



AVIVA

Aviva
Mobile Style guidelines v 1.0

Mobile Guidelines | Design Logo



The Aviva logo represents our business to the wider world and is the most recognisable part of our brand identity.

The Aviva logo is available in two different formats, landscape and portrait.

Because of the limited space available within a mobile handset environment we should only use the Aviva logo in it's landscape format (1).

The size of the logo should be restricted to 103px x 24px and should be placed in the top left corner of the header with the correct exclusion zone around it of 23px (2).

1. Aviva landscape logo



2. Aviva Logo Exclusion Zone



Mobile Guidelines | Design Header



The header sits at the top of a website and acts as a background for the logo to sit on as well as an area to reinforce the brand identity (1).

The Aviva header in a desktop environment features a sunbeam detail. This cannot be replicated in a mobile environment as the detail and overall effect is lost due to size restrictions.

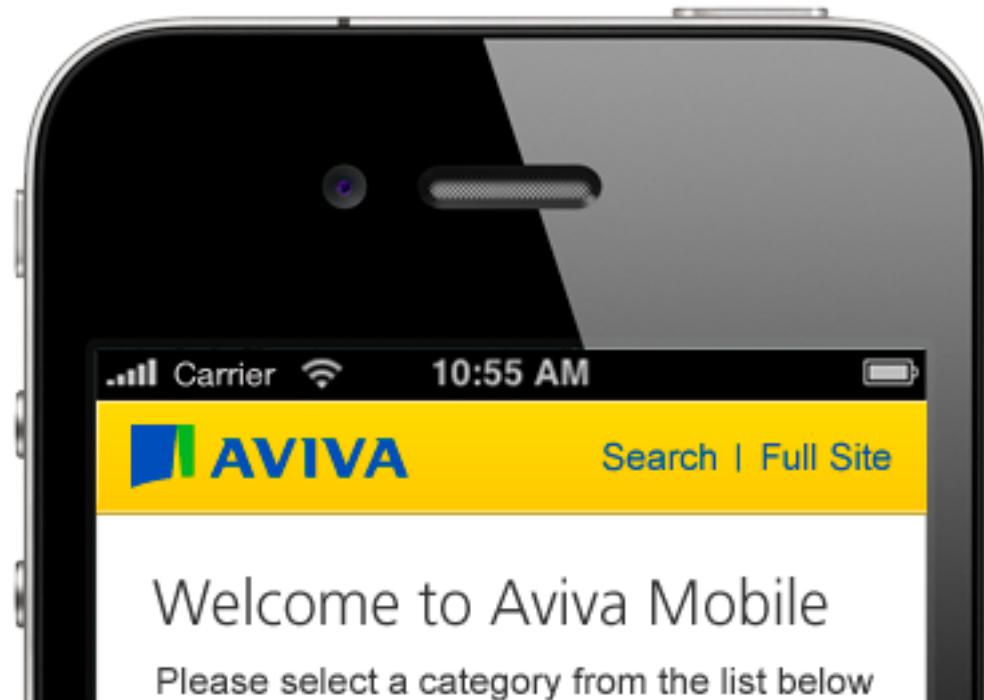
So the mobile environment header should feature the yellow colour classed as 'Aviva Yellow' in the Aviva Brand Style Guide (2).

This reinforces our brand identity and keeps our message strong using the limited amount of space available in a mobile environment.

At the top and bottom of the yellow band we use a lighter and darker version of the Aviva Yellow in a 1px accent to add depth to the header (2.1-2.3).

An example of the header can be found in the accompanying PSD file (layout.PSD) via the downloads pod.

1. Aviva header



2. Colour palette



2.2 Aviva Yellow
#FFD900
R215 G217 B0



2.1 Top Highlight
#FDF1AC
R253 G241 B172



2.3 Bottom Shadow
#E7BD1E
R231 G189 B30

Mobile Guidelines | Design Navigation



A navigation system allows the user to move back and forth through the different areas of a website.

The appearance of the primary navigation within the mobile environment differs greatly from that on a desktop site because of the size restrictions of screens on mobile handsets.

On Aviva mobile sites we use the homepage to show the primary navigation system in a list format (1). These buttons represent those that would be found in a tabular, horizontal navigation on a desktop site.

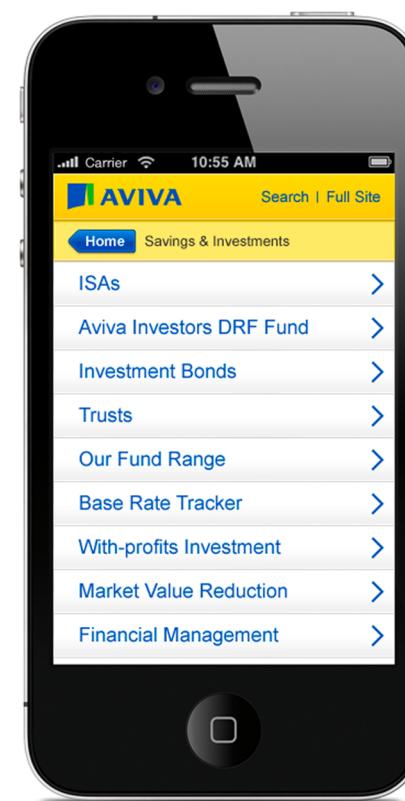
Once the button is pressed by the user a hit state is introduced to provide feedback to the user regarding their selection (2).

This menu system should ensure that mobile users are only ever two button presses away from reaching a content page.

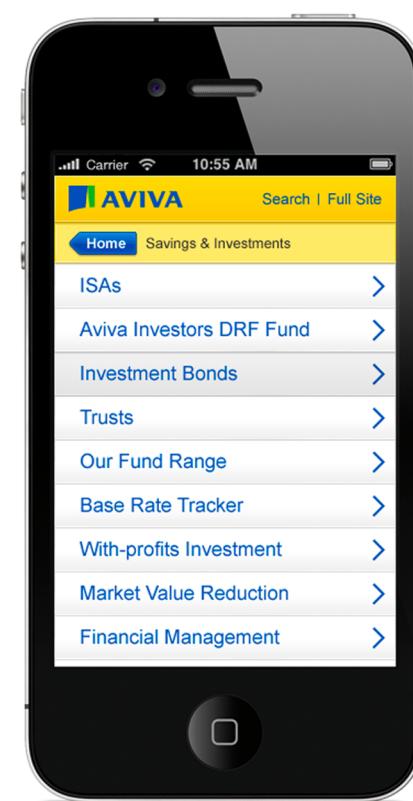
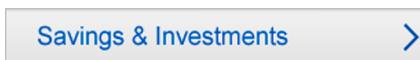
Once the user has used the primary navigation a breadcrumb is introduced to help the user navigate back and forth through the site without having to rely on their browsers inbuilt navigation tools.

An example of the header can be found in the accompanying PSD file (layout.PSD) via the downloads pod.

1. Primary navigation (unselected)



2. Primary navigation (selected)



Mobile Guidelines | Design Background

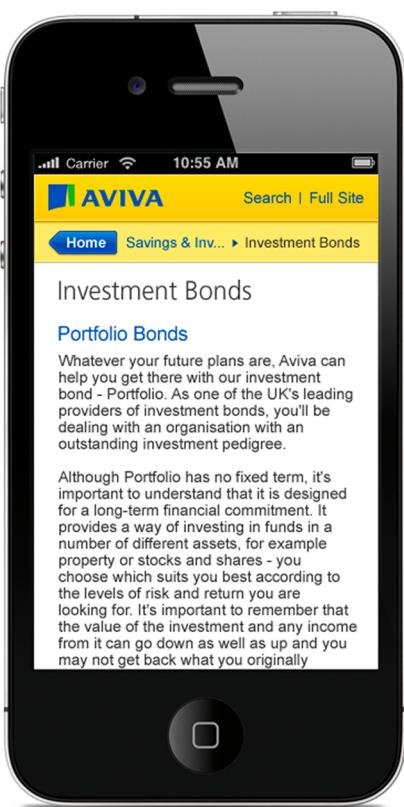


A background sits behind the content of a page within a website (1).

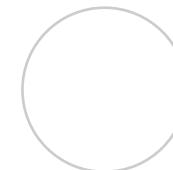
On the Aviva mobile sites the colour should be white in all cases, offering maximum contrast with the text that sits on top of it (2).

This ensures a symbiance between the desktop sites and the mobile sites and keep them both consistent. It also follows best practice for readability.

1. Standard page



2. Base colour



White

#FFFFFF

R255 G255 B255

Mobile Guidelines | Design

Text



Primary Navigation Button

Primary Navigation
Font: Arial Regular | Size: 18pt
Colour: #004FB6

Breadcrumb Navigation

Breadcrumb Navigation
Font: Arial Regular | Size: 13pt
Colour: #333333

Header

Header
Font: Frutiger 45 light | Size: 24pt
Colour: #004FB6

Sub Header

Sub Header
Font: Arial bold | Size: 14pt
Colour: #333333

Body Text

Body text
Font: Arial regular | Size: 14pt
Default Colour: #333333

Links

Links
Font: Arial regular | Size: 14pt
Colour: #004FB6

Footer

Footer
Font: Arial regular | Size: 13pt
Colour: #004FB6

Mobile Guidelines | Design Buttons



Buttons are used within a website to provide clear calls to action to either expanded content or other areas of this (or another) site (1).

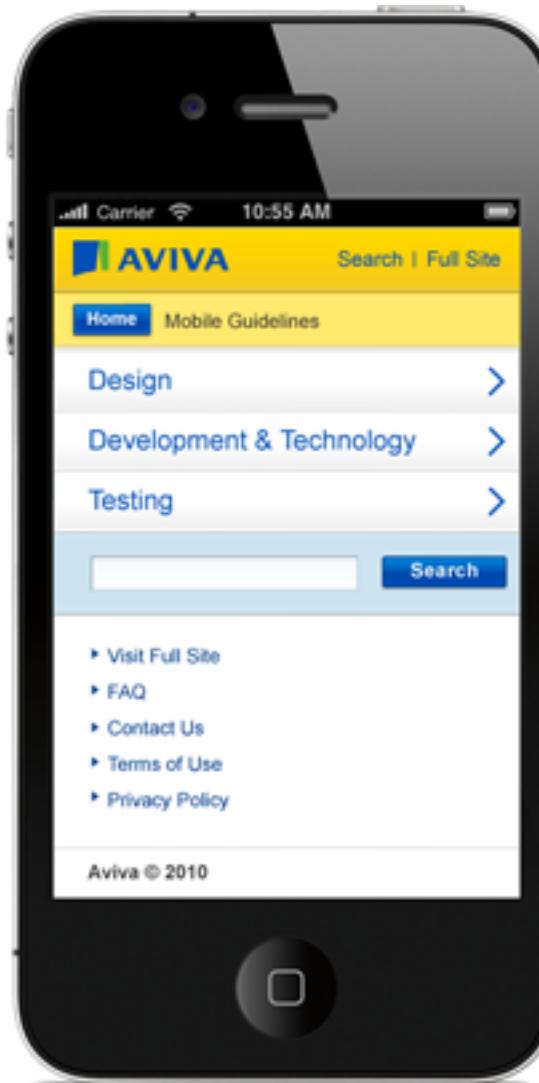
In an Aviva mobile site the buttons should be coloured blue with the text white and centre justified (2). The gradient implemented in the button is handled by CSS3. The button height is set at 21px (without the drop shadow). The width is variable, based on the amount of characters required for the button label.

The text colour should be white (#FFFFFF), arial regular and 13pt in size.

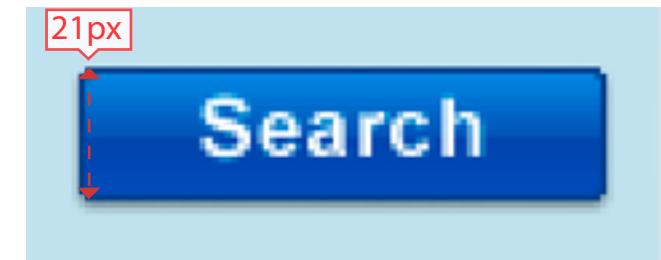
Once clicked by the user from inside their mobile interface, the drop shadow is removed from underneath the button to create the illusion of a physical button being pressed. This provides subtle feedback to the user on the choice that they have just made.

Examples of buttons can be found in the accompanying PSD file (layout.PSD) via the downloads pod.

10. Page featuring button



11. Blue button (Close Up)



Mobile Guidelines | Design Footer



A footer is used to provide links and legal information regarding a website. It is usually found at the bottom of a page and can also include accessibility data and further links (1).

In an Aviva mobile site the footer displays the following information:

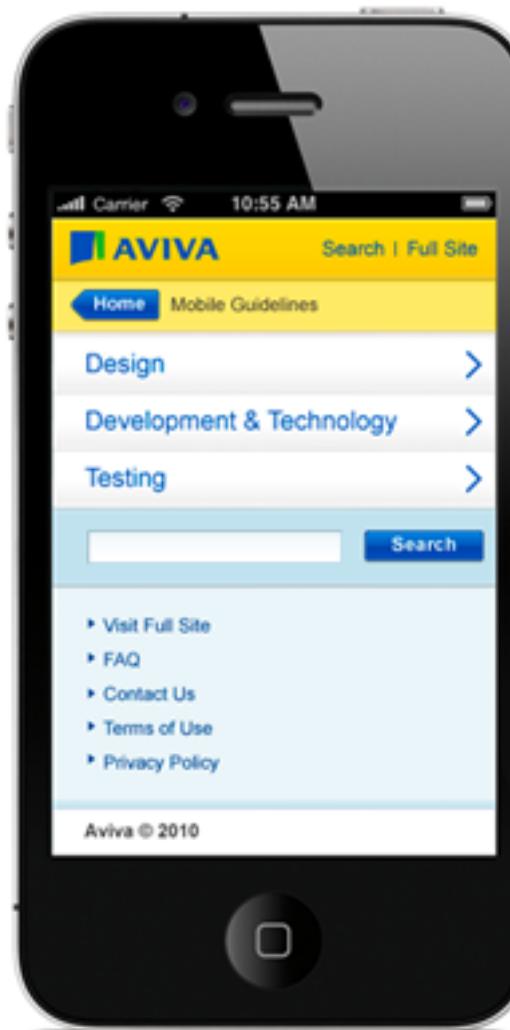
- Visit Full Site
- FAQ
- Contact us
- Terms of Use
- Privacy Policy

The footer also features a search box to allow users to quickly find the content they are searching for. There is a permanent anchor link to this feature in the mobile web header so that users are just one click from this facility throughout Aviva mobile sites.

The appearance of the footer is shown in more detail in fig. 2.

An example of the footer can be found in the accompanying PSD file (layout.PSD) via the downloads pod.

1. The Footer



2. The Footer (Close Up)



1px Highlight
#E7F2F8
R237 G245 B249



Darker Blue Background
#CDE4F0
R213 G232 B242



1px Shadow
#9FB2BB
R158 G177 B187

Mobile Guidelines | Design Icons



Iconography is used in sites to supplement or, sometimes, replace text with a visual representation.

Iconography is generally more popular on iPhone applications but can appear in mobile sites.

When used in a mobile environment, iconography needs to be consistent and should be sourced from the icon library found in the accompanying PSD (Icons.PSD).

This will ensure consistency across both our mobile websites and iPhone applications.



Download



Exit



Home



Info



Save

Mobile Guidelines | Design Imagery



Imagery is often used to lift a website and make it feel less 'dry' than it would if it contained just text.

Aviva have, since the rebrand, employed several professional photographers to create a database of imagery which can be found on www.avivabrand.com.

This is the only imagery that should be considered for use on an Aviva mobile site as it has already been approved by the brand team.

Photography should only be included within a mobile site when absolutely necessary. The use of photos can dramatically increase load times and therefore certain criteria regarding image size in pixels and kb need to be fulfilled. Further detail regarding these guidelines can be found in the UE & Dev & Tech guidelines.

Illustration is generally regarded as an unacceptable substitute for photography and should be avoided wherever possible on any Aviva mobile site. Iconography would be the exception and is approached elsewhere in this style guide.

If no appropriate imagery can be found for a specific project then consultation of the design/brand team should take place to ensure that the correct tone for our brand is met



Mobile Guidelines | Design Advertising/Promotional Pod



Advertising banners are used across the web to promote products to users based on a variety of variables.

As imagery should be kept to a minimum on any mobile site, the advertising banners need to be kept simple and to the point.

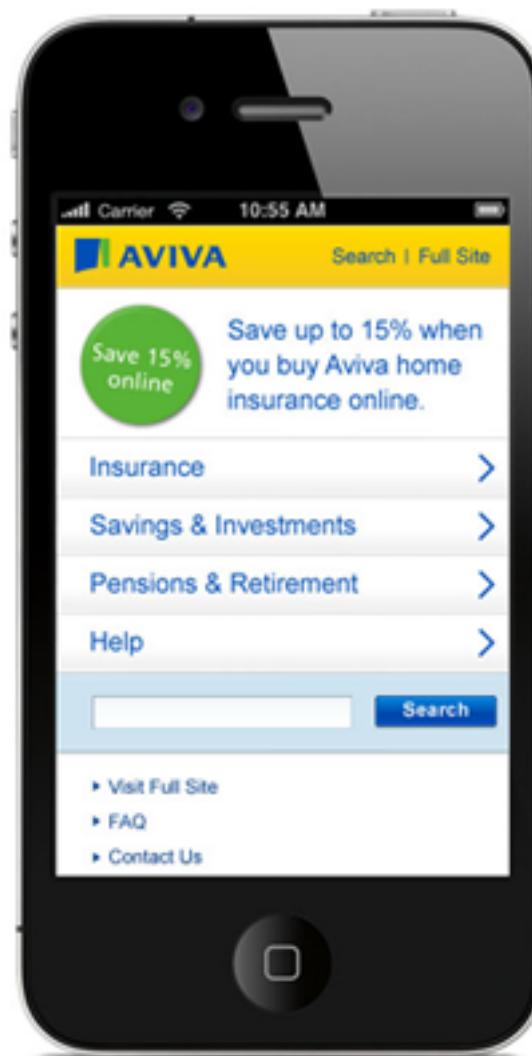
In fig. 1 you can see an example of a simple advertising banner for an Aviva mobile site. The green sticker is part of the Aviva brand guidelines for web and does an excellent job of grabbing the users attention.

A concise paragraph to the right of the sticker explains what the promotion is about in just a few sentences.

The added advantage of styling a promotional pod in this way is that it can dynamically resize itself for a whole range of different handset sizes without compromising the quality of the image itself.

Examples of two different coloured buttons can be found in the accompanying PSD file (layout.PSD) via the downloads pod.

1. Advertising/Promotional pod



2. Advertising/Promotional pod (Close up)



Mobile Guidelines | Design

Breadcrumb (Secondary Navigation)



The breadcrumb feature is implemented to give users a way of navigating back through their recent browsing history within an Aviva mobile site.

The feature appears once the user drills down past the homepage using the navigation system and begins the journey to find a particular piece of content.

The first element in the bar is a 'Home' button that is present whenever the breadcrumb is shown on the screen. This allows the user to conveniently link back to the homepage from any point within an Aviva mobile site (1).

As the user drills deeper in to a site a text link appears to the right of the 'Home' button (2). It shows both the current page the user is on (black text & inactive) and the previous page they were on (blue text & active link).

This allows the user to navigate from within the site itself as well as using the tools inbuilt to their browser on their particular handset.

An example of the breadcrumb can be found in the accompanying PSD file (layout.PSD) via the downloads pod.

1. The Breadcrumb (Level 1)



2. The Breadcrumb (Level 2)



Mobile Guidelines | Design

Link Behaviour



Links are used throughout the mobile site to allow users to quickly jump between content or topics.

Because the screen size on a mobile handset is considerably smaller than that of a traditional monitor we need to ensure that our links to further content are:

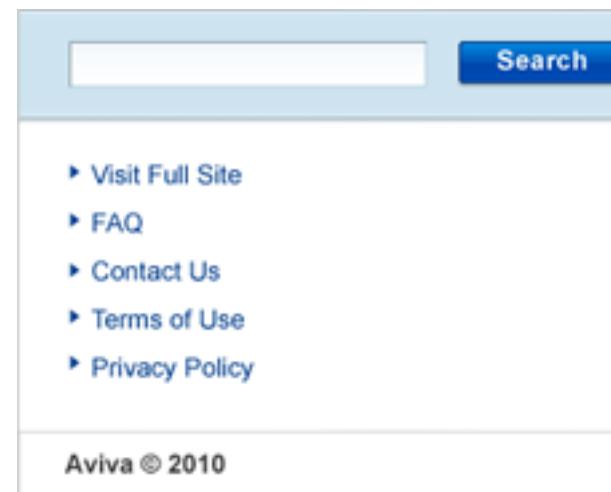
- Succinct
- Consistent in appearance
- Easy to read
- Easy to touch (for touchscreen devices)

By using clear language we ensure our links are simple to understand, the same as choosing a consistent colour (Blue, #05408D) ensures that the links have the necessary contrast on the page to stand out to the user (1). By making the 'hotspot' area around the link larger we make the button more usable for those users engaging it through a touch screen device.

For fixed keyboard handsets an underline should be shown on hover & click. For touch-screen devices this will revert to underline on click only (as no hover state exists).

Visited links should be treated in the standard format with the colour changing from blue to purple (2).

1. Link appearance



2. Link behaviour

Normal

Arial regular | 14pt | ■ #004FB6

Hover/Hit State

Arial regular (underlined) | 14pt | ■ #004FB6

Visited State

Arial regular | 14pt | ■ #551A8B

Body text

Body text is the main copy and content within a website which is usually found in the central column and of the most importance.

Because the screen size on a mobile handset is considerably smaller than that of a traditional monitor we need to ensure that our body text is treated in a way that increases its readability.

As such, the space between each line of body text has been increased a further 20%. This allows for easier readability as well as giving text links within sentences an ample amount of space for a large hit state to be applied over the top.

The colour of the body text should always be #333333, the size set at 14pt and the weight set to 'regular'.

Further detail regarding the handling and implementation of text within a site can be found in the dev & tech guidelines.

1. Arial Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 ! ? , : @ £ % & * ()

Mobile Guidelines | Design

List styles



A list style is implemented when information needs to be broken down in to easy to digest sentences.

On an Aviva mobile site we begin each list item with a blue arrow. The weight and size of the copy remains the same as the body text (14pt).

The space between each line should increase from that of the body text, with a 30% increase in distance. Further information regarding text handling can be found in the Dev & Tech guidelines.

1. List style

