

The State of Vermont Standard Website Template

The image below is an instance of the standard template design for the state of Vermont, which will be the base design for all websites moving forward. (There is the possibility of significant deviation from this design in cases where there is a strong business need, but such exceptions will be rare.)

The screenshot displays the Vermont Agency of Agriculture Food & Markets website template. At the top left is the Vermont state logo and the text "VERMONT". To the right is the agency name "Agency of Agriculture Food & Markets" and a search bar labeled "Search AFM". Below the search bar are three navigation tabs: "Consumers", "Producers", and "Businesses". On the left side, there is a vertical menu with buttons for "Agency Home", "About the Agency", "Programs & Services", "Lands & Waters", "Producers & Partners", "Buy Local / Buy Vermont", and "Contact Us". Below this menu is the name and contact information for "Chuck Ross, Secretary of Agriculture (802) 828-1619", along with a "Message from the Secretary" link. The main content area features a large photograph of a farmers market with people and various produce. Below the photo is a text box with a date range "1 2 3 4" and a quote: "Only 4 months until Vermont starts 'growing' again. This summer visit your local farmer's market for local Vermont products." Below this is a paragraph describing the AFM's four divisions: Administration, Development, Resource and Environment, and Food safety. To the right of the main content is a "Governor's Dashboard" section with a link to performance reports, and a "BLOG" section with two entries: "Armyworm Alert!" dated June 13, 2012, and "Agricultural Organizations Partner with Irene Recovery Office to Survey Farmers affected by Tropical Storm. Again Characters would be limited and dependant on how many posts Ag wants to show here." dated May 3, 2012. Below the main content are three columns of links under the headings "PROGRAMS & SERVICES", "LANDS & WATERS", and "PRODUCERS & PARTNERS". On the right side, there is a "Buy Local" logo with the text "Good and good for you." and "Click for details!". At the bottom left is a "Select Language" dropdown menu and "Powered by Google Translate". At the bottom center is the copyright notice: "A Vermont Government Website Copyright © 2012 State of Vermont. All rights reserved. Accessibility Policy + Privacy Policy + Contact Us". At the bottom right is a "Share this Page:" section with social media icons for Facebook, Twitter, LinkedIn, and YouTube.

The basic layout will remain consistent for all state websites, but the functionalities of individual features offer quite a bit of flexibility for different types of content. The following pages offer an explanation of the intended use for the various elements of the template, and an indication of which elements are required and which are optional.

The Banner



The site banner appears at the upper left of each page on the site. The banner includes the breadcrumbs for the site, the approved version of the “Moon Over Mountains” logo, and the name of the site.

The Quick Tabs

The quick tabs are intended to be an entry point into the site for three primary audiences. Each tab results in a dropdown menu presenting the user with the most frequently accessed or highest priority pages on the site. The titles of the tabs are customizable per site but are set at three. The dropdown menus associated with each can take any number of sub-items but should be limited to a reasonable number to aid usability. This number will likely vary by site and tab. This is an optional element, but would likely be used on all but the smallest sites.



The Image Rotator

The image rotator is an optional element. It can include up to 4 images with descriptive text. Each image will also act as a link to an internal page. This element is usually used by entities with a promotional aspect to their mission and probably is not indicated for sites that are primarily of an enforcement, administration or technical nature.



Message Section

The message section is an optional element intended to provide space for a mission statement or similar.

AFM encompasses four divisions. Administration who protects consumer and community interests; Development who provides leadership in new markets; Resource and Environment who manages rules and laws; and Food safety which includes animal health, dairy and consumer protection.

Main Navigation

The main navigation is a required element. This is the primary method of navigating the site's content. All pages on the site should exist under this navigation. All other navigation should be a secondary link to pages under these main categories.

This section also includes an area for general contact information and optional links.



The Toolbox

This is an optional element that provides quick access to frequently changing information. Options for this section include news releases, events, blogs, FAQs, as well as content specific to the individual site. The buttons at the top take the user to aggregation pages for the specified content type.



Secondary Navigation

This element is optional but should be used on most sites. This section is intended to provide returning users quick access to frequently used site content. Titles and menu contents are editable for each site.

PROGRAMS & SERVICES

[Consumer Protection](#)
[Inspection & Licensing](#)
[Plants, Weeds & Pesticides](#)
[Feed, Seed & Fertilizer](#)
[Animal Health](#)

LANDS & WATERS

[Water Quality Best Practices](#)
[Conservation Program](#)
[Renewable Energy](#)
[Permitting & Zoning](#)

PRODUCERS & PARTNERS

[Agriculture & Culinary Tourism](#)
[Buy Local](#)
[Fairs & Field Days](#)
[Meet Our Farmers](#)
[Farm to School](#)

Widget Rotator

This optional element provides access to small promotional graphics called widgets. The graphics for widgets must be provided by the site owner in order to use this feature. Any number of widgets can be used but the practical limit is probably around six.



The Footer

The footer includes the Translator Dropdown, if required, copyright information, policy links and sharing buttons if required. This is a required element but certain features are optional and additional links may be able to be added.



Internal Page Image Rotator

The internal image rotator is an optional element for landing pages for major sections of the site. It can include up to 4 images with descriptive text. Each image will also act as a link to a page. This element is usually used for site sections with a promotional aspect to their mission and probably is not indicated for sections that are primarily of an enforcement, administration or technical nature.



Internal Page Image

This is an optional element for internal pages with a promotional mission. It includes an image and brief text.



Additional Examples

The following are examples of internal pages.

Sectional Landing page

This example shows a second level page in the site structure. This level of page often has some elements from the home page and is intended to provide information and secondary navigation for a main section of the website.

The screenshot shows a web page for the Vermont Agency of Agriculture Food & Markets. The page is titled "Feed, Seed & Fertilizer" and is part of the "Division of Agricultural Resource Management and Environmental Stewardship". The page features a navigation menu on the left, a main content area with a description of the division's responsibilities, contact information for Scott Marshia, and a sidebar with links to Events, News, and Applications & Forms. The page also includes a search bar, a language selector, and social media sharing options.

vermont.gov > afm > programs & services > feed, seed & fertilizer

VERMONT
Agency of Agriculture
Food & Markets

Consumers Producers Businesses

Division of Agricultural Resource Management and Environmental Stewardship

Agency Home
About the Agency
Programs & Services
Lands & Waters
Producers & Partners
Buy Local / Buy Vermont
Contact Us

Whomever this is
And whatever their title is

1 2 3 4

Crop maintenance at the Intervale, Burlington, VT

Feed, Seed & Fertilizer

The division of Agricultural Resource Management and Environmental Stewardship, or Plant Industry, regulates pesticides, feed, seed and fertilizers, and administers the states agricultural water quality programs including AAPs, and the LFO and MFO laws. It also provides technical assistance and cost shares to farmers to insure compliance of these programs.

Scott Marshia, Executive Director
Telephone: 802-828-5256
Mobile: 802-777-8192

Events News Applications & Forms

Feed, Seed & Fertilizer

- Feed
 - Animal Supplements
 - Pet Food
 - Have Your Feed Tested
 - Applications & Forms
 - Laws & Regulations
- Seed
- Fertilizer
- Feed & Fertilizer Lab

Select Language
Powered by Google Translate

Accessibility Policy + Users with Special Needs + Privacy Policy + Copyright Information
A Vermont Government Website Copyright 2011 State of Vermont - All Rights Reserved

Share this Page:
Facebook Twitter LinkedIn YouTube

Content Page

This example shows standard formatting for a lower level page that is actually presenting information. This type of page will usually include few elements beyond the required and will include further navigation for the same section of the site.

The screenshot shows a web page for the Vermont Agency of Agriculture Food & Markets. The page is titled "Animal Supplements" and is part of the "Division of Agricultural Resource Management and Environmental Stewardship". The page features a navigation menu on the left, a main content area with text and a quote, and a sidebar on the right with links to "Feed, Seed & Fertilizer" and "Quick Links". The footer includes a language selector, copyright information, and social media sharing options.

vermont.gov > afm > programs & services > feed, seed & fertilizer

VERMONT
Agency of Agriculture
Food & Markets

VERMONT.gov
official state website

Search ACCD

Consumers Producers Businesses

Division of Agricultural Resource Management and Environmental Stewardship

Agency Home
About the Agency
Programs & Services
Lands & Waters
Producers & Partners
Buy Local / Buy Vermont
Contact Us

Whomever this is
And whatever their title is

Animal Supplements

Within the past two years, the Animal Health Section has been challenged with a number of pressing animal health and emerging disease issues. In the wake of the Canadian and Washington State cases of bovine spongiform encephalopathy, the Agency has had to respond to widespread public and industry concerns about the serious threats posed by Mad Cow Disease. The Agency has also had to respond to Foot and Mouth Disease, West Nile Virus (WNV) in horses, Johnes disease in cattle, Chronic Wasting Disease in deer and elk, enzootic rabies, the disposition of livestock mortalities and multi-drug resistant Salmonella associated with human and food-borne illness. The cases of BSE in Canada and Washington act as reminders to how vulnerable we, as a country, can be to foreign animal diseases.

In the midst of these challenges, our livestock industries are also showing increasing interest and demand for the animal health and quality assurance programs being offered and developed in many other states. Expanding programs for the control, surveillance and/or eradication of Scrapie disease in sheep, Johnes disease in cattle and Chronic Wasting Disease in deer and elk are being developed nationally for adoption by states. We find ourselves stretched to deliver on the demands and needs of our industries to participate in the progress being made on these and other critical animal health and quality issues. At the same time, the increasing demands of animal welfare issues and concerns have continued to consume a significant portion of the time and resources of the Animal Health Section, often impinging on its responsibilities to animal health.

Scott Marshia, Executive Director
Telephone: 802-828-5256
Mobile: 802-777-8192

Feed, Seed & Fertilizer

Feed
Animal Supplements
Pet Food
Have Your Feed Tested
Applications & Forms
Laws & Regulations
Seed
Fertilizer
Feed & Fertilizer Lab

Quick Links:

[Laws & Regulations](#)
[Applications & Forms](#)

Select Language
Powered by Google Translate

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Share this Page:
Facebook Twitter LinkedIn YouTube

The Basic Frame

It is useful to think about any page within the system as being a basic frame with elements turned on or off. The basic frame consists of the top banner, left navigation and footer. All other elements are placed within this frame.

The screenshot displays the website's layout, which is organized into a basic frame. At the top, a green navigation bar contains the breadcrumb trail "vermont.gov > afm > programs & services > feed, seed & fertilizer" on the left, the "VERMONT.gov" logo and "official state website" text on the right, and a search box labeled "Search ACCD". Below this, a secondary green bar features the "Agency of Agriculture Food & Markets" title and three menu items: "Consumers", "Producers", and "Businesses". A third green bar identifies the "Division of Agricultural Resource Management and Environmental Stewardship".

On the left side, a vertical navigation menu includes buttons for "Agency Home", "About the Agency", "Programs & Services", "Lands & Waters", "Producers & Partners", "Buy Local / Buy Vermont", and "Contact Us". Below the menu is the quote: "Whomever this is / And whatever their title is".

The footer area is divided into three sections: a language selection dropdown labeled "Select Language" with "Powered by Google Translate" below it; a copyright notice: "A Vermont Government Website Copyright © 2012 State of Vermont. All rights reserved. Accessibility Policy + Privacy Policy + Contact Us"; and a "Share this Page:" section with icons for social media and other services.

The Required Elements

Very simple sites may consist, even on the front page, of only the required elements. Such a site is shown here.

vermont.gov > afm > programs & services > feed, seed & fertilizer

VERMONT Agency of Agriculture
Food & Markets

VERMONTGov
official state website

Search ACCD

Division of Agricultural Resource Management and Environmental Stewardship

- Agency Home
- About the Agency
- Programs & Services
- Lands & Waters
- Producers & Partners
- Buy Local / Buy Vermont
- Contact Us

Whoever this is
And whatever their title is

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