e-Edition Header Design

A guide
to designing
great artwork for your
e-Edition header.

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What is a header and where do I start in designing one?

The header is the area above the e-Editon that houses the navigational tools users need to read and use your publication. The first thing to consider when designing a header is that you'll want something unique and truly representative of your publication. You'll want it to be easy to view, and use, but not be so overwhelming or unorganized that the user isn't sure where to look first. By following the simple steps in this guide, your custom header will be quick and easy to create, providing your readers an enjoyable e-Edition experience and allowing them to get the most from your digital publication.

Before you begin, take a look at the examples provided below and on the following page. These clients have truly done an exceptional job in creating headers that compliment the current branding of their hard copy publication, as well as their geographic location. While we hope you find these designs inspiring, and helpful in creating your own design, please keep in mind that these designs are not for copy, remain property of the respective publications, and have been provided only for example purposes.

Design Basics - What's First?
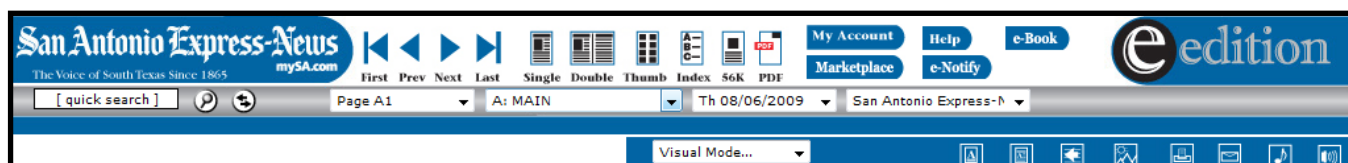
When we discuss the header, we refer to it in 2 parts. The Upper Area is the largest part of the header, and will display the majority of the navigation icons and drop down menus. The Lower Area controls features that relate to a selected article or image that is displaying in the righthand side of the E-Edition, such as emailing or printing. While both parts of the header will be displayed at all times, users will start in this part of the header when they enter the site.

The example below shows the San Antonio Header in its entirety prior to the addition of any icons. Just a simple background with the logo on the left, and "floated" graphic on the right.
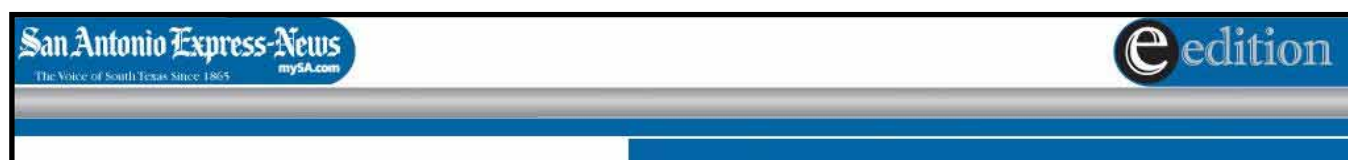

After you've created your blank header with only your logo, you'll want to save it as a .jpeg, or .gif, and also as an unflattened file, such as a .png. You'll need to include these in the file you send to us.

What's Next? The Upper Area

First, you'll need to layout the upper header as an area 1024 pixels wide, and 90 pixels high, at a resolution of 72 dpi. These dimensions are optimal. Keep in mind that the leftmost 760 pixels are the only part of the header guaranteed to be visible to viewers with 800 px resolution monitors, so you will want to keep the navigational tools in that area. The space to the right of the 760px mark is available for non-critical images, such as taglines, extra logos/images, etc. Please consider how these extra images will appear on various monitor resolutions/widths. For example, only part of a 600px wide tagline image will appear when your header is viewed on a common 1024px wide monitor. We recommend keeping such extra images to 220px or less if you do not want the image to ever be partially displayed. We can configure a non-critical image to display just to the right of your functional buttons, or it can be "floated" to always display at the far right edge of the window, regardless of window/monitor size.

While both parts of the header will be displayed at all times, users will start in this part of the header when they enter the site. Below, we've shown *just* the upper area before the addition of any icons.
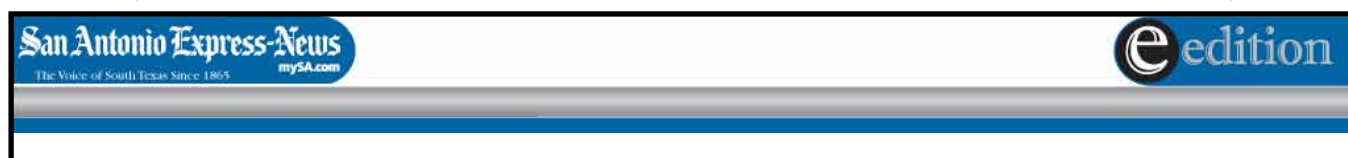
Now it's time to add the icons. These are the buttons your readers will use to navigate the publication.Take a look at the graphic below. You'll see examples of some typically used icons; some that are graphic only, some that are text only, and some that are a combination of graphic button with text label.


Now that you're familiar with the basic example icons, it's time to use these examples to create unique icons representative of your publication. Remember: each icon can be text only, graphic only, or a combination of both. Here is the list of icons we'll need you to create for the upper area of your header:

1. First	6. Account	11. Index	16. Archive
2. Next	7. E-notify	12. 56K	17. Marketplace
3. Prev	8. Single	13. Advanced Search	18. E-Book
4. Last	9. Double	14. Search Results	
5. Help	10. Thumbnail	15. PDF/Download	

**Keep in mind that the upper area *must* contain *just* the buttons listed above. We can rearrange these buttons within this area, but they must remain in this portion of the header. Now that you've designed your icons, remember to save them as .gifs or .jpegs, and also as an unflattened file, such as a .png. You'll need to include these as individual files in the submission to us.

We've added our icons to the upper area and left enough space for some dropdown boxes. Tecnavia will add these dropdown boxes for page number, date, section name and (optionally) edition name. Please refer to the samples on page 2 for size estimates. Additional dropdown boxes may be included in your design for links to external sites if you prefer (see Milwaukee Journal Sentinel example.) The upper area of our header now looks like this:
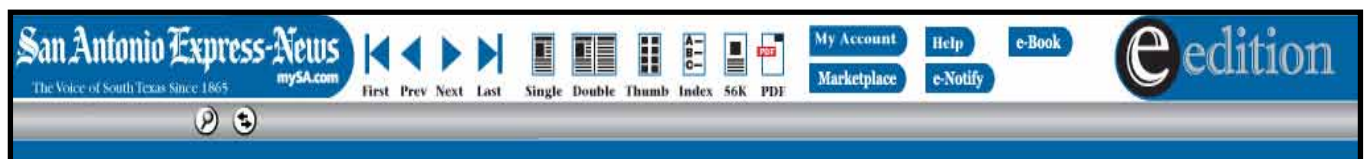
That's it! The upper area of your header is complete. In the next step, we'll design the lower area of your header.

The Lower Area is the portion of the header the reader will use to email, print, increase or decrease text size, change their viewing mode or recall a page after the search function is used. Below, you'll see the lower area of the example header before we've added any icons. The background area must be a solid color. Please provide us with the hexadecimal color number. We recommend that this background color not be white; a non-white background color makes your buttons more visible. A typical size for each of these buttons is 54px high with a width of 54px or less (including a small amount of padding or empty space around the image.) Ensure the width of the Text and Graphic buttons is equal so that they can toggle without moving the buttons around them. The total width of all buttons combined (remember that only 1 of the Text and Graphic buttons will display at a time) should be 360px or less. Notice in the completed samples on page 2 that Tecnavia will need to add some dropdown boxes to this area to the left of your buttons. The height of these buttons is somewhat flexible although they all should be the same height.

Below, are some examples of icons typically used for the lower area of the header.

Use these examples to create unique icons representative of your publication.
Here is a list of the icons we'll need in the lower area of your header:

1. Recall
2. Email
3. Print
4. Increase Text
5. Derease Text

6. Text Toggle
7. Graphic Toggle (Text OR Graphic will display, not both)
8. MP3
9. Audio

**Keep in mind that the lower area *must* contain *just* the buttons you see here. We can rearrange these buttons within this area, but they must remain in this portion of the header.
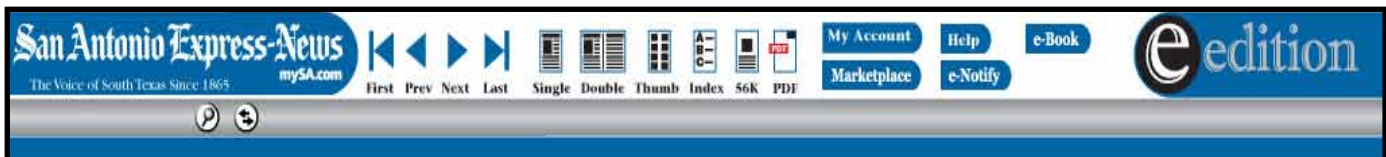 After adding the icons, the lower area of our header looks like this:

That's it! The lower area of your header is complete! Next, we'll combine both areas to complete your header design.
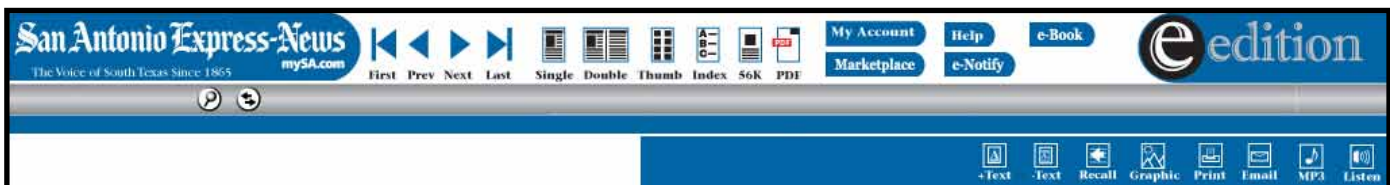
To review: in the previous steps, we've designed a blank header with upper and lower areas.
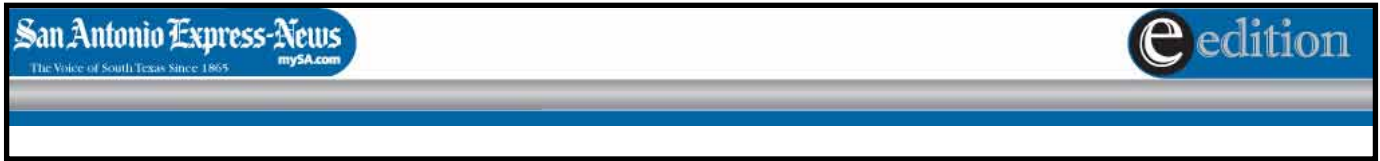
Next, we added icons to each respective area.

Finally, we'll simply combine both areas to complete our header.

That's it! Your header is finished! Be sure to complete the Header Checklist on the following page to ensure your header is complete, and the files you're sending are exactly what we're looking for!

Header Checklist

Use this checklist to proof your header:

☐ The upper header is 1024 wide by no more than 90 pixels tall, at a resolution of 72dpi.

☐ Only the left-most 760 pixels of the upper header have anything functional in them.

☐ All graphics have been saved at 72px resolution as .gif, or .jpg, *AND* unflattened file, such as a .png.

☐ The upper area of the header contains the following icons:

1. First	6. Account	11. Index	16. Archive
2. Next	7. E-notify	12. 56K	17. Marketplace
3. Prev	8. Single	13. Advanced Search	18. E-Book
4. Last	9. Double	14. Search Results	
5. Help	10. Thumbnail	15. PDF/Download	

☐ The lower area of the header is roughly 54px high, less than 360px wide, and contains the following icons:
1. Recall
2. Email
3. Print
4. Increase Text
5. Decrease Text
6. Text Toggle
7. Graphic Toggle (text and graphic will display exclusively of one another)
8. MP3
9. Audio

☐ The files you are preparing to send us include the following:
(as .jpeg, or .gif, *and* unflattened format, such as .png)

1. Newspaper Logo
2. NIE Logo (if applicable)
3. A background image (blank header - upper area only with logo- see page 3)
4. Icon images (see page 4)
5. An image of the final product with all elements (buttons, logos, dropdowns,etc) arranged in their desired locations.

That's it! If you've completed the checklist, you're finished! Send the files as soon as they're ready so that we can get started! If you're still having trouble, feel free to call customer support at 877.832.6284, we're happy to help!