



NJ Web Presence Guidelines

Branding and Usability Standards for Websites and Applications

The State of New Jersey Web Presence

The New Jersey Office of Information Technology, Digital Services Unit, has developed the NJ Web Presence Guidelines to provide State agencies the ability to create a NJ web presence with a consistent look, feel and function by utilizing clearly defined branding and standards. The guidelines are created keeping in mind usability best practices and website accessibility standards.

These guidelines will assist in the modernization of state government websites as stated in the enacted Chapter Law 392 also known as the [21st Century Integrated Digital Experience Act](#).

The goal of these guidelines is to help establish a user interface that is familiar to any person using a State of New Jersey website or application. Overall, this streamlined approach will help aid in a better user experience and build trust for New Jersey residents.

All websites built using these guidelines should be:

Mobile-friendly/Responsive - Responsive web design is an approach which makes web pages render well on a variety of devices and screen sizes. Each web page, site, and service shall be configured in such a way that it can be navigated, viewed, and accessed on a smartphone, tablet computer, or similar mobile device.

Accessible – accessible to individuals with disabilities in accordance with [Section 508](#). The [Web Content Accessibility Guidelines](#) (WCAG) 2.0 Level AA, shall be the accessibility standard for the web pages, sites, and services of all State agencies.

Design Principles

Along with using these guidelines, the following design principles should be used to support a better user experience.

Design around user needs and not bureaucratic silos

Use evidence-based data-driven analysis to present the information your audience needs. Perform research to understand your audience using different techniques:

- Analytics
- User testing
- Personas and journey mapping

Voice should be authoritative and in plain English

- Avoid use of acronyms
- Get your message across with the least amount of text
- Writing should be easy to understand

Further Reading Resources

- [U.S. Web Design System - Design principles](#)
- [Nielsen Norman Group - 10 Usability Heuristics for User Interface Design](#)
- [Nielsen Norman Group - Analytics & Metrics Articles & Videos](#)
- [Nielsen Norman Group - User Testing Articles & Videos](#)
- [Nielsen Norman Group - Personas Articles & Videos](#)
- [Nielsen Norman Group - Writing for the Web Articles & Videos](#)
- [Nielsen Norman Group - Content Strategy Articles & Videos](#)

Other Modernization Efforts

Other modernization efforts should include:

When possible, provide a personalized/customized digital experience.

For example, if a website or application allows the ability for a user to log in and save information, that information can be used to prepopulate any form fields in advance.

Transition from paper to digital transactions between residents and government.

Any paper based form that is related to serving the public should be made available in a digital format.

Transactions should always be provided through a secure connection.

A secure connection safeguards any sensitive data that is being sent between two systems, preventing criminals from reading and modifying any information transferred, including personal identifiable information.

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Header and Footer

Desktop View Port

Global State of NJ Header

- Background color #363636
- State Seal (Link to NJ.gov)
- Official Site of the State of New Jersey (Link to NJ.gov)
- Gov and Lt. Names
- Links to: NJ.gov, Services, Agencies, FAQs, Translate, Search

Header

- Agency/Program name (Link to Homepage)
- Logo (Link to Homepage)

Navigation menu bar

- Color choice optional

Social media icon

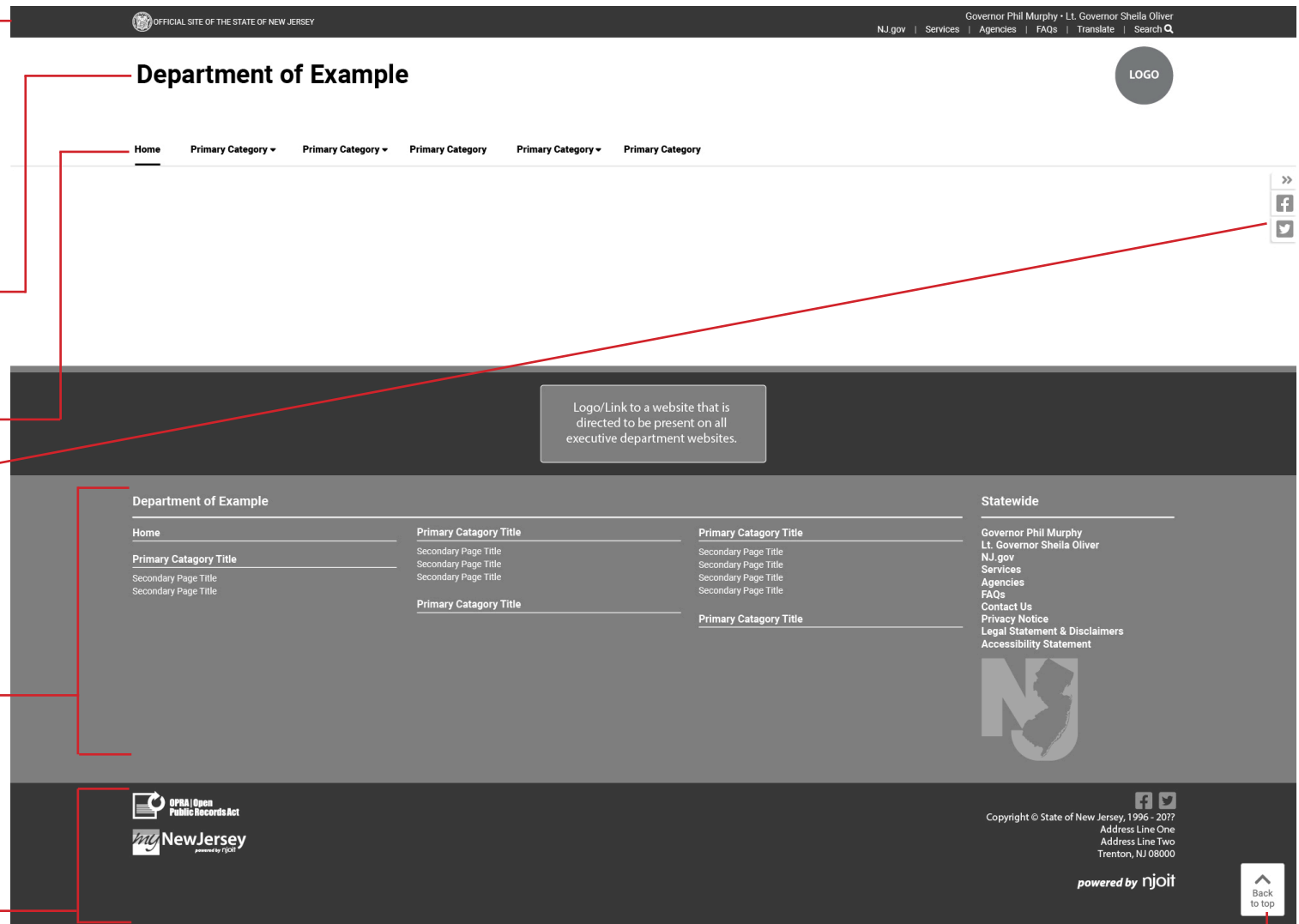
- Placement on right, sticky, vertical alignment
- Rollover will display icons in the branding color of the social media icon

Footer

- Agency/Program name
- Primary and secondary links from navigation menu
- Statewide links
- Digital State of NJ logo

Global State of NJ Footer

- Background color #363636
- OPRA logo and link
- MYNJ logo and link
- Repeat social media icons
- Copyright and dates
- Agency address
- powered by njoit logo if build in content management tool offered by njoit link to: <https://tech.nj.gov>



Note: Colors should always be high enough contrast to meet AA standards <https://webaim.org/resources/contrastchecker/>

Note: Back to top arrow will appear when the user starts to scroll down.

Identity

Header and Footer

Tablet and Phone View Ports

Global State of NJ header

- Color #363636
- State Seal
- Official Site of the State of New Jersey
- Links to: Translate & Search



Navigation menu bar

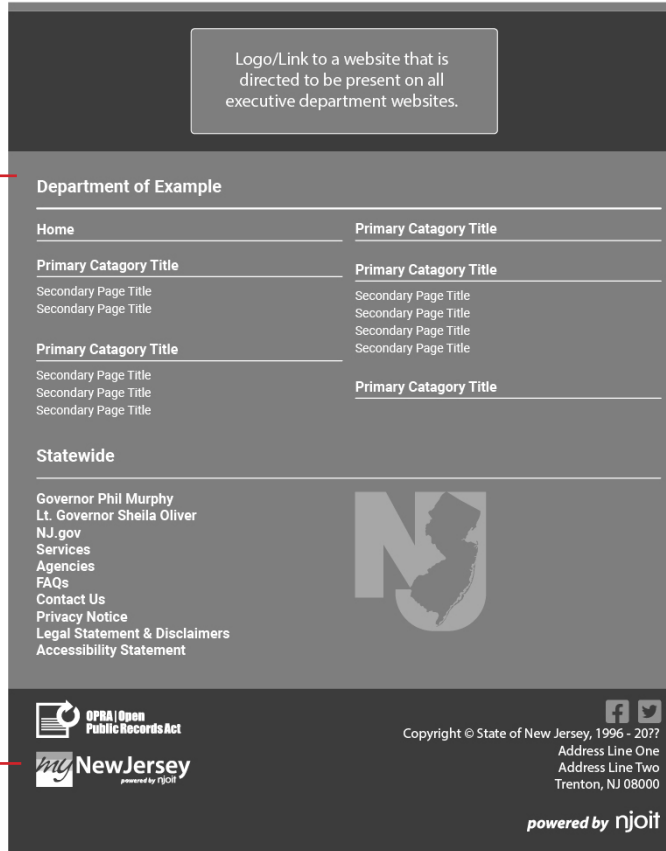
- Color choice optional
- Agency/Program Name (Link to Homepage)
- Menu button to open navigation

Footer

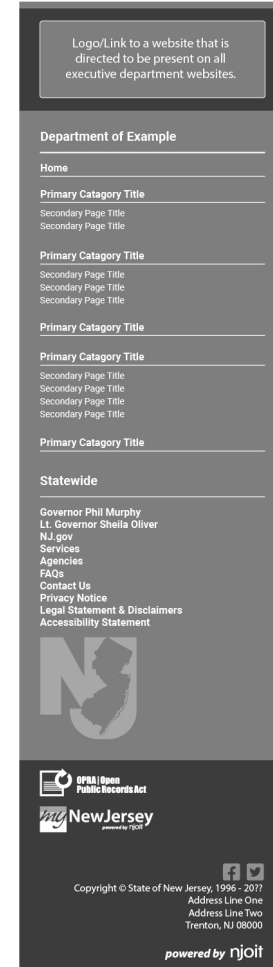
- Agency/Program name
- Primary and secondary links from navigation menu
- Statewide links
- Digital State of NJ logo

Global State of NJ Footer

- Background color #363636
- OPRA logo and link
- MYNJ logo and link
- Repeat social media icons
- Copyright and dates
- Agency address
- powered by njoit if build in content management tool offered by njoit link to: <https://tech.nj.gov>



Tablet example
mocked up at 768 pixels



Phone example
mocked up at 414 pixels

Search

Global State of NJ header with search open

Governor Phil Murphy • Lt. Governor Sheila Oliver
NJ.gov | Services | Agencies | FAQs | Translate | Search

Department of Example

Type Search Here
CLOSE

Home Primary Category Primary Category Primary Category Primary Category Primary Category

Note: Search will give results from the overall state web presence and can then be refined/filter to the specific site in the advanced search options found on the results page.

Translate

Global State of NJ header with translate open

Governor Phil Murphy • Lt. Governor Sheila Oliver
NJ.gov | Services | Agencies | FAQs | Translate | Search

Department of Example

Select Language
The State of NJ site may contain optional links, information, services and/or content from other websites operated by third parties that are provided as a convenience, such as Google™ Translate. Google™ Translate is an online service for which the user pays nothing to obtain a purported language translation. The user is on notice that neither the State of NJ site nor its operators review any of the services, information and/or content from anything that may be linked to the State of NJ site for any reason. [Read Full Disclaimer](#)
CLOSE

Home Primary Category Primary Category Primary Category Primary Category Primary Category

Identity

Logo Placement in Header

Primary navigation menu bar with color



LOGO

Department of Example

Home

Primary Category

Primary Category

Primary Category

Primary Category

Primary Category

Primary navigation menu bar with no color



Department of Example

LOGO

Home

Primary Category

Primary Category

Primary Category


Primary Category

Primary Category

Note: The logo can be placed to the left of the Header/Department Title or flush right within the header. The left or right placement of the logo can be used with either navigation menu bar style.

Division Header

OFFICIAL SITE OF THE STATE OF NEW JERSEY

Governor Phil Murphy • Lt. Governor Sheila Oliver
[NJ.gov](#) | [Services](#) | [Agencies](#) | [FAQs](#) | [Translate](#) | [Search](#) 

Department of Example



Division of Example

LOGO

[Home](#)

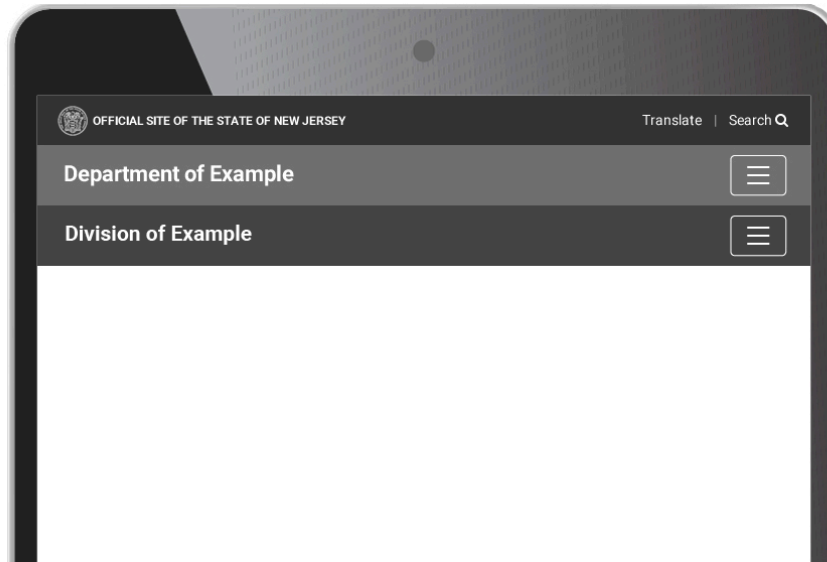
[Primary Category ▾](#)

[Primary Category ▾](#)

[Primary Category](#)

[Primary Category ▾](#)


[Primary Category](#)



Note: Text title “Department of Example” in the nav bar will link to that Department’s homepage. The text title “Division of Example” will link to that Division’s homepage.

Program Header

OFFICIAL SITE OF THE STATE OF NEW JERSEY

Governor Phil Murphy • Lt. Governor Sheila Oliver
[NJ.gov](#) | [Services](#) | [Agencies](#) | [FAQs](#) | [Translate](#) | [Search](#) 

Department of Example



Program Example

LOGO

[Home](#)

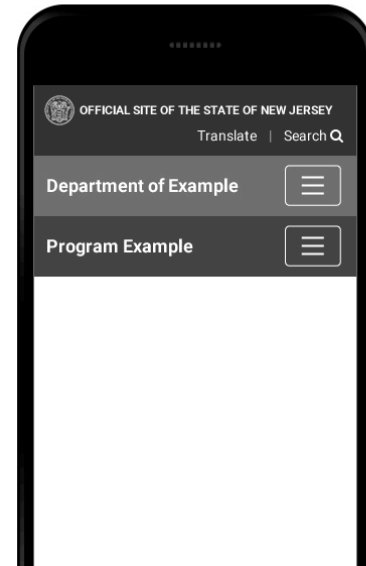
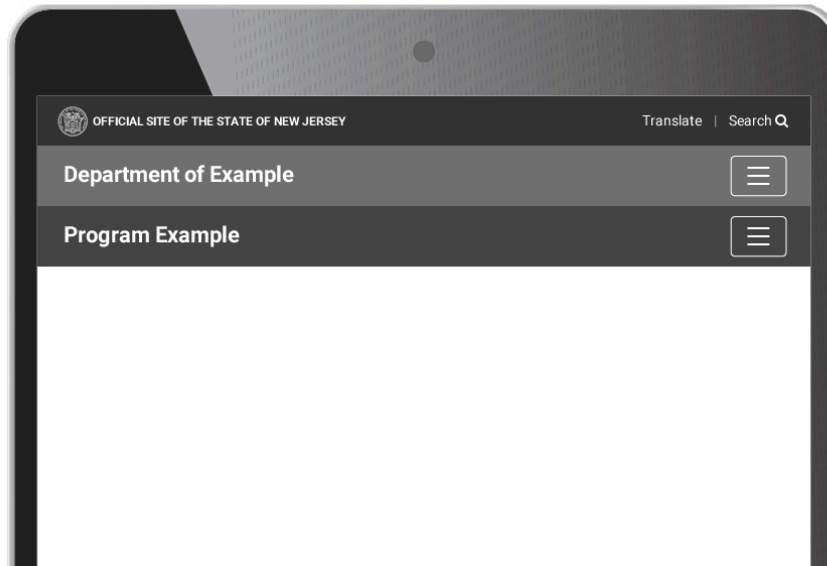
[Primary Category ▾](#)

[Primary Category ▾](#)

[Primary Category](#)

[Primary Category ▾](#)

[Primary Category](#)



Note: Text title “Department of Example” in the nav bar will link to that Department’s homepage. The text title “Program Example” will link to that Program’s homepage.

Statewide Alert

**STATEWIDE ALERT!**

In the event of a statewide alert the global header bar, which is an include, will push down and a message will appear above and supply the message.

[LEARN MORE >](#)

✕ close



OFFICIAL SITE OF THE STATE OF NEW JERSEY

Governor Phil Murphy • Lt. Governor Sheila Oliver
[NJ.gov](#) | [Services](#) | [Agencies](#) | [FAQs](#) | [Translate](#) | [Search](#)

Department of Example

LOGO

[Home](#) [Primary Category ▾](#) [Primary Category ▾](#) [Primary Category](#) [Primary Category ▾](#) [Primary Category](#)

Note: The Statewide alert is an include. This alert will be pushed out by NJOIT Digital Services. (Example: Weather-Related Closures)
If you are building your own site contact Web.Publishing@tech.nj.gov to request the code.

Department Alert



OFFICIAL SITE OF THE STATE OF NEW JERSEY

Governor Phil Murphy • Lt. Governor Sheila Oliver
[NJ.gov](#) | [Services](#) | [Agencies](#) | [FAQs](#) | [Translate](#) | [Search](#)

Department of Example

LOGO

[Home](#) [Primary Category ▾](#) [Primary Category ▾](#) [Primary Category](#) [Primary Category ▾](#) [Primary Category](#)

**DEPARTMENT ALERT!**

In the event of a department alert the message will appear under navigation bar and will push down the content below.

[LEARN MORE >](#)

✕ close

Note: The alerts will only appear on the website's homepage with the option to close.
If your site has a business need to show the alert on pages other than just the homepage, this option is available.
Color choices for an alert will be available. See color options under the Elements Library section of this document.

Typography

Branding Font - Roboto

If Roboto is not available, the use of Open Sans or Public Sans is acceptable.

Typography is an essential component of brand identity. Consistency makes a brand feel more dependable.

Please use the suggested font sizes along with the standard font to enhance the branding recognition.

If your audience would benefit from a larger font size, enlarging for this reason is okay.

Best practices when using heading tags

Use heading tags to provide structure to your website. Use only one H1 tag which should be the main topic for the page (Website Title/ Department Name). H2 tags should be used for the main topics within the site. H3 – H6 should serve as additional sub-headings within each main topic.

Default Link Color - #0056B3

Note: Other link colors are acceptable as long as it meets contrast ratio requirements.

Resource to check contrast:

WebAIM Color Contrast Checker -

<https://webaim.org/resources/contrastchecker/>

Standard Font Sizes and Weights	
Website Header Title	2.5em, Font weight: 700 (40 px)
Primary Navigation	0.9375em, Font weight: 700 (15px)
Breadcrumbs	1em, Font weight: 400 (16px)
Extra Large Heading	3.75em, Font weight: 700 (60px)
Large Heading	3em, Font weight: 700 (48px)
Intro Copy	2em, Font weight: 400 (32px)
Page Title	2.5em, Font weight: 700 (40px)
Quote Text	2em, Font weight: 500 (32px) Condensed
Section Heading	2em, Font weight: 700 (32px)
Subsection Heading	1.375em, Font weight: 700 (22px)
Big Copy	1.375em, Font weight: 400 (22px)
Body Copy	1.125em, Font weight: 400 (18px)
Default Button Text	1.125em, Font weight: 700 (18px)
Big Button Text	1.375em, Font weight: 700 (22px)
Footer Title	1.25em, Font weight: 500 (20px)
Footer Primary Navigation Link	1em, Font weight: 500 (16px)
Footer Secondary Navigation Link	0.875em, Font weight: 400 (14px)

See examples on the following page.

2.5em Website Header - Roboto 40px, 700 weight

0.9375em Home Roboto Black 15px Primary Catagory Primary Catagory Primary Catagory Primary Catagory

1em Home / Breadcrumbs - Roboto 16px, 400 weight

3.75em Extra Large Heading - Roboto 60px, 700 weight

3em Large Heading - Roboto 48px, 700 weight

2em Intro Copy - Roboto 32px, 400 weight

2.5em Page Title - Roboto 40px, 700 weight

2em Quote Text - Roboto Condensed 32px, 500 weight

2em Section Heading - Roboto 32px, 700 weight

1.375em Subsection Heading - Roboto 22px, 700 weight

1.375em Big Copy - Roboto 22px, 400 weight

1.125em Body Copy - Roboto 18px, 400 weight

Default Button

1.125em Roboto 18px, 700 weight

Big Button

1.375em Roboto 22px, 700 weight

Pixels to Em formula pixels/16 = em
16px is default size = 1 em

1.25em Footer Title - Roboto 20px, 500 weight

1em Footer Primary Navigation Link - Roboto 16px, 500 weight

Footer Primary Navigation Link - Roboto 16px, 500 weight

0.875em Footer Secondary Navigation Link - Roboto 14px, 400 weight

Footer Secondary Navigation Link - Roboto 14px, 400 weight

Buttons

Links

Inputs

Drop-downs

Pagination

In-page Alerts

Carousel Controls

Note: Red text should be reserved to signify an alert.

FORM TEMPLATES

NAME FORM

Name

Title

First name

Required

Middle name

Last name

Required

Suffix

MAILING ADDRESS FORM

Mailing address

Mailing address 1

Mailing address 2

Optional

City

State

ZIP

SIGN IN FORM

Sign in

or [create an account](#)

Username or email address

Password

SIGN IN

[Forgot username?](#)

[Forgot password?](#)

PASSWORD RESET FORM

Reset password

Please enter your new password.

Passwords must

- ✓ Be at least 8 characters
- ✓ Have at least 1 upper case character
- ✓ Have at least 1 numerical character
- ✓ Have at least 1 symbol

New password

Confirm password

RESET PASSWORD

ALERTS



Success Status

Lorem ipsum dolor sit amet, [consectetur adipiscing](#) elit, sed do eiusmod.



Warning Status

Lorem ipsum dolor sit amet, [consectetur adipiscing](#) elit, sed do eiusmod.



Error Status

Lorem ipsum dolor sit amet, [consectetur adipiscing](#) elit, sed do eiusmod.



Information Status

Lorem ipsum dolor sit amet, [consectetur adipiscing](#) elit, sed do eiusmod.

FORM CONTROLS

TEXT INPUTS AND AREA

Text input label

name@nj.gov

Text input focused

Text input error

Alert! Helpful error message

Text input success

Text area label

BORDER-RADIUS

Add a class to an element to round its corners.
class="rounded"

PAGINATION

BUTTONS

Default

#0056B3

Hover

#043166

Active

#0E1D2D

Focus

#C2C2C2

Disabled

#C2C2C2

CAROUSEL (SLIDESHOW OR SLIDER) CONTROLS



Controls, and keyboard focus on controls, should be visually apparent.

Controls should include "previous" and "next", "pause" and "play" and indicators to show how many slides are in the set and the indicators should be visually apparent as to which slide the users is viewing in the set.

DROPDOWN

Dropdown label

Option A

or

Dropdown label

10

CHECKBOXES

☒ Washington Crossing State Park

☐ High Point State Park

☐ Disabled

RADIO BUTTONS

☒ Washington Crossing State Park

☐ High Point State Park

☐ Worthington State Forest

DATE INPUT

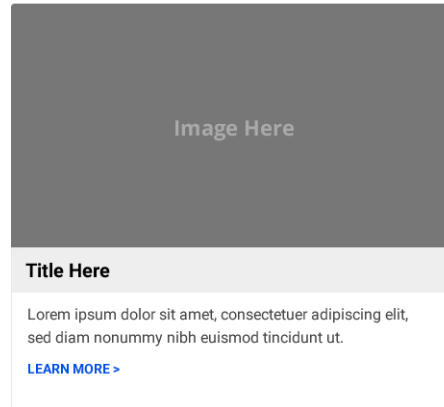
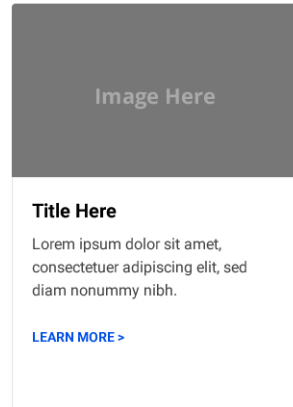
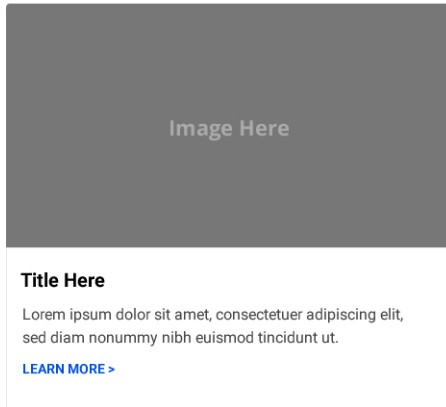
Date of birth

For example: 07 04 1776

Month Day Year

Cards

Card with Image



Title Here
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam.

[LEARN MORE >](#)

Note: A card is a flexible and extensible content container with multiple variants and options.

Cards

Card with out Image

Title Here

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat.

[LEARN MORE >](#)

Card with Icon



Title Here

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut.

[LEARN MORE >](#)










Title Here

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut.




[LEARN MORE >](#)

Card with List of Links

Title For List Of Links

-  [Link Text Here](#)
-  [Example Text That Is This Long](#)
-  [Sample Copy For A Link](#)
-  [Link Text Here](#)
-  [Example Text That Is This Long](#)
-  [Sample Copy For A Link](#)
-  [Link Text Here](#)
-  [Example Text That Is This Long](#)
-  [Sample Copy For A Link](#)

Title For List Of Links

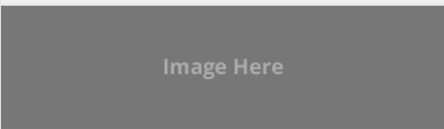
-  [Link Text Here](#)
-  [Example Text That Is This Long](#)
-  [Sample Copy For A Link](#)

Title For List Of Links



- [Link Text Here](#)
- [Example Text That Is This Long](#)
- [Sample Copy For A Link](#)
- [Link Text Here](#)
- [Example Text That Is This Long](#)
- [Sample Copy For A Link](#)
- [Link Text Here](#)
- [Example Text That Is This Long](#)
- [Sample Copy For A Link](#)

Title For List Of Links






- [Link Text Here](#)
- [Example Text That Is This Long](#)
- [Sample Copy For A Link](#)

Cards

Archive List

The archive list card can be used for list like press releases, events or announcements. The list usually displays a few items with a link to view more at the bottom which will take the user to a page that has the full list.

Archive List Title Here
<p>Title here is in blue to signal link with a hover underline reaction</p> <p>10/10/2018   </p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut.</p>
<p>Title here is in blue to signal link with a hover underline reaction</p> <p>10/10/2018</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut.</p>
<p>Title here is in blue to signal link with a hover underline reaction</p> <p>10/10/2018</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut.</p>
VIEW MORE >

Data Tables

A data table is a library and collection of extensions that can provide additional functionality to existing tabular data. This includes search, sort, hidden columns and responsive layouts.

- Main Documentation



<https://datatables.net/examples/index>

- Bootstrap 4 Documentation

<https://datatables.net/examples/styling/bootstrap4>

- Responsive Documentation

<https://datatables.net/extensions/responsive/examples/initialisation/className.html>

Department Press Releases			
Date	Title	Category	Type
00/00/0000	<p>Lorem Ipsum Dolor sit Amet, Consectetuer Adipiscing elit, sed Diam Nonummy Nibh Euismod</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam.</p>	Subject	
00/00/0000	<p>Consectetuer Adipiscing elit, sed Diam Nonummy Nibh Euismod Lorem Ipsum Dolor sit Amet.</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.</p>	Subject	
VIEW MORE >			

Note: PDF document links should be identified by the font awesome icon and no longer needs the file size displayed

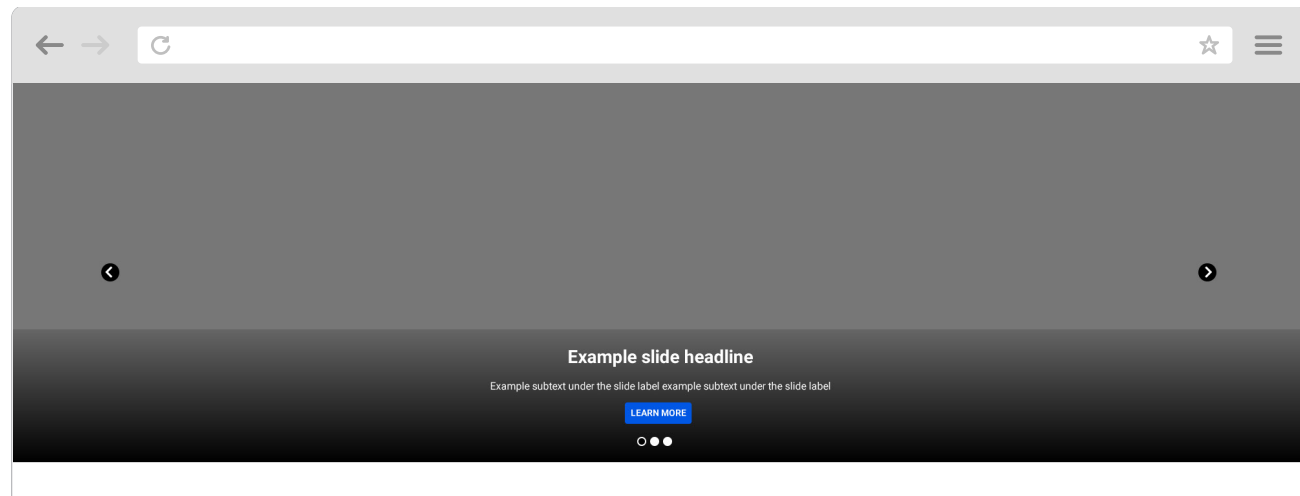
Cards

Hero Image

In web design, a hero image is a large web banner image, prominently placed on a web page, generally in the front and center.

The size of the hero image can vary. The hero image can be a static image or a slider.

Image sliders (also known as image carousels or slide shows) can be a convenient way to display multiple images, videos, or graphics on your website.

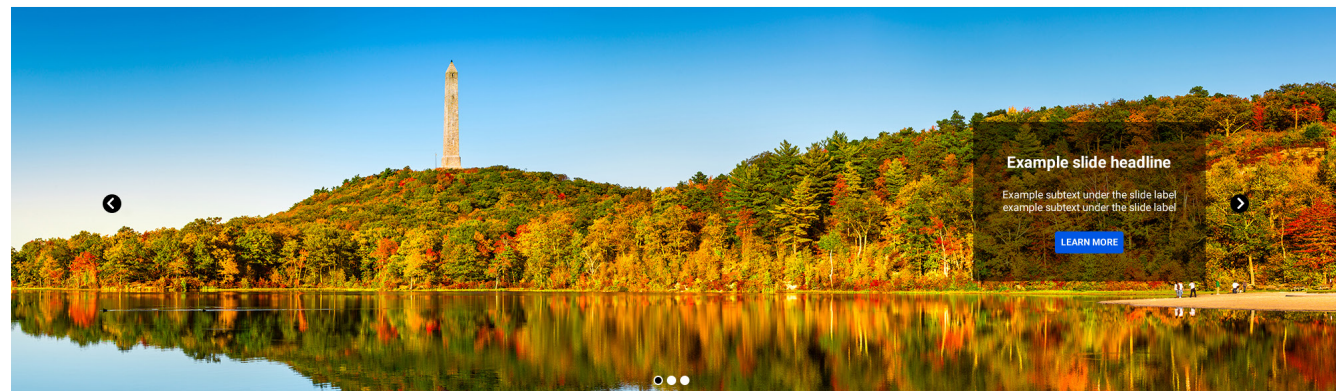
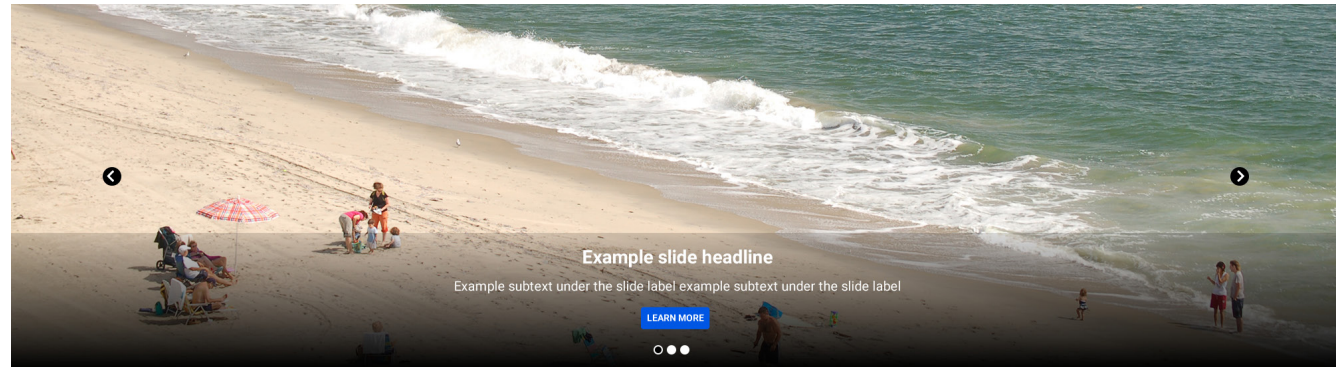


Cards


Examples of Hero Image Sliders


These three full width image sliders shown are using three different options for the positioning of the overlay title, text and link.

Suggested image size for a full width slider is 2560 px wide by 750 px high at 72 dpi.



Navigation
Drop-down Menu

OFFICIAL SITE OF THE STATE OF NEW JERSEY

Governor Phil Murphy • Lt. Governor Sheila Oliver
[NJ.gov](#) | [Services](#) | [Agencies](#) | [FAQs](#) | [Translate](#) | [Search](#) 

Department of Example

LOGO

Home

Primary Category ▾

Secondary Page Title
Secondary Page Title
Tertiary Page Title
Tertiary Page Title
Tertiary Page Title
Secondary Page Title


Primary Category ▾


Primary Category

Primary Category ▾

Primary Category

Drop-down Mega Menu

OFFICIAL SITE OF THE STATE OF NEW JERSEY

Governor Phil Murphy • Lt. Governor Sheila Oliver
[NJ.gov](#) | [Services](#) | [Agencies](#) | [FAQs](#) | [Translate](#) | [Search](#) 

Department of Example

LOGO

Home

Primary Category ▾

Section Heading
Secondary Page Title
Secondary Page Title
Secondary Page Title
Secondary Page Title
Secondary Page Title

Primary Category ▾

Primary Category

Section Heading
Secondary Page Title
Secondary Page Title
Secondary Page Title
Secondary Page Title
Secondary Page Title

Primary Category ▾

Primary Category

Section Heading
Secondary Page Title
Secondary Page Title
Secondary Page Title
Secondary Page Title
Secondary Page Title

Primary Category

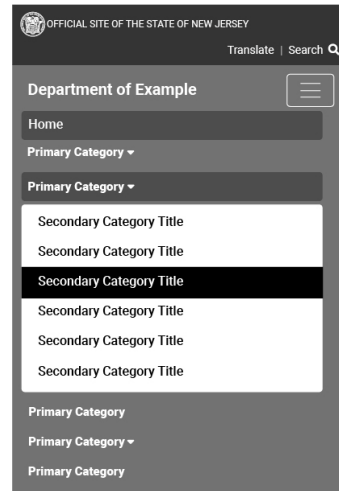
Section Heading
Secondary Page Title
Secondary Page Title
Secondary Page Title
Secondary Page Title
Secondary Page Title

Navigation

Hamburger Menu

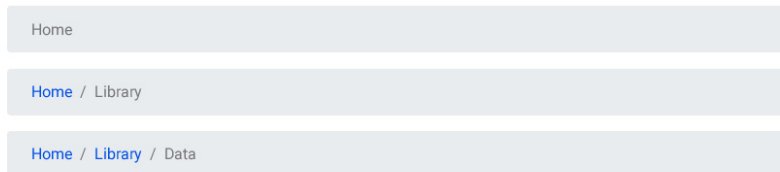
Image shown is an example of a hamburger menu open on a phone screen.

Note: When a user opens the hamburger menu from any page within the website, the primary category of the page that the users is on when opening the menu should be highlighted.



Breadcrumbs

Breadcrumbs (or breadcrumb trail) is a secondary navigation system that shows a user's location in a website.



Navigation

Accordion Menu

An accordion is a design element that expands in place to expose some hidden information.

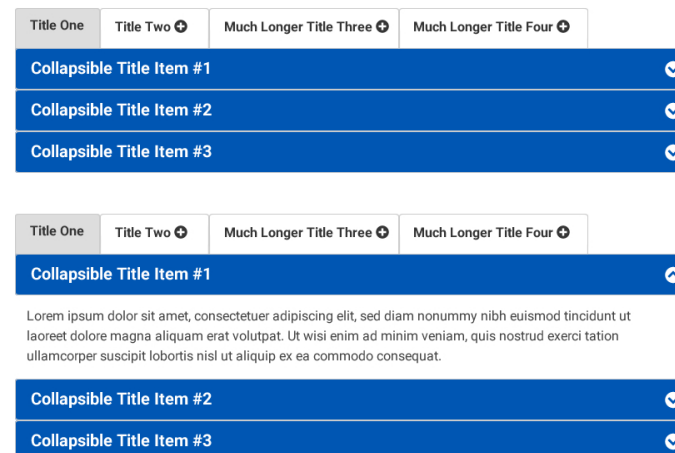
The examples on this page shows accordion menus using vertically stacked list of headers that can be clicked to reveal or hide content below the header.

When an accordion is opened it will push the page content down.

One of the biggest advantages of accordions is that they often allow users to get the big picture before focusing on details, and they can effectively mitigate the common problem of overly long pages.

Accordion Menu with Tabs

Accordion menus can be broken up into headings by using tabs across the top. This is used to condense and organize even more information.



Navigation

In-Page Links

In-page links (also referred to as anchor links or jump links) are links that lead users to content on the same web page, rather than to another page of the site. This solution is used when a page has a large amount of content. The two solutions below show the style for bulleted and alphabetical in-page links.

Note: We suggest to use accordion menus over in-page links when possible. If you prefer in-page links instead of accordion menus due to the fact that the content is hidden under headings, a solution would be to have the menus open when a user visits the page. Then the user can close the items if they wish.

BULLETED IN-PAGE LINKS

On this page:

- [In-Page Link Title One](#)
- [In-Page Link Title Two](#)
- [In-Page Link Title Third](#)
- [In-Page Link Title Four](#)
- [In-Page Link Title Five](#)

In-Page Link Title One

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In-Page Link Title Two

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In-Page Link Title Three

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In-Page Link Title Four

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In-Page Link Title Five

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ALPHABETICAL IN-PAGE LINKS



Disabled button when no record to show

A

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Navigation

Modal

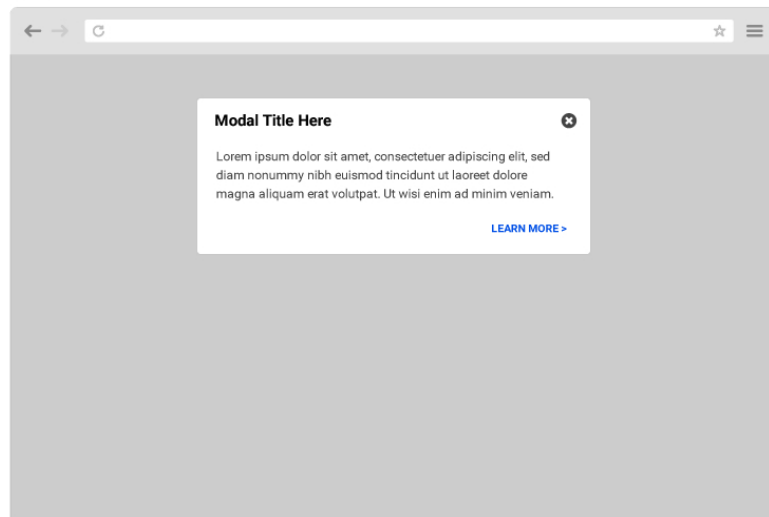
- A modal box is a scripted effect that allows you to overlay a small element (dialog prompt) over a website.
- The primary benefit of a modal box is that they avoid the need of a conventional window pop-up or use of page reload.
- A modal box is positioned over everything else in the document and remove scroll from the <body> so that modal content scrolls instead.
- Clicking on the modal “backdrop” will automatically close the modal.
- Limit use of modal box for additional, nonessential information. (Ex: Welcome to new website, Sign up for our newsletter, See What’s New)

Note: Best Practices for Modals / Overlays / Dialog Windows

<https://uxplanet.org/best-practices-for-modals-overlays-dialog-windows-c00c66cddd8c>

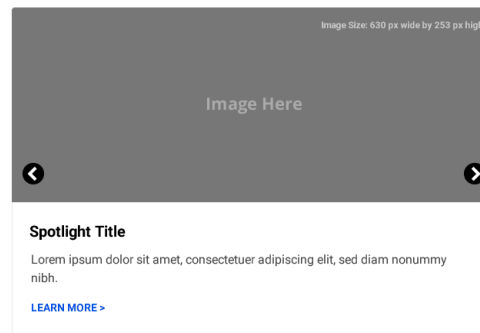
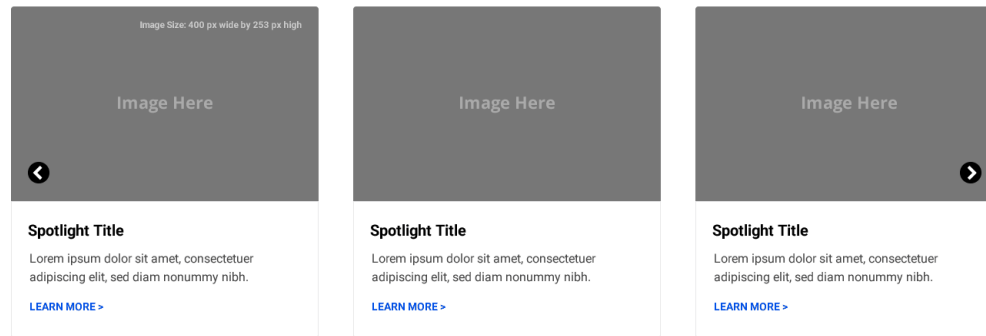
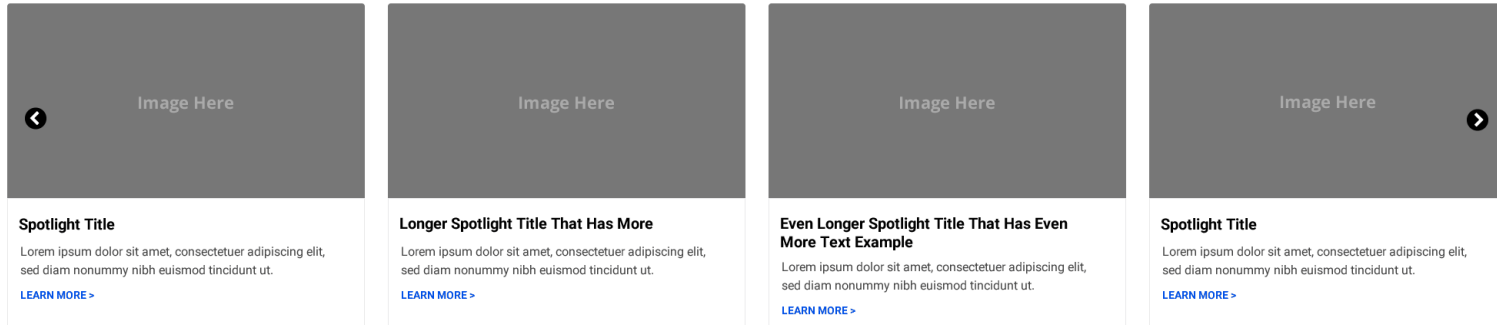


Example:

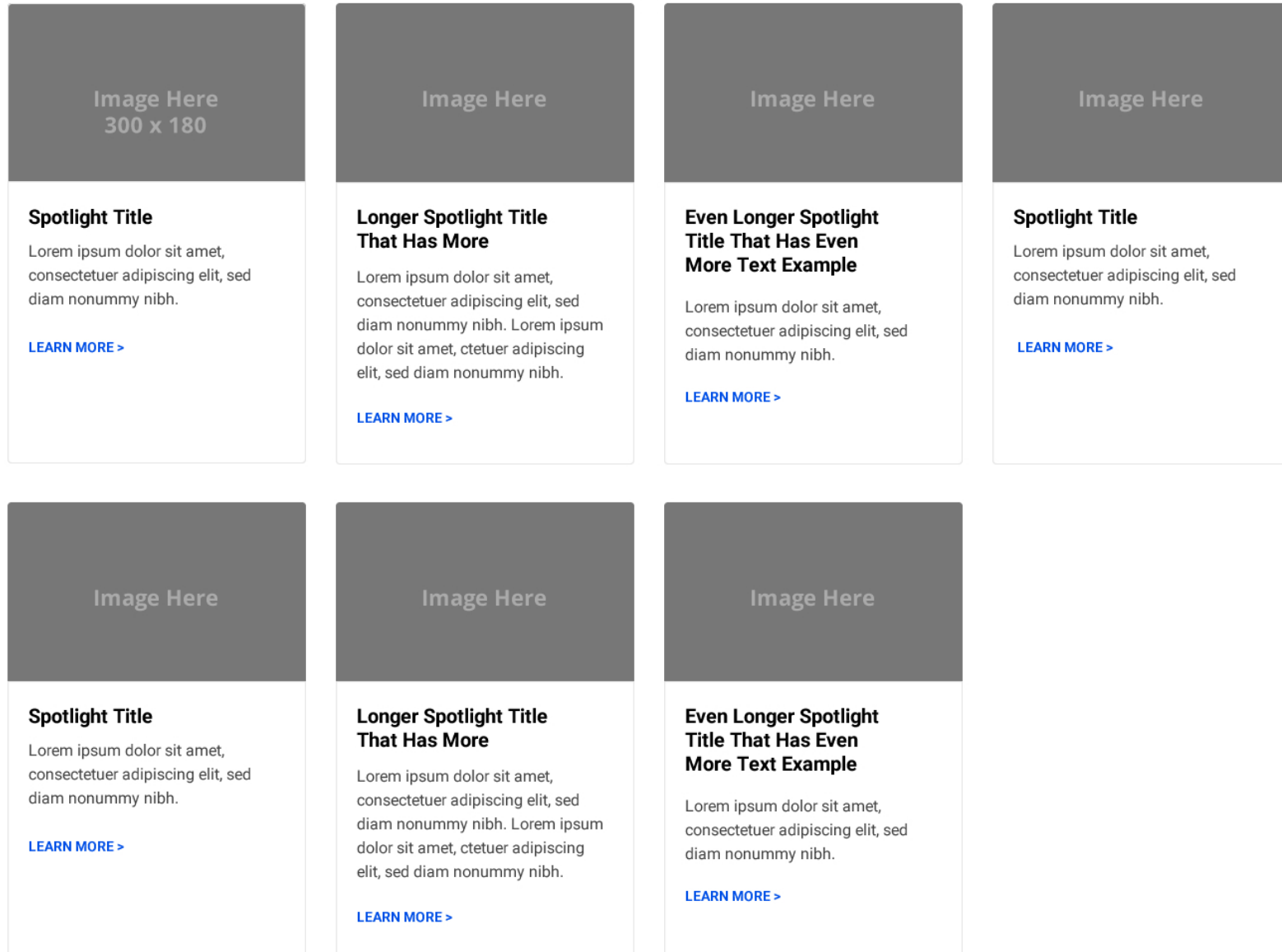


Cards with Slider

Note: The following compositions show options for laying out series of cards; defines the whitespace around the components and placements for any title and text grouping them together.



Cards with no Slider



Feature Group Heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam.

Image Here
400 x 254

Feature Heading

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[LEARN MORE >](#)

Image Here

Feature Heading

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[LEARN MORE >](#)

Image Here

Feature Heading

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[LEARN MORE >](#)

Cards with no image

Feature Heading

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[LEARN MORE >](#)

Feature Heading

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[LEARN MORE >](#)

Feature Heading

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[LEARN MORE >](#)

Feature Heading

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[LEARN MORE >](#)

Feature Heading

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[LEARN MORE >](#)

Feature Heading

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[LEARN MORE >](#)

Feature Heading

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[LEARN MORE >](#)

Feature Heading

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[LEARN MORE >](#)

Feature Heading

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[LEARN MORE >](#)

Large Feature Card

Large Feature Heading

Image Here
500 x 250

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostr.

[LEARN MORE >](#)

Large Feature Heading With Two Lines

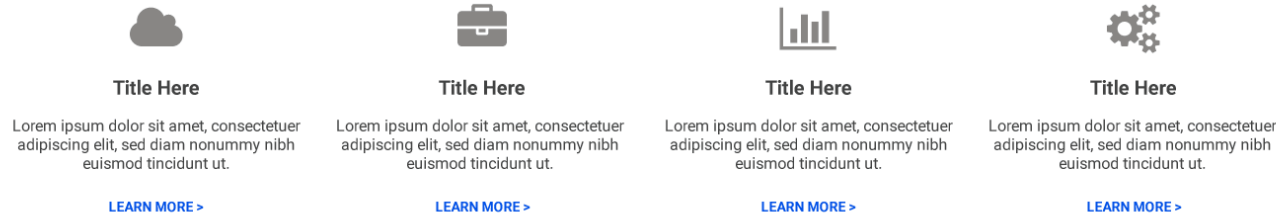
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostr.

[LEARN MORE >](#)

Image Here
445 x 445

Compositions

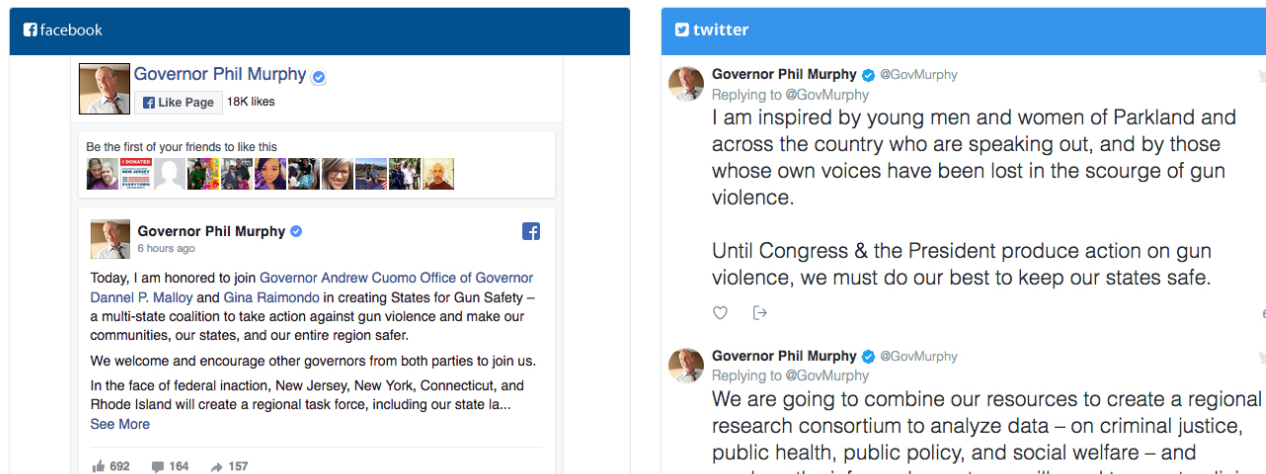
Cards with Icons



Layout of logos only



Social Media Feeds



Compositions

Spacing Between Rows of Composition Groups

On large “desktop” homepage layouts please use at least 50px margin spacing above and below grouping rows of compositions.

On a small “tablet or phone” homepage layout please use 30px above and below section titles and 15px between cards.

Margin and padding

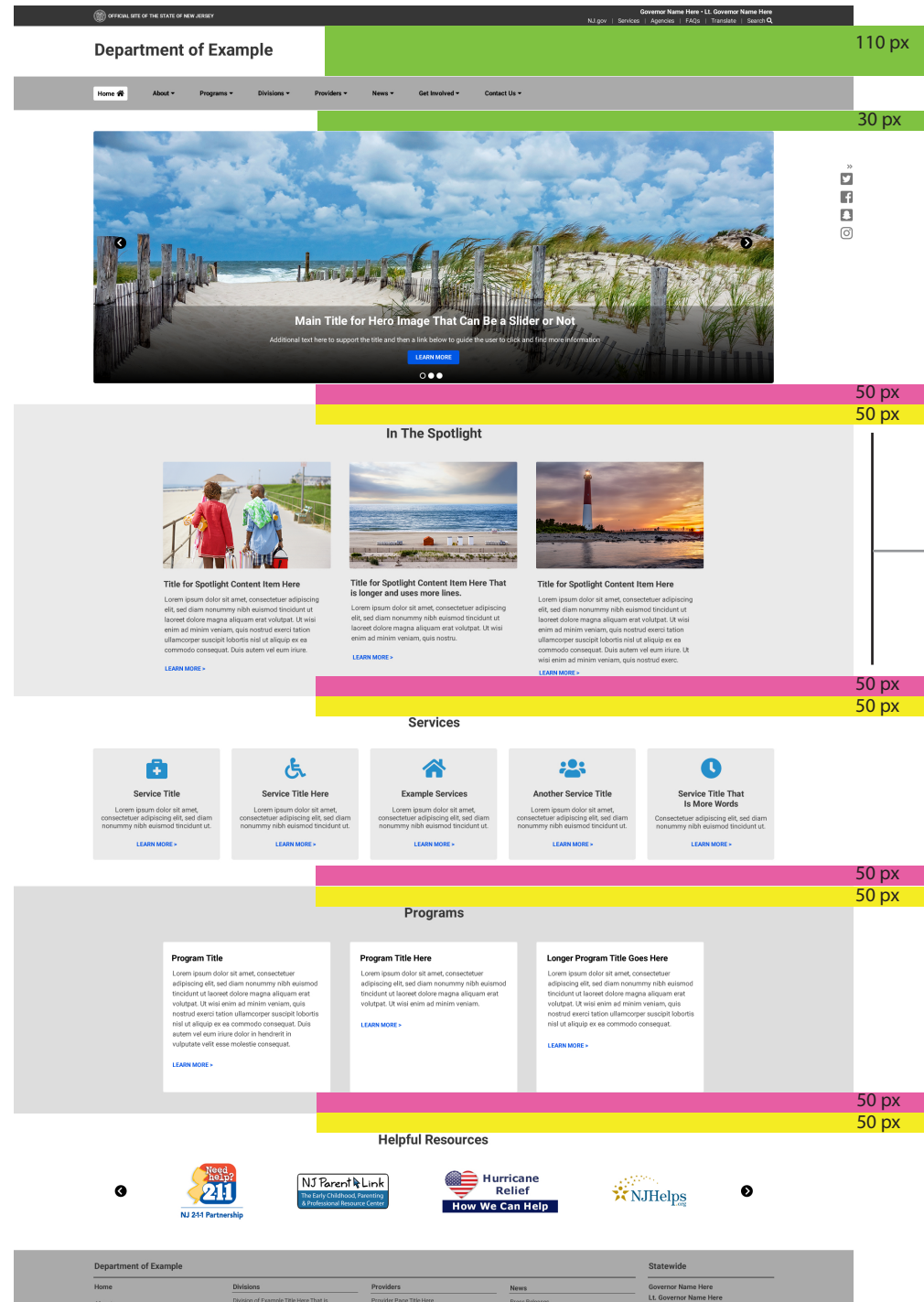
Use the margin and padding spacing utilities to control how elements and components are spaced and sized. Bootstrap 4 includes a five-level scale for spacing utilities, based on a 1rem value default \$spacer variable. Choose values for all viewports (e.g., .mr-3 for margin-right: 1rem), or pick responsive variants to target specific viewports (e.g., .mr-md-3 for margin-right: 1rem starting at the md breakpoint).

Info from getbootstrap.com

Why Whitespace is so Important in Web Design

Info from www.seguetech.com/whitespace-web-design/

NJ Web Presence Guidelines



Space between global navigation and site navigation should be 110 px.

Space between navigation and slider should be 30 px.

Space below and above each row of components should be 50 px each.

Top margin

Bottom margin

Row of components

Top margin

Bottom margin

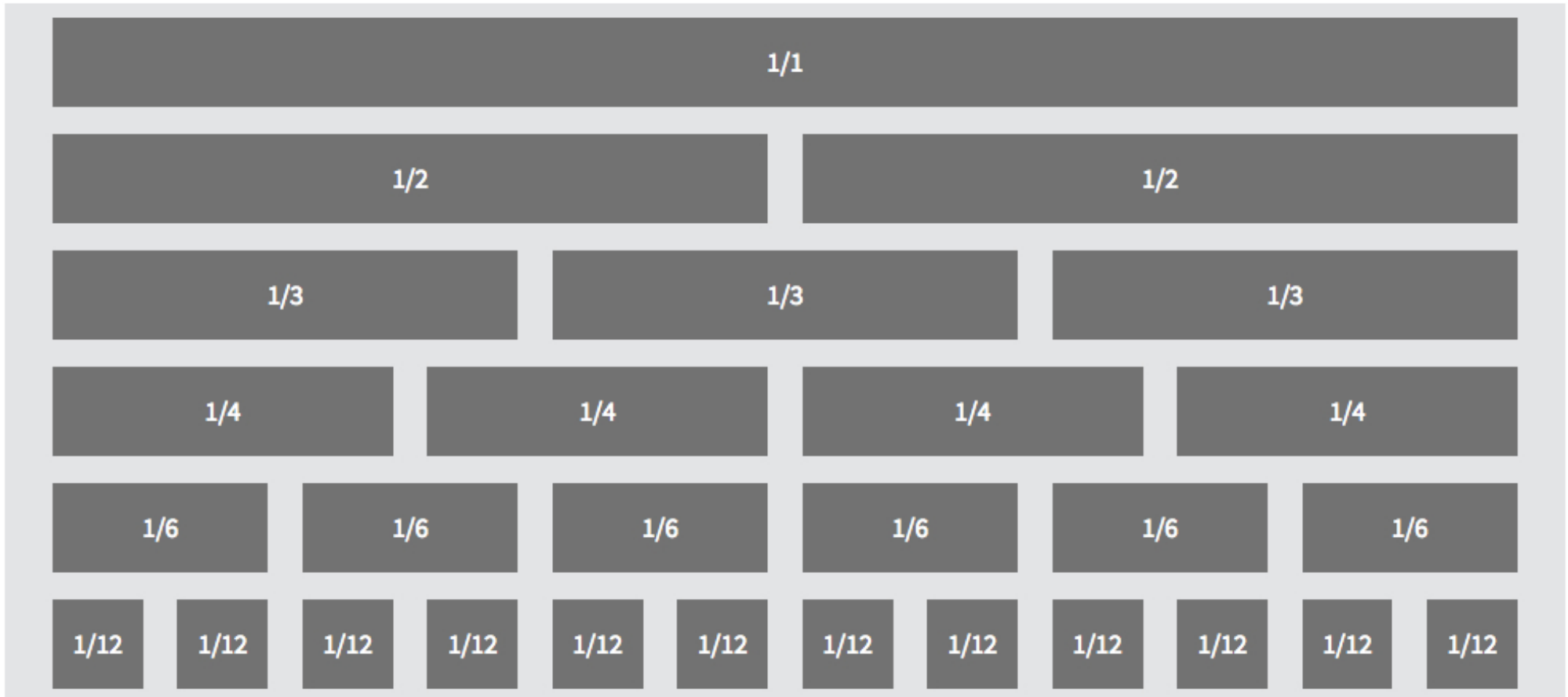
Top margin

Bottom margin

Top margin

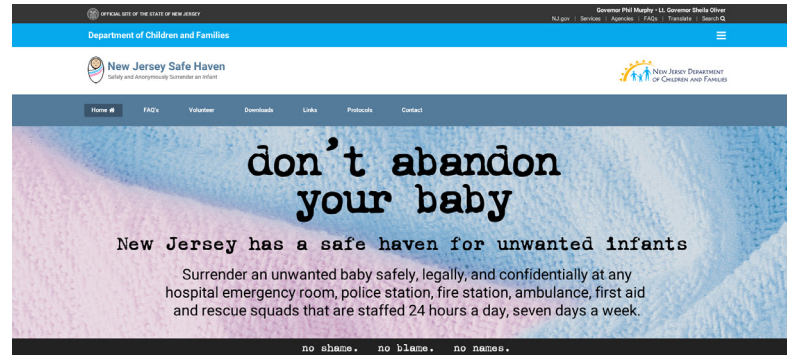
Bottom margin

- 12-column, responsive grid provides structure for website content
- Grid will adjust to screen size (Desktop, Tablet and Phone)



Page Layout Examples

On this page is an example of a home page shown at three different view ports; desktop, tablet and phone.



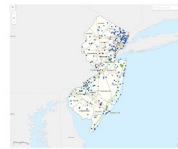
Safely, Legally, and Anonymously Surrender an Unwanted Infant

New Jersey's Safe Haven Infant Protection Act allows an individual to give up an unwanted infant safely, legally and anonymously. The parents - or someone acting on their behalf - can bring a baby less than 30 days old to any hospital emergency room, police station, fire station, ambulance, first aid, and rescue squads that are staffed 24 hours a day, seven days a week. The New Jersey Department of Children and Families will take the infant into custody and place the infant with a foster or pre-adoptive home.

1-877-839-2339

[LEARN MORE >](#)

Search for Drop off Locations



[LEARN MORE >](#)

Spotlights

- 

History

Find out how on August 7, 2000, the New Jersey Safe Haven Infant Protection Act became law.

[LEARN MORE >](#)
- 

Publications

Safe Haven materials are free of charge and available by completing a form. Some materials are also available to download.

[LEARN MORE >](#)
- 

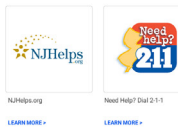
Statistics

See a chart of how many infants were surrendered from 2000 to 2017.

[LEARN MORE >](#)

Other Helpful Resources

The State of New Jersey offers the following helpful programs.



NJ Web Presence Guidelines



Safely, Legally, and Anonymously Surrender an Unwanted Infant

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[LEARN MORE >](#)
- 

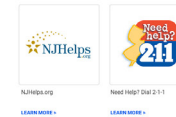
Statistics

See a chart of how many infants were surrendered from 2000 to 2017.

[LEARN MORE >](#)

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1-877-839-2339

[LEARN MORE >](#)

Search for Drop off Locations



[LEARN MORE >](#)

Spotlights

- 

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[LEARN MORE >](#)
- 

Publications

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[LEARN MORE >](#)
- 

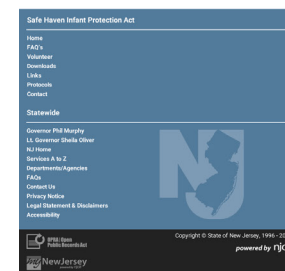
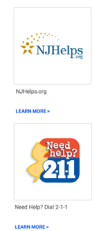
Statistics

See a chart of how many infants were surrendered from 2000 to 2017.

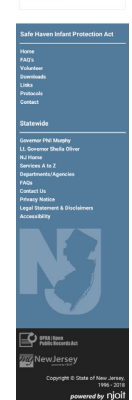
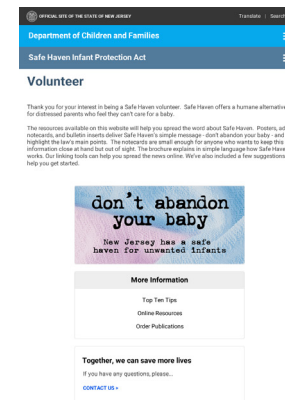
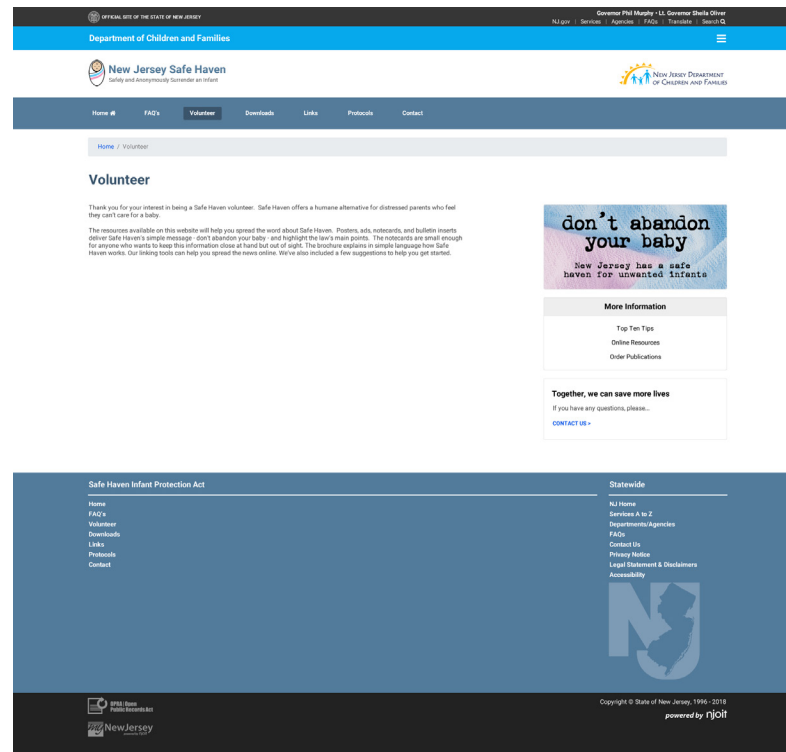
[LEARN MORE >](#)

Other Helpful Resources

The State of New Jersey offers the following helpful programs.

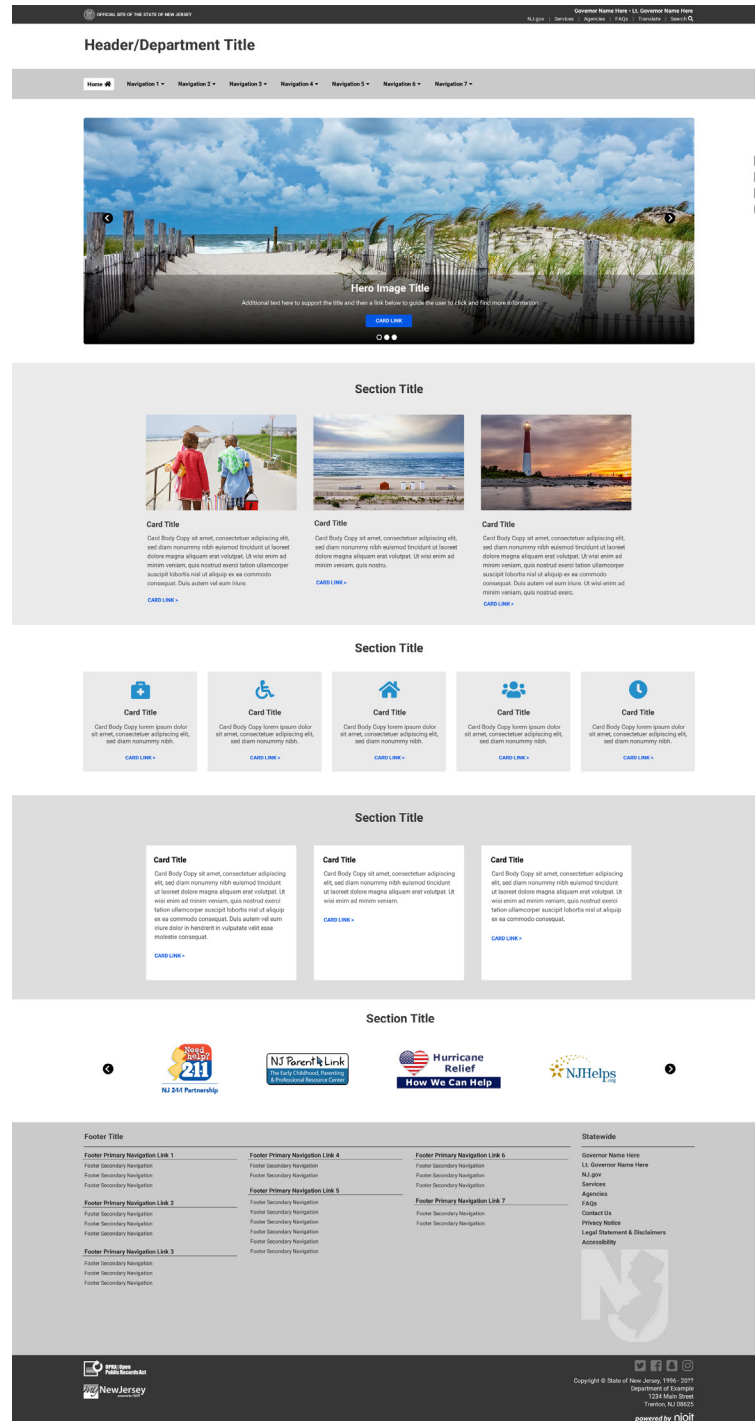


On this page is an example of a secondary page shown at three different view ports; desktop, tablet and phone.

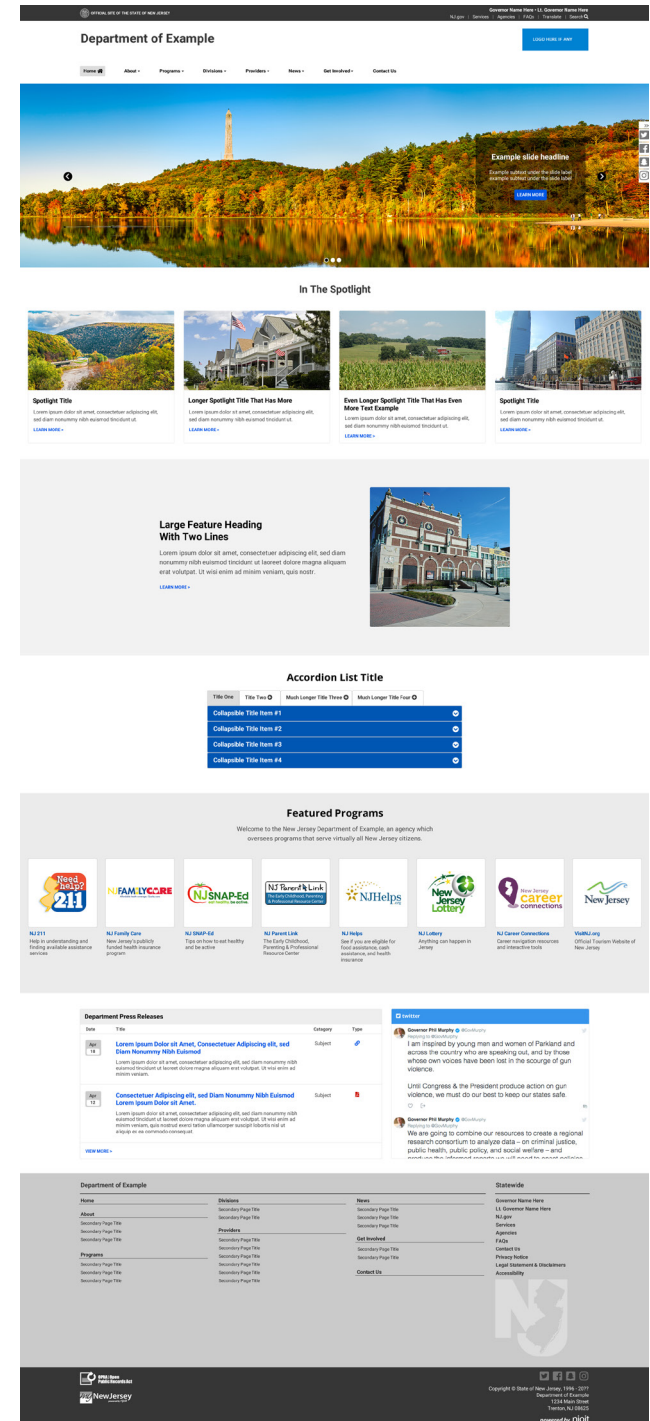


Page Layout Examples

On this page is two examples of a home page shown at a desktop view port screen size. These show examples of how rows or components can be combined.



NJ Web Presence Guidelines



As much as possible, terms should be used and spelled the same way across the state's Web presence.

Date Format

Avoid expressing dates as three numerals divided by forward slashes (e.g., 6/11/01); internationally, this format can mean November 6, 2001, not June 11, 2001. Use the name of the month wherever possible; for example: July 4, 1998, or Jul-4-98.

download

one word, no hyphen, capitalize only when starting a sentence

email

one word, no hyphen, capitalize only when starting a sentence

e-government

Spelled with a hyphen, lower case "e" and lower case "g." At the beginning of a sentence, spelled "E-government."

e-services, e-commerce, e-voting, e-signature, and like constructions

same conventions as in "e-government"

homepage

one word, no hyphen, capitalize only when starting a sentence

internet

one word, no hyphen, capitalize only when starting a sentence

intranet

one word, no hyphen, capitalize only when starting a sentence

login and logout versus log in and log out

The words login and logout are spelled together if they are used in a sentence as nouns or adjectives. Example: • The information you use to sign into your email is your login (noun), and the page where you sign in is the login (adjective) page.

The words log in, log on, log out, and log off are spelled separately if they are used as verbs. Examples: • You log in (verb) with your login information. • Don't forget to log out (verb).

multimedia

one word, no hyphen, capitalize only when starting a sentence

online, offline

one word, no hyphen, capitalize only when starting a sentence

PDF/pdf

For "portable document file"; use capitals when using the term in a phrase or sentence; use lower case letters when placed at the end of a hyperlink.

Phone number format

Divide with hyphens or periods (international convention); do not use parentheses. Either of the following is correct: 888-555-1010 or 888.555.1010.

site map

two words, no hyphen, capitalize only when starting a sentence

state

the word state is spelled with a lower case "s" - for example, "Trenton is the capital of the state," "state legislators."

URL

The acronym for Uniform Resource Locator (URL) should be written with all uppercase letters.

Example: • The URL for the New Jersey state homepage is <https://www.nj.gov>.

username

The word username, also known as user ID, is spelled as one word if it is a name that someone uses for identification purposes when logging onto a computer, using chat rooms, or as part of his or her email address. Example: • Log in with your username and password

webpage, website, webcam, webcast, webmaster, the web

all one word, no hyphen, capitalize only when starting a sentence

Branding

Header

Include global header with no links on the right. HTML text title: Department/Division name font size: 16px and title of application: 40 px. Place any logo flush right.

Ribbon below header

Place any links here that are needed on all pages of the application. Keep links to a minimum.

Alert Message

Application alert messages convey important and sometimes time-sensitive information. This message should appear below the header ribbon and it is recommended to use the following standard alert colors: Blue - Informative status, Yellow - Warning status, Red - Error status, Green - Success status.

Footer

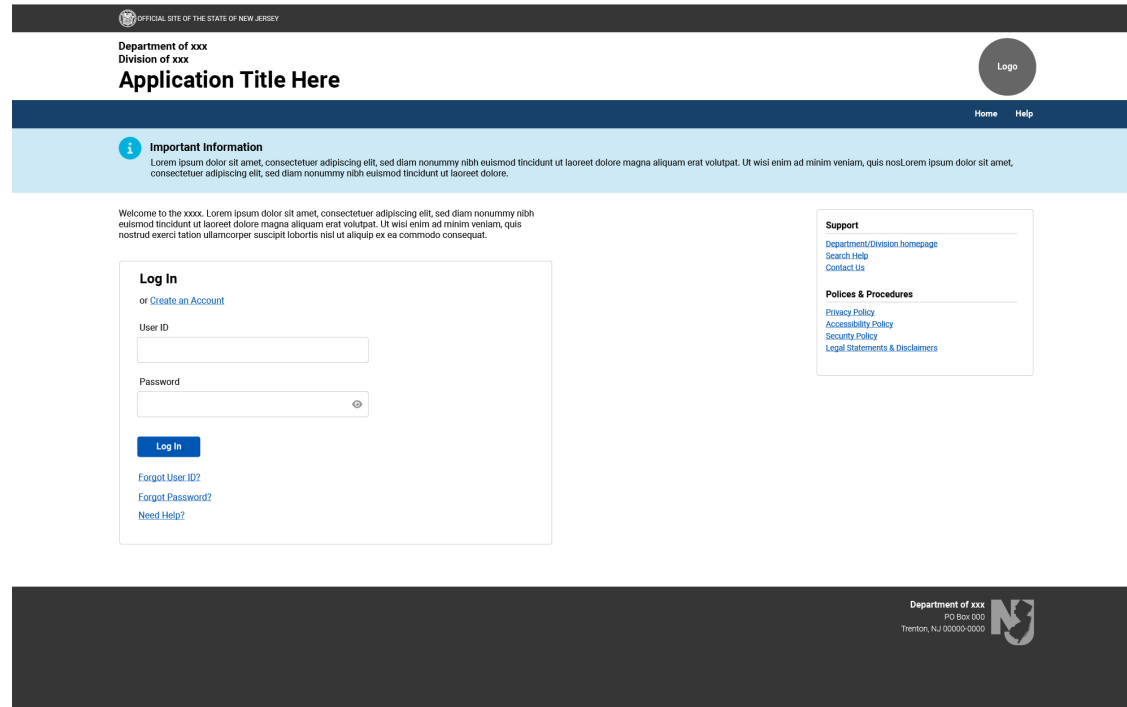
Address bottom right along with digital NJ logo faded 50% white.

Colors

Colors should always reach a high enough contrast to meet Web Content Accessibility Guidelines (WCAG) 2.0 level AA Section 508 standards.

Resource for checking color contrast:

<https://webaim.org/resources/contrastchecker/>



Log In Page Placement and Style

Informative Text

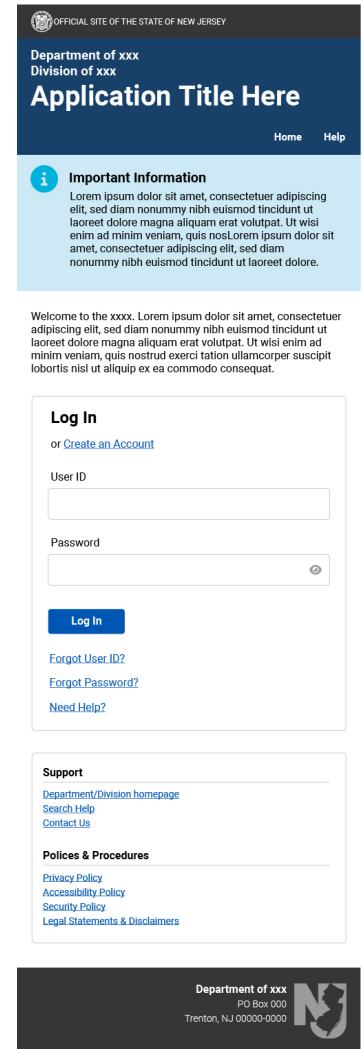
(example: welcome message/instructions)
Place form instructions above the input fields section.

Web Application Form Inputs and Elements Section

(example: Log In, User ID & Password)
Place input fields inside a card with a 1 px border. Card should appear flush left and all titles, text, input fields, buttons, and links should be flush left.

Important Links

(example: Support, Policies & Procedures)
On a desktop size screen links should be placed in the right column in a card with a 1 px border. On a phone size screen this card should fall under any content on the page.



Branding

Branding Font - Roboto

If Roboto is not available, the use of Open Sans or Public Sans is acceptable.

Typography is an essential component of brand identity. Consistency makes a brand feel more dependable.

Please use the suggested font sizes along with the standard font to enhance the branding recognition.

If your audience would benefit from a larger font size, enlarging for this reason is okay.

Standard Font Sizes and Weights	
Website Header Title	2.5em, Font weight: 700 (40 px)
Primary Navigation	0.9375em, Font weight: 700 (15px)
Breadcrumbs	1em, Font weight: 400 (16px)
Extra Large Heading	3.75em, Font weight: 700 (60px)
Large Heading	3em, Font weight: 700 (48px)
Intro Copy	2em, Font weight: 400 (32px)
Page Title	2.5em, Font weight: 700 (40px)
Quote Text	2em, Font weight: 500 (32px) Condensed
Section Heading	2em, Font weight: 700 (32px)
Subsection Heading	1.375em, Font weight: 700 (22px)
Big Copy	1.375em, Font weight: 400 (22px)
Body Copy	1.125em, Font weight: 400 (18px)
Default Button Text	1.125em, Font weight: 700 (18px)
Big Button Text	1.375em, Font weight: 700 (22px)
Footer Title	1.25em, Font weight: 500 (20px)
Footer Primary Navigation Link	1em, Font weight: 500 (16px)
Footer Secondary Navigation Link	0.875em, Font weight: 400 (14px)

Branding

Form Elements

Examples for form templates and controls are shown here. This includes the following:

Buttons

Links

Inputs

Drop-downs

Pagination

In-page Alerts

Carousel Controls

Note: Red text should be reserved to signify an alert.

FORM TEMPLATES

NAME FORM

Name

Title

First name

Required

Middle name

Last name

Required

Suffix

SIGN IN FORM

Sign in

or [create an account](#)

Username or email address

Password

SIGN IN

[Forgot username?](#)[Forgot password?](#)

PASSWORD RESET FORM

Reset password

Please enter your new password.

Passwords must

- ✓ Be at least 8 characters
- ✓ Have at least 1 upper case character
- ✓ Have at least 1 numerical character
- ✓ Have at least 1 symbol

New password

Confirm password

RESET PASSWORD

MAILING ADDRESS FORM

Mailing address

Mailing address 1

Mailing address 2

Optional

City

State

ZIP

ALERTS



Success Status

Lorem ipsum dolor sit amet, [consectetur adipiscing](#) elit, sed do eiusmod.

Warning Status

Lorem ipsum dolor sit amet, [consectetur adipiscing](#) elit, sed do eiusmod.

Error Status

Lorem ipsum dolor sit amet, [consectetur adipiscing](#) elit, sed do eiusmod.

Information Status

Lorem ipsum dolor sit amet, [consectetur adipiscing](#) elit, sed do eiusmod.

FORM CONTROLS

TEXT INPUTS AND AREA

Text input label

name@nj.gov

Text input focused

Text input error

Alert! Helpful error message

Text input success

Text area label

BORDER-RADIUS

Add a class to an element to round its corners.
class="rounded"

PAGINATION

BUTTONS

Default

#0056B3

Hover

#043166

Active

#0E1D2D

Focus

#C2C2C2

Disabled

#C2C2C2

CAROUSEL (SLIDESHOW OR SLIDER) CONTROLS



Controls, and keyboard focus on controls, should be visually apparent.

Controls should include "previous" and "next", "pause" and "play" and indicators to show how many slides are in the set and the indicators should be visually apparent as to which slide the users is viewing in the set.

Usability

Best Practices for Web Form Design

Keep the form short

Every time you cut a field or question from a form, you increase its conversion rate.

Visually group related labels and fields

Labels should be close to the fields they describe.

Present fields in a single column layout

Multiple columns interrupt the vertical momentum of moving down the form.

Use logical sequencing

Help keyboard users by testing the Tab-key navigation to ensure it follows the correct field sequence.

Avoid placeholder text

Some forms replace field labels with in-field placeholder text to reduce clutter on the page, or to shorten the length of the form. While this approach is based on good intentions, our research shows that it has many negative consequences.

Match fields to the type and size of the input

Text fields should be about the same size as the expected input since it's extremely error prone when users can't see their full entry.

Distinguish optional and required fields

Limit the form to only 1 or 2 optional fields, and clearly label them as optional.

Explain any input or formatting requirements

If a field requires a specific format or type of input, state the exact instructions.

Avoid Reset and Clear buttons

The risk of accidental deletion outweighs the unlikely need to 'start over' on a web form.

Provide highly visible and specific error messages

Errors should be signaled through a variety of cues, not solely through color: outline the field AND use red text AND use a heavier font, to ensure users don't overlook this critical information.

Place common elements in predictable areas

Put UI elements where users expect them. Using expected layouts and conventions help the user find the controls they need quicker.

Clear visual hierarchy

Grouping related form controls makes forms more understandable for all users, as related controls are easier to identify. It also makes it easier for people to focus on smaller and more manageable groups rather than try to grasp the entire form at once. Related elements should be placed close to each other and separate from other groups with borders and white space.

Use a step indicator in a multi-page form

If a form has a known number of steps to be completed, a step-by-step indicator can help users orient themselves. Use an ordered list with a list item for every step. Visually indicate the current and completed steps. If possible, provide a link to steps already completed, so the user can review them. In this case, any data already entered in the current step should be saved.

Example:



Usability

Progressive disclosure

If you have little screen space, make visible only those controls that are used often and by most people. The rest can be hidden under accordions, menus, ribbons, and tabs, which all use progressive disclosure to hide some of the complexity of the UI and allow users to focus on fewer options.

Progress indicators

Wait animations, such as percent-done bars and spinners, inform users of the current working state and make the process more tolerable to the user by reducing uncertainty. Users experience higher satisfaction with a site and are willing to wait longer when the site uses a dynamic progress indicator.

Keep a user from leaving a form before they have finished

When a user is on a screen where they are filling out a form it is recommended to avoid having links available for them to click that will take them away. If links are necessary on the same page as the form, it is recommended to open the link in a new window or have a pop up to alert the user that they are leaving the form that has not been finished. Give the user the option to save before leaving if possible.

Forms need to be accessible

Forms can be visually and cognitively complex and challenging to use. Accessible forms are easier to use for everyone, including people with disabilities. Controls should be labeled and elements should be grouped. Instructions should be provided. Validate input by providing the user options to undo changes and confirm data entry. Notify users when a task is successful and of any errors and provide instructions to help them correct mistakes.

Application Usability Sources

Best Practices for Web Form Design

Source: Nielsen Norman Group

<https://www.nngroup.com/articles/web-form-design/>

Mask Interaction Delays with Progress Indicators

Source: Nielsen Norman Group

<https://www.nngroup.com/videos/progress-indicators/>

Top 10 Application-Design Mistakes

Source: Nielsen Norman Group

<https://www.nngroup.com/articles/top-10-application-design-mistakes/>

3 Strategies for Managing Visual Complexity in Applications and Websites

Source: Nielsen Norman Group

<https://www.nngroup.com/videos/managing-visual-complexity/>

USWDS Components Step Indicator

Source: U.S. Web Design system (USWDS)

<https://designsystem.digital.gov/components/step-indicator/>

Accessible Forms Tutorial

Source: World Wide Web Consortium (W3C)

<https://www.w3.org/WAI/tutorials/forms/>

Multi-page Forms, Step-by-step indicator

Source: World Wide Web Consortium (W3C)

<https://www.w3.org/WAI/tutorials/forms/multi-page/#using-step-by-step-indicator>