

Thumbnail Use Standard

NC Department of Transportation – GO!NC



Overview

Thumbnails were developed to help identify NCDOT content shared on Esri's ArcGIS Online platform (GO!NC). Each thumbnail represents a common AGOL content type.

The thumbnails are intended to communicate the following:

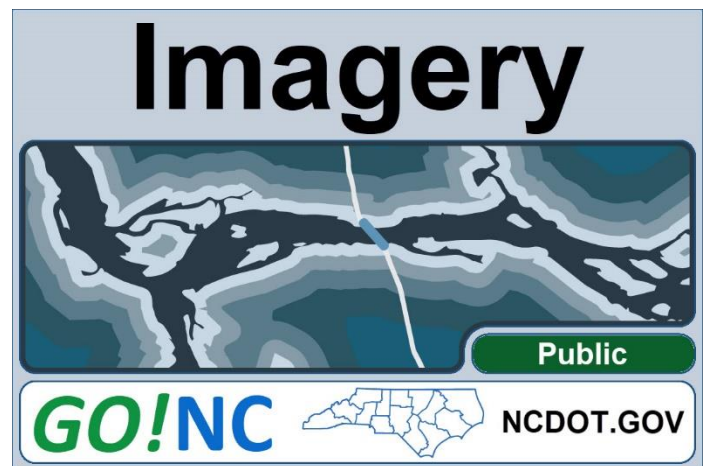
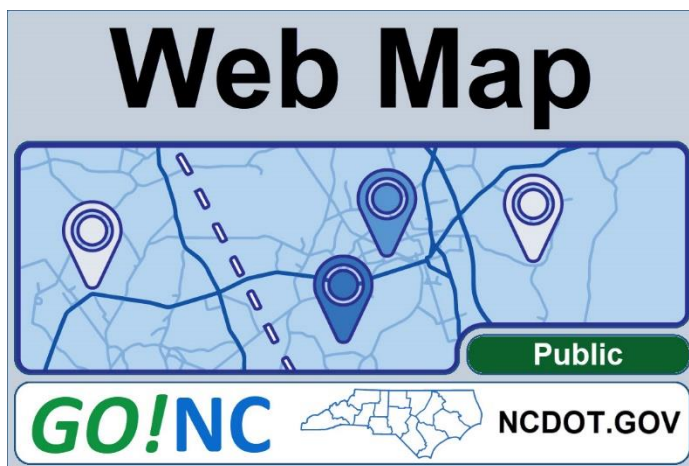
- Identification: Content type, business unit, geographic region
- Access level: Public, NCDOT Only, External, Restricted
- Branding: GO!NC colors and affiliation

This document outlines standards for using thumbnails in GO!NC content shared at different levels.

Thumbnail Set

Each business unit with a GO!NC account will receive a set of thumbnails that include its name.

If you do not have a Business Unit GO!NC Account, general thumbnails should be used and can be obtained from the [GO!NC Standard Thumbnail Images Set](#). The set includes multiple thumbnails for each content type. Each type uses a consistent layout while featuring unique backgrounds and titles for distinction.



When to Include a Thumbnail

Content shared to 'Everyone' must include a standard thumbnail.

Content shared to the 'Organization' must include a standard thumbnail.

Content shared to groups with a large membership or groups used in a well-defined, production work process must include a standard thumbnail.

Content shared to groups with a small membership or for review, development, or proof-of-concept activities is not required to include a standard thumbnail but is recommended.

What Content Type to Choose

In all situations, the thumbnail must match the content type of the item. If a thumbnail does not exist for the type of content you need, use the "OTHER" thumbnail. Then, notify gishelp@ncdot.gov that a new thumbnail is needed.

What Sharing Level to Choose

When content is shared to 'Everyone (Public)', use the thumbnail with the green "Public" label.

When content is shared to 'Organization' or 'Groups', use thumbnails with the brown "NCDOT Only" label.

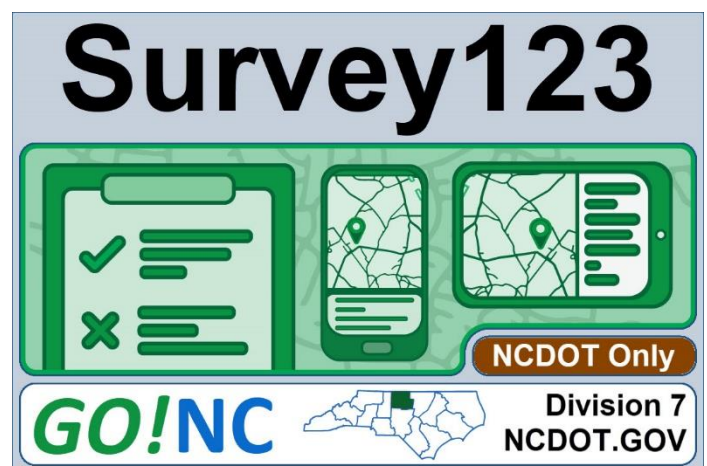
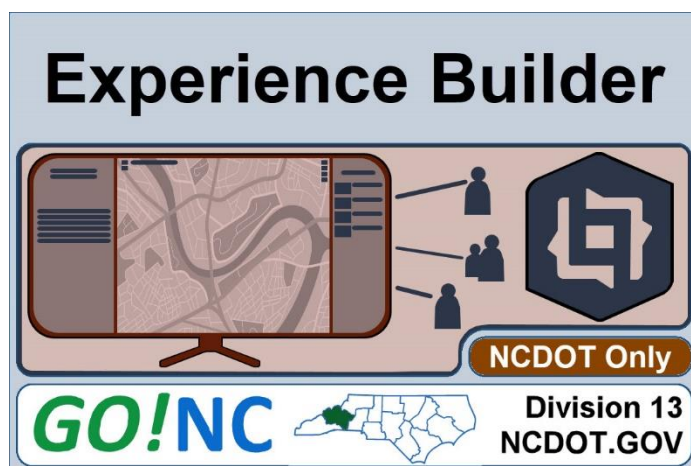
There are some exceptions:

- If access to a data layer requires a separate NCDOT sign in to view the layer, the brown "NCDOT Only" thumbnail may be used.
- If the service requires external authentication, like Active Directory, the red "Restricted" thumbnail may be used.
- If the GO!NC hosts a link to a service but it does not fall under GO!NC data management, the purple "External" thumbnail may be used.

What Modifications are Allowed

Modification to any thumbnail

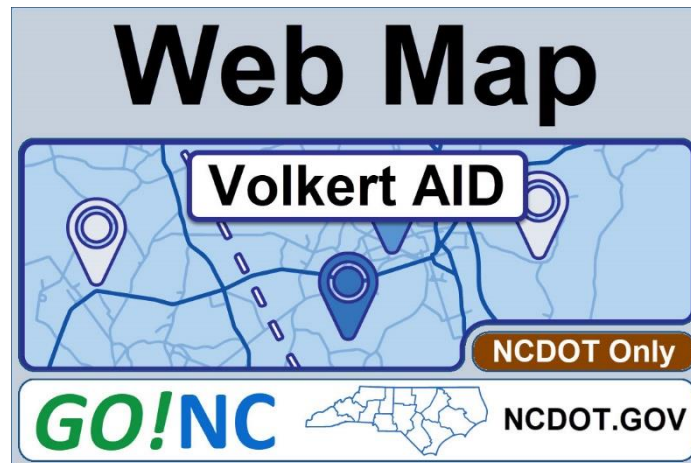
You may identify the account the thumbnail is being used for and fill one or more division boundaries in the state map to indicate data extent. Fill color must be green (#0B602C).



Modification of Content Shared to Groups

Thumbnails for Web Maps and Data Services shared with groups supporting team content management may include a one- or two-word description to the Web Map or Data Service Thumbnail to assist the team in managing content used in a formal work process. The thumbnail layout will remain the same but will include a white box below the title into which extra text can be placed.

Contact gishelp@ncdot.gov to obtain files for modification.



Contact

For instructions, questions, or accessibility support, contact gishelp@ncdot.gov.

Version/Description

1. Initial Version
2. Version 2 – improved accessibility

Date

October 2019
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