

California's Web Strategy: Setting the Stage for Your Agency's Brand

Stacey Walker

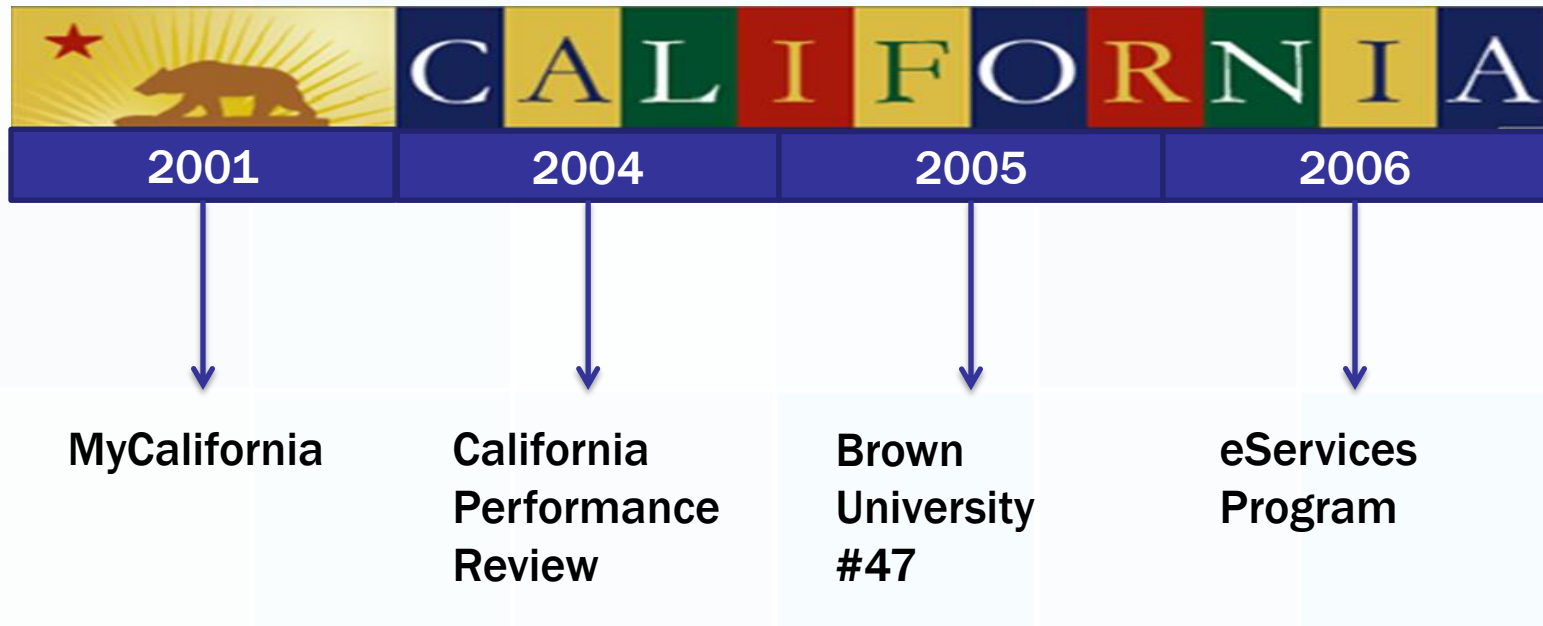
Office of Technology Services

October 2012

Objective

- Discuss history and background
- Describe California's online brand
- Review brand elements
- What's next?

History



CA.gov Over the Years



California
HOME PG

(c)1996

Welcome from Governor Pete Wilson



- [Welcome from Governor Pete Wilson](#)
- [Competitive Government - Report](#)
- [Help Improve State Government](#)
- [State of the State Address - 1996](#)
- [Governor's Budget Summary](#)
- ["Getting Results" - Report](#)

California State Information

- [History, Culture, Economy](#)

1996 to
2000



CALIFORNIA

May Revise
2000-01
Governor's Budget

check out the details [click here](#)

California Medicare Recipients
Can Now Obtain Prescription
Drugs at Rates Far Below Retail

Governor Davis
Cuts State Park Fees
By Half

[State Agencies](#)

Topical, Keyword & Subject Indexes

California Law

- GOVERNOR GRAY DAVIS
- AGRICULTURE
- BUSINESS
- EDUCATION
- EMERGENCY SERVICES
- EMPLOYEE RESOURCES
- ENVIRONMENT
- FAMILY
- FINANCIAL
- GOVERNMENT
- HISTORY & CULTURE
- INSURANCE
- PUBLIC SAFETY
- TECHNOLOGY
- TRANSPORTATION
- VETERANS
- WORKING

Featured Links

- [Governor Gray Davis Home Page](#)
- [School Violence](#)
- [Thinking of starting a business? Check out these resources.](#)



CALIFORNIA THE GOLDEN STATE CALIFORNIA GOVERNOR'S HOME PAGE

Department of Motor Vehicles

Welcome to California

New To California?

- Field Offices
- Vehicle Registration
- Personalized Plates
- Boat Information
- Driver Licenses
- Commercial Vehicles
- ID Card
- Forms
- Publications
- Vehicle Industry

What's New

- [On-line Renewal of Vehicle Registration](#)
Now Available! Renew Your Vehicle
- [Smog Impact Fee Refunds](#)
Check your vehicle's eligibility and get
- [Motor Carrier of Property Permit Program](#)
Ensures safety & insurance requirements
- [DMV of the Future](#)
A new initiative taking place now at D
- [California Clean Air Vehicle Decals](#)
Drive a single-occupant vehicle in the

Need Tax Help?

Get answers to frequently asked questions. Find the tax forms and publications you need.

Automatic Extension to File

You may be able to pay your taxes with your credit card, with e-pay, or make installment payments.

California Tax Information Center

Find qualified income, payroll, sales and use, special and property tax information at the CA Tax Information Center.

File Now!

You can e-file your return 1/14/2000 thru 10/16/2000.

ETD Home Page | Search | Request Help
Electronic Services | Tax Forms
Education & Outreach | Other TDS



California State Parks

CALIFORNIA HOMEPAGE GOVERNOR'S HOMEPAGE
LOCAL RESOURCES AGENCY CITIES

Cal-Parks Home Travel Regions Visitor Basics Reservations

TRAVEL REGIONS

- Central Coast
- Central Valley
- Los Angeles
- Inland Empire
- Orange County
- San Diego
- Shasta-Cascade
- Gold Country
- North Coast
- San Francisco
- Bay Area
- High Sierra
- Desert

Campsites and
Tour Reservation
Information

FIND A PARK

A B C DEF
GHI JKL MNO
PQR ST VZ

Visitors FAQs

Send Us

WHAT'S NEW

News & Announcements

Jobs at State Parks

Picacho SRA

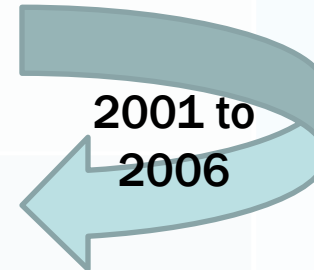
State Parks
Fee Reduction

Underwater State Parks

There's a little-known part of California State Parks that's completely underwater. It's the underwater parks program. Established in 1960 to preserve the best representative examples of California's natural underwater resources found in coastal and inland waters. The program also provided a variety of underwater recreational opportunities.

Adia Nuevo

CA.gov Over the Years



eServices Goals

- Fix the state portal
- Refresh the look-and-feel
- Fix search
- Fix accessibility problems
- Create templates

Usability Study (Circa 2006)

Users

- Direct observation of users performing tasks on the state portal
- 15 citizens and business owners
- Can they find the information?
- Can they complete the task?

State Agencies

- One-on-one interviews with agencies
- What did they like about the template?
- What didn't they like?



Usability Findings

Users

- State portal's purpose not clear
- Visual design was not effective and, in some cases, distracting
- Users spent a lot of time bouncing around – hesitant to click on anything
- Portal reflected the organizational structure of government
- Users had no idea when they exited the portal and entered an agency site
- 70% couldn't find things using search

State Agencies

- Branding and templates did not fit the needs of all agency sites
- Inconsistencies across agencies
- Banner took up too much space, and agencies couldn't include their branding
- Too restrictive – one or two columns, only one color choice
- Design was not accessible to people with disabilities

Example

■ CA Portal Site vs. State Agency Site

Home | Help | SiteMap | Register | Login Friday, October 20, 2006

Welcome to *California*

[Education and Training](#)
[Business](#)
[Health and Safety](#)
[Consumer and Families](#)
[Labor and Employment](#)
[History and Culture of California](#)
[Travel and Transportation](#)
[Environment and Natural Resources](#)
[Government](#)
[How Do I...? Site Guide](#)

Online Services

[File Your Income Tax Return Online](#)
[Pay Your Income Taxes Online](#)
[File Your Sales and Use Tax Return](#)
[Email, Paper and Cellular Notifications](#)
[DMV Appointments](#)
[State Lottery](#)
[Handle Your Traffic Citations Online](#)
[more...](#)


Personalize this page
[Handle Traffic Citations Online](#)




What's New

 California Climate Change Portal
 Sponsored by the California Climate Change Center to combine information on the impacts of climate change on California and the state's policies relating to global warming.
[more...](#)

 California Business Portal
 This website provides a portal to a number of resources for starting, growing, financing, expanding or relocating a business in California.
[more...](#)


GOVERNOR Schwarzenegger
[Click To Visit His Home Page](#)



Featured Links

- 2006-07 Budget
- 2006 Governor's Environmental and Economic Leadership Awards application now available
- California State Fire Information
- California Service Corps - Bear Responsibility for Your State
- California Treasurer Advocates' Panellet (pdf)
- 2004 STAR Test Results
- Board of Governance - Streamline Sales Tax Project
- West Nile Virus Information
- National Do Not Call Registry
- Flex Your Power at the Pump

May 12, 2006
California Snapshot
Photo Contest
Winners


 1st Place, Adult - "Eagle Lake"
 You are invited to take part in

File your California income tax return online...FREE!

California Home Friday, October 20, 2006

Welcome to *California*

[State Parks Home](#)
[Find A Park](#)
[Reservations & Fees](#)
[Adventures in Learning](#)
[About Us](#)
[Jobs](#)
[Press / Announcements](#)
[Publications](#)
[State Parks Store](#)
[Contact Us](#)
[Site Index](#)


Adventure No. 260
 Marshall Gold Discovery State Historic Park


California State Parks
 Discover the many states of California.


Public Feedback on Los Angeles State Historic Park Designs
 After many hours of intense deliberations, the Committee members chose three finalists to move on to the next phase of the LASHP Design Competition. We invite the public to view the concept designs, hear presentations for the each of the final teams, and provide feedback!
[More...](#)


Sutter's Fort - Travel Back in Time to an Evening in November 1846
 Tickets are now available for the Twenty-second Annual Sutter's Fort Evening Living History Program. This popular theater-like program takes place the evening of November 18, 2006 at Sutter's Fort State Historic Park in Sacramento.
[More...](#)


GOVERNOR Schwarzenegger
[Click To Visit His Home Page](#)


SECRETARY Mike Chrisman
[Click To Visit His Home Page](#)

[Find A Park](#)
[Reservations](#)
[Video Gallery](#)
[Event Calendar](#)
[Parks Store](#)
[PROUD PARTNERS](#)

Quick Hits:

- [Department Archives](#)
- [FAQs](#)
- [Park Passes & Applications](#)
- [Quick Facts](#)
- [State Parks with Wi-Fi](#)

Recommendations

- Create a **brand image** that conveys unity across all agency websites with state level branding
- Design a portal that **clearly tells** citizens what the website can do for them
- Create a design that is **flexible** enough to work for the various needs of the agencies
- Implement a **flexible banner** system that allows agencies to distinguish themselves but identify within the state of California
- Provide page templates that guide the agencies in implementing usable and consistent designs
- Provide designers **reusable resources** that facilitate implementation and encourage adoption
- Educate agencies on best practices and standards

The site should convey that it is **THE** place for all online government dealings

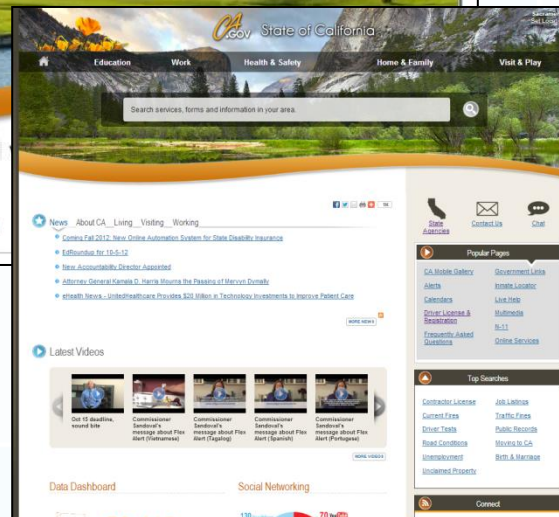
Logo Concepts



Elsa Dorado
EDD
916 653-2869



CA.gov Today



California's Brand

- Strengthens the identity and visibility of California government's online presence
- Ensures citizens they are at a California government website
- Reduces complexity of government
- Allows state agencies the ability to market their own unique brands



Why Is Branding Important

- 11 million people visit CA.gov websites each month
- 58% traffic comes from search

Keyword	
1.	(not provided)
2.	edd
3.	dmv
4.	ca dmv
5.	california dmv
6.	edd.ca.gov
7.	healthy families



■ **58.44% Search Traffic**
11,833,189 Visits

■ **16.39% Referral Traffic**
3,319,806 Visits

■ **25.15% Direct Traffic**
5,091,928 Visits

■ **0.02% Campaigns**
4,713 Visits

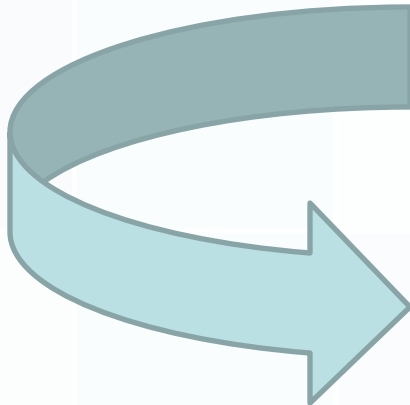
Whose Website Is it Anyway?

Google

ca dmv

Search

About 12,700,000 results (0.36 seconds)



California Department of Motor Vehicles



www.dmv.ca.gov/

The Department of Motor Vehicle testing and monitoring of drivers DMV's ...

California DMV Guide - DMV.org: The CA DMV Made Simple



www.dmv.org/ca-california/

DMV.org makes understanding the California Department of Motor Vehicles simple. Get quick access to **CA DMV** forms, practical regulations, and ...

California Department of Motor Vehicles – California DMV Forms ...



driversed.com/dmv/california/California-dmv.aspx

Your Online **California** Department of Motor Vehicles Guide - Find **DMV** Forms, **DMV** Manuals, **DMV** Publications, Drivers License Info.

California DMV Guide by DMV.com - Fast and Easy

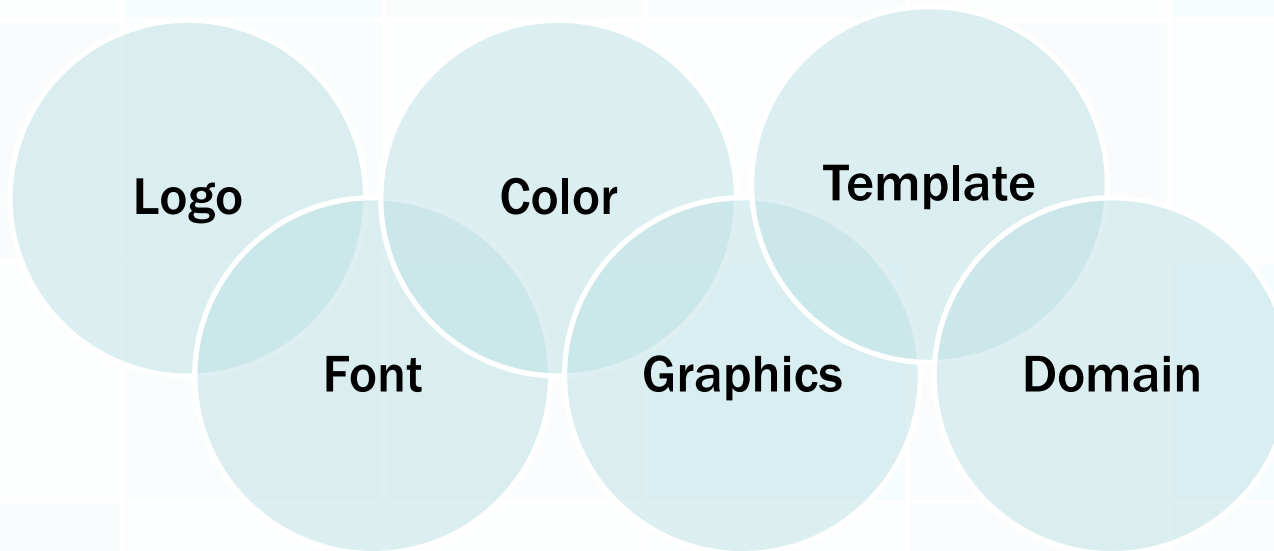


www.dmv.com/ca/california

Apr 25, 2012 – **DMV.com California** provides guides and resources for helping you solve **DM** to save ...

What Is California's Brand

■ It's not just the logo



Style guide

■ The CA.gov “style guide” is available on WebTools

■ Look-and-feel

■ Color

■ Logo

■ Graphics

■ More!



CA.gov Domain

- California uses CA.gov domain names to market state websites and services
- The state portal uses the domain name www.ca.gov as the primary website for citizens, businesses, and visitors
- All state agencies should use the CA.gov domain in their website

Look-and-Feel

- Signifies to visitors they are on an official California site
- Allows agencies room to brand themselves
- Agencies choose the color schemes they want
- Agencies choose the layout that works for them
- Agencies have control over their own on-line real estate



Logo

- The CA.gov logo should always appear in the upper left-hand side of the header of state websites
- The logo should link directly to the state portal

CA.GOV LOGO



- The logo must appear at upper left corner with a link back to the CA main home page (www.ca.gov).
- Must use the specified size (102 x 78 pixels); placement and dimensions not to be altered.
- The colors of the logo should match the overall design and color scheme; colors not be altered.
- [Download the logo](#)

Color

- A core family of colors has been established as a starting point
- Other colors are chosen at the discretion of the designer and should be harmonious with the core-family palette
- Tested for accessibility so agencies don't have to

SANTA BARBARA (DESIGN03B)



#253B5A

#B77B01



#233B5A

#014E77

#605746

Typefaces

- Consistent typography helps establish a distinctive look and reinforces the connection between the state portal and its sub-branded agency sites
- The typeface has been carefully chosen to represent the primary attributes of the CA.gov brand

- **Photographs, charts, and other visuals that are used throughout the state portal are carefully selected based on their relevance and appropriateness to the content**



Agency Sub-Branding

- The CA.gov logo appears in the left side of the header on every state agency website, with a link back to the state portal
- Agency websites should be sub-branded to include their logo or agency name to the right of the CA.gov logo

Header Rules

1. The agency brand graphic shall appear at the top of every web page just to the right of the portal brand.
2. The agency brand graphic must be saved on the individual website.
3. The agency brand graphic will have an alt tag stating the name of the agency or department.
4. It resides directly to the right of the CA.gov brand logo.
5. The agency brand banner should not exceed 50 pixels in height.



Content (or Body)

- This is the main content display area and there are few restrictions regarding look-and-feel
- Agencies are free to create content for this area as they wish
- Containers and graphic elements that have been carefully designed to match the look-and-feel of the state template have been provided as a starting point



Footer

- Universal to all content
- Should appear at the bottom of all pages
- Should be consistent with the color scheme and font selection
- Contains links to policies, conditions of use, privacy policies, and any other policy links specific to agencies

Social Media

■ Cross-brand your social media sites, too



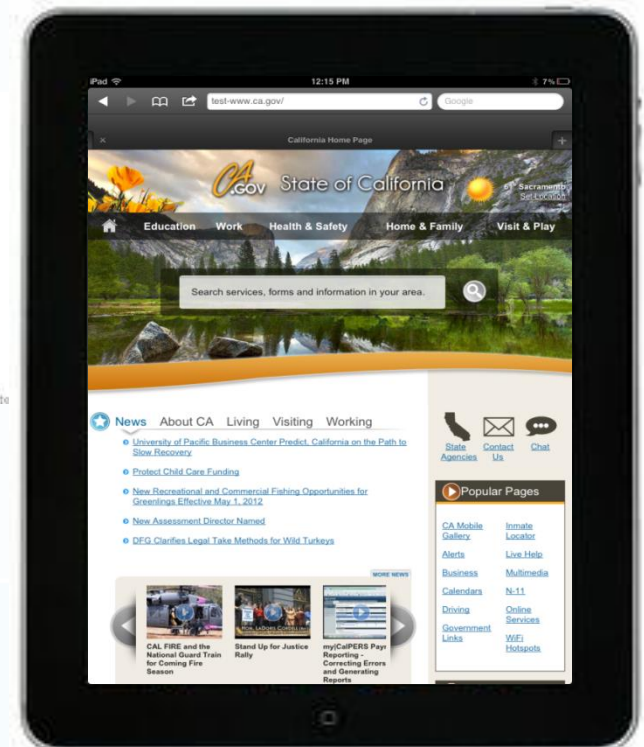
For help, go to webtools.ca.gov

What's New

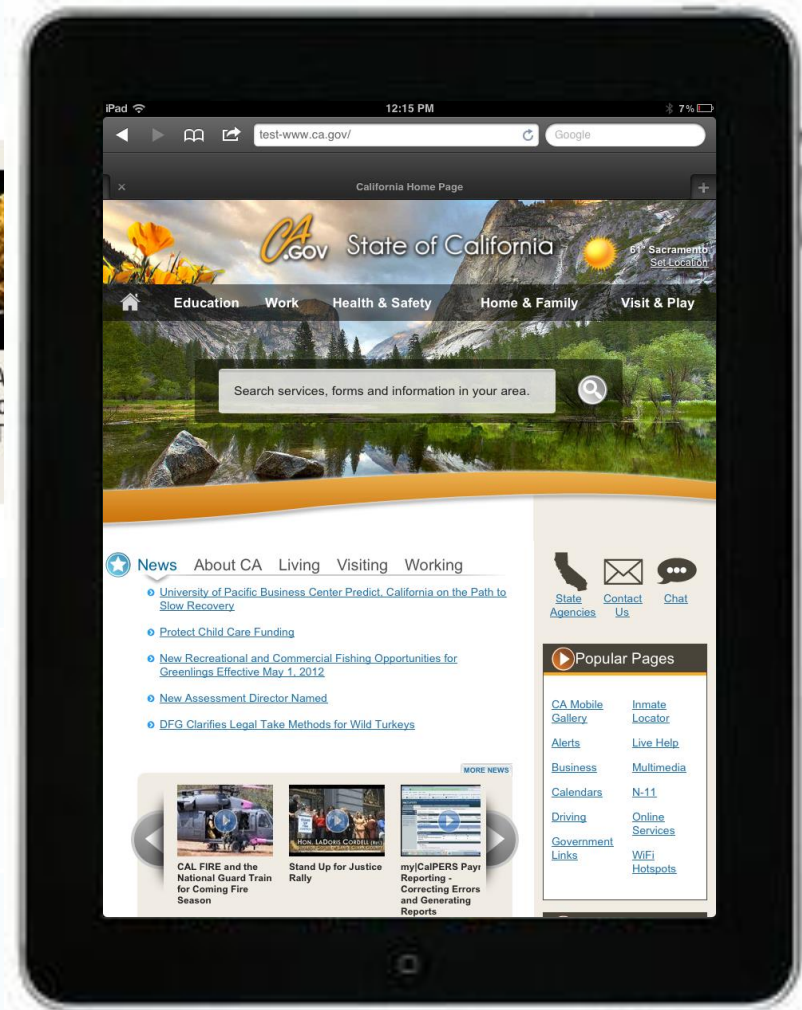
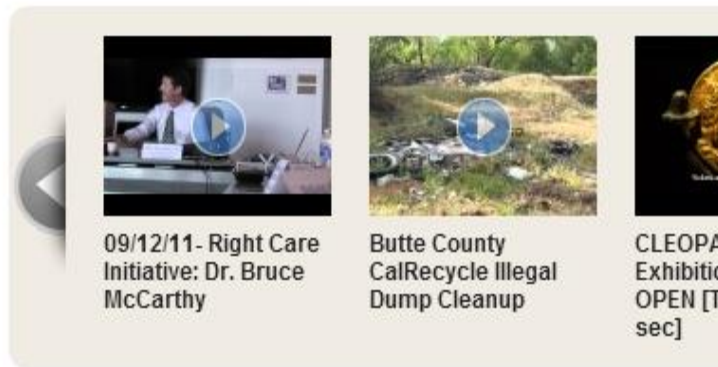
- Responsive design aimed at widescreen, smaller screen, tablets, mobile
- Touch-friendly features
- Instant, location-based search
- Dashboard displays of real-time analytics
- Dynamic news, video, and social media feeds
- Mobile application gallery
- And more!



© 2009 CBS Info



Touch-Friendly Features



Instant, Location-Based Search

The screenshot displays the CA.gov website with a search bar containing the text 'dmv'. A dropdown menu shows search results for 'dmv', including 'dmv online', 'dmv department motor vehicles', 'dmv vehicle registration', 'dmv license fee', 'dmv vehicle registration fee', 'dmv field offices', 'dmv auto registration', 'dmv title transfer', and 'dmv car registration fee'. A map on the right shows the location of the search results, with a red pin indicating the location. A blue callout box points to the map with the text 'Set Location, Get Local Results'. The website header includes navigation links for Education, Work, Health & Safety, Home & Family, and Visit & Play. The footer includes links for Driver License Information, Appointment System, Online Services Category List, and California Department of Motor Vehicles.

CA.gov State of California

Education Work Health & Safety Home & Family Visit & Play

dmv

All of CA.gov Forms Services

[Driver License Information](#)
Main Categories: IID Pilot Program - New California Driver Licenses, ID Cards - California Driver License and Identification SecureCard Brochure (PDF) - DMV ...

[Appointment System](#)
Welcome to the DMV Appointment System. For faster service, please make an appointment before you visit a DMV office. The online appointment system does ...

[Online Services Category List](#)
To notify DMV that the currently registered vehicle is not being operated or parked on ... For faster service, make an appointment before you visit a DMV office.

[California Department of Motor Vehicles](#)
The Department of Motor Vehicles enhance drivers; protects identity by ensuring the integ View

Antelope Citrus Heights Folsom El
Rio Linda North Highlands Fair Oaks Gold River
Arden-Arcade Rosemont
Map Data Terms of Use Report a map error

View more location results...

dmv
dmv
dmv online
dmv department motor vehicles
dmv vehicle registration
dmv license fee
dmv vehicle registration fee
dmv field offices
dmv auto registration
dmv title transfer
dmv car registration fee

Dynamic Feeds

Your Feeds

News.ca.gov

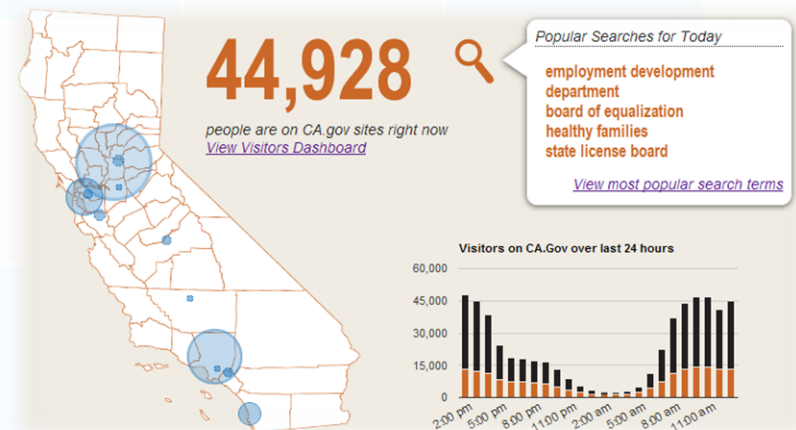
CA.gov Portal



The screenshot displays two overlapping web pages. The top page is News.CA.gov, the State of California's news portal. It features a navigation bar with links for HOME, BUSINESS, EDUCATION, GOVERNMENT, HEALTH & SAFETY, FAMILY, and VISIT. The 'Latest News' section includes articles such as 'DFG Sues Army Corps to Protect Fish and Wildlife Around Levees', 'Reemployment and Eligibility Assessment 2012 (Updated May 21, 2012)', 'Job fair in Ontario', and 'Tourism numbers spiking at Visitors Center'. A sidebar on the right promotes the 'Office of Governor EDMUND G. BROWN JR.' and shows a 'On Twitter' feed. The bottom page is the CA.gov Portal, which has a large banner image of a California landscape and a search bar. It includes a 'Popular Pages' section with links to 'CA Mobile Gallery', 'Inmate Locator', 'Alerts', 'Live Help', 'Business', 'Multimedia', 'Calendars', and 'N-11'. Navigation links for 'State Agencies', 'Contact Us', and 'Chat' are also visible.

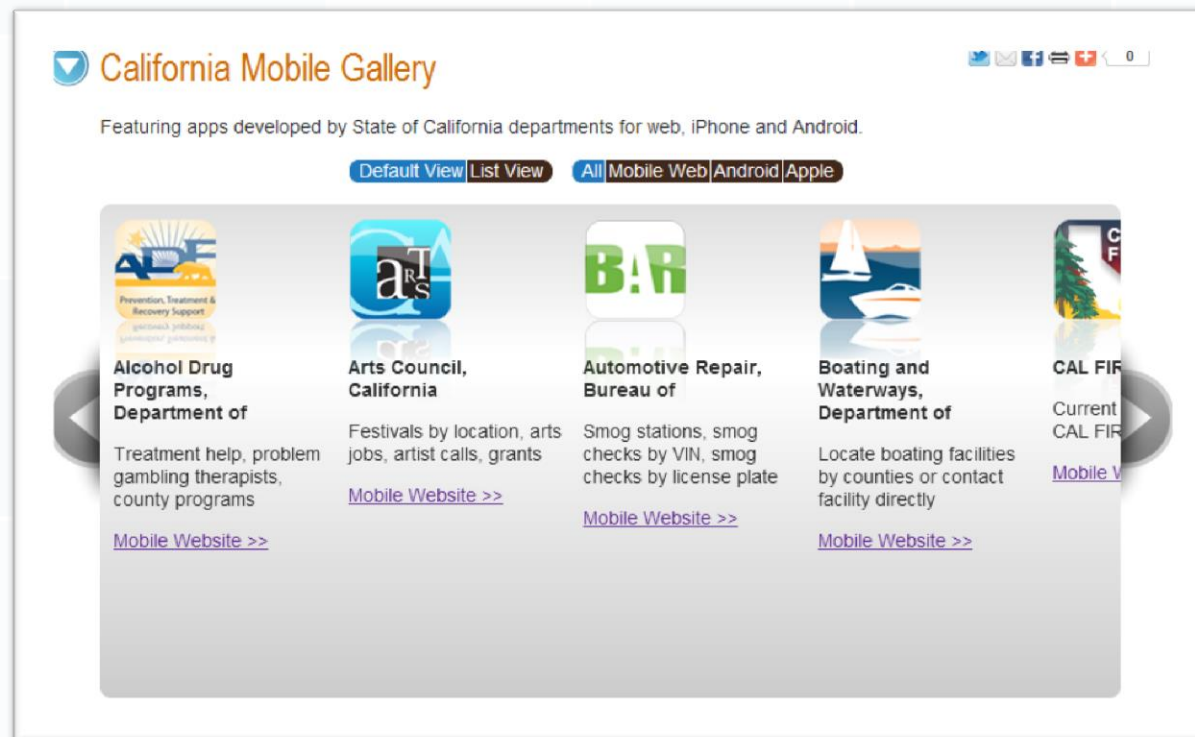
Dashboards

- Near real-time
- Automatically updated
- Google Analytics API
- Rich infographics and statistics
 - Number of visits to all CA.gov websites
 - Graph and maps with pinpoints
 - Mobile visits
 - Featured stats
 - Most searched keywords
 - Social media ticker
- <http://ca.gov/Apps/>



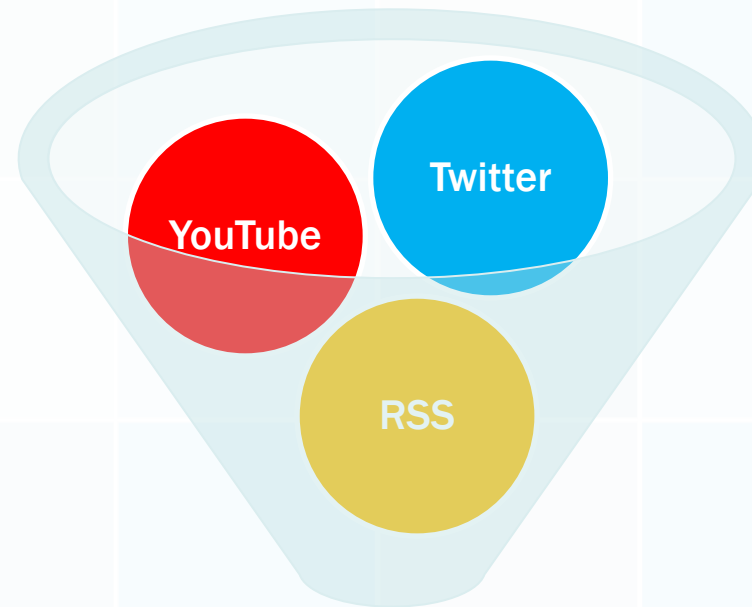
Mobile App Gallery

- 40+ apps
- 30+ departments
- <http://ca.gov/Mobile>
- Web-based, iPhone/iPad, and Android



We need your help

- Tell us when you add social media accounts and RSS feeds
- Tell us when you create mobile apps
- Join Statewide Google Analytics



News.ca.gov

CA.gov Portal



Questions

- Templates for state agencies and departments coming soon
- info@eservices.ca.gov
- WebTools.ca.gov

Thank you!