



## User Interface Standards and Guidelines

This deliverable is used to document the user interface standards that must be followed, and the less strict user interface guidelines. The guidelines are general design principles that should be followed by user interaction designers, based on the user population and their tasks. Their main purpose is to provide an appropriate level of user interface consistency throughout the application.

Develop initial user interface standards and guidelines early in the project, but be careful to provide a process for updating them as the project learns more about the business representatives and the tasks they perform. The user interface should be consistent in an appropriate manner. If the user interface is consistent throughout the application, users will be able to apply what they have learned about the system in one area and apply it to other parts of the application.

Thus, for a web-based application, the User Interface Standards and Guidelines do not contain a list of detailed standards. Instead, they contain general "look and feel" guidelines regarding issues such as color, writing style, page length, etc. The User Interface Standards and Guidelines are updated while the more detailed Media Content Development Standards and Guidelines are created during the Design Media Content task package.

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# User Interface Standards and Guidelines for ABC Company's Web-based Application

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## ***Introduction***

The objective of this document is to define a number of standards and procedures to apply during the development of the user interface for ABC Company's Web-based application. In particular this document defines the following standards:

- Page Scrolling
- Use of Frames
- Color usage
- Supporting Typography
- Internet Web Pages

ABC operates worldwide with a single unifying image. The way we identify our company visually is an important component of that image and significantly enhances our efforts to be seen as the world's premier provider of XXXX.

This document contains the comprehensive guidelines of the ABC Company user interface standards. The guidelines are designed to underscore the singularity of our organization and to emphasize the uniqueness in the way we do business around the world.



## ***Page Scrolling***

### **Objectives**

This standard defines a limit to the amount of scrolling that will be allowed on any ABC Company Web page.

### **Scope**

This standard applies to virtually all of our web pages. Many ABC personnel will be responsible for adhering to the guidelines for web-sites appearance.

### **Approach**

The ABC Company web site will have a consistent design employing the procedure described below throughout.

### **Procedure**

All web pages will limit scrolling to three page lengths. Any pages requiring more than three page scrolls will be broken into sub pages and linked to from a table of contents. If it is deemed necessary to have a page scroll for more than three page lengths then “back to top” links will be imbedded every two page scrolls and a table of contents will be provided at the top of the page.



## ***Color Usage***

### **Objectives**

This standard defines the valid colors to be used for the ABC web site.

### **Scope**

The colors defined in this standard are applicable to most uses on the ABC web site.

When color is used as a major design element, there is a broad palette of colors to be used for images (see examples in the *Graphic Identity Standards* manual), type or backgrounds. By applying these colors to the various pages of our web site we will achieve a rich and varied look while maintaining a family appearance.

### **Approach**

Three principle colors may be used on the ABC web site: green, black and white. Color swatches for a visual match to green can be found in the *Graphic Identity Standards* manual.

### **Procedure**

Acceptable color matches for the colors used on the ABC web site are stated as RGB values in *Graphic Identity Standards* manual. For the PANTONE Color equivalents, refer to the current editions of the PANTONE Color Reference Manuals.



## ***Supporting Typography***

### **Objectives**

This standard defines the fonts that are to be used on the ABC web site.

### **Scope**

This standard is applicable to all web pages created for an external audience and is encouraged for pages created for internal audience.

### **Approach**

To achieve consistency across browsers, Arial has been designated as standard ABC typeface. It have been selected for it's appropriate look, versatility and worldwide availability

### **Procedure**

The designated font, Arial, should be used whenever possible. If, however these fonts are not available the substitutes typefaces for Arial is Courier, for non-published materials. Correspondence and marketing materials created in Microsoft Word for Windows, PowerPoint and Excel may use the also use the substitute fonts for our standard typefaces.

Typography for web pages can vary according to communications and design goals within these parameters: Arial may be set in any size between -2 and +4. All text should be readable regardless of user font size settings.

email messages may be created using the standard Helvetica font.

All type should be specified in upper and lower case, unless specific words must appear in all upper case for legal purposes. All type should be in a flush left, ragged right arrangement.

Titles, headlines, sub-heads, text and captions should be set with between one and ten points of leading.



## ***Grids***

### Objectives

Internet Web-Pages and other electronic administrative and/or marketing items are fundamental communication materials that require consistent use of the ABC logotype and other visual elements to achieve maximum effectiveness. These materials are subject to the most deviation because they are often developed/contracted locally. Therefore, special efforts are necessary to ensure consistency.

This standard defines the standard look and feel of Internet Web Pages.

### Scope

This standard applies to all web pages that can be attributed to the ABC Company. In particular the corporate web site and all divisional web sites should follow this standard as well as individuals web sites developed and maintained locally by departments or groups regardless of their location.

This standard is also applicable to all our international divisions.

### Approach

A grid system has been applied to assist in placement of all elements, including type, logotype(s) and images.

### Procedure

A two-frame grid system has been applied to the HTML page template. Titles of the page should appear in the top frame, flush left. Sub-titles may also appear in the top frame. The ABC logotype should always appear in the top frame, flush right.

The HTML page template can be found in [http://www.XXXX.com/templates/page\\_template.htm](http://www.XXXX.com/templates/page_template.htm)



## ***Glossary***

- **Frame:** Each one of the panes displayed in a web-page.
- **Typeface:** Name of the font used to display text.
- **Web page:** Content displayed in a web browser and that is normally downloaded from a web server.