

## General Guidelines

Please follow WW Net Objects Fusion Master template pages when possible.

### Masthead

- All pages MUST use the Corporate Masthead, and all navigation within it.
- Countries not having "Search" can use a "Product Index" link.
  - HTML: Arial/Helv., size 3, bold & underlined.
  - Centered above left blue nav bar: 30 pixels in from left, 8 pixels down from top of Search bar.
  - Link to a page listing and linking to all PSG products.
- For Global pages the "Product Index" page should link to the WW Brand pages (see example below).



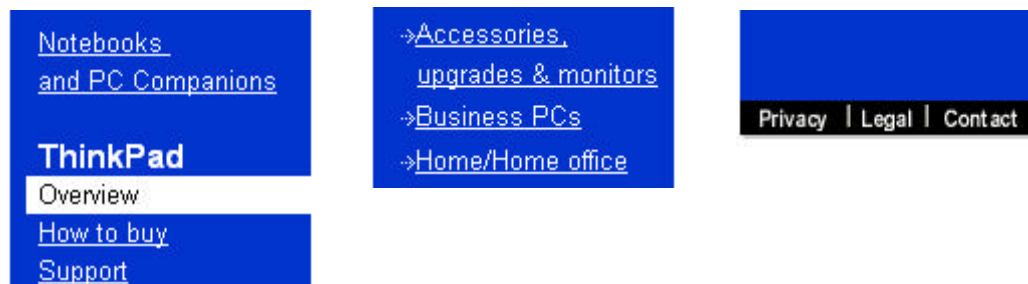
---

### Left Blue Navigation Bar

- All pages MUST use have the left blue nav bar, and navigation according to page level and product. All text within nav bar is Arial/Helv.
- Text leading is 20 pixels (vertical space between text links).
- Text starts 10 pixels in from left & ends 10 pixels from right.
- When using an arrow graphic, it starts 10 pixels in & then text start 10 more pixels in.
  - Category: have all other categories & arrow graphic (see middle example below)
  - Brand: have brand specific nav (top to bottom –see first example below):
    - "category": size 2, underlined
    - "brand": size 3, bold
    - "sections" (News/Library): size 2, underlined

### Left Black Footer

All pages MUST use the left black footer (see far right example below) at end of left nav bar.



---

### Page Layout

Pages consists of a 3 column grid with gutters between.

Gutters are 8 pixels wide, Columns are 143 pixels wide.

There is an 8 pixels gutter at top of page (under the masthead).

There is also an 8 pixels gutter at the left of the page (after the left blue nav bar).

Column A (first), Column B (middle), Column C (last):

- Text content should be within 2 columns or 3 columns.
  - usually columns B & C, or all 3 columns.
- Links should be within 1 or 2 columns.
  - for Visual Tours, within column A.
  - otherwise within column A, columns B & C, or only C.
- Graphics should be within 1 or 2 columns.
  - for Visual Tours, within columns B & C.
  - column A, columns A & B.

## Page Headers

All pages MUST have a Header:

- Headers name the main area in which the user is presently navigating.
- Starts 8 pixels down from masthead shadow & 8 pixels in from left blue nav bar.
- Are HTML Times New Roman, size 6, color #003399.
  - see examples below: “ThinkPad”, “Netfinity”, “Total Cost of Ownership”.

Some pages have a Sub-header:

- Subheaders/Taglines are located directly under Headers.
- Subheaders are “marketing taglines” or name a specific “section” the user is navigating.
- Arial/Helv., size 3, bold.
  - see examples below: “A better place to think.”, “Library”, “Straight talk on TCO”.



## Page Content

Fonts:

- Bodoni or Times New Roman – ONLY for main page Headers
- Arial/Helvetica – All other copy (HTML & graphics)

Text:

Should start 10 pixels below the Header or Sub-header, & 8 pixels in from the left.

- Marketing text – Arial/Helv., size 3, black
- Section titles – Arial/Helv., size 2, bold, black
- Body copy/Links – Arial/Helv., size 2, black/blue & underlined
- HTML nav links – Arial/Helv., size 1, blue, underlined, w/“link\_arrow” graphic (see examples below)

▶ [Promotions & Events](#)

▶ [Netfinity Nets Top Accolade from PC Magazine](#)

▶ [IBM Netfinity 8-Way Server](#)

### Global Account Management

The IBM [Global Account Management](#) team c your enterprise and IBM. The team provides th

Images:

- Size – 140 pixels wide or 290 pixels wide
- Photography – no illustrations or cartooning
- Silouetted images – professional & clean looking
- Cannot contain text within image











EXCEPTIONS: Must be created with IPO knowledge

Task Buttons – buttons which users click to then do a task: “buying”, “comparing”, “finding”, etc.

Attention Getters – “New” or “New Models” graphics, used to get a users attention

Icon Buttons – Link to WWW pages of information, use icons for consistency

Colors:

 <b>BLACK</b> R=0 G=0 B=0 Hex=000000	 <b>BLUE</b> R=0 G=51 B=153 Hex=003399	 <b>BLUE/GREY</b> R=102 G=153 B=204 Hex=6699CC	
 <b>DARK GREY</b> R=102 G=102 B=102 Hex=666666	 <b>PALE BLUE</b> R=153 G=204 B=255 Hex=99ccff	 <b>Used for Masthead / side nav bar</b> R=0 G=51 B=204 Hex=0033CC	
 <b>GREY</b> R=153 G=153 B=153 Hex=999999	 <b>GOLD</b> R=255 G=204 B=51 Hex=ffc333	 <b>PALE GREY</b> R=204 G=204 B=204 Hex=cccccc	 <b>WHITE</b> R=255 G=255 B=255 Hex=ffffff

If you have any questions, please contact the IPO or Sonal M. Starr at (919) 517-2826.