

Yokogawa Group

Creating Guidelines for the Yokogawa Corporate Websites

IAMKP-C-A020

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Digital Experience Department
Integrated Communications Center
Marketing Headquarters

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1 About These Guidelines

This chapter describes the purpose and scope of these guidelines, and the policy for establishing their rules, the precautions, and the knowledge required for using these guidelines.

1.1 Introduction

This document describes guidelines for creating and managing website content.

1.1.1 Purpose of These Guidelines

In the website content creation of Yokogawa corporate websites, based on certain rules and basic knowledge for the site webmaster and contents owner of each website to adhere the Yokogawa Group's branding, these guidelines describe points to be considered in environment and technologies, representation (design, layout), operation, rules for editing text and so on. The purpose of these guidelines is to further enhance the value and quality of information provision that takes into account the experience of website visitors.

1.1.2 Applicability of These Guidelines

These guidelines are applicable to the Yokogawa Global Website (<https://www.yokogawa.com>) and the content contained within, the Yokogawa Japanese Website (<https://www.yokogawa.co.jp>) and the content contained within, and the content of all the websites (referred to as "Yokogawa corporate websites". For the complete picture, refer to the "Operational Guideline" Document No. IAMKP-C-A026) that are managed by Yokogawa Group affiliate companies around the world, which are used to communicate with customers.

* The already created membership websites, microsites, landing pages, and affiliated companies' websites produced under an original theme are excluded from these scopes.

1.1.3 Policy of These Guidelines

When creating contents, it is necessary to observe the rules of the Yokogawa Group (Yokogawa Groupe Management Standards (GMS), regulations and guidelines managed by each department) as well as the rules on publishing and managing information; to put priority on creating clear contents from the visitor's viewpoint; and to offer correct information in a timely manner.

1.1.4 Contents of websites

Persons in charge of each site in the Yokogawa corporate websites (contents owner and site webmaster) shall be responsible for the contents. Common items must be in accordance with this guideline and the following GMS, regulations and guidelines managed by each department.

- Yokogawa Group Compliance Guidelines (GMS Regulations GMS-002-01E)
- Group Information Security Management Code (GMS Regulations GMS-030E)
- Regulations on the Use of Social Media (GMS Regulations GMS-040-02E)
- CI Manual (GMS Regulations GMS-120-01E)
(Communication Design Guidelines (GMS Regulations GMS-120-02E))
- Yokogawa Group Official Guidelines for Social Media Account Administrators and Operators
(Document No. IAMKP-C-A027-02E)
- Usability, Accessibility, and SEO Guidelines (Document No. IAMKP-C-A016)
- Video Production Guidelines (Document No. IAMKP-C-A022)
- Operational Guideline for Yokogawa Corporate Website (Document No. IAMKP-C-A026)
- Domain Guidelines for the Yokogawa Group Websites (Document No. IAMKP-C-A028-05E)
- SEO Guidelines for the Yokogawa Group Websites (Document No. IAMKP-C-A029-01E)

1.1.5 Notes on how to use these Guidelines

As a rule, produce website content using the Content Management System (CMS), YokoCMS3 (YC3) is adopted as the official CMS as of April 2024; however, other CMSs are also used in some websites.

These guidelines are provided under the assumption that the content is produced using YC3. The technical information and rules required for websites in which the content is produced without using YC3 are indicated by the following icon. Furthermore, it is prohibited for the producer to manually specify YC3-controlled functions of the items indicated by this icon on the websites produced using YC3.

- Instructions for when producing without using YC3

Creation without using YC3

* YC3 is not used to create an inquiry form linked to the content of the Yokogawa corporate websites or to manage customer information. Manage customer information according to “Rules on Managing Confidential Information” described in 1.1.4, and consult with the global webmaster for form creation.

1.1.6 About YokoCMS3

YC3 is a dynamic CMS that consistently executes tasks including content management and delivery based on the following concept. In addition, the custom CMS developed by the Yokogawa Group provides appropriate functions to suit Yokogawa Group's business needs.

- By controlling components or page designs of navigations or menus using the CMS, the producer can concentrate on content creation, and provide information of uniform quality to website visitors.
- Using the CMS-provided page templates, editing functions, and association functions allows you to exclude individual editing operations, enabling the quality of content to be improved and maintenance to be carried out.
- Content updates with clear responsibilities are achieved by editing data, browsing public logs, and using the archive or stylized public approval flow (workflow).
- The content of the Global website produced and operated by YHQ can easily be used in site websites, ensuring the quality and enhancing the update frequency of the content on the entire Yokogawa corporate websites.

For details on the specifications of the YC3-provided functions, refer to "Intranet FAQ Page for Using YC3"

(<http://gomweb.jp.ykgw.net/Web01/A/webrenewalproject/gweb-intra-e/faq/index.html>).

2 Environment and Technologies

This chapter provides the rules for the expected browsing environments (e.g. operating system and browser) of users and content implementation technologies (e.g. HTML, CSS, and script).

2.1 Operating Environment

2.1.1 Target Screen Size

Design websites in such a way so that they can be viewed on displays of different sizes.

You also need to keep in mind mobile devices in addition to desktop devices. YC3 is a response-type system. It can display pages in the adjusted layout even for accesses from any device as long as the content is produced using the supplied template.

However, between desktop devices and mobile devices, the sizes of the display areas are significantly different, so there is a need to devise a way to optimize the display area in both types of devices. That is to say it is difficult to display many content items if they are loaded in a mobile device, and if images are shrunk to increase the display speed in a mobile device, images that are not clear will be displayed on a desktop device.

2.1.2 Target Browsers

For the purpose of content verification, target the following browsers that the CMS supports.

- Latest version of Google Chrome (Windows OS)
- Latest version of Firefox (Windows OS)
- Latest version of Safari (macOS)
- Edge (Windows OS)

UA Guidelines	2.1.2 Definition of Browsers for Verification
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2.1.3 Plugin

- Adobe Reader

It is prohibited to use a file that requires a plugin other than PDF.

UA Guidelines	2.1.3 Available Plugins
	<ul style="list-style-type: none"> ● <i>In principle, limit files that require a plugin to PDF.</i> ● <i>If you want to use a file that requires a plugin other than one for PDF, obtain the permission of the administrator. And provide alternative content.</i>

2.2 Available Web Technologies

2.2.1 HTML Compliance

YC3 conforms to HTML version 5, and the DOCTYPE declaration is included in the template, so it does not need to be set by the producer.

```
<!DOCTYPE html>
```

Creation without using YC3

It is recommended that the HTML version conforms to version 5 even when YC3 is not used to produce content. In this case, the DOCTYPE declaration is required in the first row of the HTML file.

UA Guidelines

2.2 Markup Language and Document Structure

2.2.2 Description of Special Characters (Entity References)

The WYSIWYG editor, which is an editing function in YC3, provides a function used to enter special characters without referencing the character entity. The character set to be declared in the YC3 template is UTF-8 (without BOM).

Creation without using YC3

There is no need to use entity references for characters such as “-“，“ ”“ or “©” in UTF-8.

Reference: Google HTML/CSS Style Guide

<https://google.github.io/styleguide/htmlcssguide.html>

However, use entity reference characters only for the following representation.

Character to display	Keyword specification	Description	Remark
©	©	copyright sign	
®	®	registered trade mark sign	
™	™	trade mark sign	
°	°	degree sign	
<	<	less-than sign	Character that has a special meaning in HTML
>	>	greater-than sign	Character that has a special meaning in HTML
&	&	ampersand	Character that has a special meaning in HTML
"	"	quotation mark	Character that has a special meaning in HTML

2.2.3 Style Sheet

It is prohibited to use a customized Cascading Style Sheets (hereinafter CSS) on the websites created using YC3.

Creation without using YC3

When creating without using YC3, using CSS, be sure to use defined CSS.

UA Guidelines	2.2.2 Separating the Markup Language and CSS <ul style="list-style-type: none"> • Use the CSS file to describe the design and layout. Use the HTML file only to describe the document structure. • Describe the HTML in an order in which the content can be understood even when turning off CSS and reading only the HTML.
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2.2.4 Image File Format

To save image content, use the following formats.

PNG(.png), GIF(.gif), JPEG(.jpg)

However, it is recommended to replace the GIF format with the PNG format, as there is the possibility that GIF files will not be able to be output in future services for mobile devices. It is also recommended to use colors selected from the 256-color palette for the PNG format, as the file size is large when the file is saved in 48-bit format. Also save gamma data, if possible.

2.2.5 Image Size

When creating an image file, refer to "Intranet FAQ Page for Using YC3" (<http://gomweb.jp.ykgw.net/Web01/A/webrenewalproject/gweb-intra-e/faq/index.html>) that shows the recommended image size for each image posting location.

It is possible to publish a large or high-resolution image; however, it takes a long time to load such an image on a page. Be sure to upload images of appropriate image size and resolution. In general use, adjust the resolution of approximately 72 dots per inch (approx. 72 dpi) for an image to be displayed on a web page.

2.2.6 Document File

Use the following format for document content.

- PDF (.pdf)

Note: Do not publish Microsoft Office (Word, Excel, and PowerPoint) files directly to the website, as they may be tampered with or infected by a virus.

UA Guidelines	<p>2.4.2 Precautions when Using PDF</p> <ul style="list-style-type: none">• <i>When providing a PDF file, clearly identify the file format (PDF) and size on the linking page.</i>• <i>As for a PDF file larger than 1.5 MB, it is desirable to provide an option to download split smaller files.</i>• <i>If possible, it is desirable to provide a download link to the plugin (Adobe Reader) on the same page.</i>
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2.2.7 PDF Creation Method

To create a PDF file, use the tool recommended in the "Electronic Document Creation Standards: PDF/Acrobat" (DPM-B-010). To use each tool, convert documents to PDF files using one of the following methods.

- Select [Adobe PDF] in the Save as Type box.
- Select [Adobe PDF] from the Printer Name drop-down menu.

* The method may vary depending on your environment.

■ Security Settings to Prevent Unauthorized Alteration after Creating PDF

You can configure the security settings to prevent unauthorized alteration of information for PDF. When you configure the security settings, remember to enable or disable copying of content for reuse or enable or disable access for screen reader software (screen reader devices) for the visually impaired.

<Points of Security Settings: In the Case of Password Security>

1. Set the compatibility of PDF.
2. To set a password to restrict editing and printing, select this checkbox and set a password.
3. Select the level of printing and changes allowed.
4. To allow copying the content included in the PDF document, select the checkbox "Enable copying of text, images, and other content."

(In this case, screen reader devices are automatically enabled)

Figure 2.2.7-1 Security Setting in Japanese

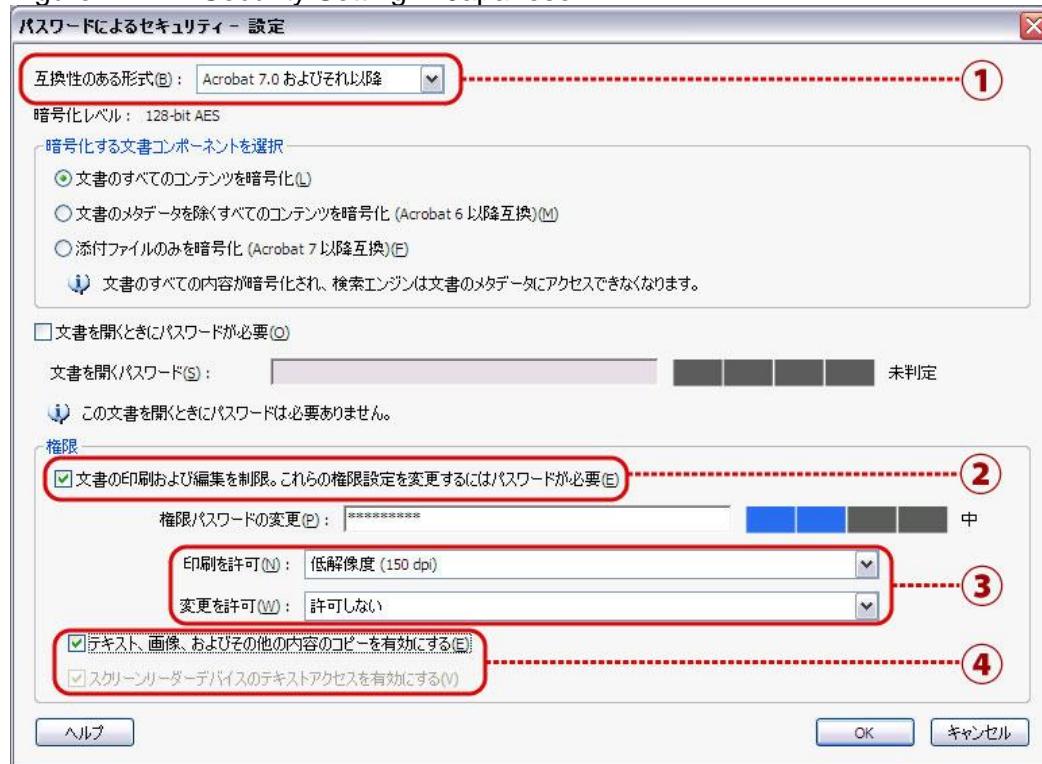
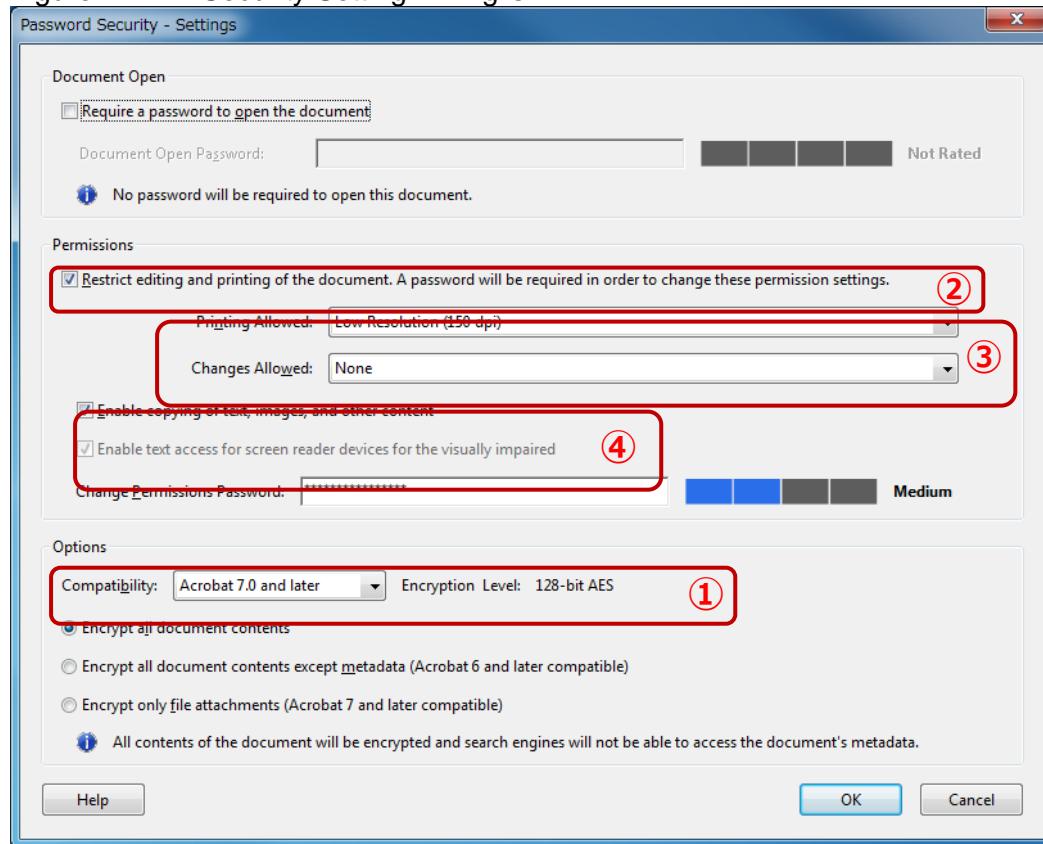


Figure 2.2.7-2 Security Setting in English



■ Property Setting of the Document for Indicating the Publisher

It is recommended that you appropriately enter information about "title" and "creator" of "document properties" to clarify the publisher.

2.2.8 Vector Format File

SVG (Scalable Vector Graphics) is becoming popular as a format to store vector content; however, there is a problem depending on the browser used. When using this format, consider that this is source-base writing that requires certain considerations such as obtaining permission from a site webmaster.

2.2.9 Video File

To create video content, follow the, "Guidelines for Creating Video" (Document No. IAMKP-C-A021) attachment, request an inspection, and use the Brightcove video hosting service. A video file must conform to the file format defined in this service.

UA Guidelines	4.4.3 Precautions when Using Audio and Video <ul style="list-style-type: none">• When you want to provide audio or video content, specify the play time.• When you want to provide audio and video files, use a file format that suits the purpose.• If a plugin is required to play the content, provide a download link to the plugin on the same page.
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2.2.10 CGI Program

You may not use CGI programs for security reasons.

2.3 Naming Rules for Files

2.3.1 Naming Rules for Files

- You may not use characters that cannot be used for the URL (conform to RFC 1738). Refer to 2.3.2 Prohibited Characters.
- You may also not use space and double-byte characters (any characters other than ASCII characters are not recommended in RFC 1738).
- You may not use characters that cannot be used for file names in Windows. Refer to 2.3.2 Prohibited Characters.
- In principle, you may not use upper-case characters.
- Do not use file names beginning with a period (.) for normal content, as they may have a special meaning.
- Use file names beginning with an underscore (_) only for temporary content such as for testing, and do not use them for content that is officially published.
- Add the proper extension to file names.
- Do not add an extension to directory names.
- Limit the number of single-byte alphanumeric characters to 30 or less, if possible.
- Do not use "aux," "com1 - com9," "con," "lpt1 - lpt9," "nul," and "prn" for file and directory names, as they are used for system reserved names (*) in the Windows OS.
- Do not use ".html," but use ".htm" as the HTML file extension.

Creation without using YC3

* A system reserved name refers to a "word with a given role" in the programming language. In other words, this refers to a word for which the meaning must not be given randomly.

Meet the above requirements and give a name that is as short and easy to understand as possible. In the event of a conflict between understandability and shortness, give priority to understandability (there is no system limitation on the number of characters)

UA Guidelines	2.2.5 Easy-to-Understand Directory Design <ul style="list-style-type: none"> • <i>If possible, it is desirable to create directories to store HTML that match the logical structure of the site.</i> • <i>If possible, it is desirable to give names to directories and files which will allow the content of the pages to be easily figured out.</i>
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2.3.2 Prohibited Characters

Do not use the following characters for file names.

Space ! " # \$ % & ' () * + , / : ; < = > ? @ [\] ^ ` { | } ~

2.3.3 Reserved File Name

Creation without using YC3

index.htm or index.html is a file that represents the content of a directory. If a directory is requested, many web servers display the content of index.htm in that directory.

2.3.4 Extension

Use the following extensions to identify the file types. Use lower-case characters for extensions.

File type	Extension	Use
HTML	.htm	HTML file
XML	.xml	Structured document file
CSS	.css	Style sheet
XSL	.xsl	Structured document style sheet
GIF	.gif	Image content
PNG	.png	
JPEG	.jpg	
PDF	.pdf	Document file
SVG	.svg	Vector format content
Windows Media	.wmv .wma .asf	Video (streaming) content
Real Media (Audio)	.rm .ra .ram .rpm	Audio file
MPEG	.mpg	Video content
CGI	.cgi	CGI program
PC executable form	.exe	Executable file
ZIP	.zip	Compressed file
LZH	.lzh	
TAR	.tar	
Java Class	.class	Java class file

2.3.5 Image File Naming Rules

For details on the URL of a document or image file automatically created by YC3, refer to "Intranet FAQ Page for Using YC3" (<http://gomweb.jp.ykgw.net/Web01/A/webrenewalproject/gweb-intra-e/faq/index.html>).

The region number or content number is assigned to a file name on the producer's local PC; therefore, name a file on a local PC in accordance with the following naming rules.

"Free setting"- (serial No.) .extension

It is recommended that you create a name that enables users to easily understand the content in the "free setting" part. For the file name, use only lowercase alphanumeric characters, and for connector symbols, use a hyphen or underline.

3 Representation

This chapter mainly provides the rules for the visual representation of the layout, design and individual elements such as text and images common to Yokogawa Corporate Websites.

3.1 Grand Design

3.1.1 Logo

When using the Yokogawa Group's CI (corporate identity) design system and the related visual or design elements such as the logo on websites, be sure to observe the relevant guidelines. For information about the guidelines, refer to the "CI Manual" (GMS Regulations GMS-120-01 and Yokogawa Group Communication Design Guidelines (Version 2.1)).

When producing pages using YC3, apply the YC3-supplied template.

UA Guidelines	3.1.1 Observing the CI/VI Rules When you use elements for which there are CI (Corporate Identity)/VI (Visual Identity) rules, observe those rules.
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3.1.2 Basic Colors

The colors used in CI, product brand colors, and communication colors are defined in Chapter 4 "Color Pallet" in the "Communication Design Guidelines" as the basic colors to be used in web pages. The YC3-supplied template conforms to these basic colors.

When producing pages using YC3, be sure to only apply the colors specified in the template.

3.1.3 Font Family

In web pages, use the following font family observing the "Communication Design Guidelines". When producing pages using YC3, apply the YC3-supplied template.

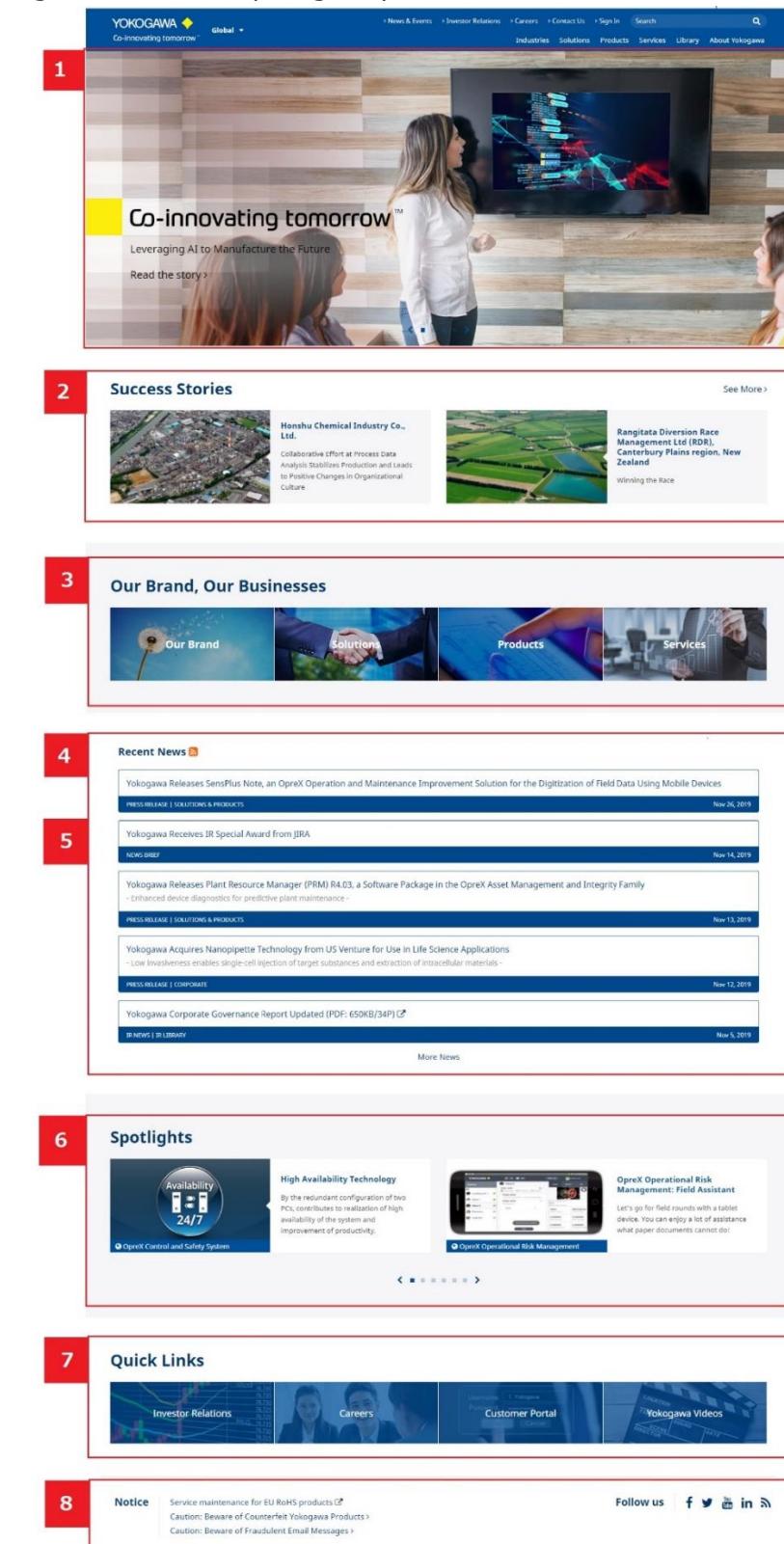
Japanese	Western languages
Noto Sans CJK JP family	Noto Sans family

3.2 Basic Layout

3.2.1 Top Page

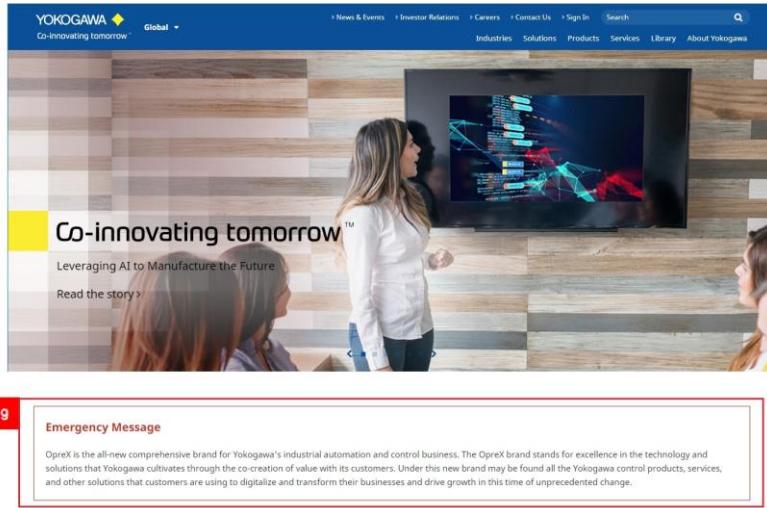
This section shows the screen layout of a top page supplied by the YC3 template.

Figure 3.2.1-1 Top Page layout



Page layout (Editing heading name on YC3 editing screen)

1. Key visual banner
(Banners)
 - Feature the corporate brand and product together with the corporate brand slogan.
2. Carousel link (Featured)
 - Set a link to featured content such as introduction examples.
3. Quick link (Links)
 - Set a link to the business category and others.
4. News & Events
 - Show the latest news and events in a list view.
5. Special Event
 - Show images of featured events.
6. Carousel link (Featured)
 - Feature the information of note.
7. Quick link (Links)
 - Link area to guide users to featured content
8. Notices and social media links
 - Set a link to notices and



9. Emergency/Important Notice

- Post urgent and important notices under the Key Visual.

It is possible to replace this notice with a Key Visual, or to add a red or blue frame depending on the level of urgency..

3.2.2 Category Page

When creating a content page using YC3, set any category of the same section as a top page; the hierarchical relationship between pages is built. In addition, a guide link to a subordinate page is created in the top page.

A page with a guide link to a subordinate page is referred to as a "category page".

The category page in the YC3 template provides the following two types of basic layouts depending on the guide formats.

- **Card-type guide page**
- **List-type guide page**

■ Card-type guide page

This is adopted in each section of Solutions, Products, and Services.

The title, summary, and thumbnail images of a subordinate page are displayed with the card type in the "Overview" tab¹. You can also add content tabs and category-related library content tabs in addition to an "Overview" tab.

Refer to Figure 3.2.2-1 Category page Card-type guide page.

¹ After the UX/UI redesign implemented in June 2021, tabs were changed to anchor links.

Figure 3.2.2-1 Category page Card-type guide page

1 YOKOGAWA Co-Innovating tomorrow News & Events Investor Relations Careers Contact Us Sign In Search

2 Home Products & Services Measurement Data Acquisition Overview Request a Quote

3 Data acquisition (DAQ) is the measurement, recording, analysis, and presentation of real-world phenomena. It includes electrical measurements such as voltage, current, and power as well as measurements of temperature, pressure, flow, level, strain, acceleration, pH, humidity and more by sensors and transducers. Selecting the ideal recorders/data loggers depends on the application. Typical factors include sample rates, channel scalability, signal conditions, sensor types, analysis capability, mobility, and environmental conditions. Yokogawa recorders/data loggers are recognized for industry leading measurement accuracy, noise tolerance, and build quality.

4 OpreX™ Data Acquisition

5 Panel Mount Recorders

6 Panel mount recorders are fully integrated data acquisition and display stations with secure, built-in data storage and network connectivity. Panel-mount solutions are NEMA compliant and integrate the data acquisition

7 Looking for more information on our people, technology and solutions? Contact Us

1. Category page title
2. Tab title
3. Overview tab content
4. Subordinate page Thumbnail image (per page)
5. Subordinate page title (per page)
6. Subordinate page summary (per page)
7. Contact form link banner

■ List-type guide page

This is adopted in the top page of the Industries and About Yokogawa section. This page is used to guide users to a subordinate page. A click path is placed by a title link of a subordinate page.

Figure 3.2.2-2 Category page List-type guide page

1 Industries

2

3

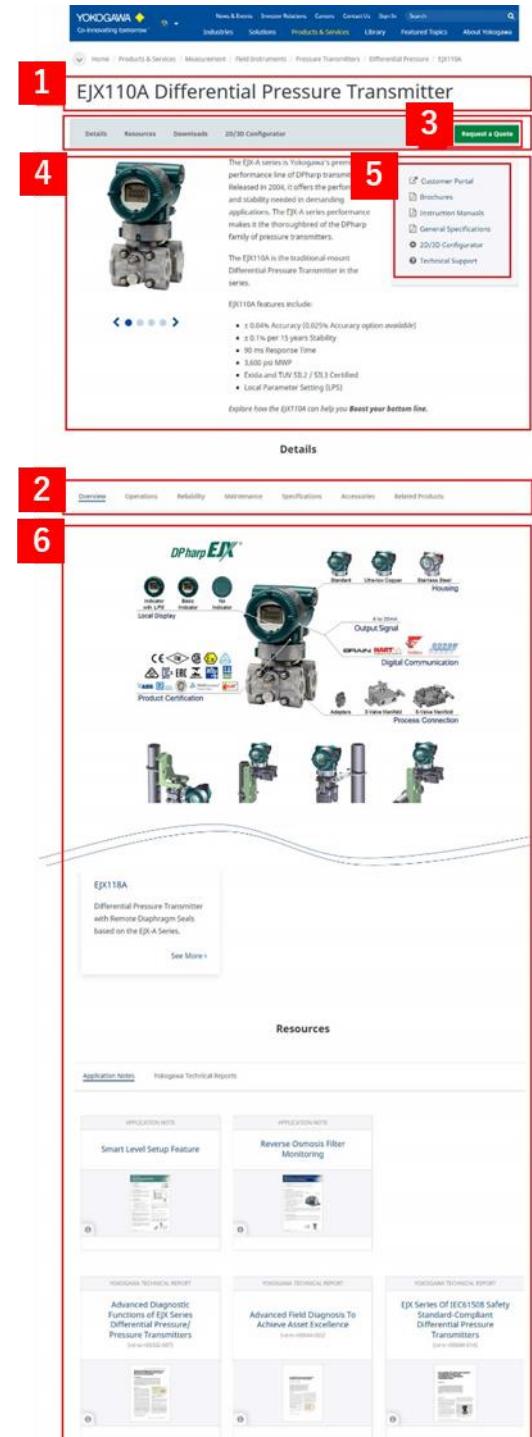
Oil & Gas	Oil & Gas Downstream	LNG Supply Chain
<ul style="list-style-type: none"> > Upstream > Offshore (FPSO FLNG & FSRU) > Pipeline 	<ul style="list-style-type: none"> > Refining > Terminal > Lube Oil 	<ul style="list-style-type: none"> > LNG Liquefaction > LNG Carrier > LNG Regasification & Storage

1. Category page title
2. Subprndiate page thumbnail image (per page)
3. Subordinate page title (per page)

3.2.3 Details Page

This is a content page in the bottom layer that is deployed from the category page. In this template, content is laid out at the top of the tab title or in the tab.

Figure 3.2.3-1 Details page layout



1. Page title

*Depending on the template, an image may be displayed in the page title section.

2. Tab title

3. Inquiry form link banner

4. Details page content (above the tab title)

5. Link area

6. Details page content (in the tab)

3.2.4 Header

The header shows the company name, corporate slogan logo, region selection link, global navigation, micro navigation, and search window in the blue band area.

In the YC3-controlled header, the navigation expression varies depending on the width of the display device.

Figure 3.2.4-1 Header layout on Global website (for Desktop device)

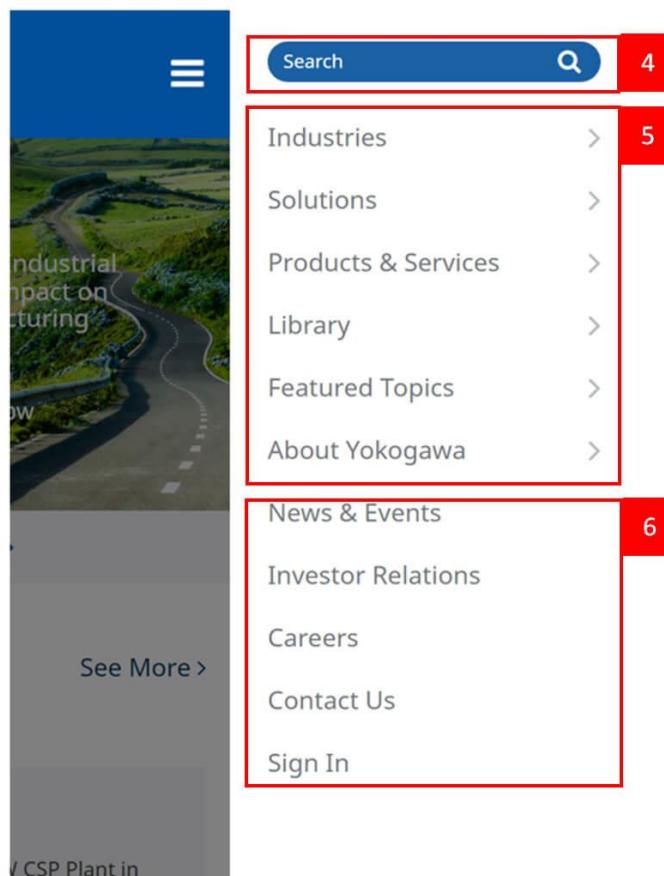


1. Yokogawa logo, Corporate brand slogan
2. Region selector
3. Micro navigation
4. Global navigation
5. Search window

Figure 3.2.4-2 Header layout on Global site (for Mobile device)



(The hamburger menu is as follows.)



1. Yokogawa logo, Corporate brand slogan
2. Region selector
3. Hamburger menu
4. Search window
5. Global navigation
6. Micro navigation

Figure 3.2.4-3 Header layout on Regional site (for Desktop device)



1. Yokogawa logo, Corporate brand slogan
2. Company name
3. Region selector
4. Micro navigation
5. Global navigation
6. Search window

Figure 3.2.4-4 Header layout on Campaign site (for Desktop device)



(The hamburger menu is as follows.)



1. Yokogawa logo, Corporate brand slogan
2. Language link
3. Hamburger menu
4. Content link
5. Social Media link

3.2.5 Footer

The footer shows the content menu, footer navigation, and copyright.

In the YC3-controlled footer, the navigation expression varies depending on the width of the display device.

Figure3.2.5-1 Footer layout on Global site (for Desktop device)

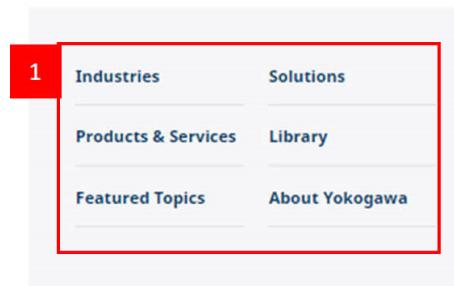
Industries	Solutions	Products & Services	Library	Featured Topics	About Yokogawa
Oil & Gas	Supply Chain Optimization	Control	Documents & Downloads	IAZIA	Company Overview
Oil & Gas Downstream	Asset Operations and Optimization	Measurement	Resources	Digital Transformation	Investor Relations
LNG Supply Chain	Operational Risk Management	Project Execution Services	Videos	About OpreX	Sustainability
Chemical	Asset Management and Integrity	Lifecycle Services		What's next for our planet?	Careers
Power	Profit-driven Operation	Life Science		Artificial Intelligence ↗	Research & Development
Renewable Energy	Connected Intelligence	Public announcement of Yokogawa's products		Sensing Technology and its Applications ↗	Procurement Information
Mining & Metal	Enterprise Business Optimization	Commercial Avionics Business			Quality Assurance
Pharmaceutical	Special Solutions of OpreX Transformation	Discontinued Products			
Food & Beverage	Cybersecurity Management				
Pulp & Paper	Energy Management				
Iron & Steel					
Water & Wastewater					

2
Terms of Use | Privacy Policy | Cookies | Social Media Policy | Sitemap
3
Copyright © 1994-2022 Yokogawa Electric Corporation

TOP

1. Footer navigation
2. Content menu
3. Copyright

Figure 3.2.5-2 Footer layout on Global site (for Mobile device)



1. Content menu
2. Footer navigation
3. Copyright



Figure 3.2.5-3 Footer layout on Regional site (for Desktop device)

業種	ソリューション	製品・サービス	ライブラリ	特設トピックス	営業・サービス拠点	企業情報
石油	OpreX Transformation	制御	ドキュメント&ダウンロード	IA2IA	北海道	横河電機
ガス・LNG	操業KAIZENソリューション	計測	デジタルトランスフォーメーション	東北	株主・投資家情報	
化学	DDMONEX 最適操業支援サービス	プロジェクト遂行サービス	関連情報	関東	サステナビリティ	
電力	再生可能エネルギー	ライフサイクルサービス	動画	About OpreX	信越・北陸	採用情報
医薬品	情報ソリューション	ライフサイエンス		Industrial IoT ソリューション	東海	横河ソリューションサービス
食品	産業の環境経営	横河製品に関する公開告		地球の物語の、つづきを話そう。□	近畿	企業概要
紙パルプ	電力小売ソリューション	知情報		Industrial AI 次世代自律操業の実現に向けて□	中国	採用情報
鉄鋼	トレーサビリティ	情報システム		センシング技術とその用途□	四国	
ライフライン・上下水道	監視カメラソリューション	コンサルティング			九州・沖縄	
半導体・FPD	セキュリティソリューション	民間航空機器			代理店ウェブ一覧	
自動車		販売終了製品				
電機・電子						
電池						

2 サイトご利用条件 個人情報保護方針 YOKOGAWAグループソーシャルメディアポリシー サイトマップ

3 Copyright © 1994-2022 Yokogawa Electric Corporation / Yokogawa Solution Service Corporation

▲ トップ

1. Content menu
2. Footer navigation
3. Copyright

Creation without using YC3

Figure 3.2.5-4 Footer layout on Campaign site (for Desktop device)



1. Footer navigation
2. Copyright
3. Social Media link

3.3 Navigation

Navigation is the basic function for the interface of Yokogawa Corporate websites. Navigation is the basic interface, so its format is designed based on common consistent rules. Consistent common functions can provide a common user experience for all users visiting the website. This is a very important element to improve the user satisfaction role on the website.

UA Guidelines	<p>4.1.4 Providing Common Navigation</p> <ul style="list-style-type: none"> • <i>In principle, provide a common header and global navigation for all pages.</i> • <i>In principle, provide the common header with a link to the top page.</i> • <i>In principle, make sure that the navigation rules are unified for the entire site.</i> • <i>In principle, use the <a> element to link in navigation.</i>
----------------------	--

3.3.1 Global Navigation

The global navigation, which is placed in the header area, is always displayed. It displays up to seven items for the top page titles of major categories or page titled of any hierarchy on the website. This navigation lists page titles of lower hierarchies in the mega drop-down menu and provides a click path to subordinate pages.

The items of the global navigation vary depending on the content components of the Global website and local websites, however, consistent expressions are provided.

There are two types of mega menus: Fly-out and Single panel.

Figure 3.3.1-1 Global navigation and Mega drop menu on Global site (for Desktop device)



1. Mega drop menu
2. Global navigation

Figure 3.3.1-2 Global navigation and Mega drop menu on Global site (for Mobile device)

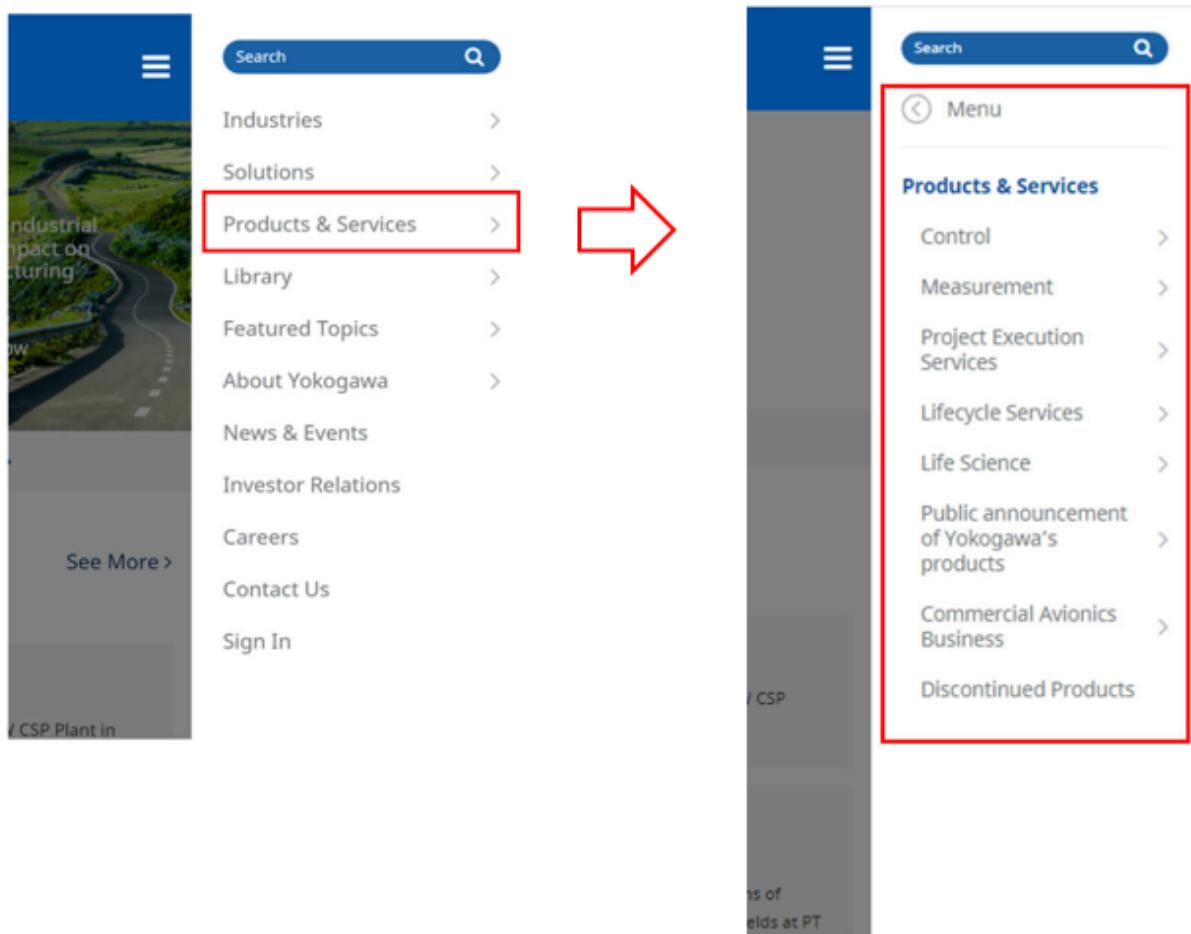
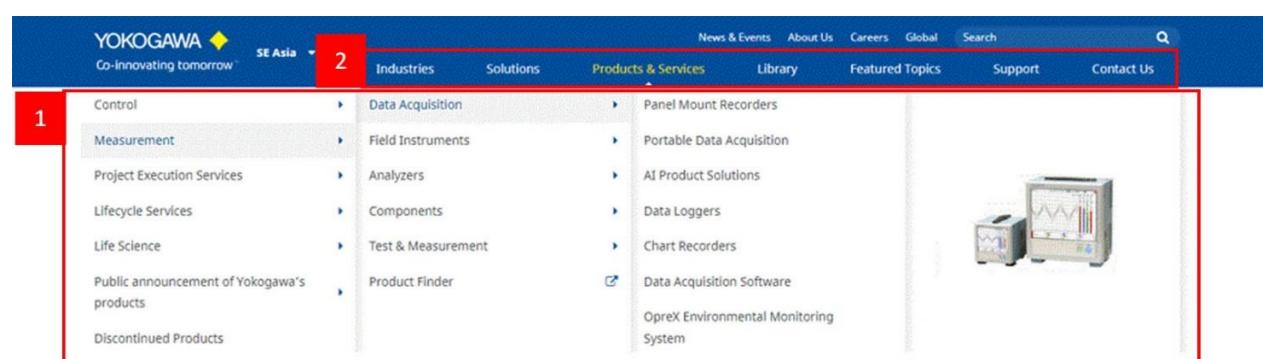


Figure 3.3.1-3 Global navigation and Mega drop menu on Regional site (for Desktop device)



1. Mega drop menu
2. Global navigation

3.3.2 Micro Navigation

The micro navigation, which is placed in the header area, is used to improve user accessibility. For example, it provides links to specific pages such as the "Investor Relations (IR)" and "Contact Us" pages, and it is displayed in web pages created using YC3.

For information about the layout of the micro navigation, refer to the relevant figures in "3.2.4 Header".

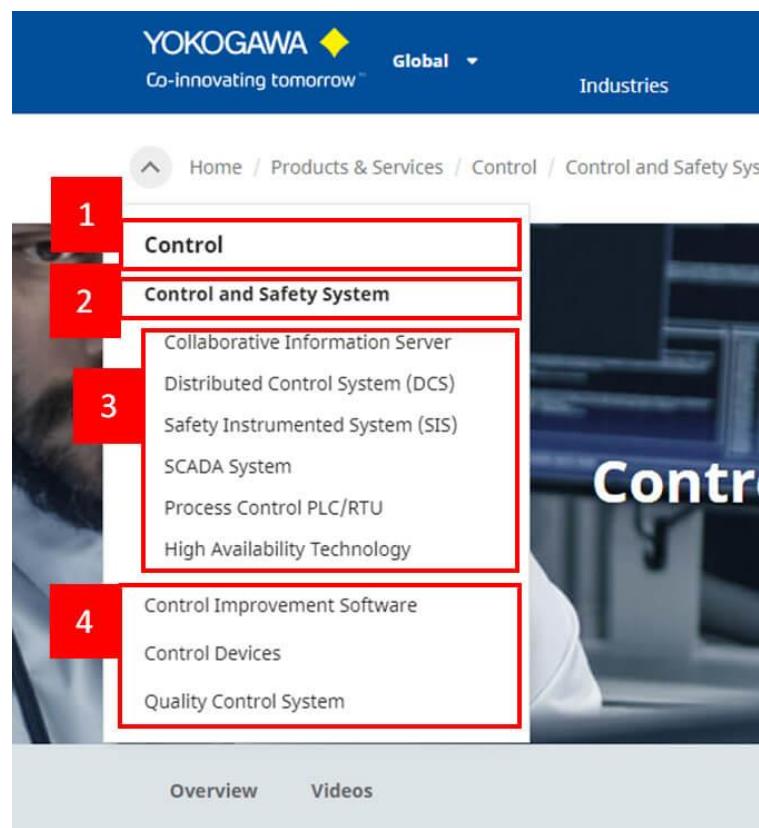
3.3.3 Side Navigation

The side navigation, which is positioned at the side of the content, moves control to pages in the vertical and horizontal directions along the content hierarchy. This navigation is deployed based on specified rules to suit the installed content.

The side navigation supplied by YC3 shows the pages in the same hierarchy of the currently displayed page and the pages in each one of the upper and lower hierarchies in the vertical direction and provides a consistent look and feel.

When an attempt is made to browse a page on a mobile device of which the width of the display area is narrow, the side navigation is not displayed. When the user browses the content along the content hierarchy, the drop-down menu deployed from the global navigation or the breadcrumb navigation is used.

Figure 3.3.3-1 Side navigation on Global site (for Desktop device)



1. Page in one upper layer
2. Page currently displayed
3. Pages in one lower layer
4. Pages in same layer

Control and safety instrumented systems that have been developed over 45 years of experience in the production control industry. They enable a flexible and prompt response to changes in the production environment. Our distributed control system (DCS) brings together the best of both worlds, and our safety instrumented system (SIS) provides a fail-safe system for critical processes.

3.3.4 Breadcrumb Navigation

The breadcrumb navigation shows the hierarchical position information of the currently displayed content and provides a click path to a higher-level category.

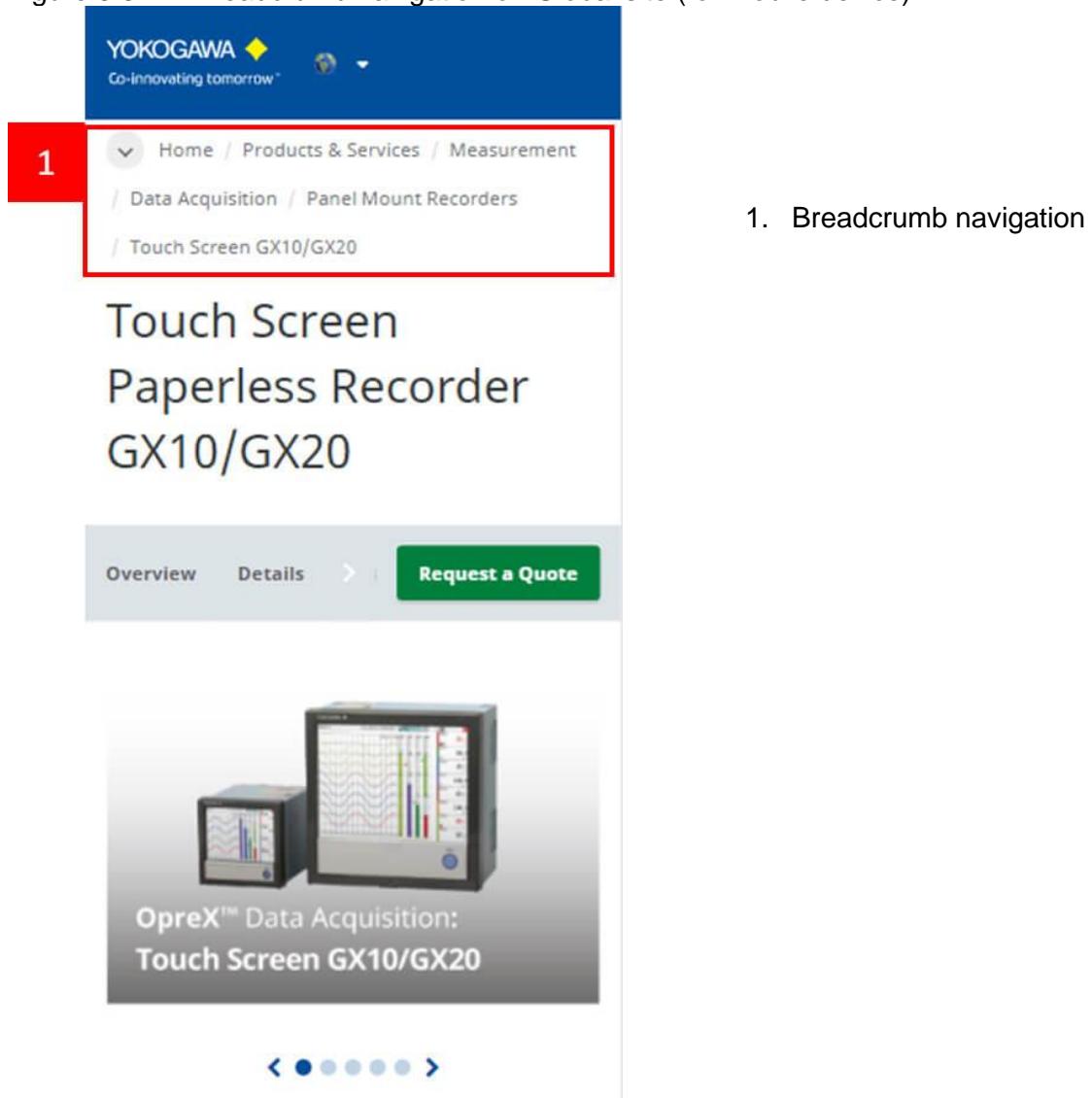
It displays the titles of content items in each hierarchy ranging from the top page (Home) to the currently displayed page as position information.

Figure 3.3.4-1 Breadcrumb navigation on Global site (for Desktop device)



1. Breadcrumb navigation

Figure 3.3.4-2 Breadcrumb navigation on Global site (for Mobile device)



1. Breadcrumb navigation

3.4 Design Rules

This section lists the basic rules to be observed when you produce content using the YC3 template.

To edit content, users can basically only use a design that is available using the YC3-supplied template or WYSIWYG editor. It is prohibited to use other designs for editing.

Even when producing without using YC3, the rules contained in this chapter should be observed in order to avoid design unification or individual settings.

3.4.1 Layout

If a page is vertically long and must be scrolled, provide a "Top of this page" link in the middle of the page or in the lower part of the page so the user can return to the page top.

Make sure that the "page title" and "page subtitle" fit on a single line.

3.4.2 Hyperlink (Link in a Sentence)

The hyperlink (link within a sentence) is prohibited as a rule. It is recommended that a link at the end of a sentence is used even if a link is required in the content of a local site.

Be sure to set a link using the WYSIWYG editor to clarify that the text is a link.

A link of fallback content on a local website will be set across regions, so the content may not remain specific to the website of the specified country. When a link is required on the Global website, be sure to handle it using a new window setting.

3.4.3 About Using Banners

Make sure that the banner design is less distinctive than that of the content area as much as possible and provide a limited number of banners, as heavy use of banners impairs the sense of uniformity of look and feel and gives an impression of low quality

3.5 Content Area Design

3.5.1 Basic Template Screen Pattern

This section describes the screen pattern when you produce content using the YC3 template. Refer to Figure 3.5.1-1 Basic Template screen pattern on the next page.

Figure 3.5.1-1 Basic Template screen pattern



1. Header
Refer to 3.2.4 Header for details.
2. Breadcrumb navigation
Refer to 3.3.4
Breadcrumb Navigation for details.
3. Content area
Details are described in this section.
4. Side navigation
Refer to 3.3.3 Side Navigation for details.
5. Footer
Refer to 3.2.5 Footer for details.

3.5.2 Top Page

The following content is provided in the content area of the top page template supplied by YC3.

- Key visual banner
- Carousel link to featured content
- Quick link to featured content
- News & Events

For details on the image size for each item of content and the number of text characters, refer to "Intranet FAQ Page for Using YC3"

(<http://gomweb.jp.ykgw.net/Web01/A/webrenewalproject/gweb-intra-e/faq/index.html>).

■ Specifications of Key visual banner

- The key visual banner can be displayed by switching the large image and text message sets. Switching is performed automatically, however, it can be accomplished manually if necessary.
- In each set, be sure to specify the target text message as well as the link URL to an in-site content or related external content. You can add a corporate bland slogan logo and Leading Square as needed.
- Link text can be arbitrarily written.

Figure 3.5.2-1 Key visual banner

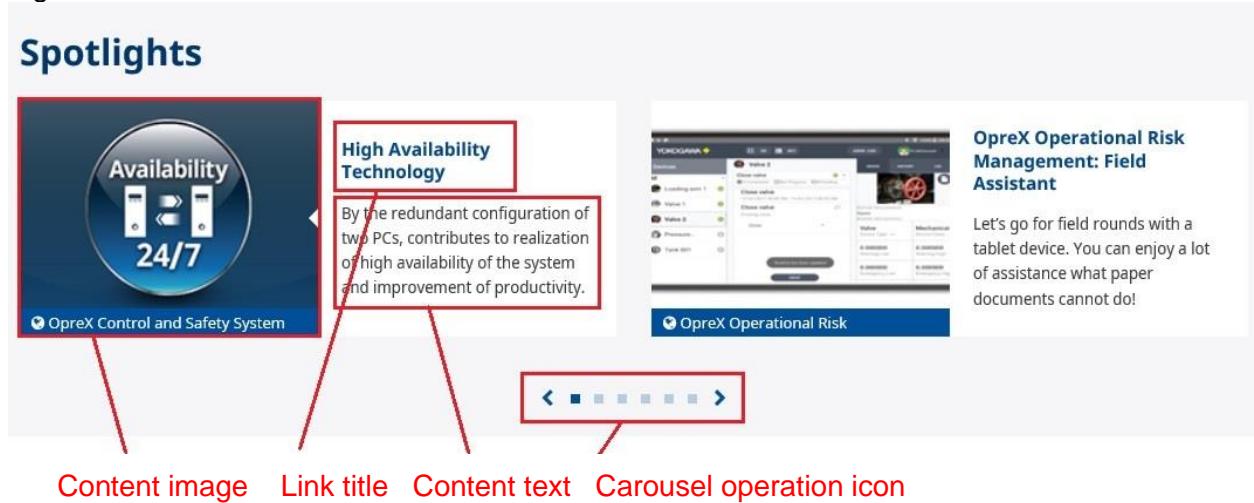


1. Text message
2. Link text
3. Carousel operation icon

■ Specifications of carousel link to featured content

- This link can be displayed by switching the image and promotional statement sets as a link setting to an item of in-site featured content or related external content. Switching is performed manually.
- In each set, be sure to specify the image, title, promotional statement, and link URL.

Figure 3.5.2-2 Carousel link



■ Specifications of quick link to featured content

- This link can display an image banner with a title as a quick link setting to an item of in-site featured content or related external content.
- In each banner, be sure to specify the image, title, and link URL
- Up to four link banners can be arranged horizontally on a desktop device; however, this capability varies depending on the width of the display device.

Figure 3.5.2-3 Quick link

Quick Links



■ Specifications of News & Events

- The news display area displays up to five latest news items in chronological descending order by default. In addition, you can manually select news to be displayed, and change the order in which they are displayed.
- Each news article is displayed with a title, subtitle, news category, and issue date.
- The upcoming event display area displays up to five events in chronological ascending order of date.
- Each event is displayed with a title, subtitle, event category, venue, and date.
- The event display area can also be set to the hide mode. In addition, a special event image can be placed in this area.
- The news display area and event display area can be arranged horizontally or vertically, whichever is preferred.

Figure 3.5.2-4 News & Events (arranged horizontally)

Recent News 

Yokogawa Recognized with Frost & Sullivan Global Customer Value Leadership Award for Integrated Performance Management

PRESS RELEASE | SOLUTIONS & PRODUCTS

Jul 29, 2019

Upcoming Events 

ASCB/EMBO 2019



TRADESHOW | Washington, DC

Dec 8-10, 2019

Yokogawa Releases CENTUM VP R6.07
- Enhancements to this core product in the OpreX Control and Safety System family that improve connectivity and productivity -

PRESS RELEASE | SOLUTIONS & PRODUCTS

Jul 16, 2019

Society for Laboratory Automation and Screening (SLAS) 2020



TRADESHOW | San Diego, CA

Jan 25-29, 2020

Yokogawa to Establish Open Process Automation Test Bed for ExxonMobil

PRESS RELEASE | PROJECTS

Jul 8, 2019

Photonics West 2020



TRADESHOW | San Francisco, CA

Feb 4-6, 2020

Yokogawa Takes Strategic Stake in Finnish Company Sensire Ltd. to Pursue Collaboration in Cold Chain Monitoring

PRESS RELEASE | CORPORATE

Jun 6, 2019

Optical Fiber Conference (OFC/NEOFC) 2020



TRADESHOW | San Diego, CA

Mar 10-12, 2020

Yokogawa Announces Dates for North America Users Conference and Exhibition 2020

PRESS RELEASE | CORPORATE

May 17, 2019

Applied Power Electronics Conference (APEC) 2020



TRADESHOW | New Orleans, LA

Mar 16-18, 2020

[More News](#)

[More Events](#)

3.5.3 Category Page

The following content is provided in the content area of the category template supplied by YC3.

- Page title
- Tab title
- Category content
- Subordinate page guide link

■ Page title

A page title is displayed in text.

■ Tab title

A tab can be switched by clicking the tab title; this will display the content in the tab.

In addition to the "Overview" tab, you can add an arbitrary title tab for posting content and a tab of library content associated with a category.

If there is only an "Overview" tab, the tab title is not displayed.

■ Category content

You can post content in the "Overview" tab, and add a content tab with any tab title.

■ Subordinate page link

Place a click path to a subordinate page in the "Overview" tab. For the card-type guide link, the page title, summary statement, and thumbnail images input to the template of the subordinate page are displayed in each card.

Figure 3.5.3-1 Category page “Overview” tab opened

1

2

3

4

1. Category page title
*Depending on the template selected, the page has not title image.
2. Tab title
3. “Overview” tab content
4. Subordinate page link

Figure 3.5.3-2 Category page “Details” tab opened

The screenshot shows the YOKOGAWA website with a blue header bar. The header includes the YOKOGAWA logo, a search icon, and the text "Distributed Control System (DCS)". Below the header is a navigation bar with tabs: Overview (highlighted), Details (selected), Resources, Videos, and News. A green "Request a Quote" button is on the right. The main content area is titled "CENTUM's compiled standards". It lists several standards: 1. Safety Standards, 2. EMC Standards, 3. Standards for Hazardous Location Equipment, 4. FDA, and 5. Marine Standards. Under "Safety Standards", there is a table with two rows:

Standard name	
CSA	CAN/CSA-C22.2 No.61010-1

CE Marking

Low Voltage Directive	EN 61010-1
-----------------------	------------

1. Category page title
2. Tab title
3. “Details” tab content

Figure 3.5.3-3 Category page “Library” tab opened

The screenshot shows the YOKOGAWA website with a blue header bar. The header includes the YOKOGAWA logo, a search icon, and the text "Distributed Control System (DCS)". Below the header is a navigation bar with tabs: Overview, Details (highlighted), Resources (selected), Videos, and News. A green "Request a Quote" button is on the right. The main content area is titled "Resources". Under "Resources", there is a sub-tab "References" (highlighted) and other options: eBooks, White Papers, Yokogawa Technical Reports, and Media Publications.

The "References" section displays three cards, each with a thumbnail image and a reference title:

- REFERENCE**
CENTUM VP Batch Replaces Legacy System and Improves Production Efficiency at Acrylic Plant

- REFERENCE**
Exapilot Automates Naphtha Cracker Decoking and Dryer Regeneration Processes at Large Ethylene Plant

- REFERENCE**
Achieving Process Reliability and Consistency / Schering-Plough LTD, Singapore


1. Category page title
2. Tab title
3. “Library” tab content

3.5.4 Details Page

The following content is provided in the content area of the Details page template supplied by YC3.

- Page title
- Page content
- Inquiry link banner
- Link-dedicated area
- Tab title
- Tab content

■ Page title

A page title is displayed in text.

■ Page content

Image and text can be posted in two columns at the top of the tab title.

■ Inquiry link banner

A link banner can be placed at the top of the tab title and at the bottom of a page.

■ Link-dedicated area

This area displays a link inside or outside the website and a link to deploy the document tab associated with a page. For details on the link setting, refer to 4.2.2 "Link Addable to Page".

Refer to Figure 3.5.4-1 Details page, Inquiry link banner, Link-dedicated area on the next page.

■ Tab title

A tab can be switched by clicking the tab title; this will display the content in the tab.

In addition to the "Overview" tab, you can add the "Details" tab for posting content and a tab of a library content associated with a page.

■ Tab content

You can post content in the "Overview" tab, and add a content tab with any tab title.

Refer to Figure 3.5.4-1 – Figure 3.5.4-4 on the next pages.

Figure 3.5.4-1 Details page, Inquiry link banner, Link-dedicated area

1 Touch Screen Paperless Recorder GX10/GX20

2 Overview Details Resources Downloads Videos News

3 Request a Quote

4

5

1. Details page title
2. Tab title
3. Inquiry link banner
4. Details page content
5. Link dedicated area

Figure 3.5.4-2 Details page “Details” tab opened

1

2

3

1. Inquiry link banner
2. Tab title
3. Details tab content

Figure 3.5.4-3 Detail page “Downloads” tab opened

1. Request a Quote button

2. Downloads tab title

3. Downloads tab content:

- Brochures:**
 - SMARTDAC+ Advanced Security Function Data Integrity Support for pharmaceutical & medical standards (2.0 MB)
 - SMARTDAC+ Data Acquisition & Control Paperless Recorder GX/GP (7.8 MB)
 - SMARTDAC+ Data Acquisition & Control Multi-loop and setpoint program control (2.1 MB)
 - SMARTDAC+ Data Acquisition & Control Paperless Recorder GP (4.7 MB)
 - AI Product Solution Book Download (1.1 MB)
 - SMARTDAC+ Aerospace Heat Treatment (Option /AH) (7.1 MB)
 - SMART 920, 920 MHz band wireless communication instrument series (For the Republic of Korea) (990 KB)
 - SMARTDAC+ Automotive Industry Heat Treatment (Option /AH) (990 KB)
- Instruction Manuals:**
 - Model GX10/GX20/GP10/GP20/GM10 Communication Command User's Manual (4.3 MB)

1. Inquiry link banner
2. Tab title
3. Downloads tab content

Figure 3.5.4-4 Details page “Videos” tab opened

1. Request a Quote button

2. Videos tab title

3. Videos tab content:

- Introduction of SMARTDAC+ GX/GP Paperless Recorder
- Life Business Vision "Pharmaceutical"
- OpreX Environmental Monitoring System
- Part 11 compliant SMARTDAC+ Advanced Security Features
- Life Business Vision "Food&Beverage"

1. Inquiry link banner
2. Tab title
3. Videos tab content

3.6 Element Design

This section describes the template used to edit a content page using YC3 and a design that is available when using the WYSIWYG editor.

For details on the editing operation, refer to "Intranet FAQ Page for Using YC3"

(<http://gomweb.jp.ykgw.net/Web01/A/webrenewalproject/gweb-intra-e/faq/index.html>).

3.6.1 Heading

If a page title is set to a template using text, it is created in the H1 format with a white background color automatically applied. As a rule, H1 can only be placed at one location in a single page.

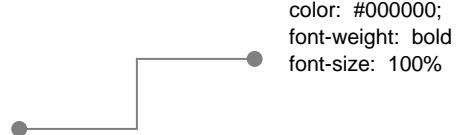
A heading can be created in H3 and H4 hierarchies by setting the format using the WYSIWYG editor. The heading hierarchies must be set continuously as a rule. However, exercise care not to create a hierarchy that is excessively deep. In addition, you can use bold for the heading of the H5 lower hierarchy.

■ H1Heading

In the case of YC3, H1 to which a white background color is applied is automatically applied.

* In the case of the new design

heading level 1-Page Title



■ H3 Heading

heading level 3

heading level 3: long sentence long sentence long sentence long sentence long sentence



3.6.2 Font Decorations and Paragraph

When editing a content page using YC3, you can set and create font decorations and paragraphs using the WYSIWYG editor.

However, for font decorations, be sure to note the following points:

- Use an Italic font when you want to make a printout title or quotation in a style that is different from the font of the body text. However, do not use an Italic font for the purpose of emphasis.
- Do not use underlines as a rule except when clarifying a link.
- Do not use colors other than black for text.

Font Decorations:

- Bold
- Italic
- Underline
- Strikethrough
- Subscript
- Superscript
- Remove Format

Paragraph:

- Decrease Indent
- Increase Indent
- Align Left
- Center
- Align Right
- Justify

3.6.3 Link

When editing a content page using YC3, you can set and create links and anchor links using the WYSIWYG editor. In addition, you can upload an image file to the content and add a link.

For information about the precautions related to a link within a sentence, refer to 3.4 "Design Rules".

Editing items:

- Link
- Anchor (Anchor link is only at the tab location, set by "#tab name__child tab title name".)
- Image

3.6.4 List

When editing a content page using YC3, you can set and create list using the WYSIWYG editor.

Editing items:

- Numbered List
- Bulleted List

3.6.5 Layout

When editing a content page using YC3, you can set and create layout using the WYSIWYG editor.

Editing items:

- Two columns
- Three columns
- Image left, content right *
- Image right, content left *

* If these layouts are adopted, a link cannot be set to an image. To set a link to an image, use the following layouts: Two columns or Three columns.

3.6.6 Table

When editing a content page using YC3, you can set and create a tabular composition using the WYSIWYG editor.

However, it is prohibited to use a table for the purpose of layout.

Editing items:

-
- Table

3.6.7 Flame

When editing a content page using YC3, you can set and create flame using the WYSIWYG editor.

Editing items:

- IFlame

3.6.8 Special characters

When editing a content page using YC3, you can select special characters from the list supplied in the WYSIWYG editor and insert them onto a page.

It is prohibited to insert special characters into text entry items of the template using the character entity reference or numerical character references.

Editing items:

- Insert Special Character

3.6.9 About Processing a Photograph

(1) Photograph relevant to the brand image

If the image quality of the photograph to be used is deteriorated, carry out the following tasks.

- Change the resolution
- Trimming
- Fine-tune the colors
- Special operations such as compensating for the width

(2) About a product photograph

As for a product photograph, basically use a cutout photograph. When placing a product photograph, provide sufficient space for the photograph in the image area and place the photograph on a white background in a well-balanced manner.

As for the image quality of the photograph, perform the same adjustment as in (1) to make sure that the image quality of the photograph is ready to be published on a website for the public.

4 Operation

This chapter mainly provides rules for the operation of operable elements common to the Yokogawa corporate websites, such as navigation, links, and forms.

4.1 Navigation

4.1.1 Information Structure and Navigation

The content of the Yokogawa corporate websites consists of the following three information groups.

Each content item is classified and hierarchized into any one of the information groups and posted. The hierarchized content can be deployed along the hierarchy by various navigations.

The items displayed in these navigations vary depending on the details of a hierarchy or content. (The navigations supplied as common functions and placed in the header and footer areas are common in the entire website.)

Placing each navigation based on the integration rules allows creation of a consistent user interface in the same way as the common functions.

In addition, the consistent interface contributes to the website usability, unity of the entire website, synergy, and enhancement of branding.

Business Information:

- Industries
- Solutions
- Products & Services
- Supports (only for Regional websites)
- Library
- Featured Topics

Corporate Information:

- Company Overview
- Investor Relations
- Careers
- News & Events

Utility:

- Contact Us
- Terms of Use
- Privacy Policy
- Sitemap

4.1.2 Global Navigation

The global navigation, which is placed in the header area, displays up to seven items for the top page titles of the major categories or the page title of any hierarchy on the website. It can deploy from the mega drop-down menu, which opens when the mouse is over a page title, to a page in a subordinate hierarchy.

The mega drop-down menu displays all the page titles in one level below the navigation item page. Clicking a page title expands to the target page.

Clicking a navigation item opens the target category page, and the content can be expanded from the guide link to the subordinate page, which is displayed in the category page, to a lower-level page.

Global Navigation items on Global website:

- Industries
- Solutions
- Products & Services
- Library
- Featured Topics
- About Yokogawa

Global Navigation items on Japanese website:

- 業種 (Industries)
- ソリューション (Solutions)
- 製品・サービス (Products & Services)
- ライブライ (Library)
- 特設トピックス(Featured Topics)
- 営業・サービス拠点 (Sales/Service Offices)
- 企業情報 (Corporate Information)

Global Navigation items on Regional website:

- Industries
- Solutions
- Products & Services
- Library
- Featured Topics
- Support
- Contact Us

4.1.3 Micro Navigation

The micro navigation, which is placed in the header area, provides a link to a specific page to improve user accessibility. It is possible to register pages of up to five items in this navigation. Clicking a page title opens the pre-registered page.

Micro Navigation items on Global website:

- News & Events
- Investor Relations
- Careers
- Contact Us
- Sign In

Micro Navigation items on Japanese website:

- ニュース&イベント (News & Events)
- 株主・投資家情報 (Investor Relations)
- 採用情報 (Careers)
- お問い合わせ (Contact Us)
- サインイン (Sign In)

Micro Navigation items on Regional website:

- News & Events
- About Us
- Careers
- Global

4.1.4 Side Navigation

The side navigation, which is positioned at the side of the content, moves control to pages in the vertical and horizontal directions along the content hierarchy.

A page title is displayed for pages in the same hierarchy of the same category as the currently displayed page as well as pages in the vertical direction within one hierarchy.

Clicking the displayed title link opens the linked page.

When an attempt is made to browse a page on a mobile device of which the width of the display area is small, the side navigation is not displayed. When the user browses the content along the content hierarchy, the drop-down menu deployed from the global navigation or the breadcrumb navigation is used.

4.1.5 Breadcrumb Navigation

The breadcrumb navigation displays the category titles of categories ranging from the top page (Home) to categories one level higher than the currently displayed page as the position information of the currently displayed content. Clicking a category title opens the linked category page.

4.1.6 Footer Navigation and Content Menu

The footer area provides the footer navigation and content menu as links that can open the content page.

The footer navigation provides links to specific pages that are primarily classified as utilities. Clicking the displayed page title opens the pre-registered page.

The content menu shows a list of top page titles of items and subordinate pages displayed in the mega drop-down menu, for the same items as the global navigation. Clicking the displayed page title opens the linked page.

4.2 Link

4.2.1 Relation Among Business Information Pages

- When creating a business information page using YC3, associate the related pages. Then, the list of associated pages and the expansion links are automatically created in the related information area in the page.

For example, if a specific solution page is linked to an introduction example with the library, the introduction example linked to the related information tab of the solution page is displayed, and a link to an individual page of the introduction example is provided. In addition, the related documents of the Products & Services are listed in the Documents & Download tab of the product & Services page, enabling you to download the document file to the library.

Content can be related to Solutions/ Products & Services:

- Library
 - Documents & Downloads
 - Resources
 - Videos
- News (can be related only from news)
- Events (can be related only from events)
- About (can be related only from about)

Content can be related to Industries:

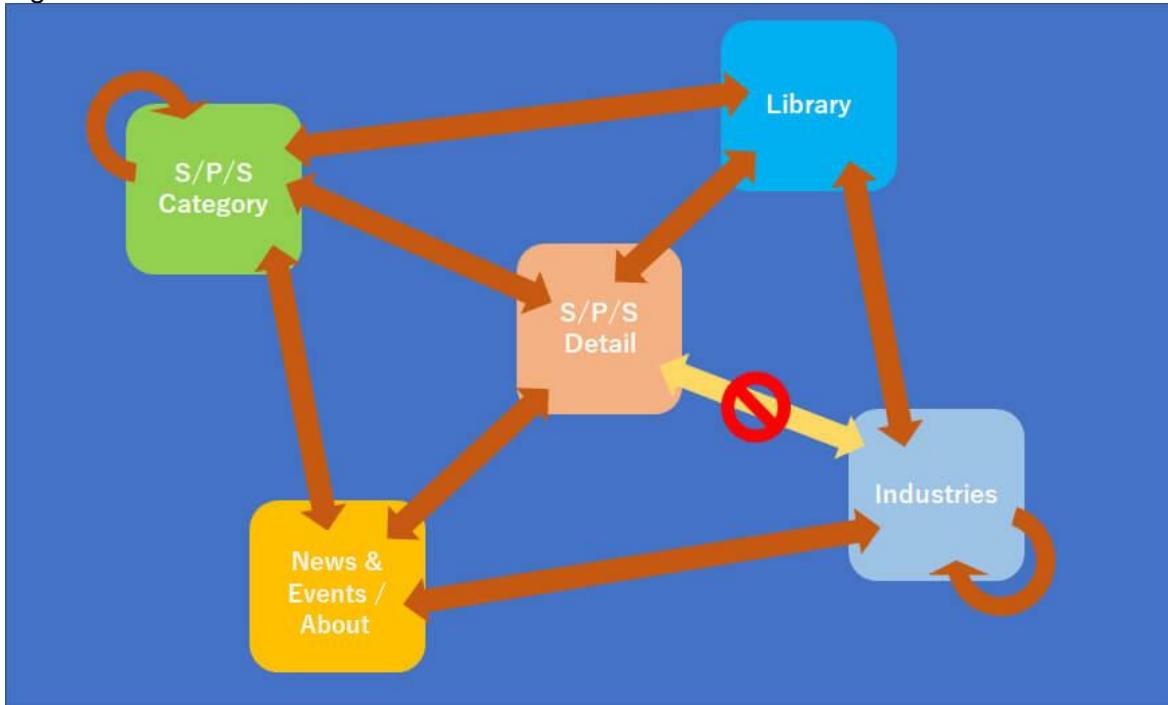
- Library
 - Documents & Downloads
 - Resources
 - Videos
- News (can be related only from news)
- Events (can be related only from events)
- About (can be related only from about)

For information about the correlation data model between content items, refer to Figure 4.2.1-1 on the next page.

For the website content produced by YC3, you cannot directly associate the Industries page to the Solutions, or Products & Services page. A click path that guides users must be set through a

page that explains how the products are applied, for example, an introduction example in the library or the application note page.

Figure 4.2.1-1 Correlation data model between content items



Note: S/P/S in the above figure is short for Solutions/Products/Services. Featured Topics navigation belongs to S/P/S.

4.2.2 Link Addable to Page

When producing content using YC3, you can set the following links in addition to a link to the related page specified in the template.

(1) Text link common rules

Be sure to set a text link in the content area using the WYSIWYG editor and include the following expressions to clarify that the text is a link.

- Clarify that the text is a link. Setting a link using the WYSIWYG editor provides a character color for the link and an underline that is displayed when the mouse is placed over a character.
- When linking to an external website, create a link on a new window. If such a link is configured using the WYSIWYG editor, an icon indicating an external link is added.
- It is recommended that you place a text link at the bottom of a block of text as a supplement, not within the text.

(2) Additional link in the link-dedicated area of the Details page

The Details page of the Solutions, or Products & Services template provides the link-dedicated area to which the following links can be added. An icon indicating that the text is a link or an icon indicating an external link is automatically added by YC3 when a link is set.

- Link to external website
- Document download link

	<p>4.2.1 Specifying a Link Destination</p> <ul style="list-style-type: none"> ● <i>Specify the content of the linked page in the link source.</i> ● <i>If you want to add a note before clicking the link, such as switching to another window, an external link, or using a plugin, specify it in the link source.</i>
UA Guidelines	<p>4.2.2 Way to Represent a Text Link</p> <ul style="list-style-type: none"> ● <i>Use a representation different from the normal text for the text link to make sure that it can be identified as a text link.</i> ● <i>Use different text colors for unvisited links, visited links, and links on mouse-over.</i> ● <i>Ensure that the contrast ratio between the link text font color and background color is at 4.5 to 1.</i>

(3) Another Window

The following shows the link destinations when switching to another window according to the current rule.

- Websites on external domains (including sub-domains)
- Websites of the group companies/affiliates set in the subdirectory on the same domain
For example: <http://www.yokogawa.com/yjp/>
- PDF file
- Video content

(4) Pop-up Window

It is not recommended to use a pop-up window as it may be blocked in some browsers recently.

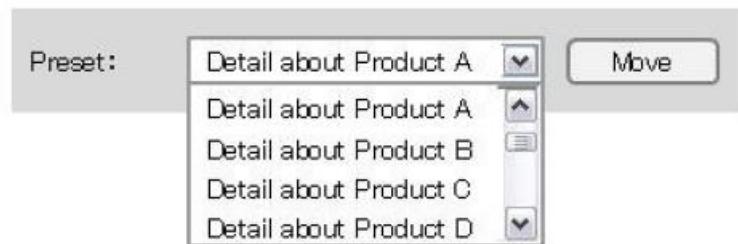
There are alternative means such as an "another window."

You can select a link with another window from the list supplied in the WYSIWYG editor.

UA Guidelines	<p>4.2.6 Way to Switch Windows</p> <ul style="list-style-type: none"> • <i>In principle, do not use switching to another window, but use switching within the same window.</i> • <i>If you have no choice but to use switching to another window, inform the user that a new window will open.</i>
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4.2.3 Pull-down Menu Use Rules

For the pull-down menu used to select a processing starting condition, excluding the function that selects a keyword and search-displays content, provide a button for execution such as a "Select" or "Move" button. Make sure that the function cannot be executed simply by selecting the option from the pull-down menu.



UA Guidelines	<p>4.1.2 Prohibiting Automatic Execution of a Pull-down Menu</p> <ul style="list-style-type: none"> • <i>If you want to provide navigation and functions with a pull-down menu, it is desirable that the selected menu item is not automatically executed.</i> • <i>If you have to use automatic execution with a pull-down menu, it is desirable to provide another option to reach the link destination.</i>
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4.2.4 Link Banner

When the content is produced using the YC3 template, if a link banner that is not defined in the template is created, the unity of operations will be disrupted, therefore, it is prohibited to use a uniquely designed banner.

Examples of Banners provided by the template:

- Inquiry form link banner
- File download link banner

5 Editing Text

This chapter provides rules for creating text common to the Yokogawa corporate websites, as well as provides a translation glossary for creating an English website.

5.1 Rules for Creating Japanese Text

5.1.1 Writing style

Basically, use the "desu/masu" style. For a bulleted list, omit "desu/masu" or use the "dearu" style.

For Japanese style, refer to "Japanese Style Guide by The Asahi Shimbun, 2010 Edition" and "Japanese Style Guide (DPM-C-120)."

In principle, use single-byte characters when you use alphanumeric characters.

UA Guidelines	<p>3.3.9 Prohibiting Using Difficult-to-understand Terms</p> <ul style="list-style-type: none"> • Do not use terms that are not common too often, such as foreign terms and technical terms. • If you cannot avoid using words that are not common, it is desirable to provide a note or descriptive content that can be referred to immediately. • If you want to use difficult-to-read words, such as a person's name, technical term, or words which can be read in multiple ways, it is desirable to add kana characters indicating the pronunciation, if possible.
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5.1.2 Date Notation

Use single-byte numbers and add 年 (year,) 月 (month,) and 日 (day.)

Example: 2019 年 12 月 5 日

If the month or day is a single digit, do not add zero before the single-digit number.

Do not use "/" as a voice browser cannot deal with it.

If it is difficult to use the standard format, use the format in which the year, month, and day are separated by a period.

Example: 2019.12.5

Taking into consideration a voice browser, in principle, use a four-digit year and do not use "19" or ``19."

UA Guidelines	<p>3.3.6 How to Represent the Amount of Money, Date and Time, Etc. Using Alphanumeric Characters</p> <ul style="list-style-type: none"> • Use a single byte to represent alphanumeric characters. • In principle, use a method to represent the amount of money, date and time, etc. that enables it to be read by voice browsers.
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5.1.3 How to Display Trademark

Refer to “Guidelines for How to Display the Trademark” (Document No. GUY015) published by Intellectual Property Dept.

5.1.4 Guidelines for Keywords in the Text of the Site

When creating the content, specify countermeasure keywords for each item of content to increase inflow from the search engine. For details on how to identify and filter keywords or reflect a keyword in the content, refer to “SEO Guidelines for the Yokogawa Group Websites” (Document No. IAMKP-C-A029-01E).

Pay attention to the following six points when you select a keyword.

- Derive a keyword from the needs of Internet users

Try to select a keyword that users are likely to use for a search. Select an appropriate keyword always imagining what keywords will be used by users to search for information. Selecting a technical term or industry jargon as a keyword not only is ineffective in terms of SEO but also results in a reduction in web usability.

- Avoid using different keywords for the same meaning and use katakana characters consistently

Use keywords consistently to ensure that the algorithms of search engines work correctly.

Search engines derive the site theme from keywords that appear frequently on the site or page. If the keywords are inconsistent on the site or page, search engines may not be able to rank the site and page appropriately. Furthermore, the consistency of the words that are used on the site and page is essential to increase the usability.

- Consideration of abbreviations

If your keywords have abbreviations, such as TV for television or PC for personal computer, use the keyword that is generally expected to be used more frequently. This does not apply if you determine that it is desirable to use the official name, such as that of the product.

- Consideration of inconsistency of spelling

If your keywords have spelling variations, such as "お問合せ," "お問い合わせ," or "お問合わせ," use the spelling shown on the top of the candidate list of the default MS-IME, standard typing Japanese software provided for Windows by Microsoft. However, give priority to using spelling that is normally used in the industry.

- Consideration of a difference in choosing words depending on the difference in sex or age

If there may be a difference in choosing words depending on the difference in sex or age, use words that are expected to be close to those used by users in the target sex or age group. If it is difficult to classify words depending on the difference in sex or age, derive from the users needs and select a word that is generally used more frequently as a keyword.

- Consideration of Trademarks

If you want to use a registered trademark of another company for a keyword, give consideration to whether the words are generally used to a certain extent or unique words only used for a specific product or technology of another company. In the latter case, there may be some limitations to use in connection with the trademark rights.

5.2 Rules for Creating English Taxt

5.2.1 Languge

Basically use American English for business to create English text.

5.2.2 Style

When creating English text, refer to "The Chicago Manual of Style 17th Edition" and "Rules for Creating English Text (GW-052-01)."

However, use newspaper style exceptionally to represent numbers as described in the section on numbers.

In principle, use single-byte characters when you use alphanumeric characters.

5.2.3 Name

First use the full name, then use Mr. or Mrs. + family name.

Example: John F. Kennedy was.....Mr. Kennedy.....

5.2.4 Numbers

Spell out zero through nine while describe 10 or more in numbers.

This is based on newspaper style rather than on "The Chicago Manual of Style".

Example: Zero through nine should be spelled out while 10 or more should be described in numerals.

5.2.5 Italic Characters

Use italic for the following cases.

- Words from foreign languages other than English (e.g. Japanese, Chinese, or French)

Example: Matoi project

- Publication title

Example: Yokogawa's Financial Factbook contains data that will be of interest to stock analysts as well as general investors.

5.2.6 Date

Spell out the month in text, describe the day and year in numbers, and describe the weekday before the month.

Example: Friday, January 31, 2020

If space is limited, you may also abbreviate the date when dates are represented in chronological order, in a note, table, etc.

Examples: Jan. 31, 2020; Jan. 31, '20; 31-Jan-2020

5.2.7 Abbreviation

- Names, Etc.

First spell out the name and describe the abbreviation in parentheses after the full name, and describe the abbreviation thereafter.

Example: Yokogawa Electric Corporation (Yokogawa) announced..... In the other businesses, Yokogawa is expanding operations.....

Use the abbreviation "Yokogawa," which also represents the brand, as Yokogawa Electric Corporation is too long and does not represent exactly the business of Yokogawa Group.

- Months and Days of Week

Examples

- Months: Jan., Feb., Mar., Apr., Aug., Sept., Oct., Nov., Dec.
(Do not abbreviate May, June, and July)
- Days of week: Sun., Mon., Tue., Wed., Thurs., Fri., Sat.

5.2.8 Apostrophe(‘)

- Do not use an apostrophe for a decade.

Example: 1960s (1960's is wrong)

- Do not use an apostrophe for an acronym.

Example: ABCs (ABC's is wrong)

5.2.9 Capital Letter

- Capitalize the beginning letter of all sentences and the first letter of a proper name.

- For a title, capitalize the first letter of nouns, verbs, and adjectives. Do not capitalize the first letter of conjunctions and articles.

Examples: Twentieth-Century Literature, Spanish-Speaking People E-flat Concerto,

Anti-intellectual Pursuits, Spurning the Order of Garter, Avoiding a Run-In

- Do not use capital letters to highlight a word in text.

A word represented in all capital letters is interpreted as an abbreviated phrase. Accordingly, to highlight a word, use a font style; for example, bold.

5.2.10 Comma(,)

- For an address, use a comma to separate names, such as a street, city, and state.

Example: The kickoff speech at this year's convention in Atlanta, Georgia, will be given by the Vice President of Sales.

- For a date (month/day/year), use a comma before and after the year.

Example: On February 28, 2002, national currencies lost their status as legal tender in 11 European countries.

- Use commas to separate words or phrases in a series.

Example: I like apples, pears, and oranges.

5.2.11 Quotation Marks(" ")

Use quotation marks to refer to a chapter or section in a document.

Example: Please refer to the "Sales by Region" section in our Financial Factbook.

5.2.12 Space

Place a single space after a period, colon, exclamation mark, question mark, quotation mark, etc. to separate sentences.

5.2.13 Dash

There are two types of dash: em-dash (—) and en-dash (–); the en-dash is half the length of the em-dash. Use them as follows.

- Em-dash (—)

Used to set off parenthetical phrases in mid-sentence.

Example: The stored data—waveforms, user settings, names of mushrooms—can be retrieved on a PC.

- En-dash (–)

For ranges, "90 MHz–1 GHz"

The en-dash replaces both words in the pairs "from ... to" and "between ...and." However, it is desirable to use "to" if there is the possibility that the en-dash will be confused with a minus sign.

Note: There are the following types of "-" notation, and it is not possible to type them as shown below with a Japanese keyboard.

- Em-dash —
- En-dash –
- Hyphen -
- Minus -

5.2.14 Less-than-or-equal-to- and Greater-than-or-equal-to Signs (\leq, \geq)

Less-than-or-equal-to and greater-than-or-equal-to signs differ between Japan and foreign countries.

In Japan, an equal sign is used under the less-than or greater-than sign while an underscore character is used in foreign countries.

You can insert the sign by selecting [Insert] → [Symbol].

5.2.15 Unit

Be sure to place a space between a unit (e.g. mm, mA, or Hz) and number.

Examples: 3 mm, 100 mA, 50 Hz, 1.44 MB

However, the temperature ($^{\circ}$) and percentage (%) are handled as exceptions.

Example: The recipe calls for 3 g of sugar, 4 ml of vanilla, and 5 kg of flour.

Cook for 5 hr (give or take 20%) at 150 $^{\circ}$ C

5.2.16 Others

- Note

Use superscript numbers (1, 2, 3, and so on) to mark footnotes.

Examples of signs to mark footnotes: * (asterisk), † (dagger), ‡ (double dagger), § (section mark), | | (parallel line), # (pound sign)

However, do not use the sign and number at the same time.

In Japanese, for example, a notation such as *1, *2, and so on is used to mark footnotes while such is not used in English. As an exception, a combination of a sign and number is allowed in English if it is used as a standalone note.

- Line Break

Do not use a line break except when starting a new paragraph.

- Handling of "k" and "K"

In case of km and kg, use a lowercase "k" to represent 1,000.

In case of KB representing a file size, use an uppercase "K" to represent 1,024.

- Space

- Do not place a space before a colon (:).

Example: 1st Edition: August 3, 1980

- Slash

Do not place a space before and after a slash (/).

- Notation for Microsoft OS

If Windows is followed by a version or type, place a space before the version or type.

Examples: Windows 10

5.2.17 Precautions

- Use language that is fair and respectful to the customs, religions, and laws of each country and that is not discriminatory or otherwise problematic.
- Be sure to check the spelling before publishing the text.

Appendix

These guidelines are provided under the assumption that the content is produced using YC3.

Some of the technical information items and rules required for websites in which the content is produced without using YC3 are indicated by the "When producing without using YC3" icon and contained in the body text. Other technical information and recommended items are described in Appendix.

To produce content using YC3, it is prohibited for the producer to manually specify the YC3-controlled functions in the editing items described in Appendix.

Appx-1. Naming and Storage Location Rules for Files and Directories

Appx-1.1 Reserved Directory Name

This section specifies directory names for a particular purpose when you produce content without using YC3. Use the directory names listed below only for the purpose specified in this section. Do not use them for normal content.

g_common	Directory to store shared files that are used regardless of the country or region.
common	Directory to store files that are necessary in each country or region.
js	Directory to store external JavaScript files.
css	Directory to store external CSS files.
ssi	Directory to store SSI include files.

It is recommended to use those names for the purposes described above.

Appx-1.2 Shared File Storage Location

An image or other content used on multiple HTML pages is in principle considered to be used in the lowest level directory containing all locations in which it is used, when you produce content without using YC3.

For example, if an image is used in both /about/profile/index.html and /about/history/index.html, that image is considered to be used in /about/, and it is recommended to store it in /about/img/. Likewise, if an image is used in both /about/profile/index.html and /news/index.html, that image is considered to be used in /, and it is recommended to store it in /img/, if possible.

If an existing file that was used on its own is referred to from another file, it is recommended to move the directory. For example, an image used in /about/profile/index.html is stored in /about/profile/img/. If it is also used in /about/history/index.html, it is recommended to move the image to /about/img/ and use it there, if possible.

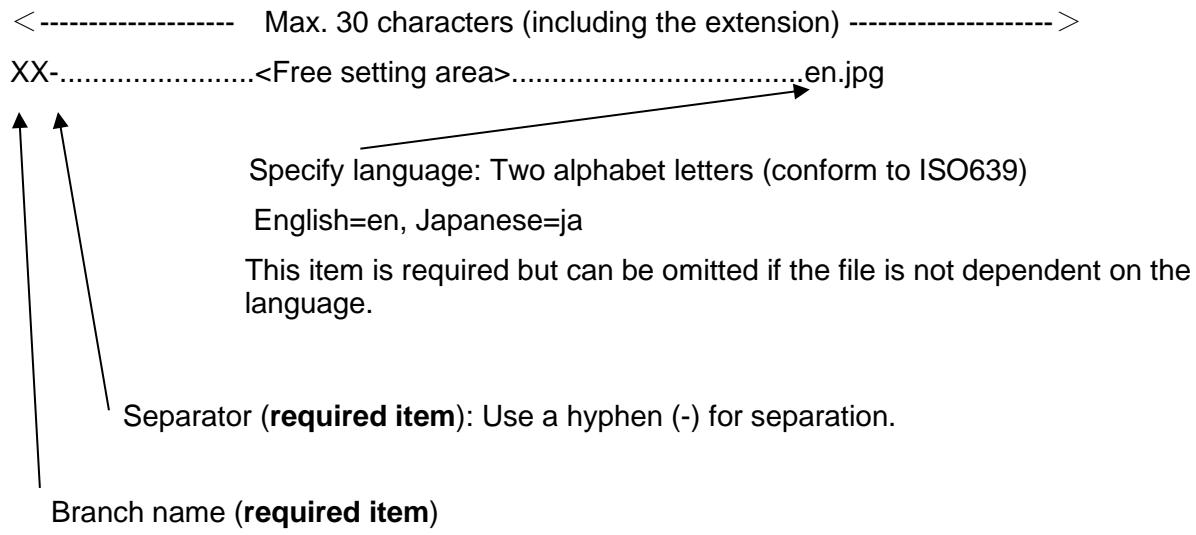
The storage location of files shall be on a case-by-case basis. For example, you may place the /img/ directory at the top of the area where you can store all images used in that area.

Specify the HTML path using a relative path if it is within your own content, otherwise write a root path or an absolute path.

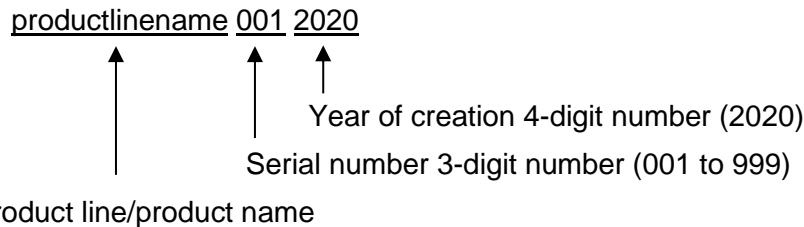
Appx-1.3 File Naming Rules

To define a file name when you produce content without using YC3,

- Add a branch name to the beginning of the file name. For branch names, refer to the operational rules.
- A file name is equivalent to a product name plate. When a file is reused at the sites of affiliated companies in various countries, it is prohibited to rename the file except for the language identification code for translation to clarify the location of the original file.
- You may not use a hyphen and underscore at the same time in the free setting area.



Description example for the <free setting area>



File name description example: tm-dl7440-001en.jpg5

Appx-1.4 Image File Naming Rules

It is recommended to name an image file that is commonly used on the site or an image file associated with a particular template when you produce content without using YC3 as follows.

Name identifying the area "-" free setting "-" (serial number) (language identifier) (status identifier) .extension

(serial number) (language identifier) (status identifier) can be omitted, but if they are added, use this order.

Appx-1.5 File Storage Directory

It is recommended to name a file storage directory when you produce content without using YC3 as follows.

- Limit the number of single-byte characters and numbers to 20 or less for directory names. It is also prohibited to use all double-byte characters in consideration of global operations.
- Create a directory named "**html**" directly under the branch root and place the HTML file in that directory.
- As for image files, be sure to create a directory named "**img**" directly under the branch root and place them in that directory.
- As for PDF files, be sure to create a directory named "**pdf**" directly under the branch root and place them in that directory.

Appx-1.6 Common Icon Storage Directory

It is recommended to defind a common icon storage directory when you produce content without using YC3 as follows.

In the Case of Regional Site

- Storage location of the common icon masters: /main/yokogawa/country code/common/all/img/
- Each branch shall copy necessary common icons from the masters and place them in the following storage location and use them there.
- Storage location of the common icons in the branch: /yokogawa/country code/branch/img/

Appx-2. HTML Marking up Rules

To create a HTML document when you produce content without using YC3, we recommend that you conform to the rules described in this chapter.

Appx-2.1 Document Type to Be Used

It is recommended that the HTML version conforms to version 5 even when YC3 is not used to produce content. In this case, the DOCTYPE declaration is required in the first row of the HTML file.

Performs markup based on the declared version of the grammar.

Appx-2.2 Character Notation Rules

Characters That Can Be Used

Needless to say that only characters that can be used in HTML can be used in HTML used on this site.

The types of characters that can be used in text in HTML documents are specified in the specifications.

For details, refer to

HTML 4.01 5 HTML Document Representation
(<http://www.w3.org/TR/html4/charset.html>)

Specifically, almost all characters defined in ISO 10646 can be used.

Character Encoding System to Be Used

As for the character encoding system for HTML files, in principle, use UTF-8 without BOM. However, if there is an encoding system that is more appropriate for the language to be used, you may use it. However, in that case, use the same character encoding system for all the resources of the same language.

Line Feed Code to Be Used

As for line feed code, use CR + LF.

However, this does not apply if it is difficult to output data using CR + LF, for example, because of the system.

UA Guidelines	3.3.4 Prohibiting Using Platform Dependent Characters <ul style="list-style-type: none"> • In principle, do not use platform dependent characters. • If there is no choice but to use platform dependent characters, use them by converting them to an image, etc.
	3.3.5 How to Use Spaces, Line Feeds, and Symbols <ul style="list-style-type: none"> • Do not insert a space and line feed within a word. • Do not insert a double-byte space in an inappropriate place as a text separator. • In principle, do not use a symbol in a place where voice reading is required. • If there is no choice but to use a symbol in a place where voice reading is required, check that it is read as intended. Also, provide a supplement for voice reading for each symbol.

Appx-2.3 Frame

Pages using frames sometimes cannot be added to Bookmarks (Favorites) in the browser. Furthermore, a page created as part of the frame is sometimes displayed in the search results when a search engine is used. In a case like this, navigation is not displayed in the search results page and it is difficult to operate thereafter. In addition, voice browser users must select frames to be read one by one, so it takes a long time for them to understand the content of an entire page that is split into frames. Accordingly, in principle, use of frames is prohibited.

UA Guidelines	3.1.4 Prohibiting Use of Frames <i>Do not use frames.</i>
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Appx-2.4 Tag

Tag			Notes for description
<title>			To describe the following four special characters: (&), (<), (>), and ("), use the following codes, respectively. (&) (<) (>) (")
<meta>	http-equiv	content	
	content-type	text/html; charset=UTF-8	Specify the character code to be used on the page. Ensure that it is common for the Western languages and Japanese.
	keyword	XXX	Specify the search word. Example XXX: Measurement, oscilloscope
<meta>	name	content	
	description	XXX	Specify the characters to be displayed in the search results. Approximately 100 bytes.
	robots	XXX	Impose restrictions on the search method. none: Do not allow a search through the current page and linked pages. index: Allow a search through the current page. all: Allow a search through the current page and all linked pages.
	author	XXX	State the author (company name) Example XXX: Yokogawa Electric Corporation
	copyright	XXX	State the copyright information.
	reply-to	XXX	State the contact information. Example XXX: webinfo@yokogawa.co.jp
	content-language	XXX	State the descriptive language. The language code is defined in ISO639. Example XXX: ja (Japanese), en (English)

Appx-2.5 How to Specify the Path

To specify the path to html, pdf, css, and an image, use the relative path when referring to the own content. Meanwhile, use the root path (root relative path) or absolute path when referring to another branch; for example, a folder in which the images common for the company are stored.

Example:

Relative path	<code>href=".//xxx/xxx.htm"</code>
Root path	<code>href="/xxx/xxx.htm"</code>
Absolute path	<code>href="https://www.yokogawa.com/xxx/xxx.htm"</code>

Appx-2.6 Notes for Specifying Image Content

To specify src for image content from an HTML file, be sure to describe the following properties and set the appropriate values.

- alt (approx. 50 characters): Descriptive text describing the image content
- height: Image height (pixels)
- width: Image width (pixels)

However, when creating content with a responsive CMS, do not fix the width of the image file.

Furthermore, instead of omitting alt, add an empty alt attribute (`alt=""`) to image links added to the beginning of the text string, such as an icon or "→".

UA Guidelines	3.2.1 Alternative Text for an Image <ul style="list-style-type: none"> ● <i>Provide alternative text for an image which accomplishes a purpose equivalent to that of the image.</i> ● <i>It is desirable to describe the alternative text concisely within 50 double-byte (100 single-byte) characters.</i> ● <i>Use an empty alt tag (alt="") for the alternative text for an image that has no meaning.</i>
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Appx-3. Style Sheet Description Rules

To create a cascading-style sheet (style sheet or CSS) when you produce content without using YC3, we recommend that you conform to the rules described in this chapter.

Appx-3.1 How to Add a Style

Usually, content is created using a style sheet included in the template. However, if you want to use an original style sheet, in principle, use an external style sheet.

In that case, in principle, store the external style sheet file under /name identifying the area/common/css.

Appx-3.2 Style Description Method

Basically, there are no particular restrictions on the style description method. In principle, use CSS2. CSS has forward compatibility, so there is no significant problem if you use properties proposed in CSS3 (implemented originally in advance in a browser).

However, if you use them, verify that the style is displayed correctly using a supported browser specified in the section "Operating Environment" of these guidelines.

Appx-3.3 About Class Name

You may need to add a class name to an element to be used in CSS, etc. In such a case, the following naming rules are recommended.

- Use only ASCII alphanumeric characters and hyphens for the name.
- Use a hyphen to separate the words, if the name consists of multiple words. Specifically, add a hyphen to the beginning of the second and subsequent words, like link-list or base-contents-section.
- If possible, give a name not according to the appearance but the context and meaning. Focus attention on the context, such as "heading," "highlight," "important information," and "speaker." However, it is not possible to give a name according to the context and meaning in a general-purpose template, so give a name by focusing attention on the appearance, such as "red," "bold," "right alignment," or "wide width."

Appx-4. Script Specifications

To use a script when you produce content without using YC3, we recommend that you conform to the rules described in this chapter.

Appx-4.1 General Notes for Using a Script

All information must be able to be accessed without problem even when JavaScript is disabled. The following points must be observed.

- Do not use effects with low accessibility (pop-up window, flashing, etc.).
- Navigation and information display shall not be dependent on the script. (However, this does not apply if an alternative means is provided.)
- If necessary, provide an alternative means using the noscript element.

This does not necessarily mean prohibiting use of a script in individual content items. Use of JavaScript may increase accessibility. For example, using JavaScript for a roll over effect of a link image or for checking form information before sending is an effective means that does not reduce accessibility and increases the benefits for users. If necessary, use a script while paying attention to the accessibility.

UA Guidelines	2.4.1 Consideration of the Environment in which Scripts Are Disabled <ul style="list-style-type: none">● <i>In principle, make sure that information can be acquired correctly when scripts are turned off.</i>● <i>In principle, make sure that all links can be used when scripts are turned off.</i>● <i>If a problem occurs with the acquisition of information or use of links when scripts are turned off, obtain the permission of the administrator. It is desirable to provide alternative content, if possible.</i>
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Appx-5. Mate Tag

To define a meta tag when you produce content without using YC3, we recommend that you conform to the rules described in this chapter.

Appx-5.1 Descriptions Examples

```
<meta http-equiv="Content-Type" content="text/html; charset=UTF-8">
<meta http-equiv="Content-Script-Type" content="text/javascript">
<meta name="robots" content="All">
<meta name="Keywords" content="Measurement, oscilloscope">
<meta name="Description" content="Measurement website." >
<title>Yokogawa Electric Corporation - Yokogawa Global</title>
```

UA Guidelines	<p>2.3.3 Keyword and Description</p> <ul style="list-style-type: none"> • To set meta keywords, limit the number of keywords to 5 or less. • Provide an explanation that appropriately represents the content of the page in the meta description. • The number of double-byte characters for the meta description shall be approximately 80. Limit the number of characters to 100 or less for the description.
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Appx-5.2 Page Title Naming Rules

It is recommended to describe the page title based on the following rules while giving top priority to usability.

- Make sure that the content is easy to understand so the user is not confused and does not feel stress while browsing the site.
- Consider the effectiveness of branding for users.
- The page title shall consist of appropriate and minimum necessary information.
- Limit the number of characters to 30 or less (the major search engine Google limits the title length to 30 characters or less).
- When the user adds a page to Bookmarks (Favorites), the title string is used for display, so consider the order of display of the page title.

(When an html file is created with the CMS template, the company name is automatically inserted before the breadcrumb, not within the title.)

UA Guidelines	<p>2.3.2 Page Title (<i>title Tag</i>)</p> <ul style="list-style-type: none"> • <i>Describe a title that accurately represents the content of the page in the title tag.</i> • <i>If possible, it is desirable to limit the number of double-byte characters for the title to 32 or less.</i> • <i>In principle, specify a page-specific title for the title.</i> • <i>In principle, include the company name at the end of the title.</i>
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Appx-5.3 Title Tag Setting Rules

Basic Concept

The environment for websites is set up on the premise that search can be used more effectively, so various elements are involved. One of the important elements is a title tag. As for search, all those elements must be considered.

Setting Rules

Default setting: Page title

(You may select an arbitrary input for the "page title" part.)

In the single-byte characters site, enter attractive wording of 33 single-byte characters or less as the keywords.

(Total number of characters: 44 single-byte characters.) This number of characters is in accordance with the number of characters displayed in a Google search.)

In the double-byte characters site, enter attractive wording of 12 double-byte characters or less as the keywords.

(Total number of characters: 22 double-byte characters.) This number of characters is in accordance with the number of characters displayed in a Google search.)

Appx-5.4 About Lang Attribute

Specify the language used in the document by specifying the language code.

Description examples:

```
<html lang="jp"> ~ </html>
<html lang="en"> ~ </html>
```

- **Supported Languages (Comfort to ISO639)**

Language name	Language code
Japanese	ja
English	en
German	de
French	fr
Spanish	es
Italian	it
Dutch	nl
Portuguese	pt
Korean	ko
Simplified Chinese	zh-cn
Traditional Chinese	zh-tw

UA Guidelines

2.3.1 Specify the Language and Character Encoding to Be Used

- Specify the language to be used on the page at the beginning of the HTML file.
- If you change the language to be used in the middle of the page, specify the language every time you change it.
- Specify the character encoding with the first meta tag.

Appx-6. System Tag

To specify a system tag when you produce content without using YC3, we recommend that you conform to the rules described in this chapter.

Appx-6.1 About Include

HTML defined as a common part used on websites uses a technology called Server Side Includes (SSI).

To use SSI, it can be called up using the following comment out tag.

The calling HTML uses an extension called ".inc" for management.

Example:

- Description to call up the HTML part in the drop-down menu
`<!--#include virtual="/g_common/mddm/inc_mddm.inc" -->`

Appx-6.2 About Google Tag Manager

- About “www.yokoagwa.com (exclude /us, /ca, /mx)”, “pages.yokogawa.com”, “video.yokogawa.com”, “contact.yokogawa.com” and “tmi.yokogawa.com”

How to insert the Google Tag Manager tag (* Be sure to insert the tag for the entire page.)

* The Google Tag Manager tag is automatically inserted for HTML using a CMS template.

Insert the tag manually for a page not using a CMS template.

This is for cookie control with Cookiebot.

Place the following code as much as possible in the <head> of the page.

```
<script data-cookieconsent="ignore">
  window.dataLayer = window.dataLayer || [];
  function gtag() {
    dataLayer.push(arguments);
  }
  gtag("consent", "default", {
    ad_personalization: "denied",
    ad_storage: "denied",
    ad_user_data: "denied",
    analytics_storage: "denied",
    functionality_storage: "denied",
    personalization_storage: "denied",
    security_storage: "granted",
    wait_for_update: 500,
  });
  gtag("set", "ads_data_redaction", true);
  gtag("set", "url_passthrough", true);
</script>

<!-- Google Tag Manager -->
<script data-cookieconsent="ignore">(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
  new Date().getTime(),event:'gtm.js'});var f=d.createElement(s),j=d.getElementsByTagName(s)[0],
  dl=l!='dataLayer'?&l='+l:j;f.async=true;j.src=
  'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
})(window,document,'script','dataLayer','GTM-MJC3GV');</script>
<!-- End Google Tag Manager -->
```

Also, place the following code immediately after the opening tag <body>.

```
<!-- Google Tag Manager (noscript) -->
<noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-MJC3GV"
height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
<!-- End Google Tag Manager (noscript) -->
```

●Other than above

Place the following code as much as possible in the <head> of the page.

```
<!-- Google Tag Manager -->
<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
new Date().getTime(),event:'gtm.js'});var f=d.createElement(s),j=d.createTextNode('
dataLayer'?&l='+l);j.async=true;j.src=
'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
})(window,document,'script','dataLayer','GTM-MJC3GV');</script>
<!-- End Google Tag Manager -->
```

Also, place the following code immediately after the opening tag <body>.

```
<!-- Google Tag Manager (noscript) -->
<noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-MJC3GV"
height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
<!-- End Google Tag Manager (noscript) -->
```

Appx-6.3 About the Indexing of the site search Swiftype

For content produced without using YC3 to be searched by the Site Search Swiftype, it is necessary to implement tags in the <header> and <body> of the content. Contact the global webmaster for the detailed code to implement.

End of Guidelines

We hope you will find these guidelines useful and that they will help you improve the quality of digital communications with customers by enabling you to produce website content based on the featured regulations.