

Entire Website at a Glance

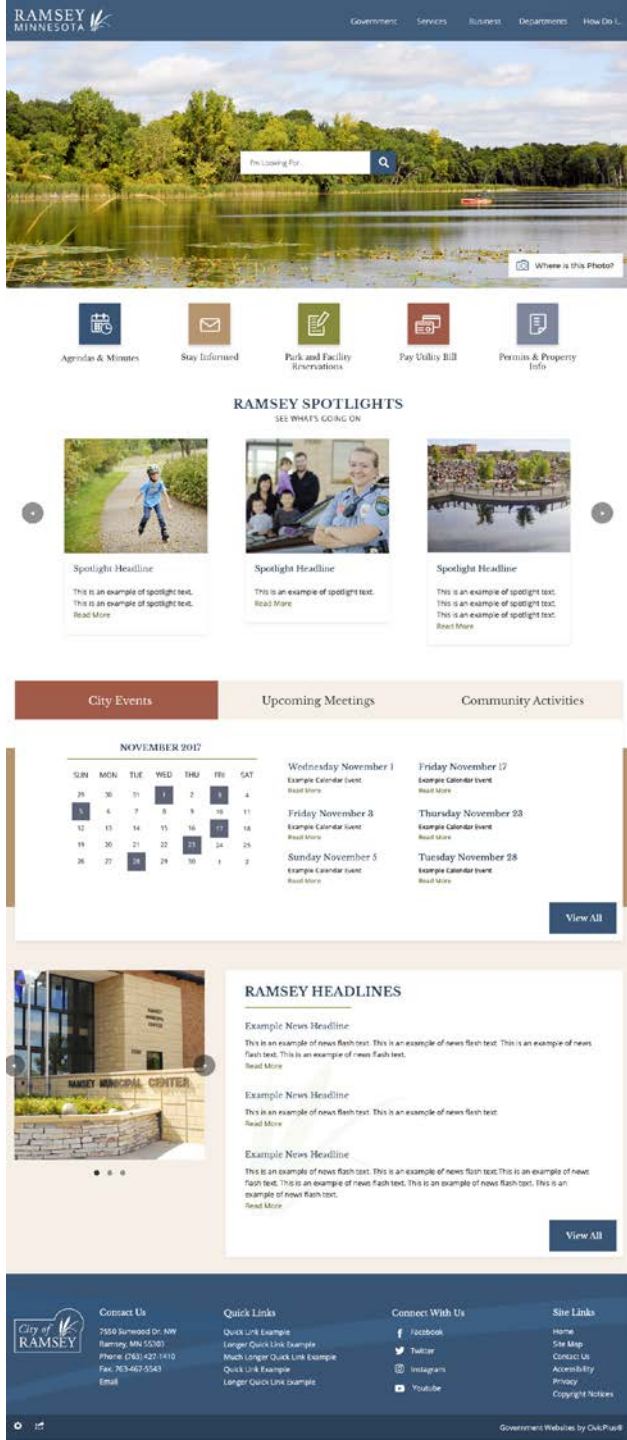
The city's new website has not been created. This is a static rendering of what the website would generally look like.

This picture is not to scale. The size/ resolution of what you see on this view is not what end users will see. Therefore, text is very hard to read on this view.

The resolution of the actual website will be flexible and will adapt to appropriately fit the viewing device (i.e. different types of phones, tablets, laptops, and desktops).

Any website shrunk down to a single page glance would look like this (small and hard to read text).

The purpose of sharing this view, of the entire website, in one picture, is to provide high level context.



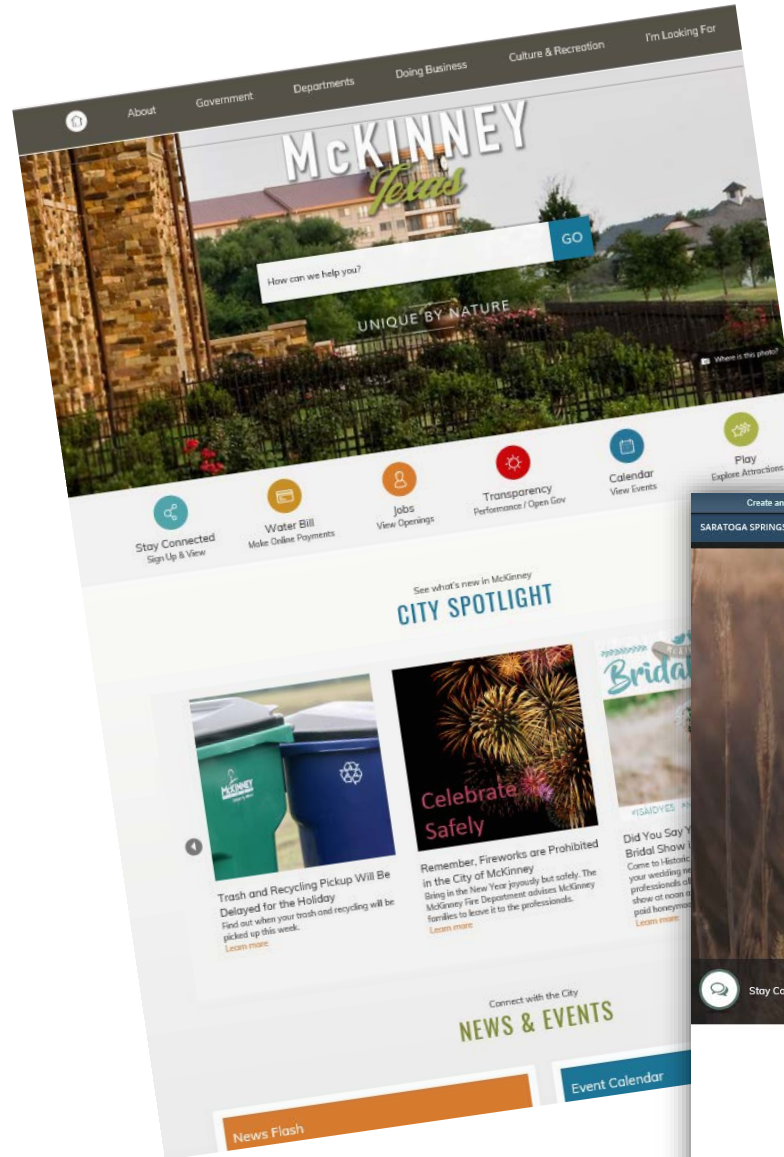
How was this website designed?

- This website was designed using the City of Ramsey's official brand guidelines. Which includes text fonts, colors, and graphic elements (logos, cattails, swooshes, etc.).
- As far as the website layout and functionality, Ramsey's website was modeled after:

McKinney, Texas
<https://www.mckinneytexas.org/>

Saratoga Springs, Utah
<https://www.saratogaspringscity.com/>

Civic Plus and staff recommend looking at the example websites first. They do a much better job showing the true look, feel, and functionality of Ramsey's proposed website. These websites are live, and will show appropriate resolutions.



Primary Color Palette

	PMS 2955 – 60% TINT		WHITE/PAPER
	PMS 2955 – 80% TINT		PMS 465 – 40% TINT
	PMS 2955 CMYK 99 / 37 / 6 / 41 RGB 53 / 87 / 119 HEX #355777		PMS 465 CMYK 23 / 32 / 72 / 8 RGB 175 / 151 / 113 HEX #AF9771

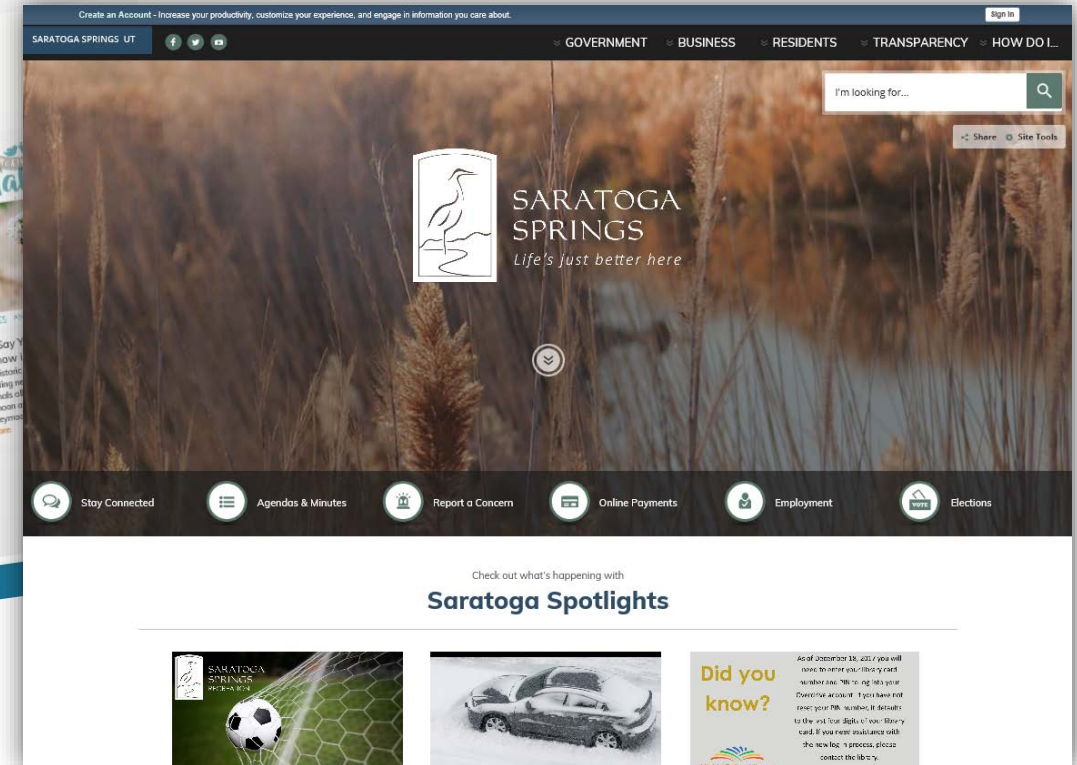
Secondary Color Palette

	PMS 174 – 60% TINT		PMS 394 – 60% TINT
	PMS 174 – 90% TINT		PMS 394 – 90% TINT
	PMS 174 CMYK 10 / 64 / 90 / 21 RGB 156 / 91 / 77 HEX #9C5B4D		PMS 394 CMYK 27 / 6 / 95 / 28 RGB 129 / 136 / 60 HEX #81B83C

The Rivers



The Cattails



Council Review

THIS STEP

The purpose of this case is for the Council to provide feedback on the “placement of major elements.” This Powerpoint will walk through these items individually.

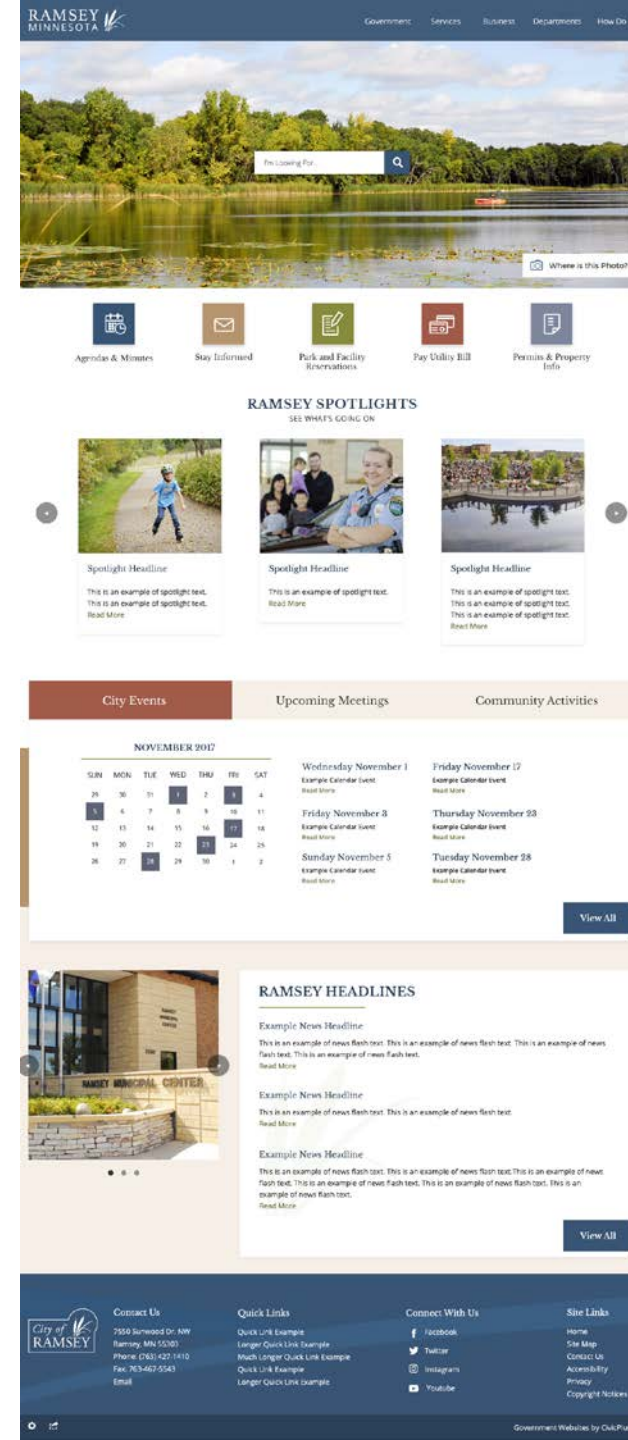
Examples: location of search bar, location and size of city logo, location of spotlight articles, location of calendars, location of city headline carousel, use of the drop down super menu, etc.

Once Civic Plus has direction on the general placement of major elements, they will construct Ramsey’s draft form website (not live).

FUTURE STEP

Once the draft form website is completed, the city (including the Council), will have a deeper discussion regarding non structural items.

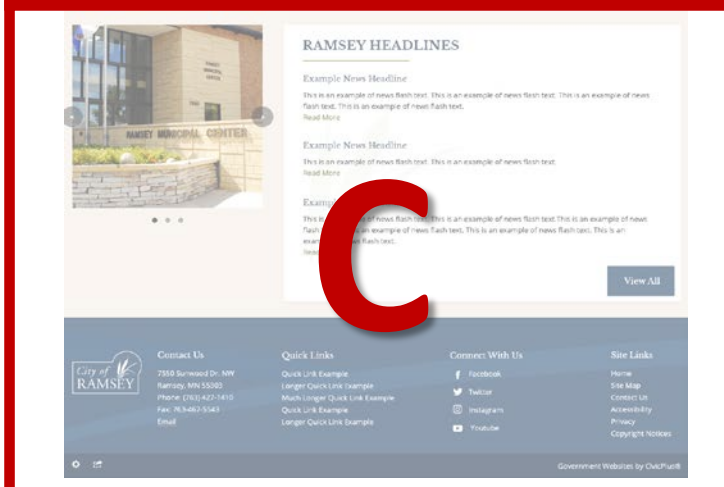
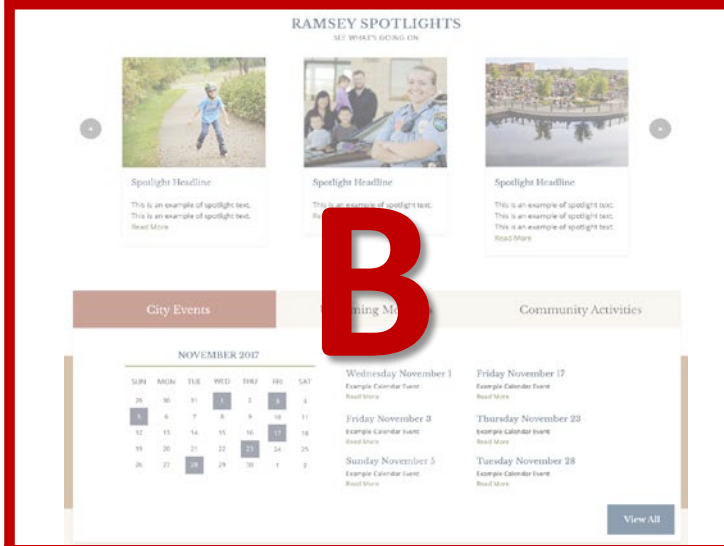
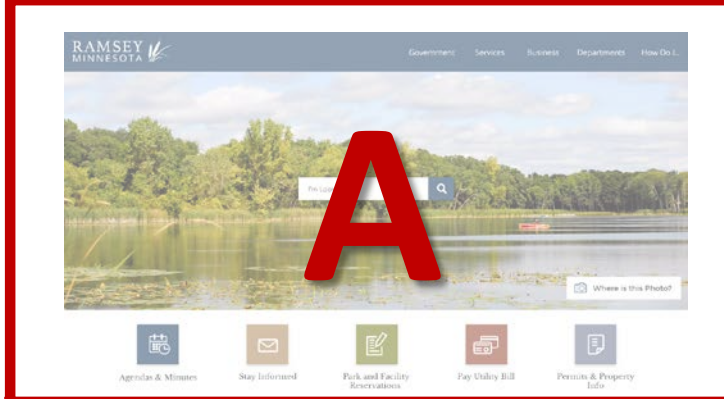
Examples: picture selections, selection of what links will be placed on specific buttons, color of buttons, fonts, text sizes, etc.



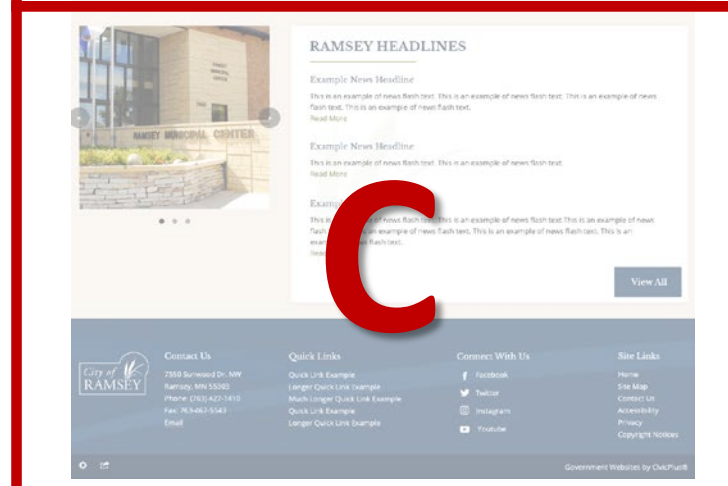
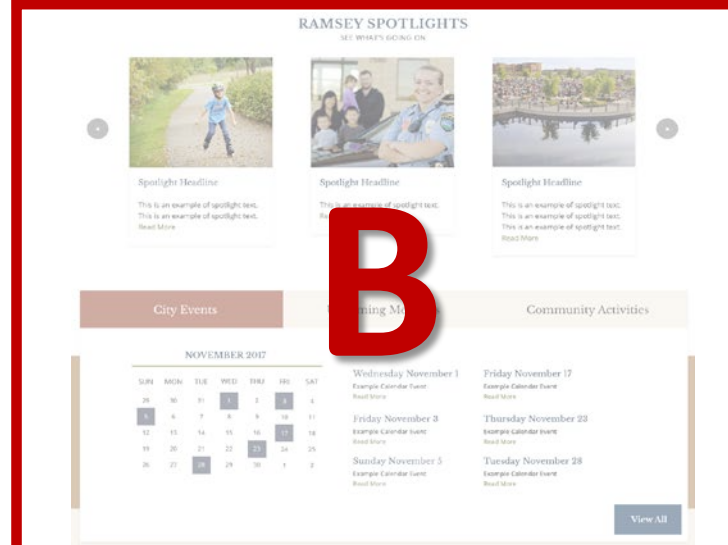
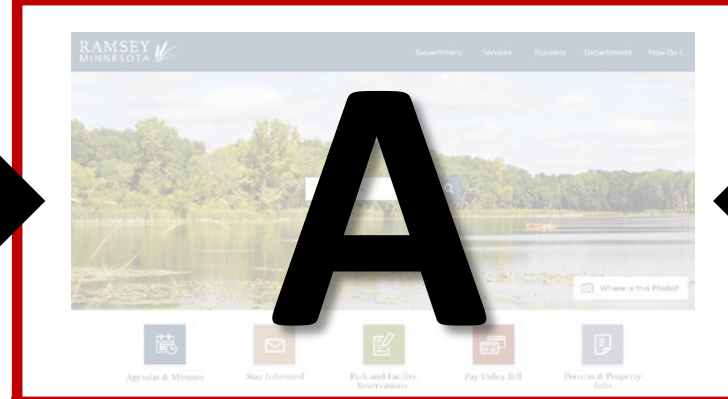
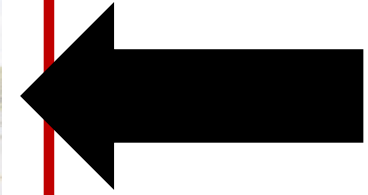
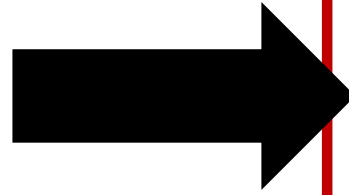
Website Sections

For the sake of reviewing this case, staff is proposing to break down the website into three sections: A, B, and C.

Thus far, the focus of Council feedback has been on section A. Staff welcomes feedback on sections B and C as well.



Let's Start with Section A



This section is the top of the website. This is what the user sees first.

It should be noted, two layouts for Section A have been developed, based on feedback provided.

Section A

Here is there first version.

This version emphasizes a large text logo within the banner picture. As required by ADA standards, the banner photo needs to have a shadow box to make the text easy to read. It should be noted, the shadow box doesn't need to be quite this dark. Saratoga Spring uses as shadow box over their banner pictures.

See next slide for Section A alternate.



Section A

Here is the Section A alternate.

Search bar on this option is the focus. City logo in upper left hand to allow for focus on banner picture. The five icon buttons are dropped completely below the banner photo.

The screenshot shows the top portion of the Ramsey Minnesota website. At the top left is the logo for Ramsey Minnesota, featuring the text "RAMSEY MINNESOTA" and a stylized leaf icon. To the right of the logo is a navigation menu with the following items: "Government", "Services", "Business", "Departments", and "How Do I...". Below the navigation is a large banner image of a lake with a forested background and a small boat on the water. Overlaid on the banner is a search bar with the placeholder text "I'm Looking For..." and a magnifying glass icon. In the bottom right corner of the banner, there is a button with a camera icon and the text "Where is this Photo?". Below the banner are five square icons, each with a corresponding label: a calendar icon for "Agendas & Minutes", an envelope icon for "Stay Informed", a notepad icon for "Park and Facility Reservations", a credit card icon for "Pay Utility Bill", and a document icon for "Permits & Property Info".

Section A

A1 – small logo

Floats w/ super menu. Options for change: move logo, change logo type, or eliminate.

A2 – super menu

Hovering mouse over menu expands into directory. Menu floats with user. Example websites display this functionality well. Options for change: move super menu to another location, for example below the banner picture, eliminate super menu, don't allow floating, etc.

A3 – search bar

Options for change: place in different location (e.g. in super menu bar) or eliminate.

A4 – center piece

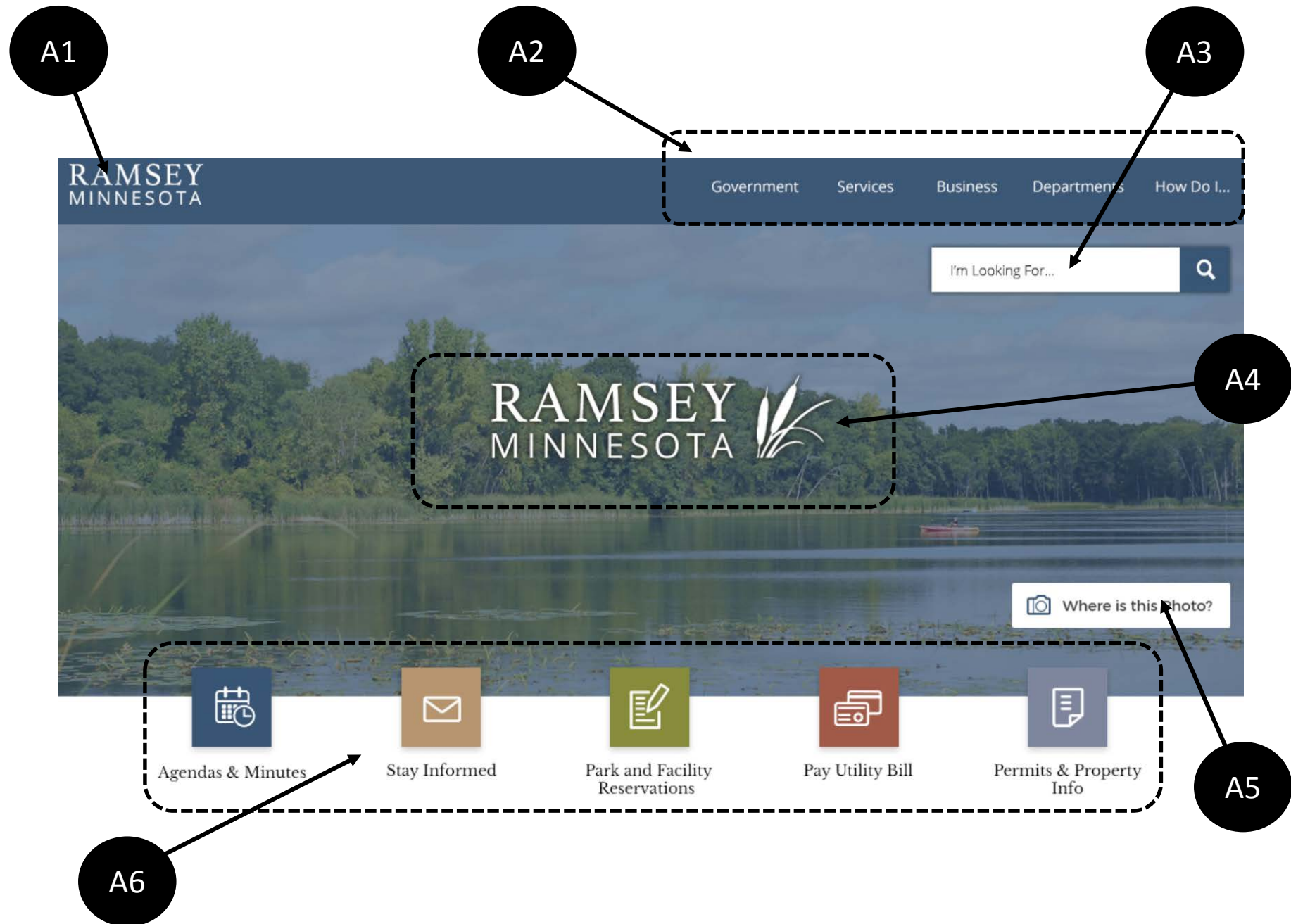
Currently large text logo with cattails icon. Options for change: enlarge/ shrink, replace with the traditional Ramsey logo, or eliminate.

A5 – banner photo question

Each time the website is clicked on, a new banner photo will appear. User can click here for information on the photo. Options for change: move or eliminate this item.

A6 – icon buttons

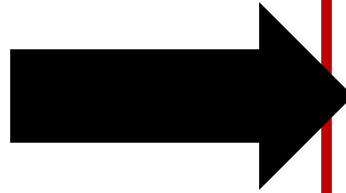
Currently showing five. These buttons are typically the most popular items. Staff recommends to look at the example websites to see how these buttons expand and shrink on different resolutions. Can be recolored/ relabeled as needed in the future. Options for change now: number of buttons, location of buttons, or eliminate buttons.



Let's move to Section B

If the user scrolls down into the website, this is the first thing they would see on the home page.

It should be noted, there is only one layout for section B at this point.

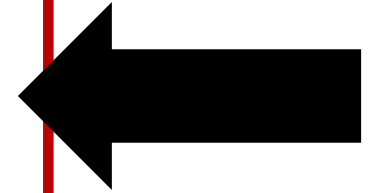


The screenshot shows the Ramsey Minnesota website home page, divided into three sections labeled A, B, and C. Section A is the top navigation bar with the Ramsey Minnesota logo and a search bar. Section B is the main content area, featuring a 'RAMSEY SPOTLIGHTS' section with three spotlight cards, a 'City Events' calendar for November 2017, and 'Community Activities' with a list of events. Section C is the 'RAMSEY HEADLINES' section, which displays three news headlines. The footer contains contact information, quick links, social media links, and site links.

A

B

C



Section B

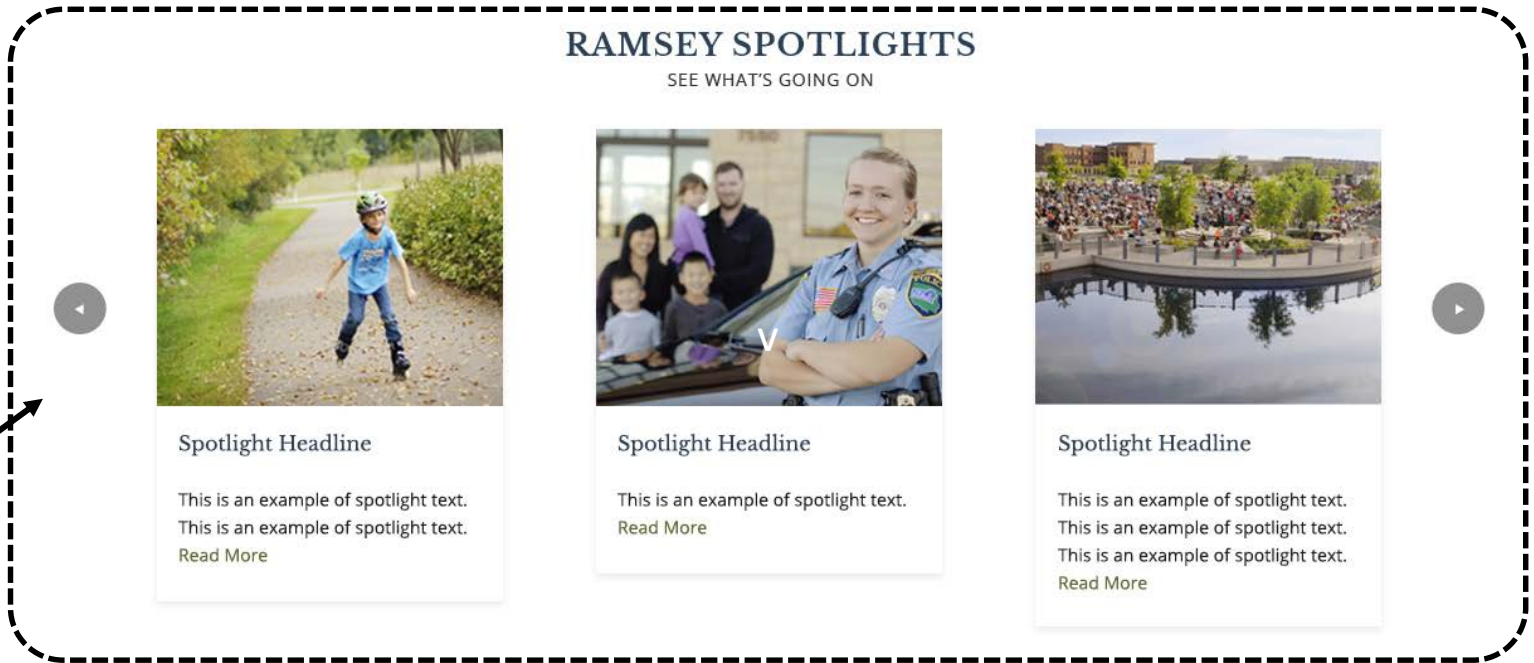
B7 –spotlights

This news carousel pulls the top stories/ articles from the news center at the bottom of the website, and displays stories/ articles in a more prominent method here. Each story shows a picture. Both example websites have this feature. Options for change: shifting this carousel to another location or eliminating (technically this carousel is redundant to the news center at the bottom of the webpage).

B7

RAMSEY SPOTLIGHTS

SEE WHAT'S GOING ON



Spotlight Headline

This is an example of spotlight text.
This is an example of spotlight text.
[Read More](#)

Spotlight Headline

This is an example of spotlight text.
[Read More](#)

Spotlight Headline

This is an example of spotlight text.
This is an example of spotlight text.
This is an example of spotlight text.
[Read More](#)

B8

City Events

Upcoming Meetings

Community Activities

NOVEMBER 2017						
SUN	MON	TUE	WED	THU	FRI	SAT
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	1	2

Wednesday November 1
Example Calendar Event
[Read More](#)

Friday November 3
Example Calendar Event
[Read More](#)

Sunday November 5
Example Calendar Event
[Read More](#)

Friday November 17
Example Calendar Event
[Read More](#)

Thursday November 23
Example Calendar Event
[Read More](#)

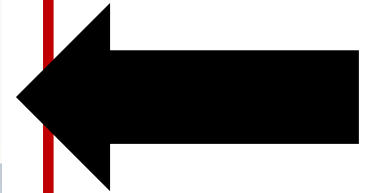
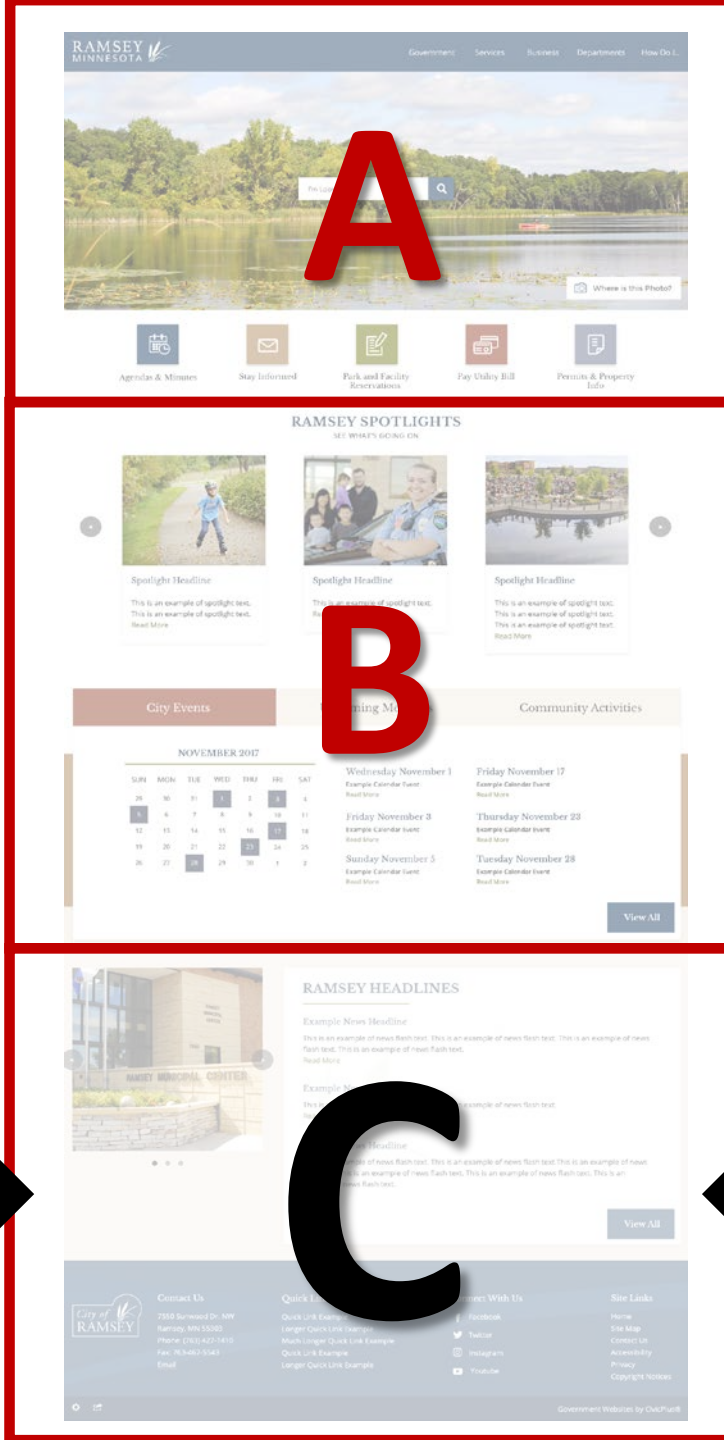
Tuesday November 28
Example Calendar Event
[Read More](#)

[View All](#)

Let's move to Section C

This is the bottom third of the website.

It should be noted, there is only one layout for section C at this point.



Section C

C9 – headlines

This news station displays all news stories and articles. Each story doesn't have its own picture, text is the primary display here (like a news feed). Both example websites have this feature. However, their websites combine the calendar function with this function. Options for change: shifting the news center to another location, combining news center with the calendar function (similar to the example websites), or eliminating.

C10 – contact information

This section displays contact information, important links, and creates the footer for the website. This section is standard for most websites. Options for change: shifting or eliminating placement of logo, more or less number of columns. Staff would note, the spacing currently shown is not balanced and will be corrected.

The screenshot shows a website layout for the Ramsey Municipal Center. A dashed box highlights the main content area. Callout C9 points to a carousel of images showing the exterior of the Ramsey Municipal Center. Callout C10 points to the footer area. The footer contains contact information, quick links, social media links, and site links.

RAMSEY HEADLINES

Example News Headline
This is an example of news flash text. This is an example of news flash text. This is an example of news flash text. This is an example of news flash text.
Read More

Example News Headline
This is an example of news flash text. This is an example of news flash text.
Read More

Example News Headline
This is an example of news flash text. This is an example of news flash text. This is an example of news flash text. This is an example of news flash text. This is an example of news flash text. This is an example of news flash text.
Read More

[View All](#)

City of RAMSEY

Contact Us
7550 Sunwood Dr. NW
Ramsey, MN 55303
Phone: (763) 427-1410
Fax: 763-467-5543
[Email](#)

Quick Links
Quick Link Example
Longer Quick Link Example
Much Longer Quick Link Example
Quick Link Example
Longer Quick Link Example

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