

# The New York Stock Exchange

*Graphic Style Guide for NYSE Institutional XPress*

Developed by IBM Services, April 7, 2000, IBM Confidential

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## INTRODUCTION

IBM Interactive Design Studio has developed this Graphics Style Guide for the New York Stock Exchange *NYSE Institutional Xpress (NYSE IXP)* website. This guide consists of two key components:

### 1. Guidelines
















The guidelines define the graphic standards that have been established for the site. **The technical specs for the applets detail the precise construction of the graphical interface. Non-conformance to this Style Guide could greatly impact usability and performance.**

### 2. Supporting Electronic Files

The supporting files provide the Global Placement Templates (GPTs), palettes, and global assets necessary to create additional application screens.

**To ensure consistency in style and brand, it is imperative that these guidelines be accurately followed. These graphic standards pertain to all pages within the site and should be applied to all new pages.**

*NYSE IXP Color Palette*

	R:204/G:255/B:255
	R:153/G:255/B:255
	R:204/G:102/B:51
	R:255/G:153/B:0
	R:255/G:255/B:204
	R:0/G:102/B:0
	R:51/G:153/B:51
	R:204/G:255/B:0
	R:0/G:0/B:102
	R:51/G:102/B:255
	R:204/G:204/B:204
	R:153/G:153/B:153
	R:102/G:102/B:102
	R:51/G:51/B:51
	R:0/G:0/B:0

## IMPLEMENTATION AND COMPLETION REQUIREMENTS

All graphics for the site are created using two applications:

- \* Photoshop 5.02
- \* Illustrator 7.0 or higher

The *NYSE IXP Color Palette* (shown left) 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 setup as follows:

- \* 750 pixels wide
- \* 72 DPI resolution
- \* RGB color mode

The height of the pages varies, depending on their content.

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 File: NYSE IXP ColorPalette.psd.



Prompt

Time	Symbol	Bid	Offer	Bid Vol	Offer Vol	Status	Halt Reason	T-Time	Corp Act
09:23:47	ERVBGNHNN	2060008	3/4:2000008	1/4:10150000	10150000	MOO lmb Buy	News Pending	12:20:42.005	x-Right
09:20:47	AVX	68	70			Pre-Op ITS			x-Right

Market Data

My Data

## 1.0 Global Elements & Placement Specifications

NYSE IXP consists of three different GPTs.

1. Prompt Screen:  
Screens designed to prompt the user when certain information is required or when problems arise.
2. Market Data Screen:  
Screens which display general market data or market data of specific companies that the user has selected.
3. My Data Screen:  
Screens that allow user to enter specific companies to view data.

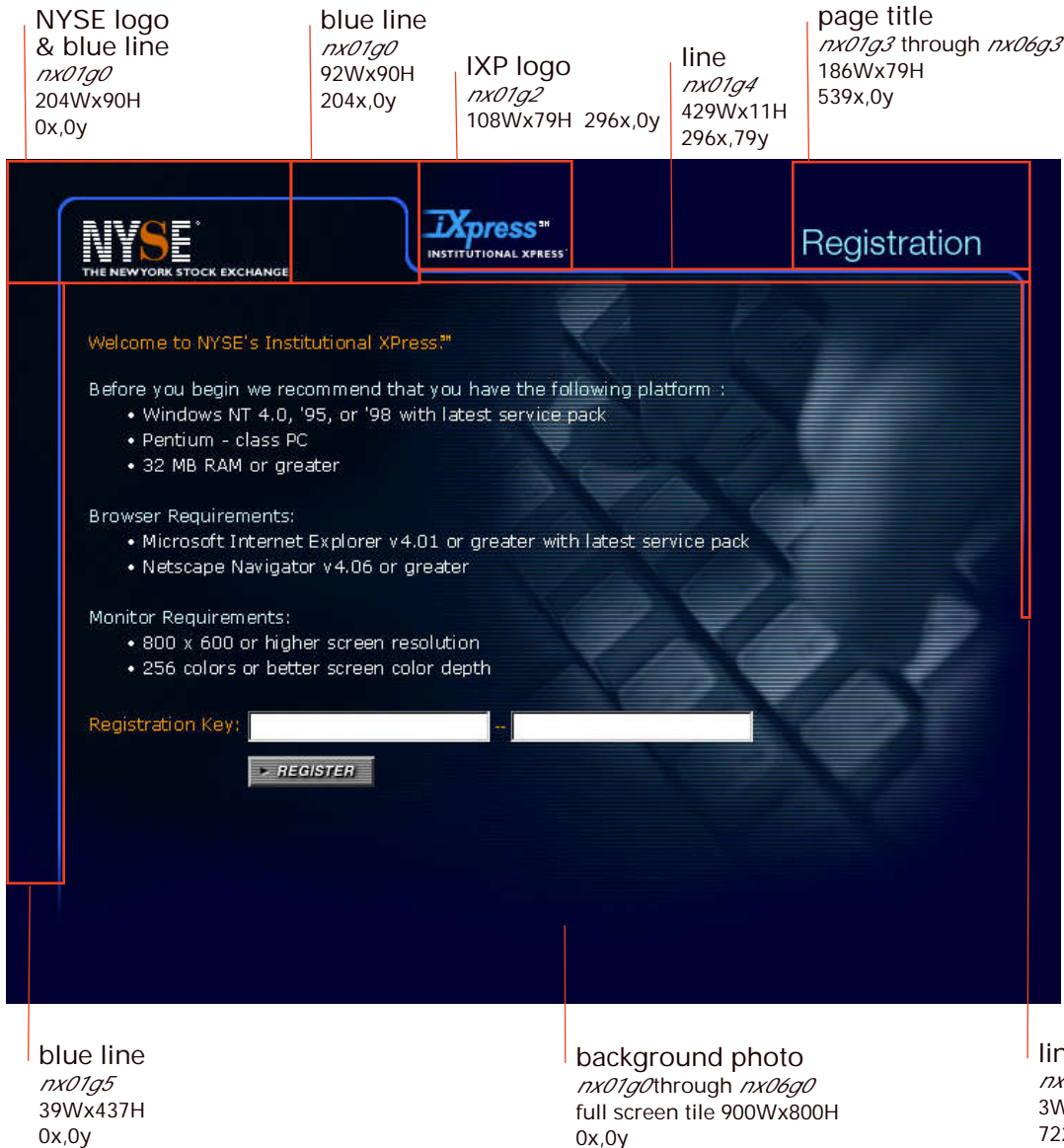
Each GPT follows an established set of specifications and identifies the universal elements and their positions.

- Graphical assets are prepared in a variety of formats.

- All graphical measurements are made in pixels (px).

- All graphical measurements are in WIDTH by HEIGHT format, WxH.

- Starting pixel locations are given in standard x,y coordinates, with (0,0) defined as the upper left corner. X increases to the right of the image. Y increases to the bottom of the image.



## 1.1 Prompt Screen GPT

These screens are designed to prompt the user when certain information is required or when problems arise.

All graphical elements are static appearing in the same place throughout. *Page Titles* are interchangeable, as are the background photos.

- Graphical assets are prepared in a variety of formats.

- All graphical measurements are made in pixels (px).

- All graphical measurements are in WIDTH by HEIGHT format, WxH.

- Starting pixel locations are given in standard x,y coordinates, with (0,0) defined as the upper left corner. X increases to the right of the image. Y increases to the bottom of the image.



Register  
*nx01b0* 90Wx22H



Enter  
*nx04b0* 66Wx22H



Lost Password  
*nx04b1* 138Wx22H



Submit  
*nx07b0* 90Wx22H



Entry field  
*HTML* client generated

## 1.1.1 Prompt Screen Buttons and Entry Fields

Selectable buttons appear on some prompt screens. Entry fields are HTML.

- Graphical assets are prepared in a variety of formats.

- All graphical measurements are made in pixels (px).

- All graphical measurements are in WIDTH by HEIGHT format, WxH.

- Starting pixel locations are given in standard x,y coordinates, with (0,0) defined as the upper left corner. X increases to the right of the image. Y increases to the bottom of the image.

Labels on the screenshot:

- NYSE Logo
- Photo
- Market Status Line
- Date Line
- Time Line
- Express Message Area
- IXP Logo
- Page Title
- Tool Bar
- 1st Level Functionality
- 2nd Level Functionality
- Table Headers
- Data Area

## 1.2 Market Data Screen GPT

This screen provides NYSE IXP Data Functionality to registered users.

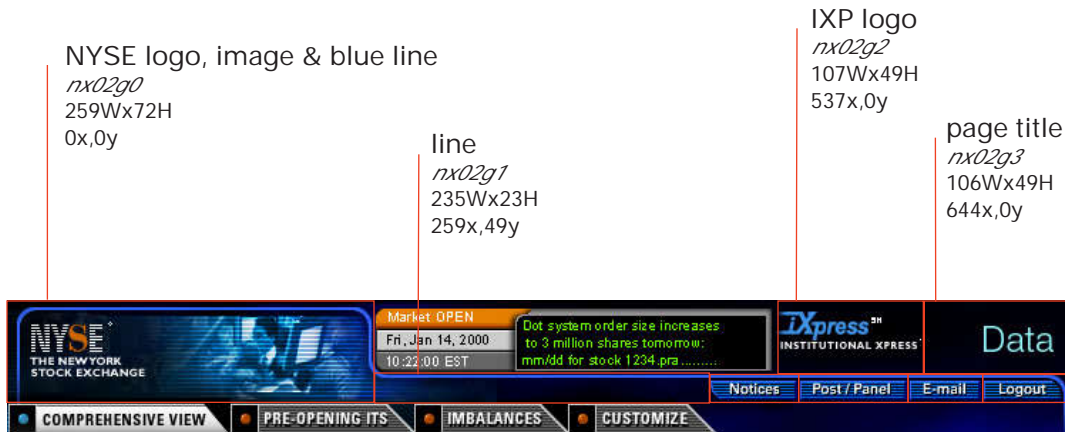


- Graphical assets are prepared in a variety of formats.

- All graphical measurements are made in pixels (px).

- All graphical measurements are in WIDTH by HEIGHT format, WxH.

- Starting pixel locations are given in standard x,y coordinates, with (0,0) defined as the upper left corner. X increases to the right of the image. Y increases to the bottom of the image.



### Tool Bar



#### Normal State

Notices	nx02b0	62Wx23H	494x,49y
Post/Panel	nx02b1	77Wx23H	556x,49y
Email	nx02b2	52Wx23H	633x,49y
Logout	nx02b3	65Wx23H	685x,49y

#### Rollover State

Notices	nx02r0	62Wx23H	494x,49y
Post/Panel	nx02r1	77Wx23H	556x,49y
Email	nx02r2	52Wx23H	633x,49y
Logout	nx02r3	65Wx23H	685x,49y

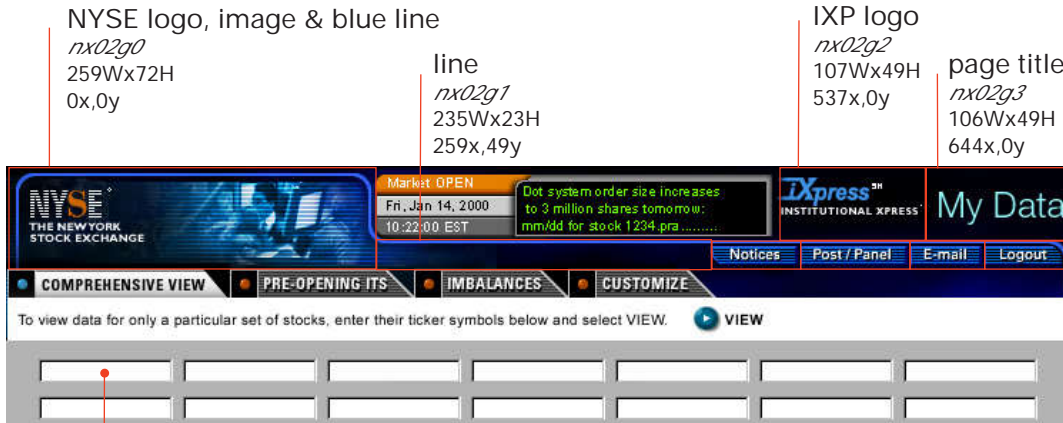
## 1.2.1 Market Data Page Branding & Tool Bar

NYSE IXP branding and design are contained in the very top of the page. All elements (4 cuts) are static remaining in the same place throughout *Market Data*.

Tool Bar:

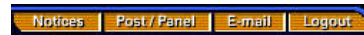
Selections in the Tool Bar link to external sites. Logout exits the NYSE IXP site.

- Graphical assets are prepared in a variety of formats.
- All graphical measurements are made in pixels (px).
- All graphical measurements are in WIDTH by HEIGHT format, WxH.
- Starting pixel locations are given in standard x,y coordinates, with (0,0) defined as the upper left corner. X increases to the right of the image. Y increases to the bottom of the image.



Data Entry Fields  
*HTML fields*

Tool Bar

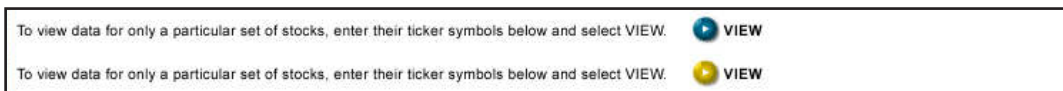


**Normal State**

Notices	<i>nx02b0</i>	62Wx23H	494x,49y
Post/Panel	<i>nx02b1</i>	77Wx23H	556x,49y
Email	<i>nx02b2</i>	52Wx23H	633x,49y
Logout	<i>nx02b3</i>	65Wx23H	685x,49y

**Rollover State**

Notices	<i>nx02r0</i>	62Wx23H	494x,49y
Post/Panel	<i>nx02r1</i>	77Wx23H	556x,49y
Email	<i>nx02r2</i>	52Wx23H	633x,49y
Logout	<i>nx02r3</i>	65Wx23H	685x,49y



*MyDataToolBar*

Instructions  
750Wx30H 0x,0y

View button  
Normal  
49Wx19H 482x,6y  
Highlighted  
49Wx19H 482x,36y

### 1.3 My Data Page Branding, Tool Bar, Instructions & Data Entry Fields

NYSE IXP branding and design are contained in the very top of the page. All elements (4 cuts) are static remaining in the same place throughout *Market Data*.

**Tool Bar:**

Selections in the Tool Bar link to external sites. Logout exits the NYSE IXP site.

**Instructions & View Button:**

This function defaults back to a customized screen to display data in the Comprehensive View tab.

## 2.0 Typography & Palette

Text exists in three different formats: Graphical, System Generated, and Java. See type specs for individual screens throughout section 2 *Typography & Palette* for details about individual usage.

Character sets were developed to display *Dateline*, *Timeline*, *XPress Message* and *Market Data* information in Java. Specs for these may be found in the *Index* pages of section 3 *Java Applets*

Colors used in specific elements are provided in this section. See *Implementation & Completion Requirements* for a complete color palette reference.

Graphic Text  
logos, page title,  
content buttons

System Text  
content, links, entry fields



Prompt Screens

Java Text  
Message Box Applet

Graphic Text  
logos, page title,  
all navigation

Java Text  
data

Time	Symbol	Bid	Offer	Bid Vol	Offer Vol	Status	Halt Reason	T-Time	Corp Act
09:23:47	ERVBNHNN	2060008	3/4:2000008	1/4:10150000	10150000	MOO lmb Buy	News Pending	12:20:42.005	x-Right
09:20:47	AVX	68	70			Pre-Op ITS			x-Right
09:15:03	TYM					Trading Halt	News Dissem		

Market Data

Java Text  
Message Box Applet

Graphic Text  
logos, page title,  
all navigation, instructions

System Text  
entry fields

My Data

## 2.1 Prompt Screen T&P

### Logos:

All logos are graphical and subject to NYSE corporate branding guidelines and copyright.

### Blue Tab Line:

The blue tab line defines the content area.

### Page Title:

The page titles at top right are flush left, starting at 642x. Baseline is 67y.

### Background Photo:

Image appearing behind the content is a full screen tile. There is a different image for each prompt title.

### Button Text:

Text displayed on buttons is centered with 10-12 pixels width on either side. Baseline is 14 pixels from bottom of button. Text has a black drop shadow (Gaussian blur.5, + duplicated layer at 50%) 1 pixel right and 1 pixel down.

### System Content:

Text appearing in the main content area (not contained within a button) is HTML. It is organized to flush left, 20 pixels from line. Line spacing is 20 pixels with variable system breaks between paragraphs or ideas. Tabs vary and are based on visual balance.

The image shows a registration screen for NYSE Institutional XPress. The background is dark blue with a grid pattern. The NYSE logo and tagline are in the top left, and the iXpress logo and tagline are in the top center. The page title 'Registration' is in the top right. A blue tab line defines the content area. The main content area contains a welcome message, system requirements, and a registration form with a 'REGISTER' button.

**NYSE logo & tagline**  
**Blue tab line** *ROG102B204*  
**iXpress logo & tagline**  
**Page title**  
*Helvetica Neue 45 light*  
*25pt 5 tracking*  
*R147G255B255*

**System Content**  
 Font style is client generated. Possibilities are listed in order of preference.  
*Verdana 12px*  
*Arial 12px*  
*Helvetica 12px*  
*Sans Serif 12px*

*#FF9900*  
*highlights keypoints*  
*orange R255G156B0*

*#FFFFFF*  
*secondary importance*  
*white*

*#CCFFFF*  
*least prominence*  
*pale blue R206G255B255*

**Button text**  
*Helvetica Bold Oblique*  
*10pt 50 tracking*  
*white*

**Background Photo**  
*full screen tile*  
*fading to ROG0B51*

**Tool Bar**  
*Univers 55 Roman 10pt 5 tracking white*  
 Normal Buttons *blue R102G153B204 stripes*  
 Rollover Buttons *orange R255G153B0 stripes*

**1st Level Functionality**  
*Univers 67 Cond Bold 11pt 40 tracking black/white*

**Highlight Balls On/Rollover**  
*ROG102B204 with dimension*

**Unselected**  
*R255G153B0 with dimension*

**2nd Level Functionality**  
*Univers 67 Cond Bold 10pt 20 tracking R102G102B102*

**Table Headers**  
*Univers 57 Cond 14pt 0 tracking black*

**Indicators**  
 Highlighted *R255G153B0 with shadow*  
 Normal *R153G153B153*

NYSE logo & tagline  
 Blue tab line *ROG102B204*  
 Photo  
 Message Area  
 IXP logo & tagline  
 Page title *Helvetica Neue 45 light 25pt 5 tracking R147G255B255*

Time	Symbol	Bid	Offer	Bid Vol	Offer Vol	Status	Halt Reason	T-Time	Corp Act
09:23:47	ERVBGNHNM	2060008	3/4 2000008	1/4 10150000	10150000	MOO lmb Buy	News Pending	12:20:42.005	x-Right
09:20:47	AVX	68	70			Pre-Op ITS			x-Right
09:15:03	TXN					Trading Halt	News Dissem		
09:20:16	IBM.p	118 1/4	118 3/4	45000		MOO lmb Buy Correction	Imbalance		x-Div
09:20:13	AOL.ACV				15000	MOO lmb Sell	Imbalance		
09:20:05	IBM.p				45000	MOO lmb Sell	Imbalance		x-Div
09:15:03	X	23	25			Pre-Op ITS			

Data Area

## 2.2 Market Data Screen T&P

Logos and Line:  
See 2.1 Prompt Screen T&P for usage.

Photo:  
This image is used throughout *Market Data*.

Page Title:  
The page titles at top right are flush left, starting at 686x. Baseline is 35y.

Message Area:  
See 3.1 Message Box Apple for details.

Tool Bar:  
Text is centered. Baseline is 4 pixels from bottom of button. Duplicate white text layer. Create drop shadows in black 1 pixel to the right and 1 pixel down.

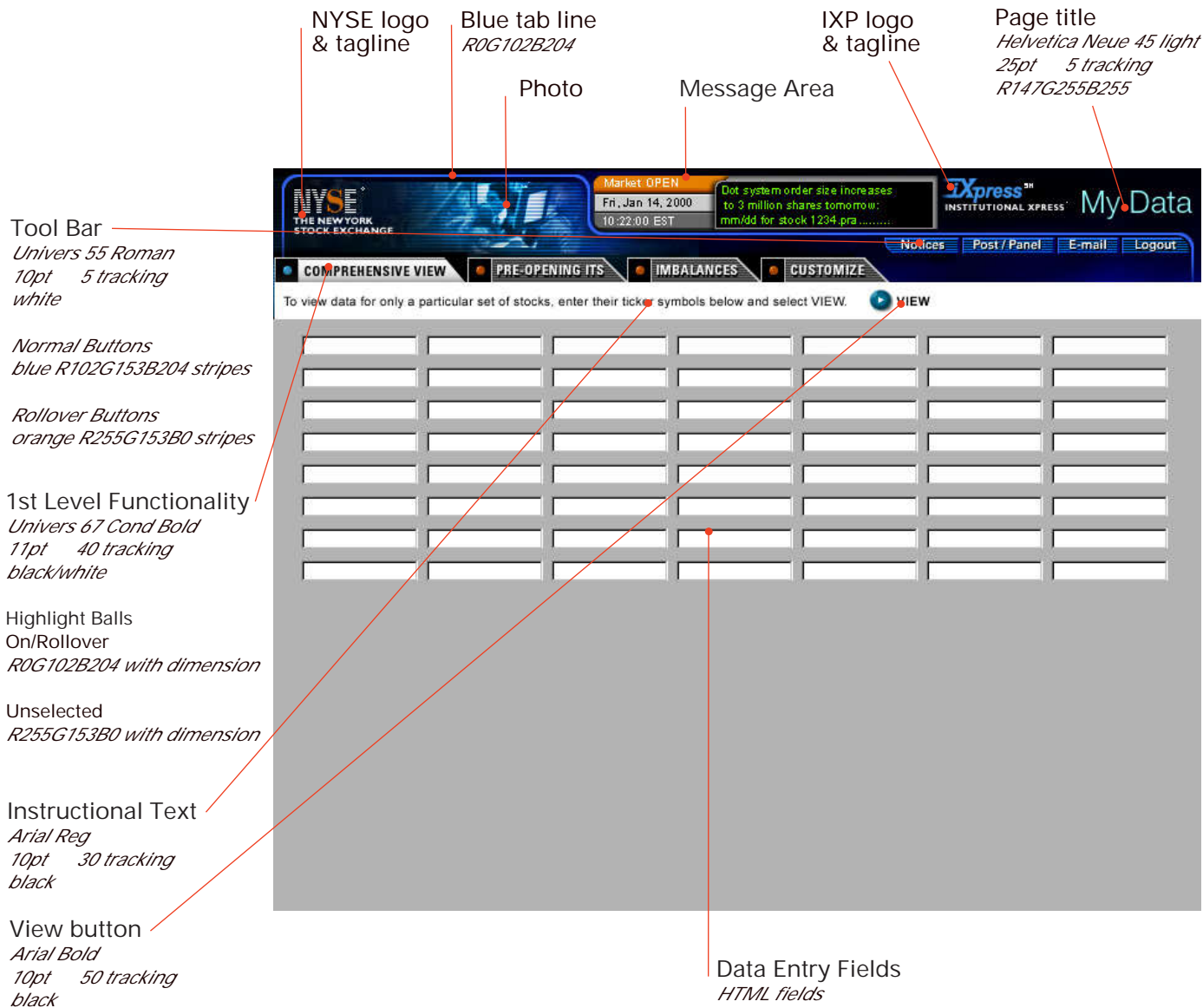
1st Level Functionality:  
Text fits on tabs leaving 5 pixels on either side. Baseline is 5 pixels from bottom of tab. Text on unselected tabs have drop shadows in black 1 pixel to the right and 1 pixel down.

2nd Level Functionality:  
Text is flush left, 5 pixels from respective radial button or check box. Baseline is 6 pixels from bottom of white rectangle.

Table Headers:  
Text is centered within columns. Baseline is 4 pixels from bottom of gray rectangle.

Data Area:  
See 3.2 Market Data Display for details.





## 2.3 My Data Screen T&P

Logos and Line:  
See 2.1 Prompt Screen T&P for usage.

Photo:  
This image is the same used throughout Market Data.

Page Title:  
The page title at top right is flush left, starting at 686x. Baseline is 35y.

Message Area:  
See 3.1 Message Box Apple for details.

Tool Bar:  
Text is centered. Baseline is 4 pixels from bottom of button. Duplicate white text layer. Create drop shadows in black 1 pixel to the right and 1 pixel down.

1st Level Functionality:  
Text fits on tabs leaving 5 pixels on either side. Baseline is 5 pixels from bottom of tab. Text on unselected tabs have drop shadows in black 1 pixel to the right and 1 pixel down.

Instructional Text:  
Instructions appear flush left with tab blue ball. Baseline is 11 pixels up from bottom of white rectangle.

Data Entry Fields:  
HTML fields are displayed on gray R204G204B204.

*Normal Button blue R102G153B204*  
*Rollover Button yellow R255G255B0*

- All graphical assets are prepared in GIF (.gif) format. The extension should be assumed for all file names.

- All graphical measurements are made in pixels (px).

- All graphical measurements are in WIDTH by HEIGHT format, WxH.

- Starting pixel locations are given in standard x,y coordinates, with (0,0) defined as the upper left corner. X increases to the right of the image. Y increases to the bottom of the image.

- All aspects of the graphical image is designed to be built from the provided images, the fonts in particular were customized for readability within the design.

Message Box Applet

Time	Symbol	Bid	Offer	Bid Vol	Offer Vol	Status	Halt Reason	T-Time	Corp Act
09:23:47	ERVBGNHN	2060008	3/4 2000008	1/4 10150000	10150000	MOO Imb Buy	News Pending	12:20:42.005	x-Right
09:20:47	AVX	68	70			Pre-Op ITS			x-Right
09:15:03	TXN					Trading Halt	News Dissem		
09:20:16	IBM.p	118 1/4	118 3/4	45000		MOO Imb Buy Correction	Imbalance		x-Div
09:20:13	AOL.ACV				15000	MOO Imb Sell	Imbalance		
09:20:05	IBM.p				45000	MOO Imb Sell	Imbalance		x-Div
09:15:03	X	23	25			Pre-Op ITS			

Market Data Applet

### 3.0 Java Applets

Two Java applets were created to display information.

The *Message Box Applet*, which consists of a graphical display with 4 fields of information, is found on both the *Market Data* and *My Data* screens.

The *Market Data Applet* is comprised of *1st* and *2nd Functional Navigation*, *Table Headers* and *Data*. This applet appears in its entirety on the *Market Data* screen, and with the *Data* and *2nd Level Navigation* removed on *My Data*.

Character sets were developed to display *Dateline*, *Timeline*, *XPress Message* and *Market Data* information. Specs for these may be found in this section under the *Index* pages.

Coordinates for each applet are defined by the top left corner of the space they occupy. Formulas for screen placement coordinates are given in *3.1 Message Box Applet* and *3.2 Market Data Navigation*.

- All graphical assets are prepared in GIF (.gif) format. The extension should be assumed for all file names.

- All graphical measurements are made in pixels (px).

- All graphical measurements are in WIDTH by HEIGHT format, WxH.

- Starting pixel locations are given in standard x,y coordinates, with (0,0) defined as the upper left corner. X increases to the right of the image. Y increases to the bottom of the image.

- All aspects of the graphical image is designed to be built from the provided images, the fonts in particular were customized for readability within the design.

### Message Box Base

Market Status Line

Date Line (See Index A for list of characters & coordinates)

Time Line (See Index B for list of characters & coordinates)

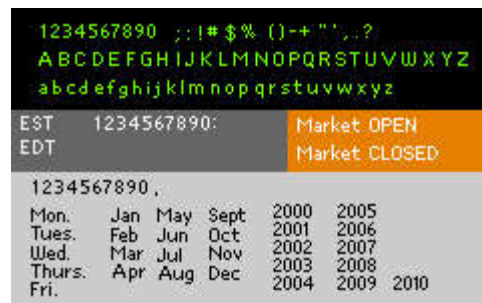
Express Message Area  
(See Index C for list of characters & coordinates)

Row #1 170Wx9H \*103x,14y  
Row #2 170Wx9H \*103x,26y  
Row #3 170Wx9H \*103x,38y

Total Area 80Wx7H \*9x,39y  
Total Area 80Wx9H \*9x,24y

Market Open 70Wx7H †143x,55y \*9x,8y  
Market Closed 70Wx7H †143x,69y \*9x,8y  
†coordinate cuts from resource file *StatusBoxGraphic.psd*

*nxmessagebg* 278Wx49H 259x,0y \*0x,0y  
\*x/y starting reference for applet



*StatusBoxGraphic.psd*

### 3.1 Message Box Applet

The message box application occupies the top center on both the *Data* and *My Data* pages.

Base Graphic: graphical display with four fields.

Functional Areas:

1. Market Status Line reflects the current status of the NYSE. There are two possible states: Market Open/ Market Closed.
2. Date Line reflects the current date in the Eastern Time Zone. All month, date and year combinations are possible.
3. Time Line reflects the current time in the Eastern Time Zone. Time is reported in a 24-hour clock format with hours, minutes and seconds.
4. XPress Message Area displays messages from the Exchange to its member firms and institutional investors on the NYSE IXP system. It is intended for technical alerts and other information relevant to the operation and usability of the system. Any text messages fitting within three lines (approximately 32 characters each) are allowable.



Data Item	Coordinate	Size
1	10x,86y	4x9
2	15x,86y	6x9
3	21x,86y	6x9
4	27x,86y	7x9
5	34x,86y	6x9
6	40x,86y	6x9
7	45x,86y	6x9
8	51x,86y	6x9
9	57x,86y	6x9
0	63x,86y	6x9
,	71x,86y	3x9
Mon.	10x,100y	20x9
Tues.	10x,109y	23x9
Wed.	10x,119y	20x9
Thurs.	10x,128y	28x9
Fri.	10x,137y	14x9
Jan	49x,100y	16x9
Feb	49x,110y	15x9
Mar	49x,119y	18x9
Apr	49x,128y	19x9

Data Item	Coordinate	Size
May	72x,100y	19x9
Jun	72x,110y	17x9
Jul	72x,120y	14x9
Aug	72x,129y	20x9
Sept	98x,100y	20x9
Oct	98x,110y	17x9
Nov	98x,119y	18x9
Dec	98x,129y	17x9
2000	130x,98y	20x9
2001	130x,107y	18x9
2002	130x,116y	20x9
2003	130x,125y	20x9
2004	130x,134y	21x9
2005	162x,98y	20x9
2006	162x,107y	20x9
2007	162x,116y	20x9
2008	162x,125y	20x9
2009	162x,134y	20x9
2010	190x,134y	18x9

## Index 3A - Date Line

The graphical font specially designed to display Date in the message area was created from a customized graphic font in black placed on Netscape light gray R204G204B204 . Refer to *3.1 Message Box Apple!* for placement and guidelines. Cut coordinates given here are in relation to resource - *StatusBoxGraphic.psd*.

- All graphical measurements are made in pixels (px).
- All graphical measurements are in WIDTH by HEIGHT format, WxH.
- Starting pixel locations are given in standard x,y coordinates, with (0x,0y) defined as the upper left corner. X increases to the right of the image. Y increases to the bottom of the image.
- All aspects of the graphical image is designed to be built from the provided images, the fonts in particular were customized for readability within the design.

## Index 3B - Time Line

Data Item	Coordinate	Size
1	41x,54y	4x7
2	46x,54y	6x7
3	52x,54y	6x7
4	58x,54y	7x7
5	65x,54y	6x7
6	71x,54y	6x7
7	76x,54y	6x7
8	82x,54y	6x7
9	88x,54y	6x7
0	94x,54y	6x7
:	100x,54y	3x7
EST	4x,54y	17x7
EDT	4x,66y	18x7

The graphical font specially designed to display Time in the message area was created from a customized graphic font in white placed on Netscape dark gray R102G102B102 . Refer to *3.1 Message Box Applet* for placement and guidelines. Cut coordinates given here are in relation to resource *StatusBoxGraphic.psd*.

- All graphical measurements are made in pixels (px).
- All graphical measurements are in WIDTH by HEIGHT format, WxH.
- Starting pixel locations are given in standard x,y coordinates, with (0x,0y) defined as the upper left corner. X increases to the right of the image. Y increases to the bottom of the image.
- All aspects of the graphical image is designed to be built from the provided images, the fonts in particular were customized for readability within the design.

## Index 3C - XPress Message

Data Item	Coordinate	Size
1	15x,8y	3x9
2	20x,8y	5x9
3	26x,8y	5x9
4	32x,8y	6x9
5	39x,8y	5x9
6	45x,8y	5x9
7	50x,8y	5x9
8	56x,8y	5x9
9	62x,8y	5x9
0	68x,8y	5x9
;	81x, 8y	4x9
:	87x, 8y	3x9
!	93x, 8y	3x9
#	98x, 8 y	6x9
\$	107x, 8y	6x9
%	115x, 8y	8x9
(	128x, 8y	4x9
)	133x, 8y	4x9
-	139x, 8y	4x9
+	144x, 8y	6x9
"	153x, 8y	5x9
'	160x, 8y	3x9
,	165x, 8y	4x9
.	171x, 8y	3x9
?	176x, 8y	5x9
A	13x, 22y	8x9
B	24x, 22y	6x9
C	32x, 22y	6x9
D	41x, 22y	6x9
E	49x, 22y	6x9
F	58x, 22y	5x9
G	65x, 22y	6x9
H	73x, 22y	6x9
I	82x, 22y	3x9
J	87x, 22y	5x9
K	95x, 22y	6x9
L	104x, 22y	5x9
M	111x, 22y	8x9
N	122x, 22y	7x9

Data Item	Coordinate	Size
O	131x, 22y	6x9
P	139x, 22y	6x9
Q	146x, 22y	6x9
R	154x, 22y	6x9
S	162x, 22y	6x9
T	169x, 22y	6x9
U	177x, 22y	6x9
V	185x, 22y	8x9
W	195x, 22y	8x9
X	206x, 22y	6x9
Y	215x, 22y	6x9
Z	223x, 22y	6x9
a	14x, 36y	5x9
b	21x, 36y	5x9
c	28x, 36y	5x9
d	34x, 36y	5x9
e	42x, 36y	5x9
f	48x, 36y	5x9
g	54x, 36y	5x9
h	61x, 36y	5x9
i	67x, 36y	3x9
j	71x, 36y	4x9
k	78x, 36y	5x9
l	84x, 36y	3x9
m	89x, 36y	8x9
n	100x, 36y	5x9
o	107x, 36y	5x9
p	114x, 36y	5x9
q	122x, 36y	5x9
r	129x, 36y	4x9
s	135x, 36y	5x9
t	141x, 36y	5x9
u	148x, 36y	6x9
v	156x, 36y	5x9
w	163x, 36y	8x9
x	173x, 36y	5x9
y	180x, 36y	5x9
z	187x, 36y	4x9

The graphical font specially designed to display XPress Message in the message area was created from a customized graphic font in bright green R102G255B0 placed on Netscape black. Refer to *3.1 Message Box AppleT* for placement and guidelines. Cut coordinates given here are in relation to resource *StatusBoxGraphic.psd*.

- All graphical measurements are made in pixels (px).
- All graphical measurements are in WIDTH by HEIGHT format, WxH.
- Starting pixel locations are given in standard x,y coordinates, with (0x,0y) defined as the upper left corner. X increases to the right of the image. Y increases to the bottom of the image.
- All aspects of the graphical image are designed to be built from the provided images, the fonts in particular were customized for readability within the design.

Regular Character Sets:

#000000 background

Data Item	Coordinate	Size
A	25x,8y	9x14
B	35x,8y	8x14
C	44x,8y	8x14
D	54x,8y	8x14
E	63x,8y	7x14
F	72x,8y	7x14
G	80x,8y	9x14
H	92x,8y	8x14
I	101x,8y	4x14
J	105x,8y	7x14
K	114x,8y	7x14
L	122x,8y	7x14
M	130x,8y	10x14
N	143x,8y	8x14
O	153x,8y	9x14
P	163x,8y	8x14
Q	173x,8y	9x14
R	183x,8y	8x14
S	193x,8y	8x14
T	202x,8y	7x14
U	211x,8y	8x14
V	221x,8y	8x14
W	231x,8y	11x14
X	244x,8y	7x14
Y	252x,8y	7x14
Z	261x,8y	8x14
a	41x,27y	7x14
b	49x,27y	7x14
c	57x,27y	6x14
d	64x,27y	7x14
e	73x,27y	7x14
f	81x,27y	5x14
g	87x,27y	7x14
h	96x,27y	7x14
i	104x,27y	3x14
j	108x,27y	4x14
k	114x,27y	6x14
l	121x,27y	3x14

m	126x,27y	9x14
n	137x,27y	7x14
o	146x,27y	7x14
p	154x,27y	7x14
q	163x,27y	7x14
r	172x,27y	5x14
s	178x,27y	6x14
t	185x,27y	5x14
u	191x,27y	7x14
v	199x,27y	7x14
w	208x,27y	9x14
x	219x,27y	7x14
y	228x,27y	7x14
z	236x,27y	7x14
1	7x,50y	6x14
2	15x,50y	7x14
3	23x,50y	7x14
4	32x,50y	8x14
5	42x,50y	7x14
6	50x,50y	7x14
7	58x,50y	7x14
8	66x,50y	7x14
9	75x,50y	7x14
0	84x,50y	7x14
/	98x,50y	7x14
'	114x,51y	3x14
"	124x,51y	5x14
.	139x,51y	3x14
:	150x,51y	3x14
;	161x,51y	4x14
-	173x,51y	6x14
&	186x,51y	10x14
!	202x,51y	3x14
#	211x,51y	9x14
%	225x,51y	10x14
(	239x,51y	5x14
)	248x,51y	5x14
\	258x,51y	6x14
+	268x,51y	9x14
=	282x,51y	9x14

## Index 3D1 - Market Data

Regular Characters: #000000 background

The text color for Regular Characters is bright green R97G255B0. Color for #000000 background is black.

The text used to display the market data is defined by six character sets, the first three are used to display the data on the three background colors. The second three sets, in the more orange color, are used for only the first 10 seconds of display time. Again, the three sets are used on the three color backgrounds. Cut coordinates given here are in relation to the resource file

*nalpha\_graphic.psd.*

- All graphical measurements are made in pixels (px).
- All graphical measurements are in WIDTH by HEIGHT format, WxH.
- Starting pixel locations are given in standard x,y coordinates, with (0,0) defined as the upper left corner. X increases to the right of the image. Y increases to the bottom of the image.
- All aspects of the graphical image are designed to be built from the provided images, the fonts in particular were customized for readability within the design.

Regular Character Sets:

#333333 background

Data Item	Coordinate	Size
A	25x,80y	9x14
B	35x,80y	8x14
C	44x,80y	8x14
D	54x,80y	8x14
E	63x,80y	7x14
F	72x,80y	7x14
G	80x,80y	9x14
H	92x,80y	8x14
I	101x,80y	4x14
J	105x,80y	7x14
K	114x,80y	7x14
L	122x,80y	7x14
M	130x,80y	10x14
N	143x,80y	8x14
O	153x,80y	9x14
P	163x,80y	8x14
Q	173x,80y	9x14
R	183x,80y	8x14
S	193x,80y	8x14
T	202x,80y	7x14
U	211x,80y	8x14
V	221x,80y	8x14
W	231x,80y	11x14
X	244x,80y	7x14
Y	252x,80y	7x14
Z	261x,80y	8x14
a	41x,99y	7x14
b	49x,99y	7x14
c	57x,99y	6x14
d	64x,99y	7x14
e	73x,99y	7x14
f	81x,99y	5x14
g	87x,99y	7x14
h	96x,99y	7x14
i	104x,99y	3x14
j	108x,99y	4x14
k	114x,99y	6x14
l	121x,99y	3x14

m	126x,99y	9x14
n	137x,99y	7x14
o	146x,99y	7x14
p	154x,99y	7x14
q	163x,99y	7x14
r	172x,99y	5x14
s	178x,99y	6x14
t	185x,99y	5x14
u	191x,99y	7x14
v	199x,99y	7x14
w	208x,99y	9x14
x	219x,99y	7x14
y	228x,99y	7x14
z	236x,99y	7x14
1	7x,122y	6x14
2	15x,122y	7x14
3	23x,122y	7x14
4	32x,122y	8x14
5	42x,122y	7x14
6	50x,122y	7x14
7	58x,122y	7x14
8	66x,122y	7x14
9	75x,122y	7x14
0	84x,122y	7x14
/	98x,122y	7x14
'	114x,123y	3x14
"	124x,123y	5x14
.	139x,123y	3x14
:	150x,123y	3x14
;	161x,123y	4x14
-	173x,123y	6x14
&	186x,123y	10x14
!	202x,123y	3x14
#	211x,123y	9x14
%	225x,123y	10x14
(	239x,123y	5x14
)	248x,123y	5x14
\	258x,123y	6x14
+	268x,123y	9x14
=	282x,123y	9x14

## Index 3D2 - Market Data

### Regular Characters: #333333 background

The text color for Regular Characters is bright green R97G255B0. Color for #333333 background is green R0G102B0.

The text used to display the market data is defined by six character sets, the first three are used to display the data on the three background colors. The second three sets, in the more orange color, are used for only the first 10 seconds of display time. Again, the three sets are used on the three color backgrounds. Cut coordinates given here are in relation to the resource file *nalpha\_graphic.psd*.

- All graphical measurements are made in pixels (px).
- All graphical measurements are in WIDTH by HEIGHT format, WxH.
- Starting pixel locations are given in standard x,y coordinates, with (0x,0y) defined as the upper left corner. X increases to the right of the image. Y increases to the bottom of the image.
- All aspects of the graphical image are designed to be built from the provided images, the fonts in particular were customized for readability within the design.

Regular Character Sets:

#006600 background

Data Item	Coordinate	Size
A	25x,153y	9x14
B	35x,153y	8x14
C	44x,153y	8x14
D	54x,153y	8x14
E	63x,153y	7x14
F	72x,153y	7x14
G	80x,153y	9x14
H	92x,153y	8x14
I	101x,153y	4x14
J	105x,153y	7x14
K	114x,153y	7x14
L	122x,153y	7x14
M	130x,153y	10x14
N	143x,153y	8x14
O	153x,153y	9x14
P	163x,153y	8x14
Q	173x,153y	9x14
R	183x,153y	8x14
S	193x,153y	8x14
T	202x,153y	7x14
U	211x,153y	8x14
V	221x,153y	8x14
W	231x,153y	11x14
X	244x,153y	7x14
Y	252x,153y	7x14
Z	261x,153y	8x14
a	41x,172y	7x14
b	49x,172y	7x14
c	57x,172y	6x14
d	64x,172y	7x14
e	73x,172y	7x14
f	81x,172y	5x14
g	87x,172y	7x14
h	96x,172y	7x14
i	104x,172y	3x14
j	108x,172y	4x14
k	114x,172y	6x14
l	121x,172y	3x14

m	126x,172y	9x14
n	137x,172y	7x14
o	146x,172y	7x14
p	154x,172y	7x14
q	163x,172y	7x14
r	172x,172y	5x14
s	178x,172y	6x14
t	185x,172y	5x14
u	191x,172y	7x14
v	199x,172y	7x14
w	208x,172y	9x14
x	219x,172y	7x14
y	228x,172y	7x14
z	236x,172y	7x14
1	7x,195y	6x14
2	15x,195y	7x14
3	23x,195y	7x14
4	32x,195y	8x14
5	42x,195y	7x14
6	50x,195y	7x14
7	58x,195y	7x14
8	66x,195y	7x14
9	75x,195y	7x14
0	84x,195y	7x14
/	98x,195y	7x14
'	114x,196y	3x14
"	124x,196y	5x14
.	139x,196y	3x14
:	150x,196y	3x14
;	161x,196y	4x14
-	173x,196y	6x14
&	186x,196y	10x14
!	202x,196y	3x14
#	211x,196y	9x14
%	225x,196y	10x14
(	239x,196y	5x14
)	248x,196y	5x14
\	258x,196y	6x14
+	268x,196y	9x14
=	282x,196y	9x14

## Index 3D3 - Market Data

Regular Characters: #006600 background

The text color for Regular Characters is bright green R97G255B0. Color for #006600 background is gray R51G51B51.

The text used to display the market data is defined by six character sets, the first three are used to display the data on the three background colors. The second three sets, in the more orange color, are used for only the first 10 seconds of display time. Again, the three sets are used on the three color backgrounds. Cut coordinates given here are in relation to the resource file *nxalpha\_graphic.psd*.

- All graphical measurements are made in pixels (px).
- All graphical measurements are in WIDTH by HEIGHT format, WxH.
- Starting pixel locations are given in standard x,y coordinates, with (0x,0y) defined as the upper left corner. X increases to the right of the image. Y increases to the bottom of the image.
- All aspects of the graphical image are designed to be built from the provided images, the fonts in particular were customized for readability within the design.

Hot Character Sets:  
#000000 background

Data Item	Coordinate	Size
A	25x,226y	9x14
B	35x,226y	8x14
C	44x,226y	8x14
D	54x,226y	8x14
E	63x,226y	7x14
F	72x,226y	7x14
G	80x,226y	9x14
H	92x,226y	8x14
I	101x,226y	4x14
J	105x,226y	7x14
K	114x,226y	7x14
L	122x,226y	7x14
M	130x,226y	10x14
N	143x,226y	8x14
O	153x,226y	9x14
P	163x,226y	8x14
Q	173x,226y	9x14
R	183x,226y	8x14
S	193x,226y	8x14
T	202x,226y	7x14
U	211x,226y	8x14
V	221x,226y	8x14
W	231x,226y	11x14
X	244x,226y	7x14
Y	252x,226y	7x14
Z	261x,226y	8x14
a	41x,245y	7x14
b	49x,245y	7x14
c	57x,245y	6x14
d	64x,245y	7x14
e	73x,245y	7x14
f	81x,245y	5x14
g	87x,245y	7x14
h	96x,245y	7x14
i	104x,245y	3x14
j	108x,245y	4x14
k	114x,245y	6x14
l	121x,245y	3x14

m	126x,245y	9x14
n	137x,245y	7x14
o	146x,245y	7x14
p	154x,245y	7x14
q	163x,245y	7x14
r	172x,245y	5x14
s	178x,245y	6x14
t	185x,245y	5x14
u	191x,245y	7x14
v	199x,245y	7x14
w	208x,245y	9x14
x	219x,245y	7x14
y	228x,245y	7x14
z	236x,245y	7x14
1	7x,268y	6x14
2	15x,268y	7x14
3	23x,268y	7x14
4	32x,268y	8x14
5	42x,268y	7x14
6	50x,268y	7x14
7	58x,268y	7x14
8	66x,268y	7x14
9	75x,268y	7x14
0	84x,268y	7x14
/	98x,268y	7x14
'	114x,269y	3x14
"	124x,269y	5x14
.	139x,269y	3x14
:	150x,269y	3x14
;	161x,269y	4x14
-	173x,269y	6x14
&	186x,269y	10x14
!	202x,269y	3x14
#	211x,269y	9x14
%	225x,269y	10x14
(	239x,269y	5x14
)	248x,269y	5x14
\	258x,269y	6x14
+	268x,269y	9x14
=	282x,269y	9x14

## Index 3D4 - Market Data

### Hot Character Sets: #000000 background

The text color for Hot Characters is light yellow-orange R255G255B212. Color for #000000 background is black.

The text used to display the market data is defined by six character sets, the first three are used to display the data on the three background colors. The second three sets, in the more orange color, are used for only the first 10 seconds of display time. Again, the three sets are used on the three color backgrounds. Cut coordinates given here are in relation to the resource file *nxalpha\_graphic.psd*.

- All graphical measurements are made in pixels (px).
- All graphical measurements are in WIDTH by HEIGHT format, WxH.
- Starting pixel locations are given in standard x,y coordinates, with (0x,0y) defined as the upper left corner. X increases to the right of the image. Y increases to the bottom of the image.
- All aspects of the graphical image are designed to be built from the provided images, the fonts in particular were customized for readability within the design.

Hot Character Sets:  
#333333 background

Data Item	Coordinate	Size
A	25x,301y	9x14
B	35x,301y	8x14
C	44x,301y	8x14
D	54x,301y	8x14
E	63x,301y	7x14
F	72x,301y	7x14
G	80x,301y	9x14
H	92x,301y	8x14
I	101x,301y	4x14
J	105x,301y	7x14
K	114x,301y	7x14
L	122x,301y	7x14
M	130x,301y	10x14
N	143x,301y	8x14
O	153x,301y	9x14
P	163x,301y	8x14
Q	173x,301y	9x14
R	183x,301y	8x14
S	193x,301y	8x14
T	202x,301y	7x14
U	211x,301y	8x14
V	221x,301y	8x14
W	231x,301y	11x14
X	244x,301y	7x14
Y	252x,301y	7x14
Z	261x,301y	8x14
a	41x,320y	7x14
b	49x,320y	7x14
c	57x,320y	6x14
d	64x,320y	7x14
e	73x,320y	7x14
f	81x,320y	5x14
g	87x,320y	7x14
h	96x,320y	7x14
i	104x,320y	3x14
j	108x,320y	4x14
k	114x,320y	6x14
l	121x,320y	3x14

m	126x,320y	9x14
n	137x,320y	7x14
o	146x,320y	7x14
p	154x,320y	7x14
q	163x,320y	7x14
r	172x,320y	5x14
s	178x,320y	6x14
t	185x,320y	5x14
u	191x,320y	7x14
v	199x,320y	7x14
w	208x,320y	9x14
x	219x,320y	7x14
y	228x,320y	7x14
z	236x,320y	7x14
1	7x,343y	6x14
2	15x,343y	7x14
3	23x,343y	7x14
4	32x,343y	8x14
5	42x,343y	7x14
6	50x,343y	7x14
7	58x,343y	7x14
8	66x,343y	7x14
9	75x,343y	7x14
0	84x,343y	7x14
/	98x,343y	7x14
'	114x,344y	3x14
"	124x,344y	5x14
.	139x,344y	3x14
:	150x,344y	3x14
;	161x,344y	4x14
-	173x,344y	6x14
&	186x,344y	10x14
!	202x,344y	3x14
#	211x,344y	9x14
%	225x,344y	10x14
(	239x,344y	5x14
)	248x,344y	5x14
\	258x,344y	6x14
+	268x,344y	9x14
=	282x,344y	9x14

## Index 3D5 - Market Data

### Hot Character Sets: #333333 background

The text color for Hot Characters is light yellow-orange R255G255B212. Color for #333333 background is green R0G102B0.

The text used to display the market data is defined by six character sets, the first three are used to display the data on the three background colors. The second three sets, in the more orange color, are used for only the first 10 seconds of display time. Again, the three sets are used on the three color backgrounds. Cut coordinates given here are in relation to the resource file *nalpha\_graphic.psd*.

- All graphical measurements are made in pixels (px).
- All graphical measurements are in WIDTH by HEIGHT format, WxH.
- Starting pixel locations are given in standard x,y coordinates, with (0x,0y) defined as the upper left corner. X increases to the right of the image. Y increases to the bottom of the image.
- All aspects of the graphical image are designed to be built from the provided images, the fonts in particular were customized for readability within the design.



Hot Character Sets:  
#006600 background

Data Item	Coordinate	Size
A	25x,372y	9x14
B	35x,372y	8x14
C	44x,372y	8x14
D	54x,372y	8x14
E	63x,372y	7x14
F	72x,372y	7x14
G	80x,372y	9x14
H	92x,372y	8x14
I	101x,372y	4x14
J	105x,372y	7x14
K	114x,372y	7x14
L	122x,372y	7x14
M	130x,372y	10x14
N	143x,372y	8x14
O	153x,372y	9x14
P	163x,372y	8x14
Q	173x,372y	9x14
R	183x,372y	8x14
S	193x,372y	8x14
T	202x,372y	7x14
U	211x,372y	8x14
V	221x,372y	8x14
W	231x,372y	11x14
X	244x,372y	7x14
Y	252x,372y	7x14
Z	261x,372y	8x14
a	41x,391y	7x14
b	49x,391y	7x14
c	57x,391y	6x14
d	64x,391y	7x14
e	73x,391y	7x14
f	81x,391y	5x14
g	87x,391y	7x14
h	96x,391y	7x14
i	104x,391y	3x14
j	108x,391y	4x14
k	114x,391y	6x14
l	121x,391y	3x14

m	126x,391y	9x14
n	137x,391y	7x14
o	146x,391y	7x14
p	154x,391y	7x14
q	163x,391y	7x14
r	172x,391y	5x14
s	178x,391y	6x14
t	185x,391y	5x14
u	191x,391y	7x14
v	199x,391y	7x14
w	208x,391y	9x14
x	219x,391y	7x14
y	228x,391y	7x14
z	236x,391y	7x14
1	7x,414y	6x14
2	15x,414y	7x14
3	23x,414y	7x14
4	32x,414y	8x14
5	42x,414y	7x14
6	50x,414y	7x14
7	58x,414y	7x14
8	66x,414y	7x14
9	75x,414y	7x14
0	84x,414y	7x14
/	98x,414y	7x14
'	114x,415y	3x14
"	124x,415y	5x14
.	139x,415y	3x14
:	150x,415y	3x14
;	161x,415y	4x14
-	173x,415y	6x14
&	186x,415y	10x14
!	202x,415y	3x14
#	211x,415y	9x14
%	225x,415y	10x14
(	239x,415y	5x14
)	248x,415y	5x14
\	258x,415y	6x14
+	268x,415y	9x14
=	282x,415y	9x14

## Index 3D6 - Market Data

### Hot Character Sets: #006600 background

The text color for Hot Characters is light yellow-orange R255G255B212. Color for #006600 background is gray R51G51B51.

The text used to display the market data is defined by six character sets, the first three are used to display the data on the three background colors. The second three sets, in the more orange color, are used for only the first 10 seconds of display time. Again, the three sets are used on the three color backgrounds. Cut coordinates given here are in relation to the resource file *nxalpha\_graphic.psd*.

- All graphical measurements are made in pixels (px).
- All graphical measurements are in WIDTH by HEIGHT format, WxH.
- Starting pixel locations are given in standard x,y coordinates, with (0x,0y) defined as the upper left corner. X increases to the right of the image. Y increases to the bottom of the image.
- All aspects of the graphical image are designed to be built from the provided images, the fonts in particular were customized for readability within the design.

- All graphical assets are prepared in GIF (.gif) format. The extension should be assumed for all file names.

- All graphical measurements are made in pixels (px).

- All graphical measurements are in WIDTH by HEIGHT format, WxH.

- Starting pixel locations are given in standard x,y coordinates, with (0,0) defined as the upper left corner. X increases to the right of the image. Y increases to the bottom of the image.

- All aspects of the graphical image is designed to be built from the provided images, the fonts in particular were customized for readability within the design.



*nxslide2* 750Wx21H

† All cuts made relative to this resource file.

\*x/y starting reference for applet begins with top left of first tab placed at 0x,72y of screen.

### 1st Level Functionality - Tab Navigation

Rollover State	Active State	Inactive State
1x,21y†		
Comp View 20Wx21H 1x,0y*	Comp View 156Wx21H 1x,0y* x,y†	Comp View 156Wx21H 1x,0y* 1x,21y†
Pre-Open 20Wx21H 157x,0y*	Pre-Open 129Wx21H 157x,0y* x,y†	Pre-Open 129Wx21H 157x,0y* 157x,21y†
Imbalances 20Wx21H 286x,0y*	Imbalances 108Wx21H 286x,0y* x,y†	Imbalances 108Wx21H 286x,0y* 286x,21y†
Customize 20Wx21H 394x,0y*	Customize 105Wx21H 394x,0y* x,y†	Customize 105Wx21H 394x,0y* 394x,21y†

## 3.2 Market Data Navigation

First Level Functionality :

*Comprehensive View*, *Pre-opening ITS* and *Imbalances* are used to select tabled statistical content. The *Customize* tab links to the stock customization page *My Data*.

Base Graphic: Built from inactive tab cuts.

**NOTE: Top left of first tab is the x/y starting reference for entire data applet. For screen relative coordinates add 72 to the y coordinate.** Total applet size is 750x513.

Rollover State: The red ball graphic changes to a blue ball on the rolled over tab.

Active State: The active tab appears in black text on a light gray gradient tab with a blue ball.

- All graphical assets are prepared in GIF (.gif) format. The extension should be assumed for all file names.

- All graphical measurements are made in pixels (px).

- All graphical measurements are in WIDTH by HEIGHT format, WxH.

- Starting pixel locations are given in standard x,y coordinates, with (0,0) defined as the upper left corner. X increases to the right of the image. Y increases to the bottom of the image.

- All aspects of the graphical image is designed to be built from the provided images, the fonts in particular were customized for readability within the design.



*nxs/ide1* 750Wx20H

All cuts made relative to this resource file.

### 2nd Level Functionality - Selectors

#### Text/Empty Box & Button

0x,0y  
750Wx20H 0x,21y\*

#### Selected Radial Button

57x,23y  
Time 11Wx11H 57x,23y\*  
Alpha 11Wx11H 107x,23y\*  
Size 11Wx11H 197x,23y\*

#### Selected Check Box

532x,24y  
13Wx12H 532x,24y\*

### Table Headers

#### Active Headers by sort method

Time 750Wx24H 0x,41y\*  
0x,41y  
Alpha 81Wx20H 60x,41y\*  
60x,65y  
Size 131Wx20H 308x,41y\*  
308x,65y

## 3.2.1 Market Data Navigation

### Second Level Functionality :

There are three radial buttons to indicate sorting options. Headers applicable to each sort method are highlighted orange. A check box toggles on/off for the customized stock list.

Base Graphic: Built from *Time* as the default sort, with applicable header *Time* highlighted, *View Stocks* switched off. The data field column under *Time* is green.

Alphabetical: Alphabetical selected, header *Symbol* highlighted, and the data field column underneath the *Symbol* is green.

Size: Size selected, headers *Bid Volume* and *Offer Volume* highlighted. The *Bid* and *Offer Volume* data field columns are both green.

View Customized Stocks: Displays any of the Sort Methods. Data is limited to specific stocks that the user has previously defined.

- All graphical assets are prepared in GIF (.gif) format. The extension should be assumed for all file names.

- All graphical measurements are made in pixels (px).

- All graphical measurements are in WIDTH by HEIGHT format, WxH.

- Starting pixel locations are given in standard x,y coordinates, with (0,0) defined as the upper left corner. X increases to the right of the image. Y increases to the bottom of the image.

- All aspects of the graphical image is designed to be built from the provided images, the fonts in particular were customized for readability within the design.

Background Tile † coordinates are cuts taken from source image nxdatabg.psd



### Java Text

#### Row Coordinates

The y position within each cell is constant with one value if there is a single row of data, and two if there are two rows of text within one cell.

*Single row:* 11y

*Double row:* 2y and 18y

#### Column Coordinates

Starting x coordinate and pixel widths of each data cell by column header.

Time	3x,	54W
Symbol	62x,	78W
Bid	144x,	80W
Offer	228x,	78W
Bid Vol	310x,	60W
Offer Vol	375x,	62W
Status	442x,	80W
Halt Reason	526x,	82W
T-Time	613x,	82W
Corp Act	700x,	50W

### Character Sets

(See Index D for list of characters & coordinates)

Source File: nxalpha\_graphic

Regular Character Sets: Hot Character Sets:

#000000 background #000000 background

#333333 background #333333 background

#006600 background #006600 background



## 3.2.2 Market Data Display

The live data area has multiple states depending on the selectors and tabs set by the user. There are three sets of backgrounds set by the sort selector.

Background Tile: Repeated seven times to fill the area, the tile forms 14 rows to display data. The overall size is 750x448 pixels.

### Java Text:

The rows of each table element can be divided into, at most, two rows of text for each data cell. The default is one row of information in each cell of the data table.

The text used to display the data is defined by six character sets, the first three are used to display the data on the three background colors. The second three sets, in the more orange color, are used for only the first 10 seconds of display time. Again the three sets are used on the three color backgrounds.