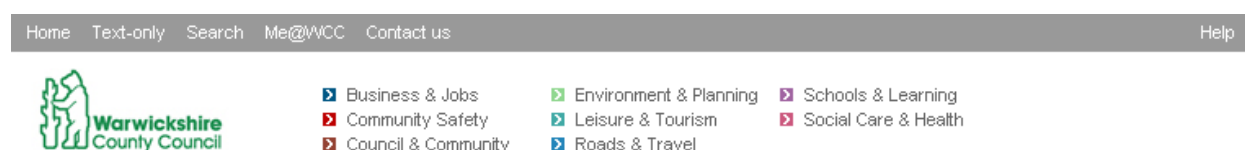


WCC standards for third party websites

In order for us to maintain a common look and feel across the Warwickshire Web we have laid down some standards that third party web sites should adhere to if they are intended to appear to be part of our site. If there are dramatic changes in the way the site looks or operates, visitors are likely to feel unsettled and perhaps leave via the back button. Changes in look also break the idea of WCC as a joined up organisation and would go against the recommendations in the latest report on Corporate communications and branding.

The standards required are minimal, the main being the presence of the Warwickshire Web header bar:



and footer:



While we can supply HTML, CSS and graphics for these, the preferred method is for segments of code to be inserted onto the page to pull these items from our server. This allows for future changes in branding without changing the code of the page. For example:

```
<script language="Javascript" type="text/javascript"
src="http://www.warwickshire.gov.uk/web/configuration/dynamic.nsf/HeaderEX?open
agent"></script>
```

Will place the WCC header bar on any web page. These code snippets can be provided ready to use.

Font standards as set down for our authors should apply across the site:

All text should be set to the Arial font

- Italic text should not be used.
- Super/sub script should not be used
- Underlining should not be used apart from hyperlinks.
- Normal capitalisation applies.
- Heading text should be set to 14 point
- Sub-headings should be 11pt
- Main Body text should be set to 9 point
- Body text should be set to black at all times
- Textual hyperlinks should always be blue, or purple when visited.

Other standards:

- All pages must be designed in fixed width tables set to 20cm wide i.e. to fit below the green header bar.
- Columns should be separated by a gap of no less than 0.5cm.

- Background graphics should be avoided. Background colours should be chosen for best contrast with body text.
- Pages should be designed for an 800X600 screen
- All web pages should be usable in Version 4 IE and Netscape browsers.
- Pages must conform to at least Priority One (A) level accessibility as defined by W3C
- The RGB code for Warwickshire Green is 0,115,54. Hex: #007336