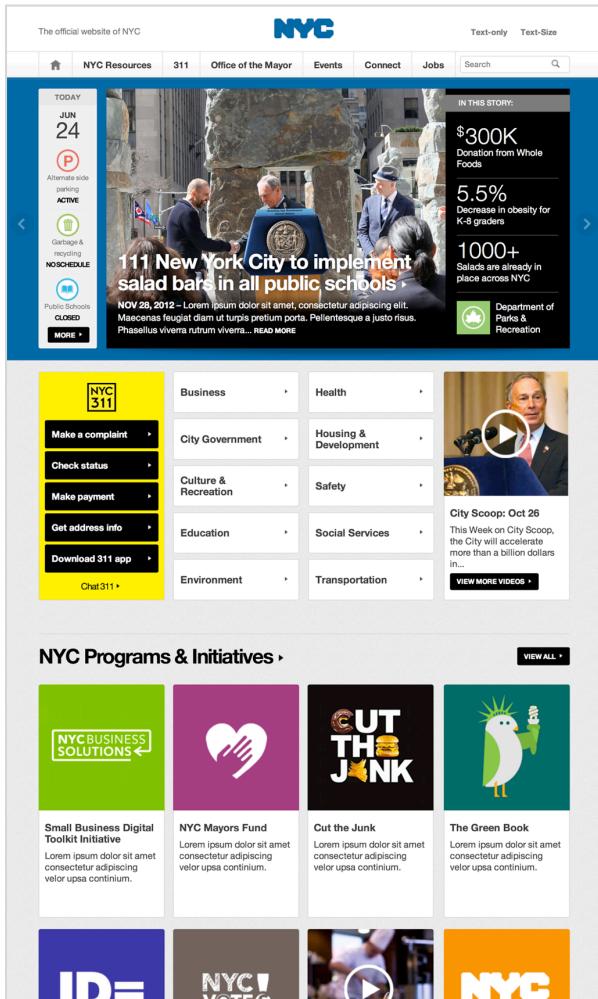




Fast, direct and helpful



Concept: Fast, direct and helpful

Core functions:

1. Serve people's needs
2. Keep people informed

Design and Content Strategy

- Make it easy to find things
- Prioritize important content and tasks
- Map site structure around user needs, not government organization
- Communicate effectively
- Provide services efficiently
- Evolve continuously through metrics
- Be accessible to all users, on all devices
- Unify the user experience and establish the NYC.gov brand across agencies/initiatives
- Set the category standard for best-practices usability and design
- Inform site visitors about City initiatives
- Demonstrate the City's commitment to customer service and transparency

Editorial Voice and Tone

The City of New York prides itself on the services it provides to residents and visitors. The tone of NYC.gov must be consistent and reflect the high standards for these services.

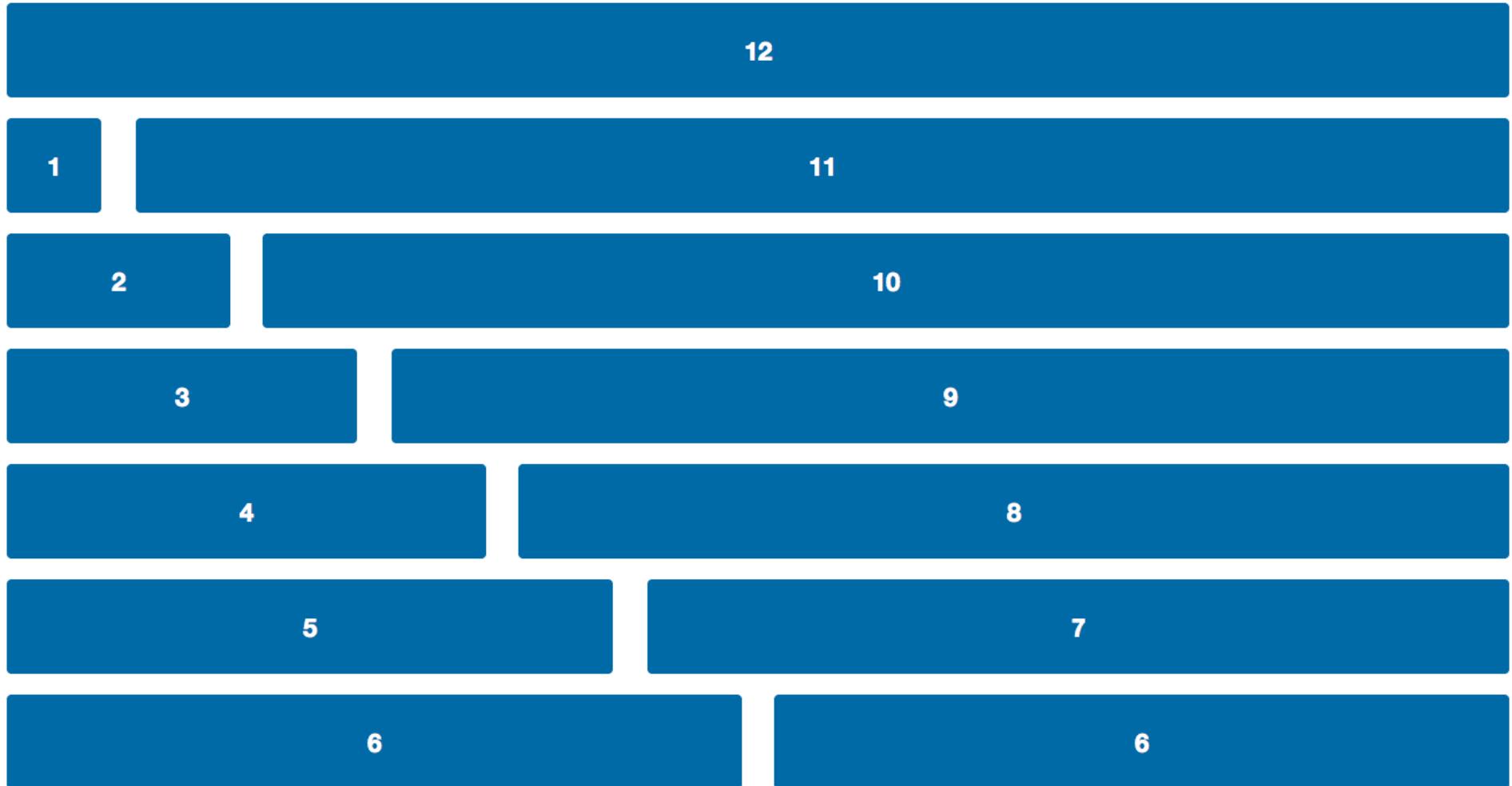
The tone of NYC.gov is respectful, helpful and informative.

RESPECTFUL: Think about being warm, engaging, sincere and respectful. If the website could speak, would a user want to engage in a conversation?

HELPFUL: Think about replicating the best customer service. Be patient, be sensitive to the user's situation, be supportive, and be willing to provide assistance.

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

Grid: General



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

Grid: Typical Layout Patterns

Sidebar Navigation
3

Main Content

9

Sidebar Navigation
3

Main Content

6

Related Items
3

Feature A
3

Feature B
3

Feature C
3

Feature D
3

Button X
4

Button Y
4

Button Z
4

Layout and Grid Examples

The official website of NYC

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

[Translate](#) | ▾ [Text-only](#) [Text-Size](#)

All Categories **Education**

Public schools & programs ▾
Enrollment, transfers, special programs, administration, tests, and school performance.

Private & alternative schooling ▾
Private and parochial schools, home schooling, and Vocational and Educational Services for Individuals with Disabilities.

Public schools & programs ▾
Enrollment, transfers, special programs, administration, tests, and school performance.

College ▾
Higher education, preparation and savings programs, and scholarships.

College ▾
Higher education, preparation and savings programs, and scholarships.

Top Requests

- 1 Find your public school & district
- 2 Find your child's bus stop
- 3 Find immunization Locations
- 4 How to enroll your child
- 5 Find your public school & district

Category page

The official website of NYC

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

[Text-only](#) [Text-Size](#)

TODAY
JUN 24
Alternate side parking ACTIVE
Garbage & recycling NO SCHEDULE
Public Schools CLOSED
[MORE >](#)

NOV 28, 2012 – [\\$300K Donation from Whole Foods](#)
5.5% Decrease in obesity for K-8 graders
1000+ Salads are already in place across NYC
 Department of Parks & Recreation

IN THIS STORY:

111 New York City to implement salad bars in all public schools
NOV 28, 2012 – [Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas feugiat diam ut turpis pharetra. Pellentesque a justo risus. Phasellus viverra rutrum viverra... READ MORE](#)

Business • **Health**
City Government • **Housing & Development**
Culture & Recreation • **Safety**
Education • **Social Services**
Environment • **Transportation**

City Scoop: Oct 26
This Week on City Scoop, the City will accelerate more than a billion dollars in... [VIEW MORE VIDEOS >](#)

NYC Programs & Initiatives ▾

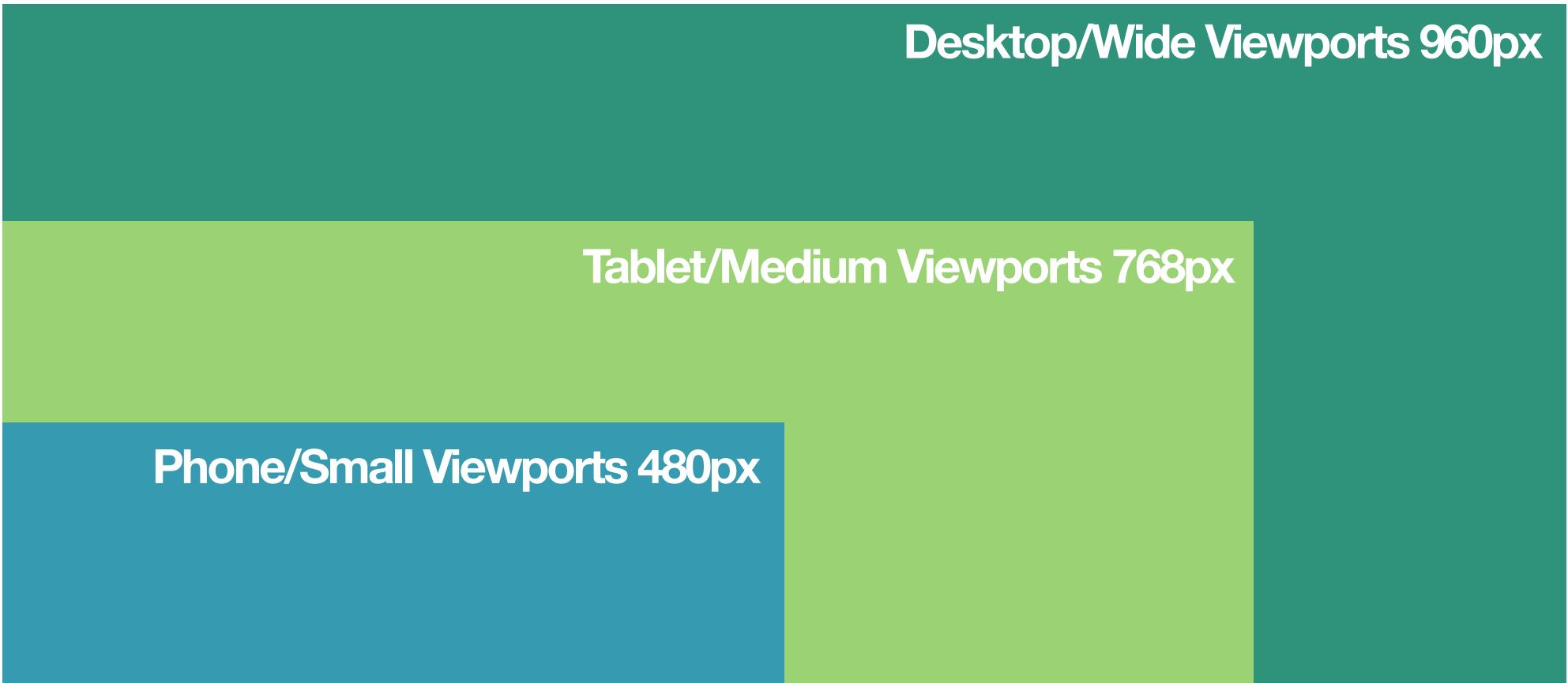
NYC Business Solutions Small Business Digital Toolkit Initiative Lorem ipsum dolor sit amet, consectetur adipiscing velor ipsa continuum.	NYC Mayors Fund Lorem ipsum dolor sit amet, consectetur adipiscing velor ipsa continuum.	Cut the Junk Lorem ipsum dolor sit amet, consectetur adipiscing velor ipsa continuum.	The Green Book Lorem ipsum dolor sit amet, consectetur adipiscing velor ipsa continuum.
ID=	NYC Votes		

Home page

Responsive Breakpoints

NYC.gov is fully responsive and displays properly on all devices and viewport widths.

Some components have custom displays at custom widths,
instead of or in addition to the general breakpoints.



Desktop/Wide Viewports 960px

Tablet/Medium Viewports 768px

Phone/Small Viewports 480px

Responsive Flow

Header/Navigation

Hero Vignette

311

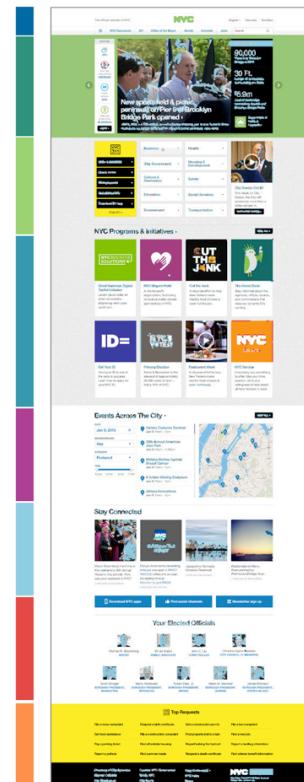
Programs & Initiatives

Local Events

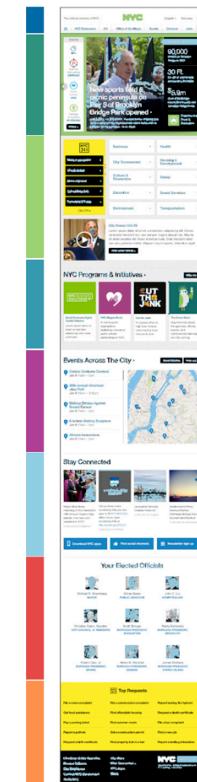
Stay Connected

Elected Officials

Footer



Desktop



Tablet



Phone

Site Colors



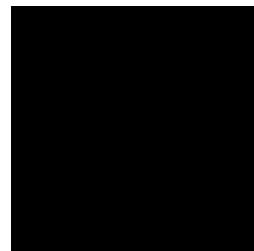
0a5796

10,87,150



1771b7

23,113,183



000000

0,0,0



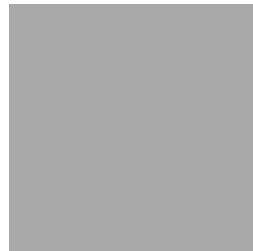
333333

51,51,51



666666

102,102,102



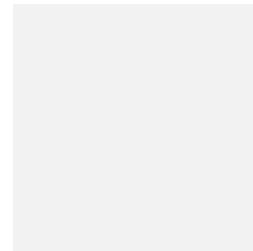
999999

153,153,153



cccccc

204,204,204



efefef

239,239,239

Accent Colors



51575c

81,87,92



91604e

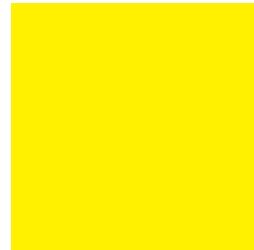
145,96,78



c8b994

200,185,48

NYC 311 Yellow



fff200

255,242,0



fb7d3f

251,125,63



dd363a

221,54,58



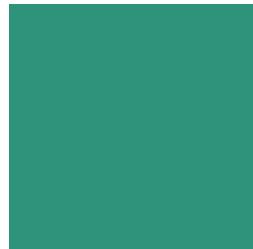
2d89a0

45,137,160



8ccd61

140,205,97



288369

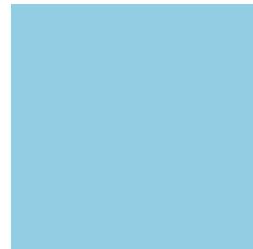
40,131,105

Standard NYC Blue



0a5796

10,87,150



81c3de

129,195,222



9f2882

159,40,130

Typography: Text

Base font is 16px / 20px
 Helvetica Neue. Text color is
 dark gray, hex #333333 or
 rgb(51,51,51).

Lorem ipsum dolor sit amet,
 consectetur adipiscing elit.
 Quisque ac lacinia est. Inter
 eget bibendum ipsum.

```

font-family: "Helvetica Neue", Helvetica, Arial, sans-serif;
font-size: 16px;
line-height: 20px;
color: #333333;

```

The official website of NYC

CUNY Young Adult Program

The CUNY Young Adult Program (CYAP) is a partnership of three CUNY colleges that offer a customized skills training program. The program serves people ages 18-24 who have a high school diploma or GED and want to get professional job training. To sign up for the program, you cannot currently be working or attending school.

Kingsborough Community College provides Food Service Operations Training and Hospitality Operations and Management.

List of NYC agencies

TOPICS	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
<input checked="" type="checkbox"/> All Topics	A Administrative Justice Coordinator, Office of (OATH) The NYC Department for the Aging (DFTA) works provides needed programs and essential services for seniors throughout the five boroughs. VISIT SITE
<input type="checkbox"/> Social Services	Administrative Trials and Hearings, Office of Adult Education, Mayor's Office of Aging, Department for the (DFTA) Anti-Graffiti Task Force, Mayor's
<input type="checkbox"/> Education	
<input type="checkbox"/> Transportation	
<input type="checkbox"/> Public Safety	
<input type="checkbox"/> Health	B Board of Elections Brooklyn Bridge Park

Typography: Headings

h1 Heading 1 39px

h2 Heading 2 36px

h3 Heading 3 24px

h4 Heading 4 18px

h5 Heading 5 16px

h6 Heading 6 12px

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



Navigation: Global

Desktop

The official website of NYC

NYC

Text-only Text-Size

Home NYC Resources 311 Office of the Mayor Events Connect Jobs Search

Top Requests

File a noise complaint	Get food assistance	Pay a parking ticket	Pay a parking ticket
File a noise complaint	Get food assistance	Pay a parking ticket	Pay a parking ticket
File a noise complaint	Get food assistance	Pay a parking ticket	Pay a parking ticket
File a noise complaint	Get food assistance	Pay a parking ticket	Pay a parking ticket

Directory of City Agencies Contact NYC Government City Employees
Contact NYC Government Notify NYC City Store
Stay Connected NYC Apps Maps

NYC Search

City of New York © 2013 All Rights Reserved
Privacy Policy. Terms of Use

Phone

The official website of NYC

NYC Resources

311

Office of the Mayor

Events

Connect

Jobs

NYC Top Requests

File a noise complaint

Get food assistance

Pay a parking ticket

Pay a parking ticket

File a noise complaint

Directory of City Agencies Contact NYC Government



Navigation: Subnav

Desktop

The official website of NYC

NYC

Translate | Text-only | Text-Size

NYC Resources 311 Office of the Mayor Events Connect Jobs Search

Categories Agencies Programs

A directory of NYC resources organized by category

Business ›

Business assistance Licenses & permits Consumer protection Consumer complaints
Personal finance Taxes Consumer complaints Personal finance
Taxes

Phone

NYC

Categories Agencies Programs

A directory of NYC resources organized by category

Business +

City Government +

Education +

Filters

FILTER BY CATEGORY ▾
FILTER BY DATE ▾
Jun 27, 2013 ▾ TO Jun 27, 2013 ▾
FILTER BY TYPE ▾
 All
 Press Releases
 Statements
 Executive Orders
 Images
 Audio
 Video

Displaying 1-10 of 107 news stories

Door-to-door Outreach Effort Expanded
Feb 13, 2013
LONG voluptatem aut et eum et officiis animi doloremque sunt ratione Tempore id sint repudiandae Dignissimos magnam consequatur voluptatem qui corporis facere aliquam ut porro fugit nemo 111Aut voluptatem aut et eum et officiis animi doloremque sunt ...

Odd-even License Plate System for Gasoline Purchases Extended
Feb 13, 2013
LONG voluptatem aut et eum et officiis animi doloremque sunt ratione Tempore id sint repudiandae Dignissimos magnam consequatur voluptatem qui corporis facere aliquam ut porro fugit nemo 111Aut voluptatem aut et eum et officiis animi doloremque sunt ...

Update on City Recovery and Assistance Operations
Feb 13, 2013
LONG voluptatem aut et eum et officiis animi doloremque sunt ratione Tempore id sint repudiandae Dignissimos magnam consequatur voluptatem qui corporis facere aliquam ut porro fugit nemo 111Aut voluptatem aut et eum et officiis animi doloremque sunt ...

Door-to-door Outreach Effort Expanded
Feb 13, 2013
LONG voluptatem aut et eum et officiis animi doloremque sunt ratione Tempore id sint repudiandae Dignissimos magnam consequatur voluptatem qui corporis facere aliquam ut porro fugit nemo 111Aut voluptatem aut et eum et officiis animi doloremque sunt ...

Sidebar

Home About the Depa

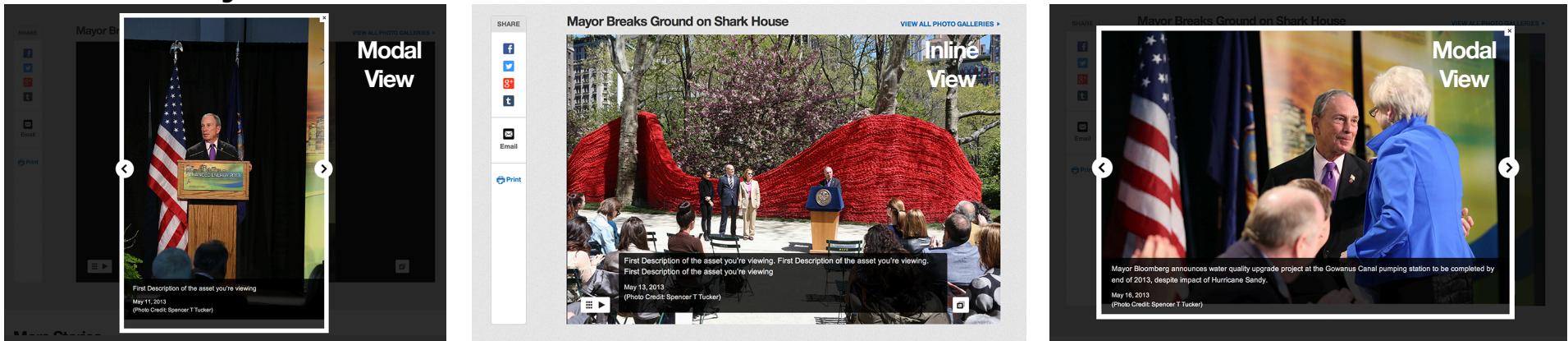
Commissioner's message
Commissioner's column
About the logo
Sanitation in history
Commemorative items
Organization chart

Images: Photo Gallery, Hero

Hero: The main image/content area on a page



Photo Gallery



Images can be horizontal or vertical. Horizontal is strongly recommended for Hero display. There is no pixel size limit but images should be optimized for both display quality and site performance.

Images: Feature/Program and Stay Connected

FILTER BY TOPIC

- All Topics
- Social Services
- Education
- Transportation
- Public Safety
- Health
- Environment
- Culture & Recreation
- Business
- Housing & Development
- City Government

**FASHION'S
NIGHT
OUT**

**NYCBUSINESS
SOLUTIONS**

Small Business Digital Toolkit Initiative
voluptatem aut et eum et officiis animi doloremque sunt rati...

**CUT THE
JUNK**

Cut the Junk
A city-wide effort to help New Yorkers make healthy food choices...

The Green Book

Stay informed about the agencies, offices, boards, and commi...

[LEARN MORE](#)

Fashion's Night Out in New York City

Fashion's Night Out (FNO) is an unprecedented global initiative originally created in 2009 to celebrate fashion, restore consumer confidence and boost the industry's economy during the recession.

Stay Connected



Mayor Bloomberg marching in this weekend's 49th Annual Hispanic Day parade. How was your weekend in NYC?

3 HRS AGO ON FACEBOOK



NYC Mayor's Office
@nycgov

Did you know some ice-skating rinks are now open in #NYC? @NYCGOV offers info on open ice-skating rinks at <http://on.nyc.gov/RH2Jf>

2 HRS AGO ON TWITTER



Jacqueline Kennedy Onassis Reservoir

13 HRS AGO ON TUMBLER



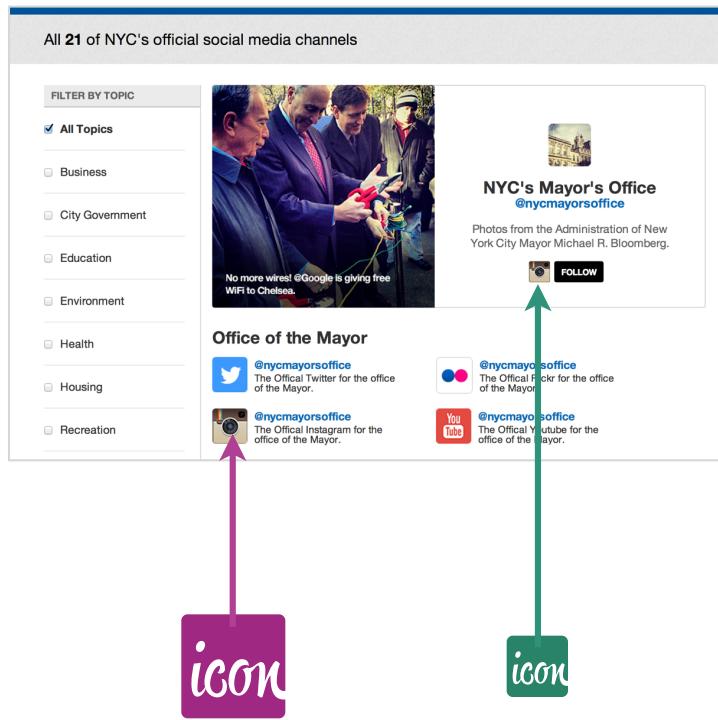
#statenisland #ferry
#newyorkharbor
#VerrazanoBridge #nyc
#sunset #architecture

8 HRS AGO ON INSTAGRAM



480px square
One image works
for all positions
and displays

Images: Social Media Icons



Two images
50px square
30px square
3px border radius

Forms, Buttons and Links

* Indicates required fields.

FIRST NAME *	LABEL NAME *
<input type="text" value="Type something..."/>	<input type="text" value="Type something..."/>
Invalid Entry.	
FIRST NAME	LABEL NAME
<input type="text" value="Type something..."/>	<input type="text" value="Type something..."/>
Invalid Entry.	
FIRST NAME	LABEL NAME
<input type="text" value="Type something..."/>	<input type="text" value="Type something..."/>
Invalid Entry.	
FIRST NAME	LABEL NAME
<input type="text" value="Blue"/>	<input type="text" value="Type something..."/>
Invalid Entry.	
FIRST NAME	LABEL NAME
<input type="text" value="Type something.."/>	<input type="text" value="Type something.."/>
Invalid Entry.	
<input type="checkbox"/> I would like to remain anonymous. <input type="checkbox"/> My contact information is as follows:	
FILE UPLOAD	
<input type="button" value="Choose File"/> no file selected	
(Please limit your message to 150 words or less - exceeding this limit may prohibit access to the submit button.)	
<div style="border: 1px solid #ccc; height: 200px; width: 100%;"></div>	
<input style="background-color: #0070C0; color: white; padding: 5px; margin-right: 10px;" type="button" value="SAVE CHANGES"/> <input style="background-color: black; color: white; padding: 5px;" type="button" value="RESET"/>	

Public schools & programs ▾

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

Business ▾

[Business assistance](#)

[Personal finance](#)

[Taxes](#)

[Licenses & permits](#)

[Taxes](#)

[Consumer protection](#)

[Consumer complaints](#)

▲ NOT IN SERVICE

■ PARTIALLY AFFECTED

● NORMAL SERVICE

▲ Subway, bus, & commuter rail service

DELAYED

[MORE INFO ▾](#)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A

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

B

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

[Download the 311 app](#)

[Find social channels](#)

[Newsletter sign up](#)