WW PSG Web site Graphic Guidelines

The WW PSG Web site graphic guidelines address layout & graphic issues for the PSG Web site. Referring to these guidelines when creating or revising content on the PSG Web site will ensure that we present one image and one voice to our customers.

A few quick points:

- *Do not* substitute any of the design elements.
- Keep it simple.
- All brands and departments must follow the graphic guidelines.

Please direct any questions or requests regarding these guidelines to the Internet Project Office*.

1) Copy

Web copy should be simple, informative and to the point. Usability studies continually reveal Web users' disdain for overly hyped language. The copy should give users enough information to take the next step—buy, consider, read on, want more, sign up, etc.

General Web writing tips:

- Present one idea per paragraph—divide large paragraphs into smaller "chunks" of information.
- Use bulleted lists.
- Highlight keywords to facilitate scanning—use bold or italics, *do not* use all caps or underlining.
- Link the most relevant terms in the copy—*do not* use "click here" to introduce a link and *do not* link entire sentences.
- Use familiar terms instead of technical jargon.
- Minimize (or better yet, eliminate) the use of overly hyped language.

Headers, taglines and HTML links (see visual guides for more detailed information)

- Use sentence-style capitalization—capitalize the first letter of the first word or phrase.
- Capitalize proper nouns accordingly (IntelliStation, ThinkPad, Intel, etc.).
- Do not use all caps.
- Use phrases, not full sentences.
- Include headers at the top left of all pages.
  - ✓ Headers - Font: Times New Roman, Size: 6, Color: dark blue #003399
- Include marketing taglines directly under the header
  - ✓ Taglines - Font: Arial/Helv bold, Size: 3, Color: black #000000

Footnotes

"Footnotes" and other "Legal information" are to be referred to as "Important product and legal information" at the bottom of each page.

Footnotes will:

- Appear in a pop-up window.
    - ✓ Each brand will have a pop-up window.
    - ✓ Each visual tour will have a pop-up window.
- Disappear when users re-click on the main window.
- Contain a title and a small blue IBM logo atop the window (the small IBM logo is available at: http://wwwtest.pc.ibm.com/ww/images/ibm/generic/logos/ibm_blu_sm.gif)
    - ✓ The title will be the brand name (for brand windows).
    - ✓ The title will be a series name (for visual tour windows).
    - ✓ All titles will be HTML Font: Arial/Helv, Size: 3, Color: black
    - ✓ All footnotes and/or legal information will be HTML absolute size 1 (10 point/size 8 in NOF).
    - ✓ Each number on a page will anchor link directly to the corresponding footnote within the pop-up window.
- Pages linking to the legal information page will have an HTML link at the bottom of the page.
    - ✓ It will read "Important product and legal information".
    - ✓ HTML Font: Arial/Helv, absolute size 1 (10 point/size 8 in NOF), blue & underlined (default HTML link)

Code for pop-up footnotes:

```
function Popup(u) {
n="POPUP";w=300;h=200;l=100;t=100;
((b=="IE")||(b=="NS")) ? parseInt(v) : v=0;
if ((b=="IE")||(v==2)) {
l=50;
t=50;
}
o =
"width="+w+",height="+h+",resizable=1,status=0,left="+l+",top="+t+",menubar=0,scrollbars=1,toolbar=0,location=0,directories=0";
if ((b=="IE")||(v==2)) {
window.open(u,n,o)
} else {
w1=window.open(u,n,o);
w1.focus();
```

2) Layout

The Web site has been carefully designed with a flexible structure that maintains a simple, consistent use of type, photography, icons and HTML text. Layout diagrams with all sizing, placements and colors are provided in the visual guidelines. Contact the Internet Project Office* for a copy of the visual guidelines.

- Page layouts are "flush left." Do not center headers, images, or copy.
- Each page must be no larger than 54K.

3) Grid

The PSG site is based on a three-column grid, which is designed to accommodate information in a logical, user-friendly format.

- Each column is 150 pixels wide.
  - ✓ Text & images actually take up only 142 pixels of space
  - ✓ Each column should have a gutter of 8 pixels on its left side
- Headlines can span all 3 columns.
- Body copy can span 2 or 3 columns, depending on the amount of information.
- Images can span 1 or 2 columns (please keep image sizes as small as possible).

4) Above the fold

"Above the fold" refers to the area of a Web page that a user can see without scrolling. **ibm.com** has established a viewable area of 800 x 600 pixels (high x wide) as "above the fold." All important messages and information should fit within this dimension. Anything below this point should be secondary material.

5) External logos

Corporate logos (Intel Inside, Netscape, Microsoft Explorer, etc.) have strict usage guidelines. These guidelines are not covered in this document, but can be obtained from the Internet Project Office*****.

When using external logos:

- Please link to logos used by the IPO *****.
- Please DO NOT add logos or update logos on the site.

6) Universal navigation

The Universal navigation is the blue, black & light blue bars (the masthead, at the top of every page), and the black footer (at the bottom or bottom left of every page). Masthead navigation buttons are in compliance with corporate design guidelines and can never be altered. The navigation on the left side can be customized, but only if it is approved by the Internet Project Office *. General total size of all top navigation graphics is 7K.

7) Photography/Images

All images must be optimized using the 216 Web Safe Color Palette. Product shots should be simple, yet powerful with no extra backgrounds or graphics that are not in line with the IBM advertising image. *All images should complement the content on the page.*

- Images should be silhouetted (on white background with subtle shadow).
  - ✓ If this is not possible, use a rectangular image.
- Images should be photographs (no illustrations or cartoons).
- Image sizes should have a width of 142 or 292 pixels.
  - ✓ 440 pixels can be used if there are no other options.
- Format of images should be GIF (JPG are acceptable, when the IPO views it to be neccessary).

NOTE: Product images on category, brand & how to buy pages are box images. Also, in order to keep them manageable, all images must live within their own main images directory. Please contact the Internet Project Office* for more details.

8) Fonts/Typefaces

Refer to the following list to determine the correct fonts/typefaces for a specific situation:

- IBM Bodoni BE Light - graphic headers
- Officina Sans Book - text in graphics
- Helvetica Light - text in graphics
- Helvetica Black - text in graphics
- Arial & Helvetica - sub-headers, navigational elements, HTML text
- Times New Roman - HTML header text only

Please refer to the "visual guidelines" for appropriate sizes and font usage.

9) IBM PSG colors

When dealing with the Web environment, always remember to use colors from the 216 Web Safe Color Palette (available from the IPO upon request).

Color	RGB	Hex #	Example use
Pale blue	200, 216, 248	C8D8F8	Search bar
Bright blue	153, 204, 255	99CCFF	
Blue	000, 051, 204	0033CC	Masthead & side nav
Midnight blue	051, 102, 153	339966	
Dark Blue	000, 051, 153	003399	HTML headers
Golden yellow	255, 204, 051	FFCC33	new, new models, graphics
White	255, 255, 255	FFFFFF	
Pale grey	204, 204, 204	CCCCCC	
Grey	153, 153, 153	999999	
Dark grey	102, 102, 102	666666	
Black	000, 000, 000	000000	text, titles & sections

Please refer to the "visual guidelines" for the uses for each.

10) Promo space/Animated event

The promo space is the box that appears in the bottom left side navigation bar. This space can be used for a variety of promotions, news bulletins, hot product information, etc. The area should be thought of as a billboard (**not** for additional navigation). The size or position can never change.

Prom boxes:

- Dimensions must be 140 x 85 for entire promo box, including white space and black frame
    - ✓ 138 x 83 pixels - white space (inside black line)
    - ✓ 1 pixel - black line, RGB: 0, 0, 0
- File size can be no larger than **18K**.
- Should be saved in GIF format.
- Can be animated (suggest 10-frames max).
- Always link to one launch module, or one URL page.
- Always follow font & color usage guidelines (refer to sections 8 & 9)

Please refer to the "visual guidelines" for more details.

11) Multimedia usage (i.e. Flash)

Use of multimedia - Flash - should be used sparingly and mainly for what it is - an attention grabber.

Flash movies:

- Have the non-Flash version load for users who cannot view Flash, for smaller items (such as headers and promo boxes).
- For larger items (such as a launch module or visual tour), have the non-Flash option available as well as the option to download the Flash plugin - ask "would you like the non-Flash version, or would you like to download Flash?".
- Have the "download Flash" button present for users.
- Must start motion within 5 seconds on opening page.
- Always stop motion after first run through, on items embedded in the whitespace.
- Do not have sound for items within the whitespace.

Please refer to the "visual guidelines" for more details.

Specific guidelines:

- Any multimedia sitelet or movie (excluding promo boxes) must be approved by the art director before implementation.

12) White space

A limited amount of white space navigation can be incorporated with approval from the Internet Project Office*. The appropriate graphics must be used for buttons and type.

Final artwork has been developed for these areas:

- Small blue arrow graphic for HTML links (absolute size 1)
    - ✓ Used for secondary navigation (and anchor links)
    - ✓ Place in first or last column
    - ✓ May run last 2 columns only if & when needed
- Large blue arrow graphics for HTML links (absolute size 2)
    - ✓ Used in visual tours as internal secondary navigation and in other sitelets with internal secondary navigation
    - ✓ Used in DM/extranets/affinity sites to link to main functional areas (ex: Shop/Buy Now/Send/etc.)
- Blue bar button graphic—task links
    - ✓ Must lead to a user task (e.g.: registering, comparing, finding, etc.)
    - ✓ Can only have 1 or 2 lines of text
        - always 143 pixels wide
        - can be either 24 or 36 pixels tall
    - ✓ Only 6 buttons to a page (only 3 buttons with two lines of text)

Please contact the Internet Project Office***** for approved artwork.

Content

White space content should be informative, clear & concise. Text should be as follows:

- Headers: Font: Times New Roman, Size: 6, Color: dark blue #003399.
- Taglines (under headers): Font: Arial/Helv., Size 3, bold, Color: black #000000.
- Sub-headers (within body copy): Font: Arial/Helv, Size: 2, bold, Color: black #000000.
- Body Copy: Font: Arial/Helv, Size: 2, Color: black #000000.

Animated gifs should not be within the white space.

Page Layout

White space content should be clean & concise. Please refer to the visual guidelines for sample white space pages.

13) Product (Visual) Tours

A product tour is a visual description of the features of the product, showcasing all highlights of a product. They need to be low bandwidth for worldwide usage.

General

- All content must be translateable.
- Can contain diagrams of tangible features of the machine, preferably inside as well as out.
- Content to include major features such as processors, graphics capabilities, and other visual features (NOT intangible marketing or support information)
- Can contain up to 6 sections (recommend 4 sections).
- Have visual images (for each section/page) depicting the specific areas and functions of the series (please keep image size low).
  - ✓ The image will contain call outs identifying the items and their highlights.
  - ✓ Animations are to have value-added functionality, such as showing how a machine comes apart for easy installation.
- Footnotes & legal information should be superscript HTML linking to a separate page or window.
- Entire tour must load and be active within 5 seconds of opening the page.
- No additional links outside of tour.
- Life expectancy: should exist as long as the product does.

Location/navigation

- Links from the feature page of a product or model series.
- Each tour page should include navigation to the rest of the tour (ideally, tours should not have to be linear).
- All navigation must be intuitive.

Tours should always be created as worldwide, to be geographied later.

Specific guidelines

- There are two basic forms for the visual tours:
  - ✓ Flash form - self-contained, pop-up 600 x 420, with content in up to 4 basic scenes, plus intro & closing sequences, with multimedia & interactive capabilities.
  - ✓ Framed form (i.e. non-Flash back-up form) - self-contained, pop-up 600 x 420, with content in up to 4 basic sections, with javascript roll-overs.
- Flash tours must use the Framed tours as a back-up.
- Framed tours can stand on their own.

14) Direct marketing pages

These are general guidelines. Each DM sitelet is considered and built, based on its content.

The main DM page will:

- Visually match its specific DM campaign (be it TV, radio, etc.)
- Contain all main links to DM product specific information:
  - ✓ Main brand page & related IBM pages
  - ✓ Module pages (with disclosure of page sizes, if over 54K)
- Have no other site navigation
- Use the "no navigation" masthead & long footer
- Be no larger than 54K

The marketing module will:

- Contain product specific information related to:
  - ✓ Promotions
  - ✓ How to buy
  - ✓ Business shows
  - ✓ Related articles, and
  - ✓ Other DM product-specific information
  - ✓ **It will *not* include visual tours, detailed specs or any other information that already exists or have places within the IBM site.**
- Link directly off the main DM page *only*
- Be no more than 5 pages total
- Open within a new browser window of 600 x 400 pixels (no scrolling)
- Be self-contained (have internal navigation to all module pages)
  - ✓ Links, within module, to outside IBM pages will manipulate the original browser window
  - ✓ Links, within module, to external non-IBM pages, will open a new browser window (same size as original window)
- Contain special technology/coding (e.g.: Shockwave, CGI, etc.)
- Module size to be determined after experimentation period

Specific guidelines

- Any sub-navigation must be user-friendly and intuitive.
- Flexibility is provided for the brand to be able to develop an appropriate marketing message.

NOTE: Exceptions to any of these guidelines need to be reviewed & approved by the Internet Project Office & the PSG Web site Art Director.

15) Launch Modules

Launch modules are self-contained modules (of product information, graphics and/or animation and roll-overs) associated with a specific series of a brand. They are launched (in a new browser window) from a promo box appearing mainly on the brand home page.

Structure

- Flexible structure that can be developed according to the brand/product marketing strategy (within the general guidelines: fonts, colors, etc.)
- No more then 5 pages total
- Life expectancy: promotional life span (1-3 months)

Location/navigation

- A module should launch from the ad promo box in the blue navigation bar of its specific brand into a pop-up window no larger than 600 x 400 pixels.
- Module should have internal navigation to the other pages within the module. Links from the module can show in the original browser window but should not affect the pop-up window. Links to pages, other than IBM pages; need to open within a new browser window & not within the original browser window (to keep IBM access present for users).
- Any sub-navigation must be user-friendly and intuitive.

Specific guidelines

- Flexibility is provided for the brand to be able to develop an appropriate marketing message.
- General design must be approved by the art director, (before production begins, and final sign-off after) this includes all images, navigation, etc.
- Low-bandwidth versions must be developed first to accommodate all geos.

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* If there are any questions about these guidelines, please contact:

- **Sonal Starr, the PSG WW Web site Art Director, at 919-517-2826.**
- **Vanessa Henry Chivens, at 919-517-0175.**
- **Or, Apryl Lamb, within the Internet Project Office, at 919-517-2875.**