Applying the Corporate Identity to the Web

Why have a Web Corporate Identity?

Four reasons why we should:

1. **Competitive Market Place,**
2. **Complex Target Audience,**
3. **Usability and**
4. **Maintenance**

Applying the Corporate Identity to the Web using best practice will benefit the department, the institution and the individual site user.

1.   Competitive Market Place

25% of a sample of 54 University Web sites in the UK[1] have moved to significant corporate branding on their Web sites within the last six months. The quality of the branding varies significantly but it provides a clear opportunity to establish a strong profile in an increasingly competitive market place. The need to harness the strengths of all departments under a corporate umbrella is reinforced by recent research, which shows the second most important factor influencing undergraduate student choice of University is the overall image of the University, the most important factor is the suitability of the course.[2] Providing visual consistency across the University and department pages will contribute to the overall image of the University – the sum of the parts being greater than the whole.

2.   Complex Target Audience

The Web pages have internal and external audiences who will be using the University Web site to support a range of purposes. These needs may necessitate visiting a number of Web pages across the site. In addition their requirements may change as they progress through the range of service/activities provided by the University. For example a sixth form student is a potential undergraduate, could be a potential postgraduate, may become interested in professional development opportunities. Creating a visual identity for the Web site will enable various audience groups to identify with the full portfolio of the University.

3.   Usability

Placing the name and logo on every page is given as the first of ten ways to "increase the usability of virtually all sites" by Jakob Nielson the usability and hypertext Guru.[3] It provides a coherent framework for the user to navigate comfortably through the site and clearly demarcates the University's area of Web activity. Moreover it maintains the source of the material when it is printed from the Web page. At present the University Web site does not achieve this.[4]

4.   Maintenance

Consistency will significantly reduce the problems of maintaining the Web pages for departments in the future. CWIS Maintainers will be aware of their custodial role in building the departmental online environment.

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[1] Review of UK University Websites, May – Nov 1999, Nichola Hayes, Web Development Officer.
[2] Institute for Employment Study, "Making the Right Choice", March 1999
[3] Jakob Nielson, '10 Good Deeds in Web Design', October 3 1999, http://www.useit.com/alertbox/991003.html
[4] Review of 25 University of Leicester Department Home Pages on the Web, Nov 1999, Ellen Pawley, CWIS Officer.

What is the Web Corporate Identity?

The Web Corporate Identity seeks to achieve a degree of consistency across all Web pages whilst enabling department/section individuality. Whilst the visitor should always be aware that they are accessing the University of Leicester's Web site the design must assist their navigation within that site enabling them to differentiate between the University, department and individual pages.

The Web Corporate Identity is therefore based upon three simple features:

- University Logo
- Header Bar
- University Navigation Bar

How and when these features are used is determined by the type of information provided – corporate, department, resources, individual.

The size and presentation of the ***University logo*** allows the visitor to be aware of their progress through different levels of the site and a ***University navigation bar*** makes it easy to negotiate a route across the site.

The ***header bar*** is featured on the top level pages of the University Web site, although departments/sections may also choose to use it, and contains the ***University logo***.

In addition the Web Corporate Identity maintains the distinctions outlined in the Internet Code of Practice between Departmental and Individual directories and files.[5] The ***University navigation bar*** separates the main page content from the page management information required by the Internet Code of Practice. The bar contains a suite of navigation links available from a central store.

For the purpose of applying the Corporate Identity the Web site has been divided into three sections (University, department and individual) and seven levels that reflect the type and source of information carried. Central pages refer to core departmental or university information e.g. staff details.

Section A:
The University pages will create a distinctive identity for the site, utilising the ***University logo***, ***header bar*** and ***University navigation bar*** in a set format. (see pages 6 - 8)

Section B:
The department pages will feature the ***University logo*** in the top left hand corner and will carry the ***University navigation bar*** (see pages 9 – 12)

Section C:
The individual pages will carry the ***University navigation bar***. (see pages 13-14)

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[5] http://www.le.ac.uk/committees/deans/codecode.html

1. University Home Pages	**Section A:**
	• Central Information;
	• Portal Pages and
2. University Administration ← **2. University Central Pages**	• Administration Pages
3. Department Home Pages	**Section B:**
	• Academic Departments;
4. Department Central Pages	• Academic Services
	• Entrepreneurial Centres
5. Department Resources	
6. Individual Home Pages	**Section C:**
	• Web Account Holders' personal directories
7. Individual Pages	

1.   The University Logo

The *University logo* is provided in three sizes for use in the top left hand corner of the Web page. The first size is only used on the main University home page. The second size is used for: University level pages (which includes Administration); and departmental home and central pages. The third size is for departmental resources such as teaching and learning materials; course modules etc. No images or text should impinge on the *University logo* in line with the printed logo guidelines.

Size 1 = 250 x 68 pixels
Size 2 = 224 x 62 pixels
Size 3 = 192 x 54 pixels

A full list of the University Logos, which are held centrally, can be accessed from:

http://www.le.ac.uk/corporateid/logos/listing.html

Convention used for University Logo Image References:

<img src="http://www.le.ac.uk/corporateid/[style]/[hexvalue]/unilogo.gif>

where [] indicates a value
- style is determined by each level e.g. departmenthome, department, departmentresource
- hexvalue (in lower case) is the hexadecimal value for a specific browser safe colour – white is ffffff, black is 000000

e.g. <img src="http://www.le.ac.uk/corporateid/departmenthome/ffffff/unilogo.gif">

This is the default set of browser safe colours provided as the background for the *University logo*:

	Blue	**Burgundy**	**Cream**	**Green**	**Grey**	**Purple**	**White**
Hex Value	000066	660000	ffffcc	336666	cccccc	660066	ffffff
RGB Value	000 000 102	102 000 000	255 255 204	051 102 102	204 204 204	102 000 102	255 255 255

The *University logo* should always be linked back to the main University Home page using the "/" convention with the image border attribute turned off. In addition [The University of Leicester] should be used for the alternative text value e.g.

<img src="http://www.le.ac.uk/corporateid/[style]/[hexvalue]/unilogo.gif" border="0" alt="[The University of Leicester]">

2. The University Navigation Bar

For the *University navigation bar* on 'portal'[6] pages, which exist outside the departmental structure, the minimum requirement for links will be:

- University Home   `<a href="/">`
- University IndexA-Z   `<a href="/cwis/indexaz.html">`
- University Search   `<a href="/cwis/searchsite.html">`
- Help   `<a href="/cwis/help.html">`

Within the departmental structure a departmental/section home link button will also be required. The *University navigation bar* will use the University blue colour scheme[7] and central images throughout the University's Web pages so that users of the site can benefit from the faster downloads ensured by local storage of the central images when first viewed. It should be placed at the foot of the Web page, either directly before, or after, the Internet Code of Practice content. The sequencing of these links must be consistent so the order is as follows:

[left arrow]	**University Home**	[Section Home]	[additional links]	**IndexA-Z**	**Search**	**Help**	[right arrow]

A full list of the Navigation Bar items, which are held centrally, can be accessed from:

http://www.le.ac.uk/corporateid/navigation/listing.html

Convention used for University navigation bar Image References:

`<img src="http://www.le.ac.uk/corporateid/navigation/[imagefilename].gif>`

where [] indicates a value
- imagefilename is the name of the button link image to be included.

e.g. `<img src="`http://www.le.ac.uk/corporateid/navigation/unihome.gif`">`

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[6] 'portal' is used for pages which provide links through to site content.
[7] The University blue is hex value 000066 i.e. color="#000066" (RGB value is R=000 G=000 B=102)

3.   University Home Page

The design is still under review but the following graphics are the current proposals. Note that the page is designed to display within a single screen shot. A *header bar* is used to bind the *University logo* (size 1) with a graphic device which reinforces the page context. The main navigational menu is placed at the top of the page. The footer bar contains the University's contact details, and will also include the international telephone and fax numbers. Graphics are used to quickly draw the eye to specific areas of information.

http://www.le.ac.uk/corporateid/university/

External home page:

Internal home page:

4.   University Central Pages

At this level the *University logo* (size 2) is shown on the blue background with a rounded end in the top left hand corner of the Web page. The header bar uses a browser safe colour from the Web palette of 216 colours[8]. It is linked to the University home page. A stylised icon is used on the right hand side to emphasise the page theme. The heading in the centre uses the <H1> tag so that the text can be used and weighted correctly by search engines.

The *University navigation bar* is blue with a minimum of 4 button links as outlined in the Web Corporate Identity section at the foot of the page.

http://www.le.ac.uk/corporateid/university/

The following are examples of some core 'portal'[9] pages:

This style will be used for central University pages such as the Administration Department and its divisions, the portal pages and general notices.

The rounded end is created by using two half curves. There is a list of centrally held curves available at:

http://www.le.ac.uk/corporateid/curves/listing.html

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[8] Angela Chorley's 'Red Hen' utility allows you to coordinate image colours with HTML colours by giving the RGB and Hexadecimal values required by each: http://www.le.ac.uk/avs/anc/redhen/colfr.html
[9] 'portal' is used for pages which provide links through to site content.

5. Department Home Page

At this level the *University logo* (size 2) is placed in the top left hand corner of the Web page and is available on a range of browser safe background colours from the Web palette of 216 colours[10]. It is linked to the University home page. A visual device may be used on the right hand side to emphasise the page theme. The department name should be labelled with the <H1> tag so that the text can be used and weighted correctly by search engines. This does not prevent use of additional attributes to alter the style of the heading[11].

The *University navigation bar* is blue with a minimum of 4 button links as outlined in the Web Corporate Identity section at the foot of the page. A separate departmental navigational schema can be used in addition to the University schema.

http://www.le.ac.uk/corporateid/departmenthome/
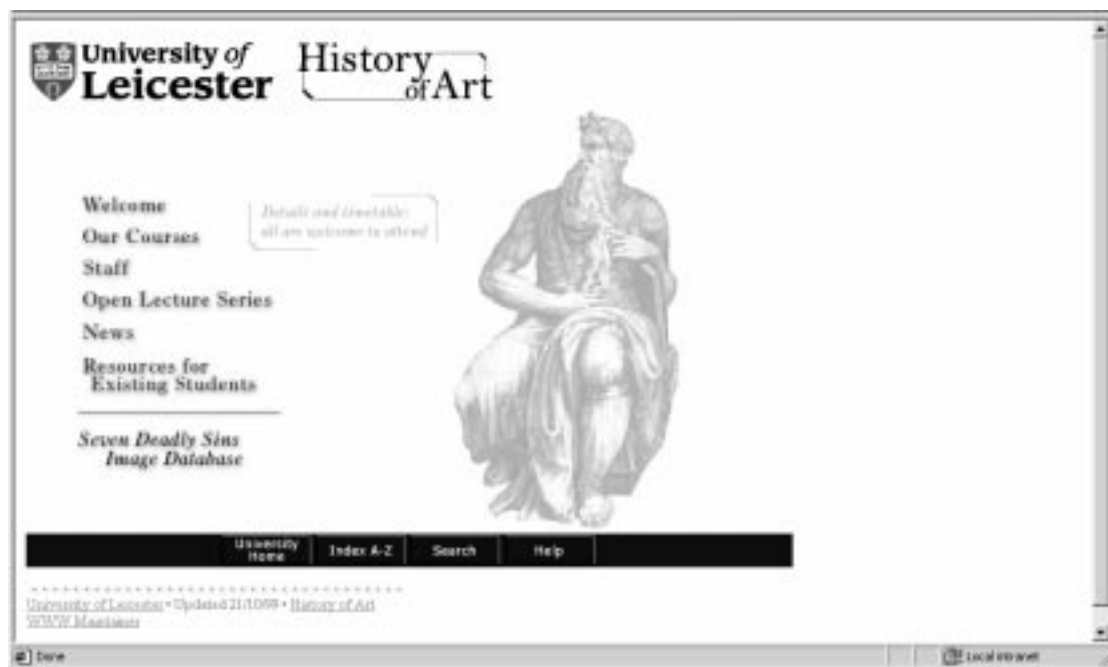
5.1 Where Can I put a Departmental or Section Logo?

An icon which has been designed to represent the Department or Section independently from its title, is effectively a sub-brand, and should be placed at the bottom of the Web page on the left hand side but above the navigation bar. It should be smaller than the *University logo* used on that page.

A typographical treatment[12] of the Departmental or Section name is not viewed as a departmental logo and may be placed anywhere in the document providing that it is smaller than the *University logo,* for example the depth.

http://www.le.ac.uk/corporateid/departmenthome/subbrand.html

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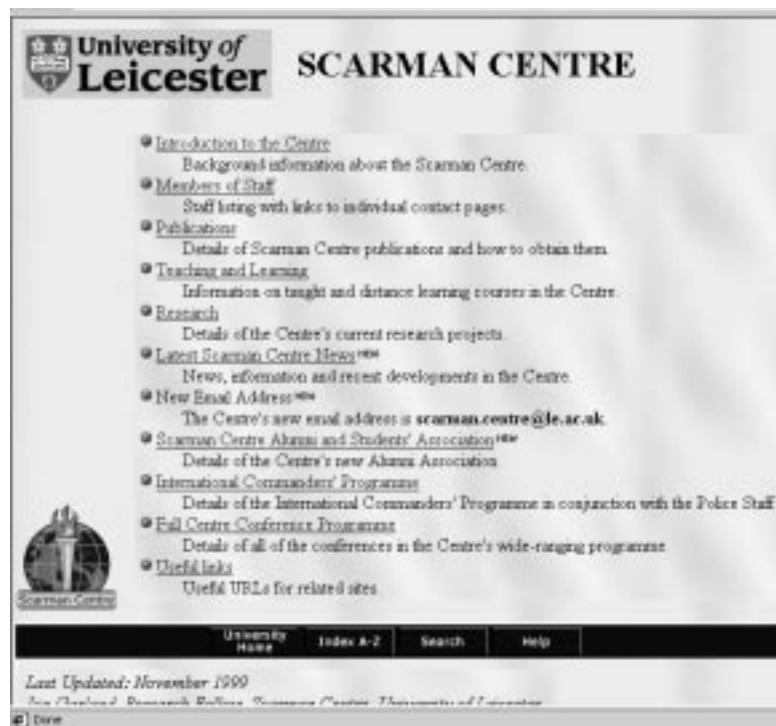
[12] A 'typographical treatment' just uses a typeface format for the whole text of a department or section name. It can be used in any layout and position. A format and style of an abbreviated department/section name creates a visual identity rather than simply conveying information and is not considered a 'typographical treatment'.

6.   Department Central Pages

At this level the *University logo* (size 2) is placed in the top left hand corner of the Web page and is available on a range of browser safe background colours from the Web palette of 216 colours[13]. It is linked to the University home page. A visual device may be used on the right hand side to emphasise the page theme. The appropriate heading which describes the page content should use the <H1> tag so that the text can be used and weighted correctly by search engines. This does not prevent use of additional attributes to alter the style of the heading[14].

The *University navigation bar* is blue with a minimum of 5 button links as outlined in the Web Corporate Identity section at the foot of the page. A separate departmental navigational schema can be used in addition to the University schema.

http://www.le.ac.uk/corporateid/department/

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[13] Angela Chorley's 'Red Hen' utility allows you to coordinate image colours with HTML colours by giving the RGB and Hexadecimal values required by each: http://www.le.ac.uk/avs/anc/redhen/colfr.html

[14] Examples are available in the 'Helpful Hints' documentation, http://www.le.uk/cc/lts/web/design/

7. Departmental Resources

At this level the *University logo* (size 3) is placed in the top left hand corner of the Web page and is available on a range of background colours that use a browser safe colour from the Web palette of 216 colours[15]. It is linked to the University home page. A visual device may be used on the right hand side to emphasise the page theme. The appropriate heading which describes the page content should use the <H1> tag so that the text can be used and weighted correctly by search engines. This does not prevent use of additional attributes to alter the style of the heading[16].

The *University navigation bar* is blue with a minimum of 5 button links as outlined in the Web Corporate Identity section at the foot of the page. A separate departmental navigational schema can be used in addition to the University schema.

http://www.le.ac.uk/corporateid/departmentresource/

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[15] Angela Chorley's 'Red Hen' utility allows you to coordinate image colours with HTML colours by giving the RGB and Hexadecimal values required by each: http://www.le.ac.uk/avs/anc/redhen/colfr.html
[16] Examples are available in the 'Helpful Hints' documentation, http://www.le.uk/cc/lts/web/design/

8.   Individual Web Account Holder's Home Pages

The *University logo* is not allowed to be used on non departmental pages[17]. However pages published within the personal directories of the individual Web account holder should still make use of the range of browser safe colours from the Web palette of 216 colours[18]. Departments may like to provide a departmental bar to be used at this level as shown below. Remember that headings should use the <H1> tag so that the text can be used and weighted correctly by search engines. This does not prevent use of additional attributes to alter the style of the heading[19].

The *University navigation bar* is blue with a minimum of 5 button links as outlined in the Web Corporate Identity section at the foot of the page. A separate departmental navigational schema can be used in addition to the University schema.

http://www.le.ac.uk/corporateid/individual/

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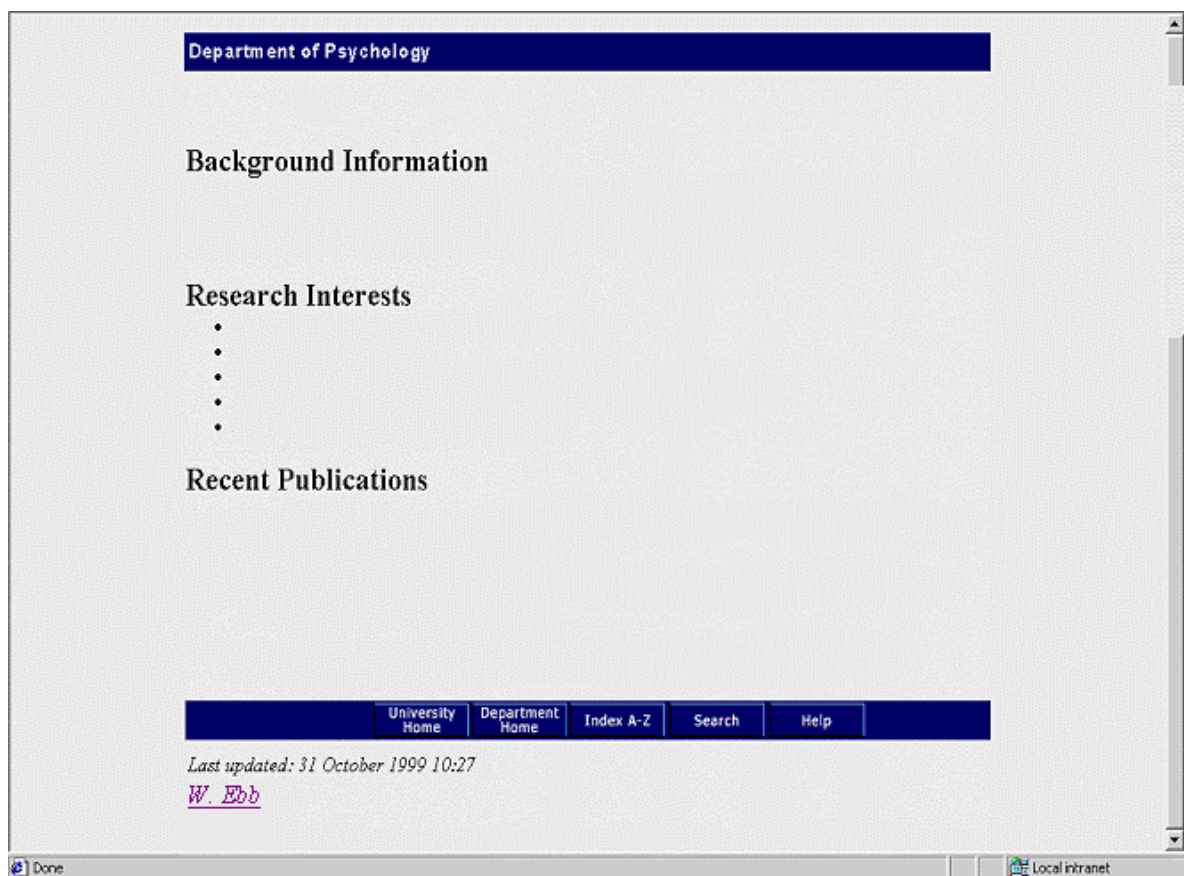
[17] "Individual pages must not state or imply that their content is sanctioned by the University, so should not bear the University's crest (or other identifying logo), and should state clearly on every page that any opinions and views expressed are the author's and not those of the University", 4(d), Internet Code of Practice, http://www.le.ac.uk/committees/deans/codecode.html, 1999/2000

[18] Angela Chorley's 'Red Hen' utility allows you to coordinate image colours with HTML colours by giving the RGB and Hexadecimal values required by each: http://www.le.ac.uk/avs/anc/redhen/colfr.html

[19] Examples are available in the 'Helpful Hints' documentation, http://www.le.uk/cc/lts/web/design/
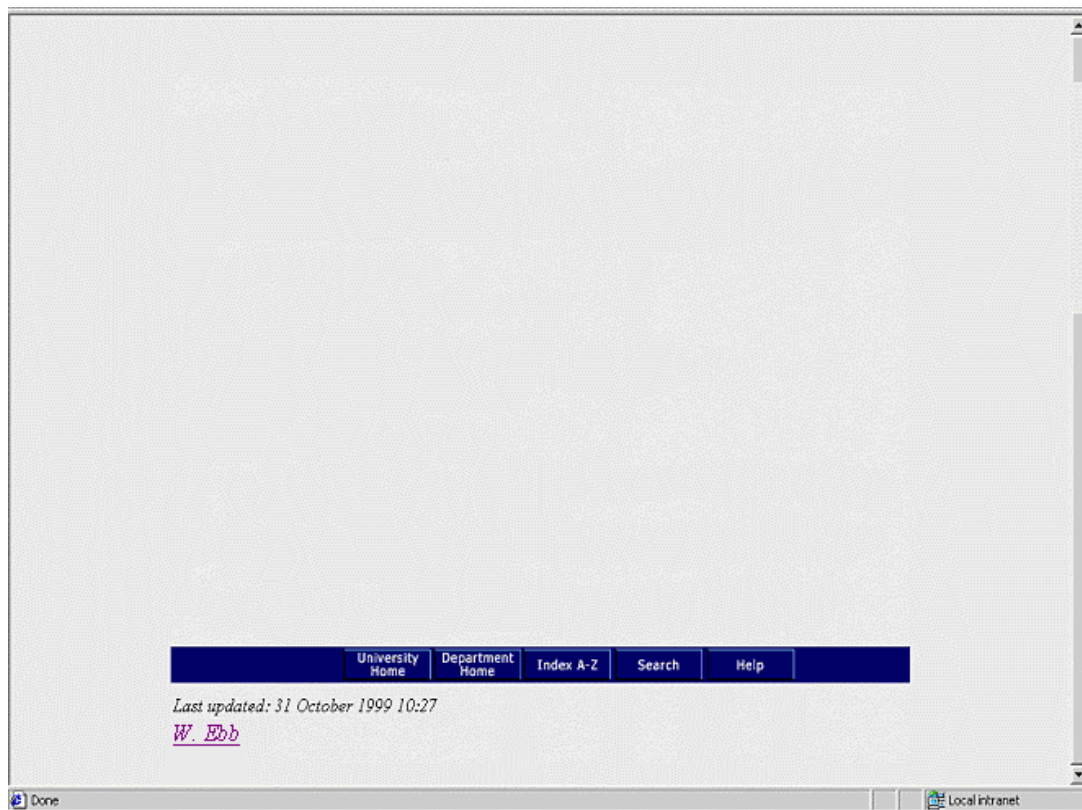
9.   Individual Pages

The *University logo* is not allowed to be used on non departmental pages[20]. Pages published within the personal directories of the individual Web account holder should still make use of the range of browser safe colours from the Web palette of 216 colours[21]. Remember that headings should use the <H1> tag so that the text can be used and weighted correctly by search engines. This does not prevent use of additional attributes to alter the style of the heading[22].

The *University navigation bar* is blue with a minimum of 5 button links as outlined in the Web Corporate Identity section at the foot of the page. A separate departmental navigational schema can be used in addition to the University schema.

http://www.le.ac.uk/corporateid/individual/

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[20] "Individual pages must not state or imply that their content is sanctioned by the University, so should not bear the University's crest (or other identifying logo), and should state clearly on every page that any opinions and views expressed are the author's and not those of the University", 4(d), Internet Code of Practice, http://www.le.ac.uk/committees/deans/codecode.html, 1999/2000

[21] Angela Chorley's 'Red Hen' utility allows you to coordinate image colours with HTML colours by giving the RGB and Hexadecimal values required by each: http://www.le.ac.uk/avs/anc/redhen/colfr.html

[22] Examples are available in the 'Helpful Hints' documentation, http://www.le.uk/cc/lts/web/design/

Framed Pages

"…people who really know what they are doing can sometimes use frames to good effect, though even experienced designers are advised to use frames as sparingly as possible. "

Jakob Nielson, Why Frames Suck (Most of the Time), http://www.useit.com/alertbox/9612.html

1.   Who should read this?

This section is provided for experienced Web Developers only. These guidelines are designed to maintain the visual impact of the University Corporate Identity within framed pages, whether their content is viewed as part of a framed environment or separately. Frames should generally be avoided but can be useful, in certain circumstances, for discrete units of information.

2.   What is a Framed Page?

A Web browser normally provides a single window to view content through. Framed pages allow the Web browser to divide up the screen into multiple rectangular windows. Each window can show different or related content.

3.   How does the Corporate Identity apply?

It should be possible to establish the authorship of and contact for all files outside of the framed environment and maintain the visual impact of the University Corporate Identity. For the purposes of these guidelines framed Web sites consist of 3 types of files:

1. **Frameset Declaration which provides structure**: This type of file is used to separate the browser window into different rectangular sections and to define their function and initial values. Note that to enhance accessibility, frame values should always be Web pages rather than multimedia files, such as images. A typical page may consist of: a banner and/or header; a left and/or right sidebar; main content; and footer. It also allows you to provide a 'No Framed' alternative to your site.

2. **Files that provide context**. These are files that provide structural, navigation or context information (for example the Header or Footer Bar). All the declared sections, except for the main content section (or its equivalent) may be viewed as 'context files' if they continue to function as screen constants.

3. **Files that provide content**: These are files that typically appear in the 'main content' screen and provide the content of the site. If in doubt a file should be treated as Content type and include the main Corporate Branding elements.

4.   The Frameset Declaration

The Frameset Declaration files do not require branding. However they should ensure that the structure and initial values they define mean the University Logo is visible in the top left corner of the browser screen and in the appropriate size for the level. In addition the University navigation bar, together with the Internet Code of Practice compliant information, should be located in an auto-scrolling window. A NO FRAMES alternative must be provided.

These files should include the appropriate **DOCTYPE** declaration for a page, which includes frames.

<!-- *** Definition for Frameset documents   W3C documentation:
http://www.w3.org/TR/html4/sgml/frameset.html   *** -->
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Frameset//EN"
"http://www.w3.org/TR/html4/frameset.dtd">

The content and context files should use the transitional **DOCTYPE** declaration:

<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN"
"http://www.w3.org/TR/html4/loose.dtd">

5.   Files that provide context

Both the Frameset Declaration Web page, and the files which provide context information for the frame segments, should include a description of purpose, and association with the University of Leicester, in their META data. All should contain authorship and contact information in their META data. All, except for the Frameset Declaration Web page, should include a statement to exclude indexing robots unless fully compliant branding has been used which allows it to be viewed independently of the framed environment.

6.   Files that provide content

All individual pages displayed within the Frameset, with the exception of the above, must carry the appropriate University logo and the Internet Code of Practice compliant information. In addition they must include a statement on the Web page to say that the page is part of a framed Web site (linked to the Frameset Declaration page which will also allow access to the University navigation bar).

Content pages may be split into two sorts: Those intended only to be viewed within the framed environment and those, which may also be viewed outside it.

1.   Pages which may be viewed separately, or which 'content developers' wish to allow access to outside of their framed environment, should follow the Web corporate identity guidelines about the University logo relevant to their level and the modifications to the inclusion of the navigation bar etc outlined above. Anchors can be used to avoid duplication of the University logo within the framed environment.

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2. Pages designed to be viewed exclusively within the framed environment do not have to include the University logo but must include the text 'University of Leicester' linked to the University Home page, and the modifications to the inclusion of the navigation bar etc outlined above. They must also include the META declaration to prevent robots indexing the page.

If in doubt, **option 1** should be used.

7. Using External Links on Framed sites

Any external links used within pages which form part of a framed environment, should be clearly distinguished by using the world cue bullet. Details are available at:

http://www.le.ac.uk/cc/ltg/ipstuff/cuebullets.html

They should not be loaded into the framed environment but should be seen in a separate window, or as the full screen content.

Are there any Exceptions?

There are specified circumstances where it is not appropriate to apply the Web Corporate Identity.

Currently the agreed exceptions cover:

- Migration of printed material
- Joint Venture/ Partnership sites
- Hosted pages
- Mirrored sites

For further clarification please contact the CWIS Officer on 0116-252-2602, email cwis@le.ac.uk.

1.   Migration of Printed Material

Printed material can be migrated into the University Web site in its original form. University produced material will already conform with the corporate identity guidelines for printed publications and will therefore be adequately branded (see example below). It is not appropriate to apply the *University logo* to third party material. Where relevant, it may be useful to include the *University navigational bar.*

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http://www.le.ac.uk/personnel/jobs/
http://www.le.ac.uk/bulletin/

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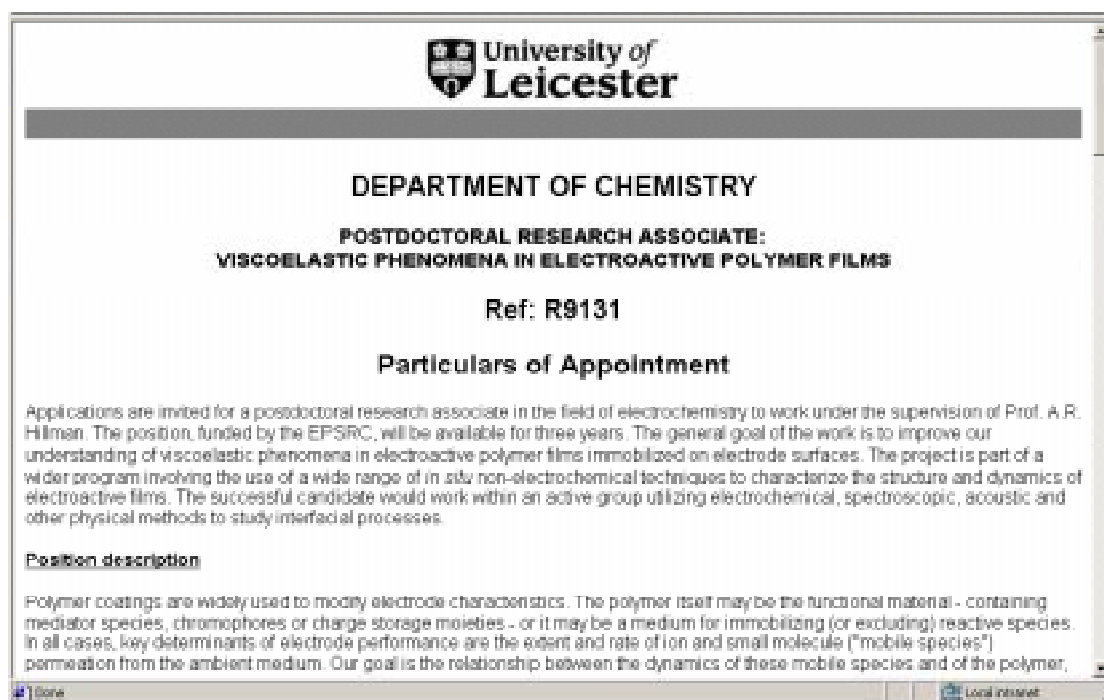
2. Joint Venture/ Partnership Sites

(e g Leicester Warwick Medical School) and Multiple Venture Sites (e g National Space Science Centre)

The *University logo* must be incorporated in line with the guidelines covering use of logo (please refer to the Corporate Identity Manual Section 1, http://www.le.ac.uk/marketing/identity/pdf/logonew.pdf) but its location and size will be determined by an agreed web design for the joint initiative. It is envisaged that all joint venture activity will require a new identity that reflects the equal positions of the funding partners.

http://www.lwms.ac.uk/

http://www.nssc.co.uk/

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3.   Hosted Pages

Hosted pages should follow the model of the Individual level pages and not use the *University logo*. We do encourage the use of the 'hosted by …' button as part of the *University navigational bar*. However in some circumstances it may be inappropriate to use the *University navigational bar* in which case the 'hosted by the University of Leicester' link button' should be included on the page independently of the preferred navigation bar.

4.   Mirrored Sites

The mirrored site should always use the term 'University of Leicester' to refer to the University. If possible or appropriate a link to the University home page should be included. The *University logo* should not be used.

Where Can I get Help or Advice?

For help and advice on technical and design aspects please contact Nichola Hayes, Web Development Officer (0116-252-5085, email nh13@le.ac.uk) or Rachel Tunstall, CWIS Officer (0116-252-2602, email rct12@le.ac.uk).

For help and advice on graphics and design please contact Angela Chorley, Head of Graphics (0116-252-5168 email. anc@le.ac.uk).

For further information or clarification on the Web Corporate Identity please contact the CWIS Officer on 0116-252-2602, email cwis@le.ac.uk.

http://www.le.ac.uk/marketing/

Helpful Hints (incorporating best practice) for web design and construction:

http://www.le.ac.uk/cc/www

Summary of Web Corporate Identity Elements Used at each level

Level	Style	Logo	Navigation Bar	Example Templates
1	UniversityHome	University logo size 1 on blue background within Header Bar and rounded end	There is a top Navigation Bar and a Blue Footer Bar containing University contact details	**http://www.le.ac.uk/corporateid/templates/listing.html**
2	UniversityCentral	University logo size 2 on blue background within Header Bar and rounded end	Blue Navigation Bar at foot of page containing minimum 4 link buttons: 1. **University Home** 2. **IndexA-Z** 3. **Search** 4. **Help** **Section Home** will be necessary for pages within departmental structure.	
3	DepartmentHome	University logo size 2 top left corner		
4	DepartmentCentral			
5	DepartmentResource	University logo size 3 top left corner		
6	IndividualHome	No Logo		
7	Indivual			

Summary of Web Corporate Identity Exceptions

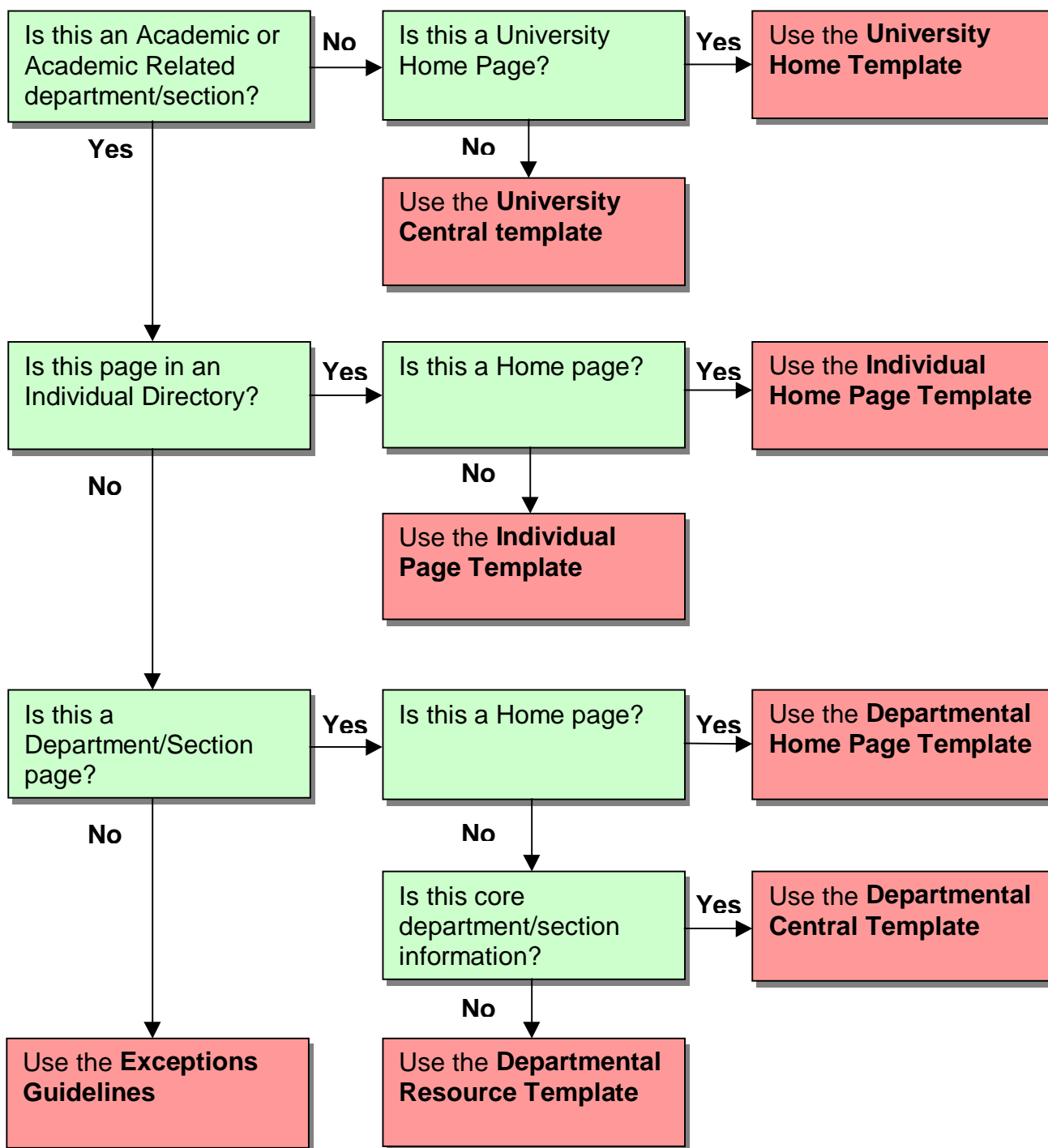| Type	Style	Logo	Navigation Bar	Examples
host	Host	No Logo	Bar optional. Host Button	*/corporateid/host/
mirror	MirrorSite	Text Link	No Bar	-
joint	JointVenture	As Agreed	As Agreed	http://www.lwms.ac.uk/ http://www.nssc.co.uk/
printed	PrintedMaterial	As Found	Bar if appropriate	*/personnel/jobs/ */press/bulletin/

Notes:
* = http://www.le.ac.uk
University Blue = 000066

The URLs[23] for these items have been constructed to reflect the different parts of the site.

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[23] URL – Uniform Resource Locator see http://www.w3.org/Addressing/, 18/09/1999, for details

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Choosing the Right Style: Flow Chart

Is this an Academic or Academic Related department/section? — **No** → Is this a University Home Page? — **Yes** → Use the **University Home Template**

Yes ↓

Is this a University Home Page? — **No** ↓ Use the **University Central template**

Is this page in an Individual Directory? — **Yes** → Is this a Home page? — **Yes** → Use the **Individual Home Page Template**

No ↓

Is this a Home page? — **No** ↓ Use the **Individual Page Template**

Is this a Department/Section page? — **Yes** → Is this a Home page? — **Yes** → Use the **Departmental Home Page Template**

No ↓

Is this a Home page? — **No** ↓ Is this core department/section information? — **Yes** → Use the **Departmental Central Template**

No ↓

Use the **Exceptions Guidelines**

Use the **Departmental Resource Template**

Further information about templates can be accessed from:

http://www.le.ac.uk/corporateid/templates/

Web Colour Conversion Table

How do you create Web safe images? Both HTML colour codes and graphics packages (like Photoshop and Paintshop Pro) commonly describe colour as a combination of three elements which are always in the same order: Red, Green and Blue. However HTML colour codes use 'Hexadecimal' numbers and graphics packages use 'Decimal' numbers to represent these settings. The simplest way to coordinate your buttons or other images with your HTML table or link colours is to use the following quick look up table of 6 values based on the fact that there are only 216 Web safe colours:

- 6 possible values for Red,
- 6 possible values for Green and
- 6 possible values for Blue.

The 6 possible values are as follows:

HTML Base16	00	33	66	99	CC	FF
Images Base10	000	051	102	153	204	255

For example:

Color="#003366" would give you Red 000, Green 051 and Blue 102

If your HTML colour code or images colour sample contains a value which is not one of these 6, it is NOT a Web safe colour.

For example:

Color="#0033C5" would give you Red 000, Green 051 and Blue 197