



# Albemarle County

## Legislation Text

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**File #:** 19-548, **Version:** 1

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**AGENDA DATE:** 11/20/2019

**TITLE:**

Website Project Status Update, Style Guide, and County Seal

**SUBJECT/PROPOSAL/REQUEST:** Provide an update on the website replacement project and the style guide, and adopt a resolution to approve an altered County seal.

**ITEM TYPE:** Regular Action Item

**STAFF CONTACT(S):** Richardson, Kamptner, Kilroy

**PRESENTER (S):** Emily Kilroy

**LEGAL REVIEW:** Yes

**REVIEWED BY:** Jeffrey B. Richardson

**BACKGROUND:** Albemarle County signed an agreement for a website replacement in June 2019. The existing site is beyond its service life and a new website will enable more streamlined and effective service delivery for the community. This project presents an opportunity to implement a style guide (Attachment A) to foster a common voice and look for digital and print materials disseminated by the County.

In conjunction with the website replacement project, staff has also looked at refreshing the County seal. Virginia Code § 15.2-1402 authorizes the Board of Supervisors to “alter the [seal] at its pleasure.”

**STRATEGIC PLAN:** Quality government operations: Ensure County government’s capacity to provide high quality service that achieves community priorities

**DISCUSSION:** The website replacement project has begun and steady progress is underway. It is expected that the new website will launch in Summer 2020. To ensure a consistent customer experience throughout the County’s web presence, a style guide was developed to establish a standard look and feel for design and content. The style guide establishes fonts, colors, and formatting that will apply to all County documents and web content, once fully implemented. The proposed altered County seal’s appearance would be consistent with the relevant elements of the style guide.

**BUDGET IMPACT:** None anticipated. The style guide will apply to County documents moving forward on their regular replacement/update cycle.

**RECOMMENDATION:**

Staff recommends that the Board adopt a resolution approving the altered County seal (Attachment B).

**ATTACHMENTS:**

- A - Style Guide
- B - Resolution

