Lighting .com
iFrame rules & guidelines
for tools, games & elearnings

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iFrame rules & guidelines

In order safeguard a consistent and seamless experience on the new Lighting .com website we have defined this iFrame policy

In this document:

- What is an iFrame?
- Rules for iFraming
- Process and way-of-working
- iFrame requirements
- Examples

In order to use iFrames the content iFramed should follow the **mandatory** Digital Activation Policy (DAP).

What is an iFrame?

- An iFrame is a page with an area where content from a different platform/system can be shown

- It will always include the Philips Lighting header and footer
- It looks like it is embedded in the lighting site
- It is part of the navigation
- The iFrame page can be tracked and measured

- There are strict guidelines to follow for the content, before it can be published on the site

- iFraming content can be done as follows:
  - Header & masterhead with title & footer
  - Header & masterhead with title & intro text & footer

- All content, tools, etc iFramed should be mobile responsive

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Rules for iFraming (1)

New content:

- All tools, games, e-learning material, interactive assets, etc should be hosted on the Philips network and processed via the Digital Activation Policy (DAP) (=Mandatory)
- It is allowed to include SAAS tools, however these must be approved by IT and conform to the Philips brand guidelines (see for example the TCO tool)

Existing content:

- Existing content can be iFramed in the new Lighting .com website, only if it complies to the following conditions:
  - No Flash
  - No old branding (no sense and simplicity or older)
  - Good quality content and visuals (representing our quality brand)
  - High business value
  - Frequently used (>100 times a month) (Omniture stats)
  - Identified business owner
  - Committed for maintenance
  - Should be made mobile responsive

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Rules for iFraming (2)

Existing content

- If the previously stated conditions are not met, the content will either have to be reworked to meet the conditions, or it will not be included in the new website

- If content is aimed to be available for more than 1 year, migration to the Philips network via the DAP needs to be initiated by the owner of the tool, before it can be iFramed on the lighting site. Costs involved are for owner of the tool.

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Process and way-of-working

New content process

- Key requirements for new tools:
  - Brief agency on DAP process and requirements
  - Ensure it is **mobile responsive** and not created in Flash
  - Start creative work only after agency has all technical requirements!
  - Multiple checks via DAP (quality code, privacy and security checks)
  - After approval, the content will be hosted on the Philips network and can be iFramed.
  - Costs of DAP paid by owner of tool

Existing content process

- Check if tool meets the stated requirements
- If yes: it can be iFramed in the new site
- If no:
  - Tools needs to be reworked by owner to meets the requirements; afterwards it can be added (cost paid by owner of tool)
  - Tool will be phased out and url redirected
- For tools with a lifetime > 1 year, the DAP process needs to be started by the requester to host tools on Philips network. Costs involved are for owner of the tool

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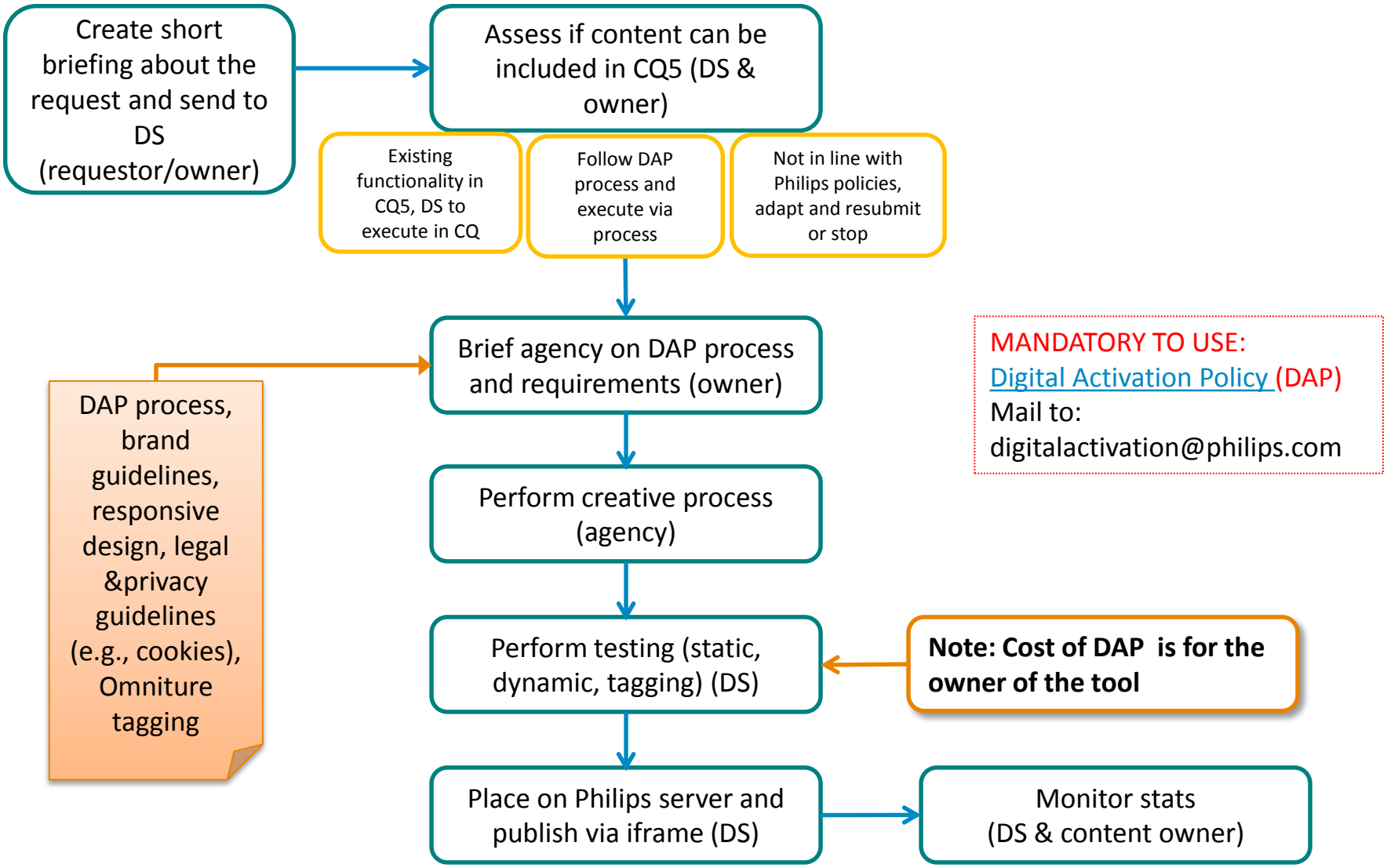
Process for any type of tools/games/elearnings



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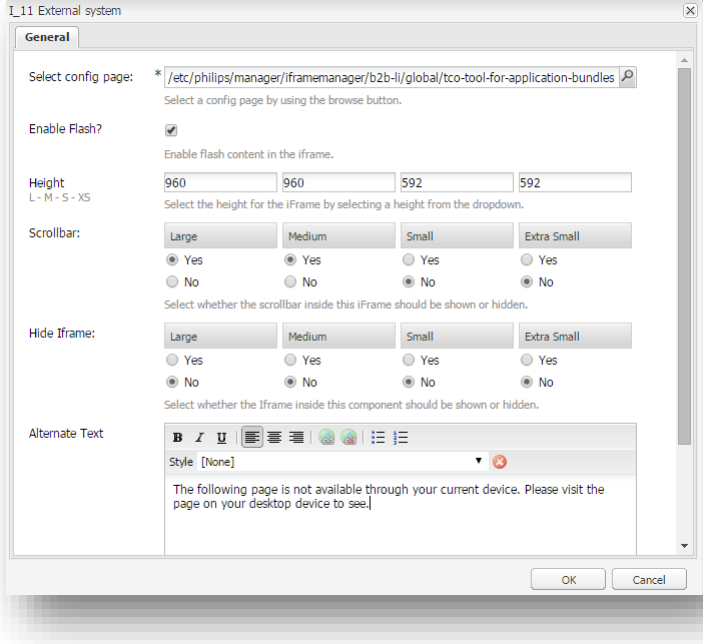
iFrame requirements



- The lighting .com website is **mobile responsive** and therefor the content iFramed should also be mobile responsive. These are the states and the breakpoints we use:
  - L (desktop): > 960px width
  - M (tablet) : 701 -960px width
  - S (smartphone): 451-700px width
  - XS (small smartphone): <450px width
- **Important**: The height of the iFrame also needs to be managed very carefully with Digital.services@philips.com and tested on all devices
- iFraming content can be done as follows:
  - Header & masterhead with title & footer
  - Header & masterhead with title & intro text & footer
- iFrames can detect the size of the content on the screen of the user (in pixels). If the iFrame contains content that is not responsive and requires a specific dimension, it is for instance possible to show a message stating that the content cannot be viewed on small screens. Not desired anymore, everything should be mobile responsive !

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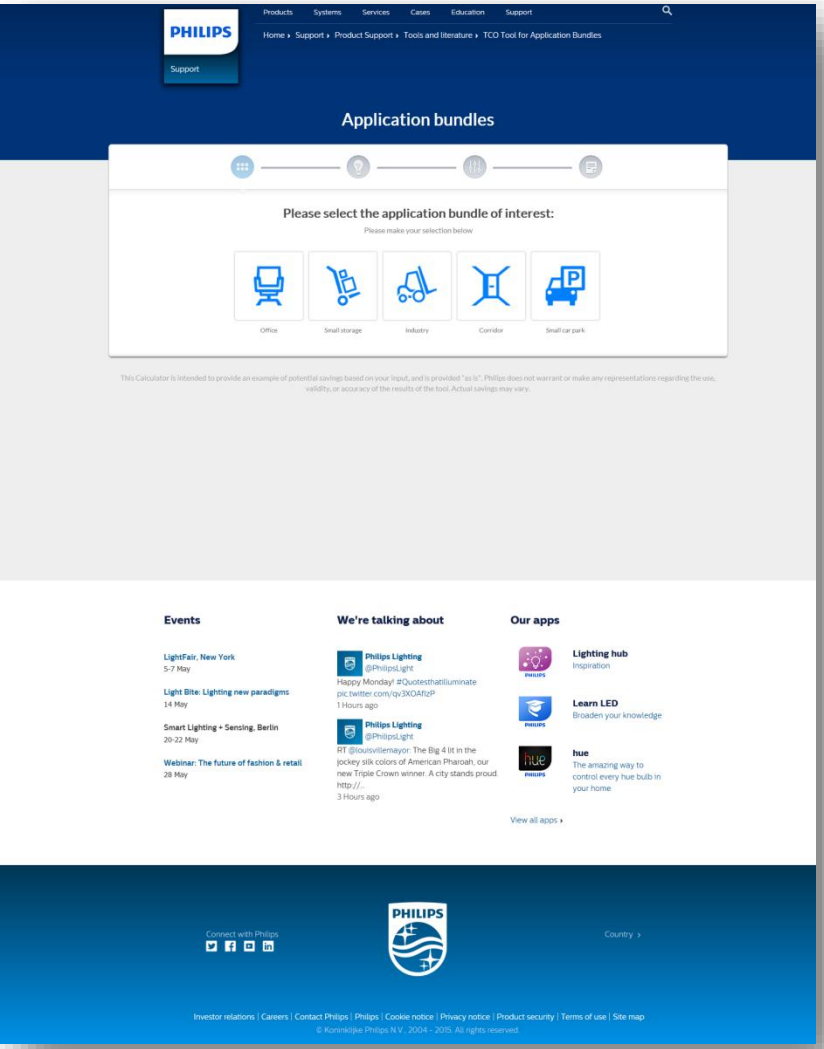
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Events
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Light Bite: Lighting new paradigms
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Smart Lighting + Sensing, Berlin
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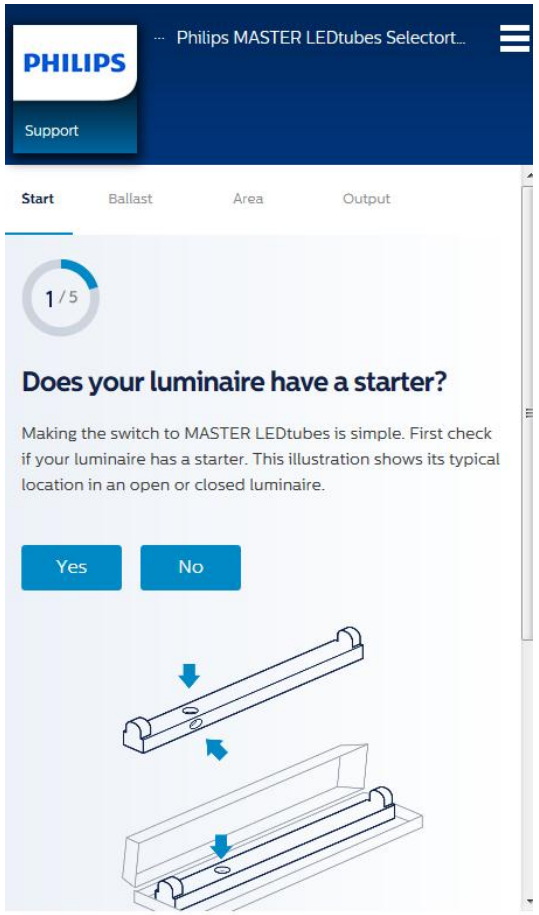
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