

COH Web Standardization

Style Guide

5.17.2010

Introduction

Every City of Houston web site contributes to the user's perception of the City. When a user visits the City of Houston web, they take away with them an impression of the City and its departments. To ensure a unified web presence, official pages of the City of Houston web should appear to be visually related and professional in order to help promote usability and to reinforce City of Houston's brand identity.

As part of our branding strategy it is expected that all "high-level" or "cross-City" administrative offices will adopt the heavy branded templates in order to provide consistency of look and image for the City.

While the variety of templates offered may reflect elements of the City of Houston homepage, there are no templates that duplicate City of Houston's homepage. **Departments or administrative offices should not attempt to duplicate the homepage, which is intended as a unique gateway into the entire City of Houston web.** However, if you wish to make creative modifications to the templates, please contact City Webmaster's with design modifications.

Intended Purpose

This style guide applies only to official City of Houston pages. Official City pages are defined as web pages on a City web server that have been created by the City, its departments, or other administrative offices. It does not apply to web pages/web sites created for other city services geared toward marketing, event coordinating and advertising.

Although consistency is important, this style guide takes into consideration the fact that design standards may vary for individual programs that live outside of the official department website. These websites will be reviewed by the Mayor's Office of Communications to determine if they qualify as an exception, a site that does not have to adhere to the COH web main template.

Logo Requirements

All official City of Houston Websites must contain the following elements

1. Official City of Houston logo
 - The example below demonstrates the official City of Houston logo and other elements of the official banner.



It is important that the integrity and resolution quality of the city logo is consistent across all official City websites. To ensure the effectiveness of branding of the logo, departments should not manipulate or alter the official logo in anyway.

2. Furthermore to reinforce effective branding, links back to the official City home page on non official City websites should contain the following elements:
 - Official City of Houston logo



Hex Color Values

The colors below represent the hexadecimal and RGB values of the colors that appear on the COH website.

Color	Red	Green	Blue	Hexadecimal Value
	0	96	136	#006088
	117	180	183	#75B4B7
	176	212	214	#B0D4D6
	235	244	245	#EBF4F5
	50	191	201	#32BFC9
	255	204	51	#FFCC33
	254	233	118	#FEE976
	254	233	116	#F4F4F4

Cascading Style Sheet (CSS)

The purpose of using CSS is to allow the developer to globally control the presentation of the website. CSS separates web content from web presentation dealing with colors, fonts, and layout. This can improve accessibility and provide flexibility in presentation characteristics across all browsers. In the future designs the implementation of a tableless web design will provide even more accessibility to the disabled that use screen readers to translate content on the web page.

Typography

All text unless noted is 11px in size and Hex color #333333. The purpose for using assigned classes or id's that apply to certain text elements is to provided an easy way developers can apply consistent typography across all pages without having to specifically apply attributes such as size, weight, decoration and color to particular categories of text elements.

Item	Font	Size	Weight	Decoration	Color	Class/Id
Breadcrumb	Verdana, Arial, Helvetica, sans-serif	9px	normal	none	#333333	#bread
Footer	Verdana, Arial, Helvetica, sans-serif	10px	normal	none	#999999	.footer
Footer Link	Verdana, Geneva, Arial, Helvetica, sans-serif	11px	normal	none	##FFFFFF	.footer a
content	Verdana, Geneva, Arial, Helvetica, sans-serif	11px	normal	none	#333333	.content
Title	Verdana, Geneva, Arial, Helvetica, sans-serif	18px	bold	none	#006088	.title
Subtitle	Verdana, Geneva, Arial, Helvetica, sans-serif	14px	normal	none	#006088	.subtitle
H1	Verdana, Geneva, Arial, Helvetica,	18px	normal	none	#006088	h1

	sans-serif					
Dept Heading	Verdana, Geneva, Arial, Helvetica, sans-serif	21px	normal	none	#006088	.deptHeading
Bold	Verdana, Geneva, Arial, Helvetica, sans-serif	n/a	bold	none	n/a	. contBold
News Heading	Verdana, Geneva, Arial, Helvetica, sans-serif	11px	600	none	#006088	.headlineNewsHeading
Online Serv.	Verdana, Geneva, Arial, Helvetica, sans-serif	12px	bold	none	#006088	.onlineServHeaings
CitizenNet	Verdana, Geneva, Arial, Helvetica, sans-serif	17px	normal	none	#333333	#citiNet
Weather	Verdana, Geneva, Arial, Helvetica, sans-serif	17px	normal	none	n/a	#weather

Image Sizes

COH Home Page

Activities: images should have a width of 137px

Department Home Page

Department Logo

- Circular : 82px
- Rectangle Landscape orientation: width 191px
- Rectangle Portrait orientation: width 82px

Directors Picture: width 167px

Other images: width 119px

Page Samples

Home Page



The City of Houston
Official Site for Houston, Texas

Website By Website... By Zip Code...

[Home](#) [I Want To...](#) [Government](#) [Residents](#) [Business](#) [Departments](#) [Visitors](#) [En Espanol](#)

[Share](#)



Freedom Over Texas

Houston's Official Fourth of July Celebration Featuring a National Musical Act and the Largest Land-Based Firework Show in the Nation.

2010 CIP Public Meetings Schedule

The City of Houston will conduct combined public meetings on the City's FY2010 Annual Operating Budget Capital Improvement Plan (CIP) and 2010 Annual Consolidated Plan. [More...](#)

Government Procurement Connections 2010 March 17 and 18, 2010

Small businesses and individuals interested in learning how to do business with the federal, state, county, and city governments should plan to attend Government Procurement Connections 2010 (GPC 2010). [More...](#)

Compostable Bag Program Begins April 5th

The City of Houston has established April 5, 2010 as the startup date for the collection of yard trimmings in compostable bags. [More...](#)

2010 City of Houston Employee Children's

More to Explore

Online Services

Select a service...

City Careers

[Search / Apply for Jobs Online](#)
[Check Application Status](#)
[Request Job Notifications](#)

Houston Permits

- [Burglar Alarm Permits](#)
- [Code Enforcement Permits](#)
- [Commercial Permits](#)
- [General Event Permits](#)
- [Mobility Permitting Section](#)
- [Parades and Street Functions](#)
- [Street Cut Permits](#)

Bookmark & Share

[Fan Us, Mayor's Facebook](#)

[Houston Livestock Show and Rodeo](#)

Department Home Page

Website SEARCH By Zip Code...

 **The City of Houston**
Official Site for Houston, Texas

[Home](#) | [I Want To...](#) | [Government](#) | [Residents](#) | [Business](#) | [Departments](#) | [Visitors](#) | [En Espanol](#)

[Home](#) > [Gov](#) > [Mayor](#) > [City of Houston eGovernment Center](#) 

Mayors Office



Mayor Annise D. Parker serves as the Executive Officer of the City. As the City's chief administrator and official representative, the Mayor is responsible for the general management of the City and for seeing that all laws and ordinances are enforced. Administrative duties include the appointments, with Council approval, of department heads and persons serving on advisory boards. As Executive Officer, the Mayor administers oaths and signs all motions, resolutions and ordinances passed by City Council. The Mayor also serves a legislative function, presiding over City Council with voting privileges. The Mayor is responsible for advising Council of the City's financial condition and presents to Council an annual budget for approval.

[Mayor's Biography](#)

Press Releases

MAYOR ANNISE PARKER FIGHTS FOR NASA/METRO FUNDING IN NATION'S CAPITOL
Mayor Parker will have a media availability to answer questions about her trip to Washington D.C. at 1 p.m. in the Proclamation Room, 3rd Floor, Houston City Hall

Mayor Parker is headed to Washington D.C. this week for meetings with NASA Administrator Charles Bolden, Transportation Secretary Ray LaHood and members of Congress. She will reiterate her support for METRO's planned expansion of light rail and seek reconsideration of the cancellation of NASA's Constellation program. The mayor's visit is part of a broader effort to save the manned space flight program that involves the local congressional delegation, Bay Area Houston Economic Partnership, the Greater Houston Partnership and the city.

[More](#)

Photo Gallery

Mayor Parker Interviewed By Film Director Spike Lee

February 27, 2010 -- Filmed for a follow-up to Lee's documentary "When the Levees Broke". Lee asked the mayor about the challenges Houston has faced since the arrival of 150,000 Hurricane Katrina evacuees from New Orleans five years ago.

[More](#)

Contact The Mayor

Mayor Annise D. Parker
City of Houston
P.O. Box 1562 Houston, TX 77251
Ph: 3-1-1, or 713.837.0311
Email: mayor@cityofhouston.net or scheduling@houston.tx.gov

About Mayor Parker

*Vix posse verferem ut, ad has cibo obliqui present. Eum equidem iudicium detenuisset ex, eu delendi appareat complectitur quo, vel omnes oportere constituto ad. Sed ex debite laboris. Uiu brute vivendo peritax an. An piti probio ferri, sensent accomodate via ne. Rebum mandamus molestias per et, quem mundi iure vix ut.*

[More](#)

Mayoral History



Proclamations

Ph: 632.393.0802
Email: proclamations@cityofhouston.net

[Standard Policies and Procedures for Ceremonial Documents \(Certificates, Letters and Proclamations\)](#)

Department Interior Page

Website By Website... By Zip Code...

The City of Houston
Official Site for Houston, Texas

Home | I Want To... | Government | Residents | Business | Departments | Visitors | En Espanol

Home > Gov > Mayor > Mayor's Press Releases Share

Mayor's Office

Department Links

- Citizenlet
- Divisions
 - P-1-1
 - Admin. Action & Contract Compliance
 - Boards & Commissions
 - Citizen Assistance Office
 - Citizenlet
 - Cultural Affairs
 - Education Initiatives
 - Government Affairs
 - MTV (Municipal Channel)
 - Inspector General
 - Int. Affairs & Development
 - One Stop Business Center
 - Public Safety & Homeland Security
 - Special Events
 - Veterans Affairs
 - Volunteer Initiatives Program
- Image Address
- Map To City Hall
- Mayor's History
- Photo Gallery
- Press Releases

Press Release

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Mayor Parker will have a media availability to answer questions about her trip to Washington D.C. at 1 p.m. in the Proclamation Room, 3rd Floor, Houston City Hall



March 15, 2010 -- Mayor Parker is headed to Washington D.C. this week for meetings with NASA Administrator Charles Bolden, Transportation Secretary Ray LaHood and members of Congress. She will reiterate her support for METRO's planned expansion of light rail and seek reconsideration of the cancellation of NASA's Constellation program. The mayor's visit is part of a broader effort to save the manned space flight program that involves the local congressional delegation, Bay Area Houston Economic Partnership, the Greater Houston Partnership and the city.

The trip follows a personal letter sent last week in which Mayor Parker urged President Obama to cease current efforts to terminate the Constellation program. "Human space flight is vital to the Houston economy," Parker wrote. "The Constellation program would help our Johnson Space Center workforce transition effectively as the Shuttle is retired from active service. Without Constellation, we could lose anywhere from 4,000 to 7,000 high-tech jobs. The economic impact to Houston and the region would be devastating, on the order of \$560 million."

Mayor Parker is a strong supporter of expansion of light rail in Houston and she wants to make sure the Federal Transit Administration knows that. The President's budget proposal includes \$900 million for the next phase of rail. "I strongly believe the funding is secure," said Parker. "However, due to the revelations of the last few weeks and the ongoing district attorney's investigation, it is important that Washington hear from me that Houston remains committed to this project."

Concerned about an apparent lack of transparency, the mayor appointed transition teams to look at METRO's finances, regional coordination, light rail plans and basic services. She has called for new management at the transit agency. To that end, she will be announcing new city appointees for the METRO board later this week.

March 17, 2010 -- Media Advisory from the 111th Congress of the United States
Houston Congressional Delegation to Join with Houston Mayor to Voice Support for Constellation Program
Washington, D.C. - Reps. Gene Green, Pete Olson, Sheila Jackson Lee, Kevin Brady, John Culberson, Al Green, Mike McCaul, and Ted Poe will join with Houston Mayor Annise Parker to hold a press conference on their coordinated and bipartisan effort to save the National Aeronautics and Space Administration's (NASA) Constellation program. The Constellation Program was introduced by NASA in 2004 for testing and deploying new technologies, systems, flight operations and techniques to serve future space exploration. The Administration's proposed budget cuts the Constellation program jeopardizing America's leading role in human space exploration. Additionally, approximately 7,000 local jobs and 31,000 national jobs will be directly and indirectly affected by the proposed cut.

WHO Mayor Annise Parker, Rep. Gene Green (D-TX), Rep. Pete Olson (R-TX), Rep. Sheila Jackson Lee (D-TX), Rep. Kevin Brady (R-TX), Rep. John Culberson (R-TX), Rep. Al Green (D-TX), Rep. Mike McCaul (R-TX), Rep. Ted Poe (R-TX)

WHAT Constellation Program Press Conference

WHEN Thursday, March 18, 2010
Pre-1st 9:30am Eastern
Press Conference 10:15am Eastern

WHERE 2456 Rayburn House Office Building Washington, D.C. 20515