Derby City Council

Website Standards & Development Guide (WSDG)

Visual Requirements

Title	Website Standards and Development Guide – Visual Requirements
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Version Control

Version	Date	Author	Amendment history
Draft A	25/07/2012	Adam Radford	Modified original Website Standard and Development Guide to create three separate documents. Extensively updated and re-written.
Issue 1.0	27/07/2012	Adam Radford	First release, minor changes following review.
Issue 1.1	10/10/2017	Kevin Hutchby	Updated colour palette and typefaces
Issue 1.2	22/11/2017	Kevin Hutchby	All major sections updated in liaison with Corporate Communications

Reviewers

Name	Signature	Role	Date of issue	Version
Sally Coldron		Direct Services Manager		1.0
Lynda Innocent		Head of Transformation and Business Applications		1.2
Meg Tapp		Corporate Communications		1.2

Approvals

Name	Signature	Role	Date of issue	Version
Sally Coldron		Direct Services Manager		1.0
Lynda Innocent		Head of Transformation and Business Applications		1.2

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This is a controlled document.

On receipt of a new version, please destroy all previous versions (unless a specified version is in use throughout the project).

Related Documents

Title
Website Standards and Development Guide – Technical Requirements

Comments and feedback

Please refer any feedback to the document owners.

Name	Role	Date of Issue	Version
Adam Radford	Author	27/07/2012	1.0

Contents

1. Overview

The document forms part of the Derby City Council Website Standards and Development Guide (WSDG). The full Website Standards and Development guide can be found at:

http://www.derby.gov.uk/site-info/web-development-guide/

Third-party web developers must agree and adhere to these development standards when developing any websites and web applications on behalf of the Council.

These standards should form part of any website or web application development contract with the Council.

2. Visual Design

2.1 Derby City Council logo

The Council logo should appear at the top-left of all pages on Council websites.

Exceptions:

If websites are part of specific Council campaigns, the logo must feature prominently somewhere on the website homepage. It must also feature in the footer of all pages on the website.

For partnership sites, the logo should feature either in the site footer or on a page explicitly about the partners.

The logo should not be modified in any manner, except for resizing purposes.

The minimum size for the Derby City Council logo is 80x48 pixels.

The logo must be monochrome: either black or white on a suitable solid background colour.

Accessibility is always a consideration when applying the logo to a coloured background.

2.2 Page size

See "WSDG – Technical Requirements" section 2.

2.3 Navigation and search

There must be a consistent – and consistently placed – navigation throughout the site.

The search box and search button should appear consistently in every page header.
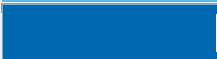
2.4 Colour palette

Websites branded as Derby City Council should use the corporate colour palette, with a single key colour and the main monochrome theme (see table 2.4.1 below).

If a website does not have a strong Council focus, then different colour palettes can be used.

All colour combinations of foreground and background must meet the WAI colour contrast ratios specified for level 'AA' – guideline 1.4.3 Contrast (Minimum)

2.4.1 Corporate colour table

Colour	RGB	Hexadecimal
	53, 53, 53	353535

Colour	RGB	Hexadecimal
	255, 80, 3	FF5003
	89, 186, 227	59BAE3
	0, 103, 177	0067B1
	90, 49, 133	5A3185
	144, 0, 85	900055
	223, 6, 140	DF068C
	221, 136, 65	DD8841
	240, 171, 0	F0AB00
	170, 203, 108	AACB6C
	0, 115, 99	007363

2.5   Fonts and typefaces

2.5.1   Body text, titles, headings and subheadings

Headings should not be italicised or underlined. The level of heading/sub-headings must be marked up with the correct, hierarchical HTML tag (h1, h2, h3, h4, h5) and sized and spaced appropriately (large to small) to assist readability, usability and accessibility.

Sentence case should be used for all headings and sub-headings.

The core Council websites should use the Google web font family "Open Sans" for headings, sub-headings and body text.

Wherever appropriate, the same fonts should be used on other Council branded websites.

Accessibility is always a consideration when selecting custom typefaces and sizes.

2.5.2   Style sheets

See "WSDG – Technical Requirements" section 3.

2.6   Graphics and photography

The Council Communications team can help with any queries about appropriate use of photography. Please contact corporate.communications@derby.gov.uk for help and advice.

2.6.1   Iconography

Use of iconography is recommended for landing page menus to improve usability and accessibility.

2.7   Calls to action

Calls to action (CTAs) may be placed in content as standard hyperlinks, but should be also be styled as buttons and placed high up and prominent within any content.

2.8   Useful references

- Web Design Standards: 10 Best Practices

  https://www.orbitmedia.com/blog/web-design-standards/

- Nielsen Norman Group: https://www.nngroup.com/

- Web Accessibility Initiative (WAI): https://www.w3.org/WAI/

- WebAIM colour contrast tools:

  https://webaim.org/resources/contrastchecker/