

MANAGEMENT DIRECTIVE

Commonwealth of Pennsylvania Governor's Office

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| Subject: Commonwealth Branding | Number: 205.40 Amended |
| Date: May 15, 2012 | By Direction of:  Kelly Powell Logan, Secretary of Administration |
| Contact Agency: Governor's Office of Press and Communications, Telephone 717.783.1116 | |

This directive establishes policy, responsibilities, and procedures for the Commonwealth of Pennsylvania's branding standards for communications. Marginal dots are excluded due to major changes.

- 1. PURPOSE.** To establish policy, responsibilities, and procedures for branding commonwealth communications.
- 2. SCOPE.** This directive applies to all departments, boards, commissions, and councils (hereinafter referred to as "agencies") under the Governor's jurisdiction.
- 3. OBJECTIVE.** To ensure that all agencies follow policy, responsibilities, and procedures when preparing communications.
- 4. DEFINITIONS.**
 - a. Agency.** A department, board, commission, or council under the Governor's jurisdiction.
 - b. Branding.** Standardizing a logo, and/or design scheme for agency communications that includes placement and repetition, "look and feel" consistency across communications and strategic marketing to build a strong Commonwealth of Pennsylvania brand.
 - c. Commonwealth of Pennsylvania Style Guide.** A manual of instructions on how commonwealth branding should be implemented. Enclosure 1, Commonwealth of Pennsylvania Style Guide includes the following:
 - (1)** A complete description of the Commonwealth of Pennsylvania brand and what values and priorities the brand represents.

- (2) Standardized agency communications tools to increase consistency, recognition and familiarity with the Commonwealth of Pennsylvania brand.
- (3) Descriptions of situations in which the brand can and cannot be used.
- (4) Specific colors, dimensions, and other guidelines for the Commonwealth of Pennsylvania brand.
- (5) Typographical guidelines for communications.
- (6) Brand reproduction guidelines for third parties and printers.

5. POLICY.

- a. Agencies must utilize the branding standards established by Enclosure 1, Commonwealth of Pennsylvania Style Guide, as new agency communications materials are developed and disseminated and as existing communications materials are updated and maintained.
- b. Any agency that engages a third party to use the agency brand must require the third party to utilize the Commonwealth brand as set forth in Enclosure 1, Commonwealth of Pennsylvania Style Guide, and must provide the agency logo and the Style Guide to the third party. Third parties must follow the Enclosure 1, Commonwealth of Pennsylvania Style Guide in the production of any materials that incorporate agency brand.
- c. Existing printed materials should be depleted before printing new branding materials.
- d. All branded communications materials are to be managed and approved by the agency's press or communications office. Such materials are to be sent to the Governor's Office of Press and Communications for approval prior to use. Agencies without a press or communications office shall send such materials to the Governor's Office of Press and Communications for guidance and approval.

6. RESPONSIBILITIES.

- a. **Governor's Office of Press and Communications** shall:

- (1) Approve the following:
 - (a) Any new or redesigned agency brand.
 - (b) Marketing and advertising campaigns.
 - (c) Major changes or redesigns to an agency website.
 - (d) Any exceptions to the Enclosure 1, Commonwealth of Pennsylvania Style Guide branding guidelines.

b. Agency Press or Communications Offices shall:

(1) Oversee the following:

(a) Agency branding.

(b) Agency website design and content.

(2) Serve as the liaison between the Governor's Office of Press and Communications and agency representatives; keep the agency informed of commonwealth branding updates to ensure that guidelines are followed correctly; and, when warranted, correct any misuse of the brand.

7. REFERENCES/GUIDELINES. In conjunction with this directive, Enclosure 1, Commonwealth of Pennsylvania Style Guide, provides additional details and guidelines for Commonwealth Branding policies and procedures.

This directive replaces, in its entirety, *Management Directive 205.40*, dated February 6, 2012.

Enclosure 1 - Commonwealth of Pennsylvania Style Guide

Style Guide: Commonwealth of Pennsylvania

A Commonwealth Brand - Based On a Common Promise

A quality commonwealth brand is more than a great logo. A quality brand is the promise of a great experience. When a Pennsylvanian sees a commonwealth logo, website or publication they should immediately know what to expect.

The commonwealth brand should impact the way Pennsylvanians feel about the services they receive, increase credibility and recognition, change expectations and perceptions of state government and make the over-all commonwealth experience a more positive one. The establishment and maintenance of a quality brand is fundamental in setting Pennsylvania apart as a trusted, reliable source that provides services of the highest standard.

Pennsylvania takes great pride in providing high quality and life-enhancing services to its citizens. Just as important as these services is their reputation, credibility and professionalism. Having a successful quality brand is imperative to helping constituents connect the services we provide with the commonwealth, making it easy to know when they are working with the state and better connecting the high quality services they receive to the tax dollars they spend.

This commonwealth style guide is the branding guideline for all state departments as they prepare communication materials for both public and internal use. This guide exists to ensure commonwealth departments are communicating a quality brand, promoting the brand effectively and doing this all with consistency.

Do use this style guide when you're preparing communication materials for the public and internally. This guide is a common sense tool to help you implement your department's identity within the commonwealth brand. You may develop your own department's, commission's or board's version of this style guide.

This style guide details the components of the commonwealth brand and proper usage in common applications. It does not cover every instance in which the brand is reflected, but serves as a guide for creating such materials and how to handle different communication pieces and media types. Every department communications effort should build brand equity in the commonwealth and unify our quality commonwealth brand to citizens.

All branding and communications materials should be managed by the departments' press offices and sent to the Governor's Office of Press and Communications for approval. If there are any questions surrounding commonwealth branding, logo development, style guide implementation or "policing" of the style points, the press offices will work with the Governor's Office of Press and Communications to address it.

This style guide has evolved over time based on input from communications and graphics professionals. The updated style guide has both updates and reinforcements to the previous style guide. The style guide changes and updates will ensure more consistency, brand recognition and cost effectiveness across all commonwealth communications.

All style guide changes are to be implemented from this date forward. Please note that NO materials are to be thrown out as a result of any style guide changes. However, any changes are to be implemented on all future print jobs.

Additional suggestions or constructive points about implementing the branding standards or how to use it are always welcome at the Governor's Office of Press and Communications. The office will continually work with departments, commissions and boards to build brand equity and value and increase clarity and consistency of all communications.

Thank you for your commitment to the commonwealth, the prestigious commonwealth brand, its unmatched services and deserving citizens!

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Implementation Update: Commonwealth of Pennsylvania

Implementation Update

The following guidelines will help departments, commissions and boards implement the commonwealth brand and clarify usage questions.

All department external materials should be converted to the revised commonwealth brand standards and use their revised department-specific keystone logo as identified in the commonwealth style guide. The same rule applies for formal internal communications, such as employee newsletters, department-wide memos, etc. Informal internal communications are not required to follow the branding guidelines but it is recommended whenever possible that they should.

Once again, you should NOT discard existing materials as you transition. Previously printed supplies should be exhausted first. You SHOULD instead adopt the new standards as you reprint existing materials, create new ones, refresh your website, apply to electronic communication tools and bring up approved social media channels.

Department communications/press offices must oversee and direct the implementation of a department's branding, communications tactics and websites. If department employees have questions about the logo or style guide, they should direct them to their respective press office. They, in concert with the Governor's Office of Press and Communications, make all final decisions related to brand implementation and usage. If a department has a graphic design professional on staff, then that position should be the "brand compliance officer," ensuring the department and its employees are using the logo properly. If no graphic designer is on staff, then the director of communications should assign this duty to a staff position in the press office.

The press office staff will keep a copy of the broad commonwealth style guide for reference. A department's specific style guide should be kept in the press office or preferably on a department's intranet. Upon its initial release, the style guide will be distributed via e-mail to all commonwealth employees.

Revised department logos, news release templates, memo templates and other standardized stationery will be available online for download on a new online secure share site. This share site will house the logo lock-ups in their correct and approved form, colors and dimensions. The site will make the correct logos more accessible to departments and ensure template consistency in all department communications. Access to this share site will be given to department communications directors/press secretaries. Other staff may be given access on a case-by-case basis. These approvals must be given by the Governor's Office of Press and Communications. Those with access to the share site should distribute the materials and files upon request. These files are only to be sent to trusted partners. All trusted partners must have a copy of the commonwealth style guide and follow its standards.

To encourage the adoption of the standard e-mail signature by ALL employees, departments should include a step-by-step "how to set up an e-mail signature" (see page 38) within their department style guide. This should also be included in new employee orientations.

Business Cards

Departments should work with the Department of General Services' Bureau of Publications' PA Publisher system to print business cards. DGS has the approved predesigned templates for business cards in all stationery suite levels. Departments only need to provide the information for the card and DGS will print them. This procedure will provide cost savings and a consistent look to commonwealth business cards.

Watermarks and Certificates

If a department is authorized to use a watermark to authenticate documents or prevent the inappropriate copying of them, then that watermark should be the logo that complies with the commonwealth keystone brand.

If a department issues certificates to companies, groups or regulated entities (for example, medical equipment is often inspected by the Department of Health and displays a Department of Health certificate by it), the certificate must include the department's revised commonwealth branded keystone logo.

Seal vs. Logo

In some instances, departments may request to use the commonwealth seal on enforcement documents. Requests to use the seal for this purpose should be coordinated through a department's press office which will work with the appropriate contact in the Governor's Office of Press and Communications. As stated later in the style guide, only cabinet secretaries, deputy secretaries, Governor's senior staff and General Counsel are authorized to use the Coat of Arms as a part of their stationery suites. All other requests must be approved by the Governor's Office of Press and Communications and will be made on a case-by-case basis.

Pennsylvania vs. "Pennsylvania: State of Independence" lock-up

Only the Department of Community and Economic Development may use the Pennsylvania logo with the phrasing "State of Independence." It is only to be used when in reference to the travel and tourism initiatives. In all other uses, the simple Pennsylvania logo should be used unless a department is using its own logo.

Multi-Department Initiatives

If two or more state departments are working jointly on a project, marketing campaign or event, the generic Pennsylvania keystone logo should be used on signage, handouts, PowerPoint slides or basically any collateral materials associated with the joint initiative. Using the generic logo identifies it as a state government initiative bringing credibility and brand trust without cluttering the materials with multiple logos. This single logo guideline for multi-department initiatives also applies to TV commercials and public service announcements. Radio commercials should use the tag "Brought to you by the Commonwealth of Pennsylvania." If the initiative is by a single department, then the department's individual logo would be used in all applications and the radio paid commercial or free public service announcement would include "Brought to you by the XYZ department."

Protection of Logo and Brand Trust: Who gets the logo?

Because the commonwealth brand strives to stand for the promise of credibility, it is imperative that the keystone logo and commonwealth brand not be given to just anyone. If departments work with an outside ad agency or media vendor or printer that is on contract and a trusted partner, they should be given the style guide to follow. However, departments should take great care to not give out their department's logo to just anyone and to only share it with trusted partners.

Trademarks

Trademarks are protected as soon as they are used in commerce. Therefore state and federal registration of the department keystone logos is optional. The following points are provided as information and any formal steps to pursue formal registration of logos as trademarks should be discussed with a department's legal department.

- State registration is relatively inexpensive and quick.
- Federal trademark registration is costly and time-consuming (takes more than a year) and involves comment periods. If the trademark or service mark is primarily used within the boundaries of the Commonwealth of Pennsylvania, legal counsel indicates it may not be necessary to go through the federal trademark process.
- The keystone symbol might have to be disclaimed in federal registration because it is in common use and trademarks are based upon a hierarchy of distinctiveness. In other words, the more common your mark, the harder it will be to gain trademark protections for it.

Social Media

A formal social media policy is forthcoming and will be presented in the near future.

Logo Basics: Commonwealth of Pennsylvania

Logo Basics: Configuration

This logo configuration is the template for all departments that fall under the Governor’s jurisdiction. It should be used on all corporate communications, such as stationery, brochures, advertisements, online materials, etc. The logo lock-up will consist of only the Keystone Icon, the word “pennsylvania” and the department name.

If you have never adopted the keystone logo and need to create one, please contact the Governor’s Office of Press and Communications.



1. Keystone

The Keystone icon is the heart of our logo system and should not be altered in approved design or ratio. What is represented inside the Keystone may vary as explained in more detail in the style guide.

2. Logotype

“pennsylvania” is set in Felbridge Bold. The template font size is the equivalent to 27 pt. The tracking between the letters is zero. All letters, including the ‘p’, are lowercase.

3. Department Name

The department name is set in FELBRIDGE REGULAR* and always appears in all caps. The template font size is 12 pt. The tracking between letters is 0. When possible, keep the department name to one line; if needed, a second line is allowed but should not exceed below the baseline of the Keystone.

4. Logo Lock-up

A “lock-up” is the combination of the Keystone, the logotype and your department name as a single unit. The proportions of this unit should not be altered in any way. The positioning of the unit may vary as explained in more detail on page 13.

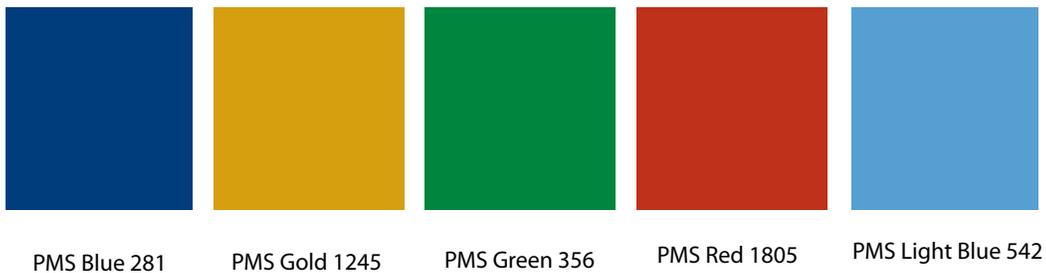
*When a logo is needed at smaller sizes in a digital format (i.e. television, digital billboards, etc.) it is permissible to display the department name in FELBRIDGE BOLD for better visibility. This will need approval by the Governor’s Office of Press and Communications and will occur on a case-by-case basis.

Logo Basics: Color

The color palette for the Keystone Icon has been refined to five main colors. The color palette includes PMS Blue 281, PMS Gold 1245, PMS Green 356, PMS Red 1805 and PMS Light Blue 542. All icons must now use PMS Blue 281 as the primary color with one secondary color. The colors in the refined palette are to be the only colors used in any commonwealth branding. All department communications, including websites, should reflect the colors in the refined logo palette. Combinations of colors from the approved color palette can be used. Once such colors are established, do not use any tints of the palette colors.

Departments with existing logos that have colors other than those in the refined palette have had their logos converted to reflect the new palette and these new logos should be used moving forward. The updated logos are available for download on the online secure share site and can be requested from department press secretaries.

PRIMARY COLOR PALETTE



Logo Basics: Configuration - The Keystone

The Keystone is the most recognizable aspect of the commonwealth brand and should not be altered in any way from the approved design. The graphic treatment inside the Keystone is used to represent your individual department within the commonwealth brand. This representation can use an image, text, or abstract shape. When used alone, the Keystone is an icon.

All logos must be approved by the Governor's Office of Press and Communications prior to public use. If a department desires to create a new icon, the concept must be approved by the Governor's Office of Press and Communications before any design concepts enter the design process. The Governor's Office of Press and Communications will assist departments in the design process.



Keystone: IMAGE

When appropriate, an image can be used to represent your department. This image should be symbolic in nature and be represented in no more than two approved colors. Clip art should NOT be used.*



Keystone: TEXT

Text can be used if easily understood and can stand alone without explanation. Avoid long acronyms. Text is reversed out in white with the approved primary color filling the Keystone.



Keystone: ABSTRACT IMAGE

An abstract image is appropriate when a department serves multiple audiences or offers several different products or services. An abstract image can also be used when a single icon does not represent all that a department does.

*Clip art refers to pre-made images usually found online that are simply dropped into the Keystone. The Keystone image should be a unique graphic created for your department and should not be trademarked or copyrighted by a third party.

Logo Basics: Configuration - The Keystone

Below are examples of how the existing Keystones have been correctly adapted to match the updated color palette, design and dimension standards. Note change: The icons below use PMS Blue 281 as their primary color and use only one secondary color.



Style Guide: To Whom Does This Apply

The brand standards apply to all departments, agencies, commissions or advisory boards that fall under the Governor's jurisdiction. All entities must adopt the new standards as new items are created.

Below are a few examples of how departments have adopted the logo lock-up. Note change: The logo lock-ups below use PMS Blue 281 as their primary color and use only one secondary color. The department fonts are consistent in size (12 pt.) and the lock-up dimensions are correct.



Style Guide: To Whom Does This Apply

The converted logos are to be used for all department activity. Moving forward, divisions and bureaus with departments under the Governor’s jurisdiction should automatically default to their parent department’s logo. Such areas should not have their own logo.



Bureau and Division Names

Bureaus and divisions inside a department should add their name to the bottom of the department logo. The text should be set in all caps, Felbridge, with the tracking between letters set at zero. The name should line up vertically with the “pennsylvania” logotype.

Style Guide: To Whom Does This Apply

Programs, initiatives or offices created for marketing outside of the department's core functionality should also follow the brand standards. From this point forward, all programs and initiatives will use their department logos.

Existing marketing programs and applications that have established brand equity are not required to adopt the new brand standards. However, exceptions will be made rarely and on the basis of specific business needs. Exceptions must be approved by the Governor's Office of Press and Communications.

Examples of both instances are below.

Department program examples:



Department program exception examples:



Logo Basics: Positioning

Depending on the communication medium and its size, your logo can be positioned in one of two ways: horizontal with the Keystone to the left or centered vertically with the Keystone on the top.

However, depending on the circumstance, it may be best to display the Keystone icon alone. When appropriate, this will be approved by the Governor's Office of Press and Communications. Exceptions can be granted when necessary on a case-by-case basis by the Governor's Office of Press and Communications.

Always use the proportioned logo supplied on the online share site rather than re-creating the logos on your own.



HORIZONTAL LOGO: LEFT

This logo is the one most commonly used. It is configured so that it can be positioned in the upper or lower corners of the page.



VERTICAL LOGO

The stacked version of the logo is configured for use in a square, or more vertical space.



KEystone

In certain applications, it may be best to display only the Keystone, without the pennsylvania and department name. Permission for this use will be given by the Governor's Office of Press and Communications on a case-by-case basis.

Logo Basics: Color Usage

Depending on the type of publication, budget constraints or method for reproduction, your logo might be represented in two colors, one color, black & white or knocked out in white against a darker background.

The two-color version of the logo is its truest form and is preferred whenever possible.



TWO-COLOR

The two-color breakdown is as follows: All icons must include PMS Blue 281 as their primary color and one other approved palette color as their secondary color.



ONE-COLOR

Whenever appearing as a single color, the entire logo should be produced using PMS Blue 281. The secondary color appears as 50 percent PMS Blue 281.



BLACK&WHITE

For black & white applications, the "pennsylvania" logotype, department name and keystone appear in 100 percent and 50 percent black.



KNOCKOUT

On colored backgrounds, photography or black, the logo reverses out to 100 percent white.

*Colors are explained in better detail in the "color palette" section of this guide.

Logo Basics: Clear Space & Minimum Size

For the logo to deliver maximum impact, there needs to be enough clear space (room) around it. To ensure that “Your Agency or Department Name” is readable in all delivery mediums, there is a minimum size to which it can appear.



CLEAR SPACE

A minimum amount of space that must be maintained around all four sides of the logo. The space is defined as X (where X is the height of “PA”). This “clear space” must be a minimum of .25 inch or 18 pixels.

Illustrations, photography and typography should not enter the space as defined.



MINIMUM REPRODUCTION SIZE

The minimum reproduction size of the pennsylvania logo is 1.875” wide (horizontal) and .875” high (vertical). The size is determined by the boundary of the logotype combined with the keystone.

Anything smaller than the determined size will result in the logo becoming unreadable.

Logo Basics: Misuse - EXAMPLES OF WHAT NOT TO DO!

A logo visually identifies your department to the outside world; therefore, it is imperative that it be used properly to ensure the integrity of the brand. The examples below illustrate things that should NOT be done when using a logo in the commonwealth brand. The logo should be displayed on a white background when possible. If the logo is placed over a photograph or on a colored background, use the knockout version. See “color usage” for more details.

When working with outside vendors, always supply electronic copies of both the style guide and your logo. Any questions about the proper use of a logo should be directed to the Governor’s Office of Press and Communications.

Additional examples of what NOT to do are on the following page.

pennsylvania

YOUR AGENCY OR DEPARTMENT NAME

1 **DO NOT USE LOGO WITHOUT THE KEYSTONE ICON**



pennsylvania

YOUR AGENCY OR DEPARTMENT NAME

5 **DO NOT EXCEED THE BOUNDARY OF THE KEYSTONE**



pennsylvania

YOUR AGENCY OR DEPARTMENT NAME

2 **DO NOT USE UNAPPROVED COLORS IN THE LOGO**



pennsylvania

OFFICE OF THE GOVERNOR

6 **DO NOT OUTLINE THE KEYSTONE**



pennsylvania

OFFICE OF THE GOVERNOR

3 **DO NOT STRETCH OR CONDENSE THE LOGO**



pennsylvania

YOUR AGENCY OR DEPARTMENT NAME

7 **DO NOT USE AGAINST A BUSY BACKGROUND**



pennsylvania

YOUR AGENCY OR DEPARTMENT NAME

4 **DO NOT SUBSTITUTE THE FONT**



PENNSYLVANIA

YOUR AGENCY OR DEPARTMENT NAME

8 **DO NOT USE UPPER CASE LETTERS IN PENNSYLVANIA**

Logo Basics: Misuse - EXAMPLES OF WHAT NOT TO DO!

Additional what NOT to do examples:



9 DO NOT USE A DROP SHADOW



13 DO NOT CHANGE TEXT COLORS



10 DO NOT USE "CLIP-ART" AS YOUR KEYSTONE IMAGE



14 DO NOT USE LOGO AS RIGHT ALIGNED



11 DO NOT USE BITMAPPED OR SCAN VERSIONS



15 DO NOT USE LOGOS OR COLORS THAT ARE NO LONGER APPROVED



12 DO NOT RE-ALIGN TEXT AND KEYSTONE



16 DO NOT CHANGE SIZE OF TEXT

Logo Basics: Footer

The footer is made up by graphic elements used as a call to action. Such action can be created with a “ready, set” bar or by using three action verbs that communicate what your department is about. The footer may also be referred to as the “activity bar.” Departments should use their logo colors for the footer. Only the approved color palette may be used.



> ready > set > protect



> connect > compete > succeed



ACTIVITY BAR

The width of the activity bar changes to accommodate the copy inside it. Always retain the correct amount of space between the activity word and the bar behind it. The words are separated by an > (shift + period on your keyboard). The words chosen for the activity bar should be verbs.

The type is always set in Felbridge Bold and always reverses to white. Use the provided template on the CD-ROM rather than re-creating the bar from scratch. This allows for consistency across the brand.

NOTE: This element is an optional piece and should not be forced. The activity bar works better in some instances than others. In some cases, three active verbs can be used in place of the ready > set. In either case, the activity bar must be approved by the Governor’s Office of Press and Communications.

If no bar is created, then you can use a default solid blue (PMS Blue 281) bar as your footer.

Logo Basics: Typography

Choice of typeface adds to the overall tone of a brand. Felbridge and its various forms – light, regular, bold and extra bold – is our brand font. It has to be used when creating any department logos. All logos must use the same size Felbridge font. No more than one color can be used for the logo font.

You do NOT need to purchase Felbridge font to create your department Logo. DGS Bureau of Publications has purchased the font and will be designing all department logo lock-ups.

FELBRIDGE LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 0123456789

FELBRIDGE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 0123456789

FELBRIDGE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 0123456789

FELBRIDGE EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 0123456789

SUGGESTED TYPOGRAPHY GUIDELINES

- 1 Body copy should be typeset in Felbridge Light.
- 2 Felbridge Bold should be limited to headline and subhead use.
- 3 The italic version of the font should only be used when indicating the title of a book, program, etc. It should never be used for headlines, subheads or body copy.

Logo Basics: Typography

The secondary fonts should be used for body copy in all communication materials. These are system fonts, so no additional purchase is necessary.

Standardized communications templates will be available for download on the secured share site.

VERDANA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TIMES NEW ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SUGGESTED TYPOGRAPHY GUIDELINES

- 1 Body copy should be typeset in the plain version of the font of your choice.
- 2 Bold should be limited to headline and subhead use.
- 3 The italic version of the font should only be used when indicating the title of a book, program, etc. It should never be used for headlines, subheads or body copy.

Stationery System: Commonwealth of Pennsylvania

Stationery System: General Information

The following guidelines are set for stationery and other office materials which includes all communication between departments and their stakeholders. These communication channels include, but are not limited to, department letterhead, business cards, envelopes, note cards, fact sheets, memos, presentations, e-mails and faxed documents.

Stationery items have been streamlined and standardized to increase the usability, consistency and cost efficiency of the commonwealth's communications.

There are approved, predesigned templates for all stationery suites. There are four available stationery suites: one suite for department secretaries, one suite for department deputy secretaries, one suite for general counsel and one suite for all other department employees. All employees must use the PA Publisher System through DGS Bureau of Publications for the printing of commonwealth stationery and business cards. Exceptions will be made by the Governor's Office of Press and Communications and will be made rarely and on a case-by-case basis for specific business needs.

The approved information and layouts for business cards have also been standardized and formatted to best fit information. Exceptions must be approved by the Governor's Office of Press and Communications. Exceptions will be made rarely and on the case-by-case basis for specific business needs.

All news release templates, fax cover sheets, memo templates and PowerPoint templates have also been standardized. These templates are available for download on the share site. Personalized stationery is no longer permitted. There is only an exception for the department secretaries' letterheads and all business cards.

Only department secretaries, deputy secretaries, Governor's senior staff and general counsel are permitted to use the Pennsylvania Seal in their stationery. All other employees must use their department icons.

Previously printed supplies should be exhausted first. Nothing should be thrown out! New standards should be adopted as you reprint existing materials.

Stationery System: Letterhead | Secretary Suite

Secretary suite letterhead is available for department secretaries ONLY. The template is pre-printed with the Coat of Arms, address, website and contact information. Secretary suite letterhead should be printed on cream-colored paper stock and with a gold foil Coat of Arms seal. Watermarks are also permissible in the secretary suite. Secretary suite letterhead is the only letterhead that can be personalized. Department secretary names will appear at the bottom of the letterhead, above the contact information.



- 1
The Coat of Arms prints 100% Gold (PMS Gold 1245) or as a foil stamp.
- 2
COMMONWEALTH OF PENNSYLVANIA and DEPARTMENT are typeset in blue ink (PMS Blue 281), 9 pt. Arial, all caps. COMMONWEALTH OF PENNSYLVANIA is typeset in Arial Bold and the DEPARTMENT is typeset in Arial Regular.
- 3
The TEXT is typeset in 12 pt. Verdana or Times New Roman Regular.
- 4
The address and contact information are typeset in blue ink (PMS Blue 281), 8 pt. Arial Regular.
- 5
The department secretary's name will appear directly above the Department contact information. The text is typeset in blue ink (PMS Blue 281), 8 pt. Arial Regular.
- 6
The PA logotype is not displayed on executive letterhead.

Stationery System: Business Cards | Secretary Suite

The secretary suite business card template is customizable with the office, employee, title and address information. Only department secretaries may use the secretary suite business cards. The business cards must be printed in blue ink (PMS Blue 281) on cream card stock and use gold ink (PMS Gold 1245), not foil, for the Coat of Arms.

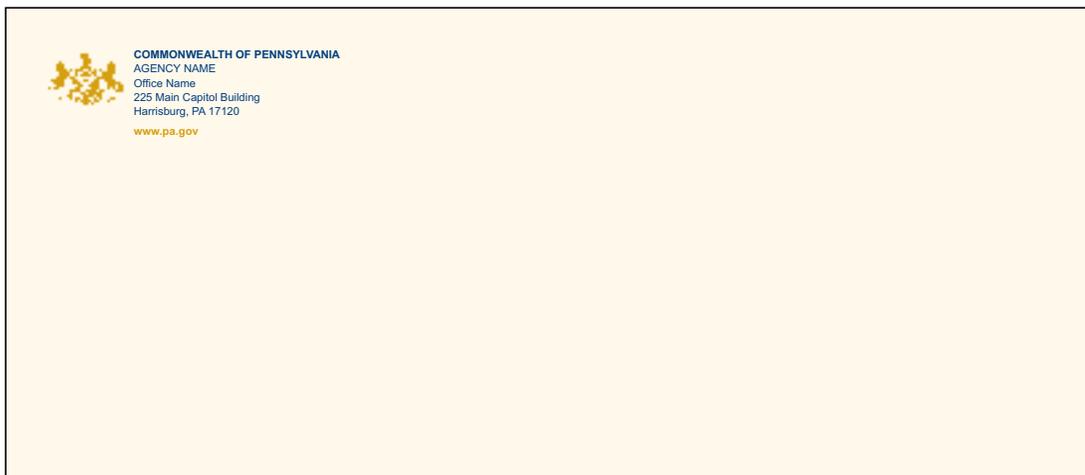
The approved information and layouts have been standardized. Exceptions must be approved by The Governor's Office of Press and Communications. Exceptions will be made rarely and on the case-by-case basis for specific business needs.



- 1
The DEPARTMENT is typeset in all caps in 6 pt. Arial Regular.
- 2
The NAME is typeset in upper/lowercase in 10 pt. Arial Bold.
- 3
The TITLE is typeset in upper/lower case in 7 pt. Arial Regular.
- 4
The OFFICE NAME, ADDRESS and CONTACT INFO are typeset in upper/lowercase in 7 pt. Arial Regular. The leading is 8 pt.
- 5
The COAT OF ARMS should be printed in gold ink (PMS Gold 1245).
- 6
The WEBSITE ADDRESS is typeset in 7 pt. Arial Bold and should be printed in gold ink (PMS Gold 1245).

Stationery System: Envelopes | Secretary Suite

Below is an example of the secretary suite return address as it should appear on all secretary suite envelopes. The department secretary envelope should be printed in blue ink (PMS Blue 281) on a cream envelope and use gold ink (PMS Gold 1245), not foil, for the Coat of Arms.



- 1
The PA Coat of Arms prints in gold ink (PMS Gold 1245).
- 2
The building, address and website are typeset in upper/lowercase in 8 pt. Arial Regular. The leading is 10 pt.
- 3
The website prints in gold ink (PMS Gold 1245).

Stationery System: Letterhead | Deputy Secretary Suite

Deputy secretary letterhead is available for department deputy secretaries ONLY. The template is pre-printed with the Coat of Arms, address, website and contact information. Deputy letterhead should be printed on cream-colored paper stock and use blue ink (PMS Blue 281) for the printed Coat of Arms.

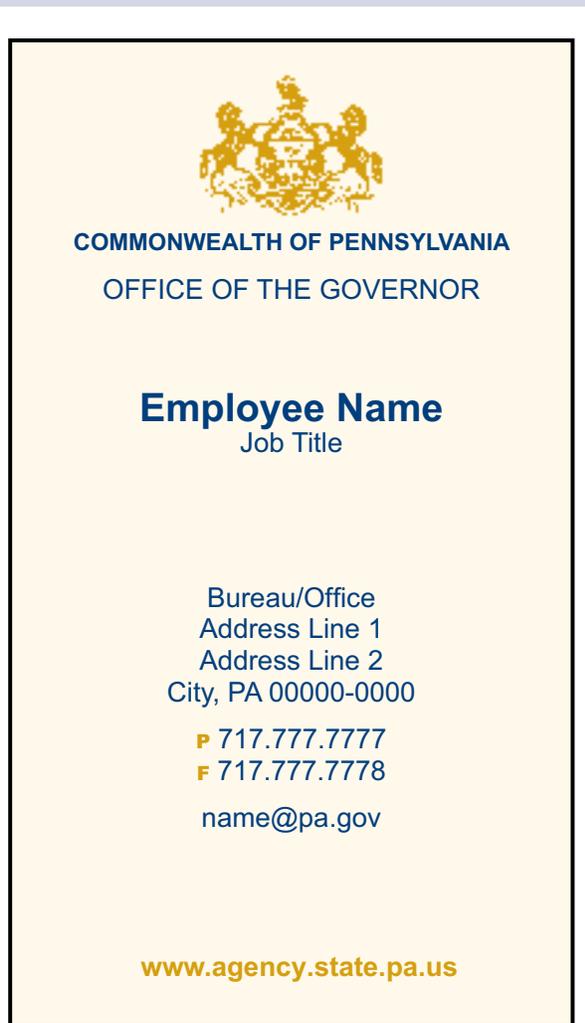


- 1
The Coat of Arms will print in blue ink (PMS Blue 281).
- 2
COMMONWEALTH OF PENNSYLVANIA and DEPARTMENT are typeset in blue ink (PMS Blue 281), 9 pt. Arial, all caps. COMMONWEALTH OF PENNSYLVANIA is typeset in Arial Bold and the DEPARTMENT is typeset in Arial Regular.
- 3
The TEXT is typeset in 12 pt. Verdana or Times New Roman Regular.
- 4
The address and contact information are typeset in blue ink (PMS Blue 281), 8 pt. Arial Regular.
- 5
Office of the Secretary will appear directly above the Department contact information. It will also typeset in 8 pt. Arial Regular.
- 6
The PA logotype is not displayed on deputy letterhead.

Stationery System: Business Cards | Deputy Secretary Suite

The deputy secretary suite business card template is customizable with the office, employee, title and address information. Only deputy secretaries may use the deputy secretary suite business cards. The business cards must be printed in blue ink (PMS Blue 281) on cream card stock and use gold ink (PMS Gold 1245), not foil, for the Coat of Arms

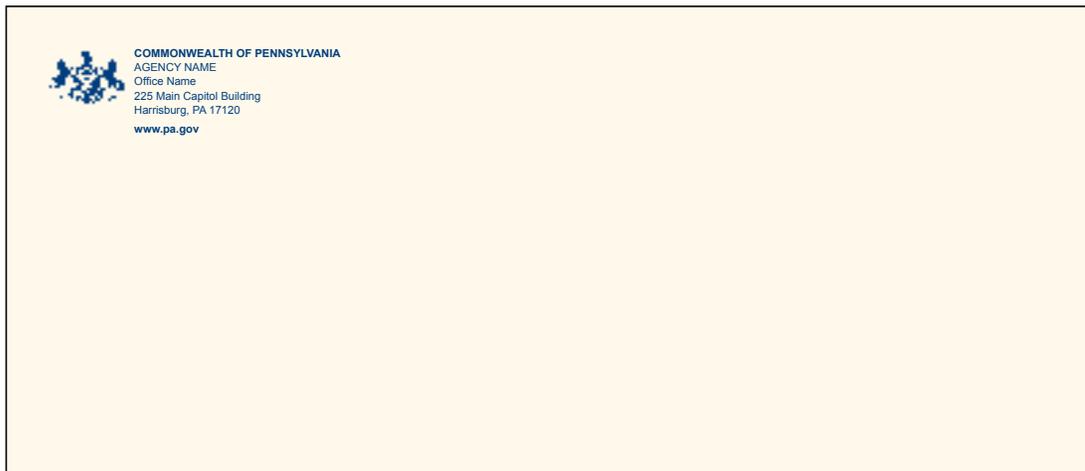
The approved information and layouts have been standardized. Exceptions must be approved by The Governor's Office of Press and Communications. Exceptions will be made rarely and on the case-by-case basis for specific business needs.



- 1
The DEPARTMENT is typeset in all caps in 6 pt. Arial Regular.
- 2
The NAME is typeset in upper/lowercase in 10 pt. Arial Bold.
- 3
The TITLE is typeset in upper/lower case in 7 pt. Arial Regular.
- 4
The OFFICE NAME, ADDRESS and CONTACT INFO are typeset in upper/lowercase in 7 pt. Arial Regular. The leading is 8.pt.
- 5
The COAT OF ARMS should be printed in gold ink (PMS Gold 1245).
- 5
The WEBSITE ADDRESS is typeset in 7 pt. Arial Bold and should be printed in gold ink (PMS Gold 1245).

Stationery System: Envelopes | Deputy Secretary Suite

Below is an example of the department return address as it should appear on all deputy secretary envelopes. The deputy secretary envelope should be printed in blue ink (PMS Blue 281) on a cream envelope with a blue (PMS Blue 281) printed Coat of Arms.



1
The PA Coat of Arms prints in blue ink (PMS Blue 281).

2
The building, address and website are typeset in upper/lowercase in 8 pt. Arial Regular. The leading is 10 pt.

Stationery System: Letterhead | General Counsel Suite

General counsel letterhead is available for the Governor's general counsel ONLY. This includes department general counsel. The template is pre-printed with the Coat of Arms, address, website and contact information. General counsel letterhead should be printed in blue ink (PMS Blue 281) on white colored paper stock and with a blue (PMS Blue281) printed Coat of Arms seal.

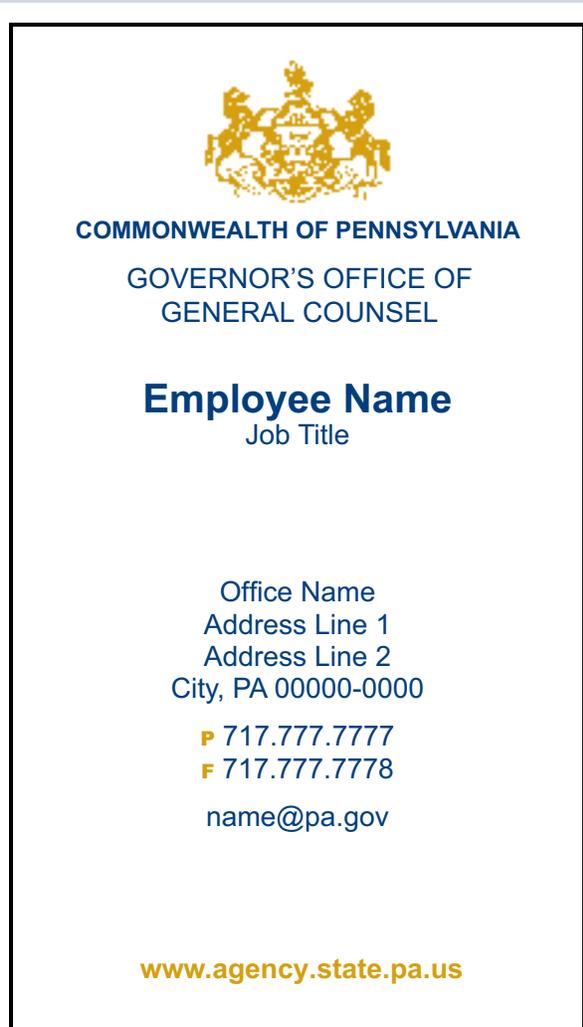


- 1
The Coat of Arms should be printed in blue ink (PMS Blue 281).
- 2
COMMONWEALTH OF PENNSYLVANIA and DEPARTMENT are typeset in blue ink (PMS Blue 281), 9 pt. Arial, all caps. COMMONWEALTH OF PENNSYLVANIA is typeset in Arial Bold and the DEPARTMENT is typeset in Arial Regular.
- 3
The TEXT is typeset in 12 pt. Verdana or Times New Roman Regular.
- 4
The address and contact information are typeset in 8 pt. Arial Regular.
- 5
The general counsel's department name will appear directly above the contact information. It will also typeset in 8 pt. Arial Regular.
- 6
The PA logotype is not displayed on general counsel letterhead.

Stationery System: Business Cards | General Counsel Suite

The general counsel suite business card template is customizable with the office, employee, title and address information. Only the Governor's general counsel may use the general counsel business cards. The business cards must be printed in blue ink (PMS Blue 281) on white card stock and use gold ink (PMS Gold 1245), not foil, for the Coat of Arms.

The approved information and layouts have been standardized. Exceptions must be approved by The Governor's Office of Press and Communications. Exceptions will be made rarely and on the case-by-case basis for specific-business needs.



1
The NAME is typeset in upper/lowercase in 10 pt. Arial Bold. The type prints in blue ink (PMS Blue 281).

2
The TITLE is typeset in upper/lower case in 7 pt. Arial Regular.

3
The BUREAU NAME, DEPARTMENT NAME, ADDRESS and CONTACT INFO are typeset in upper/lowercase in 7 pt. Arial Regular. The leading is 8 pt. The type prints in blue ink (PMS Blue 281)

4
The Coat of Arms should be printed in gold ink (PMS Gold 1245).

5
The website address should be printed in gold ink (PMS Gold 1245).

6
The agency's PA logotype prints on the reverse side in blue ink (PMS Blue 281).

Stationery System: Envelopes | General Counsel Suite

Below is an example of the return address as it should appear on all general counsel envelopes. The general counsel envelope should be printed in blue ink (PMS Blue 281) on a white envelope with a blue (PMS Blue 281) printed Coat of Arms.



1
The PA Coat of Arms prints in blue ink (PMS Blue 281).

2
The building, address and website are typeset in upper/lowercase in 8 pt. Arial Regular. The leading is 10 pt.

Stationery System: Letterhead | Department Suite

Department letterhead is pre-printed with your department logo, physical address, website and contact information. Department letterhead is for all commonwealth employees who are not department secretaries, deputy secretaries, Governor's executive staff or general counsel. It must be printed on bright white paper stock. Employees using the general department stationery suite can choose to use their two-color icon or a one-color fade icon.

The templates for department letterheads are available through PA Publisher.

If more than one page is needed, subsequent pages can be blank.



- 1
The PA logotype prints based on your department primary color scheme.
- 2
The TEXT is typeset in 12 pt. Verdana or Times New Roman Regular.
- 3
The BUREAU/OFFICE ADDRESS, and WEBSITE are typeset in blue ink (PMS Blue 281), 8 pt. Arial Regular.

Stationery System: Black & White Letterhead | Department Suite

A black and white letterhead is helpful for instances where it will be printed on a black and white printer, as the quality of the reproduction will be better than if a color letterhead is printed on a black and white printer.

The black and white department letterhead is available on PA Publisher.



1
The PA logotype prints 100 percent black. The Keystone prints 50 percent black.

2
The TEXT is typeset in 12 pt. Verdana, Times New Roman or Arial.

3
The BUREAU/OFFICE, ADDRESS, and WEBSITE are typeset in 8 pt. Arial Regular. The type prints 100 percent black.

Stationery System: Business Cards | Department Suite

All employees other than department secretaries, deputy secretaries, Governor's executive staff and general counsel must use the standard business cards. The business card template is customizable with the office, employee and address information. Business cards must be printed in blue ink (PMS Blue 281) on bright white stock and use the appropriate department icon and secondary color.

The approved information and layouts have been standardized. Exceptions must be approved by The Governor's Office of Press and Communications. Exceptions will be made rarely and on the case-by-case basis for specific business needs.



1
The PA logotype prints 100 percent based on the department's primary color scheme.

2
The NAME is typeset in upper/lowercase in 10 pt. Arial Bold. The TITLE is typeset in upper/lower case in 7 pt. Arial Regular.

3
The BUREAU/OFFICE, ADDRESS and CONTACT INFO are typeset in upper/lower case in 7 pt. Arial Regular. The leading is 8 pt. The type prints 100% your department's primary color scheme.

4
The department website address should print in your department's secondary color (for two-color reproduction) or your department's primary color if your logotype does not use a secondary color.

Stationery System: Envelopes | Department Suite

Below is an example of the department return address as it should appear on all envelopes. The website should appear in the color of the department's secondary color.

For additional cost savings, the standard envelopes can be printed in one color with blue ink (PMS Blue 281).



1
The PA logotype prints 100 percent based on your department's primary color scheme.

2
The building and address are typeset in upper/lowercase in 8 pt. Arial Regular. The leading is 10 pt.

3
The website prints at 100 percent in the secondary color chosen by the department.

Stationery System: Fax Cover Sheet

This fax template should be used on all faxes sent by a department and will be designed in black and white for best reproduction.

Templates for each department have already been created and are available for download on the share site.



pennsylvania
OFFICE OF THE GOVERNOR

FAX

| | |
|---|---|
| <p>TO [enter name]</p> <p>FAX [enter fax number]</p> <p>PHONE [enter phone number]</p> <p>RE [enter subject of fax]</p> | <p>FROM [enter name]</p> <p>PAGES [enter number of pages]</p> <p>DATE [enter date]</p> <p>CC [enter additional names]</p> |
|---|---|

MESSAGE:

Vel ullaor sum velit laoreetum iure magniscidunt autat wisit iriure magna consendre vel ullandr eetumsan hent utat, veros ad dunt praestrud dolore vel et nit esed tie commolobor sum dolor sequisit ver sum dignisim am dolor acing enim am, conse exerit ut augait niscilisit nos nos alis dio od ex eros acidunt la aut nostis augait vel ulla adiam quat dolobore voloboreet wisicidunt velit, quiscilis ex euis estie consecte dions adit la at volor am, quamet, sit alit at.

Vullaorem aliquis nummodolor acidui ex eumsan henibh eu faci tat etuero commy non essim nibh exeros el euis ate delit, veliquat lam, conse vendigniamet ipsusti onulla feu facin henis eugait iusci tin veliqui blamet incincludunt lor sed exer augiamc onumsan henisit velis augiat do odolesto exerostie facing ea commy nostinibh elit pratet, velessit, quipisi.

Sincerely,

Mrs. Jane Doe

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Bureau Name
225 Main Capitol Building | Harrisburg, PA 17120 | 717.777.7777 | # 717.777.7778 | www.pa.gov

- 1
The PA logotype prints in black and white.
- 2
The CONTACT INFORMATION and FAX INFORMATION HEADINGS are typeset in all caps in 9 pt. Verdana Bold.
- 3
The TEXT is typeset in 12 pt. Verdana or Times New Roman regular.
- 4
The confidentiality statement is typeset in 8 pt. Verdana or Times New Roman regular.
- 5
The BUREAU, ADDRESS, and WEBSITE are typeset in 8 pt. Arial Regular.

Stationery System: Memo Template

This memo template should be used on all memos sent within or outside the department. Memos can be printed in color or black and white based on specific needs.

Templates for each department have already been created and are available for download on the share site.

 **pennsylvania**
OFFICE OF THE GOVERNOR

MEMO

TO [enter name]
FROM [enter name]
DATE [enter date]
RE [enter subject of memo]

MESSAGE:
Vel ullaor sum velit laoreetum iure magniscidunt autat wisit iriure magna consendre vel ullandr eetumsan hent utat, veros ad dunt praestrud dolore vel et nit esed tie commolobor sum dolor sequisit ver sum dignisim am dolor acing enim am, conse exerit ut augait niscilisit nos nos alis dio od ex eros acidunt la aut nostis augait vel ulla adiam quat dolobore voloboreet wiscidunt velit, quisclis ex euis estie consecte dions adit la at volor am, quamet, sit alit at.

Vullaorem aliquis nummodolor acidui ex eumsan henibh eu faci tat etuero commy non essim nibh exeros el euis ate delit, veliquat lam, conse vendigniamet ipsusti onulla feu facin henis eugait iusci tin veliqui blamet incidunt lor sed exer augiamc onumsan henisit velis augiat do odolesto exerostie facing ea commy nostinibh elit pratet, velessit, quipisi.

Sincerely,

Mrs. Jane Doe

Bureau Name
225 Main Capitol Building | Harrisburg, PA 17120 | 717.777.7777 | F 717.777.7778 | www.pa.gov

1
The logotype is in either color or black and white.

2
The MEMO INFORMATION HEADINGS are typeset in all caps in 9 pt. Verdana Bold. The leading is 14 pt.

3
The TEXT is typeset in 12 pt. Verdana or Times New Roman Regular. The leading is 16 pt.

4
The BUREAU NAME, ADDRESS and CONTACT INFO are typeset in upper/lowercase in 8 pt. Arial Regular. The leading is 10 pt. The type prints 100 percent black.

Stationery System: News Release Templates

Department news releases should follow the format shown below, with the department logo at the top left, using 11 pt. Verdana.

Templates for each department have already been created and are available for download on the share site.



Stationery System: E-mail Signature

All e-mails sent by commonwealth employees that work for departments that fall under the Governor's jurisdiction must use the below e-mail signature. The standard e-mail signature includes your name, title, department, telephone number, physical address, website, and confidentiality notice or call to action as necessary. The font is 10 pt. Verdana.

This e-mail signature should appear exactly as it appears below. Personal quotes, photos and e-mail stationery are not approved and should not be used.

Employee Name | Employee Position Title
Department Name | Bureau Name
308 Main Capitol Building | Hbg PA 17120
Phone: 717.783.1116 | Fax: 717.772.8462
www.agency.state.pa.us

Call to action line: Example, Sign up for governor's newsletter

Job Title

Employees should use their appropriate "working" title as opposed to classification when necessary. Do not abbreviate this title.

Background Color

All e-mails must be set with a plain white background.

Additional Items

Only the approved content, as shown above, should be contained in a e-mail. No additional messaging, colors or animations are allowed.

Follow the instructions below to create an e-mail signature in Microsoft Outlook:

In Outlook, click TOOLS, then OPTIONS. In the pop-up window, select the MAIL FORMAT tab and at the bottom, click the SIGNATURES button.

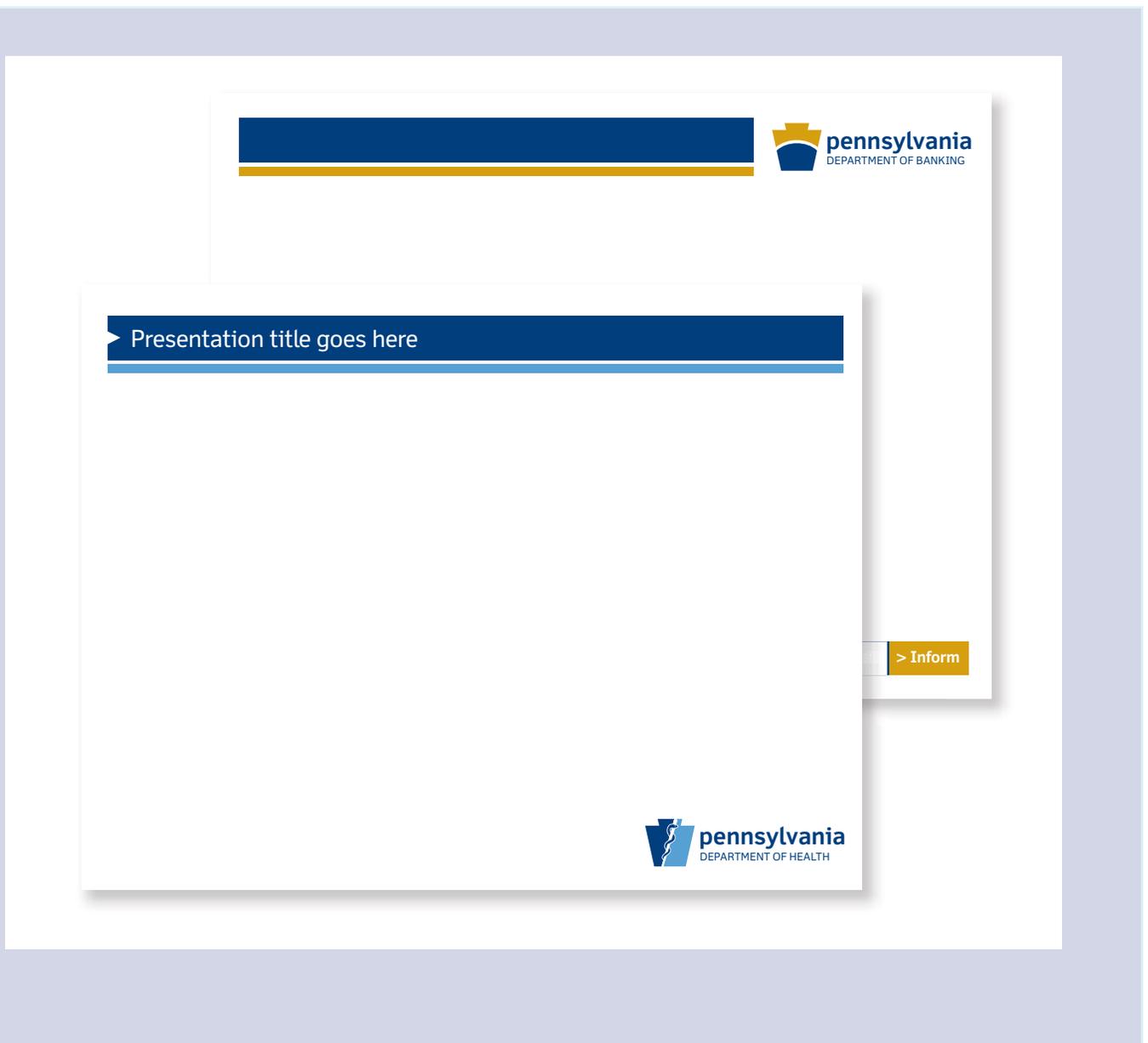
In the SIGNATURES AND Stationary pop-up window, select the E-MAIL SIGNATURE tab. Click the NEW button. Name the signature appropriately. In the EDIT SIGNATURE window, type in your information as it appears above, using 10 pt. Verdana. The vertical line symbol that separates name, title, address, etc. is done by typing SHIFT-BACKWARDS SLASH (above the ENTER key).

Click OK and your signature is finished. Note that in that same E-MAIL SIGNATURE window, to the right, you can select your signature to appear on all new messages and also all replied/forwarded messages, if you choose.

Stationery System: PowerPoint Template

Department PowerPoint templates should be used for all presentations given both internally and externally. PowerPoint templates must be approved by the Governor's Office of Press and Communications.

Templates for each department have already been created and are available for download on the share site.



Marketing & Consumer Education Materials: Commonwealth of Pennsylvania

Marketing & Consumer Education Materials: General Information

The following guidelines are for all marketing and consumer education materials.

The Governor's Office of Press and Communications should be involved in all marketing initiatives taken by a department. This office must be involved at the beginning of a project rather than at the end. At a minimum, all marketing and consumer education materials **MUST** be approved by the Governor's Office of Press and Communications prior to public use.

Every piece created **MUST** contain one or more of the following: web address, phone number or physical location address.

Marketing & Consumer Education Materials: Printed Materials

All printed publications used for external communication should be heavily branded and must include the department logo. The colors used in department-printed publications should reflect the department's approved palette colors. All designers must have a copy of the commonwealth style guide and follow its standards.

All department publications should have a similar "look and feel" in their design. The publications must contain at least the department address and phone number.

For best quality, printed materials should be created at a high resolution of 300 ppi (versus low resolution of 72 ppi for web sites). EPS logo files are best for printing. These files are available for download on the share site.

NOTE: These materials must be approved by the Governor's Office of Press and Communications prior to public use.



Marketing & Consumer Education Materials: Printed Materials

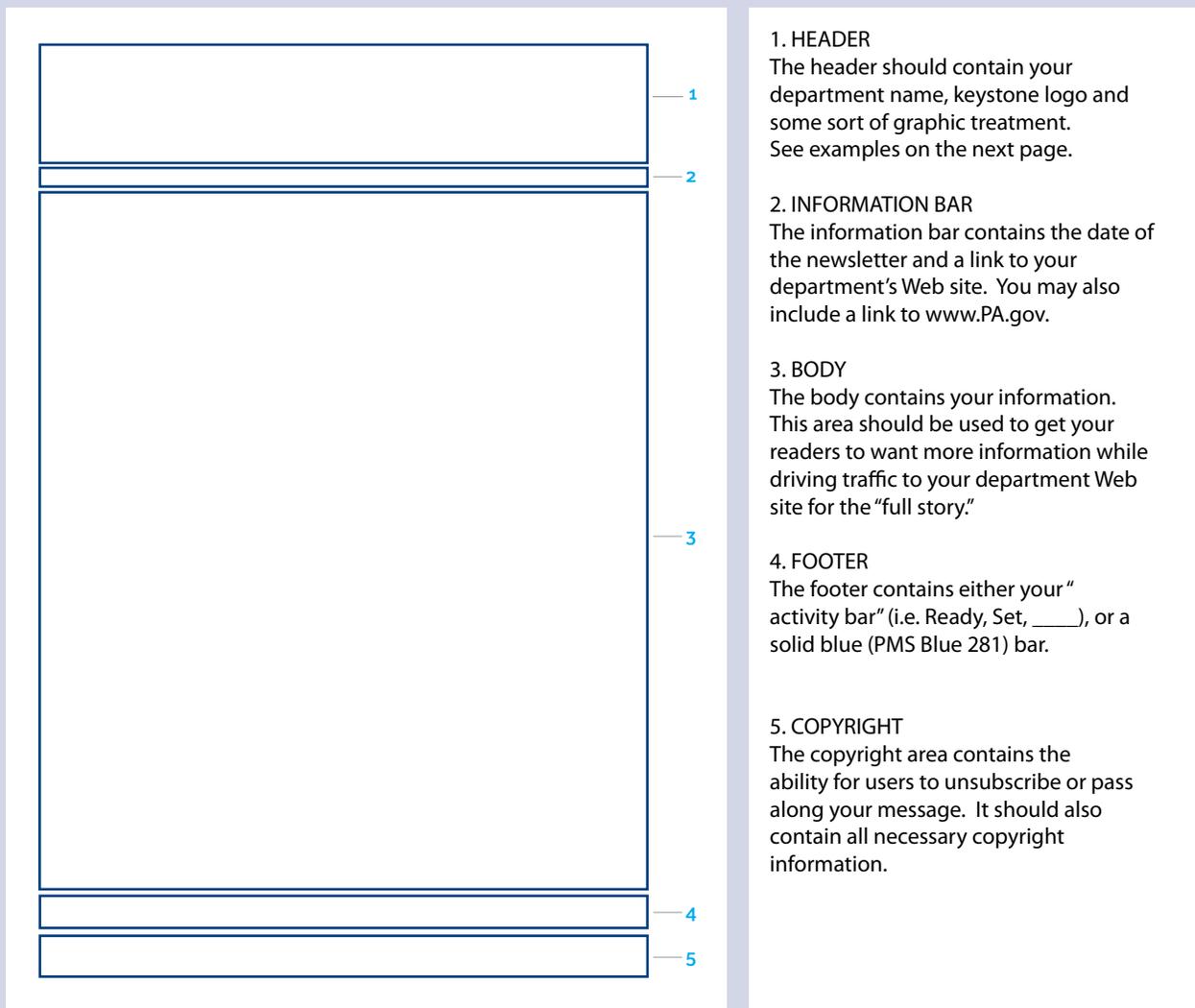
Additional samples.

NOTE: These materials must be approved by the Governor's Office of Press and Communications prior to public use.



Marketing & Consumer Education Materials: Electronic Newsletters

Electronic newsletters are tools to communicate vast amounts of information quickly and easily. The newsletter itself should NOT contain all of the information, rather it should reference or drive users to the department's website. Shorter is better. If you currently use a printed newsletter for communication efforts, you should move to electronic distribution.



1. HEADER

The header should contain your department name, keystone logo and some sort of graphic treatment. See examples on the next page.

2. INFORMATION BAR

The information bar contains the date of the newsletter and a link to your department's Web site. You may also include a link to www.PA.gov.

3. BODY

The body contains your information. This area should be used to get your readers to want more information while driving traffic to your department Web site for the "full story."

4. FOOTER

The footer contains either your "activity bar" (i.e. Ready, Set, _____), or a solid blue (PMS Blue 281) bar.

5. COPYRIGHT

The copyright area contains the ability for users to unsubscribe or pass along your message. It should also contain all necessary copyright information.

Marketing & Consumer Education Materials: Electronic Newsletters

Additional examples for creating electronic newsletter formats.

NOTE: Like press releases, newsletters that are sent to stakeholders must also be approved by the Governor's Office of Press and Communications prior to public use. Department press offices should oversee these and coordinate with their hub leaders in the Governor's Office of Press and Communications.



Marketing & Consumer Education Materials : Hyperlinked Web Buttons

Hyperlinked web buttons are used to promote key initiatives of the administration or a department. The button should link directly to the program site.

The Governor's Office of Press and Communications will designate the time period that the button should be displayed. Careful consideration will be given to not post too many buttons on departments' home pages to ensure the home pages do not become cluttered.

Any other buttons created (including ones from outside ad agencies) MUST be approved by the Governor's Office of Press and Communications.



Marketing & Consumer Education Materials: Audio & Video

Display a closing slide or super at the end of all videos, commercials or Public Service Announcements (PSA). Include your department logo and contact information (with Web address).

Any audio spot, PSA or video must be approved by the Governor's Office of Press and Communications prior to public use. Audio spots must be tagged "Brought to you by the Pennsylvania Department of _____" or "Brought to you by the Commonwealth of Pennsylvania."



Websites: Commonwealth of Pennsylvania

Websites: General Information

The Internet is one more place to extend your brand. These standards will improve usability and ensure that users know at all times when they are on an official Pennsylvania government website.

Department communications offices own the content and “look & feel” of a department website. Websites should be heavily branded with the department logo and approved color palette. Each communications office should coordinate who has the authority to update all copy posted to the department website. It is the communications offices’ responsibility to frequently review and update content. Department communications offices own the information architecture or taxonomy of the department website (how the content on the site is structured).

We recommend that each department establish a web steering committee consisting of representatives from communications, IT and executive leadership working together to set the direction for the department website. With the current widespread use of the Internet, department websites are an extremely cost-effective and fast method to reach our constituents and business partners. The steering committee should meet regularly to ensure that the website is being used as effectively as possible.

Another best practice is for department communications offices to have an employee dedicated to overseeing the website and working closely with department IT. This employee should have a background in web design and functionality. If this is not possible, there should be an employee from the IT office dedicated to being the interface with the communications office and should be in close contact with the communications office. This employee should also have a background in web design and functionality. This person will also know the appropriate contact at OA for technical issues that cannot be handled in house.

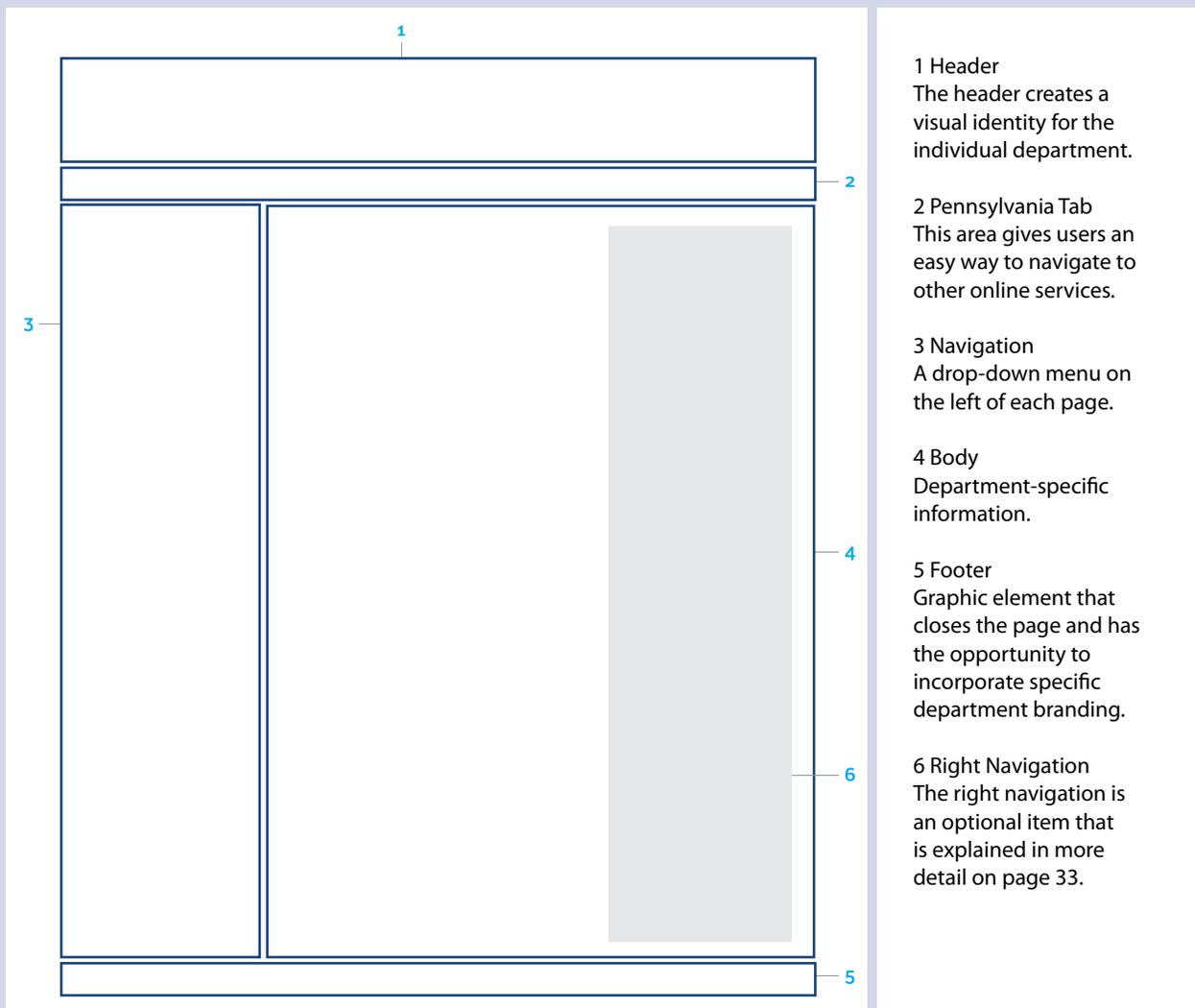
Please note that optimal resolution for website graphics is 72 ppi, for smaller file sizes and faster web page downloads. Materials or documents posted to websites that are intended to be printed out can be a higher resolution (see page 48) for better print quality. Just keep in mind that the file size will be larger and downloading will take longer.

As has been previously established, any website overhauls or redesigns need to be approved by the Governor’s Office of Press and Communications. For questions regarding website roles and responsibilities, refer to the memo in the back of this binder.

Note: Website update to come in 2012. Please continue with current standards for the time being.

Websites: Overview

There are six main areas on a department's website home page. This general template has been created to maintain consistency from department to department with the goal of improving our overall user experience while making the task of finding information much easier.



Websites: Header

The header of a website is the first thing that users will see. This area should be a visually pleasing first impression for your department. It should incorporate your individual department's branding efforts while remaining consistent within the overall commonwealth brand standards. Header graphics must be approved by the Governor's Office of Press and Communications prior to public release. The earlier in the process this approval is gained, the better.

The pixel width of the header must be 952 pixels. The height may vary, but generally should be between 100-150 pixels high.



Department Logo

Department logos need to appear in a readable format. The logo may appear in one of two ways: knocked out on a blue (PMS Blue 281) background, or in color using a treatment that allows it to be easily viewed.

Background Color

The primary background color for the header is the web equivalent to blue (PMS Blue 281). Alternate background colors will be considered by the Governor's Office of Press and Communications on a case-by-case basis.

Graphics

You can use a collage or photos, one horizontal photo, or several different graphics. Graphics must be approved by the Governor's Office of Press and Communications prior to launch.

Websites: Header Samples

Below are a few examples of how departments have handled header design. They are meant to provide creative guidance and should NOT be viewed as the only way to create header graphics.



Websites: Pennsylvania Tab

The top tab contains the PA logo and two drop-down menus. The PA logo is an active link back to the state website, and the two drop-down menus are lists of the most requested PA state departments and online resources. The bottom bar contains available space for department text links. The text and URLs of these links can be modified by the department.

NOTE: If you chose not to display it in the right column, the Governor and secretary links must be present in the "pennsylvania tab" above, underneath the search box.



PA Logo

A logo for PA.gov is displayed on the left of the tab. When clicked, it will link back to the Pennsylvania state website.

PA State Departments

This is a standard element, which is the same for every site. It links users to the most requested state departments/agencies.

Online Resources

This is a standard element, which is the same for every site. It links users to the most requested online services provided by the Commonwealth.

Search Box

The search box is a standard element that will be the same on every site. This search box will only search your website for relevant information, not the entire Commonwealth.

Websites: Navigation

The main site navigation is to be on the left side of the page and should remain present on every page of your department website.



----- Menu Items

----- Background Color

----- Department Graphics

Menu Items
The navigation text should be left-justified. The names of your navigation items should remain on one line when possible.

When the mouse hovers over a link, the background should change from one color to another color to alert the user that the item is clickable.

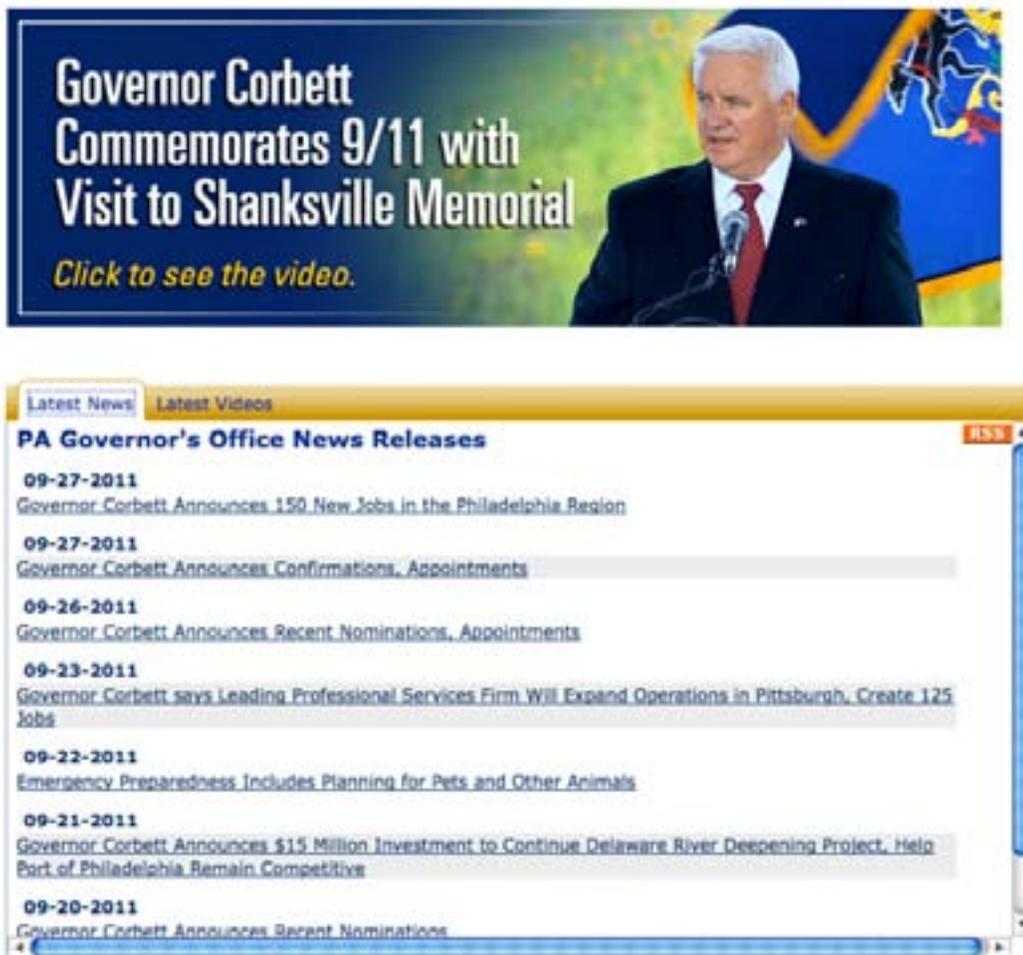
Background Color
The background color of the navigation bar should reflect the department palette colors.

Department Graphics
This space is designed for placement of graphic buttons highlighting statewide initiatives, important announcements, or events or other items that the department feels is important enough to include on the home page.

NOTE: Other acceptable areas for these buttons include the right column, within the tabbed portlet or at the bottom of the home page.

Websites: Body

A website is your department's primary communications tool. Your website should always contain the most current information and should be a resource for the citizens of Pennsylvania. Information needs to be structured in a USER friendly manner and should NOT reflect the internal structure of a given department. Below is an example of the home page of the Governor's website. The tabbed portlet at the bottom is a great tool for organizing information that needs to be included on the home page.



Websites: Additional Examples

Below are a few examples for handling the body of your website. They are meant to provide creative guidance and should NOT be viewed as the only way to handle copy.



Websites: Content

When creating your website content, two things are the driving force: simplicity and consistency. Your department should commit to a tone writing style for content and remain consistent throughout the entire site. Writing for the web consists of small “blurbs” of information. Users should not have to scroll or read paragraph after paragraph to find what they are looking for. Information should be presented in a clean, concise manner which is scannable and easy to read.

Users should know what they are clicking on before having to make a choice.

NEWS

Fri, Jan 22, 2010

Work begins Monday on Route 1005 Bridge Replacement Project in Pike County

PennDOT Engineering District 4 today announced that work will begin Monday, Jan. 25, on a bridge replacement project in Pike County financed with federal funds from the American Recovery and Reinvestment Act. [Learn more.](#)

Wed, Jan 20, 2010

Pennsylvania Receives \$6 Million to Help Energy Sector Identify, Prepare Workers for Green Careers

Workers preparing for green careers in Pennsylvania will have more resources to help them succeed, thanks to a \$6 million federal Recovery Act grant announced today by Governor Edward G. Rendell. [Learn more.](#)

Wed, Jan 20, 2010

Federal Recovery Funds Making PA Leader in Solar Energy, Putting People to Work

Eight large-scale solar projects in Pennsylvania that will create jobs while generating clean energy will receive a substantial boost from \$9.5 million in American Recovery and Reinvestment Act funding, Governor Edward G. Rendell announced today. [Learn more.](#)

The above content is presented in a way that shows the release date, the release title, a summary of what the release is about and a link to “learn more” When choosing “learn more” the user can choose to read the entire article.

The above presentation of content would be considered a “best practice” especially for handling press releases.

Websites: Right Column (optional)

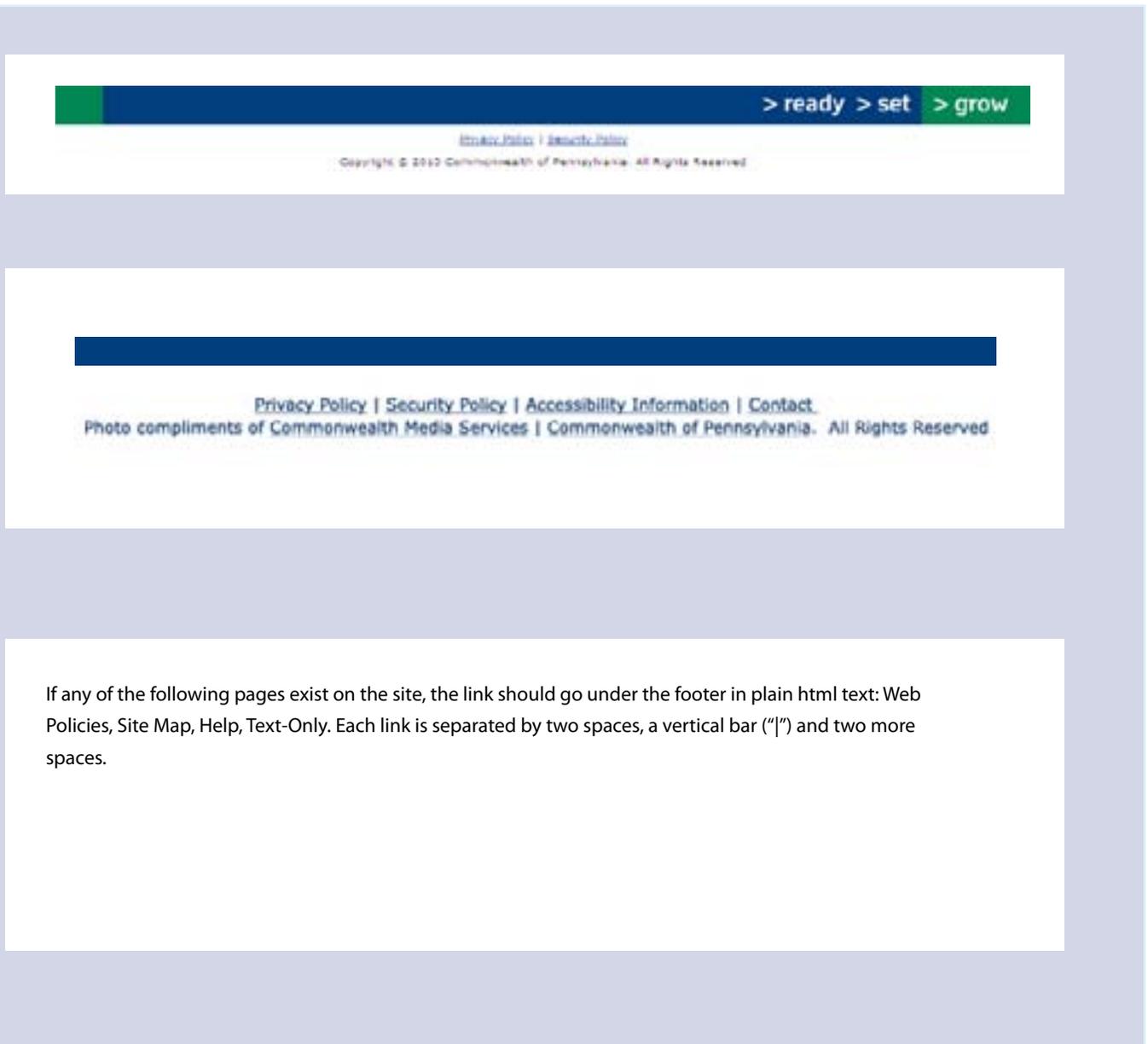
On the right side of your web page there is another column for you to use, if you see fit. This column is optional and does not need to remain on every page of the website. If you choose to utilize the right column as part of your website layout, the guidelines below must be followed.

1. If you chose to display a right column in your design, the first item in the column is reserved to display the Governor's name and title, followed by the department's secretary/director's name and title.
2. The background color may be set by the department, but must be the same as the color used for background underneath the navigation on the left column.
3. If you chose not to display the right column, then the Governor and secretary information must be present in the "pennsylvania tab" under the header.
4. Underneath the Governor's title box is an area reserved for "News & Media" headlines. All departments under the Governor's jurisdiction must post their news releases on their website, and this is where the most recent headlines should be displayed. NOTE: news releases should be on the website regardless if you choose to display the right column.
5. Below the headlines, is another bullet graphic with the text link "NEWSROOM." Clicking the "NEWSROOM" link takes the user to a full listing of all news & media information.
6. Any remaining area beneath the News & Media section can contain whatever other items the department chooses.

Feel free to browse other state department sites for ideas of what might work best for your site.

Websites: Footer

The footer is placed at the bottom of the page and it should span the width of the Web site. If your department has chosen a Ready Set tag line (see p. 12), that can be used here. If not, a solid bar is used. Below are examples of both.



If any of the following pages exist on the site, the link should go under the footer in plain html text: Web Policies, Site Map, Help, Text-Only. Each link is separated by two spaces, a vertical bar ("|") and two more spaces.