



DISCIPLINE TEMPLATE

Revised: 09-19-05

DEFINITION					
<i>Name</i>	Branding				
<i>Description</i>	Defines the standards and technologies utilized in creating consistency when navigating Missouri government web sites and portals. Branding also helps ensure Web content is readily identified as belonging to a State of MO Web site while retaining individuality among the agencies.				
<i>Rationale</i>	<ul style="list-style-type: none"> o To provide consistency across the State of MO enterprise. o To provide a convenient experience for the participant. o To provide a secure and private environment for the participant. 				
<i>Benefits</i>	<ul style="list-style-type: none"> o A good adaptation rate. o Repeat visits to the site. o Becomes a normal way of doing business with the State. o Citizen and visitor confidence in reliability and usability of the system 				
BOUNDARY					
<i>Boundary Limit Statement</i>	The scope of branding applies to enterprise Web pages and portals within the State of MO. However, it is not intended to remove the specific agency's uniqueness from their Web pages.				
ASSOCIATED ARCHITECTURE LEVEL					
<i>Specify the Domain Name</i>	Interface				
CRITICAL REFERENCES					
Related Domains/Disciplines					
<input type="checkbox"/>	<i>Interface – Branding</i>	<input type="checkbox"/>	<i>Infrastructure – Platform</i>	<input type="checkbox"/>	<i>Systems Mgt – Help Desk/Problem Mgt</i>
<input type="checkbox"/>	<i>Interface – Access</i>	<input type="checkbox"/>	<i>Interoperability – Data Exchange</i>	<input type="checkbox"/>	<i>Systems Mgt – Business Continuity</i>
<input type="checkbox"/>	<i>Interface – Accessibility</i>	<input type="checkbox"/>	<i>Interoperability – Application Interoperability</i>	<input type="checkbox"/>	<i>Security – Managerial Controls</i>
<input type="checkbox"/>	<i>Information – Knowledge Mgt</i>	<input type="checkbox"/>	<i>Application – Application Engineering</i>	<input type="checkbox"/>	<i>Security – Technical Controls</i>
<input type="checkbox"/>	<i>Information – Data Mgt</i>	<input type="checkbox"/>	<i>Application – Electronic Collaboration</i>	<input type="checkbox"/>	<i>Security – Operational Controls</i>
<input type="checkbox"/>	<i>Information – Data Base Mgt</i>	<input type="checkbox"/>	<i>Systems Mgt – Asset Mgt</i>	<input type="checkbox"/>	<i>Privacy – Profiling</i>
<input type="checkbox"/>	<i>Information – GIT</i>	<input type="checkbox"/>	<i>Systems Mgt – Change Mgt</i>	<input type="checkbox"/>	<i>Privacy – Personification</i>
<input type="checkbox"/>	<i>Infrastructure – Network</i>	<input type="checkbox"/>	<i>Systems Mgt – Console/Event Mgt</i>	<input type="checkbox"/>	<i>Privacy – Privacy</i>
Standards Organizations/Government Bodies					
<i>List Standards Organizations</i>	DMD guidelines				
<i>List Government Bodies</i>					
Stakeholders/Roles					
<i>List Stakeholders</i>	State Agencies, DMD				
<i>List Roles</i>	ITSD, State Agencies				

Discipline-Specific Technology Trends			
<i>List Discipline-specific Technology Trends</i>	More and more State agencies are relying on Branding to maintain contact during and after a customer visits their Web page. The trends in branding are concentrating on specific niches (or Micro-marketing). In doing so, agencies will develop a closer bond with their customer base. There are now technologies available that assist in a more one-on-one interaction to nurture and develop this bond.		
<i>Technology Trend Source</i>	Brown University Study, EGov Scorecard, Threadwatch.org, fusionbrand.blogs.com		
ASSOCIATED COMPLIANCE COMPONENTS			
<i>List Discipline-level Compliance Components</i>			
METHODOLOGIES			
<i>List methodologies followed</i>			
DISCIPLINE DOCUMENTATION REQUIREMENTS			
<i>Provide documentation requirements for this Discipline</i>	This Discipline forms the underlying philosophy for Web site branding and should not change substantially when the site is redesigned.		
ASSOCIATED TECHNOLOGY AREAS			
<i>List the Technology Areas associated with this Discipline</i>	<ul style="list-style-type: none"> o Common Elements o Search Engines o Standards o Usability o Web Portal 		
CURRENT STATUS			
<i>Provide the Current Status</i>	<input type="checkbox"/> <i>In Development</i> <input type="checkbox"/> <i>Under Review</i> <input checked="" type="checkbox"/> <i>Approved</i> <input type="checkbox"/> <i>Rejected</i>		
AUDIT TRAIL			
<i>Creation Date</i>	04-20-05	<i>Date Approved/Rejected</i>	9/27/05
<i>Reason for Rejection</i>			
<i>Last Date Reviewed</i>		<i>Last Date Updated</i>	
<i>Reason for Update</i>			