

Web Style Manual

Policies and
Elements of Style
for IIP
Web Authors

Basic Principles of Web Operations in IIP

Audience

The audience for IIP web products is primarily overseas, encompassing embassy DRS members or other foreign opinion leaders, embassies and missions, and foreign publics generally. Another, equally significant audience is the Washington foreign affairs community.

This definition of our audience has implications for the design of our site.

- First, most of the world does not have the connectivity of the U.S. or the more technologically advanced countries of Europe and parts of Asia. Care must be taken not to make excessive bandwidth or connectivity demands on users.
- Second, Internet access is not everywhere as inexpensive as in the U.S. Many countries' phone systems meter calls by the minute, making it imperative that our pages load quickly.
- Third, we cannot assume that our users are technologically proficient or that they have the latest equipment. We must be cautious about demanding that they have the latest versions of Web browsers or that they know how to install auxiliary programs for special Web features such as streaming media and multimedia presentations.

Breaking News vs. Background and Context

Our Web site is not in competition with CNN or other news organizations. We have neither the resources nor the need to be the first with the latest. Our purpose is to explain U.S. foreign policy and its domestic context, and to provide the detail, context, and documentation that the more immediate news organizations cannot or choose not to supply.

This does not mean that we should not provide materials on important or breaking issues in a timely, authoritative manner, or that there will not be times when our site does fulfill the more urgent role of a CNN. But the latter will be the exception.

Content — Accessibility — Appearance

Our mantra is “content — accessibility — appearance.”

- *Content* means that the primary purpose of the site is to deliver policy and context information.
- *Accessibility* means that the information must be presented in such a way that a user can find what he or she is looking for with a minimum of effort.
- *Appearance* means that we strive for an attractive site within the constraints of the first two principles. The order of these principles is not accidental.

There is an almost irresistible tendency to adopt the latest features of advanced Web sites. Because of our particular audience, but more importantly, because of our principles and fundamental characteristics of the behavior of Web users in general, we need to cast a very critical eye on such features. Being on the cutting edge has its price: Users are unable or unwilling to configure their equipment to accommodate the cutting edge's demands; advanced features may serve a purpose that is better achieved by less demanding methods; appearance prevails over content; IIP may not have the resources to implement a technology. There is room for debate over what is appropriate technology and design, but there can be no debate over our fundamental principles and their priorities.

KISS

A corollary to the “content — accessibility — appearance” principle is the desirability of keeping the Web site as simple and straightforward as possible. Hence KISS (“keep it simple, stupid”). At the level of the site, this principle is implemented by encouraging a reasonable directory/subdirectory structure to simplify housekeeping; and storing commonly used images in a central location rather than replicating them in every directory.

But KISS applies primarily to the design and organization of individual Web sites and pages. Simple site and page designs are preferred over complicated ones; HTML code should contain plenty of white space and comments; code should be spare and uncluttered by unnecessary declarations and options; HTML should conform to the 3.2 convention; common templates should be used as much as possible, with as few modifications as feasible; IIP conventions as commonly understood and set out in this document should be followed.

The benefits of KISS are several fold. First, pages and sites are easier to debug. Second, less complicated code is more likely to work in a range of Web browsers — not everyone has the latest version of Internet Explorer, or even uses it. Third, simple pages are easier for other persons to take over from the original designer.

Decentralized Responsibility, Standards, Common Look and Feel

While IIP does have a team that manages the Web operation, it does not have a centralized shop that develops and maintains the vast majority of the material on the Web site. This is the job of IIP teams wherein the subject and geographic expertise lies. Teams (and IIP management) are responsible for originating and maintaining Web sites. The Web team in IIP/TEM is responsible for technical quality control, enforcing conformity with IIP procedures and style, and ensuring that a common look and feel to the overall site.

Standards

Common Look and Feel

“Common look and feel” means that there are no surprises. Users know what to expect when they bring up sites and pages because all have a similar layout with common navigational conventions and controls. Users do not have to begin anew learning how to use a page or section when they move about the site. In addition, there is some advantage to fostering corporate “branding” — a distinctive appearance that reinforces the purpose and utility of the site in users’ minds.

There is no sugarcoating the reality that a strictly enforced common look and feel diminishes the range of creativity that can be applied to a site or page. The necessity of having a common header and footer, common navigation, common images, and a common layout narrows the range of available and permissible design features. On the other hand, the procedures, style, and common understandings set out in this manual do not extend to dictating every aspect of design. The canvas available to a Web designer still permits — indeed, requires — considerable creativity in determining the best presentation of the material while still adhering to the principle of common look and feel.

Detail on what is meant by common look and feel can be inferred from the following sections and the page templates described later in this manual. These templates should be used in all cases where a unique design is not absolutely required.

Frames

Frames are not permitted on our Web site. Not only are they difficult to design and implement properly, but frames cause problems by complicating bookmarking, linking, and using the “back” buttons on browsers.

Plug-Ins, Add-Ons, Stand-Alone Programs

There are many options for displaying materials on a Web site. Some of these require going beyond the capabilities of normal Web browsers and installing or invoking helper programs to play a multimedia file, print a specially formatted document, or create a certain screen effect.

However, the user is required to find and install these special programs if you create material that demands them. The upside is that the user may be presented with a more enhanced or even better Web experience than would otherwise be the case. The downside is that many, maybe most users lack the skills to locate and install such programs. And in some cases, the helper programs may exceed the capabilities of the user’s equipment, bandwidth, or connectivity.

When designing a site or page, you should strive to limit presentation requirements only to those available in normal installations of commonly used browsers such as Microsoft Internet Explorer or Netscape. The most notable exception to this rule is Adobe’s portable document format (PDF) reader, which renders highly polished printable versions of documents.

User-Friendly Pages

User-friendly pages are designed so that nothing interferes with the user getting to the content. A user-unfriendly page is one that is slow to load, has distracting and unnecessary graphics, requires considerable scrolling to read, deviates from common look and feel, and is not scannable. Some principles to keep in mind are:

- Pages should be short, no more than 30k, so they download quickly even over slow modems. Longer pages should be broken up into shorter ones (that’s what hyperlinking is for!).
- The number and size of images should be kept to an absolute minimum. Unless absolutely necessary,

no image should be larger than 20k.

- Common look and feel should be followed.
- There should be no right-scrolling required, regardless of page resolution. Downward scrolling should be kept to four screens at most.
- Information should be “chunked” into easily scannable and digestible bits. The most important/most recent information should be at the top.
- Pages should be organized so they can be quickly scanned (short paragraphs, lists, white space).
- Color schemes should be designed for low-performance monitors and sight-impaired users.
- Users should not be forced to have a specific Web browser or a specific version of a browser for pages to display properly.

Proper HTML

It is critical that HTML coding conform to accepted standards. Tags should meet all requirements with respect to proper format and syntax (e.g., values for options should be enclosed in quotes, paragraphs should be closed with </P>). While the most recent editions of standard Web browsers are very forgiving, badly formed code may confuse earlier browsers. The operational implication is that all pages should be run through HTML validation programs and all errors and warnings addressed. See the HTML section below for more details.

Low-Maintenance Sites

Designers should strive to make their sites as low-maintenance as possible. This includes carefully considering material that is likely to become dated quickly. Headlines and subheadlines with dates, lead paragraphs with dates, and prominent “Last updated by” labels must be tracked carefully.

An alternative page for “normal times” when an event or topic loses its immediacy is an excellent idea. Also, a team may make an explicit decision to offer a high-maintenance site. The expectation is that this will be the exception and that designers should think first in terms of low maintenance sites.

Older Materials

Our Web site is not an archive. That’s why we have the PDQ archive. Materials that are not directly supportive of current U.S. policy and events should be removed. Old materials make a site look dated and get in the way of current messages. On the other hand, older documents and statements that are necessary for context or are fundamental to an issue do have a place on the site.

Sites that are no longer being actively maintained will be removed from the server. The files will be archived to a diskette and given to the responsible team for retention or disposal, as the team sees fit. The Web shop does not maintain an archive of materials that have been removed from the site.

Java, JavaScript, VBScript, XML, ActiveX, Front Page Extensions, etc.

This category of Web features is rarely useful on our site at this time. Seldom does the use of these features enhance a site, and often they are distracting or disastrous should they fail to function as designed (e.g., a Java program being run in a browser which does not have Java enabled). We do not prohibit the use of these features, but we do insist that their use be justified in terms of our “content — accessibility — appearance” principle — and that it be demonstrated that the feature will work under all normal circumstances for commonly used browsers. (Use of some of these applications — particularly XML and Java — may change with the implementation of Liquid State technologies.)

Printing Requirements

Designers should consider how a document will appear when it is printed, not just displayed on the computer screen. Certain color combinations do not print well on black and white printers (e.g., dark text against a dark background) and very wide pages will not render properly on a printer. Graphic-heavy pages may be beyond the capabilities of some printers entirely.

Designers should consider offering the option of a print-only versions of pages that are critical and might cause problems. The better solution is not to create problem pages in the first place.

Text Versions of Image Map Links

Image maps can be an efficient and attractive method for directing users to critical parts of the site and for providing standard navigation. The downside is that some users work with images turned off in order to speed up page loading. Moreover, ADA requires that a blind or poorly sighted person be able to use a screen reader — which cannot “read” an image. The alternatives are:

- All links on an image map should be replicated elsewhere on the page as text links.
- Recent versions of HTML provide an ALT tag for links in image maps.

The former is the preferred — actually required — solution. The ALT tag solution is not yet widely implemented, even in advanced browsers.

Relative and Absolute Linking

Absolute links (i.e., those which start with `<A HREF="http://usinfo.state.gov/..."`) to access materials on our server should not be used. Such links should start at the initial slash after “usinfo.state.gov”, e.g., `<A HREF="/..."`. Absolute links should be used for links to material outside our server, of course.

Designers should avoid using the “../” method of moving up a directory structure in relative links. Rather, upward linking should be relative to the server root and should contain the entire path to the desired page. This ensures proper orientation and makes the section easier to relocate if that becomes necessary.

Cross Platform Page Display

All pages on IIP sites should display equally well in both Microsoft Internet Explorer and Netscape back to level 4 versions of those browsers. Designers must test pages on both browsers. **Resource for testing pages:** <http://www.anybrowser.com>

Advertisements and Commercial Attributions

IIP Web pages may not contain advertisements or elements linked to a specific product. They may contain links (and use the logos) of firms which supply software or helper programs necessary to view a page, although even this is discouraged, and seldom necessary.

Links

Designers should be careful not to link to sites that can cause embarrassment to the U.S. Government. Be familiar with the contents of any site you link to, and review links regularly. While there may be reason to link to partisan or advocacy groups, make sure that you do not link directly to inappropriate sites. Links should be made to the right level of the target site, i.e., do not simply drop users into the top of a site and expect them to

figure out why you directed them there. Review links periodically (or pay attention to link checking reports) to ensure that links are still alive. Make links descriptive so that they are understood by the user.

Email and Office Contact Information

Contact information on pages should not be to an individual. Teams should set up special emailboxes or use generic mail addresses and telephone numbers.

Privacy

User privacy must by law be respected. Do not solicit personal information that is not absolutely needed and which has not been cleared with the appropriate legal authorities. Proper protection of such information should be provided for. Government rules prohibit use of “persistent” cookies; temporary or “session” cookies, which terminate with the end of the user session, are permitted.

Americans with Disabilities Act

Previous reference has been made to ADA. Basically, designers should use no options which make it difficult for visually or physically handicapped users to access pages. This includes use of image maps without text-only options, image-only links and navigation, and the like. Use of the ALT option on image tags is mandatory. Resources for more information on Accessible Web Design:

W3C’s Web Accessibility Initiative outlines the strategies and tools for creating web sites that are highly usable. <http://www.w3c.org/WAI>

Bobby, Created at CAST, is an HTML validation program designed to test accessibility and highlight nonstandard and incorrect html. <http://www.cast.org/bobby/>

Homesite

Homesite is the Bureau standard for HTML editing software. Use of any other web-editing software is discouraged. TEM reserves the right to refuse assistance on problem pages that have been developed using other software.

Overall Style

Screen Resolution

The screen resolution most widely selected by internet users is 800 X 600, with 1024 X 768 a close second. In third place, with about 10 percent of the market, is 640 X 480. Whatever resolution the designer uses for page creation, he or she absolutely must review it at the other resolutions to make sure that it displays properly and doesn't scroll off the screen horizontally. Specification of tables, horizontal rules, and other elements in absolute pixels is discouraged unless there is an overriding reason; percentages should be used in almost all cases.

Wallpaper

Wallpaper should not be used. In low-resolution monitors wallpaper does not work well. If poorly chosen, wallpaper can overwhelm or even render text unreadable.

Templates

Standard page templates with common headers and footers must be used on all IIP pages. The template will vary depending on the level of the page (for example, opening site pages will contain more navigation than "deep content" pages lower in a site). See section on "Templates" for more detail.

Filenames

Files should follow a uniform and predictable pattern, and should use only alphabetic characters and numerals. Do not use names of authors ("smith002.htm"). Filenames must end with ".htm," although longer names beyond the old 8.3 are possible (i.e., "smithsontrip001.htm").

Conferences, Trips, and Special Sites

While we expect standard templates to be used at all levels of the site under normal circumstances, we recognize that there are instances when nonstandard design is appropriate for short-term sites such as those associated with conferences, Presidential trips, and special events. Even here, designers should attempt to adhere as much as possible to the requirements of this document. Whatever the result, the expectation is that the site will be taken down after the trip or event is finished. If the situation warrants, the content may be reused as the basis of a regular site or as part of an existing site.

Fonts

Page designers should be very conservative in their use of fonts. Keep in mind that users may not have available all the fonts you have on your system and that fonts and font families may be named differently for different operating system (e.g., PC vs. Mac or UNIX). Users can override font specification and plan for "graceful page degradation," if this happens. We recommend that you using the following:

Sans-serif Fonts: (Verdana, Arial, Helvetica, sans-serif); Serf Fonts: Default font of the Browser.

The "O" Drive

A complete and current copy of sites on the server should be maintained on the "O" drive. This will enable emergency (or even routine) changes to be made in the absence of the person principally responsible for the site; and it will provide a backup in case of problems on the Web server.

HTML

HTML 4.0

The current IIP standard for HTML is 4.0. Please include the doc type information in your web page.

```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN">
```

Proprietary and Nonstandard Tags

Proprietary tags (tags which work only in MSIE, for example) are prohibited. Pages must render properly in all standard browsers. Examples of proprietary tags are NOBR, MARQUEE, LAYER. Tags which may not be proprietary but which contain nonstandard features are also prohibited on IIP pages.

META Tags

We encourage use of META tags to describe a page's contents and to supply keywords for search engines. The basic META information for IIP has been written and is in the template files (see text below). The META Keywords can and should be changed to reflect your page's content.

```
<META NAME="Department of State" CONTENT="The International Programs office of the U.S. Department of State conducts, develops and distributes materials in support of U.S. foreign policy objectives. Among its products and services are topical Web sites, a daily press service (the Washington File), publications, a speakers service, and overseas information resource centers.">
```

```
<META NAME="Keywords" CONTENT="DOS, Department of State, Country, Bureau, Government, United States Foreign Policy, Secretary of State, U.S., Embassy, Consulate, American Culture, Society, Values, International, Public Affairs">
```

TITLE Tags

All pages must contain meaningful TITLE tags. TITLE tags are displayed by search engines as page identifiers. Designers should not use the same TITLE tag (e.g., "Washington File Item") on every page. Where possible, TITLE tags should identify the Department and IIP as the source of the information. Lower level pages may drop the "IIP" tag, and include more detailed information.

BODY Background Color and Link color

Unless there is a strong reason for doing otherwise, BODY background color should be set to #FFFFFF. Do not change the color of the links.

** vs. , <I> vs. **

Use and <I> for bolding and italics rather than the and alternatives.

Proper Syntax and Coding

Follow standard conventions for coding, including putting tab options in quotes, eliminating spaces around the "=" sign, and closing tags even when a browser appears to compensate for the missing close (e.g., <P> ... </P>). The reason for this is that in order to have the maximum flexibility in using Cascading Style Sheets, all text must be tagged inside of the <P> tag.

Coding Practices

To make HTML easier to find, we strongly recommend that all tags and options be capitalized (Homesite can be set to this default). We encourage very clean coding (do not mass large numbers of tags into a single block), use of white space for human eyes, and comments for clarification. Opening and closing of tables and cells on complicated pages should be commented.

Closing Slashes on Links to Default Pages

Links to default pages (i.e., URLs ending in a directory name rather than a filename) should be coded with a trailing slash: ``. Omitting the final slash triggers an error that unnecessarily adds to server load even though current browsers compensate for the error.

"Graceful Degrading"

Designs that specify fonts, use JavaScript or other discouraged features should check to see that pages display acceptably if the fonts are not available or the feature does not work properly.

Images

No Animated Graphics

Animated graphics are prohibited on the site. Not only are they distracting, they are often very large.

Few and Small, supporting graphics

Minimize the number of images on a page to enable faster page loading, and make the images as small as possible. Use decorative and large graphics sparingly and only if they are relevant to the content of the site.

ALT Tags

All images should have associated ALT tags. The information in the ALT tag must be sufficient for a screen reader to get a general idea of what the image represents. Avoid generic descriptions such as ALT="Image".

HEIGHT and WIDTH in Images

Always use HEIGHT and WIDTH to assign space for an image. Files *appear* to download faster when this information is provided in advance because text is presented first, followed by the image.

Do not use HEIGHT and WIDTH commands to resize images. The size of the original file remains the same and often the image is distorted by failure to maintain the proper ratios. Instead, use a graphics program to size the image to the proper dimensions.

Images as Links

With the exception of the top level page header, no images should be links to other pages. This is to provide predictability for users.

Central Image Directory

Use the central image directory (/images) for commonly used images. Do not make a local copy if an image is available in the central directory. This allows us to change the image in one place and have the change reflected throughout the site, as well as keeping directories less cluttered and saving space. Standard images should not be resized by HTML.

Use .JPG and .GIF Formats Properly

Use JPG and GIF formats appropriately. Proper use of image format means smaller image sizes and better display. JPG is best used with complicated images where colors vary considerably and frequently. GIF is best used when there are large areas of the same color. JPG images should be compressed to the maximum extent feasible. For more — and illustrated — explanations of selection, sizing, and compressing graphic images, see <http://usinfo.state.gov/agency/pagehelp/artwork.htm>.

Standard Graphics for IIP Pages

These are the standard graphics for all IIP pages. Please link to the central image directory (/images) for all standard graphics. DO NOT COPY them to your directory.

TOP Banner (iiptop2.gif - 590 x 37 px) - Level 2 and theme based pages



Use this for graphic for 2nd and major theme (subject) pages. Note - this graphic must include the image map to make the links work. See upper-level template on page 16

TOP Banner (iiptop3.gif - 590 x 37 px) without navigation - all document (article) level pages



Use this graphic for all document level pages, these pages are usually Washington File text, press releases, reports, etc. See document level template on page 17.

RULE (botbar.gif - 590 x 10 px) - used at the bottom of all pages as part of the footer.



Back to top image: (btop.gif - 78 x 14 px) - use as part of the footer if the page is longer than one screen.

[back to top ▲](#)

Dingbats

redball.gif (9 x 9 px)  redsq.gif (9 x 9 px) 

redball5.gif (5 x 5 px)  redsq.gif (5 x 5 px) 

blueball.gif (9 x 9 px)  bluesq.gif (9 x 9 px) 

blueball5.gif (5 x 5 px)  bluesq.gif (5 x 5 px) 

Publishing Process

New Sites

When designing a new site or undertaking a major redesign of an old site, consult with IIP/T/EM *before* the design is finalized for technical and style clearance. We encourage further consultation during the detailed design and coding phase.

When site design and coding is complete, and all documents are prepared, submit the prototype site to IIP/T/EM for style and format review, HTML validation, and link checking.

Routine Updating

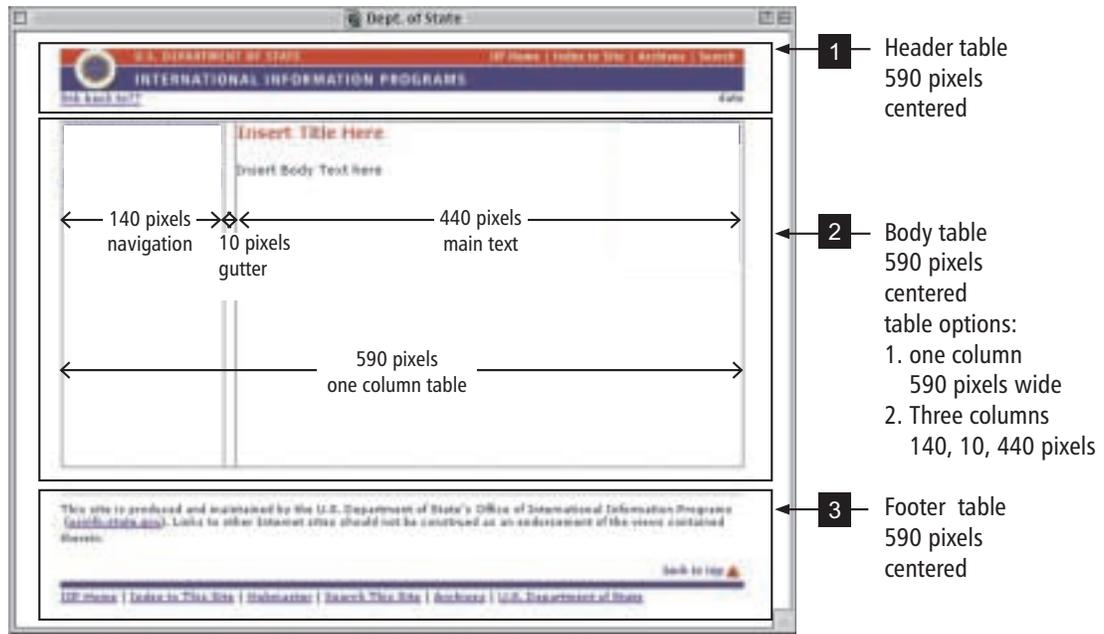
Files for routine updating should be attached to an email sent to the “**upload**” mailbox. Indicate on the subject line where the attachments should be placed (a simple path will suffice). Example: Subject: /regional/ea/uschina/.

Do not attach files intended for more than one site or section of a site to the same email — send one email for each upload.

To remove files from a directory, send a message to “**upload**” with directory information and the name of the files to be removed. If needed, you can be provided a list of all the files in your directory for your reference and cleanup.

Templates

Basic Elements for all IIP Pages



Design Components:

A standard IIP page is composed of three separate tables, which are used as a design grid for page layout. Designing in three separate tables allows for faster loading and cleaner html code. All (header, body, footer) tables are a standard 590 pixels wide and are centered on the page.

1. **Header table:** contains the header graphic; links (crumbs) back to higher-level pages and the date the page was last updated.
2. **Body Table:** contains the content of the page
3. **Footer Table:** contains the disclaimer, footer graphics and persistent text links

Header Table

(iiptop2.gif) for all upper level pages (policy sections, regional, issue in focus (themes), publications & services, etc.

Image name: iiptop2.gif; Image location: /images

Size 590 x 37 pixels; Alt Text: International Information Programs

```
<IMG src="/images/iiptop2.gif" width=590 height=37 border=0 usemap="#iip2nd" alt="International Information Programs">
```

Note: iiptop2.gif graphic uses image map coordinates to link to other pages as the mouse moves over the image. *The image map coordinates must be in this html page for the links to work.*

(iiptop3.gif) for all document level pages and is a simplified version of iiptop2.gif. It does not use image map coordinates to link to other pages. The graphic is used to link back to "/homepage.htm"

Image name: iiptop3.gif; Image location: /images

Size 590 x 37 pixels; Alt Text: International Information Programs

```
<A HREF="/homepage.htm"> <IMG src="/images/iiptop3.gif" width=590 height=37 border=0  
ALT="International Information Programs"> </A>
```

Links back and Date line. Use links back (crumbs) to higher-level pages only if the page is 2 or more clicks from the front page. The date on upper level pages is used to indicate the last time the page's content was updated, and on document level pages is used to indicate the date of the document.

Font Specs: ` `

Links Format Specs: Keep link names short and use the same naming convention throughout your site

Date Format Specs: Updated 27 February 2001

Date format: day (two digits), month (full name) and year

Body Table

Body section contains the content of your page. Recommended page formats are either a one-column or a three-column format.

a. one-column format: 590 pixels wide

b. three-column format: **left column** used for navigation - 140 pixels wide

Can hold a nested table for navigation

middle column used as a gutter (10 pixels wide) and;

right column used for main text body 440 pixels wide

Can hold a nested table for feature section

Footer Table

Footer section which must include:

Rule: `<HR width="590" size="1" align="right" noshade>`

Disclaimer: ``This site is produced and maintained by the U.S. Department of State's Office of International Information Programs (``usinfo.state.gov``). Links to other Internet sites should not be construed as an endorsement of the views contained therein.``

Back to Top: Use only if page is longer than one screen.

` `

Blue Rule: ``

Link Text: ` `IIP Home`` | ``Index to This Site`` | ``Webmaster`` | ``Search This Site`` | ``Archives`` | ``U.S. Department of State` `

General Design Issues

Standard Graphic/Photo image sizes: All images must have an ALT text and use the HEIGHT and WIDTH attributes in the tag. Photos should have a caption and copyright information if required.

100 pixels wide (sized for the feature section - can also be used for thumbnails on a photo album page)

140 pixels wide (sized for left navigation section)

440 pixels wide (sized for main body text section)

590 pixels wide (sized for full page table width)

Typography:

IIP's upper level pages can be designed using two fonts, a serif (browser default) and a sans-serif (specified using the Font face tag). Do not use the font tags on document level pages, use structural HTML only (Headings, b, i, etc.).

To display serif fonts, use the default browser fonts, which means that you will not use the font tag to specify fonts. The default serif fonts for PC/MAC computers are Times New Roman and Times.

To display a sans-serif font, use only the following font tag code ``. Specifying multiple fonts in the FACE attribute will increase the chances that the reader will see a sans-serif font that you are happy with.

Recommended style specs for upper level pages.

Headings (titles): ``. Headings should be typed in Upper (Capital) and lowercase. Do not use all captials.

Subheads: ``.

Body text: ``

Navigational links: ``. Navigational headings should be in ALL CAPS. Navigational links should be upper and lower case.

Text Alignment:

Flush left alignment for all navigational links and main body text. Because flush left text is easier to read, centering text is not recommended.

Colors:

Required: Body background: white (#FFFFFF)

main text: black (#000000)

IIP Red: (#CC0000) 
IIP Blue: (#000099) 
IIP Grey: (#CCCCCC) 

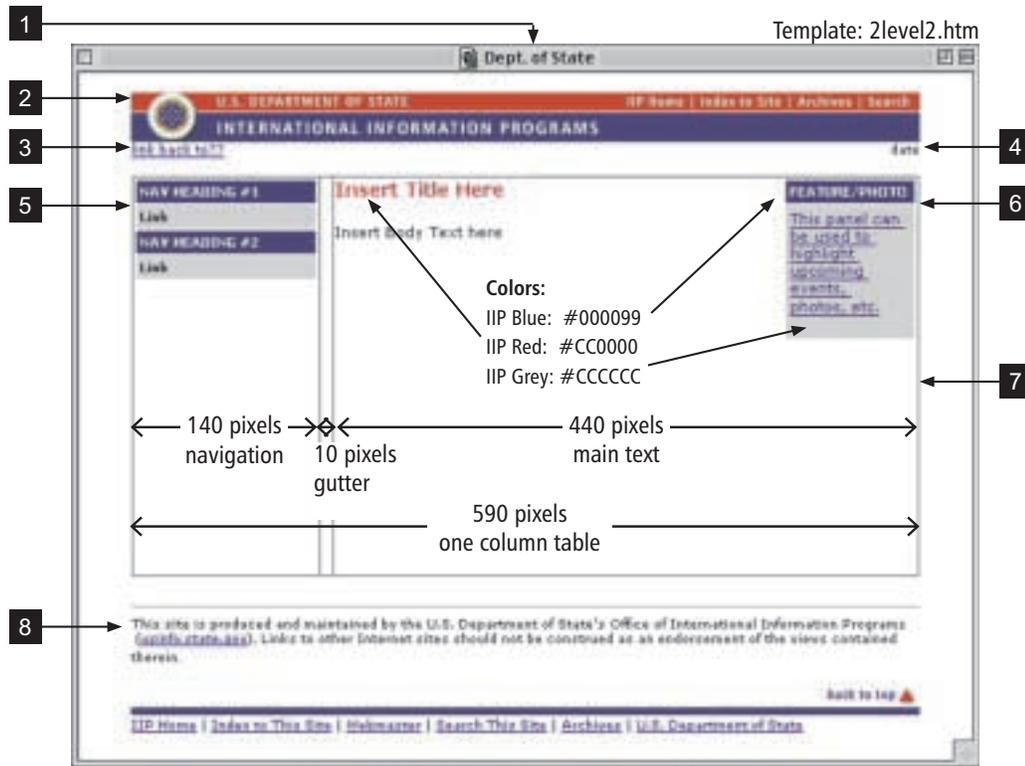
Use **iip red** for titles, **iip blue** is used to support our navigational structure scheme and will be used as background color in all navigational heading sections, and **iip grey** for background color of navigation boxes. IIP recommends the use of these colors to establish a visual identity and to provide a consistent visual style. Use of other colors in navigation boxes should be discussed with web design team. Link colors: DO NOT CHANGE, use defaults.

Variations of Blue					
#000099	#0033CC	#0066CC	#0099FF	#00CCCC	#000000
Variations of Red					
#CC0000	#CC0033	#FF6666	#CC9999	#FF9999	#FF0000
Variations of Maroon					
#660000	#993333	#996666	#CC6666	#CC9999	#FF9999
Variations of Green					
#333300	#666633	#999966	#CC0099	#CC0066	#FFFF99
Variations of Brown					
#663300	#996633	#996633	#CC9933	#CC9966	#FFFF00
Basic colors and tints					
#000000	#CC0000	#000099	#660000	#333300	#663300
#CCCCCC	#FF0000	#00CCCC	#CC9999	#CC0099	#FFFF00

IIP has developed a web safe color chart (above) for use on IIP's webpages. Please use these color sparingly and ask IIP web designers for help in establishing your webpage color scheme.

Upper Level Templates (3 column format shown — 2level2.htm)

2level2.htm (as shown). Use this three-column template for upper level pages that require setting up navigational links to additional subject material. Location of templates: O:homepage/templates



- Title** of upper level web pages, should have your page name and then Dept. of State. Titles are required for all web pages.
Sample: *Global Issues and Communications - Dept. of State.*
Narcotics - Dept. of State
- Header Graphic:** (iiptop2.gif) see basic template section for format and specs.
- Links back** and **Date line:** optional on upper level pages, see basic template section for format and specs.
- Left navigation table:** This is a nested table in column one.
Specs for the table: `<TABLE width="140" border="0" cellspacing="2" cellpadding="3"> </TABLE>`
Organize your links into categories and give those categories short descriptive names. Category headings will be placed in the blue row and categories links will be in the grey rows.
Specs for text in navigation table:
Heads: ` `
Links: ` `
- Feature Section:** (nested table), can highlight upcoming event, photos, etc. The recommended size is 100 pixels wide, but can change to accommodate the information.
Specs: `<TABLE width="100" border="0" cellspacing="2" cellpadding="3" align="right"> </TABLE>`
` `
- Main text:** Content will be determined by your subject matter. At this level you can use the font tag to format your information, but please review the typography guidelines in the basic template section.
- Footer section:** see basic template section for format and specs.

Document Level Template (doctemp.htm)

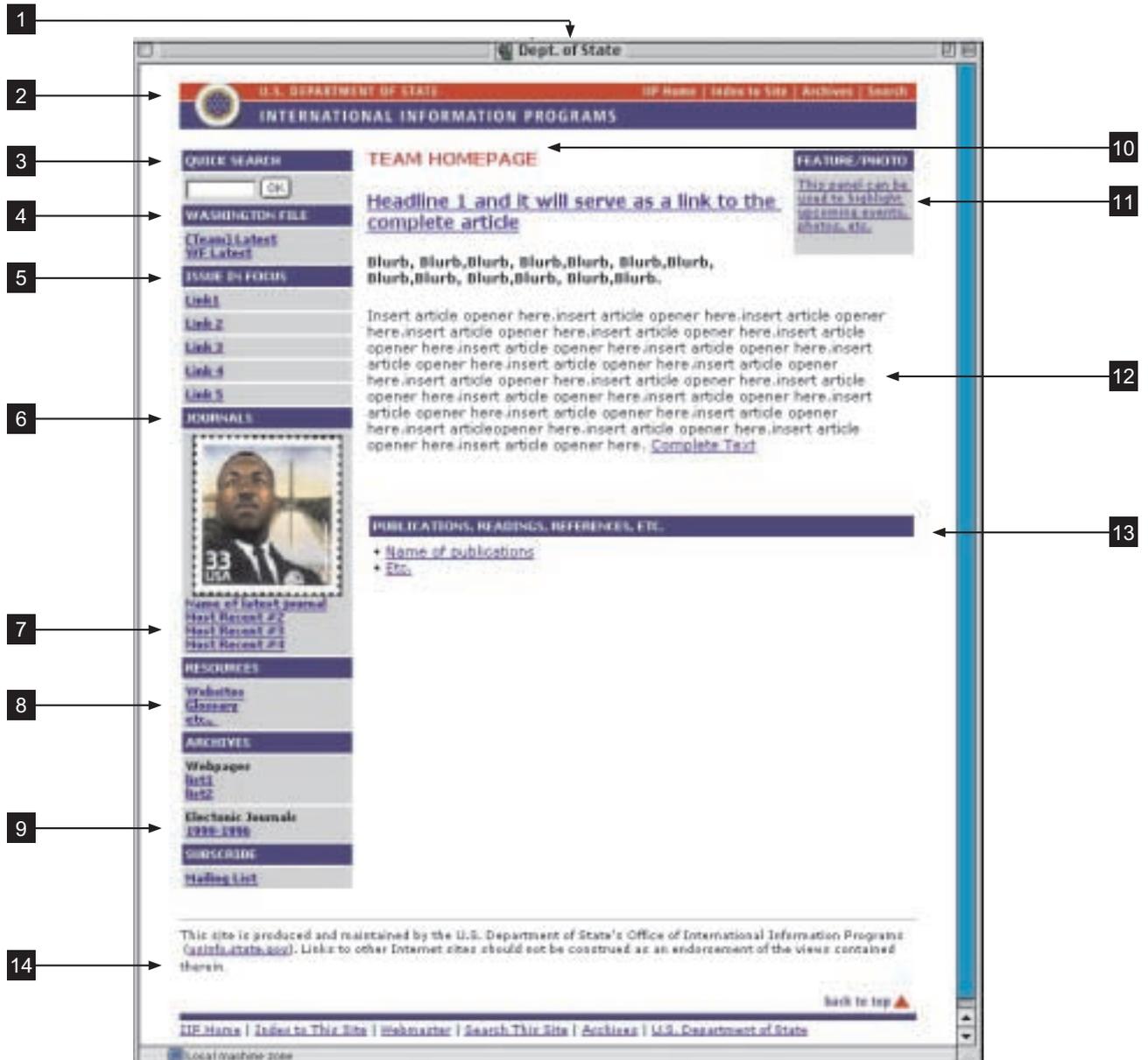
doctemp.htm (as shown). Use this one-column template for document level files.

Location of templates: O:\homepage\templates



1. **Title** of document level page should just be the name of the document
Sample: *Human Rights Report, 22 February 2001*
2. **Header Graphic:** This is the one without global links - no image map
Image name: iiptop3.gif; Image location: /images
Hyperlink: /homepage.htm; size 590 x 37 pixels; Alt Text: International Information Programs
`<IMG src="/images/iiptop3.gif" width=590 height=37 border=0
ALT="International Information Programs">`
- 3, 4. **Links back and Date line (optional):** Use links back to higher-level pages. The date is used to indicate the date of the document.
Font Specs: ``
Links Format Specs: Keep link names short and sweet and use the same naming convention throughout your site
Date Format Specs: 27 February 2001
Date format: day (two digits), month (full name) and year
5. **Main text.** At this level, use only structural html tags (Headings 1-6, p, b, i, etc). Do not use the font tag. Recommend that the title for document level pages be `<H3>`, subtitles `<H2>`, etc.
6. **Footer section:** see basic template section for format and specs. Note: the footer section is the same on all pages.

Template: Team Homepage (3 column format shown — teampage.htm)



1. **Title** of upper level web pages, should have your page name and then Dept. of State.
Sample: *Narcotics - Dept. of State*
2. **Header Graphic** (iip2top2.gif) see basic template section for format and specs.
- 3-9. **Left navigation table:** This is a nested table in column one.
Table: `<TABLE width="140" border="0" cellspacing="2" cellpadding="3"></TABLE>`
Heads: ``
Links: ``

Subject Headings for thematic homepages have been developed as outlined below. When you are developing your thematic web page, please follow these guidelines and use the subject headings. If you have information that does not fit any of the categories, please work with the web design editorial board to

establish a new subject category. Note the links can go to a new page (key document) or jump down to the subject listing on the main page.

NOTE: All categories (components) are optional. If you don't have content that fits the categories as described below, then don't use that category (component). These components were developed to allow for greater flexibility of design.

3. **QUICK SEARCH:** This category is optional and is for a quick search feature for your page. See IIP's webmasters if you want to set up a search feature on your page, and they will help in setting up this feature.
4. **WASHINGTON FILE:** This section is to be used only for Washington File products. Please list the items as (Team) Latest (*sample: Global Latest*) and then list WF Latest.
5. **ISSUE IN FOCUS:** This section is to be used only for Team produced Issue webpages.
6. **JOURNALS:** This section is to be used only for Team produced Electronic Journal. List the four most recent journals. Picture of latest journal can be used, size: 120 x ? pixels.
7. **RESOURCES:** This section is to be used for all important links that do not fit into the categories as outlined above. Links could be additional Websites, Glossary, Calendar, etc.
8. **ARCHIVES:** This section is to be used only for Team produced webpages and journals that you want to still provide links to but want to denote by the term archive that those materials are not being updated.
9. **SUBSCRIBE:** This category is optional. Use it only if you have established a list (mail) service or if you want to develop a list service. See IIP's webmasters if you want to set up a list service.

10. **Theme Title/Graphic.** The page should have a title and that title can be handled as either text or a title graphic. Recommended specs for title text:

``

Recommended specs for title graphic: maximum width 440 pixels, maximum height 100 pixels.

11. **Feature Section** (nested table), can highlight upcoming event, photo, etc. The recommended size is 100 pixels wide, but can change to accommodate the information.

Specs: `<TABLE width="100" border="0" cellspacing="2" cellpadding="3" align="right"></TABLE>`

``

12. **Main text.** If you are using articles from the Washington File, please use these specs and limit the number of articles highlighted on the front page to three:

Articles: **Title:** ``.

Headings should be typed in Upper (Capital) and lowercase. Do not use all captials. Title will be used a link to the full article.

Subheads (blurbs): ``.

Article text: ``.

Use no more than the first two paragraphs and then link to the complete text. For this link, please use this text (Complete Text) and the link should be placed at end of the article.

13. Use this section as a guide in developing links to materials such as publications, readings, references, etc.

Heads: ``

Links: ``

14. **Footer section:** see basic template section for format and specs.

Template: Issues or themes (3 column format shown — issuepage.htm)



1. **Title** of upper level web pages, should have your page name and then Dept. of State.
Sample: *Narcotics - Dept. of State*

2. **Header Graphic** (iip2.gif) see basic template section for format and specs.

3 - 4. **Links back** and **Date line**: see basic template section for format and specs.

5 - 9. **Left navigation table**: This is a nested table in column one.

Table: `<TABLE width="140" border="0" cellspacing="2" cellpadding="3"></TABLE>`

Heads: ``

Links: ``

Subject Headings for thematic pages have been developed as outlined below. When you are developing your thematic web page, please follow these guidelines and use the subject headings. If you have information that does not fit any of the categories, please work with the web design editorial board to establish a new subject category. Note the links can go to a new page (key document) or jump down to

the subject listing on the main page.

NOTE: All categories (components) are optional. If you don't have content that fits the categories as described below, then don't use that category (component). These components were developed to allow for greater flexibility of design.

5. **QUICK SEARCH:** This category is optional and is for a quick search feature for your page. See IIP's webmasters if you want to set up a search feature on your page, and they will help in setting up this feature.
6. **SUBSCRIBE:** This category is optional. Use it only if you have established a list (mail) service or if you want to develop a list service. See IIP's webmasters if you want to set up a list service.
7. **POLICY:** All official texts, key documents, key reports, fact sheets, background information, U.S. government agencies, etc., are listed links under this category. Any document or links that are policy related to your thematic page, and are official information, should be under the Policy section.
8. **SUBJECT IN DEPTH:** This section is to be **used only for IIP produced products**. Please group IIP products as **Web pages, Electronic Journals, Publications** and then list the links under that category.
9. **RESOURCES:** This section is to be used for all important links that do not fit into the categories as outlined above. Links could be additional International organizations (UN) , Non USG Websites, Glossary, Calendar, etc.

10. **Theme Title/Graphic.** The page should have a title and that title can be handled as either text or a title graphic. Recommended specs for title text:

``

Recommended specs for title graphic: maximum width 440 pixels, maximum height 100 pixels.

11. **Feature Section** (nested table), can highlight upcoming event, photo, etc. The recommended size is 100 pixels wide, but can change to accommodate the information.

Specs: `<TABLE width="100" border="0" cellspacing="2" cellpadding="3" align="right"></TABLE>`

``

12. **Main text.** If you are using articles from the Washington File, please use these specs and limit the number of articles highlighted on the front page to three:

Articles: **Title:** ``.

Headings should be typed in Upper (Capital) and lowercase. Do not use all capitals. Title will be used a link to the full article.

Subheads (blurbs): ``.

Article text: ``.

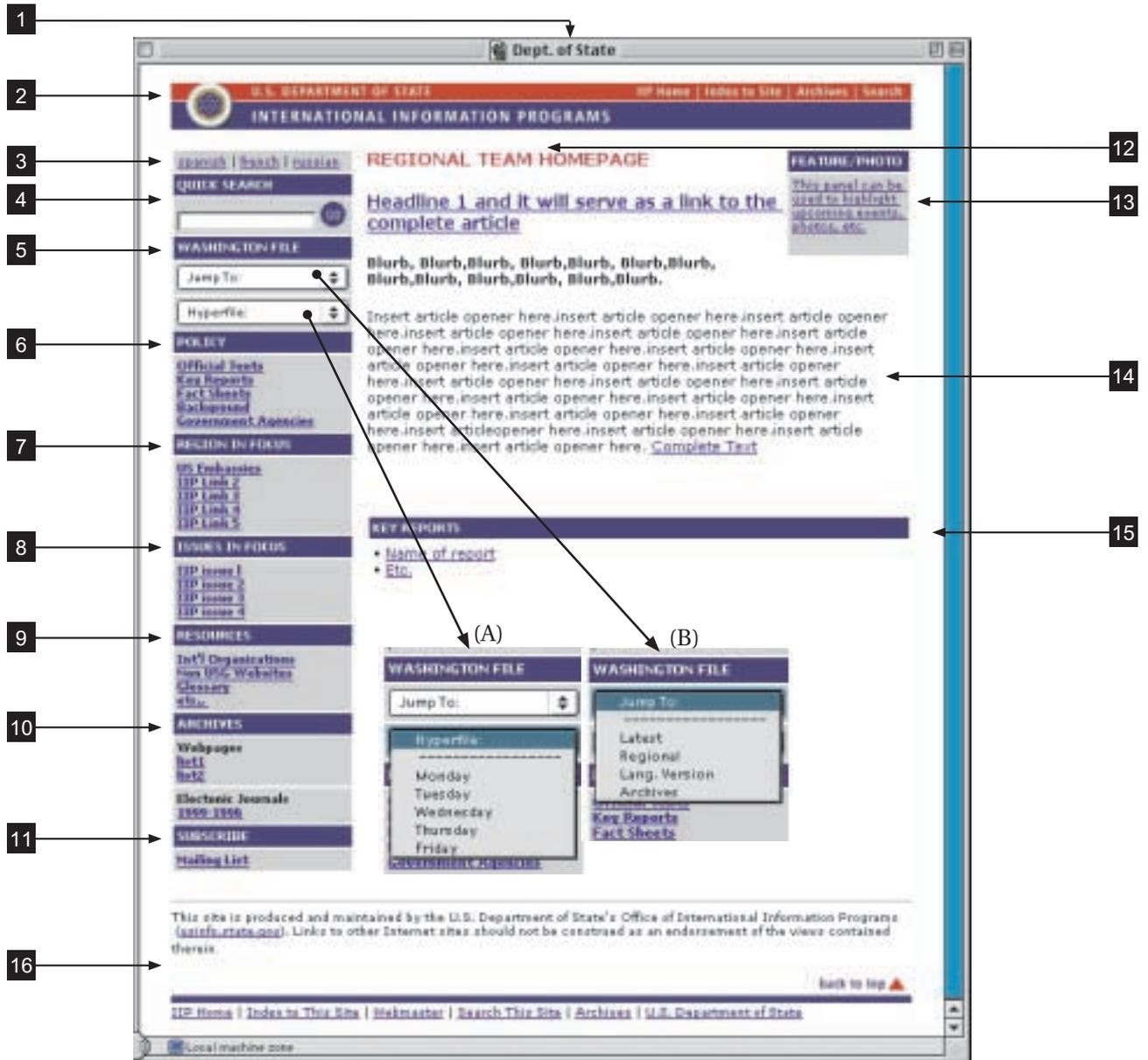
Use no more than the first two paragraphs and then link to the complete text. For this link, please use this text (Complete Text) and the link should be placed at end of the article.

13. **See Also:** If you have additional information related to the news article highlighted on your page, use this format to link to that information. **See Also:** (link text)

14. **Other (name of topic) News:** Section to list related theme news items.

15. **Footer section:** see basic template section for format and specs.

Template: Regional Team Homepage (regionalteampage.htm)



1. **Title** of upper level web pages, should have your page name and then Dept. of State.
Sample: *The Americas - Dept. of State*
2. **Header Graphic** (iip2top2.gif) see basic template section for format and specs.
- 3-9. **Left navigation table:** This is a nested table in column one.
Table: `<TABLE width="140" border="0" cellspacing="2" cellpadding="3"></TABLE>`
Heads: ``
Links: ``

Subject Headings for Regional homepages have been developed as outlined below. When you are developing your thematic web page, please follow these guidelines and use the subject headings. If you have information that does not fit any of the categories, please work with the web design editorial board to

establish a new subject category. Note the links can go to a new page (key document) or jump down to the subject listing on the main page.

NOTE: All categories (components) are optional. If you don't have content that fits the categories as described below, then don't use that category (component). These components were developed to allow for greater flexibility of design.

3. **Language Selection of page:** This category is optional and is to only be used if there is a language version available of that page.
4. **QUICK SEARCH:** This category is optional and is for a quick search feature for your page. See IIP's webmasters if you want to set up a search feature on your page, and they will help in setting up this feature.
5. **WASHINGTON FILE:** This section is to be used only for Washington File products. This section has two drop down menu jumps. Jump to (a) provide quick links to latest, regional, language version and archives. Hyperfile (b) provides quick links to the daily versions of the hyperfile.
6. **POLICY:** All official texts, key documents, key reports, fact sheets, background information, U.S. government agencies, etc., are listed links under this category. Any document or links that are policy related to your thematic page, and are official information, should be under the Policy section.
7. **REGION IN FOCUS:** This section is to be used only for Team produced Regional webpages and link to US Embassies.
8. **ISSUES IN FOCUS:** This section is to be **used only for IIP produced products**. Please group IIP products as **Web pages, Electronic Journals, Publications** and then list the links under that category.
9. **RESOURCES:** This section is to be used for all important links that do not fit into the categories as outlined above. Links could be additional International organizations (UN) , Non USG Websites, Glossary, Calendar, etc..
10. **ARCHIVES:** This section is to be used only for Team produced webpages and journals that you want to still provide links to but want to denote by the term archive that those materials are not being updated.
11. **SUBSCRIBE:** This category is optional. Use it only if you have established a list (mail) service or if you want to develop a list service. See IIP's webmasters if you want to set up a list service.

12. **Theme Title/Graphic.** The page should have a title and that title can be handled as either text or a title graphic. Recommended specs for title text:

` `

Recommended specs for title graphic: maximum width 440 pixels, maximum height 100 pixels.

13. **Feature Section** (nested table), can highlight upcoming event, photo, etc. The recommended size is 100 pixels wide, but can change to accommodate the information.

Specs: `<TABLE width="100" border="0" cellspacing="2" cellpadding="3" align="right"> </TABLE>`

` `

14. **Main text.** If you are using articles from the Washington File, please use these specs and limit the number of articles highlighted on the front page to three:

Articles: **Title:** ` `.

Headings should be typed in Upper (Capital) and lowercase. Do not use all capitals. Title

will be used a link to the full article.

Subheads (blurbs): .

Article text: .

Use no more than the first two paragraphs and then link to the complete text. For this link, please use this text (Complete Text) and the link should be placed at end of the article.

15. Use this section as a guide in developing section heading and links.

Heads:

Links:

14. **Footer section:** see basic template section for format and specs.