

**Kyocera Group**  
**Web Creation Guidelines Version 6.3**

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February 16, 2022

# Revision History

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Version	Date of Revision	Revision Details	Reason for Revision
6.0	February 20, 2018	Ver. 5 revised to Ver. 6	<ul style="list-style-type: none"> <li>- To update the 2014 information</li> <li>- To support improvements for header and footer specifications</li> </ul>
6.1	April 17, 2020	Updated <i>2-2 Recommended Verification Environment when Creating Websites</i> description	<ul style="list-style-type: none"> <li>- To update the 2020 information</li> </ul>
6.2	October 1, 2021	Updated <i>2-4 Prerequisites When Creating Web Pages</i> description	<ul style="list-style-type: none"> <li>- To unify the two different window icons used for different purposes into one type</li> </ul>
6.3	February 16, 2022	<p>2. Various prerequisites</p> <ul style="list-style-type: none"> <li>- Contact information and reference URL were added.</li> <li>- Precautions about copyrights and China were added.</li> <li>- Accessibility was optimized and updated.</li> <li>- Expressions and examples were optimized and updated.</li> </ul> <p>3. Navigation trail design</p> <ul style="list-style-type: none"> <li>- Expressions and examples were optimized and updated.</li> </ul> <p>4. Header and footer specifications and standard templates</p> <ul style="list-style-type: none"> <li>- Rules on body width were clarified.</li> </ul> <p>5. Forms</p> <ul style="list-style-type: none"> <li>- Expressions and examples were optimized and updated.</li> </ul>	<ul style="list-style-type: none"> <li>- To respond to the departments in Kyocera and in-house guidelines</li> <li>- To respond to current trends as of 2022</li> <li>- To clearly state contents of inquiries made by divisions</li> </ul>

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# 1. Preface

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1-1 Purpose and scope of the Web Creation Guidelines

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# 1-1 Purpose and Scope of the Web Creation Guidelines

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## **Purpose of the Web Creation Guidelines**

The Web Creation Guidelines (hereafter referred to as the "Web Guidelines") were developed under unified design standards for the purpose of enhancing Kyocera's brand value through the use of the Kyocera Group websites. For this reason, be sure to adhere to the following items:

- (1) Design and operate websites that comply with universal design standards.
- (2) Design and operate websites that comply with accessibility standards.
- (3) Design and operate websites that take usability into consideration.
- (4) Design and operate websites that allow users to view the website in the separately-defined users' browsing environments.
- (5) For all applicable websites, use a unified page design to improve the overall quality of the website.

## **Scope of the Web Creation Guidelines: Applicable websites**

The Web Guidelines apply to websites that display the Kyocera brand and are operated by the Kyocera Group for use by a large number of unspecified users.

## **The scope of the Web Creation Guidelines: Target audience**

Persons who are involved in the planning, creation, or operation of Kyocera Group websites must understand and adhere to the Web Guidelines. Such persons include the following:

- (1) Web administrators for each division or affiliated company (such as individuals in charge of marketing, strategy, and operations)
- (2) Individuals who are in charge of Kyocera Group contents and who are involved in areas such as website planning, website creation, and application development
- (3) Contractors (such as advertising agencies, production companies, and printing companies) to which the creation of Kyocera Group websites is outsourced

## 2. Prerequisites

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- 2-1 Precautions
- 2-2 Recommended verification environment when creating websites
- 2-3 Considerations for universal design, accessibility, and usability
- 2-4 Prerequisites when creating web pages

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## 2-1 Precautions

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### **Adherence to the standards and technical specifications related to web contents**

Because the display and operation of a website depends on the environment (such as the OS of the computer or the browser type and version) of the user viewing the website, adherence to the broadly and generally defined standards and technical specifications is required. In particular, for technologies that are examined by W3C (such as HTML and CSS), it is necessary to follow the formal recommendations set by W3C.

- W3C (World Wide Web Consortium): <https://www.w3.org/>

### **Adherence to the Kyocera Group Brand Management Guidelines**

Regarding the use of the Kyocera brand symbol and brand statement, you must comply with the rules stated separately in the Kyocera Group Brand Management Guidelines (hereafter referred to as the "Brand Management Guidelines").

- Brand Management Guidelines: <https://www.kyocera.co.jp/premium/bmg/>

### **Thorough language check by a native speaker**

To improve the quality of translations, pages that are written by non-native speakers must be checked by a native speaker of that language.

### **Thorough implementation of official checks for information that is displayed publicly**

When creating a new page or new site, before the page or site is made public, it must be submitted internally for an official check for public dissemination and obtain approval from a legal and brand management standpoint.

## Thorough implementation of web analytics tags

After a website has been made public, continued improvement of its operability is important. To this end, a web analytics tag must be implemented for every page created. At the Kyocera headquarters, we perform web analytics using Google Analytics and provide support for the implementation and operation of web analytics tags for each division and affiliated company. If you need support for web analytics, please consult with the Web Management Team.

## Privacy policy

Each Kyocera Group company must disclose on its website its own privacy policy (personal information protection policy) in accordance with the requirements of the personal information protection laws and regulations of each country and must comply with its contents.

Example: Kyocera Corporation Privacy Policy: <https://www.kyocera.co.jp/privacy/>

## Copyright statement

A copyright statement must be included in the footer of every web page. The copyright statement for each page is the copyright symbol (©) followed by the company name: "© KYOCERA Corporation".

Note: Be sure to insert a single-byte space between "©" symbol and the company name.

Examples of copyright statements:

A dashed orange rectangular box containing the text "© KYOCERA Corporation".

© KYOCERA Corporation

## Trademarks

Clearly state the use of trademarks in the Terms of Use. Do not include a separate description about trademarks in the body of each individual website. For details, please contact the web administrator for each site in the applicable country. Furthermore, individuals responsible for web content must follow procedures and make sure that the website only displays content that has passed the official internal checks required to display the information publicly.

Note: The use or display of legal documents or trademarks without first obtaining approval from the Kyocera Legal Department Kyocera or of the Kyocera Group is prohibited.

- The Kyocera Terms of Use can be found at the following URL: <https://global.kyocera.com/legal/index.html>



## Servers and networks

Each Kyocera Group company must assume responsibility for implementing and maintaining security measures for servers and networks. Note that you must adhere to the *Kyocera Group Open WEB Environment Operation Guideline*, which is a unified set of rules for the Kyocera Group.

- Kyocera Group Open WEB Environment Operation Guideline:

<https://www.kyocera.co.jp/premium/webportal/en/>

## Use of Social Media

Before opening a new account or channel on a social networking service (SNS), such as Facebook, LinkedIn, Twitter, or YouTube, contact the SNS Promotion Team of the Digital Media Section in the Corporate Communications Division.

- Kyocera Group Social Media Guideline (Kyocera Group use only): [http://g-portal.in.kyocera.co.jp/cgi-bin/lib\\_doc.cgi?mode=view&bid=199896&list\\_num=221241652&docno=200411](http://g-portal.in.kyocera.co.jp/cgi-bin/lib_doc.cgi?mode=view&bid=199896&list_num=221241652&docno=200411)
- Digital Media Section SNS Promotion Team: [kc.sns@gp.kyocera.jp](mailto:kc.sns@gp.kyocera.jp)

In addition, when posting a social media service's logo, check and comply with the brand logo guidelines for each service.

## When simultaneously creating a website and developing a smartphone application or smart device application

When releasing smartphone and/or smart device applications via the App Store or Google Play, only one company account can be approved for each company. For this reason, individual affiliated companies must open and manage an account by themselves.

In the case of Kyocera, the management structure for the account for the Kyocera Corporation is as shown in the following figure. As such, when developing an application, you must contact each department in advance.

### Contact information when developing a smartphone application

<b>Android</b>		<b>Corporate Communication Equipment Group</b> <ul style="list-style-type: none"> <li>● Setting a signature for application files</li> <li>● Registering an application in Google Play</li> </ul>
<b>iOS</b>	<b>For corporate customers</b>	<b>Management Information Systems Division</b> <ul style="list-style-type: none"> <li>● Processing to continue the contract in the iOS Developer Program (the burden is apportioned proportionally)</li> <li>● Registering a user in the iOS Developer Program and approval processing when the regulations are updated</li> </ul>
	<b>For general customers</b>	<b>Web Management Team</b> <ul style="list-style-type: none"> <li>● Processing to continue the contract with the iOS Developer Program</li> <li>● Registering a user in the iOS Developer Program and approval processing when the regulations are updated</li> <li>● Registering a user in iTunes Connect</li> <li>● Registering an application in App Store (negotiable)</li> </ul>

## Video posts

We recommend the use of YouTube when posting a video file on a website. Note, however, that this only applies provided that there are no problems related to the video, such as copyright issues or issues concerning the public nature of the video. In addition, set ?rel=0 at the end of the src attribute so that related videos after playback completes are displayed from the same channel.

Example:

```
<iframe width="560" height="315" src="https://www.youtube.com/embed/XXXXXX?rel=0" title="YouTube video player" frameborder="0" allow="accelerometer; autoplay; clipboard-write; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>
```

For inquiries about the use of YouTube, contact the Digital Media Section SNS Promotion Team at the Corporate Communications Division. To use video files other than YouTube, consult the Web Management Team in the Corporate Communications Division.

## **Copyright of production materials**

Materials such as photographs, illustrations, and music used during production should be used after confirming that there are no copyright issues. As a rule, the use of production material from free material sites is prohibited.

## **Precautions regarding disclosure of external information in China**

Regarding the disclosure of external information in China, confirm the following alerts in advance in order to deal with the risks specific to China.

- March 13, 2018 “Re: Publishing Information in China”
- Location of published alerts (within the group only):

<http://g-portal.in.kyocera.co.jp/user/2008647/docs/282242/>

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## 2-2 Recommended verification environment when creating websites

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### Supported OSs

Supported OSs are defined as follows:

- (1) Windows: Microsoft Windows 10 or a later version
- (2) Mac: The latest version at the time the website is created
- (3) iOS: The latest version at the time the website is created
- (4) Android: Version 8 or later

### Supported browsers

Supported browsers are defined as follows:

- (1) Windows: Edge, or Internet Explorer 11 or a later version  
Chrome or Firefox version that is up to date at the time the website is created
- (2) Mac: Safari, Chrome, or Firefox version that is up to date at the time the website is created
- (3) iOS: Safari version that is up to date at the time the website is created
- (4) Android: Chrome version that is up to date at the time the website is created

Note: Microsoft will no longer support Internet Explorer after June 16, 2022 (Japan time). After that time, it will be excluded from the supported browsers.

### Screen resolution

Screen resolutions are defined as follows and are used as a guide for designing websites for each device.

- (1) PC: Width of 1024 pixels or more
- (2) Tablet device: Width of 768 to 1023 pixels
- (3) Smartphone: Width of 320 to 767 pixels

Please understand the screen resolutions used by users to browse websites and were retrieved from the data analysis results of the access log analytics software. Additionally, recommended environments are determined according to the results for the most common types of access. If you do not know the analysis results, consult with the Web Management Team.

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## 2-3 Considerations for universal design, accessibility, and usability

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### Considerations for universal design

In order to develop Kyocera Group websites into those that " can be used fairly by any person and can be operated intuitively (for example, the user can anticipate what type of response will be generated by clicking a button)" and those " whose contents can be easily understood regardless of the user's browsing environment and from which a variety of information can be obtained", you must adhere to the "7 Principles of Universal Design" as follows:

- (1) Equitable Use: The design can be profitably and fairly used by all.
- (2) Flexibility in Use: The design has the flexibility to accommodate various abilities and preferences, and can be used profitably by all.
- (3) Simple and Intuitive Use: The design can be used intuitively, regardless of the user's knowledge, experience, or other factors.
- (4) Perceptible Information: The design allows users to quickly obtain necessary information, regardless of ambient conditions or the user's sensory abilities.
- (5) Tolerance for Error: The design that minimizes hazards or risks resulting from accidental operations.
- (6) Low Physical Effort: The design can be used comfortably, efficiently, and with few physical discomforts.
- (7) Use of Size and Space: The design ensures the appropriate size and space for ease-of use.

### Considerations for accessibility

Website accessibility means "making web content available to more users in more situations and circumstances from more usage environments". Kyocera Group websites must be designed with the following items in mind.

#### Perceptibility

##### (1) Images

The alt attribute is mandatory for img tags. If it is redundant due to decoration, image evocation, or overlapping with the preceding or following text, it should be specified empty, as in alt="". In addition, the information obtained from the image is specified in the alternative text in just proportion. Do not over-specify for SEO purposes.

## **(2) Color scheme and contrast**

Information expressed by color should be conveyed in more than one way, for example by adding text. The contrast ratio between the background and the text is guaranteed to be at least 4.5:1. Large text should be at least 3:1. Large text is equivalent to approximately 24px or 18.6px bold in English and 29.3px or 24px bold in Japanese. There is Contrast Checker as a method to measure the contrast ratio in English (PASS the AA).

- Contrast Checker: <https://webaim.org/resources/contrastchecker/>

## **(3) HTML**

Describe tags and attributes according to the specifications so that browsers and search engines can understand the content properly.

## **(4) Shape and position**

Since screen reader users cannot perceive shapes, colors, positions, etc., add one or more additional piece of information should be included so that even if they do not understand the context, they can understand the content by only those elements as much as possible.

Also, be careful when specifying a position, such as "on the right" or "above" because the layout may be changed due to CSS.

## **(5) Multimedia**

For videos that are the main content of the page, add subtitles to the videos and prepare text separately from the videos. Also provide functions such as pause and volume control.

## **(6) Creating tables**

Use appropriate tags and attributes. Add meaning to complicated tables with the scope attribute. Also, use the simplest tables possible, such as by separating complicated tables.

## **(7) Size**

Elements relating to the main, non-replaceable operations of the page should be considered to be at least 44x44px in size.

## **Operability**

### **(8) All functionality**

Do not hide the focus indicator and provide the functions that can be operated using the mouse or keyboard equally.

Example: Provide a function to close expanded elements with the Esc key.

In addition, the main navigation and content should allow users to get information even when JavaScript is not available.

Example: Use <noscript> tags to accommodate users who have disabled JavaScript.

### **(9) Entry forms**

Implement by appropriately specifying labels and attribute values for input items.

### **(10) Flashing, flickering, or blinking content**

Avoid creating content that flashes, flickers, or blinks. Do not use any content that flashes more than three times per second.

### **(11) Navigation**

Make it possible to judge the content of the link destination with only the text set in the link, without including it in the context. "Click" and "click here" are inappropriate.

### **(12) Page titles**

The web page must have a title that describes its subject or purpose.

### **(13) Focus order**

Ensure that the order in which content is displayed and focused on is the same. Alternatively, do not affect the content or operability of the content.

## **Understandability**

### **(14) Page language**

Specify the language code that is the basis of the page in the lang attribute value of the html tag.

### **(15) Predictable**

When the state of the element changes due to the user's operation, make it change not by the focus but by the operation related to a decision such as click or Enter. If the change is automatic, the user should be notified. Do not confuse the user by changing the state without notifying them.

### **(16) Incorrect operations**

If a user makes a mistake, care should be taken to ensure that the user can return to the original state. In addition, the reason for the error and how to correct it should be provided near the element where the error occurred.

## **Considerations for usability**

Usability is the extent to which a "product" can be used by specified users to achieve specified goals with effectiveness, efficiency, and satisfaction, in a specified context of use. Because the usability of a website depends on the intention and perception of the website user, when designing a Kyocera Group website, the following points must be taken into consideration:

### **(1) Design and layout**

- Adhere to a unified design. For example, on all web pages, place the position of the company name and brand symbol in the upper left corner.
- Make sure the design of web pages is consistent throughout the entire site.
- Use graphics and images that are related to the site content.
- As a general rule, do not use frames.

## **(2) Navigation menus**

- Use simple and clear titles that can be instantly understood.
- Use consistent navigation menus that users can easily learn and remember.

## **(3) Font**

- As much as possible, do not fix the font size so that it cannot be changed.
- Maximize the contrast between the text color and the background color.

## **(4) Documents and content**

- Make content that users can easily skim through, for example, by using headings and itemized lists.
- Highlight or emphasize important words and phrases to make them easy to identify.

## **(5) Headings and titles**

- Use simple but meaningful headings that summarize the contents.

## **(6) Links**

- Do not underline text other than text used as a link. Do not use the color used for link text for other text.
- If you use an image as a link or as part of a link, design the image so that users can easily recognize the image to be a button.
- Describe the link destination clearly and succinctly.
- If multiple links are lined up together, separate each link by using square brackets ([ ]) or a vertical bar (|), or ensure that there is enough space between links.
- If you use a link for downloading a file, write the type of the target file (using text or an icon) and the size with the link text.

## **(7) Pop-up windows**

- In general, do not use pop-up windows.

## **(8) Garbled/corrupted text**

- Use UTF-8 for character encoding, not Shift-JIS or EUC, unless there is a specific reason not to.
- Do not use special characters (external characters and symbols) that may cause garbled or corrupted text in UTF-8.



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## 2-4 Prerequisites when creating web pages

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### Specifying character encoding

Newly created websites are to be created using UTF-8 character encoding.

### HTML and CSS

Technologies that are examined by W3C (such as HTML and CSS) must be used in accordance with the formal recommendations set by W3C. Note that the detailed explanation for each technological specification is omitted in the Web Guidelines, but keep the following points in mind:

#### (1) DOCTYPE declarations

In the first line of an HTML document, always specify the DOCTYPE.

- HTML5  
    <!DOCTYPE html>

#### (2) CSS

For CSS, use CSS3.

If you use a module before it has received the W3C recommendation, carefully examine and perform verification of the module.

- MDN web docs | CSS3: <https://developer.mozilla.org/ja/docs/Web/CSS>

### Using JavaScript

When using JavaScript, make sure that the following conditions have been met:

#### (1) Use external files

Unless there is a specific reason to do otherwise, JavaScript should not be written directly in HTML but managed as an external file.

#### (2) Vulnerability

Use the latest version or stable version of the library at the time of implementation to prevent vulnerabilities. If a vulnerability is discovered, take appropriate measures.

#### (3) Copyright

Observe the copyright notation specified by the library.

## The lang attribute

When coding an HTML page, you must specify the standard language (lang attribute).

For example: `<html lang="ja">`

Example lang attribute specifications:

Japanese	ja, ja-jp	English	en, en-uk (United Kingdom), en-us (United States)
Italian	it	Spanish	es
German	de	French	fr
Chinese	cn		

## Specifying paths within the same website

When specifying a path within the same website, we recommend that you use the root path or the relative path.

For example: Company Introduction | Company Profile

([https://www.kyocera.co.jp/company/summary/company\\_profile.html](https://www.kyocera.co.jp/company/summary/company_profile.html))

To specify the image shown on the right by using the root path:

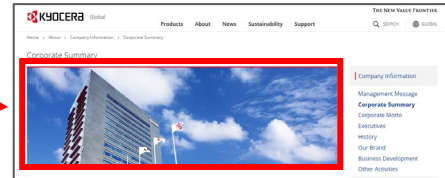
```

```

Alternatively, to specify the same image by using the relative path:

```

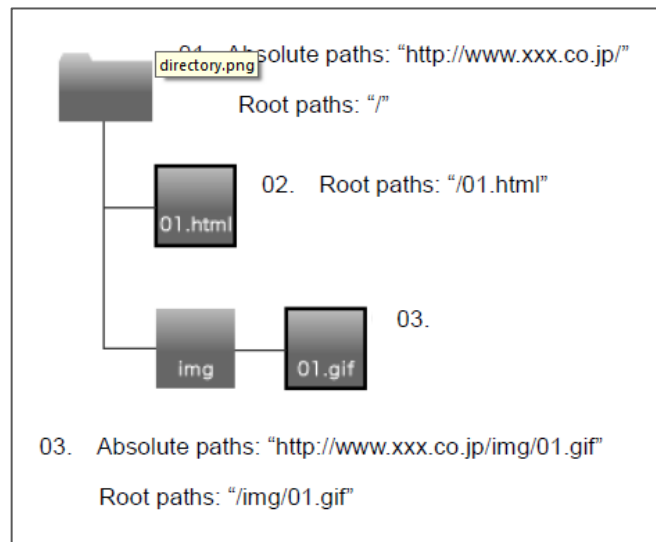
```



The root path specifies the route from the root directory, starting from the slash (/) after the domain name. There are two types of paths: absolute paths that specify the route starting from the top of the website (the domain) and relative paths that specify the route starting from the directory of the current page.

For each link, decide whether to use the root path, the relative path, or the absolute path so that there are no broken links of images or pages.

When using CMS tools (such as MovableType) to create a page, make sure that you do not migrate data to the staging environment or to the production environment, while the IP address of the development environment is still entered, for example, in the template file.



## Considerations for SEO

SEO is an abbreviation for search engine optimization.

Many internet users use search engines to find the website they want to visit. For this reason, when creating websites, it is crucial to use a design that allows search engines to list pages managed by your department. To that end, you must not only create content from the perspective of the user, but you must also take care not to use any dishonest techniques that aim to deceive search engines.

Regarding efforts that must be made for SEO and precautions related to SEO, adhere to the following items:

## **Basics of SEO**

### **(1) Specify appropriate page titles**

Because page titles communicate the topic of the web page to both site visitors and search engines, be sure to specify an appropriate page title. To specify the page title, use the title tag.

For example: `<title>Product Information | Solar Power Generators for Home Use (Solar Power Generating Systems) | KYOCERA</title>`

### **(2) Specify meta tags (descriptions)**

The meta tag (description) gives Google and other search engines a general description of the web page. For this reason, specify a short and simple description that explains the page content.

For example: `<meta name="description" content="This is the website for Kyocera's Solar Power Generating Systems. We provide individualized plans, in conjunction with the assistance system of local governments, for each customer. Please feel free to make inquiries." />`

### **(3) Improve the URL structure**

Search engines follow page links to obtain page information. As such, if you build a website whose site structure can be easily understood by search engines, search engines can more easily obtain page information from your website. Because use of descriptive names for file names and content categories makes it easier for search engines to crawl those documents, build the site structure in accordance with the items below:

- In the URL, use words related to the page content.
- Keep the structure of the directories short and simple.

For example: Social Citizenship Initiatives <https://global.kyocera.com/sustainability/social/index.html>

### **(4) Write appropriate anchor text**

Anchor text refers to text for which a link has been specified. Anchor text appears between the anchor tags `<a href="...">` and `</a>`.

Because this text tells both users and search engines information about the linked page, specify appropriate text in accordance with the following items:

- Use descriptive anchor text.
- Keep the anchor text short and simple.
- Specify text formatting so that the anchor text can be easily recognized as a link.

For example: `<a href="/solar/">A beautiful design for your roof and world-class electricity-generating capability. Kyocera's state-of-the-art Solar Power Generating Systems. </a>`

## **(5) Support mobile devices**

In many countries, the number of smartphones exceeds the number of computers. For this reason, creating mobile-friendly websites is essential to increase our online presence. When creating a new website, keep in mind that you need to create a website for smartphone users.

Note the following points to specify settings for mobile devices:

### **1. We recommend that you use responsive web designs that support mobile device browsing.**

Regardless of the users' devices (computers, tablet devices, mobile devices, and non-visual browsers), the same URL is used to deliver the same HTML code. However, you can change the rendering according to the window size (in other words, "responsively"). Google recommends that you use responsive web designs as a design pattern.

### **2. Notify the search engine that the page is set for mobile devices**

When creating a website for PCs and a website for smartphones by using separate URLs, use `<link>` tags, the `rel="canonical"` element, and the `rel="alternate"` element to specify annotation.

For example: Page for computers (<https://www.example.com/page-1>)

```
<link rel="alternate" media="only screen and (max-width: 640px)"  
href="https://m.example.com/page-1">
```

For example: Page for mobile devices (<https://m.example.com/page-1>)

```
<link rel="canonical" href="https://www.example.com/page-1">
```

Note: You do not need to specify these settings for pages created by using responsive web design.

### **3. Keep resources in a state that can be crawled**

If Googlebot cannot access the resources (such as CSS, JavaScript, or images) of a page, the page might not be recognized as one that is created to be displayed and manipulated on mobile browsers. Avoid using the file `robots.txt`, which does not enable search engines to access the files required to render a page.

### **4. Avoid mistakes that inconvenience mobile users**

Do not create mobile pages that cannot be used comfortably by mobile users. For example, do not post an unplayable video, and do not specify incorrect redirect settings. Such pages work against SEO.

Note: The mobile SEO overview can be found at the following URL:

<https://developers.google.com/search/mobile-sites/mobile-seo?hl=ja>

## Considerations for OGP

OGP stands for "Open Graph Protocol". It is a mechanism used in social media websites to introduce the content of linked web pages so users can get an idea of the content of the linked page before actually accessing that page. If OGP is configured, when a URL is posted to a timeline on Facebook or another social media website, the OGP information of the linked site is automatically obtained and displayed.

### (1) Write the OGP declaration in head tags

```
<head prefix="og: https://ogp.me/ns# fb:
https://ogp.me/ns/fb# article: https://ogp.me/ns/article#">
```

### (2) Add meta tags for OGP

Add OGP meta tags for the page title, the general description, the link destination, and the displayed image. Note that you can also specify OGP meta tags to display videos. This function can be used for product promotion.

```
<meta property="og:title" content="KYOCERA
Corporation" />
```

```
<meta property="og:description" content="From materials to components, devices, instruments, and
even service and network businesses, we are developing business in a wide variety of fields around the
world." />
```

```
<meta property="og:url" content="https://www.kyocera.co.jp/" />
```

```
<meta property="og:image" content="https://www.kyocera.co.jp/_assets/img/common/ogp.png" />
```

Note: Set the OGP image size of Social Media by referring to the guidelines of each Social Media.

Note: Specify the URL with an absolute path (from https://).



## Considerations for font used on the website

We recommend that you use the following fonts for websites:

- (1) Japanese: font-family: "游ゴシック", YuGothic, "ヒラギノ角ゴ Pro", "Hiragino Kaku Gothic Pro", "メイリオ",  
Meiryo, sans-serif;
- (2) English: font-family: "Open Sans", Arial, Helvetica, sans-serif;
- (3) Chinese: font-family: "Microsoft YaHei", "微软雅黑", sans-serif;

Note: Open Sans is a font from "Google Fonts."

Note: The font files for Open Sans are also stored in the directory `/_assets/font/` in the distributed templates.

Note: If you want to use other Web fonts, please consult with the Web Management Team.

Note: For character images for Chinese websites, you must use the fonts that can be used for commercial purposes, such as SimHei, Source Han Sans, and Pang Men Zheng Dao.

Note: The Open Sans website can be accessed at the following URL:

<https://fonts.google.com/specimen/Open+Sans>

## Considerations for headings

As a general rule, code headings as text and do not add attributes such as shadows, italics, or gradations.

Additionally, use the heading tags `<h1>` to `<h6>` when appropriate.

- (1) For page headings, use the `<h1>` tag.

For text: `<h1>Fine Ceramics</h1>`

Furthermore, specify in the CSS to change the formatting of page headings.

- (2) Do not use heading tags to change text formatting, such as to change text size.
- (3) Keep titles and subtitles short and simple.

If a title or subtitle is long, make sure that each line contains less than 10 words (for English titles and subtitles).

## Specifying alt attributes for images

An alt attribute is text that can be specified for an image to describe the content of that image. For users using a voice (audio) browser, the browser reads the text in the alt attribute instead of the image. When specifying an alt attribute, the following items must be taken into account.

- (1) If, for decorative purposes, you create an image from text, specify the original text for the alt attribute.

A compact body that provides powerful support for office work. The standard network monochrome multifunction printer.

```

```

- (2) For product photographs and similar images, include a simple description "Photograph: ABC product".



```

```

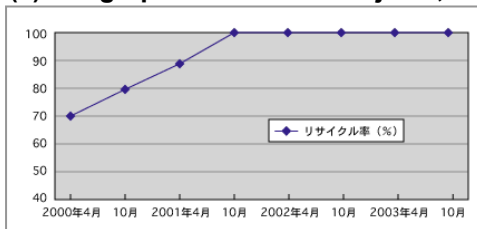
```

```

```

```

- (3) For graphs and similar objects, describe the content in the alt attribute



```

```

Note: If an equivalent description exists in the text near the graph, you can specify alt="Broken line graph of ...".

Furthermore, do not specify alt attributes for images that do not convey any meaning, such as illustrations, small icons and transparent GIF images, or lines used to organize the page layout.



## Processing images

Images to be posted on a web page must be processed in accordance with the following items:

- (1) If you modify an image to be posted on the Internet, make sure to process the image in accordance with Kyocera's brand image. For example, even a collection of small images might make the overall website appear scattered and thus damage Kyocera's brand image. For more information about the Kyocera brand image, contact the relevant web administrator.
- (2) Avoid using unnecessary decorations.
- (3) Avoid using excessive background colors.
- (4) Minimize the use of superimposed images. Each image should be processed only to the extent that the image retains its meaning or its original form.
- (5) Do not use images of low or diminished resolution, such as pixelated images.
- (6) Before using a picture belonging to another company, check whether it is necessary to add a credit line. If it is necessary, add a credit line in an appropriate location.



(Photo: Courtesy of RIKEN/Fujitsu Limited)  
© RIKEN / Fujitsu Limited

## Using simple animations

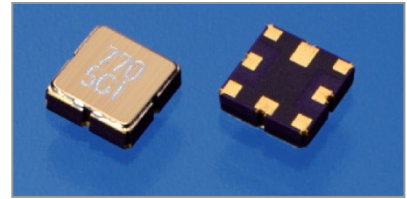
The use of animation and micro-interactions can promote user understanding and communicate the brand. However, overuse may impair usability. Although there is a tendency for people's eyes to be attracted to moving objects, excessive use of animations not only prevents important messages from reaching users, but might also damage the brand image itself.

For example, if small animated icons are placed aimlessly throughout a web page, it may make it harder for users to grasp key information.

Therefore, it is recommended to use animation appropriately, with a view to improving the brand, UX and usability.

## Handling pictures of goods and products

When taking pictures of goods or products, make sure to take a picture that is in accordance with Kyocera's brand image. Additionally, because the picture that will be posted on the website will not be a large picture, when taking pictures of goods or products, make sure to bring the entire object into focus.



## Opening a link in a separate window

As a general rule, links between websites that display the Kyocera brand open in the same window. This is because, from the perspective of usability and accessibility, it is generally considered better not to open a new window or tab. However, in some situations, opening a new window or tab is preferable.

For example:

- If a form page provides an alternative means of input, for example, a description of the item or a date selection, the input process is interrupted if the transition is made in the same window or tab.
- If a user who has logged into a secure website moves to a page outside that website, the user will not remain logged in.
- If you change to a special website, the website image and the navigation menus change significantly.

In such cases, you must add a separate window mark to the link menu or button to clearly show users in advance that a new window will open.

- Note: The website of WCAG 2.0 can be accessed at the following URL: <http://waic.jp/docs/WCAG-TECHS/G200.html>
- Note: The separate window marks are also stored in the directory /\_assets/font/ in the distributed templates.

## Characters usable in folder and file names

For folder and file names used in a website, one-byte alphanumeric characters and "-" (hyphen) are recommended. Underscores "\_" may also be used.

## File Protection

It is recommended that password protection be enabled for PDF and Excel files posted on the site.

## Implementation of a site search function

Kyocera websites use SyncSearch by SyncThought for their site search functions, and we recommend that SyncSearch also be used for Kyocera Group websites as needed. When implementing a site search function, contact the Web Management Team.

- SyncThought: <https://www.syncthought.com/>

# 3. Navigation Trail Design

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3-1 Navigation trail design

3-2 Title tags and how to write title tags

---

## 3-1 Navigation trail design

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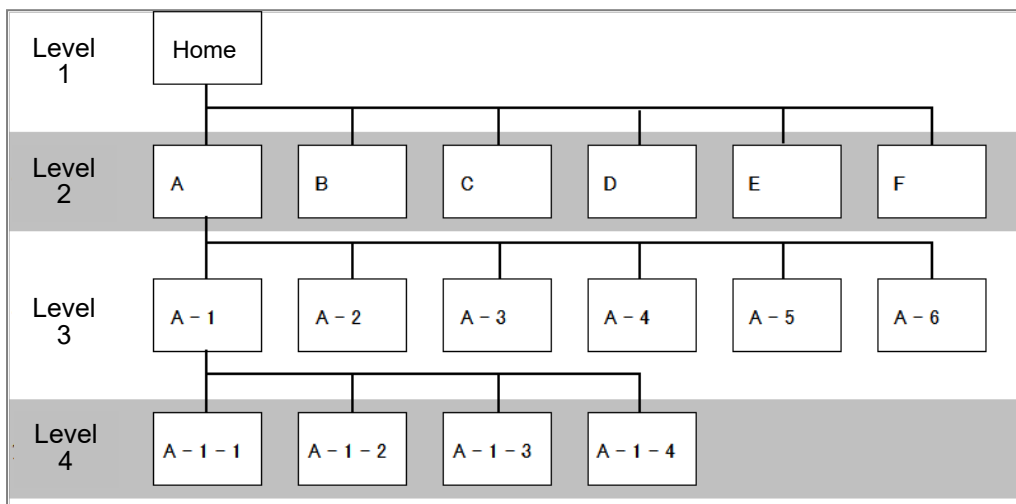
### Navigation trail (breadcrumb list)

A navigation trail (breadcrumb list) refers to a menu displays, in sequential order, the links selected to reach the current page. This helps users to identify their current location (the location of the current page) in the context of the whole website.

Even if users directly access a page other than the top page (for example, through a search engine), they can easily understand the hierarchical structure of the website by looking at the navigation trail. Thus, appropriate use of navigation trails is also important from the perspective of usability.

For details about how to write navigation trails, see the following descriptions.

#### Conceptual image of the website structure



For example: The navigation trail for the page A-1-2 (in Level 4) is Home > A > A-1 > A-1-2.

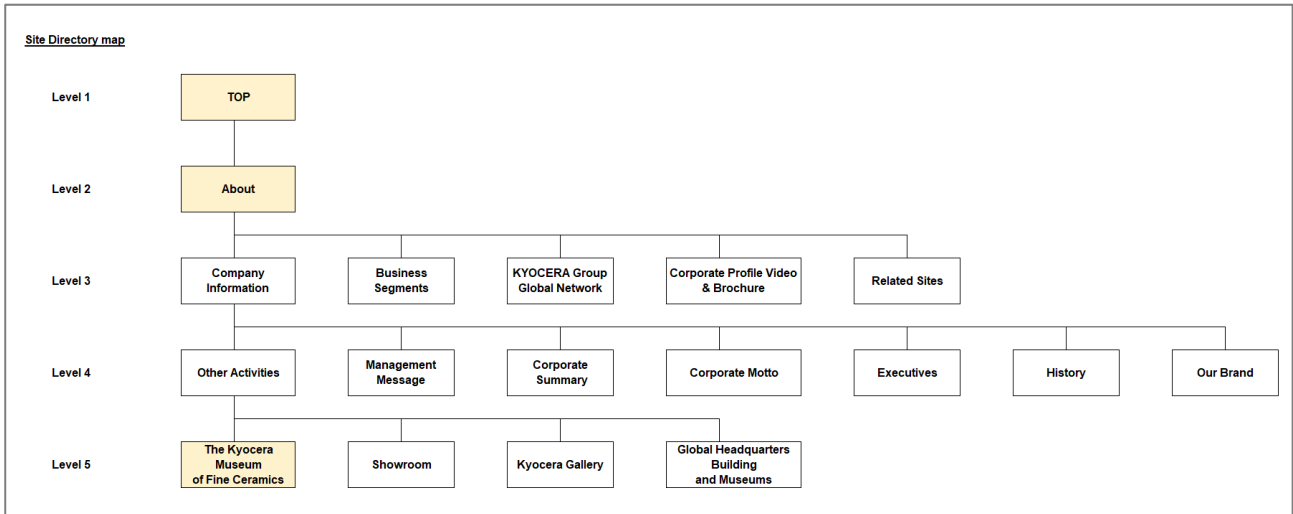
### Creating navigation trails that show the website structure

From the perspective of SEO, the left-side navigation menu, the navigation trail, and the page title must be displayed on each page up to the current page.

For example: Level 1 > Level 2 > Level 3 > ..... > current page

Home > About > Company Information > Other Activities > The Kyocera Museum of Fine Ceramics

For details about how to write navigation trails, see the following descriptions.



**KYOCERA** Global

Products About News Sustainability Support

THE NEW VALUE FRONTIER

SEARCH GLOBAL

Home > About > Company Information > Other Activities > The Kyocera Museum of Fine Ceramics

### The Kyocera Museum of Fine Ceramics

As part of our cultural activities, The Kyocera Museum of Fine Ceramics, located on the second floor of our global headquarters' building in Kyoto, Japan, was opened to the public in October 1998. The museum showcases the evolution of Kyocera's fine ceramic technology since the company's founding in 1959. It is designed to provide a comprehensive understanding of fine ceramics, not only for students and researchers, but for visitors of all ages.

[Global Headquarters Building and Museums](#)

#### Basic Understanding of Fine Ceramics

Do you know the difference between ceramics and "fine ceramics?" The Museum begins with an introduction to fine ceramics, including the fundamentals of ceramic materials and processing technologies. An adjoining display shows the history of ceramics: from the earthenware of Japan's Jomon Period (12,000-300 B.C.) through various pottery handed down throughout history, up to the emergence of today's fine ceramics.

- Company Information
  - Management Message
  - Corporate Summary
  - Corporate Motto
  - Executives
  - History
  - Our Brand
  - Business Development
  - Other Activities
  - The Kyocera Museum of Fine Ceramics**
  - Showroom
  - Kyocera Gallery
  - Global Headquarters Building and Museums
- Business Segments
- Global Network
- Corporate Profile Video & Brochure
- Sustainability
- Related Sites

Include a navigation trail above the main content area. In addition, design a local navigation menu so that users can easily view different pages in the website.

## 3-2 Title tags

### Title tags and how to write title tags

The title tag of a page becomes the search target of search engines. For this reason, the title tag must be specific and easy to understand, whether it is included as an HTML tag, displayed in the upper left corner of the browser, displayed when printed, or searched in search engines.

Guidelines:

- (1) Product names are determined by individual businesses or affiliated companies.
- (2) As an SEO measure, page titles are to be written in the first line of the HTML document.  
Format: product-name | product-category | company-name |  
Example 1: LS-C8026N | Color Printers | KYOCERA Document Solutions |  
Example 2: ECONORROOTS ADVANCE | Solar Panels for Residential Use (Solar Power Generating Systems) | KYOCERA
- (3) If the title is too long, we recommend shortening it by omitting one or more intermediate levels.

Example of a title where an intermediate level is omitted:

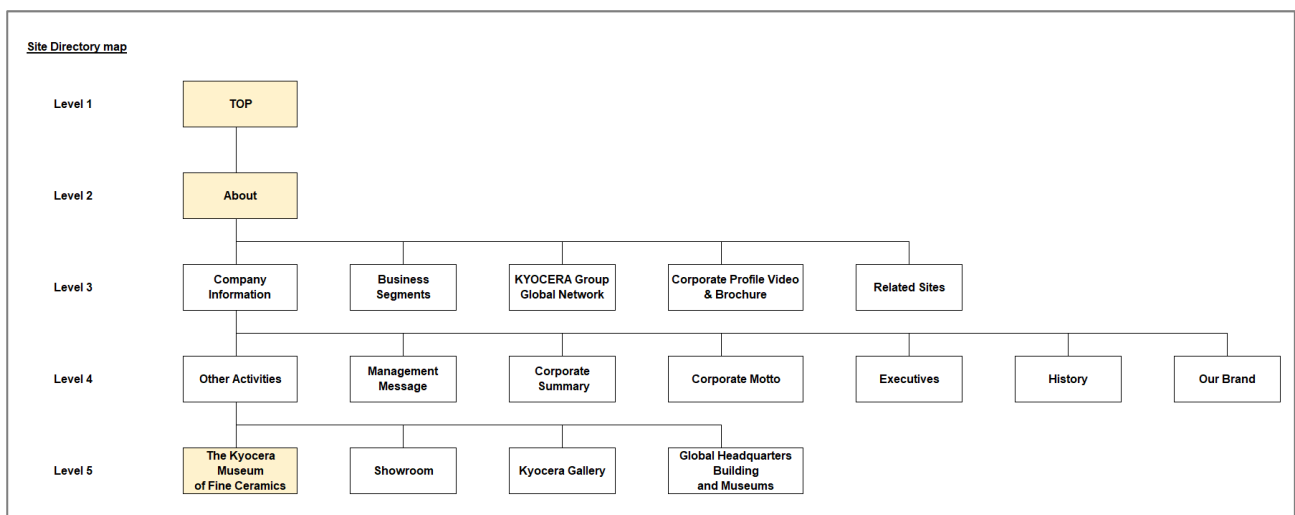
KYOCERA Organic Packaging Technology Line-Up | Semiconductor Components | Product Information | KYOCERA |

⇒ KYOCERA Organic Packaging Technology Line-Up | Semiconductor Components | KYOCERA |

- (4) From the perspective of SEO, write title tags that are easy to understand.

Example of the page of Kyocera Museum of Fine Ceramics:

Kyocera Museum of Fine Ceramics | Other Activities | Company Information | About | Home



# 4. Header and Footer Specifications and Standard Templates

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4-1 Definitions of the standard templates, header and footer specifications and application rules

4-2 Standard templates

4-3 Header and footer specifications



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## 4-1 Definitions of standard templates, and header and footer specifications and application rules

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When creating a new website, you must comply with the header and footer specifications. We recommend that you use the standard templates that comply with the header and footer specifications. The following describes the definitions of each website and the application rules.

### (1) Kyocera websites (including Japanese, English, and Chinese websites, but excluding special websites)

- Please comply with the header and footer specifications or use the standard templates.
- For Kyocera websites for countries or regions other than Japan, Global, and China, please consult with the Web Management Team.

### (2) Affiliated companies

- Please comply with the "Affiliated companies (standard)" or "Affiliated companies (individual)" described in *4.3 Header and footer specifications*.
- For "Affiliated companies (standard)", we recommend that you use the standard template data.

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## 4-2 Standard templates

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Standard templates can be downloaded from the following webpage:

<https://www.kyocera.co.jp/premium/webportal/en/guidelines/>

## 4-3 Header and footer specifications

As the design guide for the header and footer, the header and footer specifications define the size of each element and the padding settings.

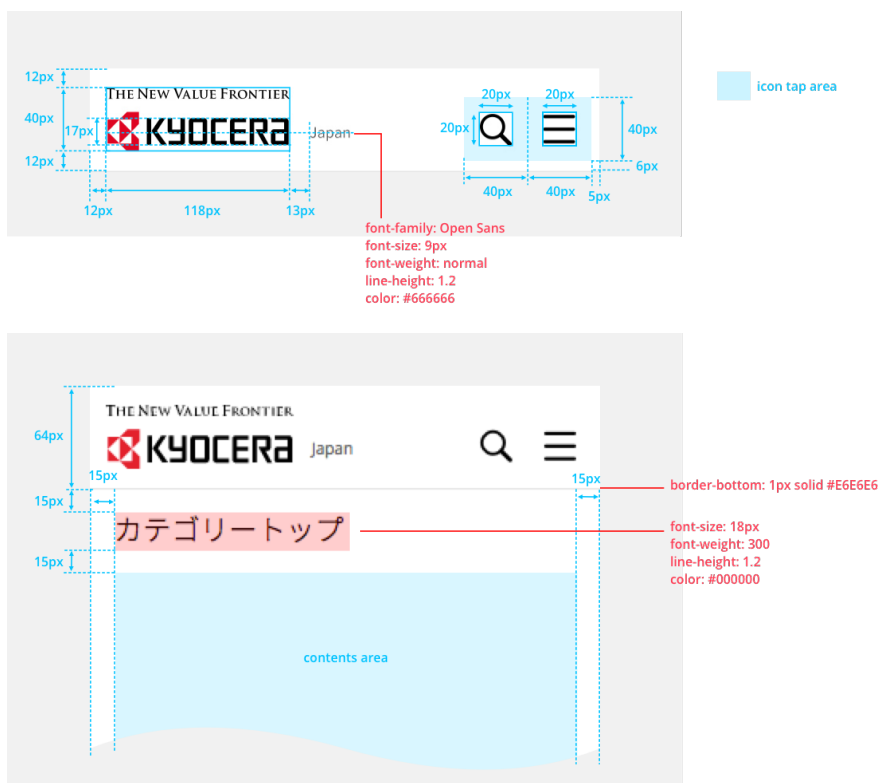
If you do not use the standard template data, please comply with the following guidelines to create designs.

### Kyocera websites (including Japanese, English, and Chinese websites, but excluding special websites)

If you use the header and footer for websites for countries or regions other than Japan, Global, and China or for languages other than Japanese, English, and Chinese, you need to change the country and menu names. Note that you need to pay attention to the fonts used, so please consult with the Web Management Team.

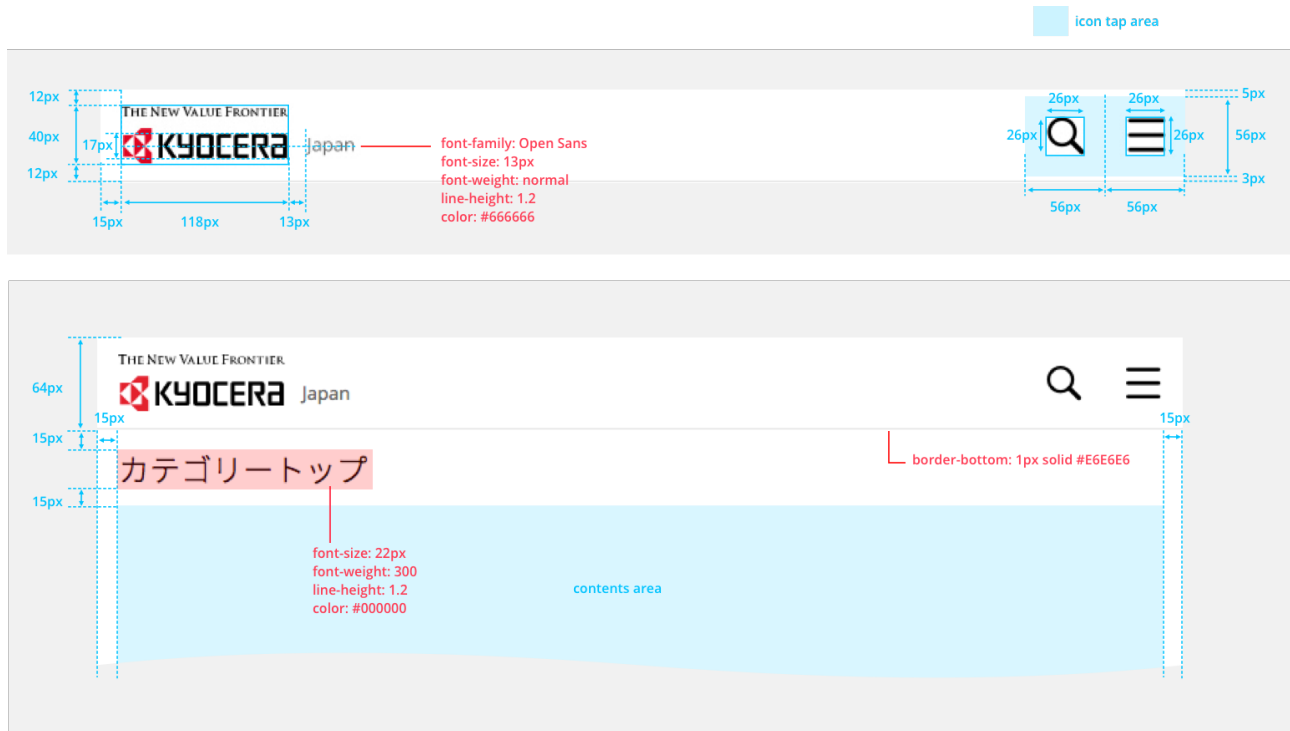
#### Header (for Japanese websites)

##### Smartphone design (width: 320 to 767 pixels)



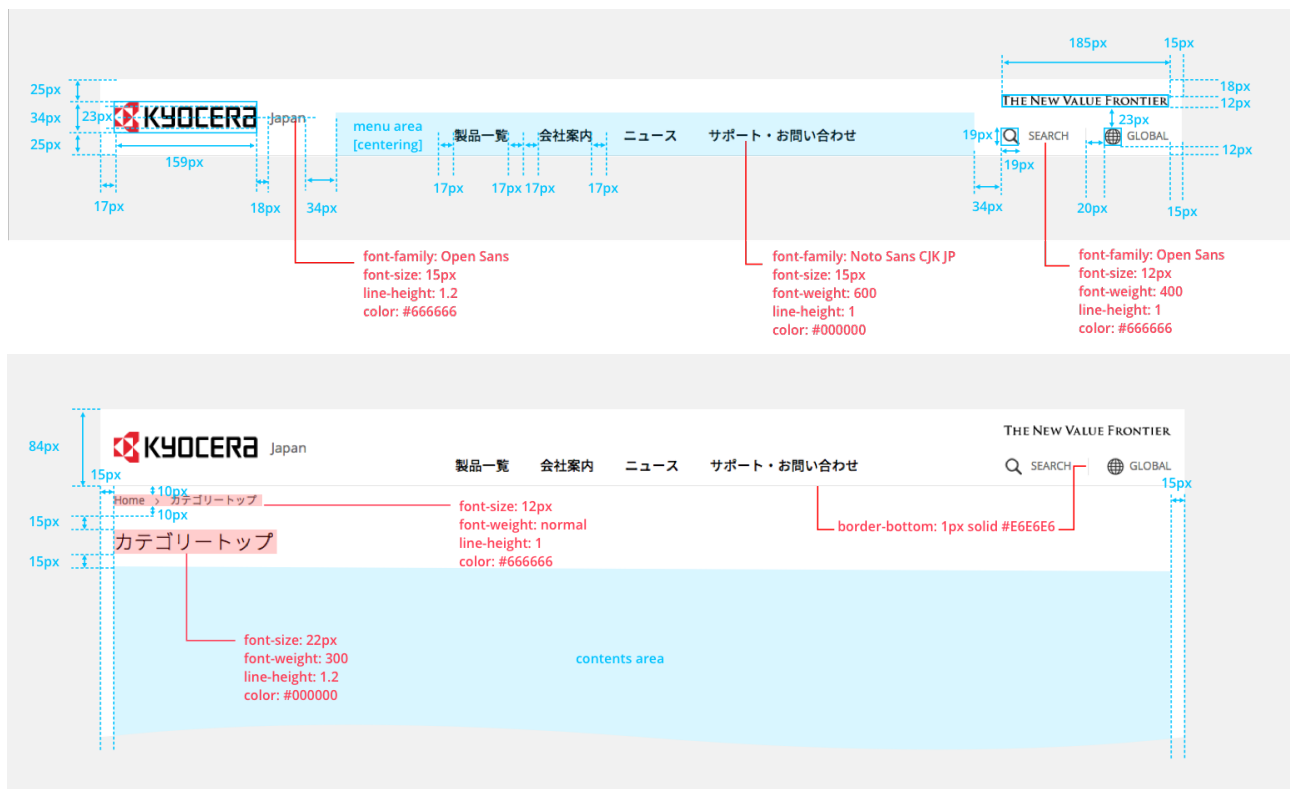
Note: For the left and right sides of the body content, set the padding to 15 pixels (excluding the main image or other parts that are designed to be displayed using the full width of the browser).

## Tablet design (width: 768 to 1023 pixels)



Note: For the left and right sides of the body content, set the padding to 15 pixels (excluding the main image or other parts that are designed to be displayed using the full width of the browser).

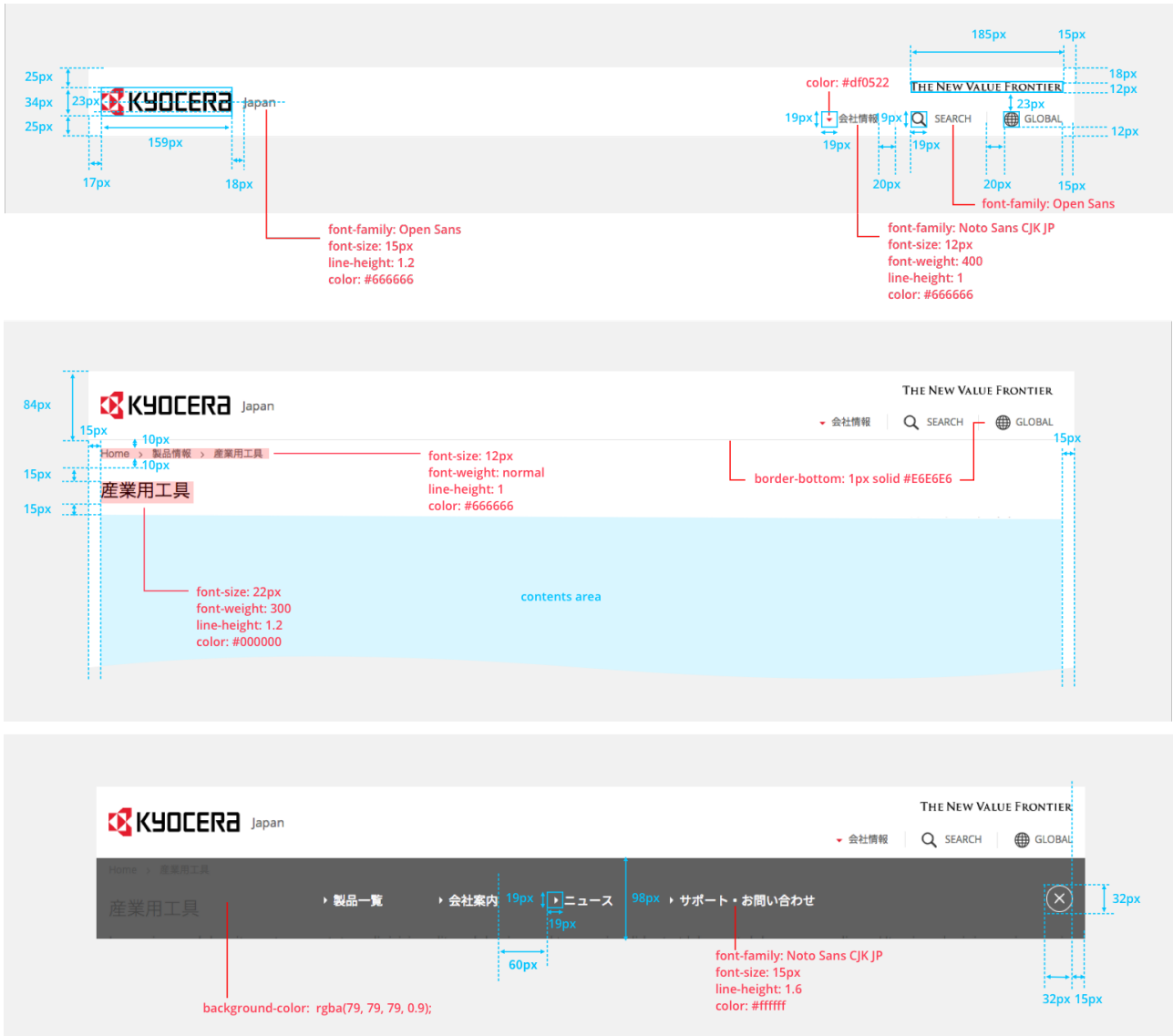
## PC design (width: 1024 to 1200 pixels)



Note: Set the widths of the header and footer for PC designs to 1200 pixels.

Note: For the left and right sides of the body content, set the padding to 15 pixels, with the text portion up to 1350 pixels (excluding the main image or other parts that are designed to be displayed using the full width of the browser).

**PC design (for product content) (width: 1024 to 1200 pixels)**



Note: For product content, the PC design can be used depending on the page volume.

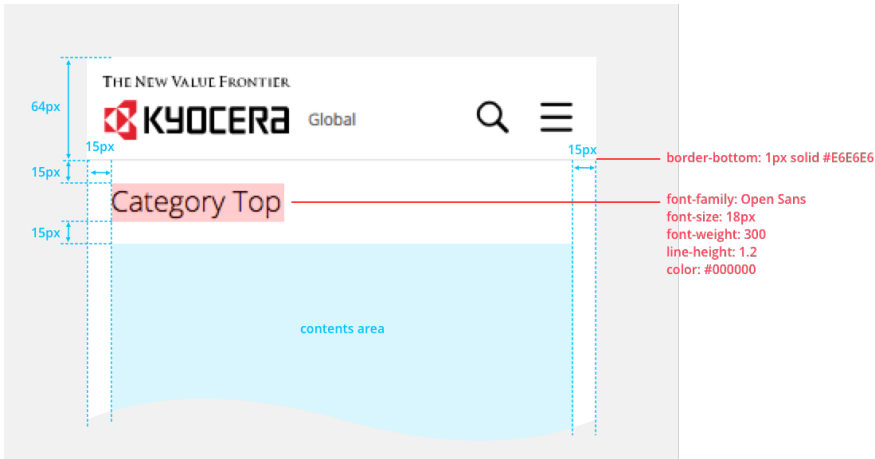
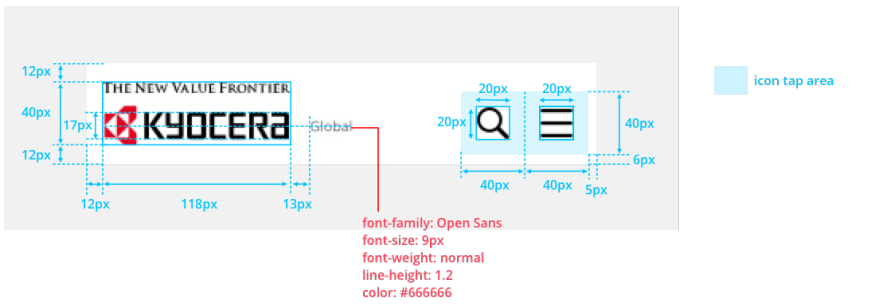
Note: Set the widths of the header and footer for PC designs to 1200 pixels.

Note: For the left and right sides of the body content, set the padding to 15 pixels, with the text portion up to 1350 pixels (excluding the main image or other parts that are designed to be displayed using the full width of the browser).

Note: For smartphone and tablet designs, please comply with the previously described specifications.

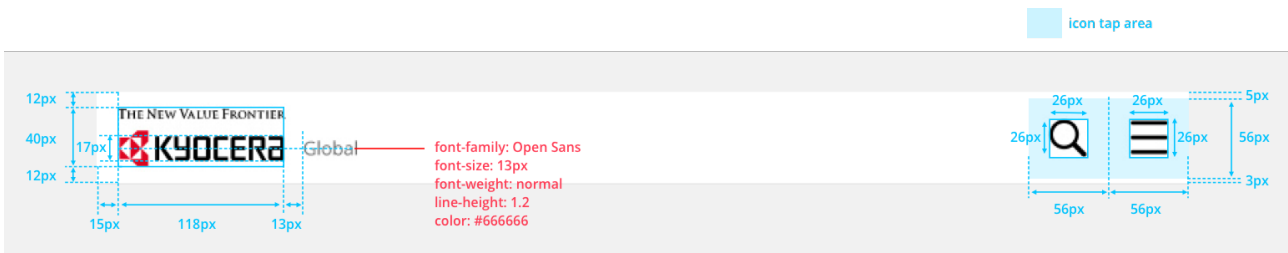
## Header (for English websites)

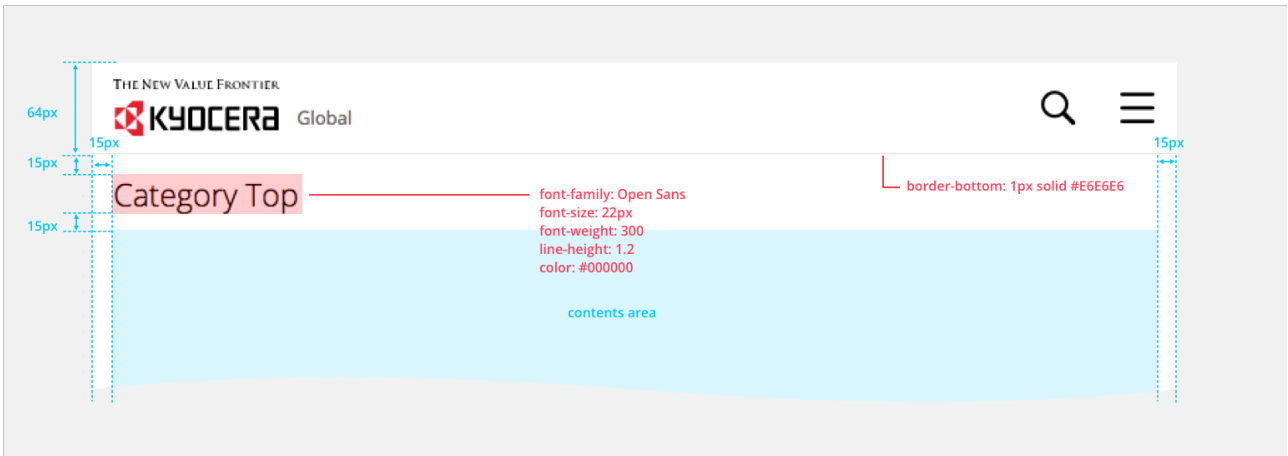
Smartphone design (width: 320 to 767 pixels)



Note: For the left and right sides of the body content, set the padding to 15 pixels. (excluding the main image or other parts that are designed to be displayed using the full width of the browser)

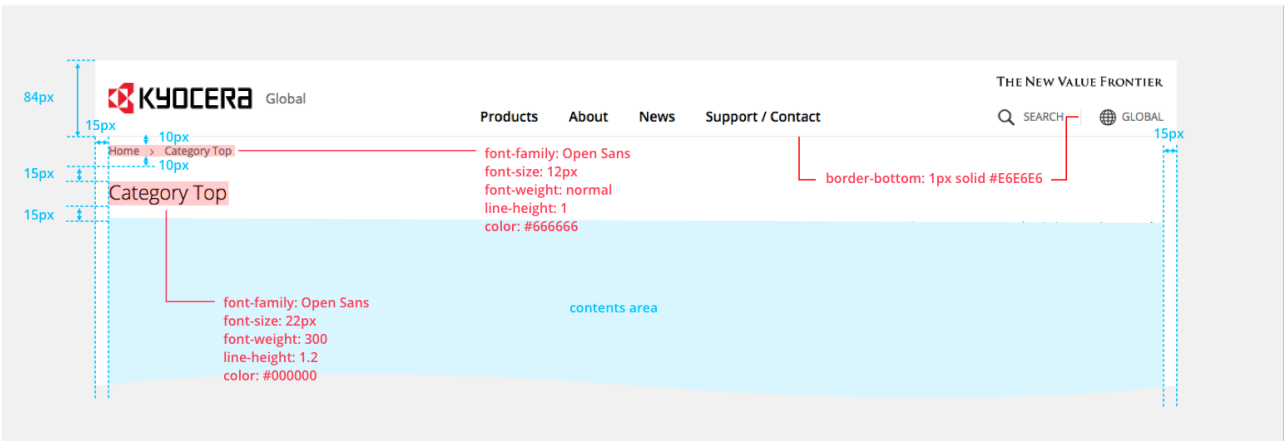
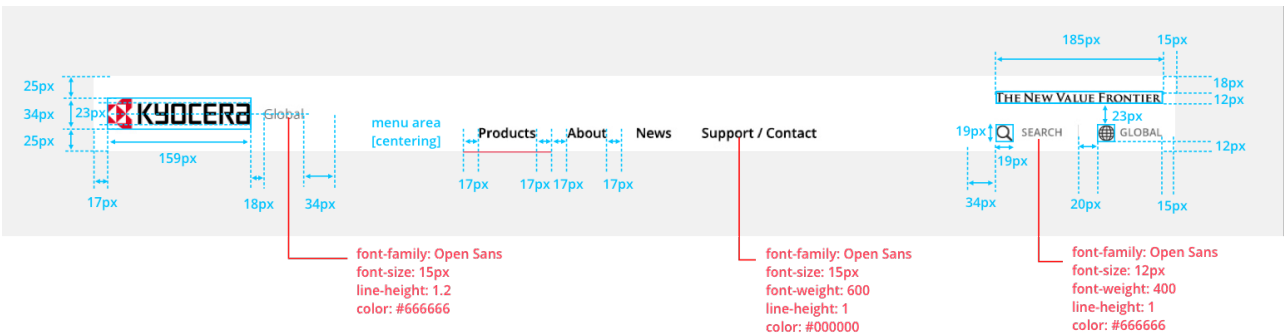
Tablet design (width: 768 to 1023 pixels)





Note: For the left and right sides of the body content, set the padding to 15 pixels. (excluding the main image or other parts that are designed to be displayed using the full width of the browser)

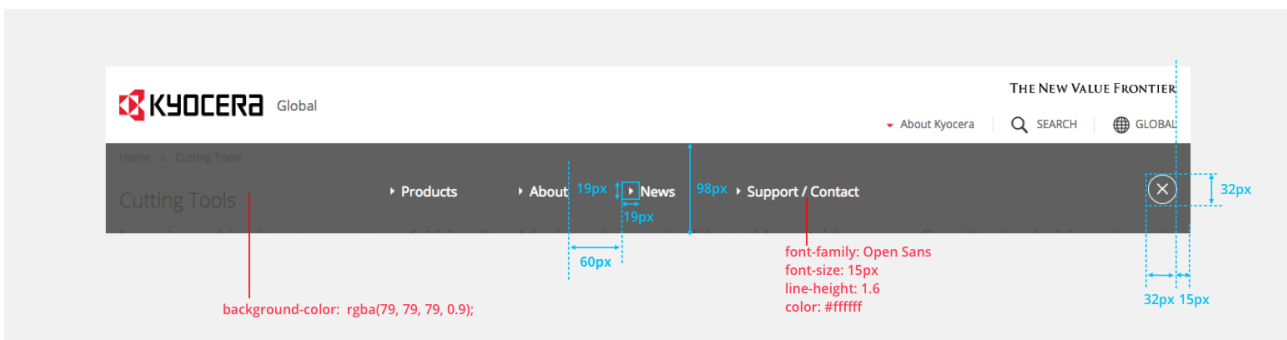
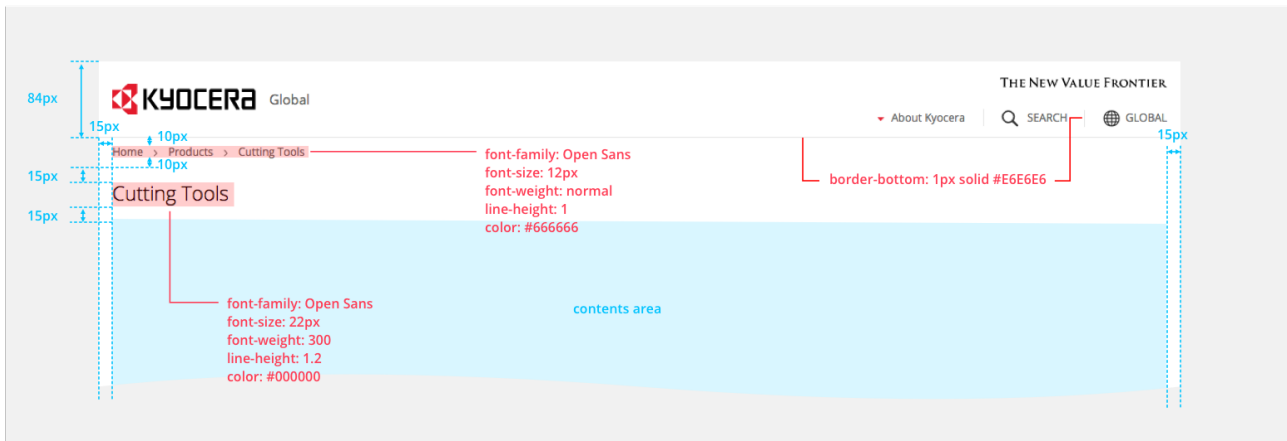
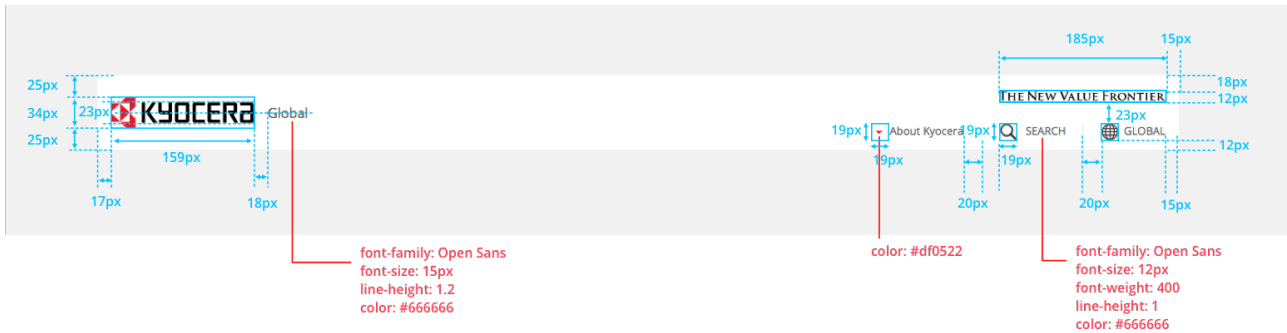
**PC design (width: 1024 to 1200 pixels)**



Note: Set the widths of the header and footer for PC designs to 1200 pixels.

Note: For the left and right sides of the body content, set the padding to 15 pixels, with the text portion up to 1350 pixels (excluding the main image or other parts that are designed to be displayed using the full width of the browser)

**PC design (for product content) (width: 1024 to 1200 pixels)**



Note: For product content, the PC design can be used depending on the page volume.

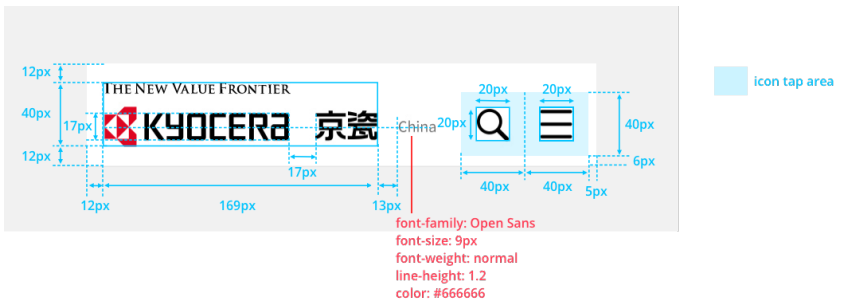
Note: Set the widths of the header and footer for PC designs to 1200 pixels.

Note: For the left and right sides of the body content, set the padding to 15 pixels, with the text portion up to 1350 pixels (excluding the main image or other parts that are designed to be displayed using the full width of the browser).

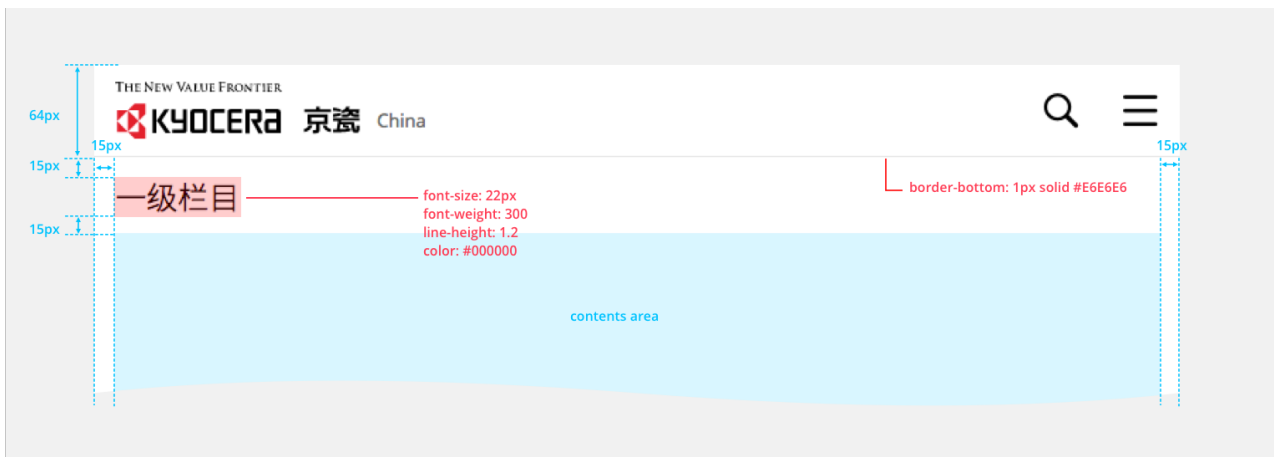
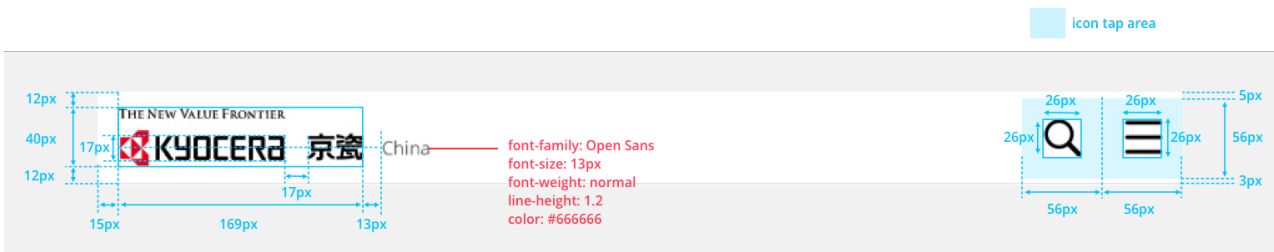
Note: For smartphone and tablet designs, please comply with the previously described specifications.

## Header (for Chinese websites)

### Smartphone design (width: 320 to 767 pixels)



### Tablet design (width: 768 to 1023 pixels)





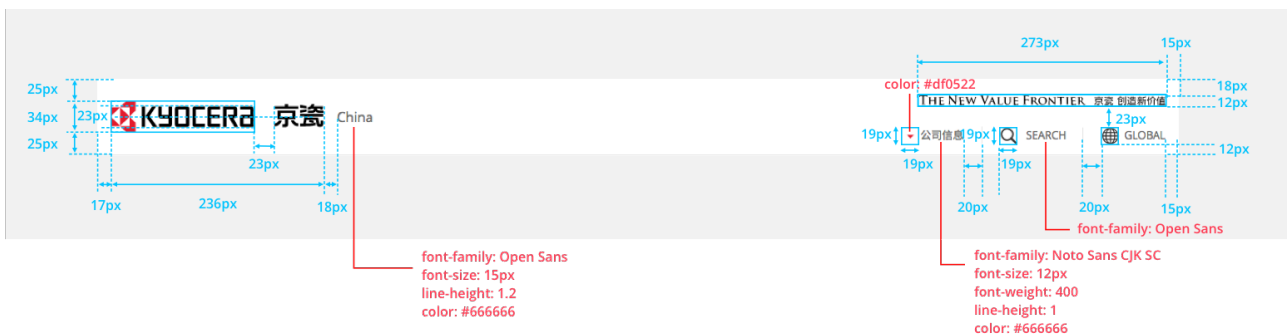
**PC design (width: 1024 to 1200 pixels)**

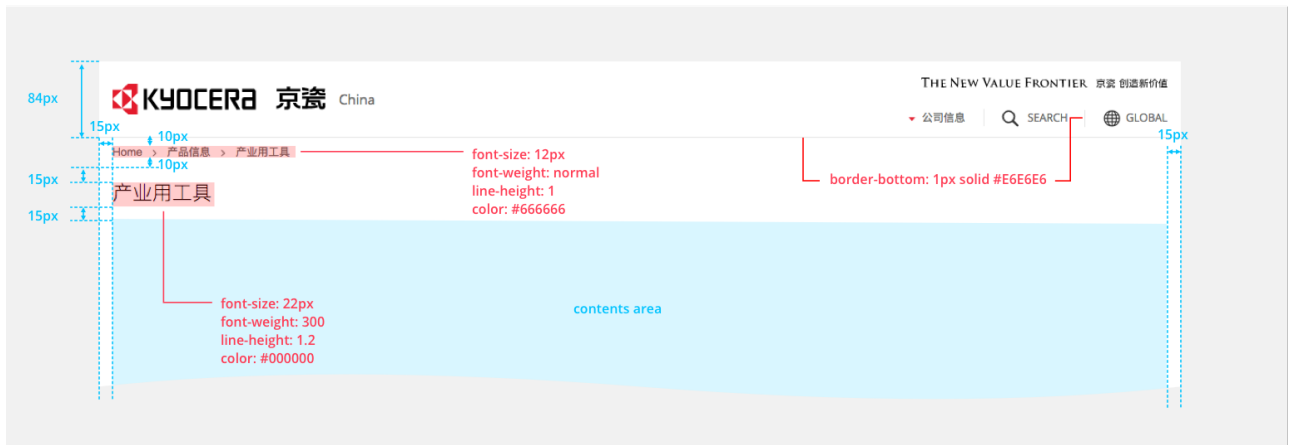


Note: Set the widths of the header and footer for PC designs to 1200 pixels.

Note: For the left and right sides of the body content, set the padding to 15 pixels, with the text portion up to 1350 pixels (excluding the main image or other parts that are designed to be displayed using the full width of the browser).

**PC design (for product content) (width: 1024 to 1200 pixels)**





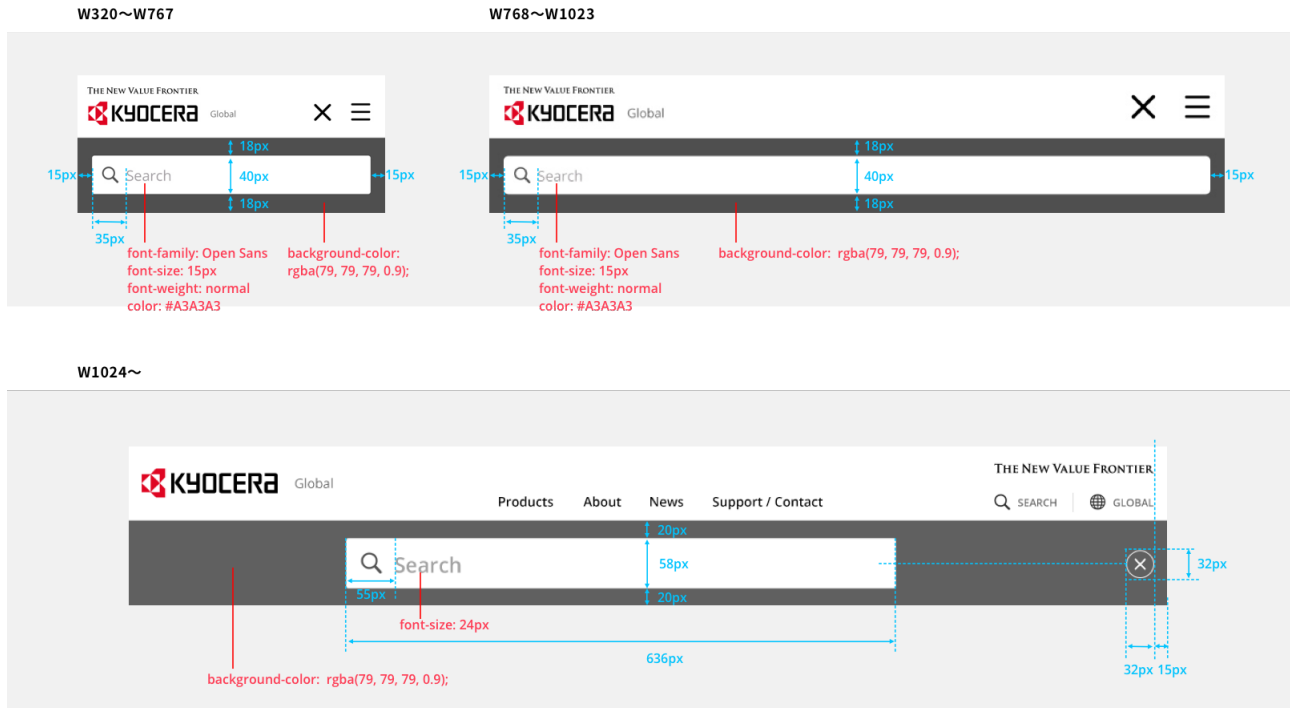
Note: For product content, the PC design can be used depending on the page volume.

Note: Set the widths of the header and footer for PC designs to 1200 pixels.

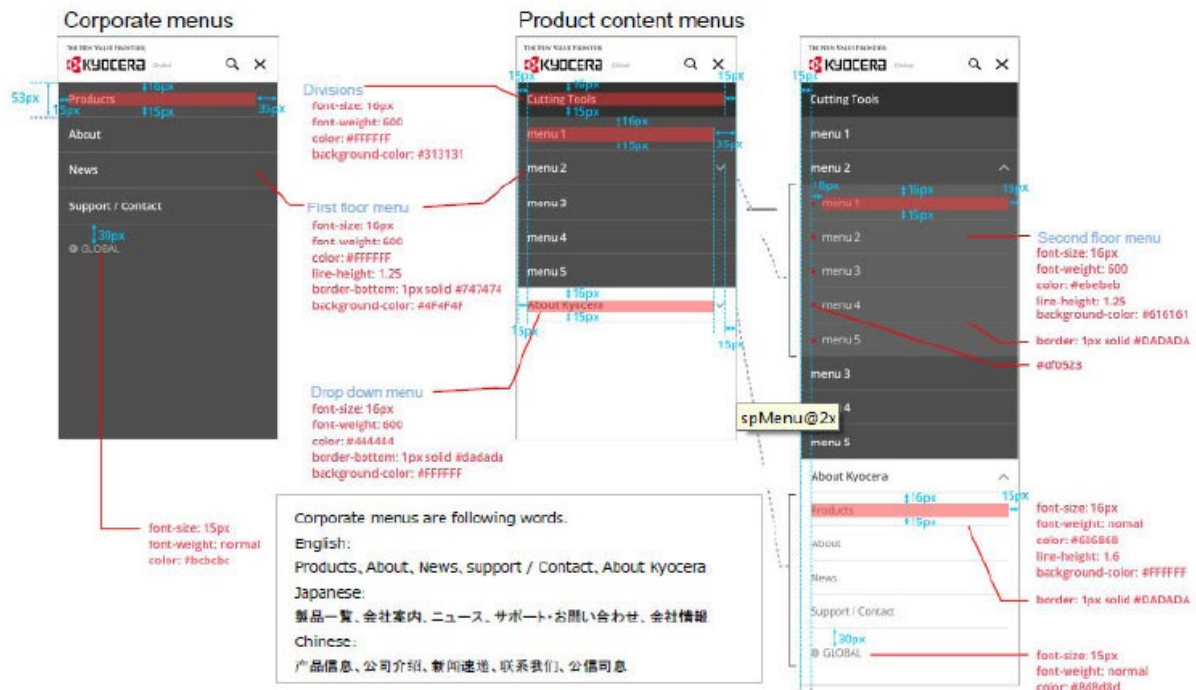
Note: For the left and right sides of the body content, set the padding to 15 pixels, with the text portion up to 1350 pixels (excluding the main image or other parts that are designed to be displayed using the full width of the browser).

Note: For smartphone and tablet designs, please comply with the previously described specifications.

## Viewing the site search menu (for Japanese, English, and Chinese websites)



## Viewing the global menus (for smartphone and tablet designs for Japanese, English, and Chinese websites)



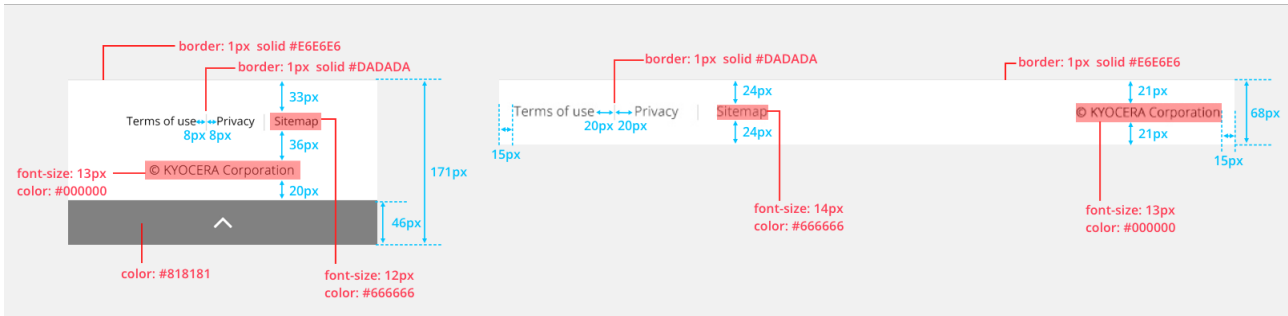
<Fonts to be used for corporate menus> English: Open Sans, Japanese: NotoSans CJK JP, Chinese: NotoSans CJK SC

<Fonts to be used for product content menus> English: Open Sans, Japanese and Chinese: Recommended device fonts

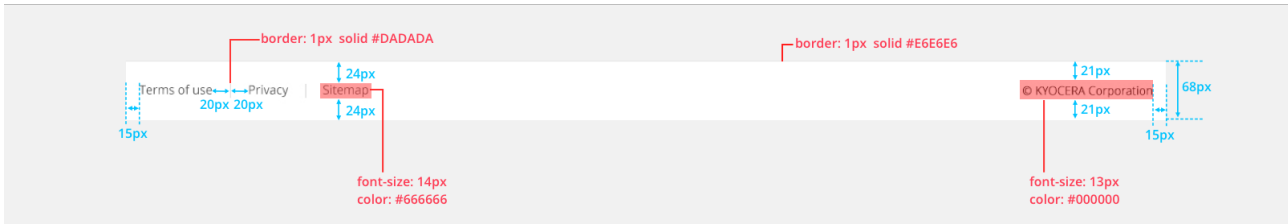
## Footer (for Japanese, English, and Chinese websites)

W320~W767

W768~W1023



W1024~

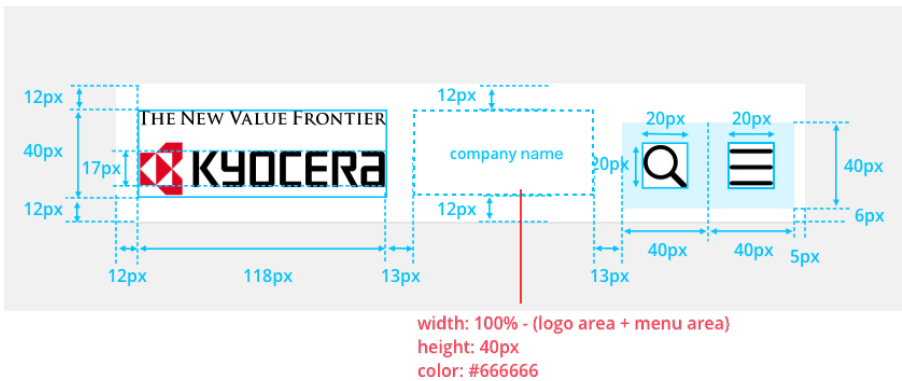


Note: Set the widths of the header and footer for PC designs to 1200 pixels.

<Fonts to be used> English: Open Sans, Japanese: NotoSans CJK JP, Chinese: NotoSans CJK SC

## Affiliated companies (standard)

Smartphone design (width: 320 to 767 pixels)



Note: Create the design so that the company name and country name can fit in the range indicated by "company name".

Note: The font size and the space between lines are optional.

**Tablet design (width: 768 to 1023 pixels)**

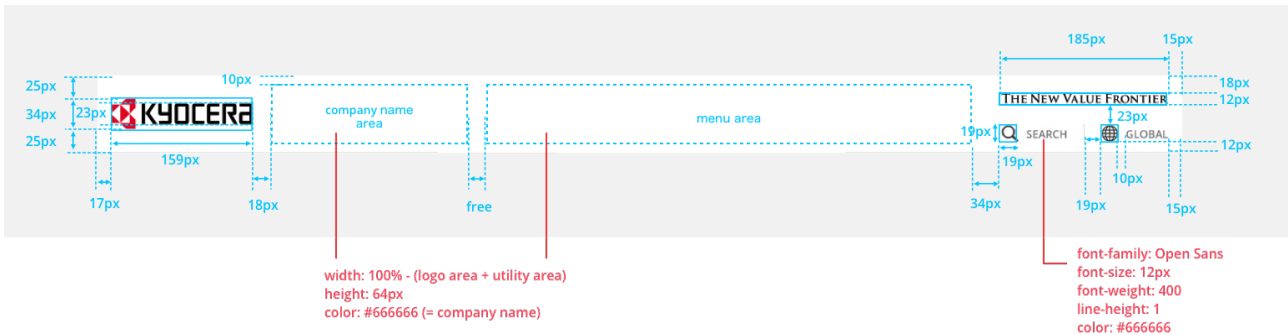


Note: Create the design so that the company name and country name can fit in the range indicated by "company name".

Note: The font size and the space between lines are optional.

Note: You can remove the search window if it is not necessary.

**PC design (width: 1024 to 1200 pixels)**



Note: Create the design so that the company name, country name, and the global menus can fit in the ranges indicated by "company name" and "menu area" respectively. Please take into account factors such as the number of characters and the number of items.

Note: The width of each area is optional.

Note: The font size and the space between lines are optional.

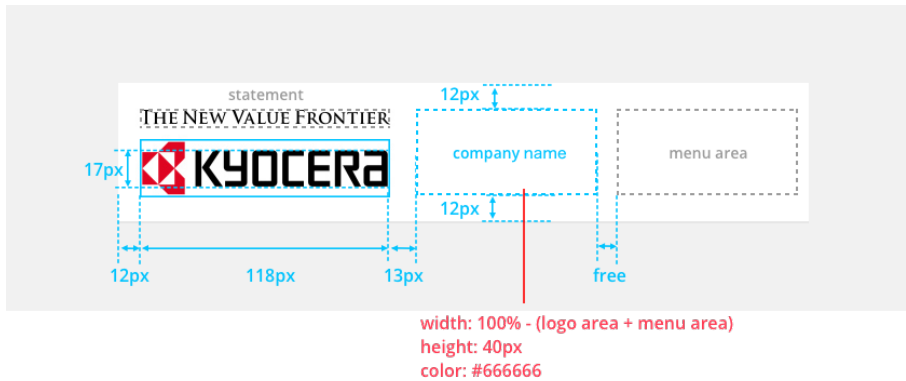
Note: You can remove the search window and the global menus if they are not necessary.

Note: Set the widths of the header and footer for PC designs to 1200 pixels.

Note: For the left and right sides of the body content, set the padding to 15 pixels, with the text portion up to 1350 pixels (excluding the main image or other parts that are designed to be displayed using the full width of the browser).

## Affiliated companies (individual)

### Smartphone design (width: 320 to 767 pixels)



Note: Create the design so that the company name and country name can fit in the range indicated by "company name".

Note: The width, the font size, and the space between lines are optional.

Note: Follow the Brand Management Guidelines and place the Kyocera brand symbol to the left of the company name.

Note: The width and design of the "menu area" are optional.

Note: For details about how to place "statement", confirm with the Brand Promotion Section in advance.

### Tablet layout (width: 768 to 1023 pixels)



Note: Create the design so that the company name and country name can fit in the range indicated by "company name".

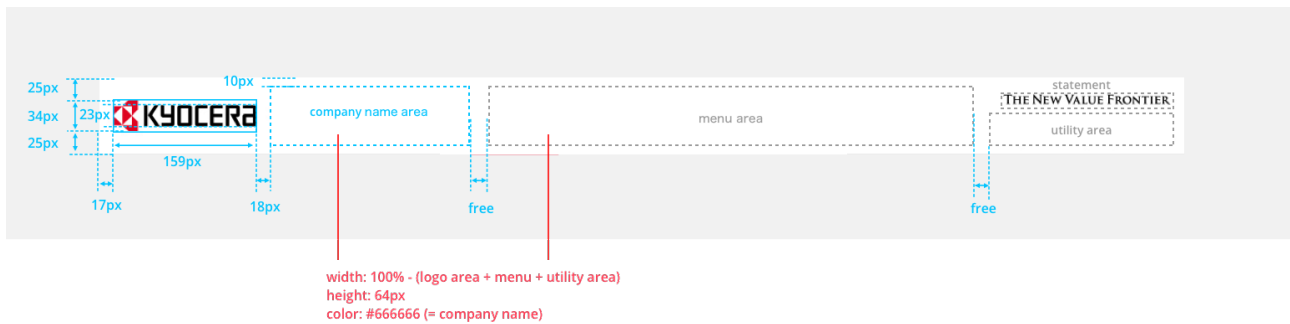
Note: The width, the font size, and the space between lines are optional.

Note: Follow the Brand Management Guidelines and place the Kyocera brand symbol to the left of the company name.

Note: The width and design of the "menu area" are optional.

Note: For details about how to place "statement", confirm with the Brand Promotion Section in advance.

## PC layout (width: 1024 to 1200 pixels)



Note: Create the design so that the company name, country name, and the global menus can fit in each range respectively. Please take into account factors such as the number of characters and the number of items.

Note: The width, the font size, and the space between lines are optional.

Note: Please follow the Brand Management Guidelines and place the Kyocera brand symbol to the left of the company name.

Note: The widths and designs of the "menu area" and "utility area" are optional.

Note: For details about how to place "statement", confirm with the Brand Promotion Section in advance.

Note: Set the widths of the header and footer for PC designs to 1200 pixels.

Note: For the left and right sides of the body content, set the padding to 15 pixels, with the text portion up to 1350 pixels (excluding the main image or other parts that are designed to be displayed using the full width of the browser).

# 5. Entry Forms

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5-1 Notes when using entry forms



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## 5-1 Notes when using entry forms

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### Precautions regarding the collection of user information

Before using an entry form, consult with the Web Management Team. For details about collecting user information, see the *Open WEB Environment Operation Guideline*, which is a unified set of rules for the Kyocera Group.

### Creating entry forms

To increase user satisfaction, it is important to prevent errors in operations related to entry forms and to reduce the amount of time needed to complete entry of a form. To this end, the following points must be considered when creating entry forms.

#### (1) Considering users when designing entry forms

When creating entry forms, clearly define, for each input field, what information is to be entered, whether the input field is required, and other relevant restrictions. In addition, make note of the following items to ensure that users have a clear and accurate understanding about the information to be entered:

- Clearly label the input fields, such as "Name", "Telephone number", or "Address".
- Clearly state any input restrictions, such as the type of characters that can be used (one-byte or two-byte characters, and kanji, hiragana, or katakana), the number of characters that can be used, and whether the input is required or optional.
- As a general rule, the input field name and input restrictions are to be placed either to the left of or above the corresponding text box. However, for check boxes and radio buttons, the field name and restrictions can be placed to the right of the corresponding check box or radio button.
- If the information to be entered is unclear, provide an example.
- If you include an input field in the form for an email address (to be used when responding to the user), we recommend that, for verification purposes, you include a second input field in which the user reenters the email address.

#### (2) Unification of the placement and tab index order of elements of an entry form

When entering data into a form, users with vision impairment or motion disabilities sometimes use the Tab key to navigate among input fields. For this reason, in terms of usability, the placement of elements in the form and their tab index order (the order in which the user moves from one input field to another by using the Tab key) must be unified. To do this, when creating the form, use the tabindex attribute of the form.

For example: `<input type="text" name="name" tabindex="1">`

`<input type="text" name="phonenum" tabindex="2">`

## Position of an execution button

Place buttons that execute functions (such as the “Send” button) close to the last item of the form.

### Kyocera website: Inquiries

THE NEW VALUE FRONTIER

Home > Contact > For Other Inquiries

For Other Inquiries

STEP1 Input    STEP2 Confirmation    STEP3 Completion

The relevant department will answer your request depending on the contents of your inquiry. Depending on the contents of your inquiry it may take some time to reply, and in some cases we might not be able to answer the request. We thank you in advance for your understanding and cooperation.

NOTE: The fields indicated with an asterisk (\*) are required.

Name *	<input type="text"/>
E-mail *	<input type="text" value="Sample Input: guest@kyocera.co.jp"/> Please re-enter e-mail for confirmation. <input type="text" value="Sample Input: guest@kyocera.co.jp"/>
Phone Number *	<input type="text" value="Sample Input: 0312345678 (Half-width characters)"/>
Country / Region *	<input type="text"/>
Company Name	<input type="text"/>
Department Name	<input type="text"/>
The product of your interest *	<input type="text" value="Please select"/>
Inquiry Title *	<input type="text"/>
Inquiry Contents *	<input type="text"/>
Privacy Policy *	<input type="checkbox"/> Agree Any personal information provided in this form is handled in accordance with the <a href="#">"Internet Privacy Policy"</a> .

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