



Government of **Western Australia**
Department of the **Premier and Cabinet**
Office of **Digital Government**

Digital Services Policy Framework

WA Government Website Style Standard

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Document Control

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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



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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](#) 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



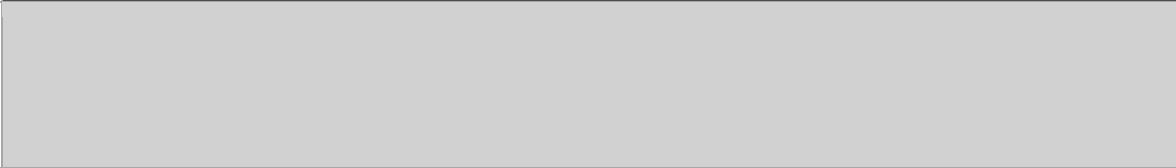
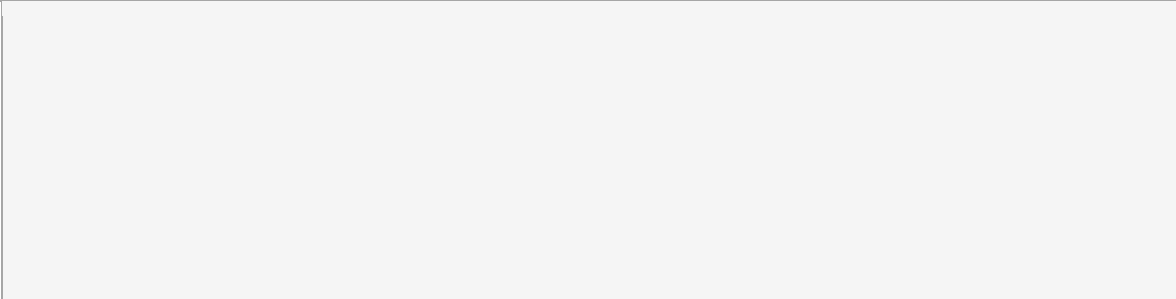


All agencies should apply the [Western Australian Digital Service Design Principles](#) when planning or updating websites to ensure services meet the needs of the community.

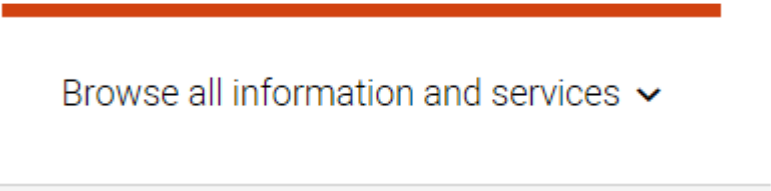



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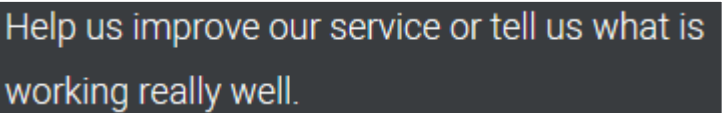
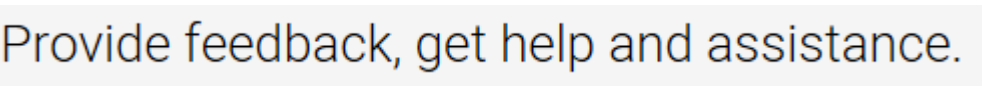
The WA Government Website Style Standard establishes mandatory visual and functional requirements that must be adopted and fully complied with on all WA Government agency websites that fall within the scope.

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 for guidelines and sizes.		 <p>Mocked up examples with agency names</p>
Co-Badging	Refer to Common Badging 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		
Black - headings	Default colour for h1-h4 headings.	#1a1a1a	

Style	Description and notes	CSS/code	Visual Example
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	


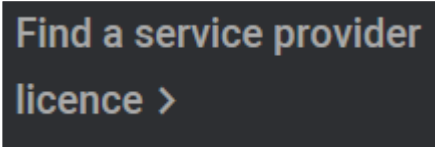
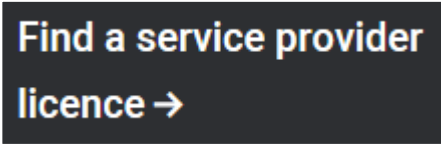
Style	Description and notes	CSS/code	Visual Example
Grey- search result links	Used for category hyperlinks in search results pages.	#4d4d4d	
Grey - links	Used for hyperlinks.	#4d4d4d	
Light grey - tabs	Used on tabs (e.g., Search results) when not in focus.	#d1d1d1	
Light grey – title block	Background 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	

Style	Description and notes	CSS/code	Visual Example
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;	
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 hover	Hover state for the child menu item of top level global navigation item.	color: #d14210; border-top: 0px;	
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.	

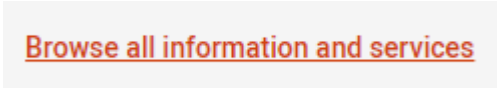
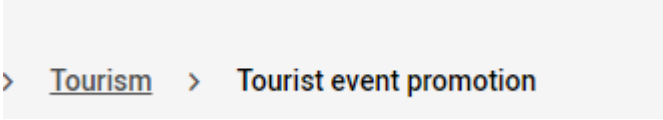
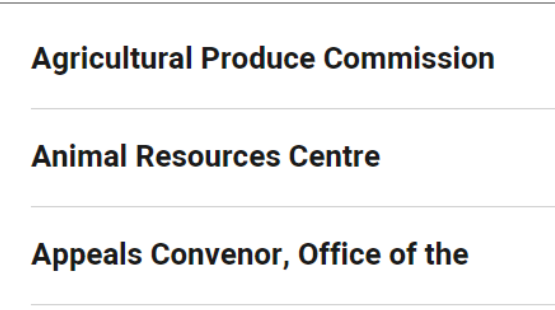
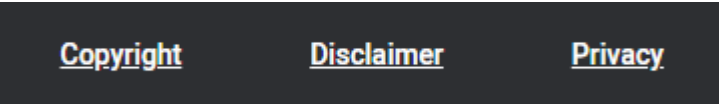
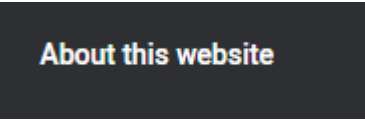
Style	Description and notes	CSS/code	Visual Example
Icons for child menu item and hover	Used in global navigation for children of top-level items.	Chevron right and arrow right. Refer to icon section.	
Menu focus	Focus state used for all menu items when they are focused by tabbing.	outline: dotted 2px #d54614; (inherit hover style)	
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;	The information on this website is brought to you and easily from a trusted source. Using a white
Alternatives	Dark background e.g. the footer.	colour: #ffffff; background: #2d2f32;	
Short description	Page description text below the page title.	color: #000000; font-size: 1.62em; line-height: 150%; font-weight: 300;	

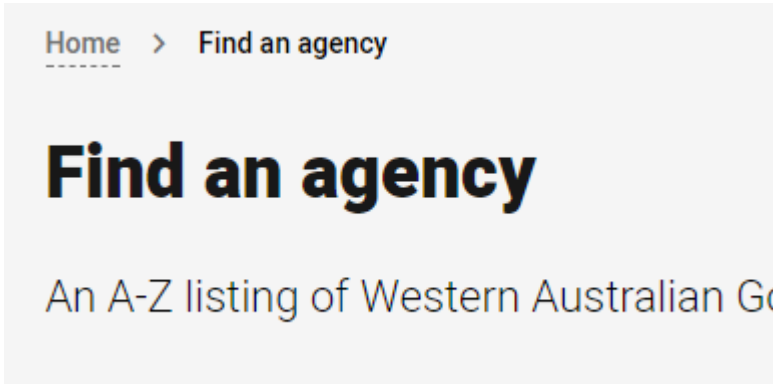

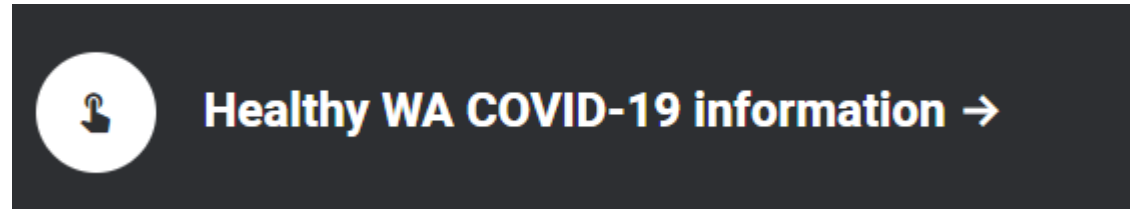
Style	Description and notes	CSS/code	Visual Example
Teaser text	Teaser text for subcategories or callout boxes e.g. Browse all information and services page.	color: #4d4d4d; font-size: 1.25rem; line-height: 1.5 margin-bottom: 1.5rem;	Aboriginal oral histories, genealogies and languages including cultural resource collections.
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%;	© Government of Western Australia 2017
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; }	Find an agency
H2	Secondary heading on light background.	h2 { font-weight: 700; line-height: 1.2; color: #1a1a1a ; font-size: 2rem; margin-top: 0;	How government works
H2 alternative	White heading on a dark background	color: #fff; font-size: 2rem; font-weight: 700;	Popular services

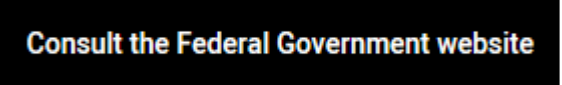



Style	Description and notes	CSS/code	Visual Example
H3	Used within long description as sub heading (where there is a H2 defined before).	h3 { font-weight: 700; line-height: 1.0; color: #000; font-size: 1.5rem; margin-bottom: 1.5rem; }	The Government
H3 alternative	White heading on dark background e.g. footer.	color: #fff; font-size: 1.25; font-weight: 500;	Acknowledgement of Country
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; }	Western Australia
Links			
Hyperlink	Used in paragraphs, lists or other locations.	font weight: 500; text-decoration: underline ##4d4d4d	<u>Department of the Premier and Cabinet</u>
Hyperlink hover	Hover state of hyperlinks in paragraphs, lists and other locations.	color: #d14210 #d14210	<u>Department of the Premier and Cabinet</u>

Style	Description and notes	CSS/code	Visual Example
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;	- Western Australia Police Force
Hyperlinks alternative style – hover	Hover state for category links on results pages.	color: #d14210;	- Western Australia Police Force
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 – hover	Hover state for hyperlinks on dark background	color: #fff;	
Icon for end of hyperlink	Used in navigational prompts e.g. Related services.	Chevron right. Refer to icon section.	Search Western Australian occupational profiles >

Style	Description and notes	CSS/code	Visual Example
Icon for end of hyperlink - hover	Hover state of hyperlinks used in navigational prompts.	Arrow right. Refer to icon section.	Search Western Australian occupational profiles →
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	About this website
Hyperlinks in header or footer – hover	Hover state for standard links from header and footer blocks.	text-decoration: none color: #ffff;	About this website
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	Home > Browse all information and services >
Breadcrumb link	Hyperlinks within the breadcrumb trail	text-decoration: underline;	Browse all information and services

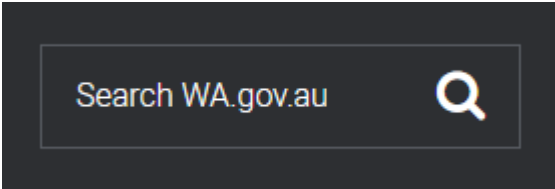
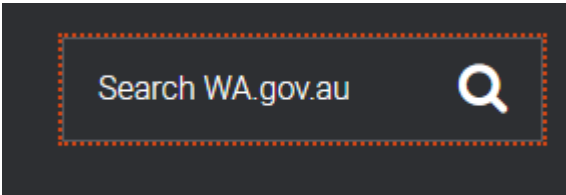
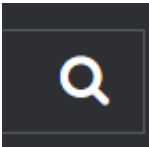
Style	Description and notes	CSS/code	Visual Example
Breadcrumb link – hover	Hover state of hyperlinks in the breadcrumb trail.	text-decoration: underline; color: #d14210	
Breadcrumb – current active page	current active page in breadcrumb	color: #000; border: none;	
List separator	To be used to separate 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;	


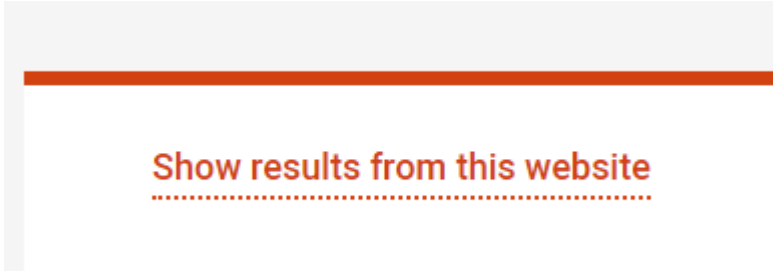

Style	Description and notes	CSS/code	Visual Example
Buttons and blocks			
Hero header block	Used under the main navigational menu to contain breadcrumb, page heading (h1) and sub title.	background-color: #f5f5f5; padding-bottom: 3rem; padding-top: 3rem;	
Block button	Used for large call to action button 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;	

Style	Description and notes	CSS/code	Visual Example
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;	
Small button - hover	Hover state of call to action button.	background: #d14210;	
Button focus	Focus state used for all buttons when they are focused by tabbing.	outline: dotted 2px #d54614	
Icons			
Iconset – IcoMoon icon libraries are recommended.	Icons used for navigational elements and search.		
	Chevron down Used in navigational links.	font-family: "icomoon"; content: "\e904";	

Style	Description and notes	CSS/code	Visual Example
	Chevron up Used in navigational links.	font-family: "icomoon"; content: "\e904"; transform: scaleY(-1);	^
	Arrow right Used in navigational links.	font-family: "icomoon"; content: "\e900";	→
	Chevron right Used in navigational links.	font-family: "icomoon"; content: "\e906";	>
	Chevron left Used in navigational links for mobile menu for the 'Return to previous' option.	font-family: "icomoon"; content: "\e905";	<
	Search	font-family: "icomoon"; content: "\e914";	🔍
	Open in new browser tab/window	font-family: "icomoon"; content: "\e909";	🔖
	Mobile hamburger menu/Expand the menu	font-family: "icomoon"; content: "\e90b";	☰

Style	Description and notes	CSS/code	Visual Example
	Clear search/close the page	font-family: "icomoon"; content: "\e907";	✕
	Browse main categories	font-family: "icomoon"; content: "\e903";	☐☐☐☐
	Online service	font-family: "icomoon"; content: "\e911";	📍
	Data	font-family: "icomoon"; content: "\e908";	📊
	Information	font-family: "icomoon"; content: "\e90d";	ℹ️
	Popular services	font-family: "icomoon"; content: "\e912";	📌
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);	<p>What can we do to improve our site?</p> <div></div>

Style	Description and notes	CSS/code	Visual Example
Text box focus	Focus state used for all forms when they are focused by tabbing.	border: #d54614;	Email <input type="text"/>
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	

Style	Description and notes	CSS/code	Visual Example
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%;	

Style	Description and notes	CSS/code	Visual Example
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	

Style	Description and notes	CSS/code	Visual Example
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	