



migration



channel
AUSTRALIA

guidelines

for web and print



Usage

The Corporate Logo (referred to as the Primary Logo) is to appear on all formal Documentation, Stationery (i.e. letterhead, business cards), Advertising (colour print media), and Internet (all web pages). **Note:** Never re-draw or re-scan the Primary Logo. Always use a logo sheet or digital art.

Specifications

Preferred 3 PMS colour reproduction on a light or medium coloured background or photograph. Typeface and outer arrow (dark blue) to be PMS 661 C (Four-colour process printing: Process Cyan 100%, Process Magenta 69%, Process Black 9%. Web safe RGB: 0C 2E 86). Inner arrow (orange) to be PMS 138 C (Process Magenta 42%, Process Yellow 100%, Process Black 1%. Web safe RGB: FC 92 00). Stylised Australia (light blue) to be PMS 542 C (Process Cyan 62%, Process Magenta 22%, Process Black 3%. Web safe RGB: 60 95 C1). On Dark backgrounds (including photographs and Black) the Logo is to appear with a white key line to avoid any contamination (i.e. bleed). **Note:** Preferred reproduction for the Primary Logo is three spot PMS colours. However, if this option is unavailable, reproduction utilising four-colour process printing (using the specified process colour percentages) is acceptable.



Mono

Preferred mono reproduction on a light or medium coloured background or photograph. Typeface and outer arrow to be Black 100%. Inner arrow to be Black 25%. Stylised Australia to be Black 60%. On Grey backgrounds (including dark photographs) the Logo is to appear with a white keyline to avoid any contamination. On Black backgrounds the Logo is to be reproduced with the typeface and outer arrow to be White 100%. Inner arrow to be Black 60%. Stylised Australia to be Black 25%. Use as fine a screen as possible for the cleanest screen reproduction. **Noted Exceptions:** In publications which use Mono inks other than Black (i.e. Reflex Blue) the same percentages apply. Use Mono ONLY when there is no other option. Never use Mono on posters or any type of facilities display material or in ANY application utilising the Intranet/Internet (i.e. Corporate web site).



Usage

The Adjunct Corporate Logo (referred to as the Secondary Logo) is to appear on all Print Media (i.e. letterhead, business cards, brochures, posters, Corporate web sites) where reproduction is in full colour. The Secondary Logo is to be used to further enhance the Corporate colour scheme and promote the Corporate image. **Note:** The Secondary Logo is to be used in conjunction with the Primary Logo NOT as a replacement (i.e. it is not a stand alone image). The Secondary Logo is NOT to be reproduced in Mono. Never re-draw or re-scan the Secondary Logo. Always use a logo sheet or digital art.

Specifications

To be reproduced on a White/light background ONLY. Where a photograph or a dark/Black background is to be used, the Secondary Logo is to be placed in a White rectangle with rounded edges (see sample below). Preferred two spot PMS plus four-colour process printing reproduction on a light or medium coloured background or photograph. "Migration" and "Australia" typeface (dark blue) to be PMS 661 C (Process Cyan 100%, Process Magenta 69%, Process Black 9%. Web safe RGB: 0C 2E 86). "Channel" typeface (orange) to be PMS 138 C (Process Magenta 42%, Process Yellow 100%, Process Black 1%. Web safe RGB: FC 92 00). Photograph of people to be reproduced in four-colour process printing. **Note:** Preferred reproduction for the Secondary Logo is two spot PMS colours plus four-colour process printing. However, if this option is unavailable, reproduction utilising four-colour process printing (using the specified process colour percentages) is acceptable.



Usage

The Colour Band is to appear on all Print Media (i.e. letterhead, business cards, brochures, posters, Corporate web sites) where reproduction is in full colour. The Colour Band is to be used to further enhance the colour scheme of the Corporate web site (i.e. each Visa section is coded to a particular colour in the Colour Band). **Note:** The Colour Band is NOT to be reproduced in Mono. Never re-draw or re-scan the Colour Band. Always use a logo sheet or digital art.











Positioning

To enhance the Corporate web site colour scheme the Colour Band should always be positioned (where practical) at the top right-hand corner of the page.

Specifications

To be reproduced on a White/light background ONLY. The eight spot PMS colours are supported by a 100% Black key line. The PMS colours are (from left to right):

	PMS 021 C Process Cyan 100%, Process Magenta 69%, Process Black 9% Web safe RGB: FF 78 00
	PMS Warm Red C Process Magenta 75%, Process Yellow 90% Web safe RGB: FE 41 10
	PMS Reflex Blue C Process Cyan 100%, Process Magenta 73%, Process Black 2% Web safe RGB: 0E 2B 8D
	PMS Green C Process Cyan 100%, Process Yellow 59% Web safe RGB: 01 92 72
	PMS Purple C Process Cyan 38%, Process Magenta 88% Web safe RGB: 9C 1E 8B
	PMS Rhodamine C Process Cyan 3%, Process Magenta 89% Web safe RGB: Eb 20 8D
	PMS Process Blue C Process Cyan 100%, Process Magenta 10%, Process Black 10% Web safe RGB: 01 82 AC
	PMS 154 C (brown) Process Magenta 46%, Process Yellow 100%, Process Black 34% Web safe RGB: AB 5B 00

Note: As it is unrealistic to reproduce the Colour Band in eight PMS spot colours, the preferred reproduction for the Colour Band is four-colour process printing using the eight specified process colour percentages.

Usage

The Tag Line is to appear on all Media (i.e. letterhead, business cards, brochures, posters, Corporate web sites). The Tag Line may be used in conjunction with the Secondary Logo to further promote the Corporate image. **Note:** If creating the Tag Line from editable text ensure correct use of Font, height and spacing (see page 7). Always maintain control space (see page 6). The Tag Line should always be centred under the Logo and be in CAPITALS.

Specifications

Preferred PMS colour reproduction is on a light or medium coloured background or photograph. Typeface (orange) to be PMS 138 C (Process Magenta 42%, Process Yellow 100%, Process Black 1%. Web safe RGB: FC 92 00). On dark backgrounds (including photographs and Black) the Tag Line may appear with a white key line (when used in conjunction with the Secondary Logo) to avoid any contamination (i.e. bleed) or print PMS 138 C reversed out of background (not overprinted). **Note:** Preferred reproduction for the Tag Line is PMS 138 C. However, if this option is unavailable, reproduction utilising four-colour process printing (using the specified process colour percentages) is acceptable.

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Mono

Preferred mono reproduction on a light or medium coloured background or photograph. Typeface to be Black 100%. On Grey backgrounds (including dark photographs) the Tag Line may appear in Black 100% with a white key line (when used in conjunction with the Secondary Logo) or printed Black 25%. On Black backgrounds the Tag Line is to be reproduced White 100%. Use as fine a screen as possible for the cleanest screen reproduction. **Noted Exceptions:** In publications which use Mono inks other than Black (i.e. Reflex Blue) the same percentages apply. Use Mono ONLY when there is no other option. Never use Mono on posters or any type of facilities display material or in ANY application utilising the Intranet/Internet (i.e. Corporate web site).

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Primary Logo

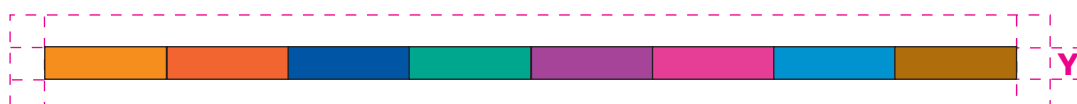
Always maintain the control space around the Primary Logo (this is also true for reproductions on Gray or Black backgrounds). **Note:** Control space = **Y** in the diagram below.

**Secondary Logo**

Always maintain the control space around the Secondary Logo EXCEPT when incorporating Colour Bar (use Colour Bar control space). **Note:** Control space = **Y** in the diagram below.

**Colour Bar**

Always maintain the control space around the Colour Bar. **Note:** Control space = **Y** in the diagram below.



Usage

Use these typefaces to create the correct Corporate style based on existing design principles as stated in this Guide. Be sure to use the correct font with the specified horizontal scale and line spacing where noted. If developing new heading and body text be mindful of the correct colour scheme (i.e. maintain Visa section colour coding). **Note:** The Gill Sans, Verdana, and Futura typefaces are available worldwide through typographers and Adobe Systems Incorporated for both Windows and Macintosh systems.

Specifications

Internet The majority of site content should be coded and displayed as HTML text, for a variety of usability reasons. The font (size and weight) displayed for HTML text is controlled by the migrationchannel.com Master Style Sheet. For emphasis, tags can be used (as opposed to <bold>). The style sheet defines the font family as: Verdana, Arial, Helvetica, sans-serif. For the purposes of this document, Verdana is recognized as the preferred HTML font. The Style Sheet controls the font, as well as the color attributes of HTML copy: Regular or Boldface copy: #FFFFFF; Active Hyperlink: #0066CC (underlines upon mouse-over); Visited Hyperlink: #666666

Body Copy Verdana Regular <i>Use in screen based work i.e. web site</i>	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Subheads Verdana Bold <i>Use in screen based work i.e. web site</i>	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Headlines Gill Sans Light <i>Use in print and screen based work</i>	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Headlines Gill Sans Regular <i>Use in print and screen based work</i>	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Announcements Gill Sans Bold <i>Use in print and screen based work</i>	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Body Copy Futura Book <i>Use in print based work i.e. business cards</i>	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Subheads Futura Bold <i>Use in print based work i.e. business cards</i>	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Usage

The Company's official "Purpose and Mission".

Statement

Migration Channel is committed to the principle that humane, intelligent and orderly migration equally benefits both migrants and Australian society. As a leading international organization for Australian migration, Migration Channel acts with its partners in the international community to:

- Assist in meeting the growing operational challenges of migration management,
- Advance understanding of migration issues,
- Encourage social and economic development through migration, and
- Uphold the human dignity and well-being of migrants

**Usage**

Corporate Letterhead (version one) to be used for all official correspondence (legal copy can run across the width of the Letterhead as shown in the shaded footer area). The Letterhead is to feature the Colour Bar (top right corner), Primary Logo (upper right corner), and Tag Line (bottom right corner). Tag Line is to be aligned with Colour Bar (same distance from right). Contact details are to be in the Corporate Body Copy font (see page 7) and distanced as per Control Space (see page 6). **Note:** Maximum text area is highlighted in this Magenta bounding box.

Specifications

The Letterhead is to be reproduced in full colour utilising a minimum of four-colour process printing and a maximum of 3 PMS spot colours (for Primary Logo and Tag Line) and four colour process printing for Colour Bar and Contact details (text in Black 100%). For colour specifications see pages 2, 3, and 4. **Note:** Letterhead to be A4 trim size (210mm wide x 297mm high). With regard to Contact details, be sure to kern (or track) letters so spacing is not too tight or too open. Set all Contact details in CAPITALS except internet and email information (ensure descenders and ascenders do not touch).

Type*Contacts*

Futura Book 7pt on 11pt (25 tracking)

Futura Bold 6pt on 11pt (25 tracking)

Tag Line

Gill Sans Regular 8pt (435 tracking)

**AUSTRALIAN REP OFFICE**

TEL +{61} (0) 000 00 00 00

FAX +{61} (3) 0000 000

ASIAN OFFICE

TEL +{65} 0000 0000

FAX +{65} 0000 0000

www.yourwebaddresshere.com

info@yourwebaddresshere.com

Note: Letterhead not to scale

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**Usage**

Publicity Letterhead (version two) to be used for all public correspondence. The Letterhead is to feature the Colour Bar (top right corner), Primary Logo (upper right corner), Secondary Logo (lower right corner), and Tag Line (bottom right corner). Tag Line is to be aligned with Colour Bar (same distance from right). Contact details are to be in the Corporate Body Copy font (see page 7) and distanced as per Control Space (see page 6). **Note:** Maximum text area is highlighted in this Magenta bounding box.

Specifications

The Letterhead is to be reproduced in full colour utilising a minimum of four-colour process printing and a maximum of 3 PMS spot colours (for Primary Logo, Secondary Logo and Tag Line) and four colour process printing for Colour Bar, Secondary Logo photograph and Contact details (text in Black 100%). For colour specifications see pages 2, 3, and 4. **Note:** Letterhead to be A4 trim size (210mm wide x 297mm high). With regard to Contact details, be sure to kern (or track) letters so spacing is not too tight or too open. Set all Contact details in CAPITALS except internet and email information (ensure descenders and ascenders do not touch).

Type*Contacts*

Futura Book 7pt on 11pt (25 tracking)

Futura Bold 6pt on 11pt (25 tracking)

Tag Line

Gill Sans Regular 8pt (435 tracking)

Note: Letterhead not to scale

**AUSTRALIAN REP OFFICE**

TEL + (61) (0) 000 00 00 00

FAX + (61) (3) 0000 000

ASIAN OFFICE

TEL + (65) 0000 0000

FAX + (65) 0000 0000

www.yourwebaddresshere.com

info@yourwebaddresshere.com

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Useage

Letterhead Follower to be used for all correspondence requiring more than a single page (Letterhead). The Letterhead Follower is to feature the Primary Logo (upper right corner), and Tag Line (bottom right corner). Both the Primary Logo and Tag Line are to be positioned EXACTLY as per the Letterhead (version two). **Note:** Maximum text area is highlighted in this Magenta bounding box.

**Specifications**

The Letterhead Follower is to be reproduced in full colour utilising four-colour process printing OR 3 PMS spot colours (for Primary Logo and Tag Line). For colour specifications see pages **2**, and **5**. **Note:** Letterhead Follower to be A4 trim size (210mm wide x 297mm high).

Type

Tag Line

Gill Sans Regular 8pt (435 tracking)

Note: Letterhead Follower not to scale

migrationchannelfacsimile



LEVEL 2, 349 COLLINS STREET
MELBOURNE, VICTORIA
AUSTRALIA 3000
MOBILE +61 (0) 417 118 511
FAX +61 3 9800 0944
WEB www.migrationchannel.com
EMAIL info@migrationchannel.com

SINGAPORE OFFICE
PHONE (+65) 9191 2002
FAX (+65) 6778 7432

DATE

TO

ATT

FAX

FROM

PHONE

DETAILS

Usage

Facsimile to be used for transmissions requiring a single page (i.e. cover sheet). The Facsimile is to feature the Primary Logo (upper right corner), and Tag Line (bottom right corner). Both the Primary Logo and Tag Line are to be positioned EXACTLY as per the Facsimile Follower. Contact details are to be in the Corporate Body Copy font (see page **7**) and distanced as per Control Space (see page **6**). Futura Bold is to be used for the FAX text lines. **Note:** Maximum text area is highlighted in this bounding box.

Specifications

The Facsimile is to be reproduced in Mono preferably utilising Black ink. For mono specifications see pages **2** and **5**. **Note:** Facsimile to be A4 trim size (210mm wide x 297mm high).

Type*Heading*

Gill Sans Regular/Light/Regular 21pt (138 tracking)

Contacts

Futura Book 7pt on 11pt (25 tracking)

Futura Bold 6pt on 11pt (25 tracking)

To From

Futura Bold 7pt on 22pt (25 tracking)

Tag Line

Gill Sans Regular 8pt (435 tracking)

Note: Facsimile not to scale

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Useage

Facsimile Follower to be used for all transmissions requiring more than a single page (Facsimile). Facsimile Follower can also be used as a letterhead follower where correspondence does not require the higher quality colour Letterhead Follower. The Facsimile Follower is to feature the Primary Logo (upper right corner), and Tag Line (bottom right corner). Both the Primary Logo and Tag Line are to be positioned EXACTLY as per the Letterhead Follower. **Note:** Maximum text area is highlighted in this Grey bounding box.

**Specifications**

The Facsimile Follower is to be reproduced in Mono preferably utilising Black ink. For mono specifications see pages **2** and **5**. **Note:** Facsimile Follower to be A4 trim size (210mm wide x 297mm high).

Type

Tag Line

Gill Sans Regular 8pt (435 tracking)

Note: Facsimile Follower not to scale

Usage

The Business Card is a vital marketing tool (i.e. a first impression during networking). Utilising the Corporate colour scheme, the Business Card enhances the Corporate identity and helps tie in the Company's major marketing tool – the Corporate web site. The Business Card's bright, colourful design helps identify the recipient with the Corporate brand (i.e. what we do and how we do it). **Note:** Never re-draw or re-scan the Logos. Always use a logo sheet or digital art. Business Cards to scale (95mm x 55mm).

Specifications

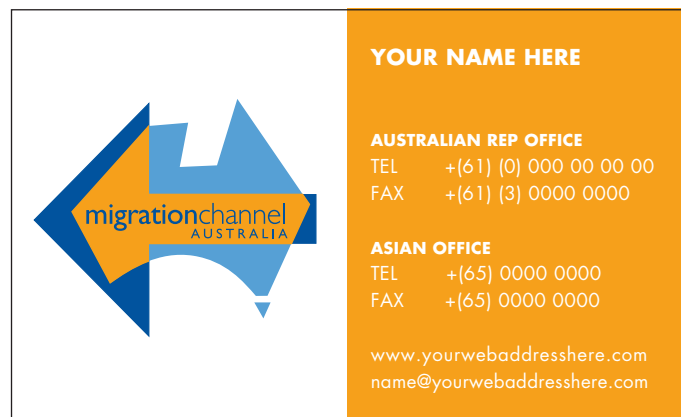
Preferred 3 PMS colour reproduction (front) with 3 PMS colour reproduction and four-colour process printing (back) on White Matt 350gsm Artboard with matt cellocheen (lamine). **Note:** Preferred reproduction for the Primary Logo is three spot PMS colours. However, if this option is unavailable or cost prohibitive, reproduction utilising four-colour process printing (using the specified process colour percentages) is acceptable. For Primary and Secondary Logo colour specifications refer to pages **2** and **3**.

Type (Front)

Name: Futura Bold 8pt on 10.1pt (25 tracking)

Contacts: Futura Book 7pt on 11pt (25 tracking)

Office: Futura Bold 6pt on 10.1pt (25 tracking)



Type (Back)

Internet: Gill Sans Regular 11pt (25 tracking)

Tag Line: Gill Sans Regular 7 pt (390 tracking)



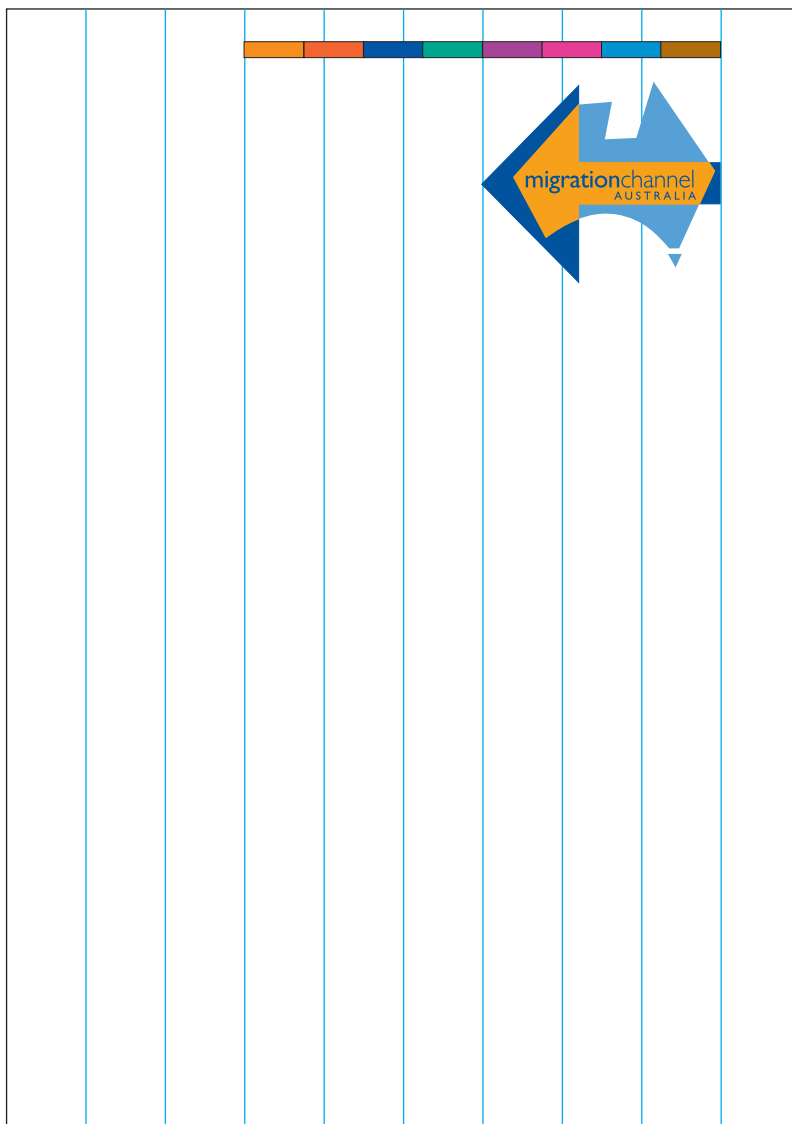
Usage

The consistent look of the Corporate collateral begins with the underlying structure or grid. The Migration Channel Grid System creates the structure for the visual, body copy and positioning of the logo. These guidelines provide the designer with the specifications needed to follow the Grid System which is based on units of **X** and is based on 1/10, 1/15, 1/20, or 1/30. Grid selection is predetermined based on collateral size.

Specification

General rule for determining **X** is based on width of collateral:

- DL collateral (i.e. <110mm) divide the document width by 10 (i.e. **X** = 1/10 of document width)
- A5 collateral (i.e. <148mm) divide the document width by 10 (i.e. **X** = 1/10 of document width)
- A4 collateral (i.e. <210mm) divide the document width by 15 (i.e. **X** = 1/15 of document width)
- A3 collateral (i.e. <297mm) divide the document width by 20 (i.e. **X** = 1/20 of document width)
- A2 collateral (i.e. >420mm) divide the document width by 30 (i.e. **X** = 1/30 of document width)



A5 brochure; 1/10 Grid; 50% Actual Size

The first step in designing Migration Channel collateral (i.e. brochures, posters, print advertments) is to determine **X**, which is based on a 1/10, 1/15, 1/20, or 1/30 grid. On all small brochures (i.e. A5, DL and smaller), the Migration Channel logos (Colourband and Primary Logo) should be positioned at the top right. For all other collateral, the Migration Channel logos (Primary and Secondary Logos) should be positioned at the bottom right.

The Migration Channel mandatory copy should be included on the back of all collateral. This may include specific details (i.e. legal, copyright, etc). Wording may vary based on requirements of the participating country. Back covers can also be used for additional descriptive copy content.

Note: The Colourband should always be positioned at top right on all Migration Channel collateral. To determine sizings and positioning, distance all major text blocks and Corporate icons a minimum of **1X** from trim edges (Colourband can be the exception).

Introduction

For global sites it is important to define the style guidelines at a central, global level in order to maintain quality and consistency across all sites. These guidelines should, however, allow enough room for appropriate localisation (proposed Migration Channel home page shown below. **Note:** Not to scale).

CLIENT LOGIN:
 USER NAME
 PASSWORD ID

IF YOU ARE HAVING LOGIN PROBLEMS?
NEW CLIENTS REGISTER HERE




SKILLED VISA

STUDENT VISA

WORKING HOLIDAY VISA

VISITOR VISA

BUSINESS VISA

PARENT VISA

RETIREMENT VISA

PARTNER VISA

JOIN OUR ASSOCIATE PROGRAM \$\$\$

HOME

ABOUT US

OUR SERVICES

LIVING IN AUSTRALIA

WORKING IN AUSTRALIA

HELP

INFORM A FRIEND

[australianvisa](#)

FREE REVIEW

ARE YOU ELIGIBLE?

REASON FOR MIGRATING TO AUSTRALIA?

TITLE

GIVEN NAME / FIRST NAME

MIDDLE NAME

FAMILY NAME / LAST NAME

EMAIL ADDRESS

USER NAME

PASSWORD

CONFIRM PASSWORD

☐ I AGREE TO THE [TERMS & CONDITIONS](#) OF [migrationchannel.com.au](#)



win a trip to australia



[skilledvisa work](#)

DO YOU QUALIFY?

Do you want to live and work in Australia? Until June 2006 there are more than 100,000 **Australian Skilled Visas** to be granted. Australia advertises weekly for over 160,000 jobs and it enjoys it's lowest unemployment rate in 23 years.



[studentvisa study](#)

DO YOU QUALIFY?

Do you want to study in Australia? Each year over 150,000 international students arrive on **Australian Student Visas**. The Overseas Student Program (OSP) allows people who are not Australian citizens or permanent residents to study in Australia.



[workingvisa holiday](#)

DO YOU QUALIFY?

Do you want to holiday and work in Australia? The **Australian Working Holiday Visa** provides an opportunity for young people from selected countries to holiday and work in Australia for a period of 12 months, allowing them to explore the country.



[visitorvisa travel](#)

APPLY ONLINE

Do you want to travel to Australia? The **Australian Visitor Visa** allows people to travel to Australia for tourism or business. Applicants from certain countries can conveniently and securely apply online for an **Electronic Travel Authority** (ETA).



[businessvisa](#)

DO YOU QUALIFY?

Do you want to purchase, manage or create a business in Australia? The **Business Skills Visa** class encourages successful business people to permanently settle in Australia and contribute to the economy by developing new or existing businesses.



[parentvisa family](#)

DO YOU QUALIFY?

Do you want to join your children in Australia? Parents may be able to migrate if they have a child who is an eligible Australian citizen or permanent resident. **Australian Parent Visas** are available for parents of both working and pension age.



[retirementvisa](#)

DO YOU QUALIFY?

Do you want to retire in Australia? The **Australian Retirement Visa** is for people over the age of 55, who have no dependants (other than a spouse), and can easily support themselves in Australia.



[partnervisa family](#)

DO YOU QUALIFY?

Do you want to join your partner in Australia? The **Australian Partner Visa** is for people who have an eligible Australian spouse or interdependent partner, or who wish to come to Australia to marry their Australian fiancé.

LINK TO US

ASSOCIATE PROGRAM

TERMS OF USE

PRIVACY STATEMENT

CODE OF CONDUCT

SHOPPING GUIDES

CONTACT US

EMBASSIES

MIGRATION NEWS

OUR PARTNERS

USEFUL LINKS

OFFICE LOCATIONS

WEBMASTER






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Overview

Creating a set of agreed guidelines ensures site updates run more efficiently. Endless discussions and debates over often subjective design details such as type faces and colors can waste large amounts of time. It is not that these details are not important but if they can be codified it avoids having the same debates over and over again. Team members and content contributors can work much more efficiently if they clearly understand the design and brand parameters they must work to. This becomes particularly important as the Corporate web site grows and there are increasing numbers of distributed authors and parties involved in adding to, and updating, the web site (internet or intranet).

Hypermedia facilitates quick navigation between linked documents and supports a certain degree of interactivity. Interactive features (i.e. application forms) provide efficient and immediate online services. It is important to realize that hyperlinks, forms, and Java applets represent the present stage of web use, and that as new features such as VRML become increasingly utilized, it will be vital to maintain a balance between useability and technology. Regardless of positioning, Corporate web pages must adhere to the Style Guide and conform with the web project method with consideration given to Structure, Balance, Content and Links.

Structure The most popular is the hierarchical tree structure. The reasoning is that since Clients are already familiar with such an organization, including a table of contents, chapters, sections, and sub-sections, then they will find it useful in navigating the web site. The conventional tree structure provides important information about sequence, quantity, and relationships between parts.

Balance To create an effective tree structure for a large, multi-page site, the distribution and arrangement of pages within a site should be neither too deep nor too shallow. Clients should not be forced to follow a succession of links to get to a desired page, nor should they simply be given a long list that does not indicate the logical relationship between the pages.

Content Because it is quite common for Clients using hypermedia to jump to other links before reaching deeply nested pages, consider putting as much important content towards the top of the site hierarchy as possible. One challenge to this is the heavy use of search engines. Since search engines can deposit a user at any point within a site, it is perhaps unwarranted to assume that users will enter through the page the Corporation expects.

Links Even though a hierarchical site structure is preferred, this is not to say that internal links that allow navigation within a web site should be avoided. On the contrary, the use of internal links is an appropriate and effective use of hypermedia. But it should not substitute for the existing convention of a hierarchical design.

The screenshot displays the Migration Channel Australia website. At the top, there is a 'CLIENT LOGIN' section with fields for 'USER NAME' and 'PASSWORD ID', and an '> ENTER' button. Below this is a link for 'NEW CLIENTS REGISTER HERE'. The main navigation bar includes links for 'HOME', 'ABOUT US', 'OUR SERVICES', 'LIVING IN AUSTRALIA', 'WORKING IN AUSTRALIA', 'HELP', and 'INFORM A FRIEND'. A secondary navigation bar lists various visa types: 'SKILLED VISA', 'STUDENT VISA', 'WORKING HOLIDAY VISA', 'VISITOR VISA', 'BUSINESS VISA', 'PARENT VISA', 'RETIREMENT VISA', and 'PARTNER VISA'. The main content area features several promotional banners and links for different visa categories, each with a 'DO YOU QUALIFY?' link. These include 'skilledvisa work', 'studentvisa study', 'workingvisa holiday', 'visitorvisa travel', 'businessvisa', 'parentvisa family', 'retirementvisa', and 'partnervisa family'. A 'win a trip to australia' banner is also visible. At the bottom, there is a footer with links for 'LINK TO US', 'ASSOCIATE PROGRAM', 'TERMS OF USE', 'PRIVACY STATEMENT', 'CODE OF CONDUCT', 'SHOPPING GUIDES', and 'CONTACT US'. There are also logos for 'EMBASSIES', 'MIGRATION NEWS', 'OUR PARTNERS', 'USEFUL LINKS', 'OFFICE LOCATIONS', and 'WEBMASTER'.

Overview

This Style Guide contains general information on the development of the Corporate web site's look and feel through *Design System Goals* (listed below). To adopt the look and feel also means the adoption of Web Standards Initiative (WSI) through developing the Migration Channel Style and Behaviour Library (see WSI summary):

Maintain contemporary, appealing and simple-to-use design system for Migration Channel web

- Optimize for file size with more efficient coding approach (CSS,XML)
- Improve design based on web behavior trends, user feedback

Achieve greater consistency across Business Units, regions, and corporate

- Standardized approach to navigation and global brand elements
- Common search engine experience (Migration Channel's Google appliance)
- Common Site Analysis tool (i.e. Hitwise)

Position web sites for future evolution

- Next generation access by users
- Rapid conversions for next redesign or update
- Prepare sites for marketing systems consolidation where appropriate

Overview

Web Standards Initiative (WSI)

A Strategic Advantage

Using standards today means:

- Reducing cost of developing and managing web sites
 - Markup is easy to read/write and consistent in quality
 - Presentation and behavior are centrally controlled, no longer within markup
 - Benefits of using best practices encourages self-governance
- Reaching a wider audience
 - Lightweight pages load faster, use less bandwidth
 - Compatible across browsers and operating systems
 - Graceful support of *old browsers*
 - Organically improved search engine ranking
 - Compliance with accessibility law
- Unifying the development community
 - Content management system agnostic (i.e. Documentum, Dreamweaver, HomeSite)
 - Developers, vendors and page authors can quickly learn and leverage the standards

Looking ahead:

- Reduced maintenance cost, both ongoing and at *redesign-time*
- Extend style and behavior beyond desktop browsers (i.e. WAP, PDAs)
- Consistent experience leads to improved customer acquisition and satisfaction
- Opportunity to integrate XML-based technologies (i.e. web services, XSLT)

Concept of *One In Action*:

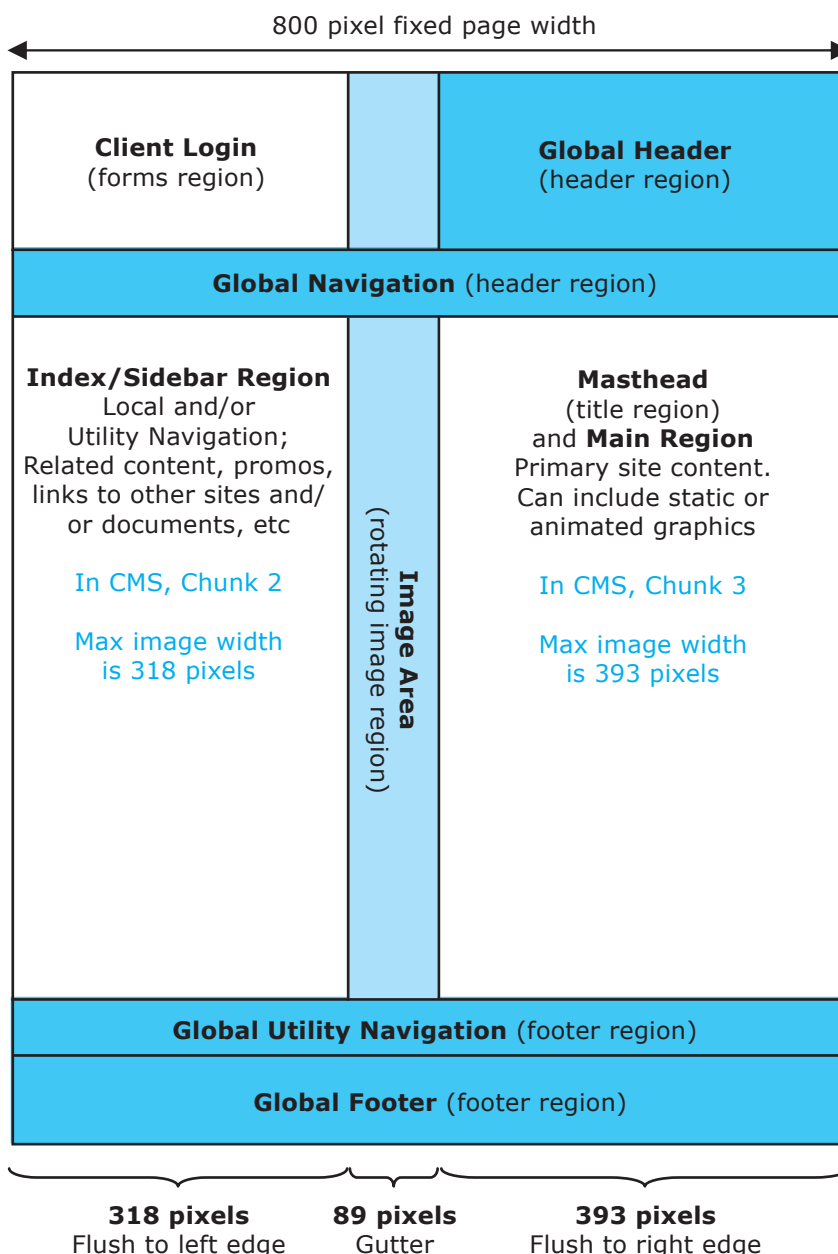
- Content, markup, presentation, behavior and business logic can evolve independently
- Synergy increases with additional content rationalization

To be accomplished:

- Rationalize markup across all pages on the www.migrationchannel.com
 - Adhere to web standards *best practices*
- Develop a page framework with reusable, consistent regions
 - Regions to be high-level, style and behavior agnostic
 - Content-as-markup permitted (styled) only within specific regions
- Use an economy of markup to keep pages simple and lightweight
 - Same-type content is marked up identically no matter what region it is placed in
 - Accessibility built-in from the start (i.e. Access Keys, Skip Navigation)
- Create a presentation and behavior library
 - Library subdivided by regions and media (i.e. screen, print, handheld, TV, Braille)
 - Single entry points into CSS and JavaScript/ECMAScript (one link for each)
- Aligned with page framework and the evolving 2005/2006 design system
 - Regions, media, semantic labels influence presentation

Overview

Global Header and *Global Footer* must appear, in complete form, on every page of the site. If the site is created in the CMS, they should display automatically. *Index/Sidebar Region* houses Local and Utility Navigation accessed via the Forms Region. It also houses content related to the content found in the main region, such as graphic or text promotions, links to other sites, documents, related resources, login boxes, etc. In CMS, this content area is Chunk 2. As the site consists of two or more pages, both *Global Navigation* and *Global Sub-Navigation* are mandatory. *Masthead/Main Region* houses primary page/site content, as well as any associated images, animated or static. In CMS, for this page grid, this content area is Chunk 3. The Image Area located in column 2 is the site's primary graphic region and should be accessed via a Random Image script. **Note:** The Master Grid Structure is based on a 3 column template. The migrationchannel.com CMS should support several variations on the master grid, depending on site type and content. Content is dropped into *chunks* and proportions are then set to determine how and where content is displayed on a page.



Migration Channel home page (index page) is based on the Master Grid Structure.

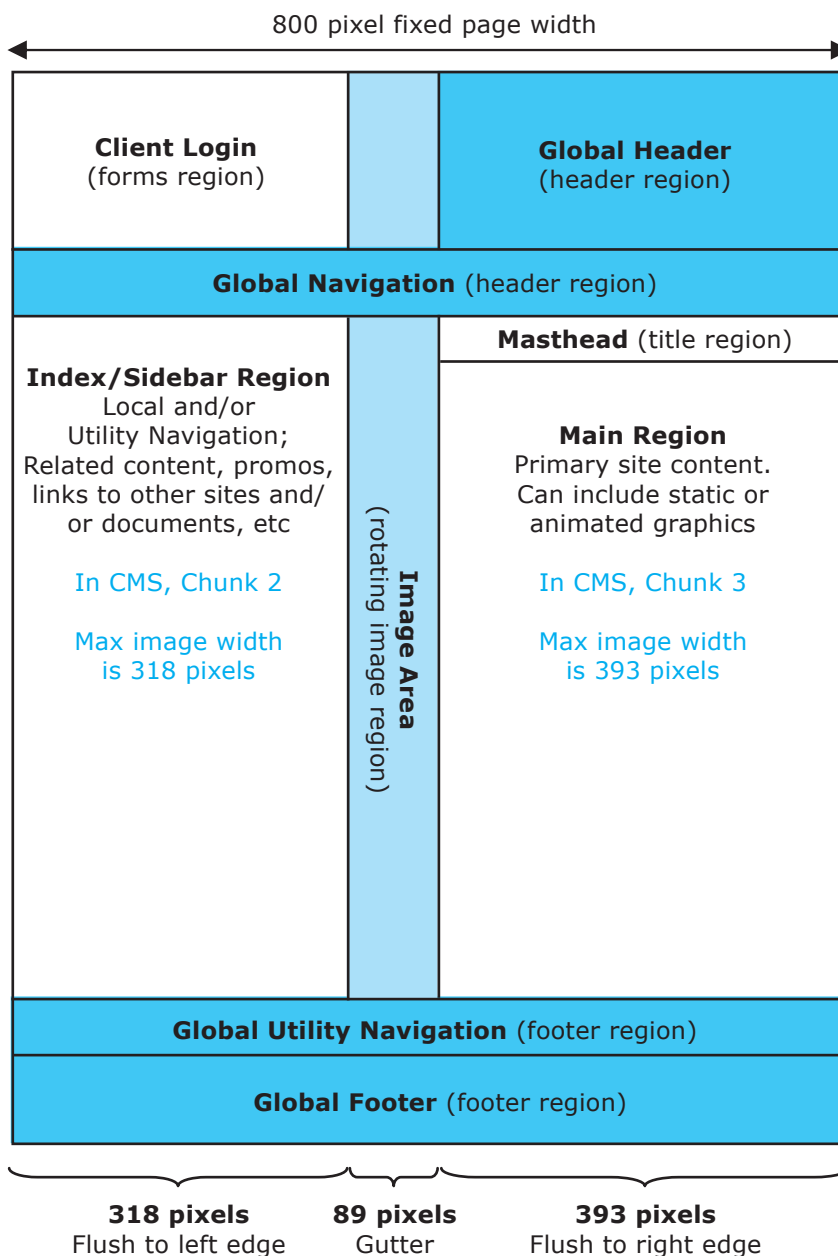
Introduction

Top level pages on migrationchannel.com should retain the graphical structure from the Home Page and enforce the primary colour scheme of each Visa sub section (proposed Migration Channel *Skilled Visa - Work* primary page shown below. **Note:** Not to scale).

CLINT LOGIN: <input type="text"/> USER NAME <input type="password"/> PASSWORD ID <input type="button" value="ENTER"/>									
<p>IF YOU ARE HAVING LOGIN PROBLEMS? NEW CLIENTS REGISTER HERE</p>									
<p>ASSISTING YOU TO MIGRATE TO AUSTRALIA</p>									
SKILLED VISA	STUDENT VISA	WORKING HOLIDAY VISA	VISITOR VISA	BUSINESS VISA	PARENT VISA	RETIREMENT VISA	PARTNER VISA	JOIN OUR ASSOCIATE PROGRAM \$\$\$	
HOME	ABOUT US	OUR SERVICES	LIVING IN AUSTRALIA	WORKING IN AUSTRALIA	HELP	INFORM A FRIEND			
australianvisa ARE YOU ELIGIBLE?		<input type="button" value="FREE REVIEW"/>							
REASON FOR MIGRATING TO AUSTRALIA? <input type="text"/>		<input type="button" value="NEXT"/>		<h2>skilledvisa work</h2> <p>Do you want to live and work in Australia? Until June 2006 there are more than 100,000 Australian Skilled Visas to be granted. Australia advertises weekly for over 160,000 jobs and it enjoys it's lowest unemployment rate in 23 years.</p> <p>This Government initiative is specifically designed to target individuals who have skills or outstanding abilities to fill the skilled workers shortage in the Australian Workforce and who can contribute to the Australian economy.</p> <p>In recent months over 160,000 jobs have been advertised weekly, and unemployment is at the lowest level in the last 23 years. Australian Government statistics confirm 89% of Skilled Independent visa holders gain employment within the first six months and 92% within 18 months of arrival in Australia.</p> <p>If you are a skilled professional, tradesperson or student graduating from an Australian university, you can qualify for unrestricted Australian working rights for you and your partner, allowing you to secure employment without the requirement of sponsorship.</p> <p>The Australian Government has made over 97,500 Skilled Visas available between July 2005 to June 2006.</p>					
australian skilledvisa work		<ul style="list-style-type: none"> > Skilled Visa Basic Requirements > Eligible Occupations for Skilled Visa > Skilled Occupations in Demand > Skilled Visa Entitlements > Application Cost & Processing Time > Applying for Skilled Visa > Advanced Migration Service for Skilled Migrants > Prospective Migration Service for Skilled Migrants > Premium Migration Service Skilled Migrants > Personalised Visa Application Guide Skilled Migrants > General Skilled Visa Application Guide > Telephone Consultation Service for Skilled Migrant > Online Consultation Service for Skilled Migrants > Face to Face Consultation with a Migration Agent > Jobs for Skilled Migrants > Government Welfare 		<h2>skilledvisa work</h2> <input type="button" value="DO YOU QUALIFY?"/>					
LINK TO US		ASSOCIATE PROGRAM		TERMS OF USE		PRIVACY STATEMENT		CODE OF CONDUCT	
EMBASSIES		MIGRATION NEWS		OUR PARTNERS		USEFUL LINKS		OFFICE LOCATIONS	
								WEBMASTER	
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Overview

The following are available variations on the Master Grid Template, which are allowed by the migrationchannel.com CMS. The look and feel of each of the navigation types should be controlled by the migrationchannel.com Master Style Sheet. Each should be coded as a simple list and the appropriate style is applied according to which region of the page the list is associated with. For sites created in the CMS, this is done automatically through a simple interface where navigation labels and destination URL values are entered. The CMS then generates the code and the master style sheet applies the appropriate look and feel, as well as behavior. Proper directory structure must be applied for the Local Navigation to function correctly. For sites residing on third-party servers, the look and feel of the navigation should not be recreated manually (i.e. through the use of tables or unique style sheets). Instead, the migrationchannel.com Master Style Sheet should be referenced directly, in conjunction with the use of web standards compliant mark-up (XHTML 1.0 Strict).



Migration Channel sub pages are based on the Master Grid Structure.

Introduction

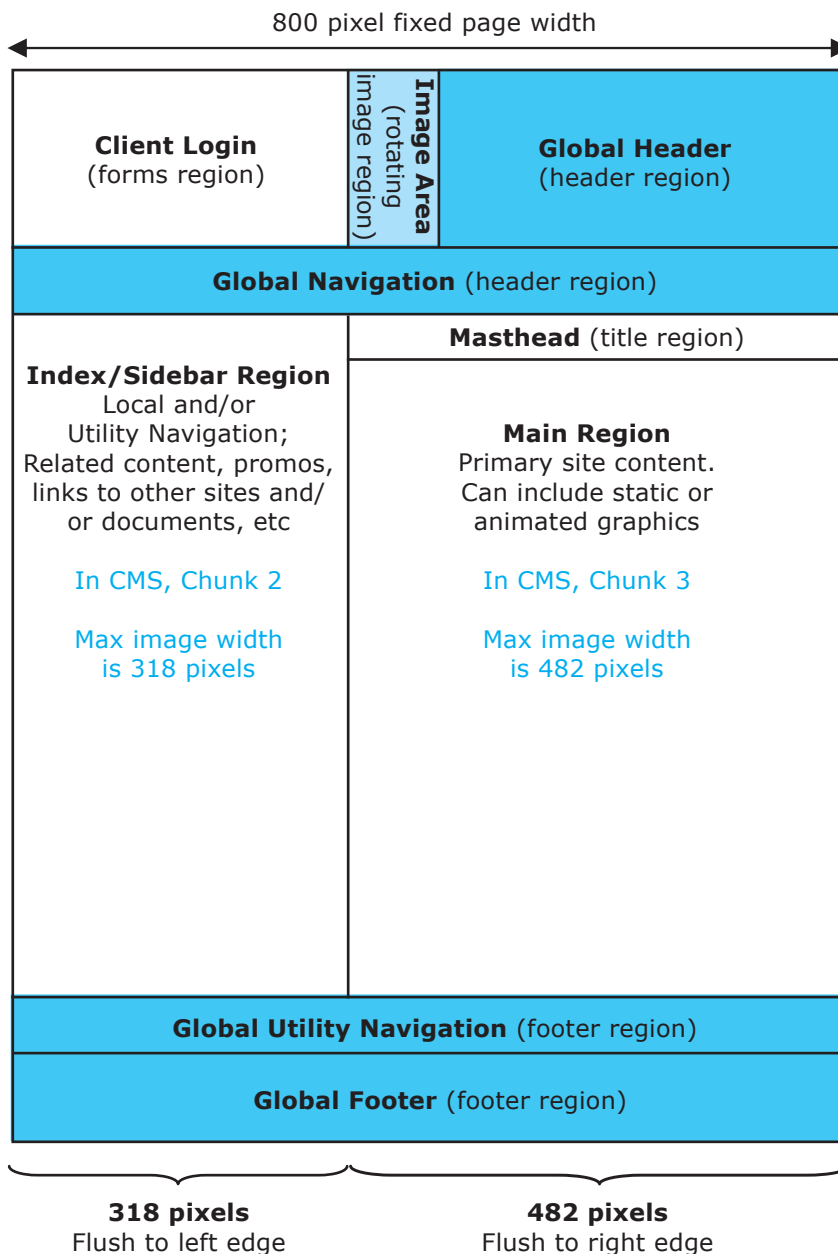
Supporting sub pages leading from the third tier (i.e. Home > Visa > sub page) retain a number of primary page graphical elements. A major exception being column 2 *Image Area* in the body section (proposed Migration Channel *Skilled Visa - Work* sub page shown below. **Note:** Not to scale).

CLINT LOGIN: <input type="text"/> USER NAME <input type="password"/> PASSWORD ID <input type="button" value="ENTER"/>								
IF YOU ARE HAVING LOGIN PROBLEMS? NEW CLIENTS REGISTER HERE								
ASSISTING YOU TO MIGRATE TO AUSTRALIA								
SKILLED VISA	STUDENT VISA	WORKING HOLIDAY VISA	VISITOR VISA	BUSINESS VISA	PARENT VISA	RETIREMENT VISA	PARTNER VISA	JOIN OUR ASSOCIATE PROGRAM \$\$\$
HOME	ABOUT US	OUR SERVICES	LIVING IN AUSTRALIA	WORKING IN AUSTRALIA	HELP	INFORM A FRIEND		
australianvisa ARE YOU ELIGIBLE?		FREE REVIEW		skilledvisa work PREMIUM MIGRATION SERVICE SKILLED MIGRANTS				
REASON FOR MIGRATING TO AUSTRALIA? <input type="text"/>		<input type="button" value="NEXT"/>		Do you want to live and work in Australia? Until June 2006 there are more than 100,000 Australian Skilled Visas to be granted. Australia advertises weekly for over 160,000 jobs and it enjoys it's lowest unemployment rate in 23 years.				
australian skilledvisa work				This Government initiative is specifically designed to target individuals who have skills or outstanding abilities to fill the skilled workers shortage in the Australian Workforce and who can contribute to the Australian economy.				
> Skilled Visa Basic Requirements				In recent months over 160,000 jobs have been advertised weekly, and unemployment is at the lowest level in the last 23 years. Australian Government statistics confirm 89% of Skilled Independent visa holders gain employment within the first six months and 92% within 18 months of arrival in Australia.				
> Eligible Occupations for Skilled Visa				If you are a skilled professional, tradesperson or student graduating from an Australian university, you can qualify for unrestricted Australian working rights for you and your partner, allowing you to secure employment without the requirement of sponsorship.				
> Skilled Occupations in Demand				Do you want to live and work in Australia? Until June 2006 there are more than 100,000 Australian Skilled Visas to be granted. Australia advertises weekly for over 160,000 jobs and it enjoys it's lowest unemployment rate in 23 years.				
> Skilled Visa Entitlements				This Government initiative is specifically designed to target individuals who have skills or outstanding abilities to fill the skilled workers shortage in the Australian Workforce and who can contribute to the Australian economy.				
> Application Cost & Processing Time				In recent months over 160,000 jobs have been advertised weekly, and unemployment is at the lowest level in the last 23 years. Australian Government statistics confirm 89% of Skilled Independent visa holders gain employment within the first six months and 92% within 18 months of arrival in Australia.				
> Applying for Skilled Visa				If you are a skilled professional, tradesperson or student graduating from an Australian university, you can qualify for unrestricted Australian working rights for you and your partner, allowing you to secure employment without the requirement of sponsorship.				
> Advanced Migration Service for Skilled Migrants				The Australian Government has made over 97,500 Skilled Visas available between July 2005 to June 2006.				
> Prospective Migration Service for Skilled Migrants				skilledvisa work Australian Skilled Visa Eligibility Free Assessment				
> Premium Migration Service Skilled Migrants				<input data-bbox="1209 1736 1410 1765" type="button" value="DO YOU QUALIFY?"/>				
> Personalised Visa Application Guide Skilled Migrants								
> General Skilled Visa Application Guide								
> Telephone Consultation Service for Skilled Migrant								
> Online Consultation Service for Skilled Migrants								
> Face to Face Consultation with a Migration Agent								
> Jobs for Skilled Migrants								
> Government Welfare								
LINK TO US	ASSOCIATE PROGRAM	TERMS OF USE	PRIVACY STATEMENT	CODE OF CONDUCT	SHOPPING GUIDES	CONTACT US		
EMBASSIES	MIGRATION NEWS	OUR PARTNERS	USEFUL LINKS	OFFICE LOCATIONS	WEBMASTER			
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Overview

The following example is a nested level page which you would expect to come across on the 3rd tier and below. Featuring many of the graphical traits of the Home Page (level 1) and Primary Sub Pages (level 2) the Main Region has been expanded to accommodate larger sections of information. The rotating image (column 2) has been reduced to the Header Region to allow greater Body space (expanded to 482 pixels).

Note: Navigation placement remains static throughout the Corporate site.



Migration Channel sub pages are based on the Master Grid Structure with a few notable amendments.

Overview

1

Global Navigation (header region) consists of the Global Header and Global Navigation. It appears at the top of all pages of the migrationchannel.com. The Global Header includes the Client Login, Colourband, Secondary Logo, and Tagline "Assisting You To Migrate To Australia" and the Global Navigation.

2

Global Navigation is present on all migrationchannel.com sites and pages. Navigation in the Header Region is used as the main means of site navigation for all sites; it is site-specific. Almost all sites on migrationchannel.com will use Global Navigation to organize and navigate their content. Navigation has been set up in 2 sections, with the top section enforcing the sites colour structure (see mouse-over state below).

3

The *Global Footer* appears at the bottom of all pages of the migrationchannel.com and includes the Global Utility Navigation which links to all major secondary sections including Migration Channel's Terms & Conditions, Privacy Policy, Contact Us page, etc.

CLIENT LOGIN:

USER NAME

PASSWORD ID

> ENTER

IF YOU ARE HAVING LOGIN PROBLEMS?
NEW CLIENTS REGISTER HERE

1

2

3

ASSISTING YOU TO MIGRATE TO AUSTRALIA

SKILLED VISA	STUDENT VISA	WORKING HOLIDAY VISA	VISITOR VISA	BUSINESS VISA	PARENT VISA	RETIREMENT VISA	PARTNER VISA	JOIN OUR ASSOCIATE PROGRAM \$\$\$
HOME	ABOUT US	OUR SERVICES	LIVING IN AUSTRALIA	WORKING IN AUSTRALIA	HELP	INFORM A FRIEND		

mouse-over state

3

LINK TO US	ASSOCIATE PROGRAM	TERMS OF USE	PRIVACY STATEMENT	CODE OF CONDUCT	SHOPPING GUIDES	CONTACT US
EMBASSIES	MIGRATION NEWS	OUR PARTNERS	USEFUL LINKS	OFFICE LOCATIONS	WEBMASTER	

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migrationchannel AUSTRALIA

Law Institute Victoria

MIA

Overview

Local and Utility Navigation Need-to-Know Basics

- Sites consisting of two or more pages are considered to be Full Sites and must utilize Local navigation.
- Use of Utility navigation is optional and, if used, will appear in its complete form, on every page of a site.
- Local and Utility navigation component labels should closely (preferably exactly) match their corresponding page's masthead (title), unless the selected navigation component is an implicit match (i.e. a lower level page within a *parent* directory).
- Use the site's name/title as your *Home* page Local navigation label, as opposed to just *Home*. The site title is more meaningful. If you want *Home* to appear on the Local navigation, include it after the site title (i.e. *Site Title Home*).
- Local and Utility navigation component labels must use mixed case text.
- Every page within a site directory must map explicitly (or implicitly) to a Local navigation component and explicitly to Utility navigation components, as they are only 1 level deep (unless a /contact/ directory is created for both a contact and thank you page). A single navigation component must show as selected on every page of a site. The *Home* page navigation component should only show as selected when on the *Home* page. Think of the Local (and optional Utility) navigation as the Site Map.
- Proper directory structure must be applied in order to ensure the Local navigation functions correctly.
- Local and Utility navigation must never link off-site (off-site is defined as outside of the site's directory). Links off-site must be restricted to the main and/or sidebar content regions.
- Local and Utility navigation must never link directly to documents and/or Demonstration/Tutorial files (PDF, Word, Excel, PPT, Flash, etc.).

Note: To request a consultation for how to best leverage migrationchannel.com Master Style Sheet and web standards on third-party servers, please contact a technical member of the migrationchannel.com Site Team at technical@migrationchannel.com.

Overview

The term *Masthead* refers to the title region of a page. Each masthead on a site should be unique, just as each page on a site is unique. The site name should not appear on every page of a site, unless it is incorporated into a page-specific title (i.e. *Site Title: Page Title*), though this is discouraged for sites consisting of multiple pages and/or which contain several levels. For some sites, it may be desirable to carry a section name through each page of a section. The same formula can be applied: *Section Name: Page Title*, though this is not readily encouraged either. If the Local navigation and directory structure are applied properly, it should be clear to users where they are on a site, and a unique page title helps to reinforce location and topic.

1

Masthead (Title) with image (Navigation)

- Overall dimensions: 420 x 19 pixels < level 2 (482 x 19 pixels > level 3)
- Format: GIF (i.e. progressive)
- Font: 25pt Gill Sans Regular/Gill Sans Light and Gill Sans Light Italic
- Colour: Web safe RGB: FF 78 00

Note: Masthead typeface is flush right with button link removed

1

skilledvisa work

2

Subhead (Sub-Title) with image (Navigation)

- Overall dimensions: 420 x 19 pixels
- Format: GIF (i.e. progressive)
- Font: (see Page 7 - Typeface)
- Colour: (see Page 4 - Colourband)

2

studentvisa study

> DO YOU QUALIFY?

workingvisa holiday

> DO YOU QUALIFY?

visitorvisa travel

> APPLY ONLINE

businessvisa

> DO YOU QUALIFY?

parentvisa family

> DO YOU QUALIFY?

retirementvisa

> DO YOU QUALIFY?

partnervisa family

> DO YOU QUALIFY?

CLIENT LOGIN:

1 USER NAME

PASSWORD ID

> ENTER

IF YOU ARE HAVING LOGIN PROBLEMS?
NEW CLIENTS REGISTER HERE

migration channel AUSTRALIA

ASSISTING YOU TO MIGRATE TO AUSTRALIA

SKILLED VISA	STUDENT VISA	WORKING HOLIDAY VISA	VISITOR VISA	BUSINESS VISA	PARENT VISA	RETIREMENT VISA	PARTNER VISA	JOIN OUR ASSOCIATE PROGRAM \$\$\$
HOME	ABOUT US	OUR SERVICES	LIVING IN AUSTRALIA	WORKING IN AUSTRALIA	HELP	INFORM A FRIEND		

australianvisa FREE REVIEW

ARE YOU ELIGIBLE?

REASON FOR MIGRATING TO AUSTRALIA?

TITLE

GIVEN NAME / FIRST NAME

MIDDLE NAME

FAMILY NAME / LAST NAME

EMAIL ADDRESS

USER NAME

PASSWORD

CONFIRM PASSWORD

☐ I AGREE TO THE **TERMS & CONDITIONS** OF migrationchannel.com.au

> NEXT

skilledvisa work > DO YOU QUALIFY?

Do you want to live and work in Australia? Until June 2006 there are more than 100,000 **Australian Skilled Visas** to be granted. Australia advertises weekly for over 160,000 jobs and it enjoys its lowest unemployment rate in 23 years.

studentvisa study > DO YOU QUALIFY?

Do you want to study in Australia? Each year over 150,000 international students arrive on **Australian Student Visas**. The Overseas Student Program (OSP) allows people who are not Australian citizens or permanent residents to study in Australia.

workingvisa holiday > DO YOU QUALIFY?

Do you want to holiday and work in Australia? The **Australian Working Holiday Visa** provides an opportunity for young people from selected countries to holiday and work in Australia for a period of 12 months, allowing them to explore the country.

visitorvisa travel > APPLY ONLINE

Do you want to travel to Australia? The **Australian Visitor Visa** allows people to travel to Australia for tourism or business. Applicants from certain countries can conveniently and securely apply online for an **Electronic Travel Authority (ETA)**.

businessvisa > DO YOU QUALIFY?

Do you want to purchase, manage or create a business in Australia? The **Business Skills Visa** class encourages successful business people to permanently settle in Australia and contribute to the economy by developing new or existing businesses.

parentvisa family > DO YOU QUALIFY?

Do you want to join your children in Australia? Parents may be able to migrate if they have a child who is an eligible Australian citizen or permanent resident. **Australian Parent Visas** are available for parents of both working and pension age.

retirementvisa > DO YOU QUALIFY?

Do you want to retire in Australia? The **Australian Retirement Visa** is for people over the age of 55, who have no dependants (other than a spouse), and can easily support themselves in Australia.

partnervisa family > DO YOU QUALIFY?

Do you want to join your partner in Australia? The **Australian Partner Visa** is for people who have an eligible Australian spouse or interdependent partner, or who wish to come to Australia to marry their Australian fiancé.

win a trip to australia

LINK TO US	ASSOCIATE PROGRAM	TERMS OF USE	PRIVACY STATEMENT	CODE OF CONDUCT	SHOPPING GUIDES	CONTACT US
EMBASSIES	MIGRATION NEWS	OUR PARTNERS	USEFUL LINKS	OFFICE LOCATIONS	WEBMASTER	

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Logos: Migration Channel Australia, Australian Government, Law Institute Victoria, MIA

Client Login

1 Verdana Regular (Caps)
Minimum: 8pt
Maximum: 11pt

Global Navigation

2 Verdana Regular (Caps)
Size: 10.5pt
Leading: 11pt

Masthead

3 Gill Sans Regular/Light/
Light Italic (Lower Case)
Size: 25pt
Tracking: 25pt

Body Copy

4 Verdana Regular/Bold
Size: 10.5pt
Leading: 14pt

Utility Navigation

5 Verdana Regular (Caps)
Size: 10.5pt
Tracking: 30-40

Footer (i.e. Legals)

6 Verdana Regular
Size: 8pt
Leading: 10pt

Overview

One of the goals of the Style Guide is to minimise the overall number of images used to create the Corporate web site, therefore improving overall performance and accessibility. The design system currently uses two basic shared images: Buttons and the Arrow Carat (>). The arrow carat should appear automatically in pre-designated places, such as the Local and Utility navigation and the Content Heading (i.e. when a link is specified in the code). The excessive use of image buttons is discouraged. Additionally, it is strongly recommended that buttons only be used for standard form-like functions, such as Submit, Reset, Search, Go, etc. and not for linking to documents, top of page, other pages, etc. For those types of functions and/or actions, please use simple text links.

The use of CSS helps to simplify the task of creating and maintaining consistency wherever it is correctly applied. Additionally, sites created using CSS and XHTML will survive evolution and are well positioned to more quickly, gracefully, and effectively handle anything from simple changes to entire redesigns. Although the bulk of each page's structure is controlled and maintained by the CSS, unique images within the content regions are a means by which a site owner can add *character* or uniqueness to a site. **Note:** Extensive copy (i.e. paragraph+) must not be embedded in images for accessibility reasons, unless the image is an animated Demonstration or Tour.

1

Unique Supporting Images enhance the Corporate content and help reinforce the site's topic or enhance content-rich pages. Feature images (i.e. animated or static) can help to promote content or simply add unique *character* to a page and/or site. Photographs represented in the Image Area (see *column 2* on pages 20 and 21) should be coded as to allow *Rotating Images*, giving every page when visited twice a *new* feel.

Note: Photographic images should depict positive attitudes both to the host country (i.e. migrationchannel.com = Australia) and the demographic of the Client. To enhance appeal, site pages dealing with specific content should specialise in select photographic images relevant to content.

**1**

Overview

Guidelines and specifications for design and development of static images (.jpg, .gif)

General

- Refer to the page grid structure pages (pages 20, 22, and 24) for maximum image widths. Images exceeding the maximum allowable widths in pixels will cause the page to *break*.

Dimensions and File Size

- Be sure to optimize for minimum file size.
 - Photographs are generally of higher quality and smaller files size when optimized as JPGs.
 - Text and large blocks of flat colour are generally of higher quality and smaller file size when optimized and GIFs.
 - When optimizing files that contain both elements, use your best judgment as to which format optimizes best, while keeping file size to a minimum.

Behaviours and Controls

- For all button usage instances not listed in the Style Guide refer to general specifications when creating new graphics bearing in mind correct colour and typeface usage. For stand alone buttons, as an alternative to image buttons, the use of HTML buttons is acceptable.

Fonts and colour Palette

- Images containing text must use the Gill Sans, Futura or Verdana font family (page 7).
- Unique images (with the exception of photographs) must use the approved colour palette (page 4), or elements from the approved colour palette, in order to best incorporate them into the Design System.

Accessibility

- Excessive use of copy in images is not permitted. HTML text should be used, in conjunction with supporting images, for optimal accessibility.
- Always use the alt attribute (alt="text") when inserting images into pages. Make it meaningful and descriptive. If the end user is unable to view the image, and copy is embedded in the image, the alt attribute should contain that copy in its entirety to ensure no information is lost. For decorative images, or images which aren't integral to the content, insert an empty alt attribute (alt=""). Additionally, the title attribute (title="text") should be included with inserted images. If the image is linking to something, use the title attribute to better convey the experience to the end user (i.e. *Migration Channel: Assisting You To Migrate To Australia*). Always think about what you'd want the image to convey to a user who could not see it and use the alt and title attributes to most effectively communicate the intent, purpose or function of the image.
- Avoid excessive use of images on any given page. Tables can no longer be used to control layout. Emphasis is on accessibility. Keep images minimal and relevant to ensure maximum impact, as well as accessibility.

Overview

Icon based graphic buttons and banners are a useful way of promoting new site sections and affiliate programs. They can also be utilised on external sites which support a mutual link exchange or cross promotion. Generally speaking icons should be positioned near or in the *Footer* region unless they pertain to an important announcement. There is no template for feature icon creation and they can also incorporate animation to enhance the message (recommended size is less than 150 x 75 pixels). The images embedded should be .gif (static) for vector based graphics and .jpg (static) for Photographic (bitmap) images.

1

Icons can be used to draw the attention of the Client to specific sections of the Corporate or an affiliates' site. The listed examples are easily created in a Vector based program (i.e. Adobe Illustrator, Macromedia Freehand). Sizings should not over-power surrounding real estate. Colour scheme and Typeface should be in harmony with the Corporate style.



Web Project Plan

In order to try and help *place* where these various style guide documents are typically used within the web project, a framework has been developed (see below). This breaks the project into four main phases and eight work stages. The point is to give some context to where the documents *fit* within the Corporate project. The framework is flexible enough that it should be clear where the guidelines can be effectively incorporated within other methodologies and processes. Essentially, the cited styles should help build a *toolbox* for which the designer/programmer can fit the Corporate working practices.

Phase	Preproduction			Production			Maintenance	Evaluation
Work stage	Project clarification	Solution definition	Project specification	Content	Design & Construction	Testing, launch, & handover	Maintenance	Review & evaluation
Files	Standard Contract	Project Plan Usability	Site map Functional specification Technical specification	Content plan Privacy policy User Agreement	Wireframes	Usability Testing	Style Guide Maintenance and Service Level Agreement	Web Metrics and Reporting

- Preproduction = Thinking, Planning, Specifying
 - Project Clarification = Why are we doing this? What do we want to achieve?
 - Solution Definition = How are we going to do this?
(Project Management, Technical, Editorial, Creative, Commercial, Marketing)
 - Project Specification = What exactly are we going to deliver?
- Production = Doing
- Maintenance = Maintaining and Evolving
- Evaluation = How has it worked? Is it working?

Usability – Analysis and Design

Important for successful user-centric designs are usability techniques. You have to build a web site which suits the Client's needs and requirements. But how do you go about finding out what your users needs are?

Contextual Enquiry A technique for examining and understanding users and their workplace, tasks, issues and preferences. Use this technique on an existing site, a competitive site, or a prototype.

User Profiling Develop a clear picture of who your Clients, or segments of Clients, are. Use these to map out likely *customer journeys* or *customer scenarios* for how they might interact with the Corporate site. Such profiles are also referred to as *pen portraits*, *actors* and so on.

Scenario Modelling Once you understand who your Clients are and what their needs are you can begin to build *scenarios* which describe a person's interaction with a system.

Paper Prototyping Paper prototyping is a technique that enables technical and non-technical personnel to cooperatively (and cost-effectively) design user interfaces. Examples of which can be found in this Style Guide.

Card Sorting A technique for exploring how people group items, so that you can develop structures that maximize the probability of Clients being able to find what they want. Particularly useful for developing the site map and navigation.

Site Map

The site map shows the main sections and sub-sections of the Corporate web site. Therefore, it effectively determines the navigational hierarchy and labelling of the site as well. There are a number of ways of presenting a site map. However the design, the need arises to balance the architectural integrity required of a structural representation of a site with the need for visual clarity. The three most common tools for representing site maps are: Powerpoint, Microsoft Org Charts, Visio (i.e. most people have Powerpoint which can be used easily to manipulate and distribute, using the copy and paste functions and connectors).

Functional Specification

The functional specification is a description of what the content is from a Client's perspective (i.e. the *user experience document*). It is not about why the content works or why it is there, but what exactly does it do? If you were a Client coming to the site, how would you describe what the web page does? By producing this document you are creating both a blueprint for client sign-off and reference for the design and construction phase. As an example, the process flow diagrams and action response tables prevent the omission of critical functionality when briefing technical teams. However, rapid prototyping may be a more efficient development technique and for less complex sub-projects a simplified version of the functional specification may be more suitable.

The functional specification (which defines content and functionality as born of user requirements) and the site map (which defines the navigational architecture) are the two key documents that form the basis for briefing the technical and creative resources. Most importantly, the functional specification should be detailed enough to allow the members of your team to accurately quote the amount of time they will need to implement what is specified. The better the functional specification, the more accurate the budget.

Technical Specification

For project managers, and certainly the programming team, it is important to try and get the technical specification right first time. Whereas many of the other elements can be changed even at a late stage if absolutely necessary, or are subject to interpretation, the technical specification contains only hard facts. A mistake in the technical specification is quite unequivocally a mistake and can cause havoc in a project. The Technical Specification Content List must contain a list of the content that you would expect to be detailed within a technical specification. As such the document can be used as a checklist to ensure that the important parts of the technical build are correctly specified during development.

Note: The Site Map (with storyboards), Functional Specification, and Technical Specification are important schedules to the proper development and functionality of the Corporate web site.

Content Plan

Some site content will be created new, some content will be re-purposed for the web and other content may be syndicated or taken directly into the site as a content feed from a third party supplier. The content plan details who will be providing the content described in the functional specification. It makes clear who owns the content and any sign off processes behind the supply of content, what format they should provide the content in, who they should provide the content to, how often they will update the content and to what deadlines.

The Content Plan should be used to audit the content and then produce a critical path of what content you need by which date in order to launch the site on time and then ensure content is kept up to date. Late delivery of content will almost certainly have an associated cost/impact on launch/release dates. It is important to keep all content providers aware of their deadlines and responsibilities and the content plan will allow the project manager to track this.

Wireframes or Storyboards

Wireframes are simple page design representations that contain the content and functional elements of a page (or template) without any graphical elements present. Their purpose is threefold:

- First they are useful in presentations as an outline of the design approach.
- Second they are useful to the development team, in particular the designers at this stage, in defining and refining the elements that need to go on the page.
- Third they are useful to the team in showing the navigational architecture and information flow; that is, how the pages are going to work together to provide the user's interactive experience.

The most important two things about such wireframes, however, are:

- They are easy for anyone to create, distribute and manipulate. So they are a great tool for collaborative working and iterative prototyping.
- They are very cost effective. You can rapidly try various approaches without committing yourself to more time and cost intensive activities like actual page design, or working HTML prototypes.

The wireframes template (i.e. in Powerpoint) should be simple to manipulate and distribute. The Style Guide lists a *basic* web page template that illustrates a standard layout for global and secondary navigation that must be used as a starting point for typical content or e-commerce driven sections. A useful feature of the template should be its ability to highlight the nature of any content appearing on the page (e.g. static, dynamic) to the development team. Wireframes can be used not just for pages that the Client sees, but also for any other interface (i.e. the content management administration screens).

Testing

There are various forms of testing that you can carry out. The most common for web sites being:

- *User Acceptance Testing (UAT)* This is about testing to see if the delivered system (the web site) does indeed meet the specification.
- *Functional and Application Testing* This include a number of things, i.e. testing for compliance with stated browsers, checking for broken links, checking file sizes and page weights, testing site response times and speeds, testing applications to check they really.
- *Load Testing* This is about testing what levels of usage the site can tolerate before performance begins to be impaired.
- *Content Proofing* Checking the content for accuracy, relevance and so on. Also includes checking to see ALT tags have been added, page titling is consistent, relevant metatags are present etc.
- *Security Testing* Security experts can test your site to see how secure it is against malicious attacks (i.e. *penetration attack* testing).
- *Usability Testing* As usability techniques were originally used in the design and analysis phase of a web project, usability testing is commonly used at the prototype stage and then again pre-launch to try and catch, and iron out, any usability issues before the site goes live. Usability testing materials can include:
 - Example of a Test Schedule
 - Example of Observer Guidelines
 - Example Test Script
 - Example Consent Form
 - Sample Logging Sheets
 - Sample Questionnaire

Web Metrics and Reporting

Clearly it is important to measure how well the Corporate web site is doing in order to understand the Company returns on the web investment and to improve future performance. Email campaign calculators should contain various worksheets to help measure campaign returns on investment and newsletter efficiency. Web metrics reporting should provides the Company reports on visitor, traffic, conversion and stickiness metrics.