Common Look and Feel for Government Web-Sites

Photocredit: Hong Kong Tourism Board

Commerce, Industry and Technology Bureau
Information Technology and Broadcasting Branch

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Objectives of CLF

- Provide consistent brand image (CLF)

- Improve navigation and communication

- Improve information presentation and provide for a consistent user experience

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CLF Design Templates

Cover Page

Branding

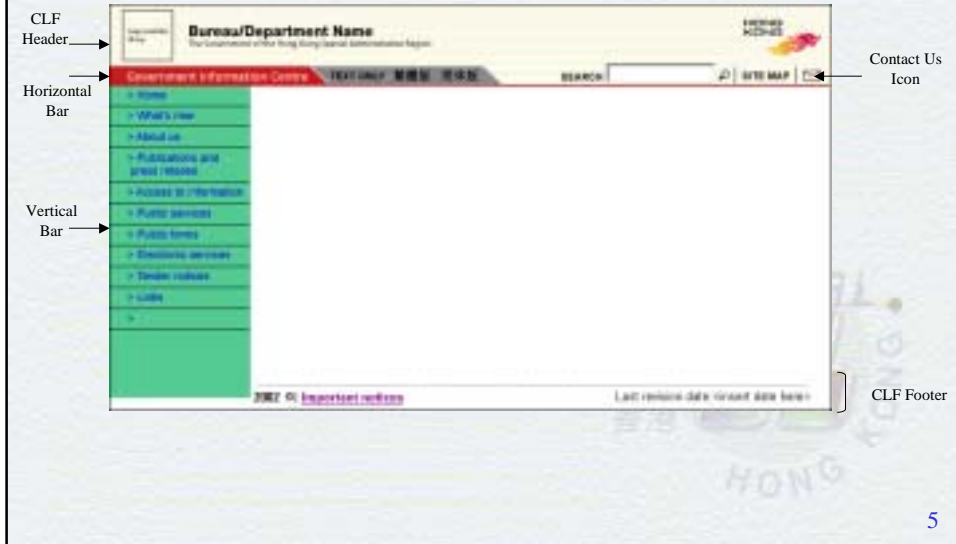Language and viewing device selections

Image to be chosen by B/Ds

Optional Language and Viewing device selections

Contact Us Icon

Branding

Content Page

CLF Header →

Horizontal Bar →

Vertical Bar →

← Contact Us Icon

CLF Footer

Common Functions in the Vertical Bar (I)

Level 1 sections	Level 2 sub-sections	Suggested Contents
Home (主頁)		Links to the first content page.
What's New (最新消息)		Highlights of important events, notices etc with link to relevant web page as necessary.
About Us (關於我們)	Welcome Message (歡迎辭)	
	Organisation (組織結構)	CV of Chief Official, organisation charts, details of the organisation.
	Vision and Mission (抱負和使命)	Vision, mission and value statement of bureaux / departments.
	Policy (政策大綱)	
	Performance Pledges (服務承諾)	Performance Pledges and the extent to which they have been met.

Common Functions in the Vertical Bar (II)

Publications and Press Releases (刊物及新聞公報)	Publications (刊物)	Annual reports, research reports.
	Consultation Papers (諮詢文件)	
	Press Releases (新聞公報)	
	Speeches and Presentations (重要演辭及資料)	
Access to Information (公開資料)	Code on Access to Information (公開資料守則)	
	List of Available Information (可提供的資料一覽表)	List of information either published or otherwise made available.
	List of Records by Category (按類別劃分的紀錄一覽表)	List of categorised records to which the public may have access.
	Procedures and Charges for Access to Information not routinely published (查閱非按慣例公布的資料的程序及收費)	Application form for Access to Information request.

Common Functions in the Vertical Bar (III)

Public Services (公共服務)	(Public Services provided by bureaux / departments)	List of services, such as Transport in Hong Kong, Traffic Notice, Advice to Road Users for Transport Department.
Public Forms (公用表格)	Download Forms and E-forms	All public forms available.
Electronic Services (電子服務)		
Tender Notices (招標公報)		
Links (相關網址)	Related Government Departments / Organisations (相關政府機構)	
	Related Sites (相關網站)	

Thank you

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