

STANDARDS AND GUIDELINES

Branding and Policy Consistency

Version Date: ~~April 14, 2005~~

Date Adopted by NITC: June 14, 2005

1.0 Standard

1.1 Header

1.11 The Brand Graphic shall appear in the upper left of every web page.

1.12 Any method of skipping links will come after the Brand Graphic.

1.13 The Brand Graphic must be saved on the individual web site.

~~1.14 The Brand Graphic will have an alt tag stating "Official Nebraska Government Website"~~

1.14 The Brand Graphic will have an alt tag stating "Official Nebraska Government Website" (see Section 5.32).

~~1.15 No changes may be made to the Brand Graphic without approval of the Nebraska Webmasters Working Group (see Section 5.3)~~

1.15 No changes may be made to the physical layout of the Brand Graphic without approval of the Nebraska Webmasters Working Group (see Section 5.3).

~~1.16 Use of HTML to stretch or condense the Brand Graphic on the web page is not permitted.~~

1.16 Use of HTML attributes to alter the size of the Brand Graphic on the web page is not permitted. The image on the web page must remain the exact size of the image file (see Section 5.31).

1.17 The Brand Graphic may be used as a link to the Nebraska home page, Nebraska.gov (see Section 5.32).

1.2 Footer

1.21 The bottom of each web page will contain a link to Nebraska.gov, the official State home page

1.22 The bottom of each web page will contain a link to the State privacy policy, or the agency's privacy policy.

1.23 The bottom of each web page will contain a link to the State security policy, or the agency's security policy.

2.0 Purpose and Objectives

2.1 Header

The purpose of the Brand Graphic is to make it clear that the web page being viewed is an official State of Nebraska web page with an image that cannot legally be used on non-State of Nebraska web pages.

2.2 Footer

The purpose of the footer requirements is to ensure that the public can easily view the privacy and security policies and that every web page has them available.

3.0 Definitions

3.1 Brand Graphic

~~The Brand Graphic is an twenty pixel tall image consisting of a filled outline of Nebraska with a star in the lower right hand area, with the words Official Nebraska Government Website, all on a colored background, with a drop shadow beneath.~~

3.1 Brand Graphic

The Brand Graphic is an image consisting of a filled outline of Nebraska with a star in the lower right hand area, with the words Official Nebraska Government Website, all on

a colored background. The Brand Graphic is a fifteen (15) pixel tall image. If the optional drop shadow is used, the Brand Graphic is a twenty (20) pixel tall image.

3.2 Footer

The footer is a space at the bottom of a web page, generally of a smaller font than the rest of the page, where legal information and links are usually placed.

3.3 Web Page

A document stored on a server, consisting of an HTML file and any related files for scripts and graphics, viewable through a web browser on the World Wide Web. Files linked from a Web Page such as Word (.doc), Portable Document Format (.pdf), and Excel (.xls) files are not Web Pages, as they can be viewed without access to a web browser.

3.4 Web Site

A set of interconnected Web Pages, usually including a homepage, generally located on the same server, and prepared and maintained as a collection of information by a person, group, or organization.

4.0 Applicability

This standard shall apply to all state agencies, boards, and commissions.

5.0 Responsibility

5.1 Header Placement

Each agency is responsible for ensuring the Brand Graphic is placed upon their web site, in compliance with the Standard. The Brand Graphic shall be placed upon the home page within 30 days, with all other pages within six months.

5.2 Header Availability

The Nebraska Webmasters Working Group shall maintain a portion of their web site to house a collection of Brand Graphics for use and add to it whenever a modified version is created. (<http://www.webmasters.ne.gov>)

~~**5.3 Header Changes**~~

~~Should an entity wish a color scheme for the Brand Graphic different than is available, that entity will contact the Chair of the Nebraska Webmasters Working Group. (Contact information available at <http://www.webmasters.ne.gov>) The Chair will put an authorized member in contact with the requester. The member will modify the Brand Graphic within certain parameters (see section 5.31). The Brand Graphic will then be placed on the Nebraska Webmasters Working Group web site for use.~~

5.3 Header Changes

Should an entity wish a color scheme for the Brand Graphic different than is available, that entity will have two options. The first option is to contact the Chair of the Nebraska Webmasters Working Group. (Contact information available at <http://www.webmasters.ne.gov>) The Chair will put an authorized member in contact with the requester. The member will modify the Brand Graphic within certain parameters (see section 5.31). The Brand Graphic will then be placed on the Nebraska Webmasters Working Group web site for use. The second option is to obtain the original file from the Nebraska Webmasters Working Group website (<http://www.webmasters.ne.gov>) and make the allowable changes (see Section 5.31) using the appropriate software.

~~**5.31 Allowable Changes to the Brand Graphic**~~

~~Allowable changes for the Brand Graphic are the color of the text, the color of the state, and the color of the background. The star will be available in several standard colors. The graphic will be available in 800 and 1280 pixel lengths. No changes may be made to the drop shadow; size or font of the text; position of the state; or the alt tag. Additionally, the colors for the Brand Graphic must be clearly visible/high contrast with clearly legible text.~~

5.31 Allowable Changes to the Brand Graphic

Allowable changes for the Brand Graphic are:

- The color of the text
- The color of the state
- The color of the background.
- The color of the star
- The drop shadow is optional.
- The length of the graphic. CSS (Cascading Style Sheets), background filler images, or other similar methods may be used to allow the Branding Graphic to visually stretch across the width of the browser. Examples of this are available at <http://www.webmasters.ne.gov>.

The following changes are not allowed for the Brand Graphic:

- The size of the text
- The font of the text
- The size and position of the state
- The size and position of the star
- The size and position of the drop shadow (if used)

Additionally, the colors for the text and the background of the Brand Graphic must be clearly visible/high contrast with clearly legible text.

5.32 Brand Graphic Alt Tag and Link

The Brand Graphic has the option of being a link to the home page of Nebraska, Nebraska.gov. If this option is taken, the appropriate alt tag will be "Official Nebraska Government Website. Go to Nebraska.gov".

5.4 Footer Placement

Each agency is responsible for ensuring the footer elements are placed upon their web site, in compliance with the Standard. The footer elements shall be placed upon the home page within 30 days, with all other pages within six months.

6.0 Exemptions and Extensions

6.1 Standard Exemption

Any web page that cannot be accessed from outside of an agency web site is exempted.

6.11 Example: A document specifically called up from a database, that cannot be found through a search engine.

6.2 Extension

Any agency may petition for an extension of time in which to make all pages marked with the brand graphic.

6.21 Application for extension will be reviewed and ruled on by the State Government Council of the Nebraska Information Technology Commission.

6.3 Exemption, Partial

An agency may petition for an exemption of some of its content. All main pages must still be marked with the brand graphic.

6.31 Exemptions will be considered on the basis of financial hardship.

6.32 Application for exemption will be reviewed by the State Government Council and ruled on by the Nebraska Information Technology Commission.

6.4 Exemption, Full

An agency may petition for a full exemption of its content with the exception of the homepage.

6.41 Exemptions will be considered on the basis of financial hardship.

6.42 Application for exemption will be reviewed by the State Government Council and ruled on by the Nebraska Information Technology Commission.

7.0 Related Documents

7.1 Brand Graphic Options

<http://www.webmasters.ne.gov/branding.html>

7.2 State Privacy and Security Policies

<http://www.nebraska.gov/privacy.phtml>