Introduction

STANDARDS & POLICY
This style guide sets presentation standards for the International House (I-House) website pages. It creates a framework for consistency to help I-House create new pages and maintain those delivered by the Taproot Foundation.

PAGE ANATOMY
The pictures below illustrate page anatomy and terminology on the Home page and a standard interior page. The pictures highlight separate subsections that make up the page anatomy, along with actual page measurements in pixels.

HOME PAGE
Unique pages have slightly different layouts. Each page has mandatory and optional elements.

<table>
<thead>
<tr>
<th>PRIMARY NAVIGATION</th>
<th>LOGOTYPE</th>
</tr>
</thead>
<tbody>
<tr>
<td>SECONDARY NAVIGATION</td>
<td>230 PX WIDE</td>
</tr>
<tr>
<td>CONSTITUENT-SPECIFIC</td>
<td></td>
</tr>
<tr>
<td>ROTATING SLIDESHOW</td>
<td>705 PX WIDE</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>WHAT’S HAPPENING CALLOUTS</th>
<th>MAIN CONTENT AREA</th>
<th>I-HOUSE NEWS CALLOUTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>230 PX WIDE</td>
<td>460 PX WIDE</td>
<td>220 PX WIDE</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>FOOTER AREA</th>
<th>960 PX WIDE</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>PRIMARY NAVIGATION</th>
<th>LOGOTYPE</th>
</tr>
</thead>
<tbody>
<tr>
<td>SECONDARY NAVIGATION</td>
<td>230 PX WIDE</td>
</tr>
<tr>
<td>CONSTITUENT-SPECIFIC</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>WHAT’S HAPPENING CALLOUTS</th>
<th>MAIN CONTENT AREA</th>
<th>SUPPORT CONTENT AREA</th>
</tr>
</thead>
<tbody>
<tr>
<td>230 PX WIDE</td>
<td>460 PX WIDE</td>
<td>220 PX WIDE</td>
</tr>
</tbody>
</table>
What You Can Edit

EDITABLE TEXT
Home page: All copy content on the Home page is editable by the I-House webmaster, including navigation, main and secondary content areas, and callout areas.

Interior pages: All copy content in interior pages is editable as well.

HOME PAGE

<table>
<thead>
<tr>
<th>PRIMARY NAVIGATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOGOTYPE</td>
</tr>
<tr>
<td>SECONDARY NAVIGATION 230 PX WIDE</td>
</tr>
<tr>
<td>CONSTITUENT-SPECIFIC</td>
</tr>
<tr>
<td>ROTATING SLIDESHOW 705 PX WIDE</td>
</tr>
<tr>
<td>WHAT'S HAPPENING CALLOUTS 230 PX WIDE</td>
</tr>
<tr>
<td>MAIN CONTENT AREA 460 PX WIDE</td>
</tr>
<tr>
<td>I-HOUSE NEWS CALLOUTS 220 PX WIDE</td>
</tr>
<tr>
<td>FOOTER AREA 960 PX WIDE</td>
</tr>
<tr>
<td>LOGO (DOME)</td>
</tr>
</tbody>
</table>

INTERIOR PAGE

<table>
<thead>
<tr>
<th>PRIMARY NAVIGATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOGOTYPE</td>
</tr>
<tr>
<td>SECONDARY NAVIGATION 230 PX WIDE</td>
</tr>
<tr>
<td>CONSTITUENT-SPECIFIC</td>
</tr>
<tr>
<td>MAIN CONTENT AREA 460 PX WIDE</td>
</tr>
<tr>
<td>SUPPORT CONTENT AREA 220 PX WIDE</td>
</tr>
<tr>
<td>WHAT'S HAPPENING CALLOUTS 230 PX WIDE</td>
</tr>
<tr>
<td>LOGO (DOME)</td>
</tr>
</tbody>
</table>
What You Can Edit

EDITABLE GRAPHICS WITH PHOTOSHOP OR ILLUSTRATOR

Home page: The I-House logotype and dome logo can be modified using either application. The images within the rotating slideshow as well as the alumni headshots can be prepared using Photoshop.

Interior pages: All photos and illustrations can be manipulated using either application.
Width Restrictions

Tables, images and other elements within a text column must not be set wider than the column’s width in pixels. Elements set too wide will push the horizontal width of the page body out of alignment with the header and footer, making the page look broken or poorly designed.

Color Theme

The color theme used in I-House website uses the brand colors of brick red/orange, the blue of UC Berkeley and a neutral palette of warm grays, black and white. Additional colors have been used as accents and been considered for other materials. These colors are noted in RGB values below:

**PRIMARY PALETTE**

- R: 190  G: 80  B: 15
- R: 94   G: 132  B: 175
- R: 164  G: 186  B: 210

**SECONDARY PALETTE**

- R: 118  G: 119  B: 105
- R: 153  G: 152  B: 137
Summary of Display Specs

TERM
Standard Viewable Area
Monitor Resolution
Page Size
Interactive Elements

REQUIREMENT
960x400 pixels
1024x768 pixels
100k mean
JavaScript 1.4, CSS 2

Supported Browser Environments

BROWSER + VERSION
MS Internet Explorer 7+
Mozilla Firefox 3
Safari
Chrome

PLATFORM + OS
Mac OSX and later
Windows XP and higher
Writing for The Web

Home page: Writing for the web is different than writing for academic purposes or for peer-reviewed journal articles. There are no physical limits on the number of words you can put on a web page, but the patience of web readers is notoriously short.

Context is important. Long pages are more acceptable for explanations of projects or research. Your Home page should always be as short as possible, incorporating the I-House mission (or positioning) statement, upcoming events, news and introduction to notable alumni. Layer your pages to lead readers from brief and general to detailed and specific. Keep page text short, non-technical and accessible to everyone.
Header

Every page has a “Header” or area at the top of every page. The header consists of the Primary Navigation, I-House logotype, Social Media icons and site search input box. It is generally understood that clicking on the logo takes the user back to Home page.

The horizontal (brick red/orange) bar in the header contains interactive components. The text color of the six (6) menu items (About I-House, Programs, Catering + Events, Public Dining, Apply and Donate) changes from White #FFFFFF to White #FFFFFF AND underlined with a dynamic drop-down below when selected or clicked. (Fig.1)

A footer appears at the bottom of every page. It contains I-House primary navigation elements, constituent-specific secondary navigation, contact us, feedback and site map elements. I-House street address and General Information/Front Desk phone number also appear in this area. (Fig.2)
Subnavigation

On all pages a left column of subnavigation houses constituent-specific elements. This navigation allows a user to move directly to relevant content areas, specifically Applicants, Residents and Alumni + Friends. These elements are CSS-controlled type and able to be modified.

**SIZE OF SUBNAVIGATION**
- Background box: 230 px wide
- Background color: #A4BAD2
- Font: Arial Regular
- Size: 24 px
- Color: #FFFFFF

**SECOND LEVEL NAVIGATION**
- Default text color: #FFFFFF
- Active color: #5F84AF

**THIRD LEVEL NAVIGATION**
- Default text color: #FFFFFF
- Active color: #5F84AF

All body copy is #9A9889. Links that appear in the Main Content area will be bold and underlined by default and can be applied anywhere in the body text.
Body Copy

All body copy is Arial Regular, 24 px and #9A9889 in color.

Links that appear in the Main Content area will be bold and underlined by default and can be applied anywhere in the body text.
Home Page Graphics

**ROTATING SLIDESHOW**

The recommended number of photographic images used within the rotating slideshow is five (5). This number provides enough visual support of the brand storytelling and represent each of the three constituent groups plus overall I-House lifestyle images.

Each photo should be created with a panoramic storytelling approach in mind. Each frame should be able to stand on its own, as there is no guarantee that a site visitor will view the slideshow in its entirety. The timing of each transition is set to industry standard loop times, but can be modified to quicken or lengthen the duration.

Five (5) dots at the bottom right of the slideshow frame are interactive elements. By clicking on each of these spots, the user can control the pace of the slideshow, or move forward and back to a particular image of interest.

**NOTABLE ALUMNI**

As an introduction to the Notable Alumni page within the “Alumni + Friends” area of the site, a short copy block is accompanied by three square headshots. Each of the three images links to the interior page containing biographical and I-House related information.

**I-HOUSE LOGOTYPE AND DOME LOGO**

Each of these identity lockups have been optimized for on-screen viewing. The logotype in the upper left of each page links to the Home page, returning users Home upon click. The dome logo in the footer area is not, however, an interactive element.
Interior Page Graphics

**SQUARE INSET PHOTO IMAGES**

Each interior page copy block is accompanied by a square “intro” inset photo image. The subject matter of each image should be related to the copy content that begins to the right of the photo.

**GRAPHICS FOR SECONDARY/SUPPORT CONTENT**

Secondary and support content, in particular that appearing in the right sidebar, may contain relevant photo and illustrative images or logos. Each should be sized to occupy a square shape and fit reasonably within the narrow confines of the sidebar column.
Image Size

When substituting an image on the I-House website, it is important that the images have the same pixel dimensions as the existing images. Images on the site are always 72 pixels per inch. Here are the dimensions of images on the I-House website:

HOME PAGE

Logotype               w320 x h33 px
Slideshow Image       w705 x h335 px
Alumni Headshot       w100 x h100 px

INTERIOR PAGES

Right Side Image       w100 x h100 px
I-House Bldg. Sketch   w460 x h300 px

FOOTER AREA

Logo (Dome)            w76 x h92 px
Image Policies and Resources

Good images provide relief to the eye, interest to the mind, and can be indispensable to understanding some topics. The best sites provide both strong text and excellent images.

Copyright

Please obey copyright laws. Don’t assume that because you have found an image on the web, that the image is free to use. Here are some legitimate channels for obtaining images.

Your camera: Privacy restrictions may apply; see details below.

Image owners, with permission: You can always contact the owner of an image to request permission to use it, but make sure the person has the right to grant permission because they own the image, and don’t use the image until you have permission.

Stock photos: Commercial stock photos from CD or purchased from an online source, such as gettyimages.com, istockphoto.com, thinkstock.com.

Your Photos and Privacy

When taking photographs to use on your site, be sensitive to privacy. Don’t publish any recognizable face unless you have at the very least a verbal agreement that it’s okay for you to do so. Photos for the purpose of providing portraits of the staff should be fine, as long as the subject provides the image or agrees to be photographed. A signed release from all of a photo’s discernible subjects is the gold standard for photo privacy, and it is routine for professional photographers to gather them during an assignment.

Liability should be small if there is at least a verbal agreement from the subject(s) that it’s okay to use the photo on the I-House website.