

**Information Technology Supporting Documentation
Commonwealth of Pennsylvania
Governor's Office of Administration/Office for Information Technology**

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Introduction/Executive Summary:

The Governor's Office and the Office of Administration have defined a Web design strategy for the Commonwealth that will create a unified look and feel for public-facing administration Web site. This strategy will provide for visual consistency between the various Web sites within the commonwealth. It will improve usability and ensure that users know they are on an official Pennsylvania government Web site.

Website Standards:

Web page layout and design should be consistent throughout the entire site. Web site administrators and content publishers should place strong emphasis on the quality of the content presented. Artwork/graphics presented on the Web site should complement the content, not overwhelm it. Effective Web design is dedicated to getting people the information they want in a simple way, rather than trying to distract visitors with "effects"; therefore, Web content publishers should not rely on anything extraneous (e.g., special plug-ins) to get the message across. Instead, content should be logically presented in a consistent manner throughout the site, so that navigation is intuitive and easy.

In-Scope Agencies

As of this writing, the scope of this initiative is limited to only main public-facing agency/ department/office/ informational Web sites. Marketing, program and application Web sites are not affected. A complete list of the sites that have been determined in scope includes:

Administration	www.oa.state.pa.us
Aging	www.aging.state.pa.us
Agriculture	www.agriculture.state.pa.us
Banking	www.banking.state.pa.us
Budget	www.budget.state.pa.us
Commission for Women	www.pcw.state.pa.us
Commission on Crime and Delinquency	www.pccd.state.pa.us
Conservation and Natural Resources	www.dcnr.state.pa.us

Corrections	www.cor.state.pa.us
Education	www.pde.state.pa.us
Emergency Management Agency	www.pema.state.pa.us
Environmental Protection	www.depweb.state.pa.us
First Lady	www.firstlady.state.pa.us
General Council	www.ogc.state.pa.us
General Services	www.dgs.state.pa.us
Governor's Advisory Commission on African American Affairs	www.africanam.state.pa.us
Governor's Advisory Commission on Asian American Affairs	www.asianam.state.pa.us
Governor's Advisory Commission on Latino American Affairs	www.gacla.state.pa.us
Governor's Commission on Children and Family	www.pachildren.state.pa.us
Governor's Green Government Council	www.gggc.state.pa.us
Governor's Office	www.governor.state.pa.us
Health	www.dsf.health.state.pa.us
Historical and Museum Commission	www.phmc.state.pa.us
Insurance	www.ins.state.pa.us
Labor and Industry	www.dli.state.pa.us
Lieutenant Governor's Office	www.ltgovernor.state.pa.us
Liquor Control Board	www.lcb.state.pa.us
Military and Veterans' Affairs	www.dmvva.state.pa.us
Milk Marketing Board	www.mmb.state.pa.us
Office of Information Technology	www.oit.state.pa.us
PENNVEST	www.pennvest.state.pa.us
Portal	www.state.pa.us
Public Liaison	www.publiaison.state.pa.us
Public Welfare	www.dpw.state.pa.us
Revenue	www.revenue.state.pa.us
State Police	www.psp.state.pa.us
Transportation	www.dot.state.pa.us

General Description

This Information Technology Bulleting (ITB) defines rules concerning the layout and visual presentation of Web sites. This is a fully integrated strategy that brings the entire agency Web site to a commonwealth-wide design. An agency will still control and maintain the content and organization of its site, with its own imagery, logos and colors, but the design incorporates universal visual elements that will give all PA Web sites a more unified, appealing and user-friendly look and feel. Agencies moving forward with a redesign of their "in scope" Web site must use these guidelines. This document defines specifications that apply to all "in scope" Web sites, regardless of technology. Particular technologies used to support agency sites may impose further restrictions on design or implementation.

Specifications

Sites should be center justified in the browser window and either have a liquid, dynamic width or be sized no wider than 952 pixels across, so the site displays on 1024x768 resolution screens without scrolling to the right. If width is fixed, any extra space that displays on either side of the design should be a color complementary to the site's color palate. Content should be bounded on the left and right sides by a 1 pixel wide black border.

Sites should have a white background and black text for most informational text content. Exceptions are acceptable for graphically/design heavy elements such as the home page, but the majority of informational text should be on a white background. Standard font should be sans serif, 12pt at a minimum. Headings can be colored or in a different font for visual impact – no site may use more than 3 different fonts. Colors should be kept to a specific and limited palate, which should be based on the agency’s official colors or logo and should match the imagery used in the header.

Agencies, boards, councils, and commissions are responsible for ensuring their websites are designed to all Web design and accessibility requirements specified in both *ITB-APP005 Web Site Standards* and *ITB-ACC001 IT Accessibility Policy*.

Header

The base of the standard header is a 2-tabbed blue bar. The bar should be sized width-wise and justified appropriately for the width and justification of the particular site.

- If a site is designed to be center justified and fluid in width, so should the blue bar.
- If site is designed to be a specific width (i.e. 952 pixels wide to fit a 1024x768 screen), the bar should be left justified and the same width.

The top “tab” features an element of Pennsylvania branding on the left side, in graphic format. The graphic is the commonwealth logo: “Pennsylvania” in Felbridge Bold font, white, next to the PA-keystone image, also in white. The graphic should be horizontally and vertically centered on the taller part of the top “tab.” The PA branding graphic should be an active link back to the state home page: <http://www.pa.gov>.

On the right side of the top “tab” are two drop-down boxes (“PA State Agencies” and “Online Services”) and a search box. The coding for the drop downs should be done in a way that complies with commonwealth accessibility standards set forth in *ITB-ACC001 IT Accessibility Policy*. Each drop-down should show a list of choices, followed by a “more…” link, which will link to a page on the state portal created by OA. For a current list of the items that should be contained in the drop-downs, consult the drop-downs on the state home page: <http://www.pa.gov>. The search box searches all PA Web content using the Verity search engine.

The bottom tab contains available space for agency text links. The text and URL of these links can be modified by the agency.



The two tabs are slight different in color: top tab is PANTONE 534C (HEX #173F6E), while the lower agency tab is PANTONE 648C (HEX #002D5A). Explicit permission must be given by the Governor’s Office of Communications for any variations from these colors. The height of the blue area is 42 pixels total. On the left, the height of the top PA “tab” is 37 pixels, with an additional 5 pixels of the bottom agency “tab” visible. On the left side, the top “tab” is 24 pixels, with an additional 18 pixels for the bottom agency bar. The agency links on the bottom “tab” are text, in white, right justified. There is a 4-link maximum, and the text should not stretch to the left far

enough to overlap the top "tab." Each link is separated by two spaces, a vertical bar ("|") and two more spaces.

Above the blue area is a rectangular area reserved for photographic imagery related to the agency's responsibilities. This area can be up to 107 pixels high and should span the width of the site.

If the agency has a logo, it should go on the left side of the header, above the blue bar.



If an agency does not have a logo, the agency name can be written out in this area, or the commonwealth coat of arms can be used.



The agency logo, or the Coat of Arms, plus the agency name in the header should be an active link back to the agency's home page.

If an agency has the technical capabilities to add additional functionality to the header, that is acceptable as long as the additional functionality does not interfere with any of the required functionality.

Footer

At the bottom of the agency Web site, an additional blue bar is added as a footer. The bar is at the absolute bottom of the page, simply added on after the agency content. The bar is 27 pixels high, and should span the width of the site. This bar can either be blank or include the agency's tag line (i.e., "Ready > Set > Vote"). If the bar is blank, it should be either the same shade as the top "tab" from the blue bar (HEX #173F6E) or another color complimentary to the agency's color scheme. If the agency uses their tagline, the size must be kept the same. Below the footer is an area for text links, center justified. While there is some room for agencies to customize their footer links, if any of the following pages exist on their site, the link should go in the footer: Web Policies, Site Map, Help, Text-Only. Each link is separated by two spaces, a vertical bar ("|") and two more spaces. Links should take up no more than 75% of the width of the footer.

Underneath the agency links is a center justified copyright tag: "Copyright © 20XX Commonwealth of Pennsylvania. All Rights Reserved". Whenever possible, the year should be coded to automatically update based on the current year.



Left Column

The main site navigation is to be on the left. The navigation should remain present throughout the site. The standard width for the left navigation column is 200 pixels wide – exceptions can be made if it fits in with the design of the agency site. The navigation text should be left justified. Links are text on a background color complimentary to the site’s design. Each link should be separated into its own box. Links should not be underlined. When the mouse hovers over the link, the colors used in the navigation box (for either text or background) can change, but should match the palate determined for the agency site. If the navigation topic should “open” sub-topics when clicked, the sub-topics should display in separate boxes from the main topic, indented with no bullet. Such links must be developed in compliance with Commonwealth accessibility standards as set forth in *ITB-ACC001 IT Accessibility Policy*. If the agency includes their own search in the left column, the search will go against only that agency’s Web content and will display results within the context of their Web site.

Any remaining area beneath the left navigation & search can be of a background color that the agency chooses, and can contain whatever other items the agency chooses.



Governor Rendell
Accomplishments
Agenda
Cabinet Officials
Contact
Executive Staff
First Lady
News and Media
News Releases
Agency News
Media Markets
Offices & Commissions

Right Column

Agencies have the option of placing a right column on their pages. The standard width for the right column is 150 pixels – exceptions can be made if it fits in with the design of the agency site.

Governor Link

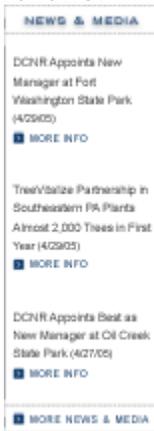
All agencies should have the Governor’s name and title displayed prominently on their Web site. This should be done in one of two ways: either by having “Edward G. Rendell, Governor” as one of the links on the bottom “tab” of the blue bar (linking to <http://www.governor.state.pa.us>), or by including a box in the right column for the Governor’s name and title. In either case, the agency’s secretary/director’s name and title can be added as well.

If an agency opts to use a box in the right column, specifications are as follows:

This box should be the first item in the right column. The background color may be set by the agency, but must be the same as the color used for background underneath the navigation on the left column. In the box is the Governor’s name, in black bold text, all caps. On a separate line must read “Governor”, also in black text, all caps, but italicized instead of bolded. Clicking on the Governor’s name or title will take you to the Governor’s Web site: <http://www.governor.state.pa.us>. The next line can contain the agency’s secretary/director’s name, in black bold text. Separate line below contains the secretary/director’s title, in black text, italicized instead of bolded. If there is a page on the agency site for the secretary/director, these 2 lines of text should link to it.



Agencies that regularly issue news and announcements can use the right column to display those content items. If agencies choose to do so, specifications are as follows:



The colors in this section may be chosen by the agency, but should match the color chosen as the roll-over color for the agency’s navigation.

Article headlines should be displayed in black text, all caps. The headline will be followed immediately by the date of the release in parenthesis, also black text. The date will be in mm/dd/yyyy format. On the next line is a colored bullet graphic and colored text link reading “MORE INFO”. Clicking on a “MORE INFO” link will take the user to the full text of the article. Additional announcements, media postings, etc. can be posted in this area if the agency wishes.

Below the headlines, in a separate box, will be another bullet graphic with the text link “MORE NEWS & MEDIA”. Clicking the “MORE NEWS & MEDIA” link take the user to a full listing of all news & media articles.

Any remaining area beneath the News & Media section can be of a background color that the agency chooses, but must be the same as the color used for background underneath the navigation on the left column. This area can contain whatever other items the agency chooses.

Otherwise, the right column can be used how the agency likes.

Body

The space in the center of the page is free for the agency to use as they choose. No specifications are made about placement of content in this area. See the "General" heading above for guidelines about text, fonts, etc.

Related ITB:

ITB-ACC001: IT Accessibility Policy

ITB-APP005: Web Site Standards