



DEPARTMENT OF THE NAVY
HEADQUARTERS UNITED STATES MARINE CORPS
2 NAVY ANNEX
WASHINGTON, DC 20380-1775

MCO 5720.76
PA-MCN
14 Sep 01

MARINE CORPS ORDER 5720.76

From: Commandant of the Marine Corps
To: Distribution List

Subj: STANDARDIZATION OF PUBLICLY ACCESSIBLE WEB PAGES

Ref: (a) MCO P5510.18A
(b) DoD Website Policy
(c) Section 508 Disabilities Act
(d) Public Law 100-235, Computer Security Act of 1986
(e) DoDI 5120.4
(f) DoD Dir 5040.5
(g) MCO P5600.31G w/ch 1-2
(h) SECNAVINST 5720.44D

Encl: (1) Locator Sheet
(2) Waiver request

1. Situation. Publicly accessible official Marine Corps web sites and web pages have proliferated on the World Wide Web. Uniformity for Marine Corps web sites is required to establish consistency, functionality, and professional standards as well as aid navigation for internal and external audiences. This Order establishes guidelines to standardize appearance and functionality of publicly accessible web pages.

2. Mission. Standardize functionality, appearance, and uniformity of all Marine Corps publicly accessible web sites.

3. Execution

a. Commander's Intent and Concept of Operations

(1) Commander's Intent. The World Wide Web provides the Marine Corps a significant forward presence to a global audience making our web sites their initial contact with our Corps. Therefore, it is essential that professional appearance and standards be reflected in this medium. Uniformity and standardization will play an important role in enabling quicker and easier access to Marine Corps information as well.

DISTRIBUTION STATEMENT A: Approved for public release, distribution is unlimited.

(2) Concept of Operations

(a) Marine Corps web sites shall maintain uniformity. This will be done through the application of common styles and standard web page components such as templates, parsed files, and associated graphics. Headquarters Marine Corps will provide the components necessary to establish baseline uniformity.

(b) Commanders and organization heads will have complete control over the content and layout within the guidelines established per the references and the style guide found at <http://www.usmc.mil/webstandards>.

b. Subordinate Element Missions

(1) Authority to publish to Marine Corps Internet web sites will be vested only in:

(a) Commanders who maintain "release authority" for public information (i.e., command Public Affairs Officers) per references (f) and (h). They may delegate this authority to subordinate commanders, but not lower than battalion/squadron level.

(b) Any general officer or senior executive service (SES) member in a supporting establishment agency (i.e., HQMC, MATCOM, TECOM, etc.)

(c) Marine Corps detachment commanders via their appropriate chain of command to satisfy b. (1)(a) or (b) above.

(d) Responsible leaders of other Marine Corps organizations may receive approval upon request to HQMC (PA).

(2) Authorized "releasing authority" agents will:

(a) Comply with this Marine Corps Order.

(b) Exercise control over the content of web sites under their cognizance.

(c) Ensure that all web sites under their cognizance are appropriately registered with the DoD Resource Locator / Government Information Locator Service (GILS), per reference (h).

(d) Ensure compliance with all applicable policies, and regulations included in references (a)-(h).

(e) Review and evaluate each web site under their control, on a recurring basis (no less than once annually) to ensure compliance with Marine Corps standards and the policy set forth in the references.

(f) Ensure that all applicable information assurance safeguards and standards are met.

(3) Division of Public Affairs will ensure USMC Inspector General (IG) Public Affairs inspection checklist includes standards for web sites.

(4) The following types of information will not be made available on the publicly accessible web sites:

(a) Classified.

(b) Unclassified but sensitive to include plans or lessons learned which would reveal sensitive military operations /exercises or references to any information that would reveal sensitive movements of military assets or the associated location of units, installations, or personnel.

(c) Information that cannot be disclosed under the Privacy Act as per reference (h).

(d) For Official Use Only (FOUO).

(e) Freedom of Information Act (FOIA) exempt information (e.g., draft policies and regulations).

(f) Copyrighted information for which releases from the copyright owner have not been obtained.

c. Coordinating Instructions. Submit all recommendations concerning this Order to CMC (PA) via the appropriate chain of command.

4. Administration and Logistics

a. Web Standards. An authorized standard template is available to webmasters or web site administrators at <http://www.usmc.mil/webstandards> to simplify compliance. Web site administrators/webmasters can install the template, and its associated components, on each web page/site for which they are responsible. Web site administrators/webmasters, with sufficient technical skills, may create web pages, which match

the appearance and functionality of the standard template, and its associated components, without using the template or they may customize the templates to fit the needs of the local web sites. Customization, however, must be in accordance with this Marine Corps Order and local directives. In addition, official Marine Corps web sites must display, at a minimum, the links provided as standard on the navigation tool bar. Web site administrators/webmasters may also add items to the bottom of standard navigation items to reflect local requirements.

b. New web sites. Units/organizations seeking to create a new web site or migrate an existing site to a remote host must request approval through their local "releasing authority."

c. Waivers. The Information Technology Steering Group will consider requests for waivers to this Order. Submit waiver requests, in writing via local "releasing authority", to HQMC (PA) using the format provided in enclosure (2). Commands granted waivers will be notified in writing or via email. Approved waivers must be kept on file by the requestor.

5. Command and Signal

a. Command. This Order is applicable to the Marine Corps Total Force.

b. Signal

(1) This Order is effective immediately.

(2) Pertinent information regarding web standards enhancements and Marine Corps web space are posted at <http://www.usmc.mil/webstandards>.



M. J. WILLIAMS
Assistant Commandant
of the Marine Corps

DISTRIBUTION: PCN 10208980000

Copy to: 7000110 (55)
7000144/8145001 (1)

Waiver Request
UNIT LETTER HEAD

DATE/ISC

From: Release Authority, Unit
To: Commandant of the Marine Corps (PA)

Subj: REQUEST FOR WAIVER TO MCO 5720.76

Ref: (a) MCO 5720.76

1. In accordance with paragraph 4 c of the subject reference, it is requested that this unit be granted a waiver to the implementation of Marine Corps Order 5720.26. The reasons for this request are outlined below:

- a. Describe the target audience: (size, location, and demographic details of the target audience.)
- b. Describe negative impact on the Marine Corps if the Marine Corps Order web page standards are implemented.
- c. Provide a proposed alternative to the web page standards. Give consideration on how best to apply the principles of web page standardization. In lieu of implementing the full solution provided for in the MCO, a customized version will be requested. At a minimum, units must account for the placement of the brand icon (standard logo) and a global toolbar on each web page.

2. Sample layout and design copy of the alternative page/site will be provided. These items can be submitted as printed copy, or files provided in electronic format via floppy disk or email, or URL.(jpg, gif, htm, asp, etc).

3. POC with email address and phone number for requesting command.

I.M. WEBMANAGER
USMC

ENCLOSURE (1)