

4

Implementing The Council Skin

Business owner	Andrew Jones
Author	Adam Newman
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The council's public web presence

Guidance for a consistent approach to implementing the council brand and site navigation.

Council staff	●
Suppliers	●

- *target audience*
- *awareness desirable*

Service managers	
Project managers	○
System implementers	○
System developers	●
Content authors	

Document history

Version	Section	Date	Name	Comments
0.1	ALL		Adam Newman	Working version.
3.0	ALL	15/10/08	Andrew Jones	1 st released version to account for restructuring of the overall pack and changes associated with our core website build 2.0.
3.2	ALL	11/11/09	Adam Newman	Cosmetic alterations & title updates
3.3	None	17/05/10		n/a

Associated documents

Reference	Document	Version	Date
	http://hosted.southglos.gov.uk/WebPack/SkinTemplates/Generic.htm	3.2	16/01/2009
	http://hosted.southglos.gov.uk/WebPack/SkinTemplates/Tabs.htm	3.2	16/01/2009
	http://hosted.southglos.gov.uk/WebPack/SkinTemplates/Search.htm	3.2	16/01/2009
	http://hosted.southglos.gov.uk/WebPack/SkinTemplates/Results.htm	3.2	16/01/2009

Definitions

Term	Meaning
Council	South Gloucestershire Council
Supplier	The 3 rd party supplier of a web application or service

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1 Overview

This document is designed to help all suppliers of the Council's public websites and systems, deliver our standards brand identity.

This document should be used in conjunction with the **supplier specific** technical guide. That is an additional document that illustrates how these general guidelines can be implemented for a particular system or site.

1.1 Other documentation in the pack

We have produced a pack of documents that explain our requirements and offer additional guidance. Use this document in the context of the others within the pack.

1. An introduction to our package of guidance - **Introduction.doc**

Here we explain what the pack contains and why we have created it.

2. A guide for content authors that has relevance to everybody - **Content.doc**

Guidance for writing good quality web-based content that is also in the council style.

3. Web standards requirements - **Standards.doc**

Requirements for meeting web standards, specifically in areas of accessibility and usability.

4. Implementing our website skin - **Skin.doc**

Guidance for a consistent approach to implementing the council brand and site navigation.

5. Hosting requirements - **Hosting.doc**

Requirements for hosting systems with detail about domain names and security considerations.

APPENDIX: Supplier specific guide - **Appendix-{Supplier}.doc**

A supplement to the pack that is tailored to the individual system being provided by the supplier.

2 Key points

2.1 *Expectations*

We expect supplier's sites and systems to:

- Implement our **website layouts** which were created by an external design consultancy. We will supply all the necessary template files, images and stylesheets.
- Mimic our **PRIORITY #1 navigation concepts** so applications seamlessly fit into the overall website more naturally. This is a major usability recommendation made by Shaw Trust.
- Use our **PRIORITY #1 design elements** to ensure a consistent look and feel that reinforces the Council brand and again aids usability. We want our online services to appear coherent.
- Implement our **stylesheets** as described so we can easily adapt them over time and update all hosted services at once. This is also the mechanism for delivering high contrast and large text sized versions of content. We will supply all the necessary stylesheets.
- Implement **images** as described so we maintain a consistent quality. We will supply all the necessary images however suppliers may wish to add their own application specific images, all that we ask here is that the images be with in keeping to the general design of our templates.

2.2 *Guidelines*

We would encourage supplier's sites and applications to:

- Mimic our **PRIORITY #2 navigation concepts** so applications seamlessly fit into the overall website more naturally. This is a major usability recommendation made by Shaw Trust.
- Use our **PRIORITY #2 design elements** to ensure a consistent look and feel that reinforces the Council brand and again aids usability. We want our online services to appear coherent.

3 Design

3.1 Stylesheets (**PRIORITY #1**)

*Our base URL for stylesheets, JavaScript and images is
<http://www.southglos.gov.uk/Assets/>.*

We ask that you point to these directly rather than maintain your own copy.

Stylesheets are organised in the `/Assets/Themes/Supplier/{supplier}/{application}/` folder (where {supplier} denotes the supplier's name and {application} is the name of the product).

By default you should only refer to a single stylesheet in your HTML. This should be the `Normal.css` file in your supplier folder. It contains the necessary CSS `@import` directives to reference our SGC standard stylesheets and any custom stylesheets for the application.

```
<link href="/Assets/Themes/Supplier/{supplier}/{application}/Normal.css"
media="screen" rel="stylesheet" type="text/css" />
```

Supplier's applications are likely to contain their own styles. You can link to them directly using your HTML.

Do not alter the stylesheets we have supplied or take copies of them. If you feel it is necessary to add styles please create your own stylesheets and apply them in addition to ours.

3.1.1 Stylesheet switching for accessibility (PRIORITY #1)

Suppliers will need to implement some kind of dynamic script to make the stylesheets change when the appropriate accessibility button (encircled in red in the image below), is clicked in the header.

The approach here will only work if the supplier is hosting their pages using a southglos.gov.uk domain because the solution uses cookies. If another domain is used, then the supplier should implement this anyway, but we will have to accept that the active settings will not persist across domains.

See the section on implementing the header for more information about the user interface.

Text size:  Accessibility

Advanced search | Site map | Contact us | Your account 

In order to achieve a seamless experience for users of the council's website and the supplier's pages, the supplier should make sure that their dynamic script reads the cookie named "Accessibility" with a subkey of "Theme" to establish which stylesheet should currently be active. A 'theme' simply corresponds to one of the stylesheets in our <http://www.southglos.gov.uk/Assets/Themes/Supplier/{Supplier}/{Application}/> directory.

The stylesheets are:

- **Normal.css** - the default text size or non contrast version of the site.
- **Large.css** - larger text size.
- **Contrast.css** - provides a high contrast version - used on its own.

The cookie will need to be updated whenever the user changes the accessibility setting whilst on the supplier's pages. This will make sure that when a user navigates away from the supplier's pages back to the council's pages the seamless transition continues. The supplier should create the cookie if it does not already exist on the first check. "Normal" is the default theme.

The stylesheets contain the necessary CSS @import directives to include all relevant stylesheets for the accessibility 'theme'.

/Assets/Themes/Supplier/{supplier}/{application}/Normal.css:

```
@import '/Assets/Themes/Normal.css';
@import '/Assets/Themes/tabsStyle.css';
@import '/Assets/Themes/Print.css';
@import '/Assets/Themes/Supplier/{supplier}/{application}/Custom.css';
```

/Assets/Themes/Supplier/{supplier}/{application}/Large.css

```
@import '/Assets/Themes/Normal.css';
@import '/Assets/Themes/tabsStyle.css';
@import '/Assets/Themes/Print.css';
@import '/Assets/Themes/Supplier/{supplier}/{application}/Custom.css';
@import '/Assets/Themes/Large.css';
```

/Assets/Themes/Supplier/{supplier}/{application}/Contrast.css

```
@import '/Assets/Contrast.css';
```

3.1.2 Font sizes (PRIORITY #1)

The main font sizes in use are illustrated here for <h1 /> and <p> and the composition of widgets in general.



3.1.3 Colour palette (PRIORITY #1)

The main colour palette is described in this illustration. DO NOT use colour picker tools against this screenshot which may not be an accurate representation!

South Gloucestershire Council

WE ARE
LOOKING FOR PEOPLE LIKE YOU

Home | Jobs home | Jobs results | Printable version

Jobs details
Administrative Assistant

Department: Community Care & Housing
Location: Emersons Green
Salary: £16,536 - £18,430
Closing date: 08 January, 2008
Reference: SA49104138
Hours: Part Time/Temporary 8

You have 1 day left to apply for this job

Before Applying

Please download & review any supporting documents as well as the main duties and selection criteria contained within the job summary below.

- Criminal Records Bureau Code of Practice
- Guidance for Applicants
- Disclosure of Criminal Background
- Administrative Assistant - Job Summary

Apply on line

- Resume application
- Send to a friend

Your account

- Sign in to jobs
- Register
- Sign out

Do it now

- Current jobs list
- Schools vacancies list
- Early years vacancies list
- Jobs home page
- Jobs by email
- Talent pool
- Temporary agency

Fast facts

- About us
- Our location
- Employee benefits
- Diverse workforce
- Learning & development
- General information

Color Palette:


- #444466
- #4b8037
- #333333
- #120c80 H1
- #120c80 H3
- #120c80 H3
- #303030
- #333333
- #120c80
- #818181

Do it now 

- ☐ Order your recycling bin
- ☐ Report illegal fly tipping
- ☐ Calculate your energy bill

#5CB03F

#333333

Have your say 

- ☐ Current consultations
- ☐ Results from consultations
- ☐ What are Neighbourhood Forums?
- ☐ Forthcoming meetings

#9BC6E4

#333333

Fast facts 

- ☐ Jobs at the Council
- ☐ Freedom of information
- ☐ About your Council
- ☐ Find your councillor
- ☐ Website statistics

#E8C500

#333333

Contact information

Ashton Court Visitor Centre
BRISTOL BS41 9JN
t: 0117 953 2141
f: 0117 953 2143
e: info@forestofson.org.uk

#E5E5E5

#333333

3.2 Layouts (**PRIORITY #1**)

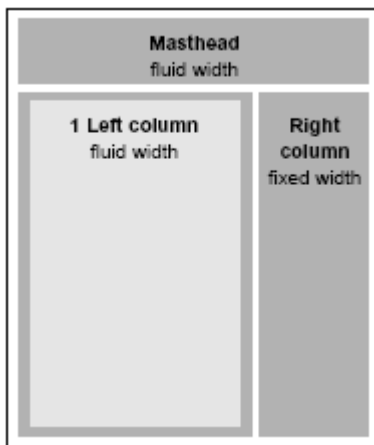
In all our layouts there are some key principles:

- *We use a CSS-based layout, not tables.*
- *All contextual navigation is in the right-hand column, the breadcrumb being the only exception.*
- *Following the structures here and applying the CSS also ensures a fixed-width layout.*

3.2.1 2-column layout

This illustrates the overall <DIV> structure that provides a 2-column layout. The correct use of our CSS classes is critical to this working as intended.

The comments in the code below refer to the sections of code earlier in this document.

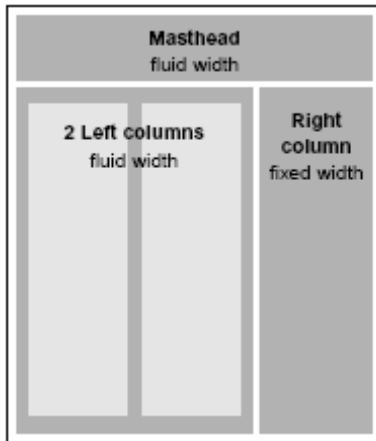


```
<body>
  <div id="wrapper">
    <div id="wrapper_sleeve">
      <!-- ** ACCESS KEYS SECTION ** -->
      <!-- ** HEADER SECTION ** -->
      <!-- ** MASTHEAD SECTION ** -->
      <div id="main">
        <div id="content">
          <!-- ** 1st COLUMN ON LEFT SIDE ** -->
        </div>
        <div id="more_info">
          <!-- ** 2nd COLUMN ON RIGHT SIDE ** -->
        </div>
      </div>
      <!-- ** FOOTER SECTION ** -->
    </div>
  </div>
</body>
```

3.2.2 3-column layout

This illustrates the overall <DIV> structure that provides a 3-column layout. The correct use of our CSS classes is critical to this working as intended.

The comments in the code below refer to the sections of code earlier in this document.



```
<body>
  <div id="wrapper">
    <div id="wrapper_sleeve">
      <!-- ** ACCESS KEYS SECTION ** -->
      <!-- ** TOPNAV SECTION ** -->
      <!-- ** MASTHEAD SECTION ** -->
      <div id="main">
        <div id="content">
          <div class="col1">
            <!-- ** 1st LEFT SIDE COLUMN ** -->
          </div>
          <div class="col2">
            <!-- ** 2nd LEFT SIDE COLUMN ** -->
          </div>
        </div>
        <div id="more_info">
          <!-- ** RIGHT SIDE COLUMN** -->
        </div>
      </div>
      <!-- ** FOOTER SECTION ** -->
    </div>
  </div>
</body>
```

3.3 Masthead (**PRIORITY #1**)

This contains the South Gloucestershire Council logo and livery. Depending on the site or system it also includes one or other of:

- The search form and button (described later)
- Just our “swoosh” motif.
- Or, as in the example below, a branded image to highlight the very specific nature of the application or service.

The wording “South Gloucestershire Council” should always appear as <h2> so the actual page title which is <h1> has a semantically more important precedence. It should also be a link back to the main council homepage.

3.3.1 Masthead including the search form

The search is a primary route around the main Council website. Depending on the supplier's site or service, it may not be appropriate to link to it so prominently. For example, a system may include a special search to find information in its own database and use of the main council search box too would lead to confusion. If that is the case, then one of the other options here may be more appropriate.



The image displayed above, represent the follow code within a page:

```
<div id="mast">
  <div class="mast_sleeve">
    <h2 id="header">
      <a href="http://www.southglos.gov.uk/">South Gloucestershire
Council</a>
    </h2>
    <div id="search">
      <fieldset>
        <input type="text" class="text" value="Type a word or
phrase..." onfocus="this.value=''" />
        <input name="ha" type="hidden" value="857" />
        <input name="ha" type="hidden" value="68" />
        <input name="ha" type="hidden" value="67" />
        <input type="image" class="button"
src="http://www.southglos.gov.uk/Assets/Buttons/Search.gif" alt="push to
search this site" />
      </fieldset>
    </div>
  </div>
</div>
```

The style that renders the graphic for this can be found in our 'Normal.css' style sheet:

```
#mast {
  clear: left;
  border-top: 1px solid #fff;
  background: #9fd08c url("/Assets/Graphics/MastRight.png") no-repeat right
bottom;
}

#mast .mast_sleeve {
background: url("/Assets/Graphics/MastLeft.png") no-repeat left bottom;
padding: 0 0 47px 0;
width: 100%; /* IE hasLayout trigger */
}
```

3.3.2 Masthead with just the “swoosh” motif



The image displayed above, represent the follow code within a page:

```
<div id="mast">
  <div class="mast_sleeve">
    <h2 id="header">
      <a href="http://www.southglos.gov.uk/">South Gloucestershire
Council</a>
    </h2>
  </div>
</div>
```

The style that renders the graphic for this can be found in a “SGC{supplier}.css” file created to by South Gloucestershire Council; these styles declarations will override the ones in the “normal.css” file.

```
#mast {
  clear: left;
  border-top: 1px solid #fff;
  background: #9fd08c url("/Assets/Graphics/MastRight.png") no-repeat right
bottom;
}

#mast .mast_sleeve {
  background: url("/Assets/Graphics/MastLeft.png") no-repeat left bottom;
  padding: 0 0 47px;
  width: 100%; /* IE hasLayout trigger */
}
```

3.3.3 Masthead with a branded image

This example (from our Jobs sub-site) shows how a supplier might implement a masthead that meets these criteria.

The image appears because of the overridden CSS class "mast" as below.



```
<div id="mast">
  <div class="mast_sleeve">
    <h2 id="header">
      <a href="http://www.southglos.gov.uk/">South Gloucestershire
Council</a>
    </h2>
  </div>
</div>
```

Suppliers should replace the image in a supplier created style sheet where the style show below overrides South Gloucestershire Council mast style definition in our normal.css file e.g.

```
#mast {
  background: #9fd08c url("http://www.southglos.gov.uk/Assets/icons/Job-
Banner.jpg") no-repeat right bottom;
}
```


3.4 Forms (PRIORITY #2)

This is an example of part of a form using the standard styling.

Once form validator's have been caused to fire a warning or notification of the information that failed validation rules should appear at the top of the form.

An asterisk (*) next to a field indicates that the relevant information is required.

This is an example of failed validation! There were 2 problems with the information you submitted:

1. Please correct postcode.
2. Please add an amount.

Payment details

Please fill in this form, you may navigate to it by using your mouse or you can use your tab button to navigate to the form field.

Account number *

Account name *

Address *

Postcode * <<

Amount £ * . <<

The screenshot and code illustrate some key points about the way forms are constructed:

- The HTML <form>, <fieldset> and <label> elements should be used correctly
- Validation messages should appear in summary format at the top of the form.
- Fields with validation rules e.g. 'a password must be 8 characters in length' should be clearly stated in advance and next to the field in question.
- Use the *tabindex* attribute on form fields to enable logical order of field selection.
- Always set a default focus on the first form field using JavaScript. An example of this can be found in the Scripts/Funcions.js file.
- Tables should not be used for layout. (See relevant sections of the CSS to see how this is implemented.)
- Required field elements should be prefixed with a red asterisk before their title. The CSS class for this is applied to a tag around the '*'. Its *title* attribute must be descriptive and the form needs a paragraph at the top explaining the purpose of the asterisk.

```
<label for="sectors">
  <span title="This is a mandatory field" class="required">*</span>Select
  Sectors</label>
```

The code show how a form is constructed without use of tables.

```
<form action="Payment.htm" class="formbox">
<fieldset>
  <p>
    An asterisk (<span title="This is a mandatory field"
class="required">*</span>)
    next to a field indicates that the relevant information is
required.</p>
    <div class="warning">
      <p>
        This is an example of failed validation! There were 2 problems
with the information
        you submitted:</p>
        <ol>
          <li>Please <a href="#postcode">correct postcode</a>.</li>
          <li>Please <a href="#amountPounds">add an amount</a>.</li>
        </ol>
      </div>
    <h2>
      Payment details</h2>
    <p>Please fill in this form, you may navigate to it by using your mouse
or you can use your tab button to navigate to the form field.
    </p>
    <div>
      <label for="accountNumber">
        Account number<span title="This is a mandatory field"
class="required">&nbsp;*</span></label>
      <input id="accountNumber" type="text" />
    </div>
    <div>
      <label for="address">
        Address<span title="This is a mandatory field"
class="required">&nbsp;*</span></label>
      <input id="address" type="text" />
    </div>
    <div>
      <label for="postcode">
        Postcode<span title="This is a mandatory field"
class="required">&nbsp;*</span></label>
      <input type="text" id="postcode" class="small" /><span
class="required">&lt;&lt;</span>
    </div>
    <div>
      <label for="amountpounds">
        Amount&nbsp;&#163;<span title="This is a mandatory field"
class="required">&nbsp;*</span></label>
      <input type="text" class="tiny" id="amountPounds" tabindex="5" />
      <label for="amountPence" class="slash">.</label>
      <input type="text" class="tiny" id="amountPence" tabindex="5" />
      <span class="required">&lt;&lt;</span>
    </div>
    <div>
      <input class="button" type="submit" value="Continue" />
      <input class="buttonInLine" type="submit" value="Back" />
      <input class="buttonInLine" type="submit" value="Reset" />
    </div>
  </fieldset>
</form>
```

3.5 Tables (**PRIORITY #2**)

Tables should be avoided for layout. A table should only be used for layout if the effect cannot be accomplished using CSS. Such a layout table should be tested to with a screen reader.

- Using CSS with <div> layouts are usually achievable as an alternative.
- Lists (, and <dl>) are often more appropriate when displaying results that are not in a tabular format.
- Tables must be made using appropriate mark up to ensure that they are rendered properly by assistive technologies.
- Data tables should have table summaries. Abbreviations for header labels may be used for long header labels where they benefit the screen reader user.

Best practice example of table use for tabular data (note use of <thead />, *summary* and *abbr* attributes):

```
<table summary="Table KS24N - Migration" class="sgctable">
  <thead><tr>
    <th>Area</th>
    <th abbr="All">All people - residents on Census Day</th>
    <th abbr="Migrants">Number of those who are migrants</th>
    <th abbr="Internal immigration">People who moved into the
area from within the UK</th>
    <th abbr="External immigration">People who moved into the
area from outside the UK</th>
  </tr></thead>
  <tbody>
    <tr><td>Almondsbury</td><td>3,703</td><td>269</td><td>223</td><td>14</
td><td>7</td></tr>
    <tr class="odd"><td>Alveston
</td><td>2,922</td><td>180</td><td>149</td><td>3</td><td>7</td></tr>
    <tr><td>Bitton</td><td>3,476</td><td>316</td><td>249</td><td>8</td><td>
16</td></tr>
    <tr class="odd"><td>Boyd
Valley</td><td>7,475</td><td>915</td><td>660</td><td>56</td><td>49</td></tr>
    <tr><td>Bradley Stoke Baileys
Court</td><td>4,342</td><td>739</td><td>567</td><td>46</td><td>31</td></tr>
    <tr class="odd"><td>Bradley Stoke
Bowsland</td><td>8,093</td><td>1,537</td><td>1,135</td><td>124</td></tr>
  </tbody>
</table>
```

3.6 Lists (**PRIORITY #2**)

- Definition list (dl), definition terms (dt) and definition description (dd) should be used to layout name and value pairs of information instead of tables.

```
<h3>Administrative Assistant</h3>
<!-- ***data list and terms *** -->
<dl class="detailInfo">
  <dt>Department</dt><dd>Community Care & Housing</dd>
  <dt>Location</dt><dd>Emersons Green</dd>
  <dt>Salary</dt><dd>£16,536 - £18,430</dd>
  <dt>Closing date</dt><dd>08 January, 2008</dd>
  <dt>Reference</dt><dd>SA49104138</dd>
  <dt>Hours</dt><dd>Part Time/Temporary 8</dd>
</dl>
```

- Do not use tables for lists of results. They are not tabular data, they are lists. CSS and the various HTML list elements were designed for rendering this type of content. Here is an example of the HTML and CSS used to create this effect.

```
<ul>
  <li><a href="http://www.southglos.gov.uk/site-search">Site search</a></li>
  <li><a href="http://www.southglos.gov.uk/site-map">Site map</a></li>
  <li><a href="http://www.southglos.gov.uk/site-contact">Contact us</a></li>
</ul>

#topnav ul {
  margin: 0;
  padding: 8px 0;
  text-align: right;
}

#topnav li {
  display: inline;
  border-right: 1px solid #E3E3E3;
  margin-right: 0.5em;
  padding-right: 0.5em;
}
```

3.7 Tabs (PRIORITY #2)

Tabs are used to allow the user to switch between different functions within the same page. The image below is an example of a set of tabs.

They method of switching is achieved by using [jQuery](#) JavaScript library.

The following code example shows where the JQuery JavaScript should be put in a web page.

```
<head>
  <meta content="text/html; charset=UTF-8" http-equiv="Content-Type" />
  <title> South Gloucestershire Council</title>
  <!--*** switch themes/styles by using either one of the following style
links ***-->
  <link
href="http://www.southglos.gov.uk/Assets/Themes/Supplier/{SuppliersName}/{App
licationName}/normal.css" media="screen" rel="stylesheet" type="text/css" />
  <!--<link
href="http://www.southglos.gov.uk/Assets/Themes/{SuppliersName}/{ApplicationN
ame}/large.css" media="screen" rel="stylesheet" type="text/css" />-->
  <!--<link
href="http://www.southglos.gov.uk/Assets/Themes/{SuppliersName}/{ApplicationN
ame}/contrast.css" media="screen" rel="stylesheet" type="text/css" />-->

  <script src="http://www.southglos.gov.uk/Assets/Scripts/JQuery/jquery-
1.2.6.js" type="text/javascript"></script>

  <script
src="http://www.southglos.gov.uk/Assets/Scripts/JQuery/ui/ui.core.js"
type="text/javascript"></script>

  <script
src="http://www.southglos.gov.uk/Assets/Scripts/JQuery/ui/ui.tabs.js"
type="text/javascript"></script>

  <script type="text/javascript">
    $(document).ready(function() {
      $("#example > ul").tabs();
    });
    function tx0_onclick() {
    }
  </script>
</head>
```

The tabs images are defined in the follow code example:

```
<div id="example">
  <ul>
    <li><a href="#fragment-1"><span>Tab 1</span></a></li>
    <li><a href="#fragment-2"><span>Tab 2</span></a></li>
    <li><a href="#fragment-3"><span>Tab 3</span></a></li>
  </ul>
  <div id="fragment-1">
    <div class="holder">
      <h2 class="holder">Tab 1</h2>
      <p class="holder">Maecenas vitae lorem vel nisi lacinia
tincidunt. Phasellus semper, nulla sit amet tristique dapibus, dui nunc
posuere justo, nec malesuada neque magna a justo. Maecenas imperdiet, justo
sollicitudin faucibus laoreet, ante mi lobortis lacus, non scelerisque lacus
magna quis urna. Phasellus venenatis vehicula tortor. Donec in leo. Lorem
ipsum dolor sit amet, consectetur adipiscing elit. Sed eu felis eget justo
bibendum facilisis. Aliquam diam. Nam ut nibh sed velit ultrices porta.
Maecenas porta sagittis risus. Suspendisse vitae lorem sed enim tincidunt
rhoncus. Phasellus gravida condimentum ipsum. Nunc pretium viverra risus. In
quis libero sed lacus vestibulum bibendum. Vestibulum ante ipsum primis in
faucibus orci luctus et ultrices posuere cubilia Curae;.</p>
    </div>
  </div>
</div>
```

3.8 Searches **(PRIORITY #2)**

Search forms should be constructed using the following form and fieldset tags and styles as an example:

```
<form action="#" class="formbox">
  <fieldset>
    <h2>Find exactly what you want with our generic form</h2>
    <p class="note">Note: uis autem vel eum iriure dolor in hendrerit in
vulputate velit esse molestie consequat.</p>
    <div class="warning">
      <p>There were 2 problems with the information you
submitted:</p>
      <ol>
        <li>Please <a href="#firstName">enter your first
name</a>.</li>
        <li>Please <a href="#city">the city you live
in</a>.</li>
      </ol>
    </div>
    <div>
      <label for="firstName">What is your first name?&nbsp;<span
class="required" title="This is a mandatory field">*</span></label>
      <input type="text" class="text small" id="firstName"
/>&nbsp;<span class="required" title="validation failed">&lt;&lt;</span>
    </div>
    <div>
      <label for="MiddleName">What is your middle name?</label>
      <input type="text" class="text medium" id="MiddleName" />
    </div>
    <div>
      <label for="Surname">What is your surname?</label>
      <input type="text" class="text large" id="Surname" />
    </div>
  </div>
```

The resulting search should look something like the image below, notice that we have included some failed validation warning and markers, the mark up for this is also included in the code example above.

3.9 Results (**PRIORITY #2**)

Results from a search form like the one in section 3.8 should be constructed using the following tags and styles as an example:

```
<div class="resultsbar">
  <div class="resultsbar_sleeve">
    <p>Results 1 to 5 of <strong>44</strong> matches</p>
  </div>
</div>
<ul class="results">
  <li>
    <h3><a href="#">Brimsham Green School</a></h3>
    <p>Description Category icon Movement to music for the over 60s
and less able people of any age.</p>
    <p><strong>Title:</strong> Content in here</p>
  </li>
  <li>
    <h3><a href="#">Yate Extend Exercise Class</a></h3>
    <p>Description Category icon Movement to music for the over 60s
and less able people of any age.</p>
    <p><strong>Title:</strong> Content in here</p>
    <p><strong>Title:</strong> Content in here</p>
  </li>
  <li>
    <h3><a href="#">Yate Extend Exercise Class</a></h3>
    <p>Description Category icon Movement to music for the over 60s
and less able people of any age.</p>
    <p><strong>Title:</strong> Content in here</p>
  </li>
  <li>
    <h3><a href="#">Yate Extend Exercise Class</a></h3>
    <p>Description Category icon Movement to music for the over 60s
and less able people of any age.</p>
    <p><strong>Title:</strong> Content in here</p>
  </li>
</ul>
</div>
```

The resulting search should look something like the image below:

Results 1 to 5 of **44** matches

+

Brimsham Green School

Description Category icon

Movement to music for the over 60s and less able people of any age.

Title: Content in here

+

Yate Extend Exercise Class

Description Category icon

Movement to music for the over 60s and less able people of any age.

Title: Content in here

Title: Content in here

3.10 Images **(PRIORITY #2)**

*Our base URL for stylesheets, JavaScript and images is
<http://www.southglos.gov.uk/Assets/>.*

We ask that you point to these directly rather than maintain your own copy.

Images used in the templates are on our server in the <http://www.southglos.gov.uk/Assets/Images> path. They are often referenced from the relevant section of the main stylesheet <http://www.southglos.gov.uk/Assets/Themes/Normal.css>.

We request that if images are not used from our source then the overall designers must keep in mind the cohesion with the South Gloucestershire Council website. We would expect submit buttons, 'widget' icons and South Gloucestershire Council icons to remain, however we would understand that the main site banner may be open to interpretation and altered accordingly as long as it is in keeping with the overall style.

When you design your own images please ensure they meet the following criteria:

- Smallest size possible without compromising quality. We aim for a page size of less than 200kb
- In general choose JPEG compression for photos and GIF compression for graphics
- Never use bog standard clip art. Use properly designed images that are in keeping with the rest of the site.

4 Navigation

We commissioned an external design consultancy to implement the design that is described in this document. The navigation concepts and design elements have been broken down into two priorities of implementation. We require suppliers to implement PRIORITY #1 items, but only recommend that they implement PRIORITY #2 items in the appropriate circumstances.

Remember, we are trying to reinforce the council's brand identity and the overall usability of the site. Consistency is key to our success!

4.1 Header links (**PRIORITY #1**)

The header links are quick ways to get to some key pages on the main council website. This is also the location for accessibility tools.

Text size: [A](#) [A](#)  | [Accessibility](#)

[Advanced search](#) | [Site map](#) | [Contact us](#) | [Your account](#) 

The header links must always appear and the links should appear as in the code below. A supplier's site or service may have specific requirements to highlight its own accessibility, search, site map or contact information instead. The same links should be used but the new pages should also link back to the equivalent pages on the main council site.

The purpose of the accessibility buttons is to allow the user to dynamically apply additional stylesheets that can enhance their usability of the site. In total 3 options are given: normal, larger and high contrast.

The section about stylesheets in this document gives detailed information about implementation.

```
<div id="topnav">
  <p>Text size:
    <a href="?size=normal">
      </a>
    <a href="?size=large">
      </a>
    <a href="?size=zoom">
      </a>
    | <a href="#">Accessibility</a>
  </p>
  <ul>
    <li><a href="#">Advanced search</a> </li>
    <li><a href="#">Site map</a> </li>
    <li><a href="#">Contact us</a> </li>
    <li id="your_account"><a href="#">Your account</a> </li>
  </ul>
</div>
```

4.2 Access keys (**PRIORITY #1**)

For consistency of our accessibility implementation we have a standard set of access keys that we require you to use.

These are based on the recommended standard for government websites. The CSS removes visibility of these links except for those with screen readers.

- S - Skip navigation - #content
- 1 - Home page - <http://www.southglos.gov.uk/>
- 2 - What's new - <http://www.southglos.gov.uk/site-news>
- 3 - Site map - <http://www.southglos.gov.uk/site-map>
- 4 - Search - <http://www.southglos.gov.uk/site-search>
- 5 - Skip to search - #search
- 6 - Help - <http://www.southglos.gov.uk/site-help>
- 7 - Complaints procedure - <http://www.southglos.gov.uk/site-complaints>
- 8 - Terms and conditions - <http://www.southglos.gov.uk/site-terms>
- 9 - Feedback form - <http://www.southglos.gov.uk/site-contact>
- 0 - Access key details - <http://www.southglos.gov.uk/site-accessibility>

```
<ul id="skiplinks">
  <li><a accesskey="s" href="#content">Skip to main content</a></li>
  ...
  <li><a accesskey="9" href="http://www.southglos.gov.uk/site-
contact">Feedback form</a></li>
  <li><a accesskey="0" href="http://www.southglos.gov.uk/site-accessibility
">Access key details</a></li>
</ul>
```

4.3 Breadcrumb **(PRIORITY #1)**

This is a primary route to navigate the overall council's web presence.

The following rules apply:

- The "Home" link will always appear as a link back to www.southglos.gov.uk
- The second link will always be the landing page of the hosted service.
- Subsequent links will follow the hosted service's site hierarchy.
- It should not display the name of the current page.

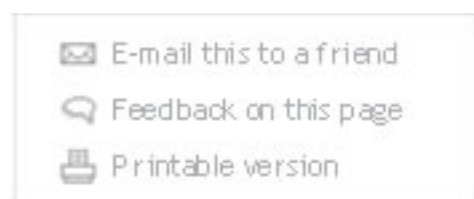
This should always be present to provide a consistent route back to the main Council homepage, whatever the site or service. An exception would be the landing (or home) page of the site or system.



```
<ul class="crumbs">
  <li><a href="http://www.southglos.gov.uk/">Home</a></li>
  <li><a href="homepage.htm">Jobs home</a></li>
  <li>Employee benefits</li>
</ul>
```

4.4 Printable version **(PRIORITY #2)**

This is the primary route to print the web page you are browsing.



```
<div id="content">
  <ul class="tools">
    <li>
      <a class="email"
href="http://www.southglos.gov.uk/Email.aspx?page=Search planning
applications">E-mail this to a friend</a>
    </li>
    <li>
      <a class="talk" href="#456">Feedback on this
page</a>
    </li>
  </ul>
```

4.5 Footer links (**PRIORITY #1**)

The footer links are quick ways to get to some key pages on the main Council website. This is also the location for our overall copyright and software version number. This is also where a supplier can put their credit and a link to their website that opens in a new window.

The footer links must always appear and the links should appear as in the code below. A supplier's site or service may have specific requirements to highlight its own terms, contact or help information instead. The same links should be used but the new pages should also link back to the equivalent pages on the main council site.

[Terms and Conditions](#) | [Contact us](#) | [Send us your feedback](#) |

© South Gloucestershire Council. Powered by Suppliers company name

```
<div id="footer">
    <ul>
        <li><a href="#">Terms and Conditions</a> </li>
        <li><a href="#">Contact us</a> </li>
        <li><a href="#">Send us your feedback</a> </li>
    </ul>
    <p>
        © South Gloucestershire Council. Powered by Suppliers
company name
    </p>
</div>
```

4.6 Widgets (**PRIORITY #1**)

In our overall design, 'widgets' are defined as an area of **main navigation**. They are:

- split into a set of predefined logical groups
- the groups are consistently presented and named across the entire Council's web-presence

Consistency of navigation was a problem highlighted by the Shaw Trust accessibility report. Users found navigating between our various online services very disjointed. Overall usability suffered because they were continually being asked to learn new ways of moving around our site. Remember, our citizens 'see' a single website, and shouldn't need to understand the reality of us having many hosted sites and systems.

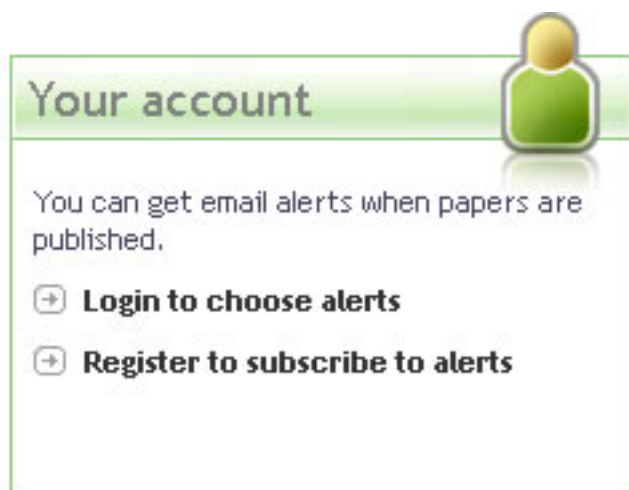
4.6.1 "Your account" widget (**PRIORITY #1**)

Your account 'widget' contains all links that pertain to any account activity e.g. signing in and out, links to registration forms and links to any information that may be regarded as personal to the user who has an association with the site.

This does not apply to back office login links. These should not appear anywhere on our public site. They should be bookmarked by the appropriate back office or contact centre users or made available as links on our intranet.

We want to encourage this to be consistent across all council's sites and systems. Customers are increasingly becoming confused by the myriad of accounts, logins and passwords they have with us.

The wording in this section should be VERY CLEAR about WHICH council account users are logging in to!

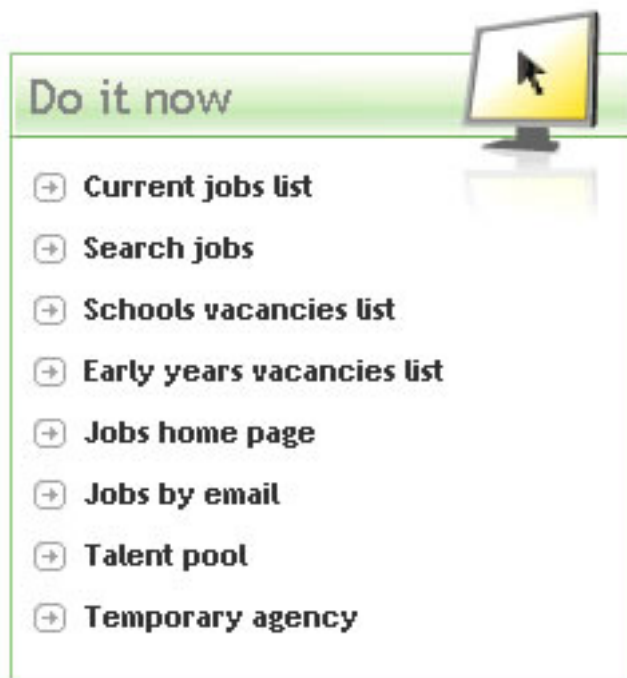


4.6.2 “Do it now” widget (PRIORITY #2)

The “Do it now” widget contains all links which are seen to be **interaction activities**. For example: “View road works report”.

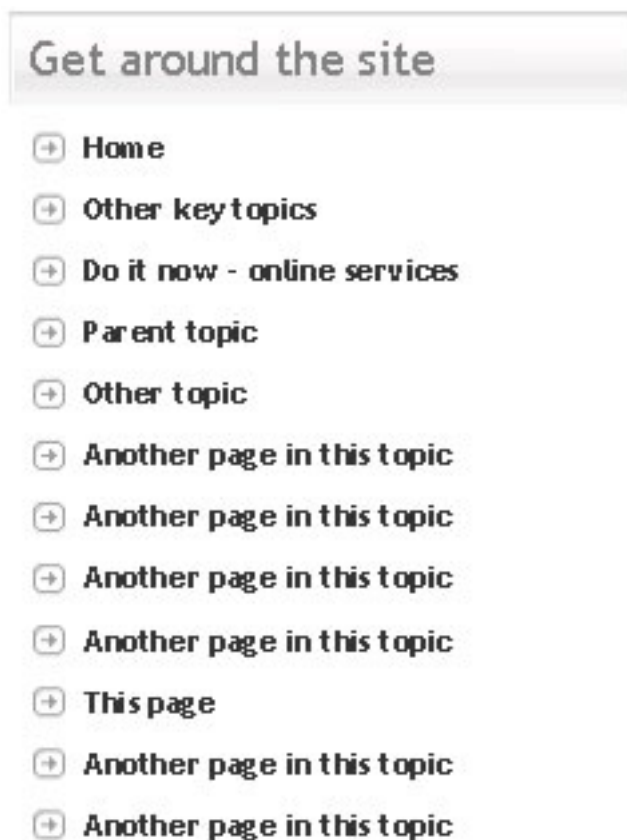
The general rule of thumb is: If a link can be described with a verb, then it's a candidate for “Do it now”.

For suppliers of hosted services, this is probably where most application links will end up.



4.6.3 “Get around the site” (PRIORITY #2)

The “Get around the site” widget contains all links to other pages of information.

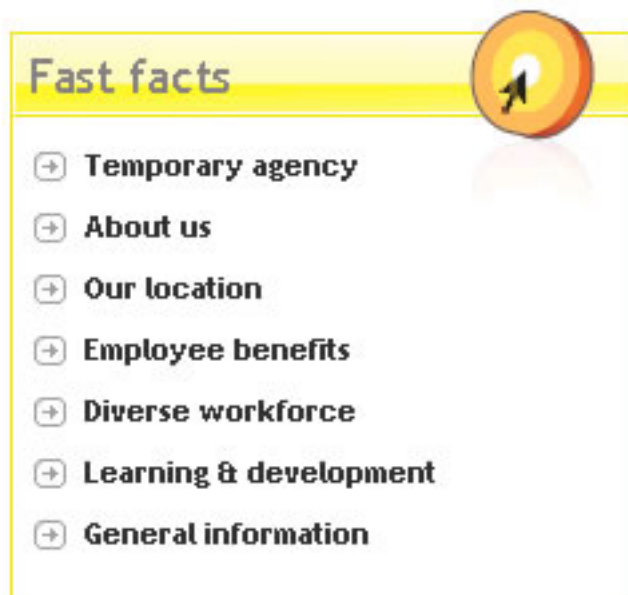


4.6.4 “Related pages” (PRIORITY #2)



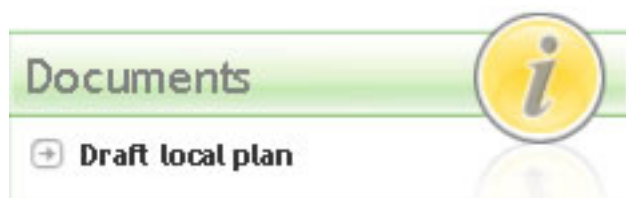
4.6.5 “Information” (PRIORITY #2)

The “Information” widget also contains all links to other **pages of information**. For example: “About us”. This should be used to specifically highlight more important content.



4.6.6 “Documents” (PRIORITY #2)

The “Documents” widget contains all links to other **attached documents**. For example: “Draft local plan”.



4.6.7 “Other websites” (PRIORITY #1)

The “Other websites” widget contains all links to external websites. For example: “BBC news article”.

Links from this widget should pop up in a new window and the <a /> tag's title attribute should make clear that this is the case.



4.6.8 “Contact information” (PRIORITY #1)

The “Contact information” widget contains address and contact information for the relevant council service. It should appear on every page on the site with the relevant information for the page context.



5 Metadata

5.1 Standard metadata (**PRIORITY #1**)

As far as possible, the page metadata should be implemented as detailed here. Particular attention should be given to the various title, description and keyword properties. These are especially important because of the way search engines use them to display results. Specifically, there should be no reference to the system or company name in the page title or description.

The following substitutions need to be made on a page by page basis:

- {PAGE_TITLE} (**PRIORITY #1**)
A precise, punchy and page specific explanation of the page's content.
- {PAGE_SPECIFIC_DESCRIPTION} (**PRIORITY #1**)
This should be a specific description of the page itself and not some arbitrary synopsis of the whole site.
- {PAGE_SPECIFIC_KEYWORDS} (**PRIORITY #1**)
A list of words that describe the page.
- {PAGE_SPECIFIC_TAXONOMY} (**PRIORITY #2**)
A list of keywords that describe the page BUT are authoritative terms from the IPSV (<http://www.esd.org.uk/standards/ipsv/taxonomy>). Some suppliers may find this is actually a very small set of keywords that cover most pages on the site or system.
- {RELATIVE_PATH} (**PRIORITY #2**)
The relative path to the page so that it can be uniquely identified.
- {DATE_PUBLISHED}, {DATE_CREATED}, {DATE_MODIFIED} (**PRIORITY #2**)
Self-explanatory dates in the format "yyyy-mm-dd hh:mm:ss"
- {DATE_VALID} (**PRIORITY #2**)
A date range such as "25/05/2006 15:47:25 to 01/01/3000 00:00:00"

The following code should be used with substitutions as described above.

```
<title>{PAGE_TITLE}</title>
<meta name="DC.title" content="{PAGE_TITLE}" />
<meta name="eGMS.Title" content="{PAGE_TITLE}" />

<meta name="description" content="{PAGE_SPECIFIC_DESCRIPTION}" />
<meta name="DC.description" content="{PAGE_SPECIFIC_DESCRIPTION}" />
<meta name="eGMS.Description" content="{PAGE_SPECIFIC_DESCRIPTION}" />

<meta name="keywords" content="{PAGE_SPECIFIC_KEYWORDS}" />
<meta name="eGMS.subject.category" scheme="IPSV"
content="{PAGE_SPECIFIC_TAXONOMY}" />

<meta name="DC.audience" content="South Gloucestershire citizens and anybody
interested in the activities of South Gloucestershire Council within the area
it covers." />
<meta name="DC.coverage.spatial" content="South Gloucestershire, England, UK"
/>
<meta name="eGMS.Coverage.Spatial" content=" South Gloucestershire, England,
UK" />

<meta name="author" content="South Gloucestershire Council" />
<meta name="eGMS.Contributor" content="South Gloucestershire Council" />
<meta name="eGMS.Creator" content=" South Gloucestershire Council" />
<meta name="DC.publisher" content="South Gloucestershire Council, Castle
Street, Thornbury South Gloucestershire BS35 1HF" />
<meta name="eGMS.Publisher" content=" South Gloucestershire Council, Castle
Street, Thornbury South Gloucestershire BS35 1HF" />
<meta name="DC.rights" content="copyright" />
<meta name="eGMS.Rights" content="copyright" />

<meta name="DC.format" content="text/html" />
<meta name="eGMS.Format" content="text/html" />
<meta name="DC.identifier" content="{RELATIVE_PATH}" />
<meta name="eGMS.Identifier" content="{RELATIVE_PATH}" />

<meta name="DC.language" content="eng" scheme="ISO639-2/T" />
<meta name="eGMS.Language" content="eng" scheme="ISO639-2/T" />

<meta name="DC.date" content="{DATE_PUBLISHED}" scheme="ISO 8601" />
<meta name="eGMS.Date.Issued" content="{DATE_PUBLISHED}" />
<meta name="DC.date.created" content="{DATE_CREATED}" scheme="ISO 8601" />
<meta name="eGMS.Date.Created" content="{DATE_CREATED}" />
<meta name="DC.date.modified" content="{DATE_MODIFIED}" scheme="ISO 8601" />
<meta name="eGMS.Date.Modified" content="{DATE_MODIFIED}" />
<meta name="DC.date.valid" content="{DATE_VALID}" />
<meta name="eGMS.Date.Valid" content="{DATE_VALID}" scheme="ISO 8601" />

<meta name="eGMS.Accessibility" scheme="WCAG" content="Double-A" />
```

5.2 PICS rating (**PRIORITY #1**)

The PICS <http://www.w3.org/PICS> specification enables labels (metadata) to be associated with Internet content. It was designed to help parents and teachers control what children access on the Internet. We have rated the southglos.gov.uk domain via the ICRA (<http://www.icra.org/webmasters>) initiative.

All pages should include the code below in the <head /> section.

```
<link href="/Assets/labels.xml" rel="meta" title="ICRA labels"
type="application/rdf+xml" />

<meta content="(pics-1.1 'http://www.icra.org/pics/vocabularyv03/' 1 gen true
for 'http://southglos.gov.uk'; r (n 0 s 0 v 0 l 0 oa 0 ob 0 oc 0 od 0 oe 0 of
0 og 0 oh 0 c 0) gen true for &quot;http://www.southglos.gov.uk&quot; r (n 0
s 0 v 0 l 0 oa 0 ob 0 oc 0 od 0 oe 0 of 0 og 0 oh 0 c 0))" http-equiv="pics-
Label" />
```

5.3 Web-metrics (PRIORITY #1)

*Use of our SiteStat web-metrics solution is a requirement. This is so we can get a basic level of corporately comparative statistics for use all our 3rd party hosted services. **This is not simply about counting page impressions, but understanding things like the number unique repeat visitors and technical things like browser versions in use.***

5.3.1 Minimum requirement (PRIORITY #1)

At a minimum we ask you to implement the following:

- The SiteStat4.js code MUST be locally hosted, you can get it from <http://www.southglos.gov.uk/Assets/Scripts/SiteStat4.js>
- The script below should appear as close to the closing </body> tag as possible.
- The code below contains 2 parameters. These should be replaced based on context of the page being measured:
 - {USERBASE}
The value "UNKNOWN" will be replace this.
 - {BREADCRUMB}
The service name will be used. e.g. "Jobs" for the jobs website.
- Parameter values are case sensitive and should be consistent between pages.
- This is a list of the ONLY characters that can be used in the parameters:

0123456789abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ- . / _

5.3.2 Recommendation (PRIORITY #2)

Alternatively, if the hosted software does not include its own method of getting very granular web-metrics for the Council's service owner, the following more enhanced approach should be taken:

- Use the instructions above.
- However, this time dynamically replace the parameters based on context of the page being measured:
 - {USERBASE}
This will either be values "STAFF" or "PUBLIC" or "HOST" depending on the detected IP range of the HTTP request. For our staff it will be 82.33.230.34 and 82.33.242.58, for the host it will be any IP starting 10.*, 172.*, 192.* or 127.*, for the public it will be everything else. A very simple server side script can set this.
 - {BREADCRUMB}
This will be the breadcrumb trail of the site hierarchy for the current page context. A "." is used as the separator between levels. E.g. for the jobs website "Jobs.Posts.CER.12345" The granularity of this will determine the quality of reporting available to the Council's service manager.

5.3.3 Page code

This should be used as per the instructions above and in combination with a reference in the <head /> section to a local copy of the SiteStat4.js JavaScript file.

```
<!-- Begin SiteStat4 code -->
<script language="JavaScript1.1" type="text/JavaScript">

<!--
function sitestat(ns_1){
ns_1+='&ns__t='+new
Date()).getTime();ns_pixelUrl=ns_1;ns_0=document.referrer;
ns_0=(ns_0.lastIndexOf('/')==ns_0.length-
1)?ns_0.substring(ns_0.lastIndexOf('/'),0):ns_0;
if(ns_0.length>0)ns_1+='&ns_referrer='+escape(ns_0);
if(document.images){ns_1=new Image();ns_1.src=ns_1;}else
document.write('');
}
sitestat('http://uk.sitestat.com/southglos/southglos/s?{USERBASE}._HostedPage
s.{BREADCRUMB}&category=_HostedPages');
// -->

</script>

<noscript>
<img
src=http://uk.sitestat.com/southglos/southglos/s?{USERBASE}._HostedPages.{BRE
ADCRUMB}&category=_HostedPages width="1" height="1" alt="" />
</noscript>
<!-- End SiteStat4 code -->

<!-- Begin SiteStat4 code -->
<script language="JavaScript1.1" type="text/JavaScript"
src="SiteStat4.js"></script>
<!-- End SiteStat4 code -->
```