



STATE OF ARIZONA DIGITAL STYLE GUIDE

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Digital Style Guide

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1. Version History

This table should be updated every time a change is made to this document. Once the new version has been approved it should also be added to the Current Version table.

Version	Date	Description of changes
1.0	8/23/2024	Initial Publication
1.1	08/30/2024	Added references to jquery requirements and typo corrections in Sliver Installation instructions
1.2	03/25/2025	Updated the style guide to new requirements

2. Introduction

The State of Arizona Digital Style Guide provides style guidelines for all public-facing websites, applications and collateral materials produced for the State of Arizona. The Guide acts as a central repository for brand guidelines, brand assets, UI components and more. State employees or vendors working on official websites and applications for the State of Arizona are encouraged to follow this Guide.

3. Document Scope

This State of Arizona Digital Style Guide was created in accordance with Statewide Policy [P1250: Website Design Policy](#). This guide applies to all public-facing State websites and applications. All State agencies, vendors, contractors and third parties, including other government bodies providing website and application related goods and services on behalf of the State shall comply with this guide.

It is important the State of Arizona maintains a consistent look and feel across its online public presence; therefore, this Guide is applicable for every state agency regardless of the platform used to provide the website or application.

4. Target Audience

The State of Arizona Digital Style Guide is intended to be used by designers, web developers and business analysts when developing or designing public-facing State websites and applications.

5. Standards

The design standards outlined in this Guide ensures a level of consistency and uniformity across all State of Arizona public-facing websites and applications. Once these standards are adopted statewide, visitors will be able to easily identify a State of Arizona site or application regardless of the agency. The objective is to obtain consistency in navigation and layout so that visitors can find what they are looking for when interacting with each state agency.

6. Responsive Design Principles

In order to support the IT Initiative to expand digital government and mobile capabilities statewide, it is important that state agency websites and applications aim to provide Arizona citizens with the ability to access state services anywhere, anytime with any device. All public-facing State websites and applications are required to have a responsive web design utilizing techniques such as image scaling, fluid layouts, and media queries. Responsive design principles provide an optimal viewing experience across a wide range of devices, from desktop computers to mobile phones.

6.1. Responsive Design Guidelines

- 6.1.1. Built on a fluid grid based on percentages instead of pixels (E.g. bootstrap grid system)
- 6.1.2. Video and images that scale depending on the resolution of the screen on which they are viewed
 - 6.1.2.1. Optimize images to reduce file size and speed page load
 - 6.1.2.2. Large background images should not be displayed on screens smaller than 600px wide
 - 6.1.2.3. Set images to scale for smaller screens
- 6.1.3. Breakpoints are defined within CSS to alter site layout for a variety of screen sizes
- 6.1.4. Site content is condensed to essentials to improve site navigation and user experience
- 6.1.5. Navigation is streamlined to accommodate smaller screens

7. Browser Compatibility

All public-facing websites and applications are required to support all vendor supported versions of major internet browsers with their websites and applications. To improve accessibility, public-facing websites and applications should also be compatible with vendor

supported versions of minor internet browsers that make up a significant component of the traffic to their websites.

7.1. Major Internet Browsers

- 7.1.1. Chrome
- 7.1.2. Chrome for Android
- 7.1.3. Safari
- 7.1.4. Safari iPhone
- 7.1.5. Edge
- 7.1.6. Firefox
- 7.1.7. Opera

8. Document and File Compatibility

State agencies are responsible for knowing how documents and files are handled and displayed within all vendor supported versions of major internet browsers

8.1. File Compatibility Guidelines

- 8.1.1. Documents and files should be uploaded in the most commonly usable format.
- 8.1.2. Files must be available in a format that is usable by the intended audience.
- 8.1.3. Posting files in alternate formats is acceptable as long as the most commonly usable format is also posted
- 8.1.4. Documents or files that are only usable within specific versions of internet browsers or operating systems should not be used.
- 8.1.5. If a file is only available in a specific uncommon file type, such as a GIS file, then the text accompanying the file must clearly communicate the purpose of the file, what application the file can be used with, and how the data can be requested in an alternate format.

9. Accessibility

All public-facing websites and applications are required to follow the [WCAG 2.2 standards](#) set forth by [State Policy 1300: WEBSITE ACCESSIBILITY](#). State agencies should utilize a quality assurance tool that monitors their site for compliance with these standards and policies¹. Once noncompliance issues are identified, it is the agency's responsibility to make the appropriate

¹ State agencies using the ASET Digital Government Agency Platform are provided access to a tool to monitor their website for compliance.

changes and keep their site in compliance. Design elements that inhibit full accessibility of the site should not be utilized.

9.1. Design Elements

- 9.1.1. `html lang="en"` - Web pages need to specify what language is being used on the page. Since every language has its own pronunciation rules the screen reader needs to know what language it needs to “speak.”
- 9.1.2. Use semantic headings and structure - Screen readers and other assistive technologies largely ignore visual styling of web pages and focus primarily on semantics and structure. Screen readers have the ability to navigate web pages by heading structure.
- 9.1.3. Ensure links have `:focus` state
- 9.1.4. Ensure links are recognizable (underlined)
- 9.1.5. Provide a “Skip to main content” link - If the main content is not one of the first items on the web page, a “Skip to main content” link allows users using keyboard and screen readers to skip directly to the content.
- 9.1.6. Use appropriate alt text

9.2. Forms

- 9.2.1. Logical layout
- 9.2.2. Tab order of the form follows a logical pattern
- 9.2.3. Associated label for all form controls

9.3. Media (Audio and Video)

- 9.3.1. Provide text transcripts
- 9.3.2. Synchronized subtitles for videos

9.4. Color and Contrast

- 9.4.1. Test color contrast - WCAG level AA requires a contrast ratio of at least 4.5:1 for normal text and 3:1 for large text. Using a browser extension like [axe DevTools - Web Accessibility Testing](#) allows you to test your page for correct color contrast.

9.5. Images

- 9.5.1. “Alt” tags correctly used - Adding alternative text for images is the first principle of web accessibility. The alt text is read by screen readers in place of images. Write something descriptive of the image that gives

someone using a screen reader good context of what is contained in the image.

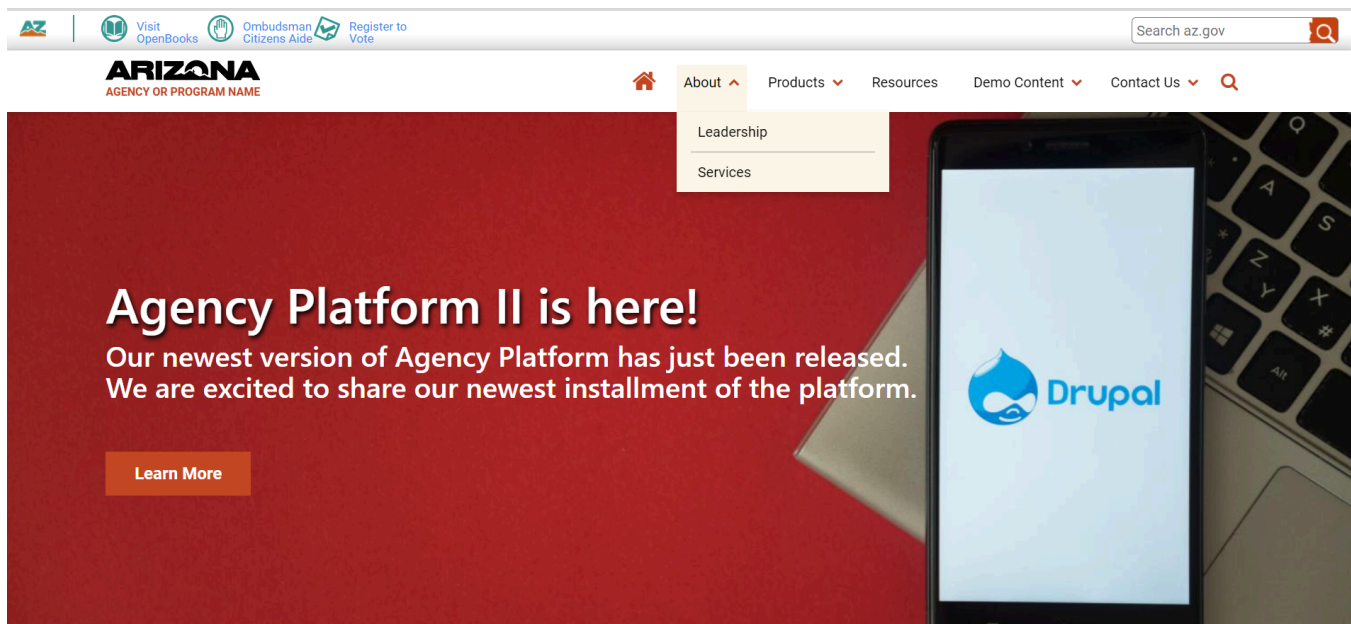
10. Sliver Component

It is mandatory that the Sliver is placed at the top of each site or application, so it appears immediately below the browser toolbar. The Sliver provides access to legislatively mandated hyperlinks and search capabilities across az.gov.

10.1. Sliver Requirements

- 10.1.1. Sliver installed on site or application
- 10.1.2. The Sliver must be placed at the top of the website in position 0, 0 in the upper left and go 100 percent to the right.

Sliver Example:



10.2. Sliver Installation

- 10.2.1. The Sliver is automatically installed and activated on all Agency Platform websites.
- 10.2.2. If the site or application is not built on the Agency Platform, an agency will need to add the Sliver manually using one of the following methods:
 - 10.2.2.1. HTML
In the <head></head> section. Copy and paste the following:

JavaScript

```
<script  
src="https://ajax.googleapis.com/ajax/libs/jquery/3.5.1/jquery.min.js"></script>  
<script src="{+}https://static.az.gov/sliver/sliver.js+"  
type="text/javascript"></script>
```

10.2.2.2. PHP

In your index.php paste the following:

Unset

```
echo '<script  
src="https://ajax.googleapis.com/ajax/libs/jquery/3.5.1/jquery.min.js"></script>';  
echo '<script src="{+}https://static.az.gov/sliver/sliver.js+"  
type="text/javascript"></script>';
```

10.2.2.3. ASP/.Net

Place the following in the head section of your page:

Unset

```
<script  
src="https://ajax.googleapis.com/ajax/libs/jquery/3.5.1/jquery.min.js"></script>  
<script  
src="{+}https://static.az.gov/sliver/sliver.js+"type="text/javascript"></script>
```

11. Agency Logo and/or Mark

11.1. Primary Mark

The Primary Mark utilizes a combination of Open Skies Turquoise, Sunrise Copper and Desert Sage using the Mandala pattern which is the preferred color combination for the State of Arizona logo. For websites and applications where a solid color is preferred for accessibility reasons, the white variation or black variation may be used.

11.1.1. Primary Mark Guidelines

- 11.1.1.1. On a dark background, a white variation may be used with or without the Mandala pattern
- 11.1.1.2. On a light background, a black variation may be used with or without the Mandala pattern
- 11.1.1.3. A single color version of the logo is 100% black or white
- 11.1.1.4. Additional brand guidelines are documented in the Arizona Brand Playbook.



Primary State Logo Color

The solid, Arizona color logo is our default/ primary logo and should be used in most applications, including in website header and footers.



Primary State Logo Black

The primary state logo and state icon logo should not be modified in any way. Avoid any unapproved changes or alterations to fonts, colors, elements or styles.

11.2. Agency Identifier

The agency identifier is set in text below the Main Logomark. All identifier text should be set in the same font style, sans-serif. The following guidelines apply to the Agency Identifier:

- 11.2.1.1. Agency Identifier Guidelines
- 11.2.1.2. Do not use logo marks under the Arizona logotype
- 11.2.1.3. Use only approved type face
- 11.2.1.4. Do not create new names
- 11.2.1.5. Do not add color

- 11.2.1.6. Font: Lexend
- 11.2.1.7. Size: 17 pt.
- 11.2.1.8. Leading: 18 pt.
- 11.2.1.9. Character Tracking: 180
- 11.2.1.10. Color: Black.

12. Favicon

A favicon, also known as a shortcut icon, is an image file associated with a particular website. In most major internet browsers the favicon will appear in the browser tab when viewing the website and in bookmarks and shortcuts to the website. The favicon is 16X16 pixel and will be added automatically for Agency Platform websites. Agencies that are not on the platform are required to add the favicon.



12.1. Favicon Guidelines

- 12.1.1. State Agencies are to use the secondary mark as the favicon for their public facing websites and applications.
- 12.1.2. The solid, AZ color icon logo should be used for web favicons and can be used in email signatures.

Favicon Example:



13. Great Seal of the State of Arizona and Logo

The Great Seal of the State of Arizona is to visually identify all State websites and applications. The Great Seal of the State of Arizona and logo combination are pre-designed and can only be used in the set color variations of either black or white. This design cannot be altered in any way aside from resizing to obtain uniformity. If resized, the Great Seal of the State of Arizona and logos must remain legible across all web browsers and devices.

Pursuant to A.R.S. § 41-130, the Great Seal of the State of Arizona may be used only after obtaining the approval of the Secretary of State.

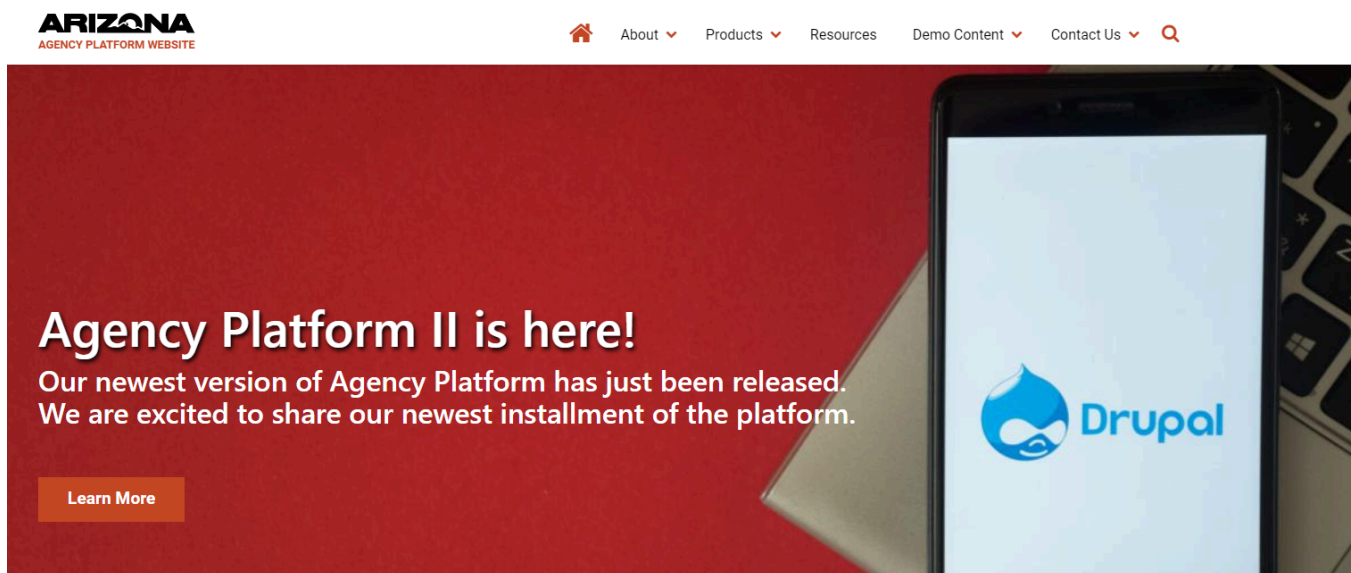
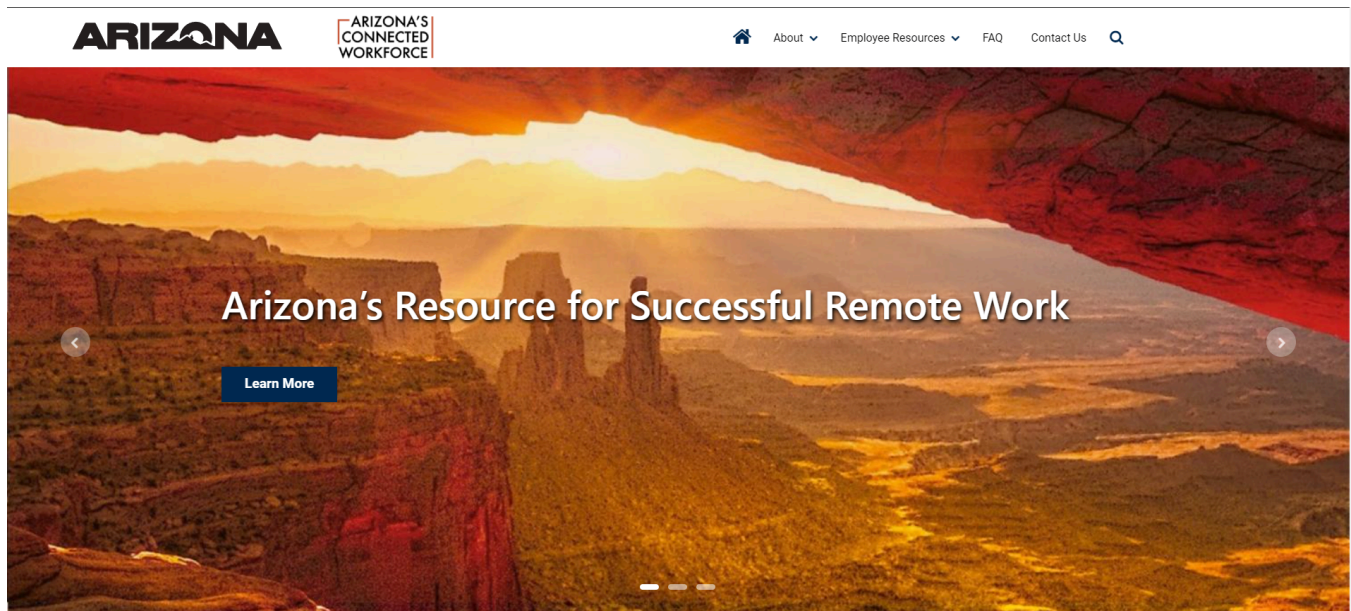
On May 7, 2018, the Arizona Secretary of State's office granted authorization to use the Great Seal of the State of Arizona on the layout of the Arizona Department of Administration's websites and the websites of any state agency using ADOA's base themes and custom themes. A copy of the Certificate of Approval is available upon request to the Arizona Department of Administration.



14. Logo Placement

14.1. Header

All State public-facing websites and applications are required to have either an agency-specific logo, program-specific logo or State of Arizona logo on the left side of the header. The header needs to remain static throughout the navigation process and the logo visible on all pages. See examples below.



14.2. Footer

The Great Seal of the State of Arizona is to be placed in the footer of all public-facing websites and applications. To the right of the seal is the State of Arizona logo and the tagline "Official Website of the State of Arizona" underneath the seal. Please see the example below. This is mandatory on all public-facing websites and applications to identify that the site is authorized by the State.

14.2.1. Footer Guidelines

14.2.1.1. Agencies are to contact ASET Digital Government to obtain the footer image and place it in the appropriate position on their site.²

14.2.1.1.1. [Arizona State Seal and Logo](#)

14.2.1.2. The image is set at the preferred resolution of 430X125 pixels. (The image is a .svg file and can be scaled to fit your needs but cannot be altered in any other way.)



15. Agency Location

Agency location information should be visible in the footer of every page. If an agency has multiple primary locations and listing a single location would cause confusion, the alternate footer guidelines may be followed.

15.1. Agency Contact Footer Guidelines

15.1.1.1. The agency footer should include the following elements:

15.1.1.2. Agency name

15.1.1.3. Full street address

15.1.1.4. Phone

15.1.1.5. Fax (If used by the agency)

Agency Platform Theme Example:

² ASET places the Great Seal of the State of Arizona, logo and tagline in the footer position for all Agency Platform websites.



ARIZONA
Official Website of the State of Arizona

Contact

Agency Name
100 N 15th Ave, Ste 302
Phoenix, AZ 85007


(602) 542-2250

[Statewide Policies](#) [Website accessibility](#) [Content disclaimer](#) [Privacy policy](#) [Security](#) [Sitemap](#)

15.2. Alternate Agency Contact Footer Guidelines

- 15.2.1.1. The footer for an agency that has multiple address should include the following elements:
- 15.2.1.2. Agency name
- 15.2.1.3. Hyperlink to a web page containing the required elements (in the examples below the words "Contact Us" are linked to a contact form)
- 15.2.1.4. Main Switchboard Phone Number (If used by the agency)
- 15.2.1.5. If not provided in the footer, the Contact Us page must contain the following for each location:
- 15.2.1.6. Address
- 15.2.1.7. Email or webform link
- 15.2.1.8. Phone Number
- 15.2.1.9. Fax (If used)
- 15.2.1.10. Thumbnail image of the map location or building
- 15.2.1.11. Link to the agency location in Google Maps

Agency Platform Theme Example:



ARIZONA
Official Website of the State of Arizona

MVD Services

- Hours and Locations
- Online Services
- Driver Services
- Business Services
- MVD Forms and Publications

News

- ADOT Blog
- News Releases
- Arizona Highways Magazine


Careers






- Current Job Opportunities
- Employee Benefits
- Opportunities for Veterans


Resources

- Civil Rights
- Executive Hearing
- Governor's Website
- Law Enforcement
- Report Fraud
- AZ Crash Report / Training Resources

Translate:


 **Select Language** ▼



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[Civil Rights/ADA](#) [Derechos Civiles/ADA](#) [Website Policies](#)






[Contact Us](#) 


16. Color Palette

The color palette for all public-facing websites and applications should reflect the “brand” of the State of Arizona. State agencies have the ability to choose from a predetermined color scheme specific to their services. The recommendation is to keep sites looking clean and current; therefore, the use of a color palette with a limited amount of colors is recommended. The main objective is to utilize these colors throughout the entire site to maintain uniformity.

16.1. Color Palette Guidelines

16.1.1. Identifiable Primary Color Pallet: Vivid Terrain

Pine Green #005528 rgb(0, 85, 40)	
Desert Sage #8CB27B rgb(140, 178, 123)	
Sunrise Copper #CC6C20 rgb(204, 108, 32)	
Setting Sun Magenta #8A3A6D rgb(138, 58, 109)	
Open Skies Turquoise #369992 rgb(54, 153, 146)	

Warm Sand #EBD4A3 rgb(235, 212, 163)	
--	--



16.1.2.

17. Typeface

The typeface used for all public-facing websites and applications should be Lexend for headlines and Archivo for body text.. The font size should be easy to read on either a large monitor or mobile device. More than two (2) typefaces are not recommended.

17.1. Typeface Guidelines

- 17.1.1. Consistent use of the two typeface(s) throughout the website
- 17.1.2. Two (2) typefaces used: use Lexend for headlines and Archivo for body text.
- 17.1.3. Recommended font size is 1em for body text

18. Text Decorations

Text decorations across your site should be used consistently across pages and sections. Designers and developers should use the H1 - H6 tags for properly creating headers.

18.1. Text Decoration Guidelines

- 18.1.1. Only hyperlinks will have an underline - if the text is not a hyperlink, it should not be underlined.
- 18.1.2. Proper use of H1-H6 tags
- 18.1.3. Links correctly identified

19. Menu Structure

The menu structure of all sites should follow a uniform structure. Key menu items should be in the same place across all public-facing websites and applications for easy navigation for customers as they visit each State website or application.

19.1. Menu Structure Guidelines

- 19.1.1. Home: The Home button should be the first menu option in the navigation to bring the user back to the home/front page of the website.

19.1.2. About: The second menu item on the main navigation. This should link to the about page giving information on the agency or program's mission and any other information that the user might need. The following secondary menu items are to be placed under the About menu:

19.1.2.1. Services: The primary website for each State agency shall have a Services page nested under the About menu (E.g. <https://hr.az.gov/about/services>) and list all the services that the agency provides to their customers. The list of services shall also be provided in a machine readable format.³ The following information shall be provided for each service:

- Title of Service
- Description of Service
- Service Category
 - Administering Occupational/Professional Examinations/Tests
 - Approving Benefits (Medicaid - SNAP - TANF - insurance claims - etc.)
 - Auditing/Inspecting, Collecting Revenue (taxes - assessments - etc.)
 - Conducting Investigations (receiving and investigating complaints)
 - Issuing/Renewing Licenses/Permits/Registrations
 - Receiving/Processing Required Filings
 - Receiving/Resolving Inquiries and Requests (public records - general questions - etc.)
 - Other
- Method of Delivery (online/offline)
- Audience
 - Business or Organization
 - Government Agencies (State, Cities, Towns, Counties, Districts)
 - Visitor
 - Citizen
 - Resident
 - Taxpayers
 - Students
 - Adults
 - Children
- Link to Service (if online)

³ On the Agency Platform sites this information will automatically be set up to be exported, if an agency's website is not managed by the Agency Platform the agency will need to set up an export feed at [domain/services/services-export](#).

- 19.1.2.2. Leadership Page: This should be nested under the About menu item and have the information on the agency leadership and or staff. This page title can be renamed for your customers. The menu item/page can be named to fit your agency's needs.
- 19.1.3. Resources: menu will list all resources on the website on a central page for easy navigation. The resource itself can be placed on any page as needed, but the resources page will host all resources on the site in one centralized location. The menu item can be moved per preference of the agency.
- 19.1.4. Contact Us: This should be the far right menu item on the main navigation. This will link to the contact page where the agency customer can send in an email through a webform submission or have the appropriate information to contact the agency or necessary group.
 - 19.1.4.1. FAQ: The Frequently Asked Questions link is by default nested under the Contact Us menu. The menu item can be moved per preference of the agency.

20. Iconography

The icon style for agency websites and applications should use one style for the entire site. The style should be clear and viewable on either desktop or mobile devices. The style should be professional and appropriate for the site. The colors of the icons should match the colors of the site and be used in a high contrast manner.

21. Social Media

Social media icons can be added to the page and placed where necessary (the header or the footer are the most common areas). Prior to using any Social Media icon or other service or trademark, consult with the terms and conditions for use of logos provided by each service or trademark owner.

21.1. General rules for the use of social media icons

- 21.1.1. Only show the logo in the colors approved by the Trademark owner.
- 21.1.2. Only use the logo in the approved dimensions.
- 21.1.3. Don't alter, rotate, or modify the logo.
- 21.1.4. Don't animate the logo.
- 21.1.5. Don't use outdated versions of the logo.

22. Images and Graphics

Images and graphics should be clear and in focus and represent the information on your website or application. They should either be taken by an Agency representative or from a website where you have obtained the rights to use the photos. You CAN NOT use an image straight from the internet - you must obtain the rights to use the image.

Repository.az.gov is a collection of images owned by, created for, or licensed for use by the State of Arizona. Here you will be able to search through a variety of media repositories to locate photos, icons, logos, etc. to use in your website projects. You may also add images belonging to or licensed to the State, so they may be made available for use by other Arizona State Agencies, Boards, and Commissions. When adding or requesting images, it is essential to read both this site's terms of use and any restrictions that may apply to individual media.

22.1. Images and Graphics Guidelines

- 22.1.1. Images and graphics used on a website or application must be owned by, created for, or licensed for use by the State of Arizona.
- 22.1.2. Images and graphics should be clear and in focus
- 22.1.3. Images and graphics should represent the information on your website or application.



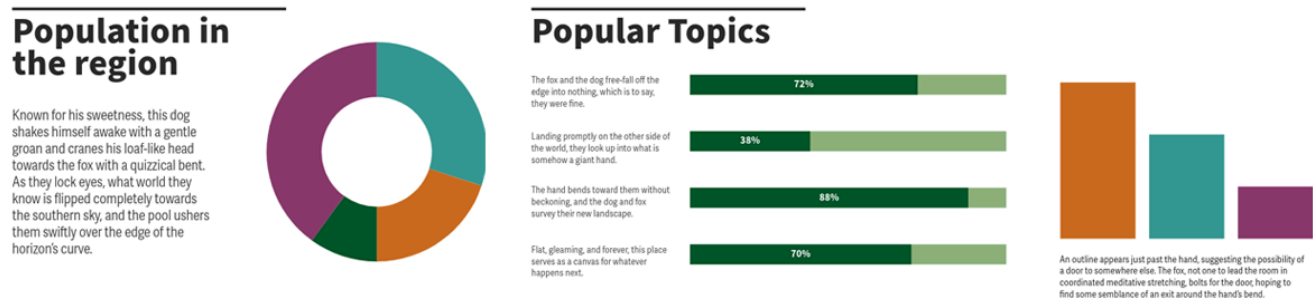
23. Infographics

Infographics are used to communicate key messages while keeping branding consistent.

23.1. Infographic Guidelines

- 23.1.1. Use existing color palette of your website or application
- 23.1.2. Secondary color palette can be used – but sparingly
- 23.1.3. Use web friendly font family
- 23.1.4. Use white space for a clean, easy-to-read look
- 23.1.5. Use the same style of icons on your website or application
- 23.1.6. Graphs and charts should reflect the icon style

Infographic Examples:



24. Standard Linking Conventions

Linking should be done appropriately. It needs to be not only accessible, but it also needs to be correct based on the type of link used.⁴

24.1. Linking Guidelines

- 24.2. Links to internal pages should open with the same browser window

Example: `A new page on your site`

- 24.3. Links to external pages open in a new browser window or tab

Example: `A third party page not on your domain`

- 24.4. Links to documents open in a new browser window or tab. Always label the link so the viewer knows the link will open a document and not a webpage.

Example: `Document download (PDF)`

- 24.5. Do not use “click here” in a text link. Using a “click here” text link is not informative for user experian and it is not SEO-friendly. Refrain from using it.
- 24.6. Text links are required to be identified by being a different color than the paragraph text and it has to be underlined.

⁴ If you are on the Agency Platform then there are modules setup to handle appropriate linking for you

25. Exceptions

This State of Arizona Digital Style Guide was created in accordance with Statewide Policy [P1250: Website Design Policy](#). This guide may be expanded upon or exceptions may be taken by an agency following the below Exception Procedure.

25.1. Exception Request Guidelines

- 25.1.1. Existing IT Products and Services
 - 25.1.1.1. Business Unit subject matter experts (SMEs) should inquire with the vendor and the state or agency procurement office to ascertain if the contract provides for additional products or services to attain compliance with PSPs prior to submitting a request for an exception in accordance with the Statewide Policy Exception Procedure.
- 25.1.2. IT Products and Services Procurement
 - 25.1.2.1. Prior to selecting and procuring information technology products and services, BU SMEs shall consider Statewide IT PSPs when specifying, scoping, and evaluating solutions to meet current and planned requirements.
- 25.1.3. Agencies should not deviate from the State of Arizona Digital Style Guide without an approved exception request.
- 25.1.4. It is the agency's responsibility to submit requests in advance to allow sufficient time for the approval process.
- 25.1.5. A copy of all exception requests along with their disposition will be kept within the ADOA-ASET Service Desk ticketing system.
- 25.1.6. Agencies are encouraged to retain copies of exception requests, along with any supporting documentation for specific exceptions, when appropriate.

25.2. Exception Procedure

To request an exception to any required item in the State of Arizona Digital Style Guide, please follow the below procedure

- 25.2.1. Submit a written request to the Digital Government Program via the [ADOA Service Desk Ticket System](#) requesting your exception
- 25.2.2. The request should include the specific guidelines you are seeking an exception for and the justification for the exception. Include a reference to the appropriate section (i.e. section number and title, page number, etc.).
What exception are you proposing? Why is the exception warranted?
What compensating controls will you be implementing?

- 25.2.3. The Digital Government Program Manager will review the request and either approve or deny your request in writing, within the Service Desk Ticket