

# **Kyocera Group**

# **Web Creation Guidelines Version 6.5**

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November 11, 2025

# 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 2-2 <i>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 2-4 <i>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	2. Various prerequisites <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> 3. Navigation trail design <ul style="list-style-type: none"> <li>- Expressions and examples were optimized and updated.</li> </ul> 4. Header and footer specifications and standard templates <ul style="list-style-type: none"> <li>- Rules on body width were clarified.</li> </ul> 5. Forms <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>
6.4	November 15, 2024	2. Various Prerequisites <ul style="list-style-type: none"> <li>- Breakpoints</li> <li>- Element Display Order via Z-index</li> </ul> 3. Navigation Trail Design <ul style="list-style-type: none"> <li>- Structured Data for Breadcrumbs</li> <li>- Method for Reflecting Site Structure Diagram in Navigation Trail (Breadcrumbs)</li> </ul> 4. Header/Footer Specifications and Standard Templates <ul style="list-style-type: none"> <li>- Revision of Standard Templates</li> </ul> 5. Link and Button Rules <ul style="list-style-type: none"> <li>- Additions in Line with Template Implementation</li> </ul>	<ul style="list-style-type: none"> <li>- To introduce navigation from the user's perspective</li> </ul>
6.5	November 11, 2025	2-1 Precautions <ul style="list-style-type: none"> <li>- Updated video embedding rules</li> <li>- Added note on copyright and AI-generated images</li> <li>- Revised guidance on external disclosure in China</li> </ul> 2-2 Recommended verification environment when creating websites <ul style="list-style-type: none"> <li>- Changed target OS for Android</li> </ul> 2-3 Considerations for universal design, accessibility, and usability <ul style="list-style-type: none"> <li>- Updated file placement instructions</li> </ul> 2-4 Prerequisites when creating web pages <ul style="list-style-type: none"> <li>- Added SEO considerations</li> <li>- Added mobile display testing</li> <li>- Added note on linking to sites with different designs</li> </ul>	<ul style="list-style-type: none"> <li>- To respond to current trends as of 2025</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, adhere 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 Manage 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 publically**

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.

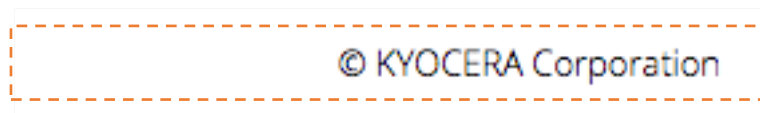
Example: Kyocera Corporation Privacy Policy: <https://www.kyocera.co.jp/privacy/>

## 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:



## 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):

<https://kyoceragp.sharepoint.com/sites/CorporateCommunications/Shared%20Documents/Forms/AllItems.aspx?csf=1&web=1&e=4FqsOP&CID=bd9775f8%2D36e3%2D4a50%2D8e30%2D4a3b5532d491&FolderCTID=0x012000C09448BBA851B04881053F384E48C490&id=%2Fsites%2FCorporateCommunications%2FShared%20Documents%2FE5%85%AC%E9%96%8BWEB%E3%83%BBSNS%E9%96%A2%E9%80%A3>

- Digital Media Section SNS Promotion Team: 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

Android		<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>
iOS	For corporate customers	<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>
	For general customers	<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 if there are no problems related to the video, such as copyright issues or issues concerning the public nature of the video.

### Precautions when embedding YouTube videos

When embedding YouTube videos on a website, please be sure to observe the following points:

(1) Protecting user privacy and preventing unnecessary cookie usage

Always enable Privacy-Enhanced Mode when embedding YouTube videos.

Reference: <https://support.google.com/youtube/answer/171780?hl=en#zippy=%2Cturn-on-privacy-enhanced-mode>

(2) Preventing display of irrelevant videos

To prevent unrelated videos from appearing after playback, add ?rel=0 to the end of the embed URL.

Example URL:

<https://www.youtube-nocookie.com/embed/XXXXXX?rel=0>

Example embed script:

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

\*Due to YouTube's specifications, unrelated videos may still appear after playback even if you use ?rel=0.

In such cases, it is recommended to enable loop playback to prevent unrelated suggestions.

Reference: How to Loop an Embedded YouTube Video <https://kinsta.com/blog/embed-youtube-video-wordpress/>

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. For external use of AI-generated images, please consult separately with the legal department of each respective company.

## **Precautions regarding the public 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.

October 15, 2025 "Reiteration of Precautions Regarding Public Disclosure of Information in China"

<https://www.kyocera.co.jp/premium/webportal/en/information/2025/10/2025-10-15.html>



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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: The latest version at the time the website is created

### Supported browsers

Supported browsers are defined as follows:

- (1) Windows: Edge, or 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

### Breakpoints

Breakpoints are defined as follows to provide an optimal layout for each screen resolution:

- (1) PC: Width of 1,024px or more
  - \*Set additional breakpoints as needed to accommodate wider screen widths.
  - \*The standard template includes a breakpoint at 1,280px
- (2) Tablet: Width from 768px to 1,023px
- (3) Smartphone: Width from 360px to 767px

Determine the recommended environment based on the top-ranking access results by identifying users' viewing resolutions extracted through data analysis using access log analysis software. If the analysis results are unclear, consult with the Web Promotion Office.

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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 placing 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:

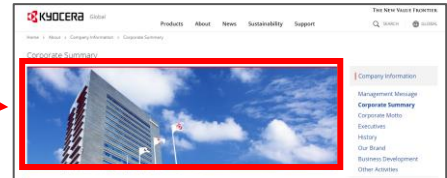
```

```

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

```

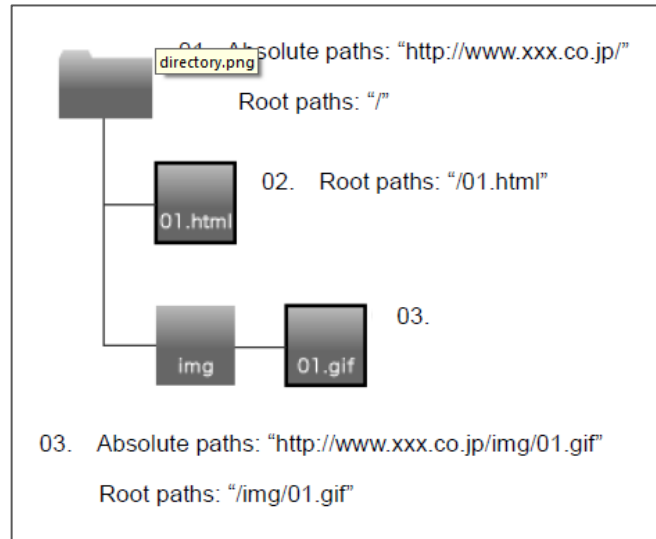
```



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>

### **5. Thorough testing on mobile devices**

Before publishing a website, it is essential to use preview or inspection mode to verify that the site displays correctly and functions properly across various devices, including smartphones and tablets. If possible, it is strongly recommended to perform testing on actual devices in addition to inspection mode.

Reference: How to check using inspection mode <https://www.wpbeginner.com/beginners-guide/how-to-preview-the-mobile-layout-of-your-site/>

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

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

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

Note: The font files for Noto 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.

## 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).

## First View Height

The first view is a crucial area where users determine whether the site is beneficial to them, directly impacting page engagement and conversion outcomes.

Therefore, the recommended first view height for each site should refer to the following values:

**PC Display:** Height of 600px when the screen width is based on 1,280px; height of 530px when the screen width is based on 1,152px

**Smartphone Display:** Height between 600–650px when the screen width is based on 360px

## 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".**



```

```

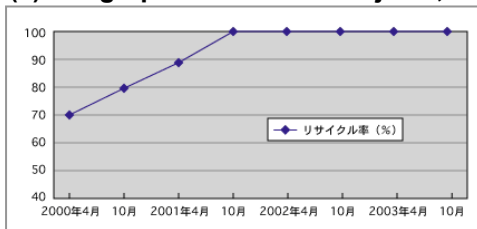
```

```

```

```

**(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.

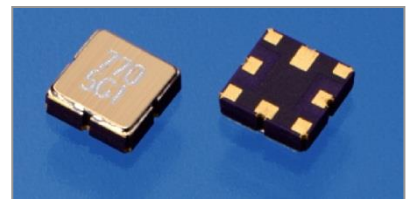
## Element Display Order via Z-index

As a general rule, elements on each page should use z-index values of 100 or lower. When displaying elements such as modals above the global navigation, set the z-index to 201 or higher.

\*Due to external inclusion, the global navigation uses z-index values from 101 to 200. When displaying modals, etc., in the content area, set the z-index based on whether the element should appear in front of or behind the global navigation.

## 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 transitioning to a site with a significantly different design, such as a major change in visual layout or navigation structure.

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

---

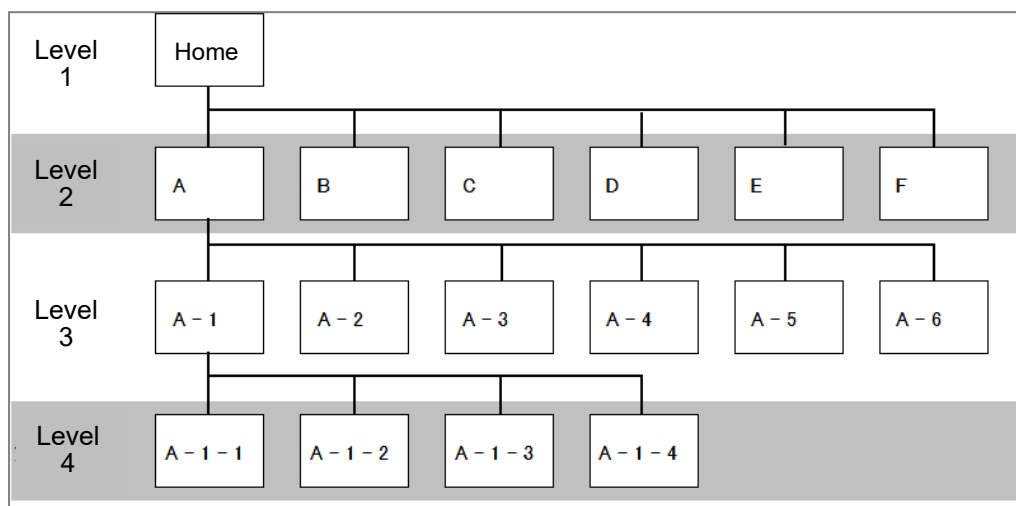
### Navigation trail (breadcrumb list)

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.

## Structured Data for Breadcrumbs

Implement structured data for breadcrumbs. This displays the breadcrumb in search results. While the default template uses the JSON-LD format, choose the most appropriate format as needed.



京セラ株式会社

<https://www.kyocera.co.jp> > ... > ディスプレイ > 製品情報

### 産業機器用ディスプレイ

産業機器市場向けに長年にわたり液晶ディスプレイを供給してきた実績を活かし、お客様の悩み事に対するディスプレイ関連のソリューションを提案します。

Example: Structured Data for Breadcrumbs in JSON-LD Format

```
<script type="application/ld+json">
{
  "@context": "http://schema.org",
  "@type": "BreadcrumbList",
  "name": "Breadcrumbs",
  "itemListElement":
  [
    {
      "@type": "ListItem",
      "position": 1,
      "name": "Home",
      "item": "https://www.kyocera.co.jp/"
    },
    {
      "@type": "ListItem",
      "position": 2,
      "name": "CorporateCustomersTop",
      "item": "https://www.kyocera.co.jp/prdct/index.html#business"
    }
  ]
}
</script>
```

## Method for Reflecting Site Structure Diagram in the Navigation Trail (Breadcrumbs)

From an SEO perspective, the navigation trail and page title must indicate the full path to the corresponding page.

The navigation trail should be placed below the main content area.

Example: Home > Second Level > Third Level > ... > Target Page

Home > Corporate Customers Top > Semiconductor (IC) Package

For formatting details, refer to the following.



## 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:

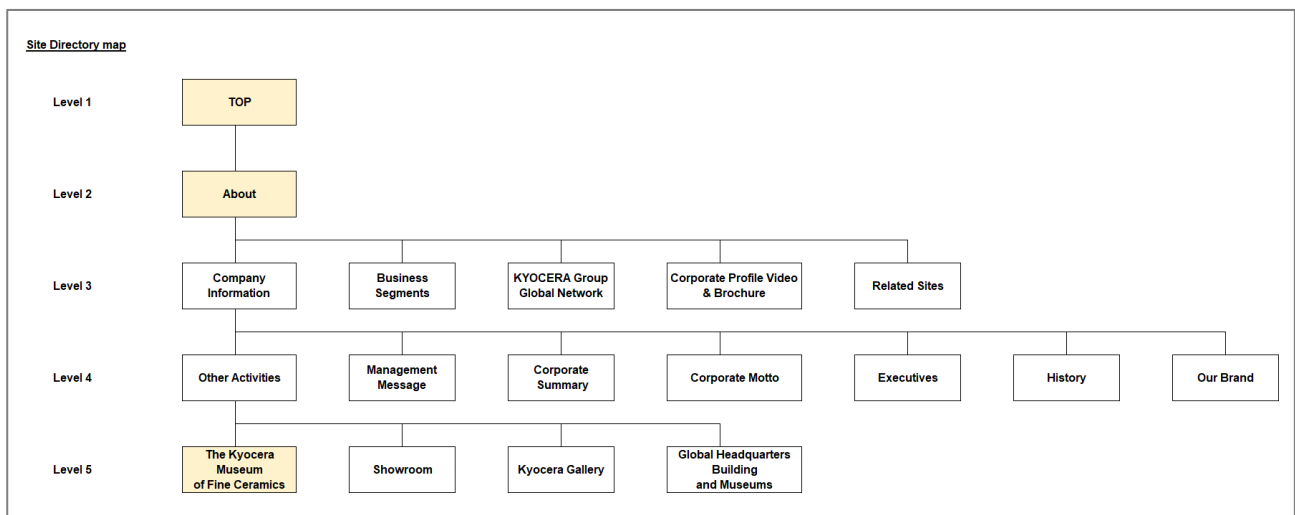
KYOCERA Organic Packaging Technology Line-Up | Semiconductor Components | Product Information | KYOCERA |

⇒ 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 | About the Kyocera Group | Home



# **4. Header and Footer Specifications and Standard Templates**

---

4-1 Definition of Specifications and Application Rules in Templates

4-2 Global Site

4-2-1 Standard Template (Global Site)

4-2-2 Header/Footer Specifications (Global Site)

4-2-3 Various Site Navigations (Main Navigation/Main Footer) (Global Site)

4-2-4 Standard Template Types (Global Site)

4-3 Affiliate Headers

---

## 4-1 Definition of Specifications and Application Rules in Templates

---

When creating a new site, the header and footer specifications must be followed. Use of the standard template, which complies with these header/footer specifications, is recommended. The following outlines the definitions and application rules for each site.

### (1) Kyocera Global Site

- Use the standard template files and display the header/footer managed centrally via JavaScript (see P.35, 4-2-1).
- For country-specific sites other than the Kyocera Global site, consult with the Web Promotion Office.

### (2) Affiliates

- Follow the header/footer specifications as outlined in the Affiliate Header section (see P.66, 4-3).
- For "Affiliates," it is recommended to use the standard template data labeled "Affiliates (brand symbol only)."

If you wish to build a site that does not apply the defined header/footer specifications, please consult with the Web Promotion Office.

---

## 4-2 Global Site

---

### 4-2-1 Standard Template (Global Site)

Download and use the standard template from the following URL:

<https://brand.kyocera.co.jp/ja/outside/03/04/index.html>

### ■ Template Files

For Kyocera Global Site: Header, Footer, and Main Navigation

Name	File Name
basic(Global Navi,footer)	<b>basic.html</b>
basic_main-free	<b>basic_main-free.html</b>
basic_main-search-lang	<b>basic_main-search-lang.html</b>
basic_main-search-lang2	<b>basic_main-search-lang2.html</b>
basic_main-search-link	<b>basic_main-search-link.html</b>
basic_main-line	<b>basic_main-line.html</b>

Right-Fixed Button & Corporate Navigation Footer

basic_right-button1	<b>basic_right-button1.html</b>
basic_right-button2	<b>basic_right-button2.html</b>
basic_right-button3-open	<b>basic_right-button3-open.html</b>
basic_bussiness-footer	<b>basic_bussiness-footer.html</b>

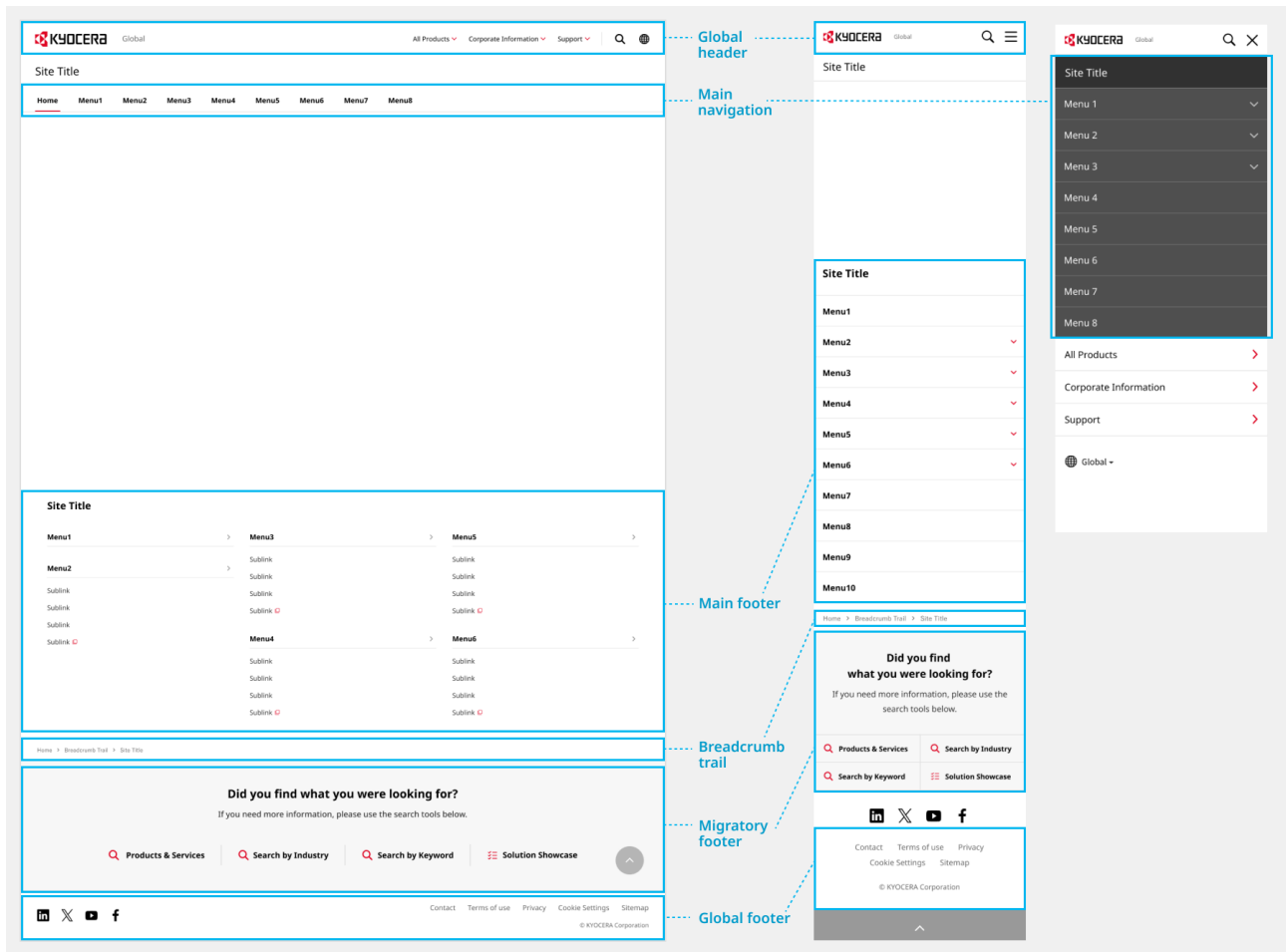
Icon

basic_icon	<b>basic_icon.html</b>
------------	------------------------



## Part Names

In accordance with the specification descriptions, the names of each component part are designated as follows:

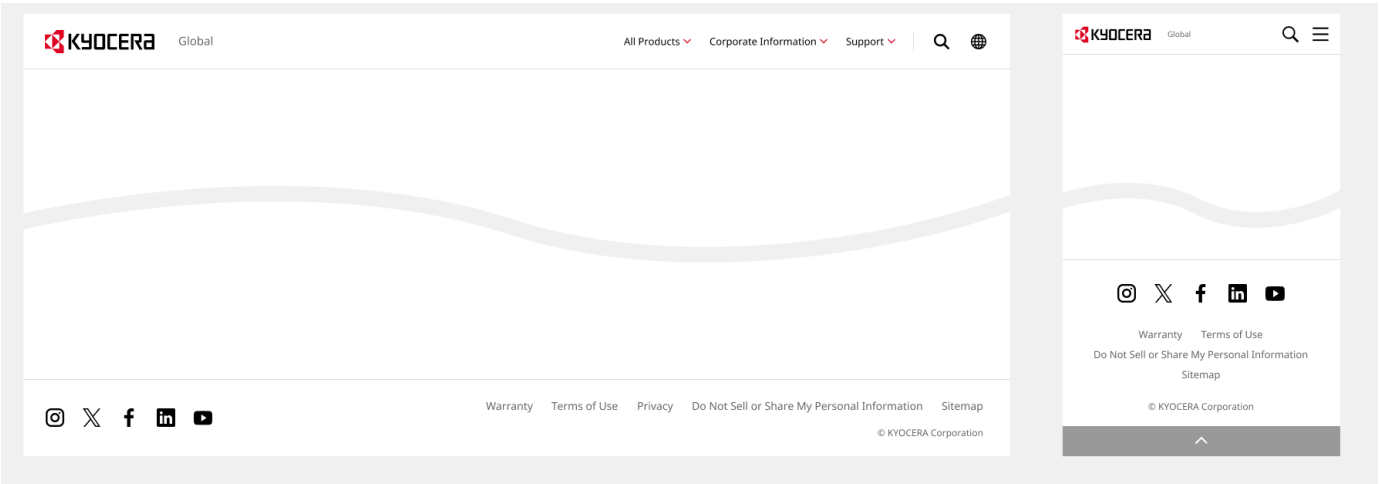


4-2-2 Header/Footer Specifications (Global Site)

■ **Template Name:** basic.html [Sample](#)

The global header and global footer, which are used consistently across the Kyocera Global site, must utilize the data indicated in “[4-2-1 Standard Template \(Global Site\)](#).” Since this is loaded from external files via JavaScript, it cannot be modified.

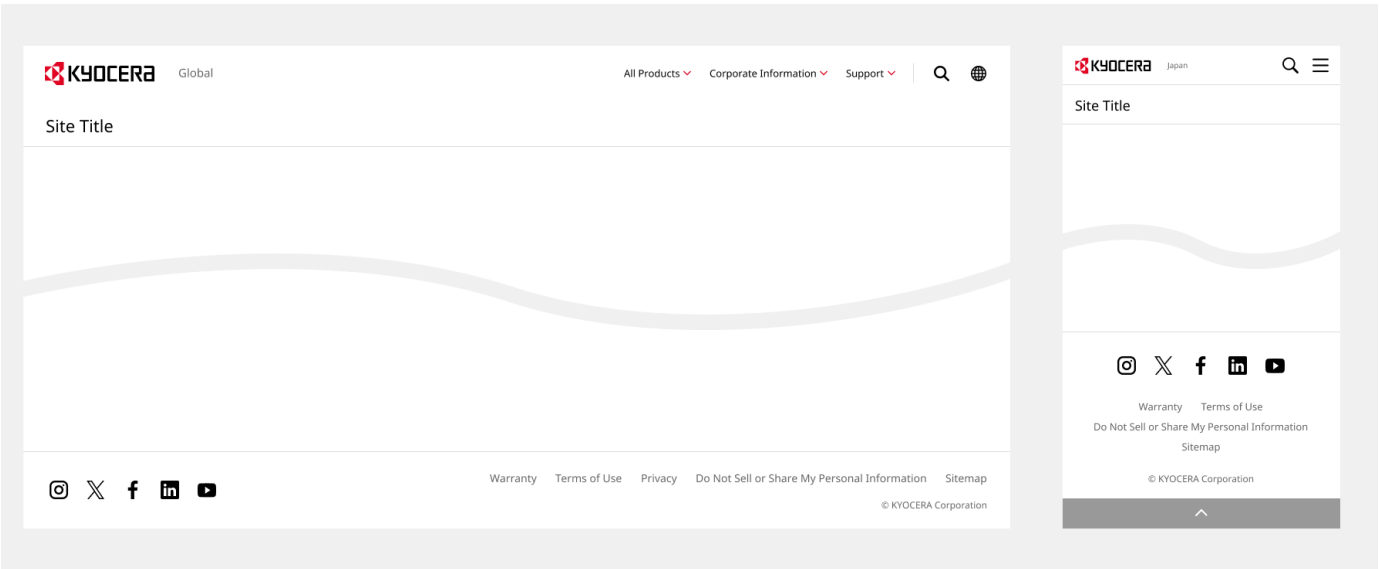
If using only the global header and global footer:



\*Remove <div class="local-PageTitle"></div> from the template.

\*When displayed on PC, note that the position of the bottom line varies depending on whether a site name is included.

When including the site name:

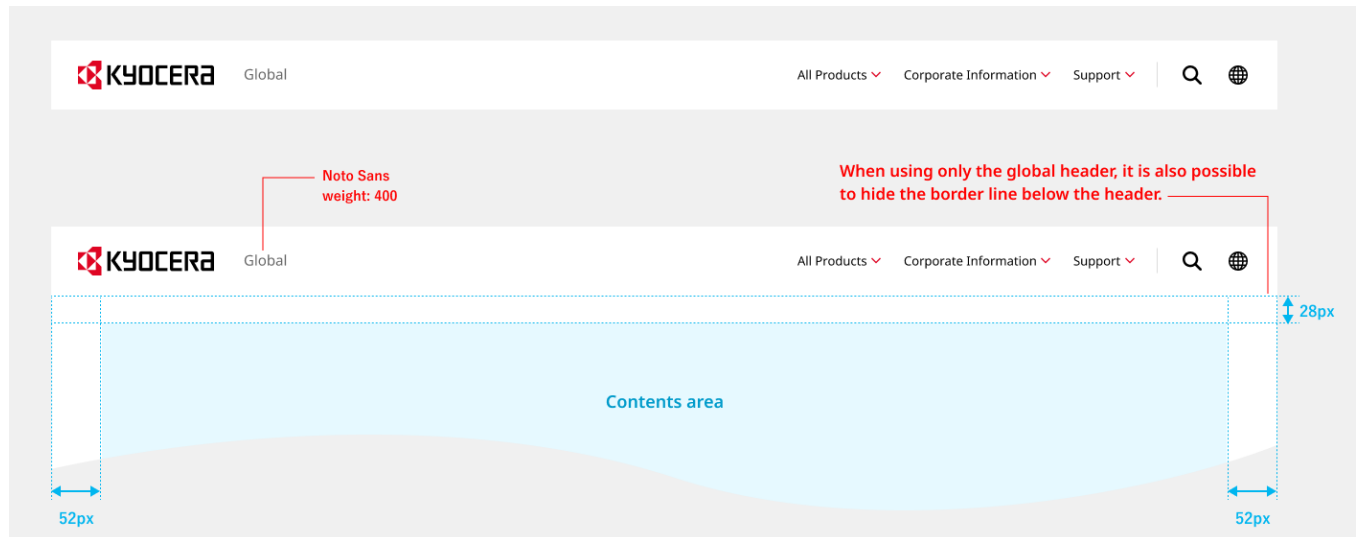


## Global Header

A common header placed on all pages of the Kyocera Global site.

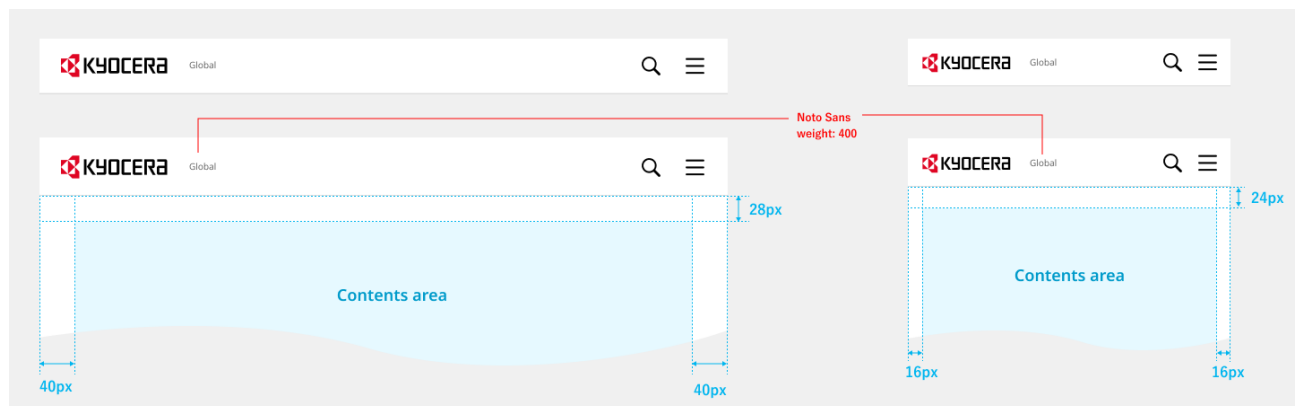
Since this is loaded from external files via JavaScript, it cannot be modified.

### PC Display (width: 1,024px to max 1,368px)



- PC design headers/footers should consider the maximum display width of 1,368px.
- For the content area, make the top margin 28px, left/right margins 52px, and maximum content width 1,312px. (Except when using full-screen main visuals, etc.)

### Tablet Display (Width: 768–1,023px) / Smartphone Display (Width: 360–767px)



- For the left/right margins of the content area, set them to 40px for tablets and 16px for smartphones.
- For the top margin of the content area, set it to 28px for tablets and 24px for smartphones. (Except when using full-screen main visuals, etc.)

### Global Navigation Follow Behavior

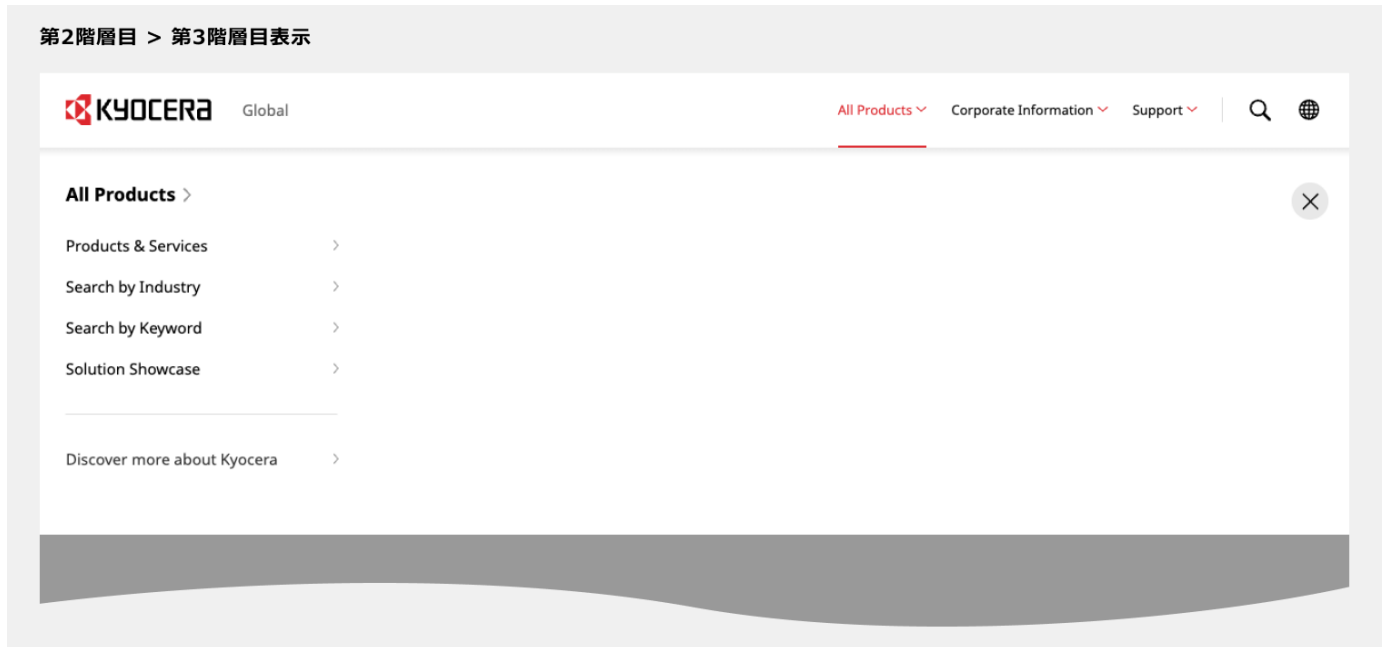
By default, navigation is not set to follow. To enable follow behavior, add class= "global-header-follow" to the body tag.

## Global Menu Behavior

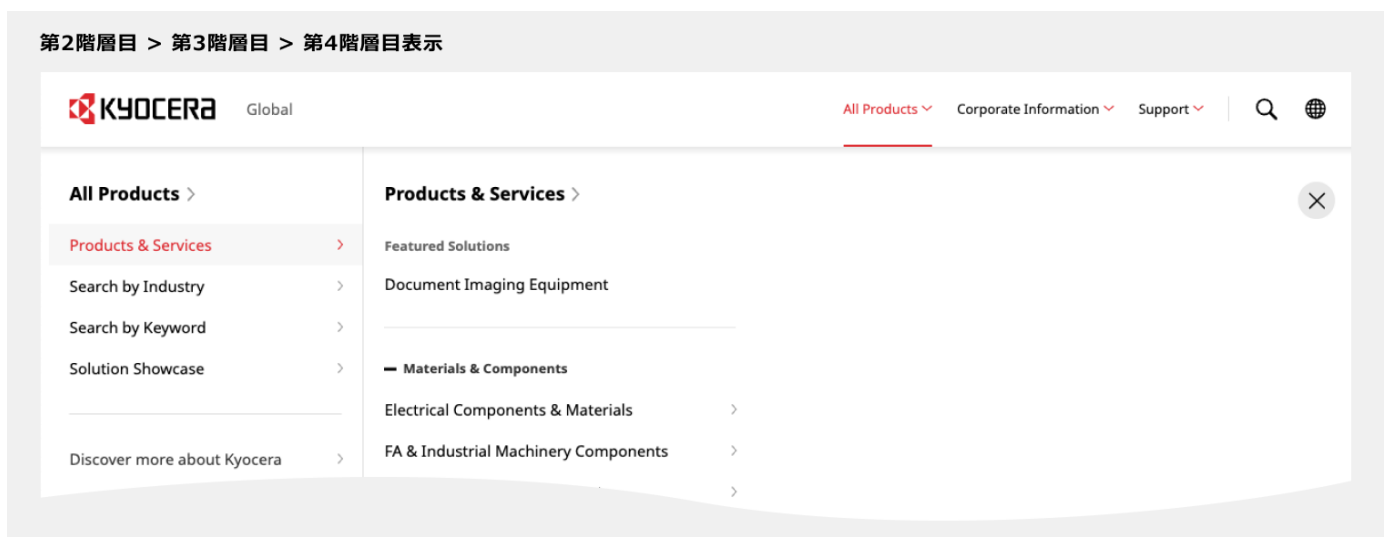
The All Products, Corporate Information, and Support items each show/hide a dropdown menu when clicked on.

### All Products

PC Display (Width: 1,024px to max 1,368px)

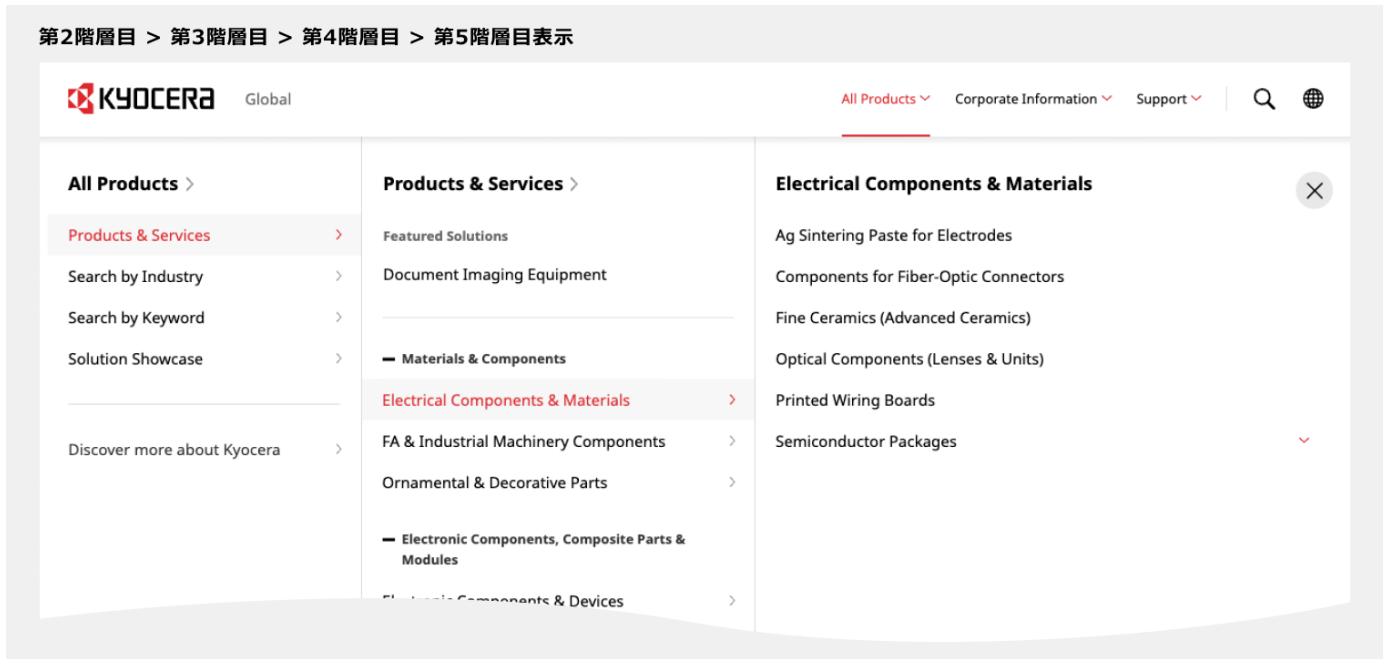


- Menu items that expand horizontally are marked with a right arrow (➤). Menu items without a right arrow will navigate directly to the corresponding page.
- Clicking the × button or clicking outside the dropdown menu area will close the menu.

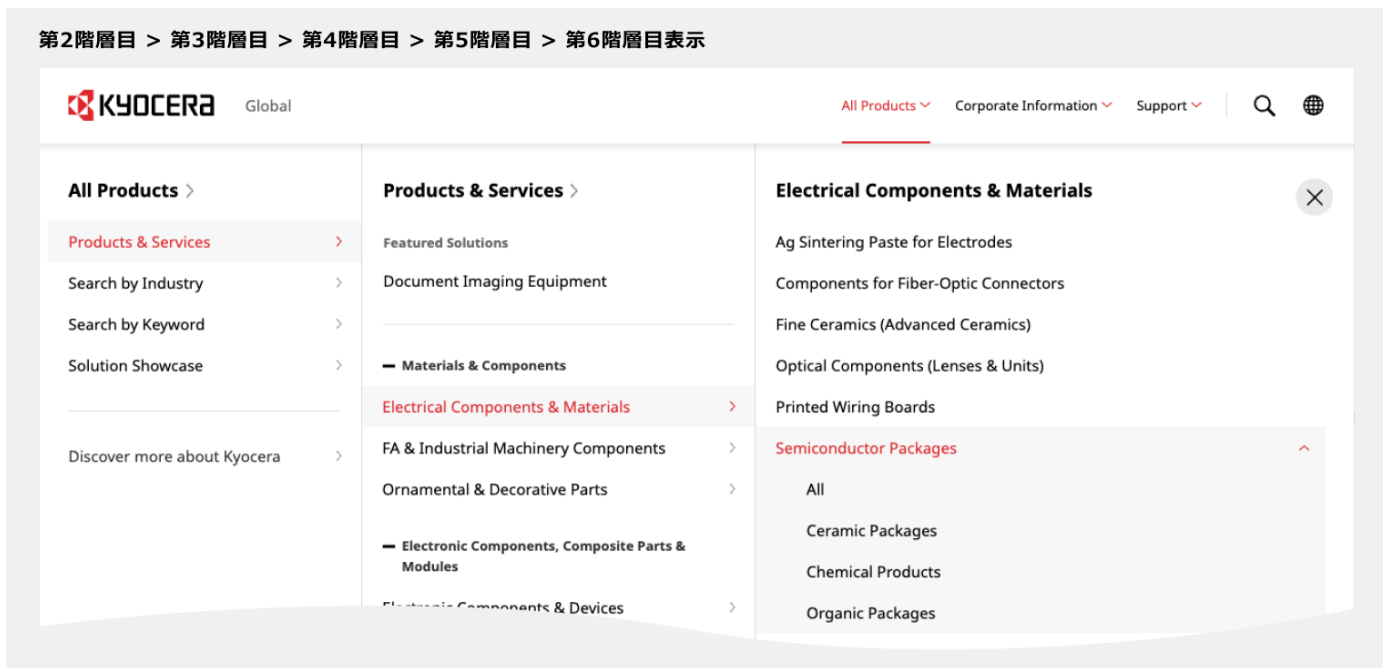


- Clicking a menu item with a right arrow (➤) expands a new column to the right.

第2階層目 > 第3階層目 > 第4階層目 > 第5階層目表示

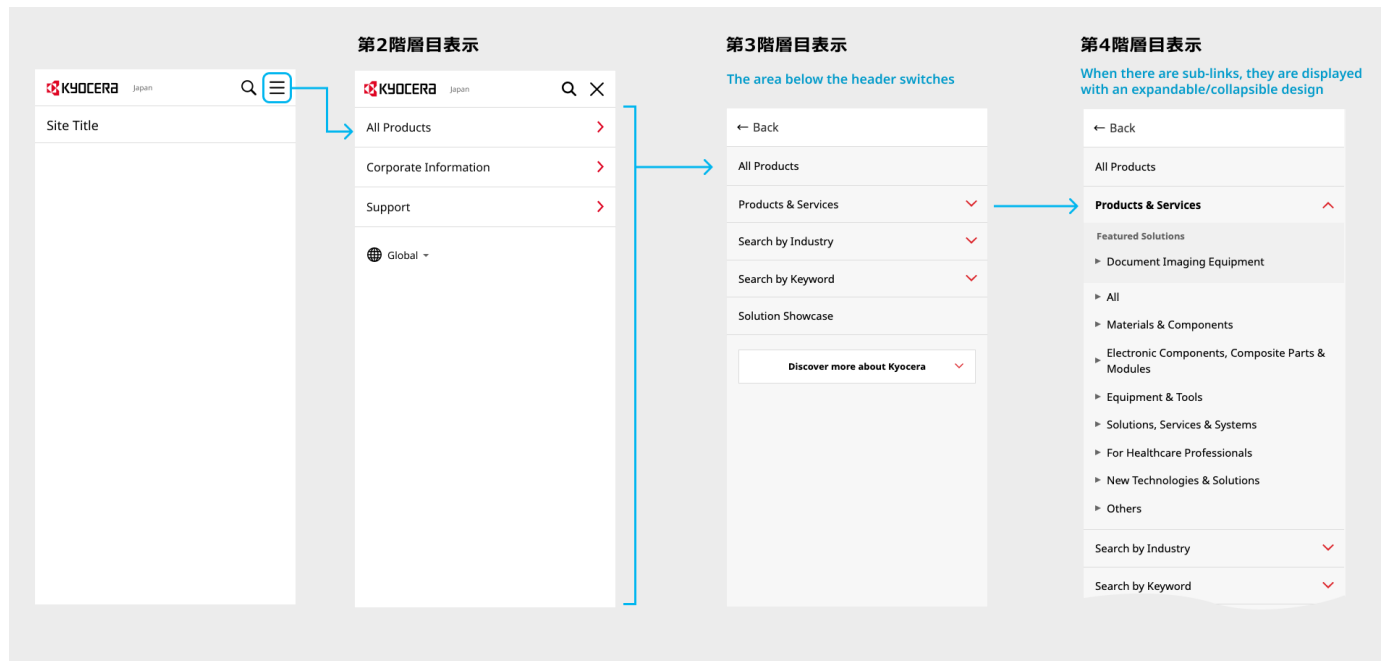


第2階層目 > 第3階層目 > 第4階層目 > 第5階層目 > 第6階層目表示



- Only the rightmost column features a vertical accordion expansion, marked with a down arrow (▼).
- The menu supports expansion up to a maximum of six levels.

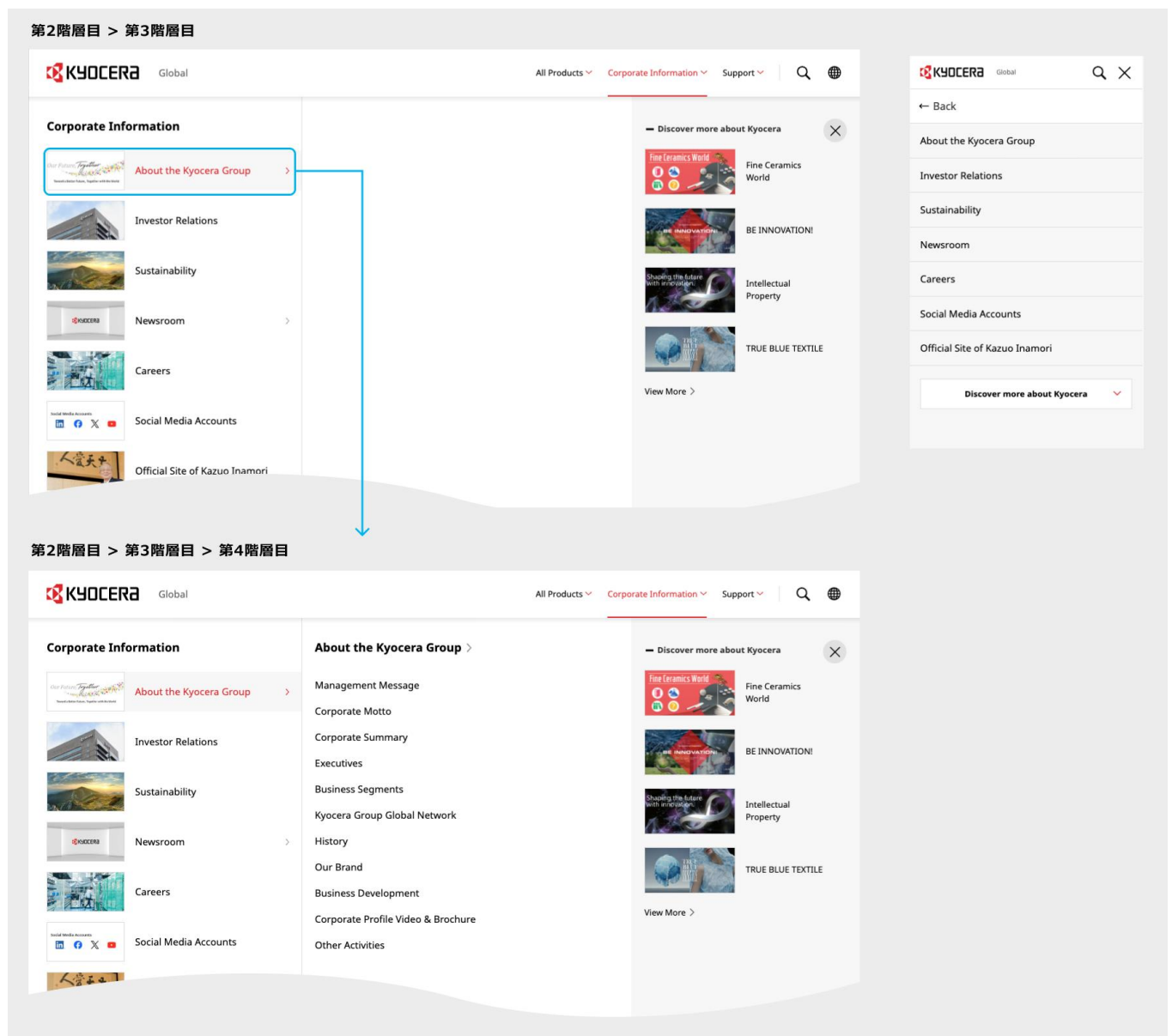
## Smartphone/Tablet Display (Width: 360–1,023px)



- Submenus under All Products, Corporate Information, and Support at the second level slide in from the right when selected.
- If a third-level menu item has further submenus, those expand vertically in an accordion style.
- On smartphones and tablets, menu expansion is supported up to 4 levels (on PC, expansion is supported up to 5 levels).
- Users can return to the second-level view by clicking "← Back".

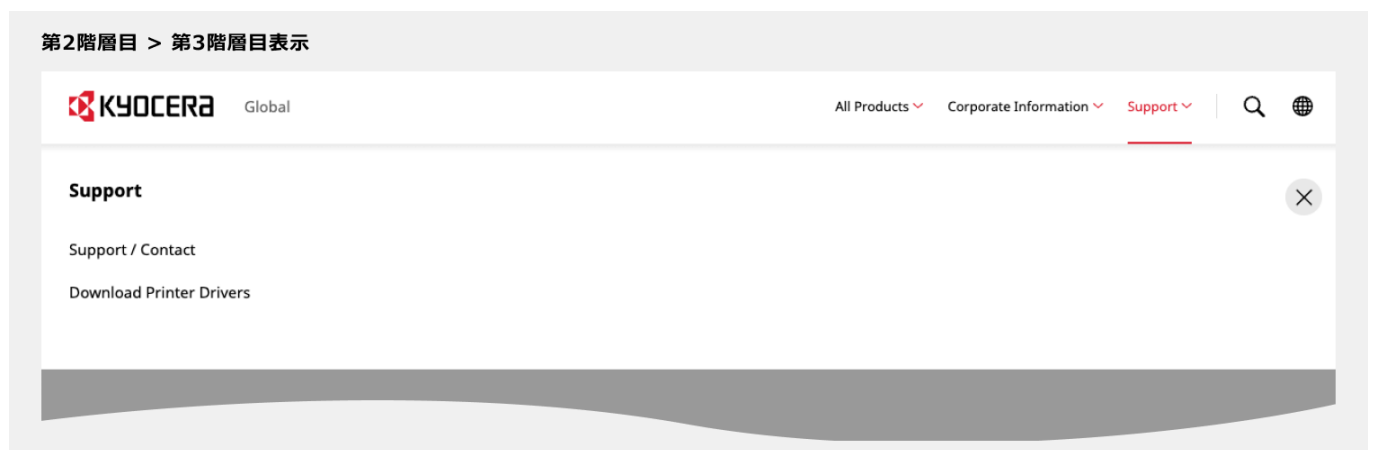
## Corporate Information

PC display expands up to the fourth level. Smartphone/tablet display expands up to the third level.



## Support

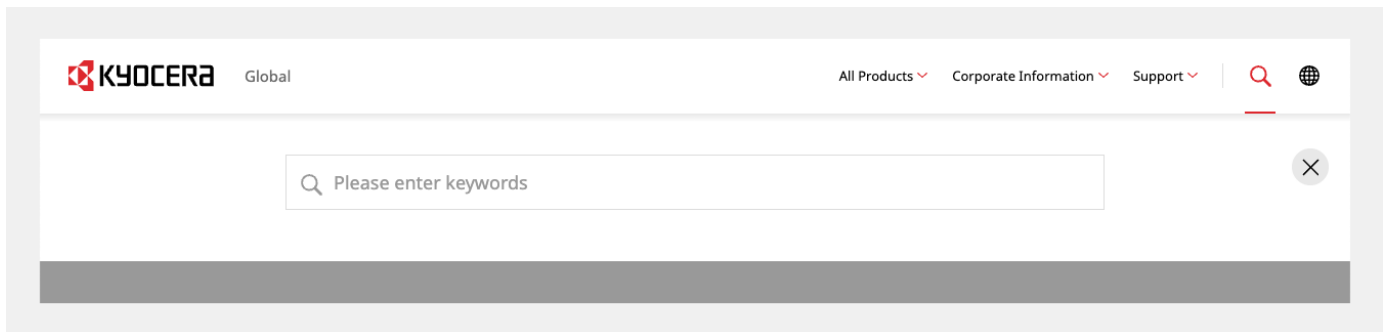
Expands up to the third level across all PC, smartphone, and tablet displays.



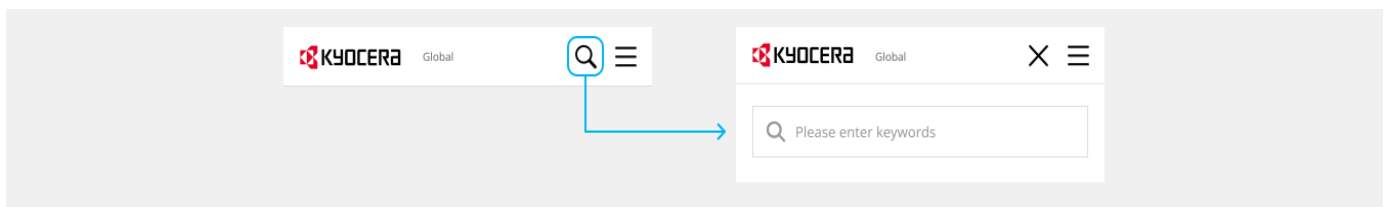
## Site Search Menu Behavior

Clicking the search icon shows/hides a dropdown menu

### PC Display (width: 1,024px to max 1,368px)

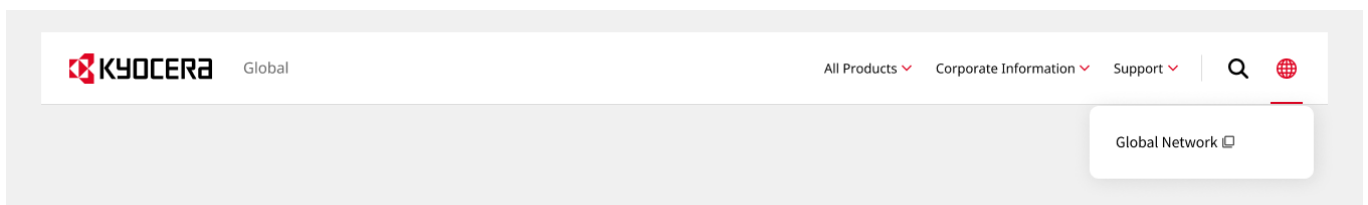


### Smartphone/Tablet Display (Width: 360–1,023px)



## Link to Global Network

### PC Display (Width: 1,024px to max 1,368px)

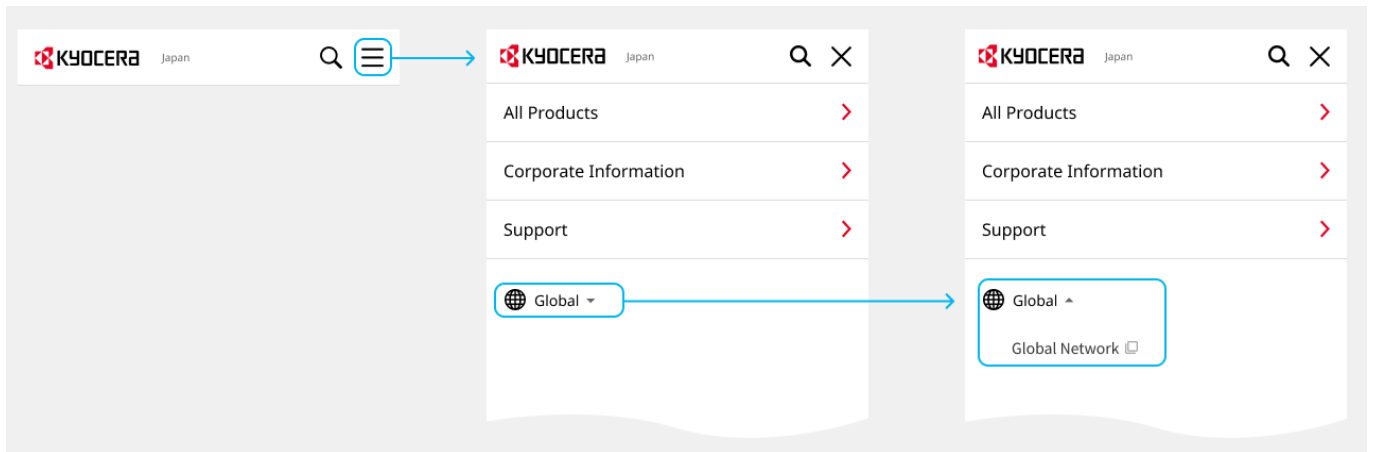


\*Clicking the designated button  shows/hides a dropdown menu.

\*Clicking outside the dropdown closes the menu.



## Smartphone/Tablet Display (Width: 360–1,023px)

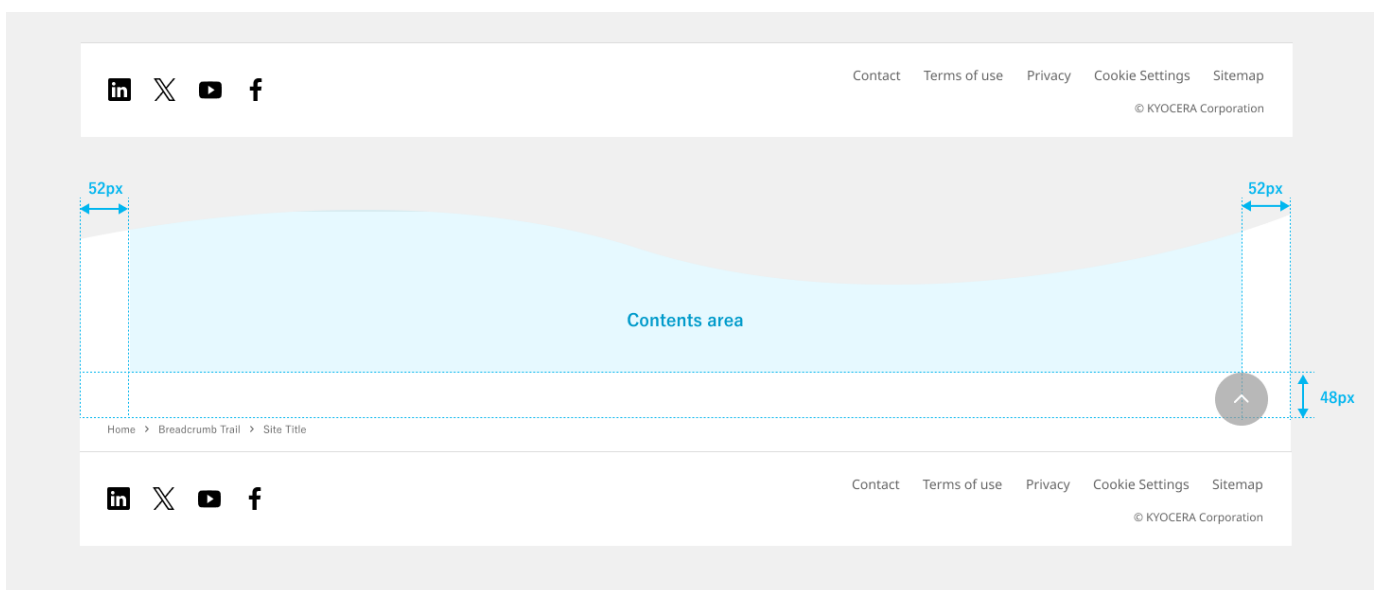


\*The link to the Global Site appears as a collapsible button.

## Global Footer

A common footer places on all pages of the Kyocera Global site. Since this is loaded from external files via JavaScript, it cannot be modified.

## PC Display (Width: 1,024px to max 1,368px)



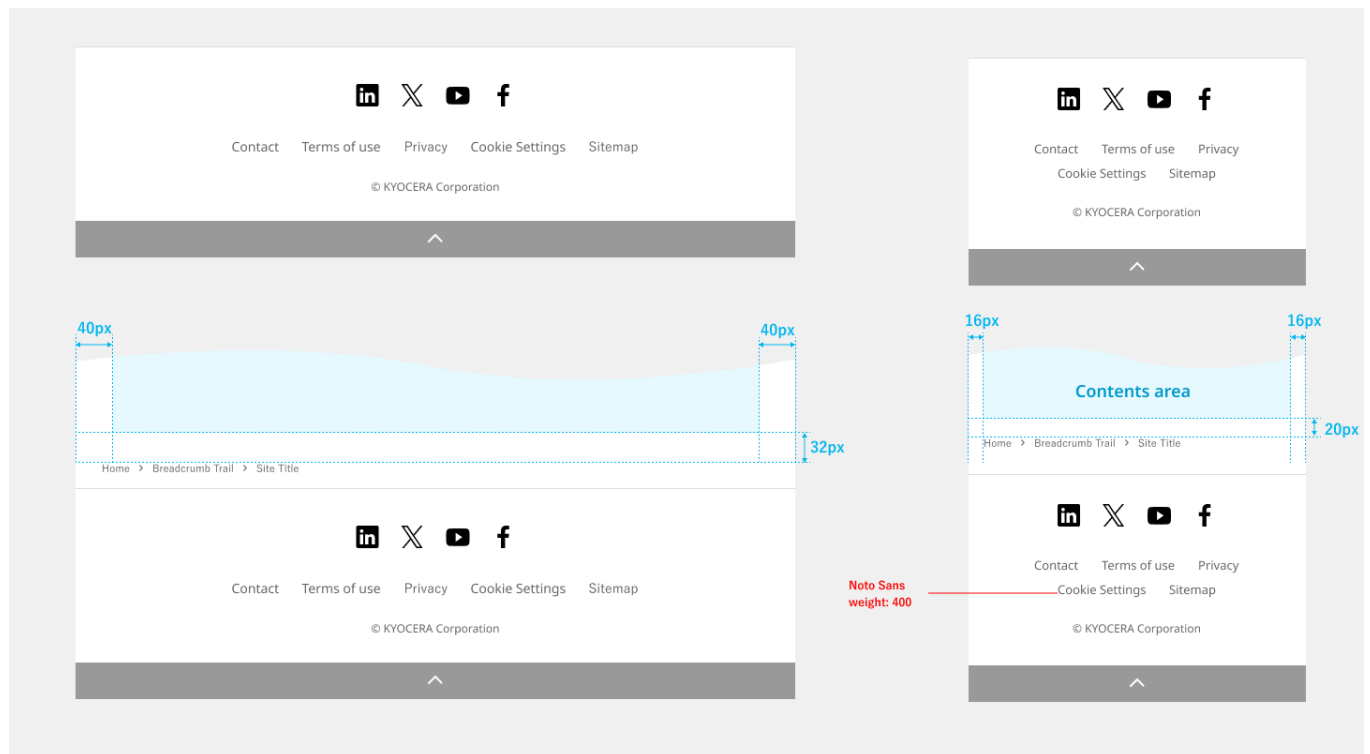
\*In PC display, the "Back to Top" button is fixed to the bottom right corner and follows the user's scroll.

\*PC design footers should consider the maximum display width of 1,368px.

\*For the content area, make the left/right margins 52px, and maximum content width 1,312px.

(Unless using full-width background images)

## Tablet Display (Width: 768–1,023px) / Smartphone Display (Width: 360–767px)



\*In smartphone/tablet display, it is placed at the bottom of the page and does not follow scrolling.

\*For the left/right margins of the content area, set them to 40px for tablets and 16px for smartphones.

(Unless using full-width background images)

### 4-2-3 Various Site Navigations (Main Navigation/Main Footer) (Global Site)

To unify the Kyocera site overall and improve production efficiency, five template patterns are provided.

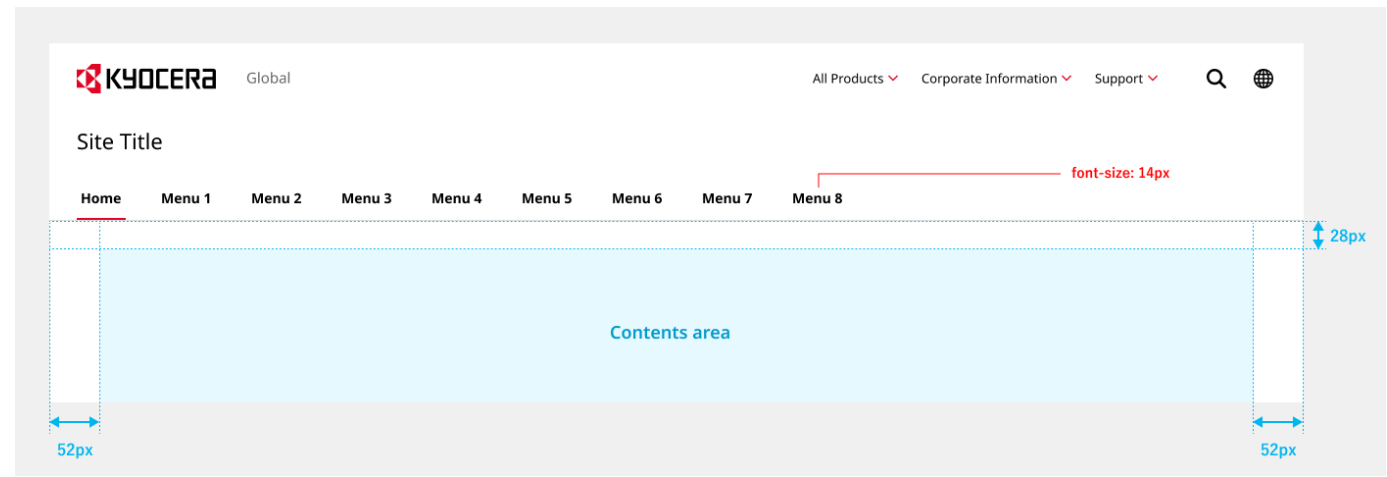
The standard templates should be used to maintain consistent usability. Element addition, editing, or deletion can be customized to fit each site's specifications. For any specification changes including design alterations, consult with the Web Promotion Office in advance.

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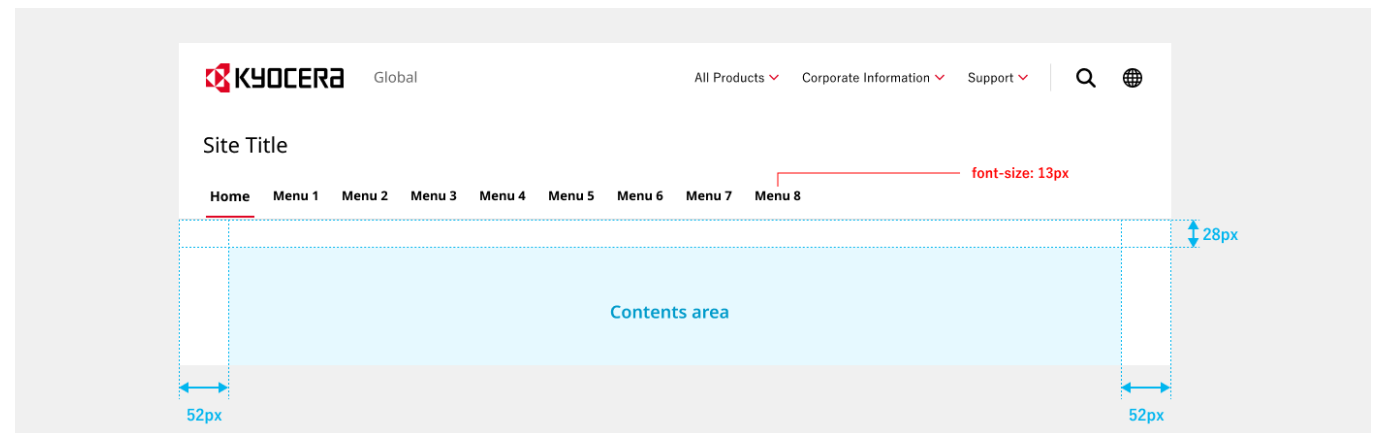
## Main Navigation

Main navigation refers to the navigation placed below the header on product and other sites within the Kyocera Global site. For PC display, font size and spacing are adjusted according to screen width, with 1,280px as the breakpoint.

**PC Display (Width: 1,280px to max 1,368px)**

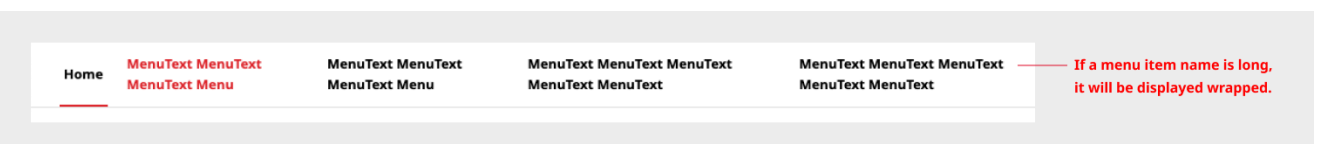


### PC Display (Width: 1,024px to 1,279px)



**Note:**

If there are many menu items or characters, line breaks may occur depending on screen width. Adjust text length as necessary.



## Dropdown Menu

A dropdown menu appears when a menu item is clicked.

Clicking a parent list item expands a column of sub-links to the right. Items that expand further are marked

with an arrow ( $\rightarrow$ ).

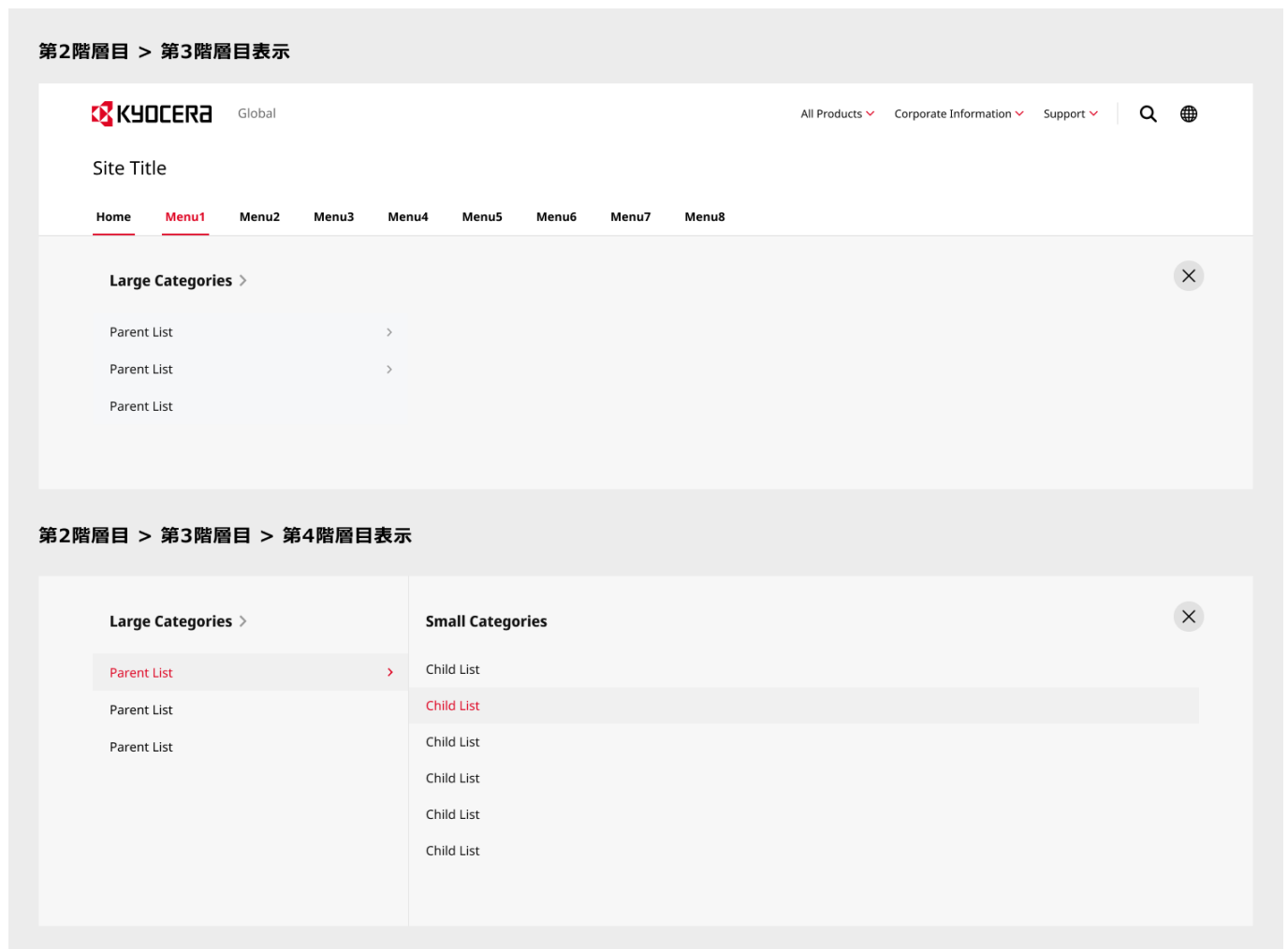
Up to three columns can be displayed. Use the number of columns as appropriate to the site structure.

### Three-Column Layout

[illegible]

- "Main Category" and "Subcategory" headings can be optionally set as links.
- In subcategory columns, a "View All Products" button can be included when lists are long.
- Subcategories can be grouped with subtitles.
- Customization is expected to be done via HTML editing.

## Two-Column Layout



\*Font size, font, and color are generally not to be changed.

\*If dropdown navigation is not used, remove it.

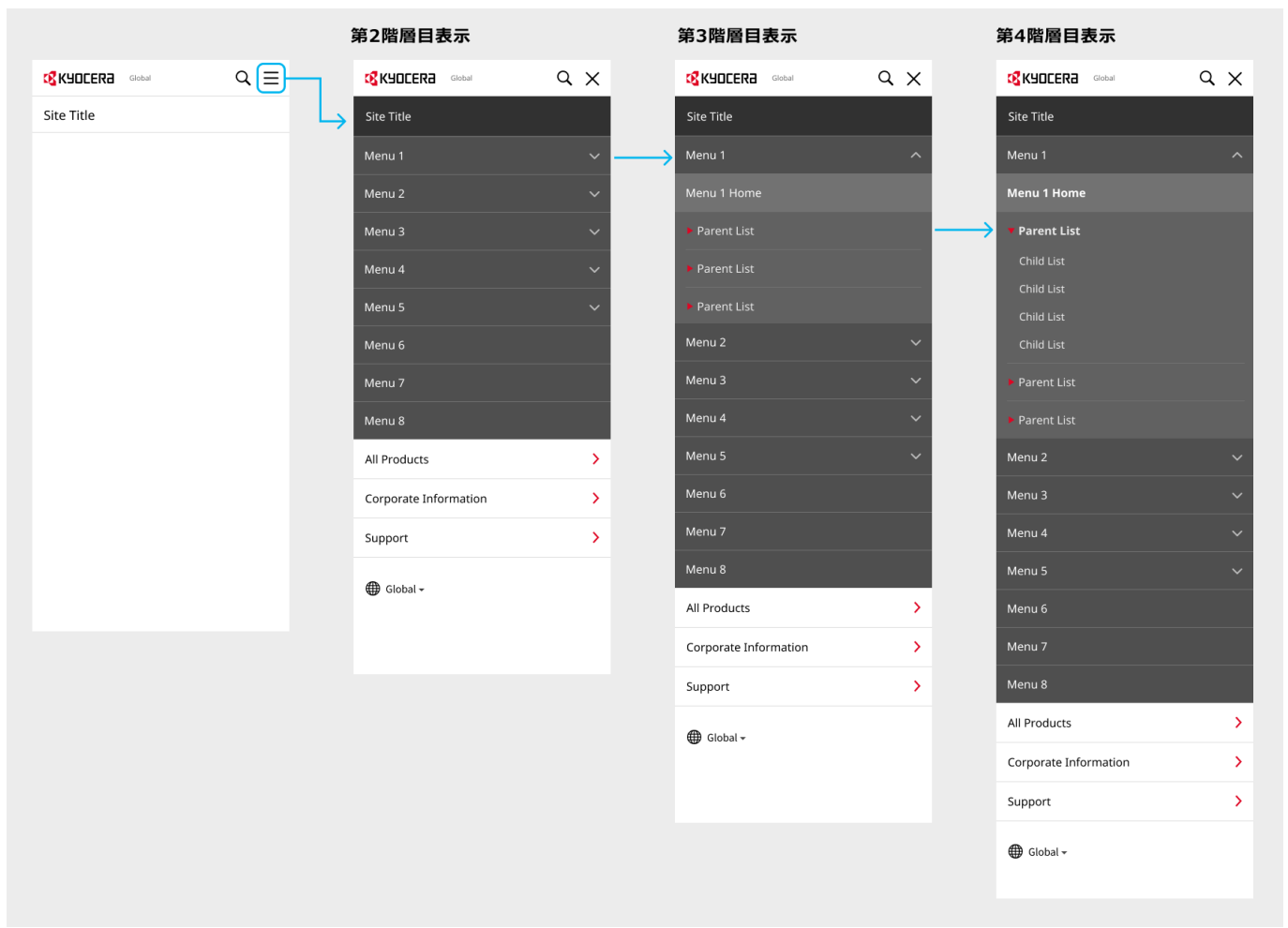
\*Either delete or modify the source code for the dropdown navigation included in the template as needed.

## Standard Layout (Smartphone/Tablet)

### Main Navigation

On smartphones/tablets, the menu expands from a menu icon and is displayed in a gray background container directly below the header.

- If a second-level list item has sub-levels, a downward arrow (▼) is displayed and expands vertically.
- If a third-level list item has sub-levels, a rightward arrow (▶) is displayed and expands vertically. Upon expansion, it switches to a downward arrow (▼).
- Expansion is supported up to four levels.



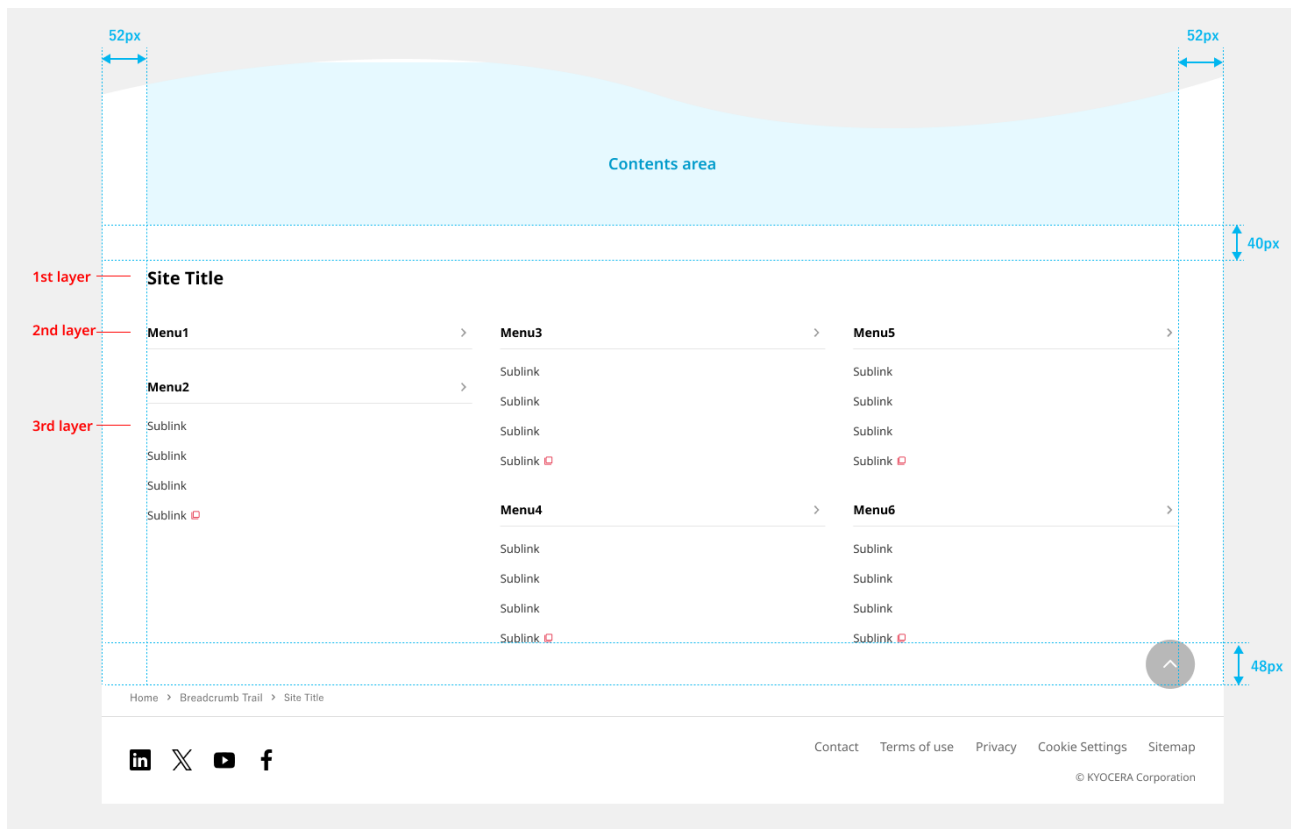
- \* Font size, font, and color are generally not to be changed.
- \* If dropdown navigation is not used, remove it.
- \* Either delete or modify the source code for the dropdown navigation included in the template as needed.

## Main Footer

Used to place a site map at the bottom of the page. The site name serves as the first level, with display supported up to the third level.

### PC Display (width: 1,024px to max 1,368px)

- If second-level menu items contain links, a right arrow icon (➤) should be displayed.
- Adjust the number of columns based on the site structure.

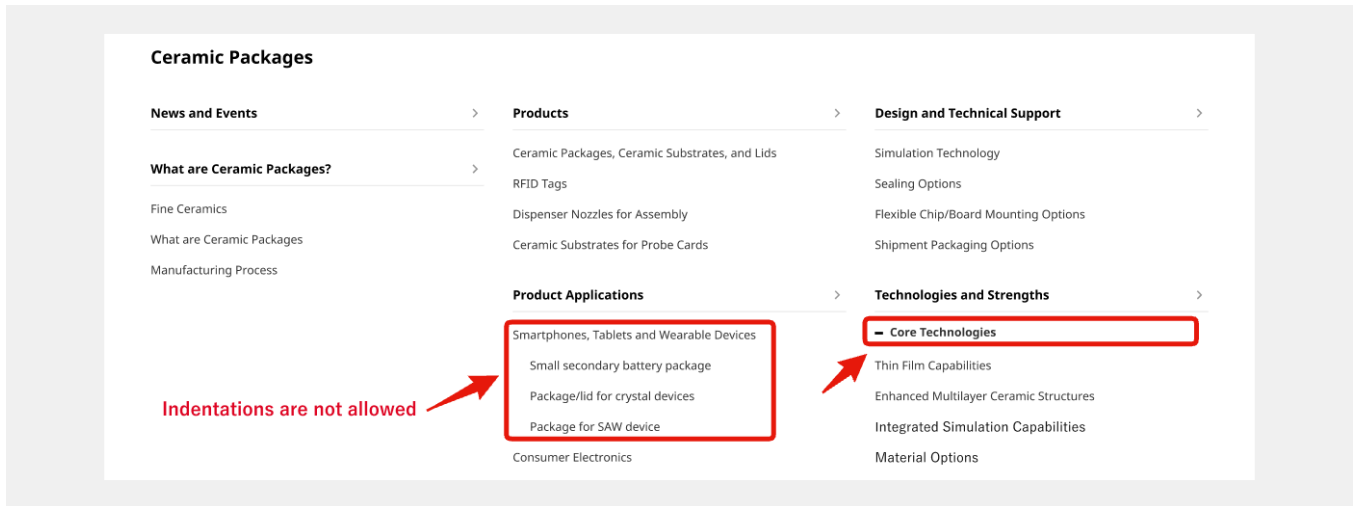


\*Font size, font, and color are generally not to be changed.

\*For corporate product sites, use of the main footer is mandatory. If not being used, consultation with the Web Promotion Office is required.

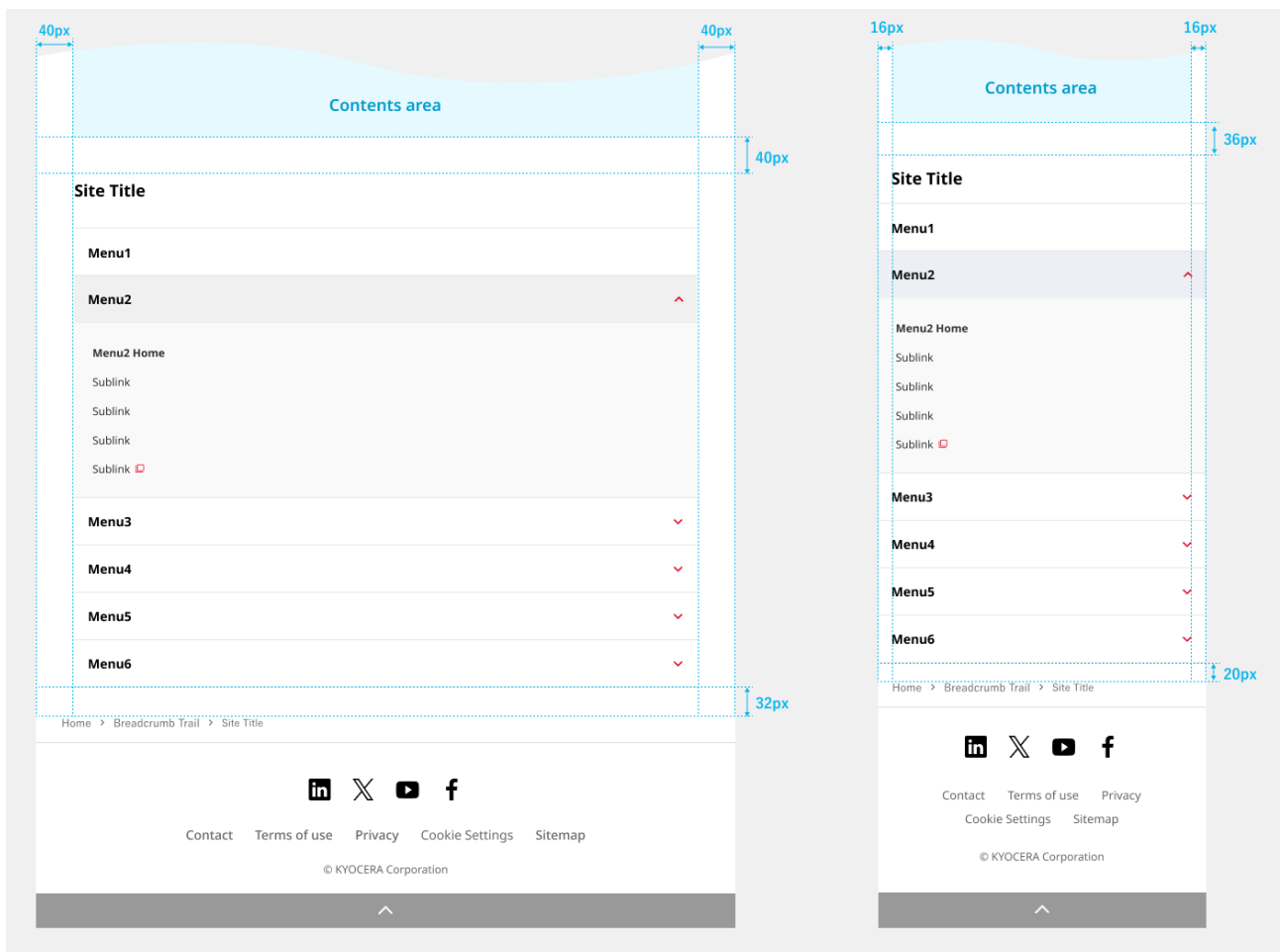
### Unacceptable Example:

Do not use indentation or heading-based separation beyond the third level.



Tablet Display (Width: 768–1,023px) / Smartphone Display (Width: 360–767px)

- If second-level menu items have sub-links, a downward arrow (▼) is shown and expands vertically.
- A door page link (example in image below: "Menu 2 TOP") is placed when expanding sub-levels.



\*Font size, font, and color are generally not to be changed.

\*For corporate product sites, use of the main footer is mandatory. If not being used, consultation with the Web Promotion Office is required.



#### 4-2-4 Standard Template Types (Global Site)

Based on the standard layout introduced in “[4-2-3 Various Site Navigations](#),” multiple template types are provided.

Use the template that best fits your site structure.

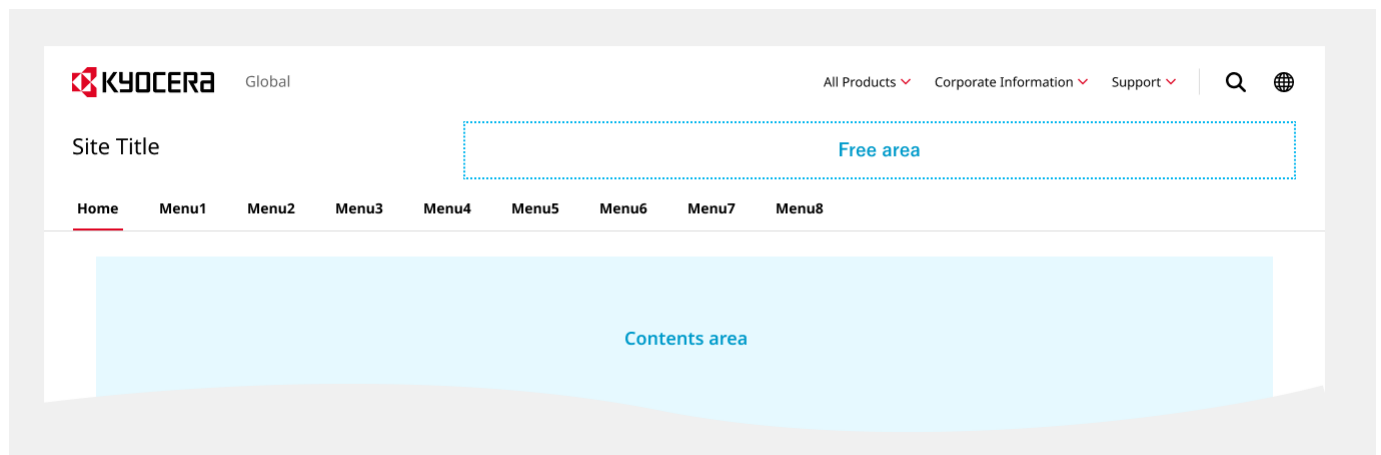
### basic\_main-free

■ **Template Name:** basic\_main-free.html [Sample](#)

This allows for the addition of links or buttons to the area to the right of the site name, as needed.

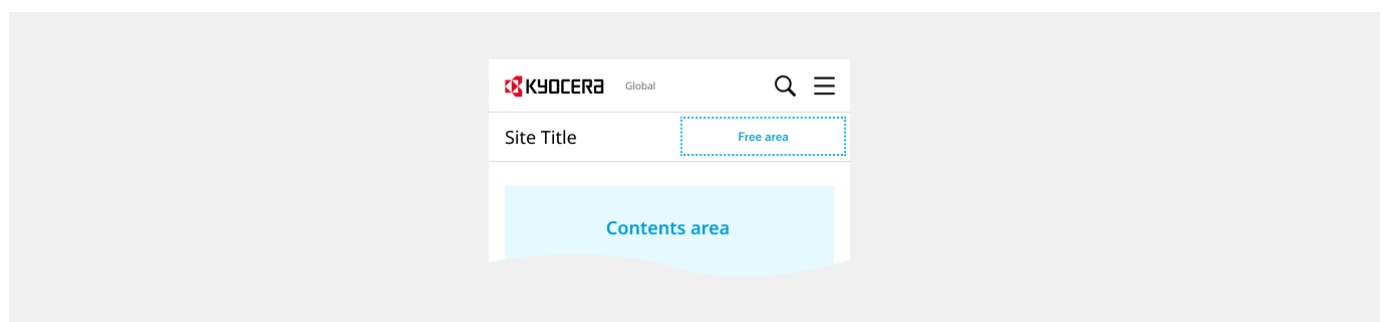
When adding such elements, carefully consider how they appear at the minimum PC width, as well as on smartphones and tablets.

#### PC Display (Width: 1,024px to max 1,368px)



- \* Main navigation includes a dropdown menu. If not required, it may be removed.
- \* Main navigation is fixed at the top. (It does not appear when scrolling down, but reappears when scrolling up.) To disable this fixed behavior, add class="-local-mainnavi-follow-none" to the body tag.

#### Smartphone/Tablet Display (Width: 360–1,023px)



- \* The free area can be customized as desired.
- \* Font size, font, and color are generally not to be changed.
- \* For corporate product sites, use of the **main footer and navigation footer** is mandatory.

If not being used, consultation with the Web Promotion Office is required.

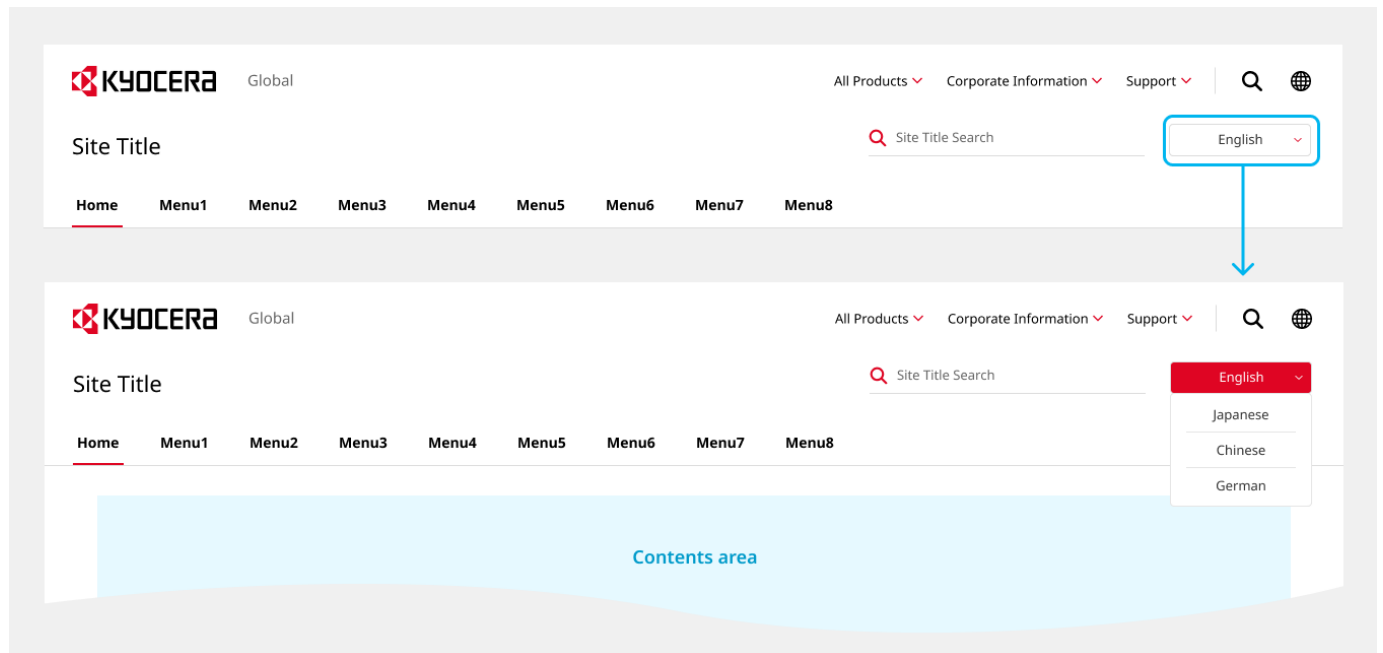
## basic\_main-search-lang

■ **Template Name:** basic\_main-search-lang.htm [Sample](#)

A search field and language switch button are placed in the right area of the site name.

They are used to support site-specific searches and to guide users to other language versions.

### PC Display (Width: 1,024px to max 1,368px)

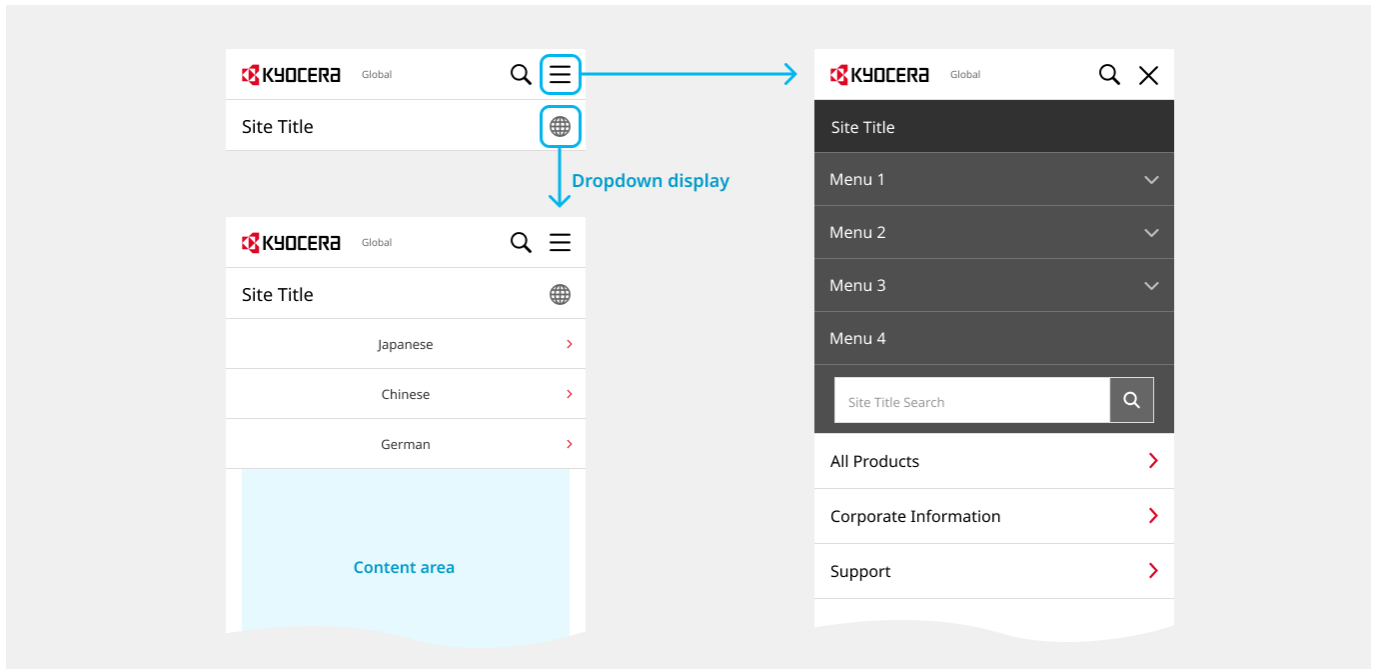


\*Main navigation includes a dropdown menu. If not required, it may be removed.

### Smartphone/Tablet Display (Width: 360–1,023px)

To prevent confusion with the Kyocera Global site-wide search, the search field is contained within the expanded menu screen accessed from the menu button.

The language switch is accessed from the button  located to the right of the site name. \*Alternate version exists (See below for “Search & Language Switch 2.”)

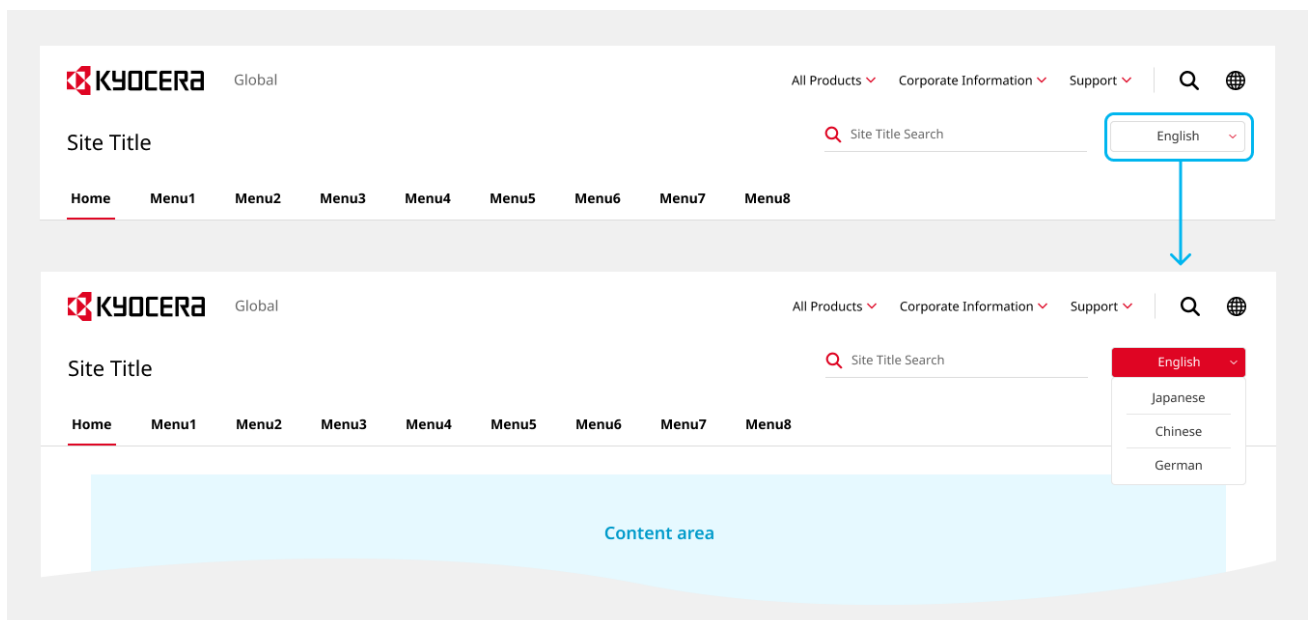


## basic\_main-search-lang2

■ **Template Name:** basic\_main-search-lang2 [Sample](#)

PC display is the same as the previously mentioned basic\_main-search-lang template.

**PC Display (Width: 1,024px to max 1,368px)**

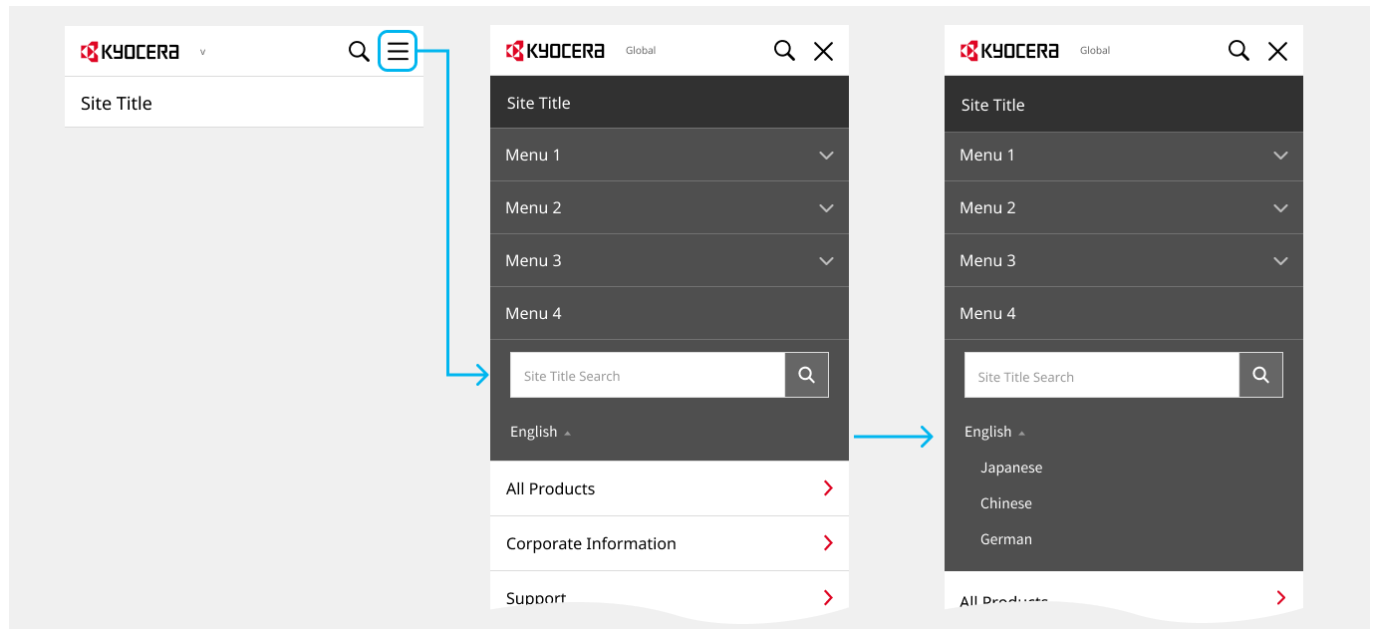


\*Main navigation includes a dropdown menu. If not required, it may be removed.

## Smartphone/Tablet Display (Width: 360–1,023px)

To prevent confusion with the Kyocera site-wide search, the search field is contained within the expanded menu screen accessed from the menu button.

A collapsible language switch button is placed below the search field.



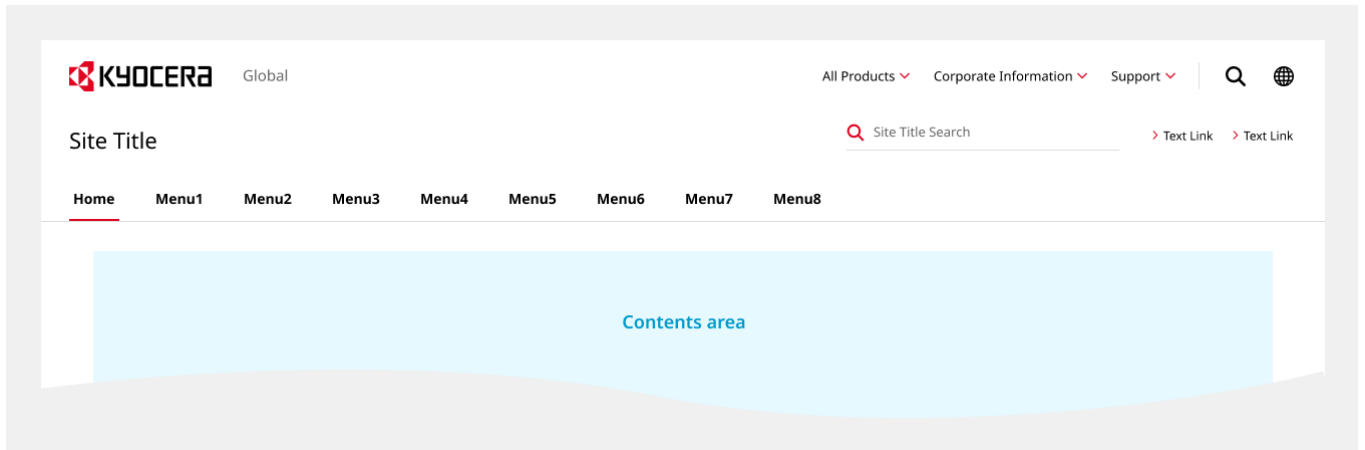
## basic\_main-search-link

■ **Template Name:** basic\_main-search-link.html [Sample](#)

A search field and link are placed in the right area of the site name.

They are used to facilitate site-specific search and guide users to multilingual sites or high-priority pages.

### PC Display is universal (width: 1,024px to max 1,368px)

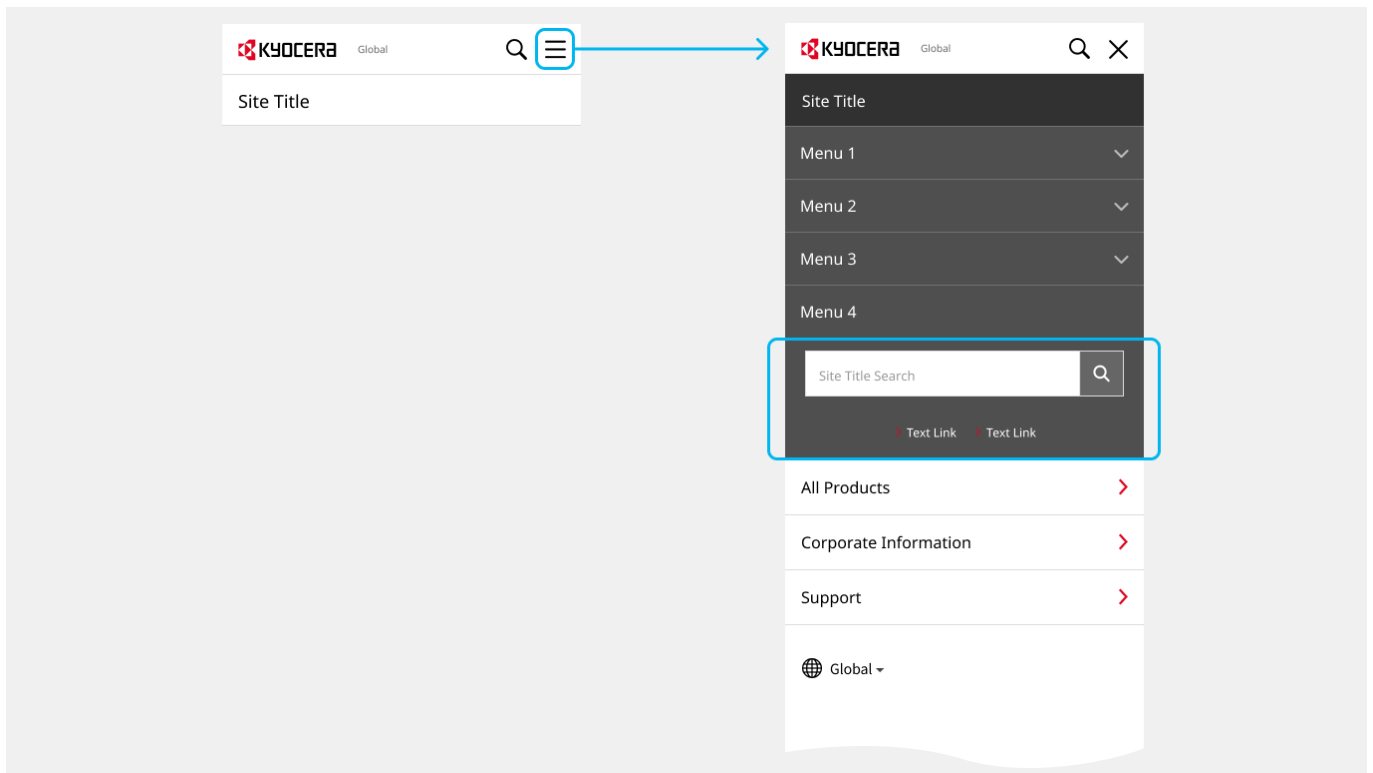


\*Main navigation includes a dropdown menu. If not required, it may be removed.

### Smartphone/Tablet Display (Width: 360–1,023px)

To prevent confusion with the Kyocera Global site-wide search, the search field is contained within the expanded menu screen accessed from the menu button.

Text links are placed below the search field.



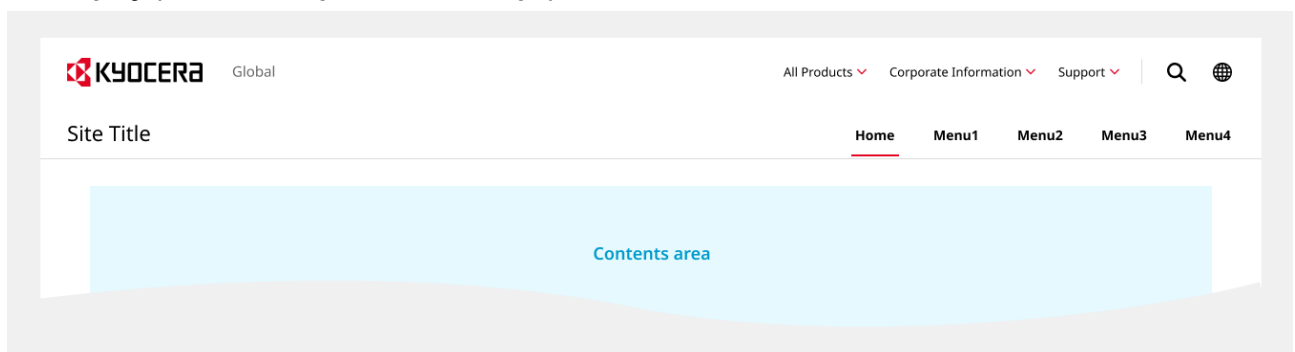
## basic\_main-line

■ **Template Name:** basic\_main-line.html [Sample](#)

When the number of menu items is limited and a more compact header layout is desired, a single-row layout can be used.

However, care must be taken to prevent layout issues at minimum PC widths.

### PC Display (Width: 1,024px to max 1,368px)

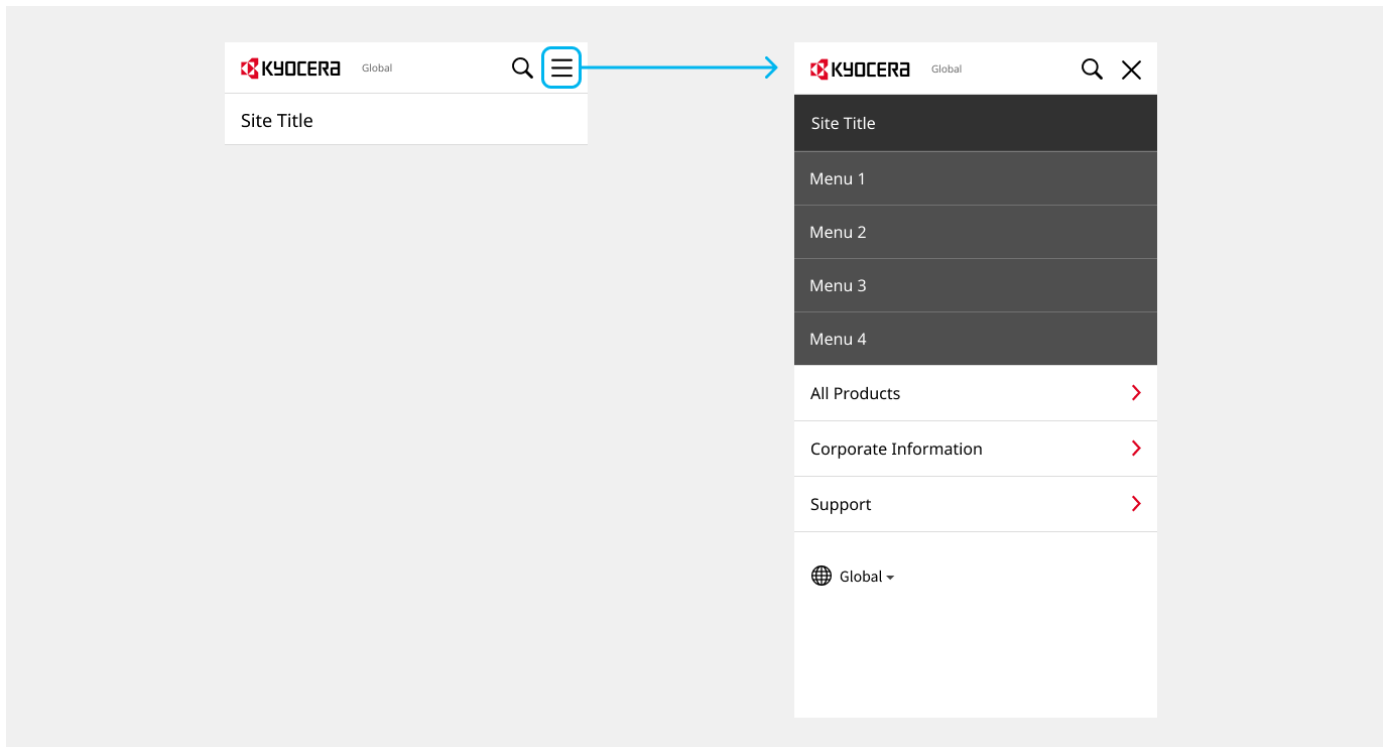


\*Main navigation does not include a dropdown menu.

\*For one-line layout with dropdown menus, consult the Web Promotion Office.

\*If using a dropdown menu, use the basic\_main-free template.

## Smartphone/Tablet Display (Width: 360–1,023px)



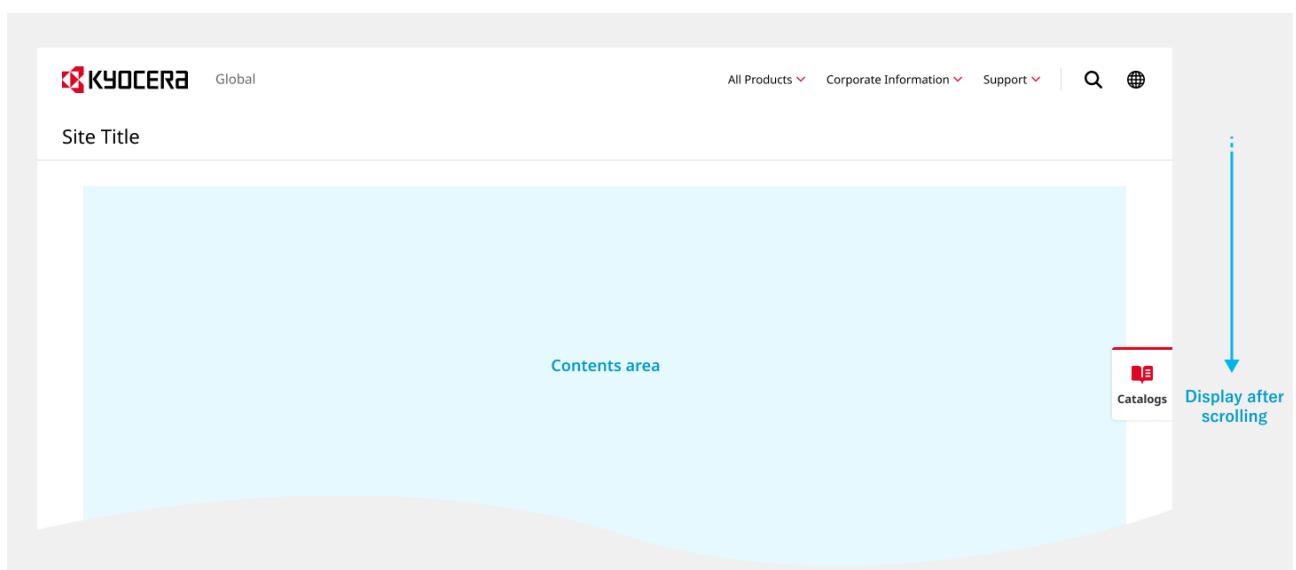
- \* If you need to include links below the Menu 1 or Menu 2 hierarchy, reuse components from other templates as necessary, while striving to maintain UI consistency across the entire Kyocera site.

## basic\_right-button1

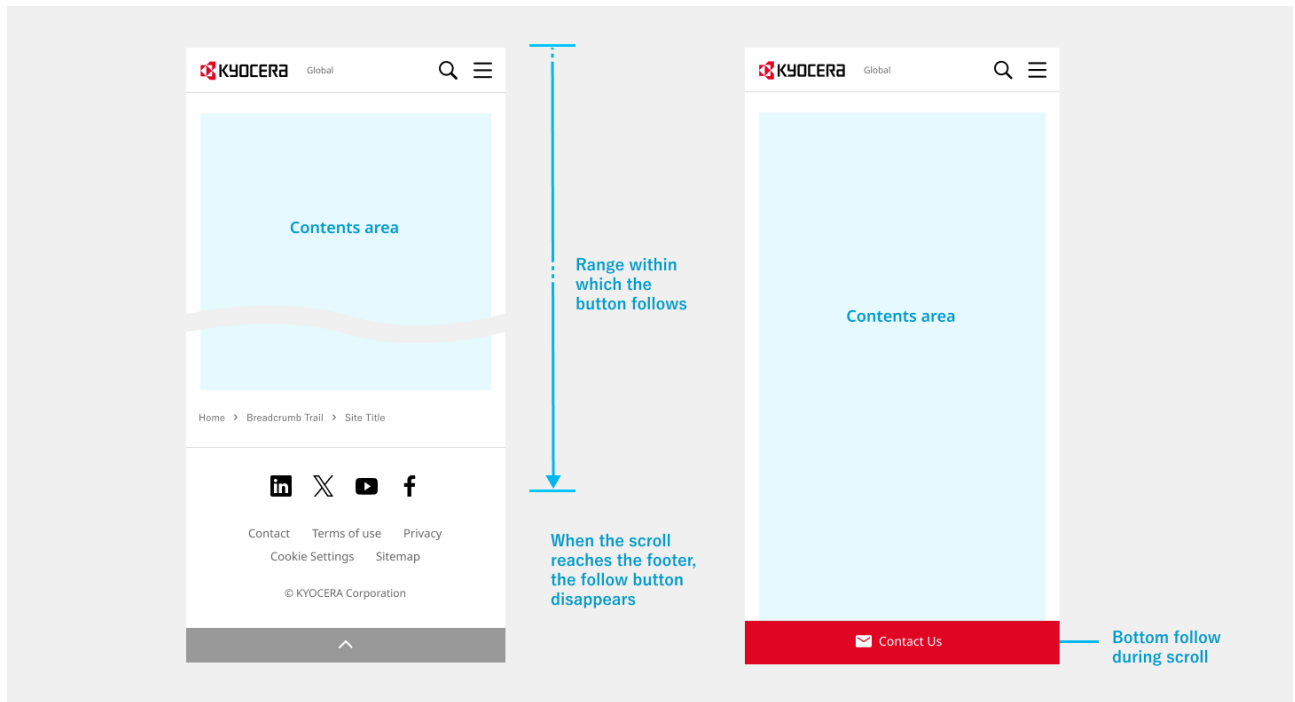
■ **Template Name:** basic\_right-button1.html [Sample](#)

Use when one conversion button needs to be fixed on the screen. Text can be modified as needed. Icons can be created and used appropriately. (Insertion HTML code and size specifications are provided later.)

## PC Display (Width: 1,024px to max 1,368px)



## Smartphone Display/Tablet Display (Width: 360–1,023px)



\*By default, the follow button is hidden. To display it, add the following class to the <body>:

```
<body class="-show_spConversion">
```

\*For design changes, consult the Web Promotion Office in advance.

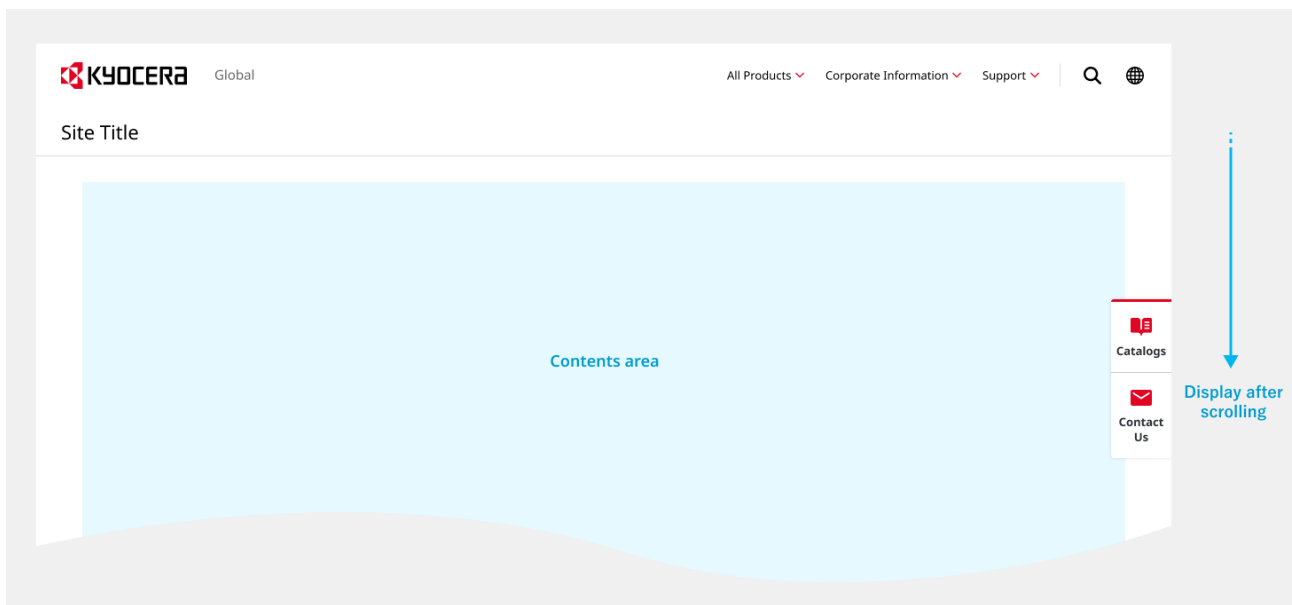


## basic\_right-button2

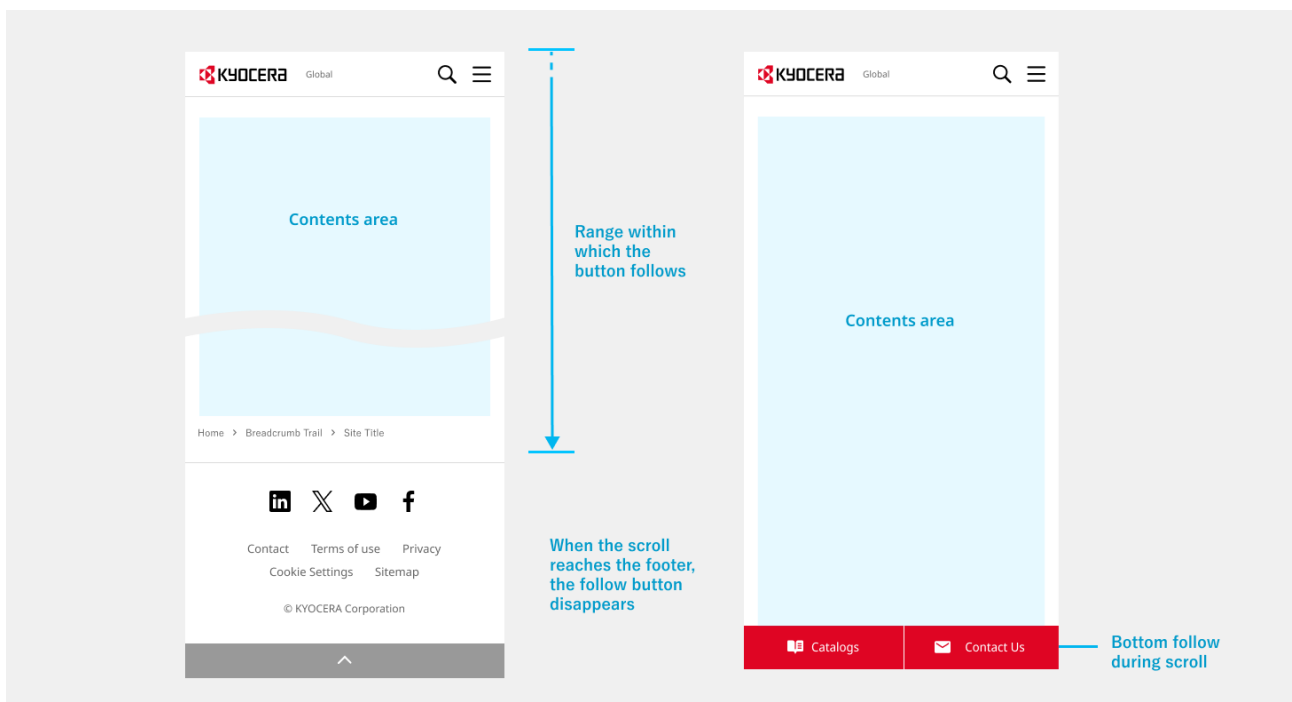
■ **Template Name:** basic\_right-button2.html [Sample](#)

Use when two conversion buttons need to be fixed on the screen. Text can be modified as needed. Icons can be created and used appropriately. (Insertion HTML code and size specifications are provided later.)

### PC Display (Width: 1,024px to max 1,368px)



### Smartphone Display/Tablet Display (Width: 360–1,023px)



\*By default, the follow button is hidden. To display it, add the following class to the <body>:

```
<body class="-show_spConversion">
```

\*For design changes, consult the Web Promotion Office in advance.

## basic\_right-button3-open

■ **Template Name:** basic\_right-button3-open.html [Sample](#)

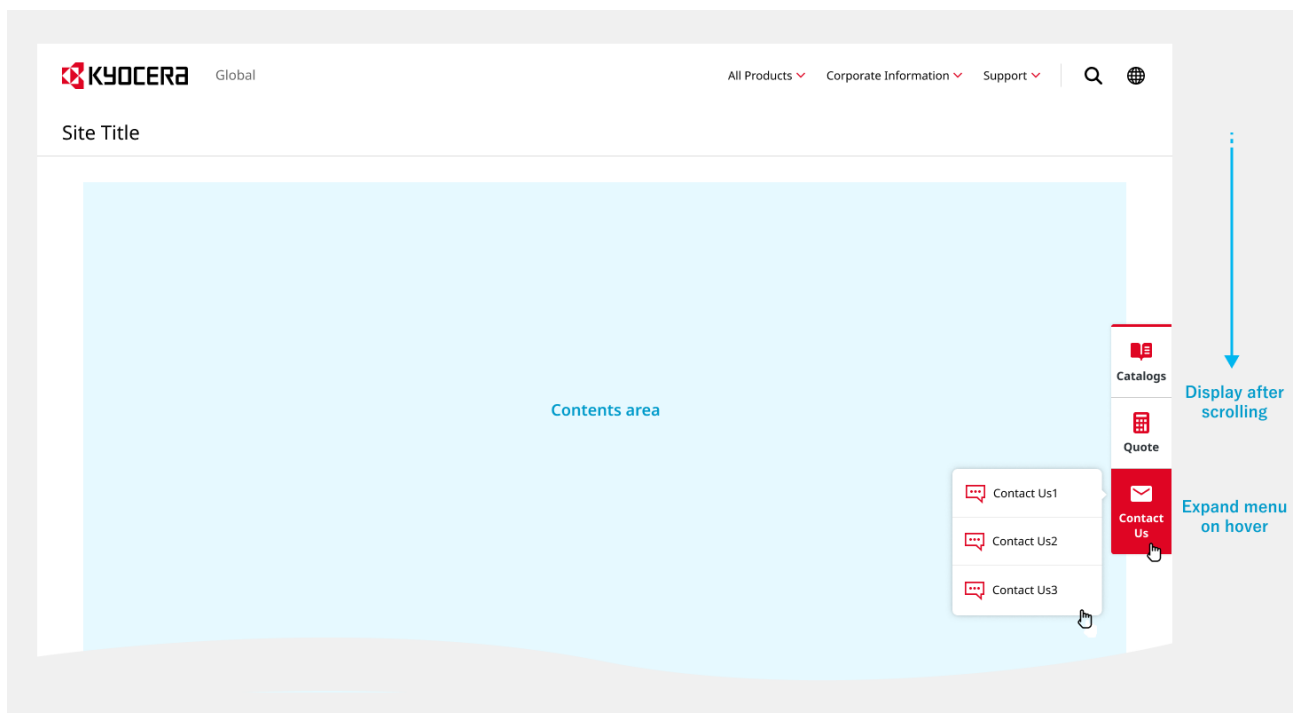
Use when three conversion buttons need to be fixed on the screen.

Buttons can also include multiple selectable options. They are revealed on mouse hover. (Third button)

Text can be modified as needed. Icons can be created and used appropriately.

(Insertion HTML code and size specifications are provided later.)

### PC Display (width: 1,024px to max 1,368px)



\*It is recommended to limit the button count to 3–4 to stay within the visible screen height.

\*For design changes, consult the Web Promotion Office in advance.

### Smartphone/Tablet Display (Width: 360–1,023px)

If three or more buttons are set, they will not be displayed.

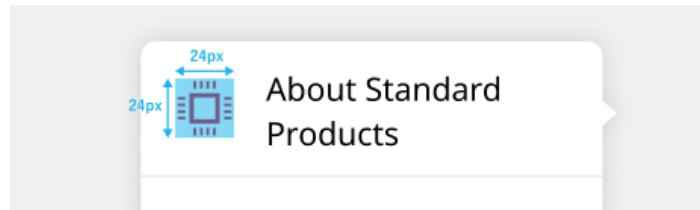
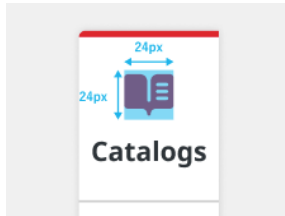
The expandable button is not shown at tablet widths or smaller.

To display it on smaller screens, a separate configuration is required.

## Icon Sizes









A size that fits within 24px (width and height) is recommended for icons.

It is recommended to use filled icons within buttons (shown in the left image), and outline icons for those that appear in expanded views (shown in the right image).



Icons included in template files

/prdct/semicon/svg/sprite.svg

Icon	Usage	Icon	Usage
	Inquiries		Estimates
	Catalog requests		Test consultations/prototyping, etc.
	Document downloads		Product search, etc.
	Custom products/configurations, etc.		Consultations/other

## Insertion Code

Insert the `<div class="local-Conversion -is-ShowConversion"></div>` block.

```
▼ <body class="-is-scroll -pagetop-end">
  ▶ <header class="global-Header"> ... </header>
  ▶ <div class="local-PageTitle"> ... </div>
  ▶ <main> ... </main>
  ▶ <div class="global-Breadcrumb"> ... </div>
  ▼ <div class="local-Conversion -is-ShowConversion">
    ▼ <div class="local-Conversion_Inner">
      ▼ <div class="local-Conversion_Menu">
        ▶ <div class="local-Conversion_MenuItem"> ... </div> Button element
        ▶ <div class="local-Conversion_MenuItem"> ... </div>
      </div>
    </div>
  </div>
  ▶ <div class="include-Global -is-complete" data-template="footer"> ... </div>
```

**Insert block**

## Displaying Follow Buttons on Smartphone/Tablet

To display these, add the class to the `<body>`:

```
<body class="-show_spConversion">
```

\*Limited to one right follow button and two right follow buttons.

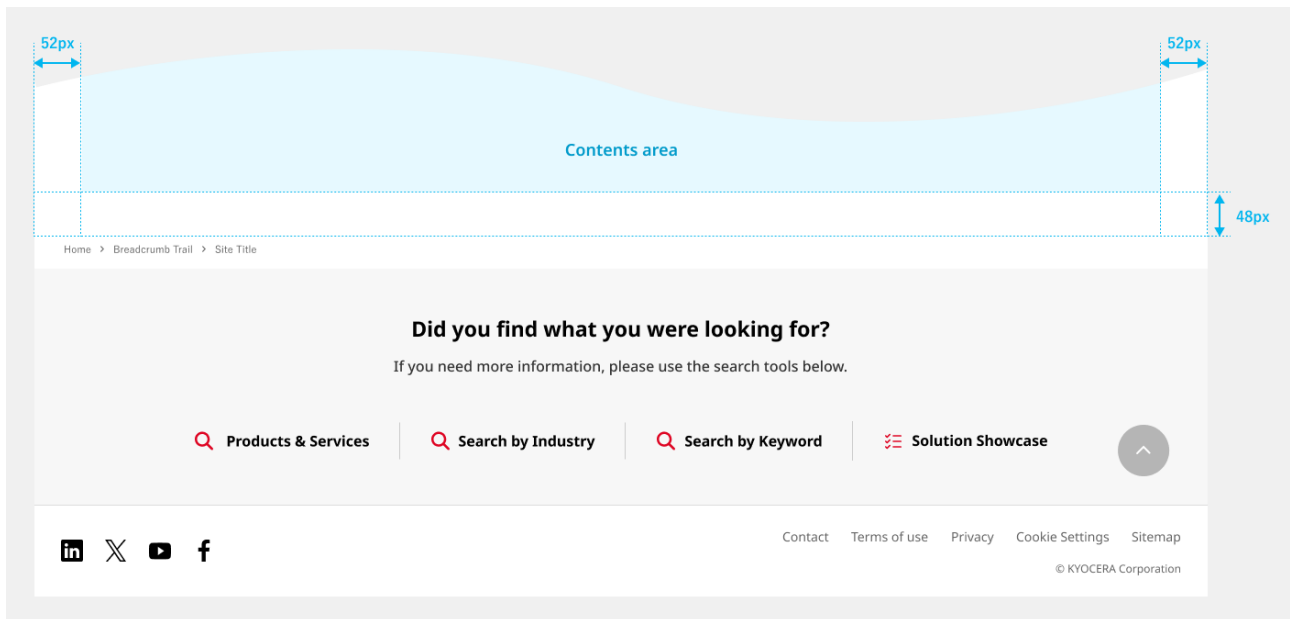
\*Hidden by default.

## ■ basic\_bussiness-footer

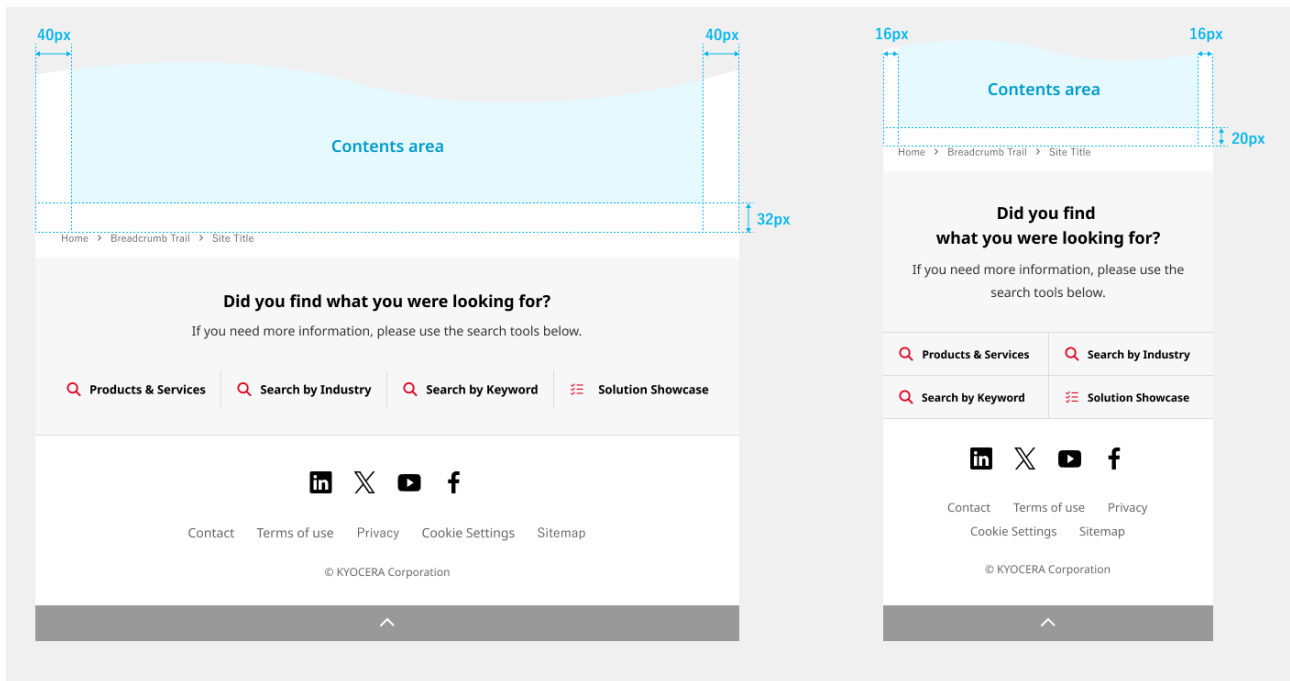
■ **Template Name:**basic\_business-footer.html [Sample](#)

The navigation footer is mandatory on all corporate product sites.

### PC Display (Width: 1,024px to max 1,368px)



## Tablet Display (Width: 768–1,023px) / Smartphone Display (Width: 360–767px)



\*The position cannot be changed.

\*Not required for corporate product sites.

### basic bussiness-footer

Since the business navigation footer is externalized via JavaScript, insert the following code above the global footer:

```
<div class="include-Global" data-template="local_footer_search_menu">
<script>window.include()</script>
</div>
```

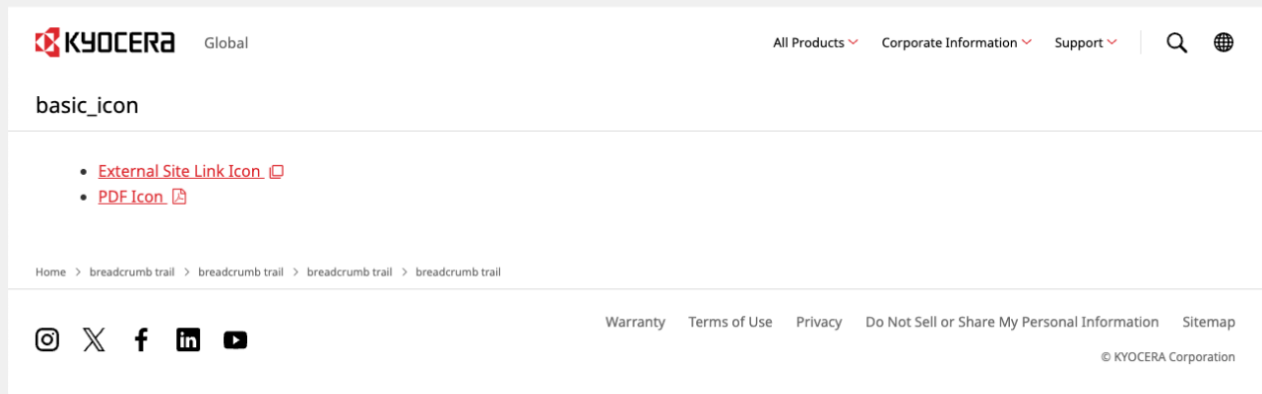
```
<div class="include-Global" data-template="local_footer_search_menu"><script>window.include()</script></div>
<div class="include-Global" data-template="footer"><script>window.include()</script></div>
<script src="//pro.syncsearch.jp/common/js/sync_suggest.js"></script>
<script type="text/javascript">
```

## basic\_icon

■ **Template Name:** basic\_icon.html [Sample](#)

When adding a new window or PDF icons to text, use the HTML that displays icons via a font file.

\*If icon display via HTML is not feasible, place an SVG image that visually matches the icon style.



## 4-3 Affiliate Headers

The Kyocera logo size and top/bottom/left/right margins must not be changed from the template.  
Company name, country name, and menu items must all fit and be laid out within the free area.

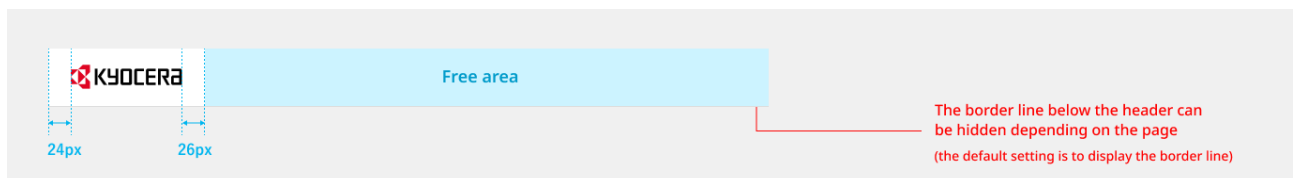
■ **Template Name:** brand-symbol.html [For Japanese site](#) / [For global site](#)

### Smartphone Design (Width: 320–767px)



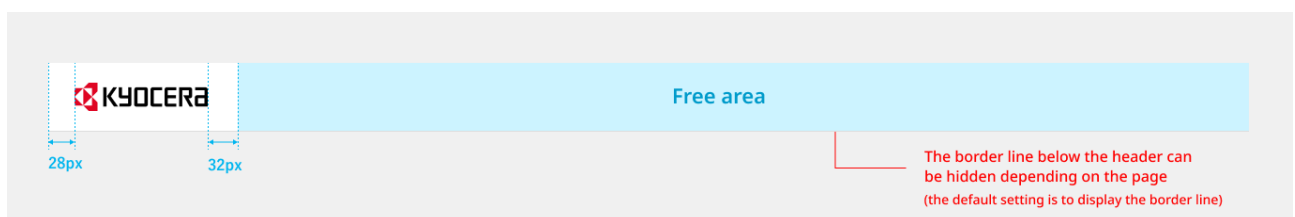
- \* Design with company name, country name, and global menu according to character count/volume within the free area.
- \* Font size and line spacing in the free area may be set as desired.
- \* The Kyocera brand symbol must be placed to the left of the company name, in accordance with brand management guidelines.
- \* Content area should have 16px left/right margins. (Except when using full-screen main visuals, etc.)

### Tablet Layout (Width: 768–1,023px)



- \* Design with company name, country name, and global menu according to character count/volume within the free area.
- \* Font size and line spacing in the free area may be set as desired.
- \* The Kyocera brand symbol must be placed to the left of the company name, in accordance with brand management guidelines.
- \* Content area should have 24px left/right margins. (Except when using full-screen main visuals, etc.)

### PC Layout (Width: 1,024–1,368px max)



- \* Design with company name, country name, and global menu according to character count/volume within the free

area.

- \* Font size and line spacing in the free area may be set as desired.
- \* The Kyocera brand symbol must be placed to the left of the company name, in accordance with brand management guidelines.
- \* Create the PC design header and footer to fit within 1,368px width, including a right margin of 28px.

Set 28px left/right margins for the body content area. (Except when using full-screen main visuals, etc.)



# 5. Link and Button Rules

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## 5-1 Basic Rules for Links and Buttons

## 5-1 Basic Rules for Links and Buttons

To ensure consistent usability across the entire Kyocera site, links and buttons should adhere to the following specifications, unless there is a specific reason not to. For any specification changes, consult with the Web Promotion Office in advance.

### Types and Specifications of Links and Buttons

For content areas excluding the header, navigation, and footer site map, use one of the following methods:

#### (1) Text Links within Body Content

Apply underlines to indicate clickable text. The recommended link color is red (#DF0523).

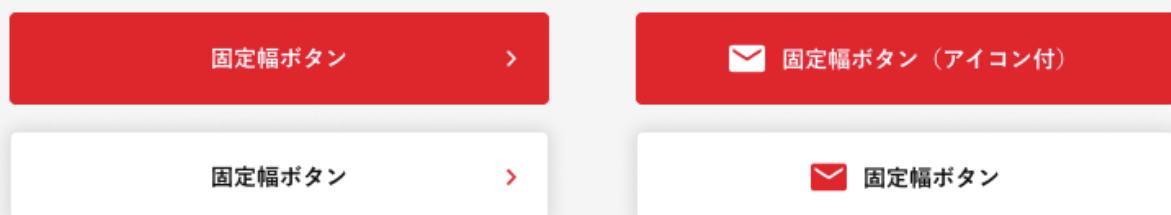
この文章はダミーです。 文章中テキストリンク この文章はダミーです。

#### (2) Text Links

When using a standalone text link, attach a right-pointing arrow. (For links that open in a new window, include a new window icon.)

XXXXについて、詳しく見る >      XXXXについて、詳しく見る >   
XXXXについて、詳しく見る 

#### (3) Button Style



## When Using Buttons on a Light Background

**Red Background:** #DF0523, **White Background:** #FFFFFF

- Conversion buttons used within content should include both red background buttons and white background buttons.
- Red background buttons have the highest emphasis.
- Avoid overusing red background buttons on a single page, as it may obscure the priority of conversions. Use white background buttons in combination to clearly indicate the most important conversion action.

強調度 最大

強調度 弱い



## When Using Buttons on a Dark Background

**Red Background:** #DF0523, **White Background:** #FFFFFF, **Gray Background:** #FFFFFF Opacity 20%

\*The transparency of the gray background is for reference. You may also use a non-transparent color that clearly defines the button border.

- Red background buttons are the default.
- Use gray background buttons to indicate lower-priority conversions when multiple conversion options are present.
- When placing multiple conversion buttons side by side, arrange them from left to right in order of priority.



Example 1: Placing conversion buttons below the main visual



Example 2: Placing conversion buttons at the bottom of the page



## 6. Entry Forms

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6-1 Notes when using entry forms

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## 6-1 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](http://www.kyocera.com)

**KYOCERA**

Inquiry Form

STEP1 Input		STEP2 Confirmation		STEP3 Completion	
<b>Dummy input / Dummy output</b>					
NOTE: The fields indicated with an asterisk (*) are required.					
1-1 E-mail *	Please enter your e-mail address. Sample Input: gsm@kyocera.co.jp				
1-2 E-mail	Sample Input: gsm@kyocera.co.jp				
2-1 Postal Code / Zip-code	Sample Input: 123-4567				
2-2 Zip-code					
3 Country / Region					
4 Address					
5 City					
6 State / Province					
7 Phone Number	Sample Input: 037345678 (first width character)				
8 Fax Number	Sample Input: 037345678 (first width character)				
9-1 Region	<input type="radio"/> America <input checked="" type="radio"/> Asia-Pacific <input type="radio"/> Europe, Middle East and Africa <input type="radio"/> Japan				
9-2 Region	Please select ▼				
10 Calendar	2025 ▾ / 10 ▾ / 28 ▴ day 📅				
11 Name					
12-1 Inquiry	<input type="checkbox"/> Request a quote <input type="checkbox"/> Evaluate a sample <input type="checkbox"/> Product related question <input type="checkbox"/> Document request <input type="checkbox"/> Other inquiries <input type="checkbox"/> Visit request <input type="checkbox"/> Telephone request <small>*Multiple selections are possible.*</small>				
12-2 Inquiry	<input type="checkbox"/> Request a quote <input type="checkbox"/> Evaluate a sample <input type="checkbox"/> Product related question <input type="checkbox"/> Document request <input type="checkbox"/> Other inquiry <input type="checkbox"/> Visit request <input type="checkbox"/> Telephone request				
12-3 Inquiry	Please select ▼				
13-1 Product / Product Category	A B C <small>*Multiple selections are possible.*</small>				
13-2 Product / Product Category	A B C				
13-3 Product / Product Category	Please select ▼				
14 Inquiry Title					
15 Inquiry Contents					
16 Company Name					
17 Department Name					
18 Corporate Name					
19 Product Name					
20 Brand Name / Model Number					
21-1 Reply Method from Kyocera	E-mail    Telephone    FAX				
21-2 Reply Method from Kyocera	Please select ▼				
22 File Upload	<div>ファイルを選択   選択されています。 Cancel</div> <div>※PDF・JPG形式の添付は推奨されますが、PNG等のフォーマットも受け付けます。              ※最大容量：5MB以内（含）              ※拡張子なしでアップロードしてください。</div> <div>(Optional) The maximum file size limit can be changed.              The system settings need to be changed if using a file format other than the A file formats listed above.              If you are uploading a file format other than those listed, please indicate the file format in the details column after submitting your inquiry.</div>				
23 Text					
24 Multiple Line Text					
25 Pull-down List	Please select ▼				
26 Checkbox	Value 1 Value 2 <small>*Multiple selections are possible.*</small>				
27 Radio Button	Value 1 Value 2				
Privacy Policy *	<input type="checkbox"/> Agree <small>All personal information provided in this form is handled in accordance with the "Personal Information Protection Policy of KYOCERA Corporation" (<a href="#">https://www.kyoceracorp.com/en-us/about-us/policies-and-statements/privacy-policy</a>). We do not provide third parties with personal information unless obtaining their consent. However, this does not include cases where we and personal information jointly with other Kyocera Group companies or business partners process information permitted under laws and regulations.</small>				

Confirm

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(Free area) Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed id duis tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

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