

USAID Mozambique

Web Style Guide

Version 1.0

2005.01.19

Log of changes

Version	Date	Description
1.0	2005.01.19	Initial version created in connection with site launch

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Introduction

This style guide pertains to the USAID Mozambique mission web site (<http://www.usaid.gov/mz/>). It defines and documents the elements which comprise the site's visual identity. It is intended to be used as a reference by those who will be maintaining the site so as to preserve the graphic consistency of USAID Mozambique website. It is also intended as a "living document", to be edited and updated as changes are made to the site.

This guide does not contain much technical information regarding the site's client code. That information will be included in a separate guide to be created in conjunction with the training of site editors.

This Web Style Guide replaces all previously published standards for the USAID Mozambique website.

The most up-to-date version of this guide should reside at the following URL:
http://www.usaid.gov/mo/doc/sg/usaidmoz_webstyleguide.pdf

Presentation of Text

Writing for publication on the web is different than for print publications. Readers are often in “scan mode” and will seldom slog through lengthy texts. Wherever possible, simplification techniques should be employed. When presented on a computer monitor, smaller, discreet chunks of text are often more functional and easier to “process” than lengthy, undifferentiated text sections.

If larger texts are to be published on the web, these are often better presented in Adobe Acrobat (pdf) format, which facilitates printing and reading “off-line”. The USAID Mozambique layout supports this concept. “High level” descriptions of documents are included in the main content area of the page while links to the larger pdf documents can be included in the “related resources” area on the left side of the screen below the main menu.

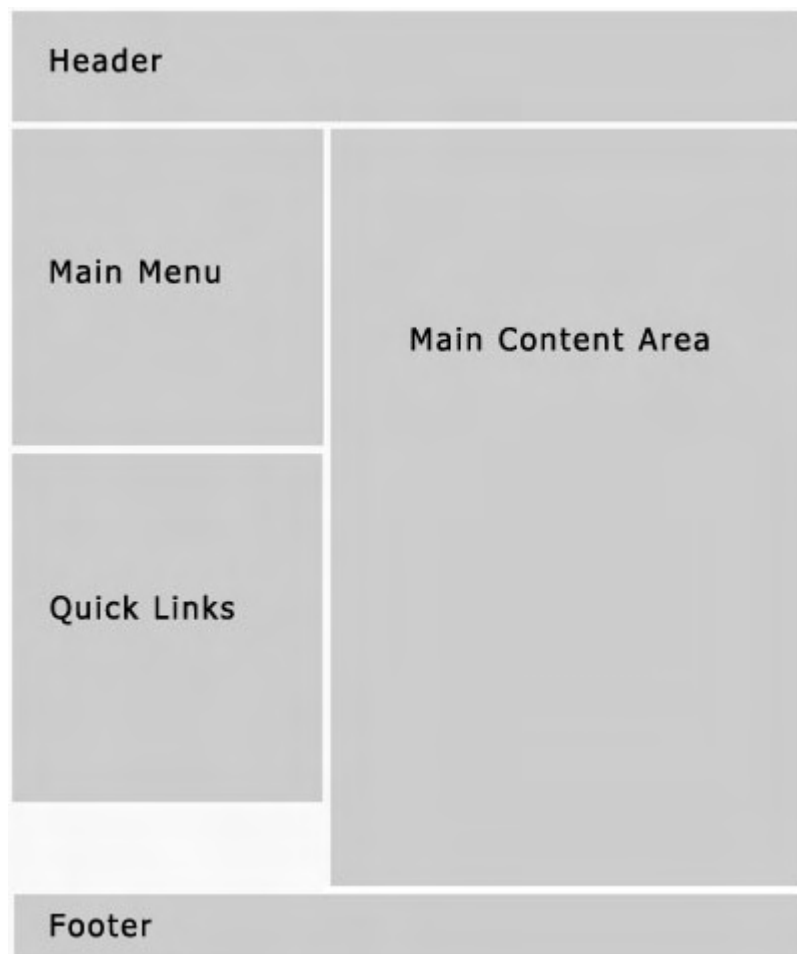
The main content frame is locked at a width of 442 pixels. This ensures that text blocks placed in this frame will not be excessively wide. Texts are much easier to read when they are presented in more compact widths (note: the word “frame” is used throughout this guide to describe a delineated area of the screen. It does NOT refer to HTML frames).

Page Types

This section provides information regarding the various page types in use on the site and defines issues such as alignment and spacing of page elements. The USAID Mozambique website is essentially comprised of 3 primary page types: the Home Page, the Section Page and the Destination Page.

Home Page

The Home Page is divided into 5 distinct regions which are more or less persistent throughout the entire site. (1) The Header area which contains the USAID logo (2) The primary navigation area or main menu (3) the main content area which, on the Home Page, is used to promote individual content features (4) the Quick Links area, providing quick access to related resources and (5) the Footer area which contains contact information and a number of administrative links.





Updated: 14 December 2004



- History
- Development Challenge
- What We Do ▶
- Special Initiatives ▶
- Photo Galleries ▶
- Press Room ▶
- Links
- Doing Business with USAID ▶

 Search

Quick Links



The official website of the [Government of Mozambique](#) has a great deal of information in both English and Portuguese.



[Mozambique Country Profile](#) from the CIA's World Factbook. A very comprehensive and up-to-date resource.



The Joint Department of State - USAID [Joint Strategic Plan](#) [pdf format, 321K] is the guiding document for our development work in Mozambique.

[this document requires the [Adobe Acrobat Reader](#) plug-in]

A Welcome Letter from Our Director



[2005-01-19] We believe that Mozambique constitutes one of the most challenging, dynamic and rewarding development environments in the world... [Read more >>](#)

History of USAID in Mozambique



[2005-01-19] USAID assistance to Mozambique began during the decade following independence with sporadic humanitarian responses to natural disasters... [Read more >>](#)

The Development Challenge



[2005-01-19] Mozambique's independence from Portugal in 1975 was followed by nearly two decades of civil war and a decade of one party Marxist-Leninist government. In 1992, Mozambique achieved peace and adopted... [Read more >>](#)

Success Story: Fighting Childhood Malnutrition



[2004-08-01] Like many women in rural northern Mozambique, Atea Mussa started giving her children water to drink in addition to breast milk on the day they were born. Her own mother taught her that without water, the babies' throats would dry out and they might die... [Read more >>](#) [PDF format, 63K] [More success stories](#)

Section Page

Section pages have been included primarily to make the site more accessible for disabled users who use technologies such as “screen readers” to browse web content. These pages contain links and brief descriptive texts itemizing the various pages found within each section. Section pages contain all the same regions as the Home Page with the exception of the Quick Links area.



USAID | **MOZAMBIQUE**
FROM THE AMERICAN PEOPLE



[Home](#) > [What We Do](#)
19 January 2005

- History
- Development Challenge
- What We Do**
- Special Initiatives
- Photo Galleries
- Press Room
- Links
- Doing Business with USAID

What We Do

The following are the primary areas where USAID is involved in Mozambique:

- [Municipal Governance](#)
- [HIV/AIDS](#)
- [Health](#)
- [Trade and Investment](#)
- [Rural Incomes](#)

The following are the critical guiding documents for our work:

- [Joint DoS-USAID Strategic Plan 2004-2010 Country Strategic Plan](#)

USAID Mozambique JAT Complex, Rua 1231, No. 41 Bairro Central C. Maputo, Mozambique
Tel: 258-1-352-000 Fax: 258-1-352-100
[Contacts](#) | [Site Map](#) | [Privacy & Security Policy](#) | [Language Policy](#) | [Glossary](#) | [USAID Global Site](#)

Destination Page

Destination pages are where site content is displayed.

The header logo graphic at the top of the page can either be in English or Portuguese, depending on the language of the page content. The top of the main content region displays a “breadcrumb” to illustrate where the page exists in the site hierarchy. The “Home” and section links should always be clickable. Below this the document date is displayed as well as any language options that might exist. A green dashed line separates these elements from the main text/content. The text section should always have a “header” (title).

A “Related Information” area below the main menu allows for the presentation of related resources (links, documents, etc). These resources should be accompanied by their respective [icons](#). When Adobe Acrobat (PDF) documents are presented, a link to download the PDF plug-in must also be included.



- History
- Development Challenge
- What We Do
- Special Initiatives**
- Photo Galleries
- News Room
- Links
- Doing Business with USAID


Related Information

[link](#) [Office of the U.S. Global AIDS Coordinator](#)
(U.S. Dept. of State)

[link](#) [The President's Emergency Plan for AIDS Relief Fact Sheets](#)

An extensive collection of PEPFAR related documentation at www.usaid.gov

[link](#) [USAID Mozambique Implementing Partners](#)

 Visit our HIV/AIDS [photo gallery](#)

U.S. President's Emergency Plan for AIDS Relief

In his 2003 State of the Union Address, President George W. Bush announced the Emergency Plan for AIDS Relief, a \$15 billion initiative to turn the tide in the global effort to combat the HIV/AIDS pandemic -- the largest commitment by a single nation toward an international health initiative. The Emergency Plan includes up to \$1 billion for the Global Fund for AIDS, Tuberculosis and Malaria. The Emergency Plan encompasses HIV/AIDS activities in more than 75 countries to develop comprehensive and integrated prevention, care and, in an historic way, treatment programs, with an urgent focus on the 15 most affected countries, including Mozambique.

The goals of the President's Emergency Plan are:

- Encourage bold leadership at every level to fight HIV/AIDS;
- Apply best practices within our bilateral programs in concert with host governments' national HIV/AIDS strategies; and
- Encourage all partners, including multilateral organizations and other host governments, to coordinate, to adhere to sound management practices, and harmonize monitoring and evaluation efforts.

In focus countries Emergency Plan will:

- Support treatment to 2 million HIV-infected people;
- Prevent 7 million new HIV infections; and
- Support care for 10 million people infected and affected by HIV/AIDS, including orphans and vulnerable children.

President George W. Bush appointed Ambassador Randall L. Tobias as the U.S. Global AIDS Coordinator responsible for implementation of the Emergency Plan. Ambassador Tobias reports directly to the U.S. Secretary of State in coordinating all U.S. Government resources that are devoted to the Emergency Plan.

In Mozambique, the U.S. Ambassador leads all Emergency Plan efforts being implemented by the U.S. Government. A team comprised of senior officials from all U.S. agencies represented in the country jointly makes decisions on the implementation of the Emergency Plan in the country. The implementing agencies include the U.S. Embassy, USAID, U.S. Department of Health and Human Services Centers for Disease Control and Prevention, Department of Defense and the Peace Corps. The Director of USAID serves as the coordinator of the Ambassador's Emergency Plan Team.

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[Contacts](#) | [Site Map](#) | [Privacy & Security Policy](#) | [Language Policy](#) | [Glossary](#) | [USAID Global Site](#)

Typography

The site utilizes primarily the Verdana and Tahoma font faces. If these fonts are not available on the client machine, the site will utilize Arial, Helvetica or Sans Serif font faces, in that order. The various sizes and colors of text elements are dictated by an external style sheet (usaid_moz.css) located in the *css* catalog.

The primary styles employed are as follows (a copy of the style sheet is included in the [appendix](#) of this document):

Main text

The main body text to be used throughout the site.

Mozambique's independence from Portugal in 1975 was followed by nearly two decades of civil war and a decade of one party Marxist-Leninist government. In 1992, Mozambique achieved peace and adopted a new constitution including a multi-party system of democracy. Since then, the country's transition to a market-led democracy has been progressing at a steady pace.

Font face	Verdana
Size	11px
Color	#000000
Style	.text

Footer

The text used on the footer of each page

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Font face	Tahoma
Size	11px
Color	#666666
Style	.footer

Page Header

The text used for the header of each page and for the headline of each front page story

The Development Challenge

Font face	Verdana
Size	16px
Color	#002A6C
Weight	Bold
Style	.PageHeader

Breadcrumb

The text used for the breadcrumb, date and language selector at the top of each page

[Home](#) > Photo Galleries > **Trade and Investment**
19 January 2005

Font face	Tahoma
Size	11
Color	#666666
Style	.BreadBox

Main Menu

The main menu has no graphical elements except for the small right-pointing arrow which indicates the existence of sub-menus. It is an entirely Javascript construct and, as such, is edited via a number of external ".js" files (all located in the "scr" catalog). The styles of the texts are also determined in the Javascript files and NOT in the stylesheet.

History	
Development Challenge	
What We Do	▶
Special Initiatives	▶
Photo Galleries	▶
Press Room	▶
Links	
Doing Business with USAID	▶

Images

File Formats

Images on the site are of two varieties, *jpeg* and *gif*. As a general rule, photographic material should be presented in *jpeg* format while drawings or graphics with large contiguous areas of identical colors should use the *gif* format. Adhering to this rule will result in better looking images and more manageable file sizes.

Image Size

Compression should be applied judiciously to all images to be published on the web. Large image files will slow down page loads dramatically and frustrate site users. As a general rule, images which are included in the page design should not exceed 50K and external linked images (ala Photo Gallery) should not exceed 200K.

Site Logo (“USAID Lock-up”)

This image is used at the top of each page of the site without exception. Its size has been dictated by internal USAID branding guidelines. It cannot be presented any smaller than it is here. The amount of white space around the colored elements is also in conformance with these guidelines.

Further guidelines and regulations governing the use of this image can be found in USAID’s branding site: <http://www.usaid.gov/branding/>



Image dimensions	778 x 115
Catalog	img

Rotating (“Slide Show”) Images

In the upper left corner of the screen, above the main menu, is an area which features a photographic image. These images are rotated randomly upon navigating to a new page or refreshing the current one.



Image dimensions	300 x 65
Catalog	img\rot\

Quick Links Images

The images for the Quick Links section are to be placed to the left of the text field. The size of the images should be 78x48 pixels. The HTML code which holds the images will automatically place a 1 pixel black border and a 1 pixel white border around the images.



Image dimensions	78 x 48
Catalog	img

Headline Images

The images for the headline stories should be placed to the right of the headline and summary texts. The size of the images should be 126x78 pixels. The HTML code which holds the images will automatically place a 1 pixel black border and a 1 pixel white border around the images.



Image dimensions	126 x 78
Catalog	img

Gallery Images

The images in the various photo galleries each have a full resolution version and a thumbnail version. The thumbnail is displayed on the gallery page, clicking the thumbnail displays the full resolution version.



Thumbnail dimensions	100 x 75
Full resolution dimensions	600 x 450
Catalog	img\gal\SECTION\th

Content Frame Images

There is more latitude with respect to sizing of images included in the “content frame” of the page. They can be as much as 440 pixels in width (but this is probably unnecessarily large). The preferable target size for these images is approximately 300 pixels in width.








Approx. image dimensions	300 x 200
Catalog	img

Icons

The site utilizes a number of icons to identify links to various external files or websites. An icon is also used with hyperlinks when presented in the “related



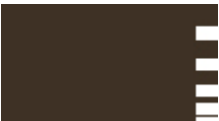
resources" area of the page. Icons are typically placed to the left of the text they represent. The following is a collection of all icons currently used on the site:

MS Word icon		32 x 31	img/icon_doc.gif
MS Excel icon		32 x 31	img/icon_xls.gif
Adobe PDF		32 x 31	img/icon_pdf.gif
Image icon		32 x 31	img/icon_img.gif
Link icon		32 x 31	img/icon_link.gif

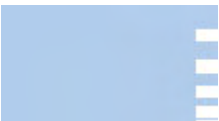

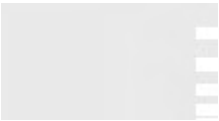
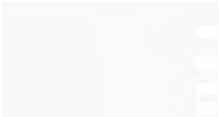
Colors

The colors for the site have been taken largely from the standard color palette dictated in the USAID Branding Guidelines. There are, however, a few colors which are unique to the Mozambique mission site.

USAID Primary Palette

Swatch	Color	Where used
	Blue #002A6C R0 G42 B108	Page background, logo
	Red #C2113A R194 G17 B58	Logo
	Black #000000 R0 G0 B0	Text

USAID Mozambique Additional Colors

Swatch	Color	Where used
	Light Blue #BOCBEA R176 G203 B234	Menu background (selected)
	Green # 84B782 R132 G183 B130	Dashed lines, menu arrows
	Light grey #E9E9E9 R233 G233 B233	Table backgrounds
	Very Light grey #F8F8F8 R248 G248 B248	Menu background

Appendix 1: Cascading Style Sheet

The following styles are defined in the external *usaid_moz.css* file:

```
.text {
    font-family: Verdana, Arial, Helvetica, sans-serif;
    font-size: 11px;
    text-align: left;
    padding-right: 0px;
}
.footer {
    font-family: Tahoma, Arial, Helvetica, sans-serif;
    font-size: 11px;
    color: #666666;
}
.HomeHeader {
    font-family: Verdana, Arial, Helvetica, sans-serif;
    font-size: 14px;
    font-weight: bold;
}
.BreadBox {
    font-family: Tahoma, Arial, Helvetica, sans-serif;
    font-size: 11px;
    color: #666666;
    text-align: right;
}
.GreyText {
    color: #666666;
}
.QuickLinks {
    font-family: Tahoma, Arial, Helvetica, sans-serif;
    font-size: 11px;
    color: #333333;
    text-align: left;
}
.QuickLinksHeader {
    font-family: Tahoma, Arial, Helvetica, sans-serif;
    font-size: 13px;
    font-weight: bold;
    color: #666666;
    background-color: #e9e9e9;
    text-align: left;
    text-indent: 10px;
}
.QuickLinksHeaderColor {
    font-family: Arial, Helvetica, sans-serif;
    font-size: 13px;
    font-weight: bold;
    color: #FFFFFF;
}
```

```

        background-color: #002A6C;
        text-align: left;
        text-indent: 10px;
    }
    .buttons {
        font-family: Tahoma, Verdana, Arial, Helvetica, sans-serif;
        font-size: 11px;
        color: #333333;
        text-align: center;
    }
    .TableHeader {
        font-family: Verdana, Arial, Helvetica, sans-serif;
        font-size: 11px;
        font-weight: bold;
        color: #333333;
    }
    .PageHeader {
        font-family: Verdana, Arial, Helvetica, sans-serif;
        font-size: 16px;
        color: #002A6C;
        font-weight: bold;
    }
    a {
        text-decoration: underline;
    }
    a:hover {
        text-decoration: none;
        color: #C2113A;
    }
    .LinkTableHeader {
        font-family: Verdana, Arial, Helvetica, sans-serif;
        font-size: 11px;
        font-weight: bold;
        color: #333333;
    }
    .LinkTableInfo {
        font-family: Verdana, Arial, Helvetica, sans-serif;
        font-size: 11px;
        background-color: #FFFFFF;
        text-indent: 10px;
    }
    .date_format {
        font-family: Tahoma, Verdana, Arial, Helvetica, sans-serif;
        font-size: 11px;
        color: #666666;
    }
}

```