

DSHS Web Products Style Guide

This style guide applies to all DSHS web sites and web-based products. The guide explains design guidelines and best practices to ensure that DSHS sites and applications maintain a unified look and feel, and are accessible to users of varying abilities in accordance with the Texas Administrative Code.

Required:

Accessibility Standards

Web pages and Web applications must meet state and federal accessibility requirements. See the [HHS Accessibility Center page](#) for requirements, links, testing, and training information.

The following information must be included on every web page and application log-in page:

Logo

This is the version we use on the Web:



The logo must link back to the DSHS home page.

The DSHS logo must be used in its entirety. It may not be taken apart, changed in proportion, compressed, extended, slanted, distorted, animated, or have the relationship of combined elements changed. For more detailed information, see the [DSHS Logo Usage Guide](#).

For other questions about logo usage contact the [DSHS Communications Unit](#).

Contact Information

All pages should provide program-specific contact information to allow users to ask questions and give feedback. This can be a link to a separate contact page.

Policy Links

Any web product must include links to the DSHS homepage and to a site policies page. The DSHS policy page may be found at www.dshs.state.tx.us/policy.shtm. If the DSHS policies are not sufficient/relevant to the site or application, the program must develop their own policy that will cover their specific issues. At a minimum, Web products must include the following: DSHS Accessibility Policy, a copyright disclaimer, file viewing information, contact information, a linking policy, and a privacy policy.

To be included when technologically possible

Some off-the-shelf applications may not allow editing of all the items below, but whenever possible programmers should strive to adhere to DSHS graphic standards. This creates a better overall user experience.

Header

The DSHS website uses a header that consists of the following elements:

- DSHS logo in upper left corner – the logo is also a link back to the DSHS home page
- Blue banner (#496FAB, height: 26px) with global navigation links in white

Text

The DSHS website uses two fonts, Trebuchet and Verdana. Trebuchet is used in global navigation, primary navigation, and headings. Verdana is used in body text. If these specific fonts are not available, a suitable replacement with equal readability may be used.

The font colors on the website are as follows:

- Body text: #3D3D3E
- Links – Normal: #42649B (no underline)
 - Hover: #B92639
 - Visited: #425E1A
- Left Nav: #42649B

Use semantic markup for headings (h1, h2, etc.), tables, and other page elements as required by accessibility standards.

Do not underline text. Underlines should only indicate links. Use italics or bold for emphasis.

Do not use all caps for titles or headings.

Font Size: Fonts are sized in em units. If the user has their default font size set to 12 points (the default for most users), then the em is based off of 12 point type (1em = 12 points). Using ems for measurement allows the user to scale the type size as they need to for legibility and accessibility.

- H1 = 1.3em
- H2 = 1.25em
- H3 = 1.15em

Graphics

Choose graphics that provide information, navigation, or visual organization, or serve some other obvious purpose.

Do not use copyrighted images without permission. Do not copy images from the Internet and use them without permission.

Use gif format for simple graphics; use jpg for other graphics and photos.

Reduce the file size of graphics as much as possible while retaining visual quality.

Clip art should not be used. Clip art adds unnecessary clutter to Web pages. This includes icons for pdf or print versions of documents.

Do not use a “New” graphic to denote the latest postings. Add a revision date instead. This will provide better information and will not become quickly outdated.

Do not use graphics to display text. This includes headings and photo captions.

Do not have rollovers on images.

Do not use rotating or animated images.

Specific restrictions apply to the use of photos of DSHS staff and other persons on the Internet. Contact [Web Services](#) for more details.

Additional Information

For other questions about style, graphics or design issues, contact the [DSHS Communications Unit](#). For technical assistance, contact [DSHS Web Services](#).