

# Style Guidelines

WSC2011\_TP09\_style\_guide\_actual\_EN

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## **INTRODUCTION**

The Independent Society of International Soccer (ISIS™) has announced that a new World Soccer Tournament will start in 2011. It will be called the Nations Soccer Cup (NSC®). The event, held annually, and hosted by a different member country of ISIS™, is the final challenge for soccer clubs to demonstrate their skills and to find the best of the best. 16 soccer clubs, 8 clubs from the host country and the 8 best international soccer clubs (selected by existing competitions) will take part.

The tournament will consist of two phases. The group phase, where the two top clubs from the three matches played in each of four groups advance to the knock-out phase. These eight teams play in the quarter-finals where the losing clubs are eliminated leaving four teams to play in the semi-finals. The two losing teams in this match play against each other to decide the third and fourth positions. The two winning teams play against each other to decide the tournament winner and the second position.

## **GENERAL ASPECTS**

Steve & Steph Consultants have worked with a designer and ISIS™ to identify what are the requirements for the office framework that will be developed. Ensure all components comply in the following areas:

- Color scheme
- Borders and shading
- Font usage
- General design and logo use
- Grouping of elements (into logical categories)
- Use of appropriate controls (e.g. combo boxes to display lookup values from database)
- Use/placement of navigation/operation buttons
- Layout/alignment of elements (labels, inputs, etc)
- Overall professionalism
  - o must be clear
  - o precise
  - o concise
  - o attractive
  - o avoid user errors and inform them about denied or wrong operations
  - o easy-to-use

## **LAYOUT AND DESIGN SPECIFICATIONS**

You will be free to develop a formal artistic design pattern for the office management soccer system requested, but some points are listed to help you with planning and creating the required deliverables:

- ISIS™, as a modern organization, aims for practicality and efficiency in all of its processes. They ask you to provide technological facilities based on a concept of simplicity. The end users of your solutions must be able to understand and use them easily, based on their previous knowledge of software's usage and IT solutions.
- Always when representing the acronyms for Independent Society of International Soccer or Nations Soccer Cup in a text, label or heading, remember to use the corresponding TM/® identification using superscript font formatting.
- Artistic elements are welcome, but be careful with excessive effects. The use of shapes, lines or other elements should be attractive.
- Documents, forms, reports and presentations content should not crowd the margins and other elements. The giving and receiving of clear information is the most important aspect of your work. ISIS™ IT infrastructure has a resource limitation, screen resolution is limited to 1024x768px. Avoid the creation of resources that extrapolate the screen limits. The use of horizontal scrollbars is not liked by users.

- Apply the same logic scheme to all documents, spreadsheets, presentations and applications so that the user will be able to handle and understand the content easily.
- If the deliverable instructions do not specify a format or diagramming style, create/develop it using this document as a guide.

## **PAGE SET UP, MARGINS, FONTS AND FONT SIZES**

When the document does not specify the page setup, margins, font or font-size, please, follow the approved options supplied by the ISIS™ office:

- For page set up
  - A4 paper
    - Header edge with 1.20cm
    - Footer edge with 1.27cm
  - Margins
    - Top: 3cm      Left: 2.5cm
    - Right: 3 cm      Bottom: 2.5cm
- For Heading 1 or titles without heading style
  - Use Impact normal, 18pt
- For Heading 2 or sub title without heading style
  - Use Impact normal, 14pt
- For paragraphs or sentences
  - Use Arial normal, 12pt
- For MS Access forms and reports
  - headings - use Impact between 12pt and 20pt, normal or bold
  - table column, labels, instructions, help texts - use Arial bold, 12pt
- For list items without numbering
  - Use the following sequence for list levels:
    - 1<sup>st</sup> level ( • ) square, 2<sup>nd</sup> level ( ○ ) circle (not filled), 3<sup>rd</sup> level ( ● ) circle solid and 4<sup>th</sup> level ( - ) hyphen
- For documents without margin specifications
  - Use 2cm for all margins

### **Logos**

For exclusive ISIS™ official documents, the logo must follow the rules described below:

In cover pages of documents, reports or presentations, the ISIS™ must be placed at left top position or centered. Other document/report pages or other publications must have the ISIS™ logo either in the header or right side of the footer.

Be careful with the use of different versions of the logo. When you have a white background, use the *\_original* version. Over black background, use the *\_white* version, and over artistic effects, images or colored shapes, use the *\_white\_with\_border* version.





For NSC® official stamped documents, the logo must follow the rules described below:

This is always a colored logo, if it is going to be placed over an artistic effect or colored background, it is necessary to fill the logo background with white color. No other effects or colors should cross the inner part of NSC® logo.

Every time you use the NSC® logo, the ISIS™ must be put with it at least once.

## **NAMING CONVENTIONS**

You are expected to demonstrate professionalism in the names you choose for all objects/files you create. Decide on a naming convention and ensure that you adhere to it throughout the project for consistency. The naming convention you adopt must clearly identify the purpose of all objects/files not only for you as the initial developer, but for all others who will maintain and modify the project at a later stage. This will form part of the documentation for the project.

## **OFFICIAL COLORS**



RGB: 0,51,153



RGB: 0,0,255

Gradient RGB limit: 148,148,255



RGB: 255,255,0

Gradient RGB limit: 248,248,150



RGB: 0,154,61

Gradient RGB limit: 78,190,122



RGB: 255,0,0

Gradient RGB limit: 255,76,76

## **DRAWINGS, ICONS, IMAGES, SOUNDS AND VIDEOS**

It is expected that you will create a solution with a unique identity for the client. Inside the folder **.../artfiles**, you will find a collection of files to help you to create the deliverables requested, but it is not a limitation, you are able to draw, innovate and surprise them with your creativity.

## **MANUALS/ORIENTATION GUIDES**

You need to be ready to help users by developing quick manuals or small orientation guides when requested. You must decide what will be the easiest way to help them. Establish a pattern of 'help' documentation and follow this pattern for all clients' requests. You are not going to be requested to write long descriptions/explanations or theoretical basis for procedures. Only describe the steps necessary to execute/perform the required action using: small help texts, arrows and shapes, print screens or diagrams. Organize all manual/orientation guides in a specific folder named **.../Helps and manuals** identifying the purpose of that file in the file name.