Administrative Policy No. 15.18.01

Subject: Content and Visual Design Standards for Internet Websites and Public-Facing Web Applications

Information Contact: Office of Communications
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Authorizing Source: Office of the Secretary
Senior Director, Office of Communications

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Approved By: Original signed by Lori Melchiori
Senior Director, Office of Policy and Rules

Purpose

This policy provides direction for the design, style and type of content displayed on DSHS websites and public-facing web applications. It ensures consistency throughout the DSHS suite of websites and web applications that are accessible by the general public, maintains a high standard of quality that will best serve our clients and stakeholders, and protects the DSHS brand and institutional reputation.

Scope

This policy applies to all websites and public-facing web applications operated by DSHS.

Policy

The design, visual style, and type of content throughout the website and public-facing web applications will comply with the DSHS Style Guide.

Responsibility

A. The senior director of the office of communications or designee maintains content and visual design standards.
B. The senior director of the office of communications or designee maintains the DSHS Branding and Style Guide document. The senior director of the office of
communications or designee will resolve unspecified style issues.

C. The office of communications is responsible to establish and provide training and consultation to DSHS staff on the use of the DSHS Style Guide and web content and visual standards. Please contact any member of the office regarding consultations and training needs.

D. Program staff are responsible for complying with the DSHS branding standards and style.