

Branding Standards

Citi Intranet Branding Standards



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www.citigroup.net/brand

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Our Online Design Language

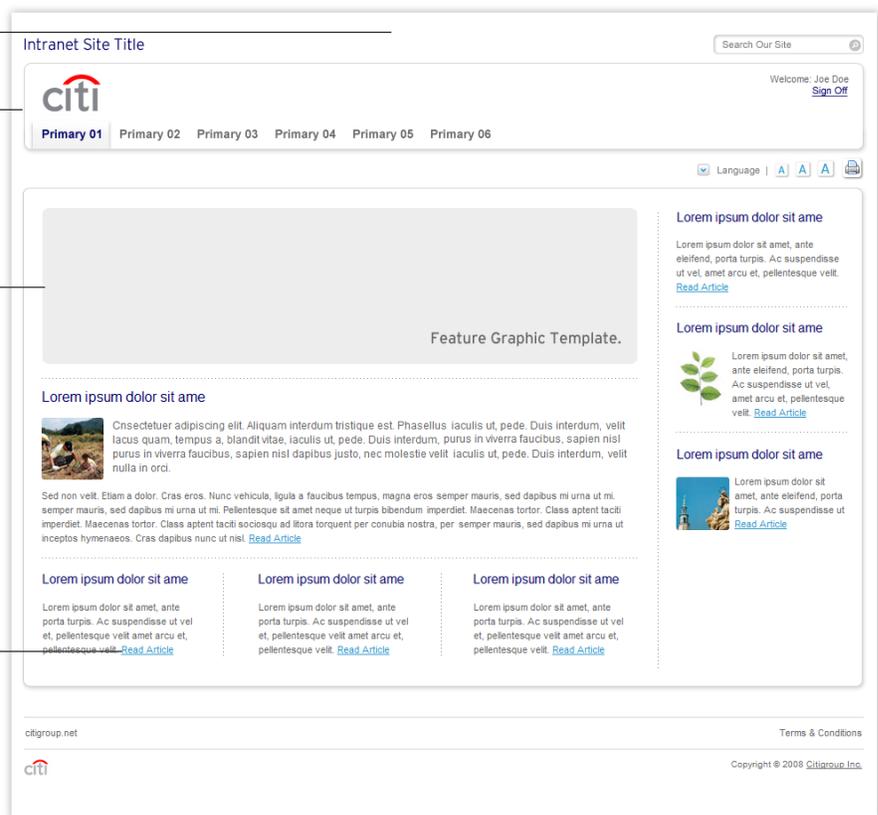
Intranet Sites (Homepage Example):

White space
Essential to the Citi brand

Global Header
Distinctive and flexible

Rounded Corners
Approachable and fresh

Color
Strong and complementary to the Citi brand



Our online guiding principles result in a design language that uniquely brands our web presence and connects our sites to all of our Citi brand touchpoints.

Key aspects of our design language include:

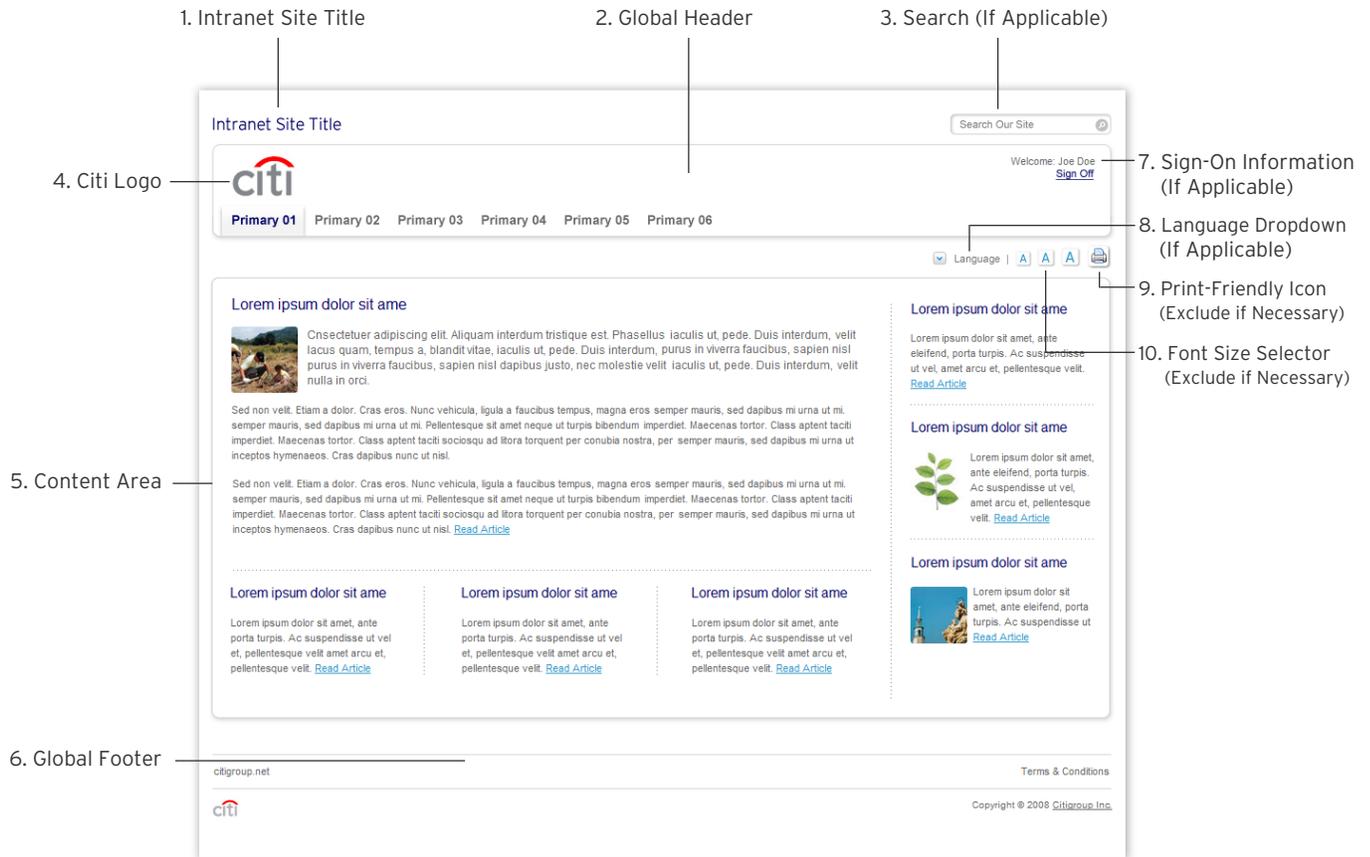
- A focus on “less is more” through simplicity of design and more use of white space. This helps reinforce the fact that Citi is clear, simple and direct.
- A spatial delineation that incorporates rounded corners to help keep the feeling fresh and approachable.
- A unified typographic approach that is cleaner, easier to read and in keeping with the typography used throughout our Citi brand system.
- A color palette for each line of business complements marketing collateral, collectively bringing harmony and synergy to the Citi brand.

Further, these guidelines build a more unified brand and foster greater ease of use across our sites. Specific treatment of key web site elements include:

- Standardized global header and business identifier
- System for primary and secondary navigation
- Standardized, yet flexible graphic style for ads and promotions
- Consistent text links and calls to action

The Elements of Citi Branding

Intranet Sites (Homepage Example):



1. Intranet Site Title

Graphic Text
Interstate Light 18pt Crisp
Letterspacing (-15)
Color: (#000066)

2. Global Header

3. Search (If Applicable)

4. Citi Logo

Graphic
Business Specific Logo
Width 74px, Height 42px

5. Content Area

6. Global Footer

Arial 11px
Color: (#666666)

Link: (#666666)
Hover Color:(#FF0000) Underlined

7. Sign-On Information (If Applicable)

Arial 11px
Color: (#666666)
Link: (#000066) Underlined
Hover Color:(#FF0000) Underlined

8. Language Drop-down (If Applicable)

Graphic Icon

9. Print-Friendly Icon (Exclude If Necessary)

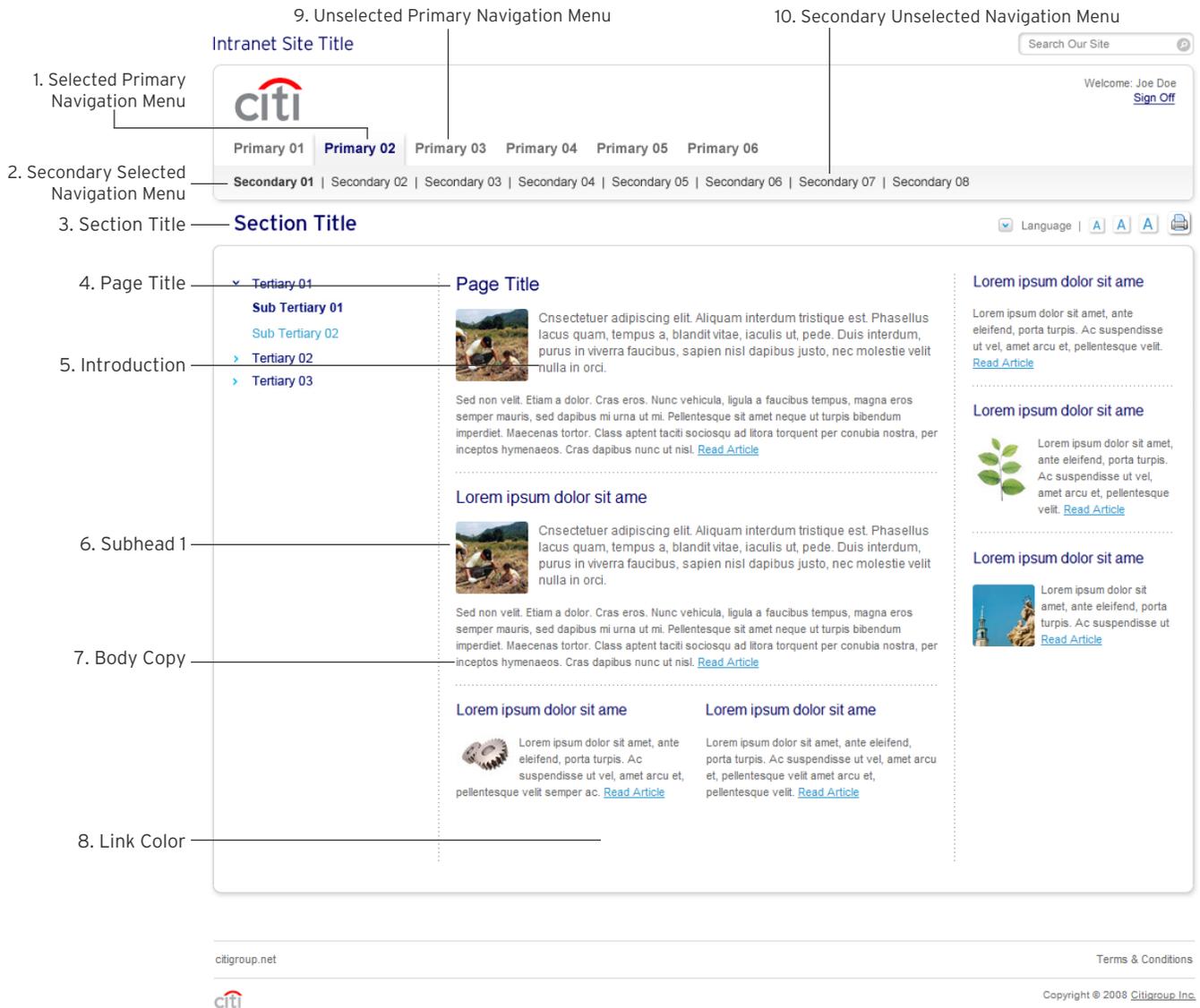
Graphic Icon

10. Font Size Selector (Exclude if Necessary)

Graphic Icons

The Elements of Citi Branding

Secondary and Tertiary Pages:



1. Selected Primary Navigation Menu

Arial 14px, Bold
Color: (#000066)
Gradient graphic background

2. Secondary Selected Navigation Menu

Arial 12px, Bold
Color: (#333333)
Within gradient bar background

3. Section Title

Interstate Regular 21px Crisp
Color: (#000066)

4. Page Title

Arial 18px
Color: (#000066)

5. Introduction

Arial 18px
Color: (#999999)

6. Subhead 1

Arial 16px
Color: (#000066)

7. Body Copy

Arial 12px
Color: (#666666)

8. Link Color

Arial 12px
Color: (#3399CC) Underlined
Hover Color: (#FF0000) Underlined

9. Unselected Primary Navigation Menu

Arial 14px, Bold
Color: (#666666)
Hover: (#FF0000) Underlined

10. Unselected Secondary Navigation Menu

Arial 12px
Color: (#333333)
Hover: (#FF0000) Underlined

Color Scheme

Intranet Site Title Search Our Site

 Welcome: Joe Doe
[Sign Off](#)

Primary 01 Primary 02 Primary 03 Primary 04 Primary 05 Primary 06

Language | [A](#) [A](#) [A](#) 

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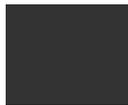
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Lorem ipsum dolor sit amet, ante porta turpis. Ac suspendisse ut vel et, pellentesque velit amet arcu et, pellentesque velit. [Read Article](#)

Primary Colors



Citi Blue
r0 g0 b102
#000066
Use: headlines



Dark Gray
r51 g51 b51
#333333
Use: body copy, navigation



Citi Red
r255 g0 b0
#ff0000



Medium Gray
r102 g102 b102
#666666

Secondary Colors



Citibank Cyan
r51 g153 b204
#3399cc
Use: links, graphic CTAs



Black
r0 g0 b0
#000000



Light Gray
r153 g153 b153
#999999

Typography

Type Families

Typography is an important part of our global Citi identity system. Using type consistently presents a unified look for all design and communications. Use only approved typefaces and weights shown in these guidelines.

- **Interstate:** Use Interstate for all graphical text, headlines and promotions
- **Arial:** Use for all HTML text

See the pages 4-5 for specific guidelines on font use for home and secondary-level pages.

Non-Roman Typefaces

For languages that use non-Roman characters, the following typefaces should be used:

Japanese

DFHS Gothic W7MP

Kannada

KNW-TT Nandi

Korean

HY Gothic

Gujarati

Gurmukhil Lys

Simplified Chinese

DF Hei

Hindi

Kruti Dev 010

Traditional Chinese

Apple Li Gothic

Tamil

LT TM Mullai

Arabic

Gihan Light

Cascading Style Sheets

Cascading Style Sheets should be used to control text appearance.

Interstate Light:

ABCDEFGHIJKL
abcdefghijklm
1234567890

Interstate Regular:

ABCDEFGHIJKL
abcdefghijklm
1234567890

Interstate Bold:

ABCDEFGHIJKL
abcdefghijklm
1234567890

Arial Regular:

ABCDEFGHIJKL
abcdefghijklm
1234567890

Arial Bold:

ABCDEFGHIJKL
abcdefghijklm
1234567890

Logo Treatment

Color Selection:

The brand symbol, Citi with Arc will be adopted across the organization, with the red arc as the unifying element across all businesses.

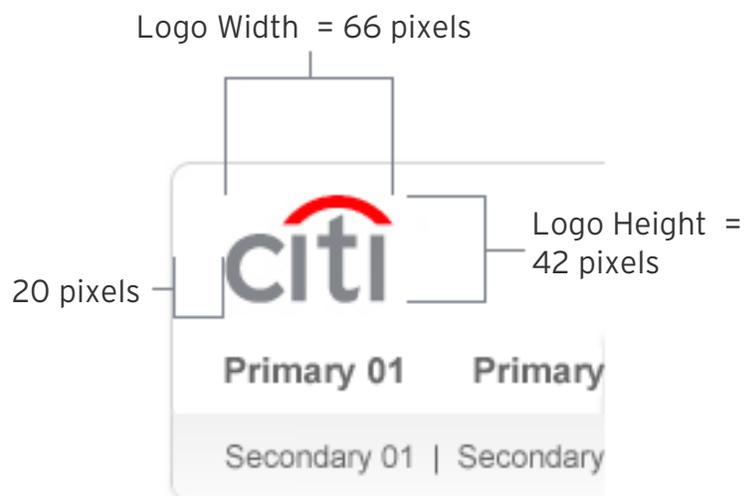
Consumer Banking and Global Cards will remain blue with red arc:

Global Wealth Management, Institutional Clients Group (ICG), and the Corporate Center will use silver with red arc:



Specifications:

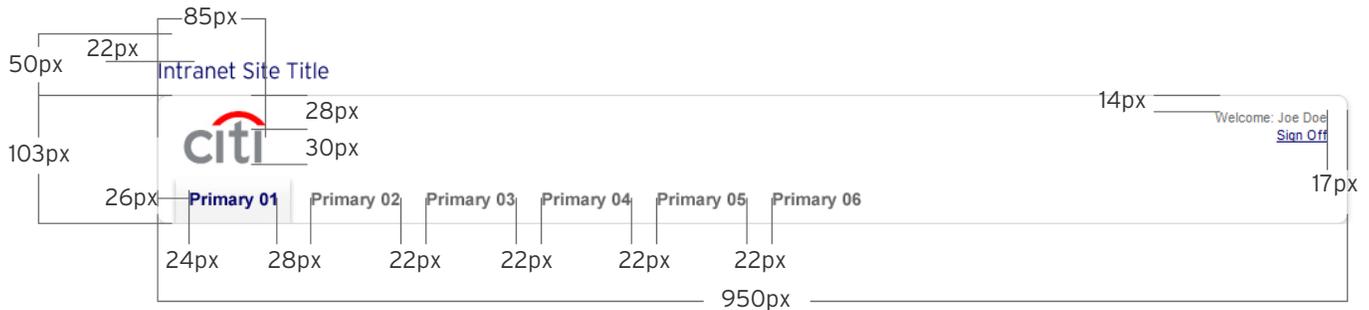
At least 8 pixels of white space should always surround the logo, separating it from other elements, such as the stock ticker, text or other graphics. By allowing adequate space around the logo we preserve the legibility and visual impact.



Global Header and Footer

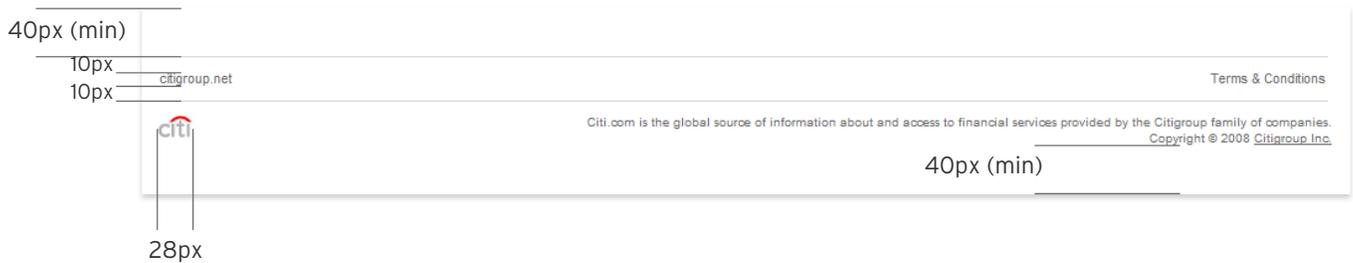
Intranet Site Header:

The header contains the Intranet Site Title, Corporate Logo, and Sign-On information. It sits directly above the Global Navigation Menu.



Intranet Site Footer:

The footer provides a consistent location for the information on terms and conditions and copyright date. The footer also provides a consistent visual cue to indicate the end of the content. No additional content appears below the footer. Make the footer the same width as the page header.



for all Citi web site footers:

1. Include a minimum of 40 pixels above and below all footers
2. **Terms and Conditions:** A link must appear in the footer to Citigroup's disclaimer statement. This text will appear above the Copyright notice and shall read "Terms and Conditions. This text must link to the following URL: <http://www.citigroup.net/tos>.
3. **Copyright Notice:** The Copyright notice, with the appropriate date, will appear just beneath the linked disclaimer phrase. If you have new content or a new page, then use the year when the new content or page was first published.
4. Please consult Citigroup Legal Counsel to verify global footer content for your web site.

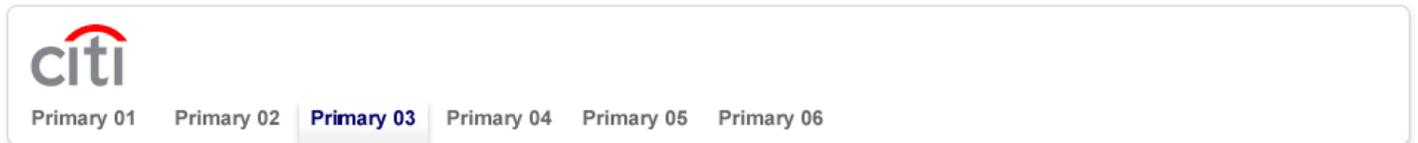
Intranet Site Architecture Standards

The following should be considered as minimum standards which will help balance various site requirements the intranet design considerations detailed above.

Site Navigation

Single-Layer Navigation

Intranet Site Title

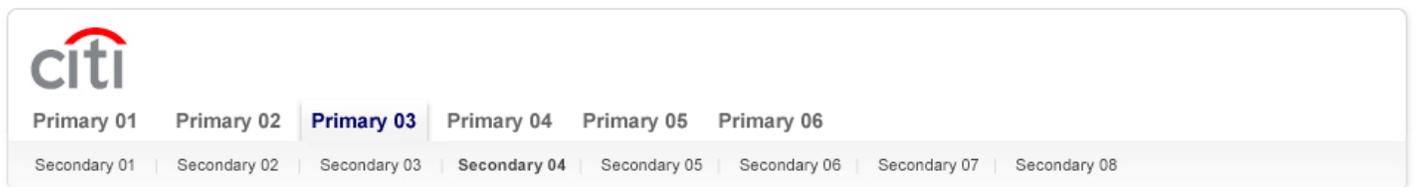


When to use this style:

- Sites with only one layer of navigation.
- Sites that need to maximize screen real estate.

Multi-Layer Navigation

Intranet Site Title



When to use this style:

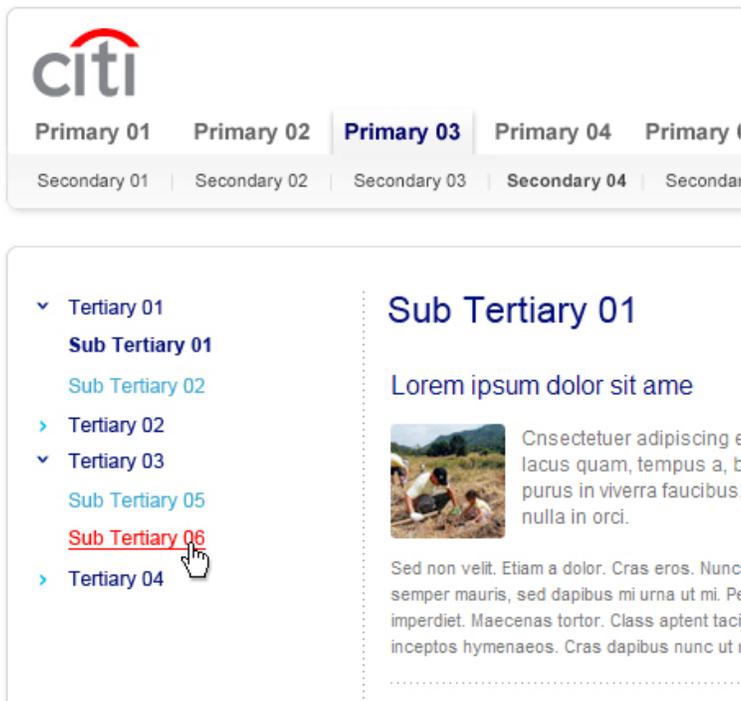
- Sites with multiple layers of navigation.
- Tab-like functionality is needed for the 2nd layer of navigation.
- Sites that need to maximize screen real estate.

Intranet Site Architecture Standards Cont.

More Site Navigation...

Left Column Navigation

Intranet Site Title



When to use this style:

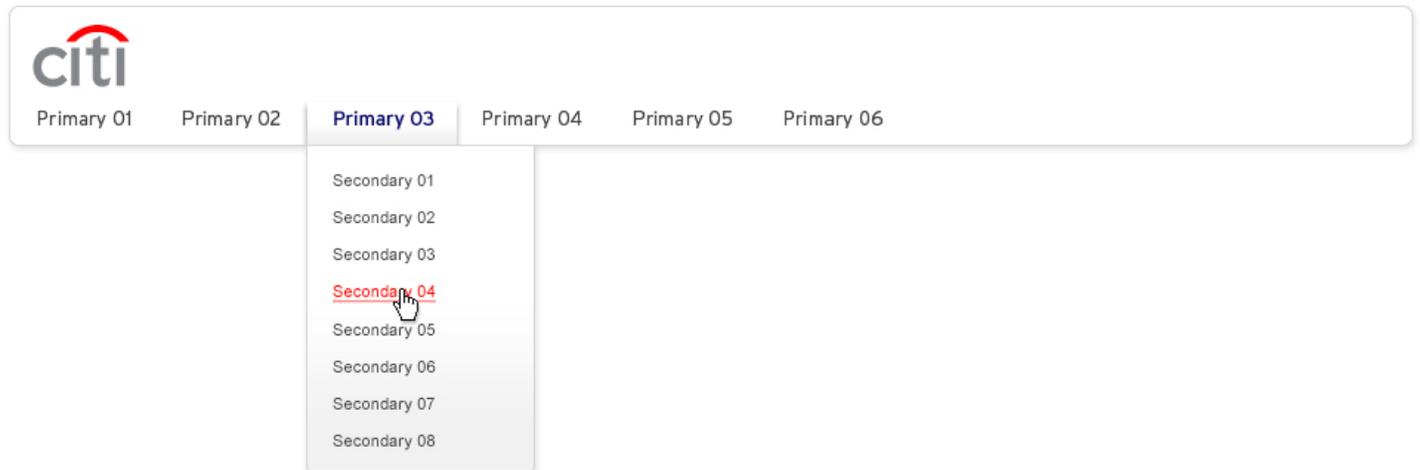
- Sites that do not require maximum screen real estate for content.
- Sites with very broad navigation
- Sites that need to support pop-up windows (i.e., Online Help)

Intranet Site Architecture Standards Cont.

More Site Navigation...

Drop Down Navigation

Intranet Site Title



When to use this style:

- Sites with multiple layers of navigation.
- Sites that require maximum screen real estate for content.

Links, CTAs, Drop-down Menus

The examples on this page illustrate the color and style options for links, calls to action (CTAs) and drop-down menus on Intranet web sites.

Download these assets at www.citigroup.net/developer/StandardGraphics.zip.

GRAPHIC CTAs

Double carats to be used in front of Interstate graphic links and Arial HTML links

Carat with text link

Graphic carat with html text: On rollover:

» Find out more » [Find out more](#)

» Special Offers » [Special Offers](#)

Graphic carat with Interstate graphic text:
Rollovers dependent on scenario

» More

Expandable Menus

Expandable menu rolls over to reveal multiple user options. Expanded box size dependent on content.

▾ Expanded menu button (2pt corner radius)

Module control buttons

▭ Collapse a module (2pt corner radius)

▭ Collapse a module rollover

⊕ Expand a module

⊕ Expand a module rollover

✕ Close a module

✕ Close a module rollover

🔄 Refresh a module

🔄 Refresh a module rollover

⊞ Move a module

⊞ Move a module rollover

DROP-DOWNS

Sample Drop-down Menu
(5pt corner radius)

Choose One ▾

> Small button 1 (3pt corner radius)

> Small button 1 rollover

>> Small button 2 (3pt corner radius)

>> Small button 2 rollover

>> Large button (3pt corner radius)

>> Large button roll-over
(70% saturation)

Small Bar Buttons (3pt corner radius)

Sign on

Small Bar Button Rollover

Sign on

Large Bar Button (5pt corner radius)

>> See the Demo

Large Bar Button Rollover

>> See the Demo

Multiple boxes for text sizing

A A A

Sample Drop-down Menu Expanded
(5pt corner radius)

Choose One ▾

[Shop With Rewards](#)

[Buy a Home](#)

[Save For College](#)

[Prepare For Retirement](#)

>> All Options for Individuals...

Technical Specifications

Screen Resolution

Optimized for 1024 X 768 (minimum resolution) and higher Avoid horizontal scrolling. Consider the least common denominator as a full screen display of 1024x768 pixels; the maximum recommended width is 984 pixels (this allows space for the vertical scroll bar plus a 12-pixel margin).

Color Depth

High color (16 bit) and higher

Monitor Size

15" monitors and larger

User Operating Systems

Windows Vista / 2000 / XP

Mac OS 7.5 and higher

Browsers

Internet Explorer 5.5 and above

JavaScript

JavaScript 1.2 will need to be enabled. (if Applicable)

Frames

Frames will be limited to specific applications.

Cookies

Cookies may be used to store information about site users but should not be critical to site functionality.

Image Format and Resolution

Acceptable image formats: .GIF, .JPG, .PNG

Resolution of graphic files should be 72 dpi (dots per inch).

All images should have a designated width, height and border attribute as illustrated below. All images should have alternative text for the visually impaired using a screen reader.

(Width, Height and directory will vary)

```

```

Intranet Design Considerations

Usability

Intranet designs should be utilitarian in that their primary goal should be to facilitate business activities. User-centered design approaches help achieve that goal by addressing ease of use challenges such as:

- **Effectiveness**
Can someone achieve what they need using the site?
- **Ease of Learning**
How fast can someone who has never seen the site learn to use it?
- **Efficiency**
How quickly can tasks be completed?
- **Memorability**
If someone has used the system before, can he or she remember enough to use it effectively at a later time?
- **Error Prevention**
The best way to deal with errors is to design the interface so errors are not made.
- **Satisfaction**
How much do people like (or dislike) using the site?

Accessibility

Sites should be able to be used by the broadest range of people. Some web page constructs present challenges for persons with limited or color-deficient vision, limited hearing or physical disabilities that prevent them from using a mouse. Specific coding standards can be used to enable these audiences to use the web more effectively; it is recommended that they are used whenever possible.

See appendix for an accessibility checklist.

Intranet Design Considerations Cont.

Accessibility Priorities

The World Wide Web Consortium (W3C) has drawn up a set of guidelines to assist the web authors in the development of fully accessible web documents. The standards are divided into three groups named as Priorities. These groups are ordered in a level of importance, therefore, Priority 1 is more essential than 2 and the need for 2 is more essential than 3. All Priority levels should be met where possible.

Priority 1: A site must comply with all of Priority 1 checkpoints. This only allows for minimal accessibility to a web page. Therefore a web page not complying with Priority Level 1 would be impossible for certain groups to access. Nevertheless Priority 1 is still restrictive and should be considered as a starting point for moving onto Priority 2.

Priority 2: A site should comply with all checkpoints under Priority 2. Establishing Priority 1 and 2 allows for increased levels of accessibility.

Priority 3: By complying with all checkpoints under Priority 3. By establishing Priority 1, 2 and 3 you ensure that every measure has been met to the highest standard possible. Obviously, as technology progresses so will the definition of Priority guidelines. The advantages of complying with all Priorities means that your web pages will reach a larger audience ensure a greater level of credibility.

Accessibility Principles

1. Provide equivalent alternatives to auditory and visual content.
2. Don't rely on color alone.
3. Use markup and style sheets and do so properly.
4. Clarify natural language usage.
5. Create tables that transform gracefully.
6. Ensure that pages featuring new technologies transform gracefully.
7. Ensure user control of time-sensitive content changes.
8. Ensure direct accessibility of embedded user interfaces.
9. Design for device-independence.
10. Use interim solutions.
11. Use W3C technologies and guidelines.
12. Provide context and orientation information
13. Provide clear navigation mechanisms.
14. Ensure that documents are clear and simple.