

DRAFT

**GUIDELINES FOR POSITIONING TSP NAME
IN THE UPPER ONE-THIRD OF DISPLAY**

based on discussion from
December 15, 1997 FTTF meeting

The ILFT has asked FTTF to create guidelines/options for Web site such that "name of TSP is displayed in the upper one-third."

Desirable features mentioned in the discussion:

- Company name should appear when page is printed
- Name should appear in upper one-third of display
- If user scrolls, name should still be in upper-one third of display

Three options were suggested for review and evaluation by the participants. The following list identifies the three options discussed and the pros and cons of each.

Options - Pros (+) and Cons (-)

i. Title Bar

- + Name appears when browser is minimized
- + Name appears in a consistent location (for the two major browsers) when page is printed
- + Name does not disappear when user scrolls
- + Name appears in a consistent location on the display
- Does not allow for varied and creative display of name

ii Frames

- + Allows varied and creative display of name
- + Name does not disappear when user scrolls
- Name may not appear on printed page
- Name does not appear in a consistent location on the display

iii. Top of Web page (non-frames based)

- + Allows varied and creative display of name
- + Name appears (but not in a consistent location) when page is printed
- Name does not appear in a consistent location on the display
- Name potentially disappears as user scrolls

FTTF concludes that inclusion of TSP name in the title bar of the Web page provides the best solution to the problem.