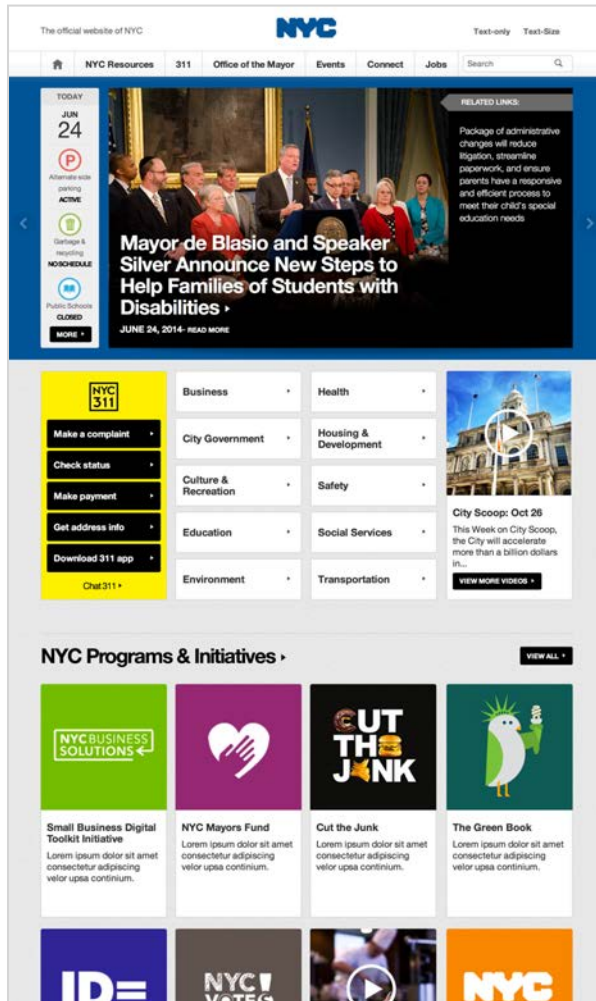


NYC[®]

Fast, direct and helpful



Concept:
Fast, direct and helpful

Core functions:
1. Serve people's needs
2. Keep people informed

Design and Content Strategy

- Make it easy to find things
- Prioritize important content and tasks
- Map site structure around user needs, not government organization
- Communicate effectively
- Provide services efficiently
- Evolve continuously through metrics
- Be accessible to all users, on all devices
- Unify the user experience and establish the NYC.gov brand across agencies/initiatives
- Set the category standard for best-practices usability and design
- Inform site visitors about City initiatives
- Demonstrate the City's commitment to customer service and transparency

Editorial Voice and Tone

The City of New York prides itself on the services it provides to residents and visitors. The tone of NYC.gov must be consistent and reflect the high standards for these services.

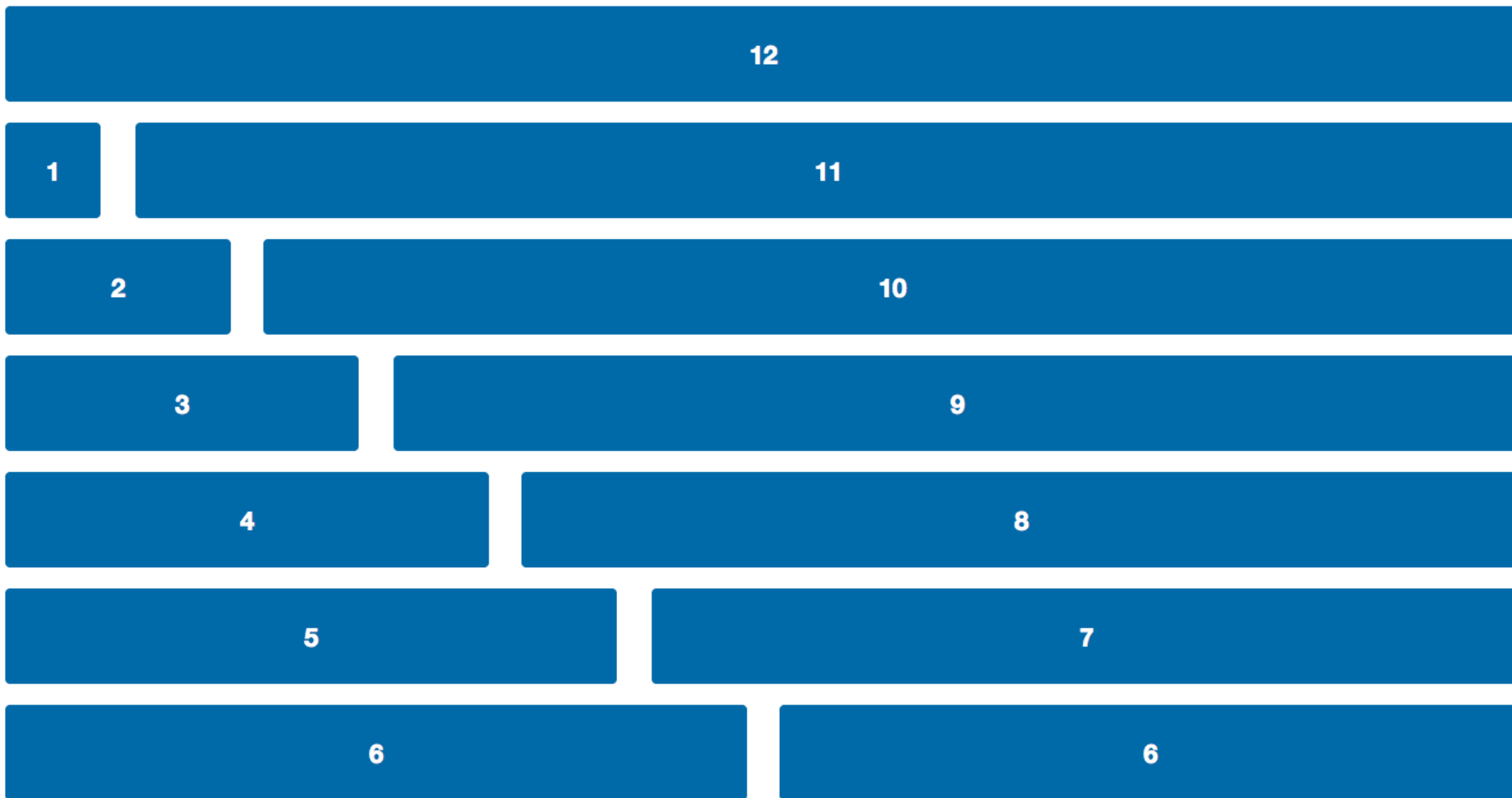
The tone of NYC.gov is respectful, helpful and informative.

RESPECTFUL: Think about being warm, engaging, sincere and respectful. If the website could speak, would a user want to engage in a conversation?

HELPFUL: Think about replicating the best customer service. Be patient, be sensitive to the user's situation, be supportive, and be willing to provide assistance.

INFORMATIVE: Think about gaining the user's trust by delivering timely, reliable, official, accessible and authoritative information.

Grid: General



12 columns • Horizontally centered • Max width 940px • Fully responsive

Grid: Typical Layout Patterns

Sidebar Navigation 3	Main Content 9
-------------------------	-------------------

Sidebar Navigation 3	Main Content 6	Related Items 3
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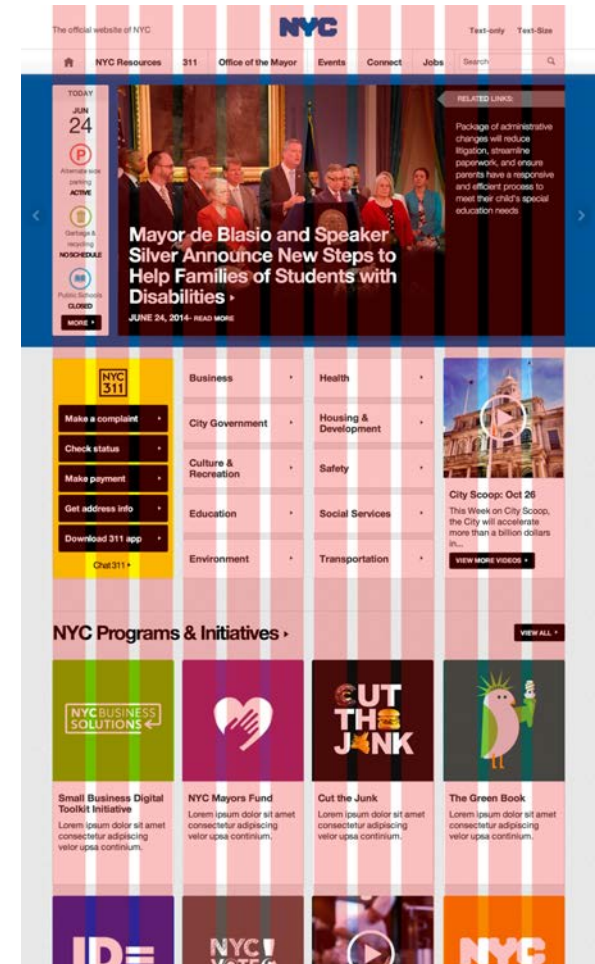
Feature A 3	Feature B 3	Feature C 3	Feature D 3
----------------	----------------	----------------	----------------

Button X 4	Button Y 4	Button Z 4
---------------	---------------	---------------

Layout and Grid Examples



Category page



Home page

Responsive Breakpoints

NYC.gov is fully responsive and displays properly on all devices and viewport widths. Some components have custom displays at custom widths, instead of or in addition to the general breakpoints.

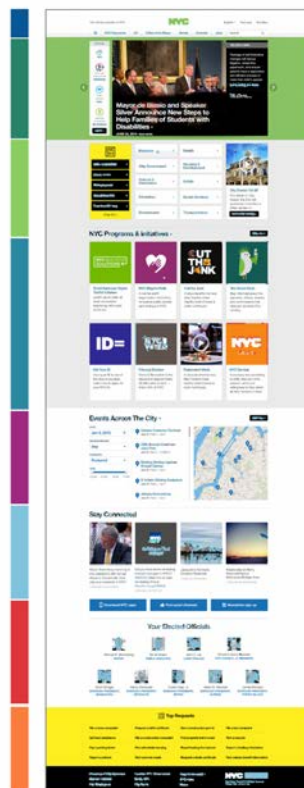
Desktop/Wide Viewports 960px

Tablet/Medium Viewports 768px

Phone/Small Viewports 480px

Responsive Flow

- Header/Navigation
- Hero Vignette
- 311
- Programs & Initiatives
- Local Events
- Stay Connected
- Elected Officials
- Footer



Desktop



Tablet



Phone

Site Colors



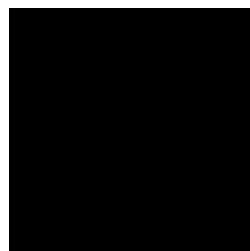
0a5796

10,87,150



1771b7

23,113,183



000000

0,0,0



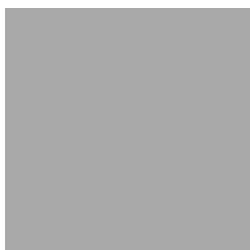
333333

51,51,51



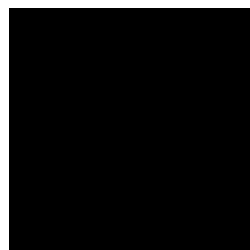
666666

102,102,102



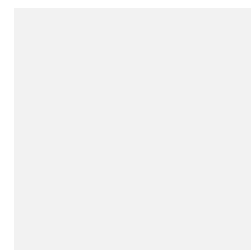
999999

153,153,153



cccccc

204,204,204



efefef

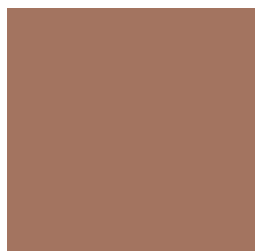
239,239,239

Accent Colors



51575c

81,87,92



91604e

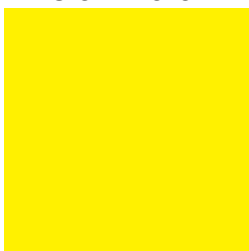
145,96,78



c8b994

200,185,48

NYC 311 Yellow



fff200

255,242,0



fb7d3f

251,125,63



dd363a

221,54,58



2d89a0

45,137,160



8ccd61

140,205,97



288369

40,131,105

Standard NYC Blue



0a5796

10,87,150



81c3de

129,195,222



9f2882

159,40,130

Navigation: Global

Desktop

The official website of NYC

Text-only Text-Size

[Home](#)
[NYC Resources](#)
[311](#)
[Office of the Mayor](#)
[Events](#)
[Connect](#)
[Jobs](#)

NYC 311 Top Requests

File a noise complaint	Get food assistance	Pay a parking ticket	Pay a parking ticket
File a noise complaint	Get food assistance	Pay a parking ticket	Pay a parking ticket
File a noise complaint	Get food assistance	Pay a parking ticket	Pay a parking ticket
File a noise complaint	Get food assistance	Pay a parking ticket	Pay a parking ticket

Directory of City Agencies Contact NYC Government Stay Connected	Contact NYC Government Notify NYC NYC Apps	City Employees City Store Maps	<input type="text" value="Search"/> <p style="font-size: small; margin-top: 5px;">City of New York © 2013 All Rights Reserved Privacy Policy, Terms of Use</p>
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Phone

The official website of NYC

- [NYC Resources](#)
- [311](#)
- [Office of the Mayor](#)
- [Events](#)
- [Connect](#)
- [Jobs](#)

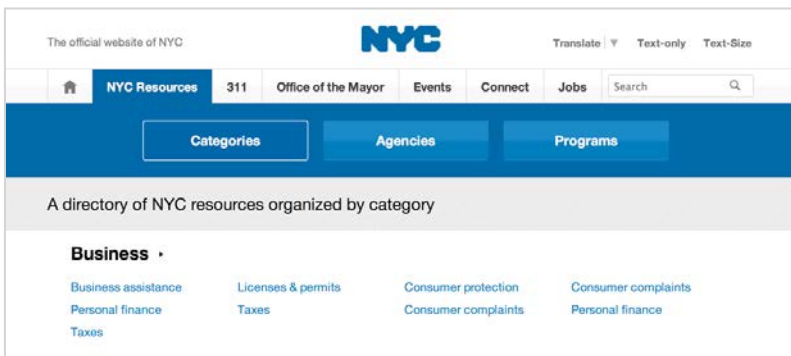
NYC 311 Top Requests

- [File a noise complaint](#)
- [Get food assistance](#)
- [Pay a parking ticket](#)
- [Pay a parking ticket](#)
- [File a noise complaint](#)

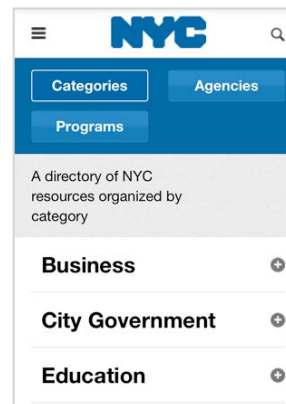
- [Directory of City Agencies](#)
- [Contact NYC Government](#)

Navigation: Subnav

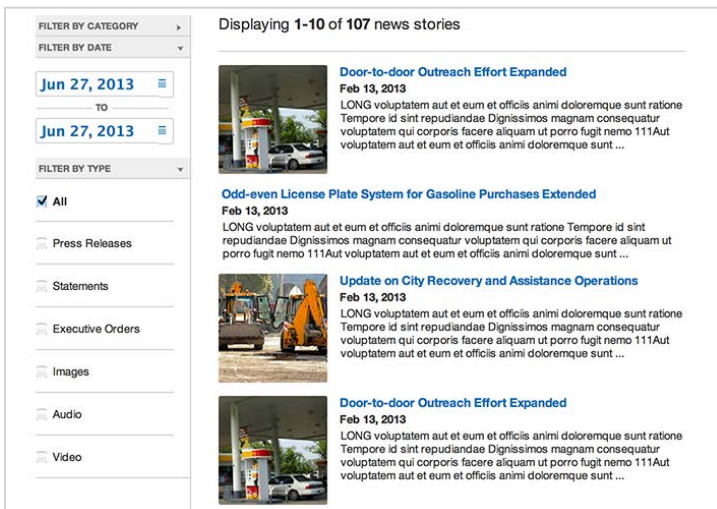
Desktop



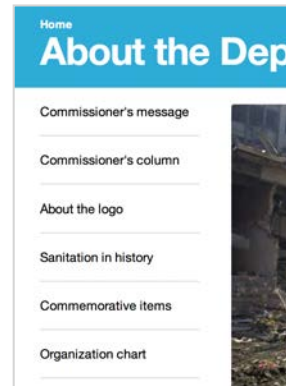
Phone



Filters



Sidebar

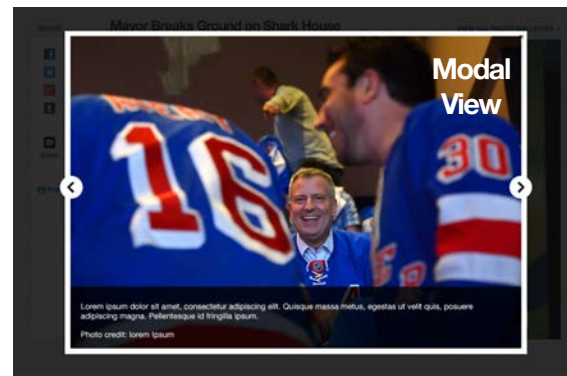
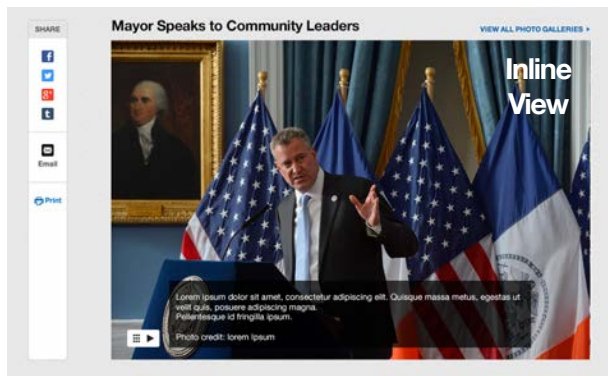
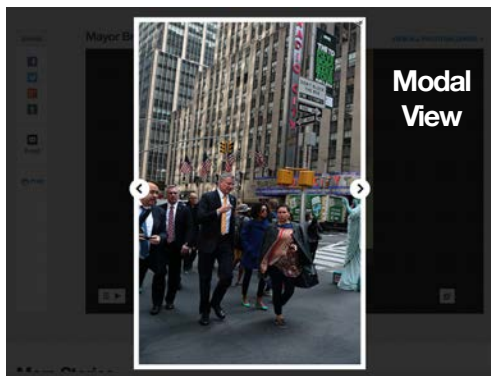


Images: Photo Gallery, Hero

Hero: The main image/content area on a page



Photo Gallery



Images can be horizontal or vertical. Horizontal **800px x 532px** is recommended for Hero display.

There is no technical pixel size limit but images should be optimized for both display quality and site performance. See next page for image optimization guidelines.

Image Optimization Recommendations



Photographs and other continuous-tone images

Save as format: jpg

Quality: 60 for everyday photos that can be somewhat lossy

Quality: 100 for photos intended to be re-used for print

Hero and image gallery recommended sizes:

800px x 532px

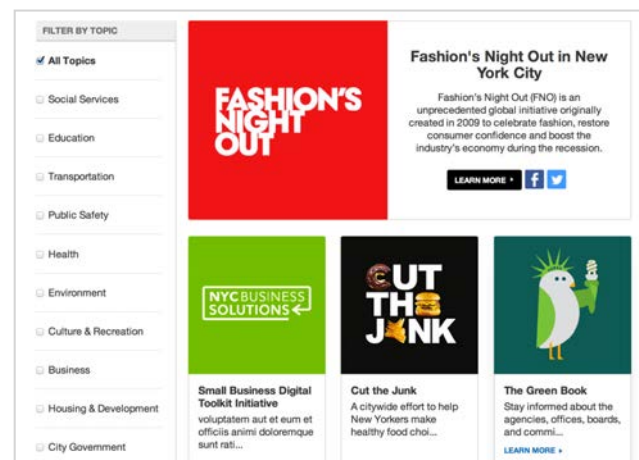
532px x 800px for vertical - gallery or inline only

Graphics and images with a reduced number of or non-continuous colors

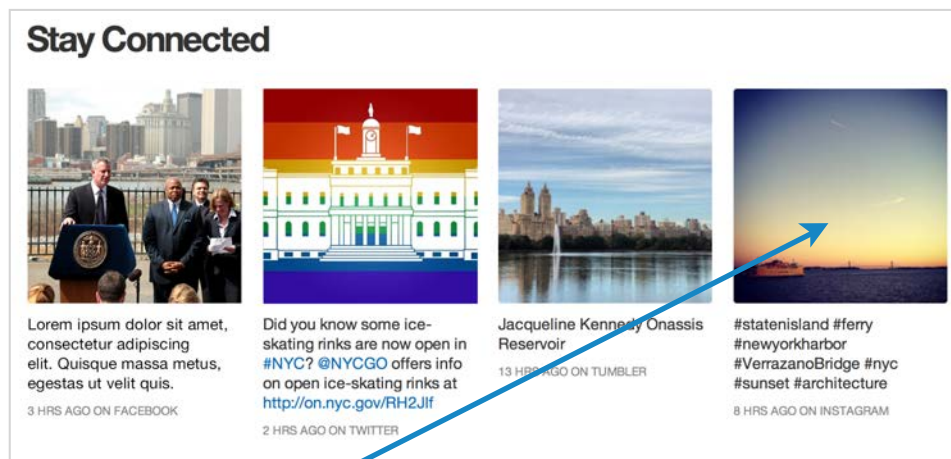
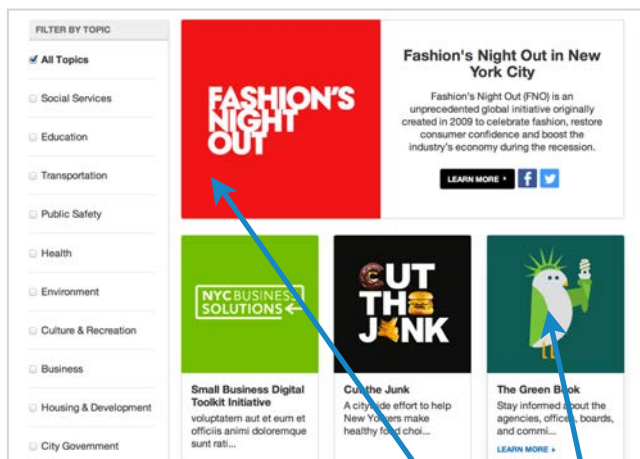
Save as format: png-8 or png-24

png-8 for images that look good with 256 or fewer colors, and no alpha transparency

png-24 for images with alpha transparency and up to 16 million colors. Can be saved with no quality loss, but image size can be large.



Images: Feature/Program and Stay Connected

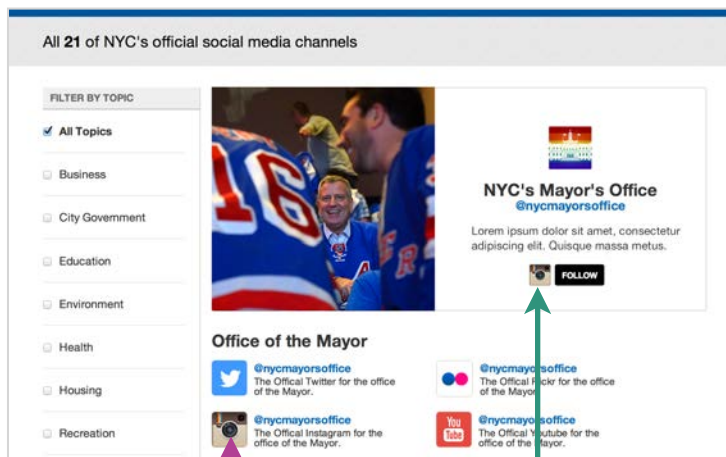


480px square

One image works for all positions and displays

Use png-8 where possible for limited-color images

Images: Social Media Icons



icon

icon

Two images

50px square

30px square

3px border radius