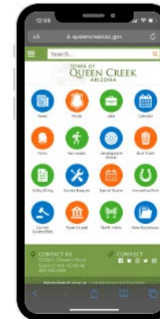




# Town of Queen Creek Website Refresh





## Why are we refreshing the website?

The Town's Corporate Strategic Plan includes a goal related to implementing the recommendations and strategies outlined in the Information Technology (IT) Strategic Plan. The IT Strategic Plan recommends updating the Town's website every five years. Our last redesign was in 2018. By refreshing the website with the Town's current provider, Granicus, the Town can take advantage of new technologies at a lower cost than going out for a new website provider.





# Project Timeline

By staying with Granicus's Vision platform, the timeline is 9-12 months for the redesign, which began in September.



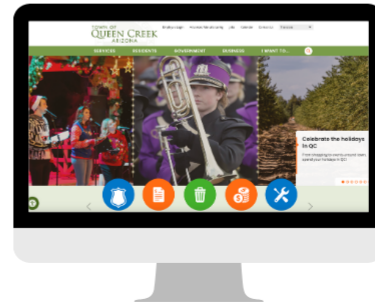


## Current Status

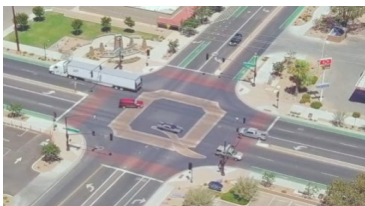
Through user feedback, data and available new technology, the Communications and Marketing division, along with the Communications Resource Team, worked to put together a wireframe with Granicus. This serves as “the skeleton” for the homepage. The design will be applied to the wireframe.

New features include

- Service Finder
- Additional spotlight areas
- Video widget
- QC by the numbers



# Town's brand guide



## PRIMARY COLOR PALETTE

### COATED PAPER/DIGITAL

The Town of Green Creek has established a color palette for use in all public facing and departmental applications. This includes all Town and department general collateral, uniforms, outdoor signage, vehicle graphics and digital/web applications.

**PRIMARY**  
When the Town logo or word mark appear in color, they must be either **Green PMS 2280** or **Brown PMS 462 C, PMS 462B G**.

**ACCENT**  
Accent colors may be used to complement the primary colors in any application. **Accent colors may not be applied to the Town logo or word mark.**

PRIMARY		ACCENT	
PRINT	DIGITAL	PRINT	DIGITAL
PMS 2280 C C: 60 M: 9 Y: 100 B: 50 HEX: #669933	P: 74 G: 104 B: 79 HEX: #4E844E	PMS 174 C C: 55 M: 3 Y: 95 B: 53 HEX: #7F7F7F	PMS 190 G C: 100 G: 107 B: 74 HEX: #7F7F7F
80%	80%	80%	80%
40%	40%	40%	40%
PMS 462 C C: 51 M: 41 Y: 75 B: 79 HEX: #4E844E	P: 75 G: 70 B: 43 HEX: #4E844E	PMS 462 C C: 50 M: 30 Y: 75 B: 53 HEX: #4E844E	PMS 101 B C: 100 G: 101 B: 71 HEX: #4E844E
80%	80%	80%	80%
40%	40%	40%	40%

### UNCOATED PAPER

To ensure the Town Identity maintains the integrity of the primary color palette when printing on uncoated paper, alternate uncoated colors are recommended.

**These specifications are to be used only for printing on uncoated papers. Different uncoated fibers and textures may affect the final color. It is recommended that a press check be conducted to ensure proper color accuracy.**

PRIMARY		ACCENT	
PRINT	DIGITAL	PRINT	DIGITAL
PMS 2280 U C: 51 M: 9 Y: 100 B: 43	P: 74 G: 104 B: 43	PMS 174 U C: 42 M: 7 Y: 75 B: 53	PMS 190 U C: 100 G: 107 B: 53
PMS 462 U C: 51 M: 31 Y: 85 B: 53	P: 75 G: 70 B: 43	PMS 462 U C: 50 M: 30 Y: 75 B: 53	PMS 101 U C: 100 G: 101 B: 53

## EXTENDED COLOR PALETTE (BRIGHT)

### COATED PAPER/DIGITAL

The Town of Green Creek has established an extended bright color palette for use in all public facing and departmental applications to accent the primary (page 14) and extended (page 15) palettes. This includes all Town and department general collateral, uniforms, outdoor signage, vehicle graphics and digital/web applications. Bright extended colors are also for use in branding and/or applications specific to Town programs, events and all sub-brands.

WARM		COOL	
PRINT	DIGITAL	PRINT	DIGITAL
PMS 176 C: 5 M: 95 Y: 100 B: 5	P: 201 G: 151 B: 9 HEX: #FF7F00	PMS 176 C C: 55 M: 35 Y: 95 B: 53	PMS 190 G C: 100 G: 107 B: 53
PMS 178 C C: 15 M: 75 Y: 10 B: 15 HEX: #FF4500	P: 190 G: 77 B: 0 HEX: #FF4500	PMS 178 C C: 5 M: 75 Y: 10 B: 15	PMS 190 G C: 100 G: 107 B: 53
PMS 301 C C: 3 M: 95 Y: 84 B: 20	P: 157 G: 54 B: 53 HEX: #FF2D2D	PMS 301 C C: 3 M: 95 Y: 84 B: 20	PMS 190 G C: 100 G: 107 B: 53
PMS 301 U C: 3 M: 95 Y: 84 B: 20	P: 157 G: 54 B: 53	PMS 301 U C: 3 M: 95 Y: 84 B: 20	PMS 190 U C: 100 G: 107 B: 53

### UNCOATED PAPER

To ensure the Town Identity maintains the integrity of the extended bright color palette when printing on uncoated paper, alternate uncoated colors are recommended.

**These specifications are to be used only for printing on uncoated papers. Different uncoated fibers and textures may affect the final color. It is recommended that a press check be conducted to ensure proper color accuracy.**

WARM		COOL	
PRINT	DIGITAL	PRINT	DIGITAL
PMS 176 U C: 5 M: 95 Y: 100 B: 5	P: 201 G: 151 B: 9	PMS 176 U C: 55 M: 35 Y: 95 B: 53	PMS 190 U C: 100 G: 107 B: 53
PMS 178 U C: 15 M: 75 Y: 10 B: 15	P: 190 G: 77 B: 0	PMS 178 U C: 5 M: 75 Y: 10 B: 15	PMS 190 U C: 100 G: 107 B: 53
PMS 301 U C: 3 M: 95 Y: 84 B: 20	P: 157 G: 54 B: 53	PMS 301 U C: 3 M: 95 Y: 84 B: 20	PMS 190 U C: 100 G: 107 B: 53

## EXTENDED COLOR PALETTE (DARK)

### COATED PAPER/DIGITAL

The Town of Green Creek has established an extended color palette for use in all public facing and departmental applications to complement the primary palette (page 14). This includes all Town and department general collateral, uniforms, outdoor signage, vehicle graphics and digital/web applications. Extended colors are also for use in branding and/or applications specific to Town programs, events and all sub-brands.

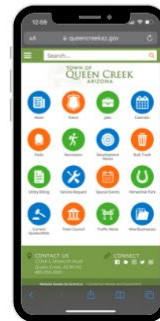
WARM		COOL	
PRINT	DIGITAL	PRINT	DIGITAL
PMS 176 C C: 5 M: 95 Y: 100 B: 5	P: 201 G: 151 B: 9 HEX: #FF7F00	PMS 764 C C: 101 G: 50 B: 131 HEX: #4E844E	PMS 764 C C: 101 G: 50 B: 131 HEX: #4E844E
PMS 178 C C: 15 M: 75 Y: 10 B: 15	P: 190 G: 77 B: 0 HEX: #FF4500	PMS 762 C C: 97 M: 52 Y: 8 B: 25	PMS 762 C C: 97 M: 52 Y: 8 B: 25
PMS 301 C C: 3 M: 95 Y: 84 B: 20	P: 157 G: 54 B: 53 HEX: #FF2D2D	PMS 762 C C: 97 M: 52 Y: 8 B: 25	PMS 762 C C: 97 M: 52 Y: 8 B: 25
PMS 301 C C: 3 M: 95 Y: 84 B: 20	P: 157 G: 54 B: 53 HEX: #FF2D2D	PMS 762 C C: 97 M: 52 Y: 8 B: 25	PMS 762 C C: 97 M: 52 Y: 8 B: 25

### UNCOATED PAPER

To ensure the Town Identity maintains the integrity of the extended color palette, when printing on uncoated paper, alternate uncoated colors are recommended.

**These specifications are to be used only for printing on uncoated papers. Different uncoated fibers and textures may affect the final color. It is recommended that a press check be conducted to ensure proper color accuracy.**

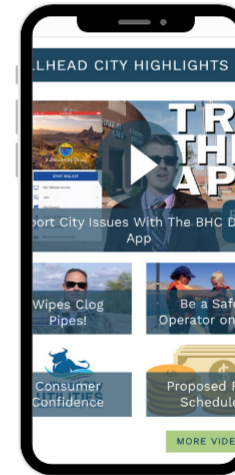
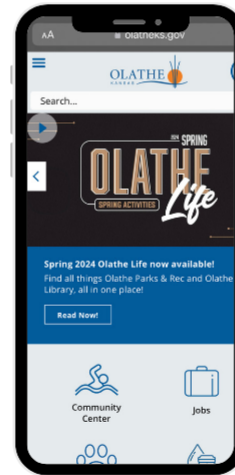
WARM		COOL	
PRINT	DIGITAL	PRINT	DIGITAL
PMS 176 U C: 5 M: 95 Y: 100 B: 5	P: 201 G: 151 B: 9	PMS 764 U C: 101 G: 50 B: 131	PMS 764 U C: 101 G: 50 B: 131
PMS 178 U C: 15 M: 75 Y: 10 B: 15	P: 190 G: 77 B: 0	PMS 762 U C: 97 M: 52 Y: 8 B: 25	PMS 762 U C: 97 M: 52 Y: 8 B: 25
PMS 301 U C: 3 M: 95 Y: 84 B: 20	P: 157 G: 54 B: 53	PMS 762 U C: 97 M: 52 Y: 8 B: 25	PMS 762 U C: 97 M: 52 Y: 8 B: 25
PMS 301 U C: 3 M: 95 Y: 84 B: 20	P: 157 G: 54 B: 53	PMS 762 U C: 97 M: 52 Y: 8 B: 25	PMS 762 U C: 97 M: 52 Y: 8 B: 25





# Mobile Options?

Granicus will provide a mobile template once we have selected a color scheme/template to move forward with.



# Website templates

- [Option 1](#)
- [Option 2](#)





## Next Steps

- **Revise selected template**
- **Content rationalization**
- **Migrate pages**
- **Review and finalize refreshed site**
- **Launch refreshed site**







# Questions?

