

State of Arkansas

Web Site Common Look and Feel Guidelines

Purpose

The Information Network of Arkansas is charged with providing web site common look and feel guidelines for Arkansas state agencies. These guidelines are based on the design of the Arkansas.gov State Portal and other agency web sites. INA has published HTML design templates and accompanying documentation for agency webmasters at www.arkansas.gov/toolkit. This document communicates banner specifications as well as the Web page layouts, navigation, and design specifications to be used as agencies move towards adopting a common look and feel.

Overview

The Arkansas.gov domain provides an enterprise approach for state agencies to work together to provide citizen-centric digital government services and information. Key to achieving this goal is leveraging best practices for providing Web based content and services in a seamless, convenient, accessible manner with an enterprise common look and feel that features consistent navigation and ease of use on all agency web sites.

These guidelines apply to each Arkansas State entity publishing on the Internet in the course of its business and utilizing state resources. An “entity” is defined as a cabinet, agency, authority, board, commission, council, department, office, division, program, etc. In these guidelines, the word “agency” is used interchangeably with “entity,” and the terms “site” and “Web site” refer to Web sites and Web applications that represent, operate under the auspices of, or deliver services of the State of Arkansas. Each agency should review these guidelines for an Internet site and apply them accordingly.

Common Look and Feel Features:

- Arkansas.gov Header with links to Arkansas.gov and the state directory
- Agency Header – used for agency specific branding
- Main Navigation – positioned horizontally across top of Web page with drop-down/fly-out menus
- Main Content Area – body of page; page layout varies and is dependent upon content types
- Agency Fat Footer – agency contact information and links for social networking applications (if applicable)
- Arkansas.gov footer – links to accessibility, privacy, security, and acceptable use policies for Arkansas

Common Look and Feel Benefits:

- Simple, familiar, and consistent user experience between agency Web sites
- Consistent branding across the enterprise engenders confidence and public trust among users
- Templates meet Arkansas accessibility standards

Attribute Guidelines:

Color

A core family of colors has been established as an example for the design of the pages within the Web site. Those colors represented in their hexadecimal codes are:

- Blue: 014586
- Gray: F2F2F2
- Red: 990000

Additional colors will be required to fully execute the design of the Web site.

The Web site color scheme should be chosen at the discretion of the agency and should be harmonious throughout the core-family palette.

Font Usage

Page Title font = #990000, Times New Roman, 25 px

Body font = #444444, Arial, 12 px

Secondary Page Title = #990000, Arial, 16 px

Secondary Page Sub Titles = #000000, Arial, 14 px

Supporting Graphics

Photographs, charts and other visuals that are used throughout the Web Site should be selected based on their relevance and appropriateness to the content.

Agency Header

All agency sites should be branded with the appropriate logo in the right side of the agency header. The agency header should also contain the official name of the agency, department, board, association, or commission.

Arkansas.gov Header

All agency sites should be sub-branded with the Arkansas.gov logo and link to the Arkansas.gov Web site through the use of the Arkansas.gov header.

Main Navigation

All agency sites should have the main navigation positioned at the top of the screen, directly below the agency header. The main navigation will consist of hyperlinks to sections specific to agency content. These links will represent the main content sections of the agency Web site. Secondary navigation will be available as needed under each section of the main navigation. Drop-down or fly-out menus may also be utilized to provide quicker access to popular secondary or tertiary sub-navigation links.

Search Functionality

Search functionality should be prominently displayed in the left side of the screen on the home page and in the agency header of secondary or back pages.

Agency Footer

Agency footer will contain contact information specific to the agency. Information will include address, telephone number, and email address. If the agency uses social networking applications such as Twitter, Facebook, YouTube, and/or Flickr, links for agency pages should be included in the Agency footer.

Arkansas.gov Footer

Arkansas.gov footer will be located on every page throughout the agency site and will contain hyperlinks to various policies on Arkansas.gov. Links will direct a user to accessibility, privacy, security, and acceptable use policies – all part of the Arkansas.gov Web site domain.

Left, Center, and Right Content Areas

Various content areas have been designed to allow agencies to display content that is relative to their site and is of their choosing.

For Additional Information Contact:

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Wireframes for Page Layouts and Information – Home Page

1	Arkansas.gov Agencies Online Services State Directory A+ A- Text Print					
2	Agency Name (Agency Banner with Graphic)					
3	Home	Divisions	Resources	News	Business	Personal
4	Contact Us					
7	<input type="text"/> <input type="button" value="Search"/>		9		10	
8						
5	Home Divisions Resources News Business Personal		Agency Footer		Agency Name Address City, State Phone Contact	
6	Accessibility Privacy Security Acceptable Use			Copyright © 2009 State of Arkansas. All Rights Reserved.		

Page layout Key:

1. Arkansas.gov Header
2. Agency Banner
3. Main Navigation

4. Information Bar
5. Agency Footer
6. Arkansas.gov Footer
7. Search Functionality
8. Left Content Area
9. Center Content Area
10. Right Content Area

Home Page Specifications

#	Section Name	Width	Height	• Section Description
1	Arkansas.gov Header	1000	40	<ul style="list-style-type: none"> Arkansas.gov logo with hyperlink to Arkansas.gov Portal Hyperlink to Agencies list on Arkansas.gov Hyperlink to Online Services list on Arkansas.gov Hyperlink to State Directory Text Resize Option Text Only Option Print Page Option
2	Agency Home Header	1000	110	<ul style="list-style-type: none"> Official Agency Name Agency Logo or complimentary Artwork
3	Main Navigation	1000	50	<ul style="list-style-type: none"> Link to sections specific to agency content
4	Information Bar	1000		<ul style="list-style-type: none"> Link for Contact information Notification or alert area
5	Search Functionality	240	100	<ul style="list-style-type: none"> 30 pixel left and right margins
6	Agency Footer	1000	Varies	<ul style="list-style-type: none"> Agency contact information with address, phone, email
7	Arkansas.gov Footer	1000	Varies	<ul style="list-style-type: none"> Hyperlink to accessibility policy on Arkansas.gov Hyperlink to privacy policy on Arkansas.gov Hyperlink to security policy on Arkansas.gov Hyperlink to acceptable use policy on Arkansas.gov
8	Left Content Area		Varies	<ul style="list-style-type: none"> 30 pixel margin from all edges
9	Center Content Area		Varies	<ul style="list-style-type: none"> 30 pixel margin from all edges
10	Right Content Area		Varies	<ul style="list-style-type: none"> 30 pixel margin from all edges
	Master Home Layout	1000	Varies	<ul style="list-style-type: none"> Minimum height of 600 pixels

Secondary/Back Page Layout

1	Arkansas.gov Agencies Online Services State Directory A+ A- Text Print					
2	Agency Name (Agency Banner with Graphic)					
3	Home	Divisions	Resources	News	Business	Personal
4	<input type="text"/> Search				Contact Us	
	7		8			
5	Home Divisions Resources News Business Personal			Agency Name Address City, State Phone Contact		
6	Accessibility Privacy Security Acceptable Use			Copyright © 2009 State of Arkansas. All Rights Reserved.		

Page layout Key:

1. Arkansas.gov Header
2. Agency Home Header
3. Main Navigation
4. Information bar with search functionality
5. Agency Footer
6. Arkansas.gov Footer
7. Left Content Area
8. Center Content Area

Back Page/Secondary Page Specifications

#	Section Name	Width	Height	• Section Description
1	Arkansas.gov Header	1000	40	<ul style="list-style-type: none"> Arkansas.gov logo with hyperlink to Arkansas.gov Portal Hyperlink to Agencies list on Arkansas.gov Hyperlink to Online Services list on Arkansas.gov Hyperlink to State Directory Text Resize Option Text Only Option Print Page Option
2	Agency Home Header	1000	110	<ul style="list-style-type: none"> Official Agency Name Agency Logo or complimentary Artwork
3	Main Navigation	1000	50	<ul style="list-style-type: none"> Link to sections specific to agency content
4	Information Bar	1000		<ul style="list-style-type: none"> Link for Contact information Notification or alert area Search Functionality (if desired)
5	Agency Footer	1000	Varies	<ul style="list-style-type: none"> Agency contact information with address, phone, email
6	Arkansas.gov Footer	1000	Varies	<ul style="list-style-type: none"> Hyperlink to accessibility policy on Arkansas.gov Hyperlink to privacy policy on Arkansas.gov Hyperlink to security policy on Arkansas.gov Hyperlink to acceptable use policy on Arkansas.gov
7	Left Content Area		Varies	<ul style="list-style-type: none"> 30 pixel margin from all edges
8	Center Content Area		Varies	<ul style="list-style-type: none"> 30 pixel margin from all edges
10	Right Content Area		Varies	<ul style="list-style-type: none"> 30 pixel margin from all edges
	Secondary page layout	1000	Varies	<ul style="list-style-type: none"> Minimum height of 600 pixels

Agency Home Page Example



Agency Back Page Example

