DC Portal Resource Center Standards Guide

I. Introduction

The redesigned DC.Gov and associated Resource Centers launched in May 2003 established a new set of standards for the “portal” level of DC.Gov. Prior to May 2003, all DC.Gov websites were required to comply with standards documented in the Web Standards Kit (WSK). The new DC.Gov and Resource Centers began to diverge from the WSK used for agency-level pages, continuing with the redesign in November 2007. This document is designed to explain and clearly delineate the distinctions between agency-level websites and portal-level sites. This document is designed to supplement the WSK and to explain the new styles and functional standards established for use in the redesigned DC.Gov and DC.Gov Centers.

II. Scope

The standards discussed in this document apply to all DC.Gov websites, pages, and applications at the portal level. Agency-level sites should continue to adhere to the established standards in the WSK. Standards established for portal-level sites in this document supersede those established in the WSK.

III. Portal Levels

For the purposes of this document, portal sites and pages are divided into three levels:

1) The “Top” Level
2) The “Resource Center” Level
3) The “Center” Level

The “Top” Level includes the main DC.Gov home page and all pages within the DC.Gov site not associated with a particular Resource Center, Center, or agency. For example, the Google search bar is at the “Top” level. (See Appendix A for a diagram of the DC.Gov portal hierarchy.)

The “Resource Center” Level includes all of the “Resource Centers” accessible from the blue navigational bar at the top of the page. These include “Mayor Fenty,” “DC Guide,” “Residents,” “Business,” “Visitors,” and “Government.” The “For Kids” site is a separate site and not a Resource Center.

DC.Gov “Centers” are the main sites that provide links to information and services that relate to particular topics. Each Center must be associated with one of the “Resource Center” pages included in the “Resource Center” links at the top navigational bar. These include:


Visitor Resource Center (http://www.vrc.dc.gov/vrc/cwp/view.asp?a=1199&q=447107&vrcNav_GID=1410&portal_link=hr): Accessible from the “Visitors” drop-down list as “Visitor Resources”
To date, the District has launched the following “Center” sites, in addition to those already listed:

Education Center (http://educationcenter.dc.gov/ec/site/default.asp)

Education Reform Center (http://edreform.dc.gov/edreform/site/default.asp)

Emergency Information Center (http://eic.rrc.dc.gov/eic/site/default.asp?portal_link=cc)

Health Center (http://hc.rrc.dc.gov/hc/site/default.asp?portal_link=cc)

Resident Resource Center (http://www.rrc.dc.gov/rrc/site/default.asp?rrcNav_GID=0&portal_link=hr)


Social Services Center (http://ssc.rrc.dc.gov/ssc/site/default.asp?portal_link=cc)
IV. Standards

A. Top Navigation

- The images in the blue navigational bar at the top of every page should be exactly the same across all pages within the Top, Resource Center, and Center Levels.

- Each image within the blue navigational bar should display a drop-down list of sites when the user passes their cursor over the image. Each site in the list is highlighted by a red bar when the user passes their cursor over the site name.

- Example: Passing over the “Mayor Fenty” image in the blue navigational bar opens up a list that includes links to sites such as “Mayor’s Home,” “Contact The Mayor,” “Schedule,” “Photo Gallery,” “For The Press,” “Newsletter,” and “Appointees.” Selecting the “Mayor’s Home” site will highlight the text link with a red bar.

![Drop-down list with selected site highlighted in red]
B. Page Template

The overall layout of pages should be consistent throughout the DC.Gov portal. The particular specifications for all of these elements, such as the exact pixel distance between elements, are not included in this document, so each developer is responsible for using the portal development templates to assure consistency.

- All common elements across portal pages should be consistently spaced.
- The spacing of columns within all top-level pages should be exactly the same.
- The spacing of columns within all Resource Center and Center pages should be exactly the same.

Resource Center home pages generally adhere to a three-column format, while internal pages adhere to a two-column format. Make sure to abide by spacing conventions for every site and ensure that every column is correctly spaced. Specific sites may be exceptions to the rule.
C. Left Column

- The contents of the left-side column will vary depending on the page level and the location within the particular Resource Center or Center.

- The left column of the DC.Gov home page is entirely unique. No other page, including other top-level pages, should have exactly the same left column.

- All internal top-level pages should have exactly the same left column. The major differences between the DC.Gov home page left column and the internal top-level page left column includes the larger top-level blue box on the upper left-hand side containing the DC flag image, the text “Mayor Adrian M. Fenty/District of Columbia,” and the “What can we help you find?” search bar underneath.

- Pages within Resource Centers have different left–side columns, one for the Resource Center home page and one for the Resource Center internal pages.

- The left column for Resource Center home pages includes:
  1. Thumbnail image that visually identifies the particular Resource Center (59x59 pixels)
  2. Resource Center name or phrase (e.g. “Doing Business in DC”) and description
  3. Horizontal Rule
  4. Series of text links for each area of the Resource Center
  5. Appropriate image that represents Resource Center (183x60 pixels unless otherwise noted)
  6. Resource Center eServices title
  7. Resource Center eServices drop-down menu, and “More eServices” link
The left column for all internal Resource Center pages includes all of the aforementioned elements, plus the Search bar at the top of the column and another horizontal rule.

The exact placement of elements within the left column should be the same across all Resource Centers and Centers.

Center-left columns in internal Resource Center pages should include the following:

1. Search box
2. Horizontal rule
3. Thumbnail that visually identifies center
4. Center name and description
5. Horizontal rule
6. Series of text links for each area of the Center
7. Panoramic image that visually represents the associated Resource Center
8. Resource Center eServices title
9. Resource Center eServices drop-down menus
10. “More eServices” link

On the home page of any Resource Center or Center, the thumbnail and Resource Center/Center title should not be a hyperlink.

On the home page of any Resource Center or Center, the title of the Resource Center or Center will be in red and will not be a hyperlink.
• On any internal page of a Resource Center or Center, the thumbnail and the Resource Center/Center title in the left column will be linked back to the home page of the particular Resource Center or Center.

• The series of text and text links after the horizontal rule in the left column will be preceded by one of two icons: 1) A red arrow, or 2) the DC Flag.

• The arrow icon visually indicates to the user what page they are currently on within the structure of the Resource Center or Center. For example, if a user is currently on the Main page of the Education Center, the arrow icon appears to the left of “Main” in the left-side navigation column. All other text links in the column will be preceded by a DC Flag.

• The first item in the series of links within a left column will be “Main.”

• On the home page of any Resource Center or Center, the “Main” link is always preceded by an arrow icon. All other bullets in the navigation column use the DC Flag icon.

The red arrow denotes the site you are currently on—in this case, the main page of the Education Center. Main page links are always preceded by the arrow icon.

The text links for sites you are not currently viewing are marked by the DC Flag.

D. Style Sheet References for the Left-Side Navigation

In order to ensure consistency across the DC.Gov portals, all developers must use and reference the common Cascading Style Sheet (CSS) file, css.main. All of the style classes are identified in Appendix A.

• The screenshots and table on the following page identify the class declarations related to the left-side column navigation on the DC.Gov home page.
## Revised Resource Center Portal Standards

<table>
<thead>
<tr>
<th>Item</th>
<th>Class</th>
<th>Description</th>
<th>Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Left Nav Links</td>
<td>blackBLUE</td>
<td>#13418E, Bold, 8pt, Arial</td>
<td><code>&lt;span class=blackBLUE&gt;</code></td>
</tr>
<tr>
<td>Left Nav Text</td>
<td>blackBLUE3</td>
<td>Black, 8pt, Arial</td>
<td><code>&lt;span class=blackBLUE3&gt;</code></td>
</tr>
<tr>
<td>Left Nav Icons</td>
<td>N/A</td>
<td>Pixels: 40x40, 45X45</td>
<td>N/A</td>
</tr>
<tr>
<td>Left Nav Panoramic</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Left Nav eServices</td>
<td>navHeader11px</td>
<td>#CC0000, Bold, 11pt, Arial</td>
<td><code>&lt;span class=navHeader11px&gt;</code></td>
</tr>
<tr>
<td>Left Nav Drop-Downs</td>
<td>LeftNav</td>
<td>Black, 8pt, Arial</td>
<td><code>&lt;select class=leftNav&gt;</code></td>
</tr>
<tr>
<td>Left Nav “More” Link</td>
<td>blackBLUE</td>
<td>#13418E, 8pt, Arial</td>
<td><code>&lt;span class=blackBLUE&gt;</code></td>
</tr>
</tbody>
</table>

![Diagram of the Revised Resource Center Portal Standards](image)
The left-side navigation of internal top-level pages is slightly different. The following table and screenshots identify the class declarations related to the left-side navigation on a typical top-level internal page:

<table>
<thead>
<tr>
<th>Item</th>
<th>Class</th>
<th>Description</th>
<th>Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Search Box</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Left Nav Links</td>
<td>blackBLUE</td>
<td>#13418E, Bold, 8pt, Arial</td>
<td>&lt;span class=blackBLUE&gt;</td>
</tr>
<tr>
<td>Left Nav Text</td>
<td>blackBLUE3</td>
<td>Black, 8pt, Arial</td>
<td>&lt;span class=blackBLUE3&gt;</td>
</tr>
<tr>
<td>Left Nav Icons</td>
<td>N/A</td>
<td>Pixels: 59x59</td>
<td>N/A</td>
</tr>
<tr>
<td>Left Nav Panoramic</td>
<td>N/A</td>
<td>Pixels: 183x60</td>
<td>N/A</td>
</tr>
<tr>
<td>Left Nav eServices</td>
<td>navHeader</td>
<td>#CC0000, Bold, 12pt, Arial</td>
<td>&lt;span class=navHeader11&gt;</td>
</tr>
<tr>
<td>Left Nav Drop-Downs</td>
<td>LeftNav</td>
<td>Black, 8pt, Arial</td>
<td>&lt;select class=leftNav&gt;</td>
</tr>
<tr>
<td>Left Nav &quot;More&quot; Link</td>
<td>blackBLUE</td>
<td>#13418E, 8pt, Arial, Bold</td>
<td>&lt;span class=blackBLUE&gt;</td>
</tr>
</tbody>
</table>

Pixels: 59x59

class=blackBLUE3

class=blackBLUE

Pixels: 183x60

class=navHeader

class=LeftNav

class=blackBLUE

Revised Resource Center Portal Standards
E. Sandbox

- “Sandbox” refers to the white space on an agency or Center-level page that contains the relevant links and information users are searching for, including services, information, agency news, and contact information.

- Internal pages within the Top level of the portal have either two-column or three-column layouts. For an example of a typical two-column layout, see “DC Voting Rights and Representation” ([http://about.dc.gov/statehood.asp](http://about.dc.gov/statehood.asp)). For an example of a typical three-column layout, see “Visitors’ Accomodation ([http://vrc.dc.gov/vrc/cwp/view.asp?a=1200&q=447233&vrcNav_GID=1407&portal_link=hr](http://vrc.dc.gov/vrc/cwp/view.asp?a=1200&q=447233&vrcNav_GID=1407&portal_link=hr)).”

- The sandbox area of all internal pages belonging to Top, Resource Center and Center-level pages should start with a page title in red. Appendix A includes all of the standard style classes to be referenced throughout portal-level pages, including red page titles.

- The bottom of every sandbox should include a “Back to” link that brings users back to the main page of the associated Resource Center or Center, e.g. “Back to Home” or “Back to Visitors Main.” These “Back to” links must always be preceded by a “<<” symbol.

- The following screenshot displays a typical example of how page title and introductory text should be displayed within the sandbox area of all portal-level pages:
• The majority of pages within Resource Centers and Centers are “Transfer” pages, which are pages that provide links and descriptions to online resources. Whenever possible, the page title in the sandbox of Transfer pages should be followed by a concise paragraph that provides an overall description of the resources identified on the page.

• The links within the sandbox of Transfer pages should be presented first with the title of the resource, hyperlinked to the destination website, followed by a short description of the specific resource. This short description generally begins with an action verb (e.g. “Register,” “Vote,” “Locate,” etc.), but exceptions can be made depending on the content.

• The following screenshot provides an example of content provided in a typical Transfer page:

<table>
<thead>
<tr>
<th>MAYOR FENITY</th>
<th>DC GUIDE</th>
<th>RESIDENTS</th>
<th>BUSINESS</th>
<th>VISITORS</th>
<th>GOVERNMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Move to DC</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>As a world class city that attracts new residents from across the globe, the District makes moving here—and feeling at home—simple and convenient.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Explore Your Neighborhood</strong></td>
<td><strong>Find a Place to Live</strong></td>
<td><strong>Find City Services</strong></td>
<td><strong>Get an Education</strong></td>
<td><strong>Get Around DC</strong></td>
<td><strong>Start a Business</strong></td>
</tr>
<tr>
<td>Find parks, shopping and just about everything you’ll need in DC.</td>
<td>Resources to locate housing to fit your needs.</td>
<td>Find the information you need as a new resident, including voter registration, tax forms, permits, and government listings.</td>
<td>DC offers top-notch public schools, innovative charter schools and world-class universities.</td>
<td>Whether it’s by plane, train, bus, or car, Washington is easy to get to and around.</td>
<td>From a gift shop to a nonprofit, the District makes it easy to start a new business.</td>
</tr>
</tbody>
</table>
F. Right Column

There is some flexibility regarding the contents of the right columns across the portal levels. However, the following standards must be adhered to:

- The first and second levels within Resource Centers must have a right-side column. Below this point, pages may switch to a two-column approach. See [http://www.rrc.dc.gov/rrc/cwp/view.asp?a=1184&Q=447156&rrcNav_GID=1416&portal_link=hr](http://www.rrc.dc.gov/rrc/cwp/view.asp?a=1184&Q=447156&rrcNav_GID=1416&portal_link=hr) as an example of how to design the first and second levels in a Resource Center.

- The first level of all Centers must have a right column. Beyond this point, pages within Centers may switch to a two-column approach. See [http://educationcenter.dc.gov/ec/site/default.asp](http://educationcenter.dc.gov/ec/site/default.asp) for an example of how to design a first-level Center portal.

- The contents of right-side columns are made up of “widgets.” Each widget features a particular topic or online service. Widget contents should be related to the corresponding Resource Center or Center topic.

- All widgets should begin with a widget title in red. This title should always be in initial caps.

- Widgets should generally adhere to one of two formats: 1) A list, or 2) a featured item. If the purpose of the widget is to present a series of options, the list format should be used. If the purpose of the widget is simply to feature a single item, then the featured item format should be used.

- The list format displays a bulleted list of links. When applicable, this list should be followed by a “More” or “All” link. When you do not have enough room to display all the relevant links for a widget, add a right-side-aligned “More” or “All” link after the list of links. See the DC Partners in Education widget located in [http://educationcenter.dc.gov/ec/site/default.asp](http://educationcenter.dc.gov/ec/site/default.asp) for an example.

- The Featured Item format displays a very brief descriptive blurb and a small icon that generally represents the featured Item. These icons should always be approximately the same size and should be in the same location. See the Enhanced Business Information Center (e-BIC) widget located in [http://brc.dc.gov/index.asp?portal_link=hr](http://brc.dc.gov/index.asp?portal_link=hr) for an example.

- Bullets included in right-hand columns must be “unordered,” solid bullets, similar to the bullet preceding this sentence. All bullets within right columns must be completely aligned to the left-hand side—not indented as bulleted lists normally are.
• Right-side columns within Resource Centers must include one panoramic photo that is exactly the same size. The panoramic photo should visually represent the corresponding Resource Center and section within the Resource Center.

• Right-side columns within Center pages should include two panoramic graphics that are thematically related to the Center topic. The second graphic should align with the bottom graphic in the left column. See the right-side column of http://educationcenter.dc.gov/ec/site/default.asp for an example of thematic panoramic graphics.

• The following screenshot represents an example of a typical right-side column, taken from the Visitor Resource Center (http://vrc.dc.gov/vrc/site/default.asp?vrcNav_GID=0&portal_link=hr):

  ![Widget title in red and descriptive blurb]
  ![Bulleted list of links]
  ![Panoramic graphic photo]
  ![Featured Item icon]
G. Style Sheet References For Right-Side Column

- The following table and screenshot identify the class declarations related to the right-side columns on all DC.Gov portal pages.

<table>
<thead>
<tr>
<th>Item</th>
<th>Class</th>
<th>Description</th>
<th>Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Right Nav Links</td>
<td>blackblue3</td>
<td>#13418e, 8pt, Arial</td>
<td>&lt;span class=blackBLUE&gt;</td>
</tr>
<tr>
<td>Featured Item Icon</td>
<td>N/A</td>
<td>Pixels: 45x45</td>
<td>N/A</td>
</tr>
<tr>
<td>Featured Sites Header</td>
<td>navHeader</td>
<td>##CC0000, Bold, 10pt, Arial</td>
<td>&lt;select class=navHeader&gt;</td>
</tr>
<tr>
<td>Featured Sites Links</td>
<td>blackBLUE</td>
<td>#13418e, 8pt, Arial</td>
<td>&lt;span class=blackBLUE&gt;</td>
</tr>
<tr>
<td>Featured Sites More</td>
<td>blackBLUE</td>
<td>#13418e, 8pt, Arial, Bold</td>
<td>&lt;span class=blackBLUE&gt;</td>
</tr>
<tr>
<td>Panoramic Icon</td>
<td>N/A</td>
<td>Pixels: 165x54</td>
<td>N/A</td>
</tr>
</tbody>
</table>

- **Real Property**
  - Find information about your real property.
  - Class: `blackblue3`

- **Featured Tools**
  - Map Gallery
  - Taxicab Fare Calculator
  - Bird's Eye Tour of DC
  - DC GIS Services & Data
  - Class: `blackblue3`

- **Neighborhood Resources**
  - Advisory Neighborhood Commissions
  - Contact Agencies
  - DC Schools
  - Metro Riders
  - Class: `blackBLUE`

- **Emergency Center**
  - Emergencies can happen. Be informed. Learn about preparedness in the District.
  - Class: `blackBLUE`
H. Footer

- The footer must be exactly the same across all DC.Gov portal pages.

I. Style Sheet References For Footer

- The following table and screenshot identify the class declarations related to the footers on all DC.Gov portal pages.

<table>
<thead>
<tr>
<th>Item</th>
<th>Class</th>
<th>Description</th>
<th>Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Telephone Directory By Topic</td>
<td>dblue</td>
<td>#001864, 10pt, Arial, &lt;class=dblue&gt;</td>
<td></td>
</tr>
<tr>
<td>Agencies</td>
<td>dblue</td>
<td>#001864, 10pt, Arial, &lt;class=dblue&gt;</td>
<td></td>
</tr>
<tr>
<td>DC Council</td>
<td>dblue</td>
<td>#001864, 10pt, Arial, &lt;class=dblue&gt;</td>
<td></td>
</tr>
<tr>
<td>Search</td>
<td>dblue</td>
<td>#001864, 10pt, Arial, &lt;class=dblue&gt;</td>
<td></td>
</tr>
<tr>
<td>Elected Officials</td>
<td>dblue</td>
<td>#001864, 10pt, Arial, &lt;class=dblue&gt;</td>
<td></td>
</tr>
<tr>
<td>Feedback</td>
<td>dblue</td>
<td>#001864, 10pt, Arial, &lt;class=dblue&gt;</td>
<td></td>
</tr>
<tr>
<td>Translations</td>
<td>dblue</td>
<td>#001864, 10pt, Arial, &lt;class=dblue&gt;</td>
<td></td>
</tr>
<tr>
<td>Accessibility</td>
<td>dblue</td>
<td>#001864, 10pt, Arial, &lt;class=dblue&gt;</td>
<td></td>
</tr>
<tr>
<td>Privacy &amp; Security</td>
<td>dblue</td>
<td>#001864, 10pt, Arial, &lt;class=dblue&gt;</td>
<td></td>
</tr>
<tr>
<td>Terms &amp; Conditions</td>
<td>dblue</td>
<td>#001864, 10pt, Arial, &lt;class=dblue&gt;</td>
<td></td>
</tr>
</tbody>
</table>
Appendix A: Hierarchy of DC.Gov Portal Levels

**Top Level**

- DC.Gov

**Resource Center Level**

- Business Resource Center
- Resident Resource Center
- Visitor Resource Center

**Center Level**

- Education Center
- Emergency Center
- Traffic Center
Appendix B: DC.Gov Cascading Style Sheet (CSS)


.nounder {
  FONT-FAMILY: verdana, arial, helvetica, sans-serif;
  TEXT-DECORATION: none;
}

.whitel {
  COLOR: #FFFFFF;
  TEXT-DECORATION: none;
}

a.whitel:hover {
  COLOR: #FFFFCC;
  TEXT-DECORATION: underline;
}

.WHITE {
  COLOR: #FFFFFF;
  TEXT-DECORATION: none;
}

a.WHITE:hover {
  COLOR: #FFFFCC;
  TEXT-DECORATION: underline;
}

.lblue {
  COLOR: #EAF4FF;
  TEXT-DECORATION: none;
}

a.lblue:hover {
  COLOR: #FFFFCC;
  TEXT-DECORATION: underline;
}

.LBLUE {
  COLOR: #EAF4FF;
  TEXT-DECORATION: none;
}

a.LBLUE:hover {
  COLOR: #FFFFCC;
  TEXT-DECORATION: underline;
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/*
Drop downs */

.drop1Off {
cursor: pointer;
font-family: Arial, Helvetica;
font-weight: normal;
font-size: 12px;
color: black;
background: none;
}