page.tpl.php

$logo The path to the logo image, as defined in theme configuration.

$site_name The name of the site, empty when display has been disabled in theme settings.

$site_slogan The slogan of the site, empty when display has been disabled in theme settings.

$mission The text of the site mission, empty when display has been disabled in theme settings.

$search_box HTML to display the search box, empty if search has been disabled.

$primary_links An array containing primary navigation links for the site, if they have been configured.

$secondary_links An array containing secondary navigation links for the site, if they have been configured.

$left The HTML for the left sidebar.

$breadcrumb The breadcrumb trail for the current page.

$title The page title, for use in the actual HTML content.

$help Dynamic help text, mostly for admin pages.

$messages HTML for status and error messages. Should be displayed prominently.

$tabs Tabs linking to any sub-pages beneath the current page (e.g., the view and edit tabs when displaying a node).

$content The main content of the current Drupal page.

$right The HTML for the right sidebar.

$node The node template file.

$feed_icons A string of all feed icons for the current page.

$footer_message The footer message as defined in the admin settings.

$footer The footer region.

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node.tpl.php

$title the (sanitized) title of the node.

$content Displays either a list of node teasers (e.g. default front page) or the full content of one node. When combined with other contributed modules this variable may also printing out other "stuff" like a calendar or a list of categories.

$picture The authors picture of the node.

$date Formatted creation date.

$links Themed links like "Read more", "Add new comment", etc.

$name Themed username of node author.

$node_url Direct url of the current node

$terms the themed list of taxonomy term links.

$submitted themed submission information.

$comment_count Number of comments attached to the node.

$created Time the node was published formatted in Unix timestamp.

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block.tpl.php

$block->subject Block title

$block->content Block content

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Drupal Coding Standards

CSS http://drupal.org/node/302199

Markup http://groups.drupal.org/node/6355

PHP http://drupal.org/coding-standards

Accessibility
http://groups.drupal.org/node/18595