

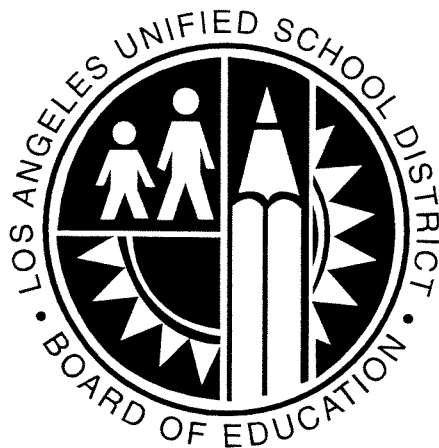
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# LAUSDnet Design Standards

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## 1 Introduction

The web is a communication medium that is in a constant state of evolution. The goal of every web site is the effective communication of an intended message. The Los Angeles Unified School District (LAUSD) encourages the publishing of information on the World Wide Web within the constraints of existing laws and policy. Through this web medium, LAUSD has the opportunity for schools, offices and organizations within the district to present information to the public through the use of the Internet and within the district through the Intranet. While LAUSD encourages the appropriate freedom of expression, it is also necessary to maintain a consistent, cohesive institutional presence.

The purpose of this document is to impart stylistic consistency guidelines and provide some guidance to the legal implications of publishing on the World Wide Web. This document provides guidelines for all pages published on LAUSDnet by Los Angeles Unified School District authorized users. The development of web pages is subject to applicable LAUSD policies such as those pertaining to copyright, “fair use, and intellectual property rights; Federal Education Rights, and Privacy Act; Federal Computer Abuse Amendment Act; Federal Electronic Communications Privacy Act; Children’s Internet Protection Act (CIPA), Health Information Portability and Accountability Act (HIPAA) Children’s Online Protection Act (COPA); California State Education Code; and other state and federal laws.

Failure to adhere to these and the policies explained herein may ultimately lead to the revocation of the privilege to publish to this site.

## 2 WEB Management Framework

- Pages representing schools, offices or district organizations for the purpose of this policy will be designated as “Official District Pages” and must comply with the standards set forth by this document.
- The appropriate District logo must be used on all home pages in accurate colors as shown in the Official Los Angeles Unified School District Identification Standards Manual Style Guide.
- All Web sites at the District MUST use the template design for the first home page of all their Web pages, with the approved color palette and logo.
- LAUSD will observe the same copyright rules for its Web pages that it does for printed materials.
- Page content must not violate applicable laws or constitute any copyright nor registered Trademark infringements.
- Sitemasters using copyrighted or trademarks must have expressed written permission for the person or organization owning the trademarks.

When photographs are used, permission must be obtained from the photographer or owner as well as of all persons represented in the image. These written releases must be on file at location generating the web information. Photographs taken by district photographers are the property of the district.

- Information on each page must be accurate, current, and must conform to all design standards. Each unit designing and presenting pages must assign a Sitemaster to update pages as required.
- The content on pages must not be offensive and must adhere to high community and educational standards.
- Information Technology Division is responsible for the architecture of the overall LAUSD web site. ITD and committee reserve the right to monitor and review all official unit pages for Schools, Offices and District organizations.
- All official pages must include a link to the LAUSDnet homepage (<http://www.lausd.net>) as well as the official District Logo or Seal.
- Homepages must contain readily apparent email contact address and link to the appropriate address for the office or school responsible for the web information provided.
- LAUSDnet is considered an official publication of the Los Angeles Unified School District as well as a public information source. As with all printed publications, only approved District information will be published on the website.

### **3 Design Standards for LAUSD World Wide Web Resources Residing on the Static Web Site (Schools and Existing Offices)**

The Los Angeles Unified School District's static web site (LAUSDnet) is defined as any HTML, or similar application that represents the district, its offices, schools, programs or related information mounted on LAUSD servers, that are accessed by students, staff, parents or visitors from outside of the district. All web pages representing the district must adhere to the design standards set forth in this document.

#### **3.1 Consistency**

Consistency of appearance, organization and navigation of any district web publication help strengthen the institutional identity. As in written print media, there must be a clearly defined identity throughout the document.

#### **3.2 Accessibility**

Accessing information on the Internet for persons with disabilities including visual and some physical disabilities uses a text browser or a screen reader. In order to support the

educational and informational needs of persons with disabilities, LAUSD information delivered through the web should be made available in a format that makes reasonable accommodations for persons with disabilities. This can be accomplished by making the web-based materials available as a text-only viewing option or may require an alternative method of information delivery for those stakeholders that require it. Section 508 of the Rehabilitation Act: Electronic and Information Technology Accessibility Standards may be viewed at <http://www.access-board.gov/508.htm>.

### **3.3 Technical Considerations**

Access to LAUSDnet takes place over a variety of connections speeds. (T1- 28.8 modems) In order to support LAUSD goals of providing information to all stakeholders, website developers are strongly urged to design their sites with the technical capabilities of connections from home based computers in mind.

- Test-view all materials on standard 15-inch monitors with medium or low resolution (minimum requirements 800-600.)
- Download time must accommodate 33.3 modems
- Test all advanced programming elements such as Java, video and audio streaming or VRML to comply with possible target audience's available bandwidth, hardware and software. Applications should be tested on the PC and Macintosh™ (APPLE Computer) platforms as well as Safari, Firefox, Netscape™ and Internet Explorer™ browsers.
- Provide alternative text for all images (use the <img> tag's alt attribute. (EX:  tags. This is not compatible with Braille or text readers.
- When using PDF documents (Adobe Portable Document Format) it is helpful if an html version of the document is available. All pages that include PDF links should also include a link to the Access Adobe site where users with disabilities can download the reader that converts PDF documents to text format for delivery by non-visual browsers. (<http://www.adobe.com>)

### **3.4 Overall Design / Content**

#### **3.4.1 REQUIREMENTS:**

- Providing information to stakeholders is the main theme of the LAUSD website. Ask this question when constructing a webpage: Can the target

audience easily do what they want to do and find what they need to find.

- Respect all copyright laws.
- It is necessary that all pages be “checked” before being posted on the site. This includes: spelling, grammar, and punctuation check; a markup tag check. Pages should be beta tested to assure that they can be delivered on multiple platforms and support multiple browsers.

#### 3.4.2 RECOMMENDATIONS:

- Graphics should be meaningful and relevant to the site. Do not include animated GIFS just because you learned how to create one or you found one that you liked.
- Provide a consistent design style and organization across pages. The look and feel of the website should tie it together as a single entity or “place.” Consistent use of navigation controls, images, color schemes and organization across the pages is strongly recommended.

### 3.5 *Required Document Elements*

All pages hosted on LAUSDnet must comply with the Acceptable Use Policy of the District. They must also conform to the following standards.

#### 3.5.1 HEAD SECTION

These inclusions do not appear in the text of your document but are necessary for posting the title to the page. This will enable search engines to find the information you are posting. You may use an HTML editor or may manually code the HTML document directly to include this information.

- TITLE – The title of your document must be typed into the area between <TITLE> and </TITLE> Tags. This will post the title of your document in the title bar across the top of the browser page. Your title should explain what the document is as well as identify where it is in your structure.  
*Example:* <Title> **Welcome to LAUSDnet** </Title> (This identifies this page as the first page in LAUSDnet)
- META – Meta Tags provide a lot of information. It is a place where the author of the page can be identified as well as provide keywords that assist browsers by providing additional search words for Internet search engines.
  - It is best to concentrate on a small number of words and include them in the title, description and keyword meta tags.
  - Avoid using too many words in your meta tags and avoid repeating keywords as this may be considered spamming search engines.

**Example of Meta Tags**

```

<html>
<head>
<meta name="Author" content="LAUSDnet Unit, Instructional Technology, Information Technology
Division">
<META HTTP-EQUIV="Expires" CONTENT="Fri, 26 Mar 1999 23:59:59 GMT">
<title>Welcome to LAUSDnet - Los Angeles Unified School District</title>
<meta name="copyright" content="Los Angeles Unified School District - All rights reserved. The
District Logo and other District Artwork posted on LAUSDnet pages are protected by International
Copyright Law and US. They may not be duplicated/copied for use in other documents by non-
District Personnel nor used on non-LAUSDnet pages (http://www.lausd.k12.ca.us) without notifying
webmaster@lausd.k12.ca.us. nor can any of the artwork be altered in anyway by anyone, District
or non-district, without expressed written permission. LAUSDnet users are reminded that motion
pictures, television programs and sound recording files are protected by copyright law. Copying
these files is prohibited. ">
<meta name="keywords" content="LAUSD, Los Angeles City Schools, Los Angeles Unified School
District, students, teachers, homework help, school information, L.A.U.S.D., teach in la, school,
reading, writing, arithmetic, L.A. Unified, council of greater city schools, LAUSDnet, find a school">

```

**Requirements:**

- Each page must have a unique and descriptive title. Tag in the <HEAD> section of the source code. This will appear in the title bar at the top of the browser, and is the default title of a page saved in the Bookmarks or Favorites list.
- Each home page must contain two META tags within the <HEAD> tag to assist in a search.

Examples:

```

<meta name="description" content="LAUSDnet Design Standards.">
<meta name="keywords" content="standards, requirements, design.">

```

**Recommendations:**

- Each page must contain author information within the <HEAD> tag of the source code. Each page must also contain the date last revised within the same tag. Both should be included using a COMMENT tag. Example: <!--This page was last revised 5/1/2003 by John Doe, LAUSD, ITD Services.-->
- Keep title short: 5-7 words, 65 characters or less.
- Make headings clear. Avoid the use of abbreviations and acronyms (unless they are typical terms of the target audience i.e. LAUSD = Los Angeles Unified School District)

**3.5.2 BODY AND LAST SECTION REQUIREMENTS**

- Web pages must identify the author of the page or a "site" master responsible for posting the information on this page. (The term "webmaster" is reserved for the WEBMASTER of LAUSDnet.) Individual

sites hosted on LAUSDnet have Sitemasters responsible for that particular site. This identification should include a mailto: reference to allow users to contact the author of the pages. Example: <a href="mailto:webmaster@lausd.net">webmaster@lausd.net</a>

- On all school or static office web pages, the official address and phone number of the school or office must be included on the first page. To post “personal” contact information such as names, telephone numbers, email addresses photographs; there must be a signed release form on file at the location creating the page. Any information regarding students, such as photographs, their names or their work, the author of the page MUST secure from the parent or guardian expressed written permission to include the information on the page. (Permission must be kept on file for as long as the information appears on the site)
- It is required that all pages include some type of identification of its affiliation to the Los Angeles Unified School District. This can include the use of the District logo or seal and/or the words “Los Angeles Unified School District” Use of the logo and or words must include a link to the district’s homepage <http://www.lausd.net> or <http://www.lausd.k12.ca.us>
- All homepages (first page in directory) must display at the bottom of the page the following copyright information:

‘This page is part of the [Los Angeles Unified School District's](#) web site. All photographic images and text contained within these web pages are COPYRIGHTED and may not be commercially reproduced, or utilized in any manner, without the prior written consent of the owner.

[Copyright-2003](#) © Los Angeles Unified School District - All rights reserved.

**The District Logo and other District Artwork** posted on LAUSDnet pages are protected by International Copyright Law and US. They may not be duplicated/copied for use in other documents by non-District Personnel nor used on non-LAUSDnet pages (<http://www.lausd.k12.ca.us>) without notifying [webmaster@lausd.net](mailto:webmaster@lausd.net). nor can any of the artwork be altered in anyway by anyone, District or non-district, without expressed written permission.

**LAUSDnet users are reminded that motion pictures, television programs and sound recording files are protected by copyright law. Copying and/or downloading these files is prohibited.’**

- All LAUSD web pages second level and below must display at the bottom of the page the following copyright information:

‘This page is part of the [Los Angeles Unified School District's](#) web site. All photographic images and text contained within these web pages are COPYRIGHTED and may not be commercially reproduced, or utilized in any manner, without the prior written consent of the owner.

[Copyright-2006](#) © Los Angeles Unified School District - All rights reserved.



3.5.3 NAVIGATION

- Provide navigational links to key locations, such as TOP, HOME, TABLE OF CONTENTS, or SITEMAP
- Locate navigation in the same order and in the same area on every page where applicable.
- Be consistent in the use of navigational artwork or icons. Use the same terminology to initiate or perform the same actions. Example: The use of the LAUSD Logo or seal must be linked back to the LAUSDnet homepage <http://www.lausd.k12.ca.us> or <http://www.lausd.net>. The use of the word “HOME” is limited to the link to the LAUSDnet Homepage. Do not use the text link “HOME” to bring the user back to the first page of subset pages.
- Provide an explicit way off of every page; never allow the browser’s BACK function to be the only exit option.
- Provide users with the ability to move through a large document. (e.g. Next page, or Previous Page.)

3.5.4 COLOR REQUIREMENTS OF LAUSDNET OFFICIAL WEB PAGES

Browsers and monitors do not display colors consistently. To assure that the LAUSD web pages display a consistent look throughout the use of web safe colors are strongly encouraged.

**Color Scheme**

Primary colors for title banners and navigation tools should be constructed using the following web safe palette

Green – 00CC33	Orange– FF9900	1 Blue- 0066FF	2 Blue- 3300FF
Yellow- FFFF00	Red – FF3300	White – FFFFFF	Black - 000000

**Page Backgrounds**

- It is recommended that a neutral color be used for all LAUSDnet pages. This supports the greatest variety of color text and icons as well as contributing to the readability of the pages. This most accurately represents the printed pages of traditional publications. Pastel colors and some color combinations reduce the readability of pages for those with visual impairments such as color blindness and other disorders. Neutral colors used in the background pages allow users to print the page clearly.

- White (FFFFFF) is strongly recommended as the base color above all other neutral colors.

### Graphical Elements

- The official colors of the district are represented in the table above.
- Dominant graphical elements should incorporate the official district colors.
- Background GIFS unless provided in the LAUSDnet warehouse are not permitted. They reduce the readability and minimally, add to the page download time.
- Table backgrounds should be the same color as the page unless they are used as a design element (to divide a page into columns for the purpose of organization).

### Topography

Typography is the interplay of letter shapes to the surface of either a printed or web page. It communicates both verbally and visually. Readers of a page first survey the overall graphic pattern of the page then they take in the language and actually read. A well designed page visually directs the reader across a hierarchy of information providing visual accents and graphical punctuation.

Conventionally printed documents render print at approximately 1200 dots per inch (dpi). Computer screens display text at 72 – 95 dpi. The viewable area on a computer screen also is a limiting factor for the amount of information you can deliver on a webpage without scrolling

One of the most distinctive characteristics of Web topography is the variability of appearance. Web pages are “built” each time they are loaded into a web browser. Because of this, the process is full of the “unexpected” in terms of appearance. For example, missing fonts, old browsers, or font preferences set by the user as the “DEFAULT” type font to be used. This changes the appearance of the pages from what was initially intended by the author.

## 4 Design Standards for LAUSD Portal Web Sites

The Los Angeles Unified School District’s portal web site (LAUSDnet) is defined as any page that uses the District’s portal technology, that represents the district, its offices, schools, programs or related information mounted on LAUSD servers, that are accessed by students, staff, parents or visitors from outside of the district. All web pages representing the district must adhere to the design standards set forth in this document.

#### **4.1 Consistency**

Consistency of appearance, organization and navigation of any district web publication help strengthen the institutional identity. As in written print media, there must be a clearly defined identity throughout the document.

#### **4.2 Accessibility**

Accessing information on the Internet for persons with disabilities including visual and some physical disabilities uses a text browser or a screen reader. In order to support the educational and informational needs of persons with disabilities, LAUSD information delivered through the web should be made available in a format that makes reasonable accommodations for persons with disabilities. This can be accomplished by making the web-based materials available as a text-only viewing option or may require an alternative method of information delivery for those stakeholders that require it. Section 508 of the Rehabilitation Act: Electronic and Information Technology Accessibility Standards may be viewed at <http://www.access-board.gov/508.htm>.

#### **4.3 Technical Considerations**

Access to LAUSDnet takes place over a variety of connections speeds. (T1- 28.8 modems) In order to support LAUSD goals of providing information to all stakeholders, website developers are strongly urged to design their sites with the technical capabilities of connections from home based computers in mind.

- Test-view all materials on standard 15-inch monitors with medium or low resolution (minimum requirements 800-600.)
- Download time must accommodate 33.3 modems
- Test all advanced programming elements such as Java, video and audio streaming or VRML to comply with possible target audience's available bandwidth, hardware and software. Applications should be tested on the PC and Macintosh™ (APPLE Computer) platforms as well as Safari, Firefox, Netscape™ and Internet Explorer™ browsers.
- Provide alternative text for all images (use the <img> tag's alt attribute. (EX:  tags. This is not compatible with Braille or text readers.
- When using PDF documents (Adobe Portable Document Format) it is

helpful if an html version of the document is available. All pages that include PDF links should also include a link to the Access Adobe site where users with disabilities can download the reader that converts PDF documents to text format for delivery by non-visual browsers. (<http://www.adobe.com>)

**4.4 Overall Design / Content**

4.4.1 REQUIREMENTS:

- Providing information to stakeholders is the main theme of the LAUSD website. Ask this question when constructing a webpage: Can the target audience easily do what they want to do and find what they need to find.
- Respect all copyright laws.
- It is necessary that all pages be “checked” before being posted on the site. This includes: spelling, grammar, and punctuation check; a markup tag check. Pages should be beta tested to assure that they can be delivered on multiple platforms and support multiple browsers.

4.4.2 TECHNICAL SPECIFICATIONS FOR PORTAL PAGES

**Require Images on Masthead for LAUSDnet**

Image Description	Image Source	Image Size
Masthead	logos.jpg	815 x 95
Home Button (Red Nav)	Home.jpg	57 x 23
Discover LAUSD Button (Red Nav)	DiscoverLAUSD.jpg	111 x 23
Employment Button (Red Nav)	Employment.jpg	88 x 23
Offices Button (Red Nav)	Offices.jpg	58 x 23
Resources Button (Red Nav)	Resources.jpg	77 x 23
Schools Button (Red Nav)	Schools.jpg	64 x 23
Contact Us Button (Red Nav)	Contract-Us.jpg	75 x 23
Red Bar (Red Nav)	red-bar.jpg	285 x 23
Red Tile (Red Nav)	redtile.jpg	2 x 24
Single pixel white image	shim.gif	1x1

**Introduction**

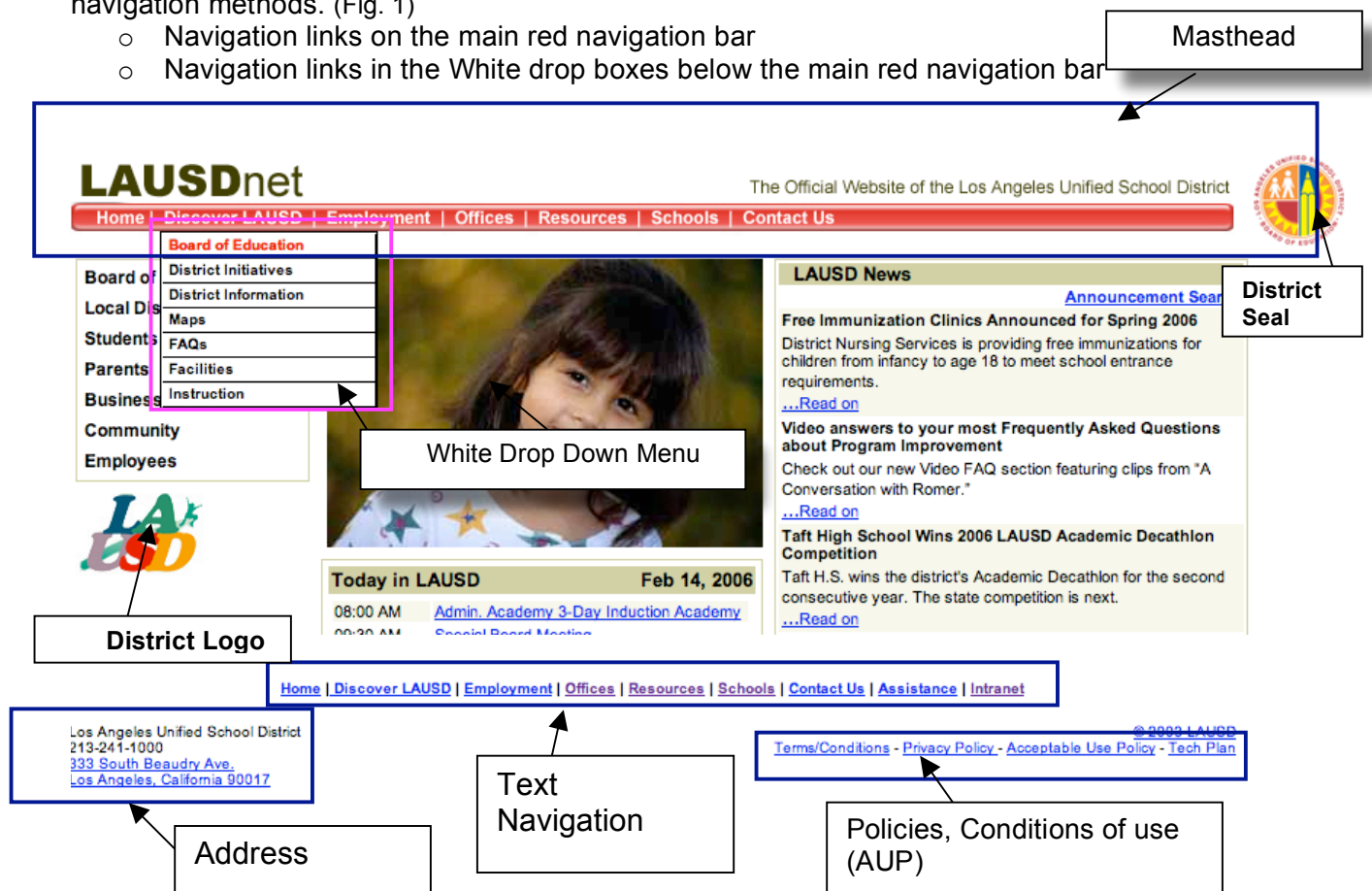
- This document contains the various layout specifications for each of the templates that are used within LAUSDnet. The various specifications include but are not limited to:
  - Hex Colors
  - Font Type

- Font Size
- Page Size
- Image Size
- As additional requirements are determined, this document will be updated to meet the requests and modifications. Additionally, the changes to the document must be implemented into the existing site design

**Template 1**

Template 1 is to be used for any web page that is immediately accessed from any of the following navigation methods. (Fig. 1)

- Navigation links on the main red navigation bar
- Navigation links in the White drop boxes below the main red navigation bar



To ensure a common look throughout all pages using Template 1 the following specs have been determined:

- Defaults page specs
  - Width: 815 pixels
  - Body: Need to include the following parameters and associated values
    - bgColor="#ffffff"
    - leftMargin="0"
    - topMargin="0"
    - marginwidth="0"
    - marginheight="0"
  - Font:
    - Style: Arial,Helvetica, Geneva,Swiss,SunSans-Regular
      - Body text
        - Size: 12 point
        - Color: Black
      - Header and Footer Text
        - Size: 10 point
        - Color: Black
- Links:
  - Alink: default to browser
  - Link: default to browser
  - Vlink: default to browser
  - Hover/Rollover effect are not to be used on text links
- Left Side Spacing – Will start just below the Page Title and span to just above the Footer Box
  - Width: 137 pixels
  - Image: shim.gif
  - Location: Starting below Page Title and above footer box.
- White Drop Boxes
  - Background Color: FFFFFFFF (White)
  - Font Color: 000000 (Black)
  - Rollover Font Color: FF3300 (Red)
  - Text: Left Justified
  - Style: Arial, Helvetica, sans-serif
  - Size: 10 points
- Page Title
  - White Background
    - Height: 56 pixels
  - Font
    - Size: 36 points
    - Color: Black
- Footer Box:
  - Font size: 10 points
  - The Bottom Navigation is to be centered on the page
  - There will be a single <p> tag to separate the Bottom Navigation from both the Address and Disclaimer Documents

- The Address is to be set flush left on the page
- The Disclaimer Documents is to justified right and line up with the right side of masthead (815 pixels along the x axis).

#### 4.4.3 RECOMMENDATIONS

- Graphics should be meaningful and relevant to the site. Do not include animated gifs just because you learned how to create one or you found one that you liked.
- Provide a consistent design style and organization across pages. The look and feel of the website should tie it together as a single entity or “place.” Consistent use of navigation controls, images, color schemes and organization across the pages is strongly recommended.

### 4.5 *Required Document Elements*

All pages hosted on LAUSDnet must comply with the Acceptable Use Policy of the District. They must also conform to the following standards.

#### 4.5.1 HEAD SECTION

##### **Requirements:**

- All portal pages will use the District’s Masthead and footer navigation.
- Side navigation must include the standard elements of Home, Contact Us, and Publications. Other navigation buttons may be customized
- Each home page must contain two META tags within the <HEAD> tag to assist in a search.

##### **Recommendations:**

- Examine content requirements closely so that a streamlined navigation can be created.
- Make Navigation titles clear. Avoid the use of abbreviations and acronyms (unless they are typical terms of the target audience i.e. LAUSD = Los Angeles Unified School District)

#### 4.5.2 BODY AND LAST SECTION REQUIREMENTS

- Web pages must include contact information and email. Individual sites hosted on LAUSDnet have Sitemasters responsible for that particular site.
- On all portal web pages, the official address and phone number of the school or office must be included on the first page. To post “personal” contact information such as names, telephone numbers, email addresses photographs, there must be a signed release form on file at the location

creating the page. Any information regarding students, such as photographs, their names or their work, the author of the page MUST secure from the parent or guardian expressed written permission to include the information on the page. (Permission must be kept on file for as long as the information appears on the site)

- It is required that all pages include some type of identification of its affiliation to the Los Angeles Unified School District. This can include the use of the District logo or seal and/or the words “Los Angeles Unified School District” Use of the logo and or words must include a link to the district’s homepage <http://www.lausd.net> or <http://www.lausd.k12.ca.us>
- All portal webpages must display the District Header and footer sections mentioned above.

#### 4.5.3 NAVIGATION

- Provide navigational links to key locations, such as TOP, HOME, TABLE OF CONTENTS, or SITEMAP
- Locate navigation in the same order and in the same area on every page where applicable.
- Be consistent in the use of navigational artwork or icons. Use the same terminology to initiate or perform the same actions. Example: The use of the LAUSD Logo or seal must be linked back to the LAUSDnet homepage <http://www.lausd.k12.ca.us> or <http://www.lausd.net>. The use of the word “HOME” is limited to the link to the LAUSDnet Homepage. Do not use the text link “HOME” to bring the user back to the first page of subset pages.
- Provide an explicit way off of every page; never allow the browser’s BACK function to be the only exit option.
- Provide users with the ability to move through a large document. (e.g. Next page, or Previous Page.)

#### 4.5.4 COLOR REQUIREMENTS OF LAUSDNET OFFICIAL WEB PAGES

Browsers and monitors do not display colors consistently. To assure that the LAUSD web pages display a consistent look throughout the use of web safe colors will be used.

Design templates for pages that are linked from the LAUSDnet homepage have been developed and are available on-line through the LAUSD Warehouse (ADDRESS TO BE PROVIDED) The intention of the templates is to facilitate the development of a cohesive educational website and create an overall look and feel for the Los Angeles Unified School District’s website LAUSDnet.



**Color Scheme**

Primary colors for title banners and navigation tools should be constructed using the following web safe palette

Green – 00CC33	Orange– FF9900	1 Blue- 0066FF	2 Blue- 3300FF
Yellow- FFFF00	Red – FF3300	White – FFFFFF	Black - 000000

**Page Backgrounds**

- White (FFFFFF) is used as the base color

**Graphical Elements**

- The official colors of the district are represented in the table above.
- Dominant graphical elements should incorporate the official district colors.
- Background GIFS are not to be used
- Table backgrounds should be the same color as the page unless they are used as a design element (to divide a page into columns for the purpose of organization).

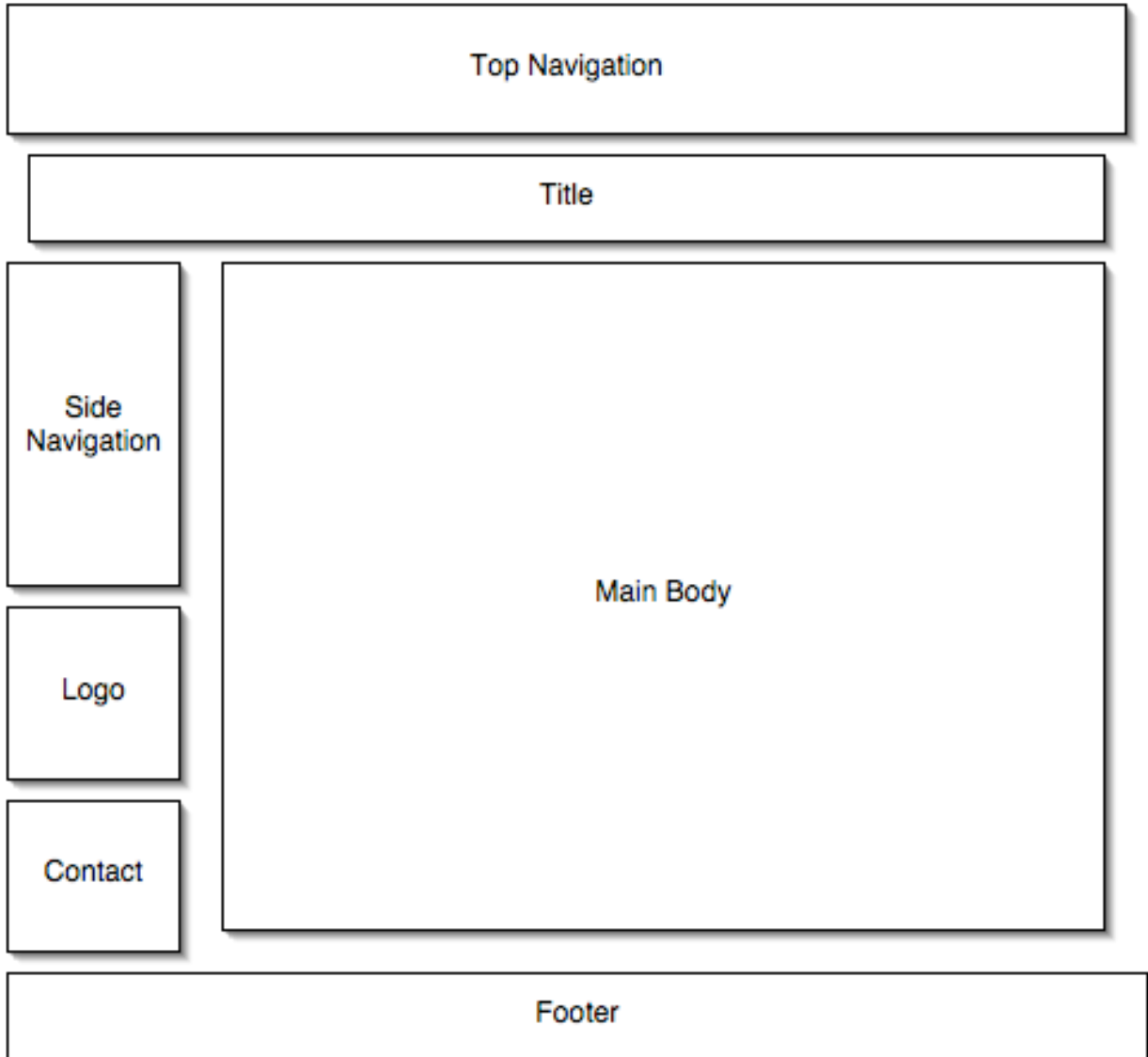
**Topography**

Typography is the interplay of letter shapes to the surface of either a printed or web page. It communicates both verbally and visually. Readers of a page first survey the overall graphic pattern of the page then they take in the language and actually read. A well-designed page visually directs the reader across a hierarchy of information providing visual accents and graphical punctuation.

“Arial” type font is used on all LAUSDnet pages displayed in the portal.

## 5 Portal Regions

LAUSDnet incorporates portal regions on the District's primary websites. These regions are identified as follows:



### 5.1 Top Navigation

- This area is the same on ALL LAUSDnet pages.
- It includes pull down menu items linked to the major division of LAUSDnet

### 5.2 Title

- Title is the Name of the Office or Program.
- Title changes as you move through the Pages of an Office or Program website.
- Font: Arial (Bold) Font Size 26 points

### 5.3 Side Navigation

- Top “Button” is always labeled with the Primary Office’s Name plus the word “HOME” ex. “ITD Home” or “PAR Home”
- If the page displays a department’s page, the top button links to the Primary’s Home page while the second indicates the Home page of the Department. Ex. ITD HOME > Instructional Tech Home or “PAR Home>PERB Home”
- Subsequent Navigation buttons are left to the digression of the Issuing Organization with the following exceptions:
  - Bottom Navigation button must be PUBLICATIONS if the Office has PUBLICATIONS
    - These must be published in the E-Library under the proper heading
    - Publications must be designated as “public” or “employees only”
  - Number of navigation points is not to exceed ten (10) with no more than 5 sub-navigation points under each.
- LAUSDnet programmers to address size limitations and navigational requirements may edit the name of each navigation button.

### 5.4 Logo

- Departmental or School logos may only be placed in this area.
- District logos may be used here in place of a departmental logo.
- District logos are as follows:
  - District Seal:



- District Logo:



- No commercial logos may be used on LAUSDnet’s website without expressed written permission of the LAUSDnet team (Legal Staff) and the owner of the logo.
- The use of logos for the purpose of advertising or endorsements is expressly forbidden on LAUSDnet websites.

### 5.5 Contact

- Will show up on all Office and School pages.
- Includes:
  - Address
  - City, State and Zip code
  - Phone number where office may be reached
  - Fax number
  - Email address

## 5.6 Footer

- Standard on all LAUSDnet Portal Pages
- Includes:
  - Text Navigation (Matching Red bar of Top Navigation in compliance with ADA)
  - Address
  - City, State and Zip code
  - Phone number where office may be reached
  - Copyright information
  - Terms/Conditions
  - Privacy Policy
  - Acceptable Use Policy (AUP)
  - District's Technology Plan

## 5.7 Main Body

- Issuing Organizations may select from standardized portlets to add to their pages.
- Typefont: Ariel.
- Text Color: BLACK (000000)
- Size 11 points.
- Link color Blue (0000FF)
- aLink Blue (0000FF)
- vLink Violet (9933CC)
- Headlines by be BOLD
- Including:
  - Calendar Portlet
    - "Today in ..."
    - Month at a glance
    - Issuing organization responsible for maintaining their calendar
  - Announcements
    - Background color White (FFFFFF)
    - Title: Ariel (Bold) 12 point
    - Announcement: Ariel (regular) 11 points
    - Announcements must have publish and expiration dates.
    - Must be identified as Public or Employees Only
    - Contained in Tan border box (CCCC99)
    - Header color is Tan (CCCC99)
    - Background color is light Tan (FFFCC) and White (FFFFFF)
  - HTML Portlet
    - Used to add content including links.
      - Typefont: Ariel.
      - Text Color: BLACK (000000)
      - Size 11 points.
      - Link color Blue (0000FF)
      - aLink Blue (0000FF)
      - vLink Violet (9933CC)
      - Headlines by be BOLD
    - Photographs
      - Comply with copyright laws and Licensing agreements

- If district owned, must include signed release form from subject (or subjects parent if minor)
- Not to exceed 72 dpi
- Published in .jpg format (compressed image)
- .png may be used with the understanding that images will only show in browsers that recognize this format.
- .gif format should be used for graphics of less than 256 colors
- Quick Links
  - Typefont: Ariel.
  - Text Color: BLACK (000000)
  - Size 11 points.
  - Link color Blue (0000FF)
  - aLink Blue (0000FF)
  - vLink Violet (9933CC)
  - Contained in Tan border box (CCCC99)
  - Header color is Tan (CCCC99)
  - Background color is light Tan (FFFFCC)
- FAQ portlets
  - Two styles available
    - Pull down menu
      - Opens in new window (width 512 pixels, height 411; window scrolls or may be resized by user)
      - Window includes print and close window options and publish date.
    - Bullet List
      - All FAQs appear in a bulleted list on one page
      - Links open in new window (width 512 pixels, height 411; window scrolls or may be resized by user)
      - Window includes print and close window options and publish date.
  - Typefont: Ariel.
  - Text Color: BLACK (000000)
  - Size 11 points.
  - Link color Blue (0000FF)
  - aLink Blue (0000FF)
  - vLink Violet (9933CC)
  - Contained in Tan border box (CCCC99)
  - Header color is Tan (CCCC99)
  - Background color is light Tan (FFFFCC)