FIFA.com Graphic Guidelines

- Pages Layout
- Main Navigation / Main Content
- Design elements
- Slicing
- General Color Code
- Picture Sizes
- Font
- Slot
- HTML Design Elements
- SubSections Navigation
Page Layout 01

HOME PAGE AND KEY PAGES LAYOUT

**Dimension:**

- **Slot**
  - 3/3: 760 pixel
  - 1/2: 377 pixel
  - 1/3: 250 pixel
  - 2/3: 505 pixel
  - Ex: 210 pixel (back)
  - ExSlot: 200 pixel (Content)

- **Spacing between slot**: 5 pixel
- **White Sheet**: 985 pixel
GRAPHIC LAYOUTS
Page Layout 02
TOURNAMENT PAGES

DIMENSION:

Slot
3/3 615 pixel
1/2 305 pixel
1/3 202 pixel and 201 central
2/3 409 pixel
Ex 210 pixel (back)
ExSlot 200 pixel (Content)

Menu Nav 140 pixel
Spacing between slot 5 pixel
White Sheet 985 pixel
Main Header (always on top)

Section Header

ABOUT FIFA

Association Header (example)

Tournaments Header

Interactive World Cup Tournament Section Header

Special Section could allow different header and main navigation (for ex. Fifa Interactive WC)
<table>
<thead>
<tr>
<th>Slot</th>
<th>Extra Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title Slot</td>
<td>Title</td>
</tr>
<tr>
<td>Title Slot</td>
<td>Title</td>
</tr>
<tr>
<td>Title Slot</td>
<td>Title</td>
</tr>
</tbody>
</table>

**GRAPHIC LAYOUTS**

**Main Content**

**Slot and Application**

**HP News Module**

- NEWS READER FLASH APPLICATION
- VIDEO/PHOTO APPLICATION
- NEWS HIGHLIGHTS "ABOUT FIFA SECTION"
- TOURNAMENT FLASH APPLICATION
- NEWS HIGHLIGHTS "MEDIA INFORMATION SECTION"

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- Coca-Cola
GRAPHIC LAYOUTS
Design elements
graphics designign

CORNER ROUNDED
Header rounded = 7px
Slot rounded = 5 px
GRAPHIC LAYOUTS

Slicing
Main Slot and Extra Content slot
GRAPHIC LAYOUTS

Picture Sizes

There are 5 sizes for the picture used in all the site:

- 50 x 50 px
- 80 x 80 px
- 150 x 150 px
- 180 x 180 px
- 300 x 300 px

FOR VIDEO THUMBNAIILS

Only two sizes:

- 80 x 80
- 180 x 180

Example:

Latest News
Monday, 5 March 2007
Hamburg stun Schalke to shake up the Bundesliga

A resurgent Bundesliga side Hamburg hit away form in timely fashion to
run league leaders Schalke 04 2-0 and shake up the title race on Friday.
Hamburg have been struggling all season, but new coach Mirko Slomka
has re-instilled belief into the...
GRAPHIC LAYOUTS

Picture Sizes
SPECIAL FORMAT - LANDSCAPE

Only for About FIFA Sub Section

485 x 200 (big)
240 x 90 (small)
GRAPHIC LAYOUTS

Picture Sizes
SPECIAL FORMAT - LANDSCAPE

Only for Tournaments / FIFA World Cup Section

600 x 200 (big)
291 x 97 (small)
GRAPHIC LAYOUTS

Html Design Elements

Headers

Almost graphics in the FIFA website based on CSS Sprites

For more information about CSS Sprite:
http://www.alistapart.com/articles/sprites
Graphic Layouts

Tournament Headers

FIFA U-20 World Cup Canada 2007

Dimensions:
- Top banner: 975 x 74
- Logo: 140 x 127
- Transparent area: 5
backgrounds submenu elements based on CSS Sprites

Classic Football Section

link highlight bg, standard section

link highlight bg, classic football section

CLASSIC FOOTBALL

ABOUT FIFA

Who We Are | Developing the Game | Corporate Responsibility | Marketing & TV | Media | Calendar | Document Library

Mission | FIFA Statutes | Associations | President | Bureau | Confederations | Administration | Inside FIFA
**GRAPHIC LAYOUTS**

**Html Design Elements**

**Special Section Headers**

Special Section could allow different header and main navigation (for ex. Fifa Interactive WC)
2010 FIFA WORLD CUP SOUTH AFRICA™

Groups and Standings

2nd Level Navigation
Font: Arial 11pt bold
Color: #ffffff
(when selected is Color #003269 on white bg stripe)

3rd Level Page Title
Font: Impact 28pt regular
Color: #435d7a

Sub 3rd Level Navigation
Font: Verdana 10pt
(normal: REGULAR / selected: BOLD / rollover: ITALIC)
Color: #000000

3rd Level Navigation
Font: Verdana 10pt bold
Color: #ffffff
(when selected is Color #003269 on white bg stripe)