

The Widget

Design Integration Guidelines for XHTML output



Key Resources

Our workshops

Introduction to the whole process

This workshop looks at the whole process of exporting content from the Workiva platform to InDesign software together with the inclusion of XBRL™ tagging. The mandate used in this webinar is the ESEF mandate where iXBRL™ tags are added to the main financial statements but is still relevant to those clients using other taxonomies.

- Demonstration of the integration between InDesign software and the Workiva platform
- Overview of features and functionality

Design considerations for the web

This fun session looks at how print design needs to adapt for online viewing.

- Is it the death of the spread?
- Is there a role for the divider?
- Typography for multi-channel publishing
- Does XBRL affect design?
- Designing for XHTML

Back to basics guide for designers new to Workiva

This workshop takes everything a bit slower for designers new to multi-channel publishing.

- The eight steps you need for smooth multi-channel reporting

Advanced workflow

This session is all about the run up to filing together with great tips. For example what to do with images when maintaining a version for print and web.

- Last minute editing
- Complex image methods
- Quickly switching from print to web modes in InDesign software

All things typographic

Typography is discussed in this workshop so things like widow management, font licensing and justified text when publishing to the web.

- Workflow
- Design
- Technical

How to have a great submission

Although this workshop prepares a file for the criteria of the ESEF mandate, it is relevant to all designers as it goes through managing headers and footers, testing your IDML file and scenarios when you might need to add extra content not in the Workiva platform

- XBRL review
- Report format review
- On the day of filing

[See our workshops here](#)

What's new

Constantly improving productivity across multi-channels to help creativity. Listed here are the updates from version 3 of the Widget.

Updated style pallet

There is now a search bar in the Styles dropdown. Start typing and all the relevant styles will appear. This makes it much quicker to find styles. Remember you can order your styles in the Edit Style Guides tab.

Because of this update, designers can now organise their styles alpha numerically based on relevance and usage.

Updated style management

Automated styles are now based on the custom style that they came from originally. You can control aspects of the propagated styles by editing the route style in both character and paragraph pallets.

Bulleted list

At the moment bulleted lists are overrides and will create an auto-generated style. Best practice is to create a dedicated style for bulleted and enumerated lists and apply the bullets as an override in the normal way.

When you export to InDesign software, the bulleted list styles will appear together in your Style pallets with some random numbers after them. This is because the style is auto-generated. You can quickly find and change their attributes. Just to note, do not change style names.

Wingdings and dingbats

If using wingdings and dingbats please test them throughout the whole process to be sure they are rendering as expected.

Discrepancy report

This report helps show any issues when converting IDML to XHTML in the Workiva platform. Its purpose is to alert designers to items that are not supported in the

IDML>XHTML conversion process. Most warnings are to do with XHTML but some are to preserve the integrity of the XBRL. For example things like linked images will flag up warnings. The report is created when you convert your file to XHTML and sits alongside the XHTML file ready to view. This report does not pick up everything so these guidelines should still be followed closely.

ESEF annual reporting starter pack

This pack contains

- ESEF mandate checklist
- ESEF submission checklist
- Design agency checklist
- Full navigation to help files
- Annual report template with 60 preset styles for use in the Workiva platform and InDesign software

Find this at marketplace.workiva.com

Plugin

The new *Workiva Integration Plugin for InDesign Software* has been provided so that designers now have a validation tool that identifies issues within an InDesign software document that would corrupt or are otherwise not be appropriate for conversion into XHTML. This plugin is easy to import in both Mac and PC versions of InDesign and writes a report at the click of a button. [See the Plugin feature here](#)

Have you considered partnering with us?

We have created a partnership programme especially for design teams. There are many benefits including certification, access to your own Workiva workspace and joint marketing opportunities.

Widget Essentials

Contents

Document setup in Workiva	6
Table set up	7
Style guides	8
Colour management	10
Fonts	11
Typographic layout	12
Image specifications	14
Workiva Integration Plugin for InDesign Software	16
ICML	18
IDML to XHTML	19
File size	20
Extra Essentials	21

Document setup in Workiva

CORE ESSENTIALS

For the Workiva platform to interact well with the InDesign software, you need to set up your report correctly. Taking the time now really will reap benefits later on in the project.

Setting the document outline

The document outline represents the structure of the ICMLs. There is one ICML for each section or child of section.

Create your style pallet

All content in the Workiva platform should have a style attached to it. For ICML export the 'Normal' default style will be converted to the Bodytext style. See our next section for detailed [Style Guide information](#).

Headers and footers

Headers and footers can be generated in the Workiva platform however they do not export via ICML to the InDesign software. The export can only send content in between the grey dashed lines at the top and bottom of each page of the document.

Typesetting

Typesetting takes place in the Workiva platform not in the InDesign software. In multi-channel publishing, best practice is to not use a soft return. A soft return is when you press Shift Enter. This creates a line break rather than a paragraph break. You can see your soft and hard returns but pressing the Show/hide non printing characters on your Edit ribbon.

If words are not to be broken, for example a name of a director, then use a non-breaking space in between. Go to Insert>Symbol>Special Characters>Non-breaking Space. There is also a keyboard shortcut.

Formats

It is important in a multichannel publishing scenario to establish the page format, margins and gutter measurements right from the outset. A prominent reason for doing this, is the limitation in ICML of adjusting table and column widths. Therefore, these need to be the same in the Workiva platform as it is in the InDesign software.

Things to consider:

Landscape v portrait

Traditionally most annual reports use a portrait presentation but increasingly landscape is being used for better onscreen consumption.

Spreads

The concept of spreads is limited within the current iXBRL inline reader. Designers need to be careful when relying on a spread to convey information as this will be broken into two separate consecutive pages. It is possible with the help of web development to present spreads within the inline viewer so please talk to your web team if spreads are required as part of the inline viewer experience.

Mirrored margins

Often, in the case of a document going to print, the inner margin will be wider than the outer margin because of the act of stitching. This can present a problem of readability when presented digitally in both PDF and XHTML. Consider adjusting margins for digital presentation.

Tables

CORE ESSENTIALS

Cell styles

The Workiva platform does not use cell styles. The ICML and XHTML exports contain an algorithm that summaries design parameters into cell styles for InDesign and CSS respectively.

Inheritance

The ICML export now uses the concept of inheritance or 'Based on' in both character and paragraph styles. This is extremely useful for designers to be able to control large amounts of styles efficiently. Particularly the auto-generated styles.

Cell types in Workiva

Designers new to the Workiva platform need to be aware that the cells are active in terms of content formatting. For instance, cells can be nominated as accountancy, text or number with decimal places automatically attributed.

Table and column widths

Designers need to be aware that table and column widths cannot be altered in linked ICMLs. These need to be correct in the Workiva platform.

Cell height management

There is a substantial difference between the way the InDesign software and XHTML handle line height in the first item within a table cell.

In order to make adjustments so that the XHTML looks correct, designers should consider these two workarounds.

1. *Make the line height of the table paragraph style, the same as the font size.*
2. *Adjust Padding Top and Padding Bottom of the 'No-Rule' style in the cell styles.*

Coloured brackets

You may see coloured brackets around financial figures when you place your ICML files. These are placeholders for the XBRL tagging and do not hinder your design capabilities at all. You can just ignore them.

XBRL tagging will fail if these observed regions (square brackets[]) are split. This can happen when using the split story feature of the InDesign software. Designers need to be careful when using this feature.



Tables in the Workiva platform must be set to the correct width. This cannot be changed in the InDesign software.



All cell styles in the InDesign software are auto-generated. They are based on No-Rule so heights can be controlled from here once in the InDesign software.



Line feed affects row height differently in XHTML and the InDesign software so it is a good idea to set the line-height to be the same as the font size for styles used in tables.

Style setup

CORE ESSENTIALS

Style guides

A style guide is a set of standards for the design of a document that ensures formatting consistency throughout and/or across multiple documents.

For smooth export to Adobe InDesign software it is desirable for all the content in the Workiva platform to have an associated custom style applied to it.

There are two ways a designer can do this

1. Set up the styles in the Workiva platform and export to the InDesign software via ICML
2. Create the styles in the InDesign software and import back to the Workiva platform via Microsoft Word document/software

Best practices for creating and using style guides

You need to consider styles for all your content. When choosing a style name, it is a good idea to choose a name that reflects the use of the style, for example CaptionSmallBlue or TableTextBold. This will help everyone on the team understand the structure and apply the correct style to the content.

Efficiency of style naming gives structure and makes it easier for the user to apply them. So when constructing a style, think about its structure. Consider using a stem to indicate a group of styles for example body or table and then indicate secondary aspects thereafter such as text, figs, bold.

Stem	Level	Nature	Modification
Table	Text	Bold	Indent
Table	Figs		
Caption	Small	Italic	Centre

Style names can contain letters and numbers but should **always start with a letter**. For example, Heading1 is good. 1Heading will not work. This is to do with the specification of CSS (Cascading Style Sheets).

Characters such as - !@#\$%^&*()_+=={}:"<>?[];',./`~ etc and **spaces must be avoided**.

Once styles have been created, they can be locked in the Workiva platform to stop them being changed accidentally. In the Style Guide Editor, font, font size, font colour, emphasis, alignment, indentation and spacing can all be locked independently.



DO'S

Create styles in Workiva or import them from InDesign

Create styles for both Workiva content and non-Workiva content (alien content) such as picture captions, running headers, page tabs, etc.

All style names should start with a letter with no spaces and have no special characters (e.g., &#@)

Name sub-headings in order of font size so everyone can understand

Indents and bullets need to be set in a style

Add a custom style to all content



DON'TS

Try not use overrides - create a separate style

Tabs must not be used - the web does not understand a tab

InDesign styles remain king

You can adjust styles in the InDesign software and these will stay regardless of further ICMLs. The only style that should be the same in the Workiva platform and InDesign is Bodytext (spelled like this). For better parity, keep the Bodytext attributes identical in both platforms.



Bodytext is a special style and should be the same in both the Workiva platform and InDesign software



Take time to set up styles properly - it really does save time later

Importing styles from InDesign

If you have an existing InDesign document from which you need the content and styling, the following procedure is a useful way of achieving this with the added advantage that the content from the Workiva platform can be exported via ICML back to that InDesign document without any issues.



It is best practice not to use the 'Normal' style in the Workiva platform. The InDesign software can have issues with this default style

Follow these three steps to make sure everything runs smoothly.

Step one

Take a good look at your styles in the InDesign software and make sure they conform to web CSS standards in terms of nomenclature (no spaces, special characters etc). Please do not use style folders.

Step two

Copy and paste content from the InDesign software to MS Word software. The styles will be copied across from InDesign. Make sure the styles are applied to the content within Word if not already applied automatically.



Turn default 'Normal' to pink to identify content missed

Step three

Import the Word document into the Workiva platform. The styles will be imported into the custom style pallet.

You now need to reapply the styles to all the content. (We are working to improve our import procedure so you don't have to reapply styles).

You should now have your content within the Workiva platform in the same styles as in your InDesign document. Minor adjustments may be required to the custom styles in the Workiva platform.



If the ribbon is clicked in the Workiva platform, another style is automatically created

Colour management

CORE ESSENTIALS

For XHTML, only RGB colours must be used as RGB is the only colour format supported on the web. The InDesign software uses CMYK and Pantone spot colours for the printing of ink on paper. The web cannot use these colour formats as RGB is the default colour space of the web. If the InDesign software is being used to author and this content is to be converted to XHTML then RGB (Red, Blue, Green) colours must be used.

Converting CMYK to RGB is not straightforward. So it is best that designers specify RGB in their InDesign documents so accuracy is maintained and there are no surprises when converting.

Hex is another way of describing RGB colour in base 8 (hexadecimal). Pantone colours (spot) are used in printing. The ink used is the actual colour specified instead of being made up of CMYK colours. They are often specified in branding guidelines for a corporate colour because of their accuracy. It is advisable to always check branding guidelines for specific colours rather than relying on conversion.



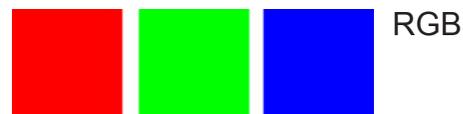
Make sure you have enough colour contrast for good readability for all users.



All colours need to be in RGB for web/ESEF use



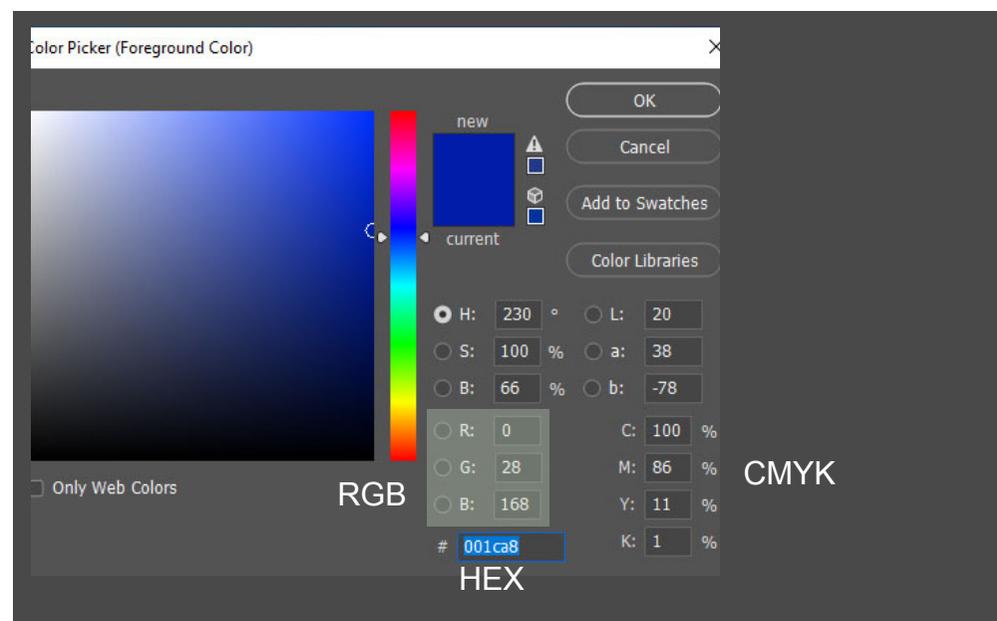
Remember screen limitations when choosing colours for the web.



RGB



CMYK



Fonts

CORE ESSENTIALS

Licensing

For publishing in XHTML, companies need to own the web usage rights of any font weight being used in their iXBRL/XHTML file.

At the moment an iXBRL filing constitutes web usage. It is recommended that companies check the licensing status of all fonts they are using. Also, issuers cannot rely on suppliers to do this for them or indeed hold such a licence on behalf of the issuer. In addition, licensing is based on a per font 'weight' basis so if you are only using two weights of a font family you only need to comply for those weights.

If the font is available in the Workiva platform, then the font is open source or has the appropriate license in place. We advise designers to check with their client regarding font usage if they are not in the Workiva platform.

Open source fonts

Google fonts and other 'free to use' fonts may be worth considering not only for cost reasons but because they are especially tailored for the web.

Web fonts (woff and woff2)

Web Open Font Format is now the standard for font usage in browsers and OTF and TTF fonts will be converted to these formats at upload time or designers can upload the fonts in these formats. Supported browsers and versions are below. Discussion is taking place re TTF support for older versions of these browsers.

						
Chrome	Safari	Firefox	Opera	IE	Android	iOS
5+	5.1+	3.6+	11.50+	9+	4.4+	5.1+

Testing font rendering in browsers

It is important that designers test font rendering in browsers to avoid unexpected effects. It is critical that font choices are made with such knowledge. Also, some italic font weights and some older sans serif fonts are prone to not looking very good when rendered in browsers. We recommend testing fonts early.

Fonts not in the Workiva platform

Please ensure that fonts used in the InDesign software are uploaded with your IDML at conversion time. You will need to zip the IDML and font folder for the import. If the fonts are available in the Workiva platform, this step is not necessary.



For ESEF, fonts used in iXBRL format are be converted to base64 format and embedded in the CSS

Custom fonts

These include fonts constructed for licensing reasons or decorative usage within text. Please test thoroughly with the round trip process so that you are confident that the font construction is suitable for the Workiva platform conversion process.

Renaming of fonts

Please be aware that renaming fonts can render them inoperable or cause them not to appear. The Workiva Integration Tool (plugin) log file specifies both familiar and postscript names of fonts being used in a document.

Typographic layout

CORE ESSENTIALS

Widow management

One definition of widow management is making sure that the last line of a paragraph isn't a single letter word or number. This can look ugly and add unnecessary whitespace into a design and make the content longer than it needs to be. Designers have deployed a number of methods over the years in the InDesign software to get rid of *widows*.

The soft return method

This method is now widely depreciated in multi-channel publishing because text frame widths can vary in responsive layouts. Soft returns can have unfortunate consequences in such layouts. Browser rendering differences can also have the same effect.

The kerning method

The previous line(s) to the widow are highlighted and the inter-character spacing (kerning) is reduced allowing the widow to move up onto that line. This can be replicated in XHTML but can have unforeseen issues in the rendering of that content.

The condensing method

As above but instead of kerning the characters are condensed in width (eg: 95%). This can be replicated in XHTML but can have unforeseen issues in the rendering of that content.

InDesign compositor method

The InDesign software has an algorithm that can avoid widows. It is not recommended for multi-channel use and is not often deployed by designers.

Recommendation

Our recommended method of widow management is the use of nbsp. This can be done in the platform easily and is exported via ICML and converted via IDML into XHTML.

The non-breaking space (nbsp) method

Widely regarded as the best way of controlling widows in multi-channel publishing. The break between words is filled with or effectively making two words one word. This is ignored by search engines and can't be seen by human readers. This also works in responsive layouts as it only comes into force when a text frame width conflicts with that set of words forcing all of it onto the next line therefore preventing a widow. They are also used to keep names, place names, company names and sets of figures together.

A note on design

As we move into a multi-channel environment and the use of nbsp is accepted as the only way of managing widows, designers need to think of their designs and allow a little more whitespace in their layouts. To get the best from multi-channel publishing, think XHTML first.

Hanging indents

Designers may need to experiment with the kind of bullets they wish to use for bulleted lists. Wingdings, Zapf Dingbats or other kinds of font libraries can be used if there is a Unicode equivalent. These need to be tested early to make sure that they translate as expected.

If designers wish to use icons or images as bullets then they will need to edit the CSS in post-production. Expertise will be required for this as it is not something Workiva can support.

Hyperlinks

External hyperlinks are supported but external hyperlinks are not allowed under the ESEF requirement.

Justified text

Whilst not strictly a font issue, it is very important to note that XHTML is poor at rendering justified text in multi-column format. The InDesign software has very sophisticated tools for justification that cannot be replicated in XHTML. Please avoid if you can and use range left (called ragged right in some jurisdictions).

Grep

Grep (global regular expression print) is used a great deal by designers to control many aspects of typographic layout. There are two types of Grep within the InDesign software.

Grep within styles

This is sometimes called nested styles. These are regular expressions that match certain patterns based within content that is styled with a particular style. The Workiva platform does not support Grep within styles.

Grep within Find and Replace

These are regular expressions used within the 'Find and Replace' function of the InDesign software and can only be used on unlinked content. These are permanent alterations to the content. This can be done after the ICMLs are unlinked in preparation for the conversion process of IDML>XHTML.

A good example of the use of Grep in the InDesign software with Workiva content is changing em dashes (U.S.) to en dashes (EU). A nested style can be applied to table figure styles to make that change on ICML content. That Grep will need to be applied with Find and Replace when the ICMLs are unlinked to make that change permanent.

Lists

Custom styles for lists can now be created in the Workiva platform. These are still treated as an override but can now be identified within the InDesign software as that custom list style.

For IDML export, do not split a bulleted item across text frames. The list can be in multiple frames but not an individual bullet.



Note to designers - external hyperlinks are not allowed under the ESEF mandate

Image specifications

CORE ESSENTIALS

Many reports will also be printed in addition to any XHTML requirement. In this case designers will need to keep two sets of assets (images and charts) for different publishing channels.

Print images

PSD and TIFF are common image formats for print often set at 300dpi (dots per square inch) and always CMYK. Resolution-less graphics such as graphs are used in Illustrator (AI) and EPS (Encapsulated Postscript) formats.

Web formats

JPG, GIF, PNG (bitmaps) and SVG (resolution-less) are common web formats for images. Bitmap formats are often set at 72 or 96 dpi and are RGB.

Print	Web (XHTML)
.psd (cmyk, 300dpi)	.png (rgb, 72dpi)
.tiff (cmyk, 300dpi)	.jpg (rgb, 72dpi)
.jpg (cmyk, 300dpi)	.jpg (rgb, 72dpi)
.ai	.svg
.eps	.svg

Adobe Illustrator software is capable of producing both AI, EPS and SVG formats. Most image editors like Photoshop and GIMP can produce all bitmap formats.

The major difference in using images between print and web is that web images are cropped to the borders of the frame whilst images placed in InDesign are often not. For a traditional DTP designer this presents an extra process whilst for web designers, this is common practice. Designers need to find a dual solution that suits them and preserve appropriate quality for all channels.

Embedding images

All images being exported in IDML must be embedded in the InDesign software. This converts the image to based64 code. It is this code that is reconverted into the original image. There is no manipulation of images.

Print and web assets

For designers setting up a document for both the iXBRL and PDF formats, there are two solutions to address the management of differing image assets.

One - Use two layers - one for web and one for print

Two - Use two folders and when it is time to change from one to the other, you can use the built-in swapping tool in the InDesign software.

Colour

It is advised that designers work in RGB first and convert to CMYK at an appropriate time when printable artwork is needed.

Be careful of JPGs

JPGs (JPEG) can present certain issues as they can be saved/used in CMYK and RGB. Also, older versions of Adobe Photoshop software and other image editing programs present differences in 'saving' and 'exporting' to the jpg format.

A note on spreads

Large images used across a spread (two pages) need to be separated/split into single page usage.

Images and file size

Images should be cropped to the containing frame size, reduced to 72dpi and be RGB. They should be of file type - png, jpg or gif.

Infographics

The recent history of the InDesign software has seen it increase its ability to create more complex infographics. We encourage designers to test such pages in their reports with our IDML>XHTML converter. If the results are not satisfactory because there are certain aspects we do not support then it is very easy to convert such graphics to SVG. The steps to take are;

1. Copy infographic to a blank InDesign document
2. Export infographic to EPS from the InDesign software
3. Open EPS with Adobe Illustrator software
4. Save Illustrator file to SVG
5. Place SVG in the InDesign software to replace infographic

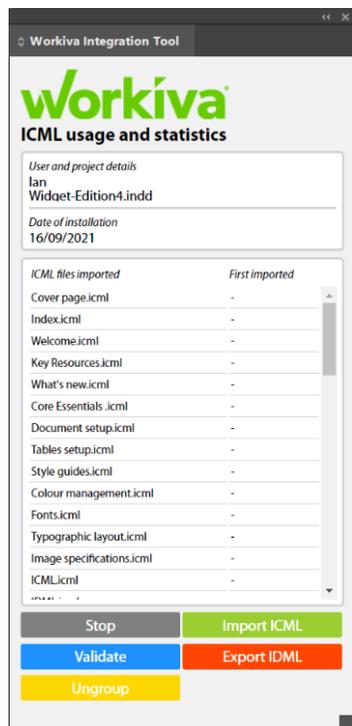
You will need to make considerations on embedding the glyphs of any fonts used or convert text to outlines.

Multiple effects and images combined as a single image

It is possible in the InDesign software to create very complex, composite images using a combination of bit maps, gradients and other effects. These are not easily converted. It is better to take composite images and export them from the InDesign software to create a single image such as JPG, PNG and replace the composite image in the InDesign software with that image.

Workiva Integration Plugin

CORE ESSENTIALS



Workiva Integration Plugin for InDesign Software

The purpose of this plugin is to support the conversion of InDesign to XHTML. Initial content should be created in the Workiva platform and exported as ICML, then imported to InDesign. The Workiva Integration Plugin for InDesign Software should be used as designers are preparing the artwork, and before bringing the content back into the Workiva platform as an IDML file.

The plugin is provided so that designers have a validation tool that identifies issues within an InDesign document that would corrupt or are otherwise not appropriate for conversion into XHTML. This plugin is easy to import in both Mac and PC versions of InDesign and writes a report at the click of a button. In all cases the things we point-out are XHTML conditional and not a specific condition of the Workiva platform.

The Stop/Start button

If you want to monitor the ICML, use the start and stop buttons. You can hit start when the ICML is initially imported, or you can wait till later in the process. This is optional.

Import ICML

Looks at your desktop to find the file exported from the Workiva platform.

Export IDML

Exports IDML from the InDesign file to your desktop.

Ungroup

All items should be ungrouped. This helps to ungroup all grouped items existing in the InDesign file in one click.

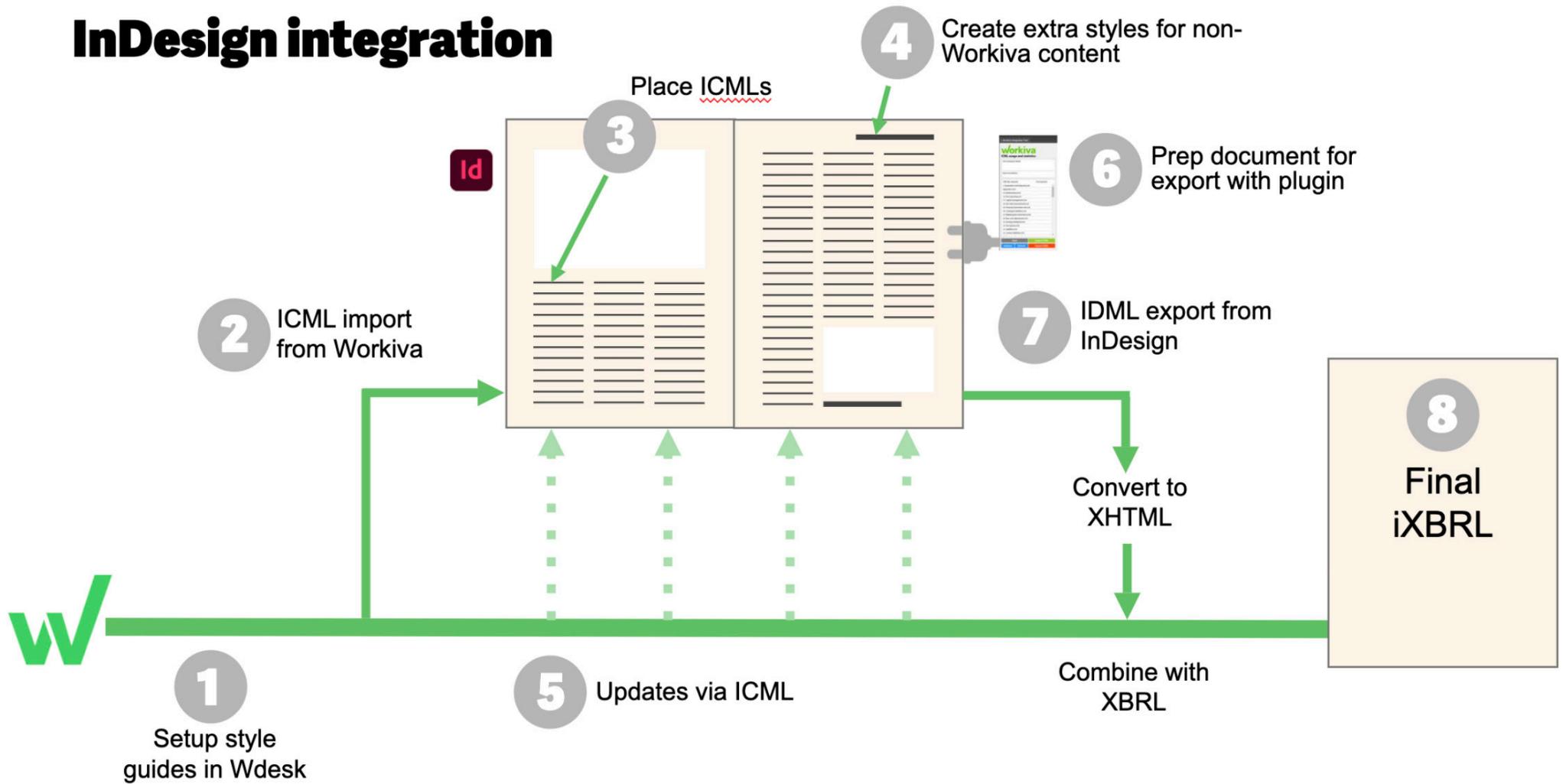
Validate

Pressing this button produces a log file showing warnings based around converting this document from IDML to XHTML. This log file can be found in the same folder of the IDML export. This should be reviewed before every import into the Workiva platform.

Validation list

The validation list will let you know if something needs to be updated, or will include some best practice informational items.

InDesign integration



ICML

CORE ESSENTIALS

ICML (InCopy Markup Language) is an official format of the InDesign software and is used for importing and exporting structured content for InDesign. It is a linked file to InDesign and as such the content of an ICML file cannot be edited within the InDesign software until a user breaks the link. This is the foundation of data assurance that Workiva offers to its customers using InDesign software with the Workiva platform.

ICML import best practice

Check all content is styled

Before you pull your ICML from the Workiva platform, make sure that all content has a style attributed to it. The default setting in the Workiva platform is 'Normal' and this style is converted to Bodytext on export via ICML. An easy way to identify 'Normal' is to change its colour to a contrasting colour for easy spotting eg bright pink.

Import early

We recommend importing fairly early in the reporting process. Subsequent timings of ICML pulls should be discussed between designer and client.

Import a quantity of ICMLs before changing attributes

One ICML represents one outline item in the Workiva platform and this ICML only imports the styles associated with that outline (section).

It is recommended that designers import a good quantity of ICMLs into the InDesign software before they start altering style attributes. It is good idea to see all styles being used before making any changes.

ICML export

When you are ready File>Save As>InDesign (.icml). You will then be prompted to select:

- Entire Document
- Current Section
- Select Sections

ICMLs are exported within a folder structure that represents the Workiva platform outline for easy identification.

Place ICMLs

In your InDesign document, go to File>Place and navigate to your ICML file. Once placed, the ICML can fill one or multiple linked text frames.

Maintain the links

For data assurance and so that you don't need to worry about versions or checking of content, make sure you don't break the links of your ICMLs.

Update the links

With subsequent ICMLs, just update the links in the Links panel and the new updated copy will flow through to the InDesign software. All your design values will remain in place.

Style changes

Changes to style attributes in the InDesign software will remain even after further ICMLs imported even though the style remains as before in the Workiva platform. So changing a style attribute in the Workiva platform will not update the corresponding style in the InDesign software.

ICML milestones

When you have decided with your client dates for ICML imports to the InDesign software, it is a good idea to create a milestone in the Workiva platform. This means you can track content changes between the subsequent ICML pulls by creating a blackline.

Towards the end of the project, we advise doing one whole ICML pull of the whole document to absolutely make sure every ICML is the current one.

IDML export best practice

Export early and often

We recommend you export your IDML package early in your reporting process and you do this often. We recommend this because:

- You become familiar with the process to save stress later on close to filing
- You can check your design by opening it in the browser - does it look as intended?
- You can check your design in the online viewer - how does it look?
- Check early so you have time to tweak your design if necessary.

The InDesign package

When first uploading IDML it is always best to create a package that includes the fonts. It will also show you over set text and other useful information about your file. Subsequent IDML can be exported with Apple E or Ctrl E and added to the original package. The Workiva platform only needs IDML and the fonts being uploaded to create XHTML

Discrepancy report

When converting IDML>XHTML, an additional file now sits along your XHTML file with the appendage of 'report' in the name. This file gives you information about your conversion and will highlight issues if they are present. Designers are encouraged to view this report after conversion.

IDML checklist

1. *Save a copy of your master document first and use this copy to prepare for IDML export*
2. *Ungroup all InDesign grouped items.*
3. *Unlink all ICML files. This can be done in the links panel.*
4. *Split all connected text frames using the split story script in InDesign scripts pallet.*
5. *Remove any hidden layers or layers used for admin purposes.*
6. *All images to be placed at 72 or 144 dpi, RGB and cropped to the image frame. This will reduce the file size dramatically.*
7. *Use SVG only for resolution-less vector graphics, not .eps or .ai files.*
8. *Make sure there is no overmatter.*
9. *Make sure tabs or overrides have not been used.*
10. *When uploading IDML it is best to create an InDesign package so you can upload the fonts as well. You do not need to upload the .INDD file. You only need the IDML file and the fonts as a single zip file.*

Extra Essentials

Shapes

Please be aware that we do not support all aspects of shapes. It is best to test aspects of your artwork so that the results can be assessed. Shapes can always be easily converted to SVG by exporting them from the InDesign software to Adobe Illustrator software and saving to SVG format from there. Then replace the shapes in the InDesign software with the SVG images.

It is best to use a placed SVG instead of multiple repeated InDesign shapes as this will reduce the file size significantly.

Be careful of copy and pasting assets within the InDesign software. It's always best to 'place' assets afresh each time even if they are the same asset.

Track changes

If there is non- Workiva content in the InDesign file, please ensure that all track changes are committed if being used.

Third party plugins

Please ensure these are removed or that the use of them does not interfere with Workiva's IDML to XHTML converter.

Colours

Avoid colours too close. Gradients of colours from one to another must be avoided as at present this cannot be converted into XHTML.

Spreads

XHTML renders a page at a time so be careful with spreads. PDFs can be set to spreads to view but this is not the case with XHTML. You can add an XBRL viewer with your report and with input from your web team, you could add spread capability. This however is not available open source.

Margins

Mirrored margins have no place in a digital medium and are a 'print only' feature.

Tabs

Tabs do not exist in XHTML. Tabs must not be used for alignment when converting to XHTML.

Columns

ICML exports in galley format. This is a single measure, continuous column. It is placed in columns in the InDesign software. ICML does not export multiple columns.

In the Workiva platform, you can have a layout of up to 7 columns. However, for the ICML export to the InDesign software, column layout is not essential in the platform as the export sends

content in galley (one column) format regardless of set up in Workiva. The designer takes the content and populates the columns in the InDesign software. The design from the InDesign document will create the XHTML, not the design in the Workiva platform.

Alien content

For data assurance, the main report content is created in the Workiva platform and this remains linked to the InDesign software where the designer can design without accidentally adjusting the content. Workiva is the master document here. However not all content has to be in the Workiva platform. So when would extra content be added in the InDesign software?

Picture captions

If design is taking place in the InDesign software, images do not need to be added to the Workiva platform. Designers can image captions as necessary. These must be styled and are not effected on subsequent ICML imports.

Headers and footers

These do not export from the Workiva platform so these need to be created with InDesign master pages.

Tracking and kerning

The InDesign software renders only once, so what you see on screen is the exact placement of content. On the web, this is different. The web renders every time you launch that page so designers must be aware of the limitations of the web. Justified text for example can have different line endings depending on zoom or type of browser being used.

Typesetting

Typesetting takes place in the Workiva platform not in the InDesign software. In the Workiva platform, do not use a soft return. A soft return is when you press Shift Enter. This creates a line break rather than a paragraph break. You can see your soft and hard returns by pressing the Show/Hide non printing characters icon on your top ribbon. If words are not to be broken (like in a name) use a non-breaking space in between. Go to Insert>Symbol>Special Characters>Nonbreaking Space.

A

A

B

- 

Align
Window > Object & Layout > Align
 This tool can align text boxes or images to left, right, horizontally and space items evenly.
- 

Alignment
 Alignment as a paragraph style - justified, centre, left or right.
- 

Align to page alignment
 This feature is not supported in the XHTML conversion process.
- 

Anchoring
 This is where something is attached to another object (i.e. a caption is anchored to the image). Move the image and the caption will follow automatically except for table cells. Please do not use anchored images within text. Placed images in table cells are automatically anchored and we do support that feature.

 Please do not place grouped items in table cells. These cannot be rendered.
- 

Anchor Point
Tools Panel > Anchor Point Tool
 Gives control over the path of a stroke or shape to manually alter its direction or curves.

- 

Asset Links
Window > Links
 In the InDesign software, images are linked from the desktop. For IDML these images will need to be embedded. To do this right click the image in the Links Panel and click on Embed Link. The image is now a permanent feature of the file. Just to note embedded images is a requirement of ESEF and should be in base64.
- 

Arrange
Window > Arrange
 This allows you to order a selected item to the back or front of your document within the same layer. This is referred to as the z-index in web terminology.

- 

Baseline Grid
 Baseline grid is not supported in XHTML. If using a baseline grid designers need to push their paragraph styles as far as possible to replicate the effect.
- 

Baseline Shift
 Baseline is an invisible line where letters sit. Baseline shift moves text up or down from the baseline. Select text then Option/Shift up or down arrow.
- 

Bleed
 Bleed is a print function. The images which are required to go to the edge need to actually go over the edge and then be cropped by the printer. Our convertor will also crop.

B

C

C

**Book****File > New > Book**

The InDesign book format is a collection of InDesign documents that share the same format and can be numbered sequentially. A book can have multiple documents. We do not support the InDesign book format. The XBRL profiler stitches together multiple conversions.

**Bodytext**

The only Paragraph style that gets updated each time with ICML is called 'Bodytext'. Precisely spelled this way. This is because it is used to replace the 'Normal' default style. All other style names from the Workiva platform will NOT update the InDesign styles once they are there.

**Clipping mask**

This is a shape (container) and an image (filling). We only support a single object, image or shape within the clipping mask. We do not support grouped items having a clipping mask applied to them.

**Comments**

Clients/designers should use the Comment Function in the Workiva platform and not leave comments in the text. At this moment there is no way to pass comments to the InDesign software.

**Colours**

Workiva uses RGB colours for web usage. For IDML export RGB colours only.

**Character Styles**

Character styles are exported via ICML and we support character styles in IDML > XHTML conversion.

**Columns**

The Workiva platform can support multiple column layout up to seven of like width. However, the content from ICML export is only one column by default (galley). This can populate many columns in the InDesign software. The InDesign layout will prevail in the XHTML.

**Corners (Rounded)****Object > Corner Options**

This will change the corner size and shape. These are called Squarcles. We support rounded corners in IDML > XHTML.



Consider all screen resolutions. Not enough colour contrast limits web accessibility for some users



Compatible



Avoid



Warning



Info

D

E

F



Drop Cap

This typographic effect is used a great deal in print and not so much in XHTML. The drop cap can be across multiple lines with one or multiple characters at the start of a paragraph. We have limited support for drop caps so please test thoroughly. The workaround advised is to add an image for the drop cap.



Drop Shadow

This effect is not supported in IDML and should be avoided.



Descender

A descender letter is a letter that falls under the baseline for example 'y'. The tail of 'y' is a descender.



Subtle variants don't show on all screens



Effects

Object > Effects

Only transparency is supported. Gradients are not supported.



Ellipse Tool

Use this tool to create oval (ellipsical) or circle (by holding down Shift) which are then ready for colour and/or text.



Ellipse Frame Tool

This is used for creating a frame to place an image into.



Export

Export to IDML format for XHTML conversion.



For ESEF, fonts need to be embedded in the file as base64 code.



Fonts

The first thing to check is that your client has web usage rights to all the fonts used in the report. It is advised that the licensing agreement contains a web font license. Any font (TTF or OTF) can be used because the IDML>XHTML will consume and convert uploaded fonts. Please make sure they are included in the IDML export.

Wingdings or Zapf Dingbats should be used with care and tested in XHTML.



Facing Pages

Created in the InDesign software for print layouts. Pages in the XHTML output will be displayed in order but in single pages only. The iXBRL reader can be developed to display spreads however.



Fill

Shortcut X

For this tool you set a colour and fill a frame.



Consider open source fonts for licensing and web suitability



Compatible



Avoid



Warning



Info

G

G

G



Glyphs

Window > Type & Tables > Glyph

A glyph is a letter/symbol making up a font. This palette will show all the available glyphs in the selected font. IDML will convert these symbols to code (e.g. @ = @).



Gap Tool

Shortcut U

This changes the size of objects but maintains the gap between them.



Gradients

A gradient is a flowing blend between one colour and another or from one tint to another tint of the same colour. We cannot accurately convert InDesign gradients to XHTML.



Gradient Feather Tool

Shift G

This tool allows you to fade an object/shape from opaque to transparent. Point to be aware of is that subtle gradients do not show up on the web due to screen resolution.



Gradient Swatch Tool

Shortcut G

You can adjust your gradient here.



Grids - Baseline Grid

View > Extras > Show Baseline Grid

The baseline grid is a framework that is used to align text. It is only shown in the printable area. It is not supported in IDML>XHTML.



Grids - Document Grid

View > Extras > Show Document Grid

This grid extends to the non-printable area around the page (the pasteboard) so that attributes can be stored for later use.



Group

Object > Group / Ungroup

The Group tool collects any item in the InDesign software and maintains XY coordinates when moving or rotating the group. XHTML does not support grouped items therefore you are required to ungroup all grouped items before conversion.



Guides

Layout > Create Guides

You can manually drag guides from the ruler bar. This is used to create individual guides rather than the document grid.



Compatible



Avoid



Warning



Info

H

I

K



Hand Tool

Shortcut H

This tool is used to grab the actual document and move around in your screen view between the pages or spreads.



Hyphenate

Located in the Paragraph panel

If you tick the hyphenate option in a paragraph style, it allows words to break at the end of the line across to the new line automatically. This is an InDesign function and is partially supported in XHTML conversion.

In certain languages the management of hyphenation is very important. It is advised that designers who are using those languages test thoroughly the IDML>XHTML convertor to make sure they get the effects that they want.



Hierarchical Styles

We support inheritancy (based on) in style pallets, paragraph, character and cell.



Info

Window > Info

Highlight text and then click window>info and it displays how many paragraphs, lines, words and characters. This is a good tool for clients to know how many words they need to fill a text area.



Intent

File > New Document > Intent

This is where you can set the intent of the document (e.g. print, web or mobile). This creates page sizes suitable for the use or platform. On newer versions web and mobile are tabs where you can set the size. For ESEF, the report is shown in a pdf style format so the web or mobile page setup is not necessary.



Kerning

Character palette or Command T

This is where you can increase or decrease the space between individual characters. Kerning can be set in the InDesign software only. There is a word spacing function in the platform but this is not exported in ICML. It is unclear as yet as to how far we will go to support kerning in IDML to XHTML. It is certain that we will support it as part of a style and is certain that we will not support it as an override. This means that designers who break the ICML link to use kerning techniques for widow management cannot do this anymore.



Compatible



Avoid



Warning



Info



Leading/Line Feed

Leading is the space vertically between lines of type. It is measured from one baseline to the next. The InDesign default is 120%. You can change leading in the InDesign paragraph styles panel.



Layers

Window > Layers

Layers help organise a document. The visibility of each layer can be turned on or off. You can lock a layer to prevent items on that layer from being selected. It is often used by designers when coming up with design visuals for clients. Layers can also be used for comments. Delete all hidden layers and layers used for admin purposes.



Line Numbers

Some designers add line numbers as a development feature in the InDesign software often on a hidden layer. Designers should delete these before IDML creation.



Line Tool

**Shortcut **

This creates a single line. It can be edited in the Stroke panel (window>stroke) i.e. weight, colour, etc.

Holding down the shift key keeps the line vertical or horizontal.



Links (Assets)

Window > Links

In the InDesign software, images are linked from the desktop folder. For IDML these images will need to be embedded. To do this right click the image in the link panel and click on Embed Link. The image is now a permanent feature of the file.



Liquid Layout

Window > Interactive > Liquid Layout

This allows for different page sizes across your document and must not be used for IDML export.



Lists

The InDesign software only supports 6 levels of lists whereas the Workiva platform supports more.

Many designers are moving away from encapsulated lists. If you need to use more than 6 levels, just create the right number of paragraph styles with the appropriate indent and space above/below.



Lock

Object > Lock

This locks elements so that you cannot accidentally move them. Designers must unlock before export.



Please remove hidden layers before conversion to XHTML



For ESEF, fonts need to be embedded in the file as base64 code.



Compatible



Avoid



Warning



Info

M

N

O



Margins

Layout > Margins and Columns

With a new document use this function on your master page and this will be set throughout the document. Click on each page if you want to adjust the pages later on.



Markers

Type > Insert Special Character > Markers (Page numbering)

Here you need to create a text frame then click on markers. If this is done on the master document, it will appear on all pages that have been created from the master page. We support page numbers but do not support text variables.



Master Pages

Window > Pages

Master pages are simply templates set up with common attributes e.g. headers and footers, page numbering, logo etc. You can create more masters (e.g. left and right-hand templates for spreads). You drag the master page into the Page panel to place those items.



Measure Tool

Shortcut K

This tool measures between two points and appears in the information bar.



Negative indents

Negative indents are not supported in XHTML.



Nested Styles

Far right of application bar > Drop Caps and Nested styles

A nested style is a style within a paragraph style. It will effectively override the paragraph style. This is not supported together with other style hierarchy.



Notes

Type > Notes

Here you can leave notes or comments for review.



Numbering & Section Options

Layout > Numbering & Section Options

When creating a large report, this helps with navigation.

The sections are shown in the thumbnails in the pages panel. We support automated page numbering.



Object

Top menu > Object

An object in the InDesign software is anything that can be edited ie text frame or image. With this drop down menu you can send the object to back or front, add effects like a drop shadow or transparency. We support limited attributes of object styles. Border, background and colour.



Observed regions

The Workiva platform uses the concept of observed regions for a number of reasons including XBRL tagging. This is reflected in the InDesign software using the tagging panel and can be seen as multi-coloured squared brackets around the ICML content. These brackets do not affect the design in any way.

When splitting a number of text frames, please do not split across an observed region, denoted by the square brackets shown below.

[open/.... split..../closed]



Compatible



Avoid



Warning



Info

O

P

P

**Optical Margin Alignment****Top menu > Window > Type & Tables > Story**

This tool will shift characters like speech marks to create a cleaner line. See example below. We do not support this.

Optical Margin example

↓ ↓ ↓ ↓ ↓

"We have so asserted our station, both in the old time and in the modern time also," said the nephew, gloomily, "that I believe our name to be more detested than any name in France."

"We have so asserted our station, both in the old time and in the modern time also," said the nephew, gloomily, "that I believe our name to be more detested than any name in France."

**Overprint****View > Overprint Preview**

Spot colours are used when colour accuracy is critical. This preview will show you more accurately how the colours will actually look in print. We do not support spot colours. They can be changed in the InDesign software in the colour palette affecting the linked ICMLs.

**Package****File > Package**

This is used when sending the InDesign file to somebody else or good practice for your own information. This brings all the assets together into one folder.

**Page Numbering**

In the pages panel, double click master pages. Add a text frame large enough for your biggest number. Add a text frame to left and right master pages if applicable. Add text, if required, for example 'page' then position where you want the number to go then

Type > Insert Special Character > Markers > Current Page Number

By default, the numbering is 1,2,3 etc.

For different numbering - Layout > Numbering & Section Options

**Pages Panel****Window > Pages**

You can navigate through your pages using the Pages Panel. Here you can add more pages, delete or duplicate.

**Page Tool****Shift P**

This just changes the page size of one page in your document. It will not affect the other pages.

**Paragraph Panel****Window > Type & Tables > Paragraph**

This is used for individual paragraphs rather than using paragraph styles. We do not support overrides.

**Paragraph Formatting Controls****Top Application Bar**

This contains lots of style controls. Access by clicking on the 'A' which is top left. We do not support overrides.

**Paste/paste into****Edit > Paste / Paste in Place**

Please place all images. Do not cut and place multiples of an image. This includes pasting into shapes.



Compatible



Avoid



Warning



Info

P

P

R

-  **Pasteboard**
View > Entire Pasteboard
The Pasteboard is the whole area including the area for non-printed content.
-  **Pen Tool**
Shortcut P
This creates custom lines.
-  **Pencil Tool**
Shortcut N
This creates lines as the pen tool but with more flexibility.
-  **Place**
File > Place
Images should always be placed rather than pasted. Images should be placed at 100% ideally for optimal file size. Images should also be fitted to the frame that they occupy. In other words, images should be cropped to the frame.
-  **Plugins**
All plugins should be disconnected before IDML export.

-  **Polygon Tool**
Tools Panel > Right Click > Polygon
This is supported. Please be careful about placing grouped items within a polygon as this will not be converted.
-  **Preflight**
Window > Output > Preflight
Preflight checks for errors before exporting and packaging in a zip file - things like missing files or fonts, low-resolution images and text overmatter.
-  **Profiles**
Edit > Assign Profiles
Here you can alter the colours of your document without converting colours (e.g. RGB to CMYK).



Clear all pasteboard items for a quicker conversion

-  **Rectangle Tool**
Shortcut M
This creates a rectangle frame ready for text/colour etc. Holding down the shift key creates a square. We support this as a text or image frame.
-  **Relink**
Window > Links or bottom of links panel
Images etc that have been renamed/moved can create an error and it is here where you can relink.
-  **Revert**
File > Revert
This goes back to the previous version of your document. Make sure that you have the current ICML.
-  **Rotate Spread**
View > Rotate Spread
This is only for working on your document. It does not alter print or IDML export.
-  **Rotate Content**
We support rotated content
-  **Rulers**
View > Show Rulers
Rulers can be dragged across from top down or left across.

S

S

S



Scale Tool

Shortcut S

Grab the frame handle and resize.



Scissors Tool

Shortcut C

This cuts a frame or path.



Screen Mode

View > Screen Mode or W

This switches between normal editing mode and preview.



Separations

Window > Output > Separations Preview

This shows all the colours which are being used and can check when one colour is being printed over another (e.g. knockout or overprint). This is an InDesign software only feature.



Shear Tool

Shortcut O/ Object > Transform

This changes shapes to create a more 3D effect by slanting an object. This is supported.



Slug

File > New Document > Bleed and Slug

Slug is a function not often used. It is used for leaving instructions outside the printed area and outside the Bleed area.



Split Story Script

For IDML export, do not split a bulleted item across text frames. The list can be in multiple frames but not an individual bullet.



Smooth Tool

Tools Panel > Under Pencil Tool drop-down menu

This removes/simplifies anchor points on shapes. When placing many shapes in a document, designers need to be aware of the number of points in a shape. It is best to optimise these for successful conversion and optimal file size.



Spreads

Please note that for IDML>XHTML, we process pages, page by page. iXBRL readers can display spreads although this will need some web development from your team. Please note that spreads over three pages cannot be used.



Stroke

Window > Stroke

With this panel, the appearance of lines can be altered.



Styles

Window > Styles

This should be used for setting Paragraph, Character and Cell. This is a time saver and

should be used consistently across your whole document.

Please note that only the border and background of object styles are supported.



SVG

ESMA doesn't allow the <object> tag or <svg> tag so inline presentation is not allowed as we can't read the fonts.

To ensure that the SVG file appears correctly, if embedded in a web page:

1. open the SVG file in an illustration program
2. convert all font characters to outline paths
3. re-export the SVG file and embed that file

Alternatively, you can use web fonts to ensure that the necessary fonts are available on the web server.



Swatches

Window > Colour > Swatches

This panel is your library of colours or tints. Once a colour is applied, like paragraph styles, edits made to a colour choice will change all instances of that colour across the document.



Compatible



Avoid



Warning



Info

T

T

T



Table Measurements

The Workiva platform measures tables in pixels. The InDesign software measures by default in points, but can also do mm, picas and other forms of measurements. To set the correct body text width in InDesign for your desired table width please set In Design units to pixels and therefore you have parity with the platform.



Table

Table tab in the top menu.

Here there are the usual features of the number of columns, rows including height and width. We do not support table overrides in any form for XHTML export.



Table Cells

Avoid putting a text frame within a table cell. We do not support this.



Text colour - inherited

We do not support inherited text colours. This is a feature of the InDesign software often using rule above/below. Please specify an actual colour from the colour palette.



Text frames

Text within a NON-rectangular text frame will not be supported. Please only use rectangular text frames.



Tabs

Tabs must not be used. Ever!



Text Threads

View > Extras > Show Text Threads

Text threads show the text frames that are linked together to create one single flow of text. You can link a text frame by clicking on the square in the bottom right corner of the text box and then clicking again in the following text frame. All linked text frames must be split before conversion.



Text Wrap

Window > Text Wrap

This panel wraps text around images or shapes. We do not support this.



Tracking

Windows > Type and Tables > Character

This reduces or increases the spaces between characters in a sequence of text. This *tracks* everything back and adjusts the whitespace proportionally back. This can be done as part of character and paragraph but cannot be accepted as an override.



Transform

Object > Transform

Here you can flip horizontally or vertically, scale, rotate or shear. Shear is when you slant an object. If an image converts incorrectly please check any transform done in InDesign.



Type Tool

Shortcut T

This tool creates a text frame

Use the Type Tool to create a text frame (just click and drag) for inserting text or click once on an existing frame or shape to transform it into a text frame.



Type on a Path Tool

Shift T

First you need to use the Pen Tool to create a path. Then you click the Type of Path Tool, go over to your path and click just once where you want the text to start. You then type and your letters will follow the path.



Important - Tabs do not exist on the web!



Compatible



Avoid



Warning



Info

U

V

W



Units & Increments

Preferences > Units & Increments

You can set your preferences here for measurements. Pixels are usually used for web design so this should be selected for parity with the Workiva platform.

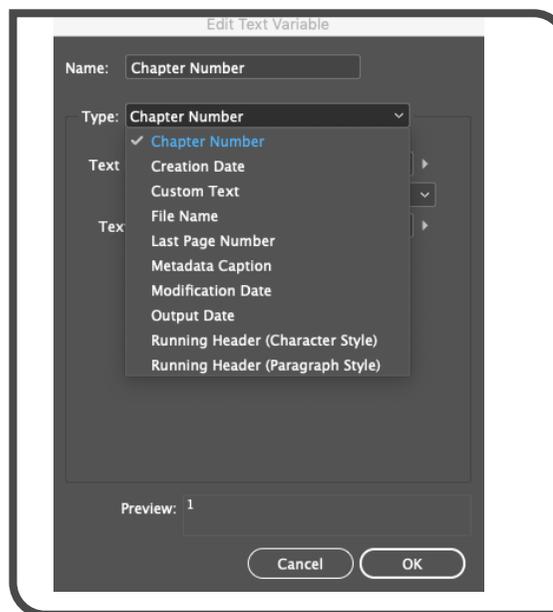


Variables

Type > Text Variables

Text variables can be used within text and text frames. These changes are dependent on a number of factors. Pagination, section, dates, running headers are some ways in which they are used.

We will be discussing whether we will support some of these items in certain circumstances.



Wingdings

Not all browsers understand Wingdings, Webdings and Zapf Dingbats. Best to avoid. There is limited unicode support.



Workspace

Window > Workspace

Workspace controls what panels you have available on your screen. You can click back to 'Essentials' to tidy up your workspace.



Compatible



Avoid



Warning



Info

X

Z



XML

File > Import XML

XML or Extensible Markup Language is a toolset for data. The InDesign software can work with XML files. Using this structure you can tag the content of your InDesign file and use this structured data for use in other applications.

XML tags can be mapped to styles in order to facilitate the formatting of this content. There are systems that work in this way.

The ICML exporter uses the InDesign software's built-in XML structure to facilitate the passing of observed regions from the Workiva platform to ICML, to be retained in the InDesign software, and exported via IDML for conversion to XHTML. These InDesign tags are used to populate XBRL at conversion time.



Zapf Dingbats

Not all browsers understand Zapf Dingbats. Best to avoid.



Zoom Browser

Beware that some browsers complete values based on zoom levels. E.g. line rule weights may look different based on browser and scale used.



Zoom Tool

Shortcut Z

This tool does exactly as it says and it's also great for moving around a spread.



Compatible



Avoid



Warning



Info

Q&A

Document setup

Question: Can I have my report in a landscape format?

Answer: Yes! You can choose the layout in document properties and we do support landscape in xHTML. Much better for screens.

Question: How does the file set up work? Do you take last years InDesign files and convert them in the Workiva platform?

Answer: If you have last year's InDesign file, the easiest way is to export as a Microsoft Word file from the InDesign software. Then import this Word file into the Workiva platform. Check that all the styles have been applied. Note the maximum file size to upload to the Workiva platform is 250mb.

Question: Is there a limit on section sizes that the document is broken into?

Answer: It is best practice that the outline reflects the menu/submenu of your report. This makes it easier for your designer to navigate through the ICMLs. Name your sections to reflect its content.

Table setup

Question: My table(s) is/are missing!

- If you are using localisation in the InDesign software please report this to your CSM. This may affect tables.
- Check the style wrapping around the table in the InDesign software. Default in our ICML export is Bodytext. It's possible that other styles/parameters could cause unforeseen effects.
- Make sure your tables are in fact tables, not tabbed content e.g. 'Table of Contents' material.

Question: How about table styles?

Answer: The Workiva platform exports one table style in the ICML and this is applied to all tables. Adjustments can be made universally across the document via the Table Styles in the InDesign software .

Question: I want to adjust a cell style for one table in my report but not affect the other tables, what should I do?

Answer: If you want to isolate a single table, you do this by adding a light background colour not used elsewhere in the report. This will make this table visible to the designer who can then edit those unique cell style as the unique background tint will generate unique styles.

Question: What are the coloured brackets around the figures in the financial section?

Answer: These coloured brackets do not affect the design. They are there as placeholders for the XBRL and observed regions when you export to IDML.

Question: Two rule weights should appear but only one is showing in the XHTML

Answer: This is the resolution of the page in the browser. Use browser zoom to see more clarity on rule weights. Designers need to be aware of this when setting rule weights. Rule weights below 1px can suffer from resolution issues in many browsers.

Style guides

Question: I have applied styles to all the document in Workiva but I still get auto generated styles in the ICML export. Why is this?

Answer: The Workiva platform does not have bulleted styles in the custom styles pallet. Bullets are created by touching the ribbon. So all bulleted lists will create an auto generated style. It is a good idea to still create and apply a 'bullet' list style in the Workiva platform and then touch the ribbon. From ICML, the designer can easily see the bullet style, whilst ignoring the auto-generated numbers.

Question: Can I add a space to a style name?

Answer: No! Style names must not contain spaces. This is a CSS standard. You can replace the space with an underscore to help with readability if required or use CamelCase.

Question: Should the style sheets be set up in Workiva or InDesign?

Answer: If you have an existing InDesign file, you might want to import these styles into Workiva. You need to follow three steps to guarantee a smooth import. You can also set up your styles in the Workiva platform and import them via ICML to the InDesign software.

Question: Do all files link to the same style sheets and does everything need to be on a style sheet?

Answer: All sections in one Workiva file link to one style sheet. You can copy style sheets from one document in the Workiva platform to another. Multiple documents can be imported into the InDesign software where the style attributes can be manipulated.

Question: Can you do manual overrides in the Workiva platform and do they transfer back into the InDesign software properly?

Answer: It is best practice to not use manual overrides as ultimately these will not convert into XHTML. If you need to use an override, use a style close to it, for example Bodytext but then clicking on the text colour blue. The style will flow through ICML to the InDesign software as an override (ie an auto-generated style) but designers can easily find the style as it will begin with the style that was applied ie in this case Bodytext. Designers can then change the style characteristics from there on.

Question: Can new styles be added once the document is in Workiva?

Answer: New styles can be added at any time and will be added to the InDesign software via ICML when that style has been used.

Colour management

Question: We will need to print the document so how do the colours and final output work? What colours does the Workiva platform use and how can I achieve my CMYK print doc and my RGB PDF?

Answer:

By default, the Workiva platform uses RGB colours and it is best practice for designers to keep to the RGB colour format until they need to create artwork for printing purposes. XHTML output only uses RGB colours. For designers who are concerned about any delay in creating a printable document in CMYK, setting up the colour palette in another document should be considered ready to be imported at the time of need.

Fonts

Question: My headings have got the wrong font weight!

Answer:

- Did you upload your fonts?
- Make sure you have uploaded the correct typefaces by completing a package in the InDesign software.
- Make sure your fonts are TTF or OTF.
- Make sure your font is not corrupt. Try it out on another system.

Question: Can I use a font that is not in the Workiva platform?

Answer: Yes you can, as long as the client has a licence for that font for web usage. The font will need to be included in the IDML export for compliance with the ESEF mandate. The font used in charts will remain the same as in the Workiva platform as charts get exported as SVGs and cannot be edited in the InDesign software.

Question: Can I use the normal style in the Workiva platform?

Answer: It is best practice not to use the 'normal' style in the Workiva platform. The reason is that InDesign software can have issues with this default style so we recommend it is avoided.

Question: What fonts are supported in the Workiva platform?

Answer: Here are the [fonts](#) currently supported. Please contact Support if you would like to add these or other fonts to your account.

Question: Can my font used in the InDesign software export correctly?

Answer: Yes it will, however, you need to make sure you have web usage rights. You need to check your licence. Many font rights are only for print. If in doubt, we recommend you use an open source font. Google open source fonts can be found [here](#).

Question: Can I use any fonts?

Answer: Wingdings, Webdings or Zapf Dingbats should be used with caution and checked in XHTML. Fonts being uploaded to the Workiva IDML>XHTML converter need to be TTF or OTF and must have permissions for use on the web owned by the client.

Question: If an IDML file has a font that is not in the Workiva platform, and this IDML is converted to XHTML, what can we expect from this file?

Answer: If the fonts are not in the Workiva platform, you will need to upload your fonts with the IDML files. Again check licensing across all fonts and weights.

Typographic layout

Question: I have over-lapping text!

Answer:

- Look at the text frames concerned carefully. Are they unlinked? Have they been split properly?
- Where they unlinked before they were split?
- Check for hidden content (overmatter) in your InDesign files shown as a red cross at the bottom right of a text frame.
- Pay attention to the InDesign package report. It will indicate over-set text on certain pages.

Question: Can highlighted text, strikethroughs or other inline effects export to the InDesign software?

Answer: They can but you need to set up a custom style and not use the ribbon for formatting.

Question: Our designer has some extra pages that are not in the Workiva platform. What should we do here?

Answer: If the styling guidelines are followed correctly, this should be ok for IDML>XHTML conversion. Examples of this are pagination, image captions, header and footers etc.

Question: Can justified text work in xHTML?

Answer: We do not recommend that justified text be used over a short measure (width of column). InDesign software has numerous controls for justified text. XHTML does not

Question: How do I add a paragraph break in the InDesign software?

Answer: You cannot add a paragraph break in the InDesign software. This needs to be done in Workiva. Any extra spacing must be achieved with Styles e.g. "SpaceBefore" or "SpaceAfter". To manipulate text in the InDesign software, use linked text frames to control spacing and placement. This means the design will stay in place with subsequent imports of ICML.

Question: Do headers and footers export in ICML?

Answer: Headers and footers do not export from the Workiva platform. Designers can create them in the master pages.

Question: What is the current status of

Workiva footnotes and ICML-export? Is it correct that footnotes in the platform can be used and they export into a separate icml export file?

Answer: Footnotes from the Workiva platform export via ICML to a separate ICML file within the relevant outline folder. In the Workiva platform they are always in the bottom right. As they are separate in ICML export they can be placed anywhere in the InDesign software and data assurance is still relevant.

Question: Last year our pagination changed quite dramatically at a late date, is it quite simple to reorder in the Workiva platf?

Answer: Pagination is done in the InDesign software. Headers and footer content do not transport via ICML. For last minute editing see [The Designer's workshop #4: advanced workflow](#).

Image specification

Question: My images look wrong or are missing!

Answer:

- Check they are embedded, placed at 100%, fully cropped and 72 or 96dpi
- Check they are not flipped in some way.
- Check that the image is not using some sort of InDesign effect.
- Check that there are no secondary effects on top of the image e.g. radial gradient hotspot.
- Ensure images on the right-hand page, starting at the spine do not overlap the left-hand page at all, even by 0.0001 pt. This will result in the convertor thinking this is a left-hand page image only.

Question: How about picture resolution for an ESEF filing?

Answer: For web viewing, 72dpi or 96dpi is standard.

Question: How do the Adobe Illustrator files charts and images show in the Workiva platform? Are they a placeholder image, or are they removed entirely?

Answer: Images can be placed in Workiva as png/ jpg etc (not svg). They will be exported via ICML in an asset folder. When using the IDML process to create XHTML, images are not necessary in Workiva. They only serve as additional location support. Images come from the InDesign software to produce XHTML if the roundtrip is being used.

ICML

Question: I have been working in InDesign software for some time and I have just imported another ICML file. Colour square brackets have appeared which was not there before. What is this?

Answer: The coloured bracket is a placeholder for XBRL and does not alter any design attributes so just ignore it.

Question: I get loads of strange styles when I import ICML into the InDesign software?

Answer: Extra styles will be generated for these reasons:

- No style was applied in the Workiva platform
- A style was added but then altered with the ribbon eg bold or italic
- A bullet list was used
- Linked content

Question: When the file has been exported to the InDesign software, can we continue to make changes in the Workiva platform?

Answer: Yes! It's a good idea to liaise with your design agency when they would like updated content from the platform. Once you send your designer your ICML export, they can continue the design process. When you resend the updated content again, all the design the designer has done, remains intact.

Question: Are there limitations with regards to the size of the ICML file that is sent to the designer?

Answer: Like most files, these should be limited to around 5mb. Very large text files can cause a memory outage in InDesign, partly because the InDesign

software itself is very hungry on memory! If the InDesign software struggles with files up to 5mb, it might be prudent to check other processes going on (antivirus software for example running intermittently).

Question: How do I track when I last exported content to my design team?

Answer: We recommend here that you create a milestone in the Workiva platform each time you export to InDesign. You can then create a blackline between each milestone.

Question: Is there any limitation in the Workiva platform regarding the size of the ICML to be exported, or the IDML to be imported, or the final XHTML / PDF files to be published?

Answer: Different regulators have different file size limits so we advise checking in advance. For exporting to the Workiva platform from the InDesign software and vice versa, there is currently a 2-minute timeout limit. Files need to be uploaded within this timeframe.

IDML

Question: Is it possible to see the XHTML without the iXBRL tags?

Answer: Yes it is possible to see just the XHTML. If the standalone options does not appear in the account, contact your CSM to get this option enabled. You do not see the table style in Workiva. It is part of the ICML export.

Question: Related to the import from InDesign into Workiva, our annual report is 4 columns which is handled by our designer due to its complexity. How will this work?

Answer: When we import an InDesign IDML file into Workiva, we do not import the content into the platform itself. We convert IDML to XHTML which can be downloaded and viewed in your browser. The conversion will be as close as possible to the InDesign layout as long as the guidelines are followed. Columns in InDesign are made up of a single story that flows through them. These columns are connected. In order to convert accurately, you need to use the split frame feature built into InDesign.

Question: I uploaded my IDML file into Workiva but I can only download the XHTML. I cannot preview it in the iXBRL Viewer. Why is this?

Answer: You need to go back to your client and request permission to access the XBRL. Not all users have access to all areas.

Question: Will the IDML export from InDesign change content in Workiva?

Answer: An imported IDML file into the platform will NOT change content. It is converted immediately in XHTML where you can open it in your browser. This file cannot be edited. It would have to be edited in Workiva then ICML to InDesign and then re-exported.

Question: My document fails on conversion!

Answer:

- In addition to all the previous comments, please check the guidelines carefully.
- Make sure all ICML is unlinked.
- Any track changes are committed.
- All text frames are split.
- All items are ungrouped.
- No third party plugins are active or affect our processes.

- Styles are named properly. For example, we saw a file that had a # as the end of a style name. This corrupted the InDesign file itself. Also watch out for a space at the end of a style names.
- Please check for non web compliant image assets.
- Please check for corrupted fonts.
- Please also make sure that your IDML is not corrupted. Try opening it in InDesign again and then re-exporting to IDML from that document itself.
- If you are behind a very strict firewall please make sure this is not causing any issues.
- Try your conversion at another time. It could just be case of network traffic.
- If you have complex shapes in InDesign over many pages, it may be worth converting these to SVG to simplify conversion.
- Remember unlink ICML first before splitting text frames.

All information, content, and materials available in this document are for general informational purposes only. The content on this posting is provided "as is;" no representations are made that the content is error-free or up to date. Designers should test their design in XHTML often and keep back up files at all times.

Adobe, Illustrator, InDesign and Photoshop are either registered trademarks or trademarks of Adobe in the United States and/or other countries. Microsoft and Word are trademarks of the Microsoft group of Companies. XBRL[®] and iXBRL[™] are trademarks of XBRL International, Inc. All rights reserved. The XBRL^{™/®} standards are open and freely licensed by way of the XBRL International License Agreement. Our use of these trademarks is permitted by XBRL International in accordance with the XBRL International Trademark Policy.

Workiva Confidential and Proprietary Information

Support contacts

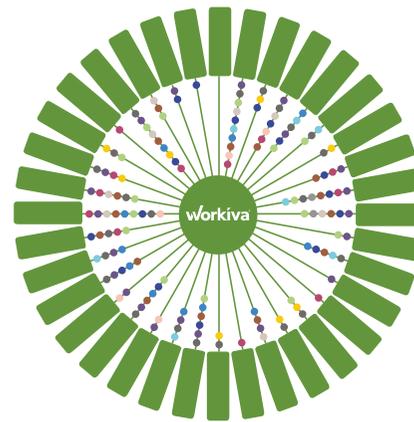
For questions, reach out to your Customer Success manager, or our Support Team.

24/7 Helpdesk

United Kingdom - +44 8000885141 France - +33 801840098 US - 1-877-934-8435

From Europe: 00-800-5005-0080 From the US: 1-800-706-6526

A full list of our global support telephone numbers can be located here Or email our Support Team directly via support@workiva.com



Workiva Inc. (NYSE: WK) simplifies complex work for thousands of organisations worldwide. Customers trust Workiva's open, intelligent, and intuitive platform to connect data, documents and teams. The results: improved efficiency, greater transparency and less risk.

workiva