MacDon

MacDon Dealer Portal

Style Guide

Version 1.0   -   May 2015   -   Prepared by Marcelo Hinojosa
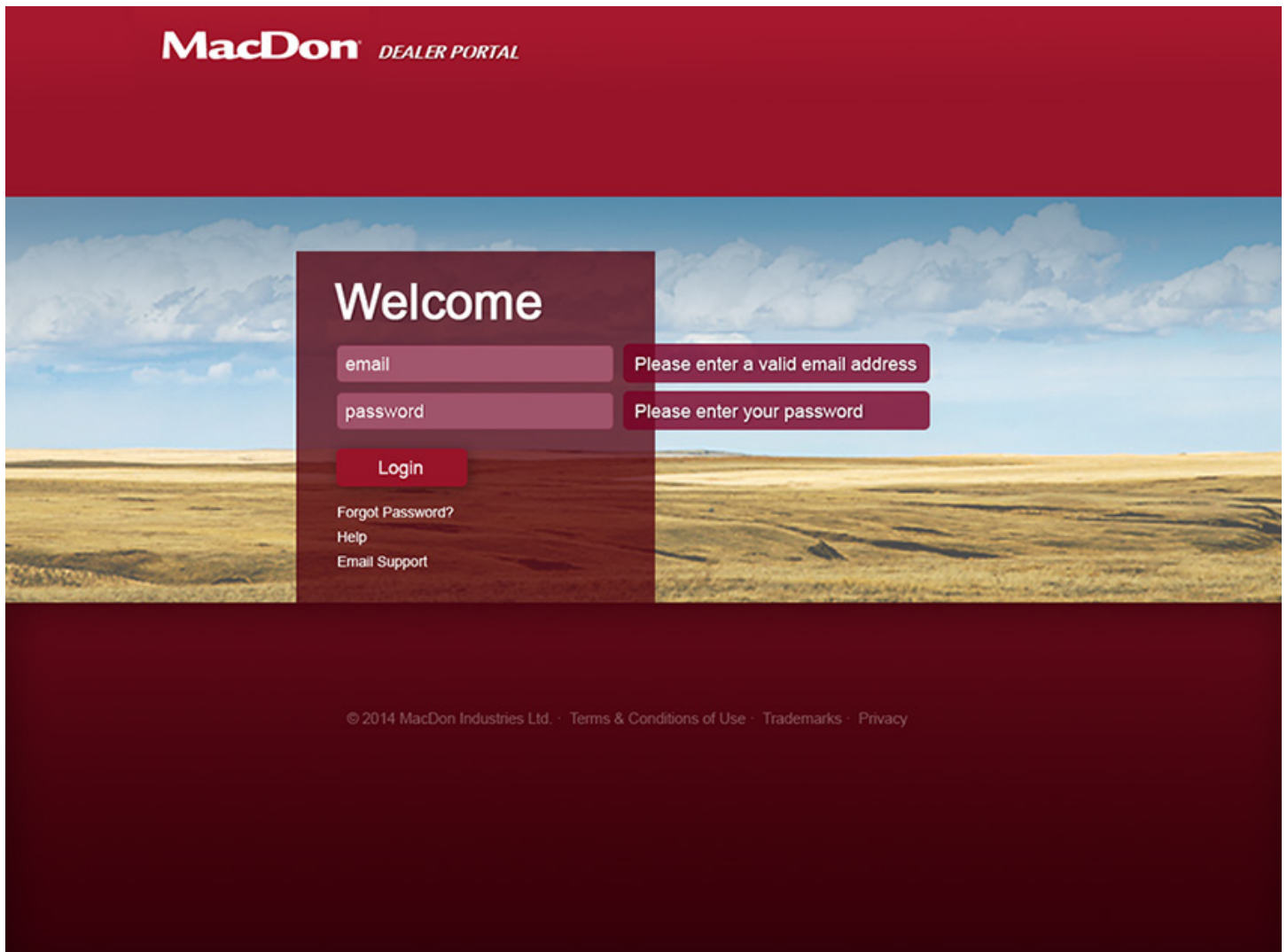
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Introduction

Welcome to the MacDon Dealer Portal Style Guide

This guide is intended for designers, developers, information architects and content developers who are designing, building or enhancing MacDon branded assets and components on the MacDon Portal.

The way we project MacDon will considerably influence how it is perceived by our clients. A positive perception is a valuable asset, so it's our responsibility to make a great first impression with our audience.

The following pages will provide direction for establishing standard behavior and a unified look to all MacDon Portal properties. The result will be a clear, consistent presentation of MacDon in all our communications via the Portal.

Device Resolution

The Portal is primarily used on desktop browsers and iPad tablets having a minimal resolution of 1024x768px.

Living Document

This guide is a living document and will be updated as new needs are discovered.

Colour Palette

MacDon Portal Colour Rules

COLOR	PANTONE (PMS)	C	M	Y	K	WEB	R	G	B
	187 (MacDon Red)	5	100	71	22	#A71930	167	25	48
	Process Black	0	0	0	100	#000000	0	0	0
	Text Grey	67	60	58	43	#454545	69	69	69
	Dark Grey	60	51	51	21	#666666	102	102	102
	Light Grey	20	15	16	0	#CBCBCB	203	203	203
	White	0	0	0	0	#FFFFFF	255	255	255

Body & Content Text Colours

All body content text is to apply the specified colour of **Text Grey: #454545**.
This includes: *Headers, Paragraphs, Form Field Labels, Input Text Fields, Select Menus, Textarea Fields, Radio Button Labels, Checkbox Labels, Ordered and Unordered lists.*

Grid Table Colours

• Data Grid Table Header Background and Borders . . . . Dark Grey: **#666666**

• Data Grid Header Text . . . . White: **#FFFFFF**

• Data Grid Content Row Background Colour . . . . White: **#FFFFFF**

• Data Grid Content Row Text . . . . Process Black: **#000000**

Buttons and Links

Action buttons are to maintain consistent appearance throughout the portal:

• Touch screen usability of action buttons will be improved by increasing their height and width to **32px**.

• Border radius of **6px** giving us rounded corner edges.

• 2 Dimensional white icons to be displayed in the center of these action buttons.

• Button icons should maintain a consistent appearance in style and should always be at least **4px** from the buttons edges.

• Buttons will use background color of MacDon Red: **#A71930**

• Disabled Buttons will be reduced appearance by applying 40% Opacity using CSS

Typography

Body & Content Text Colours

Our information rich portal deserves a font that is clear and readable in all sizes and styles. The main goal and priority for the MacDon Portal is to deliver consistent and clearly legible content, regardless of whether it be numbers in a data grid or as bullet formatted list of instructions.

Arial font will be used for all content including: *Side bar Navigation Links, Buttons, Grid Tables, Headers, Paragraphs, Ordered and Unordered lists, Select Menus and Validation / Error Messages.*

ARIAL BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890 -_=+,.;:?!@#$%^&*()[]{}

ARIAL
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890 -_=+,.;:?!@#$%^&*()[]{}

ARIAL ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890 -_=+,.;:?!@#$%^&*()[]{}

ARIAL BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890 -_=+,.;:?!@#$%^&*()[]{}

Navigation, Headers, Body Content & Footer

- ***Top Bar Navigation Links***
  are to continue using their current settings including their current size and font-family: ***lemonde-sans***.

- ***Left Sidebar Links***
  are to be updated to use Arial Regular and color of: ***#a71930***.

- ***Left Sidebar Links***
  hover color can be set to: ***#6d0012***.

- ***Body Headers***
  should have a font-size of: ***24px***, using a font-family of: ***Arial Regular,*** having the color: ***#454545***;

- ***Body Text***
  is to use font-family of ***Arial Regular*** at font-size:***14px***, color: ***#454545***

- ***Footer Links***
  are to be stylized using font-family: ***Arial Regular*** and color: ***#6a6a6a***;   Their hover color can be set to ***#404040*** and text-decoration:***underline***.

- ***Validation / Information / Error Messages***
  Will use the same font settings as those mentioned in Body Text, default text color should be ***#666666***.

Iconography

Custom Icons

Our Iconography will require a consistent look and feel for all types of elements on screen. We will want to update all existing icon libraries that were installed with the default frameworks LifeRay and Vaadin, especially for customary messages such as form validation (Errors / Confirmations / Informative, etc..)

The new overriding graphics should be created with a unison style and appearance with the Portals' Overall appearance.
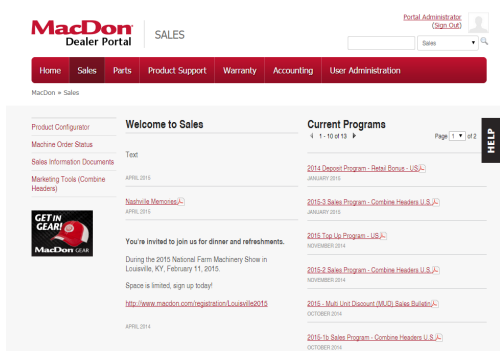
Page Layout Patterns

Full Width Layout (No Sidebar Navigation)

Example Pages Include:

> *Home / Landing Page, Login, Terms and Conditions, Trademarks, Privacy, Contact Us,*
> *My Details and User Administration*

Two Column (Horizontal Layout / No Sidebar)

Just about every other page in the Portal consists of a Two Column Layout, having the sectional sidebar positioned in the left column spanning 20% of the screen while the content area column spans 80% of the screens' width.
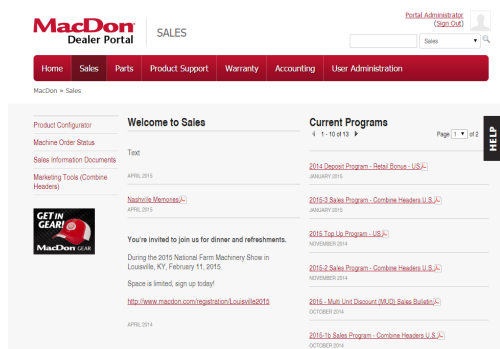

Three Column (Horizontal Layout / Having Sidebar Navigation)

Technically these pages are still considered Two Column layouts where having the main content area displaying its contents in two columns. These are layouts are useful for displaying longer lists of items and links. This layout style is currently the default layout style for Sectional Landing pages.

Example Pages Include:

- Sectional Landing Pages such as **Sales, Parts, Product Support** and **Warranty.**

Home / Landing Page

Home Page Banner / Slide Show

The portal home page currently displays a large scrolling slideshow sitting just below the top navigation bar. The Slide-show consists of three slides that link to pages that reside outside of the MacDon Portal. Although we do want to continue providing links to those three items from the MacDon Portal (Links including: MacDon Facebook Page, MacDon Gear Fullfillment Centre and FlexDraper Video page on MacDons' website.), it would be best if we found another place on the site to advertise those items instead of using a Slideshow.

Home Page Quick Links (Landing Page / Enlarged Version)

The Home pages' content area would best be utilized by having our Application Quick Links rendered for improved accessibility to our Portal applications such as Shopping Cart, Catalog and Warranty Claims Submissions.

Following the homepage Quick Links, I would like to suggest that we continue using the body content area for displaying introductory content for new users such as a welcome message, a News section to display the latest news and updates made to the portal. The Content area could be split into a two or three column layout instead of a 1 column layout that is currently in place – this will reduce vertical scrolling and provide a quicker and closer look at most relevant content to the user.

Display of Text Listings

Throughout the portal, there are many pages with listings of links to PDF Documents and Forms. There are a couple of adjustments that are required for the purpose of improving readability.
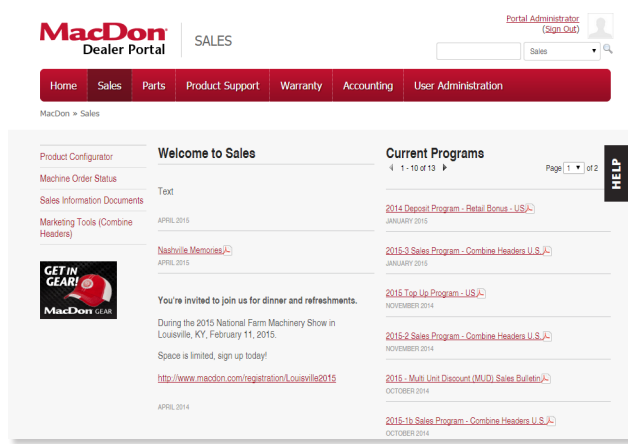
1. Currently most listings take on the entire width of the content area which could be turned into a "Two Column Layout".

2. Reducing the vertical spacing between the vertical separation borders by 10px (6px at top / 4px at bottom) – having the text links display perfectly centered (vertically)

3. Document Type Icons that are displayed to right side of the links should have a margin of 5px applied to them so that they do not appear flush against the text links.

Sub Section Pages

Sub Section Landing Pages

Each item in the top navigation bar is essentially a Sub Section of the portal which hosts their departmental information and applications. Each one of these sub sections have their own landing page such as:
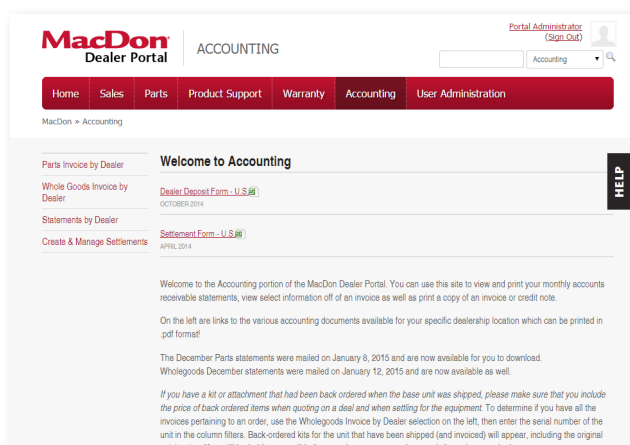
- https://qaportal.macdon.com/web/macdon1/warranty
- https://qaportal.macdon.com/web/macdon1/product-support
- https://qaportal.macdon.com/web/macdon1/parts
- https://qaportal.macdon.com/web/macdon1/sales

These section landing pages are presented using three column layouts. The first column displays the sub section's page links / navigation which take up 20% of the screens' width.

The content pane area is usually split into two equally split columns displaying: "Welcome to 'Section'" area along with & Recent Updates, What's New, Current Programs & Bulletins. The only exception to this layout is that of:
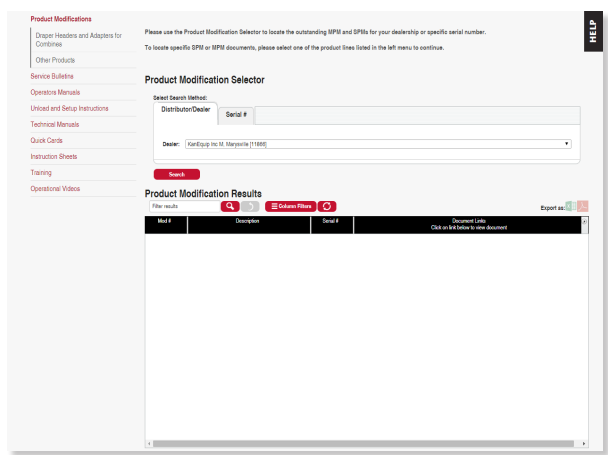
- https://qaportal.macdon.com/web/macdon1/accounting

Common Elements

Grid Tables

Throughout the entire portal area, there are numerous grid tables that are displayed in order to provide detailed information such as Existing Quotes and Warranty Claims. In many instances there are empty grid tables being displayed on screen which isn't a good practice. It is important that we do not display empty Grid tables in the future but have them replaced instead by displaying headers explaining status of the empty table, for eg:

"***There are currently no quotes to display***"

While we should still render action buttons such as "***Create New Quote***"

Grid Table Colours

- Data Grid Table Header background and Borders . . . .   Dark Grey: ***#666666***

- Data Grid Header Text . . . .   White: ***#FFFFFF***

- Data Grid Content Row Background Colour . . . .   White: ***#FFFFFF***

- Data Grid Content Row Text . . . .   Process Black: ***#000000***

- Data Grid Content Row links <a href> . . . .   MacDon Red: ***#A71930***

- Alternating Rows' background color. . . . .   Light Grey: ***#CBCBCB***

** Grid table border width should always be set to border-width: ***1px***.

Form Elements

Form elements including Text Inputs, Textareas and Select (drop down) Menus are to be represented using:

form_element{ *font-size:14px; color:# 454545; border:1px solid #c2c2c2; border-radius:4px; padding:5px;* }

Submit buttons are to use the Action Button Styles.
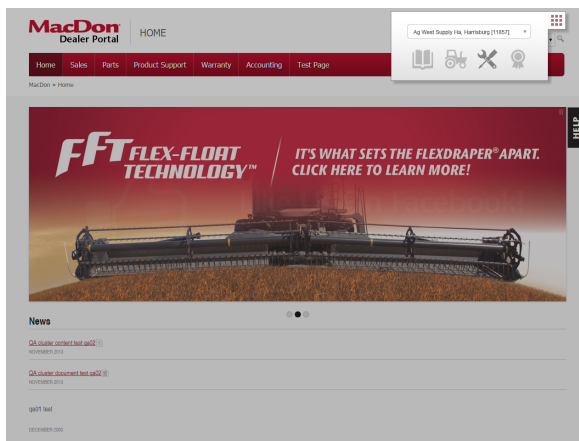

Help Menu Tabs

The help menu tab is present on every page and it does not require any changes to be made stylistically except for its

broken functionality when being previewed on mobile tablets. In mobile tablet and smart phone browser views, the help menu is displayed by default on the screen to the right side of the content area. It should be hidden by default and only rendered to screen when clicked on the Help tab. It should be hidden from view in all other cases.

The Help Menu body of text should be updated to have the same font and font sizing as of the Body.

Quick Links Applications Launch

The Quick Links Applications Launch piece is being implemented in order to provide our clients with an optimal way of launching their favorite Portal Applications using the least amount of effort and unnecessary page navigation click throughs. This piece has yet to be implemented and is currently being designed.

It will be used to launch any portal dependant application by way of executing minimal steps:

1) Clicking on the Grid Icon to display the launch pad.

2) If a select drop down menu is displayed, select a dealer (If no dealer selection is required, proceed to next step.)

3) Click on one of the application icons and the selected application will launch in another tab.

The benefits of the previously defined steps (Quick Links Launch) will reduce the unnecessary clicks to the Portals' sub sections and allow the end user to launch their favourite applications immediately after logging into the Portal.

Language

Considering that we cater to English speaking audiences from Canada, The U.S. and Australia, it might be best to decide on which version of English we prefer to present our portal instructions, labels and the naming of our applications. Once having chosen the language version of preference, there should be a consistent initiative to implement the correct spellings of numerous words that are repeated often such as "Catalog" vs "Catalogue".