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S&S Style Guide

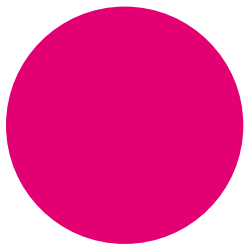
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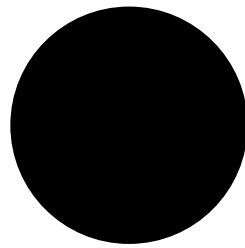
S&S Color

COLOR PALETTE



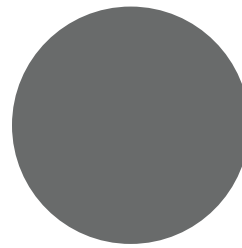
R,G,B: 226,0,116
HEX: #E20074

Primary color. Used for text & to denote positive sentiments. Also as a main call to action/active/hover state



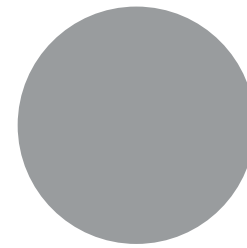
R,G,B: 105,106,108
HEX: #000000

Used for text usually smaller than 12px.



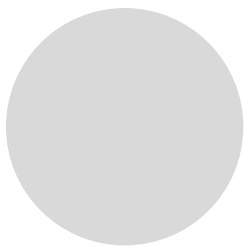
R,G,B: 105,106,108
HEX: #E696A6C

Used mainly across all widgets as primary font color.



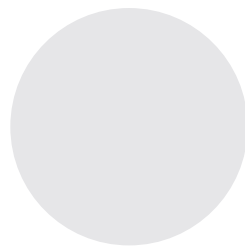
R,G,B: 153,155,157
HEX: #E696A6C

Used mainly across all widgets to denote negative sentiments



R,G,B: 216, 216, 216
HEX: #D8D8D8

Used on buttons to denote a deactive/disabled state



R,G,B: 230, 231, 116
HEX: #E5E6E7

Used for all main headers of the widgets



R,G,B: 230, 231, 116
HEX: #E6E7E8

Secondary color



R,G,B: 246, 243, 244
HEX: #F6F3F4

Secondary color used mainly as a background color

**The main background color for all widgets remains white (#FFFFFF).*

Typography

H1 Headline

Font Family - Tele-GroteskHal
 Font Size: 34 PX; Line Height: 36 PX;

H2 Sub Headline

Font Family - Tele-GroteskHal
 Font Size: 24PX; Line Height: 27 PX;

H3 Title Text

Font Family - Tele-GroteskFet
 Font Size: 20PX; Line Height: 24 PX;

H4 Sub Title Text

Font Family - Tele-GroteskHAL
 Font Size: 18PX; Line Height: 21 PX;

H5

Body Copy
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed lobortis ornare neque eu hendrerit. Pellentesque congue quam eget ante porttitor tristique. Quisque sodales justo et lectus facilisis, eget dictum purus.
 Font Family - Tele-GroteskHAL
 Font Size: 16PX; Line Height: 18 PX;

H6 PURCHASE DATE

Font Family - Tele-GroteskHal
 Font Size: 14 PX; Line Height: 18 PX;

H7 In line text

Font Family - Tele-GroteskHal
 Font Size: 12PX; Line Height: 15 PX;

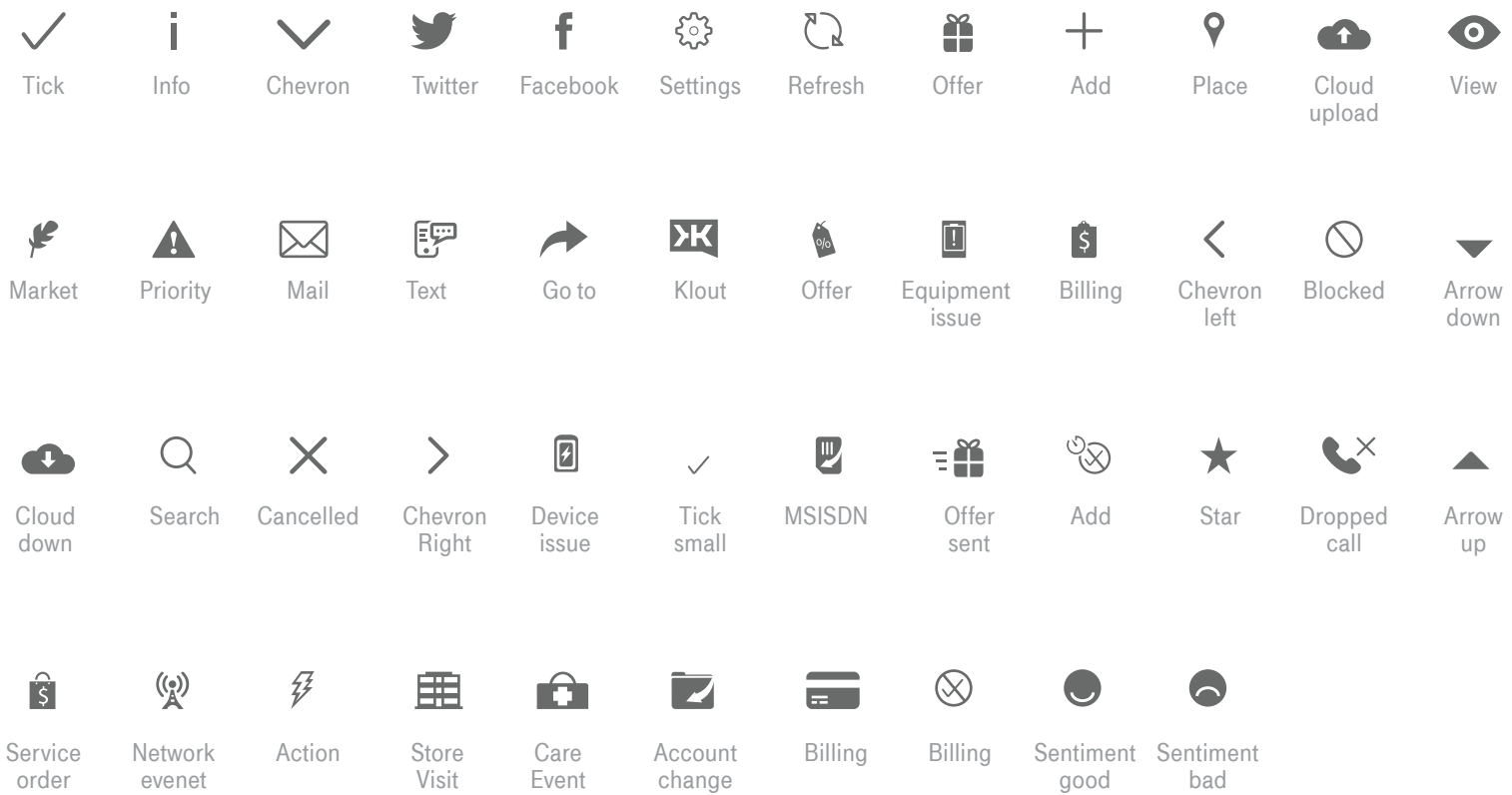


example shown

*The above format will be used on all widgets with the exception on the infographics/dashboard widgets

Iconography

All Icons



Icon States

There are 3 states in which the icons could be used.



Chevrons



The chevron is used for all items that expand or to provide access to more information. For instance, drop downs, accordions, and the timeline. This chevron can be used at mulitple sizes to suit the design

Customer touchpoint icons



Customer Touchpoints widget contains icons that signify the type of event on the timeline and information panel.

Iconography contd...

Recommendations Criteria icons

There are 5 icons used across all cases.



*The above icons have two states within the criteria panel - i.e. an on(dark)/off state(light)
Dark Gray shading denotes criteria applicability; Light Gray shading denotes criteria not applicable

RECOMMENDATION TYPE: ACTION



RECOMMENDATION TYPE: OFFER



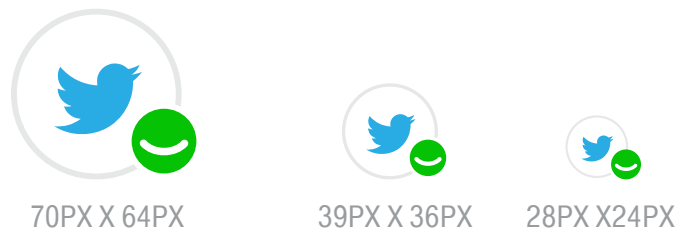
EXPAND SECTION



COLLAPSE SECTION



Social Icons with Sentiments



DENOTES A POSITIVE SENTIMENT



DENOTES A NEGATIVE SENTIMENT



DENOTES A NEUTRAL/UNKNOWN SENTIMENT



TWITTER
#29ABE2

FACEBOOK
#3B5998

KLOUT
#E24923

NOT AVAILABLE
#696A6C

*Social icons that have data will appear in their respective colors. Not available data is shown in Dark Grey;

UI Bits, Dropdowns, Buttons etc.

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Recommendations Widget - Accept Decline buttons



PRIMARY BUTTON: MAGENTA, 1PX STROKE; #E20074; TELE-GROTESKHAL, 16PX; 4PX CORNER RADIUS;

SECONDARY BUTTON: DARK GREY, 1PX STROKE; #696A6C; TELE-GROTESKHAL, 16PX; 4PX CORNER



PRIMARY BUTTON: MAGENTA, 2PX STROKE; #E20074; TELE-GROTESKHAL, 16PX; 4PX CORNER RADIUS;

SECONDARY BUTTON: DARK GREY, 2PX STROKE; #696A6C; TELE-GROTESKHAL, 16PX; 4PX CORNER RADIUS;

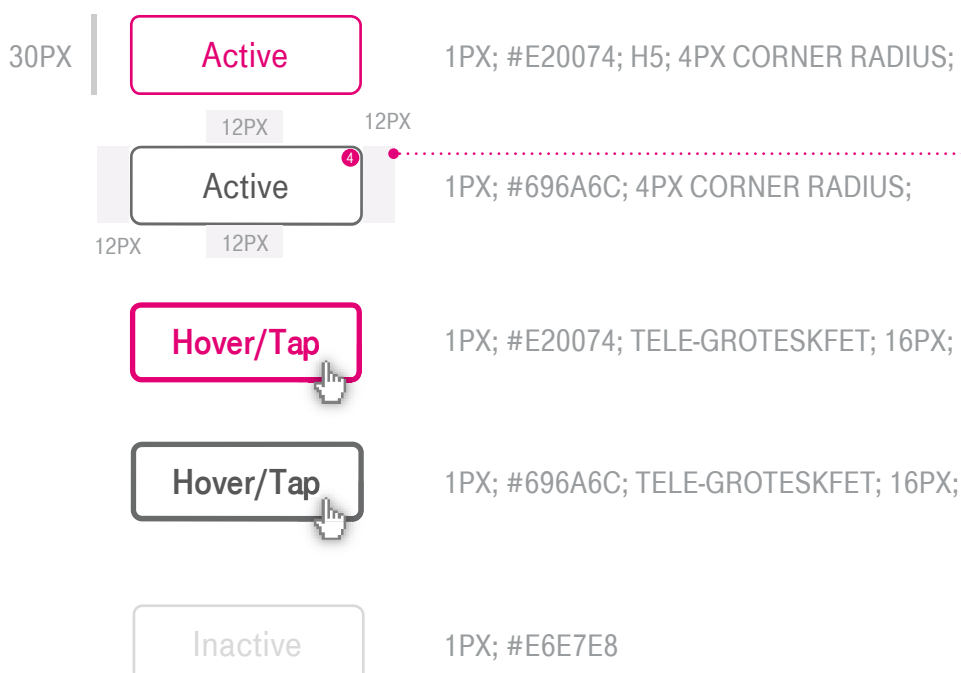
Recommendations Widget - Accept Decline buttons



Recommendations Widget - Criteria chooser Dropdown



Button States

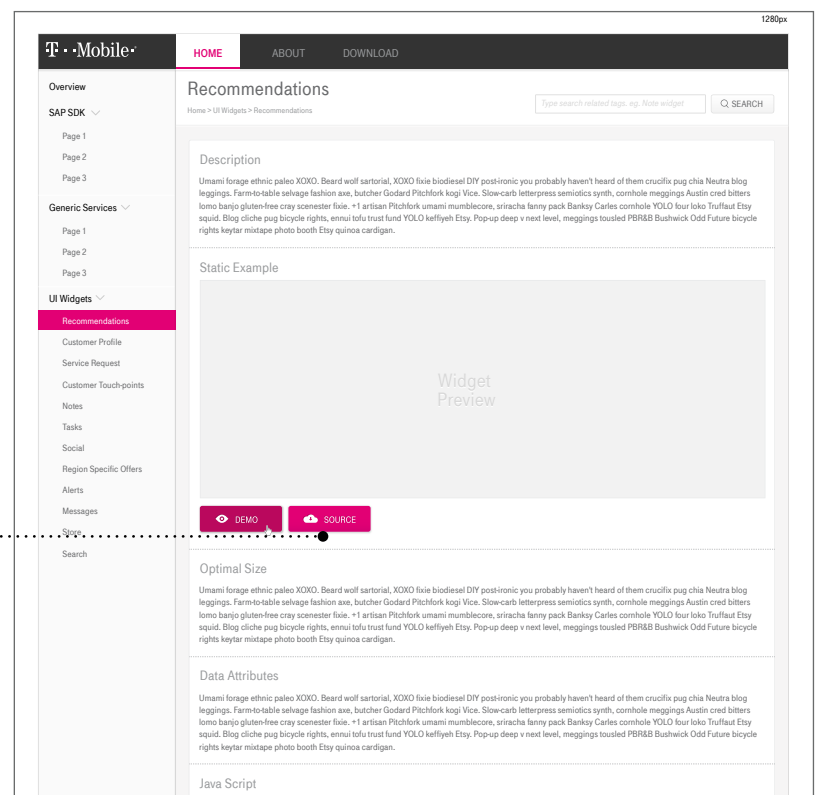
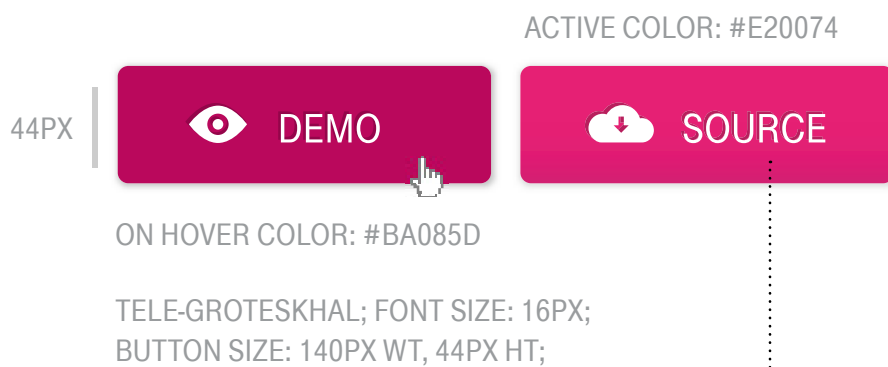


**A minimum distance of 12px should be kept around the buttons at all times.*

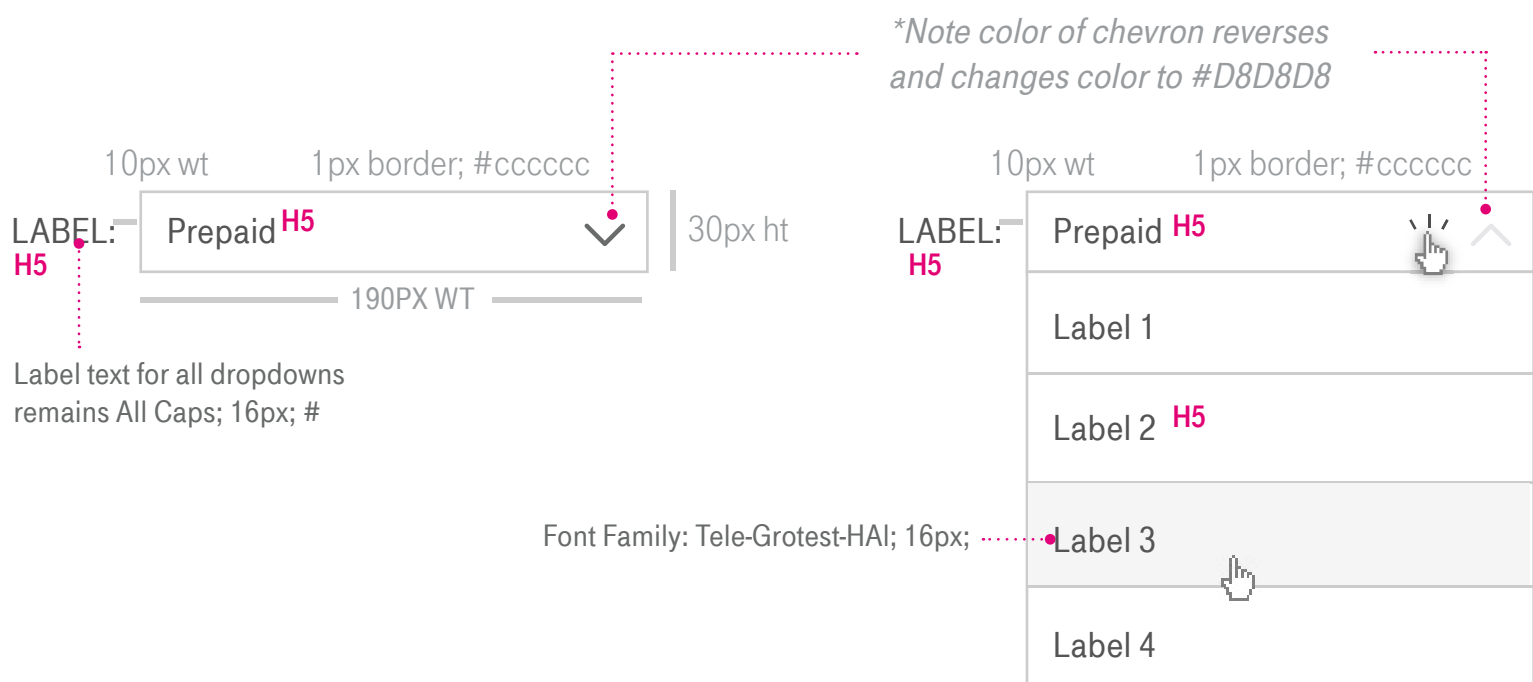
UI Bits, Dropdowns, Buttons etc. contd...

Other buttons

Buttons used on home page for widgets



Dropdowns

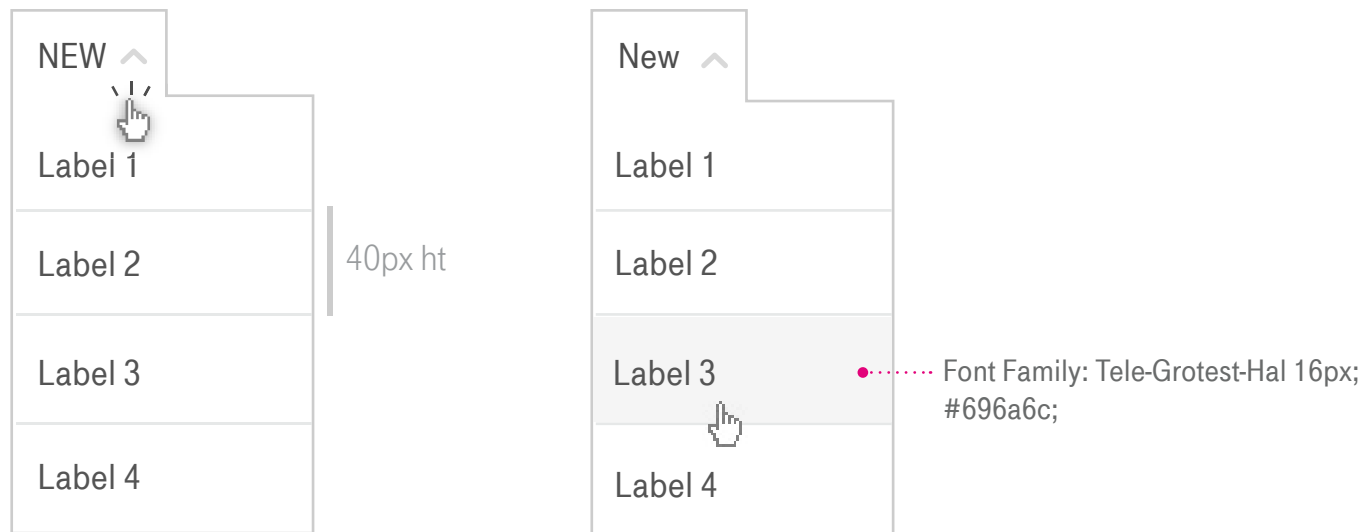


UI Bits, Dropdowns, Buttons etc. contd...

Service Request dropdown type



example shown



*Above examples shows the treatment of dropdowns expanded for the service request widget.

Example text field box



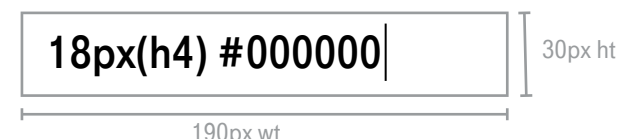
Font Family: Tele-GrotestHal;
Italic;16px; #cccccc;

Example disabled field box



Font Family: Tele-GrotestHal;
Italic;16px; #999bd9; Background color: F0F0F0;

Example active text field box



Font Family: Tele-Grotest-Fet;
Italic;18px; #000000; Used when text field is active

