://www.csu.edu.au/faculty/arts http://www.csu.edu.au/faculty/educat/ http://www.csu.edu.au/faculty/educat/sis/
	Enterprise, Clinics.	External	Fixed – some customisation	May have own branding	Will include enterprises, clinics http://www.csu.edu.au/vetservices http://www.csu.edu.au/winery http://www.csu.edu.au/dental-clinic

5: Offices / Division	Internal-only access with strictly branded template	Internal/External - Extranet	Fixed	Should be differentiated from public CSU Online environment	http://www.csu.edu.au/division/marketing http://www.csu.edu.au/division/hr http://www.csu.edu.au/division/finserv http://www.csu.edu.au/division/library
6:Application	Web accessible systems	Internal/ External	Encourage as much alignment as possible.	May be off-the-shelf solution offering little customisation Should be differentiated as an 'application', however aligned with a fluid user experience from key Gateways. (Student.csu or Staff.csu) Internal applications may not have their own logo (.e.g. Interact) External branding (e.g. Sakai) must always be subordinate to CSU branding Must always allow intuitive navigation back to the CSU gateway from which CSU users came	http://interact.csu.edu.au https://banssb.csu.edu.au/ssb/bwskalog.p_disploginnew
7: Partner	Relationship to CSU may be through management, ownership, funding or support arrangements.	External	Various options. Minimum requirements.	May be hosted externally to CSU May be co-branded Only Research Centres to have their own 'colour' as part of brand	http://charteredmasters.com.au http://www.csu.edu.au/faculty/business/agmc/ http://www.csu.edu.au/division/landt/efp/ http://www.csu.edu.au/research/ilws/
8: Social media	Our presences on external social networking sites	Internal/ External	Minimum requirements only	Will depend on the particular site Minimum requirement of prominent use of logo complying with branding specifications.	http://www.facebook.com/charlessturtuni http://twitter.com/charlessturtuni http://youtube.com/user/CharlesSturtUni http://blog.csu.edu.au