The Honorable Maryellen O'Shaughnessy
Franklin County Clerk of Courts

Information Technology
373 South High Street, Floor 9
Columbus, Ohio 43215
614.525.2376

Style Guide for Web

Typeface and Fonts

All fonts will follow the CLCT Brand Standards, including:

- **Garamond Bold for Headings**
- Segoe UI for sub-headings and body text
- Arial for all other text and any plain text sections

CLCT Logo and Wordmark

The Clerk of Courts' Logo represents the office, and its meaning and mission. It is always to be presented with all four colors (CLCT Blue, CLCT Red, CLCT Gray and White). Unicolor variants are acceptable in CLCT Blue, Red, Black, or white only.

The Honorable Maryellen O'Shaughnessy
Franklin County Clerk of Courts

Logo is *always to the left of any text*

Headings are *always* in a Serif font, are **bolded** when appropriate, larger than any sub-header, and black

Sub-headings are *always* in a Sans-serif font, never bolded, always smaller than the header, and black

Logo/Print Colors

#004080	#9B0302	#E2E2E2	#1A936F	#568192	#635D5C	#5A0002	#03191E

- #FFFFFF – White
- #000000 – Black

Style for Content Pages

Page Attributes:

- Background Color - #FFFFFF

Text Attributes:

- Font Type - Website Standard
- Font Weight - Normal
- Font Color - #000000
- Font Style - Normal
- Font Size - 16px

Link Attributes:

Links will inherit all Text attributes unless otherwise noted.

- Link- #001428; Underline
- Hover - #3E5D69; No-Underline
- Visited - #3E5D69; Underline

~~*Example: Legal Divisions > Domestic Relations Division*~~

Style for Box Display Pages

Page Attributes:

- Background Color for the Box - #001428
- Mouse-over Box Color - #3E5D69

Text Attributes:

- Font Type - Website Standard
- Font Weight - Normal
- Font Color - #EFEFEF

- Font Style - Normal
- Font Size - 16px

Link Attributes:

Links will inherit all Text attributes unless otherwise noted.

- Link - #EFEFEF; No-Underline
- Hover - #13B7F8; Underline
- Visited - #13B7F8; No-Underline

~~*Example: Auto Title > Ohio Residents > Step-By-Step and Notary Guides*~~

Style for Web Forms

Page Attributes:

- Background Color - #001428

Text Attributes:

- Font Type - Website Standard
- Font Weight - Bold
- Font Color - #FFFFFF
- Font Style - Normal
- Font Size - 16px

Link Attributes:

- Links will inherit all Text attributes unless otherwise noted.
- Link- #71A7D7; No-Underline
- Hover - #13B7F8; Underline
- Visited - #13B7F8; No-Underline

~~*Example: "Contact Us > Email Us"*~~

Web Colors

#71A7D7	#13B7F8	#001428	#3E5D69	#EFEFEF

- #FFFFFF = White
- #000000 = Black

Lists

Lists are always presented using bullet points (e.g. “unordered list”) with the exception that the information being conveyed is a series of ordered instructions, or all parts of the list are required elements. These are represented with numbers only (*no roman numerals*). Font elements are inherited from the page, per the style attributes

Examples

Ordered List (do not indent in publication)

Instructions

1. Do this
2. Then this
3. And then this, in this order

~~*Example: “Auto Title > Ohio Residents > Motor Vehicles > Other Motor Vehicles”*~~

Unordered list (do not indent in publication)

Things you might need

- This
- Maybe this
- Possibly this
- This, maybe, but not necessarily

~~*Example: “Auto Title > Ohio Residents > Motor Vehicles > Buying a Motor Vehicle”*~~

Unordered lists will only extend to two separate indents. Review and re-write copy that requires three or more indents.

~~Example:~~

Types of Bacon

- Pork
  - Applewood Smoked
- Turkey
  - Why would you eat this
    - ~~No, seriously, if you require this many bullets, you’re doing it wrong.~~

Number Formats

Phone Numbers

Phone numbers displayed in the following format:

614.525.3600

Parentheses for the area code, or dashes to separate the numbers are never used. Font is inherited on the page from the style attributes.

Addresses

Addresses will have their own style so they can be quickly and easily distinguished from other blocks of text:

Franklin County Clerk of Courts

[####] [Street Name] [Suffix], [Unit] [##]

Columbus, Ohio #####-####

Addresses are always centered on the page, and the typeface is always bold. The Division/Branch need not be identified, as correspondence sent will be routed internally.

FAQs, Forms, Oxford Comma, and "&"

FAQs

Website sections containing Frequently Asked Questions (FAQs) will maintain consistency across all CLCT web properties. These entries will inherit the font from the page's style attributes, but are slightly modified in this format:

This is the Frequently Asked Question, which is bold, flush left without any indent, and must include question mark (?) because it is an FAQ. Got it?

This is the answer to the above question, which has regular weight, is not italicized, and easy to read given the question above.

</br>

Should there be a line break between the previous answer and the next FAQ?

Yes, always.

</br>

~~*Example: "Legal Division > General Division > FAQs"*~~

Forms

Forms that are created in-house and published for distribution or use must use the most current letterhead, and adhere to the CLCT Brand Standards for letterhead use. Any created form must be reviewed and approved by Operations and Communications Teams.

Any table with more than 10 rows must be published as a PDF and linked on the site, as opposed to printed directly as part of website copy (see: “Auto Title > Ohio Residents > Motor Vehicles > Title Classifications and Fees” for an example of what **NOT** to do).

The Oxford Comma and “&”

Use of an ampersand is acceptable in title links and headers, but not in body text. The Oxford Comma is always preferable to no Oxford Comma in any format.

Example: Step-By-Step & Notary Guides; “…travel to Canada, Mexico, the Caribbean, and Bermuda”