



June 18, 2009

RIVERKEEPER TEMPLATE GUIDE

The Riverkeeper Admin tool will allow the user to choose which template to use with many new pages. This template guide is designed as a reference to the template layout options available.

Use the sitemap as a reference to which pages use these templates.

LANDING PAGES TEMPLATES

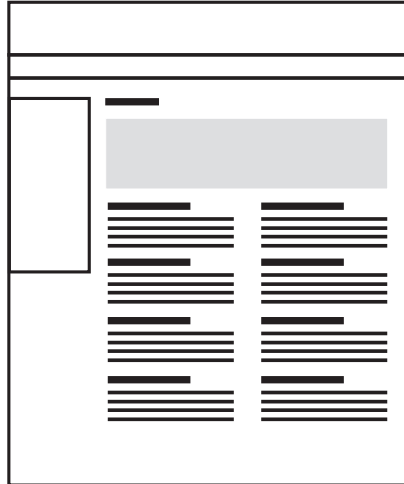
These templates are designed as entry points to additional content. Several layout options are shown below.

Template 1A:



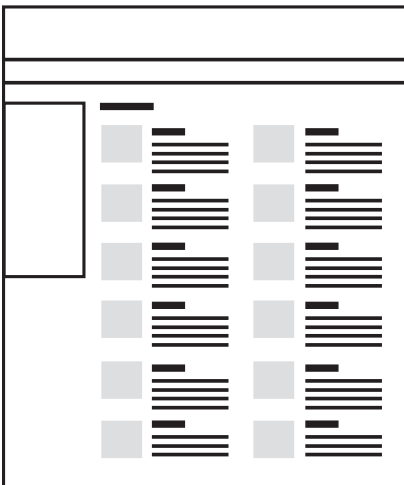
- Our Methods Landing Page
- Campaigns & Cases Landing Page
- Hudson River Landing Page
- etc.

Template 1B:



- Take Action Landing Page
- Success Stories Landing Page

Template 1C:



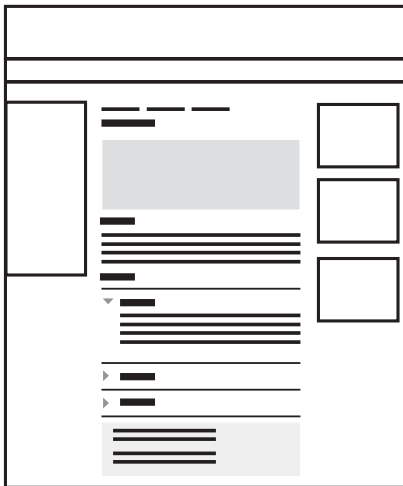
- Our Team Landing Page
- Our Board Landing Page

SECOND LEVEL TEMPLATE

This template is at least two clicks away from the homepage and are designed to show a larger amount of content. Twirl down items should be used for sub-categories to make a large amount of content more manageable for the reader.

There are several layout options available for each type of twirl down. The type of content should determine which twirl down option to use.

Template 2A:



- Campaign Pages
- Our Methods Pages
- etc.

Twirl-Down Options:

“People Grid”



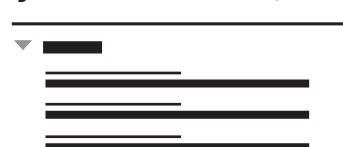
“Standard” (Paragraph w/ optional image and link)



“List of Links”



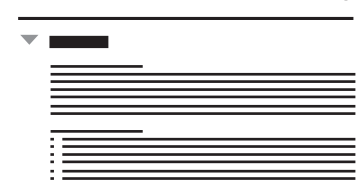
“Campaign History” (list of News Article links)



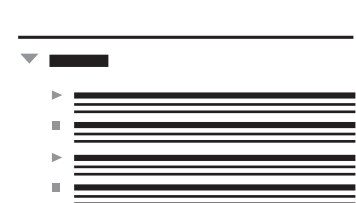
“In This Issue” (for Publications)



“Job Posting” (Paragraph w/ title; bulleted list w/ title)



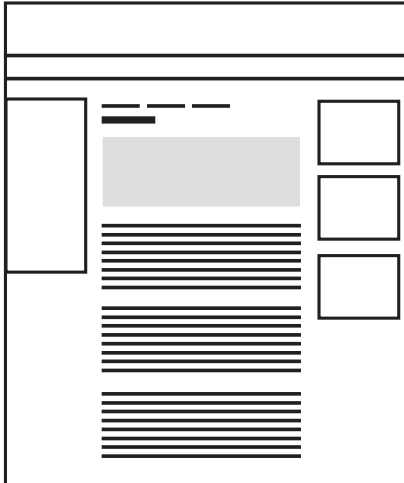
“Definition List” (List of links with descriptions; links can be internal, external, or pdf’s)



DETAIL PAGE TEMPLATES

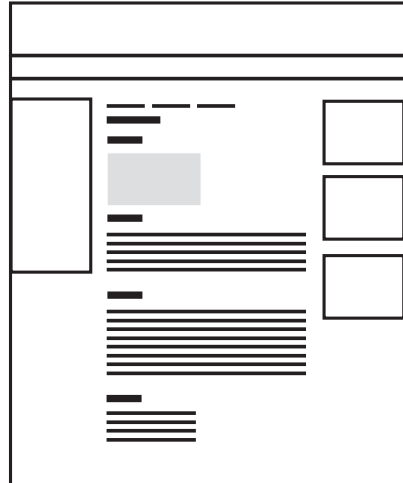
These templates are used at the detail page level of the site, and designed to display articles, lists, etc.

Template 3A:



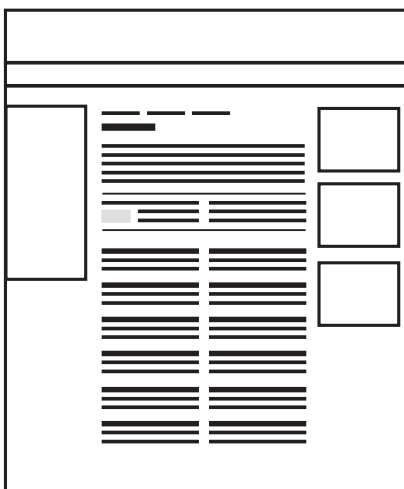
- Simple Content Template

Template 3B:



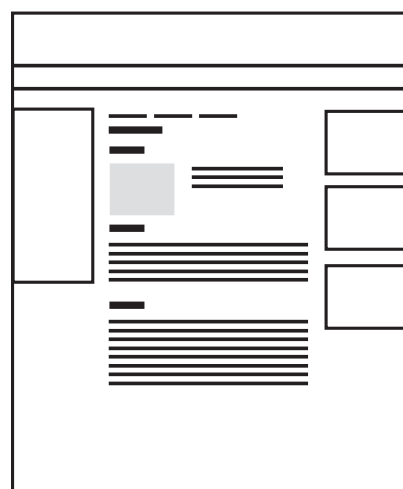
- Legal Case Template

Template 3D:



- Our Supporters Page
- Our Allies Page

Template 3E:



- Team Bio Pages

MAP TEMPLATE

This template is designed specifically for displaying large map images. A link to download a pdf (if one is uploaded) along with an external link to the original source are available.

Template4C:

