

e-Business Integrator

*From Strategy to Technology
To remove the gap between e-biz strategy and
implementation*



What

How

Where

Core
Competence

가 (Web Style Guide)

(eeyus@e-bizgroup.com)

Creative Design

2001. 04. 24

e-Business Integrator

*From Strategy to Technology
To remove the gap between e-biz strategy and
implementation*



What

How

Where

Core
Competence

[]

I. 가 가?

1. 가

2. 가

3. 가

(1)

(2)

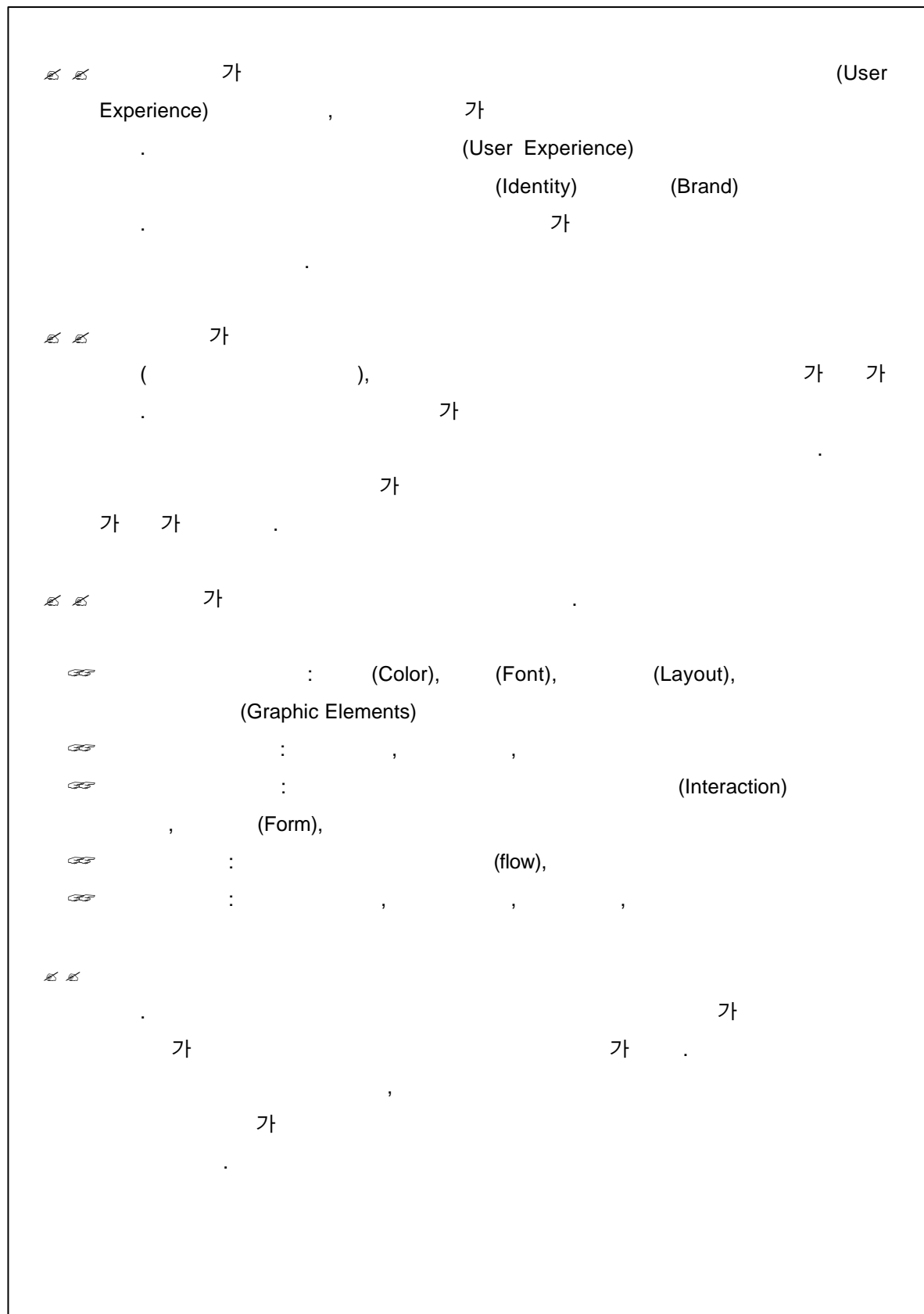
II. 가 가 가?

1.

2.

3.

[]



I. 가 (Web Style Guide) 가?

1. 가

가 가 .

가 가

가 가

가

가

가 , ,

가 .

가

가

가

가

가 GE, IBM, Compaq, Citi Bank

가 .

가 ,

가 (,

가 ,)

가

가 . Proxicom

가

가 , 가

가 , 가

가

HTML
가 ' 가? 가 가
' 가 '
가 가 가.

가 (User
Experience) , 가 .
(User Experience)
(Identity) (Brand) .
가 .

2. 가

가 가 가
가 HTML
가 , 가 .
가 ' 가 '
(),
가 가 .
가 가 .

Agency.com Compaq ' 가 '
가 .
' 가 '
가 . 가
(, , ,)
가 GE 가 HTML
가 .

IBM Sun 가
HTML, Java, CGI 가 .
가 .
가 가 .

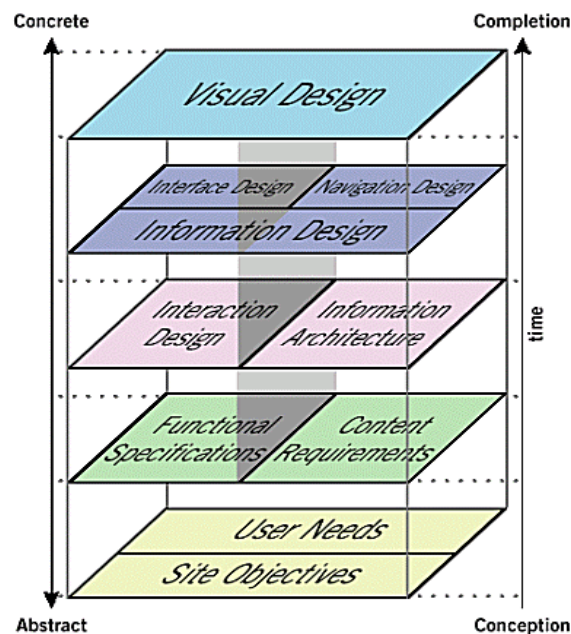
3. 가

가 가 가? 가 가 가 가

가 (User Experience) 가

(Structure), (Navigation & Information Architecture), (Interaction), (Function), (Content)

[1]



☞ : (Color), (Font), (Layout),
(Graphic Elements)

☞ : , ,

☞ : (Interaction) ,
(Form),

☞ : (flow),

☞ : , , ,

가

가 가

가

(1)

가 가

(Visual Concept), (Color), (Font),
(Layout), (Graphic Elements)

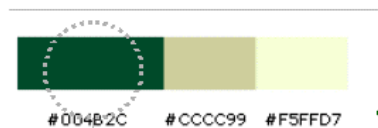
가. (Visual Concept) :

,

(Color)

[2]

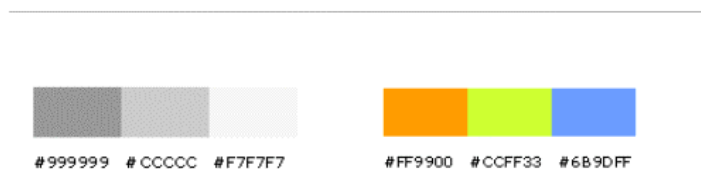
→ Color



Primary Color

Color system

많은 수의 color는 눈의 피로를 줄 수 있다.
Corporate Color를 #004B2C를
Application Color를 #999999 선택하고
Color tone을 3level로 나누었다.
#FF9900, #CCFF33, #6B9DFF를 블릿이
미지 등에 컬러를 사용하여 강조를 주었다.



Secondary Color

가

가
(Color) 1 (Primary Color) 2 (Secondary Color)

(Logo)
RGB

256 가

(Font)

가

[3]

▶ Korean Font



HY울릉Medium

▶ Headline Treatment(for home & 2level page)

테크빌 닷컴
디지털 리더 테크빌 닷컴
 Online Education

Name : HY울릉 Medium Size : 16point Extended : ~30 Color : R0 G0 B0 (Black)
 Name : HY울릉 Medium Size : 20point Extended : ~30 Color : R0 G46 B233 (Blue)
 Name : AvantGarde Medium BT Size : 18point Extended : ~30 Color : R88 G88 B88 (Grey)

▶ Sub Headline Treatment(for 2level page)

디지털 리더 테크빌 닷컴

Name : HY울릉 Medium Size : 15point Extended : ~80 Color : R0 G0 B0 (Black)

▶ Headline Treatment(for 3level page)

디지털 리더 테크빌 닷컴

Name : HY울릉 Medium Size : 16point Extended : ~30 Color : R0 G0 B0 (Black)

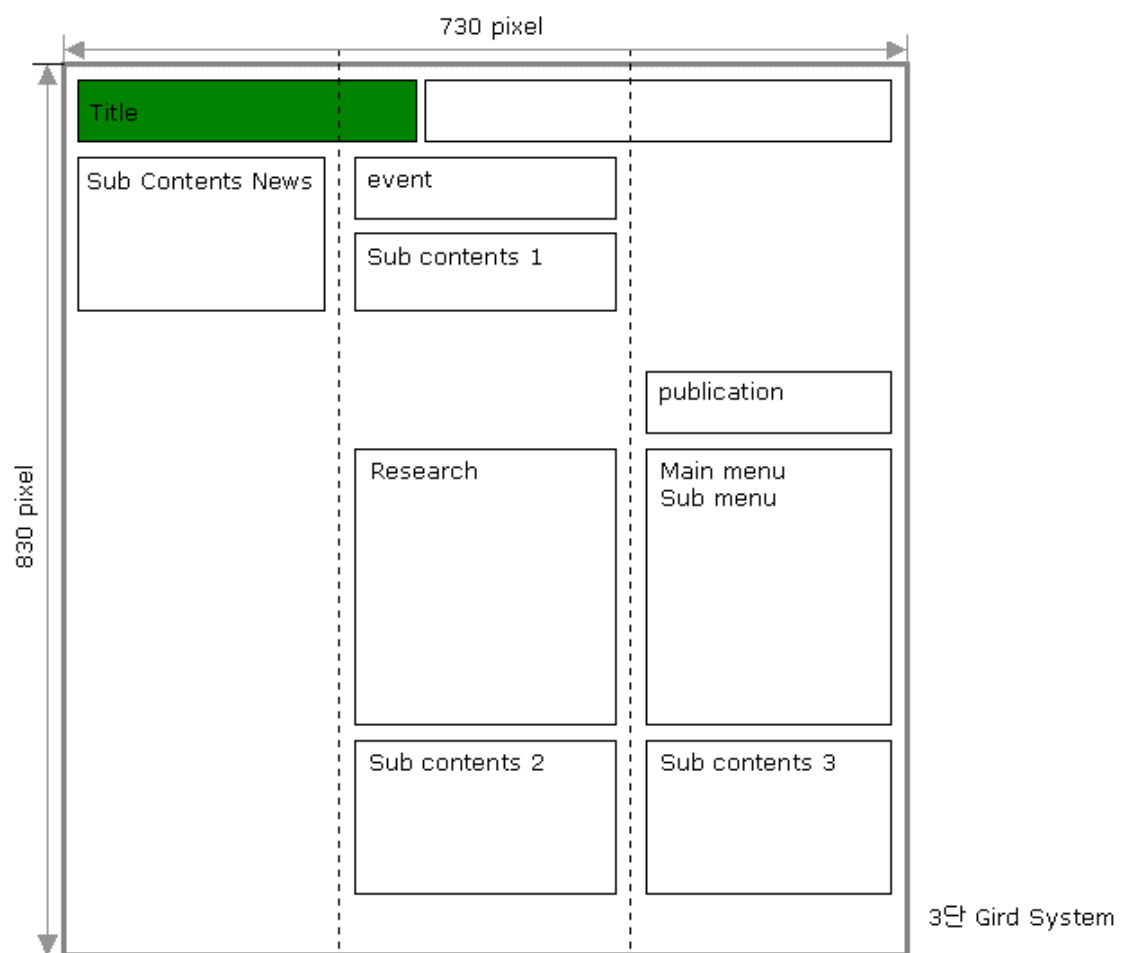
(Title), (Label Font), (Body Font), (Headline),

가

가 ,

(Layout)

가 (Main Page),

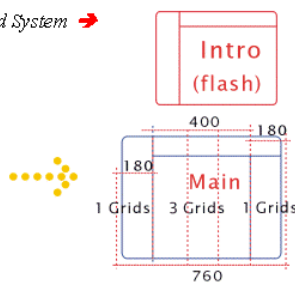


[4] SBSi

U.I Screen Design

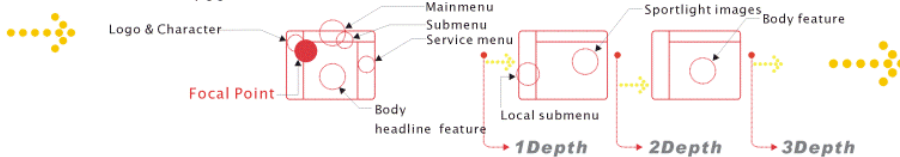
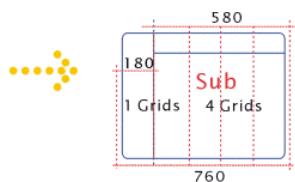


Grid System →



Total 5 Grids Systems

- Total width : 760
- Sub menu width : 180
- Service menu width 180
- Height : 800*~
- Guide Monitor : 15", 17"
- Resolution : 800 * 600 & 16bit color later



(Graphic Elements)

가

가

가 가

Contents Images

Contents Identity를 구축하기 위한 비주얼 요소를 직관적이면서 친근한 이미지로 접근하기 위하여 3D느낌의 일러스트를 사용하였다.



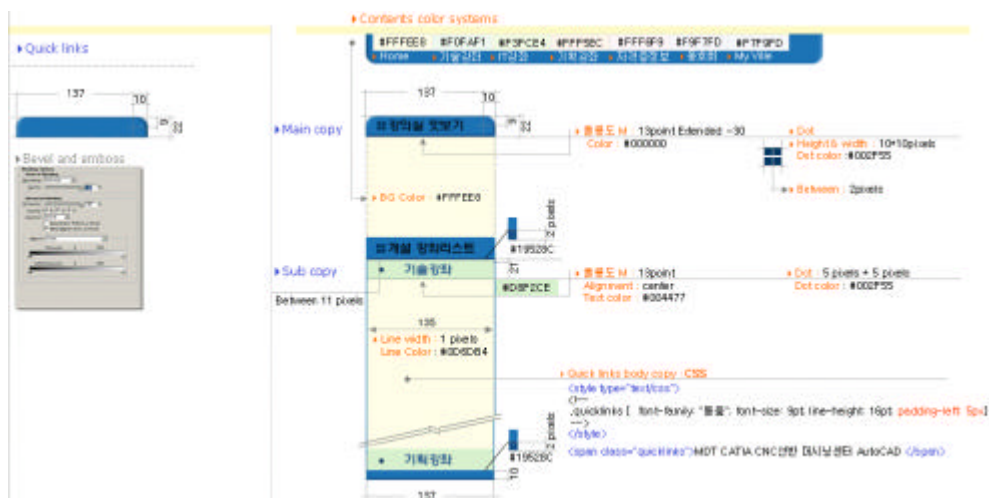
Blit Images



가

가

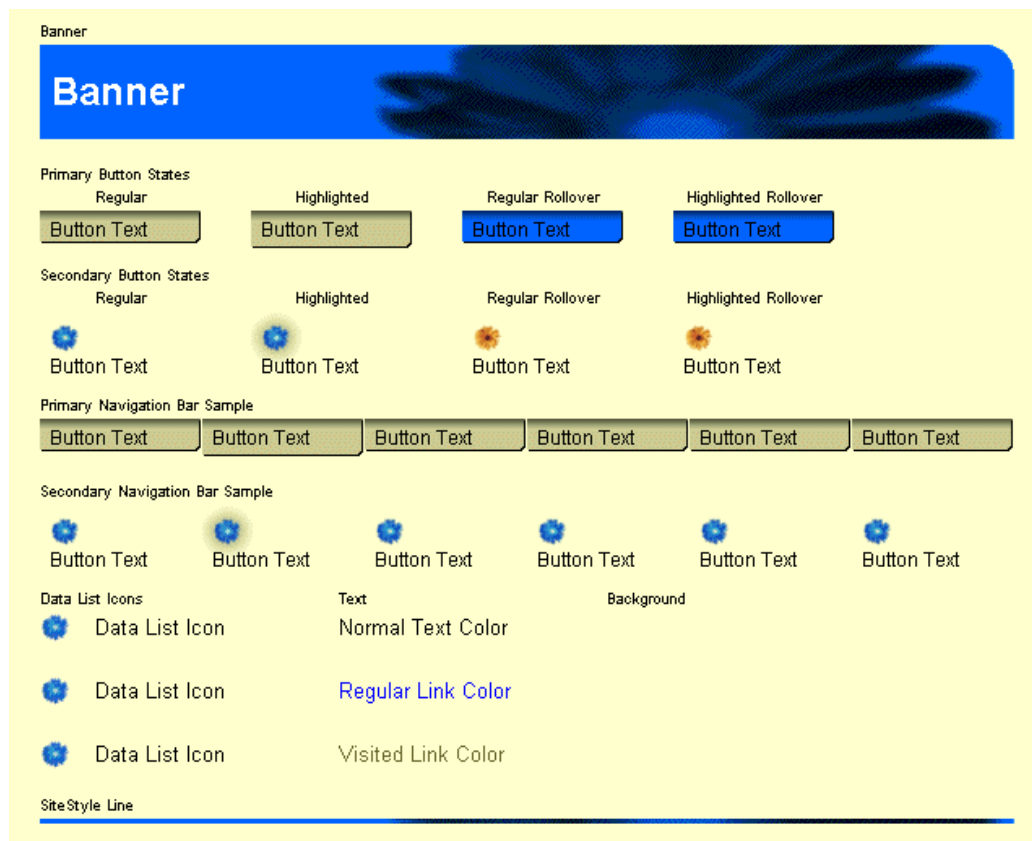
가



가

2Level My Ville Main : header & main graphic Balance									
	200	74	60	60	60	60	60	67	
	* My_header.inc								
Header Area	50								
Information Highway	110								
Footer Area	152								

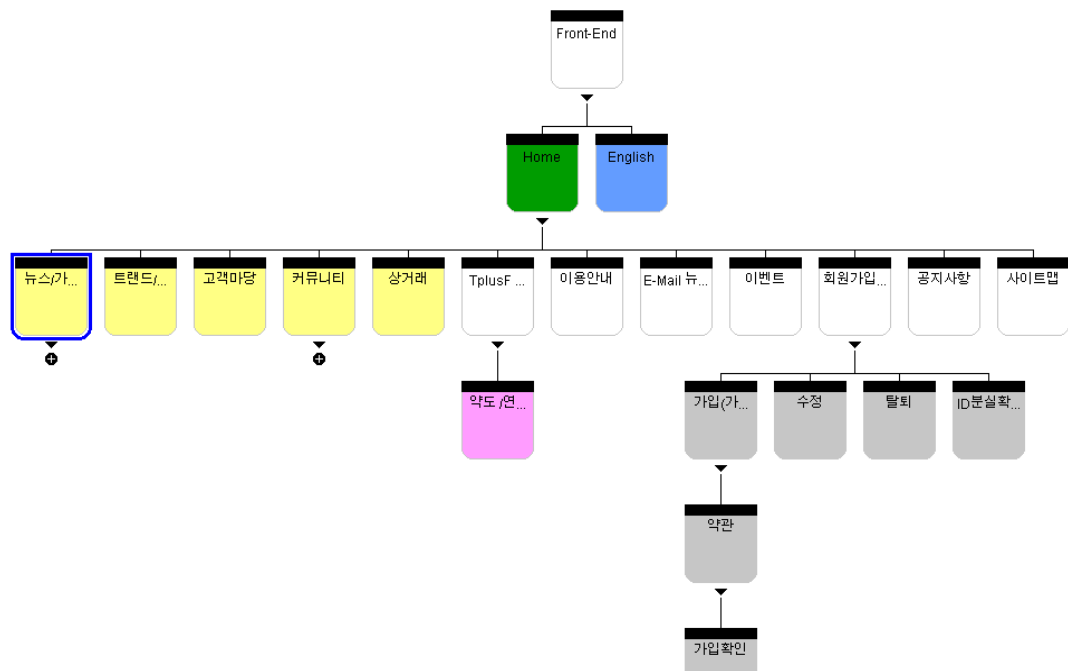
(Graphic Element Style Table)



(2)

가 가 가

가. (Site Map)



(Width) 가 (Depth)
 . , “ 3
 ”
 .

(Tear Off Page) (Cross Link)

(Menu Table)

가

가

Menu Descriptions(Depth 2)		
Main	메뉴명	내용 (서비스) 설명
	각 종목 메인 [Live to PLAY]	각 종목별 (10개부문)을 팀플레이를 만들어 종목관련 콘텐츠, 커뮤니티, 커머스 안내한다.
	레코즈뉴스	오늘까지의 최신 레코즈 관련 뉴스를 순서대로 소개할뿐만 아니라 소개하는 레코즈뉴스 팀원들이기도 언급한다
	미인트	시리즈 전체에 골상되어 있거나 특정 미인트에 대한 전체 리스트를 제공하고 여기에서 곧바로 미인트 참가 신청을
	테이퍼데이	테이퍼데이와 관련한 다양한 서비스가 제공되며 관련 서브 메뉴들도 추가된다
	RGT 정보	지역별, 항목별, 제일별 추천 문도/박식 지실 안내와 최종특권, 필수적이고 유익한 정보를 총 대표적인 것을 소개하고 위대자로 연결한다
	스포츠헤드 소개	컨텐츠, 정비 현황을 알 수 있는 입회와 가격 비교 등에 소개된다
	리워드여귀데미	각종 골프츠 관련 강연과 특제마당 프로그램, 교육기금, 사적 등에 대한 정보제공을 한다.
미인트재능오디	누구나 원하는 미인트 아이디어를 제시하도록 하고, 개인별 견해 대외까지 직접한 포인트를 주어, 시청후 달성하는 다른사람의 경우로 활용된다.(미인트재능오디 머언터더로 연결)	
Menu Descriptions(Depth 3)		
	메뉴명	내용 (서비스) 설명
골프구분(Cutdown)	(골프 뉴스)	월드 카테고리인 골프 레코즈에 대한 권가 별첨에 대한 소개(강조, 고가)
D+하 종목 섹션	질비	하위 종목별, 공통 질비 둘에 대한 소개와 사용법, 검색 시 유의사항, 관련방법
		위로로 질비 정보
	절러리	월드 카테고리의 하위 종목별 동영상, 사진, 그래픽 등 전시
	홈북 채널 기	네이션들이 작성한 홈북채널 채널기들을 제공한다
	집출발구	월드 카테고리 관련 뉴스나 특징기사거리를 주안 또는 격주안으로 제공한다
	미인트	월드 카테고리 관련 미인트를 소개하고 미인트 채널기를 사용자가들이 게시할 수 있도록 한다
	전문소 소개	월드 카테고리 관련기사를 주 1회씩 선점 소개하고, 하위 종목별 전문소 리스트를 제공한다
	RGT 정보	월드 시즌제 최정량에게 유용한 실습, 대회들, 이벤트, 후원상품들에 대한 상세정보를 제공한다
(속독물) O&A	각 종목별 질문과 답변모드를 만든다. 네이션들로 답변할 수 있고, 질문자가 답변을 해주게 한다.	

(Navigation)

가

(Global Navigation)

(Local Navigation)

(Featured Navigation)

(Top Navigation),

(Footer :

Top Navigation

.)

(Side Navigation)

(Side Slide),

(Navigation Box)

가 ,
가 .

.
 , , ,
 ,
 .

II. 가 가 가?

1.

.
 ,
(Application) . , , ,
 .
(Form) . (Action) 가
(Button) .
 .
(Graphic User Interface) .

가 .
 .
 , , 가 가 .
 .
가
가
가 .

2.

.

가 .

3.

'94~'95

가

EIP(Enterprise Information Portal)

가 .

가 .

가

가 .

가

가 .

가

가

가

가 .

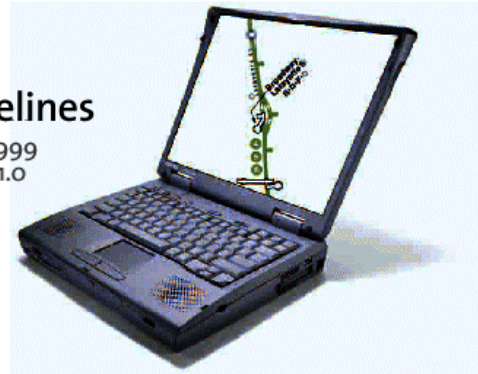


[1] 가



Compaq Internet Branding Guidelines

feb 26.1999
version 1.0



COMPAQ
Better answers


AGENCY.COM

[]

1. (Overview)
2. (Color Palette)
3. (The Grid)
4. (Fonts)
5. (Photography)
6. (Graphic Links & Buttons)
7. (Gateway)
8. (Second Level Screens)
9. (Tertiary Level Screens)
10. (Contact Info)

1. (Overview)

가

가 1.0 1999 3 29










2. (Color Palette)

1 (Primary Color) Q (Compaq Red)
(Compaq Grey),
(Compaq Blue)
2 (Compaq Purple, Green, Orange),
(Yellow)

가

RGB Hexadecimal

primary colors

	compaq red r:255 g:0 b:0 #FF0000 for Compaq logo and Q only		compaq blue r:0 g:0 b:51 #000033 navigation
	compaq grey r:102 g:102 b:102 #666666 navigation		mid blue r:0 g:51 b:153 #003399
	mid grey r:153 g:153 b:153 #999999		light blue r:153 g:153 b:204 #9999CC
	light grey r:204 g:204 b:204 #CCCCCC		

secondary colors

	compaq orange r:255 g:153 b:0	#FF9900		compaq purple r:102 g:0 b:102	#660066
	light orange r:255 g:204 b:0	#FFCC00		light purple r:153 g:102 b:153	#996699
	yellow r:255 g:204 b:153	#9999CC			
	yellow r:255 g:255 b:102	#FFFF66		dark green r:0 g:153 b:51	#009933
				compaq lime green r:153 g:204 b:0	#99CC00
				light green r:204 g:255 b:153	#CCFF99

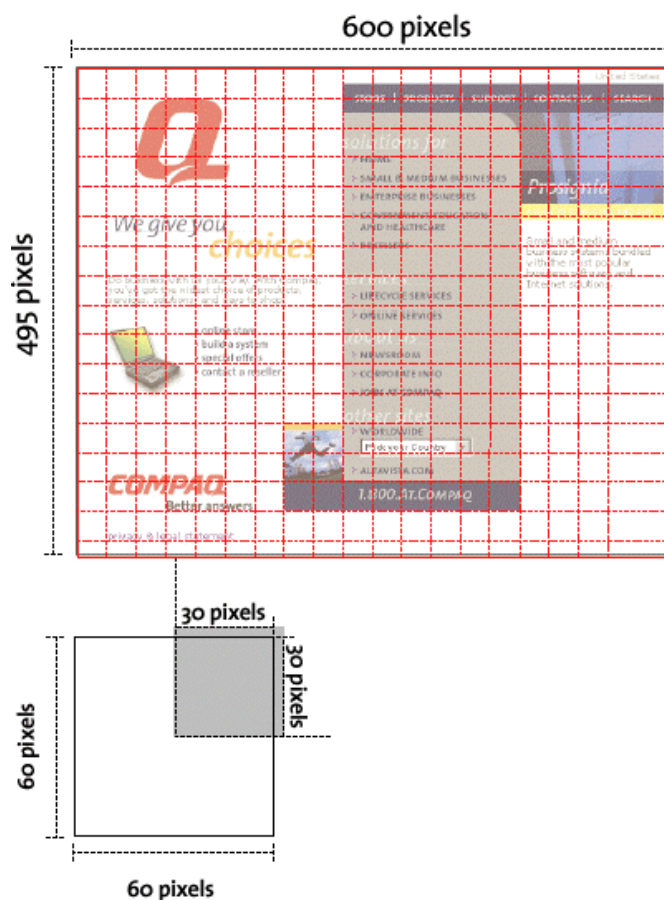
3. (The Grid)

(Compaq Web Grid System)

가

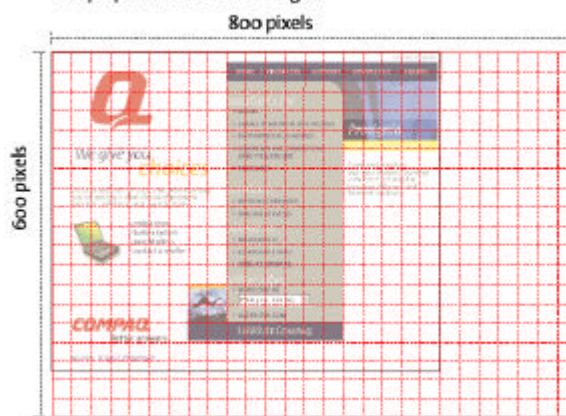
60x60
30x30 15x15

Compaq.com on a 600 x 495 grid (recommended)

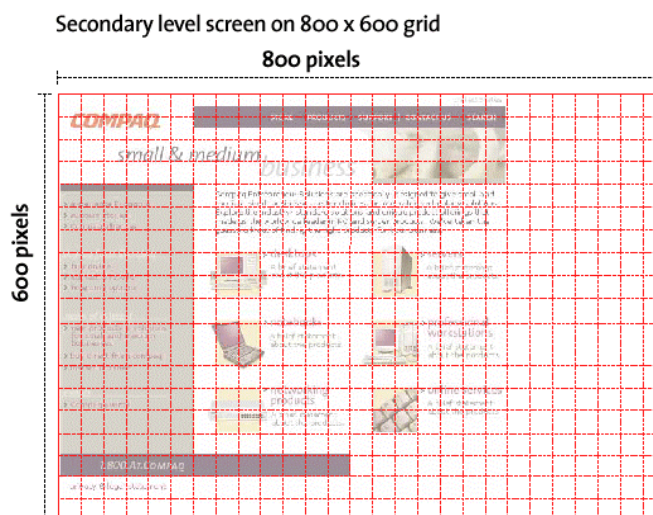
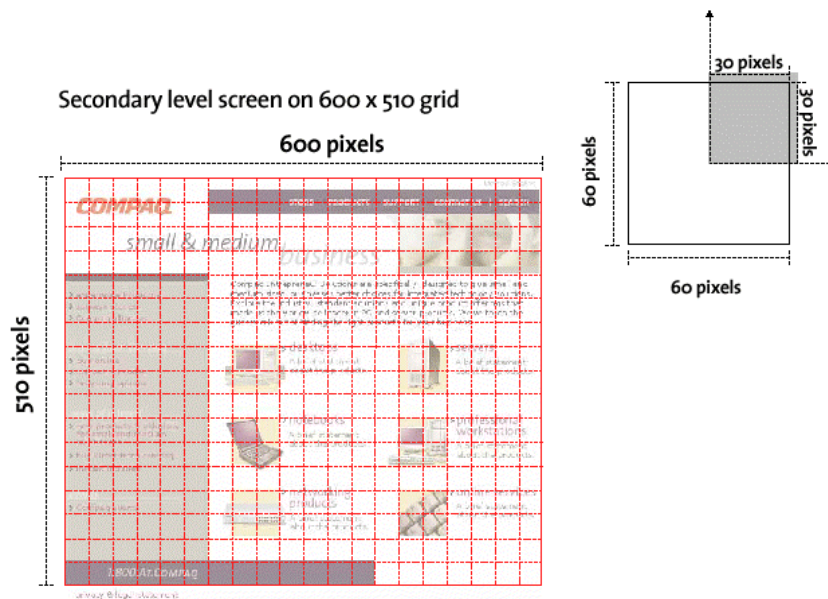


60x60

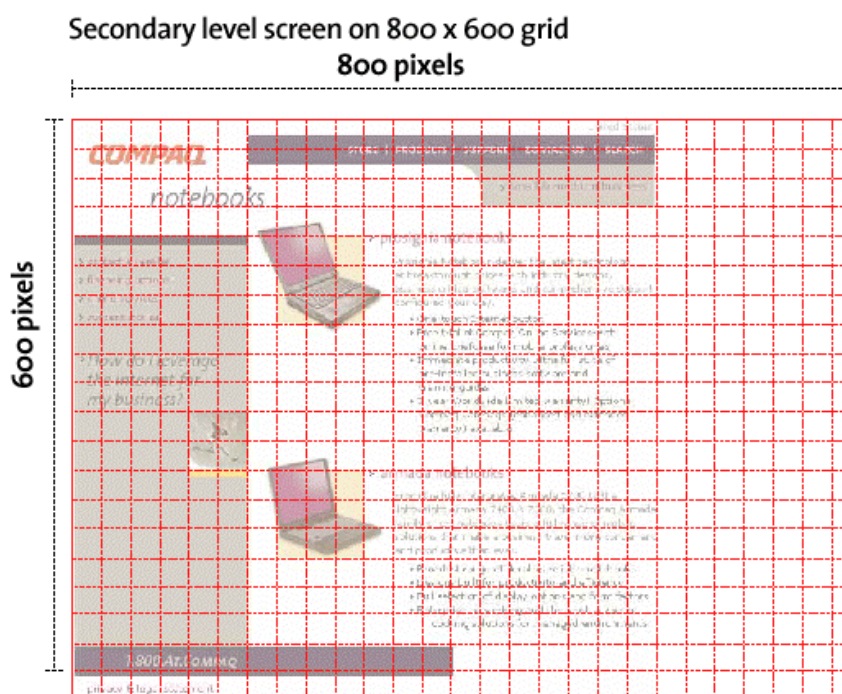
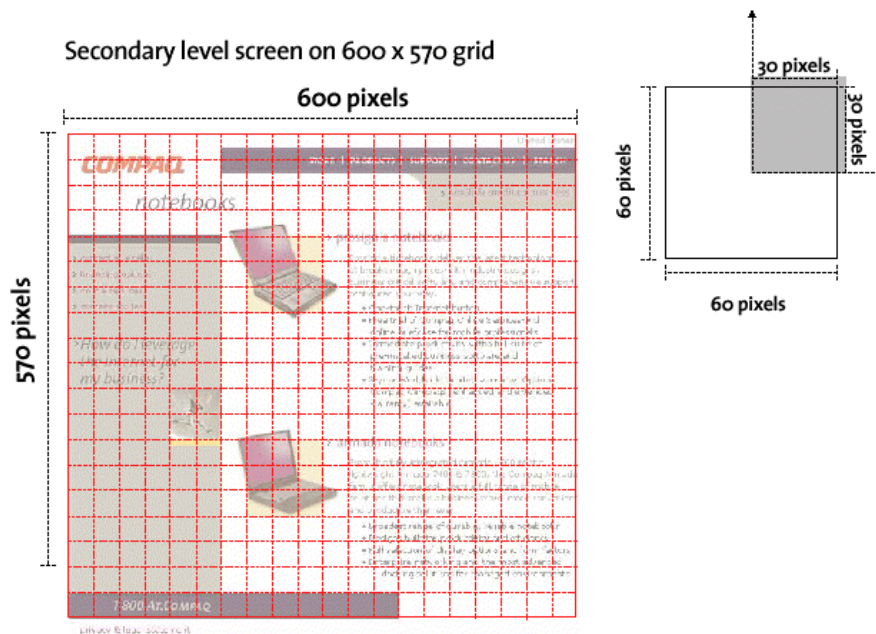
Compaq.com on a 800 x 600 grid



(Secondary Level)



(Tertiary Level)



4. (Fonts)

(Typography)

Thesis

. Sabon

. Verdana HTML

Headline Treatment (for home page only)

25 point the sans semi-light italic

We give you

choices

40 point the sans semi-bold italic

Headline Treatment (for 2nd level pages)

30-36 point sans semi-light italic

enterprise

computing

20-24 point sans semi-light italic

Headline Treatment (for 3rd level pages)

30-36 point sans semi-light italic

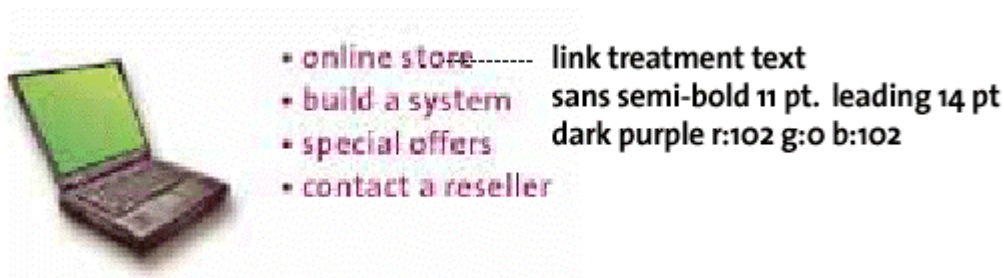
desktop computers



Navigation Bar : (Menu Bar)

Navigation Text :

Linking Device : ()



Link Treatment Text : 가

Body Copy Text and Nav Bar Text (all HTML Text)

Do business with us your way. With Compaq, you've got the widest choice of products, services, solutions, and ways to shop.

header text in HTML
Font: Verdana
000033 or # 666666 size: 1

Header Text : HTML

5. (Photography)

:

가



(Bar)

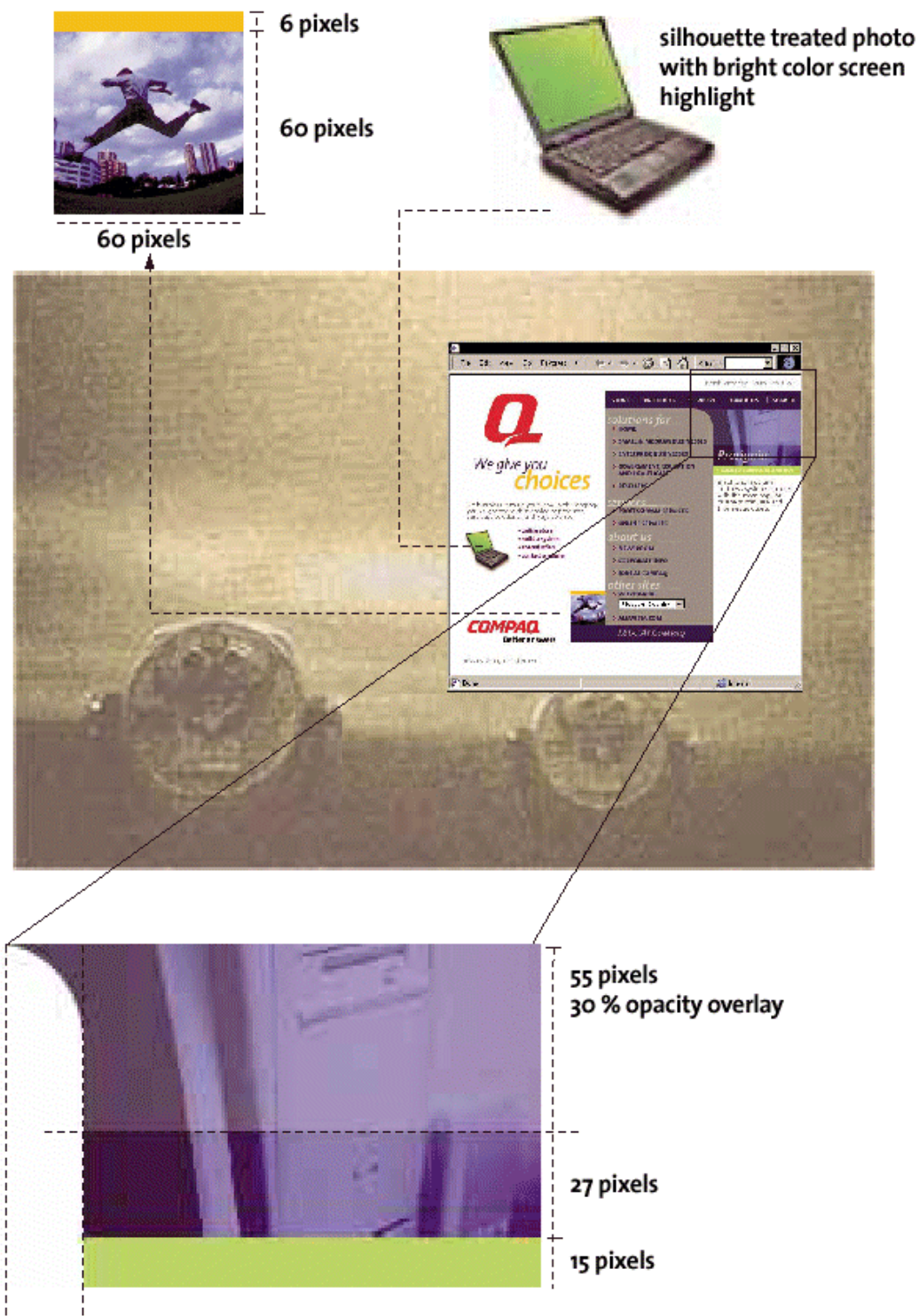
60x60

가

가

가

(Color Bar)가



6. (Graphic Links & Buttons)

(Compaq Graphic Linking & Button Devices)

HTML

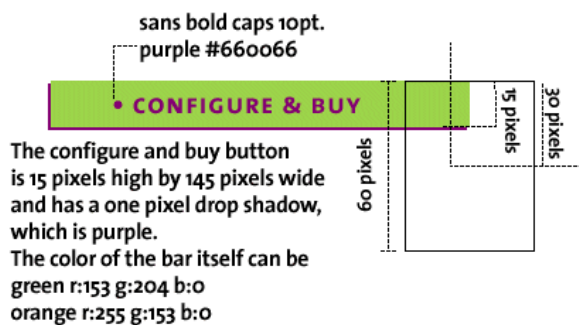
(Purple)

(Blue)

"Configure and Buy", "Go"

. Thesis sans bold caps

1 (Drop Shadow)



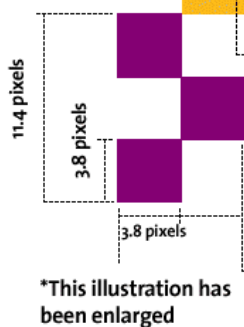
GO

go button
6 pixels x 6 pixels
type: sans bold caps
6pt.
dark blue r:0 g:0 b:51



The divider between sections, is a 1 pixel line light gray #cccccc

navigation text
sans semi-bold caps 12.5
dark blue r:0 g:0 b:51



The linking graphic device 'The Arrow' is only used on the primary navigation area, whether next to graphic text or html text, the arrow can be either compaq purple (r:102 g:0 b:102) on the home page and dark blue (r:0 g:0 b:51) on 2nd and 3rd level screens *



actual size

7. (Gateway)

1

가

compaq.com



¹ Gateway :

가

. :



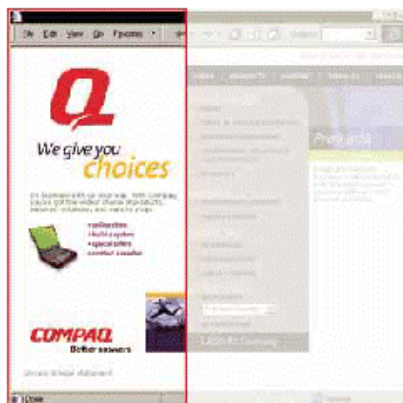
(Global Brand Section)



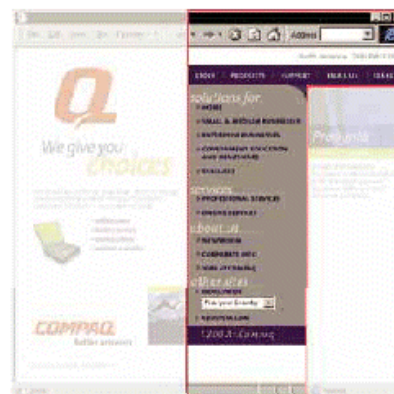
(Navigation Section)



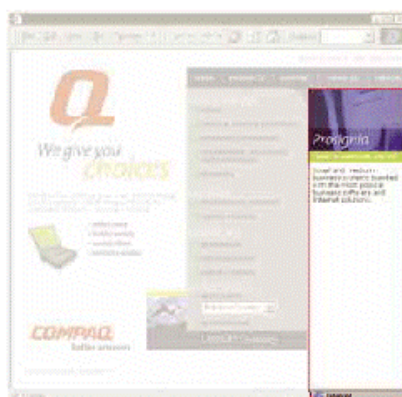
(Local Feature Section)



global brand space



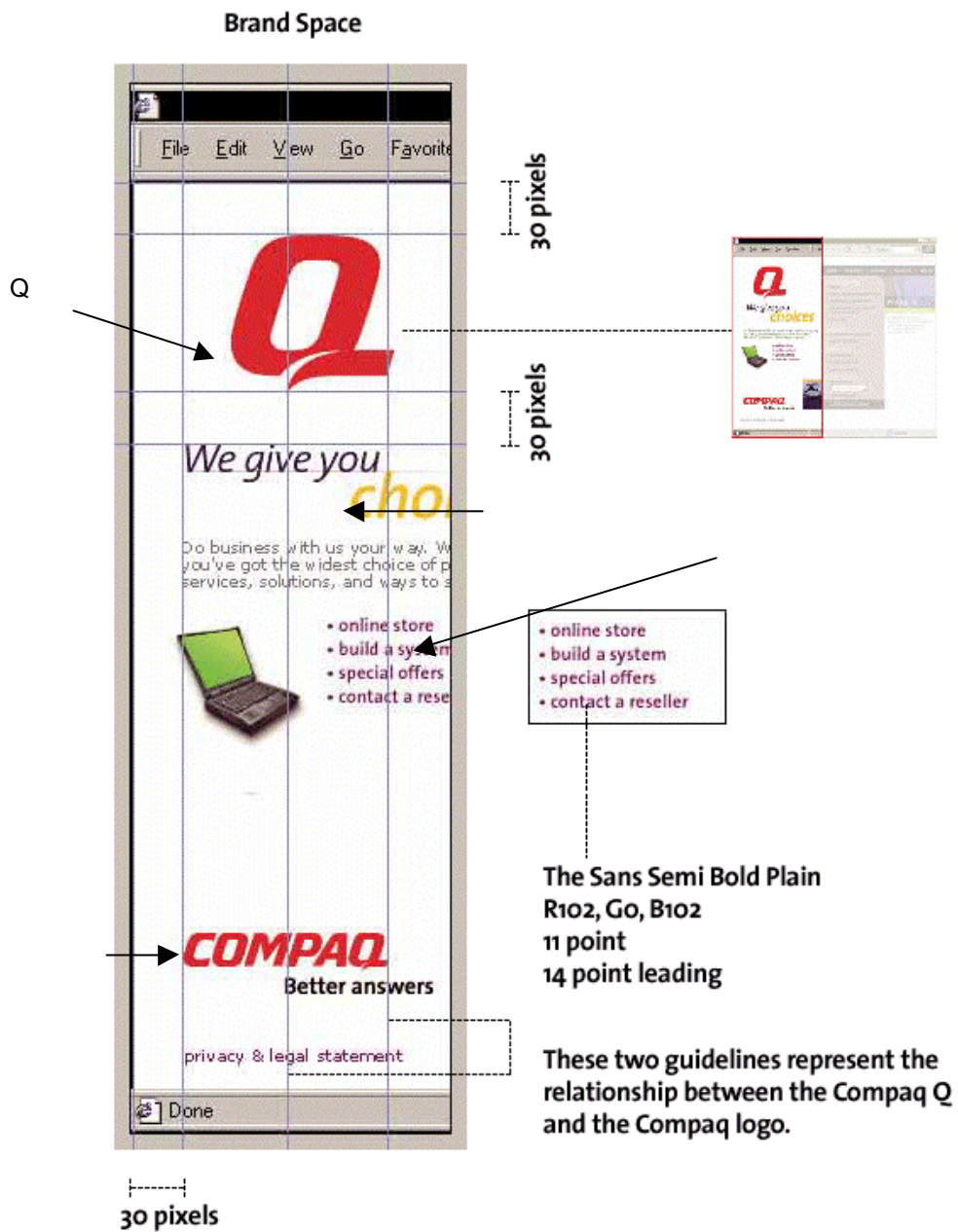
navigation area



local feature area

(1)

가



(2)

2

(bar)

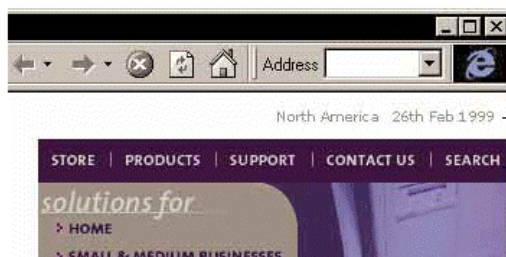
가

가

Compaq.com

2

“Solution for”



Date and Country Info
Verdana Size 2
Hex: #999999

The Sans Bold Caps
R204, G204, B204
13 point



Navigation headline type
Thesis-The Sans Semi Bold Italic
R204, G204, B204 - 70% opacity
20 pt.

Navigation link type
Thesis-The Sans Semi Bold Caps
Ro, Go, B51
12.5 pt. leading: 20

1 Pixel high line
R204, G204, B204
faded out to right

The phone number is
Thesis Sans Semi Bold Caps Italic
R153, G153, B153
16 pt.



2

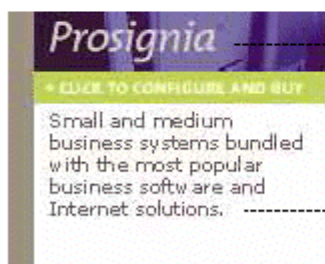
(3) (Local Marketing Space)

가

가

가

640x480



Feature Headline Type Graphic
The Mix Semi Bold Italic
Size 22 pt. -20 tracking
Light Grey r:204 g:204 b:204

HTML text
Verdana: Color: #666666
size: -1 points

8. (Second Level Screens)



smb1.psd

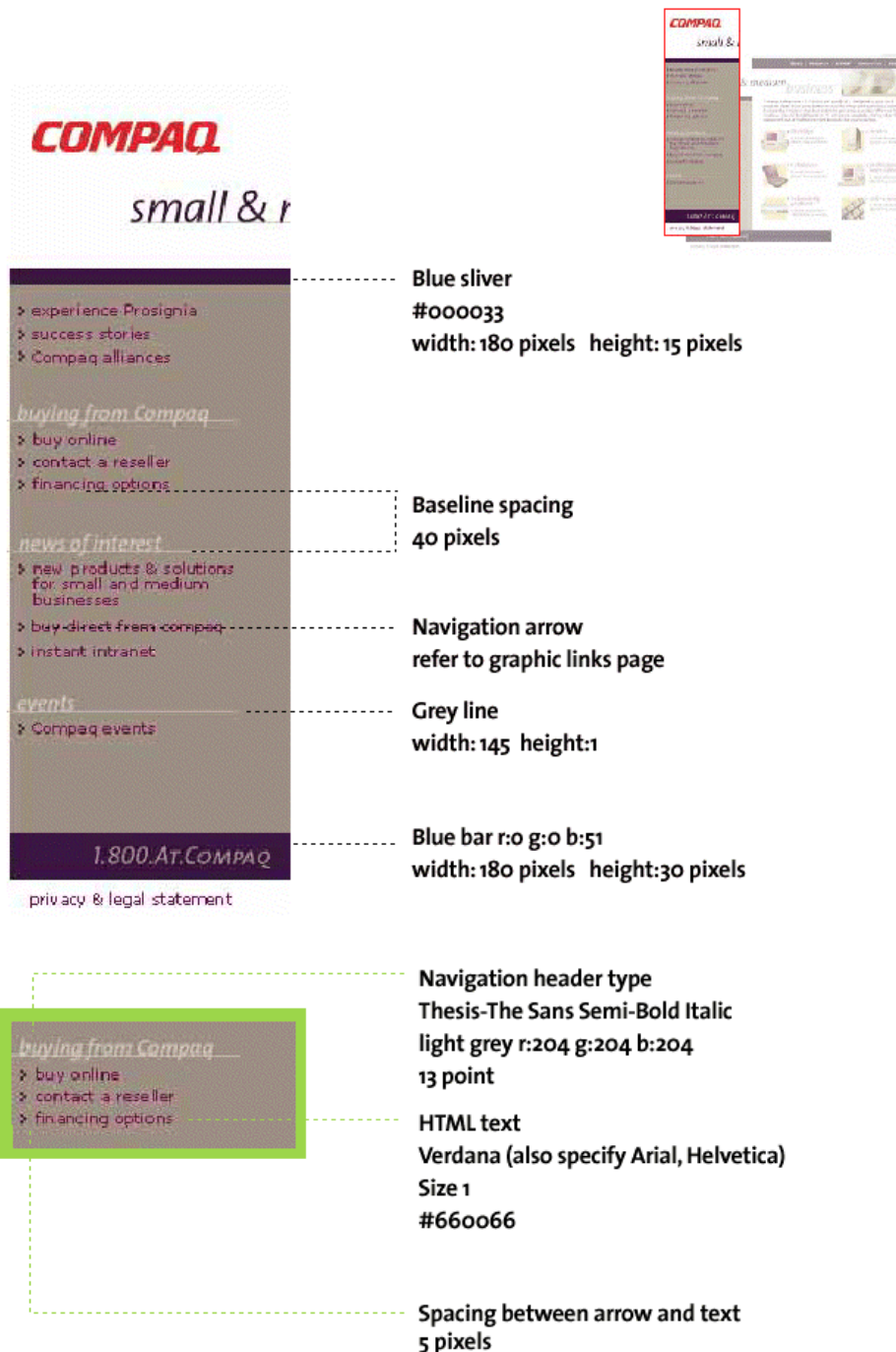


(1)

-

가

() 가



- 3

가
()

- / Footer Bar

가 가
가

(2)

- 가/

가

- 4

: (Compaq Black)
"Compaq Black(Dark Black)" 가
가 가
(Store)' 가 4가

- (Title Bar)

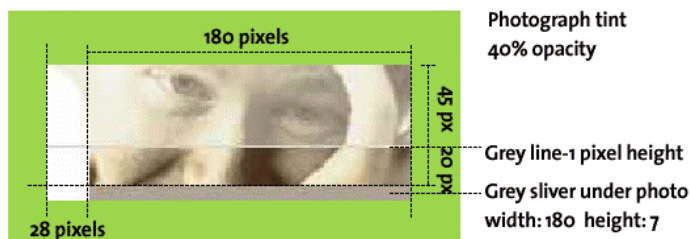
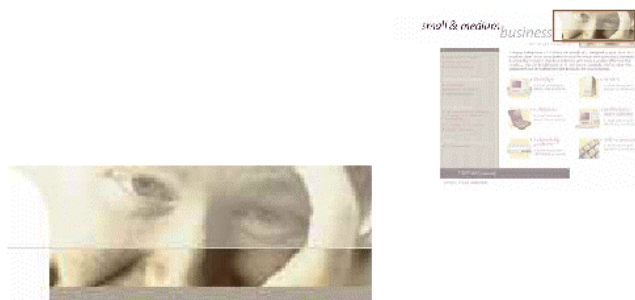
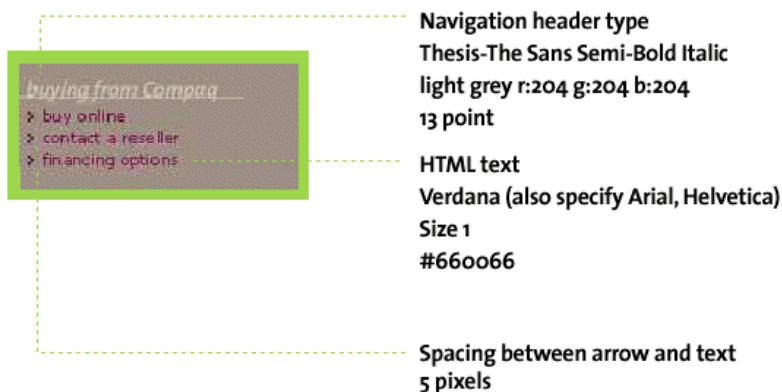
2

3

()

4

:
:
Sitewide navigation



(3)

가
(Dark Grey) Sans Serif Verdana Html
60x60



Compaq Entrepreneur Solutions are specifically designed to give small and medium sized businesses better choices for integrated technology solutions. Explore the industry- standard solutions and unique product offerings that made us the worldwide leader in PC and server products. We've taken the guesswork out of finding the right products for your business.

Introductory HTML text
Verdana Size 1
#000033



desktops
A brief statement
about the products.

Product name type
Thesis-Sans Semi-light Plain
R:102 G:0 B: 102
16 points
HTML text
Verdana Plain Size 1
#666666

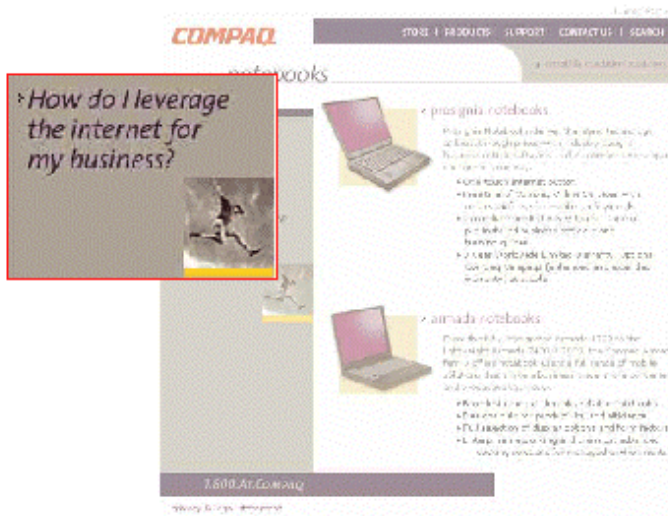
Background square
size: 60 x 60 pixel
light orange r:255 g:204 b:0

Computer monitor color
dark purple r:201 b:0 b:102

9. (Tertiary Level Screens)



smb2.psd



side bar content treatment

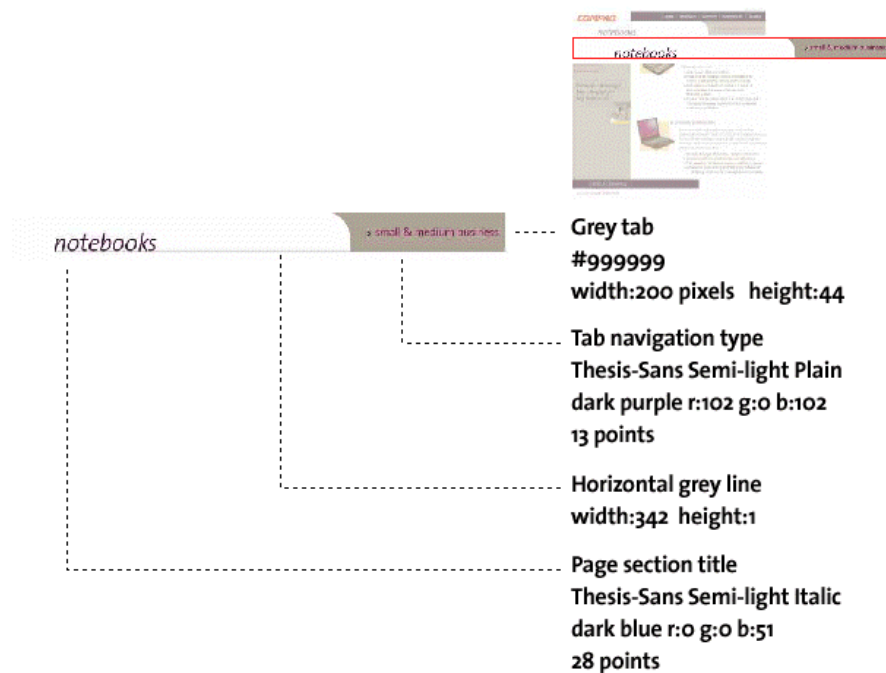


tertiary level header



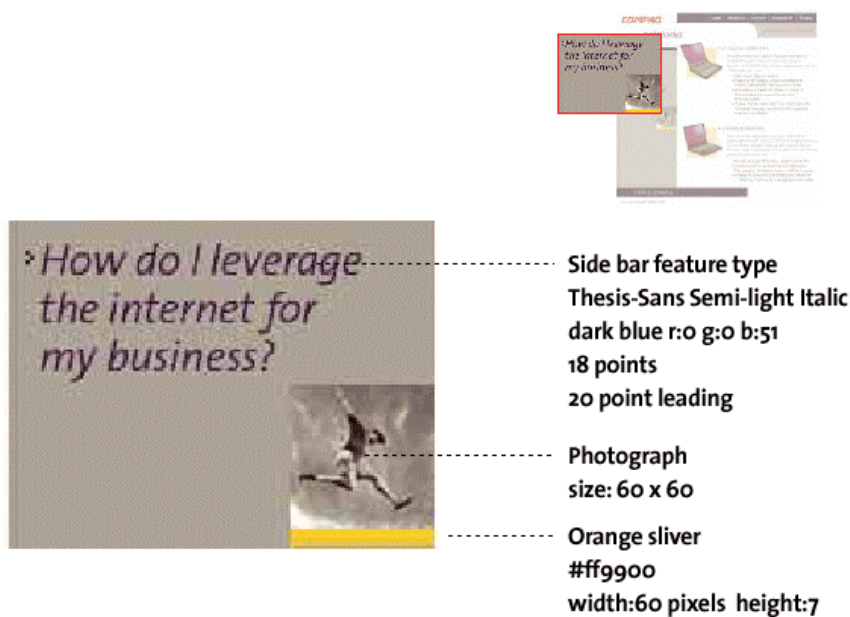
content area

(1)



(2)

(Side Bar Content Treatment)



(3)

가

(Dark Grey) Sans Serif Verdana Html

60x60



prosignia notebooks

Prosignia Notebooks deliver the latest technology at breakthrough prices-with industry designs, business critical software, and comprehensive support configured your way.

- One-touch Internet button
- Free trial of Compaq Online Services-with



HTML text
Verdana (also specify
Arial, Helvetica)
size:-1
dark grey #666666

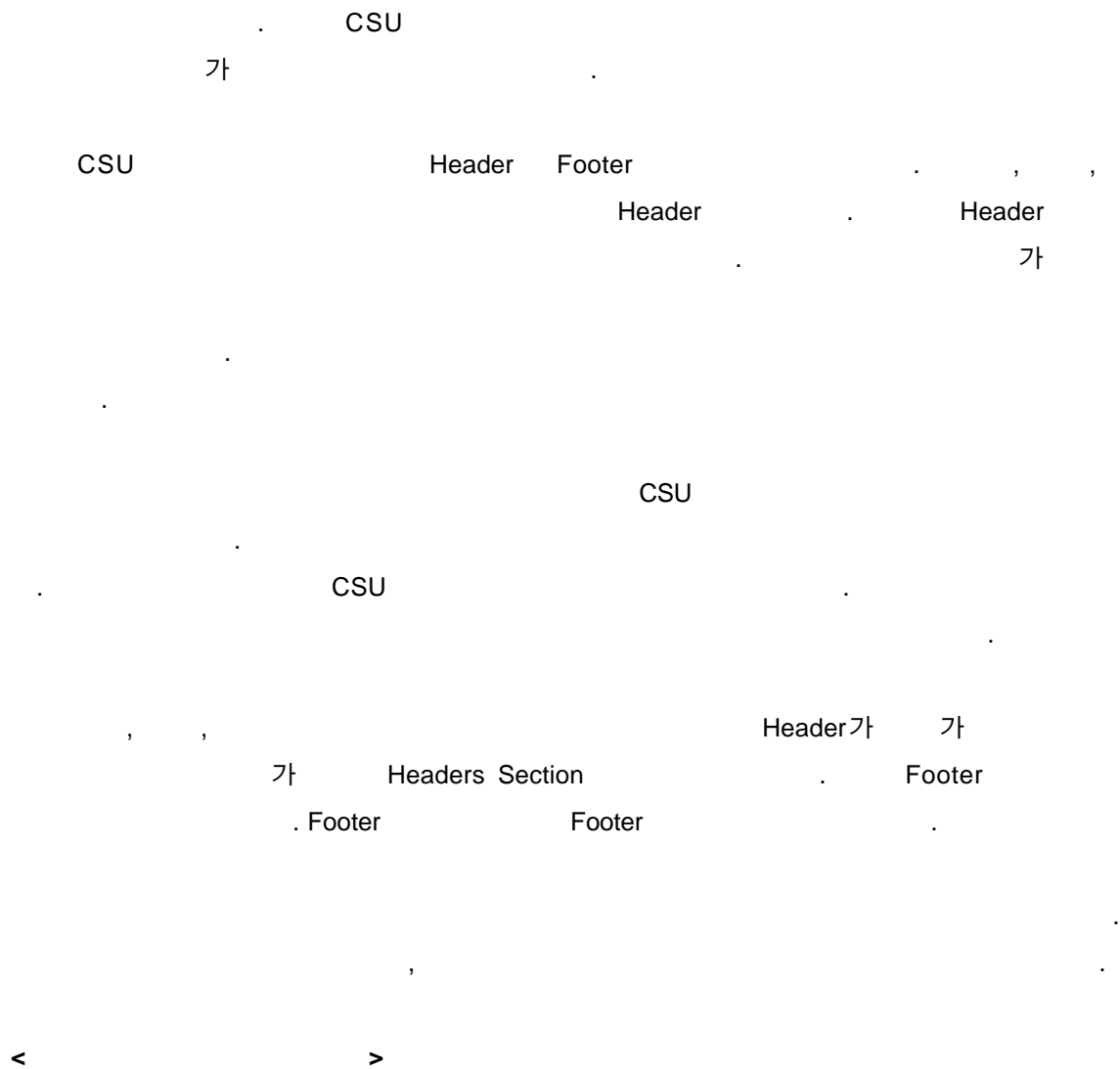
Bulleted HTML text
Verdana (also specify
Arial, Helvetica)
size:-1
dark grey #666666

Computer monitor tint
dark purple
R:102 G:0 B:102

Background square
45 x 45 pixel square
R:255 G:204 B:153

[2] Charles Sturt University 가
(<http://www.db.csu.edu.au/division/dit/csustule/print.htm>)

⁶CSU



1. HTML

HTML
가
가

⁶ CSU : Charles Sturt University

— ISDN
40K Byte
28.8K 가 14
26~40 가
—
가
3.0
3.0
CSU
HTML —⁷ W3C
HTML 3.2 http://www.w3.org
— HTML . IMG SRC
ALT
Height Width 600
480 VGA
:
—
가
3
640X480
— “ ”
가
CSU GIF

⁷ W3C :

“ ” (Dithering)

, 256

16 가

. CSU

(.ie. BGCOLOR="#FFFFFF")

<Body>

. – BACKGROUND="images/sidel3.gif"

. (ie. LINK="#0000FF", ALINK="#FF0000",
VLINK="#660099")

가

가

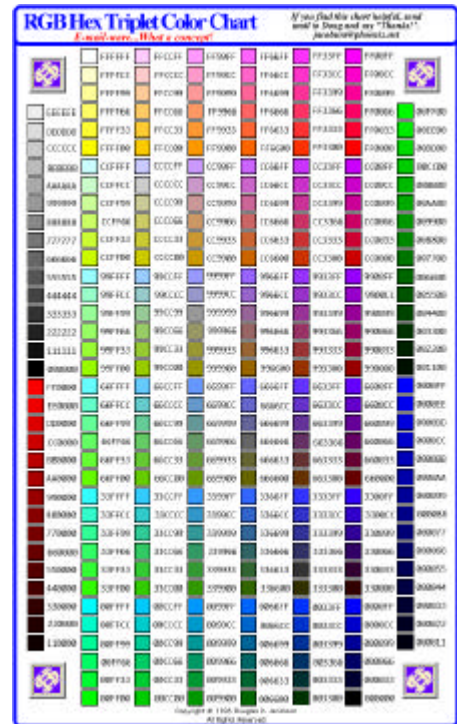
가

. "NO

FRAMES"

. NO FRAME

가



가

가

HTML

. CSU

가

2. (Meta Data)

HTML

<HEAD>

. CSU

Keyword

Description

가

<HEAD>

<META NAME="Author" CONTENT="Your name">

<META NAME="Description" CONTENT="Charles Sturt University (CSU) located in the cities of Albury-Wodonga, Bathurst and Wagga Wagga, three of the fastest growing cities in NSW. As well as these campuses, the University is represented in places as diverse as Dubbo, Manly, Goulburn, Rozelle, Broken Hill, Canberra and the central business district of Sydney. From these campuses, and by distance education, over 23 000 students studied at CSU last year in more than 300 courses in the arts, commerce, education, health, science and agriculture.">

<META NAME="KeyWords" CONTENT="distance education, online learning, Australia, Australian, NSW, Wagga, Bathurst, Albury, Canberra, Dubbo, Sydney, Thurgoona, Research, University, HSC, School, Faculty">

</HEAD>

3. Headers

CSU (Header)

1 :

1~2

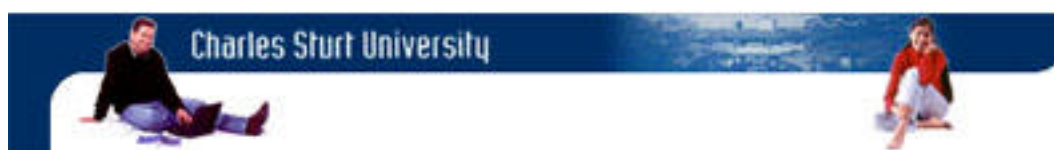


1

Footer

2 :

3~4



2 CSU
VGA 480
CSU

74x574

4. Background Image

2~3

3 : 4



3

45x445

5. (Faculty Heading)

A screenshot of the Faculty of Arts website. It features a red header with the text "Faculty of Arts" and a search bar. Below the search bar, there is a section titled "Schools in the Faculty of Arts" with a list of schools. To the left of the list is a small image of a man in a suit. The text below the list describes the faculty's focus on innovation and excellence, and mentions a range of postgraduate courses.

A screenshot of the Faculty of Arts website showing the "Bachelor of Arts (Design for Theatre & Television) (Honours)" program. The page has a red header with the text "Faculty of Arts - undergraduate". Below the header, there is a section titled "Introduction" with a list of links. The text describes the program's focus on practical hands-on subjects and the skills students will acquire.

6. (Division Heading)

가 . 3
가 . 74x574 .

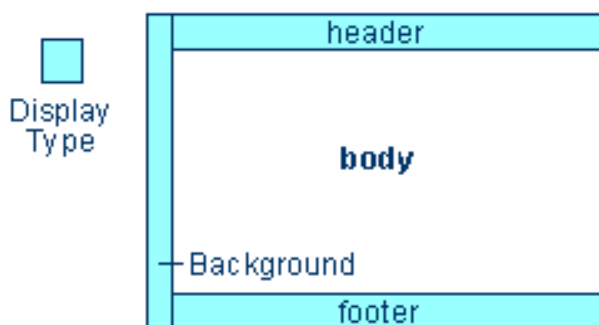


가 .
가 .

7. Footer

CSU ⁸Footer . Footer
CSU
Footer 5
Footer
Footer
<!--#include virtual=""/include/tail"-->

8. ⁹ (Publishing System)



(Display Type)
가
(Body)
가

⁸ Footer :

⁹ Publishing System :

가

가

가

(Display Type)

CSU Helpdesk

가

9.

(Body) 가

¹⁰Body

가

Example of a Homepage Style



Example of menu / body page



¹⁰ Body Page :

10. (Faculty Style)

가

CSU

3

CSU

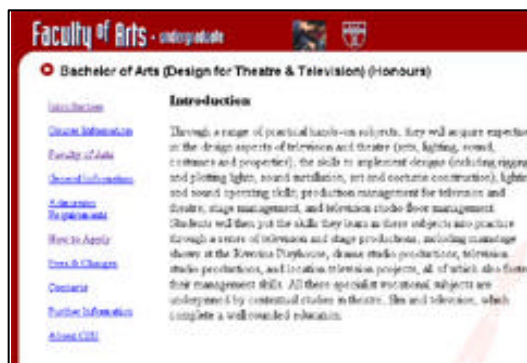
CSU

가

Footer

CSU Footer

(, (,),



11. (Division Page)

74x574

3

CSU



CSU

가

가

가

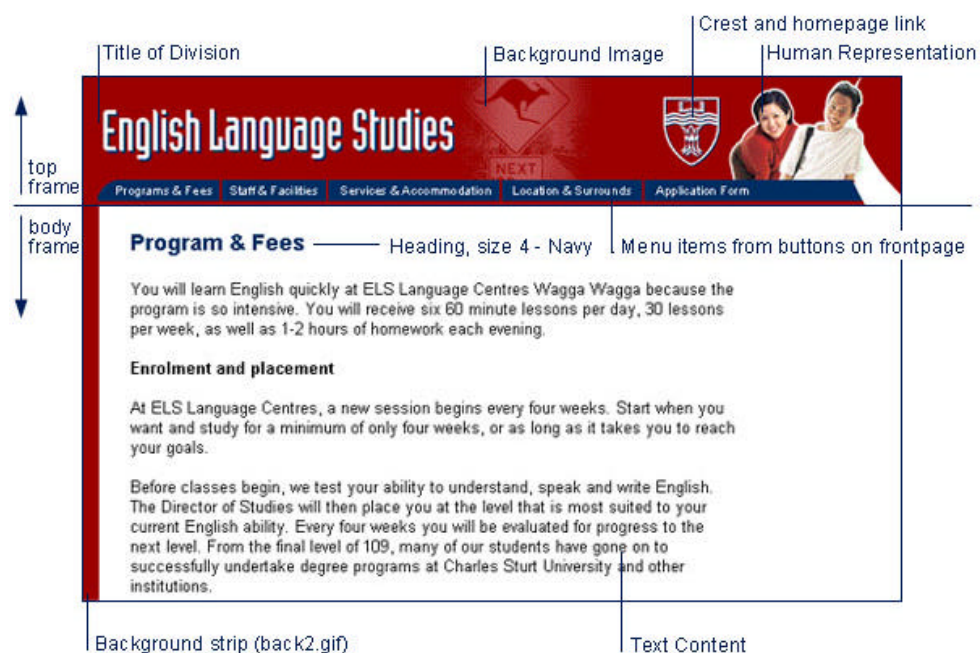
가



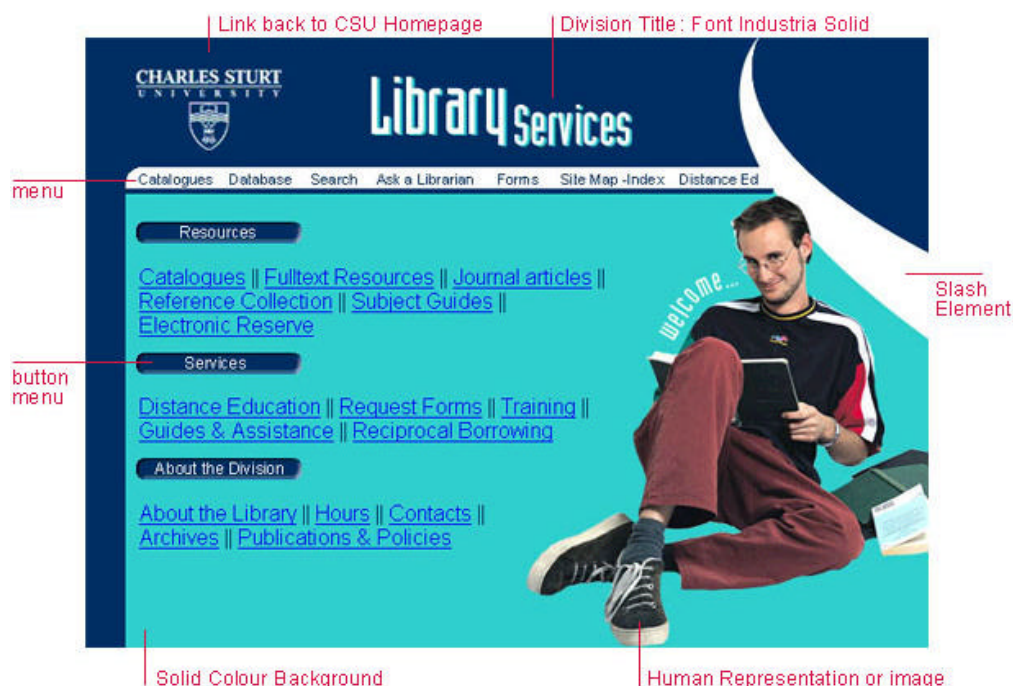
1



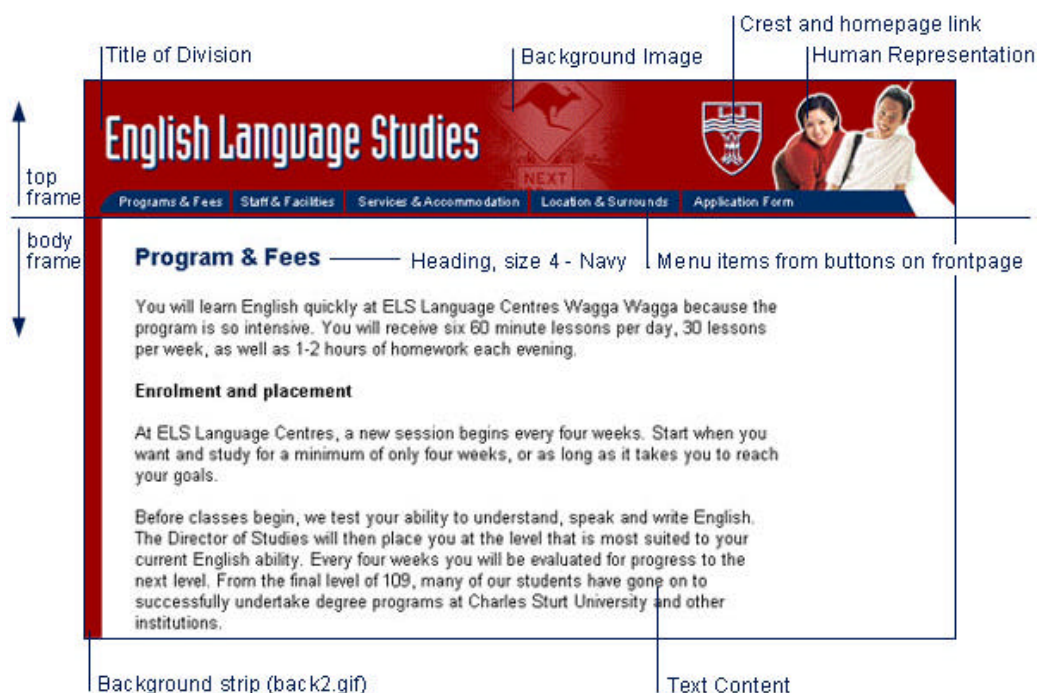
2



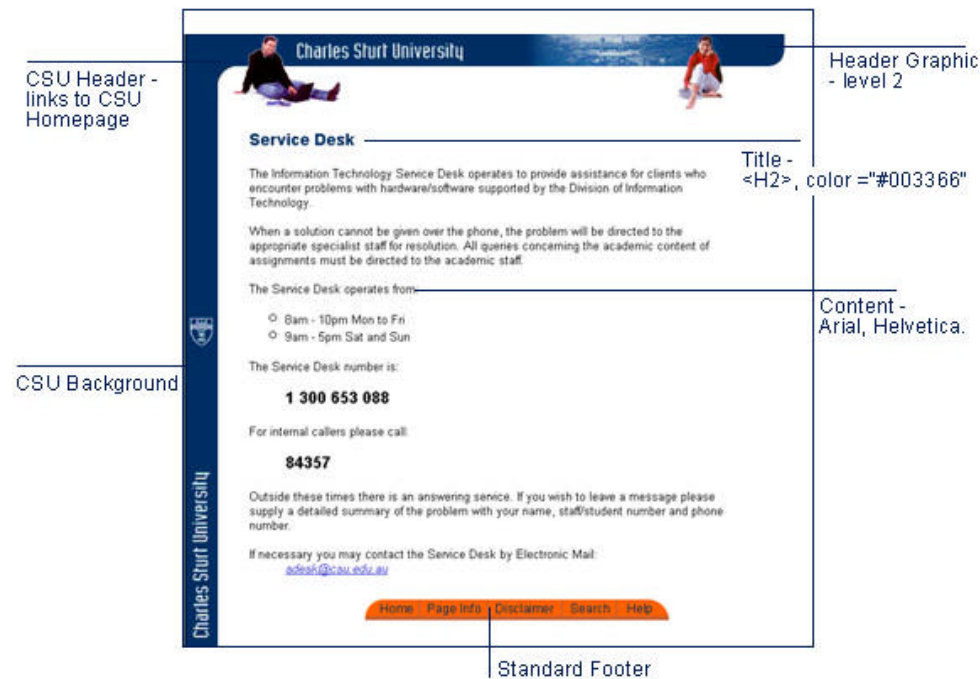
2 :



2



12. (Templates)



[]

NCSA TRG April 11, 1996

Agecy.com Compaq Branding Guide 1.0

CSU Web Style Guide

Cutter IT Journal Vol. 13, NO. 4 (April 2000)

Creative Good – Customer Experience

e-Business Integrator

*From Strategy to Technology
To remove the gap between e-biz strategy and
implementation*



What	How
Where	Core Competence

e-Business Integrator

e-Transformation IT Renovation e-Business Integrator

e-Learning, Enterprise Portal, Mobile Commerce, Web Identity, B2B Marketplace, Multimedia & Entertainment, Cyber Community

IT

가

가

Skill & Solution Provider가

