Digital Services Policy Framework

WA Government Website Style Standard

# Last updated: August 2020

# Document Control

**WA Government Website Style Standard:** Version 1.2 – August 2020

**Produced and published by**: Office of Digital Government

**Acknowledgements:**

**Contact:**

Office of Digital Government   
2 Havelock Street  
WEST PERTH WA 6005

Telephone: 61 8 6552 5000

Email: [dgov-strategy@dpc.wa.gov.au](mailto:dgov-strategy@dpc.wa.gov.au)

**Document version history**

| **Date** | **Author** | **Version** | **Revision Notes** |
| --- | --- | --- | --- |
| 2018 | Office of the GCIO | 1.0 | First Release |
| 2019 | Office of Digital Government | 1.1 | Rebranded to Office of Digital Government |
| 2020 | Office of Digital Government | 1.2 | Reviewed and updated to include new features |

[null](https://creativecommons.org/licenses/by/4.0/deed.us)

This document, the **WA Government Website Style Standard, Version 1.2** is licensed under a **Creative Commons Attribution 4.0 International Licence**. You are free to re-use the work under that licence, on the condition that you attribute the Government of Western Australia (Office of Digital Government) as author, indicate if changes were made, and comply with the other licence terms. The licence does not apply to any branding or images.

**License URL:** <https://creativecommons.org/licenses/by/4.0/legalcode>

**Attribution:** © Government of Western Australia ([Office of Digital Government](https://wa.gov.au/organisation/office-of-digital-government)) 2019 to 2020

**Notice Identifying Other Material and/or Rights in this Publication:**

The Creative Commons licence does not apply to the Government of Western Australia Coat of Arms. Permission to reuse the Coat of Arms can be obtained from the [Department of the Premier and Cabinet](https://www.wa.gov.au/organisation/department-of-the-premier-and-cabinet/common-badging-use-of-the-state-coat-of-arms-and-the-wa-state-government-badge).

# Standards Statement

The WA Government Website Style Standard (this document), together with the Website Visual Design and Functional Standard, describes the approved one government website user experience (UX) design, and is a mandatory component of the Digital Services Policy Framework.

The WA Government Website Style Standard, together with the Website Visual Design and Functional Standard, replace the Common Website Element standards. It will assist agencies to align to the one government website UX design.

# Scope

The WA Government Website Style Standard is mandatory for all WA public sector agency websites under the Digital Services Policy. Agencies will be required to apply the standard to:

* all new public facing website projects;
* all significant redevelopment work including rebranding, restructure or major enhancements to websites; and
* all website projects involving transition to a new platform or new content management system.

This is to enable agencies to accommodate compliance with this standard within the normal planning or update cycle for their websites and web infrastructure.

Agencies seeking [exemption](http://www.wa.gov.au/government/publications/website-project-governance-process) from complying with this standard will require approval from the Directors General (DG) Information and Communications Technology (ICT) Council.

The WA Government Website Style Standard is recommended but optional for Government advertising campaigns and Government Trading Enterprise (GTE) websites.

# Objectives

* Assist agencies align to the one government user experience design.
* Ensure WA government websites look and operate consistently in order to improve usability and learnability, and enable a better user experience for users of WA Government websites.
* Simplify the user experience and make government digital services easier to use.

# Additional Requirements

All agencies should apply the [Western Australian Digital Service Design Principles](http://www.wa.gov.au/government/publications/digital-service-design-principles) when planning or updating websites to ensure services meet the needs of the community.

# WA Government Website Style Standard

The WA Government Website Style Standard establishes mandatory visual and functional requirements that must be adopted and fully complied with on all WA Government agency websites that fall within the scope.

| Style | Description and notes | CSS/code | Visual Example |
| --- | --- | --- | --- |
| Branding |  |  |  |
| State Government crest or badge | White crest or badge on transparent background in SVG format.  Refer to [Common Badging](https://www.wa.gov.au/organisation/department-of-the-premier-and-cabinet/common-badging-use-of-the-state-coat-of-arms-and-the-wa-state-government-badge) for guidelines and sizes. |  | Mocked up examples with agency names  White crest or badge on transparent background in SVG format.  Refer to Common Badging for guidelines and sizes.  White crest or badge on transparent background in SVG format.  Refer to Common Badging for guidelines and sizes. |
| Co-Badging | Refer to [Common Badging](https://www.wa.gov.au/organisation/department-of-the-premier-and-cabinet/common-badging-use-of-the-state-coat-of-arms-and-the-wa-state-government-badge) for further details. |  |  |
| Colours | All colour contrasts ratings must be checked for your specific foreground and background combination to meet WCAG AA compliance. [Contrast success criterion 1.4.3](https://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html) | | |
| Black - headings | Default colour for h1-h4 headings. | #1a1a1a |  |
| Black – text and backgrounds | Standard paragraph and global navigation text.  Search pagination buttons. | #000 |  |
| Dark grey – text and backgrounds | Background colour for header and footer.  Text colour for child menu. | #2d2f32 |  |
| Dark grey - highlight | Highlight section background e.g. Popular services. | #2d2f32 |  |
| Grey – footer panel | Used for background colour for feedback form on footer. | #2d2f32 |  |
| Grey - breadcrumb | Used for hyperlinks within the breadcrumb trail. | #4d4d4d |  |
| Grey- search result links | Used for category hyperlinks in search results pages. | #4d4d4d |  |
| Grey - links | Used for hyperlinks. | #4d4d4d |  |
| Light grey - tabs | Used on tabs (e.g., Search results) when not in focus. | #d1d1d1 |  |
| Light grey – title block | Background colour on title block/hero page. | #f5f5f5 |  |
| Ochre | Used for call to action, text field border, hyperlinks and other highlights. | #d14210 |  |
| Ochre – focus state | Used for focus state for all links, buttons and menu items. | #d54614 |  |
| Navigation |  | | |
| Global navigation | The main menu located below header block and above hero block. | color: #2d2f32;  border-top: solid 7px #d14210  display: block;  padding: 19px 20px 24px 20px;  font-size: 1.12rem;  line-height: 1.5rem;  font-weight: 300; | The main menu located below header block and above hero block. |
| Child menu item | Child menu item of top level global navigation item. | vertical-align: top;  margin: 0px 16px 0px 0px  padding: 20px 10px 20px 10px;  font-size 0.87rem;  font-weight: 500;  background: #ffffff;  color: #2d2f32;  line-height: 1.12rem;  border-top: 1px solid #d1d1d1 | Child menu item of top level global navigation item. |
| Child menu item hover | Hover state for the child menu item of top level global navigation item. | color: #d14210;  border-top: 0px; | Hover state for the child menu item of top level global navigation item. |
| Icons for top level menu with children | Used at the end of global navigation top-level items that have children. | Chevron up and chevron down.  Refer to icon section. | Icons for top level menu with childrenIcons for top level menu with children |
| Icons for child menu item and hover | Used in global navigation for children of top-level items. | Chevron right and arrow right.  Refer to icon section. | Chevron right and arrow right.   Chevron right and arrow right. |
| Menu focus | Focus state used for all menu items when they are focused by tabbing. | outline: dotted 2px #d54614;  (inherit hover style) | Focus state used for all menu items when they are focused by tabbing. |
| Fonts |  | | |
| Family | Used for all text and headings. | font-family: Heebo,Arial,Helvetica,sans-serif; |  |
| Text |  | | |
| Paragraph text | Used for general body text. | font-size: 1.12rem; | Used for general body text. |
| Alternatives | Dark background  e.g. the footer. | colour: #ffffff;  background: #2d2f32; | Dark background e.g. the footer. |
| Short description | Page description text below the page title. | color: #000000;  font-size: 1.62em;  line-height: 150%;  font-weight: 300; | Page description text below the page title |
| Teaser text | Teaser text for subcategories or callout boxes  e.g. Browse all information and services page. | color: #4d4d4d;  font-size: 1.25rem;  line-height: 1.5  margin-bottom: 1.5rem; | Teaser text for subcategories or callout boxes e.g. Browse all information and services page. |
| Header/footer text | Used for plain text in the header of footer, such as the copyright statement. | color: #ffffff;  font-size: 0.87rem;  font-weight: 300;  line-height: 125%; | Used for plain text in the header of footer, such as the copyright statement. |
| Headings | Any headings that are also links will reflect the additional style of hyperlinks.  Text is in sentence case. | | |
| H1 | Used for page title in hero block and can only be used once on a page. | h1 {  font-weight: 900;  line-height: 1.2;  color: #1a1a1a  font-size: 2.5rem;  margin-bottom: 1.25rem;  } | Used for page title in hero block and can only be used once on a page. |
| H2 | Secondary heading on light background. | h2 {  font-weight: 700;  line-height: 1.2;  color: #1a1a1a ;  font-size: 2rem;  margin-top: 0; | Secondary heading on light background. |
| H2 alternative | White heading on a dark background | color: #fff;  font-size: 2rem;  font-weight: 700; | White heading on a dark background |
| H3 | Used within long description as sub heading (where there is a H2 defined before). | h3 {  font-weight: 700;  line-height: 1.0;  color: #000;  font-size: 1.5rem;  margin-bottom: 1.5rem;  } | Used within long description as sub heading (where there is a H2 defined before). |
| H3 alternative | White heading on dark background e.g. footer. | color: #fff;  font-size: 1.25;  font-weight: 500; | White heading on dark background e.g. footer. |
| H4 | Used within long description as sub heading (where there is a H3 defined before). | h4 {  font-weight: 700;  line-height: 132%;  color: rgba(0,0,0,0.9);  letter-spacing: 0;  font-size: 1.5rem;  margin-bottom: 1.25rem;  } | Used within long description as sub heading (where there is a H3 defined before). |
| Links |  | | |
| Hyperlink | Used in paragraphs, lists or other locations. | font weight: 500;  text-decoration;  underline  ##4d4d4d |  |
| Hyperlink hover | Hover state of hyperlinks in paragraphs, lists and other locations. | color: #d14210  #d14210 | Hover state of hyperlinks in paragraphs, lists and other locations. |
| Hyperlink focus | Focus state used for all hyperlinks when they are focused by tabbing. | outline: dotted 2px #d54614;  box-sizing: inherit; |  |
| Hyperlinks alternative style | Used for category links on results pages. | font-weight: 500;  color: #4d4d4d;  text-decoration: underline; |  |
| Hyperlinks alternative style – hover | Hover state for category links on results pages. | color: #d14210; |  |
| Hyperlinks on dark background | To be used when hyperlinks are listed on a dark background e.g. Popular services block. | color: #ababab;  font-weight: 500;  font-size: 1.25rem; | Hyperlinks on dark background. To be used when hyperlinks are listed on a dark background e.g. Popular services block. |
| Hyperlinks on dark background – hover | Hover state for hyperlinks on dark background | color: #fff; | Hover state for hyperlinks on dark background |
| Icon for end of hyperlink | Used in navigational prompts  e.g. Related services. | Chevron right.  Refer to icon section. | Used in navigational prompts  e.g. Related services. |
| Icon for end of hyperlink - hover | Hover state of hyperlinks used in navigational prompts. | Arrow right.  Refer to icon section. | Hover state of hyperlinks used in navigational prompts. |
| Hyperlinks in header or footer | To be used for the standard links in the header and footer blocks. | color: #fff;  font-weight: 500;  text-decoration: underline |  |
| Hyperlinks in header or footer – hover | Hover state for standard links from header and footer blocks. | text-decoration: none  color: #ffff; |  |
| Breadcrumb text | The breadcrumb trail is displayed at the top of the title block above the page title (h1).  This is the default font style for the breadcrumb text. | font-size: 0.87rem;  font-weight: 500;  color: #4d4d4d |  |
| Breadcrumb link | Hyperlinks within the breadcrumb trail | text-decoration: underline; |  |
| Breadcrumb link – hover | Hover state of hyperlinks in the breadcrumb trail. | text-decoration: underline;  color: #d14210 |  |
| Breadcrumb – current active page | current active page in breadcrumb | color: #000;  border: none; |  |
| List separator | To be used to separate hyperlink lists  e.g. Related services and information or  Find an agency. | border-bottom: 1px solid #d1d1d1 |  |
| Header/footer link | Default links within the header or footer menu. | color: #ffffff;  font-size: 0.87rem;  font-weight: 500; |  |
| Header/footer link - hover | Hover state of hyperlinks in the header or footer menu. | text-decoration: none; |  |
| Buttons and blocks |  | | |
| Hero header block | Used under the main navigational menu to contain breadcrumb, page heading (h1) and sub title. | background-color: #f5f5f5;  padding-bottom: 3rem;  padding-top: 3rem; | Used under the main navigational menu to contain breadcrumb, page heading (h1) and sub title. |
| Block button | Used for large call to action button  e.g. home page of WA.gov.au. | color: #fff;  font-size: 16px;  text-decoration: none;  font-weight: 600;  background: #d14210;  line-height: 1.25;  padding: 3rem ;  display: flex; |  |
| Block button - hover | Hover state of large call to action button. | background: #2d2f32;  color: #fff; |  |
| Small button | Call to action button which can be used in the page text, for more options in a list or in a right hand column. | color: #ffffff;  font-size: 0.87rem;  text-align: center;  font-weight: 500;  background: #000  line-height: 1.5;  padding: 0.75rem 2rem  display: inline-block; | Visual example -small button |
| Small button - hover | Hover state of call to action button. | background: #d14210; | Visual example - small button hover |
| Button focus | Focus state used for all buttons when they are focused by tabbing. | outline: dotted 2px #d54614 | Visual example - button focus |
| Icons |  | | |
| Iconset – [IcoMoon icon libraries](https://icomoon.io/) are recommended. | Icons used for navigational elements and search. | | |
| Chevron down  Used in navigational links. | font-family: "icomoon";  content: "\e904"; | Visual example - chevron down |
| Chevron up  Used in navigational links. | font-family: "icomoon";  content: "\e904";  transform: scaleY(-1); | Visual example - chevron up |
| Arrow right  Used in navigational links. | font-family: "icomoon";  content: "\e900"; | Visual example - arrow right |
| Chevron right  Used in navigational links. | font-family: "icomoon";  content: "\e906"; | Visual example - chevron right |
| Chevron left  Used in navigational links for mobile menu for the ‘Return to previous’ option. | font-family: "icomoon";  content: "\e905"; | Visual example - chevron left |
| Search | font-family: "icomoon";  content: "\e914"; | Visual example - search icon |
| Open in new browser tab/window | font-family: "icomoon";  content: "\e909"; | Visual example - open in  new browser tab / window |
| Mobile hamburger menu/Expand the menu | font-family: "icomoon";  content: "\e90b"; | Visual example - mobile hamburger menu |
| Clear search/close the page | font-family: "icomoon";  content: "\e907"; | Visual example - clear search icon |
| Browse main categories | font-family: "icomoon";  content: "\e903"; | Visual example - browse main categories |
| Online service | font-family: "icomoon";  content: "\e911"; | Visual example - online service icon |
| Data | font-family: "icomoon";  content: "\e908"; | Visual example - data icon |
| Information | font-family: "icomoon";  content: "\e90d"; | Visual example - information icon |
| Popular services | font-family: "icomoon";  content: "\e912"; | Visual example - popular services |
| Form elements |  | | |
| Text box | Use for plain text data entry boxes on any forms. | background: rgba(255,255,255,0.7);  color: #222;  border: 1px solid rgba(156,172,186,0.3); |  |
| Text box focus | Focus state used for all forms when they are focused by tabbing. | border: #d54614; |  |
| Search box |  |  |  |
| Default | Default search box used at the right hand side of header block. | background: #2d2f32;  border: #585c62;  padding-bottom: 2rem;  padding-top: 2rem;  color: #ffffff;  font-size: 16px;  font-weight: 300;  line-height: 1.5; |  |
| Focus | Focus state of search box used either when tabbing or when selected.  Placeholder text remains as background only. | background: #2d2f32;  outline: dotted 2px #d54614; |  |
| Icon | Refer to icons section for further details. | background: none;  border: 1px solid transparent;  color: #fff;  font-size: 0;  line-height: 0;  padding: 0.75rem 1rem |  |
| Icon hover | Refer to icons section for further details. | color: #d14210; |  |
| Search results |  | |  |
| Search results tab in focus | Used if search provides results from multiple sources  e.g results from this site, results from all of government.  Shows selected tab. | color: #d14210;  box-shadow: inset 0px 7px 0px 0px #d14210  h2  Background: #fff  cursor: pointer;  font-size: 18px;  font-weight: 500;  height: 100%; |  |
| Search results tab not in focus | Shows alternative tab that is not selected. | background-color: #d1d1d1;  color: #4d4d4d;  font-size:18px;  text-decoration: none;  h2  font-weight: 500;  height: 100%; |  |
| Search pagination |  | |  |
| Next and previous buttons | For use on pagination in search results.  Hide previous for first page and next for last page. | background: #000;  font weight: 500;  padding: 18px 36px;  color: #fff;  text-decoration: none;  font-size: .875rem;  line-height: 150%;  font-weight: 500;  border: 0px;  border-radius: 0px; |  |
| Next and previous buttons hover | Hover state used for pagination buttons. | background: #d14210  color: #fff; |  |
| Next and previous buttons and page number focus | Focus state used for pagination buttons when they are focused by tabbing. | outline: dotted 2px #d54614; |  |
| Top border | Border show above pagination. | 1px solid #d1d1d1 |  |
| Current page number | Used to identify the results page that is currently displayed. | color: #d14210;  box-shadow: inset 0 4px #d14210;  padding: 2.5em 1em 1em | Visual example - search pagnation - current page number |