

jupiterimages®

jupiterimages® UNLIMITED

## Web Style Guide

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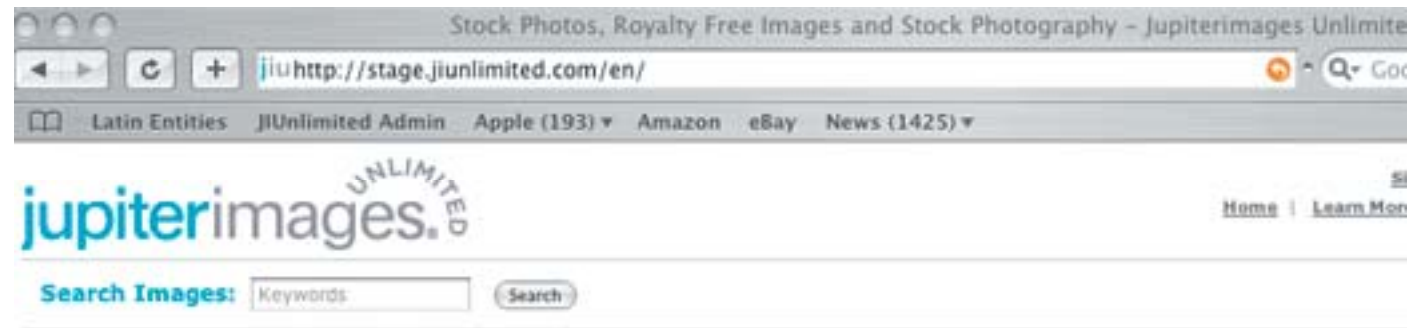
Revised November 2008

## Our Logo

The Jupiterimages logo with tagline and the Jupiterimages Unlimited logo are placed in the upper left hand corner of the page. It functions as a link back to the default page.

The Jupiterimages logo also appears without the tagline and copyright symbol on popups, such as the Item Detail popup.

The Jupiterimages and Jupiterimages Unlimited logo should always be used as shown here.



**JI/JIU Blue or Highlight color**  
0091D0

**Font Family**

Verdana, Arial, Helvetica, Sans-serif

**Paragraph**

Color: #666  
Size: 1em

**Headings**

H1 JI logo - only for logo  
Height: 50px  
Width: 243px

H1 JIU logo - only for logo  
Height: 74px  
Width: 228px

H2 Color: #666  
Size: 1.8em  
Weight: Normal

H3 Color: #666  
Size: 1.5em  
Weight: Normal

H4 Color: #666  
Size: 1em  
Weight: Bold

**Disclaimer Text**

color: #666  
Size: .9em  
Weight: Normal

**Headline Text**

All primary words in headlines are capitalized. All other words are lowercased.

This is an example of JI/JIU Blue or Highlight color.

This is an example of Paragraph font.



This is an example of H2.

This is an example of H3.

This is an example of H4.

This is an example of Disclaimer font.

Save 25% at Jupiterimages!

Rights-Managed Images

## Link

Link Color: #666  
Weight: Normal  
Decoration: Underline

## Hover

Color: #000000  
Weight: Normal  
Decoration: Underline

## JI/JIU Blue or Highlight Link

Link color: 0091D0  
Weight: Normal  
Decoration: Underline

Note: Punctuation is not included in the link.

## Working in Photoshop

We use Verdana when working in Photoshop. When using a light font on a dark background, use Sharp, otherwise, use Crisp.

When writing on images, try either black or white first; then try #666 (gray) or a different color.

Then make a plan to sign up for a subscription to [Jupiterimages Unlimited](#).

Then make a plan to sign up for a subscription to [Jupiterimages Unlimited](#).

Save up to 30% on Jupiterimages royalty-free collections including the superb BananaStock, Brand X Pictures and many more. [more](#)

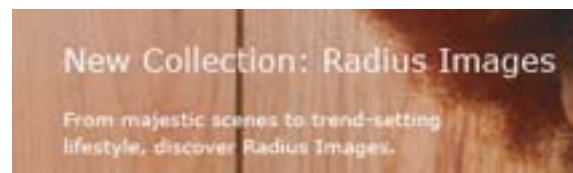
## New Collection: Radius Images

From majestic scenes to trend-setting lifestyle, Radius Images establishes a new benchmark for

Screen shot of plain gray text



Dark text with Crisp



Light text with Sharp

## Header Main Nav

Link:  
Color #666  
Weight: Bold  
Size 1 em  
Text decoration underline

Hover:  
Color #000000  
Text decoration underline

## Header Sub Nav

Link:  
Color #666  
Weight: Bold  
Size .9 em  
Text decoration underline  
Top-space 10px

Hover:  
Color #000000  
Text decoration underline

## Other Offerings

Gray type:  
Color #666  
Weight: Bold  
Size 1 em

JI/JIU Blue or Highlight link:  
Color 0091D0  
Weight: Bold  
Size 1 em  
Text decoration underline

## Footer

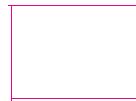
Link:  
Color #666  
Text decoration underline

Hover:  
Color #000000  
Text decoration underline

JI  
Header



JIU  
Header



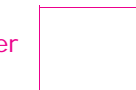
Other  
Offerings



JI Footer



JIU Footer



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[Image Search](#) | [CD Store](#) | [Collections](#) | [Rights-Managed](#) | [Royalty-Free](#) | [Special Offers](#)

Sub nav

Main nav

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Sub nav

Main nav

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Note: Other offerings is found on Jupiterimages.com core pages like the home page, Collections, etc. It is not found on Search Results or Supplier pages.

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## Page Width

Page width is 956 px.

If the page is divided into columns, leftover pixels will be given to the middle column first, then divided equally among the rest. Generally, content in the outer columns should measure 314px wide.

## Dividers

There are two sizes of horizontal bars used: the section divider and basic divider.

Section Divider (Part 1 + Part 2)

Part 1: Height: 1px  
Color: #999

Part 2: Height: 25px  
Color: #E7E7E7

Basic Divider

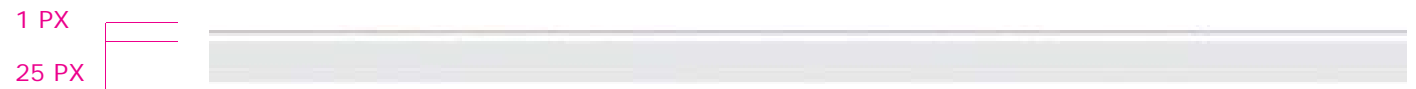
Height: 1px  
Color: #999

The section divider uses both bars and is used to make a distinct division between sections on a page. The basic divider is used to create less of a division.

## Verticle Divider

The verticle divider is used to end sections that do not seem to have a well-defined ending.

Height: 1px  
Color: #999



Section Divider



Basic Divider



Verticle Divider

**Padding**

Headlines and body copy have a 15px margin to the top, left, and right. Paragraphs have a top margin of 10px, and a left and right margin of 15px.

H4s have a 10px margin on top and bottom, and a 15 px margin around the right and left.

**Margins**

There is a 5px margin around bars, images, boxes, and copy areas.

**Bottom Margin**

Bottom margin is 5px between images/ boxes and the footer.

Bottom margin is 20px between copy and the footer.

15 px [

10 px [

10 px [

15 px ]

15 px 5 px ]

Padding & Margin example

5 px [

5px between gray box and footer

20 px [

20px between text and footer

## Color combinations

Other than JI and JIU Blue, there are two color combinations used on the website.

The dark box with light text is reserved for the first box of copy or most important block of copy on a page.

### Dark box with light text

Background color: #666  
Text color: #FFF

### Light box with dark text

Background color: #CCC  
Text color: #333

We wanted to gather, in their entirety, some of the finest stock photography collections in the world. Then fold them into a single, comprehensive library.

Dark box with light text.

We wanted to gather, in their entirety, some of the finest stock photography collections in the world. Then fold them into a single, comprehensive library.

Light box with dark text.

## File Specs

All images are saved in 72dpi. They are saved using the 'Save for Web' option in Photoshop.

## Compression Settings

JPG images containing text and large, flat areas of color are saved at 80 (very high) quality. Otherwise, JPGs are saved at 60. Supplier logos are saved as GIF files.

## Photoshop Templates

Templates for images found on main pages can be found in: [web\\_cs1/working/00templates/ji](http://web_cs1/working/00templates/ji)

## Guidelines for Choosing Images

- Choose from owned brands first, unless otherwise specified
- Choose from the latest loaded content (check wiki)
- No nudity
- Avoid seasonal images unless otherwise specified
- Vary the subjects of images on the same page - use different ages, ethnicities, etc. of people. You can use images without people in them, edgy, retro, or humorous images.
- Make sure all images and colors work together on the page.

## Flash

If flash is used, as in our home page movie, we will provide a still image for browsers or viewers who do not have Flash installed and/or Javascript disabled.



## HTML, XML & CSS

Use Camel Case on XML files  
CSS IDs/Classes that contain more than one word. The first word is always uppercased, each subsequent word is lower-cased. See examples on right.

## Images

Images are named using the date rolled out and country. The image name uses all lowercase letters. See examples on right.

## XML Examples

imageExpress.xml  
lightBox.xml

## CSS Examples

#mainNav  
#pageContainer  
.imageSearch  
.offSecondaryContainer

## Image Example

071231uk\_promoimage.jpg  
(yymmdd)