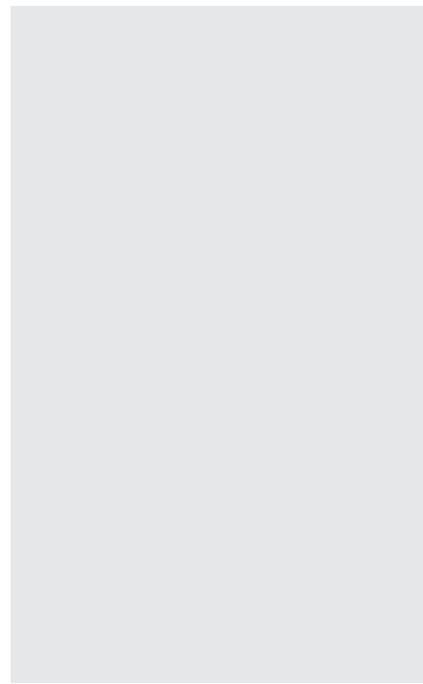


UI Visual Identity Guidelines

The Global Portal

'How' we do things as One Andersen using One Portal

9 November, 2001



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1. Introduction

Welcome to the visual identity guidelines for the Global Portal.

1.1 Purpose of this document

These guidelines should be used as a reference tool for Andersen designers, copywriters and Marketing staff who need to familiarise themselves with the visual layout and structure of the Global Portal.

These guidelines should additionally be applied during the dynamic content development and page creation stages as the Global Portal evolves.

The specific technical detail in these guidelines should be employed by web programmers, back-end developers and implementors, who need to fully appreciate the application of the functionality, templates and style sheets to the Global Portal.

1.2 How to use this document

The visual identity guidelines help to define the following:

1. Detail of the visual and structural layout of the portal.
2. Deployment of Andersen's global brand and identity strategy, which is embodied in the general 'look and feel' and tone of the site, whilst retaining the distinctive visual style adopted by the portal.
3. Clarity of content, structure and navigation, which are all key to good functional design.
4. User experience based on principles of clear and simple design.

Use of these guidelines will assist in a streamlined and faster working approach when developing content for the portal, while maintaining the integrity of the visual identity.

1.3 Brand compliance

This document follows Andersen global brand guidelines as close as possible. In some cases further definition is required beyond the Andersen global brand to cover a lower level of detail as required by the Global Portal. This has meant that minor technical and visual elements have been defined to extend the Andersen global brand guidelines.

Examples such as style sheets, shades of gray and iconography have been moderately extended to incorporate new brand compliant material. Where this is the case an orange asterisk symbol has been used to indicate this.

2. Design principles

2.1 Rationale

Our rationale for the design is based around a conceptual statement that we believe describes the identity of the portal:

“The Global Portal is ‘how’ we do things as One Andersen using One Portal.”

Our design is based on creating a visual representation of this identity from a vision that it will become the single point of access for Andersen where users go to address the question of “What do I want to do today?”.

2.2 Philosophy

Space, color and clarity are the essence of the design, with the logo defined as the ‘hero’ to provide a global, common focus. This combination creates a harmonious and well balanced visual design that flows throughout the site.

Sense of white ‘space’ is achieved through the use of evenly placed elements within the page. ‘Color’ is employed to enhance focus on content through minimal use of the primary and secondary color palette, with particular emphasis on the primary palette. ‘Clarity’ is defined through the structure and ordered positioning of elements within the page.

The overall effect produces an engaging, professional and well-organised visual identity that is fresh to the user time and time again, while creating a user experience reinforcing our one global vision.

2.3 Consistent and global look

It is essential to maintain the Andersen global look in the design and functionality of the Global Portal. This helps to communicate the brand to Andersen professionals world-wide and promote a high level of visual consistency throughout all Andersen branded media.

For example the following visual elements are common to every web-based application and apply to the Global Portal visual identity guidelines:

1. Logo - Dimensions and location
2. Color scheme - Use of primary and secondary color palette
3. Main navigation - Style based on horizontal global navigation bar

2.4 Technical rationale

For clarification on the technical rationale which underpins the design of the visual identity, please refer to the ‘Portal UI Technical Guidelines’ document.

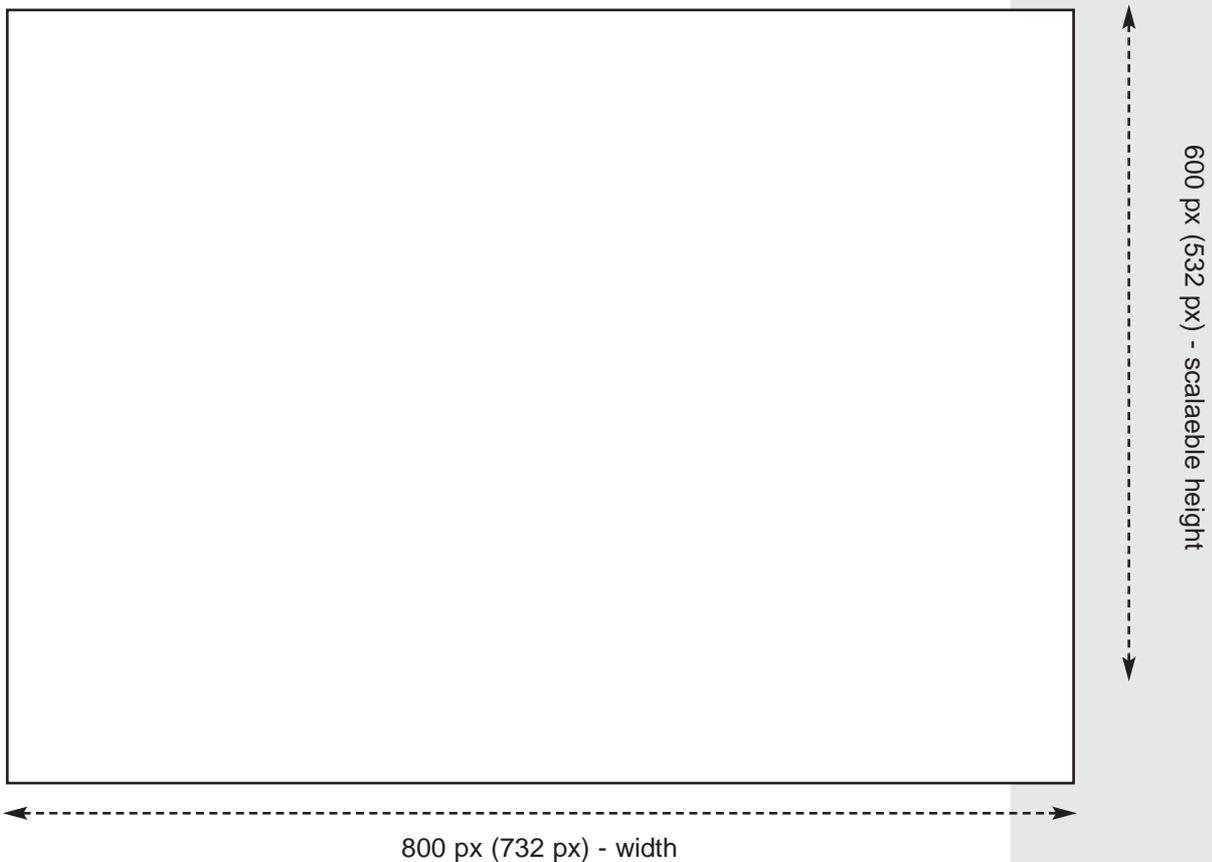
3. Page dimensions

This section covers the page width and height pixel dimensions as specified in the Andersen global brand guidelines.

3.1 Screen resolution

The Global Portal will be built for a minimum screen resolution of 800 x 600 pixels, as defined in the Andersen global brand guidelines. The dimensions for page layout will be 732 x 532 pixels. See Figure 1 below:

Figure 1



NB: Note this diagram is not to scale.

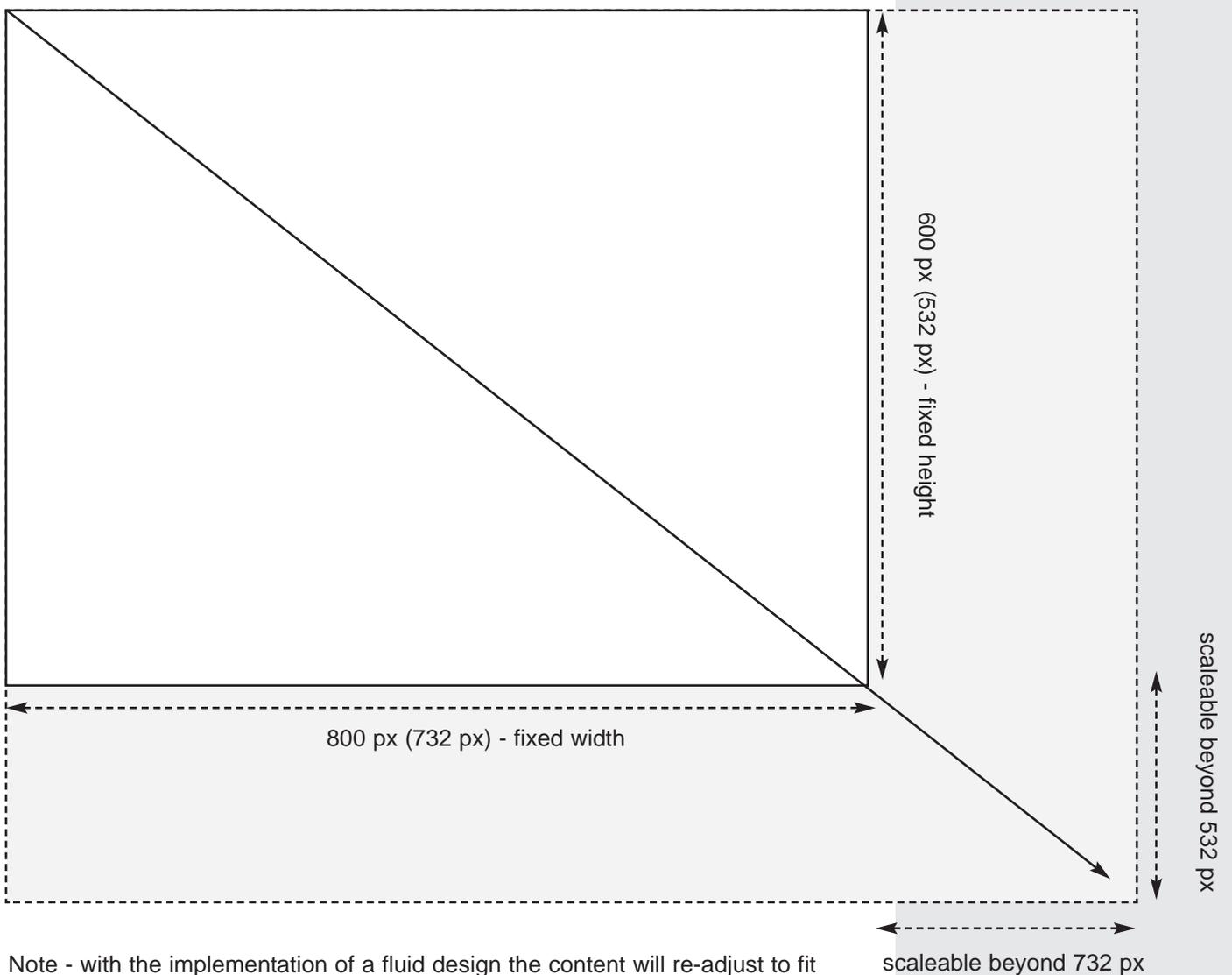
3.2 Fluid layout

Although the design will be fixed at the minimum size of 732 pixels in width and 532 pixels in height, this will be scaleable and the width will stretch beyond 732 pixels to fill the user's browser window if they have it set to a higher screen resolution than 600 x 800 pixels. This is so that the user can benefit from a full screen view, which will maximise the content area and reduce vertical scrolling.

Key navigational areas and the logo space will retain the same dimensions, however the central content pane will stretch to accommodate the user's screen resolution setting, therefore repositioning the content contained.

The height is also scaleable beyond 532 pixels to accommodate long content and extensive dashboard and navigational links.

Figure 2



Note - with the implementation of a fluid design the content will re-adjust to fit the browser dimensions and this may re-align text contained within the central content area. Therefore it is essential to create any content in such a way that it will not visually misalign when at maximum browser width.

3.3 Scrolling

There will be limited vertical scrolling on the home page of the Global Portal, thus capturing the audience's attention and presenting all relevant information in one clear view.

On other pages of the portal, due to the amount of dynamic content that may be generated, vertical scrolling will be unavoidable. However, it should not exceed a maximum of five 'page down' clicks.

There will be no horizontal scrolling above the fixed width of 732 pixels. Most screen resolutions are set to fit content of 600 x 800 pixels, thus accommodating the 732 pixel width without scrolling. Above this minimum screen width the content will automatically fill the browser window, but not scale beyond the right hand edge of this area to cause horizontal scrolling.

3.4 General Andersen global brand guidelines requirements

Fundamental principles to be applied to any web driven application have been specified in the Andersen global web brand, they are as follows:

1. The background color for any web page is: White (HEX FFFFFFFF)
2. The generic font color for content is: Black (HEX 000000)
3. The Andersen generic font is: Helvetica
4. Style sheet driven fonts should be in the following order of preference:
Helvetica, Arial and Sans serif.

3.5 On-screen grid - principles

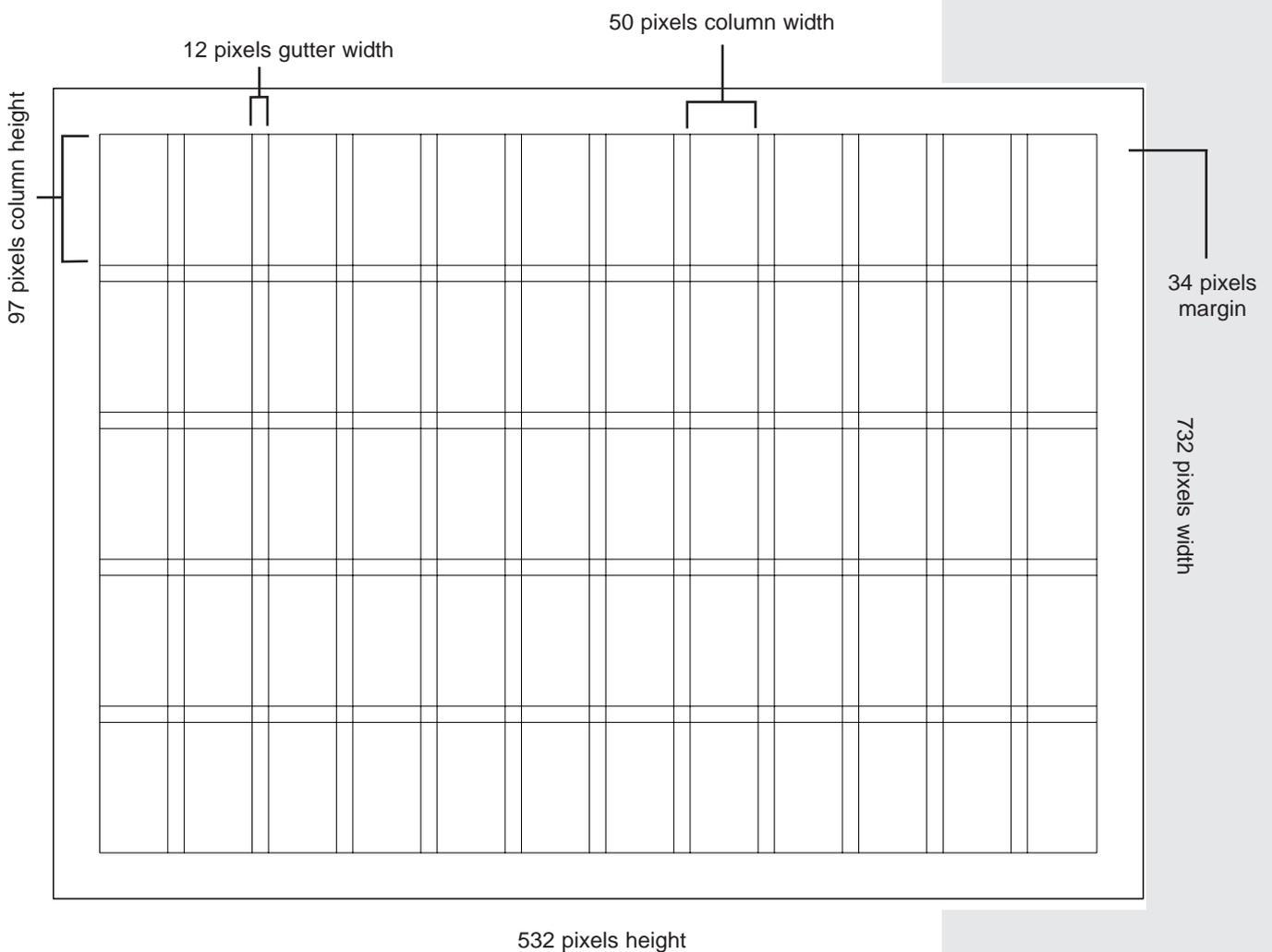
In the Andersen global brand guidelines, an on-screen grid is described which must be applied to all template designs. It is used as a guide for defining the logo, content and image areas.

The on-screen grid helps to maintain clarity of content, through the use of white space and gutters which separate areas of the design layout.

The on-screen grid is based on the concept of a five row and 12 column layout. This grid has been calculated based on the principles defined in the Andersen global brand guidelines.

Grid details are as follows:

Figure 3



Note: Grid is based on dimensions of 732 x 532 pixels and has been reduced to 55% of size.

4. Logo

The Andersen logo must be positioned in the top right hand corner of every web page with the prescribed amount of white space around it. In the Andersen global brand guidelines, the logo is defined as the 'hero', meaning that it should be the key focus of any visual design.

By clicking on the image of the logo the user can return to the home page at any time.

The logo helps to maintain a visual consistency across all web-related applications and media. The following specifications have been applied to the Global Portal:

Figure 4: Grid positioning and white space around the logo

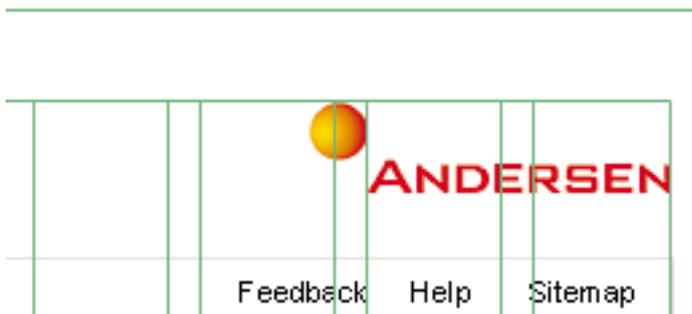
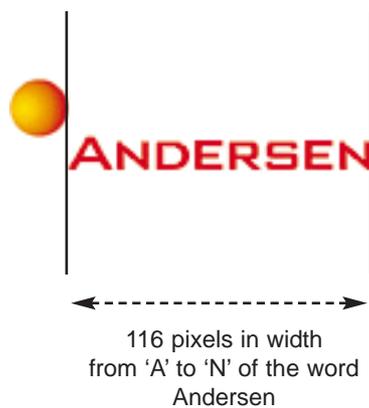


Figure 5: Logo dimensions



5. Graphics

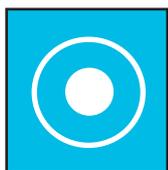
The Andersen global brand guidelines require graphics to be kept to a minimum. Due to the dynamic nature of the content and in order to maintain a crisp 'look and feel', it is recommended that the Global Portal follows this requirement particularly at the top level pages. The following covers where it is appropriate to use graphics.

5.1 Iconography*

The Andersen global brand guidelines specify that icons must be used at no smaller than 15mm x 15mm. However, the Global Portal requires the use of icons for highlighting links to certain types of content. These icons have been designed to fit into the central content pane and are therefore smaller than the minimum requirement.

Eight icons have been created which can be used within a web page. The size of these icons on a web page will be 15 pixels x 15 pixels.

In some cases, the illustrations have a solid fill instead of an outline (as specified in the Andersen global brand guidelines) since they will not be visible at such a small scale without a solid fill.



CD-ROM data
HEX: #00CCFF



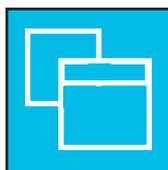
Internet links
HEX: #00CCFF



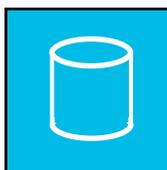
Office documents
HEX: #6699CC



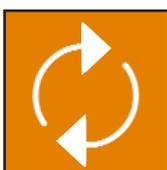
Other data source
HEX: #6699CC



Launchable application
HEX: #00CCFF



Notes database
HEX: #00CCFF



Refresh
HEX: #FF6600



Source information
HEX: #6699CC

NB: Not to scale.

5.2 Photography

The use of photography should be minimal as this will detract from the content within the page. When used photographs should ideally be kept to no more than 150 x 150 pixels in size.

5.3 Charts and diagrams

Graphical charts and diagrams can be employed within content areas of pages.

6. Color palette

The main Andersen colors of the primary web palette are orange and white. Other colors included in the primary web palette are gray and black and are web safe colors.

The primary colors are to be used throughout the Global Portal in order to maintain visual brand consistency and adhere to the Andersen global brand guidelines.

The secondary web palette consists of two related sets of colors one muted and one bright. Colors from this palette applied to the Global Portal are used for icons only.

Figure 6: Primary color palette



Figure 7: Secondary color palette

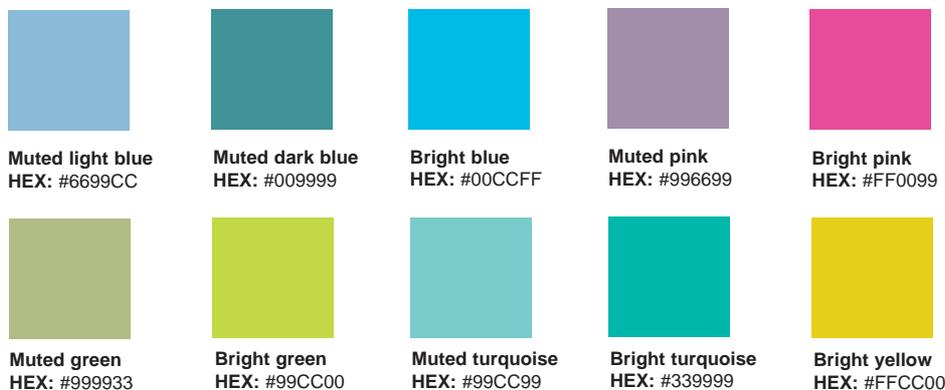


Figure 8: Additional gray (for blocks of color): This is used in some cases where the Andersen gray is too dark as this lends to a more subtle approach. *



7. Master template

This section and the remainder of this document detail the visual identity of the Global Portal through the definition of a master template.

The Global Portal master template encompasses the design philosophy and design principles outlined in this document.

In addition a 'home page' and 'sample content' pages have been designed and developed based on this master template.

The master template details table dimensions, colors, font styles, text positioning and element alignment for the two page designs.

Technical implementors should use these master template specifications for all development.

7.1 Global master template: wireframe

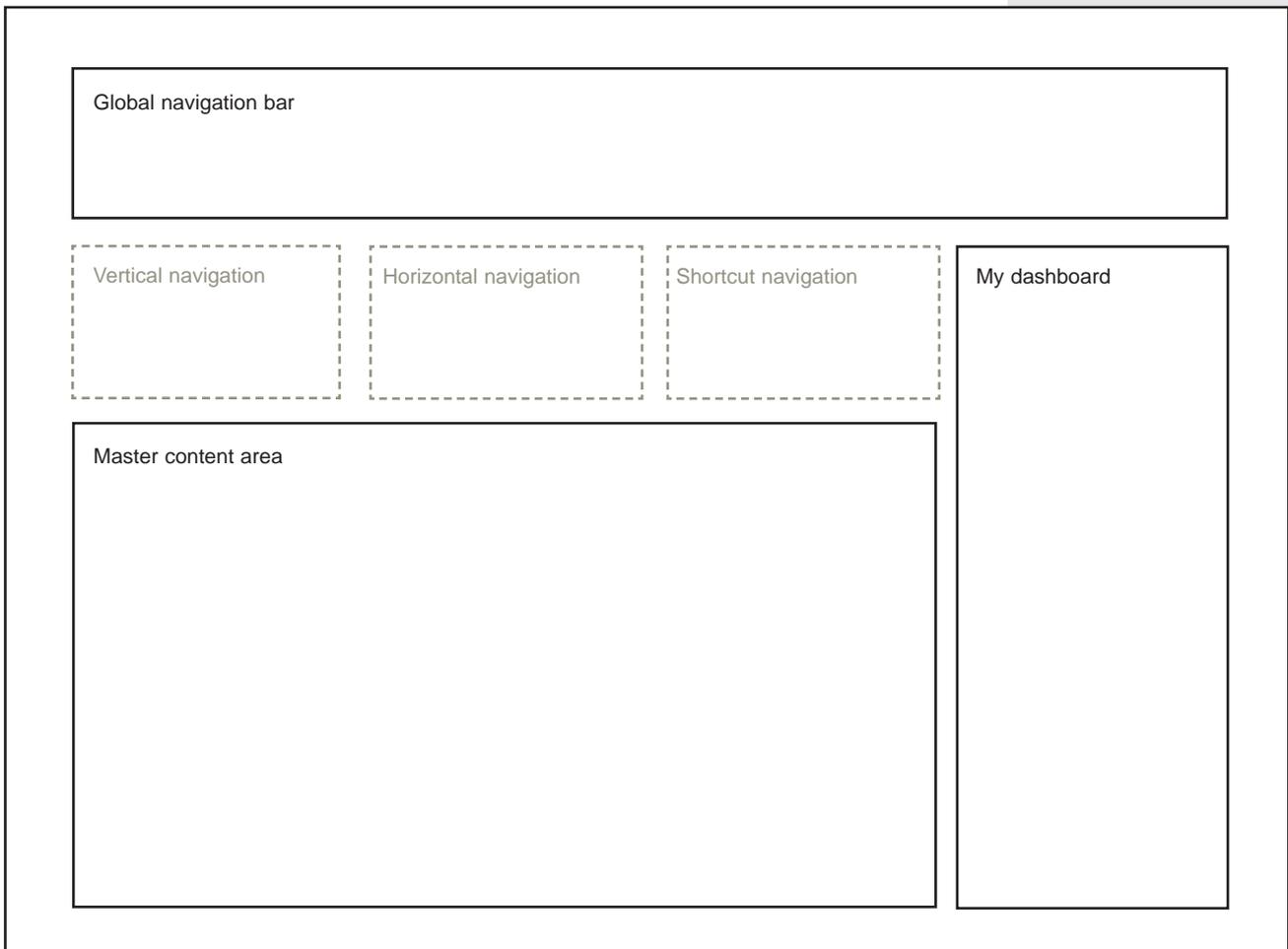
Wireframes are outline layouts which assist in establishing and mapping out relevant content areas and are used as a basis for developing the visual design.

The purpose of the global master template wireframe is to show how a typical portal page will be divided.

There are three main sections which appear on every page and three navigational areas that also appear on all pages except for the home page (colored light gray on the diagram below) which are as follows:

1. Global navigation bar - This exists on the top of every page and contains all main navigation functionality including search that aids the user in navigating through major areas of the site. It also contains the Logo which forms navigation in terms of accessing the home page, wherever the user is in the site.
2. Master content area - This is the main area for content which can include text, data, links and applications. This is based on maximised use of real estate for content, is left justified and scales vertically (never horizontally).
3. 'My dashboard' - A specific area on the right hand side which provides personalised content defined from the user's profile details and customised content selected by the user.

Figure 6



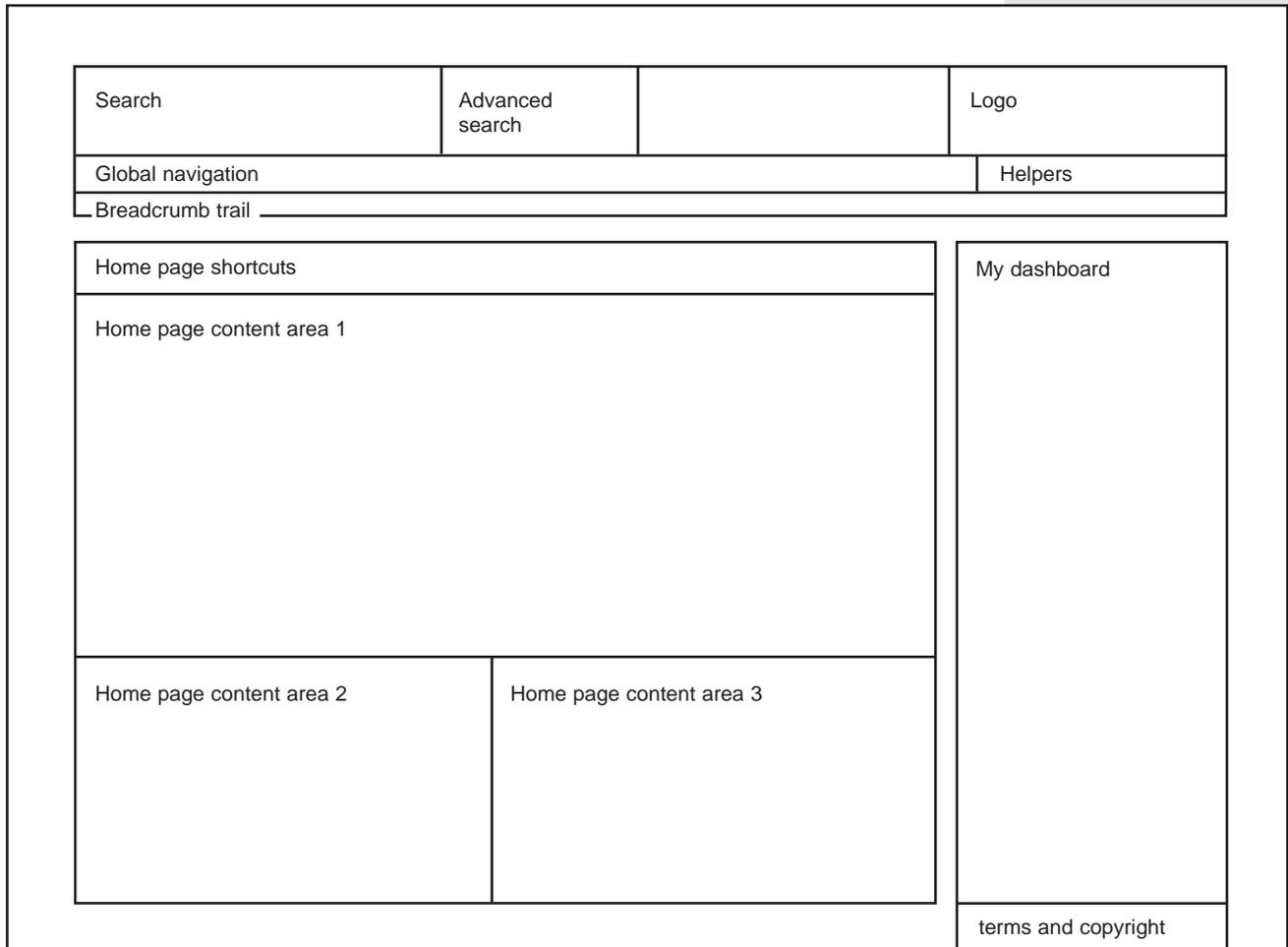
4. Vertical navigation - This area provides links to related content below the current level.
5. Horizontal navigation - This area provides links to other content at the same level.
6. Shortcut navigation - This area provides links to specific content areas as specified by the content owner.

7.2 Home page: wireframe

This detailed wireframe is used as a basis for the Global Portal home page design.

Both the navigational and content areas have been clearly defined within the wireframe layout and clarify elements such as logo, navigation, content and copyright positioning.

Figure 7



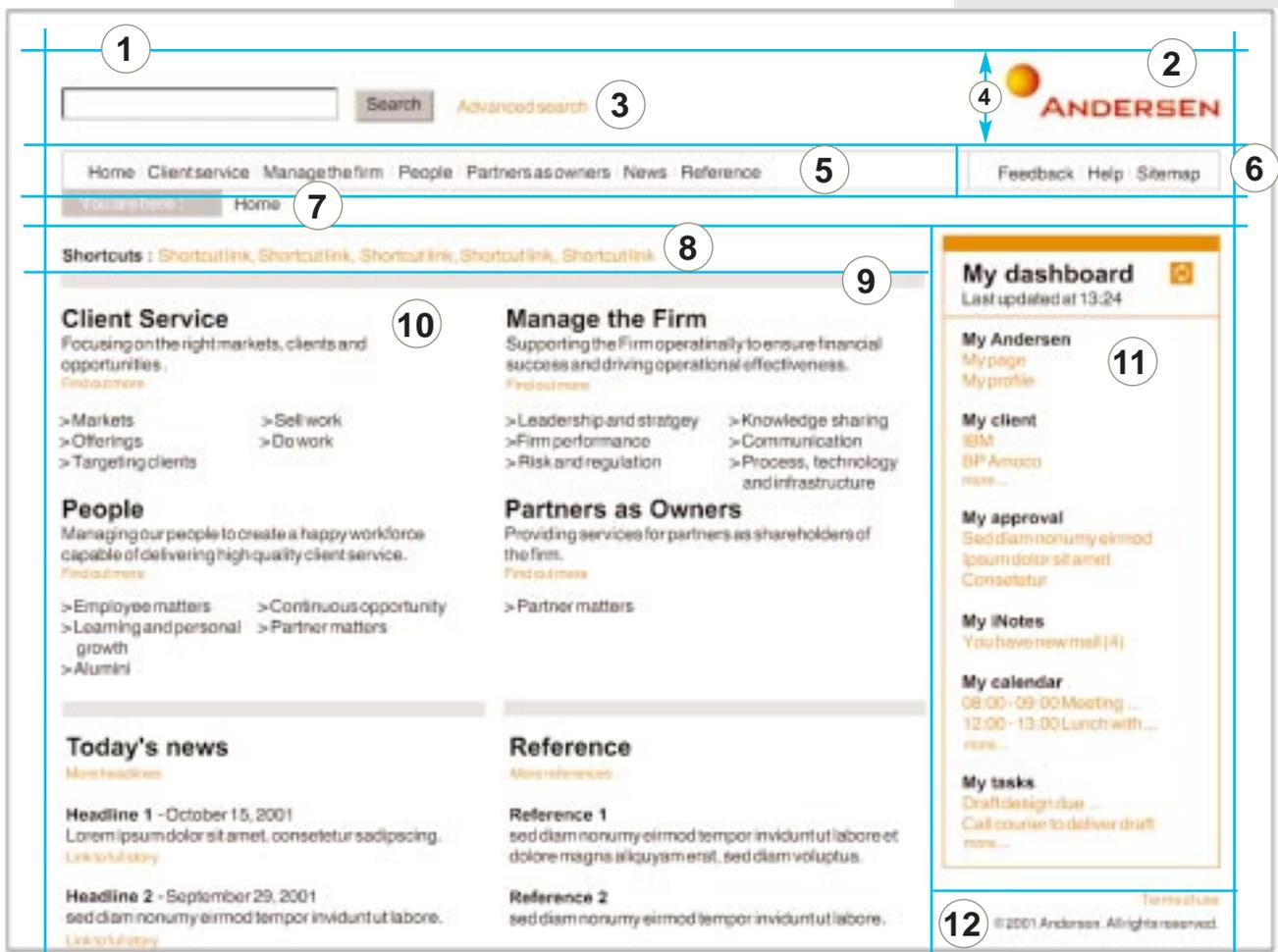
7.3 Home page: visual design

The Global Portal home page is an example of the top level (level 0) implementation of the master template. This page sets the context of the look and feel for the rest of the site.

Key design features:

1. Subtle use of orange and gray.
2. Applied balance of content proximity with white space.
3. Use of layout borders to frame content with vertical and horizontal thin lines and horizontal bold blocks.

Figure 8



- 1 **Master table** - 100% width (fixed at a minimum size of 732 pixels by using 1 x 1 pixel spacer GIF).
- 2 **Logo** - image is 'logo.gif', 140 x 34 pixels in size, positioned in top right hand corner of cell. Cell width 140 pixels within embedded table.
- 3 **Search box and 'Advanced search'** - A horizontal text box and a submit button entitled 'Search' have been created for the Search area. The char width of the text box is 20 pixels. The 'Advanced search' link is defined using the '.smalltext' and '.linktwo a:link' styles.
- 4 **Logo and search area width** - *% width, so that the fixed area defined for the logo remains constant when the page scales to full screen.

7.3 Home page...continued

Please continue to refer to Figure 8.

- 5 **Global navigation** - Embedded table, 100% width, inline border style (see 'Style sheets - CSS table' for further details). Text '.blacktext' style 'a:link' style. Vertical alignment 'middle'.
- 6 **Helpers bar** - Part of 'Global navigation' embedded table, right hand cell 170 pixels width, divided by a gray 1 x 1 pixel GIF from the 'Global navigation' content.
- 7 **Breadcrumb trail** - Embedded table, 100% width, split into two columns. Column one is 105 pixels width with a gray background color (HEX CCCCCC). The 'You are here' marker is '.whitetext' style. A 15 x 9 pixels spacer GIF is to the left of this text in order to centre align it.

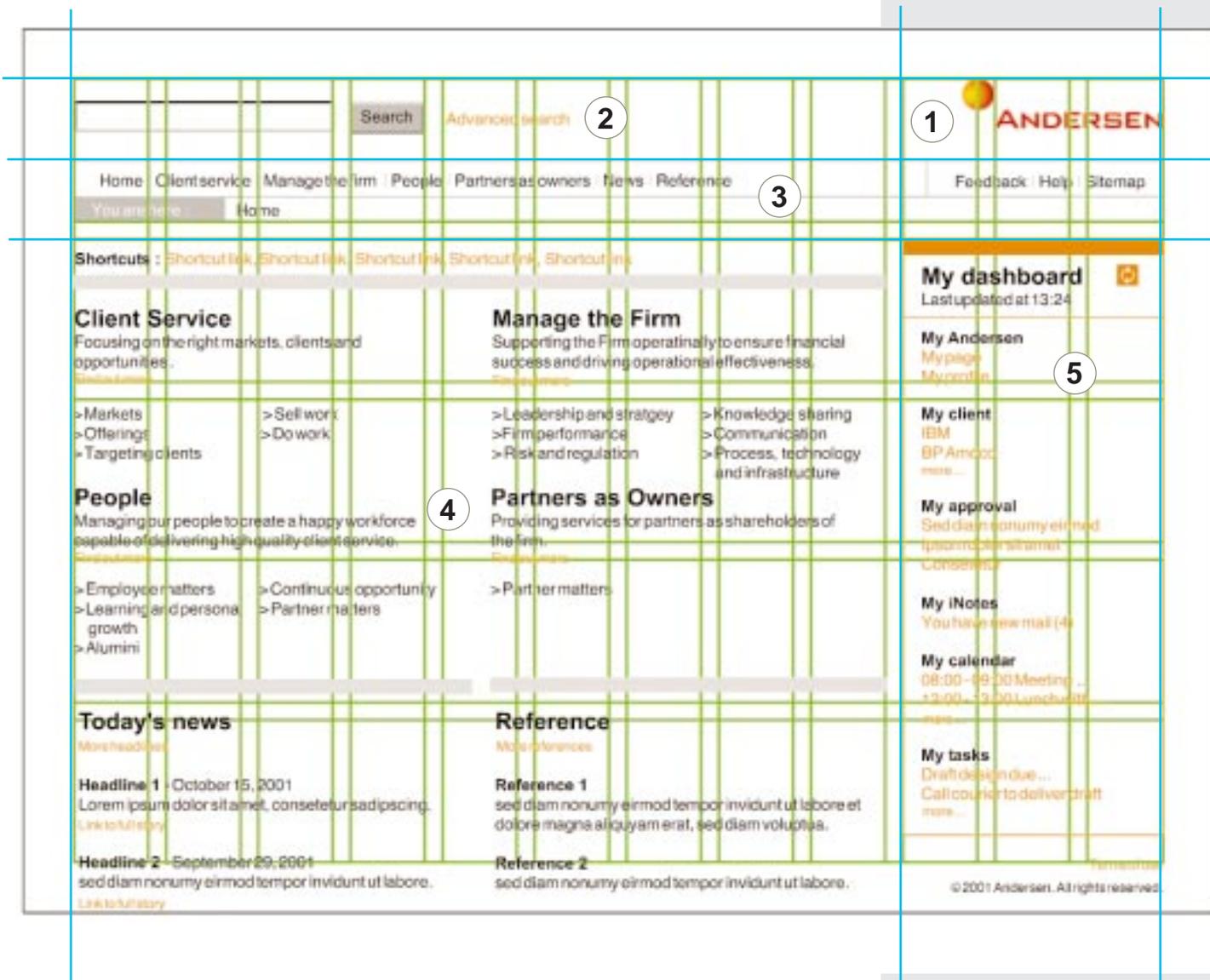
In the next column the dynamic breadcrumb text will appear. The text uses the '.blacktext' and 'a:link' style.

- 8 **Shortcuts** - Nested table within the 'home page content area' embedded table. 100% width, title 'shortcuts' uses '.blacktext' style (this remains static). The shortcut links will be generated by the home page content owner and use the '.orangetext' style and '.linktwo a:link' style. They are individually separated by a right-hand chevron.
- 9 **Gray and orange strips** - Used to separate content and emphasise the top of boxed navigational areas of content eg 'My dashboard'. Background color (HEX CCCCCC) for gray strips and orange strips are (HEX FF6600). Width is always 10 pixels.
- 10 **Home page content area** - 100% width. Split into separate tables to contain dynamic content. Evenly spaced text. Main headings '.heading' style, body text '.blacktext' style and small links underneath each content block '.smalltext' style.
- 11 **My dashboard** - 174 pixels width and 100% height for scaleability of content.
 - Orange block at the top of the dashboard - color HEX FF6600
 - Border - Inline style (see 'Stylesheets' for more details), color HEX FF6600, border top 1px, border left 1px, border right 1px and border bottom 1px.
 - Title style - '.heading' style (see 'Stylesheets' for more details).
 - Refresh button - icon_refresh.gif, 15 x 15 pixels, ALT 'refresh button'.
- 12 **Copyright** - '.copyright' style (see 'Stylesheets' for more details), right aligned.

7.4 Home page: on-screen grid

The home page design is shown below positioned within the Andersen on-screen grid (in green). In order to maintain visual consistency and a sense of white space around the logo, designers should follow the grid concept, particularly when updating or modifying the home page visual design.

Figure 9

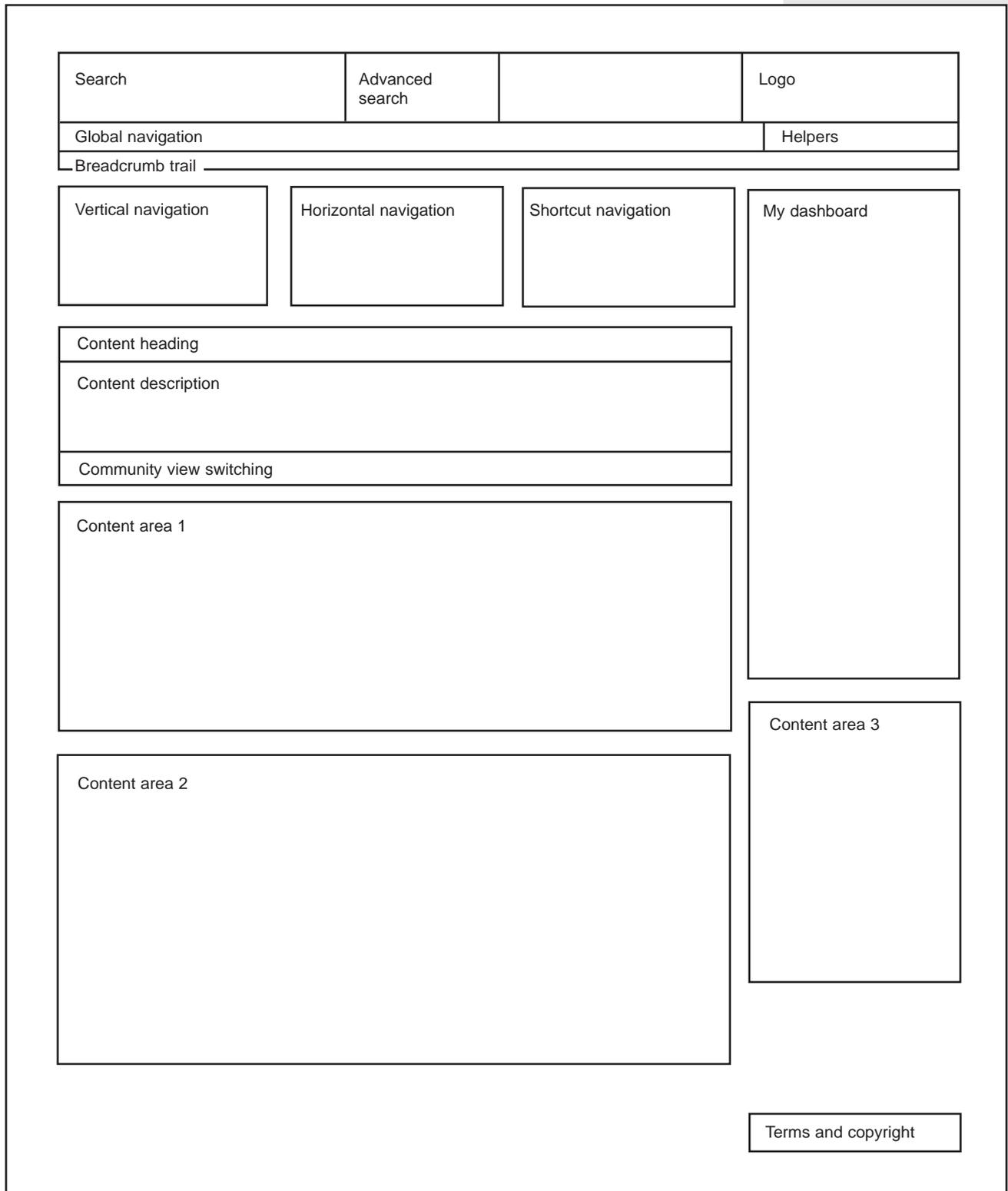


- ① Logo positioned in top right hand corner of grid with the prescribed amount of white space below.
- ② Search box and Advanced search aligned to the bottom of the Andersen logo, retaining white space around the top and bottom.
- ③ Global navigation, Helpers bar and breadcrumb trail positioned against the gutter allowing for space between the top navigation and content below.
- ④ The home page content area is displayed within the boundaries of the grid. The text is evenly spaced and aligned to enhance clarity and legibility. In this design there are four primary blocks of content and two secondary blocks of content seperated by horizontal grey bars. The home page content area is extendible and can accommodate additional text below the minimum screen resolution.
- ⑤ 'My dashboard' is aligned to top and left gutters within the grid.

7.5 Sample content page: wireframe

This detailed wireframe is applied to lower level pages as demonstrated below. Elements described in the 'home page' wireframe are included in here, as well as additional elements such as the 'horizontal navigation' 'vertical navigation', 'shortcuts navigation' and 'content' areas.

Figure 10



7.6 Sample content page

The 'Sample content' page is an example of a typical level one implementation of the master template. The design features additional areas such as 'vertical navigation', 'horizontal navigation', 'shortcuts navigation', 'visual glossary' and content such as 'expert source modules' and 'links'. The example is based on a section in the Global Portal framework with content.

Where an application has been fully integrated, the master content area would be used by the application.

Key design features:

1. Use of icons to distinguish different types of content links.
2. Framing within content area using standard blocks and lines.
3. Introduces navigational links at the top of the content area.
4. Supports vertical scrolling only if content extends beyond the minimum height.

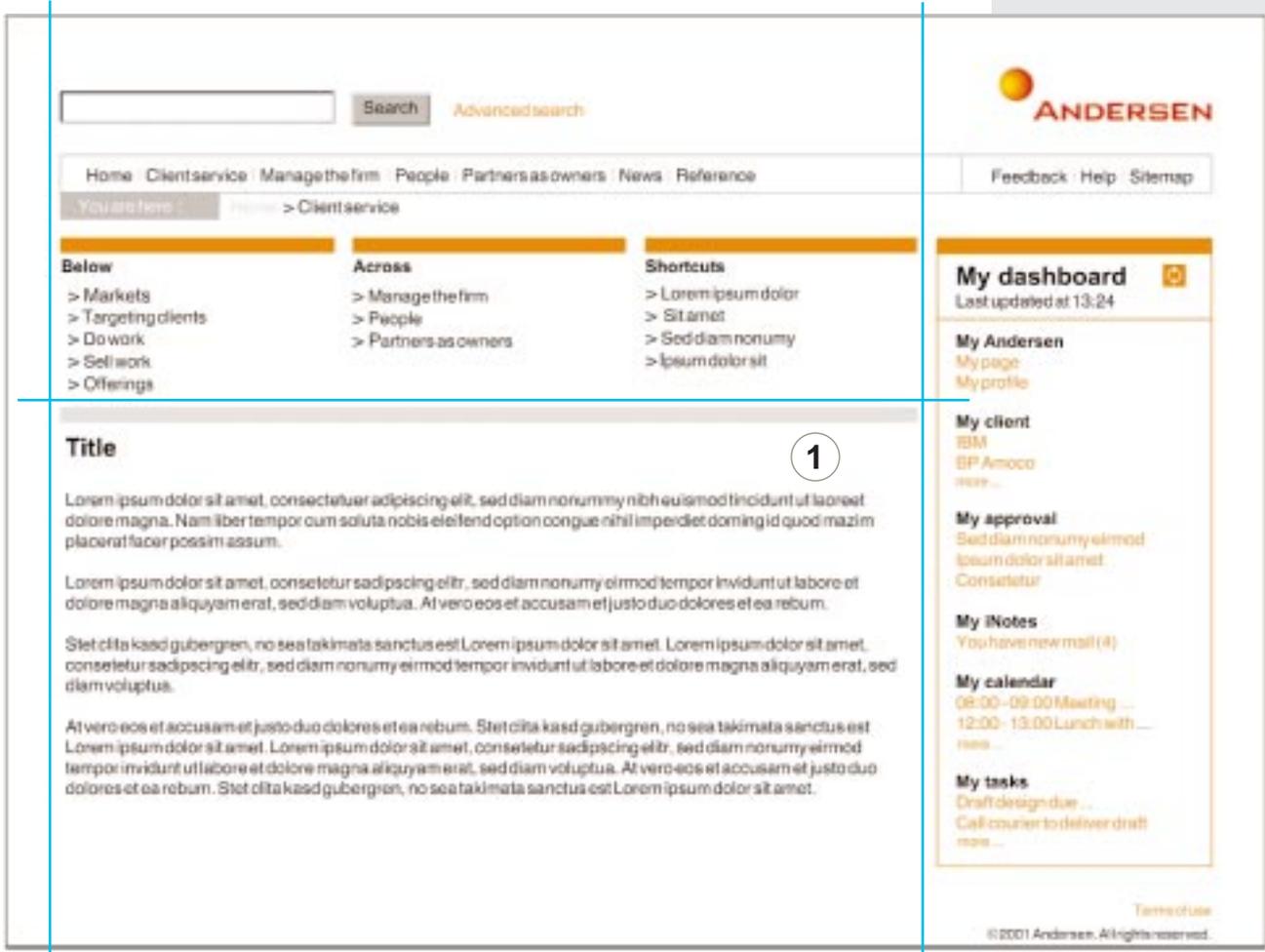
Figure 11

The screenshot displays a web application interface for Andersen. At the top, there is a search bar with a 'Search' button and a link to 'Advanced search'. Below the search bar is a navigation menu with links for 'Home', 'Client service', 'Manage the firm', 'People', 'Partners-owners', 'News', and 'Reference'. A breadcrumb trail shows the current path: 'You are here: Home > Client service > Managing clients > Client information management'. On the right side, there are links for 'Feedback', 'Help', and 'Sitemap'. The main content area is divided into several sections. A callout box labeled '1' points to a navigation bar with three sections: 'Below' (with links like '> Stet citta kasd'), 'Across' (with links like '> Client identification'), and 'Shortcuts' (with links like '> Lorem ipsum dolor'). Below this is the 'Client information management' section, which includes a paragraph of placeholder text and a 'See other community view' section with links for 'United Kingdom', 'France', and 'United States'. A callout box labeled '2' points to this section. The next section is 'Expert source module content', which features a grid of content items, each with an icon and a title. A callout box labeled '3' points to a 'Visual glossary' section at the bottom right, which contains a list of links and icons, including 'Internet links', 'CD-Rom data', 'Launchable application', 'Notes database', 'Office documents', 'Other Data source', and 'Source information'.

- 1 **Vertical/horizontal/shortcut navigation** - These navigation areas will expand vertically to accommodate the number of links placed within them. However, this should not exceed 226 pixels in height.
- 2 **Expert source module** - Separated by a gray (HEX CCCCCC) strip, 10 pixel width. Text left aligned. Title style '.heading', 'Add this to My Andersen' link '.smalltext' style and '.linktwo a:link' style. Three lists of content. Sub title style '.blacktext', bold and list style '.blacktext' and 'a:link' style. Icons - 15 x 15 pixel GIF.
- 3 **Visual glossary** - Reference for icons. Embedded table, width 174 pixels. Heading '.whitetext' style against gray background (HEX CCCCCC). Links '.blacktext' style and 'a:link' style. Icons: 15 x 15 pixel GIFs.

The following is a visual example of a section in the Global Portal with no content.

Figure 12

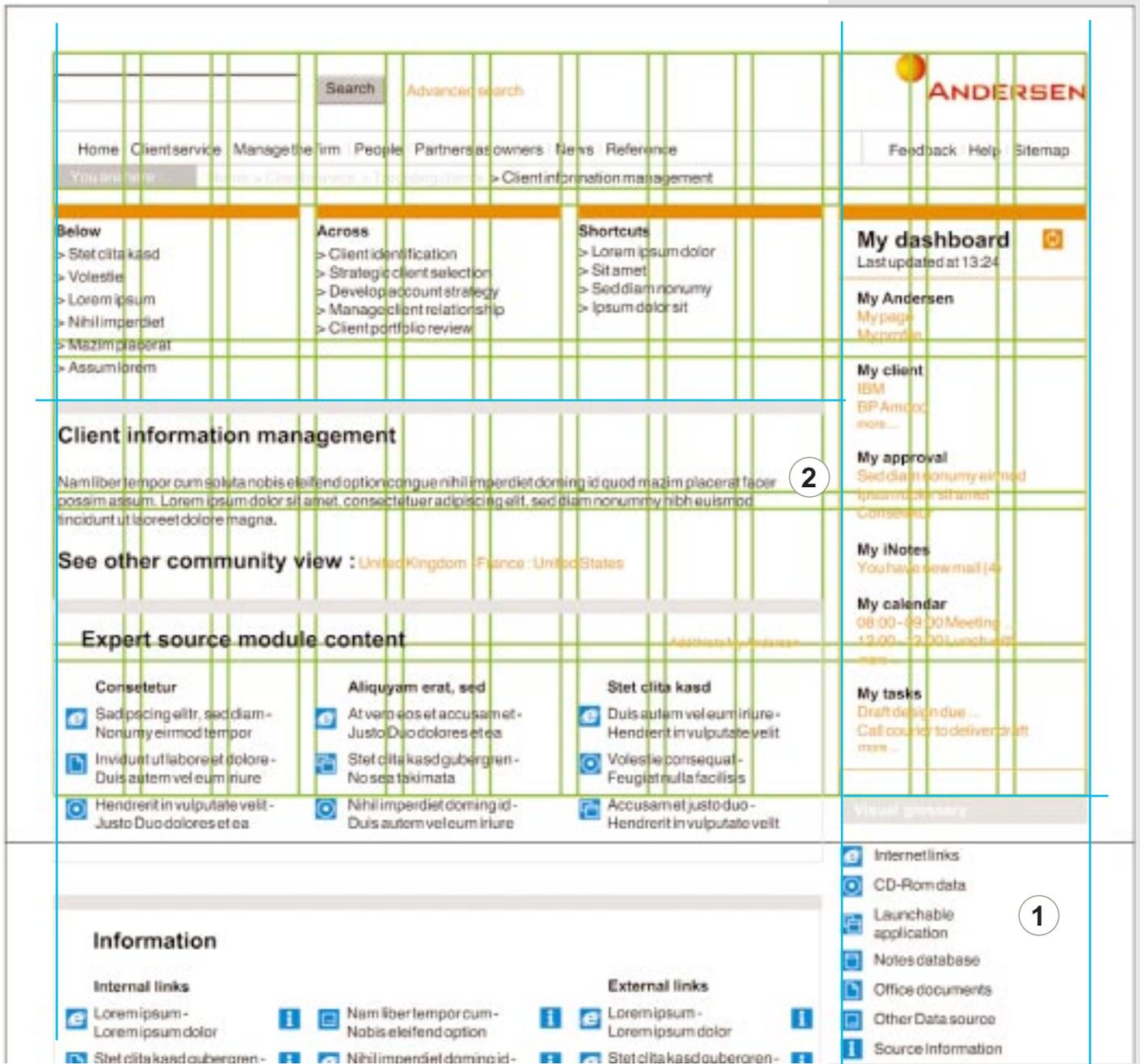


- 1 **Central content area** - Containing only descriptive text for the section the user is in. Title '.heading' style and text '.blacktext' style.

7.7 Sample content page: on-screen grid

The on-screen grid has been applied to the 'Sample content' page below.

Figure 13



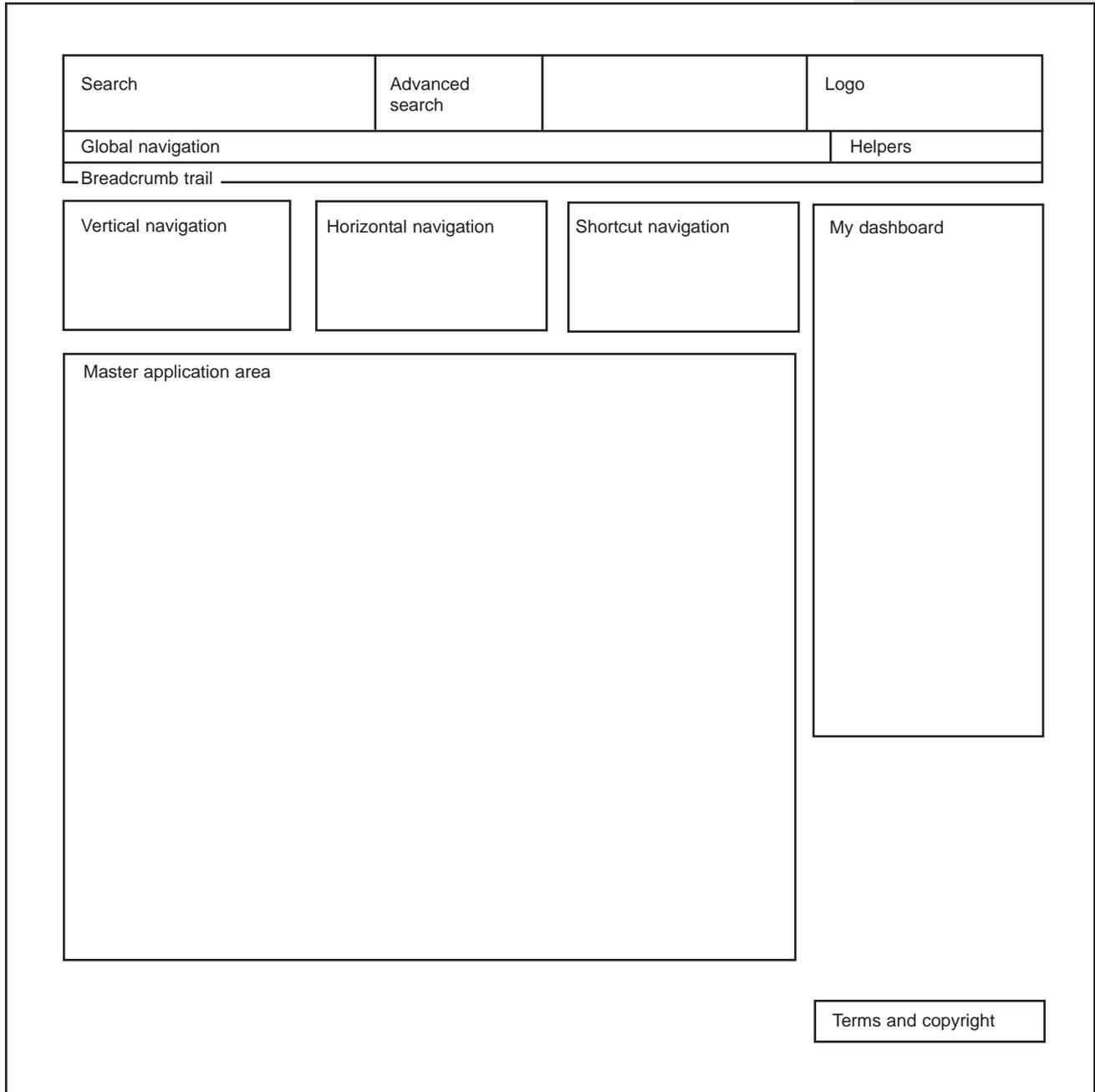
① The 'Visual glossary' extends the same width area as 'My dashboard' and fits within the grid gutters.

② As the main content scrolls, it continues to conform to the grid layout.

7.8 Sample content page: applications wireframe

This detailed wireframe is applied to lower level pages which display integrated applications within the master content area.

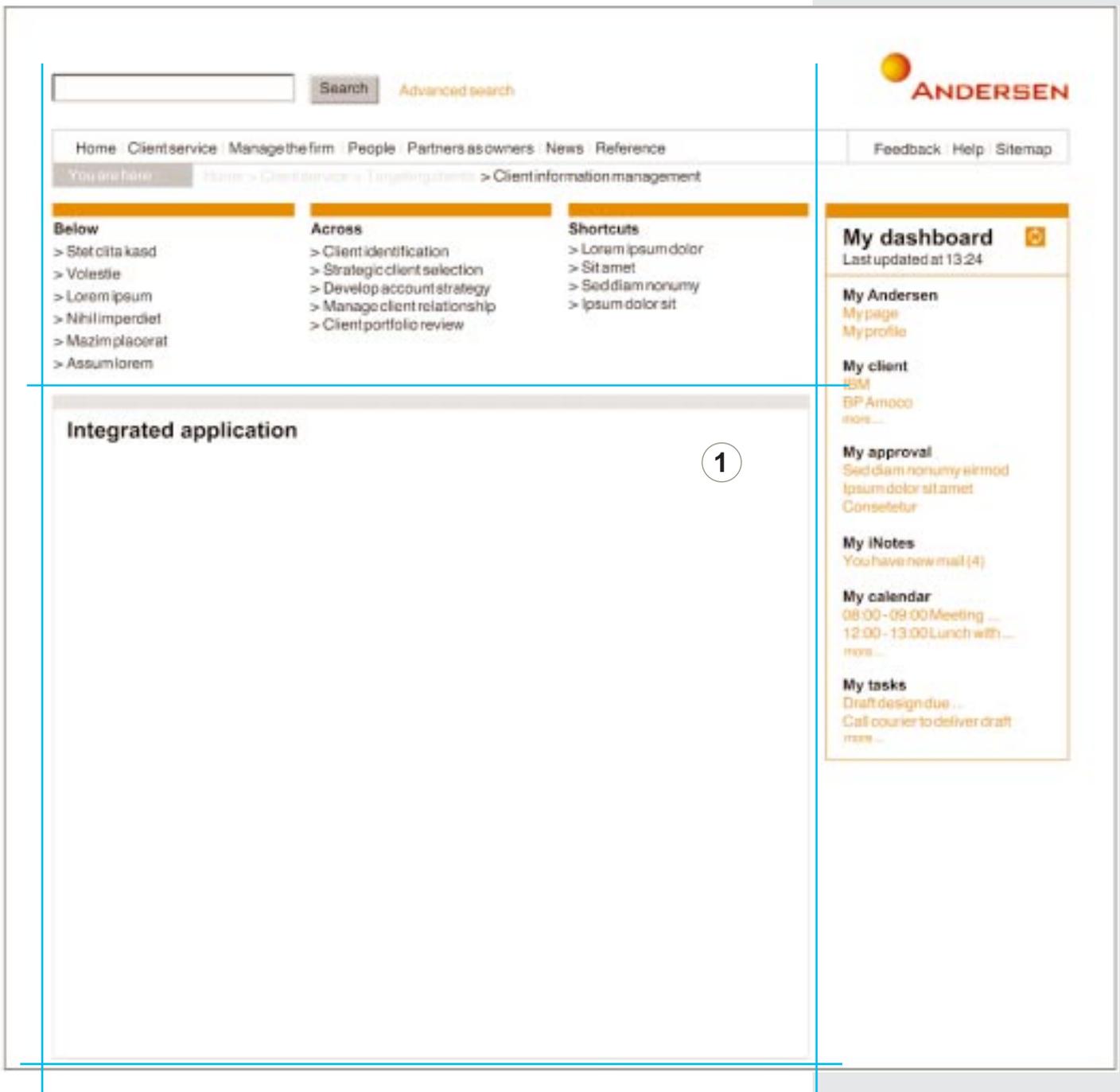
Figure 14



7.9 Sample content page: applications visual design

The 'Sample content' page is an example of a typical level one implementation of the master template, which incorporates a fully integrated application within the master content area.

Figure 15



- 1 **Integrated application** - Containing a fully integrated application and its navigation within the master content area.

8. Navigational elements

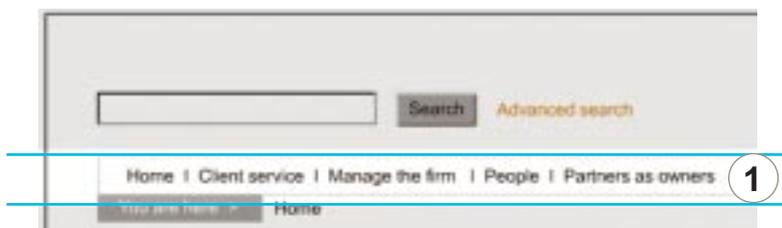
The navigational elements of the Global Portal are based on 7 key components: 'Global navigation bar', 'Vertical navigation', 'Horizontal navigation', 'Shortcut navigation', 'Helpers bar', 'My dashboard' and 'Breadcrumb' trail.

These navigational elements are critical to site usability, therefore it is essential that these visual identity guidelines are accurately adhered to.

8.1 Global navigation bar

- 1 The global navigation bar contains links to top-level content, such as 'Home', 'Client service', 'Manage the firm', 'People', 'Partners as owners', 'News' and 'Reference'. These links are static and the text is HTML, defined using the '.blacktext' style. The height is 20 pixels and the width is scaleable. The border color is HEX C0C0C0 and 1 pixel in height, this is defined using an inline style (see 'Style sheets - CSS table' for more information).

The global navigation is situated in the same position below the search box on every page and the content remains static.



8.2 Vertical/horizontal/shortcut navigation

- 2 This area consists of three navigational areas, 'horizontal navigation', 'vertical navigation' and 'shortcuts'.
- 3 Vertical navigation - This area provides links to related content below the current level.
- 4 Horizontal navigation - This area provides links to other content at the same level.
- 5 Shortcut navigation - This area provides links to specific content areas as specified by the content owner.

For visual emphasis the areas have been placed below an orange bar. The text color is black (HEX 000000) and HTML.

The links below each of the three key areas are black (HEX 000000) and defined using the '.blacktext' style. The chevrons are black (HEX 000000) and located to the left of each link.

The vertical/horizontal/shortcut navigation is situated below the breadcrumb trail on all 'level one' and 'lower level' pages. It is constructed using three separate columns for the three key content areas.

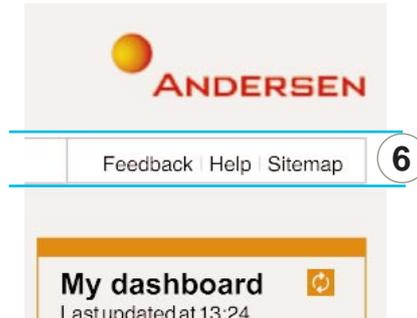


Navigational elements...continued

8.3 Helpers bar

- 6 The Helpers bar is located at the far end of the Global navigation bar. This area contains key helpers such as 'Feedback', 'Help' and 'Sitemap' in this order. These will remain in the top right-hand navigational area of the page at all times.

The Helpers bar is separated from the Global navigation by using a 1 x 1 pixel gray GIF stretched to 20 pixels in height. This creates a separate line between the two.



8.4 My dashboard

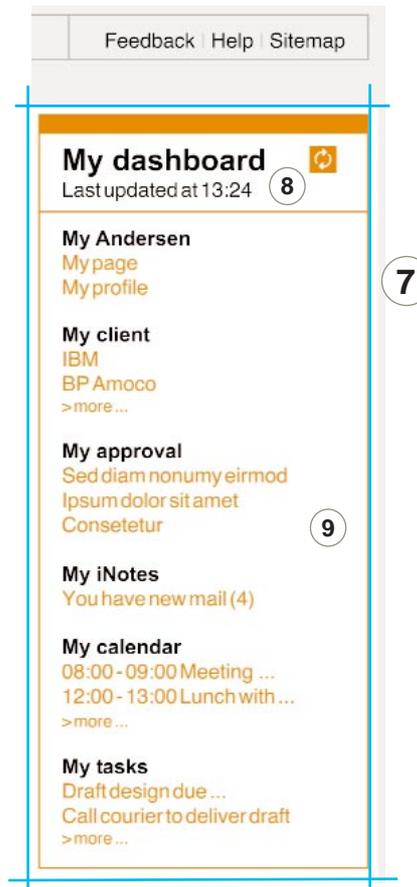
- 7 'My dashboard' is content area which can be personalised and customised. It displays applications and links that the user has selected. The content should be specifically task-focused. The content displayed is purely illustrative.

To place visual emphasis on this element of the page an orange strip has been placed above the title and the border is also orange. The heading will be in black and '.heading' style with a 'Last updated at xx.xx' as a sub title underneath.

- 8 Below the orange strip is a 'refresh' button, which will reload the content within the dashboard. This will display the latest global update. (see the 'Icons' section for further clarification on dimensions).

- 9 This consists of text. The titles are defined using the '.blacktext' style (see 'Style sheets - CSS table' for further details).

The links are Andersen orange (HEX FF6600) and the hover color is gray (HEX 999999). They defined using the '.orangetext' and '.linktwo a:link' styles.



Navigational elements...continued

8.5 Breadcrumb trail

- 10 The breadcrumb trail is used as a method for displaying the path that the user takes as they navigate through the Global Portal. It is generated dynamically and previous pages viewed become clickable links, so the user can jump back as many steps as they like.

It is located beneath the global navigation and on the page at all times.

- 11 The breadcrumb trail consists of a 'gray indicator' block which tells the user where they are in the trail, by stating 'You are here' and gray individual breadcrumb links which are separated by a chevron.
- 12 The last element in the trail is the current page and non clickable and black (HEX 000000).



9. Style sheets

9.1 Cascading style sheets - overview

Cascading style sheets allow flexible control over the generic 'look and feel' of various elements with the Global Portal. By defining a style for items such as text and link colors within a CSS file (.css) and applying this to these items within Portal pages, this helps to maintain a consistent 'look and feel'.

Cascading style sheets also define a higher level of detail to items such as 'text'. For example, 'line width' and 'font point size' can be applied to 'text' by using a style. Standard HTML 'text' does not have this level of flexibility and only permits the developer to alter the text according to a moderate selection of predefined font sizes.

The Andersen brand recommends the use of Cascading style sheets. Style sheets should be applied to HTML text and table borders within the Global Portal.

9.2 Typography

The primary typeface for text in the Global Portal is Helvetica, however if the user's browser does not have this font it will default to Arial. This applies for both style sheet and system driven text. All text must be HTML only and non graphical (i.e JPEG or GIF format).

All text must be range left. Main titles and sub titles can be in 'Bold', however the use of 'Italics' is not permitted anywhere on the Global Portal.

9.3 Master template style sheet

The following is a definition of the text styles applied to all top level web pages within the portal. The styles are created in an external .css file, which in turn can be linked to and applied to the text in any web page. The only exception is the border definition for the global navigation, which is used as an inline style.

See diagram below for a definition of the styles applied to a typical page.

Figure 16

The diagram shows a typical page layout with the following CSS class annotations:

- `class = .linktwo a:link` and `class = .blacktext` point to the search bar.
- `class = .whitetext` points to the main navigation menu.
- `class = .header` points to the 'You are here' breadcrumb.
- `class = a.link (default)` and `class = .smalltext` point to the 'Client Service' section title and its description.
- `class = .blacktext` points to the list of sub-sections under 'Client Service'.
- `class = a.link (default)` and `class = .orangetext` point to the 'People' section title and its description.
- `class = .copyright` points to the footer text.

9.4 CSS Table

style.css

Platforms: PC/Mac

Class definitions

Class name	Color	Hex	Font	Size	Style	Line height
.blacktext	Black	000000	Helvetica, Arial, "Sans serif"	11px	Normal	12px
.orangetext	Orange	FF6600	Helvetica, Arial, "Sans serif"	11px	Normal	12px
.whitext	White	FFFFFF	Helvetica, Arial, "Sans serif"	11px	Normal	12px
.headline	Black	000000	Helvetica, Arial, "Sans serif"	16px	Normal	Normal
.smalltext	Orange	FF6600	Helvetica, Arial, "Sans serif"	9px	Normal	Normal
.copyright	Black	000000	Helvetica, Arial, "Sans serif"	9px	Normal	Normal

Class definitions - Links

Class name	Color	Hex	Font	Size	Style	Line height
a:link	Black	000000				
a:hover	Orange	FF6600				
a:visited	Gray	999999				
.linktwo a:link	Orange	FF6600				
.linktwo a:hover	Gray	999999				
.linktwo a:visited	Orange	FF6600				

Inline style - Borders

1. 'Gray' is applied to the Global navigation bar border
2. 'Orange' can be applied to any other table borders eg. 'My dashboard'.

Element	Color	Hex	Font	Size	Style
Border bottom	Gray or Orange	C0C0C0 or FF6600		1px	Solid
Border left	Gray or Orange	C0C0C0 or FF6600		1px	Solid
Border right	Gray or Orange	C0C0C0 or FF6600		1px	Solid
Border bottom	Gray or Orange	C0C0C0 or FF6600		1px	Solid
Margin top				10px	
Padding bottom				0px	
Padding left				0px	
Padding right				0px	
Padding top				0px	

As per the Andersen global brand guidelines, HTML system text specifications are detailed. The HTML system requirements for the Global Portal text are as follows:

System

Class name	Color	Hex	Font	Size
Black text	Black	000000	Helvetica/Arial	2
Orange text	Orange	FF6600	Helvetica/Arial	2
White text	White	FFFFFF	Helvetica/Arial	2
Headline	Black	000000	Helvetica/Arial	4
Small text	Orange	FF6600	Helvetica/Arial	1
Copyright	Black	000000	Helvetica/Arial	1

10. Links

There are two types of link style.

The Andersen global brand guidelines dictate that the use of orange should be minimal and not excessive, so by using black as the key link color this will assist in balancing the level of orange on any one page.

See the 'Style sheets - CSS overview' section for more technical detail on the application of link colors.

10.1 Main link

If a link is:

1. Part of the global navigation, or;
2. Contained in the master content area; or
3. Within the vertical, horizontal or shortcut navigation;

then it is defined as a main link. All main links must have either a chevron or an icon associated with them (refer to 'Graphics' section).

The colors are as follows:

Link: Black (HEX 000000)
Hover: Orange (HEX FF6600)
Clicked: Remains Orange
Visited: Gray (HEX 999999)

Figure 17 - example

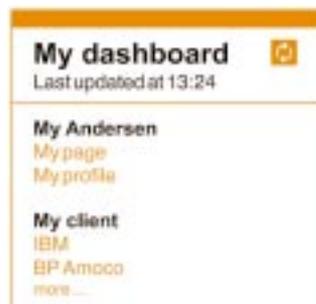


10.2 Sub link

Links contained in 'My dashboard' or within the 'Shortcuts' are defined as sub links and represented as follows:

Link: Orange (HEX FF6600)
Hover: Gray (HEX 999999)
Clicked: Remains Gray
Visited: None

Figure 18 - example



10.3 Chevrons

Since chevrons form an important part of the design, this section explains their usage.

1. Chevrons must only be used in conjunction with main links listed in the central content pane of the home page and lower level pages.
2. Listed links with a Chevron at the beginning must start with a capital letter and end with a period unless the items listed are as brief as a list of names for example.
3. Chevrons will be black (HEX:#000000) as this compliments the main links and once the user has selected the main link the chevron will turn gray.

Right-hand chevrons should be used for a list of links, as follows:

Chevron example (non-period):

- > **Good morning**
- > **Good afternoon**
- > **Good evening**

Chevron example (period):

- > **Welcome to the 'UI Visual Identity Guidelines'.**
- > **Please follow these guidelines carefully.**
- > **Hope you enjoyed reading them.**