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| <p align="center">New York State Information Technology Policy</p> | <p>No: NYS-S05-001</p> |
| <p align="center">IT Standard Name:</p> <p align="center">State Common Web Banner</p> | <p>Effective : 12/28/2010</p> <p>Issued By: NYS CIO/OFT State Chief Information Officer Director Office for Technology</p> <p>Published By: Enterprise Strategy & Acquisition Services</p> <p>Policy Owner: Empire 2.0 Web Services</p> |

1.0 Purpose and Benefits of the Standard

The purpose of this mandatory technology standard is to define a common web banner for all New York State government entities' public websites and web applications.

2.0 Enterprise IT Policy Statement

Details regarding the authority to establish enterprise IT standards can be found in NYS CIO/OFT Policy [NYS-PO8-002](#), Authority to Establish State Enterprise Information Technology (IT) Policy, Standards and Guidelines.

Details regarding the criteria for establishing enterprise IT standards can be found in [NYS-P09-002](#), Process for Establishing Enterprise Information Technology Standards.

3.0 Scope of the Policy

This standard applies to all State government entities, as defined in NYS Executive Order No. 117. While compliance with this policy is mandatory for all State government entities, the products identified herein are available to all authorities, commissions, separately elected officials and the Legislature. In addition, the counties of New York State, as well as other local governmental entities, are eligible to participate in the enterprise license agreement referenced herein.

4.0 Policy Statement

A common web banner provides New York State government entity public websites with a common look and feel and provides citizens with an easy way to access information located on the New York State web Portal (www.ny.gov). The State Common Web Banner defined in this standard is to be placed on all State government entities' public web sites and web applications as defined below.

4.1 New York State Common Web Banner

The New York State Common Web Banner is shown below. A toolkit containing information on how to implement the web banner according to the requirements outlined in this standard can be found at New York State Web Banner Toolkit (<http://apps.cio.ny.gov/banner2011new/banner2011.cfm>).



Banner Size

The State Common Web Banner must span at a minimum, 754x28 pixels and at the maximum the width of the content area in the website x28 pixels.

Banner Color

State government entities must use the provided navy background as defined in the New York State Web Banner Toolkit.

4.2 Placement of the New York State Common Web Banner

The State Common Web Banner must appear at the top of every page on the State government entity's public website and web applications. Nothing should appear above the State Common Web Banner.

4.3 Functionality of State Common Web Banner

The State Common Web Banner must include the following functionality as defined below:

- **Be Clickable**

The State Common Web Banner must be "clickable" such that:

- When the mouse cursor hovers over "New York State" and is clicked, it will navigate the user to the New York State Portal Home Page (www.ny.gov).

- When the mouse cursor hovers over “State Agencies” and is clicked, it will link to the list of New York State agencies found on the New York State Portal Agency List Page (<http://www.nysegov.com/citguide.cfm?superCat=102&cat=449&content=main>).

- **Include NY.gov Search Functionality**

The State Common Web Banner must include search functionality connected to the New York State Search Page (www.search.state.ny.us/search). Additional information on this feature can be found in the New York State Web Banner Toolkit (<http://apps.cio.ny.gov/banner2011new/banner2011.cfm>).

- **Include Accessibility Features**

The State Common Web Banner provides a platform to embed useful accessibility features into a web site such as “skip to” type links. The banner is typically the first form of web content a screen reader will encounter. By placing links on, or before, the banner allows visitors who utilize screen readers, or those who have limited motor abilities, a way to skip to the main menu, or main content area, making navigation easier. The banner toolkit outlines how to integrate this type of accessibility navigation into the banner itself without altering the aesthetics of the banner.

5.0 Policy Compliance

State government entities must be in compliance with this standard as follows:

- Home Page and All other pages – by January 15, 2010

6.0 Definitions of Key Terms

A complete listing of defined terms for NYS Information Technology Policies, Standards, and Best Practice Guidelines is available in the "NYS Information Technology Policies, Standards, and Best Practice Guidelines Glossary at: (<http://www.cio.ny.gov/policy/glossary.htm>)."

7.0 CIO/OFT Contact Information

Submit all inquiries and requests for future enhancements regarding this policy to:

**Attention: CIO/OFT Policy Development Office
Enterprise Strategy and Governance Services
New York State Office of the Chief Information Officer and Office for Technology
State Capitol, ESP, P.O. Box 2062
Albany, NY 12220
Telephone: 518-473-0234
Facsimile: 518-473-0327**

Email: oft.sm.policy@cio.ny.gov

The State of New York Enterprise IT Policies may be found at the following website:

<http://www.cio.ny.gov/tables/technologypolicyindex.htm>

8.0 Revision Schedule and Review History

| Date | Description of Change |
|------------|--|
| 08/22/2005 | Original Policy Issued. |
| 10/6/2009 | Reformatted and updated to reflect current CIO, agency name, logo and style. |
| 12/22/2010 | Revised to incorporate new banner features. |
| 12/28/2012 | Scheduled Review. |

9.0 Related Documents
