

# Homepage guidelines Economist.com

May 2008

**The Economist Group**

---

# Introduction

Economist.com has developed this graphics styleguide for the Economist.com homepage. Non-conformance to this styleguide could greatly impact usability performance negatively. This guide consists of two key components:

## **1. Guidelines**

The guidelines define the graphical standards for the homepage, left navigation bar, header and footer for all pages that employ the "C" in version 5 pages or higher.

## **2. Supporting electronic files**

The supporting files, palette and global assets found on a separate CD are necessary to create additional application screens.

# Implementation and completion requirements

Templates are included with the guide to facilitate the creation of accurate new application screens.

It is vital to the consistency of the application that these templates be used to create all new files and that specific graphic elements included in the files be used rather than recreating identical ones. At no time should existing graphic elements be altered or moved.

## Supporting files:

Homepage\_final\_2008-05-12.psd

Homepage\_final\_cut\_graphics\_2008-05-12.zip

All graphics for the site are created using two applications:

- Adobe Photoshop CS2 or higher
- Adobe Illustrator CS2 or higher

The Homepage Color Palette (shown right) should be used to ensure the highest quality of graphics for various audience types.

When developing pages for the site, all final files should be saved as layered Photoshop documents (.psd). No elements should be merged at any time during design implementation. There should be one PSD for each web page.

Further, to simplify revisions, all elements in PSDs should exist in separate layers and each overlapping item of the element must also be in separate layers.

All PSDs should be set up as follows:

- 1284 pixels wide
- 72 DPI resolution
- RGB color mode










The homepage page is designed for an ideal viewing resolution of 1024 x 768. The height of the pages varies depending on their content.

All images need to be cut using Photoshop and flattened to a transparent background except where indicated. The "Save to Web" settings should be:

PNG-8, Selective, Colors- 256, Diffusion, Dither-100%, Transparency, Matt-none, Web Snap-0%

All images to should be cut to the edges. This can be done in the Photoshop menu: Images > Trim and from the dialogue screen choose these settings: Based on: Top Left Pixel Color; Trim away Top, Left, Bottom and Right.

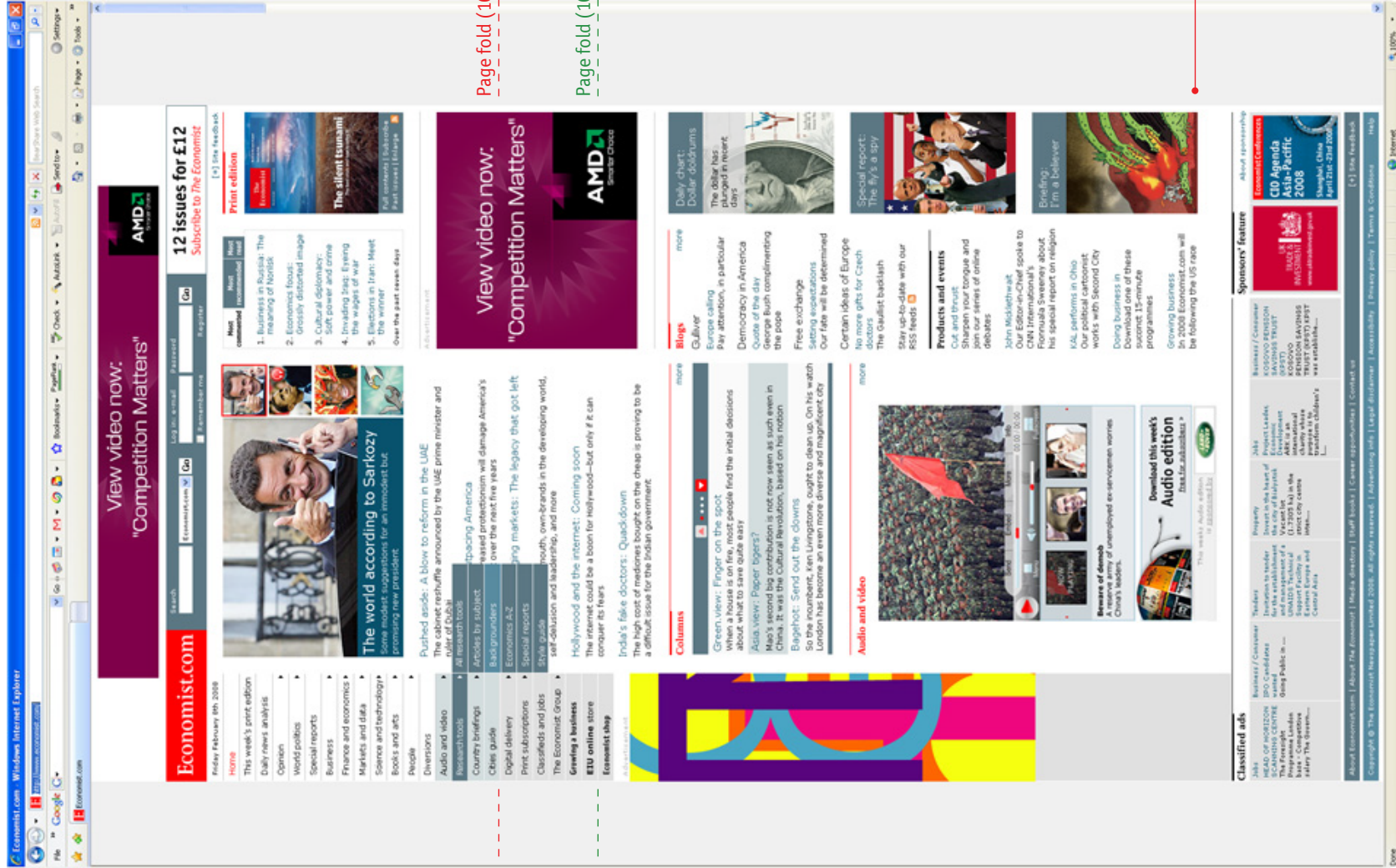
All images must be saved in a .png format, except for the Most Popular buttons, the arrows and dots in the Columns and the main features' large and thumbnail images, which must be saved as .jpg.

|  |                            |
|--|----------------------------|
|   | R8/G82/B109<br>#08526d     |
|   | R88/G139/B160<br>#588ba0   |
|   | R91/G119/B131<br>#5b7783   |
|   | R211/G221/B/222<br>#d3ddde |
|   | R183/G183/B183<br>#b7b7b7  |
|   | R224/G224/B224<br>#e0e0e0  |
|   | R240/G240/B240<br>#f0f0f0  |
|   | R98/G98/B137<br>#626289    |
|   | R255/G0/B0<br>#ff0000      |
|   | R0/G0/B0<br>#000000        |
|  | R255/G255/B255<br>#ffffff  |

# Homepage design

The homepage is always horizontally centered in the browser. When the browser is open past the width of the homepage a background color of #f0f0f0 appears.

The green dotted line denotes where the page fold will be without the top leaderboard ad; the red dotted line shows the fold with the leaderboard.



Page fold (1024 x 768) with leaderboard

Page fold (1024 x 768) without leaderboard

Background: #f0f0f0



# Component map

This image shows the homepage with an overlay that describes and numbers the individual modules on the page as referred to by Stakeholders, User Experience and Development in the Requirements document.



Page fold (1024 x 768) with leader board

Page fold (1024 x 768) without leader board

# Homepage grid

This image defines the measurements for the grid on which the homepage is constructed. It is imperative that revisions to the homepage observe these measurements.



The 0x, 0y coordinate is defined as the top left corner of the header. This position has been chosen because there are occasions when the leaderboard ad is not displayed. The position co-ordinates on the individual module description pages following refers to an object's upper left-hand corner, relative to the 0x, 0y point.

X coordinates increase as one moves to the right; Y coordinates increase as one moves down.

# Typography

Text exists in two different formats: graphical and system generated. The homepage only uses the following fonts: EcoNewtext, Officina Sans ITC Book and Verdana in the colors and sizes shown. No other fonts sizes or colors are allowed.

All system text links have an unvisited and a visited color. The rollover state for all system text links is underlined. All tracking is zero unless otherwise indicated.

## EcoNewtext

### I am a heading graphic

EcoNewtext (OTT) 15pt, bold, smooth, tracking 20

## Officina Sans ITC Book

### Economist shop

#### Economist shop

Officina Sans ITC Book, bold, 13pt, smooth, #000000, tracking 20  
Rollover state: #ffffff, background: #5b7783

### EIU onlinestore

#### EIU onlinestore

Verdana regular 12pt, smooth, #000000, tracking 20  
Rollover state: #ffffff, background: #5b7783  
The words EIU and online are in bold.

### I am most popular tab on

#### I am most popular rollover

#### I am most popular off

Officina Sans ITC Book 11pt, bold, sharp, #000000, tracking 6  
Rollover state: #ffffff, background: #588ba0  
Off state: #ffffff, background: #5b7783

## Verdana

### I am main headline

Verdana regular, 21pt, #ffffff, background: #08526d

### I am text based features or columns headline

Verdana regular, 15pt, #08526d, tracking -0.01em

### I am image-based headline

Verdana regular, 15pt, #ffffff, tracking -0.01em, background: #5b7783

### I am a blog title

Verdana regular, 15pt, #000000, tracking -0.01em

### I am a main headline rubric

Verdana regular, 12pt, #ffffff, background: #08526d

### I am article headline link

Verdana regular, 12pt, #08526d

### I am body text or article rubric

Verdana regular, 12pt, #000000

### I am main navigation off

#### I am main navigation rollover

#### I am navigation on

Verdana regular 12pt, #ff0000, tracking -0.2em for Firefox and Safari and -0.5em for Internet Explorer 6/7  
Rollover state: #ffffff, background: #5b7783  
On state: #ff0000, background: #ffffff

### I am flyout sub-navigation off

#### I am flyout sub-navigation rollover

Verdana regular 12pt, #ff0000, tracking -0.2em for Firefox and Safari and -0.5em for Internet Explorer 6/7  
Rollover state: #ffffff, background: #588ba0

### I am 2nd level navigation off

#### I am 2nd level navigation rollover

#### I am 2nd level navigation on

Verdana regular 11pt, #ff0000  
Rollover state: #ffffff, background: #588ba0  
On state: #ff0000, red tab: 4W x 14H, buffer space right 7px

### I am body text small

Verdana regular, 10pt, #000000

### I am body text link small

Verdana regular, 10pt, #08526d

### I am visited link color

Verdana regular, all sizes, #626389

## Image Strategy: Selection and Creation

It is vital to the consistency of the application that a specific strategy be employed for the sizing, content and cropping of all images. Images may be photographic, illustrative, chart, map or table derived. Source images should be selected with as high a resolution as possible and then saved to a .jpg file at 72dpi and 8-bit color to minimize file size and present the best quality.

The homepage uses only the three image sizes as shown: a large main features image, a small thumbnail image of this larger image and a medium image in the image-based features area. While the use of images may be expanded to other modules of the page, no other image size other than these three are allowed.

Consistency in the selection, retouching, sizing and cropping of images for the home page will ensure the visual quality of the homepage from day to day. There will be exceptions to nearly every rule: selection, retouching and cropping are ultimately subjective choices.

The overall visual effectiveness of an image and its intended position on the page should be considered during selection, as well as its role in communicating the intended message. Better images will be ones that have contrast between the focus subject and background, rather than an even tone throughout the image. Strong focus elements are better than a confusion of shapes. Landscapes and non-facial images require special care for selection.

When an image refers to an underlying audio article, the audio icon must be merged into the upper right corner of the image in the manner shown. The master PSD file contains raw icon layers that should be used in each of the three image sizes.

When an image requires copyright attribution, the credit information should display on the article page only, with the attribution outside the image frame. No credit information should appear on the home page.

Image sizes:



Large image 354W x 199H

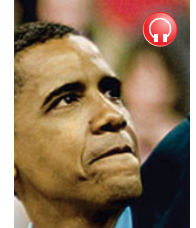


Thumbnail  
354W x 199H



Medium image 150W x 195H

Audio icon:





# Image Strategy: Retouching and Cropping

Consider retouching an image to improve its contrast, background blurring, depth of field perception or sharpness, or to merge two images into one in order to tell a story.

Cropping is also vital tool in making the most of an image. The large main feature image has good proportions and size to display a full image. For the thumbnail image, the challenge is to convey the same information as the larger image in a much smaller space. It is extremely unlikely that directly proportionally resizing the full image will be the solution; most likely a tighter crop of a detail of the main image will be more effective.

For the medium-sized image-based features image, cropping the image so the main focus element is tightly framed is also likely to be the most effective.

For all cropping except for the thumbnail image, keep in mind the 'rule of thirds': imagine the image area broken into sections of thirds both vertically and horizontally. Avoid placing the focal point in the dead center section of the image as this can create a bland composition. The image's horizon line should often be placed above or below its horizontal centerline.

When possible, ensure a facial subject's focal point is in the outside third of the image and faces into the center of the image. Also, for the thumbnail try to avoid small detailed patterns, particularly words, as content, as they may be unrecognizable in certain screen resolutions.

For the image-based features the recommendations about selection, retouching and cropping are equally relevant.

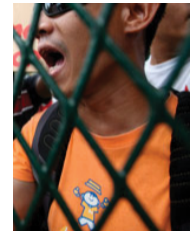
Bad crop:



Confused foreground. The fence dominates the image. Hard to determine the focus



Scaling the entire image creates no subject focus



Better crop:



Zoomed in to focus on protester. The sign is more readable and the fence becomes a barrier to the protester



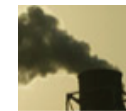
Zoomed in further to focus on protester



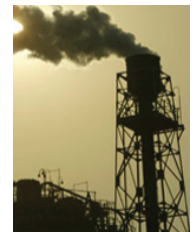
Good crop:



The main image gives a good sense of a polluting refinery blocking out the sun.



Closely cropped to suggesting pollution



The main image tells a story. UBS becoming known as the dunce of the banking world



Crop of the company logo element of the main image



# 1. Banner / sliver ad

The ad space at the top is designed to accommodate various-sized leaderboard ads up to a maximum of 728W x 90H. There are situations when no ad will be present.

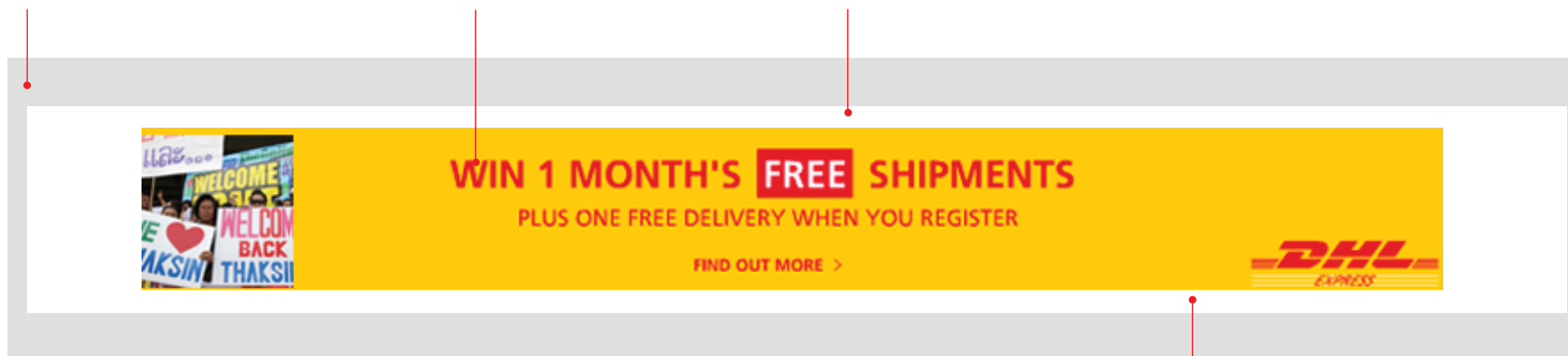
The place holder space shrinks to accommodate ads smaller than 728W x 90H. Regardless of ad size, there is always a 10 pixel buffer top and bottom to vertically center the ad in the space. The ad is also always centered horizontally in the space.

When no ad is present, the header moves up to flush with the browser window.

Place holder  
1000W x 100H  
0x, -110y

Leaderboard ad  
728W x 90H  
136x, -100y

Buffer space  
10H



Buffer space  
10H

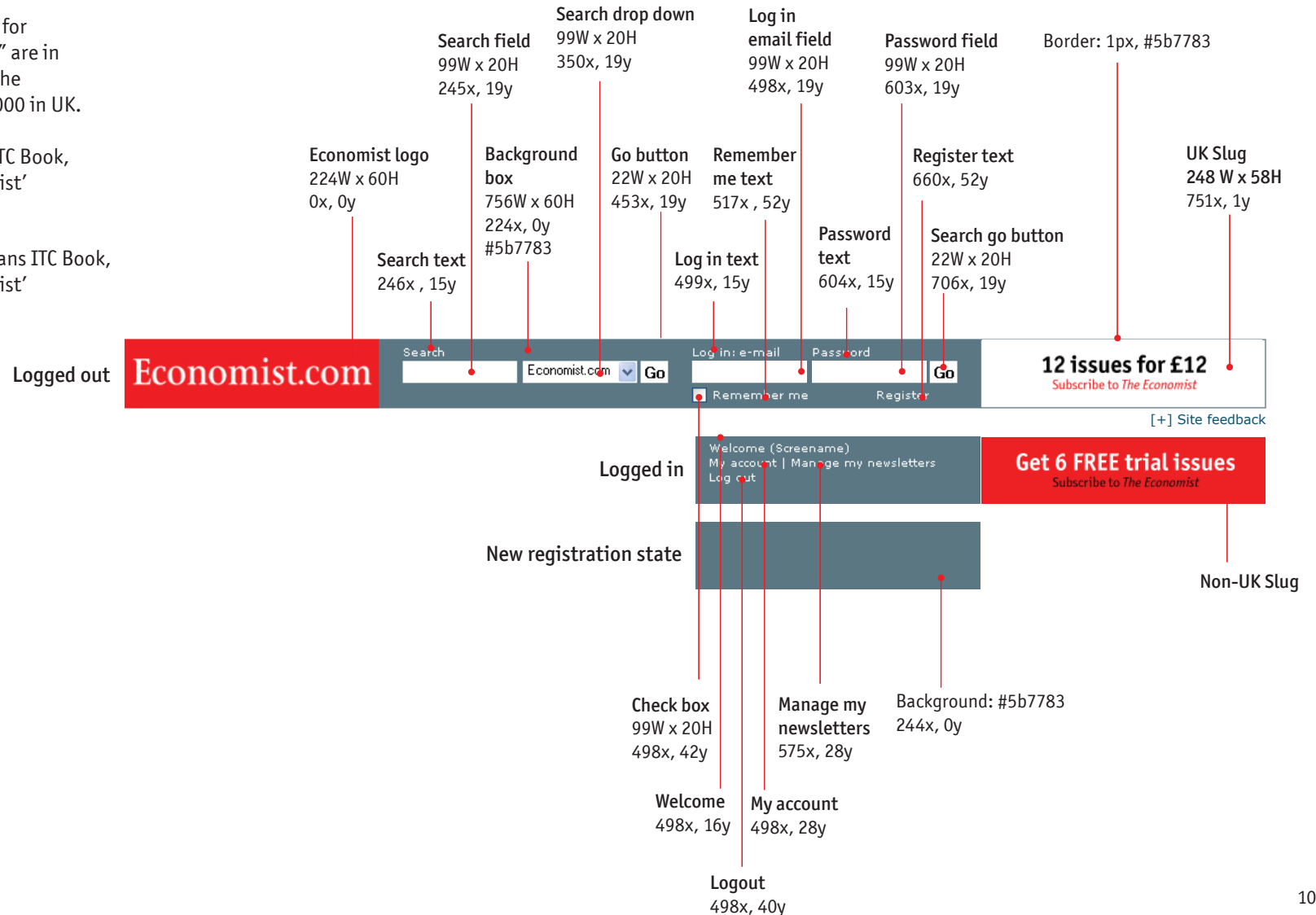
## 2 & 3. Header and slug

The header has three states: logged out, logged in and new registration state. The slug is geo-targeted and varies by region. The white background slug appears only in the UK, while the red slug appears in all other regions.

All system text is 10pt Verdana regular, #ffffff  
 The text in the UK slug which reads "12 issues for 12" and regional slug "Get six free trial issues" are in Officina Sans ITC Book, bold, 21pt, smooth. The text color is #ff0000 if its in non-UK, #000000 in UK.

All small text on the US slug is Officina Sans ITC Book, regular, 12pt, smooth #000000 ('The Economist' is always in italics)

All small text on the non-UK slug is Officina Sans ITC Book, regular, 12pt, smooth #000000 ('The Economist' is always in italics)





## 4 & 5. Date stamp and left navigation

Navigation section text is always displayed with a tracking of -0.05em to prevent line wrapping.

The navigation is sectioned into 4 parts: the content nav, the meta-content nav (on a blue background), the commercial nav (on a grey background) and the free day pass. All text is system text except for the EIU store, Economist shop and Growing a business which are graphics.

When a user is in a particular section of the nav, the section header is red and the remaining sections are in black. When nav elements are rolled over, they change color as shown. Arrows indicate when a particular section has flyout children.

When a user is in an interior page of the site, the second level navigation of that particular main section is displayed as shown.

When a sponsor is available, the free day pass may be displayed in the position and manner as shown.

The date stamp is displayed in the manner shown. The time for the site is Greenwich Mean Time.

The screenshot shows a vertical navigation menu with various sections. Red lines and dots point to specific elements, which are then described in the adjacent text blocks. The menu items include: Thursday March 20th 2008, Home, This week's print edition, Daily news analysis, Opinion, World politics, Special reports, Business, Finance and economics (with sub-items: All finance and economics, Economics focus, Economics A-Z), Markets and data, Science and technology, Books and arts, People, Diversions, Audio and video, Research tools, Country briefings, Cities guide, Digital Delivery, Print subscriptions, Classified and jobs, The Economist Group, Growing a business, Economist shop, EIU online store, and a 'Get full access to Economist.com's archives' link. At the bottom, there is a 'Courtesy of' section with a logo.

Home

Border top: 159W x 1H, #b7b7b7  
Entire element 159W x 24H  
Starts at 1x, 85y

Text 1: Verdana regular, 10pt, #ffffff, 10x, 17y

Free day pass text box  
Background: #5b7783  
159W x 38H  
1x, dynamic y

Text 2: Verdana regular, 10pt, #ffffff, 10x, 30y

### Date

Verdana regular, 10pt, #000000

### Nav selected state

Verdana regular, 12pt, #ff0000  
tracking -0.2em for Firefox and Safari and -0.5em for Internet Explorer 6/7

### Child arrow image

#000000, 5W x 7H

### Sub navigation roll over state

Verdana regular, 11pt, #000000,  
background: #588ba0,  
tracking -0.2em for Firefox and Safari and -0.5em for Internet Explorer 6/7

### Sub navigation on state

Verdana regular, 11pt, #ff0000, tracking -0.05em  
Red tab: 4W x 14H, buffer space right 7px

### Navigation rollover state

Verdana regular, 12pt, #ffffff, tracking -0.05em  
Background: #5b7783, 155W x 24H

### Level 2 navigation rollover state

Verdana regular, 12pt, #ffffff, tracking -0.05em  
Background: #588ba0, 155W x 24H

### Meta-content links

Background: #d3ddde  
Border top: 159W x 1H, #ffffff

### Commercial links

Background: #e0e0e0  
Border top: 159W x 1H, #ffffff

### Economist shop and Growing a business images

Officina sans ITC book, bold,  
13pt, smooth, #000000, tracking 20

### EIU online store image

Verdana regular, 12pt, smooth, tracking 20  
EIU and online are in bold

### Logo place holder

Background: #e0e0e0, 159W x 50H, 1x, 38y  
Verdana regular, 10pt, #ffffff, centered, 47x, 50y  
Logo: 100W x 30H, 24x, 96y

## 6. Main features

There are four main top stories. Each can be navigated to using the thumbnails on the left hand side. A red border surrounds the thumbnail to indicate which story the user is currently selecting.

The default state is that the first story is visible; then every 10 seconds the system crossfades to the next story downwards and the large image changes. After one cycle through the crossfades end at the topmost image. If users rollover over a thumbnail before the cycle completes, the crossfades are cancelled.

See image strategy page for a description of photographic strategy.

**Thumbnail one**  
73W x 63H  
Outer border: 1px, #ff0000  
544x, 84y

**Audio icon**  
20W x 20H  
591x, 157y

**Thumbnail two**  
73W x 63H  
544x, 152y

**Thumbnail three**  
73W x 63H  
544x, 220y

**Thumbnail four**  
73W x 63H  
544x, 288y

**Rubric**  
Verdana regular  
12pt, #ffffff  
189x, 326y  
Line height: 1.3em

**Large image**  
354W x 199H  
184x, 84y

**Main title**  
Verdana regular  
21pt, #ffffff  
189x, 304y  
Line height: 0.2em

**Bottom tab**  
354W x 68H  
#08526d  
5px margin

**Audio icon**  
35W x 35H  
94x, 493y

## 7. Most popular

The most popular module has 3 tabs each displaying different content types. It is numbered with the most popular item first. Text at the bottom of each tab indicates the date range for which these results were gathered.

### Tab on state image

Background: #ffffff, Officina Sans ITC book 11pt, bold, sharp, #000000, tracking 6

### Tab rollover state image

Background: #588ba0, Officina Sans ITC book, 11pt, bold, sharp, #ffffff, tracking 6

### Tab off state image

Background: #5b7783, Officina Sans ITC book, 11pt, bold, sharp, #ffffff, tracking 6

### Most popular numbers

Verdana regular,  
12pt, #000000  
647x, 135y

### Most popular link

Verdana regular, 12pt, #08526d  
Line height: 1.3em

### Most popular box

Background: #ffffff  
Border: 1px, #e0e0e0  
167W x 267H  
639x, 84y

Line height: 1.9em

### Most popular footer

Verdana regular,  
10pt, #000000  
647x, 340y

### Divider

1W x 30H  
#ffffff

| Most commented                          | Most recommended                     | Most read                                 |
|---|--------------------------------------|---|
| 1. Elections in Iran: Meet the winner   | 2. Lexington: The hypocrites' club   | 3. Violence in Tibet: Pictures from Lhasa |
| 4. Special report: Why China is welcome | 5. Iran's elections: Meet the winner | Over last seven days                      |

Most commented on tab  
padding left, right: 3px  
54W x 20H  
644x, 90y

Most read off tab  
padding left, right: 3px  
22W x 20H  
776x, 90y

| Most recommended | Most read |
|------------------|-----------|
|------------------|-----------|

Most recommended off tab  
padding left, right: 3px  
64W x 20H  
705x, 90y

| Most commented | Most recommended | Most read |
|----------------|------------------|-----------|
| Most commented | Most recommended | Most read |
| Most commented | Most recommended | Most read |

## 8. Newspaper frontpage

This module shows the cover of the current week's magazine. Covers are regionally displayed by geo-targeting. Selecting enlarge displays a enlarged image of the cover in a separate window.

### Header

91W x 24H  
EcoNewtext (OTT) 15pt,  
bold, smooth,  
20 tracking, #ff0000  
840x, 85y  
Thick line: 88W x 2H, #ff0000

### Red line

150W x 1H  
#ff0000  
840x, 84y

### Print edition

Buffer space: 3H



### Print edition cover

150W x 198H  
840x, 112y

### Bottom tab

150W x 38H  
840x, 309y  
Background: #5b7783

### RSS icon

12W x 41H  
971x, 329y

### Secondary links

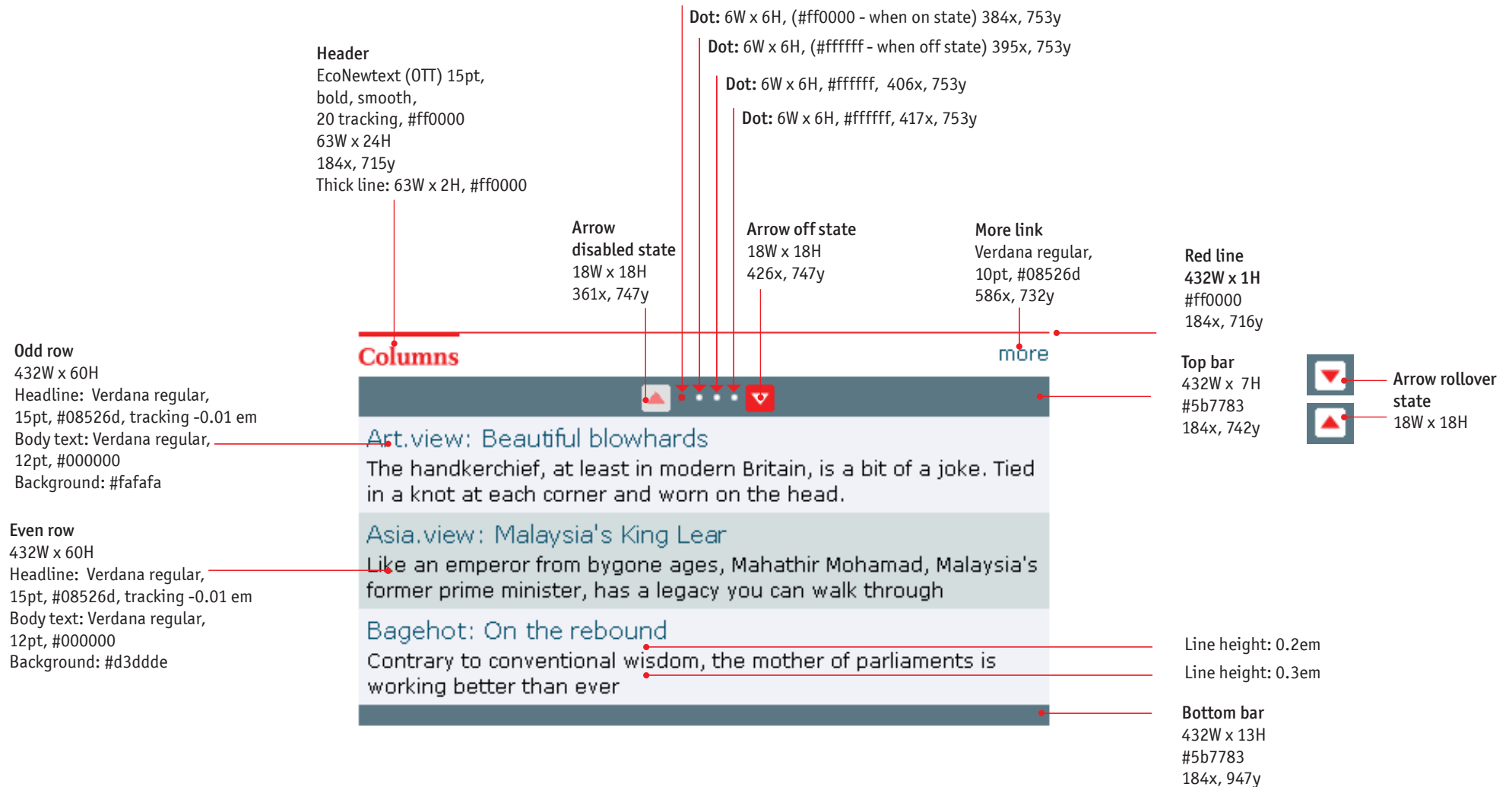
Verdana regular,  
10pt, #ffffff  
850x, 340y

### Primary links

Verdana regular,  
10pt, #ffffff  
Line height: 0.2em  
850x, 325y

## 9. Columns

This module displays the most recent item in each of the different print and web-only columns. Users can move down and up through the list by using the arrows. The number of circles indicate the total number of sets of 3 columns.



## 10. MPU ad

MPUs come in variable sizes to a maximum of 350W x 300H.

Regardless of size, the MPU is always centered horizontally in the space and has a 24px vertical buffer space.

Verdana regular, 10pt  
#b7b7b7  
640x, 389y

Advertisement

Grey line  
360W x 1H  
#b7b7b7  
640x, 375y

Buffer space: 24H



MPU Ad  
350W x 300H  
640x, 402y

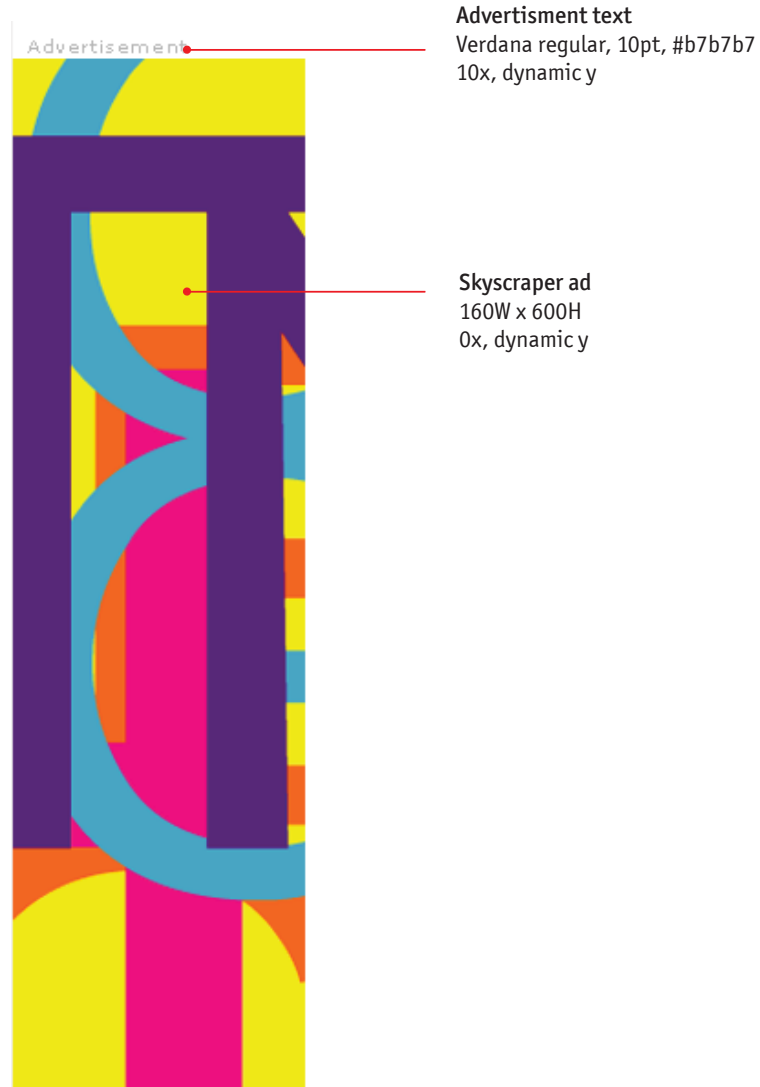
Buffer space: 24H

Grey line  
360W x1H  
640x, dynamic y  
#b7b7b7

## 11. Skyscraper ad

Skyscraper ads come in variable sizes to a maximum of 160W x 600H.

Regardless of size, the skyscraper is always flush to the left edge of the page and is 24px below the bottom edge of the left nav bar and/or free day pass.





## 12. Text based features

Text based features have a dynamic height depending on headline and rubric length. The area contains a minimum of 5 articles, but can be expanded by Editorial.

### Pushed aside: A blow to reform in the UAE

The cabinet reshuffle announced by the UAE prime minister and ruler of Dubai

### Business news: Outpacing America

Financial risks and increased protectionism will damage America's business environment over the next five years

### Unilever and emerging markets: The legacy that got left on the shelf

The value of word-of-mouth, own-brands in the developing world, self-delusion and leadership, and more

### Hollywood and the internet: Coming soon

The internet could be a boon for Hollywood—but only if it can conquer its fears

### India's fake doctors: Quackdown

The high cost of medicines bought on the cheap is proving to be a difficult issue for the Indian government

#### Headline link

Verdana regular,  
15pt, #08526d  
184x, 390y  
Line height: 0.2em  
Tracking: -0.01em

Body text: Verdana regular,  
12pt, #000000  
Line height: 1.3em

Line height: 0.9em

## 13. Blogs

This module displays the latest entries from 4 different Blogs and provides a call to action to the RSS landing page.

### Header

EcoNewtext (OTT) 15pt,  
bold, smooth,  
20 tracking, #ff0000  
Thick line: 36W x 2H, #ff0000  
36W x 24H  
640x, 734y

### Red line

150W x 1H  
#ff0000  
640x, 733y

### More link

Verdana regular,  
10pt, #08526d  
785x, 751y

**Blogs**

[more](#)

Buffer space: 3H

Gulliver

[Our new travel blog](#)

Taking you around the world

### Blog headline

Verdana regular,  
15pt, #000000,  
Line height: 0.2em  
Tracking: -0.01em

Democracy in America

[On the fence-sitters](#)

What are Al Gore and John  
Edwards waiting for?

### Link

Verdana regular,  
12pt, #08526d,  
Line height: 1.3em

Free exchange

[Balancing act](#)

China, hoarder of dollars

Certain ideas of europe

[Work kills Frenchmen --](#)


[obvious, apparently](#)

[Shoddy journalism](#)

### Rubric

Verdana regular,  
12pt, #000000,  
Line height: 1.3em

Stay up-to-date with our

RSS feeds. 

Line height: 0.9em

### RSS icon

12W x 12H  
padding left: 10px

## 14. Image-based features

This module contains three image-based features selected by Editorial. Upon rollover of the grey tab, the semi-transparent drop-down appears revealing the rubric. Drop-downs retract when rollover ends. Clicking on the headline or the dropdown takes users to the article.

Audio articles must use the audio icon in the upper right hand portion of the image.

See image strategy page for a description of photographic strategy.

**Image-based feature one**  
150W x 245H  
840x, 733y  
Tab: #5b7783,  
150W x 50H

**Dhtml drop down**  
150W x 60H  
Background: #e0e0e0,  
0.92 opacity

**Picture**  
150W x 195H  
840x, 783y

**Image-based feature two**  
840x, 1002y

**Image-based feature three**  
840x, 1271y

**Text one**  
Verdana regular,  
15pt, #ffffff  
Line height: 1.2em  
Tracking: -0.01em  
850x, 755y

**Text two**  
Verdana regular,  
15pt, #ffffff  
Line height: 1.2em  
Tracking: -0.01em  
850x, 773y

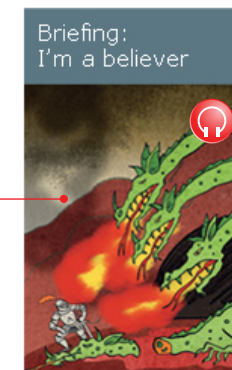
**Dhtml text**  
Verdana regular,  
12pt, #000000  
Line height: 1.3em



24H



24H



**Audio icon**  
30W x 30H  
950x, 1331y

# 15 & 16 Audio - video player + ad

The audio video player consists of 3 parts: the top section plays all the audio articles while the bottom 2 sections are audio edition ads.

Red line  
#ff0000  
432W x 1H  
184x, 985y

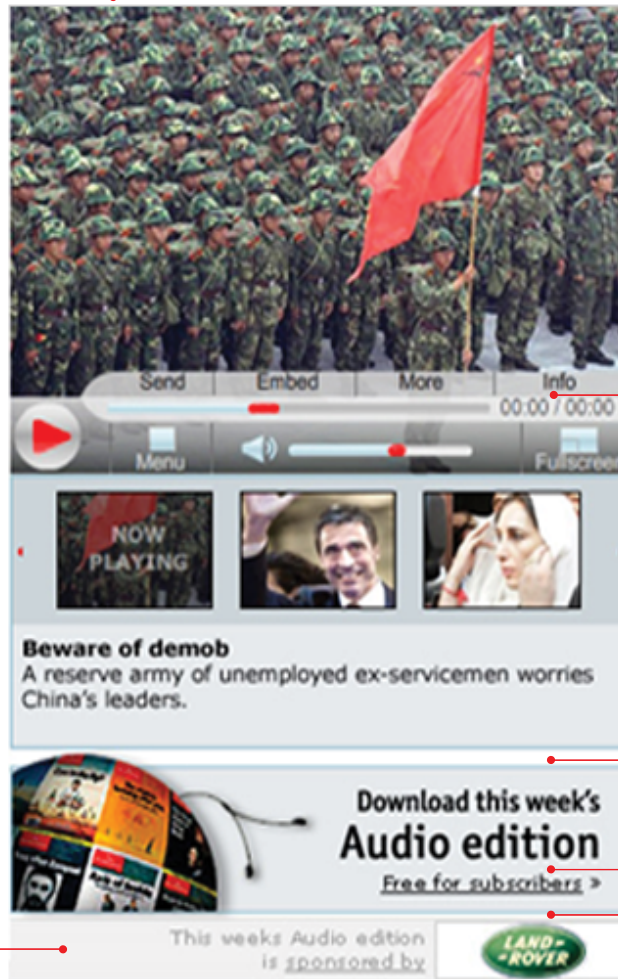
More link  
Font: Verdana regular,  
12pt, #08526d  
585x, 732y

Buffer space: 3H

Audio and video

more

Header  
EcoNewtext (OTT) 15pt, bold,  
smooth, 20 tracking, #ff0000  
Thick line: 116W x 2H, #ff0000  
116W x 24H  
184x, 986y



Audio - video player  
320W x 380H

Space: 2H

Audio edition ad  
320W x 82H

Space: 2H

Audio sponsor ad  
320W x 82H

## 17. Products and events

This component has a selection of articles from the Publisher of Economist.com

Black line  
176W x 1H  
640x, 935y

Buffer space: 3H

**Products and events**

[Cut and thrust](#)  
Sharpen your tongue and joining our series of online debates

[John Micklethwait](#)  
Our Editor-in-Chief spoke to CNN International's Fionnuala Sweeney about his special report on religion

[KAL performs in Ohio](#)  
Our political cartoonist works with Second City

[Doing business in](#)  
Download one of these succinct 15-minute programmes

[Growing business](#)  
In 2008 Economist.com will be following the US race

Line height: 0.9em

**Headline**  
EcoNewtext (OTT) 15pt, bold, smooth, 20 tracking, #000000  
139W x 24H  
Thick line: 139W x 2H, #000000  
640x, 936y

**Link**  
Verdana regular, 12pt, #08526d  
Line height: 1.3em

**Rubric**  
Verdana regular, 12pt, #000000  
Line height: 1.3em

# 18, 19 & 20. Classifieds Ads, Sponsors' feature and Footer

The classifieds section displays current classified ads. The sponsors' footer has two button ads. The first line of the footer contains internal business links, while the second line contains legal content links.

The y position of these elements is dynamic depending on the length of the content above them. Therefore, the y positions here are given relative to the left corner of the black line above "Classified ads"

