

Master Page (Page Layout) Design Guidelines

The following pages illustrate the layout that a website running on Connected Community should generally follow. The sizes used in these illustrations represent the best practices that we have established after designing over 100 websites for our platform. The illustrations also show the functional elements available to be used in your site design.

Design Requirements

This document really just represents guidelines. The closer that they are followed, the more optimized the site will be. However, only the following are set in stone:

1. The page width must be 984 pixels, including any borders, margins, or padding.
2. There must be a place for primary navigation. Typically this is a navigation bar near the top of the page.
3. There must be a place for the Content Area with a minimum of 640 pixels in width.

Design Elements

The following elements are available to be used in the design. All except the primary navigation and content area are optional.

Common to all pages

1. Logo – A place to display the organization’s logo. The logo typically links back to the site’s home page. The logo can be changed from the Microsites administration section.
2. Slogan – A text phrase shown in the header. Editable from the Microsites administration section.
3. Auxiliary Navigation – Less important navigation that typically appears in the upper right hand corner. Editable from the Microsites administration section.
4. Welcome Box – A control that prompts the user to login if they have not already, and welcomes them once they have.
5. Primary Navigation – The main navigation of the site. Normally the most important 6 to 8 sections of the site. Editable from the Microsites administration section.
6. Site Search – A full site search box and button.
7. Top Banner Ads – Banner Ads that appear above the content area. Ads may be added or modified from the Microsites administration section.
8. Content Area – The part of the page where the real content of the page will show. Controlled by Microsites.
9. Bottom Banner Ads – Banner Ads that appear below the content area. Ads may be added or modified from the Microsites administration section.
10. Footer Area – A section that appears at the bottom of the page.
11. Bottom Navigation – Navigation that appears in the footer area. Typically legal items like the Privacy Policy or Terms and Conditions. Editable from the Microsites administration section.
12. Copyright Notice – The copyright notice for the site. Editable from the Microsites administration section.

Additional elements on interior pages (pages other than the home page)

1. Section Title – The title of the primary navigation item that is selected. The title of the “section” of the website.
2. Secondary Navigation – The child navigation of the selected primary navigation. I.e., the navigation items within a section of the site.
3. Left Banner Ads – Banner Ads that appear to the left of content area. Typically below the secondary navigation. Ads may be added or modified from the Microsites administration section.
4. Bread Crumbs – Links that show the user where they are in the site, from the Home page down to the current page.
5. Page Title – The title of the page the user is viewing. This is typically the same as the selected navigation item.
6. Right Banner Ads – Banner Ads that appear to the right of the content area. Ads may be added or modified from the Microsites administration section.

Logo Area 322w x 120h	Slogan Area 322w x 120h	Aux Navigation 322w x 13h
		Welcome Box 250w x 53h


Primary Navigation 834w x 42h	Search 148w x 42h
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Top Ad Area 982w x 80h

Content Area 962w x variable h

Bottom Ad Area 982w x 145h

Bottom Navigation 480w x 13h	Footer Area 982w x 45h	Copyright area 480w x 13h
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 How Corporate Real Estate can Bridge the Talent Gap
 CoreNet Global Summit
 29 June - 1 July 2008



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UPCOMING EVENTS


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ANNOUNCEMENTS


Q3 Learning Series
 By: [Rob Wenger](#), Jul 20, 2009 1:51 PM
 We are excited to announce the Q3 Learning Series, packed with excellent topics and experienced speakers. Click the link below to sign up
[HL Q3 Learning Series](#)

Boost your Career - Become a Contributor!
 By: [Rob Wenger](#), Jul 19, 2009 12:55 PM
 Do you want name recognition? Want to be seen as "the" expert in your field? Become a Top Contributor! Not only will sharing your expertise help the industry, but it will help your career too! Start blogging, commenting, and posting to the discussions today!


TOP CONTRIBUTORS

 [Kelly Erikson](#)
 Higher Logic
606 Points

 [Mark Lowry](#)
 Higher Logic
 Washington, DC
570 Points

 [Mohammed Zaheer](#)
 Exalt
277 Points

RECENT BLOGS

 [Social network](#)
 By: [Rob Wenger](#), Oct 14, 2009 12:11 PM
 A social network is a social structure made of individuals (or organizations)
[More](#)

COMMUNITIES

Book Club Conference
 Regional Book Club Conference New York Hilton
 Governor's Ballroom December 10-12, 2010

Social Networking for Associations
 A place to communicate with other members about social networking for associations and share helpful information.



AMSN NetWorks
 A Social & Professional Networking
 Community for Medical-Surgical Nurses

<http://community.amsn.org>



mS microSITES
 d2 directory 2.0

Logo Area 322w x 120h	Slogan Area 322w x 120h	Aux Navigation 322w x 13h
		Welcome Box 250w x 53h


Primary Navigation 834w x 42h	Search 148w x 42h
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Section Title 171w x 35h	Top Ad Area 640w x 80h	Right Ad Area 146w x variable h	
Side Navigation 171w x variable h			Breadcrumbs 640w x 13h
			Edit Page Links 640x x 23h
			Page Title 640w x 26h
			Content Area 640w x variable h
Left Ad Area 171w x variable h			

Bottom Ad Area 982w x 145h

Footer Area 982w x 45h	
Bottom Navigation 480w x 13h	Copyright area 480w x 13h





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- Communities**
- RSS
 - ERA Demo Page
 - SolutionPartners
 - Pages
 - StrategicPartners
 - Press

CoreNet Global Summit
GENERATIONS@WORK: SYDNEY
 How Corporate Real Estate can Bridge the Talent Gap
 29 June - 1 July 2008



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Press

2009 AUGUST

- ⊕ August 16, 2009 - WASHINGTON, DC
Higher Logic and Shoutlet Announce Social Media Strategic Partnership
 Shoutlet and Higher Logic announced a strategic partnership today at the American Society of Association Executives' Annual Meeting held in Toronto, Canada. The partnership brings together Higher Logic, the developer of the private social networking platform called Connected Community, with Shoutlet, a social media communication platform. [\[more...\]](#)
- ⊕ August 3, 2009 - WASHINGTON, DC
Higher Logic Names Andy Steggles as Chief Operating Officer
 Higher Logic today announced that Andy Steggles will join the company to serve as the Chief Operating Officer effective September 1, 2009. Mr. Steggles currently serves as Chief Information Officer of the Risk & Insurance Management Society (RIMS) headquartered in New York. [\[more...\]](#)

2009 APRIL

- ⊕ April 30, 2009 - WASHINGTON, DC
Aptify and Higher Logic Announce Strategic Partnership
 The partnership focuses on providing a pre-built and pre-packaged integration to allow Higher Logic's Connected Community product suite to be easily added to the Aptify customer relationship system. [\[more...\]](#)

2009 FEBRUARY

- ⊕ February 24, 2009
SNAMA.org Wins Gold from Association Trends
 Association Trends honored the Social Networking and Media Association (SNAMA) for its interactive and innovative website by awarding it Gold in the Membership Directory category. Suzanne Carawan, member of SNAMA's Executive Committee accepted the award on behalf of SNAMA. [Read the press release](#)

2009 JANUARY

- ⊕ January 10, 2009
Two Higher Logic Customers Highlighted in Associations Now January 2009 Edition
 Andy Steggles, CIO of the Risk Insurance Management Society (RIMS), authored a featured article in Associations Now. Andy's article, entitled "Keeping Score of Your Online Member Engagement" highlights how RIMS has been able to measure member engagement using Higher Logic's Connected Community product suite. [Read the article.](#)



community software for member-based organizations



AMSN NetWorks
 A Social & Professional Networking Community for Medical-Surgical Nurses
<http://community.amsn.org>



mS microSITES
d2 directory 2.0