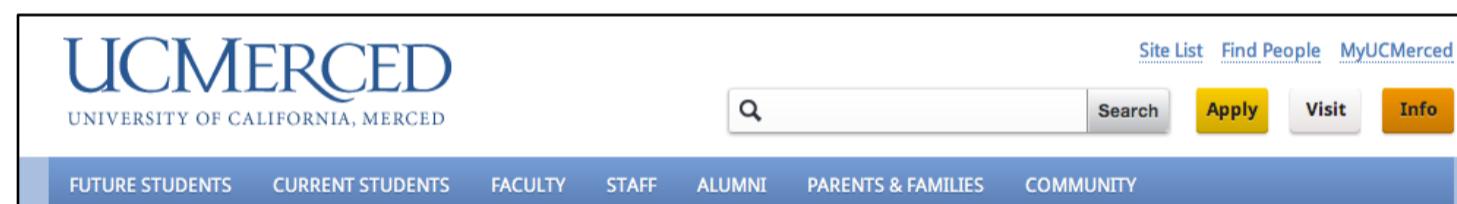
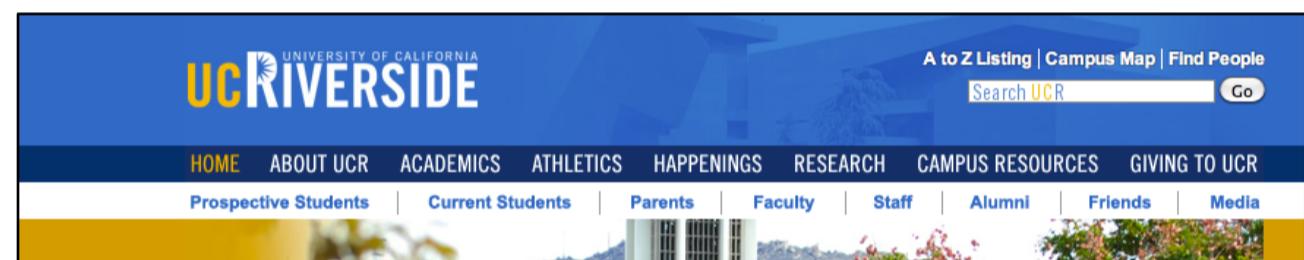
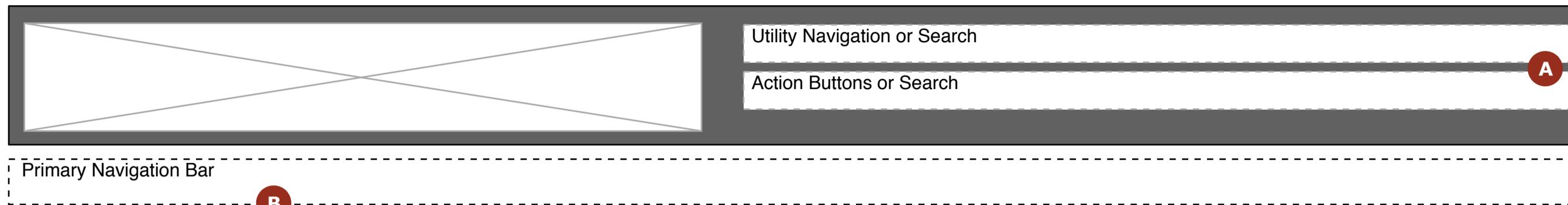


UC Homepage Masthead Patterns

Type #1: Left Logo & Right 2-Tier Nav

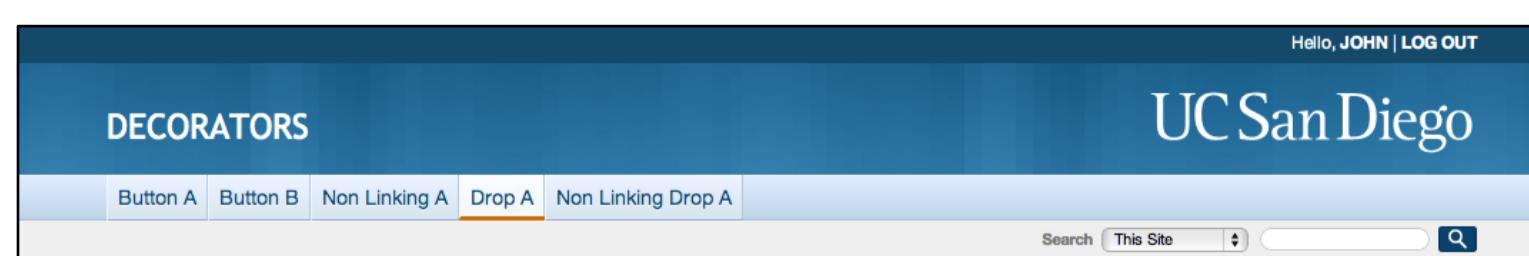
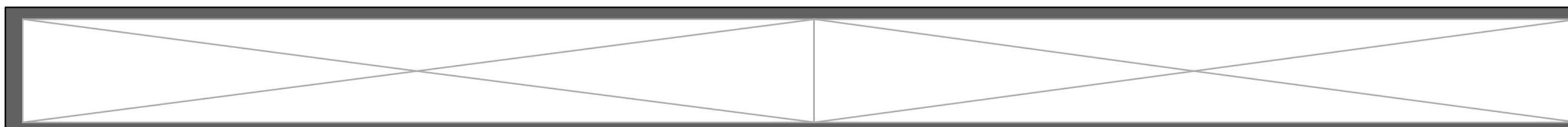
1. Masthead: Left Logo + Stacked Right Utility/ Search, 2. Primary Nav Bar



Type #2: Full Banner

1. Top Navbar, 2. Masthead: Full Banner Branding (Variation Main Brand/ Sub)

Search + Buttons/Utility Nav



D Variation: SubBrand, Main Brand

NOTES

masthead patterns page 1 of 6

Type #1: Left Logo & Right 2-Tier Nav

A 2-Tier Stack with Left Logo is the most common pattern with UC Mastheads.

B The Primary Navigation Bar is most commonly used with this masthead and sits outside the masthead.

Generally, utility navigation, search, quick-links and call-to-action buttons are the types of navigation present in the 2-tier stack. These are all considered suitable for the <nav> entity.

Type #2: Full Banner Masthead

C Full Banner Masthead allows for multi-logo placement and useful for when the UC Seal is placed along with another image.

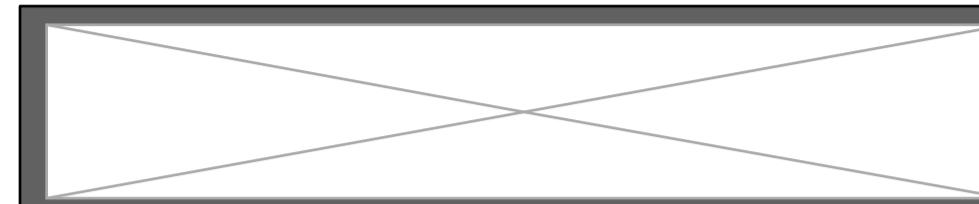
D Another case is when a Main Brand/ Sub Brand relationship needs to be established.

Navigation bars are used with this masthead stacked above or below the Masthead.

Type #3 Left Logo & Right Nav:

1. Top Utility Nav
2. Masthead: Left Logo + Right Search, 3. Primary Nav Bar (variation Nav List)

Utility Navigation or Buttons



Primary Navigation Bar

-or- Primary Nav List

Type #4 All-in-one Bar:

1. Masthead: Left Logo w Primary Nav + Stacked Right Utility w Search

NOTES

masthead patterns page 2 of 6

Type #3 Left Logo & Right Nav:

This simplified masthead is useful when utility and primary nav bars have many items and need to take the full width of the page.

- D This Masthead can be stacked with nav bars on both top and bottom and a Nav list if items need more space.

A variant of this can add a simple utility nav to search see below example:

Type #4 All-in-one Bar:

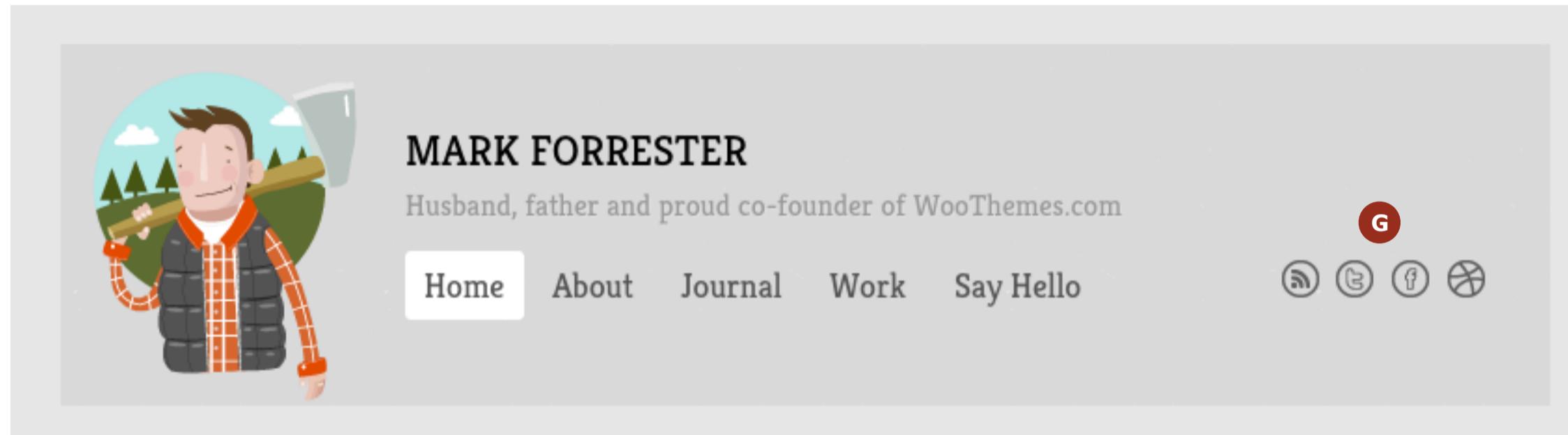
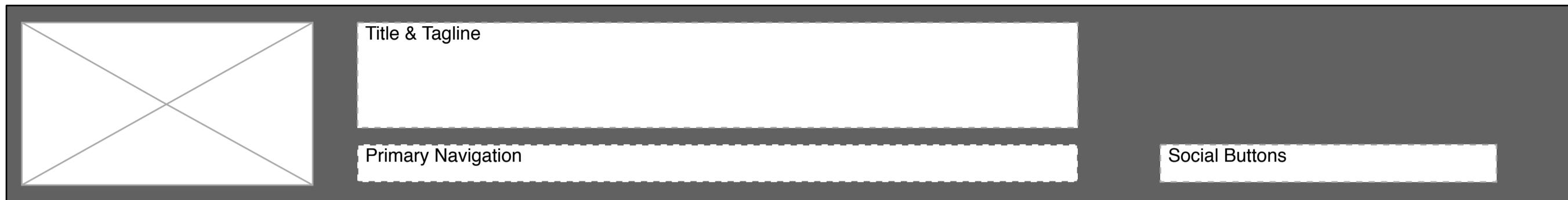
F This is the most compressed Masthead, but can feel busy if too many items are used. Best for sites with shallow information.

All major navigation are encapsulated in the masthead. Generally, the primary (itself) navigation is not visualized with a "bar" to keep the visual noise down. The entire Masthead reads as one bar.

General Website Masthead Patterns

Personal Blog Banner:

1. Masthead: Left Logo, Title & Tagline, Primary Navigation and Social Buttons



News Outlet Masthead:

1. Top Utility Nav, 2. Masthead: Big Full Banner (room for ads), 3. Primary Bar, 4. Extra utility (variations in levels for filters)

Top Utility (categories & Search)



NOTES

masthead patterns page 3 of 6

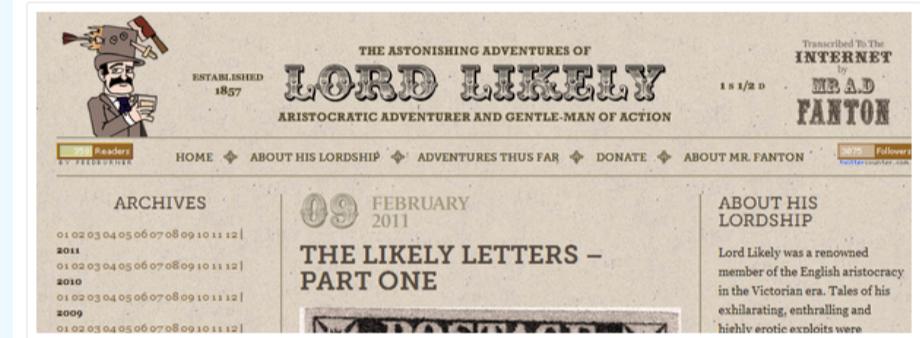
Personal Blog Banner:

This banner is similar to the last type but expanded in height to allow for more white-space and visual branding elements.

- G For a personal blog social icons might replace search elements.

A common variant of this is centered formatting see below example:

lordlikely.com



News Outlet Masthead:

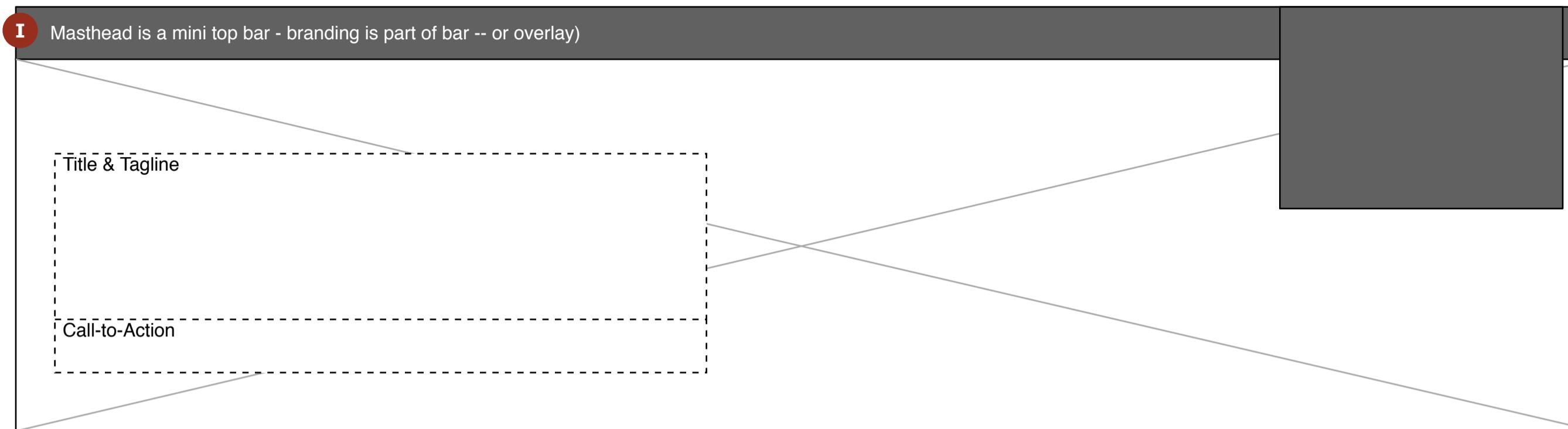
This is the site with the most heavy/complex navigation stack.

- H A full banner is needed to stand up to complex nav and ads which compete for visual attention. Site Title/Logo is 75% of Banner; Last 25% may go to ad space or tools.

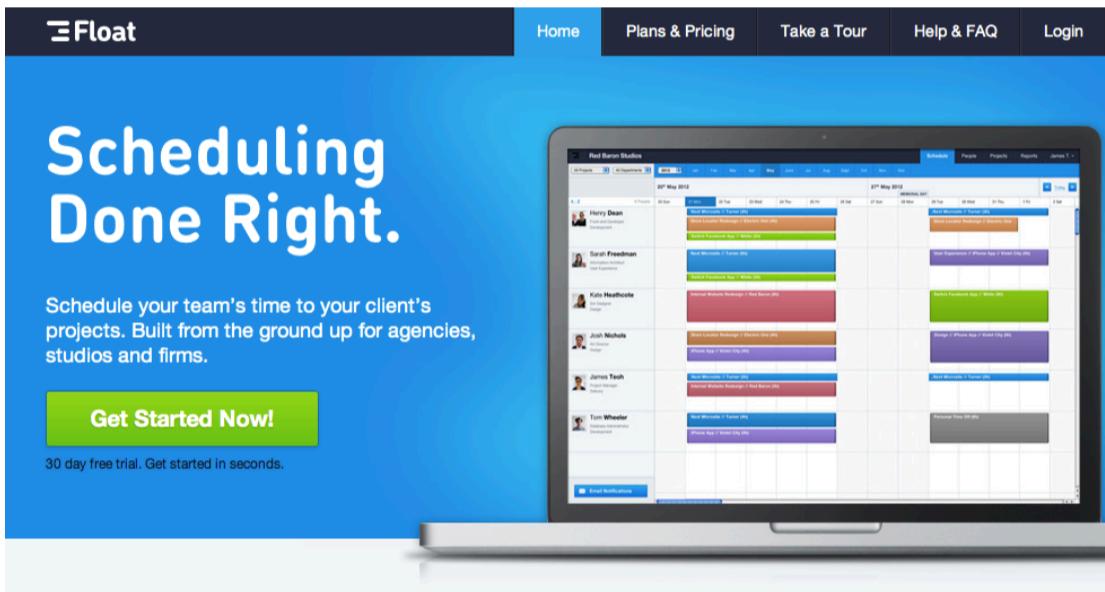
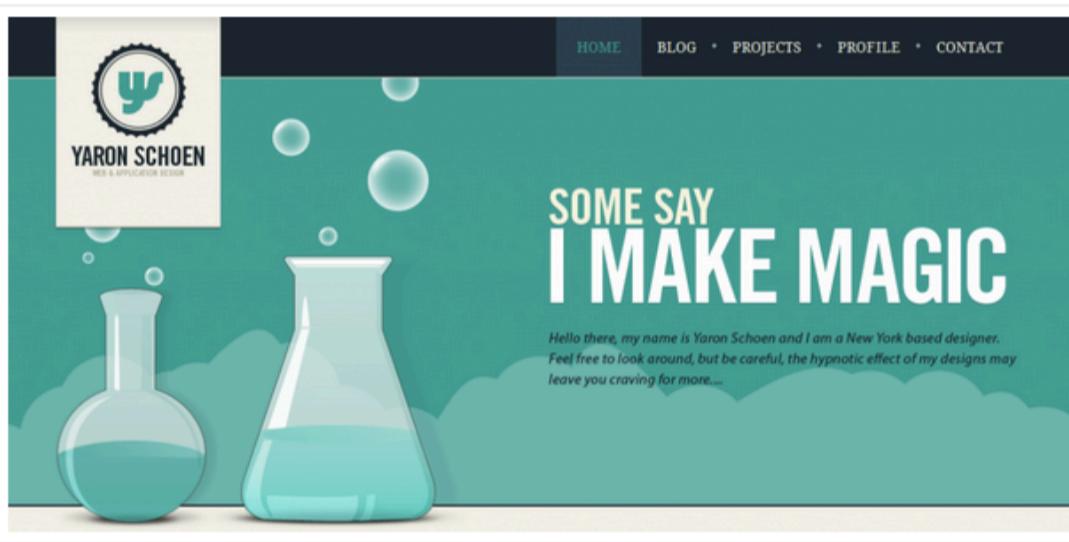
The Primary Nav is generally displayed as a bar to visually stand out. Logo Left and Search Right are common.

Mini Bar Masthead + Billboard:

1. Top Primary Navigation
2. Masthead (logo + tagline) as bar or overlay
3. Large Hero image as seamless background with Text/Call-to-Action overlays

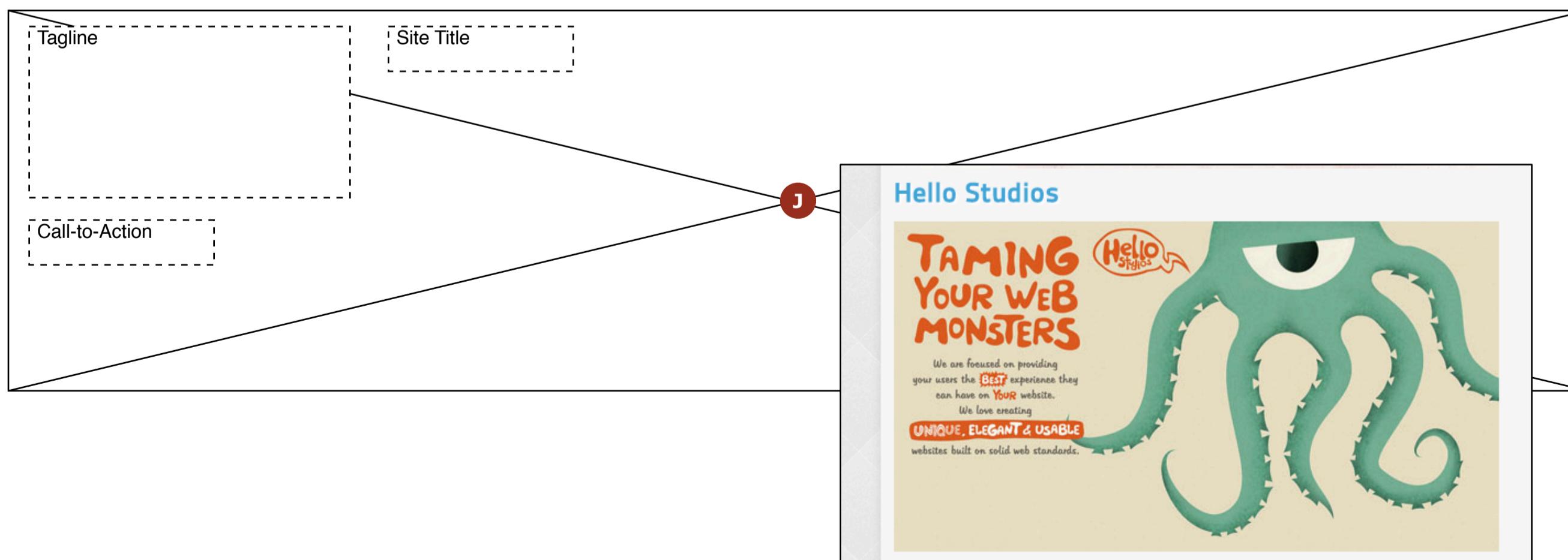


yaronschoen.com



Pictorial (aka 0 Masthead):

1. 0 Masthead; Large Seamless Background image with freeform embedded text and Call-to-Actions



J As there is 0 information hierarchy (just narrative device) semantically, the latter would be more accurate.

NOTES

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Mini Bar Masthead + Billboard:

- I** The Masthead is minimal bar with primary navigation.

The main focal point of this type is to foreground the billboard.

Marketing/brochure type websites have shallow nav and rely on Call-to-Action buttons and narratives over navigation.

Pictorial (aka 0 Masthead):

This is either:

0 Masthead (as there is no real information hierarchy)

-or-

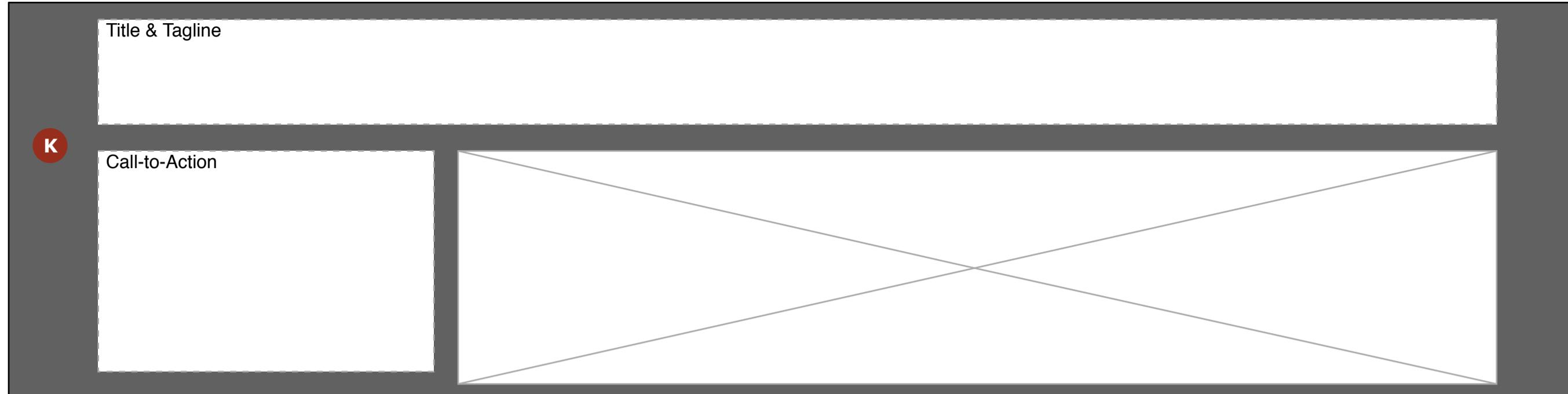
Only Masthead.

The Pictorial has little content -- it is a brochure page.

One could encapsulate everything in `<header class=masthead></header>` or `<div class=billboard></div>`

Big Headline Masthead:

1. Large Masthead: Title & Tagline, Call-to-Action, Big Graphic
2. Primary Navigation (variation centered)



Primary Navigation

Sustainable Operations Summit

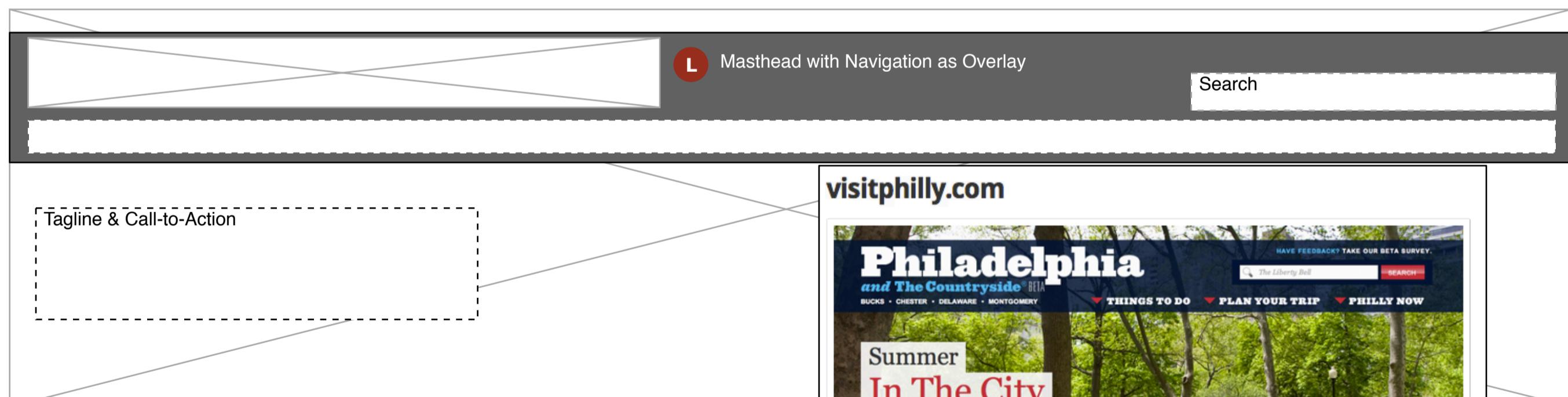


BarCamp



Overlay Masthead + Billboard:

1. Large billboard in Background, 2. Masthead as Overlay



visitphilly.com



NOTES

masthead patterns page 5 of 6

Big Headline Masthead:

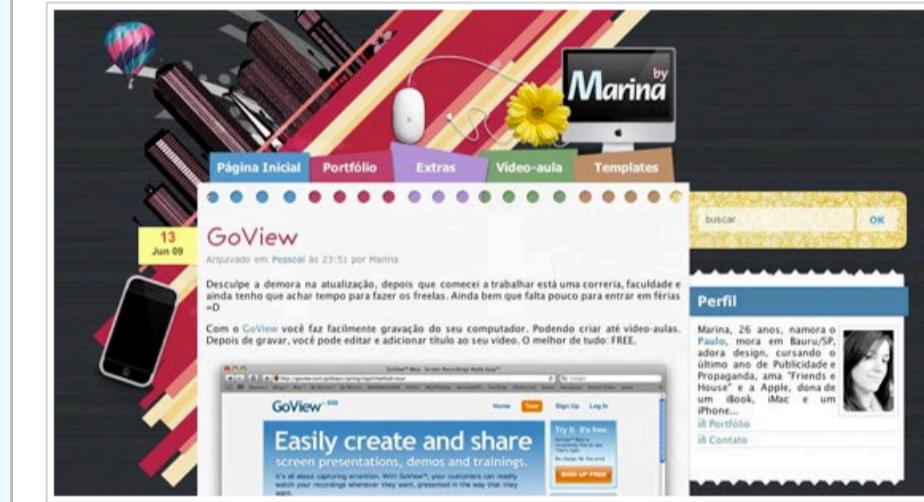
- K** The Masthead is visually dominant. (often used for events with Title, Date, Logo being the Primary Information)

The navigation is generally minimal with one primary nav bar below the large Masthead.

The Masthead may encapsulate a background image. Unlike the Pictorial, there is an information hierarchy (although shallow) -- thus masthead is semantically accurate.

A variant of this is to use tabbed navigation for the primary nav. see below example:

12. By Marina



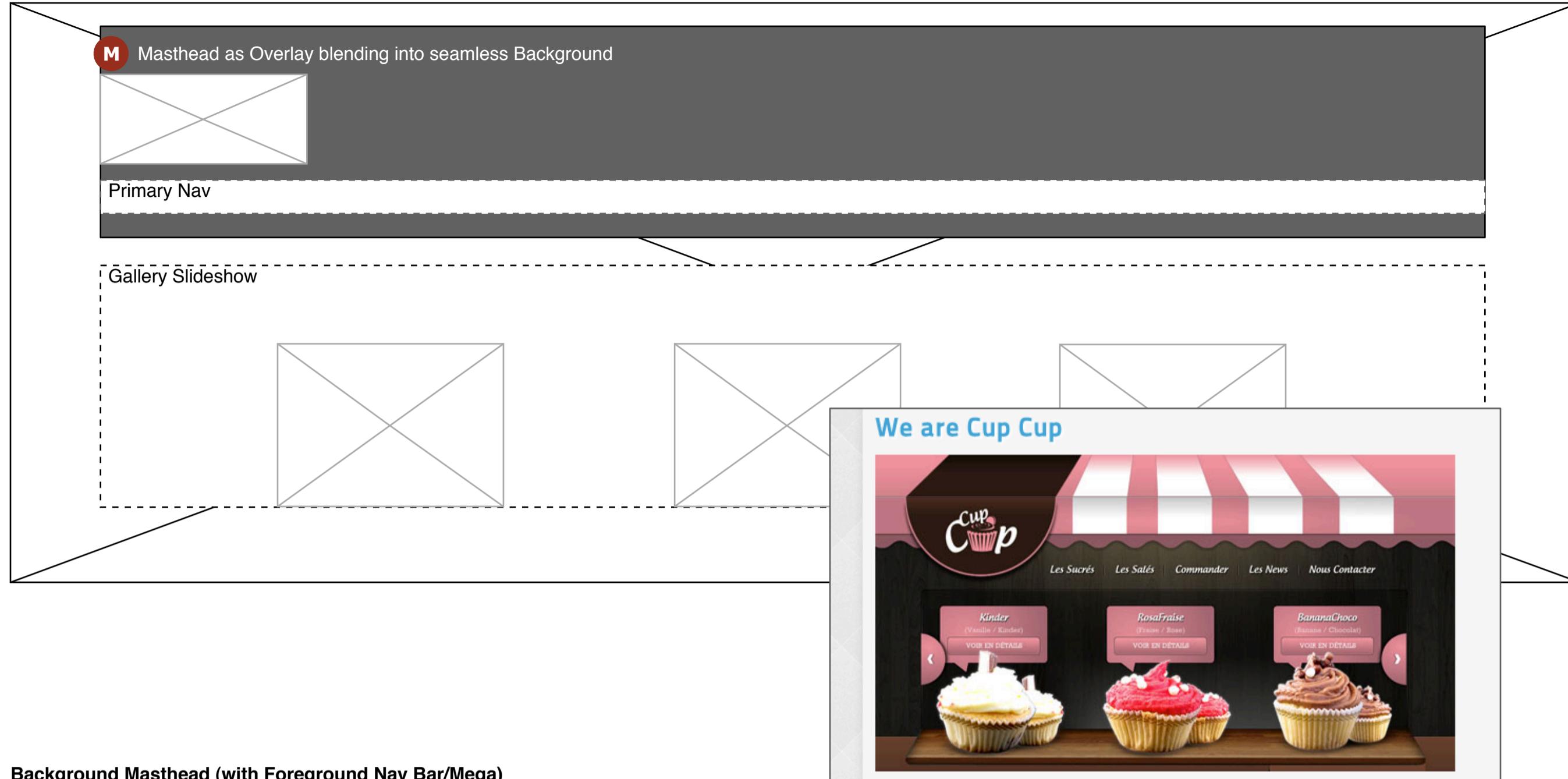
Overlay Masthead + Billboard:

The billboard is dominant, however, the Masthead is prominent and there is information hierarchy and both primary and secondary navigation.

- L** The nav is encapsulated in a banner style masthead that is an overlay.

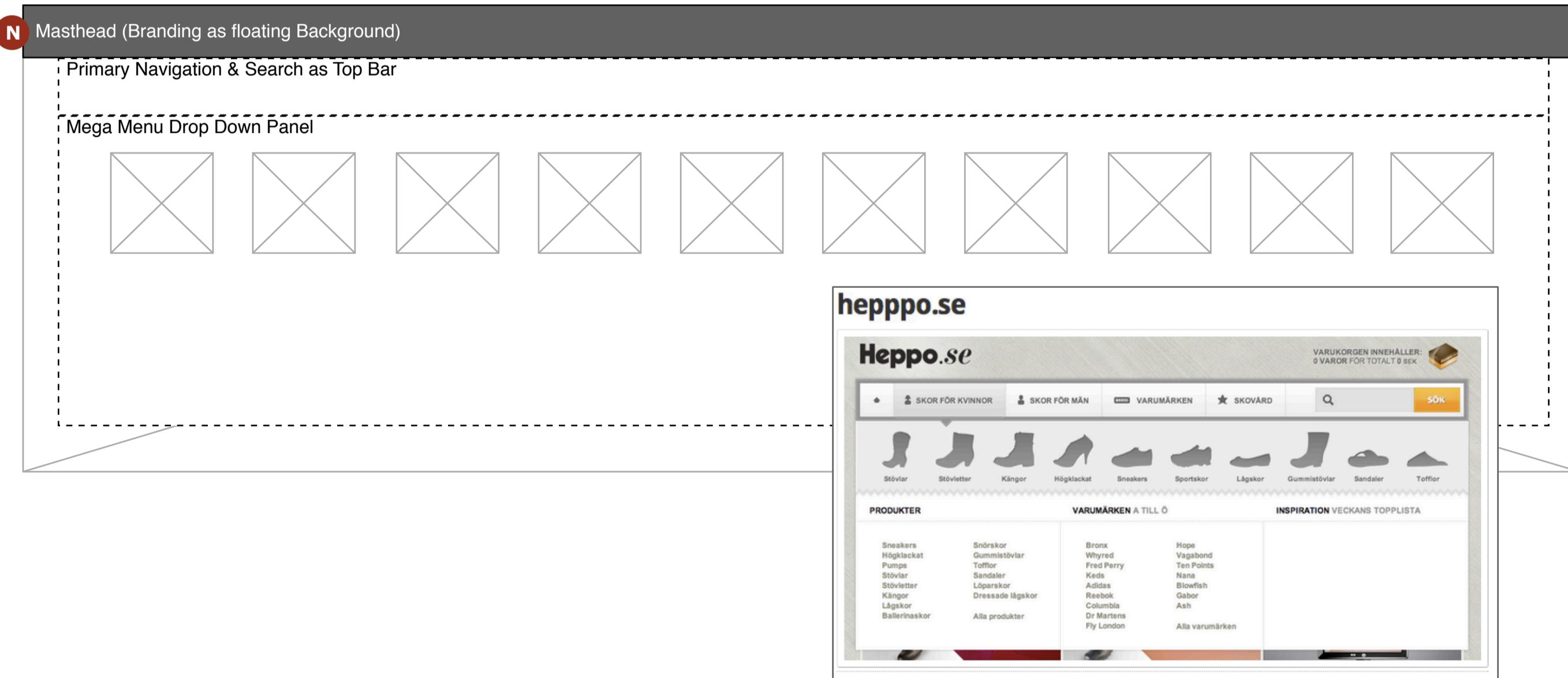
Wrapping Masthead (with Gallery Slideshow)

1. Large Hero image as Full Background
2. Masthead as Overlay
3. Slideshow Navigation (JS)



Background Masthead (with Foreground Nav Bar/Mega)

1. Background Branding (minimal masthead)
2. Top Bar
3. Mega Menu



NOTES

masthead patterns page 6 of 6

Wrapping Masthead:

- M The Masthead/primary navigation are secondary in visual weight to a marketing device. They serve as a frame (w background image) to wrap a gallery. The technique uses background image with an overlay masthead.

The main focal point of this type is to foreground the product gallery. Often the gallery uses a player to allow users to navigate through product items.

* Structurally similar to the Overlay + Billboard

Background Masthead:

- N The Masthead is minimal in visual weight to a dominant category mega menu navigation.

Navigation of known categories is the focal point.

* Structurally similar to the Mini Bar/Masthead + Billboard