NJ Web Presence Guidelines

Branding and Usability Standards for Websites and Applications

The State of New Jersey Web Presence

The New Jersey Office of Information Technology, Digital Services Unit, has developed the NJ Web Presence Guidelines to provide State agencies the ability to create a NJ web presence with a consistent look, feel and function by utilizing clearly defined branding and standards. The guidelines are created keeping in mind usability best practices and website accessibility standards.

These guidelines will assist in the modernization of state government websites as stated in the NJ enacted Chapter Law 392 also known as the 21st Century Integrated Digital Experience Act. They will also help meet requirements set by the federal government to ensure that web content and mobile applications (apps) are accessible to people with disabilities. Learn more by visiting ADA.gov and review the fact sheet.

The goal of these guidelines is to help establish a user interface that is familiar to any person using a State of New Jersey website or application. This streamlined approach will help aid in a better user experience and build trust for New Jersey residents.

All websites built using these guidelines should be:
Mobile-friendly/Responsive - Responsive web design is an approach which makes web pages render well on a variety of devices and screen sizes. Each web page, site, and service shall be configured in such a way that it can be navigated, viewed, and accessed on a smartphone, tablet computer, or similar mobile device.

Accessible – accessible to individuals with disabilities in accordance with Section 508. The Web Content Accessibility Guidelines (WCAG) 2.1 Level AA is the technical standard for state and local governments' web content and mobile apps.

Note for state agencies - resources can be found here: Doing Business with NJOIT, New Jersey Web Presence Hub

Design Principles

Along with using these guidelines, the following design principles should be used to support a better user experience.

Design around user needs and not bureaucratic silos
Use evidence-based data-driven analysis to present the information your audience needs. Perform research to understand your audience using different techniques:
- Analytics
- User testing
- Personas and journey mapping

Voice should be authoritative and in plain English
- Avoid use of acronyms
- Get your message across with the least amount of text
- Writing should be easy to understand

Further Reading Resources
- U.S. Web Design System - Design principles
- Nielsen Norman Group - 10 Usability Heuristics for User Interface Design
- Nielsen Norman Group - Analytics & Metrics Articles & Videos
- Nielsen Norman Group - User Testing Articles & Videos
- Nielsen Norman Group - Personas Articles & Videos
- Nielsen Norman Group - Writing for the Web Articles & Videos
- Nielsen Norman Group - Content Strategy Articles & Videos

Other Modernization Efforts

Other modernization efforts should include:

When possible, provide a personalized/customized digital experience.
For example, if a website or application allows the ability for a user to log in and save information, that information can be used to prepopulate any form fields in advance.

Transition from paper to digital transactions between residents and government.
Any paper based form that is related to serving the public should be made available in a digital format.

Transactions should always be provided through a secure connection.
A secure connection safeguards any sensitive data that is being sent between two systems, preventing criminals from reading and modifying any information transferred, including personal identifiable information.

Contents

Header and Footer
Desktop View Port

Global State of NJ Header
- Background color #363636
- State Seal artwork, text: Official Site of the State of New Jersey (Link to NJ.gov)
- Gov and Lt. Gov Names (link to gov website)
- Links to: NJ.gov, Services, Agencies, FAQs, Translate, Search

Header
- Website Title Here (Link to Homepage)
- Logo (Link to Homepage)

No additional items should be in this location. Example - no sign up for newsletter in header.

Navigation menu bar
- Color choice optional

Social media icon(s)
- Placement on right, sticky, vertical alignment
- Should not appear on a small viewport
- Rollover will display icons in the branding color of the platform

Footer
- Website Title Here
- Primary and secondary links from navigation menu
- Statewide links
- Digital State of NJ logo

Global State of NJ Footer
- Background color #363636
- OPRA logo and link
- MYNJ logo and link
- Repeat social media icons
- Copyright and dates
- Agency address
- powered by njoit logo if build in content management tool offered by njoit (Link to: https://tech.nj.gov)

OFFICIAL SITE OF THE STATE OF NEW JERSEY (12px, All caps)

Governor First Last • Lt. Governor First Last (15px)

NJ.gov (14px) | Services | Agencies | FAQs | Translate | Search

(Global Header, Background Color #363636)

(Font Awesome: magnifying-glass)

LOGO

Website Title Here (40px Bold)

Home   Primary Category ▾   Primary Category ▾   Primary Category   Primary Category ▾   Primary Category (15px, Bold)

(Font Awesome: caret-down)

(Font Awesome brand icons)

Logo/Link to a website that is directed to be present on all executive department websites.

(Website Footer, Background Color Optional)

(Digital NJ Logo, 50% transparency)

Website Title Here (20px, Bold)

Home (16px, Bold)

Primary Catagory Title
Secondary Page Title (14px)
Secondary Page Title

Primary Catagory Title
Secondary Page Title
Secondary Page Title
Secondary Page Title

Primary Catagory Title

Primary Catagory Title
Secondary Page Title
Secondary Page Title
Secondary Page Title
Secondary Page Title

Primary Catagory Title

Statewide (20px, Bold)

Governor First Last
Lt. Governor First Last
NJ.gov
Services
Agencies
FAQs
Contact Us
Privacy Notice
Legal Statement & Disclaimers
Accessibility Statement (16px, Bold)

(Global Footer, Background Color #363636)

OPRA | Open Public Records Act

my NewJersey powered by njoit

Copyright © State of New Jersey, 1996 - 20?? (16px)
Address Line One
Address Line Two
Trenton, NJ 08000

powered by njoit

^
Back to top

Note: Back to top arrow will appear when the user starts to scroll down.

Note: Colors should always be high enough contrast to meet AA standards
https://webaim.org/resources/contrastchecker/

Header and Footer
Tablet and Phone View Ports
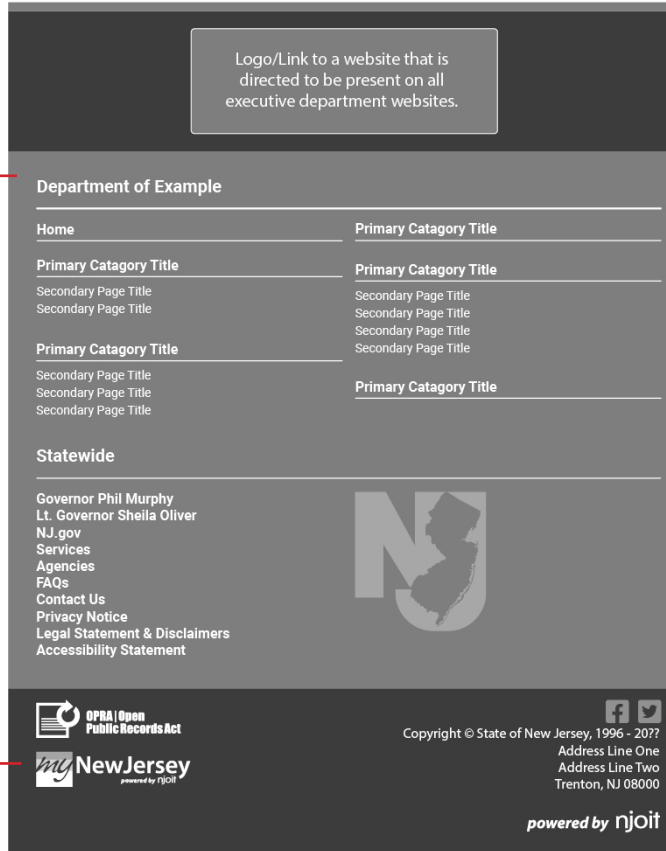
Global State of NJ header
- Color #363636
- State Seal
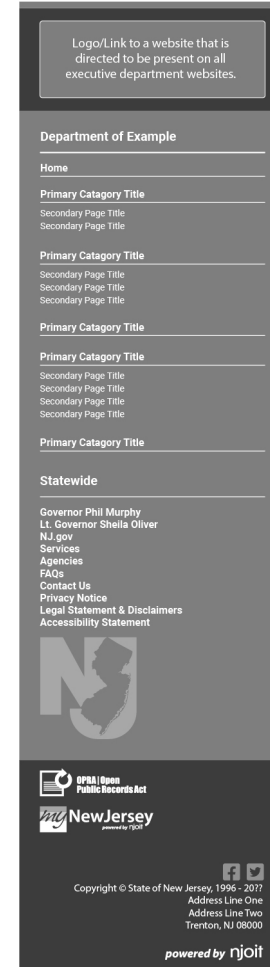- Official Site of the State of New Jersey
- Links to: Translate & Search

Navigation menu bar
- Color choice optional
- Agency/Program Name (Link to Homepage)
- Menu button to open navigation

Footer
- Agency/Program name
- Primary and secondary links from navigation menu
- Statewide links
- Digital State of NJ logo

Global State of NJ Footer
- Background color #363636
- OPRA logo and link
- MYNJ logo and link
- Repeat social media icons
- Copyright and dates
- Agency address
- powered by njoit logo if build in content management tool offered by njoit link to: https://tech.nj.gov

OFFICIAL SITE OF THE STATE OF NEW JERSEY

Translate | Search

Department of Example

Logo/Link to a website that is directed to be present on all executive department websites.

Department of Example

Home

Primary Catagory Title
Secondary Page Title
Secondary Page Title

Primary Catagory Title
Secondary Page Title
Secondary Page Title
Secondary Page Title

Primary Catagory Title
Secondary Page Title

Primary Catagory Title

Statewide

Governor Phil Murphy
Lt. Governor Sheila Oliver
NJ.gov
Services
Agencies
FAQs
Contact Us
Privacy Notice
Legal Statement & Disclaimers
Accessibility Statement

OPRA | Open Public Records Act

my NewJersey

Copyright © State of New Jersey, 1996 - 20??
Address Line One
Address Line Two
Trenton, NJ 08000

powered by njoit

Tablet example
mocked up at 768 pixels

Phone example
mocked up at 414 pixels

Search
Global State of NJ header with search open

OFFICIAL SITE OF THE STATE OF NEW JERSEY

Governor First Last • Lt. Governor First Last
NJ.gov | Services | Agencies | FAQs | Translate | Search 🔍

Department of Example

Type Search Here 🔍

ⓧ CLOSE

Home   **Primary Category** ▾   **Primary Category** ▾   **Primary Category**   **Primary Category** ▾   **Primary Category**

Note: Search will give results from the overall state web presence and can then be refined/filter to the specific site in the advanced search options found on the results page.

Translate
Global State of NJ header with translate open

OFFICIAL SITE OF THE STATE OF NEW JERSEY

Governor First Last • Lt. Governor First Last
NJ.gov | Services | Agencies | FAQs | Translate | Search 🔍

Department of Example

Select Language ⌄

The State of NJ site may contain optional links, information, services and/or content from other websites operated by third parties that are provided as a convenience, such as Google™ Translate. Google™ Translate is an online service for which the user pays nothing to obtain a purported language translation. The user is on notice that neither the State of NJ site nor its operators review any of the services, information and/or content from anything that may be linked to the State of NJ site for any reason. -**Read Full Disclaimer** 🔗
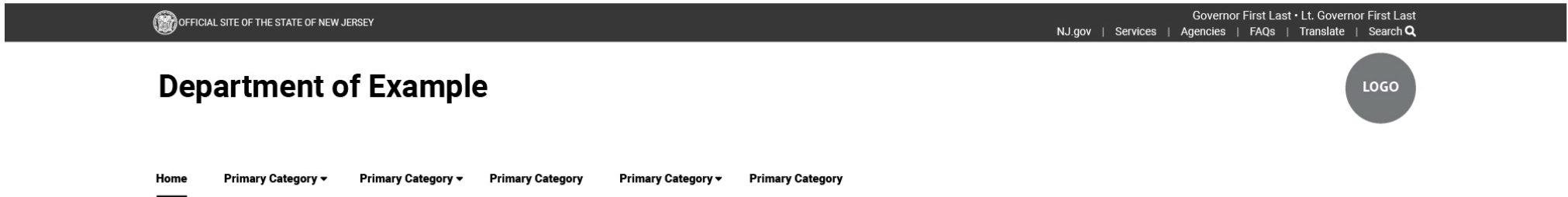
ⓧ CLOSE

Home   **Primary Category** ▾   **Primary Category** ▾   **Primary Category**   **Primary Category** ▾   **Primary Category**

Logo Placement in Header

Primary navigation menu bar with color
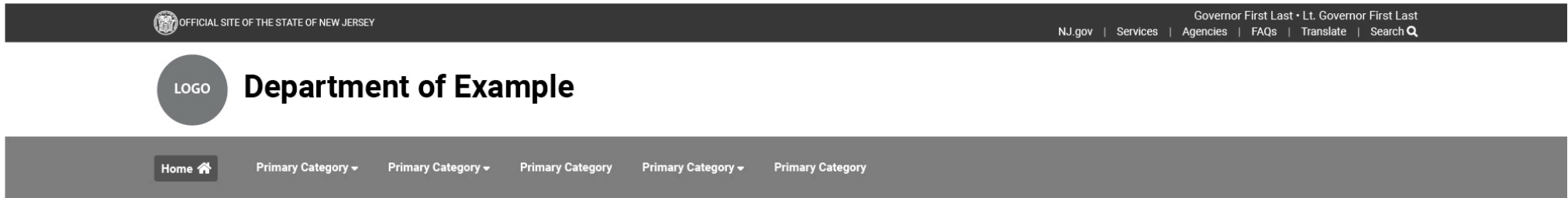
Primary navigation menu bar with no color

Note: The logo can be placed to the left of the Header/Department Title or flush right within the header. The left or right placement of the logo can be used with either navigation menu bar style.
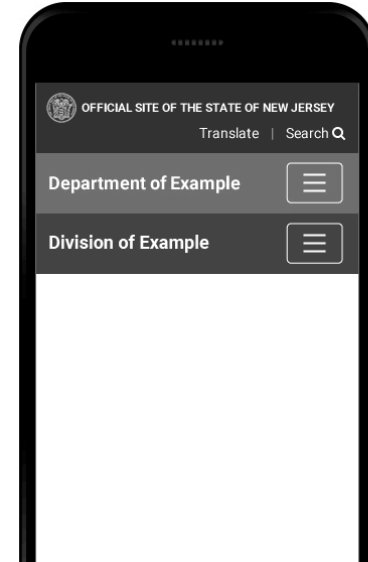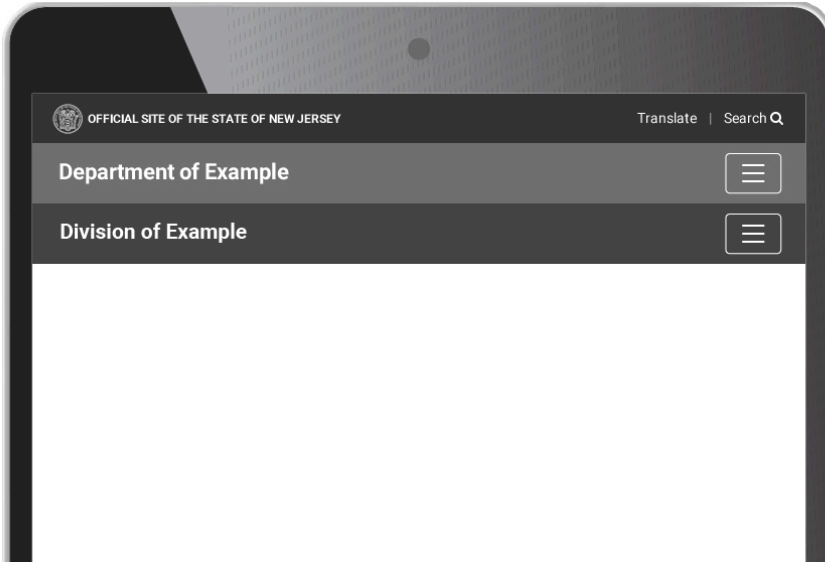
OFFICIAL SITE OF THE STATE OF NEW JERSEY

Governor First Last • Lt. Governor First Last

NJ.gov | Services | Agencies | FAQs | Translate | Search

Department of Example

Division of Example

LOGO

Home   Primary Category ▾   Primary Category ▾   Primary Category   Primary Category ▾   Primary Category

OFFICIAL SITE OF THE STATE OF NEW JERSEY   Translate | Search

Department of Example

Division of Example

OFFICIAL SITE OF THE STATE OF NEW JERSEY
Translate | Search

Department of Example

Division of Example

Note: Text title "Department of Example" in the nav bar will link to that Department's homepage. The text title "Division of Example" will link to that Division's homepage.
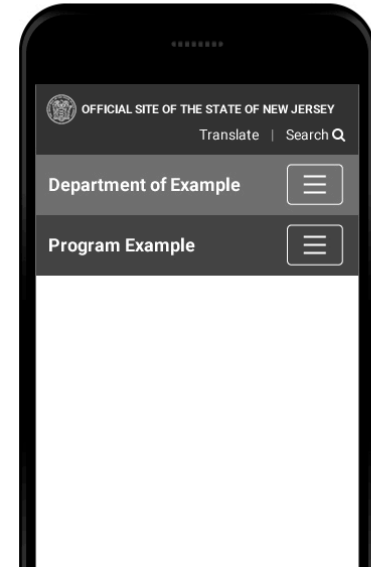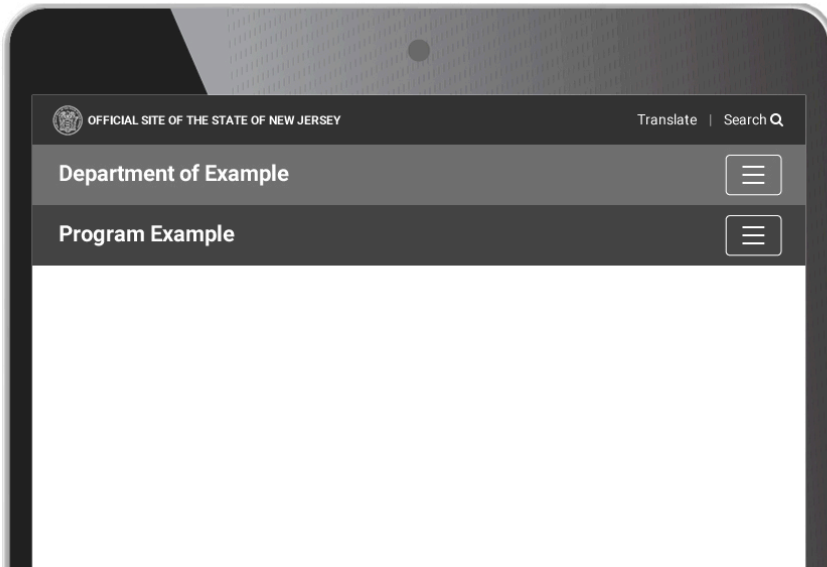
OFFICIAL SITE OF THE STATE OF NEW JERSEY

Governor First Last • Lt. Governor First Last

NJ.gov | Services | Agencies | FAQs | Translate | Search 🔍

Department of Example ☰

Program Example

LOGO

Home   Primary Category ▾   Primary Category ▾   Primary Category   Primary Category ▾   Primary Category

OFFICIAL SITE OF THE STATE OF NEW JERSEY

Translate | Search 🔍

Department of Example ☰

Program Example ☰

OFFICIAL SITE OF THE STATE OF NEW JERSEY

Translate | Search 🔍

Department of Example ☰

Program Example ☰

Note: Text title "Department of Example" in the nav bar will link to that Department's homepage. The text title "Program Example" will link to that Program's homepage.

Statewide Alert

Note: The Statewide alert is an include. This alert will be pushed out by NJOIT Digital Services. (Example: Weather-Related Closures)
If you are building your own site contact Web.Publishing@tech.nj.gov to request the code.

Department Alert

Note: The alerts will only appear on the website's homepage with the option to close.
If your site has a business need to show the alert on pages other than just the homepage, this option is available.
Color choices for an alert will be available. See color options under the Elements Library section of this document.

Typography

Branding Font - Roboto

If Roboto is not available, the use of Open Sans or Public Sans is acceptable. Additional Roboto fonts allowed for use: Condensed and Slab

Typography is an essential component of brand identity. Consistency makes a brand feel more dependable. Please use the suggested font sizes along with the standard font to enhance the branding recognition. If your audience would benefit from a larger font size, enlarging for this reason is okay.

Icons

The font used for icons is Font Awesome. Examples of font icons include the house icon for Home and the magnifying glass for search.

Best practices when using heading tags

Use heading tags to provide structure to your website. Use only one H1 tag which should be the main topic for the page (Website Title/Department Name). H2 tags should be used for the main topics within the site. H3 – H6 should serve as additional sub-headings within each main topic.

Default Link Color - #0056B3

Note: Other link colors are acceptable as long as it meets contrast ratio requirements.

Resource to check contrast:

WebAIM Color Contrast Checker -

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

Standard Font Sizes and Weights	
Website Header Title	2.5em, Font weight: 500 (40 px)
Primary Navigation	0.9375em, Font weight: 500 (15px)
Breadcrumbs	1em, Font weight: 400 (16px)
Page Title	2em, Font weight: 500 (32px)
Quote Text	1.75em, Font weight: 300 (28px) Condensed
Section Heading	1.75em, Font weight: 500 (28px)
Subsection Heading	1.375em, Font weight: 500 (22px)
Big Copy	1.375em, Font weight: 400 (22px)
Body Copy	1.125em, Font weight: 400 (18px)
Default Button Text	1.125em, Font weight: 500 (18px)
Big Button Text	1.375em, Font weight: 500 (22px)
Footer Title	1.25em, Font weight: 500 (20px)
Footer Primary Navigation Link	1em, Font weight: 500 (16px)
Footer Secondary Navigation Link	0.875em, Font weight: 400 (14px)

Font sizes for homepage use

Extra Large Heading	3.75em, Font weight: 500 (60px)
Large Heading	3em, Font weight: 500 (48px)
Intro Copy	2em, Font weight: 400 (32px)

See examples on the following page.

Note: Red text should be reserved to signify an alert.

Typography

2.5em | **Website Header - Roboto 40px, 500 weight**

0.9375em | Home   Primary Navigation Item - Roboto 15px, 500 weight   Primary Catagory   Primary Catagory   Primary Catagory   Primary Catagory

1em | Home / Breadcrumbs - Roboto 16px, 400 weight

2em | **Page Title - Roboto 32px, 500 weight**

1.75em | Quote Text - Roboto Condensed 28px, 300 weight

1.75em | **Section Heading - Roboto 28px, 500 weight**

1.375em | **Subsection Heading - Roboto 22px, 500 weight**

1.375em | Big Copy - Roboto 22px, 400 weight

1.125em | Body Copy - Roboto 18px, 400 weight

Default Button

1.125em | **Roboto 18px, 500 weight**

Big Button

1.375em | **Roboto 22px, 500 weight**

Pixels to Em formula pixels/16 = em
16px is default size = 1 em

1.25em | **Footer Title - Roboto 20px, 500 weight**

1em | **Footer Primary Navigation Link - Roboto 16px, 500 weight**

Footer Primary Navigation Link - Roboto 16px, 500 weight

0.875em | Footer Secondary Navigation Link - Roboto 14px, 400 weight

Footer Secondary Navigation Link - Roboto 14px, 400 weight

Font sizes for homepage use:

3.75em | **Extra Large Heading - Roboto 60px, 500 weight**

3em | **Large Heading - Roboto 48px, 500 weight**

2em | Intro Copy - Roboto 32px, 400 weight

Border Radius
Use rounded corners. 4px

In-page Alerts
An alert keeps users informed of important
and sometimes time-sensitive changes.

Use of the following Font Awesome icons are
recommended:
• Success - Circle-Check
• Warning - Triangle-Exclamation
• Error - Circle-Exclamation
• Information - Circle-Info

✓ Success Status
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.

⚠ Warning Status
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.

❗ Error Status
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.

ⓘ Information Status
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.

Carousel/Slider Controls
Controls, and keyboard focus on controls, should be visually apparent.

Controls should include "previous" and "next", "pause" and "play" and indicators to show how many slides are in the set and
and the indicators should be visually apparenet as to which slide the users is viewing in the set.
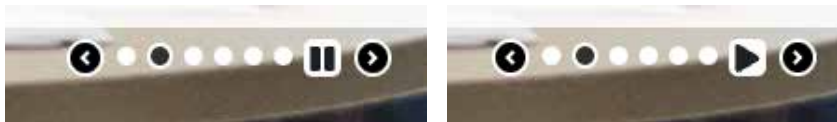
Buttons

The primary and secondary button colors do not have to be consistent on all state of New Jersey applications/websites. If the default blue is not being used, the primary button color can match the established color palette for the app/site. The colors of the button and button text must meet WCAG 2 Level AA conformance contrast standards.

Visually differentiate primary and secondary button actions.
The primary action is an action that allows the user to accomplish their most common or most important goal. Secondary actions are any actions that are less important. When in doubt, the default action is the primary one. Be sure to give prominence to the primary action button by making the secondary action appear secondary, visually.

Standard Button Colors

Default	Hover	Active	Focus	Disabled
#0056B3	#043166	#0E1D2D		#C2C2C2

Primary   Secondary

Button Text   Button Text

Form

A form allows users to enter information into a page.

Spacing - Pixel space between field label and field input box is recommended to be 10px. Pixel space between field box and the next field label is recommended to be 30px. This use of spacing helps users identify which label goes with which input field.

Match field to the type and size of the input - Text fields should be about the same size as the expected input. It's extremely error prone when users can't see their full entry. And it helps the user understand what is expected when the length of the input field matches what is expected, for example a zip code form field will be shorter than an address form field. Reference: NN/g Website Forms Usability: Top 10 Recommendations
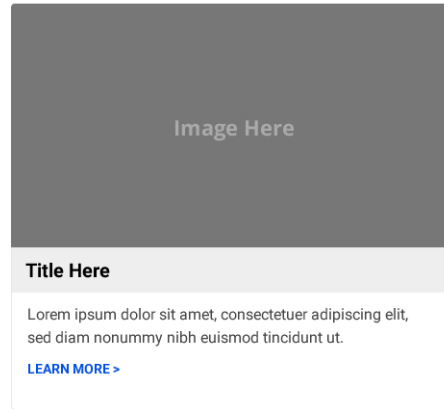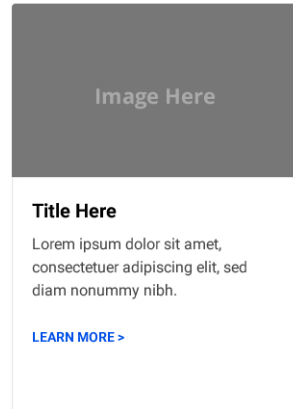
Distinguish Required Fields

Required fields should be marked with an asterisk at the end of the field label that sits above the form field input box. At the top of the form, below the form title, the following text should be included: "*Required fields are marked with an asterisk (*)*." Reference: NN/g Marking Required Fields in Forms

Form Input Alert

To validate content entered into an input field use a check mark for pass (Green #4b800a) and X for fail (Red #DE0D02). Recommended placement of the validation symbol is to the right of the field. When a filed entry has failed and has a red x, text to eplain the error can be placed below the field label above the input box.

Section Heading (28px Bold)

Required Fields [*] (16px, #b33234)

Field Label* (18 px)

| 10px between field label and field input box |

Field Label*

| 30 px space between input field and field label |

| 30 px space between input field and section title |

Subsection Heading (22 px Bold)

Field Label*

Text Here ✓

Field Label*
Alert! Helpful error message

Text Here ✗

Field Label

| 30 px space between input field and button(s) |

Primary Button   **Secondary Button**

Cards
Card with Image

Image Here

Title Here

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut.

LEARN MORE >

Image Here

Title Here

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh.

LEARN MORE >

Image Here

Title Here

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut.

LEARN MORE >

Image Here

Title Here

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam.

LEARN MORE >

Image Here

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy

LEARN MORE >

Image Here

Title Here

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy

LEARN MORE >

Note: A card is a flexible and extensible content container with multiple variants and options.

Cards
Card with out Image

Title Here

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat.

LEARN MORE >

Card with Icon

Title Here

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut.

LEARN MORE >

Title Here

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut.

LEARN MORE >

Card with List of Links

Title For List Of Links
Link Text Here
Example Text That Is This Long
Sample Copy For A Link
Link Text Here
Example Text That Is This Long
Sample Copy For A Link
Link Text Here
Example Text That Is This Long
Sample Copy For A Link

Title For List Of Links
Link Text Here
Example Text That Is This Long
Sample Copy For A Link

Title For List Of Links
Image Here
Link Text Here
Example Text That Is This Long
Sample Copy For A Link
Link Text Here
Example Text That Is This Long
Sample Copy For A Link
Link Text Here
Example Text That Is This Long
Sample Copy For A Link

Title For List Of Links
Image Here
Link Text Here
Example Text That Is This Long
Sample Copy For A Link

14

Cards
Archive List

The archive list card can be used for list like press releases, events or announcments. The list usually displays a few items with a link to view more at the bottom which will take the user to a page that has the full list.

Archive List Title Here
Title here is in blue to signal link with a hover underline reaction *10/10/2018* 🖼 🎥 ⊠ Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut.
Title here is in blue to signal link with a hover underline reaction *10/10/2018* Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut.
Title here is in blue to signal link with a hover underline reaction *10/10/2018* Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut.
VIEW MORE >

Data Tables

A data table is a library and collection of extensions that can provide additional functionality to existing tabular data. This includes search, sort, hidden columns and responsive layouts.

• Main Documentation
https://datatables.net/examples/index

• Bootstrap 4 Documentation
https://datatables.net/examples/styling/bootstrap4

• Responsive Documentation
https://datatables.net/extensions/responsive/

Department Press Releases

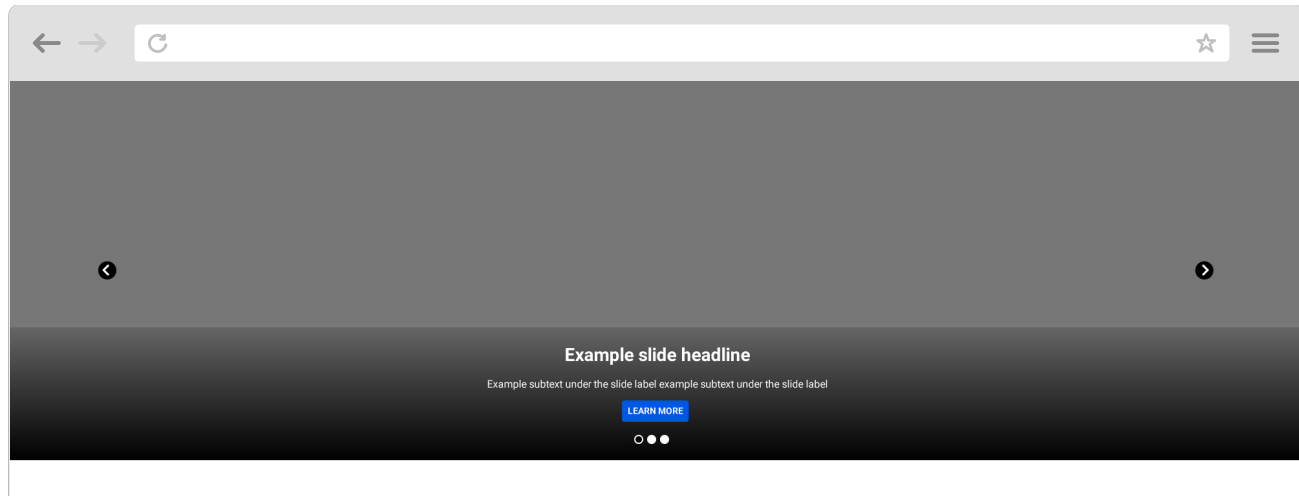| Date	Title	Catagory	Type
00/00/0000	**Lorem Ipsum Dolor sit Amet, Consectetuer Adipiscing elit, sed Diam Nonummy Nibh Euismod** Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam.	Subject	🔗
00/00/0000	**Consectetuer Adipiscing elit, sed Diam Nonummy Nibh Euismod Lorem Ipsum Dolor sit Amet.** Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.	Subject	📄

VIEW MORE >

Cards

Hero Image

In web design, a hero image is a large web banner image, prominently placed on a web page, generally in the front and center.

The size of the hero image can vary. The hero image can be a static image or a slider.

Image sliders (also known as image carousels or slide shows) can be a convenient way to display multiple images, videos, or graphics on your website.

Static Hero Image

Example slide headline

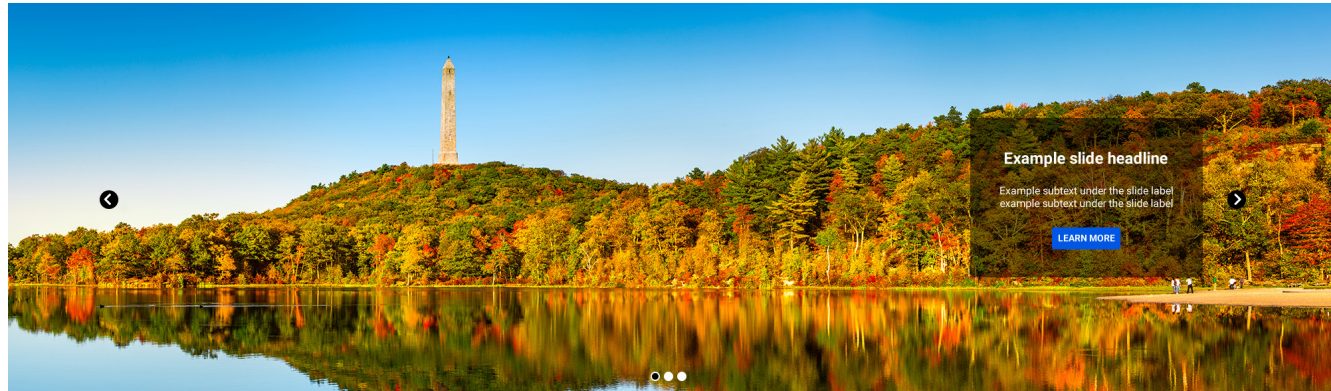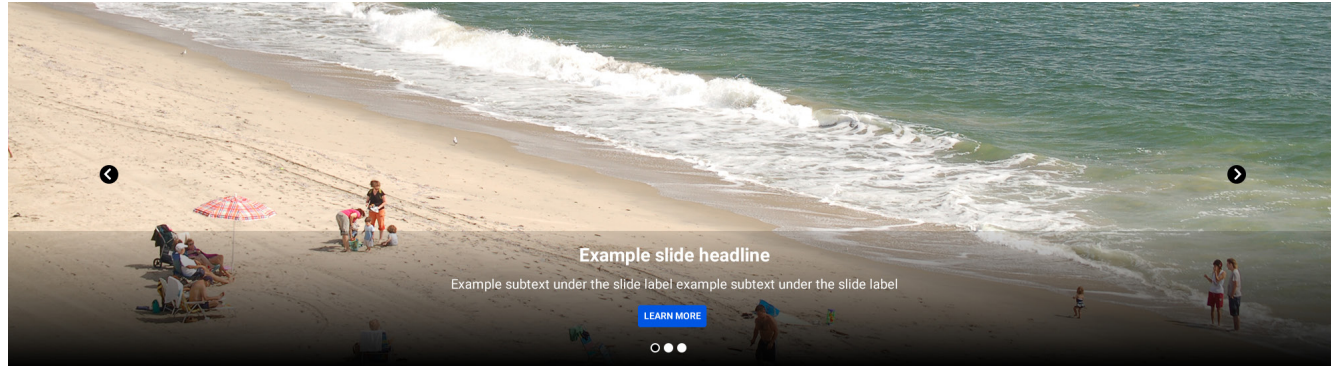Example subtext under the slide label example subtext under the slide label

LEARN MORE

Cards
Examples of Hero Image Sliders

These three full width image sliders shown are using three different options for the positioning of the overlay title, text and link.

Suggested image size for a full width slider is 2560 px wide by 750 px high at 72 dpi.

Example slide headline

Example subtext under the slide label example subtext under the slide label

LEARN MORE

Example slide headline

Example subtext under the slide label example subtext under the slide label

LEARN MORE

Example slide headline

Example subtext under the slide label example subtext under the slide label

LEARN MORE

Navigation
Drop-down Menu

OFFICIAL SITE OF THE STATE OF NEW JERSEY

Governor First Last • Lt. Governor First Last

NJ.gov | Services | Agencies | FAQs | Translate | Search

Department of Example

LOGO

Home | Primary Category ▾ | Primary Category ▾ | Primary Category | Primary Category ▾ | Primary Category

Secondary Page Title
Secondary Page Title
Tertiary Page Title
Tertiary Page Title
Tertiary Page Title
Secondary Page Title

Drop-down Mega Menu

OFFICIAL SITE OF THE STATE OF NEW JERSEY

Governor First Last • Lt. Governor First Last

NJ.gov | Services | Agencies | FAQs | Translate | Search

Department of Example

LOGO

Home | Primary Category ▾ | Primary Category ▾ | Primary Category | Primary Category ▾ | Primary Category

| Section Heading	Section Heading	Section Heading	Section Heading
Secondary Page Title	Secondary Page Title	Secondary Page Title	Secondary Page Title
Secondary Page Title	**Secondary Page Title**	Secondary Page Title	Secondary Page Title
Secondary Page Title	Secondary Page Title	Secondary Page Title	Secondary Page Title
Secondary Page Title	Secondary Page Title	Secondary Page Title	Secondary Page Title
Secondary Page Title	Secondary Page Title	Secondary Page Title	Secondary Page Title

Navigation
Hamburger Menu

Image shown is an example of a hamburger menu open on a phone screen.

Note: When a user opens the hamburger menu from any page within the website, the primary category of the page that the users is on when opening the menu should be highlighted.

OFFICIAL SITE OF THE STATE OF NEW JERSEY

Translate | Search

Department of Example

Home

Primary Category ▾

Primary Category ▾

Secondary Category Title
Secondary Category Title
Secondary Category Title
Secondary Category Title
Secondary Category Title
Secondary Category Title

Primary Category
Primary Category ▾
Primary Category
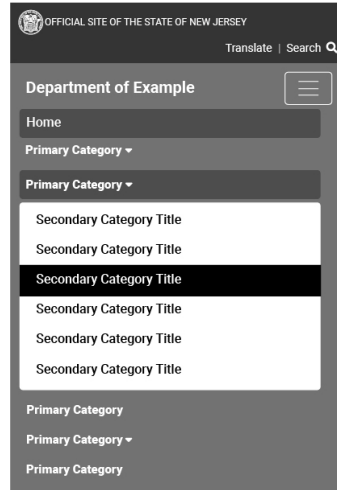
Breadcrumbs

Breadcrumbs (or breadcrumb trail) is a secondary navigation system that shows a user's location in a website.

Home

Home / Library

Home / Library / Data
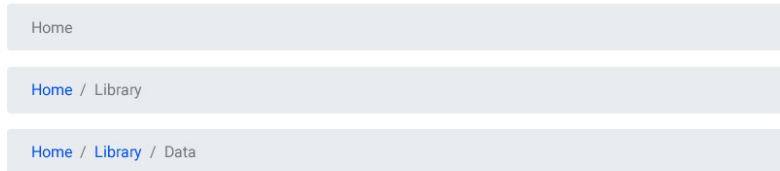
Navigation

Accordion Menu

An accordion is a design element that expands in place to expose some hidden information.

The examples on this page shows accordion menus using vertically stacked list of headers that can be clicked to reveal or hide content below the header. When an accordion is opened it will push the page content down.
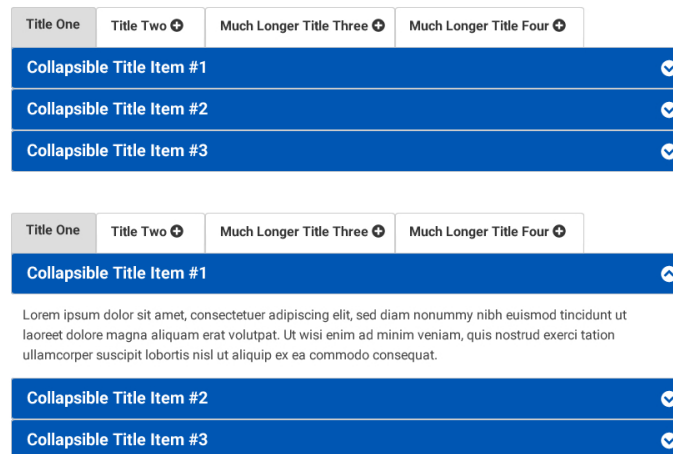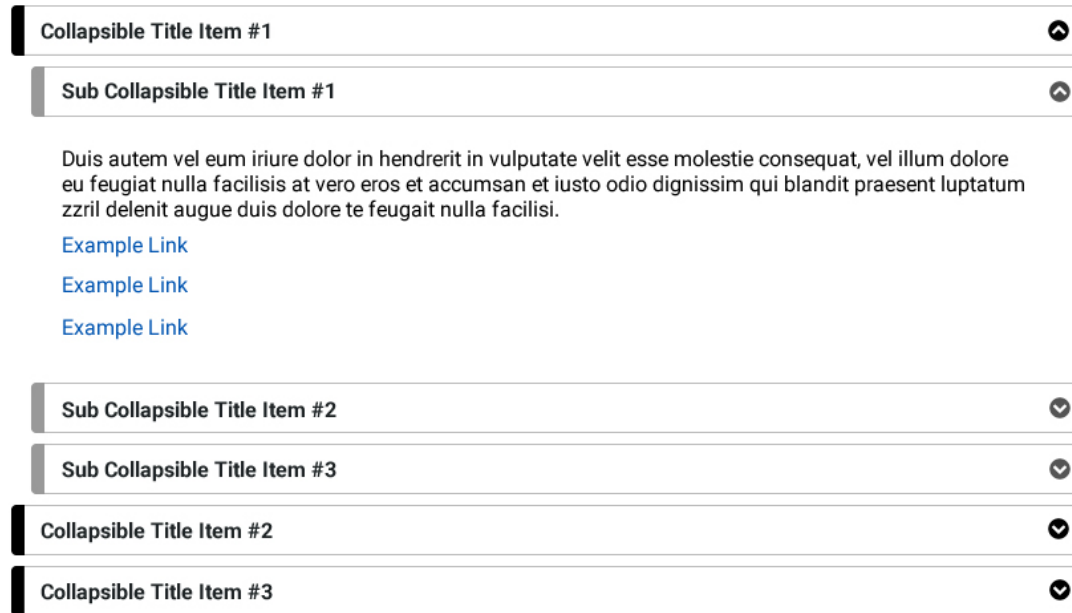
One of the biggest advantages of accordions is that they often allow users to get the big picture before focusing on details, and they can effectively mitigate the common problem of overly long pages.

Collapsible Title Item #1

Sub Collapsible Title Item #1

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Example Link

Example Link

Example Link

Sub Collapsible Title Item #2

Sub Collapsible Title Item #3

Collapsible Title Item #2

Collapsible Title Item #3

Font size for accordion menu items and rollover/hover effect

The suggested font size used in accordion menu items is between 16px (1 em) and 24 px (1.5 em) bold (500 weight). Rollover/Hover effect: change text to be underlined.

Accordion Menu with Tabs

Accordion menus can be broken up into headings by using tabs across the top. This is used to condense and organize even more information.

Title One	Title Two ⊕	Much Longer Title Three ⊕	Much Longer Title Four ⊕

Collapsible Title Item #1

Collapsible Title Item #2

Collapsible Title Item #3

Title One	Title Two ⊕	Much Longer Title Three ⊕	Much Longer Title Four ⊕

Collapsible Title Item #1

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Collapsible Title Item #2

Collapsible Title Item #3

Navigation
In-Page Links

In-page links (also referred to as anchor links or jump links) are links that lead users to content on the same web page, rather than to another page of the site. This solution is used when a page has a large amount of content. The two solutions below show the style for bulleted and alphabetical in-page links.

Note: We suggest to use accordion menus over in-page links when possible. If you prefer in-page links instead of accordion menus due to the fact that the content is hidden under headings, a solution would be to have the menus open when a user visits the page. Then the user can close the items if they wish.

BULLETED IN-PAGE LINKS

On this page:
- In-Page Link Title One
- In-Page Link Title Two
- In-Page Link Title Third
- In-Page Link Title Four
- In-Page Link Title Five

In-Page Link Title One

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

In-Page Link Title Two

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In-Page Link Title Three

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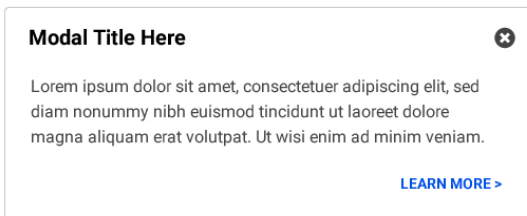
In-Page Link Title Four

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In-Page Link Title Five

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ALPHABETICAL IN-PAGE LINKS

« A B C D E F G H I J K L M N O P Q R S T U V W X Y Z »

Disabled button when no record to show

A

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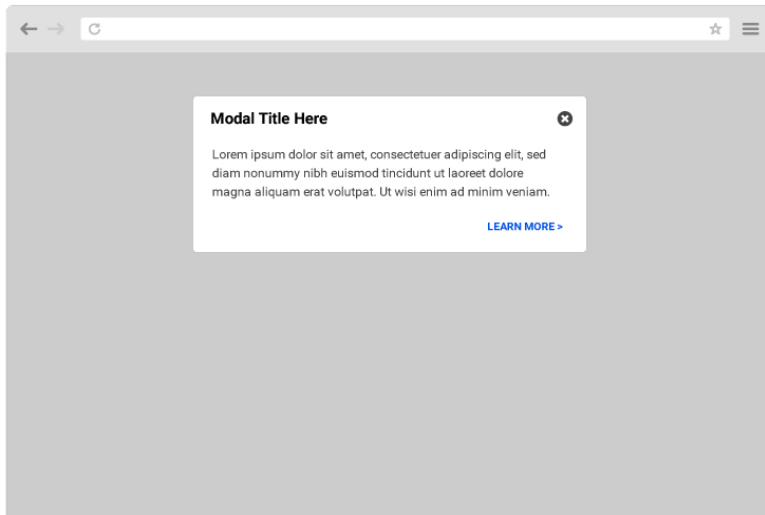
Navigation

Modal

- A modal box is a scripted effect that allows you to overlay a small element (dialog prompt) over a website.
- The primary benefit of a modal box it that they avoid the need of a conventional window pop-up or use of page reload.
- A modal box is positioned over everything else in the document and remove scroll from the <body> so that modal content scrolls instead.
- Clicking on the modal "backdrop" will automatically close the modal.
- Limit use of modal box for additional, nonessential information. (Ex: Welcome to new website, Sign up for our newsletter, See What's New)

Note: Best Practices for Modals / Overlays / Dialog Windows
https://uxplanet.org/best-practices-for-modals-overlays-dialog-windows-c00c66cddd8c

Modal Title Here   ⊗

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LEARN MORE >

Example:

Modal Title Here   ⊗

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magna aliquam erat volutpat. Ut wisi enim ad minim veniam.

LEARN MORE >

Cards with Slider

Note: The following compositions show options for laying out series of cards; defines the whitespace around the components and placements for any title and text grouping them together.

Image Here

Image Here

Image Here

Image Here

Spotlight Title

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut.

LEARN MORE >

Longer Spotlight Title That Has More

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut.

LEARN MORE >

Even Longer Spotlight Title That Has Even More Text Example

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut.

LEARN MORE >

Spotlight Title

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut.

LEARN MORE >

Image Size: 400 px wide by 253 px high

Image Here

Image Here

Image Here

Spotlight Title

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh.

LEARN MORE >

Spotlight Title

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LEARN MORE >

Spotlight Title

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh.

LEARN MORE >

Image Size: 630 px wide by 253 px high

Image Here

Spotlight Title

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh.

LEARN MORE >

23

Cards with no Slider

Image Here
300 x 180

Spotlight Title

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh.

LEARN MORE >

Image Here

Longer Spotlight Title That Has More

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh. Lorem ipsum dolor sit amet, ctetuer adipiscing elit, sed diam nonummy nibh.

LEARN MORE >

Image Here

Even Longer Spotlight Title That Has Even More Text Example

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh.

LEARN MORE >

Image Here

Spotlight Title

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LEARN MORE >

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Spotlight Title

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Image Here

Longer Spotlight Title That Has More

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LEARN MORE >

Image Here

Even Longer Spotlight Title That Has Even More Text Example

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LEARN MORE >

24

Feature Group Heading

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam.

Feature Heading

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Feature Heading

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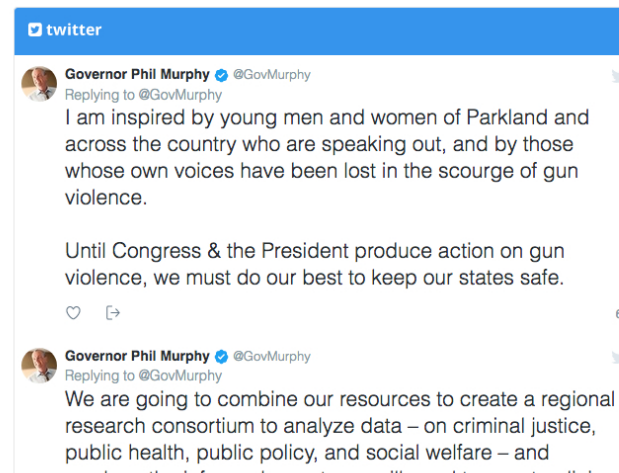
LEARN MORE >

Cards with no image

Feature Heading

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LEARN MORE >

26

Large Feature Card

Large Feature Heading

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LEARN MORE >

**Large Feature Heading
With Two Lines**

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LEARN MORE >

Cards with Icons

Title Here	**Title Here**	**Title Here**	**Title Here**
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut.	Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut.	Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut.	Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut.
LEARN MORE >	LEARN MORE >	LEARN MORE >	LEARN MORE >

Layout of logos only

Social Media Feeds

facebook

Governor Phil Murphy
Like Page   18K likes

Be the first of your friends to like this

Governor Phil Murphy
6 hours ago

Today, I am honored to join Governor Andrew Cuomo Office of Governor Dannel P. Malloy and Gina Raimondo in creating States for Gun Safety – a multi-state coalition to take action against gun violence and make our communities, our states, and our entire region safer.

We welcome and encourage other governors from both parties to join us. In the face of federal inaction, New Jersey, New York, Connecticut, and Rhode Island will create a regional task force, including our state la...
See More

692   164   157

twitter

Governor Phil Murphy @GovMurphy
Replying to @GovMurphy
I am inspired by young men and women of Parkland and across the country who are speaking out, and by those whose own voices have been lost in the scourge of gun violence.

Until Congress & the President produce action on gun violence, we must do our best to keep our states safe.

6h

Governor Phil Murphy @GovMurphy
Replying to @GovMurphy
We are going to combine our resources to create a regional research consortium to analyze data – on criminal justice, public health, public policy, and social welfare – and produce the informed reports we will need to enact policies

Spacing Between Rows of Composition Groups

On large "desktop" homepage layouts please use at least 50px margin spacing above and below grouping rows of compositions.

On a small "tablet or phone" homepage layout please use 30px above and below section titles and 15px between cards.

Margin and padding

Use the margin and padding spacing utilities to control how elements and components are spaced and sized. Bootstrap 4 includes a five-level scale for spacing utilities, based on a 1rem value default $spacer variable. Choose values for all viewports (e.g., .mr-3 for margin-right: 1rem), or pick responsive variants to target specific viewports (e.g., .mr-md-3 for margin-right: 1rem starting at the md breakpoint).
Info from getbootstrap.com

Why Whitespace is so Important in Web Design

Info from www.seguetech.com/whitespace-web-design/
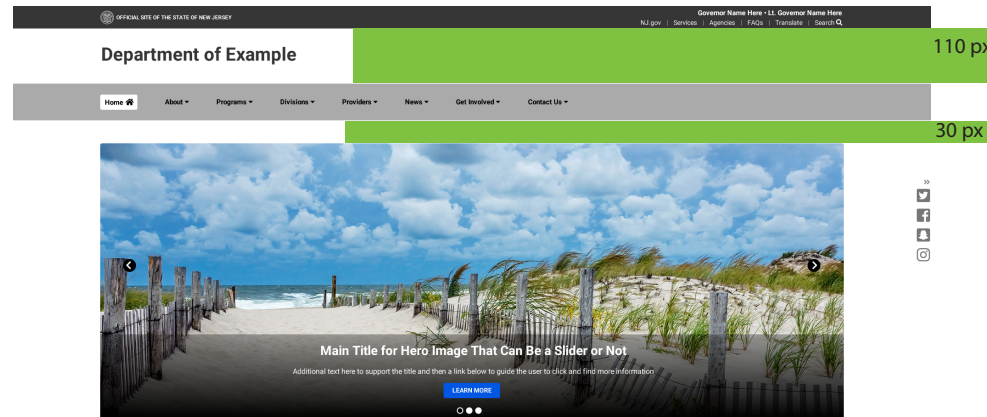
Space between global navigation and site navigation should be 110 px.

Space between navigation and slider should be 30 px.

Space below and above each row of components should be 50 px each.
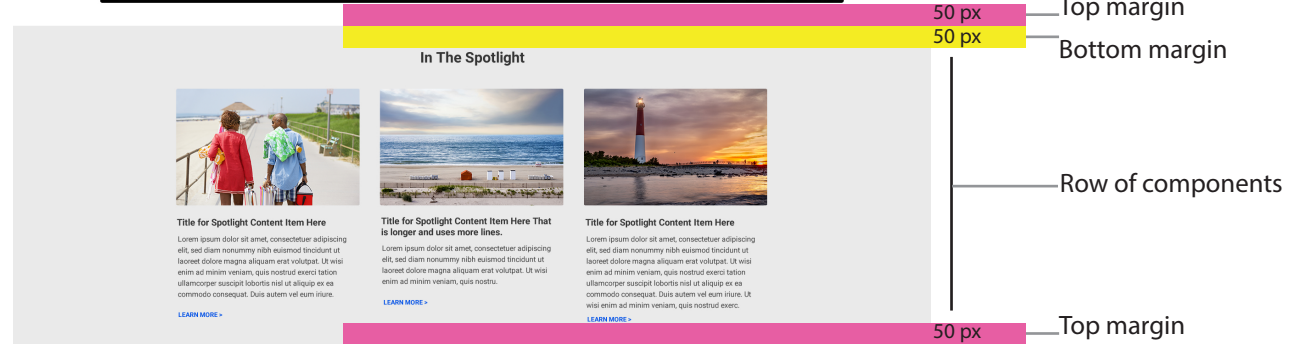
Top margin — 50 px
Bottom margin — 50 px

Row of components

Top margin — 50 px
Bottom margin — 50 px
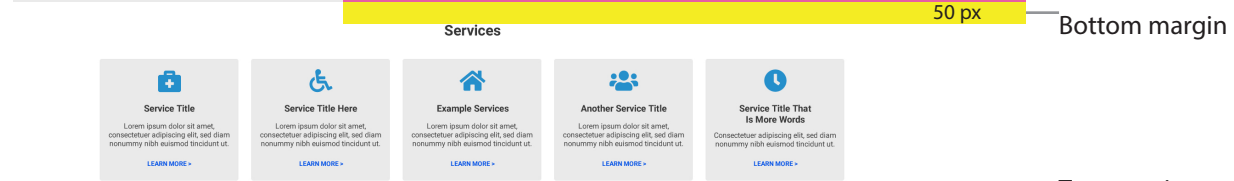
Top margin — 50 px
Bottom margin — 50 px
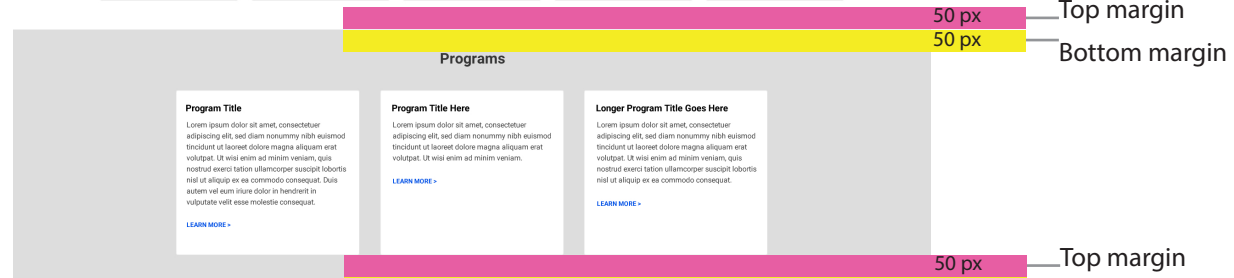
Top margin — 50 px
Bottom margin — 50 px
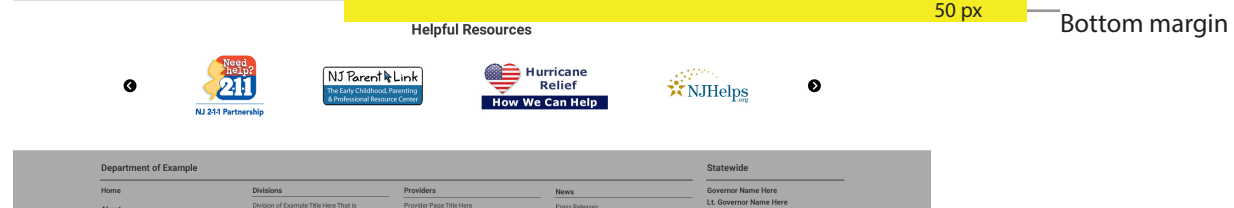
- 12-column, responsive grid provides structure for website content
- Grid will adjust to screen size (Desktop, Tablet and Phone)

1/1											
1/2						1/2					
1/3				1/3				1/3			
1/4			1/4			1/4			1/4		
1/6		1/6		1/6		1/6		1/6		1/6	
1/12	1/12	1/12	1/12	1/12	1/12	1/12	1/12	1/12	1/12	1/12	1/12
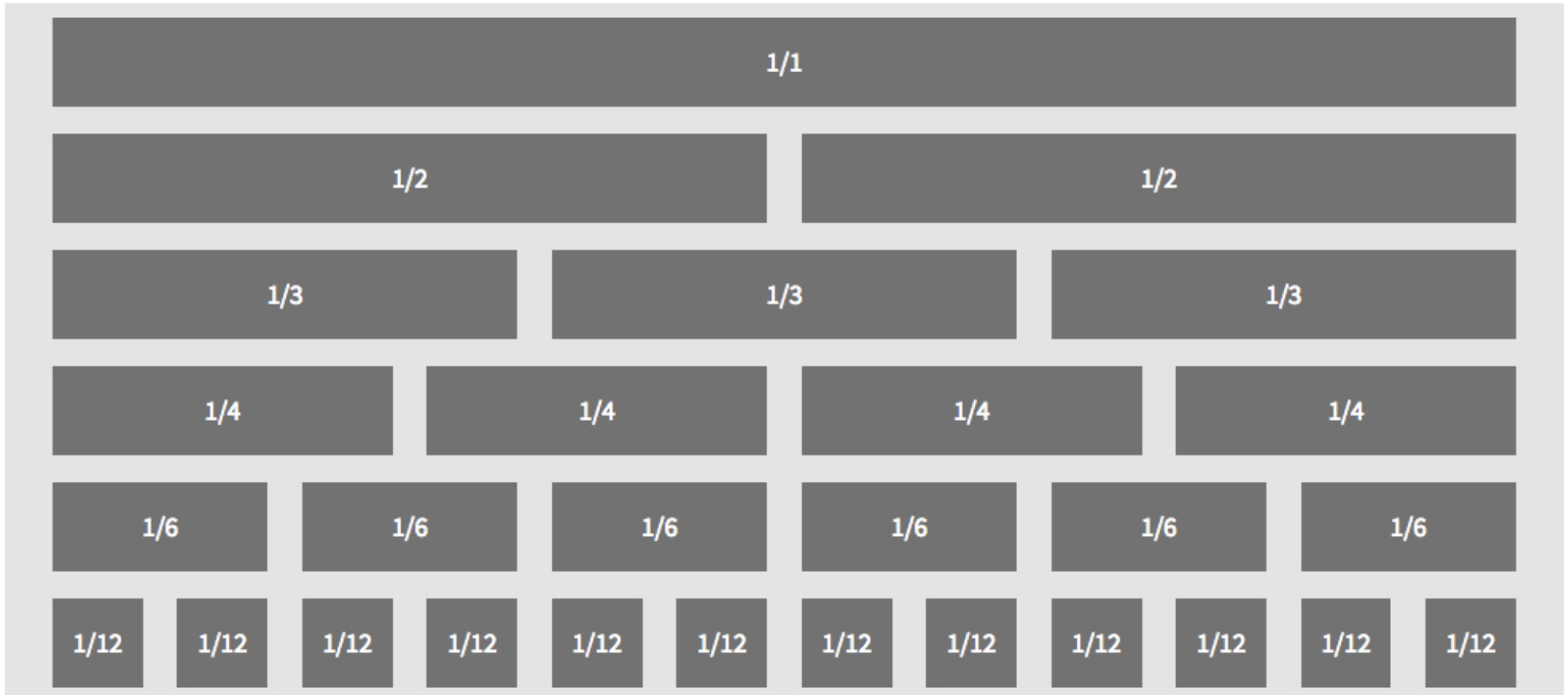
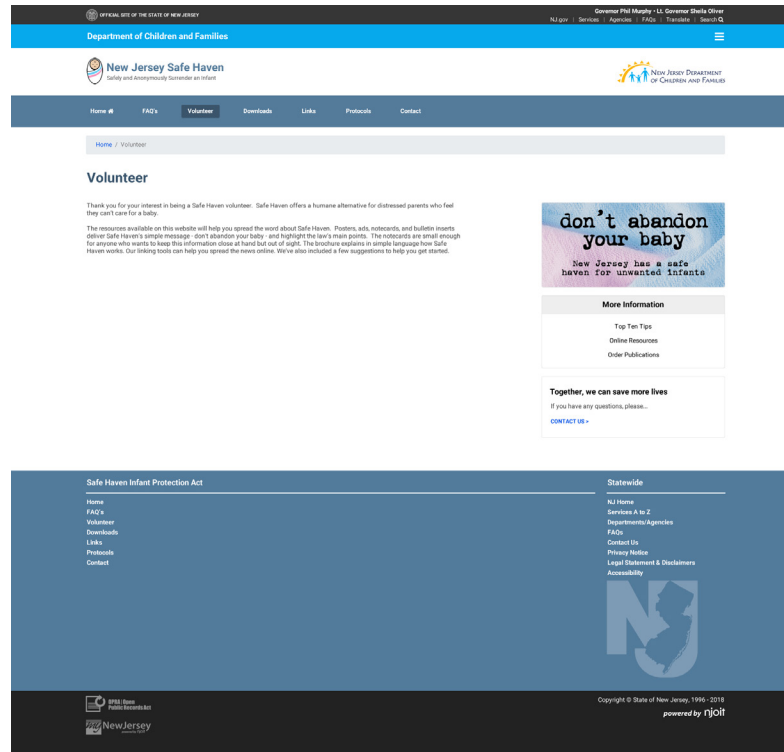On this page is an example of a home page shown at three different view ports; desktop, tablet and phone.

On this page is an example of a secondary page shown at three different view ports; desktop, tablet and phone.
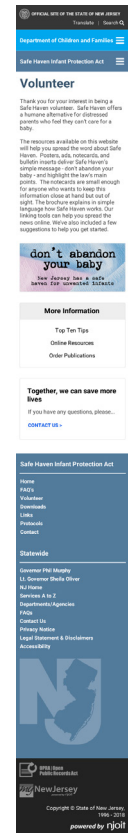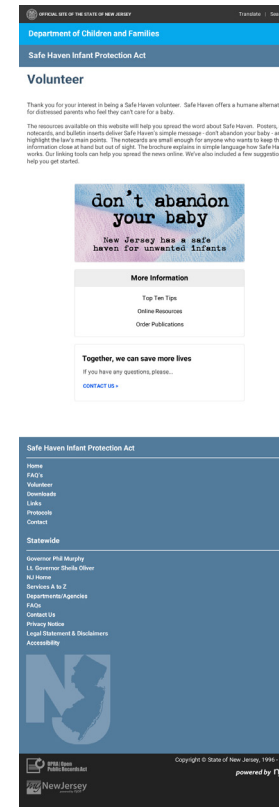
On this page is two examples of a home page shown at a desktop view port screen size. These show examples of how rows or components can be combined.

As much as possible, terms should be used and spelled the same way across the state's Web presence.

Date Format
Avoid expressing dates as three numerals divided by forward slashes (e.g., 6/11/01); internationally, this format can mean November 6, 2001, not June 11, 2001. Use the name of the month wherever possible; for example: July 4, 1998, or Jul-4-98.

download
one word, no hyphen, capitalize only when starting a sentence

email
one word, no hyphen, capitalize only when starting a sentence

e-government
Spelled with a hyphen, lower case "e" and lower case "g." At the beginning of a sentence, spelled "E-government."

e-services, e-commerce, e-voting, e-signature, and like constructions
same conventions as in "e-government"

homepage
one word, no hyphen, capitalize only when starting a sentence

internet
one word, no hyphen, capitalize only when starting a sentence

intranet
one word, no hyphen, capitalize only when starting a sentence

login and logout versus log in and log out
The words login and logout are spelled together if they are used in a sentence as nouns or adjectives. Example: • The information you use to sign into your email is your login (noun), and the page where you sign in is the login (adjective) page.

The words log in, log on, log out, and log off are spelled separately if they are used as verbs. Examples: • You log in (verb) with your login information. • Don't forget to log out (verb).

multimedia
one word, no hyphen, capitalize only when starting a sentence

online, offline
one word, no hyphen, capitalize only when starting a sentence

PDF/pdf
For "portable document file"; use capitals when using the term in a phrase or sentence; use lower case letters when placed at the end of a hyperlink.

Phone number format
Divide with hyphens or periods (international convention); do not use parentheses. Either of the following is correct: 888-555-1010 or 888.555.1010.

site map
two words, no hyphen, capitalize only when starting a sentence

state
the word state is spelled with a lower case "s" - for example, "Trenton is the capital of the state," "state legislators."

URL
The acronym for Uniform Resource Locator (URL) should be written with all uppercase letters.
Example: • The URL for the New Jersey state homepage is https://www.nj.gov.

username
The word username, also known as user ID, is spelled as one word if it is a name that someone uses for identification purposes when logging onto a computer, using chat rooms, or as part of his or her email address. Example: • Log in with your username and password

webpage, website, webcam, webcast, webmaster, the web
all one word, no hyphen, capitalize only when starting a sentence

Branding

See example layouts on the next page.

Header

Include global header with no links on the right. HTML text title: Department/Division name font size: 16px and title of application: 40 px. Place any logo flush right.

Ribbon below header

Place any links here that are needed on all pages of the application. Keep links to a minimum. Links should appear flush right.

Alert Message

Application alert messages convey important and sometimes time-sentitive information. This message should appear below the header ribbon and it is reccommended to use the following standard alert colors: Blue - Informative status, Yellow - Warning status, Red - Error status, Green - Success status.

Footer

Address bottom right along with digital NJ logo faded 50% white.

Colors

Colors should always reach a high enough contrast to meet Web Content Accessibility Guidelines (WCAG) 2.0 level AA Section 508 standards.
Resource for checking color contrast: https://webaim.org/resources/contrastchecker/

Informative Text

(example: welcome message/instructions)
Place form instructions above the input fields section.

Web Application Form

Place input fields inside a card with a 1 px border. Card should appear flush left and all titles, text, input fields, buttons, and links should be flush left.

Important Links

(example: Support, Policies & Procedures)
On a desktop size screen links should be placed in the right column in a card with a 1 px border. On a phone size screen this card should fall under any content on the page.

Branding

Desktop view example:

Mobile view example:

OFFICIAL SITE OF THE STATE OF NEW JERSEY (12px, All caps)

Department of xxx (16px Bold)
Division of xxx (16px Bold)
Application Title Here (40px Bold)

Logo

(Global Application Header, #363636)

(Ribbon is 50px high, Color is optional)

Home (15px, Bold)   Help

Alert Message Title Here (20px Bold)
Message Copy (18px/24) orem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nosLorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore.

Page Title Here (32px Bold)

Intro text heading (28px)

Intro Text Copy (18px) Welcome to the xxxx. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Section Heading (24px Bold)

| Button Text (18px, Bold) |
| Button Text (18px, Bold) |
| Button Text (18px, Bold) |
| Button Text (18px, Bold) |

Section Heading (24px Bold)

Body Copy (18px) Welcome to the xxxx. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Bold Note: Body Copy (18px, Bold) Please Note: Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy.

| Button Text (18px, Bold) |
| Button Text (18px, Bold) |

Support (20px Bold)

Department/Division homepage
Search Help (Link text 18px, underline)
Contact Us (#0056B3)

Policies & Procedures (20px Bold)

Privacy Policy
Accessibility Policy
Security Policy
Legal Statements & Disclaimers

(1px outline #cccccc)

(Global Application Footer, #363636)

(Digital NJ Logo in 50% White)

Department of xxx (16px)
PO Box 000
Trenton, NJ 00000-0000

OFFICIAL SITE OF THE STATE OF NEW JERSEY

Department of xxx
Division of xxx
Application Title Here

Home   Help

Important Information
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nosLorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore.

Welcome to the xxxx. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Log In

or Create an Account

User ID

Password

Log In

Forgot User ID?

Forgot Password?

Need Help?

Support

Department/Division homepage
Search Help
Contact Us

Polices & Procedures

Privacy Policy
Accessibility Policy
Security Policy
Legal Statements & Disclaimers

Department of xxx
PO Box 000
Trenton, NJ 00000-0000

Branding

Desktop view example:

OFFICIAL SITE OF THE STATE OF NEW JERSEY (12px, All caps)

(Global Application Header, #363636)

Department of xxx (16px Bold)
Division of xxx (16px Bold)

Application Title Here (40px Bold)

(Ribbon is 50px high, Color is optional)

Logo

Home (15px, Bold)   Help

| Multi-step Indicator | 2nd Step Text Here | 3rd Step Text Here (16px) | 4th Step Text Here |

Title Here (32px Bold)

Section Heading (24px Bold)

Required Fields [*] (16px, #b33234)

Field Label* (18 px)

10px between field label and field input box

30 px space between input field and field label

Field Label*

30 px space between input field and section title

Subsection Heading (22 px Bold)

Field Label*

Text Here ✓

Field Label*
Alert! Helpful error message

Text Here ✗

Field Label

30 px space between input field and button(s)

Primary Button   Secondary Button

Support (20px Bold)

Department/Division homepage
Search Help (Link text 18px, underline)
Contact Us (#0056B3)

Policies & Procedures (20px Bold)

Privacy Policy
Accessibility Policy
Security Policy
Legal Statements & Disclaimers

(Digital NJ Logo in 50% White)

(Global Application Footer, #363636)

Department of xxx (16px)
PO Box 000
Trenton, NJ 00000-0000

Branding

Branding Font - <u>Roboto</u>
If Roboto is not available, the use of Open Sans or Public Sans is acceptable.

Typography is an essential component of brand identity. Consistency makes a brand feel more dependable.

Please use the suggested font sizes along with the standard font to enhance the branding recognition.

If your audience would benefit from a larger font size, enlarging for this reason is okay.

Standard Font Sizes and Weights for Application Screens	
Global Header	.75em, Font weight: 400 (12 px)
Header - Department/Division Name	1em, Font weight: 500 (16px)
Header - Application Title	2.5em, Font weight: 500 (40px)
Ribbon Text	.9375em, Font weight: 500 (15px)
Alert Message Title	1.25em, Font weight: 500 (20px)
Alert message Copy	1.125em, Font weight: 400 (18px)
Page Title	2em, Font weight: 500 (32px)
Intro Text Heading	1.75em, Font weight: 400 (28px)
Intro Text Copy/Body Copy	1.125em, Font weight: 400 (18px)
Section Heading	1.5em, Font weight: 500 (24px)
Subsection Heading	1.375em, Font weight: 500 (22px)
Field Label	1.125em, Font weight: 400 (18px)
Default Button Text	1.125em, Font weight: 500 (18px)
Big Button Text	1.375em, Font weight: 500 (22px)
Right Column - Title	1.25em, Font weight: 500 (20px)
Right Column - Link Text	1.125em, Font weight: 400 (18px)
Footer Text	1em, Font weight: 400 (16px)

Usability

Best Practices for Web Form Design

Keep the form short
Every time you cut a field or question from a form, you increase its conversion rate.

Visually group related labels and fields
Labels should be close to the fields they describe.

Present fields in a single column layout
Multiple columns interrupt the vertical momentum of moving down the form.

Use logical sequencing
Help keyboard users by testing the Tab-key navigation to ensure it follows the correct field sequence.

Avoid placeholder text
Some forms replace field labels with in-field placeholder text to reduce clutter on the page, or to shorten the length of the form. While this approach is based on good intentions, our research shows that it has many negative consequences.

Match fields to the type and size of the input
Text fields should be about the same size as the expected input since it's extremely error prone when users can't see their full entry.

Distinguish required fields
Required fields should be marked with an asterisk at the end of the field label. At the top of the form, below the form title, the following text should be included: "*Required fields are marked with an asterisk (*).*"

Explain any input or formatting requirements
If a field requires a specific format or type of input, state the exact instructions.

Avoid Reset and Clear buttons
The risk of accidental deletion outweighs the unlikely need to 'start over' on a web form.

Provide highly visible and specific error messages
Errors should be signaled through a variety of cues, not solely through color: outline the field AND use red text AND use a heavier font, to ensure users don't overlook this critical information.

Place common elements in predictable areas
Put UI elements where users expect them. Using expected layouts and conventions help the user find the controls they need quicker.

Clear visual hierarchy
Grouping related form controls makes forms more understandable for all users, as related controls are easier to identify. It also makes it easier for people to focus on smaller and more manageable groups rather than try to grasp the entire form at once. Related elements should be placed close to each other and separate from other groups with borders and white space.

Use a step indicator in a multi-page form
A step indicator updates users on their progress through a multi-step process. A step indicator can help users orient themselves. Visually indicate the current and completed steps. If possible, provide a link to steps already completed, so the user can review them. In this case, any data already entered in the current step should be saved.

Example below. Step indicator style can vary.

1	2	3	4	5
User Info	Address	Order Info	Payment	Confirm

Usability

Progressive disclosure

If you have little screen space, make visible only those controls that are used often and by most people. The rest can be hidden under accordions, menus, ribbons, and tabs, which all use progressive disclosure to hide some of the complexity of the UI and allow users to focus on fewer options.

Progress indicators

Wait animations, such as percent-done bars and spinners, inform users of the current working state and make the process more tolerable to the user by reducing uncertainty. Users experience higher satisfaction with a site and are willing to wait longer when the site uses a dynamic progress indicator.

Keep a user from leaving a form before they have finished

When a user is on a screen where they are filling out a form it is recommended to avoiding having links available for them to click that will take them away. If links are necessary on the same page as the form, it is recommended to open the link in a new window or have a pop up to alert the user that they are leaving the form that has not been finished. Give the user the option to save before leaving if possible.

Forms need to be accessible

Forms can be visually and cognitively complex and challenging to use. Accessible forms are easier to use for everyone, including people with disabilities. Controls should be labeled and elements should be grouped. Instructions should be provided. Validate input by providing the user options to undo changes and confirm data entry. Notify users when a task is successful and of any errors and provide instructions to help them correct mistakes.

Application Usability Sources

Best Practices for Web Form Design
Source: Nielsen Norman Group
https://www.nngroup.com/articles/web-form-design/

Marking Required Fields in Forms
Source: Nielsen Norman Group
https://www.nngroup.com/articles/required-fields/

Mask Interaction Delays with Progress Indicators
Source: Nielsen Norman Group
https://www.nngroup.com/videos/progress-indicators/

Top 10 Application-Design Mistakes
Source: Nielsen Norman Group
https://www.nngroup.com/articles/top-10-application-design-mistakes/

3 Strategies for Managing Visual Complexity in Applications and Websites
Source: Nielsen Norman Group
https://www.nngroup.com/videos/managing-visual-complexity/

USWDS Components Step Indicator
Source: U.S. Web Design system (USWDS)
https://designsystem.digital.gov/components/step-indicator/

Accessible Forms Tutorial
Source: World Wide Web Consortium (W3C)
https://www.w3.org/WAI/tutorials/forms/

Multi-page Forms, Step-by-step indicator
Source: World Wide Web Consortium (W3C)
https://www.w3.org/WAI/tutorials/forms/multi-page/#using-step-by-step-indicator