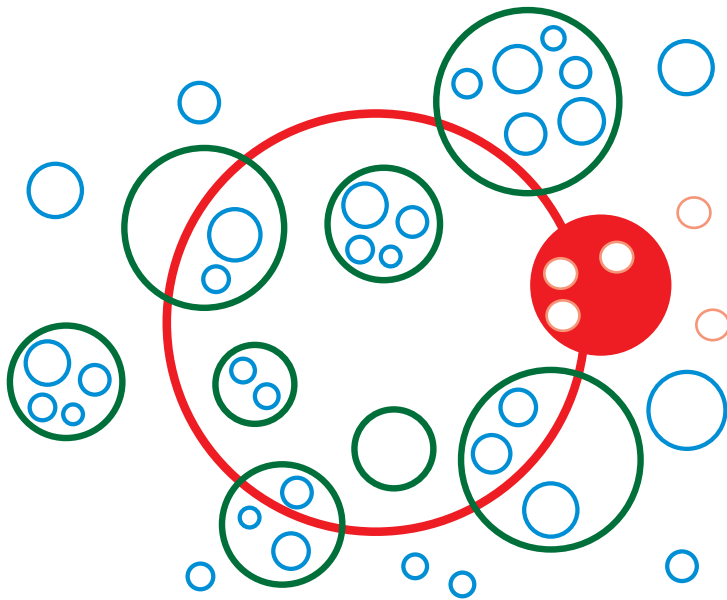


# WEB SPRAWL



Branding applied sporadically

Departments

- Most Homepages branded
- Secondary Dept. Pages not so much

Programs

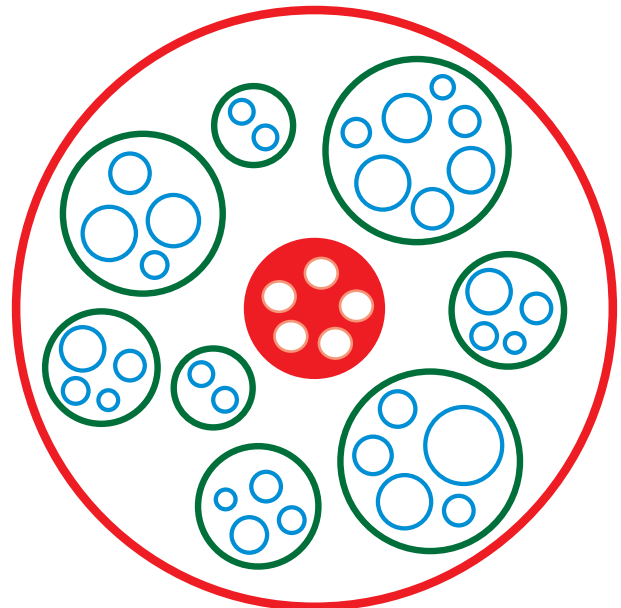
- Don't always follow *Department* format
- Sometimes totally different

Visitor experience

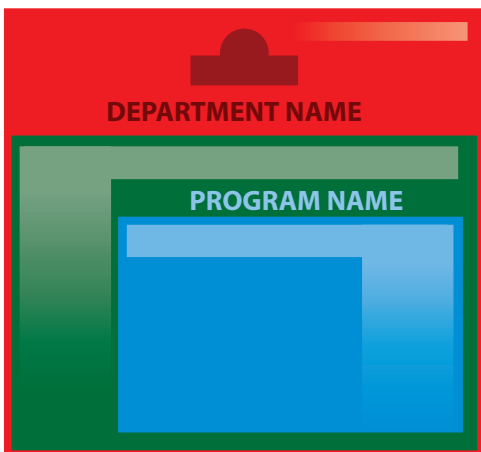
- credibility of information questioned (*is this really a maryland state website?*)
- page landmarks different - requires add'l re-orientation: (*where is navigation/search..?*)
- Visually contradicts "One Maryland" theme

- Maryland Branded Sites
- Maryland.gov
- Department
- Program, Division or Sub-Unit

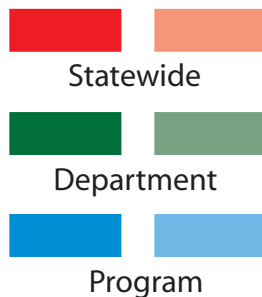
# WEB UNIFIED



# IMPLEMENTATION



**CONTENT    NAVIGATION**



Consistent Branding applied to *ALL pages*  
 Freedom to design/develop content *within established frameworks*  
 Visitor orientation & confidence supported by consistent application of elements