

Blackbaud Luminare Online Design Guidelines

Version 1.63

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Submitting a Design

Blackbaud will review all designs supplied for any implementation issues and will inform you and/or your designer if any problems are foreseen.

Blackbaud prefers that your design be submitted as a layered PSD file with an accompanying PNG to show the layout. Keep **ALL** text and rollover graphics on independent editable layers so that Blackbaud can alter link buttons and graphic text as requirements change. Each element in the layered page should be clearly labeled. Blackbaud will also accept designs in coded HTML.

Designs supplied to Blackbaud in flat formats will be delivered as accurately as possible. No attempt will be made to alter the graphic. If alterations to these graphics are required, it is the responsibility of you and/or your designer to make them. To help ensure the closest match possible, you may supply a style guide with any additional information.

If Blackbaud is required to create graphics using a client logo or other image, you must provide these in high-resolution formats.

Specifying Fonts

If possible, supply the fonts used in your design so that Blackbaud can alter the text without altering the font. If the fonts cannot be supplied to Blackbaud, then we will do our best to match your fonts with those on hand. In that case, you must expect that the fonts will change. Blackbaud utilizes web-safe fonts for body text to guarantee maximum compatibility between different operating systems and internet browsers. Any font outside this list of web-safe fonts may not render the same across platforms.

Submitting Graphics

When supplying finished code, please provide the accompanying sliced graphics in JPG, GIF, or PNG formats.

NOTE: Due to the nature of design implementation and the variable quality of the code supplied, Blackbaud cannot guarantee that issues will not arise until the code, graphics and style sheets are supplied to Blackbaud and the implementation process has begun.

Including the “Powered by Convio” Graphic

Unless specified otherwise in the Blackbaud contract, the “Powered by Convio” graphic must have space allocated for it somewhere in the design. A list of the current graphics available for use on a Blackbaud site is below. These images cannot be altered in anyway.

88x31 Image



120x18 Image



108x36 Image



Page Wrapper Elements

The following apply to the page wrapper design.

1. We strongly recommend the wrapper design's content area be design and coded to be flexible to accommodate various main content widths. Most applications within Luminate Online are 700px wide however a few range up to 900px wide depending on the applications you purchased.
2. Consider planning for and incorporating responsive design breakpoints into your design to better accommodate mobile and tablet users. Certain products have responsive settings that you can take advantage of if you wrapper is designed to be responsive. See more information about responsive designs below.
3. L-shaped wrappers are recommended, but more intricate wrappers are possible as long as they do not constrain the application space. Remember that the application space (the content area) must be a single, contiguous, rectangular area. Intricate wrappers will add additional build time to your wrapper design as well as time needed for cross-browser testing.

Variable data can and should be displayed in the wrapper to provide personalization. This variable data includes the site name, current application, user name, and user registration information.

Responsive Design Layouts

As of the Winter 2013 release, it is now possible to enable responsive design layouts in certain areas of Luminate Online. When implemented properly by the client, Luminate Online's responsive design layout should allow devices to function responsively for each key resolution for which it has been developed: 320px, 480px, 768px, and 992px. These resolutions typically accommodate most desktop, mobile, and tablet browsers. Additional resolution testing can be added for responsive design testing.

Currently, as of the Winter 2013 release, Responsive Layout can be enabled for Page Wrapper, TeamRaiser (specifically Greeting, Search and Registration pages) and Donation Forms. PageBuilder (non-WYSIWG) can also take advantage of responsive design layouts. The responsive functionality in these parts of the product will only function properly if the Page Wrapper that is being used for these areas has been made responsive. Other applications and pages might be able to be customized to be responsive but would have to be scoped for level of effort.

Additional responsive information:

The responsive design layouts have default responsive design breakpoints. However, you can override the default breakpoints through CSS if desired. Consider using the following media queries in your style sheet -

```
@media only screen and (min-width: 768px) and (max-width: 991px) {}  
@media only screen and (min-width: 480px) and (max-width: 767px) {}  
@media only screen and (max-width: 480px) {}
```

Information on how to create a responsive page wrapper can be found in Convio's online help - http://help.convio.net/site/PageServer?pagename=Admin_PageWrapperEditor#Understanding_Responsive

Information on how enable Responsive Layout in Donation Forms can be found here - http://help.convio.net/site/PageServer?pagename=Admin_Online_Giving_Management_DonationForms_Responsify

Using Style sheets

Once the site is deployed, the style sheets (i.e. CustomStyle.css, CustomWYSIWYGStyle.css) are completely under client control and are not maintained by Blackbaud. **Note:** CustomStyle.css affects all wrappers.

Blackbaud Luminate Online also includes default.css, alphacube.css, and UserGlobalStyle.css for default styling. These style sheets are used for the default platform styles and are not to be edited.

Blackbaud recommends that clients wishing to use their own style sheets, use CSS Level 3. Graceful degradation should be considered the best approach to supporting older browsers.

Should a div-based layout be desired, the content area must be able to accommodate the entire width of the application without needing to stretch.

HTML Doctype

Currently the Blackbaud Luminate Online platform renders HTML using the following doctypes:

HTML 5
`<!DOCTYPE html>`

XHTML 1.0 Transitional (standards-compliance mode):
`<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">`

HTML 4.0 Transitional:
`<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.0 Transitional//EN">`.

Blackbaud recommends that clients always use HTML 5. If that is not possible, XHTML 1.0 should be used. HTML 4 should be used sparingly, and only in very specific cases.

Any style sheets supplied that are CSS level 2 or 3, or are written for another doctype, may require modifications to accurately reflect the supplied design.

Navigation

If you are planning to incorporate fly-out or dropdown menus, rollovers, or sub navigation, please be sure to include these states in the supplied PSD file or HTML file.

Using Multilevel Navigation

A fly-out (vertical) or dropdown (horizontal) menu is a submenu that appears when you mouse-over a main menu item. If you choose to use fly-out/dropdown menus, please provide options for readers with physical or cognitive disabilities in order to be compliant with Section 508.

Blackbaud can use a combination of CSS and JavaScript to build navigation systems for web sites. If you wish to use any other menu system, you will be required to supply the code to Blackbaud. Please respect licensing considerations when using proprietary code. Blackbaud will not knowingly implement unlicensed code. Blackbaud will not maintain supplied menu systems other than to post updates provided to Blackbaud.
NOTE: We do not cross-browser check any menu we do not build in-house.

Blackbaud does not recommend using Flash menu items since they do not allow for client flexibility in changing the menu systems easily or in a timely fashion.

Navigation Rollovers

Blackbaud does not discourage the use of rollover graphics, but you should be aware of the limitations to the visually-impaired. Please consider the following:

- Text-based navigation is easy to maintain and update.
- Modern browsers support color swapping of text links using Cascading Style Sheets. All text used on the site and in any menus should be done in web-safe fonts that are most compatible with modern browsers. List of web-safe fonts http://www.w3schools.com/cssref/css_websafe_fonts.asp
- Graphics or custom fonts may be used to render unique fonts, but the loading time for the page will be affected.
- Background graphic elements that overlap multiple link images will require you to recreate those graphics every time you wish to change navigation elements.

If you insist upon rollover graphics, please keep each image discrete so that they may be easily re-ordered. Also, you must provide all necessary graphics and be responsible for creating new graphics as required. Blackbaud cannot adequately maintain navigation graphics created elsewhere.

Email Stationery Elements

Email stationery should be designed to accommodate a space of approximately 600 pixels wide for maximum readability. Anything wider than this may require scrolling in the user's mail program to effectively read the content. The overall layout of stationery consists of a header and footer. If the design is for a newsletter, then the layout typically includes a left or right-hand column that would contain navigation or other elements. If the newsletter is intended to be mobile-friendly, it should be single column.

Note that not all email clients render designs the same way with the same code, Very complex designs should consider what CSS or HTML code will be needed to create the design and compare that with a website like the [Email Standards Project](#) to ensure the code is supported by all or most email clients.

Supported Browsers & Mail Programs

Blackbaud strives to create page wrappers that will render properly in, Internet Explorer 8, 9 and 10, the latest browser version of Firefox and Chrome, plus one version back, at a resolution of 1024x768. As a result, client designs will be coded for these browsers. Supplied HTML and/or CSS code, will be implemented as accurately as possible into the Blackbaud application. Other browsers and resolutions can be tested upon request. Email stationery is currently tested in Internet Explorer 9 and the latest version of Firefox on the following mail platforms: Outlook 07, Yahoo! Mail, Gmail and Hotmail/Outlook.com.

For the most current list of supported browsers, please visit the Luminate Online release notes - https://secure2.convio.net/customer/luminate_release_documentation/Luminate_RN_Index_Left.htm#CSHID=1009|StartTopic=landingpage_releasenotesindex_luminateproducts.htm|SkinName=default

Supporting Flash™

We have the ability to include Flash in a web design using the <embed> element, but we **do not** alter a Flash file once it is submitted to Blackbaud. Any files accessed by the flash file should also be included and should be referenced by absolute paths inside the movie. For this reason, we strongly recommend that elements in the design that are subject to change, updates, or alterations not be Flash-dependent: most importantly, this applies to navigational elements within the site. **Note:** including Flash may require editing page content via source mode.

If you have any questions, do not hesitate to contact your Blackbaud representative. Blackbaud will be happy to assist you or your design team by providing advice and guidance throughout the design process.

Video Hosting Solutions

Blackbaud Luminate Online should not be used to host video files. Our recommendation is to upload any video that is to be used in Luminate Online into a service such as Youtube or Vimeo, and embed the video using their provided HTML code.

FTP Access

Every Blackbaud Luminate Online instance comes with access to an FTP that can be used to upload and host files such as images and style sheets. The Blackbaud Client should contact Support for access.

Appendix A: Glossary of Terms

Page wrapper – The page wrapper is the framework that controls the positioning of elements on a site. The page wrapper typically contains the Blackbaud elements such as Login/Logout, Register/Update Profile, Forgot Password, Tell A Friend, Printer Friendly, Privacy Policy, Site Map (a static page) and/or the Powered by Convio logo. You should also include navigational elements (menu or navigation bar), wherein you may also wish to add a Contact Us element as well. Remember that a page wrapper provides the site with a common structure regardless of where the user is in the site. Other elements that can be added may include a My Participant Center link (TeamRaiser) or a Champion's Center link (Tributes). You may also wish to supply an organization address.

Reusable HTML components – While the page wrapper controls the positioning of common elements, “reusables” typically control how those elements appear. For example, the page wrapper may force the masthead to appear as the first element on all pages, but the content of the masthead would be stored in a PageBuilder page named “reus_masthead” (or something similarly descriptive). This allows the masthead to be edited (new logo, updated hyperlinks, etc.) without having to touch the page wrapper itself.

Stretching - The page wrapper will adjust to the size of the content area without “breaking”. Images and other items in the header, horizontal and/or vertical navigation should also have areas where they can appear to stretch (widen or lengthen) naturally without breaking the site’s look and feel. You may consider using a liquid layout/full screen design to eliminate some stretching issues.

Table-based Templates - Blackbaud application servers use Table-based templates. Heavy div-based designs can be problematic to implement and may require a rework in order to accommodate our applications. Please be aware of this limitation when supplying designs to Blackbaud.

Style sheets – Style sheets are used for consistent appearance throughout the site. These sheets determine the default fonts, font sizes, background colors, etc.

Content – The main content on the page, unlike the page wrapper, will change from page to page. Be aware that the minimum width of the content area may change depending on the Blackbaud application.

Navigation bar – Contains buttons or links that lead to the elements the end-user has access to (for example, Events, Photos, Advocacy, etc.).

Login/Logout – May be a link or abbreviated form as appropriate to your design. This component provides users with the ability to enter their user name and password so that they can log into the site. The login may include: Remember Me, Forgot Password, or Register/Update Profile.

Tell A Friend / Forward to a Friend – Allows a user to email a friend with a link to a particular page on your site.

Printer Friendly – Site visitors can print your content for offline reading – very beneficial and user-friendly

Privacy Policy – Gives the user information on how your organization will handle data they receive on the site; the wording of this statement is up to your organization to determine.

Site Map - Provides users with an overview of the site by section.

Contact Us – Enables users to reach your organization with comments or questions.

Powered by Convio – Identifies this site as a Convio powered site.

Donate Now – Allows site visitors the opportunity to contribute to your organization’s cause.