

Page format

- "Universal" Masthead
- Side Navigation
- Content Window
- Standard Footer

"Universal" Masthead

Common identifier and site-wide menu selection to be used across entire ibm.com site.

Side navigation

Standard left-hand menu bar for "local" category navigation, e.g. within a product, family or brand.

Elements:

- Product Category
- Brand/family name
- Standard brand menu
- Country/phone #s

Standard Footer

Additional required links ensure legal and policy coverage for all IBM Web pages.

Elements:

- Privacy
- Legal
- Contact

Content Window

"Body" area for local content and applications. See detailed guidelines on page layouts and application interfaces.

The screenshot shows the IBM PC 300 PL product page. The masthead at the top includes the IBM logo, navigation links (Home, News, Products, Services, Solutions, About IBM), and utility links (ShopIBM, Support, Download). A search bar is located below the masthead. The left-hand side navigation menu is highlighted in blue and contains links for Business PCs, IBM PC, Overview, How to buy, Support, News, Software, Accessories and upgrades, and a footer with Privacy, Legal, and Contact links. The main content area features the product title 'PC 300 PL', a promotional message 'Hot technology at a great price!', a description, a product image, and a comparison chart. The comparison chart has three columns for different configurations and rows for Processor, Memory, Video Memory, and Estimated Reseller Price. The footer of the page contains the Privacy, Legal, and Contact links.

	00G220U	279024R	750249U
Est. Reseller Price	\$1,799.94	\$999	\$1,099
	Buy now	Buy now	Buy now
Processor	AMD 198-205 with 3DNow!™ technology	AMD 198-207 with 3DNow!™ technology	AMD 198-209 with 3DNow!™ technology
Memory	32MB 100MHz maximum 256	48MB 100MHz maximum 256	64MB 100MHz maximum 256
Video Memory	2MB 100MHz	4MB 100MHz	4MB 100MHz
Est. Reseller Price	\$1,799.94	\$999	\$1,099

Side navigation for product brands

All product-related pages (including marketing, commerce, promotions and support) should carry a compliant left side navigation bar, containing a standard set of links determined by the product Web team.



Product Category

Top-level product category, as listed on [ibm.com/products](#) and/or ShopIBM; also serves as a link back to the main product category page. All product brand pages must use one of the approved category names:

- Accessories, upgrades and monitors
- Business PCs
- Home/Home Office
- Microelectronics
- Networking
- Notebooks and PC companions
- Parts (ShopIBM only)
- Printing systems
- Software
- Storage
- Thin Clients

Brand/ family Name

Trademarked IBM product name, or family of related products.

Standard Brand Navigation

Required elements:

- Overview:** Primary "hub" page for each product brand, should contain complete links to all relevant content, including pathways to detailed product information, access to country-specific info, and appropriate marketing overview material.
- How to buy:** A Standard-format page describing purchase options for each product brand, including all direct, reseller, Business Partner purchase options, both online and "offline" (ie, phone/fax/mail). See Detailed guidelines.
- Support:** Single point entry to all publicity available tech support information for each product brand, with points of entry as appropriate to entire tech support. Includes links to IGeTS Knowledge Base content.

Optional elements:

Each brand may add up to 7 additional menu choices, as required.

Recommended wording, in order of preference:

Downloads | News | Accessories and upgrades | Services | Solutions | Library

Product Country Chooser Page - general layout (level B)

The screenshot shows the IBM PC product country chooser page. The page has a blue header with the IBM logo and navigation links: Home, News, Products, Services, Solutions, About IBM. On the right side of the header are icons for ShopIBM, Support, and Download. Below the header is a search bar with a 'Go' button. The main content area is divided into a left blue navigation bar and a main content area. The navigation bar contains links for PC Products, Accessories, upgrades and monitors, Aptiva, IBM PC, IntelliStation, Netfinity, Network Station, ThinkPad, and WorkPad. Below the navigation bar is a 'Worldwide' section with a dropdown menu set to 'United States' and a 'Go' button. The main content area features the 'IBM PC' header, the tagline 'Invest wisely', a small image of an IBM PC 300, and a paragraph of marketing text. Below the text is a pull-down menu for selecting a country, currently set to 'United States', with a 'Go' button. Red annotations with arrows point to various elements: 'Header: Times New Roman, size 6, color 003399' points to the 'IBM PC' text; 'Tagline: Arial/Helv., size 3, bold, black' points to 'Invest wisely'; 'Marketing text: Arial/Helv., size 2, black' points to the paragraph about the IBM PC 300; 'Image box' points to the image of the IBM PC 300; and 'Pull-down "choose a country" box' points to the country selection dropdown.

IBM

Home | News | Products | Services | Solutions | About IBM

ShopIBM Support Download

Search Go

PC Products

[Accessories, upgrades and monitors](#)

[Aptiva](#)

IBM PC

[IntelliStation](#)

[Netfinity](#)

[Network Station](#)

[ThinkPad](#)

[WorkPad](#)

Worldwide

United States

IBM PC Header: Times New Roman, size 6, color 003399

Invest wisely Tagline: Arial/Helv., size 3, bold, black

Marketing text: Arial/Helv., size 2, black

The IBM PC 300 offers today's most sophisticated, and cost-effective, industry-standard technologies.

Choose your country from the drop down box below:

United States Pull-down "choose a country" box

NOTE:

- 1.) Product country chooser pages have brand country chooser navigation in the left blue nav bar.
 - Brand countr chooser navigation at top.
 - WW PSG link at bottom.
- 2.) Product country chooser pages must use layout shown here (information runs across all 3 columns).
 - Any exception to this layout must first be reviewed by the IPO.

Privacy | Legal | Contact

Country Home Page - general layout (level A)

The screenshot shows the IBM United States Country Home Page. The top navigation bar includes the IBM logo, "United States", and links for "Home", "News", "Products", "Services", "Solutions", and "About IBM". On the right, there are icons for "Shop IBM", "Support", and "Download". A search bar is located below the navigation bar.

The main content area features a "Welcome" header, followed by introductory text and "Hot News" links. A "Cash Back" section is highlighted with a blue background and includes an image of a \$100 bill. Below this is a "New Model! ThinkPad 570" section with an image of the laptop and marketing text. On the right side, there are two circular icons: "Small Business Solutions" and "Direct delivery to your PC!".

The left sidebar contains a vertical navigation menu with links for "Accessories", "Business PCs", "Home/Home office", "Notebooks and PC companions", "Servers", "Software", "Thin clients", "Assistant Year 2000", and "Worldwide". The "Worldwide" section includes a link for "United States" and a phone number "1.888.411.1WEB".




Annotations in red text point to various elements: "Header" points to the "Welcome" text; "Introductory text & 'Hot News' links" points to the text and the "Hot News" section; "Marketing sections (upto 3)" points to the "Cash Back" and "New Model! ThinkPad 570" sections; "Marketing text" points to the text in the "New Model! ThinkPad 570" section; "image box" points to the ThinkPad laptop image; "Global sitelet icons" points to the "Small Business Solutions" and "Direct delivery to your PC!" icons.

NOTE:

- 1.) Country Home pages have category navigation in the left blue nav bar.
 - Cross category navigation at top.
 - Geo specific navigation in the middle.
 - WWPSG link at bottom (followed by country number and promo box).
- 2.) Country Home pages must use layout shown here (2/1 column layout).
 - Any exception to this layout must first be reviewed by the IPO.
- 3.) All information and links on Country Home pages are GEO specific.



Category Page - general layout (level A)

The screenshot shows the IBM website's category page for 'Notebooks and PC companions'. The page is divided into three main columns. The left column is a blue navigation bar containing 'More Products' (with links to Accessories, Business PCs, Home/Home office, Servers, Thin clients, Assistant, and Year 2000), 'Worldwide' (with a link to United States and phone number 1.888.411.1WEB), and a Netfinity logo. The middle column features the category title 'Notebooks and PC companions' and two product sections: 'ThinkPad' (with an image of a laptop and text describing its features) and 'WorkPad' (with an image of a handheld device and text describing its connectivity). The right column contains a 'Ways to Buy' box with 'Buy from an online dealer' and 'Buy online from IBM' options. At the bottom, there are three circular icons: 'Direct delivery to your PC!', 'Healthy Computing', and 'Small Business Solutions'. A 'NOTE:' section at the bottom provides guidelines for category page layout.

IBM United States   
Home | News | Products | Services | Solutions | About IBM ShopIBM Support Download

Search

Notebooks and PC companions

Ways to Buy
 Buy from an online dealer
 Buy online from IBM

ThinkPad
Eye-catching, big, bright displays. Loads of processing power and storage space. Ultrathin, lightweight sizes. These are just some of the reasons why the ThinkPad family of notebooks has won hundreds of industry awards.

WorkPad
The IBM WorkPad PC Companions give you quick and easy access to the essential information you need from your PC and your corporate network.

Direct delivery to your PC! **Healthy Computing** **Small Business Solutions**

NOTE:

- 1.) Category pages have category navigation in the left blue nav bar.
 - Cross category navigation at top.
 - Geo specific navigation in the middle (eg: Assistant & Year 2000 for US).
 - WWPSG link at bottom (followed by country number and promo box).
- 2.) Category pages must use layout shown here (info runs across all 3 columns).
 - Any exception to this layout must first be reviewed by the IPO.

Privacy | Legal | Contact

Brand Page - general layout (level A)

The image shows a screenshot of the IBM ThinkPad brand page with various annotations. The page layout includes a top navigation bar with the IBM logo, 'United States', and links for 'Home', 'News', 'Products', 'Services', 'Solutions', and 'About IBM'. On the right of the top bar are icons for 'Shop IBM', 'Support', and 'Download'. Below this is a search bar with a 'Go' button and two icons labeled 'Ways to buy' and 'Intel Icon'. The main content area features a large 'ThinkPad' header with the tagline 'A better place to Think.' To the right of the header are 'Ways to Buy' options (Buy from an online dealer, Buy online from IBM) and an 'intel inside pentium® II' logo. The page is divided into three main sections: 'Ultraportable', 'Home Office and Personal Computing', and 'Assistant & Year 2000'. The 'Ultraportable' section highlights the 'ThinkPad 570' and 'ThinkPad 560' models, each with an image box and a 'Visual Tour' link. The 'Home Office and Personal Computing' section features the 'ThinkPad i Series' with a laptop image and a 'Visual Tour' link. At the bottom, there are 'Task buttons' for 'Find a dealer' and 'Recommend a System', and 'HTML links' for 'What's New' (ThinkPad 570 WebCast, Government Solutions) and 'ThinkPad 570 Reviews' (PC Magazine Review, Business Week). A left-hand navigation bar contains links for 'Notebooks and PC Companions', 'Overview', 'How to buy', 'Support', 'News & Awards', 'Accessories & upgrades', 'Library', 'Software', 'Mobile resource center', 'Spec sheets', 'Assistant', and 'Year 2000'. A 'Worldwide' section at the bottom left shows 'United States' and the phone number '1.888.411.1WEB'.

IBM United States

Home | News | Products | Services | Solutions | About IBM Shop IBM Support Download

Search "Ways to buy" icon Intel Icon

ThinkPad Header
A better place to Think. Tagline or sub-header

Section header Ways to Buy
Buy from an online dealer Buy online from IBM
intel inside pentium® II

Ultraportable

ThinkPad 570
The next generation of the ultraportable
Visual Tour
New image box

ThinkPad 560
Ultraportable without compromise
Visual Tour

Home Office and Personal Computing

ThinkPad i Series Buy direct icon / Buy indirect icon
Ingenious notebooks for mobile individuals Brand name
Visual Tour Marketing text

Find a dealer **What's New:** **ThinkPad 570 Reviews:**

Recommend a System ▶ [ThinkPad 570 WebCast](#) ▶ [PC Magazine Review](#)
▶ [Government Solutions](#) ▶ [Business Week](#)

Task buttons HTML links

NOTE:

- 1.) Brand pages have brand navigation in the left blue nav bar.
 - Brand specific navigation at top.
 - Geo specific navigation in the middle (eg: Assistant & Year 2000 for US).
 - WW PSG link at bottom (followed by country number and promo box).
- 2.) Brand pages must use layout shown here (info runs across all 3 columns).
 - Any exception to this layout must first be reviewed by the IPO.

Worldwide

United States
1.888.411.1WEB

[Business PCs](#)

IBM PC

- [Overview](#)
- [How to buy](#)
- [Support](#)
- [News & Awards](#)
- [Accessories](#)
& upgrades
- [Library](#)
- [Software](#)
- [Solutions](#)
- [Total Cost](#)
of Ownership

Worldwide

United States
1.888.411.1WEB

**THE TOOLS
MATTER.**

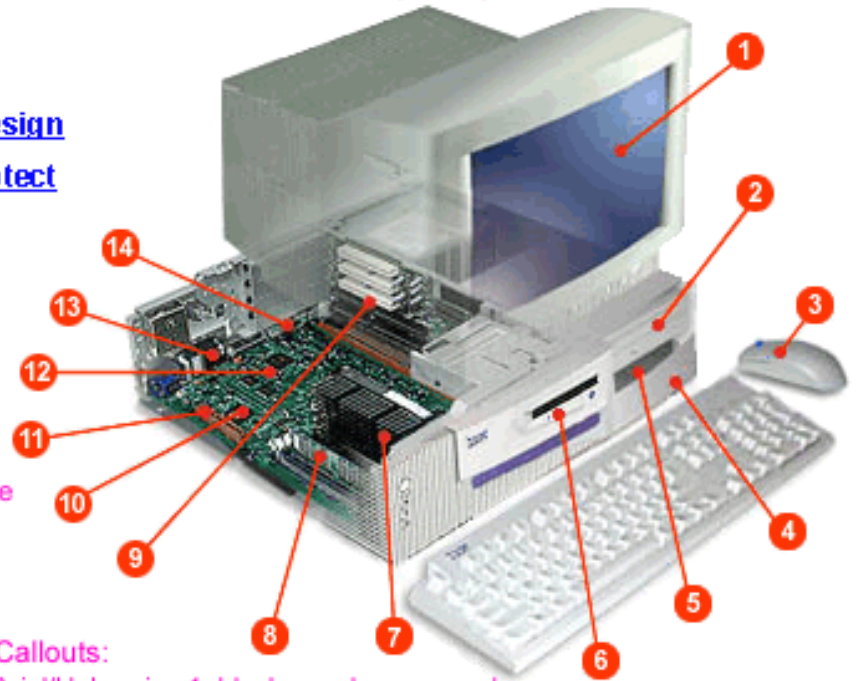
IBM PC 300PL

Highlights

Header: Times New Roman, size 6, color 003399
VT Subheader (ONLY): TNR, size 5, color 000000

- ▶ [Highlights](#)
- ▶ [Functional Design](#)
- ▶ [Manage & Protect](#)
- ▶ [Performance](#)

VT Navigation Items:
Arial/Helv., size 2, bold...
Present pg link - black, no underline
Other pg links - blue & underlined



Callouts:
Arial/Helv., size 1, black, numbers are red

- | | |
|--|---|
| <ul style="list-style-type: none"> 1 - Monitor optional (4) 2 - 32X max or 40X max CD-ROM (6) optional 3 - ScrollPoint mouse 4 - Up to 20.4GB (2) hard drive (3) 5 - Extra bay 6 - Floppy drive 7 - Up to 550MHz (1) Pentium® III processor 8 - 3 DIMM slots, maximum 768MB 9 - 2 PCI slots, 1 shared PCI/ISA, 1 ISA slot | <ul style="list-style-type: none"> 10 - S3 Trio3D AGP graphics with 4MB memory 11 - AGP 2X connector standard. Models also available with choice of SR9 AGP 2X adapter with S3 Savage4 graphics card or Matrox Millennium G200 AGP 2X adapter 12 - 512KB cache 13 - Integrated 10/100 Ethernet 14 - Integrated audio |
|--|---|

Network Optimized Power and Enhanced Manageability

- Choice of graphics: S3 Trio3D AGP, upgrade to AGP 2X Matrox Millennium G200 adapter with 8MB memory standard, 16MB maximum, or the latest SR9 AGP 2X adapter with S3 Savage4 graphics card
- Integrated 10/100 Ethernet with Wake on LAN means you're ready to plug into your network and go
- Loaded with useful software; Lotus SmartSuite license(5), Norton AntiVirus (OEM version), and many others.

Search: GoSeries: Go[Servers](#)**Netfinity**[Overview](#)[How to buy](#)[Support](#)[Software](#)[Accessories and upgrades](#)[Services](#)[HW/SW compatibility](#)[Alliances](#)**Worldwide**[United States](#)

1.888.411.1WEB

click here
for more
information
a bundle

[Privacy](#) | [Legal](#) | [Contact](#)

Netfinity Solutions ①

**Awards:**

- ③ [COMDEX Best of Show 98': Netfinity 5600](#) ④
- ▶ [PC Computing 1998 Award](#)

⑤ [Register your IBM product](#)

⑨ Introducing the Netfinity Solutions for blah, blah, blah, blah, blah, blah, blah, blah, blah, blah.

⑥ Design Blueprint for the Future

Blah, blah, blah, blah, blah, blah, blah, blah, blah, blah, blah, blah, blah, blah, blah, [blah, blah, blah.](#)

⑦ Data Mining/Data Warehousing

Blah, blah, blah, blah, blah, blah, blah, blah, blah, blah, blah, blah, blah, blah, blah, blah.

- ⑧ • Blah blahblah for blah blahs
- [Blahd blahi blah](#)

General 1-2 column page guidelines (lower level pages):

- ① **Header** - HTML, Times New Roman, size 6, color blue #003399
- ② **Images** - 140 pixels wide total (w/5 pixels space around image)
- ③ **Links Section & Arrow** - graphics (eg. 'Awards' & '>')
- ④ **HTML Links** - HTML, Arial/Helv., size 1, underlined, color blue
- ⑤ **Task Buttons** - graphics (143 x 24 pixels)
- ⑥ **Sections** - Arial/Helv., size 3, Bold, Black
- ⑦ **Sub-sections** - Arial/Helv., size 2, Bold, Black
- ⑧ **Body Copy/Bulleted Items *** - Arial/Helv., size 2, Black
- ⑨ **Marketing Text (if applicable)** - Arial/Helv., size 3, Black

* *Links* - same as stated, but Blue & Underlined



Search: Go

[Home PCs](#)

Aptiva

[Overview](#)

[How to buy](#)

[Support](#)

[News](#)

[Accessories and upgrades](#)

[Owner Privileges](#)

[Home Computing](#)

United States
1.888.411.1WEB

click here
for more
information
a bundle

[Privacy](#) | [Legal](#) | [Contact](#)

Series: Go

IBM Aptiva Software ①

Instant Productivity! Great Software for your home, dorm or home office. ③

Great software comes with your Aptiva, like ④ WordPro - the ideal word processing package. See the comparison chart below.



Aptiva software ⑤

Product	Aptiva E Software	Aptiva S Software	Software Only
Product Number	UR24306M	UR54989N	SW78031P
Average Price	\$ 12,976 Buy Now	\$ 13,525 Buy Now	\$ 399 Buy Now ⑦
Ram required	8 RAM	8 RAM	4RAM

General chart page guidelines (lower level pages):

- ① **Header** - Times New Roman, size 6, Blue Color # 003399
- ② **Images** - 140 pixels wide total (w/5 pixels space around image)
- ③ **Sections** - Arial/Helv., size 3, Bold, Black
- ④ **Body Copy**- Arial/Helv., size 2, Black
- ⑤ **Chart Identifier Bar** - 440 x 20 pixels, color blue #003399
- **Chart Identifier Text** - HTML, Arial, size 2, bold, color white
- ⑥ **Chart** - no wider than 440 pixels total
- ⑦ **Chart Task Buttons** - "Buy Now" graphic (80 x 24 pixels)



Search: Go

Series: Go

[Servers](#)

Netfinity

[Overview](#)

[How to buy](#)

[Support](#)

[Software](#)

[Accessories and upgrades](#)

[Services](#)

[HW/SW compatibility](#)

[Alliances](#)

[TechConnect](#)

[Certification](#)

1.800.426.4968
United States

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Server Solutions Netfinity[®]

Design Blueprint for the Future

- [Netfinity X-architecture](#)

② Applications

- [Database Server](#)
- [File/Print Server](#)
- [e-business](#)

③ e-Commerce, Web hosting

- [Business Intelligence](#)

Data Mining/Data Warehousing

- [Enterprise Resource Planning \(ERP\)](#)

Manageability and Scalability

- [Systems Management](#)
- ④ • [Clustering](#)

Netfinity and Its Partners

- [Success Stories](#)
- [Alliances](#)

General linking page guidelines: (lower level pages)

- ① **Headers** - HTML, Times New Roman, size 6, color blue #003399
- ② **Sections** - Helv., bold, size 3, black
- ③ **Sub-sections** - Helv., bold, size 2, black
- ④ **Links** - Helv., size 2, blue & underlined



Search: Go

PC 300PL Processors

Part #	Processor ²	Memory (Std/Max/Type)	HD/HD Type ¹	CD-ROM Speed	O/S	Form Factor Slots / Bays
686229U	Pentium II/ 350MHz	32MB/ 384MB/SDRAM	4.2GB / (Ultra ATA with S.M.A.R.T.)	Optional	Microsoft Windows 98	Desktop (4x4)
686252U	Pentium II/ 450MHz	64MB/ 384MB/SDRAM	6.4GB / (Ultra ATA with S.M.A.R.T.)	32X maximum/14X minimum	Microsoft Windows NT	Desktop (4x4)
689247U	Pentium II/ 450MHz	64MB/ 384MB/SDRAM ECC	6.4GB / (Ultra ATA with S.M.A.R.T.)	32X maximum/14X minimum	Microsoft Windows NT	Mini tower (6x6)

[Privacy](#)

[Legal](#)

[Contact](#)

Wide Page Template

This template is for any lower level wide pages, with no left blue navigation bar. * **PLEASE** check with the IPO Office before using this template on any pages.



Search: Go

[Accessories,
upgrades & monitors](#)

[Business PCs](#)

[Home/Home office](#)

[Notebooks and PC
companions](#)

[Thin clients](#)

[Worldwide](#)

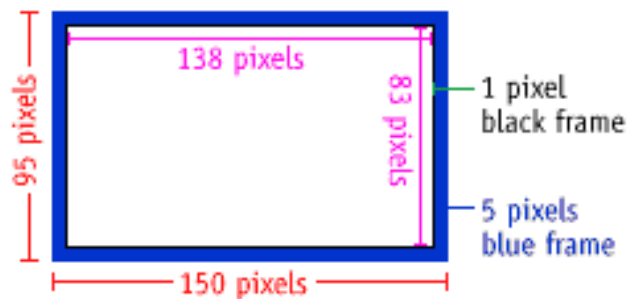
United States
1.888.411.1WEB

[Privacy](#) | [Legal](#) | [Contact](#)

Generic Side Navigation Template

This side nav can be used for generic, cross-brand, or top level PSG pages.

* **Please** check with the IPO Office before placing this nav bar on any pages.



Animated Event Box:

- save as a GIF.
- size (dimensions) must be 150 x 95.
- live on a page, at bottom of the left blue navigation bar.
- can be animated (suggest 10 frames max).
- can be no larger than 18K.
- always links to one launch module, or one URL page.
- always follows font & color usage guidelines (see "general guides").
 - black inner frame is 1 pixel thick.
 - blue outer frame is 5 pixels thick, color is R: 0, G: 51, B: 204.

For more info please contact Sonal Starr 919-517-2826.