

An aerial photograph of a large, multi-story brick building with a prominent clock tower. In the background, several large blue silos are visible. The scene is set during dusk or dawn, with a soft glow on the horizon. The entire image is overlaid with a dark blue gradient. The text "STEPS AND CONSIDERATIONS" is centered in the middle of the image in a large, white, sans-serif font.

# STEPS AND CONSIDERATIONS

# Steps and Considerations

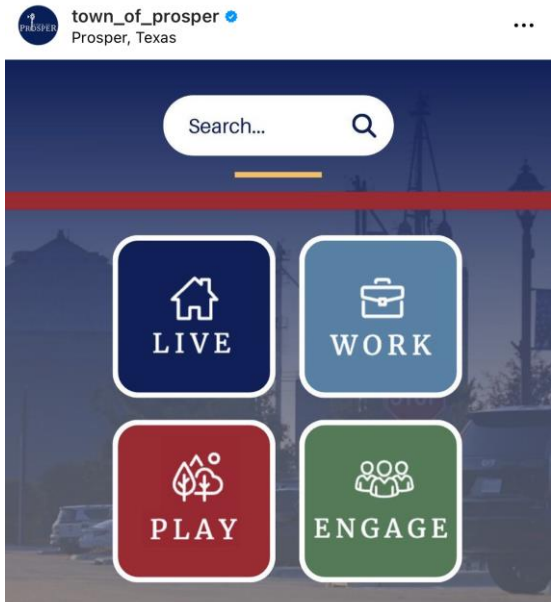
- Long overdue a refresh
- Switched from Word Press based to vendor who specializes in municipal websites
- Needed better functionality (mobile optimization, ease of use from front-end navigation, ADA compliance, etc.
- Conducted usability study
- Better ease of use for staff on the backend
- Transition from a Word Press website to one that specializes in municipal websites
- Coupling launch along with reveal of new logo refresh and new color pallet into the design



# THE TEASER AND REVEAL



# Timely Teasers



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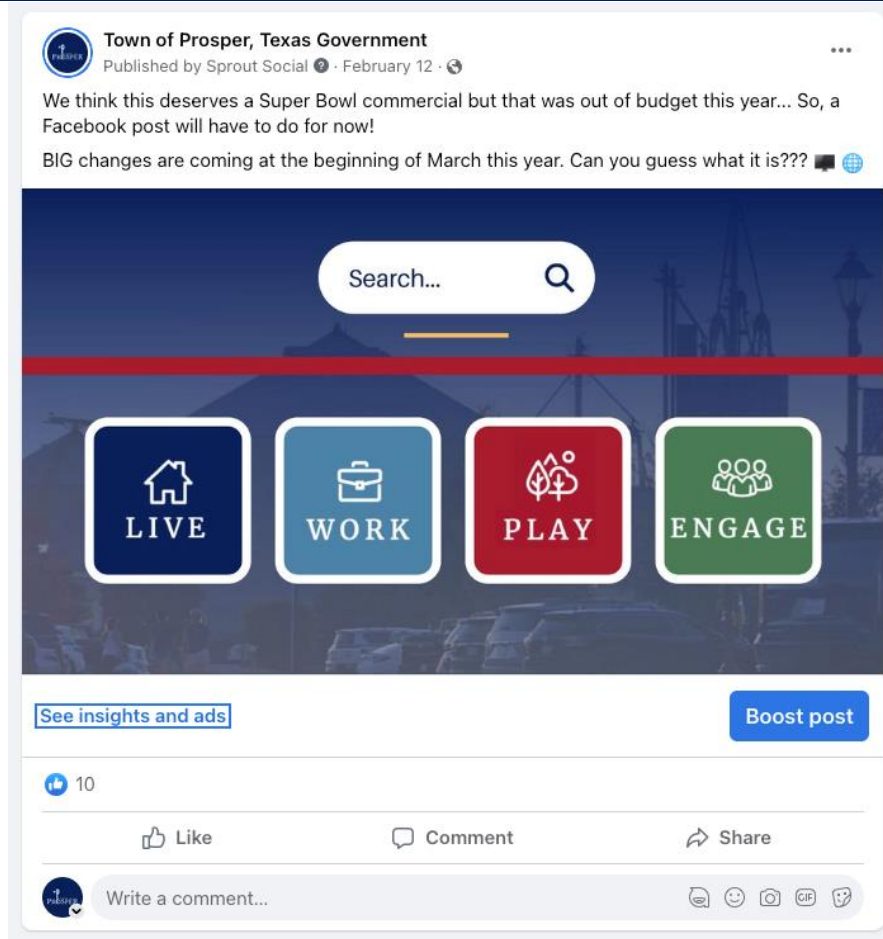
23 likes

town\_of\_prosper We think this deserves a Super Bowl commercial but that was out of budget this year... So, a Instagram post will have to do for now!

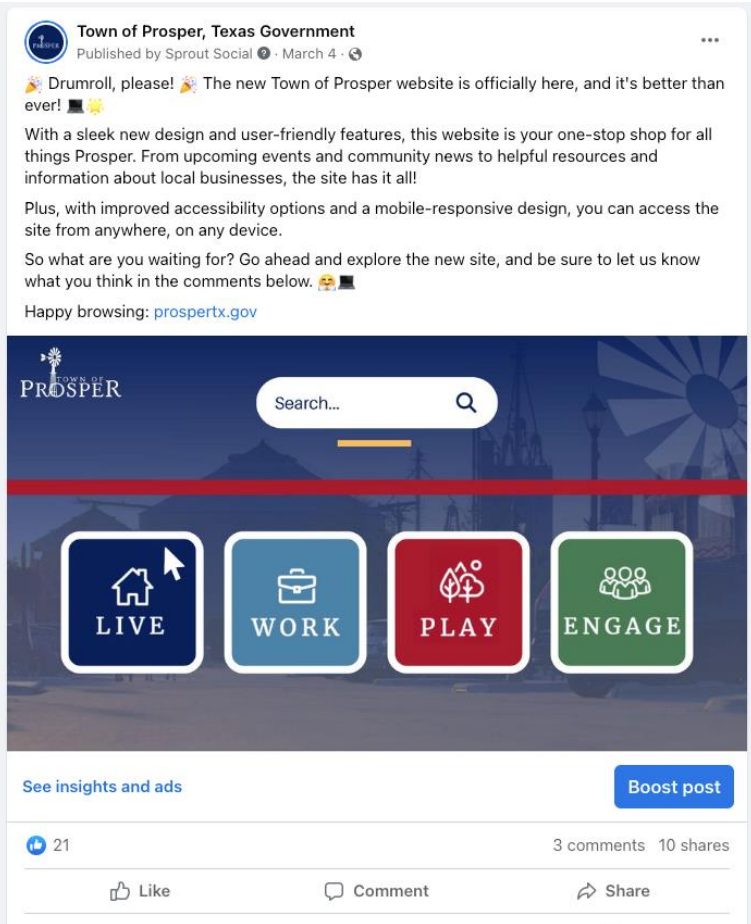
BIG changes are coming at the beginning of March this year. Can you guess what it is???

[View all 2 comments](#)

February 12



# The Big Reveal



## Brand Colors

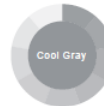
Our color palette should be constant throughout all communications. A color hierarchy has been implemented, ranging from Midnight Blue being the most important to Sepia Brown being the least used.

Midnight Blue, Rich Red, Sky Blue, and Cool Gray are the brand's primary colors and should be used most often. Patina Green, Chickadee Yellow, and Sepia Brown are used as secondary colors and should be used sparingly.

Avoid using any other colors outside of the designated color palette. Where possible Pantone colors should be used. For extra impact, special print techniques such as debossing can also be applied.



<b>Pantone</b> 281 C	<b>Pantone</b> 187 C	<b>Pantone</b> 2149 C	<b>Pantone</b> 2408 C	<b>Pantone</b> 136 C	<b>Pantone</b> 1405 C
<b>CMYK</b> C100 M96 Y40 K26	<b>CMYK</b> C24 M100 Y85 K17	<b>CMYK</b> C74 M42 Y19 K1	<b>CMYK</b> C72 M31 Y75 K15	<b>CMYK</b> C0 M27 Y80 K0	<b>CMYK</b> C42 M62 Y99 K38
<b>RGB</b> R0 G32 B91	<b>RGB</b> R166 G25 B46	<b>RGB</b> R76 G130 B168	<b>RGB</b> R73 G123 B85	<b>RGB</b> R253 G191 B63	<b>RGB</b> R110 G76 B30
<b>HEX</b> #00205B	<b>HEX</b> #A6192E	<b>HEX</b> #4C82A8	<b>HEX</b> #497B55	<b>HEX</b> #FFBF3F	<b>HEX</b> #E64C1E



**Pantone**  
Cool Gray 7 C

**CMYK**  
C43 M33 Y32 K6

**RGB**  
R151 G153 B155

**HEX**  
#97999B



# The Grand Tour



Have you seen our new website?! Navigate with ease and get your answers with the main navigation bar. This user-friendly layout provides a clear and intuitive way to navigate the website. Some of the key features users will find helpful include:

- Clear and intuitive navigation structure
- Provides easy access to key information and services
- Improved user experience of the website

From improving user experience and accessibility to providing quick access to information, the main navigation bar is a great way to help you find the services the Town offers. 🗣️

Check out what's new at [prosper.tx.gov](https://prosper.tx.gov)

Posted to **Subscribers of Town of Prosper**

👍 3 · 496 Impressions

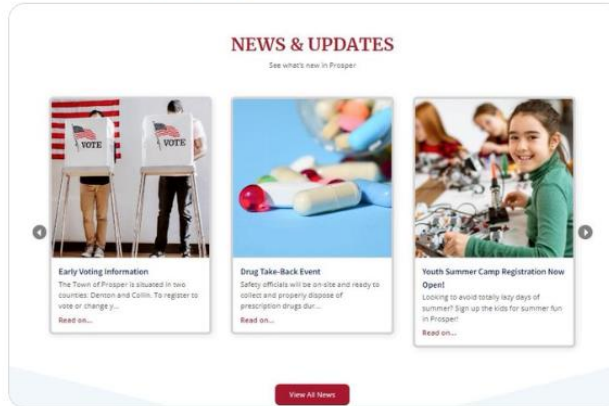
👍 Like    💬 Comment    ➦ Share

← Tweet



The new Town of Prosper website now includes a news and updates feature that is designed to keep residents informed about the latest developments and happenings in the community! 🌐 😊

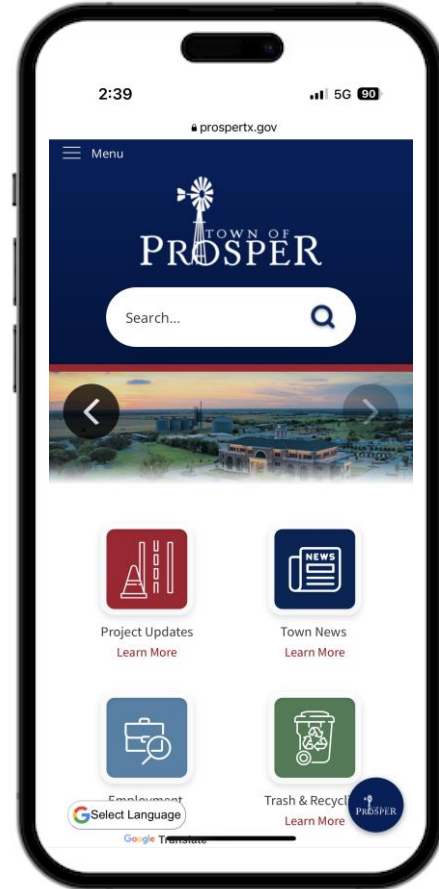
Start browsing at [prosper.tx.gov](https://prosper.tx.gov)



7:54 PM · Apr 17, 2023 · 677 Views

4 Likes

💬    ↺    ❤️    📌    ↗️



## **Secure Data Transfer Issue in Forms**

- Form Center with new vendor did not allow for secure data submission/transfer

## **Google Tracking Code**

- Did not know to provide new vendor host Google Tracking Code in order to obtain Google Analytics connection for site traffic numbers and link building.

## **Broken Links**

- Not catching all of the old website links