

Find

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- Top bar & image

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- 4 Levels of navigation
- Functionality & links

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Starting point

These standards are currently being developed for web developers and designers. This online tool allows you to preview some of the standards that are being created. It is possible that some of these standards may change, and even the design of this tool may change. You are encouraged to use this tool as much as possible and give feedback.

Whether you are creating a business unit, application, or any other web site, you should go through three steps with a member of the design team. These steps take you through the development of the three main layout areas of a web page: top bar and basic template, navigation, and content. This tool will provide you with the images and some of the XSL you will need to complete your project.

Step one - Top bar template

The first step is to create a basic template that will be used on every page in the web site, which includes the top bar and the XSL framework for the page. The top bar is the same on all sites, except for one customizable image area. Go through the links in Step One to the left to download the files and retrieve the information you need. This template can be customized in Step 2 with navigation elements and in Step 3 with content elements.

Step two - Navigation elements

In Step Two you select the navigation to use with your top bar template. There are two areas for navigation, the top bar and a left navigation bar. The left navigation bar can be used for either links or functionality. These can be used alone or in combination according to your site.

Navigation elements should be selected by what type of navigation is needed for the web site:

- * 1 Level of Navigation (top navigation only)
- * 2-3 Levels of Navigation (left navigation bar)
- * 4 Levels of Navigation (top navigation and left navigation bar)
- * Functionality, for instance search (left bar, possibly with top navigation bar)

Business unit web sites

If you are building a business unit site you will use two-to-three levels of navigation (left navigation bar).

Web applications

If you are building an application or other site, you should work with a designer to consider how many levels of navigation you will need.

- * For a simple site with one level of navigation, you will use just the top bar for navigation links.
- * If you have an application with two-to-three levels of navigation, you should use a left navigation bar.
- * If you have a website that uses four levels of navigation, or needs main navigation areas and search functionality, then you will use the top bar and the left bar in conjunction. An example of this would be the Headcount application.
- * Any web site that uses functionality and little navigation to drive the content area should use a variation of the left navigation bar with functionality. An example of an application that would fit into this paradigm is GRS. This left navigation bar can be made to collapse to free up screen space for applications which target IE 5.0.

Step three - Content elements

You have chosen a template and navigation to suit your needs. Now you need to format your content using content elements such as forms, lists, or charts. Look to the left to see all of the possible content elements.

Technical considerations

Target browser

The target browser is Internet Explorer 5.0. However, all sites should also be compatible with Netscape Navigator 4.5x, unless you have approval to design for IE 5.0 only.

Target platform

The target platform is Windows 2000, but it should also work in NT 4.0.

Target resolution

The target is 800 x 600 pixels.

Performance

Target performance is 3-7 seconds page download time. Exceptions to this should be noted in the testing documents. If a page will take longer than 10 seconds to download, the link should alert the user. In this case, the text should read, "Long download."

Step one



Top bar template

Step two



Navigation elements

Step three



Content elements

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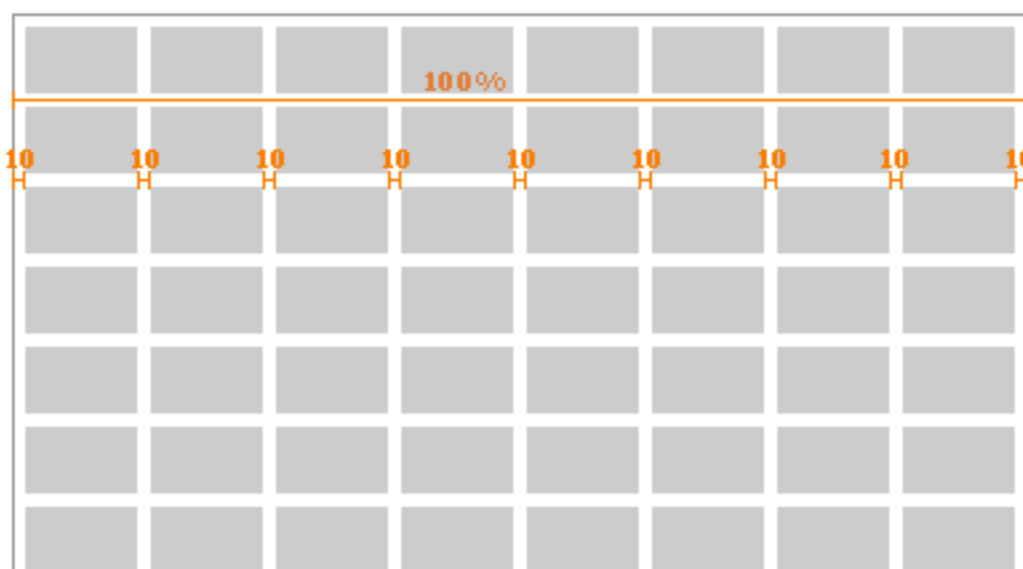
Grid & layout

Every page layout should be designed using the specified grid layout. This provides a consistent visual structure while still permitting flexibility in the presentation of various types of content.

The grid is 8 units across with 10 pixels between each unit. Navigational elements or content should correspond to the width of the units, although the height may vary. Most often, the content will use 6 units because the left hand navigation uses 2 units with a fixed size of 184 pixels.



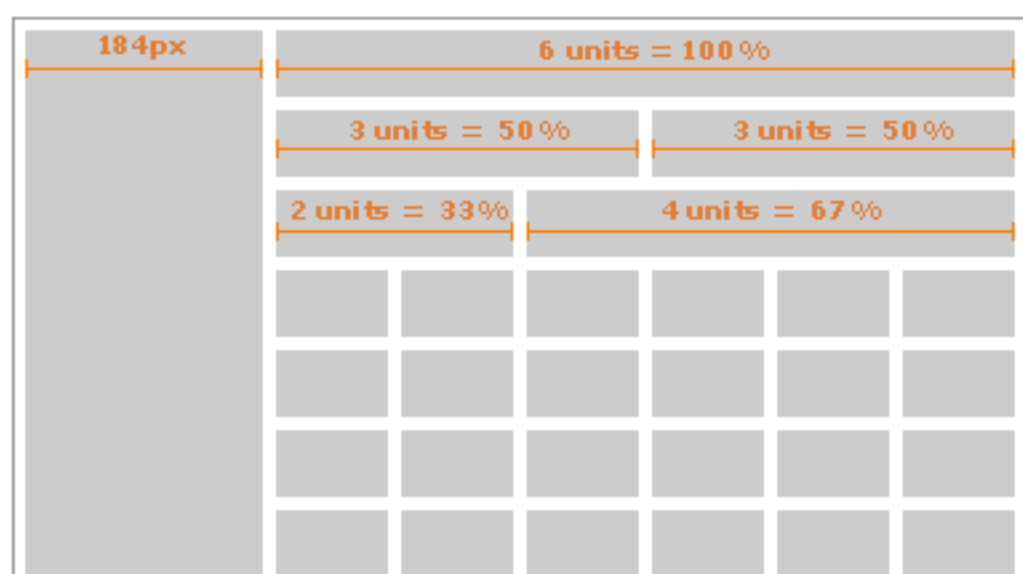
Basic grid



Grid size

Width - 8 units, 100%
 Gutter/spacing - 10 pixels
 Height - variable

Grid with fixed left bar



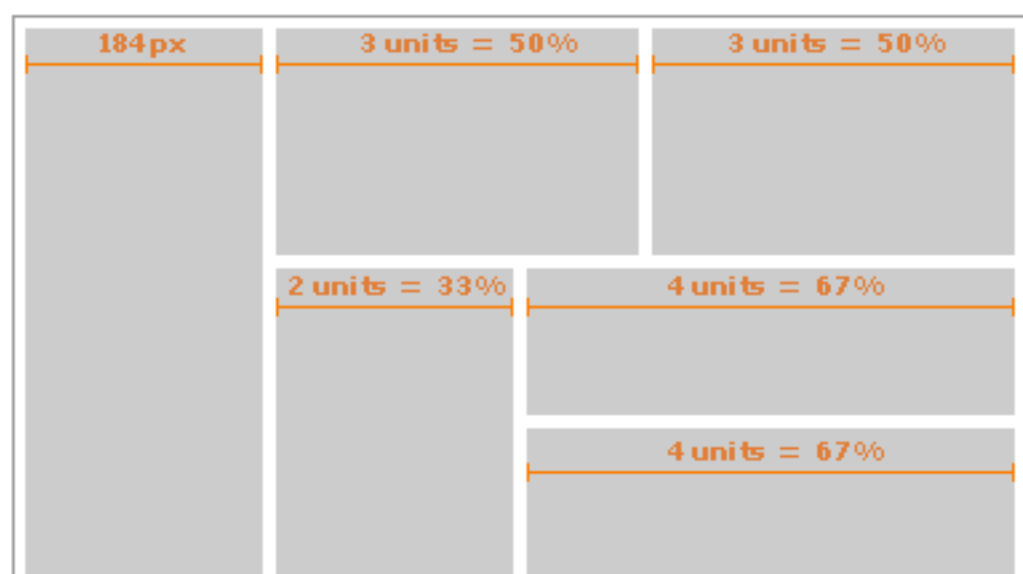
Left bar size

Width - 184 pixels fixed size
 Height - variable

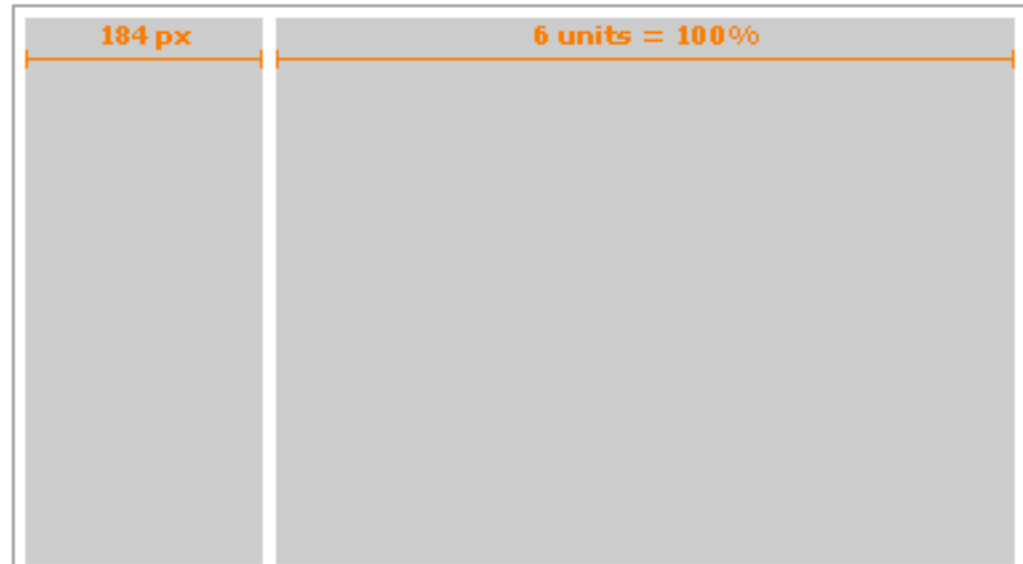
Unit size

Width - min 2 grid units
 Width - max 6 grid units
 Height - variable

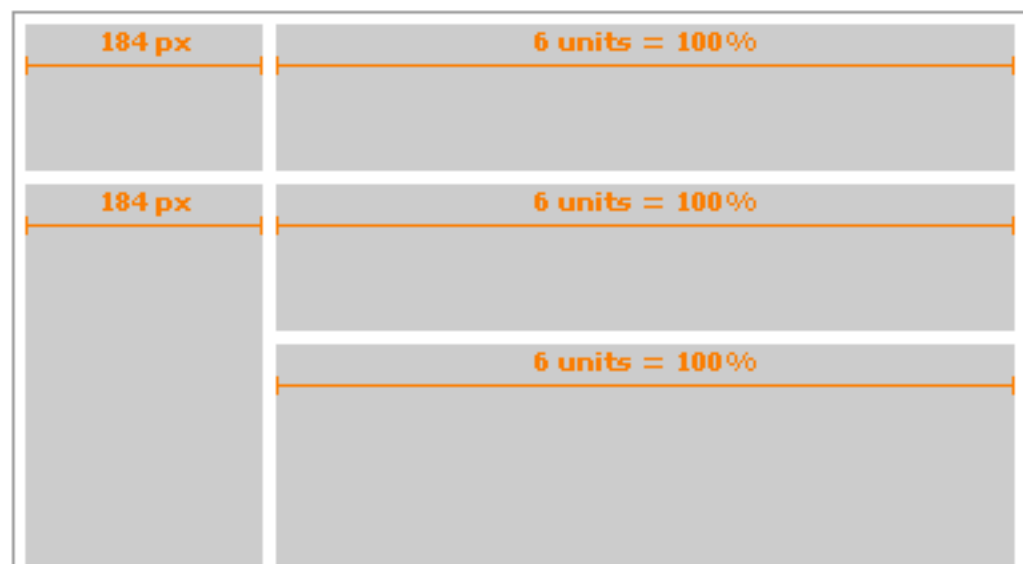
Layout variation: business unit home page



Layout variation: business unit sub page



Layout variation: web application



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Background

The background mostly consists of a striped cell background image. It also has a cell background color of light grey which creates the grey bar along the bottom right of the top bar. The bottom grey bar length depends in the site name length; it should always have a gap of 16 pixels to the site name. It should always be aligned to the right of the bar.

[Background stripes image.gif \(size k\)](#)

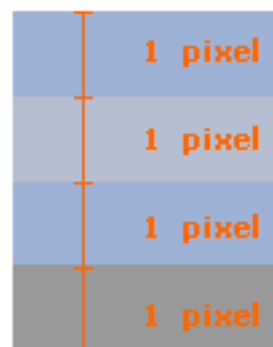


Background stripes & bottom strip size



Background stripes

Format - GIF image
 Usage - table cell background image
 Stripe size - 1 pixel
 Color 1 - light grey
 # B5BFD0
R: 181 G: 191 B: 208
 Color 2 - light blue
 # 9DB2D4
R: 157 G: 178 B: 212



Grey stripe bar

Color - light grey
 # CCCCCC
R: 204 G: 204 B: 204

One pixel outline line

Color - Dark grey
 # 999999
R: 153 G: 153 B: 153



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Site name

The site name helps the user identify where they are online and navigate their way back to that sites home page.

The site name should appear in HTML text (not an image), in title case. It should be 16 pixels to the right of and aligned to the bottom of the logo. The text should be Univers 65 Bold font at 14 pixels. Alternate fonts for the text are Arial and Helvetica. Kerning is HTML standard.

If you need the navy blue area of the top bar for navigation, the site name should not exceed 24 characters. If it necessary, wrap the text into two rows, aligned left with a leading of 16 pixels.

If you do not need the navy blue area of the top bar for navigation, there is no character limitation, but try not to wrap text. In both cases, use abbreviations (e.g. FIG) wherever possible.

In terms of functionality, clicking on the site name should bring the user to the site home page.

Download: [site name font](#)



Site name location



Site name font

Font type - Univers 55
 Other options - Arial
 Font size - 14 pixels
 Format - HTML text
 Title case only

Site name color

Color - navy blue
 # 000066
 R: 0 G: 0 B: 102

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Global links

The global links are a constant on every page and are in image format. These should include, in order, 'Directory' and 'Feedback'. They should be all in upper case Silkscreen font at 8 pixels. The kerning is -80. Links do not contain more than 13 characters. The color of the links is navy blue. The first link should be 16 pixels to the right of the logo and 8 pixels from the top of the top branded bar. There is one space, a dash, and then another space between each link.

Download: [global links image \(gif\)](#)

Download: [Silkscreen font](#)

Global links location



Global links font

Font type - Silkscreen
 Font size - 8 pixels
 Format - GIF image
 Upper case only

Global links color

Color - navy blue
 # 000066
R: 0 G: 0 B: 102
Rollover link color
 Color - orange
 # FF6600
R: 255 G: 102 B: 0

Global links # of characters

Maximum of 13 characters
 Maximum of 7 links



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Indicator & image

The indicator is the same on every page and is in image format. No other versions of the indicator should be developed or used. The indicator is 132 pixels width. Clicking on this indicator will bring you to the homepage. It is in sentence case in 'Univers 65Bold' font at 14 pixels. The kerning is normal. The color is white. It should be 8 pixels to the left of the white square and 8 pixels from the top of the bar.

The image behind the graphic is customizable for each site, but must be treated in the same way in order to maintain consistency. The image should be selected to reflect the identity of the particular page it is on. Photographic images only can be used. No line drawings or additional logos can be used.

Download: [logo \(.gif\)](#)

Download: [Photoshop file to customize image \(.psd\)](#)

Download: [Photos \(.gif\)](#)

logo & image location



logo font

Font type - Univers65Bold
 Other options - Arial
 Font size - 14 pixels
 Format - GIF image
 Title case only
 Color - white
 # FFFFFFFF
R: 255 G: 255 B: 255

Squares color

Color - white
 # FFFFFFFF
R: 255 G: 255 B: 255
 Square 1 - 100% opacity
 Square 2 - 66% opacity
 Square 3 - 33% opacity

Image color & size

Blue duotone
 Hue: 220
 Saturation: +30
 Lightness: +25
 Maximum width - 284 pixels
 Fixed height - 53 pixels



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1 Level of navigation

The top navigation bar alone should be used only for simple sites with one level of navigation, which means there are just a couple of main content areas, with no sub-areas of content. This will also be used for applications with only a couple main areas. The advantage of using this is that minimal space is used for navigation so that more screen space can be given to the content.

The links in the top bar should be in Verdana font in 11 pixels. The active link only should be in Verdana Bold font in 11 pixels. There is a limit on characters for each link. 2 html nbsp spaces, a vertical bar, then another 2 html nbsp spaces should be used between links. On roll-over the link color turns orange. On a click, the link remains orange to indicate what section the user is in.

[first level navigation template.xsl \(size k\)](#)

Top navigation



Active link font

Font type - Verdana bold
 Font size - 11 pixels
 Format - HTML text
 Sentence case
 Color - orange
 # FF6600
R: 255 G: 102 B: 0

Inactive link font

Font type - Verdana
 Font size - 11 pixels
 Format - HTML text
 Sentence case
 Color - black
 # 000000
R: 0 G: 0 B: 0

Roll over color change

Font type - Verdana
 Font size - 11 pixels
 Format - HTML text
 Sentence case
 Color - orange
 # FF6600
R: 255 G: 102 B: 0

Location

Alignment - left

Background

Color - light grey
 # CCCCCC
R: 204 G: 204 B: 204

Border

Width - 1 pixel
 Color - grey
 # 999999
R: 153 G: 153 B: 153



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2-3 Levels of navigation

The left navigation bar is used only if the Web site being designed is using 2-3 levels of navigation. This means that the content is divided into a couple of main content areas with one or two sub-areas underneath. This way, the user can view all of the content area links through the collapsible menus. This is suitable only when the user needs to work with few sections simultaneously rather than one section at a time.



The first level of navigation is in Verdana Bold font in 10 pixels, while the second and third levels of navigation are in Verdana font in 10 pixels. 10 pixel spacer gifs are used above first level text and 6 pixel spacer gifs are used above second and third level text. Arrows are used to indicate links with sublinks and bullets are used for links without sublinks. There are limits on characters for each link level. On roll-over the link color turns orange. On a click, the link expands (if possible) and remains orange.

The left navigation may also include search. Searching is when certain words are given to search for a particular web page, for example looking for a certain document in a set of standard exhibits. Search should be placed above Find. Find is the label for the standard navigation. Other types of functionality can be included in the left bar as needed by web applications.

- 📎 [2-3 levels navigation template.xsl \(size k\)](#)
- 📎 [Header stripes.gif \(size k\)](#)
- 📎 [Bullets.gif \(size k\)](#)
- 📎 [Arrows.gif \(size k\)](#)

Bar



Bar size	Bar header color	Bar color content area
Width - 184 pixels Height - variable	Color - grey # 999999 R: 153 G: 153 B: 153	Color - light grey # CCCCCC R: 204 G: 204 B: 204

Bar header



Header text	Header text color	Header stripes
Font type - Verdana bold Font size - 11 pixels Format - HTML text Sentence case	Color - grey # 999999 R: 153 G: 153 B: 153	Format - GIF image Usage - table cell background image Color - grey # 999999 R: 153 G: 153 B: 153

Text links



Main navigation (level 1)	Sub navigation (level 2-3)	Font color
Font type - Verdana bold Font size - 10 pixels Format - HTML text Sentence case	Font type - Verdana Font size - 10 pixels Format - HTML text Sentence case	Color - black # 000000 R: 0 G: 0 B: 0

Active link	Roll over color change
Font type - Verdana bold Font size - 10 pixels Format - HTML text Color - orange # FF6600 R: 255 G: 102 B: 0	Color - orange # FF6600 R: 255 G: 102 B: 0

Leading (line height)	Characters per line	Number of links visible on default
Between main links - 20 pixels Between sub links - 15 pixels	Level 1 - 24 characters Level 2 - 30 characters Level 3 - 24 characters	Limit the number of links to one screen height: approx. 25 lines.

Arrows and bullets



Right arrow	Down arrow	Bullet
[indicator for expandable item] Image size - 10 by 10 pixels Format - transparent GIF Color - light blue # 6699CC R: 102 G: 153 B: 204	[indicator for expanded item] Image size - 10 by 10 pixels Format - transparent GIF Color - light blue # 6699CC R: 102 G: 153 B: 204	[indicator for not-expandable item] Image size - 10 by 10 pixels Format - transparent GIF Color - white # FFFFFFFF R: 255 G: 255 B: 255

Right arrow roll over	Down arrow roll over	Bullet roll over
[indicator for expandable item] Image size - 10 by 10 pixels Format - transparent GIF Color - orange # FF6600 R: 255 G: 102 B: 0	[indicator for expanded item] Image size - 10 by 10 pixels Format - transparent GIF Color - orange # FF6600 R: 255 G: 102 B: 0	[indicator for not-expandable item] Image size - 10 by 10 pixels Format - transparent GIF Color - orange # FF6600 R: 255 G: 102 B: 0

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4 Levels of navigation

Information-rich web sites have 4 levels of navigation. This means they have three levels of sub-areas underneath the main areas. These sites will utilize both the top and left bar in conjunction to take advantage of all of the possible navigation space. If the left navigation bar alone was used, the navigation would be too condensed and overwhelming.



The links in the top bar should be used for the first level of navigation. For example, the [Business Unit Template](#) uses this area for switching between the regions of America, Asia, and Europe. Clicking on these top links changes all of the links in the left menu bar. Business unit web pages without regional navigation will probably use [2-3 levels of navigation](#). The links in the top bar are in Verdana font in 11 pixels. The active link only should be in Verdana Bold font in 11 pixels. There is a limit on characters for each link. 2 nbsp spaces, a vertical bar, then another 2 nbsp spaces should be used between links. On roll-over the link color turns orange. On a click, the link remains orange to indicate what section the user is in.

The left navigation bar should be used for the remaining 2-3 levels of navigation. The first level of navigation is in Verdana Bold font in 10 pixels, while the second and third levels of navigation are in Verdana font in 10 pixels. 10 pixel spacer gifs are used above first level text and 6 pixel spacer gifs are used above second and third level text. Arrows are used to indicate links with sublinks and bullets are used for links without sublinks. There are limits on characters for each link level. On roll-over the link color turns orange. On a click, the link expands (if possible) and remains orange.

The left navigation may also include search. Searching is when certain words are given to search for a particular web page, for example looking for a certain document in a set of standard exhibits. Search should be placed above Find. Find is the label for the standard navigation. Other types of functionality can be included in the left bar as needed by web applications.

- [4 levels navigation template.xsl \(size k\)](#)
- [Header stripes.gif \(size k\)](#)
- [Bullets.gif \(size k\)](#)
- [Arrows.gif \(size k\)](#)

Top navigation component



Active link font	Inactive link font	Roll over color change
Font type - Verdana bold	Font type - Verdana	Font type - Verdana
Font size - 11 pixels	Font size - 11 pixels	Font size - 11 pixels
Format - HTML text	Format - HTML text	Format - HTML text
Sentence case	Sentence case	Sentence case
Color - orange	Color - black	Color - orange
# FF6600	# 000000	# FF6600
R: 255 G: 102 B: 0	R: 0 G: 0 B: 0	R: 255 G: 102 B: 0

Location	Background	Border
Alignment - left	Color - light grey	Width - 1 pixel
	# CCCCCC	Color - grey
	R: 204 G: 204 B: 204	# 999999
		R: 153 G: 153 B: 153

Left navigation component



Bar size	Bar header color	Bar color content area
Width - 184 pixels	Color - grey	Color - light grey
Height - variable	# 999999	# CCCCCC
	R: 153 G: 153 B: 153	R: 204 G: 204 B: 204

Bar header



Header text	Header text color	Header stripes
Font type - Verdana bold	Color - grey	Format - GIF image
Font size - 11 pixels	# 999999	Usage - table cell background image
Format - HTML text	R: 153 G: 153 B: 153	Color - grey
Sentence case		# 999999
		R: 153 G: 153 B: 153

Text links



Main navigation (level 1)	Sub navigation (level 2-3)	Font color
Font type - Verdana bold	Font type - Verdana	Color - black
Font size - 10 pixels	Font size - 10 pixels	# 000000
Format - HTML text	Format - HTML text	R: 0 G: 0 B: 0
Sentence case	Sentence case	

Active link	Roll over color change
Font type - Verdana bold	Color - orange
Font size - 10 pixels	# FF6600
Format - HTML text	R: 255 G: 102 B: 0
Color - orange	
# FF6600	
R: 255 G: 102 B: 0	

Leading (line height)	Characters per line	Number of links visible on default
Between main links - 20 pixels	Level 1 - 24 characters	Limit the number of links to one screen height: approx. 25 lines.
Between sub links - 15 pixels	Level 2 - 30 characters	
	Level 3 - 24 characters	

Arrows and bullets



Right arrow	Down arrow	Bullet
[indicator for expandable item]	[indicator for expanded item]	[indicator for not-expandable item]
Image size - 10 by 10 pixels	Image size - 10 by 10 pixels	Image size - 10 by 10 pixels
Format - transparent GIF	Format - transparent GIF	Format - transparent GIF
Color - light blue	Color - light blue	Color - white
# 6699CC	# 6699CC	# FFFFFFFF
R: 102 G: 153 B: 204	R: 102 G: 153 B: 204	R: 255 G: 255 B: 255

Right arrow roll over	Down arrow roll over	Bullet roll over
[indicator for expanded item]	[indicator for expanded item]	[indicator for not-expandable item]
Image size - 10 by 10 pixels	Image size - 10 by 10 pixels	Image size - 10 by 10 pixels
Format - transparent GIF	Format - transparent GIF	Format - transparent GIF
Color - orange	Color - orange	Color - orange
# FF6600	# FF6600	# FF6600
R: 255 G: 102 B: 0	R: 255 G: 102 B: 0	R: 255 G: 102 B: 0

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Functionality and Links

More often than not, the left side of a page will contain some sort of functionality or navigation. When both are present, functionality should appear at the top (e.g. search) with navigation below (e.g. links to other sections, resources).

There are three types of scenarios where left navigation will occur - left bar as main navigation, collapsible left bar and left bar/top bar navigation.

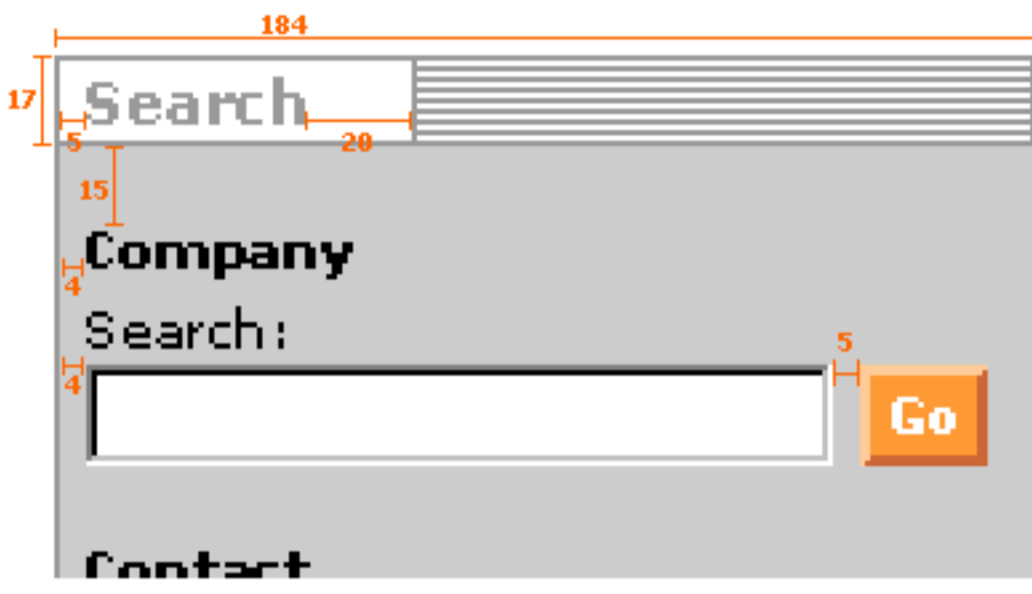
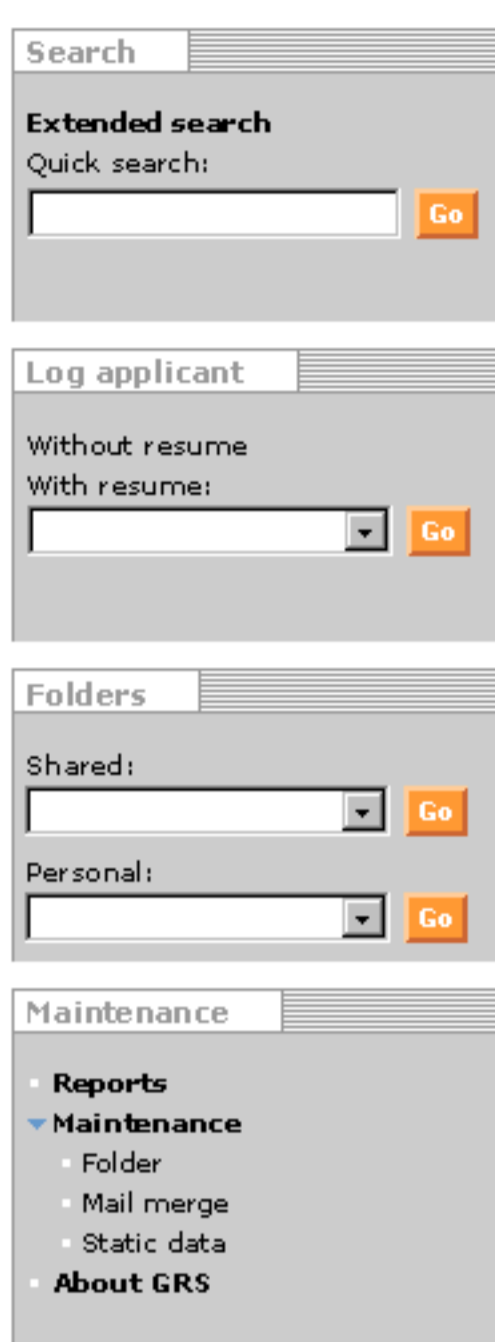
Use the left bar as main navigation when there are too many options to fit on the top navigation (e.g. IBD Focus Groups). Any functionality should be located above navigation links.

Use a collapsible left bar when the user may need to minimize the navigation to have more space for the content (e.g. GRS / RMG). Note that this is easier to implement in IE 5 than in Netscape. Any functionality should be located above navigation links.

Use the left bar in conjunction with top bar navigation when user needs additional functionality to support the navigation available in the top bar. In this case the left bar will usually only house functions (e.g. search).

- Functionality & links template.xsl (size k)
- Header stripes.gif (size k)
- Bullets.gif (size k)
- Arrows.gif (size k)

Functionality and links left navigation bar



Bar size

Width - 184 pixels
Height - variable

Header text color

Color - grey
999999
R: 153 G: 153 B: 153

Header stripes

Format - GIF image
Usage - table cell background image
Color - grey
999999
R: 153 G: 153 B: 153

Header text

Font type - Verdana bold
Font size - 11 pixels
Format - HTML text
Sentence case

Bar header color

Color - grey
999999
R: 153 G: 153 B: 153

Bar color content area

Color - light grey
CCCCCC
R: 204 G: 204 B: 204

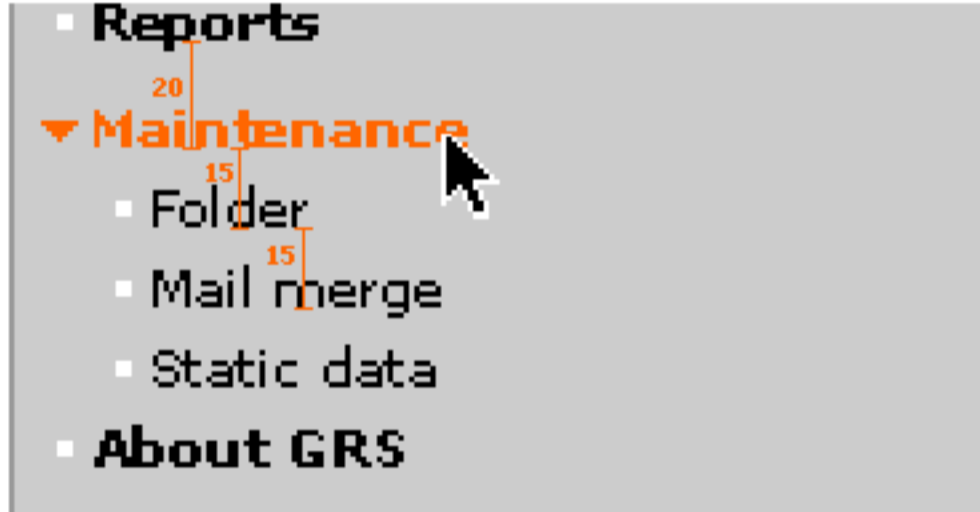
Input fields

Size - 15
CSS - Verdana 10 pixels

Menu fields

Size - max. 25 characters
CSS - Verdana 10 pixels

Text links



Main navigation (level 1)

Font type - Verdana bold
Font size - 10 pixels
Format - HTML text
Sentence case

Sub navigation (level 2-3)

Font type - Verdana
Font size - 10 pixels
Format - HTML text
Sentence case

Font color

Color - black
000000
R: 0 G: 0 B: 0

Active link

Font type - Verdana bold
Font size - 10 pixels
Format - HTML text
Color - orange
FF6600
R: 255 G: 102 B: 0

Roll over color change

Color - orange
FF6600
R: 255 G: 102 B: 0

Leading (line height)

Between main links - 20 pixels
Between sub links - 15 pixels

Characters per line

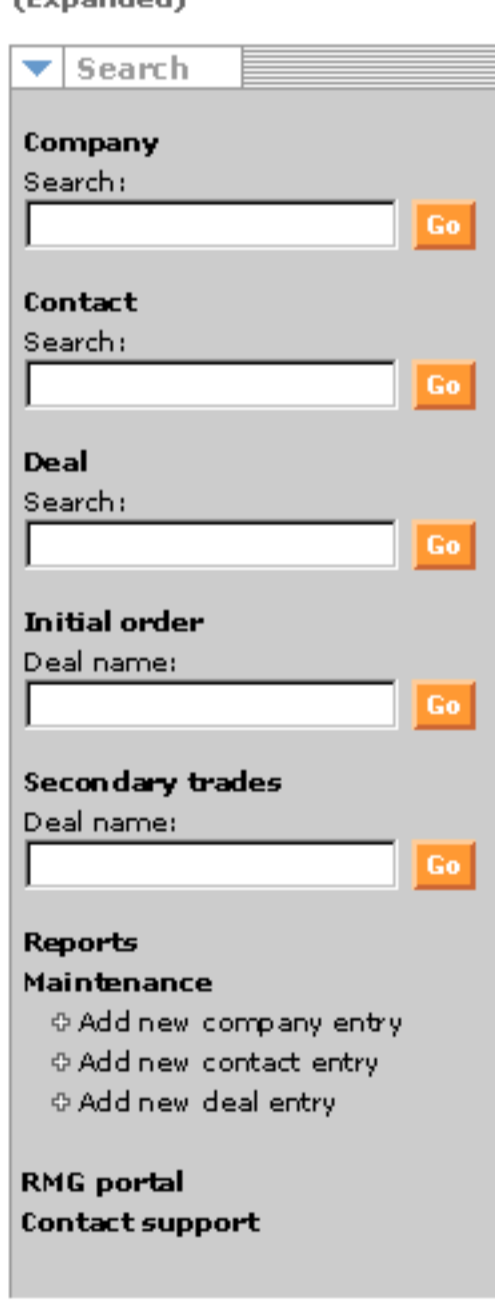
Level 1 - 24 characters
Level 2 - 30 characters
Level 3 - 24 characters

Number of links visible on default

Limit the number of links to one screen height: approx. 25 lines.

Collapsible left navigation

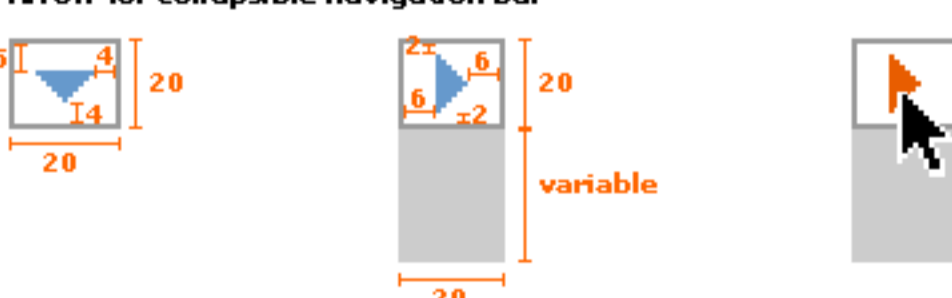
(Expanded)



(Collapsed)



Arrow for collapsible navigation bar



Arrows:

Color - orange
FF6600
R: 255 G: 102 B: 0

Box around arrows:

Color - grey
999999
R: 153 G: 153 B: 153
Line weight - 1 pixel

Color block under collapsed arrow:

Color - light grey
CCCCCC
R: 204 G: 204 B: 204

Roll over color change

Color - orange
FF6600
R: 255 G: 102 B: 0

Functionality & links example: Information Bank



Find

- ▼ **Basic information**
 - Starting point
 - Grid & layout
 - Naming conventions
 - Style conventions
 - Usability guidelines
- ▼ **Step 1-Top bar template**
 - Background
 - Logo
 - Site name
 - Global links
 - Top bar & image
- ▼ **Step 2-Navigation elements**
 - 1 Level of navigation
 - 2-3 Levels of navigation
 - 4 Levels of navigation
 - ▶ Functionality & links
- ▼ **Step 3-Content elements**
 - **Business unit home page**
 - Content headers & areas
 - Page text
 - Forms
 - Tables & lists
 - Show & edit details
 - Multiple step process
 - Sort
 - Charts
 - Images
 - Buttons
 - Icons
 - Pop-up windows
 - Error messages
 - Color palettes
- **Download center**

Business unit home page

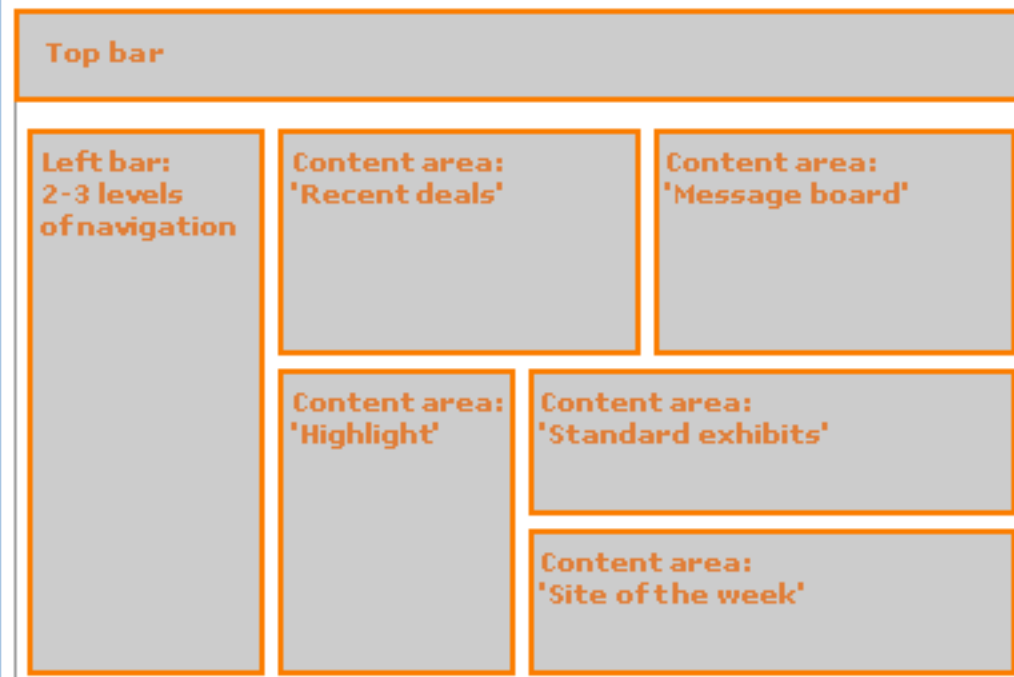
The business unit home page has a left navigation bar (for 2-3 levels of navigation) and 5 content areas. The content areas include 'Recent deals', 'Message board', 'Standard exhibits', 'Site of the week', and a special area to highlight a current event or news of the group, for example 'Holiday party'.

In order to build this page, the following sections of the IBD Web Standards need to be referenced:

- [Grid & layout](#)
- [Content headers](#)
- [2-3 levels of navigation](#)
- [Page text](#)
- [Images](#)
- Top bar
 - [Background](#)
 - [Logo](#)
 - [Site name](#)
 - [Global links](#)
 - [Top bar & image](#)



Home page layout



Find

Basic information

- Starting point
- Grid & layout
- Naming conventions
- Style conventions
- Usability guidelines

Step 1-Top bar template

- Background
- Logo
- Site name
- Global links
- Top bar & image

Step 2-Navigation elements

- 1 Level of navigation
- 2-3 Levels of navigation
- 4 Levels of navigation
- Functionality & links

Step 3-Content elements

- Business unit home page
- Content headers & areas**
- Page text
- Forms
- Tables & lists
- Show & edit details
- Multiple step process
- Sort
- Charts
- Images
- Buttons
- Icons
- Pop-up windows
- Error messages
- Color palettes

Download center

Content headers & areas

The content headers label and separate each piece of content, whether it is plain text, a chart, a graph, or other content. The header height is fixed at 17 pixels, while the width changes with its layout on the grid. The blue text in the header is 'Verdana Bold' font at 11 pixels. The blue lines in the header are created with a tiled background graphic. The left blue line is a one pixel wide colored table cell. The small right line is a graphic. The content starts 5 pixels from the left line and 15 pixels from the bottom of the header. For more information about formatting the text within the cell, see [Page text](#).

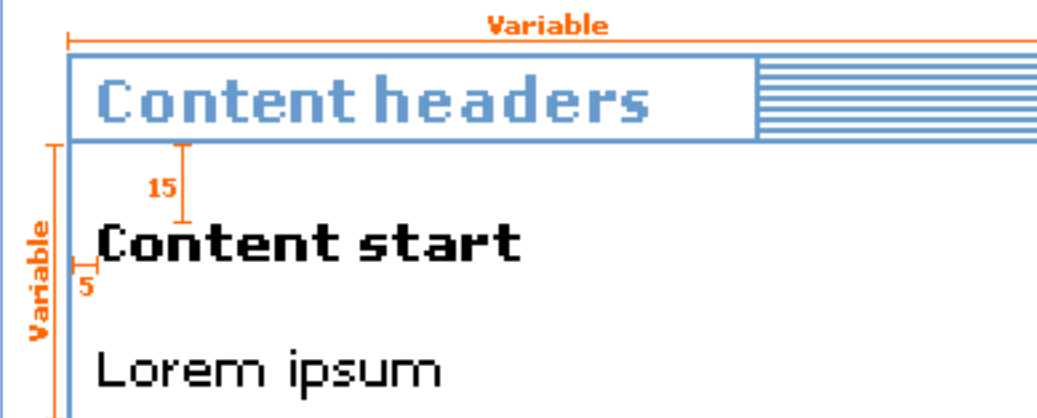


- [Blue horizontal lines.gif \(size k\)](#)
- [Right small vertical blue line.gif \(size k\)](#)



Header size	Header text	Header text color
Width - max 6 grid units Width - min 2 grid units Height - 17 pixels	Font type - Verdana bold Font size - 11 pixels Format - HTML text Sentence case	Color - light blue # 6699CC R: 102 G: 153 B: 204
Header color	Header background color	Header stripes
Color - light blue # 6699CC R: 102 G: 153 B: 204	Color - white # FFFFFFFF R: 255 G: 255 B: 255	Format - GIF image Usage - table cell background image Color - light blue # 6699CC R: 102 G: 153 B: 204

Content area



Content area size	Content area borders	Content area color
Width - min 2 grid units Width - max 6 grid units Height - variable	Left - 5 pixels Top - 15 pixels Right - 0 pixels	Color - white # FFFFFFFF R: 255 G: 255 B: 255

Find

Basic information

- Starting point
- Grid & layout
- Naming conventions
- Style conventions
- Usability guidelines

Step 1-Top bar template

- Background
- Logo
- Site name
- Global links
- Top bar & image

Step 2-Navigation elements

- 1 Level of navigation
- 2-3 Levels of navigation
- 4 Levels of navigation
- Functionality & links

Step 3-Content elements

- Business unit home page
- Content headers & areas
- Page text**
- Forms
- Tables & lists
- Show & edit details
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- Error messages
- Color palettes

Download center

Page text

The page text standards are vital for the legibility of site content. These standards apply to all content below the [content header](#).

The minimum content area is two grid units wide. The maximum is six grid units wide. The recommended width is three to four grid units. For more information, follow the standards in the [Grid & layout](#) section.

Titles and sub-titles are not scalable and are based on set pixel height definitions. Titles should be in the Verdana Bold typeface, black at 10 pixels. Sub-titles should be in the Verdana Bold typeface, grey (R: 102 G: 102 B: 102) at 10 pixels. Kerning is html standard. Leading (line-height) is 3.2ex.

Body text is scalable. Body text is in the Verdana typeface, black at font-size 1.2ex. The alternate typeface for all page text is Arial. Kerning is html standard. Leading (line-height) is 3.2ex. There is a soft line break between a sub-title and body text.

Links to another page within a text paragraph should be blue and underlined. After a blue link has been clicked on, it changes to the same navy blue of the Goldman Sachs logo. Links outside a paragraph or links indicating actions are orange and underlined. Orange links remain the same color orange after being clicked on.

If text on a page is very long, it may contain orange "Top of the page" anchor links after sections to help the user quickly jump to the top of the page.

Bullets are black, round, and indented. Titles for bullets are in italics.



Generic example

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Generic title

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla.

Generic subtitle

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui [blandit praesent](#).

[Top of page](#)

Title text

Font - Verdana bold
 Size - 10 pixels
 Color - Black
 Leading - 3.2ex

Sub-title text

Font - Verdana bold
 Size - 10 pixels
 Color - Grey
 (#666666 / R: 102 G: 102 B: 102)
 Leading - 3.2ex

Link

Font - Verdana (underlined)
 Size - 10 pixels
 Color - Blue
 (#0000FF / R: 0 G: 0 B: 255)

Body text

Font - Verdana
 Size - 10 pixels (1.2ex)
 Color - Black
 Leading - 3.2ex

'Top of page' text

Font - Verdana (underlined)
 Size - 10 pixels
 Color - Orange
 (#FF6600 / R: 255 G: 102 B: 0)

Visited link

Font - Verdana (underlined)
 Size - 10 pixels
 Color - navy blue
 (#000066 / R: 0 G: 0 B: 102)

Find

- Basic information
 - Starting point
 - Grid & layout
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 - Style conventions
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- Step 1 - Top bar template
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Forms

The standards for forms should be used whenever information is requested from the user. Typical form elements include instructions, text fields, field descriptions, radio buttons and check boxes. A search form is used as an example below, but the standards should be applied to all forms.



Style sheets should be applied to all form items, including field descriptions. Field descriptions can be placed on the top or to the left of text fields. They cannot be placed underneath or to the right of a text field. The text in field descriptions wraps to a new line after 24 characters. Colons are placed after each field description.

All forms require a **content header**. All form elements should be aligned left. Any buttons used in forms need to follow the standards for **buttons**. Form text is Verdana font at 10 pixels. The text should be black on a white background, except instructional text which is blue. Single column layouts should be used when all information can be accessed on one screen (approximately 600 pixels) - otherwise a multi-column layout must be followed.

There are three functions that may appear in a form - menu option, look-up icon and calendar. The menu option is a pull down. Use it when there are less than 75 elements for the user to select from. The look-up icon is another option for longer lists and takes the user to a new page to search for the desired data. Use it when there are more than 75 elements for the user to select from. The calendar is a pull-down menu. Use it when the user needs to access days and dates. Pop-up windows should not be used for these functions.

- [forms_elements.vsl \(size k\)](#)
- [buttons.css \(size k\)](#)
- [icons.gif \(size k\)](#)

Form elements - option 1: top labeling of fields

Search

General instructions for filling out form can go here.

Text field:

Number field:

Menu:

Text field with look-up function:

Text field with menu options:

Date field with calendar function:

Title for radio buttons:

Radio button

Radio button

Radio button

Checkbox

Lists:

Text field:

If there are specific instructions about a specific field, they can wrap into multiple lines.

Form elements - option 2: left labeling of fields

Search

Text field:

Number field:

Menu:

Text field with look-up function:

Text field with menu options:

Date field with calendar function:

Radio button

Checkbox

Lists:

Text field:

<p>Field label</p> <p>Font type - Verdana</p> <p>Font size - 10 pixels</p> <p>Alignment - left</p> <p>Sentence case</p> <p>Use a linebreak after each field label</p> <p>Color - black</p> <p># 000000</p> <p>R: 0 G: 0 B: 0</p>	<p>Text field</p> <p>Alignment - left</p> <p>Size - 2-30 characters</p> <p>CSS - Verdana 10 pixels</p>	<p>Number field</p> <p>Alignment - left</p> <p>Size - 2-10 characters</p> <p>CSS - Verdana 10 pixels</p>
<p>Menu</p> <p>Alignment - left</p> <p>Size - max 24 characters</p> <p>CSS - Verdana 10 pixels</p>	<p>Text field with menu option</p> <p>Alignment - left</p> <p>Menu size - max 12 characters</p> <p>CSS - Verdana 10 pixels</p>	<p>List</p> <p>Alignment - left</p> <p>Size - max 24 characters</p> <p>Size - min 3 lines</p> <p>Size - max 7 lines</p> <p>CSS - Verdana 10 pixels</p>
<p>Multiline textfield</p> <p>Alignment - left</p> <p>Size - 30-60 characters</p> <p>Size - min 3 lines</p> <p>Size - max 7 lines</p> <p>CSS - Verdana 10 pixels</p>	<p>Buttons</p> <p>Alignment - left</p> <p>Format - GIF images</p> <p>See buttons for more details</p>	
<p>Single column layout</p> <p>Alignment - left</p> <p>Use if information fits on one screen (approx. 600 pixels), otherwise use multi column layout</p>	<p>Multi column layout</p> <p>Alignment - left</p> <p>Horizontal space - 10 pixels</p>	

Form element layout

Search

Field name 1: Field name:

Text field with look-up function: Field name:

Text field with menu options:

Date field with calendar function:

Radio button

Checkbox

Using the look-up icon

The look-up icon is used to find information for a text field. For example, it is used in the form above to search from a long list. The look-up icon should not create a pop-up window.

Step 1

The user clicks on the look-up icon for help filling out this text field.

Text field with look-up function:

Step 2

A new page loads. The users enters his search criteria and clicks the search button.

Look-up item: Search

Subtitle

General instructions for filling out form can go here.

Text field:

Step 3

Another screen appears with the search results. The user selects the correct one or searches again.

Look-up item: search results

Subtitle

General instructions for filling out form can go here.

Text field:

Result title one	RT2	RT3	RT4
Search result 1	data-----	data-----	data-----
Search result 2	data-----	data-----	data-----
Search result 3	data-----	data-----	data-----
Search result 4	data-----	data-----	data-----
Search result 5	data-----	data-----	data-----
Search result 6	data-----	data-----	data-----
Search result 7	data-----	data-----	data-----
Search result 8	data-----	data-----	data-----
Search result 9	data-----	data-----	data-----
Search result 10	data-----	data-----	data-----
Search result 11	data-----	data-----	data-----
Search result 12	data-----	data-----	data-----
Search result 13	data-----	data-----	data-----
Search result 14	data-----	data-----	data-----
Search result 15	data-----	data-----	data-----
Search result 16	data-----	data-----	data-----

Step 4

The original form reloads with the correct result filled in.

Text field with look-up function:

Calendar look-up function

Date field with calendar function:

Select date

< February 2001 >

S M T W T F S

X X X X 8 9 10

11 12 13 14 15 16 17

18 19 20 21 22 23 24

25 26 27 28

Date field with calendar function:

Select date

<< February 2001 >>

S M T W T F S

X X X X 8 9 10

11 12 13 14 15 16 17

18 19 20 21 22 23 24

25 26 27 28

<p>Calendar font - month/year</p> <p>Font type - Verdana bold</p> <p>Font size - 11 pixels</p> <p>Alignment - centered</p> <p>Sentence case</p> <p>Format - HTML</p> <p>Color - black</p> <p># 000000</p> <p>R: 0 G: 0 B: 0</p>	<p>Calendar font - weekday</p> <p>Font type - Verdana bold</p> <p>Font size - 11 pixels</p> <p>Alignment - centered</p> <p>Sentence case</p> <p>Format - GIF image</p> <p>Color - blue</p> <p># 6699CC</p> <p>R: 102 G: 153 B: 204</p>	<p>Calendar font - day</p> <p>Font type - Verdana bold</p> <p>Font size - 11 pixels</p> <p>Leading (lineheight) - 20 pixels</p> <p>Alignment - centered</p> <p>Format - GIF image</p> <p>Color - black</p> <p># 000000</p> <p>R: 0 G: 0 B: 0</p>
--	---	---

Arrows

Format - GIF image

Color - orange

FF6600

R: 255 G: 102 B: 0

Form example from an application

Search entities Company details Entity ranking Trading history

Number Ticker

Name Starts with Rel. parent Starts with

A.K.A. Starts with Ult. parent Starts with

GSIC Industry covered

Country State

Country Inc. State Inc.

Override IBU Market value code

What not to do

Do not place field labels to the bottom or to the right of the field

Text field:

Number field:

- Find
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Tables and lists

Tables and lists are useful in displaying a wide variety of information, from search results to employee names. Both help users scan and locate information quickly and easily.



Tables and lists typically display data in alternating columns of blue and pale blue, always leading with the blue row. There are a few other approved color palettes that can be used for personalization, but may only be used with the approval of the Web Design team.

The maximum length of a table cannot exceed the right edge of the main content header (see [content headers and areas](#) for exact lengths). A one pixel white line separates rows and columns. Each data cell has a 5-pixel pad on all sides. All text is in Verdana at 10 pixels. Instructions for tables and lists are in orange at the top of the table. If actions need to be made on items in tables or lists (eg, viewing item details), a column of checkboxes is used to select which items to perform the action on. Orange buttons are created for the action and a matching orange dotted border is placed around the column of checkboxes to link the two together. This is demonstrated in the generic table below.

- [Search result table.xsl \(size k\)](#)
- [Buttons.css \(size k\)](#)
- [Icons.gif \(size k\)](#)

Generic example

Search results					
Show details Check the documents for which you want to see details.					
Result title one	RT2	RT3	RT4	RT5	Size
<input checked="" type="checkbox"/> Result data	data-----	data-----	data-----		Size k
<input type="checkbox"/> Result data	data-----	data-----	data-----		Size k
<input checked="" type="checkbox"/> Result data	data-----	data-----	data-----		Size k
<input checked="" type="checkbox"/> Result data	data-----	data-----	data-----		Size k
<input type="checkbox"/> Result data	data-----	data-----	data-----		Size k
<input checked="" type="checkbox"/> Result data	data-----	data-----	data-----		Size k
<input checked="" type="checkbox"/> Result data	data-----	data-----	data-----		Size k
<input type="checkbox"/> Result data	data-----	data-----	data-----		Size k
<input checked="" type="checkbox"/> Result data	data-----	data-----	data-----		Size k
<input checked="" type="checkbox"/> Result data	data-----	data-----	data-----		Size k
<input type="checkbox"/> Result data	data-----	data-----	data-----		Size k
<input checked="" type="checkbox"/> Result data	data-----	data-----	data-----		Size k
<input type="checkbox"/> Result data	data-----	data-----	data-----		Size k
<input checked="" type="checkbox"/> Result data	data-----	data-----	data-----		Size k
<input checked="" type="checkbox"/> Result data	data-----	data-----	data-----		Size k

Total of 38 results - show results: 1-16 | 16-32 | 32-38

Table layout

Search results	
Show details Check the documents for which you want to see details.	
Result title one	
<input checked="" type="checkbox"/> Result data	Variable
<input type="checkbox"/> Result data	

- Table size**
Width - max. table width may not exceed width of content header
Height - variable
- Cell size**
Width - variable
Height - variable
Height - min. 19 pixels
- Cell padding**
Padding - min. 1 pixel
- White divider line**
Height - 1 pixel
Color - white
FFFFFFF
R: 255 G: 255 B: 255
- Buttons**
Alignment - left
Format - GIF images
See [buttons](#) section for more details

Cell content

Search results					
Show details Check the documents for which you want to see details.					
Result title one	RT2	RT3	RT4	RT5	Size
<input checked="" type="checkbox"/> Result data	data-----	data-----	data-----		Size k
<input type="checkbox"/> Result data	data-----	data-----	data-----		Size k

- Column title font**
Font - Verdana
Size - 10 pixels
Color - Light blue
6699CC
R: 102 G: 153 B: 204
- Table content**
Font - Verdana
Size - 10 pixels
Color - Black
000000
Color - R: 0 G: 0 B: 0
- Table content alignment**
Alignment - top and left
- Column title cell color**
Color - White
FFFFFFF
R: 255 G: 255 B: 255
- 1st content cell color**
Color - Blue
DAE7F3
R: 218 G: 231 B: 243
- 2nd content cell color**
Color - Light blue
E7EDF3
R: 231 G: 237 B: 243

Tables and Lists examples from current sites

There are four types of displays - non-wrapped text tables, wrapped text tables, column lists and input/output tables.

Non-wrapped Text Tables: Standard Exhibits

Non-wrapped text tables should be used for information arranged horizontally that does not exceed the right edge of the main content header - e.g. a document search result. This will be used for a majority of standard exhibits pages.

Document title	Industry	Date	Author	Type	Size
AWA/Rosenberg	All industries	16 Aug 2000	Bob Smith		Size k
Alliance Capital's Aquisition of Sanford Berrstein	All industries	16 Aug 2000	Bob Smith		Size k
Franklin Resources / Fiducary Trust Aquisition	All industries	16 Aug 2000	Bob Smith		Size k
Alliance Capital's Aquisition of Sanford Berrstein	All industries	16 Aug 2000	Bob Smith		Size k
Franklin Resources / Fiducary Trust Aquisition	All industries	16 Aug 2000	Bob Smith		Size k
Alliance Capital's Aquisition of Sanford Berrstein	All industries	16 Aug 2000	Bob Smith		Size k
AWA/Rosenberg	All industries	16 Aug 2000	Bob Smith		Size k
Alliance Capital's Aquisition of Sanford Berrstein	All industries	16 Aug 2000	Bob Smith		Size k
Franklin Resources / Fiducary Trust Aquisition	All industries	16 Aug 2000	Bob Smith		Size k
Alliance Capital's Aquisition of Sanford Berrstein	All industries	16 Aug 2000	Bob Smith		Size k
Franklin Resources / Fiducary Trust Aquisition	All industries	16 Aug 2000	Bob Smith		Size k
Alliance Capital's Aquisition of Sanford Berrstein	All industries	16 Aug 2000	Bob Smith		Size k
AWA/Rosenberg	All industries	16 Aug 2000	Bob Smith		Size k
Alliance Capital's Aquisition of Sanford Berrstein	All industries	16 Aug 2000	Bob Smith		Size k
Franklin Resources / Fiducary Trust Aquisition	All industries	16 Aug 2000	Bob Smith		Size k
Alliance Capital's Aquisition of Sanford Berrstein	All industries	16 Aug 2000	Bob Smith		Size k

Wrapped Text Tables: GRS

Wrapped text tables should be used for information arranged horizontally that would exceed the right edge of the main content header if not broken. If additional space is needed, you should stack categories with small data fields (5 characters or less) within one data cell.

Search results										
Add to folder Query for All Go Instructions for using top selection fields.										
Name	Status	School	Company	Rec.area	Rec.yr Rank	Emp.type	Group	Loc.	Class	Func.
<input checked="" type="checkbox"/> Page, Alex L.	Logged	Harvard University	BancBoston Robertson, Stephens & Co.	Americas-lat hire	1999 0	Full time exempt	HT	New York		
<input type="checkbox"/> Page, Andy	Future potential	Misc.	NA	London-analyst	1998 0	Full time exempt	IB business unit	London		
<input checked="" type="checkbox"/> Pagett, Anthony James	Turndown Post Final Round/ Callback	Harvard University	BancBoston Robertson, Stephens & Co.	Americas-lat hire	1996 0	Full time exempt	HT	New York		
<input checked="" type="checkbox"/> Page, Alex L.	Logged	Harvard University	BancBoston Robertson, Stephens & Co.	Americas-lat hire	1999 0	Full time exempt	HT	New York		
<input type="checkbox"/> Page, Andy	Future potential	Misc.	NA	London-analyst	1998 0	Full time exempt	IB business unit	London		
<input checked="" type="checkbox"/> Pagett, Anthony James	Turndown Post Final Round/ Callback	Harvard University	BancBoston Robertson, Stephens & Co.	Americas-lat hire	1996 0	Full time exempt	HT	New York		
<input checked="" type="checkbox"/> Page, Andy	Future potential	Misc.	NA	London-analyst	1998 0	Full time exempt	IB business unit	London		
<input type="checkbox"/> Pagett, Anthony James	Turndown Post Final Round/ Callback	Harvard University	BancBoston Robertson, Stephens & Co.	Americas-lat hire	1996 0	Full time exempt	HT	New York		

Column Lists: Banker List

Column lists should be used for information arranged vertically - e.g. a list of names.

FIG bankers					
Managing directors	Vice presidents	Associates	Analyst year 1	Analyst year 2	Analyst year 3
Berlinski, Milton	Brokaw, Cliff	Berge, Torjus	Matthews, Stephen	Casciato, Chris	Anderson, Jason
Caterfino, Doug	Carli, Mariafrancesca	Bullione, Todd	Mosher, Christopher	Cruz, Eduardo	Angulo, Carlos
Cole, Chris	Coquilllette, Ken	Chan, Leonard	Pelt, Keith	Fisher, Rip	Browder, Torrey
Esposito, Mike	Feagin, Doug	Chulack, Alex	Ratchford, Buck	Harper, Roger	Centola, Eduardo
Guth, Celeste	Garcia, Guillermo	Clodfelter, Melissa	Ruiz, Carlos	Hass, John	Coquilllette, David
Kraus, Peter	Gardner, Timothy	Eagle, Sean	Schwimmer, David	Jacob, Bill	Dase, Dave
Lopez-Balboa, Victor	Gutin, Vlad	Fels, Patrick	Sorrell, Jonathan	Katz, Rich	Donohue, Doug
Rubinoff, Michael	Koester, Reinhard	Fernandes, Sean	Sternberg, Nick	Kingshott, Adrian	Fjelstul, Elizabeth
Schechner, Shcky	Leland, Todd	Galston, Alexandria	Toya, Hiroaki	Pace, Rob	Friedman, Mark
Silverstein, Howie	Lewin, Hans	Garriot, Huntley	Treister, Ido	Townsend, John	Gliokin, James
Sullivan, Pat	McLaughlin, Steve	Herrera, David	Vandever, Tom	Varoli, Corrado	Greene, Brian
Truesdale, Don	Minnihan, Sean	Kauffman, Scott	Berlinski, Milton	Walker, Tom	Guay, Ed
Wilson, Ken	Nattans, Jeff	Kozicz, Ewa	Caterfino, Doug		Guidotti, Kevin
	Nogueira, Vicente	Lawler, Patrick	Cole, Chris		Guzman, Doug
			Esposito, Mike		

Input/Output Tables: Headcount

Input/output tables should be used when presenting information that requires the user to input data alongside pre-existing information.

Banker groups					
Planned headcount in order to run business by active group and active location					
	Fiscal yr. end 1999	Today	Yr. end 2000	Yr. end 2001	Yr. end 2002
Managing director	4	4	<input type="text" value="18"/>	<input type="text" value="18"/>	<input type="text" value="15"/>
Vice president	17	13	<input type="text" value="24"/>	<input type="text" value="25"/>	<input type="text" value="35"/>
Associate total	14	14	<input type="text" value="21"/>	<input type="text" value="23"/>	<input type="text" value="18"/>
Associate year 1	0	5	<input type="text" value="16"/>	<input type="text" value="17"/>	<input type="text" value="19"/>
Analyst year 3	6	1	<input type="text" value="13"/>	<input type="text" value="14"/>	<input type="text" value="22"/>
Analyst year 2	5	5	<input type="text" value="55"/>	<input type="text" value="16"/>	<input type="text" value="15"/>
Analyst year 1	0	4	<input type="text" value="16"/>	<input type="text" value="17"/>	<input type="text" value="55"/>

[Save](#)

Solution for 'no search results'

Search results	
No search results have been found.	

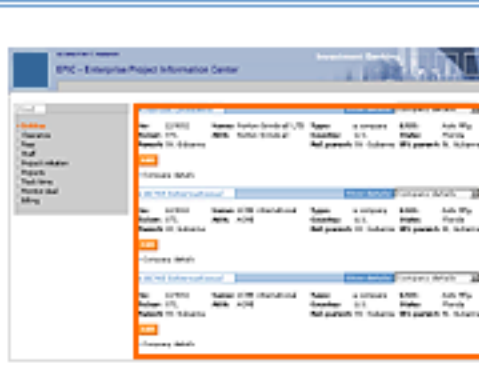
'No search results' text
Color - Black
000000
R: 0 G: 0 B: 0

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Show & edit details

This area explains how to display the details of items in a list, and how a user can edit that information if necessary. These functions will often be used when viewing and editing search results within an application.



When viewing details of an individual item, all the information will be presented in full. However, when viewing details of multiple items simultaneously for comparison, the additional information will be condensed for readability. This additional information can be expanded with expand/collapse arrows to show all related information (e.g. 'More Details') or collapsed to hide all data except the result title via mouse-click.

To edit any information, the user will click the 'Edit' button. This creates a duplicate of the information with data reposted in a variety of text fields and pull-down menus, so the user can change the data accordingly. This ensures the user has a similar experience while viewing the details or editing them. After saving the edits, the user is brought back to the original page with the changes reflected.

All view and edit detail areas require a content header. Style sheets should be applied to all form items, including field descriptions. Field descriptions for showing and editing details are in bold. Any buttons used in a viewed or edited detail area should follow the standards for buttons. These html buttons are in either orange or blue and are left justified in the content area. Their qualities are predefined in the IBD master stylesheet in the Download Center.

Show Details: Expandable Information
When comparing multiple results, user can fully expand, partially expand or fully collapse information.

Edit Details: Editable Information
When editing, all result information should be available. Style sheets should be applied to all form items, including field descriptions.

- buttons.css (size kb)
- arrows.gif (zip, size kb)
- show & edit details.xsl (size kb)

Show details

▼ Header title ABC

Text field 1: Lorem ipsum dolor	Number field 1: 123467.00	Number field 3: 123467.00
Text field 2: Sit amet idipiis	Number field 2: 456789.00	Text field 5: Lorem
Text field 3: Aliquam erat volutat	Text field 4: Lorem ipsum	Text field 6: Ipsum

Edit

► More details

▼ Header title DEF

Text field 1: Lorem ipsum dolor	Number field 1: 123467.00	Number field 3: 123467.00
Text field 2: Sit amet idipiis	Number field 2: 456789.00	Text field 5: Lorem
Text field 3: Aliquam erat volutat	Text field 4: Lorem ipsum	Text field 6: Ipsum

Edit

► More details

Text	Label text color	Data text color
Font type - Verdana Font size - 10 pixels Sentence case	Color - blue # 6699CC R: 102 G: 153 B: 204	Color - black # 000000 R: 0 G: 0 B: 0
Text/data alignment	Layout	Expandable information
Alignment - left	Number of colums - variable Number of lines - variable	When comparing multiple results, user can fully expand, partially expand or fully collapse information.

▼ Header title ABC

Text field 1: Lorem ipsum dolor	Number field 3: 123467.00
Text field 2: Sit amet idipiis	Number field 2: 456789.00
Text field 3: Aliquam erat volutat	Text field 4: Lorem ipsum

Edit

► More details

► Header title XYZ

Text leading	Column spacing	Edit button
Leading - 15 pixels	Space - min. 10 pixels	Alignment - left Format - HTML See buttons for more details

Edit details

Header title:

Text field 1: <input type="text" value="Lorem ipsum dolor"/>	Number field 1: <input type="text" value="123467.00"/>	Number fld 3: <input type="text" value="12367.00"/>
Text field 2: <input type="text" value="Sit amet adipiis"/>	Number field 2: <input type="text" value="456789.00"/>	Text field 5: <input type="text" value="Lorem"/>
Text field 3: <input type="text" value="Aliquam erat volu"/>	Text field 4: <input type="text" value="Lorem ipsum"/>	Text field 6: <input type="text" value="Magna"/>

More details

Text field 7:

Text field 8:

Save **Cancel**

Field description font	Form items	Editable information
Font type - Verdana bold Font size - 10 pixels Alignment - left Color - black # 000000 R: 0 G: 0 B: 0	Alignment - left Size - variable CSS - Verdana 10 pixels	When editing, all result information should be available. Style sheets should be applied to all form items, including field descriptions.

Buttons

Alignment - left
Format - HTML
See buttons for more details

▼ Edit details

Header title: <input type="text" value="Header title ABC"/>	Number field 3: <input type="text" value="12367.00"/>
Text field 1: <input type="text" value="Lorem ipsum dolor"/>	Number field 1: <input type="text" value="123467.00"/>
Text field 2: <input type="text" value="Sit amet adipiis"/>	Number field 2: <input type="text" value="456789.00"/>
Text field 3: <input type="text" value="Aliquam erat volu"/>	Text field 4: <input type="text" value="Lorem ipsum"/>

More details

Text field 7:

Text field 8:

Save **Cancel**

Vertical layout	Horizontal layout
Alignment - left Field description - on the right Line spacing - 6 pixels	Column spacing - min. 10 pixels

What not to do

▼ Edit details

Header title: <input type="text" value="Header title ABC"/>	Number field 3: <input type="text" value="12367.00"/>
Text field 1: <input type="text" value="Lorem ipsum dolor"/>	Number field 1: <input type="text" value="123467.00"/>
Text field 2: <input type="text" value="Sit amet adipiis"/>	Number field 2: <input type="text" value="456789.00"/>
Text field 3: <input type="text" value="Aliquam erat volu"/>	Text field 4: <input type="text" value="Enim ad veni"/>

More details

Text field 7:

Text field 8:

Cancel **Save**

Wrong label fonts	Wrong alignment	Wrong leading
Error - 1, 4, 6 Right font - Verdana bold	Error - 6, 8 Right alignment - left	Error - 7, 8 Right leading - after label

Field not editable	Wrong layout	Wrong button color/order
Error - 2, 5	Error - 7, 8 Right layout - label on the left side of the field item	Error - 9, 10 Color - safe, orange Color - cancel, blue

View details example from the EPIC application

▼ Norton Grindwell Show details: Company details

No: 119032	Name: Norton Grindwell LTD	Type: a company	GSIC: Auto Mfg.
Ticker: STL	AKA: Norton Grindwell	Country: U.S.	State: Florida
Parent: St. Gubanne		Rel. parent: St. Gubanne	Ult. parent: St. Gubanne

Edit

► Company details

▼ ACME International Show details: Company details

No: 119032	Name: ACME international	Type: a company	GSIC: Auto Mfg.
Ticker: STL	AKA: ACME	Country: U.S.	State: Florida
Parent: St. Gubanne		Rel. parent: St. Gubanne	Ult. parent: St. Gubanne

Edit

► Company details

Edit details example from the EPIC application

▼ Edit company details

No: <input type="text" value="119032"/>	Name: <input type="text" value="Norton Grindwell LTD"/>	Type: <input type="text" value="a company"/>	GSIC: <input type="text" value="Auto"/>
Ticker: <input type="text" value="STL"/>	AKA: <input type="text" value="Norton Grindwell"/>	Country: <input type="text" value="U.S."/>	State: <input type="text" value="Florida"/>
Parent: <input type="text" value="St. Gubanne"/>		Parent: <input type="text" value="St. Gubanne"/>	Parent: <input type="text" value="St. Gubanne"/>

Company Details:

Mkt. val. code: <input type="text"/>	Ind. covered: <input type="text"/>
Quasida Parent: <input type="text"/>	Definit as of: <input type="text"/>

Save **Cancel**

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Multiple step process

These standards will help streamline how all step-by-step processes are developed and used.

Each process step should be clearly labeled and show the user where in the process they are - e.g. "Find Document: Step 2 of 3." This title should be in sentence case, with a capital after the colon. Each step should also have a clear set of navigation options. For instance, any initial step should have a 'Cancel' and 'Next' button, with subsequent steps having 'Back', 'Cancel', and 'Next' buttons. The final step should have 'Back', 'Cancel', and 'Submit' buttons.

'Back' returns the user to the previous step, 'Next' to the following step and 'Cancel' takes the user to initial page of the process. 'Submit' completes the process and serves a verification screen to acknowledge the completion of the process. Button locations and appearances all follow the standards set for [buttons](#).



Multiple step process example

Content header: step 2 of 3

Sub title
 General instructions for filling out form can go here.

Text field: Text field with look-up function:

Text field: Text field with menu options:

Text field: Date field with calendar function:

Content header: step 3 of 3

Sub title
 General instructions for filling out form can go here.

Text field:

Text field:

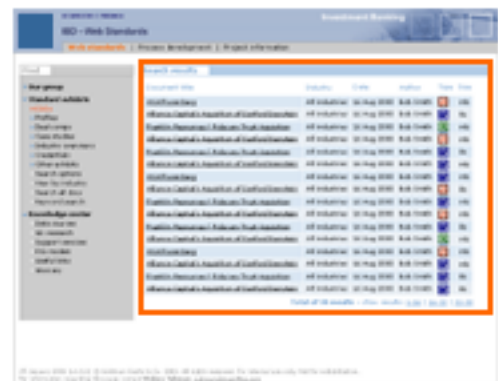
Lists:
 Second list item
 Third list item

Text field:

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Sort

Sorting is for when a list or other information within a content area needs to be sorted by different criteria. This will be used most often for applications. On default, tables should be sorted alphanumerical in the first column in descending order. Clicking on another column title sorts the table with a descending order (default). Clicking again on the same column title re-sorts the whole table with ascending order. Use a menu to display a different category or to sort the table by a category that is currently not a column title.



Table/list sorting by column title

Content header			
Result title one	RT2	RT3	RT4
A result data	data-----	data-----	data-----
B result data	data-----	data-----	data-----
C result data	data-----	data-----	data-----
D result data	data-----	data-----	data-----
E result data	data-----	data-----	data-----
F result data	data-----	data-----	data-----
G result data	data-----	data-----	data-----
H result data	data-----	data-----	data-----

Content header			
Result title one	RT2	RT3	RT4
H result data	data-----	data-----	data-----
G result data	data-----	data-----	data-----
F result data	data-----	data-----	data-----
E result data	data-----	data-----	data-----
D result data	data-----	data-----	data-----
C result data	data-----	data-----	data-----
B result data	data-----	data-----	data-----
A result data	data-----	data-----	data-----

Table/list sorting by different category

Content header			
	Sort by <input type="text" value="Company details"/>		
Result title one	RT2	RT3	RT4
A result data	data-----	data-----	data-----
B result data	data-----	data-----	data-----
C result data	data-----	data-----	data-----
D result data	data-----	data-----	data-----
E result data	data-----	data-----	data-----
F result data	data-----	data-----	data-----
G result data	data-----	data-----	data-----
H result data	data-----	data-----	data-----

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Buttons

Buttons help the user navigate and make selections throughout a site or application.

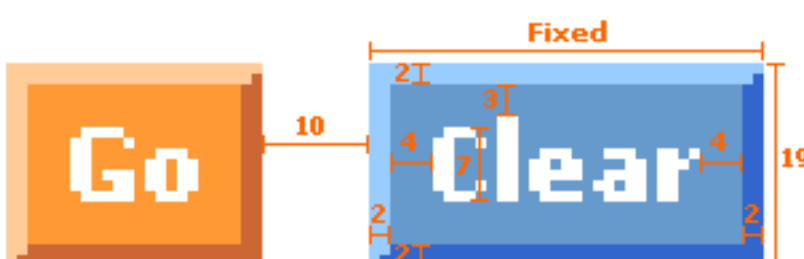
Buttons are in either orange or blue with a 2 pixel border of the same color. The border has a highlight on the top and left side, as well as a shadow on the bottom and right for a subtle three-dimensional look.

Use orange when the button will start a new action (e.g. Save, Search). Use blue when the button will take away a previous action (e.g. Cancel, Delete). The orange action button should always be at the left of the blue buttons on a page. All buttons are left justified in the content area.

Text is white and in Verdana Bold at 9 pixels. Button label names are in sentence case and follow approved [naming conventions](#).

These buttons are html buttons, not images. Their qualities are predefined in the IBD master stylesheet.

[master.css](#) (size k)



Action button

Width - fixed (see below)
 Height - 19 pixels
 Background color - orange
 # FF9933
R: 255 G: 153 B: 51
 Highlight color - light orange
 # FFCC99
R: 255 G: 204 B: 153
 Shadow color - dark orange
 # CC6633
R: 204 G: 102 B: 51

Take away action button

Width - fixed (see below)
 Height - 19 pixels
 Background color - blue
 # 6699CC
R: 102 G: 153 B: 204
 Highlight color - light blue
 # 99CCFF
R: 153 G: 204 B: 255
 Shadow color - dark blue
 # 3366CC
R: 51 G: 102 B: 204

Button font

Font - Verdana bold
 Size - 9 pixels
 Sentence case
 Color - white
 # FFFFFFFF
R: 255 G: 255 B: 255

Action buttons



Go button

Color - orange
 Width - 24 pixels
 Usage - to search in a simple text field. For complex searches, use the 'Search' button



Search button

Color - orange
 Width - 44 pixels
 Usage - to initiate any complex or advanced search functionality. For simple searches in just one text field, use the 'Go' button



Edit button

Color - orange
 Width - 32 pixels
 Usage - to alter existing data



Save button

Color - orange
 Width - 35 pixels
 Usage - to keep altered data



Submit button

Color - orange
 Width - 47 pixels
 Usage - to send any form input data



Show details button

Color - orange
 Width - 75 pixels
 Usage - to view search results individually or as a group



Next button

Color - orange
 Width - 36 pixels
 Usage - to continue to the following screen or page

Take away action buttons



Clear button

Color - blue
 Width - 37 pixels
 Usage - to erase all the data entered into a screen or page



Cancel button

Color - blue
 Width - 44 pixels
 Usage - to stop in the middle of a process and return to the beginning



Delete button

Color - blue
 Width - 44 pixels
 Usage - to delete existing data



Back button

Color - blue
 Width - 35 pixels
 Usage - to return to the previous screen or page

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Icons

Icons are small pictures used like buttons for a few general, common tasks.

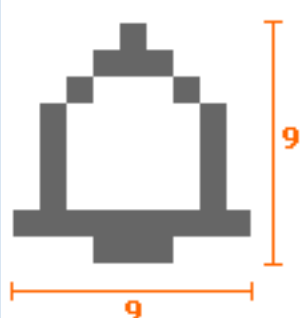
Each icon has a specific function. Some indicate actions (e.g. Print, Look Up), while others are more descriptive (e.g. PDF Download Document Icon). Icons are only grey or orange and have a white filling to ensure they stand out when used on a colored background.

All icons have a tool tip on mouse-over to clarify their purpose. The tool tip gives a brief description of what the icon does or represents. The text in tool tips should be 20 characters or less. Tool tips for some icons are below.

Icons should be to the right of the element they are related to, or placed along the top of the page if they are used as navigation.

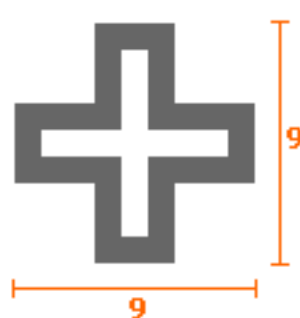
These are the standard icons that should be used in almost all situations. Do not use an old icon that was created before the introduction of the standards. Instead ask the design team to advise on substituting one of the icons below, removing the need of an icon with a button, or producing a new icon in a similar style to the ones below.

 [icons.gif \(size k\)](#)



Color Specifications

Color - Grey
 # 666666
R: 102 G: 102 B: 102



Color Specifications

Color - Orange
 # FF6600
R: 255 G: 102 B: 0

Icons in both color variations



Alert

Color - Grey, Orange
 Width - 9 Pixels
 Usage - Whenever a user requires a time-sensitive notification.
 Tool Tip - "Set alert."



Add

Color - Grey, Orange
 Width - 9 pixels
 Usage - Whenever a user requires the option to add something to an existing set of elements.
 Tool Tip - "Add item."



E-mail

Color - Grey, Orange
 Width - 9 pixels
 Usage - Whenever a user requires the option to send an e-mail.
 Tool Tip - "Send an e-mail."



Download

Color - Grey, Orange
 Width - 12 pixels
 Usage - Whenever a user has the option to download a file other than one that can be signified by its logo.
 Tool Tip - "Download this file to your hard drive."



Look Up

Color - Grey, Orange
 Width - 13 pixels
 Usage - Whenever a user requires the option to locate additional information via a pop-up.
 Tool Tip - "Look-up information."



Pop-up Window

Color - Grey, Orange
 Width - 20 pixels
 Usage - Whenever a user requires the option to launch a pop-up window.
 Tool Tip - "Launch pop-up window."

Arrows

Expand/Collapse Arrows

- More details
- More details

Roll-over/Selected Expand/Collapse Arrows

- More details
- More details

Color Specifications

Color - Blue
 # 6699CC
R: 102 G: 153 B: 204

Color Specifications

Color - Orange
 # FF6600
R: 255 G: 102 B: 0

Download Document Type



Word

Width - 16 pixels

Usage - Whenever a user needs to know what type of file they are downloading.
 Tool Tip - "Download X file to your hard drive."



Excel



PDF



PowerPoint



Print

Color - Grey, Orange
 Width - 12 pixels
 Usage - Whenever a user requires the option to print the data shown on a screen or page.
 Tool Tip - "Print this page."



Calendar

Color - Grey and Orange
 Width - 20 pixels
 Usage - Whenever a user requires an online calendar system.
 Tool Tip - "Open calendar."

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Pop-up windows

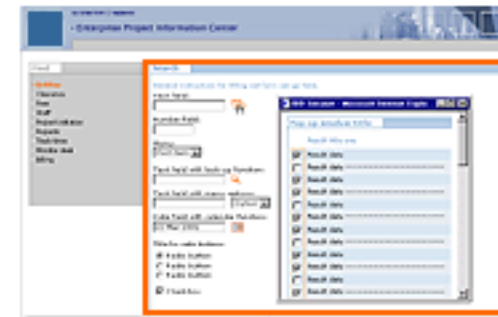
Avoid using pop-up windows. Pop-up windows should only be used in exceptional circumstances. You must get approval from the Web Design team first before using them. Pop-up window should only be used when very complex functionality prevents the use of any other options.

When using a pop-up window, the pop-up icon should be placed next to the link to warn the user that a new pop-up window will be created. The icon will also serve as a reminder to look for the pop-up window if the user had already launched it but has forgotten about it.

Links to a new Web site open a new browser window, but do not use the pop-up icon.


- [New window.js \(size k\)](#)
- [Pop-up icon.gif \(size k\)](#)

Generic pop-up window 




Search

General instructions for filling out form can go here.


Text field: 


Number field:

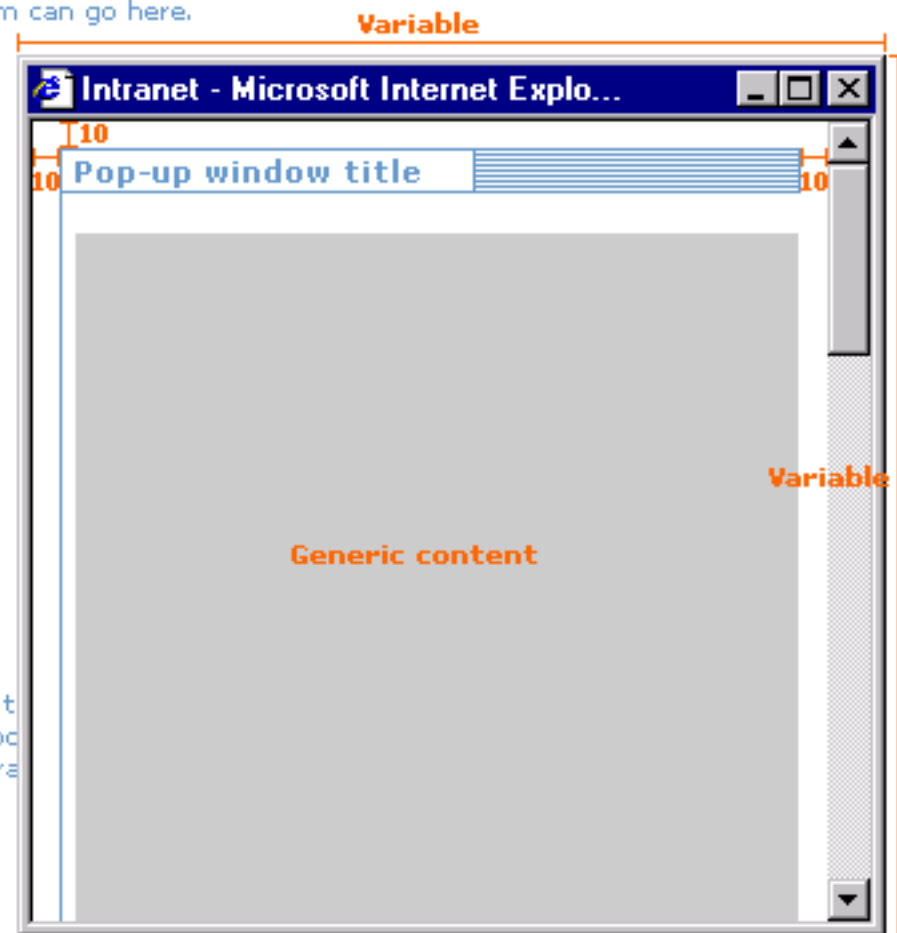
Menu: First item ▾

Text field with look-up function: 

Text field with menu options: Option ▾

Date field with calendar function: 22 Mar 2001 

Text field: Lorem ipsum dolor sit amet adipiis magna aliquam erat volutat ut  If t abc wra



Pop-up window size

- Width - 202 pixels
- Width - 298 pixels
- Width - 394 pixels
- Width - 490 pixels
- Width - 586 pixels
- Scrollbar - add 16 pixels
- See [grid](#) for more information

Pop-up window options

- Scroll bar - optional
- Resizable - optional
- Tool bar - no
- Location bar - no
- Menu bar - no
- Status bar - no

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Error messages

Error messages should always tell the user what has gone wrong and how to fix it in non-technical, common language. For example, "HTTP Error 404 404 Not Found" is unacceptable. Instead it could be, for example, "This Web page cannot be found. Either this Web page no longer exists or the Web page address (URL) is incorrect. Please check it and try again." Error messages are in red and 15 pixels below the content headers. The word "Error!" alone is in bold. The text is scalable and in the Verdana typeface at font-size 1.2ex. The alternate typeface for all page text is Arial. Kerning is html standard. Leading (line-height) is 3.2ex. There is a soft line break between a sub-title and body text.

For error messages in a form, the form should reload with an error message at the top, "Error! Please check the marked input fields." Clear explanations of how to fill in each text field with an error should be given. These should be right above the text field. These should also be above the text field label if the text label is immediately above the text field rather than to the left.

Generic form error: form with left-aligned labels

Form

Error! Please check the marked input field(s).

Label:

Please insert 16 digits.

Number field:

Menu:

Generic form error: form with top-aligned labels

Form

Error! Please check the marked input field(s).

Label:

Please insert 16 digits.

Number field:

Label:

Server error example

DIRECTORY | FEEDBACK

Logo Web Standards

Web standards | Process development | Project information

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Error

This Web page cannot be found.
 Either this Web page no longer exists or the Web page address (URL) is incorrect.
 Please check it and try again.

Error text	Bold text for "Error!"	Error text color
Font type - Verdana	Font type - Verdana bold	Color - red
Font size - 10 pixels	Font size - 10 pixels	#FF0000
Format - HTML text	Format - HTML text	R: 255 G: 0 B: 0
Sentence case		

Find

Basic information

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Step 1-Top bar template

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Step 2-Navigation elements

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Step 3-Content elements

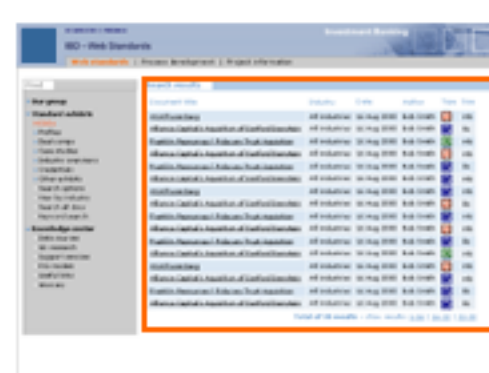
- Business unit home page
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Color palettes

Download center

Color palette

While a majority of color schemes throughout Goldman Sachs sites and applications are pre-set by the standards, here are a few variations for differentiating color between sites in the content areas. Colors for [tables and lists](#) and [content headers and areas](#) are the only areas that may be altered.



There are four table & list color palettes to choose from - Blue, Green, Purple and Yellow. Blue is the default color palette and should be used in the majority of situations. While you may use the other colors, this should be with the recommendation of the Web Design group. Categories for the site type used for each color palette will also be decided by the Web Design team. You may only use one color palette per site, and need to follow the [Tables & lists standards](#) - e.g. alternating dark and light shades of the same color per the amount of columns. Standards for [Content headers & areas](#) must also be used. Never mix color palettes within a single table or list, or attempt to re-color any other elements in a site or application. Only the color palettes provided here should be used, otherwise the overall IBD standards will lose their value and consistency.

- [Table sample color: Blue.gif \(size k\)](#)
- [Table sample color: Green.gif \(size k\)](#)
- [Table sample color: Purple.gif \(size k\)](#)
- [Table sample color: Yellow.gif \(size k\)](#)

Table sample: Blue (default)

Document title	Industry	Date	Author
AXA/Rosenberg	All industries	16 Aug 2000	Bob Smith
Alliance Capital's Aquisition of Sanford Berrstein	All industries	16 Aug 2000	Bob Smith
Franklin Resources / Fiducary Trust Aquisition	All industries	16 Aug 2000	Bob Smith
Alliance Capital's Aquisition of Sanford Berrstein	All industries	16 Aug 2000	Bob Smith
Franklin Resources / Fiducary Trust Aquisition	All industries	16 Aug 2000	Bob Smith
Alliance Capital's Aquisition of Sanford Berrstein	All industries	16 Aug 2000	Bob Smith
AXA/Rosenberg	All industries	16 Aug 2000	Bob Smith
Alliance Capital's Aquisition of Sanford Berrstein	All industries	16 Aug 2000	Bob Smith
Franklin Resources / Fiducary Trust Aquisition	All industries	16 Aug 2000	Bob Smith
Alliance Capital's Aquisition of Sanford Berrstein	All industries	16 Aug 2000	Bob Smith
Franklin Resources / Fiducary Trust Aquisition	All industries	16 Aug 2000	Bob Smith
Alliance Capital's Aquisition of Sanford Berrstein	All industries	16 Aug 2000	Bob Smith
AXA/Rosenberg	All industries	16 Aug 2000	Bob Smith
Alliance Capital's Aquisition of Sanford Berrstein	All industries	16 Aug 2000	Bob Smith
Franklin Resources / Fiducary Trust Aquisition	All industries	16 Aug 2000	Bob Smith
Alliance Capital's Aquisition of Sanford Berrstein	All industries	16 Aug 2000	Bob Smith

Blue color combination

Color - blue
#DAE7F3
R: 218 G: 231 B: 243

Blue color combination

Color - light blue
#E7EDF3
R: 231 G: 237 B: 243

Table sample: Green

Document title	Industry	Date	Author
AXA/Rosenberg	All industries	16 Aug 2000	Bob Smith
Alliance Capital's Aquisition of Sanford Berrstein	All industries	16 Aug 2000	Bob Smith
Franklin Resources / Fiducary Trust Aquisition	All industries	16 Aug 2000	Bob Smith
Alliance Capital's Aquisition of Sanford Berrstein	All industries	16 Aug 2000	Bob Smith
Franklin Resources / Fiducary Trust Aquisition	All industries	16 Aug 2000	Bob Smith
Alliance Capital's Aquisition of Sanford Berrstein	All industries	16 Aug 2000	Bob Smith
AXA/Rosenberg	All industries	16 Aug 2000	Bob Smith
Alliance Capital's Aquisition of Sanford Berrstein	All industries	16 Aug 2000	Bob Smith
Franklin Resources / Fiducary Trust Aquisition	All industries	16 Aug 2000	Bob Smith
Alliance Capital's Aquisition of Sanford Berrstein	All industries	16 Aug 2000	Bob Smith
Franklin Resources / Fiducary Trust Aquisition	All industries	16 Aug 2000	Bob Smith
Alliance Capital's Aquisition of Sanford Berrstein	All industries	16 Aug 2000	Bob Smith
AXA/Rosenberg	All industries	16 Aug 2000	Bob Smith
Alliance Capital's Aquisition of Sanford Berrstein	All industries	16 Aug 2000	Bob Smith
Franklin Resources / Fiducary Trust Aquisition	All industries	16 Aug 2000	Bob Smith
Alliance Capital's Aquisition of Sanford Berrstein	All industries	16 Aug 2000	Bob Smith

Green color combination

Color - green
#E8EBDC
R: 232 G: 235 B: 220

Green color combination

Color - light green
#F8F9EE
R: 248 G: 249 B: 238

Table sample: Purple

Document title	Industry	Date	Author
AXA/Rosenberg	All industries	16 Aug 2000	Bob Smith
Alliance Capital's Aquisition of Sanford Berrstein	All industries	16 Aug 2000	Bob Smith
Franklin Resources / Fiducary Trust Aquisition	All industries	16 Aug 2000	Bob Smith
Alliance Capital's Aquisition of Sanford Berrstein	All industries	16 Aug 2000	Bob Smith
Franklin Resources / Fiducary Trust Aquisition	All industries	16 Aug 2000	Bob Smith
Alliance Capital's Aquisition of Sanford Berrstein	All industries	16 Aug 2000	Bob Smith
AXA/Rosenberg	All industries	16 Aug 2000	Bob Smith
Alliance Capital's Aquisition of Sanford Berrstein	All industries	16 Aug 2000	Bob Smith
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Alliance Capital's Aquisition of Sanford Berrstein	All industries	16 Aug 2000	Bob Smith
Franklin Resources / Fiducary Trust Aquisition	All industries	16 Aug 2000	Bob Smith
Alliance Capital's Aquisition of Sanford Berrstein	All industries	16 Aug 2000	Bob Smith

Purple color combination

Color - purple
#E8E1F3
R: 235 G: 225 B: 243

Purple color combination

Color - light purple
#F2EBF5
R: 242 G: 235 B: 245

Table sample: Yellow

Document title	Industry	Date	Author
AXA/Rosenberg	All industries	16 Aug 2000	Bob Smith
Alliance Capital's Aquisition of Sanford Berrstein	All industries	16 Aug 2000	Bob Smith
Franklin Resources / Fiducary Trust Aquisition	All industries	16 Aug 2000	Bob Smith
Alliance Capital's Aquisition of Sanford Berrstein	All industries	16 Aug 2000	Bob Smith
Franklin Resources / Fiducary Trust Aquisition	All industries	16 Aug 2000	Bob Smith
Alliance Capital's Aquisition of Sanford Berrstein	All industries	16 Aug 2000	Bob Smith
AXA/Rosenberg	All industries	16 Aug 2000	Bob Smith
Alliance Capital's Aquisition of Sanford Berrstein	All industries	16 Aug 2000	Bob Smith
Franklin Resources / Fiducary Trust Aquisition	All industries	16 Aug 2000	Bob Smith
Alliance Capital's Aquisition of Sanford Berrstein	All industries	16 Aug 2000	Bob Smith
Franklin Resources / Fiducary Trust Aquisition	All industries	16 Aug 2000	Bob Smith
Alliance Capital's Aquisition of Sanford Berrstein	All industries	16 Aug 2000	Bob Smith
AXA/Rosenberg	All industries	16 Aug 2000	Bob Smith
Alliance Capital's Aquisition of Sanford Berrstein	All industries	16 Aug 2000	Bob Smith
Franklin Resources / Fiducary Trust Aquisition	All industries	16 Aug 2000	Bob Smith
Alliance Capital's Aquisition of Sanford Berrstein	All industries	16 Aug 2000	Bob Smith

Yellow color combination

Color - yellow
#F7E7C8
R: 247 G: 231 B: 200

Yellow color combination

Color - light yellow
#F9F2E3
R: 249 G: 242 B: 227

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Download center

Here you can download everything you might need to build a Web site with the new standards. These files should be used in accordance with the standards described in detail throughout this tool. These are grouped into categories depending on page types.

Files are in XSL so the styles are already embedded in the code. Please look at the XML Best Practices on the [Software Engineering](#) Web site.

Each template includes all of the elements needed to build a page, such as example XSL, example XML, cascading style sheets, and images in zip format.

To use a template:

1. Download the XSL template here in the Download Center.
2. Read the 'Read Me' file.
3. Create your XML files. Here is an example.
4. Save your XML files in a directory.
5. Go into the HTML file and put the directory location in the places indicated. The files are commented to help you use them.

Top bar template



[topbar.template.zip \(size k\)](#)

Navigation elements

1 Level of navigation



[1 level of navigation.zip \(size k\)](#)

2-3 Levels of navigation



[2-3 levels of navigation.zip \(size k\)](#)

4 Levels of navigation



[4 levels of navigation.zip \(size k\)](#)

Functionality & links



[collapsible.nav.bar.zip \(size k\)](#)



[uncollapsible.nav.bar.zip \(size k\)](#)

Content elements

Business unit home page



[Business unit homepage.zip \(size k\)](#)

Forms



[Forms.zip \(size k\)](#)

Tables & lists



[Tables & lists.zip \(size k\)](#)

Show details



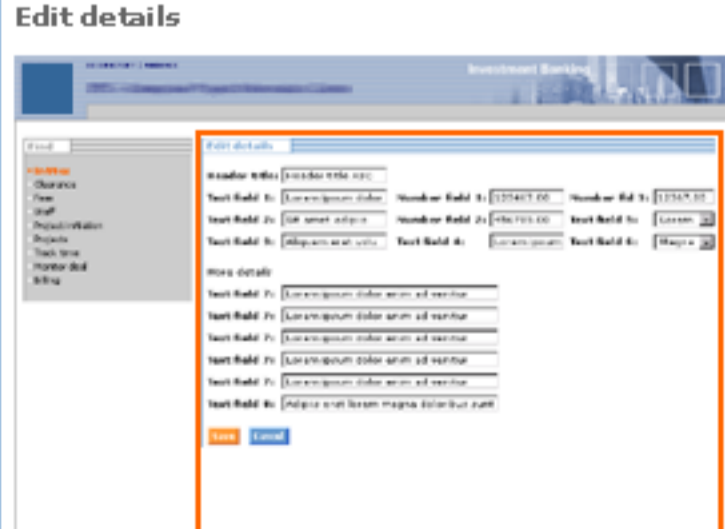
[Show details.zip \(size k\)](#)

Edit details



[Edit details.zip \(size k\)](#)

Multiple step process



[Multiple step process.zip \(size k\)](#)