

# MY VERIZON STYLEGUIDE 2012-13

# TABLE OF CONTENTS

|                       |    |                   |    |
|-----------------------|----|-------------------|----|
| PRINCIPLES .....      | 3  | Pagination        |    |
| BRAND VOICE .....     | 7  | Error Messages    |    |
| THE GRID .....        | 11 | Notifications     |    |
| Grid Overview         |    | Tooltips          |    |
| Modular Grid          |    | Tables            |    |
| Layouts               |    | Bullet Points     |    |
|                       |    | Lists & Links     |    |
|                       |    | Modals            |    |
| TYPOGRAPHY .....      | 20 | MODULES .....     | 52 |
| Fonts                 |    | Overview          |    |
| Hierarchy             |    | Collapsed         |    |
| Marquee               |    | Expanded          |    |
| Page headline         |    | MARQUEE .....     | 56 |
| Section title         |    | Overview          |    |
| Secondary title       |    | Spacing           |    |
| Section Subtitle      |    | Lifestyle         |    |
| COLOR SCHEME .....    | 28 | Product Upsell    |    |
| The Palette           |    | Management        |    |
| NAVIGATION .....      | 31 | What not to do    |    |
| Masthead              |    | ICONS .....       | 63 |
| Drop-down Menu        |    | Overview          |    |
| I Want to Menu        |    | The Grid          |    |
| Left Navigation       |    | The Process       |    |
| Footer                |    | Illustration      |    |
| VISUAL ELEMENTS ..... | 37 | Flat Icons        |    |
| Buttons               |    | Spacing           |    |
| Tabs                  |    | Illustrated       |    |
| Fields                |    | Devices & Bundles |    |
| Drop-downs            |    | Spacing           |    |

# PRINCIPLES

# OUR VISION

My Verizon is the go-to destination for Verizon customers to manage their account and services. Simple and straightforward, the site both educates and motivates customers to take full advantage of their online services by tailoring the experience to their individual needs and preferences.

# PILLARS

## PERSONAL

Knows my preferences, what services I have and easily adapts to my needs.

## TRANSPARENT

Helps me manage my account in a clear and straightforward way, emphasizing simplicity, intuition and ease of use.

## PLAYFUL

Presents information to me in a fun and interesting way, promoting emotional engagement.

## HELPFUL

Guides me through simple breakdowns of important information that help me understand how my services work, and enable me to solve issues by myself.

## EMPOWERING

Encourages me to get the most out of my services, by making it easy to explore all available offerings, and connect with other customers about what they've found.

# VISUAL DESIGN PRINCIPLES

## PLAYFUL, BUT TASK ORIENTED

- Focus on primary tasks, simple and digestible.
- Do a lot with less, no unnecessary elements.
- Clear, straightforward information design.
- Sensitive to weight, balance and scale.
- Clever use of white space.

BRAND VOICE



# BRANDING FRAMEWORK

## VERIZON.COM VS. MYVERIZON.COM

While Verizon.com is a purchasing and information destination for a general audience, My Verizon is an account management tool, focused on specific services and preferences for each existing customer—gently encouraging them to take full advantage of the services that come with their subscriptions.

And therefore, the voice of My Verizon takes a more casual, familiar tone than that of Verizon.com.



FRIENDLY  
FAMILIAR  
HELPFUL  
PERSONAL  
EMPOWERING

#### OVERALL TONE

My Verizon seeks to make a user's journey individualized, easy, and enabling, no matter what area of the site they are in; from registration and billing to upgrades and error messages.

With headlines that peak curiosity, and body copy that is slightly more playful—but still helpful and actionable—My Verizon is a friendly and useful personal assistant for users everyday management of their Verizon account and entertainment preferences.



# TONE

## HEADLINE

### GOAL: ATTRACT TO LEARN MORE.

**Attention-grabbing, short, concise, often with a playful twist.** Rather than traditional marketing language, My Verizon headlines use somewhat unexpected messaging to peak curiosity and attract users attention.

## BODY COPY

### GOAL: UNDERSTAND AT A GLANCE.

**Personal, helpful and informative.** Body copy maintains the messaging tactics of the headline while providing succinct copy that explains each feature, benefit, etc. in a clear, plain way—helping users understand what My Verizon has to offer, enabling them to take full advantage of it.

## CALLS TO ACTION

### GOAL: SET EXPECTATIONS FOR THE NEXT STEP, ENCOURAGE CLICK THROUGH.

**Short, direct, and to the point.** Our CTA's more accurately direct users to the next destination—simply and concisely. Steering away from the typical “Learn more” and “Explore” CTA language, our CTAs should tell people more accurately what action will be expected of them on the next page.

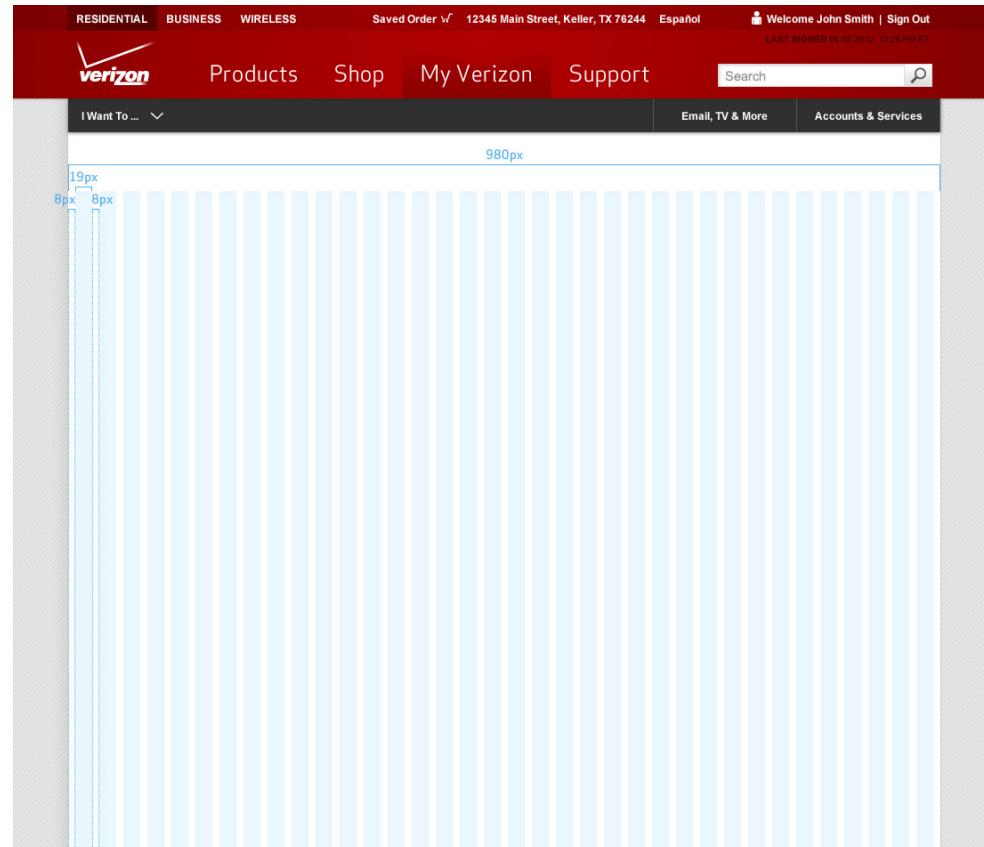
THE GRID

# GRID OVERVIEW

Grid systems provide a visual framework that ensures design consistency throughout the site and across platforms.

My Verizon's universal grid must be followed on every page of the site to maintain consistency. It is comprised of a **980px-wide fixed layout**, optimized for tablet use, divided into **36 vertical units of 19px with 8px gutters**.

**Note:** The Verizon site header is used throughout the Verizon site ecosystem, and uses its own grid system. For more detailed information, reference pg. 32 of this guide.



# MODULAR GRID

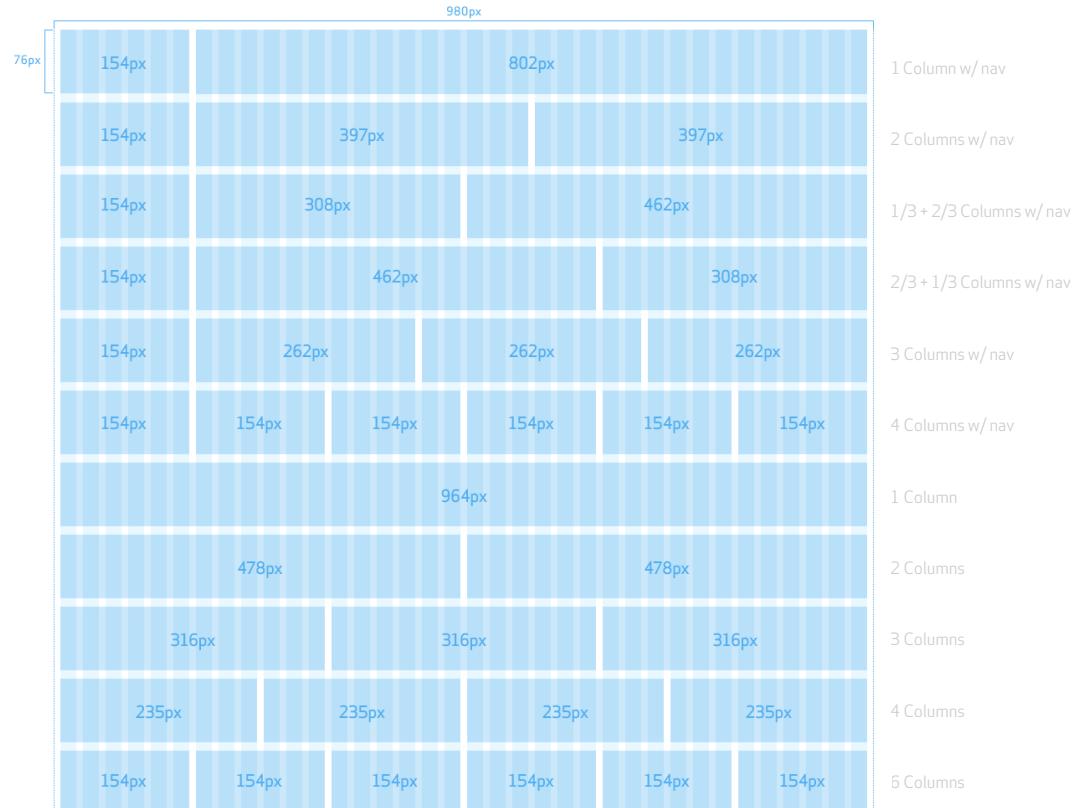
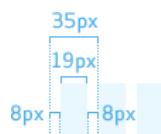
The grid system is divided into smaller units, which provide a flexible and simple method to organize information hierarchy. These sub-units provide a guideline to structure visuals and copy so a user can easily scan and navigate a page. They also comprise the various layouts used throughout the site.

## VERTICAL UNITS

When it is possible, use multiples of **76px** to define vertical measurements, and avoid designing page modules with arbitrary heights. Several portions of the site have been designed with this unit in mind. **Example:** each left nav item is **76px**, so four nav items line up with the marquee space ( $76px * 4 = 304px$ ). The goal here is to design pages that do not look like a collection of odd sized strips and modules.

## MARGIN

When placing content, maintain a **lateral margin of 35px**. Also, keep an initial **27px indent** in all units. The left-most blocks' 35px margin already includes the necessary indent.



A layout consisting of a left navigation and 2-column content units would have the following measurements:

$$\begin{aligned}
& 154px \text{ (left nav)} \\
& + 794px \text{ (2 x 397-pixel columns)} \\
& + 8px \text{ (gutter separating both columns)} \\
= & 980px
\end{aligned}$$

**LEFT NAV:** 154px

(6 x 19-pixel units) + (5 x 8-pixel gutters)

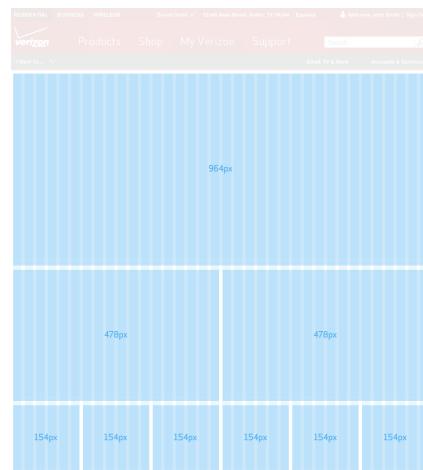
**2 COLUMNS:** 397px each separated by an 8-pixel gutter  
(15 x 19-pixel units) + (14 x 8-pixel gutters)



# LAYOUT: NO NAV

This layout (modular grid below) is used for pages with no left navigation. It has been developed to accommodate 1, 2, 3, 4 and 6 columns to place content.

The layout has a 35px lateral margin, as well as 27px initial indent in each unit.



The unauthenticated homepage layout uses:

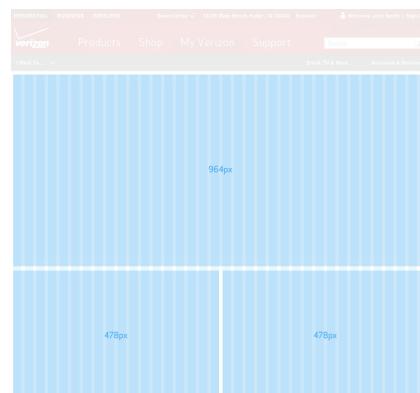
- 1 column for the hero area
- 2 columns for content touts
- 6 columns for the footer

# LAYOUT: INTERSTITIALS

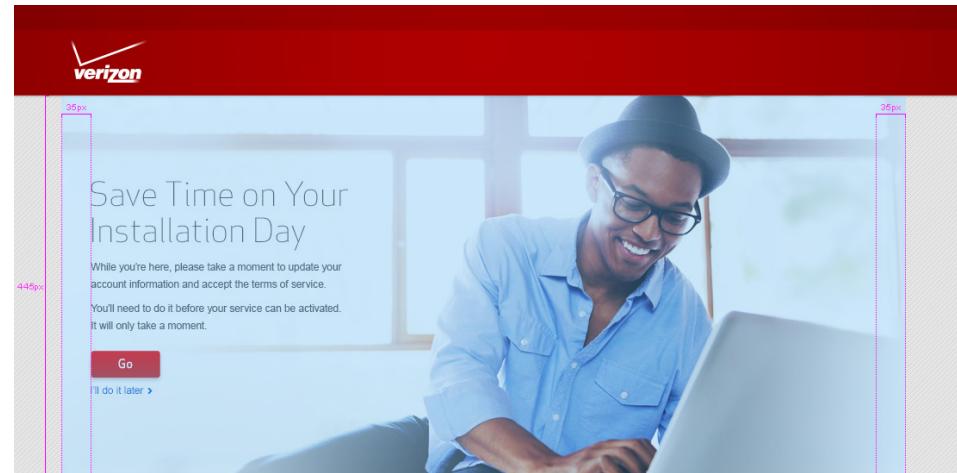
This layout is used in unauthenticated pages to alert the user to important information or a needed action.

When the message is short, the layout (A) consists of a marquee space sized to match the unauthenticated homepage hero.

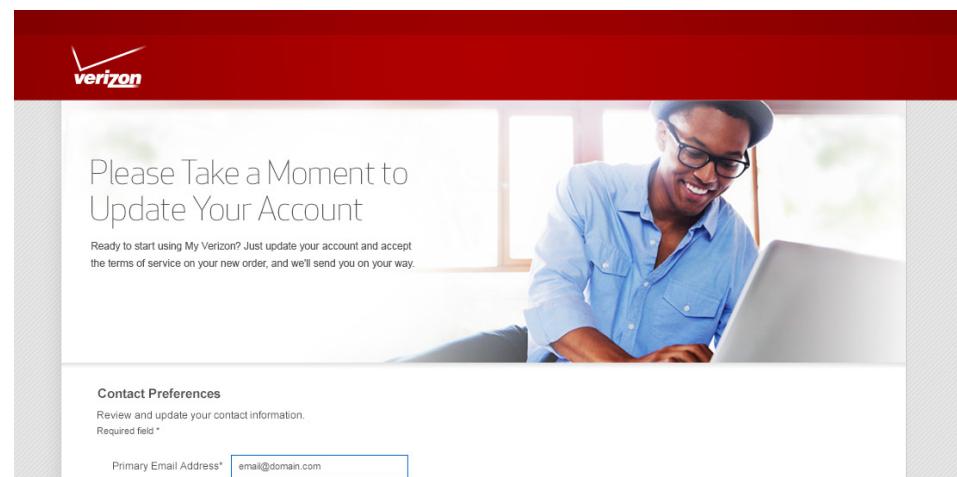
When the information is complex or requires further action from the user, the layout (B) is comprised of a marquee and a content area. The marquee follows the established guidelines in pg. 56, and the content area follows the no nav modular grid below.



Layout A



Layout B

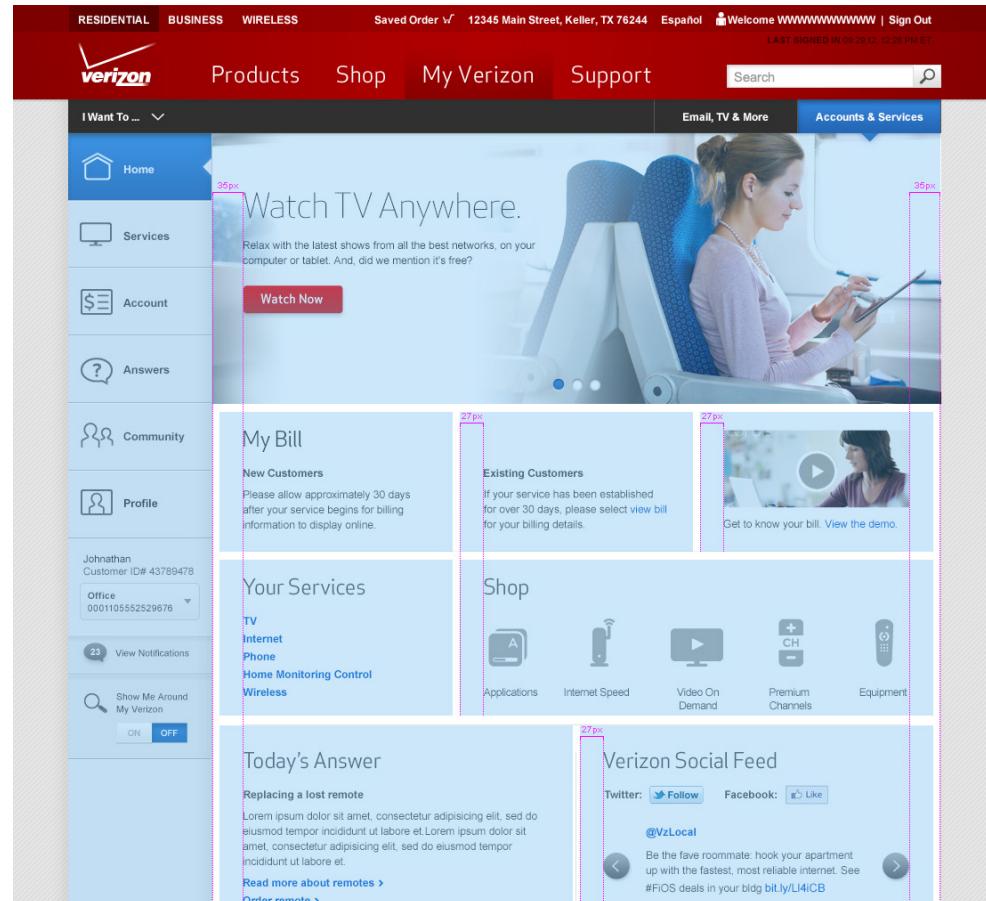
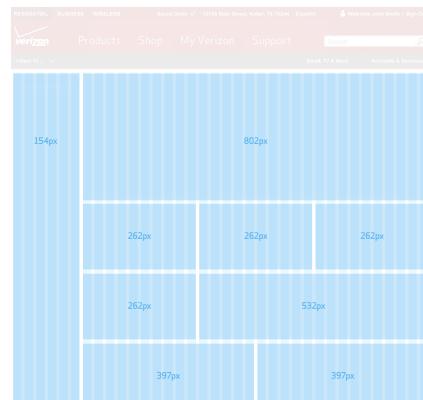


# LAYOUT: NAV + HERO

This is the basic site layout comprised of a left navigation, a hero space and the content area. It maintains the 35px margin within the content and marquee areas.

The marquee space is used to highlight information or upsell products or services. If this is unnecessary, you can use an authenticated layout with no hero (next page).

When using this layout, be aware that the modular grid only supports 1, 2, 3 and 5 column designs excluding the left navigation (see modular grid below). The hero space is one column (802px), and 4 vertical blocks (304px).

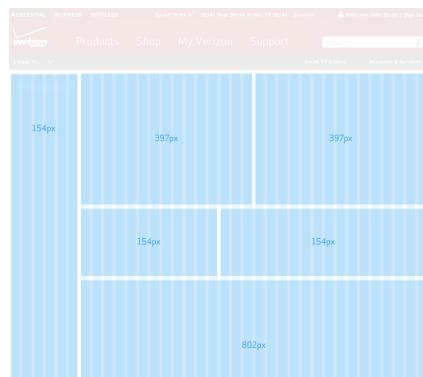


The authenticated homepage, uses a left navigation, 1 column for the hero, and 2 and 3 columns for content.

# LAYOUT: NAV+CONTENT

This simple layout consists of a left navigation and a content area. It is used for authenticated, content-heavy pages. For content that can be grouped use modules, see pg. 19.

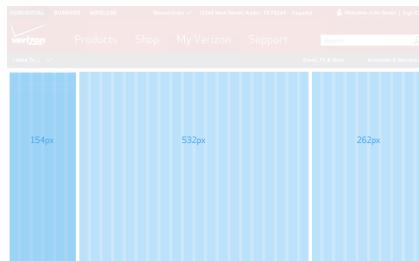
This layout does not include a hero space. If you need to highlight information, please use the layout in the previous page.



# LAYOUT: 3 COLUMN

This layout is only used in the payment pages. There is no marquee space, and it maintains a fixed right column that showcases important information and links throughout the user flow.

The content area maintains the 35px margin and is limited to 3 columns.



**Bill & Payment**

The auto-renewal for National was cancelled on 05/01/2012 (SSP Order ID: 1234567890). Your account was updated. The current season will be billed unless it is cancelled by 05/10/2012.

**Total Amount Due**

by June 17, 2012      \$140.42      Pay Bill

|                                  |           |
|----------------------------------|-----------|
| Previous Balance                 | \$140.42  |
| Payments Received - May 17, 2012 | -\$140.42 |
| Balance Forward                  | \$0.00    |
| Adjustments and Credits          | \$0.00    |
| New Charges                      | \$140.42  |

**New Charges**

Statement Dated 5/22/2012

|  |                |          |
|--|----------------|----------|
| Current Activity                               | View Details > | \$156.97 |
| Specials & Promotions                          |                | -\$28.49 |
| Taxes, Governmental Surcharges and Fees        |                | \$3.67   |
| Verizon Surcharges and Other Charges & Credits |                | \$8.27   |
| Total New Charges                              |                | \$140.42 |
| Balance Forward                                |                | \$0.00   |

**My Messages**

New Choices. More Value  
Check out the latest plan, speeds, features and hot offers.  
[Explore Your Upgrade Options >](#)

**Need Help?**

**Bill & Payment Tutorial**

Watch the video above and get to know our online Bill & Payment process.

**Account #:** 76 9000 6449006673 07  
Enter your ten digit number 212-555-5555. Use 6449006673 if asked for the three digits following your account number.

**Online Help**

Chat with our automated customer service agent.  
[Chat Now >](#)

**Make Payments the Easy Way**

Enroll in Auto Pay

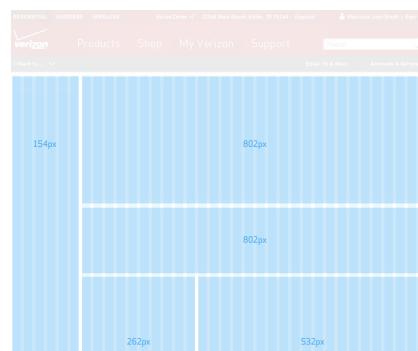
# LAYOUT: MODULES

Modules are used to house complex user interfaces and management settings by service categories (i.e. television). Each module has an open and closed state which limits the amount of information shown on screen so users are not overwhelmed. Inside the modules, information is grouped and navigated by a touch-friendly tab system.

Module layouts maintain the basic nav + hero + content layout; however, they include an “inside tray” in the content area that holds all the modules for easy access. This inside tray includes an **additional 27px margin** to accommodate the space needed by the tray and the modules.

When there is only one module on a page, it stays expanded to make it easier for users to access the content, otherwise modules should always stay closed in the default state.

For more details on module spacing and content layout, reference pg. 52.



| Title         | Artist        | Time |
|---------------|---------------|------|
| Loose Caboose | Henry Mancini | 3:09 |
| The Beat      | Henry Mancini | 2:26 |
| The Chaser    | Henry Mancini | 3:01 |
| Megeve        | Henry Mancini | 3:34 |
| Bijou         | Henry Mancini | 2:07 |
| Lightly Latin | Henry Mancini | 3:24 |

# TYPOGRAPHY

# TYPOGRAPHY: FONTS

My Verizon uses a simple typographic system comprised of 3 fonts. The limited amount of typefaces was chosen to reduce the amount typographic classes from page to page and also for the font's legibility.

Verizon Apex is the main display font, and used primarily in headlines. It is a fresh and modern sans design, forward-looking but not futuristic. As a display font, it helps highlight important information.

Arial is mainly used for body copy. It is a core web typeface that has been designed to read on screen. It is practical and has great legibility, even in small sizes.

Verizon Apex, Book

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Arial, Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Arial, Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

# HIERARCHY

A typographic hierarchy is an organizational system that defines how page content is read. The use of size, weight, spacing and placement of text help emphasize or de-emphasize information and define visual hierarchy and page readability.

The goal is to create a consistent flow throughout page types while drawing attention to areas of important information.

My Verizon uses seven different type sizes defined by their intended application (see right column).

## Marquee Space

# Hero Headline

Verizon Apex, Book, 38/48, -40, #525252, Crisp, Initial Caps

## Hero Subhead

Verizon Apex, Book, 20/22, #525252, Crisp, Initial Caps

## Page Titles

### T1 Page Headline

Verizon Apex, Book, 24/26, #525252, Crisp, Initial Caps

### T2 Section Title

Verizon Apex, Book, 18/22, #525252, Crisp, Initial Caps

### T3 Alternative Title

Arial, Bold, 14/16, #525252, Crisp, Initial Caps

### T4 Section Subtitle

Arial, Bold, 12/17, #525252, Crisp, Initial Caps

### B1 Body Copy

Arial, Regular, 12/17, #525252, Crisp, Sentence case

# MARQUEE

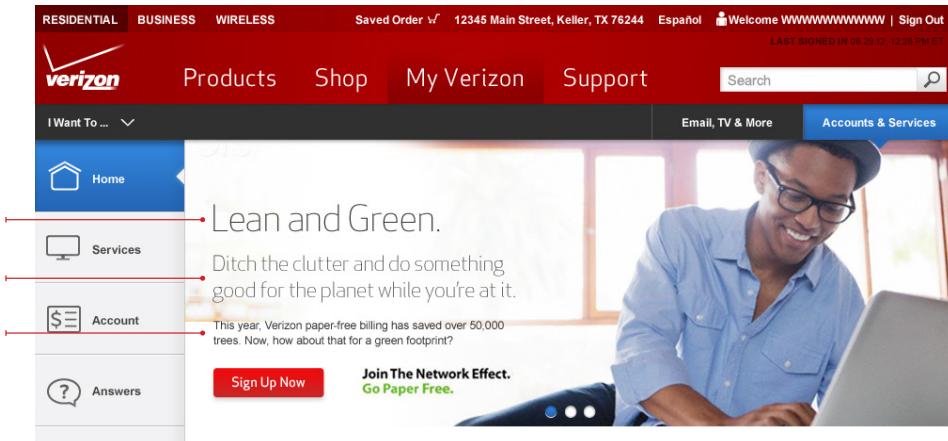
Three fonts are used in the marquee. Keep messaging short, direct and digestible. For more details, reference the marquee section on pg. 56.

## H1 HERO HEADLINE

Verizon Apex, Book, 38/48, #525252, Crisp, Initial Caps

Headlines are intended to persuade and intrigue readers to view specific messaging.

Use this class exclusively for the main headline in the marquee space. Because it has the most prominence on the page, use it strategically and keep it short and to the point.



## H2 HERO SUBHEAD

Verizon Apex, Book, 20/22, #525252, Crisp, Initial Caps

Not all messages in the marquee section will need a subhead. When it is not necessary, use only the headline and body copy classes.

## B1 BODY COPY

Arial, Regular, 12/17, #525252, Crisp, Initial Caps

When using body copy, make sure the background has enough contrast so the content can be ready easily.

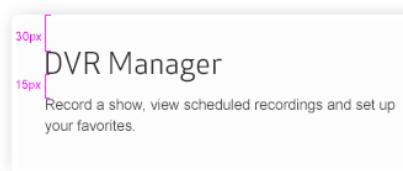
# PAGE HEADLINE

## T1 VERIZON APEX, BOOK 24/26

#525252, Crisp, Initial Caps

Page headlines are used to tell the reader where they are and what kind of information they can expect to find. It is also used as the main title in modules.

**Spacing:** 30px before and 25px after.



## Homepage

A screenshot of the Verizon homepage. On the left, there is a sidebar with links: Home, Services, Account, Answers, Community (red circle labeled "T1"), and Profile. The main content area features a large image of a woman sitting in an airplane seat, looking at a tablet. The text "Watch TV Anywhere." is displayed above her. Below the image are sections for "New Customers" and "Existing Customers". A video thumbnail on the right shows a woman with the text "Get to know your bill. View the demo."

## Page Title

A screenshot of a page titled "Bill & Payment". The title is enclosed in a red circle labeled "T1". Below the title, there is a message about account cancellation and a "View Details" link. To the right, there is a sidebar with "My Messages" and "Explore Your Upgrade Options".

## Module Title

A screenshot of a module titled "DVR Manager". The title is enclosed in a red circle labeled "T1". Below the title is a sub-headline: "Record a show, view scheduled recordings and set up your favorites." To the right is an image of a digital video recorder (DVR) with the time "12:45" and a "Manage" button.

# SECTION TITLE

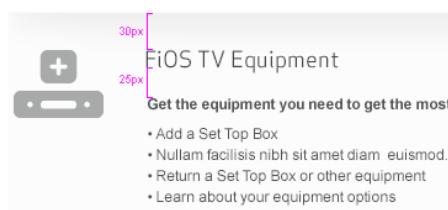
## T1 VERIZON APEX, BOOK 18/22

#525252, Crisp, Initial Caps

Section titles are used to label information on a page or module. Mainly they are used next to/above/below an icon, or when a section needs a strong title.

Be mindful not to overuse in the same page. When listing information or legibility becomes an issue, use the secondary title (see next page).

**Spacing:** 30px before and 25px after.



Module - next to icon

The screenshot shows a module titled "Equipment" with a red circle labeled "T1" next to the title. Below the title is a button labeled "My Equipment" and a blue button labeled "Equipment Add Ons". To the right is a red "Hide" button. Below these buttons is an icon of a television set with a plus sign, followed by the text "FiOS TV Equipment" and a red "Order Now" button. The text "Get the equipment you need to get the most out of Verizon FiOS." is displayed, followed by a bulleted list: "• Add a Set Top Box", "• Nullam facilisis nibh sit amet diam euismod.". A red circle labeled "T2" points to the "FiOS TV Equipment" text.

Module - below icon

The screenshot shows a module titled "My Music" with a red circle labeled "T1" next to the title. Below the title is an icon of headphones. To the right is the text "You can view the music you've added to your Flex View Library by song title or by playlist and stream it online." Below this text is a table with columns "Title", "Artist", and "Time". The first row shows "Loose Caboose" by "Henry Mancini" with a duration of "3:09". A red circle labeled "T2" points to the "My Music" title.

| Title         | Artist        | Time |
|---------------|---------------|------|
| Loose Caboose | Henry Mancini | 3:09 |

Module - strong title

The screenshot shows a module titled "Change Internet Plan" with a red circle labeled "T1" next to the title. Below the title is an icon of a television set with a plus sign. To the right is the text "How fast do you want to go? From basic to blazing-fast, we've got plans for everyone." Below this text is a red "Change Plan" button. To the right of this section is a vertical line with a red circle labeled "T2" next to the word "Featured Offers For You". To the right of this line is a list of offers: "Verizon Internet Security Suite", "Movies On Demand", "Verizon Online Backup & Sharing", and "Free Verizon Parental Controls".

# SECONDARY TITLE

## T3 ARIAL, BOLD 14/16

#525252, Crisp, Initial Caps

Secondary titles are used in payment pages, but also serve as an alternative section title when legibility is a concern.

They can also be used when listing dynamic data or text and to avoid the repetition of several Apex titles which can feel heavy. Other acceptable uses are as directional titles above module tabs.

**Spacing:** 25px before and 15px after.



## Bill & Payment Flows

## Module Tab Title / Dynamic Text

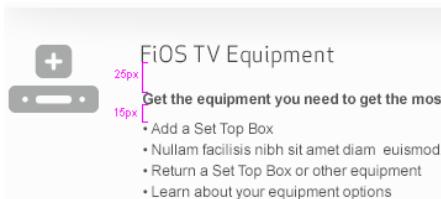
# SECTION SUBTITLE

**T4** ARIAL, BOLD 12/17

#525252, Crisp, Initial Caps

Section subtitles are used under headlines or subheads. They can also be used in tables and lists. For more information, reference pg. 49.

**Spacing:** 25px before and 15px after.



**Homepage**

The homepage features a sidebar with icons for Home, Services, Account, Answers, Community, and Profile. The "Community" section is highlighted with a red circle labeled "T4". To its right is a main content area with a woman on a train and a "Watch Now" button.

**Bill & Payment Flows**

This section includes a sidebar with icons for Answers, Community, and Profile. The "Community" section is highlighted with a red circle labeled "T4". To its right are sections for "Make Payments the Easy Way" and "Enroll in One-Bill".

**Modules**

A module for "FiOS TV Equipment" featuring a "Order Now" button. The "Get the equipment you need to get the most out of Verizon FiOS." subtitle is in T4 font, preceded by a red circle labeled "T4".

# COLOR SCHEME



# THE PALETTE

Colors are used to convey the Verizon brand ethos and give consumers a sense of familiarity.

Verizon red, grey and blue make up the primary color palette. The consistent use of these colors is one of the most effective ways to maintain a feeling of involvement with the brand.

## RED

Red is the main brand color. It is currently used in the masthead, which is the most prominent element throughout the site. Bright red (#ff0000) is also used in buttons to indicate the primary call to action.

## GREY

Grey is used as a base color for the site that allows the red and blue to stand out, while maintaining its own strong presence.

## BLUE

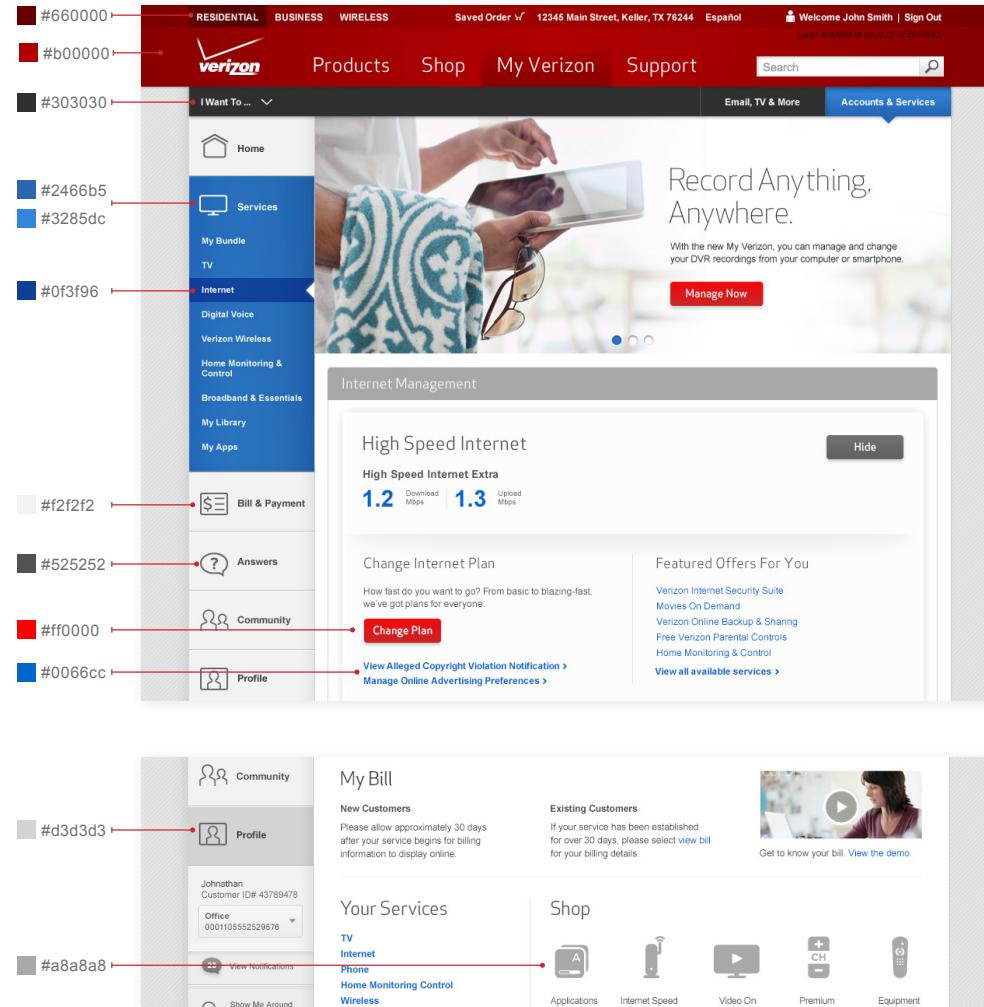
Blue is used for navigation links and any time a selected state is indicated like when a tab is selected or a button in the left nav is selected.

|                             |  |                                 |  |                                |  |
|-----------------------------|--|---------------------------------|--|--------------------------------|--|
| rgb:255 0 0<br>hex: #ff0000 |  | rgb:242 242 242<br>hex: #f2f2f2 |  | rgb:50 133 220<br>hex: #3285dc |  |
| rgb:176 0 0<br>hex: #b00000 |  | rgb:211 211 211<br>hex: #d3d3d3 |  | rgb:0 102 204<br>hex: #0066cc  |  |
| rgb:102 0 0<br>hex: #660000 |  | rgb:169 169 169<br>hex: #a8a8a8 |  | rgb:15 63 150<br>hex: #0f3f96  |  |
|                             |  | rgb:82 82 82<br>hex: #525252    |  | rgb:48 48 48<br>hex: #303030   |  |

# THE PALETTE

In order to maintain color consistency, My Verizon uses a limited secondary color palette, mainly in graphic elements as color accents.

To help bring color to the page, do so by using icons and colorful hero images following the standards outlined in this guide, reference pg. 62.

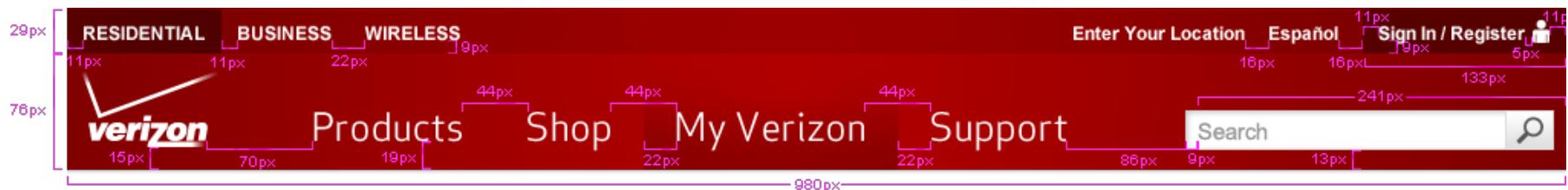


# NAVIGATION

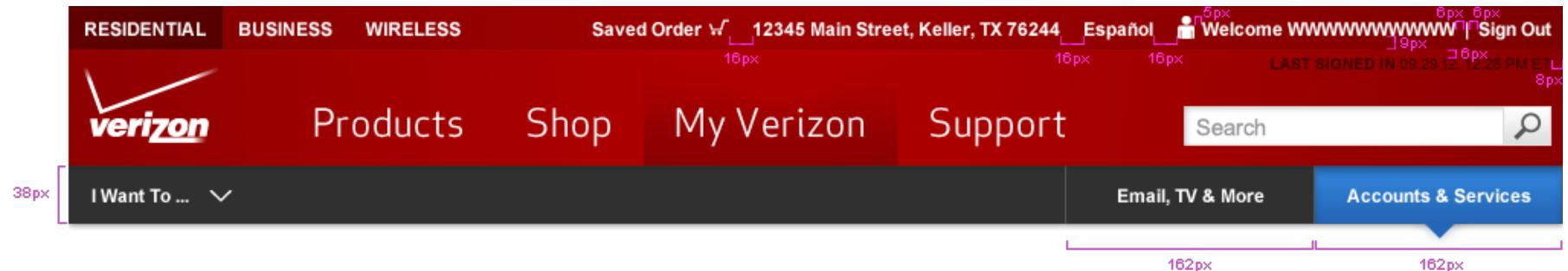


# MASTHEAD

LOGGED OUT



LOGGED IN



Line of Business Header Nav: Arial Bold, 12, #FAFAFA, all caps

Utility Nav: Arial Bold, 12, #FFFFFF, initial caps

Main Nav: Arial Book, 25, #FFFFFF, crisp, initial caps

Last Signed In: Arial Regular, 10, #000000, all caps

# DROP-DOWN MENU

The screenshot shows the Verizon website's navigation bar and a detailed view of the 'My Verizon' dropdown menu.

**Navigation Bar:**

- RESIDENTIAL
- BUSINESS
- WIRELESS
- Enter Your Location
- Español
- Sign In / Register

**Header:**

- verizon logo
- Products
- Shop
- My Verizon
- Support
- Search

**My Verizon Drop-down Menu:**

- Services** (Section Title)

  - Bill & Payment
    - Payment Options
    - Bill History
    - Purchases
    - Settings
    - Current Balance
  - All
    - TV
    - Internet
    - Phone
    - Equipment

- Answers** (Section Title)
  - Remote Control
  - TV Picture Quality
  - Voice Mail Start-up
  - One-time Payments
  - Moving/Transfer Services
- Community** (Section Title)
  - Forums
  - Verizon at Home Blog
  - Verizon Community
  - Idea Exchange
- Email, News & TV** (Section Title)
  - Email
  - News
  - Games
  - TV Listings
  - TV Online

Section Title: Arial Bold, 12/30, #525252, initial caps

List: Arial Regular, 12/30, #525252, initial caps



# I WANT TO MENU

The screenshot shows the Verizon website's navigation bar at the top, followed by a secondary navigation bar with links like Products, Shop, My Verizon, and Support. A search bar is also present. Below these is a dark grey sidebar containing a list of options under the heading 'I Want To ...'. This list includes:

- View My Bill
- Pay My Bill
- Manage My Services
- Upgrade My Account
- Change My Password
- Manage Bill
- Check My Email
- See TV Listings
- Read the Latest News
- Watch On Demand
- Play Online Games
- Watch TV Online
- Buy New Equipment
- Change Plan
- Check Repair Status
- Move/Transfer Services
- Manage DVR
- Download Apps

Annotations with brackets and arrows indicate vertical and horizontal distances between elements:

- Vertical distances from the top of the sidebar to each item:
  - View My Bill: 40px
  - Pay My Bill: 20px
  - Manage My Services: 20px
  - Upgrade My Account: 20px
  - Change My Password: 20px
  - Manage Bill: 20px
  - Check My Email: 85px
  - See TV Listings: 85px
  - Read the Latest News: 85px
  - Watch On Demand: 85px
  - Play Online Games: 85px
  - Watch TV Online: 85px
  - Buy New Equipment: 85px
  - Change Plan: 85px
  - Check Repair Status: 85px
  - Move/Transfer Services: 85px
  - Manage DVR: 85px
  - Download Apps: 85px
- Horizontal distance between the 'Email, TV & More' and 'Accounts & Services' buttons: 325px

List: Arial Regular, 12/30, #FFFFFF, initial caps

# LEFT NAVIGATION

The left navigation column is available as soon as users log in to My Verizon. Each section is **76px** high to accommodate for a comfortable touch footprint.

■ #2466B5 ■ #3285DC (gradient)

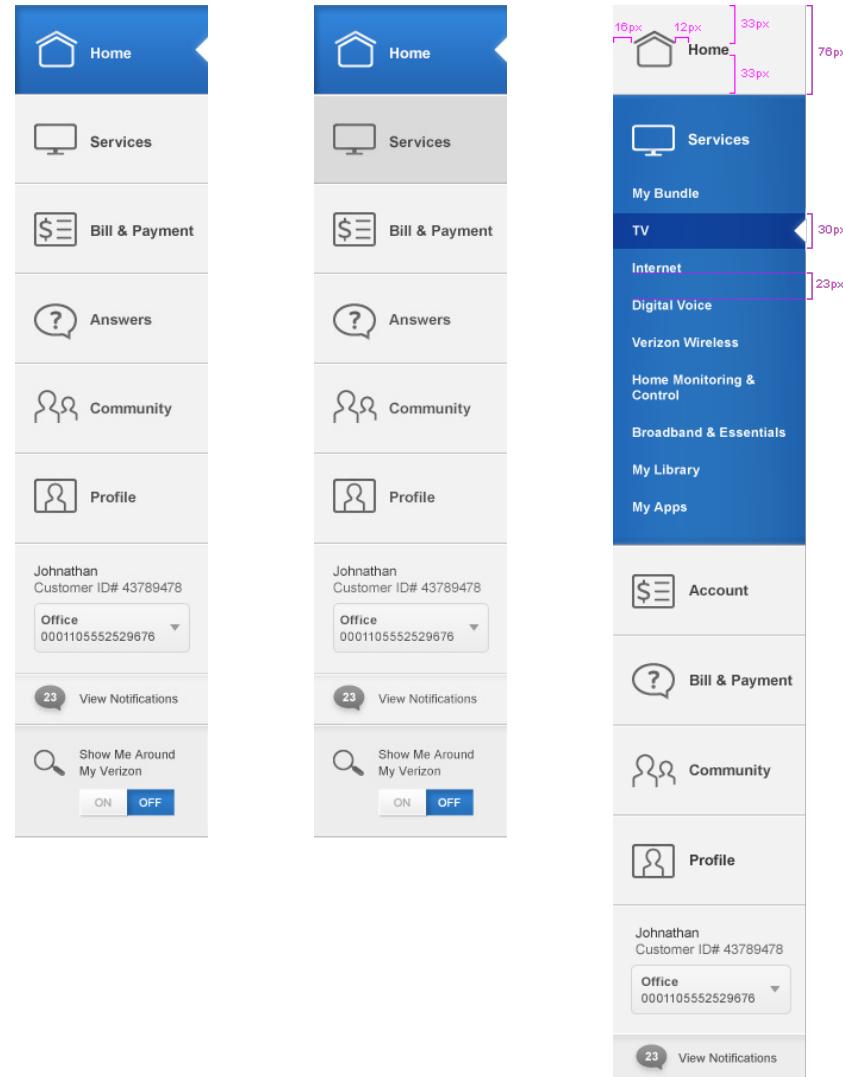
The blue gradient is used to indicate the selected navigation item.

■ #0F3F96

When the navigation button is expanded, the dark blue indicates the selected page.

■ #D3D3D3

The dark grey is used as a hover state.



# FOOTER

| Verizon        | Shop FiOS          | Shop Standard Services    | Service & Support      | Email, News & TV | Accounts & Services |
|----------------|--------------------|---------------------------|------------------------|------------------|---------------------|
| Store Locator  | FiOS TV            | DIRECTV                   | Get Answers Now        | Check Email      | Pay Bill            |
| Site Feedback  | FiOS Internet      | High Speed Internet (DSL) | Support                | Read News        | Upgrade Plans       |
| Contact Us     | FiOS Digital Voice | Phone                     | Verizon Troubleshooter | Watch TV Online  | Moving              |
| Support        | FiOS Bundles       |                           | Download In Home Agent | TV Listings      | Transfer Services   |
| Business       | Flex View          |                           | Live Chat              | Sports           | Refer a Friend      |
| Small Business | My FiOS App        |                           | Contact Us             | Play Games       |                     |

40px

40px

© 2012 Verizon.

40px

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Section Title: Arial Bold, 12/30, #525252, initial caps

List: Arial Regular, 12/30, #525252, initial caps

# VISUAL ELEMENTS

# BUTTONS

## MAIN CTA & CANCEL

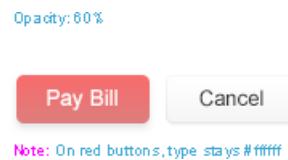
- Use the red button to represent the main call to action in the page. When possible, use only one in the page and/or section.
- Use when submitting or cancelling selections, forms and editable fields.
- Use when an interaction is required for the user to make a selection in order to progress to the next step.
- Assign each button to one interaction. If a second button is necessary, make sure it's visually distinctive.
- Make sure that text within the button tile is concise, preferably one or two words.



A screenshot of a Verizon website for "High Speed Internet Extra". The main content area shows download and upload speeds of 1.2 Mbps and 1.3 Mbps respectively. Below the speeds is a "Change Internet Plan" button. To the right, there's a sidebar titled "Featured Offers For You" listing various services like Internet Security Suite, Movies On Demand, etc. At the bottom of the sidebar is a link to "View all available services".

## INACTIVE BUTTONS

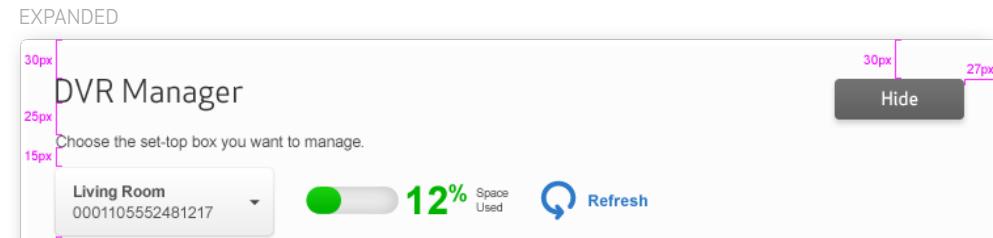
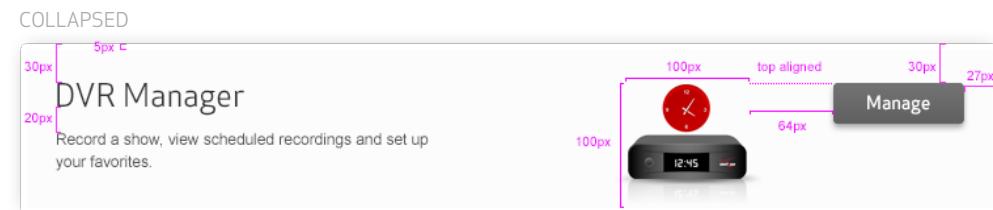
- Use the inactive button state when no submission is possible until the user completes the information required.
- Use the same guidelines for red and cancel buttons.
- Inactive buttons have a 30% opacity.



# BUTTONS

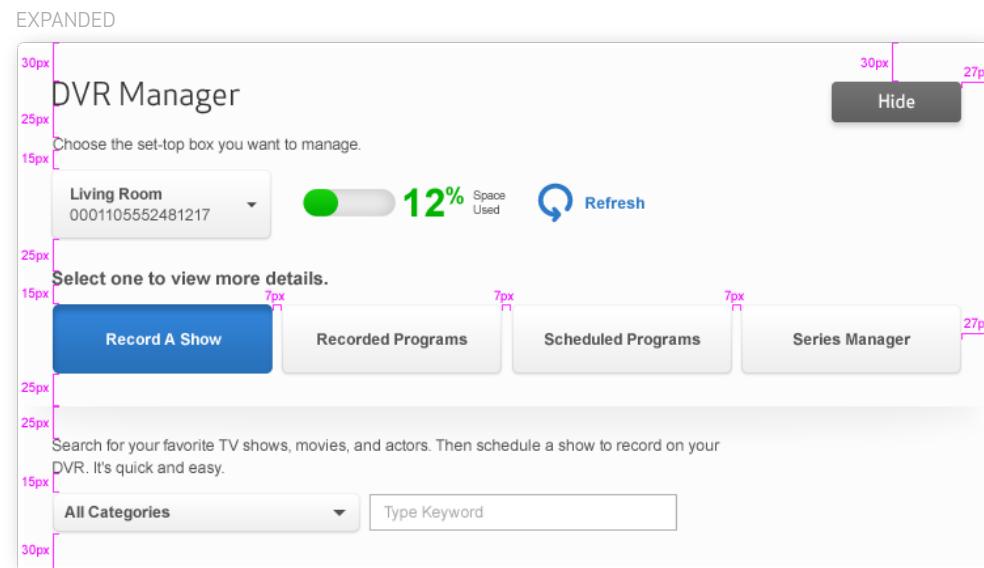
## MANAGE / HIDE

- Grey buttons are only used to expand/collapse modules.
- Button size should be consistent to avoid visual discrepancies when the modules expands/collapses.



# TABS

- Use when navigation within a page or module is required.
- Use when there is a lot of information to disclose but only the space to show a small amount at one time.
- Use when it's important to see the different types of content present on one page at a single glance.
- Tabs are an interface convention easily understood by users.
- Label each category simply and succinctly.
- Only use tabs when there are more than two categories.
- Do not stack tabs.
- Present the tabs horizontally above the panes of content they control.
- Switching from tab to tab should not refresh the page nor affect the page the user is on.



# FIELDS

## INPUT FIELDS

- Used to enter and store unique user information such as credit card number, password, address or user ID.
- Date of birth and log in input fields should be pre-populated with directional copy.
- On click, pre-populated copy disappears.
- The size of field varies depending on type of content.



**Choose Payment Method**

26px Add Checking or Savings Account  
 Add Checking or Savings Account  
 Add Debit or Credit Card

30px

**Add Checking or Savings Account**

26px Use your US based bank account to make easier and faster than sending a paper check.

15px All fields are Required.

15px **Account Type** ▾

15px Routing Number

15px Account Number

15px Nickname

26px  Make Default Account

15px  Save Info



Please look at the number on your check. Your number is different than what is shown. If the routing number is between colons (:). To number, look for the section with the symbol (||). If it includes any symbol, enter the entire sections of r

Cancle

## CHECKBOXES

- Use checkboxes when the user can select multiple items from a list of items.
- When selection is optional.



## RADIO BUTTONS

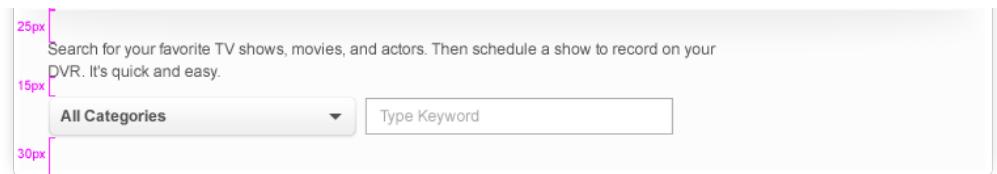
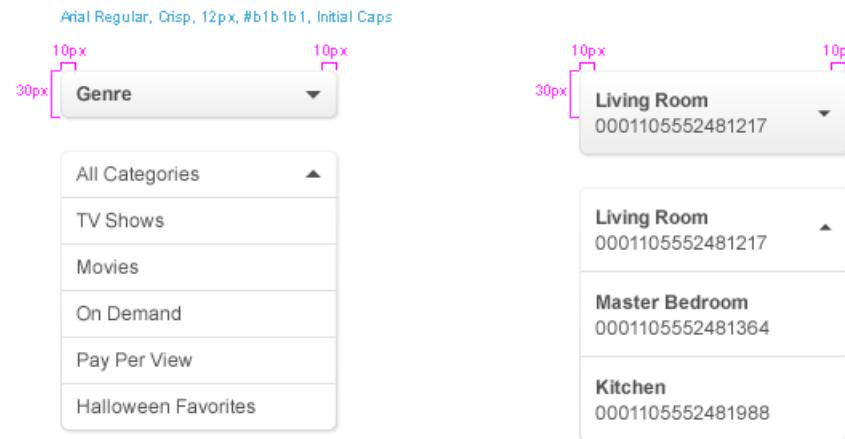
- Use radio buttons when the user should select one item from a list of items.
- When selection is mandatory to continue.



# DROP-DOWNS

## DROP-DOWN MENUS

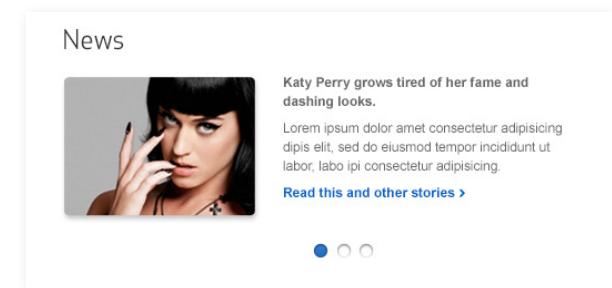
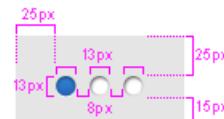
- Use when there is a need to conserve space and the user needs to make a selection from a predetermined list.
- Drop-down lists use far less vertical space due to their show/hide functionality.
- When a drop-down list is inactive, it displays a single value. When activated, it displays (drops down) a list of values, from which the user may select one. When the user selects a new value, the control reverts to its inactive state, displaying the selected value.



# PAGINATION

## CAROUSEL

- Used mainly in marquee spaces to fit multiple pieces of information into one area.
- Allows for multiple pieces of content to display in a single area.
- Allow for a safety zone of 25px above, to the sides and 15px below.
- For more information on designing marquee spaces, reference pg. 56.



Katy Perry grows tired of her fame and dashing looks.  
Lorem ipsum dolor amet consectetur adipisicing  
dipis elit, sed do eiusmod tempor incididunt ut  
labor, labo ipi consectetur adipisicing.  
[Read this and other stories >](#)

## PAGINATION

- Use when there are multiple pages of information.
- When using with a table, use when there are too many items to scroll through.



|              |   |            |              |    |        |
|--------------|---|------------|--------------|----|--------|
| 1/12 4:15pm  | ← | 3059687456 | Miami, FL    | 20 | \$0.00 |
| 1/12 6:20pm  | ← | 3059687412 | Miami, FL    | 5  | \$0.00 |
| 1/12 8:28pm  | ← | 2125638974 | New York, NY | 1  | \$0.00 |
| 2/12 8:23am  | → | 3056984263 | Miami, FL    | 56 | \$0.00 |
| 2/12 11:23am | → | 2125638974 | New York, NY | 6  | \$0.00 |
| 2/12 1:25pm  | → | 2125638974 | New York, NY | 25 | \$0.00 |
| 2/12 2:25pm  | ← | 3056984263 | Miami, FL    | 2  | \$0.00 |

25px

25px

1 of 7

# ERROR MESSAGES

- Use an error state when user has entered incorrect information in a field.
- Use an error state when user has not filled out a required field.
- Use an error state when recognizing an error in a user's action.
- The exclamation mark and error message should appear flush left underneath the parent content. If the parent content above is indented, the error exclamation mark is equally indented.
- Error messages may be 2-3 lines.

Arial Regular, Crisp, 12px, #b1b1b1, Initial Caps  
5px  
14px  We are unable to process your request  
14px at this time. Please try again later.  
3px  
2px  Please try again later.

## My Bill

 We are unable to process your request at this time.  
Please try again later.

# NOTIFICATIONS

Notifications are messages that pop into the user's screen displaying their account status or any actions needed to maintain their account.

The notifications pop up at the top right hand corner of the screen, and either stay until further action is taken, or disappear. They can easily be closed by either clicking the X on the top right hand corner, or by clicking into the "Close All" option above.

In order to access these messages after they have disappeared from the screen, users can simple click on the "View Notifications" tab under the left hand navigation. They can also "pin" the messages to the screen so they don't disappear by clicking the pin icon on the message window.

## OFFICIAL MESSAGES FROM VERIZON

- Used to alert users of an official communication.
- These messages disappear after 7 seconds.

## BILL NOTIFICATIONS

- Used to alert users of an action taken regarding their bill.
- These messages disappear after 7 seconds.

## MALWARE/COPYRIGHT VIOLATION NOTICES

- Used to alert users of an important message that requires further action.
- They stay in the screen until either closed or click on.



Arial Regular, Crisp, 12px, #b1b1b1, Initial Caps

10px 10px 20px 15px 10px

**Close All**

**Official Message**  
You've received a message from Verizon. Please click here to read.

**Paid in full**  
Thank you for paying your bill with Verizon's Easy Pay Automatic option. Your account is up to date.

**Malware Notification**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras quis ornare magna. Cras mi elit.

**Your Services**

TV  
Internet  
Phone  
Home Monitoring Control  
Wireless

**Today's Answer**

Replacing a lost remote  
Lorem ipsum dolor sit amet, consectetur eiusmod tempor incididunt ut labore et. Lo  
amet, consectetur adipiscing elit. Sed do  
incididunt ut labore et.  
[Read more about remotes >](#)  
[Order remote >](#)

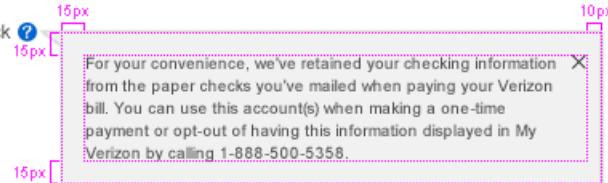
# TOOLTIPS

- Tooltips are used to provide contextual clarification on an interface element or area where users may need more information to complete an action.
- Use when the interface is complex or requires an unfamiliar action on the part of the user.
- On rollover or touch, a small tooltip appears which gives further insight into the action required.
- On roll out or touch outside, the tooltip closes immediately.
- The height of the tooltip varies depending on its content.

Arial Regular, Crisp, 10px, #625252, Sentence Case

Checking ending in 7845

Make Default | Paper Check 

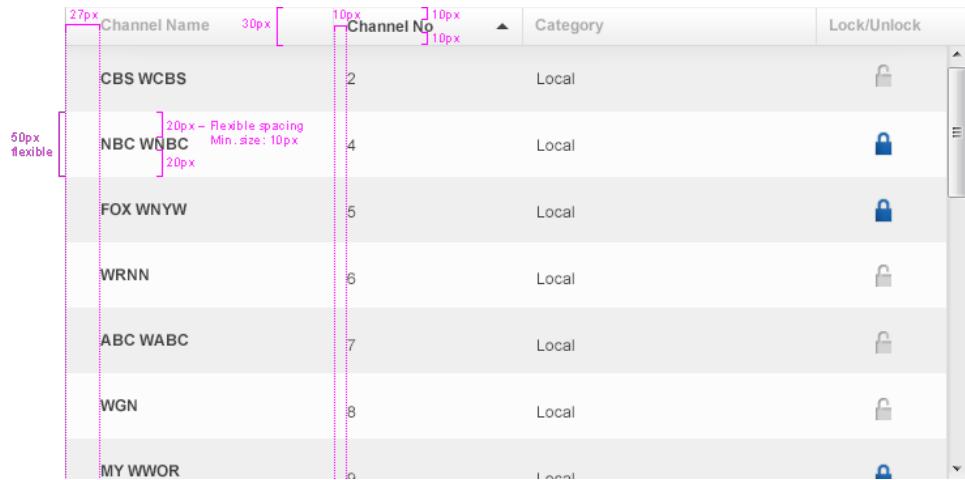


Verizon Email Alias



# TABLES

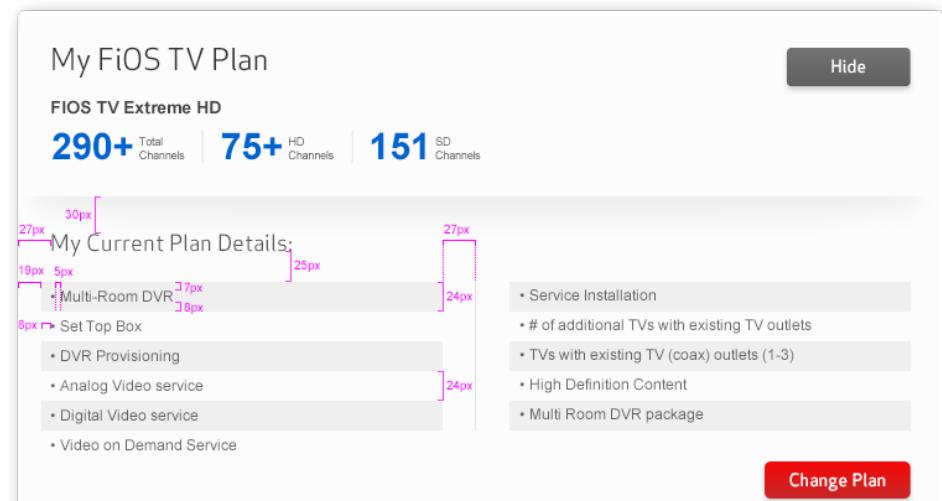
- Tables are the most effective type of information display for factual or numerical data, or for information which needs to be compared.
- They reduce the length and complexity of text by using icons and/or symbols.
- Employ short descriptions in the headers thus minimizing further explanation and detail.
- Include upward and downward facing arrows to indicate in which direction the data is currently sorted.
- Use when the user needs to compare or view factual information or data.



| Channel Name | 30px                                       | Channel No. | Category | Lock/Unlock  |
|--------------|--|-------------|----------|--|
| CBS WCBS     | 27px                                       | 2           | Local    |   |
| NBC WNBC     | 20px - Flexible spacing<br>Min. size: 10px | 4           | Local    |   |
| FOX WNYW     | 10px                                       | 5           | Local    |   |
| WRNN         | 10px                                       | 6           | Local    |   |
| ABC WABC     | 10px                                       | 7           | Local    |   |
| WGN          | 10px                                       | 8           | Local    |   |
| MY WWOR      | 10px                                       | 9           | Local    |  |

# BULLET POINTS

- Use when listing short pieces of information.
- When copy needs to be scanned easily.
- There is a minimum of four bullet points in any bullet point list.
- Copy should not exceed two lines per bullet.
- Do not use a period at the end of a bullet point.
- All lists should be evenly spaced.
- Padding and typography style/size should never be modified.



# LISTS & LINKS

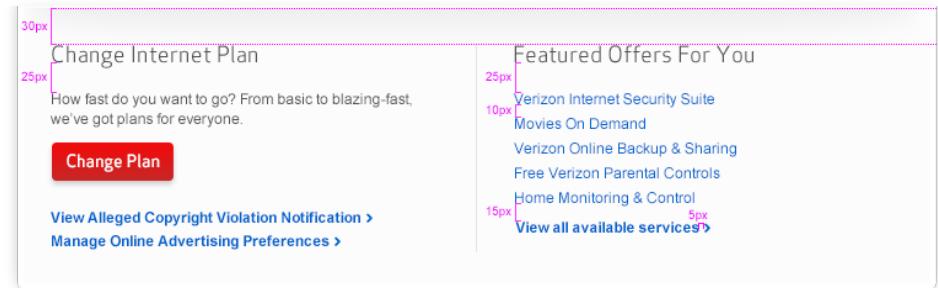
## LISTS

- Use when a list of links or copy needs to be scanned easily.
- Use when listing short pieces of information.
- Use carets on all links except on link lists, where carets are used in featured links.
- Cluster related link types together to form a list.
- Use short, succinct link descriptions, preferably no more than five words.
- Stack the links vertically and align left to assist rapid scanning.
- Use blue text to clearly indicate that the list items are linked and are different from a normal list.
- All lists should be evenly spaced.

## TEXT LINKS

- Use when the action sends the user to a different page.
- When there is need to display a clickable Call-to-Action that is slightly less prominent than a button.

### Lists



The screenshot shows a user interface section titled "Lists". It includes a "Change Internet Plan" card with a description and a "Change Plan" button. To the right is a sidebar titled "Featured Offers For You" containing links like "Verizon Internet Security Suite", "Movies On Demand", etc. Callout boxes with "30px" and "25px" indicate vertical spacing between sections.

### Text Links

Arial Regular, Crisp, 12px, Initial Caps, #0066cc  
[View All >](#)  
5px

# MODALS

- Use when specific activities are performed before returning to a larger task or process.
- Use when a specific activity must be addressed before proceeding with the main task.
- Modals make small tasks feel less cumbersome, since the user can complete the task and feel reassured they can return to the main screen.
- Use a transparent overlay to dim the main screen and provide focus on the modal.
- Place a close button at the top, right-hand corner of the modal to allow the user to exit the interaction at any time.

The screenshot shows a mobile application interface for a bill summary. At the top, there's a navigation bar with icons for home, back, and search. Below it is a header section with the Verizon logo and the word "Bill". The main content area displays a table of charges:

| Date  | Description                           | Amount          |
|-------|---------------------------------------|-----------------|
| 11/20 | 12/21 Multi-Room DVR Package - 3 Room | 29.99           |
|       | Current Charges Subtotal              | \$156.97        |
|       | <b>Current Activity Total</b>         | <b>\$156.97</b> |

To the right of the table is a promotional box for "Enroll in Auto Pay". Below the table is a modal dialog titled "Call Details". The modal contains a phone number input field (2343452345), a heading "Select the category of the messages you'd like to check.", and three tabs: "Voice Details" (selected), "TXT Messaging", and "PIX Messaging". A large table below lists call details:

| Date / Time      | Details (347 Total Calls) | Minutes | Charge   |
|------------------|---------------------------|---------|----------|
| 06/01/12 9:23am  | 3052345434 Miami, FL      | 120     | \$250.00 |
| 06/01/12 1:50pm  | 2125638974 New York, NY   | 6       | \$0.00   |
| 06/01/12 2:30pm  | 2125638974 New York, NY   | 80      | \$0.00   |
| 06/01/12 4:15pm  | 3059687456 Miami, FL      | 20      | \$0.00   |
| 06/01/12 6:20pm  | 3059687412 Miami, FL      | 5       | \$0.00   |
| 06/01/12 8:28pm  | 2125638974 New York, NY   | 1       | \$0.00   |
| 06/02/12 8:23am  | 3056984263 Miami, FL      | 56      | \$0.00   |
| 06/02/12 11:23am | 2125638974 New York, NY   | 6       | \$0.00   |
| 06/02/12 1:25pm  | 2125638974 New York, NY   | 25      | \$0.00   |
| 06/02/12 2:25pm  | 3056984263 Miami, FL      | 2       | \$0.00   |

At the bottom of the modal, there's a link "Download to Excel >". Below the modal, the main page continues with sections for "Taxes, Fees and Other Charges" and "See Alternate View of Taxes, Fees and Other Charges".

# MODALS

**Call Details**

Phone Number 2343452345 ▾

Select the category of the messages you'd like to check.

Voice Details    TXT Messaging    PIX Messaging

| Date / Time      | Details (347 Total Calls) | Minutes | Charge   |
|------------------|---------------------------|---------|----------|
| 06/01/12 9:23am  | → 3052345434 Miami, FL    | 120     | \$250.00 |
| 06/01/12 1:50pm  | ← 2125638974 New York, NY | 6       | \$0.00   |
| 06/01/12 2:30pm  | → 2125638974 New York, NY | 80      | \$0.00   |
| 06/01/12 4:15pm  | ← 3059687456 Miami, FL    | 20      | \$0.00   |
| 06/01/12 6:20pm  | ← 3059687412 Miami, FL    | 5       | \$0.00   |
| 06/01/12 8:28pm  | ← 2125638974 New York, NY | 1       | \$0.00   |
| 06/02/12 8:23am  | → 3056984263 Miami, FL    | 56      | \$0.00   |
| 06/02/12 11:23am | → 2125638974 New York, NY | 6       | \$0.00   |
| 06/02/12 1:25pm  | → 2125638974 New York, NY | 25      | \$0.00   |
| 06/02/12 2:25pm  | ← 3056984263 Miami, FL    | 2       | \$0.00   |

1 of 7

Complex Modal

**Delete Recording**

Audre's Shower

Once you delete this recording you can no longer view it on your DVR.

Cancel    Delete

Simple Modal

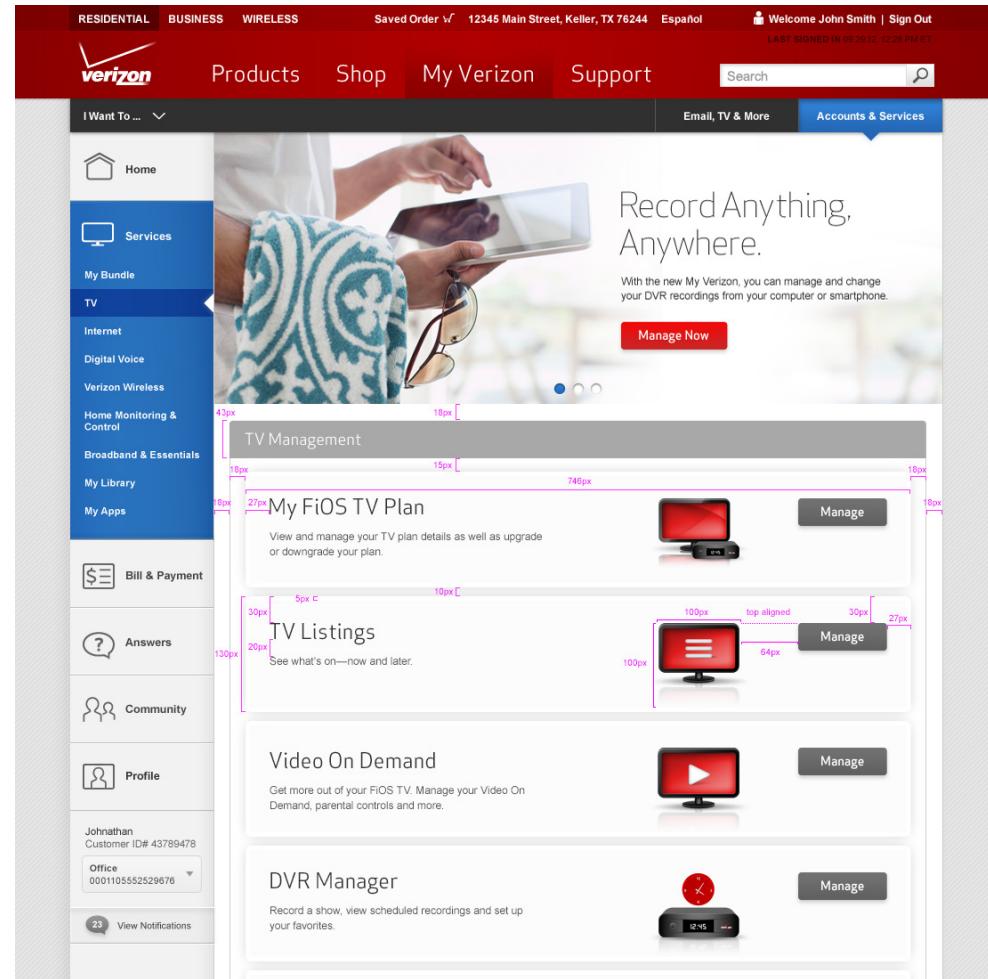
# MODULES

# MODULES: OVERVIEW

Modules are used to house complex user interfaces and management settings by service categories (i.e. television, internet, etc.).

Each module has an open and closed state which limits the amount of information shown on screen so users are not overwhelmed. When collapsed, modules feature illustrated icons that provide visual cues about the information inside.

This system makes it easy to present a large body of information in one centralized area and helps mitigate burying information in a dense or long page.

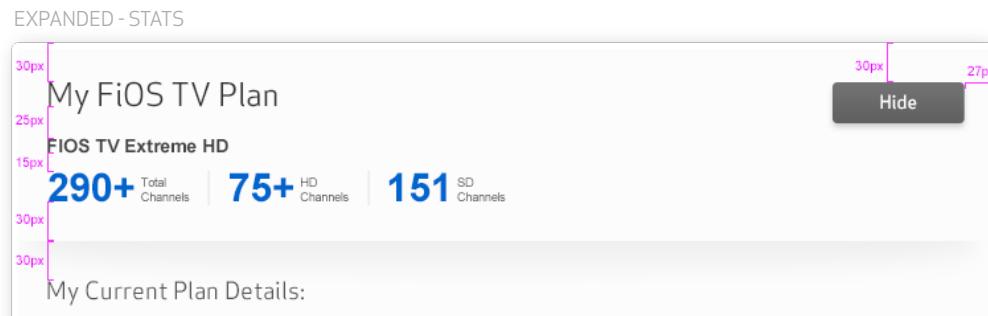
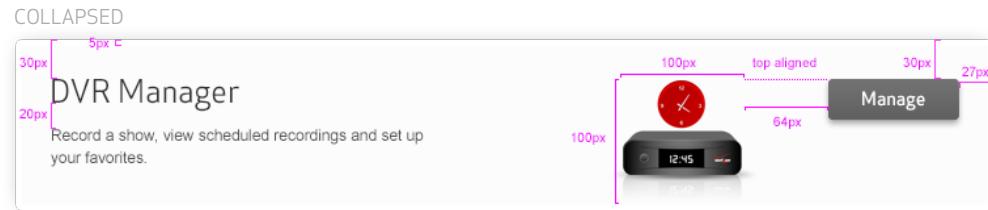


# MODULES: COLLAPSED

When collapsed, modules reveal basic information to let users understand what type of content they can expect to find inside.

Each collapsed module features a short headline, a brief description of the content or functionality inside, and a visually descriptive icon.

They also have a “Manage” button at the top right corner, that expands the module.



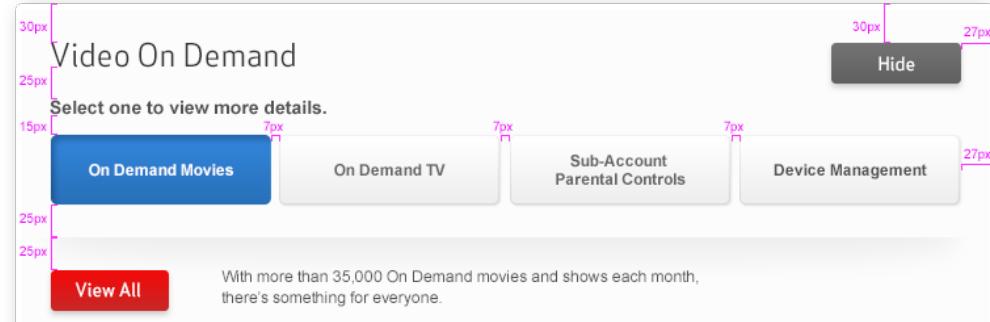
# MODULES: EXPANDED

When a module is expanded the button on the top right becomes a "Hide" button that allows users to easily close the module again.

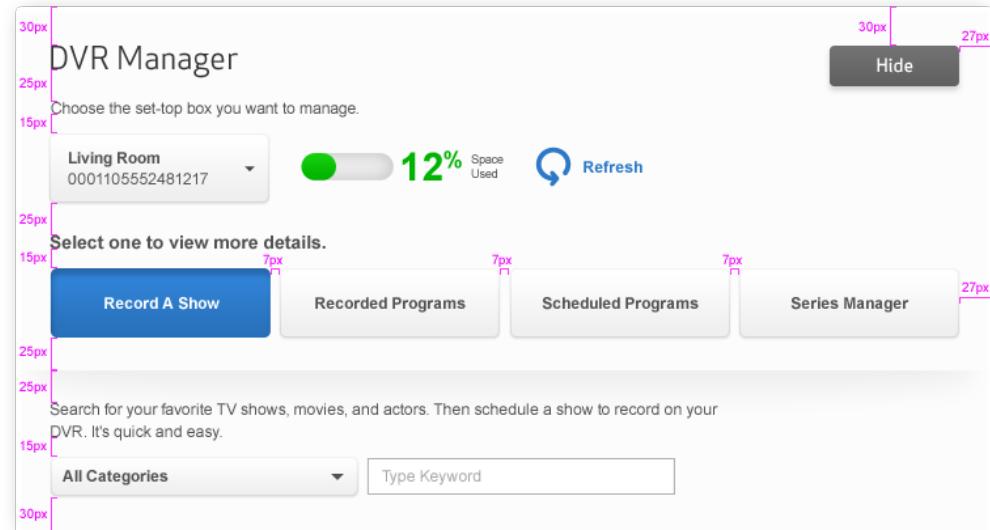
Modules provide the content flexibility to have multiple tabs of information or none at all.

The tabbed structure allows users to quickly scan and access the different types of content present in a module.

EXPANDED - TABS ONLY



EXPANDED - DROP-DOWN



MARQUEE

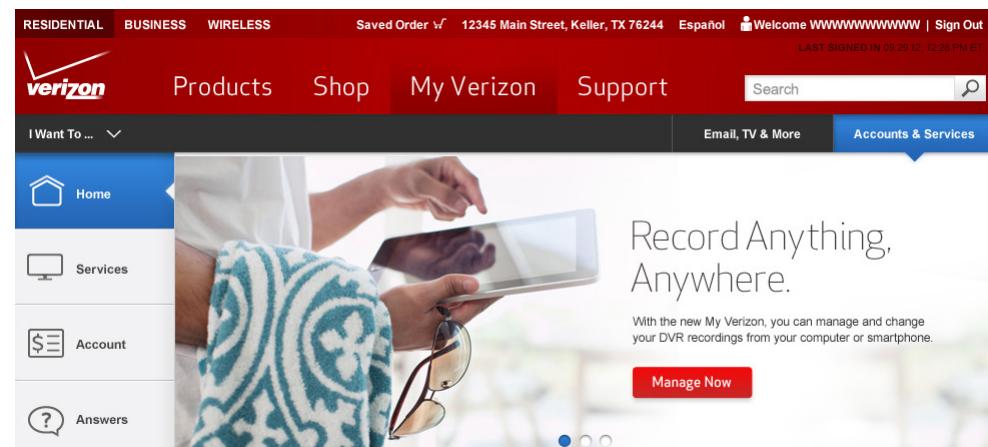
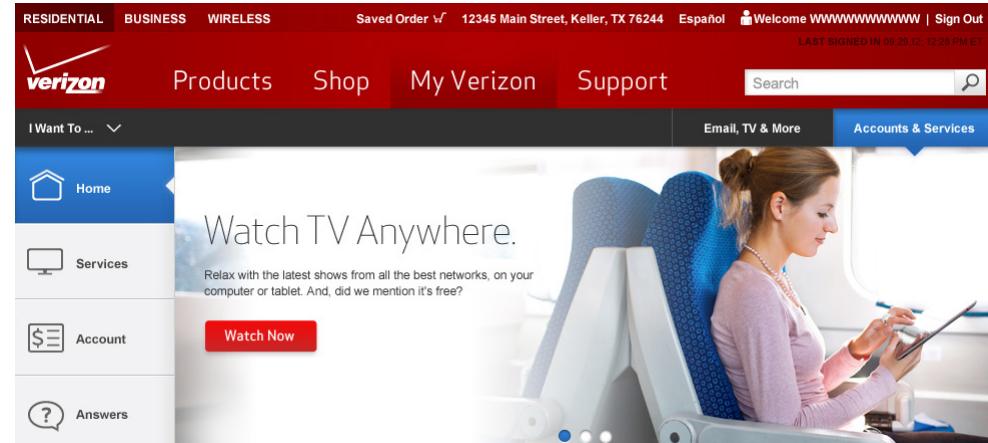
# OVERVIEW

## KEEP IT SIMPLE

Marquee spaces are showcases of important information. They provide the flexibility to accommodate for My Verizon's messaging needs. Messages must be short and concise to help viewers easily understand the content.

## WHITE SPACE IS GOOD SPACE

The importance of white space in typography can not be underestimated. Empty space makes it possible for the body copy to breathe and helps the reader absorb the information being conveyed.



# SPACING

## FONT SPACING

Hero space dimensions are 304px wide\* 818px high. Type is always spaced 30px from left or right edges of the marquee. Type should not exceed the character limits provisioned on the right. Keep messaging short, and to the point.

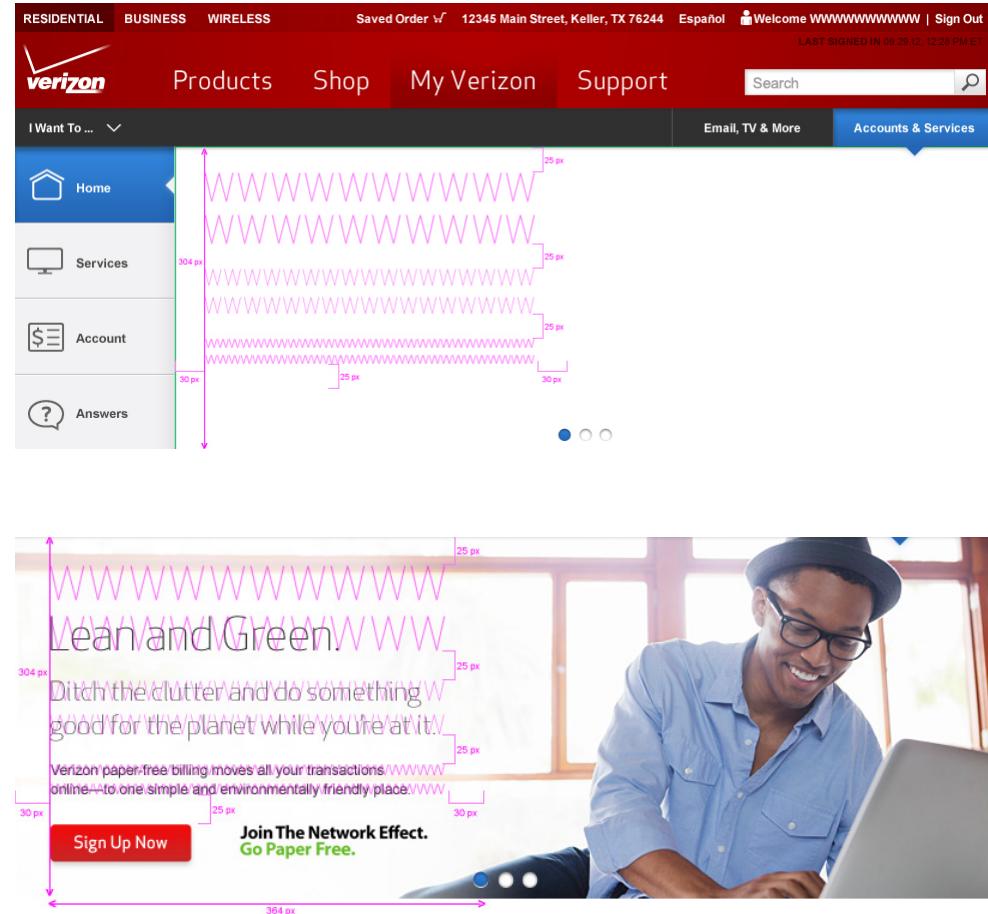
## HEADLINE POSITIONING

Position the headline on either the first or second headline slots. Place the sub head or body copy 25px below the baseline of the headline. Type is always spaced 30px from left or right edges of the marquee.

Use the guide layers in the included PSD to position the type correctly. The layer comps in the PSD include several examples of proper application.

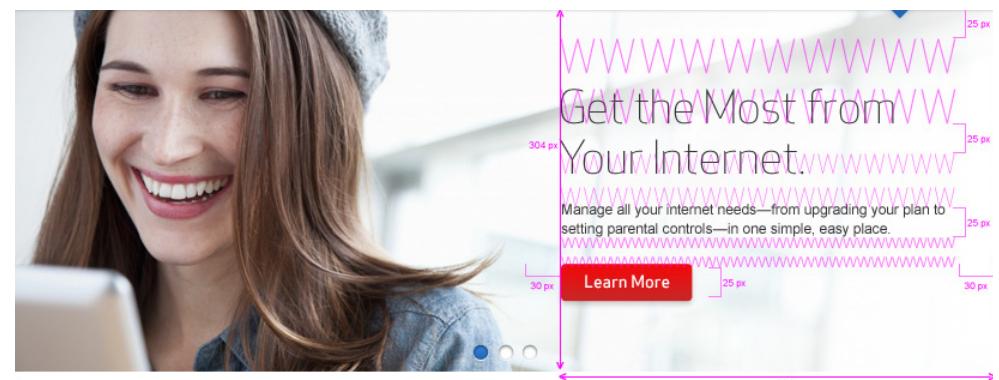
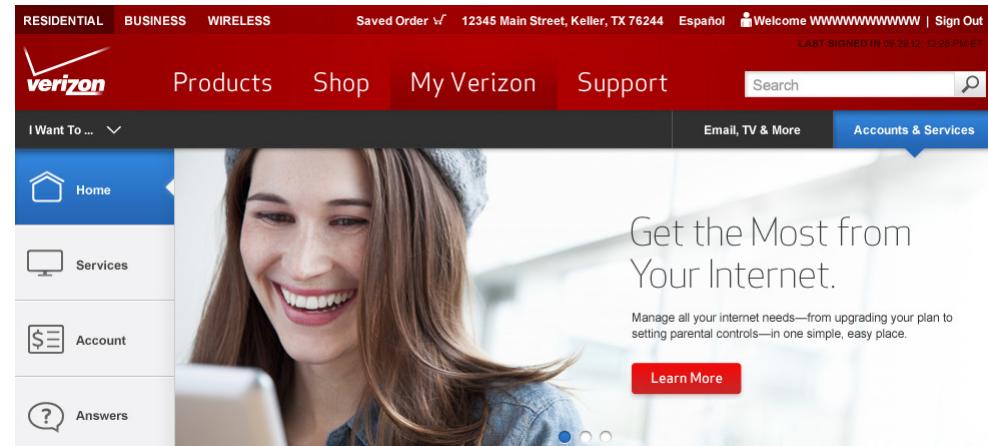
## TEXT ALIGNMENT

Text can be placed on either the left or right sides.



# LIFESTYLE

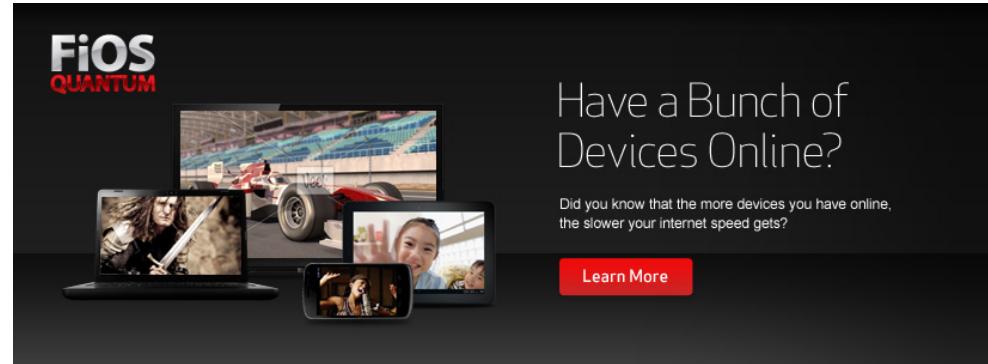
- Subject feels natural and not staged, and is not looking directly into the camera.
- Subject is using a modern device.
- Subject feels vibrant.
- Large depth of field in image.
- Presence of natural back light.
- Feels light and airy.
- Background extends across the entire scene (this may be faked).
- Type is legible and follows type guidelines.
- Image and type are not cramped.
- Correct button type.
- Succinct messaging.



# PRODUCT UPSELL

Use the dark grey background with horizon when the messaging is about selling a product to a customer.

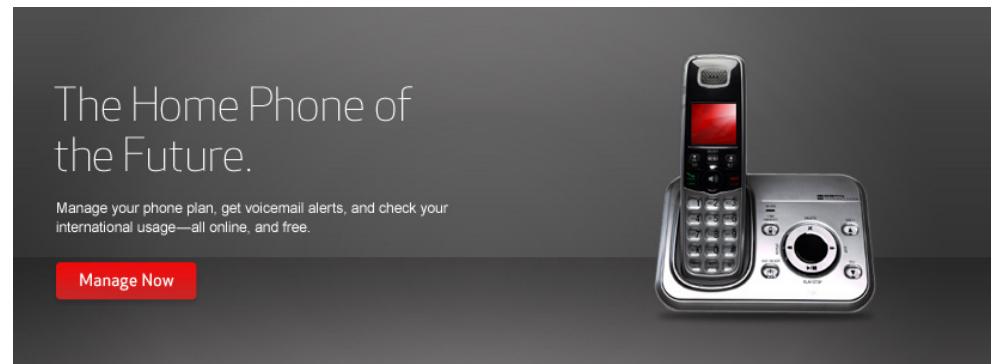
- Use white type (#FFFFFF).
- Use modern devices.
- Place engaging content in the device screens, or use enticing imagery if there is no screen.
- The FiOS logo is locked to the upper left.
- Devices have slight shadows.



# MANAGEMENT

Use the light grey background with horizon when the messaging is about management and the devices are the primary graphic.

- Use white type (#FFFFFF).
- Use modern devices.
- Place engaging content in the device screens, or use enticing imagery if there is no screen.
- Devices have slight shadows.



# WHAT NOT TO DO

- Avoid using imagery where the subject is looking directly into the camera or feels staged, like the photographer has asked the subject to make an expression for the shot.
- Avoid feathering the background or subject to white or other color so it looks unnatural or washed out – the backgrounds should always extend the full width of the marquee.
- Avoid photography that is shot on white, or other colored seamless backgrounds.
- Avoid using imagery where the type is over the photograph and illegible.
- Avoid using imagery where the devices are antiquated or feel outdated.
- Avoid using imagery that has poor lighting and depth of field.
- Avoid using imagery with indirect and busy messaging. Content should be short and concise.
- Make sure to follow all typography rules to maintain consistency.



Get the most from your Internet today, and everyday,

Take control of your account. Set up automatic payments, go paper-free, program your DVR – just to name a few.

[See what else](#)

What's wrong? Excessively feathered image, outdated device imagery, indirect messaging, wrong type sizes.



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What's wrong? Subjects feel staged and are looking at the camera, headline is too long, indirect and busy messaging, image does not extend across scene.

# ICONS

# AT A GLANCE

Icons provide visual interest and content cues.

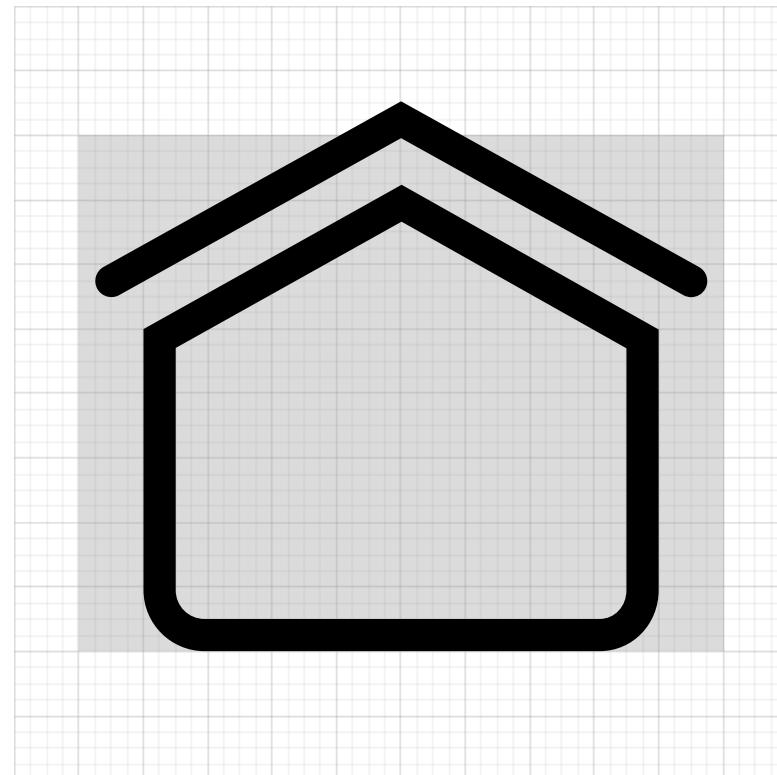
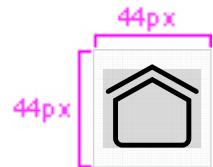


# THE GRID

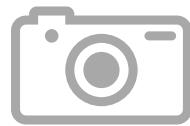
All the icons are developed in a square grid. The grid is composed of **12x12 base units**. Each unit comprised of **4x4 subunits**.

Main shapes feature a **6pt inner stroke** (2 grid subunits). Details use a **3pt stroke** (1 grid subunit). Most of the main shapes use a **10pt corner radius**. Any shapes with small details use a **5pt corner radius**.

The icons are designed to be scalable and legible in three formats on our applications – outlined, filled and illustrated. Minimum size for legibility is **44 x 44px**.



# THE PROCESS



When designing an icon, start off with the outlined version using the grid. Use the same basic shape when you are illustrating the icon.

Icons should maintain shape consistency throughout, whether they are outlined, flat or illustrated. Subject matter should be instantly communicative. Artwork should be recognizable and informative, without being stale and expected.

The rounded corners make the shapes more approachable and friendly, yet they feel at home with the new design. Using these icons throughout your composition will not only help anchor the visuals and content — but also compliment them.

Special care should be taken in considering the creation of artwork and its potentially long shelf life.

# ILLUSTRATION



## PERSPECTIVE

Artwork is illustrated in a front-facing, slightly elevated perspective. The top-viewing position subtly exposes the top of the element.



## STACKING

When multiple elements are necessary to portray the desired idea multiple graphics are displayed in a stacking/layering style



## LIGHTING

There are two light sources illuminating the artwork. The main light source casts a bright neutral light from the top left. A second light source shines from the middle.

# ILLUSTRATION



## COLOR

Whenever possible, the Verizon color palette (pg. 28) should be used in to provide a uniform look and feel that links back to the site style.

Grays are the base of neutral areas. The Verizon red is used as an accent color along with shades of blues and greens.



## GRADIENTS

Gradients used on the icon should result from the effects of the light sources. You do not need to use gradients on every surface but the lack of gradients makes the artwork look too stiff and flat. You should use enough of them to give your artwork a modern look.

As a general rule, surfaces facing towards the viewer should be lighter at the top and the top surfaces should be lighter on the left side.



## SHADOWS

Shadows are cast onto the flat floor, creating a horizon or space which grounds them. A naturalistic shadow is preferable and approximately the same length throughout all the artwork. Shadows all need to be the same direction and perspective.

## REFLECTION

A subtle reflection is cast front-facing.

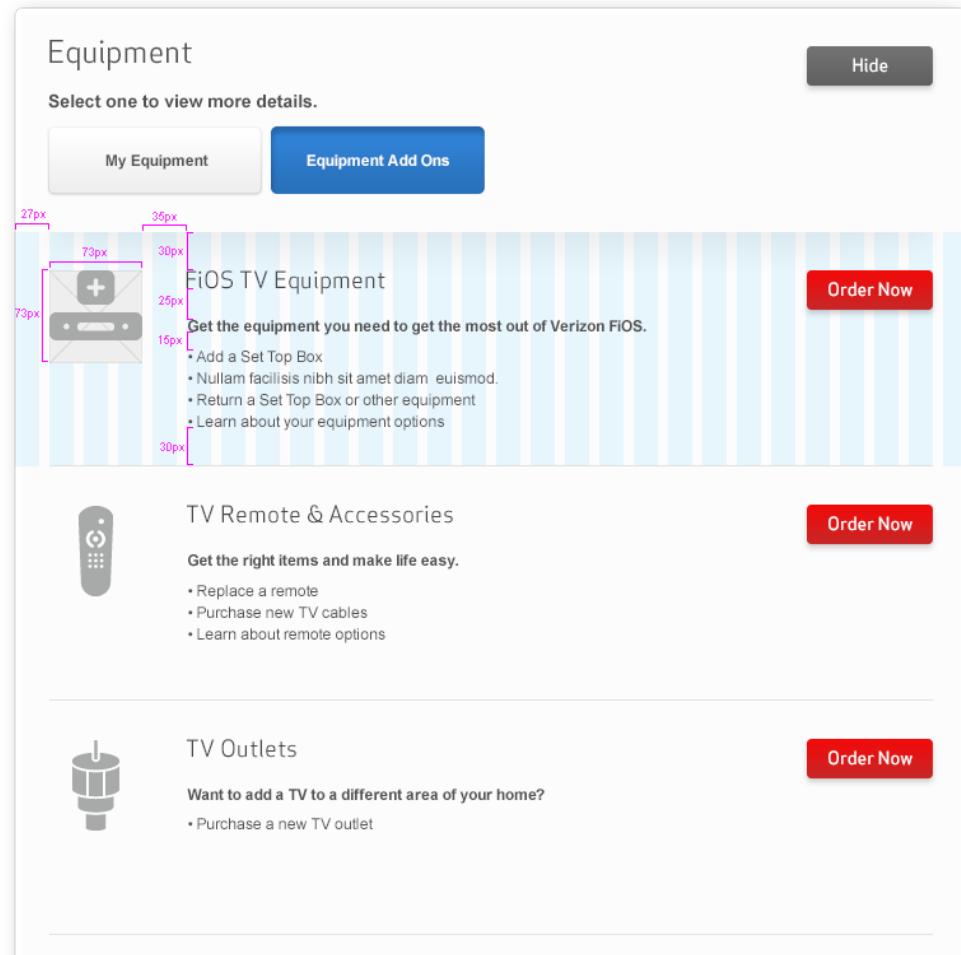
# FLAT ICONS



# SPACING

Use flat icons when there are multiple icons in the same section or when the content is in a list/table format.

Maintain a consistent spacing throughout.



The screenshot shows a section titled "Equipment" with a "Hide" button. It includes two tabs: "My Equipment" (gray) and "Equipment Add Ons" (blue). Below the tabs, there are three items:

- Fios TV Equipment**: Includes an icon of a set-top box and remote, with dimensions labeled: 27px (top), 73px (width), 30px (right), 25px (bottom), 16px (left), and 30px (bottom margin). Text: "Get the equipment you need to get the most out of Verizon FiOS." and a bulleted list: "• Add a Set Top Box", "• Nullam facilisis nibh sit amet diam euismod.", "• Return a Set Top Box or other equipment", and "• Learn about your equipment options".
- TV Remote & Accessories**: Includes an icon of a remote control, with a dimension of 73px (width). Text: "Get the right items and make life easy." and a bulleted list: "• Replace a remote", "• Purchase new TV cables", and "• Learn about remote options".
- TV Outlets**: Includes an icon of a TV outlet, with a dimension of 73px (width). Text: "Want to add a TV to a different area of your home?" and a bulleted list: "• Purchase a new TV outlet".

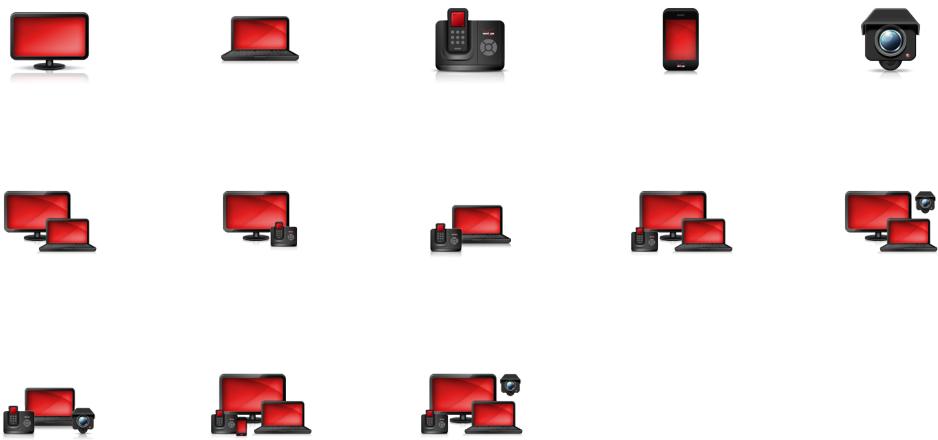
Each item has a red "Order Now" button to its right.



## ILLUSTRATED



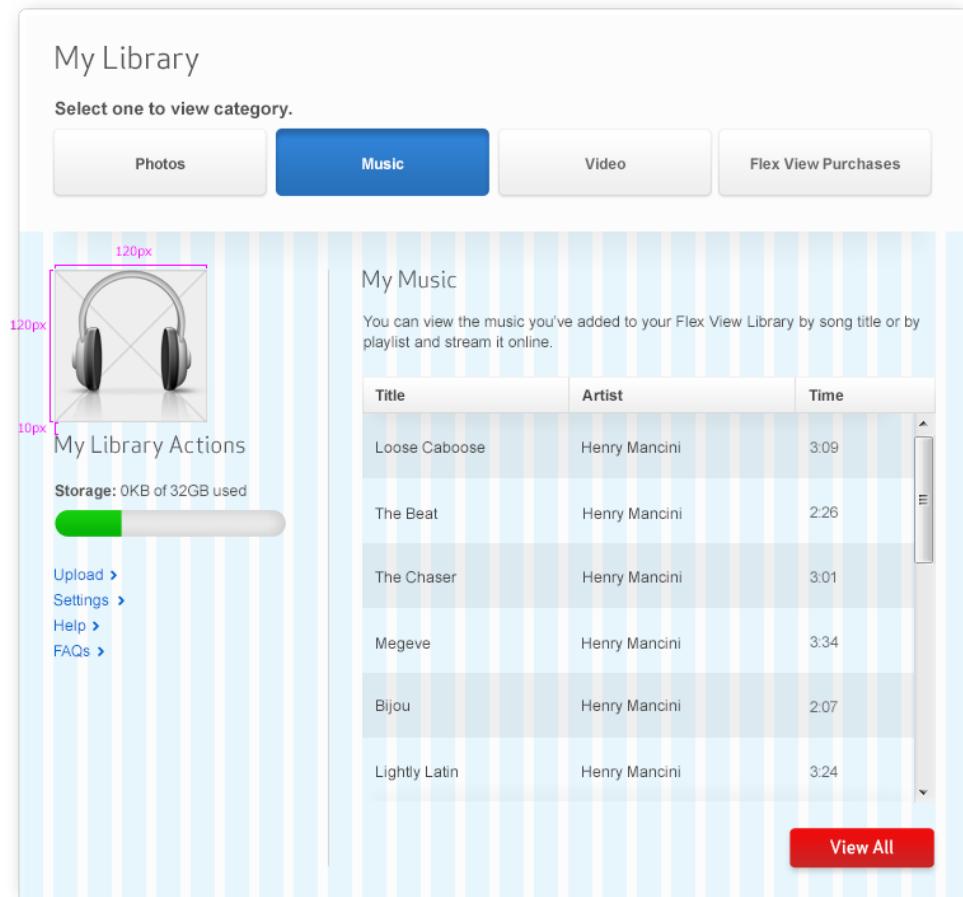
# DEVICES & BUNDLES



# SPACING

When the area/content needs to be highlighted or visually explained, an icon is a great way to bring life to the page.

Maintain a consistent spacing throughout.



The screenshot shows a digital interface titled "My Library". At the top, there's a navigation bar with tabs: "Photos" (gray), "Music" (blue, selected), "Video" (gray), and "Flex View Purchases" (gray). Below the tabs, the main content area is divided into two sections. On the left, there's a sidebar with a large image of headphones, labeled "My Library Actions". It includes a storage status message ("Storage: 0KB of 32GB used") and a progress bar. Below the progress bar are links: "Upload >", "Settings >", "Help >", and "FAQs >". On the right, there's a table titled "My Music" with a header row: "Title", "Artist", and "Time". The table lists six songs by Henry Mancini with their respective times: "Loose Caboose" (3:09), "The Beat" (2:26), "The Chaser" (3:01), "Megeve" (3:34), "Bijou" (2:07), and "Lightly Latin" (3:24). A vertical scrollbar is visible on the right side of the table. At the bottom right of the table area is a red button labeled "View All".

| Title         | Artist        | Time |
|---------------|---------------|------|
| Loose Caboose | Henry Mancini | 3:09 |
| The Beat      | Henry Mancini | 2:26 |
| The Chaser    | Henry Mancini | 3:01 |
| Megeve        | Henry Mancini | 3:34 |
| Bijou         | Henry Mancini | 2:07 |
| Lightly Latin | Henry Mancini | 3:24 |

THANK YOU