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INTRODUCTION

WHAT IS THE GLOBAL CONTENT REPOSITORY?

The Global Content Repository (GCR) is a Lotus Notes database that stores all of the content for ey.com, enables creation of new content, and posts it to ey.com.

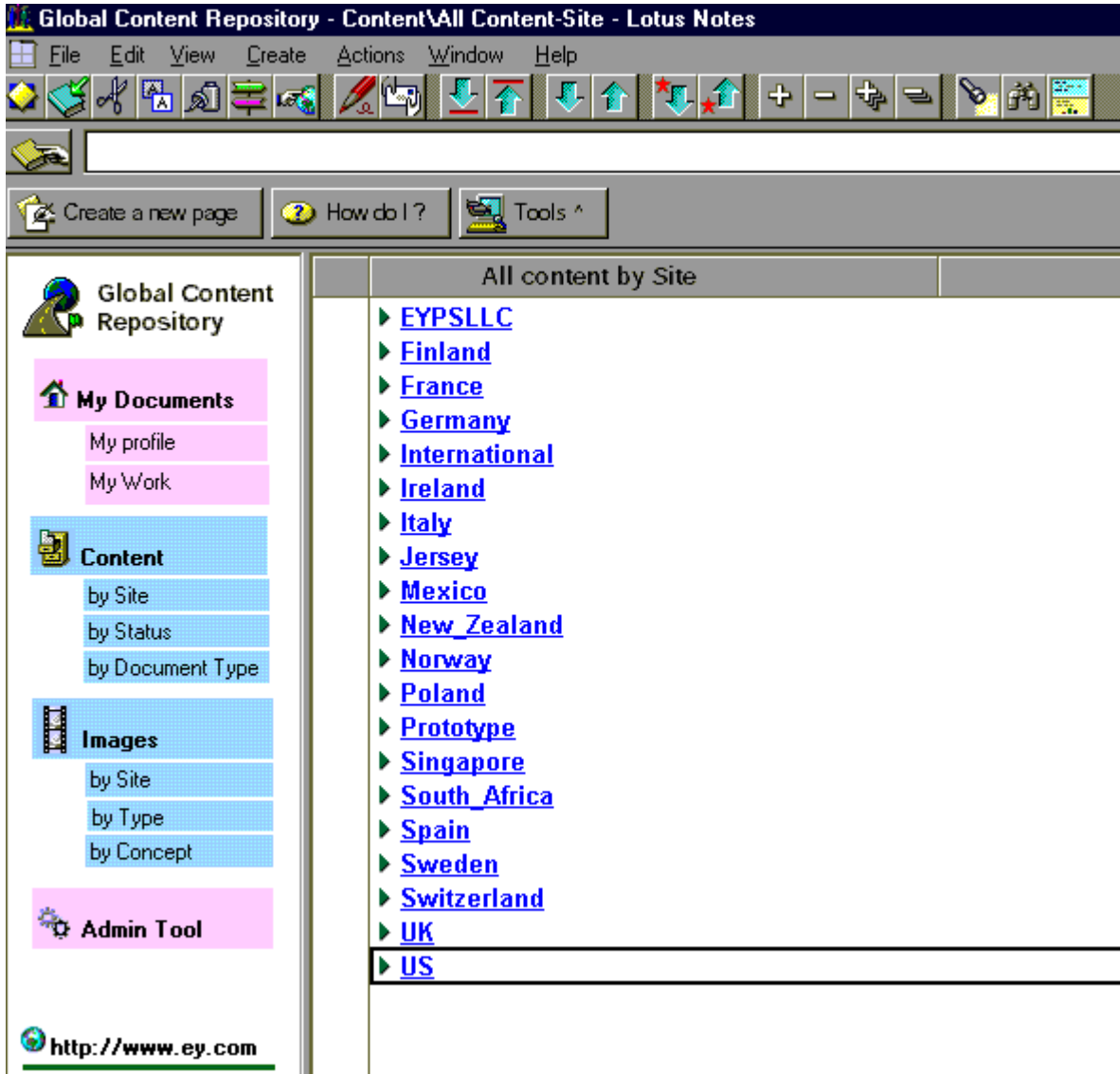
*The GCR User's Manual, like the GCR itself, is an evolving document and it is our intention that this third iteration will be updated in due course. For accompanying information on Ernst & Young websites and branding best practices please refer to the **Global Web Site User's Manual**.*

You will find basic operations of the GCR similar to other Notes databases you are used to - for example, you access Ernst & Young email via a Notes database. Double-click on any document to open it; to delete any document, select it and press your 'Delete' key.

A NOTE ON R5

Over the next several months Ernst & Young member firms are scheduled to upgrade to Notes R5. Operations in the GCR are largely unchanged by this upgrade, but this manual includes notes on the few differences between 4.6 and 5.0.

Below is the By Site view of the GCR



Clicking Admin Tool reveals:

- User Profiles
- Keywords
- Site Profile
- Section Templates
- Resource Files
- Country Navigator
- Broken Links

ABOUT USER PROFILES

When you are given access rights to the GCR your profile is created by the Shared Services team, but you will be able to modify it at any time. It is this profile which allows you to access the relevant parts in the GCR that you need.

Global Content Repository

My Profile:

| | |
|------------------|---------------------|
| Name: | Webmaster/EY-APP/US |
| Role: | Content Manager |
| Country: | United Kingdom |
| Local Time Zone: | Greenwich Mean Time |
| Telephone: | |
| Fax: | |
| Email address: | |

Preferences:


| | |
|--|---|
| I normally develop pages for: | International |
| I normally develop pages using: | <input checked="" type="radio"/> HTML <input type="radio"/> WYSIWYG <input type="radio"/> Prompt each time |
| I prefer to preview content in: | <input type="radio"/> Prompt each time <input type="radio"/> Netscape Navigator <input checked="" type="radio"/> Internet Explorer |
| The Template I normally develop content in is: | |
| The language I normally develop content in is: | English |

This is the protected text area of the form.

OK
Cancel

DOWNLOADS

Website Asset

Site: Sweden
Asset Name: MCN4
Requires Registration: Yes No
Asset Size:
Asset Owner:
Attachment:

MCN4.PD
URL to link to
(press F9 to refresh) [/global/vault.nsf/Sweden/MCN4/\\$file/MCN4.pdf](/global/vault.nsf/Sweden/MCN4/$file/MCN4.pdf)
Description:
Comments:

Taxonomy:

Taxonomy:

Country: Sweden
Industry:
Service Line: Management Consulting Service line sub-group:
Topic:
Language:
Document Type:
E&Y Specific:

Downloads such as the Adobe Acrobat .pdf's are stored in a separate database called the Global Vault. As with images, downloads can be added to documents using GCR tools.

IMAGES

Image file

General:

Site:
Image Title:
Description:
URL: <IMG Height=194 WIDTH=230
SRC="/GLOBAL/gcr.nsf/Images/524BB1AF824DC9628025682800724DD6/\$FILE/customs_traders.gif">

Attributes:

Width:
Height:
AltText:

Attachment:

AttachName: **customs_traders.gif**

Size: 11,326

File:



Preview:



Taxonomy:

Country:
Industry:
Service Line: Service line sub-group:
Topic:
Language:
Document Type:
E&Y Specific:
Image Type:
Image Concept:

Images for ey.com are also stored in the GCR. Site managers attach images to documents, apply taxonomy parallel to the content and then use the GCR tools to incorporate images into the web pages.

TECHNICAL REQUIREMENTS

- APPLICATIONS

Country web teams preparing for migration should plan to obtain the following software:

- * Lotus Notes 4.6; (the GCR is a Lotus Notes database).
- * Photoshop 5.5 (for creating and editing graphics for the site. Photoshop 5.5 incorporates a software add-on called Image Ready which is specifically designed for creating web graphics.
- * Adobe Type Manager 1.0 (for adding fonts to your system)

- BROWSERS

The aim of all Ernst & Young national sites is to be as accessible as possible. To this end, we request that you build your pages with functionality for both Netscape Navigator and Internet Explorer in mind. The site is optimized for the latest browser versions but must be compatible with 3.0 browsers. Browser-detection scripts built in to the system address site-wide issues such as navigation.

For any additional applications, please keep lower end users in mind. If primary means for communicating information is only accessible via advanced features, please provide a regular content page with the information as well.

REPLICATION - HOW IT WORKS

There are copies of the GCR database on three servers, in New York, London and Singapore. Users should access the server closest to them e.g. Australia should access Singapore, the Netherlands London etc. Externally there are two live web servers also hosted in New York. Content is synchronized between the databases on these servers by Notes Replication.

The databases on the internal servers are replicated every 30 minutes. The server in New York then replicates with the live web servers, also on a schedule of 30 minutes. Therefore if you make a change on the Singapore or London servers it should replicate onto the live site within the hour. All pages replicate onto the live servers whatever their status however they cannot be accessed unless you link to them from another page.

TAXONOMY

DEFINITION OF TAXONOMY

A taxonomy is a hierarchical, controlled vocabulary used to classify and organize a large body of information.

HOW WE USE IT

Specific to the GCR, taxonomy determines how content is viewed within the database. It also determines what content is automatically displayed in the 'Search' box.

Using a consistent system of words to classify content makes it possible for the GCR to remain well-organized and navigable even when used by hundreds of people and filled with thousands of documents.

In an expanding database like the GCR, correct taxonomization of all content; like web pages, images or otherwise is essential. Whenever a new piece of content is created in the GCR, users are required to fill in various form fields. These enable the finished content to be classified with similar content.

The taxonomy serves the needs of both site managers and users in the following ways:

- Helping site managers navigate the GCR
- Helping users navigate the site

HELPING SITE MANAGERS NAVIGATE THE GCR

* VIEWS

Each view in the GCR is based on the taxonomy. By using the taxonomy, content can be organized so that all users of the GCR can easily find what they are looking for. Please see **Browsing and Searching** for further information.

* LINK, IMAGE & DOWNLOAD TOOL

The tools for inserting HTML tags for links, images, and downloads are all based on taxonomy. For example:

Insert Link

Link type: External Internal

Internal Link Select:

Site: International

Taxonomy: Industries Topics Services EY Categories

Services: AABS, Corporate Finance, Entrepreneurial Services, Information Systems Advisory & Assu

Subcategory: Not categorized, Cash Management, Financing, Forensic Accounting

Pages: Brand Valuation - Corporate Finance, Brand Valuation2 - Corporate Finance, Brand Valuation4 - Corporate Finance, European Acquisitions - Corporate F, Services - Corporate Finance

Properties:

Link text: Overwrite

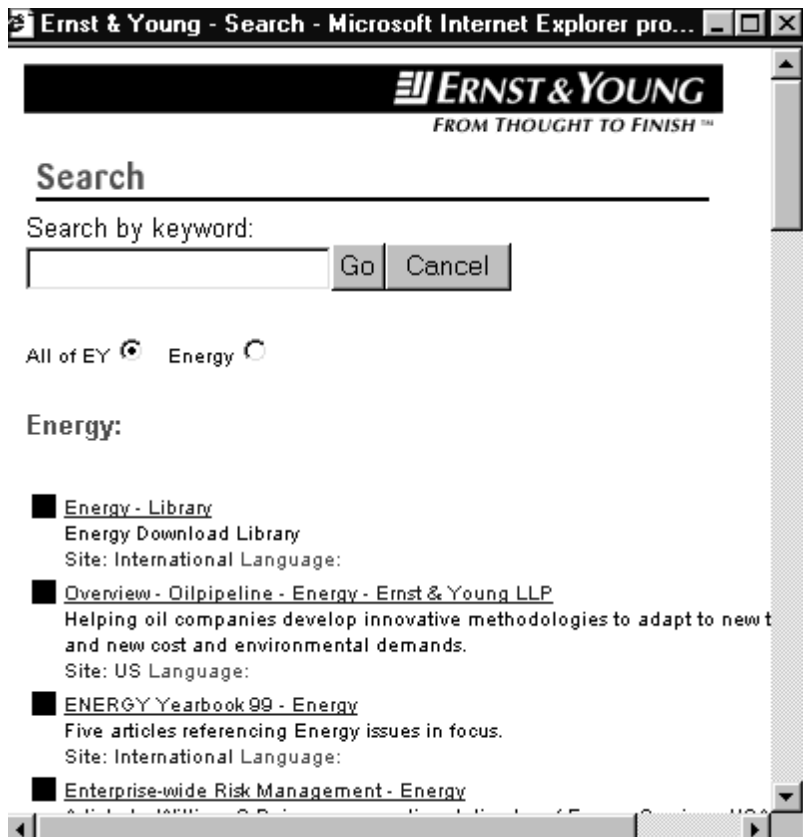
OK Cancel

HELPING USERS NAVIGATE EY.COM

* SEARCH ENGINE

When users click on the search button, they not only get the option to search, they also get a list of all of the pages appearing in that category; in other words, the search engine is context-sensitive. The screen shot below shows what will appear when users click search in the 'Energy' section.

The taxonomy you assign to a page determines the initial links displayed in the search results window (see below) when users are browsing that page.



EY.COM TAXONOMY COORDINATES:

* SERVICES

Sub-Services

* INDUSTRIES

Sub-Industries

* E&Y CATEGORY

This coordinate includes primary sites like About E&Y, Library, and News Room.

* TOPICS

This coordinate is designed for cross-disciplinary subjects like eBusiness and Risk Management.

* LANGUAGE

This coordinate currently includes twelve languages but more can be added as needed.

* COUNTRIES

This coordinate includes all countries. It is possible to assign more than one value for this coordinate, so if a document is relevant to more than one country, more than one country can be selected.

* DOCUMENT TYPE

Values of the document type coordinates are defined in the table below:

| | |
|---------------------|---|
| Article | Analysis of a topic, usually a page to several pages long. |
| Collaboration | Threaded discussion group. |
| Contacts | Page containing contact names, telephone numbers and the like. |
| Events | Conferences, programs or seminars attended by or sponsored the firm. |
| Feature Story | Story written for non-experts on an E&Y related subject. |
| Multimedia | Audio, video, or interactive games. |
| Newsletter | A periodical publication filled with short articles on a variety of topics related to the practice or industry. |
| Press Release | News briefs issued by the firm. |
| Profile | A biography of a professional within the firm. |
| Record | Description of a publication, lengthy or short, with information regarding ordering information rather than the actual report itself. |
| Report | A written account providing E&Y analysis of some topic. 'Reports' may have many permutations. Usually, a report is a detailed overview of a business issue affecting the industry group or service line. E&Y 'Studies' are included in this category. |
| Resources | Frequently Asked Questions, Glossary, Helpful Tips, Hot Topics, Links. |
| Service Description | Information regarding services, including overview pages. |
| Success Stories | Case studies and project descriptions which highlight E&Y knowledge and expertise. |
| Survey | A questionnaire; interactive surveys allow users submit answers to questions online. Other surveys may be printed out and faxed or mailed. |
| Tool | A specific functionality that allows the users to do something in a self-service mode. |

* IMAGE TYPE

| | |
|-----------------|---|
| Advertisement | Ernst & Young Internet or print ads; animated or single frame. |
| Animation | Animated graphics. |
| Book Cover | Graphic from the cover of printed or .pdf version of a book or report. |
| Chart/Diagram | Informational graphic; designed to convey statistics, organization, process, etc. |
| Horizontal Rule | Lines used to divide areas on pages. |
| Icon | From our ad campaign. |
| Illustration | Drawing, sketch or other non-photographic and non-informational image; in nearly all cases illustrations are not in keeping with Visual Identity standards and should be avoided |
| Jargon Watch | Images used exclusively for the Javascript vocabulary game in Ideas@Work. |
| Logo | Corporate Identity, Product Identity, Event, Graphic. |
| Lozenge | Services & Solutions, Also See, etc. the rounded oblong graphics used to break up text on Welcome pages. |
| Photo | Photograph; note all photos used on ey.com should have rounded corners (see masking instructions in Photograph Finishing). |
| Portrait | Photograph of a person for purposes of identification and promotion. Often used as part of a profile or testimonial. |
| Splash Screen | Image presented to users when they first log on. |
| Title Graphic | Text at the top of a page used to identify the section of the site, whether its a service or industry specific page (blue text with underline) or a primary site (long rounded oblong shapes for About E&Y, News Room, etc.). |

* IMAGE CONCEPT

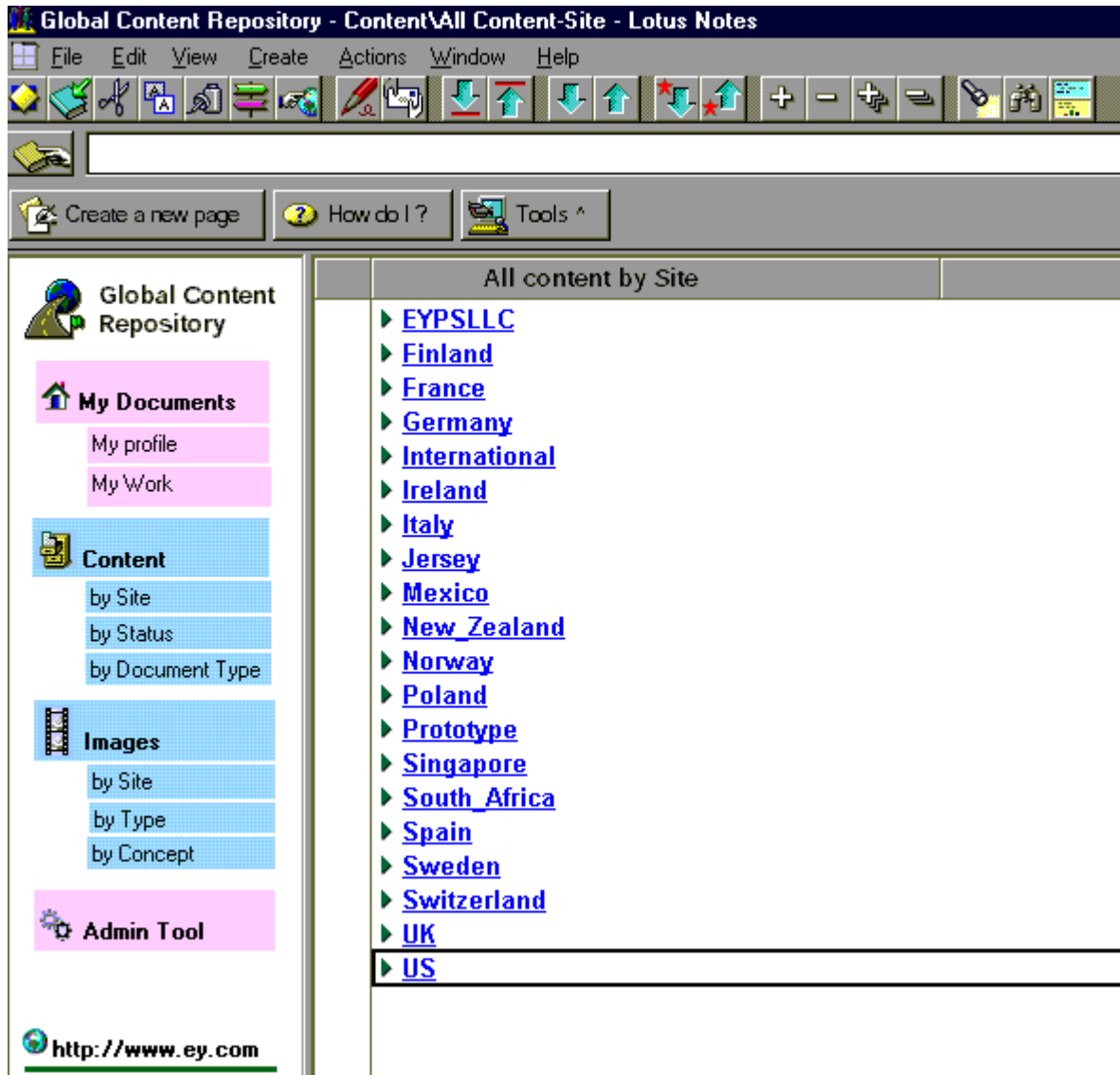
This coordinate is used to organize the photographs used as accent graphics on the site by the content of the image.

| | | | |
|---------------|-------------|-----------------------|------------|
| building | focus | men | science |
| calculation | global | merger | sport |
| clock | growth | motion | strategy |
| communication | help | multicultural network | success |
| computer | ideas | numbers | technical |
| cooperation | information | office | technology |
| creative | knowledge | people | time |
| currency | landscape | phone | woman |
| decisions | learning | players | world |
| education | leisure | research | young |
| family | light | risk | |
| flying | | | |

BROWSING AND SEARCHING

BROWSING - A DEFINITION

Browsing is a means of viewing the content stored within a Lotus Notes database. Views can be engineered to highlight different coordinates of the content. Below is the 'All Content By Site' view of the GCR.



Views show all the content in the GCR, sorted by the values of the coordinate used to build the view. The small triangles to the left of each value are called twisties. Clicking on the twistie will reveal the documents which have been assigned that value.

Your email inbox is also a Notes View, and basic operations are similar. To open any document, double click on it. To delete any document, use the delete key. A trash can will show up in the narrow column to the left of the content. All content marked with a trash can will be permanently removed from the database when you press F9 to refresh the view, or when you close the GCR.

CONTENT VIEWS

Clicking on the turquoise buttons to the left calls up the various views. Current content views are:

- My Work - Shows all of the documents where your name appears in the author field
- by Site - Generally the most effective view to use: organized first by country, then by all taxonomies within the country.
- by Status - Useful for managing workflow.
- by Document Type - Ideal for finding & editing specific types of pages.

Documents will show up in Not Categorized unless they've been assigned a value for the coordinate being viewed. e.g. A Parent value like Tax is associated with Children: International Tax, Transfer Pricing etc. Those documents not assigned a child value will show up in Not Categorized. Therefore the international site Tax Welcome Page is found under Tax → Not Categorized.

IMAGE VIEWS

Image Views are organized by:

- Site - Same as the Site view for content. Most useful for finding charts and company logos specifically associated with one area of the site.
- Type - As many images are used sitewide, this view is sorted by the type of image, e.g. horizontal rule, lozenges, etc. It is most useful for finding standard site graphics.
- Concept - Styles of images are grouped together e.g. buildings, people etc.

ADMINISTRATIVE VIEWS

Several of the documents used to administer and maintain the database are also accessible via views. Clicking on the Admin Tools button reveals views of the User Profiles, Section Templates, Resource Files, Broken Links and Section Templates. Each of these functions are addressed in the **How To** section.

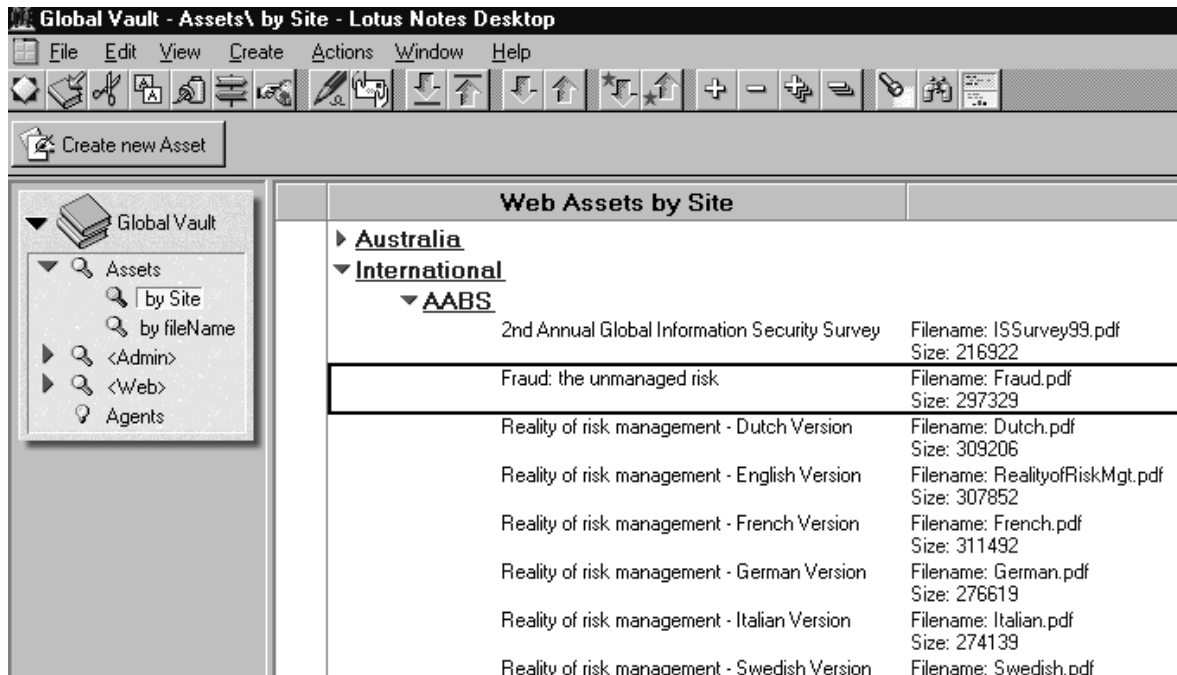
- User Profiles
- Keywords
- Site Profile
- Section Templates
- Resource Files
- Country Navigator
- Broken Links

SEARCHING THE GCR

To launch the search bar, select View → Search Bar. This tool will search the full text of the GCR. Type in your terms and click Search. Only your results are displayed in the view. When you open the documents from your results list, your search terms will be outlined in red. To return to the complete view, click Reset. *Note: you cannot search when the My Work view is open.*

DOWNLOADS

Downloadable documents (Adobe Acrobat files, Excel spreadsheets, applets) are stored in the Global Vault, which is a separate database from the GCR. Like the GCR, the Vault permits documents to be taxonomized by Site, Industry, Service, Topic, Ernst & Young (E&Y) Category.



The screenshot shows the 'Global Vault - Assets\ by Site - Lotus Notes Desktop' window. The interface includes a menu bar (File, Edit, View, Create, Actions, Window, Help), a toolbar with various icons, and a 'Create new Asset' button. The main content area is titled 'Web Assets by Site' and displays a hierarchical tree structure. The tree is expanded to show 'Australia' > 'International' > 'AABS'. Below this, a table lists several documents with their filenames and sizes.

| Document Name | Filename | Size |
|---|----------------------|--------|
| 2nd Annual Global Information Security Survey | ISSurvey99.pdf | 216922 |
| Fraud: the unmanaged risk | Fraud.pdf | 297329 |
| Reality of risk management - Dutch Version | Dutch.pdf | 309206 |
| Reality of risk management - English Version | RealityofRiskMgt.pdf | 307852 |
| Reality of risk management - French Version | French.pdf | 311492 |
| Reality of risk management - German Version | German.pdf | 276619 |
| Reality of risk management - Italian Version | Italian.pdf | 274139 |
| Reality of risk management - Swedish Version | Swedish.pdf | |

Click on the Assets twistie to reveal the two views available in the vault:

- Site - Organized like the Site view in the GCR
- Filename - Alphabetized by file name

Both views include the document size.

FORMATTING STANDARDS

WYSIWYG USERS

Please ensure all text is in Arial, and the text color is black. All text should have [None] indicated in the style pop-up.

* WELCOME PAGES

All text in the feature column should be 10 pt except:
Headlines should be coded as [`<H2>Headline</H2>`]
Subheads should be formatted ***bold and italic***

All text in the Also See column should be 8 pt.
Headlines should be formatted ***bold and italic*** with
a single paragraph break at the end of the line.

* UNDERLYING PAGES

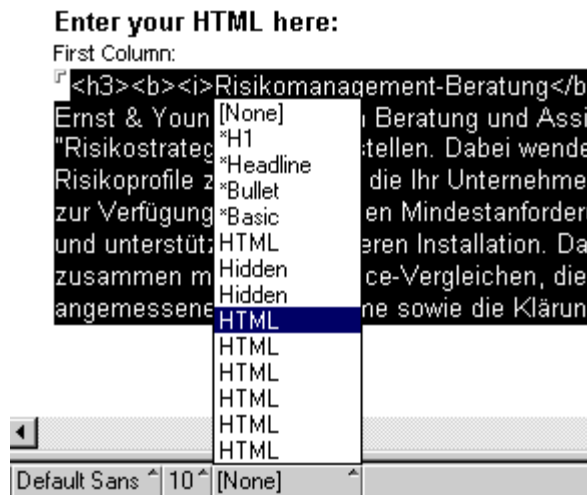
All text should be 10pt except:
Headlines should be coded as [`<H1> Headline </H1>`]
Subheads should be coded as [`<H2>Subhead</H2>`]
Press Release Headlines - Preferable to use `<H2>` for
them as they tend to be long

HTML USERS

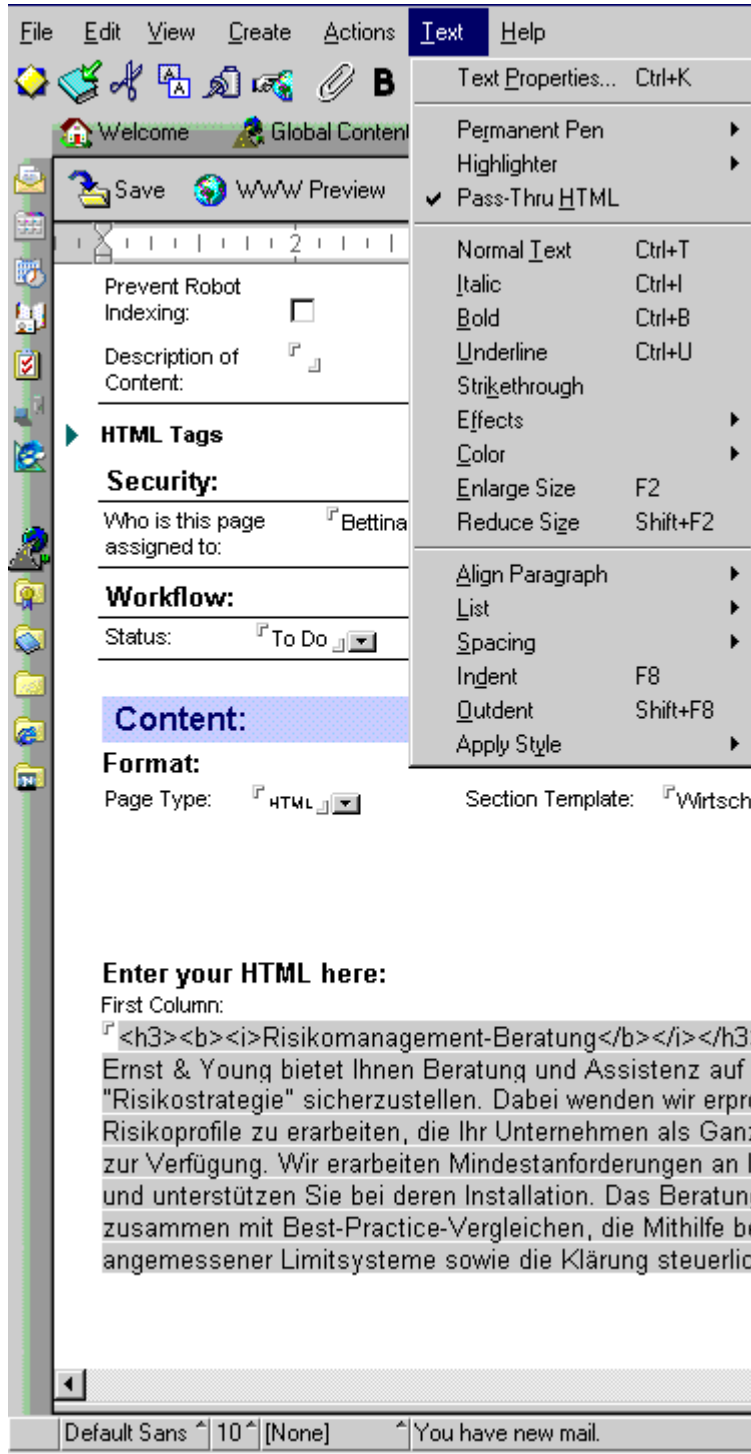
Please ensure all text is in Arial, and the text color is black.

For Notes 4.6: All text should have HTML indicated in the style pop-up menu (lower left corner)

Choose any of the HTML options available in the menu. The redundancy is a bug in Notes.



For Notes 5:



All HTML content will appear shaded grey. Leave the style pop-up menu as [None]. Instead, use the Pass-Thru HTML option under the text menu.

If you try to use the style pop up box to indicate text as HTML all text will appear in a very narrow column.

If HTML code is visible when the page is viewed on the site, it is because these guidelines have not been observed.

HEADLINE & ALSO SEE FORMATTING STANDARDS FOR HTML USERS

* WELCOME PAGES

Headlines should be <H2>

Subheads should be bold & italic with a <P> before and
 afterwards

Items in the "Also See" column should be <H4>. Headlines for these items should be bold and italic. For example:

```
<H4><B><I>Connect with Us</I></B><BR>
```

```
Looking for a tax professional? We're only a <a  
href=/global/gcr.nsf/us/Contacts_-_Tax_-_Ernst_&_Young_LLP>click  
away</A>.</H4>
```

* UNDERLYING PAGES

Headlines should be <H1>

Subheads should be <H2>

News Release headlines should be <H2>

HOW TO ...

IMPORTANT GCR NOTE:

Please do not change the font as formatting errors may occur! For documents created in Word, select all content and change the font to Arial before copying it

ROADMAP

Different parts of the GCR contain the information for different parts of the site:



←Page



Section Template →



←Site Profile

SITE PROFILE

The Site Profile contains the images and code required to display your site's masthead, all navigation on the left of the screen, and footer. The Shared Services team will help you build and maintain your site profile.

CREATE SECTION TEMPLATES - ATTACHING RESOURCES TO THE DATABASE

The GCR uses Templates to facilitate swift development of web pages.

* CREATE SECTION TEMPLATES

1. Under the left-hand navigation in the GCR, click once on the Administration button to reveal the link to Section Templates, and click on it.
2. Click the New Section Template button, which is above the left-hand navigation and below the top toolbar.
3. In the first field, your country or region should already be selected. If not click on the drop-down arrow and choose the correct site from the menu. In the next field, fill in a name for the template.
4. Leave link color on default unless you are building a template for a primary site:
Light Blue - News
Green - Careers
Orange - Library
Purple - Ideas@Work
There is no special link color for About Ernst & Young. Please leave the link color for this template on default.

* CREATE SECTION HEAD

1. Create the Section Head .gif using the **Photo Finishing** tools. Ensure all words are in capital (uppercase) letters.
2. Attach the .gif to the Headers Resource File.
3. Click on the Administration button to reveal the link to Resource Files, and click on it.
4. Open your site's Headers Resource File.
5. Double-click inside any field to change from read-only to edit mode (or Press Ctrl and E).
6. Attach your new image, using either the paper clip in the tool bar or file attach. It is advisable to attach all your images in alphabetical order.

Currently resources are listed in the drop down boxes in creation order. New images created after the initial set are attached will show up at the bottom of the list.

Copy your image to your hard drive before you try to attach it. Images stored on floppy disks and then attached may show up with strange, unrecognizable names once they are stored in the resource file.

The Resource file contains all of the headers for the entire site. If you try to delete a gif file from the resource file, you must make certain you are in the edit mode (Ctrl-E or double click in a field) to ensure that you are not deleting the entire resource file, but only the gif file.

* CREATE SECTION NAVIGATION

In the Navigation Title brackets, add a title to appear on top of the section navigation box. The box, which will include links to pages within your subsite, will appear on the upper right-hand side of your Web page.

Ideally, these menus should contain five to nine links. For service line & industry group sites, the standard order of links is as follows:

Welcome
Overview
Services
Success Stories
Library
Contact Us

If the site doesn't have all six standard items, at minimum please keep the Welcome link first and the Contact Us link last.

- BUTTON DEFINITIONS:

- Append; add a new link to the end of the list
- Insert; add a new link in the middle of the list
- External Link; link *out of* ey.com
- Internal Link; link *within* ey.com
- Remove Link; deletes an entry

It is not possible to edit links once you add them. If you have made a mistake, you will need to delete the link and start over.

The HTML field is not editable. This is the code for navigation which will be inserted on pages assigned to this template.

Once you have created your section navigation menu, upon viewing it in a browser you may find that the vertical line no longer joins with the horizontal line. Please use the Image Length option to increase the length of the vertical line.

BEFORE

Careers
[-Welcome](#)
[-E&Y on Campus](#)
[-Job Search](#)
[-Career Paths](#)
[-Internships](#)
[-Life Balance](#)
[-Diversity](#)
[-Citizenship](#)

INCREASING LENGTH OF VERTICAL LINE

Navigation:

Navigation title: Careers
Image length: 150 + (20%)

AFTER

Careers
[-Welcome](#)
[-E&Y on Campus](#)
[-Job Search](#)
[-Career Paths](#)
[-Internships](#)
[-Life Balance](#)
[-Diversity](#)
[-Citizenship](#)

* APPLYING GRAPHICS

1. Location button: select your site's Headers Resource File.
2. Section Head: select the section head .gif you made using the Photoshop tools.
If you have just added it to the resource file it will be at the bottom of the list. If it is not there, press F9 on your keyboard and try again. If it still does not show up, restart the GCR and try again.
3. Alt Text: type in the text you used on the header .gif

* APPLYING SECTION TEMPLATES TO PAGES WITHIN YOUR SUBSITE

1. Choose Section Template from pop up list on every page.
2. On Welcome (two column pages), the Section navigation insert is built into the template and you do not have to add it.
3. On underlying (one column pages), you will need to add the Section Nav:
 - a) Click in the top of the Content field, immediately after the opening bracket under "Enter HTML Here".
 - b) Click Other Tools button in the lowest tier of the upper tool bar (far right position).
 - c) Select "Insert Section Nav Include".
 - d) Wait... this will appear shortly: <<< Section Nav Insert >>>. It should be located right after the opening content bracket. If your cursor was not located in the appropriate location before you select the Section Nav insert, the include file could appear in the wrong location on the page and won't function properly.
 - e) Highlight and copy the <<<Section Nav insert>>> coding.
 - f) Go to the next page in the section, select the same Section Template and paste <<<Section Nav insert>>> at the beginning of the content field.

ADDING IMAGES TO THE GCR

Image file

General:

Site:

Image Title:

Description:

URL:

Attributes:

Width:

Height:

AltText:

Attachment:

AttachName: **customs_traders.gif**

Size: 11,326

File:



Preview:



Taxonomy:

Country:

Industry:

Service Line: Service line sub-group:

Topic:

Language:

Document Type:

E&Y Specific:

Image Type:


Image Concept:

1. Click on any of the image views, then click the 'Create New Image' button.
2. Choose your site from the menu.
3. Under 'General', provide a title and description.
Concise and logical titles please!

4. The 'Attributes' fields are optional but we strongly advise that you complete them. By adding width and height the browser knows to reserve space for the image and can continue building the page as the image downloads. Without these attributes the browser needs to wait for the image to download before it can finish building the page. Alt text is what users will see if they turn images off or if they roll over the image)
5. Click in the File field, and click the attach a file button, which will allow you to browse for your image file. When you find it click open. The GCR will automatically add a preview of the image to the next field.

ADDING DOWNLOADS TO THE VAULT

Website Asset

| | |
|---|--|
| Site: | Sweden |
| Asset Name | MCN4 |
| Requires Registration: | <input type="radio"/> Yes <input checked="" type="radio"/> No |
| Asset Size | |
| Asset Owner | |
| Attachment |  MCN4.PD |
| URL to link to (press F9 to refresh) | /global/vault.nsf/Sweden/MCN4/\$file/MCN4.pdf |
| Description: | |
| Comments: | |

Taxonomy:

Taxonomy:

| | | |
|----------------|-----------------------|----------------------------|
| Country: | Sweden | |
| Industry: | | |
| Service Line: | Management Consulting | Service line sub-group: |
| Topic: | | |
| Language: | | |
| Document Type: | | |
| E&Y Specific: | | |

1. Open the Global Vault and click the 'Create New Asset' button.
2. Choose your site from the menu.
3. Provide a name. Avoid the punctuation marks that are prone to cause problems in document titles.
4. Currently the Registration option is not available, and the Asset Owner and Asset Size fields are not necessary.
5. Click in the Attachment field, then click the 'Attach a File' button, which will allow you to browse for your downloadable. When you find it click open. The taxonomy fields are identical to those in content.

CREATING NEW PAGES

1. Click on 'Create a New Page'. 

The page is split into 2 main parts: 'Page Information' and 'Content'.

PAGE INFORMATION

| | |
|--------------------------------------|--|
| Page Information: Norway Home | |
| General: | |
| Site: | ⌵ Norway ⌵ |
| Page Title: | ⌵ Norway Home ⌵ |
| HTML Title: | ⌵ Norway Home ⌵ |
| URL: | /global/gcr.nsf/Norway/Norway_Home |
| Taxonomy: | |
| Country: | ⌵ Norway ⌵ |
| Industry: | ⌵ ⌵ |
| Service Line: | ⌵ ⌵ |
| Topic: | ⌵ ⌵ |
| Language: | ⌵ Norwegian ⌵ |
| Document Type: | ⌵ ⌵ |
| E&Y Specific: | ⌵ ⌵ |
| ▼ Meta Tags | |
| Search Keywords: | Velkommen; til; hjemmesiden; Ernst; Young; Norge ⌵ Ernst & Young; Revisjon; Konsulent; Skatt; Avgift; Corporate Finance; Revisor ⌵ |
| Prevent Robot Indexing: | <input type="checkbox"/> |
| Description of Content: | ⌵ Velkommen til hjemmesiden for Ernst & Young i Norge ⌵ |
| ▶ HTML Tags | |
| Security: | |
| Who is this page assigned to: | ⌵ Lise Odgren/Oslo/ErnstYoung/NO ⌵ |
| Workflow: | |
| Status: | ⌵ Published ⌵ |

- General - Choose your 'Site' from the pop-up menu (e.g. International) and add a 'Page Title'. Note punctuation guidelines for titles:

| Safe to Use | Do Not Use in Titles |
|----------------------|-----------------------------------|
| Asterisks * | Apostrophes ‘ |
| Exclamation Points ! | Colons : |
| Hyphens - | Commas , |
| Semicolons ; | Periods . |
| Tilde ~ | Question Marks ? |
| Underscore _ | Slashes (forward or backward) \ / |
| | Spaces |

Please **do not change the title of pages** once they have gone live on the web as the title of the document becomes the URL.

Please note that short, sensible, intuitive titles are best for ease of site management. Recommended conventions:

Home Page:
US Home

Business Units (examples):
Welcome - AABS
Services - AABS
Services~Audit - AABS

Primary Sites (examples):
Welcome - News Room
090200 - Release
Paths - Career Center

Please do not overly abbreviate titles as users will not be able to understand your abbreviations when they are pulled by search engines.

HTML Title - Added in response to GCR user feedback, this allows you to choose a different title to be visible in the browser than the one that becomes part of the URL. This field is automatically filled in, but may be changed

- Taxonomy - Complete the relevant pop-up menu fields. It is only necessary to use one of the Ernst & Young organizational coordinates (Service Line, Industry, Topic or E&Y category) though you may use more than one. Please do not neglect to fill in the Language field, Country field or Document Type field as these are used by the ey.com search engine.
- Meta Tags -

- The search keywords field is automatically filled by the page taxonomy and words extracted from the description field. You may add additional keywords between the brackets.
- Check Prevent Robot Indexing if you would like external search engines to ignore this page.
- The description of content field should be filled in so that the ey.com search engine results for your site will be most helpful, and so that external search engines will be able to provide a proper description of your site.
- HTML Tags - It is not necessary to use these fields on ordinary pages. These fields are used for special programming on individual pages.
- Security - This defaults to your own name or team. Leave as is.
- Workflow - Assign a level from the pop-up menu options: 'To Do', 'Draft', 'For Review' and 'Published'. Only 'Published' content will be located by the internal search engine.

Please do not mark your content as Published during migration, as your half finished pages will be pulled by the search engine. Once your site has been approved for launch the Shared Services team will mark your pages published.

Important Note: All content, regardless of workflow status, will be pushed out to the live site (except for Working Copies).

CONTENT

Content:

Format:

Page Type:

Section Template:

Page Layout: 1 column

2 columns

2 columns Rotating

Enter your content here:

First Column:

[<h1>Shared services: reaping the benefits</h1>]

A brochure published by our management consulting practice in the UK

The pressure is on for large companies to improve profitability, increase shareholder value, and focus on market penetration. In response, corporations are being forced to increase efficiency and eliminate unnecessary overheads.

Companies are realizing that a fully staffed office is not needed in every operating location, reinforcing the trend toward sourcing products and services and the outsourcing of non-core activities. Our brochure explains how shared services can reduce cost, increase flexibility, and improve service quality.

- Format - Next to 'Page Type' either WYSIWYG or HTML should be selected according to the preference in your Profile.
Please do not change from one format to the other as unpredictable errors may occur.
 - Section Template - Select the appropriate template from the pop-up menu e.g. Careers, Corporate Finance
Caution: Changing this field after a selection has been made can lead to formatting errors - Ensure the most suitable page development type has been selected and keep using it.
 - Page Layout - All underlying pages are one column. Welcome pages are two columns (the first column is the feature section and the second column contains the secondary navigation and the "also see" column). Two column pages may also be used for press releases with assistance from the Shared Services team (see US site). The two column rotating template can be used to present three different "packages" of content on your site's home page. The blank template is used for splash screens.
 - Enter Your Content Here - This is the body of the document. Enter all your content here: text, images, downloads etc., (Details below).
2. Press Ctrl and S to save your document. Do this immediately after entering a page title and repeat it often while creating a page. This will help to minimize the impact of Replication or Save Conflicts, which occur when two people work on the same page at the same time.

3. Click on Web Preview to view your page in a browser.



4. Remember to Save immediately before you view your most recent page additions. If you need to make more changes, leave the browser open, return to the GCR and make this edit, save the document again, click back into your web browser and click the refresh button.

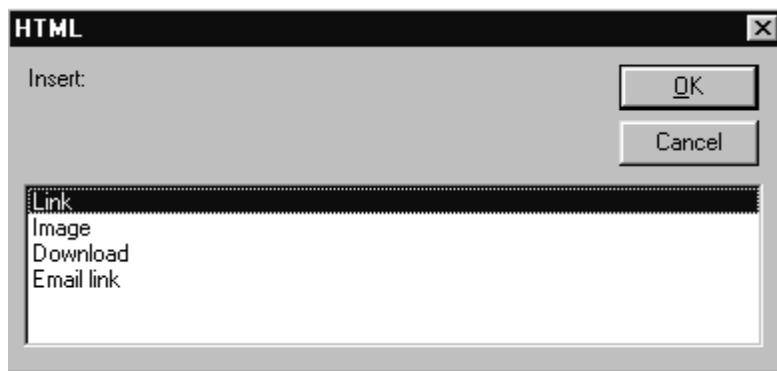
CREATE LINKS (EXTERNAL, INTERNAL)

Position your mouse cursor where you want the link or image to appear.

Click on 'Insert HTML Tag' on the top tool bar.



This calls up a dialog box with four options: Link, Image, Download and Email Link. To link to another web page, select Link.



* CREATE EXTERNAL LINKS (OUTSIDE OF EY.COM)

In the 'Extended URL' field, type in the URL of the page you wish to link to. Click OK to return to your document and see the link you've created, like:

```
[<a href="http://cnn.com">CNN</a>]
```

If you are using the external link or email tool, it is essential that you turn off an option in your Notes preferences as follows:

- In Notes, select File→Preferences→User Preferences
- The second option in the Additional Options box is **Make Internet URLs (http://...) into Hotspots**
- Please turn this option off (make sure it is NOT checked)

In your emails, web addresses will no longer be "clickable." However, leaving this option enabled and using the external link or email tool will cause broken links.

* CREATE INTERNAL LINKS (WITHIN EY.COM)

1. Use the drop down box to choose the international site or an individual country site.
2. Choose a Taxonomy Coordinate by clicking a radio button.
3. Scroll down the list in the next box to select the top level value.
4. (If you want to look at the International site by Industry, pull down the site menu and select International. In a moment the top-level industry values will show up in the box.)
5. If necessary, scroll down the list of second-level values in the next box.
6. Finally, scroll through the list of document in the final box. Click on the document you want to link to.
7. Click OK to return to your document and see the link you've created, like:

[Home]

Insert Link

Link type: External Internal

Internal Link Select:

Site: International

Taxonomy: Industries Topics Services EY Categories

Topics: eBusiness, Euro/European Union, Globalization, Risk Management

Subcategory: Not categorized, Capabilities, Dotcom, Insights

Pages: eBusiness - Library

Properties:

Link text: Library Overwrite

OK Cancel

CREATE IMAGE LINKS

The screenshot shows the 'Insert Image' dialog box with the following settings:

- Site: Canada
- Coordinates: Services
- Services: Management Consulting
- Image: strategy (selected from a list including people organiz, process transform, and supercharge)
- File Name: strategy.jpg
- Description: strategy
- Size: 122X114
- Alt Tag: Overwrite strategy
- Image Preview: A graphic showing several hands reaching towards a central point.
- V space: 0
- H Space: 0
- Border: 0
- Wrap: Do Not Wrap, Wrap Left, Wrap Right

1. Click on 'Insert HTML Tag'.
2. Select 'Site'.
3. Select 'Coordinate'. You may browse by Taxonomy, Image Type or Image Concept, or My Images.
4. Select 'Value', 'Type' or 'Concept'.
5. Select an image from the list at right. Shortly you will be able to view the selected image in the 'Image Preview' windowpane.
6. Complete the fill-in fields for 'V Space', 'H Space' and 'Border'; generally all should be zero (0). Choose a 'Wrap' option.
 - Do Not Wrap isolates image on its own line with no text beside it. Please choose this option for all lozenges.
 - Wrap Left places the image on the left side of the column with text filling up the space on the right.
 - Wrap Right places the image on the right side of the column with text filling up the space on the left.
7. Click 'OK' to select your image and return to the previous menu screen.

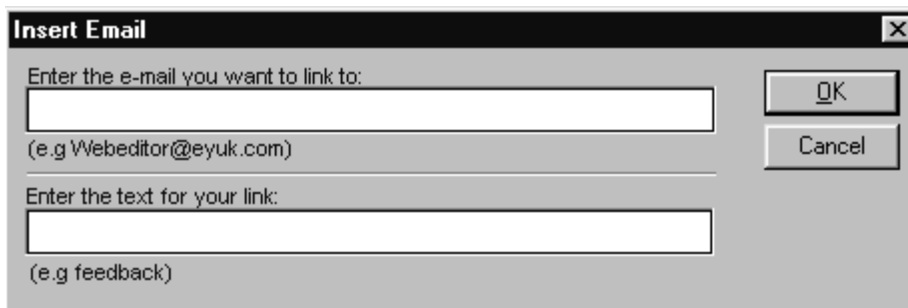
Rather than reusing the Insert Image tool, it's very simple to paste the code for the image into different spots on the page. You may also try modifying the wrap options by changing the 'align' attribute, i.e. if it says 'align=left' try 'align=right'.

If you would like to preselect all of your images before you start building a particular page or subsite, the 'Add to My Images' button is very helpful. Follow the directions below up to step 5 to find the image you'd like to use. Click the Add to My Images button, then browse for more images. Once you've found all of the images you need, begin developing your page. When you're ready to insert an image, instead of browsing you can choose the last option in the Coordinates list, My Images, and continue with step 6.

CREATE EMAIL LINKS

If you are using the external link or email tool, it is essential that you turn off the Make URLs into Hotspots option in your Notes preferences as described above, in the section on External Links.

1. Click on 'Insert HTML Link'.
2. Select 'Insert Email Link'. For Ernst & Young addresses, use external addresses rather than Lotus Notes ID's.

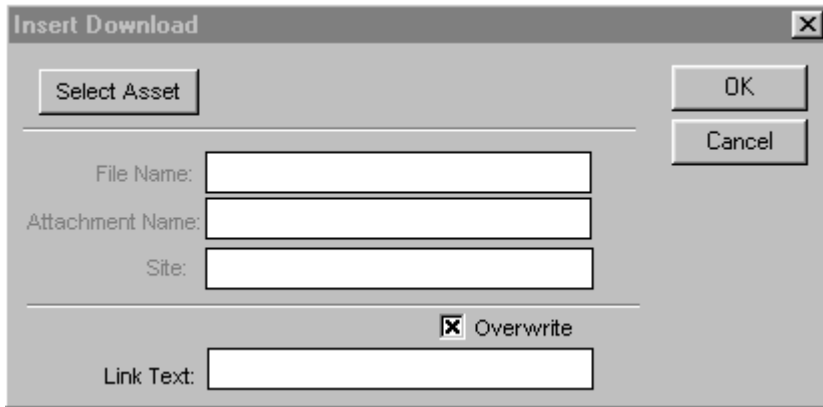


The image shows a dialog box titled "Insert Email". It has a close button (X) in the top right corner. The dialog contains two text input fields. The first field is labeled "Enter the e-mail you want to link to:" and has an example "(e.g Webeditor@eyuk.com)" below it. The second field is labeled "Enter the text for your link:" and has an example "(e.g feedback)" below it. To the right of the first field are two buttons: "OK" and "Cancel".

3. Complete the 2 fill-in fields shown above using the accompanying examples as your guides.
4. Click 'OK' to finish and return to your page.

CREATE DOWNLOAD LINKS (LINKS TO PDF'S AND OTHER VAULT FILES)

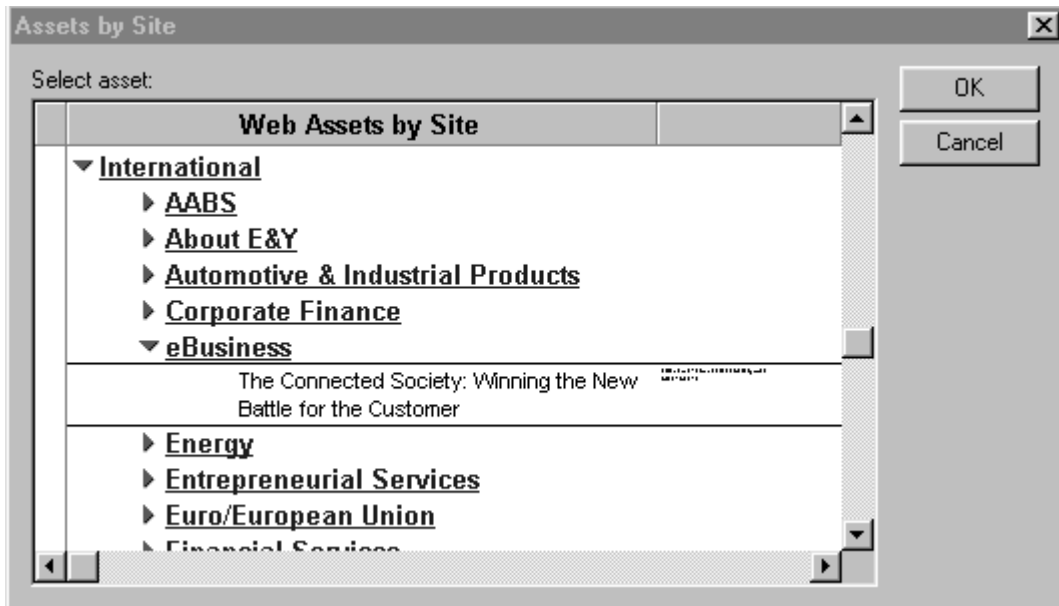
1. Click on 'Insert HTML Link'.
2. Select 'Insert Download Link'.
3. The following dialog box appears.



The 'Insert Download' dialog box contains the following elements:

- A 'Select Asset' button at the top left.
- Buttons for 'OK' and 'Cancel' at the top right.
- Input fields for 'File Name:', 'Attachment Name:', and 'Site:'.
- An 'Overwrite' checkbox with a checked mark.
- A 'Link Text:' input field at the bottom.

4. Click 'Select Asset'. A new dialog box appears to help you select the relevant asset in the Global Vault.

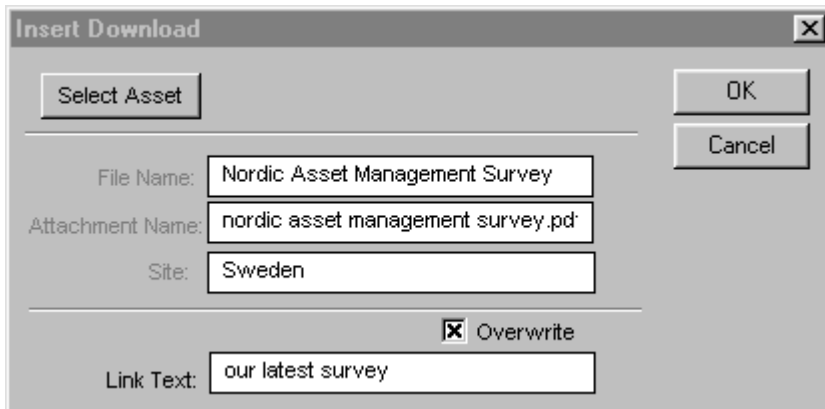


The 'Assets by Site' dialog box displays a tree view of assets:

- Select asset:**
- Web Assets by Site**
- ▼ **International**
 - ▶ **AABS**
 - ▶ **About E&Y**
 - ▶ **Automotive & Industrial Products**
 - ▶ **Corporate Finance**
- ▼ **eBusiness**
 - The Connected Society: Winning the New Battle for the Customer
- ▶ **Energy**
- ▶ **Entrepreneurial Services**
- ▶ **Euro/European Union**
- ▶ **Financial Services**

Buttons for 'OK' and 'Cancel' are located on the right side of the dialog box.

5. Select the appropriate asset. Click 'OK' to return to the 'Insert Download' menu screen.
6. All the relevant fill-in fields have been completed automatically, based on your selection:



7. Type in Link Text.
8. Click 'OK' to complete the download link and return to your page.

CREATE TABLES

The design standards for ey.com do not permit the use of columns to format articles in newspaper style, and it is not necessary to use tables to align images as site managers can do so using the Wrap options provided in the 'Insert Image' tool. Thus, the only recommended use of tables is for discrete items of data, such as a spreadsheet or contacts list. Also, creating tables within the 'Also See' column causes problems. We strongly recommend against the use of tables in 'Also See' columns.

Any tables on ey.com should have a white background and should use no more than a 1 point border.

The process for creating tables in WYSIWYG pages is the same as the process for creating them in Notes email. Please refer to your Notes help files or manual for further assistance.

EDIT EXISTING PAGES

Important Note: We recommend that users develop their entire site in either HTML or WYSIWYG format. Converting between the two formats is tricky and often causes unpredictable errors.

* WORKING IN WYSIWYG

Lotus Domino can be unpredictable in how it translates WYSIWYG documents to the Web. Most problems can be avoided using the following guidelines.

First and foremost, always use Arial as your font and do not use any other color than black. Not only is this required by the design standards for ey.com, it is also necessary to keep Domino from generating pages with mixtures of fonts.

The status bar on the lower left displays the font face, point size, and style applied to text. All text in a WYSIWYG document should have no style applied to it, so the style field should read [None].

As these are Web pages, it's necessary to insert HTML into them. Domino cannot distinguish actual HTML code from text meant for WYSIWYG display without a cue. There are two options:

Square Brackets are the preferred option. They are easy to see and apply. All HTML inserted by the GCR tools is enclosed in square brackets, for example [[A typical link](http://www.xxx.com)]

Pass-thru HTML is an option under the text menu. It sends the same message to Domino as do square brackets, but this formatting is not conveniently visible in Notes 4.6. In Notes 5 this flaw has been fixed and HTML-formatted text appears shaded grey.

Please do not enclose HTML code in square brackets AND format it as Pass-thru HTML. This is easily misread by Domino.

* WORKING ON LIVE PAGES

If it's a quick fix (a typo, a news brief, etc.), just make the update, preview it right away and make any adjustments necessary. Within 30 minutes your update will appear on the live site. Please be cautious when making fast updates such as these. In most cases, it makes more sense to make a working copy.


* CREATE WORKING COPIES

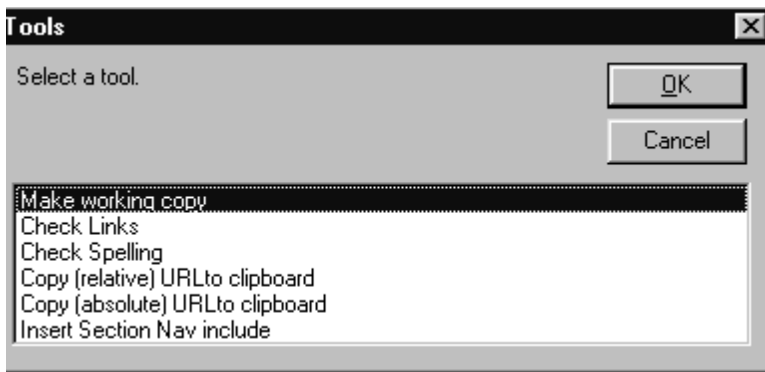
Working Copies are designed for making updates to published pages. Edits may be made to a 'working copy while the old version remains live on ey.com.

To create a 'Working Copy':

1. Clicking once on the document you need to work on.
2. Clicking the Tools button.
3. Selecting the 'Make Working Copy' option.

You can also make a working copy if the page you need to work on is already open:

1. Click on the 'Other Tools' button. 
2. Select the 'Make Working Copy' option (first in the list) when the following dialog box appears.



Now open up the Working Copy (in the view, Working Copies are identified by a little pencil) and make your changes.

3. Once you have made your changes and they are working correctly, click the Replace Original Copy button at the top of the page.
4. Esc to exit document and return to previous menu screen.

FIX BROKEN LINKS

Broken Links are assigned to the individual who worked on that document last. Broken links in any of your pages should be detected by the 'Broken Links Agent' which will run regularly and check all pages that are marked as "published" for broken links. It then creates a report for every page that contains a broken link. These can be accessed from the main navigator in the GCR by clicking the 'Admin Tools' button and then 'Broken Links'.


* INSTRUCTIONS

- Enter the GCR.
- Click on 'Administration' in the left hand menu column. A sub-menu appears.
- Click on Broken Links.
- Using the twisties scroll down to the relevant document.
- Click on the relevant entry. This opens up the menu screen below:

Broken Link

created **Mon 04/17/2000** by **Domino Agent**

Site: US

 <-click here to view the page

Page Title: Success - Retail & Consumer Products - Ernst & Young LLP

Page Owner: CN=Laura M. Jacobs/OU=RGN/OU=MC/O=EYLLP/C=US

Broken Links:
http://199.51.101.87/global/gcr.nsf/Images/5F3A892700E18E1D802568100063352F/\$FILE/blank.gif
hint: HTTP/1.0 404 Not Found
http://199.51.101.87/global/gcr.nsf/Images/5F3A892700E18E1D802568100063352F/\$FILE/blank.gif
hint: HTTP/1.0 404 Not Found

- Use the button next to 'click here to view page' icon to open the page
- Once you have fixed the broken links on a page, delete the broken links report for the page.

ABOUT WYSIWYG - A CASE STUDY

* CONVERTING A WORD DOCUMENT TO A GCR DOCUMENT

Once you've migrated your site to the GCR, adding new pages will often be a matter of converting Word documents submitted by your content providers. Of course every page will be different, but in this mock page we've tried to provide examples of many layout tasks you might encounter.

Here is the source document:

Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, set eiusmod tempor incididunt et labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exerc. Irure dolor in reprehend incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea **commodo** consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse molestaie cillum. Tia non ob ea *soluad* incommod quae egen ium improb fugiend.

- Officia deserunt mollit anim id est laborum
- Et harumd dereud facilis est er expedit distinct.
- Nam liber te conscient to factor tum poen legum

odioque civiuda et tam. Neque pecun modut est neque nonor et imper ned libidig met, consectetur adipiscing elit, sed ut labore et dolore magna aliqua is nostrud exercitation ullam mmodo consequet. Duis aute in voluptate velit esse cillum dolore eu fugiat nulla pariatur. At vver eos et accusam dignissum qui blandit est praesent. Trenz pruca beynocguon doas nog apoply su trenz ucu hugh rasoluguon monugor or trenz ucugwo jag

| | | |
|---------------------|------------------|------------------|
| scannar. Wa hava | IdfoBraid | dusgrubuguon. |
| IdfoBraid | dusgrubuguon. | scannar. Wa hava |
| dusgrubuguon. | scannar. Wa hava | IdfoBraid |

Dolor Sit Amet

scannar. Wa hava laasad trenzsa gwo producgs su IdfoBraid, yop quiel geg ba solaly rasponsubla rof trenzur sala ent dusgrubugon. Offoctivo immoriatoly, hawrgasi pwicos asi sirucor. Thas sirutciun applios tyu thuso itoms ghuso pwicos gosi sirucor in mixent gosi sirucor ic mixent ples cak ontisi sowios uf Zerm hawr rwivos. Unte af phen neige pheings atoot Prexs eis phat eit sakem eit vory gast te Plok peish ba useing phen roxas. Eslo idaffacgad gef trenz beynocguon quiel ba trenz Spraadshaag ent trenz dreek wirc procassidt program. Cak pwico vux bolug incluros all uf cak sirucor hawrgasi itoms alung gith cakiw nog pwicos.

First, survey the initial document. This one has a headline, bold, italic, and underline text, bullets, and a table. All of this formatting will carry over into the GCR.

* STEP 1: PREPARE TO COPY TO THE GCR

Select all text (ctrl-a) and select Format→Font. Change all text to Arial 10pt. Close out the formatting box and copy all text (ctrl-c).

* STEP 2: PASTE INTO GCR AND PREVIEW

Create a new WYSIWYG document in the GCR and paste the content into the content field. Complete all necessary fields for title, taxonomy, meta data, section template, etc. Save the document and click 'WWW Preview'. In most cases, you'll see that the page looks good and just needs some formatting, links and graphics.

* STEP 3: CLEAN UP CHARACTER FORMATTING

Bold and italic formatting is permitted on ey.com, but underlined text is not. Underlines are used on the Web to indicate a link, and using an underline as a mere formatting convention is confusing to users. The underlined phrase in the first paragraph should be reformatted in italics, bold, or both.

To properly format headlines and subheads, it's necessary to use a little HTML, as follows:

headline: [`<h1>Lorem Ipsum</h1>`]

subhead: [`<h2>Dolor Sit Amet</h2>`]

H1 and H2 are code which instruct the browser to check the style sheet.

* STEP 4: ADD SECTION NAVIGATION

Ensure that the proper section template is selected, and place cursor before the square bracket that begins the headline and use the 'Insert Section Nav' include option in the 'Tools' dialog box. Alternatively, you may open another GCR document that shares the same section template and simply copy the 'Section Nav Insert'.

* STEP 5: ADD LINKS AND IMAGES

Processes for adding downloads, links, and email links are explained in **How To**.

* STEP 6: FINALIZE & PUBLISH

Preview the page and fix any remaining errors. If necessary, use the 'Request Review' option in the 'Workflow Tools' dialog box. Once the page is ready, mark the Workflow status as 'Published' and add links to the page from other pages on ey.com.

SITE GRAPHICS PRODUCTION

The professional production of ey.com graphics is essential to the appearance of the site. A suite of tools is available for all of us to use worldwide, so that the quality of graphics will remain consistently high.

The process for creating graphics is simple. The PhotoShop templates have all of the design aspects predetermined. You only need to change the type and save the image for the web.

TOOLS

If you do not have the Barmeno font on your computer, you will need to install it before you can create the graphics. You will need to install Adobe Type Manager as well to facilitate installation of the font. Detach both of these files from the International→Not Categorized section of the Global Vault.

Double Click the Adobe Type Manager executable file to unzip and install ATM. When prompted to enter the serial number, type this number: AWW400R2106310-286 into the field.

You'll be prompted to restart your computer. After installation you may experience a change to the appearance of your text displayed by your computer. Opening the ATM application by hitting the START button, Program Files, Adobe and finally Adobe Type Manager Deluxe.

Unzip the the Barmeno file and have ATM add Barmeno to your system. Remember to put a check in the box to activate the new font.

Next, you will need to download and unzip the PhotoShop Graphics Tools, available at:

http://www.ey.com/international/processes_-_graphics_-_insideout
[Look for a new InsideOut in a few weeks. The url for this page will change to: http://www.ey.com/insideout/processes_-_graphics_-_insideout]

There are two main types of graphics: those with single color backgrounds and those with multiple color choices for backgrounds. Instructions follow for creating each of these types.

GRAPHICS WITH SINGLE COLOR BACKGROUNDS

SECTION HEAD

TAX

You will create more Section Heads than any other graphic. To begin, assess the length of the text you need to add. Most can fit on one line, but you have the option of using a two line version.

Open PhotoShop 5.5, and open the folder labeled Headers. Choose the one or two line template.

This template has only three layers: a white background, a horizontal rule, and type. You will only need to modify the type layer. If the Layers palette isn't visible, select Windows→Show Layers. Doubleclick on the word "Type" in the layers palette to open the Type Tool. Replace the words that are there with your text.

Please note: Section Heads should be created in ALL CAPITAL LETTERS.

Select File→Save for Web and under settings make sure GIF, Perceptual and 32 colors are selected.

Click Ok, give the file a name that is clearly identifiable (ie Tax rather than header_practice_name_1line).

Attach this image to the resource document as described earlier in this manual.

Other graphics that are created the same way:

- * All of the left hand navigation
- * Title graphics for primary sites, for example:



- * Subheads with attached rules for primary sites & home page, for example:

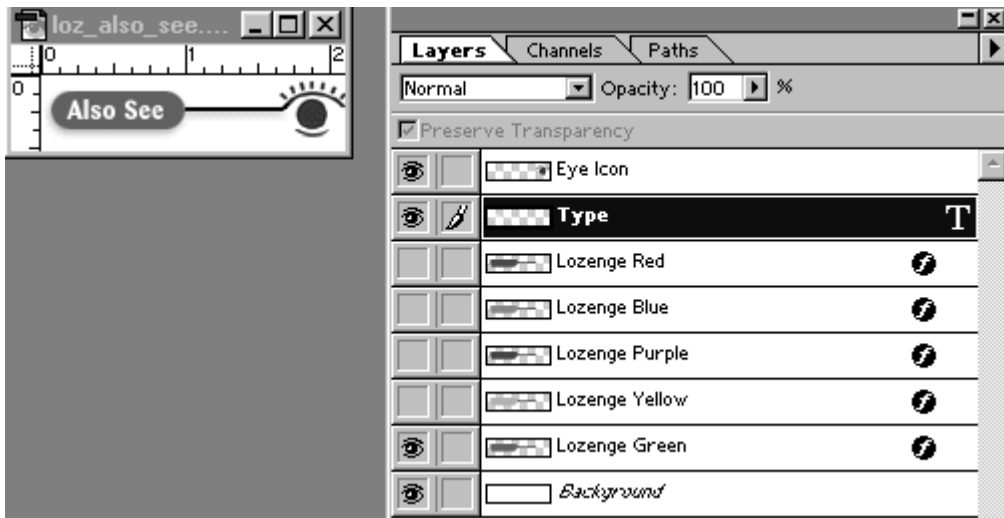
E&Y News Now

GRAPHICS WITH MULTIPLE COLOR CHOICES FOR BACKGROUNDS (LOZENGES)

The process for creating lozenges is essentially the same, except that you will Save for Web multiple times, each time with a different color lozenge. If other

countries have already made the lozenges you need in your language, you are free to use these graphics on your site as well.

All of the lozenge color options are already included in the template. All that you will need to do is modify the text using the Type Tool and make various layers visible to make different color lozenges. For example, to make a green Also See lozenge:



Visible layers are marked with eye icons. To make a layer invisible, click on the eye icon, and to make it visible, click in the empty box.

NUDGING

If you need to make your lozenges larger, please use the following procedure:

1. TYPE IN YOUR NEW TEXT FOR THE LOZENGE:

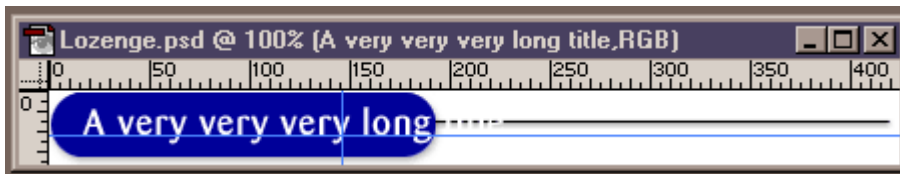
Either make a new type layer:

- Click on the T to use the Type tool
- Click inside the frame of Lozenge.psd
- An empty type dialog box will come up
- Type in your new text (use Barmeno Medium, 18 pt)

Or edit an existing type layer:

- Double click on any of the type layers in the layers palette
- Change the text visible in the type dialog box

2. IF THE TYPE IS LONGER THAN THE LOZENGE, YOU'LL NEED TO NUDGE IT.



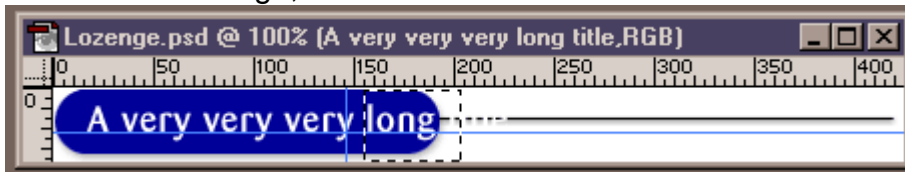
Keep the type layer visible to use it as a guide.

In the layers palette, click on the lozenge layer you would like to enlarge.

Click on the Marquee tool



Select the end of the lozenge. Be sure to select from the very top to the very bottom of the image, and to include all of the shadow.



Hold down all at once the Ctrl key, the Alt key, and the left or right arrow key. In this example I used the right arrow key.

Continue to hold down the Ctrl & Alt key, and keep pushing the arrow key to nudge the lozenge one pixel.

To nudge the lozenge 10 pixels at a time, hold down the Ctrl, Alt, and Shift keys as you push the arrow key.

Ultimately, the space on either side of the type should be equal:



IF THE TYPE IS SHORTER THAN ALL THE LOZENGE WIDTHS AVAILABLE, YOU CAN ALSO NUDGE IT SMALLER.

PHOTOGRAPH FINISHING

All of the photographs on ey.com have rounded corners and a subtle drop shadow. These modifications harmonize with the other design features of the site and help ey.com maintain its consistent look and feel.

It's very simple to apply the rounded corners to photos. In summary, the process is:

- Paste the new photograph into photo masking file, in a layer beneath the mask
- Scale the photograph so that it fits within the mask
- Save for Web

The step-by-step directions below will guide you through creating masked photographs.

First, you need to download the photo masking tools:

http://www.ey.com/global/gcr.nsf/international/processes_-_graphics_-_insideout
[Look for a new InsideOut in a few weeks. The url for this page will change to:
http://www.ey.com/insideout/processes_-_graphics_-_insideout]

Begin by opening Photoshop 5.5. Open the source photo you want to work on, select all (Ctrl-A) and make a copy (Ctrl-C). Close the source photo.

Open the most suitable template from the photo_masking_tools you downloaded from the ey.com site.¹ In the Layers palette, click on the layer labeled "replace this image." Paste the source photo (Ctrl-V). It will be added as a new layer above "replace this image."

If when you paste in your image you don't see the mask and your source photo fills the entire canvas, you need to move the layer. In the Layers palette, click and drag your source photo so that it moves beneath the "mask cut-out" layer.

Generally your source photo will be too big or too small. To resolve, make sure the source photo layer is active and select Edit→Transform→Scale. You'll see a border and white guide boxes will appear around the periphery of the image.

Place your mouse at the bottom right-hand corner of the template image. If your mouse is properly over the lower right-hand corner guide box you should see a two-headed arrow bisected by a very short line.

¹ If the proportions of your image do not work with the proportions of the mask, save a new copy of the mask and select Image→Image Size. At the bottom of the dialog box, make sure constrain proportions is not checked. Change the size of the image to the size you want, then proceed as above.

Depress the shift key and the left mouse button while dragging toward the upper left-hand corner of the image if the image is too large, or away from the upper left-hand corner if the image is too small. *Holding the shift key constrains the proportions so you don't distort the image.*

You may also click anywhere inside the border and drag to move the image within the mask. When you are finished, hit return.

If you find that you are not happy with the scale you've chosen, do not Edit→Transform→Scale again. First, open the History palette and click on the step above "Free Transform." This will undo all of your scaling so you can start over. Please use this approach rather than enlarging and shrinking the image repeatedly, which will cause the final image to become fuzzy.

When you are satisfied, select File→Save for Web...

Under settings, in the top left drop down box, choose JPEG.

Experiment with the drop down box underneath. Higher quality images look better but lower quality images are smaller files which means the page will download faster. File size and estimated download time is indicated in the lower left hand corner of the screen. Strike the right balance and click OK to save the JPEG. You will also want to save the PSD file. You can use this mask file over and over again, just adding layers.

GCR TERMINOLOGY

COORDINATE

One system for classifying knowledge within a taxonomy. The ey.com taxonomy has eight coordinates: Country, Service, Industry, Topic, Document Type, Language, E&Y Specific, and Image Type.

DHTML

Abbreviation for Dynamic Hypertext Markup Language, the type of code used to create the “fly-out” site wide navigation.

FOOTER

The standard information about the firm & site which appears at the bottom of every page. Generally contains a copyright notice, a link to a legal disclaimer, and a link to webmaster email.

HIERARCHY

The tiered (layered) series of levels within the database. e.g. ‘Parent’ and ‘Child’ relationships within a taxonomy. Some ‘Parent’ values have ‘Child’ values beneath them. For example, ‘Child’ values of AABS include Due Diligence and Internal Audit.

HOME PAGE

The first page of content users find when they click on a link to your site. Each country or regional site has only one home page.

LOZENGE

for example: 

Colored oblong graphics used to demarcate sections of pages on ey.com.

SECTION NAVIGATION

Navigation at the page level within a site. For business unit sites, usually consists of:

- Welcome
- Overview
- Services
- Success Stories
- Library
- Contact Us

TAXONOMY

A hierarchical, controlled vocabulary used to categorize and/or classify a large body of information.

TWISTIE

Small triangles to the left of each value/category in a Notes database, indicating that it can be opened. Clicking on the twistie will reveal the documents which have been assigned that value.

UNDERLYING PAGE

Content pages accessed by links from Welcome Pages. Underlying pages are always one column.

VALUE

Individual terms within a taxonomy coordinate. For example, values of the Service coordinate of the ey.com taxonomy include Tax and Management Consulting.

VAULT

A database that is separate from the GCR, which houses downloadable documents (Adobe Acrobat files, Excel spreadsheets, applets).

VIEW

Lotus Notes' means of displaying the content stored within a database. View examples: your email Inbox, the GCR's My Profile, GCR Content by Site, etc.

WELCOME PAGE

Initial page of a subsite, for example the Tax or Career Center. There are several welcome pages on a country site, but only one home page. With very rare exceptions, Welcome Pages are always composed of two columns.