

Site-Level Content Patterns

Purpose

This document defines the **site-level patterns** that wrap around content blocks: header, primary navigation, footer, announcement banners, and the global page structure. These patterns are referenced in `site_config.json` and rendered by the build system.

Pattern Overview

ANNOUNCEMENT BANNER (optional)	← Pattern 1
APP HEADER <ul style="list-style-type: none">├ Logo (left)├ Site Name└ Language Selector (right)	← Pattern 2
PRIMARY NAVIGATION BAR <ul style="list-style-type: none">└ Horizontal menu items	← Pattern 3
BREADCRUMB (optional, spoke pages)	← From <code>_navigation-layouts.json</code>
PAGE HEADER (title/subtitle/divider)	← From <code>_header-layouts.json</code>
SECONDARY NAV (optional tabs/sidebar)	← From <code>_navigation-layouts.json</code>
CONTENT BLOCKS (from <code>webgen-content-format.pdf</code>)	← From content patterns doc
FOOTER <ul style="list-style-type: none">├ Logo (centered, 40% scale)├ Primary Links (horizontal row)├ Social Media Icons└ Copyright & Contact Info	← Pattern 4

Pattern 1: Announcement Banner

Visual Layout



Configuration in site_config.json

```
json
{
  "siteId": "inpowersuite",
  "announcementBanner": {
    "enabled": true,
    "type": "info",
    "message": "New features released! ...",
    "dismissible": true,
    "link": {
      "text": "Learn More",
      "targetId": "features"
    }
  }
}
```

```
toml
siteId = "inpowersuite"

[announcementBanner]
enabled = true
type = "info"
message = "New features released! ..."
dismissible = true

[announcementBanner.link]
text = "Learn More"
targetId = "features"
```

Field Reference

Field	Type	Required	Values	Description
enabled	Boolean	✓	true, false	Show/hide banner
type	String	✓	"info", "warning", "urgent"	Visual priority level
message	String	✓	Text	Banner message content
dismissible	Boolean	✓	true, false	Allow user to close banner
link	Object	○	Object	Optional CTA link
link.text	String	✓	Text	Link button text
link.targetId	String	✓	Page ID	Internal page reference
link.url	String	○	URL	External URL (use targetId OR url)

Visual Styles by Type

Type	Background	Text Color	Icon	Use Case
info	Light blue (#e3f2fd)	Dark blue (#0d47a1)	ⓘ	General announcements, feature releases
warning	Light yellow (#fff9c)	Dark orange (#ff6f00)	⚠	Scheduled maintenance, deprecation notice
urgent	Light red (#ffebee)	Dark red (#c62828)	❗	Critical issues, security alerts

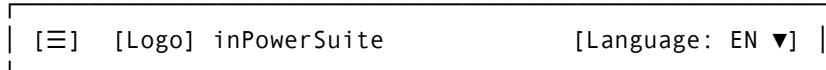
CSS Classes

CSS Classes

```
.announcement-banner - Container
.announcement-banner.info - Info styling
.announcement-banner.warning - Warning styling
.announcement-banner.urgent - Urgent styling
.announcement-dismiss - Close button
```

Pattern 2: App Header (Logo + Branding)

Visual Layout



Configuration in site_config.json

```
json
{
  "siteId": "inpowersuite",
  "branding": {
    "siteUrl": "www.inpowersuite.com",
    "siteName": "inPowerSuite",
    "tagLine": "inpower your business",
    "logo": {
      "white": "https://.../inpower_logoWhiteWP.png",
      "regular": "https://.../inpower_logo558x144.png",
      "alt": "inPowerSuite Logo",
      "linkToHome": true
    }
  },
  "theme": {
    "primaryColor": "#d90429",
    "secondaryColor": "#a10000",
    "fontFamily": "Avenir Next, ..."
  },
  "languages": {
    "default": "en",
    "supported": ["en", "es", "fr"]
  }
}
```

```
toml
siteId = "inpowersuite"

[branding]
siteUrl = "www.inpowersuite.com"
siteName = "inPowerSuite"
tagLine = "inpower your business"

[branding.logo]
white = "https://.../inpower_logoWhiteWP.png"
regular = "https://.../inpower_logo558x144.png"
alt = "inPowerSuite Logo"
linkToHome = true

[theme]
primaryColor = "#d90429"
secondaryColor = "#a10000"
fontFamily = "Avenir Next, ..."

[languages]
default = "en"
supported = ["en", "es", "fr"]
```

Field Reference

Field	Type	Required	Description
branding.siteName	String	✓	Site name displayed in header
branding.tagLine	String	✗	Optional tagline (hidden on mobile)
branding.logo.white	String	✓	URL to white logo (used in header)
branding.logo.regular	String	✓	URL to regular logo (used in footer)
branding.logo.alt	String	✓	Alt text for accessibility
branding.logo.linkToHome	Boolean	✓	Make logo clickable to home page
languages.default	String	✓	Default language code
languages.supported	Array	✓	List of supported language codes

Behavior

Desktop:

Hamburger icon (left): Navigates to home page
Logo + Site Name: Clickable link to home page
Language Selector (right): Dropdown menu

Scroll Behavior:

Header is sticky (remains at top)
Fades out during active scrolling
Fades back in when scrolling stops

Mobile:

Hamburger icon: Opens slide-out navigation drawer
Logo scales responsively
Language selector remains visible

CSS Classes

.sticky-header-section - Sticky container
.app-header - Header bar
.hamburger-icon - Hamburger/home button
.header-content - Logo and site name
.header-controls - Right-side controls
.language-selector - Language dropdown

Pattern 3: Primary Navigation Bar

Visual Layout

```
HOME MARKETS FEATURES CLIENTS SERVICES
```

Configuration in site_config.json

```
json
{
  "version": "2.0",
  "lastUpdated": "2025-11-25",
  "primaryNavigation": [
    {
      "position": "header",
      "style": "horizontal-bar",
      "items": [
        {
          "id": "home",
          "label": "HOME",
          "type": "spoke",
          "hub": "hub00",
          "srcFile": "hub00/home.json",
          "order": 1
        },
        {
          "id": "markets",
          "label": "MARKETS",
          "type": "hub",
          "hub": "hub01",
          "srcFile": "hub01/markets.json",
          "order": 2
        },
        {
          "id": "features",
          "label": "FEATURES",
          "type": "hub",
          "hub": "hub02",
          "srcFile": "hub02/features.json",
          "order": 3
        },
        {
          "id": "clients",
          "label": "CLIENTS",
          "type": "spoke",
          "hub": "hub00",
          "srcFile": "hub00/clients.json",
          "order": 4
        },
        {
          "id": "services",
          "label": "SERVICES",
          "type": "spoke",
          "hub": "hub00",
          "srcFile": "hub00/services.json",
          "order": 5
        }
      ]
    }
  ]
}
```

```
toml
version = "2.0"
lastUpdated = "2025-11-25"

[primaryNavigation]
position = "header"
style = "horizontal-bar"

[[primaryNavigation.items]]
id = "home"
label = "HOME"
type = "spoke"
hub = "hub00"
srcFile = "hub00/home.json"
order = 1

[[primaryNavigation.items]]
id = "markets"
label = "MARKETS"
type = "hub"
hub = "hub01"
srcFile = "hub01/markets.json"
order = 2

[[primaryNavigation.items]]
id = "features"
label = "FEATURES"
type = "hub"
hub = "hub02"
srcFile = "hub02/features.json"
order = 3

[[primaryNavigation.items]]
id = "clients"
label = "CLIENTS"
type = "spoke"
hub = "hub00"
srcFile = "hub00/clients.json"
order = 4

[[primaryNavigation.items]]
id = "services"
label = "SERVICES"
type = "spoke"
hub = "hub00"
```

```

    "srcFile": "hub00/services.json",
    "order": 5
  },
  {
    "id": "demo",
    "label": "DEMO",
    "type": "spoke",
    "hub": "hub00",
    "srcFile": "hub00/demo.json",
    "order": 6
  }
]
}

```

```

srcFile = "hub00/services.json"
order = 5

[[primaryNavigation.items]]
id = "demo"
label = "DEMO"
type = "spoke"
hub = "hub00"
srcFile = "hub00/demo.json"
order = 6

```

Field Reference

Field	Type	Required	Description
id	String	✓	Unique menu item identifier
label	String	✓	Display text (uppercase)
type	String	✓	"hub" or "spoke"
hub	String	✓	Hub directory (e.g., "hub00")
srcFile	String	✓	Path to content file
order	Integer	✓	Display order (left to right)

Behavior

Active State:

Current page highlighted with white background and black text

Hover state: Semi-transparent white background

Mobile:

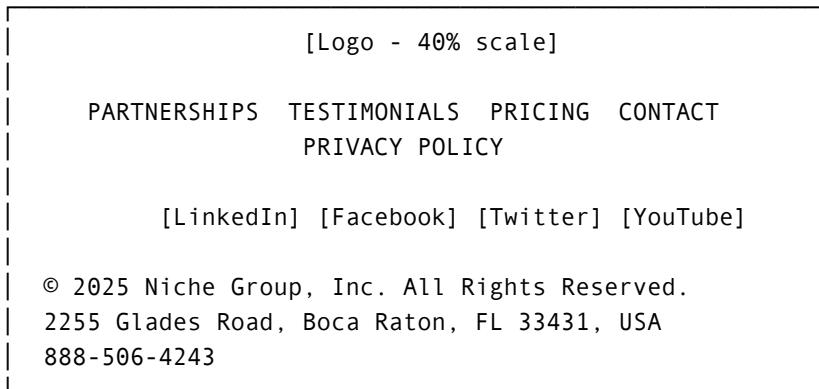
At breakpoint 768px, collapses into hamburger drawer
 Drawer slides in from left side
 Full-screen overlay with close button

CSS Classes:

.main-menu-bar - Navigation container
 .main-menu-item - Individual menu link
 .main-menu-item.active - Active page highlight

Pattern 4: Footer

Visual Layout



Configuration in site_config.json

```
json
{
  "siteId": "inpowersuite",
  "contact": {
    "companyName": "Niche Group, Inc.",
    "address": "2255 Glades Road, ...",
    "phone": "888-506-4243",
    "email": "sales@nichegroup.com"
  },
  "footer": {
    "showLogo": true,
    "logoScale": 0.4,
    "copyrightYear": 2025,
    "copyrightHolder": "Niche Group, Inc.",
    "showAddress": true,
    "showPhone": true,
    "links": [
      {
        "label": "PARTNERSHIPS",
        "targetId": "partnerships",
        "order": 1
      },
      {
        "label": "TESTIMONIALS",
        "targetId": "testimonials",
        "order": 2
      },
      {
        "label": "PRICING",
        "targetId": "pricing",
        "order": 3
      },
      {
        "label": "CONTACT",
        "targetId": "contact",
        "order": 4
      }
    ]
  }
}
```

```
toml
siteId = "inpowersuite"

[contact]
companyName = "Niche Group, Inc."
address = "2255 Glades Road, ..."
phone = "888-506-4243"
email = "sales@nichegroup.com"

[footer]
showLogo = true
logoScale = 0.4
copyrightYear = 2025
copyrightHolder = "Niche Group, Inc."
showAddress = true
showPhone = true

[[footer.links]]
label = "PARTNERSHIPS"
targetId = "partnerships"
order = 1

[[footer.links]]
label = "TESTIMONIALS"
targetId = "testimonials"
order = 2

[[footer.links]]
label = "PRICING"
targetId = "pricing"
order = 3

[[footer.links]]
label = "CONTACT"
targetId = "contact"
order = 4
```

```

},
{
  "label": "PRIVACY POLICY",
  "targetId": "privacy",
  "order": 5,
  "secondary": true
}
],
"socialMedia": {
  "enabled": true,
  "links": [
    {
      "platform": "linkedin",
      "url": "https://..niche-group",
      "icon": "linkedin-icon.svg",
      "label": "LinkedIn"
    },
    {
      "platform": "facebook",
      "url": "https://..nichegroup",
      "icon": "facebook-icon.svg",
      "label": "Facebook"
    },
    {
      "platform": "twitter",
      "url": "https://...nichegroup",
      "icon": "twitter-icon.svg",
      "label": "Twitter"
    },
    {
      "platform": "youtube",
      "url": "https://...nichegroup",
      "icon": "youtube-icon.svg",
      "label": "YouTube"
    }
  ]
}
}

```

```

[[footer.links]]
label = "PRIVACY POLICY"
targetId = "privacy"
order = 5
secondary = true

[footer.socialMedia]
enabled = true

[[footer.socialMedia.links]]
platform = "linkedin"
url = "https://...niche-group"
icon = "linkedin-icon.svg"
label = "LinkedIn"

[[footer.socialMedia.links]]
platform = "facebook"
url = "https://..nichegroup"
icon = "facebook-icon.svg"
label = "Facebook"

[[footer.socialMedia.links]]
platform = "twitter"
url = "https://twitter.com/nichegroup"
icon = "twitter-icon.svg"
label = "Twitter"

[[footer.socialMedia.links]]
platform = "youtube"
url = "https://..nichegroup"
icon = "youtube-icon.svg"
label = "YouTube"

```

Field Reference

Field	Type	Required	Description
footer.showLogo	Boolean	✓	Display logo in footer
footer.logoScale	Float	✓	Logo scale (0.4 = 40%)
footer.copyrightYear	Integer	✓	Copyright year
footer.copyrightHolder	String	✓	Company name
footer.showAddress	Boolean	✓	Display full address
footer.showPhone	Boolean	✓	Display phone number
footer.links	Array	✓	Footer navigation links
footer.links[].label	String	✓	Link text (uppercase)
footer.links[].targetId	String	✓	Internal page reference
footer.links[].order	Integer	✓	Display order
footer.links[].secondary	Boolean	○	Secondary link styling (lighter, smaller)
footer.socialMedia.enabled	Boolean	✓	Show social media icons
footer.socialMedia.links	Array	○	Social media links
socialMedia.links[].platform	String	✓	Platform identifier
socialMedia.links[].url	String	✓	External URL
socialMedia.links[].icon	String	✓	Icon filename
socialMedia.links[].label	String	✓	Accessibility label

Behavior

Layout:

Red top border accent (1px, --brand-primary)
 Black background (#000000)
 Centered alignment for all elements
 Vertical stacking with consistent spacing

Responsive:

Links wrap to multiple rows on narrow screens
 Social icons remain centered
 Address and phone stack vertically on mobile

Links:

Primary links: Same hover style as header navigation
 Secondary links: Lighter gray text, smaller font
 Email links to contact page (not mailto:)
 Social icons: 32x32px, hover state increases opacity

CSS Classes

- .footer - Footer container
- .footer-logo - Logo container
- .footer-links - Navigation links container
- .footer-link - Individual link
- .footer-link.secondary - Secondary link styling
- .footer-social - Social media icons container
- .footer-social-link - Individual social icon
- .footer-copy - Copyright and contact info