



Citywide User Experience Design Guidelines: NYC.gov Style Guide

Final 1.2 - Public

City of New York
Department of Information Technology and Telecommunications
Application Development Management

1.0 Overview

1.1 Audience

Agency application and web site **business owners** should be aware of these guidelines and familiar with their content.

The Style Guide below is for use by all **User Experience (UX) or User Interface (UI) Design teams** in the process of designing any online applications, agency websites, or agency initiative sites.

1.2 Purpose

The purpose of these guidelines is to strengthen and unify New York City's online brand identity and user experience with regards to functional usability as well as visual aesthetics. With the redesign of NYC.gov, New York City strongly encourages all agencies to use the structural, display, and interactive design patterns outlined in the provided Style Guide for the design of all online applications, agency websites, agency initiative sites or campaigns, and other pages linked to NYC.gov.

1.3 Scope

These guidelines apply to all City agencies in the design of any online application, agency website, or agency initiative website, regardless of whether it links from the main NYC.gov site.

These guidelines apply to both public-facing and intranet websites and applications.

2.0 Guidelines

The Department of Information Technology and Telecommunications (DoITT) strongly recommends that all City entities follow the NYC.gov Style Guide below in the process of design public-facing and intranet applications and websites.

3.0 Ownership and Contact

This document is owned by DoITT's UX Design team.

Change Details

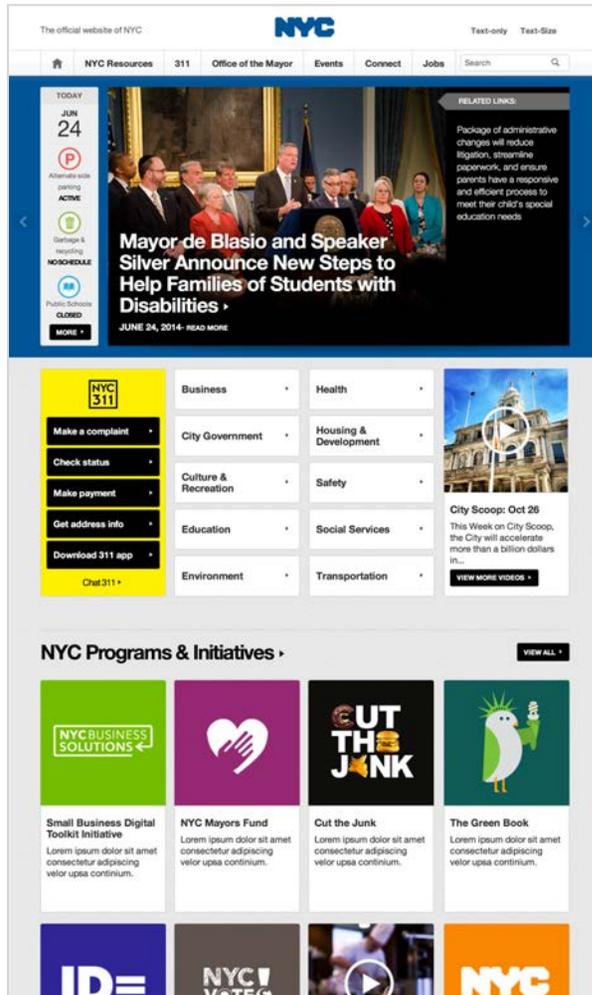
Version	Change Highlights	Date
1.0	First draft	11/8/2013
1.1	Style Guide Updated	6/27/2014
1.0	Annual Review	7/14/2015



Information Technology & Telecommunications



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.

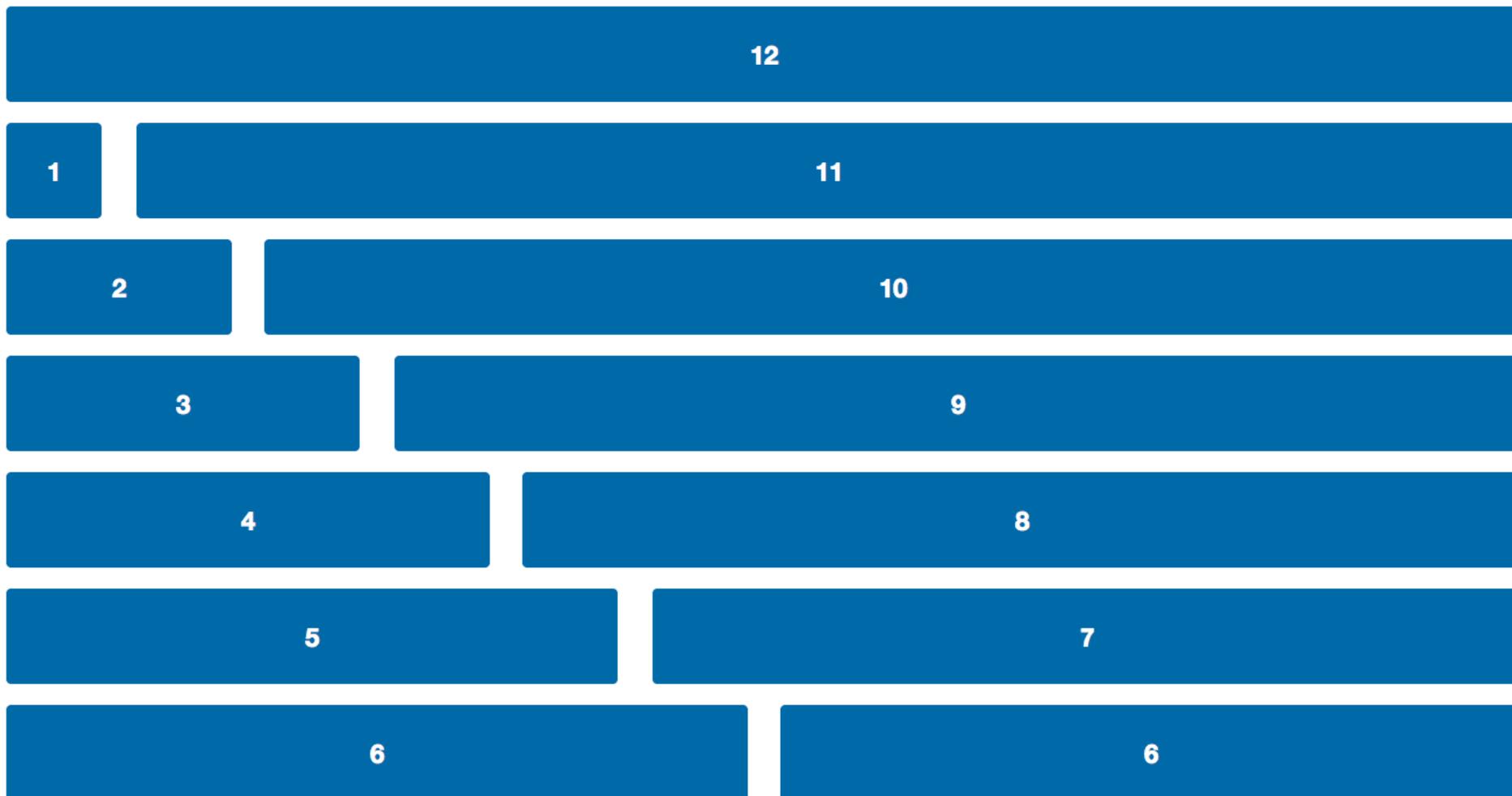
The tone of NYC.gov is respectful, helpful and informative.

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.

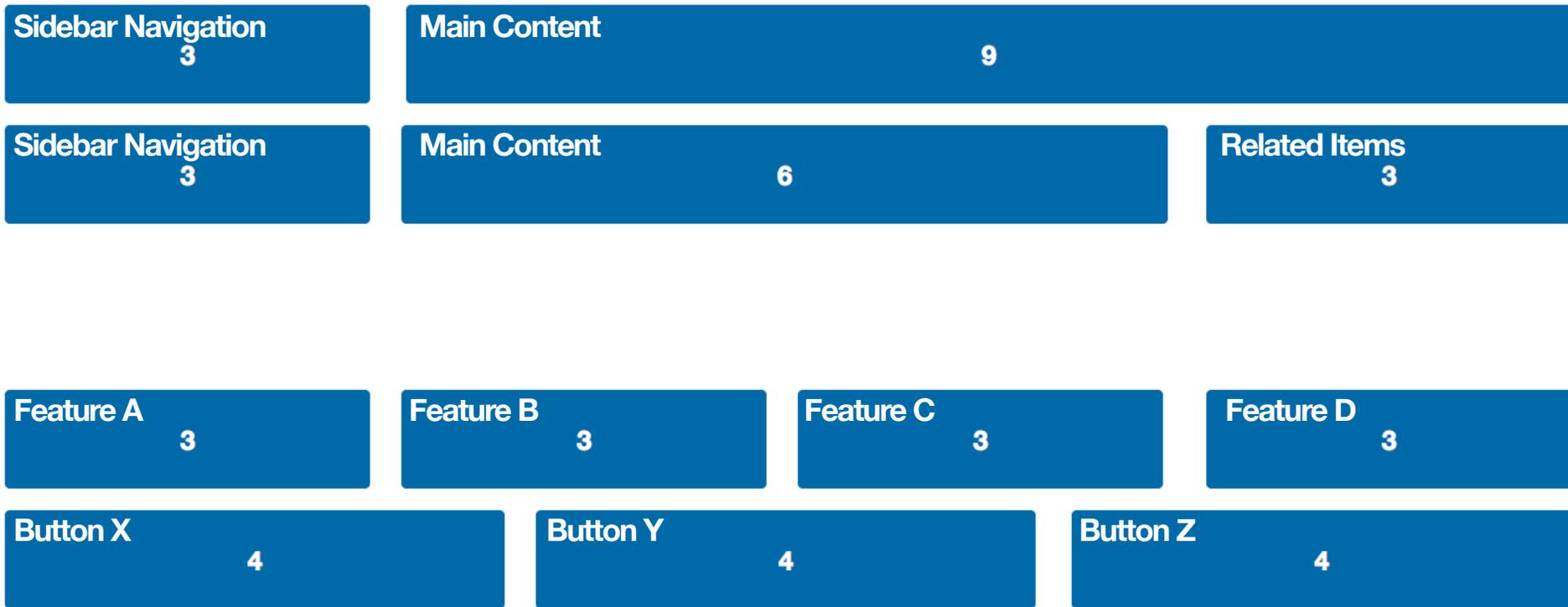
INFORMATIVE: Think about gaining the user's trust by delivering timely, reliable, official, accessible and authoritative information.

Grid: General



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

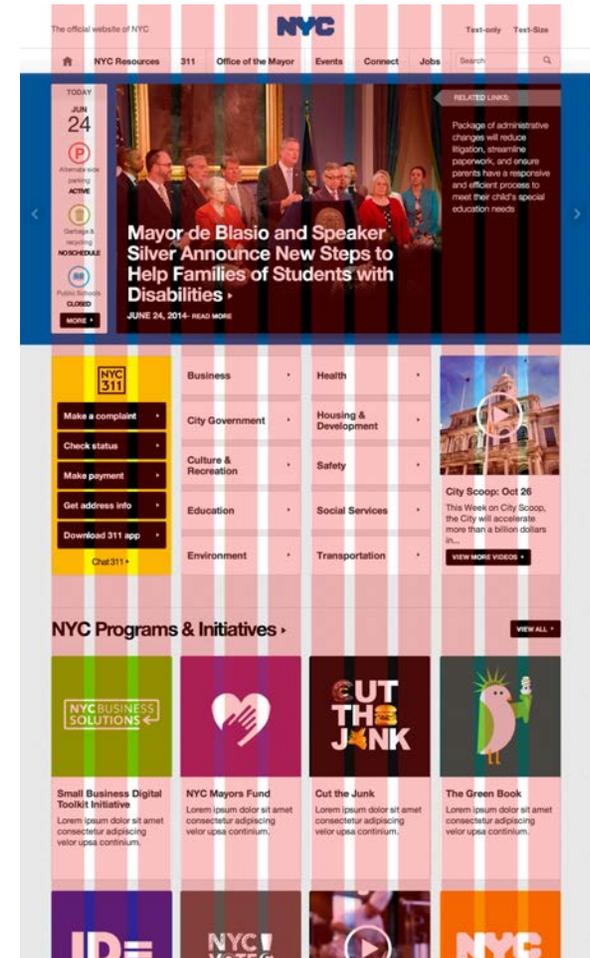
Grid: Typical Layout Patterns



Layout and Grid Examples



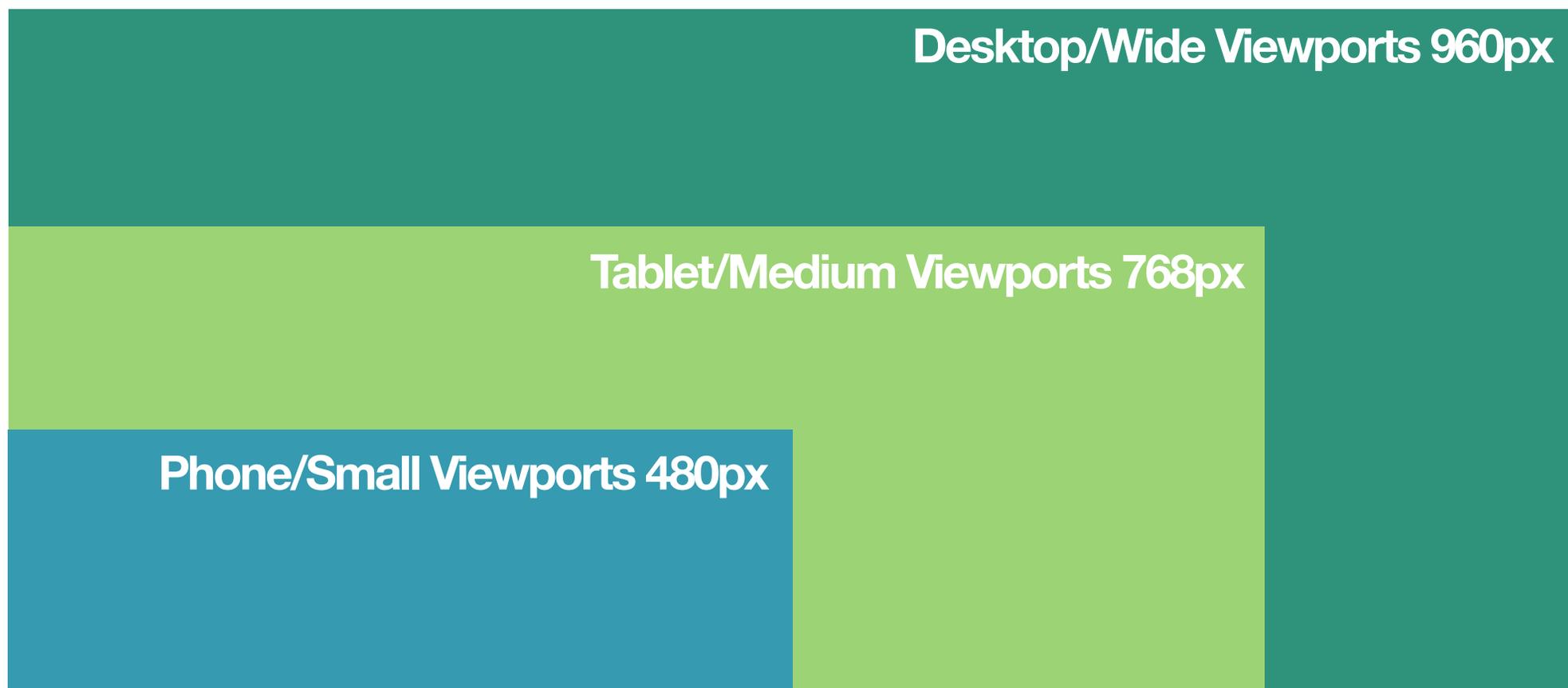
Category page



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.



Responsive Flow

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



Desktop



Tablet



Phone

Site Colors



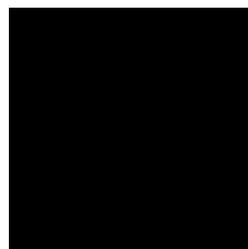
0a5796

10,87,150



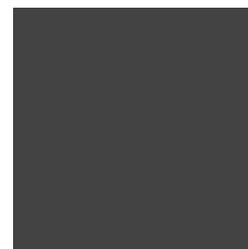
1771b7

23,113,183



000000

0,0,0



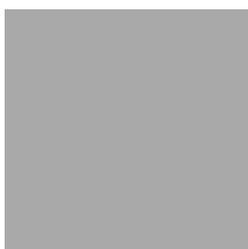
333333

51,51,51



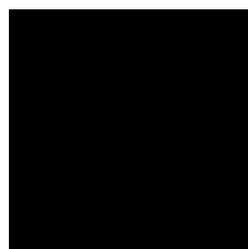
666666

102,102,102



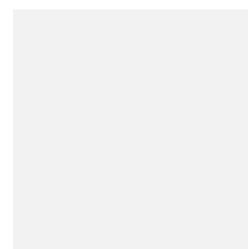
999999

153,153,153



cccccc

204,204,204



efefef

239,239,239

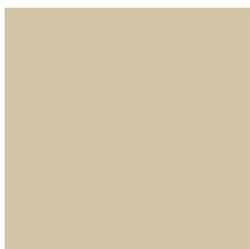
Accent Colors



51575c
81,87,92

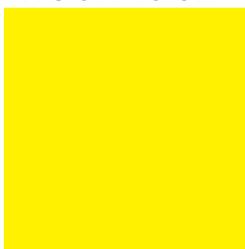


91604e
145,96,78



c8b994
200,185,48

NYC 311 Yellow



fff200
255,242,0



fb7d3f
251,125,63



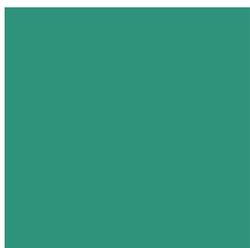
dd363a
221,54,58



2d89a0
45,137,160



8ccd61
140,205,97

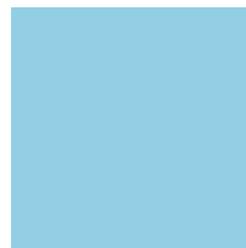


288369
40,131,105

Standard NYC Blue



0a5796
10,87,150



81c3de
129,195,222



9f2882
159,40,130

Typography: Text

Base font is 16px / 22px
 Helvetica Neue. Text color is
 dark gray, hex #333333 or
 rgb(51,51,51).

```
font-family: "Helvetica Neue", Helvetica, Arial, sans-serif;
font-size: 16px;
line-height: 22px;
color: #333333;
```



Typography: Headings

h1 Heading 1 39px

h2 Heading 2 36px

h3 Heading 3 24px

h4 Heading 4 18px

h5 Heading 5 16px

h6 Heading 6 12px

```
font-family: "Helvetica Neue", Helvetica, Arial, sans-serif;  
font-weight: bold;  
color: #000000;  
letter-spacing: -1px; or -0.05em;
```

Navigation: Global

Desktop

The official website of NYC

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>
--	--	--	--

Phone

The official website of NYC

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

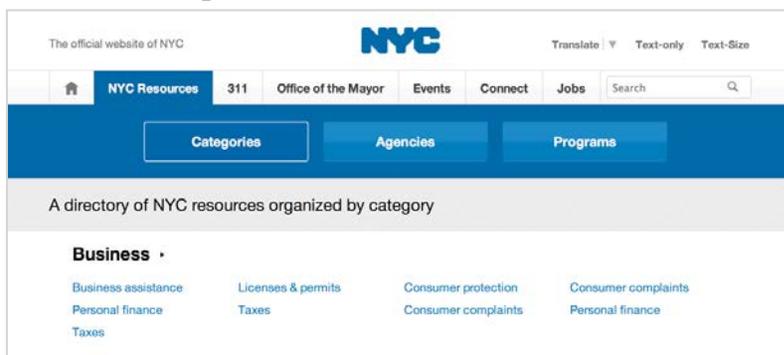
NYC 311 Top Requests

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

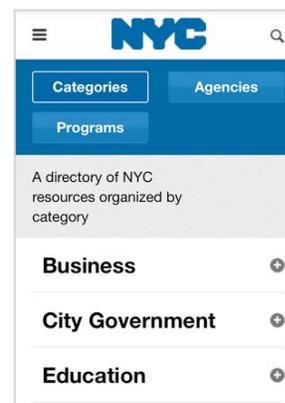
- [Directory of City Agencies](#)
- [Contact NYC Government](#)

Navigation: Subnav

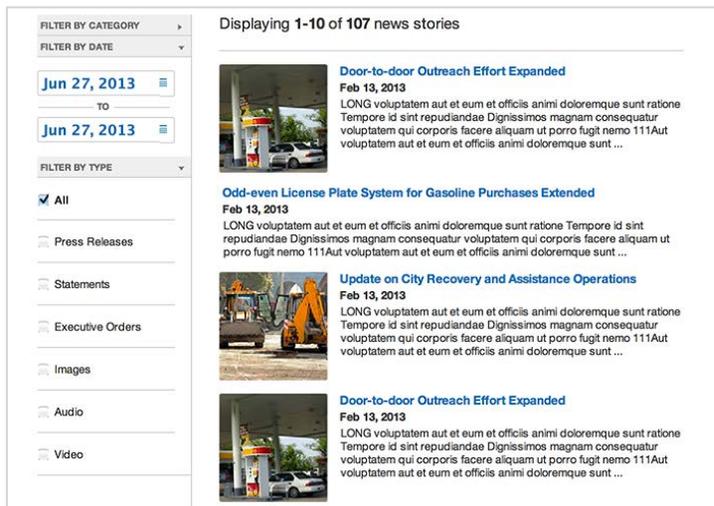
Desktop



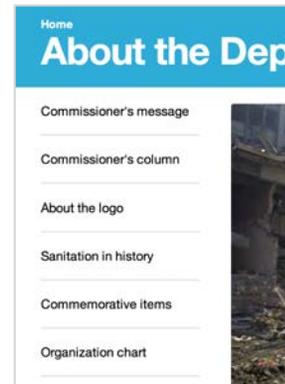
Phone



Filters



Sidebar

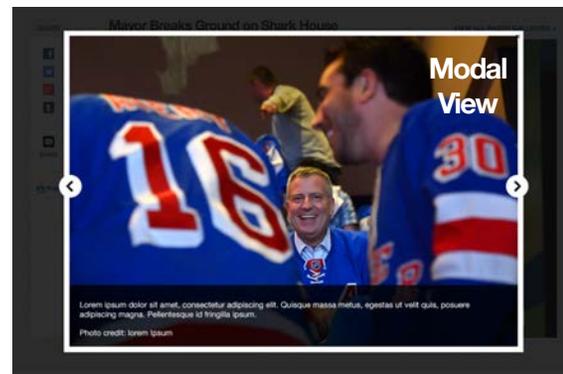
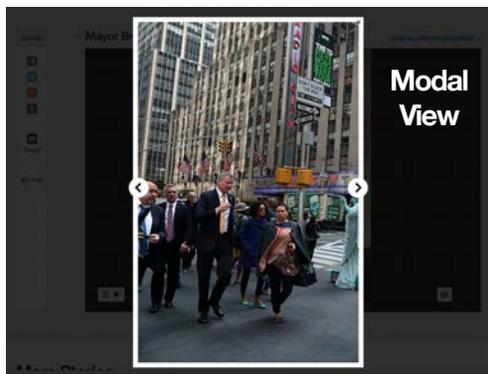


Images: Photo Gallery, Hero

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

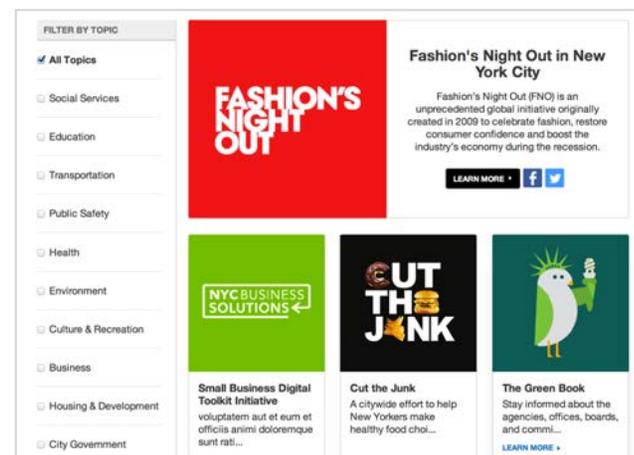
532px x 800px for vertical - gallery or inline only

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

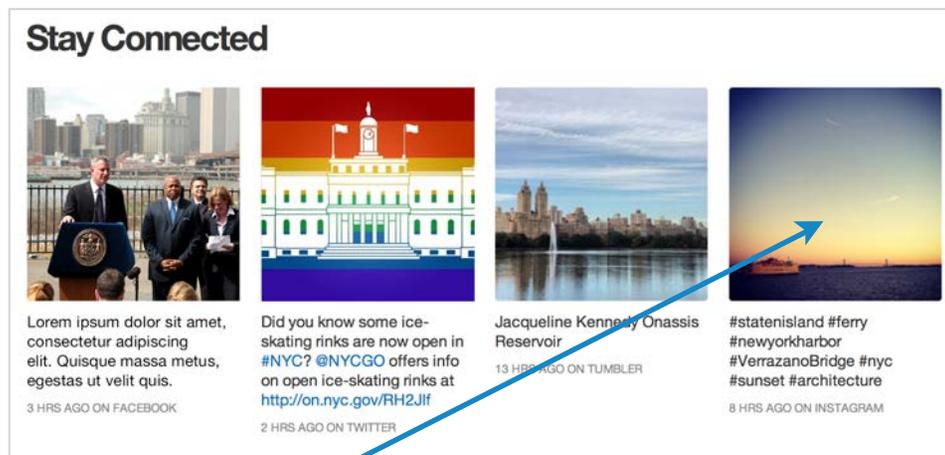
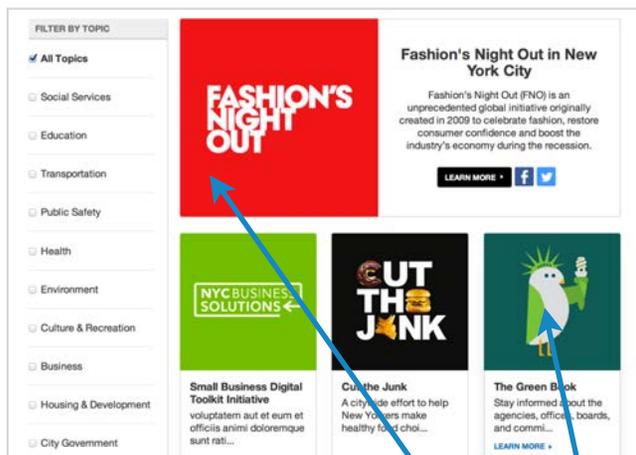
Save as format: png-8 or png-24

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

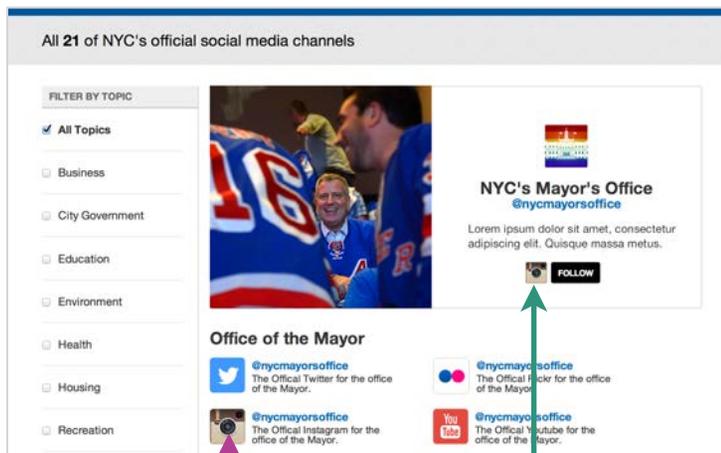


480px square

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

Forms, Buttons and Links

* Indicates required fields.

FIRST NAME * LABEL NAME *
Invalid Entry.

FIRST NAME LABEL NAME

FIRST NAME LABEL NAME
Invalid Entry.

FIRST NAME LABEL NAME

FIRST NAME LABEL NAME
Invalid Entry.

I would like to remain anonymous. My contact information is as follows:

FILE UPLOAD
 no file selected

(Please limit your message to 150 words or less - exceeding this limit may prohibit access to the submit button.)

Public schools & programs ▸

Enrollment, transfers, special programs, administration, tests, and school performance.

Business ▸

[Business assistance](#)

[Licenses & permits](#)

[Consumer protection](#)

[Personal finance](#)

[Taxes](#)

[Consumer complaints](#)

[Taxes](#)

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

- A**
- [Administrative Justice Coordinator, Office of \(OATH\)](#)
 - [Administrative Trials and Hearings, Office of](#)
 - [Adult Education, Mayor's Office of](#)
 - [Aging, Department for the \(DFTA\)](#)
 - [Anti-Graffiti Task Force, Mayor's](#)

- B**
- [Board of Elections](#)
 - [Brooklyn Bridge Park](#)
 - [Brooklyn Public Library](#)

- ▲ NOT IN SERVICE
- PARTIALLY AFFECTED
- NORMAL SERVICE
- ▲ **Subway, bus, & commuter rail service**
DELAYED
[MORE INFO ▸](#)