NEW
YORK
STATE

**New York State
Global
Navigation
Guidelines**

Introduction

1.0
INTRODUCTION

OUR APPROACH

- We performed an audit for all New York State Agencies Websites in order to understand how they use their global navigation.

- We selected three agency sample sites. The content on proposed designs is placeholder only and not prescriptive recommendation.

- A separate document is provided to advise agencies on how to improve the nomenclature of their new global navigation.

1.0
INTRODUCTION

OUR PRINCIPLES

Responsive

These guidelines are not casual recommendations, but rather a comprehensive set of rules to be followed by every person issuing communications on behalf of the state and its entities. Full compliance is expected.

Consistent

There is a lack of consistency across the websites. We identified guidelines and prepared a separate document with best practices for an improved consistent experience.

Flexible

Agencies have different needs. We provided options for different navigation items and layouts.

Universal Navigation

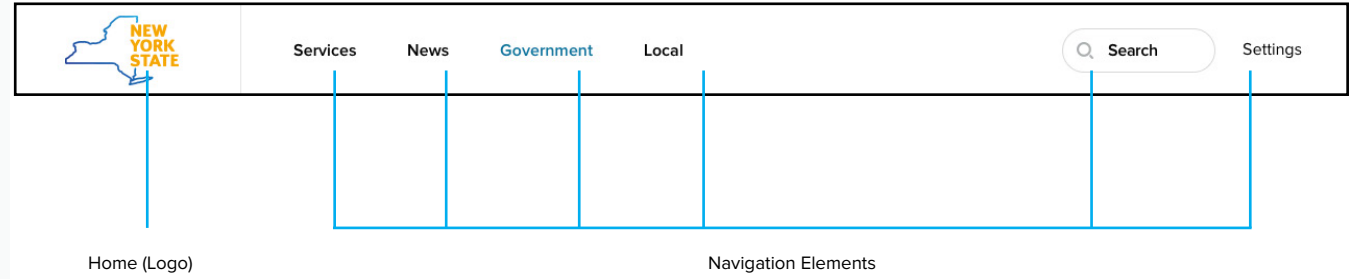**A unifying experience embodies the ny.gov creative strategy:**

- It supports contextual service discovery through search.

- It is a consistent experience that spans the entire ecosystem.

- It rebuilds trust by surfacing access to services and communicating government action.

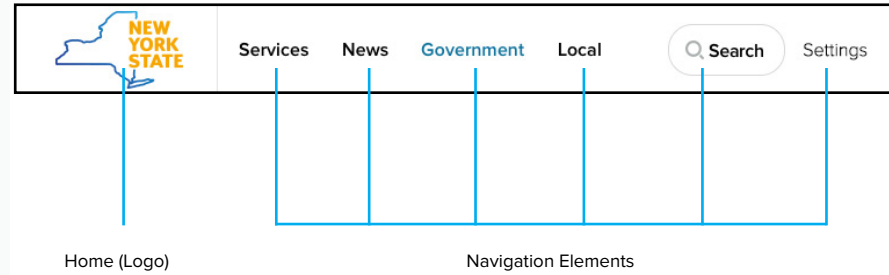- Every page in a site should have the universal navigation at the top of the page.

2.0
UNIVERSAL NAVIGATION

7 ELEMENTS

The universal navigation has 7 elements:

— Home (Logo)
— Services
— News
— Goverment
— Local
— Search
— Settings

DESKTOP

Home (Logo)

Navigation Elements

TABLET

Home (Logo)

Navigation Elements

MOBILE

Home (Logo)

Navigation Elements
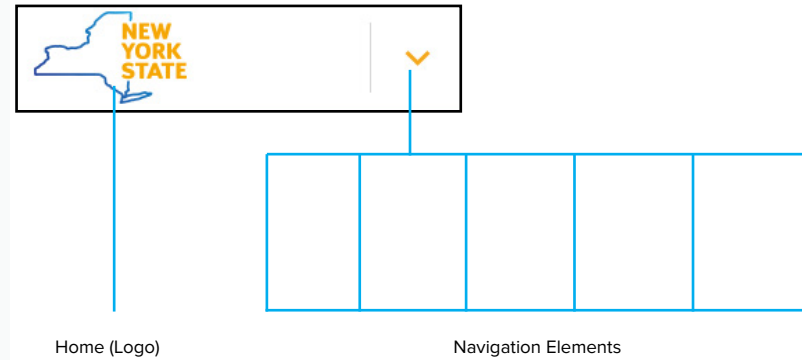
Web Color Overview

3.0

WEB COLOR OVERVIEW

EXTENDED COLOR CLUSTER OVERVIEW

	BRAND COLORS			WEB COLORS	
	Primary	Secondary	Tertiary	Primary	Secondary
Transportation and Utilities	#006BA6	#0085AD	#8DB9CA	#0B5584	#D6E5EB
Local and Regional Authorities	#4F2C1D	#744F28	#A39382	#402217	#DED8D3
Business	#007681	#7FA9AE	#B6CFD0	#09464C	#E5EEEE
Administration	#E35205	#DC6B2F	#DB864B	#B74215	#F4D3C1
Statewide Elected Officials	#0077C8	#009CDE	#8DC8E8	#0E5E9E	#D6E5EB
Recreation & Environment	#2C5234	#507F70	#92ACA0	#233E2A	#D9E1DD
Health & Human Services	#523178	#6F5091	#878CB4	#43285D	#D4D5E3
Education	#C4B200	#ABAD23	#C0BB87	#9D8E1D	#E9E6D4
Public Safety	#5B7F95	#7A99AC	#B7C9D3	#4B6576	#E5EBEE

Global Navigation

The agency global navigation appears on every page of a website, and serves 2 functions:

- Allows to switch to other important areas easily, no matter their current location.

- Ensures that even users who don't enter through the homepage can quickly get a sense of what your agency does.

4.0
GLOBAL NAVIGATION

SCHEMATICS OF THE AGENCY GLOBAL NAVIGATION

Office/Agency Name

— We use the agency or department name to communicate to the user the site that they are browsing.
— The agency or office name is a navigation element and it should take users to the homepage.
— Agency names will be displayed in typography using web fonts. No agencies, programs, or initiatives (with the exception of those mentioned in the NYS brand guidelines documents) will have their own brand mark or logo.

Navigation Elements

— We will refer to "navigation elements" to the links or tools found within the global navigation and footer.
— There are three options for the agency to choose from based on the number of navigation elements.
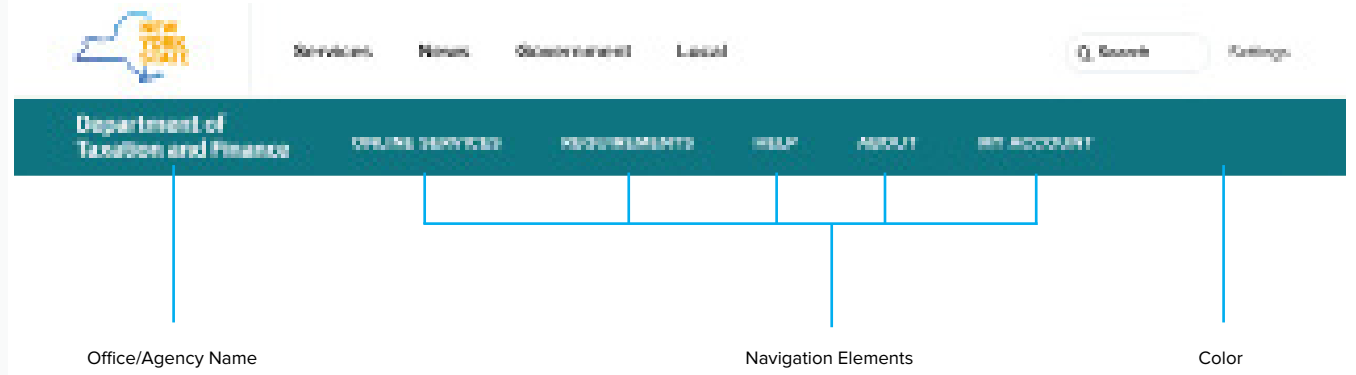
Color

— We use the color to communicate the cluster the and grouping the agency belongs to.

Sub-Elements

— The global navigation allows users to drill down to more specific areas by hovering on a navigation elements.
— These sub-elements can be displayed in the Drop-down or Two Panel box.
— A separate document with suggested exercise for selecting dropdown links is provided
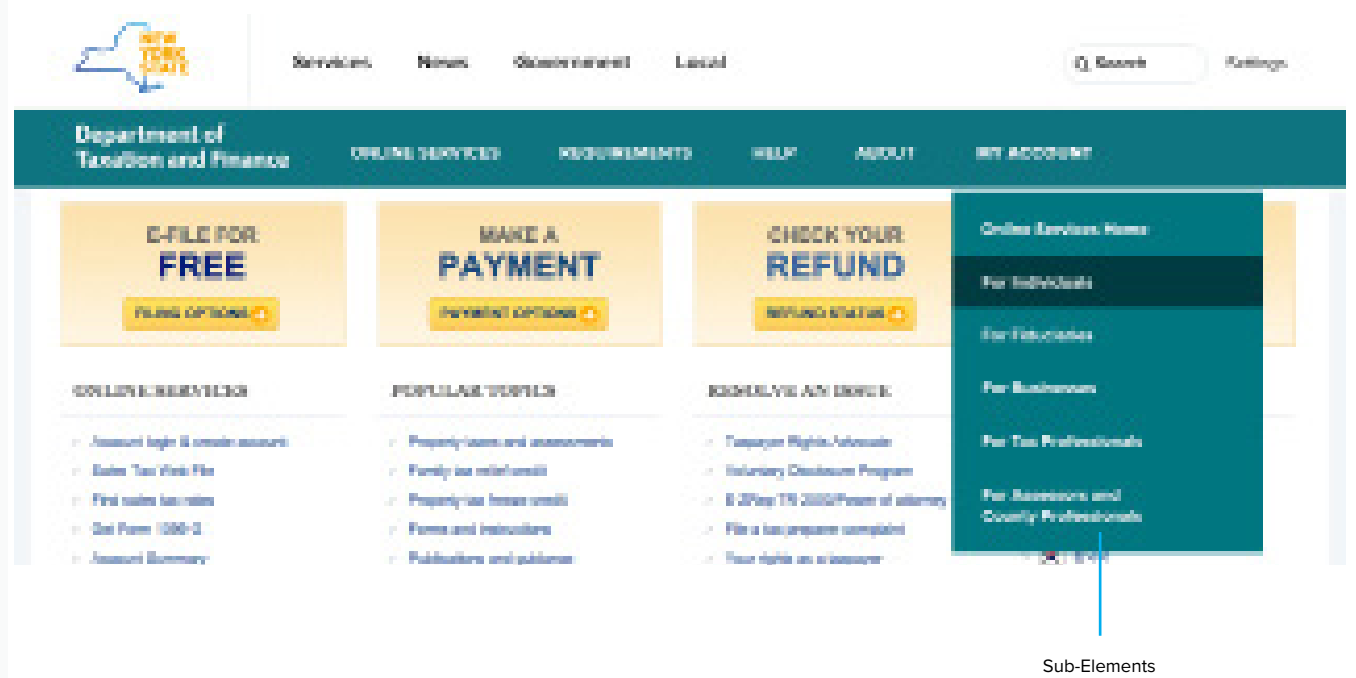
DESKTOP

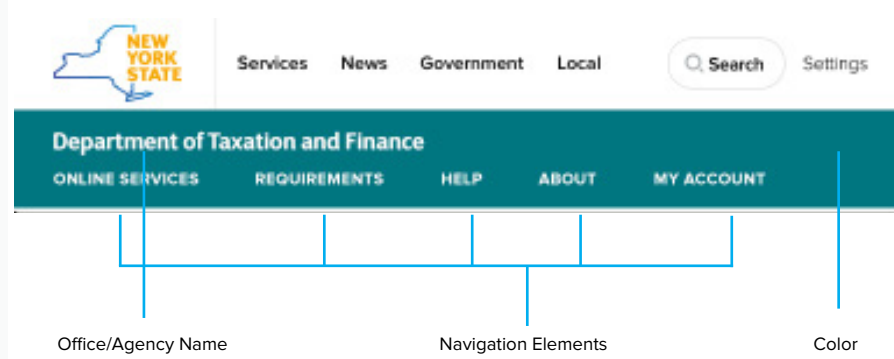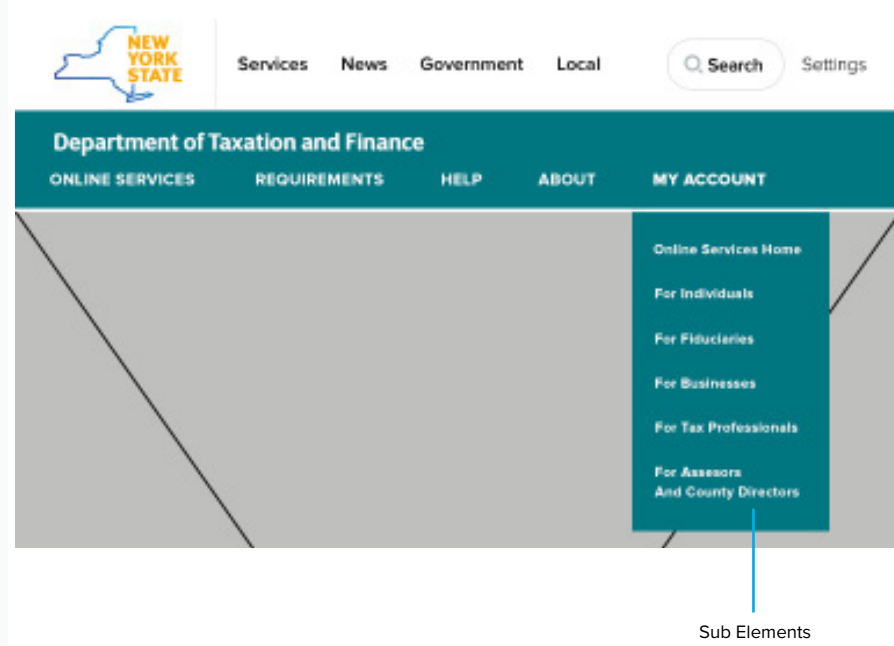Office/Agency Name   Navigation Elements   Color

Sub-Elements

TABLET
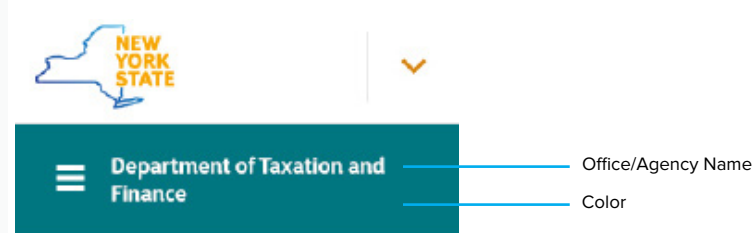
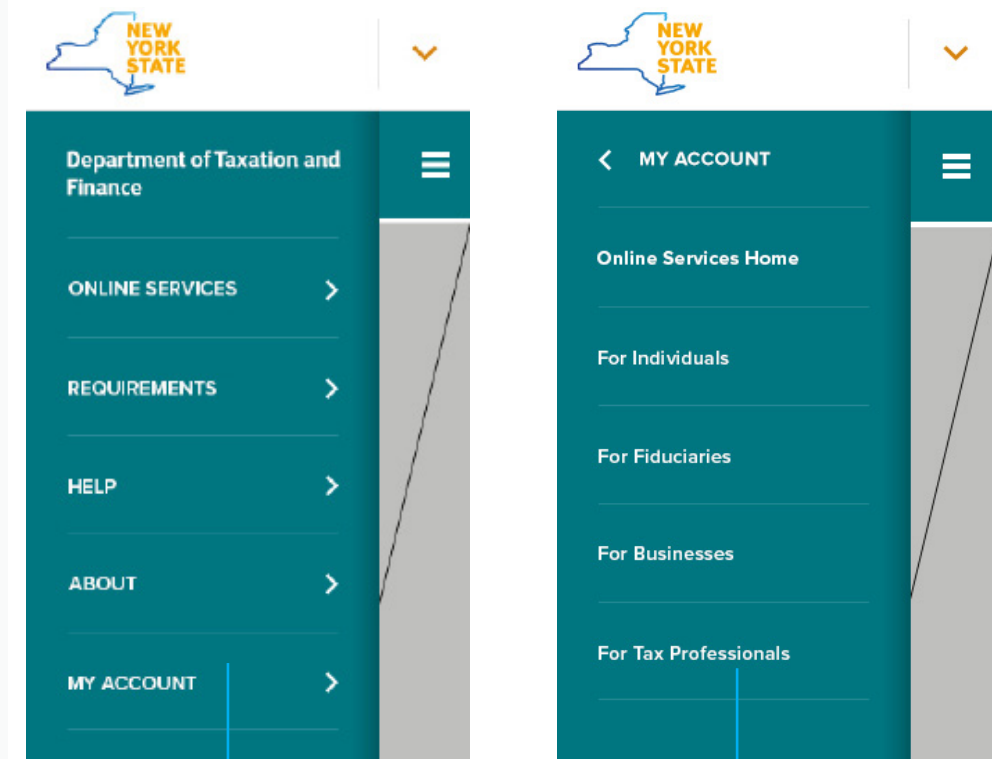Office/Agency Name   Navigation Elements   Color

Sub Elements

MOBILE

Office/Agency Name
Color

Navigation Elements   Sub-Elements

4.0

GLOBAL NAVIGATION

WHAT IS NOT PART OF THE GLOBAL NAVIGATION

Elected Officials

— The Universal nav has a navigation element that allows users to explore elected officials. For this reason elected officials are not longer needed as part of the global navigation.

Search

— The Universal Navigation has a search element. By default this search box does a local search in the global site. For this reason your agency does not need to include the search box within the global navigation.

— In some exceptions the search is not integrated within the universal navigation. For those websites we recommend to place the search box as a page element outside of the global navigation.

Quick Links

— For frequently accessed links we recommend to incorporate these as part of elements of the global navigation or footer.

Utility Nav

— For frequently accessed links, like my account or tools, we recommend to incorporate as part of elements within your global navigation or footer.

ELECTED OFFICIALS

Services   News   Government   Local   Search   Settings

NEW YORK STATE OF OPPORTUNITY.   **Homes and Community Renewal**

Andrew M. Cuomo Governor
Darryl C. Towns Commissioner/CEO

SEARCH

Services   News   Government   Local

DEPARTMENT OF LABOR

A-Z Index   Translate
Search Labor
Andrew M. Cuomo, *Governor* | Mario J. Musolino, *Acting Commissioner*

Home   Individuals   Businesses   Government & Research   Other Information

QUICK LINKS

Services   News   Government   Local   Search   Settings

NEW YORK STATE   **Office of Children and Family Services**

Home | FAQs | Forms | Publications | WebMail | Large Print
Español | 中文 | Русский | Kreyòl | 한국어 | Italiano | عربى
Google™ Custom Search   Search

UTILITY NAV

Services   News   Government   Local   Search   Settings

New York State Home

STATE OF NEW YORK   *The New York State* **Department** *of* **Taxation and Finance**
Andrew M. Cuomo - *Governor*

Login   Subscribe   Contact Us   Site Map   Español   Other Languages
Search Tax   Entire Site

4.1

GLOBAL NAVIGATION

VARIATION 1 | HORIZONTAL 5

- Elements: up to 5 + Agency Name

- Desktop, Mobile, and Tablet

- Dropdown Selector

- Sample Site: Department of Taxation and Finance

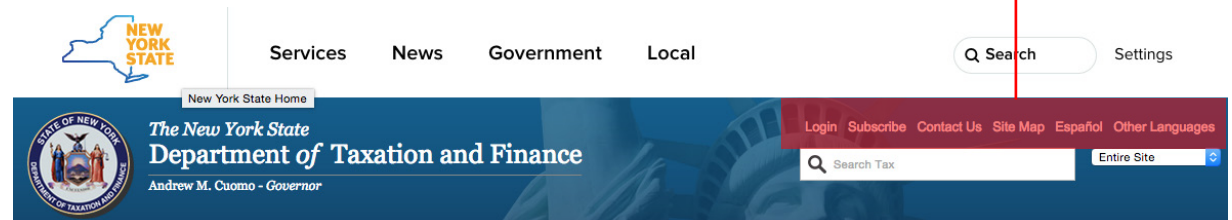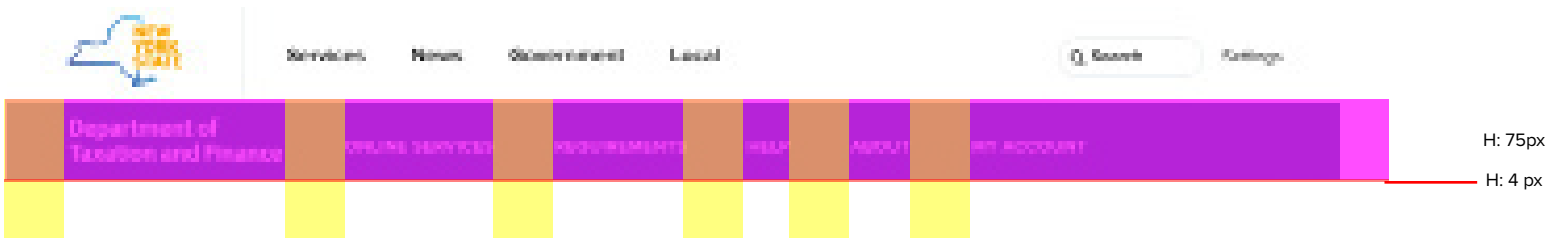Disclaimer: The content on proposed designs is placeholder only not prescriptive recommendation.

4.1
GLOBAL NAVIGATION

VARIATION 1 | HORIZONTAL 5
DESKTOP

SPACING

H: 75px

H: 4 px

Margin : 60 px

Horizontal Padding:

60px max

Responsive Behavior Scales to 30px min

H: 30 px

H: 50 px

H: 40 px

Dropdown Container
W: 300 px

H: 30 px

W: 30 px

TYPOGRAPHY

Agency Name
Font: D Sari
Font-Weight: Bold
Font Size: 22px
Line Height: 26px
Color: #FFFFFF

Navigation Element
Font: Proxima Nova
Font-Weight: Bold
Font Size: 16px
Letter-Spacing: 30px
Color: #FFFFFF

Navigation Element Active State
Font: Proxima Nova
Font Size: 16px
Font-Weight: Extra-Bold
Letter-Spacing: 30px
Color: #FFFFFF

Sub-Elementts
Font Size: 16px
Font-Weight: Bold
Line-Height: 20px
Color: #FFFFFF

COLOR

Color: #FFFFFF

Color: Use Primary Web Refer to
Section 3.0 on Color Groupings

Color: #000000, Opacity: 0.5

4.1

GLOBAL NAVIGATION

VARIATION 1 | HORIZONTAL 5
TABLET

SPACING
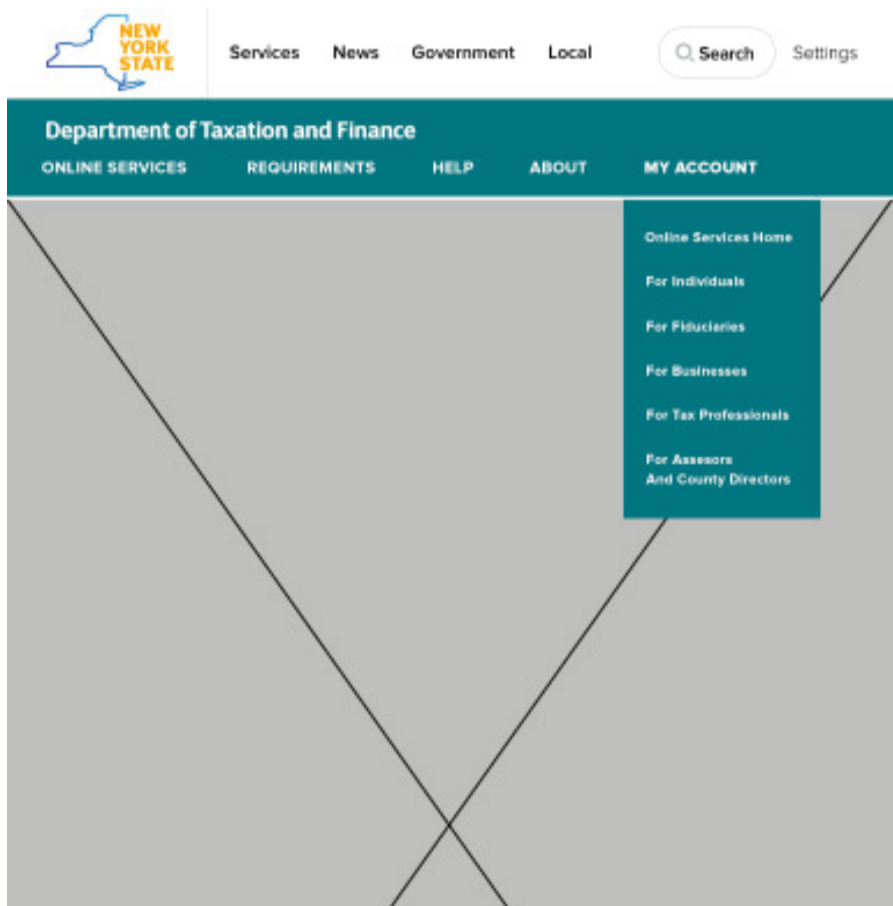
H: 84px

H: 4 px

W: 30 px   W: 50 px

H: 30 px
Dropdown Container:
W: 170 px

TYPOGRAPHY

Agency Name
Font: D Sari
Font-Weight: Bold
Font Size: 20px
Line Height: 26px
Color: #FFFFFF

Navigation Element
Font: Proxima Nova
Font-Weight: Bold
Font Size: 14px
Letter-Spacing: 30px
Color: #FFFFFF

Navigation Element Active State
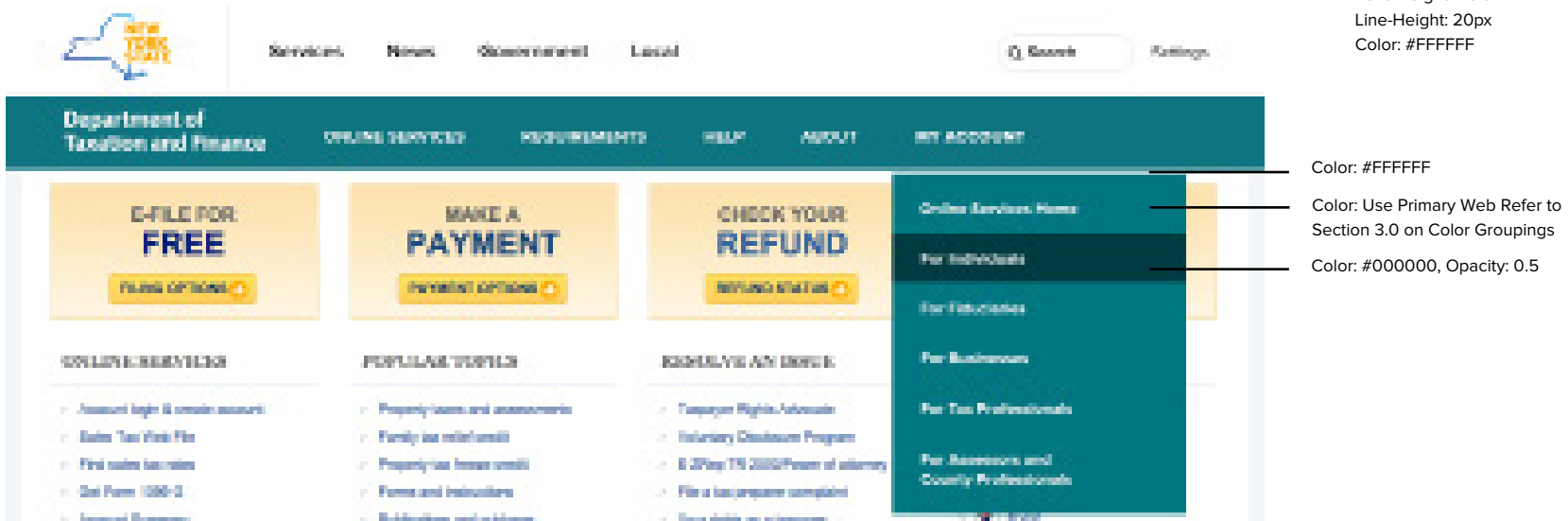Font: Proxima Nova
Font Size: 14px
Font-Weight: Extra-Bold
Letter-Spacing: 30px
Color: #FFFFFF

Sub Item
Font Size: 12px
Font-Weight: Bold
Line-Height: 17px
Color: #FFFFFF

COLOR

Color: #FFFFFF

Color: Use Primary Web
Refer to Color

Color: #FFFFFF

4.1
GLOBAL NAVIGATION

VARIATION 1 | HORIZONTAL 5
MOBILE

SPACING

W: 20 px
W: 30 px
H: 4 px

H: 80 px

Department of Taxation and Finance

Agency Name
Align: Vertical Center

Open Space:
W: 65 px

W: 20 px
H: 20 px

Dropdown Container:
W: Flexible

Department of Taxation and Finance

ONLINE SERVICES
REQUIREMENTS
HELP
ABOUT
MY ACCOUNT

TYPOGRAPHY

Department of Taxation and Finance

ONLINE SERVICES
REQUIREMENTS
HELP
ABOUT
MY ACCOUNT

Agency Name
Font: D Sari
Font-Weight: Semi-Bold
Font Size: 16px
Line Height: 20px
Color: #FFFFFF

Navigation Element
Font: Proxima Nova
Weight: Semi-Bold
Font Size: 14px
Letter-Spacing: 18px
Color: #FFFFFF

Navigation Element Active State
Font: Proxima Nova
Font Size: 14px
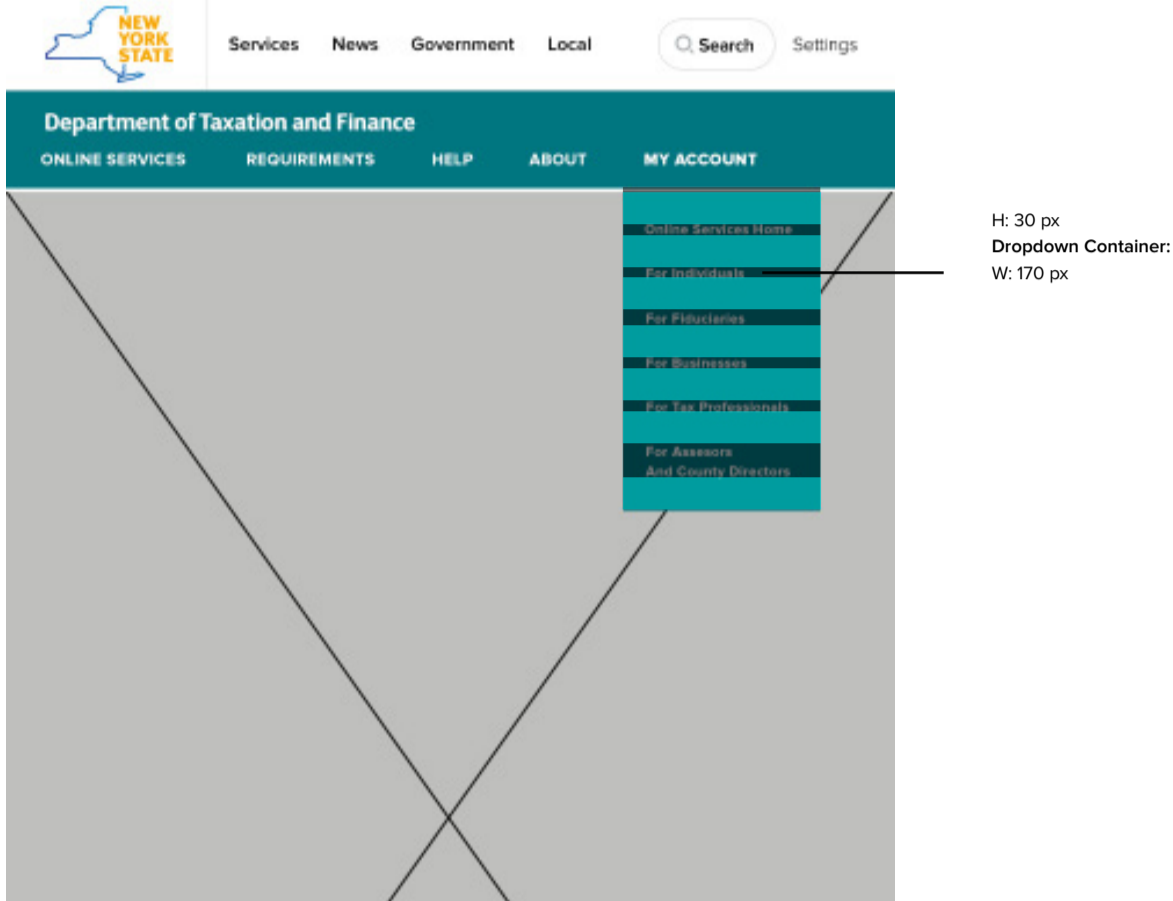Font-Weight: Bold
Letter-Spacing: 30px
Color: #FFFFFF

Sub Elements
Font Size: 12px
Font-Weight: Bold
Line-Height: 17px
Color: #FFFFFF

COLOR

Department of Taxation and Finance

ONLINE SERVICES
REQUIREMENTS
HELP
ABOUT
MY ACCOUNT

Color: #FFFFFF

Color: Use Primary Web
Refer to Color

Color: #FFFFFF

Color: #FFFFFF
Opacity: 0.15

4.2

GLOBAL NAVIGATION

VARIATION 2 | HORIZONTAL 7

- Navigation Elements: Up to 7 + Agency Name

- Desktop, Mobile and Tablet

- Dropdown Selector

- Sample Site: Office of Parks, Recreation, and Historical Conservation.

Disclaimer: The content on proposed designs is placeholder only not prescriptive recommendation.

4.2
GLOBAL NAVIGATION

VARIATION 2 | HORIZONTAL 7
DESKTOP

SPACING

H: 118px

H: 4 px

Margin : 60 px

Horizontal Padding:
60px max
Responsive Behavior Scales to 30px min

H: 30 px

H: 40 px

H: 50 px

Dropdown Container:
W: 300 px

TYPOGRAPHY

Agency Name
Font: D Sari
Font-Weight: Bold
Font Size: 22px
Line Height: 26px
Color: #FFFFFF

Navigation Element
Font: Proxima Nova
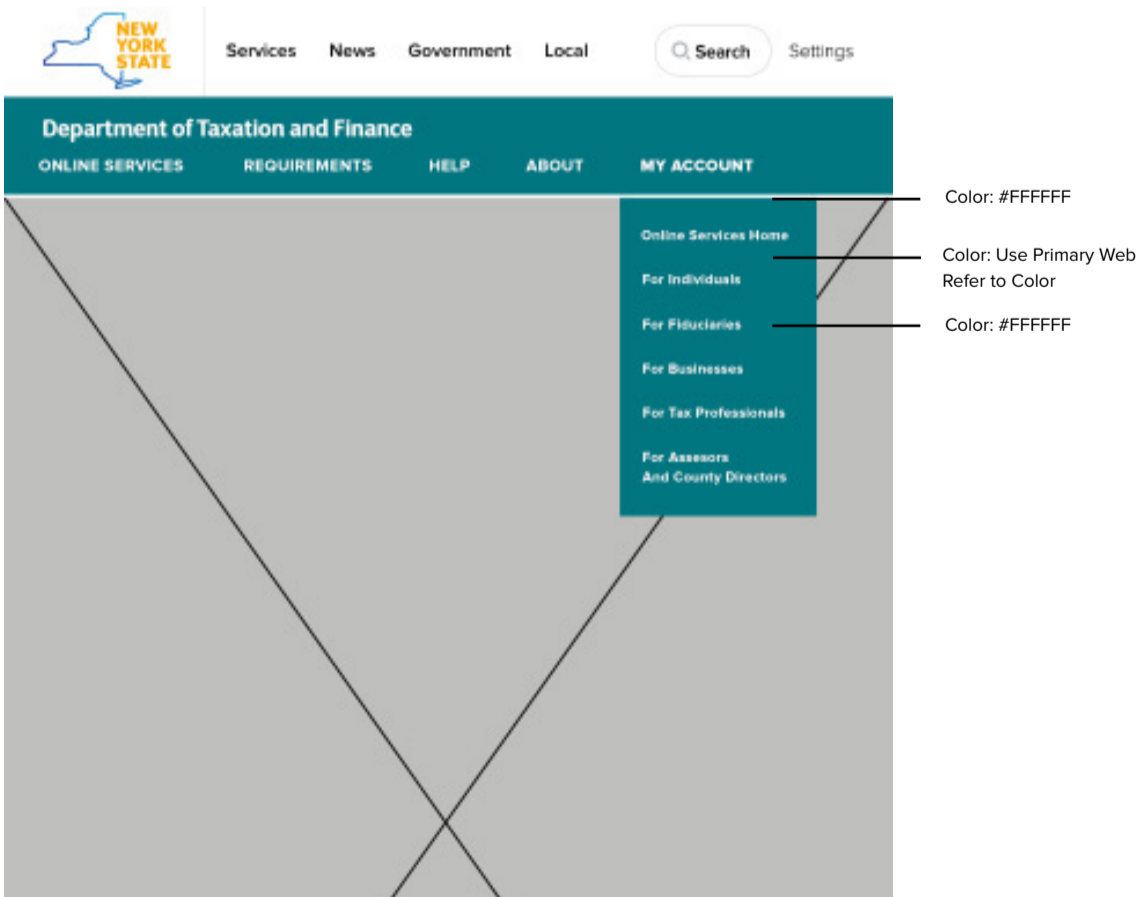Font-Weight: Bold
Font Size: 16px
Letter-Spacing: 30px
Color: #FFFFFF

Navigation Element Active State
Font: Proxima Nova
Font Size: 16px
Font-Weight: Extra-Bold
Letter-Spacing: 30px
Color: #FFFFFF

Sub Elements
Font Size: 16px
Font-Weight: Bold
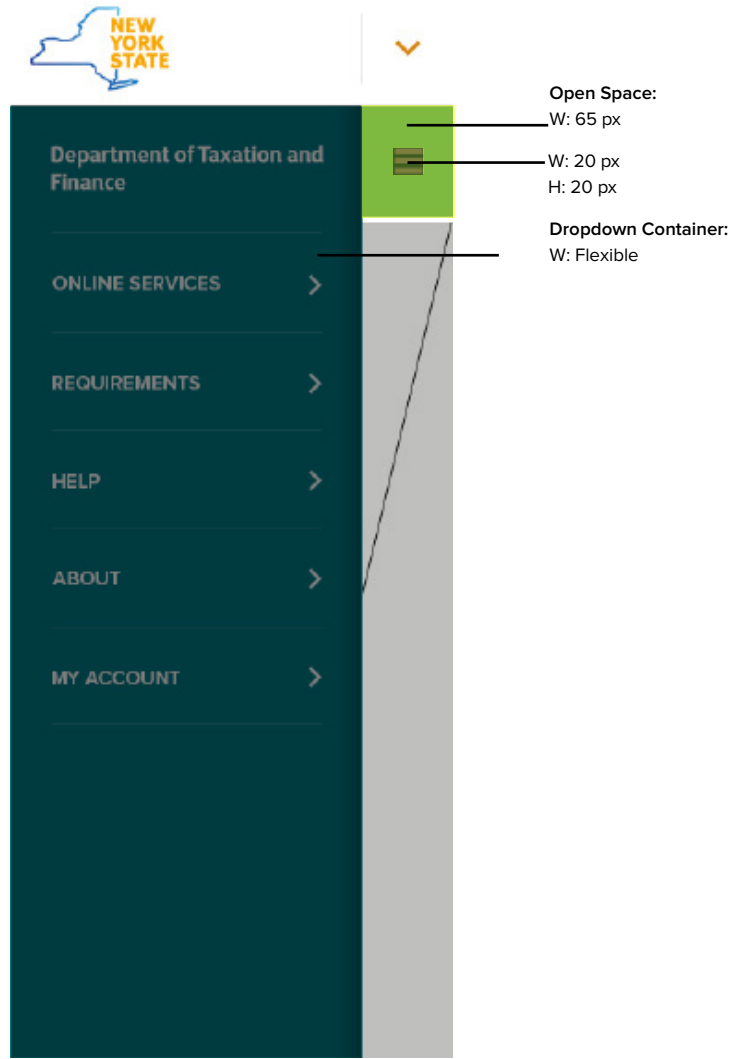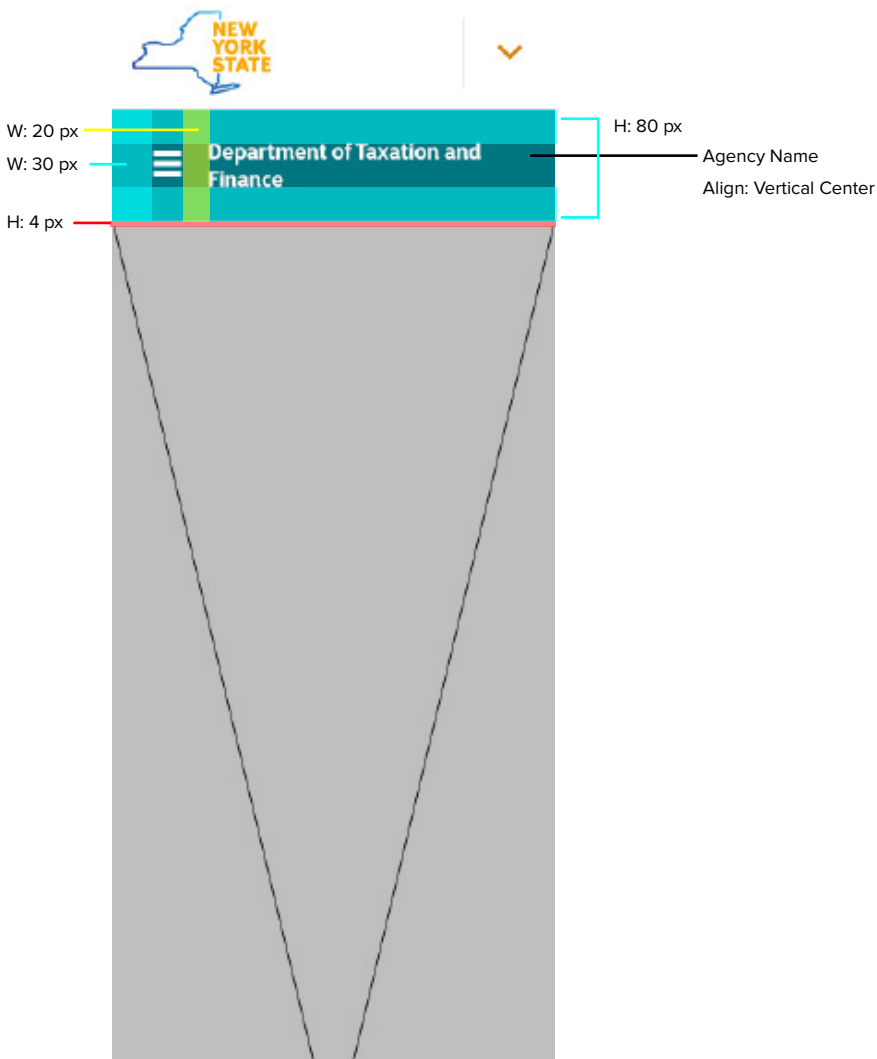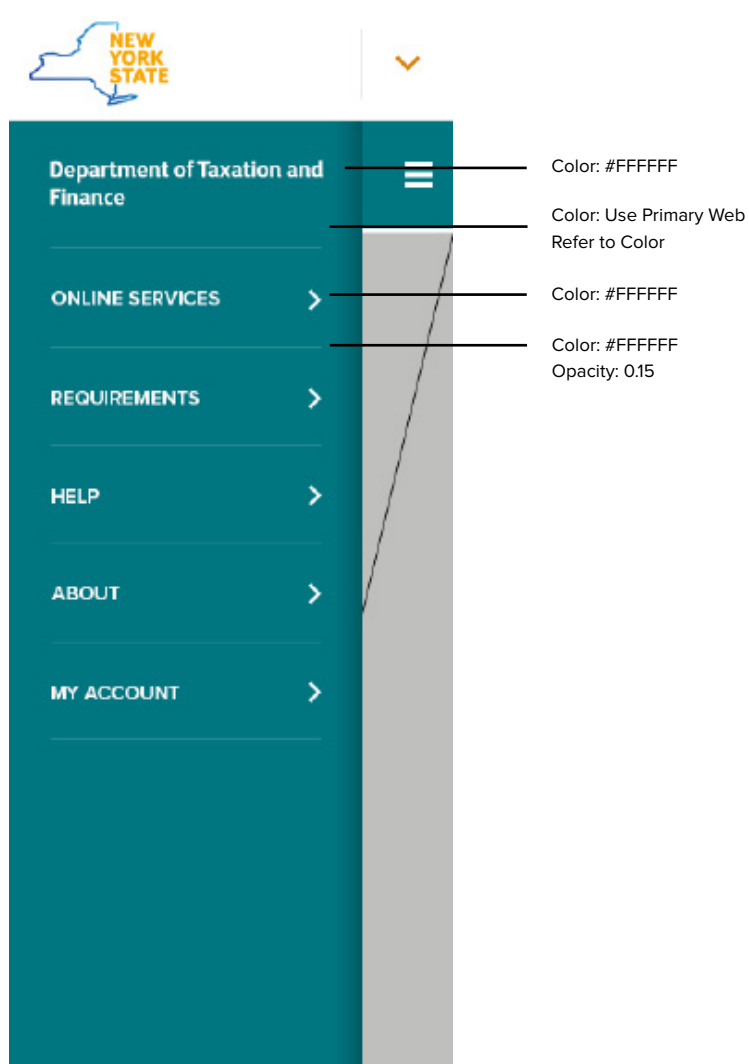Line-Height: 20px
Color: #FFFFFF

COLOR

Color: #FFFFFF

Color: Use Primary Web
Refer to Color

Color: #000000, Opacity: 0.5

4.2
GLOBAL NAVIGATION

VARIATION 2 | HORIZONTAL 7
TABLET

SPACING

Services News Government Local Search Settings

Office of Parks, Recreation, and Historic Preservation

H: 80px
H: 4 px

W: 40 px W: 30 px

Services News Government Local Search Settings

Office of
Parks, Recreation, and
Historical Conservation

Office of Parks, Recreation and Historical Con

STATE PARKS
HISTORIC SITES
ENVIRONMENT
RECREATION
PRESS
BUSINESS
ABOUT US

H: 30 px
H: 4 px
H: 1 px

Dropdown Container:
W: 300 px

TYPOGRAPHY

Services News Government Local Search Settings

Office of
Parks, Recreation, and
Historical Conservation

Office of Parks, Recreation and Historical Con

STATE PARKS
HISTORIC SITES
ENVIRONMENT
RECREATION
PRESS
BUSINESS
ABOUT US

Agency Name
Font: D Sari
Font-Weight: Bold
Font Size: 20px
Line Height: 26px
Color: #FFFFFF

Navigation Element
Font: Proxima Nova
Font-Weight: Bold
Font Size: 16px
Line-Height: 22px
Letter-Spacing: 30px
Color: #FFFFFF

Navigation Element Active State
Font: Proxima Nova
Font Size: 16px
Line-Height: 22px
Font-Weight: Extra-Bold
Letter-Spacing: 30px
Color: #FFFFFF

Sub Elements
Font Size: 16px
Font-Weight: Bold
Line-Height: 22px
Color: #FFFFFF

Services News Government Local Search Settings

ABOUT US

Office of Parks, Recreation, and Historical Con

State Council
Friends and Support
Grants
Regions
Natural Heritage Trust
Employment

COLOR

Services News Government Local Search Settings

Office of
Parks, Recreation, and
Historical Conservation

Office of Parks, Recreation and Historical Con

STATE PARKS
HISTORIC SITES
ENVIRONMENT
RECREATION
PRESS
BUSINESS
ABOUT US

Color: #FFFFFF

Color: Use Primary Web
Refer to Color

Color: #FFFFFF
Opacity: 0.15

4.2
GLOBAL NAVIGATION

VARIATION 2 | HORIZONTAL 7
MOBILE

SPACING

NEW
YORK
STATE

W: 30 px

Office of Parks, Recreation, and
Historic Preservation

H: 30 px
Align: Vertical Center

H: 4 px

NEW
YORK
STATE

Office of Parks Recreation,
and Historic Preservation

Open Space:
W: 65 px

W: 20 px
H: 20 px

Dropdown Container:
W: Flexible

STATE PARKS

HISTORIC SITES

ENVIRONMENT

RECREATION

PRESS

BUSINESS

ABOUT US

TYPOGRAPHY

NEW
YORK
STATE

Office of Parks Recreation,
and Historic Preservation

STATE PARKS

HISTORIC SITES

ENVIRONMENT

RECREATION

PRESS

BUSINESS

ABOUT US

Agency Name
Font: D Sari
Font-Weight: Semi-Bold
Font Size: 16px
Line Height: 20px
Color: #FFFFFF

Navigation Element
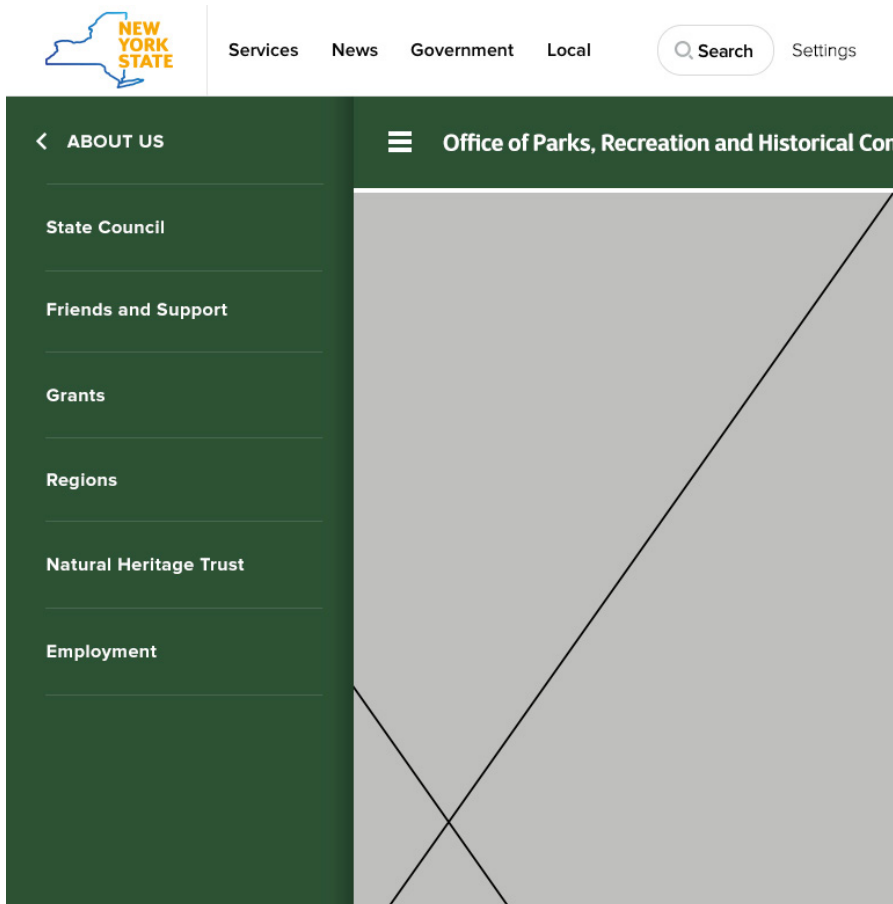Font: Proxima Nova
Weight: Semi-Bold
Font Size: 14px
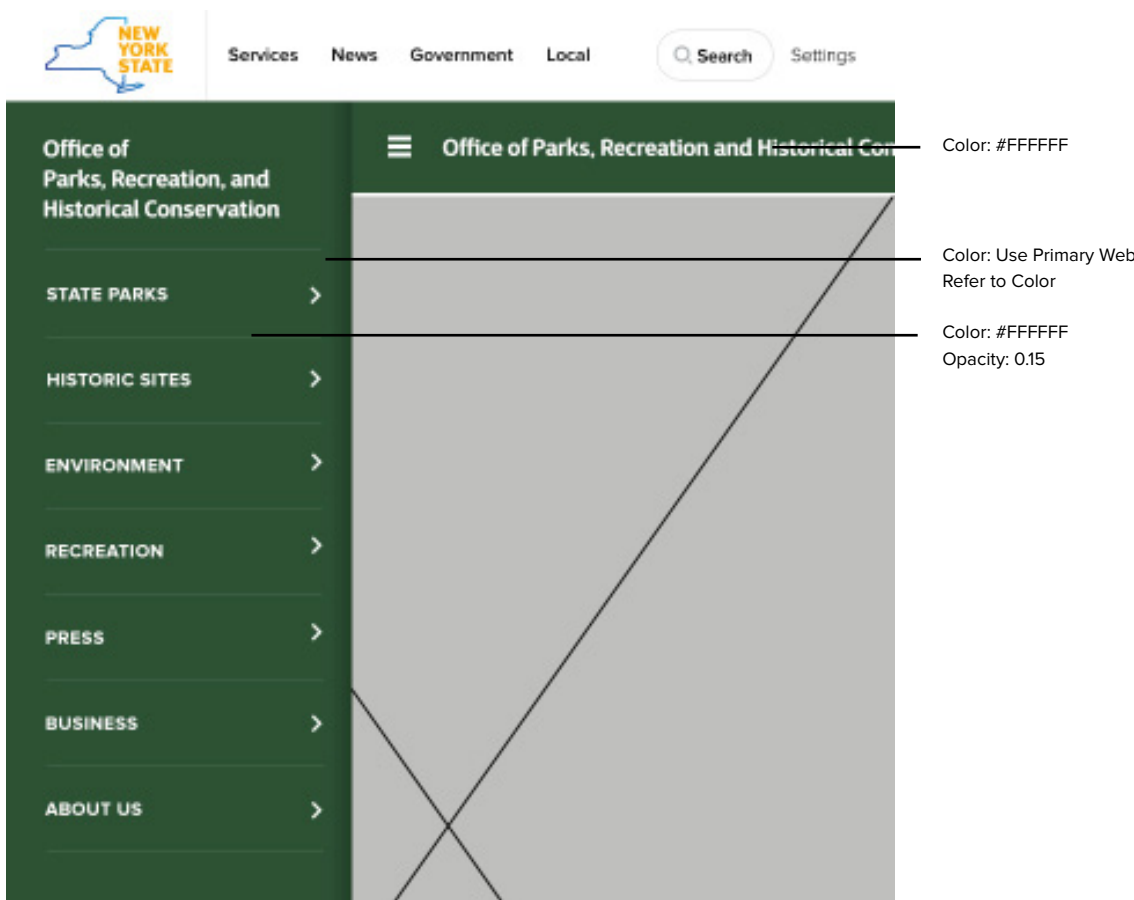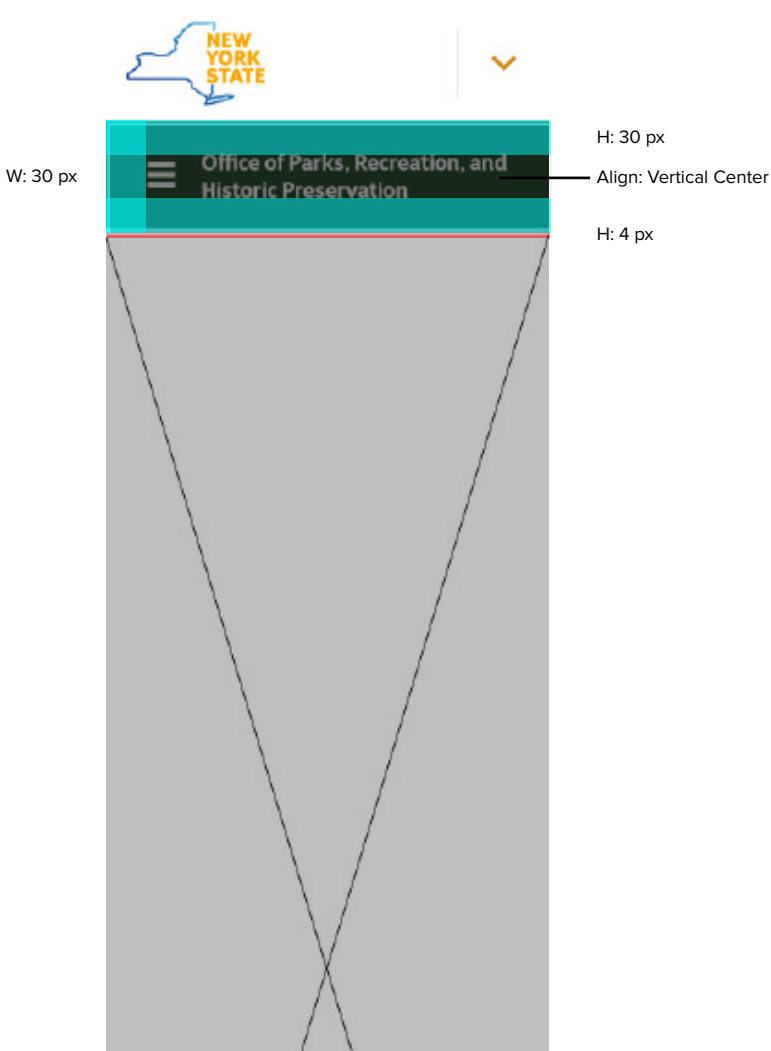Letter-Spacing: 18px
Color: #FFFFFF

Navigation Element Active State
Font: Proxima Nova
Font Size: 14px
Font-Weight: Bold
Letter-Spacing: 30px
Color: #FFFFFF

Sub Elements
Font Size: 14px
Font-Weight: Bold
Line-Height: 17px
Letter-Spacing: 20px
Color: #FFFFFF

NEW
YORK
STATE

< ABOUT US

State Council

Friends and Support

Grants

Regions

Natural Heritage Trust

Employment

COLOR

NEW
YORK
STATE

Office of Parks Recreation,
and Historic Preservation

STATE PARKS

HISTORIC SITES

ENVIRONMENT

RECREATION

PRESS

BUSINESS

ABOUT US

Color: #FFFFFF

Color: Use Primary Web
Refer to Section 3.0 on
Color Groupings

Color: #FFFFFF

Color: #FFFFFF Opacity:
0.15

4.3

GLOBAL NAVIGATION

VARIATION 3 | VERTICAL 7+
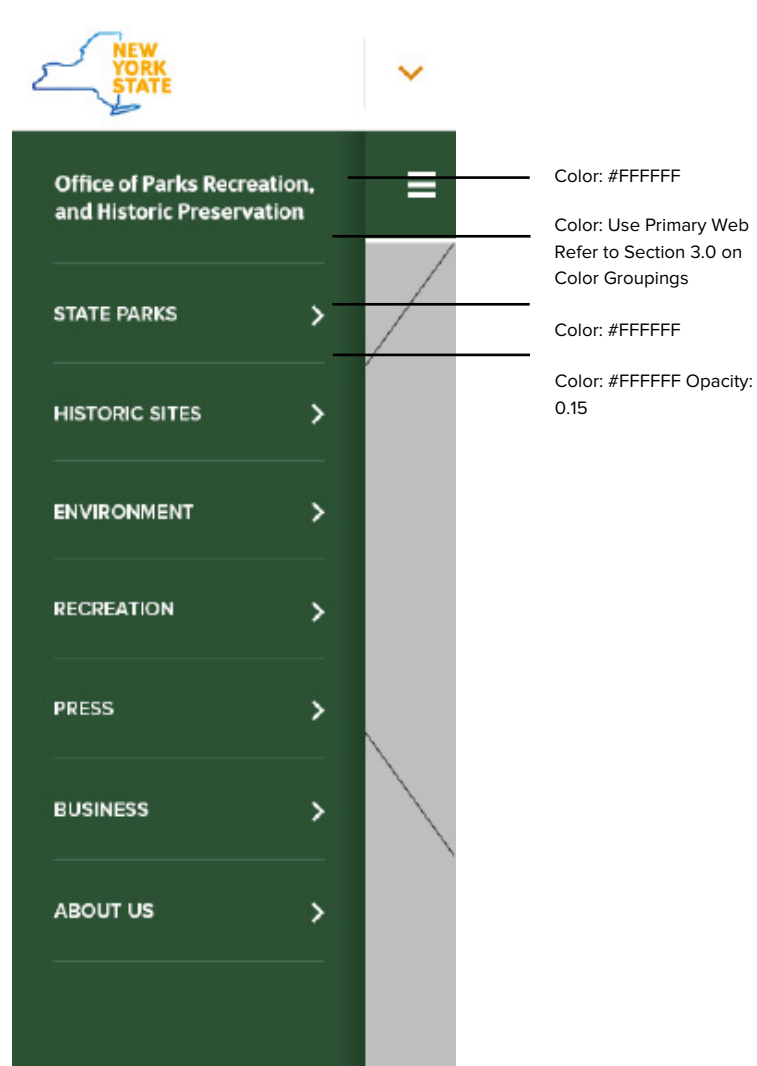
- Navigation Elements: Up to 7 + Agency Name

- Desktop, Mobile and Tablet

- Dropdown Selector

- Sample Site: Department of Environmental Conservation

Disclaimer: The content on proposed designs is placeholder only not prescriptive recommendation.

4.3
GLOBAL NAVIGATION

VARIATION 3 | VERTICAL 7+
DESKTOP

SPACING

H: 30 px
H: 50 px
H: 1 px
H: 30 px

NEW YORK STATE

Services   News   Government   Local

Search   Settings

Department of Environmental Conservation

Container:
Recommended
Minimum Width: 300 px

Spring fishing season is here!
Purchase your fishing license online now

ONLINE NEWSLETTERS
Purchase a Sporting License
Conservationist MAGAZINE
Watchable Wildlife

OUTDOOR ACTIVITIES

ANIMALS, PLANTS, AND ACQUATIC LIFE

CHEMICAL AND POLLUTION CONTROL

ENERGY AND CLIMATE

LANDS AND WATERS

EDUCATION

PERMIT, LICENSE, REGISTRATION

PUBLIC INVOLVEMENT AND NEWS

REGULATIONS AND ENFORCEMENT

PUBICATIONS AND ENFORCEMENT

ABOUT DEC

HOW CAN WE HELP YOU?
Fish | hunt | camp | hike | boat
Discover state recreation lands
Live green
Report environmental problems
Obtain maps
Get job information
Help your business
Apply for a grant
Find M/WBE goals
Contact DEC

NEWS FROM DEC
Fire Danger Map - know the high risk areas
Sewage Pollution Right to Know - receive alerts via email or text
DEC Freshwater Fisheries Insider - follow link to sign up for quarterly email newsletter
Turkey Hunting Season - 5/1 through 5/31; report your game
Hudson River Estuary Action Agenda - comment through 5/15
Striped Bass Fishing - new limits effective 3/17
Open Burning - banned through May 14

This Week's Events
May 8 - BCP App./Workplan for 7416 N. Falls Blvd. Site (Niagara Falls) Comment Deadline
May 8 - BCP Application for Elliott Station Site (Batavia) Public Comment Deadline
May 8 - BCP Application for Kiwanis Property (Ogdensburg) Public Comment Deadline
May 8 - Proposed Cleanup - 132 Dingens St. Site (Buffalo) Public Comment Deadline
May 8 - WAVE Training Session-- Warrensburg, Warren County
May 8 - Five Rivers: Citizen Release
View DEC's full calendar

TYPOGRAPHY

Agency Name
Font: D Sari
Font-Weight: Bold
Font Size: 22px
Line Height: 26px
Color: #FFFFFF

Navigation Element
Font: Proxima Nova
Font-Weight: Bold
Font Size: 16px
Letter-Spacing: 30px
Color: #FFFFFF

Navigation Element Active State
Font: Proxima Nova
Font Size: 16px
Font-Weight: Extra-Bold
Letter-Spacing: 30px
Color: #FFFFFF

Sub Elements
Font Size: 16px
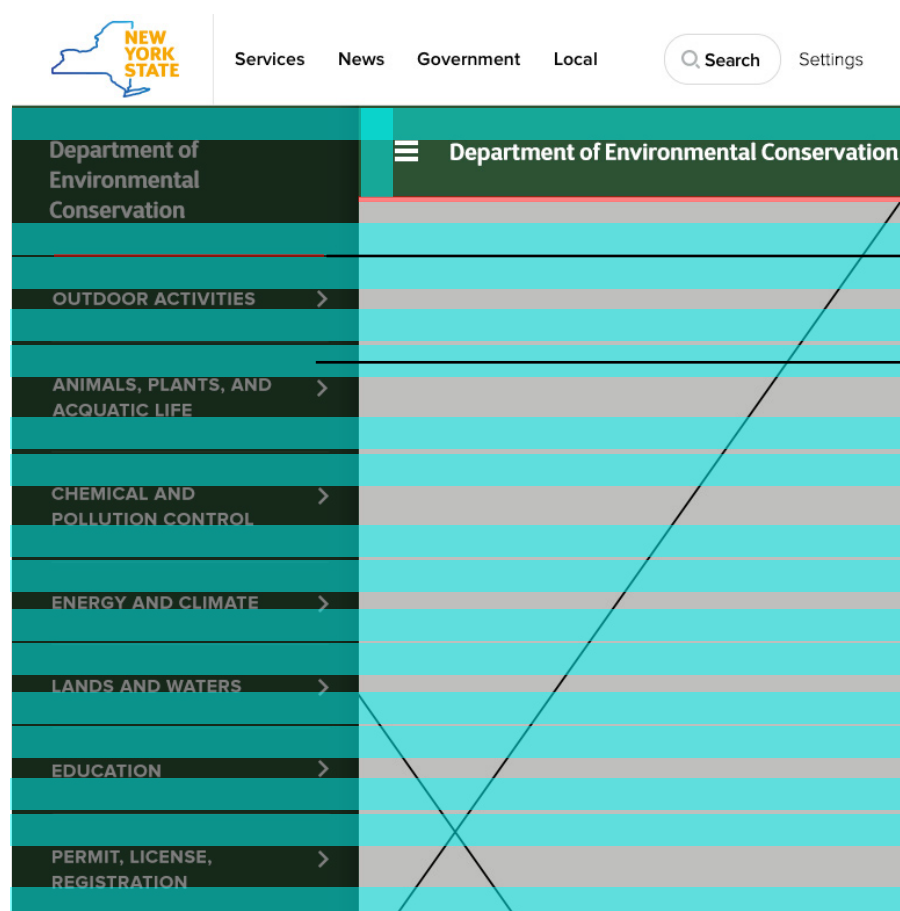Font-Weight: Bold
Line-Height: 20px
Color: #FFFFFF

COLOR

Color: Use Primary Web
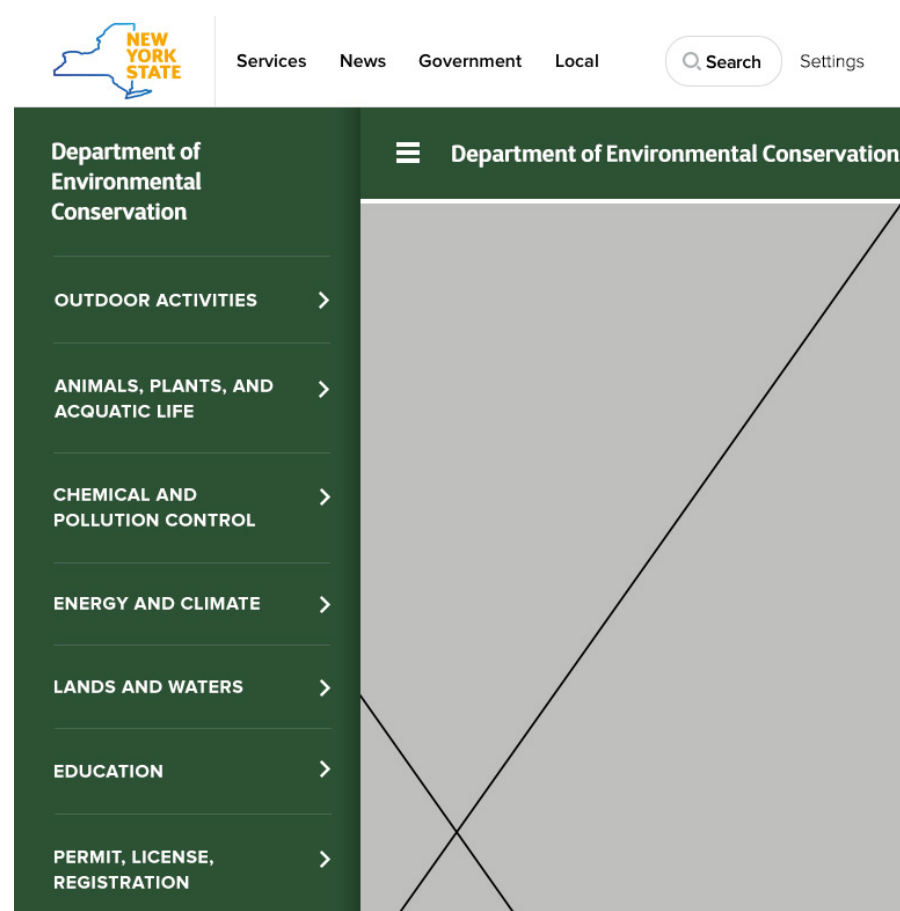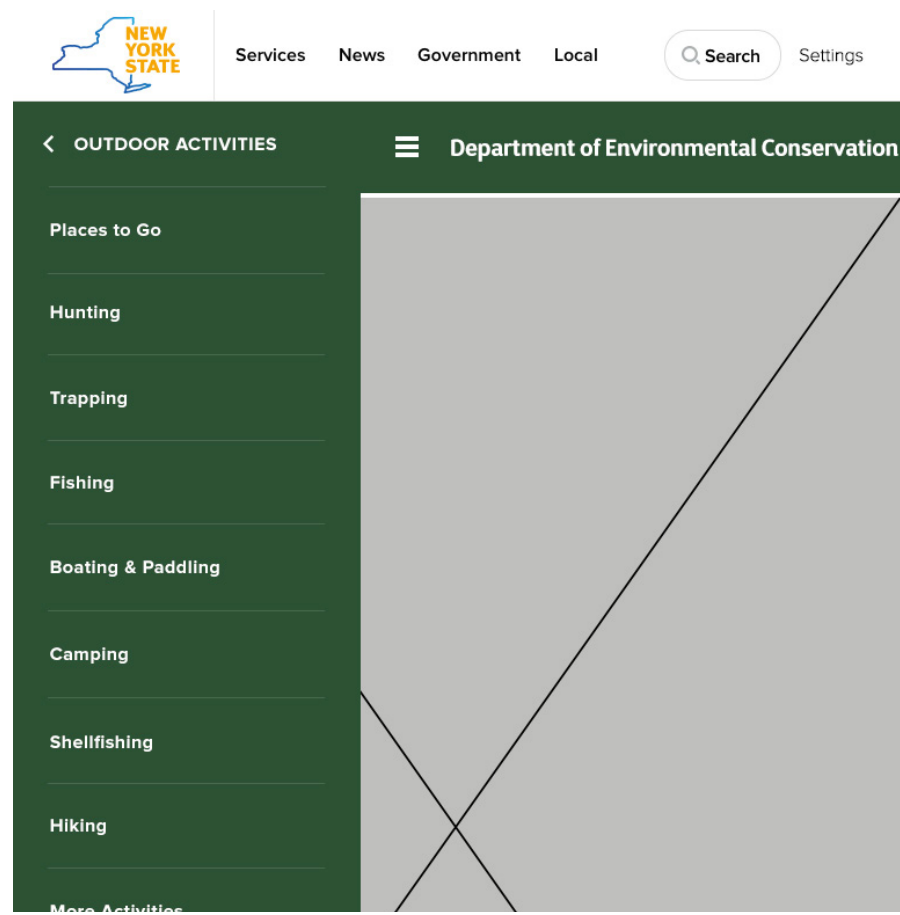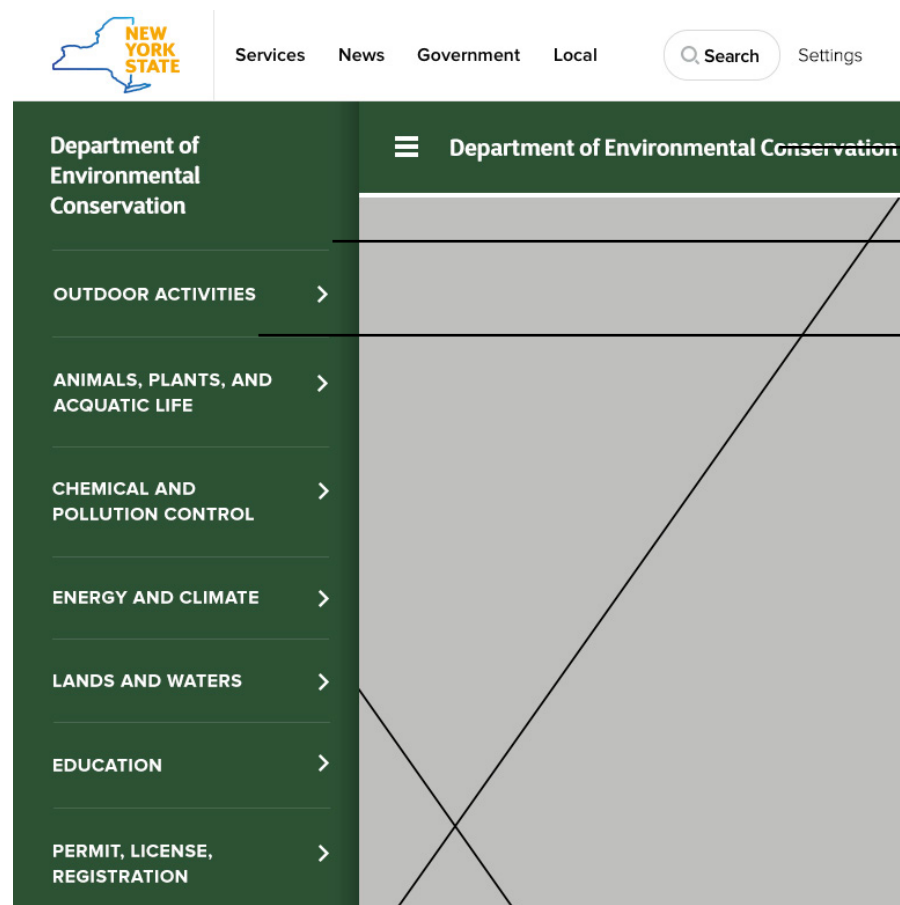Refer to Section 3.0 on Color Groupings

4.3
GLOBAL NAVIGATION

GLOBAL NAVIGATION

VARIATION 3 | VERTICAL 7+
TABLET

SPACING

W: 768 px
H: 80px

W: 40 px   W: 30 px

H: 30 px

H: 4 px

Dropdown Container:
W: 300 px

TYPOGRAPHY

Agency Name
Font: D Sari
Font-Weight: Bold
Font Size: 20px
Line Height: 26px
Color: #FFFFFF

Navigation Element
Font: Proxima Nova
Font-Weight: Bold
Font Size: 16px
Line-Height: 22px
Letter-Spacing: 30px
Color: #FFFFFF

Navigation Element Active State
Font: Proxima Nova
Font Size: 16px
Line-Height: 22px
Font-Weight: Extra-Bold
Letter-Spacing: 30px
Color: #FFFFFF

Sub Elements
Font Size: 16px
Font-Weight: Bold
Line-Height: 22px
Color: #FFFFFF

COLOR

Color: #FFFFFF

Color: Use Primary Web Refer to
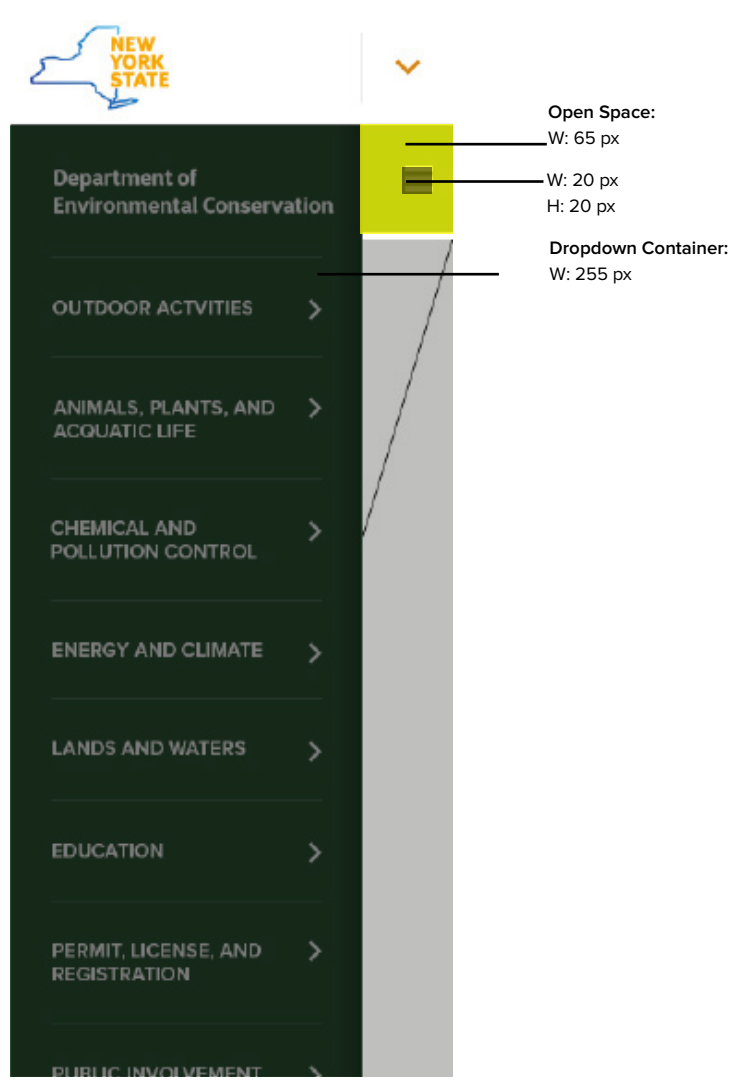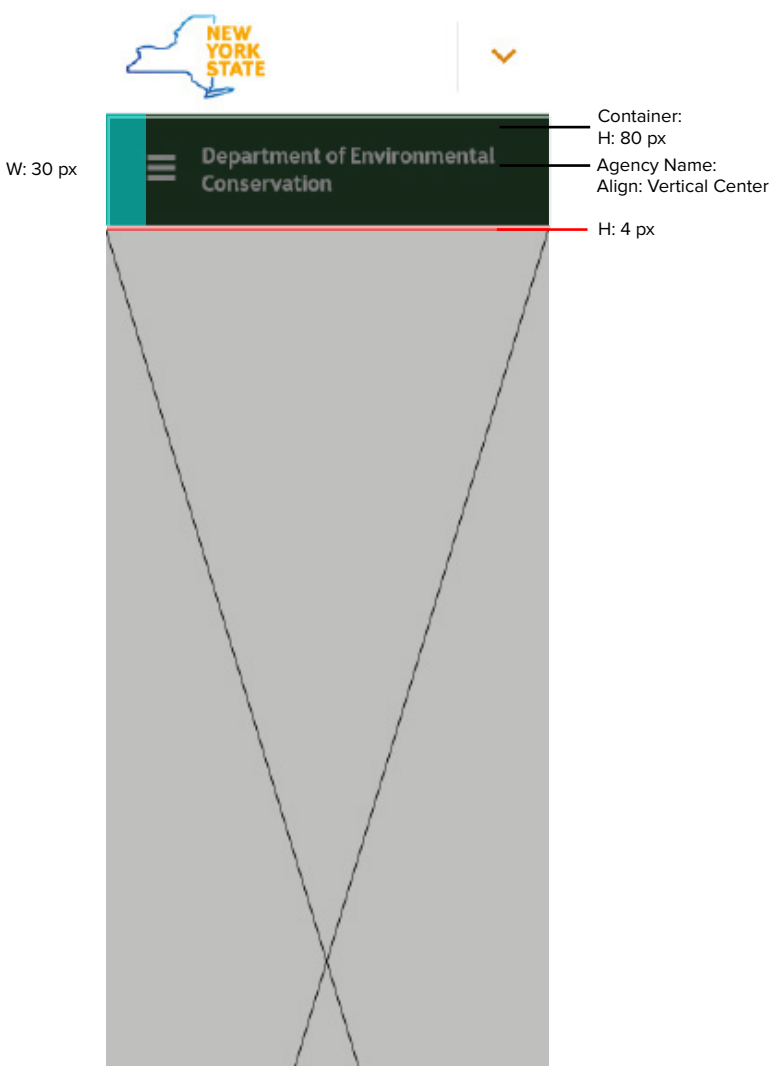Section 3.0 on Color Gropuings
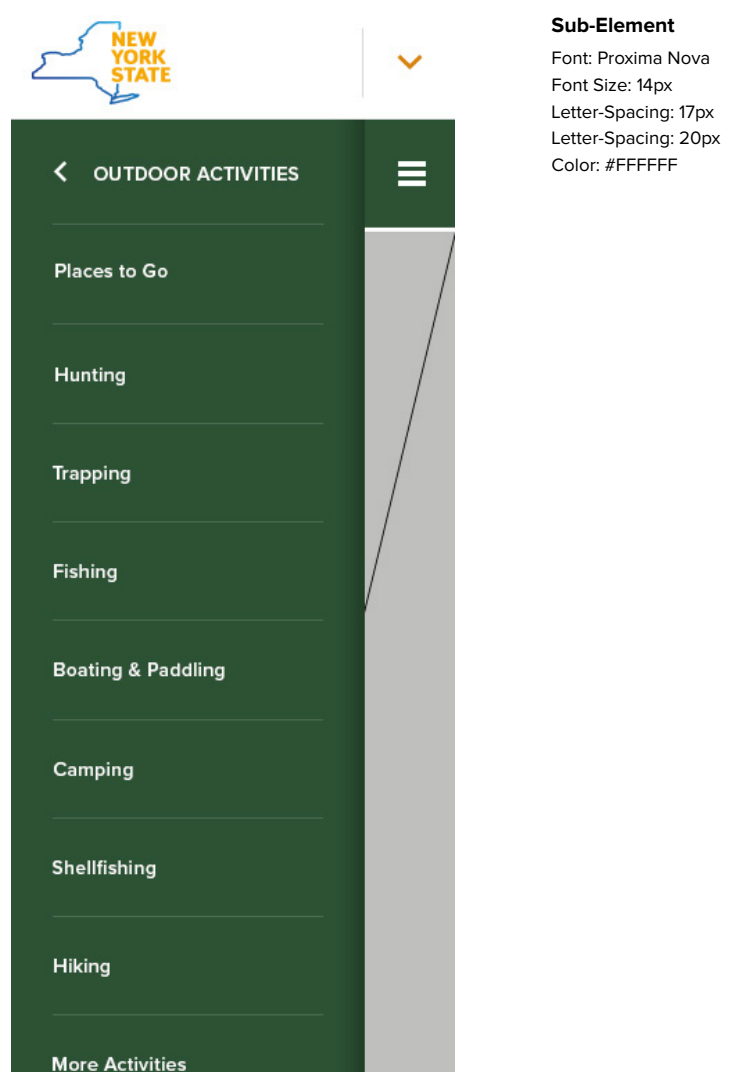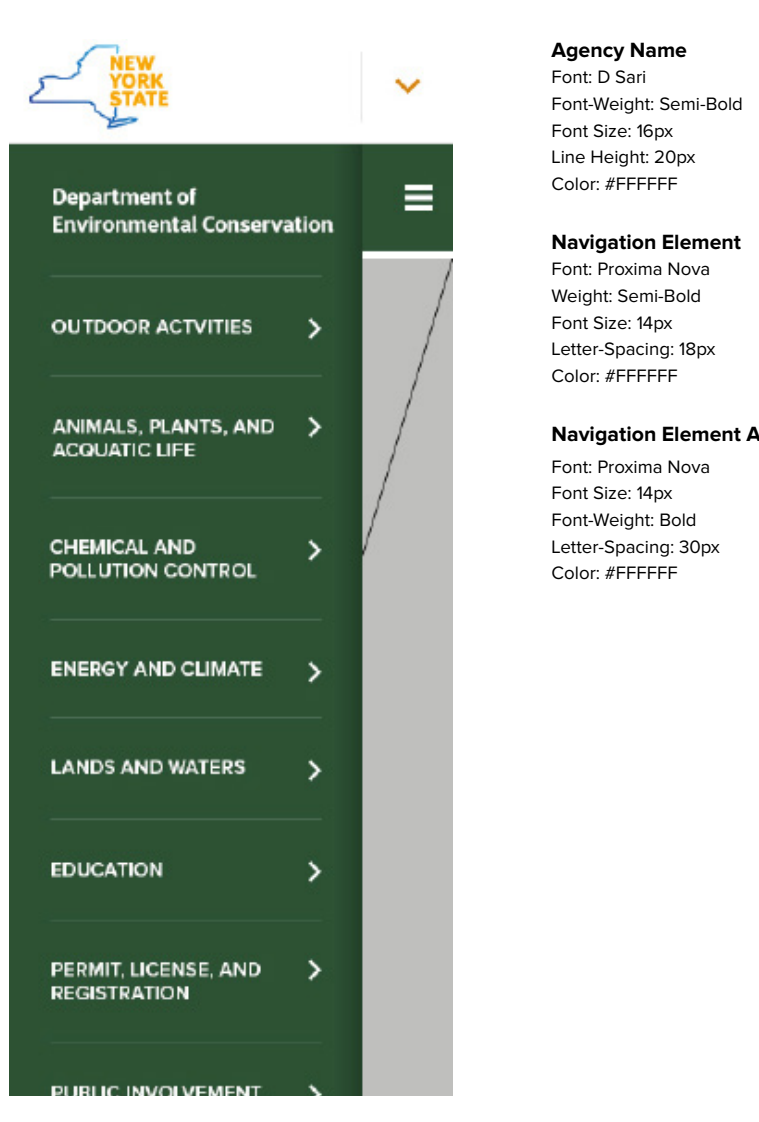
Color: #FFFFFF
Opacity: 0.15

4.3
GLOBAL NAVIGATION

**VARIATION 3 | VERTICAL 7+
MOBILE**

SPACING

W: 30 px

Container:
H: 80 px
Agency Name:
Align: Vertical Center

H: 4 px

Department of Environmental
Conservation

Open Space:
W: 65 px

W: 20 px
H: 20 px

Dropdown Container:
W: 255 px

Department of
Environmental Conservation

OUTDOOR ACTVITIES

ANIMALS, PLANTS, AND
ACQUATIC LIFE

CHEMICAL AND
POLLUTION CONTROL

ENERGY AND CLIMATE

LANDS AND WATERS

EDUCATION

PERMIT, LICENSE, AND
REGISTRATION

PUBLIC INVOLVEMENT

TYPOGRAPHY

Agency Name
Font: D Sari
Font-Weight: Semi-Bold
Font Size: 16px
Line Height: 20px
Color: #FFFFFF

Navigation Element
Font: Proxima Nova
Weight: Semi-Bold
Font Size: 14px
Letter-Spacing: 18px
Color: #FFFFFF

Navigation Element Active State
Font: Proxima Nova
Font Size: 14px
Font-Weight: Bold
Letter-Spacing: 30px
Color: #FFFFFF

Department of
Environmental Conservation

OUTDOOR ACTVITIES

ANIMALS, PLANTS, AND
ACQUATIC LIFE

CHEMICAL AND
POLLUTION CONTROL

ENERGY AND CLIMATE

LANDS AND WATERS

EDUCATION

PERMIT, LICENSE, AND
REGISTRATION

PUBLIC INVOLVEMENT

Sub-Element
Font: Proxima Nova
Font Size: 14px
Letter-Spacing: 17px
Letter-Spacing: 20px
Color: #FFFFFF

OUTDOOR ACTIVITIES

Places to Go

Hunting

Trapping

Fishing

Boating & Paddling

Camping

Shellfishing

Hiking

More Activities

COLOR

Color: #FFFFFF

Color: Use Primary Web
Refer to Section 3.0 on
Color Groupings

Color: #FFFFFF

Color: #FFFFFF Opacity:
0.15

Department of
Environmental Conservation

OUTDOOR ACTVITIES

ANIMALS, PLANTS, AND
ACQUATIC LIFE

CHEMICAL AND
POLLUTION CONTROL

ENERGY AND CLIMATE

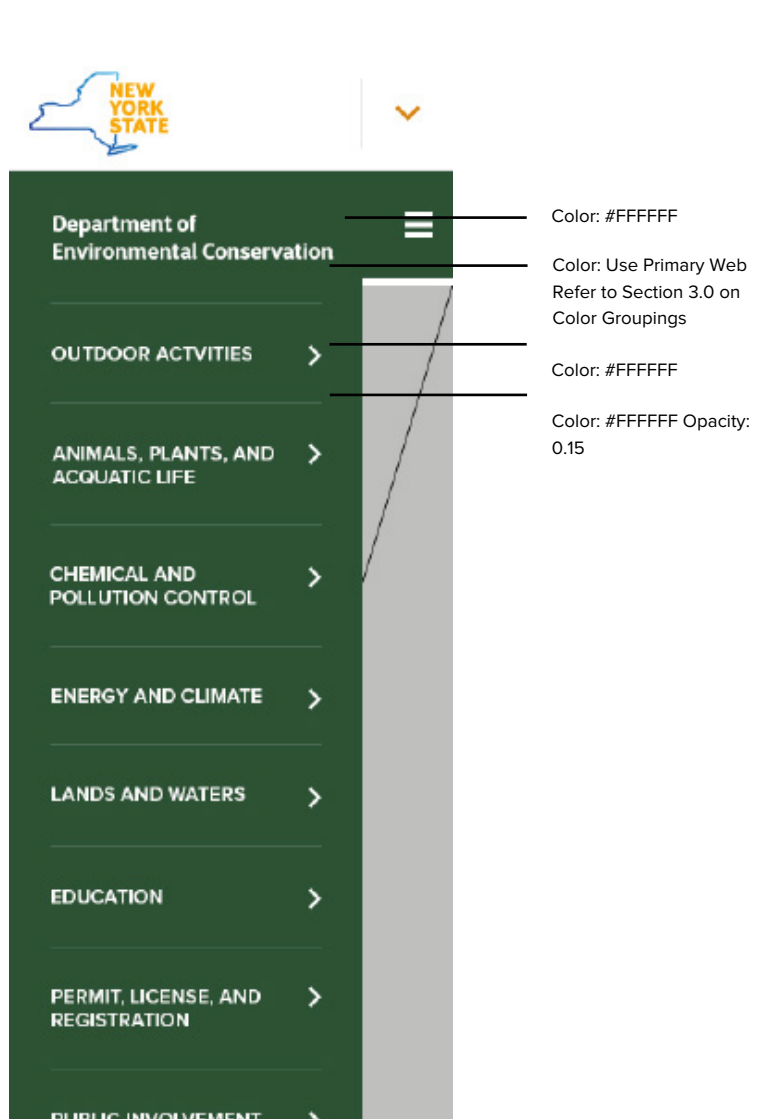LANDS AND WATERS

EDUCATION

PERMIT, LICENSE, AND
REGISTRATION

PUBLIC INVOLVEMENT

Agency Global Footer

The agency global footer appears on every page of a website, and serves 2 functions:

- Supply just enough to show the overall site architecture

- Lead visitors to the most popular and needed pages within the site

5.0
AGENCY GLOBAL FOOTER

SCHEMATICS OF THE GLOBAL FOOTER

Agency Name
— We repeat the agency name to provide context and remind the user the site that they are browsing.
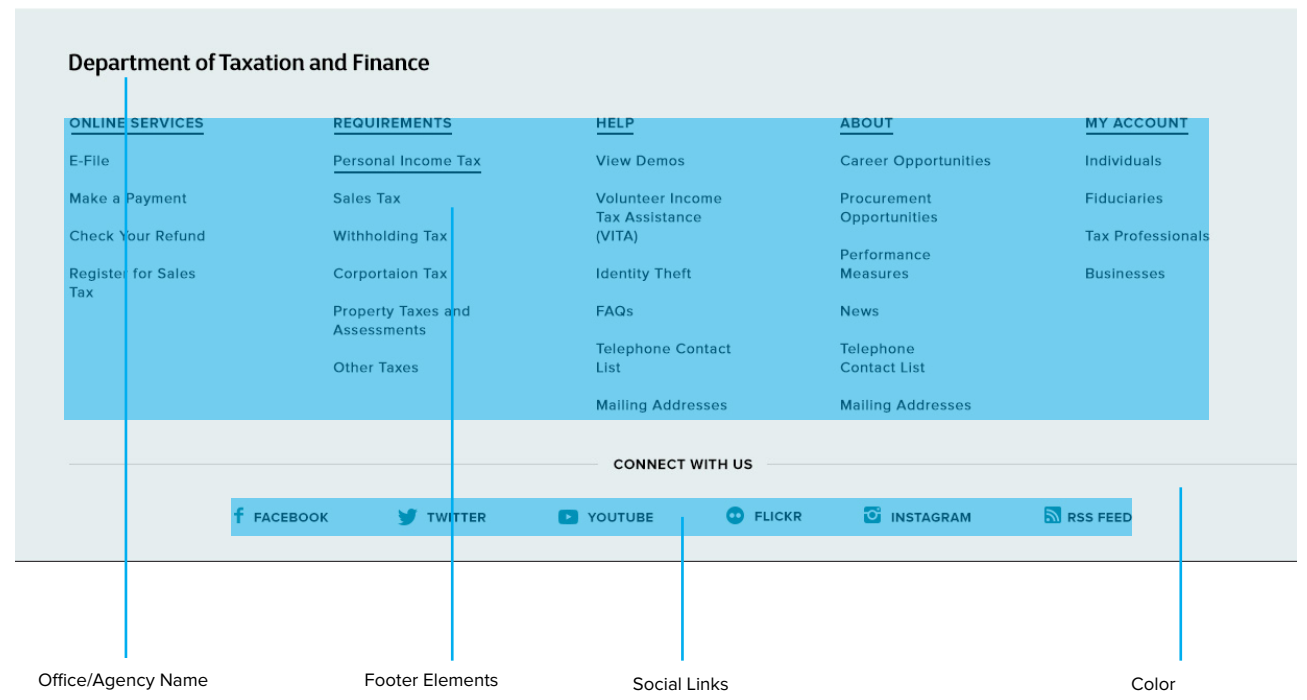**Color**
— We use the color to communicate the cluster the and grouping the agency belongs to.
Footer Elements
— A sets of useful links. Users that have scrolled down the page can quickly move on to where-ever they have to go to. It is a mini sitemap to provide shortcuts to often used placed, Suggested exercise for selecting footer elements in a separate document.
Social Links
— We add social links to the footer to add consistency on alternative ways that constituents can engage with our audience.

DESKTOP

Office/Agency Name   Footer Elements   Social Links   Color

TABLET

Office/Agency Name   Footer Elements   Social Links   Color

MOBILE

Color

Social Links

Office/Agency Name
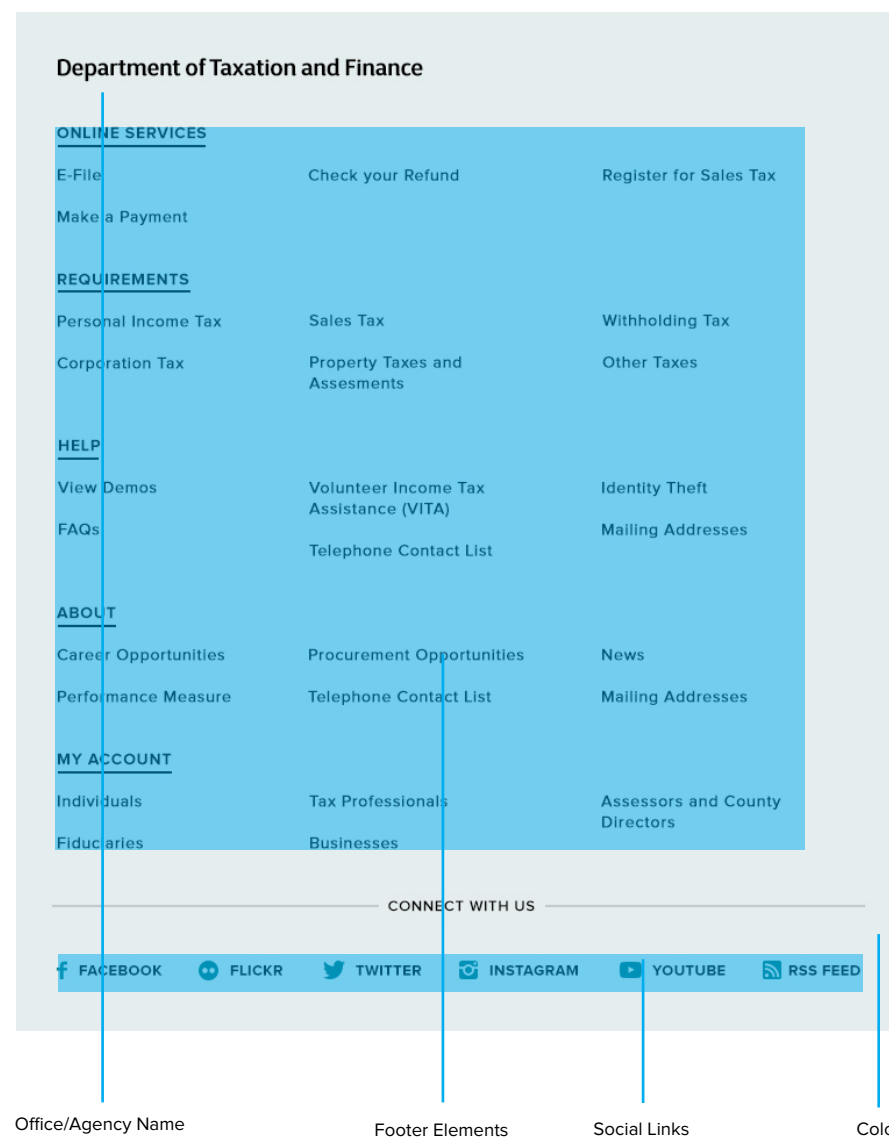
Footer Elements

Agency Global Footer Design

- Navigation Elements

- Desktop, Mobile and Tablet
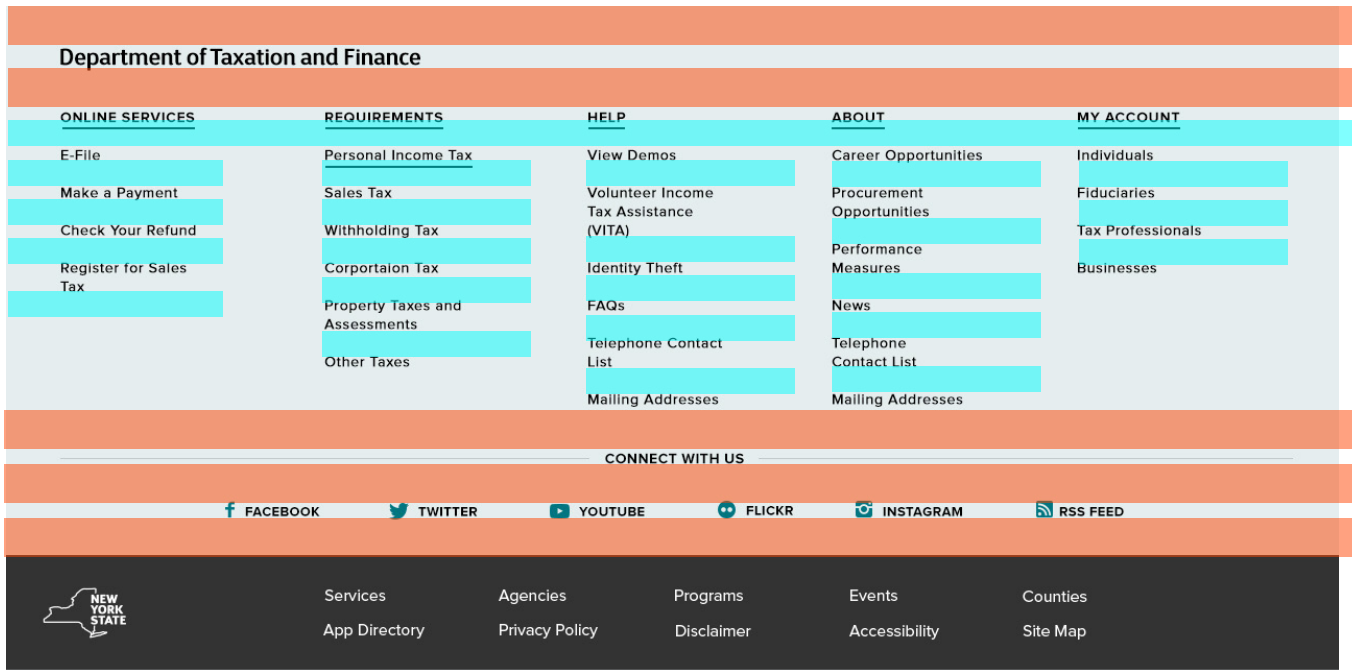
- Sample Site: Department of Taxation and Finance

Disclaimer: The content on proposed designs is placeholder only not prescriptive recommendation.
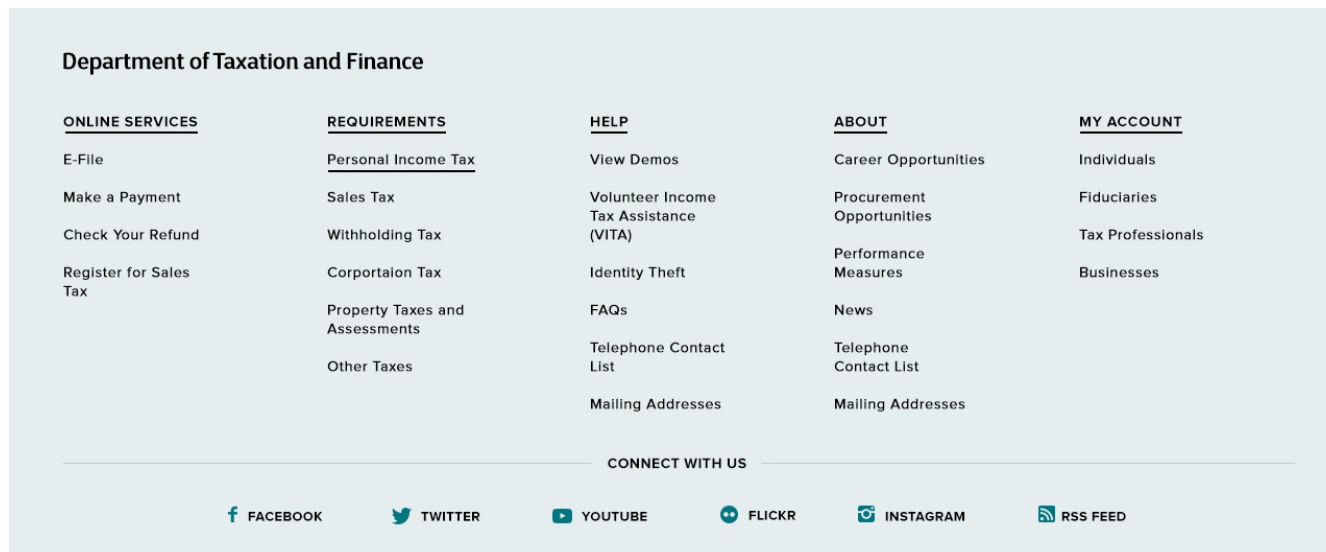
5.0
GLOBAL FOOTER DESIGN

DESKTOP

SPACING

Department of Taxation and Finance

ONLINE SERVICES	REQUIREMENTS	HELP	ABOUT	MY ACCOUNT
E-File	Personal Income Tax	View Demos	Career Opportunities	Individuals
Make a Payment	Sales Tax	Volunteer Income Tax Assistance (VITA)	Procurement Opportunities	Fiduciaries
Check Your Refund	Withholding Tax		Performance Measures	Tax Professionals
Register for Sales Tax	Corportaion Tax	Identity Theft		Businesses
	Property Taxes and Assessments	FAQs	News	
	Other Taxes	Telephone Contact List	Telephone Contact List	
		Mailing Addresses	Mailing Addresses	

CONNECT WITH US

f FACEBOOK   🐦 TWITTER   ▶ YOUTUBE   ⚫ FLICKR   📷 INSTAGRAM   📶 RSS FEED

NEW YORK STATE	Services	Agencies	Programs	Events	Counties
	App Directory	Privacy Policy	Disclaimer	Accessibility	Site Map

H: 36px

H: 36px

H: 18px

TYPOGRAPHY

Department of Taxation and Finance

ONLINE SERVICES	REQUIREMENTS	HELP	ABOUT	MY ACCOUNT
E-File	Personal Income Tax	View Demos	Career Opportunities	Individuals
Make a Payment	Sales Tax	Volunteer Income Tax Assistance (VITA)	Procurement Opportunities	Fiduciaries
Check Your Refund	Withholding Tax		Performance Measures	Tax Professionals
Register for Sales Tax	Corportaion Tax	Identity Theft		Businesses
	Property Taxes and Assessments	FAQs	News	
	Other Taxes	Telephone Contact List	Telephone Contact List	
		Mailing Addresses	Mailing Addresses	

CONNECT WITH US

f FACEBOOK   🐦 TWITTER   ▶ YOUTUBE   ⚫ FLICKR   📷 INSTAGRAM   📶 RSS FEED

Agency Name
Font: D Sari
Font-Weight: Bold
Font Size: 22px
Line Height: 26px
Color: #000000

Footer Element
Font Size: 14px
Line-Height: 18px
Font-Weight: Bold
Letter-Spacing: 50px
Color: #000000

Sub Element
Font Sitze: 14px
Line-Height: 18px
Font-Weight: Bold
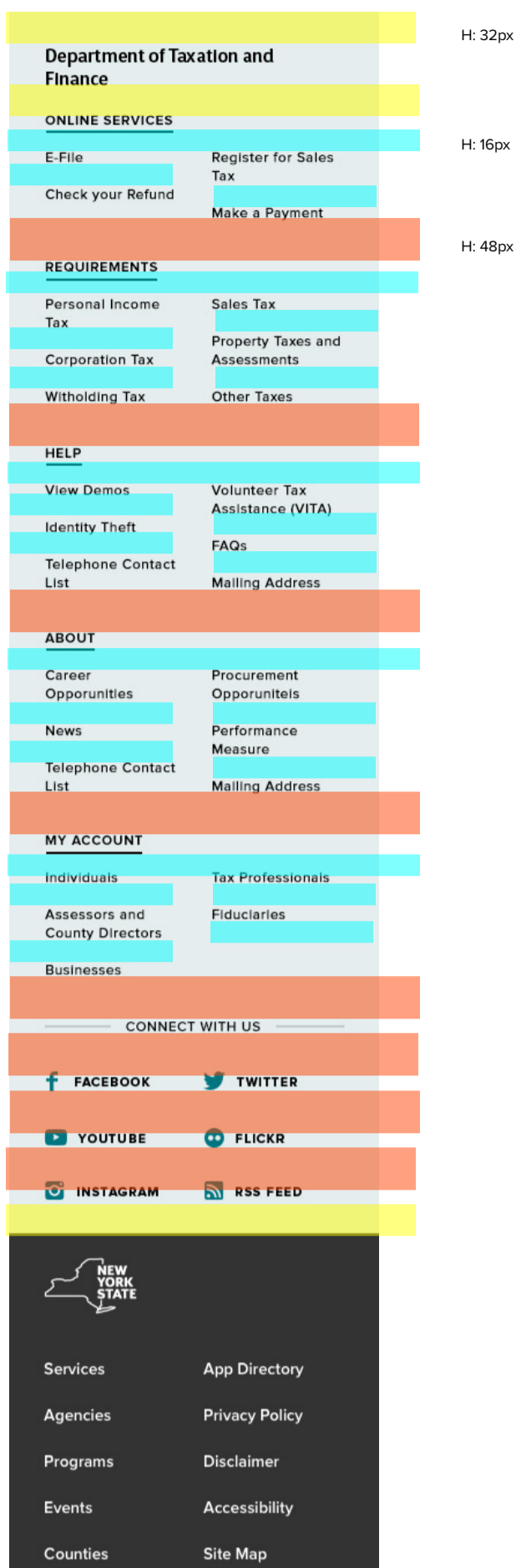Letter-Spacing: 30px
Color: #000000

COLOR

Department of Taxation and Finance

ONLINE SERVICES	REQUIREMENTS	HELP	ABOUT	MY ACCOUNT
E-File	Personal Income Tax	View Demos	Career Opportunities	Individuals
Make a Payment	Sales Tax	Volunteer Income Tax Assistance (VITA)	Procurement Opportunities	Fiduciaries
Check Your Refund	Withholding Tax		Performance Measures	Tax Professionals
Register for Sales Tax	Corportaion Tax	Identity Theft		Businesses
	Property Taxes and Assessments	FAQs	News	
	Other Taxes	Telephone Contact List	Telephone Contact List	
		Mailing Addresses	Mailing Addresses	

CONNECT WITH US

f FACEBOOK   🐦 TWITTER   ▶ YOUTUBE   ⚫ FLICKR   📷 INSTAGRAM   📶 RSS FEED

Color: Use Secondary Web
Refer to Color

5.0

AGENCY FOOTER DESIGN

TABLET

SPACING

Department of Taxation and Finance

H: 36px

H: 36px

ONLINE SERVICES

E-File   Check your Refund   Register for Sales Tax

H: 18px

Make a Payment

REQUIREMENTS

Personal Income Tax   Sales Tax   Withholding Tax

Corporation Tax   Property Taxes and   Other Taxes
                         Assesments

HELP

View Demos   Volunteer Income Tax   Identity Theft
                         Assistance (VITA)

FAQs   Mailing Addresses

                         Telephone Contact List

ABOUT

Career Opportunities   Procurement Opportunities News

Performance Measure   Telephone Contact List   Mailing Addresses

MY ACCOUNT

Individuals   Tax Professionals   Assessors and County
                                                  Directors
Fiduciaries   Businesses

CONNECT WITH US

FACEBOOK   FLICKR   TWITTER   INSTAGRAM   YOUTUBE   RSS FEED

NEW YORK STATE   Services   Agencies   Programs   Events   Counties
                  App Directory Privacy Policy Disclaimer Accessibility Site Map

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TYPOGRAPHY

Department of Taxation and Finance

ONLINE SERVICES

E-File   Check your Refund   Register for Sales Tax

Make a Payment

REQUIREMENTS

Personal Income Tax   Sales Tax   Withholding Tax

Corporation Tax   Property Taxes and   Other Taxes
                         Assesments

HELP

View Demos   Volunteer Income Tax   Identity Theft
                         Assistance (VITA)

FAQs   Mailing Addresses

                         Telephone Contact List

ABOUT

Career Opportunities   Procurement Opportunities News

Performance Measure   Telephone Contact List   Mailing Addresses

MY ACCOUNT

Individuals   Tax Professionals   Assessors and County
                                                  Directors
Fiduciaries   Businesses

CONNECT WITH US

FACEBOOK   FLICKR   TWITTER   INSTAGRAM   YOUTUBE   RSS FEED

Agency Name
Font: D Sari
Font-Weight: Bold
Font Size: 20px
Line Height: 24px
Color: #000000

Footer Element
Font Size: 14px
Line-Height: 18px
Font-Weight: Bold
Letter-Spacing: 50px
Color: #000000

Sub Element
Font Sitze: 14px
Line-Height: 18px
Font-Weight: Bold
Letter-Spacing: 30px
Color: #000000

COLOR

Department of Taxation and Finance

ONLINE SERVICES

E-File   Check your Refund   Register for Sales Tax

Make a Payment

REQUIREMENTS

Personal Income Tax   Sales Tax   Withholding Tax

Corporation Tax   Property Taxes and   Other Taxes
                         Assesments

HELP

View Demos   Volunteer Income Tax   Identity Theft
                         Assistance (VITA)

FAQs   Mailing Addresses

                         Telephone Contact List

ABOUT

Career Opportunities   Procurement Opportunities News

Performance Measure   Telephone Contact List   Mailing Addresses

MY ACCOUNT

Individuals   Tax Professionals   Assessors and County
                                                  Directors
Fiduciaries   Businesses

CONNECT WITH US

FACEBOOK   FLICKR   TWITTER   INSTAGRAM   YOUTUBE   RSS FEED

Color: Use Secondary
Web Refer to Section 3.0
on Color Gropuings

5.0

AGENCY FOOTER DESIGN

MOBILE

SPACING

H: 32px

H: 16px

H: 48px

Department of Taxation and Finance

ONLINE SERVICES

E-File
Check your Refund

Register for Sales Tax
Make a Payment

REQUIREMENTS

Personal Income Tax
Corporation Tax
Witholding Tax

Sales Tax
Property Taxes and Assessments
Other Taxes

HELP

View Demos
Identity Theft
Telephone Contact List

Volunteer Tax Assistance (VITA)
FAQs
Mailing Address

ABOUT

Career Opporunities
News
Telephone Contact List

Procurement Opporuniteis
Performance Measure
Mailing Address

MY ACCOUNT

Individuals
Assessors and County Directors
Businesses

Tax Professionals
Fiduciaries

CONNECT WITH US

FACEBOOK   TWITTER

YOUTUBE   FLICKR

INSTAGRAM   RSS FEED

NEW YORK STATE

Services   App Directory
Agencies   Privacy Policy
Programs   Disclaimer
Events   Accessibility
Counties   Site Map

TYPOGRAPHY

Department of Taxation and Finance

ONLINE SERVICES

E-File
Check your Refund

Register for Sales Tax
Make a Payment

REQUIREMENTS

Personal Income Tax
Corporation Tax
Witholding Tax

Sales Tax
Property Taxes and Assessments
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HELP

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News
Telephone Contact List

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Performance Measure
Mailing Address

MY ACCOUNT

Individuals
Assessors and County Directors
Businesses

Tax Professionals
Fiduciaries

CONNECT WITH US

FACEBOOK   TWITTER

YOUTUBE   FLICKR

INSTAGRAM   RSS FEED

Agency Name
Font: D Sari
Font-Weight: Bold
Font Size: 16px
Line Height: 20px
Color: #000000

Footer Element
Font Size: 12px
Line-Height: 16px
Font-Weight: Bold
Letter-Spacing: 50px
Color: #000000

Sub Element
Font Sitze: 12px
Line-Height: 16px
Font-Weight: Bold
Letter-Spacing: 30px
Color: #000000

COLOR

Department of Taxation and Finance

ONLINE SERVICES

E-File
Check your Refund

Register for Sales Tax
Make a Payment

REQUIREMENTS

Personal Income Tax
Corporation Tax
Witholding Tax

Sales Tax
Property Taxes and Assessments
Other Taxes

HELP

View Demos
Identity Theft
Telephone Contact List

Volunteer Tax Assistance (VITA)
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Career Opporunities
News
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Performance Measure
Mailing Address

MY ACCOUNT

Individuals
Assessors and County Directors
Businesses

Tax Professionals
Fiduciaries

CONNECT WITH US

FACEBOOK   TWITTER

YOUTUBE   FLICKR

INSTAGRAM   RSS FEED

Color: Use Secondary Web Refer to Section 3.0 on Color Groupings

NEW YORK STATE AGENCY GLOBAL NAVIGATION EXERCISES

In this Document

The objective of this document is to help agencies improve their navigation structure by offering recommendations for and best practices when designing their websites.

What you will find in this document:

- How to choose Global Navigation elements
- How to choose Global Footer elements
- Approach to Navigation

Global Navigation

The agency global navigation appears on every page of a website, and serves 2 functions:

- Allows users to switch to other important areas easily, no matter their current location

- Ensures that even users who don't enter through the homepage can quickly get a sense of what your agency does

Streamlining Your Global Navigation

Three global navigation variations were provided as part of the web guidelines. Agencies should aim to use the 5 links for their global navigation.

- **Horizontal Navigation 5**

Preferred
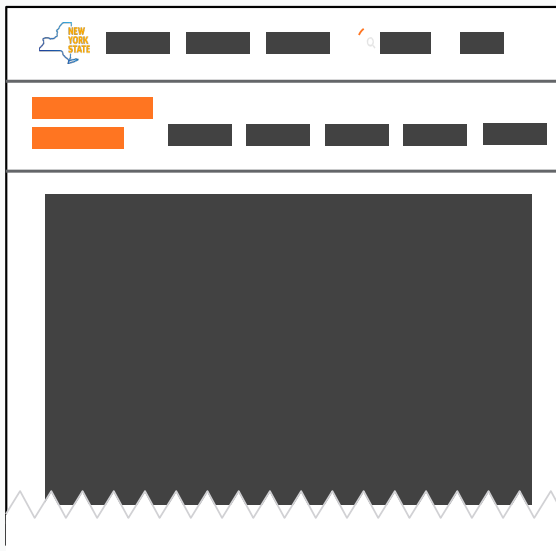
- Horizontal Navigation 7

- Vertical Navigation 7+
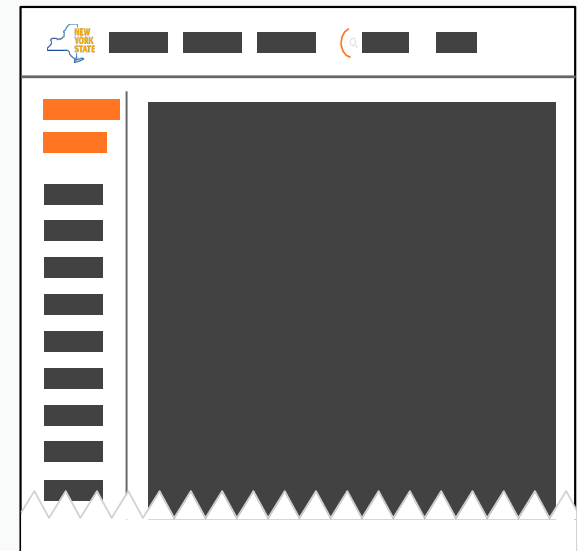
Balancing Storytelling and User Goals

In your global navigation you can showcase your agencies goals and services.

Is an opportunity to feature the breadth and depth of your content offerings.

Think of your organization goals.

Each word gives context to the destination. The collections of words tell a story about your agency.

A good global navigation gives a snapshot of the agency and how it helps constituents.
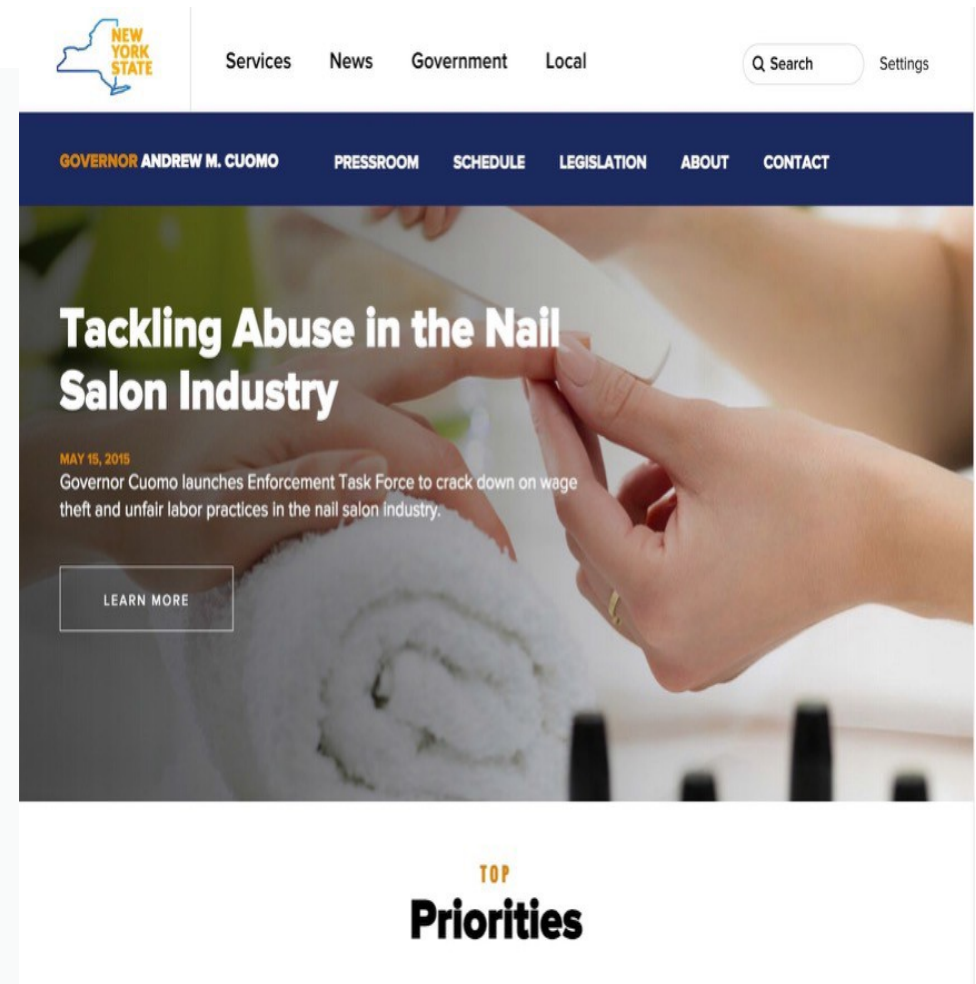
How to Choose Navigation Elements

These are some simple steps you need to take to choose and name your nav elements.

1. Use search query, analytics and google to understand why users visit your site

2. Define 3 user groups and for each group define why they come to the site for.

3. Cluster/prioritize goals. Organize a "tree test" or "card sorting exercise"

3. Be as explicit as you can in the space you have

4. Use action phrases for action links

5. Make the link meaningful and descriptive– not just "More"

6. Test your navigation elements

Universal and Global Navigation

Naming your elements should consider the universal navigation elements. Some alternative names we recommend you to use instead:

▼ **Services**

- What we do
- Our Services
- Information
- Assistance
- Benefits

▼ **News**

- Press Room
- What's New
- Announcements

▼ **Government**

- About Us
- Who we are

▼ **Local**

- Around you
- Community
- Neighborhood
- Regions

Drop-Down Navigation

Displays a list of navigation options in drop-down.

Avoid defaulting to sub navigation and not all your navigation elements should have sub navigation. You want to keep your site intuitive and easy to access.

Organize them with care, using well-chosen categories or a natural sorting order. Do a card sorting exercise or tree testing exercise.

Navigation Audit

An audit can help you prioritize and reorganize the links in your global navigation.

In a spreadsheet write each link on your global navigation on a row. Include sub navigation elements.

Assign the following value to each links according to the type of content:

- Essential: Absolutely necessary information.

- Standard: Common information to be found in your site.

- Supportive: Content that needs context and can be linked from other pages

The following exercise will help you prioritize your content and start identifying other navigation patterns.

Card Sorting Current Navigation

A research technique to help you evaluating your current global navigation.

- Write each link on your global navigation on a separate card. Include sub navigation links.

- Recruit participants. It is useful to have at least six.

- Shuffle the card deck so that all the participants don't get the same sequence of cards.

- The participants receive the stack of cards, and then sort them into piles on the table in front of them.

- Explain that they should attempt to group as many cards together as they reasonably can and that that there may well be 'unsortable' cards.

- Note which cards have been put together. Invite the users to give a name to each pile of cards ("how would you describe the cards in this pile?")

Tree Testing

A usability technique for evaluating the findability of topics in a website.

A list of task is created. A tree is presented to a user as a simple list of top-level topics.

They click down the tree one topic at a time. Each click shows them the next level of the tree: Once they click

to the end of a branch, they have 3 choices:

* Choose the current topic as their answer ("I'd find it here").

* Go back up the tree and try a different path (by clicking a higher-level topic).

* Give up on this task and move to the next one ("Skip this task").

This allows you to test success, speed and directness. This can be done with.

User Testing

Another way to continuously test your navigation is by using a third party user testing provider.

Set a list of task that are tied to your navigation.

Example: How would you find more about our agency?

Example 2: How would you find more about the transactions you can do in this site?

Define your demographic.

Launch your test. We recommend using usabiltytesting.com

You will get results within minutes.

Google Analytics

Data can help you determine your navigation elements.

Use the the following tools to:

1. Traffic: what is the most popular content

2. Keyword referrals: find what drives people to your site

3. Search Queries: See how users describe the content they are looking for
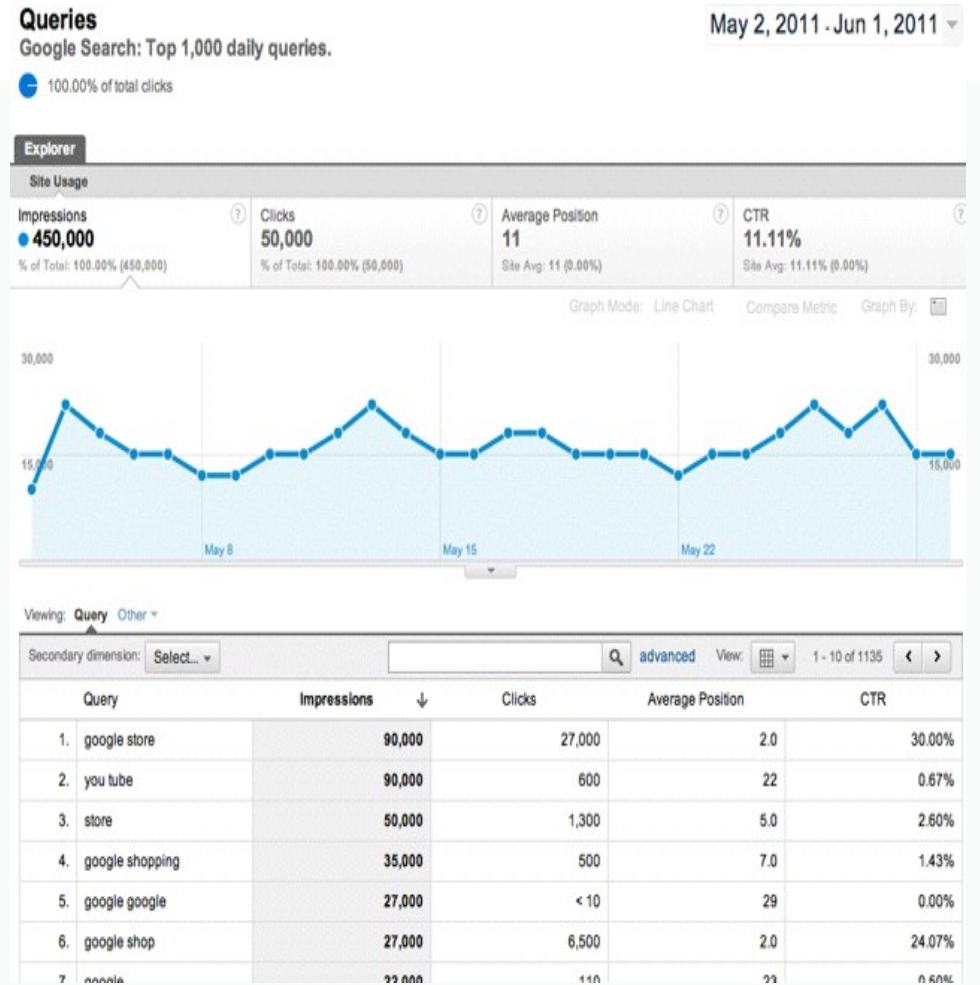
Tools to Help You Improve Your Navigation

There are affordable third party tools to help you improve your navigation.

1. Google Analytics

Tracks and reports website traffic including search queries and demographic information.

2. Chartbeat

A real-time web analytics company that allows you to see how people move across content.

3. Optimizely

Conduct A/B testing, multipage testing that may be used for making data-driven decisions.

4. Optimal Workshop

Remote usability testing tools - Card Sorting, Tree Testing and First Click Testing.

Global Footer

The agency global footer appears on every page of a website, and serves 2 functions:

- Supply just enough to show the overall site architecture
- Lead visitors to the most popular and needed pages within the site

The Global Footer

A footer design has been provided as part of the web branding guidelines. The next slides refer to best practices when selecting your footer elements.

- **Agency Footer**
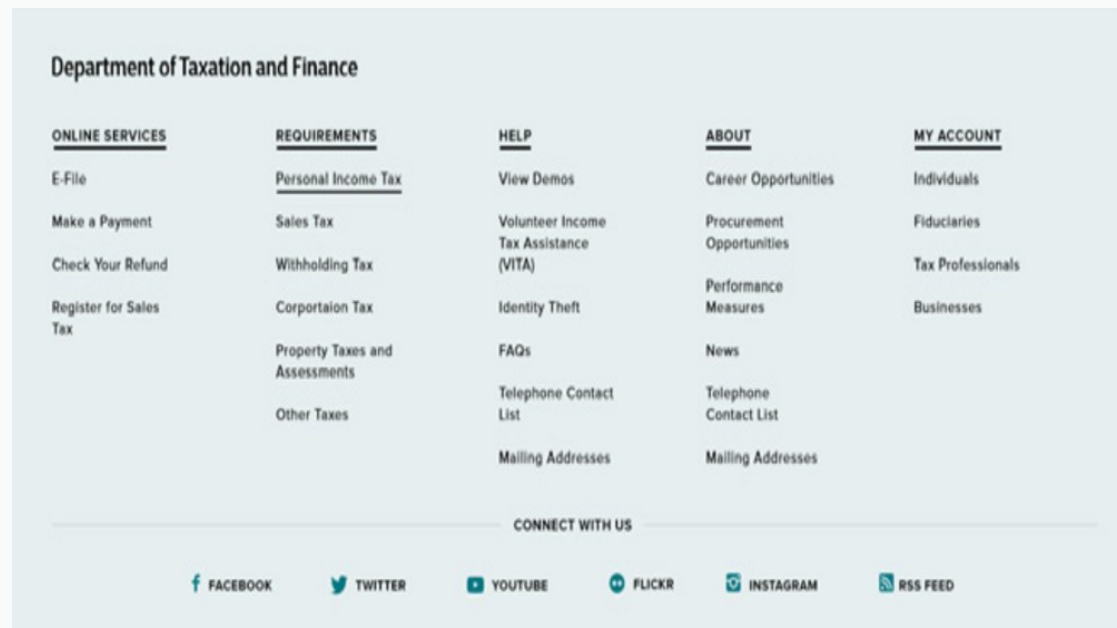
What Type of Links

There are two patterns when choosing your footer content.

1. Slim Footer: Provides high level navigation, legal information, privacy policy and social links

2. Sitemap Footer: Provides a mini version of your site and your social links.

How to choose your footer

If you are site is no more than 50 pages we recommend using the slim footer.

If your site is more than 50 pages we recommend using the fat footer.
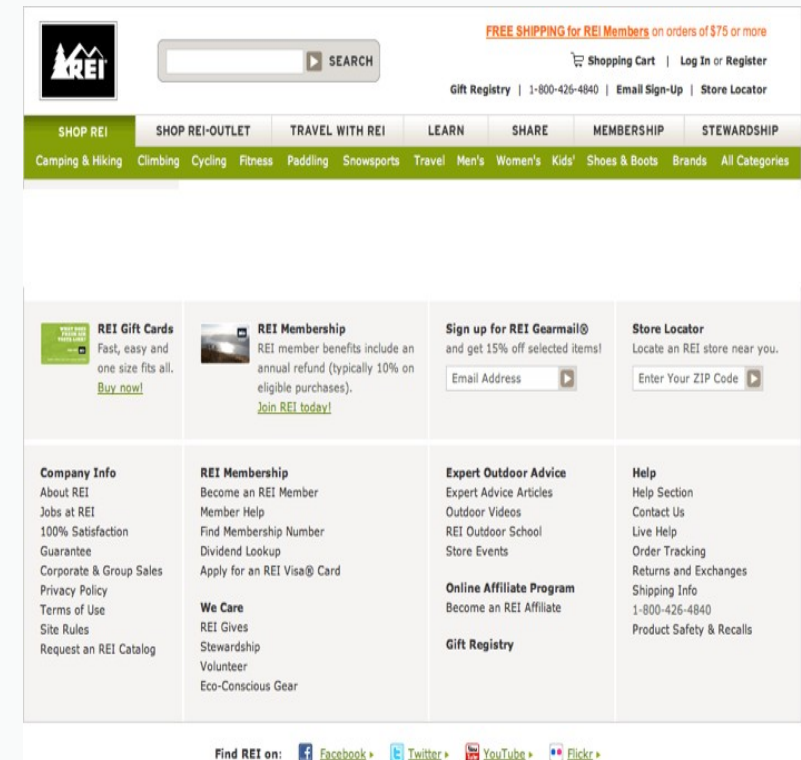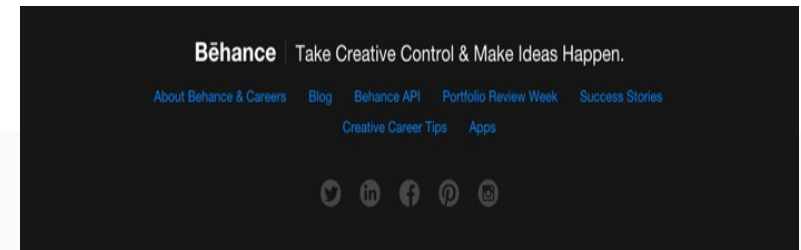
What to Include in Your Footer

The following are questions to ask your self when choosing your footer links.

What does my user expect to see here?

What is the next logical step in the user journey?

What questions are my secondary or tertiary users still asking at the bottom of the site?

How can I continue the experience beyond the content on this page?

Other Navigation Tools

Navigation is a system to help users orient themselves within your site. Is not limited to your global navigation.

Your navigational system should:

Work as a group of tools

Be updated constantly based on testing, feedback and site analytics

Context

Sites have become more complex. Users come to your site with a goal in mind.

Your visitors don't use your global navigation as their main tool to explore content. There are other ways your visitors are exploring your site:

1. The primary way users explore content is via search.

2. The second main tool for users to explore is in-page navigation.
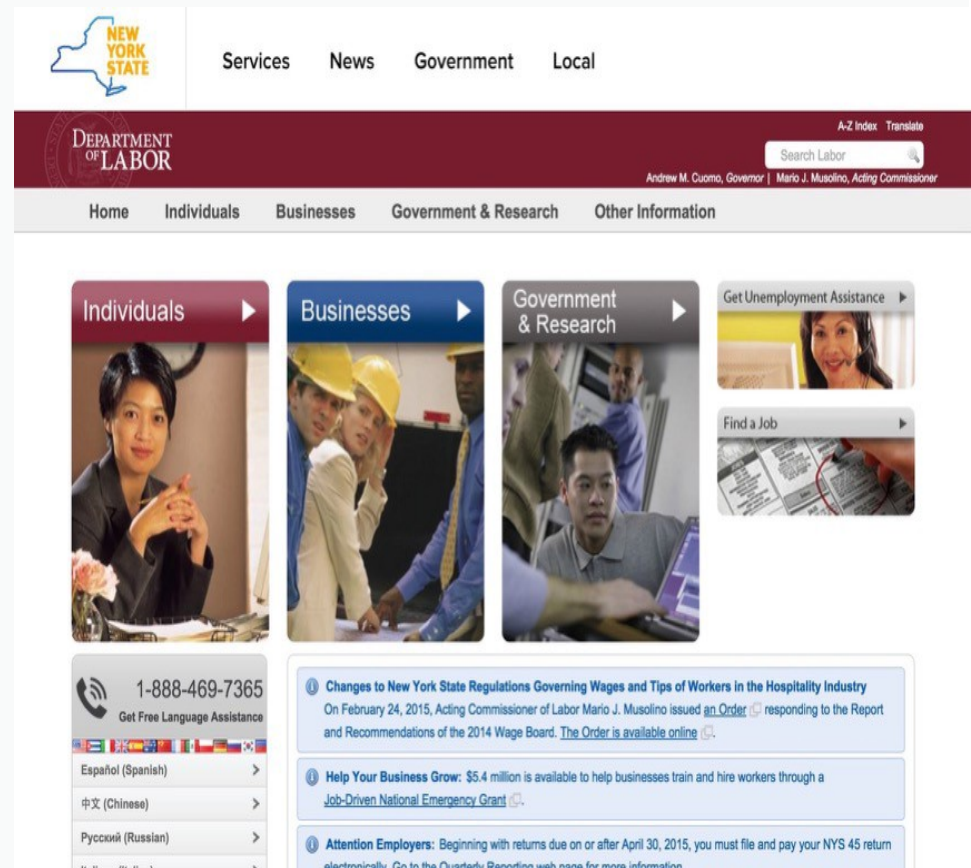
From the Middle

Navigating from the middle of the page, within the content,is a more effective way to explore content.

Think of the user who is reading the content. Why are they in this page? What will they be interested or useful in finding next? Building bridges from your content. Some modules or widgets that can be used inside the page are:

Most popular Quick Links

Related Breadcrumbs

Search Topic Panel

Utility/Tools Panel

Most Popular

Promote the most popular pages on your site with a dynamic module.

Users with little time to browse are looking for a quick result and trust in the community. A dynamic module lowers the effort needed for decision making.

Third party tools present an opportunity to show the most popular content on your site based on page visits.

Position it before, in between or at the end of an article. This module/widget can also be positioned as a sidebar to your landing page.

Related

Show similar or related content to help the user find more items that are similar to what they're currently viewing.

A user wants to browse similar content if the current content isn't exactly what they're looking for or they simply want more.

These modules can be dynamically curated via rules in your CMS or your team can manually choose related content.

Position before, in between or at the end or an article.

Quick Links

Curate links that are the most accessed within your site.

It is not recommended to include in all the pages of your site. Some uses for quick links are:

-Customizable links that users can add and edit

-Popular content

-Very important tools and content

-Content that is known to be difficult to find.

Breadcrumbs

The user needs to know their location in the website's hierarchical structure in order to browse back to a higher level in the hierarchy.

Use when the user is most likely to have landed on the page from an external source. For instance from a search engine.

Each element should be a link to a section. The elements should be different on each page.

Usually positioned below the global navigation. Above the main content.
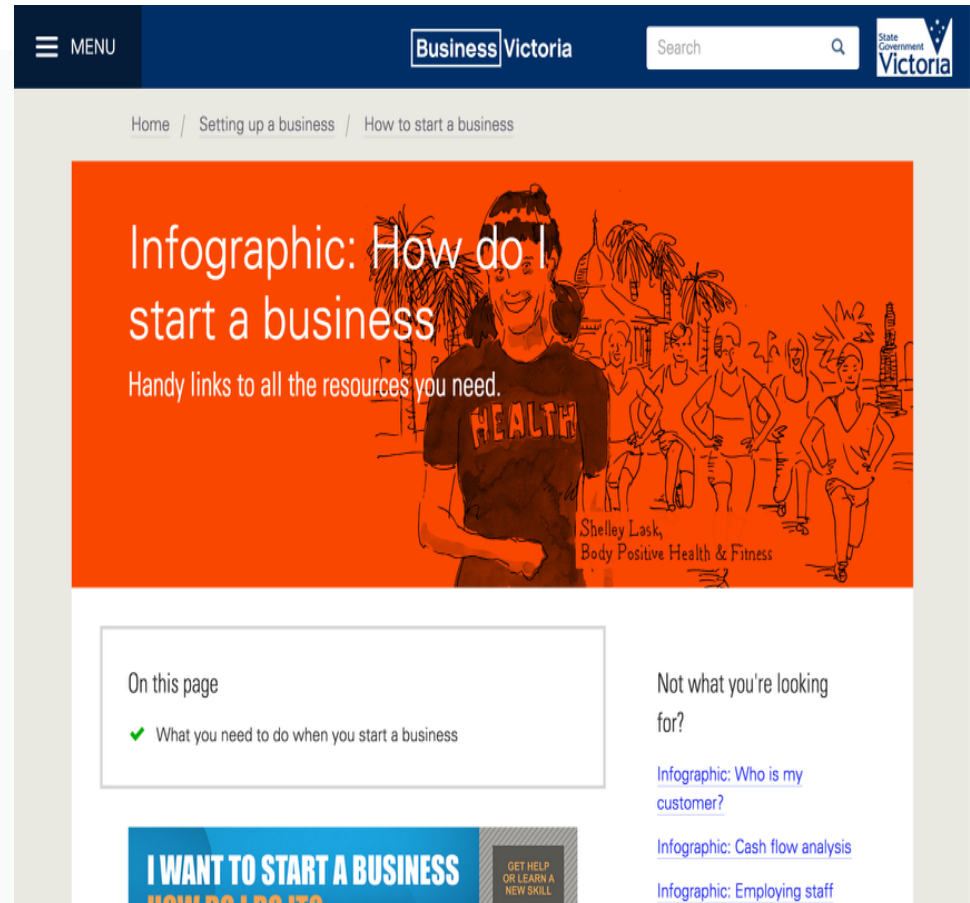
Search

Users come to the site with a specific goal in mind and user search to find content.

The Universal Navigation has a search element. By default this search box does a local search in the global site. For this reason your agency does not need to include search within the global navigation.

In some **exceptions** search is not integrated within the universal navigation.

We recommend to place the search box as a page element outside of the global navigation.
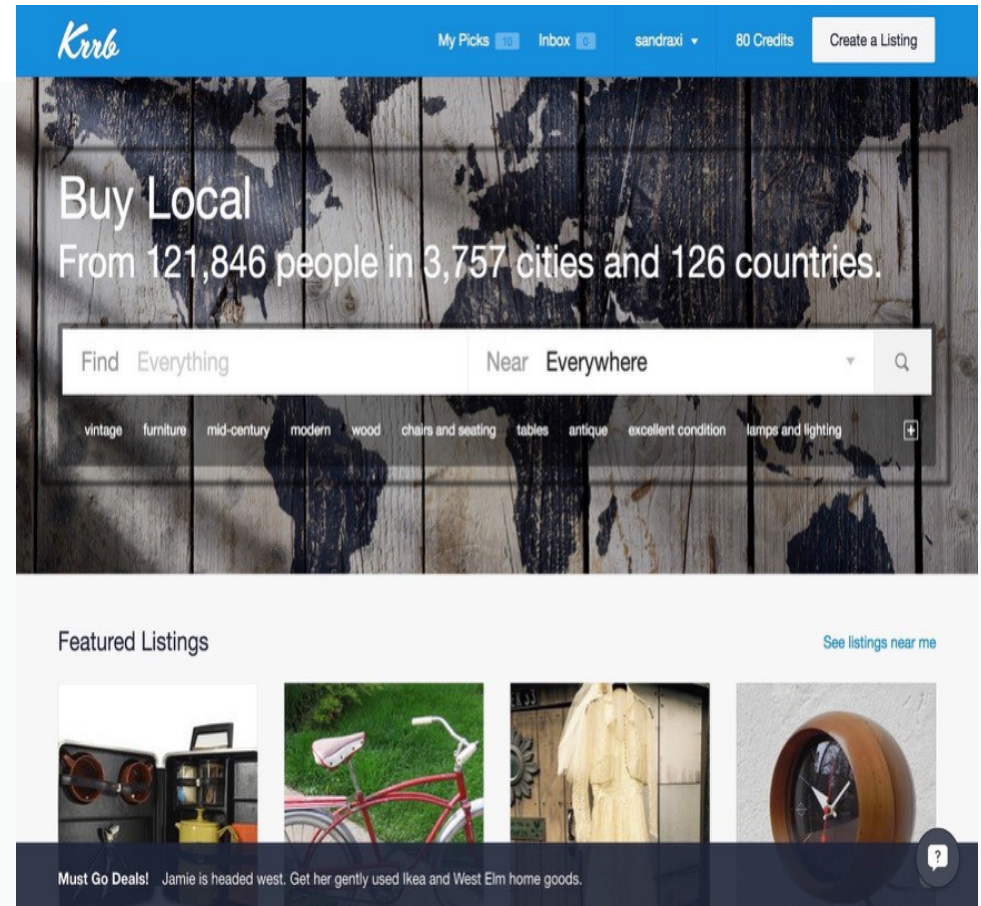
Utility Tool

Utility tools should be part of the global navigation when sites have account access or additional tools that need to be available in every page.

1 Utility Link:

Use one nav element in the global navigation.
Example: My Account

More than 1 Utility Link:

Group in one global navigation element. A user hovers on element and can access more utility links. Example: Tools