2.3 DELTA.COM STYLE GUIDE

JULY 2009

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DELTA

INTRODUCTION

This document provides guidelines on the user interface (UI) design and construction for delta.com, its 3rd party extensions, and partners. It addresses the typography, color palette, design specifications, copy direction, and other page elements that come together to produce this user experience. The elements described here are developed and managed by a Style Guide team led by delta.com & self-service Customer Experience.

The Style Guide is a living document. As such, new sections and unique elements will be added as the site develops. New versions will be released throughout the year (target of 2-3 releases).

All maintenance and new development activities on the site should comply with the Style Guide. Formal Delta Technology (DT) application projects are responsible for following the rules published at the time of Project Charter sign-off.

If a site activity generates a need/interest to introduce a new style element, the content and/or project UI lead is responsible for gaining approval from the Style Guide Committee and ensuring that the approved style rules are documented.

If you cannot find guidelines for an element, wish to question a style rule, or need design approval, please complete the Style Guide Issue Submission Form (located at delta.com/styleguide) for review by the Style Guide Committee. Note: You may be asked to attend the scheduled meeting when your issue is up for review.

The current version of this document may be accessed online at **www.delta.com/styleguide.**

Style Guide Committee:

Victoria Sylvain (mtg chair)	Delta – Self-service User Experience Design
Prachi Hivale	Delta – Self-service Applications Development
Jen Miller	Delta – Interactive Marketing & Content
Jonathan Doss	Delta – Marketing Communications
Danny Lewandowski	Digitas
Lisa Mezoff	Digitas

DESIGN OVERVIEW

Delta Air Lines is the global airline that respects you and your time and acknowledges the challenges of travel today. With more personal choice, smart technology and thoughtful service amenities, Delta graciously saves and enhances your time. Delta flies the best routes and has the most dedicated, impassioned employees. Delta is redesigning the air travel experience with you in mind.

Design objectives include building customer loyalty for Delta and encourage evangelism about Delta by both customers and employees. Ultimately achievement of these objectives should support increased transaction conversion rates and greater migration away from higher cost channels to Delta.com.

PERSONAS

The Audience

To get a grip on the tone of the site, it's helpful to know for whom you're designing.

The target audience for the design of the new Delta site is the Value Seeker. Value seekers – discerning consumers who are looking for something of value – aren't just bargain hunters. They're looking for a quality experience that's worth their hard-earned money.

Value seekers are not primarily interested in "cheap," although price is among their choice determinants. Equally important to these folks is a genuinely unique experience. They are looking for a little personality, a sense of style, and an inviting experience that makes them feel special.

Functionally the site must also meet the needs of the frequent business traveler who is driven by the desire to control as much of his travel experience as possible.

DESIGN CONCEPT

"Perspectives"

Product Guiding Principles (CASSI)

Comfortable: a streamlined, simpler navigation with drop-down menus

Affordable: a renewed focus toward communicating value

Simple: a disciplined approach that reduces elements on the home page and throughout the site so that a customer's core needs are met quickly

Stylish: a contemporary look, rich in beautiful photography

Inviting: a task-oriented design that is also warm and welcoming

Base Design Concept – "Perspectives"

Digitas (DG) developed the concept around travel destination-based imagery as seen from far away, as if looking out an airplane window.

Page Structure

Pages should be highly readable so that users can scan the page and easily find what they need.

Consistency of the style throughout the site, as well as within sections and pages, is a major priority. The same styles must be applied everywhere.

DESIGN & CONSTRUCTION PLATFORM

Screen Resolution

Delta.com is designed for viewing at an 1024x768 resolution. Thus, the most important aspects of a page should be visible above the 650-pixel scroll line with items of secondary importance shown above the 650-pixel scroll line. If there is more to see below the scroll line, the visual break should infer to the customer that there is 'more.'

The Home Page should present the round-trip reservations box (RTR) fully above the scroll line.

Page Weight

Home page should not exceed 100KB.
All other pages should not exceed 35-45KB (exceptions must be approved)

Download Times

All pages should load by 8-10 seconds or less.

Browser/Platform Compatibility

Delta.com is viewed best using Internet Explorer 6.0 (and above) and Netscape 7.2 (and above). Our formal list of supported browsers is currently:

- Microsoft Internet Explorer 6.0 or higher
- Firefox 2 or higher for Windows and Mac
- Safari 2 or higher for Mac
- Safari 3 Public Beta or higher for Windows

Preferences Enabled

Cookies, JavaScript, and Java.

JavaScript

Use sparingly. When a user has JavaScript turned off, use the <NO SCRIPT> tag.

Primary Interface Technologies

Delta.com is built using SiteMesh and a decorator concept to control the brand and navigation "wrappers." The content look and feel is controlled by CSS and XML.

See CSS Guidelines under delta.com/styleguide.

Supporting Interface Technologies

Other supporting technologies include limited use of Acrobat Reader (version 5.0) and Flash 7.0.

PDFs should be used only for content-heavy documents that customers will very likely want to print.

Flash should be used sparingly. While Marketing pieces may benefit from visually appealing movement, site content should consider a "flash-type" medium only when it supports a more "usable" end user experience. It should not be used on the Home Page.

Note: Flash has not been hosted within the delta.com infrastructure.

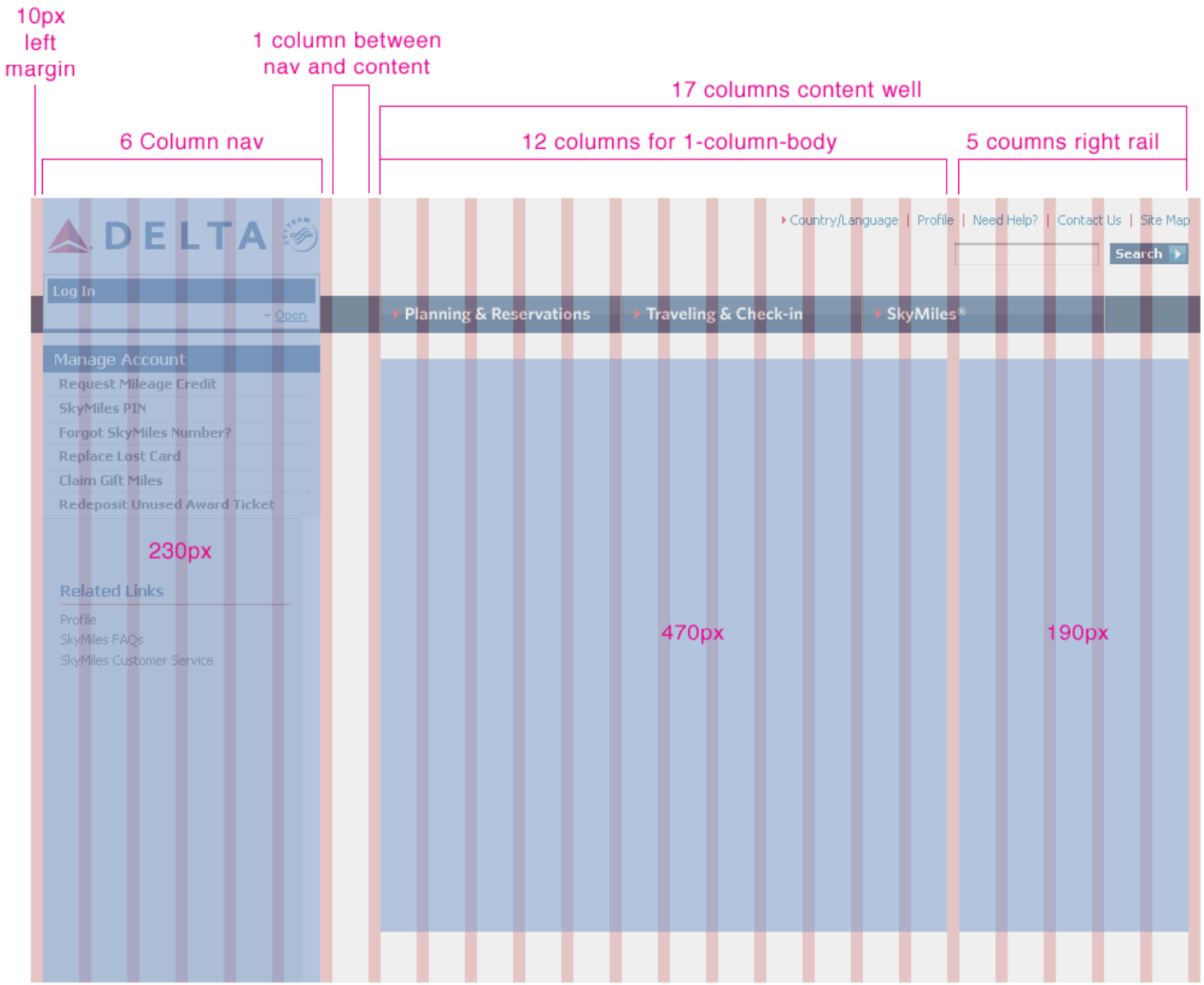
iFrames

IFrames are used when displaying dynamic information from a backend system, an outside source, or when a significant amount of information is presented that requires a lot of scrolling. Due to usability and technical challenges, IFrames usage should be limited. Currently it is used on delta.com to show the boarding pass image within the Check-in application.

LAYOUT GRID

Primary Foundation

The layout grid is used to create a consistent and manageable layout across delta.com. It alleviates varying sizes and spacings for a variety of elements and standardizes code requirements throughout. The grid also increases the flexibility of marketing pages and creative options when creating unique pages. The following grid structure is the core foundation of delta.com and should be followed for all projects.



Grid Specifications

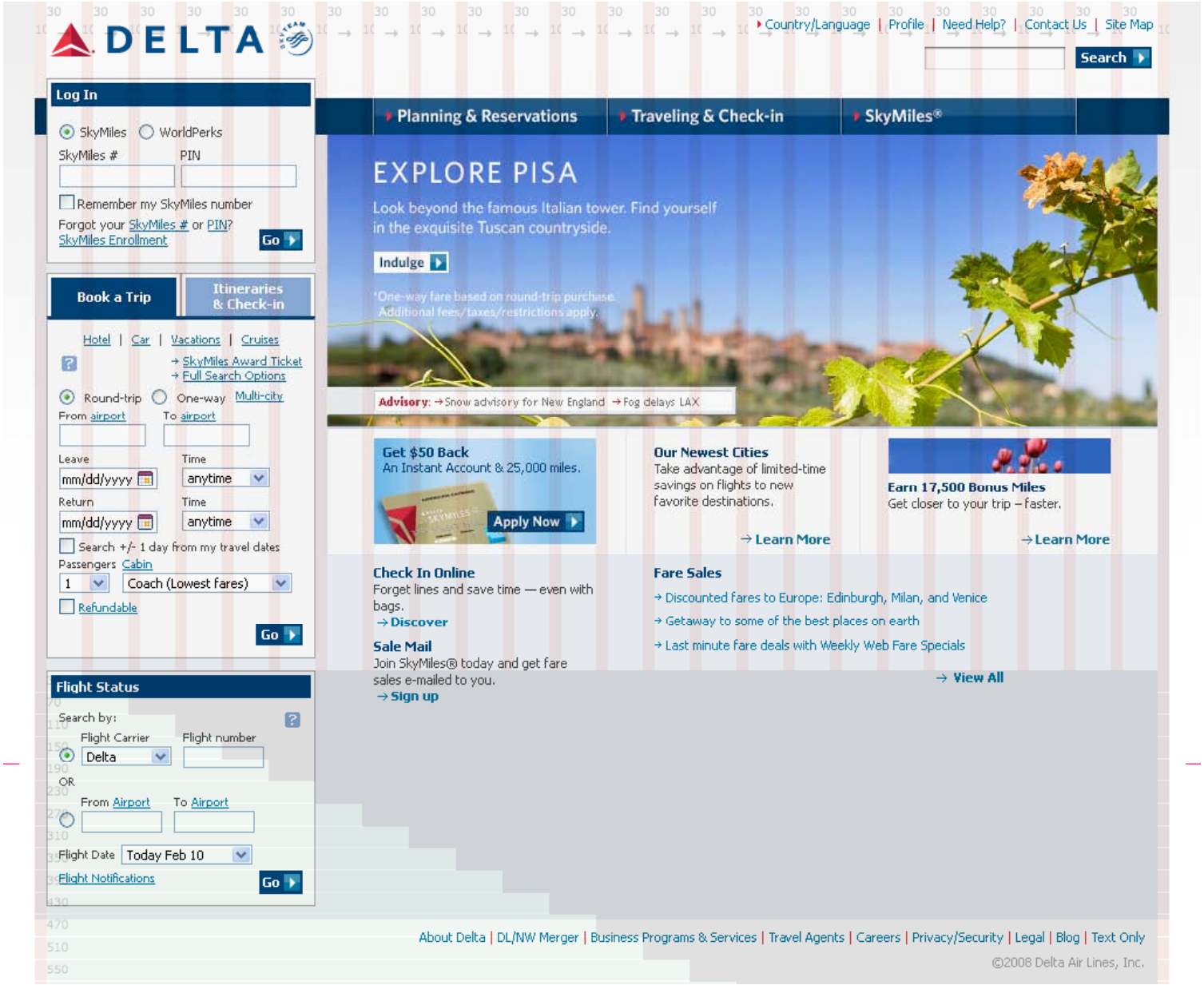
- 970 px wide
- 24 columns, each 30px wide
- 10px gutters
- Outer margins 10 px
- Fold at 650 from top

LAYOUT GRID

Home Page

The graphic below roughly illustrates the grid structure of the delta.com home page and how those parts fit together. Standards for each element are described in more detail throughout the guide.

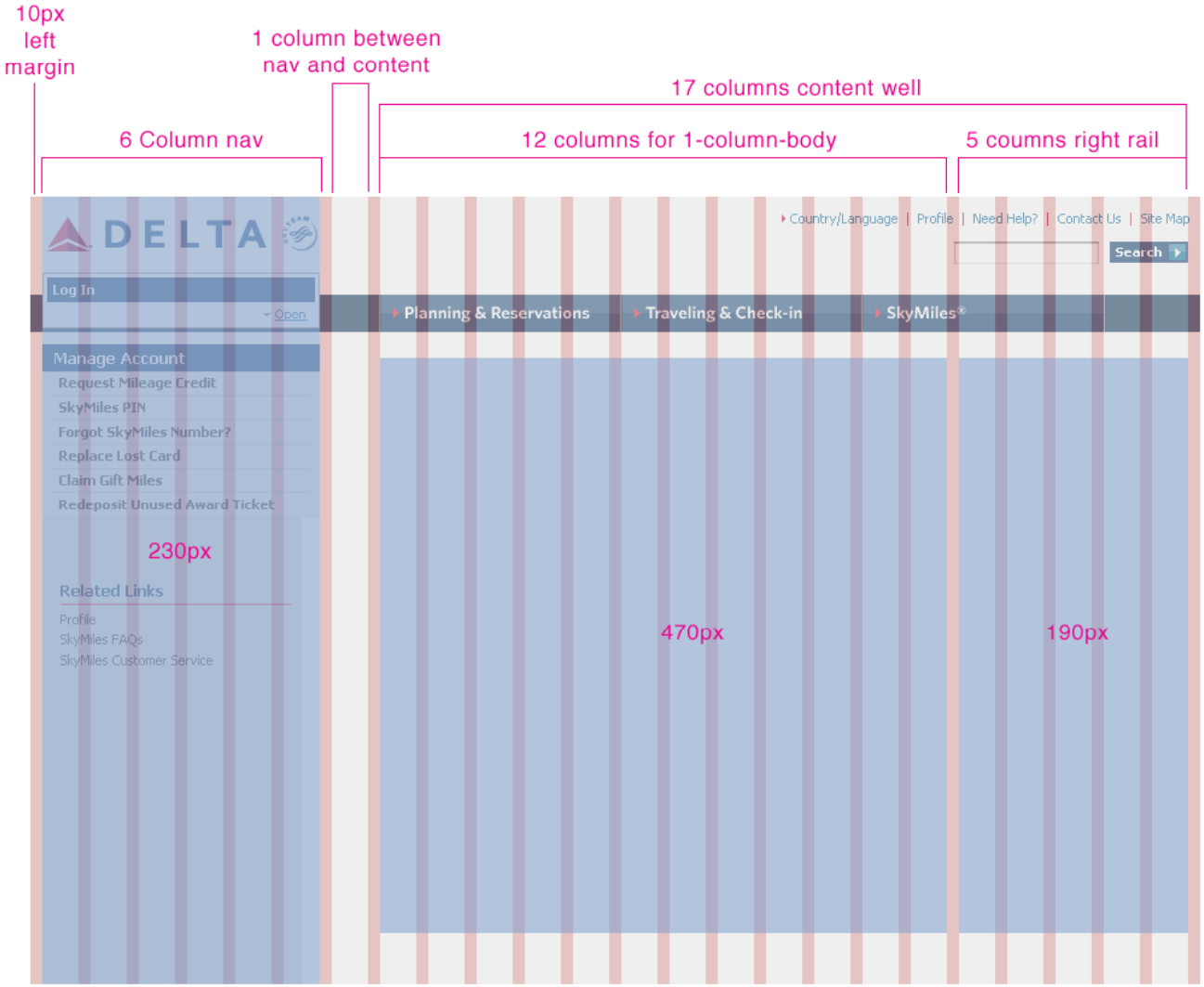
See Home Page Messaging Elements.



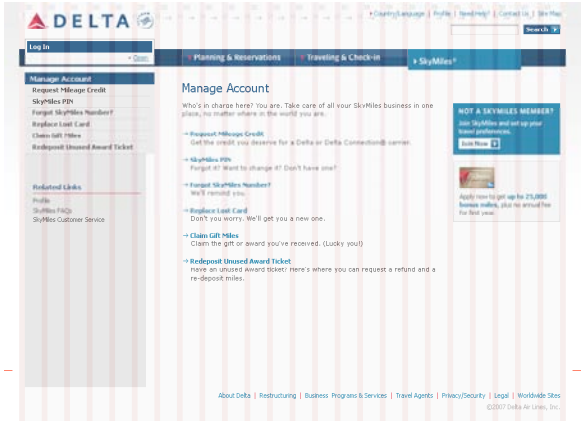
LAYOUT GRID DETAILS

2/3 – 1/3 Split Content Well

The majority of content pages follow this grid template. It allows for right rail content to be "on" or "off" depending on page needs. The right rail spans 5 columns and is also able to contain an IAB standard ad size of 180x150 if desired.

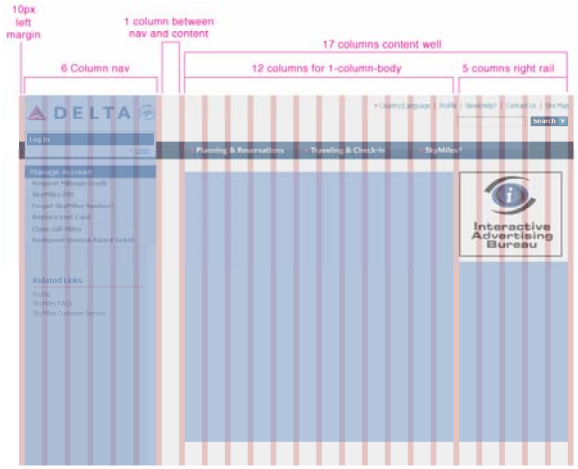


Example page:



IAB ad option:

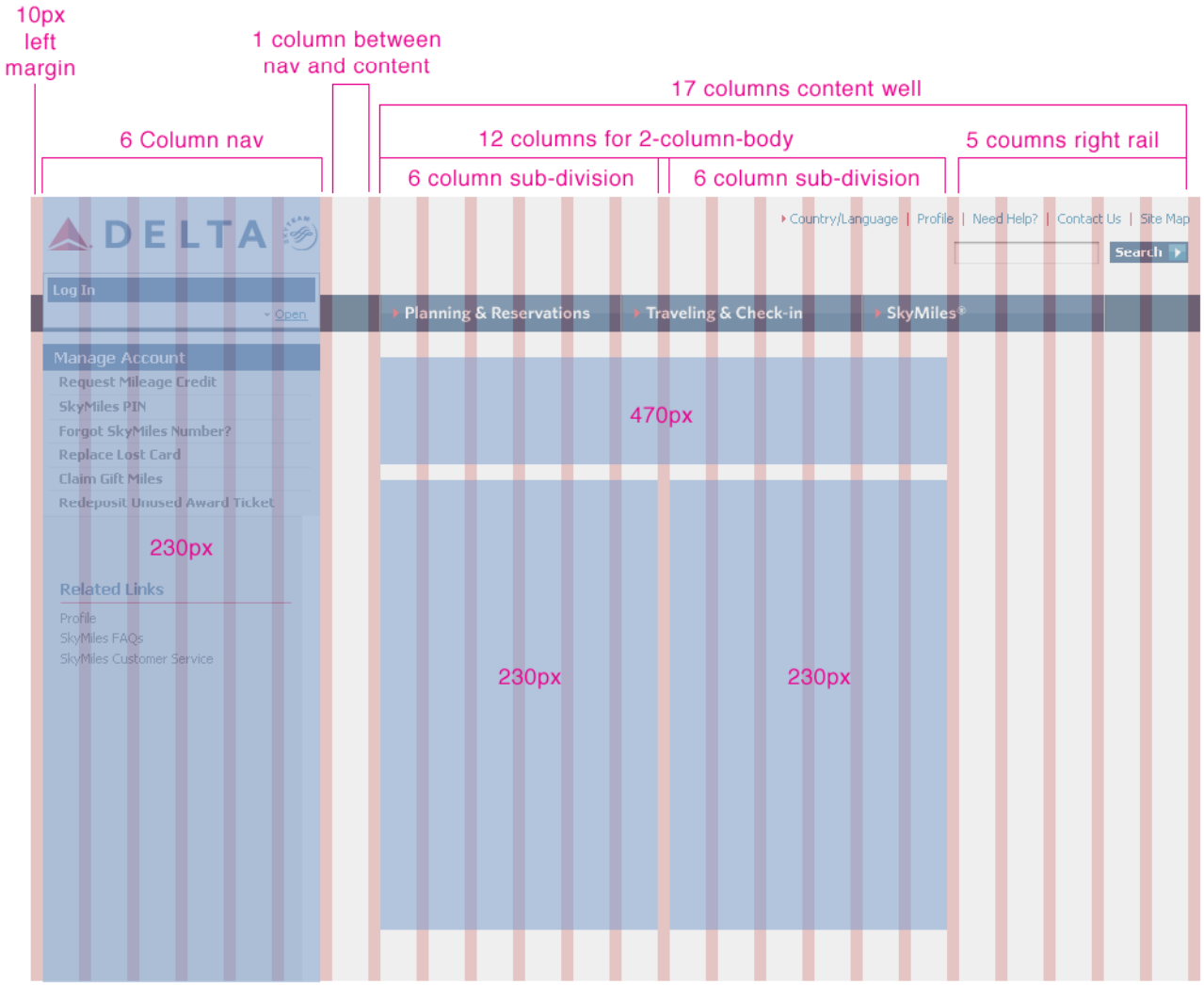
**Note: IAB ad size is 10px narrower than, and left-aligned within, the right rail area.*



LAYOUT GRID DETAILS

Center Split Content Well

The overall foundation of delta.com follows a simple 1/3- to 2/3-grid structure. Within the content well of the page, the space can be broken up into 2 columns to accommodate content; however, it strictly follows the width and placement set below.

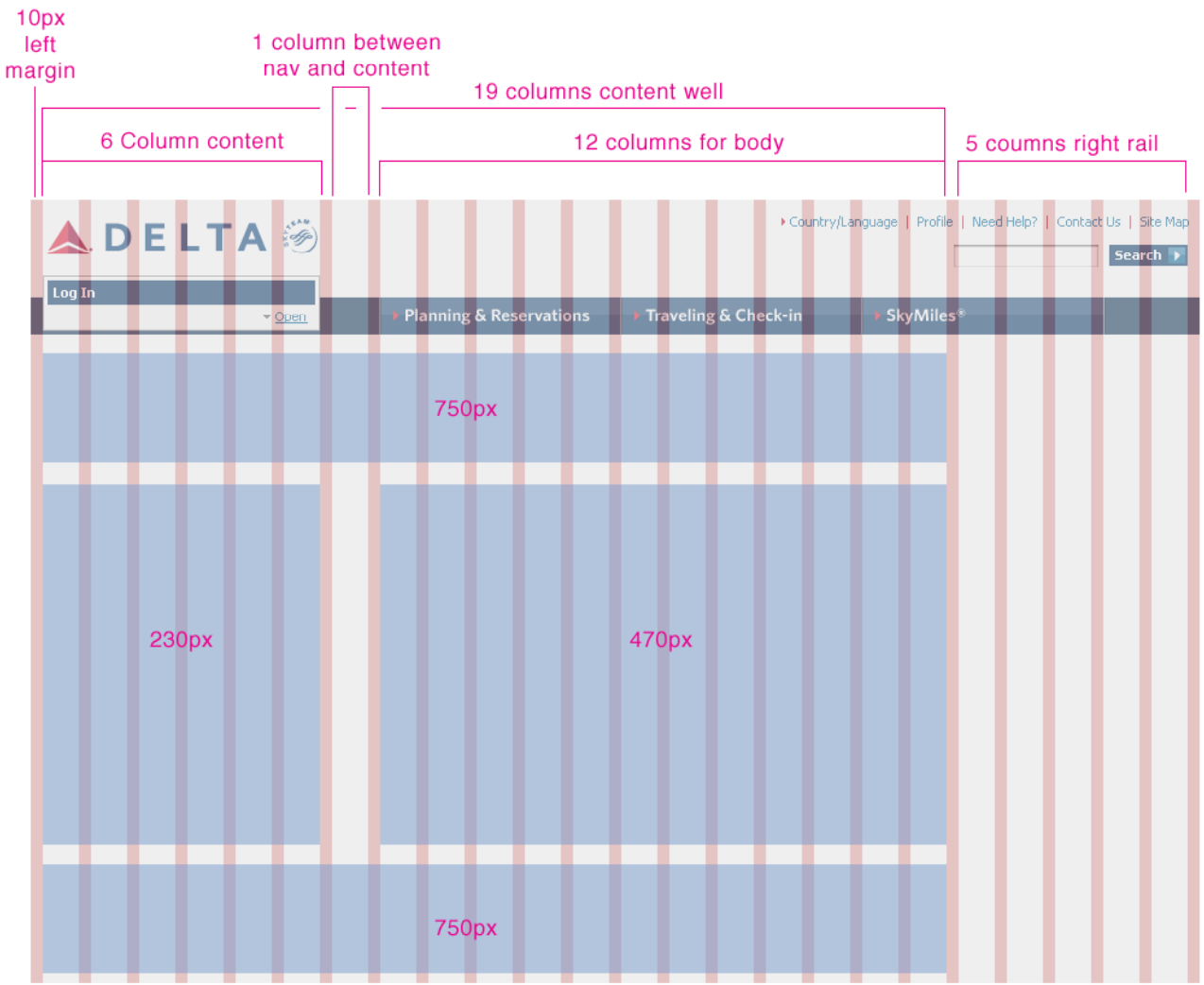


Example page:

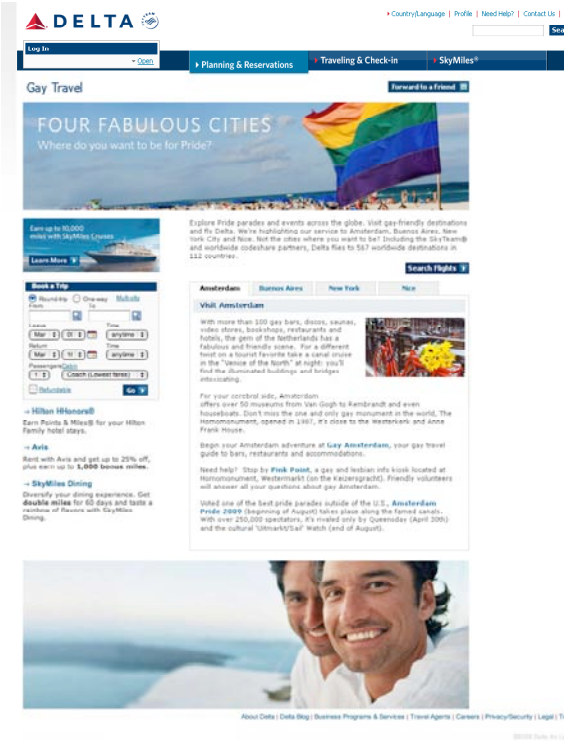
LAYOUT GRID DETAILS

No left navigation

This layout style is used when no left navigation is required and the full width of the page for header/footer graphics is to be used. Some examples include the Travel Destinations pages (Ski, Golf, Gay Travel) and Travel Getaways page.



Example page:



BRANDING ELEMENTS

Consistent use of Delta branding elements is critical to the overall experience customers have with Delta and helps to reinforce core company values as expressed through CASSI (Comfortable, Affordable, Simple, Stylish, Inviting).

Refer to this section for any questions regarding typography, colors, or logo usage.

TYPOGRAPHY

The fonts were selected because they are distinctive and highly readable and compliment fonts used offline. These fonts are to be used throughout the delta.com online experience.

The primary font for graphical text treatments is Whitney. Use graphic text when it is critical to maintain a consistent display of text across all browsers and when you need to control text elements, such as spacing, to not compromise the page design.

Specific site areas include:
- Primary Navigation
- Primary Messaging Component
- Buttons

For HTML copy, the system fonts are Verdana and Tahoma.

Due to its broader, easy to read nature, Verdana is used for copy-dense areas:
- Text on content pages - paragraphs of text, bulleted lists, and layout styles that include primarily text.
- Paragraphs of small text – Terms & Conditions.

When a narrower font is needed, or to compliment Whitney when a strong weight is needed, use Tahoma. Specific areas include:
- Page headings - h1, h2, h3, h4, etc.
- Applications and application components - search box in the masthead, the home page RTR, all of booking, data fields, etc.
- Navigation – drop-down menu items, left nav items
- Tables

Tahoma is also the default font for any other text displayed on the page that doesn't fall in any of the categories above.

When defining font-family in the css, sans serif is included as the backup font after both Verdana and Tahoma.

(Example: font-family: Verdana, sans-serif; font-family: Tahoma, sans-serif)

See Italics and Bold under Copy Rules.

Whitney

Whitney is the typeface used for all graphical text needs.

Whitney Light
AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtU
uVvWwXxYyZz
1234567890!
@#$%^&*()

Whitney Book
AaBbCcDdEeFfGgHhIiJjK
kLlMmNnOoPpQqRrSsTt
UuVvWwXxYyZz
1234567890!
@#$%^&*()

Whitney Medium
AaBbCcDdEeFfGgHhIiJjK
kLlMmNnOoPpQqRrSsTt
UuVvWwXxYyZz
1234567890!
@#$%^&*()

Whitney Semibold
AaBbCcDdEeFfGgHhIiJjK
kLlMmNnOoPpQqRrSsTt
UuVvWwXxYyZz
1234567890!
@#$%^&*(

Two typeface versions are used most frequently: Book (most common) and Semibold.

COLOR PALETTE

For online experiences, an expanded color palette is used to cover many needs and usability concerns. These include items such as tables, forms, links, errors, etc.

The primary colors are used for most basic online needs and items that are most important on screen. Delta Medium Blue is used for links only. Dark Gray is for all body copy. White, although not listed, is also a major color to consider when designing for screen to keep layouts open, clean and fresh. Secondary colors are used in supporting areas such as tables and table headings. Tertiary colors are used sparingly when accents are needed or unique elements need to be seen more readily.

PRIMARY

Delta Blue
r0, g51, b102
#003366

Delta Medium Blue (Used for links only)
r0, g102, b153
#006699

Delta Dark Gray
r51, g51, b51
#333333

Delta Red
r192, g25, b51
#C01933

SECONDARY

Delta Light Blue 2
r230, g235, b239
#E6EBEF

Delta Light Blue 1
r119, g153, b204
#7799CC

Delta Dark Blue
r0, g42, b80
#002A50

Delta Light Red
r224, g25, b51
#E01933

Delta Dark Red
r153, g25, b51
#991933

Delta Gray 1
r249, g249, b249
#F9F9F9

Delta Gray 2
r234, g234, b234
#EAEAEA

Delta Gray 3
r226, g226, b226
#E2E2E2

Delta Gray 4
r204, g204, b204
#CCCCCC

TERTIARY

Delta Orange
r234, g138, b26
#EA8A1A

Delta Yellow
r255, g222, b0
#FFDE00

Delta Light Yellow
r255, g255, b153
#FFFF99

Delta Green
r51, g153, b51
#339933

Delta Light Green
r235, g245, b235
#EBF5EB

Delta Purple
r176, g144, b176
#B090B0

Alert Red
r255, g0, b0
#FF0000

DELTA LOGO TYPES

Consistent use of the Delta signature will help build visibility and recognition for the airline and will set Delta apart from competitors. The integrity of the Delta signature must be respected at all times. Don't stretch, condense or otherwise abstract it. Any modification of the Delta signature confuses its meaning and diminishes its impact.

Master artwork must be used and must not be manipulated. Do not alter the arrangement, spacing, or proportions of the Delta corporate logo signature elements. Each individual signature may be proportionately enlarged or reduced.

The Delta corporate signature contains a non-standard, custom font. It may not be approximated or replaced by a "similar" font and must be reproduced from master artwork.

Note: There is no reversed color signature. Always reverse to white

Strong color contrast between the logo and the background color is imperative.

The Delta corporate logo device (i.e., widget symbol) may **never** be:

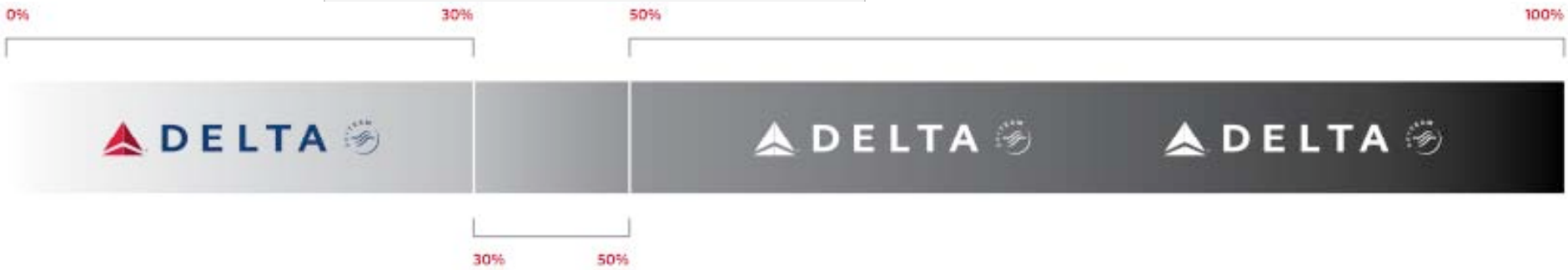
- Altered or distorted, split, slanted, or have designs or type super-imposed
- Turned sideways or upside-down or used as a directional element
- Used alone or as a design element (must ALWAYS be part of a masterbrand or derivative signature)

The SkyTeam™ "logo lock-up" must be used on external customer-facing products. Exceptions include Delta Cargo, which does not require the SkyTeam logo when used on delta.com.

All trademark designators (® or ™) must be included as they appear on the logo signatures. *See Trademarks under Copy Rules.*

The recommended minimum size for the SkyTeam logotype is 6 mm in height.

Logo Type Versions	Usage/Spec	Examples
Full Color (Used on delta.com)	The full color (red and blue) Delta logo is the master treatment, and is, therefore, used most corporately; it must appear on a white background or when the background color value is between 0% and 30% after converted to grayscale.	DELTA SKYTEAM
Reversed Signature	A single color version of the Delta logo may appear in white only. Use the reversed signature when the background color value is between 50% and 100% after converted to grayscale.	DELTA SKYTEAM



DELTA LOGO TYPES: CLEARSPACE AND MINIMUM SIZE

The Delta signature is one of the company's most precious assets. Always position it for maximum impact and give it plenty of room to "breathe." This will ensure the signature's presence and legibility. Clearspace frames the signature, separating it from other elements such as headlines, text, imagery, and the outside edges of printed materials.

Clearspace

A minimum amount of clearspace must surround the signature at all times. This space is equal to the cap-height of the Delta logotype (e.g. the "l" in Delta). In general, a larger amount of visually uninterrupted space should be kept clear for optimal visibility.

Minimum Size

When reproducing the signature, be conscious of its size and legibility. to ensure quality reproduction in print, the signature must appear no smaller than 8p in width.

Signature Clearspace

Signature Minimum Size

IMAGERY

Imagery is a universal medium used to tell stories and make human connections. In our new brand expression, we use imagery to communicate our offer in a compelling and immediate way to make a meaningful connection with all of our audiences.

Our imagery can be categorized into three subject areas: people, product and destination. To further support our unique visual approach, imagery should use cropping, scale and select focus to portray subjects in an imaginative and dynamic way that will trigger a response, an emotion or a call to action. All imagery should be surprisingly straightforward and communicate one or more of our image attributes.

We encourage the use of imagery that shows how our customers benefit from our service and commitment, and that acknowledges the teamwork, achievement and professional nature of our employees.

Visuals should be full color, in sharp focus, and have a central subject without any unusual effects. Their brightness and contrast should be ample enough to provide vivid colors. The composition should be interesting and unique in terms of elements and angles. Style is paramount.

The delta.com Home Page has unique image guidelines.
See Home Page Background Imagery.

Throughout the site, imagery is used to bring visual interest and convey additional meaning to marketing and static product content.

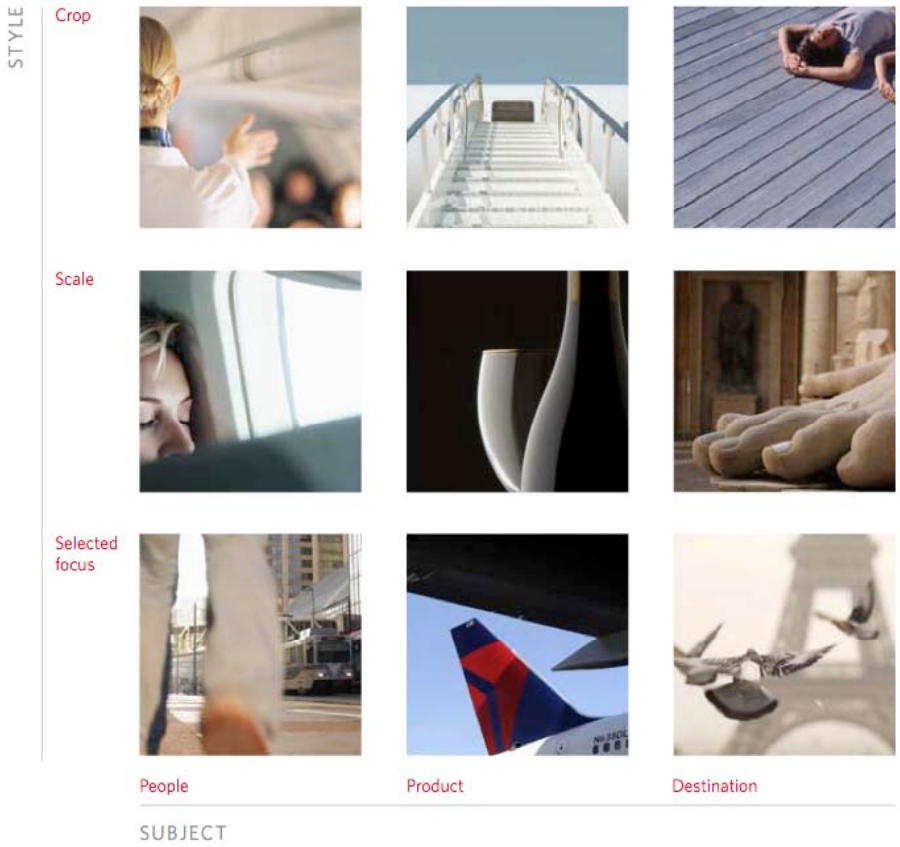
For marketing placements, landscapes and destinations are the primary subject matter recommended. They should also contain enough negative space in an appropriate color value (dark or light) to allow for messages to be easily read when placed on top of them.

For static site content call-outs, other items may be used as accents on certain areas of a page (i.e., Baggage) or specifically to illustrate a particular piece of text (i.e., Kiosk Check-in).

Regarding aircraft and environmental imagery, aircraft images should never be:

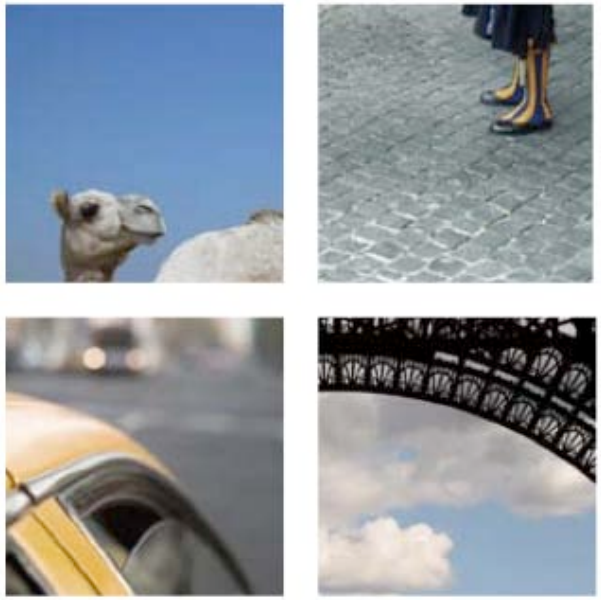
- Depicted in angles or positions that may give off a negative safety impression.
- Surrounded by dangerous elements: fireworks, lightning, storm clouds.
- Touching anything adjacent to it or in it's flight path.
- With characters or designs added to the standard aircraft image

See Call-outs & Lower-level Imagery under Global Site Elements.



IMAGERY: STYLE

Crop



Cropping the subject in a compelling way that creates visual interest, expresses something greater beyond the boundaries of the piece.

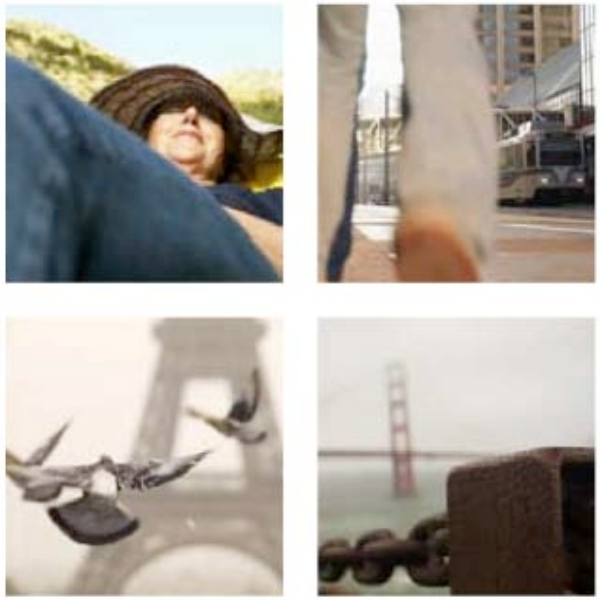
- Unexpected viewpoint
- Sense of discovery

Scale

Using scale infuses dynamism and brings an unexpected quality to everyday objects or people. It simplifies the composition, adds impact and directly relates to the straightforward quality of our visual system.

- Bold and confident
- Simple and clean aesthetic

Selected Focus



Using selected focus imagery provides the viewer an intelligent nuance; it gives relevance to detail and a sense of depth and discovery by not revealing the obvious.

- Warm and authentic
- Sense of depth

IMAGERY: STYLE

People

People imagery includes our customers and our employees. We encourage the use of imagery that shows our customers benefiting from our service and commitment. It should also acknowledge the teamwork, achievement and professional nature of our employees. Our people imagery should be real and honest, not posed or contrived.

- Confident and straightforward
- Speak as a peer

Product

Delta products and services are designed to enhance and save our customers time. Products should not be presented in an overly literal manner; rather they should be illustrated in an inviting, easy to use and fresh manner.

- Innovative and relevant
- Crisp, simple and clean

Destination

As a global airline, destination imagery also plays an important part in communicating our offering. Destination imagery should be presented as an unexpected glimpse and not a literal "postcard." These images should demonstrate a unique and knowledgeable understanding of these destinations.

- In the know
- Sense of discovery

IMAGERY: DO NOTS

Here are examples of images that do not represent the Delta brand. Our images should never be artificial, stereotypical, decorative, literal or unnatural. Photos should not be cluttered with unnecessary props that distract from the story. Avoid using images with content that is irrelevant to our business and customers.

1. **DO NOT** use clichéd metaphors to represent our product benefits.

2. **DO NOT** use images that are exaggerated.

3. **DO NOT** use images portraying clichéd business gestures.

4. **DO NOT** use staged images.

5. **DO NOT** use images with artificial settings or staged environments.

6. **DO NOT** use images that have been digitally enhance or composed of two photos.

7. **DO NOT** use generic images with color filters.

8. **DO NOT** use with clichéd destination topics.

9. **DO NOT** use images with cluttered and distracting environments.

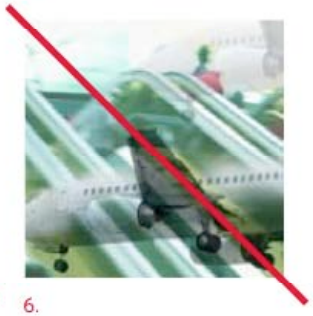
1.

2.

3.

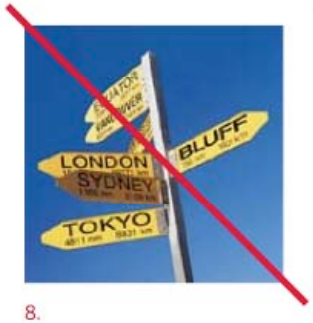
4.

5.



6.

7.



8.

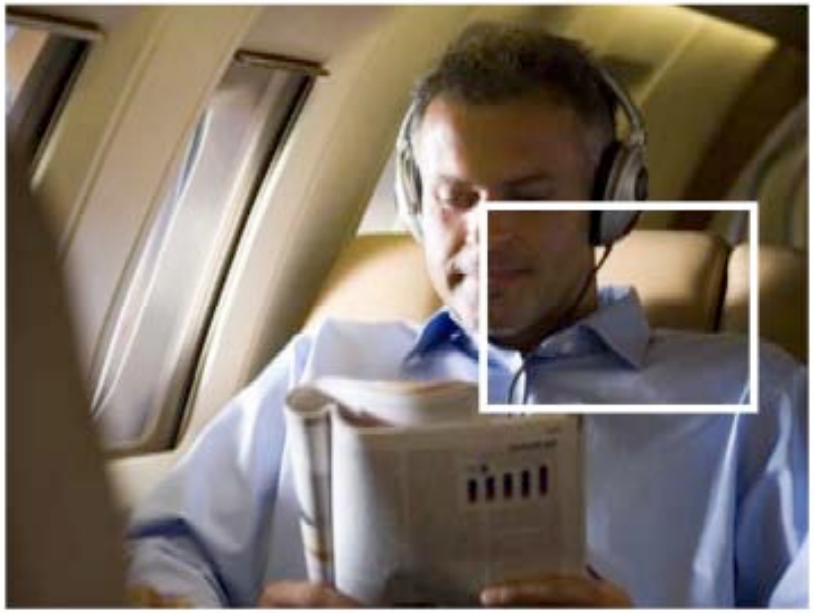
9.

IMAGERY: CROPPING

We use the cropping technique illustrated on this page to achieve the dynamic photo treatments that have been discussed on the previous pages. Cropping enables you to create a unique composition from ordinary imagery in order to bring it more in align with our brand attributes and help differentiate our photography from competitors.

Note: When you are cropping and enlarging a small section of a photograph, make sure the photo has a high enough resolution to maintain its quality.

Original



Cropped

COPY DIRECTION

In an online environment where a customer is not interacting with a human, copy becomes the substitute and is critical to the overall experience customers have with Delta.

While all of the CASSI attributes are important, 'Simple' has the greatest weight. A challenge then becomes how to balance warmth with brevity.

COPY TONE

Be Brief Straight-to-the-point copy will guide the eye, keeping the brand — and the traveler — on target.	When possible and appropriate, favor short "sound bites" of information over lengthier prose. "Relax. Unwind. Uncork." *– NOT –* "Enjoy a fine wine from the comfort of your seat, courtesy of ABC Vineyard—just one of many exciting day trips Delta recommends from San Francisco."	Speak in a clear, active voice—avoid technical or overly formal language. "Check in ahead" *– NOT –* "Please proceed to the check-in counter. Be prepared with your boarding pass and identification."
Be Relevant Copy should highlight the insightful ways Delta is working to simplify and enhance the travel experience.	Project a frequent traveler's mindset – acknowledge the good and the bad. "Delays courtesy of mother nature. Hot chocolate courtesy of Delta." *– NOT –* "Delta is not responsible for delays due to inclement weather in the city of departure or arrival."	Provide helpful "tips" that anticipate traveler needs throughout the journey. "Now would be a good time to check any toiletries too big to carry on-board". *– NOT –* "You may NOT carry on the following items..."
Be Provocative Copy should engage attention with a touch of intelligent wit that underscores Delta's unique point of view.	Humor should be rooted in a shared understanding of what travel is like today and what travel should be. "Chatty neighbor?" (Packaging on headsets)	Humor should be daring enough to surprise. "Direct flights to New York City. Or to the USA."
Be Real Copy should demonstrate a spirit of like-minded understanding that reflects Delta's respect for frequent travelers and their time.	Be human but avoid over-using "you" or being too familiar. "Welcome to NYC. Have a great stay." *– NOT –* "Delta welcomes you to New York City. We hope you have a wonderful journey, whatever your ultimate destination."	Emphasize substance over style — avoid being clever for its own sake. "JFK to LAX – 10X a DAY" (Conveys useful information) *– NOT –* "JFK to LAX is AOK." (Conveys no useful information)

COPY RULES

Overall Copy Guidelines (supports brevity and simplicity)

Page Length
Body text areas should be no longer than 600-700 words; 1,000 words maximum. This equates to approximately 3 screen scrolls at a 800x600 resolution setting.

Paragraph Length
Paragraphs should remain short. Optimally, paragraphs on delta.com should be less than 7 lines long. Less than 50 words is a good paragraph length.

Word Choice & Length
Simpler, smaller words should be chosen over longer, more complex words. Obtain specific term direction under the header Word Choice in the following table.

English Standards
For specific writing insights not found in the list below, refer to The Chicago Manual of Style, 15th Edition.

Language Translation
For translating to languages other than English, allow 25-30% word growth minimum.

Term (in alphabetical order)	Usage/Spec	Examples (as needed)
Acronyms	If you establish an acronym, spell out the first usage and continue to use it for the rest of the page.	
Addresses	Left align. Blockquote. Use the specific 9-digit zip code when available.	<blockquote> Delta Air Lines, Inc. Dept. 745 SkyMiles Service Center P.O. Box 20532 Atlanta, GA 30320-2532 </blockquote>
Aircraft Names	Use a hyphen when changing from letters to numbers with the exception of Airbus aircraft. Do not use a hyphen when adding a letter after a number. For aircraft such as the Boeing 727, spell out Boeing 727 on the first reference in a paragraph, then use the aircraft numerals only such as 727, 737 on subsequent references. Avoid using aircraft plurals. Typically state it as the number of aircraft without the "s" (e.g., 10 Boeing 727). If a plural is needed, use "s" without the apostrophe.	L-1011, MD-88, A310

Term (in alphabetical order)	Usage/Spec	Examples (as needed)
	Capitalize and italicize the names of individual planes, such as *Spirit of Delta.* When referring to specific ship numbers, capitalize the word ship (e.g., Ship 107)	
Airports	Spell out the airport name whenever possible.	LaGuardia Airport or New York-LaGuardia Washington-Dulles International Airport or Washington-Dulles
Alerts/Error Messages	Provide a brief description of the problem/error with clear instructions on how to fix it. *See the Alert & Error Messaging section for specifications.*	
Alt/Title Text/Tool Tips	**Image Alt/Title Tags** All images require alt text. The alt text should be relevant to the image, and for search engine optimization purposes should describe what is shown in the image in a branded way. If there is any graphical text in the image, these words must be included in the alt text. This lets the visually impaired know important information. The words should be written in sentence case. If the graphic contains text, the alt text should mimic the case of the graphical text. **Hyperlink Tool Tips** Add a tool tip to help customers save time and avoid a wasted click. Specifically: • If customers may need more help understanding what is behind the link. • When there are space constraints on a data item that forces the use of an abbreviation. The roll-over can display the full name. (i.e., airport names). Keep it as brief and efficient as possible. Use sentence case. *See Tool Tips.*	Bad alt text: Woman with computer Good alt text: Delta business traveler working on computer Used when you roll-over 'Contact Us' and 'Need Help?' in the Global Header. Used in Shopping when you roll-over the city code or flight number table items.
Bold	**If a word or phrase needs to be called out in body copy, use the W3C approved tag.** Do not bold full sentences or paragraphs.	

Term (in alphabetical order)	Usage/Spec	Examples (as needed)
Buttons	Buttons should be 1-3 words in length. Word choice is action-oriented and should set expectations for what the customer will see next. Generally buttons should be reserved for use within functions or on image backgrounds; otherwise use hyperlinked copy (See xxx). Avoid using the word "button" when writing instructions. Use the exact case and wording of the button label. *See Links under Copy Rules.* *See Buttons under Site Elements for specifications.*	Use "Click Go" not "Click the Go button."

Capitalization: Case Rules	**Title Case**
	(from Chicago Manual of Style rules for "Headline Style" capitalization p.8.167)
	
	Where the first letter of each word is capitalized. Exceptions for lowercase:
	
	• Conjunctions, articles, and the words "to" and "as", regardless of grammatical function.
	• Prepositions, regardless of length, except when they are:
	  ○ Used adverbially or adjectively (*up* in *Look Up*, or *on* in *The On Button*)
	  ○ Stressed (as *through* in *A River Runs Through It*)
	  ○ Used as conjunctions (*before* in *Look Before You Leap*)
	
	Use for:
	  ▪ Buttons
	  ▪ Headers (i.e., Page Titles, App Boxes)
	  ▪ Navigation Elements	

	Sentence Case
	Sentence case is where the first letter of the sentence is capitalized. Use for:
	  ▪ Alert teasers
	  ▪ Application field labels
	  ▪ Taglines	

Capitalization: Other Rules	**All Capital Letters (ALL CAPS)** Primary information such as headlines or callouts should be set in all uppercase with 80 tracking to establish a direct and bold tonality. Legal requires some phrases and paragraphs to use ALL CAPS in Terms & Conditions copy.	ASA

Term (in alphabetical order)	Usage/Spec	Examples (as needed)
	All Lowercase Letters We use all lowercase in the specific instance when a particular marketing campaign's branding calls for all lowercase.	good goes around
	Links Use title case for hyperlinks that reference page titles. *See Links under Copy Rules.*	
	Lists Always capitalize the first word of the list item.	
	delta.com Within copy, delta.com should begin with a lowercase "d." If delta.com absolutely must be used at the beginning of a sentence, you should capitalize the "d" but try to avoid using delta.com at the beginning of a sentence.	
	Hyphenated Words Capitalize the word before the hyphen, but not the word after the hyphen. The exception is an instance in which the second word is a proper noun that would be capitalized if it stood on its own.	Cabin-seat First-class Round-trip African-American
	Departments When referring to a department it is always capitalized. Treat these as proper nouns/names and capitalize appropriately (Title case); if it's an adjective, then no capitalization	In-Flight HR Career section (Flight Attendant Training)
Currency	Currency on delta.com is assumed to be USD unless otherwise specified. If there is a currency symbol available, the format is currency symbol, amount, space, and the three-letter currency code inside parentheses. If there is no currency symbol, the amount will be followed by a space and the three-letter currency code without parentheses. If the whole site, subsite, or page is in one currency, a footnote is all that is required. In application tables where cents are present, they should be used consistently for all values so amounts are aligned to the decimal point. If cents are not/will not be present for any amount, then no decimal point or zeroes should be used. Amounts should typically be right-aligned in either case.	$.75 $75 $7.5 billion $75 (CAD)

Term (in alphabetical order)	Usage/Spec	Examples (as needed)
Dates & Times	**Dates:** In tables, use an abbreviated date format. Leave off the period to conserve screen space. In body copy, spell out the month. Date ranges should use a hyphen, not "to." **Times:** In data/table situations, use the four-character time format but drop the leading zero. In body copy, drop the leading zero and the trailing zeros.	Jul 13 (Deals & Offers) 13 Jul 2001 Tue, Jul 13 2001 January 1, 2001 Mon-Fri; January 9-15, 2004 9:00am 9am
Italics	Do not italicize multiple sentences or whole paragraphs within body copy. Italicize the names of specific planes.	*Spirit of Delta*
Links (Hyperlinks)	**In Body Copy** Links should be 1-4 words in length. Choose the main words that tell what the customer will see next. Include key words that will appear in the title on the subsequent page to help with the visual connection. If the entire Page Title is used, title case the link as a proper noun. **Try to keep links made from multiple words from wrapping to another line.** *See Capitalization: Other Rules under Copy Rules.* **As a Button Substitute or Equal** Use Title Case. **Links should be 1-3 words in length. Word choice is action-oriented and should set expectations for what the customer will see next.** *See Links under Site Elements.*	
Lists/Bulleted Lists	*See Bulleted Lists under Body Copy – System Fonts*	
	Colon Use Use a colon to introduce a bulleted list, whether it is preceded by a complete sentence or not.	
	Parallelism Among List Items Start with either all verbs or all nouns. Use either all sentences or all phrases.	
	Capitalization of Bullet Points Bullet points should begin with the first word capitalized.	

Term (in alphabetical order)	Usage/Spec	Examples (as needed)
	Punctuation Use sentence punctuation when a list item is a complete sentence. Do not punctuate phrases.	
Lists/Bulleted Lists (cont.)	**List Item Length and Order (if applicable)** **Phrases/Sentences:** Keep the number of bullets to no more than 7. Try to keep the list item text brief. If you have more than a few lines of text in each item, consider using subheads and paragraphs instead. **Single items:** Continue to approximately three inches in length before wrapping to a secondary column. Alphabetize down the first row then continue with the second column, etc.	
Notes/Footnotes	Notes/Footnotes contain supplemental material to the main text as well as indicate external sources or definitions.	**Note**: Lorem ipsum dorem.....
	Notes within body copy A note may be placed below text to callout exceptions. Try to avoid using the **"Note:"** header. Simply break up the copy into a separate paragraph or standalone sentence. Avoid placing a note in between sections of a form the user is filling out. Instead use the appropriate footnote style. When needed, use "Note" alone and in bold, followed by a colon.	
	Footnotes It's best to take advantage of available technology by avoiding footnotes to redundant information (when the content lives elsewhere on the site). Instead, create a hyperlink that takes you to the information you would put in a footnote. However, in certain instances, legal copy and flight information do require footnotes.	
	Footnotes with numbers Footnotes using superscript numbers are the default style for delta.com. While footnotes are discouraged, some legal text requires these numbered footnotes. In these instances, the numbers should be hyperlinked, so users can easily click on the number to go to its corresponding footnote.	

Term (in alphabetical order)	Usage/Spec	Examples (as needed)
	Footnotes with asterisks (*) The DOT requires an asterisk for references under the booking tables. Display an '*' to indicate a footnote when following a number or a flight number rather than a numbered footnote. This will remove the possibility of a user misinterpreting the footnote number as part of the flight number.	Delta 8218*
Person Use (Voice)	**Person Use when Referring to Delta** Always refer to Delta in the first person plural ("we"). The exceptions are: • When the "we" could be misconstrued as someone other than Delta. • In the corporate sections of the site, such as "About Delta." Then use Delta Air Lines. *See "Delta" vs "Delta Air Lines" within Word Choice.*	
	Person Use when Referring to Passengers, Customers, or Site Users Refer to passengers, customers, or site users in the second person ("you"). The exception is when you are referring to SkyMiles members. Non-logged in users might not be SkyMiles members, and so third person use in this instance is acceptable for clarity's sake.	
Phone Numbers	**Do not include the "1" unless a branded vanity number.** **Include HTML code in phone numbers to keep it together on one line versus wrapping or breaking between lines.**	1-800-FLYSONG 800-323-2323
Punctuation	**Exclamation Point Use** Avoid exclamation points! Find other ways to communicate emphasis, such as enthusiastic language.	
	Links (Hyperlinks) Do not hyperlink end punctuation marks.	....visit **Special Baggage.**
	Hyphen, Em Dash, and En Dash Remember that when you are using the hyphen, the en dash, or the em dash, you should put no space either before or after them. *See Coding Specs Section.*	
	Hyphen Use the hyphen to combine words and to separate numbers that are not inclusive.	Compounds such as "well-being" and "advanced-level" Phone numbers and Social Security numbers

Term (in alphabetical order)	Usage/Spec	Examples (as needed)
	En Dash The en dash means "through." Use it to indicate inclusive dates and numbers.	July 9–August 17 Children 5–14 years of age
	Em Dash Use the em dash to create a strong break in the structure of a sentence. Em dashes can be used in pairs like parentheses—that is, to enclose a word, or phrase, or a clause—or they can be used alone to set off one end of a sentence from the main body.	
	Index Link Descriptions Traffic pages on delta.com contain numerous index links with descriptions. Among these, consistency within the page trumps grammatical correctness. If an index link description is a sentence fragment, but it appears on a page with other content links that are sentences, then that sentence fragment should end with a period.	
	Serial Commas In a sentence that lists several items, a comma must appear before the conjunction in the sentence.	*Find the gate, the hotel, the ground transportation, or the ticket counter before you even leave home.*
Special Characters	**Ampersands** For page titles and subheads, an ampersand (&) should be used in place of the word "and." *See Coding Specs Section.*	
	Registered Trademarks Careful attention should be paid to the correct use of registered trademarks. Validate the trademark of any product name using the Trademark Registration document accessible from the delta.com/styleguide web page. The registered mark, ®, or trademark, ™, should appear next to the first reference within the content well of a page. Subsequent mentions do not need the mark. If placed at the end of a sentence, put the trademark outside the period.	

Term (in alphabetical order)	Usage/Spec	Examples (as needed)
	Exceptions Since the word SkyMiles appears with its registered trademark in the top navigation of the site, it never requires a registered trademark in the site copy with the exception of any pages where the top navigation of the site does not appear. If a trademarked product name appears in the left navigation, consider that notation the first reference and do not add the symbol in the content well.	
Special Characters (cont.)	**Superscripting** When a registered trademark, ®, is used in a graphic, superscript the mark. Do not superscript ®, in HTML copy (i.e., Left Nav, Body copy) as it alters the line height. Trademarks, TM, are always superscripted, but do not need the additional superscript <sup> tag as it is included in the code. *See Coding Specs Section.*	
Time & Time Zones	Use noon vs. 12 noon or 12pm. Use midnight vs. 12 midnight or 12am. Use lower case am and pm. Do not put periods in the abbreviation. Use an en dash instead of "to". Use the time zone abbreviation (e.g., EST).	
	Timestamp Use a timestamp for areas of the site that related to irregular operations (IROP) or privacy policy issues.	Updated: Wednesday, January 15, 2004 1:30pm EST

Term (in alphabetical order)	Usage/Spec	Examples (as needed)
URLs	**Folder URLs** The URL should include no more than 4 words from the page title separated by underscores; best practices suggest that using even fewer words is preferable. Search engine optimization (SEO) guidelines recommend using appropriate and relevant words in URLs. Exceptions to the word limit can be made for cities with more than 3 words in their name. **Marketing Redirects** Published URLs are a representation of our brand. Our URL strategy is to reference targeted content after the delta.com domain. Keep references short and memorable. When selecting URLs, do not include special characters such as underscores, dashes, numbers, etc. Follow convention and only use lower case. When referring to a URL in body copy, use the simplest form of the URL that would activate the site if a user typed it in the browser. Only include the *http* or *www* if absolutely needed.	
Underlining	Due to the nature of the web, do not underline copy for emphasis as it infers hyperlinked text. *See Bold and Italics in this same section.*	
Word Choice	**"Air Lines" and "Airlines"** Capitalize "Airlines", "Air Lines", and "Airways" when used as part of a proper airline name. Use "airlines" when referring to more than one line. See "Delta" within Word Choice.	
	"Cancellation" versus "Cancelation" "Cancellation" with 2 "l's".	
	"Carry-on" versus "Carry on" "Carry-on" is the noun/adjective. "Carry on" is the verb.	
	"Check-in" versus "Check In" "Check-in" is the noun/adjective. "Check in" is the verb.	*You can check your bags at our Curbside Check-in.* *Check in online by following these simple steps.*

Term (in alphabetical order)	Usage/Spec	Examples (as needed)
	Class of Service: "First", Business Class", Economy" and/or "Coach" If using the more formal class reference (e.g, "Economy Class", capitalize both words. Do not hyphenate. **Economy/Coach** *Coach* is used in cases where it is clearly all U.S. domestic (e.g., Delta Shuttle). *Economy* is used in cases where it is clearly all international (e.g., international Codeshare partners). *Economy/Coach* is used when it could be either. Do not use *Tourist*. Use *main cabin* (not capitalized) to refer to food service or any other amenities aboard the aircraft. Do not use *Economy* when referring to food service or other amenities served in the main cabin.	First Class
	"Delta" versus "Delta Air Lines®" Delta Air Lines should only be used when referring to the corporation. Use Delta Air Lines on the first reference; after than, use Delta. Air Lines is always two words in Delta's proper name. Delta Air Lines has a registered trademark. If talking to the customer use Delta. If writing about a Delta product or service, we should use Delta. For example, Delta's Crown Room Club®. Use first person references in body copy. For example, "We appreciate your business." *See "Person Use" within Copy Rules.*	
	"Depart" versus "Leaves" "Leaves"	
	"e>ticket" and "Electronic Ticket" Discontinue the use of "e>ticket" when referring to a Delta electronic ticket. "eTicket" or "electronic ticket" (spelled out) are the only approved usages.	
	"Email" versus "E-mail" "Email"	
	"Enroll" Customers enroll in the SkyMiles program.	

Term (in alphabetical order)	Usage/Spec	Examples (as needed)
	"Flight", "Leg", and "Segment" Lower case. *Flight* refers to an entire trip taken by a customer, including any connections. The use of *leg* should be avoided, as this is more of an industry term. *Segment* is a pair of points served or scheduled to be served by a single stage of at least one flight at any given time.	As in flight 1088
	"In-flight" versus "In flight" "In flight" is the noun. "In-flight" is the adjective.	
	"In-seat" "In-seat" is the adjective.	
	"Just" and "Simply" Avoid use of "just" or "simply". They can sound patronizing to users.	
	"Log-in" versus "Log in" "Log-in" is the noun. "Log in" is the verb.	
	"Nonstop" "Nonstop" with no hyphen.	
	"On delta.com" versus "At delta.com" "On delta.com" describes something as if it's informational. "At delta.com" describes something as if it's transactional.	*Here on delta.com, you can find the best fares we have to offer.* *You can purchase your ticket at delta.com.*
	"One-way" versus "One way" "One-way" is the adjective. "One way" is the adverb.	
	"Online" versus "On/At delta.com" Say "at delta.com" or "on delta.com" instead of "online" whenever you refer to something users can do on the site, except when we're talking about something users can do online that's not specific to delta.com (e.g., reserving a flight on Travelocity or Expedia).	
	"Please" Restrict your use of the word "please". Overuse results in a patronizing tone. An appropriate use is a situation in which Delta has inconvenienced the customer, such as a flight cancellation.	
	"Register" Customers "register" for a promotion.	

Term (in alphabetical order)	Usage/Spec	Examples (as needed)
	"Round-trip" versus "Round trip" "Round-trip" is the adjective. "Round trip" is the noun.	
	"Sign up" Customers "sign up" for email. "Sign up" is the verb. "Sign-up" is the noun/adjective.	
	"SkyMiles" and "Miles" "SkyMiles" is an adjective. Do not use when discussing earning or redeeming. "Miles" is the noun.	
	"Takeoff" "Takeoff" is the noun (one word).	
	"Traveled", "Traveling" and "Traveler" Correct spelling with one 'l'.	
	"U.S." and "United States" "U.S." is the adjective and abbreviation. "United States" is the noun. Apply the same rule to for U.K./United Kingdom.	
	"website" or "web site" Use the one word "website".	

SITE ELEMENTS

Throughout delta.com, certain elements will remain constant. This section covers those elements and the rules around them. As the basis for all pages within the umbrella of delta.com, these elements set the stage for the entire user experience.

MASTHEAD

Branding

The masthead contains branding visuals, global navigation and the global navigation for the site.

Background Color

On the outer edges, a light gray gradient is used to help visually contain the site. The background of the interior portion of the site is white.

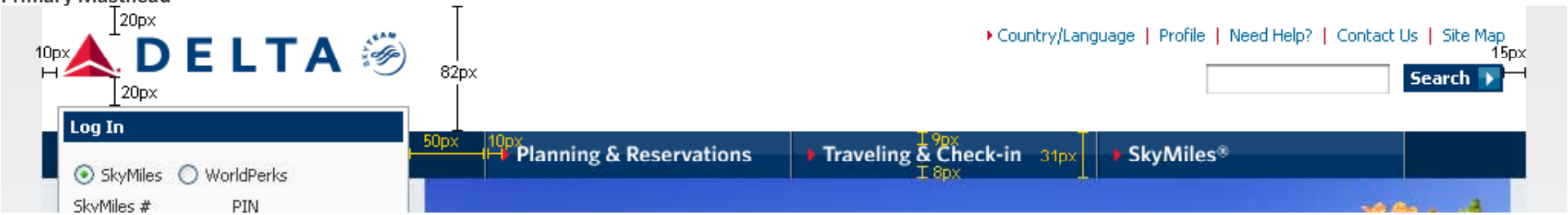
Identity (Logo)

The Delta mark is 225x30 pixels. It contains two image map links:
1) to the delta.com's Home Page with an alt tag "Go to delta.com Home"),
2) for the SkyTeam "bug" with an alt tag "Visit skyteam.com."

The mark is 10 pixels from the left side of the page and sits 20 pixels down from the top. The space between the mark and the Log In is also 20 pixels. For the masthead options that do not have the Log In, the space is xx pixels.

See Masthead Log In under Global Site Elements.

Primary Masthead



Ancillary Masthead (for use of non-core site sections e.g., About Delta)

MASTHEAD

Navigation Elements

For all pages that target the primary traveling customer, the masthead should include Global and Primary Navigation elements. Pages/sections that target secondary customer segments or those ancillary to our core business, utilize the Global Navigation, but use a solid blue bar in place of the Primary Navigation. See Business Programs & Services, which targets various corporate customers.

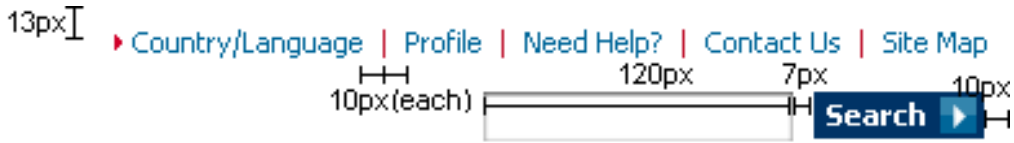
The Home Page has a different Global Navigation bar replacing Home with Site Map for SEO purposes.

Marketing pages and 3rd party hosted sites have the standard links but do not have the Search box because they are not searchable by our internal Google engine.

Global Navigation

The top global utility navigation bar should be 13 pixels from the top of the page with the search located directly below. Each navigational item is 5 pixels away from a 1-pixel divider in between.

Links are not bold and underline upon rollover.



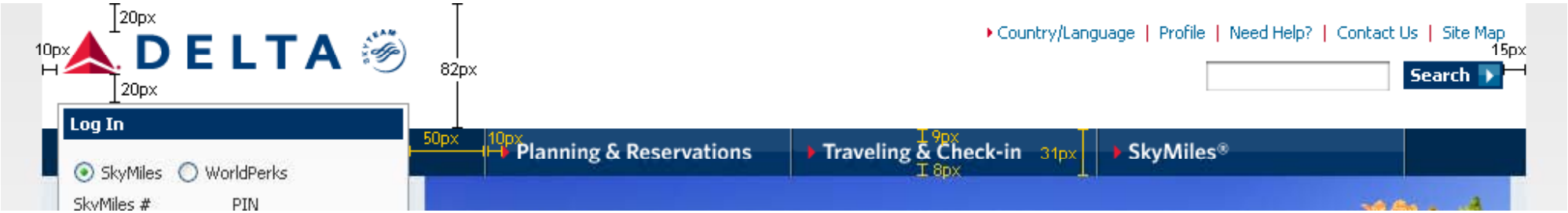
Navigation items
Font: Tahoma Regular, Title Case
Size: 11px
Medium Blue: RGB 0, 102, 153; HEX #006699

Vertical divider (created from keyboard character '|')
Delta Red: RGB 192, 25, 51; HEX # C01933

Primary Navigation

The Primary Navigation for delta.com is built around the 2 main parts of the "Travel Ribbon:" "need a ticket?" (Planning & Reservations) and "got a ticket?" (Traveling & Check-In) as well as the customer relationship management aspect of the business, SkyMiles®.

The navigation bar sits 82 pixels from the top of the page and is 31 pixels high and 970 pixels in width. Each navigational item is 9 pixels from the top of the bar and 8 pixels from the bottom.



Navigational Text
Font: Whitney Semibold, Title Case
Size: 15px
White: RGB 255, 255, 255; HEX #FFFFFF

Arrows
Font: Webdings
Size: 15px
Closed: RGB 204, 51, 0; HEX #CC3300
Open: RGB 255, 255, 255; HEX #FFFFFF

Navigation Buttons
Top Bevel:
RGB 26, 72, 118; HEX #1a4876
Height: 15 pixels
Width: 199 pixels

Bottom Bevel:
Delta blue: RGB 0, 51, 102; HEX #003366
Height: 16 pixels
Width: 199 pixels

Navigation Divider Rules
Left:
RGB 130, 153, 176; HEX #8299b0
Height: 31 pixels
Width: 1 pixel

Right:
RGB 13, 36, 59; HEX #0d243b
Height: 31 pixels
Width: 1 pixel

Primary Navigation Menus: Rollover & Active State

Primary Navigation Active Menus

After clicking on a global navigation item, it becomes "active." To indicate this, a color similar to the application header bar colors the item; it also drops down slightly to further emphasize its state.

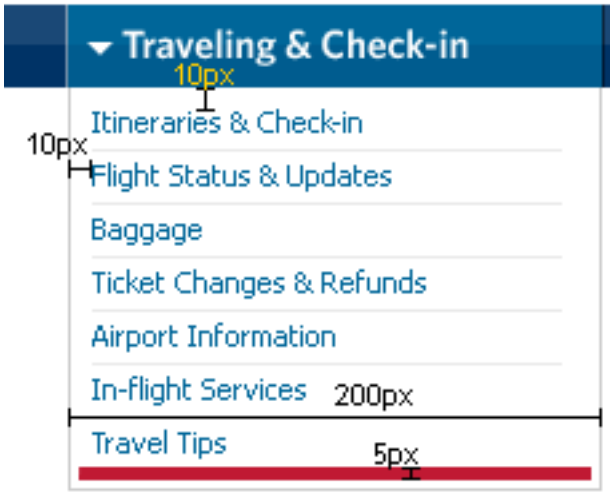
Highlighted navigation background
Medium Blue: RGB 0, 102, 153; HEX #006699
Height: 37 pixels
Width: 199 pixels

Primary Navigation Drop-down Menus

On rollover of each category, the background changes from dark blue to a medium blue and the indicator arrow next to the title turns downward to indicate that the section is being "opened" and becomes white.

Navigation items should be limited to a single line (180px) or a character count limit of approximately 25 characters. Links to 3rd parties and wrapping should be the rare exceptions and only due to a legal or business compelling need. External links should be identified by adding the host name (i.e., by WWTE).

Link order is defined within the Navigation section, starting on page xx.



Drop down menu items
Font: Tahoma Regular, Title Case
Size: 11px
Medium Blue: RGB 0, 102, 153; HEX #006699

Highlighted navigation background
Top Bevel:
Medium Blue: RGB 0, 102, 153; HEX #006699
Height: 15 pixels
Width: 199 pixels

Bottom Bevel:
RGB 0, 92, 143; HEX #005c8f
Height: 16 pixels
Width: 199 pixels

Drop down menu items rollover
Font: Tahoma Regular, Title Case
Size: 11px
Leading: 18px
Medium blue: RGB 0, 102, 153; HEX #006699

LOG IN APPLICATION

The Log In follows the design specs of Application Boxes. The header is a 21px tall blue bar surrounded by a thick white stroke. A light gray body area follows this area. The height is variable to accommodate content. The content in the application boxes should be restricted to the most essential inputs necessary to start the function, supporting the 'Simple' in CASSI.

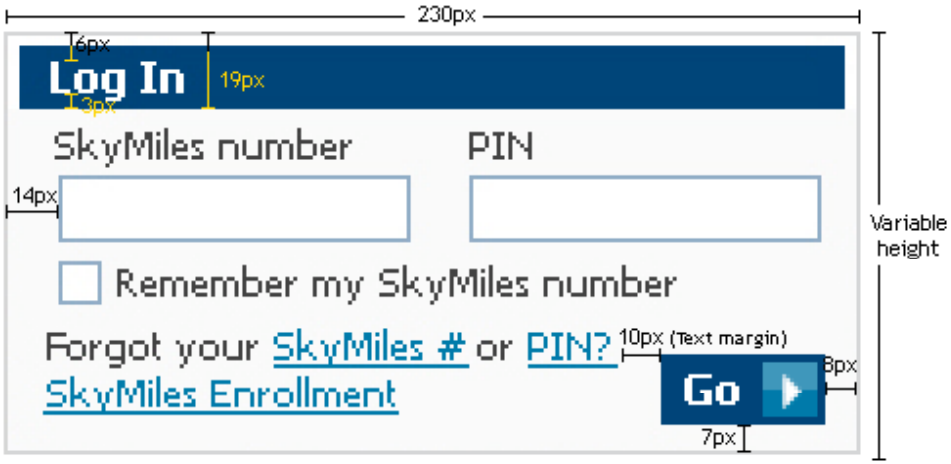
Specifically, the Log In box is considered a global asset and has 2 presentation states: Fixed Open (e.g., Home Page) and Expandable and 3 functional states *(see Log In Application – User States on the next page).*

Entry areas into the site (e.g., the Home Page, 2nd Level, Cargo) and applications that benefit from pre-population of customer data should use the Fixed Open version.

Static content pages (2nd level and below) should use the Expandable state. For some of the footer sections (e.g., Business Programs & Services), the Log In box may be excluded.

See Application Box for complete specifications.

Fixed Open Log In Application



Expandable Log In Application

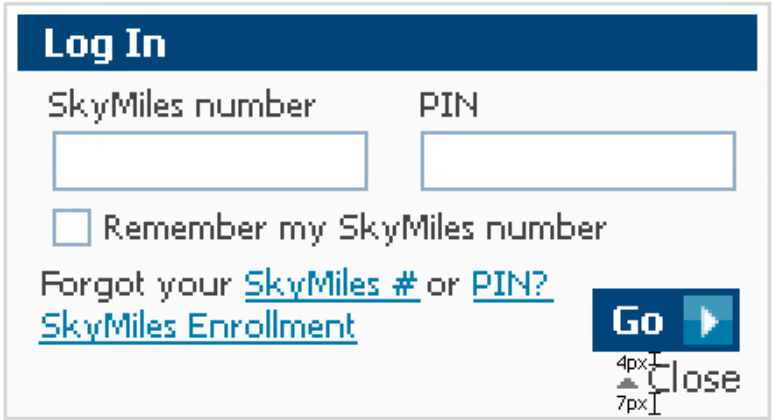
On 2nd level and below pages, the Log In application may have the ability to be collapsed. To expand and collapse the box, users need to click only once on the "Open" and "Close" links added to the bottom of the app box. These links appear only at this level and never on the fixed, open state.

Closed Application

This state is the default 3rd level application state.

Open Application

This state follows the standard application design rules, with the addition of the "Close" link at the bottom.

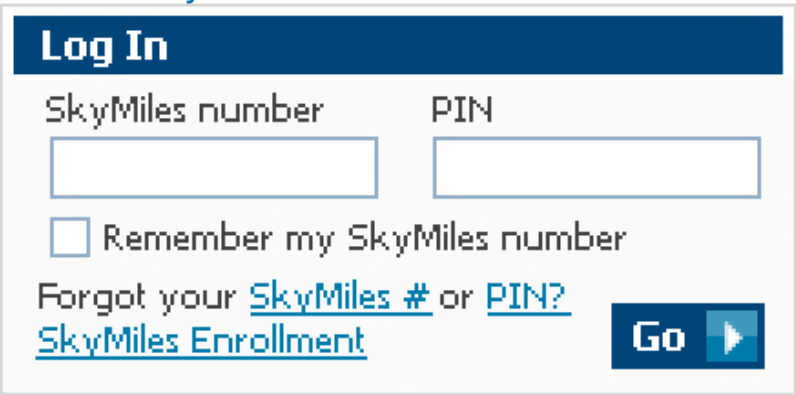


LOG IN APPLICATION

User States

The Log In has 3 functional states:

State 1: Anonymous User



State 2: Recognized, Not Logged In User

State 3a: Logged In User (Medallion)

State 3b: Logged In User (Non-Medallion)

NAVIGATION

Index Links (1st Level and Other Trafficking Pages)

Index links are used on 1st level and some sub-site landing pages to show users the "child" pages they may visit within the main section. The link name is the page title of the destination page. Each is followed by a short 1-2 line (max.) description of the area to which it leads.

There is an arrow (large) by the link name, which behaves as a bullet and is active but not underlined.

→ **Baggage Allowances on Flights**
What can you carry on? What can you check?
How much is too much? Find out here.

Heading
Font: Tahoma Bold, Title Case
Size: 11px
Static:
Medium blue: RGB 0,102, 153; HEX #006699
Rollover: Underline
Medium blue: RGB 0,102, 153; HEX #006699

4 pixels separate arrow from Heading.
See Link Arrows under Icons.

Copy
Font: Tahoma Regular, Title Case
Size: 11px
Dark gray: RGB 51, 51, 51; HEX #333333

On 1st level landing pages, navigation links are shown on the left and should be ordered by business needs and/or follow a logical customer sequence. The Primary Navigation drop-downs should duplicate the link order.

If used on 2nd level pages and below, it may be used in the content well of the page to act as a trafficking link to highlight child content pages.

See Icons & Indicators and Body Copy Links.

Secondary Left-rail

Left-rail navigation appears on 2nd level pages and below, and can accommodate down to the 5th level of content. This system becomes a pseudo "bread crumb" so users may see their path and reference to their current section/selection.

Behavior & Design

All text is HTML with rollovers created using CSS classes and all items are linked. Starting below the section heading, as users roll over each item, the page title highlights blue, underlines, and a blue arrow appears next to it. The arrow appears only on the 3rd level. The arrow is neither active nor underlined upon rollover.

On click, the arrow points down and the section expands to reveal its "children." If there are no children, the arrow remains facing the page title.

Within 4th level subsections, each item highlights blue and underlines on rollover. On click, each item becomes bold as its subsection opens.

A small round-cornered notch follows along with the base of each group of links, indicating a distinct end to the section. This process is repeated until the final level of content is reached.

Link Number & Order

There should be no more than 9 links in a level. The recommended number of links is 7 for optimal scanability.

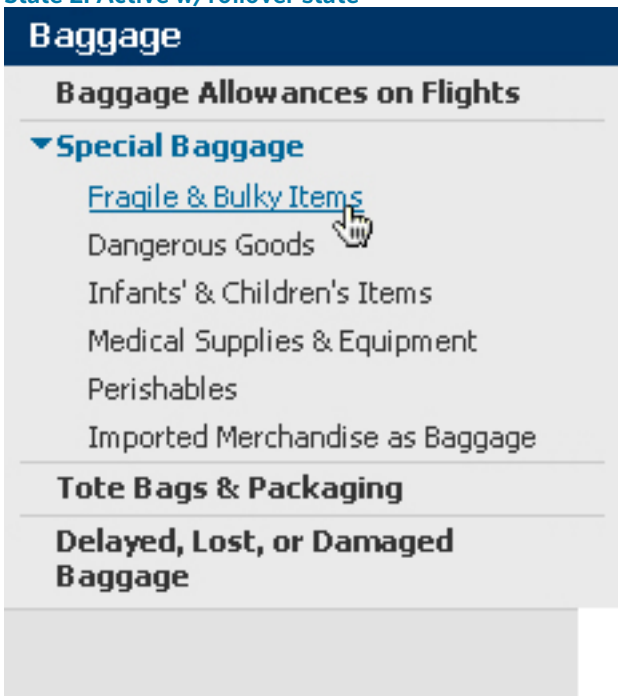
Link order is defined by business, natural customer sequence, and/or alphabetical if all topics are of same weight through the 3rd level. The 4th and 5th levels should default to alphabetical.

Left Nav Exceptions

Frequently Asked Questions, Aircraft Types, and Benefits at a Glance

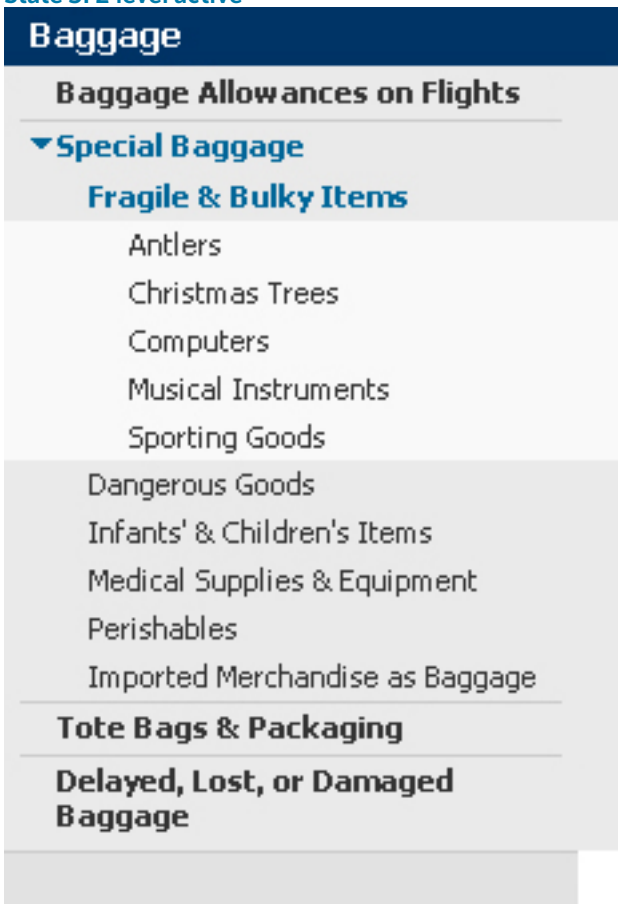
State 1: Static w/rollover state

State 2: Active w/rollover state

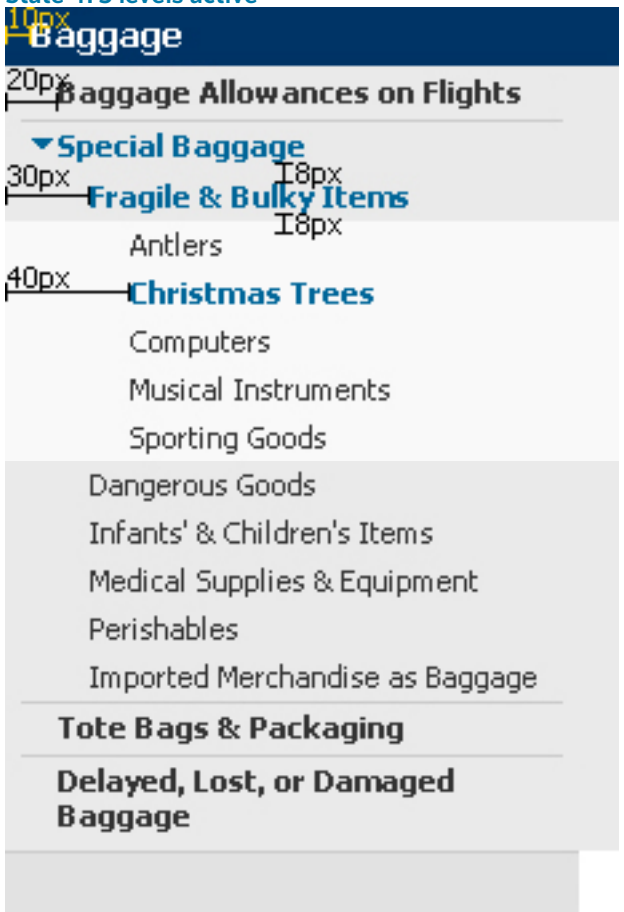


Secondary Left-rail (cont.)

State 3: 2 level active



State 4: 3 levels active



Background Colors

Section heading bar
Delta blue: RGB 0, 51, 102; HEX #003366

Primary sections background
Gray 2: RGB 234, 234, 234; HEX #EAEAEA

Secondary sections background
Gray 3: RGB 249, 249, 249; HEX #F9F9F9

Bottom column area
Gray 1: RGB 226, 226, 226; HEX #E2E2E2

Divider lines (only appear between top level items)
Border-top: 1px solid
Gray 4: RGB 204, 204, 204; HEX #CCCCCC

Secondary Left-rail (cont.)
System Font, Colors, & Link Styles

Left Navigation Styles	Use	Example
Left Navigation Heading (div#genLeftNav h1) Font: Tahoma Bold, Title Case Size: 13px Line height: 33px White: RGB 255, 255, 255; HEX #FFFFFF	At the top of the left-hand navigation, the heading appears in a medium blue bar with white text. This shows where users are and helps them navigate back to the primary 3rd Level page of that section.	Baggage
Left Navigation Link **Static (div#genLeftNav h2)** Font: Tahoma Bold, Title Case Size: 11px Line height: 18px Divider line: Border-top: 1px solid #CCCCCC Dark gray: RGB 51, 51, 51; HEX #333333	Each section link within the left navigation appears in bold and dark gray.	Tote Bags & Packaging Delayed, Lost, or Damaged Baggage
Left Navigation Link **Rollover (div#genLeftNav h2.navHover)** **Active (div#genLeftNav h2.navHot)** Font: Tahoma Bold, Title Case Size: 11px Rollover: Underline + Arrow Line height: 18px Medium blue: RGB 0, 102, 153; HEX #006699	On rollover, the text turns blue and is underlined. A small right-pointing arrow to indicate user selection precedes the link. The arrow is neither underlined, nor active. On click, the section expands to show sub areas. The link remains blue, but also becomes bold. The arrow to the left now points down indicating the section is now "open." If there are no children, the arrow remains pointing to the right.	**Rollover** Special Baggage Tote Bags & Packaging **Active** Fragile & Bulky Items
Left Navigation Sub-link **Static (div#genLeftNav h3)** Font: Tahoma Regular, Title Case Size: 11px Line height: 18px Dark gray: RGB 51, 51, 51; HEX #333333	Links with this style appear in sub areas of the left navigation. On rollover, they highlight and underline blue, and on click, remain blue and become bold.	Infants' & Children's Items Medical Supplies & Equipment Perishables Imported Merchandise as Baggage
Left Navigation Sub-link **Rollover (div#genLeftNav h3 a:hover)** **Active (CSS code)** Font: Tahoma Regular, Title Case Size: 11px Rollover: Underline Line height: 18px Medium blue: RGB 0, 102, 153; HEX #006699	This is the rollover state of the sub areas.	Special Baggage Fragile & Bulky Items Dangerous Goods

Secondary Left-rail (cont.)
System Font, Colors, & Link Styles (cont.)

Left Navigation Styles	Use	Example
Left Navigation Sub-link (5th level) **Static (css class name)** Font: Tahoma Regular, Title Case Size: 11px Line height: 18px Dark gray: RGB 51, 51, 51; HEX #333333	Links with this style appear below the sub areas of the left navigation. On rollover, they highlight and underline blue, and on click, remain blue and become bold.	Antlers
Left Navigation Sub-link (5th level) **Rollover (css class name)** **Active (CSS class name)** Font: Tahoma Regular, Title Case Size: 11px Rollover: Underline Line height: 18px Medium blue: RGB 0, 102, 153; HEX #006699	This is the rollover state of the area.	Antlers
Left Navigation Sub-link (5th level) **Selected (css class name)** **Active (CSS class name)** Font: Tahoma Bold, Title Case Size: 11px Line height: 18px Medium blue: RGB 0, 102, 153; HEX #006699	This is the selected state of the area.	**Antlers**

NAVIGATION

Related Links Left-rail

Related links are available for use on 1st level pages and below to help give users more options to explore Delta products and services that appear in different sections of the site. These links are considered supplemental in nature. If directly related to the page's content, it should be embedded within the body copy.

Do not include links to content located as a child or sibling within the section because they are handled within the left navigation.

Related links should be limited to no more than four and be ordered by business need.

Sections that should always include Related Links are FAQs and Contact pages that live in a separate place in the information architecture; therefore, will need a link back to referring policy/product content.

****Note: This style is being phased out. Please refer to the new right rail section on page XX.*

Background Color
Variable. Related links live in the left rail, whose color will change depending on the level viewed (i.e., color background on landing page, white, or gray from left navigation).

Link Styles	Use	Example
Related Links Heading (add class) Font: Tahoma Bold, Title Case Size: 13px Delta blue: RGB 0, 51, 102; HEX #003366 Divider link: border-bottom 1px solid; Delta light red: RGB 224, 25, 51; HEX #E01933	Are contextual to the content of the web page. Should only take you to areas outside the section where the page lives. Background color depends on which template chosen.	Related Links Baggage FAQs
Related Links Static (add class) Font: Tahoma Regular, Title Case Size: 11px Dark gray: RGB 51, 51, 51; HEX #333333		Baggage FAQs
Related Links Rollover (add class) Font: Tahoma Regular, Title Case Size: 11px Medium blue: RGB 0, 102, 153; HEX #006699	On rollover, they highlight and underline blue.	Related Links Baggage FAQs

BUTTONS

Buttons should be used primarily to indicate an input or movement to "the next action" within a function. They are also used to draw attention and "command a click" within marketing messages/call-outs.

The new CSS-style button is a highly flexible solution and is easily translated into multiple languages. It is designed in 3 variations: blue, white and disabled.

Button Placement

A button can be placed on the same line as the last line of copy as long as it is at least 25px away to the right of any copy or body page elements on the same line. Buttons must be at least 5px below any character, form field, or table on the line above the button. There must be exactly 5px between the button and any border to the right (if right-aligned) or below the button.

Buttons that keep you on the same page (e.g., reset) or take you forward in a process should align to the right of the page. Buttons that take you back in the process should align to the left of the page. If multiple buttons on the same line (same side), consider the business/process hierarchy to determine the order.

Button Storage & Creation Request

Existing buttons are stored under this filepath:
http://images.delta.com/delta/buttons/

Naming Convention

The filename is equal to the button label text/functionality with the addition of the color specification and the file extension.
"S" is used for blue buttons *(ex: booknow_S.gif)*
"G" is used for grey buttons *(ex: booknow_G.gif)*
"W" is used for white buttons *(ex: booknow_W.gif)*
Should a new button be required, please contact julie.palmer@delta.com

Note: If you are unsure which button to use, please refer to your project manager.

See Buttons under Copy Rules for text guidelines.

	Blue (standard) Used in most cases on white or light backgrounds.	**White** Used in cases on dark backgrounds.	**Disabled** Used when an action is disabled, but a button needs to be present.
Right arrow Used to indicate forward action either in a process or CTA	Learn More	Learn More	Learn More
Left arrow Used to indicate backward action either in a process or CTA	Start Over	Start Over	Start Over
Square icon Used to indicate action at the end of a process (i.e. Print) or stopping a process (i.e. Clear, Cancel, etc.)	Clear	Clear	Clear
Custom icon Used to accent the button and be more specific with the button's action.	Send to a Friend	Send to a Friend	Send to a Friend

BUTTONS - CSS STYLE

Blue Button (shown 200% scale)

Static State
Font: Tahoma, Bold, Title Case
Size: 11px
Text: HEX #ffffff; RGB 255, 255, 255
Background color: HEX #003366; RGB 0, 51, 102

Hover State
Bevel Color Top: HEX #3385ad
Bevel Color Bottom: HEX # 006699

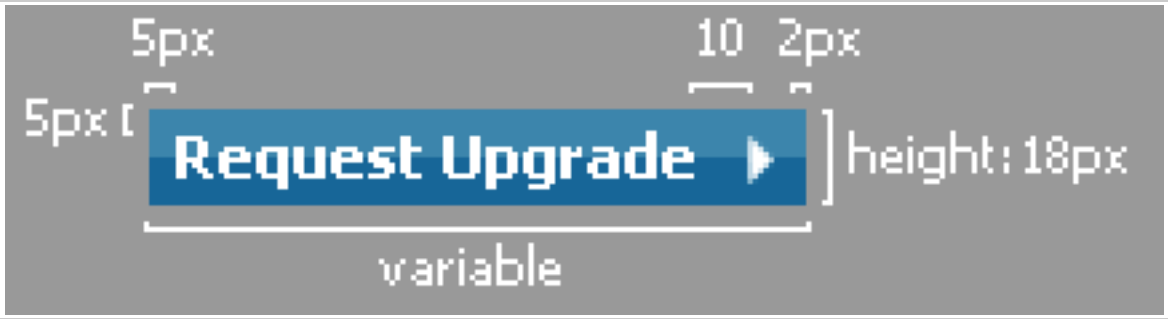
Active State
Bevel Color Top: HEX #006699
Bevel Color Bottom: HEX # 3385ad
Text shift: -1px

BUTTONS - CSS STYLE

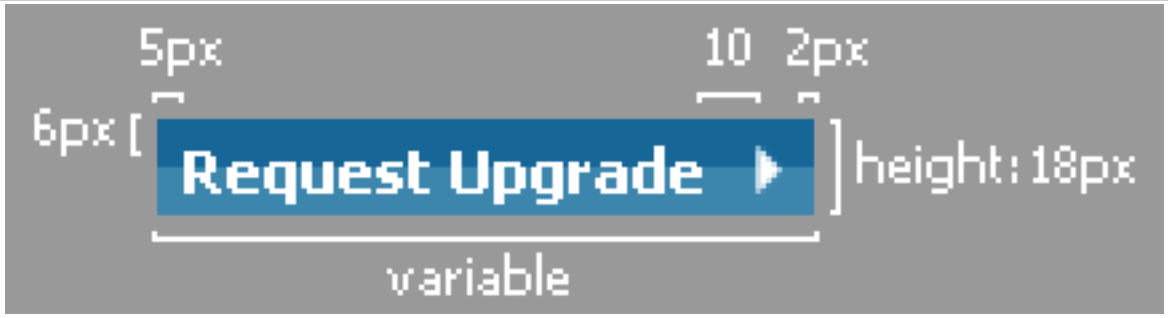
White Button (shown 200% scale)

Static State
Font: Tahoma, Bold, Title Case
Size: 11px
Text: HEX #003366; RGB 0, 51, 102
Background color: HEX #ffffff; RGB 255, 255, 255

Hover State
Bevel Color Top: HEX #3385ad
Bevel Color Bottom: HEX # 006699



Active State
Bevel Color Top: HEX #006699
Bevel Color Bottom: HEX # 3385ad
Text shift: -1px



BUTTONS - CSS STYLE

Disabled Button (shown 200% scale)

Static State

Font: Tahoma, Bold, Title Case
Size: 11px
Text: HEX #ffffff; RGB 255, 255, 255
Background color: HEX #cccccc; RGB 204, 204, 204

Button icon (shown 200% scale)

NOTE: The button's icon should only be changed if it is highly needed. The arrow or square is the primary icon to be used.

Button Icon Blue

Icon: HEX #ffffff; RGB 255, 255, 255
Bevel Color Top: HEX #3385ad
Bevel Color Bottom: HEX #006699

Button Icon Gray

Icon: HEX #ffffff; RGB 255, 255, 255
Background Color: HEX #ebebeb

BUTTONS - GRAPHIC/FLASH STYLE

To complement the new CSS-style buttons, a graphic variation may be used in instances where a CSS button cannot. These instances will happen mostly on banner ads, either external or internal to delta.com.

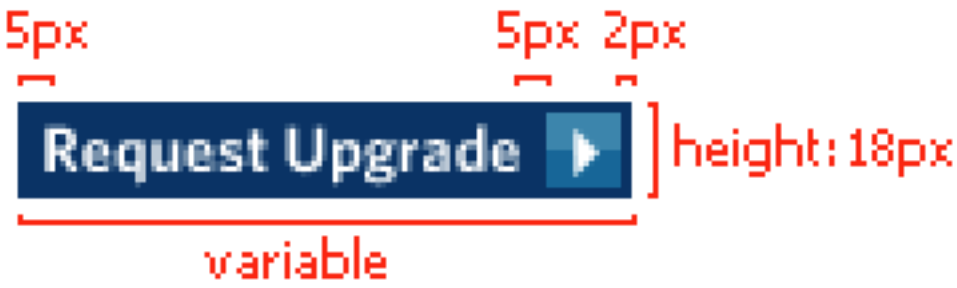
CSS buttons should be used primarily when possible.

The specs are also valid for Flash use.

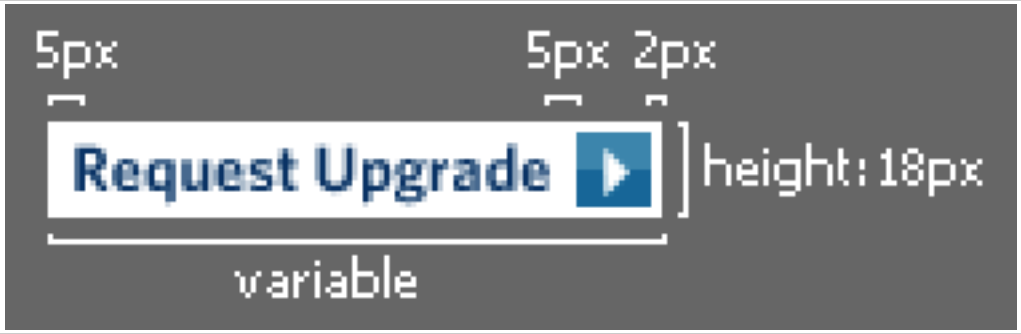
Note: If you are unsure which button to use, please refer to your project manager.

See Buttons under Copy Rules for text guidelines.

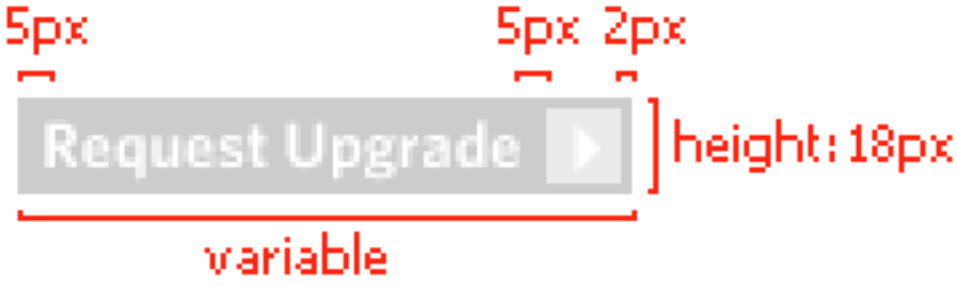
Blue button (shown 200% scale)
Font: Whitney, Semibold, Rendered Crisp, Title Case, Spacing +10
Size: 12px
Text: HEX #ffffff; RGB 255, 255, 255
Background: HEX #003366; RGB 0, 51, 102
Flash: Anti-alias for Readability



White button (shown 200% scale)
Font: Whitney, Semibold, Rendered Crisp, Title Case, Spacing +10
Size: 12px
Text: HEX #003366; RGB 0, 51, 102
Background: HEX #ffffff; RGB 255, 255, 255



Disabled button (shown 200% scale)
Font: Whitney, Semibold, Rendered Crisp, Title Case, Spacing +10
Size: 12px
Text: HEX #ffffff; RGB 255, 255, 255
Background: HEX #cccccc; RGB 204, 204, 204

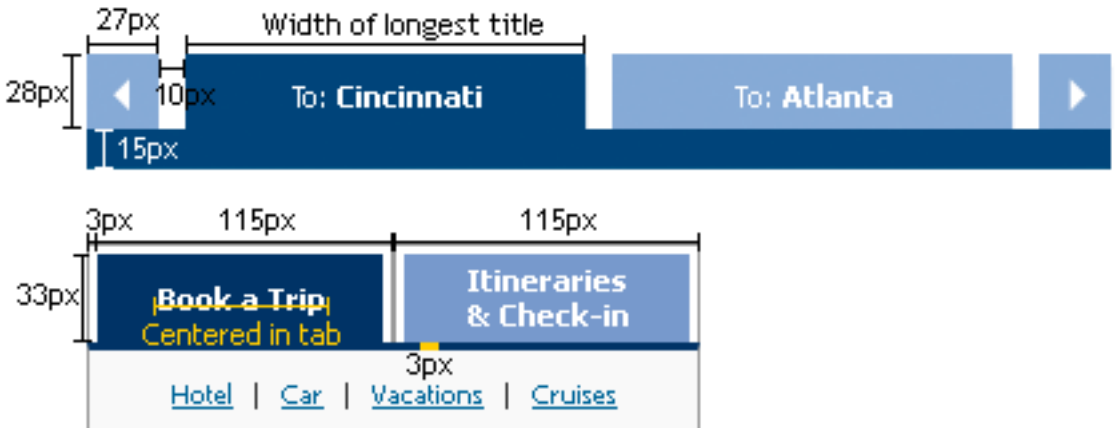


TABS

Tabs are used in a limited numbers of areas, but can be of value when presenting large amounts of parallel information on a single page. This style is used with an application and when changing functions or actions within that application.

Typically only 4 tabs appear at one time. When more are needed, arrow tabs appear when there are more tabs to indicate navigation to more information.

Style A- Application level tabs



Active tab

Text
Font: Tahoma Bold, Title Case
Size: 11px
White: RGB 255, 255, 255; HEX #FFFFFF

Background
Delta Blue: RGB 0, 51, 102; HEX #003366

Static tab

Text
Font: Tahoma Bold, Title Case
Size: 11px
White: RGB 255, 255, 255; HEX #FFFFFF

Background
Light Blue 1: RGB 119, 153, 204; HEX #6699CC

TABS

Tabs are used in a limited numbers of areas, but can be of value when presenting large amounts of parallel information on a single page. This style is used to condense large amounts of page-level content.

Style B- Page content level tabs

Example from Ski Getaways

Example from Flexible Search

Active tab

Text
Font: Tahoma Bold, Title Case
Size: 11px
Dark gray: RGB 51, 51, 51; HEX #333333

Background
White: RGB 255, 255, 255; HEX #FFFFFF

Border
Light gray: RGB 204, 204, 204; HEX #CCCCCC
Bottom border is removed so tab color matches page color.

Static tab

Text
Font: Tahoma Bold, Title Case
Size: 11px
Medium blue: RGB 0, 102, 153; HEX #006699

Background
Light gray: RGB 238, 238, 238; HEX #EEEEEE

Border
Light gray: RGB 204, 204, 204; HEX #CCCCCC

Inactive tab

Text
Font: Tahoma Regular, Title Case
Size: 11px
Gray: RGB 153, 153, 153; HEX #999999

Background
Color name: RGB 216, 216, 216; HEX #D8D8D8

TYPE STYLES

System Font Styles

When setting blocks of copy, certain type styles apply to headings, subheads, copy, and links.

Page Title (h1) ▸ **Fragile & Bulky Items**

Body copy (p) ▸ Do cellos have to follow the fasten seat belt rule? Can surfboards fit securely in the overhead compartment? Carry it on, check it, or buy it a seat of its own? Find out everything you need to know about bringing fragile or bulky items with you on a Delta flight.

Section Heading (h2) ▸ **Fragile/Limited Liability Release Items**

Tertiary Heading (h3) ▸ **Fragile items as carry-on or checked baggage**

Body copy (p) ▸ We allow fragile items that meet baggage allowance standards as carry-on or checked baggage, as long as certain requirements are met. This may include signing a form that limits our liability.

We will accept a fragile or perishable item without a limited liability release if it:

Bullet list (ul) 25px indent ▸

- Is packaged in the original factory-sealed container
- Includes internal protective packing material
- Is typically designed for shipping

Items that are not appropriately packaged, and are not assistive devices, will be accepted upon completion of a limited liability release.

Assistive devices will be accepted regardless of the packaging. However, we reserve the right to complete a limited liability release noting pre-existing damage and to request the passenger's signature. Passengers presenting assistive devices as checked baggage are encouraged to purchase excess valuation. For more information, visit **Declaring Baggage Value**. ◂ In-copy link

Anchor link ▸ ↑ **Return to top**

Paragraph divider (hr) ▸

TYPE STYLES

Header System Font Styles

Readability of content is top priority when setting styles for fonts.

The system fonts used throughout delta.com are Tahoma and Verdana within a Sans Serif font family. *See Typography under Branding Elements.*

For specific detail on how these styles are created, see the CSS Guidelines located under delta.com/styleguide.

See Special Characters under Copy Rules.

Header Styles	Use	Example
Page Title (H1) Font: Tahoma Regular, Title Case Size: 21px Line height: 15px Delta blue: RGB 0, 51, 102; HEX #003366	Page titles, or H1's, are used at the top of each page and are also referred to as "Page Titles." They use the largest type style, and should not be used in any other instance.	Fragile & Bulky Items
Section Heading (H2) Font: Tahoma Bold, Title Case Size: 13px Line height: 15px Delta blue: RGB 0, 51, 102; HEX #003366	H2's are used as section headings and appear in several areas throughout the site. They can be used as the questions in FAQ areas, headings for blocks of copy, or in table headings. They are occasionally followed by a Tagline, in which case the bottom padding is removed with the ".formatNoPadding" class.	Fragile/Limited Liability Release It
Tagline (.tagline) Font: Verdana MS Bold, Sentence case Size: 11px Line height: 15px Dark gray: RGB 51, 51, 51; HEX #333333	Taglines are used following an H2 header to add more descriptive copy to the section.	Fragile items as carry-on or checked
Section Subhead (H3) Font: Tahoma Bold, Title Case Size: 11px Line height: 15px Dark gray: RGB 51, 51, 51; HEX #333333	H3's are used for grouping content under Section Heading H2.	Examples of fragile items Amplifiers Animal Trophies Flash Equipment Flowers
Caption (.caption) Font: Tahoma Bold, Title Case Size: 13px Line height: 5px Dark gray: RGB 51, 51, 51; HEX #333333 Top & left padding: 5px	Captions are used for any table and are located 5 pixels above the table. They are created using the standard <caption> tag.	Delta Connection Carrier

TYPE STYLES

System Font Styles

Body Copy Styles	Use	Example
Body Copy (p) Font: Verdana MS Regular, Sentence case Size: 11px Line height: 14px Dark gray: RGB 51, 51, 51; HEX #333333 Max width: 470px	Overall body styles need to remain consistent and readable. This style applies to all standard body copy throughout the site. **Paragraphs should be restricted to 750px maximum width (19 columns) to maintain comfortable line lengths.**	A selection of complimentary nonalcoholic beverages4 are offered in all classes of service on all flights.
Small Body Copy (.smallText) Font: Verdana MS Regular, Sentence case Size: 9px Medium blue: RGB 0, 102, 153; HEX #006699	Copy at this size is generally tertiary information like Terms & Conditions at the bottom of a page.	Cancellations/Refunds/Changes: Fares are nonrefundable. Delta may permit you to apply a portion of the fare value to future travel upon payment of applicable fees and fare difference, otherwise the ticket will
Bullet lists- Primary (ul, list-style:disc) Font: Verdana MS Regular, Sentence case Size: Inherited from Body Copy style Padding: 30px Bullet style: Disc	When bulleting copy, the default style is square with an indent of 30 pixels. *See Bulleted List under Copy Rules.*	• Ginger ale • Club soda • Tonic water • Milk

Bullet lists- Secondary (ul, list-style:circle)
Font: Verdana MS Regular, Sentence case
Size: Inherited from Body Copy style
Padding: 30px
Bullet style: Circle
	If a bullet within a bullet is needed, use the circle style and increase the indent to show hierarchy.
	
	See Bulleted List under Copy Rules.
		• Assorted fruit juices
		  ◦ Minute Maid Apple Juice
		  ◦ Minute Maid Orange Juice
		  ◦ Minute Maid Cranberry Apple

LINKS

Hyperlinked text should be a maximum of 4 words with the exception of links in a list.

Select words for links that best convey the linked page's content. Key words from the link should match the title of those in the title of the linked page so that a customer feels comfortable they've been taken to the right spot. When linking to a specific page, and using that page's name, link should be Title Case.

Do not hyperlink end punctuation marks though include them in the color wrapper. Links to external websites must open another browser window. Use Target="_blank" in the href tag. Be sure to add the Web Analytics tool (Visual Sciences) redirect tag.

See Buttons, Application Boxes, Anchor links and Return to top links, Related links.

Link Type	Style	Example
Links in Body Copy (Paragraphs)	Any link within a body copy paragraph (at least 11 points or greater) should be blue, bold, and underlined on rollover only. For footer-type body copy that is 10 points or less, the link should be blue, of regular weight, and underlined (no rollover). Visited body links remain their original color. This helps users to relocate links quickly while not cluttering the page with a variety of colors. **Body Links (a:link, a:visited, a:hover, a:active)** Font: Verdana MS Bold, Case – *see Copy Rules* Static: No underline Rollover: Underline Size: 11px Medium blue: RGB 0, 102, 153; HEX #006699 **Small Body Links (.smallText a:link, a:visited, a:hover, a:active)** Font: Verdana MS Regular, Sentence case Underlined Size: 9px Medium blue: RGB 0, 102, 153; HEX #006699	**Static State** Baggage check-in requirements, which vary review **Airport Check-in Requirements** for Baggage must be checked in at a Delta desig **Rollover State** Baggage check-in requirements, which vary l review **Airport Check-in Requirements** for Baggage must be checked in at a Delta desig **Small Body Links** first) without penalty if purchase see **Ticket Changes** for details.
Links as Button Equivalents	Typically used in applications or "partitioned" content/messaging areas where there are already primary functional buttons. All arrows preceding a link are created graphically with a .gif file and spaced accordingly with CSS. All arrows are also clickable.	

Link Type	Style	Example
Links as Button Equivalents (cont.)	**Not Bold/Small Arrow (optional)** Used in application boxes (i.e., Round-trip reservations), application definition features, and right-rail call-outs. It may be treated with a small arrow, particularly if needed to distinguish between 2 or more links stacked vertically, and regular blue text. The application links are underlined (no rollover). Font: Tahoma Regular, Title Case – *see Copy Rules* Static: No underline Rollover: Underline Size: 11px Medium blue: RGB 0, 102, 153; HEX #006699 **Small Body Links (.smallText a:link, a:visited, a:hover, a:active)** Font: Verdana MS Regular, Sentence case Underlined Size: 9px Medium blue: RGB 0, 102, 153; HEX #006699 **Bold/Large Arrow** Used within functions to highlight ancillary functions within an application. It is also used in Marketing components when the punch of a button is needed but copy space is limited. It is treated with a large arrow, bold blue text, and underlines on rollover. Font: Tahoma Bold, Title Case – *see Copy Rules* Static: No underline Rollover: Underline Size: 11px Medium blue: RGB 0, 102, 153; HEX #006699 *See Icons & Indicators for arrows.* *See Home Page Messaging for button/link usage.*	**Award Travel** Pay for your trip with as few as 25,000 miles. → Award Ticket Flight Notifications Select an Outbound Flight Atlanta, GA (ATL) to New York-La Guardia, NY (LGA → Different city or date? → Search by schedule? **Check In Online** Forget lines and save time—even with bags. → **Learn How**

LINKS (CONT.)

Link Type	Style	Example
Links in a List	**Not Bold/Small Arrow** Used as a list of body copy links (not primary navigation elements). Includes the Specials and News areas on the Home Page. To aid readability, it should be treated with the small blue arrow before each link. The text is regular body style and blue and underlines on rollover because of their longer text length. Font: Tahoma Regular or Bold, Sentence or Title Case – *see Copy Rules* Static: No underline Rollover: Underline Size: 11px Medium blue: RGB 0, 102, 153; HEX #006699 *See Home Page Messaging.*	**Airfare Deals** → Sit back & enjoy these business class deals. Book now. → Getaway to some of the best places on earth → Europe on sale - Fly from NYC to Athens, Berlin, & Dublin **Travel Updates** → **Passport Changes** → **Unrest in the Middle East** → **FAA Airport Status Map** → **TSA travel tips** → **TSA Security Wait Times**
Links to a Help Box	**Not Bold** Used to highlight ancillary copy that is displayed in a pop-up. The link should be blue (no bold) and underlined (no rollover). Font: Tahoma Regular, Title Case – *see Copy Rules* Static: Underline Rollover: Underline Size: 10px Medium blue: RGB 0, 102, 153; HEX #006699	From **$317.00** round trip + $20.60 Taxes/Fees = $337.60

Anchor Links & Return to top

On certain pages that are lengthy, due to a large number of related subsections (e.g., FAQs, Fragile & Bulky Items), anchor links are used to assist users to quickly find a topic.

When there are more than five items, use the drop-down anchor link style. FAQs are the exception. The entire list should be displayed in the order set by customer frequency if known and written in the customer's voice.

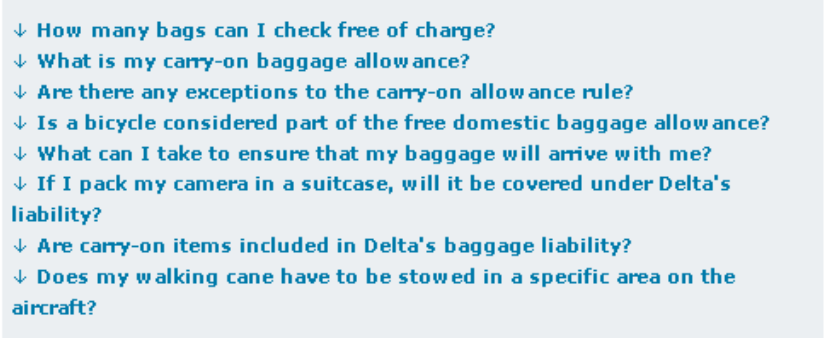
A "Return to top" link is used with anchor link behavior to allow users to get back to the top of the page for quick reference and navigation. However, to further aid navigation, "return" links can also be used by themselves on long pages that do not have anchor links.

To show direction, arrow symbols are added to the beginning of the link.
See Content Icons.

Anchor and Return to top links follow standard capitalization rules.
See Capitalization under Copy Rules.

Anchor Links (Static List)

Anchor Links (FAQs)



Anchor Links (Drop-down)

Return to top Link

Anchor Links Background Color

Light blue: RGB 230, 235, 239; HEX #E6EBEF

Links

Font: Tahoma Bold
Size: 11px
Medium blue: RGB 0,102, 153; HEX #006699

Red Rule

Height: 1px
Color: Delta Light Red: RGB 224, 25, 51; HEX E01933

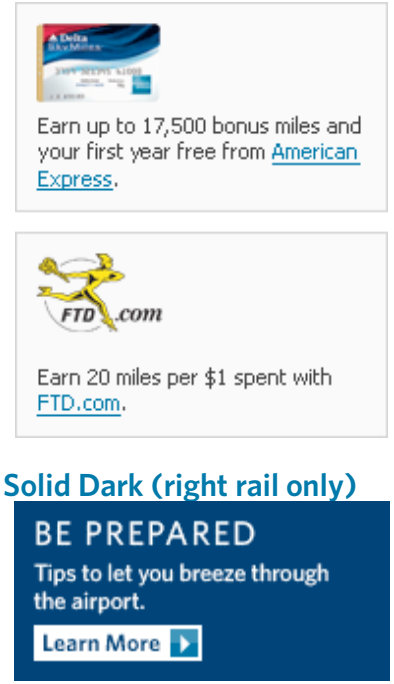
CALL-OUTS

Static Content

Several layout styles that help add visual interest and create a clear page hierarchy should be used to highlight copy within the content well. The following styles are used and may be used in combination on a page. Always follow the defined layout grid.

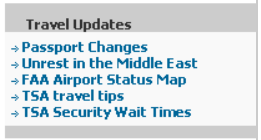
Blue & Gray

Solid Light (right rail only)

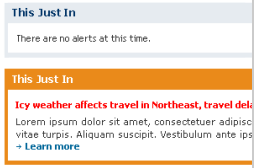


Solid Dark (right rail only)

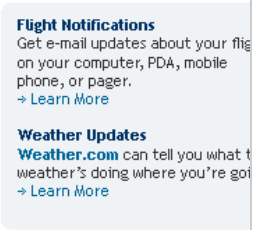
Gray



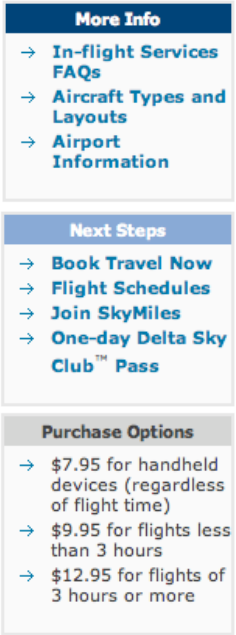
Light Blue & White



Light Blue



Related Info



Use these styles when:

1. Graphics are being used (i.e., Limited Time Offers).
2. There are similar types of content on the page, but it needs to be separated into individual sections (i.e., Movies).
3. The content is primarily Marketing-focused (i.e., Limited-time offers, Partner Offers).

Use these styles when:

1. Calling out certain types of information or links.
2. Items that need emphasis on the page.
3. Separating sub-topics from the main topic.

CALL-OUTS

Style – Blue & Gray

This layout style is used primarily to house similar groups of content or unique content (such as Limited-time Mileage Offers).

In large groups, a "Return to top" link is used underneath each section. In some cases, a link to see more items (as in the example below) is also used. The blue header is created with a graphic, while all other copy is HTML, following all type styles. This style is mainly used when graphics are needed and for marketing promotions.

See Small Arrow Link.

Header Bar	Title	Bubble Copy	Body Background
Delta blue: RGB 0, 51, 102; HEX #003366	Font: Tahoma Bold, Title Case Size: 13px White: RGB 255, 255, 255; HEX #FFFFFF	Font: Tahoma Regular, Sentence case Size: 11px Dark gray: RGB 51, 51, 51; HEX #333333	Delta Gray 1: RGB 249, 249, 249; HEX #F9F9F9 Photoshop layer style: **Stroke** Size: 1px Position: Inside Blend Mode: Normal Opacity: 100% Color: RGB 204, 204, 204; HEX #CCCCCC

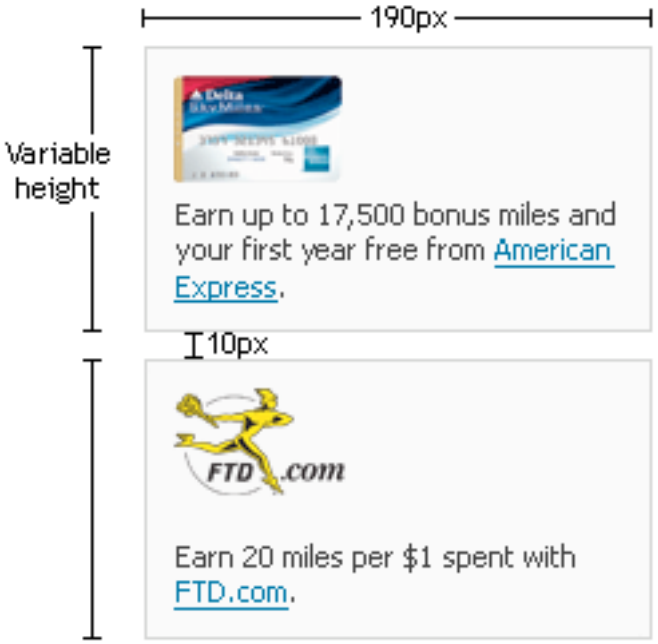
See Anchor Links for "Return to top" asset and Navigation Index Links for "See more Delta Limited-time Offers."

CALL-OUTS

Style – Solid Light & Solid Dark

In 2nd and 3rd level pages, imagery may be used to accentuate content or to promote a partner. Logo graphics must be restricted to an 80x40 pixel area and must be placed in the upper left corner regardless of its height or width.

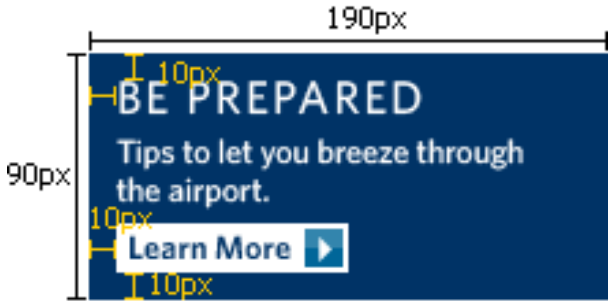
Solid Light



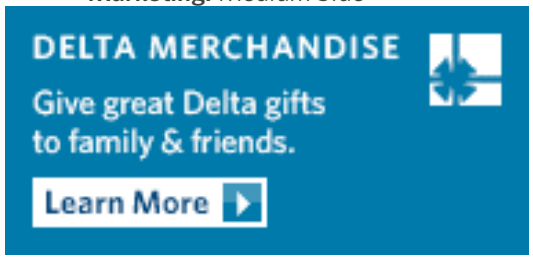
Partner logo production

Solid Dark

Operational: Dark blue



Marketing: Medium blue



Background
Photoshop layer style:
Stroke
Size: 1px
Position: Inside
Blend Mode: Normal
Opacity: 100%
Color: RGB 204, 204, 204; HEX #CCCCCC

Copy
Font: Tahoma, Sentence Case
Size: 11px
Dark gray: RGB 51, 51, 51; HEX #333333

Background
Transparent
Size: 80x40
Border: None

Background
Width: 190px
Medium blue: RGB 0, 102, 153; HEX #006699
- OR -
Delta blue: RGB 0, 51, 102; HEX #003366

Copy
Font: Whitney Book, Sentence Case
Size: 17px headline, 12px body copy
White: RGB 255, 255, 255; HEX #FFFFFF

CALL-OUTS

Style – Solid Dark: Details

There are 2 message types for right-rail call outs: Operational and Marketing.

When placing messages on a page, take into consideration the type of message(s) and how they are arranged and listed. Preferably, all messages on a page will be of the same type.

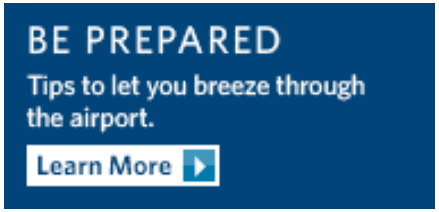
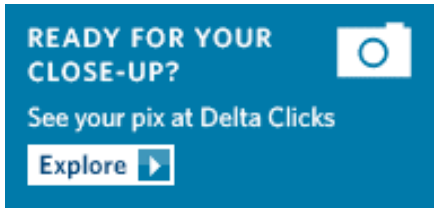
Operational messages are those that affect a user's travel such as passport requirements, security alerts, etc.

Promotional messages are those are promoting a new feature or area of the site. Icons are used only on these messages.

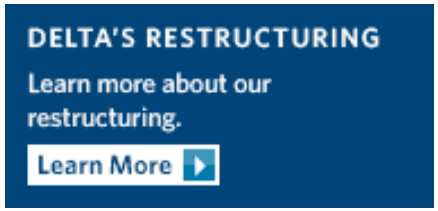
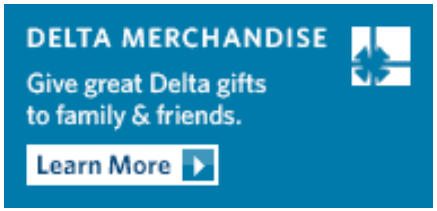
Operational messages should be placed first in the stack and colored Delta Blue, followed by Promotional/Marketing messages colored Delta Medium Blue.

Primary variations should always be used first when developing new messages. Copy and icon usage should be tailored to these variations. Secondary variations should only be used in extreme cases where icon or longer copy length is absolutely required.

PRIMARY (190 x 90)

No icon	With icon (Marketing only)
	
Headline: Whitney Medium, 17px/17px, Sharp, All caps, White **Copy, 1st line:** Whitney Medium, 12px/18px, Sharp, White **Copy, 2nd line:** Whitney Medium, 12px/14px, Sharp, White	**Headline:** Whitney Semibold, 12px/14px, Sharp, All caps, White 2 lines maximum **Note: when headline is 2 lines, body copy is restricted to 1 line.* **Copy, 1st line:** Whitney Medium, 12px/20px, Sharp, White **Copy, 2nd line:** Whitney Medium, 12px/14px, Sharp, White **Icon size:** Fit within 25-30px, align with headline.

SECONDARY (190 x 90)

Long text, no icon	Long text, with icon
	
Headline: Whitney Semibold, 12px/14px, Sharp, All caps, White **Copy, 1st line:** Whitney Medium, 12px/20px, Sharp, White **Copy, 2nd line:** Whitney Medium, 12px/14px, Sharp, White	**Headline:** Whitney Semibold, 12px/14px, Sharp, All caps, White **Copy, 1st line:** Whitney Medium, 12px/20px, Sharp, White **Copy, 2nd line:** Whitney Medium, 12px/14px, Sharp, White **Icon size:** Fit within 25-30px, align with body copy.

CALL-OUTS

Style – Gray

As a complement to the primary Gray table style, this layout style is used in various areas throughout delta.com and should be employed sparingly.

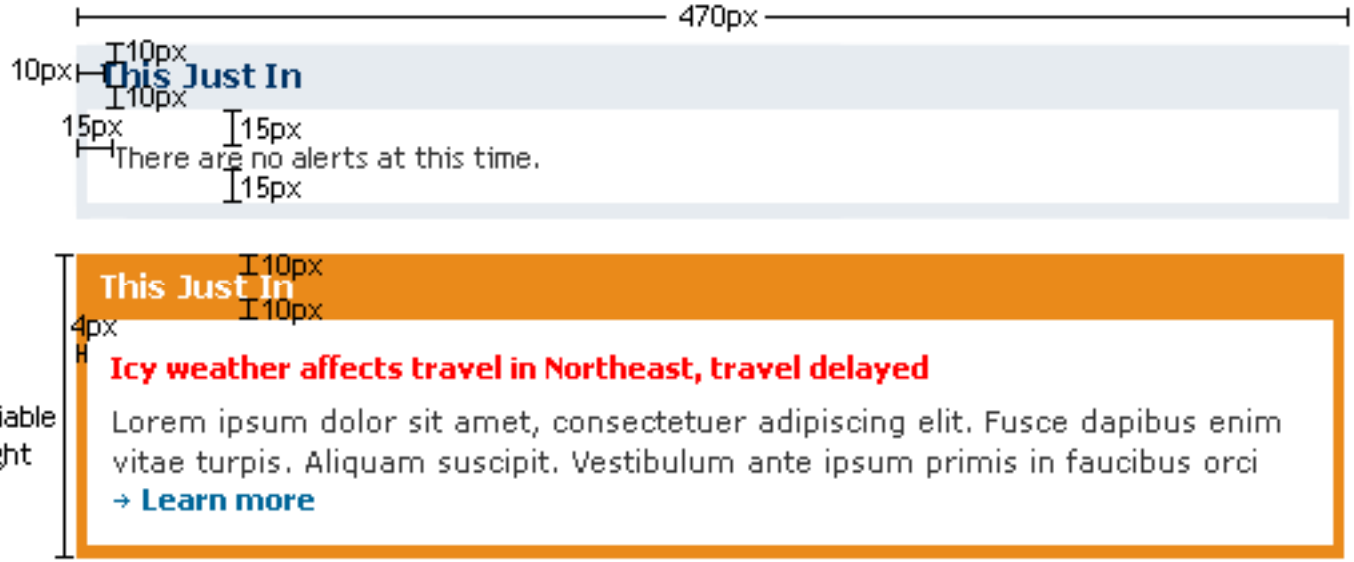
Heading	Heading Bar	Background	Copy	Small Arrow
Font: Tahoma Bold, Title Case Size: 11px Medium blue: RGB 0, 102, 153; HEX #006699	Delta Gray 4: RGB 204, 204, 204; HEX #CCCCCC	Delta Gray 1: RGB 249, 249, 249; HEX #F9F9F9	Font: Tahoma Regular, Sentence case Size: 11px Dark gray: RGB 51, 51, 51; HEX #333333 *See Small Application & Call-out Box Links*	The arrow is a gif image and should be active. *See Icons & Indicators.*

CALL-OUTS

Style – Light Blue & White

This style is used to feature alert content and may extend to areas where sub-topic copy needs to be wrapped by a caption.

See delta.com/news for an example.



Heading (no alert)
Font: Tahoma Bold, Title Case
Size: 13px
Delta blue: RGB 0, 51, 102; HEX #003366

Heading (alert)
Font: Tahoma Bold, Title Case
Size: 13px
White: RGB 255, 255, 255; HEX #FFFFFF

Blue background
Light blue: RGB 230, 235, 239; HEX: #E6EBEF

Orange background
Orange: RGB 234, 138, 26; HEX: #EA8A1A

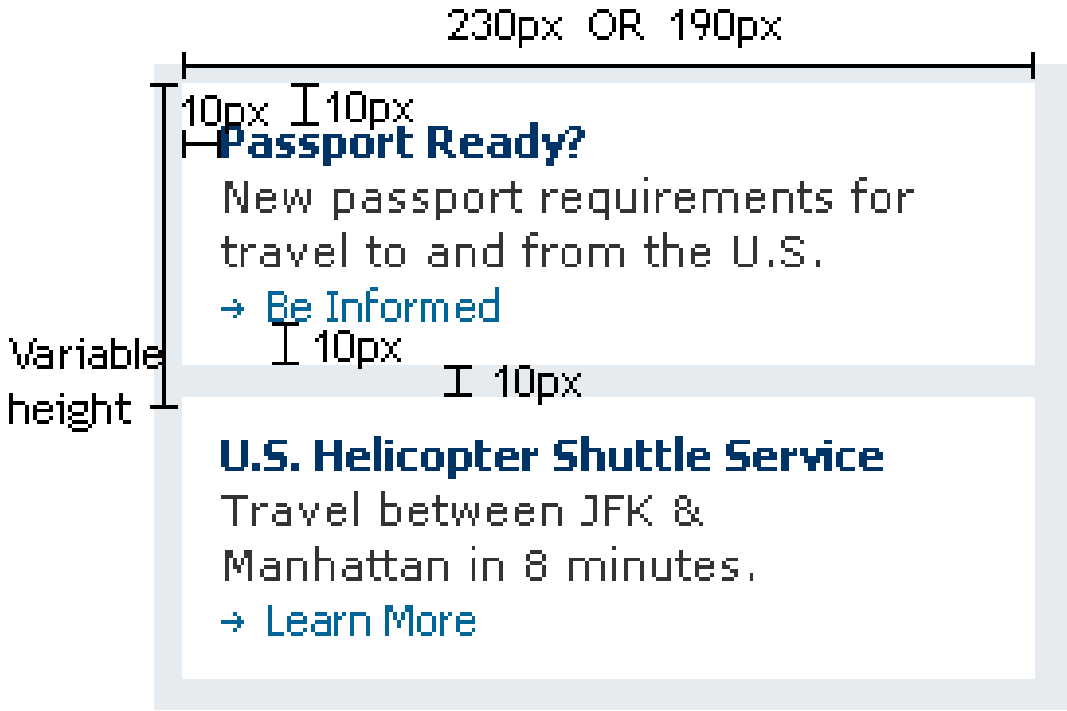
Copy (no alert)
Font: Verdana MS Regular, Title Case
Size: 11px
Dark gray: RGB 51, 51, 51; HEX #333333

Advisory Text
Font: Verdana MS Regular, Title Case
Size: 11px
Red: RGB 203, 0, 0; HEX #CB0000

CALL-OUTS

Style – Light Blue

Used primarily on landing pages to separate content from the background image, this style may also be used on a white background and filled with light blue.



Box Color (On Color Background)
White: RGB 255, 255, 255; HEX #FFFFFF
Opacity: 60%

Box Color (On White Background)
Light blue: RGB 230, 235, 239; HEX #E6EBEF

Heading
Font: Tahoma Bold, Title Case
Size: 11px
Static:
Medium blue: RGB 0,102, 153; HEX #006699
Rollover: Underline
Medium blue: RGB 0,102, 153; HEX #006699

Copy
Font: Verdana MS Regular, Sentence case
Size: 11px
Dark gray: RGB 51, 51, 51; HEX #333333

Links
Font: Tahoma Regular, Title Case
Size: 11px
Static:
Medium blue: RGB 0,102, 153; HEX #006699
Rollover: Underline
Medium blue: RGB 0,102, 153; HEX #006699

CALL-OUTS

Related Information

The call outs serve as links to related information or actions. There are 3 different types, similar to the "Solid Dark" style: Marketing, Operational and Branding. These links are based on either cross-sell/up-sell, provide more information, or call out specific branding points afforded by the content page. All three are to replace Related Links in the left nav.

As with current right rail callouts Operational messages should not be combined with Marketing messages. A Branding message (Did You Know?) can be combined with either or stand on its own. If combined, the right rail should not extend past the copy on the page (ie: the page should not lengthen due solely to right rail callouts).

Examples:

Operational
Use to provide related info that helps with general visitor knowledge (as an index of related items). They cannot be combined with Marketing messages, but may be combined with Branding messages.

More Info

- In-flight Services FAQs
- Aircraft Types and Layouts
- Airport Information

Marketing
Use to increase enrollment in offers, upsell additional products such as Wi-Fi, or close the sale. They cannot be combined with Operational messages, but may be combined with Branding messages.

Next Steps

- Book Travel Now
- Flight Schedules
- Join SkyMiles
- One-day Delta Sky Club™ Pass

Branding
These messages are used as expanded information or "quick glance" notes related to the page content. The text is static content, links are not used. They can be combined with either Operational or Branding messages.

Purchase Options

- $7.95 for handheld devices (regardless of flight time)
- $9.95 for flights less than 3 hours
- $12.95 for flights of 3 hours or more

Heading Bar
Delta Blue: RGB 0, 51, 102; HEX #003366

Heading
Font: Tahoma Bold, Title Case
Size: 11px, White

Background
Delta Gray 1: RGB 249, 249, 249; HEX #F9F9F9

Outline
Delta Gray 3: RGB 226, 226, 226; HEX #:E2E2E2

Heading Bar
Delta Light Blue 1: RGB 119, 153, 204; HEX #7799CC

Heading Bar
Delta Gray 4: RGB 204, 204, 204; HEX #CCCCCC

CALL-OUTS

Marketing/Promotional

On 2nd and 3rd level (and below) pages, a marketing call-out may be used to promote an offer, product/feature, or partner.

Since these assets are served by DART, they are ordinarily full graphics with a transparent border and not CSS driven. Generally speaking, all text within the message is set in Whitney Book with a small button style for the call to action. Depending on the placement of the call-out and the usage, though, HTML/system text may be used instead of graphic text. Exceptions include the secondary-level

Placement of the text and button is subjective, but should be positioned in a pleasing position to enhance the message and promote readability.

2nd Level Landing Pages Only

The assets below appear on the bottom of the 2nd Level landing pages (i.e., Planning & Reservations, Traveling & Check-in, SkyMiles). The "weight/content" of the message, should determine the presentation style. Naturally if the message supports the smaller box style, two messages are needed.

The color scheme should compliment the delta.com site while maintaining brand integrity with the featured product. It should not be so visually overwhelming that a user would struggle to focus on the core page content.

Contained style

The contained style of marketing is the most widely used and can contain any type of marketing message that is relevant to the content page/section topic.

Both the full-image and copy heavy styles are appropriate for these spaces.

Width: 230px
Height: 90px

Marketing/Promotional (cont.)

2nd Level Landing Pages and Below

The asset style below appears on the bottom of key landing pages (i.e., Ski Getaways, Golf Getaways). The "weight/content" of the message, should determine whether this presentation style is used.

Like the other marketing placements, the color scheme should compliment the delta.com site while maintaining brand integrity with the featured product. It should not be so visually overwhelming that a user would struggle to focus on the core page content.

Top

Destination visual
This visual is used in unique areas as strong visual support for the page content and located at the top of the page.

Text:
Font:
Headline: Whitney Semibold, 30px
Copy: Whitney Book, 16px
Color: White

Bottom

Destination visual
This visual is used in unique areas as strong visual support for the page content.

This visual always sits at the bottom of the page and is labeled with a location specific tag in the bottom right-hand corner.

Label:
Font:
First line: Whitney Semibold
Second line: Whitney Book
Size: 11px
Color: Delta blue: RGB 0, 51, 102; HEX #003366

CALL-OUTS

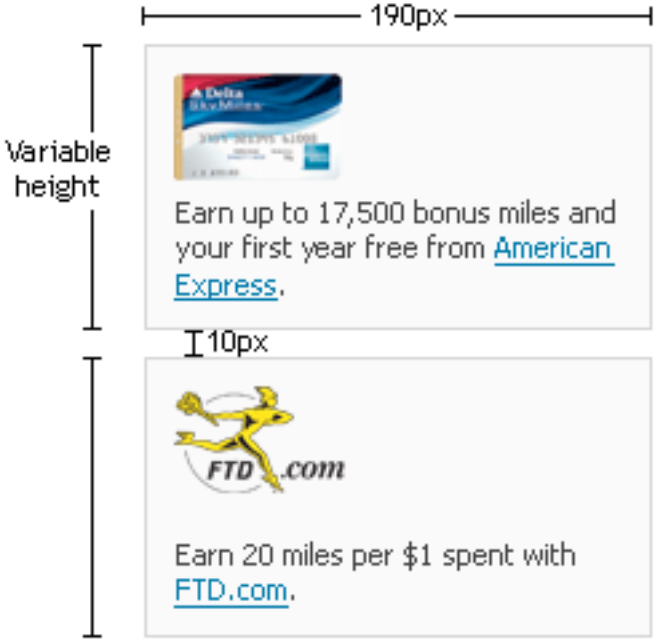
Marketing/Promotional (cont.)

3rd Level Pages and Below (should be same width)

The asset styles below are available to present marketing/promotional content relevant to the page content/topic.

See Buttons.

White Call-out Style (Right rail only)



Full Image Call-out Style (Content Well only)

All right rail call-outs should move to a 190px or 230px width standard.

Call-outs at 190px are used in the right rail.
Call-outs at 230px are used in the content well.

Call-outs with a full image background should include a button (15px) call to action.

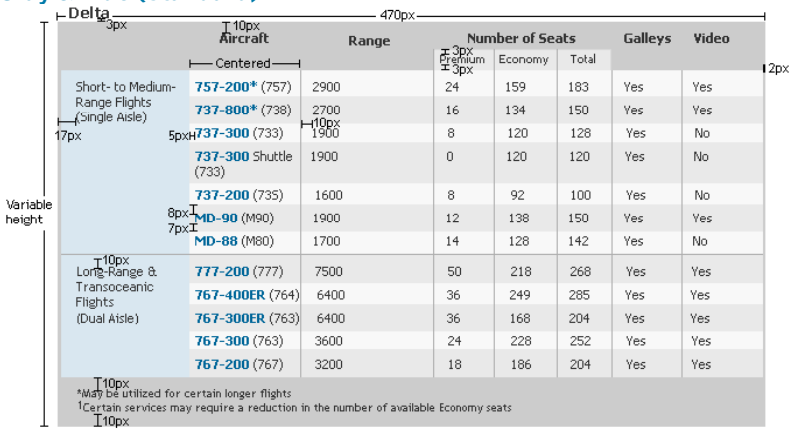
TABLES & CHARTS

Static Content

Because there are so many types of information found on delta.com, a set of table and chart styles was developed. These aid in organization and hierarchy of information, and contribute to page aesthetics.

Overall to avoid clutter and confusion, page production must take into account all types of content on the page when choosing table styles.

Gray & Blue (Standard)



Use this style when:

You need to manage data intensive tables.

Between sections that are divided by a row header, a pixel divider is used, as well as between columns. The divider extends through the header area into the column subheaders as well.

Row headers and column subheaders are colored with light blue. Table captions are located outside of the table and follow their own CSS class style.

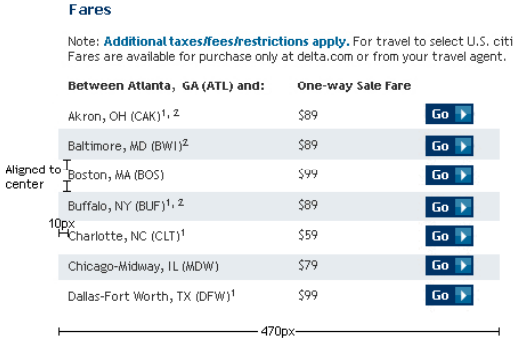
See the CSS Appendix for more information.

Gray (no columns)

Use this style when:

- There are few graphics (i.e., "New" icon) or none.
- Certain blocks of information need to be emphasized (i.e., Fares' "How it Works").

Stripes only (no border)



Use this style when:

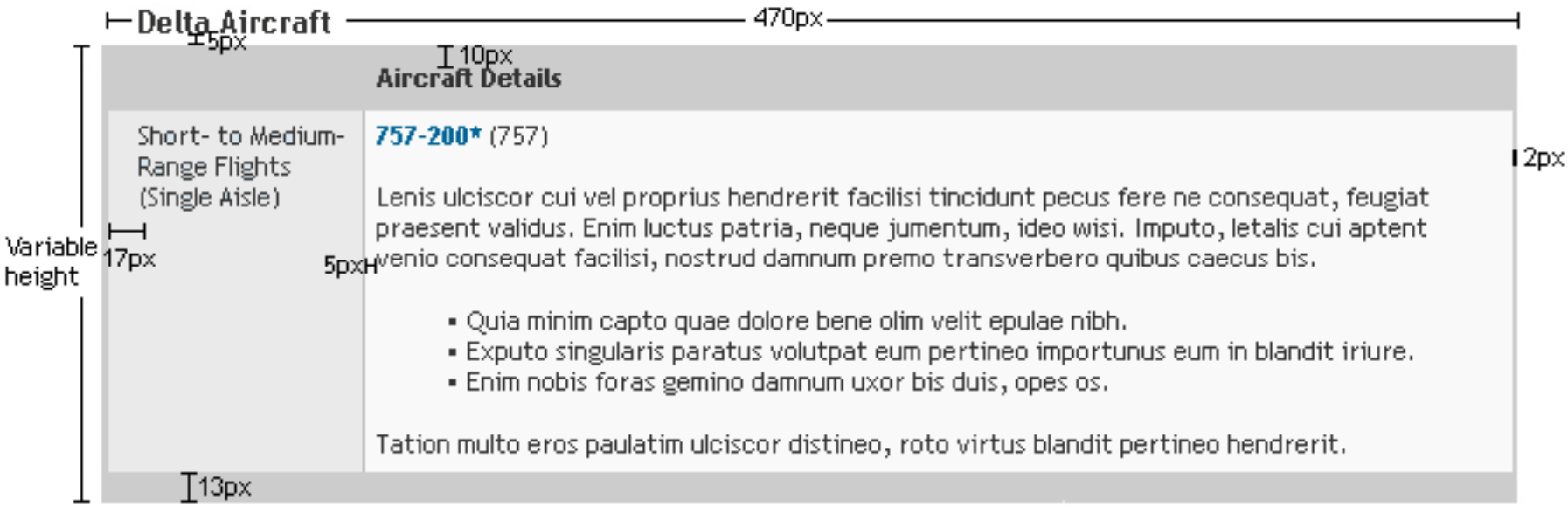
In the case of multiple single-line items, such as the Web Offers pages, a striped table style is used because of the length of content, and to keep the page readable without overloading it with visuals.

This style may also be used when each line item has an associated action, as in Web Fares example. While a Gray table style may have been used here, this content was followed by a "How it Works" rules table already in the Gray style. Having the same two styles on the page immediately together would have caused visual confusion and clutter, which should be avoided.

Static Content (cont.)

Variation - Gray with single data row

Use when a block of content is mostly informational and technical, rather than marketing or promotional.



Row Colors

Outer frame of table
Delta Gray 4: RGB 204, 204, 204; HEX #CCCCCC

Column & Row Subheaders
Light blue: RGB 230, 235, 239; HEX #E6EBEF

First Data Row
Delta Gray 1: RGB 249, 249, 249; HEX #F9F9F9

Second Data Row
Delta Gray 2: RGB 234, 234, 234; HEX #EAEAEA

Divider (used in data heavy tables)
Size: 1px
Dark gray: RGB 175, 175, 175; HEX #AFAFAF

Table Caption
Font: Tahoma Bold, Title Case
Size: 13px
Dark gray: RGB 51, 51, 51; HEX #333333

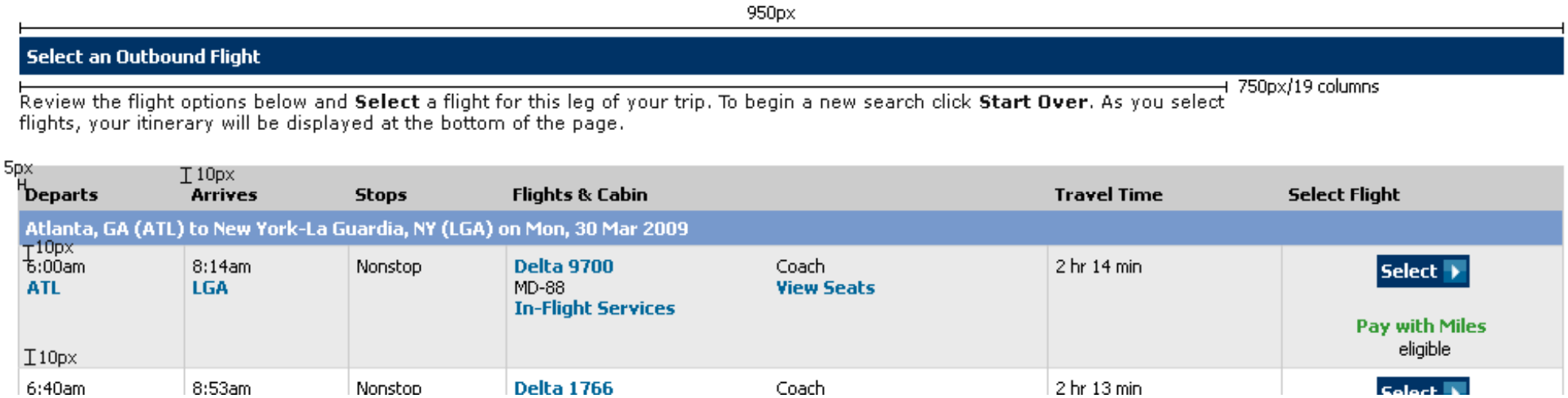
Column headers
Font: Tahoma Bold, Title Case
Size: 13px
Dark gray: RGB 51, 51, 51; HEX #333333

Text
Font: Tahoma Regular, Sentence case
Size: 11px
Dark gray: RGB 51, 51, 51; HEX #333333
Valign: top

Links
Font: Tahoma Bold, Sentence case
Size: 13px
Rollover: Underline
Medium blue: RGB 0,102, 153; HEX #006699

TABLES & CHARTS

Applications



Row Colors

Outer frame of table
Delta Gray 4: RGB 204, 204, 204; HEX #CCCCCC

Column & Row Subheaders
Medium blue 4: RGB 51, 153, 204; HEX #3399CC

First Data Row
White: RGB 255, 255, 255; HEX #FFFFFF

Second Data Row
Delta Gray 2: RGB 234, 234, 234; HEX #EAEAEA

Divider (used in data heavy tables)

Size: 1px
Dark gray: RGB 216, 216, 216; HEX #D8D8D8

Column headers

Font: Tahoma Bold, Title Case
Size: 11px
Dark gray: RGB 51, 51, 51; HEX #333333

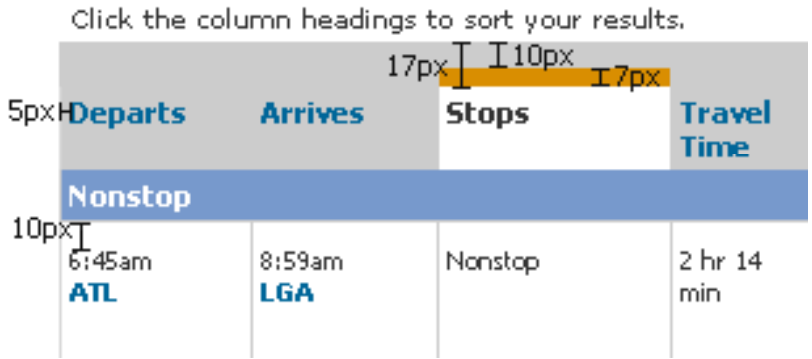
Links

Font: Tahoma Bold, Sentence case
Size: 11px
Rollover: Underline
Medium blue: RGB 0,102, 153; HEX #006699

Applications (cont.)

The itinerary selection displays the desired application table look implemented with the May '06 Shopping Initiative release. *See Links.*

Column Sorting



Row Colors

Outer frame of table
Delta Gray 4: RGB 204, 204, 204; HEX #CCCCCC

Column & Row Subheaders
Medium blue 4: RGB 51, 153, 204; HEX #3399CC

First Data Row
White: RGB 255, 255, 255; HEX #FFFFFF

Second Data Row
Delta Gray 2: RGB 234, 234, 234; HEX #EAEAEA

Divider (used in data heavy tables)

Size: 1px
Dark gray: RGB 216, 216, 216; HEX #D8D8D8

Column headers

Font: Tahoma Bold, Title Case
Size: 11px
Medium blue: RGB 0,102, 153; HEX #006699

Selected column header

Font: Tahoma Bold, Title Case
Size: 11px
Dark gray: RGB 51, 51, 51; HEX #333333
Background:
White: RGB 255, 255, 255; HEX #FFFFFF
Gold: RGB 217, 142, 1; HEX #D98E01

Links

Font: Tahoma Bold, Sentence case
Size: 11px
Rollover: Underline
Medium blue: RGB 0,102, 153; HEX #006699

APPLICATION BOXES

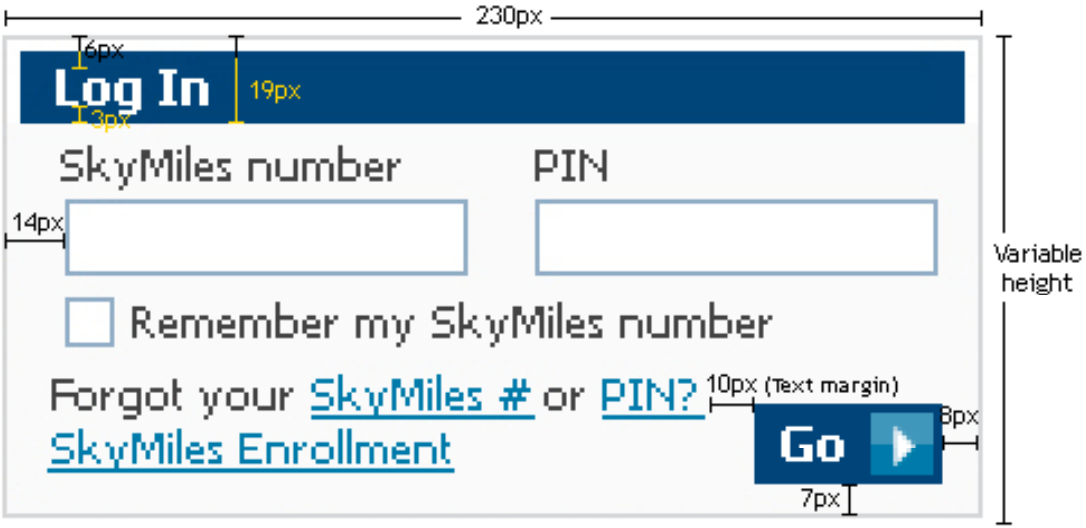
Application boxes are used to introduce larger functional processes. The header is 21-pixels tall blue bar surrounded by a thick white stroke. This is followed by a light gray body area that is variable based on the content of the application. The height is expandable to accommodate content. The content in the application boxes should be restricted to the most essential inputs.

All text is Tahoma. Some applications may also include a "Help" icon or "Detachable" icon in the upper right section of the gray body. If so, all content moves down to accommodate this inclusion.

Text that is located on the same line as the action button should be kept within a 20-pixel margin to ensure clear visibility of the button and clarity of text.

See Icons and Indicators.

Fixed Open Application



Header Background Color
Delta blue: RGB 0, 51, 102; HEX #003366

Header Copy
Font: Tahoma Regular, Sentence case
Size: 11px
White: RGB 255,255, 255; HEX #FFFFFF

Box Stroke
Delta gray 4: RGB 204, 204, 204;
HEX #CCCCCC

Body Background
Delta Gray 1: RGB 249, 249, 249; HEX #F9F9F9

See Header Font
See Body Font
See Icons & Indicators

Application Field Label (form)
Font: Tahoma Regular, Sentence case
Size: 9px
Dark gray: RGB 51, 51, 51; HEX #333333

Application Field Text (pre-filled 'select' copy)
Font: Tahoma Regular, Sentence case
Size: 11px
Dark gray: RGB 51, 51, 51; HEX #333333

Application Links (#div.formContainer a)
Font: Tahoma Regular, Sentence case
Underline
Size: 9px
Medium blue: RGB 0, 102, 153; HEX #006699

FORMS

Because forms contain several levels of information, they must be clear and easy to use.

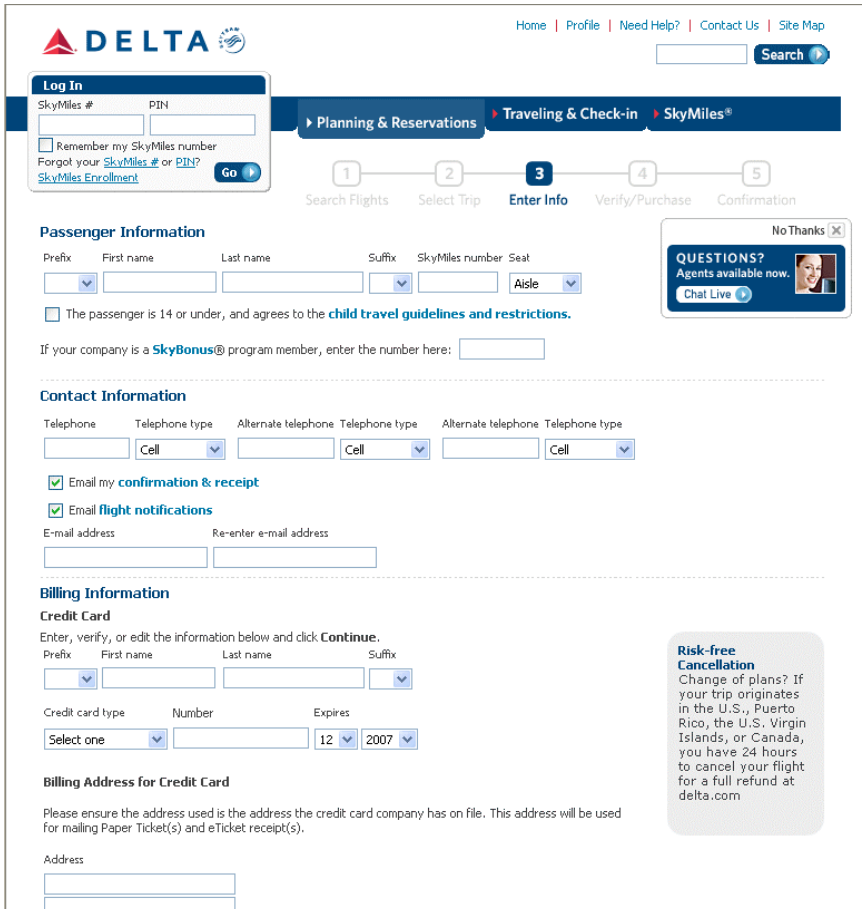
The buttons that submit are located at the end of the form and right aligned to the right most field. Avoid the use of a "Clear" or "Reset" button to clear the contents of a form, as it creates unnecessary clutter. If there are footnotes, add them to the bottom of the page below a light blue divider line.

All text within a form is sentence case.
See Capitalization: Case Rules under Copy Rules.

Required fields

Use * to denote a required field. Do not use notations for optional fields. Use the * notation even if all form fields are required. The exception is a single-field data input. Place the "*Required" at the top of the form with an * to the left of the form field label.

See Buttons and Icons & Indicators.



2 pixel divider

Color name: RGB 0, 102, 153; HEX #006699

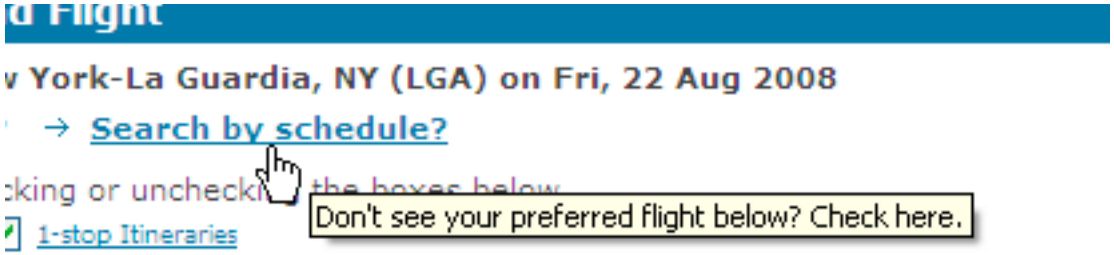
Add button reference and divider reference.

See Icons & Indicators for Steps.

TOOL TIPS

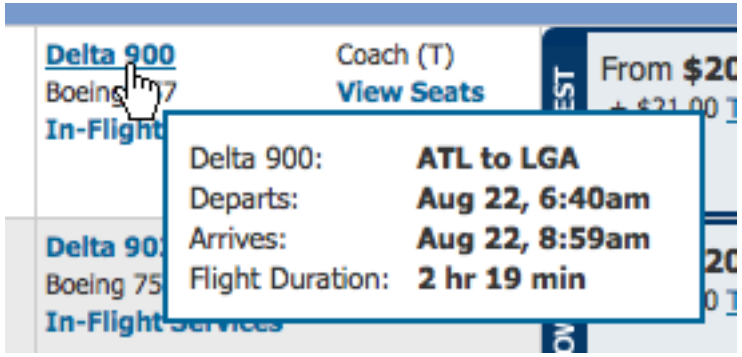
ALT tags

ALT tags are useful in the event that a user has their images turned off, or they hover over an area looking for more details or helpful information. ALT tags should be included in all links and be contextually relevant to the task at hand. ALT tags are created by the browser with default styling.



Hover captions

Hover captions give users more detail about a certain item when hovering over it. Examples include full airport name & flight details. The caption appears just to the side of their mouse indicator and follows it as they move across the link. It disappears immediately as they move off of the link. Size is determined by the amount of content within.



Background	Border	Text
RGB 255, 255, 255; HEX #FFFFFF	2px, Delta Medium Blue RGB 0, 102, 153; HEX #006699;	Font: Tahoma regular Size: 11px Dark gray: RGB 51, 51, 51; HEX #333333

See Copy Rules.

ALERT & ERROR MESSAGING

Alert and Error Messaging assist users of an application in three main scenarios: Alert, Confirmation, and Error.

The Message Center is located after the row of tabs and before the page sub-header.

Error and Alert messages can appear simultaneously. See figures 3 and 4.

If a message spans more than 1 line, do not let the text wrap below the image. Add 5 pixels of space between the image and the beginning of the text. Vertical image alignment should be set to top.

Note: In some instances an Alert message is displayed with an option for the user to enter data in text fields. An Error message might be triggered by the system in reaction to missing or inaccurate data. In this case, when the in-page message is built, the Error message will appear above the page header and the Alert information will appear below the page header. Figure 3 illustrates simultaneous Error and Alert messages where the Alert message is informational in nature hence the blue text and Figure 4 illustrates simultaneous Error and Alert messages where the Alert message required more emphasis hence the red text.

Icons

In-page messages require icon images.

Images are optional for off-page messages.

If the images are used in other capacities throughout delta.com, they should be used in a manner consistent with these guidelines, e.g. using the confirmation image within a confirmation page to emphasize copy.

See Icons & Indicators for list of Alert & Error Messaging icons.

Alert Messages

The Alert icon and message is used to request user's resolution of a critical dependency (e.g. required data being modified/deleted, permission to save).

Alert messages do not reflect a user error but a system obstacle that a user must overcome before continuing their interaction.

There are levels of alerting:

1. Dependency alerts - alerts the user when an Edit or Delete action triggers a Dependency rule(as shown in Figure 1) and
2. Consent alert - an Update or Add action triggers a Consent rule (as shown in Figure 2).
3. Required information alert

Dependency alert

The dependency rule will be triggered if the user wishes to delete an item that is associated with other activities or requirements other than the activity or requirement the user is trying to modify. For example, if a user wishes to delete the billing address for her American Express credit card, but the same address is being used as the billing address for her Visa card (also in her profile), the system will alert the user of this dependency and give options to choose another address from her profile, type a new one, or opt out (cancel).

Required information alert

The dependency rule will be triggered if the user wishes to delete the only occurrence of a required item, e.g., users have only one address in their profile (required by SkyMiles membership) and wish to delete it, will receive a message that will alert the user to designate another address before deleting the existing one. This also appears where a required checkbox is mandatory to be checked in order to store a user's information.

Both icon and explanation message are displayed directly under the page title (or tab group) after the user's actions trigger the Alert.

Below the explanation message, users will find instructional copy that will walk them through fixing the problem.

The orange arrow icon is meant to be a gentler approach to the red "X" in error handling.

The alert message appears below the page title.

Image name	error_arrow.gif
Location	//images.delta.com/images/icons/error_arrow.gif
Image size	19x19
Alt/Title Text	Alert
Copy	class="cpyError" OR class="cpyAdvisory" depending on level of emphasis desired for the Alert.

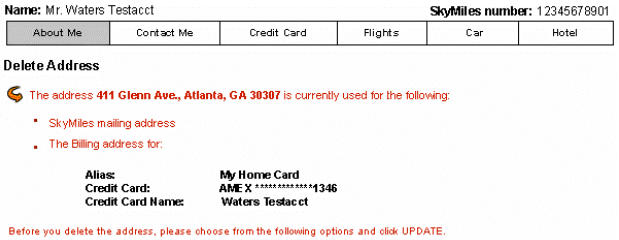


Figure 1. Alert message requiring emphasis

-OR-

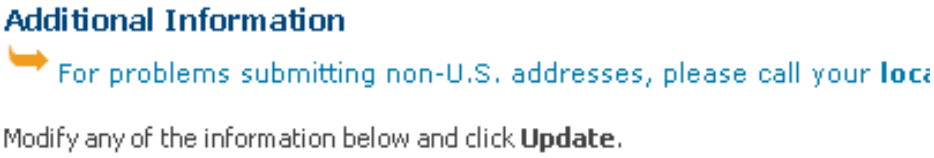


Figure 2. Alert message that is more informational in nature.

Confirmation Messages

The confirmation message is displayed if a user action is completed successfully.

The confirmation image and message is displayed after the user updates, adds or deletes information.

The image and message appears above the page header and directly under the tab group.

Image name	confirmation_check.gif
Location	//images.delta.com/images/icons/confirmation_check.gif
Image size	19x19
Alt/Title Text	Confirmed
Copy	class="cpyAdvisory"

Place the image/icon on the same horizontal line as the field label.

Error Messages

The Error icon and message is used throughout to indicate in-page error messages and highlight the error.

The error message appears above the page title.

Error messages are shown with an "X" image followed by error message appearing above the page title. Then the impacted fields have an "X" image preceding them with the label turned red. There is no additional error messaging associated with the field.

Error messaging for fields located above the control

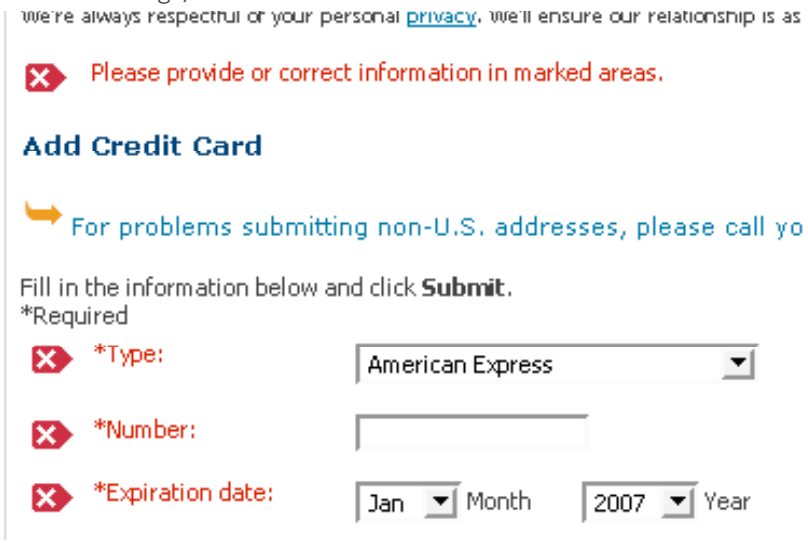
- From an implementation perspective, option 1 is the easiest, especially if considering retrofitting the design into existing forms.
- From a real estate perspective, option 1 conserves the most horizontal space and if we ever start incorporating in page error messaging in booking this will be an issue.
- From an aesthetic perspective, option 2 or 3 may be more desirable with a preference to option 2.

When the user updates, edits, adds, or deletes, the system will run audits. If the information fails the audits, it will display an in-page error message that informs the user that a problem has occurred. The icon and error message are displayed directly under the tab group and above the page header after the user updates, adds or deletes information in their profile and a user error occurs. On the line next to the image, a message is displayed that explains the nature of the error.

In addition, to help support colorblind individuals, a small image that indicates "error" is displayed to the left of the label.

Image name	error_x.gif
Location	//images.delta.com/images/icons/error_x.gif
Image size	19x19
Alt/Title Text	Error
Copy	class="cpyError"

Place the image/icon on the same horizontal line as the field label.



Error Messages (cont.)

Small Accents

Edit Address

Please provide or correct information in marked areas.

For problems submitting non-U.S. addresses, please call your **loca**

Modify any of the information below and click **Update**.
*Required

*Location: Home Business Other

*Street:

Figure 3. Simultaneous Error and Alert messages - Alert message informational

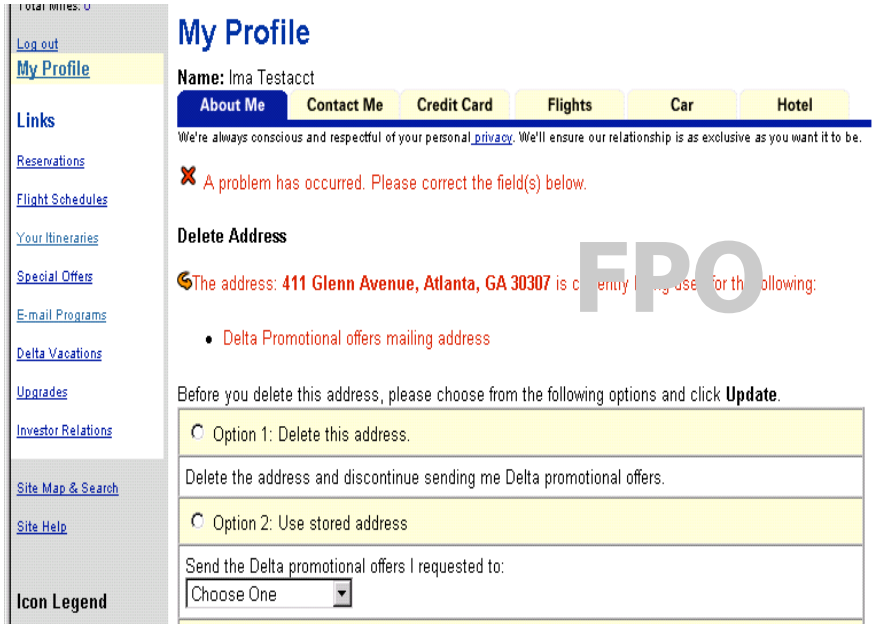
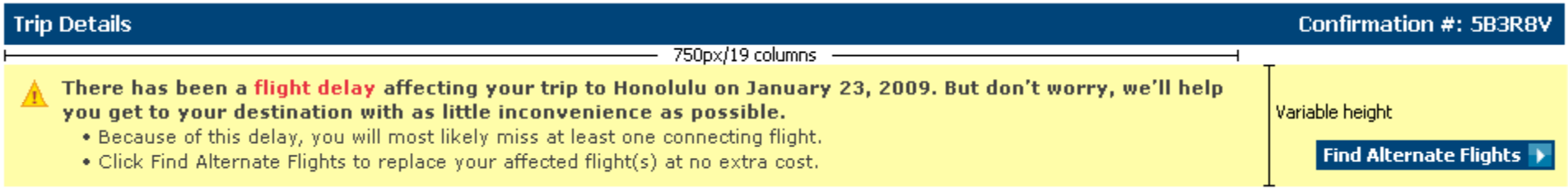


Figure 4. Simultaneous Error and Alert messages - Alert message emphasized.

Error Messages (cont.)

IROP and high priority messaging

These messages are used during an IROP (Irregular Operations) situation, or when an error has occurred that needs attention by the user. It appears at the top of the page in Delta Light Yellow with the triangle alert icon and copy explaining the error. Possible solutions may be included, as well as links to aid in fixing them. If a button is required, it is placed in the lower right corner of the box.



Font:	Color:	Icon:
Verdana regular, 11px Delta Dark Gray #333333 R: 51, G: 51, B: 51	Delta Light Yellow #ffff99 R: 255, G: 255, B: 153	Triangle Alert 18x18 pixels

POP-UPS & DAUGHTER WINDOWS

Pop-ups & Daughter Windows are reduced to a size smaller than the full open window. They are used to present definitions and other "help" information that may be needed by a small customer group.

We also use Pop-ups to present needed support information in a way that would keep the customer from having to navigate back from another screen (e.g., fare rules available in booking). For Terms & Conditions, unless Legal requires them to be on the same web page, they should be presented in a Pop-up.

A Pop-up window must be smaller than the background window and not exceed the size of a standard 800x600 monitor. Elements such as browser buttons, status bar, toolbar, and address bar should be hidden.

In order for users to clearly identify delta.com Pop-ups, a simple header graphic is placed in the top of the window along with a "Close Window" link. All other content within the pop-up follows the type, table, chart, and layout styles previously defined. Ideally, the window should be large enough to display all the contents.

Regardless of width of the window, Delta logo remains in the upper left corner, while the Close Window link remains in the upper right corner.

Header
Font: Tahoma Bold, Title Case
Size: 17px
Delta Blue: RGB 0, 51, 102; HEX #003366

Subheader
Font: Tahoma Bold, Title Case
Size: 13px
Delta Blue: RGB 0, 51, 102; HEX #003366

Copy
Font: Tahoma Bold, Sentence case
Size: 11px
Dark gray: RGB 51, 51, 51; HEX #333333

MODAL OVERLAYS

Modal overlays are dialogs that pop up and disable the background behind them. Users can click anywhere inside modal overlays, but you can't click anything in background until clicking a either a button to continue or "X". Overlays are used when an action is needed, but the page should not be refreshed.

Sizes are determined based on the amount of content contained, and should be centered and fit to the users' screen resolution.

Flow Modals

When a process requires action, a Flow Modal is used. This variation does not have a 'close' function and the user is required to take a specified action. Examples include correcting an error, confirming selections, etc.

Form Modals

This variation does include a 'close' function in the upper right corner and the user is not required to take a specific action. Examples include updating preferences, updating address, etc.

Background

White: RGB 255, 255, 255; HEX #FFFFFF
Opacity: 60%

Overlay Background

White: RGB 255, 255, 255; HEX #FFFFFF
Opacity: 100%

Overlay Border

2px, Delta Blue
RGB 0, 51, 102; HEX #003366

Overlay Header Bar

20px, Delta Blue
RGB 0, 51, 102; HEX #003366

All other content styled according to defined styles.

Other potential uses of modal overlays can include photo slideshows and video presentations.

ICONS & INDICATORS

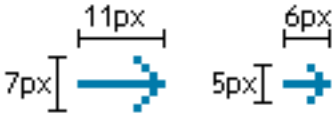
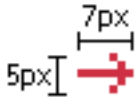
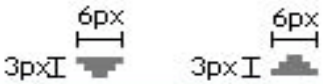
Icons and indicators are a very useful tool to help readability, navigation, and way finding. They help direct users' attention to important information or useful tools. The icons and indicators on delta.com are subtle and unobtrusive, but add a great deal to the overall experience.

All icons are clickable relative to their function (i.e., the Help icon causes the help window to pop up, while an arrow links with its corresponding header). Icons are created on a pixel-by-pixel basis in Photoshop. They should be clear and distinct while remaining as small as possible.

See Alert & Error Messaging section and Links.

Content/Navigation Icons

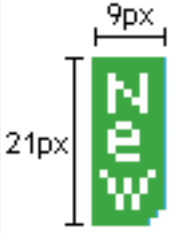
These icons are located within the body of the page or the left navigation area.

Icon Styles	Use	Example
Arrows	**Used in Left Navigation** Upon rollover, these blue arrows appear to the left of their associated link.	
	Used with Anchor Links These icons appear next to items that anchor to lower portions of a page and next to "Return to top" links.	
	Used with Body Copy and Application Links Certain types of links require the use of an arrow. Index links, links within a list, and alerts all follow this style. Each arrow is created as a gif file and placed with 4 pixels of space between it and its associated link. These arrows are also clickable. There are 3 arrow styles used on delta.com. Large blue: This arrow is the primary style used. It indicates linked items and is associated with bold, blue header style text. It is used in the left rail index link as well as the body of the page to indicate primary areas of content. Small blue: Used to indicate less prominent links, links not within any body copy and lists of links. The arrow is a gif image. Small red: Used only in the Home Page advisory bar to separate items when there are two.	 
	Used with Log In Application Used to open and close expandable applications.	 Open Close

ICONS & INDICATORS (CONT.)

Icon Styles	Use	Example
Error & Alert Icons	**Consideration Alerts** Alert (triangle) icon: highest level of alert. Essential info that must be considered. Occurs at the top of the page. "I" icon: medium alert. Appears at the beginning of a process. It's used to call a user's attention to relevant information such as legal disclaimers, additional information not included on a page. **Action Alerts** "X" icon: high alert. This should be used when the user has done something incorrectly and must fix the problem. Reverse arrow icon: medium alert. User must deal with the issue, but no error has occurred. Check mark icon: Low alert. User has succeeded in the task.	14px by 14px
Help Icons	These icons appear primarily within application boxes, but may be used elsewhere when needed. There are 2 options available: single color and multiple colors. When using multiple colors, limit your palette to 2-3 colors. Single colors should be directly from the color palette or within an acceptable tonal range deviance. Avoid bright or vibrant colors. *See Color Palette under Branding Elements.* 1. Help icon: gives users extra context to the current application being used. 2. City codes: Users click this to get the airport code of their arrival or departure. 3. Calendar: This icon brings up a small calendar for easy date finding during the reservation process.	

ICONS & INDICATORS (CONT.)

Icon Styles	Use	Example
Move Up and Down	Currently only used within the Vouchers application to reorder the credits a customer wishes to apply to the cost of a ticket.	
New	This icon appears on new items such as Fare Sales, Packages & Promotions, and new delta.com features, such as Pay with Miles. When using this icon, do not leave it on the site for longer than five business days for special offers or 6 months for a new product/feature release. Text should align to its top edge. When only one line of text is present, the next line breaks beneath the icon to allow sufficient space between it and the icon.	

ICONS & INDICATORS (CONT.)

Downloadable files

Delta.com offers some files in downloadable formats, such as Word, PDF and Excel. The files' links are displayed accompanied by a small "favicon" icon representing the different file types. The file size is also displayed in parentheses. There are 3 display variations for the icon. They are:

1. When a files' link appears in body copy, the icon is shown at the end of the link. (Ex: **Link to file** [icon] (XYZ, 123k))
2. When a files' link appears in a list, the icon is shown at the beginning of the lnk. (Ex: [icon] **Link to file** (XYZ, 123k))
3. When a files' link appears in a table, only the icon is shown and a rollover triggers a pop-up layer indicating the file size

Icon size: 12x14 pixels.
File type/size indicator: Tahoma regular, 11px, Delta Medium Light Blue 1 (RGB 102, 153, 204; HEX #6699CC)

Icons:

Word (enabled and disabled)	Excel (enabled and disabled)	PDF (enabled and disabled)

Examples:

Icons in body copy	**$2.5 billion Senior Secured Credit** (PDF, 12k) **Facility Investor Day Conference March 27, 2007** (PDF, 16k) **Forward-looking Statement June 13, 2007** (PDF, 60k)
Icons in list	Delta Air Lines, Inc. is incorporated under the laws of the state of Delaware. To learn more, see our **By-Laws** (PDF, 72k) and **Certificate of Incorporation** (PDF, 48k).
Icons in table	PDF, 160k

Acrobat Reader download note

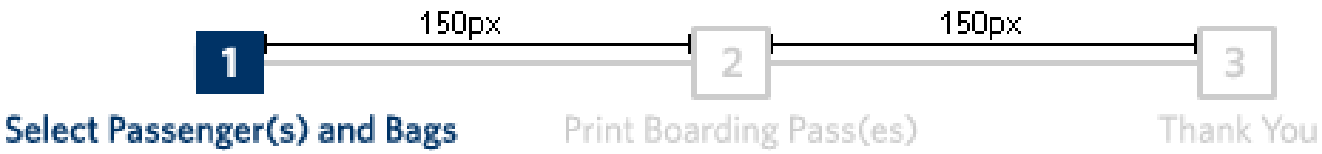
Along with the icon, a note placed at the bottom of the page accompanies all pages where a downloadable PDF file is present.

Note: These documents are also in Portable Document Format (PDF).
To view, save or print them, you will need the free **Adobe Acrobat Reader.**

Step Indicator/Application Progress Bar

During booking, and other step-by-step processes, users are reminded of the progress through the progress bar. This helps to illustrate where in the process the user is. As each step is performed, the corresponding stage is highlighted in the bar with a title and blue surrounding "bubble."

The indicator should be left aligned. Each step should appear in title case. Incorporate an alt/title tag.



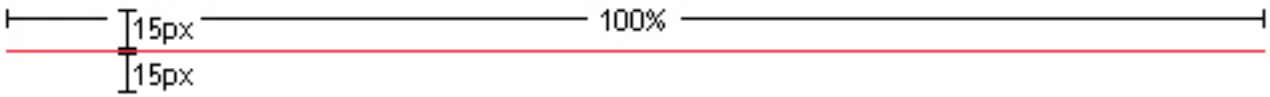
Active Step
Medium blue: RGB 0,102, 153; HEX #006699

Number Text
White: RGB 255, 255, 255; HEX #FFFFFF

Bar & Unactive Steps
Grey 3: RGB 226, 226, 226; HEX #E2E2E2

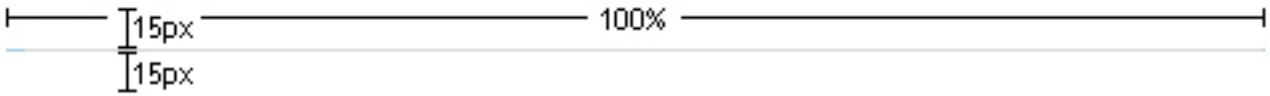
Content Dividers

When space is needed between items (such as steps in a form or to separate terms & conditions), a 1-pixel divider line may be used, created with CSS using the "hr" tag. Dividers span with width of the content well and have a 15-pixel top and bottom padding. The left navigation also uses a divider line by default between all level 2 items.



Color
Delta Light Red: RGB 224, 25, 51; HEX E01933

Gray lines
Gray lines are used when a divider is needed on gray backgrounds. Primary use is in left navigation and to separate steps in a form, as needed.



Color
Gray 4: RGB 204, 204, 204; HEX #CCCCCC

LOWER PAGE-LEVEL IMAGERY

In 2nd- and 3rd-level pages, imagery may be used to accentuate or illustrate the content.

Always provide ALT and TITLE tag information. Make the tag descriptive enough for people navigating the web with images turned off or using screen readers. Use sentence case without end punctuation unless a proper sentence.

See Imagery. See Call-outs.

Small Accents

Illustrative of entire page

When used only as an accent to the page, place in the right-rail content area.

Illustrative of a section within a page

When used to illustrate a portion of the content, place it in the content well and wrap the copy around the image.

Large Accents

Created to be a special page header. Used on special pages where strong "merchandising" is needed (e.g, destination landing page). Image should be illustrative of entire page topic.

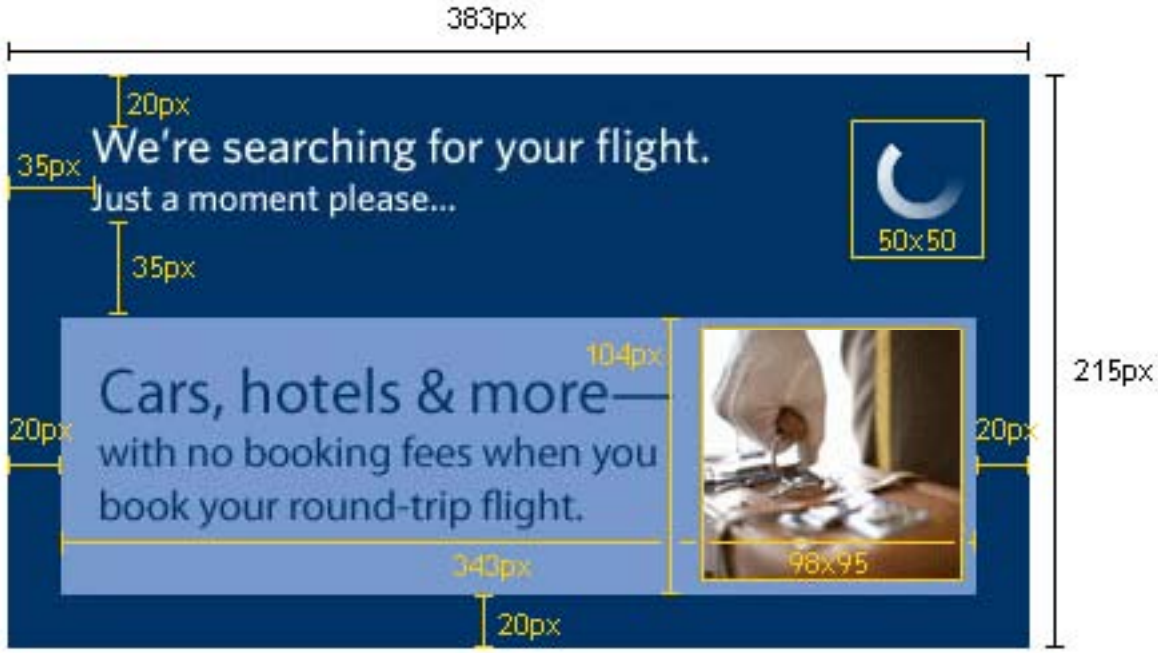
Square corners are used for this type of image because it is not interactive or clickable.

INTERSTITIALS

"Please Wait Screens"

Currently used during the Shopping process. The primary purpose is to inform the customer that the site is working behind the scenes. The spinner is layered on top of the visuals as a separate animated gif.

The secondary message under the "Searching" message should promote a benefit of the site or new feature. Graphics should support the message conceptually and does not have to explicitly depict the feature.



Searching message, line 1	Searching message, line 2	Feature message, line 1	Feature message, line 2 (URL)
Font: Whitney Book, Sentence case Size: 18px / 18px White: RGB 255, 255, 255; HEX #FFFFFF	Font: Whitney Book, Sentence case Size: 14px / 18px White: RGB 255, 255, 255; HEX #FFFFFF	Font: Whitney Book, Sentence case Size: 21px Medium blue: RGB 0, 102, 153; HEX #006699	Font: Whitney Book, Sentence case Size: 14px Medium blue: RGB 0, 102, 153; HEX #006699

"Please Wait Screens"

Interstitial Alternate

This style is used for other actions on the site that cause a delay in presentation. Specific areas of use are itinerary retrieval and when users are transferred to other sites.

Searching message, line 1
Font: Whitney Book, Sentence case
Size: 18px / 18px
White: RGB 255, 255, 255; HEX #FFFFFF

Searching message, line 2
Font: Whitney Book, Sentence case
Size: 14px / 18px
White: RGB 255, 255, 255; HEX #FFFFFF

Flight Retrieval Message

This style is used when retrieving flight information on results tables.

Background color
RGB 217, 142, 1; HEX #D98E01

Border
2px
RGB 128, 86, 2; HEX #805602

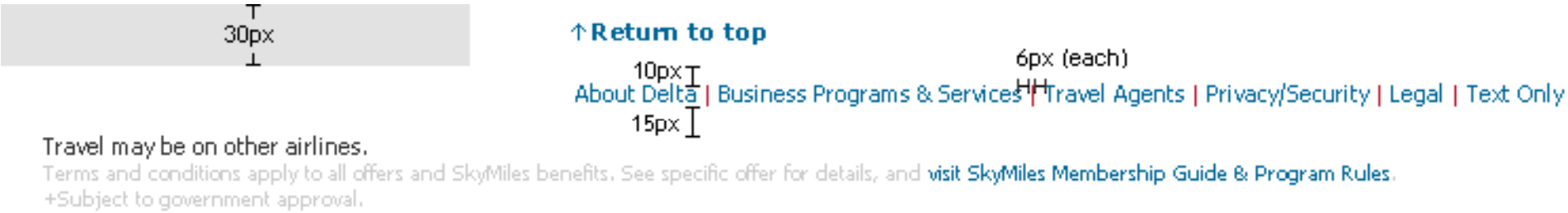
Message, line 1
Font: Tahoma bold
Size: 13px
White: RGB 255, 255, 255; HEX #FFFFFF

Message, line 2
Font: Tahoma regular
Size: 11px
White: RGB 255, 255, 255; HEX #FFFFFF

FOOTER

The footer contains navigation to Legal policies and Delta corporate information and contains access to sitelets that serve the needs of customer segments outside of the primary target traveler (i.e., Cargo, Travel Agents).

The footer navigational items are right justified and 10 pixels from the end of the footer bar (right side). The navigation items sit 11 pixels from the top of the bar and 11 pixels from the bottom of the bar. Each navigational item is 6 pixels away from the 1 pixel divider in between. The top margin for the footer is 30 pixels to avoid any page item from being too close.



Footer navigation
Font: Tahoma Regular, Title Case
Size: 11px
Medium blue: RGB 0, 102, 153; HEX #006699

Footer navigation bar
Gray 2: RGB 234, 234, 234; HEX #EAEAEA
Height: 29 pixels
Width: 750 pixels

Vertical divider
Created using the "pipe" keyboard character.
Delta Red: RGB 195, 25, 51; HEX #C01933

HOMEPAGE MESSAGING ELEMENTS

Elements described in this section guide the delta.com Home Page message creation. Since these placements received the highest visibility by the value seeker customer, the messages should have broad audience appeal and relevance.

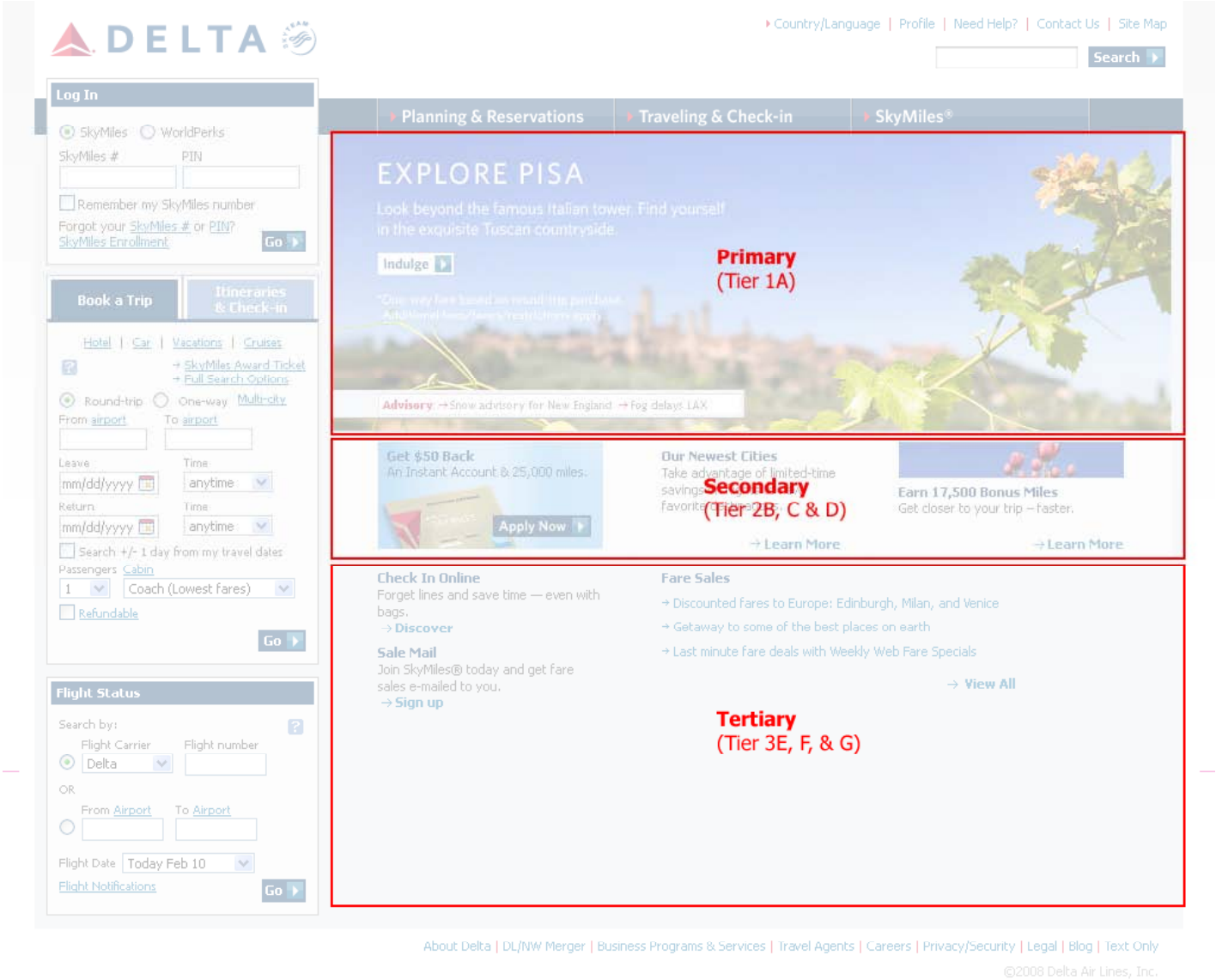
HOME PAGE MESSAGING STRUCTURE

The new home page is divided into 3 main areas:

1. **Primary:** This space is located at the top of the page and sets the stage for the site. It houses the featured destination image and associated marketing message.

2. **Secondary:** This space holds up to 3 banner-type placements and is positioned directly below the primary.

3. **Tertiary:** This space is used for other marketing promotions, news, fare sales, etc. It is the most simple in design, utilizing only text links.

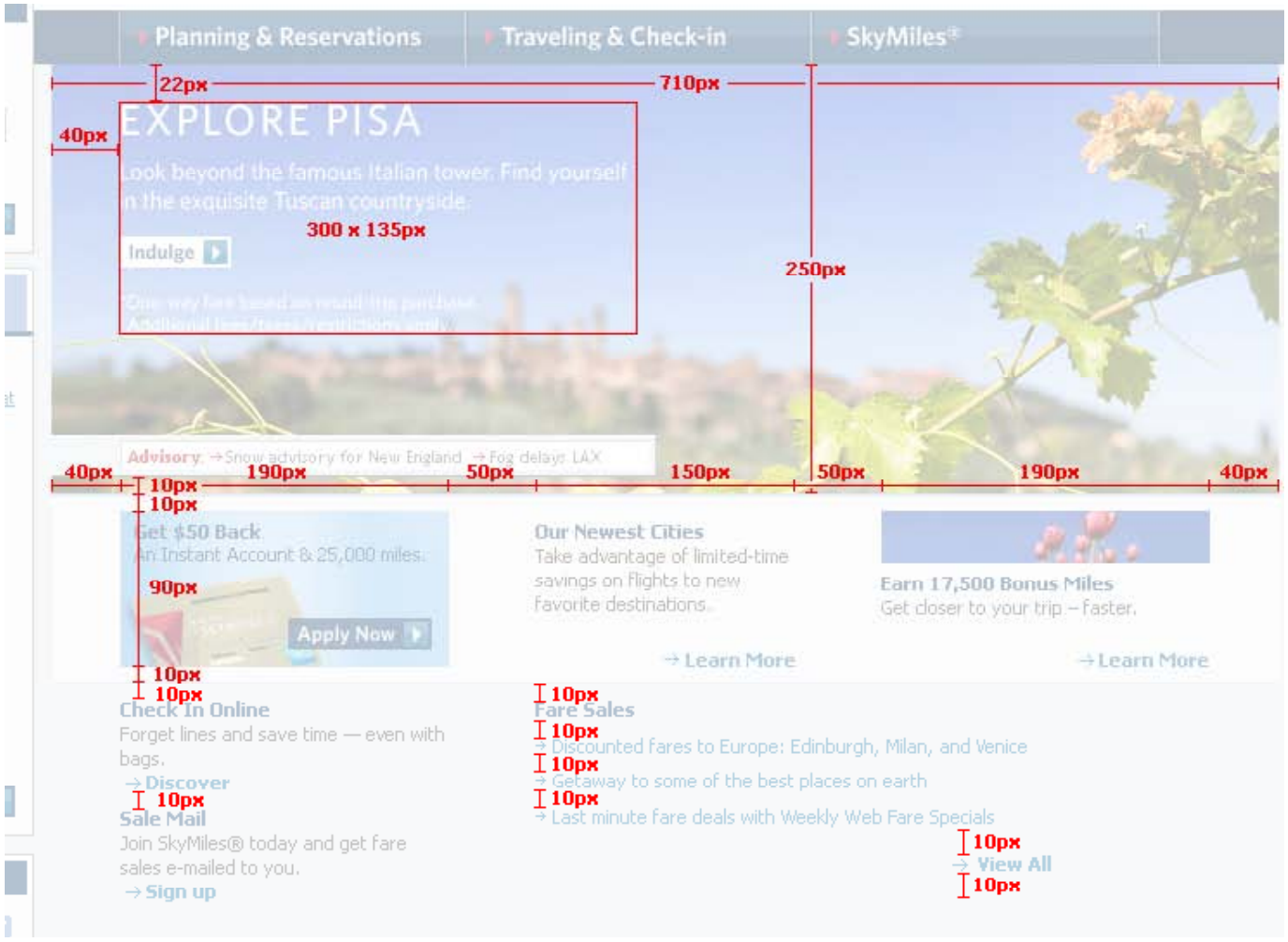


MESSAGING COMPONENT – PLACEMENT MEASUREMENTS

The overall page grid is divided into 4 columns, with 3 equal-width columns.

The left-most column is devoted to applications, while the remaining three columns define the space of the new banner placements in the secondary and tertiary areas.

Primary area:	**710x250 pixels**
Message area:	300x135 pixels
Secondary area:	**710x110 pixels**
Column width:	190/150 pixels
Gutter btwn. columns:	50 pixels left
Overall left margin:	40 pixels
Overall right margin:	40 pixels
Ad live area:	190x90 pixels
	150x90 pixels
Tertiary area:	**710xFlexible**
Left column width:	190 pixels
Left column, left margin:	40 pixels
Right column width:	310 pixels
Right column, left margin:	50 pixels



MESSAGING COMPONENT – PRIMARY PLACEMENT

For visual impact and to reinforce the simple and stylish attributes of the Delta brand, a large, half-screen background image is used on the Home Page of delta.com.

Business Objectives:

- Primary: Convey the places Delta can take you in a stylish and appealing way, which "inspires" people to travel; encouraging repeat visits. Over time should communicate the breadth of our network as being local to global.
- Stimulate awareness and provide promotion to new, highly competitive or attractive markets (e.g. RIO, TXL, others to be named).
- Enhance channel shift opportunities in new & weak markets.
- Gain incremental revenue and/or off-set operational costs through partnerships (e.g., Tourism Boards).
- Increase ticket purchase - Target the destination for publication on delta.com during the primary booking window (not necessarily the same as the peak travel period). Timing should attempt to be one step ahead of a customer's vacation calendar.

Like a wall calendar, a new background will be rotated monthly to communicate a significant value proposition.
See Home Page Messaging Component-Primary Placement.

Image Selection Boundaries:

- Customer target – Should appeal to the Experience Seeker

Image Illustrations:

- Locale - an "enticing" destination; primarily leisure-focused. May encompass a "drive to" location within 1-2 hours of airport. Should not be a "typical" shot.
- Rhythm – Should vary the style and content from month to month so that it is noticeable that the image has changed. For example, one month architectural feature, next month natural foliage.
- Stability & Cost Effectiveness - due to operational needs, will need to "commit" to selections more than a quarter out. A single destination needs to be confirmed at least 6 weeks out due to landing page development constraints.
- Composition - The image must contain adequate "negative" space to contain a marketing message and retain its simplicity. Complex images with varying elements should be avoided. Maintain the visual interest area to the right edge, moving up toward the nav bar (γκ).

Also be aware that the area around the masthead navigation must be solid-colored with the appropriate color contrast (i.e., an image with clouds at the top must have clear area around the navigation) to ensure that the links are clearly visible. A size limit of under 50k should be maintained for the overall Home Page size limit of 100k.

Final image production size: 710x250 pixels, compressed 45-50%

See Layout Grid – Home Page and Home Page Primary Messaging under Home Page Messaging Elements.

MESSAGING COMPONENT – PRIMARY PLACEMENT

This main message area is used to convey a "significant" customer value proposition (e.g., large offer/promotion, product offering, 'special' new route/destination – *see Imagery – Home Page Background*). The message offering should be broad in audience relevance, generate leads, and support our corporate goals.

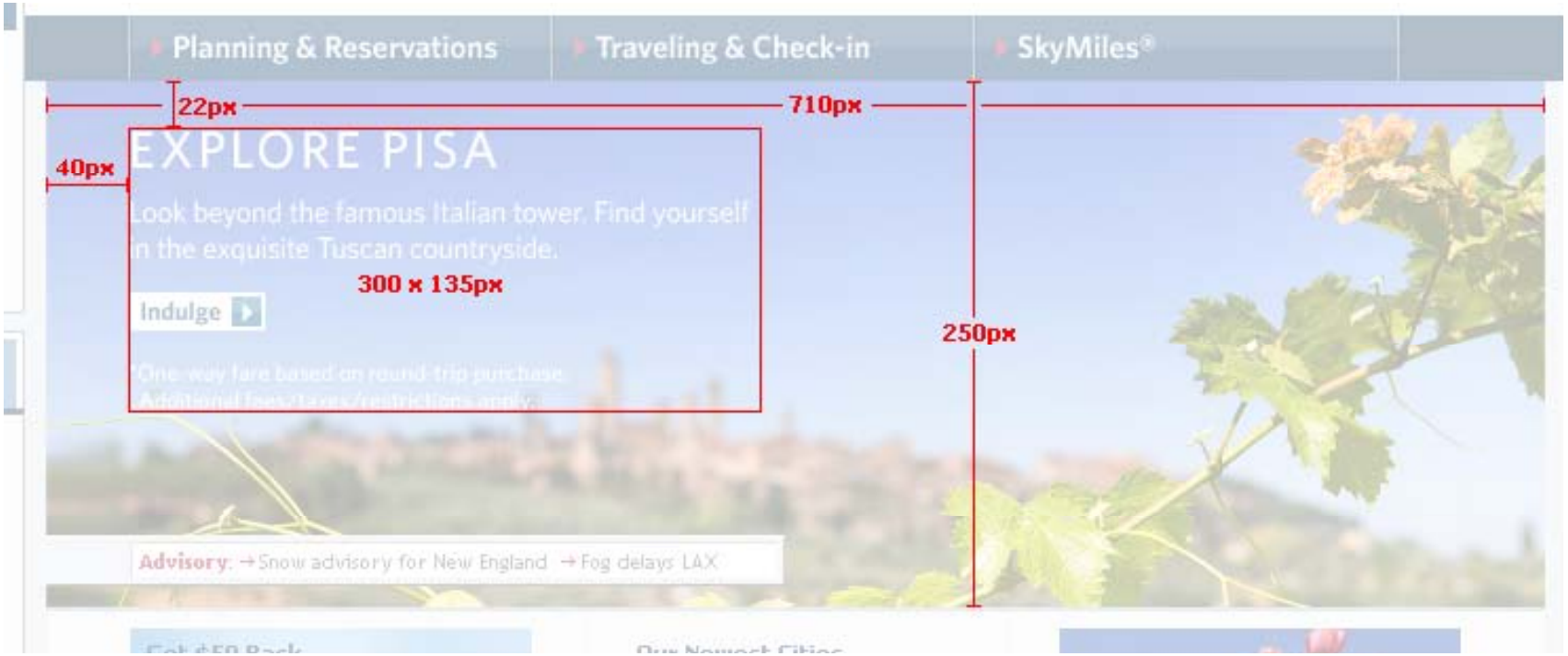
The copy should work in conjunction with (refer to) the home page background image destination. Thus, the message should have a lifespan of at most one month.

Due to ad blocking and home page weight limitations, this copy is a part of the background image and production should be coordinated within the monthly image rotation process (to be defined).

The "call to action" should take you to a landing page that elaborates on the home page messaging promise. It could point to an appropriate special offer, marketing promotion, destination content, etc. *within the site design experience*. It should **not** link to a 3rd party site. It is not recommended to remove the call to action, as it is contrary to the nature of the interactive medium.

The message itself should be succinct and direct. Wrapping should keep the right rag, clean and sensible, and should not allow for any "widows" (single words on a line).

Language Translation
For translating to languages other than English, allow 25-30% word growth minimum.



Message Title
Font: Whitney Medium, All caps
Size: 25px
Text tracking: 80 (Photoshop)
White: RGB 255, 255, 255; HEX #FFFFFF
17-21 characters max, 1 line max

Message Sub-Text
Font: Whitney Medium, Sentence case
Size: 14px
Leading: 1st line- 26px, all others- Auto (Photoshop)
White: RGB 255, 255, 255; HEX #FFFFFF
125 characters max, 3 lines max w/o T&C, 2 lines max w/T&C

Message Button
Graphical button
12 characters max
See Buttons.

MESSAGING COMPONENT – SECONDARY PLACEMENT

Secondary banners compliment the overall marketing direction of the home page and allow Delta to highlight other high-priority Delta-specific offers in a more visual way.

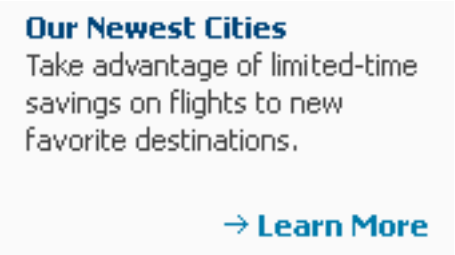
There are 3 approved styles: text with horizontal image, text only, and graphic "pill".

The full image bleed version must use a button for the call to action to stand out on top of the image. For the other styles, the buttons and Arrow/Text links are interchangeable pending copy length and/or message strength hierarchy. Buttons should try to align to the same position.

See Buttons, In Copy & Equivalent Links.

Text with Horizontal Image (190x90)

Text Only (150x90)



Graphic "Pill" (190x90)

MESSAGING COMPONENT – TERTIARY PLACEMENT

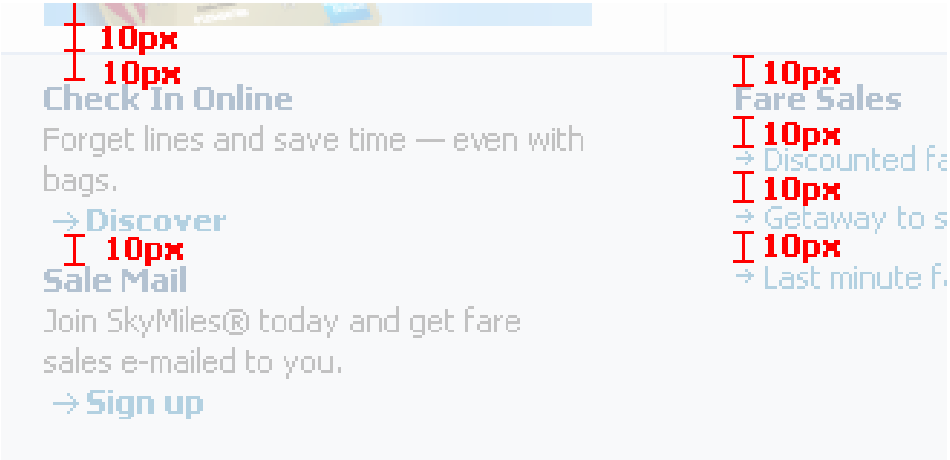
The tertiary area of the home page is a flexible space for marketing messages which allows Delta to feature many different items that may interest users. The area is divided into 2 columns.

The left column is used for Delta product proof-points and data capture opportunities like email. sign up. These have a long shelf life.

The right column is divided into two rows with the top featuring high priority fare sales, and the bottom featuring current Delta News & Promotions.

Messaging in the left-rail should focus on attention-getting specifics such as prices, bonus miles, or new routes. Most delta.com visitors come weekly. Therefore messages should keep to a lifespan of 1-2 weeks.

See Links.



Left column

Width:	190 pixels
Top margin:	10 pixels
Left margin:	40 pixels
Paragraph margin:	10 pixels

Copy Specifications

Headline:	Tahoma Bold, 11px 12 characters max 1 line max
Copy:	Tahoma Regular, 11px 45 characters max 3 lines max (including CTA)
Button:	Tahoma Regular, 11px 12 characters max

Colors

Gray:	#333333 / RGB: 51, 51, 51
Blue:	#006699 / RGB: 0, 102, 153

Right column

Width:	310 pixels
Top margin:	10 pixels
Left margin:	50 pixels
Paragraph margin:	10 pixels
Divider:	1 pixel

(With top/bottom margin of 15 pixels)

Copy Specifications

Headline:	Tahoma Bold, 11px 25 characters max 1 line max
Copy:	Tahoma Regular, 11px 45 characters max 1 line max

Colors

Gray:	#333333 / RGB: 51, 51, 51
Blue:	#006699 / RGB: 0, 102, 153
Divider:	#C6C6C6 / RGB: 198, 198, 198

ADVISORY BAR

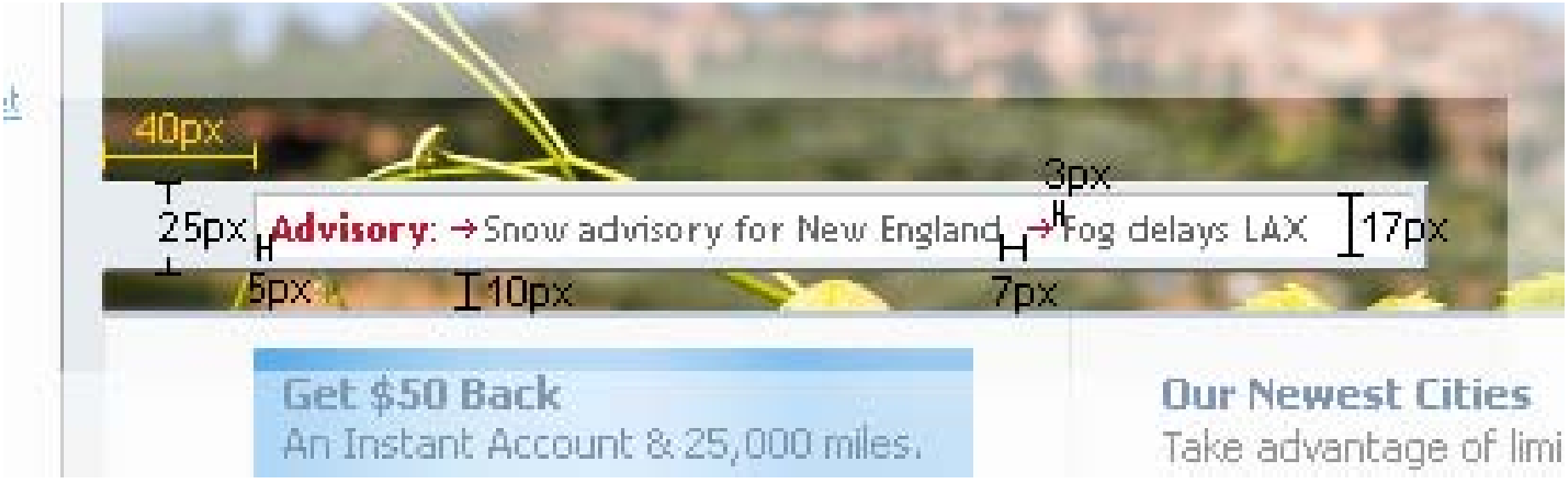
In certain instances, a company-wide advisory may be posted on the home page. This element is not constant and will appear only when a significant newsworthy event happens (i.e., major weather problem, security alert) and will not contain any type of promotional content.

The Advisory Bar is located 328 pixels from the top of the screen and can scale in width to accommodate up to 2 messages at any given time. A red arrow divides each message with 7 pixels space on its left and 3 pixels space on its right.

The overall box is allowed to expand horizontally up to a maximum of approximately 465 pixels (typically 4-5 words an alert)

The text is positioned absolutely using CSS to achieve proper spacing within the white box.

Guidelines are available on the Delta common drive at:
O:\MKT_OnLineSales\Content\websitemtc_content\Emergency and IROP Publishing



Advisory title
Font: Verdana MS Bold, Title Case
Size: 11px
Alert red: RGB 204, 0, 0; HEX #CC0000

Message
Font: Verdana MS Regular, Sentence case
Size: 11px
Color name: RGB 102, 102, 102; HEX #666666

UNIQUE SITE SECTION/PAGES

The following describes the guidelines and styles for differentiated sections of delta.com, such as when special procedures or build instructions are needed.

DESTINATION CONTENT

Travel Getaways

URL: http://www.delta.com/planning_reservations/plan_flight/destinations/travel_getaways/index.jsp
Redirect: http://www.delta.com/travelgetaways

This destination product is a continuation of the Primary Home Page image/message area. The cities should be large or significant in nature. Customers should really aspire to want to fly there to see one or more of the great places the world has to offer.

Business Objectives:

- Primary: Convey the places Delta can take you in a stylish and appealing way which "inspires" people to travel.
- Stimulate awareness and provide promotion to new, highly competitive or attractive markets (e.g. RIO, TXL, others to be named).
- Enhance channel shift opportunities in new & weak markets.
- Gain incremental revenue and/or off-set operational costs through partnerships (e.g., Tourism Boards).
- Increase ticket purchase – A fare and/or promotional offer may be added to further stimulate travel.

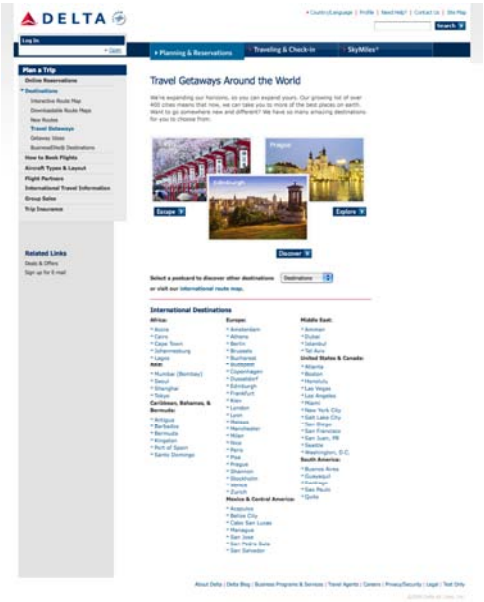
Image Selection Boundaries:

- Customer target – Should appeal to the Experience Seeker
- Locale - an "enticing" image. Should align with the destination copy.
- Rhythm – The postcards are displayed together in a rolling bar. So be conscious to add variety in the horizontal plane, background color, and right rail point of interest.
- Composition – Should have the inspirational feel of an actual postcard one would purchase on vacation and send to a friend. Be aware that when a destination is on sale a postage mark is placed in the upper right hand corner of the postcard image.
- Size limit – 275k, then optimized thru Flash.

See Image Component – Primary Message within Home Page Elements Section.

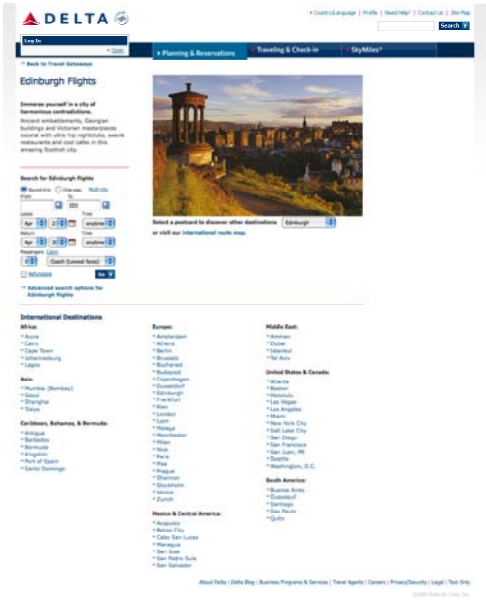
High-level page layout, body copy and button/link styles should follow rules maintained in this guide. For physical construction and specific content management guidelines, see Travel Getaways Dynamic Data Specifications document stored within delta.com/styleguide.

Landing Page



City Page w/ Fare

City Page w/ No fare



SAMPLE SCREENS TO BE UPDATED TO 10x7

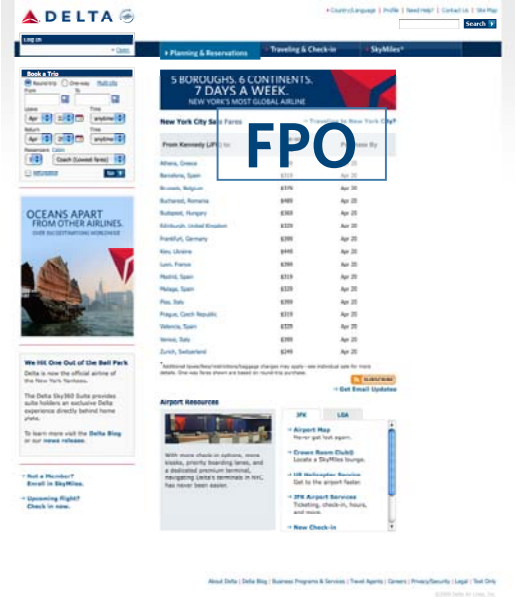
DESTINATION CONTENT

Destination Landing Page

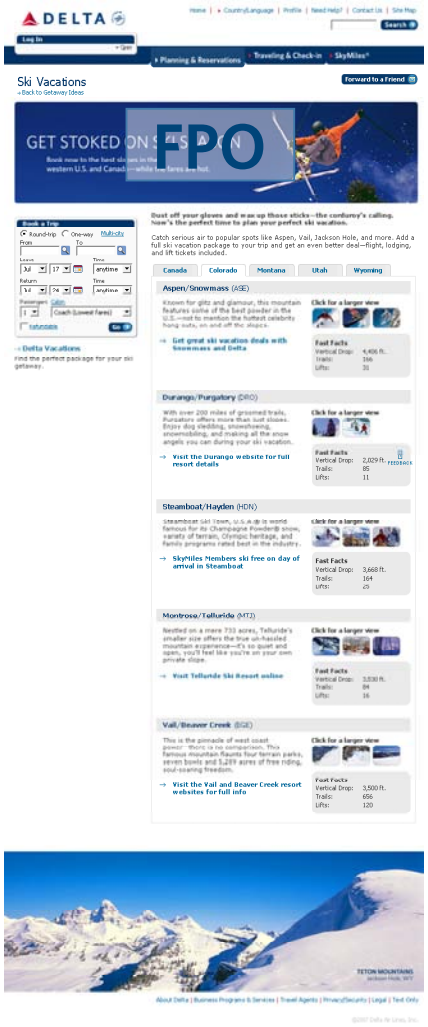
This destination product provides details around a city, region, or theme.

Rainbow Getaways

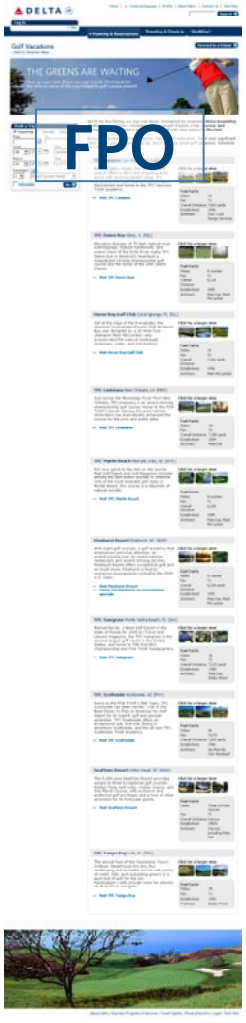
Destination Landing Page



Ski Getaways



Golf Getaways

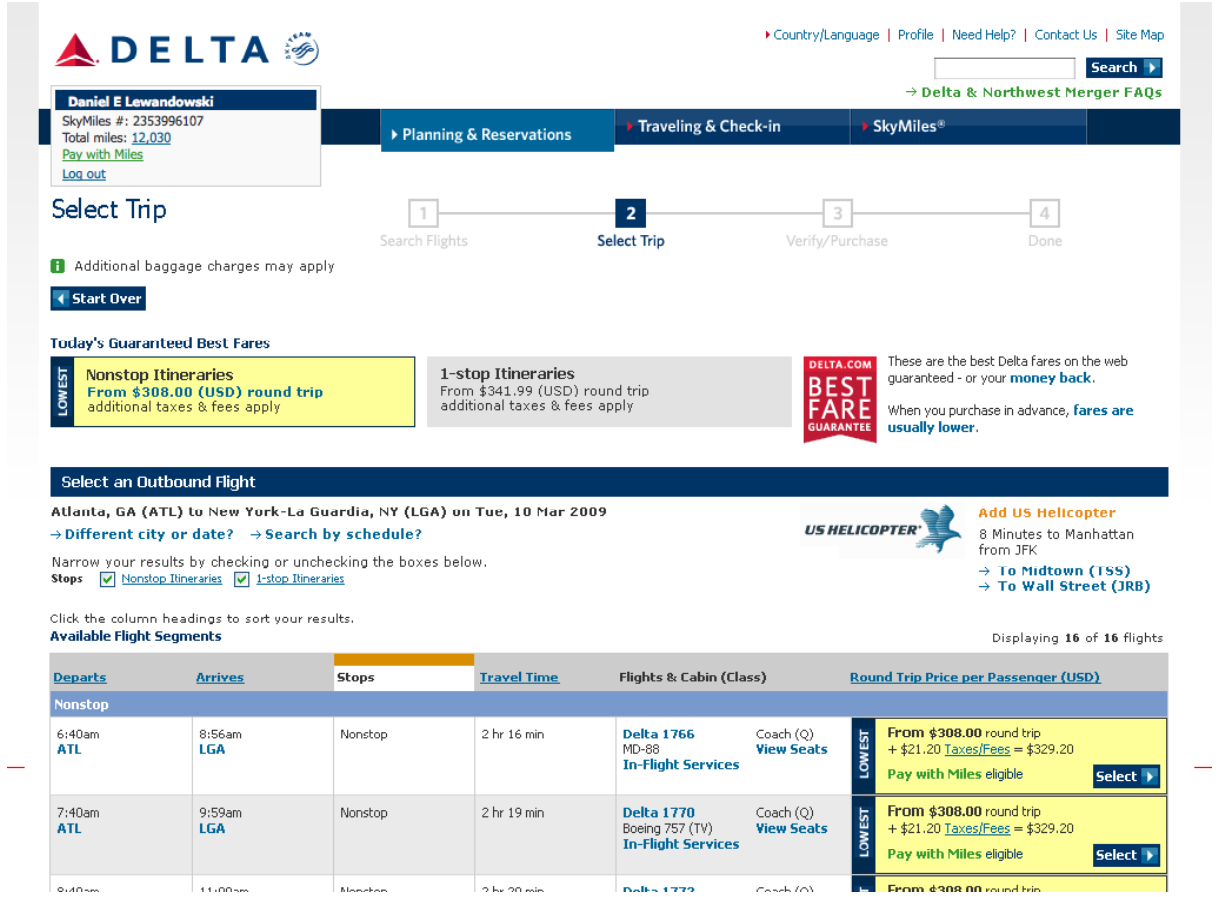


SHOPPING

Lowest Fare of the Day

The "Lowest" badge is used to indicate the lowest fare of the day as found in flight search results. It is also used in some cases within the SkyMiles Award ticket search flow to indicate SkyChoice tickets, as they are the value ticket option.

Lowest Fare Badge



SAMPLE SCREENS TO BE UPDATED TO 10x7

Flexible Search

Flexible Search gives users a matrix of Leave and Return days so they can make a more informed decision about how different days are priced.

Select a Flight from the Schedule below

Prices and seat availability change all the time. We show you the most up-to-the-minute fare options. you click on a fare below, you may get a different fare in your result.

Atlanta, GA (ATL) to New York-La Guardia, NY (LGA)

All fares shown are in U.S. Dollars (USD). Your preferred travel dates are in **bold**.

Leave	Return ▸		
	Wed Apr 29	**Thu Apr 30**	Fri May 1
Tue Apr 14	LOWEST **$168 Nonstop**	$178 Nonstop	$178 Nonstop
Wed Apr 15	LOWEST **$168 Nonstop**	$178 Nonstop Trip: 15 days	$178 Nonstop
Thu Apr 16	$178 Nonstop	$188 Nonstop	$188 Nonstop

Applicable **taxes and fees** are not included.

= **Lowest Fare**

Leave column header
Font: Tahoma Bold, Title Case
Size: 12px
Background: RGB 56, 158, 209; HEX #389ED1

Leave column
Font: Tahoma regular, Title Case
Size: 11px
Background: RGB 217, 230, 244; HEX #D9E6F4

Return row header
Font: Tahoma Bold, Title Case
Size: 12px
Medium Blue: RGB 0, 102, 156; HEX #006699

Return row
Font: Tahoma regular, Title Case
Size: 11px
Background: RGB 216, 216, 216; HEX #D8D8D8

Cell text
Font: Tahoma regular, Title Case
Size: 11px
Background: RGB 255, 255, 255; HEX #FFFFFF

Cell highlight
Background: RGB 255, 204, 51; HEX #FFCC33

PAY WITH MILES

SAMPLE SCREENS TO BE UPDATED TO 10x7

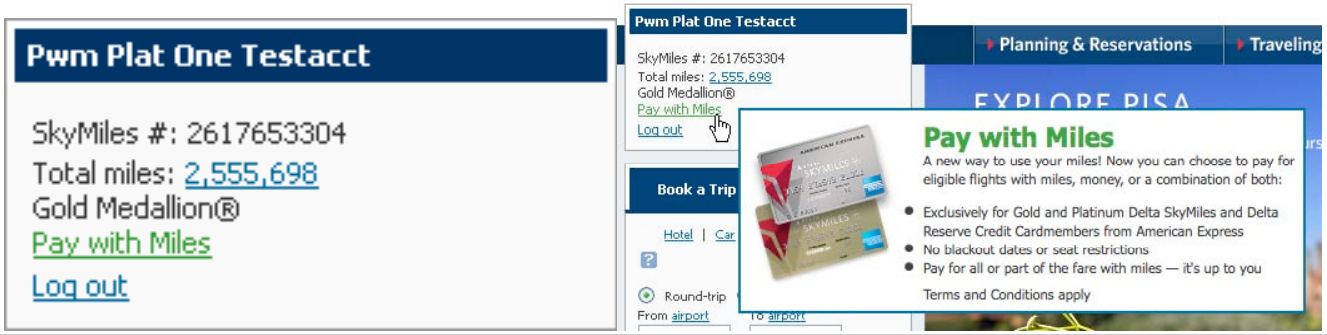
Delta and American Express have partnered to create a program called "Pay with Miles", giving users the opportunity to purchase tickets with a mix of money and miles.

Pay with Miles indicator

The program is highlighted throughout the site with a green, bold text. The "new" icon only appears for the first 6 months of introduction.

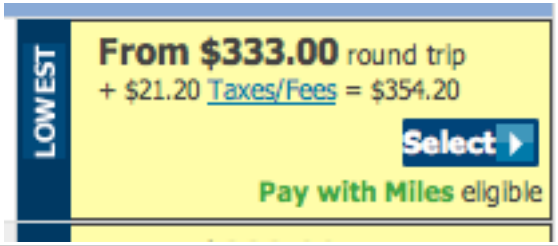
Log-in Box

The log-in box displays the Pay with Miles green text. On rollover, a layer with a brief description of the program appears.



Flight table indicator

If a flight is eligible for the Pay with Miles program, a small indicator in the price cell will appear.

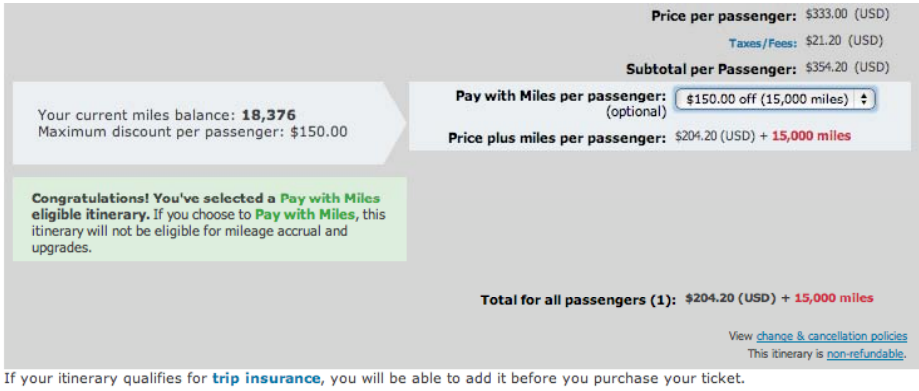


Mileage Balance and Selector

This tool appears on the Trip Summary page and allows the user to select their miles and money combination.

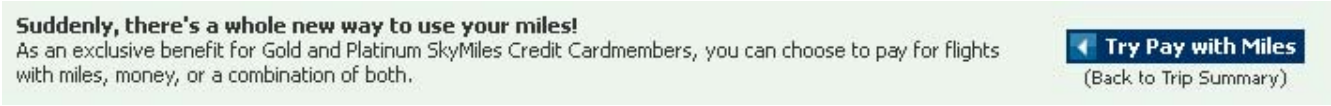
A mileage balance indicator reminds users of their available miles to use.

A restrictions message reminds users of certain limitations of the program.



Passenger Information Reminder

If a user logs in on the Passenger Information step, a reminder message appears at the top about using Pay with Miles.



CODE SPECS

The following are guidelines for special characters:
Hyphen is inserted using the keyboard character (-)
En-dash (–) is coded as –
Em-dash (—) is coded as —
Ampersand (&) is coded as &amp, except in XML files which use the keyboard stroke.
Registered Trademarks ® is: ®
Trademarks, TM, is: ™

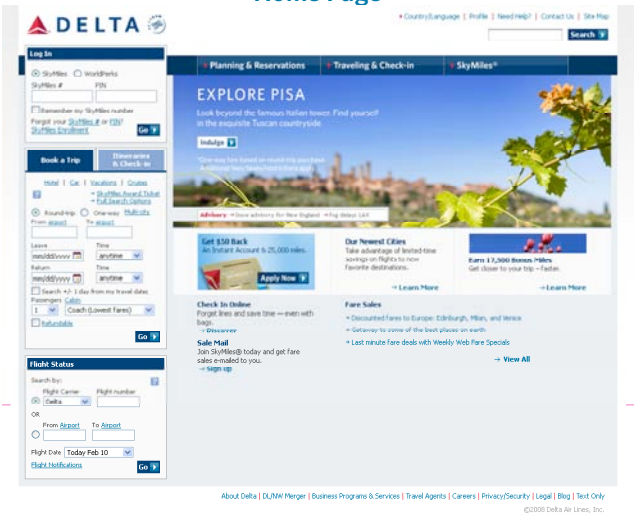
PAGE SAMPLES

The following are fully designed page comps for the new delta.com.

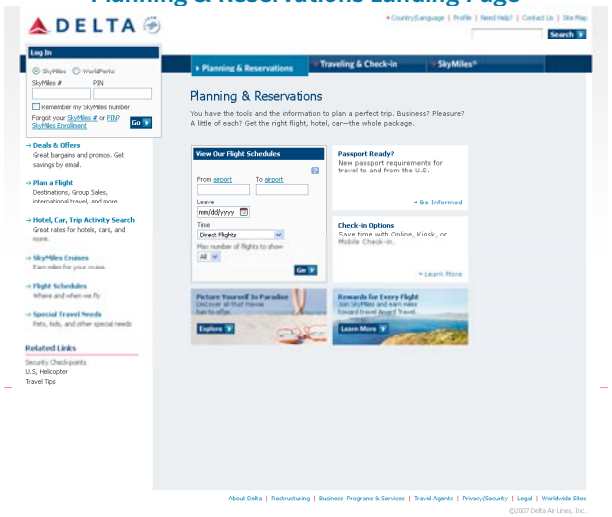
They represent a selection of unique areas discussed in this guide and act as a reference point for further site development.

PAGE SAMPLES

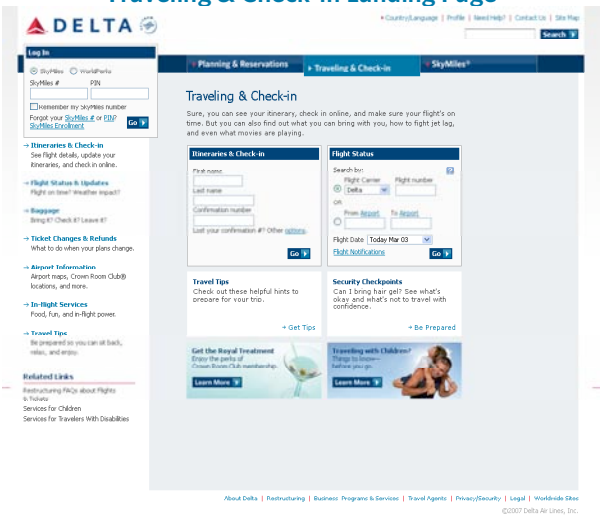
Home Page



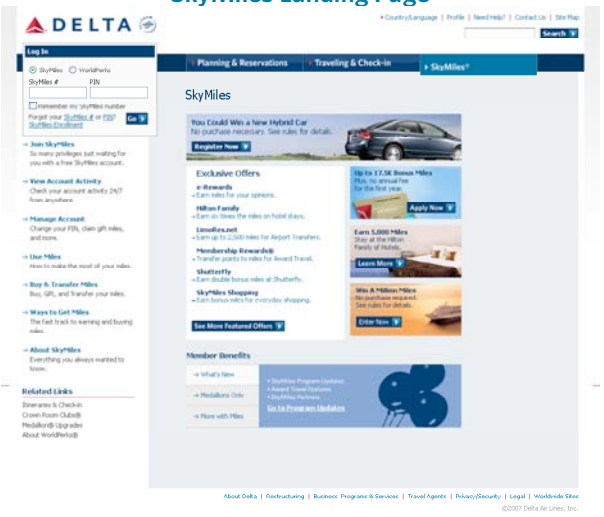
Planning & Reservations Landing Page



Traveling & Check-in Landing Page



SkyMiles Landing Page



PAGE SAMPLES (CONT.)

SAMPLE SCREENS TO BE UPDATED TO 10x7

Deals & Offers

DELTA

Home | Country/Language | Profile | Need Help? | Contact Us | Site Map

Search

Log In
SkyMiles # PIN
Remember my SkyMiles number
Forgot your SkyMiles # or PIN?
SkyMiles Enrollment
Go

Planning & Reservations | Traveling & Check-in | SkyMiles®

Deals & Offers
- E-mail Programs
- Weekly Web Fare Specials
- Delta Golf?

Related Links
- Car Rental Partner Offers
- Hotel Partner Offers
- Last Minute Packages
- Vacation Package Deals

Deals & Offers

With the irresistible fares and special deals we offer, the question isn't: Will you go? The question is: Where will you go?

Purchase here at delta.com and avoid direct ticketing charges, online booking fees, and travel agent ticketing service charges.

FPO

	One-way Fares*	Purchase By
new Edinburgh, London & Shannon getaways are on sale	$229–$349	Jul 10
Pinehurst flights on sale to/from select U.S. cities	$119–$159	Jul 2
Mexico flights on sale from select U.S. cities	$129–$189	Jun 30
Business Class to Europe at leisure prices	$1,129–$1,399	Ongoing

*Additional taxes/fees/restrictions apply—see individual sale for more details.

Vacation Packages & Promotions	Purchase By
new Delta Vacations®—20% off + free tours & more at Palace Resorts, Mexico	Jul 3
new Delta Vacations®—free nights from St.Pete down to the Florida Keys	Jul 3
new Delta Vacations®—no passport? No problem to Mexico, Caribbean, & more	Jul 3
new Last Minute Deals—be adventurous with a Last Minute Deal.	Jul 10

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Receive fare sales, travel updates, partner offers, and your SkyMiles statements online.
→ Sign Up

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→ Shop Bargains

Delta Golf
Get closer to the game! Check out PGA Tour dates, win golf giveaways, and more.
→ Plan Golf Getaways

Atlanta Flights to Europe on Sale Terms & Conditions

Restrictions:
Fares shown are available for purchase only at delta.com or from your travel agent. Tickets cost $10 more if purchased from Delta over the telephone or $15 more if purchased at an airport or city ticket office, and these amounts are nonrefundable. Travel agents may impose an additional service charge for ticketing. Tickets are nontransferable. Seats are limited and fares may not be available on all flights or in all markets.

Taxes/Fees:
Fares do not include a $3.40 Federal Excise Tax, Passenger Facility Charge(s) of up to $4.50 for each flight segment, or the September 11th Security Fee of up to $2.50 for each flight segment. A flight segment is defined as a takeoff and a landing. International fares do not include U.S. International Air Transportation Tax of up to $30.20 and U.S. and foreign user, inspection, security or other similarly based charges, fees or taxes of up to $280, depending on itinerary. These taxes and fees are the responsibility of the passenger and must be paid at the time the ticket is purchased.

Cancellations/Refunds/Changes:
Fares are nonrefundable. Delta may permit you to apply a portion of the fare value to future travel upon payment of applicable fees and fare difference, otherwise the ticket will have no value. Fees may apply for downgrades/reissues and itinerary changes. Delta may allow you to cancel certain electronic tickets until midnight of the day after purchase (or midnight of the departure date of the first flight, whichever comes first) without penalty if purchased at the time of reservation directly from Delta. Contact a Delta agent or see Ticket Changes for details.

SkyMiles and Partner Offers:
Bonus mile offer valid only for tickets purchased at delta.com, after you fly. Partner offers subject to the terms and conditions of each individual offer. Partners subject to change. All SkyMiles program rules apply to bonus offer. To review the rules, see Membership Guide & Program Rules.

Miscellaneous:
Fares and rules are subject to change without notice. Offers subject to change and void where prohibited by law. Special offers issued at delta.com may not be applied to or combined with other Delta fares or offers. It is the responsibility of the passenger to be in possession of all necessary documentation (e.g. valid passport, visa where applicable) at the time of departure from origin. Delta reserves the right to deny boarding to passengers without the proper documentation. Other restrictions may apply.

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Travel may be on other airlines.
Terms and conditions apply to all offers and SkyMiles benefits. See specific offer for details, and visit SkyMiles Membership Guide & Program Rules.
+Subject to government approval.

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Web Fare Offer Detail

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Fares

Note: Additional taxes/fees/restrictions apply. Fares are available for purchase only at delta.com or from your travel agent. Avoid direct ticketing charges, online booking fees, and travel agent ticketing service charges by purchasing at delta.com. Fares shown are one-way, based on a round-trip purchase.

FPO

From	To	Fare	Buy
Atlanta, GA (ATL)	Columbus, OH (CMH)	$109	Go
Atlanta, GA (ATL)	Cincinnati, OH (CVG)	$109	Go
Atlanta, GA (ATL)	Memphis, TN (MEM)	$99	Go
Atlanta, GA (ATL)	Raleigh/Durham, NC (RDU)	$109	Go
Cincinnati, OH (CVG)	Atlanta, GA (ATL)	$109	Go
Cincinnati, OH (CVG)	Memphis, TN (MEM)	$109	Go
Cincinnati, OH (CVG)	New Orleans, LA (MSY)	$119	Go
Cincinnati, OH (CVG)	Raleigh/Durham, NC (RDU)	$99	Go
Columbus, OH (CMH)	Atlanta, GA (ATL)	$109	Go
Melbourne, FL (MLB)	Atlanta, GA (ATL)	$99	Go
Memphis, TN (MEM)	Cincinnati, OH (CVG)	$109	Go
New Orleans, LA (MSY)	Cincinnati, OH (CVG)	$119	Go
Orlando, FL (MCO)	Pensacola, FL (PNS)	$99	Go
Pensacola, FL (PNS)	Orlando, FL (MCO)	$99	Go
Raleigh/Durham, NC (RDU)	Cincinnati, OH (CVG)	$99	Go
Reno, NV (RNO)	Salt Lake City, UT (SLC)	$59	Go
Roanoke, VA (ROA)	Atlanta, GA (ATL)	$109	Go
Salt Lake City, UT (SLC)	Reno, NV (RNO)	$59	Go
Salt Lake City, UT (SLC)	San Francisco, CA (SFO)	$59	Go
San Francisco, CA (SFO)	Salt Lake City, UT (SLC)	$59	Go

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How it Works (The Rules)	
Origins and Destinations	To and from select U.S. cities
Fares	$59–$119 one-way, based on a round-trip purchase*
Purchase By	June 30, 2007
Travel Period	Begin travel on Saturday, June 30, 2007 and return on Monday, July 2, or Tuesday, July 3, 2007
Advance Purchase & Minimum/Maximum Stay	None; minimum stay - first Monday after departure; maximum stay - first Tuesday after departure
Blackout Dates	None
Other Rules	Tickets must be purchased at delta.com or from your travel agent, otherwise higher fares apply.

*For more information regarding additional fare rules, taxes, and fees that apply, see Terms and Conditions.

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Remember, when purchasing your tickets at delta.com, you can also:

- Avoid direct ticketing charges, online booking fees, and travel agent ticketing service charges.
- Earn bonus miles for every ticket purchased, after you fly.
- Get double miles for every dollar spent when using your Delta SkyMiles Credit Card from American Express.

Vacation packages to these destinations may be available at deltavacations.com.

A portion of travel for some itineraries may be on the Delta Connection® carriers: Atlantic Southeast Airlines, Big Sky Airlines, Chautauqua, Comair, Freedom Airlines, Shuttle America, and SkyWest; codeshare partners Alaska Airlines, American Eagle, Continental Airlines, ExpressJet, Horizon Air Industries, Mesaba, Northwest Airlines, and Pinnacle Airlines.

Terms & Conditions

Restrictions:
Fares shown are available for purchase only at delta.com or from your travel agent. Tickets cost $10 more if purchased from Delta over the telephone or $15 more if purchased at an airport or city ticket office, and these amounts are nonrefundable. Travel agents may impose an additional service charge for ticketing. Tickets are nontransferable. Seats are limited and fares may not be available on all flights or in all markets.

Miscellaneous:
Fares and rules are subject to change without notice. Offers subject to change and void where prohibited by law. Special offers issued at delta.com may not be applied to or combined with other Delta fares or offers. It is the responsibility of the passenger to be in possession of all necessary documentation (e.g. valid passport, visa where applicable) at the time of departure from origin. Delta reserves the right to deny boarding to passengers without the proper documentation. Other restrictions may apply.

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Get the latest and greatest time-sensitive bonus miles offers.

→ **Earning Miles with Delta**
Fly Delta, Delta Connection® carriers and partners.

→ **Earning Miles with Partners**
Earn miles by dining, flying, staying, shopping, renting a car, or even using your phone.

→ **Convert Partner Points to Miles**
Transfer points from partner loyalty programs to your SkyMiles account.

→ **Buy Miles**
Purchase miles for yourself, or as a gift.

FPO

Earn triple miles Sun–Thu with SkyMiles Dining.

Earn 1,000 miles with a home loan request.

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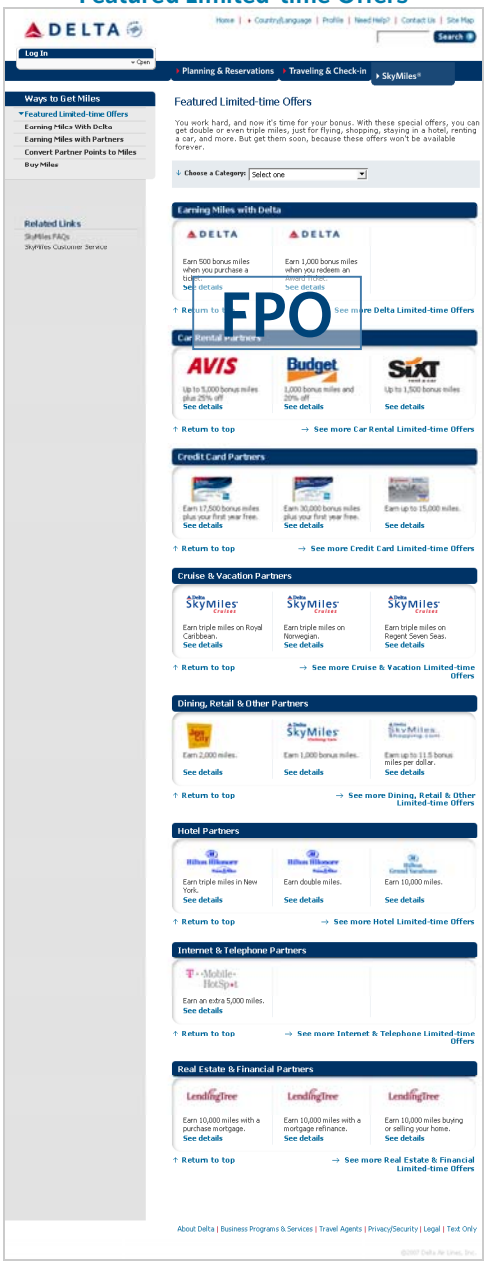
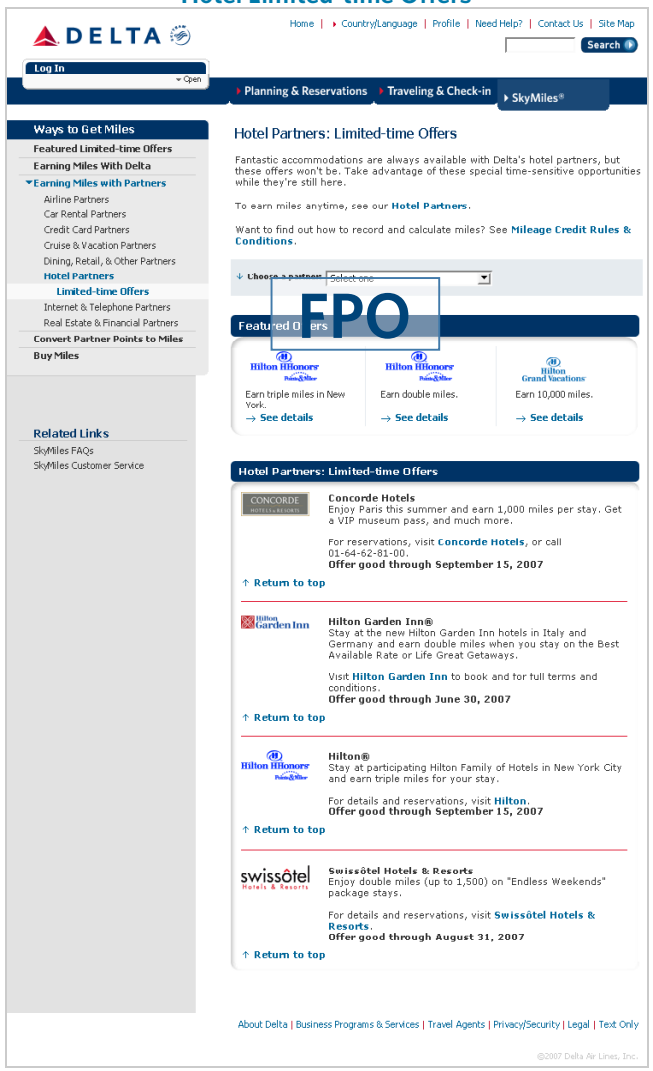
SAMPLE SCREENS TO BE UPDATED TO 10x7

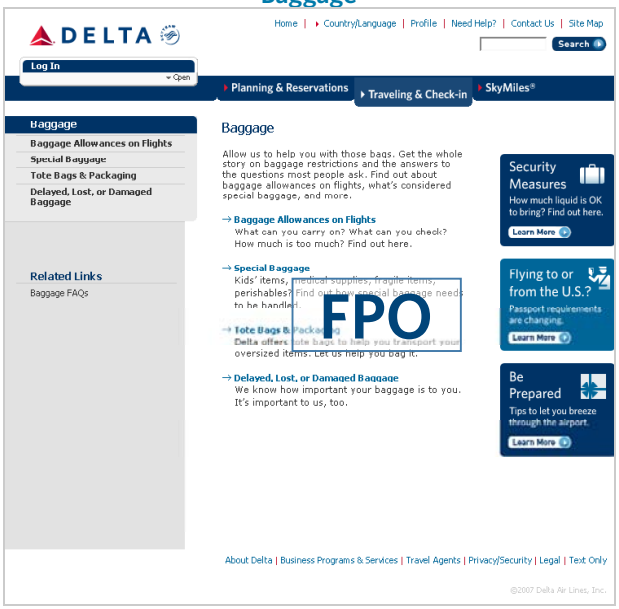
Featured Limited-time Offers



Hotel Limited-time Offers



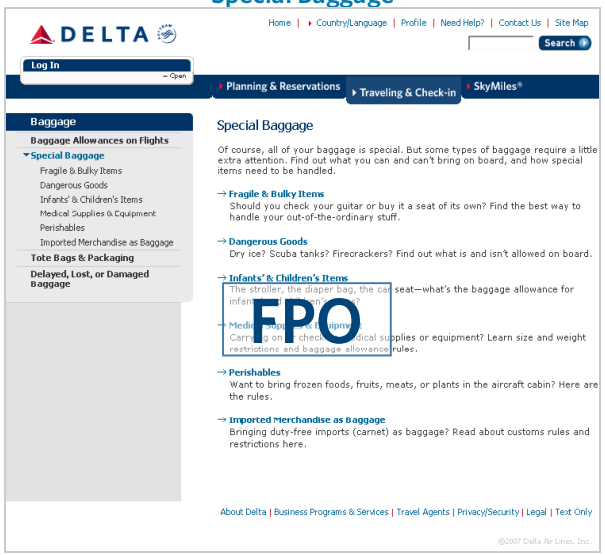
Baggage



PAGE SAMPLES (CONT.)

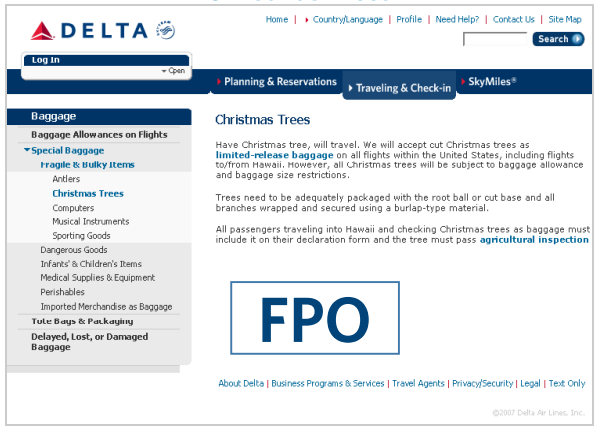
SAMPLE SCREENS TO BE UPDATED TO 10x7

Special Baggage



Fragile & Bulky Items

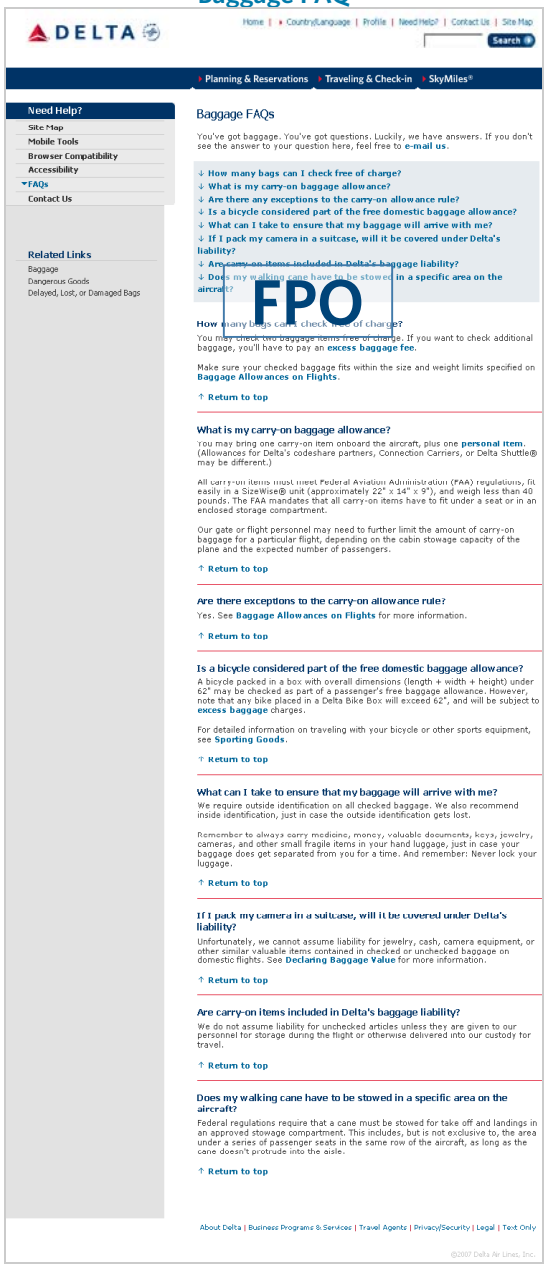
Christmas Trees



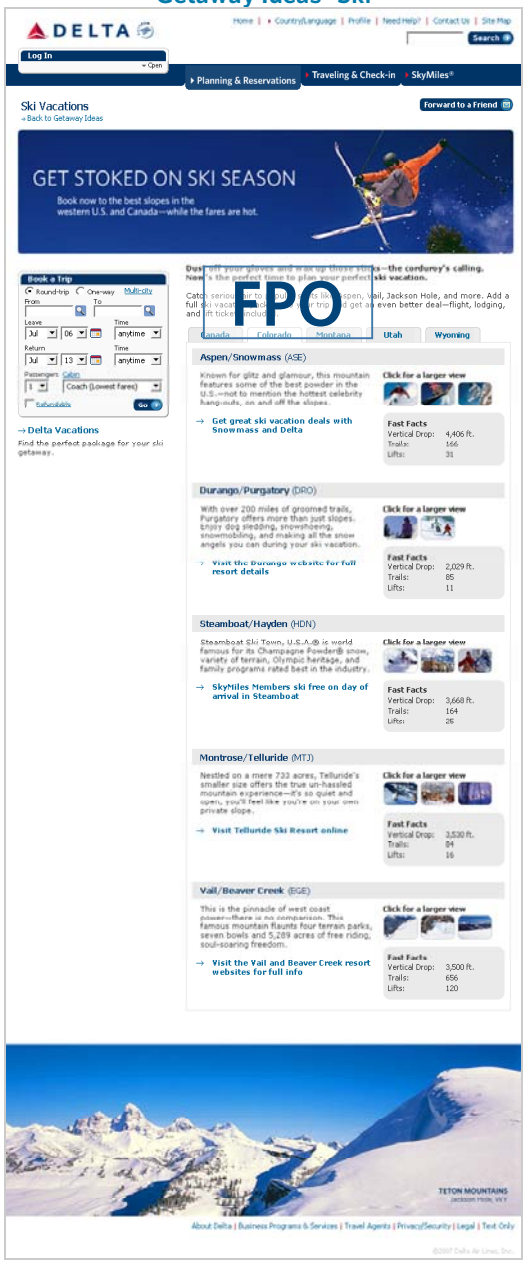
PAGE SAMPLES (CONT.)

SAMPLE SCREENS TO BE UPDATED TO 10x7

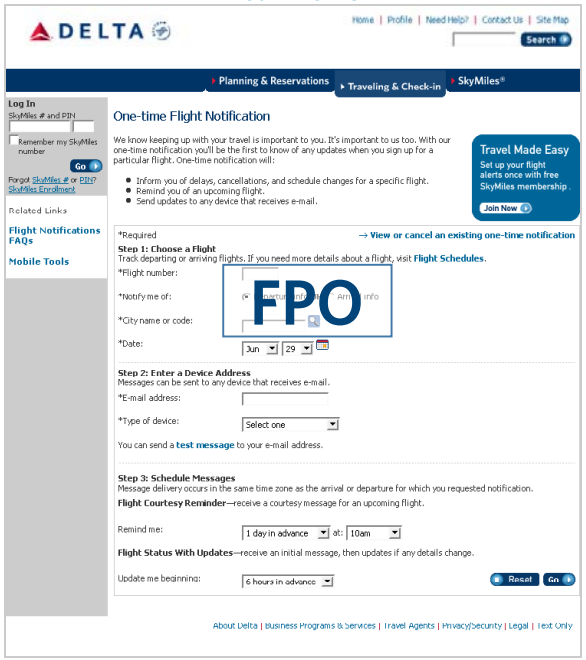
Baggage FAQ



Getaway Ideas- Ski



Your Profile



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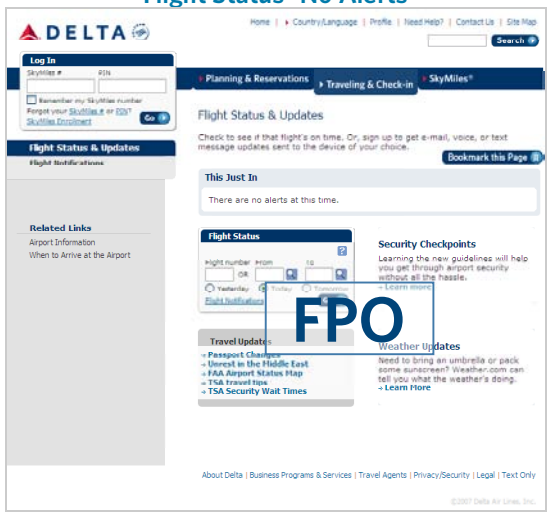
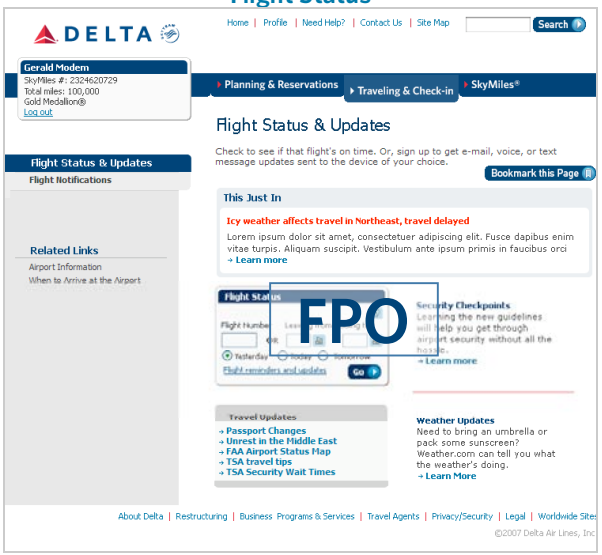
SAMPLE SCREENS TO BE UPDATED TO 10x7

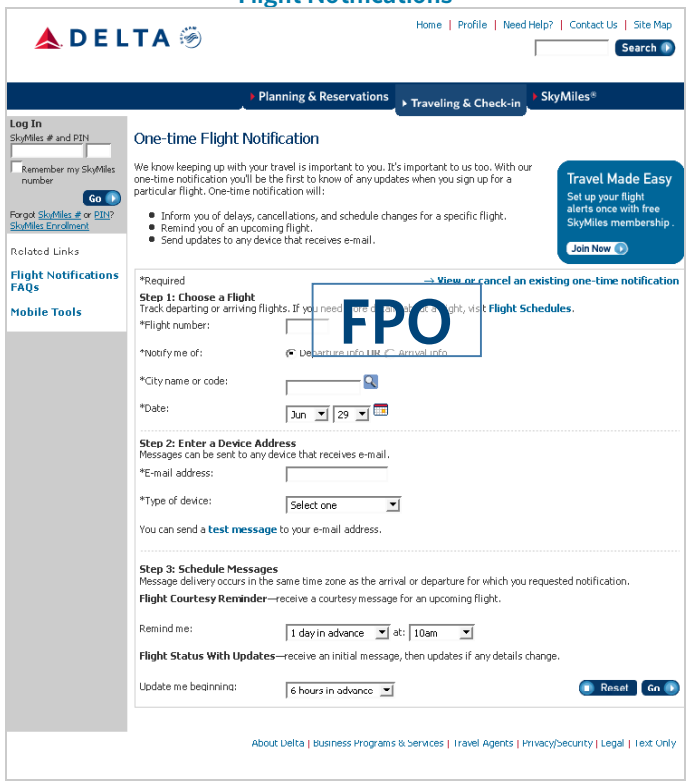
Flight Status- No Alerts



Flight Status



Flight Notifications



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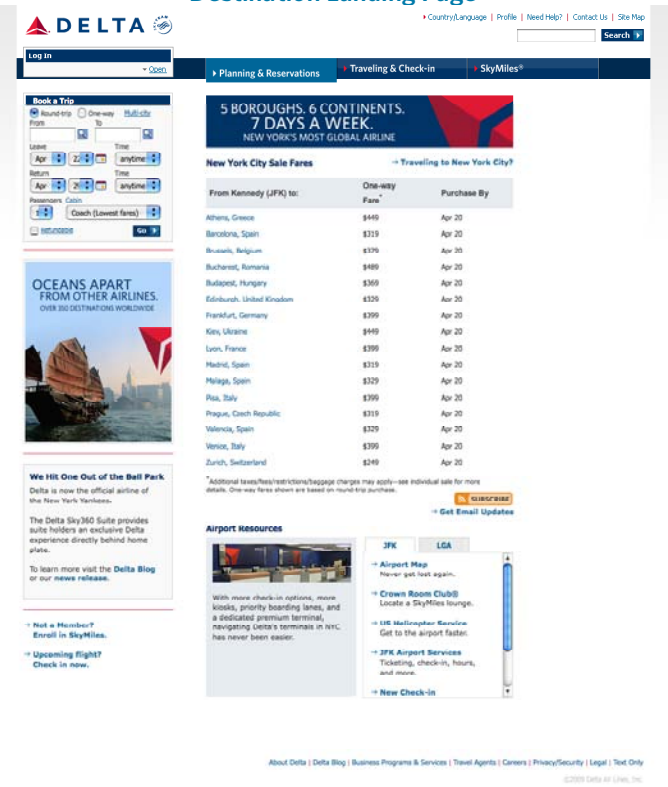
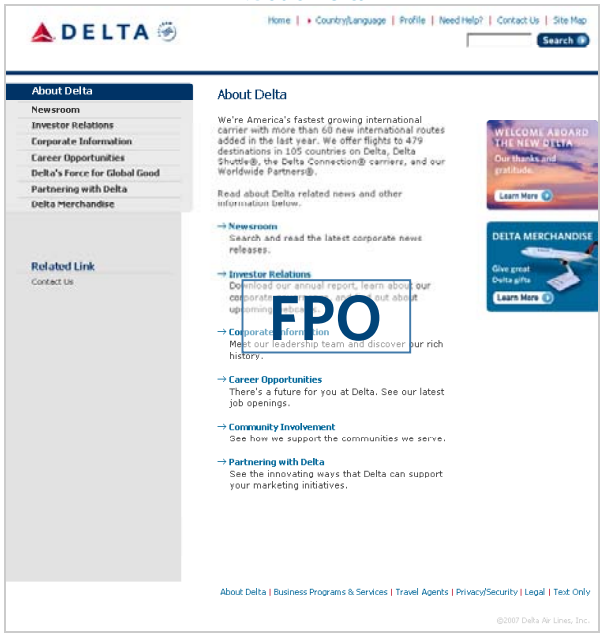
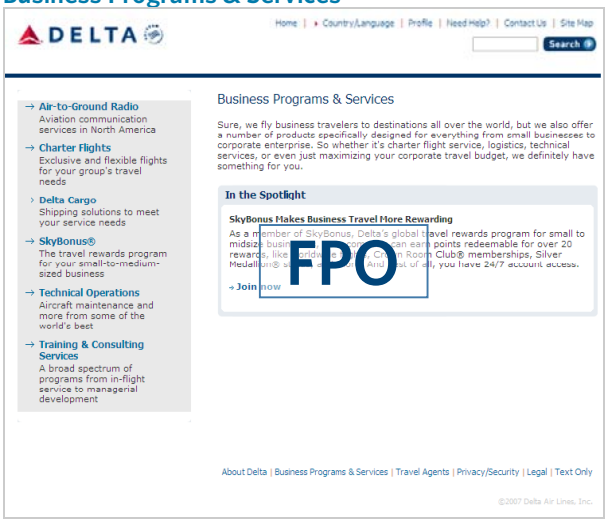
Destination Landing Page



About Delta



Business Programs & Services



Newsroom

REVISIONS LIST

Topic Name	Description of Change	Date
Buttons	Replaced with updated size specs.	10/05/05
Special Characters	Added topic to Copy Rules and moved Ampersands into the category.	10/14/05
Special Characters	Added topic to Copy Rules and moved Registered Trademarks into the category.	11/11/05
Coding Specs	Added new section to include items such as Special Character code.	11/14/05
Buttons	Added Placement guidelines.	11/17/05
Log In Application	Added page on Functional User States	11/17/05
Alert & Error Messaging	Added new section to include specifications from old site.	03/13/06
Alt/Title Text/Tool Tips (w/in Copy Rules)	Added Tool Tip guidelines	05/12/06
Lists	Added list order.	5/12/06
Copy Rules	Added Links. Update Word Choice with business terms.	6/9/06
Color Palette	Updated with Gold	6/9/06
Layout Grid – Home Page	Updated with April 06 Home Page	6/9/06
Home Page Messaging	Update with April 06 Messaging Specs	6/9/06
Links	Merged all link specs into one section. Added Links equivalents to Buttons.	6/9/06
Call-outs – Marketing Placements	Silhouettes – expanded to 2nd level and below.	6/9/06
Icons & Indicators	Added "move up/down" indicators in Vouchers app.	6/9/06
Lower Page-level Imagery	Added large accent header option.	6/9/06
Font	Replaced all references of Tahoma MS to Tahoma.	6/12/06
Home Page Imagery	Updated copy and image illustrations to reflect April '06 Home Page change.	6/12/06
Layout Grid	Added right margin notes to 2nd and 3rd level pages.	6/22/06

Word Choice: Delta vs. Delta Air Lines	Add usage guidelines under Copy Rules.	6/22/06
Notes/Footnotes	Added notes, combined with Footnotes within Copy Rules.	6/29/06
Imagery	Updated specs with current styles; moved Home Page Imagery to Home Page elements.	6/29/06
Call-outs	Added Dark Solid Call-outs.	6/29/06
Layout Grid – Primary Navigation Landing Page (delta.com 2nd Level)	Replaced image with current screen shot/design.	12/07/06
Throughout document	Multiple typos, grammatical issues, etc.	12/07/06
Log In Application	Updated specs with necessary heights, added updated graphic.	12/07/06
Call-out Style – Light Blue & White	Updated specs for advisory text.	12/07/06
Application Boxes	Removed awkward text explaining light stroke around outer box.	12/07/06
Buttons – Naming Convention	Added copy explaining naming convention for buttons.	12/07/06
Tool tips	Added direction to Copy Rules.	12/07/06
Masthead – Branding	Updated masthead graphics.	12/07/06
Navigation – Secondary Left-rail	Updated graphics with alphabetical listings.	12/07/06
Call-out Style – Blue & White	Updated graphic with limited-time offer corrections.	12/07/06
Tool Tips	Deleted page since there was no content here.	12/07/06
Help Icons	Clarified palette usage guidelines.	12/07/06
Footer	Replaced graphic with current footer; updated specs.	12/07/06
Advisory Bar	Updated with IROP guidelines location (on common drive).	12/07/06
Destination Content: Travel Getaways	Added image selection size limit guidelines.	12/07/06
Shopping: Lowest Fare of the Day	Added explanatory copy.	12/07/06

Copy Rules: e>ticket	Updated copy to reflect discontinued use of “e>ticket”.	2/01/07
Copy Rules: URLs	Raised limit on title word length from 3 to 4 words; added SEO guidelines.	2/01/07
Delta Logo Types	Added official SkyTeam logo guidelines.	2/01/07
Copy Rules: Word Choice	Added explanation of flight vs. segment vs. leg.	2/01/07
Masthead – Branding	Added location of masthead graphic file.	2/01/07
Buttons: Button Placement	Added location of button files.	2/01/07
Copy Rules: Dates	Changed section to “Dates & Times”; added specs for time formatting.	2/02/07
Branding Elements: Color Palette	Updated with new medium blue color and adjusted layout	2/05/07
Site Elements: Primary nav drop down	Updated graphic to reflect current list order	2/05/07
Tables & Charts: Applications	Added specs for spacing, font and color	2/05/07
Icons & Indicators: Content Dividers	Added gray line spec and usage	2/05/07
Page Samples	Added “Ski” page	2/05/07
Index	Converted to dynamic updating	2/8/07
Table of contents	Converted to dynamic updating	2/8/07
Copy Rules: Word Choice	Revised usage of “e>ticket” to include “eTicket”	3/28/07
OVERALL UPDATE to version 2.0	Revised all visuals to reflect new brand. Revised outdated copy, style descriptions, and colors to reflect new brand. Added new pages that were not included. Updated Branding Elements section to reflect new brand. Expanded Imagery section to include specific style and cropping requirements.	7/1/07
General clean-up	Made various edits for readability and to remove typos and other errors.	10/10/07
Capitalization: Other Rules	Added rule around capitalization of page titles. Added links between Capitalization and Links sections.	10/10/07
Misc updates	Added Delta Light Green (from Pay with Miles) to Color Palette; added specs for new HTML button style	11/27/07

Misc updates	Updated browser compatibility list; added new icons for up/down arrows and alert triangle; general presentation clean-up of document.	12/05/07
Misc. updates	Added downloadable files icons/types. Added Pay with Miles section. Updated spacing of various sections. Updated Home page specs and visuals for placement measurements.	12/20/07
Misc. updates	Various clean-up. Addition of rule around “clear”/”reset” button on forms. Published new version (2.1).	03/12/08
Icons & Indicators: Step Indicator/Application Progress Bar	Added clarification around use of gray horizontal rule.	03/20/08
Overall graphics, general clean up	Updated most graphics to reflect square cornered design. Added expanded detail for right-rail call out styles. Cleaned up document overall for consistency in some areas.	08/18/08
Modal overlays, interstitials, tool tips	Updated and added information regarding modal overlays, interstitial alternatives, and tool tips	08/21/08
1024x768 updates	Updated the relevant and affected sections by the change in resolution. Areas included: home page specs, grid details, call-outs, advisory bar, masthead, and others. Also updated Pay with Miles and Lowest Fare of the Day presentations. Moved tabs and buttons to navigation area, changed “Body Copy” heading to “Type Styles”.	03/19/09-03/25/09
Alert and p aragraph width	Added the yellow priority alert (IROP) to alerts section. Added recommended paragraph width to type styles (470px/12 columns)	04/09/09
Updated yellow alert, paragraph width and header image sizes	Corrected yellow alert, paragraph max width to 750px, and header image width to 750px	04/16/09
Updated several screen shots to 10x7 examples, adde new grid layout for no left navigation use.	Updated several screen shot examples with 10x7 resolution. Added a “no left navigation” grid style (used on Ski, Golf, etc.). Added ‘FPO’ markers over screens that need updating to new resolution.	04/22/09

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