WEB DESIGN

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ABOUT THIS DOCUMENT

On the following pages you will find general guidelines for how UPM should be presented online.

These guidelines are based on the UPM design fundamentals. Additional guidelines for specific applications can be found in the supporting documents (HTML sites, banners etc.). Please also view the PSD templates and use them whenever possible.

If you are designing UPM web pages or other applications; if you are localising UPM web-based content; or if you are designer, copywriter or developer working on UPM's internet presence; then this document is for you.

For more information please contact the UPM Corporate Communication Web Services Team.

web design

Text is not read word for word on screen, it is scanned. Readers move quickly through content looking for information signposts, such as headlines, subheads, captions, highlighted keywords, menus and links. Text should be concise. Lose extra words. The best web copy is short and effective. Simplify language, cut out adjectives and adverbs, speak in plain language and use an active voice. Online readers value professional, accurate, consistent, error-free copy.

BODY TEXT
- The most important content should always come first
- Use short paragraphs and stick to one topic per paragraph
- Pay attention to the look of your text
- Break down content into smaller, logical elements
- Make it easy for the reader to pick out the information they want

HEADINGS
- Headings should be short, clear and informative
- Headings should attract the reader to start to read the full content
- Use sub headings to help readers navigate
- Headings are used by search engines, so they should give a concise description of the content in a given area

NAMING NAVIGATION ELEMENTS
Navigation elements help different readers from different interest groups quickly access the content that is most relevant to them.

Navigation element names:
- should be planned to clearly differentiate pathways for different interest groups
- should be clear and instantly understandable
- should be unique

LINKS AND LIFT-UPS
Link texts help keep readers on the site and interested in your content. Links help divide content into easy-to-read chunks, and keep the most important content above the fold.

- Good link text should be a meaningful, active instruction – never write "link" or "click here"
- Links are ideally placed at the end of paragraphs
- Clearly separate lists of links
- Don't write links over more than one line

LISTS AND TABLES
Lists and tables can help to draw attention, highlight or clarify important information.

- Avoid more than nine bullets in a list
- Stick to two bullet levels, primary and secondary
- Before including a detailed table, consider the visual effect and if a downloadable format might be more suitable

SEARCH ENGINE OPTIMIZATION
Metadata helps web browsers, content management systems and search engines find and display pages correctly. The most important metadata items are a page's title and description.

Title tags:
- appear at the top of the browser window
- show in search results and browser bookmark lists
- should be less than ten words
- should include the most important words first
- should be meaningful and unique

Page descriptions:
- appear in search results
- should summarise and generate interest in the page
- should be under 120 characters, including spaces, so they can be read in search results

Keywords:
- help search engines find and display pages
- should cover a maximum of 25 general, product-specific and category-specific terms (as appropriate)
- are not case sensitive
- should be separated by commas

Heading tags:
- give hierarchical structure to content
- should be used sparingly, only where they make sense
- should not be used to change content style

CHECKLIST FOR UPM WEB WRITING
- Global UPM content should be written in UK English
- Write 50% of what you would write offline
- Cut out all unnecessary language
- Structure your text with one key point per paragraph
- Clearly show sources and further information resources
- Always take time to proofread copy
- English should be always proofread by native

COMMON PITFALLS
- Do not use italic (difficult to read)
- Do not use underlining (links are underlined)
- Do not use unnecessary introductions
- Do not use empty, meaningless words
- Do not use non-specific terms, such as "follow this link", or "this web site"
- Do not use abbreviations which are not standardised

The user experience is the sum of how we satisfy the user when they are using a product or system. With UPM web applications the user experience should always be concidered in terms of target audience desires, needs and capabilities.

USER EXPERIENCE TARGETS
When designing UPM web applications you should consider if your design is:
- useful
- desirable
- accessible
- credible
- findable
- usable

USER POINT OF VIEW CHECKLIST
- Does the user have a clear need for the application?
- Does the application answer a specific user need?
- How does the user reach the application?
- Does the user find the content useful and interesting?
- Does the user understand the user interface and structure of the
  application?
- Does the user find the application aesthetically pleasing and comfortable to use?
- What is the reward for the user?
- What will the user do next?
- Why will the user come back to the application?

CONTENT PROVIDER POINT OF VIEW CHECKLIST
- What are the core objectives for the application?
- How are they measured?
- How does the application reach the target audience?
- What kind of value does the application bring to UPM?
- What is the core promise of the application?
- Is the main message clear?
- Is the application technically seamless and smooth?
- Is the application visually appealing?
- Does the application communicate the UPM brand and values?
- Is the application in line with relevant guidelines and best practice?
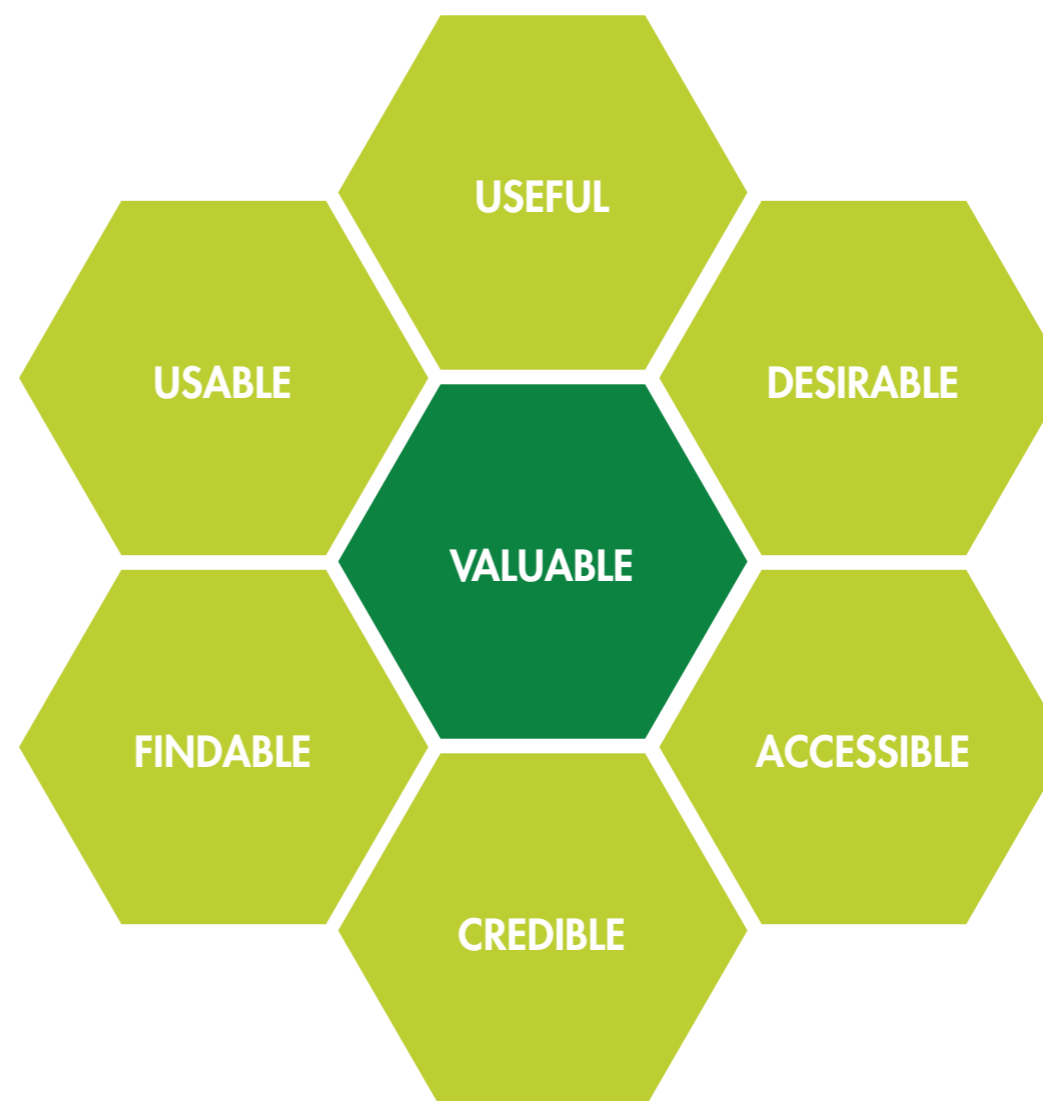
"The user experience honeycomb" by Peter Morville

This chapter explains the UPM web style and the building blocks needed for designing web applications. The style can be used for designing HTML/CSS-based web services and other digital applications.

When designing a certain application please study the related individual application guidelines, in addition to these overall guidelines. When creating visuals use ready-made templates and componets where possible.

FIRST IMPRESSION
The user should immediately relate to the graphic language of UPM. The UPM web style should be familiar to users who have been browsing any current UPM service. Any UPM web application should feel
fresh, clear, modern, sharp, credible and distinguished.

WHITE SPACE
UPM web applications are relatively bright. White space is used to create a fresh and clear feel. White is the background colour for most UPM sites and services. When creating compositions, white space should always be thought of as one of the key compositional elements of the UPM visual language. Compositions should be built on white backgrounds and white space should be used to divide components.

USE OF COLOURS
Colours should be used discreetly in online UPM applications. Large colour areas should be avoided. Colours are fresh and based on the UPM web palette (see UPM Web Colours). Main colours are mostly used to highlight interaction. Other colours may be present through the use of images.
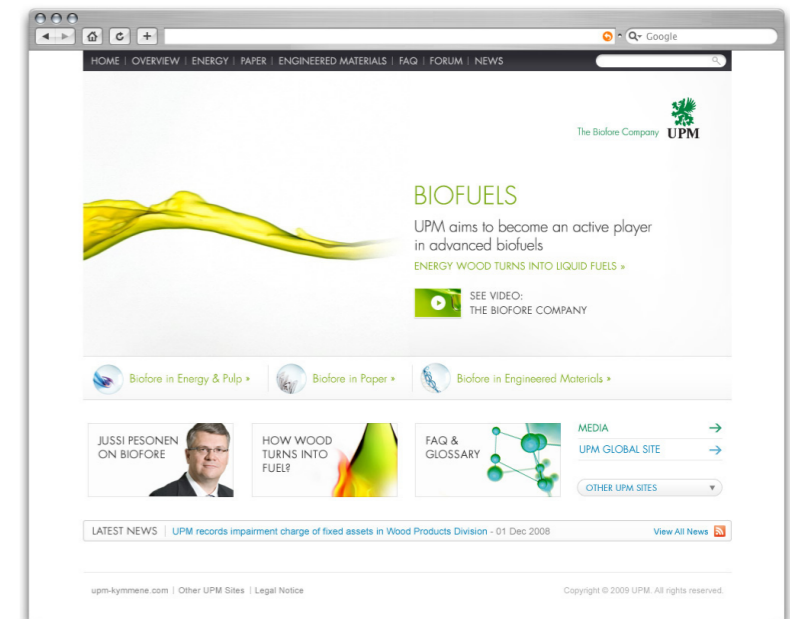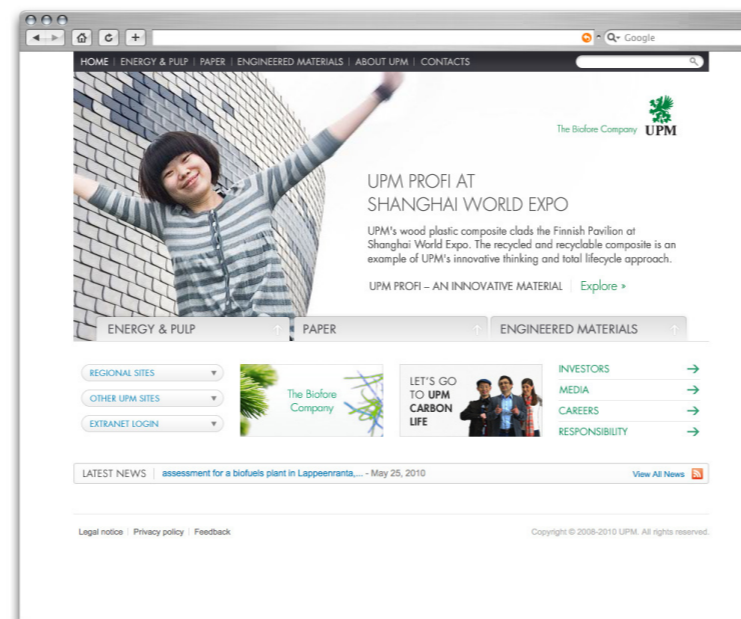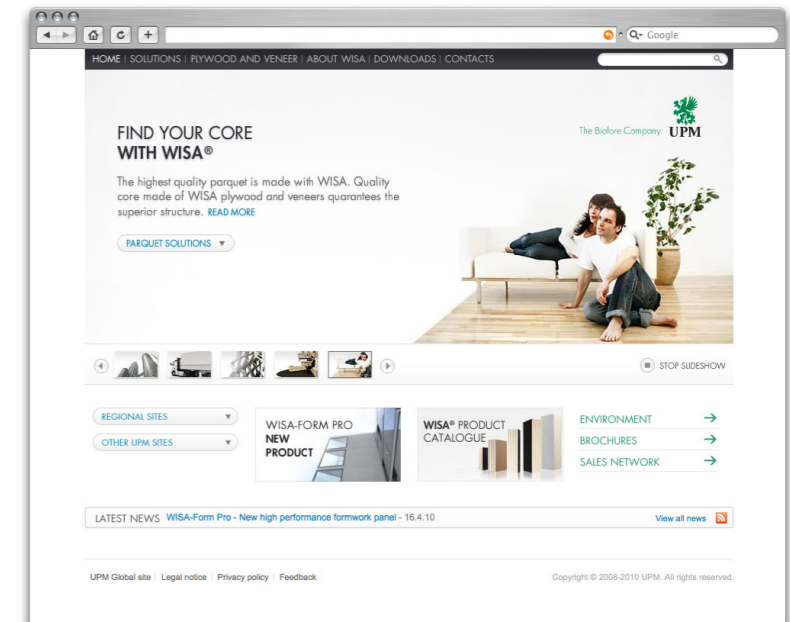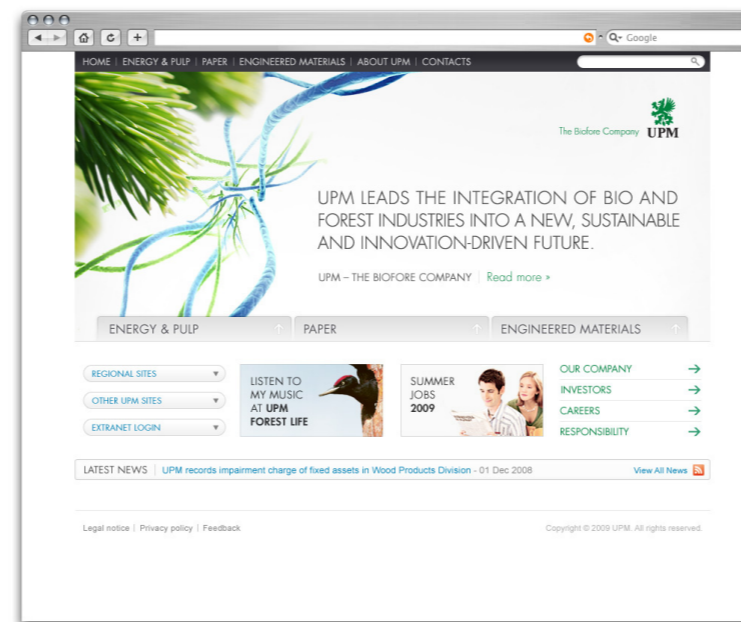
COMPOSITIONS
Compositions should be clear and prioritised. The alignment of elements should be grid-based. The basic composition of HTML sites is formed with a dark header bar, large main brand area below it, and a main content area next below. The size contrast between the brand area and content area depends on the nature of the site and the page within the site. On front pages the brand area should be relatively large with the brand message clearly emphasised. On content pages the top brand area should be smaller to give more space to content.

CUT OUT IMAGES
The UPM brand image style is based on high quality images that are cut out. The technical term is "masking" or masked images. In web applications, cut out images should be used in main image areas and banners. Light gray shades can be used to separate image areas from the background.

GRAPHIC COMPONENTS
The particular graphical component style or "skin" is an important part of the UPM online DNA. Components should be sharp and highly distinguished. The most common factors of component styling are
light gradients, sharp (1 pixel) outlines and dividers, and sharp forms.

The UPM logo is formed by the Griffin symbol and the UPM letters beneath it. The relationship between these components must be never broken. The UPM tagline should be positioned on the left side of the logo. The main rule for online applications is that the logo and slogan should be used on welcome pages and front pages.

The logo without slogan should be used on content pages. When designing web applications, please see the individual application guidelines for more detailed logo usage guidelines and use ready made pixel originals from the psd templates

1 COMPANY LOGO
Combination of Griffin symbol and UPM letters

Griffin symbol colour: UPM Green
R: 0
G:130
B:63
#00823f

UPM letters colour: Black
R:0
G:0
B:0
#000000

Minimum size: 34x40 px (pixel original, only for smallest banners)
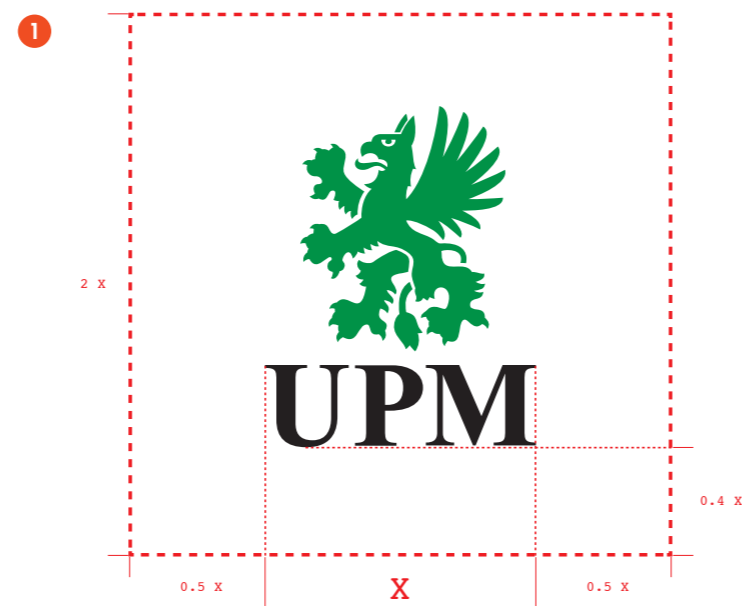
2 BIOFORE LOGO
Tagline colour: UPM Green
R: 0
G:130
B:63
#00823f

Never edit tagline typography. Use only line art or pixel originals.

Minimum size: 160x54 px (pixel original)

1

2 X

0.4 X

0.5 X

X

0.5 X

2

The Biofore Company

UPM

2 X

0.5 X

X

0.5 X

0.4

UPM
The Biofore Company

(Use only in external banners)

The UPM web colours are based on the UPM overall colour palettes. The use of colour in web applications should be fresh and distinguished. Colours should always be considered as part of composition with the background as a key design element. Large saturated colour surfaces should be avoided. The use of support- ing or complementary colours that are overly contrasting should also be avoided. Larger colour areas should be image-based. When creating an online service colour style, use the ready-made PSD templates to ensure correct colour usage.

BASIC RGB/HEX PALETTE
Primary colours should be the basis of all UPM web applications. Black can be used as a highlight colour to create a feeling of sharpness. Secondary and tertiary colours can be used carefully to create certain themes or sub-branding. The tertiary red can be used as an "alert colour".
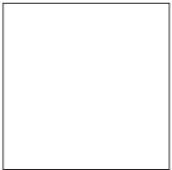
SITE COMPONENT COLOURS
The UPM web style consists of many components that are based on grey shades and gradients. These are not measured by single colour specifications. Use ready-made PSD templates to create these components.

Screen text colours are provided in a basic set for the creation of typography. The supporting colour palette can be used to create dividers and other support- ing elements. When creating any UPM web application, component colours should be sourced from the ready-made PSD templates.

BASIC RGB/HEX PALETTE

PRIMARY COLOURS

R:0
G:130
B:63
#00823f

R:0
G:0
B:0
#000000

SECONDARY COLOURS (in priority order)

R:81
G:160
B:11
#51a00b

R:190
G:206
B:0
#bece00

R:255
G:213
B:0
#ffd400

R:250
G:158
B:13
#fa9e0d
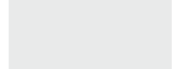
R:0
G:163
B:224
#00a3e0

TERTIARY COLOURS

R:156
G:10
B:125
#9c0a7e

R:235
G:86
B:21
#eb5615

R:225
G:225
B:223
#e1e2e0

SITE COMPONENT COLOURS

SCREEN TEXT COLOURS

Basic text grey:
R:70
G:70
B:70
#464646

Dark text grey
R:49
G:49
B:49
#313131

Link blue:
R:1
G129
B:183
#0181b7

Link green
R:0
G:130
B:63
#00823f

SUPPORTING COLOURS

Grey 1
R:156
G:10
B:125
#e8eae9

Grey 2
R:213
G:213
B:213
d5d5d5

Grey 3
R:190
G:190
B:190
#bebebe

Dimmed green
R:51
G:159
B:116
#339f74

The UPM typographic identity is based on the Futura font family. In some online media Futura may not be available for technical reasons. When Futura cannot be used Arial should be used. In HTML applications Futura should be used for headings and lift up elements. This is made possible by using special font generators, such as sIFR or Cufon, or by using image-based typography.

FUTURA FONT FAMILY
Futura Book: Used as the basic headline font. Should be used with capital letters in headlines and short lift up texts.

Futura Light: Optional headline font. Can be used when a lighter or sharper style is needed. Should not be used in sizes smaller than 14 pixels.

Futura Bold: Can be used in headlines for emphasising single words or subjects.

Futura Heavy: Can be used in headlines for emphasising single words or subjects.

ARIAL FONT FAMILY
Arial: The font for all body texts, basic links, and all basic HTML texts.

Arial Bold: Can be used for sub headings and single lift ups on HTML sites

ONLINE TYPOGRAPHY CHECKLIST
- Is the type large enough to be legible?
- Is the text short enough to be readable?
- Is there sufficient contrast with the background?
- Are there clear relationships between headlines, body text and links?
- Are the columns narrow enough and font treatments correct?
- Are links and other interactive type elements clearly presented?
- Does the typography consistently support the UPM identity?
- Does the typography look fresh and modern?

FUTURA BOOK

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
123456789

FUTURA LIGHT

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
123456789

FUTURA BOLD

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
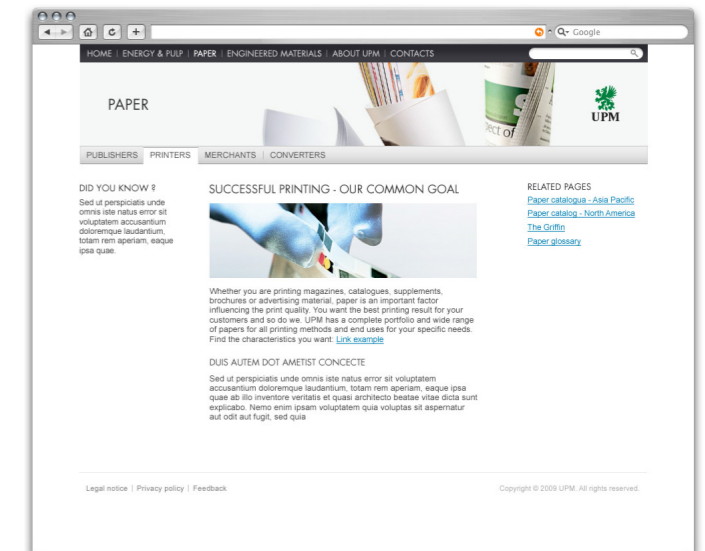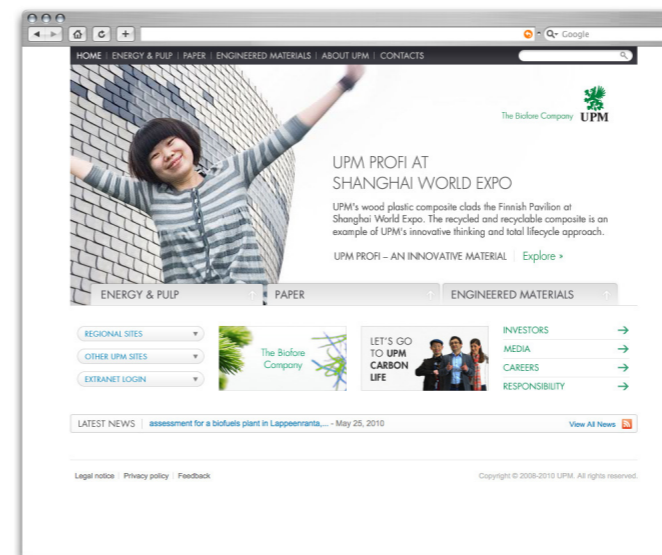abcdefghijklmn
pqrstuvwxyz
123456789**

FUTURA HEAVY

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
pqrstuvwxyz
123456789**

ARIAL

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
123456789

ARIAL BOLD

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
123456789**

Images communicate information, support the brand, and build atmosphere. Images should feel professional, fresh, bright and sharp. The basic brand image style uses cut-out (masked) images on light backgrounds. The subject of a cut-out image should be considered carefully. Does the subject work naturally with the cut out style? Does the overall composition of image, text and other elements work in harmony? Does the cut out image work naturally with other images in the service?

1 **KEY IMAGES**
Key images should be:
- cut-out either totally or partially
- professional
- fresh, interesting, sharp and dynamic
- suitable for the subject and the cut out style
- in harmony with the total composition

A cut-out image can have a background with light grey gradients if needed to support the page layout. Cut-out images can also be abstract to create atmosphere for certain themes.

When using the cut-out style for images that include people pay extra attention. Keep a natural feel and avoid disfiguring the subject. Before creating new images for a certain application check the ready-made PSD templates to avoid duplicating design work.

Avoid sketchy styles in key images.

For further information, see the Design Fundamentals document.

2 **CONTENT IMAGES**
Content images should be:
- professional
- fresh, interesting and sharp
- clear, in terms of the subject and message

3 **IMAGES WITH LINKS**
Images can also be used to encourage the user to interact. These images should give an idea of what is coming. When using smaller images make sure the subject is clear.

4 **ILLUSTRATION STYLES**
Illustrations should look sharp and clear. When using 3D techniques rendering should feel realistic. Avoid sketchy or naive styles.

1

2

3

4
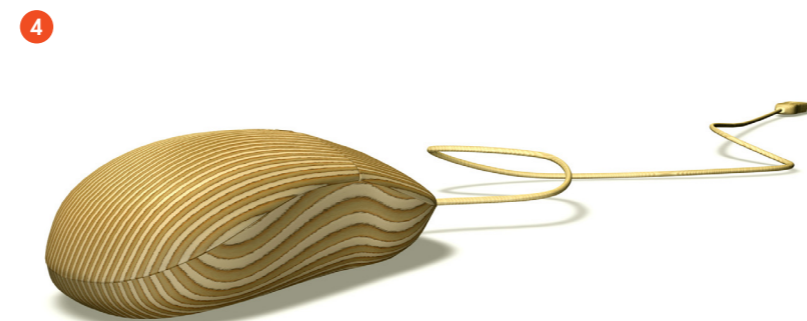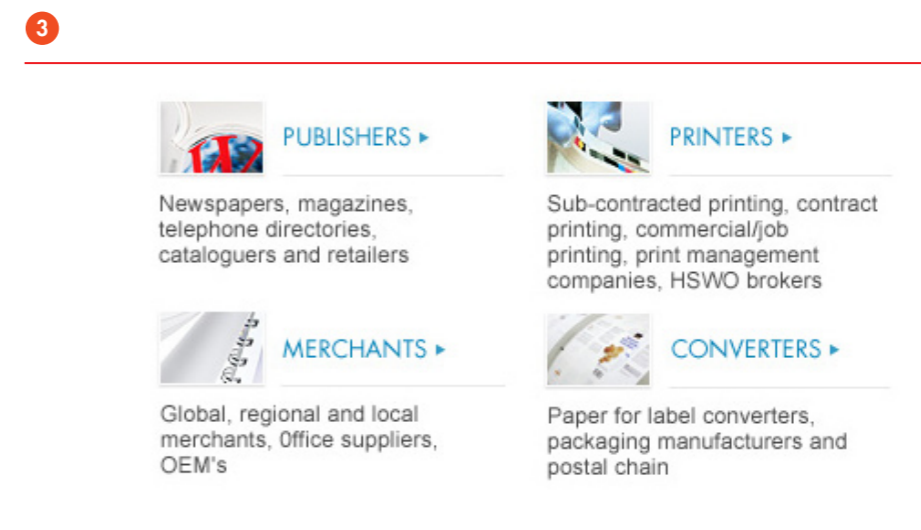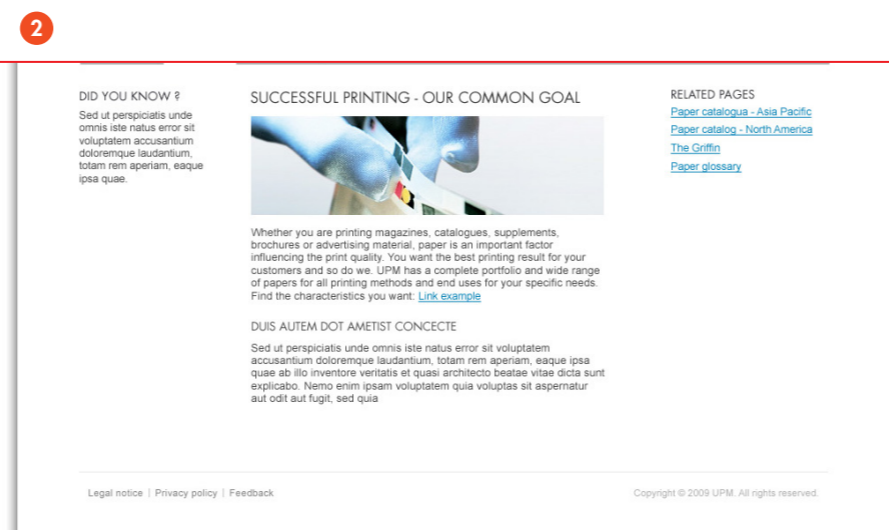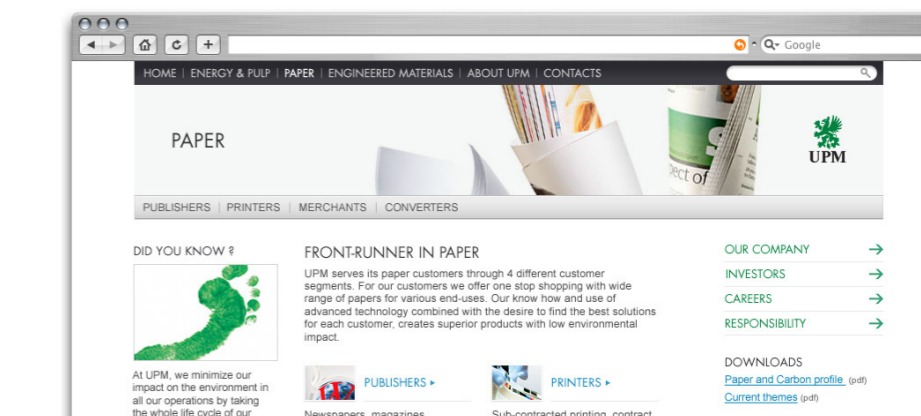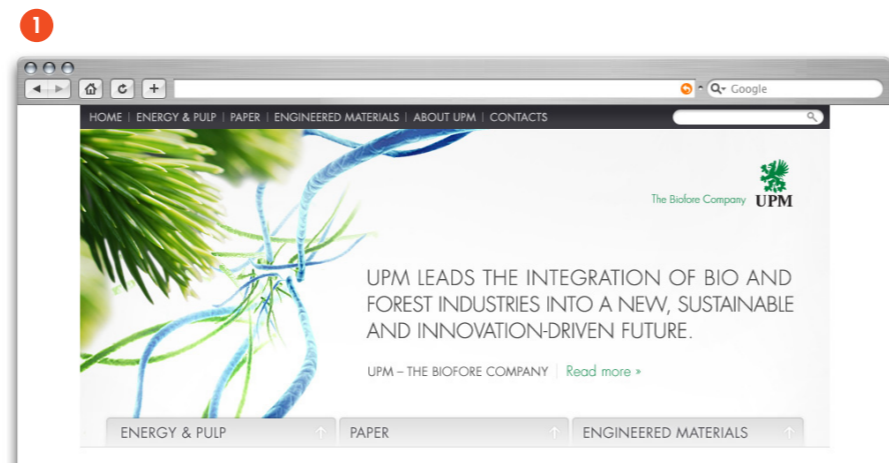
The style of graphic components or "skin" is an impor-
tant part of the UPM web style. Components should be
sharp and highly distinguished. The most common char-
acteristics of component styling are light gradients, sharp
outlines and dividers, and sharp forms. When designing
web applications use ready-made component sets from

the PSD templates whenever possible.

1 **BACKGROUND ELEMENTS**
When designing large background elements light gradients can be used to cre-
ate lightness and the feeling of space, as well as separating these elements from
the white background. This should mostly be used in the brand area of HTML
sites. The same style can be used in banners.

2 **DIVIDERS**
Dividers are used to separate certain elements from each other. Divider elements
should be sharp and light. The most common style is a 1 pixel light line.

3 **NAVIGATION ELEMENTS**
Navigation elements should use light 3D background elements to lift them up.
On HTML sites the top level main navigation is an exception as it is dark grey
with a light gradient. It is important to present navigation elements clearly and to
present the current location to the user. Navigation elements should not contrast
too strongly against the overall style.

4 **BUTTONS AND FUNCTIONAL COMPONENTS**
Buttons are characterised by a light 3D style and sharp outline. The basic button
style is light grey with a gradient and fully rounded corners. The same style with
less rounded corners can be used for other functional components. If components
are large ensure that the style remains light and sharp. Where possible use ready-
made buttons from the PSD template files.

5 **INTERACTIVE ICONS**
The icon style is graphic and simplified. The sharp form language of the Futura
font family is followed. When using common functionalities, such as search, the
common form language is used to ensure usability.