Text

VALUE="text   "
Any text. If there are any limitations of what you can use, they are described in the tag description.

Numeric Values

VALUE="n "
A number, such as "4" or "0". Any limitations of what you can use are described in the tag description.

Colors

COLOR="#rrggbb |colorname "
Colors can be specified either by its hexadecimal RGB (red-green-blue) value or by a name. There are sixteen supported colornames, actually the colors of the Windows VGA-palette, that are shown below. There is also 123 other colornames specified for Cascading Stylesheets, that are also supported as part of HTML-tags in some browsers. Those ones are not listed here. If an RGB-value is given, it should begin with a "#"-character, though most browsers will recognize the code even if not. Using RGB-values, you will have 16.777.216 different colors to choose between, like #FFFFFF for white and #000000 for black. Many programs can convert between hexadecimal and numeric RGB-codes, including the Color Picker in MacOS 8 There are 216 "web-savvy" colors that will appear as they should on both Windows and MacOS-browsers, that only uses RGB-tripplets built of 00, 33, 66, 99, CC or FF. Palettes for making web-savvy graphics are available for most popular programs, including Photoshop <http://www.adobe.com> and Graphic Converter <http://www.lemkesoft.de>.

Target

TARGET="text _self|_top|_blank|_parent"
Defines the name of the frame or window in which a link will be opened. "_self" will open the link into the current frame (or window), "_top" will open it in the top window, (not a frame) , "_blank" which will open a new window and "_parent" will open it in the frame or window that contains the FRAMESET-tag for the current frame. To stop using frames, use the "_parent" or "_top", and be sure to not capitalize the code.

Font

FACE="font1 ,font2 ...]]"
The name of one or many fonts. If the first font is not available, the browser will use font2, and so on, instead. The font is not embedded in the page, therefore you should only use fonts that is available on most computers. All Macs have "Helvetica" installed, which is similar to "Arial", available in most Windows-systems, so FACE="Helvetica,Arial" would take effect on most computers. Netscape Navigator 2.0 and earlier does not support different fonts. IE NS3

URLs

HREF="url
A URL, Uniform Resource Locator, is the address to a file on the same or another server. To link to a page in the same directory (folder), use HREF="page", or optionally HREF="./page". To link to a page on another server, use HREF="http://server". To link to a page on the same server but in another directory (folder), use either HREF="/directory/page" that starts from the root-level of the server, HREF="../page" that goes one directory closer to the root directory related to the current directory (or the one defined in the BASE HREF-tag), or HREF="directory/page" that will open a page in a folder that is located within the current folder. The easiest way is to only use so called "absolute" addresses, that will work the same way no matter where the current page is located. URL:s tha does not start with "http://" (or "ftp://", or similar) are called "relative" addresses since they are related to the location of the current page.

The URL may in most cases also be an email-address, which then needs a "mailto:" addition to the URL, for example HREF="mailto:carl.backstrom@gfk.se". To define the default subject of the message, many people use to add a "?Subject=Subject" string, such as HREF="mailto:carl.backstrom@gfk.se?Subject=Hi Calle". Defining the subject in this way works in most of the popular browsers, though it is not a part of the HTML-definitions, and it's not recomended.