

The Gamekeeper

Your Online Games Store & More

Web Style Guide

This document is for web developers, site editors, and programmers who work on websites for *The Gamekeeper*. Within it are some basic guidelines and resources to aid you in maintaining a consistent and professional look to our online store.

This document is intended as a starting point for web designers and others, but it is not meant to provide the answer to all questions, for all time. Use it as needed to answer day-to-day questions on content and organization; however, due to the dynamic nature of the web and business needs, updates will be required over time.

Navigational interface design

This section is an overview of major website design requirements and corporate standards.

Node – Link Diagram:

Below is the basic design of The Gamekeeper website’s page hierarchy. Note that the second level matches the breakdown of the types of games that we offer. The second level will be adjusted as required due to offering changes.

Note that the third level tier is comprised of games sorted by name and manufacturer. There are currently three utility links portrayed on the homepage—these will also be on every other page. See **Secondary and subsequent page navigation** details below.

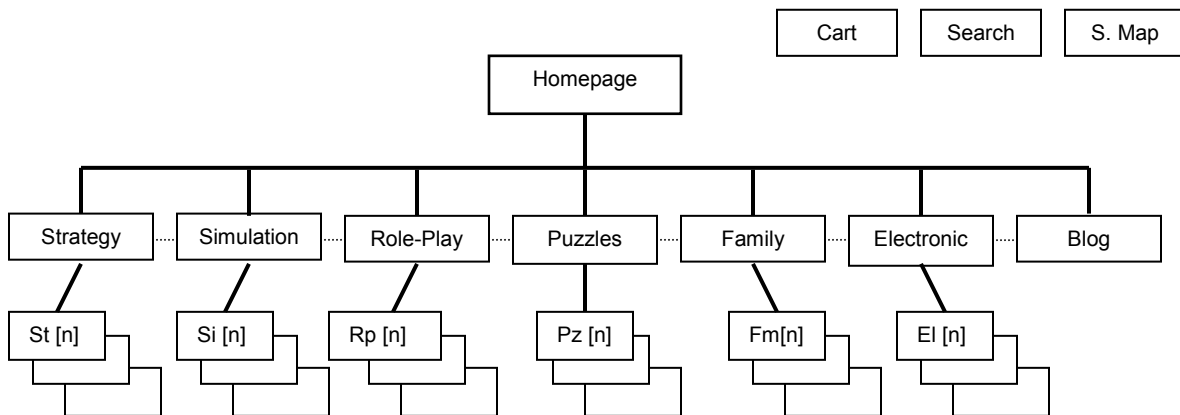


Figure 1 Site Node – Link Diagram

Homepage navigation

The Gamekeeper's homepage should be attractive and easy to navigate. This is the first view our customers will have of our company and we want them to feel welcome.

All webpages on The Gamekeeper's site are required to carry the official corporate logo and signature badging in the top left corner. For all webpages below the homepage, the logo will be coded as a link back to the main site, or homepage. See figure 2 for appearance.




Figure 2 The Gamekeeper web logo

In addition to the corporate logo and tagline in the upper left corner, refer to the following listing. Refer to figure 3, Example of The Gamekeeper's homepage, for any questions about positioning and placement of key items.

Homepage content and layout descriptions:

- The corporate logo and badging in the upper left corner, 100% of normal size
- A horizontal navigation bar with links to all of the second level webpages, including (minimum):
 - Strategy Games
 - Simulation Games
 - Card Games
 - Role Playing Games
 - Puzzles
 - Family Games
 - Electronic Games
 - Gamers' Life Blog
- Utility links:
 - Shopping Cart
 - Search
 - Site Map
 - Help/Contact Us
- Highlight section for sales, conferences, and other items of interest for our customers
- Vertical link list on left-hand side of page showing main gaming categories with active links and sub-link windows
- Footer section with links to legal, webmaster, and e-mail information

 **The Gamekeeper**
Your Online Game Store & More

Shopping cart Search Site Map

Strategy Simulation Role-Play Puzzles Family Electronic Blog

Vertical NavBar
Link 1
Link 2
Link 3
Link 4
:
:
:
:
Link n
Blog Link

Welcome Message
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi ac diam quis ipsum dignissim ullamcorper. Maecenas adipiscing est nec dolor hendrerit porta pretium ipsum mattis. In dui ante, varius eget adipiscing vel, adipiscing in arcu.

Featured / Sale items.
Seasonal promotions, etc.

Copyright notification and other footer information

Figure 3 Example of The Gamekeeper’s homepage

Drop-down navigation menus

Use drop-down submenus for all major menu links. The drop-downs should show games ordered by type (Strategy, Family, Puzzle, etc.), manufacturer (Milton Bradley, Mattel, Parker Bros., etc.), and then names (Parcheesi, Chess, Risk, etc.).

Secondary and subsequent page navigation

All webpages below the homepage will contain the following links and characteristics as a minimum, in addition to other pertinent page content:

- The corporate logo and badging in the upper left corner, coded as a link back to the main site, or homepage. Subpages logo size will be 75% of homepage
- A horizontal navigation bar with links to all of the second level web pages (see the Homepage Navigation and Linking–Categories sections for details)
- A return link to the “parent” level webpage
- Vertical link list on left-hand side of page showing main gaming categories with active links and sub-link windows
- Utility links:
 - Shopping Cart
 - Search
 - Site Map
 - Help/Contact Us
 - Other utility links as needed
- Detail section showing focus games from parent link(s)
- Footer section with links to legal, webmaster, and e-mail information

Shopping cart navigation

We use the [Insert Name Here] shopping cart tool. All interior navigation, such as: quantities, discount coupons, shipping, gift wrapping, etc., will be handled by the [Automated Shopping Cart Tool] as a frame within the standard webpage template.

Special “Return to Shopping” and Up-links will be provided. These will allow customers to stay focused on the shopping cart and our website content.

Use of multiple windows

Use of multiple windows will be limited comparison/detail pop-out windows to aid customers in selecting their games. The focus for the customer should always be The Gamekeeper website and our products.

Use of the Back button

Do not force the user to rely upon the Back button to go to previous level webpages. Provide a link to the parent page on all subordinate pages.

Linking

Linking is how we direct and aid our customers to the items they wish to purchase. Consistency is key to making it easy for users to find and follow correct links. Never use an indicator that could be confused as a link on a non-linking word or symbol; this includes arrows, bullets, or underlining that is not needed for the accompanying text.

Categories (link groups)

These are the main groups for sorting our products to aid our customers in selecting their games and accessories. Additional link groups will be added to match our product offerings, including brands/manufacturers and game names. Below is a listing of the first level link categories.

Strategy Games

This section includes most board-based games such as checkers and chess, and others like *Axis & Allies*.

Simulation Games

Includes board games and figure strategy games. Include a cross-link to *Electronic Games*.

Card Games

From basic playing cards (collectable and standard) to various themed decks (*Mille Borne*, *Crazy Eights*, etc.) to any games that center on the use of playing cards.

Role-Playing Games

This group includes *Dungeons & Dragons* and similar offerings. This section also includes accessories such as dice, books, costuming, and figurines.

Puzzles

All puzzles and similar entertainment. Cardboard, 2-D, 3-D, and other puzzles requiring mechanical manipulation to play.

Family Games

General family type games for two to many players—from child/early learners to adult party games.

Electronic Games

This section will include stand-alone electronic games and cartridge/console systems from Sony, Nintendo, and others. This will likely be our most dynamic section of the online store.

Gamers' Life Blog

This is an interactive posting for discussions about our new offerings, how to enjoy games, and similar related discussions between staff and customers. The blog uses the WordPress blogging engine and associated tools.

Link design

All links should have a consistent appearance. These fall into three main categories:

- Standard links – should be dark-blue or black text outlined dark-blue.
- Underlined links – words inside text blocks (when required) will be dark-blue and underlined to call attention to the link; use sparingly.
- Rollover links – should be red or have a red outline. To avoid confusion no other links will be in red or outlined in red.

Never use the term “click here” to identify a link. This looks unprofessional and cluttered.

Link names

Links should be hooks or invitations to content users want to find. Names should make it clear what the destination page is. Any external links must be marked as such so that customers will not be surprised by suddenly finding themselves on another website.

Use of underlining

Underlining is used only for in-text links. Underlined links should be used sparingly and only when necessary. Words inside text blocks will be dark-blue and underlined to call attention to the link.

Screen content

The goal of any webpage should be a clean and clear presentation of the purpose for that page. From the homepage, which presents our company mission and invites customers to explore further, to checkout, our customers should know who we are and what services we provide.

Line length

Text lines should be short enough to read easily on a computer screen. This means limiting text to 40-60 characters per line. Allow space for any associated graphics, so that it does not look crowded or cause confusion for the user.

Modularity

Each subpage’s main content should be a self-contained unit dealing with either a game type or manufacturer offering. Besides the main content, each page will use the same standard header, footer, and navigation elements for consistency of branding and user experience.

Screen length

Webpages are optimized for screen resolution of 800 x 600 pixels. Screen lengths of two screens are okay but will never exceed three page lengths for a single webpage.

Paragraphing

Clear paragraph breaks and headers should be used to aid in readability. Do not indent first line of paragraphs.

Sentence length

Sentence length on the webpage is related to text line length and readability. They should be short enough to read easily on a computer screen, but still contain meaning. Sentences should not use complicated constructions, either. Limit sentences to no more than twenty-five words long.

Screen layout and design

The Gamekeeper website is designed for a minimum 800 x 600 screen resolution. Use care to make certain that elements are not set too wide that they will push the left column or main body areas out of alignment. Pages that look broken, or poorly designed, will detract from the overall site appearance and our corporate image.

Accessibility

Observe best practices to allow access to the greatest number of users to our website. These include:

- Limit or eliminate the use of large (slow loading) graphics
- Do not use flashing icons or similar graphics
- Test and certify website to function with most popular browsers
- Include technologies to aid reader software functionality
- Use simplified English in all site text, descriptions, and link names

Color

Black: (#000000) – used for majority of text, borders, and lines. Also used for links with dark-blue outlines.

Dark-Blue: (#000099) – used for main link text and as border color for links.

Light-Blue: (#CCFFFF) – background/fill for webpages.

Teal: (#009966) – highlight/contrast use on webpages.

Red: (#CC0000) – used mainly to highlight mouse-over link text. This color may be used for other non-textual design needs.

Miscellaneous colors: use per designer designation. Other colors may be used as mandated by suppliers to match their product branding.

Feedback

We want to hear from our customers, both good and bad experiences. Though we want to minimize any bad experiences, we must know about them to fix any issues. To this end a “Contact Us” link will be on every webpage on our site to allow easy e-mail access to customer service. The mail-to e-dress is **customerservice@thegamekeeper.com**.

Flash

Use of Flash graphics will be limited to video presentations on products or exemplar use provided by our suppliers. In all cases, an alternative technology should be offered to allow accessibility to customer with older browsers or computers.

Fonts

Readability and legibility are essential to making our webpages accessible and user friendly.

Headings will use a sans-serif font. Default to Arial font family. Use either of two sizes: H1 for main headings and H3 for subheadings. H2 may be used only if a third heading size is required for a clear design.

Body text will be a serif font. Default to Times New Roman font family. Main text should be a 12pt (16px) size and use a 10pt (13px) size for labeling tables and graphics.

Header

The header is an aid to maintaining brand identity and design consistency. All graphic elements in the header should remain unchanged. This includes the logo block, utility links, and second level links, which should appear on every page. This area will be non-editable. For all subpages, header and logo will be 75% of the homepage size.

Footer

The footer section’s purpose is to aid in maintaining consistency and usability throughout the site. It is required that all pages include footer information. The main page footer contains links to legal, webmaster, and e-mail contact, plus copyright and date of update information. All subpages include copyright, date of update, and webmaster contact information.

Frames

Webpage “frames” are not to be used on this site. If the term “frames” is used in any descriptions, it is meant in the context of zone or area of the webpage, not in the HTML design context.

Forms

Web forms may be used from time to time to gather specific customer feedback and take surveys. Forms will use checkboxes, radio buttons, or text fields as needed to gather the required information. Observe best practices and protect customer privacy in all instances.

Graphics

Images and other graphic elements are not to exceed the 470 pixels width. It is best to set them to 100%, as this allows adjustment based on user's browser width. Images should be legible but not exceed to 230 x 230 pixels in size and 72 dpi resolution.

Do not use flashing or garish graphics that detract from the webpage or its message.

Identity element (masthead)

See the Header, Logo, and Homepage Navigation sections for information on masthead design.

Italics

Italicized characters are difficult to read on many computer screens. In addition, it is easy to overuse italics for emphasis. The use of italics will be limited to book titles and trademarked names that require italics.

Logo

The Gamekeeper logo will be coded as a link back to the main site, or homepage, on all subpages. See figure 4 for appearance. The logo will come in a full and $\frac{3}{4}$ size PNG files; full size for use on the homepage and $\frac{3}{4}$ (or 75%) size for all subpages.



Figure 4 The Gamekeeper web logo

Multimedia

Multimedia use will be limited to video presentations on products or exemplar use provided by our suppliers. Take care to use technologies that allow for the greatest customer accessibility; especially for those with older browsers or computers.

Screen size

Web pages are optimized for screen resolution of 800 x 600 pixels.

Scroll

Screen lengths of two screens are okay but will never exceed three page lengths for a single web page. This will prevent the need for “endless” scrolling to find information.

Tables

Any tables and similar elements in the left column, links or description area, on subpages must not exceed a width of 120 pixels. Any tables and similar elements in the right column must not exceed a width of 480 pixels. Set tables to 100%, as this allows the table to be adjustable based on user's browser window.

Legal information layout

Basic legal information such as copyright and a link to our privacy policy will be provided in the footer of every webpage. Additional legal information is covered below.

Attribution of sources

Any use of game descriptions, warranties, usage, etc., that is obtained from outside sources such as manufacturers or other reviewers must be noted along with any text used from that source. This includes partial quotes and paraphrasing of another person's words.

Copyright notices

Place a copyright notice in the footer of every page. This information will be reviewed and updated by our legal counsel on a regular basis.

Privacy information

Our customers' privacy is paramount to doing business on the web. A link to this policy must be placed on every webpage in addition to the checkout section of the shopping cart page.

Trademarks

All trademarks, branding, or other product specific information will be plainly marked on all webpages. When possible, use the branding information sent from our vendors. Never attempt to recreate another company's logo/branding; if needed, just use the name in plain text.

Usage

Consistent use of all names, abbreviations, acronyms, and other identifiers is important to provide accurate and intelligible information to our customers. This section will be updated often so refer back to make certain you are using correct terms.

Use of The Gamekeeper company name

When using the company name on the website use either the logo name, **The Gamekeeper**, in Old English font (as a graphic element), or as **THE GAMEKEEPER**, in Times New Roman, Small Caps font (bolding is optional).

Abbreviations

Use three letter abbreviations for days of the week and month names, if not spelled out:

- **Days of the week:** Mon. (Monday), Tue. (Tuesday), Wed. (Wednesday), Thu. (Thursday), Fri. (Friday), Sat. (Saturday), and Sun. (Sunday)
- **Months of the year:** Jan. (January), Feb. (February), Mar. (March), Apr. (April), May (May), Jun. (June), Jul. (July), Aug. (August), Sep. (September), Oct. (October), Nov. (November), and Dec. (December)
- **Time Zones:** EST/EDT (Eastern Standard/Daylight Time), CST/CDT (Central Standard/Daylight Time), MST/MDT (Mountain Standard/Daylight Time), PST/PDT (Pacific Standard/Daylight Time), etc.
- **Misc:** Qty. (quantity), Amt. (amount), S/H (shipping and handling)

Acronyms

Acronyms must be defined before common use. In each instance, use industry standard acronyms. For example, the American Go Association (AGA).

Numbers

Numbers include commas and decimal separators, as needed; for example, Qty. 1,000 not 1000. Dollar amounts must use the dollar symbol; for example, Price \$10.99 not 10.99.

Telephone/fax numbers

Clearly label telephone and fax numbers. The following numbers are to be noted on the shopping cart, customer service, and corporate contact pages. Other numbers may be added as appropriate.

All phone numbers will use this format:

LABEL (Area Code) Exchange–Number, ex. Customer Service (888) 555–1212

Required numbers:

- Customer Service (888) 555–1211
- Phone Sales (888) 555–1212
- Fax (888) 555–1213
- Main (888) 555–1234

Search features

Search features are to help internal and external users to find the items they are looking for. For external users these features are used by search engines (such as Google and Bing) to gather information and direct customers to our site.

Meta Tags and Metadata

Two general types of Meta Tags are on every webpage: descriptions and key words.

Descriptions

These should reflect the content of the webpage. For example, the homepage description will be: “The Gamekeeper: Your Online Games Store & More”; a subpage dealing with strategy games would read: “The Gamekeeper: Strategy games”.

Key words

Include the following key words: games, board games, strategy games, family games, role-playing games, gaming accessories. Other words may be added that highlight the specific focus of a particular webpage.

Search engine registration and optimization

Search Engine Optimization (SEO) is a key component to attracting new customers. This will be a priority task assignment to both the sales/marketing and web development teams.

Site map

The site map will show a generalized layout of the entire website with links to all second level pages and key Third Level pages. Each title or name will be a link to the referenced page.

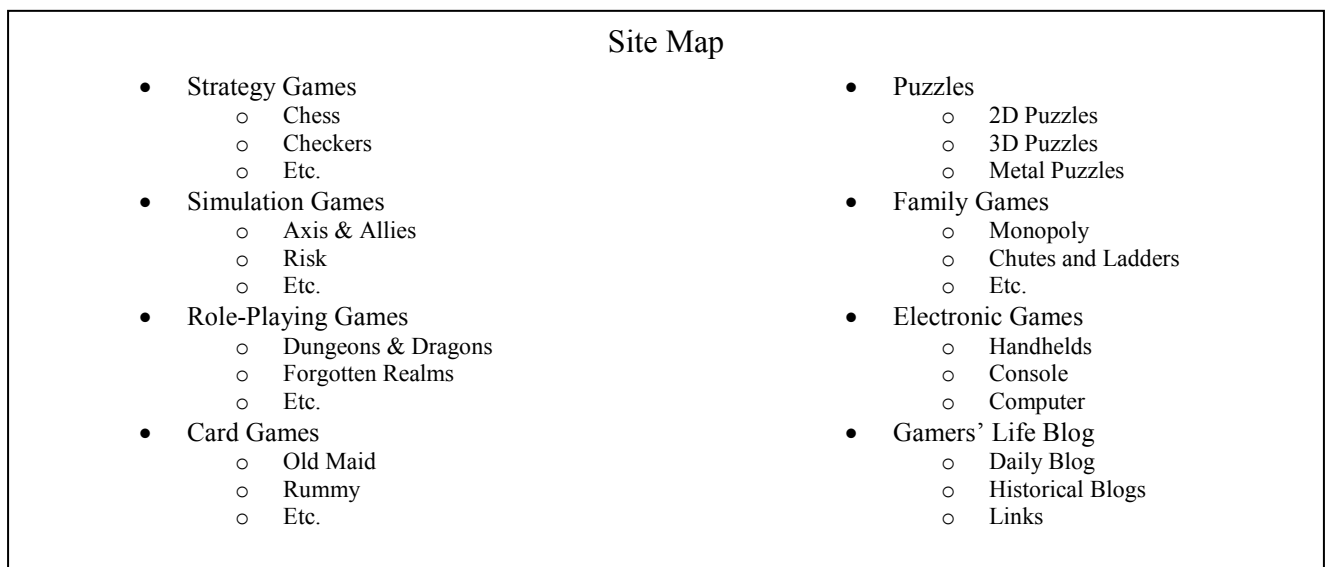


Figure 5 Abbreviated Site Map