

Navigation

I. Masthead and footer black navigation bars

Process:

These items are owned by ibm.com. No changes can be made to these items.

NOTE: Do not request masthead and footer changes directly to a Geo or the IPO - they do not control these items.

II. Left blue navigation bar (IN PROGRESS)

Process:

Any changes needed to the left navigation bar, must be entered into FITS as a requirement.

Our Information Architect, will assess it from the perspective of the site as a whole.

NOTE: Do not request left navigation changes directly to a Geo or the IPO - all requests must go through FITS.

III. 3D navigation bar & Black bar usage

Gray tool bar (assistant)

Process

Any pages needing to add the black bar must be entered into FITS as a requirement.

Our Information Architect and Art Director will assess it from the perspective of the site as a whole.

NOTE: Please do not request black bar changes directly to a Geo or the IPO - all requests must go through FITS.

Direction

Bar will only appear once, at the top: beneath the page title, hero image, or page intro text.

Dimensions: **main bars:** 443 pixels wide x 21 pixels tall (+ 4 pixel tall gray line across bottom: HEX color #CCCCCC).

right column bars: 150 pixels wide & 21 pixels tall (+ 4 pixel tall gray line - same as above).

1.) 3D navigation main bar

- Graphic: 3D gradient gray bar (images), with IBM Brand logo (flush right).

- Text: Helvetica Neue, size 11, bold, white (Hex #999999) or gold for "on" state (HEX #FFCC33).

- Logos: graphic images to be flush right at end of bar (presently only 3 options: IBM, IBM ThinkPad & eserver)

a.) 3D brand bar will appear on **(and navigate between only these 2 top-level)** brand pages:

- Brand overview page | **Why brand page**



b.) 3D brand series bar will appear and navigate between only these top-level series pages:

- Series overview | View all models | Why series



c.) 3D brand series bar will appear but will not navigation to these pages:

- View all models | About sub-series (or "more info" such as the M Pro sub-series pages).



2.) Black main bar (HTML code only)

a.) Links must never be placed inside this type of black bar.

b.) This bar can contain text.

- Text will be no longer than 300 pixels across.

- Please refer to the CSS (cascading style sheets) for details. See ibm.com standards site for more info.

Otherwise, to be HTML: Helv/Arial, absolute size 2, bold, color white: HEX color #999999.

c.) Solid black bar (HEX color #000000), with IBM logo (flush right).

Will only appear at top of pages with non-Brand specific content or Cross-Brand content.



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d.) Solid black bar (HEX color #000000), with IBM Brand logo (flush right).

Will only appear at top of Brand specific pages:

- Brand Accessories & upgrades page
- Brand Services pages
- Brand Solutions pages
- Brand News & awards main page
- Brand Community main page

NOTE: Presently only "ThinkPad" and "eserver" use brand logos in this manner.



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e.) Pages without black bars.

- Non-PCD pages
- lower level pages, descriptions and help content pages (such as info pop-ups or legal notes).

3.) **Gray tool** bar navigation

a.) Items in this bar are "assistant items" - links that take users to types of help.

The 4 items of navigation are:

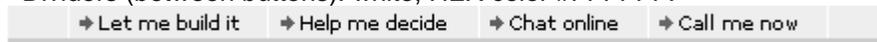
- Let me build it | Help me decide | Chat online | Call me now
- Each item links to another area of the site or to a pop-up.
- Not all items are present on every page with this bar ([DETAILS TO COME](#)).

b.) This bar always appears below the 3D gray navigation bar only.

- it never appears by itself or with any other bar, or above the 3D gray navigation bar.

c.) Details for this bar are:

- Text: Verdana, 10pt., black.
- Arrow: graphic, dark gray, HEX #666666: ➔.
- Bar buttons: light gray, HEX color #EEEEEE, 443 x 16 pixels (overall).
- Bar underline: gray, Hex color #CCCCCC, 443 x 4 pixels.
- Dividers (between buttons): white, HEX color #FFFFFF.



4.) **Right column bars:** 3D Gray & Solid black bars

a.) The bar will only appear once, near the top of right column.

- It must match the main bar on that page (cannot have a gray main bar & a black column bar or vice versa.)
- The bottom edge of the right column bar must line up horizontally with the top edge of the main bar.
- Dimensions: 150 pixels wide & 21 pixels tall (+ 4 pixel tall gray line across bottom: HEX color #CCCCCC).

b.) Will be used as a section heading to highlight and group specific information.

- It can display white flush right arrow, if it links to a page with additional content.
- It cannot be a main navigational path (will be changed/updated over time).



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V. Right column layout

Process

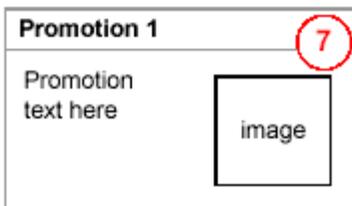
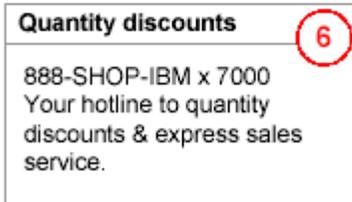
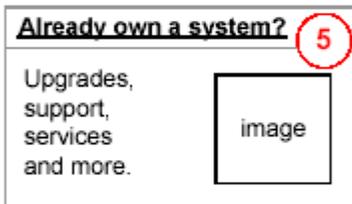
For commerce pages, please follow the below right column guidelines specific for each page.

Please follow the right column guidelines stated on the v.11 ibm.com Web standards site for all other pages.

NOTE: Please do not request right column changes directly to a Geo or the IPO - all requests must go through FITS.

Direction

Below are rules for the right column on the Brand Home, EVP, Why series, and View all models pages.



Brand Home page

Above the black bar (Server Side Include)

1. **Intel logo**
[Learn more](#) links to a pop-up window.
2. **Brand logo**
Links to "Why buy" page
3. **Black bar:**
"New announcements" (Section heading)

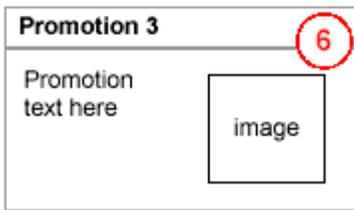
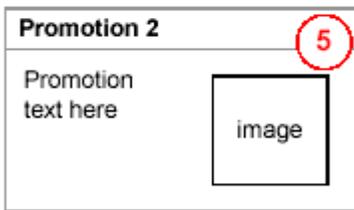
Below the black bar

4. **Text for new announcement**
Suggested length: 25-35 words.
The content of this module can be updated as needed.
5. **"Already own a system?"**
Standard content: can't be moved or replaced by another module.
Links to new page opening in the same browser window.
6. **"Quantity discounts"**
Standard content: can't be moved or replaced
7. **Promotion 1**
"Free ground shipping" (Current promotion)
Links to a pop-up window.
Promotion can be replaced by a new promotion module as needed.

Right column boxes

There are three types of promotion "boxes" or "modules":

- A. The text inside the box provides the entire message.
This type of box is not clickable.
- B. The box links to a pop-up window.
- C. The box links to a new page opening in the same browser window.



EVP page

Above the black bar (Server Side Include)

1. **Intel logo**
[Learn more](#) links to a pop-up window.
2. **Brand logo**
Links to "Why buy" page
3. **Black bar:**
"Special offers" text and arrow graphic (section heading)
Links to "Special offers" page

Below the black bar

4. **Promotion 1**
Promotion can be replaced by a new promotion module as needed.
5. **Promotion 2**
Promotion can be replaced by a new promotion module as needed.
6. **Promotion 3**
Promotion can be replaced by a new promotion module as needed.

View all models page

Above the black bar (Server Side Include)

1. **Intel logo**
[Learn more](#) links to a pop-up window.
2. **Brand logo**
links to "Why buy" page
3. **Black bar:**
"Special offers" text and arrow graphic (section heading)
Links to "Special offers" page

Below the black bar

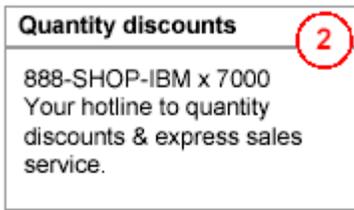
4. **Promotion 1**
Promotion can be replaced by a new promotion module or box as needed.

Intel logo
[Learn more](#)

A rectangular box containing the text "Intel logo" and a blue underlined link "Learn more". A red circle with the number "1" is in the top right corner.

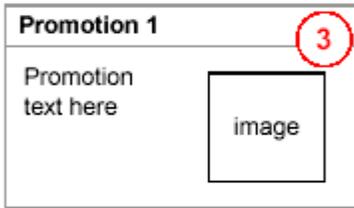
Quantity discounts

888-SHOP-IBM x 7000
Your hotline to quantity discounts & express sales service.

A rectangular box with a header "Quantity discounts" and two lines of text: "888-SHOP-IBM x 7000" and "Your hotline to quantity discounts & express sales service." A red circle with the number "2" is in the top right corner.

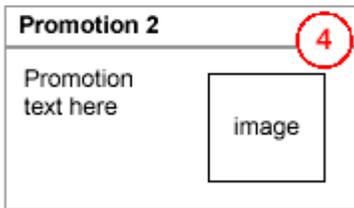
Promotion 1

Promotion text here

A rectangular box with a header "Promotion 1", the text "Promotion text here", and a square placeholder labeled "image". A red circle with the number "3" is in the top right corner.

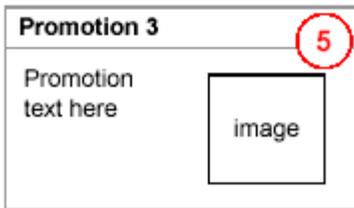
Promotion 2

Promotion text here

A rectangular box with a header "Promotion 2", the text "Promotion text here", and a square placeholder labeled "image". A red circle with the number "4" is in the top right corner.

Promotion 3

Promotion text here

A rectangular box with a header "Promotion 3", the text "Promotion text here", and a square placeholder labeled "image". A red circle with the number "5" is in the top right corner.

Model details page

1. Intel logo

Logo may vary depending on the type of processor installed.
[Learn more](#) links to a pop-up window.

Brand logo and black bar

can't be implemented on this page at this time.

2. "Quantity discounts"

Standard content: can't be moved or replaced

3. Promotion 1

Replace as needed.

4. Promotion 2

Replace as needed.

5. Promotion 3

Replace as needed.



VI. CMT box rules

Process

Any changes to the CMT boxes, (Content management tool - the automated display of ad boxes in the right column of commerce pages only) must be sent through the WW Marketing Team.

NOTE: Please do not request CMT box changes to a Geo team or the WW eDev team. They do not control CMTs.

ISSUES:

Coding - spacing between boxes is inconsistent.

Number of boxes - no more than 4 boxes should be displayed on a page (it greatly increases page weight).

Direction

Set dimensions: 150 pixels wide x 93 pixels tall.

Set spacing: 7 pixels of space between each CMT box.

Set file size: no larger than 4K each.

Set number per page: no more than 4 CMT boxes can be displayed on any one page.

Top bar: 150 pixels wide, 20 pixels tall, color white (HEX color #FFFFFF).

Grey outlines: solid & dotted, 1 pixel wide, color gray (HEX color #CDCDCD), alias.

Top bar text: Verdana, bold, 10pt., color black (HEX color #000000), flush left, non-aliased, one line, no wrapping.

Header text (in white space): Verdana, bold, 10pt., color gray (hex #666666), flush left, non-aliased, one line.

- **"FREE", "NEW", or a Price:** appears as first word, all caps, bold, color orange (HEX color #CC6600).

- **"Save %":** appears as first word, all caps, bold, color black (HEX color #000000).

Body text (in white space): Verdana, regular, 10pt/12pt, color gray (HEX color #666666), flush left, non-aliased.

Images: optimized using a web safe color palette, keep flush left in the box.

Box Types (refer to "Right Column navigation" section)

There are three types of promotion "boxes" or "modules":

A: The text in the box provides the entire message and the box is not clickable.

B: the box contains a link to a pop-up window.

- popup dimensions: (TO COME).

C: The box links to a page with more information on the topic, which opens in the same original browser window.

- Link in box: Verdana, Bold, 10pt/12pt, color blue (HEX color #006699)

Verdana, bold, 10pt, blk

Verdana, bold, 10pt, gray

Verdana, regular, 10/12 pt,
gray-hex# 666666.

[More info](#) (for type C boxes)

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Imagery

I. Hero images

Process

Any pages needing a hero image must be entered into FITS as a new requirement.

Our Art Director will assess it from the perspective of the site as a whole and the page purpose, which it is to live on.

NOTE: No two pages can have the same hero image. Please do not request any hero image **guideline changes** directly to a Geo or the IPO - all requests must go through the PCD Strategic Web Design Team (SDT) or ibm.com, as these are agreed to guidelines with the corporate web team.

Direction

Entire image dimensions: 443 x 200 pixels (px)

Flush with masthead: no spaces between black nav bar & gray image bar

1) **Grey bar across top:** 443 x 4 px, #E5E5E5

2) **Grey bar on right side:** 1 x 200 px, #E5E5E5

All text: flush left, 1 px in from left of image edge (+).

3) **Breadcrumb:** baseline is 15 px from top of image (+).

4) **Page title:** baseline is 42 px from top of image (NOTE: add colon to "View all models:" for comparison pages only)
- IF breadcrumb is not present on page, then baseline is only 36 px from top of image

5) **Header text:** baseline is 72 px from top of image, limit 1 line

6) **Body text:** baseline lines up with header text, with 15pt leading, limit 2 lines

7) **"Learn more" text:** line up under the body text, with 15pt leading - Verdana, 10pt, underlined, color blue (#006699)

8) **"Not included" text:** baseline is 5 px from bottom of image

9) **Product image:** position in the right/bottom space and take up no more than 50% of entire image space

Fonts

Verdana (regular & bold)

Helvetica (bold)

Helvetica Light

Helvetica Neue (77 bold condensed)

File information

format type: gif (or jpg if needed)

size: no larger than 20K (average size is usually 15K)

colors: suggest less than 64 colors, perceptual, selective, or adaptive color reduction (based on a websafe palette)



.PSD template available

I. Side kick images

Process

Any pages needing a sidekick image must be entered into FITS as a new requirement.

Our Art Director will assess it from the perspective of the site as a whole and the page purpose, which it is to live on.

NOTE: Please do not request any sidekick image guideline changes directly to a Geo or the IPO - all requests must go through the PCD SDT or ibm.com, as these are agreed to guidelines with the corporate web team.

Direction

Pages using people imagery on a top level page can use the same imagery (manipulated) within a side kick image on children and lower level pages.

Pages using product imagery can either create sidekick images of the hero image, or simply not display an image at the top of the page.

Image dimensions: 443 x 95 pixels (px).

- 1) 10 px in from left nav bar and 12 px from baseline of the header text.
- 2) text cannot be in these images.

Page title: HTML, flush left.

- 3) 10 px in from left nav bar and 10 px bottom of masthead.
- 4) baseline to be 12 pixels above sidekick image.
- 5) HTML text to follow CSS for page headers (fonts: Helvetica (bold) and Helvetica Light).

Sidekick image: manipulated imagery of hero image.

- 6) cropping of an area of the hero image.
 - can zoom in, need to keep main subject in focus
- 7) fading of the image.
 - add 10% white across entire image
 - add a 60% fade from left to right across 40% of image
- 8) (OPTIONAL) overlays of items pertaining to each page
 - can be products or other such differentiators
 - is not mandatory, overlay items if and as needed.

File information

format type: gif (or jpg if needed).

size: no larger than 12K (average size is usually 8K).

colors: suggest less than 64 colors, perceptual, selective, or adaptive color reduction (based on a websafe palette).



.PSD template available