

Website guidelines

The website guidelines

The new PwC website

This document outlines the design principles and implementation guidelines for the re-skin of PwC.com, based on the existing grid structure of the site.

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Visual identity

Our visual identity reinforces our focus on building relationships that create value through a powerful and distinctive set of key elements – logo, typeface, colours and photography.

The way these elements come together helps us stand out from our competitors, putting us in a class of our own rather than one of the big four.

Our logo

Our logo is a utility, it is active and features a set of panels that can be combined in different variations, expressing the many ways PwC can help to create value. It is also a container for messages and images.



Our colours

Our colours are warm and vibrant, reflecting our relationship-focused approach and setting us apart from the competition.



Yellow



Tangerine



Orange



Red



Rose



Burgundy



Maroon



Grey

Our fonts

Our headline typeface is bold and italicised. It has a lot of character making our headlines feel like spoken statements.

ITC Charter

abcdefghijklmnopqrstuvxyz

abcdefghijklmnopqrstuvxyz

Our photography

Our photography features real people, emphasising that we build relationships and humanising our overall communication style.



The website

The website has four main page types:

a. Homepage

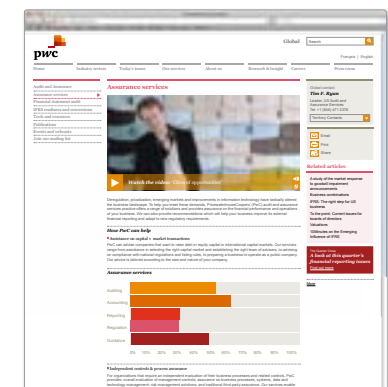
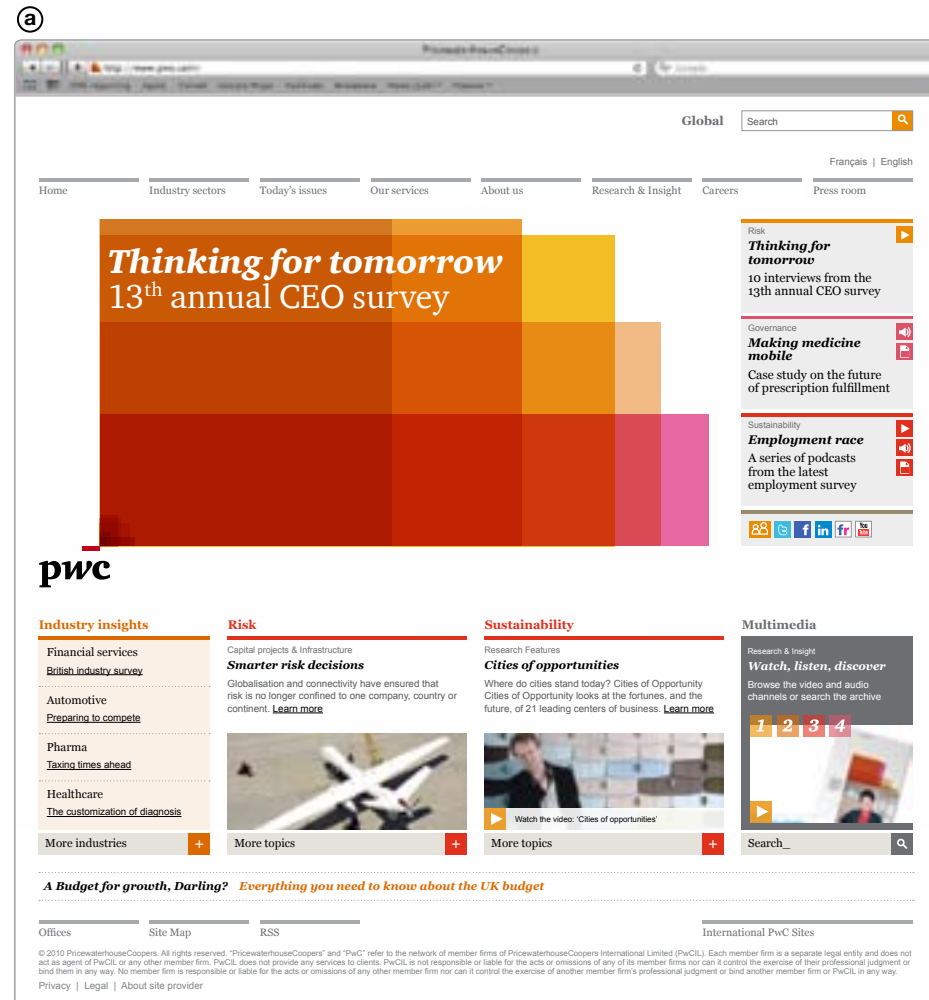
- Clear navigation
- New bold icons
- Large animation region
- Dynamic roll-overs on images, video and audio links
- Editorial approach to content
- New side column elements with video, audio and live twitter feeds

b. Landing page

- Clear side column navigation
- Two column content structure allows for more digestible approach to content
- Content clearly broken down into bite sized portions
- Side columns provide links to more information, areas, video and sound

d. Content page

- Similar to existing site, but consider incorporating more video, audio and infographic content.



The homepage

a. Navigation

- Based on eight fixed length bars

b. Animation region

- Simple animation about key messages
- Contains video and audio
- (Further development is required)

c. Animation sidebar

- Clicking these links triggers different animations in the main region

d. Language translation

- Dual language translation links only appear on relevant territory sites, for example, Canada

e. Social networking icons

- Icons drive traffic to blogs and feeds

f. Left Hand Side column

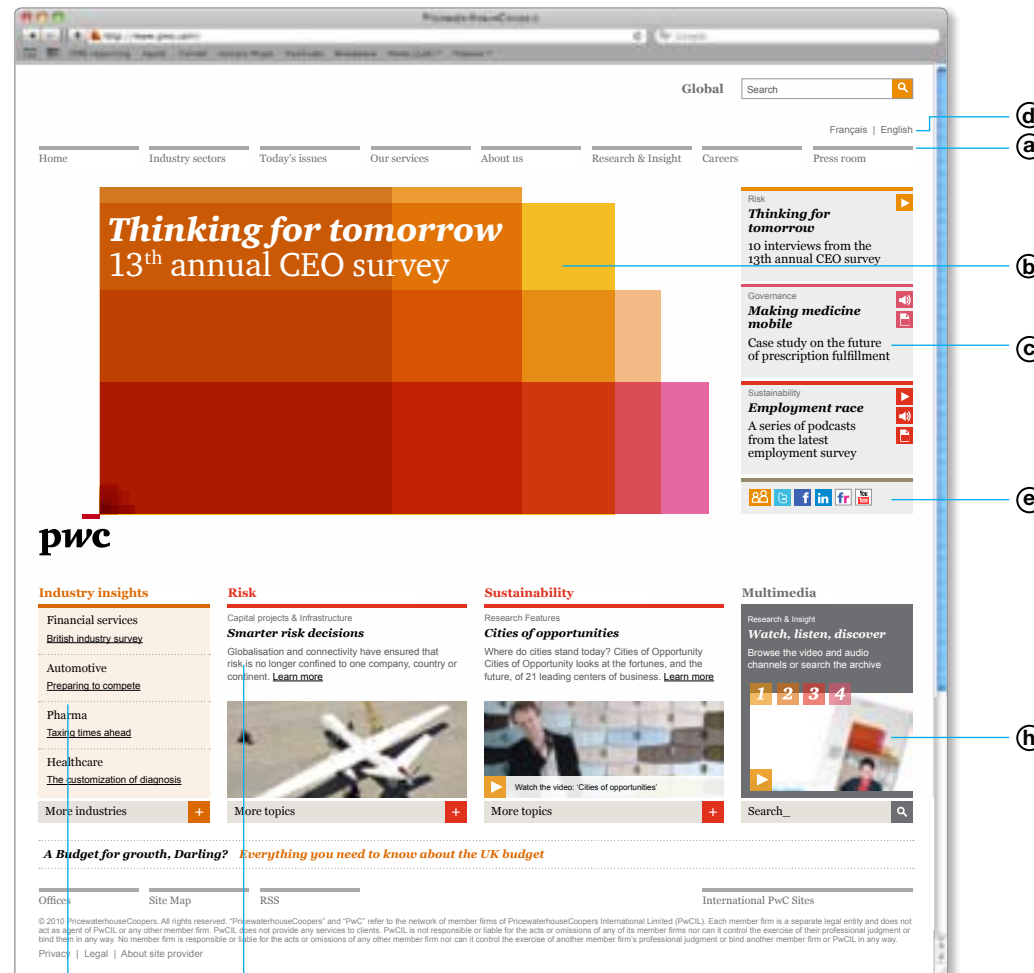
- Used for quick links to industry areas
- Accordion nav bar at the bottom of each tile provides a list of links for more info

g. Main content columns

- Editorial style content for specific topic areas containing video and audio links
- Accordion nav bar for more info

h. Media column

- Video and audio transitions, clicking a link opens a pop-up window
- Search function for more video and audio



The homepage, roll-overs

a. Navigation rollover

- Different colours for each navigation item (not yellow)

b. Drop-down menu

- Can be one column or two columns of text
- White background

c. Animation sidebar rollover

- The rollover tint is 10% of the colour of the bar above it

d. Accordion links

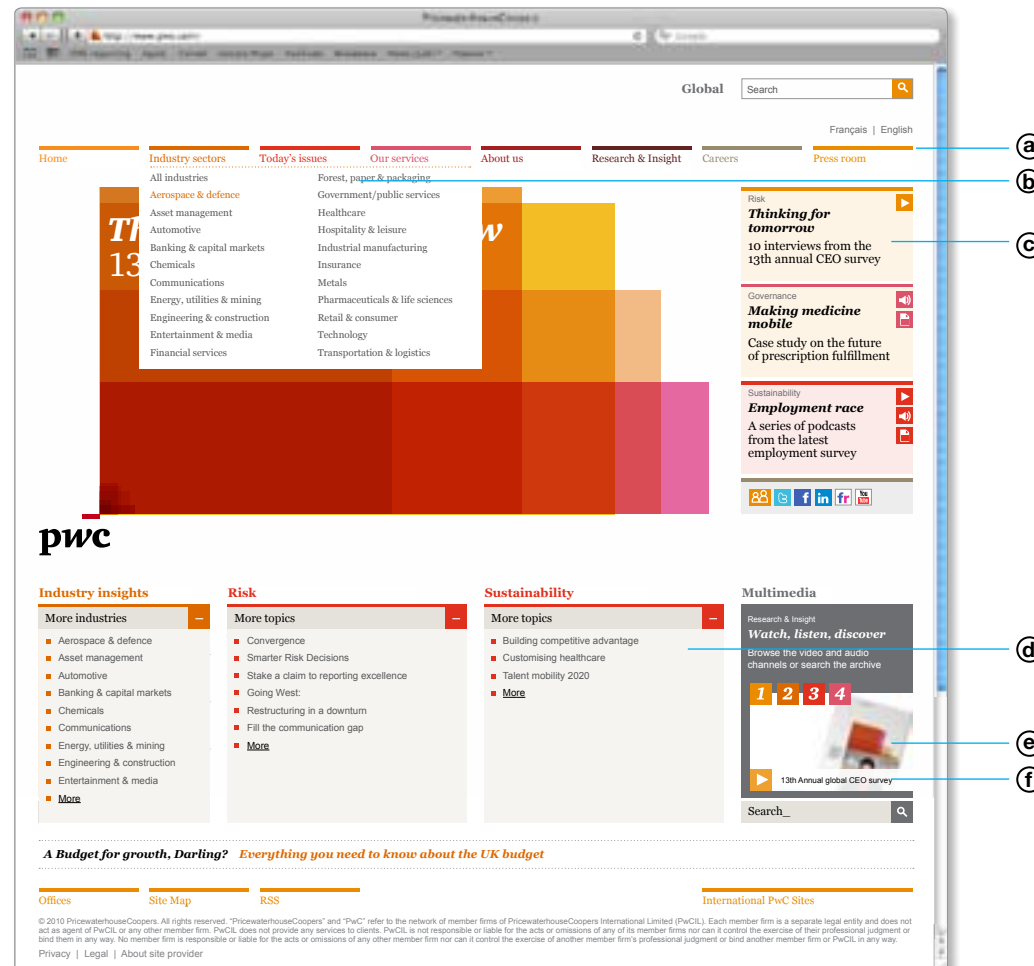
- These links smoothly slide up
- Clicking the minus button shrinks it back down again

e. Video transition

- At regular intervals the video slides across to reveal the next video link. Clicking a number allows users to jump through the sequence.

f. Video caption rollover

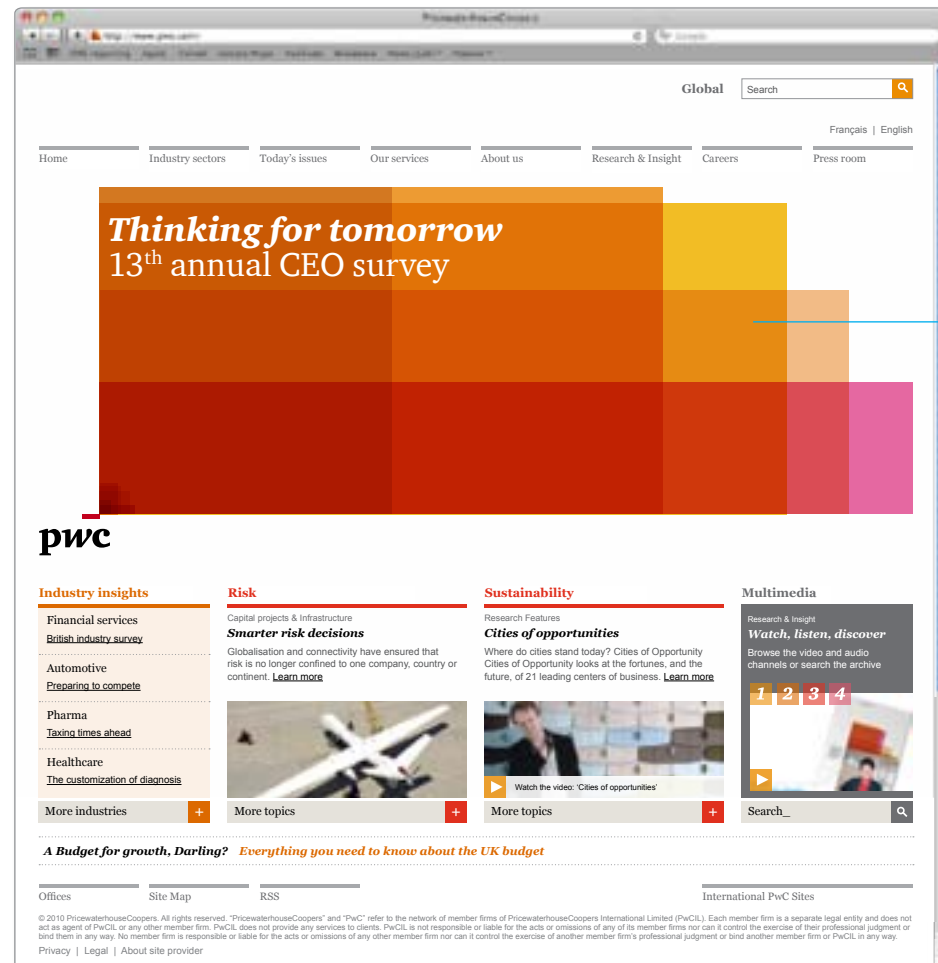
- This caption smoothly slides up on rollover



The homepage, alternate animation region

a. Alternate animation region

- Animation spans full width of site
- The sidebar articles from the normal homepage animation are incorporated within the animation
- Animation contains video, audio and information links (see animation elements)
- Further development is required regarding content refinement



The landing page

a. Landing page title

- Georgia bold text in the colour of the page colour scheme

b. Side column navigation

- Side column with two levels of additional drop-down states as shown

c. Main content columns

- Two columns to break-down the content area into digestible chunks

d. Web tiles

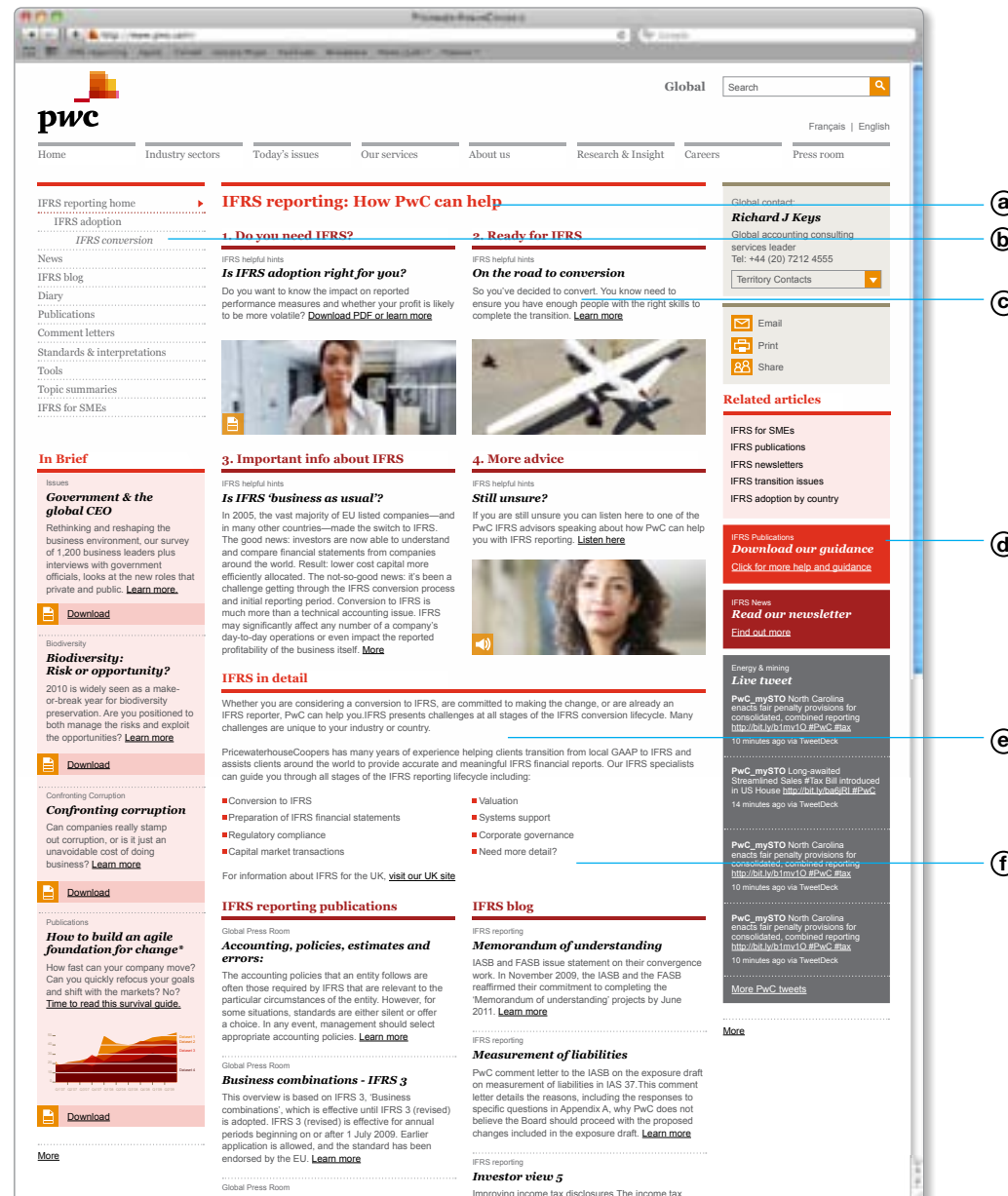
- Tiles can be in the colours of the page theme. They should use approved brand fonts as shown

e. Full content column

- Text can span the full width of the main content area

f. Bullet points

- Square bullets in the colour of the page colour scheme



The landing page, roll-overs

a. Side column navigation roll-overs

- Main page scheme colour

b. Content area hyperlinks

- Main page scheme colour



The content page

a. Video region

- Video region can play from within the content page

b. Full content column

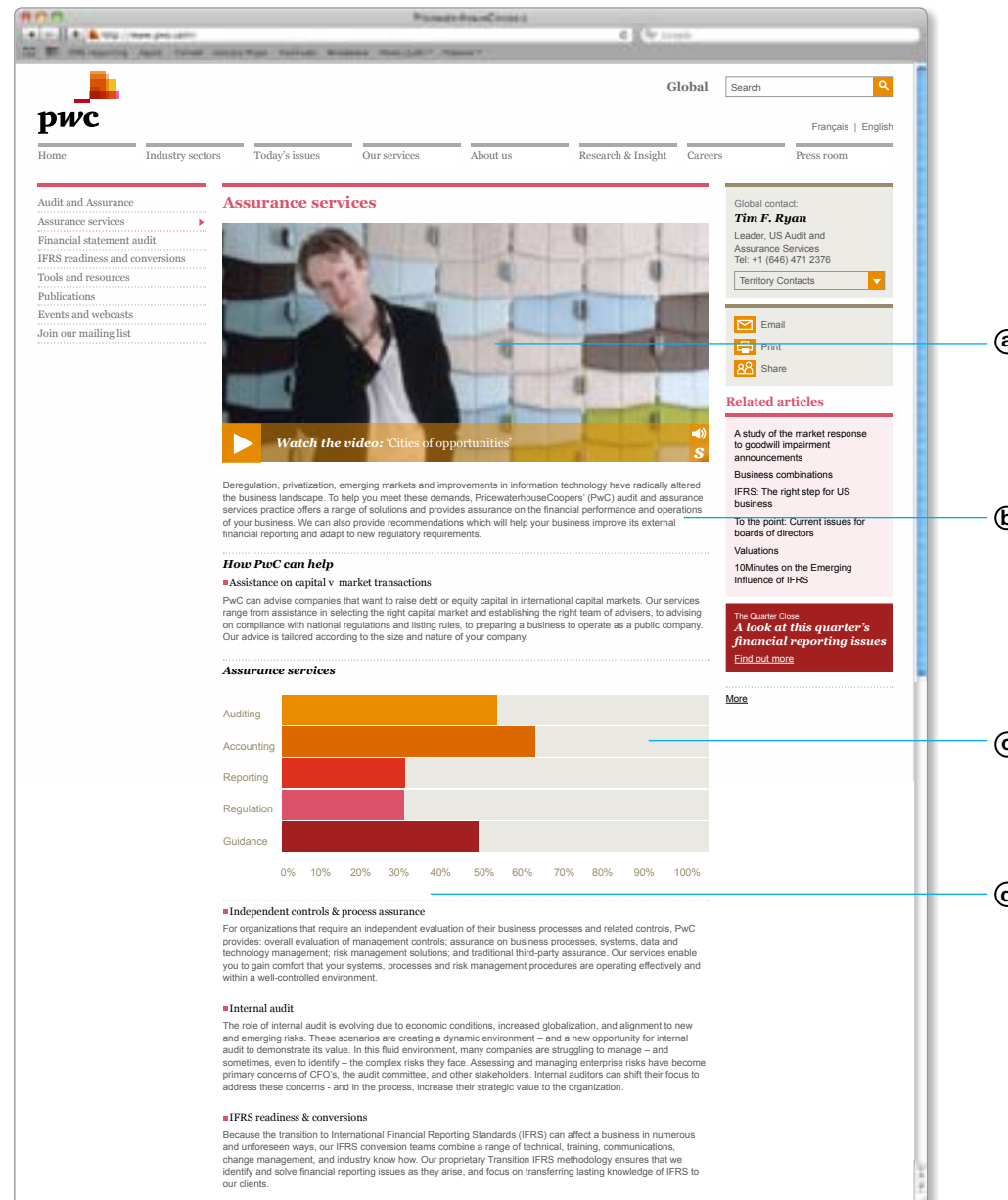
- Text can span the full width of the main content area
- Text can be broken up with the dotted horizontal rule

c. Graphs and graphics

- Graphs can be used in the content area

d. Sub heading

- Sub headings are in the bold weight and can have a square bullet point that uses the main colour scheme of the page



The content page, roll-overs

The screenshot displays the PwC Assurance services page. The header includes the PwC logo, a search bar, and language options (Français | English). The navigation menu features links for Home, Industry sectors, Today's issues, Our services, About us, Research & Insight, Careers, and Press room.

Assurance services

Audit and Assurance

- Assurance services
- Financial statement audit
- IFRS readiness and conversions
- Tools and resources
- Publications
- Events and webcasts
- Join our mailing list

Global contact:
Tim F. Ryan
 Leader, US Audit and Assurance Services
 Tel: +1 (646) 471 2376
 Territory Contacts

Watch the video: 'Cities of opportunities'

Deregulation, privatization, emerging markets and improvements in information technology have radically altered the business landscape. To help you meet these demands, PricewaterhouseCoopers' (PwC) audit and assurance services practice offers a range of solutions and provides assurance on the financial performance and operations of your business. We can also provide recommendations which will help your business improve its external financial reporting and adapt to new regulatory requirements.

How PwC can help

- Assistance on capital v market transactions

PwC can advise companies that want to raise debt or equity capital in international capital markets. Our services range from assistance in selecting the right capital market and establishing the right team of advisers, to advising on compliance with national regulations and listing rules, to preparing a business to operate as a public company. Our advice is tailored according to the size and nature of your company.

Assurance services

Service	Percentage
Auditing	55%
Accounting	65%
Reporting	35%
Regulation	30%
Guidance	50%

Independent controls & process assurance

For organizations that require an independent evaluation of their business processes and related controls, PwC provides: overall evaluation of management controls; assurance on business processes, systems, data and technology management; risk management solutions; and traditional third-party assurance. Our services enable you to gain comfort that your systems, processes and risk management procedures are operating effectively and within a well-controlled environment.

Internal audit

The role of internal audit is evolving due to economic conditions, increased globalization, and alignment to new and emerging risks. These scenarios are creating a dynamic environment – and a new opportunity for internal audit to demonstrate its value. In this fluid environment, many companies are struggling to manage – and sometimes, even to identify – the complex risks they face. Assessing and managing enterprise risks have become primary concerns of CFO's, the audit committee, and other stakeholders. Internal auditors can shift their focus to address these concerns - and in the process, increase their strategic value to the organization.

IFRS readiness & conversions

Because the transition to International Financial Reporting Standards (IFRS) can affect a business in numerous and unforeseen ways, our IFRS conversion teams combine a range of technical, training, communications, change management, and industry know how. Our proprietary Transition IFRS methodology ensures that we identify and solve financial reporting issues as they arise, and focus on transferring lasting knowledge of IFRS to our clients.

More

The grid and measurements

a. Main columns

- The page is broken down into four columns. The left and far right columns are of the same width and the centre two columns are of the same width. The two centre columns can merge into one content region for content pages.

b. Old column structure

- The old column structure had three columns in the centre region. These can still be used if necessary.

c. 600px fold

- This is the fold line for PwC small laptops

d. Thick horizontal rule

- The horizontal rule is approx 4px thick

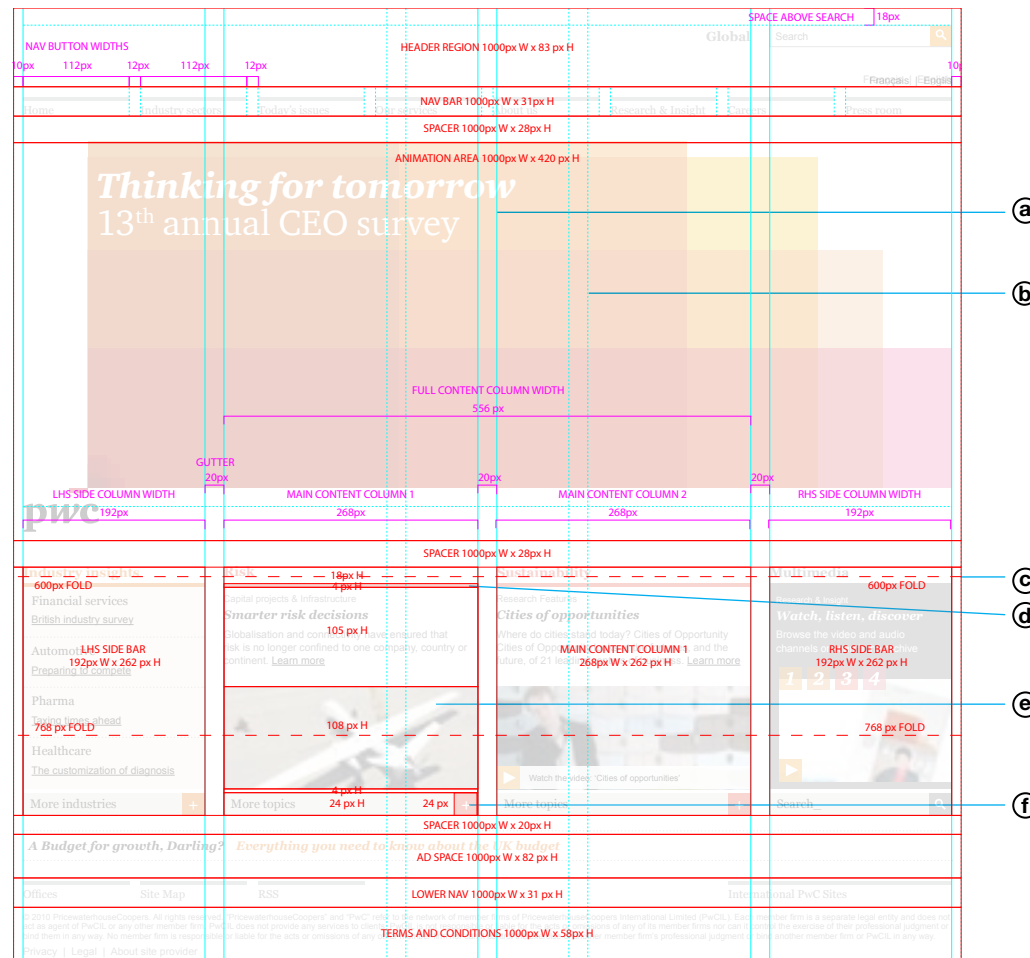
e. Image sizes

- The images sizes are the width of their column and then they scale in height by 12 pixel jumps to maintain consistency. We suggest some good image heights are:

- + X Large: 192px high
- + Large: 144px high
- + Medium: 108px high
- + Small: 96px high
- + X Small: 84px high

f. Icon size

- Icons should be a consistent size across the site at 24 px square. Occasionally roll-over states allow the size to jump up to approx 40px square.



The screenshot shows a web browser window with the PwC website. A red box highlights the logo and navigation bar. Annotations indicate dimensions: 10 px height for the logo, 94 px width for the logo, 72 px height for the logo, and 10 px height for the navigation bar.

- There should be a padding of a minimum of 10 px around the logo, when used on screen.

Colour schemes

Colour should be used on a page to provide differentiation between information not to code individual topics and subjects. Most pages will only need to use two colours from the colour scheme along with the supporting greys.

A third colour can be used if extra differentiation is needed but avoid making pages feel too multicoloured.

a. Main colour

- This is the main colour of the site
- The main coloured bars go this colour
- Hyperlink roll-overs go this colour (where possible)
- LHS column goes a tint of this colour

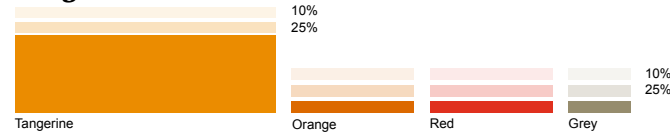
b. Secondary colours

- Colours close to the main colour in the colour spectrum
- Used for the coloured bars to ensure differentiation of content areas

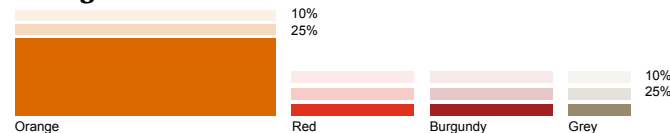
c. Media column colours

- The media column is always 70% black so that it is neutral and works with all colour schemes

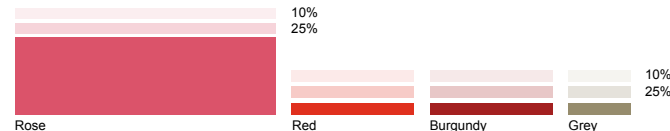
Tangerine scheme



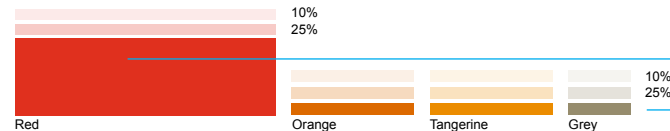
Orange scheme



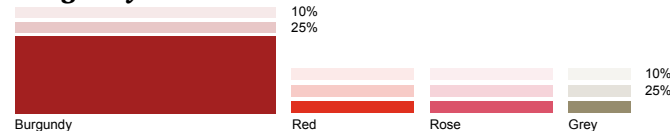
Rose scheme



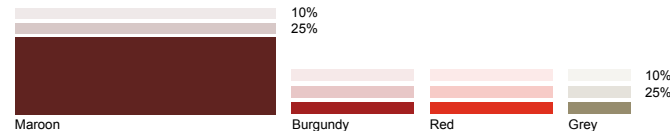
Red scheme



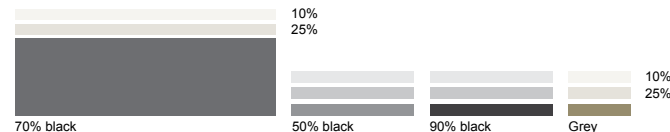
Burgundy scheme



Maroon scheme



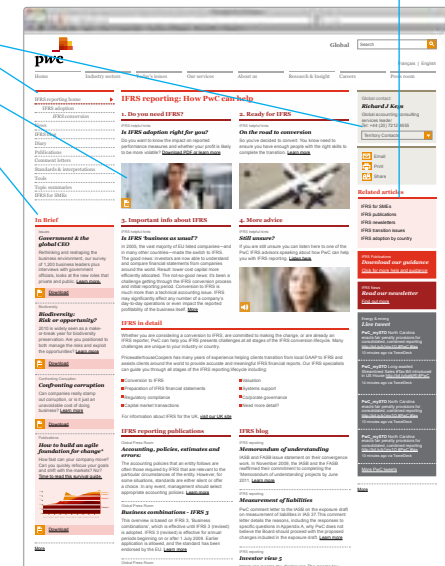
70% black scheme



a

b

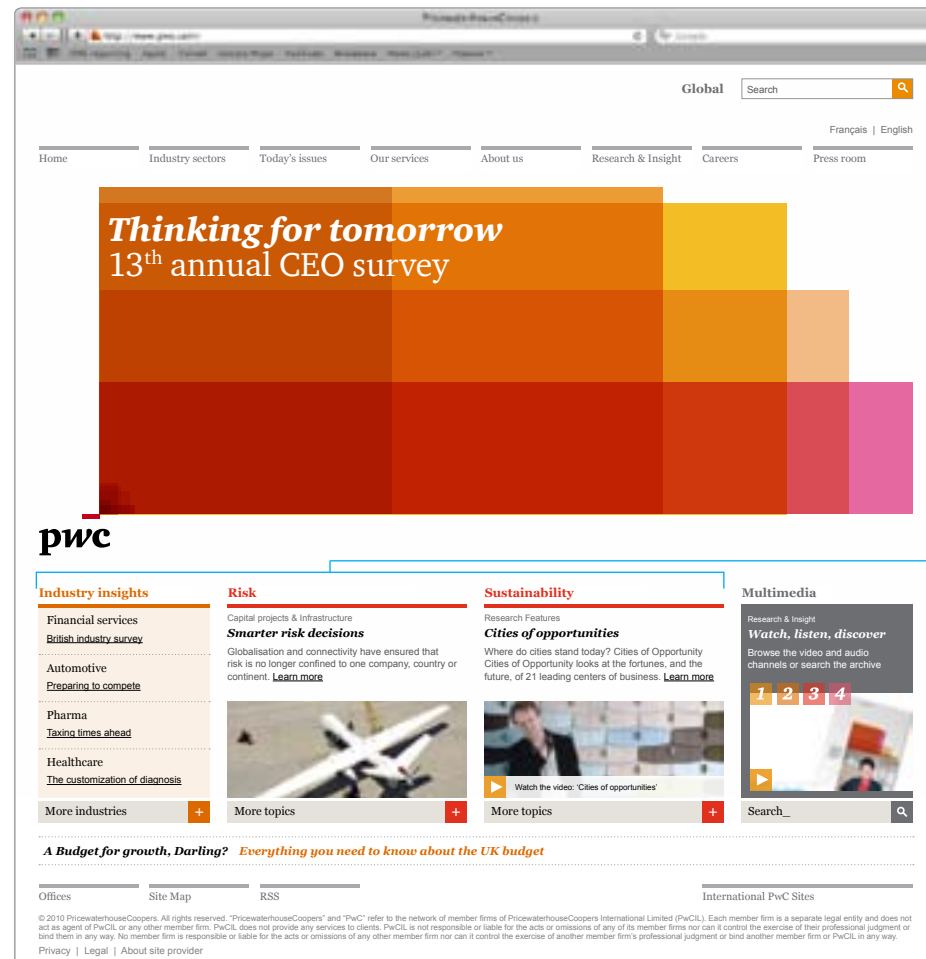
c



Colour - Homepage

On the homepage colour is applied to the title bars (a). Tangerine and Red have been chosen to compliment the colours in the activated logo.

Grey has been used to separate the content in the multimedia and twitter sections (b).



(a)

(b)

Colour values

Consider legibility when placing text over solid colours. Use black or darker coloured type on the lighter tints.

For our on screen colours we have set specific RGB breakdowns. This gives the best representation of our colours on screen. Always use the values provided rather than standard breakdowns as these have been developed to meet with accessibility requirements.

For digital projection, presentation and web, only the colours specified can be used as text backgrounds or coloured text

Only use the tints of these colours shown.

Additional website values:

- Hairline grey: #c7c8ca (black 25%)
- Background grey: #e7e7e8 (black 10%)
- Webpage background (mat colour) #f2f2f2. **Note: This value should not be used in any other area of the site.**

Core solid colour palette for web

<i>Tangerine</i>	<i>Orange</i>	<i>Red</i>	<i>Rose</i>	<i>Burgundy</i>	<i>Maroon</i>	<i>Grey</i>	<i>70% black</i>
Based on Pantone® 144	Based on Pantone® 1595	Based on Pantone® 179	Based on Pantone® 710	Based on Pantone® 1805	Based on Pantone® 1815	Based on Pantone® Warm Gray 6	Based on process black (K)
R: 235 G: 140 B: 0	R: 220 G: 105 B: 0	R: 224 G: 48 B: 30	R: 219 G: 83 B: 106	R: 163 G: 32 B: 32	R: 96 G: 35 B: 32	R: 150 G: 140 B: 109	R: 109 G: 110 B: 113
# eb8c00	# dc6900	# e0301e	# db536a	# a32020	# 602320	# 968c6d	# 6d6e71

Tints

# fae2bf	# f6dabf	# f7cbc7	# f6d4da	# e8c7c7	# d7c8c7	# e5e2db	# c7c8ca
25%	25%	25%	25%	25%	25%	25%	25%
# fdf4e5	# fbf0e5	# fceae9	# fbeef0	# f6e9e9	# efe9e9	# f5f4f0	# e7e7e8
10%	10%	10%	10%	10%	10%	10%	10%

404041

90%

939598

50%

Elements, navigation

a. Search

Simple search function

b. The navigation bar

The navigation bar uses clear typography and coloured bars for roll-over states. It is always visible on the site providing a clear navigation system. The text is Georgia regular, 12pt at 70% black.



Static state



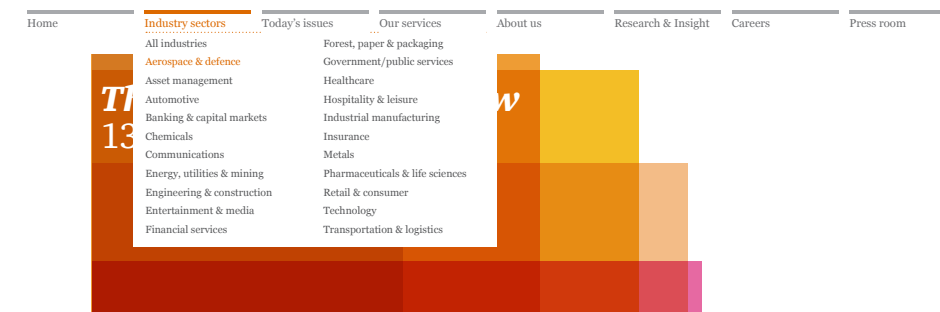
Roll-over state (bright colour)



All roll-over states (showing range of colours)



Drop-down state (white background lines up with navigation grid)



Elements, navigation

The following navigational elements are required on all territory sites:

Header area:

- a. PwC logo**
- b. Territory/site indicator**
- c. Translation links (where applicable)**
- d. Search box (except for sites with less than 100 pages)**
- e. Top navigation bar with a minimum Home tab**

Footer – Level 1:

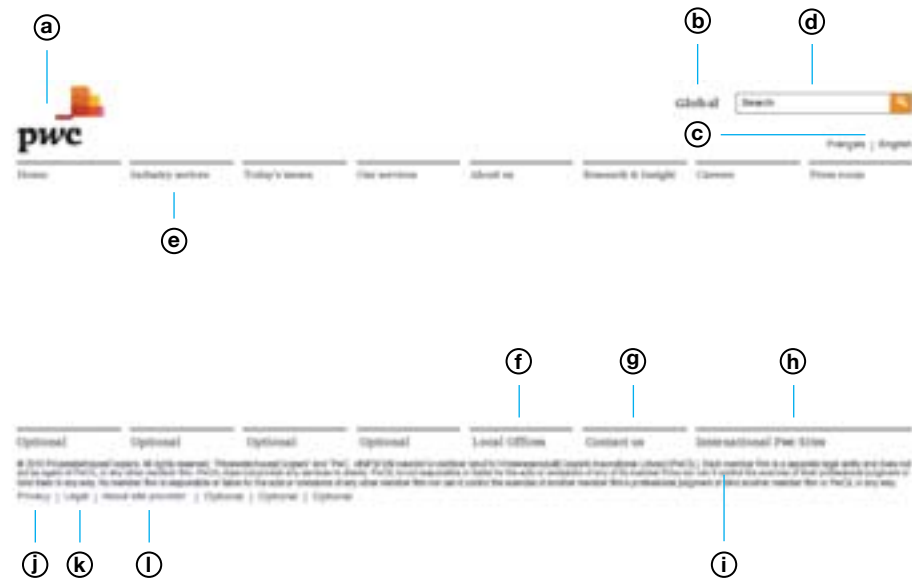
- f. Local Offices**
- g. Contact Us**
- h. Territory selector box (linkage to other territory sites. Takes up two spaces)**
- i. Copyright statement**

Footer – Level 2:

- j. Privacy**
- k. Legal**
- l. Site provider**

The Home tab and Footer Level 1 will display Tangerine in the hover state (Grey in the static state). Refer to slide 16 for all other top navigation bar hover states.

Schematic to the right shows all the elements and their placement.



Elements, Top Navigation Bar

The top navigation bar contains following elements and standards for their use:

Tabs:

- All sites have Home at a minimum
- Territories with more than 200 pages:
 - A minimum of three and maximum of five (including Home)
 - Drop-down menu is optional
- Territories with less than 200 pages:
 - One page sites – just Home tab
 - Small sites– Home tab, plus additional tabs if there is sufficient content to justify them

Dropdowns on tabs:

- Optional – tabs do not need to have a dropdown
- Will display two columns, if there are more than 6 items.
- Maximum number of links recommended is 22
- The last tab must display drop down content in a single column (six items or less)
- Optional – if an additional tab with menu is required, a drop-down is permitted on the 6th tab, it must display in a single column (six items or less). In this instance, only a maximum of two links can follow to the right.

Links: (Links are presented to the right of the tabs)

- Optional
- Up to three allowed
- No dropdown menu

Character length standards for tabs, links and dropdowns:

- Link text must be two words or less in English and wherever possible in other languages
- Maximum of 20 characters for English; up to 30 characters for other languages if necessary

Elements, Top Navigation Bar

The tabs and links have distinct roles and should be used as follows:

Tabs should be used to provide navigation to the core information of the site.

Links should be used to highlight items of strategic importance or to provide easy access a content type. Examples include:

- Microsite like PwC Academy or an alumni site which users frequently look for; or in support of a strategically important marketing campaign
- Careers, especially when Careers has a micro-site with a distinct user experience
- Site-wide collections of multi-media (blogs, videos, podcasts)

The tabs and links should behave in the following way:

Tabs:

- All tab labels should link to an index page before going off to another site
- Do not open in a new window

Links:

- Can link to a page that is not part of the core territory site structure. In this case the microsite (e.g., PwC Academy) must include a visible link that will take the user back to the territory home page
- Do open in a new window, if they go to a site outside of the territory site structure.

Elements, Footer, Level 1

The Footer Level 1 should follow these guidelines:

Territory specific footer options (for larger territories)

- Required - three:
 - Contact Us (**c** below)
 - Local Offices (**b** below)
 - Territory Selector (**d** below)
- Choices -- up to four examples:
 - RSS feed
 - Links to popular sections in territory site
 - Global links: Press Room, Publications or RSS Feeds
 - Careers
- Required Footer Level 1 links should be placed in the defined space (as shown below) for consistency across the sites.

Smaller territories with little territory content should use the standard global footer which will include the following global links in addition to the required links outlined above :

- Global Home
- Publications
- Press room
- RSS feeds

a. Optional – up to four

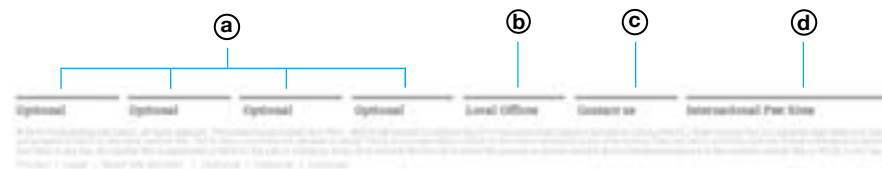
b. Local Offices*

c. Contact Us*

d. Territory Selector*

* Required elements

Schematic to the right shows all the elements and their placement.



Elements, Footer, Level 2

The Footer Level 2 should follow these guidelines:

Required:

- Privacy (**f** below)
- Legal disclaimer (**g** below)
- Site provider (**h** below)

Optional – up to three:

- Accessibility policies (or anything else that is legal or regulatory related)
- Site map

Copyright statement (**e** below) is above the Level 2 footer and is required
Email Webmaster and Territory sites have been eliminated as footer links

e. Copyright Statement*

f. Privacy*

g. Legal*

h. Site provider*

* Required elements

Schematic to the right shows all the elements and their placement.



Elements, Possible navigational

	<i>Top Navigation Bar - Tab</i>	<i>Top Navigation Bar - Link</i>	<i>Footer - Level 1</i>	<i>Footer - Level 2</i>
Home	yes	no	no	no
Services	yes	no	no	no
Industries	yes	no	no	no
Challenges	yes	no	no	no
Publications	yes	no	no	no
Careers	yes	yes	yes	no
About us	yes	yes	yes	no
Press Room (can also be an item under About us)	no	yes	yes	no
Contact us	no	no	yes	no
Territory Selector	no	no	yes	no
Offices Worldwide	no	no	yes	no
Events (if necessary, should be and item under About us)	N/A	N/A	N/A	N/A
Multi-Media (Videos, Podcasts, Blogs)	no	yes	yes	no
RSS Feeds	no	no	yes	no
Site Map	no	no	no	yes
Privacy	no	no	no	yes
Legal	no	no	no	yes
About Site Provider	no	no	no	yes
Accessibility Policy	no	no	no	yes
Copyright - placed between Footer Level 1 and 2	N/A	N/A	N/A	N/A

Elements, side column navigation

1. Visited state

The arrow and red dotted underline indicates the users current selection. Once a nav item has been 'visited' the text goes darker. The text is in Georgia regular 12pt.

2. Roll-over state

When the mouse goes over a menu item it turns red.

3. Drop-down

When a menu item is clicked the arrow moves. The drop-down menu has two levels. The first level is tabbed in. The second level is tabbed in and italicised to provide an obvious hierarchy.

4. Roll-over on drop-down levels

Notice that the arrow moves each time a menu item is clicked.

This visual has been created for the red colour scheme. Other scheme colours can be applied.

①

IFRS reporting home	▶
News	
IFRS blog	
Diary	
Publications	
Comment letters	
Status of standards & interpretations	
Tools	
Topic summaries	
IFRS for SMEs	

②

IFRS reporting home	▶
News	
IFRS blog	
Diary	
Publications	▶
Comment letters	
Status of standards & interpretations	
Tools	
Topic summaries	
IFRS for SMEs	

③

IFRS reporting home	
News	
IFRS blog	
Diary	
Publications	▶
Drop-down level 1	
Drop-down level 2	
Comment letters	
Status of standards & Interpretations	
Tools	
Topic summaries	
IFRS for SMEs	

④

IFRS reporting home	
News	
IFRS blog	
Diary	
Publications	
Drop-down level 1	
Drop-down level 2	▶
Comment letters	
Status of standards & interpretations	
Tools	
Topic summaries	
IFRS for SMEs	

Elements, Left Hand Side (LHS) column

a. LHS column

Used for the main industry links. Background colour is a 10% tint of the bar above it. The text is in Georgia regular 12pt 100% black, hyperlinks in arial 11pt underline 100% black, separated by dotted keylines

b. Accordion button

Clicking on this button or the 'More industries' title opens the accordion (see expanded state).

c. Scroll bar

Click to scroll up or down or grab the scroll bar to scroll up or down.

d. Expanded accordion state

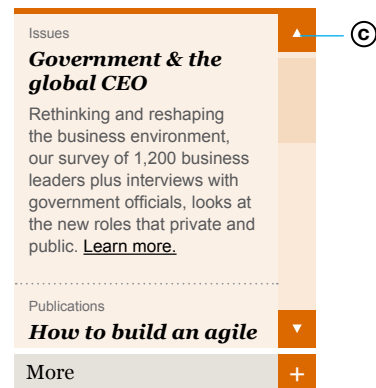
This panel smoothly slides up, revealing a list of links relevant to the section

Note: The accordion button functionality will not be available for the September 20th release date, but will be included in a future template update.

Industry insights



In Brief

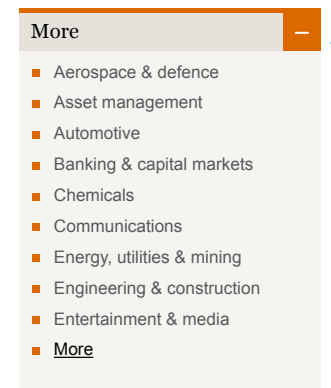


Static state

Industry insights



In Brief



Expanded state

Elements, main content column

a. Main content column

Main content column contains text, links and images for main content areas

b. Accordion button

Clicking on this button or the 'More topics' title opens the accordion (see expanded state)

c. Expanded accordion state

This panel smoothly slides up, revealing a list of links relevant to the section

Note: The accordion button functionality will not be available for the September 20th release date, but will be included in a future template update.

Risk

Capital projects & Infrastructure

Smarter risk decisions

Globalisation and connectivity have ensured that risk is no longer confined to one company, country or continent. [Learn more](#)



More topics



Governance

Global Press Room

Rethink:

Shifting from crisis mode to a growth agenda. The 13th Annual Global CEO Survey looks at how business leaders have responded to recession. [Learn more](#)



More topics



Static state

Risk

More topics



- Convergence
- Smarter Risk Decisions
- Stake a claim to reporting excellence
- Going West:
- Restructuring in a downturn
- Fill the communication gap
- [More](#)

Governance

More topics



- Convergence
- Smarter Risk Decisions
- Stake a claim to reporting excellence
- Going West:
- Restructuring in a downturn
- Fill the communication gap
- [More](#)

Expanded state

Elements, Media column

a. Media column, Multimedia panel

This panel contains videos and audio links. Videos regularly transition but clicking on a number changes the transition. Videos slide in from left to right

b. Search bar

Search the latest video and audio

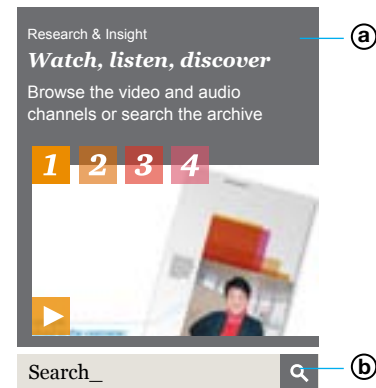
c. Live tweets

Live tweets from content owners on twitter

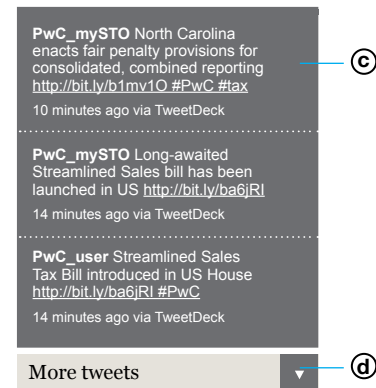
d. Scroller

Clicking the arrow scrolls to the next group of twitter feeds.

Multimedia

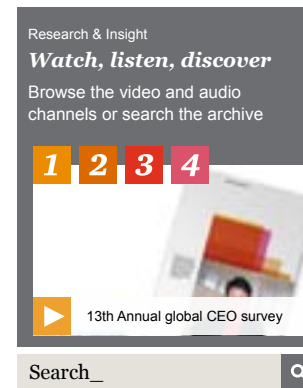


Live tweets

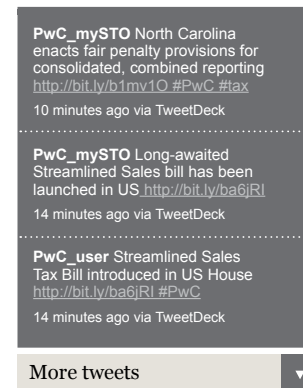


Static state

Multimedia

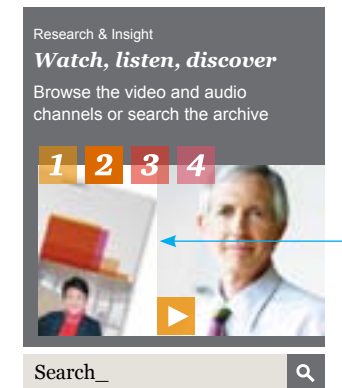


Live tweets

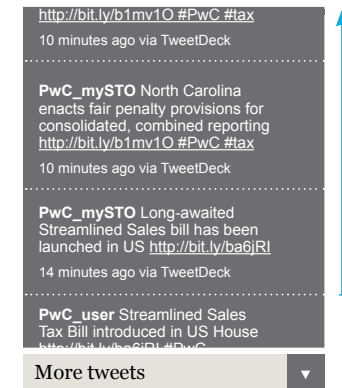


Roll-over state

Multimedia



Live tweets

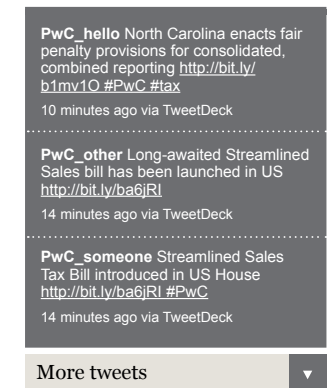


Mid transition

Multimedia



Live tweets



Completed transition

Elements, Video pop up

a. Video pop-up

This pop-up and the homepage will fade to a tint of white so that there is no distraction from the video content.

b. Escape

Clicks the cross at the top and the pop up disappears. Click anywhere outside the video box and it will disappear and return home.

c. White tint

A white transparent panels slides out from the left hand corner of the frame to hold text.

d. Title

The video title is set in Georgia Bold Italic.

e. Caption text

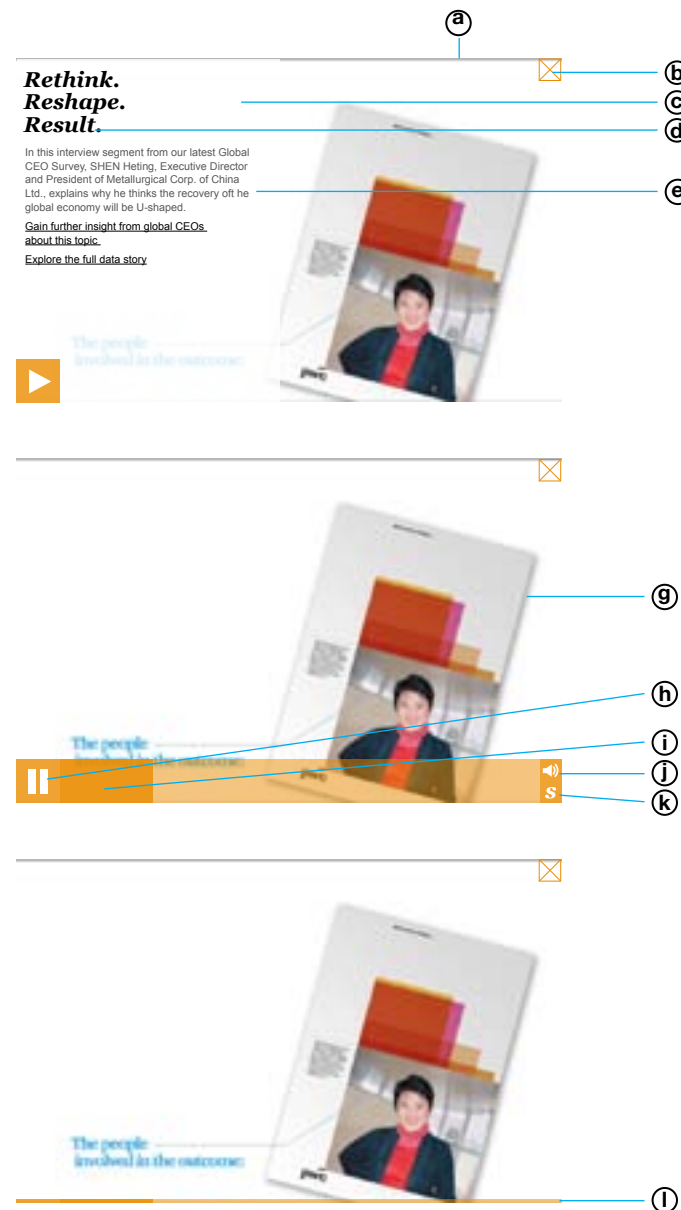
Detailed caption text with hyperlinks.

f. Play button

The play button starts the video.

g. Video

This is the video, currently paused.



h. Pause button

Once the video is running the pause button replaces the play button.

i. Progress bar

Jump to any point in the video by clicking a place in the progress bar.

j. Sound

Roll-over shows slider for volume control.

k. Share, or Full screen mode

Clicking this icon lets you share the video, or this could be a full screen icon instead.

l. Progress bar, secondary state

Elements, Radio pop up

a. Audio pop-up

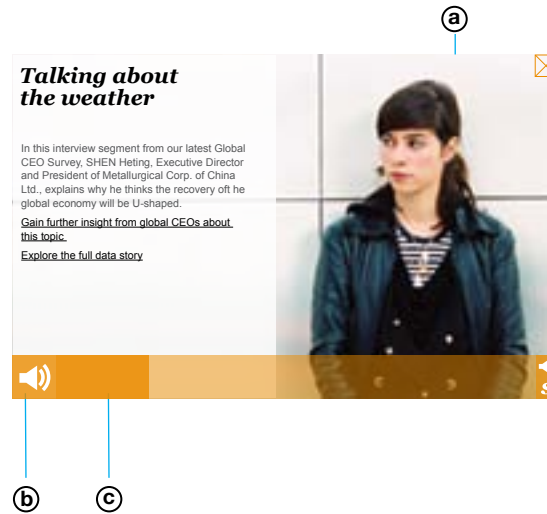
When you click on a audio link this pop-up will appear. The homepage will fade to a tint of white so that there is no distraction from the audio content.

b. Audio playing icon

The sound waves in this icon animate to show that audio is playing. To turn off the radio you can just click this button.

c. Progress bar

The progress bar indicates where you are in the audio story.



Elements, Web-tile

Webtiles come only in the following colours:

- Red (# e0301e)
- Burgundy (# a32020)
- Maroon (# 602320)
- 70% black (# 6d6e71)
- All text is white (#ffffff)

a. section detail:

10 pt, Arial

b. Heading:

14pt, Georgia, bold, italics.

c. Description:

11pt size 14pt leading, Arial 100% white underline. This is the text that is linked.

Web-tiles are 192 px wide and height is variable depending on the content.

The use of images as backgrounds in web-tiles is not permitted.



Elements, Animation

a. Activated logo

When the website opens the logo activates and the panels fill the animation region.

b. Video within animation

Video can play within the animation as shown.

c. Dynamic information panels

Panels of titles, information and links to video and sound slide in.

d. Audio pop up

When a user clicks on an audio link within the dynamic information panels an audio pop-up will appear and the other panels fade out.

Please note, the animation will be developed as content structures are refined.

a



b



c



d



Elements, icons

a. Document (pdf) icon

b. Audio icon

c. Video play icon

There is also a pause button and skip to last button in this range

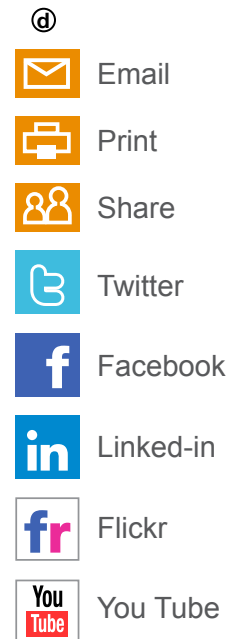
d. Share icons

e. Expand accordion icon

f. Minimise accordion icon

g. Search

h. Directional scrollers



Appendix

Changes/additions from v3:

- Page 7: the Landing page has been removed from the guidelines and the current Hub page has been renamed “The landing page”
- Page 13: has been added to include the logo dimensions and protected space for online and web.
- Page 16: has been removed
- Page 17: additional grey values for hairline, background and mat background
- Page 20: option for a drop-down menu on the 6th tab
- Page 26 and 27: accordion button functionality update
- Page 33: has been removed and will be updated in the functional guidelines