



City of Rocklin

Response to Questions

Request for Proposals for City Website Redesign

Questions published August 1, 2025

Project Scope & Goals

QUESTION: What are the key drivers behind the redesign initiative?

ANSWER: The key drivers behind the City of Rocklin's website redesign initiative are:

1. Improved User Experience: We want to create a more intuitive, accessible, and mobile-friendly website that makes it easy for residents, businesses, and visitors to find the information and services they need quickly.
2. Modern Design and Functionality: The current website design and backend functionality are outdated. We're looking for a modern, visually appealing design with improved navigation, search capabilities, and performance.
3. Content Management Efficiency: We need a content management system (CMS) that empowers staff across departments to update content easily while maintaining consistency and quality across the site.
4. ADA Compliance and Accessibility: Accessibility is a top priority. The redesigned site must meet or exceed WCAG 2.1 and Section 508 standards to ensure equitable access for all users.
5. Enhanced Civic Engagement: The new site should support tools that encourage public engagement—such as interactive calendars, alerts, surveys, and integration with social media and other platforms.
6. Security and Stability: We're looking to strengthen the website's security and ensure it is hosted on a reliable, scalable platform with minimal downtime and strong support.

QUESTION: What is the single most important purpose for the site?

ANSWER: The single most important purpose of the City of Rocklin's website is to serve as a trusted, user-friendly hub for accessing City services, information, and

resources. Whether residents are starting a business, applying for permits, reporting an issue, finding City Council agendas, or learning about local events, the site should make it fast and easy to connect with their government.

QUESTION: What are the secondary objectives for the site?

ANSWER: Secondary objectives for the City of Rocklin's website include:

- Ensuring Accessibility: Achieving full compliance with WCAG 2.1 AA standards to make the site usable for all individuals, including those with disabilities.
- Streamlining Internal Workflows: Providing City staff with a content management system that is efficient, intuitive, and supports decentralized updates while maintaining consistency and brand standards.
- Enhancing Transparency and Civic Engagement: Offering tools that improve access to public records, meetings, and decision-making processes, while also enabling community input through features like surveys, alerts, and news updates.
- Modernizing Visual Design and Navigation: Creating a cohesive, mobile-responsive design that reflects the City's identity and helps users quickly find what they need.
- Integrating Key Services and Tools: Offering seamless access to frequently used services—such as online payments, forms, and issue reporting—through improved layout and third-party integration.

These objectives all support the broader goal of making the City's digital presence more accessible, efficient, and engaging for the public.

QUESTION: Are there any missed opportunities today in how the website supports economic development, tourism, or community engagement?

ANSWER: Yes, there are several missed opportunities in the current website that we aim to address through the redesign:

- Economic Development: Key information for businesses—such as how to start, grow, or relocate in Rocklin—is not as prominent or easy to navigate as it should be. There's an opportunity to better highlight available properties, incentive programs, and local success stories to attract investment.
- Tourism and Community Events: While Rocklin offers great parks, events, and regional attractions, the current site lacks a centralized, engaging space to promote tourism or highlight community assets. A refreshed design could better showcase things to do, places to visit, and local events in a way that encourages exploration.
- Community Engagement: Current tools for engagement—such as news, alerts, and feedback forms—are limited in visibility and interactivity. There's strong potential to improve this with more interactive features like polls, surveys, event signups, and dynamic news feeds that keep residents informed and involved.

Addressing these gaps will help the website become a more powerful tool in advancing Rocklin's goals around business growth, tourism promotion, and civic connection.

QUESTION: Are there metrics you hope to see improve? (e.g., time on page, traffic)

ANSWER: Yes, we're aiming to improve several key metrics with the redesign—most notably:

- Usability: We want to reduce friction for users by streamlining navigation and improving search functionality, which we expect will lead to fewer clicks to reach key information and higher task completion rates.
- Time on Page (Where It Matters): While we don't aim to increase time across the board, we do want to see improved engagement on pages that are content-rich or service-driven—like community programs, economic development, or event listings—indicating that users are finding value and interacting with what they came for.
- Bounce Rate and Exit Points: We hope to see reductions in bounce rates on high-priority pages and fewer drop-offs at points where users should be converting or taking next steps (e.g., submitting a form, reading an alert, registering for an event).

QUESTION: How will you measure success for this project?

ANSWER: Success for this project will be measured by a combination of quantitative and qualitative factors, including:

- Improved User Experience: Positive feedback from residents, businesses, and staff about ease of navigation, clarity of content, and overall usability.
- Accessibility Compliance: Full adherence to WCAG 2.1 AA standards, ensuring the site is usable by all members of the community.
- Analytics Improvements: Key performance indicators such as reduced bounce rates, increased task completion (e.g., form submissions, bill payments), improved search success, and appropriate time spent on priority pages.
- Mobile Optimization: A responsive design that performs well across all devices, reflected in increased mobile engagement and satisfaction.
- Staff Efficiency: A content management system that enables non-technical staff to manage and update content quickly and consistently.
- Enhanced Engagement: More interaction with city services and content, such as newsletter signups, event registrations, and use of self-service tools.

Ultimately, success means a site that meets the needs of our community, represents Rocklin well, and supports the City's broader goals for transparency, service delivery, and engagement.

CMS & Technical Platform

QUESTION: What is the current CMS and its version?

ANSWER: The City of Rocklin's current website is supported by Digital Deployment.

QUESTION: Are you currently using Drupal? If so, what version?

ANSWER: No, the City of Rocklin is not currently using Drupal. Our website is built and supported by Digital Deployment and runs on their proprietary CMS platform, Symphony.

QUESTION: How many modules (custom and contrib) are in use, and what do they do?

ANSWER: The City of Rocklin's current website is built on Digital Deployment's proprietary CMS, Symphony, not on an open-source platform like Drupal. As such, the system does not use traditional "modules" in the Drupal sense (custom or contributed). Instead, functionality is handled through built-in features and custom configurations provided by Digital Deployment as part of their hosted service.

If selected, we would work with the chosen vendor to audit current functionality and identify equivalent modules or features needed in the new CMS environment to ensure continuity of services and user experience.

QUESTION: Are you open to Drupal, WordPress, or other CMS recommendations?

ANSWER: The City of Rocklin is open to Drupal, WordPress, or other CMS recommendations, provided the proposed platform meets our core requirements for security, accessibility (WCAG 2.1 AA compliance), usability, performance, and long-term sustainability.

We are especially interested in solutions that offer:

- A user-friendly interface for non-technical staff
- Strong support for structured content and workflows
- Flexibility to grow with the City's evolving needs
- Robust vendor and community support

Ultimately, we are looking for the best fit for our users and internal teams, and we welcome CMS recommendations that align with those goals.

QUESTION: Do you prefer open-source or commercial CMS platforms?

ANSWER: The City of Rocklin does not have a strict preference between open-source and commercial CMS platforms. Our primary focus is on selecting a solution that

best meets our key criteria, including security, accessibility (WCAG 2.1 AA compliance), usability, scalability, and reliable vendor support.

We recognize the benefits of both open-source platforms—such as flexibility and community-driven innovation—and commercial platforms—such as dedicated support and turnkey solutions. Ultimately, we are looking for a CMS that aligns with the City’s long-term goals, enables efficient content management by staff, and provides a seamless experience for our residents and stakeholders.

QUESTION: Does the CMS need to support scheduled publishing or content staging?

ANSWER: Yes, the City of Rocklin requires the CMS to support scheduled publishing and content staging capabilities. These features are important to ensure content can be prepared, reviewed, and approved in advance before going live, helping maintain accuracy and consistency across the website.

Scheduled publishing allows us to automate the release of time-sensitive content, such as event announcements or policy updates, while content staging enables safe editing and review in a test environment before changes are published publicly.

QUESTION: Should it support dynamic widgets for landing pages, campaigns, and outreach?

ANSWER: Yes, the CMS should support dynamic widgets or modular components for landing pages, campaigns, and outreach efforts. This flexibility allows content editors to easily create, customize, and update pages without needing extensive technical expertise.

Additionally, it’s important that departments can maintain clear, consistent, and branded content within their sections, ensuring that while they have flexibility, the overall site identity and standards are preserved. This balance helps promote a professional and cohesive City presence while supporting effective communication tailored to different audiences.

QUESTION: Are you interested in a component-based design system?

ANSWER: Yes.

Hosting, Infrastructure & Security

QUESTION: Where is the current website hosted?

ANSWER: The City of Rocklin’s current website is hosted by Digital Deployment, which provides managed hosting and technical support services as part of their overall website solution.

QUESTION: Do you require the vendor to provide hosting services or recommendations?

ANSWER: Yes, the City of Rocklin requires the vendor to provide hosting services or, at a minimum, recommendations for a secure, reliable, and scalable hosting environment that meets our needs for performance, security, and compliance.

We expect the hosting solution to support high availability, strong security measures, and regular maintenance to ensure optimal website performance.

QUESTION: Should hosting/data storage remain in the U.S.?

ANSWER: Yes, the City of Rocklin requires that all hosting and data storage remain within the United States to ensure compliance with applicable laws and regulations regarding data security and privacy.

QUESTION: What cloud provider is preferred (AWS, Azure, GCP)?

ANSWER: The City of Rocklin does not have a strict preference among cloud providers such as AWS, Azure, or Google Cloud Platform (GCP). We are open to any reputable provider that can demonstrate strong security, reliability, scalability, and compliance with relevant standards.

QUESTION: Do you have uptime requirements beyond 99.9%?

ANSWER: The City of Rocklin expects a minimum uptime of 99.9% for the website hosting and related services. While we recognize that 99.9% uptime is industry standard, any higher availability guarantees would be considered a plus, especially for critical services and during high-traffic periods.

QUESTION: Do you require WAF, CDN, DDoS protection, or penetration testing?

ANSWER: Yes, the City of Rocklin requires robust security measures to protect our website and users. Specifically, we expect the vendor or hosting provider to include or recommend the following:

- Web Application Firewall (WAF): To protect against common web threats and vulnerabilities.
- Content Delivery Network (CDN): To improve site performance and provide additional protection against traffic spikes and attacks.
- DDoS Protection: To safeguard against distributed denial-of-service attacks that could disrupt access to the website.
- Regular Penetration Testing: To identify and remediate security vulnerabilities proactively.

Security is a top priority for the City, and these measures are essential to maintaining a safe and reliable online presence.

QUESTION: Are there any specific compliance standards to follow (CCPA, SOC2, HIPAA)?

ANSWER: The City of Rocklin requires compliance with applicable data privacy and security standards, including but not limited to CCPA (California Consumer Privacy Act) and SOC 2 for service providers handling sensitive information. While HIPAA compliance is not specifically required for our website, any personally identifiable information (PII) must be handled securely and in accordance with best practices and relevant regulations.

QUESTION: Do you maintain a Backup & Disaster Recovery plan?

ANSWER: Yes, the City of Rocklin maintains a comprehensive Backup and Disaster Recovery plan to ensure data integrity and website availability in case of system failures or emergencies. We expect the vendor or hosting provider to align with our recovery objectives and support regular backups, failover capabilities, and prompt restoration processes.

Content Migration & Structure

QUESTION: How many pages/documents/assets need to be migrated?

ANSWER: We do not currently have a documented count of webpages on rocklin.ca.us. A content audit and site crawl will be conducted during the project's Discovery phase to determine the exact scope of content migration.

We will work closely with the selected vendor to conduct a thorough content audit and prioritize which content should be migrated, updated, or archived as part of the redesign process.

QUESTION: What % of current content is obsolete and won't be migrated?

ANSWER: Based on an initial content audit, we estimate that approximately 20-30% of the current website's content is obsolete or outdated and will not be migrated to the new site. This includes outdated policies, expired event information, and legacy documents.

We are actively working to update and refresh content ahead of the project to ensure that the information migrated is accurate, relevant, and aligned with the City's current priorities.

QUESTION: Are content types or taxonomy being reused or restructured?

ANSWER: The City of Rocklin plans to review and restructure content types and taxonomy as part of the website redesign. Our goal is to improve content organization, discoverability, and consistency across the site.

While some existing content types may be reused, we anticipate refining or creating new taxonomies to better reflect user needs and support efficient content management. This restructuring will help ensure a more intuitive navigation and enhanced search capabilities for our users.

QUESTION: Should PDFs be converted to web pages or stay downloadable?

ANSWER: The City of Rocklin aims to balance accessibility and usability when it comes to PDFs. Wherever possible, key informational content currently in PDFs should be converted to web pages to improve accessibility, searchability, and user experience.

However, certain documents—such as forms, official reports, and legal notices—will remain available as downloadable PDFs to preserve formatting and ease of printing.

QUESTION: Should the navigation structure be maintained or overhauled?

ANSWER: The City of Rocklin sees this redesign as an opportunity to overhaul the navigation structure to improve usability and help users find information more quickly and intuitively.

While we will retain familiar elements to minimize disruption, the goal is to streamline and simplify the navigation based on user needs and analytics, ensuring a more logical, accessible, and mobile-friendly experience.

Design & Branding

QUESTION: What's expected by "three distinct design concepts"?

ANSWER: By "three distinct design concepts," the City of Rocklin expects the vendor to present their vision for a clean, modern, and intuitive website design, informed by input from City staff. At a minimum, each concept should include:

- Global navigation elements such as headers and footers
- Templates for primary, secondary, and tertiary content pages
- Design variations for microsites used in campaigns and events

These concepts will provide the City with a range of options to review and select the design direction that best supports Rocklin's brand and user experience goals.

QUESTION: Should these be full mockups or conceptual directions?

ANSWER: The City of Rocklin expects the three distinct design concepts to be detailed conceptual directions rather than full, finalized mockups. These should effectively illustrate the overall look and feel, including layout ideas, color palettes, typography, and key design elements.

The goal is to provide enough visual detail for informed feedback and selection of a preferred direction before proceeding to full mockups and detailed design development.

QUESTION: Are there brand guidelines, logos, color palettes, typography to follow?

ANSWER: Yes, please Attachment 1.

QUESTION: Are design themes required for microsites or campaigns?

ANSWER: Yes, the City of Rocklin requires design themes for microsites and campaigns as part of the website redesign. These themes should be consistent with the overall site branding but flexible enough to accommodate unique messaging, visuals, and calls to action for specific initiatives or events.

QUESTION: Do you want interactive prototypes (e.g., Figma)?

ANSWER: Yes, the City of Rocklin would like the vendor to provide interactive prototypes as part of the design process. Interactive prototypes allow our team to experience the user flow, navigation, and functionality before full development begins, enabling more effective feedback and collaboration.

QUESTION: Should responsive design be handled in code or design files?

ANSWER: Responsive design should be thoughtfully planned during the design phase to ensure layouts adapt well across devices, but the actual implementation of responsiveness is handled in the code development phase.

Accessibility

QUESTION: What accessibility standards should be met (e.g., WCAG 2.1 AA)?

ANSWER: Please see page 2-3 of the published RFP.

QUESTION: What tools do you use to monitor accessibility?

ANSWER: The City of Rocklin uses a combination of automated and manual tools to monitor accessibility, including:

- Automated testing tools such as Axe, WAVE, and Lighthouse to quickly identify common accessibility issues.
- Manual testing with keyboard navigation and screen readers to ensure real-world usability for people with disabilities.
- Ongoing audits and user feedback to continually improve accessibility compliance.

We expect the vendor to support and enhance these practices as part of the website redesign.

QUESTION: Would you like to include accessibility advocates in the design review?

ANSWER: The City of Rocklin's primary goal is to meet industry-standard accessibility guidelines (WCAG 2.1 Level AA) and comply with California state accessibility requirements.

QUESTION: Should the mobile app (Access Rocklin) also be reviewed for ADA compliance?

ANSWER: The City of Rocklin expects that the Access Rocklin mobile app will also be reviewed for ADA compliance and accessibility best practices to ensure it is usable by all residents, including those with disabilities.

Public Engagement & UX

QUESTION: What are common questions or service requests from the public?

ANSWER: Common questions and service requests from the public typically include:

- Reporting issues like potholes, graffiti, or streetlight outages
- Finding information on permits, zoning, and business licenses
- Accessing City Council agendas, minutes, and meeting schedules
- Inquiries about public safety services and emergency alerts
- Locating parks, trails, and recreational facilities

QUESTION: Are surveys, polls, or forms needed? Should they be anonymous or gated?

ANSWER: Yes, the City of Rocklin requires the ability to deploy surveys, polls, and forms on the website to gather community feedback, facilitate service requests, and support civic engagement.

Depending on the purpose, some surveys and polls should allow anonymous participation to encourage honest feedback, while certain forms—especially those related to service requests or official matters—will be gated to collect necessary contact information for follow-up.

QUESTION: What types of two-way communication will the site support (e.g., live chat)?

ANSWER: The City of Rocklin intends for the website to support multiple types of two-way communication, including:

- Contact forms for inquiries and service requests
- Email newsletter sign-ups and feedback submission
- Social media integration to facilitate dialogue and updates
- Event registration and comment sections to encourage community participation

QUESTION: Are social media, newsletter, or event calendar integrations required?

ANSWER: Yes, the City of Rocklin requires integrations with social media platforms, newsletter sign-ups, and the event calendar to provide seamless access to updates and encourage community engagement.

QUESTION: Are there known user complaints or frustrations with the current site?

ANSWER: Yes, based on user feedback and staff observations, some common complaints and frustrations with the current website include:

- Difficulty finding specific information due to unclear or outdated navigation
- Limited mobile responsiveness impacting usability on phones and tablets
- Inconsistent design and branding across different pages and sections
- Challenges with site search functionality returning irrelevant results
- Lack of intuitive self-service options for common tasks
- Accessibility limitations for users with disabilities

Integrations

QUESTION: What third-party systems should the website integrate with?

ANSWER: Please see page 28, section 5.1 of the published RFP.

QUESTION: What level of integration is required (API, embed, iframe)?

ANSWER: Please see page 28, section 5.1 of the published RFP.

QUESTION: Are additional tools (CRM, email, calendar, payments) integrated?

ANSWER: Please see page 28, section 5.1 of the published RFP.

QUESTION: What CRM or email platforms are used (e.g., Constant Contact, SendGrid)?

ANSWER: The City currently uses:

- Constant Contact for email campaigns and newsletters
- Access Rocklin (Comcate) for service requests and CRM-related functions

Forms, Payments, and Transactions

QUESTION: Do you need e-commerce or payment processing? If so, which gateway (Stripe, PayPal)?

ANSWER: Yes, the City of Rocklin requires payment processing capabilities, particularly for features such as event registration. While the current scope does not specify a particular gateway (e.g., Stripe, PayPal), we are open to vendor recommendations that meet our standards for security, ease of use, and integration with the website and third-party tools.

QUESTION: Do you require refund, cancellation, or waitlist functionality?

ANSWER: Please see page 28, section 5.1 of the published RFP.

QUESTION: Do forms need to route to a CRM or department?

ANSWER: Yes, forms on the website should have the ability to route submissions directly to the appropriate department or integrate with the City's CRM system (such as Access Rocklin/Comcate) when applicable.

QUESTION: Are discount codes or capacity limits required for events?

ANSWER: Yes, the City of Rocklin would benefit from event tools that support capacity limits to manage attendance for classes, programs, and public events.

Discount codes are not currently required but may be a helpful feature for future promotional or resident-only offerings, particularly through Parks & Recreation. Vendors are encouraged to propose solutions that can accommodate these features if needed.

Training & Internal Management

QUESTION: How many internal users/authors manage content?

ANSWER: The City of Rocklin currently has approximately 15–20 internal users who manage website content across various departments. These users have varying levels of access and technical ability, so the new CMS should support granular user roles, approval workflows, and intuitive editing tools to ensure consistency and ease of use.

QUESTION: Do departments manage their own sections?

ANSWER: Yes, City departments are responsible for managing their own sections of the website. While overall governance and quality control are coordinated through the City's communications team, department staff are expected to create, update, and maintain content relevant to their services.

Therefore, the CMS should support department-specific permissions, templates, and workflows to ensure both autonomy and consistency across the site.

QUESTION: How many staff should be included in training?

ANSWER: We anticipate training approximately 15 to 25 staff members who will be responsible for content creation, management, and site administration across various City departments.

QUESTION: Should training be in-person or virtual?

ANSWER: Please see page 28, section 5.1 of the published RFP.

QUESTION: Will you need technical (code-level) training or CMS/editor training?

ANSWER: The City requires comprehensive CMS/editor training as outlined in the RFP, including in-person sessions and online resources for content editors and administrators. While technical, code-level training is not explicitly requested, we are open to discussing this further based on vendor recommendations and internal needs.

Ongoing Support & Maintenance

QUESTION: Should vendors include pricing for ongoing support after 12 months?

ANSWER: Please see page 28, section 5.1 of the published RFP.

QUESTION: What level of post-launch support is expected?

ANSWER: Please see page 28, section 5.1 of the published RFP.

QUESTION: Will the City manage maintenance internally or use a vendor?

ANSWER: The City expects the selected vendor to provide a minimum one-year maintenance and support package post-launch. Decisions regarding long-term maintenance—whether managed internally or through a vendor—will be determined based on ongoing needs and resources.

QUESTION: Do you prefer a support package, retainer, or hourly?

ANSWER: The City of Rocklin is open to vendor proposals regarding support models, including support packages, retainers, or hourly billing. We are interested in understanding the benefits and cost implications of each option to determine the best fit for ongoing website maintenance and support.

Timeline & Deliverables

QUESTION: What is the expected or target go-live date?

ANSWER: Please refer to page 6, section 1.9 of the published RFP.

QUESTION: Are any milestones tied to fiscal years or public events?

ANSWER: No.

QUESTION: When is the final proposal due?

ANSWER: Please refer to page 2, section 1.5 of the published RFP.

QUESTION: Should a staging site be provided for internal testing?

ANSWER: Yes, the City of Rocklin expects the vendor to provide a staging site for internal testing and review prior to the public launch.

Budget & Pricing

QUESTION: What is the anticipated budget for this project?

ANSWER: The City of Rocklin has not specified an anticipated budget in the RFP. Vendors are requested to submit detailed cost proposals based on the project requirements. These proposals will be reviewed and negotiated with the highest-ranked firms during the selection process.

QUESTION: What is the expected annual hosting/licensing cost?

ANSWER: The City of Rocklin has not defined a specific expected annual hosting or licensing cost in the RFP. We invite vendors to include their recommendations and pricing for hosting, licensing, and ongoing maintenance as part of their proposals. These costs will be evaluated alongside other factors during vendor selection.

QUESTION: Have vendors been shown demos or submitted pricing previously?

ANSWER: No, vendors have not been shown demos or asked to submit pricing prior to this RFP. This solicitation marks the City of Rocklin's initial formal request for proposals and pricing for the website redesign project.

QUESTION: Will there be a contingency budget for future enhancements?

ANSWER: The City of Rocklin does not have a specifically allocated contingency budget for future website enhancements included in this RFP. However, the City may consider additional funding for enhancements based on evolving needs and available resources after the initial project completion.

QUESTION: What has been spent on your current CMS and support in recent years?

ANSWER: The City of Rocklin has allocated a budget for CMS licensing and support in recent years, but the exact amounts vary annually. Our primary focus with this RFP is to identify the best solution to meet the City's current and future website needs.

RFP Submission & Procurement

QUESTION: Is there a preference for local or U.S.-based vendors?

ANSWER: The City of Rocklin values working with vendors who can demonstrate reliability, quality, and strong communication. While there is no strict requirement to be local or U.S.-based, vendors with a presence in the U.S. or familiarity with local government processes are preferred to ensure effective collaboration and compliance with applicable regulations.

QUESTION: Can proposals be submitted electronically?

ANSWER: Please refer to page 7, section 2.2 of the published RFP.

QUESTION: Will the contract allow for piggybacking?

ANSWER: The City of Rocklin's contract terms regarding piggybacking (allowing other public agencies to utilize the contract) will be determined during the negotiation phase. Vendors should indicate if they are open to piggybacking arrangements, but no commitment is required at this stage.

QUESTION: Is there an incumbent vendor?

ANSWER: Yes, the City of Rocklin's current website is supported by Digital Deployment, who serves as the incumbent vendor.

QUESTION: Will you host a public bid opening?

ANSWER: No, the City of Rocklin will not host a public bid opening for this RFP. As stated in the RFP, cost proposals will remain sealed and will only be opened after a firm is selected based on qualifications. This process ensures a fair evaluation focused on the quality of proposals rather than pricing alone.

QUESTION: Is a sample contract available?

ANSWER: Please see section 4 of the published RFP.

ATTACHMENT 1

(Continued on next page)



Brand and Outreach Guide

City of Rocklin

Branding Standards

Our brand includes our logo, color palette and typography. These elements allow us to be recognizable on the web and on social media. Retain the integrity and consistency of these items throughout your outreach.

Logo



LOGO USAGE



When accompanied by other logos, align heights and space evenly. Always retain ample clear space around the logo to enhance legibility (about 30% of the logo width).

LIGHT BACKGROUND



DARK BACKGROUND



On light backgrounds, use the default logo or black logo variation.
On dark backgrounds, use the white logo variation.

PHOTO BACKGROUND



When adding the logo to a complex background, add a dark gradient behind the logo or place the logo on a solid shape.

INCORRECT USAGE



DO NOT stretch the logo



DO NOT stretch the logo



DO NOT change the logo font



DO NOT resize logo elements



DO NOT change logo colors

Typography

Use clean sans serif fonts for body copy and limit decorative fonts to titles and event logos. Ideal typefaces include Proxima Nova, Montserrat, and Open Sans. Do not use fonts that are overly ornate or unprofessional. Do not use Comic Sans, Times, or Papyrus.

Proxima Nova	Proxima Nova Light, <i>Proxima Nova Light Italic</i> , Proxima Nova Regular, <i>Proxima Nova Italic</i> , Proxima Nova Bold , <i>Proxima Nova Bold Italic</i>
Montserrat	Montserrat Light, Montserrat Regular, <i>Montserrat Italic</i> , Montserrat Bold , <i>Montserrat Bold Italic</i>
Open Sans	Open Sans Light, <i>Open Sans Light Italic</i> , Open Sans Regular, <i>Open Sans Italic</i> , Open Sans Bold , <i>Open Sans Bold Italic</i>

Color Palette

PRIMARY COLORS



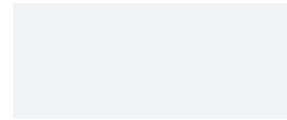
Web #234e5d
RGB 37 / 77 / 92
CMYK 88 / 59 / 47 / 30



Web #bbbcbd
RGB 186 / 186 / 189
CMYK 27 / 21 / 21 / 0



Web #9a391f
RGB 154 / 56 / 32
CMYK 24 / 86 / 100 / 25



Web #f2f2f2
RGB 242 / 242 / 242
CMYK 4 / 3 / 3 / 0

SECONDARY COLORS



Web #4daaaa
RGB 102 / 168 / 161
CMYK 62 / 18 / 39 / 0



Web #abad35
RGB 150 / 155 / 69
CMYK 44 / 27 / 90 / 4



Web #4e5355
RGB 79 / 84 / 86
CMYK 67 / 56 / 54 / 32



Web #e1d271
RGB 226 / 211 / 113
CMYK 13 / 11 / 68 / 0



Web #b9d6d3
RGB 162 / 196 / 197
CMYK 31 / 5 / 16 / 8



Web #a12521
RGB 115 / 27 / 25
CMYK 30 / 95 / 91 / 45



Web #6d5f78
RGB 109 / 95 / 120
CMYK 9 / 21 / 0 / 53



Web #b39769
RGB 179 / 151 / 105
CMYK 0 / 16 / 41 / 30

Usage Examples



Social Media Content Guidelines

Our brand voice is friendly, fun, and approachable. Use plain, accessible language over jargon and abbreviations. Make your posts sound conversational. Post frequently and reply in a timely manner.

Posts

Keep your posts short, snappy, and concise. Use compelling headlines, ask engaging questions, and make strong statements.

- ◇ Make posts clear and direct, not long or rambling.
- ◇ Use strong, action verbs.
- ◇ Don't overshare. Direct viewers to an external link for more information.
- ◇ Share helpful tips or insights into relevant topics that attract your audience.

Hashtags

Hashtags are the key to increasing the visibility and discoverability of your posts. Be strategic with your hashtags, using those that are appropriate for your industry and topic, but general enough to reach a wider audience.

- ◇ Use one to two hashtags per post.
- ◇ Choose your hashtags wisely (too many will make your posts look like spam).
- ◇ Use a branded hashtag unique to your specific campaigns.
- ◇ Use Twitter's Explore page to find current trending topics, including hashtags.
- ◇ Get inspiration from the hashtags used in other cities' social media pages.

Replies and Shares

Engaging in social media fosters connections and builds community relationships.

Respond promptly and thoughtfully to mentions and replies. Answer questions and acknowledge the interest in your posts.

Sharing posts are a great way to amplify your audience's voice, show interest in your audience, and share valuable content. Share posts that align with the City's mission, add value to your followers, or inspire conversation.

- ◇ Ask your followers to participate in a post by asking questions or posting polls

Choosing Images

Visual appeal is not only pretty pictures, but the power of visual storytelling. Stunning photographs can attract attention while clever memes or humor elicit relatability.

For example, posts with images and videos can [increase engagement](#) by three to ten times.

Sharing Web Content

The City website, events feed, and news feed are valuable troves of information and insight that can enrich your social media presence.

- ◇ Highlight a key question from the web post to engage with your audience.
- ◇ Create a custom image that represents the web post to attract engagement to your post.
- ◇ Condense key points from the web post into bite-sized pieces.
- ◇ Create visually appealing infographics that summarize the web post's key takeaways

Legal Guidelines

Our City social media pages are always welcome to appropriate comments and conversations from our visitors and residents. However, we possess the legal right to delete any submissions that contain:

- ◇ Vulgar language, including graphic, obscene, explicit, racist, or sexist comments
- ◇ Personal attacks or threats of any kind
- ◇ Abusive, hateful, or slanderous comments to any person, ethnicity, religion, organization, or nation
- ◇ Spam or links to other sites
- ◇ Comments that suggest, endorse, or encourage illegal activity
- ◇ Promotion, solicitation, or advertisement of particular services, products, or political organizations
- ◇ Infringement of copyrights or trademarks
- ◇ Personally identifiable or sensitive information, including medical information

ADA Guidelines

We want our social media posts to reach as much people as possible on our platform, including those with disabilities. Please be mindful of the experience of the following users:

- ◇ People unable to see or with limited vision
- ◇ People unable to hear or hard of hearing
- ◇ People with limited dexterity or unable to use a mouse or keyboard

INCLUDE DESCRIPTIONS

Always include a written description on your posts. Conveying all post information in an image alone does not help those who use screen readers to have posts read aloud to them.

ALTERNATIVE TEXT

Always add Alt Text to images posted on the website or social media. Alt Text is used to describe an image to a user who is not able to view the image.

Keep Alt Text short and clear, but include important details like the type of image (“illustration” or “graph”) and any text in the image. Do not include “image of.” o not include Alt Text for decorative images like borders or separators. Good Alt Text is also used by search engines to rank your page, so use this space wisely.

Weak Alt Text: People in a Rocklin park

Strong Alt Text: Rocklin residents and families playing frisbees and picnicking at the large open space area at Johnson-Springview Park

CAPTIONS AND SUBTITLES

Always include closed captions on your videos. Captions must include dialogue, important environmental sounds (such as <applause>) and speaker identification. (This is more descriptive than subtitles, which only transcribes spoken words.) Do not exceed three lines of text on the screen.

HUMAN-FRIENDLY URLS

URLs that consist of long, random numbers are hard to read and do not rank as high on search engines as short URLs. Use branded vanity URLs or descriptive URLs for easier accessibility. (When editing posts on our website, you can change URL text under the Custom URL tab.) You can use tools like [Bitly](#) to create short external URLs with custom words.

LABEL LINKS

Label what your link is leading to (such as [VIDEO], [PDF], or [AUDIO]) to help users know what to expect from clicking on a URL.

LIMIT TEXT IN IMAGES

Do not overcrowd your images with text. While good Alt Text can help read an image to a user, it's not the best practice to rely on images to convey information. Use the description to convey most of your post's message. When using text in images, use large text for important information to help visually impaired users see it.

USE CORRECT HASHTAGS

Hashtags with multiple words should have each word capitalized. (#LiveWorkPlayRocklin is easier to read than #liveworkplayrocklin). Proper capitalization allows accessibility tools to discern each individual word more easily.



ROCKLIN
CALIFORNIA