OSCE Website Graphic Charter

INSTRUCTIONS FOR PROPER AND EFFECTIVE USE OF THE OSCE WEBSITE



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Website Foundations

Introduction

The OSCE underwent a responsive site redesign to address the previous site's usability and site architecture issues, and to upgrade the site's design so it better reflects the Organization's positioning with a more modern and engaging design. The decision to go responsive was based on serving content to a wider audience and enhancing user experience on multiple devices.

Because the OSCE site is large and content focused, the site design is very clean and white. Light backgrounds with darker text at an appropriate font size allow for readability/accessibility, especially when content is plentiful. The use of typography drives the tone and visual aesthetic of the design, with emphasis on successfully organized content and page layouts that promote context for content types.

A modular design approach was taken provide flexibility with page layouts, enabling the OSCe to server a large amount of content while still reducing the number of clicks to access relevant content.

Responsive Web Design

Responsive Web design is not only about adjustable screen resolutions and automatically resizable images, but rather about a whole new way of thinking about design. This section addressed the purposes of Responsive Design, and what it means to the OSCE Website.

The goal of the new website is to provide a platform that delivers content to OSCE's audience in the most effective way possible. Not only does this include better information architecture and usability but also delivering content that is tailored to multiple devices.

One of the foundational elements of the OSCE website is that content will be delivered on multiple platforms. When adding text, imagery, or new sections, mobile, tablets, and everything in between must consider in addition to desktop. The design will allow for fluid additions to the website but also requires that there is not any deviation from this same design. Any changes made to the design, graphics, and layout constraints that have been set forth will compromise the usability, architecture, and design aesthetic.

This document outlines the constraints necessary to ensure success within the new website.

Visual Identity

COLORS

Colors are incredibly important to a brand. Some research has shown that users can even form impressions about a organization based on its website in just 50 milliseconds. The right color scheme can help to influence this perception.

The approach taken for the OSCE website utilizes large amounts of white space to allow for easy scanning and reading. Not to mention, it helps the user to know where their eye should focus and empowers the imagery and typography to do the bulk of the work in reference to the design aesthic.

Main Colors



RGB	R 38 G 65 B 128	R 27 G 143 B 250	R 0 G 0 B 0
Hexadecimal	#264180	#1b8ffa	#000000
Uses	Main Navigation & Active Area	Links & Buttons	Headlines and Text

In addition to the colors listed above, various shades of grey are also used in the sites design.

The colors implemented into the design create a sense of professionalism but without compromising the personal human connection that should be established with the viewers of the website. The color heirchy also establishes easier navigating and usability.

TYPOGRAPHY

Web design is 95% typography. That's why it's really important to be deliberate about decisions regarding type. The right typeface can express the spirit of your message before a visitor even reads the words. For the OSCE, the key is to build an extensible platform. Typographically speaking, this means choosing a workhorse family of typefaces that can apply for many situations.

Outlined below are the various typefaces of the new OSCE website and their uses.

Merriweather

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 (!@#\$%&.,?:;)

Merriweather Heavy: Used in headlines and page titles.

<u>Merriweather Regular</u>: Used in displaying the document type on the resources section.

Open Sans Condensed

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 (!@#\$%&.,?:;)

<u>Open Sans Condensed Bold</u>: Used in contextualizing content. It is typically placed right above a headline to provide clarification and contextualization. It is also important to note that this font is always used in all caps.

<u>Open Sans Condensed Regular</u>: Used to provide categorization and additional information for a specific piece of content. Typically it is placed right below a headline or the title of a piece of content. An example of this is the date of a press release.

Open Sans Regular

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 (!@#\$%&.,?:;)

<u>Open Sans Regular</u>: This font is used in the main body. The bold, italic, and regular weights are used in this font library.

Functional Requirements

CONTENT

The content on the website works hand in hand with the responsive aspect of its functionality. The most important thing to consider when creating content is to consider how it will be viewed on mobile devices as well as desktops. Before publishing content check that a mobile user can have a similar if not exactly the same experience as a desktop user. If this is not possible then the content should be reworked.

MODULAR DESIGN

The site is created with modules so that elements can easily be placed within pages and still work within the responsive design. Note, that although these elements can be added and removed easily this does not mean that these modules can be altered in design. There are many things that were taken into consideration in order to make these elements modular.

Main Content (Left Column) Modules

An example of content modules in the main content (left column) is seen below. What We Do, Latest Stories, Highlights, and Key Resources can be added pages as needed.



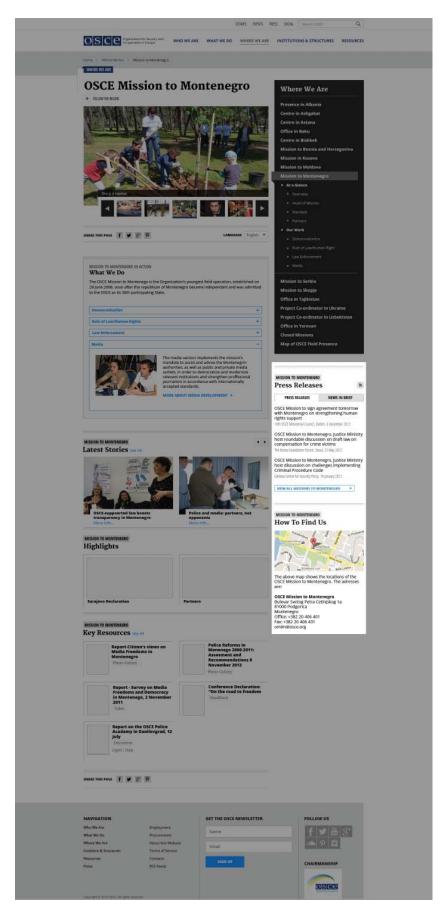
Example of Main Content Modules seen in the OSCE website design:

- Latest Stories
- Elections in the OSCE Area
- Highlights
- OSCE in Action (Accordian Functionality)
- News by Service
- News by Twitter
- FAQ's (Accordian Functionality)
- Key Resources

Modules should not be combined but should remain independent of one another so that they work properly in responsive design. Meaning, new modules should not be created using various elements from the current modules.

Right Column Modules

An example of content modules in the right column is seen below. Latest News and Upcoming Events can easily be added to content pages if necessary.



Examples of Right Column Modules seen in the OSCE website design:

- Press Releases/News in Brief
- Contact Us
- Events
- Where We Are
- Our People

Modules should not be combined but should remain independent of one another so that they work properly in responsive design. Meaning, new modules should not be created using various elements from the current modules.

CROSS CATEGORIZATION

One of the main goals of this site is to allow content to be categorized so that related information can be more easily linked and found. When possible articles, press releases, media, events, and any other type of resource should have the following categorization and information tagged:

- What We Do
- Where We Are
- Institutions & Structures
- Resource/Media Type

Example of what categorization looks like on an content page

Infographic	Where We Are: Presence in Albania	What We Do: Arms Control

This type of categorization can be seen throughout almost the entire website. Here are the sections that primarily use this categorization:

- Stories Main
- Stories Details
- Newsroom Main
- News Room Details
- Press Releases
- Resources Main
- Resource Details
- Resources Collections
- Events

FILTERING

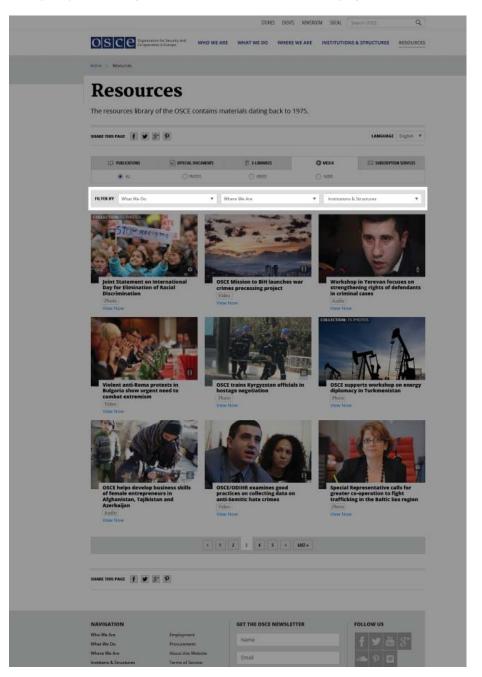
The website utilizes two types of filter. The first utilizes Cross Categorization (referenced above) which focuses on categorizing content based upon the subject matter and how it applies to the OSCE organization. The second type of filtering is based upon the type of media the content is delivered in. Video, Audio, and Imagery is an example of content that falls into this type of filtering.

Cross Categorization Filtering

In correlation with the cross categorization outlined above the following sections have filtering available to sort content more easily:

- Stories
- Resources
- Events
- Press Releases

Example of what categorization looks like on an content page



When an item in one of the drop downs is selected the content below the drop down should automatically be filtered using AJax. To clear the filter select the very top item "View All".

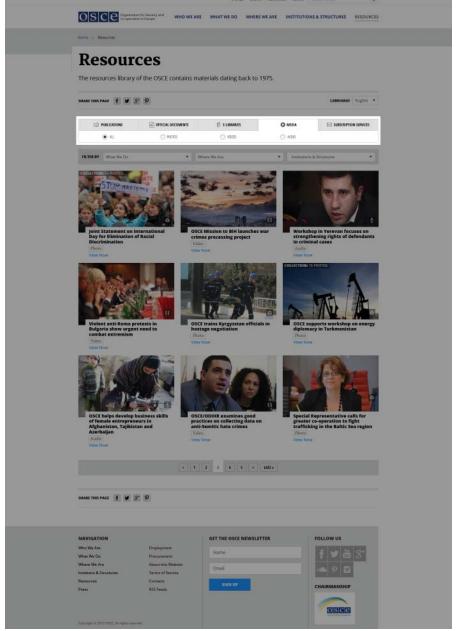
This type of filtering is displayed in a dropdown functionality because there are a very large number of items within each of the three categories.

Content/Media Type Filtering

In addition to filtering content based upon the content areas and subject matter throughout the OSCE website there is also filtering of content based upon the medium of that content (ie., Media, Video, Audio, etc.). This type of filtering is often done using tabs instead of a drop down.

Content/Media Type Filtering can also be stacked above Cross Categorization filtering. This is done so that a user can see a particular content area and how it applies to a content type. (ie, View all Videos in OSCE's Mission to Albania.)

There can also be two layers of filtering of media to provide the ability to further drill down into the types of media. This was done to help further segment the types of content being delivered on the website. For example, on the Resources Main Page there is a content type called "Publications" which has five types of content types which fall within this main content type. The design system is not built to handle more than five types of additional filtering within a main content type. This was done to help ensure that the design will work with responsively.



Example of what content/media type filtering looks like on the main resources page.

IMAGES

The most important thing to note with images on the website is that based upon the device that is being used to view the site certain parts of an image might be cut-off. This is especially true for images being used to highlight content. Areas such as Related Resources, Highlights, and any images spotlighting content that is not directly related to content on a page the user is viewing will need to adjust in height and width to accommodate the browser width.

Secondly, because images are being resized based on browser width, it is important to keep image size to a minimum. This will help the site to load more quickly on mobile devices.

With these two points in mind it might require editing a given photo to allow it to work well on all devices.

Image Ratios

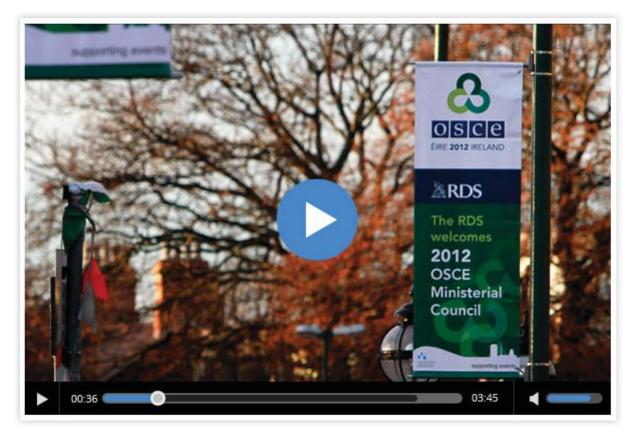
The ratios of preview images and actual hero images across the site is not consistent. The reason for this is that responsive layouts require images to be flexible in height and/or width so that they will work in multiple browser widths. The backend CMS can dynamically resize images so OSCE staff won't have to upload multiple versions of the same image. Instead, the backend will output the correctly sized image for a given space.

Thumbnail/Preview Images

Also, the thumbnail image that represents a preview of the article, resource, or page should be the same image that appears in the large hero image space on the actual page that it links to. From a usability standpoint this will help a viewer to connect the link they are clicking on with the actual page they are being led to.

VIDEO

Videos should be added to the OSCE YouTube channel so that social sharing can be fully utilized. A custom YouTube skin has been designed for videos that are placed on the website. Depending upon browser compatibility this skin can be turned on or off. Displaying the aesthetic of this skin should not come at the expense of usability and browser compatibility.



STANDARDIZATION OF CALLS TO ACTIONS

The site uses several types of calls to action and text links to communicate actions the user should take and paths to various content. Outlined below are the guidelines for using these various types.

Primary Calls to Action



The primary call to action button is a blue button that can have an icon to reinforce the action being taken. The icon should always be placed to the right, should be approximately 15 pixels in size and should have 15-20 pixels of

padding. The primary call to action is used to communicate an action that will produce a result, like submitting a form.

This call to action should be used to communicate:

- <u>Submit</u>: Use this call to action for the submit button on all forms
- <u>Sign Up</u>: Use this call to action for sign up for e-newsletter content
- <u>Post Comment</u>: Use this call to action on blog details pages to post comments on the blog
- <u>Download</u>: Use this call to action when showcasing documents available for downloads in other languages and to download high resolution images
- <u>Show More</u>: Use this call to action when the page will be using AJAX to load more of the same type of content (see Stories Main as a reference)
- <u>Primary Action of the page</u>: Use this call to action to communicate a core action on the page, like Create Employment Profile

Appropriate Button Wording

- Submit
- Sign Up
- Post Comment
- Download
- Download High Resolution Image
- Download High Resolution Image *size*
- Show More
- Show More *type of content*
- Create Employment Profile
- Login to the User Area

Secondary Calls to Action

Regular State		Hover State	
See All More Info View Now		<u>See All</u> <u>More Info</u> <u>View Now</u>	
LEARN MORE	►	LEARN MORE	•
VIEW FULL PROFILE		VIEW FULL PROFILE	►

The secondary call to action is a button with a blue outline or a text link. These calls to action are used to communicate access to additional areas of content.

<u>Button Types/Appropriate Wording:</u> This style of secondary call to action should be applied to a list of elements that the user will be take to.

- Learn More
- All *Type of Content*
- View All *Type of Content*

HEADER

The header of the site contains links to Stories, Press, Events, Social Media, and a comprehensive search capability. The header represents what is happening "Now" within the OSCE, whereas the main navigation represents core aspects to describing the OSCE organization. These two principals help to separate the direction a user takes when using the site.



FOOTER

The purpose of the footer is similar to that of the main navigation but also give additional contextual information about the site. There are additional links (Procurement, Employment, etc.) in the footer that are not present in the header and main navigation. The reason for this is because individuals who are seeking this information most likely are coming to the site for the sole purpose of accessing these pages. These pages are not as high of a priority as Stories or Where We Are for example. This allows the main navigation to be clear and concise.

The footer also provided a very quick way for people to subscribe to the OSCE Newsletter. Social Media and Chairmanship are also highlighted in the footer.

NAVIGATION		GET THE OSCE NEWSLETTER	FOLLOW US
Who We Are What We Do	Employment Procurement	Name	f 🏏 🛍 8+
Where We Are Institions & Structures	About this Website Terms of Service	Email	
Resources Press	Contacts RSS Feeds	SIGN UP	CHAIRMANSHIP
Copyright © 2013 OSCE, All rights rese	erved.		

SOCIAL MEDIA

Social media plays and important role in this new site. Not only is each page book ended with social media call outs in the header and footer but there are also ways to share individual pieces of content on every single page on the site. This share utility bar can be seen right below the title and at the end of the content on the page.

SHARE THIS PAGE f y g^+ p

When one of the social media icon is clicked it should utilized that social networks native sharing feature/functionality. For example, if a user clicks the twitter icon then a new window/tab should open with twitter's compose message/tweet form. This form should have a pre-written description of that page's information to make sharing easier for the user. Not all social networks have the ability for pre-written descriptions but this should be done when available.

Logo Usage

HOW OSCE LOGO SHOULD BE USED ON SITE



The size of the OSCE logotype in the navigation is 33 px in height by 126 px in width.

When viewing the site in desktop the words "Organization for Security and Cooperation in Europe" should accompany the logo to the right. Due to spacing restrictions this caption should be removed on certain tablet versions and all mobile versions.

OSCE in the text should always be written with capital letters without full stops, whether it be in a title or in the body copy.

The OSCE logo should be reproduced exactly. Its typeface and color cannot be changed. The logo should not be animated, deformed or split up.

On every page, the user can click on the logo to go back to the home page.

HOW INSTITUTION LOGOS SHOULD BE USED ON SITE

When adding an Institution or Structure's logo to the website it should be placed above the side navigation and contained in a grey (#acacac) box. This pertains to logos that are absolutely necessary to have and ones which pertain to a single page or section on the website.

The logo should be 300 px wide and 171 px tall. This will allow the logo to work on desktop, tablet, and mobile versions resolutions well.



Chairmanship Logo

To ensure the Chairmanship logo was properly highlighted throughout the site without taking away from the main objectives of the site, it was added to the footer. Every year, the new Chairmanship logo should replace the current in the footer. The footer placement allows the logo to be visible and accessible from every page of the website.

The logo should be contained within a white box that is 126 pixels wide by 100 pixels tall and should live underneath the Follow Us social media cluster.

NAVIGATION		GET THE OSCE NEWSLETTER	FOLLOW US
Who We Are What We Do	Employment Procurement	Name	f У 🛍 8+
Where We Are Institions & Structures	About this Website Terms of Service	Email	
Resources Press	Contacts RSS Feeds	SIGN UP	CHAIRMANSHIP
Copyright © 2013 OSCE. All rights res	erved.		



There are several specific templates on the site that were created for specific sections. These templates apply to their respective sections only and are not meant to be used outside of that context. While some elements can be universal, these templates were designed to accomodate specific content and can not be universally applied to other sections of the site.

Each section listed below has a specific set of PSDs that outline the templates and their elements. Please refer to these PSDs.

Homepage

Who We Are

- Main
- Details

What We Do

- Main
- Details

Where We Are

- Main
- Details

Institutions & Structures

- Main
- Details

Secretariat

- Main
- Details

Resources

- Main (5 Tabs):
 - Subscription Services
 - Publications
 - Official Documents
 - Media
 - e-Libraries
- Details Images/Photos
- Details FactSheet
- Collections Video/Audio
- Collections Documents

News Room

- Main
- Press Releases
- Main
- Details
- Category

Stories

- Main
- Details Images/Image Gallery
- Details Video
- Details Infographic
- Details Article

Events

- Main
- Details Highlights
- Details Media

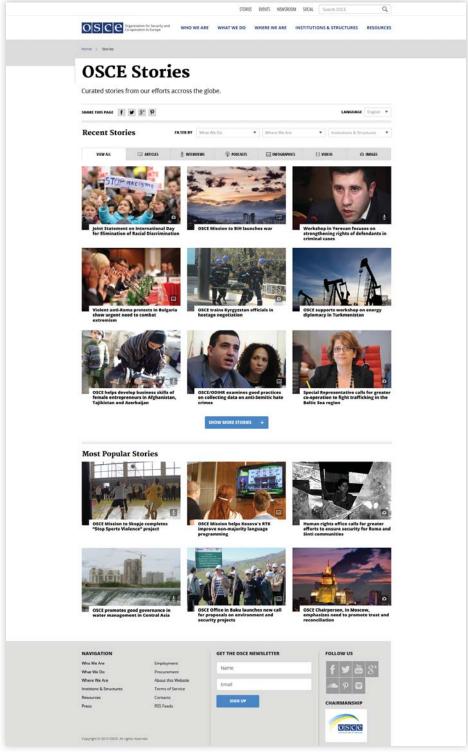
Employment

- Main
- Spotlight

Stories

One of the new areas of the website is the Stories section. This area gives OSCE the ability to provide further insight and in depth coverage of OSCE's activities. This narrative outlet will bring further awareness outside of the Press Releases or General News section of the current OSCE website.

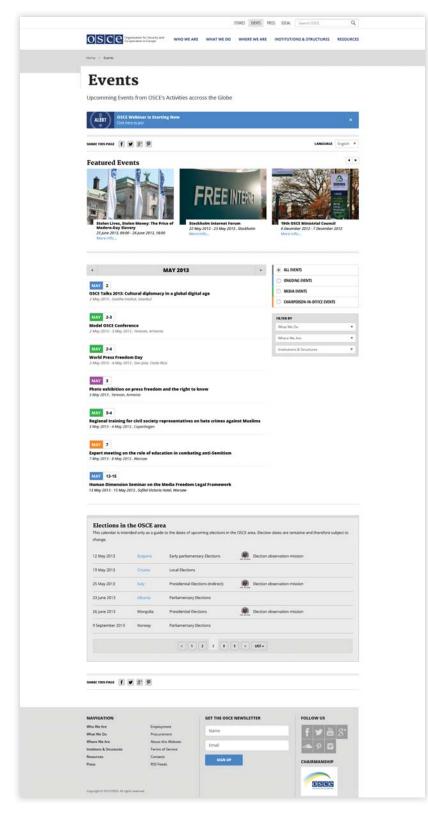
On the main stories page a user has the ability to sort by the main content areas (What We Do, Who We Are, and Institutions & Structures) as filter by media type (video, audio, images, articles, etc.). The default number of stories shown on the main stories page is nine but a user can view more stories by clicking the "Show More Stories" button which will load nine more stories via ajax. The Most Popular Stories area at the bottom of the main page is meant to showcase what stories have seen the most traffic.



Events

The events section has been designed to allow for quick and easy access to OSCE's many events through filtering and sorting. Events can be sorted by the main content areas (What We Do, Who We Are, and Institutions & Structures) of the website. There is also an ability to filter by event type (Ongoing Events, Media Events, and Chairperson-In-Office Events).

The top of the events main page showcases featured events. This area helps to bring attention to events that might be far in advance but are important to the OSCE mission. The bottom of the events main page showcases Elections in the OSCE area. These are sorted by date and displays the area in which the election is being held, the type of election, and if it applies to ODIHR.



Resources

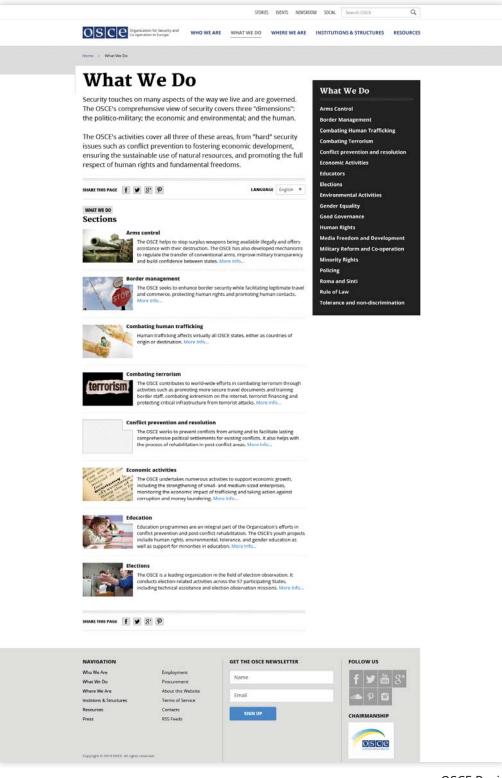
The Resources section has been completed revamped to allow for easier access to multiple types of resources through filtering and sorting. The main objective of this page was to improve usability without sacrificing the functionality of being able to sort by content area or content type. Not only can resources be filtered by any number of different methods but resources can be grouped into a collection for further organization of content. Keeping with the theme of making content accessible for both desktop and mobile users all of this functionality can be used on both desktop and mobile users through responsive technology.

STORIES EVENTS INEWSROOM SOCIAL Search OSCE Q	
O S C C C Coperation for Security and WHO WE ARE WHAT WE DO WHERE WE ARE INSTITUTIONS & STRUCTURES RESOURCES	
Home > Resources	
Resources The resources library of the OSCE contains materials dating back to 1975.	
SHARE THIS PAGE 📑 🕑 😵 🖗	
🗋 PULICATIONS 🖹 OFFICIAL DOCUMENTS 📴 E-LIMANES 🔘 MEDIA 📰 SUBSCRIPTION SERVICES	
○ OSE INVERSE ○ INCLIVEED ○ INCLIVEED ○ INCLIVEED ○ INVOCOOL	
FILTERITY What We Do Y Where We Are Y Institutions & Structures Y	
KATURED PERIODICA OSCE Annual Report Periodical OSCE Annual Report Periodical The 2012 Annual Report of the OSCE Secretary General provides an overview of the activities of the OSCE's field organizations, Sacretaria units and Parliamentary Assembly, as well as the 2012 links Chairmanship and the Organizations work with the Asian and Mediterranean Partners for Co-operation and International and regional organizations. Eighth Traps [Deach Poore] [Egate] When' 2013 View Nov	
Permanent Council Decision No. 557: 05CE Action Plan to Combat Trafficking in Human Beings [Priodicial (COLECTIONE IS DOCUMENTS] Engin Traysis Decth Percel Epalol 20 More: 2013 View Now	
Reporting on human trafficking manual Periodicals Peccoal 21 March 2013 View Neow	
Preventing and Combating Trafficking in Human Beings in the OSCE Region Periodicals (COLLECTION: 2 DOCUMENTS Digits) Pyroxis 16 March 2013 View Now	
Combating Trafficking as Modern-Day Slavery: A Matter of Non-Discrimination and Empowerment [Percedicals] Egin 16 March 2013 View Now	
Unprotected Work, Invisible Exploitation: Trafficking for the Purpose of Domestic Servitude [Periodical] English [Parusi 22 February 2013 Vew Now	
Securing arms and ammunition Periodicals 30 January 2013 View New	
SHARE THIS PAGE 🕴 😰 😰	
NAVIGATION Employment What We Ave Employment What We Do Proscurement Where We Are About his Wetalite Instances Terms of Service Resources Contacts Prest RDS Feeds	
Copyright & 2012 DDE: All rights reserved.	

What We Do

The "What We Do" section is meant to highlight the OSCE's areas of focus. Content such as Resources, Press Releases, and Stories have been tagged with these areas of focus to help with cross categorization so that users can see how content is related. This is seen within these section as well as within actual Area of Focus overview page.

Through usability testing it was discovered that at times it was difficult for visitors to understand how to properly move from one area of focus to another. This was due to a confusing navigation and inconsistancy in layout and structure. This lead to a restructuring of layout and navigation so that visitors can know what to expect when they go from one of area of focus to another.



institutions

When working through usability testing it was discovered that visitors had a difficult time finding and even understanding the various Institutions & Structures on the website. Previously the Institutions & Structures content was located within the same section as the What We Do areas of focus. Based upon these findings the Institutions & Structures section was brought to the main navigation to help with bringing a more intuitive site structure and content flow.

		STORIES EVENTS NEWSROO	M SOCIAL Search OSCE	Q
0SCe	ganization for Security and OPP OPP OPP OPP OPP OPP OPP OPP OPP OP	E WHAT WE DO WHERE WE ARE	INSTITUTIONS & STRUCTURES	RESOURCES
Home > Institutions & St	ructures			
Instit Struct	utions & tures		Institutions & Structures	No. No. No. No.
OSCE's has a nun OSCE's mission a	nber of Institutions & Structu cross Europe.	ires that help to facilitate	High Commissioner on Natio Minorities Office for Democratic Institu Human Rights	tions and
SHARE THIS PAGE	¥ 8* 9	LANGUAGE English ¥	Representative on Freedom Media Secretariat	of the :::
INSTITUTIONS & STRUCTU Organization			Parliamentary Assembly	
	h Commissioner on National Min The post of the OSCE High Commissie established in 1992 to identify and see that might endanger peace, stability of participating States. More Info	ner on National Minorities was ek early resolution of ethnic tensions		
WHIR	ice for Democratic Institutions a The OSCE Office for Democratic Instit Warsaw, Poland. It is active throughou observation, democratic developmen non-discrimination, and rule of law. N	utions and Human Rights is based in It the OSCE area in the fields of election It human rights, tolerance and		
	relevant media developments in OSCI co-ordination with the Chairperson-in	on Freedom of the Media is to observe E participating States and, in close -Office, to advocate and promote full commitments in respect of freedom of		
Se		tion of the Secretary General, provides on, it is based in Vienna, and assisted by		
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NAVIGATION			501100015	
Who We Are What We Do Where We Are Institions & Structures	Employment Procurement About this Website Terms of Service	GET THE OSCE NEWSLETTER Name Email	f y m	8+
Resources Press	Contacts RSS Feeds	SIGN UP	CHAIRMANSHIP	
Copyright @ 2013 OSCE. All rig	its reserved.			

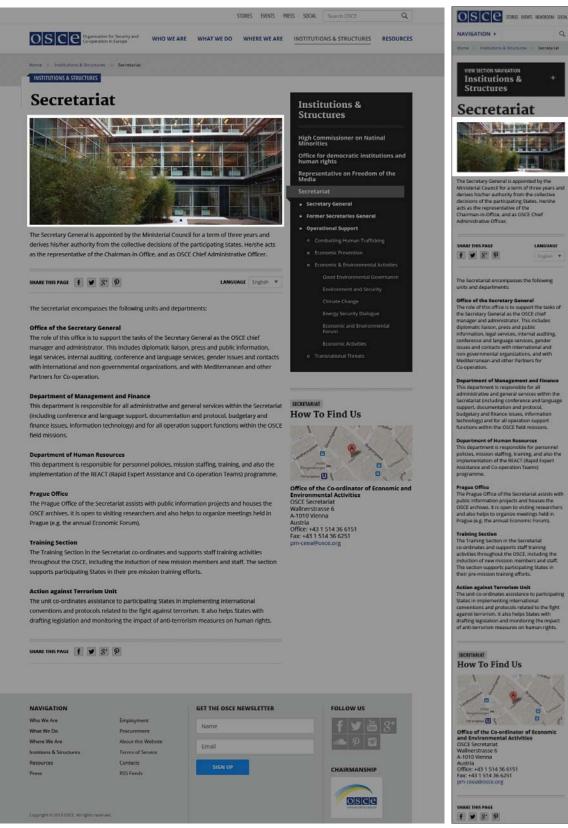
03 Page Formatting

Landing Page Hero Image

If a banner or image needs to be added to a page then it should be placed directly below the title of the page. The landing page hero image should be 620 px wide and 263 px tall. If there is a caption associated with the image then a white box should cut into the image 30 px so that the caption can be placed over top fo the image.

View Next page for example.

Examples of Landing Page Hero Image on Desktop and Mobile



As the screen size decreases in width and tablet and mobile resolutions are reached the width and height of the image should adjust accordingly. Once mobile resolutions are reached then the caption should be placed below the image instead of ontop of the image.

List View Landing Page

Points to note with the List View Landing Page:

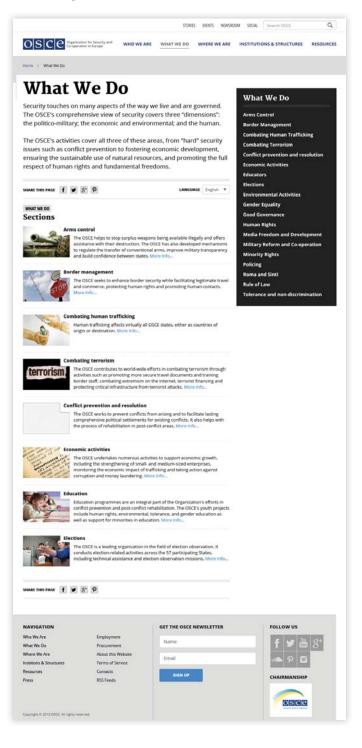
- Items in the list view should be seperated by a dotted line.
- There should be 20 px of padding between an items (image, headline, and associated text) in a row and the line above/below the items
- Pagination should be introduced if there are more than 10 items in a list.
- If one of the sections in the list does not have a picture associated with it then a rectangle graphic should fill the place of a picture. Usability testing revealed that when certain items in a list did not have images it created a sense of confusion as to what the link was associated with. If an item did not have an image associated with it, often times users would think the link was associated with the an image above or below it.

					5	TORIES	EVENTS	NEWSROOM	SOCIAL	Search OSCE	Q
0SC	e Organiz Coreper	ation for Sec ration in Earo	vity and pe	WHO WE ARE	WHAT WE D	0	WHERE V	VE ARE	NSTITUTI	ONS & STRUCTURES	RESOURCES
Home > Newsroo	om > Pre	ss Releases	Election	ns Press Releases							
NEWSROOM			_								
Elec Rele	tic	ons	P1	ress					New	sroom	
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Press Releas	es from	OSCE's	gloabl	activities						dvisories	
SHARE THIS PAGE		a+ 0			1.01	IGUAS	E Englis		Press C	ontacts Access to OSCE Even	
SHALL IND PAOL		0 P			1775			_	FAQ	ccess to USCE Even	5
	Ahead	of World	l Press Fi st be pro	reedom Day, G tected	SCE Kosovo N	Aissio	n Head	says			
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and the second	Ahead	l of World alists mu	Press Fr st be pro	reedom Day, G tected	SCE Kosovo N	Aissio	n Head	says			
mana	•	HSINAU, 30	April 2013								
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Generic Landing Page

Points to note with the list view Generic Landing Page:

- When appropriate an introductory paragraph should be placed below the title and above the social sharing that is larger in font size (18 pixel font size on the Desktop version). This is done to help provide a quick introduction into what page a viewer is looking at.
- If one of the sections in the list does not have a picture associated with it then a rectangle graphic should fill the place of a picture. Usability testing revealed that when certain items in a list did not have images it created a sense of confusion as to what the link was associated with. If an item did not have an image associated with it, often times users would think the link was associated with the an image above or below it.
- Pagination should never be introduced on a this page.



Generic Content Page

Points to note with the list view Generic Content Page:

- When appropriate an introductory paragraph should be placed below the title and above the social sharing that is larger in font size (18 pixel font size on the Desktop version). This is done to help provide a quick introduction into what page a viewer is looking at.
- The following elements should be able to be added to the content on thispage:
 - All text types (bold, italic, h2, h3, h4)
 - block quotes
 - left/right aligned images with and without captions
 - videos
 - Ordered and Unordered lists
 - Text links
- If an image is clicked on, then a lightbox should appear that gives the viewer the ability to click a link that links to a page that will allow the viewer to download the image.
- The body copy of the page should be bookended by sharing.

Accordion Usage

Points to note with accordians:

- Accordians can be placed in one column, two column, and tab layouts.
- By default a page should have all accordian items collapsed.
- When an accordian item is revealed it can reveal any of the following:
 - General content (body copy text, images, links, etc.)
 - More accordians that should have a blue background instead of grey because they are nested within an accordian
 - List with or without images
- If an accordian is clicked and then the user clicks another accordian item both items should remain open. An accordian item should not collapse unless the item is clicked when it is open.

One column layout with tabs

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Two column layout with Accordian

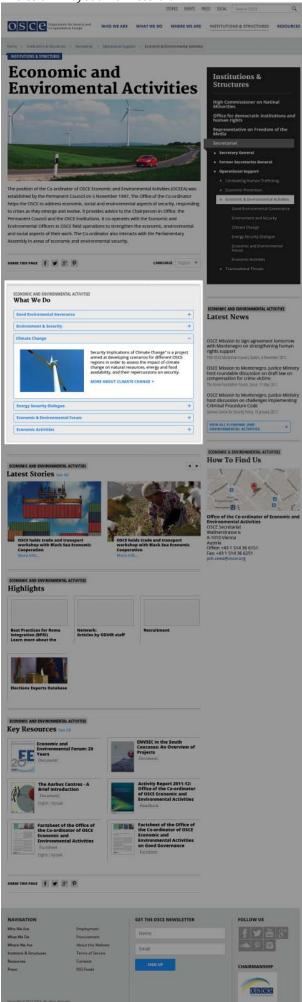


Photo Gallery

Points to note with photo galleries:

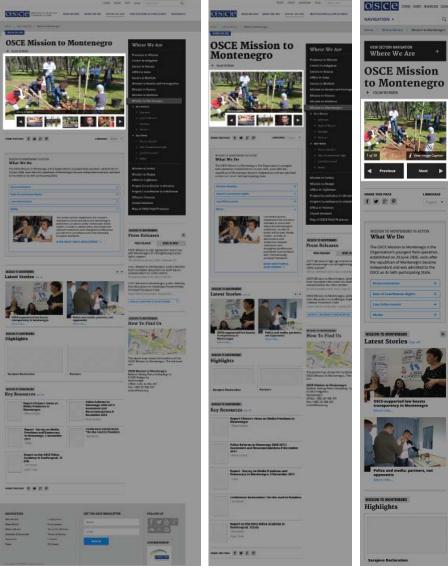
- Galleries can be placed in one column and two column layouts and should go right below the title of a page.
- By default a page should have the first image in the thumbnail list selected
- If a thumbnail is clicked then the large image should be replaced with the one of the thumbnail that was selected.
- The active thumbnail should have a blue line displaying below it
- When a left/right arrow is clicked it should change the active thumbnail and large image being shown. If there are more images than thumbnail spaces available then the additional thumbnails should be hidden until a left or right arrow is clicked to reveal more images.
- Captions should be placed over an image. On mobile resolutions the caption is hidden until the "View Image Caption" button is clicked. When the "View Image Caption" button is clicked the caption should display overtop of the image just like on the desktop

MOBILE

- At the end of a caption there should be a link to download the image.
- On mobile resolutions the thumbnails should disappear and prev/next buttons should appear instead.

DESKTOP

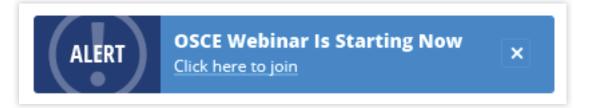
TABLET



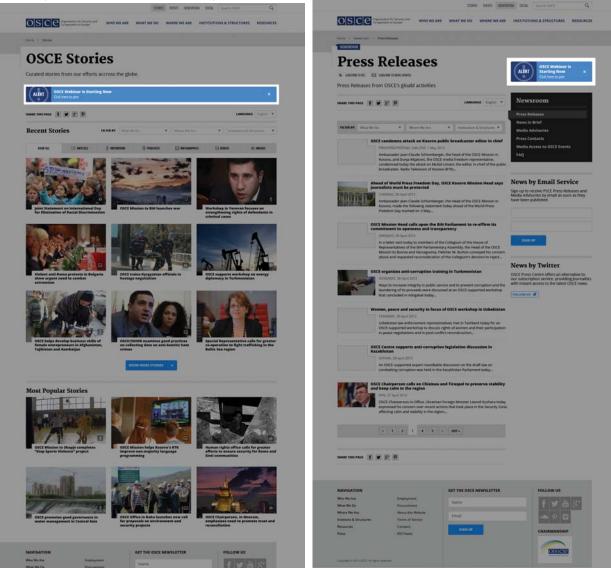
Alert Notification

Points to note with the Alert Notification:

- Alerts can be showcased on any page layout including the homepage.
- Alerts can be closed completely when the "X" is clicked.
- If the alert is meant to direct viewers to a specific page then a text link should be added to the bottom of the alert so people can click on it.
- On full width layouts the alert should be placed below the title and introduction text. On two column layout it should be placed above all on the right column.



Alert on full width and two column layoutl



Carousels

There are currently 4 areas that carousels are used:

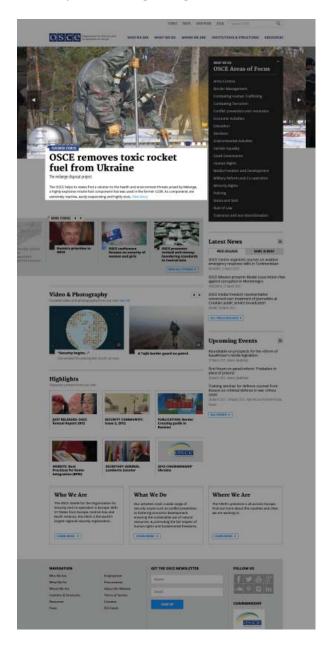
- Homepage
- Image Galleries
- Featured Content
- Employment Main Page
- Story Carousels

HOMEPAGE CAROUSELS

There are three carousels on the homepage: Featured Stories, More Stories, and Video & Photography.

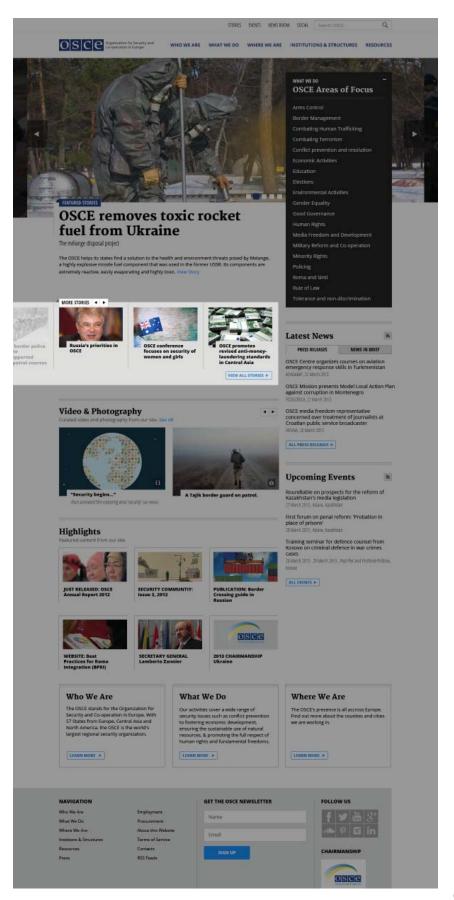
Featured Stories

Out of these three carousel areas the only one that should auto-rotate is the Featured Stories area (the very large one at the top). The main image and content should rotate together. This carousel should stay on each image/slide 4 to 5 seconds. If the left/right arrows are clicked or one of the small white boxes overtop of the big image then the auto-rotation should stop.



More Stories

This area should not automatically rotate when you load the page. The images should slide to the left and right only when one of the left/right buttons is clicked. There is an additional preview image to left that is semi-transparent that is viewable when the browser width is wide enough. When the browser width is that of a mobile device the left/right arrows should disappear along with the ability to rotate through new items.



Video & Photography

Similar to the More Stories area outlined above, the Video & Photography area should not automatically rotate when the page is loaded. The images should slide to to the left and right when one of the appropriate left/right buttons are clicked. When the browser width is that of a mobile device the left/right arrows should disappear along with the ability to rotate through new items.

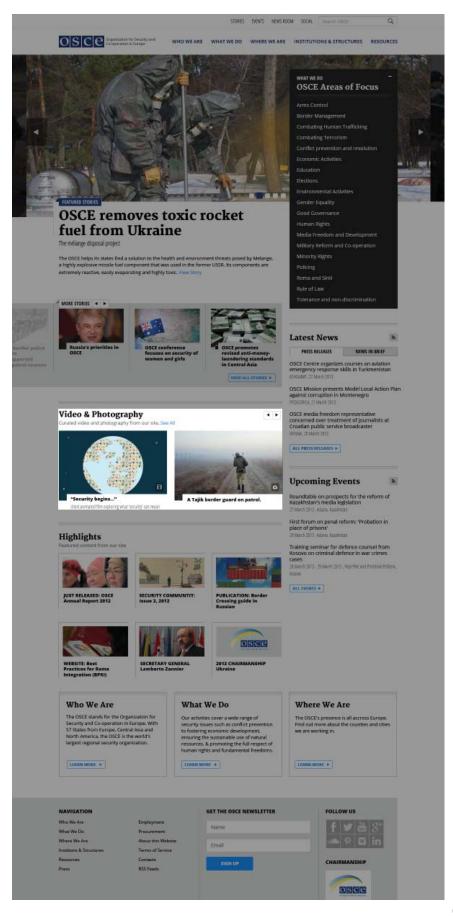
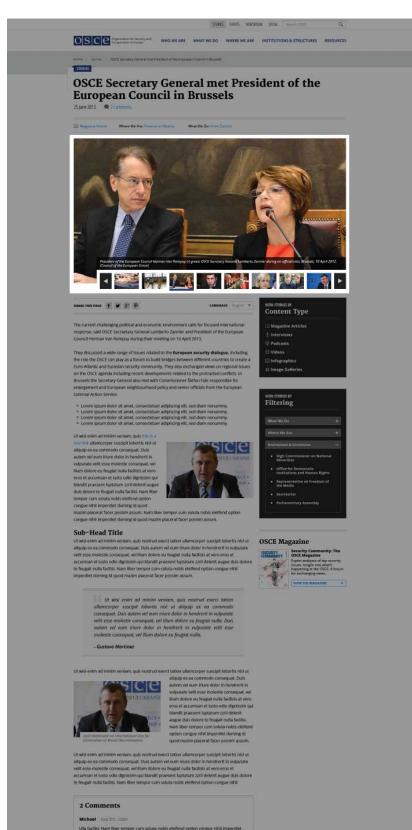


IMAGE GALLERIES

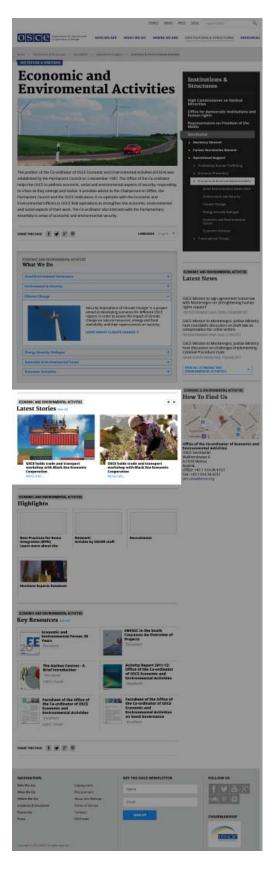
When a thumbnail is clicked in an image gallery the large image should change to show a larger version of the thumbnail that was clicked. When a left/right arrow is clicked the active thumbnail should change and all the thumbnails should slide in the direction of the arrow that was clicked. This means a new thumbnail will be revealed and a thumbnail on the opposite end will be hidden. This carousel should not automatically rotate when you go to a page that has this carousel on it.



FEATURED CONTENT

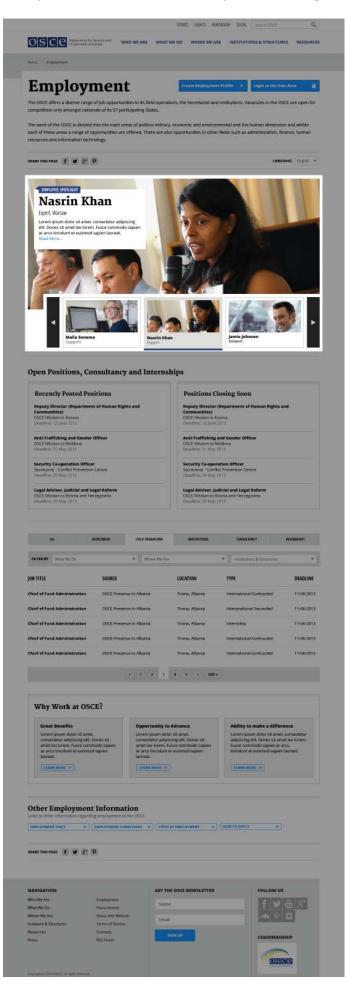
Certain pages have "Featured Content" which can rotate through item when one of the left/right arrows (ie. Video & Photography on the homepage) is clicked. These should have similar functionality as the homepage/featured content carousel. The image, headline, and any additional text should be clicked to direct a user to the corresponding page.

When the browser width reduces down to mobile the carousel feature should disappear. Instead the first two items in the list should stack on top of one of another.



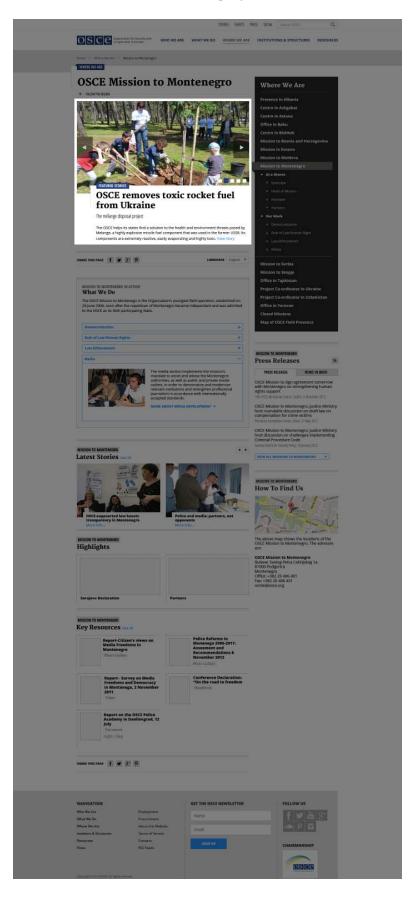
EMPLOYMENT MAIN PAGE

The carousel on this page works very similar to the Image Gallery carousel except that there is text on top of the image.



STORY CAROUSELS

If a carousel is presented to showcase multiple stories instead of just pictures it should function exactly the same way as the featured stories carousel on the homepage. The only difference is that the width of the carousel fits within the left column instead of taking up the entire width.



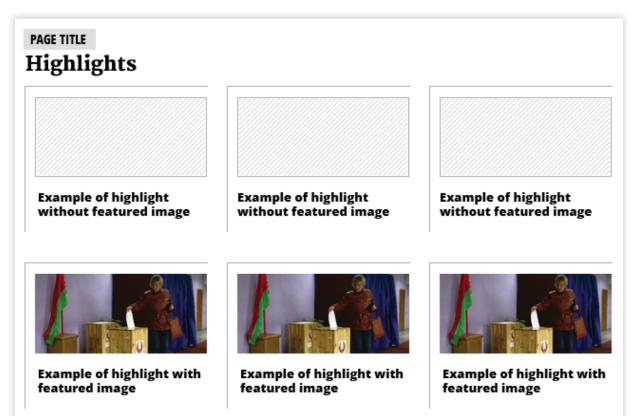
INFORMATION FOR ALL CAROUSELS

When a left/right arrow is clicked the items in the carousel should slide in the direction they are clicked. If the end of the carosel is reached and you click the right button again, the large image area should not spin through all of the other images just to go back to the first image as if it were in a loop. The first image should just seemlessly slide in from the right as if we are rotating through a continuous circle instead of a single line. An example of this can been seen on the rotating carousel on <u>thedailybeast.com</u>

Content Areas

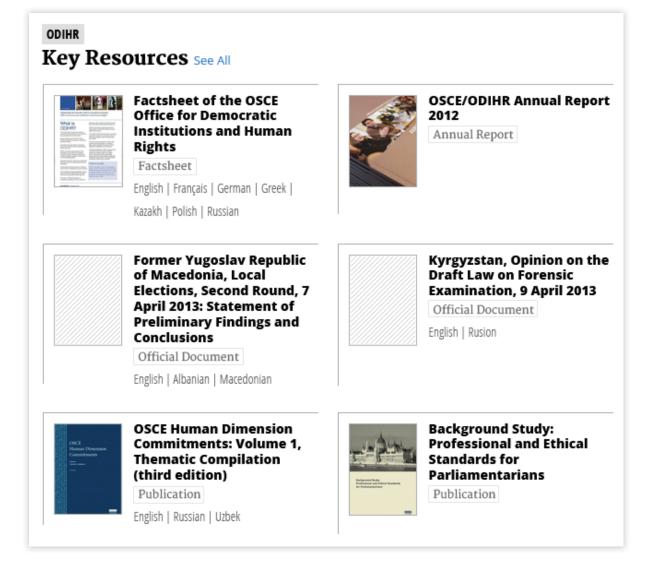
HIGHLIGHTS

The highlights section used throughout the website can feature any piece of content on the website. Each item within the Highlights section should have an image associated with it when possible. The image size should be 181 pixels wide by 84 pixels tall on the desktop version. The size of this image will need to adjust depending upon the width the browser needs to adjust to based upon the device (Desktop, Tablet, and/or Mobile). When there isn't an image that can be assoicated with a highlight item a placeholder image should be used. This is done to avoid confusion about what an user is clicking on. A maximum of 6 items can be placed within this content area on a given page. The title of a highlight item should be the same as the page in which the item links to.



KEY RESOURCES

The Key Resources module is meant to highlight content from the Resources section that specifically pertains to the content on the given page. Each item within the Key Reources module should have an image associated with it when possible. The image size should be 75 pixels wide by 100 pixels tall on the desktop version. The size of this image will need to adjust depending upon the width the browser needs to adjust to based upon the device (Desktop, Tablet, and/or Mobile). When there isn't an image that can be associated with a highlight item a placeholder image should be used. This is done to avoid confusion about what an user is clicking on. A maximum of 6 items can be placed within this content area on a given page. The type of Resource (Factsheet, Official Document, Annual Report, etc) can be written below the title of the resource and placed within a white box that has a grey border. If the resource is available in multiple languages, then these languages can be listed below the type of resource.



See All Resources

When a visitor clicks on the link "See All" next to the title "Key Resources" they should be brought to a page similar to the Resources main page. The big differences are that the title of the page/section that visitor was previously at will be inserted before the word "Resources". The example below illustrates this by showcasing the title "Mission to Montenegro Resources". This means a visitor was previously at the Mission to Montenegro section.

The other difference from the Resources Main Page is that the drop down filtering should be removed. This was done to help to not confuse the visitor as to what they are viewing. If a user does want to view all of OSCE's resources across the entire webiste they have the ability to click the breadcrumbs or main navigation to be brought to the Resources Main Page.

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Related

The Related module is meant to highlight content that is related to the page a user is viewing. Each item within the Related module should have an image associated with it when possible. The image size should be 75 pixels wide by 100 pixels tall on the desktop version. The size of this image will need to adjust depending upon the width the browser needs to adjust to based upon the device (Desktop, Tablet, and/or Mobile). When there isn't an image that can be associated with a highlight item then the text associated with a Related Item should fill the space of the image. A maximum of 6 items can be placed within this content area on a given page.



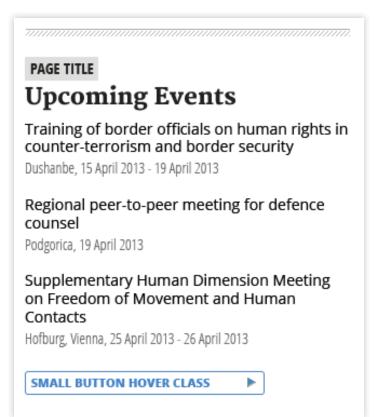
LATEST NEWS

Latest News is meant to showcase Press Releases and News in Brief that relates to the page it is located on. No more than three press releases or news in brief items can be shown in this area. In addition to listing the title of the Press Release/News in Brief item, the location that the item pertains to and the date published can be shown below the title. The titles should be clickable to provide a link to the press release/news in brief's location.

PAGE TITLE Latest News/News in Brief					
PRESS RELEASES	NEWS IN BRIEF				
OSCE Mission to sign agreement tomorrow with Montenegro on strengthening human rights support 19th OSCE Ministerial Council, Dublin, 6 December 2012					
OSCE Mission to Montenegro, Justice Ministry host roundable discussion on draft law on compensation for crime victims					
The Korea Foundation Forum, Seoul, 31 May 2012 OSCE Mission to Montenegro, Justice Ministry host discussion on challenges implementing Criminal Procedure Code Geneva Centre for Security Policy, 19 January 2012					
CALL TO ACTION	► I				

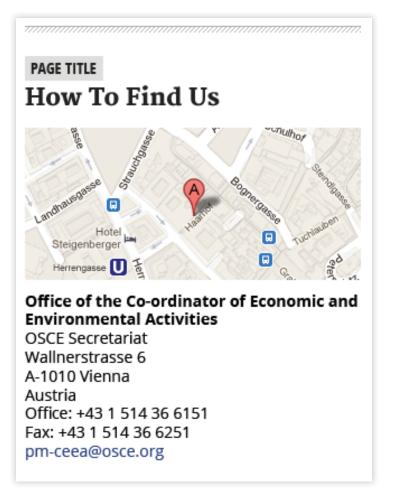
UPCOMING EVENTS

This area is meant to showcase upcoming events that relate to the page it is located on. The event that is closest to the current date should be listed at the top of the list. No more than three items can be shown in this area. In addition to listing the title of the event the location and the date of the event can be shown below the title.



HOW TO FIND US

This area should showcase the physical location of an OSCE office that pertains to the given page it is located on. If the location can be found on a Google Map then a map should embedded with the location. This map should be 300 pixels wide by 136 pixels tall. The title of the office along with the address, phone number(s), and email should be placed below the map.



Banner Zones & Sizes

In the event that the OSCE needs to add a Flash, Image, or HTML5 banner to the site there are a number of constraints that need to be taken. There are only 3 banner zones available for use and each one has an exact size dimension for banner. Because these baners might contain flash these banner sizes cannot change in size. This means that the size of the banners will not adjust even if the browser width adjusts.

Here's the breakdown of the areas:

- **Skyscraper**: 300 pixels wide by 468 pixels tall. This should only be placed in the sidebar
- Side Square Banner: 300 pixels wide by 300 pixels tall.
- **Content Square Banner**: 300 pixels wide by 300 pixels tall. This banner is obviously interchangeable with the Side Square Banner but will be placed higher on the page when the page reduces down to mobile devices.



04 Navigation

Main Navigation

When attempting to increase usability of the website it was uncovered that it took people a very long time to find the content they were looking for. Taking findings from the usability tests, a number of things were done to enhance the ease of use and the information architecture:

- Redefined nomenclature of main navigation items to make finding what you're looking for easier.
- Seperated content paths into two areas: what is happening now (header area) and overarching aspects (main navigation)
- Introduced a drop down on desktop and tablet resolutions with similar functionality on mobile. Only two levels of navigation are shown on a drop down. We are not going to introduce more than second level navigaiton because it has the possibility of hurting usability and also creates issues with mobile resolutions.

Desktop/Tablet Navigation - Regular State



Desktop/Tablet Navigation - Active State (What We Do)

OSCE Organization for Security and Co-operation in Europe WHO WE ARE WHAT WE DO WHERE WE ARE INSTITUTIONS & STRUCTURES RESOURCES

Desktop/Tablet Navigation - Drop Down / Hover State

OSCE Organization for Security and Co-operation in Europe WHO WE ARE WHAT WE DO	WHERE WE ARE INSTITUTIONS & STRUCTURES RESOURCES
	Presence in Albania
	Centre in Ashgabat
	Centre in Astana
	Office in Baku
	Centre in Bishkek
	Mission to Bosnia and Herzegovina
	Mission in Kosovo
	Mission to Moldova
	Mission to Montenegro
	Mission to Serbia
	Mission to Skopje
	Office in Tajikistan
	Project Co-ordinator in Ukraine
	Project Co-ordinator in Uzbekistan
	Office in Yerevan
	Closed Missions
	Map of OSCE Field Presence

Mobile Navigation - Drop Down

When the "navigation" item is selected on mobile browser widths all content should slide down to make room for the navigation.

If one of the main navigation items (Who We Are, What We Do, etc.) is clicked then a visitor should be taken to the main overview page for that section.

If one of the arrows to the right of a main navigation item is clicked then the second level should be exposed.

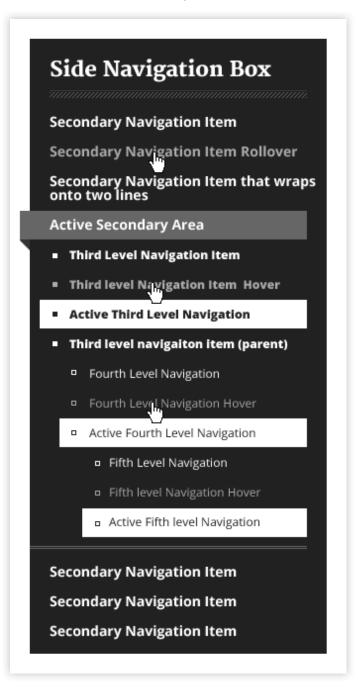
OSCE stories events press	SOCIAL	OSCE STORIES EVENTS PRESS SC	DCIAL	
NAVIGATION *	Q,	NAVIGATION v	Q,	
Who We Are		Who We Are	•	
What We Do		What We Do	•	
Where We Are		Where We Are	•	
Institutions & Structures		Institutions & Structures	•	
Resources		High Commissioner on National Minorities		
Home > Institutions & Structures > Secreta	riat	Office for Democratic Institutions and Human Rights		
VIEW SECTION NAVIGATION		Representative on Freedom of the Media		
Institutions & + Structures		Secretariat		
		Parliamentary Assembly		
Secretariat		Resources	•	

Side Navigation

DESKTOP & TABLET

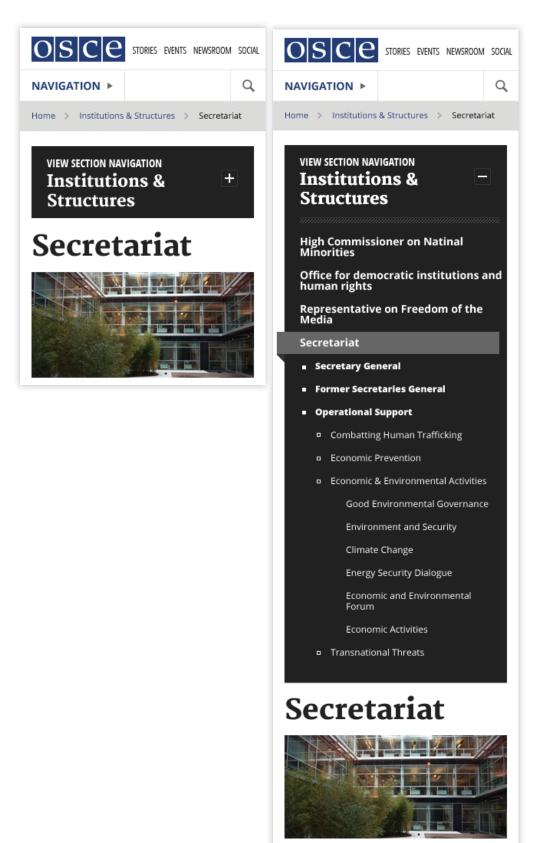
The side navigaiton should be placed on the right column. As shown below the active state for 2nd level items should have a grey bar appear behind the active item. If there are corresponding 3rd, 4th, or even 5th level navigation items within a 2nd level navigation item these should not show unless a viewer is in the 2nd level navigation area of the website. This will help to keep the side navigation shorter and easier to comprehend.

The active and natural states for 2nd, 3rd, 4th, and 5th level navigation items are shown in this example.



MOBILE

When viewing the site on a mobile device the side navigaiton should be collapsed and placed right below the main navigation links. Often times the side navigation can be very long which is why this collapsed state was introduced. Once the side navigation is clicked it will expand and function the same as the desktop/tablet version with the exception of an additional "+" or "-" button that is placed at the top right of the box. This is added to demonstrate that this dark grey area can be expanded.



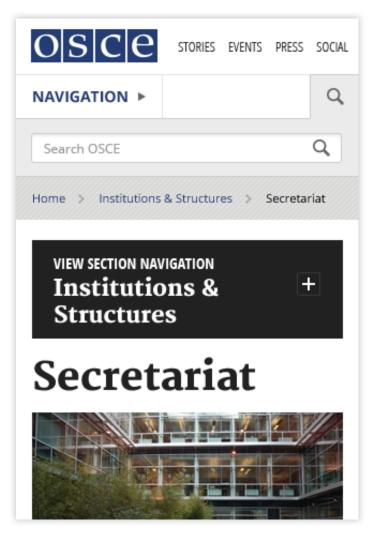
Search Field

DESKTOP & TABLET

The search functionality on the desktop and tablet browsers should work similar to existing of the OSCE website. A user enters a search term and hits the "enter" button on their keyboard or clicks the "magnifying glass" to initiate the search.

MOBILE

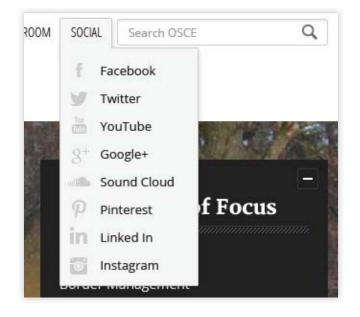
On mobile devices a user must first click the magnifying glass to reveal the search field. Then they must type in their search request and hit enter/go or the search glass icon to retrieve their search results.



Social Media Links

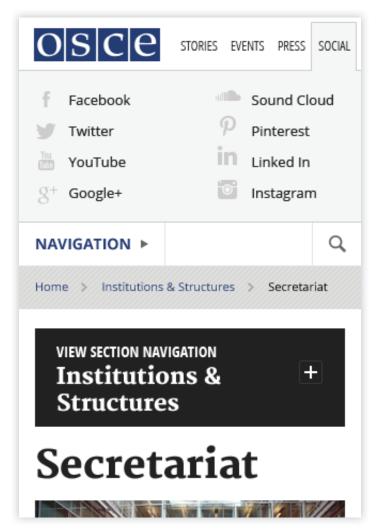
DESKTOP & TABLET

When the "Social" link is clicked a drop down should appear that displays all of the OSCE's social presences.



MOBILE

When the "Social" link is clicked a drop down will appear and slide the rest of the content below it down to make room for the social icons.



Follow Region Links

When the "Follow this Region" link is clicked a drop down should appear that displays all of the ways available to follow that given region on social media.



05 Email Template

When sending an email to one of the OSCE mailing lists the following template should be used. The design follows a similar aesthetic to the website and is also responsive. It is imperative that additional design elements are not added to this design because making an email work responsively is very delicate.

This design gives room for a large hero image, large titles, links, and all types of text object (bullets, bold text, italic text etc.). Font Colors and Font Styles must not be changed even though MailChimp gives the ability to change these elements within their editor. Below the main hero image area are two row styles (left/right aligned image areas) which can be duplicated so more content can be added. Including either of these row styles in an email is not required.

