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

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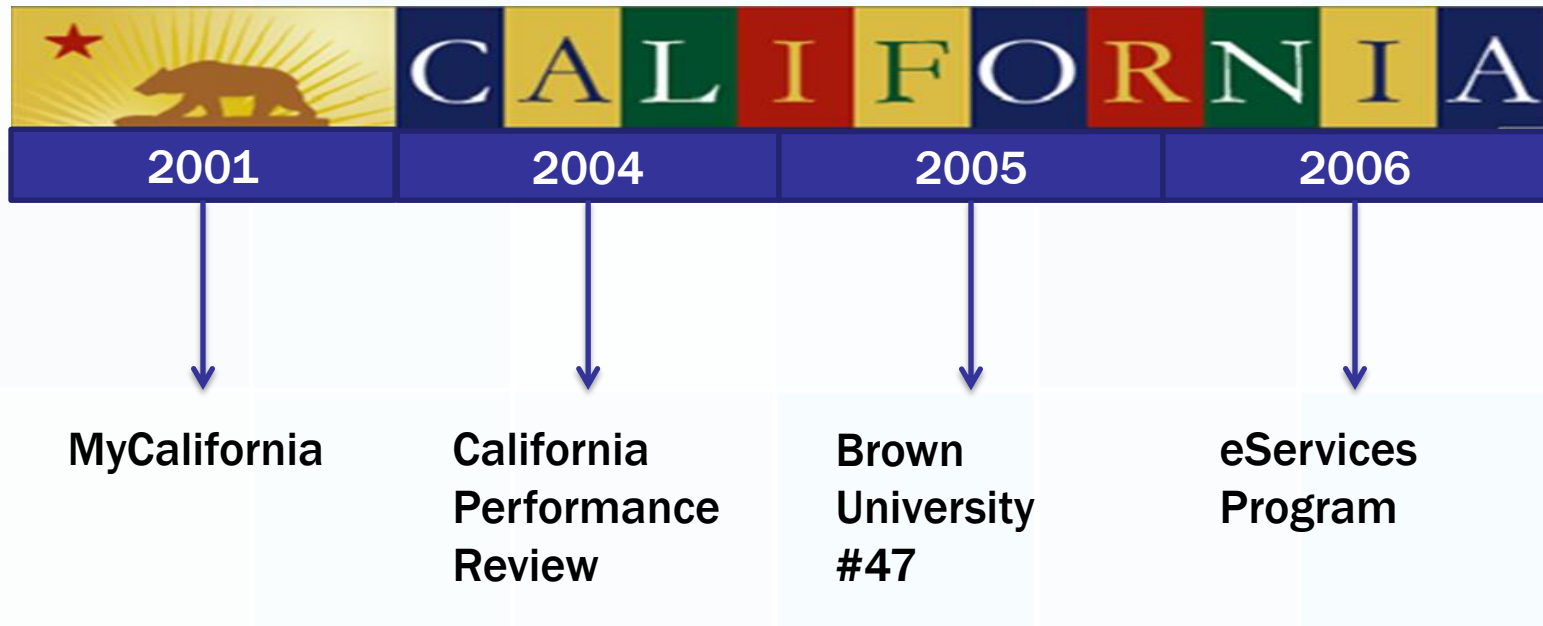
Office of Technology Services

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Objective

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

History

2001	2004	2005	2006

MyCalifornia

California Performance Review

Brown University #47

eServices Program

CA.gov Over the Years

1996 to 2000

CA.gov Over the Years

2001 to 2006

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

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

CA.gov Today
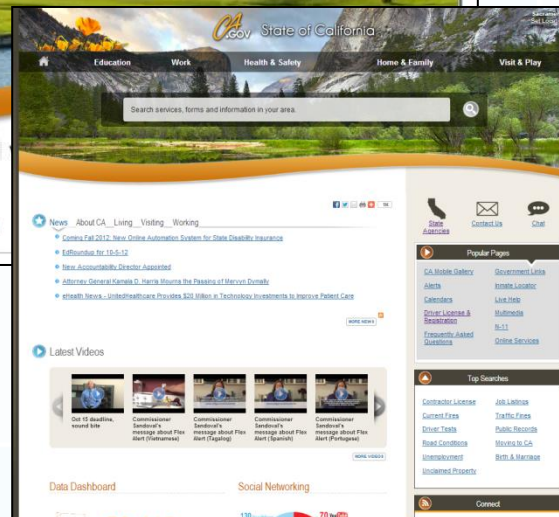
California's Brand

- **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?

What Is California's Brand

■ **It's not just the logo**

Logo

Color

Template

Font
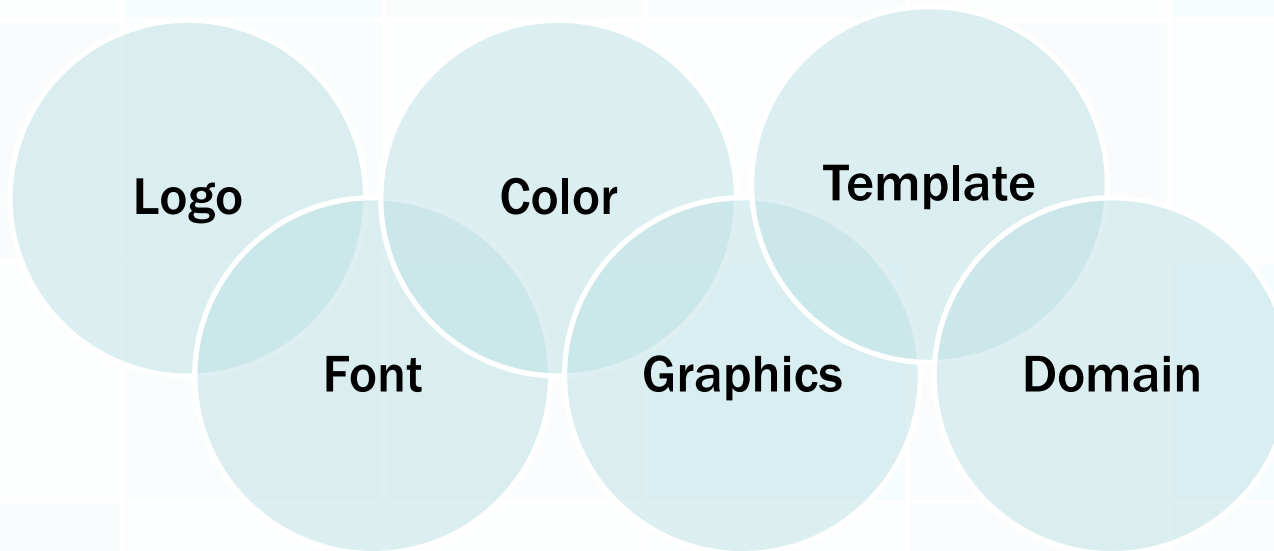
Graphics

Domain

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**

Graphics

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

968 x 115 pixels

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 polices, 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!
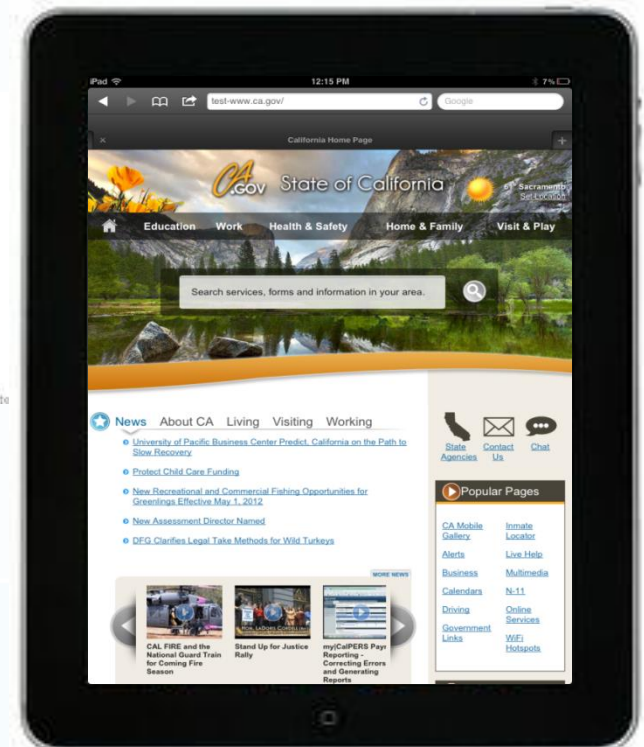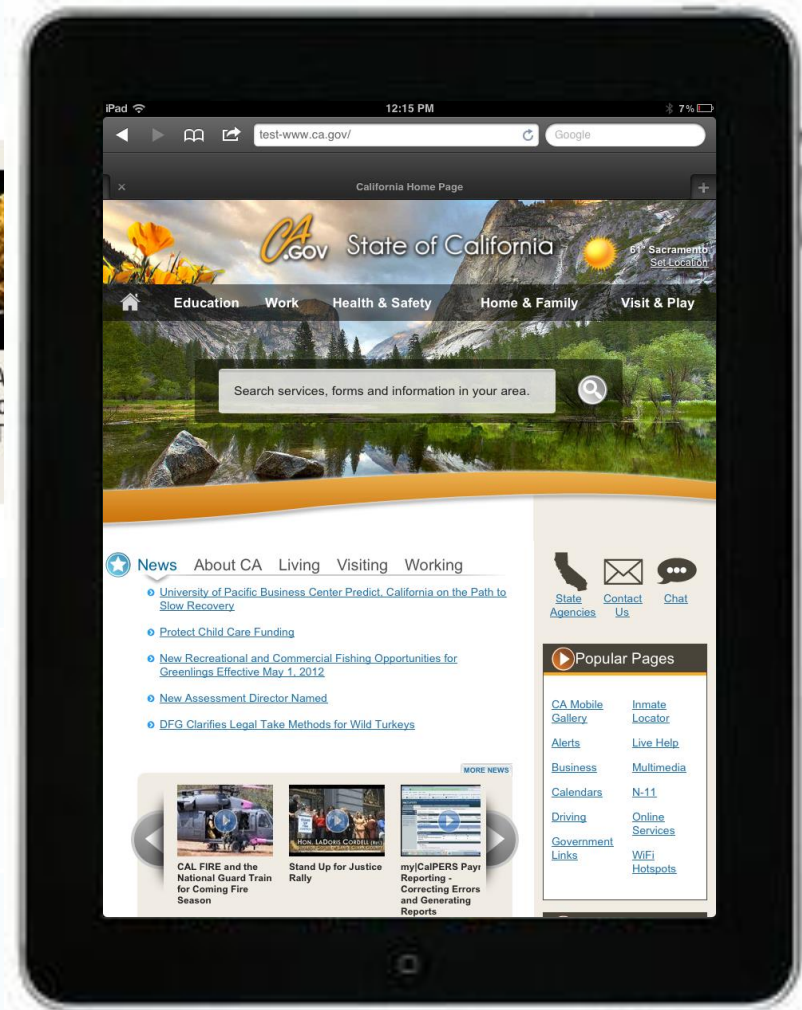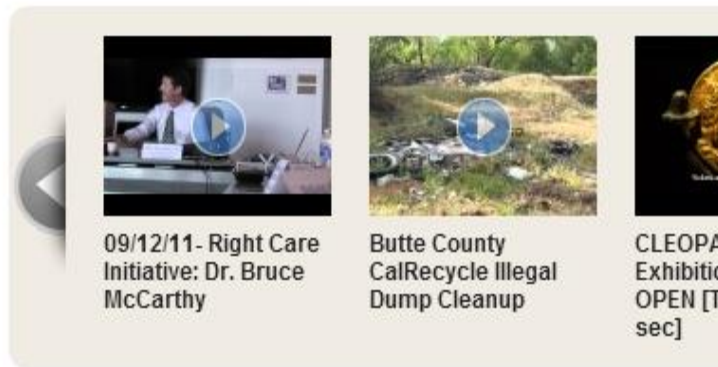
Touch-Friendly Features

Instant, Location-Based Search

Set Location, Get Local Results

Dynamic Feeds

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
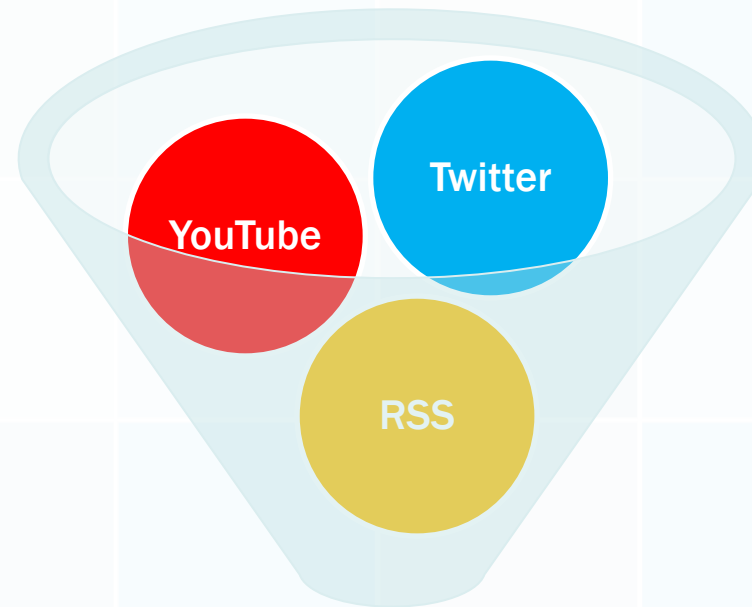 - Social media ticker
- http://ca.gov/Apps/
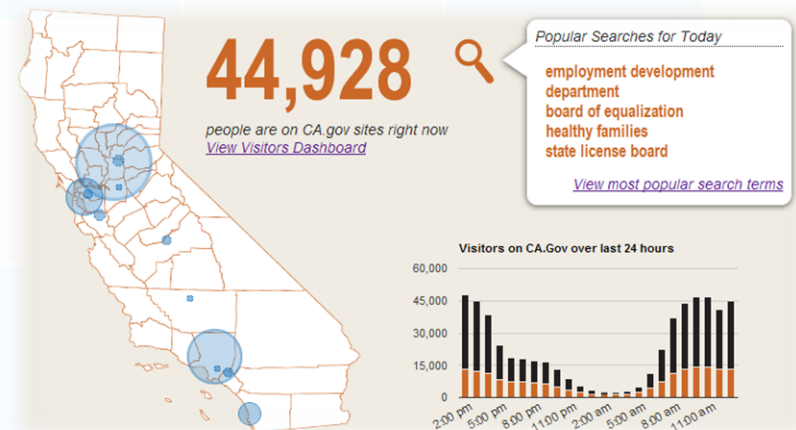
Mobile App Gallery

- **40+ apps**
- **30+ departments**
- **http://ca.gov/Mobile**

- **Web-based, iPhone/iPad, and Android**
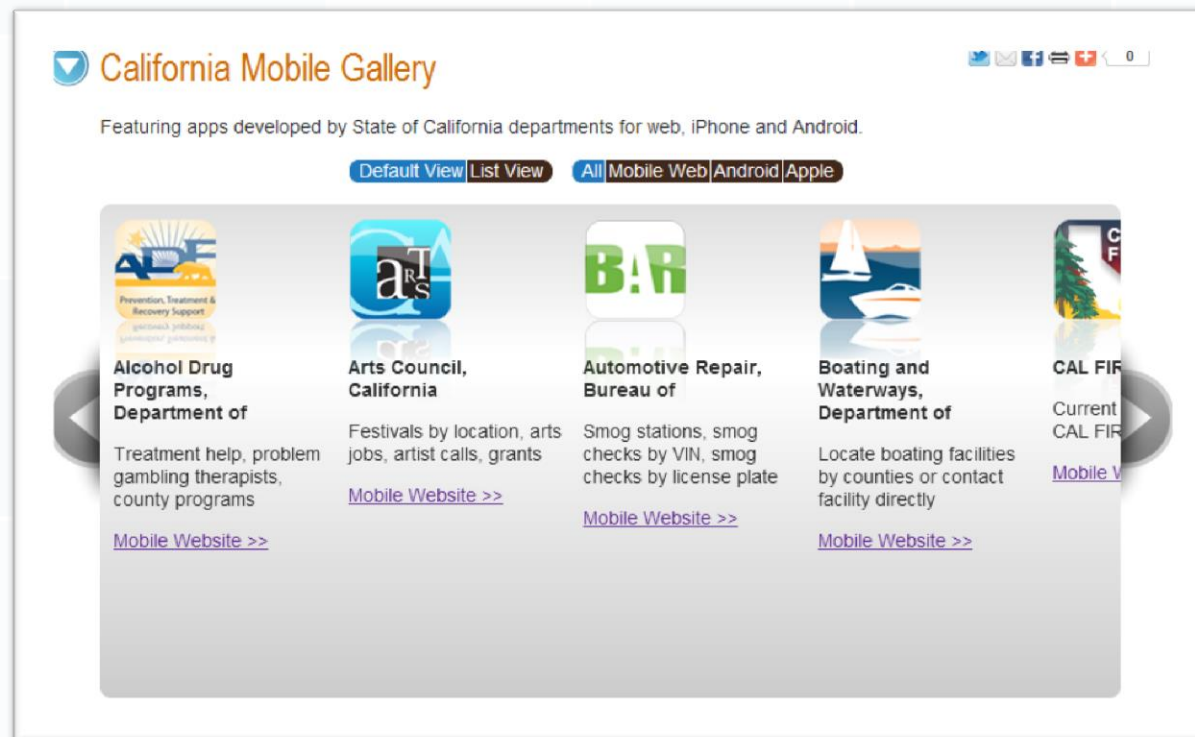
We need your help

- 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!