

PRINCIPLES, DEFINITIONS, AND STANDARDS  
APPROVED BY THE INTERNET "LOOK AND FEEL" TEAM  
on December 18, 1997

**The Internet "Look and Feel" framework is an outline used by the team to guide standards development.**

**Principles approved by the team based on the roman numeral items of the framework:**

Informational Web sites should be easy to locate.

Information within an informational Web site should be easy to locate.

Information across informational Web sites should be consistently displayed.

Information across informational Web sites should be easy to download.

**Definitions approved by the team based on items under the framework:**

Informational Postings is the term that identifies common information which would include the five required postings under Standard 4.3.6.

Download is the term used to describe the retrieval of information from a Web site in a format suitable for storage.

Display is the term used to describe the retrieval of information from a Web site in a format suitable for viewing.

**Standards approved by the team based on items under the framework:**

Informational Postings should be labeled and displayed as such on the informational Web site.