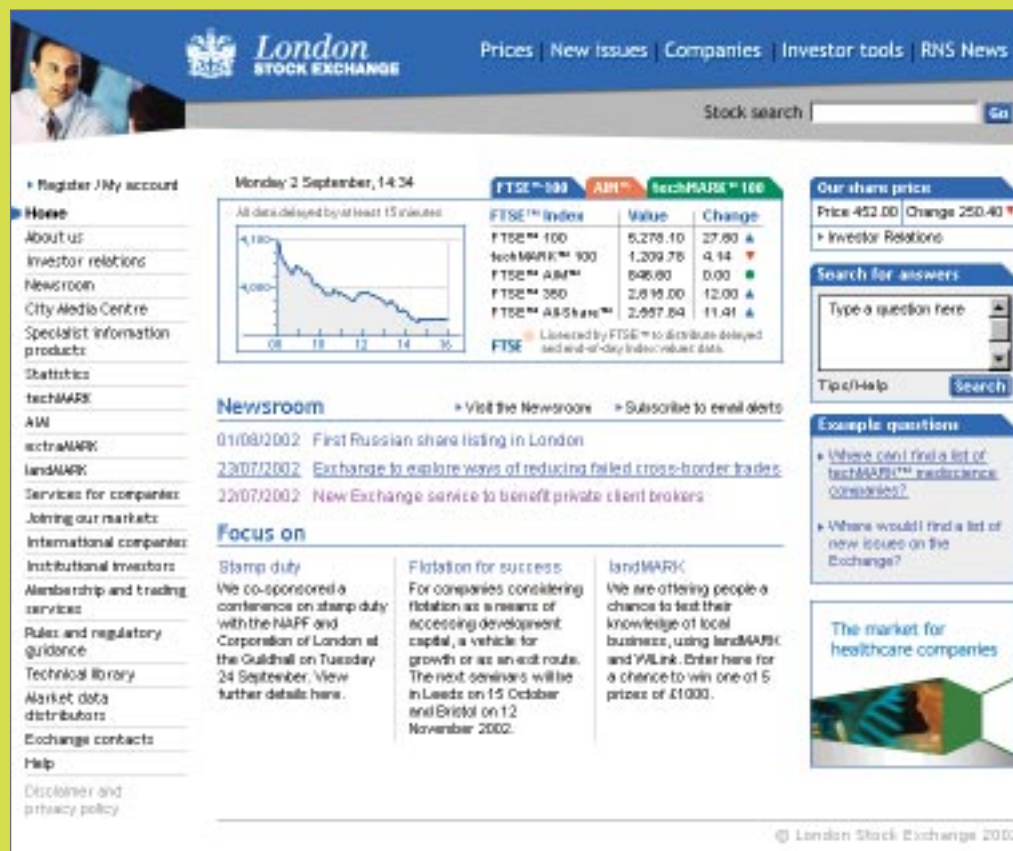
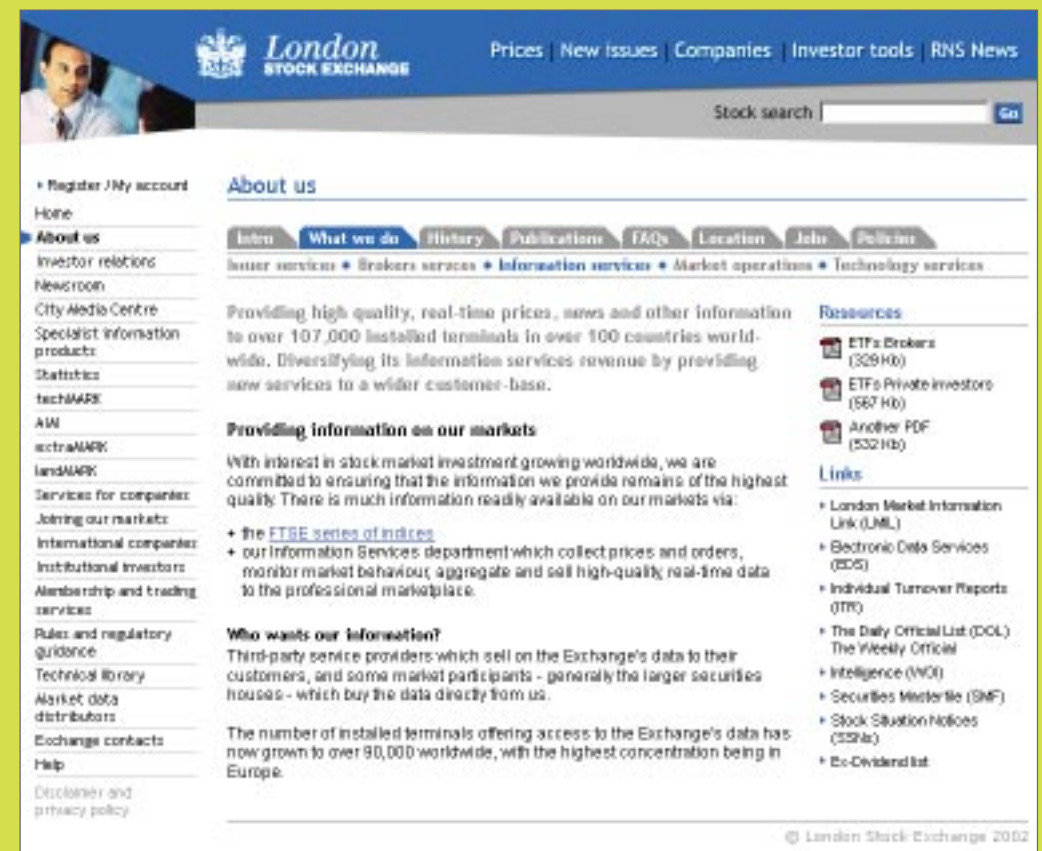


**Key pages and layouts** Our website is structured to help visitors navigate efficiently. The key entry pages for all users, and especially new users, are the home page and section home pages. These key pages – called first and second level pages – tell our web audiences what is available and where they can find what they need.



### Level 1: Our home page

Our home page works as a reference point and gateway to all of the information, products and services that the Exchange offers. The home page also communicates the nature and purpose of our website and introduces visitors to the corporate brand style.



### Level 2: Section home pages

Second level section home pages do the job of explaining the information, products and services users will find in each of the Exchange's business areas.

# Page layout

## Home page



### Measurements

**Masthead:** the masthead dominates the top of the home page, and every page, of the corporate site and is always 103 pixels high.

There is no gap between the masthead and the top or left edges of the page. There is always a gap of 24 pixels underneath the masthead.

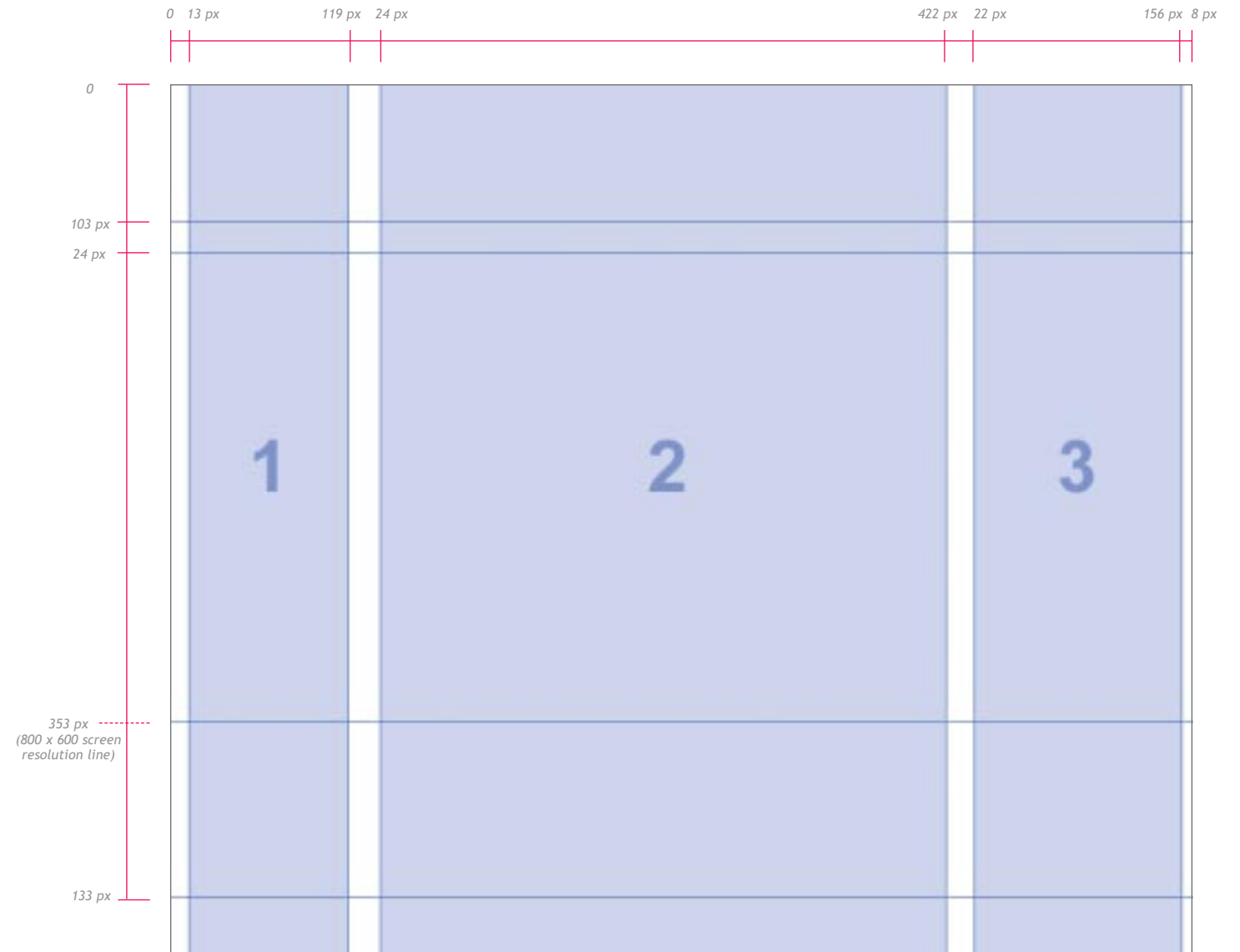
**The grid:** the home page introduces the grid structure of horizontal sections and columns. Three columns are used throughout the website – on the left, a navigation

column 119 pixels wide, a central column used for the main body of written content is 422 pixels wide, and a third column 156 pixels wide is used for reference and promotional content.

**White space:** fixed areas of white space between content areas emphasise this grouping of information and help users understand the way information is laid out.

**Display area:** the site is designed to display within a set area so that users with small screens are able to view it without horizontal scrolling.

**Footer:** a single pixel grey line is displayed 486 pixels from the top of the screen. It is designed to align with the bottom of the lowest left hand navigation label, and to display copyright information underneath at bottom right.



# Page layout

## Second level pages – 3 column

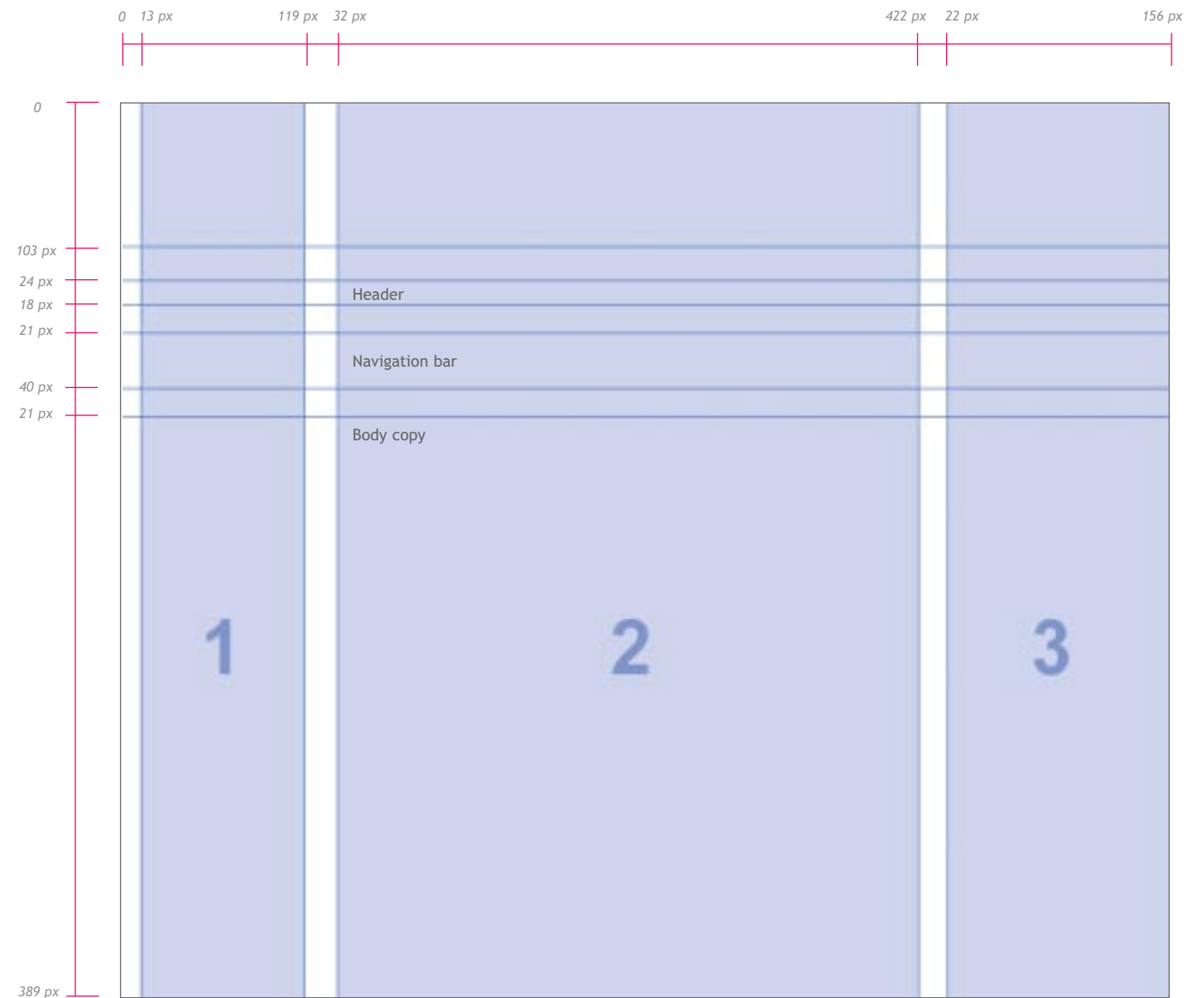


### Measurements

**Columns:** where possible, all second level pages should follow the three-column layout illustrated here. This is not always possible – for example, where a wide table of data is displayed.

**Horizontal navigation bars:** where these are used to provide sub-navigation within a section, they should extend across two columns at the top of the page, with content being laid out in three columns below.

**Footer bar:** the single pixel grey line and copyright information should be at least 486 pixels from the top of the screen. Where the content of a page extends further than 486 pixels, a minimum of 20 pixels below the lowest piece of content and the line must be observed.

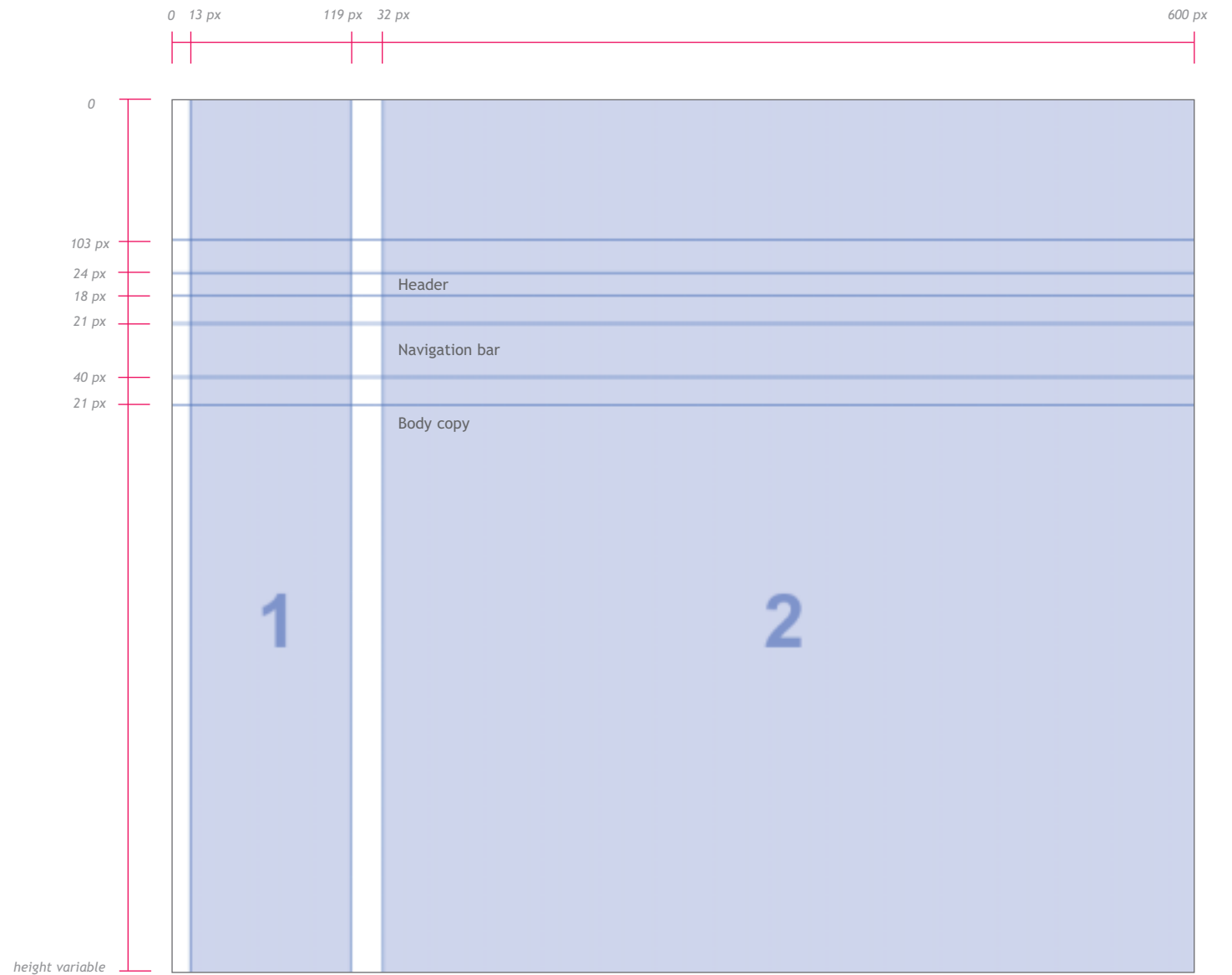


# Page layout

Second level pages – 2 column



Columns: where a three-column layout is not possible, content should be designed across the full width – 600 pixels – of the second and third columns combined.



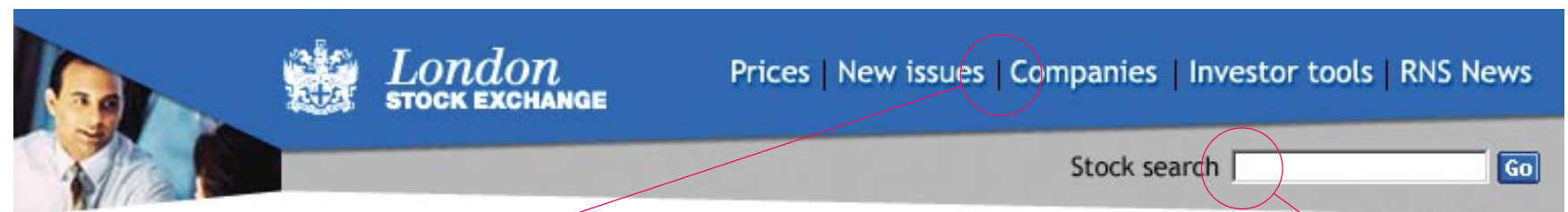
# Our navigation systems

Navigation is fundamental to the web's dynamic. How visitors interact with what's in front of them – and how well they find their way around the information, products and services we offer online – is critical to the success of our website.

## Masthead navigation

The five most important navigation options – 'Prices', 'New issues', 'Companies', 'Investor tools' and 'RNS News' – are displayed in the masthead. These five options represent our website's most frequently accessed pages.

The masthead also contains the 'Stock search', which allows users to quickly find a particular security.



Normal state



The masthead navigation is anti-aliased white text with a drop shadow.

**Font:**

Graphic font with strong anti-alias:  
 Trebuchet regular 15pt  
 Colour = white  
 Drop shadow = 35% opacity,  
 120 degree angle.  
 Distance: 2px, size: 1 px

Rollover state



The navigation link rolls over to white text with no drop shadow. The text has been offset by two pixels below the alignment of the other links.

**Font:**

Graphic font with strong anti-alias:  
 Trebuchet regular 15pt  
 Colour = white  
 No drop shadow.  
 Offset: 2 pixels down

Selected state



The selected state is the same as the normal state with the addition of a single pixel black frame around the text.

**Font:**

Graphic font with strong anti-alias:  
 Trebuchet regular 15pt  
 Colour = white  
 Drop shadow = 35% opacity,  
 120 degree angle  
 Distance: 2px, size: 1 px

**Frame:**

1 pixel black line

Stock search



The 'Stock search' box is always displayed on the right within the masthead. It is a simple text entry field specifically used for searching the 'Prices' section of the website for the names, or abbreviated names, of any stocks traded on the London Stock Exchange.

**Font:**

Graphic font with crisp anti-alias:  
 Trebuchet regular 13pt  
 Colour = black

**Button:**

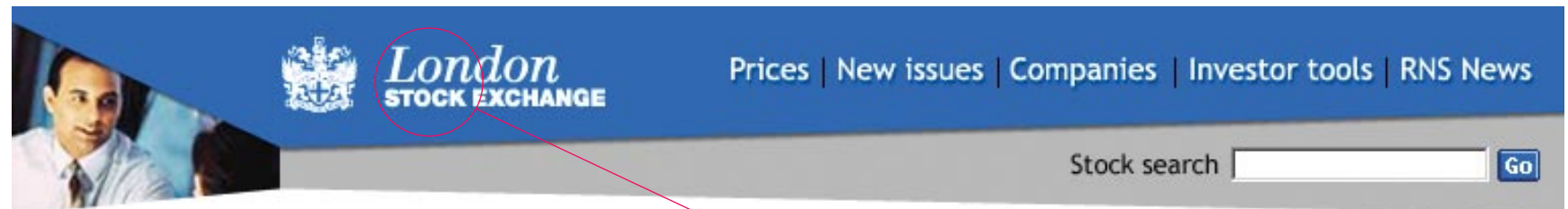
See page 14.1 for detailed specifications of button sizes and colours.

## Our navigation systems

The corporate identity of the London Stock Exchange is one of the most important elements of the company's presentation. It is vital that we maintain a high level of consistency in all applications. Our logo gives credibility to every single piece of customer communication and is the summation of our brand. On our website it takes the prominent position within the masthead and supports everything that follows.

### Our brandmark

The crest symbol and the logotype form the key visual elements of the mark and our identity system. In all online applications, the mark must be used in its entirety and must not be cropped, typeset or reformatted in any way. It has been drawn up in two forms for specific reproduction uses: the positive version and the negative version.



*London*  
**STOCK EXCHANGE**



*London*  
**STOCK EXCHANGE**

#### The positive version

The positive version is used in black on white or light colour backgrounds. The positive version should not be reproduced in any other colours.

#### The negative version

Reproduced in white for use on strongly contrasting backgrounds.

#### Note

In the negative version, the cross on the shield is never white when printed – instead it takes the background colour. If this is not the case then incorrect artwork has been used and must be replaced.

Every single use of the brandmark must be cleared with Marketing: +44 (0)20 7797 4084 (STX 34084).

# Our navigation systems

## Left-hand menu

The left-hand menu supplies direct navigation to the sections of the site dealing with specific products, services and markets, as well as corporate sections such as Newsroom and Investor Relations. This menu is restricted to 20 items to avoid unnecessarily complicated navigation.

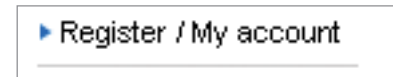
### Labelling:

Only the first letter of the first word of each label should be upper case. The exceptions to this rule are proper names such as 'City Media Centre' and 'AIM'.

### Lines:

Single pixel grey lines are used to separate menu items.  
 Colour = medium grey  
 Hex# CCCCCC  
 (RGB: 204, 204, 204)

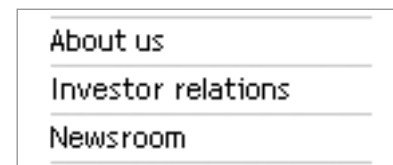
'Register/My account' link



Register/My account allows website users to register for services, products and e-mail alerts, and to update their account details through a log in.

This link follows the same rules as 'structural links'. See page 10.3 for specifications of font sizes and colours.

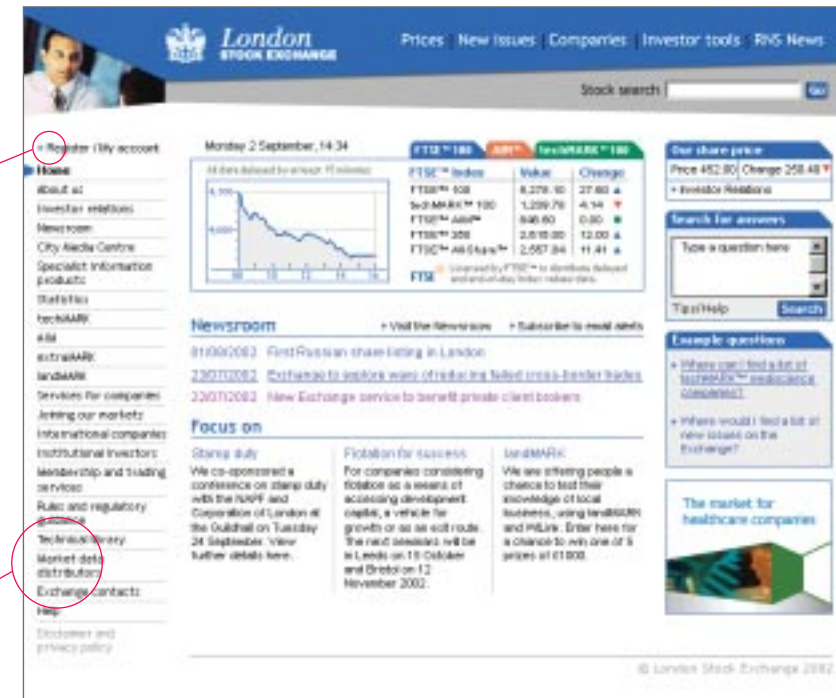
Normal state



The normal state for the navigation text is black against a white background.

### Font:

Trebuchet regular 11pt  
 Colour = black  
 Hex# 000000 (RGB: 0, 0, 0)



Rollover state



The navigation text rolls over to blue underlined.

### Font:

Trebuchet regular 11pt  
 Colour = standard link blue  
 Hex# 0000FF (RGB: 0, 0, 255)

Selected state



The selected state for the text is black and bold. A graphic marker is used to indicate the selected section.

### Font:

Trebuchet regular 11pt  
 Colour = black  
 Hex# 000000  
 (RGB 0, 0, 0)

### Marker:

Colour = masthead blue  
 Hex# 0066CC  
 (RGB: 0, 102, 204)

# Our navigation systems

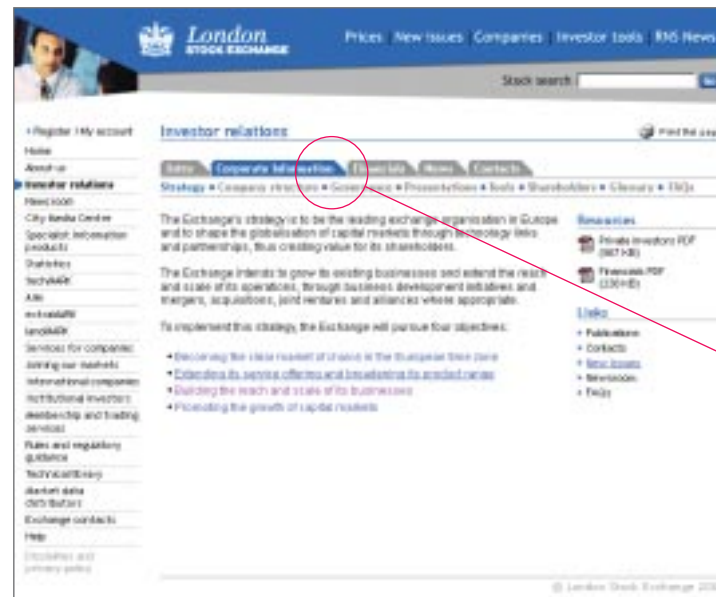
## Horizontal navigation bars

A number of horizontal navigation bars are used across the site – ‘techMARK’, ‘Investor relations’, ‘Membership and trading services’ and ‘Investor tools’ are all examples. The style follows a standard template in all cases.

### Colours

The standard navigation bar colours are masthead blue and grey. Within each of our three market sections – techMARK, AIM and landMARK – sub-brand identities are reinforced through the use of a unique colour in place of masthead blue, with grey.

Certain areas of the site may use an alternative lead colour, in place of masthead blue, where this integrates with an offline campaign, as for example with the ETFs section.



### Normal state



Primary navigation tabs have a grey background and white text.

Font: Trebuchet bold 12pt, colour = white

Tab colour: Dark grey = Hex# 999999 (RGB: 153, 153, 153)

The secondary navigation has a white background and grey text with blue diamonds dividing the links.

Font: Trebuchet bold 12pt, dark grey = Hex# 999999 (RGB: 153, 153, 153)

Diamonds: Masthead blue = Hex# 0066CC (RGB: 0, 102, 204)

### Rollover state



The rollover state for the primary navigation is grey tab with underlined white text.

Font: Trebuchet bold 12pt, underlined, colour = white

Tab colour: Dark grey = Hex# 999999 (RGB: 153, 153, 153)

The secondary navigation becomes underlined blue text.

Font: Trebuchet bold 12pt, underlined, colour = masthead blue Hex# 0066CC (RGB: 0, 102, 204)

### Selected state



When selected the primary navigation tabs have a blue background and white text with no underline.

Font: Trebuchet bold 12pt, white

Tab colour: Masthead blue = Hex# 0066CC (RGB: 0, 102, 204)

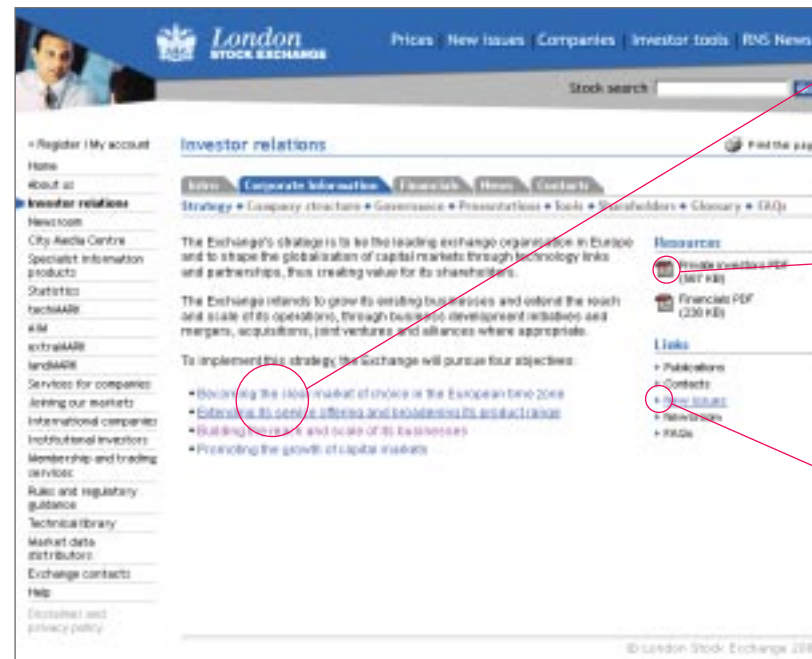
The secondary navigation becomes blue text with no underline.

Font: Trebuchet bold 12pt, colour = masthead blue Hex# 0066CC (RGB: 0, 102, 204)

# Our navigation systems

## Links

Links are essential on any website. They complement the main navigation systems and provide information about the site's structure. On our website, only three styles of link may be used: embedded, structural and associative. Each has its own strictly defined attributes and specifications. See page 10.3 for specifications of font sizes and colours.



Embedded links

[Extending its service offering and broadening its reach](#)  
[Building the reach and scale of its businesses](#)  
[Promoting the growth of capital markets](#)

Associative links

[Private investors](#) (567 KB)  
[Financials PDF](#) (238 KB)

[Dame Judith Mayhew speech](#) (Word 22KB)  
[Don Cruickshank speech](#) (Word 43KB)

Structural links

[▶ Publications](#)  
[▶ Contacts](#)  
[▶ New issues](#)  
[▶ Newsroom](#)  
[▶ FAQs](#)

### Embedded text links

Embedded links can appear anywhere within body text, including within bulleted lists, and indicate a link to a related piece of text. They are blue, rolling over to blue underlined, and display a purple visited state.

### Structural links ('Links')


These link from one section of the website to another, as well as to named pages and sibling, children and parent pages in structural hierarchies – for example, sections or pages within sections. They may also link to external websites. Structural links should always be black, rolling over

to blue underlined, and display a purple visited state. They are always displayed next to a blue arrow and are usually – but not always – found in the third column.

### Associative links ('Resources')

These provide users with 'see also' referrals to related files for download, such as PDFs, Word or CSV files. They should always be black, rolling over to blue underlined, and always displayed next to a blue arrow. Because they require a plug-in, PDFs are always displayed next to an

icon instead of an arrow. With file downloads, a descriptive name and the file size should always be displayed.



**Consistent fonts** Our typefaces are an important part of our design system. They perform a subtle unifying task, helping our websites, publications and other communications sit recognisably alongside each other.

trebuchet

is our primary font, available in roman, bold and italic. Trebuchet may be used for straplines, headings, subheadings, quotes, and highlight words.

arial

is our secondary font for online applications. Arial is available in regular, bold and italic. Do not use any other versions. Regular arial is used for paragraph headings and body copy.

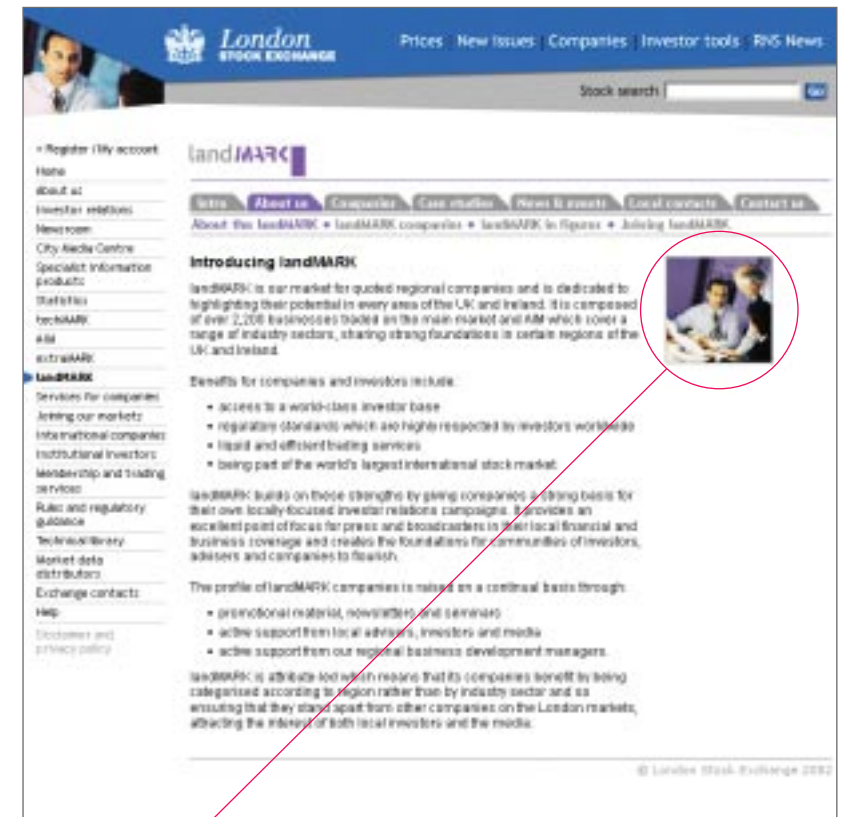
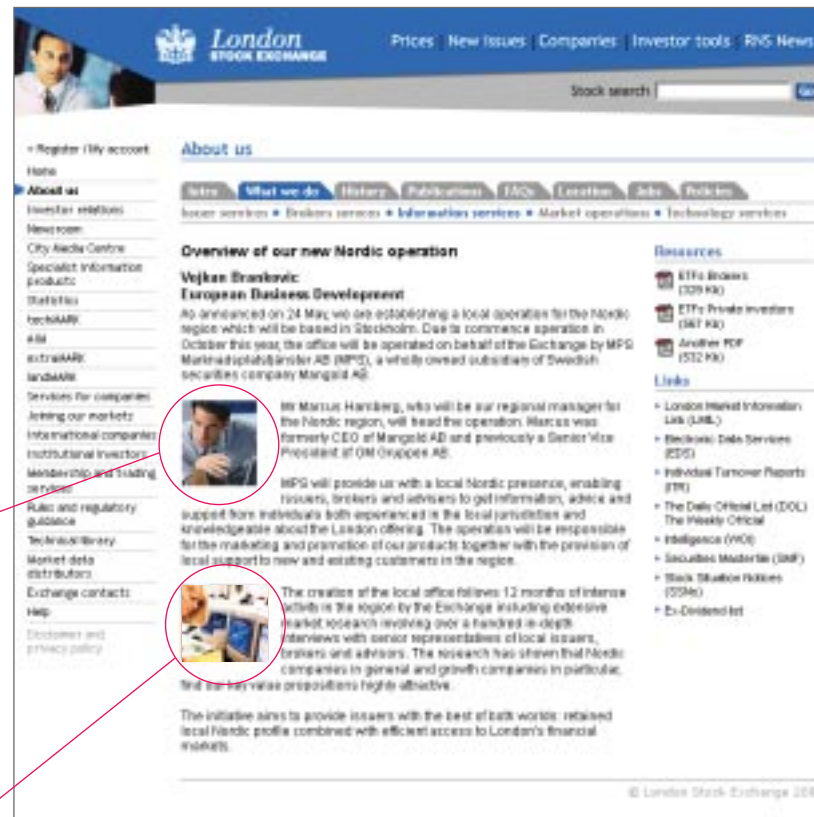
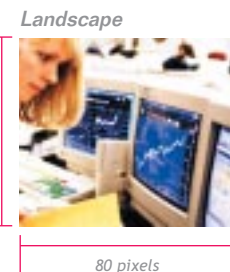
helvetica

is also used online, when text needs to be legible at very small sizes, eg chart captions and disclaimers.

**Using images** Space on a webpage is very limited, so any imagery must work hard to justify its inclusion. The guiding test is: does it add to the reader's understanding of the text? If imagery is used, it should allow website visitors to quickly understand the features and benefits of the product or service being offered. Overall, the imagery should reflect an appropriate mix of technology and people.

**Standard dimensions**

The website uses three standard sizes of photographic images, depending on whether the page uses the two-column grid or the three-column.. Only images with the specified standard dimensions should be used.



# Buttons, icons and other graphics

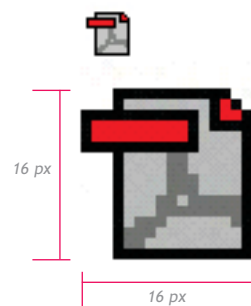
Our website uses a limited and distinctive set of buttons, icons and other graphics. By using these – and only these – consistently throughout the site we will make it easier and quicker for our audiences to use.

Standard button



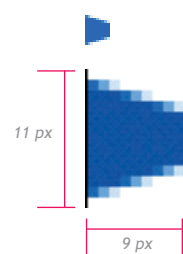
This style of button should be used for all functional interactions, such as 'Search', 'Go', 'Submit', 'Cancel', 'Clear', 'Log in/out' and 'Register'. Standard buttons must be aliased with a single pixel bevel and outline. The height is fixed, but the length of the text defines the width. The aliased text is Trebuchet bold, 11pt white. Colour = Masthead blue

PDF icon



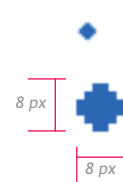
This icon indicates a PDF file is available for download. No other icon should be used to represent a PDF file.

Navigation marker



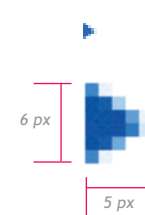
Used in the left hand navigation menu, the marker highlights a selected section. It has an angled shape and is anti-aliased.

Diamond divider



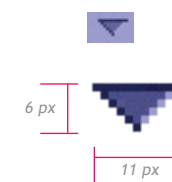
Diamonds are used as separators between the second-level labels in the horizontal navigation bars. The graphic is aliased sharp.

Structural link arrow



This arrow device is used site-wide to indicate a structural link. The graphic is anti-aliased.

Header arrow



This arrow device is used in table headers to indicate that the contents of a column may be sorted by clicking on it. The graphic is anti-aliased.

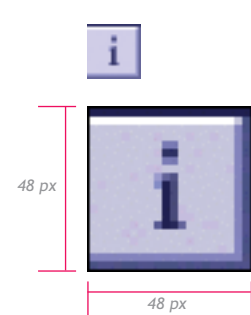
RNS navigation buttons



These graphics are used to facilitate paging where a search returns multiple pages of search results. When a button is inactive the graphic becomes 50% transparent.

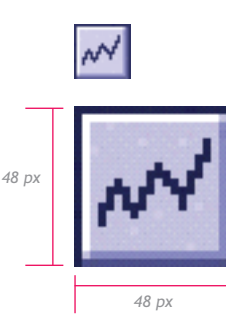
Font: Trebuchet regular 12pt  
Colour: Grey: Hex# 666666 (RGB: 102, 102, 102)  
The directional arrows next to the buttons are anti-aliased.

Information icon



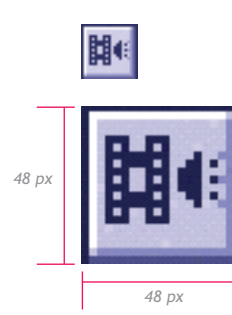
This graphic device indicates that additional information or help may be viewed by clicking the icon. The font used is Goudy bold, 16pt black. The icon may be used in positive and negative versions and is anti-aliased.

Graphing icon



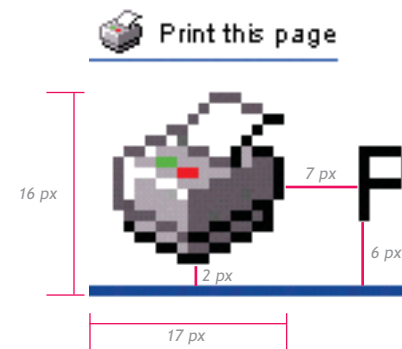
This graphic device indicates that a graph may be viewed by clicking the icon. The graph icon is aliased sharp.

Multimedia icon



This graphic device indicates that multimedia files may be accessed by clicking the icon. The multimedia icon is aliased sharp.

Print icon



When a page requires a link to a printable page the print icon is displayed. To the left, the icon should always be supported with the label 'Print this page', which is Arial 9pt and rolls over to blue underlined. The icon must always be displayed above the single pixel line underneath the page or section heading ranged right.

## Note

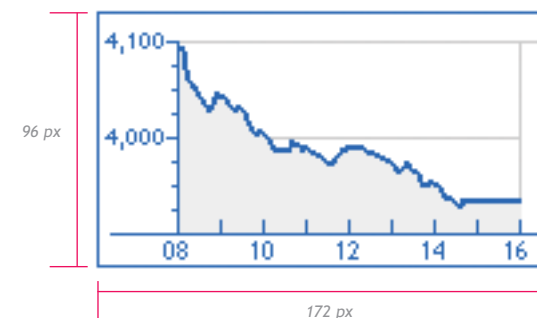
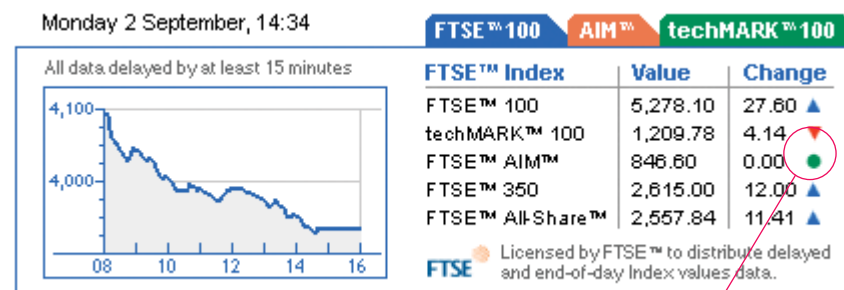
Anti-aliasing should only be used for angular graphics where an aliased edge would look jagged.

# Tables, graphs and charts

There are a number of styles used for different types of graphs and tables on our website. The general rule is to keep data simple and uncluttered so that the information is easy to understand. New graphs and tables should follow one of the existing styles.

## Home page index values graph

The graphing tool at the top of the home page provides a snapshot of intra-day index values.



## Graph style

All headings and graph content are aligned left.

## Fonts:

Vertical scale = Trebuchet regular 9pt  
Horizontal scale = Trebuchet regular 10pt

## Graph colour:

Masthead blue: Hex# 0066CC  
(RGB: 0, 102, 204)  
Light grey: Hex# EEEEEE  
(RGB: 238, 238, 238)

