

STATE OF VERMONT
Agency of Administration

Department of Information and Innovation	ORIGINAL POLICY ADOPTED BY STC	ORIGINAL POLICY NUMBER
	DATE: January 1, 2006 Updated 8/1/2017	N/A
	EFFECTIVE DATE	ASSOCIATED DOCUMENTS
	DATE: January 1, 2006	Web Look and Feel Standard

STATUTORY REFERENCE
OR OTHER AUTHORITY:

APPROVAL DATE:

APPROVED BY: **Secretary of Administration**

POLICY TITLE: **Web Common Look and Feel**

PURPOSE: The purpose of this policy is to establish web site development requirements for all three branches of Vermont State Government including all state agencies and departments and state sponsored organizations including all boards and councils. All State of Vermont web sites should maintain a common look and feel and a common navigational framework. The goal of this policy is to allow users to easily access all information on any state developed web site.

POLICY STATEMENT: All State of Vermont web sites will provide the ability to deliver Web-based information and services to the widest possible audience and will present a common look and feel that clearly indicates to users that they are accessing an official state web site. All sites will be optimized for ease of use and fast transmission.

SCOPE: This policy is intended for use by all web authors, web application developers, content contributors and contractors creating or maintaining web pages for the State. This policy is intended to create formatting standards for all state web sites. Knowledge of Hypertext Markup Language (HTML) and related web languages will help in fully understanding the associated Standards and Guidelines.

Policy:

All State of Vermont web sites shall be designed to support the predominant types and versions of browsers; to use common navigation as set forth in the Web Common Look and Feel Standards and to include approved brand and graphic elements adopted through the standards associated with this policy; to create a common look and feel for Web information and services; to use the copyright symbol and statement at the bottom of each page; to minimize processing and storage needs on the user's workstation by limiting download requirements for government Web-based services; to provide informative hyperlinks that clearly direct users to their intended destination; and to optimize images for fast download. All State of Vermont web sites content shall be reviewed and maintained on a regular basis to ensure the timeliness and accuracy of information and to maintain accurate hyperlinks.

All state agencies shall comply with these requirements for new web pages developed subsequent to the adoption of this policy. As existing web pages are updated, agencies must ensure that the updated pages meet these requirements.

All web-development performed under contract for state agencies shall comply with this policy all web development contracts shall include explicit provisions by which contractors will demonstrate compliance with this policy.

Enforcement

Any state agency or department web site found not to be in compliance will be notified of the requirement to develop a plan for corrective action to bring their web site into compliance including a completion date for the project. The Office of the CIO shall review and approve agency plans for achieving compliance with this policy and standard. The state webmaster shall ensure that the agency or department meets the required goals.

APPROVED _____
Secretary of Administration **Date**