



MEMORANDUM

To: City of Menasha Common Council
From: Peggy Steeno, Administrative Services Director
Date: September 2, 2015
RE: Website Update and Design Elements

As part of the in-progress project to renovate the City's website, City staff and Revize, the selected business partner, have completed the following:

- Initial analysis of the existing website,
- Design Questionnaire for the new website,
- On-site, pre-design meetings between Departments and Revize, and
- Draft 'Style Tile'.

The draft 'Style Tile', which is attached in paper form, will be presented at the council meeting on Tuesday, September 8th.

By way of details, creating new website designs can be time consuming when a substantial amount of feedback is gathered from multiple parties. To go back and re-do an entire website design if we don't get it "right" or "close-to-right" in the early stages takes up a lot of work time. So, to help reduce the amount of revisions, a 'Style Tile' has been put together for your review.

This deliverable establishes the "design language" that will be used on the full website design. This includes the color palette, fonts, icons, buttons and image treatment styles that are being proposed for use in the new website. The 'Style Tile' does not indicate the layout of the full website and it does not include every specific element that will be included in the new website. However, it does create a baseline for establishing the design of our new website.

The questions we need to answer in regard to the 'Style Tile' are:

- Does this combination of design choices feel like a good direction for the City of Menasha? If not, why not?
- Does the 'Style Tile' evoke the correct tone that we want to present to our website visitors? If not, why not?

By focusing on the design elements at this time, and agreeing on what these elements will look like when incorporated into the design of the new site, we will be in a better position to evaluate the content of the new website at the next step rather than the design elements.

Once the 'Style Tile' is agreed upon, we will move forward with the creation of the new site, incorporating the design elements as presented.

Please let me know if you have questions or would like additional information on this item in advance of the meeting next Tuesday; otherwise, I look forward to presenting this item and discussing the above noted questions with you, as well as receiving feedback, at the meeting.

LOGO



IMAGE TREATMENT



Lorem Dolor Ipsum Headline Here

Vehicula Nibh Risus Etiam Sit

ICONOGRAPHY



TYPOGRAPHY

Section headline

SECTION SUBHEAD

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[Standard text link](#)

BUTTON STYLES

BIG BUTTON

SMALL BUTTON

TEXT BUTTON

CONTENT CARD



Card Content Headline

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COLOR PALETTE

