

Style Sheets for www.uefa.com
ZOO Media Corporation

The style sheet for uefa.com is in three sections, parts 1, 2, and 3. Each section contains information regarding the style and construction of articles specifically on uefa.com.

This document should be used in conjunction with the separate document relating to general rules applicable to all sites. You are advised to read and understand each section in this document as it contains important information.

Once you have been handed this document there are no excuses for mistakes.

Part 1

Introduction – pg 2

Part 2

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Part 1 – Introduction

This section contains general rules applicable specifically to uefa.com. For information on more cross-site issues such as plagiarism, using 'Bob', saving and handing in work, consult the general ZOO Media style sheet.

1.1 uefa.com

This is the correct spelling. Note it is written completely in lower case with no space in between.

1.2 uefa.com usage

Uefa.com is an entity/body like the BBC and therefore is singular.

Example 'uefa.com is very sorry for any distress caused by its article on Raul.'

1.3 Language/Attitude

Everything in uefa.com must be non-opinionated and delivered in a 'Reuters' non-biased way. What must be taken into consideration is that people from non-English speaking nations will be interested in reading uefa.com. Therefore the writing needs must conform to Level 2: Basic English. This should ensure comprehension by most second language readers.

Profanity usage is completely unacceptable in all circumstances (see 2.9).

Part 2 – uefa.com Style

2.1 Site Appearance

Each page in the site should be clear and concise and contain at least one image.

The foot of each page should bear the following legend. All rights reserved. © UEFA 1998-2001. Read the complete UEFA Legal Notice.

2.2 Headlines

Headlines should never be more than two lines. UEFA Champions League is always expressed thus.

2.3 Sub-heads

These should be a maximum of one line, written in bold type and should not have an end stop.

The only words to appear in capitals should be player names, team names and of course UEFA Champions League.

Example - Lyon lifeline; Bayern almost there

2.4 Article Length

All articles should be kept as brief and succinct as possible. Paragraphs should never be more than two sentences long (Level 2: Basic English) e.g. two clauses per sentence – two adjectives. A new paragraph should start without an indentation.

Example - Brazilian central defender Edmilson threw Olympique Lyonnais a Champions League lifeline with a last-minute headed equaliser away at Arsenal FC who had taken the lead through Dennis Bergkamp.

Earlier in the evening German international Mehmet Scholl scored twice in Bayern's 3-0 win in snowbound Moscow, which all but assured the German champions of a place in the last eight.

2.5 Pictures/Thumbnails

All pictures, apart from the holding picture, which appears at the top right of every page, must have captions.

The caption should always state the names of all players in shot. Furthermore, a copyright notice should always appear in brackets at the end of the caption. It is permissible to abbreviate the player names to their surnames. Team names can also be shortened to an acceptable truncated form.

Example - Mehmet Scholl (right) is congratulated by Samuel Kuffour after his two goals in Bayern's victory over Spartak. (©Reuters)

2.6 Keywords

The clubs relevant to each article should be entered into the keywords because of personalisation. Club names have to be typed in a specific way, a list of correct keyword names can be found in the appendices.

Example Man Utd (not Manchester United)

2.7 Body Text

All body text should appear as plain text and end stopped.

2.8 By Lines

There are no by-lines on uefa.com – everything must be anonymous.

2.9 Profanity

Profanity is completely unacceptable. Uefa.com is the official website of UEFA and this should be respected at all times.

2.10 Club Names

Team names should be expressed in their 'mother tongue' and abbreviated where necessary, such as in league tables and captions. All clubs are plural i.e. 'Real Madrid are' rather than 'Real Madrid is'

Example Olympique Lyonnaise
 Abbreviations – O. Lyonnaise, Lyon

Part 3 – Miscellaneous

3.1 Bob Tags

The following is a list of tags used in Bob.

Message Board - <bbs>

Image tag - <image id="xxxxx" align="right">Insert caption</image>

Links for articles within Uefa.com - Here's a ream article

Link to other websites - Click here for www.ZOObet.com.
Bringing you the best sports betting advice on the net.

Button tags - `<form><input type="button" value="Text on button" onclick="alert('Text for answer box')"></form>`

Break - `
`

New paragraph - `<p>`

Break (also takes text below image) - `<hard>`

Bold - `` to open and `` to close

Italics - `<i>` to open and `</i>` to close

Standfirst – `<sf>` to open and `</sf>` to close (see 3.9)

Pull out - `<po>` to open and `</po>` to close