

Warwickshire web site design guidance

Standards

The following are standards that page designers/authors must follow to ensure consistent presentation of information across the Warwickshire web site.

Formatting Standards: Pages

- All pages must be designed in fixed width tables set.
- Columns should be separated by a gap of no less than 0.5cm.
- Background graphics should be avoided.

Formatting Standards: Text

- 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
- Heading text should be set to 14 point
- Main Body text should be set to 9 point
- Body text should be set to black at all times
- Headings on sub-pages must provide good contrast to ensure that the text is easy to read.
- Textual hyperlinks should always be blue, or purple when visited (the web pages database defaults to this).

Colour Standards:

RGB for corporate green is 28,132,69

If used, colour backgrounds must provide excellent contrast.

Graphic Standards:

- All graphics must be optimised in GIF or JPEG formats (The Web Team will do this).
- Graphic description should include the width in cm. Size does not need to be included for standard graphics which will be described as small (2cm), medium (5cm) or large (9cm).
- All graphic sizes will be measured at 72dpi.
- Graphics must have intelligible alt tags to describe them for non-graphic browsing.

Glossary of terms

- GIF** Short for: graphics interchange format. A graphics file format popular on the web due to its small file size and the fact that the overwhelming majority of browsers can show it. Ideal for diagrams and simple pictures but not suitable for photographs (use JPEG instead).
- JPEG** Short for: Joint Photographic Experts Group) and usually appearing with file names ????.jpg. Ideal for photographs, JPEG files can contain any number of colours and allow the delectate shading required for a top quality image.
- PDF** Short for Portable Document Format, a file format developed by Adobe Systems. PDF captures formatting information from a variety of desktop publishing applications, making it possible to send formatted documents and have them appear on the recipient's monitor or printer as they were intended. To view a file in PDF format, you need Adobe Acrobat Reader, a free application distributed by Adobe Systems. If you include a PDF file on a page, please also include a link to the Adobe site so visitors can download the viewer.