2015 MSB WEBSITE STYLE GUIDE

MATANUSKA-SUSITNA BOROUGH

350 E. Dahlia Ave. Palmer, AK 99645

Version 1 – April 2015
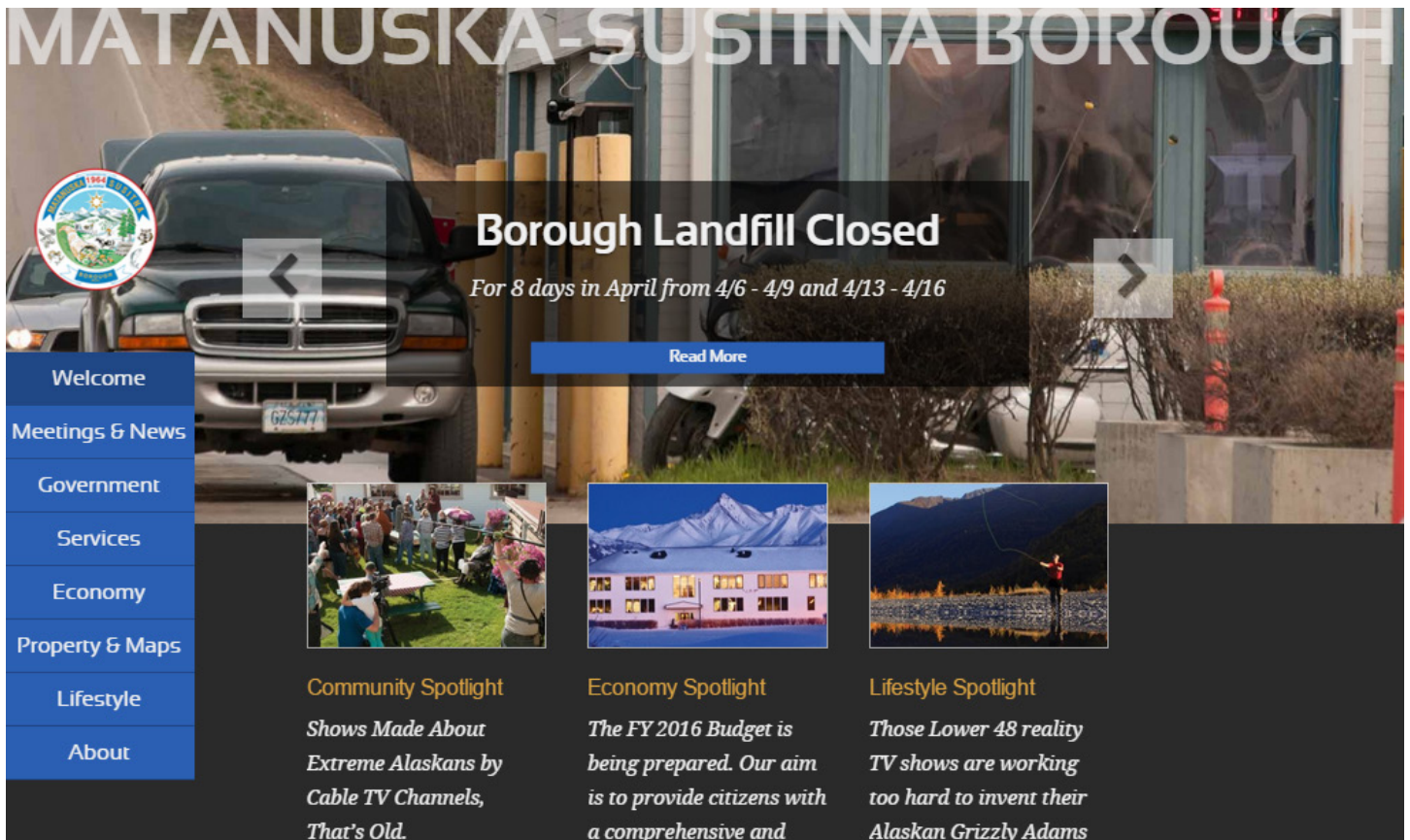
CONTENTS

1. BUILDING TRUST

The Matanuska-Susitna Borough website is one of the primary mediums for interfacing with the public and aids in the building of trust. It is a conduit for information available to the public 24 hours a day, 365 days a year.

Mission: To establish and maintain the framework for an informative and user-friendly web presence.

Vision: To provide structure through web governance, allowing web authors to develop functional and appealing online content.

http://www.matsugov.us/

The purpose of this style guide is to provide guidelines to anyone providing content for the public-facing website or developing related websites. Included is guidance on branding, navigation, page layout, typography, color palette, and other details that will ensure that the Borough's online presence is consistent, functional, and appealing.

2. BRAND IDENTITY

To be fully effective, the Borough must raise awareness of our programs and services with citizens and stakeholders and branding is crucial to these efforts.

Whether it's an outreach effort to educate citizens or an effort to improve a service, the Borough is always trying to engage with the public in ways that build trust and increase involvement.

Branding helps us accomplish our mission and goals with increased recognition, improved internal processes to support the external brand, and cost-savings from having an established look-and-feel for all communication outputs.

The website is an important reflection of the organization as a whole. As more and more people use the web for conducting business, it is essential that the site maintain consistent branding to ensure a unified web presence.

UNIFIED WEB PRESENCE

The 2015 MSB Website has implemented a new information architecture and branding approach to support a unified web presence. These improvements include:

- A magazine type format on the homepage that spotlights important Borough information in a compelling way

- A restructured navigation approach that strives to improve usability through a limited number of categories: *Government, Services, Economy, Property & Maps, and Lifestyle*

- Consistent layout of pages with the ability to relate content in a meaningful way through the use of specialized templates (public notices, press releases, projects, plans, spotlights, forms etc.)

- Contemporary and eye-catching design that promotes an approachable and friendly tone through the use of large, meaningful photos and unique imagery

- Fonts specifically designed for online use

- Responsive design that scales on all devices

3. HOMEPAGE

The web storytelling effort is aimed at convincing the principals of engineering firms, the General Managers of professional and industrial businesses, and others that the Mat-Su Valley is an ideal home for satisfied employees and their company offices and headquarters. The homepage layout includes the following:

- **Branding Elements**
- **Important Announcements**
- **Spotlights**
- **Jump Menu:**
  - » Welcome
  - » Meetings & News
  - » Government
  - » Services
  - » Economy
  - » Property & Maps
  - » Lifestyle
  - » About
  - » Search

HOMEPAGE LAYOUT

Branding Elements
The title and seal

Important Announcements
Includes an eye-catching photo and message front and center

MATANUSKA-SUSITNA BOROUGH

Welcome
Meetings & News
Government
Services
Economy
Property & Maps
Lifestyle
About

Borough Landfill Closed

For 8 days in April from 4/6 - 4/9 and 4/13 - 4/16

Read More

Community Spotlight

Shows Made About Extreme

Economy Spotlight

The FY 2016 budget is being

Lifestyle Spotlight

Those Lower 48 reality TV
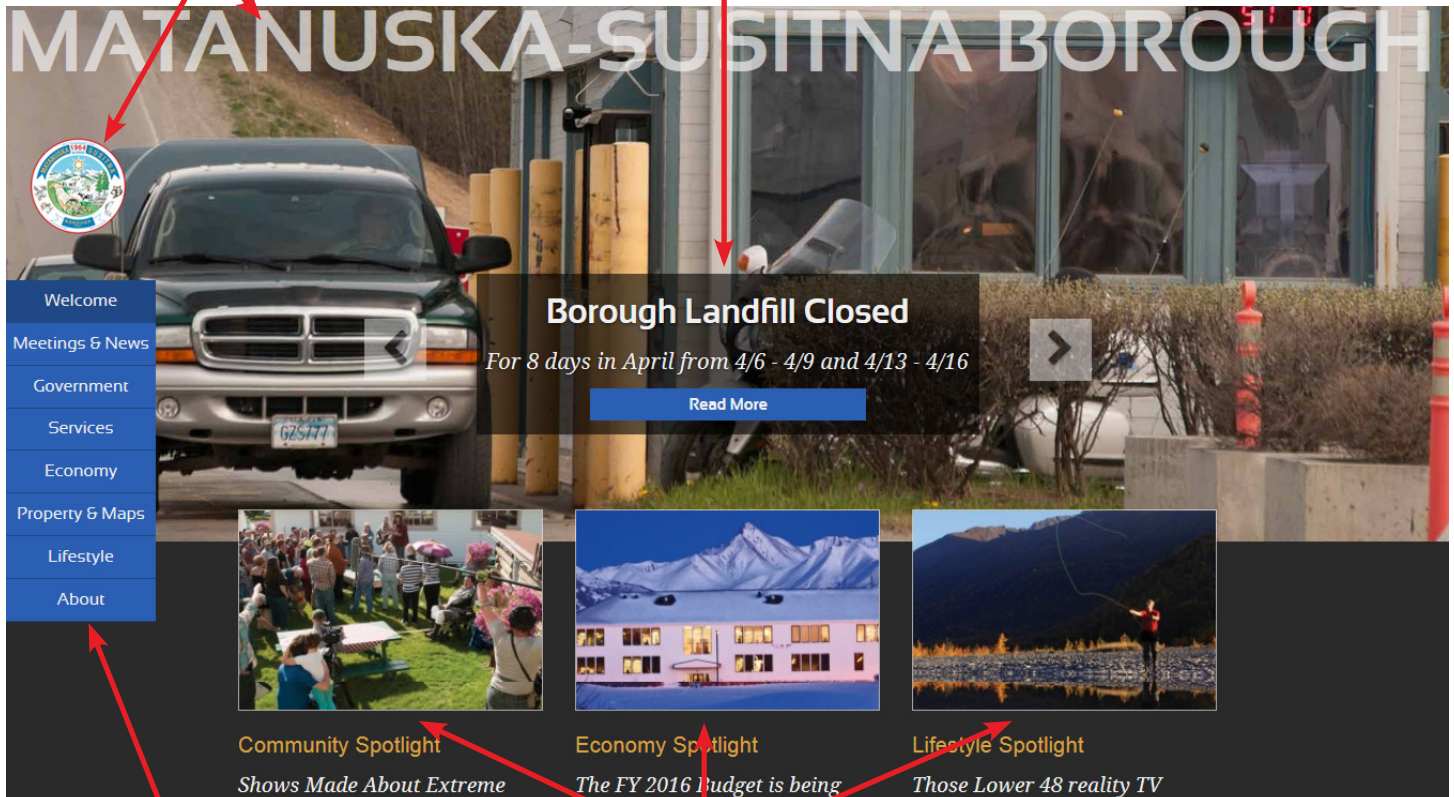
Jump Menu
Moves with the user as they scroll down this one-page display

Spotlights
Highlights interesting community, economic, and lifestyle stories

4. SITE STRUCTURE

Information is structured to make it easier for the public to find what they need. Information is located under the following categories: *Government, Services, Economy, Property & Maps, Lifestyle, and About.* Site structure includes:

- **Header**
  - » Main Menu
  - » Search
  - » Social Media Icons
- **Drop-down Menu**
  - » Sub-Category Headings and Links
  - » Category Landing Page Link
  - » Featured Spotlight Link
  - » View All Links
- **Footer Menu**
  - » Contact Us
  - » Join Us
  - » Follow Us (Social Media Icons repeated)
- **Copyright**

HEADER MENU AND FOOTER MENU

Main Menu

Drop-down Menu

Social Media Icons

Footer Menu

Social Media Icons

Copyright

DROP-DOWN MENU

Sub-Category Headers

Category Landing Page

Featured Spotlight

View All Link

Sub-Category Links

5. RESPONSIVE DESIGN

Responsive layout allows the page layout and information to be automatically scaled, reordered, and optimized for mobile devices.

The 2015 MSB website is created in the Joomla content management system, and is based on Bootstrap, a sleek, intuitive, and powerful mobile first front-end framework for faster and easier web development. Page layouts are based on the 12-column Bootstrap Grid:

.col-md-1	.col-md-1	.col-md-1	.col-md-1	.col-md-1	.col-md-1	.col-md-1	.col-md-1	.col-md-1	.col-md-1	.col-md-1	.col-md-1

Whether using a smartphone or other mobile device, end users can access all the same information as is presented on the desktop.

MOBILE NAVIGATION
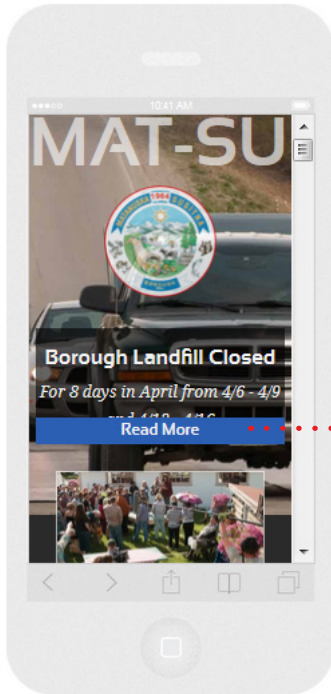
Homepage on Phones
End users can access inner pages by clicking on any button or link on the homepage
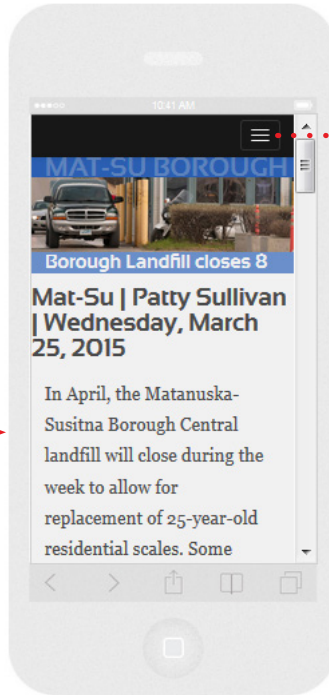
Accessing Inner Pages
End users can access the main menu and mega menu by clicking the icon in the upper right corner
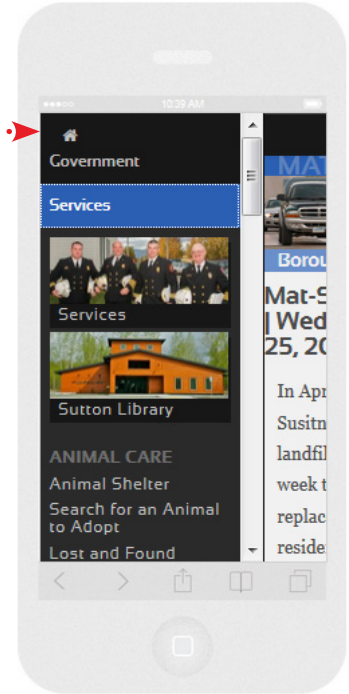
Mobile Menu
Mega menu items may be expanded and collapsed
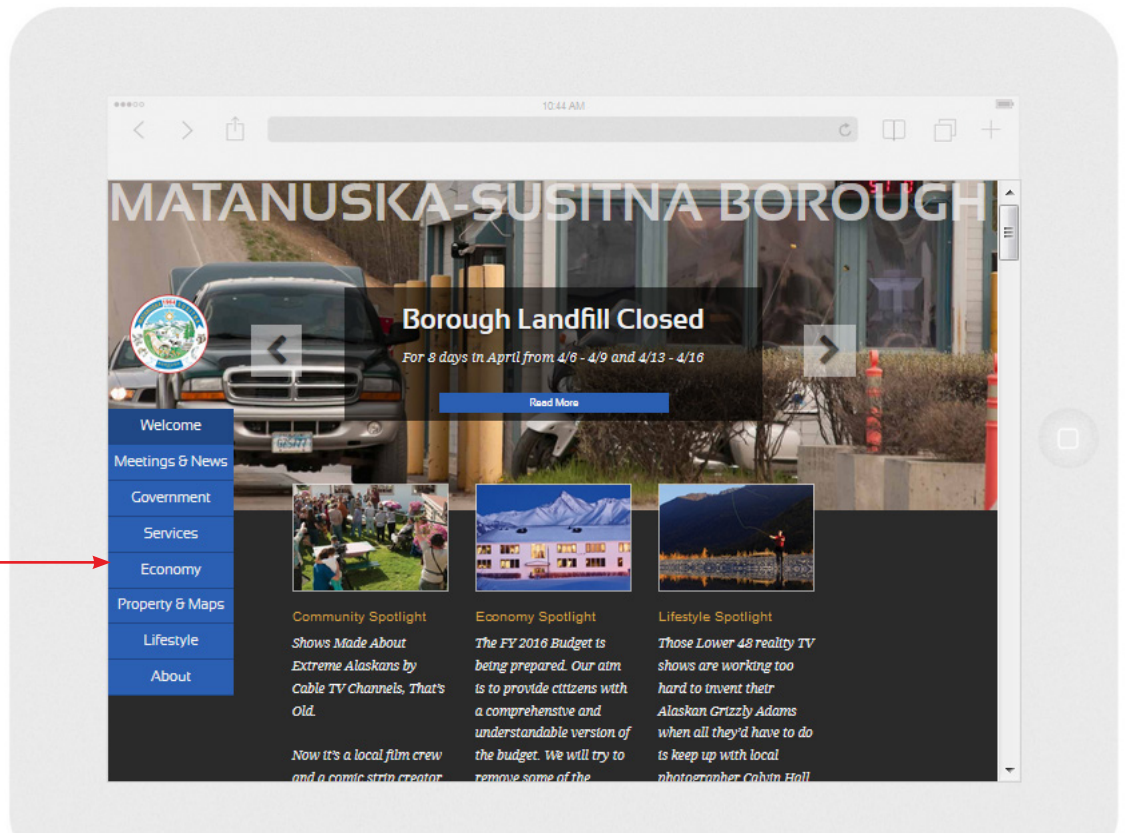
Bookmark Menu
Appears on tablets, but is removed on smaller devices

Homepage on Tablets

6. INNER PAGE LAYOUTS

SPOTLIGHTS

Spotlight pages are long parallax scrolling pages featuring web storytelling through the use of large background photos, content photos, videos, and engaging text.

All spotlights are created by the MSB Public Relations department.

Please see the Photos and Video section of this style guide for formats and usage guidelines.

FEATURED PAGES

Featured pages consist of a full-width, background photo followed by content. Examples include:

- **Spotlights**
- **Landing pages**
- **Press Releases**
- **Plans and Programs**
- **Outreach**

LIST PAGES

List pages consist of:

- **Form lists**
- **Image galleries**
- **Download button lists**
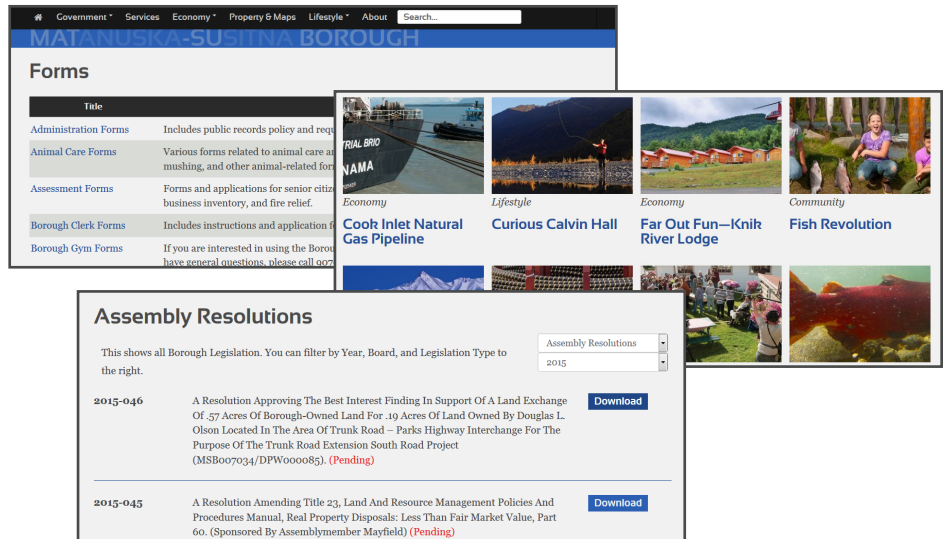
STANDARD CONTENT PAGES

Standard content pages consist of:

- **9-col + 3-col**
- **8-col + 4-col**
- **6-col + 3-col + 3-col**
- **3-col + 6-col + 3-col**
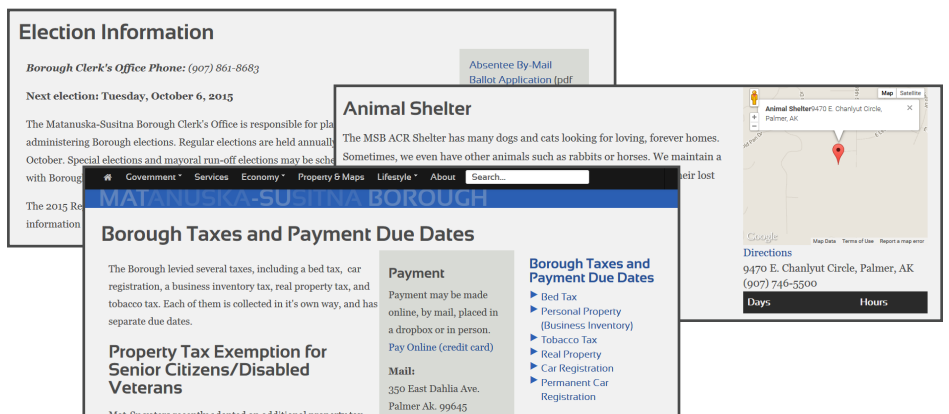
7. TYPOGRAPHY

Font Color for all headings and body copy:

CMYK 71 / 64 / 64 / 66
RGB   42 / 42 / 42
HEX   #2a2a2a

Body Copy Line Height: 1.42857

Sansation font family was selected for headings and links, because it matches the font used on signs in the Borough building and provides continuity in branding.

Droid Serif font family was selected for the body copy, because it was designed for improved legibility on mobile devices and provides an appealing contrast to the Sansation font.

INNER PAGE HEADERS AND BODY COPY

h1 Sansation Bold 48px

When h1 is used on a Landing Page, Spotlight, Press Release, or other page featuring a large background photo, it appears on a transparent blue background band overlaying the bottom portion of the photo with the following specifications:

HEX: #f1f1f1
background-color: rgba (43, 95, 179, 0.7)

h1	Sansation Bold	48px
h2	Sansation Bold	42px
h3	Sansation Bold	36px
h4	Sansation Bold	28px
h5	Droid Serif Bold	24px
Body	Droid Serif Regular	20px
Caption	Droid Serif Italic	18px
Blockquote	Droid Serif Italic	22px

background-color: #d9dbd6

INNER PAGE MENU TYPOGRAPHY

Sansation should be used for all links including those that appear in panels and wells. The only time a link would not use Sansation, is when the link appears within body copy where it would then be Droid Serif to match the body copy.

HEADER AND MAIN MENU

Main Nav Links
font-family: sansationbold
font-size: 18px
color: #c2c2c2
text-decoration: none
background-color: #171717

Branding Title Part 1
Used for letters:
MAT-SU BOROUGH

font-family: sansationbold
font-size: 40px
color: #5F84BE;
background-color: #2b5fb3

Branding Title Part 2
Used for letters:
ANUSKA SITNA

font-family: sansationbold
font-size: 40px
color: #406EB8;
background-color: #2b5fb3

DROP-DOWN MENU

Hover and Active Tabs
color: #ffffff
background-color: #2b5fb3

Landing Pages and Spotlight Links
font-family: sansationregular
font-size: 18px
color: #c2c2c2
background-color: #171717

Hover
color: #ffffff
background-color: #2b5fb3
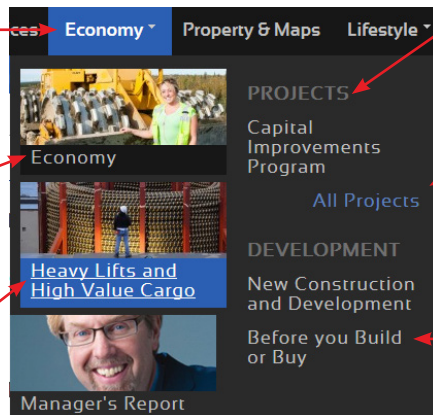
Sub-Category Headers
font-family: sansationbold
font-size: 18px
text-transform: uppercase
color: #717171
background-color: #2a2a2a

All Links
font-family: sansationregular
font-size: 16px
color: #5f84be
text-decoration: underline

Hover
color: #ffffff
text-decoration: underline

Sub-Category Links
font-family: sansationregular
font-size: 16px
color: #c2c2c2

Hover
color: #ffffff
text-decoration: underline

FOOTER MENU

Footer Links
font-family: sansationregular
font-size: 16px
color: #c2c2c2
background-color: #2a2a2a
text-decoration: underline

Footer Section Headers
font-family: sansationbold
font-size: 18px
text-transform: uppercase
color: #717171
background-color: #2a2a2a

Copyright
font-family: sansationregular
font-size: 16px
color: #999999
background-color: #171717
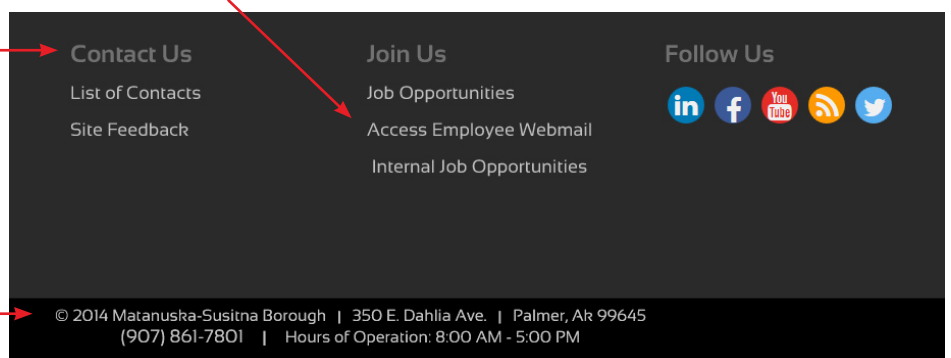
HOMEPAGE TYPOGRAPHY

Font sizes and font colors differ somewhat from the inner pages in order to complement and bring attention to the page elements and styling of the homepage.
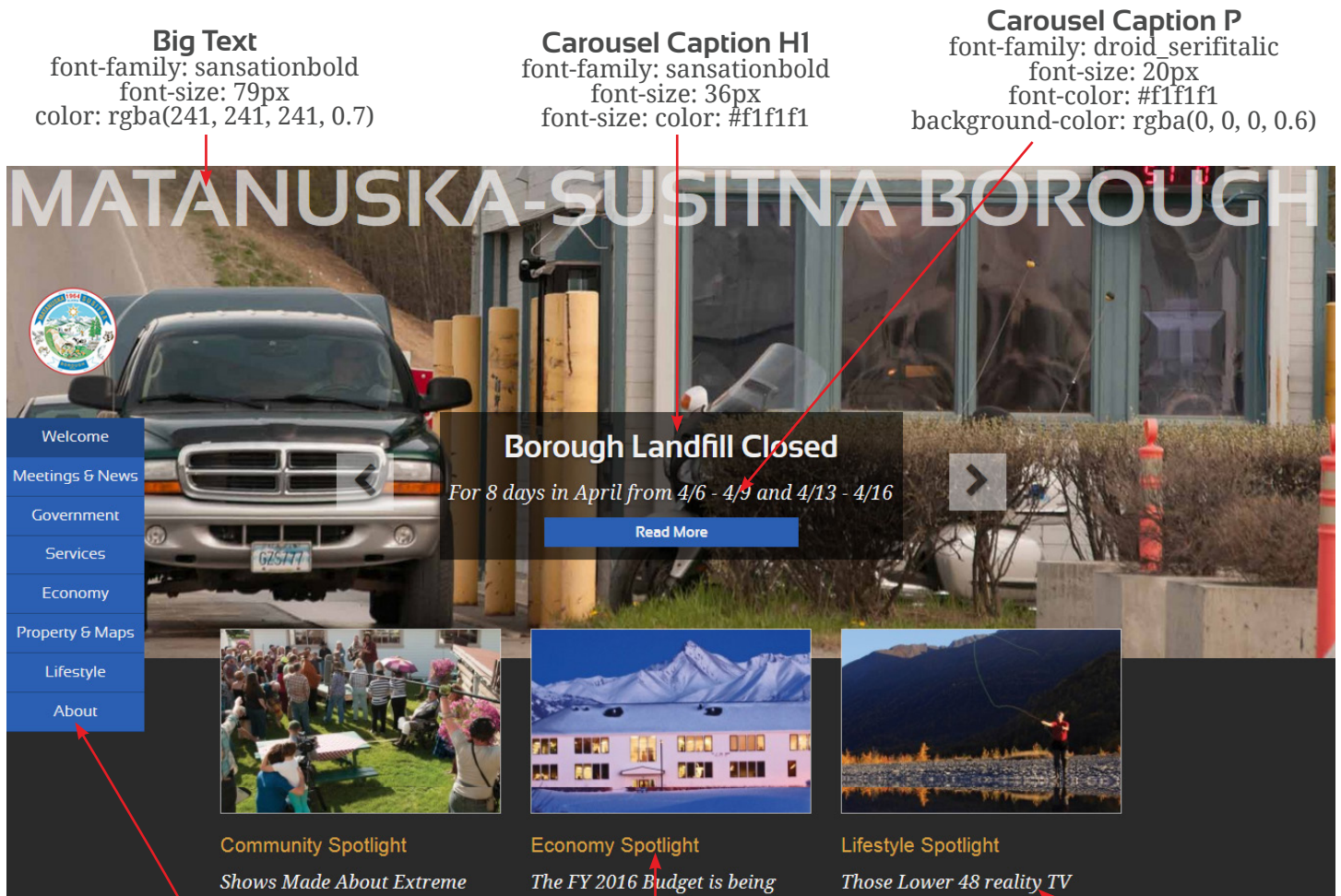
Big Text
font-family: sansationbold
font-size: 79px
color: rgba(241, 241, 241, 0.7)

Carousel Caption H1
font-family: sansationbold
font-size: 36px
font-size: color: #f1f1f1

Carousel Caption P
font-family: droid_serifitalic
font-size: 20px
font-color: #f1f1f1
background-color: rgba(0, 0, 0, 0.6)

MATANUSKA-SUSITNA BOROUGH

Welcome
Meetings & News
Government
Services
Economy
Property & Maps
Lifestyle
About

Borough Landfill Closed
For 8 days in April from 4/6 - 4/9 and 4/13 - 4/16
Read More

Community Spotlight
Shows Made About Extreme

Economy Spotlight
The FY 2016 Budget is being

Lifestyle Spotlight
Those Lower 48 reality TV

Jump Menu Links
font-family: sansationbold
font-size: 18px
color: #f1f1f1
text-decoration: none
background-color: #2b5fb3
Hover:
color: #ffffff
background-color: #3F6CB5
Selected:
color: #ffffff
background-color: #204785

Spotlight H3
font-family: sansationbold
font-size: 24px
color: #dcA445
Hover:
color: #ecce9b
Image Hover:
opacity: 0.7;
border: 1px solid #ecce9b

Spotlight P
font-family: droid_serifitalic
font-size: 20px
color: #f1f1f1

Snapshot H2
font-family: sansationbold
font-size: 30px
color: #f1f1f1
background-color: #204785

Snapshot P
font-family: sansationbold
font-size: 18px
color: #f1f1f1
background-color: #204785

Group Title
font-family: sansationbold
font-size: 16px
color: #f1f1f1
background-color: #2a2a2a
text-transform: uppercase

Links
font-family: sansationregular
font-size: 18px
color: #2b5fb3
background-color: #f1f1f1

Hover
color: #23527C;
text-decoration: underline

Government

The Borough was incorporated as a second class borough in 1964 with a manager form of government, governed by an elected mayor and Assembly.

Government

Planting the Kings

Welcome
Meetings & News
Government
Services
Economy
Property & Maps
Lifestyle
About
Search

CODE AND LEGISLATION
Borough Code
Assembly Ordinances
Assembly Resolutions

PLANS
Comprehensive Plans
Lake Management Plans
Asset Management Plans
Specialty/Functional Plans
All Plans

TRANSPARENCY
Borough Budgets
CAFR
Grants
Lobbying

LEADERS

Mayor
Assembly
Manager
Attorney
Clerk

PUBLIC MEETINGS
Assembly Meetings
All Meetings

ELECTIONS
Elections
Absentee Ballot Application (pdf)
Polling Places
Results

BOARDS
Boards

Community Councils
Fire Service Area Boards
Road Service Area Boards
Special Service Area Boards
All Boards

PUBLIC NOTICES
Easements
Firewood Harvests
General Public Notices
Permit Notices
All Notices

PUBLIC RECORDS
About Public Records
Request Fees
Request Form

Snapshot Links
font-family: sansationregular
font-size: 18px
color: #dcA445

Hover:
color: #ecce9b
text-decoration: underline

Selected Tab
font-size: 14px
color: #2a2a2a
background-color: #f1f1f1

Tabs
font-family: sansationbold
color: #2a2a2a
background-color: #d8dbd6

Hover
color: #ffffff
background-color: #2b5fb3

Section H1
font-family: sansationbold
font-size: 68px
color: #2a2a2a
text-transform: uppercase

Press Releases   Public Notices   Public Meetings

PRESS RELEASES

Mayor's Minute April 21, 2015

This week on the Mayor's Minute, Matanuska-Susitna Borough Mayor Larry

Public Works Projects 2015

This map shows Public Works planned road construction projects for this

Japanese Resource Developers Eye Port Mac

The GM of one of the world's richest resource development

Linked Headers
font-family: sansationregular
font-size: 24px
color: #2b5fb3

Hover
color: #23527C
text-decoration: underline

Section P
font-family: droidregular
font-size: 20px
color: #2a2a2a

Section H2
font-family: sansationbold
font-size: 30px
color: #2a2a2a
text-transform: uppercase

PROPERTY & MAPS

Community
Flood Zone
Fire Service

8. COLOR PALETTE

Traditionally, blue, gray, and white have been used by the Borough for web design projects. The 2015 MSB Website follows this tradition with some variations and new colors added for department icons.

The use of a defined color palette is important to the consistency of branding and helps end users identify and recognize that they are viewing a Borough sanctioned website.

All future websites related to the Borough should follow these website color palette standards.
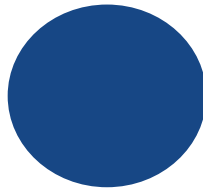
BASE COLORS
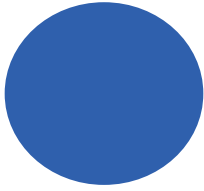
MSB Blue
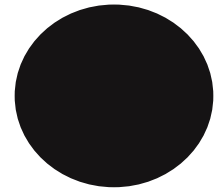*Branding Bar, Active Navigation Tabs, Links and Buttons*

CMYK 87 / 67 / 0 / 0
RGB 43 / 95 / 179
HEX #2b5fb3

MSB Dark Blue
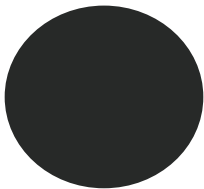*Selected Navigation Tabs and Background Columns on Homepage*

CMYK 98/ 82 / 19 / 5
RGB 32 / 71 / 133
HEX #204785

MSB Black
Navigation Bar and Sub-Footer Background

CMYK 73 / 67 / 65 / 80
RGB 23 / 23 / 23
HEX #171717

MSB Dark Gray
Mega Menu and Footer Background

CMYK 71 / 64 / 64 / 66
RGB 42 / 42 / 42
HEX #2a2a2a
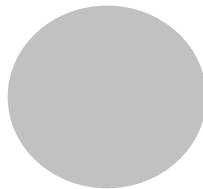
MSB Medium Gray
Navigation and Footer Links

CMYK 24 / 19 / 19 / 0
RGB 194 / 194 / 194
HEX #c2c2c2

MSB Light Gray
Panel, Well, Blockquote, No Results message Alt Row

CMYK 14 / 9 / 13 / 0
RGB 217 / 219 / 214
HEX #d9dbd6

MSB White
Content Background and Selected Navigation Tab Links

CMYK 4 / 3 / 3 / 0
RGB 241 / 241 / 241
HEX #f1f1f1

EXTENDED PALETTE

Additional colors may be required from tiem to time. **This** shows the prefered colors for additional items, alerts, button highlights, etc.

#adcfec	#659ad1	#5a82bf	#2b5fb3 (MSB Blue)	#204785 (MSB Dark Blue)	#1c3b68	#163157
#9ac6d6	#84bbce	#59a4bd	#338dae	#2b728b	#205568	#1a4757
#9ad3b1	#9bd198	#5bbe86	#29b24b	#238a51	#06703a	#1b5934
#d8d399	#cdc783	#beb55b	#f0c917	#9b8630	#696229	#585322
#d8999e	#cd8388	#bd5a64	#ae313b	#8b2730	#691e23	#57191e
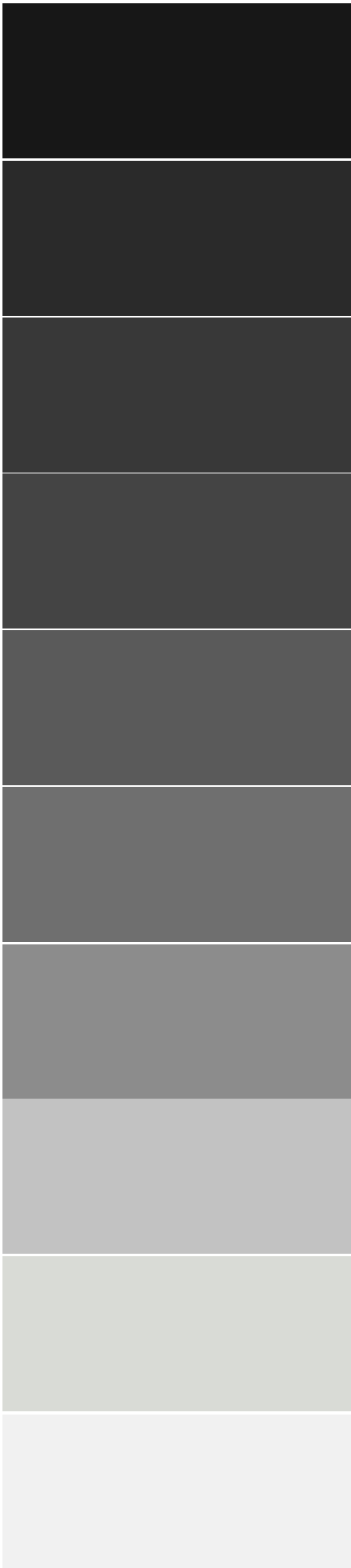
CMYK 73 / 67 / 65 / 80 RGB 23 / 23 / 23 HEX #171717	**MSB Black**
CMYK 71 / 64 / 64 / 66 RGB 42 / 42 / 42 HEX #2a2a2a	**MSB Dark Gray**
CMYK 69 / 62 / 61 / 54 RGB 56 / 56 / 56 HEX #383838	
CMYK 67 / 60 / 59 / 44 RGB 68 / 68 / 68 HEX #444444	
CMYK 63 / 55 / 54 / 28 RGB 90 / 90 / 90 HEX #5a5a5a	
CMYK 57 / 49 / 48 / 15 RGB 111/111/111 HEX #6f6f6f	
CMYK 47/39/40/3 RGB 140/140/140 HEX #8c8c8c	
CMYK 24 / 19 / 19 / 0 RGB 194 / 194 / 194 HEX #c2c2c2	**MSB Medium Gray**
CMYK 14 / 9 / 13 / 0 RGB 217 / 219 / 214 HEX #d9dbd6	**MSB Light Gray**
CMYK 4 / 3 / 3 / 0 RGB 241 / 241 / 241 HEX #f1f1f1	**MSB White**

SPECIALTY COLORS

Icons were designed to represent each department at the Borough.

A color palette was assigned to each department icon. Divisions or related content within a department uses the color palette of their respective parent department.

Icons were also designed for special purpose use for elections, trails, and parks information. Please see the Graphics section of this style guide for more information on when it is appropriate to use icon graphics.

Admin Blue

Background
CMYK   87 / 67 / 0 / 0
RGB   32 / 71 / 133
HEX   #3060ac

Dark Blue
CMYK   100 / 87 / 72 / 21
RGB   0 / 51 / 105
HEX   #003369

Light Blue
CMYK   38 / 15 / 0 / 0
RGB   152 / 191 / 229
HEX   #98bfe5

Skin Tone
CMYK   0 / 19 / 34 / 0
RGB   253 / 210 / 169
HEX   #fdd2a9

Attorney Purple

Background
CMYK   56 / 56 / 0 / 0
RGB   125 / 118 / 182
HEX   #7d76b6

Dark Purple
CMYK   86 / 86 / 48 / 30
RGB   51 / 45 / 81
HEX   #332d51

Light Purple
CMYK   28 / 28 / 0 / 0
RGB   180 / 176 / 215
HEX   #b4b0d7

Finance Green

Background
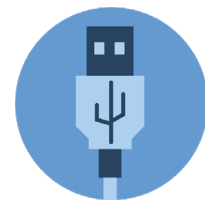CMYK   78 / 0 / 100 / 0
RGB   36 / 178 / 75
HEX   #24b24b

Dark Green
CMYK   90 / 31 / 100 / 21
RGB   0 / 112 / 44
HEX   #00702c

Light Green
CMYK   41 / 0 / 53 / 0
RGB   155 / 208 / 151
HEX   #9bd097

IT Periwinkle

Background
CMYK   51 / 24 / 100 / 4
RGB   101 / 154 / 209
HEX   #659ad1

Dark Periwinkle
CMYK   91 / 72 / 40 / 28
RGB   39 / 67 / 96
HEX   #274360

Light Periwinkle
CMYK   30 / 9 / 0 / 0
RGB   172 / 208 / 238
HEX   #acd0ee

Clerk Magenta

Background
CMYK 13 / 89 / 12 / 0
RGB   211 / 64 / 136
HEX   #d34088

Dark Magenta
CMYK 44 / 100 / 45 / 34
RGB   114 / 0 / 68
HEX   #720044

Light Magenta
CMYK 87 / 67 / 0 / 0
RGB   32 / 71 / 133
HEX   #3060ac

Com Dev Chartreuse

Background
CMYK 51 / 24 / 100 / 4
RGB   139 / 156 / 34
HEX   #8b9c22

Dark Chartreuse
CMYK 63 / 40 / 100 / 25
RGB   92 / 106 / 14
HEX   #5c6a0e

Light Chartreuse
CMYK 31 / 5 / 100 / 0
RGB   188 / 205 / 48
HEX   #bccd30

Emergency Red

Background
CMYK 3 / 99 / 98 / 0
RGB   231 / 30 / 37
HEX   #e71e25

Emergency Orange
CMYK 3 / 63 / 91 / 0
RGB   238 / 124 / 50
HEX   #ee7c32

Emergency Yellow
CMYK 2 / 9 / 100 / 0
RGB   255 / 221 / 0
HEX   #ffdd00

Planning Ochre

Background
CMYK 7 / 18 / 100 / 0
RGB   241 / 201 / 0
HEX   #f1c900

Dark Ochre
CMYK 38 / 39 / 100 / 10
RGB   157 / 133 / 0
HEX   #9d8500

Light Ochre
CMYK 1 / 9 / 60 / 0
RGB   255 / 226 / 129
HEX   #ffe281

Project Turquoise

Background
CMYK 75 / 14 / 8 / 0
RGB   0 / 168 / 211
HEX   #00a8d3

Dark Turquoise
CMYK 86 / 86 / 48 / 30
RGB   0 / 89 / 155
HEX   #00599b

Light Turquoise
CMYK 50 / 2 / 7 / 0
RGB   115 / 203 / 229
HEX   #73cbe5

Public Works Teal

Background
CMYK 78 / 10 / 36 / 0
RGB   0 / 169 / 172
HEX   #00a9ac

Dark Teal
CMYK 92 / 48 / 58 / 32
RGB   0 / 169 / 172
HEX   #005556

Light Teal
CMYK 55 / 0 / 28 / 0
RGB   108 / 199 / 194
HEX   #6cc7c2

9. INTERFACE ELEMENTS

Interface elements are based on Bootstrap components that are styled to match the MSB website look and feel. Interface elements include:

- **Related Content Components:**
  - » **Panels**
    Panels include a panel header followed by a list of related content and related links within a box outline. Panels may appear in the sidebar or within the content area and may or may not contain links.
  - » **Wells**
    Wells are used for related documents or other information that needs highlighting. Wells may appear in the sidebar or within the content area and may or may not contain a header or links.
  - » **Side Nav**
    The sidebar navigation is a way for users to jump down a long page to a specific section of an article. The navigation scrolls down the page.
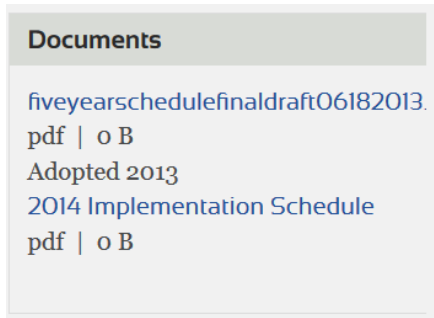- **Alerts**
- **Form Controls**
  - » **Search**
  - » **Filter**
  - » **Page Navigation**

RELATED CONTENT COMPONENTS

PANELS

Documents
fiveyearschedulefinaldraft06182013.
pdf | 0 B
Adopted 2013
2014 Implementation Schedule
pdf | 0 B

Contacts
John Moosey, *Borough Manager* *Phone: (907) 861-8689* *Email: john.moosey@matsugov.us* **George Hays,** *Assistant Borough Manager* *Phone: (907) 861-8405* *Email: george.hays@matsugov.us*

Panel Headers
font-family: sansationbold
font-size: 22px
color: #2a2a2a
background-color: #d9dbd6

Panel P
font-family: droid_serif
font-size: 20px
color: #2a2a2a
background-color: #f1f1f1
border-color: #d9dbd6

Panel Link
font-family: sansationregular
(unless part of body copy as is the case in the contact panel, then it is droid serif)
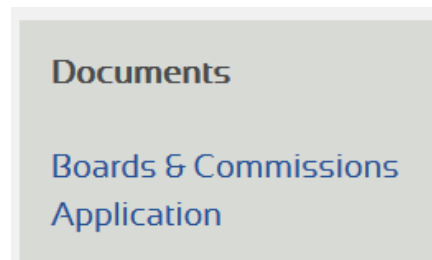font-size: 20px
color: #2b5fb3

Hover
color: #23527c
text-decoration: underline

*Please note that all contacts should appear in a panel and be formatted as displayed above with the contact name in **Bold** followed by title, followed by Phone and Email.*

*The **Contact Panel** may appear in the content area where appropriate, or in the sidebar.*

WELLS

Documents
Boards & Commissions Application

Well Headers
font-family: sansationbold
font-size: 22px
color: #2a2a2a
background-color: #d9dbd6

Well P
font-family: sansationregular
font-size: 20px
color: #2a2a2a
background-color: #d9dbd6

Well Link
font-family: sansationregular
font-size: 20px
color: #2b5fb3

Hover
color: #23527c
text-decoration: underline

SIDE NAV

Code Compliance
▶ Fees
▶ Procedures
▶ Junk and Trash
▶ New Construction and

Side Nav Header H4 Link
font-family: sansationbold
font-size: 28px
color: #2b5fb3
text-decoration: underline

Side Nav Links
font-family: sansationregular
font-size: 20px
color: #2b5fb3

Hover
color: #23527c
text-decoration: underline

ALERTS

There are five types of alert messages available. Not all alert message types are currently used. Following is the usage and color specifications for all five types.

- **No Result** (gray) messages appear when filtering and searching
- **Success** (green) alert message for successful submission (not currently used)
- **Info** (blue) messages to bring attention to content, a link, or button to an external site
- **Warnin**g (yellow) alert messages for less critical messages (not currently used)
- **Danger** (red) alert message for more critical messages (not currently used)

There are currently no Public Notices of this type.

CMYK	14 / 9 / 13 / 0
RGB	217 / 219 / 214
HEX	#d9dbd6

Success alert message

CMYK	78 / 1 / 99 / 0
RGB	41 / 178 / 75
HEX	#29b24b

Info alert message

CMYK	78 / 32 / 22 / 1
RGB	51 / 141 / 174
HEX	#338dae

Warning alert message

CMYK	7 / 18 / 100 / 0
RGB	240 / 201 / 23
HEX	#f0c917

Danger alert message

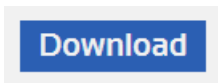| CMYK	22 / 93 / 76 / 13
RGB	174 / 49 / 60
HEX	#ae313b

FORM CONTROLS

SEARCH

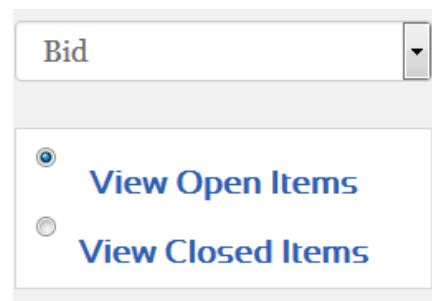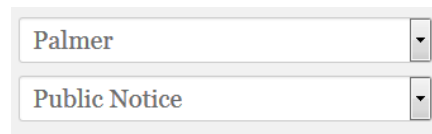Search field in main navigation header bar.
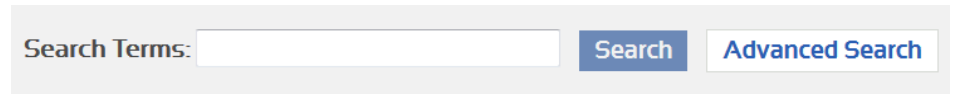
Search Terms field and Advanced Search button on search page.

BUTTONS

Buttons are used for downloading files or navigating to other content.

FILTERS

Drop-down fields are used for filtering content. They may or may not appear with a radio button selection option.

PAGINATION

Page navigation is used for paging through long lists.

10. GRAPHICS

This section discusses the use of the MSB Seal, MSB Icons, and use of other graphics. The MSB Seal remains unchanged, and new MSB icons were developed for departments, trails, and election information.

MSB SEAL

In general, the Borough seal should appear by itself and not with other seals or logos.

However, when the Borough is in a cooperative venture with one or more organizations, it may be appropriate to place the logos of these other organizations together.

In order to achieve maximum recognition and fidelity of the seal or other logo, the Web Team suggests following these guidelines carefully.
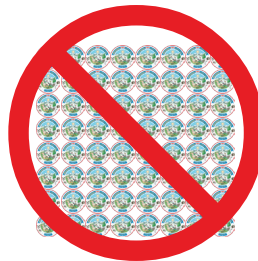
ACCEPTABLE USE

Full Color

Black and White

UNACCEPTABLE USE

Create a Pattern

Transform

Rotate

Apply Special Effects

MSB ICONS

Stylized icons were designed to help users quickly identify departments and certain services. Examples of those icons are shown below. All future icons should follow the same style and colors. Please see the Color Palette section for all acceptable colors keeping in mind that colors coordinate to departments in most instances.

DEPARTMENT ICONS

These icons were designed to represent each department and division at the Borough. Learn more in the Color Palette section of this style guide.

ELECTION ICONS

These icons were designed for the Election Content Type and make it easy to find information.

TRAIL AND PARK ICONS

These icons were designed to represent trail and park activities, amenities, and seasons at a glance.
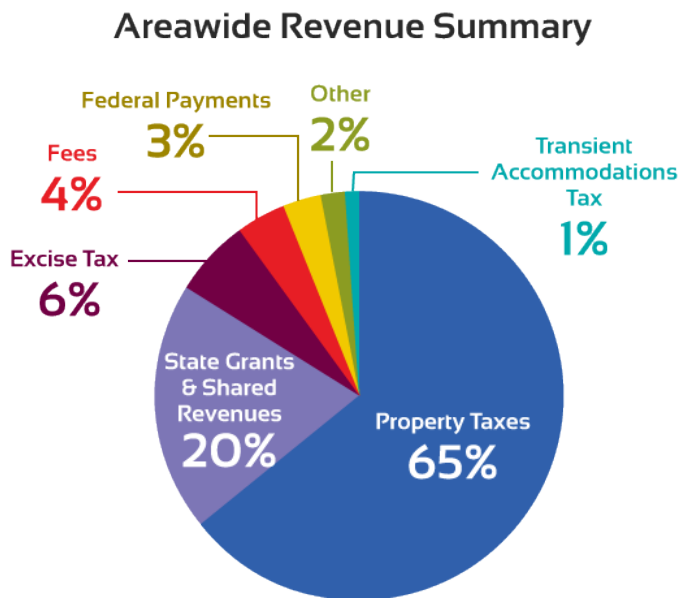
OTHER GRAPHICS

Use of other graphics should be discussed with the Web Team. Acceptable and unacceptable use of other imagery within the content area is shown below.

Please be aware as you create your page, how the layout will look on mobile devices and make sure that graphics scale appropriately.

Areawide Revenue Summary

Federal Payments
3%

Other
2%

Fees
4%

Transient Accommodations Tax
1%

Excise Tax
6%

State Grants & Shared Revenues
20%

Property Taxes
65%

Building Permit Process

Submit completed plan review application form and construction documents (see above) to the Administrative Secretary of the Fire Code Office.

1. Fire system plan reviews (fire alarm, fire suppression, hood suppressions, and fuel systems) will be submitted using the Plan Review Application above.
2. A plan review fee will be calculated by the Administrative Secretary.
3. The plans are reviewed by a Fire Code Official after receipt of the fee.
4. The review is usually completed within a two-week time frame, however, additional information may be required.

Acceptable
Graphs and graphics should use a flat design and use the same color palette as the website. Graphs or graphics should also fall within the column grid structure and not have body copy wrapping around it.

Unacceptable
This is an example of a graphic that does not follow the new look and feel. It also does not fall within the column grid system and body copy wraps around it which should be avoided.

11. PHOTOS AND VIDEOS

Photos and video from the Public Relations Department are an excellent way to add interest to content that requires additional emphasis.

Please contact Patty Sullivan in the Public Relations Department for appropriate photos and videos for your use.

PHOTOS

PHOTO FORMATS AND SIZES

Background Photos:
1920 px wide x 711 px high
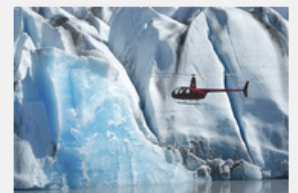

Property & Maps

Content Photos:
Photos may occupy 1-column, 2-columns, 3-columns, or 4-columns

As with graphics, body copy wrapping around a photo should be avoided.

Enjoying all that the Mat-Su has to offer

High-end niche tour companies are now drawn to the lodge. Beginning this summer, one of the top tour

Ice slabs fall off the face of a glacier

Breathtaking Fall landscapes

VIDEOS

Videos should link to their YouTube location on the MSB YouTube channel and should occupy at least 4-columns. Videos should include the responsive class to assure that they scale on devices:

<iframe src="https://www.youtube.com/embed/nameofyourtubevideo" class="embed-responsive-item"></iframe>

HEAVY LIFTING AT PORT MACKENZIE.mov

The 50-foot wide ship would roll if it were not

The weight of the giant spool is dispersed in what looks like a kid's mobile of the planets, except the strings and