

Blue Theme Style Guide

03/23/2015

Main Color Palette

These colors are blue theme's main palette. While tints and shades are acceptable, an attempt should be made to stay within the listed colors. The exception being an alert, an area of high importance or a piece of content where increased contrast may be desirable.

#1E3A62

#3E5677

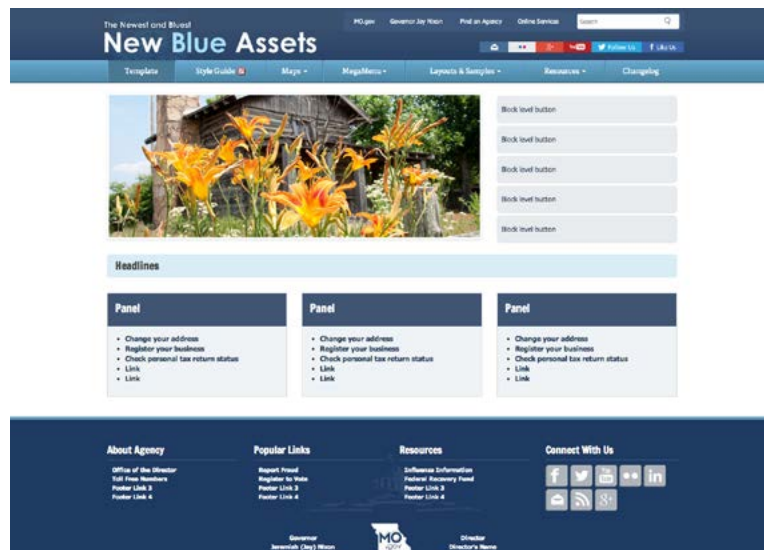
#5F9BBC

#4c7e99

#DAE1E6

#EFF3F6

#444

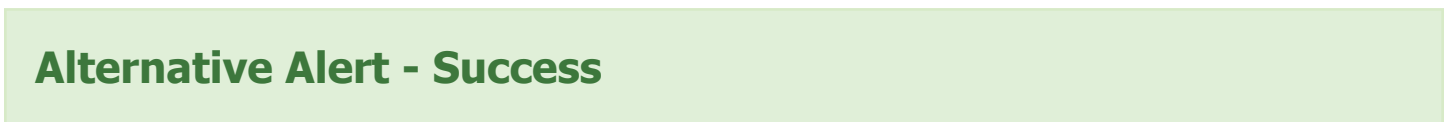
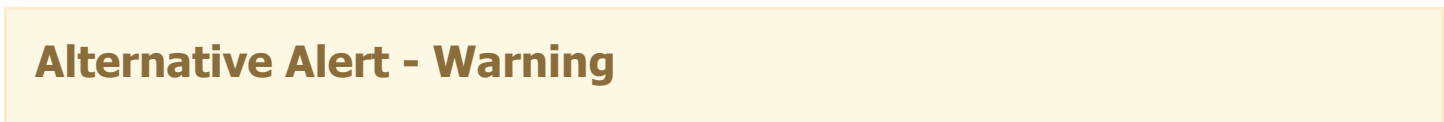
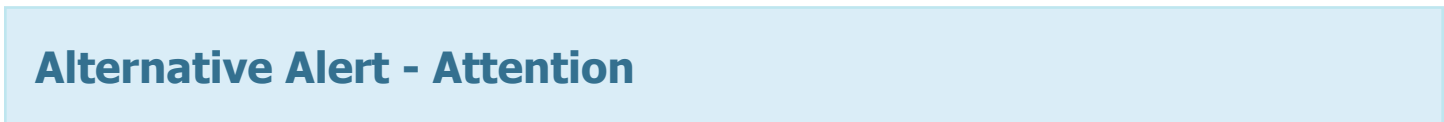


Alert/Emergency Colors

These colors are used for important, occasional timely content or emergency alerts. Their application may vary depending on need. They contrast the theme's main color palette and should be used sparingly to draw attention to very important content. It is recommended that alert colors only be used one at a time.



Panel success	Panel warning	Panel danger
Panel content	Panel content	Panel content



General Header Branding for Agency Sites

In order to maintain a level of quality and consistency general branding guidelines are used in the blue template header. These guidelines are flexible may be adapted to best fit the needs of specific agency or brand. Header logos and logo photoshop templates are available on request.



Examples



Seal background with standard typography



Monochrome with specialized typography/logo



Full color logo/seal with standard typography

General Header Branding Details

Standard Fonts

Century Gothic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Century Gothic - Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Header background



#3e5677

#1e3a62

Header background is a blue gradient so white or light colored text and elements usually works best.

Theme Fonts

For Headers

Francois One

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

(note: Francois has only one weight and should never be bolded)

For Body Text

Tahoma

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Tahoma - Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Main Navigation

Merriweather

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Merriweather - Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Theme Font Usage Example

Home

About Us

Directors

Basic Page

Home » samples » basic-page

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Vestibulum tortor quam, feugiat vitae, ultricies eget, tempor sit amet, ante. Donec eu libero sit amet quam egestas semper. *Aenean ultricies mi vitae est.* Mauris placerat eleifend leo. Quisque sit amet est et sapien ullamcorper pharetra. Vestibulum erat wisi, condimentum sed, **commodo vitae**, ornare sit amet, wisi. Aenean fermentum, elit eget tincidunt condimentum, eros ipsum rutrum orci, sagittis tempus lacus enim ac dui. **Donec non enim** in turpis pulvinar facilisis. Ut felis.

Header Level 2

1. Lorem ipsum dolor sit amet, consectetur adipiscing elit.
2. Aliquam tincidunt mauris eu risus.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus magna. Cras in mi at felis aliquet congue. Ut a est eget ligula molestie gravida. Curabitur massa. Donec eleifend, libero at sagittis mollis, tellus est malesuada tellus, at luctus turpis elit sit amet quam. Vivamus pretium ornare est.

Header Level 3

- **Lorem ipsum dolor sit amet, consectetur adipiscing elit.**
- Aliquam tincidunt mauris eu risus.

Header Level 4

Definition list

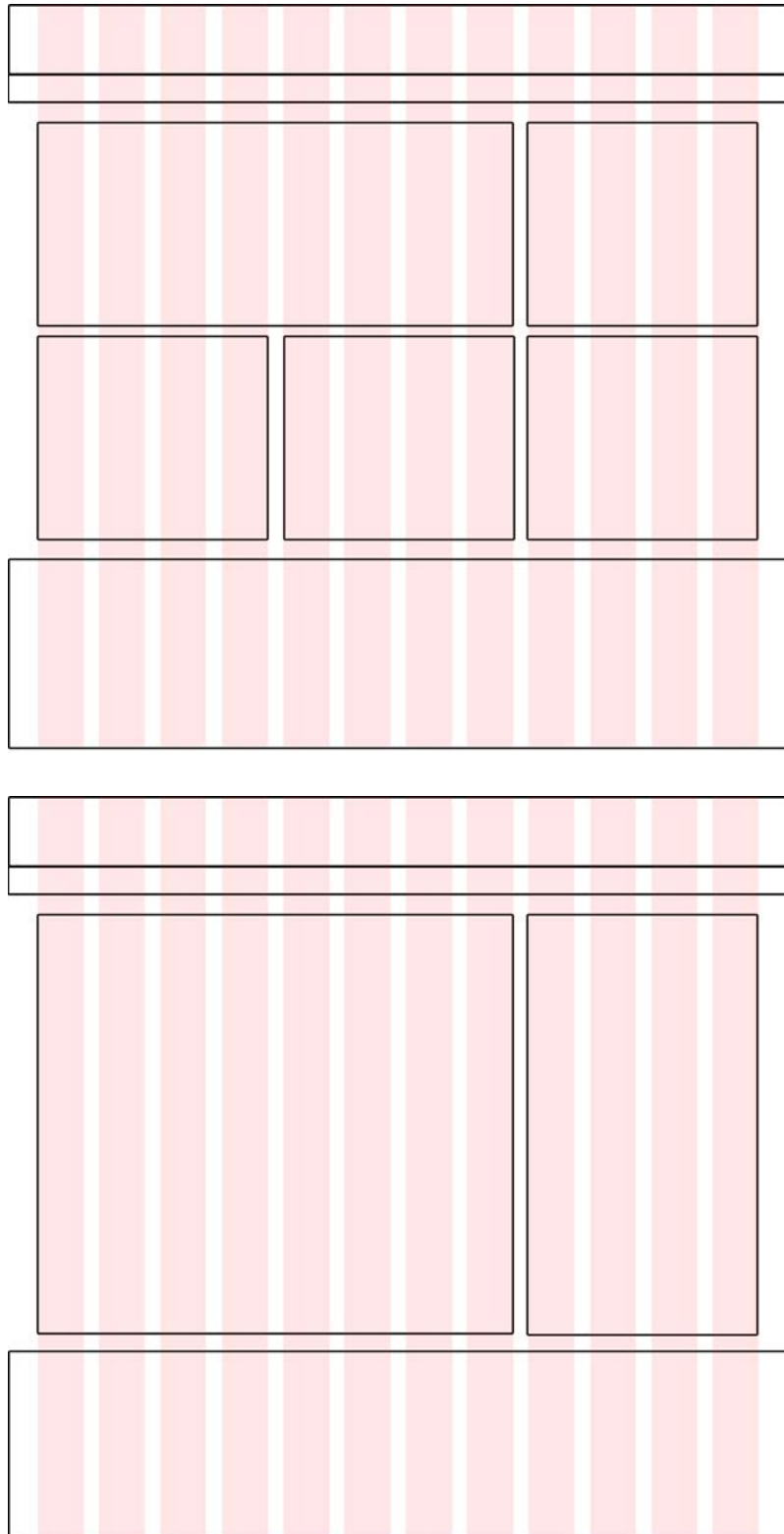
Consectetur adipiscing elit, sed do **eiusmod** [↗](#) tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet

Consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Site Grid

Bootstrap includes a responsive, fluid grid system that scales up to 12 columns as the device size increases. [Additional Information](#)




Site Examples

Missouri Department of State Agency

MO.gov Governor Jay Nixon Find an Agency Online Services Search

Navigation Item Navigation Item Navigation Item



Annual Fire Department Registration

learn how to register online

List Group

- Fire Department Registration
- Firefighter Training
- Fire Safety Inspections
- Fire Investigations
- Outdoor Burning/Brush Fire Safety

News Deadline to File Taxes Extended to April 15; Tax Tips Noted by Dept. of Revenue Director

Basic Panel

- 2015 Fire Department Registration
- 2015 K9 Mutual Aid Registration
- 2015 Fireworks Permit Application
- 2014 Fireworks Permit Application
- Application for Testing and Certification
- Plan for Review Submittal Form

News

- Scholarship applications being accepted for Missouri Winter Fire School
- Fire Prevention Week 2014 stresses life saving value of smoke alarms
- Division of Fire Safety reminds Missourians that public displays are safest way to enjoy fireworks
- Memorial service will honor three Missouri firefighters who died in the line of duty during 2013
- With retirement of State Fire Marshal Randy Cole, Gov. Nixon names Asst. Fire Marshal Greg Carrel as acting Fire Marshal
- Applications being accepting for Summer Fire School in Jefferson City

See More News

Panel with Heading

Fire Department Registration

- Firefighter Training
- Fire Safety Inspections
- Fire Investigations
- Outdoor Burning/Brush Fire Safety
- Carbonated Beverage CO2 System Safety

Online Services

- Online Payment for Services
- Firefighter Safety Reporting
- Find a Fire Safety Form or Document

Popular Links

- Contact Information
- Calendar of Events
- Testing and Course Calendar
- Agency News Releases
- Sundown Law Requests

Related Links

- Department of Public Safety
- Fire Service Organizations and Resources
- Continental Training Modules and Courses
- Missouri Fire Services Funded Assistance Team

Connect With Us

Privacy Policy Accessibility Contact Us Website Feedback Form Site Map

Missouri Department of State Agency

MO.gov Governor Jay Nixon Find an Agency Online Services Search

Navigation Item Navigation Item Navigation Item

MO HealthNet (Medicaid) for the Aged

The MO HealthNet (Medicaid) for the Aged provides medical care for persons who are 65 years of age or older and meet other eligibility requirements (listed below). You can apply for services by:

- filling out an **application**,
- or by calling an FSD call center at **855-373-4636**,
- or visiting the **FSD office nearest you**.

How do I get help?

Printable Application Application Instructions

After your application has been processed, you will receive a letter from the Family Support Division. If you are eligible for services, you will be issued a "MO HealthNet Identification Card" an explanation of the **medical services available to you**. There is no cash grant with this program.

Who is Eligible?

Any person who:

- is 65 years of age or older;
- lives in Missouri and intends to remain;
- is a United States citizen or an eligible qualified non-citizen;
- if single, owns cash, securities, or other total non-exempt resources with a value of less than \$1000; or, if married and living with their spouse, individually or together \$2000 or less. NOTE: Exempt resources include the home in which the participant or the participant's spouse or dependents live, one automobile, household goods and certain other property. If a disabled child under age 18 is living with his parents, the non-exempt resources of the parents will be included in the eligibility determination;
- is not a resident of a public, institution except a public medical institution.
- has net income less than \$827 per month for an individual or \$1115 for a couple for benefits to be received at no cost. NOTE: If the monthly income exceeds this amount, the participant may become eligible when their incurred medical expenses reduce their monthly income below this limit. For more information, see the section labeled **Spend Down Coverage**.

List Group

- Fire Department Registration
- Firefighter Training
- Fire Safety Inspections
- Fire Investigations
- Outdoor Burning/Brush Fire Safety

Basic Panel

- 2015 Fire Department Registration
- 2015 K9 Mutual Aid Registration
- 2015 Fireworks Permit Application
- 2014 Fireworks Permit Application
- Application for Testing and Certification
- Plan for Review Submittal Form

Online Services

- Online Payment for Services
- Firefighter Safety Reporting
- Find a Fire Safety Form or Document

Popular Links

- Contact Information
- Calendar of Events
- Testing and Course Calendar
- Agency News Releases
- Sundown Law Requests

Related Links

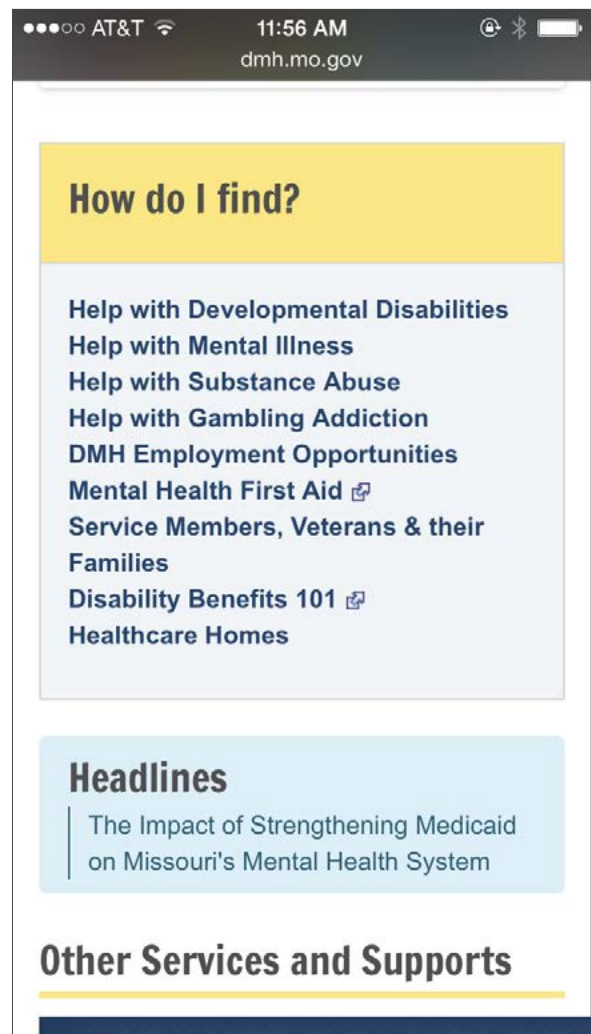
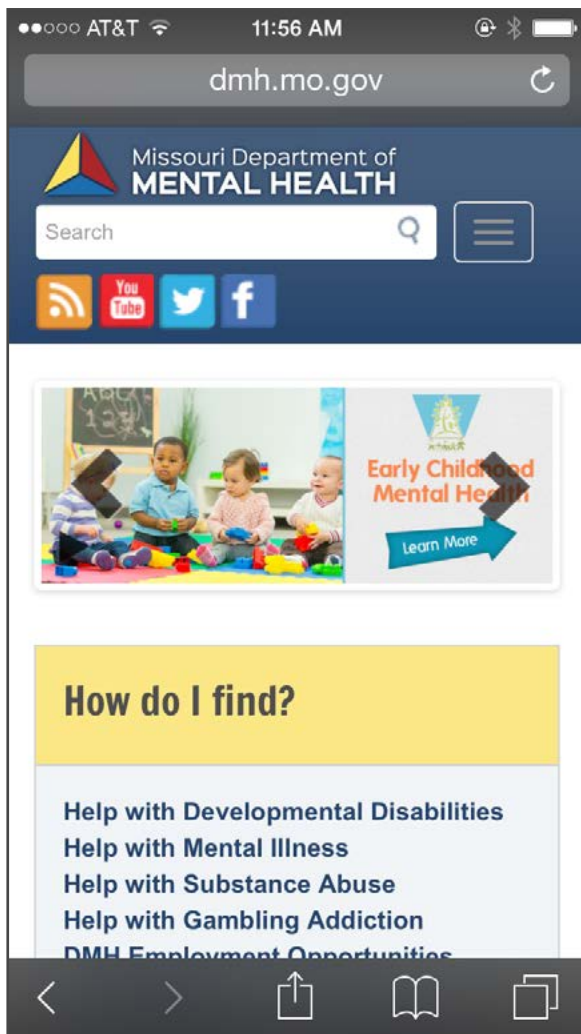
- Department of Public Safety
- Fire Service Organizations and Resources
- Continental Training Modules and Courses
- Missouri Fire Services Funded Assistance Team

Connect With Us

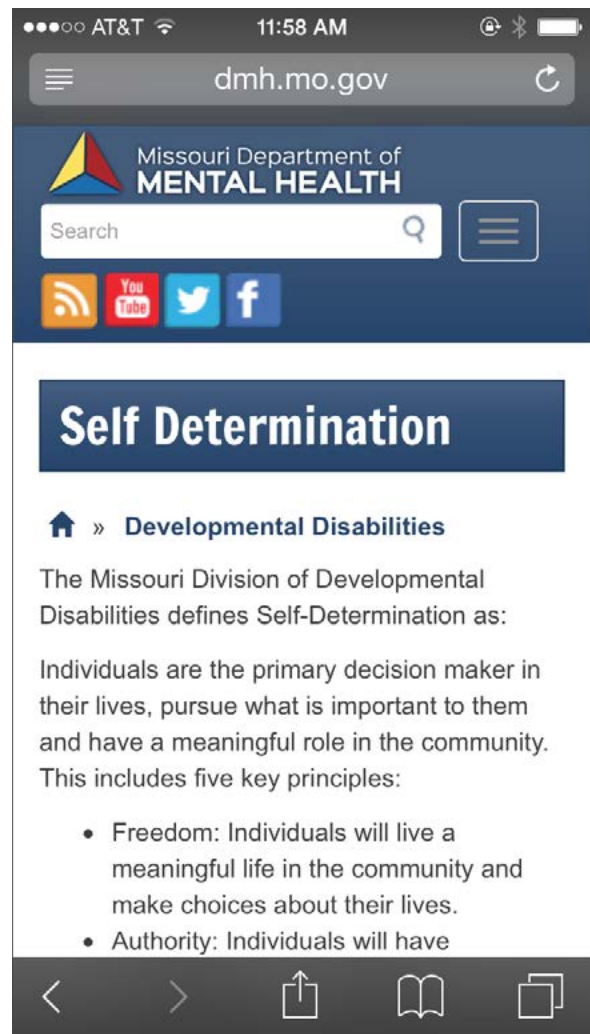
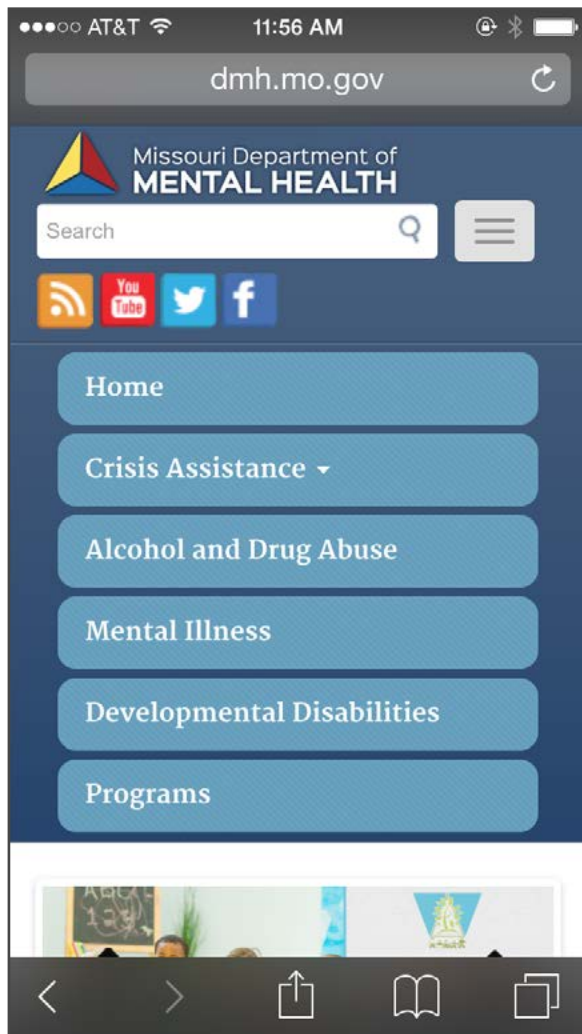
Privacy Policy Accessibility Contact Us Website Feedback Form Site Map

Mobile Examples

Blue theme is responsive and will resize fit width of the device it is being viewed on.



Mobile Examples cont.



Tablet Examples



Graphic and Imagery

Content between different sites will vary greatly, so there is flexibility with graphics and imagery. In general graphics should be clean, clear and concise. An effort should be made to incorporate the theme color palette and fonts but other colors and fonts can be used to supplement and provide variety.



Provider Payment Line
800-392-1261

VIDEO LIBRARY
FOR NEW EMPLOYERS



★ ★ ★ ★ ★

Award Winning IT Organization

National Survey finds Missouri among Top Technology-Savvy State Governments. Missouri uses technology to make government smarter and more efficient.



For questions, additional examples or to obtain photoshop/illustrator templates

Megg Houts
megg.houts@oa.mo.gov
573-522-1662

or

Kelli Buffington
kelli.buffington@oa.mo.gov
573-526-3850